



# helloworld

**TRAVEL LIMITED**

**2017 ANNUAL GENERAL MEETING**

2017 Annual General  
Meeting of Helloworld  
Travel Limited

16 November 2017

A large, stylized diamond shape composed of several smaller diamond-shaped images, arranged in a larger diamond pattern. The images include: the Sydney Opera House at night, a Qantas airplane in flight, a view of Machu Picchu, a sunset over a desert landscape, Uluru (Ayers Rock) in Australia, a view of the New York City skyline featuring the Empire State Building, a view of the Acropolis in Athens, and a view of a coastal town with colorful buildings and a harbor.

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**TRAVEL LIMITED**

**2017 ANNUAL GENERAL MEETING**

Mr Garry Hounsell  
Chairman



## Chairman – 2017 year highlights

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- A year of significant progress and positive results
- Merger of HLO and AOT catalyst for business turnaround
- Completion of strategic acquisitions
- The business is now much closer to where it needs to be in relation to;
  - Financial performance
  - Sustainability
  - Engagement with our stakeholders
- New brand identity, tagline and jingle
- Significant industry recognition at the 2017 Australian Federation of Travel Agent awards
- Extensive travel brand portfolio

# Brand Portfolio



## Chairman – Looking ahead

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- Looking to build on base and momentum of recent success
- Build a solid foundation for the future
- Identify and harness opportunities to achieve positive results
- Strategies to maximise the potential and value of the business
- Thank you to our network members, suppliers, industry partners, staff, shareholders and the travelling public for their support





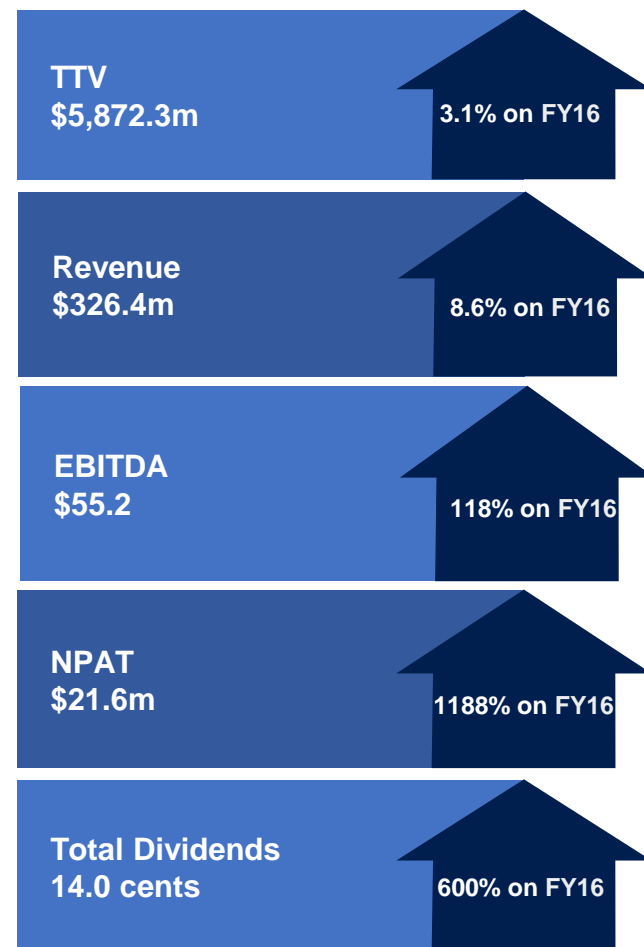
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**TRAVEL LIMITED**

**2017 ANNUAL GENERAL MEETING**

Mr Andrew Burnes  
CEO & Managing Director

# FY17 Financial Results Overview



- \$5.9 billion TTV achieved in challenging market environment.
- Strong revenue growth led by TTV growth and margin improvement.
- Significant business profitability improvement in both EBITDA and NPAT:
  - Benefit from full year impact of AOT business inclusion.
  - Reduced cost base following implementation of merger synergies and cost reduction program.
- Rewarding shareholders with strong dividends.
- Right size cost base, setting foundation for future growth at higher margins.

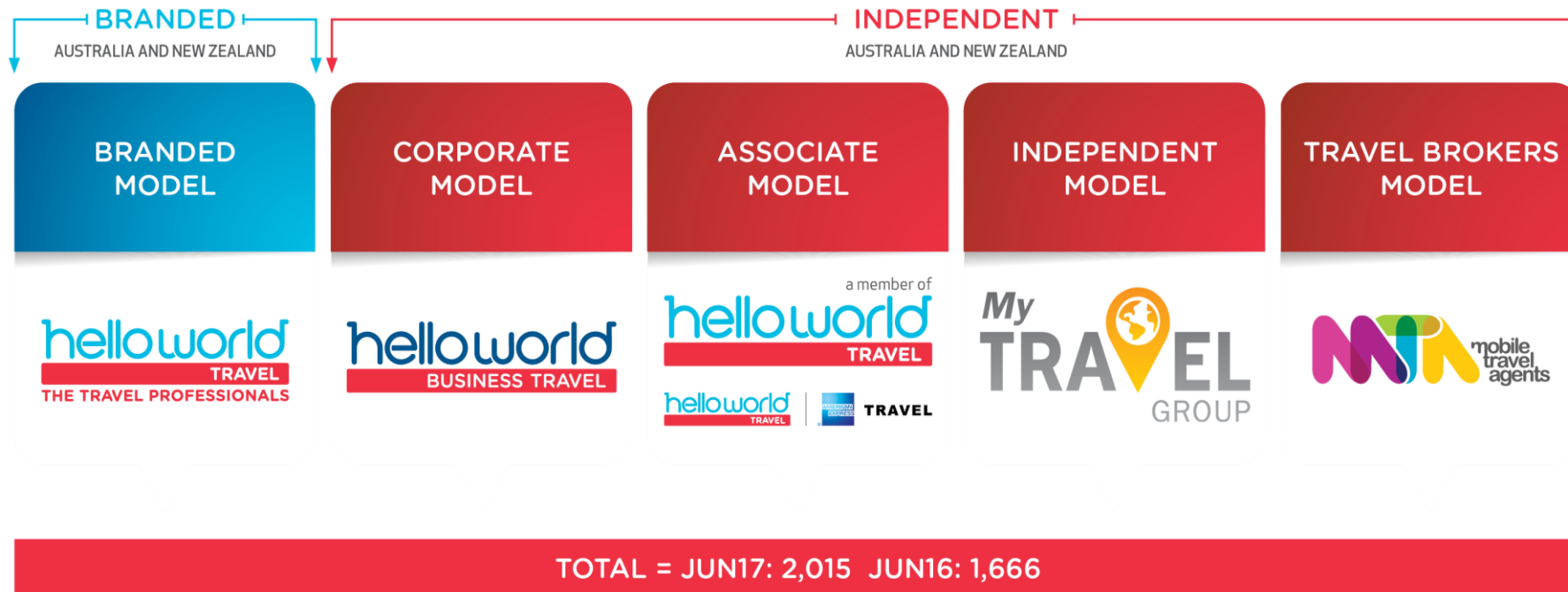
# Key Highlights for the year

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- Revenue growth and significant cost reduction
- Over-delivered on merger synergies and cost reduction program
- Rebranding well received
- Continued the integration of Helloworld Travel and AOT businesses driving economies of scale and efficiencies
- Strengthened relationship with our member networks and invested in new consumer marketing and sponsorships
- Acquisitions – MTA and cruise businesses
- Major client wins in Corporate Travel – PwC, NT Government
- Retail network – now over 2,000 members in Aust & NZ



# Growth in member networks and numbers



- Total members have grown to 2,015, an increase of 349 from the 1,666 members at 30 June 16
- Australian network continues to expand as brand recognition grows and through the strategic acquisition of MTA
- NZ business has grown to 300 providing a strong trans-tasman distribution platform

# Australia Segment Review

## Retail franchise operations

- Brand Evolution
  - Changed company name to Helloworld Travel to reflect our place in the industry and brand name recognition
  - Successfully launched 'Helloworld Travel - The Travel Professionals' tagline for our branded networks, launched 'a Member of Helloworld Travel' for our associates and 'Helloworld Business Travel' as our corporate expertise area
  - Recreated the musical jingle to accompany the tagline across our TV and radio advertising
  - Continued to sharpen our focus on marketing with increased advertising and promotional activity
  - Sponsorship portfolio growth and development
- Winner of the 2017 Best Travel Agency Group at the National Travel Industry Awards for the second year running
- Acquisition of 50% of MTA completed providing a significant footprint in a growing sector
- Franchise loyalty bonus program and co-investment strategy to strengthen member loyalty
- High agent engagement with record attendance at OMC and Business Summit



# Australia Segment Review

## Wholesale/Inbound operations

- Improved product and destinations offerings
- Acquisition of cruise businesses
- Enhanced ReadyRooms portal providing a more comprehensive range and easier booking process
- Business synergies being realised
- 2017 National Travel Industry Award winners:
  - Best Wholesaler Australia Product – Sunlover Holidays (second year running)
  - Best Wholesaler International Product – Qantas Holidays and Viva! Holidays

## Travel Management operations

- AOT Hotels successfully re-tendered for the Whole of Australia Government Accommodation Program Management
- QBT successful with implementation and delivery of travel solutions for NT Government and PwC
- Focus on development of new technologies and value added products

# New Zealand Segment Review

## Retail franchise operations

- Retail members growth (300 members, increase of 57 members)
  - World Travellers group joined adding material TTV volumes across air, land and third party suppliers
  - Independent agent group rebranded to My Travel Group and has grown by 62% during the year
- Brand awareness has increased by 478% following Helloworld rebrand in 2016
- Winner of the 2016 TAANZ NTIA awards for - Best Brand Retail location, Best Travel Agency Manager and Best Broker

## Wholesale operations

- Go Holidays strong sales performance with significant TTV increase from 'in-house' sales from the Helloworld retail group
- Go Holidays awarded 2016 TAANZ NTIA award for Best Wholesale Brand for the third year running

## Travel Management operations

- APX challenges of strong competition and falling air fare prices impacting revenue
- Focused on investing in technologies to improve customer service offerings and productivity efficiencies



# Rest of World Segment Review

## Insider Journeys

- Refocus of revenue distribution channel and margin
- Continues to face challenges of aggressive pricing and heavy discounting by competitors in key markets
- Cost base reduction and right-size
- Alignment of business systems with other Helloworld wholesale brands

## Inbound and Transport businesses (Fiji)

- Strong businesses from AOT Group merged
- Increase of incoming passengers numbers from strong cruise ship arrival growth into Fiji

## Wholesale USA

- Focus on TTV growth through team restructure to increase coverage and exposure in region
- Refocused marketing to drive growth

# Outlook and business focus

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- Continued focus on improving revenue and margins
- Continue to maximise efficiencies in operations across the group
- Integrated service offering continuing to develop and grow
- It's cool to have a travel agent again to assist people to have much richer travel experiences
- Ongoing work to future proof our agents and the business through:
  - Investment in technology
  - Training and new product development
  - Increased brand profile
- Unlock 'unrealized synergies' and continuing to recalibrate our cost base to ensure it is right-sized for our revenues
- Expansion prospects both organically and through acquisition including offshore
- TTV continues to grow although margins remain tight
- We reaffirm our previous EBITDA guidance (\$63.0 million to \$67 million)



A large collage of travel-related images arranged in a diamond pattern on the left side of the slide. The images include: the Sydney Opera House, a suspension bridge, a Qantas airplane, Machu Picchu, Uluru, the New York City skyline, a coastal town, and ancient Greek ruins.

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Formal AGM Business

# Adoption of Remuneration Report

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## Resolution 1

“That the Remuneration Report (which forms part of the Directors’ Report for the financial year ended 30 June 2017 be adopted.”



# Adoption of Remuneration Report

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Questions?

# Adoption of Remuneration Report

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## Proxy Votes

	Number	%
For	56,231,186	98.15
Against	24,297	0.04
Open-Usable	1,034,916	1.81
Abstain/Excluded	44,592,163	N/A



# Election of Directors

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## Election of Mike Ferraro

### Resolution 2.1

“That Mike Ferraro, having been appointed as a director of HLO since the last Annual General Meeting and who retires in accordance with the Constitution and, being eligible, is elected as a director of HLO.”



# Election of Directors – Mike Ferraro

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Questions?



# Election of Directors – Mike Ferraro



## Proxy Votes

	Number	%
For	100,826,613	98.97
Against	10,533	0.01
Open-Usable	1,034,916	1.02
Abstain/Excluded	10,500	N/A

# Election of Directors

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## Election of Andrew Finch

### Resolution 2.2

“That Andrew Finch, having been appointed as a director of HLO since the last Annual General Meeting and who retires in accordance with the Constitution and, being eligible, is elected as a director of HLO.”





# Election of Directors – Andrew Finch

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Questions?

# Election of Directors – Andrew Finch



## Proxy Votes

	Number	%
For	100,835,341	98.98
Against	3,055	0.00
Open-Usable	1,034,916	1.02
Abstain/Excluded	9,250	N/A

# Voting

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- Poll Procedure



# Voting

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- Closure of Poll
- Results of Poll Announced to ASX



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2017 ANNUAL GENERAL MEETING

Thank-you