

Iconic sports NZ Travel brand to join Helloworld Travel

6 June 2019

Helloworld Travel Limited (ASX: HLO) today announced that it has acquired New Zealand sports travel specialists, the Williment Travel Group, following its departure from the former First Travel Group.

Established in 1967 by former All Black, Mick Williment, the business has gained the reputation as being New Zealand's premier sports tour specialist for a broad selection of sporting codes: rugby sevens, motor racing, tennis, rugby league, horse racing, netball, cricket, golf and rugby union. Annual TTV is over \$NZ15 million.

While consideration for the acquisition is not material, the acquisition of Williment Travel is an important strategic step in broadening Helloworld's range of unique travel offerings for our network members.

General Manager Williment Travel, Adair Cameron said, "The experience and knowledge our sports travel specialists have gained over almost 50 years gives them an intimate understanding of the elements that make a sporting tour a successful and memorable experience. To now join up with the strength of the Helloworld Travel group will enable the business to broaden our product range and distribution options."

Andrew Burnes, Helloworld Travel CEO and MD said "The Williment team with their breadth of product and experience across a wide range of sporting codes and in event management adds a new dimension to our New Zealand business and will allow us to open up the amazing offerings Williments has to the market via our Helloworld network members."

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About Helloworld Travel Limited

- Helloworld Travel Limited (ASX: HLO) is a leading Australian and New Zealand travel distribution company, comprising retail travel networks, destination management services (inbound), air ticket consolidation, wholesale travel services, corporate travel management services and online operations.
- HLO has over 2100 staff located in Australia, New Zealand, Fiji, the USA, Asia, India and UK/Europe and over 2350 members of its travel agency networks in Australia and New Zealand.
- Helloworld Travel is the proud naming rights partner of Volleyball Australia and the *Helloworld Travel Volleyroos* men's and women's national teams.

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