

Camplify Holdings Ltd

A.C.N 647 333 962

461 Hunter St Newcastle 2300

PO Box 1143 Newcastle 2300

P: 1300 416 133



ASX Announcement

28 June 2021

Completion of Successful IPO & Upgrades Prospectus Forecast

Highlights;

- Camplify Holdings Limited completes successful listing on ASX today
- The Initial Public Offer raised a total of \$11.5m with the Offer being significantly oversubscribed
- Camplify is also pleased with higher than expected demand from its Premium Member base and also from its employees participating in the IPO
- The business is performing strongly and is now expected to exceed Prospectus forecasts and therefore is upgrading its FY21 GTV and Revenue forecasts

1. Completion of Successful IPO

The Board and management of Camplify Holdings Limited (Camplify) are pleased to announce the Company has been admitted to the official list of the Australian Securities Exchange ("ASX") at 12.30pm AEST following the successful initial public offering ("IPO"). Camplify will trade under the ticker code CHL.

The IPO was more than 4 times oversubscribed with strong support from institutional and retail investors.

Camplify is a founder lead business with management holding a significant share in the business.

The company was excited to offer our customers the chance to subscribe to the offer and become shareholders. There was strong support of Owners of RVs who participated in the significantly oversubscribed Premium Member Offer in the IPO.

Camplify Holdings Ltd

A.C.N 647 333 962

461 Hunter St Newcastle 2300

PO Box 1143 Newcastle 2300

P: 1300 416 133



The funds raised will be used to invest in the core business model and pursue growth strategies, as well as further product development and expansion of the Camplify platform.

Camplify CEO Justin Hales said: "I would like to welcome our new shareholders to the register. We have been delighted with the support and interest we have received throughout this process from a wide range of institutional and retail investors. Most exciting to us is the chance for our customers to become shareholders. We have always been a customer centric organisation, and now these customers can become shareholders in our business."

"We will continue to focus on growing our business and to deliver on our purpose of helping connect RV owners with hirers looking to head on an RV adventure."

2. Upgrade of Forecast Results

Camplify also announced trading for the half year is anticipated to perform ahead of expectation. During this period Camplify has continued to see strong growth and is able to upgrade its FY21 Prospectus forecast.

Camplify has continued to see growth in 2HFY21, ahead of the forecasts provided in the Prospectus. Gross Transaction Volume and Revenue are both tracking ahead of forecast for 2HFY21.

The company now expects FY21 GTV in the range of \$30.0 - \$31.5m instead of the \$27.8m forecast in the Prospectus.

The company now expects FY21 Revenue in the range of \$7.3 - \$7.6m instead of the \$6.7m forecast in the Prospectus.

These changes are due to the following key outcomes:

- A lower than expected impact on operations from regional lockdowns and border restrictions associated with COVID-19.
- A faster than expected return to travel and tourism in the UK market, strong customer interest, and earlier than anticipated signs of economic recovery.
- Continued strength of the caravan and camping sector in Australia as a leading tourism sector.

Camplify Holdings Ltd

A.C.N 647 333 962

461 Hunter St Newcastle 2300

PO Box 1143 Newcastle 2300

P: 1300 416 133



- Camplify planned to commence caravan sales to Premium Members during 2HFY21. However, the 2HFY21 forecast in the Prospectus anticipated no revenue from caravan sales due to supply chain uncertainty. Since filing the Prospectus, Camplify has been successful in securing product and therefore expects sales of caravans to occur and delivery to take place to customers in the upgraded forecast for FY21. Camplify is excited by this new product line, enabling RV Owners via the Camplify platform to expand their offering and expand the Camplify fleet.

-- END -

For further information please contact:

Media Enquires

Colette Cordes;

media@camplify.com.au

+61 426 580 303

Investor Relations

www.camplify.com

investors@camplify.com

About Camplify

Camplify (ASX: CHL) is one of Australia's leading peer-to-peer (P2P) digital marketplace platforms connecting recreational vehicle (RV) Owners to Hirers. Camplify has built a platform that delivers a seamless and transparent experience for consumers and potential RV Hirers to connect with RV Owners and SMEs with a fleet of RVs. A wide variety of caravans and campervans are available on Camplify.

This announcement was approved by the Board of Directors of Camplify Holdings Limited.