

Camplify Holdings Ltd

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ASX Announcement

24th February 2022

Camplify Holdings Limited IH22 Results and Presentation

Highlights;

- **Metrics for H1 FY22 strong growth despite government restrictions in holiday period**
- **H1 FY22 Gross Transaction Volumes of \$22.9 m for the half year representing a pcp growth rate of 61.6% versus H1 FY21.**
- **GTV CAGR of 94% over past 3 year period (H1 FY20 (unaudited), H1 FY21, H1 FY22)**
- **Revenue for H1 FY22 of \$6.8m a pcp growth rate of 109% versus H1 FY21**
- **Revenue CAGR of 117% over past 3 year period (H1 FY20 (unaudited), H1 FY21, H1 FY22)**
- **Take rate for the half year hitting 29.1%**
- **45% increase (pcp H1FY21) in RV fleet up to 7,338 RVs**

A copy of Camplify Holdings Limited (CHL) Half Year Results Presentation for the half year ended 31 December 2021 is attached.

Results

Gross transaction volumes continued an increase, to over \$22m for the half year, presenting an pcp growth of 61.6% (H1FY22 pcp). This continues the strong growth Camplify has demonstrated to see a CAGR of 94% for the last 3 years (H1 FY20 (unaudited), H1 FY21, H1 FY22). Revenue also continued to grow with Camplify recording \$6.8m for H1 FY22, a pcp growth of 109% (H1FY22 pcp). This growth saw revenue hit a CAGR of 117% for the past 3 years H1 FY20 (unaudited), H1 FY21, H1 FY22). With revenue as the focus Camplify saw take rate remain strong and grow for the period to 29.1% up from 22.9% pcp H1 FY21.

Comments by CEO Justin Hales

CEO Justin Hales said "Camplify has delivered a strong result in the first half of the year for FY22 positioning the company to continue our excellent growth trajectory. During this period travel was challenging due to restrictions placed on consumers as Delta impacted our key markets, during key holiday periods. Having successfully weathered this storm, and shown strong growth, Camplify is well positioned with our healthy balance sheet to continue our objectives. With international travel returning, and more and more restrictions lifting, Camplify has built into a true player in the RV rental segment in key markets."

Strong Net Cash Position

Camplify is in a strong cash position, closing out H1 with \$19.3m in cash. Cashflow from operating activities was (\$0.9m) during the period as planned Use of Funds strategies were implemented, resulting in an increased growth based expenditure. Debt remains minimal at \$0.1m. Camplify is well funded and growing significantly in all key metrics.

Outlook

For the remainder of FY22 Camplify expects the following key drivers in the tourism market;

- COVID-19 will most likely become an endemic in most developed countries due to high vaccination rates. This will result in the removal of travel restrictions.
- A normal high seasonal swing in the second half of the financial year will be driven by a desire from consumers to return to travel
- The opening in international borders will present an opportunity for Camplify to grow its inbound tourism market, in Australia, and New Zealand.

Acquisition Update

During H1 FY22 Camplify announced, its first acquisition, with the proposed acquisition of Mighway and SHAREaCAMPER (NZ & AU) from Tourism Holdings Limited (**thl**). This proposed acquisition is currently under consideration from the New Zealand Commerce Commission, which a decision expected in March 2022.

Join the Camplify Investor Update Call

Camplify will hold a conference call for investors on Thursday the 24/02/2022 at 11am You can join this conference via the link: [Camplify FY22 Half Yearly Results Presentation](#).

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About Camplify

Camplify (ASX: CHL) is one of Australia’s leading peer-to-peer (P2P) digital marketplace platforms operating in Australia, UK, New Zealand, and Spain, 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.



Camplify

H1 FY22 Presentation

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A person wearing a striped shirt is kneeling on a sandy beach, holding a surfboard. The background shows the ocean and a clear sky. The image is overlaid with a semi-transparent dark blue filter.

Acknowledgment of Country

Camplify pay our respects to the traditional owners, their elders past and present and value their care and custodianship of these lands
Camplify is a proud Newcastle company built on the lands of the Awabakal & Worimi people.

Agenda

1. Highlights and Strategy
2. Financial Performance
3. Operational Performance
4. Outlook
5. Customer and Industry Information
6. Annexures

1. Highlights and Strategy

Marketplace Highlights H1 FY22

Camplify is one of Australia's leading P2P digital marketplaces connecting Owners of RVs such as caravans, campervans and motorhomes to Hirers.

\$22.9 m

Total Transaction Value

+61.6% (H1 FY21 pcp)

\$6.8 m

Total Revenue

+109% (H1 FY21 pcp)

17,300+

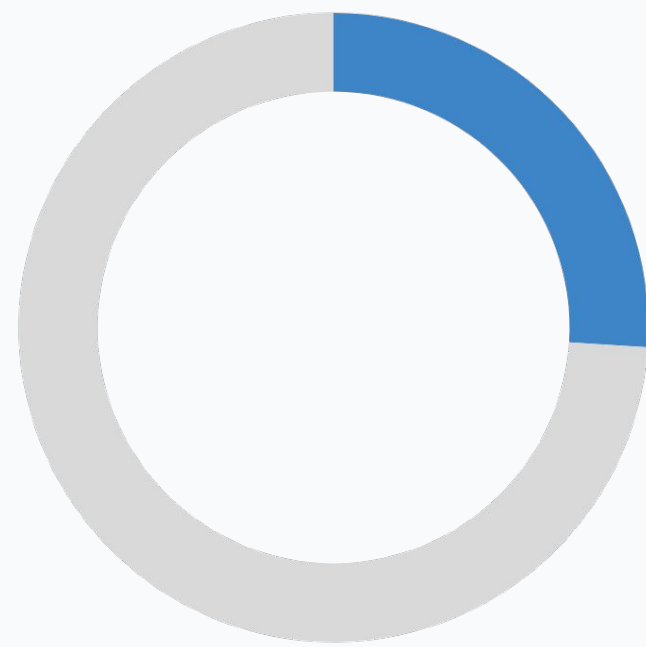
Total Bookings

+24.7% (H1 FY21 pcp)

\$1,183

Average booking value

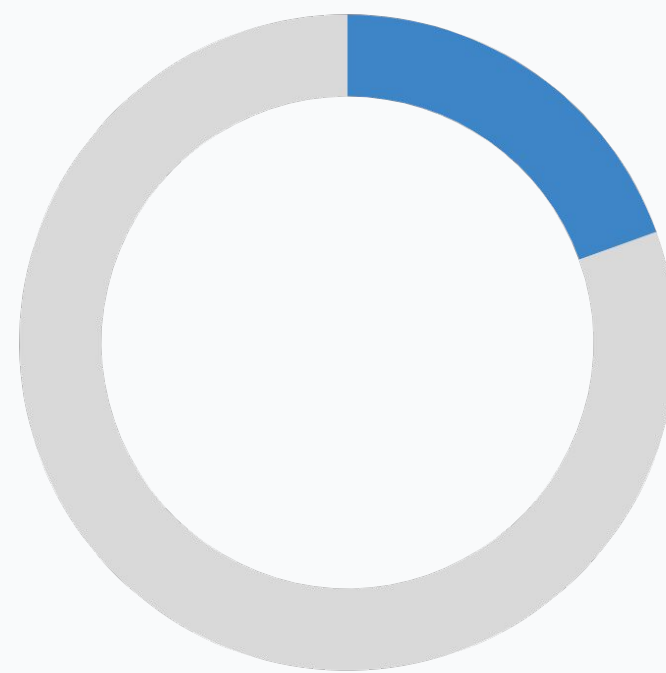
= \$321 revenue to Camplify



29.1%

Take Rate

Increase from 22.9% H1 FY21



20%

Percentage of hirers retained¹

7,338

Total RVs on Platform

+45% H1 FY21 pcp

39,819

New Customers² in H1 FY22

Marketplace Highlights H1 FY22

'I was able to leave my job which was no way near flexible with raising young children. I now have the flexibility to work and care for my family.'

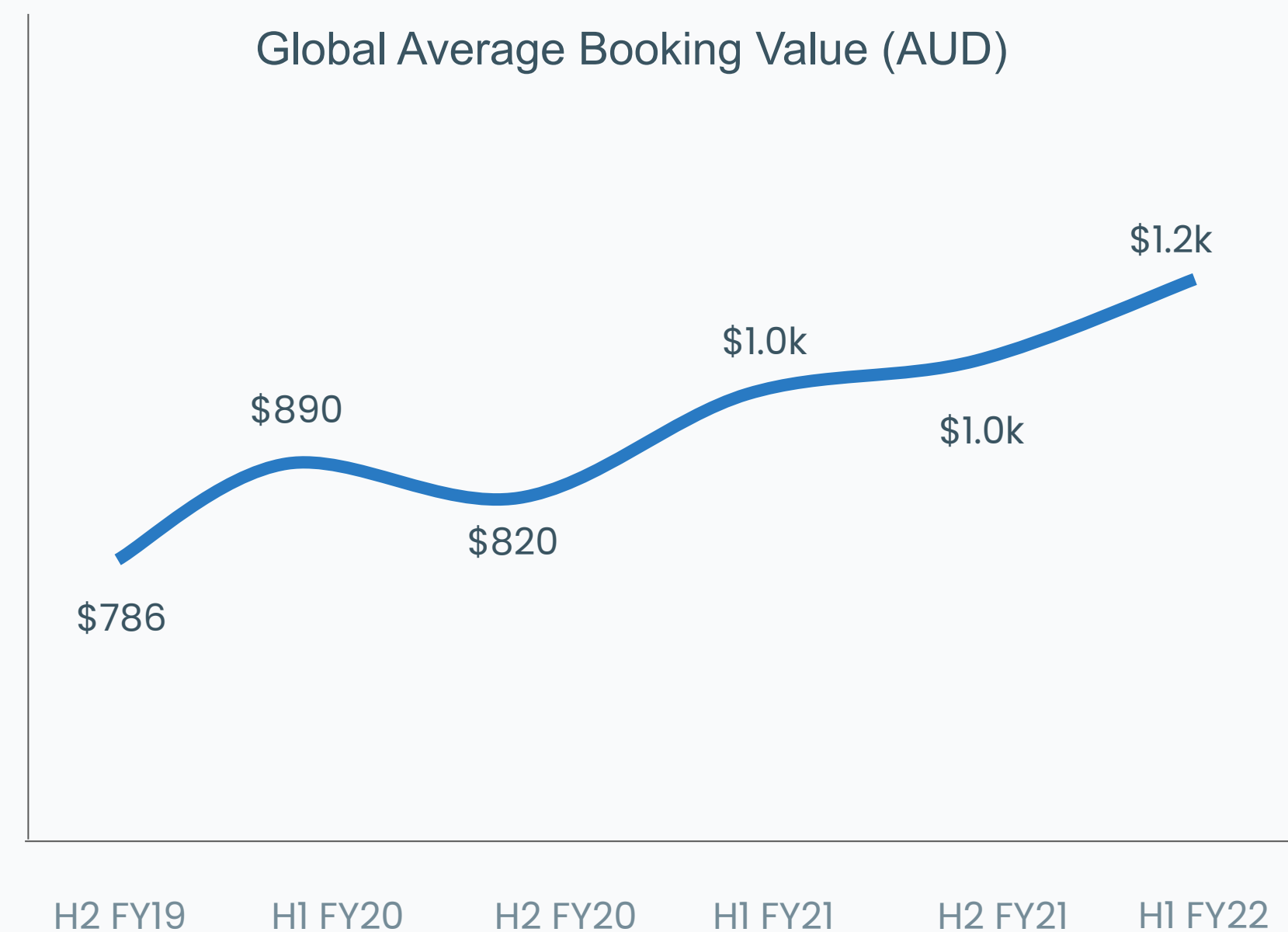
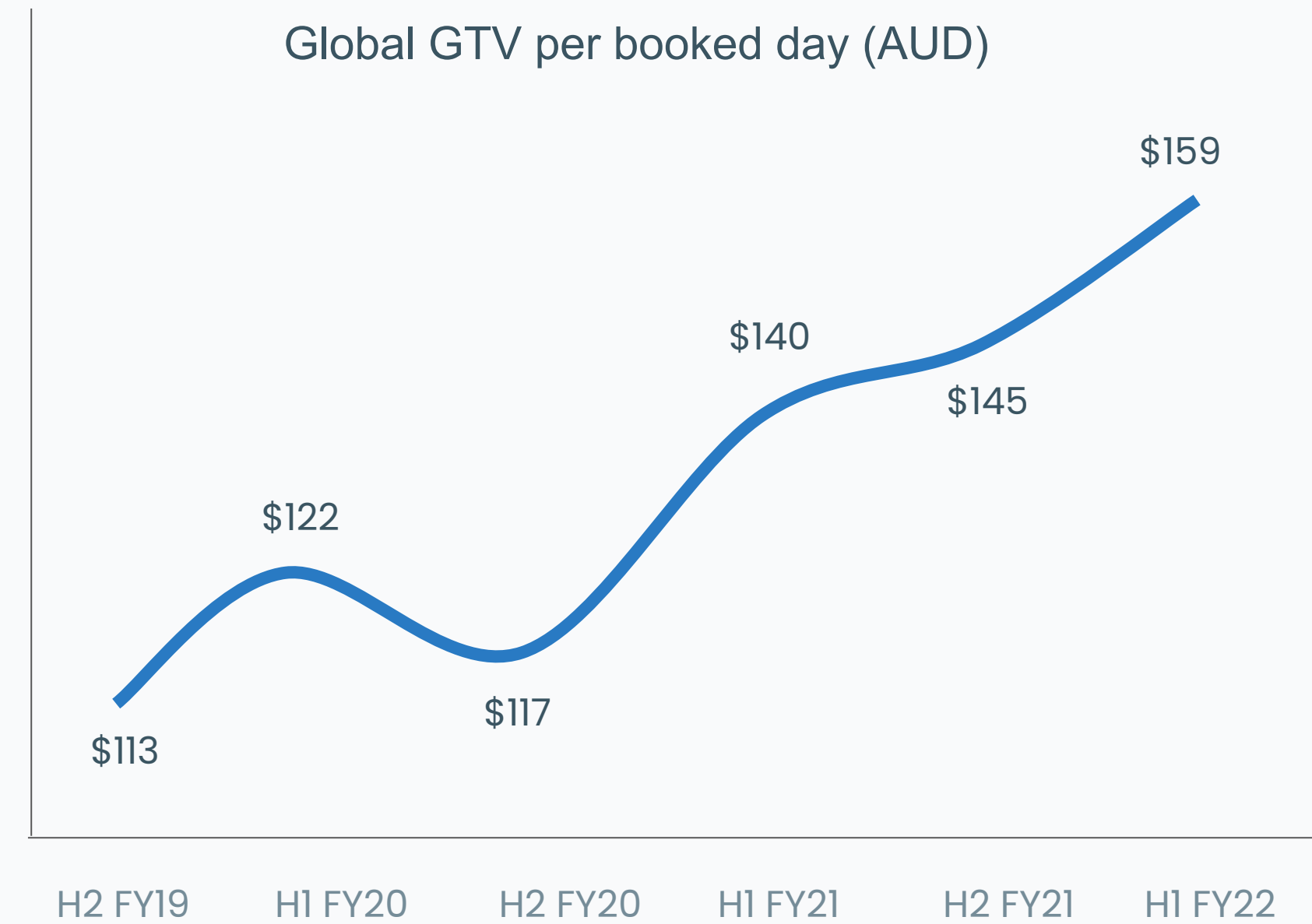
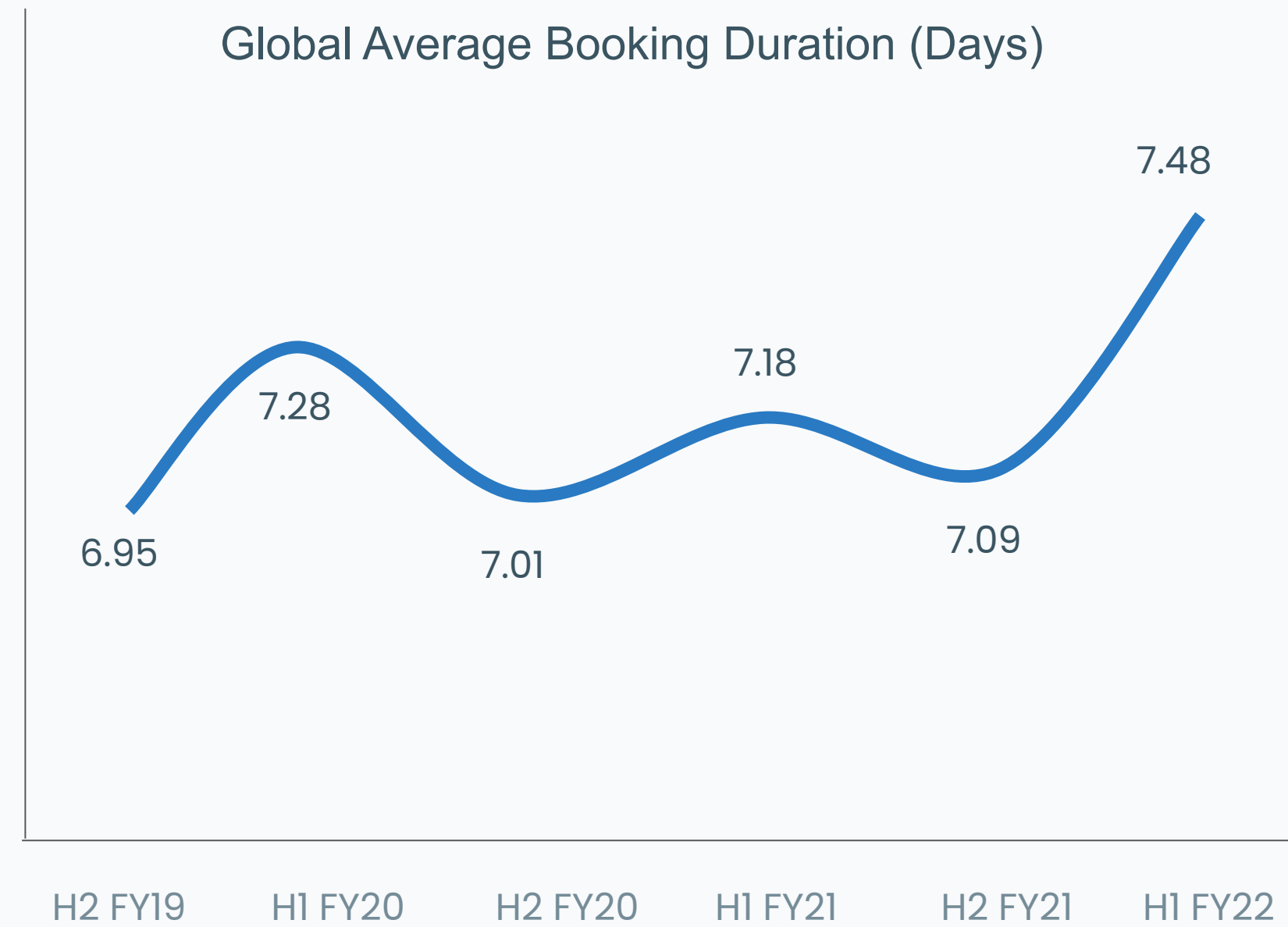
- Alyce, Camplify member since 2020

¹ retained hirers are defined as hired more than once from Camplify

² new customers are defined as created an account and created a booking. The booking may not be recognised in this period

Shifting landscape of travel

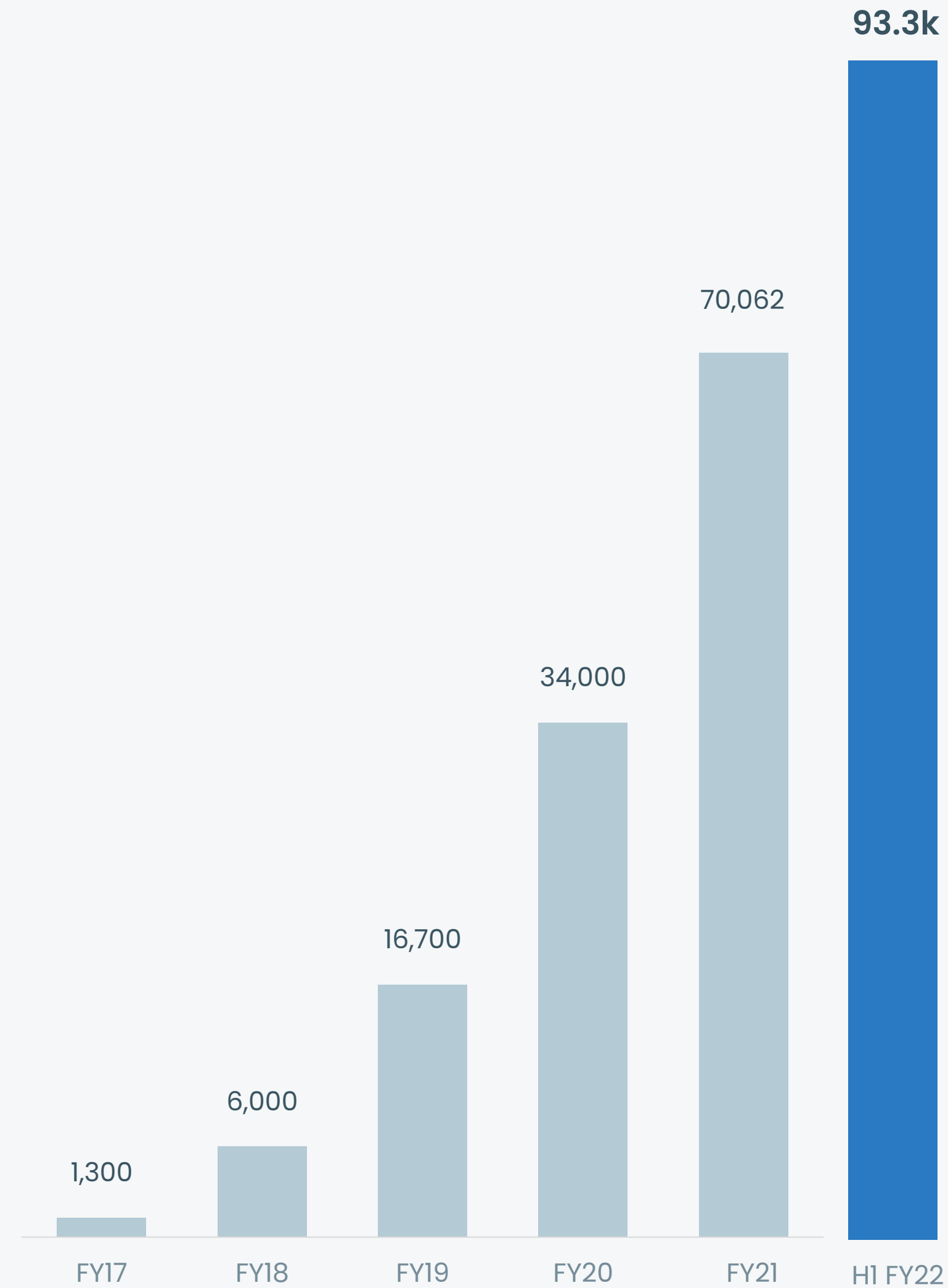
- Our hirers are booking longer trips with consistent YOY growth in Average booking length.
- Their average spend per day is also increasing, with a 13.6% increase in the *GTV per booked day* in H1 FY22 compared to the previous year.
- This leads to an increased average booking value of \$1,183 (an increase of 18% on the previous year).
- There is also increasing demand for long-term bookings, with 1% of bookings being over 30 days in length (up from 0.6% the previous year)



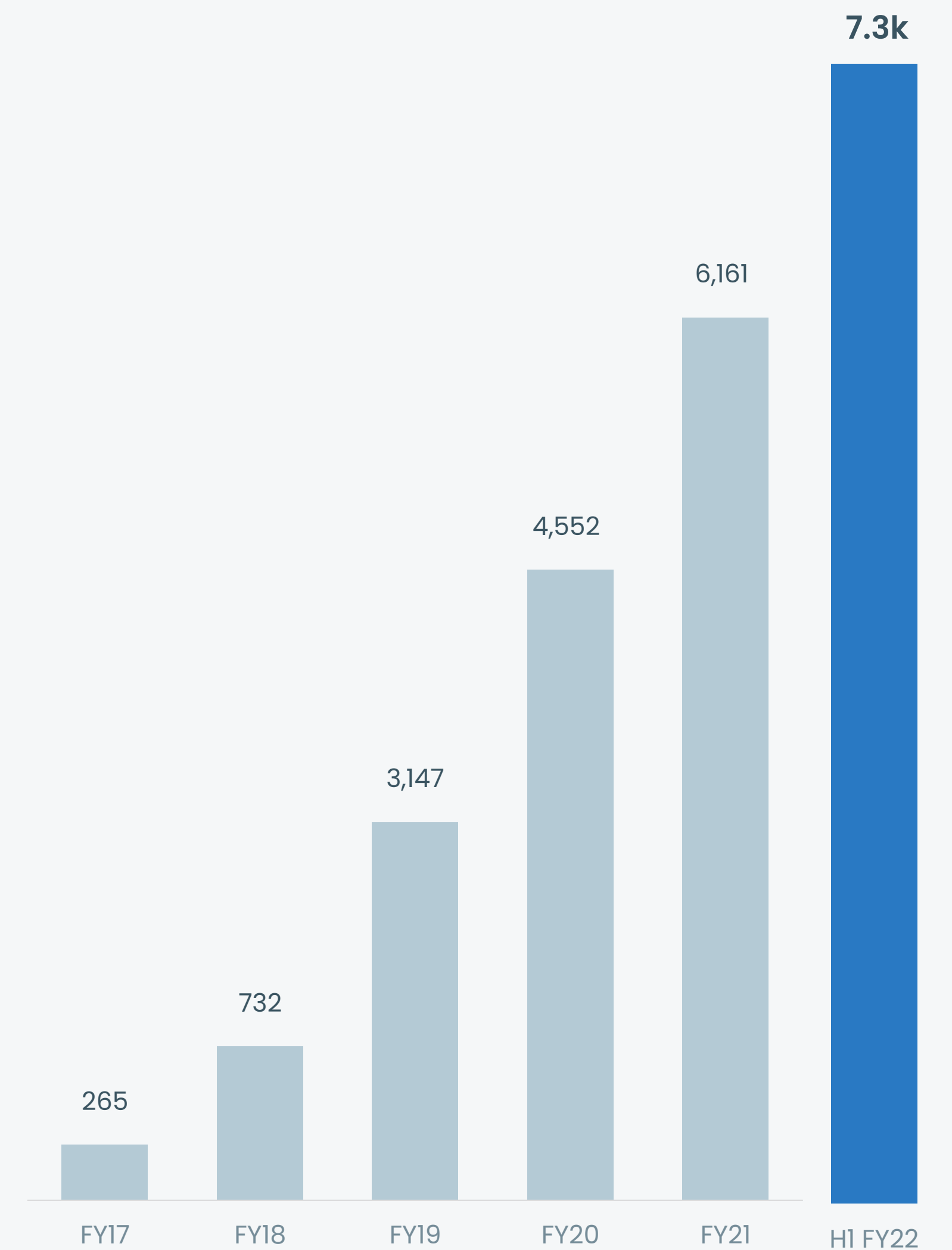
Growing Hirer & Owner community

- Strong platform growth has been achieved at strong CAC performance due to a combination of network effects, referrals, industry tailwinds and inbound marketing initiatives.
- Platform investment allowed Camplify to scale with new customers and increased GTV with limited operational spend.

Number of cumulative **Hirers**



Number of cumulative **RVs**



Strategy

Become the leading RV rental platform in market

Grow current markets
Fleet focus

Enhance our platform development

Help more hirers enjoy
van life

Build a beautiful efficient business

Our Mission

Van life accessible for all

Our Vision

Empowering our growing community of RV owners to make outdoor adventures accessible everywhere

Our Values

Trustworthy

Empowerment

Accessibility

Simplicity

Endless Adventures

Camplify H1 FY22 Milestone Moments



68.69% growth to achieve A\$10.49 million in Q1.

- A\$10.49m* Gross Transaction Volumes (GTV) for the quarter (representing growth rate of 68.69% vs Q1 FY21).
- Camplify achieved A\$3.07m* in revenue for the quarter (representing a growth rate of 106% vs Q1 FY21)
- Record cash receipts from customers of \$7.7M*



Camplify announces proposed acquisition of Highway and SHAREaCAMPER

Oct 2021: Camplify entered into an agreement to fully acquire Highway and SHAREaCAMPER business and assets in Australia and New Zealand from Tourism Holdings Limited (NZE:thl) to accelerate growth in the New Zealand market.

Camplify H1 FY22 Milestone Moments



Top 100 Fastest Growing companies in Australia

5 Nov 2021: Camplify is recognised as one of Australia's fastest growing Companies ranking #17 in AFR's 2021 Fast 100 Companies List.

Camplify continued to grow in Q2 FY22

Camplify's Q2 announcement showed strong performance throughout the quarter with:

- A\$11.77M* Gross transaction volumes (GTV) for the quarter (representing a growth rate of 48% GTV Growth vs H1 FY21)
- Camplify achieved A\$4.02M* for the quarter (representing a growth rate of 140% Revenue Growth vs H1 FY21)
- 31% Take Rate

Strong results to finish H1

- In spite of headwinds from Omicron Camplify finished off the half with strong results; increasing GTV by 61.6% vs pcp, and increasing Take Rate from 22.9% in H1 FY21 to 29.1%.
- Camplify saw strong fleet growth, expanding the fleet to over 7,300 vans globally.
- Camplify also saw improvements in key metrics such as *Average length of stay* and *Average booking value*.

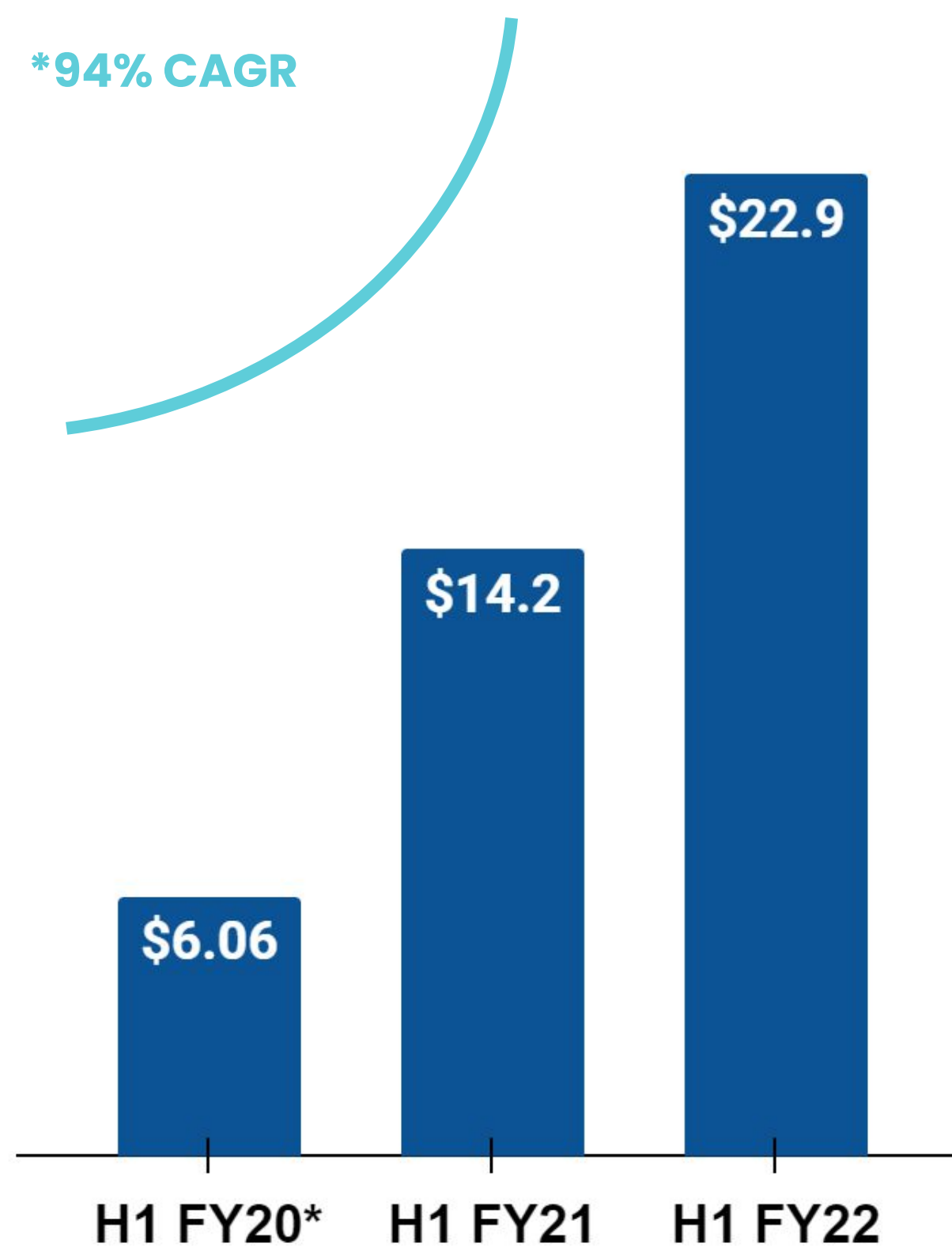
A group of four people are sitting around a campfire at dusk. A man in a dark jacket sits on the left, a woman in a light green jacket sits in the foreground with her back to the camera, a woman in a brown hat sits behind her, and a man in a blue jacket sits on the right. A white van with 'Trixie' written on its side is parked behind them. The background shows a calm sea and a cloudy sky with a setting or rising sun. The overall mood is peaceful and outdoorsy.

2. Key financial information

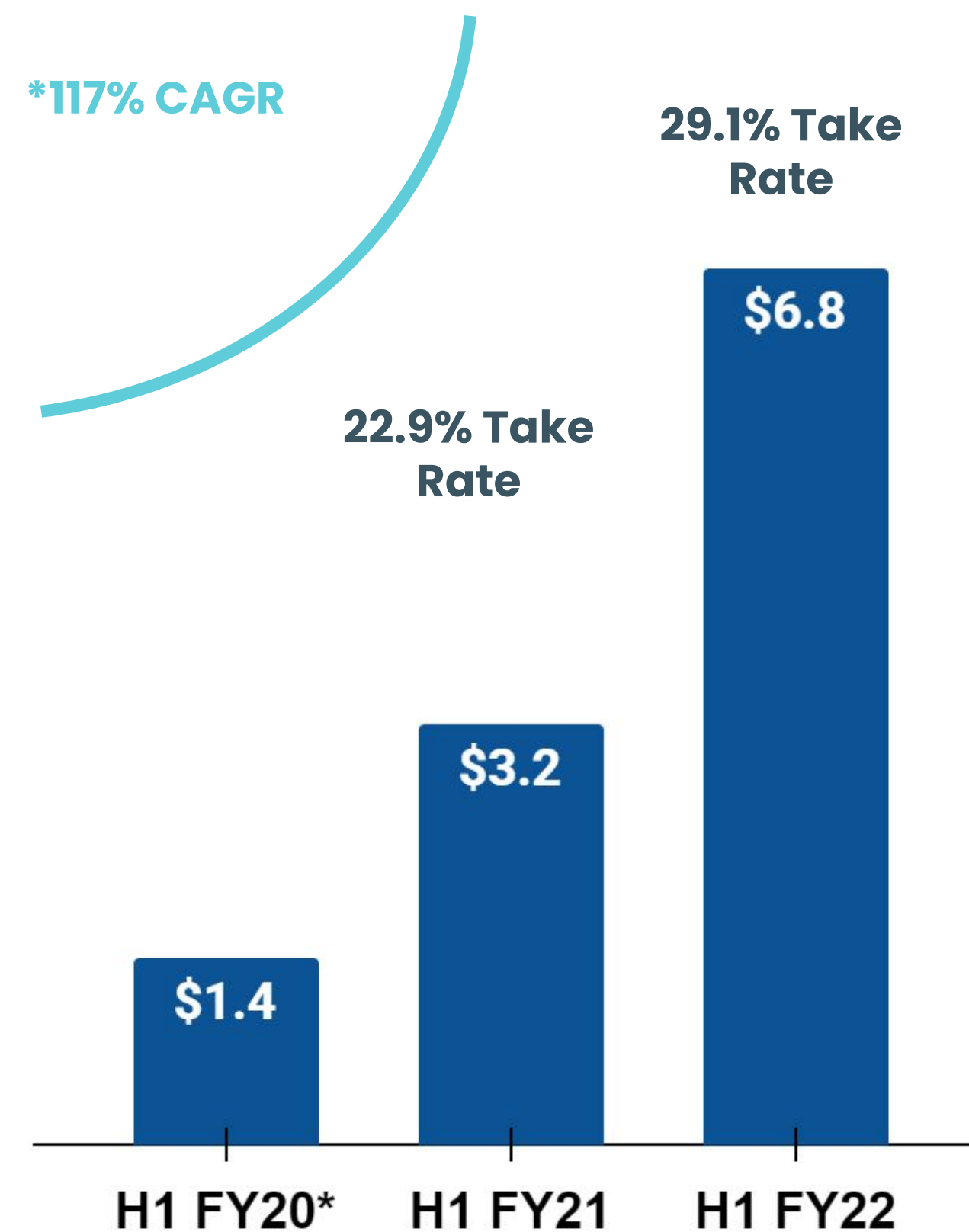
Financial highlights

Growth momentum in GTV and revenue maintained as Take Rate increases to 29.1%

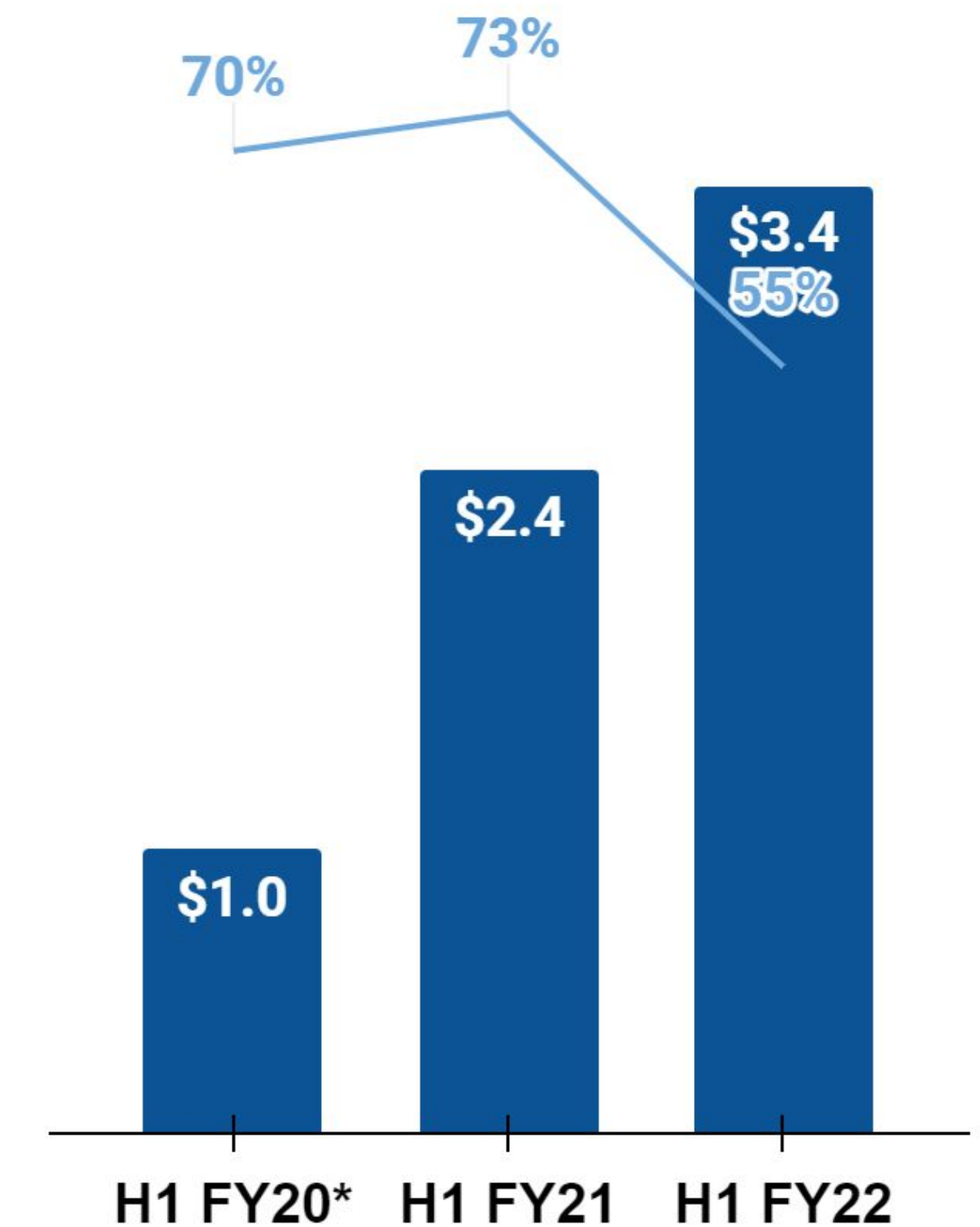
Gross transaction value (\$M)



Revenue & take rate (\$M)



Gross profit and margin (\$M)

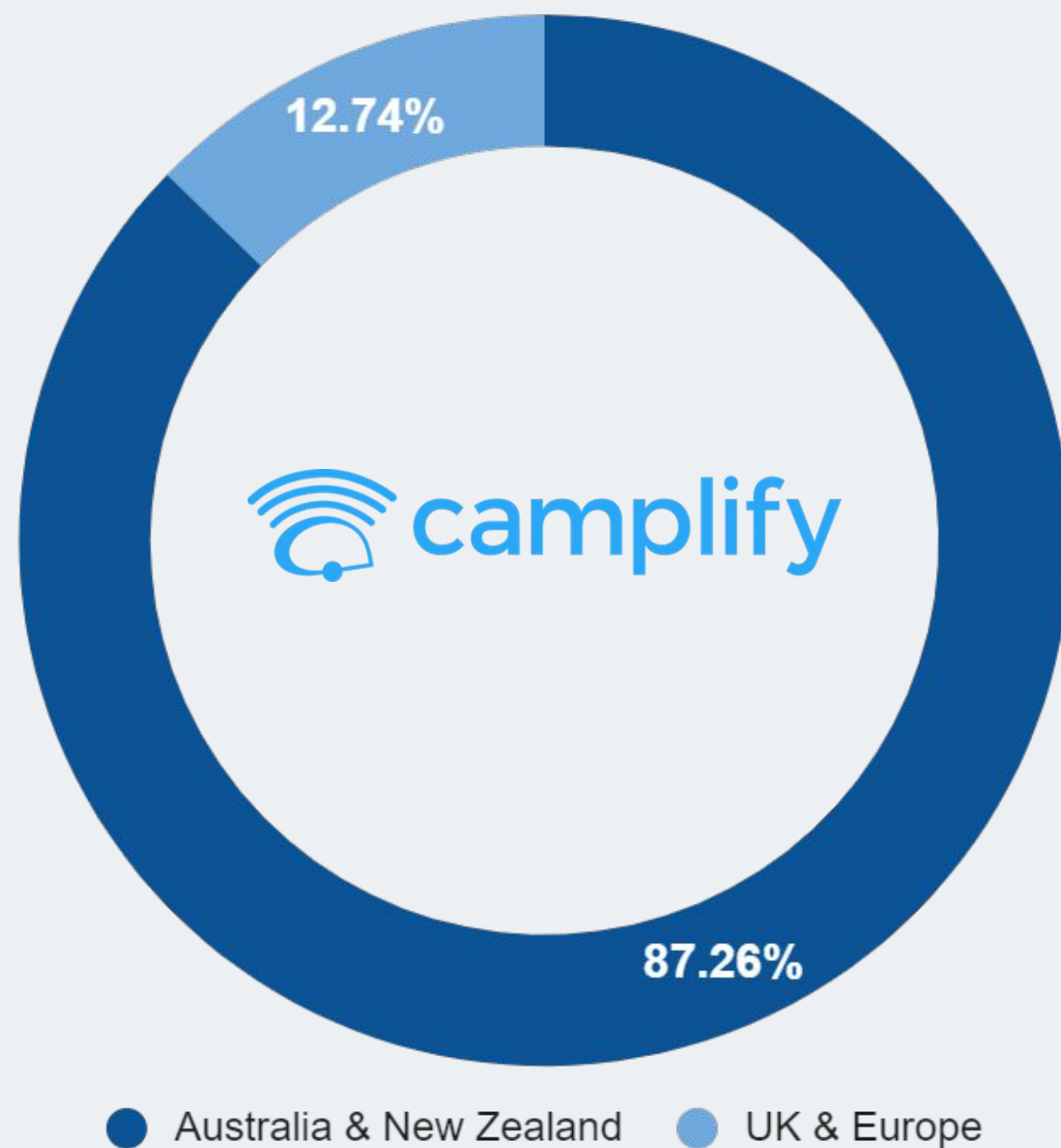


*Unaudited figures prior to ASX listing

Note: Hire related Gross Profit Margin is 77%

Key operating metrics

Geographical Segments H1 FY22 GTV



The majority of GTV was generated in Australia & New Zealand while UK & Europe operations continue to experience strong growth and account for a greater share of GTV vs H1 FY21

High growth in total GTV exceeding fleet growth rate while revenue retention increased.

Average Booking Value continues to increase reflecting longer booking length

High total RV fleet growth continues. Premium membership doubled highlighting growing fleet engagement and its value to owners

Financial Metrics	H1 FY21	H1 FY22
Gross Transaction Value (GTV) (\$m)	14.2	22.9
GTV Hire (\$m)	12.9	20.2
Premium Memberships and Insurance (\$m)	1.2	2.5
Other (\$m)	0.1	0.1
<i>Total GTV Growth (%)</i>		61.6%
Amounts paid to owners (\$m)	11.0	19.0
Amounts retained by Camplify (Total Revenue) (\$m)	3.2	6.0
<i>Proportion Retained by Camplify (%)</i>	25.2%	29.5%
Gross Profit Margin (%) (exc Van Sales)	73%	55%

Hirers' Metrics	H1 FY21	H1 FY22
Total number of paying hirers on the platform	51,208	93,373
<i>Growth %</i>		82.3%
Total number of bookings made	28,591	49,512
<i>Growth %</i>		73.2%
Average Booking Value (\$)	1,003	1,183
<i>Growth %</i>		18.0%

Owners' Metrics	H1 FY21	H1 FY22
Total number of RVs available on platform	5,062	7,338
<i>Growth %</i>		45.0%
Number of RVs subscribed to Premium Membership	1,265	2,565
<i>Growth %</i>		102.8%

*Note: Gross profit margin for Van sales was 7% in H1 FY22.

Income Statement

Growth in GTV for H1 reflecting increases in:

- RV Fleet (45% vs PCP)
- Hirer Growth (25% vs PCP)
- Average booking value (18% vs PCP)
- Premium Membership (109% vs PCP)

Growth in Revenue (83%) exceeded growth in GTV and was driven by:

- Hirer Revenue (64% vs PCP)
- Premium Membership & Insurance (115% vs PCP)
- Ramping up of Van sales (\$824k)

Gross Profit Margin maintained at 50%

- Hire Related 77%
- PM & Insurance 28%
- Van Sales 7%

Operating Expenses increased to support the next phase of high growth:

- Support future organic growth domestically
- Drive rapid international expansion
- Drive growth from new revenue streams

Insurance Revenue Recognition Policy change from AASB15 (contracts) to AASB4 (insurance)

- Casual Insurance Revenue grossed up
- Premium Membership revenue separates insurance component and personal use component
- Insurance Recoveries from Hirers now recognised as Income (at 0% GP Margin)

\$ Millions	H1 FY21	H1 FY22
Revenue	3.2	6.0
Hire	2.0	3.3
Premium Membership & Insurance	1.2	2.5
GPS Tracker	0.0	0.0
Other	0.0	0.1
Cost of Sales	(0.9)	(2.7)
Hire	(0.2)	(0.7)
Premium Membership & Insurance	(0.6)	(2.0)
GPS Tracker	0.0	(0.0)
Gross Profit (excl. Van Sales)	2.4	3.3
<i>Gross Profit Margin (excl. Van Sales)</i>	<i>73%</i>	<i>55%</i>
Van Sales Revenue	0.0	0.8
Van Sales COGS	0.0	(0.7)
Gross Profit (Van Sales)	0.0	0.1
<i>Gross Profit Margin (Van Sales)</i>	<i>0%</i>	<i>7%</i>
Gross Profit	2.4	3.4
<i>Gross Profit Margin</i>	<i>73%</i>	<i>50%</i>
Employee Benefits Expense	(1.4)	(3.2)
Marketing Expense	(0.6)	(1.7)
Operations Expense	(0.2)	(0.9)
Administration Expense	(0.5)	(0.5)
Finance Expense	(0.3)	(0.3)
Operating Expenses	(2.9)	(6.6)
Other Income	0.4	0.5
EBITDA	(0.2)	(2.7)
Depreciation & Amortisation	(0.1)	(0.1)
EBIT	(0.2)	(2.8)
Net Interest Income/(Expense)	0.0	0.0
Profit/(Loss) before Tax	(0.2)	(2.8)
Income Tax Benefit/(Expense)	0.0	(0.0)
Net Profit/(Loss) after Tax	(0.2)	(2.8)

Cash Flow Statement

Commentary:

- Working capital movement reflects increased cash flow from bookings, as well as the increased operating expenditure in planned Use of Funds for H1
- Capital Expenditures were driven mainly by investment in Property, plant, and equipment (Newcastle Head Office fit-out)

\$ Millions	H1 FY21	H2 FY21	H1 FY22
EBITDA	(0.2)	(1.9)	(2.8)
Change in Working Capital	3.5	1.0	1.9
Non Cash items	0.0	0.0	0.0
Cash flow from operating activities	3.3	(0.9)	(0.9)
Capital Expenditure	(0.1)	0.0	(1.0)
Transfer to/from interest bearing deposit	0.0	0.0	0.0
Free cash flow	3.2	(1.0)	(1.8)
Proceeds from borrowings	0.1	0.0	0.1
Proceeds from issue of shares	0.0	14.2	(0.1)
Lease repayment for ROU asset	(0.0)	(0.1)	0.0
Net Cash flow	3.3	13.1	(1.8)

Balance Sheet

Commentary:

- Capital light model
- Continuing strong net cash position
- Increases in Trade & other receivables, Trade & other payables, and Other Liabilities were driven by the increased Hirer volumes experienced
- Debt remains very low, with the GBP 50,000 UK government loan repaid during H1. A motor vehicle finance facility is in place with current debt at A\$200,000

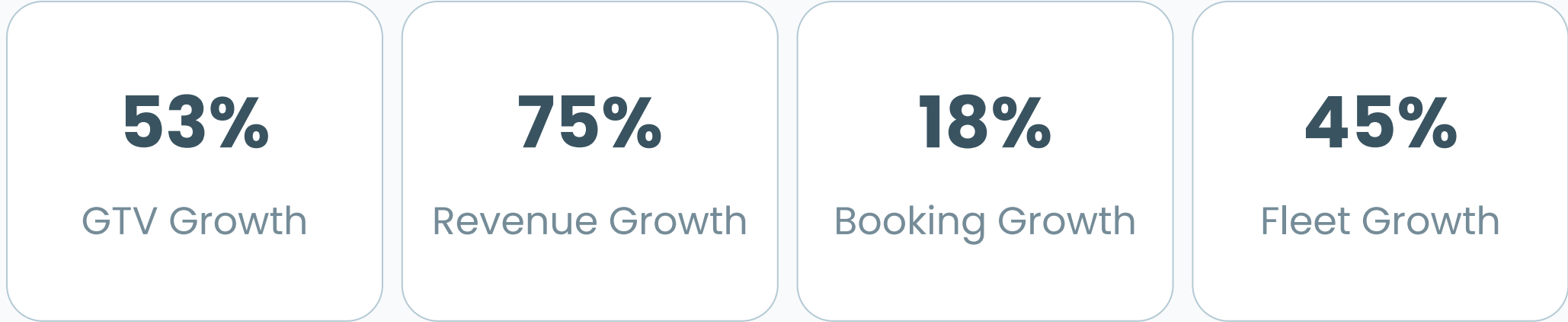
\$ Millions	H1 FY21	H1 FY22
Assets		
Current Assets		
Cash & equivalents	7.9	19.3
Trade & other receivables	0.8	4.8
Inventories	0.0	0.2
Other assets	0.0	0.3
Total current assets	8.8	24.6
Non-current assets		
Property, plant & equipment	0.2	1.1
Intangible assets	0.1	0.1
Other assets	0.1	0.6
Total non-current assets	0.4	1.8
Total assets	9.2	26.4
Liabilities		
Current Liabilities		
Trade & other payables	6.8	11.0
Other liabilities	0.4	3.7
Total current liabilities	7.2	14.7
Non-current liabilities		
Financial liabilities	0.1	0.1
Provisions	0.0	0.1
Lease liabilities	0.0	0.2
Total non-current liabilities	0.1	0.5
Total liabilities	7.4	15.2
Net assets	1.8	11.2
Equity		
Share capital	7.8	22.0
Accumulated losses	(6.0)	(10.7)
Forex reserves	0.0	0.0
Total Equity	1.8	11.2

An aerial photograph of a coastal road. The road is paved and curves along the edge of a rocky coastline. A white motorhome is driving on the road, moving away from the viewer. The ocean is visible to the right, with waves breaking against the rocks. The background shows a grassy hillside with some trees. The overall scene is captured in a slightly desaturated, blue-toned aesthetic.

3. Operational Performance

Market Performance

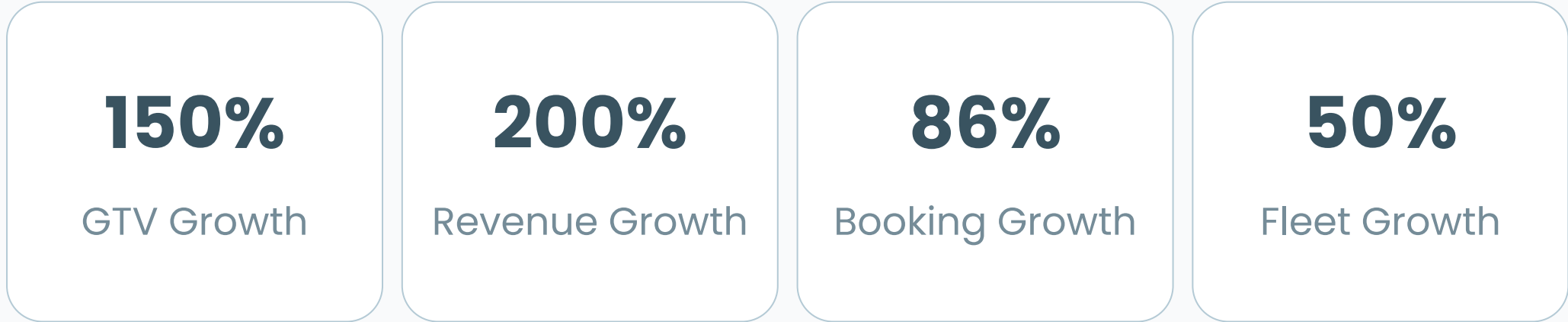
Australia



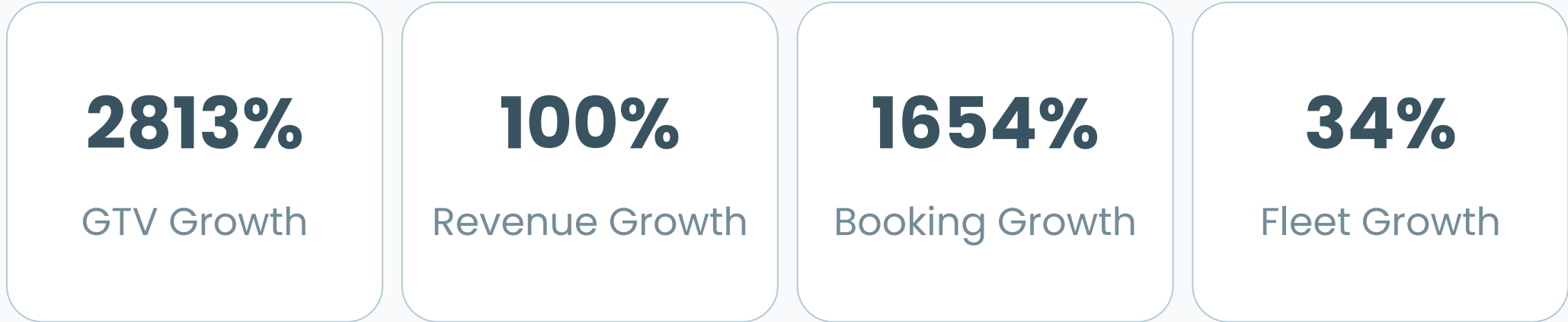
New Zealand



UK



Spain



* Spanish market was a new market for FY21 therefore growth comes off a low base

Hirers at a glance

100K+

People went on a camping trip in 2021

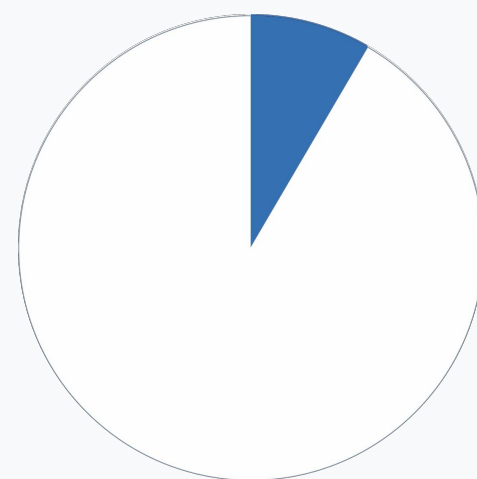
Camplify helped more than 100,000 people go camping in 2021; including more than 34,000 kids.

6,654

Hirers extended their Camplify holidays

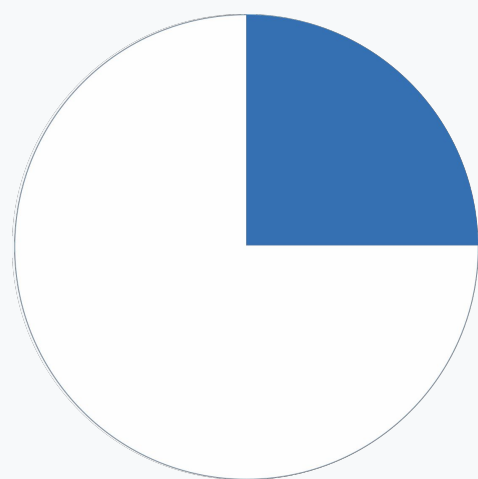
Don't want the van-life holiday to end? You are not alone. 6,654 hirers extended their Camplify holidays, requesting extended time periods for existing bookings in 2021.

Minute by minute



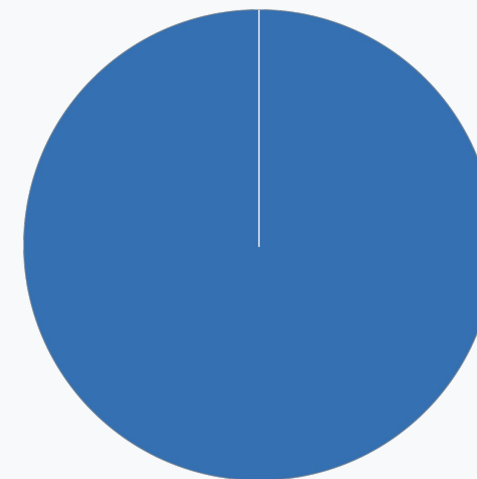
Every 4 minutes

A caravan and camping booking was made on Camplify.



Every 15 minutes

A new Camplify van-journey started.



Every 24 hours

275 people started a caravan and camping trip, on average.

What our hirers prefer



10% Motorhomes

Around 10% RV hires on Camplify are for motorhomes, which offer a great entry point for first time caravan and camping holiday.



With bathroom

Demand for Camplify vans with onboard bathroom/toilet amenities increased by 73% in 2021 (vs 2020).

Who are they?

31%

31% more people travelled Australia in a Camplify RV during 2021 (vs 2020).

40%

40% more people travelled New Zealand in a Camplify RV during 2021 (vs 2020), albeit from a lower base.

43yo

The average age of a Camplify hirer is 43 years old.

45%

45% of Camplify van-drivers identify as female.

7%

7% of Camplify trips are for solo travel, 53% of those taking the trip identifying as female.

¹ Data captured from 1st January 2021 – 31st December 2021.

Owners at a glance

2,000+

new van owners

More than 2,000 new van-owners joined Camplify in 2021

35,008

registered owner-payments

300,000+

inquiries resolved

Camplify supported van owners and hirers by resolving more than 300,000 inquiries.

Camplify's most popular vans

32%

Slept 2 people

24%

Slept 4 people

22%

Slept 5 people

21%

Slept 6 people

Curious facts

24h

Every day, 93 van-owners helped someone start a new caravan and camping journey.

37km

If Camplify vans were parked end-to-end, they'd reach 37km: that's about 33 lengths of the Sydney Harbour Bridge.

Who are they?

39%

of Camplify van owners are Millennials (between 25-40 years old).

18%

of our van owners are more than 57 years, signaling there is more opportunity for older van-owners to supplement their income

75%

of owners are from outside cities. Thousands of everyday people living in suburban areas and country towns supplemented their income by sharing their van/s on Camplify.

¹ Data captured from 1st January 2021 - 31st December 2021

COVID Acceleration

Camplify is a COVID acceleration story. The Post COVID lockdowns in all regions have seen an increase in bookings and revenue as customers surge to experience domestic tourism.

This exposure for Camplify has meant a new audience has developed, enabling future activations, and recurring customers.

COVID Impact

During H1 FY22 a number of significant government restrictions occurred in all markets.

Major restrictions in AU as a result of Delta, significantly affecting the ability of customers to travel in H1 particularly in NSW and VIC.

New Zealand saw international borders shut, and restriction of movement of citizens for much of H1.

Camplify Recovery

While rolling lockdowns occurred during H1 as a result of the Delta strain, Camplify continued to see an overall growth in key metrics.

An overall growth of 61% GTV (pcp) for H1 can be seen despite major holiday periods such as October holidays being impacted.

As regions emerged from lockdown periods, Camplify saw an acceleration of bookings, listings, and premium memberships.

The Industry

The RV industry as a whole has seen a strong demand for vehicles, with some dealers reporting wait times of over 6 months.

Travel and holidays remain a major priority for consumers in the next 12 months for all key markets.

As countries such as Australia, and New Zealand open up to international tourists, there will be a strong demand for road trip holidays.

New Revenue Drivers

Camplify launched a number of new initiatives at the start of FY22 with more planned for H2.

These are seeing impressive QOQ growth rates and we expect these to represent a significant portion of our revenue in the future.

Tow Vehicle Rental

Tow vehicles continue to grow in popularity with an average additional booking value of \$990 from renting a vehicle to tow their caravan or campervan trailer.

Event partnerships

We piloted our event product by partnering with the Bathurst 1000 in Dec 2021. As part of the pilot we provided over 20 track-side VIP camping packages.

Online Ordering of RVs

RV sales continues to be a significant driver of GTV and Revenue, with many Camplify owners looking to expand their fleet.

Full off-road options (Q3 Launch)

We will be introducing a custom booking flow to help enable more off-road bookings.

Temporary Accomodation program (TAP)

Piloted initially in March 2020, the TAP has seen tremendous growth as we have expanded our capacity and relationships with external partners.

Instant Book (Q3 Launch)

Instant book functionality has a proven track record of increasing conversion rates and increasing GTV for businesses in the travel sector.

Travel vouchers

Meeting the demand from customers, we officially launched travel vouchers in November 2021, and saw significant demand for them as a gift.

Managed service for investor vans (Q4 launch)

Having piloted this for several years, we will be partnering with a national provider who will be able to offer a completely hands-off managed service for owners of caravans and motorhomes.

Strategic partnerships

Comfort Insurance (UK)

To continue fuelling our growth in the UK, we have partnered with Comfort insurance, one of the UK's leading campervan and motorhome insurers.

As part of this arrangement Comfort, who command 15% of the UK market share, will exclusively promote the Camplify UK platform to their customer base of motorhome and campervan owners.

"Comfort have chosen to work with Camplify because we feel they mirror our values, which have the customer at our core, ensuring they always receive the best customer service possible, coupled with them being the market leader in their own field. We needed to find a provider that complemented the product, developed with Aviva, which took three years to come to market and from the initial first meeting, we knew that we all wanted to achieve the same end goal."

- Ben Cue, General Manager & Director of Operations, Comfort Insurance



- **'Tully'**, Retro RV Northern Beaches

Retro RV (Australia)

Retro RV manufacture and market unique VW Kombi campervans, and operate a national franchisee model to enable businesses to purchase and rent out their vehicles.

We have put together an exclusive partnership with Retro RV, meaning that all franchisees must go through Camplify in order to advertise their van for rental.

Marketing approach

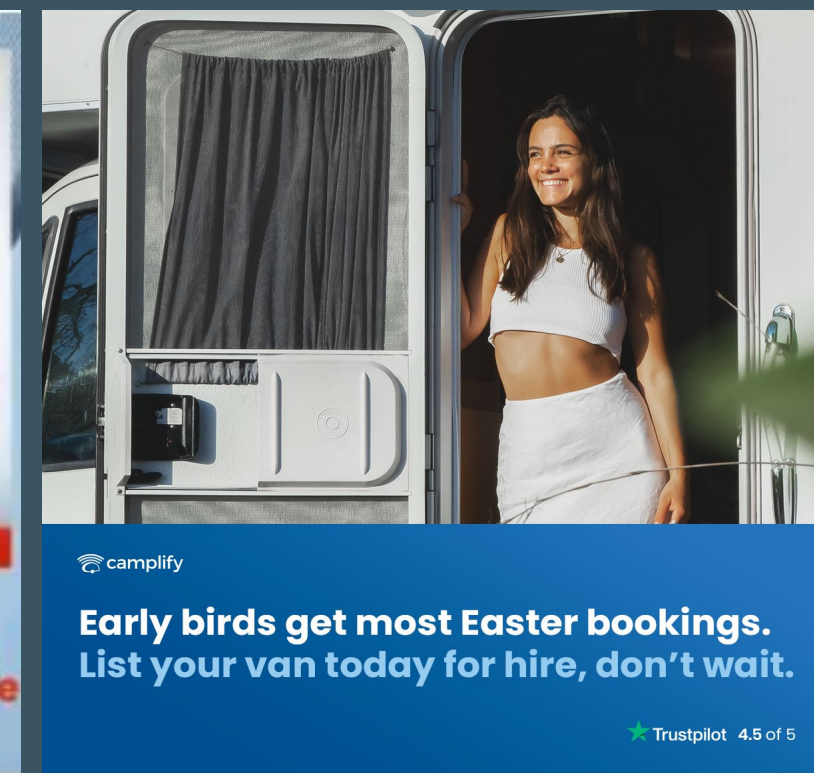
Continue to build the Camplify brand through a full funnel content marketing approach that engages with both owners and hirers.

Grow total fleet size

Educate and inspire RV owners on how Camplify can help them utilise their van as a new revenue stream.

Leverage hirer demand to acquire new owners in the right locations with the the right vehicles to fulfill booking requests.

Create a highly engaged and loyal owner network through providing valuable owner support.

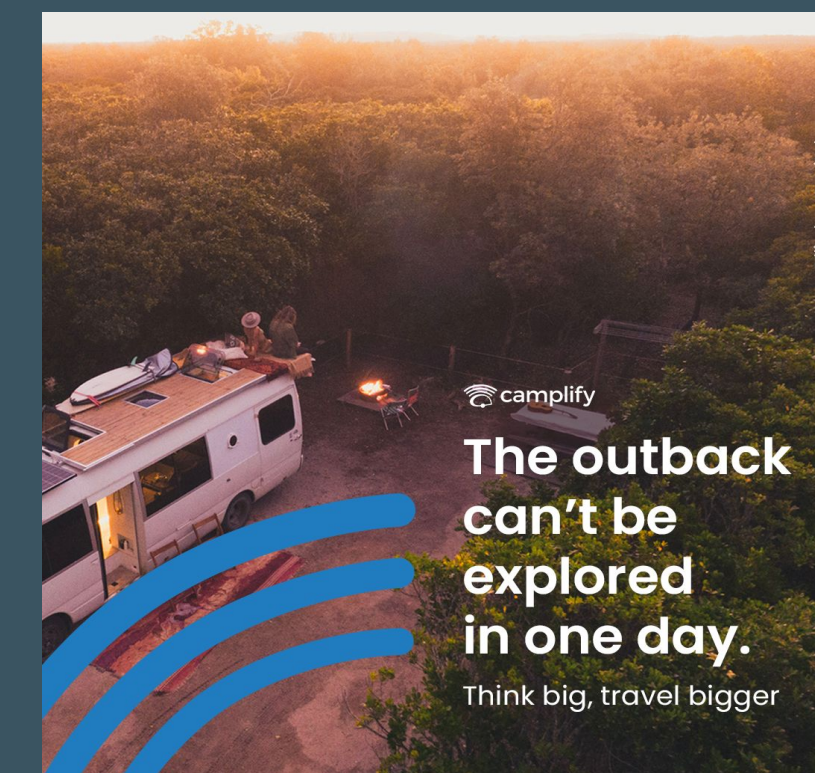
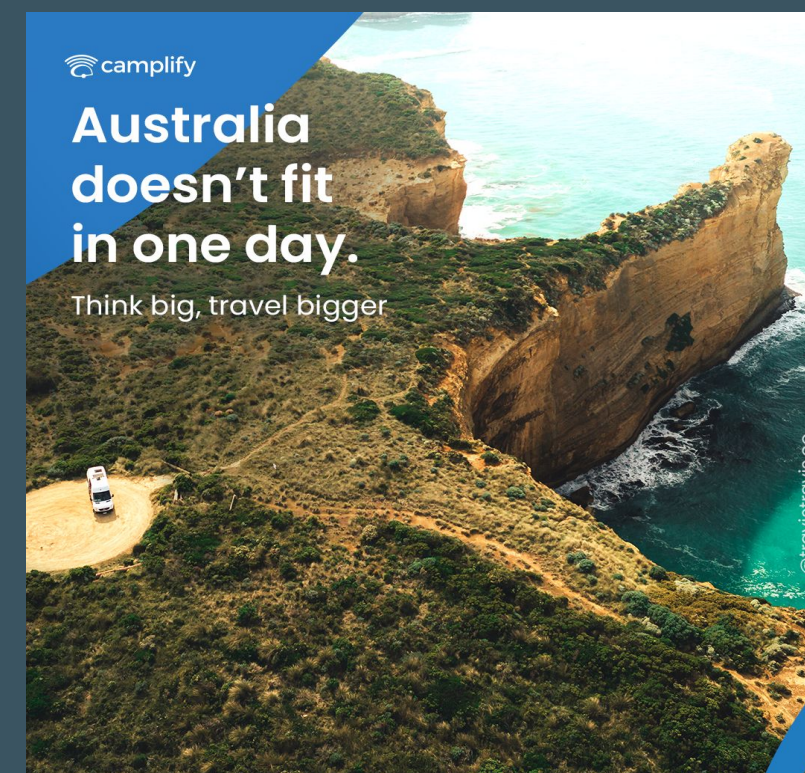


Help more hirers enjoy van life more often

Continue to drive bookings through inspiring hirers with the benefits of a Camplify holiday and the van life movement.

Increase the focus on repeat bookings throughout the year by promoting the benefits of an off peak Camplify experience.

Continue to unearth and share key travel destinations and work with tourism bodies and partners on joint partnerships that drive year round bookings.



Marketing Update

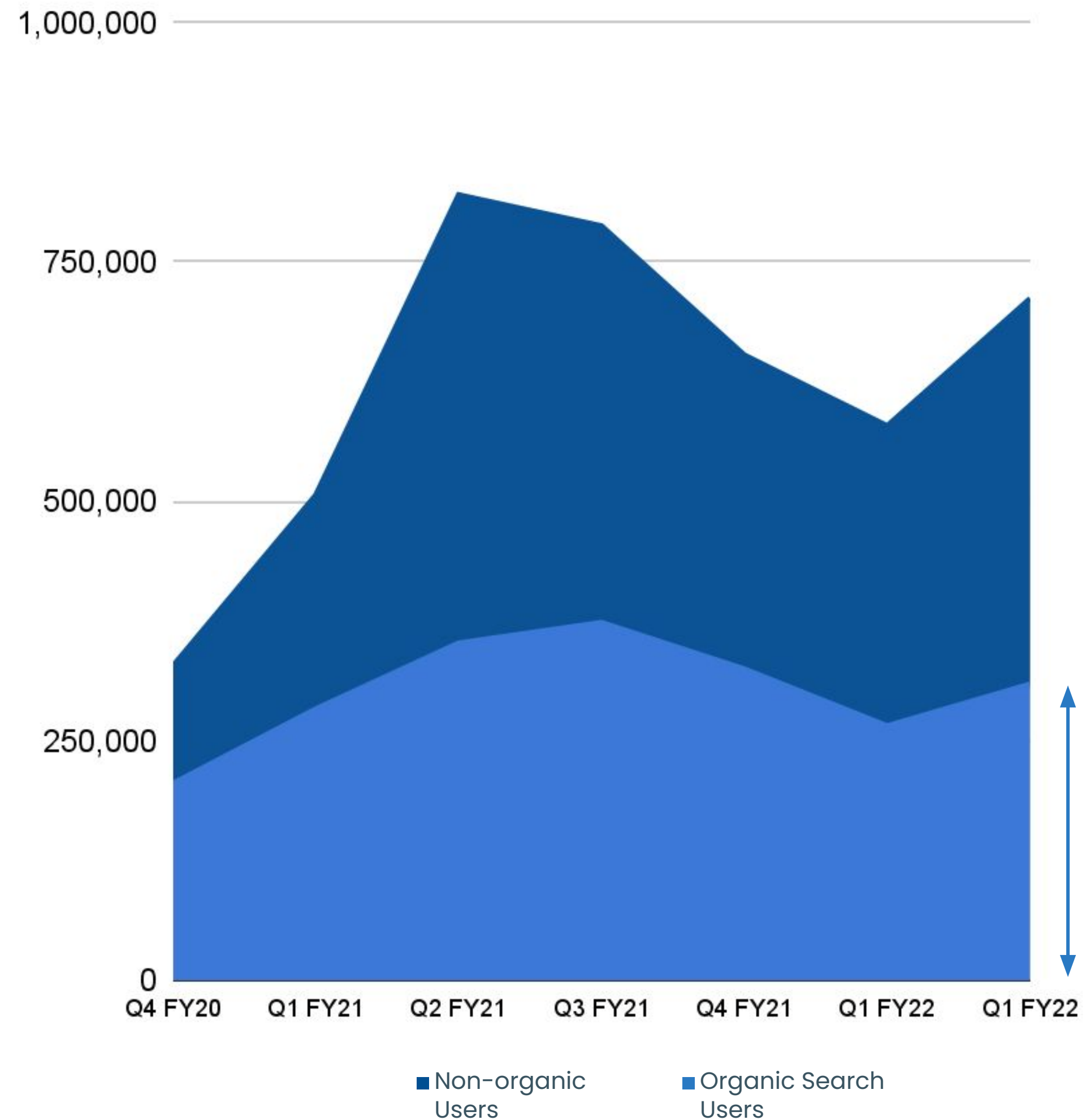
\$326

to acquire an Owner



\$13

to acquire a Hirer



SEO: Strong ranking and traffic from target keywords

Direct: Traffic growth increasing from greater brand awareness

Social: 49k Facebook followers and 45k Instagram followers

Referral: Traffic from industry partners

Email: Database of 235,000 registered customers

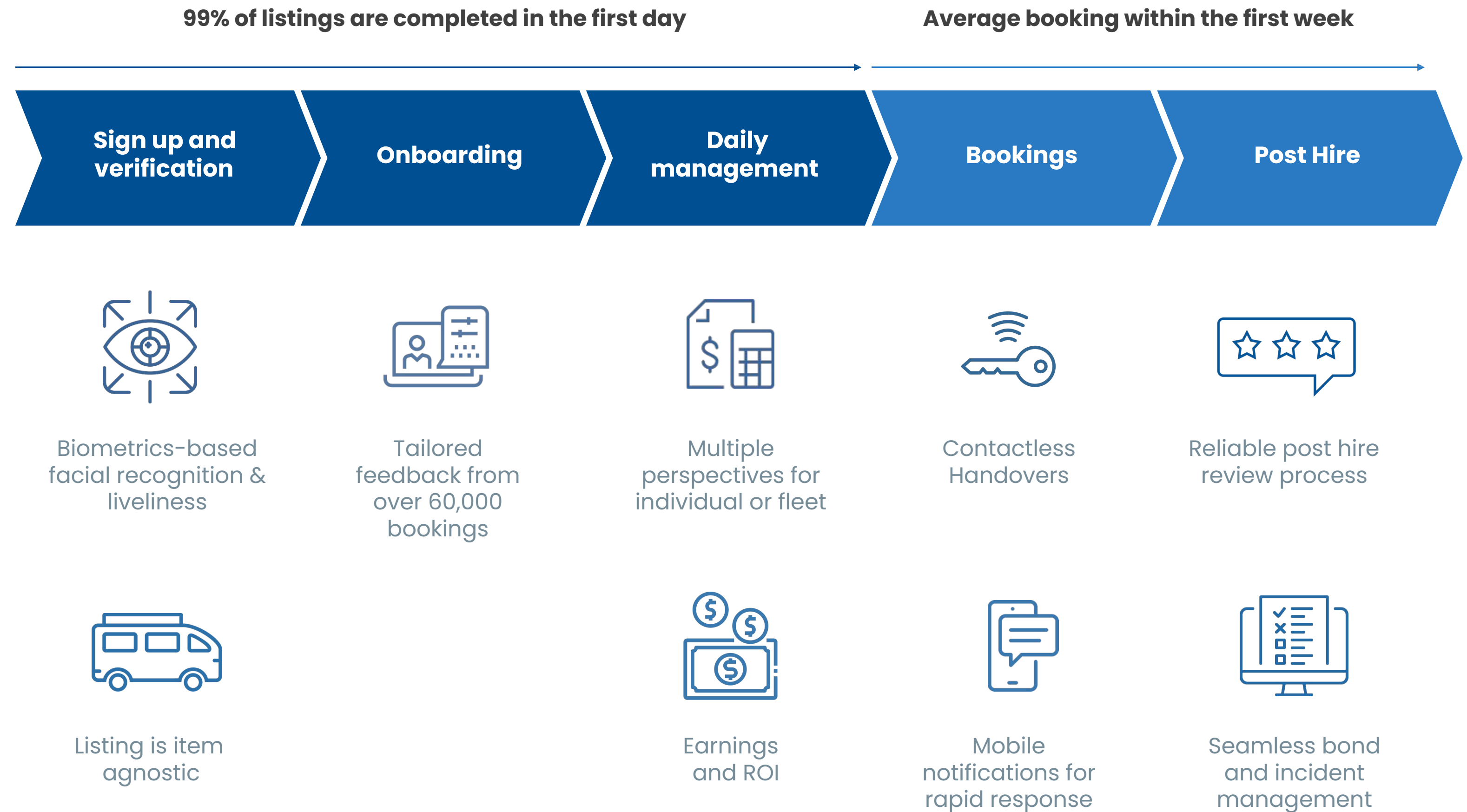
48% of traffic from organic users

Powered by proprietary tech

Camplify Technology Platform Pillars

- Enabling contactless handovers with improvements to platform messaging.
- Provide a trustworthy, secure environment for both owners and hirers to generate experiences.
- Built on a Service Driven, API based platform with proven reliability and scalability.
- Purpose built Invoicing and reporting platform, with transactional and ROI data for investors.
- Granular pricing and availability flexibility, by season or by day.
- Growth focused via continued innovation and improvement as a core value.

The Owner Preparedness Journey is identified as one of the key processes for Camplify, recruiting and empowering owners on the platform as quickly as possible.

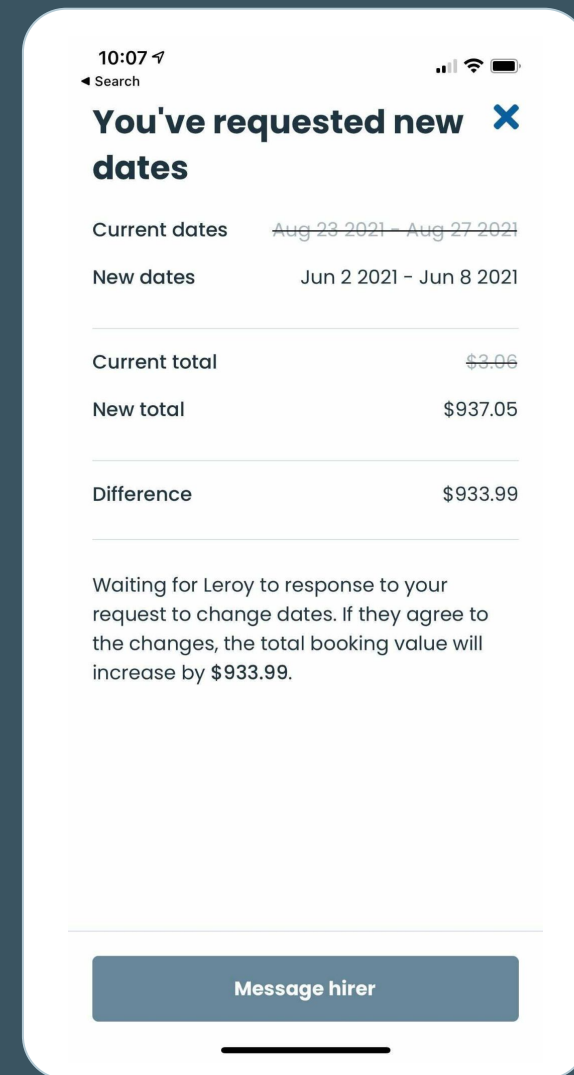


Continuous booking engine improvements

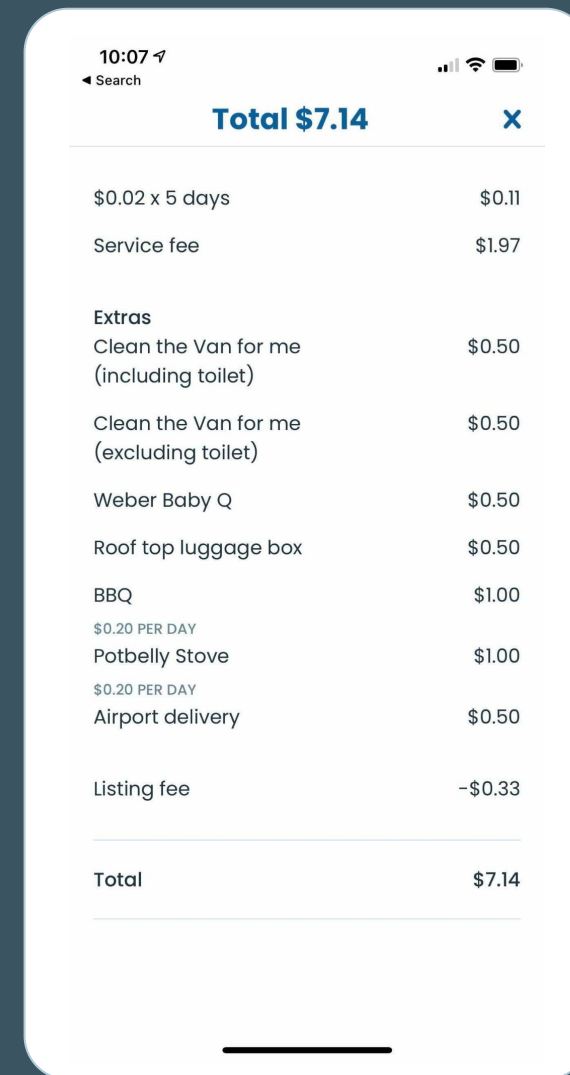
Camplify is investing in new dashboards for RV Owners, and providing them with an improved tool to more effectively respond to customers, manage their RVs, and run their rental fleet.

RV Owners

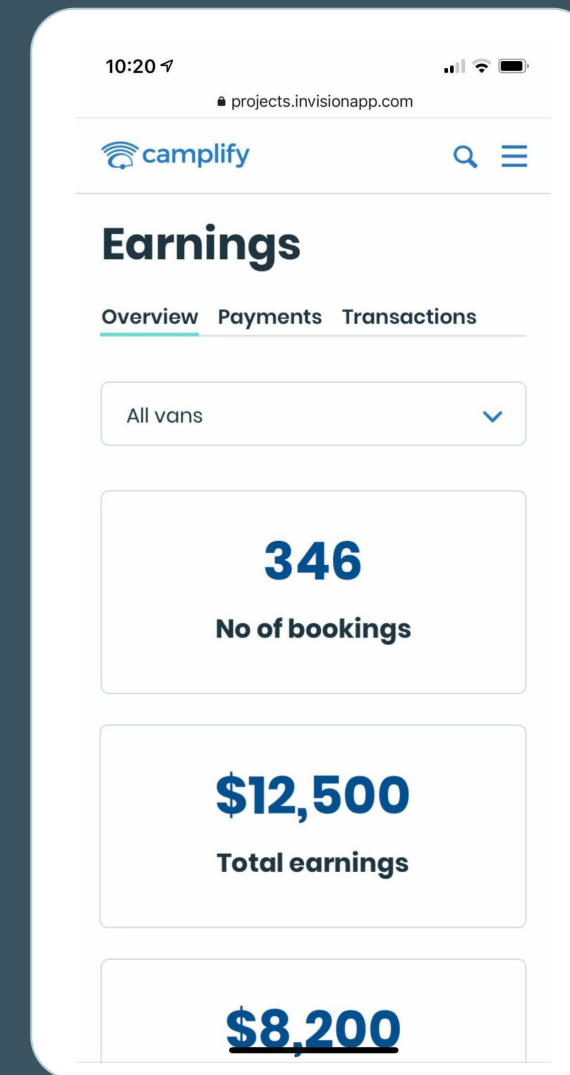
Self-service Edit Booking



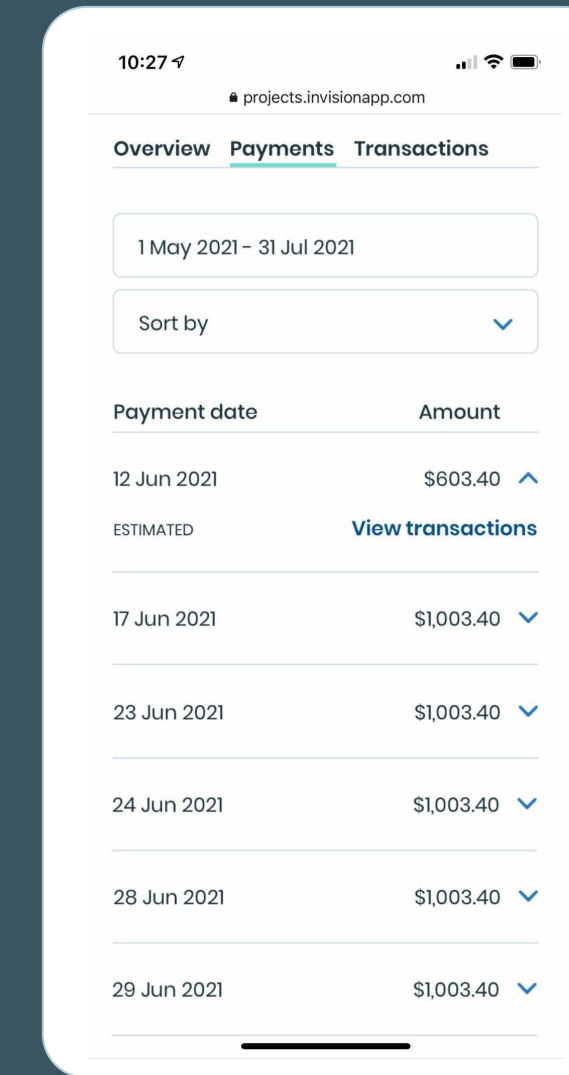
Payment Breakdowns



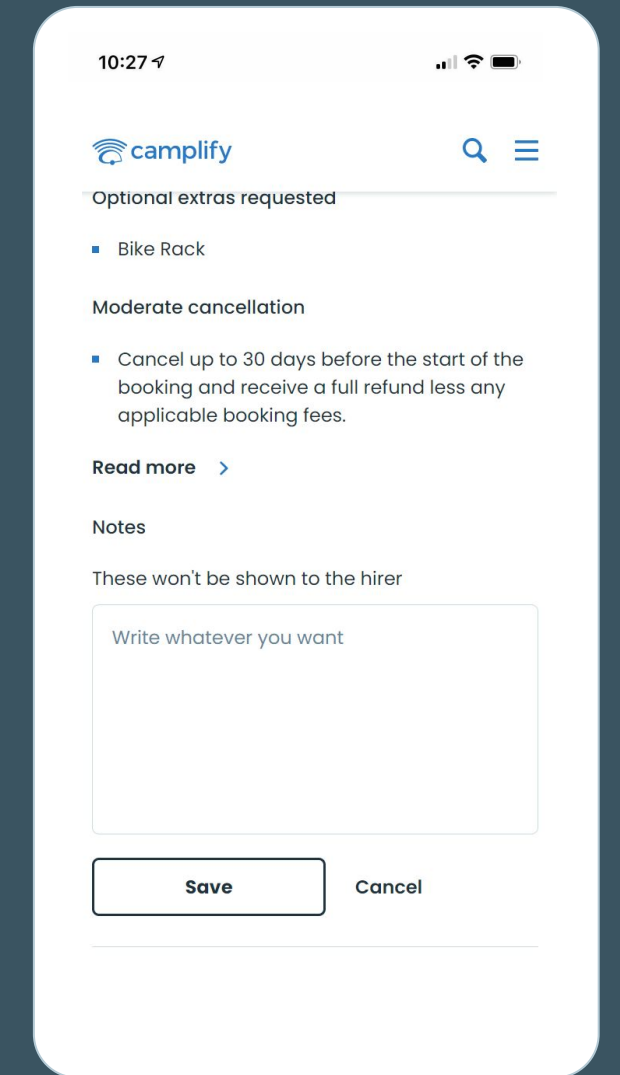
Earnings



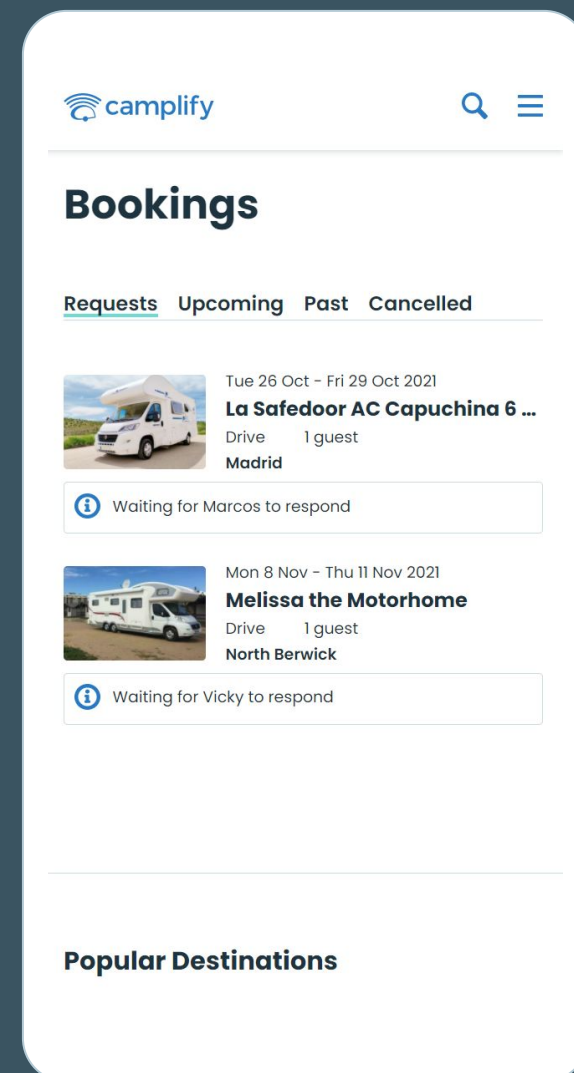
Payments



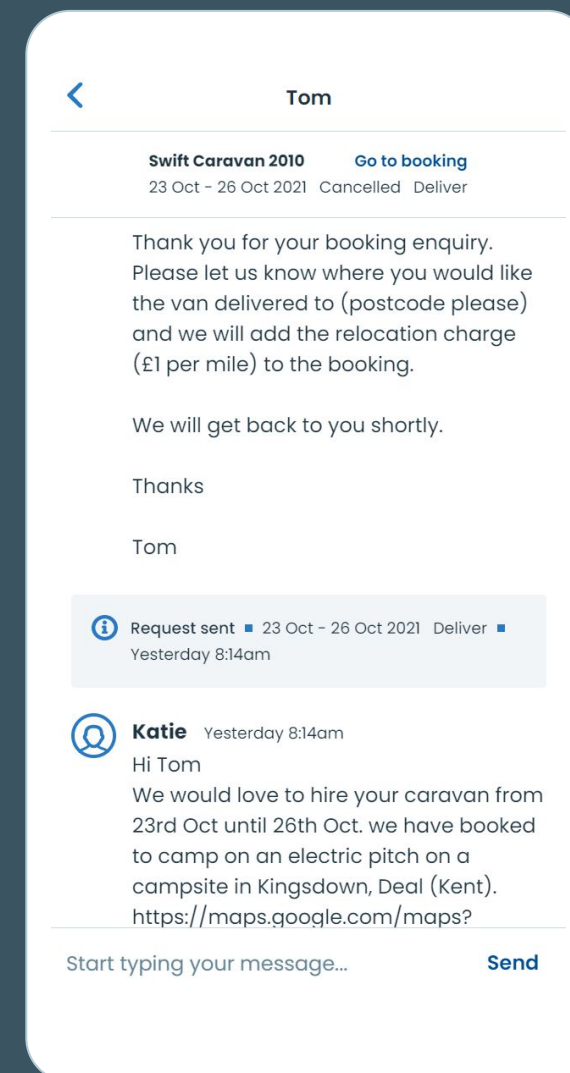
Private Notes



International Bookings



Messaging



UX improvements



Hirers

- Internal Invoicing and payments system
- Automated Credits for paid cancellations
- International Logins
- Focus on UX with owners and hirers
- Ratings trust system
- ID and vehicle verification process
- RV handover checklists
- RV insurance
- Roadside assist
- 24/7 customer support

Development product features

Instant Book

Immediately allowing a booking, without the need to send a request for an owner approval.

\$1,702.50 NZD total

28/11/2021

03/12/2021

Book now

You won't be charged yet.

\$250.00 x 6 days	\$1,500.00
Booking fee	\$150.00
Service fee	\$30.00
GST	\$22.50

Total in NZD \$1,702.50

OneSite for Hirers

First iteration of globalisation for hiring an RV. Hirers are able to use their existing accounts to book an RV in any country Camplify operates in. Payments can be made from any country, but will be charged in the correct currency

Booking Costs

Sub-Total	\$493.00
4 days	\$340.00
Service Fee	\$30.00
Booking Fee	\$51.00
Liability Reduction	\$72.00*
* Your selected liability is \$1,000.00 Click here to change	
Due now	\$493.00

Full payment of \$493.00 is due now.

You have credit of **\$1,000.00** in NZD

Call us to transfer it to AUD so it can be used to pay for this booking

Amount to pay **\$493.00**

I agree and understand the [Camplify terms and conditions](#) contract as set out, and my responsibilities. I agree and authorise Camplify to treat this acknowledgement as digital electronic signature *

Messaging Portal

A centralised platform for booking updates and messaging between Owner and Hirer including the allowance for sending of images and PDFs. By simply clicking on a familiar paperclip icon, both owners and hirers can send up to 5 images or PDFs per message.

The screenshot shows the Camplify Messaging Portal interface. At the top, there's a search bar with "My adventure starts in..." and navigation links for Discover, Van owners, Help, Dashboard, Messages, Bookings, and Calendar. The main content is divided into three columns: Messages, Sonja O'Keefe, and Booking.

Messages Column: Lists messages from Steve Howell, Artie Bayer, Sonja O'Keefe, Andrew Hoppe, Anne Hills, Benjamin Grant, and Anne Hills.

Sonja O'Keefe Column: Shows a message from Justin (7 Feb 2022 6:44pm) saying "Thank you for the booking." and a response from Sonja (7 Feb 2022 6:44pm). Below this, there are status updates: "Request received" (16 May - 5 Jun 2022 Drive) and "Approved" (16 May - 5 Jun 2022 Drive).

Booking Column: Displays booking details for "Home and Away" (Sleeps 4 Motorhome, Hobart, TAS, 5 stars, 21 reviews). It shows the booking is approved (BOOKING 632129) for dates 16 May - 5 Jun 2022, hire type Drive, and 2 guests. The total price is AUD \$3,522.30.

Message Detail View (Clay Friesen): Shows a message from Clay Friesen (12:06pm) asking about van length. The response from Leisure Caravans (11:15am) provides details and offers to pick up late on the 30th. Attachments include "attachments-example-1.p...", "attachments-example-2.p...", "file-upload.png", and "food_delivery.png". A second message from Leisure Caravans (12:06pm) includes an "image.png" attachment. A final message from Clay Friesen (12:06pm) says "Hi there! See attachments :)" and includes "file-upload.png", "image.png", and "covid-safe-australia-roadmap.pdf" attachments.

Product features continued

Simplified Cancellation Policies

Moderate cancellation policy is now no longer available to owners in AU. A reduction to two policies makes processing refunds and credits simpler. Any vehicles or dates set specifically to moderate have been updated to Strict policy.

Country specific Pre Hire checklists by hire type

In app pre hire checklists that are specific to the type of vehicle and the hire type the vehicle is on. Only asking the relevant questions for that booking. The handover process now follows a 2 stage approach of condition report before hire and handover between the hirer and owner.

Airwallex

Airwallex as a global payment gateway. Soon to be used as a direct owner payment gateway, resulting in \$10,000s in savings per batch.

Live Chat

Live Chat allows CS teams to better serve multiple enquiries at one time whilst providing a faster and more convenient way to get in touch with Camplify.

Owner Earnings

Bringing better visibility to current and future payments for owners. The dashboard provides owners with high level information about financial year earnings, as well as detailed, transactional breakdowns of paid and upcoming bookings.

Earnings

Overview Payments Transactions

All vans

63 No of bookings	\$31,151 Paid earnings	\$105,792 Future earnings	\$136,943 Total earnings
-----------------------------	----------------------------------	-------------------------------------	------------------------------------



My adventure starts in...

Discover Van owners

Earnings

Overview Payments Transactions

1 May 2021 - 31 Jul 2021 All vans Booking id

Invoice date	Booking id	Transaction type	Reference	Amount		
12 Jun 2021	417733	Deposit	417733-IP - Eleanor Connolly	\$603.40	PAID 29 JUN 2021	View payment
17 Jun 2021	467453	Partial refund	417733-IP - Eleanor Connolly	\$603.40	ESTIMATED 29 JUN 2021	View payment
23 Jun 2021	417733	Deposit	417733-IP - Eleanor Connolly	\$603.40	PAID 29 JUN 2021	View payment
24 Jun 2021	467453	Partial refund	417733-IP - Eleanor Connolly	\$603.40	ESTIMATED 29 JUN 2021	View payment
28 Jun 2021	417733	Deposit	417733-IP - Eleanor Connolly	\$603.40	PAID 29 JUN 2021	View payment
29 Jun 2021	467453	Partial refund	417733-IP - Eleanor Connolly	\$603.40	ESTIMATED 29 JUN 2021	View payment

Earnings

\$102.00 x 15 days	\$1,526.00
Optional extras	
Clean the Van for me (including toilet)	\$199.00
\$199 PER BOOKING	
Gazebo 3mx6m	\$40.00
\$40 PER BOOKING	
Service fee	\$75.00
Listing fee	-\$96.25
Total in AUD	\$1,903.75

[Go to booking](#)

Product features continued

Tow Vehicles

A new type of vehicle for hire has been added to the platform. The listing process was updated to accommodate the subtle variations, for example; these vehicles must be on premium membership and contain a GPS tracker (not just one of those fancy sat navs built into the dash) before they can appear in searches. Drive to Tow hire type, and Tow Vehicles as a van type were added as search filters for hirers to better find the new offerings.

Tow Vehicle

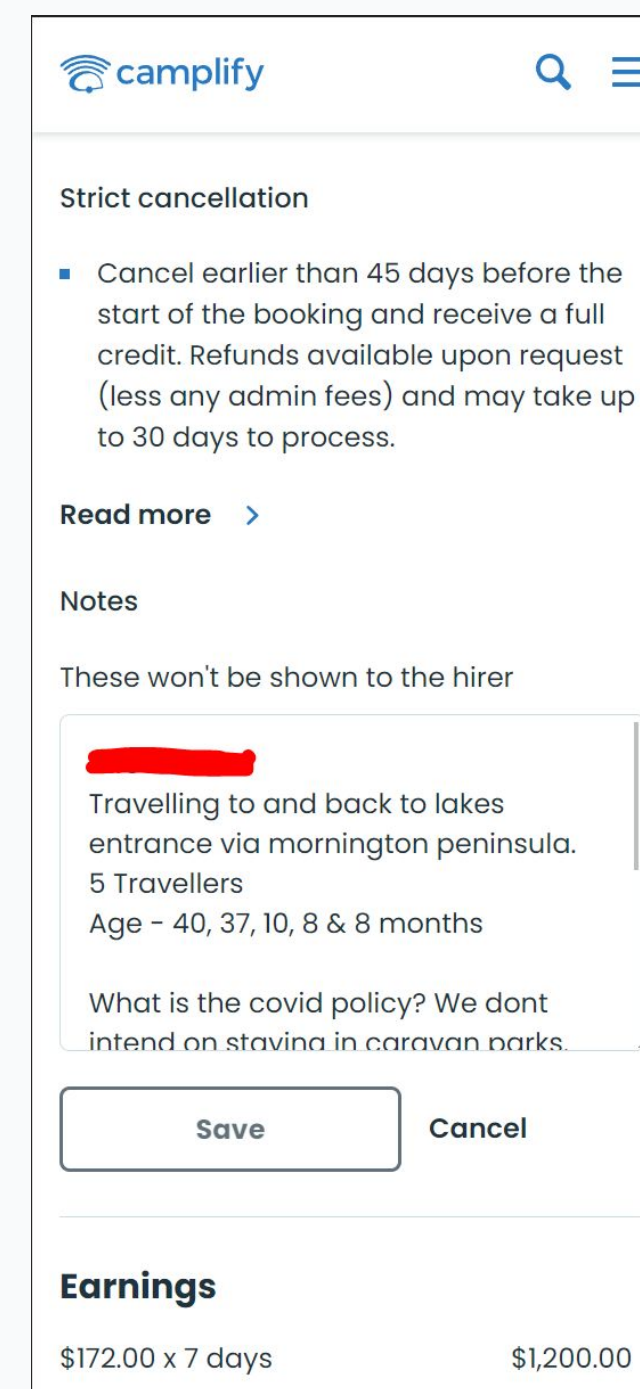
Borrow one of our community's cars to tow a caravan or camper trailer.

Drive to tow

Tow with ease! Hire one of our community's dedicated tow vehicles to tow a van of your choice.

Booking Notes

Allowing owners to take private booking specific notes generated with the hirers first response to the booking questions, but can be edited to contain any information relevant to the booking. Feature is available across platforms from web and mobile.



The screenshot shows the Camplify mobile app interface for editing booking notes. At the top, there's a search bar and a menu icon. Below that, a section titled "Strict cancellation" contains a bullet point: "Cancel earlier than 45 days before the start of the booking and receive a full credit. Refunds available upon request (less any admin fees) and may take up to 30 days to process." Below this is a "Read more" link with a chevron. The "Notes" section is titled "These won't be shown to the hirer" and contains a text input field with a redacted area (blacked out) and the text: "Travelling to and back to lakes entrance via mornington peninsula. 5 Travellers Age - 40, 37, 10, 8 & 8 months". Below the text input is a question: "What is the covid policy? We dont intend on stavina in caravan parks...". At the bottom of the notes section are "Save" and "Cancel" buttons. Below the notes section is an "Earnings" section showing "\$172.00 x 7 days" and "\$1,200.00".

Automated Cancellations

Camplify's internal invoicing system allows any cancelled booking to automatically apply the appropriate refund or credit for a hirer. Providing a faster service to both parties and significantly saving internal teams time.

Contactless handovers

As Australia opened up, contactless handovers were key to returning to normal business. Opening up uploads from Camera Roll on the mobile app, and removing restrictions on drivers license photos, coupled with the 2 staged approach to handovers, helped enable our owners to continue providing service during this time.

Swipe images on search tiles

One of the highest requested features for hirers was the ability to see more images before selecting a van (especially on Mobile). As part of the search results, all vehicles images can be cycled through prior to selection for a booking request.

Same Day Bookings / Booking overlaps (UK)

One of the more requested features in the UK, allowing bookings to start on the same day another finishes. Owners will be notified when an overlapped booking is requested and is given a visual indicator on the calendar.

Upcoming product developments

Automated Driver Licence Checks (UK)

Automated drivers licence checks, against the DVLA in the UK will be implemented in the coming month. Not only saving significant time for the internal teams, but providing a more secure and streamlined hiring process.

Calendar integration

iCalendar is a standard used across multiple booking platforms (e.g. airbnb). This standard allows import and export of 'meetings' and appointments between systems. Camplify will be introducing integrations with this standard allowing owners to synchronise vehicle calendars across platforms.

Variable Minimum Nights

Allowing owners to set a 'Minimum Nights' amount, per-day, within the calendar, as per rates and cancellation policies. Intended for peak periods where longer bookings are expected.

Self-Service Optional Extras

Owners and Hirers will be given the ability to add any optional extras to a booking, at any time during the hire process.

Globalising the Internal Invoicing system

Implementation of invoicing and finance automations already in place in AU with a focus on the UK at their EOFY.

Premium Membership Integration

Integrating the PM subscription service more thoroughly into the platform. Allowing owners to sign up and manage their PM subscriptions, including invoicing and payment card management.

Automated Pricing

An opt-in feature will be developed that will allow pricing to be adjusted, per day/season, based on current trends in the market and in booking requests.



NZ Expansion

Camplify recently announced a proposed NZ expansion via the acquisition of Highway and ShareaCamper (AU & NZ).

Pre-COVID Major Market

NZ is a major tourism road trip destination for international tourists

Pre-COVID market NZ results

\$125m Combined Bookings

THL & Apollo Bookings (GTV)
2 leading operators

3,271 Fleet Combined

107k bookings
4 other major operators in New Zealand

39.6% Tourists from Australia

1,537,988 Mill Visitors from Australia

NZ P2P Market Consolidation

Current P2P market in NZ



NZ Product Development

Current P2P market in NZ



Instant Book



Platform Consolidation



Managed Services

NZ Positioning

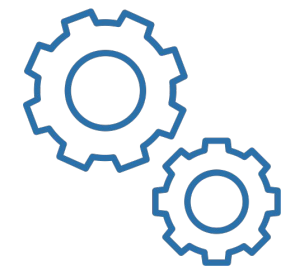
Camplify will continue to develop the NZ market to show further growth and opening up of the market, leveraging our Australian market position



Leading Marketplace



Growth opportunities in product development



Key integration and relationship with THL

- Acquisition proposed sale date Early 2022. Subject to final conditions

4. FY22 Outlook

H2 FY22 Focus

H1 FY22 Trends:

- GTV pcp +61.6%
- Fleet pcp +45%
- Revenue pcp +108.7%
- Bookings +25% pcp
- Retained hirers 20%
- Take rate 29.1%

- Position ourselves well for strong season in UK & Spain
- Ensure markets are well positioned for return of international tourists
- Rollout and development of key partnerships including Comfort UK
- Continue growth in current markets
- Ensure platform development delivers improvement in key metrics and customer experience
- Continue product development to focus on revenue, and take rate percentage increase

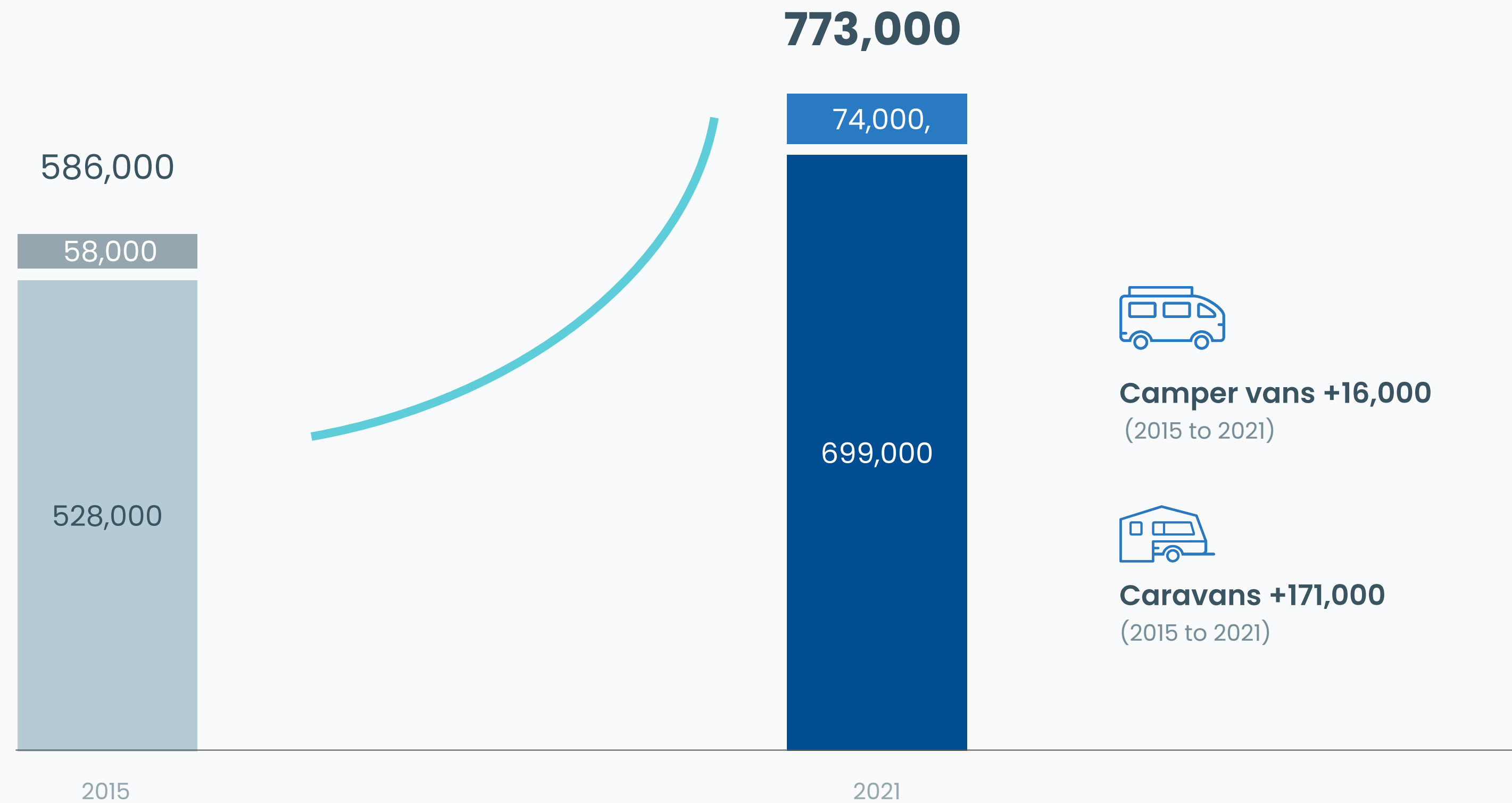


5. Customer and Industry Information

Industry Information

- As at December 2021 there were approximately 773,000 RV registrations in Australia.
- A substantial number of available RV assets that Camplify can potentially capture and make available for rent.
- 51% of Owners sell their RVs due to low utilization or economic reasons.
- Both of these issues can be alleviated by offering their RV for rent on Camplify.

**Growing addressable market for Camplify
7,338 RVs on the platform = <1% of TAM**

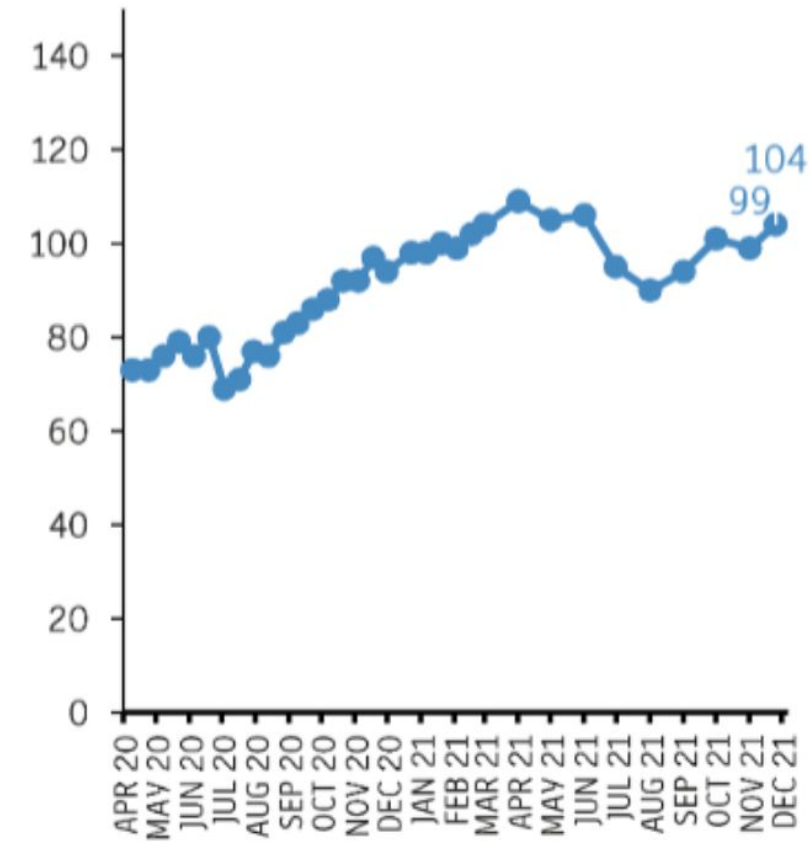


Source: Caravan Industry Association of Australia, 2021.
Source: Caravan Industry Association Australia - Motor Vehicle Census Stats
Numbers are rounded to the nearest thousand

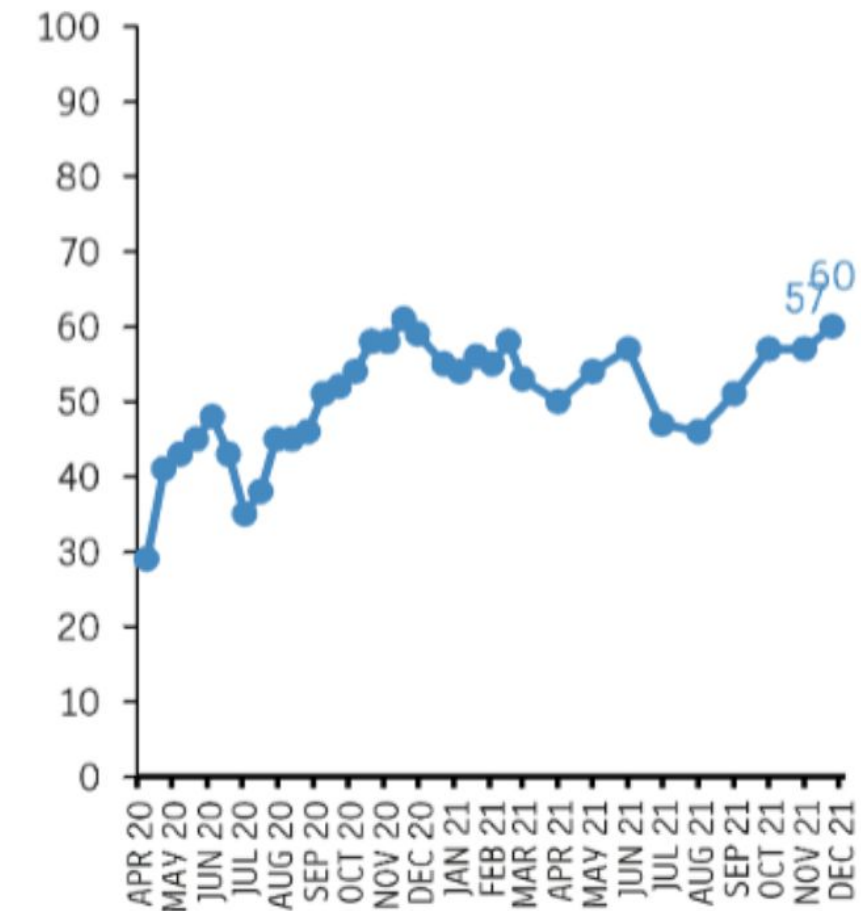
Sentiment of Australian tourists

- 35% of Aussies are currently thinking or dreaming about their next holiday (up 4% from November).
- 32% are actively planning their next holiday (up 1% from Nov)
- 41% intend on travelling domestically in the next 0-3 months, with a further 19% planning to travel in the next 3-6 months.
- Those wishing to travel in the next month have increased by 8%.

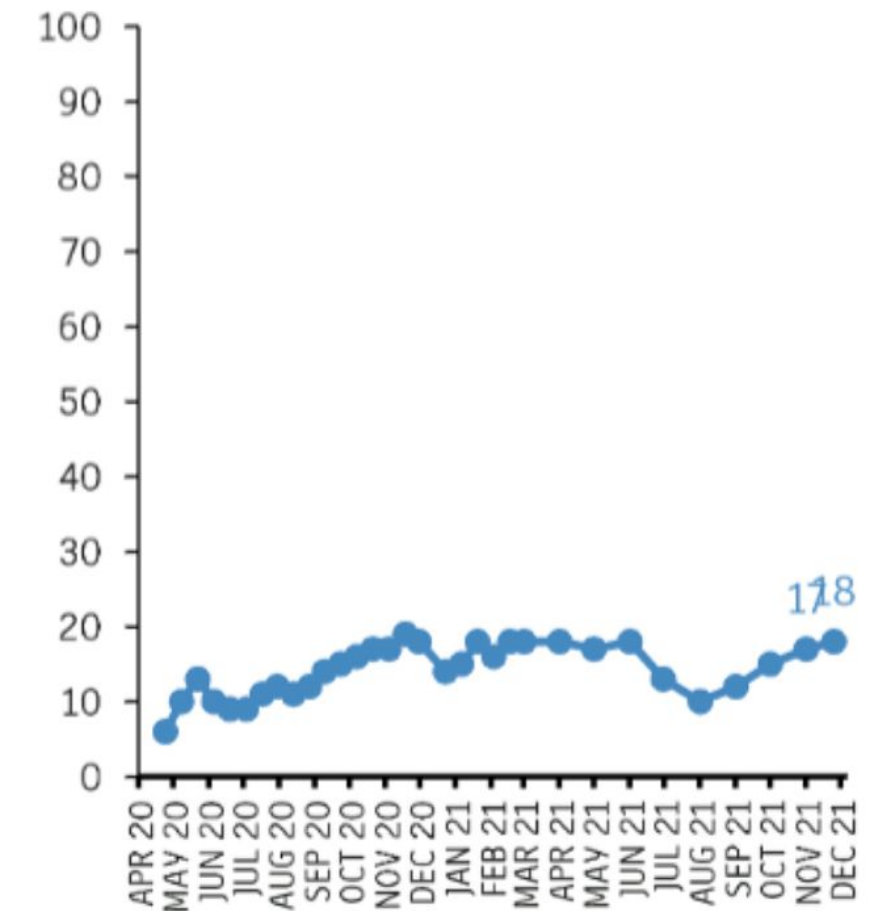
Consumer confidence
(>100 = positive, <100 =negative)



Travel intention
0-6 months | Within Australia



Book intention
Next month | Within Australia



Source: Tourism Australia, December 2021

Growth in thinking or dreaming about next holiday.

Which of the following best describes your thinking around your next holiday?

Not thinking about my next holiday right now



Thinking/dreaming about my next holiday



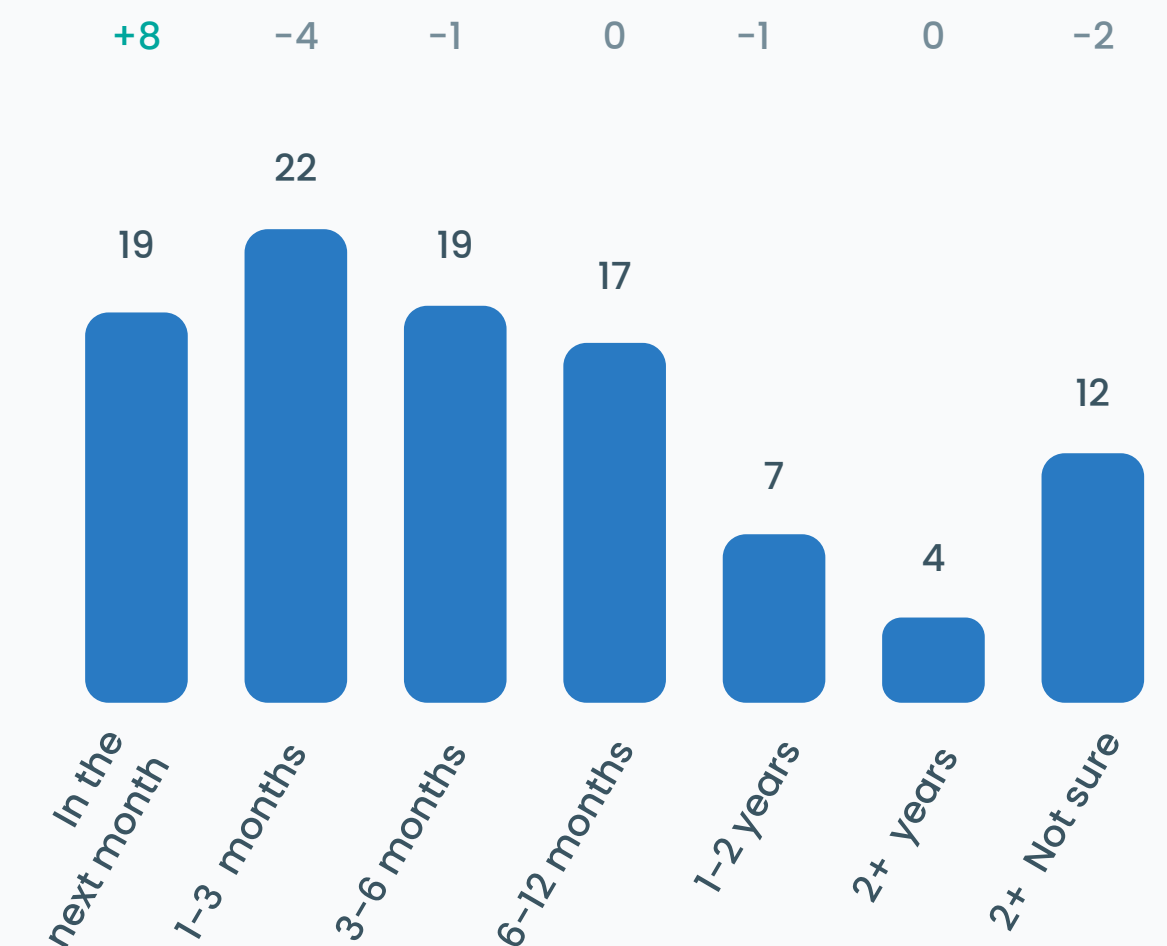
Thinking/dreaming about my next holiday



Source: Tourism Australia, December 2021

Increase in intention to take trip next month

Intended timing of next domestic trip



Source: Tourism Australia, December 2021

Aussies are keen to cross the ditch

The intention of Aussies to visit New Zealand in the next two years is increasing.

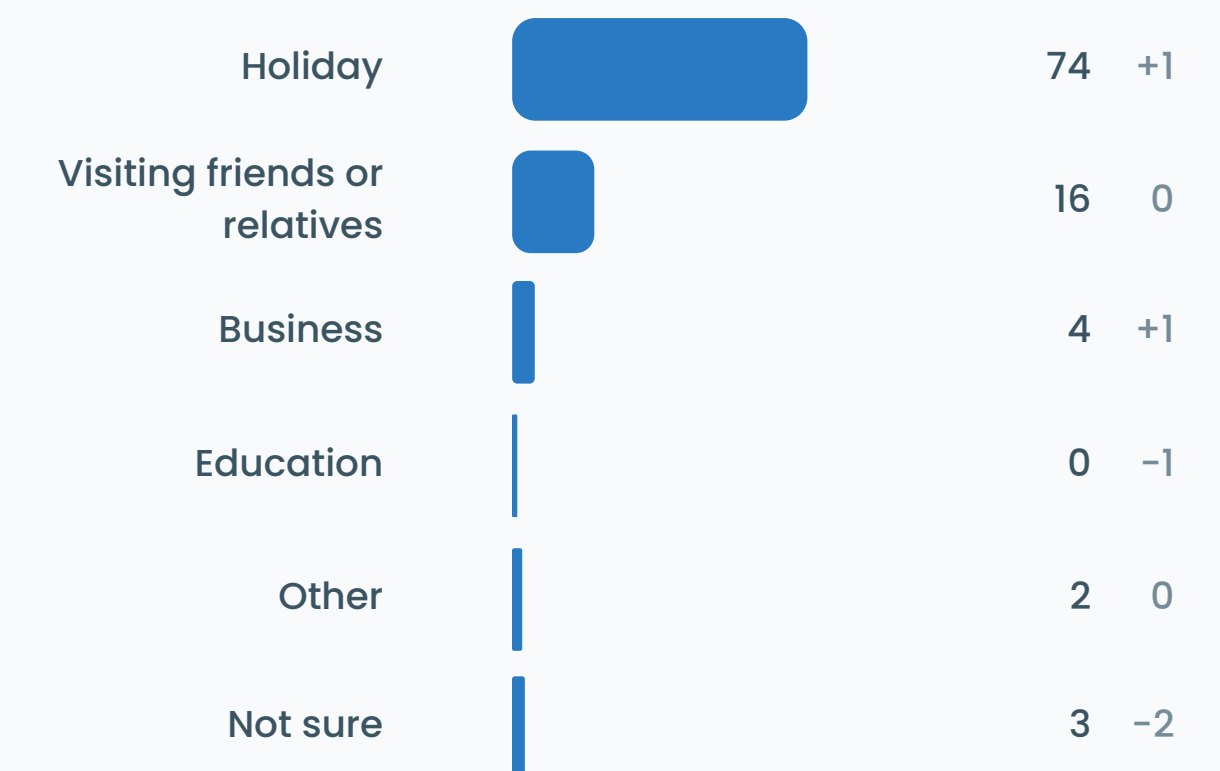
41% of recipients are now 'likely'-'certain' to visit in the next 2 years, with 29% of those looking to travel in the next 12 months.

Of those likely to travel to New Zealand, holiday is still the dominant purpose of travel with 74% of those likely to visit going for a holiday.

Intended timing of next trip to NZ
% those likely to certain to visit



Intended type of trip to NZ
% those likely to certain to visit

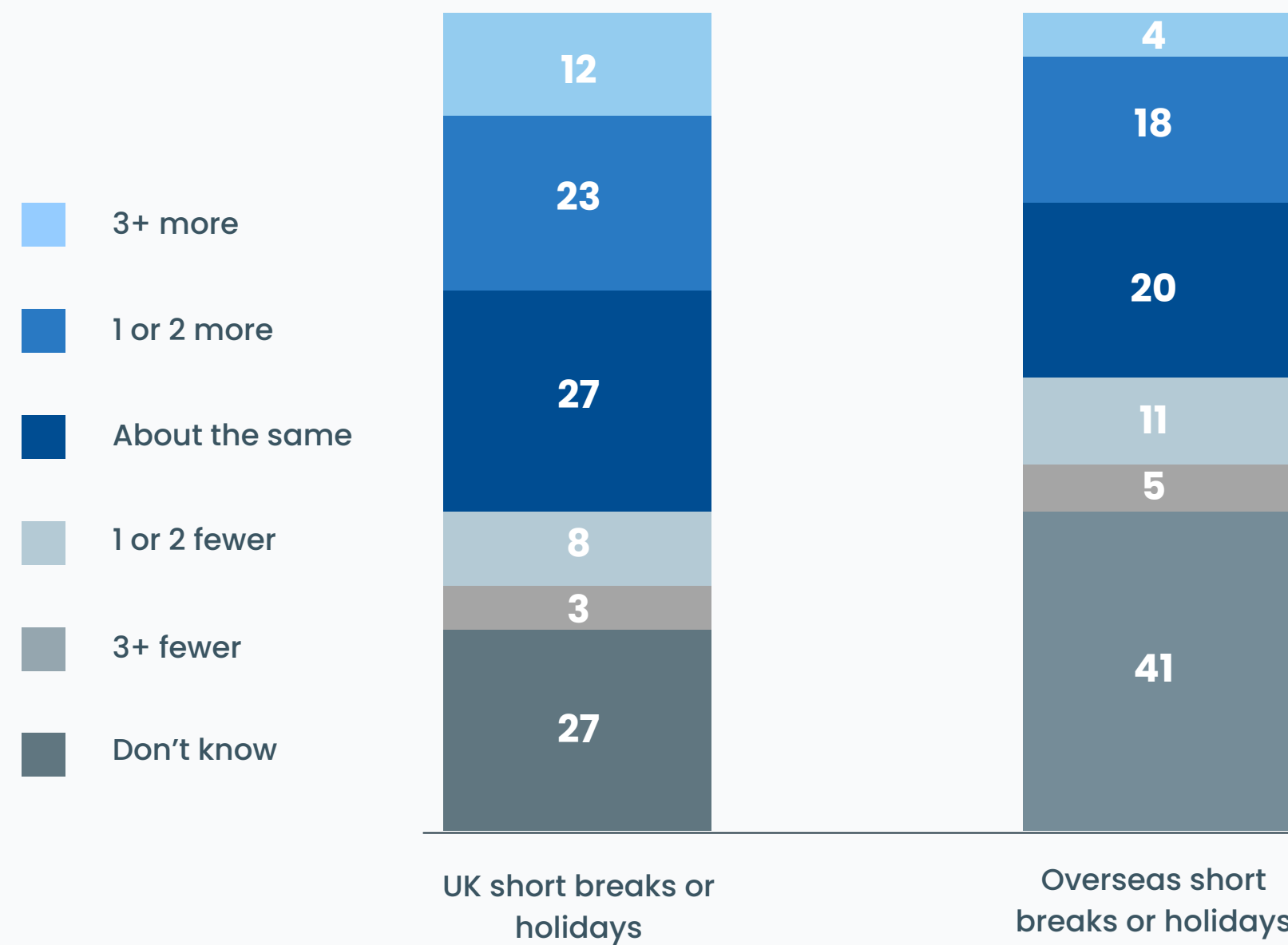


Sample: n=769. Sample n=308: Sample: general Aussrtalians - nationally representative. Results compared to previous wave conducted 15-23 November 2021. Source: Tourism Australia, December 2021

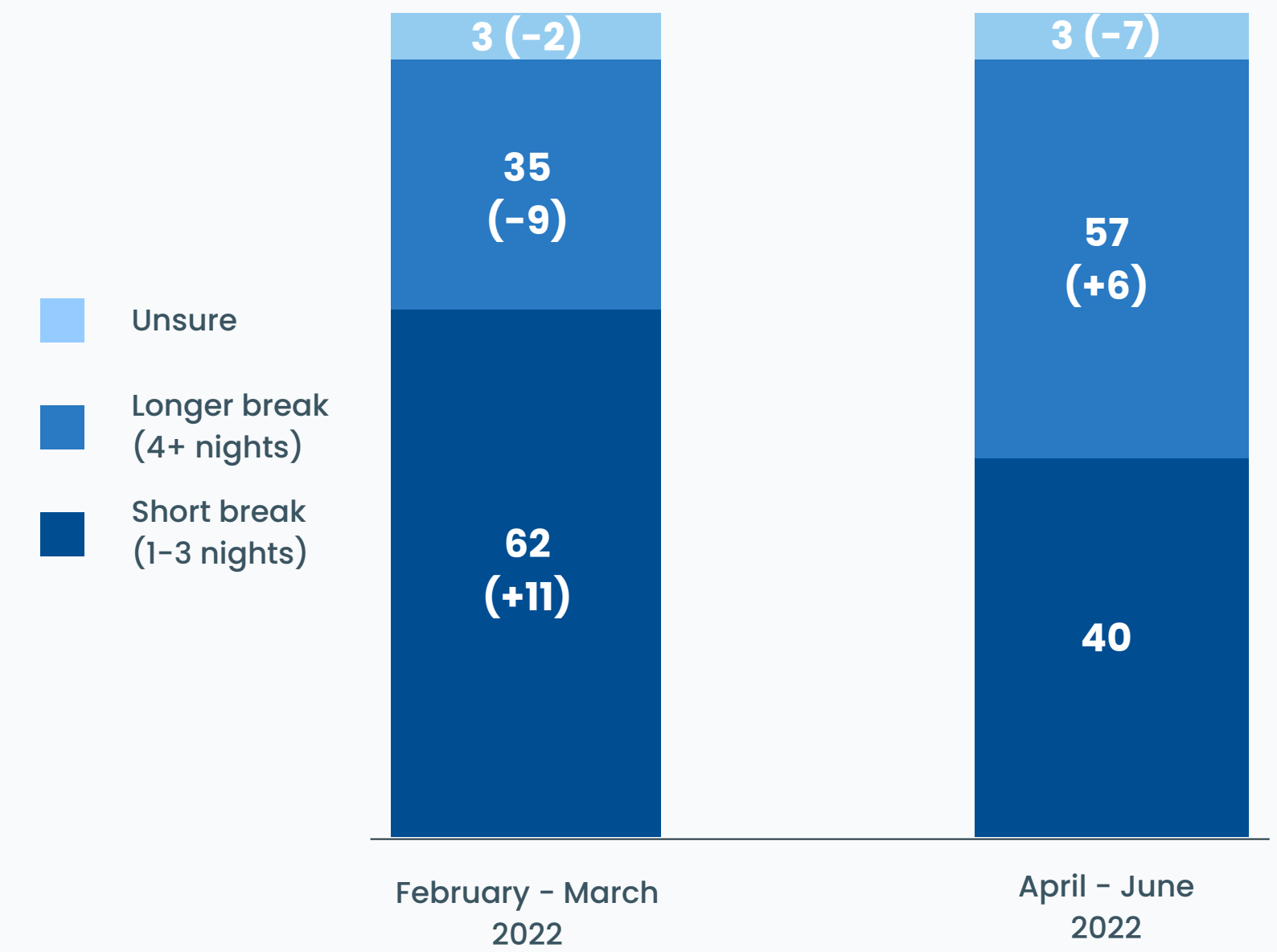
Making 2022 count in the UK

Holidaymakers in the UK are looking to **travel more** and **travel for longer**.

Number of UK/overseas overnights trips likely to be taken in the next 12 months compared to previous 12 months.
%, January 2022, UK



Length of next UK holiday or short break by time period.
%, February 2022, UK



6. Appendix

Key risks

Platform risks

As the Company operates a two-sided platform, the Company's future growth and profitability is dependent on that platform being vibrant and active. The Company's business relies on both Hirers utilising the platform and on Owners listing RV's on the platform. The growth of the Company is also reliant on attracting and retaining customers to use its platform and converting those customers into new and repeat customers. Various factors can impact this conversion rate which in turn could impact the Company's ability to meet stated objectives and could adversely impact the operations and financial performance of the Company.

Performance of technology

The Company operates an online platform and is heavily reliant on information technology to make the Company's platform available to users. The platform uses software created exclusively by the Company. The Company's business also depends on the performance and reliability of internet, mobile and other infrastructure, which is outside of the Company's control. There is a risk that the Company, its web host or the platform's third-party integrations may fail to adequately maintain their information technology systems, or the hosting arrangements or third-party integrations terminated, which may cause disruptions to the Company's business. There is also a risk that systems failures or delays, corruption of databases or other electronic information, power failures, issues with upgrades, technical malfunctions and other disruptions to information technology systems used by the Company, its web host or the platform's third-party integrations or its users may cause disruptions to the platform or adversely affect user experience on the platform. This may adversely affect the Company's ability to attract and retain users to its platform which in turn may have a material adverse impact on the Company's reputation, financial performance and growth prospects, particularly if the interruptions continue for a prolonged period of time.

Innovation

The Company's success in the future may depend on its ability to continue to identify and deploy the most appropriate new technologies and features in its. The ability to improve the Company's existing products and services and develop new products and services is subject to risks inherent in the development process. There is a risk that the Company may fail to update its platform to adopt new technologies, or that other businesses may develop or adopt new technologies which give them a competitive advantage over the Company's platform. This may render the Company's business less competitive.

Growth strategies

As the Company plans to continue expanding its cross-border operations into existing and new markets, there is a risk that the Company may face challenges (including legal or regulatory) in which it has limited or no experience in dealing with. The success of the Company's expansion may be affected by a number of factors, including, without limitation, existing incumbent competitors, the timing for and rate of uptake of the Company's platform, differing consumer demands and sentiments, differing regulatory requirements, the ability to enforce intellectual property rights, exchange rate fluctuations and differing tax treatments in different jurisdictions. The Company may have to expend significant resources, such as costs and time, to establish operations, and market itself and develop its presence in those jurisdictions.

Fraud & fictitious transactions

The Company may be exposed to and encounter risks with regard to fraudulent activity by platform users. This may involve Hirer's not receiving goods they have purchased, or bookings they have reserved, Owner's not receiving full payment for hires and the Company not receiving full payments it is contracted to receive. Negative publicity and user sentiment generated as a result of actual or alleged fraudulent or deceptive conduct on the Company's platform could severely diminish consumer confidence in and use of the Company's platform.

Cybersecurity and data protection

The Company collects a wide range of personal, financial and service usage data and other confidential information from users in the ordinary course of its business, such as contact details and addresses, and stores that data electronically. The platform also includes third-party integrations who may collect information on the Company's users, such as payment details. As an online business, the Company is subject to cyber attacks. The Company and, as far as the Company is aware, those third-party integrations have systems in place to maintain the confidentiality and security of that data and detect and prevent unauthorised access to, or disclosure of, that data. There can be no guarantee that the systems will completely protect against data breaches and other data security incidents.

Intellectual property

The Company places significant weight on the value of their intellectual property and Company know-how to maintain its competitive position in the market. There is a risk that the Company may inadvertently fail to adequately protect its intellectual property or be unable to adequately protect its intellectual property in new jurisdictions which it expands into from time to time. It is also possible that this information be compromised by an employee or a third-party without authorisation.

Competition

The Company recognises the potential risk that existing competitors or new entrants to the market may increase the competitive landscape and have an adverse impact on the financial performance of the Company which in turn, would erode the Company's revenue and market share. Existing competitors and new entrants in the market may both domestically and overseas may engage in strategic partnerships or acquisitions, develop superior technology, increase marketing activity and/or offer competitive pricing. There is a risk that the Company may be unable to respond to such competition and this may reduce demand for the Company's service and use of its platform which in turn, may have a material adverse effect on its revenue, profit margins, operations, financial position and growth prospects.

Key risks

Suppliers	The Company's business utilises third party suppliers, including companies which offer insurance and roadside assistance services. There is a risk that suppliers may become unable or unwilling to do business with the Company, or to renew contracts with the Company once they expire. There is no guarantee that the Company will maintain existing contracts or be able to renew contracts with suppliers on current terms, or at all. If the Company is unable to source alternative suppliers within a reasonable period of time and on reasonable terms, this may cause disruptions to the Company's platform while suitable replacements are sourced or cause the Company to incur substantial costs.
Key personnel	The Company is dependent on its existing personnel as well as its ability to attract and retain skilled employees. The Company must recruit and retain expert engineers and other staff with the skills and qualifications to operate, maintain and develop the platform. A loss of key employees or under-resourcing, and inability to recruit suitable replacements or additional staff within a reasonable time period, may cause disruptions to the platform and growth initiatives, and may adversely affect the Company's operations and financial performance.
Restriction or suspension from digital marketing channels	The Company relies on digital marketing channels such as Google and Facebook to market the platform to the social media of their client demographic. This reliance creates a risk that a ban, restriction or suspension may have an adverse effect on the business reputation, financial performance and operations of the Company.
Search engine risk	Due to the fact that most consumers access the platform through a search engine, the Company become vulnerable to variations in search engine recommendations. This becomes particularly relevant if the Company becomes excluded from or ranked lower in search engine results due to changes to a search engine's algorithms or other ranking criteria that are outside of the Company's control. If the Company's Search Engine Optimisation (SEO) activities are no longer effective for any reason, the traffic coming to the platform could significantly decrease.
Reputational risk	There is a risk that the Company's reputation may be adversely impacted by sub-standard service of Owners, negative user experiences in the platform, user complaints or other adverse events which involve the Company or its platform. Any negative impact on the Company's reputation may adversely influence user sentiment towards the Company and willingness to use its platform. This may have a material adverse impact on the Company's future prospects.
Insurance	The Company maintains customary insurances against typical business risks, such as public liability insurance, directors and officers liability, workers compensation and cyber insurance. The Company also has in place what it considers are adequate levels of insurance for RV fleet cover for its operations. There is a risk that the Company's insurance may not be adequate in coverage, valid in overseas jurisdictions, may not insure all risks, may not be able to be claimed against in respect of losses or may not be renewed. This could have a material adverse impact on the Company's financial position and reputation. There is also a risk that claims brought under the Company's insurance policies could increase the premiums payable by the Company going forward, which may have a material adverse impact on the Company's financial position.
Compliance with laws and regulations generally	The Company operates in a sector where the laws and regulations around its operations are evolving. There is a risk that new laws or regulations may be enacted, or existing laws and regulations may be amended in such a way that impose obligations on the Company. If any laws or regulations are adopted which are more stringent than the laws and regulations currently applying to the Company's platform, the Company may need to invest significant time and costs into complying with those laws and updating its platform.
Compliance in overseas jurisdictions	The Company has operations in the United Kingdom, New Zealand and Spain. There is a risk that a breach of applicable regulatory rules may be discovered which could result in penalties being incurred for any breach of such requirements and additional requirements may also be imposed by such regulatory rules as to the manner of the conduct of business in these jurisdictions which may result in material additional costs to the Company or may make the conduct of certain of these overseas operations not commercially viable.
Seasonality	The use of the platform by Owners and Hirers in all jurisdictions in which the Company and its overseas subsidiaries operate is subject to seasonality. It is typical for there to be an increase in bookings on the platform over the Summer and Easter holidays in Australia and New Zealand as well as the corresponding holidays in the United Kingdom and Spain. Where an event (such as a severe weather event or pandemic) impacts holiday makers in peak periods, the Company's revenue will be impacted.
COVID-19	The ongoing COVID-19 pandemic has had a significant impact on the global economy and the ability of individuals, businesses, and governments to operate. Globally and nationally, travel, trade, business, working arrangements and consumption have been materially impacted by this ongoing health risk. There is a risk that government or industry measures taken in response to COVID-19, such as lockdowns and other restrictions on movements, may restrict the users' ability to use the Company's platform.

End