

ASX Announcement

8 June 2022

Camplify Holdings Limited (CHL) market update and presentation, unaudited results for period YTD to end of May FY22.

Highlights;

- Strong GTV YTD of 72.43% (pcp) to over \$48.9m
- Revenue YTD growth of 112% (pcp) to over \$14.2m
- Increasing average booking value by over 22% YTD (pcp)
- Take rate increased from 23.61% YTD FY21 to 29.04% YTD FY22
- Returning hirers now at 25% up from 20% in FY21
- Over 62% growth in the total fleet from FY21 YTD (pcp) to over 10,000 RVs on the platform

A copy of the Camplify Holdings Limited market update presentation for YTD to the end of May FY22 is attached.

Results

The marketplace performance of Camplify remains on trend from previously reported period with strong performance across the business.

Camplify YTD can report a GTV result of over \$48.9m (unaudited) presenting a pcp growth of 72.43%. Revenue continues to grow to over \$14.2m YTD (unaudited) a pcp growth of 112% on YTD FY21.

Take rate remains a major focus with the YTD result of 29.04% and increase from YTD FY21 (pcp) of 23.61%

Interest from customers to list their vehicle has been robust. New owner acquisition results combined with the additional fleet from the inclusion of Mighway and ShareaCamper results in a total fleet of over 10,000 vehicles now listed on the Camplify platform. That indicates an increase from FY21 YTD (pcp) of 62%

Pleasingly Camplify can report it has significantly increased the return rate of customers from 20% of customers rebooking to 25%, while also increasing the total volume of customers.

A strong indicator in demand for RV holidays, and consumer confidence is future bookings volume. Camplify is pleased to announce that currently future bookings represent a value of \$14.81m. These are bookings that have been transacted through the Camplify platform, however have not taken place and therefore not yet recognized in results.

For the same period YTD FY21 (pcp), Camplify had recorded \$7.57m. This represents a growth in future bookings of 95.7%

The New Zealand Market

With the successful completion of the Highway and ShareaCamper acquisition and New Zealand opening its borders to the rest of the world, a significant increase in activity can be seen in a short period of time. All key metrics including traffic, booking requests, and booking values are sharply increasing as international tourists return to New Zealand.

Camplify has now successfully migrated the ShareaCamper customers to the Camplify platform. Over the next few weeks the Highway migration will take place, thus enabling Camplify to seek synergies in its New Zealand operations.

Comments by CEO Justin Hales

CEO Justin Hales said "Camplify has seen significant growth with the return of international travel and lifted travel restrictions. Contributing to Camplify's growth was the successful acquisition of the Highway and ShareaCamper enabling Camplify to be well positioned as international travelers return.

While growth has been a focus Camplify has managed to control costs, and work in a positive working capital environment.

As inflation, and interest rates begin to impact markets around the world, Camplify provides an excellent option for lower cost holidays, and a way for RV owners to earn additional income "

Join the Camplify Trading Update call

An investor briefing will be held via audio phone conference at **9:45 am AEST on Wednesday 8th June 2022**. The call will be covering the trading update.

The conference call will feature the CEO and Founder of Camplify Justin Hales and the CFO of Camplify Andrea MacDougall.

You can register for this conference via the link: [Camplify trading update June 2022](#)

Participants are required to preregister for attendance. The call will comprise of a presentation from the CEO followed by Q&A.

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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.



Camplify

Market Update May YTD FY22

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A person in traditional Indigenous Australian clothing, including a striped singlet and a boomerang around their waist, is sitting on a sandy beach. They are holding a didgeridoo and playing it. The background shows a calm sea and a clear sky. The entire image is overlaid with a dark, semi-transparent 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.

1. Highlights

Marketplace Highlights May FY22 (Unaudited)

Highlights;

- Period YTD to end of May FY22 (unaudited)
- GTV growth of 72.43% (pcp) to over \$48.9m YTD
- Revenue growth of 112% (pcp) to over \$14.2m YTD
- Increasing average booking value by over 22% YTD (pcp)

\$48.9 m

Total Transaction Value

+72.43% (pcp FY21 YTD)

36,160+

Total Bookings

+29.92% (pcp FY21 YTD)

\$14.22 m

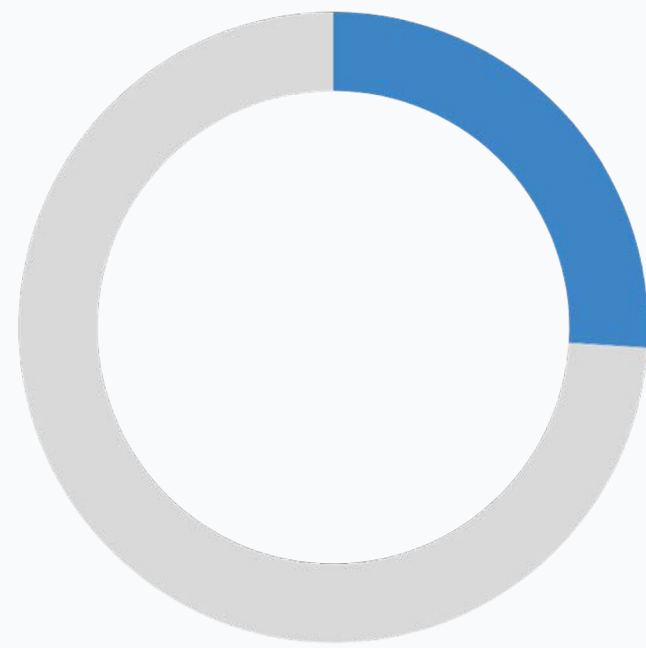
Total Revenue

+112% (pcp FY21 YTD)

\$1,198

Average booking value

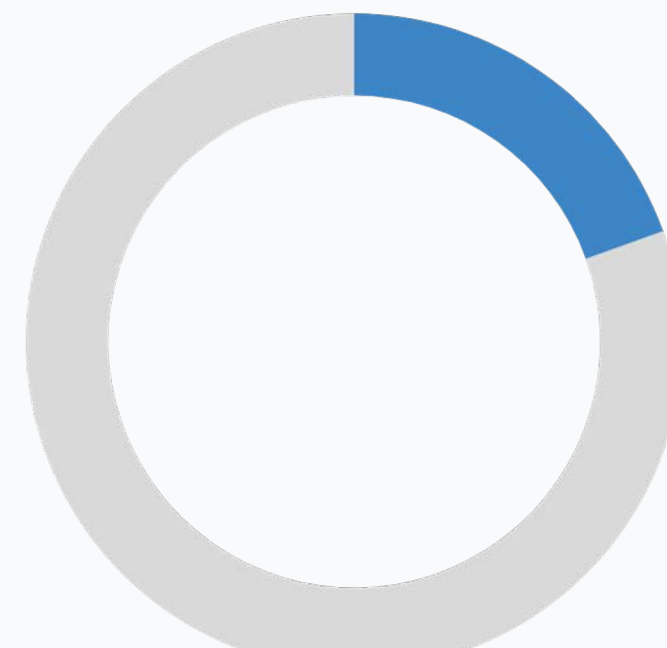
= \$349 revenue to Camplify



29.04%

Take Rate

Increase from 23.61% YTD FY21 pcg



25%

Retained hirers

10,139

Total RVs on Platform

+62% YTD FY21 pcg

129,744

New Customers² in FY22

Marketplace Highlights May FY22 (Unaudited)

Highlights;

- Take Rate increasing up 5.43% from 23.61% at FY21 YTD (pcp).
- Increasing Camplify revenue take per booking to \$349
- Retained hirers (repeat customers) now at 25% up from 20% at FY21 YTD (pcp)
- Total fleet now over 10,000 over 62% growth from FY21 YTD (pcp)

Note;

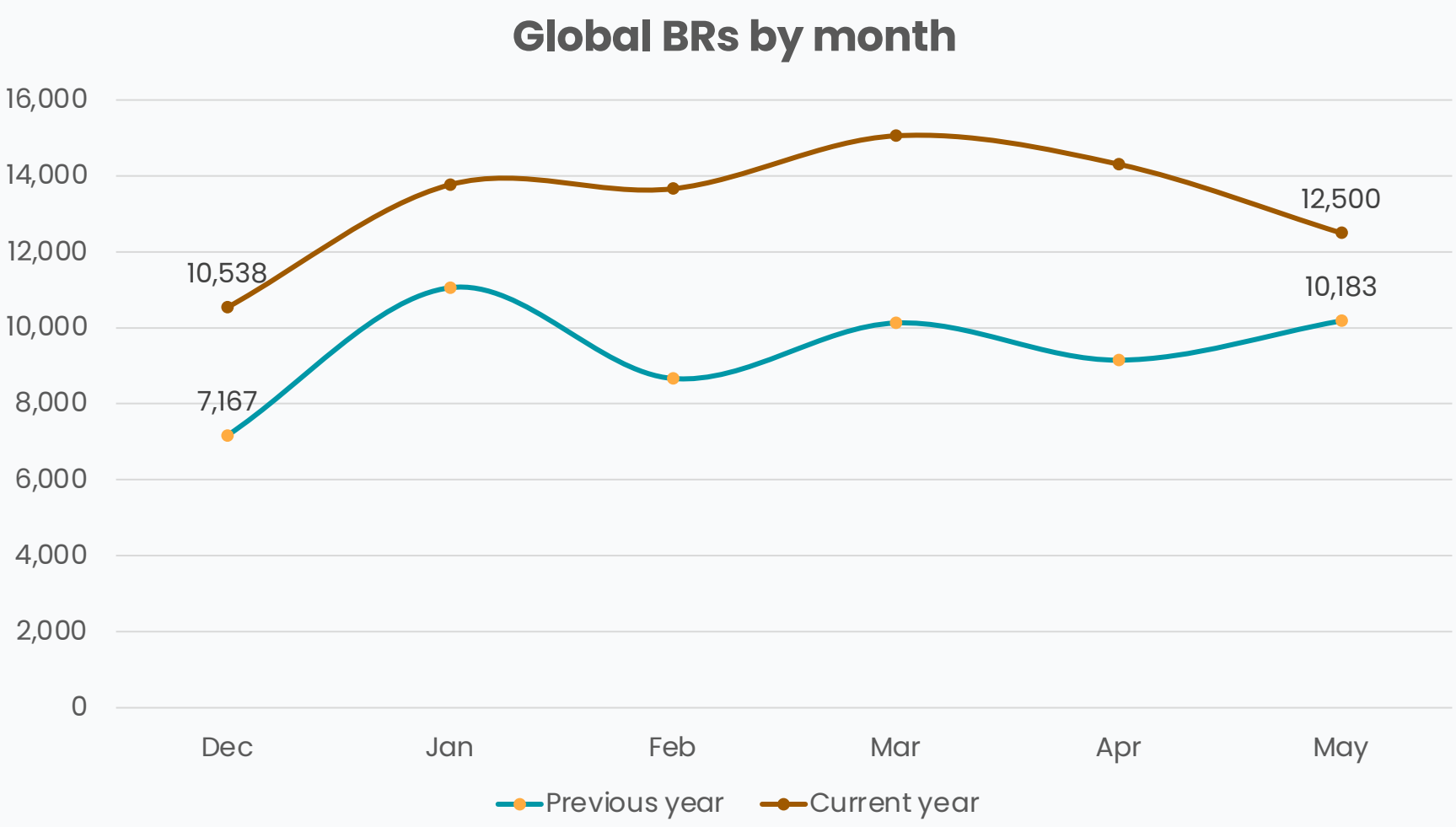
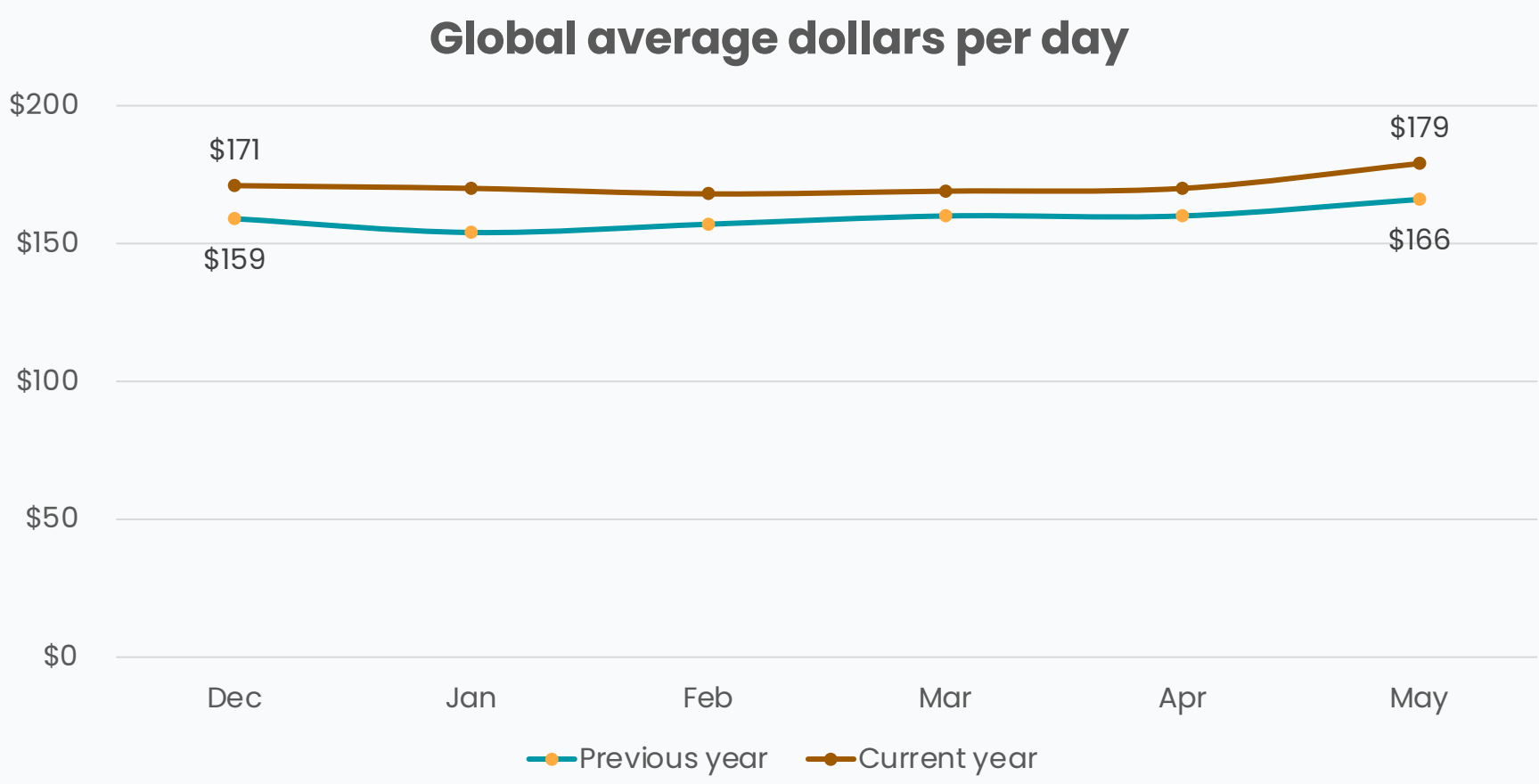
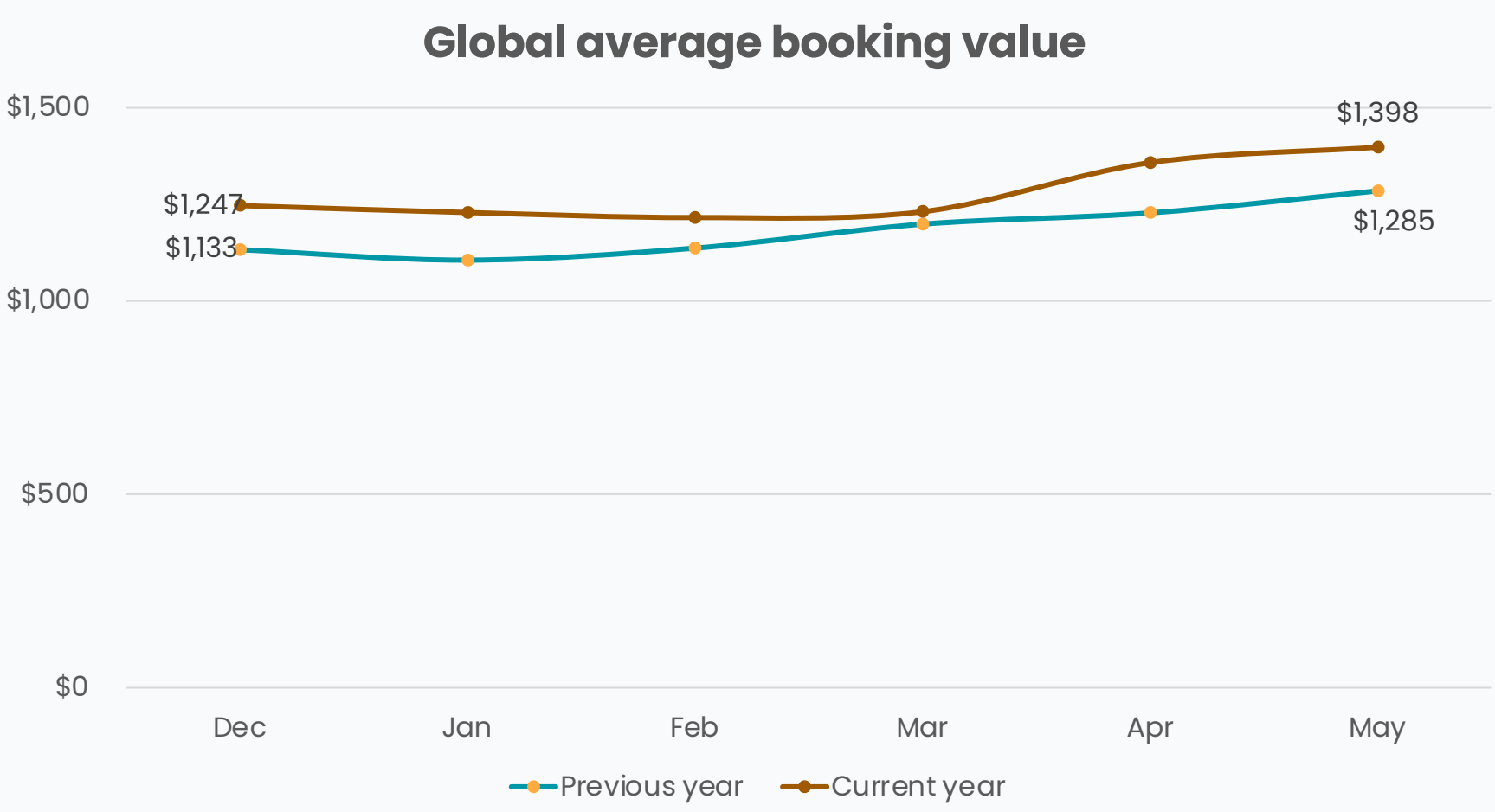
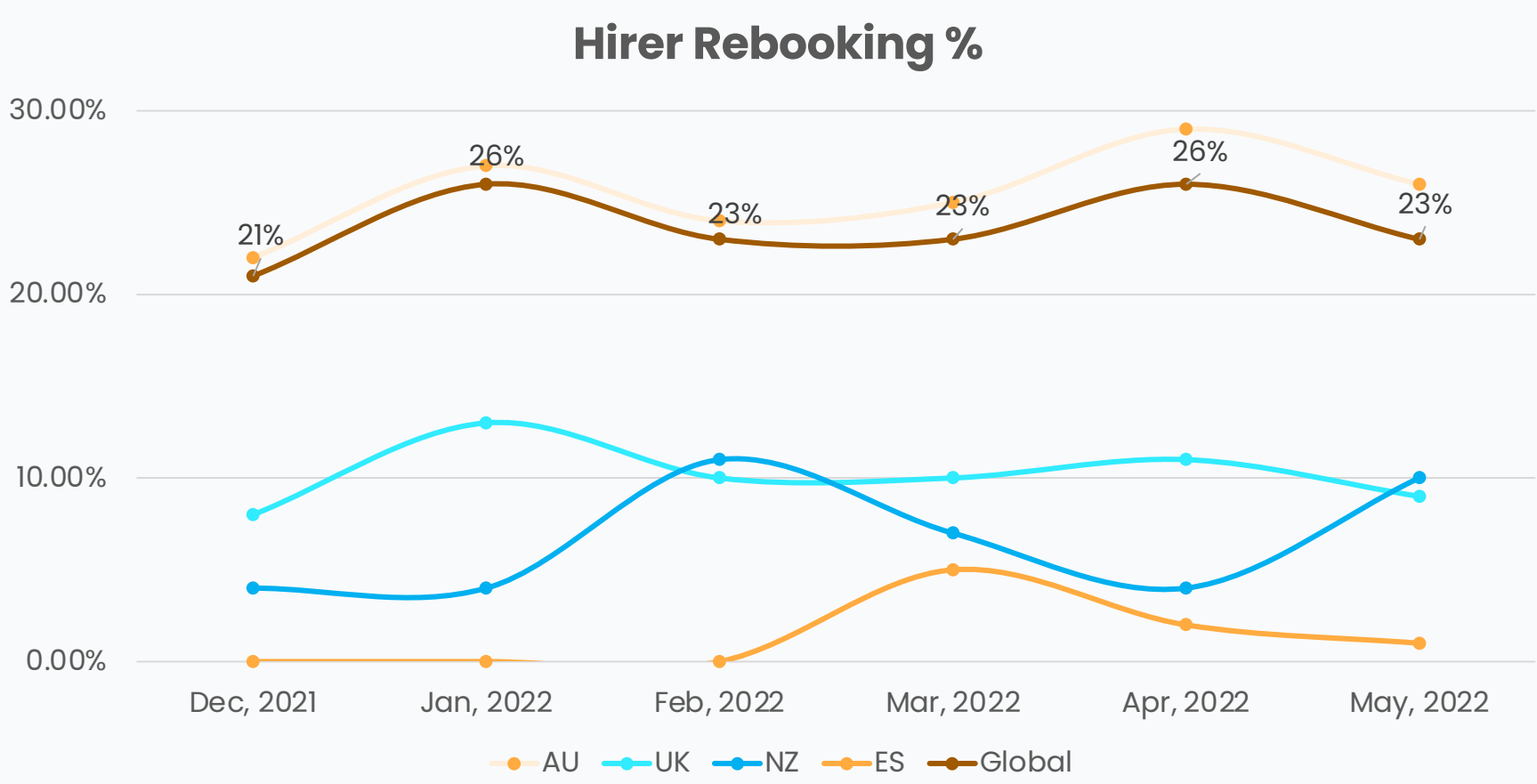
Customer accounts and total RVs include additional customers through Highway and ShareaCamper acquisition

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. Includes migrated customers through acquisition .

Strong Business Growth Drivers

- Increase in hirers rebooking by over 5% in the last 12 months.
- Global average dollars per day rates are trending upward without impact on booking volumes.
- Total booking values are trending upwards which results in an increase revenue per booking to Camplify.
- Global booking requests remain strong, and seasonally adjusted provide a good indicator of future growth.



FY22 YTD

\$14.81m

Total Future Bookings GTV
Beyond 31st May 22

9,570

Total Future
Bookings
Beyond 31st May 22

FY21 PCP

\$7.57m

Total Future
Bookings GTV
pcp 21

5,024

Total Future
Bookings
pcp 21

Future Bookings

Note;

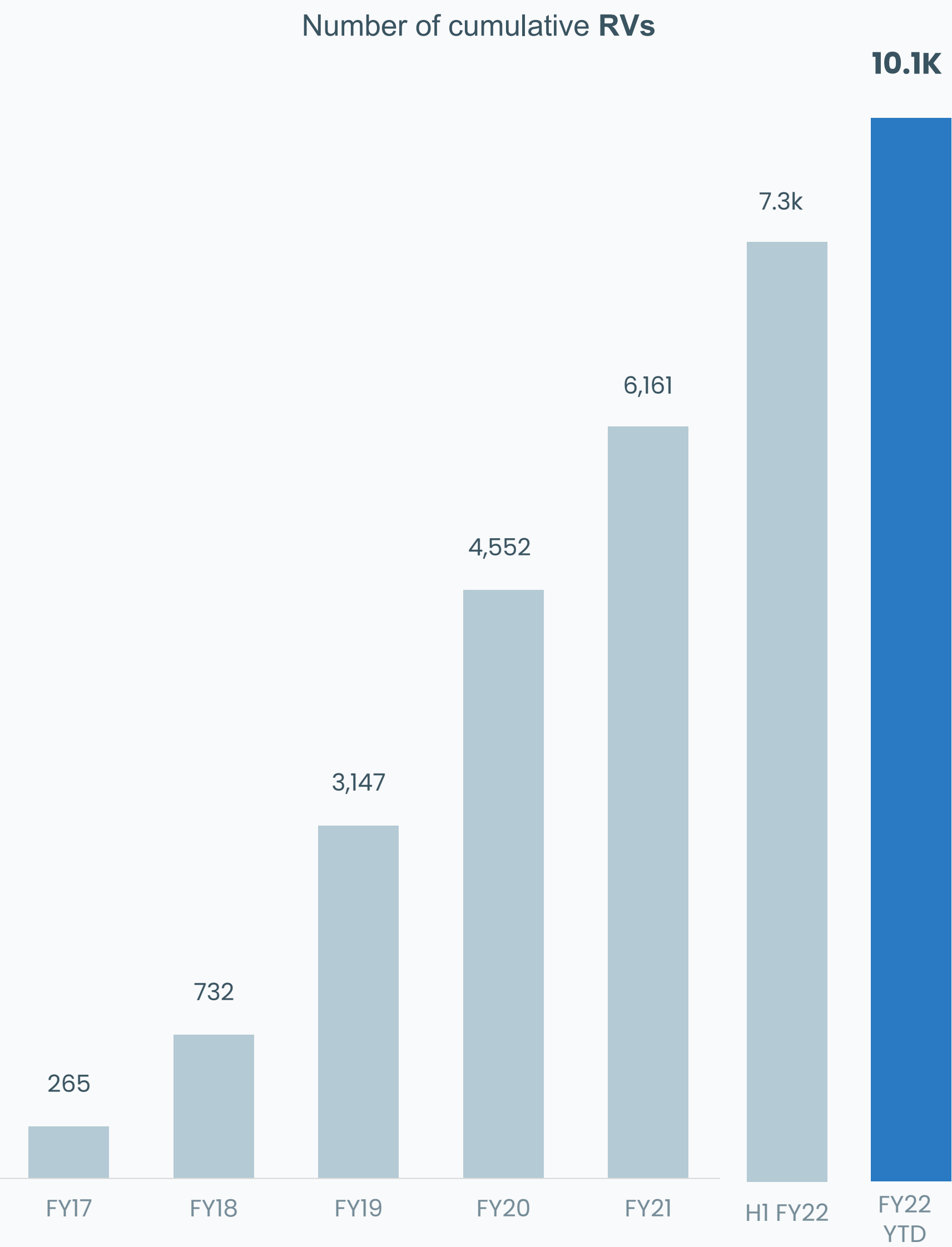
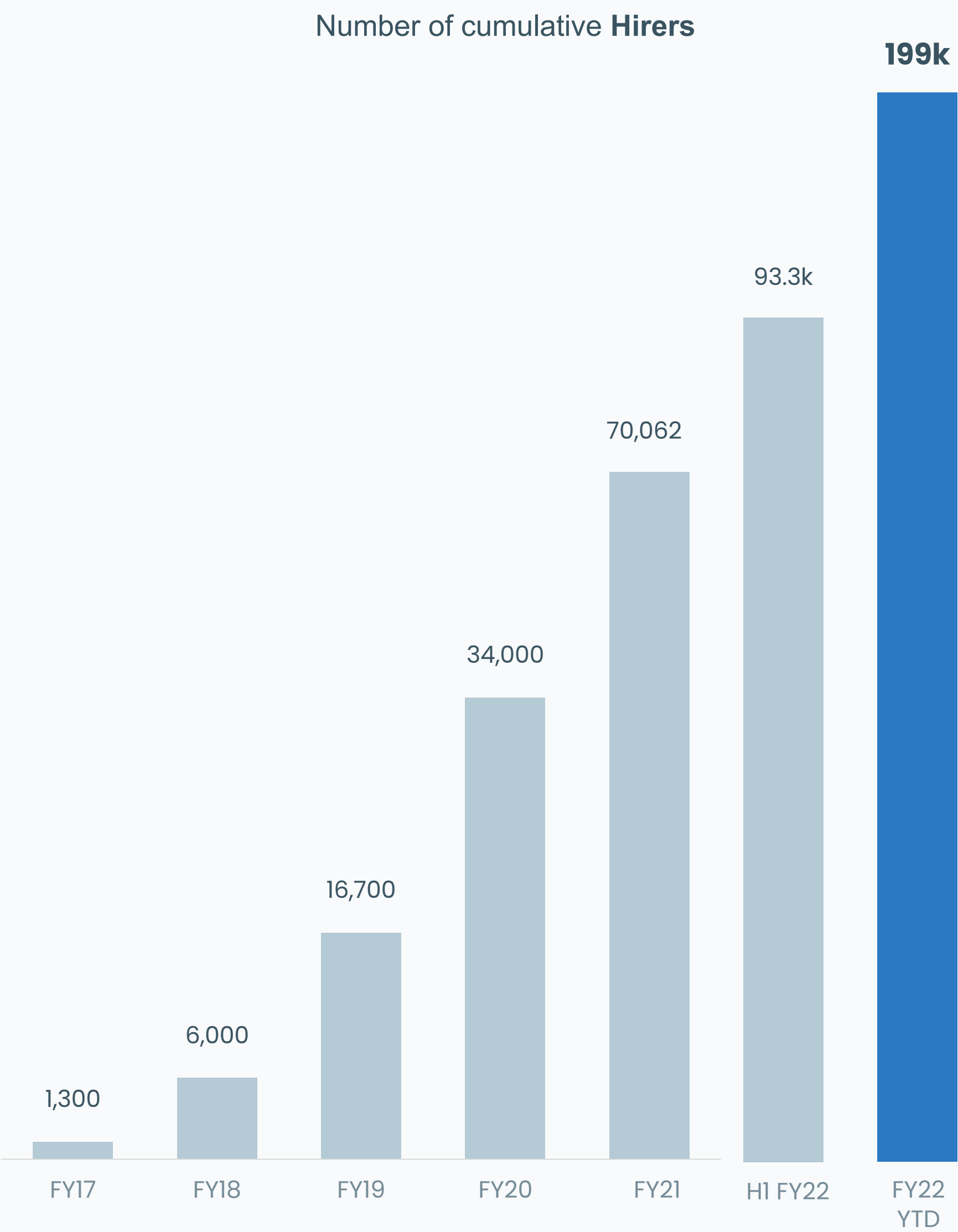
- Future bookings are bookings that have been booked and paid for via the Camplify platform.
- These take place in the future generally within the next 12 months.
- GTV and Revenue is only reported once the booking starts.
- These numbers provide an indication of pipeline activity

Highlights;

- Future bookings 95.7% growth on same comparable period in previous 12 months

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 allows Camplify to scale with new customers and increased GTV with limited operational spend.
- Core numbers include migrated Highway and SaC accounts



Market Performance

Australia

68%

GTV Growth

99%

Revenue Growth

24%

Booking Growth

43%

Fleet Growth

New Zealand

54%

GTV Growth

84%

Revenue Growth

57%

Booking Growth

526%

Fleet Growth

UK

142%

GTV Growth

118%

Revenue Growth

96%

Booking Growth

59%

Fleet Growth

Spain

1322%

GTV Growth

1482%

Revenue Growth

882%

Booking Growth

105%

Fleet Growth

- Spanish market was a new market for FY21 therefore growth comes off a low base
- New Zealand fleet includes Highway and ShareaCamper fleet numbers

An aerial photograph of a coastal road. A white motorhome is driving on a two-lane asphalt road that curves along a rocky coastline. The ocean is to the right, and a grassy hillside is to the left. The sky is overcast.

2. Operational Performance



\$261

Owner Acquisition Cost



\$12

Hirer Acquisition Cost

Marketing Update

Highlights;

- Owner acquisition cost reduced from \$326 average at H1FY22
- Hirer acquisition cost reduced from \$13 average at H1 FY22

New Drivers Launched in FY22

Camplify launched a number of new initiatives in FY22 with more planned for FY23.

Instant Book

Instant book functionality has a proven track record of increasing conversion rates and increasing GTV for businesses in the travel sector. This feature has been launched for our Premium Members

Managed Services

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.

Temporary Accommodation program (TAP)

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

Hirer App

Camplify has rolled out it's Camplify hirer app in May 22. With already over 9.1K downloads the app will improve the hirer experience, encouraging returning customers to Camplify.

Camplify Summer Series

Camplify has partnered with Suncamper to build the Camplify Summer Series van. Catering to our existing owners This has been designed for the inbound tourism market in Australia. Retailing at under \$56k the van represents excellent value for a rental camper in the Australian market

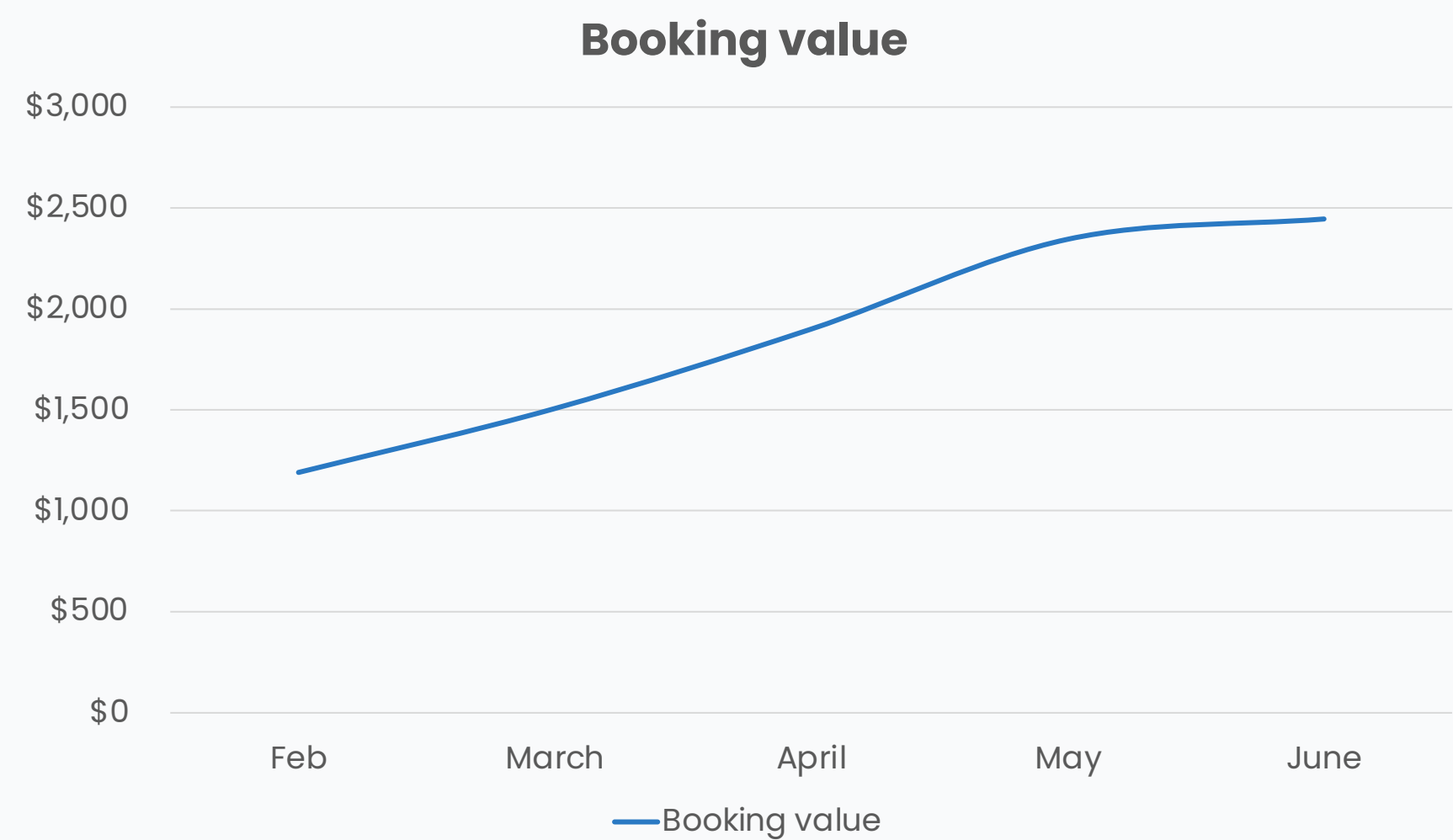
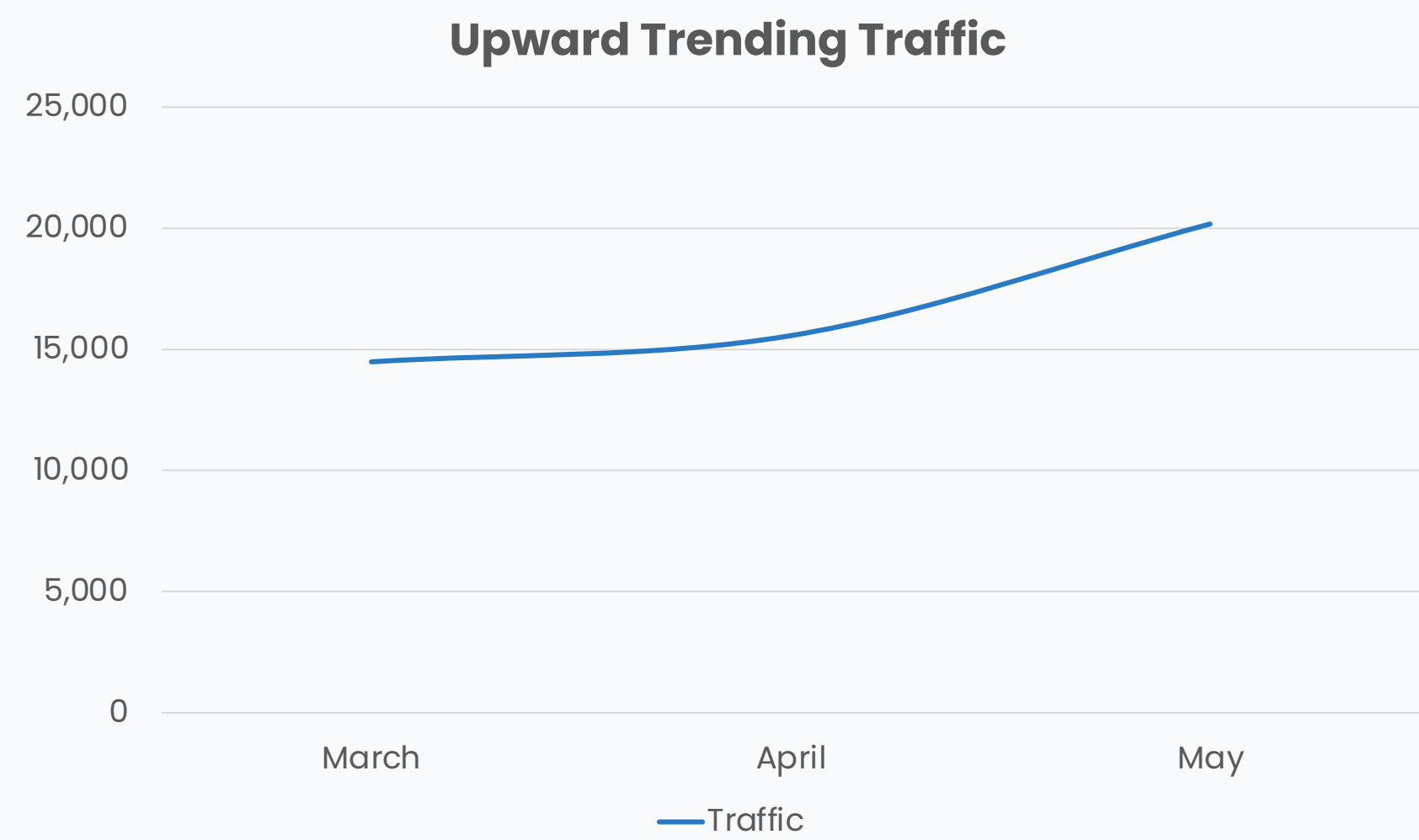
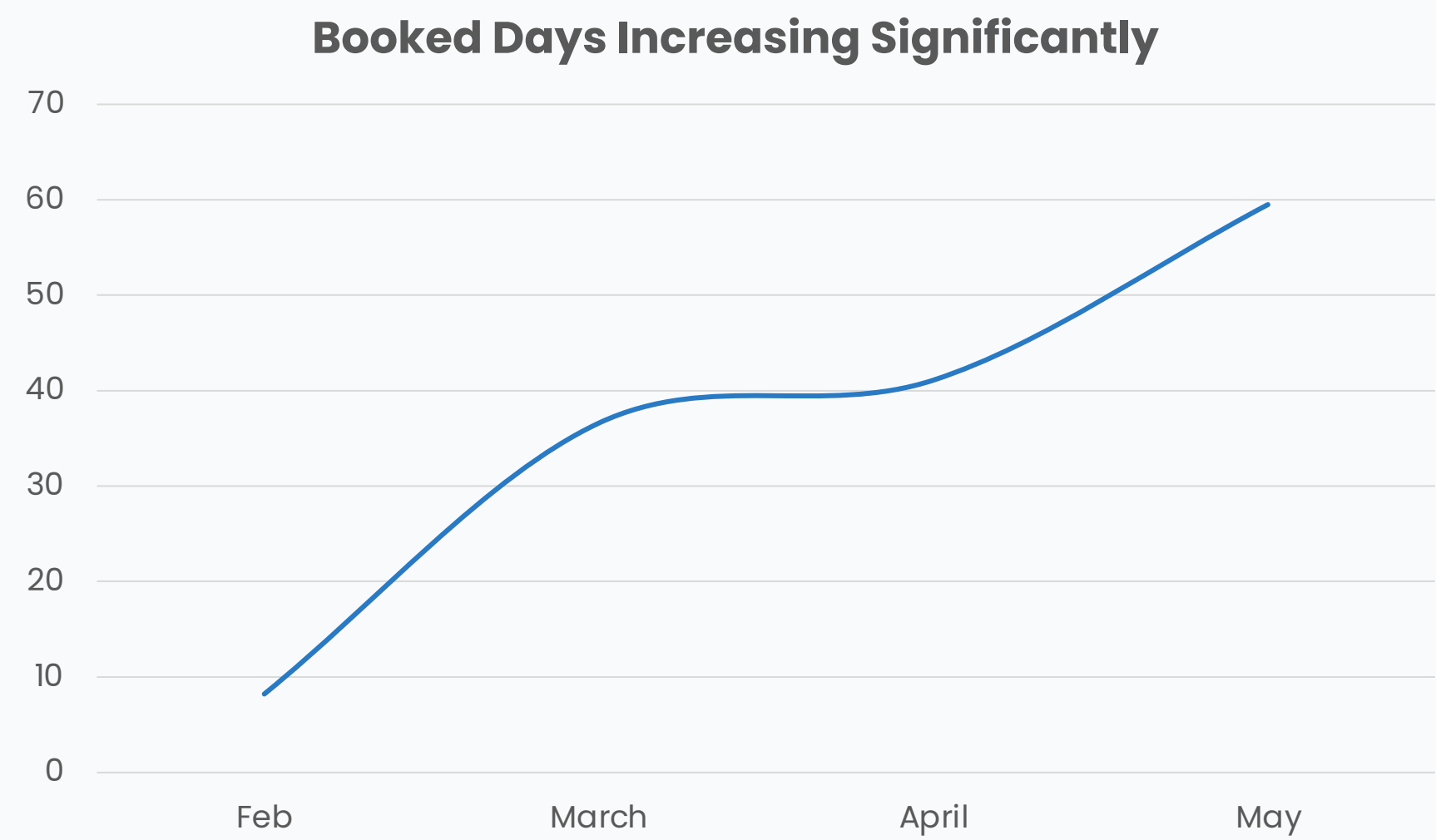
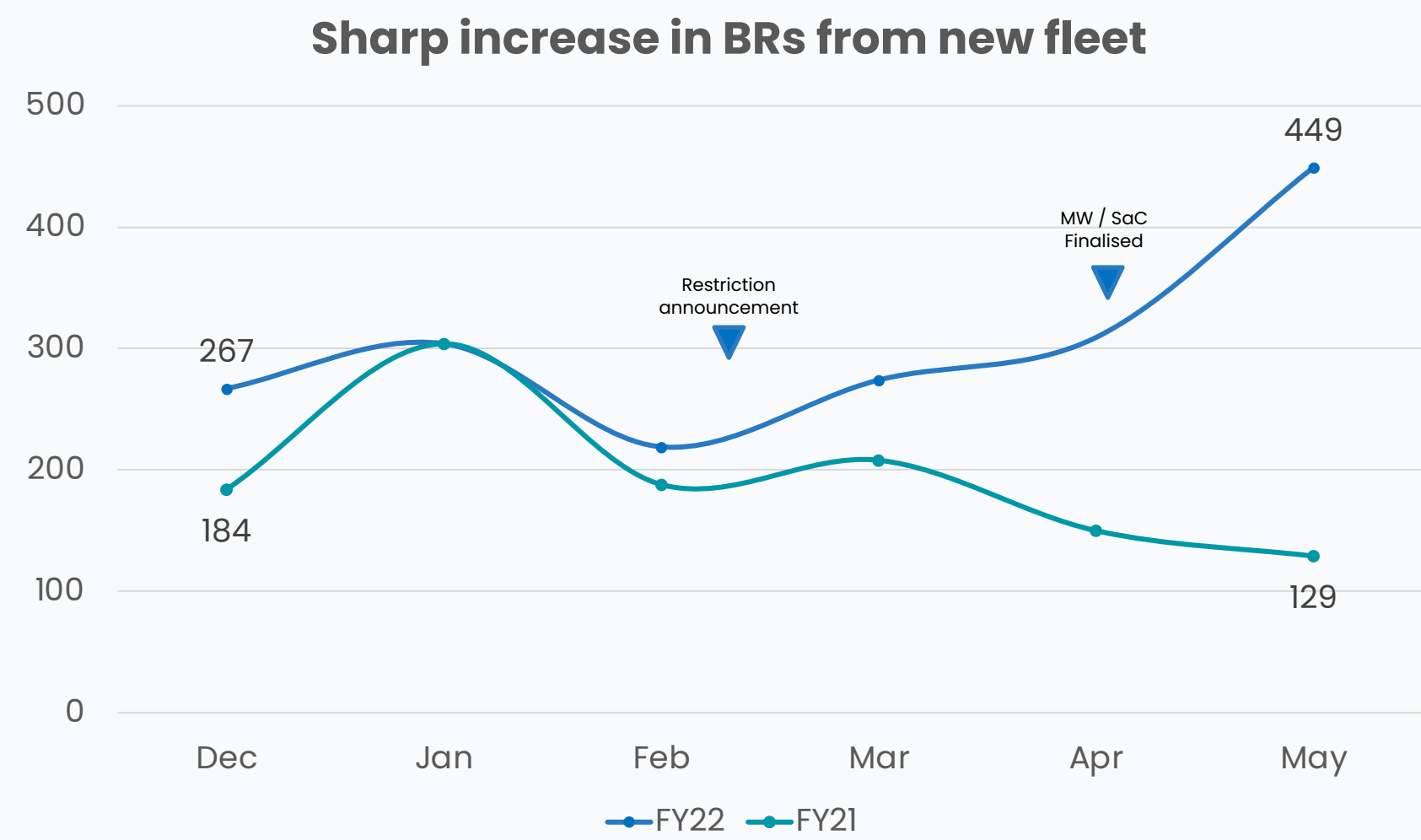


4. Focus on New Zealand

Significant Uplift in NZ Activity

Highlights;

- Booking request volumes are significantly increasing since the announcement of open borders in NZ
- Total booked days are trending upward monthly as international tourists begin to return
- Traffic volumes are extremely strong as consumers plan their future holidays
- Booking value are significantly increasing on a per booking basis as longer international trips become the norm



NZ Expansion

- Acquisition completed on the 29/04/22
- All team members have transitioned to Camplify
- ShareaCamper customers have been fully migrated to the Camplify platform
- ShareaCamper platform will be retired by end of June 22
- Highway migration will begin week of 13/06/22 and be completed by end of June
- Business synergies expected in FY23
- Project underway to complete integration with **thl**



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

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 alterative 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