



Camplify

FY22 Year End Results Presentation

2022



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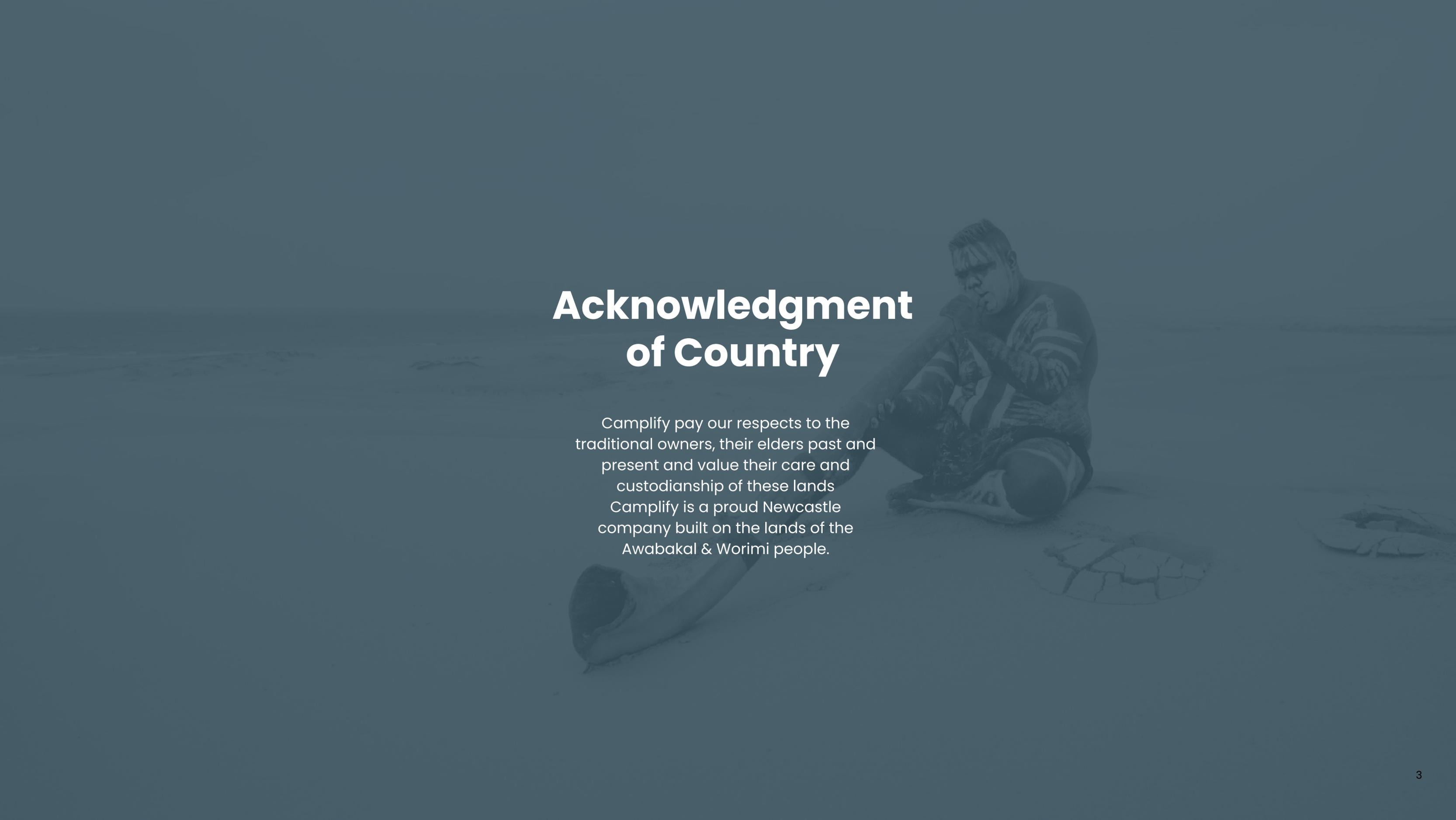
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Camplify pay our respects to the traditional owners, their elders past and present and value their care and custodianship of these lands
Camplify is a proud Newcastle company built on the lands of the Awabakal & Worimi people.

Today's Presenters



Justin Hales

Camplify Founder & Chief Executive Officer

- Founder of Camplify.
- Previously Head of Customers at ASX- listed QMASTOR (ASX:QML).
- Managed some of the world's largest mining companies.
- Co-founder of the Sharing Hub.
- International conference speaker on the sharing economy.
- Multiple winner of Young Entrepreneur of the Year (Tourism & Hospitality).



Trent Bagnall

Chairman & Non-Executive Director

- 10 years as MD of QMASTOR (ASX:QML) mining supply chain optimisation software securing contracts with the world's largest mining customers.
- Led QML to an ASX listing then subsequent acquisition.
- Established Slingshot corporate innovation accelerator running programs for NRMA, News Corp, Lion Nathan, QANTAS, and HCF.
- Fellow of the Australian Institute of Company Directors.



Andrea MacDougall

Camplify Chief Financial Officer

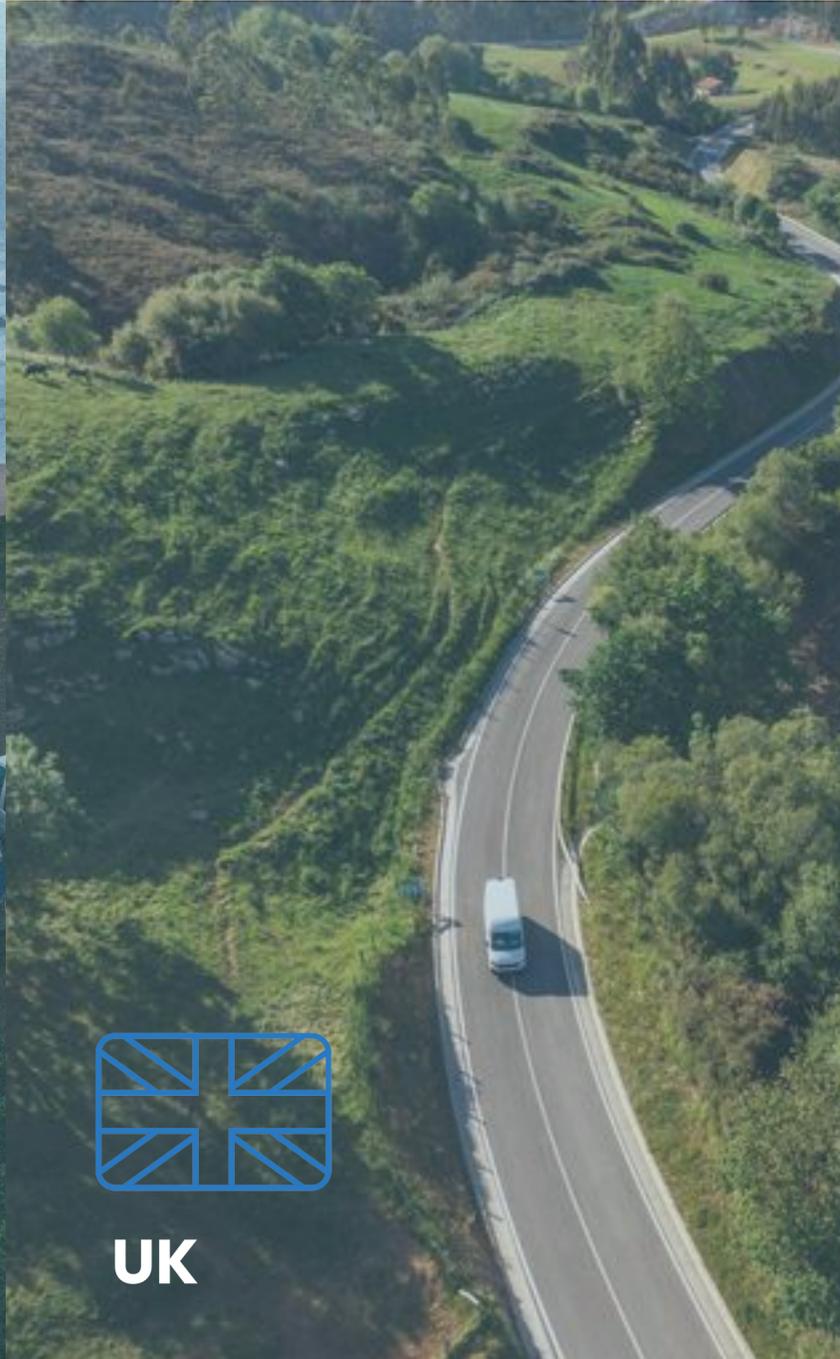
- Andrea is an experienced CFO for multinational organisations across growth technology, education, hospitality, manufacturing and strata management industries.
- Andrea was a Co-Founder of Coassemble (ed-tech SaaS) who have scaled from Australia into the US market.

Camplify

Thousands of vans, endless adventures.
A global platform operating in four countries.



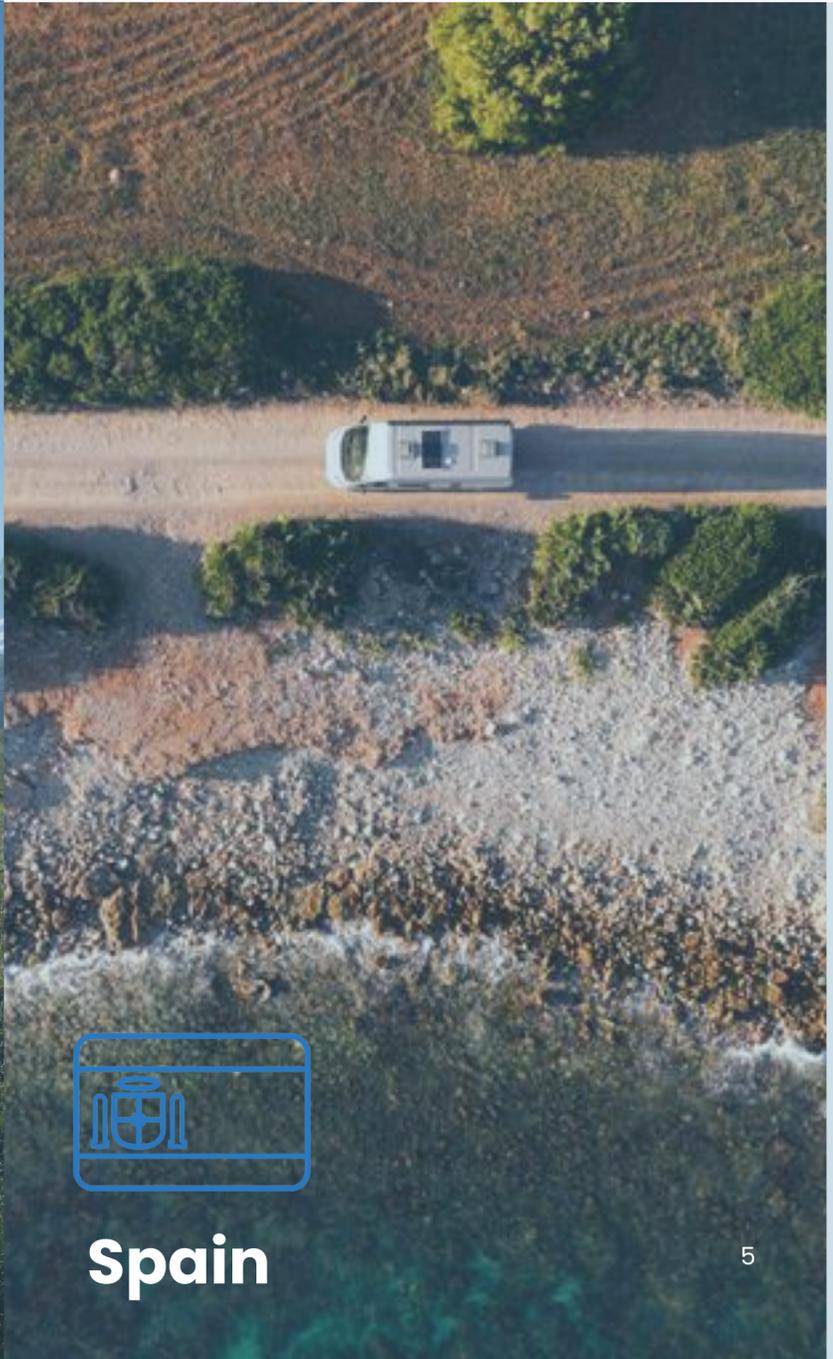
Australia



UK



New Zealand



Spain

Agenda

1. Performance by the Numbers
2. Key Financial Information
3. Company & Industry Overview
4. Initiatives and Innovation for FY22
5. New Zealand Acquisition
6. Future Outlook
7. Summary & Annexures

1. Performance by the Numbers



Marketplace Highlights FY22

Highlights

- Fully audited results. Period FY22
- GTV growth of 63.13% (pcp) to over \$53m YTD.
- Revenue growth of 93% (pcp) to over \$16.3m YTD.
- Increasing average booking value by over 21% YTD (pcp).
- Increasing revenue to Camplify of 56.6%pcp to \$332.

\$53.6m
Total Transaction Value
+63.13% (pcp FY21 YTD)

\$16.36m
Total Revenue
+93.36% (pcp FY21 YTD)

39,830+
Total Bookings
+29.95% (pcp FY21 YTD)

\$1,240
Average booking value
= \$332 revenue to Camplify

Marketplace Highlights FY22

Highlights

- Take Rate increasing - up 5% from FY21 YTD (pcp).
- Increasing Camplify revenue take per booking to \$332.
- Retained hirers (repeat customers) now at 25% up from 20% at FY21 YTD (pcp).
- Total fleet now 9926, over 61% 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.



30.5%

Take Rate

Increase from **25.73%** YTD FY21 pcp



25%

Retained hirers



9,926

Total RVs on Platform

+61% YTD FY21 pcp

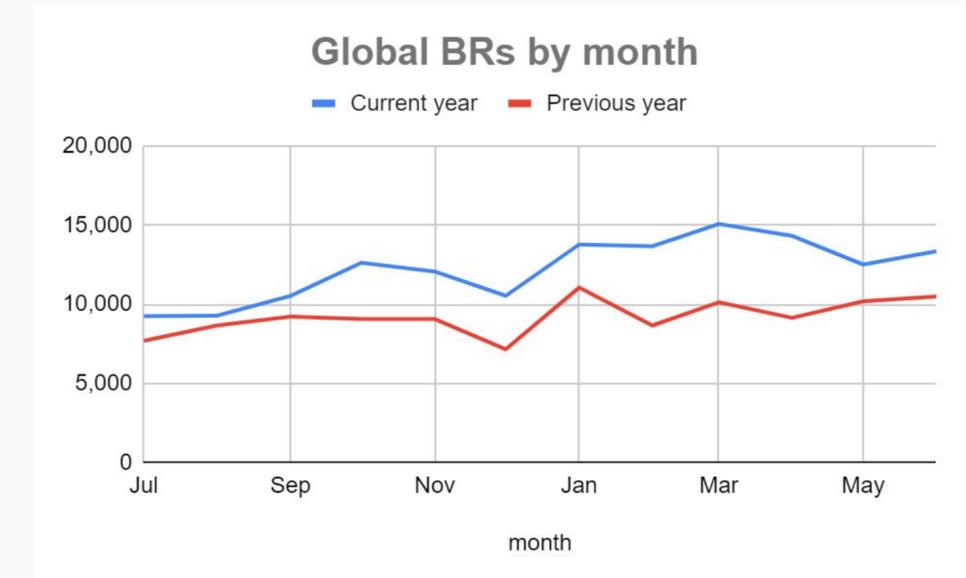
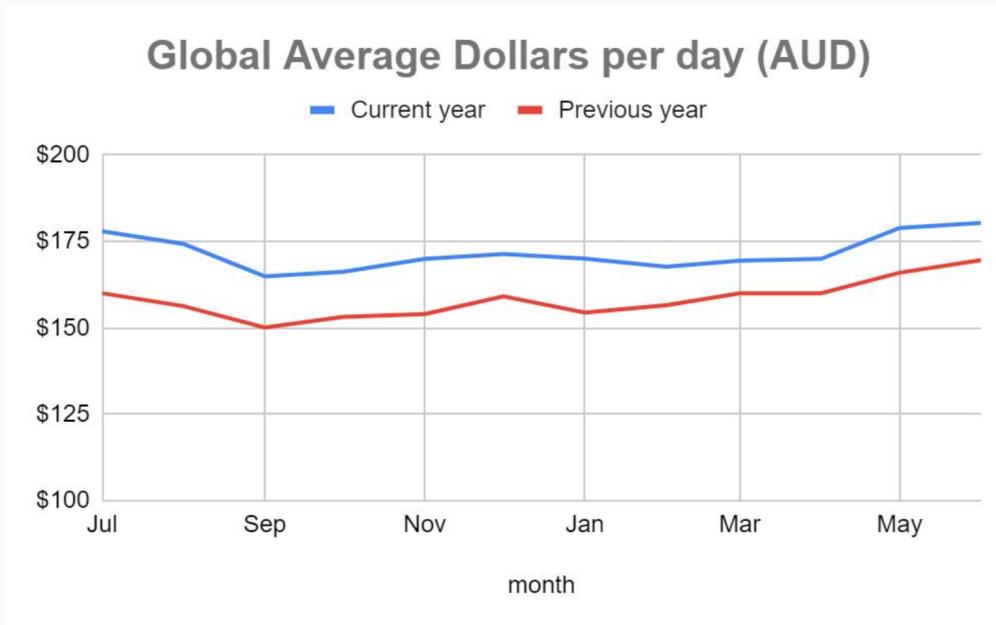
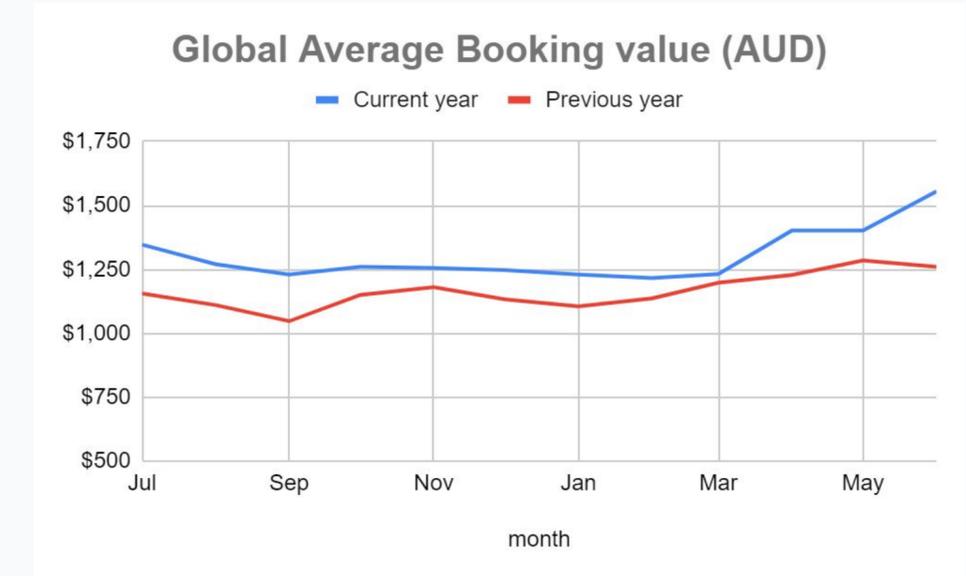
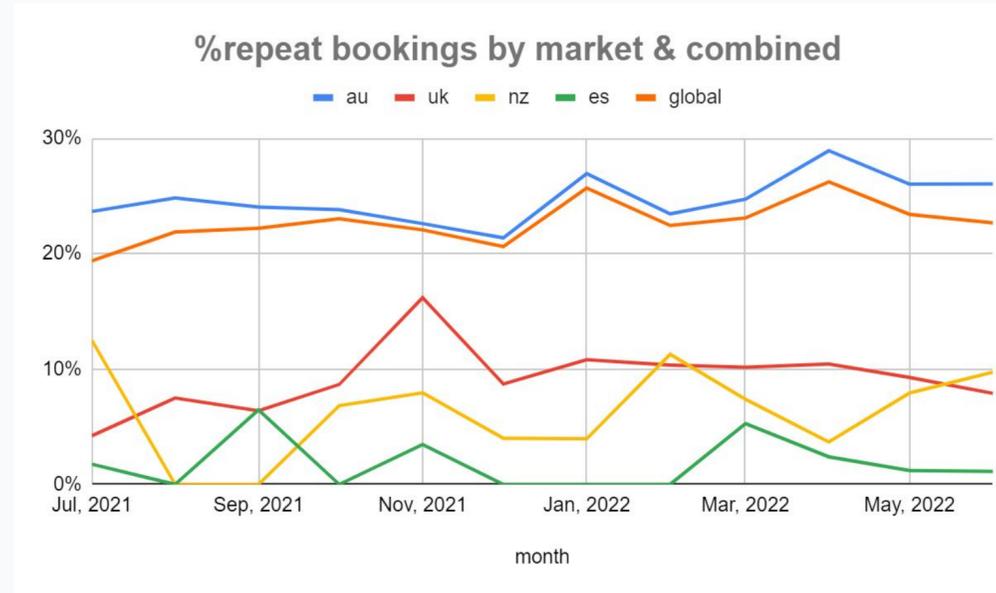


129,744

New Customers² in FY22

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.



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 over 112% growth on same comparable period in previous 12 months.

Future bookings are subject to standard Camplify terms and conditions. Revenue and GTV are not recognised until the booking period starts. External factors may impact on the ability to recognise these bookings into the future.



FY22 YTD	FY21 PCP
\$14.79m	\$6.95m
Total Future Bookings GTV Beyond June 22	Total Future Bookings GTV pcp 21

Market Performance

Australia	60% GTV Growth	89% Revenue Growth	25% Booking Growth	46% Fleet Growth
New Zealand	63% GTV Growth	110% Revenue Growth	48% Booking Growth	368% Fleet Growth
UK	136% GTV Growth	144% Revenue Growth	95% Booking Growth	55% Fleet Growth
Spain	1632% GTV Growth	1083% Revenue Growth	684% Booking Growth	150% Fleet Growth

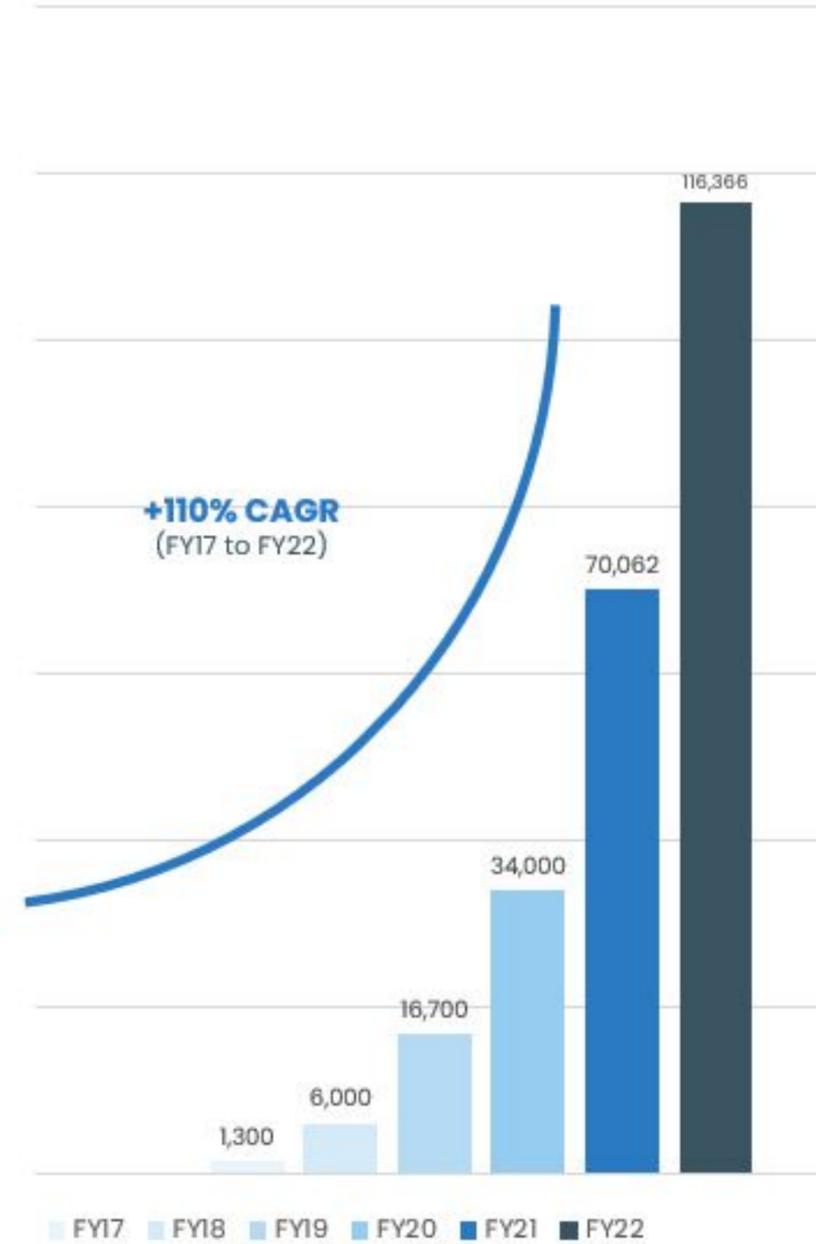
Spanish market was a new market for FY21 therefore growth comes off a low base. New Zealand fleet includes Highway and ShareaCamper fleet numbers.

Growing Hirer & Owner Community

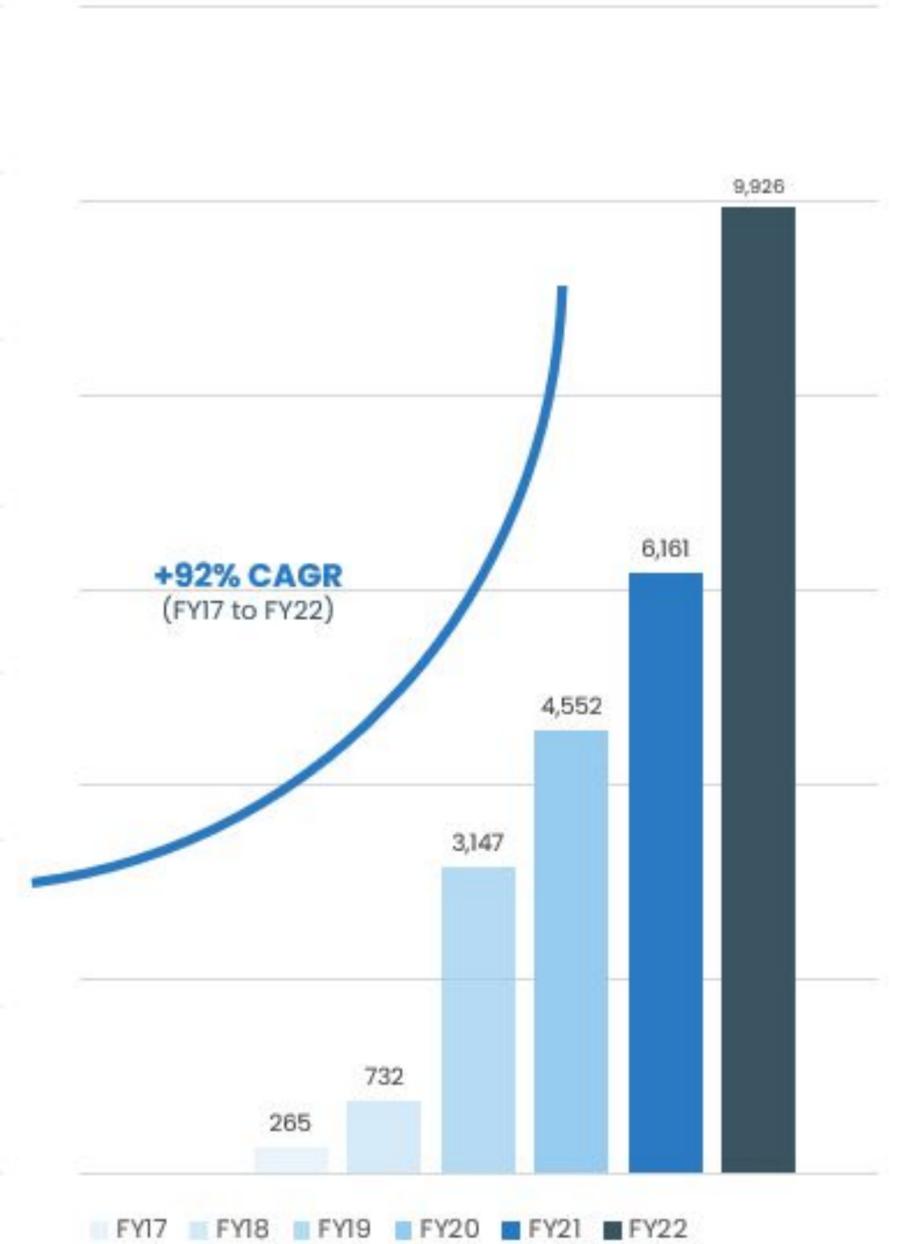
- Strong platform growth has been achieved at strong CAC performance due to a combination of network effects, referrals, industry tailwinds and inbound marketing initiatives.
- Platform investment allowed Camplify to scale with new customers and increased GTV with limited operational spend.

50% of owners have earned over \$5,000 on Camplify.

Number of Cumulative Hirers



Number of Cumulative RVs



Marketing Update

Highlights

- Owner acquisition cost reduced from \$326 average at H1FY22.
- Hirer acquisition consistent from \$13 average at H1FY22.



\$258

Owner Acquisition Cost



\$13

Hirer Acquisition Cost



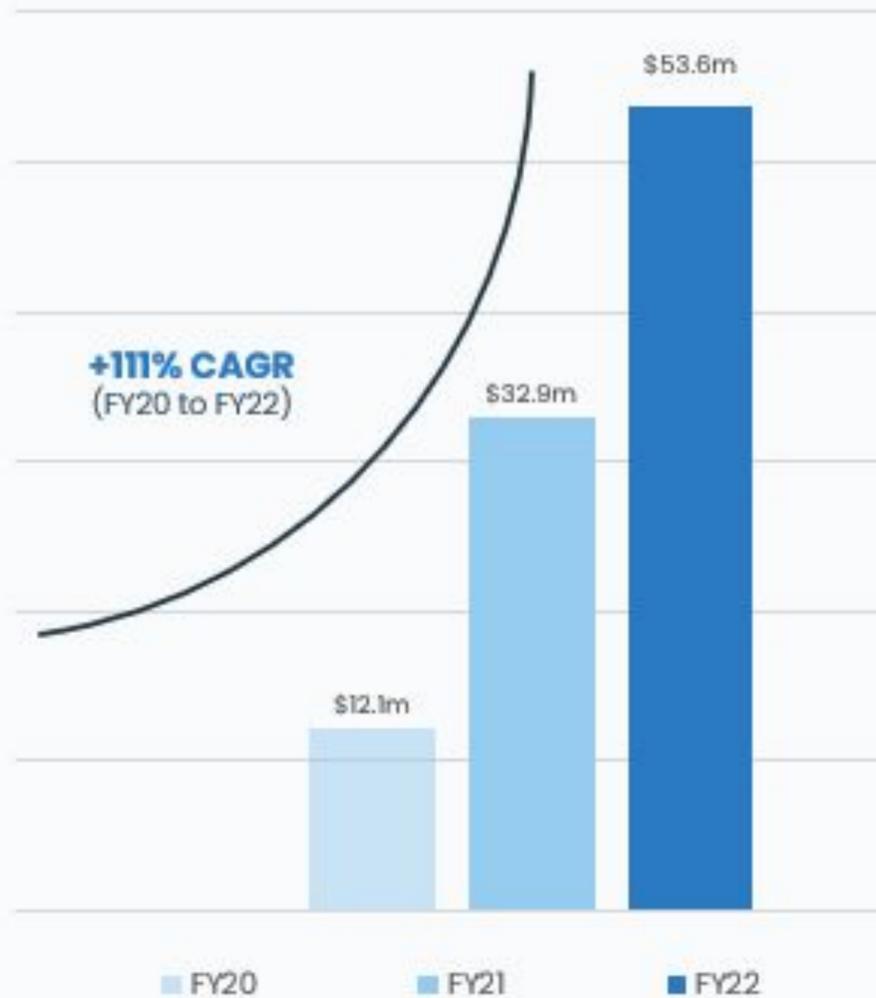
A group of four people are sitting around a campfire at sunset. The scene is outdoors, with a white van labeled 'Trixie' in the background. The people are dressed in outdoor gear, and the atmosphere is relaxed and social. The sun is low on the horizon, casting a warm glow over the scene.

2. Key financial information

Financial Highlights

In two years, Camplify has been able to grow its GTV by 3X whilst improving its take rate and maintaining its gross profit margin.

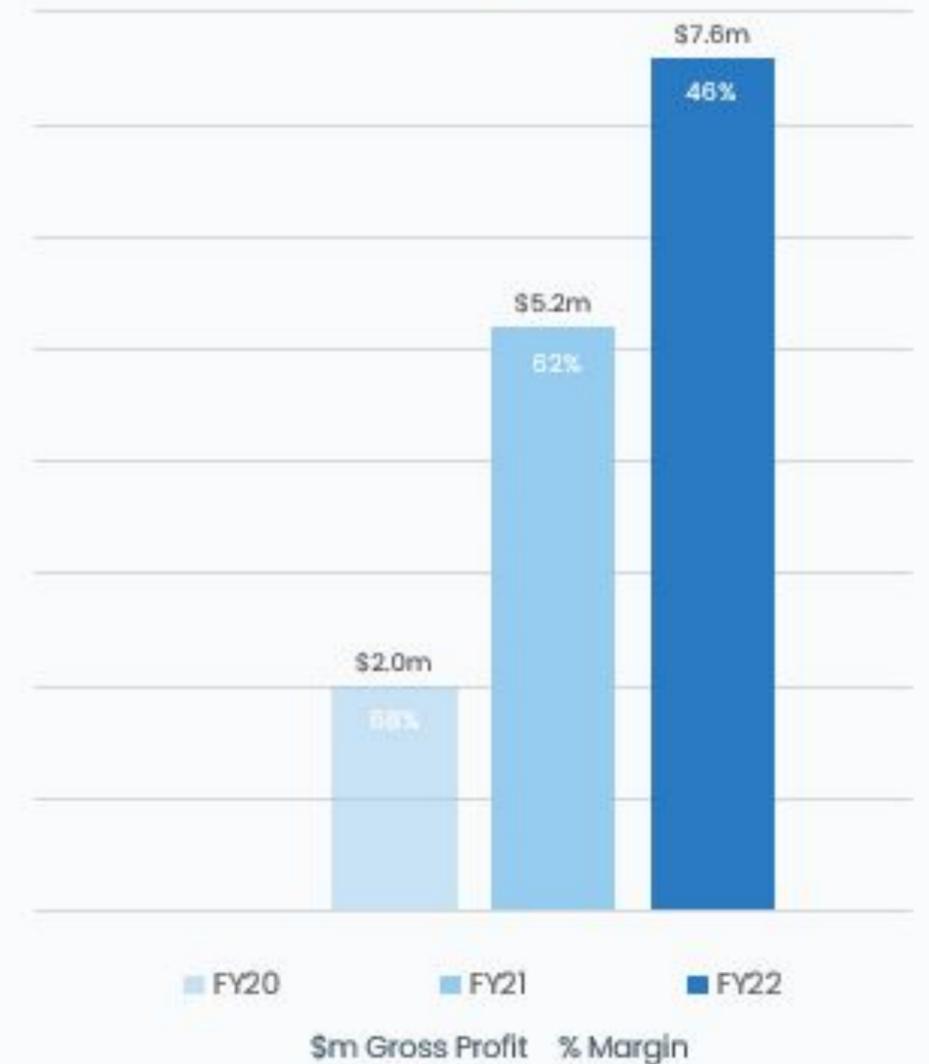
Gross Transaction Value



Revenue and Take Rate

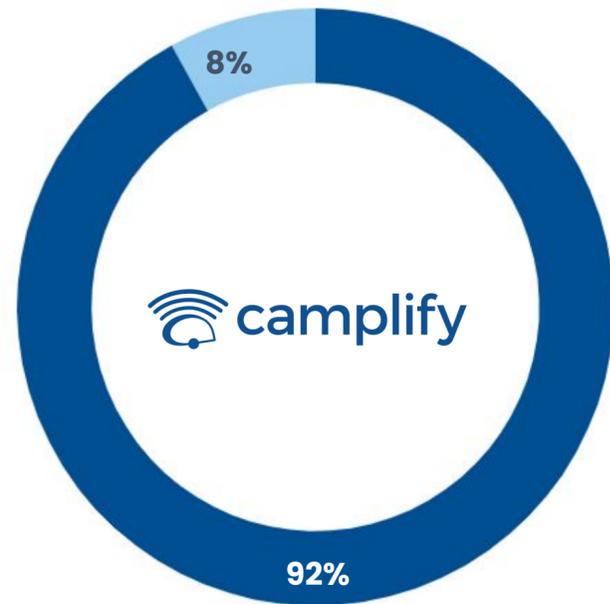


Gross Profit and Margin



Note: the reduction in gross profit margin is due to effect of sales of Vans. Gross profit margin is at 68% FY21 excluding the sales of Vans.

Key Operating Metrics



Australia & New Zealand

UK & Europe

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

High GTV growth continues while revenue retention increased.

Growth in GTV for FY22 reflects increases in:

- RV Fleet (61% vs PCP)
- Booking Growth (30% vs PCP)
- Average booking value (22% vs PCP)

Strong hirer growth maintained as average booking length increases 22% vs PCP.

High RV fleet growth momentum sustained as well as premium membership uptake.

Financial Metrics	FY20	FY21	FY22
Gross transaction value (GTV) (\$m)	12.1	32.9	53.6
GTV Hire (\$m)	11.3	30.4	46.9
Premium memberships (\$m)	0.8	1.4	1.6
Other (\$m)	0.1	0.4	2.5
Total GTV growth (%)			63%
Amounts paid to owners (\$m)	9.3	24.4	37.3
Amounts retained to Camplify (Total revenue) (\$m)	2.9	8.5	16.4
Proportion retained by Camplify (%)	26%	28%	35%
Gross profit margin (%)	68%	62%	46%*

*Note: Gross profit margin without Van sales was 54% FY21

Hirers' metrics	FY20	FY21	FY22
Total number of Paying Hirers in the platform	33,954	70,062	116,366
Growth			66%
Total number of Booking made	13,424	30,651	39,830
Growth			30%
Average booking Value (\$)	870	1,020	1,240

Owners' metrics	FY20	FY21	FY22
Total number of RVs available in the platform	3000	6061	9,926
Growth			64%
Number of RVs subscribed to Premium Membership	985	2,063	2,949
Growth			43%

Income Statement

Commentary

Growth in Revenue (93% vs PCP) was driven by:

- Hirer Revenue (61% vs PCP)
- Ramping up of Van sales (280% vs PCP)

Gross Profit Margin of 46% was impacted by increased insurance premiums and Revenue Recognition change:

- Hire related 82% (increase from 77% in H1 FY23)
- PM & Insurance 11% (decrease from 28% in H1 FY23)
- Van Sales 9% (up from 7% in H1 FY23)

Insurance increases to be passed on in full in FY23F.

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

- Casual Insurance Revenue grossed up
- Premium Membership revenue separates the insurance component and the personal use component
- Insurance recoveries from hirers are now recognized as "Other Revenue" at 0% GP margin

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

One-off acquisition and business optimization costs of \$1.4m were incurred during FY22. Excluding these costs the Net Profit/(Loss) after tax was (6.8m).

\$ Millions	FY20	FY21	FY22
Revenue	2.9	7.8	13.7
Hire revenue	2.1	6.0	9.6
Premium membership fees	0.8	1.4	1.6
Other	0.0	0.4	2.5
Cost of sales	(0.9)	(2.6)	(6.3)
Hire COGS	(0.3)	(1.0)	(1.7)
Premium membership COGS	(0.6)	(1.5)	(1.4)
GPS tracker COGS	(0.0)	(0.0)	(0.1)
Other COGS	(0.0)	(0.0)	(3.1)
Gross profit (excl. van sales)	2.0	5.2	7.3
Gross profit margin (excl. van sales)	68%	67%	54%
Van sales revenue	0.0	0.7	2.7
Van sales COGS	0.0	(0.7)	(2.5)
Gross profit (van sales)	0.0	0.1	0.3
Gross profit margin (van sales)	0%	8%	9%
Gross profit	2.0	5.2	7.6
Gross profit margin	68%	62%	46%
Employee benefits expense	(2.7)	(4.0)	(7.3)
Marketing expense	(1.0)	(1.5)	(3.9)
Operations expenses	(0.6)	(1.4)	(2.2)
Administration expenses	(0.2)	(0.6)	(0.9)
Finance Costs	(0.3)	(0.6)	(0.7)
Transaction Costs - business combinations	(0.0)	(0.0)	(1.4)
Operating expenses	(5.0)	(8.0)	(16.4)
Other income	0.7	0.7	0.7
EBITDA	(2.3)	(2.1)	(8.1)
Depreciation and amortisation	(0.1)	(0.1)	(0.2)
EBIT	(2.4)	(2.3)	(8.3)
Net interest income/(expense)	0.1	0.0	0.0
Profit/(loss)before tax	(2.4)	(2.2)	(8.3)
Income tax benefit/(expense)	0.1	0.2	0.1
Net profit/(loss) after tax	(2.3)	(2.1)	(8.2)

Cash Flow Statement

Commentary

- Change in working capital reflects increased payments to suppliers and operating expenses for the year, in line with planned Use of Funds.
- Government contract for Flood Bookings with credit terms for payment also impacted working capital, with RV owners partially paid for bookings prior to receiving funds from the government.
- Capital Expenditures were driven mainly by investment in Property, plant, and equipment (Newcastle head office fit-out).

\$ Millions	FY20	FY21	FY22
EBITDA	(2.3)	(2.1)	(6.7)
Change in working capital	(1.9)	(4.5)	(1.6)
Non-cash items	0.0	0.0	0.0
Cash flow from operating activities	(0.4)	2.4	(5.1)
Capital expenditure	(0.1)	(0.2)	(1.0)
Transfer to/from interest bearing deposit	4.0	0.0	0.1
Free cash flow	3.5	2.2	(6.1)
Proceeds from borrowings	0.0	0.1	0.0
Proceeds from issue of shares	0.0	14.2	0.0
Lease payments for right of use assets	(0.0)	(0.1)	(0.0)
Net cash flow	3.5	16.4	(6.1)

Balance Sheet

Commentary

- Capital light model.
- A strong net cash position enables us to continue to take advantage of growth opportunities as they arise.
- Increases in Trade & other receivables, Trade & other payables, and Other Liabilities were all driven by increased Hirer volumes.
- Property, Plant, and equipment increased due to investment in the Newcastle head office.
- Intangible assets increased due to the Highway/Sharecamper acquisitions.

\$ Millions	FY21	FY22
Assets		
Current Assets		
Cash and Cash Equivalents	21.1	15.0
Trade and other receivables	7.9	10.9
Inventories	0.2	0.4
Other assets	0.5	0.5
Total current assets	29.6	26.7
Non-current assets		
Property, Plant and equipment	0.2	1.1
Intangible assets	0.1	7.8
Other assets	0.6	0.6
Total non-current assets	0.9	9.6
Total assets	30.6	36.3
Liabilities		
Current liabilities		
Trade and other payables	12.5	20.4
Other liabilities	3.6	5.7
Total current liabilities	16.1	16.1
Non-current liabilities		
Financial liabilities	0.1	0.1
Provisions	0.1	0.5
Lease liabilities	0.3	0.2
Total non-current liabilities	0.4	0.8
Total liabilities	16.5	26.9
Net assets	14.1	9.4
Equity		
Share capital	7.8	25.5
Pre-IPO capital raising	3.5	0.0
IPO capital rising	11.5	0.0
ASX listing	(0.8)	0.0
Accumulated losses	(7.9)	(16.1)
Forex Reserves	0.0	(0.1)
Total equity	14.1	9.4



3. Company & Industry Overview

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



Strategy



Our Mission

Van life accessible for all.



Our Values

Trustworthy

Empowerment

Accessibility

Simplicity

Endless Adventures



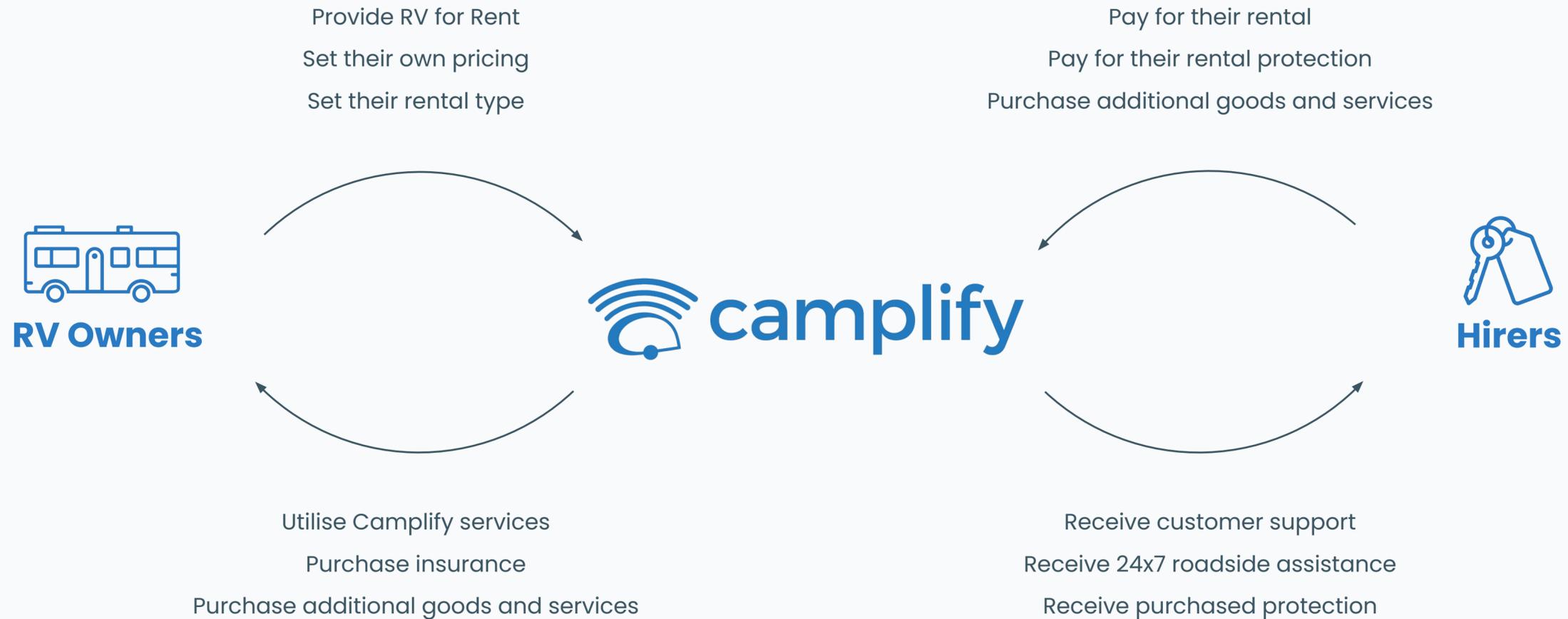
Our Vision

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



What is Camplify?

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



Revenue Model

- 1. Hire revenue:** platform fees charged to both Hirers and Owners calculated as a percentage commission on bookings.
- 2. Insurance:** Hirer and owner insurance products. Including PM a monthly subscription fee for providing additional marketing service, reduced commissions, and full insurance.
- 3. Product Sales:** Sales of products to customers on both sides of the market including vehicle sales.



RV Owners

Owners can post their RV and earn income (RVs used on average 40 days per year).

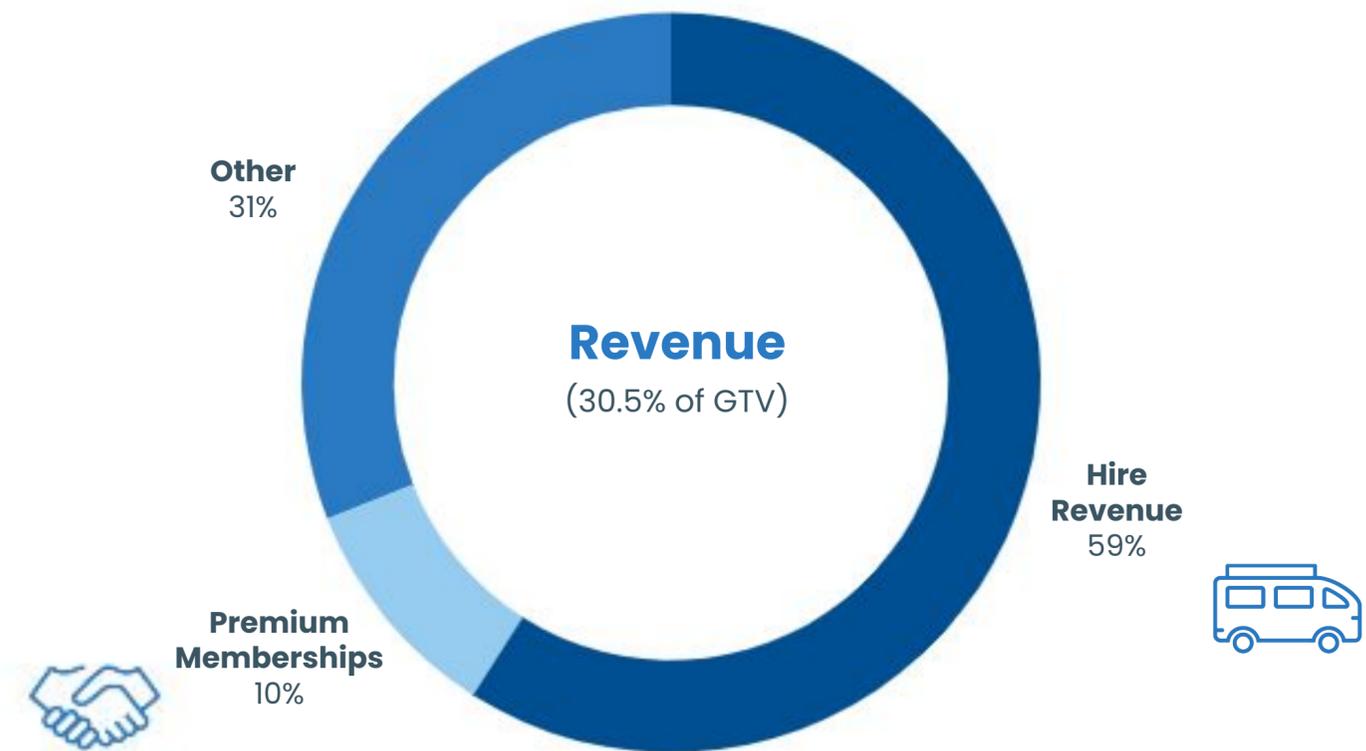


Hirers

Hirers can find a convenient RV that meets their travel needs.

Total \$53.6

Gross transaction value

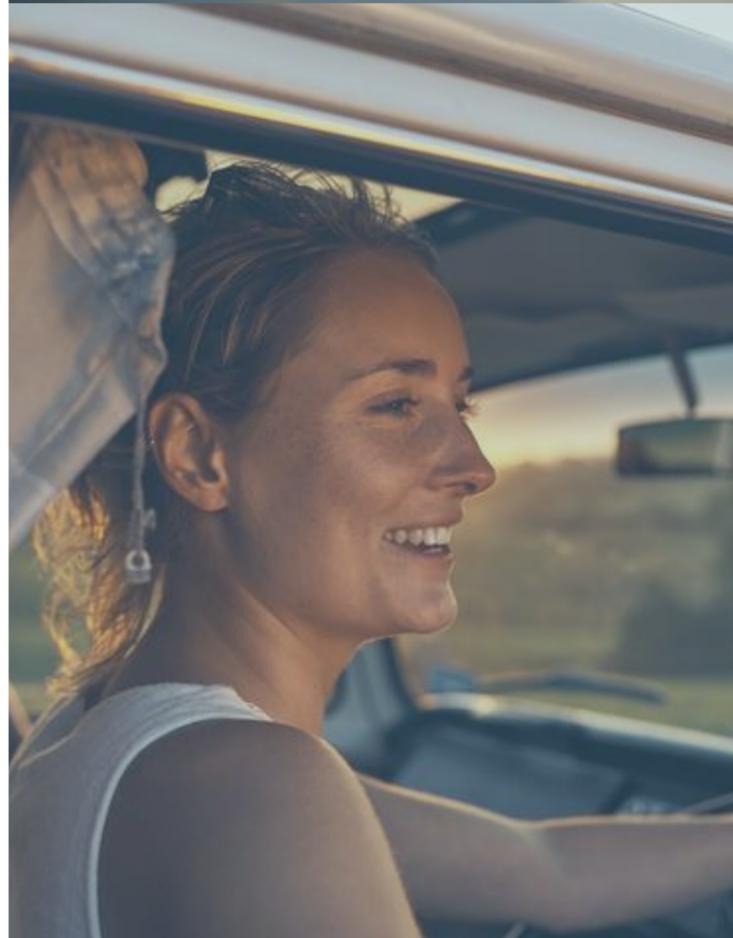


Why RV Owners and Hirers choose Camplify

Camplify provides significant value for Hirers and Owners.



Note: Customer satisfaction data as at June 22



RV Owners

Monetise underutilised assets

Owners earn approximately \$5,000 per vehicle with many Owners earning over \$15,000 per annum for their RV.

High visibility & demand

Camplify RVs are marketed globally.

SMEs can offer a fleet

SMEs to make their fleet available and potentially multiply their returns.

Transactions completed on platform

Providing comfort and security.



Hirers

Rent assets short term, on-demand

See immediate availability of all RVs available from only \$60 per day.

Widest availability

Over 9,900 RVs available for rent.

Transparency

Hirers can compare between RVs.

Try before they buy

Hirers can try a range of vehicles before buying one for themselves.

Case Studies

Owners who are building new businesses

- Premium membership allows Owners to list multiple RVs.
- Monetise underutilised assets.
- Cost of a typical RV is c.\$50k, Owners can earn c.\$5-\$12k a year providing a good ROI.
- Create own SMEs.



Julia & Sam, Brisbane QLD

- Launched on Camplify in winter 2020 as local COVID-19 restrictions lifted.
- What started as a side hustle has resulted in a full-time business, 'Open Road Campervans'.
- In just 9 months, their fleet has expanded to three custom campers.
- Secured \$90,000 in bookings since launching.



Case Studies

Erin & James, Sunshine Coast QLD

- Started their Camplify adventure in 2017.
- Launched their hiring business 'Drifters' with their first custom-made campervan.
- Invested a second campervan to meet demand.
- The couple has earned \$110,000 since launching.
- Helped holidaymakers enjoy more than 200 adventures.



Competitive Landscape



Traditional RV Rental Companies

In Australia, the primary competitors are:

- **Tourism Holdings** operates the Maui, Britz and Mighty brands. As at 31 December 2021, Tourism Holding's RV rental fleet in Australia is approximately 1,118.
- **Apollo Tourism** operates the Cheapa Campa, Hippie Camper and Star RV brands. As at 31 December 2021, Apollo Tourism's RV rental fleet in Australia is approximately 1,100.

There are also many smaller competitors distributed across Australia.



Other RV P2P Marketplaces

There are other RV P2P marketplaces that compete with Camplify. The Company considers the main competitors to include, but not limited to:



Australia
Camptoo



UK
Camptoo, Go Booney



New Zealand
None



Europe
Yescapa, Paul Camper

Industry Information (Australia)

773,000



2021

As at December 2021 there were approximately 773,000* RV registrations in Australia.

11.5% growth from 2019.

*Compared to 5.9m RVs in use in Europe.



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 utilisation or economic reasons.



Both of these issues can be alleviated by offering their RV for rent on Camplify.

**Growing addressable market for Camplify
Still <1% of TAM.**

12.6

Million Trips in 2022.

47%

30 – 54 Year Old's Domestic Market.

89%

Regional Australia.



+16,000

Camper Vans

(2015 to 2021)



+171,000

Caravans

(2015 to 2021)

The European Market Opportunity

5.6M privately owned RVs in Europe³

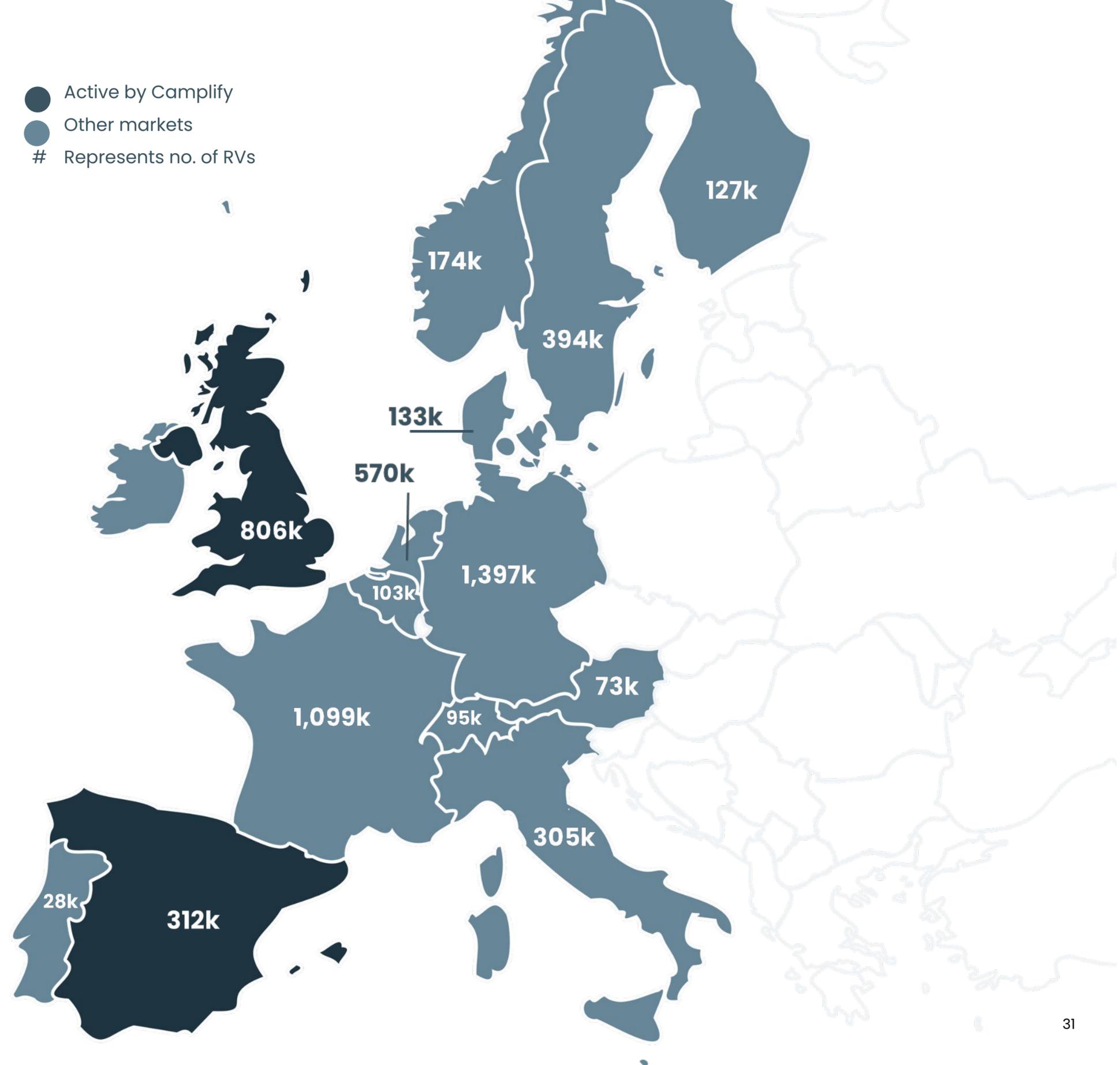
345 days per year private RVs remain unutilised⁴

0.4% of all RVs are on RV rental platforms today

>70% Market concentrated in NW Europe

+20% New RV registrations (campervans & motorhomes) in EU are growing at over 20% CGAR

- Active by Camplify
- Other markets
- # Represents no. of RVs



¹ <https://www.car-editors.net/artikel/detail/58043>

² <https://www.tagesschau.de/wirtschaft/unternehmen/wohnmobil-boom-hymer-101.html>

³ E-C-F ⁴ RV Industry Association and internal survey numbers

⁴ Europe RV Industry, Goldstein Market Intelligence, 2021

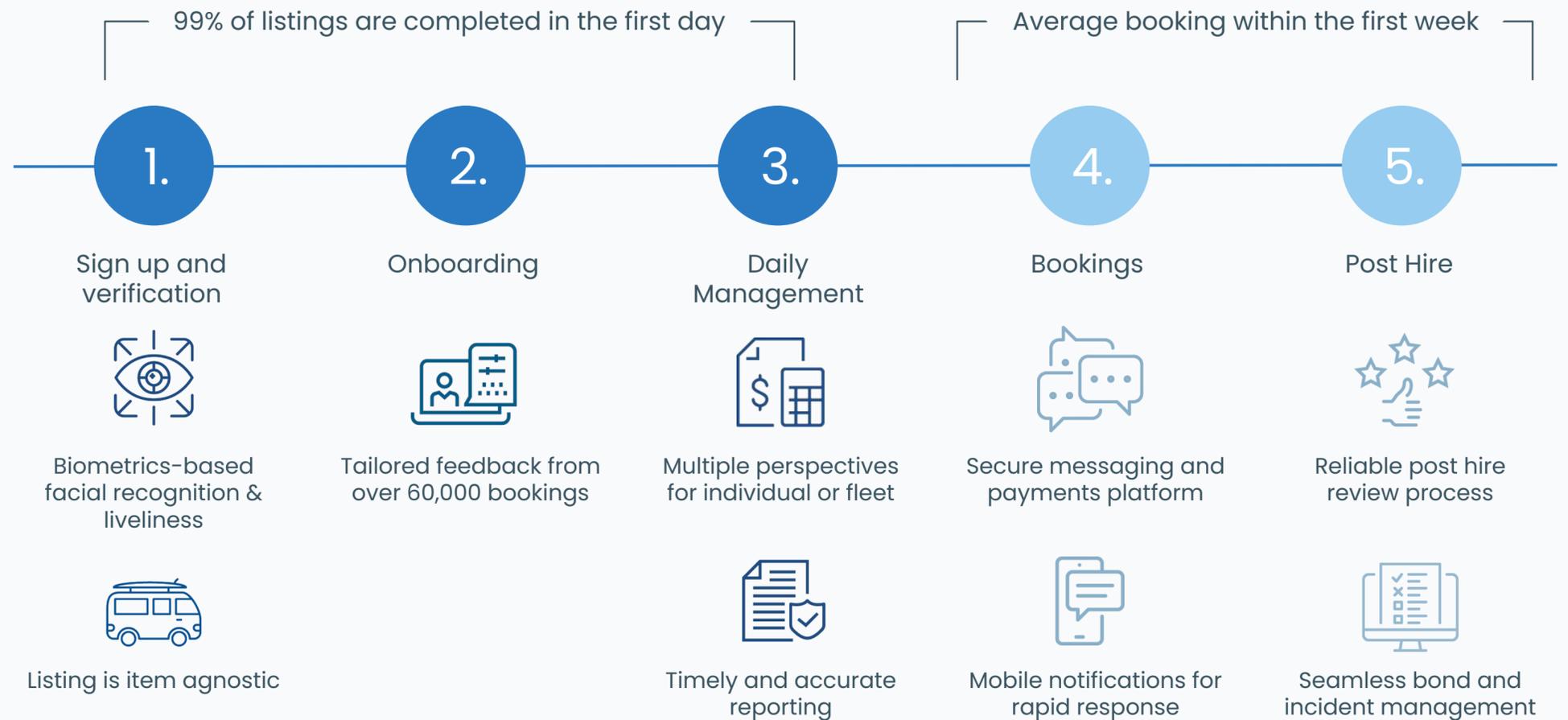
4. Company Initiatives and Innovation for FY22

Powered by Proprietary Tech

Camplify Technology Platform Pillars

- Camplify has invested significantly in its technology platform and built it to scale to other geographical markets.
- Empowering Owners with marketing opportunities and integration with custom sites.
- 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.
- Continued innovation and improvement at the core.

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.



New for 22



Automated Driver Licence Checks (UK)

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



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.



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.



Hirer App Launch

The Camplify hirer app is designed to provide customers with an improved service and experience using Camplify. It will also assist the business is user conversion, and re engagement.



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.



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.



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.



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.



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.



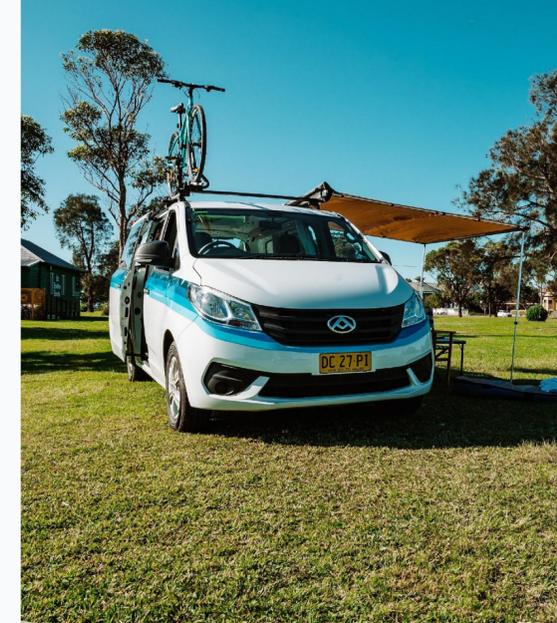
Temporary Accommodation program (TAP)

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.



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.



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 \$60k the van represents excellent value for a rental camper in the Australian market.



Hirer App

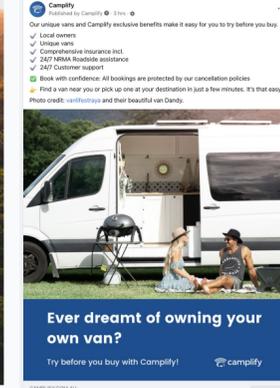
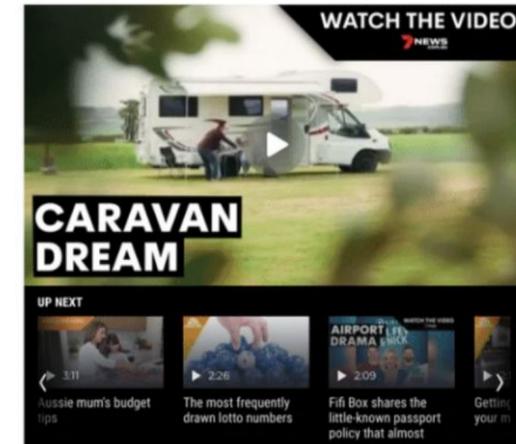
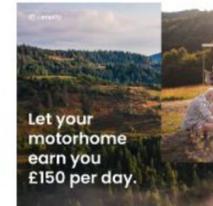
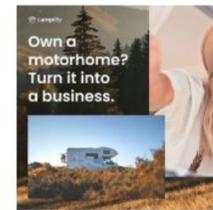
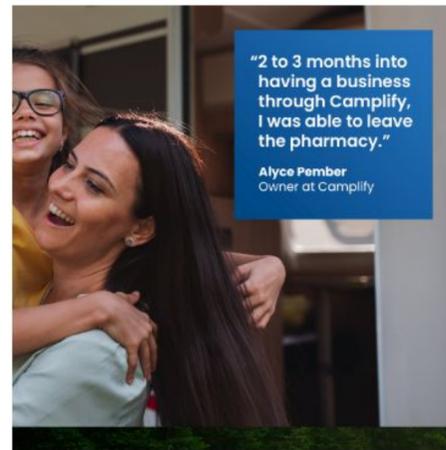
Camplify has rolled out its Camplify hirer app in May 22. With already over 10K downloads the app will improve the Hirer experience, encouraging returning customers to Camplify.

Marketing Growth Drivers

A strong focus on building cost efficient fleet growth and building hirer demand to drive bookings through owned, earned and paid channels.

Owner Acquisition

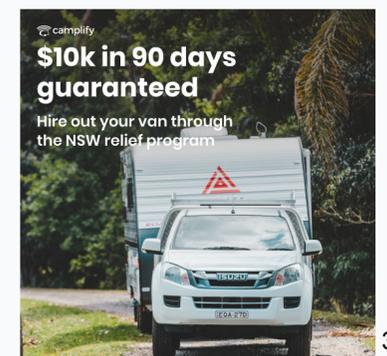
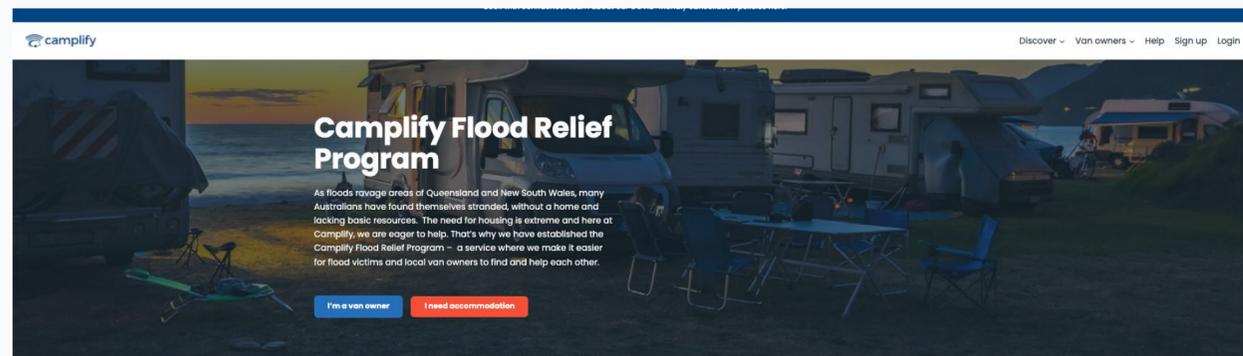
Creating awareness and interest of van owners through educating them on how Camplify works and what they can earn through listing.



Hirer Demand
Building hirer demand through creating inspiring content, brand partnerships, collaborations, earned media and targeted paid campaigns to drive bookings.

The Camplify Flood Relief Program

Additional support to drive fleet growth, secure long term bookings and create increased positive PR through assisting in the temporary accommodation needs following the 2022 floods.



5. Key Acquisition in New Zealand



NZ Expansion

- Camplify recently announced NZ expansion including the acquisition of Mighway 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 NZ.

39.6% Tourists from Australia

1,537,988 visitors from Australia.

Strategic Acquisition

In FY22 Camplify announced and completed the acquisition of Mighway and ShareaCamper.

This acquisition positions Camplify as the leading operator in New Zealand



Leading Platform in New Zealand



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

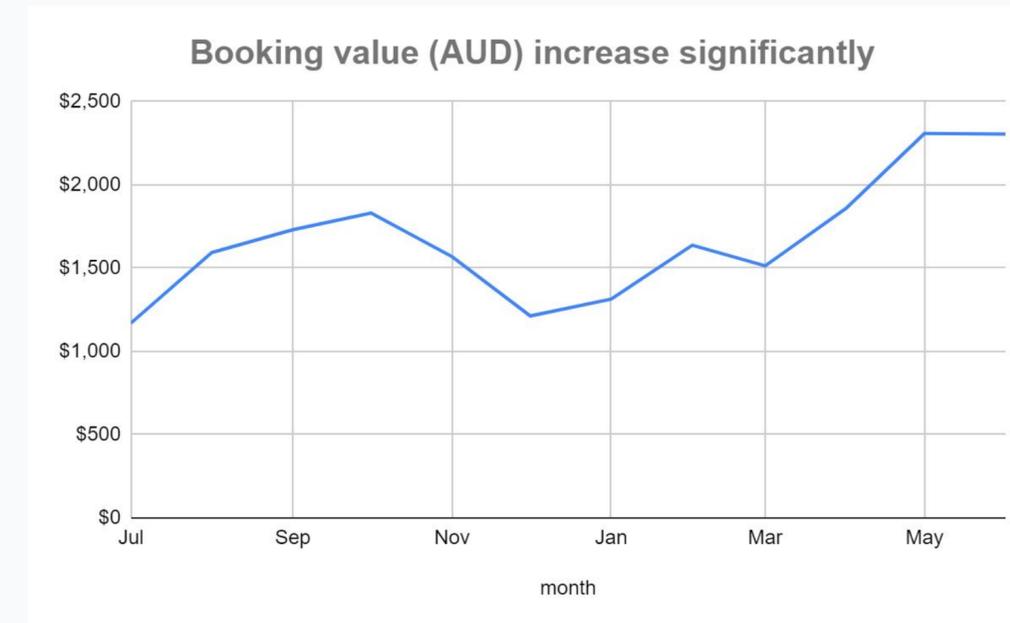
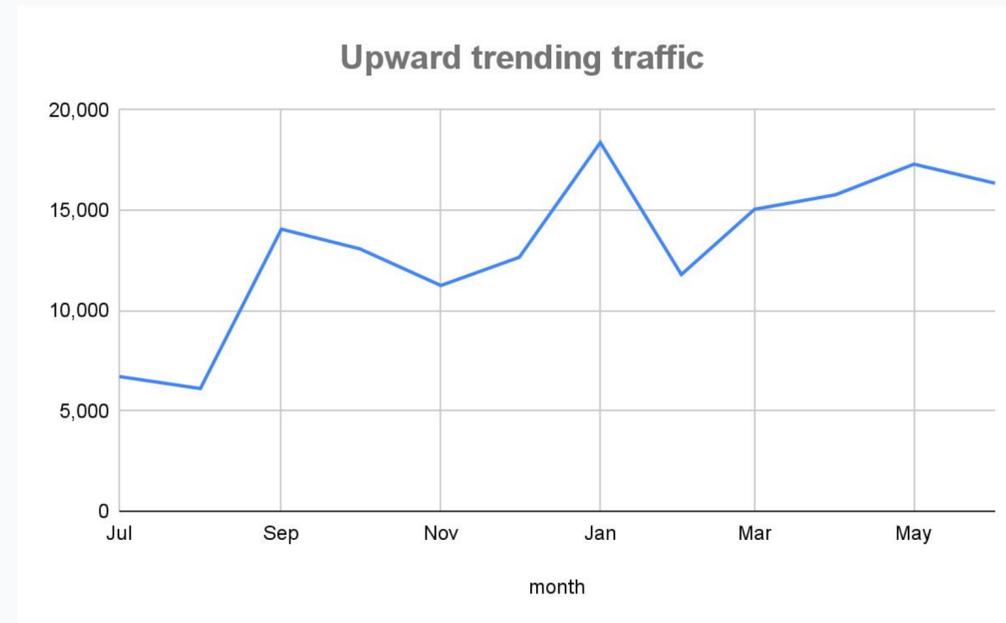
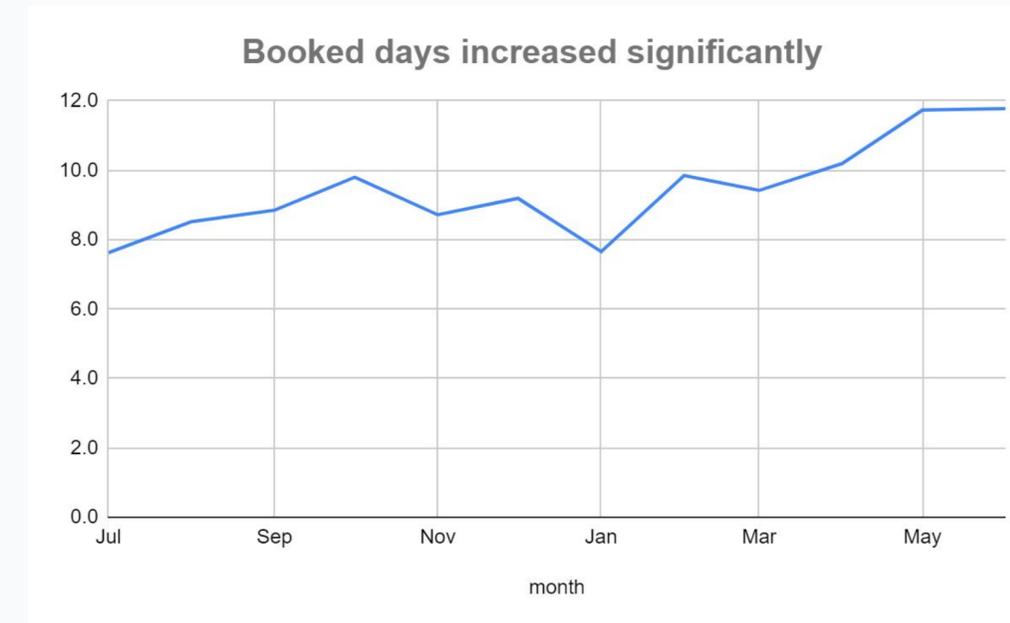
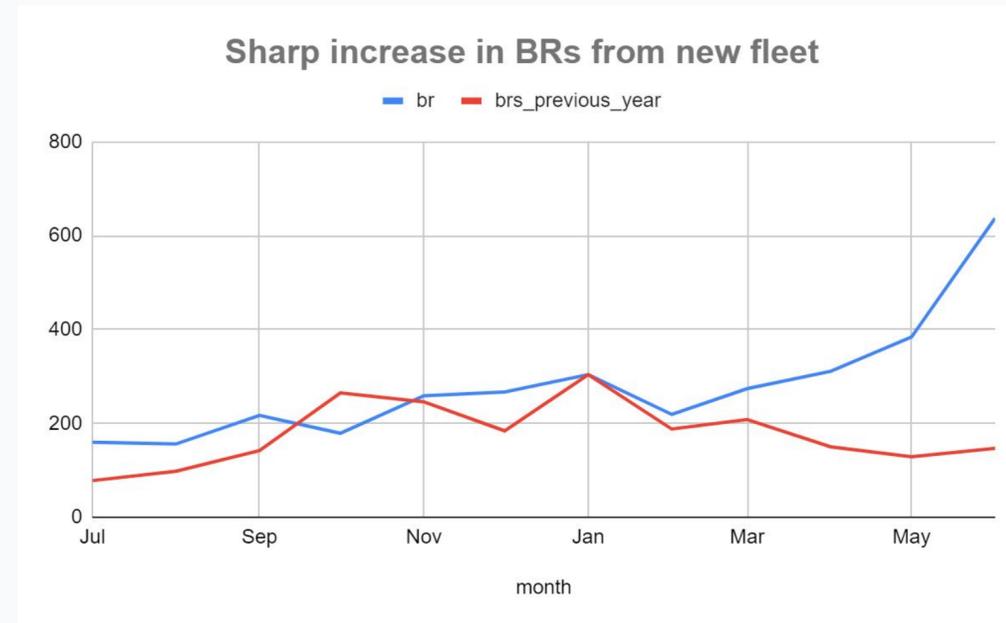


Key integration and relationship with THL

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 values are significantly increasing on a per booking basis as longer international trips become the norm.



6. Future Outlook

The Road Ahead for FY23

Trends;

FY22;

- GTV pcp +63%
- Fleet pcp +61%
- Revenue pcp +93%
- Bookings +29.95% pcp
- Retained hirers 25%
- Take rate 30.5%
- GTV CAGR +111% (FY20 - FY22)
- Revenue CAGR +138% (FY20 - FY22)

FY23 will be a year of continued growth, and improvement.

In a year that saw continued impacts from regional lockdowns, 1 in 100 year flooding, and the threat of COVID always impacting consumer confidence. Despite these challenges Camplify delivered on its strategic objectives for FY22 of continuing its growth pattern, and enhancing our position in our key markets. Growth continued at an exciting phase with more customers than ever before enjoying their passion for the outdoor lifestyle through the sharing of RVs.

Looking forward to FY23, Camplify is well positioned in a consumer market that provides economy challenges for households still to be able to enjoy their well earned holiday time while being under some tighter economy constraints. Camplify is a provider of value holidays for hirers of all types. With our average booking value of \$1,250, and holidays starting from just \$60 per day, Camplify represents a way for customers from Australia, New Zealand, Spain, and the UK to still be able to afford to take their break. Owners of RVs on who leverage their investment via Camplify are able to make on average an additional \$5,000 for their household and still be able to enjoy their loved RV. Camplify provides a way for these customers to be able to build a valuable source of income especially in trying financial times.

In FY22 Camplify developed it's temporary accommodation program to solve a unique problem for the Australian market. With a housing shortage for displaced people as a result of natural disaster, Camplify was awarded a contract with the NSW state government to provide temporary housing for displaced people. This contract was a win win outcome with Hirers being able to be placed in quality accommodation while their houses are rebuilt, and our RV Owners being provided a long term income stream on their assets. In FY23 Camplify will continue to develop and expand this program throughout Australia, and to our global markets.

With the significant demand that Camplify has from customers, FY23 will be about meeting this demand, as well as developing improved technology, automation and processes that enable us to scale the business through efficiencies. Continuing to build our business on the trends of +111% GTV CAGR growth rates, and +138% Revenue CAGR growth rates, seen over the past 3 years during this interrupted period, while focusing on our path to profitability, and consistent cash flow positivity is a key strategy objective on our journey to becoming the leading RV rental platform in the world, enabling *van life for all*.



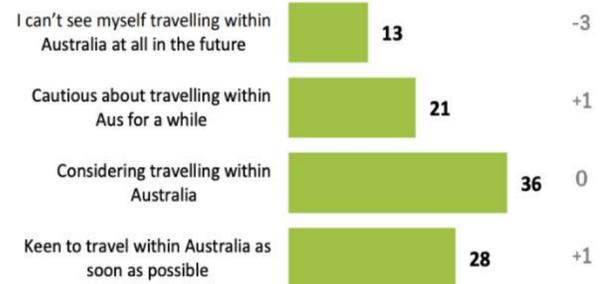
Aussies are keen to travel domestically

- Demand for domestic tourism in the Australian market continues its strong performance.
- Most Australians have reported they are researching or actively planning their next domestic holiday.
- Attitudes towards future domestic leisure trips for Australians is that most are considering or keen to travel within Australia.
- While most Australians feel like they really need a holiday, their intended timing of their next domestic trip has been reported within the next 12 months.

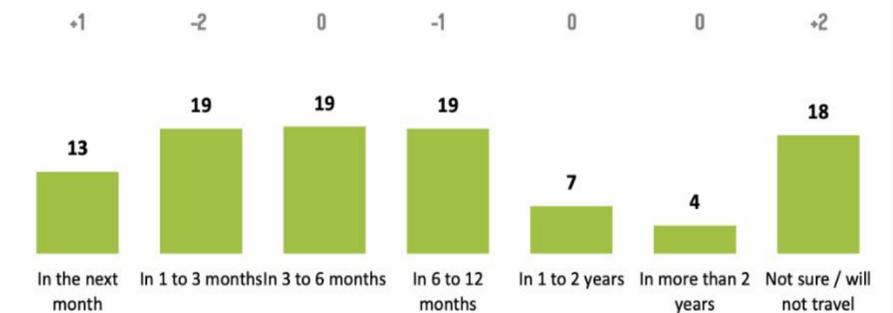
Attitudes towards next holiday



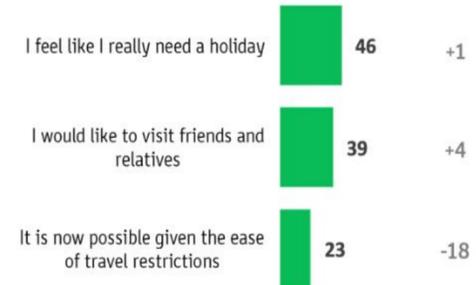
Attitudes towards future leisure trips within Australia



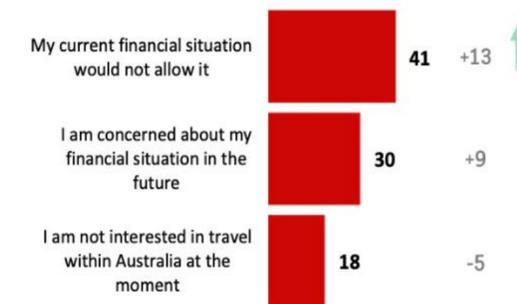
Intended timing of next domestic trip



Drivers for domestic travel (next 6 months)



Barriers for domestic travel (next 6 months)



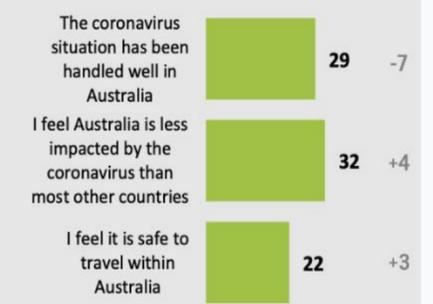
Consideration (next 4 years)



Intention (next 2 years)



Attitudes towards travelling to Australia



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 1 to 2 years, with 35% 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 80% of those likely to visit going for a holiday.

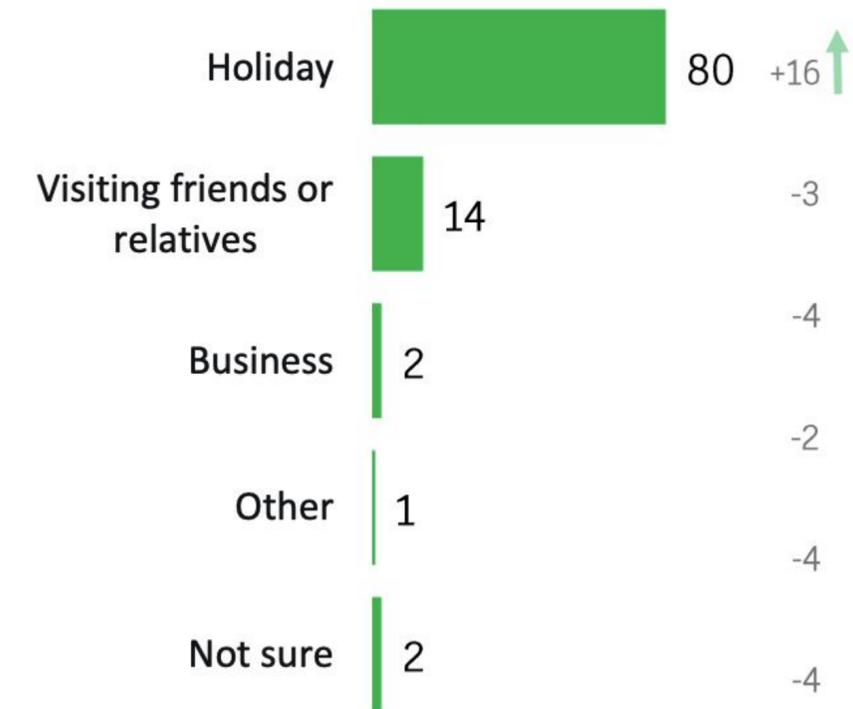
Intended timing of next trip to NZ

% those likely to certain to visit



Intended type of trip to NZ

% those likely to certain to visit



7. Summary & Appendix

Summary



Dominant position in Australia

with >8,000 of the 740,000 registered vans in Australia on the platform (<1%) . 80% of customers last year were new and of them 25% returning which has doubled.



Capital light model, scalable business

with global market entry including in UK, NZ and Spain in another language which bodes well for rest of Europe.



Attractive unit economics

benefiting from strong gross margins, booking value of >\$1,000, take rate 30.5% and CAC to LTV.



Consistent high growth and margins

in GTV, Revenue, booking value and volumes.



Experienced Board with Founder-led management team

in tourism and platform businesses.



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 is heavily reliant on information technology to make the Company's platform available to users. 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, 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.
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 and 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.

Key Risks (cont'd)

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.
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 Personal	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 substandard 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 and cyber insurance. There is a risk that the Company's insurance may not be adequate in coverage, valid in overseas jurisdictions, may not insure all risks or may not be able to be claimed against in respect of losses. 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.

Key Risks (cont'd)

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.
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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.



 **camplify**