SiteMinder

SiteMinder

Investor Briefing

Half year results to 31 December 2022

22 February 2023

*SiteMinder customer La Flora Group, Thailand

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Business Update

Sankar Narayan
CEO & Managing Director

*SiteMinder customer Hanging Gardens of Bali, Indonesia

Agenda

Business and Key Initiatives Update

Outlook

Sankar Narayan
CEO & Managing Director

Jonathan Kenny
COO

Financial results

Tim Howard
CFO

Q&A

Total annual recurring revenue (ARR)

$143.5M

+30.1% y/y

Subscription properties

36.6K

+10% y/y

Total H1FY23 revenue

$71.7M

+30.4% y/y

Monthly ARPU

$339

+21% y/y

LTV/CAC

3.6x

Up from 3.2x in FY22.

CAC improved to $5.9k from $6.4k in FY22

LTV and CAC improved into Q2

Monthly revenue churn

1.1%

+5bps y/y

Inline with pre-COVID levels

Transaction product uptake

16.5k

+ 55% y/y

Free cash outflow

28%

of H1FY23 revenue

Strong growth with improved unit economics from operating leverage

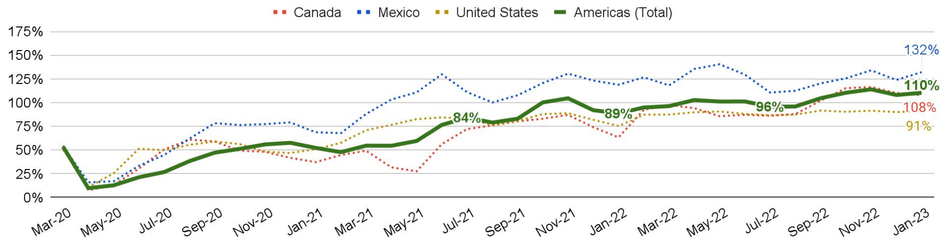
- **H1FY23 ARR grew 28.3% y/y (cc, organic) to $143.5m,** with **subscription ARR growing 15.8%** (cc, organic) and transaction ARR growing 73.5% (cc, organic)
- **H1FY23 revenue of $71.7m, up 29.6% y/y (cc, organic).** Subscription revenue growth accelerated during the half to 13.4% (cc, organic)
- **Strong APAC recovery** with H1FY23 revenues up 39.4% y/y (cc). Americas grew 26.8% and EMEA grew 24.7% y/y (cc)
- **Property count grew 10% y/y to 36.6k** with the **additions weighted towards Q2** due to seasonality and the ramping of our go-to-market capacity. Americas grew 14.0%, EMEA grew 10.3% and APAC grew 6.5% y/y. Asia grew in excess of 10%.
- Improving SaaS economics with **LTV/CAC increasing from 3.2x in FY22 to 3.6x in H1FY23**. Churn was relatively stable, increasing 5 bps to 1.1%. ARPU grew substantively. **CAC was 7% lower than FY22** as run rate expands with operating leverage driving unit CAC lower
- **ARPU expanded to $339, up 20.3% y/y (cc) in H1FY23.** Subscription ARPU grew 5.4% y/y (cc), while Transaction ARPU grew 71.7% y/y (cc). **Transaction products subscribed by our customers increased 55% y/y to 16.5k products in H1FY23.**
- **Underlying H1FY23 FCF* of 28% of revenue** following investments in ramping go-to-market and new products. **Available funds of $97.6m.**
- **Evolution to a Smart Commerce Platform** with the continued roll-out of self-guided set-up and optimisation tools
- **Embarked on cost-out program** to strengthen path to free cash flow breakeven. This is appropriate in the current capital environment even with a healthy balance sheet, improving unit economics, and a robust growth outlook
- **Reiterate growth guidance of 31%**.** Expects to **become free cash flow neutral by Q4FY24** on a quarterly basis through continued revenue growth and cost initiatives.**

cc = constant currency
* Underlying free cash outflow (FCF) = the sum of underlying operating cash flows and underlying investment cash flows
** Realisation of SiteMinder's growth and free cash flow guidance will depend on many factors outside of the Company's control, including the substantial abatement of COVID-19 related influences on the accommodation and travel industry and the continued recovery of travel.

The Travel Environment (Hotel bookings from Mar 2020 to Jan 2023 vs 2019)

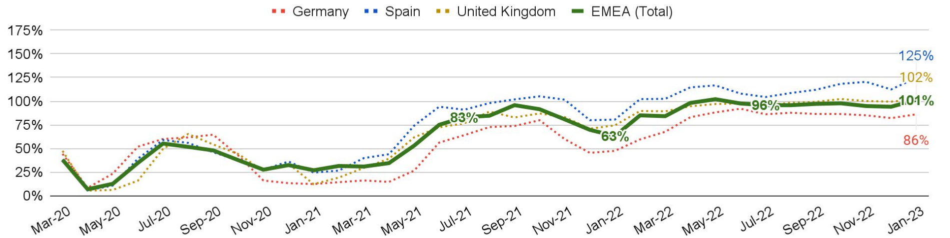
Americas

- US bookings has remained steady at ~90% of 2019 levels
- Mexico bookings continues to be strong at 132% of 2019 levels
- Canada bookings improved to 108% of 2019 levels after the government ended all COVID related entry restrictions on 1-October-2022
- Americas bookings improved to 110% of 2019 levels



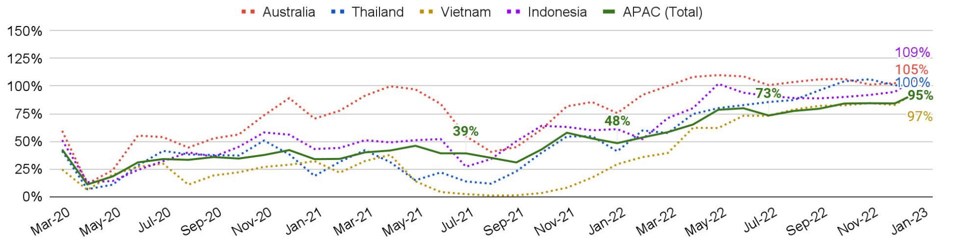
EMEA

- Spain bookings continue to be the standout at 125% of 2019 levels
- EMEA bookings have improved to 101% of 2019 levels



Asia Pacific

- Easing of COVID related policies across a number of key Asian markets led to APAC bookings improving to 95% of 2019 levels
- China announced on 26-December that inbound travellers no longer need to quarantine from 8-January. APAC bookings gained further momentum in February.



Source: SiteMinder World Hotel Index

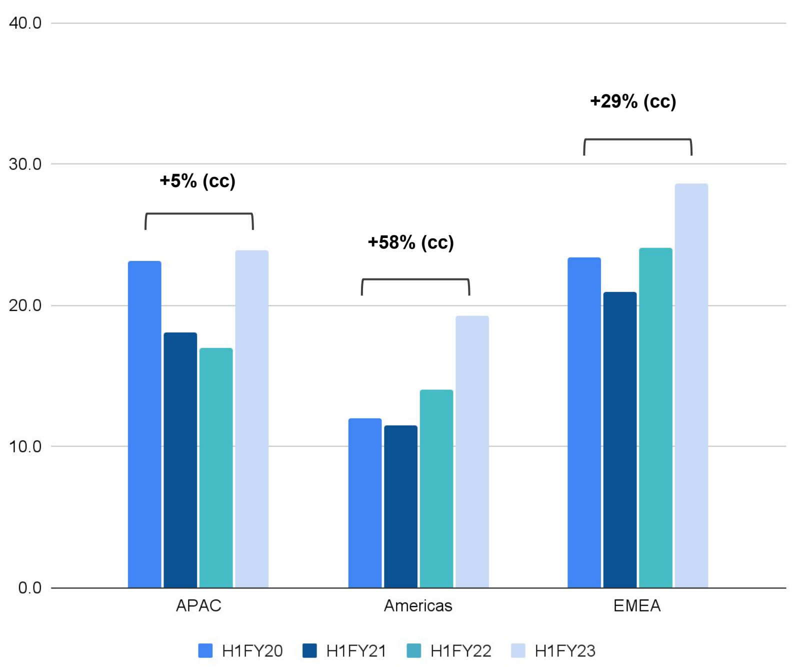
Strong growth across all regions

Americas	1H22	2H22	1H23
Revenue	14.0m	15.9m	19.3m
y/y (cc)	24.9%	29.6%	26.8%
Properties ('000)	6.2	6.6	7.1
y/y	9.8%	13.7%	14.0%

EMEA	1H22	2H22	1H23
Revenue	24.1m	25.4m	28.6m
y/y (cc)	16.0%	26.8%	24.7%
Properties ('000)	15.6	16.4	17.2
y/y	6.5%	9.1%	10.3%

APAC	1H22	2H22	1H23
Revenue	17.0m	19.8m	23.8m
y/y (cc)	(5.3%)	5.9%	39.4%
Properties ('000)	11.5	11.7	12.3
y/y	(5.3%)	1.4%	6.5%

Regional revenue recovery progress (A$m)



Key Initiatives Update

Sankar Narayan
CEO & Managing Director

Jonathan Kenny
COO

SiteMinder's evolution to a Smart Commerce Platform:
Solving our customer's key pain points

Indirect & 3rd Party Distribution

Broadest connectivity provider for hoteliers

- **Right channel mix at the right time** incorporating **market environment**
- **Optimising key channels** for maximum revenue performance
- **Expanding distribution** with Demand Plus

Direct to Customers

Helping hoteliers build deep customer relationships

- **Industry-leading booking engine** for improved conversion
- **Website** building tool for improved web presence
- **Digital marketing** services through partners

One of the world's largest database of independent hoteliers

- **Insights from over 100m reservations per year**
- Dynamic decision based on Insights into market data
- Optimisation of distribution
- Optimisation of pricing

Distribution Tools & Automation

- Multi-Property for groups
- Guest Communications
- Hotel App Store

Operational Tools & Automation

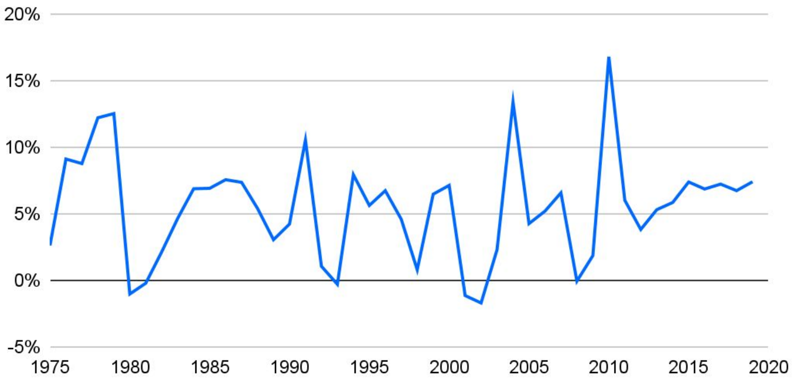
- SiteMinder Pay
- Guest Communications
- Hotel App Store

Market leading and category defining product suite

SiteMinder is the most awarded product suite and #1 e-commerce platform

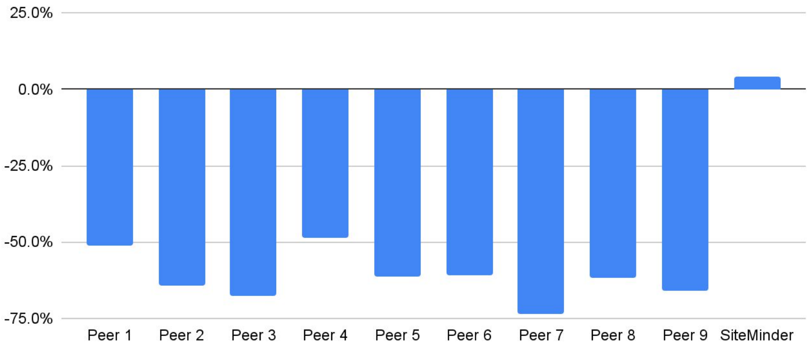
Resilient Business Model

Global Air Transport Passengers (1975-2019, y/y)
Travel demand has been resilient across economic cycles



- Air transport passengers (a proxy for travel) has grown at 5% CAGR since 1975
- SiteMinder is optimistic on the outlook for travel with the return of Chinese tourists
- Chinese travellers accounted for almost 20% of international tourism spending prior to COVID.

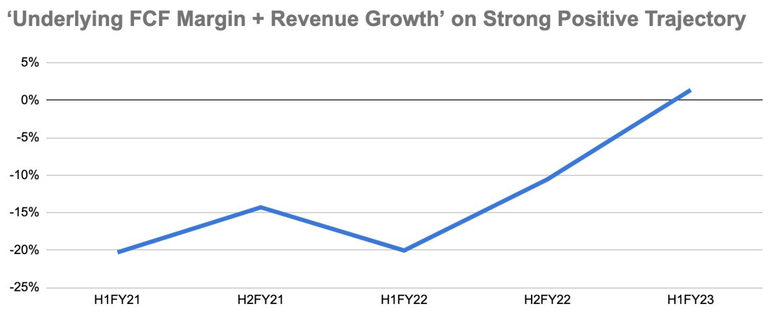
COVID impact* on SiteMinder Revenues vs Travel Tech Peers
SiteMinder delivered stable revenues during COVID

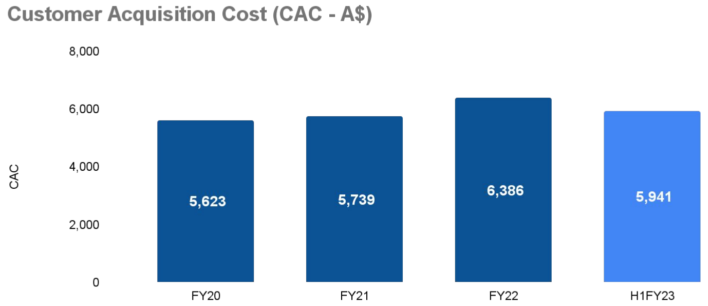


* Comparing revenues in FY21 to FY19
**Travel tech peers: Booking.com, Despegar, eDreams, Expedia, MakeMyTrip, Tripadvisor, Trivago, Amadeus, Sabre

- SiteMinder delivered stable revenues during peak COVID distribution (FY21) compared to pre-COVID levels. Travel tech peers saw 50%+ declines.
- Strong customer value proposition - **solutions** helping **drive revenues** (distribution) and **lower costs**

Scalable growth



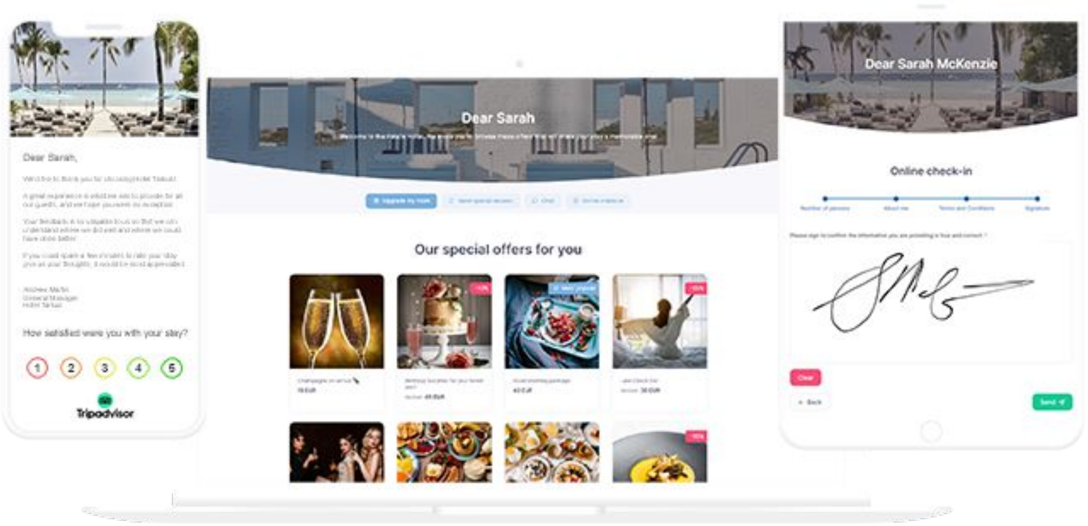


SiteMinder has invested strategically in product development, and go-to-market capacity and capabilities.

The investments made have helped SiteMinder **deliver industry leading products**, **engage with more customers efficiently, capture more value, accelerate our growth, and drive operating leverage.**

‘Underlying FCF Margin + Revenue Growth’ turned positive and **CAC declined** in H1FY23 as our initiatives, with support from strong travel demand, delivered accelerating subscriber and revenue growth.

GuestJoy Integration Update and Commercial Launch



Acquisition of GuestJoy completed at end of Sep-2022

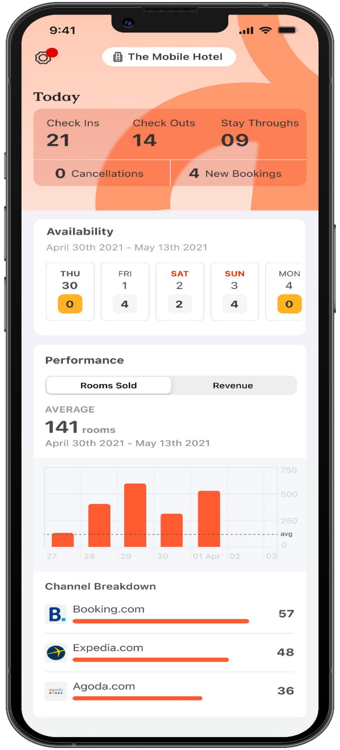
Commercial re-launch of GuestJoy in English in February.

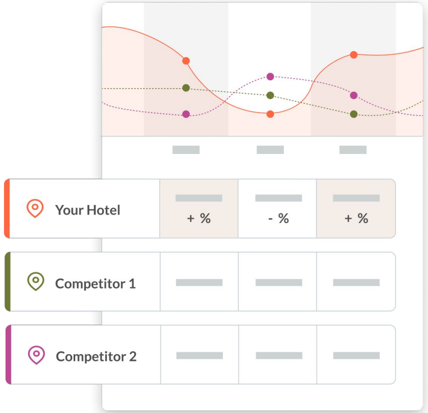
Other languages to follow in Q4FY23.

GuestJoy to be **sold as an add-on upgrade**

Fully integrated experience in FY24.

Little Hotelier - Enhanced capabilities for hoteliers





HotelTechReport Award - Finalist (#2) in Hotel Management System category. Improved on 2022.

Little Hotelier Mobile App:
- **Rated 4.7 out of 5** on the Apple App Store.
- Majority of LH customers have downloaded the app
- Additional capabilities added during Q2FY23

Little Hotelier Basic gaining traction with sign-ups accelerating through H1FY23

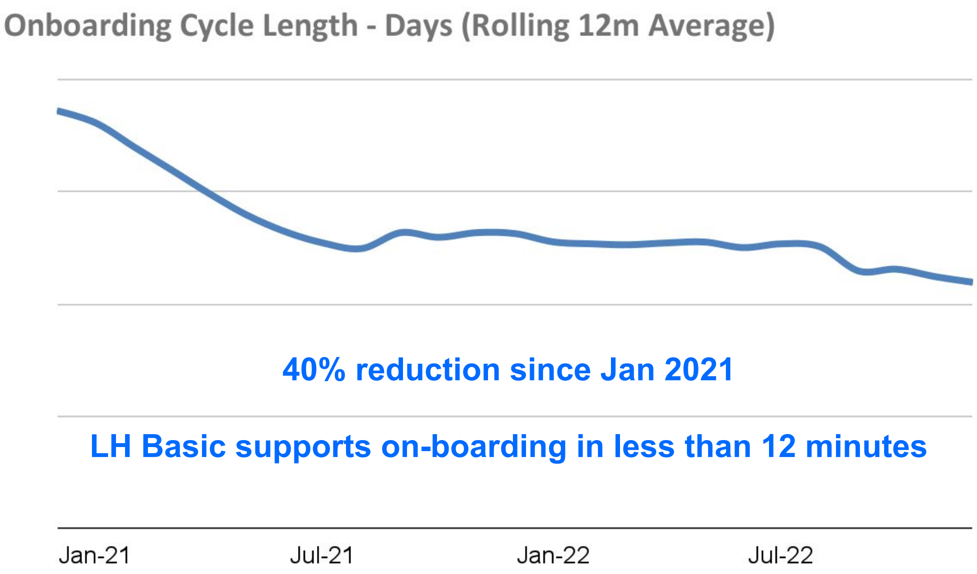
Self-guided setup being introduced to the broader Little Hotelier ecosystem

Introducing Little Hotelier Insights in H2FY23 which will add significant value to users and be a point of differentiation to the competition

Accelerating customer activation

Automation driving increased customer satisfaction and efficiencies

Reducing Customer Friction



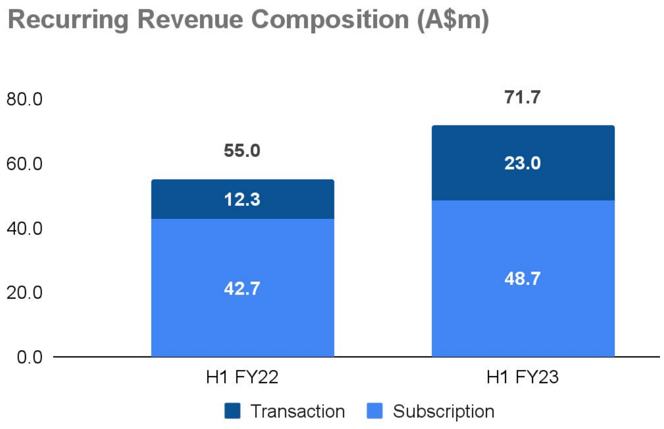
Key Improvements

- Digital setup tools
- Auto registration
- Auto channel setup
- Further automation to come

Financial Results

Tim Howard
Chief Financial Officer

Revenue growth continues to be strong



% growth (cc, organic)	H1 FY22	H2 FY22	H1 FY23
Subscription revenue	0.7%	6.1%	13.4%
Transaction revenue	63.2%	79.5%	85.1%
Total revenue	**10.2%**	**19.7%**	**29.6%**

% growth	H1 FY22	H2 FY22	H1 FY23
Subscription revenue	-0.6%	7.5%	14.1%
Transaction revenue	62.9%	83.8%	87.1%
Total revenue	**8.9%**	**21.4%**	**30.4%**

Total Revenue

Grew 29.6% y/y (cc, organic) in H1FY23. Driven by accelerating net additions to the subscriber base and attachment of transaction products.

Subscription Revenue

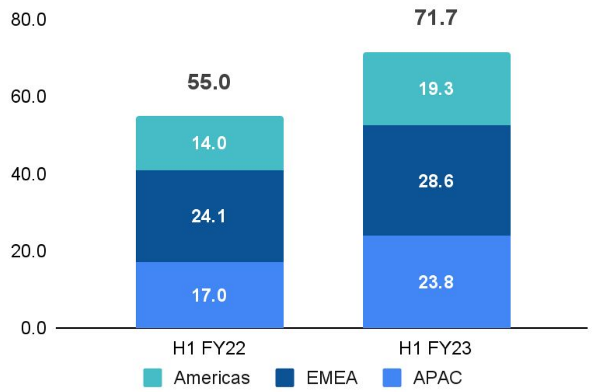
Grew 13.4% y/y (cc, organic) in H1FY23. Benefitted from accelerating subscriber growth, increased attachment of subscription products, and price increases. Price increases contributed approximately 2 percentage points to revenue growth in H1FY23.

Transaction Revenue

Grew 85.1% y/y (cc, organic) with the number of transaction products increasing 55% in H1FY23 to 16.5k. Strong growth across Pay, Demand Plus, and GDS.

Strong growth across all regions

Revenue by region (A$m)



% growth (cc)	H1 FY22	H2 FY22	H1 FY23
APAC	(5%)	6%	39%
EMEA	16%	27%	25%
Americas	25%	30%	27%
Group	**10%**	**20%**	**30%**

% growth	H1 FY22	H2 FY22	H1 FY23
APAC	(6%)	7%	41%
EMEA	15%	25%	19%
Americas	22%	38%	38%
Total	**9%**	**21%**	**30%**

Strong growth across all regions with the easing of COVID restrictions in APAC driving the acceleration in growth in the region.

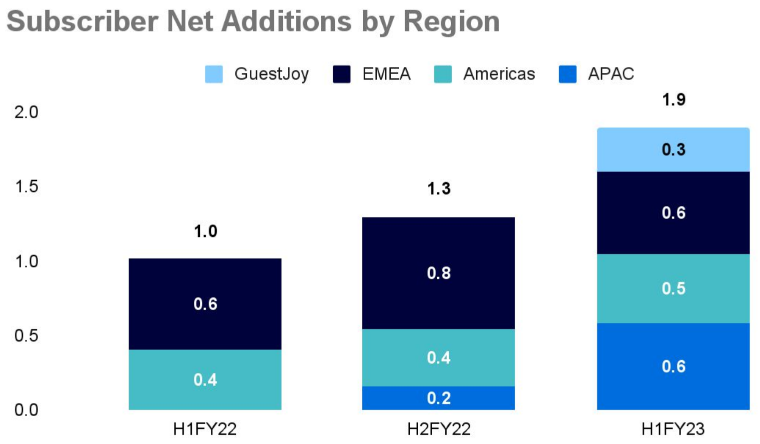
APAC revenue growth accelerated to 39% y/y (cc) reflecting the cycling of prior year comparables, recovery of GDS revenues, and subscriber growth (+6.5% y/y) with Asia up more than 10%.

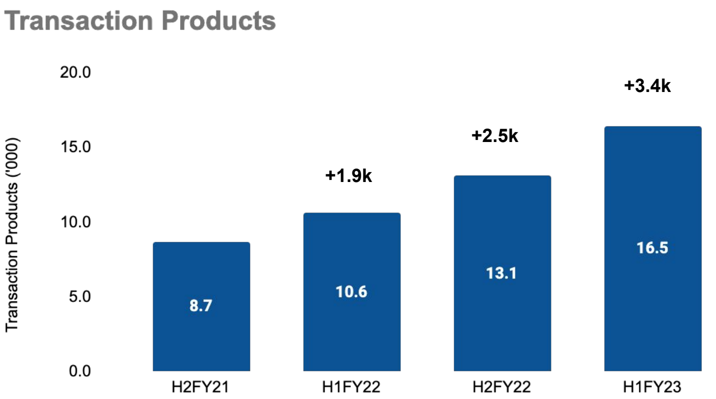
China removed quarantine requirements for travelers in Jan-2023. The return of Chinese tourists will provide further support to travel demand and over time drive demand for our subscription and transaction products.

EMEA has a higher subscription mix and was influenced by a slower Q1 with accelerating Q2 performance. Opportunity for improving transaction uptake.

Americas subscription revenues accelerated during the half. Cycling strong comparables.

Customer additions and product uptake accelerating





Subscriber growth

- Net additions accelerated to +1.6k (organic) in H1FY23 helped by the easing of COVID restrictions in APAC and the investment in go–to-market capacity.
- EMEA impacted by unusually strong and prolonged summer travel season. Momentum accelerated into Q2FY23.
- America's go-to-market capacity accelerated through the half

Transaction product uptake

- Added +3.4k transaction products during H1FY23.
- Additions accelerated for both SiteMinder Pay and Demand Plus.

Improving SaaS economics from operating leverage and ARPU

SiteMinder initiatives to improve efficiency and LTV/CAC

Improving customer acquisition cost:

Introduced new GTM processes to improve scalability in Jun 2020.

Automating programs through introduction of full digital customer acquisition and self-activation in May 2021.

LTV

CAC

- Adding new products
- Monetising additional transactions

Expanding customer lifetime value

Unit economics breakdown

	H1 FY22	FY22	H1 FY23	
Properties (000s)	33.4	34.7	36.6	
Monthly ARPU (A$)	280	291	339	1
Monthly revenue churn (%)	1.0%	1.0%	1.1%	2
LTV per sub (A$)	19,396	20,347	21,172	
CAC (A$)	6,115	6,386	5,941	3
LTV / CAC	3.2x	3.2x	3.6x	4

1. ARPU increased 20% y/y (cc) driven by the increased attachment of transaction products (+55% y/y), subscription upsell, and price increases.

   Transaction ARPU on total customers increased to $108 from $62 in H1FY22. Transaction revenue per product increased to $233 from $207 in H1FY22, demonstrating greater share of wallet.

2. Churn increased 5 bps compared to H1FY22, and remains inline with pre-COVID levels

3. CAC 7% lower than FY22 as the investment in GTM and improved market conditions drive subscriber growth

4. LTV/CAC improved in H1FY23 and accelerated into Q2 with growing LTV and falling CAC

*LTV = [(subscription monthly ARPU x subscription gross margin + transaction monthly ARPU x transaction gross margin) / monthly revenue churn]

Gross margins - Expanding on scale benefits

	H1 FY22	H1 FY23
Subscription gross margins		
Subscription revenue	42,699	48,721
Subscription related expenses	8,115	8,898
Subscription gross margin (%)	**81.0%**	**81.7%**
Underlying subscription gross margin (%)	**81.0%**	**82.0%**
Transaction gross margins		
Transaction revenue	12,294	23,001
Transaction related expenses	8,326	14,894
Transaction gross margin (%)	**32.3%**	**35.2%**
Underlying Transaction gross margin (%)	**32.3%**	**33.7%**
Group gross margins		
Gross profit	38,551	47,930
Gross margin (%)	**70.1%**	**66.8%**
Underlying gross margin (%)	**70.1%**	**66.6%**
Subscription revenue (% total)	78%	68%
Transaction revenue (% total)	22%	32%

Underlying subscription gross margins improved by 97 bps y/y after adjusting for restructuring costs. The improvement reflects operating leverage with some dilution from the platform migration effort.

Underlying transaction gross margins in H1FY23 improved by 145 bps y/y reflecting the benefits of scale and the **recovery of high margin GDS revenues.**

Underlying transaction gross margin adjusts for the timing impact of revenues (recognised at the time of guest checkout) and the upfront costs (incurred at the time of potential guest clicked through hotel website) related to the Demand Plus product.

Underlying Group gross margin declined to 66.6% reflecting the success of transaction revenue.

Transaction gross margins are lower but the transaction products are also lower intensity with regards to sales & marketing and R&D.

Transaction operating margins are strong due to "add-on" nature

Cost	Subscription Products	Transaction Products
Cost of Sales	• Subscription underlying gross margin was 82.0% in H1FY23 • Scope to increase via scale and automation	• Transaction underlying gross margin was 33.7% in H1FY23 • Opportunity to improve with scale, automation, and product optimisation
Sales & Marketing (S&M)	• Represents the vast majority of annual S&M expenditure • S&M intensity will ease as business matures and more of the customer journey is digitised	• Sold as 'add-on' product and requires only modest S&M • Self sign-on already launched for our transaction products
Cash R&D	• Represents the vast majority of annual R&D budget • R&D intensity will ease via operating leverage	• Modest R&D as products rely on 3rd party services • R&D intensity will ease via operating leverage
General & Administrative	• Billing and customer maintenance costs are largely borne by Subscription products • Benefits from operating leverage	• Benefits from operating leverage

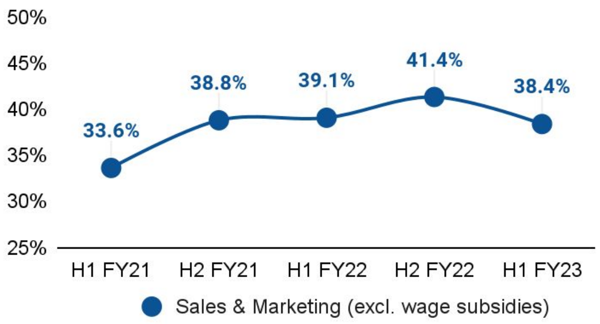
Subscription products carry higher gross margin but also carry more costs

Transaction contribution margins is only slightly lower despite significantly lower gross margins. Made possible due to cross-sell / upsell go to market model - key benefit of **an add on product**

Transaction products have a highly variable cost structure which provides protection in times of economic uncertainty

Operating leverage

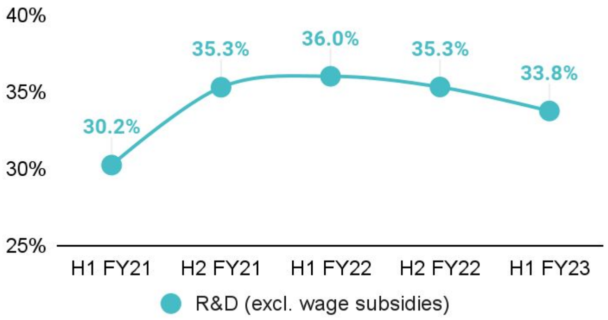
Sales & marketing as a % of revenue



Sales and marketing as a percentage revenues declined even with increased headcount.

Investments made to date has contributed to the acceleration of revenue growth

Product development cost (opex and capex) as a % of revenue



Product development cost as a percentage of revenues declined as SiteMinder realised operating leverage.

Capitalisation rate remains at 48%.

Underlying functional income statement – expanding GTM

	H1 FY23	H1 FY22	YoY (%)
Revenue	71,722	54,993	30%
Cost of Sales	(23,680)	(16,441)	44%
Gross Profit	**48,042**	**38,552**	**25%**
Sales & Marketing	(27,430)	(21,508)	28%
Research & Development	(12,675)	(10,446)	21%
General & Administration	(16,830)	(11,443)	47%
Share based payment expenses	(5,156)	(5,364)	(4%)
Operating costs	(62,090)	(48,761)	28%
Other income	350	251	40%
Other expenses	(855)	-	n/a
Underlying EBITDA	(14,553)	(9,958)	46%
Interest revenue calculated using the effective interest method	199	54	269%
Depreciation and amortisation expense	(10,758)	(8,177)	32%
Finance costs	(396)	(461)	(14%)
Income tax expense	813	(38)	n/a
Underlying loss after income tax	**(24,695)**	**(18,580)**	**33%**

Sales and marketing costs include costs incurred from onboarding new customers to the business. The increase was driven by the ramping of GTM capacity and the scaling of the digital acquisition engine.

Research and development expenditure increase driven by the Group's product development plans.

General and administration expenditure increased with costs related to being a public company since Nov-2021 (late H1FY22), business growth, and investments required to drive business automation.

A reconciliation of Underlying EBITDA and NPAT to our Reported Financial Statements are available in the appendix.

Cash flow – investing for future growth

$'000s	H1FY23	H1FY22
Underlying EBITDA	(14,553)	(9,958)
Non-cash items in EBITDA	4,623	4,681
Changes in working capital	2,586	(786)
Underlying operating cash flows	**(7,344)**	**(6,063)**
Interest received	302	29
Capital expenditure	(719)	(319)
Capitalised development cost	(12,233)	(10,491)
Other	(261)	207
Underlying investment cash flows	**(12,910)**	**(10,574)**
Underlying Free cash flow	**(20,254)**	**(16,637)**

SiteMinder's underlying free cash outflow for H1FY23 was ($20.3)m, representing 28% of revenue

Underlying operating cash outflows of ($7.3)m in H1FY23 reflected the Company's investment in ramping GTM capacity and scaling the digital acquisition engine to support future growth.

Changes in working capital reflects seasonal variations in transaction products such as Demand Plus.

Underlying investment cash outflows of ($12.9)m in H1FY23 was primarily related to the Group's continuing investment to realise its product development pipeline

SiteMinder ended H1FY23 with **available funds of $97.6 million**, including debt facilities.

A reconciliation of underlying free cash flow is available in the Appendix.

Outlook

SiteMinder continues to target pre-COVID-19 revenue growth rates (31% from FY17-FY19) in the future but realisation of this target will depend on many factors outside of the Company's control, including the continued abatement of COVID-19 related influences on the accommodation and travel industry.

SiteMinder expects to be free cash flow neutral by Q4FY24 on a quarterly basis through continued revenue growth and cost initiatives. This plan is subject to the continued recovery of travel and other factors outside SiteMinder's control.

Q&A

Sankar Narayan
CEO & Managing Director

Jonathan Kenny
Chief Operating Officer

Tim Howard
Chief Financial Officer

Appendix

Underlying income statement

$000s	H1 FY23	H1 FY22	YoY (%)
Revenue	**71,722**	**54,993**	**30%**
Other income	350	252	39%
Interest revenue calculated using the effective interest method	199	54	267%
Expenses			
Direct transaction costs	(14,899)	(7,825)	90%
Employee benefits expense	(52,197)	(44,500)	17%
Depreciation, amortisation expense	(10,758)	(8,177)	32%
Marketing and related expense	(4,854)	(3,078)	58%
Technology costs	(5,544)	(4,436)	25%
Professional fees	(3,449)	(1,521)	127%
Occupancy expense	(1,796)	(1,485)	21%
Other expenses	(3,886)	(2,358)	65%
Finance costs	(396)	(461)	(14%)
Loss before income tax	**(25,508)**	**(18,542)**	**38%**
Income tax expense	813	(38)	(2227%)
Underlying loss after income tax	**(24,695)**	**(18,580)**	**33%**

Direct transaction costs increased by 90% y/y or $7.1 million to $14.9 million in H1FY23. This is **in line with the growth in transaction revenue**, which increased 87% y/y.

Underlying employee benefits increased by 17% y/y or $7.7m to $52.2 million in H1FY23. This was the result of **increased headcount** as the Group expanded its go-to-market functions and **wage inflation**.

Marketing expenses increased by 58% y/y or $1.8 million to $4.9 million. The increase reflects the Group's **expanded go-to-market expenditure** in relation to local and regional marketing events, and the scaling of the digital acquisition engine.

H1FY23 P&L includes full period of public company costs.

Underlying reconciliations to reported financial statements

$'000s	Notes	H1 FY23	H1 FY22
Reported loss after income tax		**(25,527)**	**(87,035)**
Fair value movement on embedded derivative	1	-	61,759
Transaction cost related to IPO / capital raise	2	-	5,201
Equity plan rebasement on IPO	3	-	1,495
Transaction costs related to acquisition		592	-
Restructuring costs		240	-
Underlying loss after income tax		**(24,695)**	**(18,580)**

$'000s	Notes	H1FY23	H1FY22
Reported loss after income tax		**(25,527)**	**(87,035)**
Interest revenue calculated using the effective interest method		(199)	(54)
Fair value movement on derivatives	1	-	61,759
Depreciation, amortisation and impairment expense		10,758	8,177
Finance costs		396	461
Income tax expense		(813)	38
Reported EBITDA loss		**(15,385)**	**(16,654)**
Transaction cost related to IPO / capital raise/ Acquisition	2	-	5,201
Equity plan rebasement on IPO	3	-	1,495
Transaction costs related to acquisition		592	-
Restructuring costs		240	-
Underlying EBITDA loss		**(14,553)**	**(9,958)**

Notes

1. The fair value movements on embedded derivatives refers to the costs of revaluation of embedded derivatives on convertible preference shares while a private company. On IPO these shares were converted to ordinary shares and therefore the exposure no longer exists.
2. Total transaction costs related to the IPO and capital raise were $8.9 million of which $3.7 million is directly attributable to the issue of new shares by SiteMinder, and has been recognised directly in equity. The remaining balance of $5.2 million is treated as an operating expense and has been adjusted for underlying NPAT.
3. Cash settled shadow equity rebased to the IPO share price of $1.5 million relates to the transition of legacy equity plans to a listed environment.

Underlying cash flows – reconciliation to reported financial statements

Reconciliation to financial statements

$000's	Notes	H1 FY23	H1 FY22
Operating cash flows		(8,474)	(19,701)
Investment cash flows		22,254	(70,574)
Reported Operating and Investment cash flows		**13,780**	**(90,275)**
Transaction costs relating to IPO and capital raise	1	-	4,108
Payment for employee incentives on IPO	2	-	9,530
Maturity of Term Deposits	3	(35,000)	60,000
M&A related cash items		(7)	-
Restructuring costs		240	-
Pre-IPO historical commitments		733	-
Underlying free cash flow		**(20,254)**	**(16,637)**

Notes

1. Transaction costs paid relating to the IPO and capital raise of $7.5 million of which $3.4 million is directly attributable to the issue of new shares by SiteMinder, and has been recognised in financing cash flow. The remaining $4.1 million is recognised in operating cash flow.
2. Payment for employee incentive on IPO of $9.5 million.
3. Movement of funds (into) and out of Term Deposits

Glossary

Monthly ARPU

Average revenue per user (or property) measures the average revenue from each customer and is used in calculating LTV. It also indicates if the value of a customer is increasing or decreasing on average and helps management to analyse the performance of the business and make decisions on pricing and investment decisions. It is calculated by using monthly recurring revenue and dividing it by number of properties for each respective month. The monthly ARPU is presented as the average of the last 12 months.

Annual Recurring Revenue (ARR)

ARR is the prior month's recurring subscription revenue multiplied by 12 and the prior quarter's transaction revenue from subscriber customers (assuming any promotions have ended) multiplied by four. ARR provides a 12-month calculation of revenue at a point in time, assuming other factors such as subscriber numbers, transaction volumes, pricing and foreign exchange remain unchanged. Investors should note that ARR does not represent the Group's actual results, is not a financial forecast and should not be used in isolation as a forward-looking indicator of revenue.

Monthly Revenue Churn (%)

The value of monthly recurring revenue attributed to subscribers who terminate their contract with us in a month, expressed as a percentage of the total monthly recurring revenue at the start of that month. Monthly Revenue Churn is used by management to assess customer retention. If Monthly Revenue Churn increases, then the Group LTV declines and vice versa, if the Group Monthly Revenue Churn decreases, the Group's LTV increases. It is a metric which relies on an average of past performance and isn't indicative of the churn at the current point in time or of future performance.

Monthly Net Revenue Churn is calculated by deducting the value of upgrades in recurring revenue of existing subscribers from the churned revenue, before expressing as a percentage of the total monthly Recurring Revenue.

Properties (Customers)

Properties means each unique property which subscribes to one or more of SiteMinder's products. Customers that have multiple products that are linked to the same property are counted as a single property.

Lifetime Value (LTV)

LTV is the recurring (subscription + transactional) gross margin expected from a property over the lifetime of that property. It is calculated by taking the monthly average ARPU over the last 12 months, multiplied by the gross margin percentage, divided by Monthly Revenue Churn. Figures are on a rolling average, depending on the period covered i.e. six months for half-year or 12 months for full-year.

Customer Acquisition Cost (CAC)

Customer Acquisition Cost (CAC) is calculated by the total sales, marketing and onboarding expenses over a period, less any setup fees charged in the period, divided by the number of new billed properties in the period. Figures are on a rolling average depending on the period covered ie 6 months for half year or 12 months for full year.

Constant Currency (CC)

Constant currency comparisons for all metrics are based on budgeted exchange rates as per Prospectus. AUD/USD 0.72 | AUD/GBP 0.57 | AUD/EUR 0.67

World Hotel Index

Represents the current booking volumes of hoteliers who are SiteMinder customers. The index is limited to countries that have 30 or more hotels.

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