![SiteMinder]

SiteMinder 2023 Investor Day Presentation

Attached is the presentation that will be given today, 16 October 2023, at SiteMinder's Investor Day which is scheduled to commence at 9:00am AEDT.

This ASX announcement was authorised by SiteMinder's Board of Directors.

-ENDS-

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About SiteMinder

SiteMinder Limited (ASX:SDR) is the world's leading open hotel commerce platform, ranked among technology pioneers for opening up every hotel's access to online commerce. It's this central role that has earned SiteMinder the trust of tens of thousands of hotels, across 150 countries, to sell, market, manage and grow their business. The global company, headquartered in Sydney with offices in Bangalore, Bangkok, Barcelona, Berlin, Dallas, Galway, London and Manila, generated more than 100 million reservations worth over A$60 billion in revenue for hotels in the last 12 months. For more information, visit siteminder.com.

SiteMinder

Investor Day

23

Smart Platform

SiteMinder customer La Flora Group, Thailand

16 October 2023

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Authorisation

This presentation has been authorised for lodgement with the ASX by SiteMinder's Board of Directors.

Agenda

9:05 - 9:20am	**Welcome and opening comments**
9:20 - 9:35am	**Hotel landscape:** Understanding our customers
9:35 - 9:50am	**Power of the Platform:** Hear from a partner
9:50 - 10:05am	**SiteMinder Platform today**
10:05 - 10:15am	**Break**
10:15 - 11:15am	**Smart Platform:** Sophisticated revenue management accessible to every hotel in the world
11:15 - 11:30am	**Power of the Platform:** Hear from a customer
11:30 - 11:45am	**Commercial opportunity**
11:45 - 12:00pm	**Closing comments and Q&A**

SiteMinder customer Tierra Hotels, Chile

Presenters

**Sankar
Narayan**

CEO & Managing
Director

**Mike
Rogers**

Co-Founder.
Chief Technology
Officer

**Leah
Rankin**

Chief Product
Officer

**Trent
Innes**

Chief Growth
Officer

**Alex
Macoun**

Chief of Strategic
Operations

Smart Platform

Convergence of distribution, intelligence and revenue optimisation

Revenue Optimisation

Derived rates

Rate plan management

Intelligence

Local and global

Channel performance

Competitor rates

Events

Pace

Distribution

OTAs

GDS

Wholesalers

Booking engine
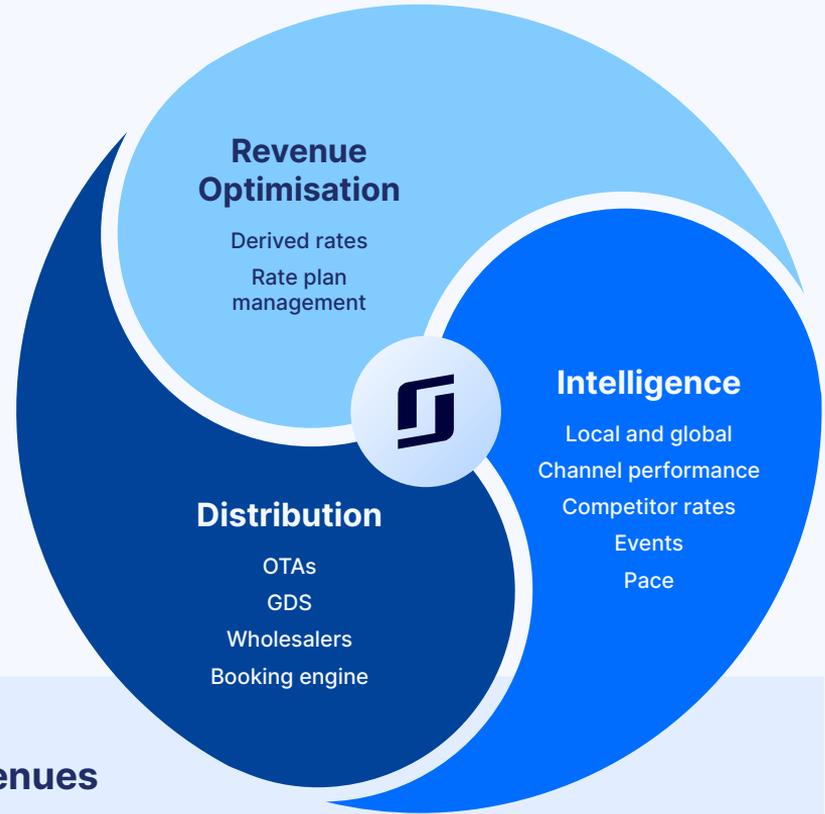
Unified experience maximising hotel revenues

# Delivering **Dynamic Revenue Management**

A **LOT** more than pricing:

Dynamic open pricing

Dynamic rate plans

Dynamic channels

Dynamic inventory
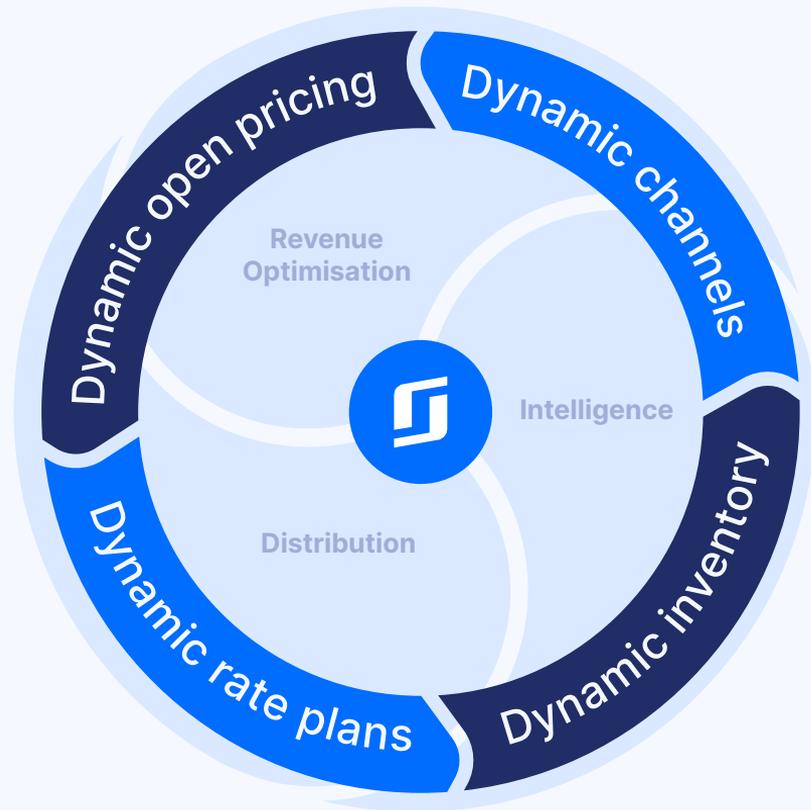
With speed, reliability, **automation** and leading proprietary global market intelligence

Reimagining hotel revenue management

An integrated multi-factor approach

Dynamic open pricing

Setting the right price in the right channels at the right time by factoring in seasonality, occupancy, competitor actions, local events and proprietary market demand data.

Dynamic channels

Dynamically tailoring channel choices, configurations and offerings to market conditions, to optimise both third-party and direct bookings.

Dynamic rate plans

Recommended market offerings optimised by channel, through the creation of targeted channel-specific promotions, and optimising policies and restrictions.

Dynamic inventory

Optimised tactical and strategic allocation of inventory to maximise hotel revenues and profitability.

Hotel landscape

Understanding our customers

Alex Macoun

Chief of Strategic
Operations

Hotelier segmentation

Segment	Description	Primary target products
Top 12 Global Chains	Sophisticated enterprise businesses with their own in-house technology and/or central reservation systems (CRS).	SiteMinder Platform supplementing distribution capabilities
Groups and Chains ex top 12	Includes regional divisions of top chains or locally focused operators. Properties can be large or boutique.	SiteMinder Platform Multi-Property Transaction products
Large Independents Single Property Operators 20+ rooms	Larger independent properties with varied needs and sophistication.	SiteMinder Platform Transaction products
Small Independents Single Property Operators <20 rooms	Small properties with a few rooms. Generally simple service offerings but some are higher-end properties with sophisticated operations.	Little Hotelier Transaction products

Global hotel industry:

~1m properties generating ~US$1 tr of GBV

Global hotel industry: number ('000) and mix of properties

■ Single Property Operators: <20 Rooms   ■ Single Property Operators: 20+ Rooms   ■ Groups: ex Top 12   ■ Groups: Top 12

| TAM | 640k | 235k | 110k | 50k |

Sources: IBISWorld, Business Research Company, Skift, SiteMinder internal data

SiteMinder customer type composition

FY23 customer base[1] - strong uptake by groups

Legend:
- Single Property Operators: <20 Rooms
- Single Property Operators: 20+ Rooms
- Groups: ex Top 12
- Groups: Top 12

SiteMinder FY23

| 13k | 8k | 17k | 1k |

Notes

1. Single Property Operator segments include both Little Hotelier and SiteMinder customers

**Sources:** SiteMinder internal data

SiteMinder customer GBV composition

Breakdown of SiteMinder's $60b GBV*
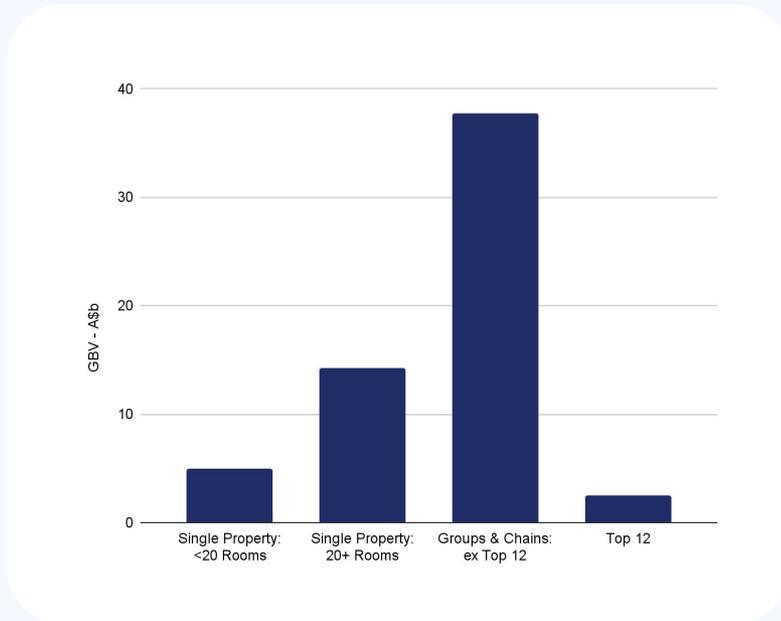
SiteMinder's GBV* per property
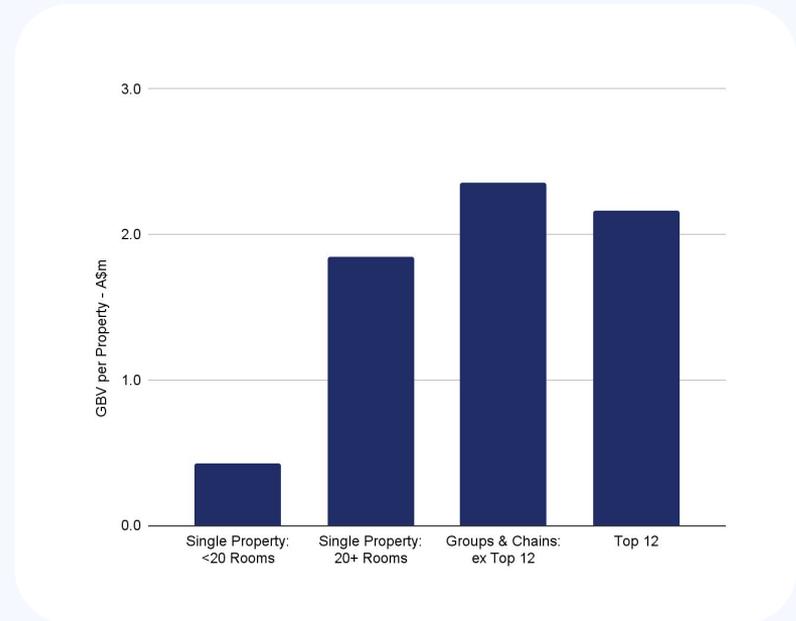
*GBV = value of bookings processed by SiteMinder. Total GBV opportunity within SiteMinder's customer base is larger as some customers do not use SiteMinder for all of their channels.

Product suite tailored to segments

| Segment	Primary Growth Driver	Secondary Growth Driver	Our Primary Brand
Small independents (<20 room hotels)	**Property growth** with the best and easiest hotel management system	**ARPU expansion** through incremental transaction product usage and penetration, and Smart Platform features	**LITTLE HOTELIER.**
Larger independents (20+ room hotels)	**Property and ARPU growth** driven by Smart Platform	**ARPU expansion** through incremental transaction product usage and penetration	**SiteMinder**
Groups and chains (ex top 12)	**ARPU growth** by increasing product adoption and usage, driven by Smart Platform	**Increased segment penetration** with Smart Platform	**SiteMinder** + Multi-Property

Power of the Platform

Hear from a partner

Trent Innes

Chief Growth Officer

The power of SiteMinder today:

Inventory and yield management in platform driving outperformance
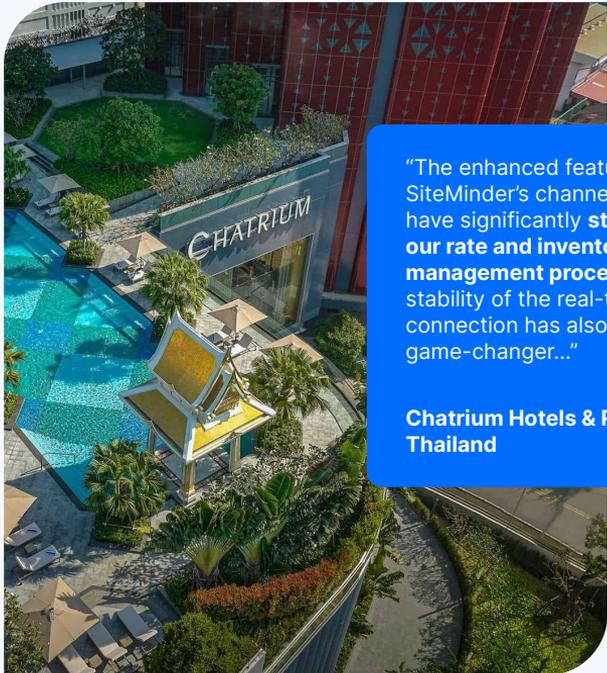
"The enhanced features of SiteMinder's channel manager have significantly **streamlined our rate and inventory management processes**. The stability of the real-time connection has also been a game-changer..."

Chatrium Hotels & Residences - Thailand
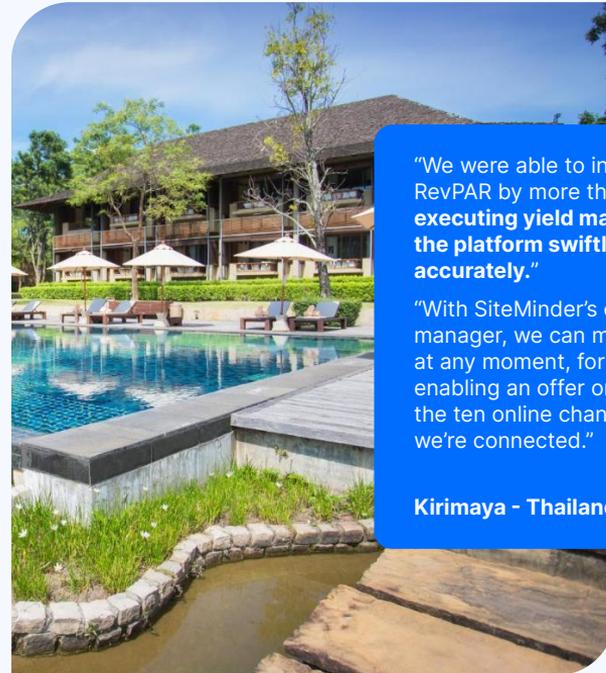
"We were able to increase RevPAR by more than 30% by **executing yield management on the platform swiftly and accurately.**"

"With SiteMinder's channel manager, we can make changes at any moment, for example, enabling an offer only for two of the ten online channels that we're connected."

Kirimaya - Thailand

The power of SiteMinder today:

Ability to optimise up to the last minute
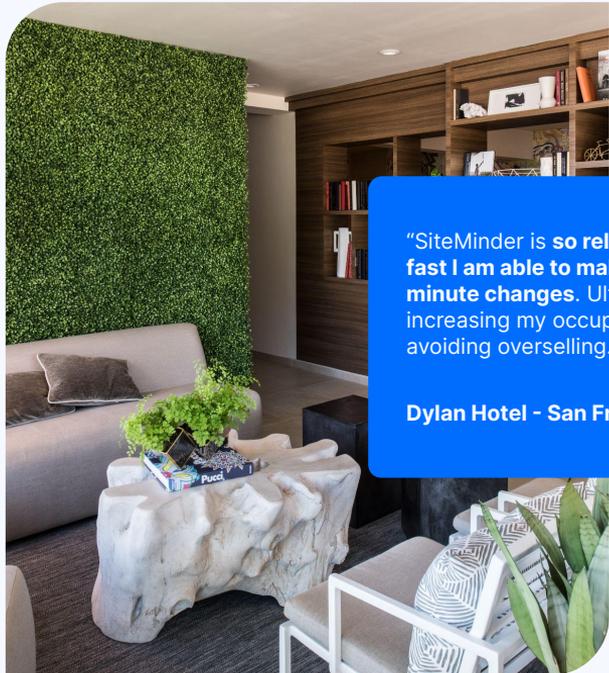
"SiteMinder is **so reliable and fast I am able to make last minute changes**. Ultimately increasing my occupancy and avoiding overselling."

Dylan Hotel - San Francisco
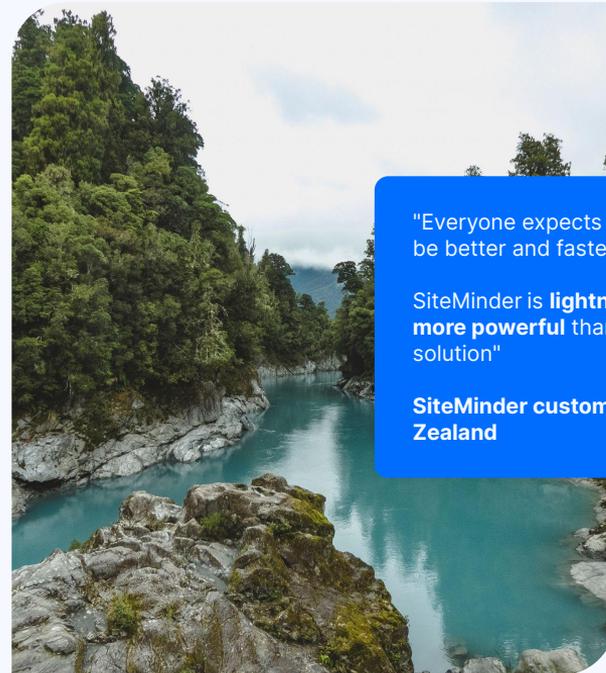
"Everyone expects everything to be better and faster.

SiteMinder is **lightning fast** and **more powerful** than any other solution"

SiteMinder customer - New Zealand

The power of SiteMinder today:

Speed and reliability driving outperformance

"If I had to describe SiteMinder in one word it would be **reliability.** The team loves SiteMinder because it is a tool that we can always count on as it never fails, it is very easy to use and it is a **key part of our revenue management strategy.**"

Hotel Gran Bilbao - Spain
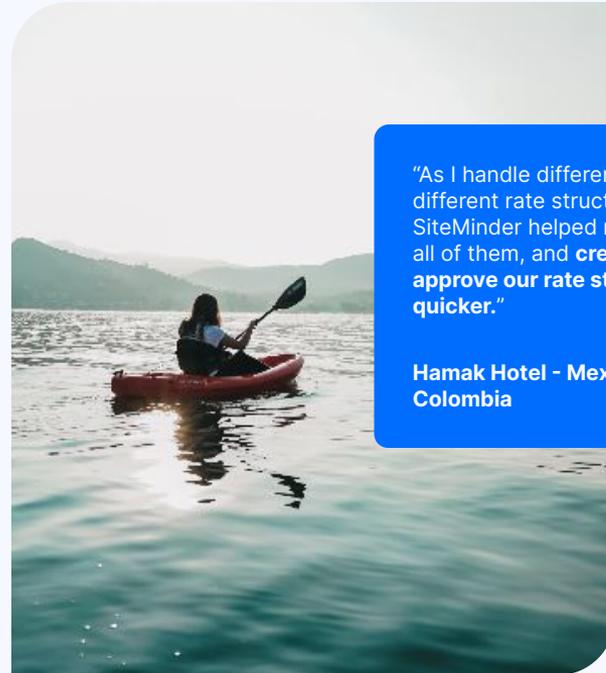
"As I handle different PMS' with different rate structures, SiteMinder helped me connect all of them, and **create and approve our rate structures quicker.**"

Hamak Hotel - Mexico, Colombia

Our presenters

Trent Innes

Chief Growth
Officer

Tamie Matthews

CEO & Founder of
RevenYou

SiteMinder Platform today

Mike Rogers

Co-Founder.
Chief Technology
Officer

Leah Rankin

Chief Product
Officer

SiteMinder Platform today

An evolution from a suite of products to a fully realised unified platform experience
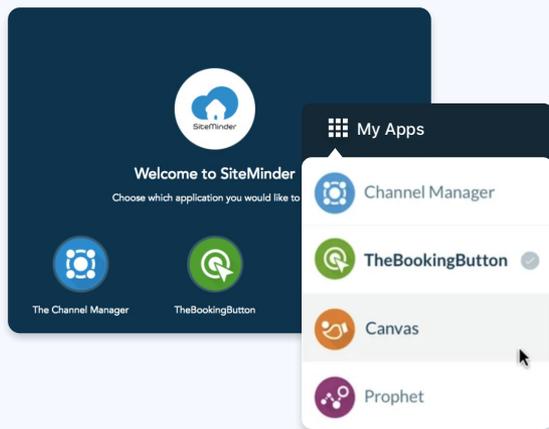
Simplified intuitive user experience

Centralised data with one source of truth

Seamless connectivity to our open ecosystem of partners
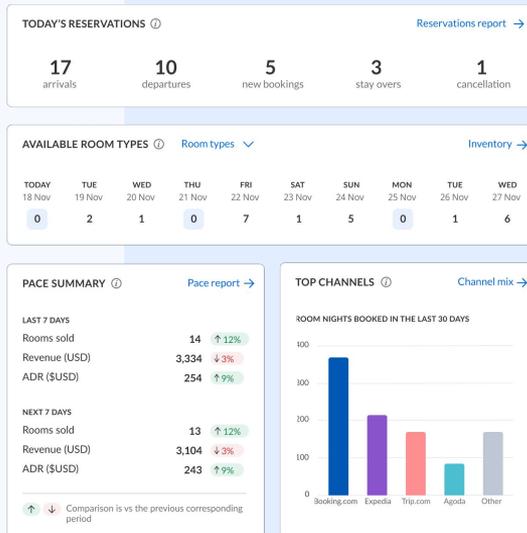
Our platform provides the foundation for more advanced capabilities

SiteMinder Platform **today**

Smart, nimble and powerful

Full product suite and add-on capabilities visible to hoteliers to drive upsell and adoption

Provides a snapshot of **hotel performance** & ability to **troubleshoot**
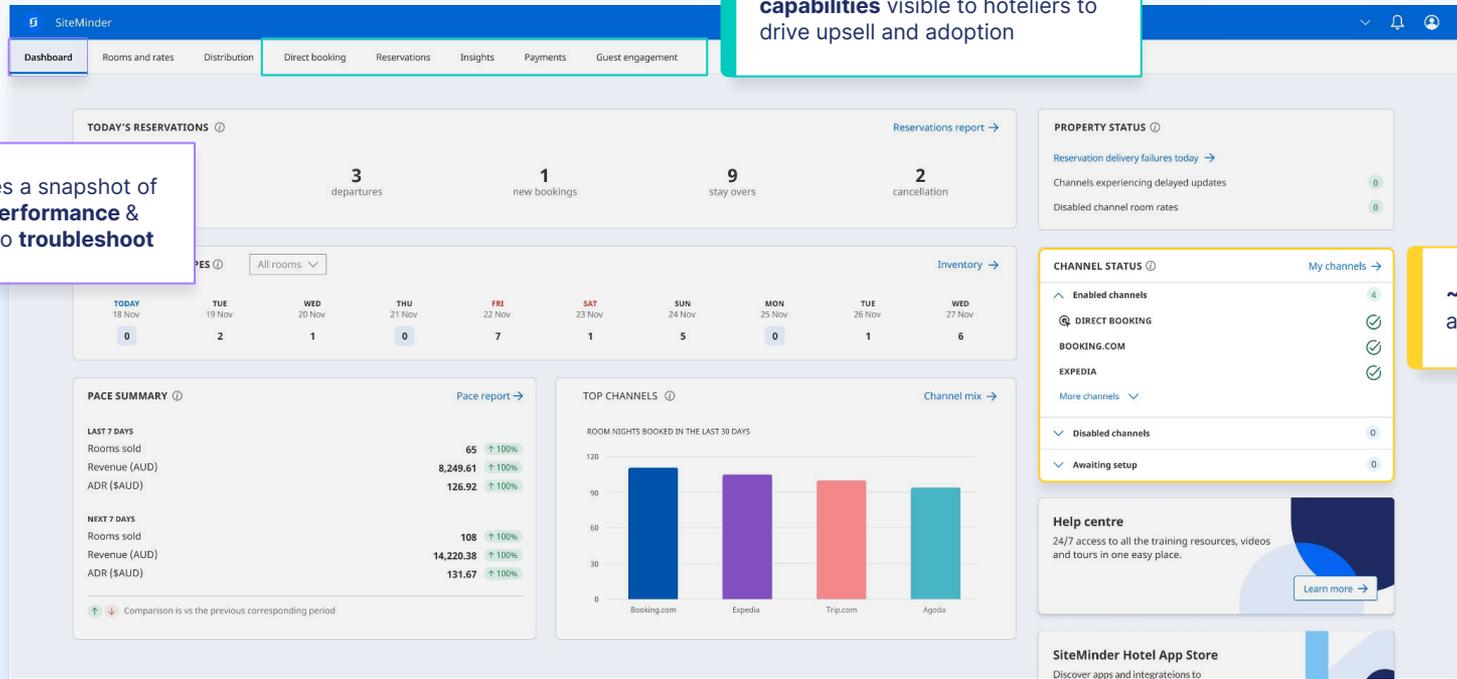
~450 channels available

SiteMinder Platform today

Helping hoteliers make informed decisions
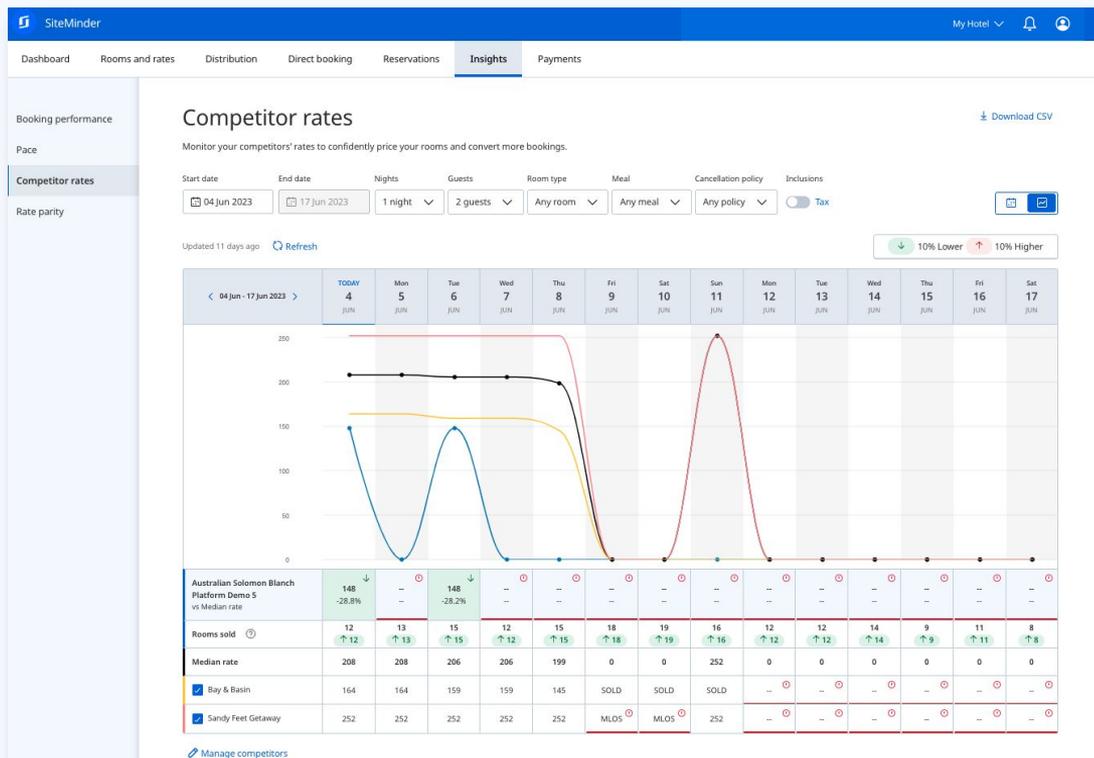
SiteMinder's Competitor Rates Report provides hoteliers with **real-time rate intelligence** on their competitors

The Competitor Rates Report allows hoteliers to **compare their rates against 10 competitors of their choice**

Hoteliers can make **accurate comparisons,** comparing rates based on number of guests, length of stay, meal inclusion and cancellation policy

SiteMinder Platform today

Speed and flexibility to create and modify rate plans

Allows hoteliers to create an **unlimited** number of rate (pricing) plans to ensure they're charging the right rates at all times across **all their channels** including their Booking Engine

Derived rates architecture links rate plans to each other and can be created directly in platform

Self-guided rate plan creation maximises hotelier **productivity** and **speed to market**

SiteMinder Platform today

Designed to help hoteliers react quickly

Changes to rates and inventory communicated to partners **instantly**

Rate management up to **two years into the future**, with data held by SiteMinder.

Derived rates architecture allows hoteliers to **adjust rates quickly and accurately**

SiteMinder Platform today

Our architecture is the foundation delivering the industry's most dynamic platform

Centralised data store

Up to 24 months of forward inventory stored within the platform, **enabling instantaneous rate plan creation and changes within SiteMinder itself**.

Flexible configuration engine

Enables us to support a large number of distribution partners and a diverse global customer base. This makes us the **connectivity partner of choice** for hotels and partners of all size and sophistication.

Industry benchmark for speed and reliability

Robust event-driven infrastructure that enables partners and hotels to **make changes and securely execute them with minimal delay**, especially when compared to other industry solutions.

Scalability and stability

Delivered through advanced, scalable cloud services and **continuous 24/7 monitoring** of SiteMinder's customers, ensuring **quick problem identification and resolution**.

Unified platform

Bringing together SiteMinder's portfolio of products into a unified user experience, **enabling more of our customers to leverage them for growth**.

Deep historical booking and audit data

Enabling rich historical insights, powering future **AI capabilities and other data-driven opportunities**.

Mike Rogers

Co-Founder.
Chief Technology
Officer

Leah Rankin

Chief Product
Officer

Smart Platform

Sophisticated revenue management accessible to every hotel in the world

Today's dynamic landscape creates many challenges for hoteliers

Fragmented, complex approach to set up and manage rates, revenue and distribution

Critical to be able to **respond** to **real-time market demands**

Time-sensitive, **disparate data sources that need to be stitched together** for a **true indication of performance**

Important to **attract the right guest** at the **right price** at the **right time** through the **right channel**

Overwhelming, frustrating and hard to navigate

Most hoteliers don't leverage the full opportunity

These challenges are validated by our customers

Small Independents

Owner Operator,
UK

"Being a hotelier is very **stressful**. If you get just a few [of these revenue management strategies] wrong you **can ruin your business** or your life with debt."

Large Independents

Director of Sales,
USA

"**It is hard**. Travel is such a fast-paced industry with short booking windows and **everything is an emergency**. It's very draining and you really have to be on top of your game at all times."

Groups and Chains

Group Revenue Manager, South Africa

"It **can take a week to get the data** required for our reports. Getting the data **necessary to manage revenue** is very important. That's something we do all day every day."

Smart Platform helps address key pain points

Our first two cornerstones:

Dynamic Revenue Plus

Dynamic revenue management combined with advanced market and business intelligence

Channels Plus

A new low effort connectivity initiative allowing hoteliers to connect directly with more distribution channels

Dynamic Revenue Plus

What is Dynamic Revenue Plus?

Real-time recommendation engine helping identify optimal commercial actions

Dynamic Open Pricing

Dynamic Rate Plans

Dynamic Channels

Dynamic Inventory

Effortless execution allowing hoteliers to work in the way they prefer

Automated

One-touch

Manual

Mobile / Desktop

Usable intelligence supporting hoteliers in their decision-making

Advanced Business Intelligence

Advanced Market Intelligence

Dynamic Revenue Plus: Data-driven decisions

Recommendation engine

Identifies trigger event or change

Identifies areas for optimisation: rate plan setup, channel configuration, etc

Informs demand forecasts

Recommended actions

Real-time notifications via mobile or desktop

Recommendations to augment inventory, rate plans, rates, content, channels

Data lake

Market and property data

Internal and external

Display result and feedback into engine

Monitor and measure impact

Execute Action

Manual

One-touch implementation

Auto implementation

Select use cases for Dynamic Revenue Plus

1   **Local event-driven outcomes**   Helping hoteliers respond quickly to changes in demand in the local market

2   **Competitive response**   Giving hoteliers confidence in pricing vs their peers in market

3   **Regional traveller booking response**   Connecting hoteliers to the right guest through the right channel to get more bookings

4   **Continuous distribution optimisation**   Optimising configurations continuously to get more guests and increase revenue and profitability

5   **Forward market insights**   Helping hoteliers predict future demand with forward visibility of localised market data and real-time AI-driven insights and recommendations

Scenario 1: Local event-driven outcomes

A global popstar announced a concert in Melbourne on 21 June 2023, and presale tickets sold out within ~2 hours of release.

Located close to the venue, the reaction of two large 5-star properties were remarkably different:

Hotel 1 **reacted quickly** to the concert and **raised prices by 110%...**

Hotel 2 was **slow to react** and only **raised prices by a modest 15%...**

Scenario 1: Local event-driven outcomes

Step 1

Event notification sent to mobile
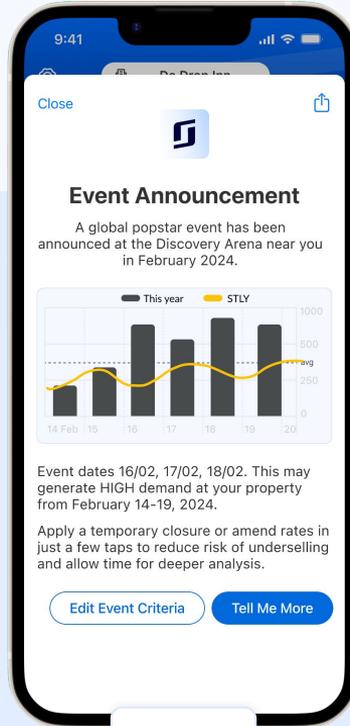
Step 2

Summary of the event -
when, where, impact
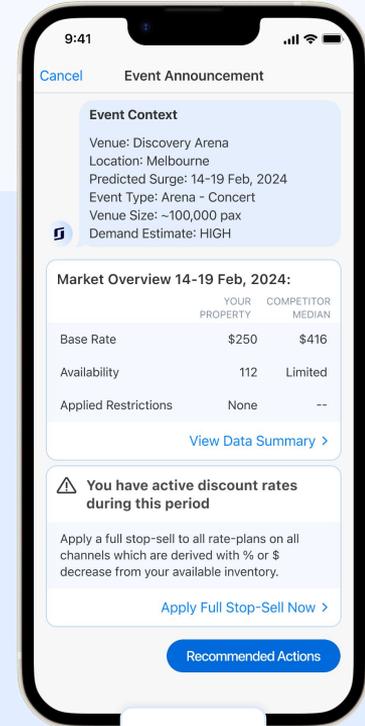
Step 3

More context provided,
including market response

Product design subject to change ahead of formal product release

Scenario 1: Local event-driven outcomes
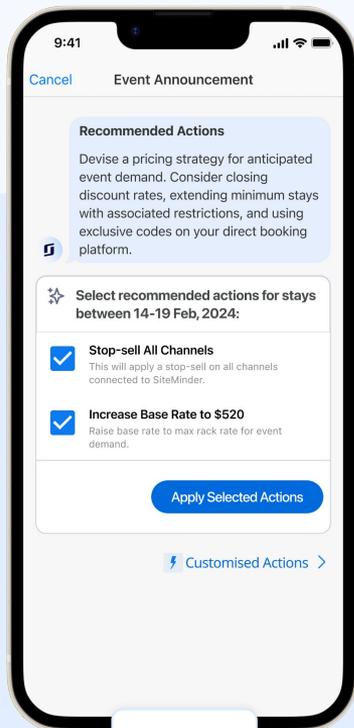
Step 4

Actionable recommendations
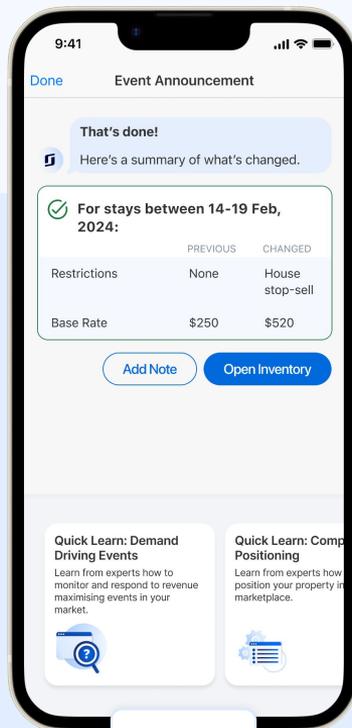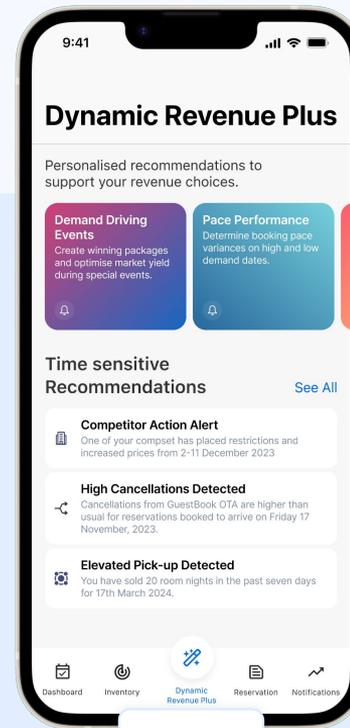
Step 5

Confirmation of changes

Step 6

Back to Dashboard
to explore more

Product design subject to change ahead of formal product release

Scenario 2: Competitive response

A **competitor** hotel is hosting an **undisclosed** 'celebrity wedding'. Their **entire hotel** is now **booked out**. Guests and staff for the wedding are booking **overflow rooms** at **properties nearby**.

Hotel 1 was notified that other hotels in their market were increasing prices and availability was becoming limited. They immediately applied a price increase, closed discounted rate-plans, added fences to sell slower-moving shoulder dates and revised their booking policies.

Hotel 2 was unaware, and made no price changes and did not implement revenue management tactics around this event. They missed out on significant revenue.

Scenario 2: Competitive response

Step 1

Price surge notification
sent to mobile
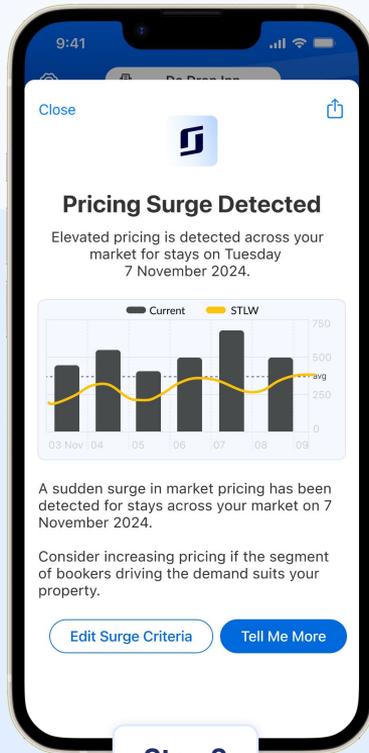
Step 2

Summary of pricing surge -
when, where, impact
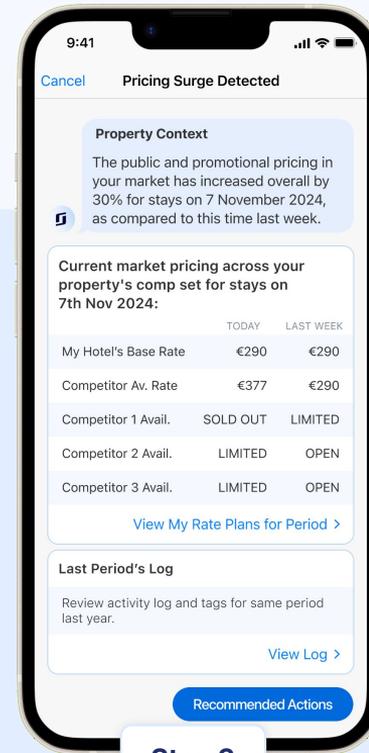
**Step 3**

More context provided,
including competitor pricing

Product design subject to change ahead of formal product release

Scenario 2: Competitive response

Step 4

Actionable recommendations

Pricing Surge Detected

Cancel

Recommended Actions

Consider reviewing your pricing and current position among the comp set for the market pricing, surge high demand period: stays on 7 November 2024.

Select suitable actions to apply for stays on 7 November 2024:

☑ **Increase base rate across all room types by 30%**
This will apply an increase in alignment with your competitors from €290 to €377

☑ **Apply a 2-night minimum length of stay**
This will filter out low-value demand by only accepting guests who are willing to pre-pay.

☐ **Close discounted rate plans**
Stop-sell all discounted rates across all channels.

☐ **Amend booking policy**
Apply advance purchase policy to all rate plans.

Apply Selected Actions

⚡ Customised Actions ›

Step 5

Confirmation of changes

Done | Pricing Surge Detected

That's done!
Here's a summary of what's changed.

✓ **Base rate increased by 30% for stays on 7 November 2024:**

	PREVIOUS	CHANGED
Base Rate	€290	€377

Add Note | Open Inventory

Quick Learn: Pricing Surges
Learn from experts how to adapt to pricing surges and be ahead of the game.

Quick Learn: Demand Driving Events
Learn from experts what strategies might look like periods of high demand.

Step 6

Option to review changes on the Inventory Grid

7 November, 2024 ⌄

All rates & availabilities | ⚡ Bulk Edit

🛏 Room types ⌄ | Rate plans ⌄ | ⚡ Channe

	WED 6	THU 7	FRI 8	SAT 9	SUN 10
Queen Room	24	19	8	3	18
Base Rate ⌃	24	19	8	3	18
	290	377	320	320	290
GuestBook OTA	290	377	320	320	290
TravelCart	290	377	320	320	290
EzeeHotel.com	290	377	320	320	290
Double Room	14	8	6	4	12
Base Rate ⌃	220	286	240	240	200
GuestBook OTA	220	286	240	240	200

Dashboard | Inventory | Dynamic Revenue Plus | Reservation | Notifications

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Product design subject to change ahead of formal product release

Scenario 3: Regional traveller booking response

A major Indian airline has expanded its flight offerings, leading to a surge in demand for destination accommodations. A leading online travel agency (OTA) in India is capturing most of this demand.

Hotel 1 is integrated with the OTA in India. Recognising the surge in bookings, the hotel has strategically adjusted pricing across its portfolio to align with the heightened demand. They've also tailored their direct channel to Indian traveller preferences, and as a result saw a rise in both OTA and direct bookings.

Hotel 2 has overlooked this booming market. The hotel doesn't adapt their online distribution to cater for Indian travellers, and as a result loses market share to rivals.

Scenario 3: Regional traveller booking response

Step 1

High-performing market alert

Step 2
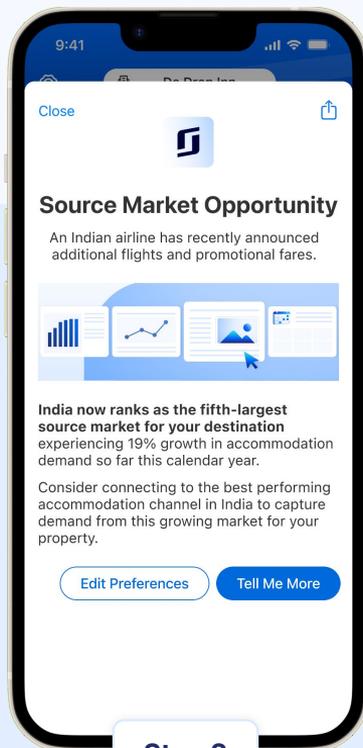
Summary of high-performing market
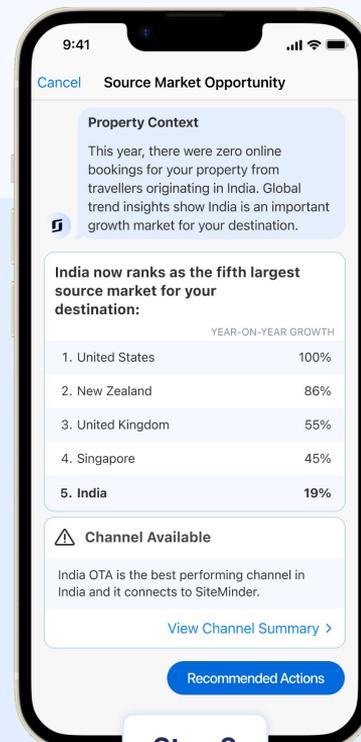
Step 3

More context provided

Product design subject to change ahead of formal product release

Scenario 3: Regional traveller booking response

Step 4

Actionable recommendations

Step 5

Confirmation of changes

Step 6

Back to Dashboard to explore more

Product design subject to change ahead of formal product release
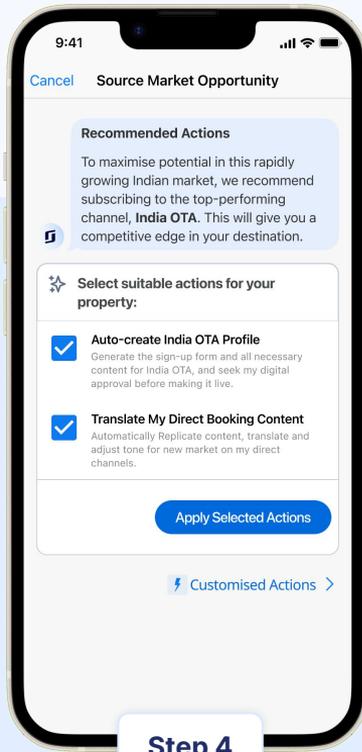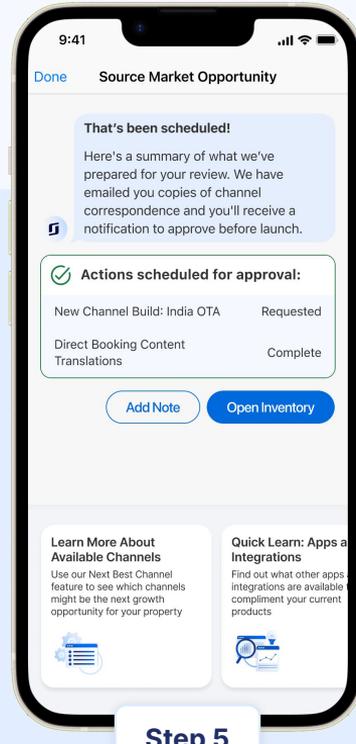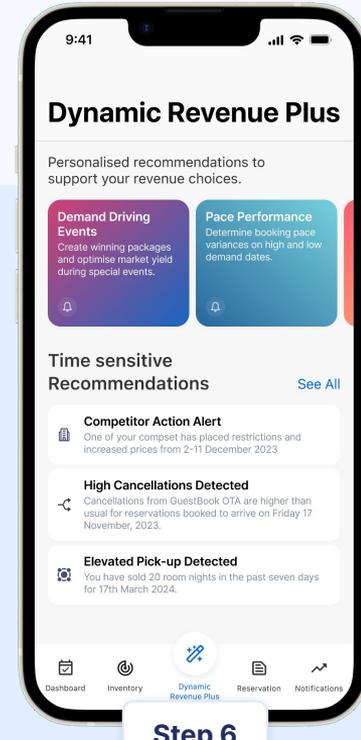
Scenario 4: Continuous distribution optimisation

As Oktoberfest approaches, Munich sees a 24% spike in search volumes, prominently led by Australian travellers.

Hotel 1 prioritises conversion and SEO, updating their website with Oktoberfest-themed descriptions, images, blogs and packages targeting Australians. They manage consistent room descriptions across channels tailored to appeal to Australian guests, boosting SEO rankings, bookings and revenue.

Hotel 2 has an outdated website which looks different to its direct booking engine. There are no references to Oktoberfest on either. The result is low booking conversion and limited revenue despite the surge in demand traffic.

# Scenario 4: Continuous distribution optimisation
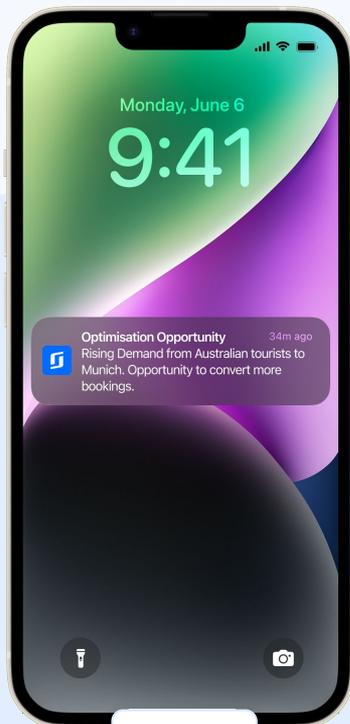
Step 1

Optimisation recommendation
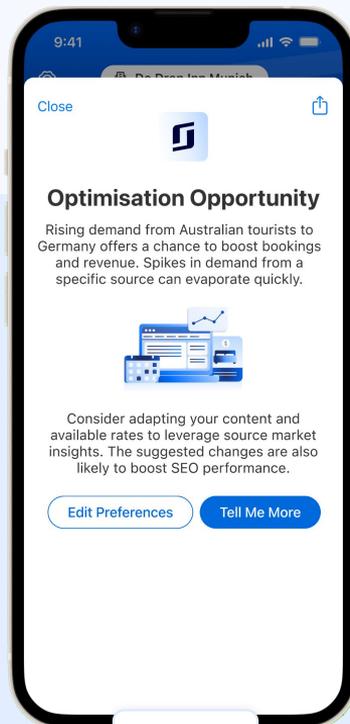
Step 2

Summary of opportunity
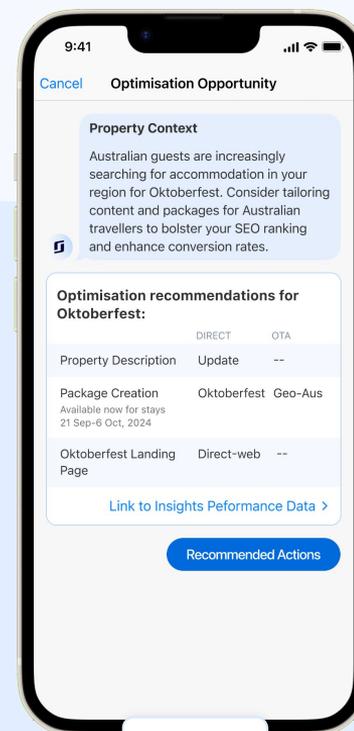
Step 3

More context provided

Product design subject to change ahead of formal product release

Scenario 4: Continuous distribution optimisation
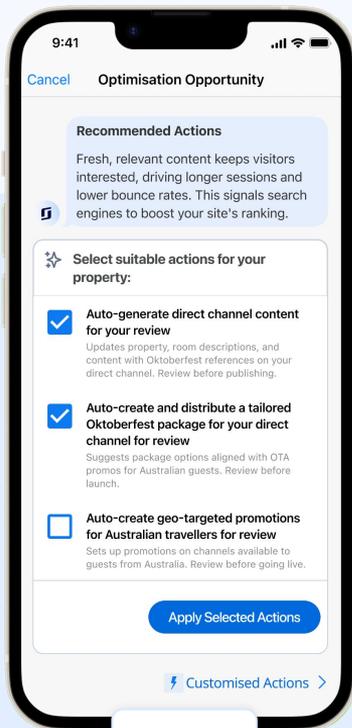
Step 4

Actionable recommendations
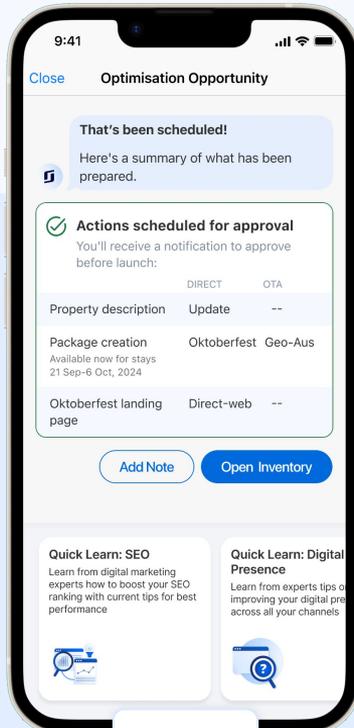
Step 5

Confirmation of actions scheduled for customer approval
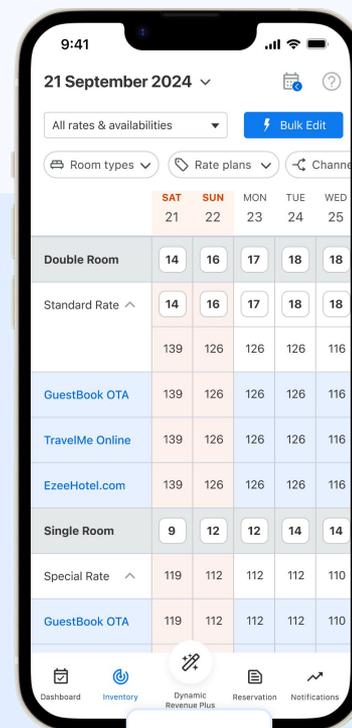
Step 6

Deep link to relevant dates on inventory grid

Product design subject to change ahead of formal product release

Scenario 5: Forward market insights

Forward visibility of localised market demand
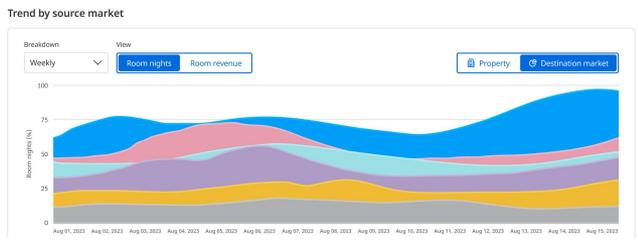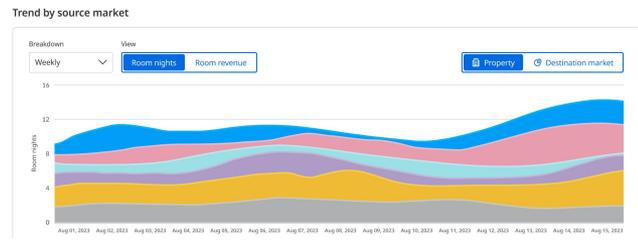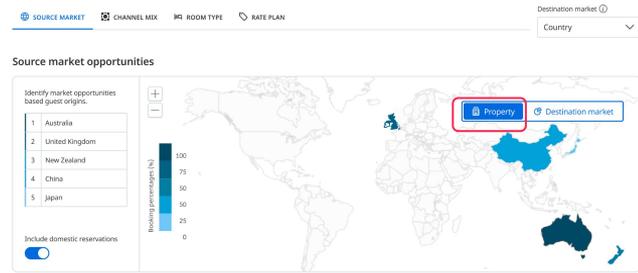
Reporting capabilities

Ability to compare property to market using SiteMinder's proprietary data

Country, state and custom radius view for property

Incorporating AI and ML in the future to provide real-time insights and recommendations

Product design subject to change ahead of formal product release

Dynamic Revenue Plus

Loved by small independents

Small independent

Owner Operator, UK

> "Please know you have my full support to produce this app and I would definitely be interested in purchasing, subscribing or, you know, selling a kidney for it."

Dynamic Revenue Plus

Loved by large independents

Large independent

Director of Sales, USA

> "Absolutely love it! Love how easy it was to have the software raise the price by just picking 20% or 30% instead of having to get an alert and log into a separate system to actually implement the increase."
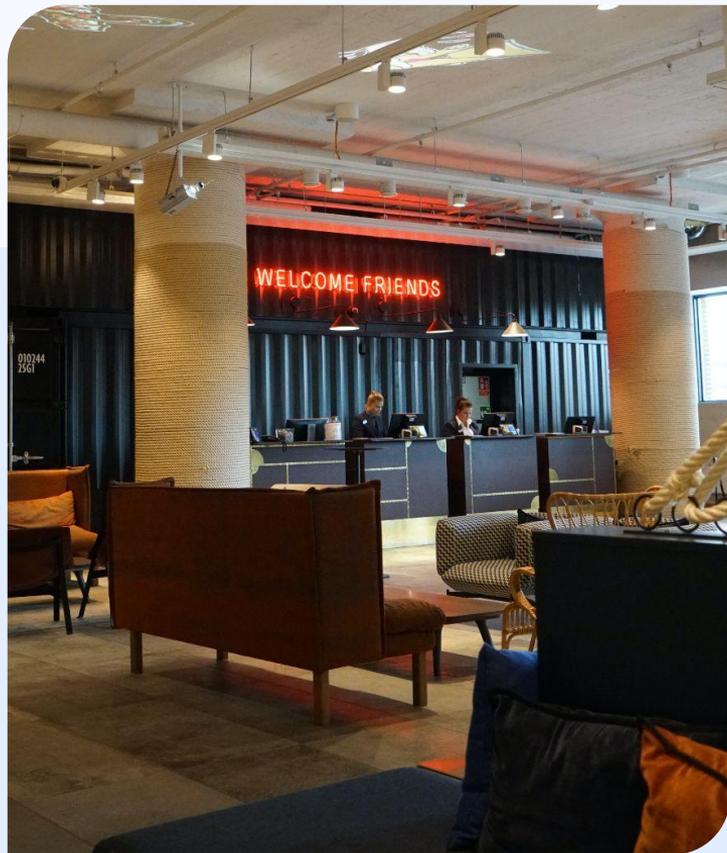
Dynamic Revenue Plus

Loved by groups and chains

Multi-property

Group Revenue
Manager, UK

"Now this is great, this is
great. These notifications
are very much required in
our industry. I always
wonder why it takes
someone so long to create
something like this."

Large group

Group Manager,
South Africa

"This is a game changer
100%. So I would like to
put this in the hand of
every sales manager
across any one of our
properties."
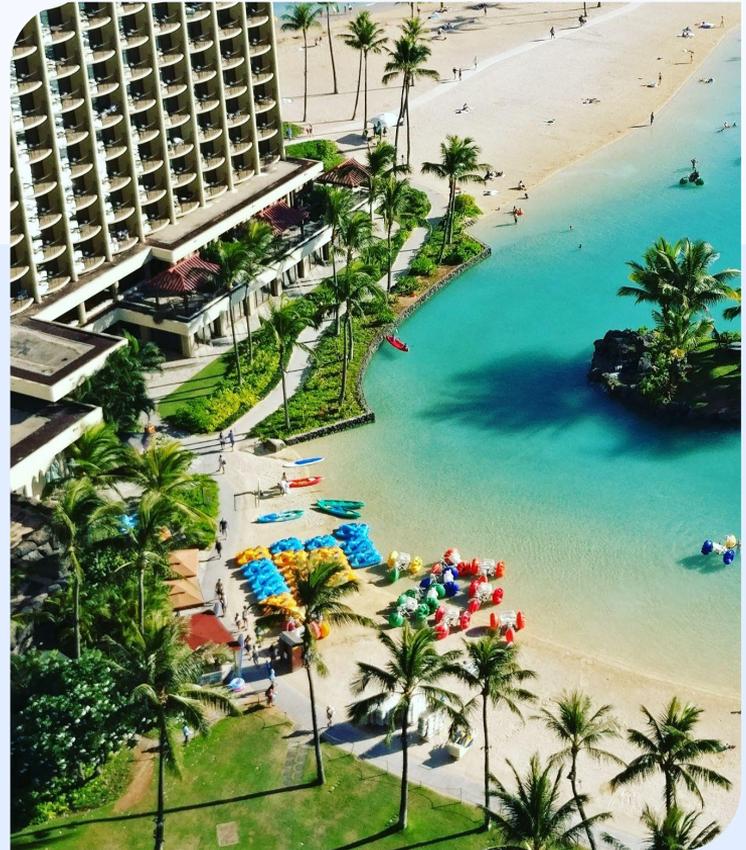
Dynamic Revenue Plus V1
Mid-2024

Targeted notifications and actionable recommendations to adjust price, update rate plans, policies and restrictions

Rate plan optimisation to ensure the best setup for targeted revenue growth, including support for groups and chains

Enhanced reporting

Advanced business intelligence: insights into business performance

Advanced market intelligence: market conditions, catalyst events and competitive environment

Dynamic Revenue Plus V2
12-18 months post-V1

Targeted actionable recommendations leveraging artificial intelligence (AI) and machine learning (ML)

Additional notifications and actionable recommendations to reach the right guest through the right channels at the right price

Advanced rate plan optimisation, including creation of new rate plans (for supported channels)

Automated execution of recommendations

Automated multi-property campaigns

Smart Platform built on SiteMinder's high fidelity data assets

Bookings

100m+ p.a.
40k hotels

Pace data

40k hotels
YoY bookings tracker

Global perspective

Serving hoteliers in
150+ countries

2-year forward rates and plans

40k hotels (others: 90+ days)
Scalable rate engine

Platform tracking data

Booking engine conversion
Platform usage patterns
Google Analytics

Competitive pricing data

Publicly-sourced and
proprietary

Events

Powered by PredictHQ
Local and relevant

Alternative data

Partners - TBC

Coming soon

Leveraging existing architecture and platform capability

SiteMinder Customer Platform

SiteMinder Data Platform

Existing

New Build

Reservations
Rooms & rates
Inventory
Configuration
Audit history
Tracking
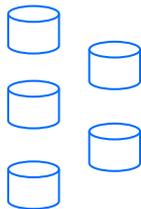
Third-party data
(events, airlines)

Notifications

Recommendations

Automation

Data lake
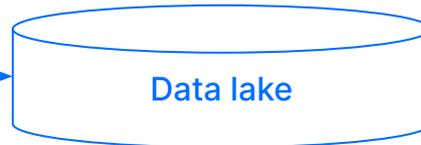
Business intelligence

Data analysis and processing

ML / AI

Channels Plus

SiteMinder customer Shinta Mani Wild, Cambodia
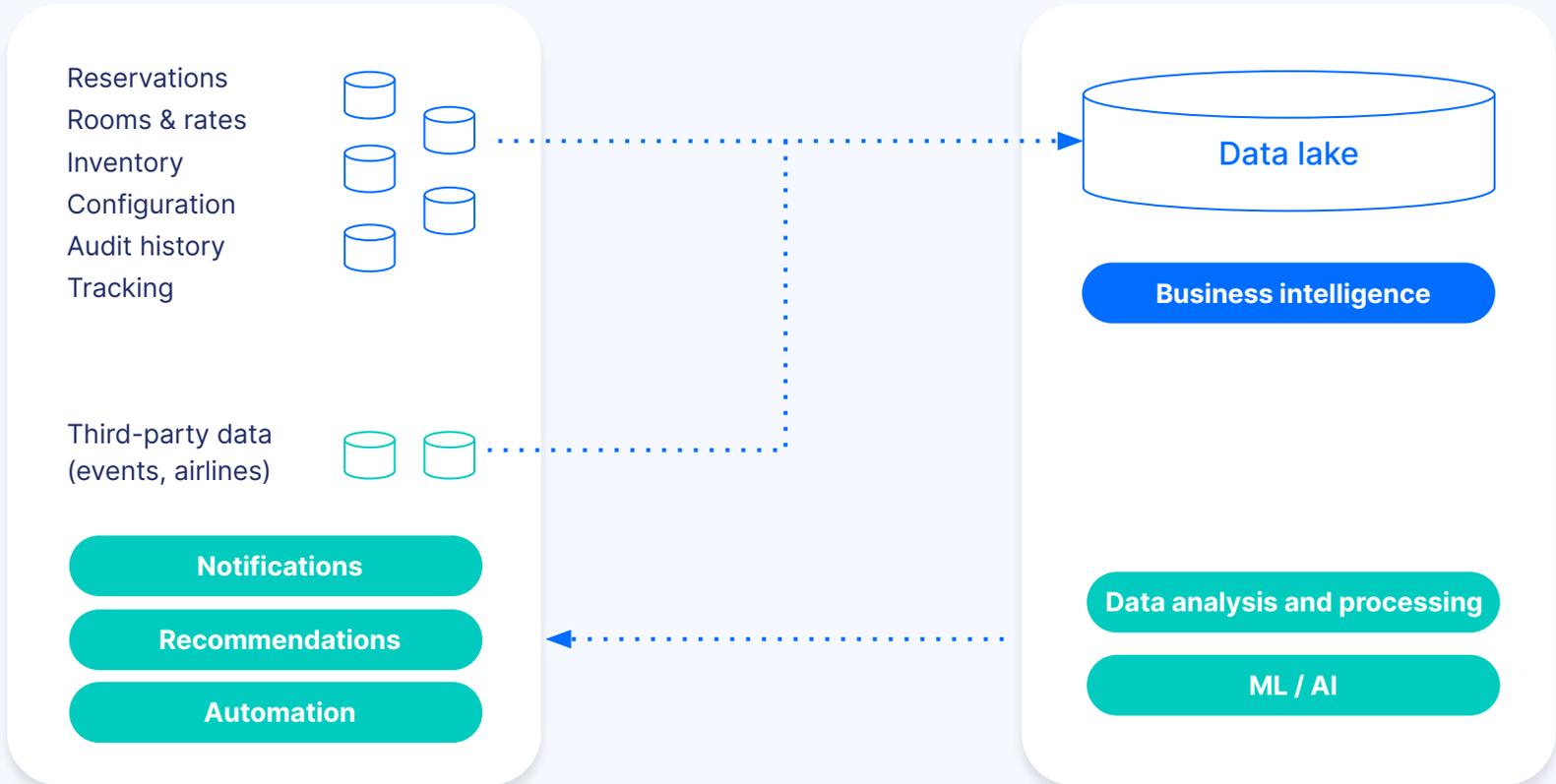
Friction in distribution is a real world challenge

For properties

Adding new channels takes effort

Each partner follows a different process, with properties having to map rates and data across systems.

For distribution partners

Hard to access untapped growth and value

Achieving growth in supply in new regions is challenging (especially for young and innovative firms).

Shared challenges

Complexity and volume of commercial agreements

Every connected property and partner pairing needs its own direct agreement - requiring negotiation, management, and for a potentially unproven return.

Lack of direct connection between property and content

Many partners rely on indirect sources, which can dilute margins, introduce supply risk, and only gives the property limited control and visibility of how their listing is marketed and sold.

Replacing the challenge of today....

Distribution channels
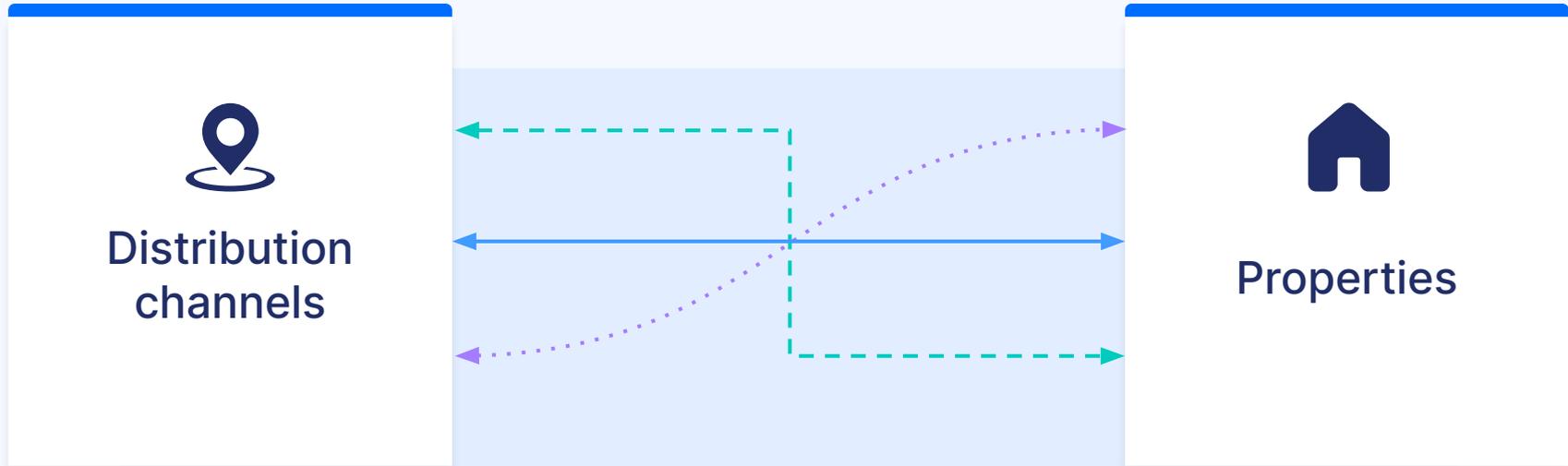
Properties

Many
connections, agreements, configurations

.... with the ease and simplicity of 'one' tomorrow

Distribution channels

effortlessly access more inventory and up-to-date content

Properties

effortlessly expand distribution

One

connection, agreement, configuration
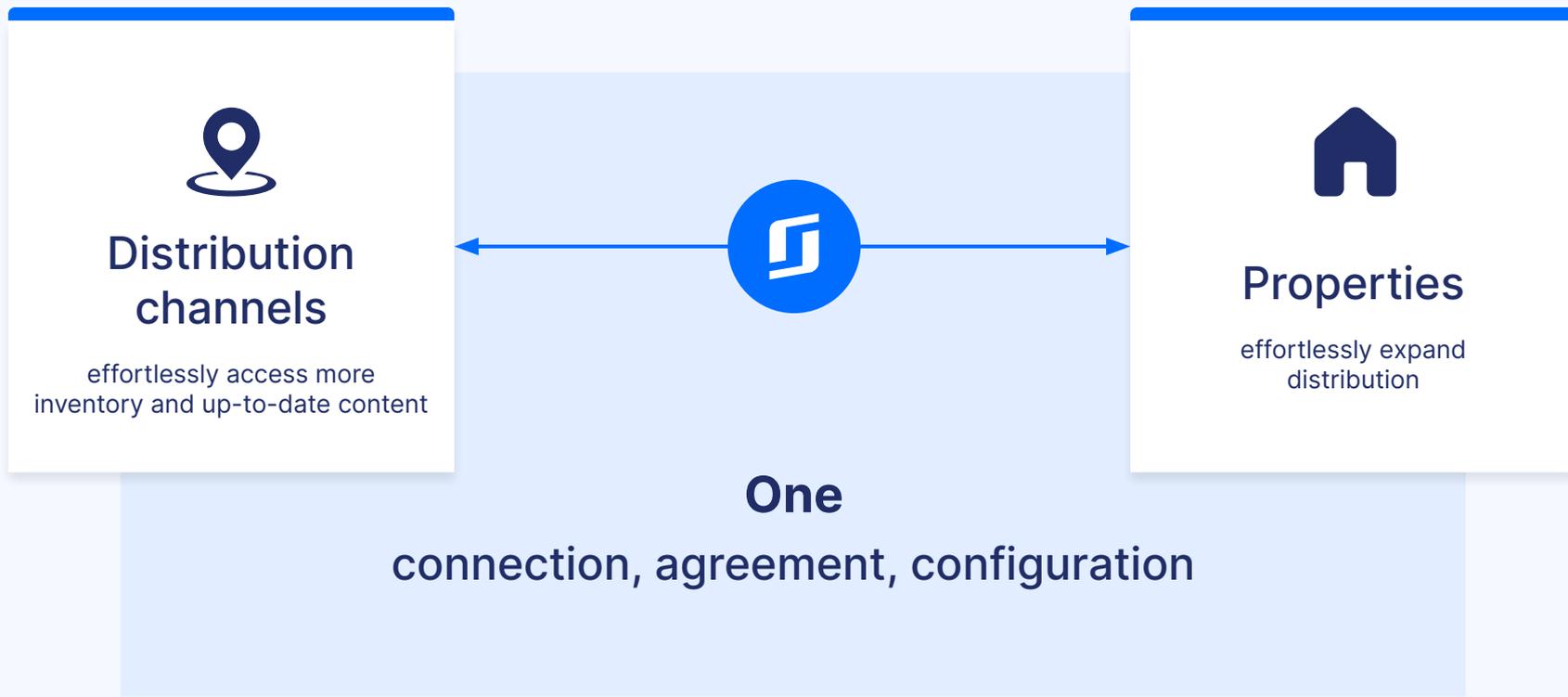
Our value proposition:

Simply reducing friction in distribution

Partner joins Channels Plus (API)

Property joins Channels Plus

Partner generates reservations

No additional effort for new channels/hotels
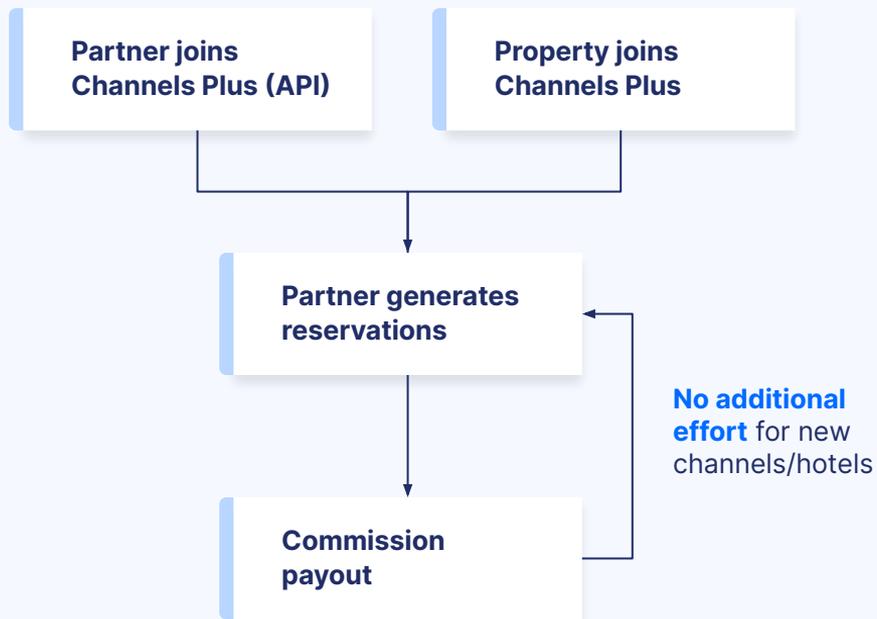
Commission payout

Partners and properties automatically connected on Channels Plus as they sign up to the program.

Content changes reflected immediately in API replies, ensuring **partners always have up-to-date content.**

Simple, standardised commission payout for properties with each partner through the platform.

**Hoteliers get more distribution.**

Partners get more inventory and content.

SiteMinder will share a percentage commission per booking with the partners for providing the service.

Highlighting partner-generated campaigns

Partners
Generate new campaigns with a click

Properties
Review and accept offered campaigns

Product design subject to change ahead of formal product release

Direct
relationships

Instant
supply

Exclusive
rates

Channels Plus

A new connectivity initiative that helps distribution channels connect with more properties

Piloting in mid-2024

Trent Innes

Chief Growth
Officer

Power of the Platform

Hear from a customer

Our presenters

Trent Innes

Chief Growth
Officer

**Kannaphon (Big)
Phienlumleart**

Senior Director of Distribution
at Minor Hotels

Commercial opportunity

Sankar Narayan

CEO & Managing Director

SiteMinder's current commercial model

SiteMinder shares in <1% of hotelier sales & marketing TAM across transaction and subscription products

Platform fees
Fixed fee, approx. <0.2% of GBV

SiteMinder Pay
Variable fee, approx. 2.5% of GBV[2]

GDS
Fixed and variable fee, approx. 4% of GBV[2]

Demand Plus
Variable fee, approx. 15% of GBV[2]
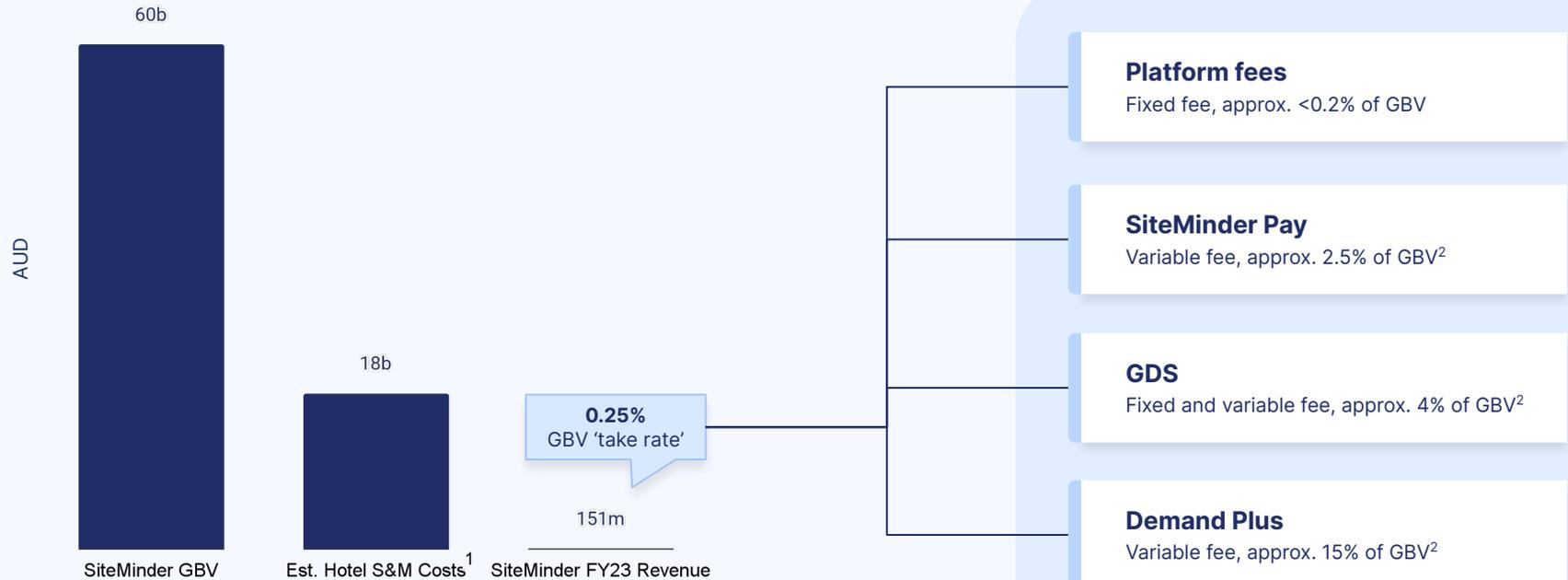
1. Based on 50-room property with booking composition and transaction product usage rates inline with SiteMinder averages
2. Approximate global average for customers that have and use these products; actual fees vary from customer to customer and region to region

Dynamic Revenue Management:

A hypothetical hotelier's experience

**Revenue
improvement
of 15%[1]+**

Improve rates,
occupancy and
distribution

### Conservative illustrative benefit for a hotel using DR+

(% of base revenue)

Additional revenue (generated through SiteMinder[1])	>15%
Less: incremental variable costs[2]	(4%)
New value created	**>11%**
Illustrative Dynamic Revenue Plus fee[3]	1%
ROI to the hotel	**>10x**

1. Revenue improvement based on the experience of customers who actively use SiteMinder for revenue management, and/or use a revenue management system
2. Based on 50-room property with: (i) guest acquisition cost of ~30% of revenues, (ii) booking composition inline with SiteMinder averages, and (iii) transaction product usage rates inline with SiteMinder average

The opportunity within our existing customer base

>$6b of potential value creation[1, 2, 3] for our existing customers

Additional revenue (generated through SiteMinder)

Less: incremental variable costs

New value created
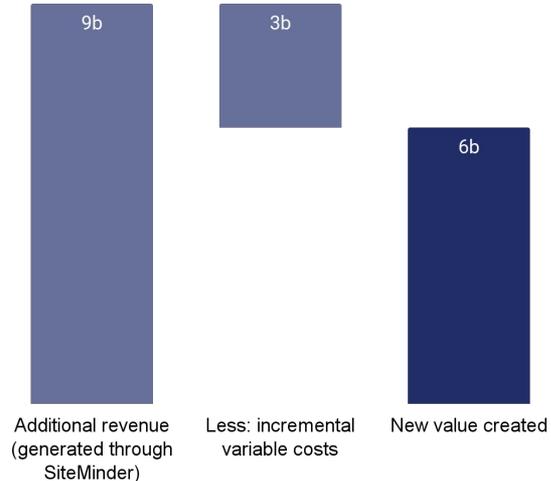
Every 1% monetisation of FY23 GBV is ~$600m

1% GBV monetisation of FY23 GBV worth ~600m

FY23 $60b GBV

SiteMinder opportunity
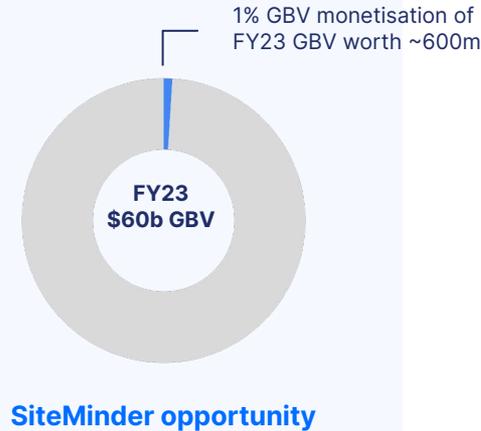
Delivering potential >10x ROI[4] to hotels at 1% monetisation

600m

1% monetisation

New value created
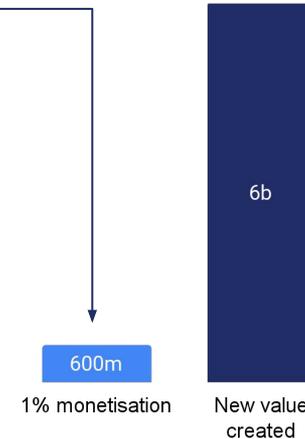
All figures shown are AUD

1. Based on 50-room property with: (i) guest acquisition cost of ~30% of revenues, (ii) booking composition inline with SiteMinder averages, and (iii) transaction product usage rates inline with SiteMinder average
2. Revenue improvement estimate based on the experience of customers who actively use SiteMinder for revenue management, and/or use a revenue management system
3. Value generated for hoteliers is calculated as additional revenue less distribution costs, and doesn't take into account hotel overheads and operating expenses
4. Return on Investment (ROI) is calculated as the potential value created divided by an estimated 1% monetisation of total GBV

User and customer profiles within SiteMinder

Operator type	SiteMinder's FY23 customer base[1,2]		SiteMinder's strategy and value proposition
	Properties (k)	**GBV (A$b)**	
No revenue management function/team	26	22	Fully integrated and automated solution 'in a box'
Revenue management function/team — No direct RMS integration to SiteMinder	11	32	Pricing and automation to drive efficiency and quality outcomes
Revenue management function/team — RMS directly integrated into SiteMinder	2	6	**Complement their existing capabilities** to deliver full **Dynamic Revenue Management**, supported by market and business intelligence

All aspects of Dynamic Revenue Management, BI and market intelligence

Non-pricing capabilities of Dynamic Revenue Management, BI and market intelligence

1. Estimates based on internal SiteMinder data and expert interviews
2. Values have been rounded for consistency

SiteMinder's proposed future commercial model

SiteMinder Plus

Upsell from SiteMinder Platform fee

From
$46
AUD per month

Everything you get with SiteMinder and more
- ✔ Booking engine
- ✔ Hotel website builder
- ✔ Competitor rate intelligence
- ✔ Rate parity insights
- ✔ DB plug-in apps

NEW

SiteMinder DR+

Upsell from SiteMinder Platform fee

TBC % GBV
AUD per month

Everything you get with SiteMinder and more
- ✔ Dynamic revenue management
- ✔ Advanced market intelligence
- ✔ Advanced business intelligence
- ✔ Group revenue automation

SiteMinder Platform

From
$109
AUD per month

Top features
- ✔ Channel manager and PMS integration
- ✔ Performance and pace insights
- ✔ 24/7 support
- ✔ Demand Plus and Pay (additional fees apply)
- ✔ **Channels Plus (additional fees apply)**

Pricing model details of **Dynamic Revenue Plus** and **Channels Plus** to be finalised closer to launch

Dynamic Revenue Plus Tier will be priced at a % of GBV as an add-on to the Platform fee

Dynamic Revenue Plus, while billed transactionally, will have **subscription-type margins**

Channels Plus will be available to all SiteMinder customers and charge a % of GBV fee for completed bookings, shared with the OTA

Note: Future commercial model is illustrative and can change without notice at any time

Closing comments

Sankar Narayan

CEO & Managing Director

Our sustainable competitive advantage

One of the richest hotel data sources

100m+ reservations p.a.

Most dynamic architecture

Designed for speed, reliability and scale

Most trusted platform

Trusted by 40k properties globally
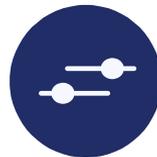
Broadest connectivity

1,800+ hotel systems, distribution channels and expert partners

Largest global GTM footprint

Localised and multilingual

Guidance reiterated

SiteMinder's growth guidance is unchanged and continues to target organic revenue growth of 30% in the medium term.

The Company expects to be underlying EBITDA profitable and underlying free cash flow positive for H2FY24.

SiteMinder customer Al Jabal Al Akhdar Resort

Key takeaways

Revenue management in the hotel industry is well behind other industries.

Smart Platform and Dynamic Revenue Management address adoption challenges, to provide the most comprehensive and integrated revenue solution for hotels.

SiteMinder is uniquely placed to drive this industry transformation.

Our platform today already has the largest GBV among independents with >100m bookings per year.

Smart Platform will deliver significant incremental value to hotels and distribution partners, with the opportunity for SiteMinder to share in the upside.

Q&A

Glossary

ARPU | Average Revenue per User [Customer], the average revenue earned per SiteMinder customer across all products/services.

CRS | Central Reservation System, a software platform that allows hotels to manage their reservations and inventory across multiple distribution channels (e.g. SynXis CRS).

GBV | Gross Booking Value, the value of bookings sold by a hotel via third-party platforms or directly to guests.

GDS | Global Distribution System, a computerised network (e.g. Amadeus GDS) that connects travel service providers to reservation systems for hotels and other travel suppliers. Often used by corporate travel customers for bookings.

HMS | Hotel Management System, a comprehensive hotel software solution that automates operations and optimises revenue, incl. distribution (e.g. Little Hotelier).

OTA | Online Travel Agent, e.g. Booking.com, Expedia.

PMS | Property Management System, a hotel software solution that centralises and automates operations to improve efficiency, profitability, and guest satisfaction (e.g. Mews).

Rate Plan | A bundle of settings and rules that you can apply to one or more of your room rates. This can include discounts, inclusions, or other package elements.

RevPAR | Revenue per Available Room, calculated as Total Room Revenue / Total Available Rooms or Average Daily Rate (ADR) × Occupancy Rate.

RMS | Revenue Management System, a software solution that helps hotels maximise revenue by optimising pricing and inventory.

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