

Camplify Holdings Ltd

A.C.N 647 333 962

42 Union Street Wickham NSW 2293

PO Box 7 Wickham NSW 2293

Ph: 02 4075 2000



ASX Announcement

13 November 2024

2024 Annual General Meeting

Camplify Holdings Limited (Camplify) (ASX: CHL) advises that the following will be delivered at the Company's Annual General Meeting being held today at 11am (AEDT):

- Chairman's Address to Shareholders; and
- Chief Executive Officer's Address to Shareholders.

Shaun Mahony

Company Secretary

More information is available on the Camplify Website.

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For further information please contact:

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About CHL

Camplify Holdings Limited (ASX:CHL) is in the business of elevating outdoor experiences through innovative and scalable tech solutions. Composed of Camplify, MyWay, PaulCamper and Rent a Tent, the CHL Group operates one of the world's leading peer-to-peer digital marketplace platforms. connecting recreational vehicle (RV) Owners to Hirers. With operations in Australia, New Zealand, Spain, the UK, Germany, Austria and Netherlands, Camplify and PaulCamper deliver a seamless and transparent experience for consumers looking to travel and connect with local RV owners.

This announcement was approved by the Company Secretary of Camplify Holdings Limited.

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FY24 CHL AGM – Chair’s Address

Dear Fellow Shareholders,

Welcome to Camplify’s AGM for the 2024 Financial Year

FY24 was not without its challenges but it was also a year of significant growth and strategic advancements.

FY24 saw CHL’s gross transaction volume (GTV) grow to \$165.5m, a 13.1% increase from the prior year, with revenue rising by 24.9%.

Disappointingly, the Group recorded an after-tax statutory loss of \$8.1m, primarily due to costs associated with the PaulCamper migration and increased operational expenses.

Our operations outside the Paul Camper countries performed well with our operations in Australia, New Zealand, the United Kingdom and Spain delivering strong performances. The UK and New Zealand markets were standouts where revenue grew by 108% and 69%, respectively.

The good news is the PaulCamper platform migration is now complete and traffic is improving. It has certainly been a challenging process. However, we are now entering the Northern Hemisphere low season and will need to wait to next calendar year to see significant improvements

The MyWay insurance platform remains instrumental in diversifying our revenue streams. This year, we successfully expanded our insurance offerings across Germany and other parts of Europe, and we plan to roll out further product innovations during this financial year. The insurance division is a key driver of both recurring revenue and enhanced customer loyalty, which we will continue to leverage into new offerings.

As we look to FY25 and beyond, our growth strategy remains clear: enhance our

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platform, drive international expansion, and diversify our revenue streams. With a new focus on expanding our Camper+ membership and our insurances offerings.

Importantly, the company has implemented a significant cost reduction program in recent months with a focus on profitability.

In closing, this is my last AGM as chair of Camplify Holdings. It has been my absolute pleasure to be part of the leadership team at Camplify. I would like to personally thank all of the shareholders, directors, management and staff at Camplify for their support since listing.

A personal thank you to Helen Souness who is retiring at this meeting and a warm congratulations to Andrew McEvoy who will be replacing me as Chair.

Warm regards,

Trent Bagnall

Chair

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FY24 CHL AGM – CEO’s Address

Good morning shareholders,

Thank you for joining us today at our company's 2024 Annual General Meeting. I'm Justin Hales, CEO and Founder of Camplify Holdings Limited.

On behalf of the CHL team and the directors, we appreciate and thank you for your continued support.

Camplify Holdings Limited (CHL) operates Camplify and PaulCamper and is one of the world's leading peer-to-peer (P2P) digital marketplace platforms connecting recreational vehicle owners with hirers in multiple countries.

We are a platform for connecting hirers and RV owners together. We provide everything both parties need. We are the glue that connects the transaction.

FY24 was a significant year for CHL in developing and consolidating systems, and operations. This process will enable the business to further develop into existing and future markets. As growing businesses continue to evolve and expand, particularly through acquisition, the ability to ensure optimisation and be future growth ready is critical.

During this period CHL focused its efforts on creating a global platform that can service all of our current and future regions, as well as developing key products to allow expansion in existing and new markets. We want to create a long term profitable and growing business that delivers many years of shareholder value. To achieve this, periods of stabilization and consolation are important, and allow future acceleration.

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As CHL continues to scale and grow, a pathway to profitability is clear. The strategic plan for this pathway has been set by the board of directors, and is being executed by the management team.

This pathway entails;

- The operation of an effective marketplace connecting customers, and supporting save and secure transactions through operational excellence
- Develop our member offerings in every region supporting our customers through value and protection with our insurance backed solutions
- Improve our operational efficiency through systems and tools, enabling scale without the need for manual handling
- Focus on core metrics to ensure the business drives towards our operational objectives

CHL continued on its outlined objectives of expanding in core markets in FY24, with two key strategic outcomes;

1. Enable the business to scale through technology, via simplification of systems
2. Develop the membership offering by setting the business up with improved insurance offering for future success

These 2 key outcomes are critical to ensure any future objectives of expansion, and growth. Through these outcomes CHL can achieve operational efficiency and scalability to enable a self-sustaining growth model at effective rates.

Key to our overall success are the key metrics of Revenue, Total Fleet. Total Members, and EBITDA.

Some key highlights from the past year:

- Overall in FY24 CHL achieved a revenue growth of 24.9%
- Take rate for the CHL group reached 28.9%
- Refined and improved our AER products in ANZ which saw uptake of our top level of 57.5% of bookings taking the higher level
- Migrated all countries to a single platform with multiple brands
- Migrated all countries to a single payment gateway system

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- Implemented global CRM
- Implemented global insurance technology solution
- Implemented global HRIS systems
- Implementation of AI powered systems to reduce customer service ticket management
- Key platform changes improving customer conversion rates across platform
- Centralised teams and consolidated roles
- Setup EU wide MGA status for key insurance products
- Engaged with key suppliers in EU to roll out of white label new insurance products
- Implemented improved insurance claims handling
- Migrated core customers services team to AI first approach reducing claims handling and improving customer service
- Created Business to Business division to develop key supply in ANZ
- Created new membership offering for EU countries allowing for rollout in FY25 supporting member first approach
- Rolled out global Finance ERP to enable more efficient reporting

The period was however met with challenges, notably in the performance of the PaulCamper division in Europe. This division in the second half was impaired by technology issues. The business in the short term saw a reduction in revenue of \$3.4m directly related to the migration project in reduced trade. This was combined with \$1.9m of once off costs incurred as a result of the project. However, the technology project undertaken has set up CHL in the European region. It has allowed for significant reduction in manual tasks, the ability to rollout new products, and a vast improvement in systems and automation. PaulCamper in its core regions has a strong brand, with strong support and the changes we have made will allow for its long term success inline with the overall objectives of the business.

For shareholders it is important to note. The investment CHL has made into technology, and infrastructure through this challenging project enables us for

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future success. The experience, expertise and systems we now have in our business and in our team to deliver long term based on this acquisition activity provides a valuable piece in our objective to be the world's leading platform.

Turning our attention to the Camplify regions;

The Australian market remained a core market for CHL, and saw a growth rate of 9.1% pcp, taking GTV from \$81.9m to \$89.4m for FY24 and a revenue growth rate of 26.5% taking revenue from \$25.4m to \$32.1m for FY24. This market saw significant demand above the available RVs on the platform during this period. As demand in peak period grows in Australia, there is a need to see an increased growth rate in RVs on the platform in the region, to service peak period demand from customers. The total registered RVs in the market has hit over 850,000. Camplify still has less than 1% of this total market on our platform

The United Kingdom market saw an overall growth rate of 111.4% pcp, taking GTV from \$4.8m to \$10.1m for FY24. Demand and interest from customers in the UK for outdoor domestic lifestyle holidays during this period drove these significant growth rates. Once again Camplify has still less than 1% of the total RV market on the Camplify

In the Spanish market Camplify saw consistent growth rates, and continues to be an excellent emerging market. The Spanish segment grew GTV by 51.4% pcp from \$1.1m to \$1.6m. Demand from customers both domestically and the return of inbound tourism to the Spanish market is positioning Camplify extremely well in a growing market.

Heading across the ditch to the New Zealand market, Camplify still saw this market grow by 77.3% pcp from \$11.9m GTV in FY23 to \$21.1m in FY24. This market is one of the fastest growing, and exciting markets for Camplify. Being the leading operator in this market, Camplify is extremely well positioned for continued growth in this market.

Outlook Year Ending 30 June 2025

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A key focus for CHL in FY25 is the global rollout of our insurance products across all markets. Our member Insurance products are a key offering for customers on both sides of the marketplace. These products are the long term unlock for growth and profitability of the marketplace.

FY25 for CHL will be a key deliverable year along our path of the 3-5 year roadmap and set us up for long term future success

Our objectives are to:

Grow Core Revenue

- Grow core customers including fleet and hiring members
- A global target of 25% take rate
- Build recurring revenue through MyWay

Focus on Operational Scale

- Build efficiency through automation and technology
- Use AI tools to enable customer growth
- Build brands enabling efficient CAC

Focus on Members

- Camper+ is a core strategy in development of markets
- Establish more complementary products for members
- Build additional membership levels

Focus on Ebit Performance

- Build BAU EBITDA levels
- Reduce operational costs as percentage of revenue as growth continues

Our 3-5 Year Goals are:

- Revenue \$125m
- Fleet 71,000
- Camper+ Members 20,000
- BAU EBITDA Margin 20%

CHL is confident in achieving our objective on this path and continuing to progress the business towards these key milestones

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CHL is well positioned globally to provide significant return to shareholders in future years with its investment into a truly global networked platform, with supporting insurance offering.

On behalf of the CHL team and the directors, we appreciate and thank you for your continued support.

Sincerely,

Justin Hales

CEO and Founder - Camplify Holdings Limited