



## **ASX ANNOUNCEMENT**

**Melbourne, 10 April 2025**

### **HELLOWORLD TO ACQUIRE WELLINGTON BASED BARLOW TRAVEL GROUP / BCD NEW ZEALAND**

Helloworld Travel Limited (ASX: HLO) today announced it had agreed to acquire 100% of Wellington based Barlow Travel Group (BTG). The business employs 30 personnel with most based in the Wellington head office.

Founded by Peter Barlow in 2011, the business trades as BCD Travel (BCD) in New Zealand under licence from Netherlands based BCD Travel, one of the world's largest corporate travel businesses with over US\$22bn in 2024 sales.

The consideration for the acquisition will be funded from HLO's existing cash reserves.

HLO will be acquiring 100% of the business from the various shareholders, notably Peter Barlow and Ross Jamieson. They will both remain as Executive Directors of the business, and will work alongside Helloworld New Zealand's Executive General Manager, Chris Hunter.

The acquisition comes about after HLO and BTG/BCD agreed to a long-term partnership in 2018 with respective put and call options as part of that deal.

The acquisition will be earnings accretive in FY25 and beyond, the consideration represents an FY23 EBITDA multiple of approximately six times.

Andrew Burnes AO, CEO and Managing Director of Helloworld Travel Limited said "We are very pleased to announce our acquisition of Barlow Travel Group. They have been one of the most iconic brands in corporate and event travel in New Zealand for many years and throughout that time have supported Helloworld New Zealand as part of our Associate network of agents."

"Peter Barlow and Ross Jamieson are outstanding travel professionals with an extensive knowledge of corporate and event-based travel with an amazing group of customers across New Zealand. We have worked closely with them over many years and are looking forward to an even closer involvement with our investment in the business" Mr Burnes continued.

Peter Barlow said he was delighted to see his business go one step further in the relationship with HLO.

"We have been partnering with HLO now for seven years as a member of their network in New Zealand and are delighted that the opportunity to take the next step and become a part of HLO has eventuated.

We can already see the advantages this will bring in terms of technology access, content and service delivery and together with Ross and the whole team we are looking forward to the ongoing development of the business.”

The transaction is expected to settle and complete in mid-April 2025.

Andrew Burnes, AO  
Chief Executive Officer and Managing Director

-ENDS-

This announcement is approved by the Board.

**About Helloworld Travel Limited**

- Helloworld Travel Limited (ASX: HLO) is a leading Australian & New Zealand travel distribution company, comprising retail leisure travel and business travel networks, travel broker networks, destination management services (inbound), air ticket consolidation, tourism transport operations, wholesale travel services, including event packaging and online operations, all supported by world class proprietary and non-proprietary systems.
- Helloworld businesses have over 900 staff located in Australia, New Zealand, Fiji and Greece, and over 2,700 members in its travel agency and broker networks in Australia and New Zealand.
- Helloworld Travel is a proud sponsor of the School of St Jude in Tanzania.



**INVESTOR CONTACT:**

Michael Smith  
Chief Financial Officer  
Helloworld Travel Limited  
+61 3 9867 9600  
mike.smith@helloworld.com.au