



Helloworld to acquire additional cruise businesses

15 February 2017

Helloworld Limited (ASX: HLO; Helloworld) today announced the successful acquisition of Cruise Factory, Seven Oceans Cruising, Cruise Abroad and Worldwide Cruise Centres.

Cruise Factory is an innovative cruise data provider specialising in providing access to a database covering all major ocean and river cruise products with more than 20,000 itineraries, over 120 cruise lines, 450 Ocean and River cruise vessels and information on over 3000 ports worldwide.

Seven Oceans and Cruise Abroad are wholesale cruise specialists providing cruise packaging and services to a wide range of agency groups including the affiliated network of WorldWide Cruise Centres.

Based in Burleigh Heads on the Gold Coast these companies bring a depth of management and an experienced pool of staff to the Helloworld business and the existing management will continue to be involved going forward.

Helloworld Executive Director and Head of Wholesale Cinzia Burnes commented on the growth and unprecedented demand within the cruise sector in Australia and the benefits this acquisition will bring to the Helloworld Limited portfolio of brands.

“This acquisition builds on our already established cruise presence with The Cruise Team, and will be beneficial additions to our Wholesale division that will deliver us results in this key area” said Mrs Burnes.

The transaction is scheduled to be completed by the end of February 2017 with consideration for the acquisition comprising 100,000 Helloworld Limited shares and \$664,000 in cash.

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About Helloworld Limited

- Helloworld Limited (ASX: HLO) is a leading Australian & New Zealand travel distribution company, comprising retail travel franchise operations, destination management services (inbound), air ticket consolidation, wholesale, corporate and online operations. This includes “*helloworld*”, Australia’s largest network of franchised travel agents, as well as our Corporate, Associate, Affiliate and Travel Broker networks, Qantas Holidays, Go Holidays in New Zealand, AOT Inbound, ATS Pacific, QBT, Sunlover Holidays and Insider Journeys
- “*helloworld*” is a nationwide network of independently owned and operated retail travel agencies offering Australia and New Zealand outstanding service, and the best value, tailor-made leisure and corporate travel experiences
- HLO has over 1900 staff located in Australia, New Zealand, Fiji, the USA, South East Asia, India and UK/Europe
- Helloworld is the proud major sponsor of:
 - Volleyball Australia and the ***helloworld Volleeyroos*** men’s and women’s national teams;
 - Basketball Australia and the ***helloworld Boomers***, the Australian Men’s Basketball team;
- Helloworld is a major sponsor of the National Basketball League (NBL)
- Helloworld is a major sponsor of the Carlton Football Club including “Carlton in Business”

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