

# MüDeal

**Amazed.com launch**

ASX: MYD

29 March 2022



**Live a little. A lot.**

Discover, book and review local experiences on Amazed.



## MYDEAL LAUNCHES AMAZED.COM MARKETPLACE

- MyDeal has launched a new marketplace, Amazed.com (Amazed) – a global marketplace of activities and experiences built for locals
- Leveraging MyDeal’s proprietary marketplace technology and know-how, Amazed opens up the highly attractive global experiences and activities market
- Sam Pinney, previously Product Director at Redbubble, to head up the Amazed marketplace.
- Amazed has been launched in Australia, with a New Zealand launch to happen in 2022, which will then be followed by launches in the United States and United Kingdom in 2023
- Over 250 suppliers are already on the marketplace, including Melbourne Zoo, Liberty Balloon Flights and Experience Co
- Amazed GTV to be incremental to MYD’s \$500 million FY25 Gross Sales target; Amazed operating costs already factored into the Company’s pathway to EBITDA profitability by FY25
- Amazed.com is now live and generating transactions



# EXPERIENCED TEAM WITH STRONG LEADERSHIP

MyDeal has appointed Sam Pinney as Product Director, Amazed.



Prior to joining Amazed, Sam was Product Director at Redbubble for 5 years, a global online marketplace for print-on-demand products based on user-submitted artwork.

Sam brings extensive experience in building marketplaces and expanding into new international markets.

In his new role, Sam will focus on the Amazed business and leading the digital strategy across supplier experience, personalisation, conversion optimisation, SEM, SEO, email and mobile.

Sam is joined by technology and marketing specialists with decades of experience in ecommerce and the experiences industry.

Amazed will also be supported by MYD's existing team and infrastructure.



**Matt Hosking**  
Technology Lead

Matt joined MyDeal in 2021 and has over 15 years of software engineering experience, primarily focussed on Microsoft web technologies.

Prior to MyDeal, Matt worked as a Senior Engineering Manager at ZipPay and held senior roles at Kolmeo and Alinta Energy.



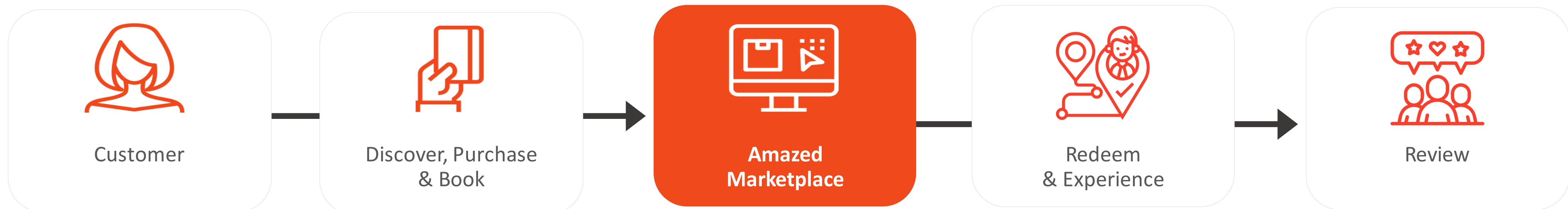
**Jodie Tatchell**  
Strategic Partnerships

Jodie brings deep experience developed over 25 years experience in the Tourism Industry.

Having worked with travel companies large and small all across the globe, Jodie's insight into new markets, distribution and all levels of the tourism industry will help attract suppliers to Amazed and leverage the technology available to them.

# AMAZED.COM AT A GLANCE

A marketplace for activities and experiences.



## Attractive Business Model

- Scalable business driven by proprietary technology model
- Network effects attracting both customers and suppliers
- Capital-light model

## Competitive Advantages

- Local Focus
- Open marketplace
- Seamless customer experience delivered through proprietary technology
- Leverage MyDeal's 1M+ active customers
- Localisation and Personalisation



# MARKETPLACE TO DISCOVER AND BOOK EXPERIENCES

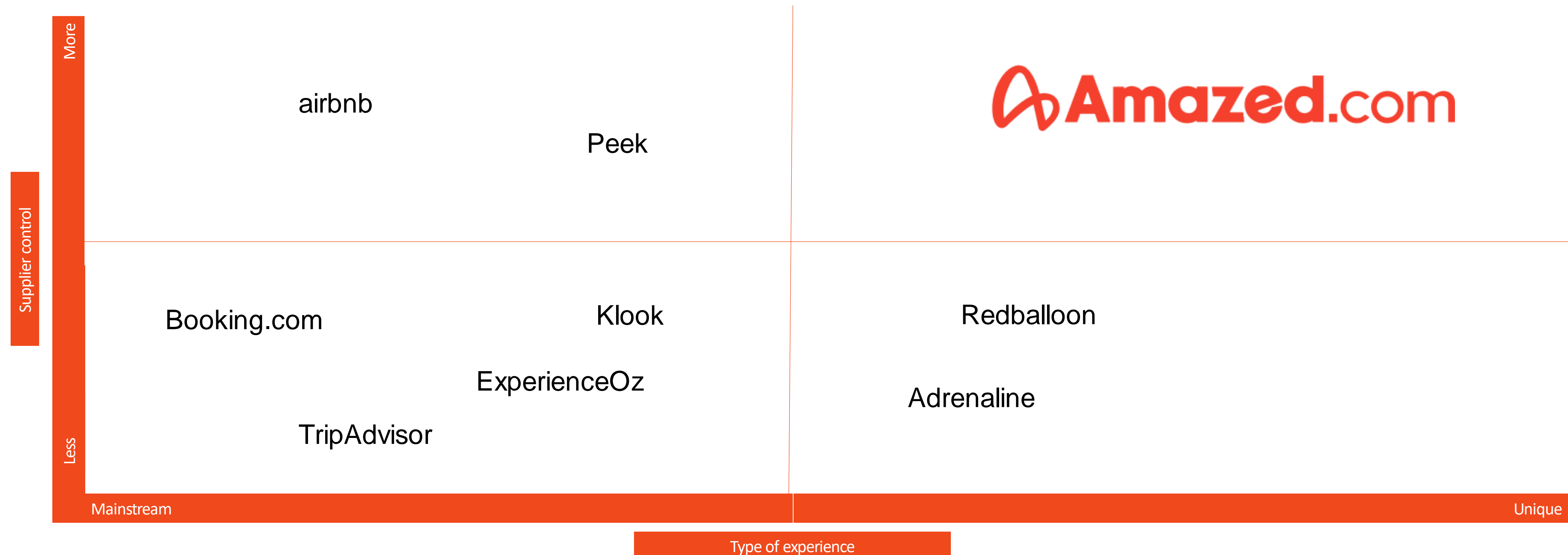
Amazed.com is uniquely positioned as an open marketplace focussed on local experiences

- As an **open marketplace**, we put control into the hands of the sellers, providing tools and services to elevate their offers on the marketplace
- In addition to mainstream experiences, we will expand into the long tail of existing supply, bringing unique offers online and **helping locals discover** the biggest catalogue of **nearby experiences**
- Amazed is focused on the here and now, the **unique experiences** that exist in your local area, just around the corner. Amazed brings life to your everyday



# MARKETPLACE TO DISCOVER AND BOOK EXPERIENCES

Amazed.com is uniquely positioned as an open marketplace focused on local experiences





# WHY AMAZED IS THE RIGHT OPPORTUNITY FOR MYD

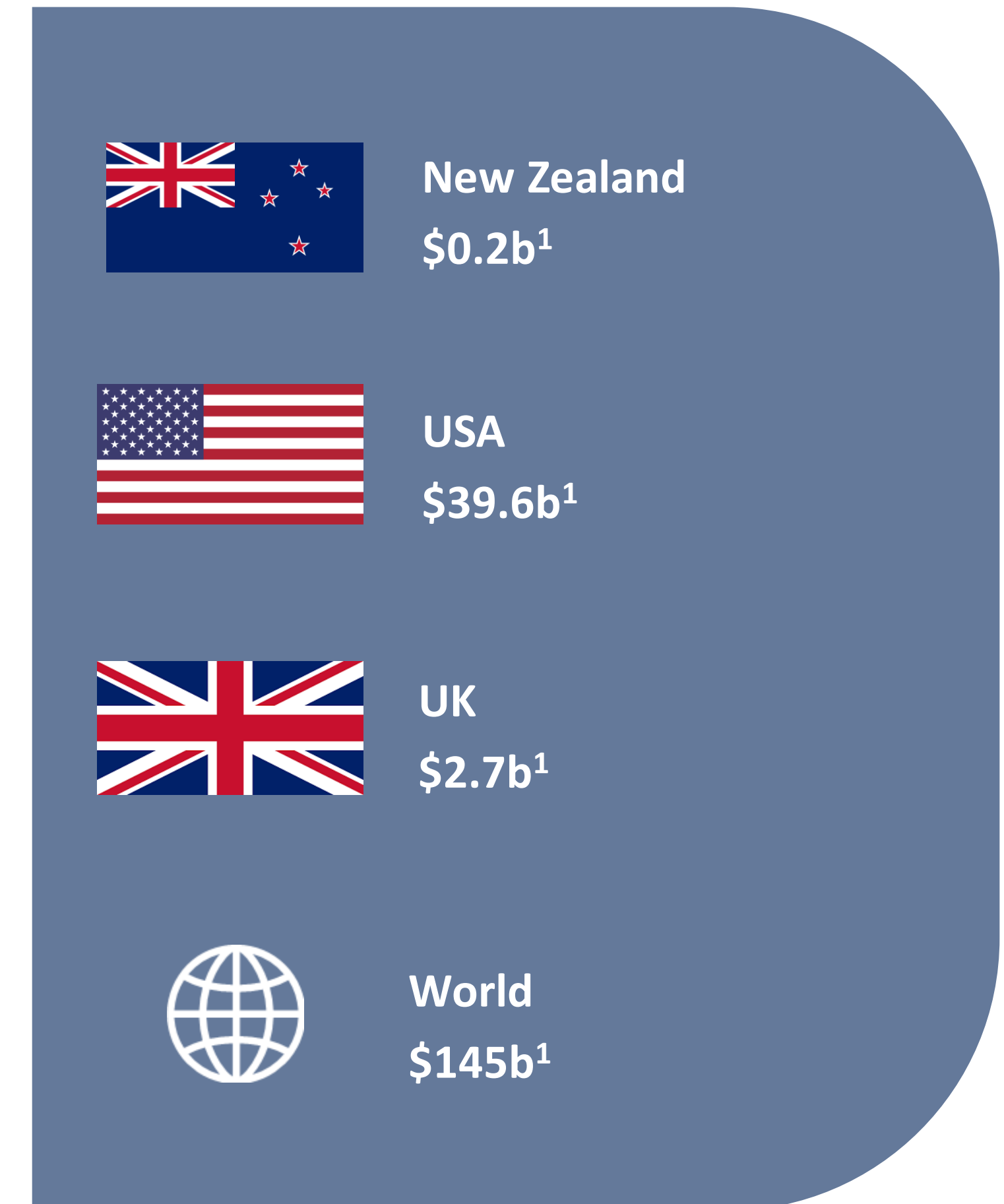
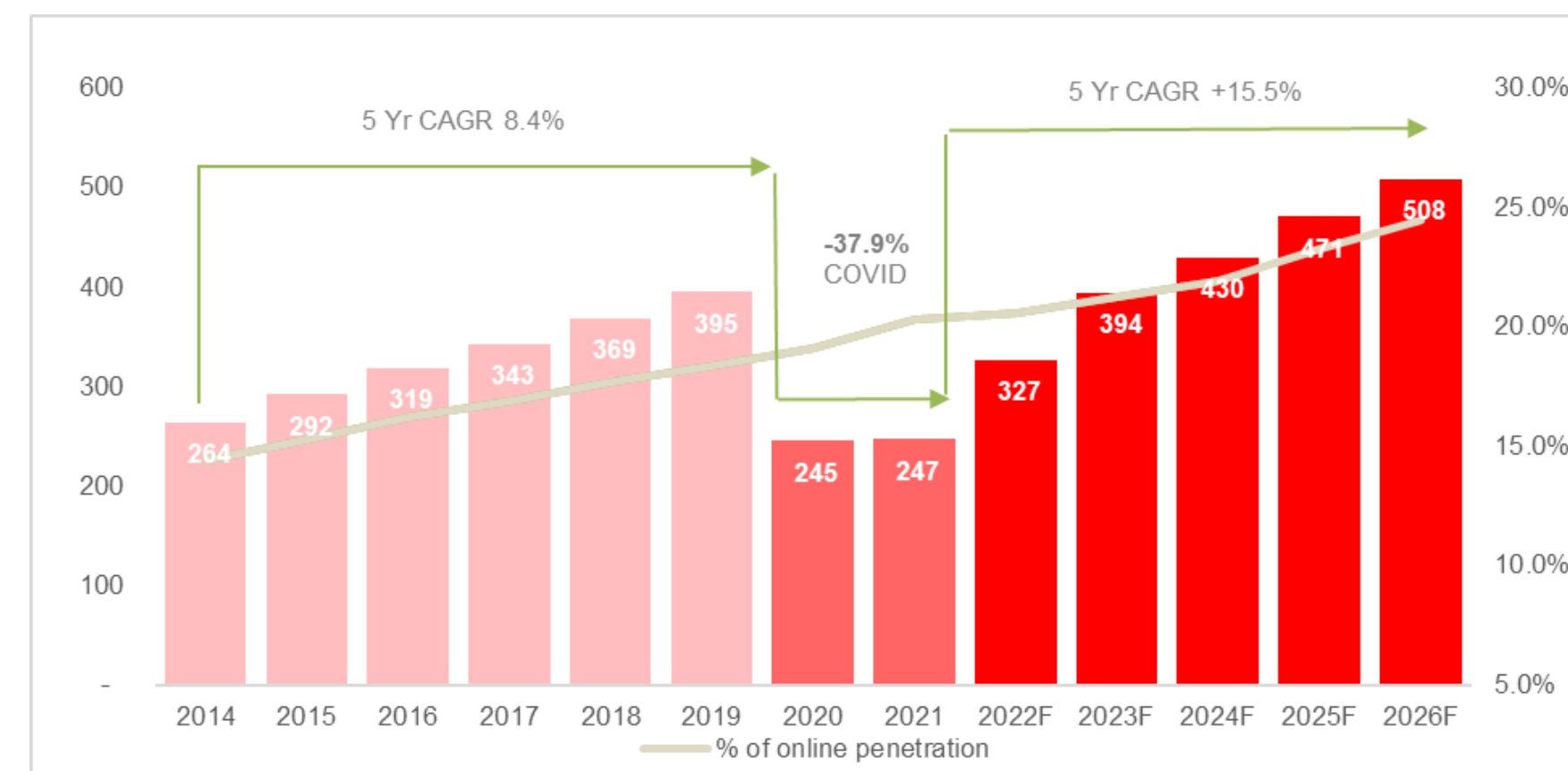
The activities and experience market is a large, high growth market

- Consumers spend >USD\$145 billion p.a. globally on experiences and activities<sup>1</sup> (forecast 5 year CAGR: 19.5% pa)
- Australian market forecast to grow from \$1.2 billion to \$2.0 billion over the next 5 years<sup>2</sup>
- Online penetration expected to grow to 25% by 2026 as industry embraces digital and more sales shift online
- Significant growth is expected in Australia over the next 5 years (15.5% CAGR) as the market rebounds from COVID

**Total Addressable Market (TAM)  
Australian Activities and Experiences<sup>2</sup>**



**Online Sales Penetration for  
Activities and Experiences<sup>2</sup>**

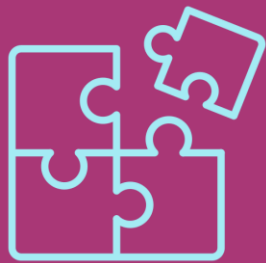


1. Euromonitor International - Travel, 2022 edition (TAM - Attractions and Experiences (excl Casinos) - Global)  
2. Euromonitor International - Travel, 2022 edition (TAM - Attractions and Experiences (excl Casinos) - Australia)



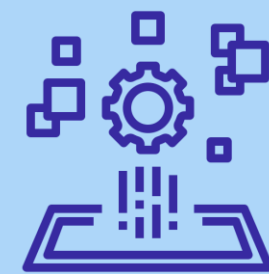
# WHY AMAZED IS THE RIGHT OPPORTUNITY FOR MYD

By leveraging its 1m+ active customers and proprietary technology, MyDeal is well positioned to scale rapidly



## Attractive market, fragmented supply

- Large market with significant growth expected over the next 5 years
- Providing entry opportunity for an experienced marketplace aggregator



## Leverage MyDeal's Proprietary technology

Software and services to empower sellers to grow their business through Amazed



## Leverage MyDeal's marketplace expertise

- Proven ability to grow marketplace inventory and supplier relationships
- Deep eCommerce experience



## Cross sell opportunity

Leverage MyDeal's loyal base of 1m+ Active Customers and 6.5m monthly unique visits

# ASPIRATION AND STRATEGY

We believe that life's about getting out there and creating amazing memories. Amazed is about opening up the world of experiences and reveals the secret adventures that exist around the corner. We will inspire locals to get out there and get amongst it. Share their stories. Go beyond the boring and soak up the new.

## Build the destination for discovering local experiences

- Build the largest range of local experiences via an open marketplace.
- Enable suppliers through turnkey integration with existing point-of sale and booking software.

## Delight customers with hidden gems

- Offer the right experiences, to the right people, in the right location.
- Personalisation to uncover the best kept local secrets and drive repeat usage.

## Start local. Go global

- Launch in Australian market H1 FY22.
- Launch in NZ 2022.
- US / UK 2023.



# GROWTH INITIATIVES



## Onboard new sellers

Seamlessly onboard inventory via integrations with reservation systems and provide self-service tools to control and amplify content



## Leverage existing market technology

Leverage existing marketing and customer acquisition capability.



## New Markets

Support additional currencies, localised payment methods.



## Personalisation & Data

Improve discovery by recommending relevant experiences, categories, and sellers at scale using real time 1-to-1 AI technology.



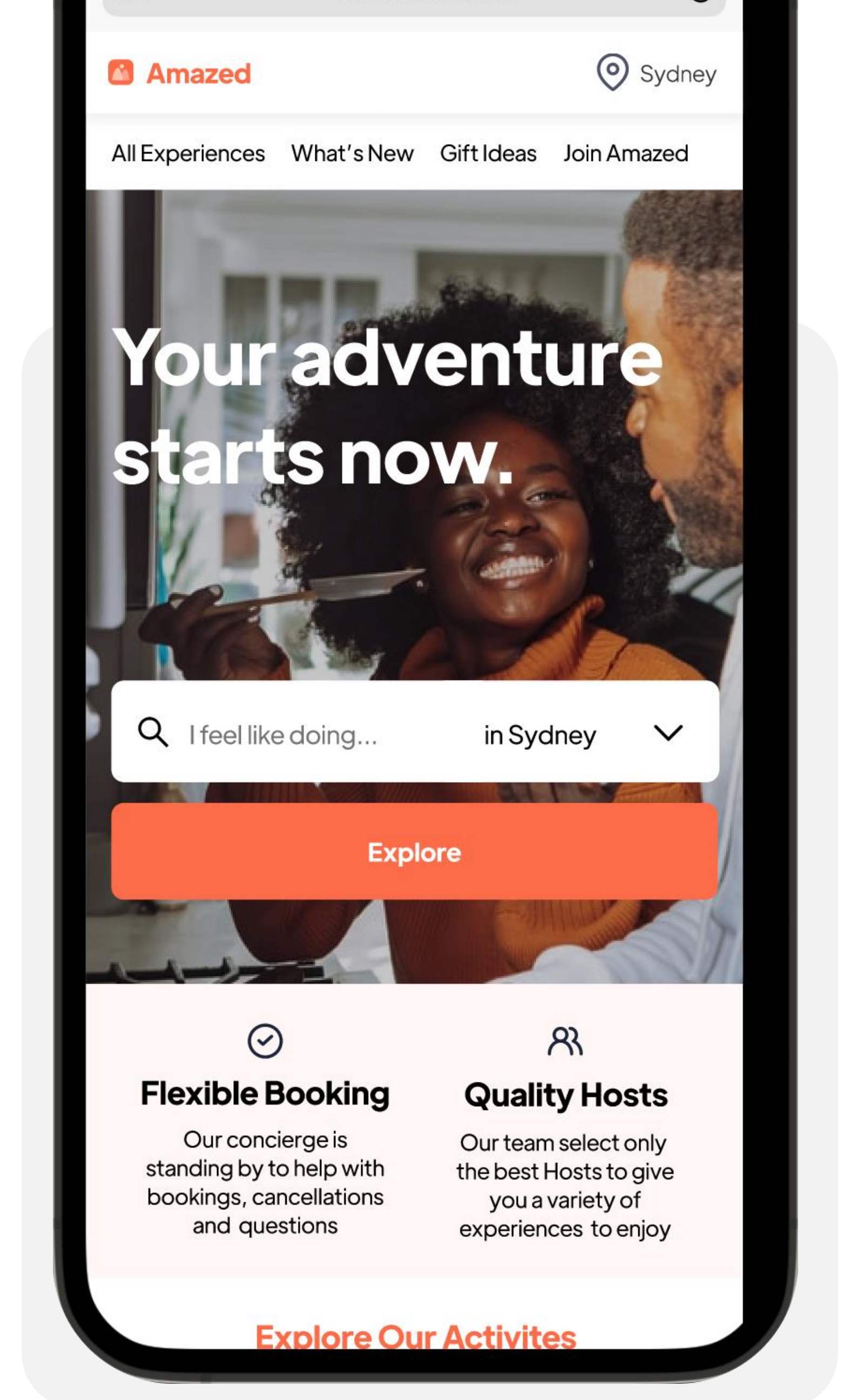
## Mobile App

Getting amongst it requires a mobile first user experience. Apps improve mobile experience, reduce marketing costs and increase customer retention.



## Tap existing customer base

Introduce Amazed to MyDeal's 1m+ active customers.



# AMAZED FINANCIAL CONTRIBUTION

## Revenue model and contribution:

- Amazed earns revenue via commission on gross transaction value (GTV) through the marketplace
  - Amazed is live and bookings are already being made through the platform
- Amazed GTV is not included in MYD's FY25 Gross Sales target of \$500m
  - GTV and revenue from the new venture to be incremental to MYD's positive sustainable growth outlook

## Forecast investment and funding:

- Amazed forecast operating expenditure already factored into MYD's positive EBITDA target by FY25
- With Amazed leveraging MYD's existing infrastructure and expertise, it is expected that a modest investment of \$1.5m pa (\$1m opex, \$0.5m capex) will be required over the medium term
- Expenditure to be funded from existing cash reserves (\$40.2m as at 31 December 2021)



## KEY TAKEAWAYS

- MYD has launched the Amazed marketplace: a global marketplace of activities and experiences built for locals
- Amazed leverages MYD's marketplace technology and loyal base of >1m Active Customers
- Experienced Amazed team lead by Sam Pinney to be supported by MYD's existing team and infrastructure
- Large global market now open to MYD: >\$145b TAM pa, forecast to grow at 19.5% pa over the next 5 years
- With the marketplace now live, rollout has commenced in Australia. New Zealand to follow in 2022, and US and UK in 2023
- Amazed GTV to be incremental to MYD's \$500m FY25 Gross Sales target. Amazed opex already factored into to MYD's positive EBITDA target by FY25

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# Thank You

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