

Webjet Limited

Webjet OTA

Strategy update

Dave Galt



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Mix & Match
airlines for
the best value.





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**Market leader &
Australia's
#1 OTA.**

Unparalleled Convenience & Choice.



Flights

Unique domestic flight matrix and **enhancing our international flight offerings** through integrations



Hotels

Delivered many enhancements, including merchandising, payment & refund, to drive sales



Holiday Packages

Layering our leading Mix'n'Match flight capabilities over vast hotel inventory



Travel Insurance

Now more than ever **travellers are protecting themselves against the unexpected** while travelling



Hire Cars

Self driving is now favoured over ride-share and public transport in many destinations



Activities

Integrated Viator content to **strengthen our 'on trip' experiences** offering

Providing unparalleled convenience & choice ensures we remain

Australia's #1 OTA.



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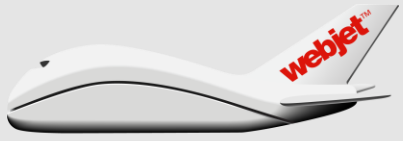
8.8% average market share
across all GDS bookings FY23 YTD*.

Share **up 57%**
from 2019.

Growing Webjet OTA.

Our goal is to deliver continued market share growth through **5 key strategic areas**.





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Leveraging our strengths across strategic initiatives.

Leveraging our strengths to support strategy.

Webjet OTA continues to leverage our strong brand, scalability and superior technology to increase our market leadership as the #1 OTA in Australia and New Zealand and we see opportunity to expand both our domestic and international market shares.

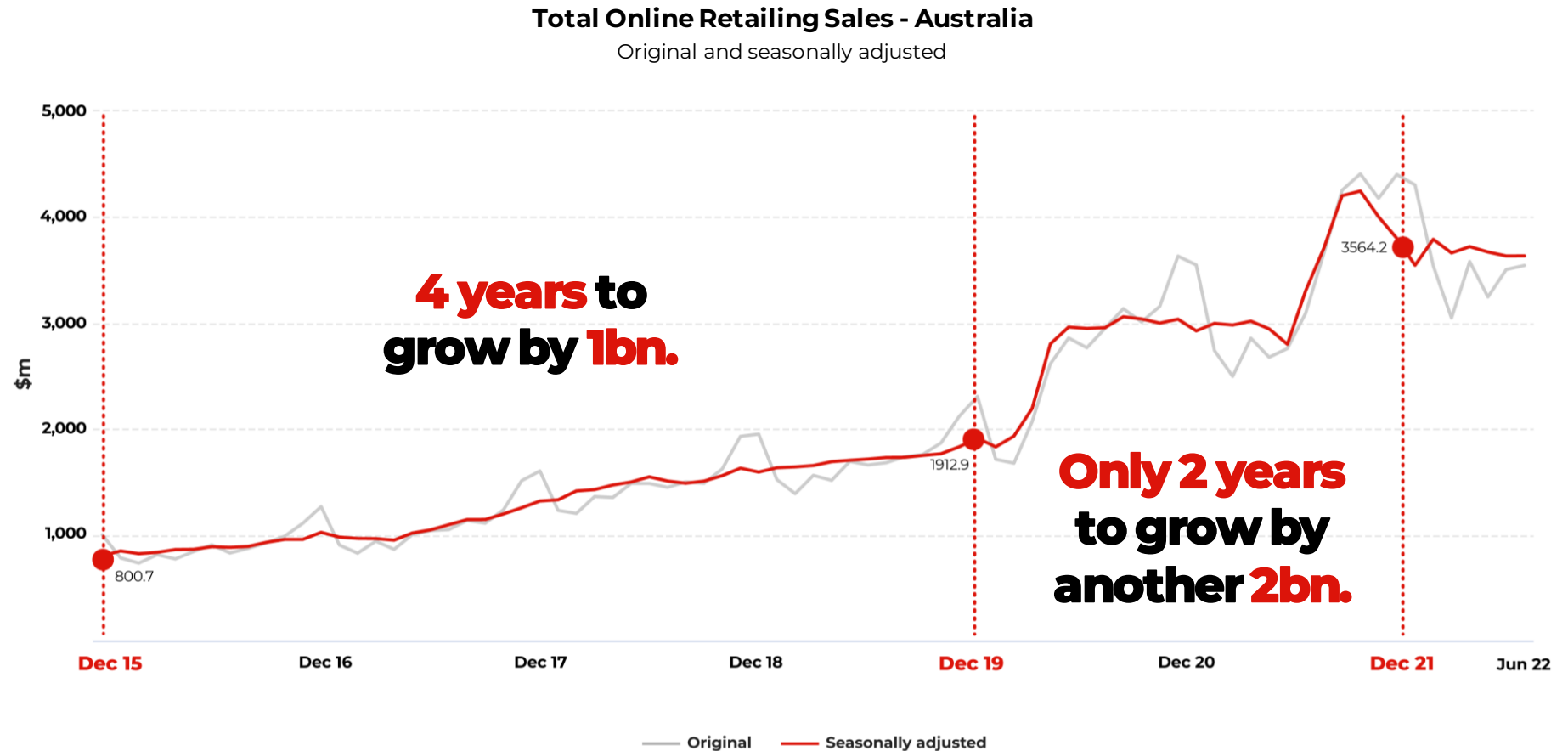
- **Brand strength as the #1 OTA**
Continuing to improve our value proposition for our customers and increase organic traffic to our website.
- **Scalability**
Our highly variable cost base allows us to effectively manage costs through demand fluctuations and increased automation is further reducing costs while also enhancing the customer experience.
- **Superior technology**
Innovation and technology improvements are making it easier for our customers to book, change and cancel their bookings.



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**Shift to
eCommerce
continues** despite
easing of Covid
restrictions.

Online shopping 2 x pre-pandemic levels.



Source: Australian Bureau of Statistics, Retail Trade, Australia June 2022 (June Release)
<https://www.abs.gov.au/statistics/industry/retail-and-wholesale-trade/retail-trade-australia/latest-release#online-retailing>



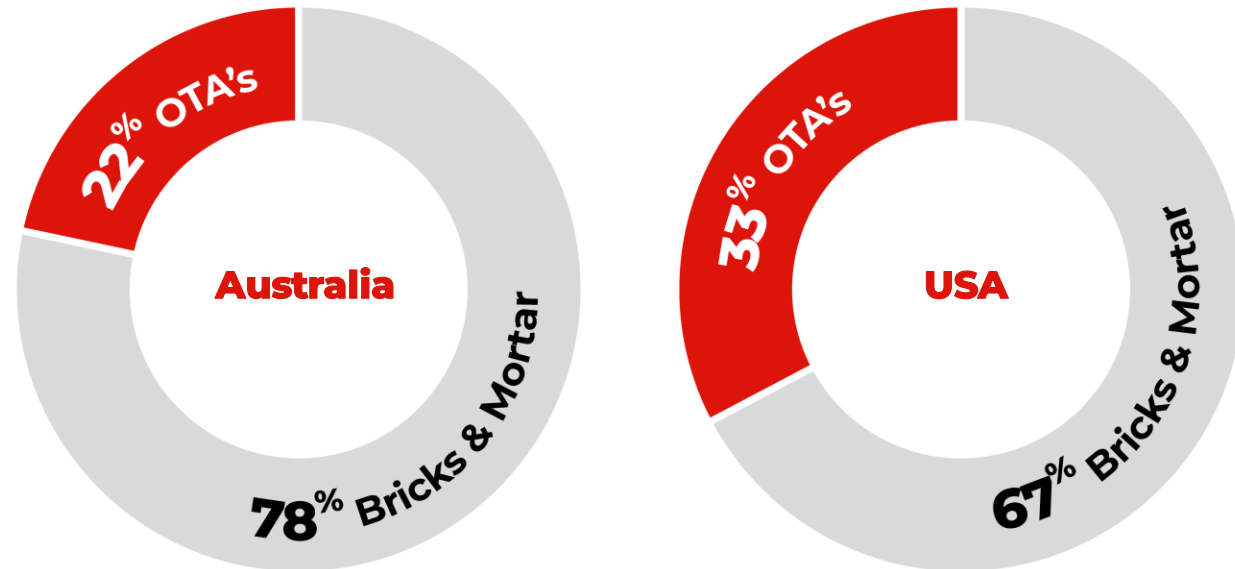
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The pandemic
accelerated
eCommerce
in AUS.

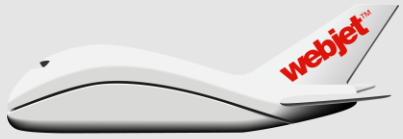
Long runway
for growth.

Online Travel Agency penetration behind USA.

Online vs Bricks & Mortar Agencies



The penetration of OTA's in the USA and accelerated eCommerce in Australia
highlights the growth opportunity for Webjet OTA.



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Leisure travellers
want more
convenience.

**Business
travellers** want
more control over
their itineraries.

**All travellers crave
self-serve.**

High Touch Retail quickly shifting to No Touch Retail.





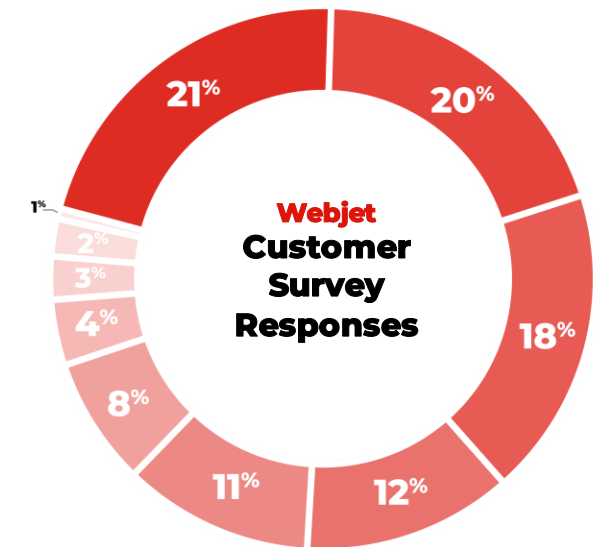
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**Travellers
perceive value
in many ways
when booking.**

Customer Engagement.

Webjet's customers want more than just low prices.

- 21%** Best price available
- 20%** Flexible booking conditions
(ability to change for free, free cancellation to credit, refundable)
- 18%** Departure times & available dates
- 12%** Airfare inclusions
(seat selection, checked baggage, meals & entertainment)
- 11%** Trusted airline or accommodation
- 8%** Flexible payment options
- 4%** Loyalty programs
- 3%** Health & hygiene policies
- 2%** 24-hour customer service contact
- 1%** Ability to offset carbon emissions



Webjet customer survey, 2021.
5,000 respondents



Increase
conversion.

Payment options to suit consumers evolving habits.





Recently added:


- AfterPay
- PayPal in 4
- Google Pay
- PayID (Poli)


Loyalty: Members of these programs can redeem their loyalty points at Webjet for travel products :


- NAB Rewards (AU)
- AMEX Membership Rewards (AU + NZ)
- ASB True Rewards (NZ)



Select a payment option


☒    




☐  PayPal


☐  Pay in 4


☐ afterpay 


☐  POLI Pay 


☐  AMERICAN EXPRESS
MEMBERSHIP REWARDS®





☐   

☐ 

Select a stored card or enter a new one 

☐  Master Card
..... 0390

☐  Visa
..... 3117

☐ Enter a new card    

Strategy Area



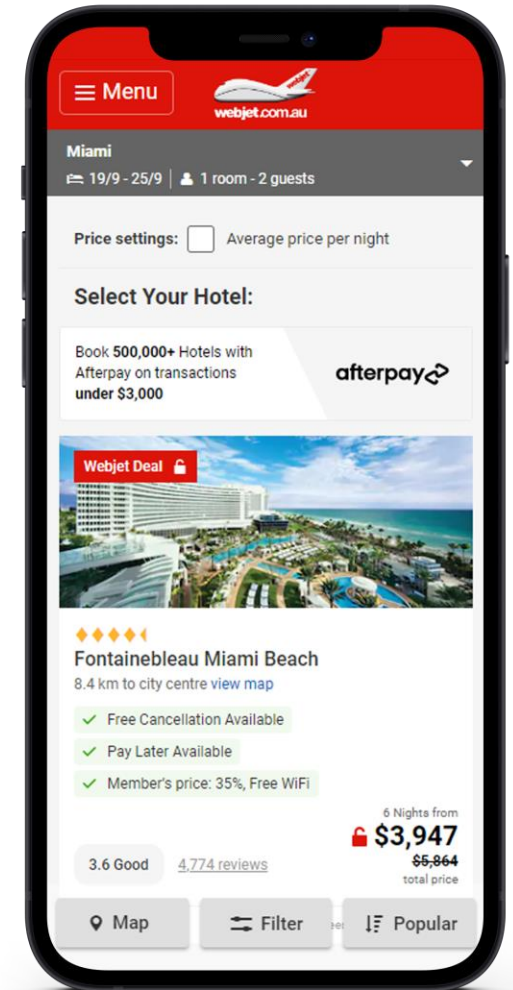
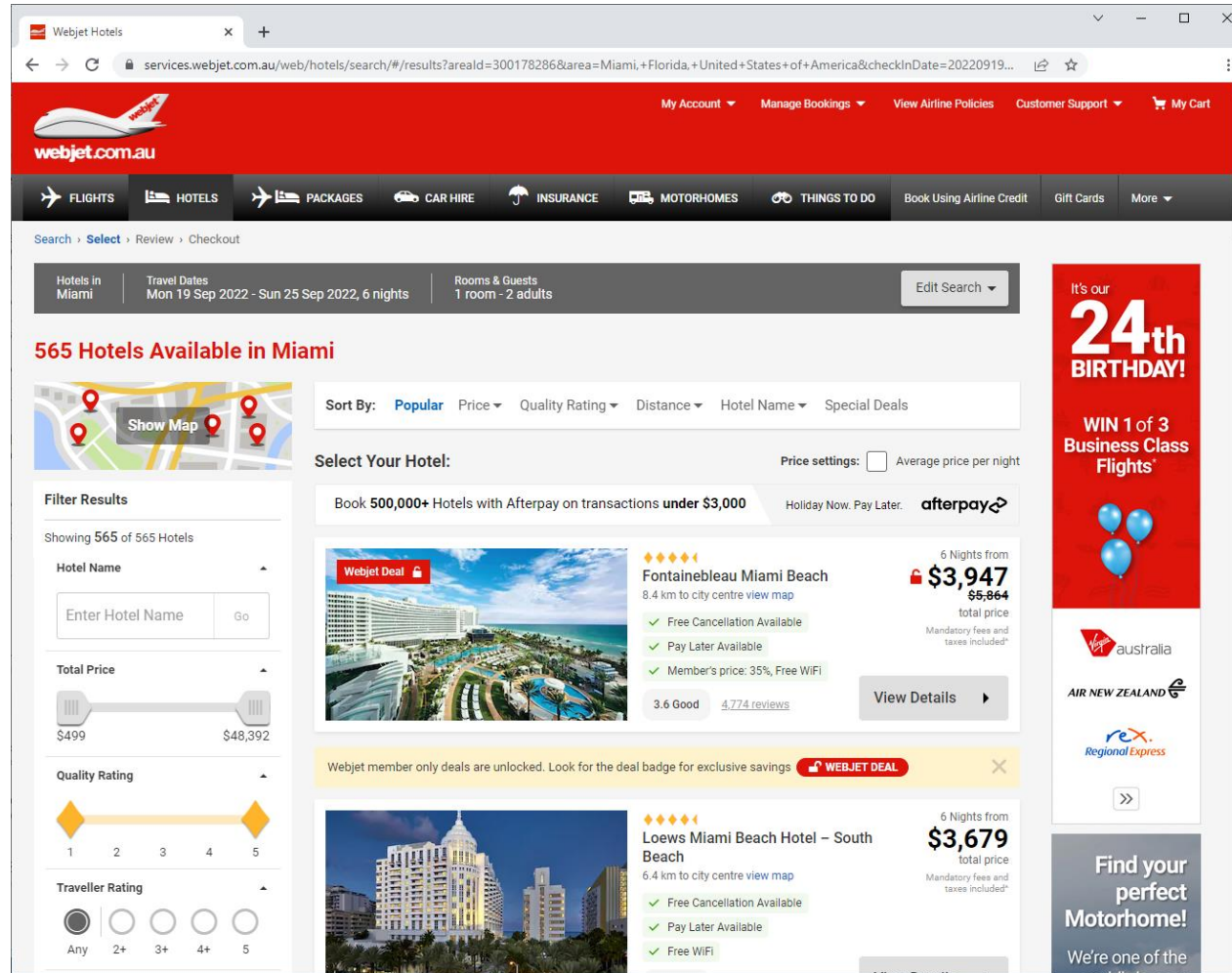


Hotel innovations to suit consumers evolving habits.

Increase **conversion**.

- Mobile optimised
- Mapping enhancements
- Pay @ Hotel
- Partial deposits
- AfterPay
- Refundability merchandising
- Member Deals

Strategy Area





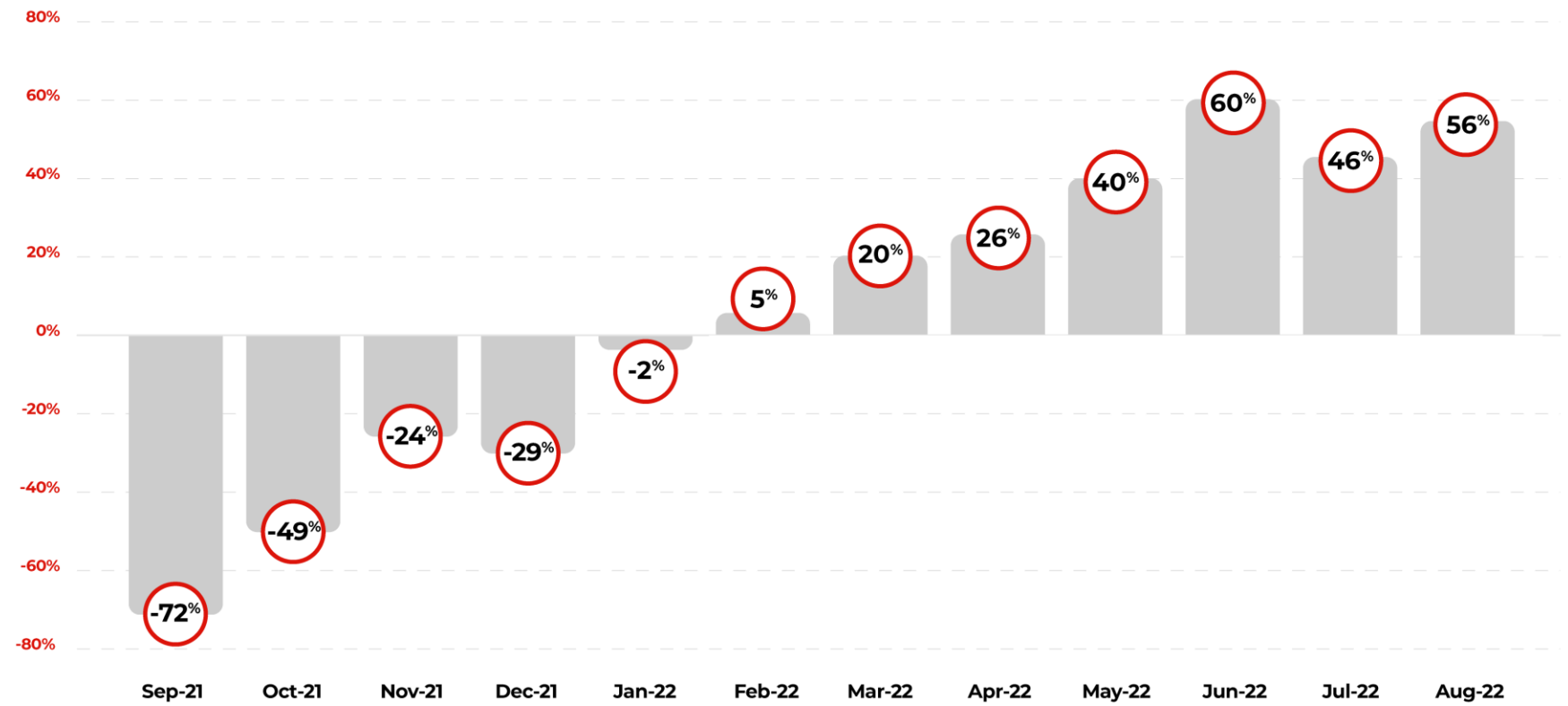
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During pandemic,
domestic hotels in
drive markets
flourished.

Webjet's **hotel
merchandising**
driving TTV.

Innovation propelling outperformance.

Standalone Hotels TTV vs 2019



Strategy Area

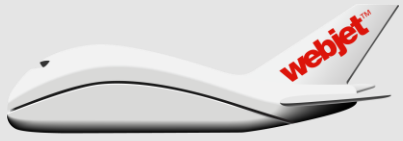


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International Flights.

Trip Ninja: Online solutions for complex itineraries



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Bring complex itineraries online.

Grow share.

Scalable solutions for business and leisure travellers.

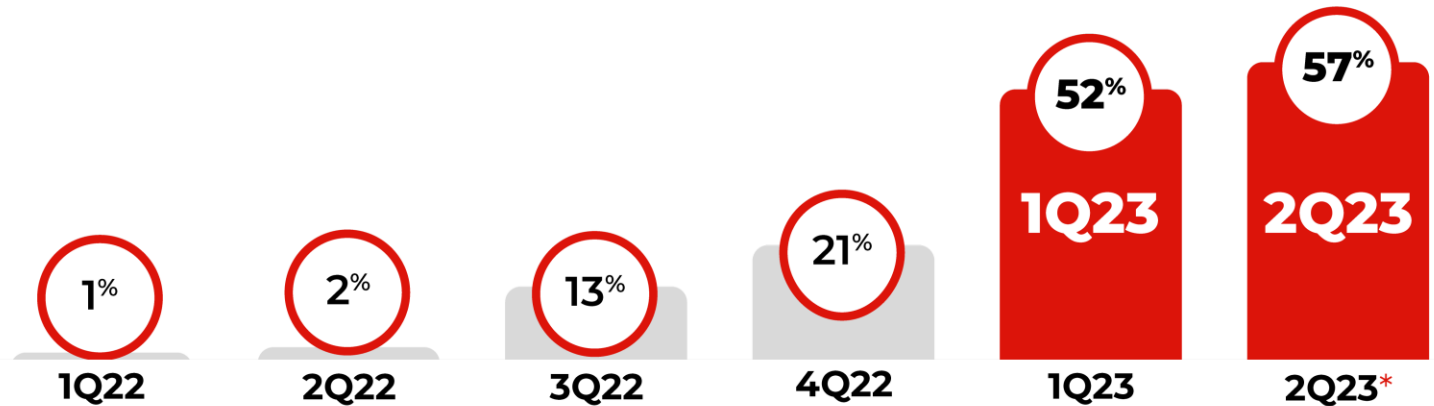
Strategy Area



International flight bookings recovery.

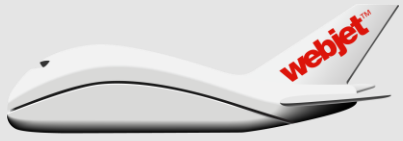
Webjet OTA International Flight Bookings

(% of Pre-Covid⁽¹⁾)



* 2Q23 represents actuals for 1 July 22 to 28 August 2022.

¹⁾ Shows International Flight Bookings as % of comparable period in 2019 – ie 1Q22 shows April 2021 to June 2021 vs April 2019 to June 2019. Note: Flight Bookings data does not include bookings made using flight credits.



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Webjet acquired
Trip Ninja 24/11/21.

**Integration of
FareStructure
to Webjet in
development.**

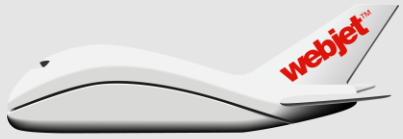
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Trip Ninja Recap.

tripninja

- **Founded:** 2015, launched in 2017 in Canada
- **Employees:** 24
- **FareStructure** is a technology that **automates the combining of fares from carriers that do not have a cooperation or codeshare agreement** in order to give customers the best priced itinerary. Traditionally a fairly manual process, Trip Ninja is able to produce these results in seconds. FareStructure can make a customer as proficient as a seasoned travel agent veteran and it gives Webjet OTA the ability to create complex itineraries using non-aligned carriers in an automated way at scale.
- **FlexTrip** is the **automated re-ordering of a multi-stop itinerary to deliver a better price.** Used in combination, FareStructure and FlexTrip give travellers the ability to find pricing options that could only ever be surfaced manually by a very experienced travel agent. Both Fare Structure and FlexTrip are integrated via API.
- **Multi-stop dynamic packages** combines incredible flight & hotel selections across multiple destinations for one trip at a single opaque price.
- **Virtual Interlining** is dynamically combining one-way fares from airlines who do not have code-share or interline agreements to form one-way or roundtrip journeys (not multi-stop).



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Many travellers visit multiple cities on trips.

Leisure & business travellers alike.

Mix'n'Match Airlines.

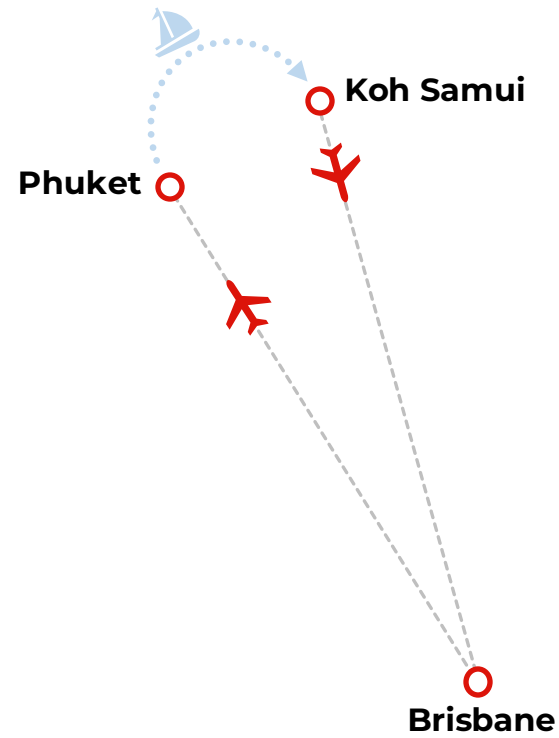
Strategy Area



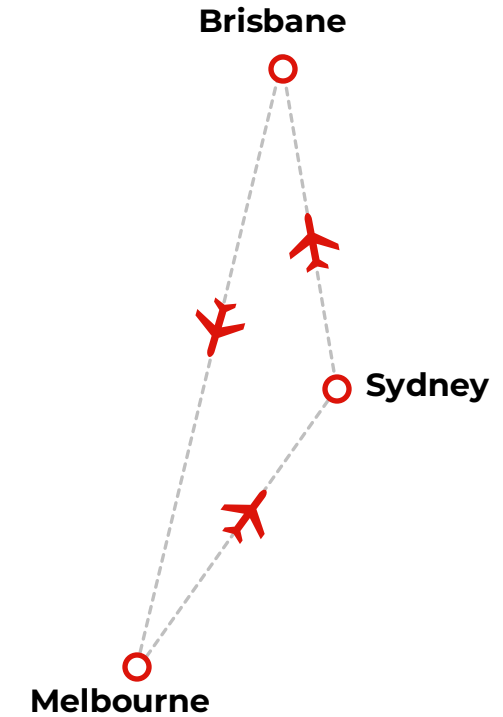
Multi-Stop & Open-Jaw flights explained.

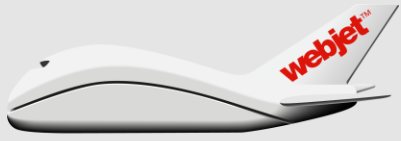
tripninja

Open-Jaw



Multi-Stop





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~10% of international flight searches at Webjet are for Multi-stop trips.

Pricing and Marketing will accelerate shifting multi-stop trips online.

Today's Trip Ninja opportunity.

tripninja

- **Combining flights outside of legacy fare constructs** for multi-stop domestic & international itineraries
- **Many use cases** are fulfilled by the Trip Ninja tech, including combining unaffiliated airlines on multi-stop domestic and international trips
- **Material fare savings** by shopping with the Trip Ninja tech compared to legacy systems
- **Travel Agents** don't have the time/tech to evaluate so many options
- **One Booking** to cover a trip with multiple airlines makes administration & servicing easier



VS



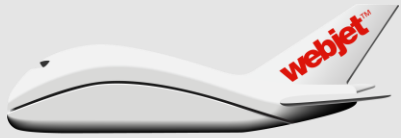
OR



Combinations of ANY airlines

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Trip Ninja
technology
integration
enables pricing
flexibility.



Trip Ninja on Webjet.

tripninja

International Open Jaw - Pricing Comparison Example.

Flight 1: Brisbane->Phuket -> *Car/Bus/Ferry* -> **Flight 2:** Koh Samui->Brisbane (ex BNE 08 Sept 2022)



Best \$1,935 15h 18 (average)	Cheapest \$1,780 27h 58 (average)	Fastest \$2,798 12h 58 (average)
Jetstar + Qantas 06:35 BNE → 21:05 USM 2 stops SYD, SIN Partly operated by Bangkok Airways 13:45 HKT → 05:50 ⁺¹ BNE 2 stops KUL, DPS 3 deals from \$1,935 Select →		
QANTAS 07:10 BNE → 21:05 USM 2 stops SYD, SIN Partly operated by Bangkok Airways 13:45 HKT → 05:50 ⁺¹ BNE 2 stops KUL, DPS 2 deals from \$2,045 Select →		
Qantas + Bangkok Airways 07:10 BNE → 21:05 USM 2 stops SYD, SIN 1 stop HCM 3 deals from \$2,043 Select →		

Skyscanner

Cheapest:

\$1,935



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All Airlines	British Airways	Qantas Airways	Singapore Airlines	Malaysia Airlines
from \$1,869	from \$1,869	from \$1,916	from \$2,798	from \$9,558

171 available flight options		Sorted by lowest price
British Airways	Economy - Fare Rules	Price per adult
A partner airline may operate one or more legs - see more details.		23kg checked
Flight 1 Thu, 8 Sep	Brisbane to Koh Samui Duration: 51h 25m 2+ stops 8:40 PM → 9:05 PM Sat, 10 Sep via Sydney (16h 35m stop) via Singapore (22h 55m stop)	\$1,869 Select
Flight 2 Fri, 16 Sep	Phuket to Brisbane Duration: 33h 15m 2+ stops 9:20 PM → 9:35 AM Sun, 18 Sep via Singapore (19h 10m stop) via Sydney (2h 55m stop)	

Webjet Production

Cheapest:

\$1,869 ✓



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+ tripninja

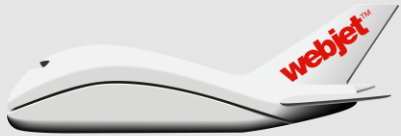
All Airlines	Mix & Match Airlines	Qantas Airways	British Airways	Malaysia Airlines
from \$1,694	from \$1,694	from \$1,882	from \$1,955	from \$9,431

332 available flight options		Sorted by lowest price
Mix & Match Airlines	Separate airline may operate one or more legs - see more details.	Price per adult
Flight 1 Thu, 8 Sep	Brisbane to Koh Samui Duration: 48h 20m 2+ stops 8:45 PM → 9:05 PM Sat, 10 Sep via Sydney (16h 35m stop) via Singapore (22h 55m stop)	\$1,694 Select
Flight 2 Fri, 16 Sep	Phuket to Brisbane Duration: 33h 40m 2+ stops 10:20 AM → 8:00 PM Sat, 17 Sep via Bangkok (4h 35m stop) via Taipei (11h 55m stop)	

Webjet with Trip Ninja

Cheapest:

\$1,694 ✓✓



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Drives yield on cabin upsell.

Ability for airlines to showcase their cabin investments.

Routehappy merchandising content for airlines.

View flight experience (Melbourne to London) - United Airlines

Flight: Departing Returning

Economy Premium Economy Business First class

Flight legs on this trip:

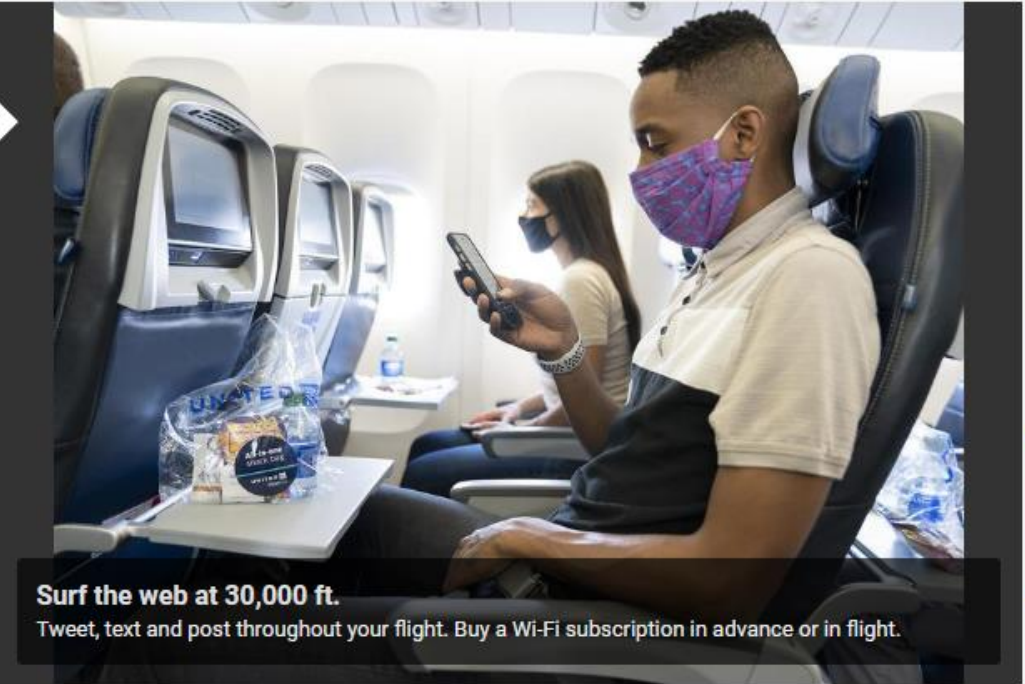
Melbourne ▶ San Francisco
Leg 1- UA61 14h 35m

Flight features

- ✈ Boeing 787-9 Dreamliner (widebody) - 3-3-3 seat layout
- 📺 Seatback on-demand video
- 🍽 Lunch provided
- 🔌 Power & USB outlets
- ✈ 79 cm seat pitch
- 🌐 Basic web browsing (fee)

San Francisco ▶ New York City
Leg 2- UA2012 5h 20m

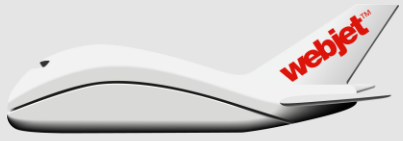
New York City ▶ London
Leg 3- UA940 7h 10m



Surf the web at 30,000 ft.
Tweet, text and post throughout your flight. Buy a Wi-Fi subscription in advance or in flight.

Strategy Area





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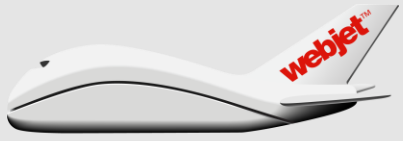
Remains the best
in class display for
**comparing and
selecting flights.**

Webjet's Unique Matrix Flight Display.

- **Airlines** frequently changing route networks to optimise yield, Webjet uniquely positioned to inform travellers of their options and find the schedule/price to suit their needs
- **Mix'n'Match:** In Aug-22 40% of domestic bookings leveraged this capability
 - E.g. Qantas SYD->MEL, Virgin Australia MEL->SYD
- **Matrix enhancements:**
 - Speed improved on average 2 seconds for each search
 - Speed of page interactions also improved dramatically
 - Filters dramatically enhanced
 - UI optimised to give further choice while hiding irrelevant content
- **International matrix enhanced** to handle one-way fares for emerging markets post-Covid (e.g. Fiji/India) where combining one-way fares can deliver superior value compared to return fares

Strategy Area





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**Well placed to
capture the shift
to NDC.**

NDC innovation.

- Airlines continue to invest in their New Distribution Capabilities (NDC)
- Airlines excited by personalisation and increasing ancillary revenue
- Webjet has built an Air-Hub to aggregate air content from multiple sources
- Integration of NDC to Air-Hub well advanced
- Webjet already directly connected to several LCC's using API's
- Webjet selling material volume of ancillaries for these API carriers

Strategy Area



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Marketing.

Engaging Travelers

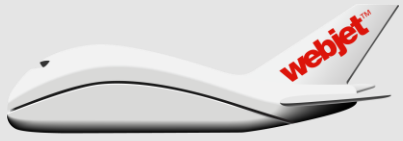
Holiday now, pay later

afterpay



ecaux





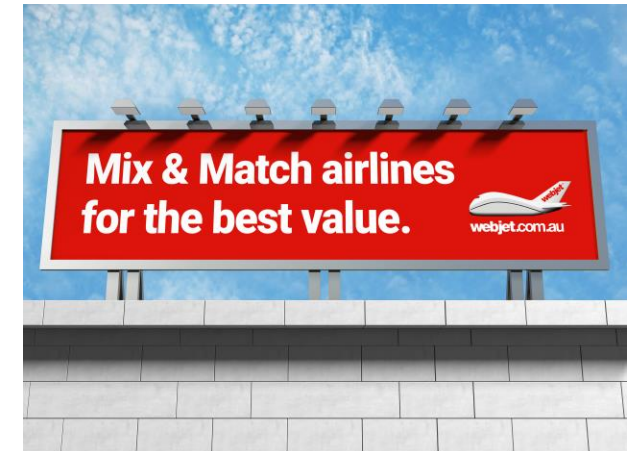
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The right media channel for the right audience segment.

The right creative execution for the right audience segment.

Marketing strategy.

- **Retain marketing spend at 1.5% of TTV**, previously 2% of TTV
- Actively **reduced paid search advertising**
- **Increased use of social media & online video platforms** to reach target audiences
- Develop campaigns to reach **youth audiences**
- **Broadcast TV to reach regional audiences** across Australia
- **Focussed on large format billboards;**
 - Book the Holiday you Deserve
 - Mix'n'Match Airlines for the Best Value
 - Travel Now, Pay Later (AfterPay & PayPal in 4)
- **Leveraging Webjet's 2.3M** email members through engaging and timely content



Strategy Area





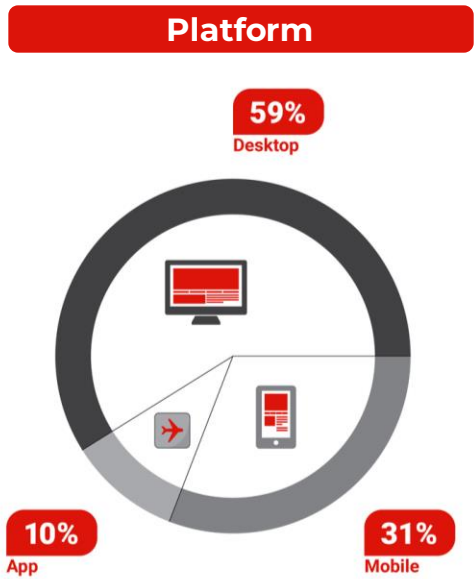
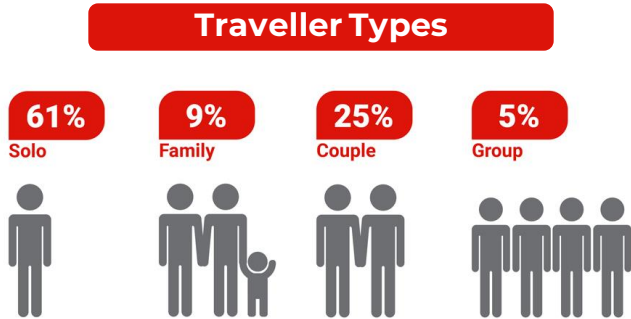
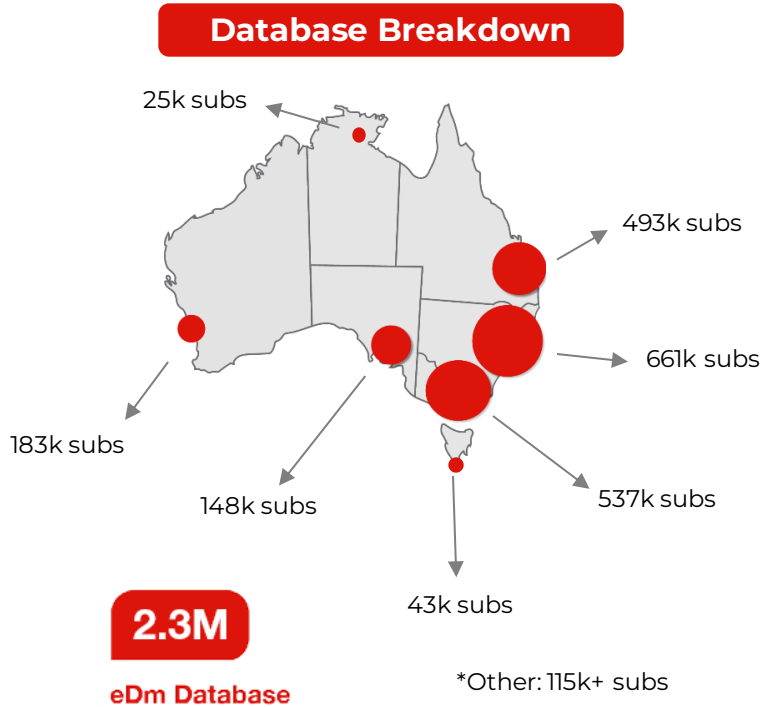
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Data drives our decisions.

Segmentation drives performance.



Analytical data for segmentation and optimisation.





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Gen Z and Millennials are the fastest growing customer groups vs pre-Covid.



Under 34's

are our **fastest growing** customer segments



Over 45's

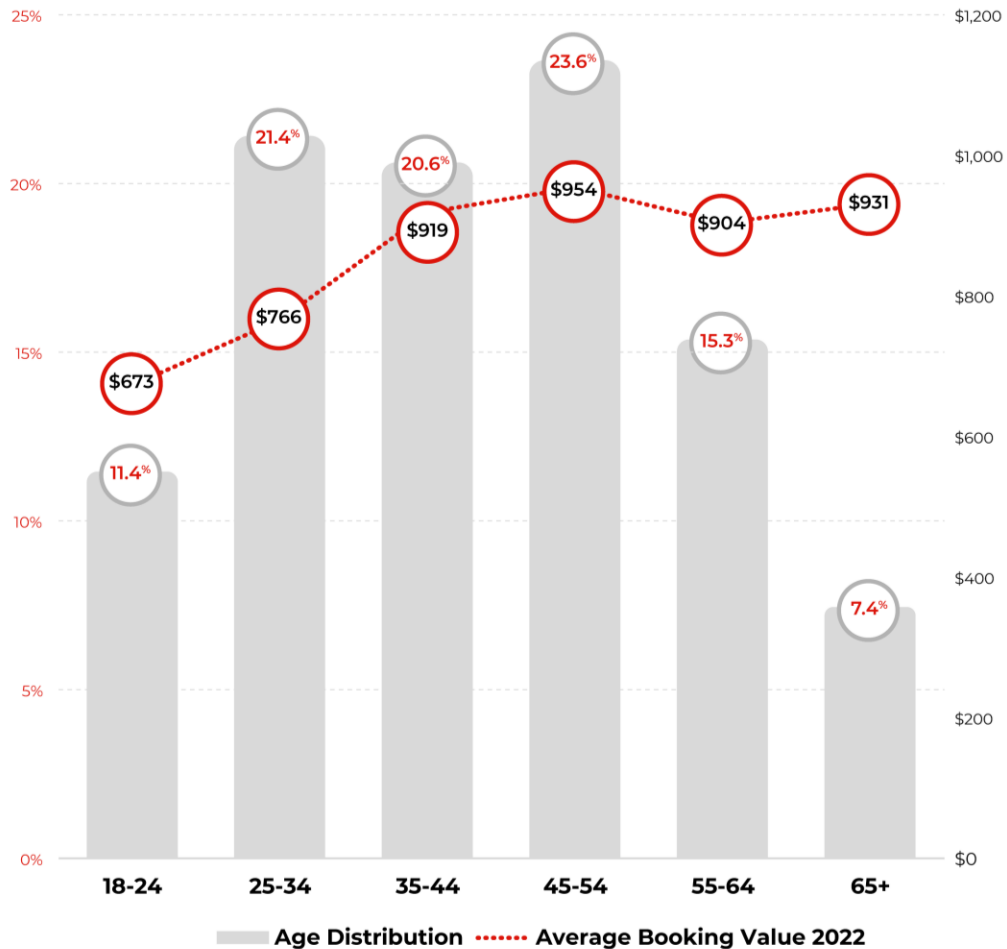
have a **higher average booking value**

Strategy Area



Webjet demographics.

Webjet Age & ABV



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Servicing.

Empowering Travellers



Automation key to sustained scalable growth post-Covid.

Redeeming credits & changing flights.

Cycling through complex 12 months redeeming credits.

- Each airline has its own credit rules which require **manual review**
- Customers often frustrated by **limited availability & higher prices**
- **Long tail of credits** to be redeemed with international airlines
- **Pre-Covid, all changes required manual handling** and to-and-fro comms with customer
- **Automation key to scaling** as aviation stabilises in the period ahead, domestic focus now
- **Online flight change request** automation delivered in phases:

Phase 1	Phase 2	Phase 3
Domestic one-way	Domestic return	Non-domestic
Status Live	Status In progress	Status Future






Real time control
of flight changes.

Key to servicing
business travellers.

Strategy Area



Empowering Travellers - Ticket change automation.



My Account ▾Manage Bookings ▾View Airline PoliciesCustomer Support ▾My Cart

→ FLIGHTS✈️ HOTELS🏨 PACKAGES🧳 CAR HIRE🚗 INSURANCE☔ MOTORHOMES🚐 THINGS TO DO🔍Book Using Airline CreditGift CardsSpecialsBlog

Home > Contact Us/Help > Change My Booking

Date and Time Changes

Webjet Booking Reference Number ⓘ

Email used to make booking

Passenger Family Name/Surname

Continue ▶

⚠ Before proceeding, please read the following important information.

Due to the recent severe weather situations, we are experiencing a high volume of customer contacts causing long wait times. If you have already submitted a change, cancellation or credit redemption request(s) via our online form, or responded to an update and are awaiting a reply, we can confirm that we have received your request and there is no need to submit another request or contact us to follow up. We ask that you please bear with us as we prioritise customers with imminent departures.

As per the Airline Fare Rules:

- Your new fare must be of an equal or higher value than your current fare.
- The new flight must be with the same airline.
- Changes are not permitted on some fares. We will advise you by email if this applies to your fare(s).

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

Products	More Info	International Sites	Customer Support	Connect With Us
<ul style="list-style-type: none">▪ Search Flights▪ Hotels▪ Holiday Packages▪ Car Hire▪ Travel Insurance	<ul style="list-style-type: none">▪ About Webjet▪ Travel Toolbox▪ Terms and Conditions▪ Privacy/Security▪ Advertise on Webjet	<ul style="list-style-type: none">▪ New Zealand	<ul style="list-style-type: none">▪ Contact us▪ Feedback▪ Gift Card Balance & Expiry page <p>Online booking changes are available 24/7</p>	<ul style="list-style-type: none">📘 Webjet Facebook🐦 Webjet Twitter📷 Webjet Instagram



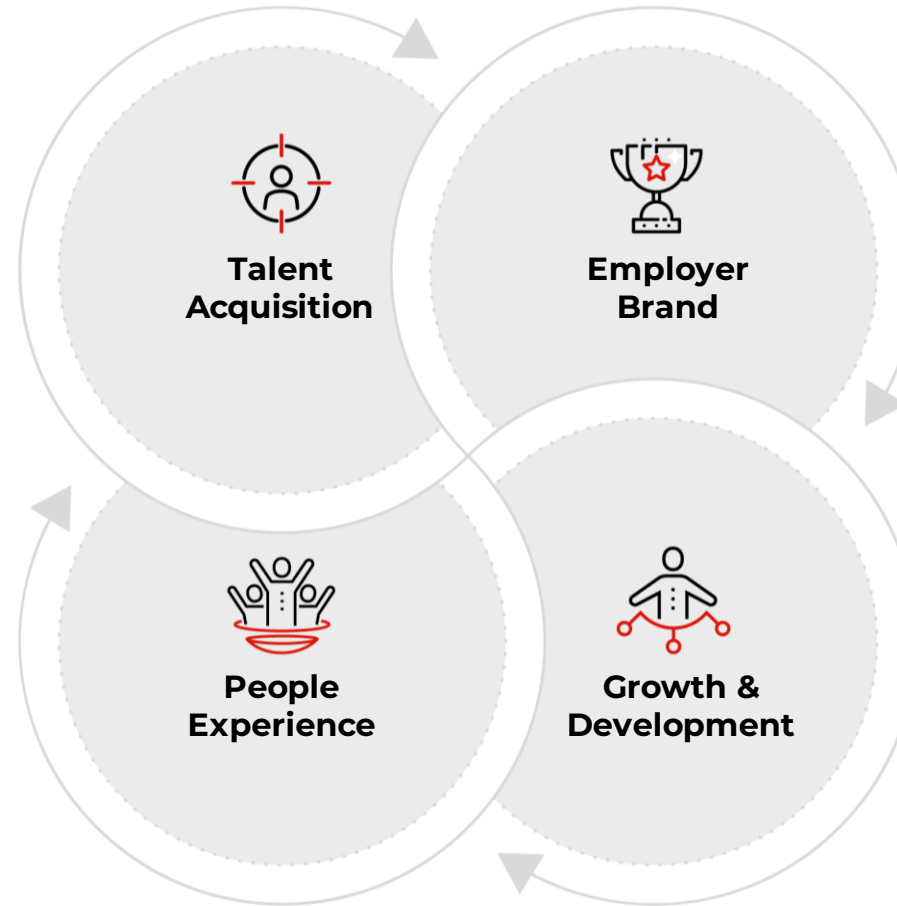
80+ Webjet staff engagement score.

Talent Acquisition

- Position Descriptions
- Sourcing / Selection
- Offer & Contract
- Recruitment Toolkit

People Experience

- HR Tech
- Engagement Surveys
- Onboarding
- Employee Benefits
- Training & Compliance



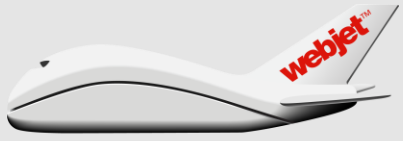
Employer Brand

- Employer of Choice Awards
- Values Activation
- Talent Events
- Careers Page
- Videos
- D&I

Growth & Development

- Career Development Opportunities
- Learning Culture
- Reward & Recognition

Strategy Area



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Australia's
#1 OTA.

Leveraging our
strengths across
strategic
initiatives.

Strategy Area



Aspiration: 1 in 10 Travelers are Webjet Customers.

- Australia & New Zealand **travel market shift to online is accelerating**
- **Mature domestic proposition**, 'mix'n'match' incredibly valuable in this environment of frequently changing flight schedules and route networks
- International airline commission reductions impact the ability of price-led OTA's to discount. Webjet using **innovative technology to create compelling price-points**
- Webjet will continue to integrate **new payment types as consumer habits evolve**
- Enormous data capability allows us to reach the **right audience** with the **right message** at the **right time**
- **Retain key talent** and structure our teams to support the innovation required to meet international flight growth trajectory
- Webjet's **superior technology and brand strength position it to continue to take market share** as international airline capacity returns to our market

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Q&A.



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