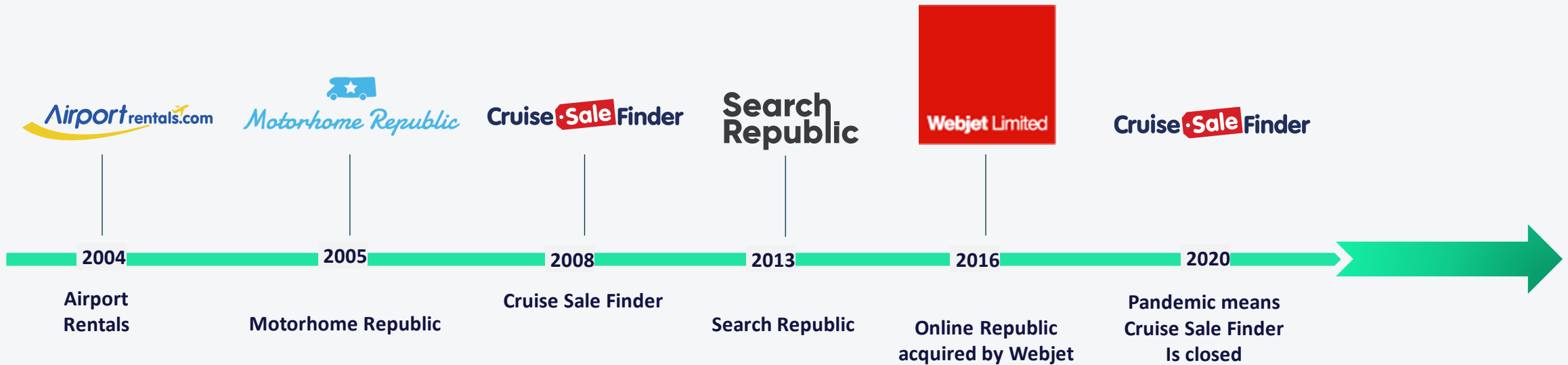




Strategy Update

September 2022

Our Journey So Far



Good Foundations - 2019

- ▶ TTV \$324m
- ▶ Bookings 505k
- ▶ Revenue \$32m
- ▶ EBITDA \$13m
- ▶ Brand spend 3%
- ▶ 266 People
- ▶ Engagement +24%

The background of the slide is a wide-angle landscape photograph. It shows a large, calm lake nestled between dark, rugged mountains. In the distance, a range of snow-capped mountains is visible under a clear sky. In the foreground, two rocky, sparsely vegetated peaks frame the lake. A small figure of a person stands on the right-hand peak, looking out over the water. The bottom of the image transitions into a dark teal gradient where the title is placed.

The Opportunity

Large Attractive Addressable Market

	NZ	Australia	Canada	USA	UK
Rental Market	\$1B	\$4B	\$5B	\$69B	\$13B
Car Share*	3%	2%	0.2%	<0.1%	<0.1%
RV Share*	18%	12%	3%	5%	4%

*Management estimates based on available market data, 2019

Currency \$NZ



Our Roadmap To Something Great...

We listened...



Employee interviews



Analysis of company
performance data



Partner interviews



Customer Survey



Global Intelligence Scan

Global Research Agencies



We learnt...



We had limited brand equity



PPC is a strength, but creates transactional relationships



Most of our customers found us via search



Most customers have only booked once



Massive opportunity in key markets & affiliates



Highly rated for customer service



Strong supplier relationships



Spread thin geographically



Step One – A Singular Brand

The Brand Challenge Identified



Online Republic

- Corporate brand unknown
- Disconnected from Airport Rentals & Motorhome Republic
- 'Republic' context has changed over time
- Confusing employee brand



Airport Rentals

- Low brand awareness
- Low repeat purchase
- Brand name cannot be owned in PPC marketing
- Geographically constrained
- Product extensions difficult



Motorhome Republic

- Low brand awareness
- Hard to remember
- Low repeat purchase
- Relevance of 'Republic' today
- Product extensions difficult

Resulted in disconnected websites, inefficiencies and confusion

Single Brand Benefits



Brings together our business, products & services for customers, partners and employees



Marketing spend efficiency



Lead generation & cross promotion



SEO authority through shared content & links



Scalable across markets, languages, and product verticals

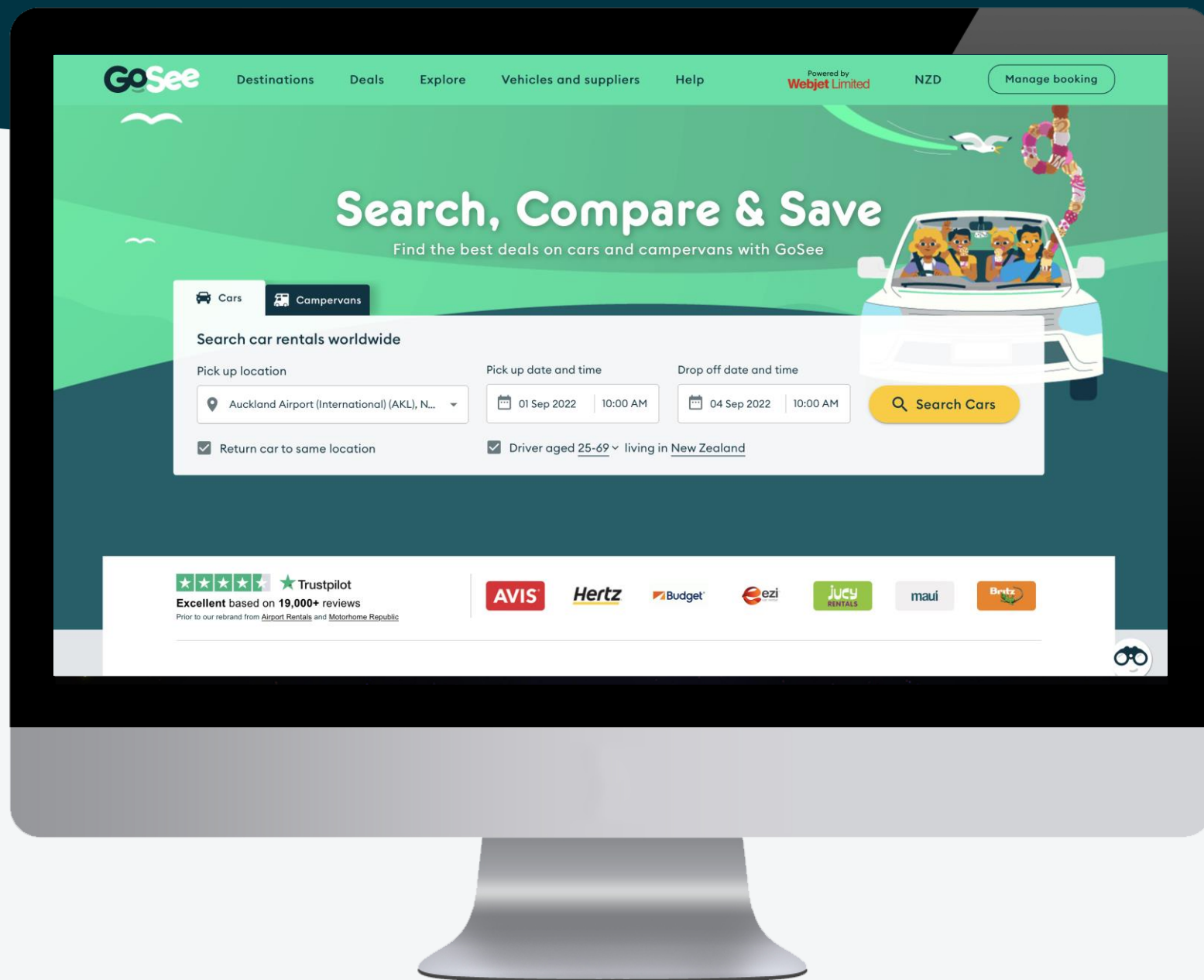


Increasing technology efficiency



Consistent customer, partner and employee experience

So, in Oct 2021 we launched...



A Modern, User-Friendly Interface And Innovative New Features

New search results & advanced search filtering

The screenshot shows the GoSee search results page. At the top, there's a navigation bar with 'GoSee', 'Destinations', 'Deals', 'Explore', 'Suppliers & vehicles', and 'Help'. Below this, a search bar shows 'Pick up and drop off: Auckland Airport → Queenstown' and 'Travel dates: 06:00 am 12 Jun 2021 → 06:00 pm 25 Jun 2021'. The main content area is titled 'Refine your search' and includes several filters: 'Quick filters' (Show instant booking only, Show deals only), 'Vehicle type' (Compact, Sedan, SUV, Van, Estate, Premium, Utility), 'Price range' (NZD 217 to NZD 1975), and 'Number of seats' (1-2, 3-6, 7-9, 10+). The results section shows 50 results, with a 'Toyota Yarris' highlighted as a 'Compact' vehicle. A 'Rental company' dropdown is open, showing options like 'Ace', 'Avis', 'Budget', 'Enterprise', 'Europcar', 'Ezi', 'Firefly', and 'Go Rentals'. A 'Pick up type' dropdown is also open, showing 'On airport' and 'Free shuttle'. The 'Toyota Yarris' is shown with a price of \$49,500.41 and a 'Select' button.

Upgrade features to maximise TTV

The screenshot shows an upgrade offer for a Toyota Corolla. It features a 'UPGRADE TODAY for only \$2 per day' headline. Below this, it says 'Treat yourself and book a more spacious vehicle from Avis at this great price!'. The current vehicle is a 'Toyota Yarris' with a price of \$4,522.50. The upgrade option is a 'Toyota Corolla' with a price of \$4,522.50 + \$2 per day. A 'maui' logo is visible, along with a '1000+ reviews' badge. A 'Select' button is at the bottom right.

SEO landing page

The screenshot shows the SEO landing page for Maui. It has a header with 'Australia's Best Car hire in Ballina Airport'. Below this, there's a map of Auckland and a list of car rental options. The page is designed to be informative and easy to navigate, with clear calls to action.

The screenshot shows the GoSee sign-in page. It has a 'Sign in to your vehicle booking' heading. Below this, there's a login form with fields for 'Your email address' and 'Password'. There's also a 'Remember me' checkbox and a 'Sign in' button. A link to 'Set up password' is provided for users who haven't set one up yet.

Log into manage booking & view trip itinerary

Your upcoming trip

The screenshot shows the 'Your upcoming trip' page. It has a 'maui' logo and a 'CONFIRMED' status. Below this, it shows the booking number '12334345567' and the reference number 'AFDS1545'. There are links to 'Modify your booking' and 'Pre-register with Maui'. The pickup location is 'Auckland Airport, 44 Queen Street, Gate 4'. A map shows the location of the airport. The pickup time is '11 July 2021 - 2:00pm'. There's also a section for 'Insurance' with a warning that 'Your excess of \$2750 is not protected'.

New search results page and alternative search widget

The screenshot shows the new search results page. It has a 'Vehicle type' and 'Rental company' filter. The results section shows 16 results, with a 'Toyota Yarris' highlighted. The car is shown with a price of \$4,522.50 and a 'Select' button. There's also a 'SECRET PRICE' button.

The screenshot shows an alternative search widget. It has a 'Vehicle type' and 'Rental company' filter. The results are shown in a grid format, with options for 'Compact (1)', 'Sedan (1)', 'SUV (1)', 'Van (0)', 'Estate (0)', 'Premium (0)', and 'Utility (0)'. Each option has a price starting from \$200.

Visual communication of key terms to minimise customer pain points

Cancel your booking

The supplier reserves the right to refuse any rental at their discretion. Deposit paid at time of rental is non-refundable.

RESERVATION CONFIRMED	64 DAYS PRIOR JULY 6 - 12AM	24 DAYS PRIOR SEPT. 6 - 12AM	10 DAYS PRIOR SEPT. 20 - 12AM	DAY OF PICK-UP SEPT. 30 - 12AM	PICK-UP
Free full refund	\$100 Fee	\$200 Fee	\$500 Fee	\$1000 Fee	

Show cut-off times using: US time NZ time

Impactful Marketing

GoSee

Airportrentals.com

Motorhome Republic

are changing to GoSee.

Deals you can't afford to miss

Hi Explorer,

At GoSee, we want to make sure you're getting the best price possible. That's why we're always working hard to find amazing deals campervan rentals.

The best part is, you don't need a promo code or a voucher. If there's a deal available, it will automatically be available to you. So take the headache out of finding the right price and get searching now.

Compare a wide range of vehicles!

Find Your Deal

Exclusive deals and offers from our largest suppliers

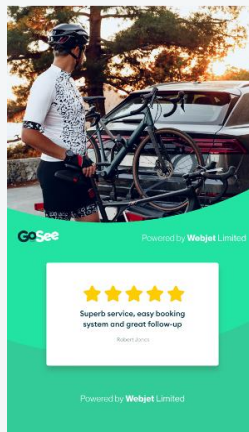
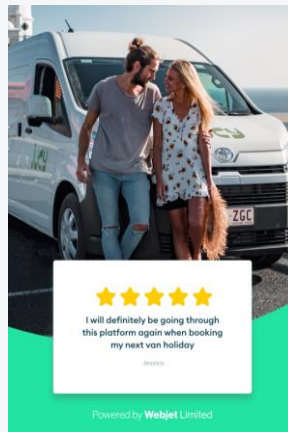
SAVE 20%



GoSee

Powered by Webjet Limited

Amplifying our industry leading customer service



One destination for all your car and motorhome rental needs



Digital billboards to grow brand awareness

Encouraging customers for repeat bookings

GoSee

Search cars Search campers Travel blog



Australia awaits you

After two long years, Australia has finally reopened its borders to the world.

We couldn't be happier and weather you are domestic or international we can't wait to help get you back on the road to GoSee your loved ones, and to visit all the places you've been dreaming of.

Key information to remember

- Fully vaccinated visa holders can enter all states and territories quarantine-free (except for Western Australia)
- Tourists must be fully vaccinated and present a negative test result prior to travelling

[Read here](#) to get more information about the requirements that need to be followed before departure.

To celebrate the occasion, we've gathered the very best camper rental deals for you to hit the road for less.



Find the perfect set of wheels for your long-awaited trip



Britz | Directional Special

Travel period: 27 April to 17 June 2022

Book now

Mauli | Directional Special

Travel period: 27 April to 17 June 2022

Book now

Signature User Experiences

Vehicle upsell

The screenshot shows the GoSee website interface. The top navigation bar includes links for Destinations, Deals, Explore, Suppliers & vehicles, and Help. Below the navigation bar, the user's selection is shown: Pick-up and drop-off at Auckland Airport to Queenstown, Travel dates from 06:00 am 12 Jun 2021 to 06:00 pm 25 Jun 2021, and Driver details for New Zealand, 24-79. A progress bar indicates the current step is 'Select vehicle'. The main content area features a prominent upsell offer for a Toyota Corolla, highlighting a price increase of \$2 per day for a more spacious vehicle. The offer includes a 'maui' rating and a '1000+ reviews' badge. The current vehicle, a Toyota Yarris, is shown with a price of \$4,522.50 (NZD 45.12 per day). The upsell offer is presented in a light blue box with a 'Upgrade now' button and a 'Dismiss' button. The Toyota Corolla is shown in a light blue box with a 'maui' rating and a '1000+ reviews' badge. The Toyota Yarris is shown in a light blue box with a 'maui' rating and a '1000+ reviews' badge. The price details for the Toyota Yarris are shown as \$142.86 p/d (x 7 days) and \$4,490.

Cancellation timeline

Cancellation policy

Free cancellation for 48 hours

After that, cancel before 1:00pm on Apr 15 and get a 50% refund, minus the service fee.

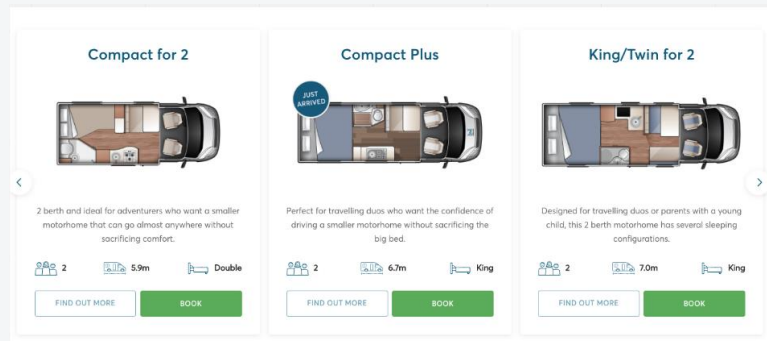
RESERVATION CONFIRMED	64 DAYS PRIOR JULY 6 - 12AM	24 DAYS PRIOR SEPT. 6 - 12AM	10 DAYS PRIOR SEPT. 20 - 12AM	DAY OF PICK-UP SEPT. 30 - 12AM	PICK-UP
Free full refund	\$100 Fee	\$200 Fee	\$500 Fee	\$1000 Fee	

Show cut-off times using : ☐ US time ☒ NZ time

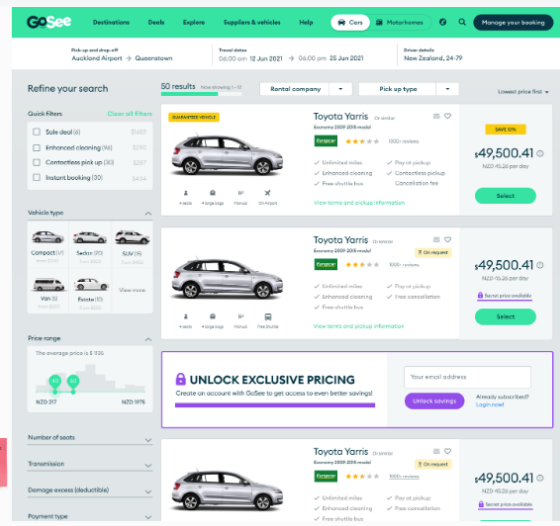
[Hide details](#)

Signature User Experiences

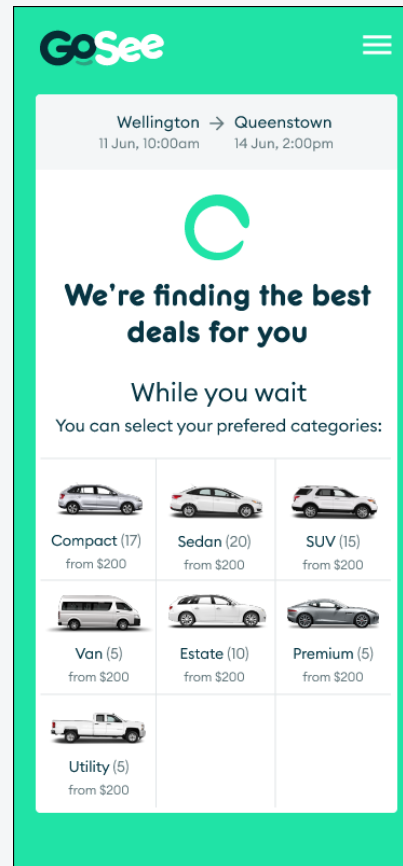
Motorhome layout filtering



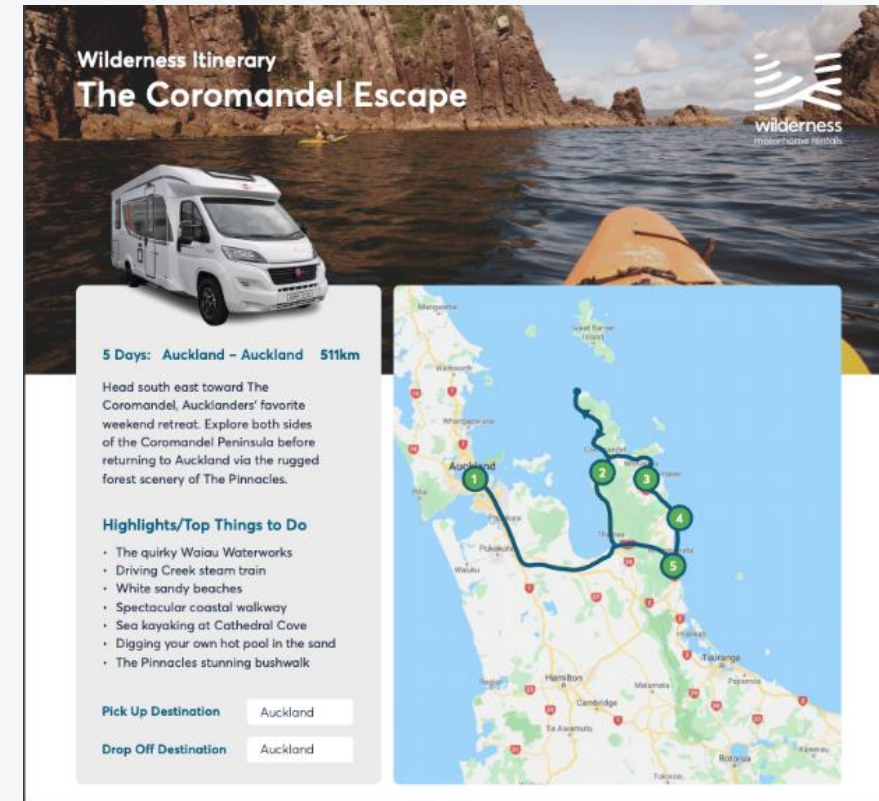
Closed user group pricing



Page load



Itineraries



Signature User Experiences

Categorisation of insurance

Choose peace of mind!
98% of customers choose to get insurance

☒ **Yes, I want to protect myself with insurance**
From NZD \$10.65 per day

Select a type

Help me decide

Affordable	Hassle-free	Great value
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Limited cover	No excess cover	Excess refund
NZD \$249.00	NZD \$339.00	NZD \$319.00
Excess \$3000	Excess \$0	Excess \$3000
Bond \$200	Bond \$0	Bond \$200
AVIS	AWN	AVIS

What's covered?

- ✓ Deductible/excess charge for damage or theft
- ✓ Repair costs, including windows, mirrors, wheels
- ✓ Towing and taxi expenses
- ✓ Lost keys or lockout fees
- ✓ Administrative charges

What's not?

- ✗ Deductible/excess charge for damage or theft
- ✗ Repair costs, including windows, mirrors, wheels
- ✗ Towing and taxi expenses

Improved location experience on SERPs

Map view

Sorted by proximity to location

From: Queensland Airport 12 June - 10:00 pm

To: Queensland Airport 18 June - 10:00 pm

6 days

13 Results

From: Queensland Airport 12 June - 10:00 pm

To: Queensland Airport 18 June - 10:00 pm

6 days

13 results

1. 2.3km from your location

1. 3.5km from your location

2. 7.5km from your location

Quiz to guide first-time motorhome renters

Motorhomes

What kind of holiday are you after?

Nature

Family

Romance

Adventure

What's most important for your camper?

Cooking

Basic

Shower

Bed

Trip comparison

Compare

Details Inclusions Benefits Logistics Layout

Pricing for booking dates: 25 April - 17 May [Edit](#)

\$XXX per day

Today's pricing, changes over time

\$XXX per day

Prices change over time

Details

Details

Fuel Economy

Diesel

Fuel consumption 17L/100KM

Engine: 3L

Select

Fuel Economy

91 Petrol

Fuel consumption 11L/100KM

Engine: 2L

Select



Step Two – Building The Foundations

Reshaping The Business



Customer lifetime value



One brand with significant brand investment



Automated, easy to scale



Cross functional, agile, value streams



World-class technology solutions



Customer centric



Building people capability in the business

Scalable Technology



Scalable Technology



Driving customer life-time
value



Scalable Technology



Enabling data & insight driven
decision making

Stripe



Scalable Technology



Interactive omni-channel
service experiences



Scalable Technology



Leveraging demand for BNPL payment options



Our Strategic Priorities

-  Improve underlying business performance
-  World class customer experience
-  Thriving partner relationships
-  Aligning the business to value drivers
-  Building a growth culture

From Good to Great...



Strong Foundations .



Huge Opportunity



One Brand, One Website, One Business



Leveraging World Leading Technology



Reshaping & Refocusing The Business



Questions