

ASX Announcement

17 December 2021

Way2VAT signs Endeavor Group Holdings - its largest automated VAT/GST claim and return client in the US enterprise market

- **Way2VAT signs major enterprise client, Endeavor Group Holdings (NYSE:EDR), to improve compliance and automation of its VAT/GST claim and returns across US, EMEA and Asia Pacific**
- **Endeavour Group will be a top-10 client for Way2VAT**
- **Way2VAT software will be rolled out globally across Endeavor entities**

Global leader in automated VAT claim and return solutions, Way2VAT (**ASX:W2V**, **Way2VAT** or the **Company**), has signed a new deal with US-based Endeavor Group Holdings (NYSE:EDR) for the use of Way2VAT's VAT/GST claim and return solution globally.

Endeavor Group owns brands such as UFC, WME and IMG, and will immediately implement Way2VAT's claim and returns solution through its staff operating in its entities globally.

The signing of Endeavor Group enhances Way2VAT's reputation as a leading provider of automated VAT/GST claim and return providers for the enterprise market in the United States. Endeavor Group will be a top-10 client for Way2VAT.

The deal allows Endeavor Group to automate its current VAT processes and integrate the solution with its expense management system, SAP Concur, providing a solution that maximises operational efficiency and offers full compliance through Way2VAT's transparent reporting dashboard.

Way2VAT will originate its revenue through this contract with Endeavor Group based on each successful VAT and GST reclaim transaction that it processes through the W2V Platform, which can process a large volume of reclaims without substantially increasing the cost of processing.

Way2VAT CEO and Founder, Amos Simantov, said "Signing another new major corporate client is a significant milestone for us as we seek to expand our presence in the United States in the enterprise market. W2V will provide an end-to-end solution that will increase the Endeavour Group's efficiency and compliance, whilst maximising its VAT returns

"The deal demonstrates the return of travel to the US as the number of travel bans on countries are reduced and borders begin to open again allowing for a rapid increase in business and leisure travel. Doing so provides Way2VAT with an opportunity to target multinational companies with offices in multiple countries who are revisiting their current VAT/GST processes to upgrade to a more efficient solution



WAY2VAT Global VAT Refunds

“The deal strengthens our position in the market as a leader in the global shift to digital taxation models and systems. We will continue to invest in our sales team and processes to make the most of the opportunity as business and leisure travel begins its return to pre-COVID levels.”

The non-exclusive agreement does not specify minimum volumes due to the transaction-based nature of the service. Therefore, the material value of the agreement cannot be calculated. However, this agreement does establish a key strategic partner for Way2VAT. The parties can terminate the agreement with 90 days’ notice. There are no material conditions that need to be satisfied before the parties become legally bound to proceed with the terms of the commercial agreements. There is no other material information relevant to assessing the impact of the commercial agreement on the price or value of the Company’s securities.

This announcement was authorised for release to the ASX by the Board of Way2VAT.

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About Way2VAT

Way2VAT is a global leader in automated VAT/GST claim and return solutions in over 40 countries and in over 20 languages, serving hundreds of enterprise businesses worldwide. Owns and operates a patented artificial intelligence technology that powers the world’s first fully automated, end-to-end VAT reclaim platform.

Established in 2016, Way2VAT is headquartered in Tel Aviv with offices in the United Kingdom, and Romania and has over 50 employees.

Used by more than 180 enterprise companies including Amdocs, EY Israel, MasterCard, eToro, Kimberly-Clark, Hitachi ABB, Mobileye Intel, RB, Willis Towers, Siemens-Israel, Daily Mail Group, Sage, Falck, Boston Red Sox, and Foot Locker Europe with customer retention over 97%.

www.way2vat.com

About Endeavor

Endeavor is a global leader in sports, entertainment and fashion operating in more than 30 countries. Named one of Fortune’s 25 Most Important Private Companies, Endeavor is the parent of a number of subsidiaries with leadership positions in their respective industries, including WME, IMG and UFC. Collectively, Endeavor specializes in talent representation and management; brand strategy, activation and licensing; media sales and distribution; and event management. Endeavor unites and brings people together in our love of sport, culture, and entertainment. www.endeavorco.com

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