



ASX Release

17 December 2014

Appointment of Non-Executive Director

Helloworld Limited (ASX:HLO) is pleased to announce the appointment of Ms Jane McKellar as an independent Non-Executive Director effective immediately.

Ms McKellar joins HLO with extensive customer-focused, brand, marketing and digital experience across a number of high profile, global brands. Ms McKellar currently advises Boards and CEO's on performance improvement and growth strategies, with a focus on transforming businesses to become customer-centric, harnessing digital business strategies and disruptive big data solutions for better business outcomes.

Ms McKellar commenced her career at Unilever in London and her subsequent roles include global CEO of Stila Corporation, USA; Managing Director of Elizabeth Arden Australia; Founding CEO of Excite.com Asia Pacific; Director of Sales & Marketing at Microsoft (MSN) and Founding Director of Ninemsn.

HLO Chairman Mr Brett Johnson said:

"Jane's international executive management background and strong consumer and digital experience across a range of businesses is well suited to Helloworld and its future strategic direction. I am delighted to welcome Jane to the Helloworld Board and I am certain she will make a significant contribution to the future success of the Group."

ENDS

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About HLO:

- Helloworld Limited (ASX: HLO) is a leading Australia based travel distribution company, comprising retail travel businesses, air ticket consolidation, wholesale, corporate and online operations. This includes *helloworld*, Australia's largest network of franchised travel agents, and *helloworld.com.au*.
- *helloworld* is a nationwide network of independently owned and operated stores, offering Australian travellers unparalleled convenience, industry-leading service and the best value, tailor-made holidays.

- *helloworld* was awarded Australia's Best Travel Agency Group (100 outlets or more) at the 2014 National Travel Industry Awards.
- *helloworld* has been creating lasting travel memories for more than 40 years through the Harvey World Travel, Jetset Travel, Travelworld and Travelscene American Express brands.

