



**14 April 2015**

### **Partial sell-down by Substantial Shareholders**

Helloworld Limited (ASX: HLO) has been advised that, via an off-market transaction on 14 April 2015, each of UBS Australia Holdings Ltd (**UBS**) and Europe Voyager NV (**Europe Voyager**) sold 15,500,000 HLO shares (**Partial sell-down**). The total number of shares sold, being 31,000,000 (**Sale Shares**), represents 7% of the HLO shares on issue. All of the Sale Shares were sold to The Burnes Group Pty Ltd as trustee for The Burnes Group Service Trust, an entity associated with an existing shareholder, AOT Group Limited (**AOT**), for \$0.36 per share, representing an 8.9% premium to the volume weighted average price (VWAP) for the five days on which HLO shares traded prior to 14 April 2015.

The Partial sell-down will reduce the UBS shareholding in HLO from 10.9% to 7.4%, reduce the Europe Voyager shareholding in HLO from 26.8% to 23.3%, and increase the shareholding of AOT and its associates in HLO from 3.2% to 10.2%.

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### **About Helloworld Limited**

- Helloworld Limited (ASX: HLO) is a leading Australian based travel distribution company, 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.

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