



The Manager  
Company Announcements  
Australian Securities Exchange  
Level 5, 20 Bridge Street  
SYDNEY NSW 2000  
By E-Lodgement

**15<sup>th</sup> April 2015**

### **Market Announcement**

#### **BYOjet Reports All Time Record Sales Month in March 2015**

Professional Performance Systems Pty Ltd (“PPS”) the owner of the BYOjet Group (“the Group”) and proprietary software JETMAX, is pleased to announce that March 2015 represented an all-time record sales month for its online travel business.

Reported Total Transaction Value (“TTV”) for the group exceeded \$8.41m<sup>1</sup>, breaking all previous monthly records. The milestone was achieved despite the closure of retail operations in December 2014.

The strong performance was the result of several specific initiatives that form part of BYOjet’s growth and expansion strategy. Lenny Padowitz, Founder and CEO of PPS, commented that the strong performance was due to several strategic decisions taken by the group as well as a reflection of the efforts of a committed workforce.

Lenny Padowitz, CEO of BYOjet, said:

“As a company we tend to be quiet achievers and don’t make a lot of noise until after we have delivered results. Some of our developments have required months of negotiating and technical testing before we’ve seen any returns and I’d like to pay tribute to the staff of BYOjet who have worked extremely hard refocusing the business entirely online. We are executing some very exciting initiatives right now and are pleased these are now starting to be reflected in our results”.

---

<sup>1</sup> On an unaudited basis.

Disruptive Investment Group Limited (“DVI”) currently owns 38.73% of PPS, with an option to move to 54.69% equity ownership upon conversion of its convertible note holding.<sup>2</sup>

Dr. Adir Shiffman, Chairman of DVI, said:

"The Board is extremely pleased at how quickly Lenny Padowitz and his team have refocused the business online. When we invested in PPS it was on the condition that the retail stores were to be discontinued and the business become entirely focussed online. As promised, the kiosks were closed in December 2014 and the Board chose to report an accounting charge for that closure in the 1H 2015 results.

The Directors of DVI have worked closely with Lenny and his management team to identify specific growth initiatives and I have been pleased with the execution and deployment of these strategies and initiatives at BYOjet."

**For further information, please contact Dr Adir Shiffman on (02) 9248 6988.**

**ENDS**

---

<sup>2</sup> DVI currently owns 38.73% through the scrip for scrip merger of Check-In but has the ability to increase to 54.69% through the funding and conversion of convertible notes.

## **About BYOjet**

Established in 2010 by technology entrepreneur Lenny Padowitz and built on the proprietary JETMAX International platform, BYOjet has grown to become one of Australia's most visited online travel agents. Based in Brisbane, Australia and an associate member of helloworld, BYOjet operates in the Australian, NZ and now Singapore markets through a range of brands and white label offerings.

BYOjet is a global multichannel travel agency offering the convenience and value of booking online, with a focus on personalised service excellence for their customers. Innovative technologies and a cutting edge global support team fortify BYOjet as an industry leader in travel, and now one of the largest online travel business in Australia.

The business recorded an impressive 126% compound average total transaction value (TTV) growth rate between FY12 and FY14, as TTV rose from less than \$20m to close to approximately \$83m in FY14.

BYOjet.com.au has been powered by its own proprietary platform, JETMAX, for more than three years. JETMAX technology was developed in-house by the BYOjet technology team, and the success of BYOjet showcases the potential of the system to be a highly successful white label technology product offering integration of a range of effective search engines into existing agencies' websites. Agencies can choose to integrate some or all JETMAX services including flights, hotels, car hire, attractions and insurance. The JETMAX technology can also be supported with an optional full ticketing and customer service back office.

## **About Disruptive Investment Group Limited (ASX: DVI)**

Disruptive Investment Group Limited is an owner, developer and operator of retail, franchise and e-commerce brands, listed on the Australian Securities Exchange trading under the ASX Code: DVI.

DVI is a significant investor in one of Australia's leading online travel agencies ("OTA") BYOjet. The BYOjet Group comprises an OTA that processed \$91m worth of transactions in CY2014, as well as hotel booking websites of the Check-In group, comprising Check-in.com.au and Cheaphotels.com.au, and a customer database in excess of 480,000 members. BYOjet also owns the proprietary JETMAX platform, a technology that enables offline travel agents to quickly and easily offer a full service branded online travel service to their customers.

DVI's stated growth initiatives also include pursuing targeted acquisitions both within the retail, franchise and e-commerce sectors, particularly where its existing digital platform and expertise can provide a meaningful benefit to any acquisition.