



Market Release

5 July 2016

helloworld for business partners with Serko to provide travel expert service to SMEs in Australasia via serko.travel

[Serko Ltd. \(SKO.NZ\)](#), a leader in online travel booking and expense management, and **helloworld for business**, Australia's largest independent network of corporate travel experts and a brand of Helloworld Limited (ASX:HLO), today announced a partnership to provide Travel Expert services to SMEs in Australasia via **serko.travel**.

Serko's new online travel management service **serko.travel** is designed for businesses with up to 150 employees to provide a new and improved way to manage every aspect of their company travel. This will allow users to make bookings online and crucially, will give them access to expert support via the phone, or email if they have a problem. **helloworld for business** will provide support services to users of **serko.travel**.

serko.travel will launch in July in conjunction with XERO (NZX.XRO) as the exclusive marketing partner. Travel Expert partners have been selected for each of the Australian and New Zealand markets. **helloworld for business** is the first partner to be confirmed in both markets, with additional Travel Expert partners to be announced shortly.

Serko CEO Darrin Grafton said, "I am delighted to be able to announce helloworld for business as a partner, as they have many years of industry experience and understand what great service really means. I believe that serko.travel will offer a compelling value proposition to small business and I'm delighted that helloworld for business share our vision."

helloworld NZ Simon McKearney Executive General Manager said "We think **serko.travel** is a great innovation and will fundamentally change the way small businesses book and manage their business travel. As a brand looking for growth in the business market we're really excited to be part of something new."

Today, SMEs are estimated to spend more than \$15 billion on travel with around 66% of bookings made direct with airline and hotel providers. **Serko.travel** brings the travel suppliers that SMEs value together in one place helping them to save time, hassle and money and driving a revolution in the way small businesses manage their travel.

serko.travel is a major new strategic product initiative for Serko and was a key component of the rationale behind the successful \$8.1m capital raise completed between December 2015 and February 2016. Serko has not provided any market guidance concerning the potential contribution to FY17 revenues by **serko.travel** but will provide an update on progress at the Annual Shareholder Meeting to be held on 23 August 2016.

ENDS

For investor relations queries please contact:

Tim Bluett, Chief Financial Officer, Serko

+64 9 309 4754

investor.relations@serko.com

For media queries please contact:

Thomas Hann, Porter Novelli, for Serko

Phone: +61 2 8987 2135

thann@porternovelli.com.au

About Serko

Serko is Australasia's leading online travel booking and expense management company for businesses and is listed on the New Zealand Stock Exchange Main Board (SKO.NZX). With its HQ in Auckland New Zealand, and with offices in Sydney Australia and Xi'an City, China. Serko Online is an integrated Online Booking Tool (OBT) used by administrators and travellers to book flights, accommodation and car hire from the broadest possible set of travel providers. The OBT ensures that travel bookings comply with corporate travel management policy without limiting the users' choice of travel provider.

Visit www.serko.com for more information

About Helloworld Limited

Helloworld Limited (ASX: HLO) is a leading Australian based travel distribution company, comprising retail travel businesses, destination management services (inbound) air ticket consolidation, wholesale, corporate and online operations. This includes "helloworld", Australia's largest network of franchised travel agents, as well as our Corporate, Associate and Affiliate networks, Qantas Holidays, Go Holidays in New Zealand, AOT Inbound, ATS Pacific, QBT, Sunlover Holidays and Insider Journeys

"helloworld" is a nationwide network of independently owned and operated retail travel agencies offering Australian and New Zealand travellers outstanding service, and the best value, tailor-made leisure and corporate travel experiences

HLO has over 2000 staff located in Australia, New Zealand, Fiji, the USA, South East Asia, India and UK/Europe