

# ASX ANNOUNCEMENT

**Wotif.com Holdings Limited** ABN 41 093 000 456  
Wednesday 9 June 2010

## Market Release Investor Presentation Material

Please find attached presentation material to be used in an investor presentation to be given today.

**For further information please contact:**

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lastminute.com.au



WOTIF.COM HOLDINGS LIMITED

Morgan Stanley  
2010 Emerging Companies Conference



# Group Performance





# The Journey So Far

**1999** – The Idea, the Business Model and the Website

**2000** – Australian launch with 60 properties

– Innovations:

- Live hotel inventory
- Instant booking confirmation
- Supplier control of rates and allotments
- Rate comparison matrix for consumer
- Short booking lead time

**2005** – Released 28 day booking window (October 2005)

**2006** – Listed on Australian Stock Exchange (June 2006)

**2007** – Launched travel.com.au Limited (**TVL**) takeover

**2008** – Successful takeover of TVL  
– Acquisition of Asia Web Direct (HK) Limited (**AWD**)

**2009** – Released 3 month booking window (January 2009)  
– Released wotif.com iPhone mobile site

**2010** – Acquisition of GoDo  
– Launch of Wotflight (February 2010)  
– Over 450 staff  
– 17,506 properties in over 56 countries  
– Offices in Australia, New Zealand, Thailand, Malaysia, Indonesia, Singapore, Canada and UK



# First Half Group Milestones

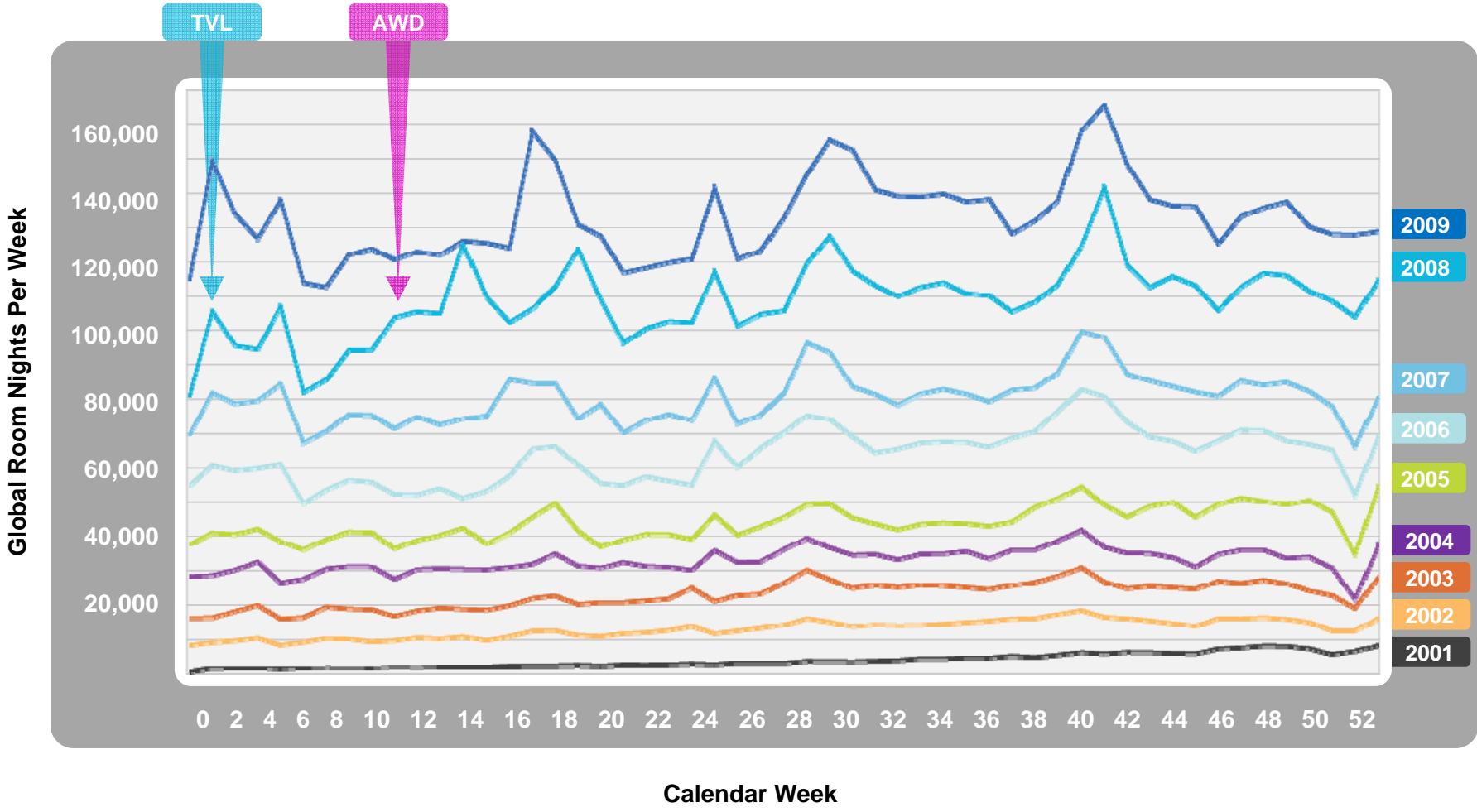
- ✓ No.1 position in Australia and New Zealand
- ✓ Record TTV – \$562 million (up 17%)
- ✓ 3.7 million room nights sold (up 22%)
- ✓ 587,000 Asian room nights sold (up 20%)
- ✓ New flights booking engine launched for [lastminute.com.au](http://lastminute.com.au)
- ✓ Flight bookings up 16%
- ✓ 16,760 accommodation properties directly represented (up 18%)
- ✓ iPhone mobile solution released



# Group Financial Highlights in H1 FY10

- ➔ TTV \$562.5 million – up 17%
- ➔ Strong revenue growth to \$69.7 million - up 19%
- ➔ NPAT \$27.6 million – up 34%
- ➔ Group room rate down 4.3% (Wotif.com down 1.7%)
- ➔ Average length of stay 1.96 nights (H1 FY09: 1.92 nights)
- ➔ Wotif.com average lead time 13.35 days (H1 FY09: 7.93 days)
- ➔ Group NPBT margin 55% (H1 FY09: 51%)
- ➔ 9 cent fully franked interim dividend per share (H1 FY09: 6.5 cent interim dividend)

# Group Global Room Night Growth



# Group Financial Performance in H1 FY10

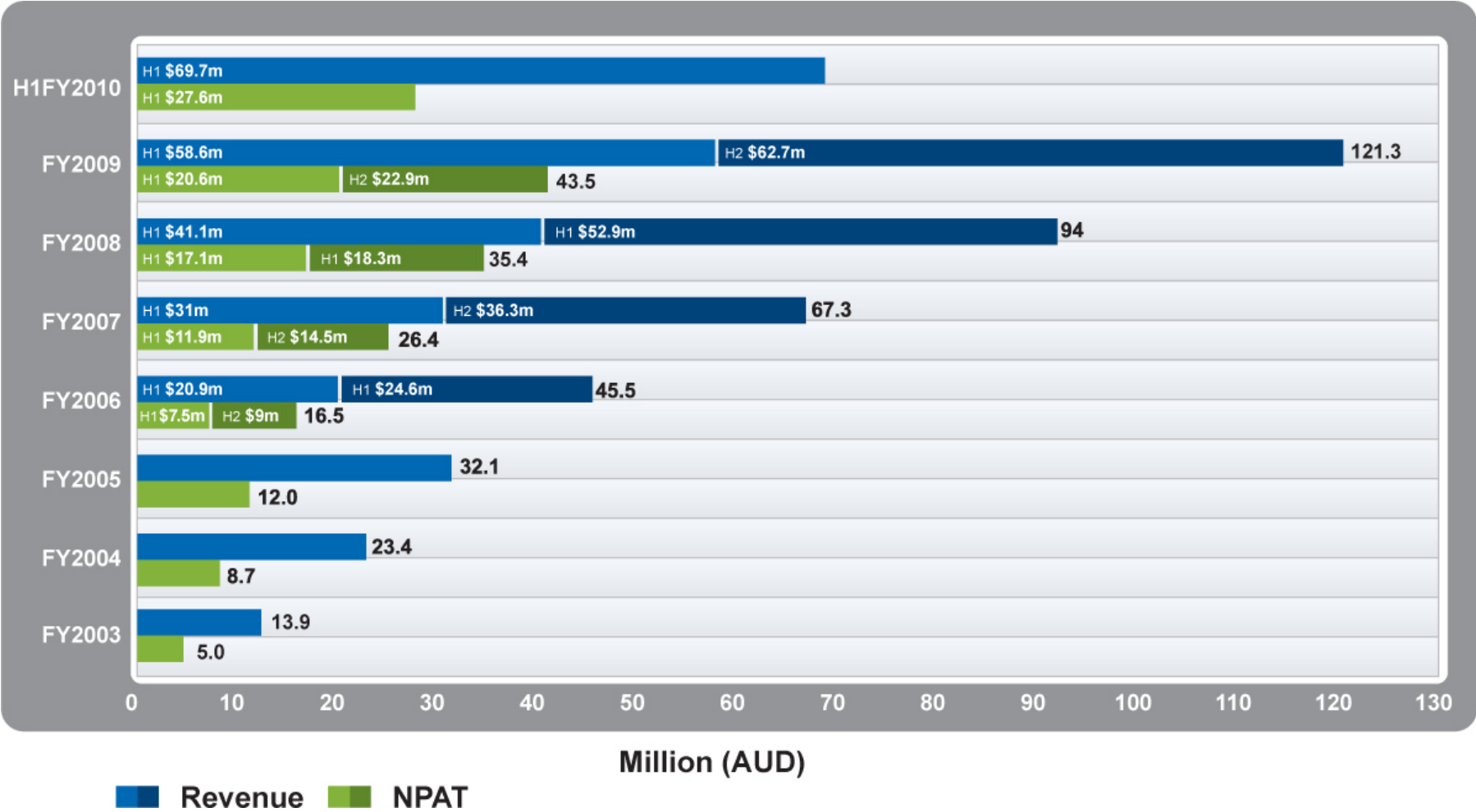
- Strong performance driven by:
- ➔ 22% increase in room nights sold
  - ➔ 16% increase in flights booked
  - ➔ Cost control + scale efficiencies

	H1 FY10 Actual (\$m)	H1 FY09 Actual (\$m)	% PCP
- Accommodation TTV	517.080	442.140	↑17%
- Flights and other TTV	45.375	40.543	↑12%
<b>Total transaction value</b>	<b>562.455</b>	<b>482.683</b>	<b>↑17%</b>
- Accommodation revenue	62.374	52.696	↑18%
- Flights and other revenue	6.008	4.329	↑39%
- Interest revenue	1.308	1.573	↓17%
<b>Total revenue</b>	<b>69.690</b>	<b>58.598</b>	<b>↑19%</b>
Total operating expenses	(28.437)	(25.448)	↑12%
<b>Net profit before depreciation, amortisation and taxation</b>	<b>41.253</b>	<b>33.150</b>	<b>↑24%</b>
Depreciation	(1.052)	(0.836)	↑26%
Amortisation of IT development costs	(1.502)	(2.467)	↓39%
Other amortisation	(0.128)	(0.130)	↓2%
<b>NPBT</b>	<b>38.571</b>	<b>29.717</b>	<b>↑30%</b>
Income tax	(11.005)	(9.083)	↑21%
<b>NPAT</b>	<b>27.566</b>	<b>20.634</b>	<b>↑34%</b>





# Group Performance since FY03



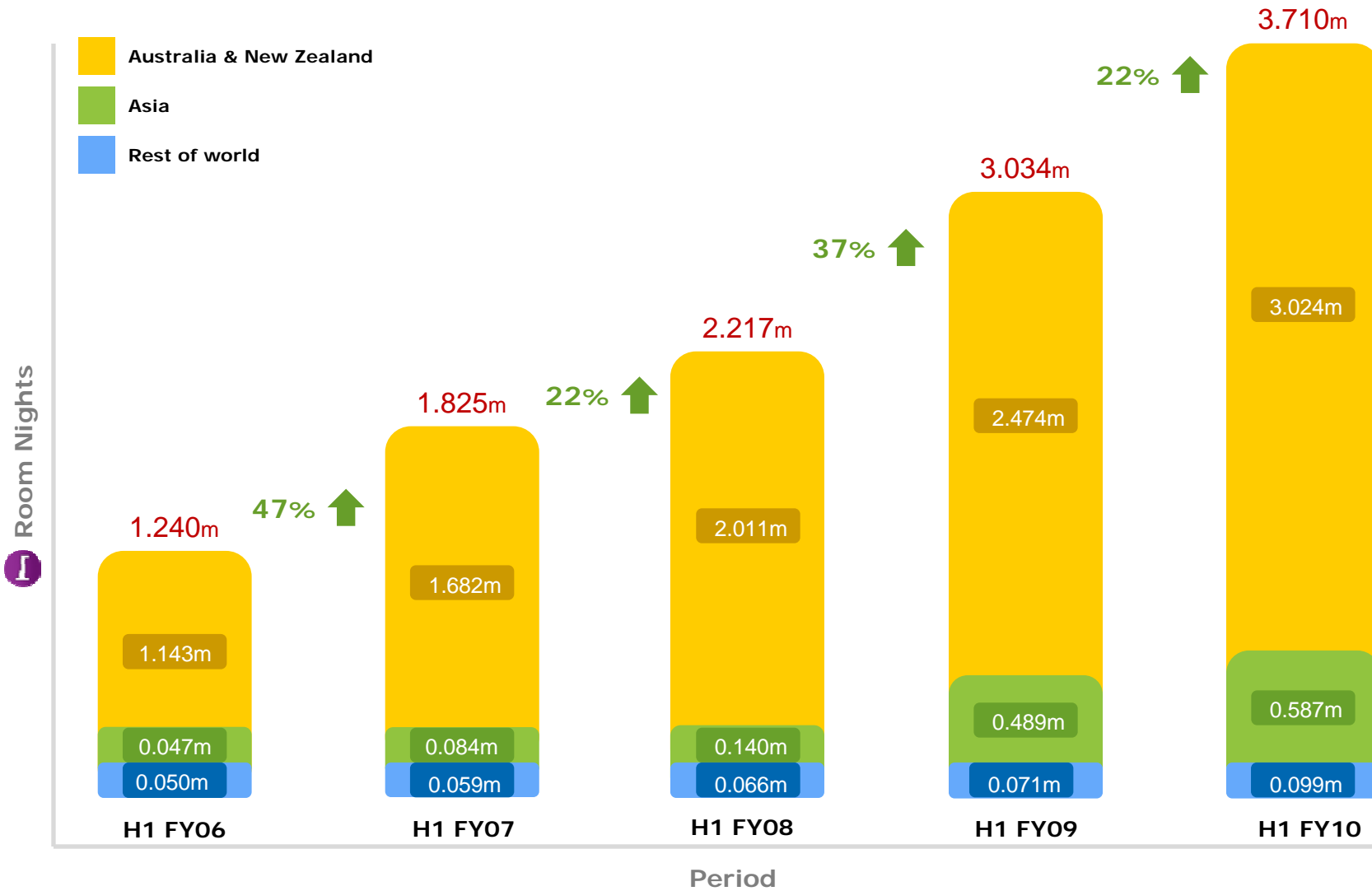
# Group Margins in H1 FY10

Margin	H1 FY10 Actual	H1 FY09 Actual
Accommodation revenue % of accommodation TTV	12.1%	11.9%
Total revenue % of TTV	12.4%	12.1%
NPBT % of total revenue	55.3%	50.7%

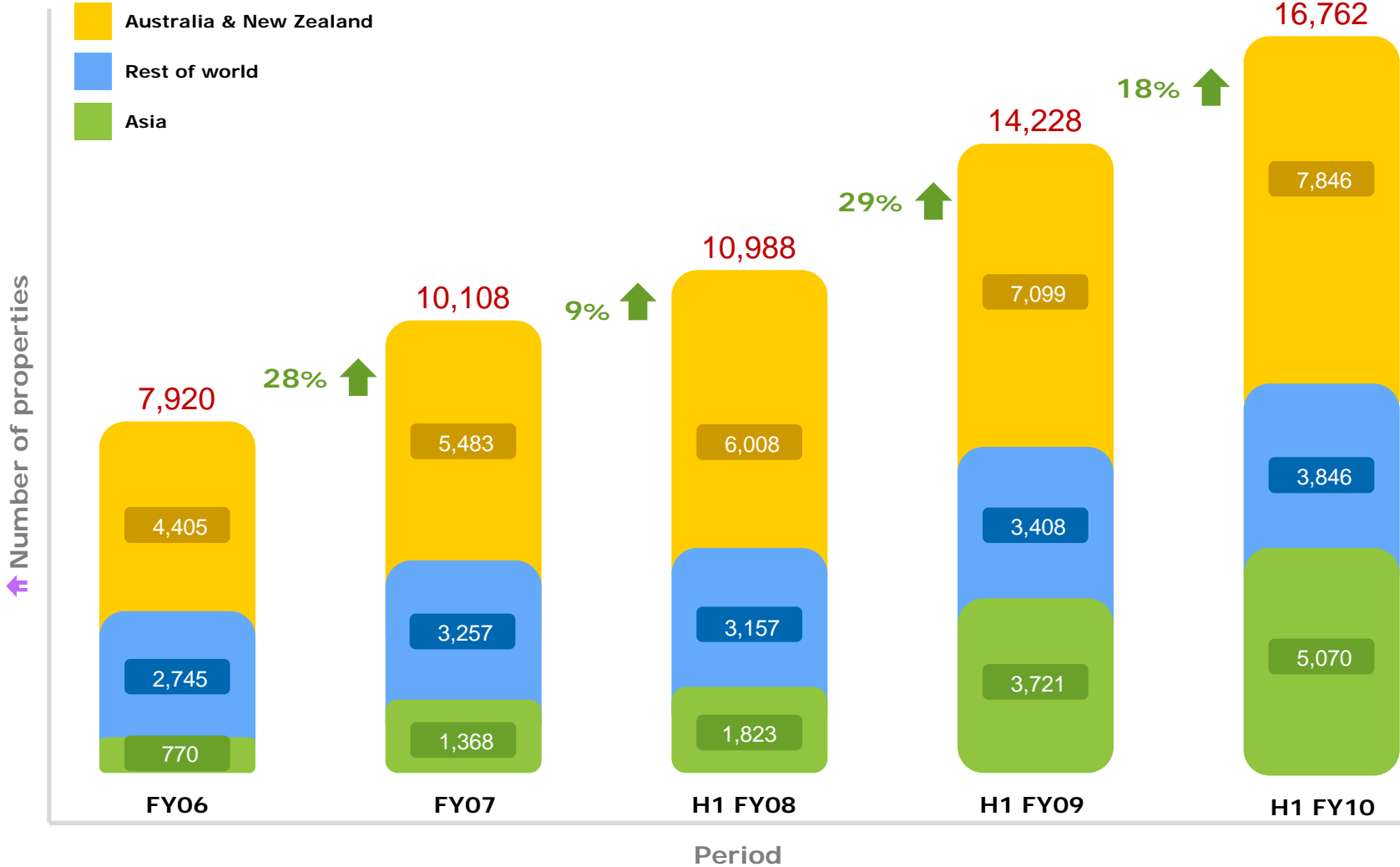
- ➔ Accommodation revenue margin improvement - increased booking fee, offsetting average length of stay increase
- ➔ Acquisitions fully integrated and efficiencies of scale realised



# Group Accommodation – Room Nights Sold



# Group Accommodation – Properties Directly Represented

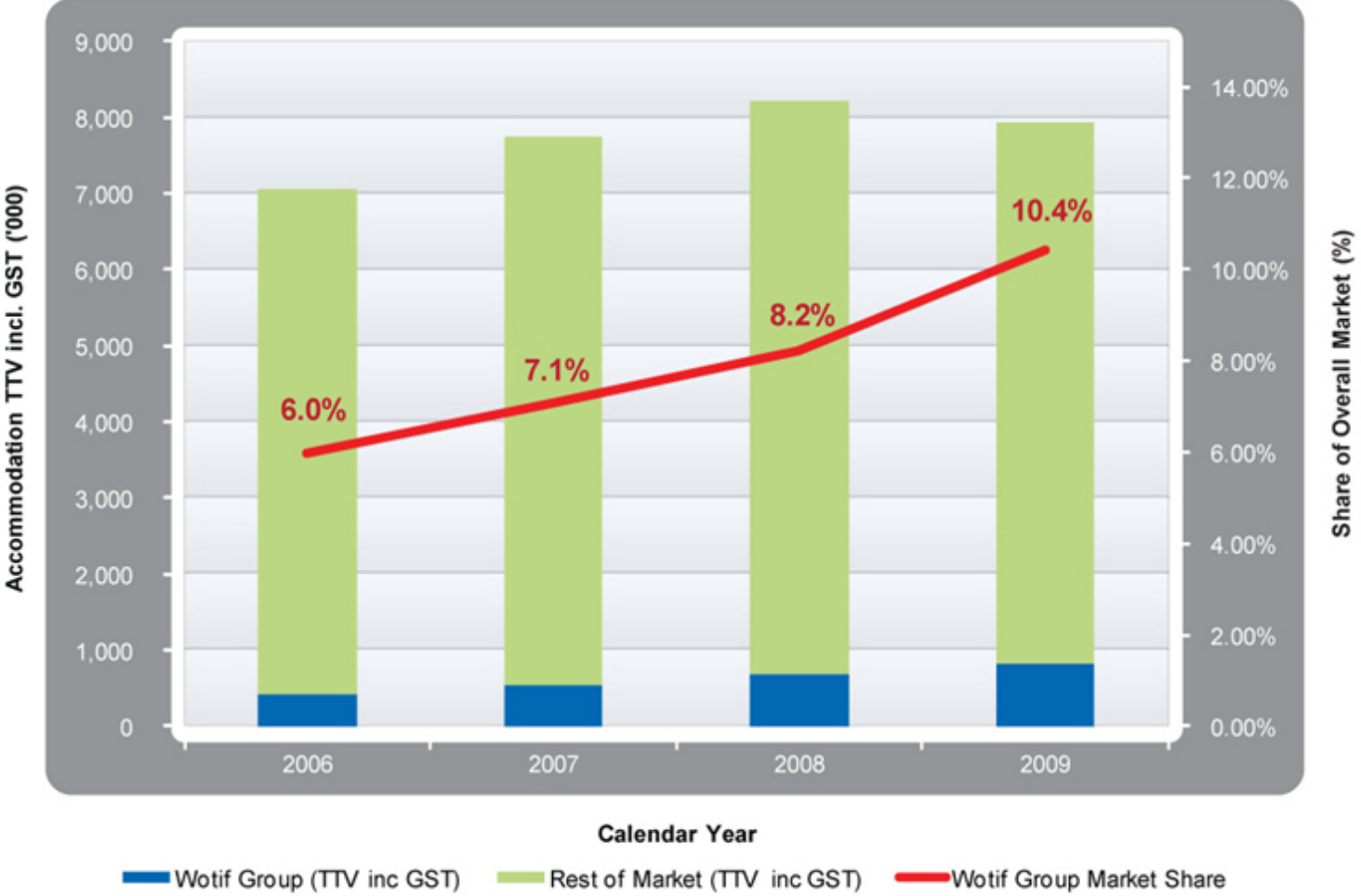


# Accommodation Market Position



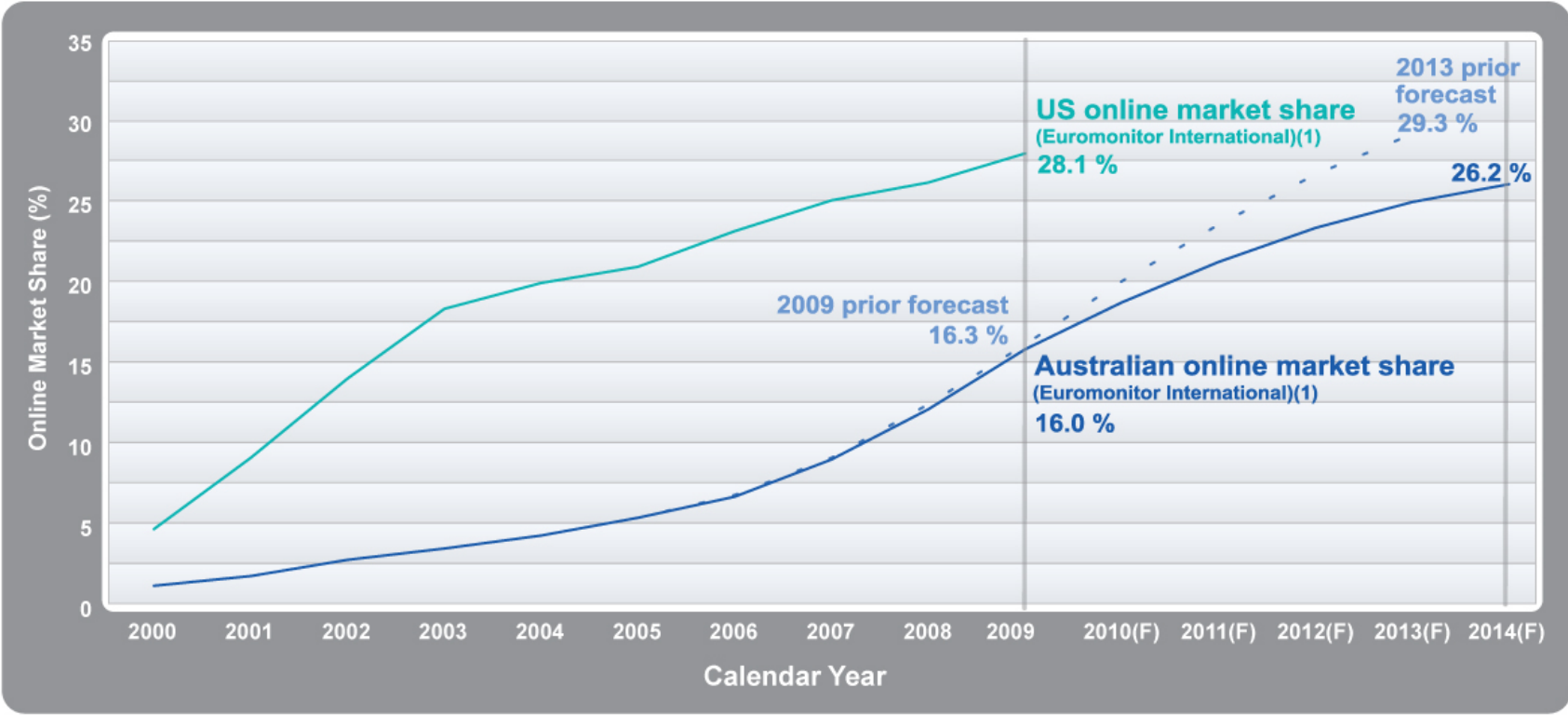


# Wotif Group Share of Total Australian Accommodation\*



Source: Australian Bureau of Statistics (8635.0 - Tourist Accommodation, Australia)  
 \* Takings from accommodation of establishments with 5 or more rooms.

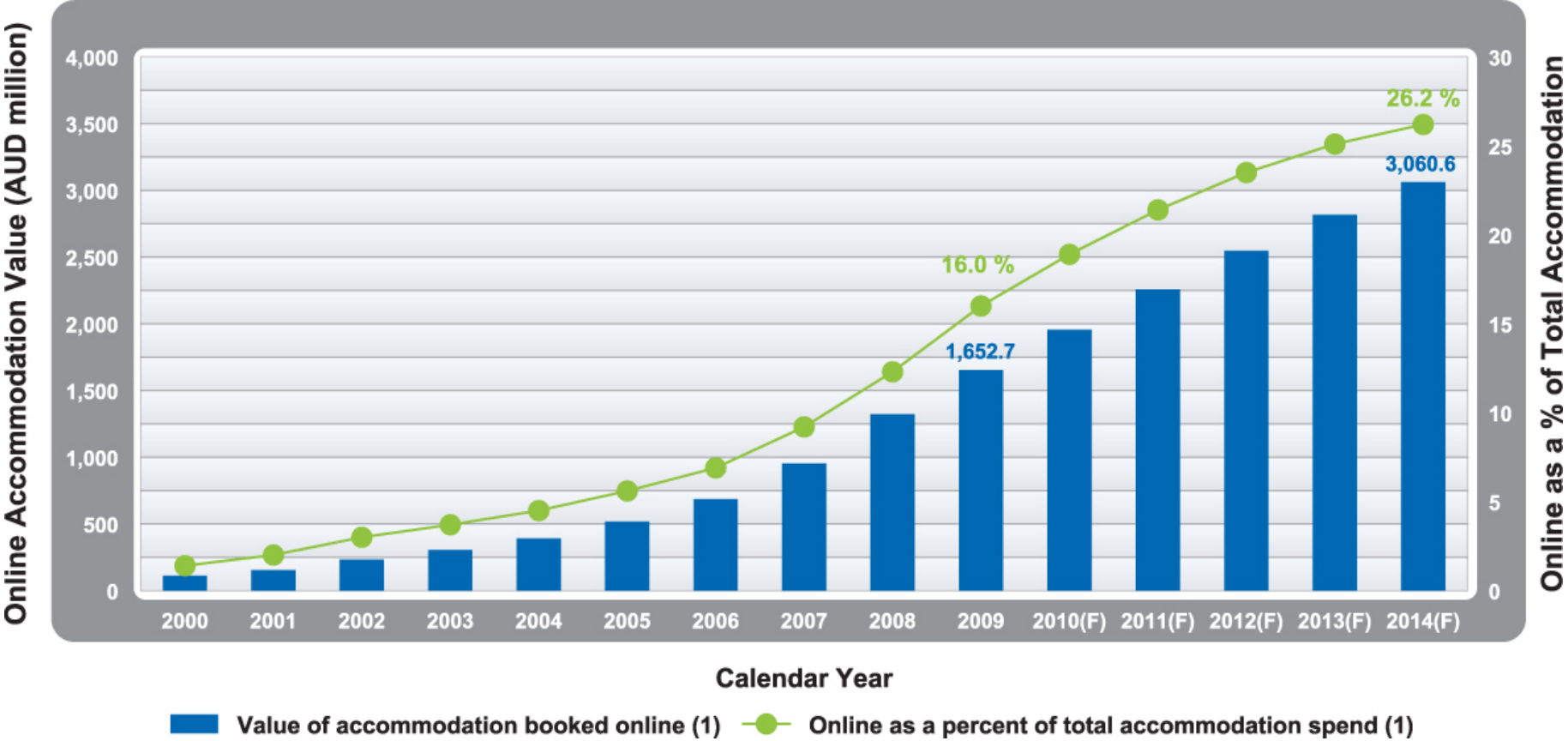
# US vs Australian Online Accommodation Sales



- Euromonitor - Australian online market share as published 2010
- - - Euromonitor - Australian online market share as published 2009
- Euromonitor - US online market share as published 2010

Source: Euromonitor International  
 (1) 2000-2009 Euromonitor International from official sources, 2010-2014 Euromonitor International estimates. Includes campsites, chalets, guesthouses, hostels, hotels, motels, private accommodation, self-catering apartments and other travel accommodation. Excludes corporate managed accommodation booked online.

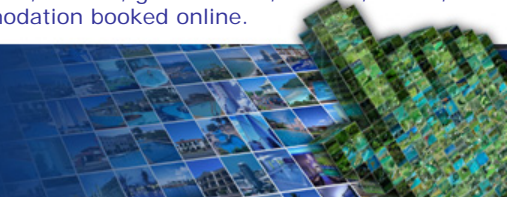
# Online Sales as % of Total Accommodation Sales in Australia



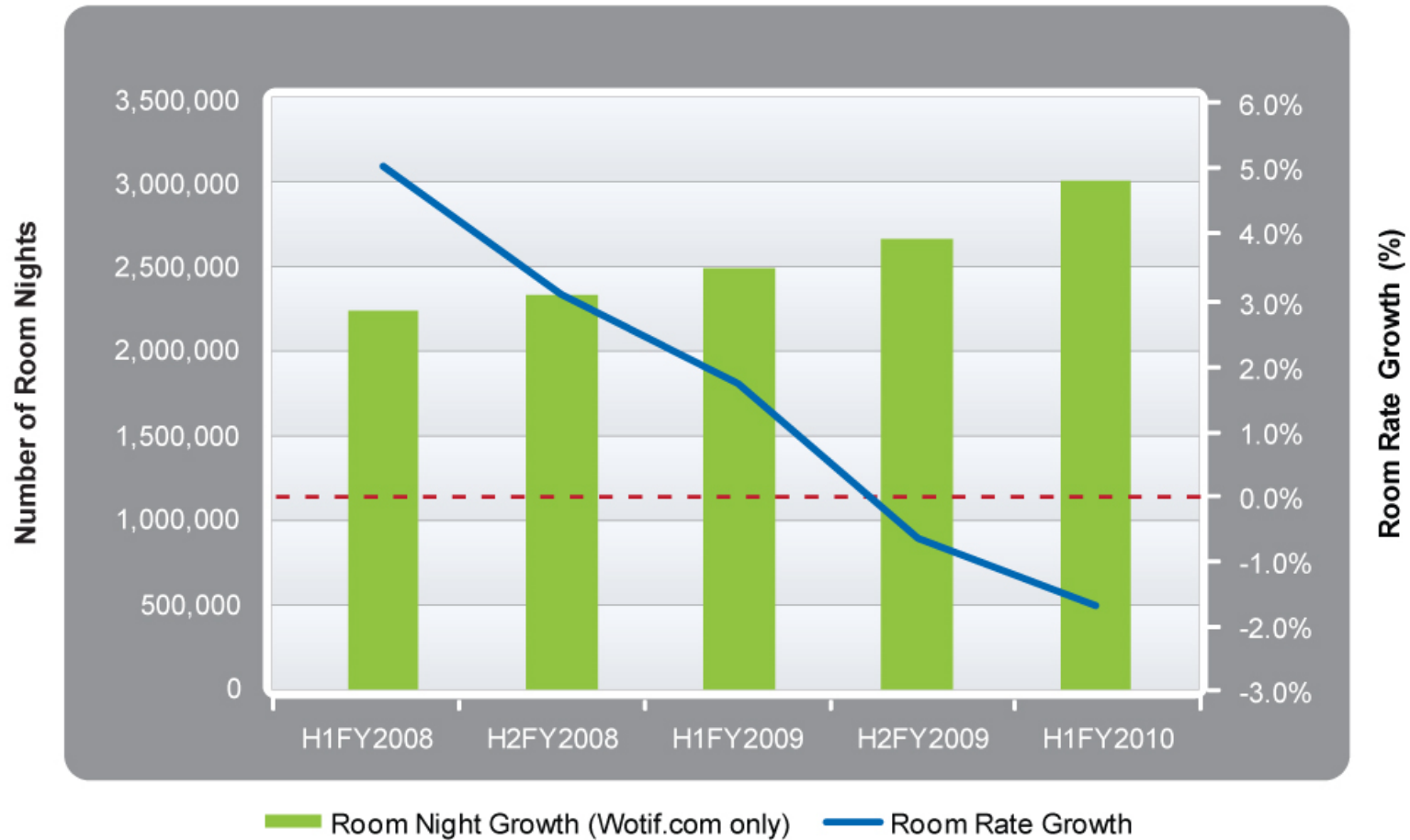
## ➔ Implied 50% online market share

Source: Euromonitor International

(1) 2000-2009 Euromonitor International from official sources, 2010-2014 Euromonitor International estimates. Includes campsites, chalets, guesthouses, hostels, hotels, motels, private accommodation, self-catering apartments and other travel accommodation. Excludes corporate managed accommodation booked online.



# Wotif.com - Room Night and Room Rate Performance

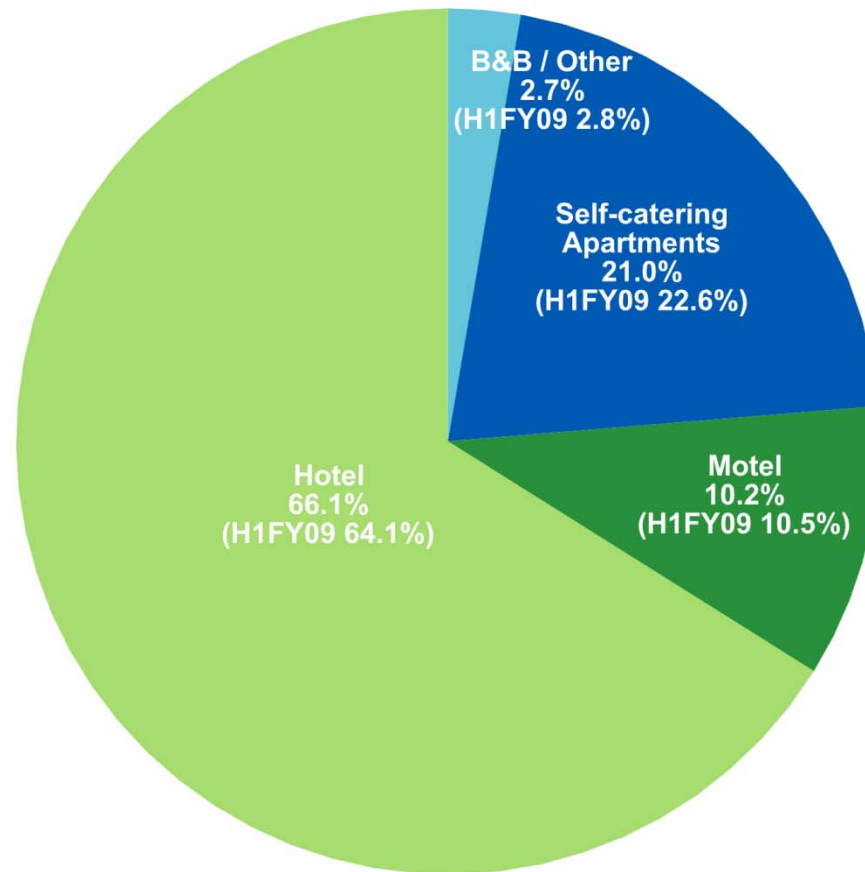


# Wotif.com - Room Night and Room Rate Performance

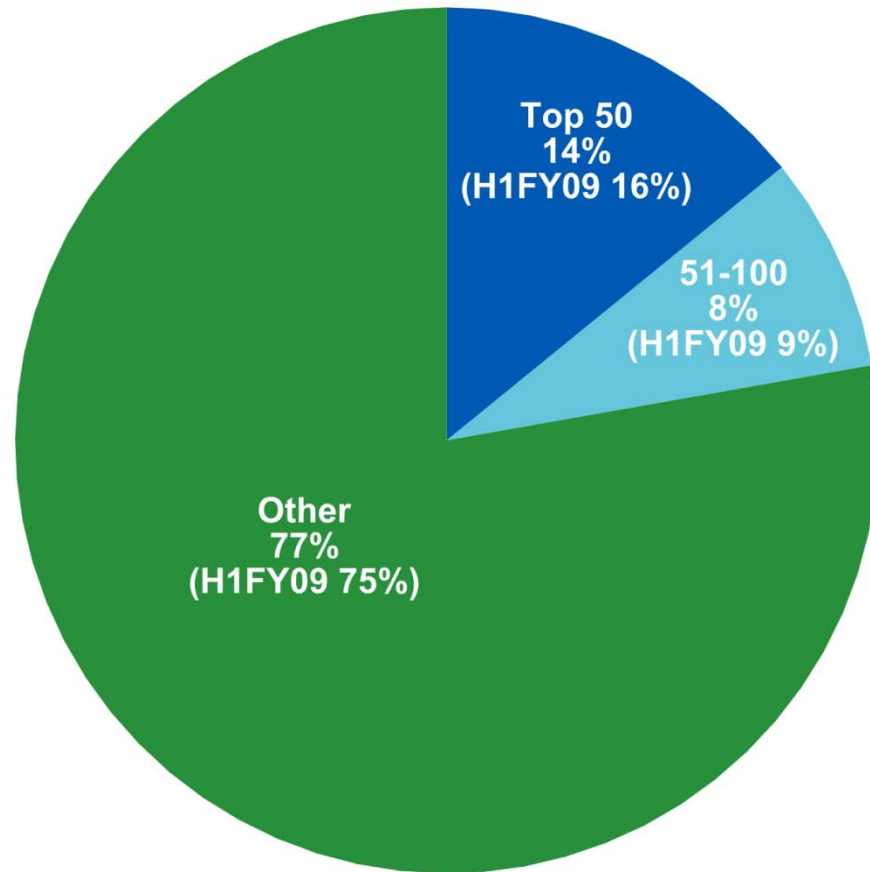




## Turnover Source by Australian Property Type H1 FY10



## Turnover Source by Australian Properties H1 FY10



# Initiatives and Outlook



# Group Accommodation – Inventory Distribution Channels



More than 7.5 million\* visits per month across Group network



\* Asia Web Direct's contribution consists of core websites AsiaWebDirect.com, LateStays.com, Phuket.com and Bangkok.com



**ASIAWEB**  
**DIRECT**



All prices below are in **EUR - Euro** and are tax inclusive per room



**Absolute Bangla Suites**  
Patong Beach, Phuket

Absolute Bangla Suites, the best 5 star serviced apartment style hotel on Patong beach, Phuket Thailand. Welcome to Absolute Bangla Suites, one of the Phuket's most [More >](#)

+ SAVE from **77 EUR**

★★★★★

STAR RATING

n/a

GUEST RATING

BOOK NOW!



**Absolute Chandara Resort & Spa**  
Ao Por, Phuket

Located only 20 minutes drive from Phuket International Airport, Absolute Chandara Resort & Spa has been operated as Phuket 5 star hotel which offers world class [More >](#)

+ SAVE from **100 EUR**

★★★★★

STAR RATING

4.0

GUEST RATING

BOOK NOW!



**Adamas Resort & Spa**  
Nai Yang, Phuket

The resort formerly known as Arahmas Resort and Spa will now be operating under the name of Adamas Resort and Spa Phuket. The recent rebranding and planned [More >](#)

+ SAVE from **73 EUR**

★★★★★

STAR RATING

4.0

GUEST RATING

BOOK NOW!



**Alpina Phuket Nalina Resort**  
Kata Beach, Phuket

Alpina Phuket Nalina Resort and Spa is one of the preeminent first class resorts in Phuket. It is located just 700 meters off the beach in Kata, which is widely regarded [More >](#)

+ SAVE from **48 EUR**

★★★★★

STAR RATING

4.0

GUEST RATING

BOOK NOW!



**Amanpuri Resort**  
Surin Beach, Phuket

The most desirable and exclusive property in Phuket, the Amanpuri has an unrivalled reputation as a luxury resort where personal service, recreational facilities and [More >](#)

+ SAVE from **766 EUR**

★★★★★

STAR RATING

n/a

GUEST RATING

BOOK NOW!

My Shortlist

sign in or register to view or save.

Search Hotels

Thailand

Phuket

Karon Beach

from Tue 08 June 2010

to Fri 25 June 2010

SEARCH

Advanced Options

- Restaurant
- Kitchenette
- Fitness Center
- 5 Star Hotels
- Honeymoon Hotel
- Satellite/Cable TV
- Swimming Pool
- Internet
- Family Resort
- Villas

Category

Category: ★ to ★★★★★

Price range

0 Unlimited EUR

sort results by Category

Show results only from:

- Ao Por
- Bang Tao
- Chalong
- Kamala Beach
- Karon Beach
- Kata Beach
- Koh Yao
- Mai Khao
- Nai Ham
- Nai Thon
- Nai Yang
- Nakalay Beach
- Nearby Island
- Other Areas
- Panwa
- Patong Beach

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- Nai Yang
- Nakalay Beach
- Nearby Island
- Other Areas
- Panwa
- Patong Beach

All prices below are in EUR - Euro and are tax inclusive per room



**Absolute Bangla Suites**  
Patong Beach  
★★★★★  
STAR RATING  
n/a  
GUEST RATING  
from 77 EUR  
+ SAVE  
BOOK NOW!



**Absolute Chandara Resort & Spa**  
Ao Por  
★★★★★  
STAR RATING  
4.0  
GUEST RATING  
from 100 EUR  
+ SAVE  
BOOK NOW!



**Adamas Resort & Spa**  
Nai Yang  
★★★★★  
STAR RATING  
4.0  
GUEST RATING  
from 73 EUR  
+ SAVE  
BOOK NOW!




**Alpina Phuket Nalina Resort**  
Kata Beach  
★★★★★  
STAR RATING  
4.0  
GUEST RATING  
from 48 EUR  
+ SAVE  
BOOK NOW!





Home » Thailand » Phuket » Nai Harn » All hotels

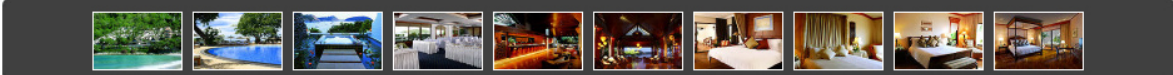


## The Royal Phuket Yacht Club

Nai Harn, Phuket, Thailand  
★★★★★

Guide | Map

Overview | Rates | Facilities & Services | Location | Guest Comments



Poised above the shores of Phuket finest swimming beach, The Royal Phuket Yacht Club has a location and reputation that befits no other.

An icon of opulence, the hotel has won numerous awards including the most recently appointed World Best Leisure Hotel by Conde Nast Traveller and Thailand Leading Resort at the 13th World Travel Awards 2006.

A member of the Leading Hotels of the World, with 110 oceanfront suites and bedrooms, superbly designed with a spacious private terrace overlooking the Andaman Sea, it offers a unique, luxurious and totally relaxing experience...

Prices below are **INCLUSIVE** of taxes and hotel service charge

Show rates in

Hover mouse over rates to see inclusions.  Only show offers with instant confirmation?  \* Additional restrictions apply.  Hot deal.

Select the nights you wish to stay

Jump to:

	MON 07 JUN	TUE 08 JUN	WED 09 JUN	THU 10 JUN	FRI 11 JUN	SAT 12 JUN	SUN 13 JUN	MON 14 JUN	TUE 15 JUN	WED 16 JUN	THU 17 JUN	FRI 18 JUN	SAT 19 JUN	SUN 20 JUN	
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Next 7 days
Mountain View Room (Room Only) <a href="#">▼ More info...</a>	76	76	76	76	76	76	76	76	76	76	76	76	76	76	<a href="#">BOOK</a>
Mountain View Room (Breakfast) <a href="#">▼ More info...</a>	92	92	92	92	92	92	92	92	92	92	92	92	92	92	<a href="#">BOOK</a>
Superior (Room Only) <a href="#">▼ More info...</a>	108	108	108	108	108	108	108	108	108	108	108	108	108	108	<a href="#">BOOK</a>
Superior (Breakfast) <a href="#">▼ More info...</a>	124	124	124	124	124	124	124	124	124	124	124	124	124	124	<a href="#">BOOK</a>

**My Shortlist**  
[sign in](#) or [register](#) to view or save.

**Search Hotels**  
Thailand  
Phuket  
Nai Harn  
from   
to   
[SEARCH](#)






**Advanced Options**  
 Restaurant  Satellite/Cable TV  
 Kitchenette  Swimming Pool  
 Fitness Center  Internet

**Category**  
Category: ★ to ★★★★★

**Price range**  
0 Unlimited EUR

sort results by

**FEATURED HOTELS**

-  **Nai Yang Indigo Pearl**  
From Baht 5,000
-  **Surin Beach The Chedi Phuket**  
From Baht 4,400
-  **Bang Tao Best Western Premier Bangtao Beach Resort & Spa**  
From Baht 2,499
-  **Surin Beach Ayara Hilltops**  
From Baht 3,900
-  **Panwa By The Sea**  
From Baht 1,300

# Group Flights

-  **Wotflight - first flight initiative - more to follow**
-  **Wotflight leverages off existing flights infrastructure for [lastminute.com.au](http://lastminute.com.au) and [travel.com.au](http://travel.com.au)**
-  **New & simple search functionality - **PATENTED****
-  **Wotflight focused on [Wotif.com](http://Wotif.com) customer base**
-  **[Wotif.com](http://Wotif.com) voucher for every Wotflight booking**
-  **Jetstar on Wotflight, [lastminute.com.au](http://lastminute.com.au) and [travel.com.au](http://travel.com.au)**





# Wotflight

**wotflight**  
Just plane easy

... and who's flying, to **FIND FLIGHTS**

passengers 2 adult

**One way** **Return**

**Best deals** **Wotmail** **Wot's on** **Help**

Going from **Sydney** to **Melbourne** on

Return on

Passengers **1 adult** **0 children** (under 12 years) **0 infants** (0-23 months) **FIND FLIGHTS**

**Race around Australia with Wotflight**  
**WIN \$10,000 of flights**

**FREE \$10**  
Wotif.com voucher when you book

Sign up to **Wotmail**

Learn how to book your flight

About us | Media centre | Contact us | FAQs

Qantas | Jetstar | Virgin Blue | Rex | Aeroperican | Brindabella | Air North | Whatflight  
Domestic flights | Wotif.com | Fees and charges | Terms and Conditions | Privacy Policy | Security  
Compare and book cheap flights and airfares on Qantas, Virgin Blue, Jetstar, Rex, Brindabella, Air North, Aeroperican and Skywest airlines with Wotflight!  
With so many choices, get to where you want to go today.



# Wotflight



gets you a **FREE**  
Wotif.com \$10 voucher

**Gift Voucher**

Why not, where you can Wotif!

One way
Return
\$ Best deals
Wotmall
Wat's on
Help

Going from  to  on  Return on

Passengers:

Sort results by  Price  Airline (cheapest first) **FIND FLIGHTS**

Previous day
Wednesday 09 June 2010
Next day

**Jet** From Sydney to Melbourne

JetSaver Light | JetSaver | JetFlex

Choose a flight by clicking on a green bar below:

	6 am	7 am	8 am	9 am	10 am	11 am	12 pm	1 pm	2 pm	3 pm	4 pm	5 pm	6 pm	7 pm	8 pm	9 pm	10 pm	11 pm	12 am
<p>JetSaver Light: \$43 or \$53 or \$273</p> <p>JetSaver: \$63 or \$73 or \$273</p> <p>JetFlex: \$73 or \$83 or \$273</p> <p>\$143 or \$153 or \$273</p>																			

**Virgin** From Sydney to Melbourne

Go! Fare | Blue Saver | Flexible | Corporate Plus | Premium Economy

Choose a flight by clicking on a green bar below:

	6 am	7 am	8 am	9 am	10 am	11 am	12 pm	1 pm	2 pm	3 pm	4 pm	5 pm	6 pm	7 pm	8 pm	9 pm	10 pm	11 pm	12 am
<p>Go! Fare: \$83 or \$93 or \$284 or \$393 or \$433</p> <p>Blue Saver: \$93 or \$103 or \$284 or \$393 or \$433</p> <p>Flexible: \$119 or \$284 or \$393 or \$433</p>																			



# Wotflight

**wotflight**  
 Just plane easy

Every Wotflight booking ... **BOOK IT**

**One way** **Return**

Best deals | Wotmall | Wat's on | Help

Going from **Sydney** to **Melbourne** on **Wed 09 Jun 2010** Return on **Wed 30 Jun 2010**

Passengers: **1 Adult** **0 Children** (under 12 years) **0 Infants** (0-23 months)

Sort results by:  Price  Airline (cheapest first) **FIND FLIGHTS**

**From Sydney to Melbourne**

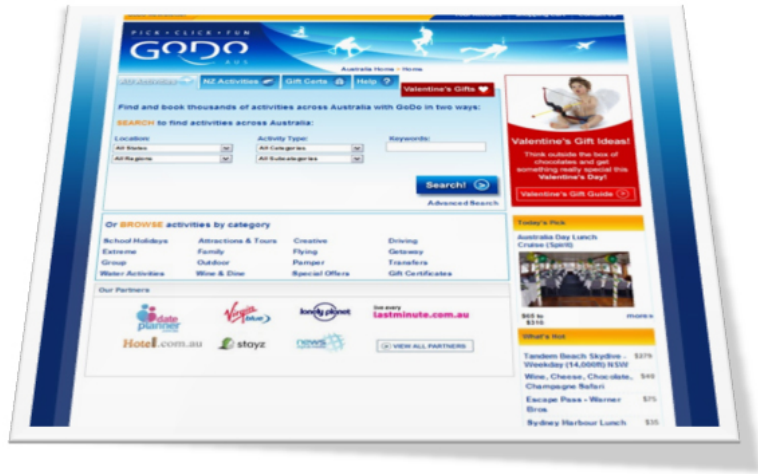
Wednesday 09 June 2010

Choose a flight by clicking on a green bar below:

	6 am	7 am	8 am	9 am	10 am	11 am	12 pm	1 pm	2 pm	3 pm	4 pm	5 pm	6 pm	7 pm	8 pm	9 pm	10 pm	11 pm	12 am
<b>Jetstar</b> Budget fares: \$43 (cheapest fare)   Flexible fares: \$53   Premium fares: \$273 To Melbourne Avalon																			
<b>Jetstar</b> Budget fares: \$63   Flexible fares: \$73   Premium fares: \$273																			
<b>Jetstar</b> Budget fares: \$73   Flexible fares: \$83   Premium fares: \$273																			
<b>Virgin</b> Budget fares: \$83   Flexible fares: \$93   Premium fares: \$284, \$393, \$433 <small>(\$93) (\$103)</small>																			
<b>Virgin</b> Budget fares: \$93   Flexible fares: \$284   Premium fares: \$393, \$433 <small>(\$103)</small>																			
<b>Qantas</b> Budget fares: \$99   Flexible fares: \$195   Premium fares: \$309, \$427, \$525																			
<b>Virgin</b> Budget fares: \$119   Flexible fares: \$284   Premium fares: \$393, \$433 <small>(\$129)</small>																			



# GoDo



- ➔ Established 2006
- ➔ Real time online booking of “things to do”
- ➔ Over 1,000 suppliers with 2,000 bookable activities
- ➔ Cross-sell opportunities within Group



# Group Outlook

- ➔ Occupancy levels in Australia remain strong
- ➔ Room rate outlook strengthening
- ➔ Thailand outlook remains challenging
- ➔ Profit guidance FY10 NPAT \$52m (up 20%) to \$56m (up 29%)



