

ASX ANNOUNCEMENT

Wotif.com Holdings Limited ABN 41 093 000 456

Tuesday 4 May 2010

Market Release Investor Presentation Material

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

For further information please contact:

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lastminute.com.au



WOTIF.COM HOLDINGS LIMITED
MACQUARIE CONFERENCE 2010



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

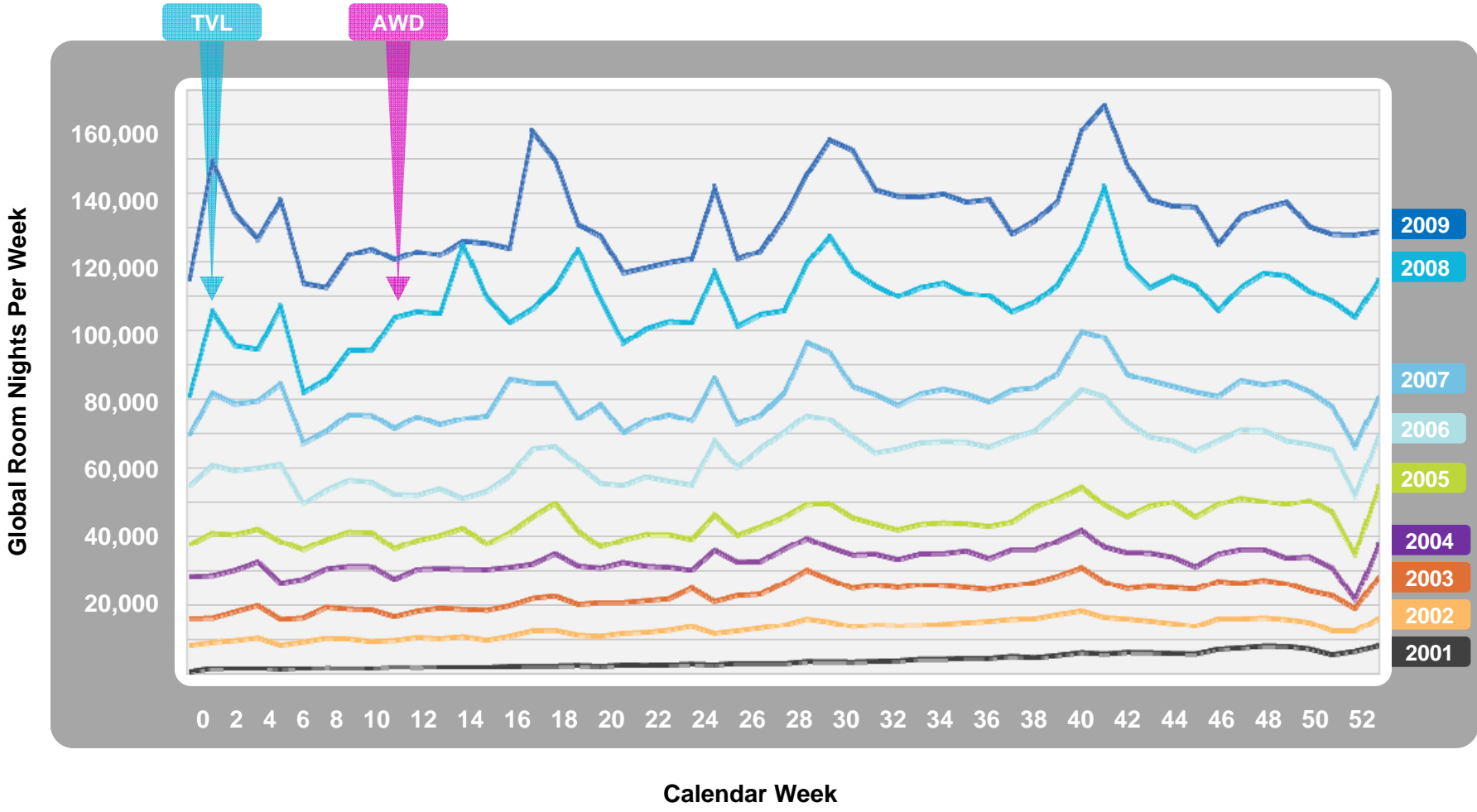
- ✓ No.1 position in Australia and New Zealand
- ✓ Record TTV – \$562 million (up 17%)
- ✓ 3.7 million room nights sold (up 22%)
- ✓ 587,000 Asian room nights sold (up 20%)
- ✓ New flights booking engine launched for lastminute.com.au
- ✓ Flight bookings up 16%
- ✓ 16,760 accommodation properties directly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



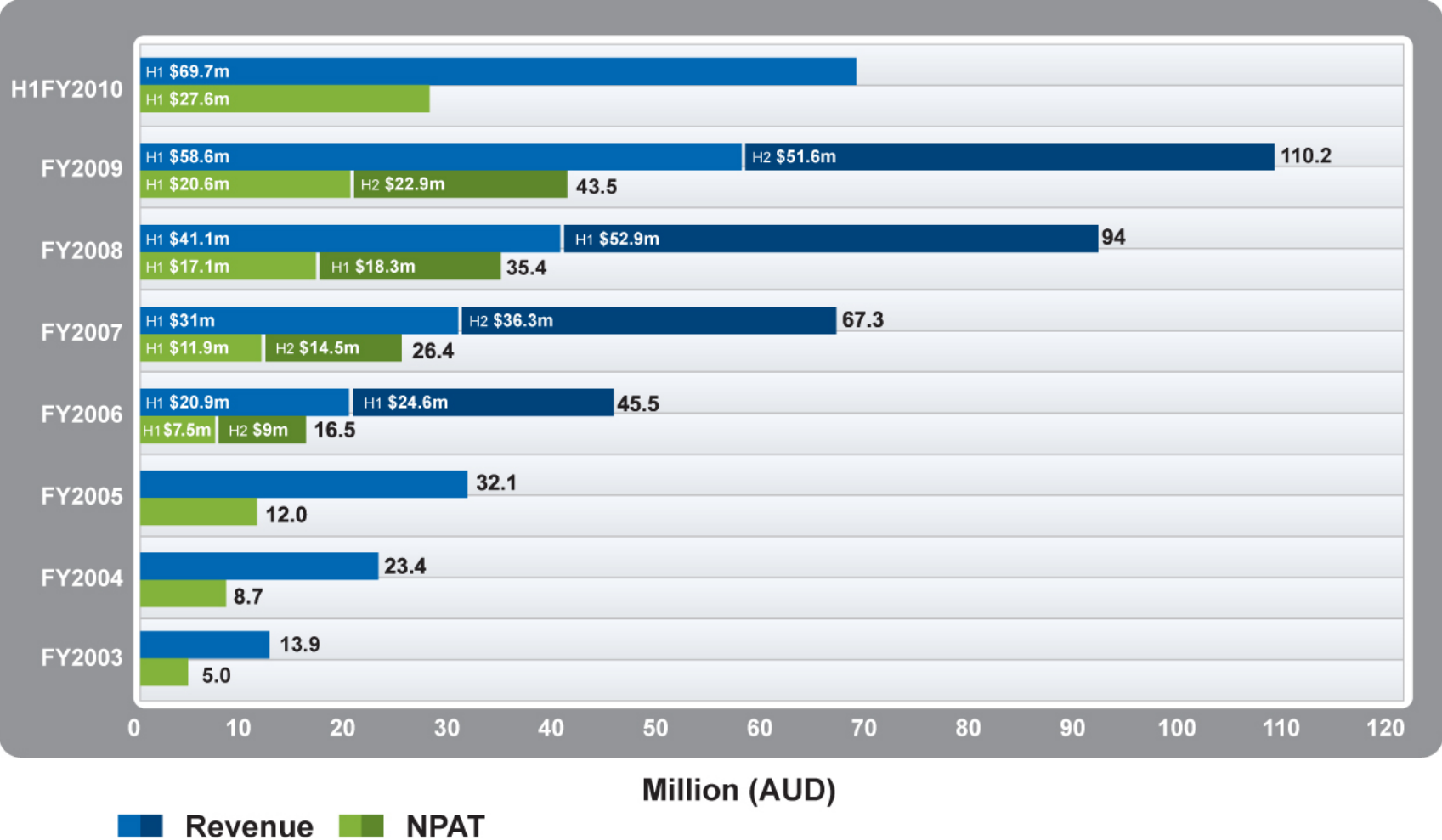
Group Financial Performance in H1 FY10

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



Group Performance since FY03



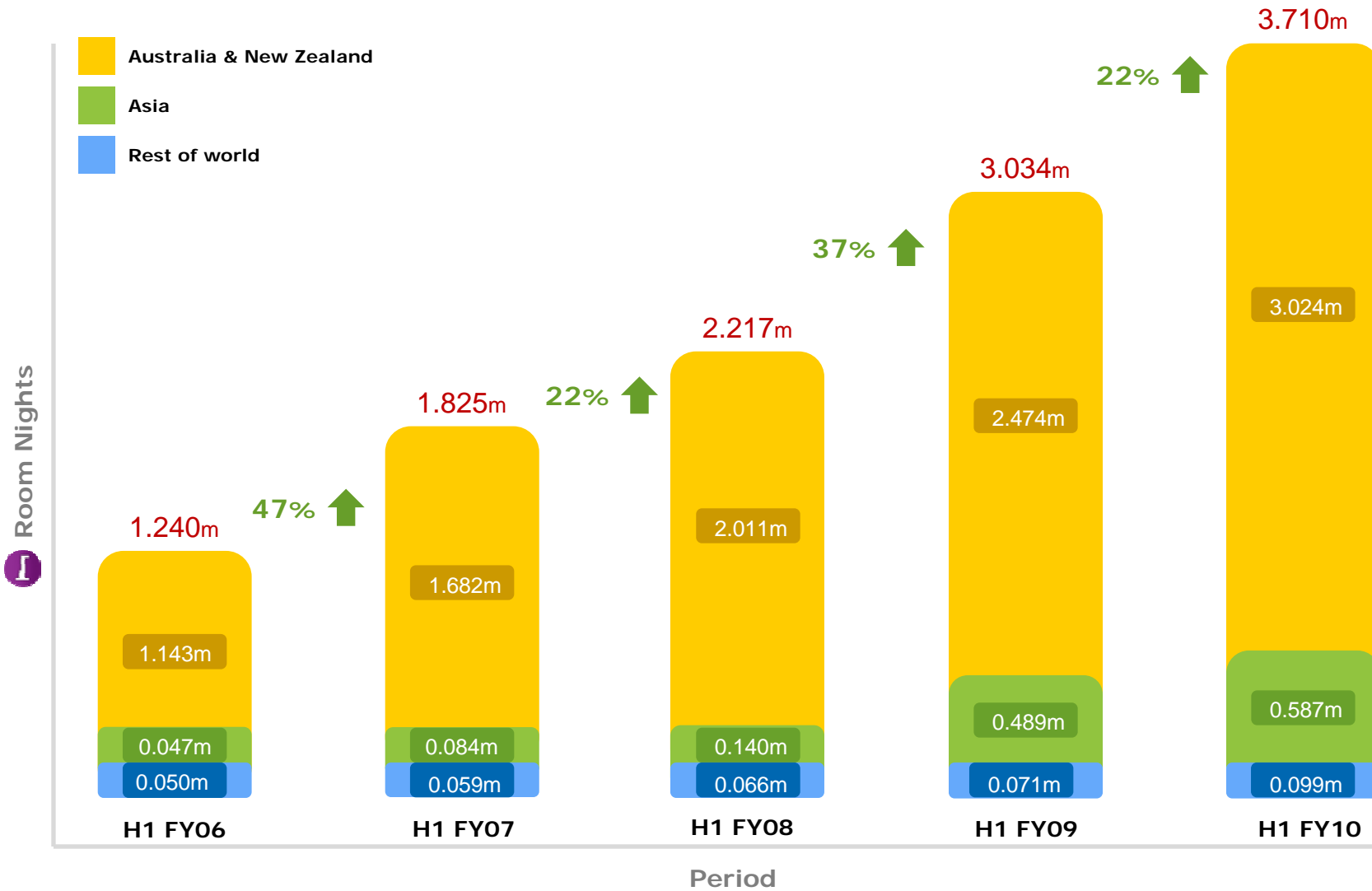
Group Margins in H1 FY10

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%

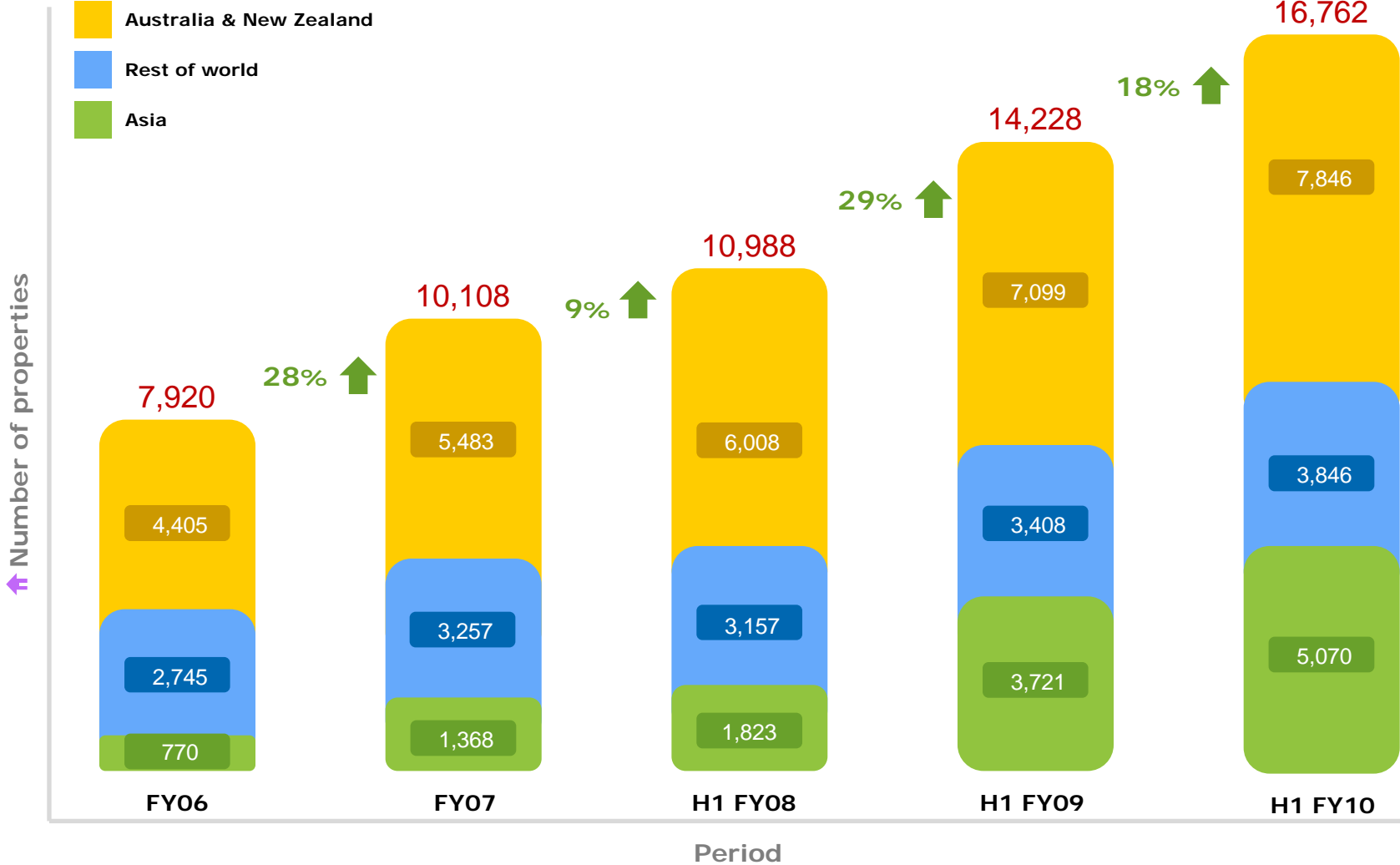
- ➔ Accommodation revenue margin improvement - increased booking fee, offsetting average length of stay increase
- ➔ Acquisitions fully integrated and efficiencies of scale realised



Group Accommodation – Room Nights Sold



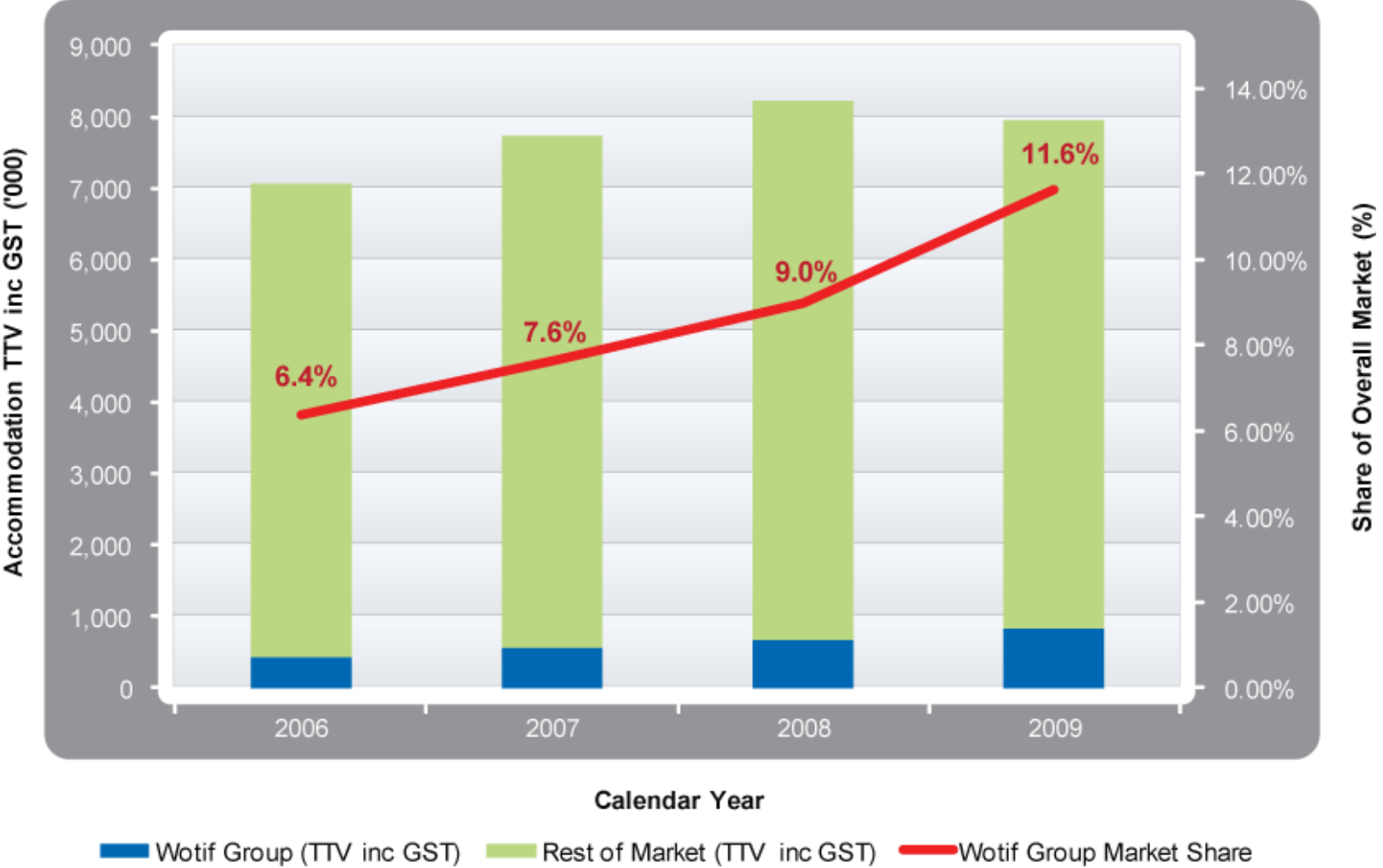
Group Accommodation – Properties Directly Represented



Accommodation Market Position

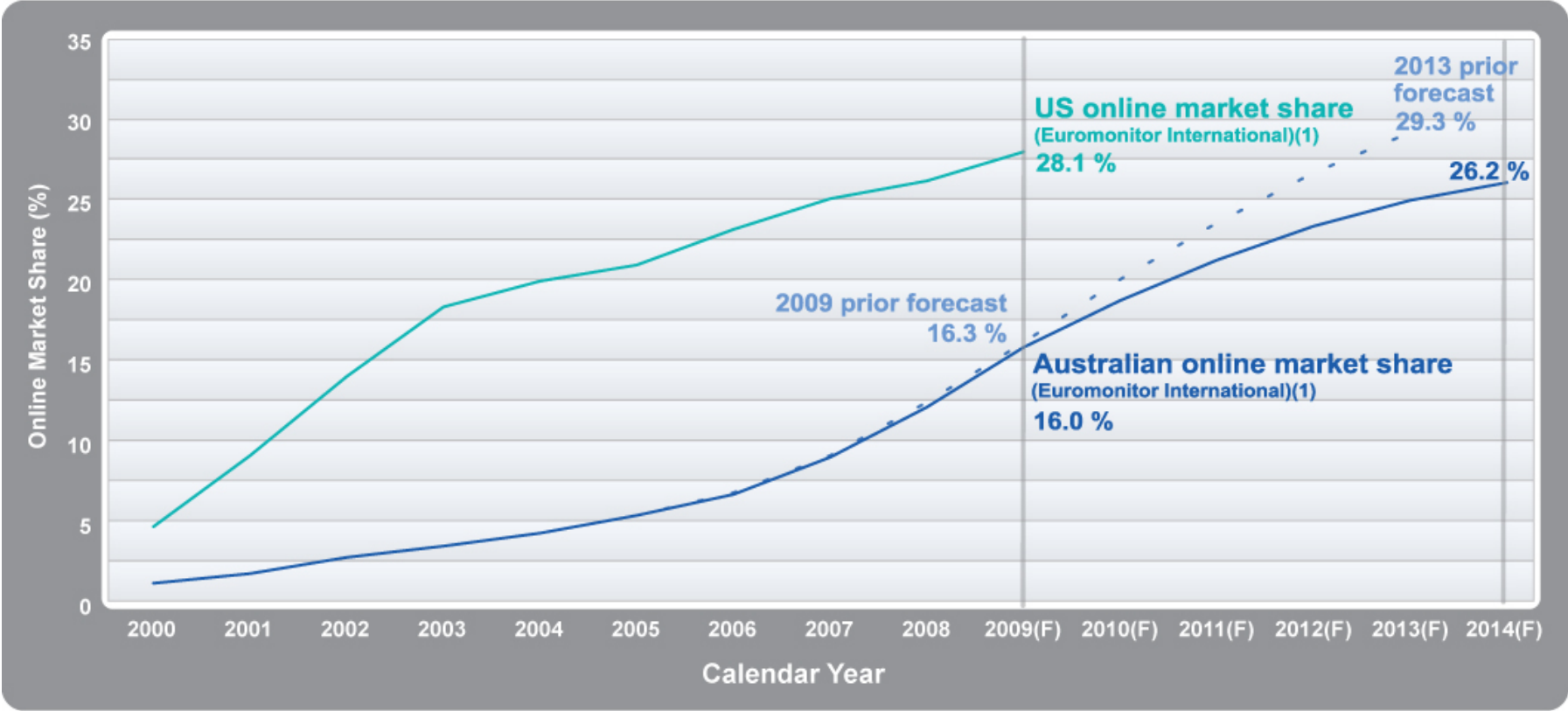


Wotif Group Share of Total Australian Accommodation*



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



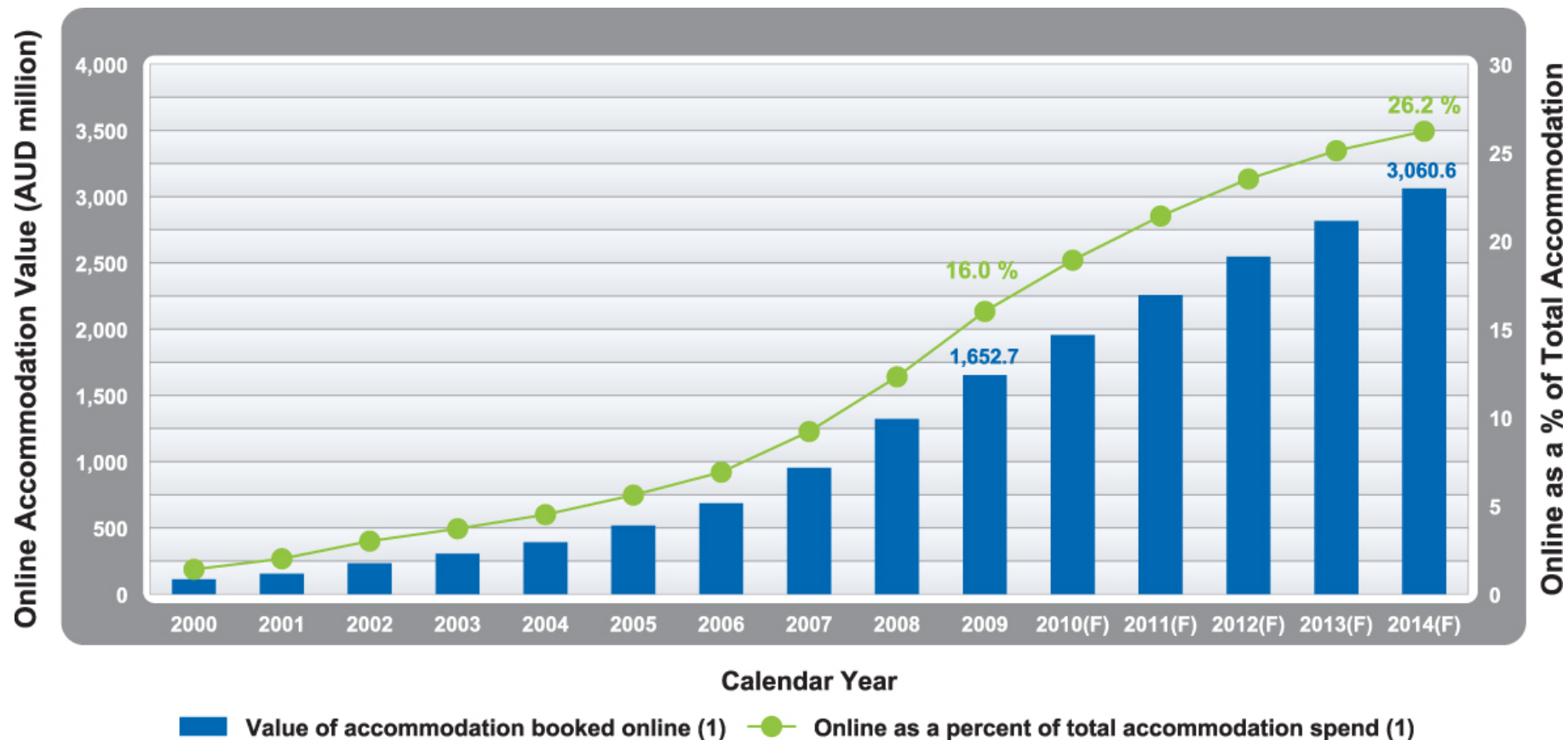
- Euromonitor - Australian online market share as published 2010
- - - Euromonitor - Australian online market share as published 2009
- Euromonitor - US online market share as published 2010

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



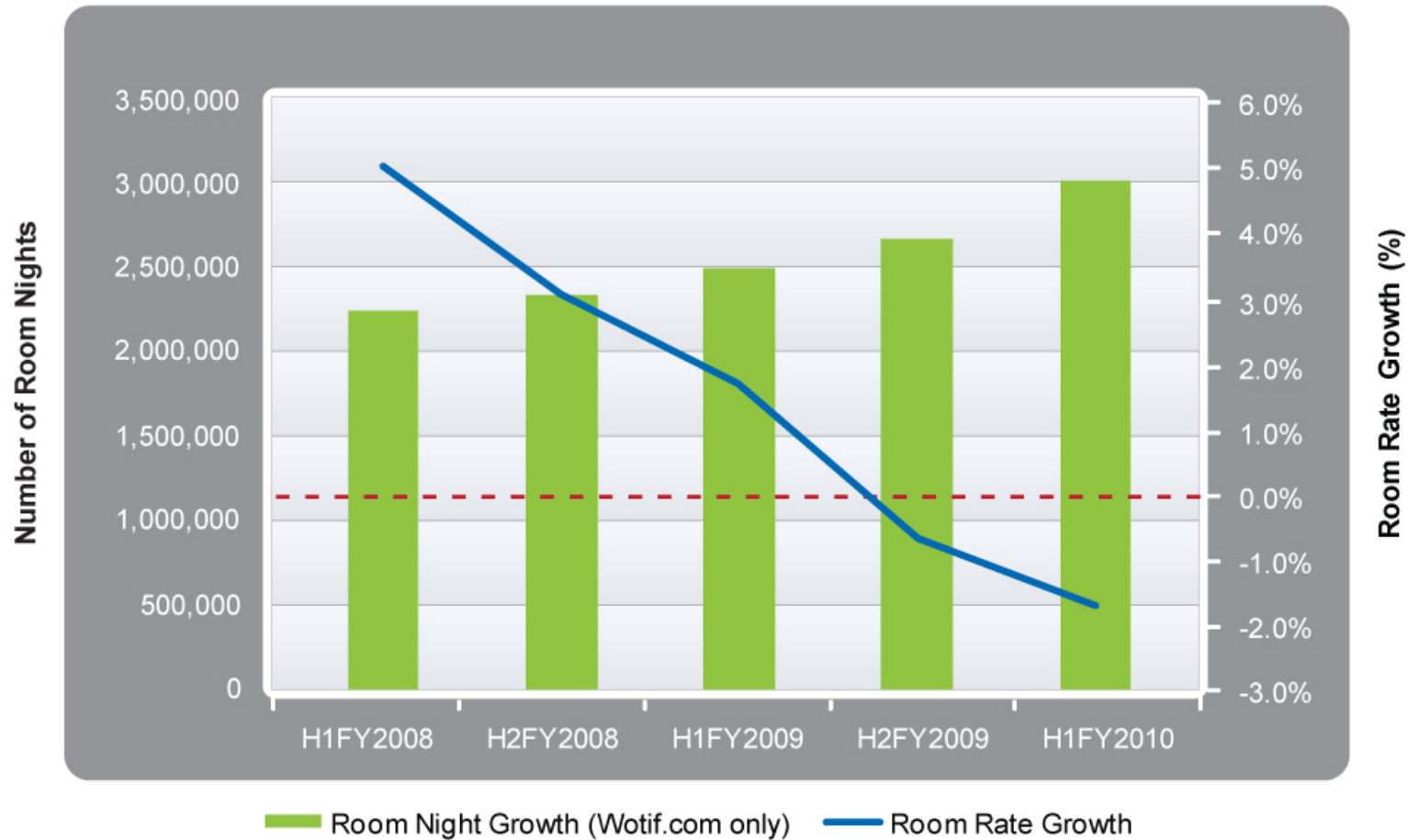
➔ Implied 50% online market share

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.



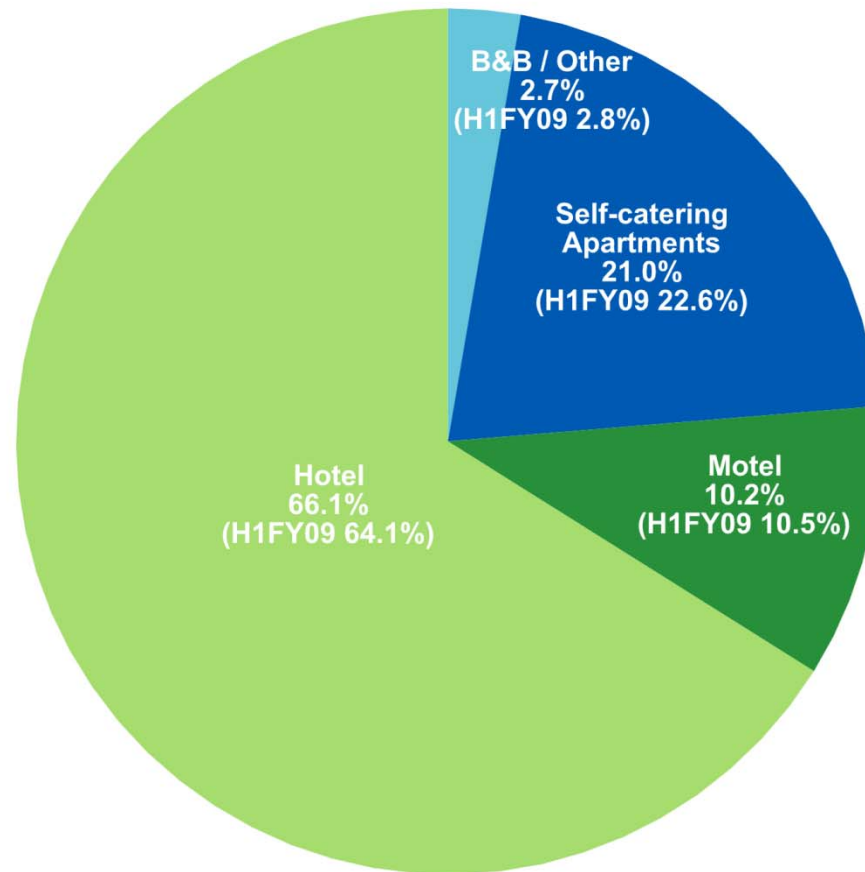
Wotif.com - Room Night and Room Rate Performance



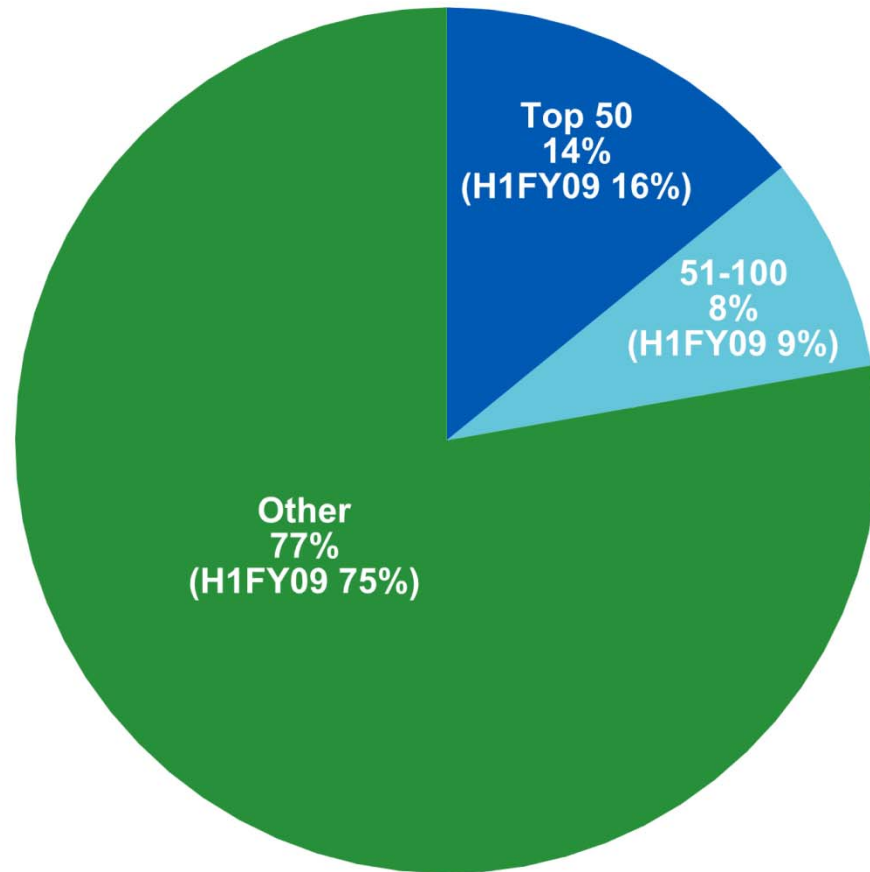
Wotif.com - Room Night and Room Rate Performance



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

Search Hotels

Thailand

Bangkok

Select area

from

to

SEARCH

All prices below are in THB - Thailand Baht and are tax inclusive per room



Amari Watergate Bangkok

Pratunam, Bangkok

Located adjacent to the World Trade Centre in the heart of one of Bangkok's main commercial and shopping districts, close to Pratunam market. The hotel takes its name [More >](#)

+ SAVE from 2,790 THB

★★★★★

STAR RATING

4.5

GUEST RATING

BOOK NOW!



Anantara Baan Rajprasong Serviced Suites

Chidlom - Ploenchit, Bangkok

Anantara Baan Rajprasong Serviced Suites is located in the heart of the city centre between Silom and Central World Plaza. This luxury serviced apartments has very [More >](#)

+ SAVE from 4,238 THB

★★★★★

STAR RATING

n/a

GUEST RATING

BOOK NOW!



Ascott Sathorn Bangkok

Sathorn, Bangkok

Ascott Sathorn offers luxurious and spacious private apartments complemented with comprehensive services and facilities. The residence is Bangkok's leading [More >](#)

+ SAVE from 3,300 THB

★★★★★

STAR RATING

4.5

GUEST RATING

BOOK NOW!



Bangkok Marriott Resort and Spa

Riverside, Bangkok

Bangkok Marriott Resort and Spa is a city resort with a difference. Located on the banks of the Chao Phraya River the resort has every 5 star facility that a business of [More >](#)

+ SAVE from 3,955 THB

★★★★★

STAR RATING

4.5

GUEST RATING

BOOK NOW!



Banyan Tree Bangkok

Sathorn, Bangkok

The tallest all-suite luxury hotel in Bangkok with spectacular views and exceptional facilities. The Banyan Tree Bangkok is located right in Sathorn, close to the Silom [More >](#)

+ SAVE from 4,101 THB

★★★★★

STAR RATING

4.5

GUEST RATING

BOOK NOW!

Advanced Options

- Restaurant
- Kitchenette
- Fitness Center
- Long Stay
- Satellite/Cable TV
- Swimming Pool
- Internet
- Apartments

Category

Category: ★ to ★★★★★

Price range

0 Unlimited THB

sort results by Category

Show results only from:

- Sathorn
- Siam
- Silom
- Sukhumvit
- Bangna
- Chatuchak
- Chidlom - Ploenchit
- China Town
- Don Muang Airport
- Khao San
- Old City
- Other Areas
- Petchburi
- Pratunam
- Ratchada Pisek

All prices below are in **THB - Thailand Baht** and are tax inclusive per room



Amari Watergate Bangkok +SAVE
 Pratunam from **2,790 THB**
 ★★★★★ **4.5**
 STAR RATING GUEST RATING **BOOK NOW!**



Anantara Baan Rajprasong Serviced Suites +SAVE
 Chidlom - Ploenchit from **4,238 THB**
 ★★★★★ **n/a**
 STAR RATING GUEST RATING **BOOK NOW!**



Ascott Sathorn Bangkok +SAVE
 Sathorn from **3,300 THB**
 ★★★★★ **4.5**
 STAR RATING GUEST RATING **BOOK NOW!**



Bangkok Marriott Resort and Spa +SAVE
 Riverside from **3,955 THB**
 ★★★★★ **4.5**
 STAR RATING GUEST RATING **BOOK NOW!**

Search Hotels

Thailand

Bangkok

Select area

from

to

SEARCH

Advanced Options

- Restaurant
- Kitchenette
- Fitness Center
- Long Stay
- Satellite/Cable TV
- Swimming Pool
- Internet
- Apartments

Category

Category: ★ to ★★★★★

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- Ratchada Pisek

All prices below are in **THB - Thailand Baht** and are tax inclusive per room

	Fri 30 Apr	Sat 1 May	Sun 2 May	Mon 3 May	Tue 4 May	Wed 5 May	Thu 6 May	Fri 7 May	Sat 8 May	Sun 9 May	Mon 10 May	Tue 11 May	Wed 12 May	Thu 13 May
Amari Watergate Bangkok 4.5 Pratumnam, Bangkok	2,790	2,790	2,790	2,790	2,790	2,790	2,790	2,790	2,790	2,790	2,990	2,990	2,990	2,990
Anantara Baan Rajprasong Serviced Suites n/a Chidlom - Ploenchit, Bangkok	4,238*	5,650	5,650	5,650	5,650	5,650	5,650	5,650	5,650	5,650	5,650	5,650	5,650	5,650
Ascott Sathorn Bangkok 4.5 Sathorn, Bangkok	3,300	3,700	3,700	3,700	3,700	3,700	3,700	3,700	3,700	3,700	3,700	3,700	3,700	3,700
Bangkok Marriott Resort and Spa 4.5 Riverside, Bangkok	3,955	3,955	3,955	3,955	3,955	3,955	3,955	3,955	3,955	3,955	3,955	3,955	3,955	3,955
Banyan Tree Bangkok 4.5 Sathorn, Bangkok	4,101*	4,101*	4,101*	4,101*	4,101*	4,101*	4,101*	4,101*	4,101*	4,101*	4,101*	4,101*	4,101*	4,101*
Centara Grand at CentralWorld n/a Siam, Bangkok	4,375	4,375	4,375	4,375	4,375	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750
Centre Point Langsuan 4.5 Chidlom - Ploenchit, Bangkok	SOLD	2,000*	2,000*	2,000*	2,000*	2,000*	2,000*	2,000*	2,000*	2,000*	2,000*	2,000*	2,000*	2,000*
Centre Point Petchburi 4.5 Pratumnam, Bangkok	SOLD	2,200*	2,200*	2,200*	2,200*	2,200*	2,200*	2,200*	2,200*	2,200*	2,200*	2,200*	2,200*	2,200*
Centre Point Saladaeng 4.5 Silom, Bangkok	SOLD	2,400*	2,400*	2,400*	2,400*	2,400*	2,400*	2,400*	2,400*	2,400*	2,400*	2,400*	2,400*	2,400*

Search Hotels

Thailand
 Bangkok
 Select area
 from
 to
SEARCH

Advanced Options

- Restaurant
- Kitchenette
- Fitness Center
- Long Stay
- Satellite/Cable TV
- Swimming Pool
- Internet
- Apartments

Category

Category: ★ to ★★★★★

Price range

0 Unlimited THB

sort results by **Category**

Show results only from:

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- Siam
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- Sukhumvit
- Bangna
- Chatuchak
- Chidlom - Ploenchit
- China Town
- Don Muang Airport
- Khao San
- Old City
- Other Areas
- Petchburi
- Pratumnam
- Ratchada Pisek

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The Royal Phuket Yacht Club

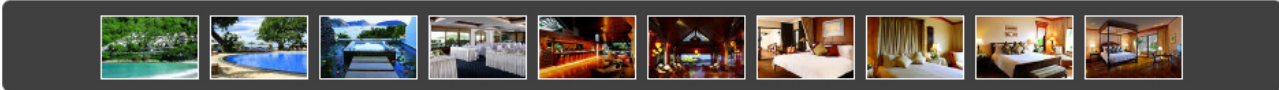
Nai Harn, Phuket, Thailand
 ★★★★★



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 THB - Thailand Baht

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: April 2010

	FRI 30 APR	SAT 01 MAY	SUN 02 MAY	MON 03 MAY	TUE 04 MAY	WED 05 MAY	THU 06 MAY	FRI 07 MAY	SAT 08 MAY	SUN 09 MAY	MON 10 MAY	TUE 11 MAY	WED 12 MAY	THU 13 MAY	
<input type="checkbox"/>	<input 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"/>	<input type="checkbox"/>	
Mountain View Room (Room Only) More info...	3,918	2,938	2,938	2,938	2,938	2,938	2,938	2,938	2,938	2,938	2,938	2,938	2,938	2,938	BOOK
Mountain View Room (Breakfast) More info...	4,748	3,561	3,561	3,561	3,561	3,561	3,561	3,561	3,561	3,561	3,561	3,561	3,561	3,561	BOOK
Superior (Room Only) More info...	5,579	4,184	4,184	4,184	4,184	4,184	4,184	4,184	4,184	4,184	4,184	4,184	4,184	4,184	BOOK

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 USD

sort results by

Group Flights

-  **Wotflight - first flight initiative - more to follow**
-  **Wotflight leverages off existing flights infrastructure for lastminute.com.au and travel.com.au**
-  **New & simple search functionality - PATENTED**
-  **Wotflight focused on Wotif.com customer base**
-  **\$10 Wotif.com voucher for every Wotflight booking**
-  **Jetstar**



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

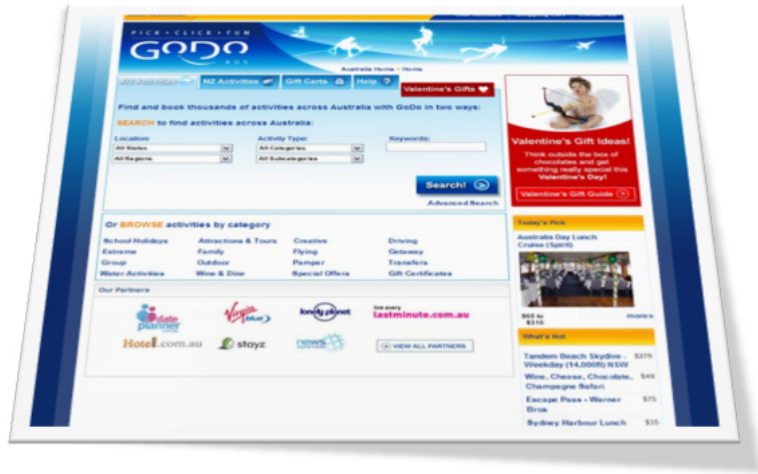
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Compare and book cheap flights and airfares on Qantas, Virgin Blue, Jetstar, Rex, Brindabella, Air North, Aeroperican and Skywest airlines with Wotflight!
With so many choices, get to where you want to go today.



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%)



