ASX ANNOUNCEMENT

Wotif.com Holdings Limited ABN 41 093 000 456
Wednesday 25 August 2010

Presentation Material - Full Year Results

Please find attached presentation material to be used in investor presentations with respect to Wotif.com Holdings Limited's results for the year ended 30 June 2010.

For further information or to arrange an interview with Robbie Cooke (Group CEO / Managing Director) or Craig Dawson (Chief Financial Officer):

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Wotif.com Holdings Limited

Full Year Results 2010

FY2010 - Group Milestones

- Record TTV – $1.1 billion (up 10%)
- Number 1 position in Australia and New Zealand
- Accommodation segment share 10.4% in Australia (up from 8.2%)
- 17,500+ properties directly represented (up 10%)
- Launch of Wotflight (domestic/trans-Tasman routes)
- Leveraging one flights platform for all brands
- Flights revenue up 23% to $6.4 million
- Asia Web Direct redesign launched
- Launch of Wotif.com iPhone solution
- GoDo business integration

FY2010 – Group Financial Highlights

- 7.12 million room nights sold, up 12.4%
- Record $1.1 billion in TTV, up 10%
- Strong revenue growth to $136.0 million, up 12%
- Flights revenue approximately 5% of Group revenues
- NPAT up $9.5m (22%) to $53.0 million
- Group room rate down 1.6% - (Wotif.com rates steady)
  - (Asia Web Direct rates down 22.7%)

FY2010 – Group Financial Highlights

- Average length of stay 1.94 nights (FY2009: 1.93 nights)
- Group accommodation revenue margin 12% (FY2009: 12%)
- Scale efficiencies continue - Group NPBT margin 55%* (FY2009: 52%*)
- 85% dividend payout ratio (FY2009: 84%)
- 21.5¢ fully franked dividend per share, 12.5¢ final and 9¢ interim (FY2009: 17.5¢)

* Excludes option expenses

FY2010 – Group Financial Performance

Strong performance driven by:

- 12% increase in room nights sold
- 23% increase in flights revenue
- Cost control and scale efficiencies

	FY2010 Actual ($m)	FY2009 Actual ($m)	% PCP*
- Accommodation TTV	1,000.2	904.2	↑11%
- Flights and other TTV	93.8	88.3	↑6%
Total transaction value	**1,094.0**	**992.5**	**↑10%**
- Accommodation revenue	120.9	109.3	↑11%
- Flights and other revenue	12.2	9.5	↑28%
- Interest revenue	2.8	2.5	↑14%
Total revenue	**136.0**	**121.3**	**↑12%**
Total operating expenses	(56.7)	(52.7)	↑8%
Net profit before depreciation, amortisation and taxation	**79.3**	**68.6**	**↑15%**
Depreciation	(2.3)	(2.0)	↑17%
Amortisation of IT Development Costs	(3.1)	(4.2)	↓26%
Other amortisation	(0.3)	(0.2)	↑7%
NPBT	**73.6**	**62.2**	**↑18%**
Income tax	(20.6)	(18.7)	↑10%
NPAT	**53.0**	**43.5**	**↑22%**

* Percentages based on full reported numbers (i.e. non-rounded source data)

FY2010 - Group Margins

Margin	FY2010 Actual	FY2009 Actual
Accommodation revenue % of accommodation TTV	12.1%	12.1%
Total revenue % of TTV	12.4%	12.2%
NPBT* % of total revenue	54.9%	52.1%

* Excludes option expenses

Group Balance Sheet

	Consolidated June 2010 A$'000	Consolidated June 2009 A$'000
CURRENT ASSETS		
Cash and cash equivalents	103,592	101,761
Trade and other receivables	5,087	4,276
Available-for-sale financial assets	967	-
TOTAL CURRENT ASSETS	**109,646**	**106,037**
NON-CURRENT ASSETS		
Receivables	135	134
Available-for-sale financial assets	-	939
Property, plant and equipment	20,992	9,157
Deferred tax assets	9,073	9,623
Intangible assets and goodwill	89,679	87,825
TOTAL NON-CURRENT ASSETS	**119,879**	**107,678**
TOTAL ASSETS	**229,525**	**213,715**
CURRENT LIABILITIES		
Trade and other payables	135,205	134,385
Interest bearing liabilities	34	105
Income tax payable	3,762	3,745
Provisions	1,388	1,125
TOTAL CURRENT LIABILITIES	**140,389**	**139,360**
NON-CURRENT LIABILITIES		
Interest bearing liabilities	112	146
Deferred tax liabilities	2,678	2,678
Provisions	426	364
TOTAL NON-CURRENT LIABILITIES	**3,216**	**3,188**
TOTAL LIABILITIES	**143,605**	**142,548**
NET ASSETS	**85,920**	**71,167**
EQUITY		
Contributed equity	**25,574**	**22,890**
Retained earnings	**54,694**	**43,531**
Reserves	**5,652**	**4,746**
TOTAL EQUITY	**85,920**	**71,167**

FY2010 - Group Capex Performance

Capex	FY2010 Actual	FY2009 Actual
Property, plant and equipment*	$14.2m	$3.6m
IT Development Costs	$3.1m	$4.2m
Total	**$17.3m**	**$7.8m**

*** In FY2010 this included the purchase of a new head office building for the Group ($8.3 million)**

Group Accommodation – Key Brand Attributes

wotif.com — No.1 in online accommodation

- No 1 Australian and New Zealand brand (Hitwise)
- Brand awareness above 58% (Australia)
- 3.8 million visits (non-unique) per month
- Large Australian and New Zealand audience
- 252,000 bookings per month
- More than 60% of bookings direct type in “Wotif.com”
- 11% “look to book” conversion rate

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live every lastminute.com.au

- Brand awareness above 46% (Australia)
- 1.2 million visits (non-unique) per month
- 38,000 bookings per month
- 4.2% “look to book” conversion rate (accommodation)

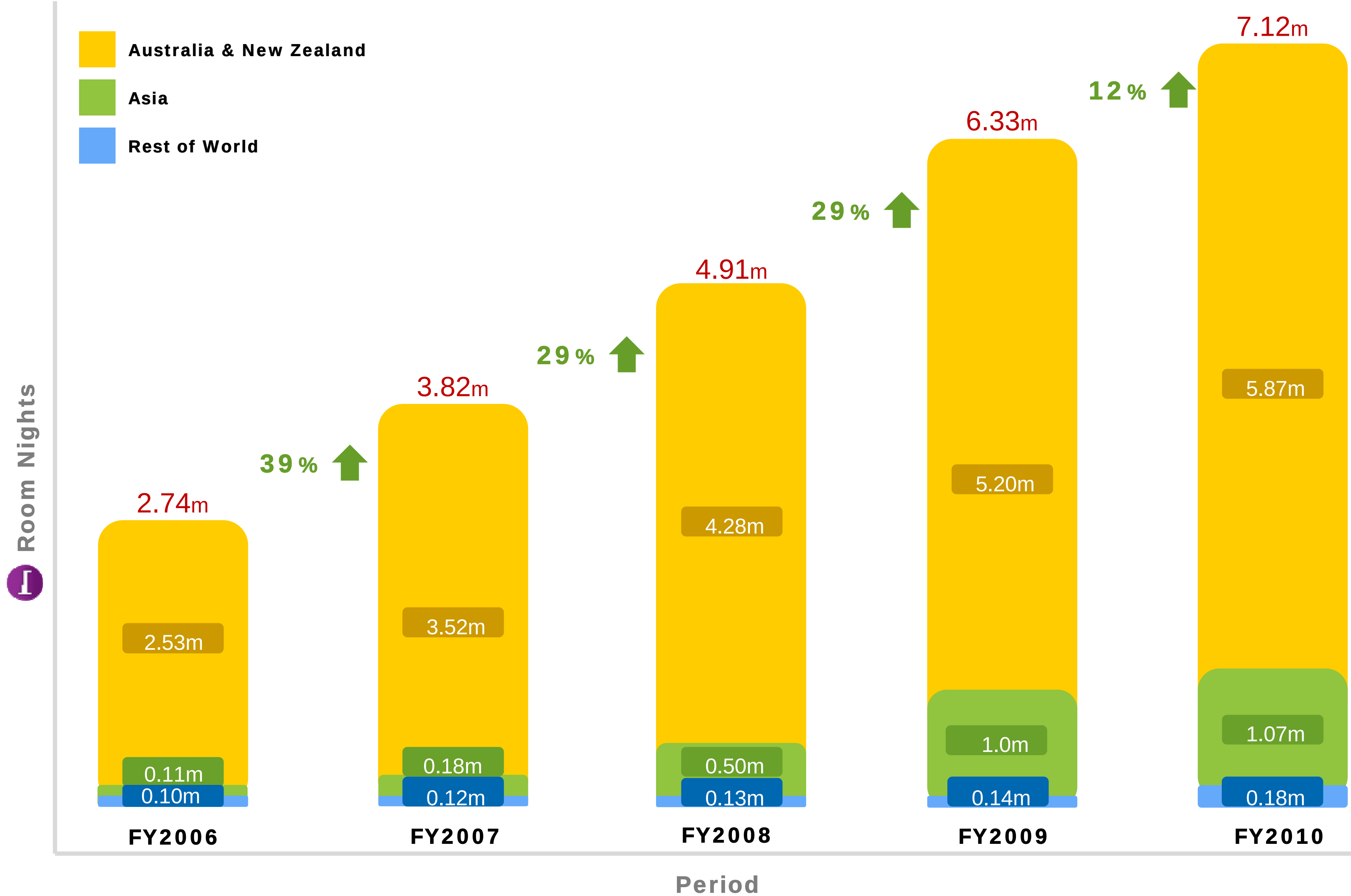
Group Accommodation – Key Brand Attributes

- 2.2 million visits (non-unique) per month
- More than 50% of traffic pan Asian

- Online / offline offering
- Experienced phone-based travel experts

- Access to Wotif.com inventory – unique position

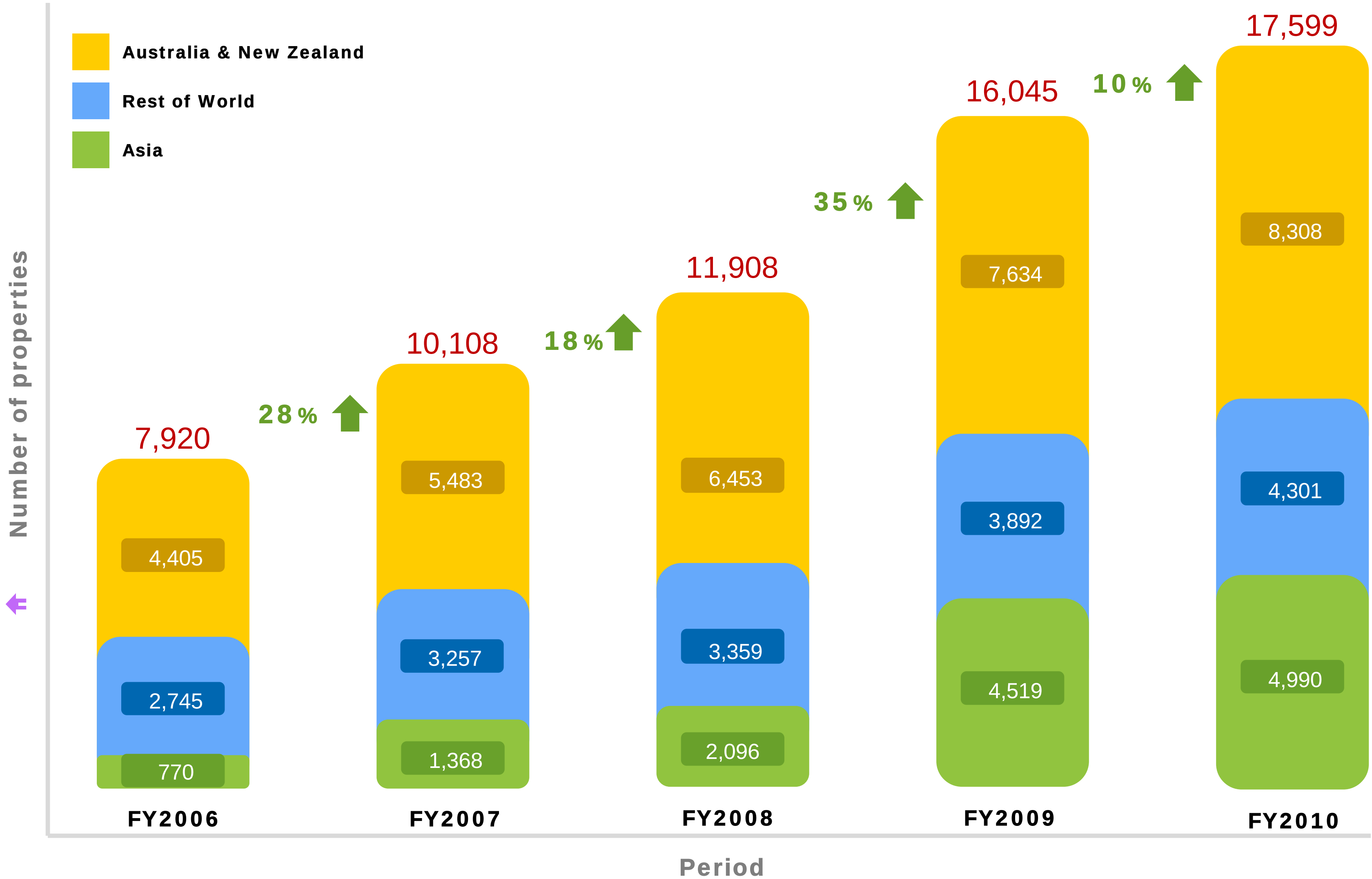
Group Accommodation – Room Nights Sold



Group Accommodation - Segment Performance

	FY2010 Room nights (m)	FY2009 Room nights (m)	% PCP
Australia & New Zealand	5.87	5.20	↑ 13%
Asia	1.07	1.00	↑ 7%
Rest of World	0.18	0.14	↑ 29%
Total	**7.12**	**6.33**	**↑ 12%**

Group Accommodation – Properties Directly Represented

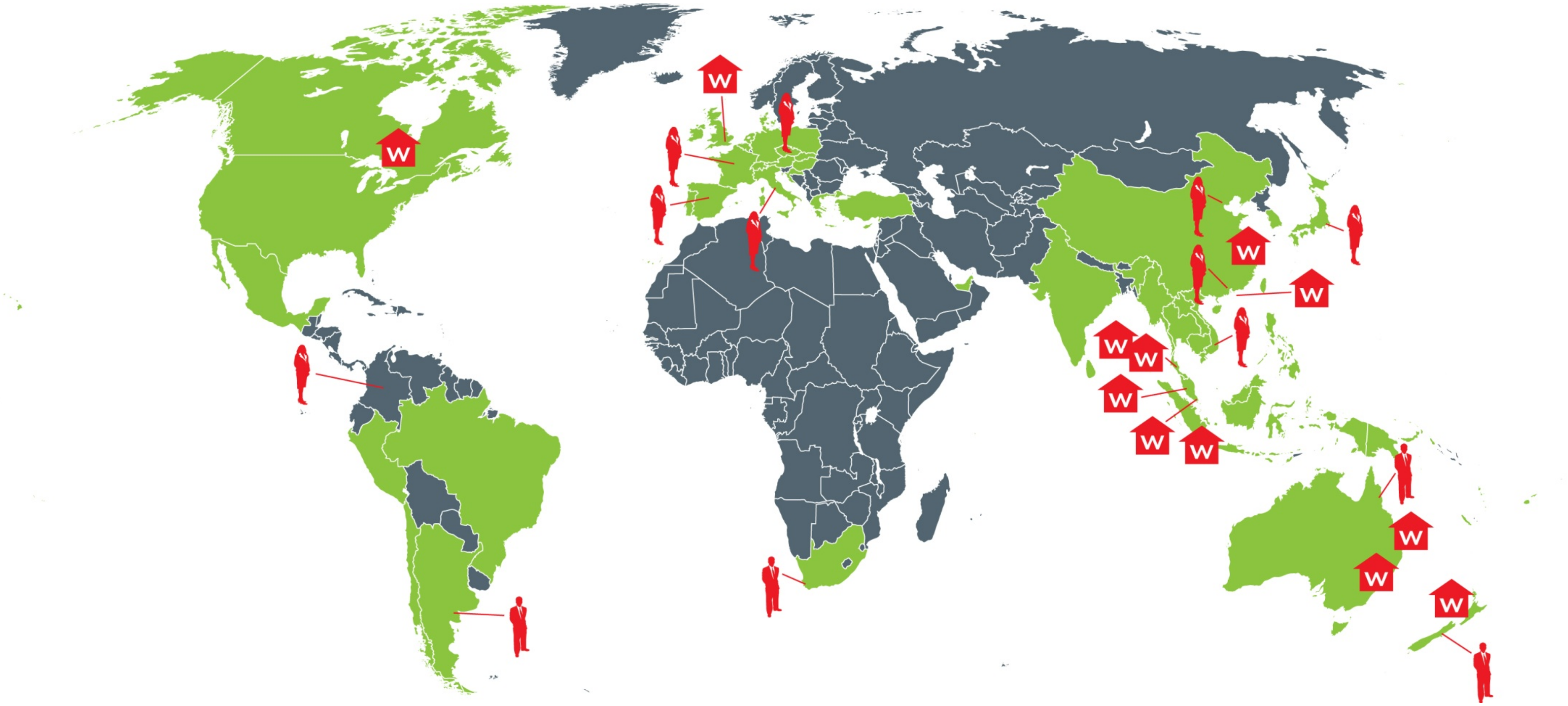


Group Accommodation – Properties Directly Represented

	FY2010 Properties	FY2009 Properties	% PCP
Australia & New Zealand	8,308	7,634	↑ 9%
Asia	4,990	4,519	↑ 10%
Rest of World	4,301	3,892	↑ 11%
Total	**17,599**	**16,045**	**↑ 10%**

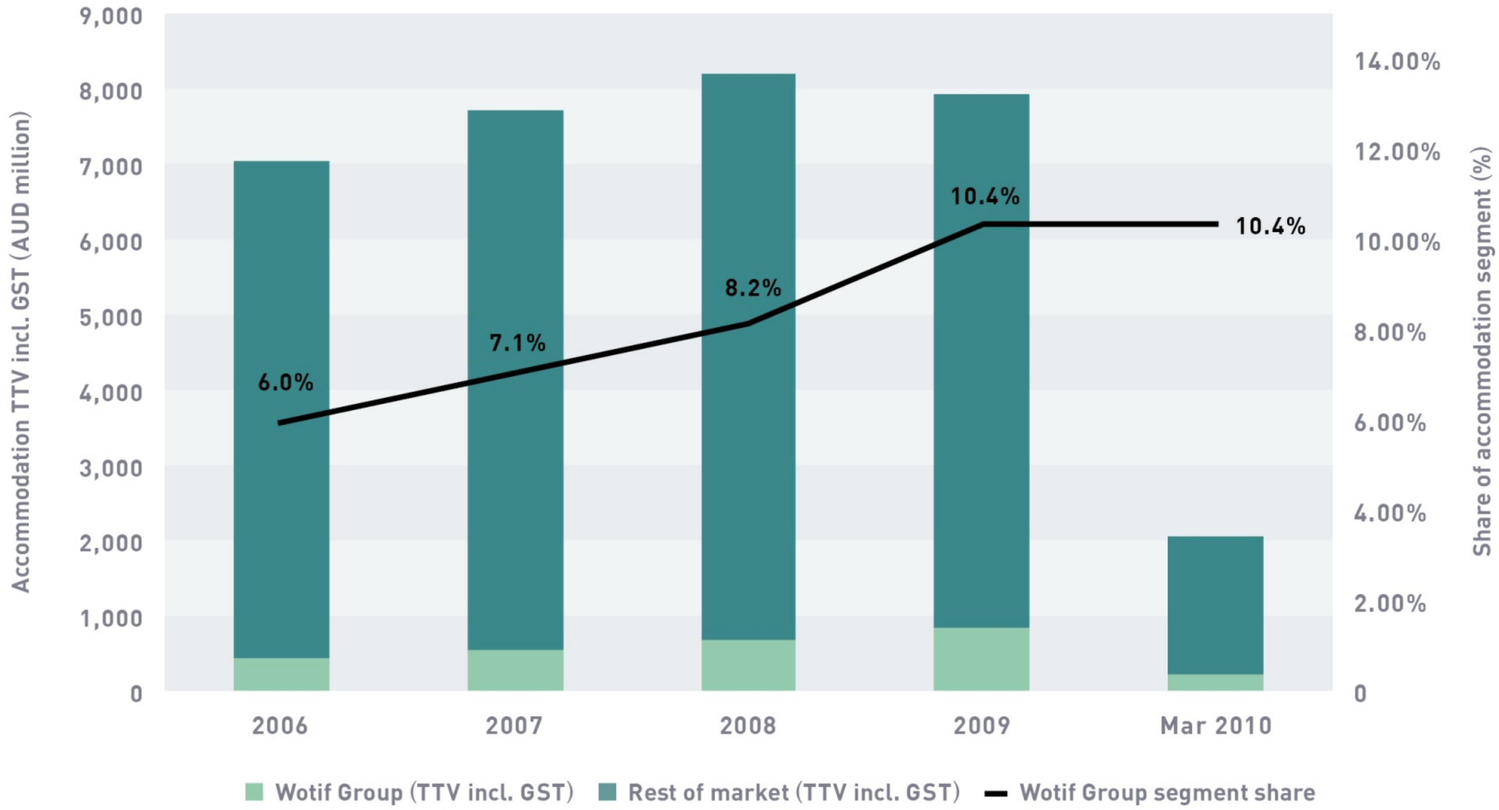
- **Plus 3,892 properties from Tourico**

Group Accommodation – Properties by Region



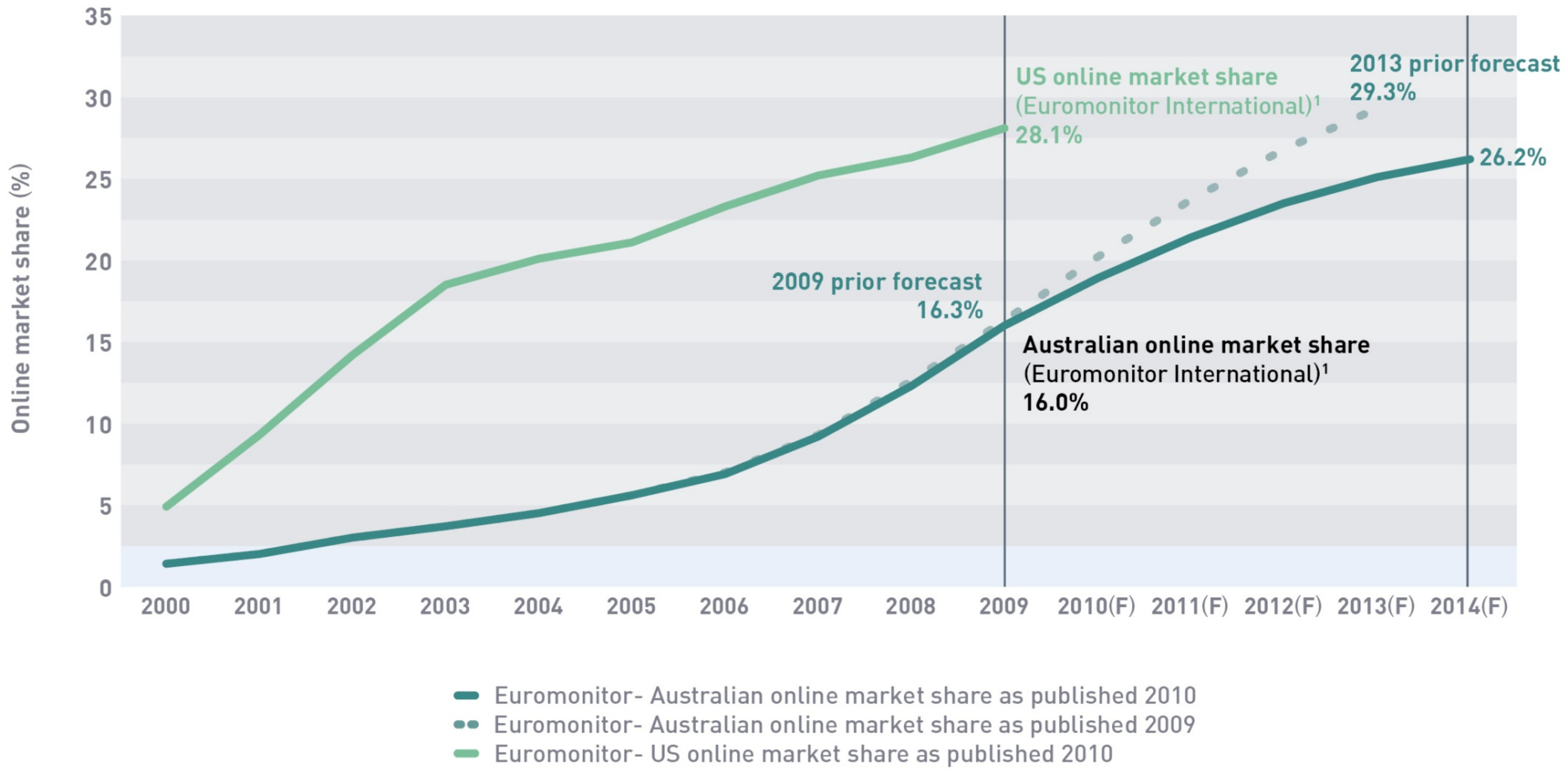
More than 17,500 properties from 57 countries on our websites
Staff in 18 countries on five continents

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.

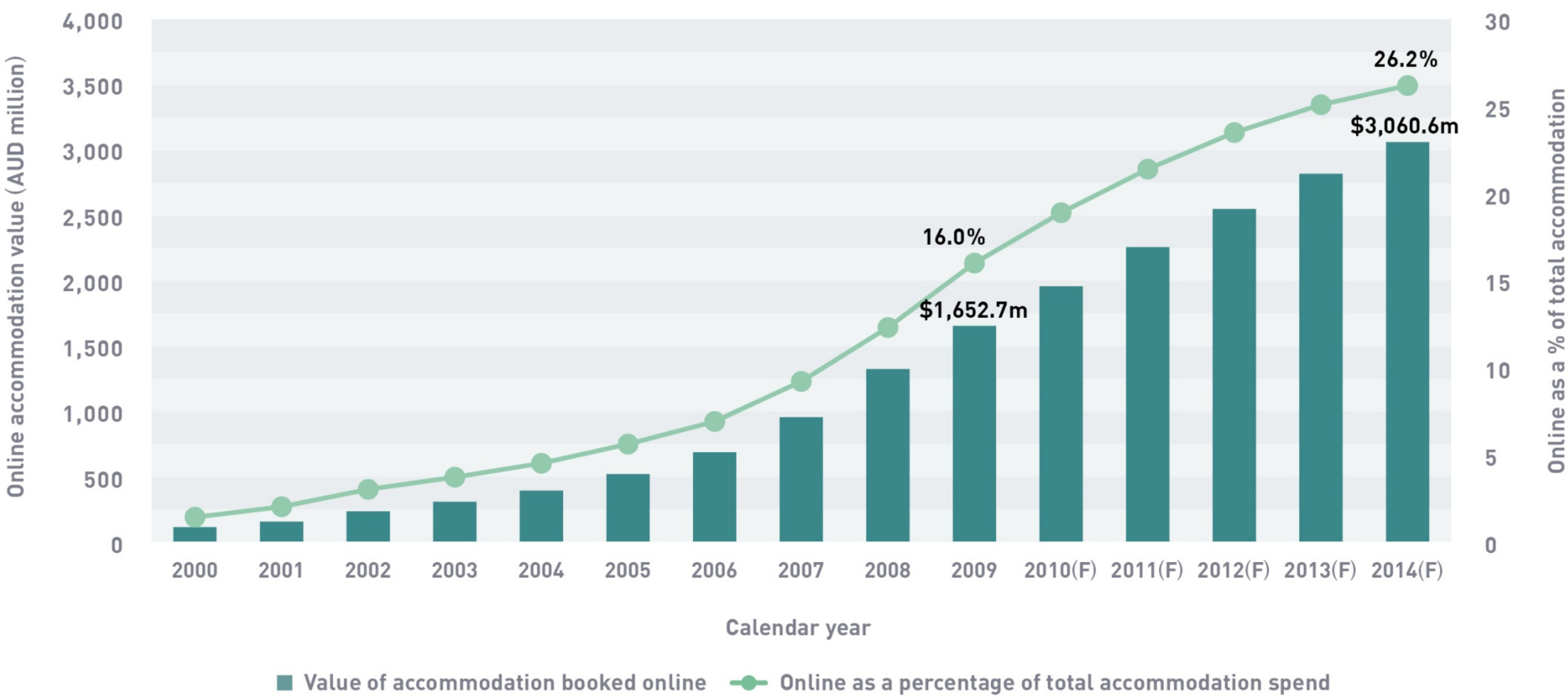
US vs Australian Online Accommodation Sales



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.

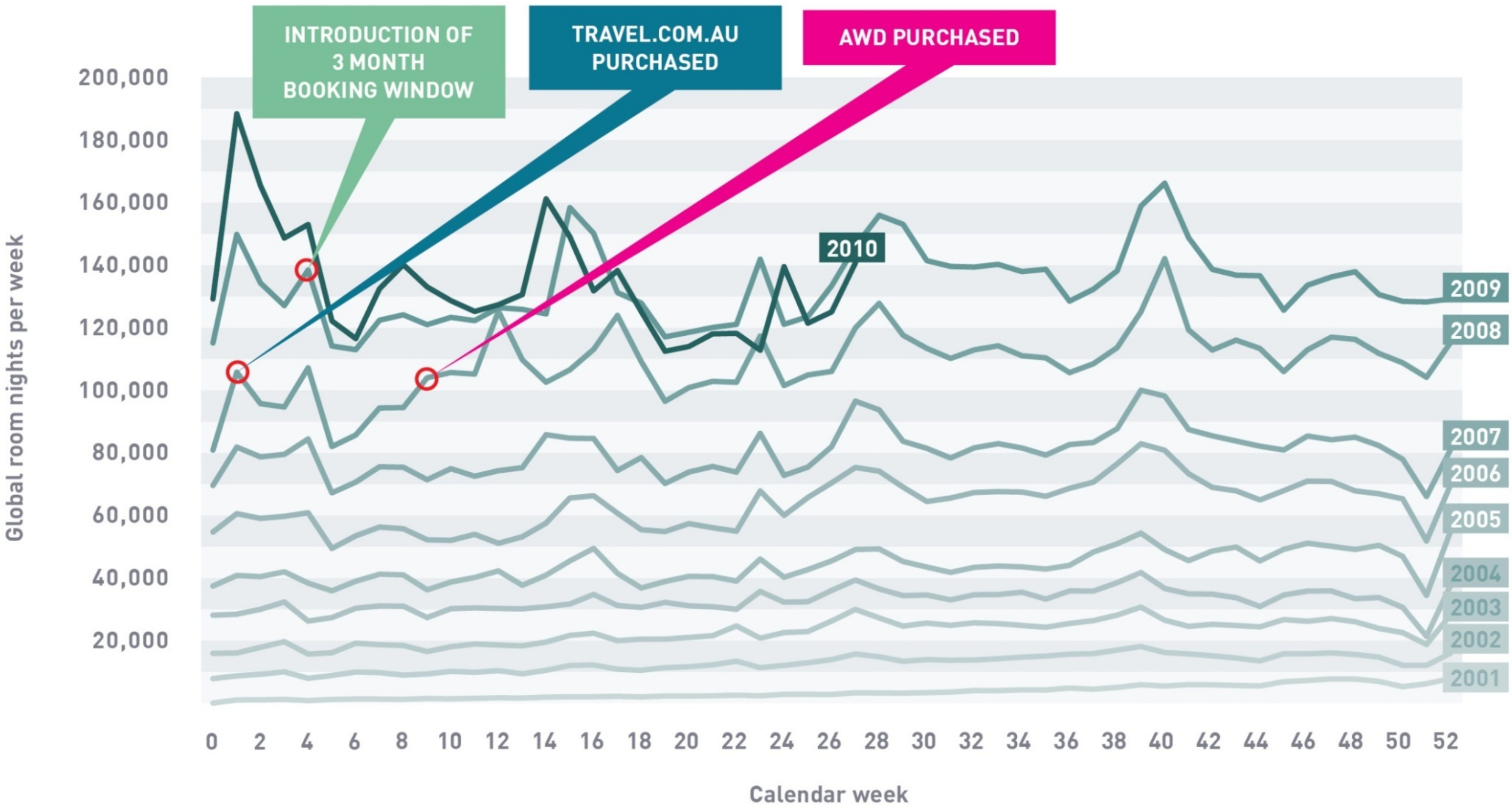
Online Sales as % of Total Accommodation Sales in Australia



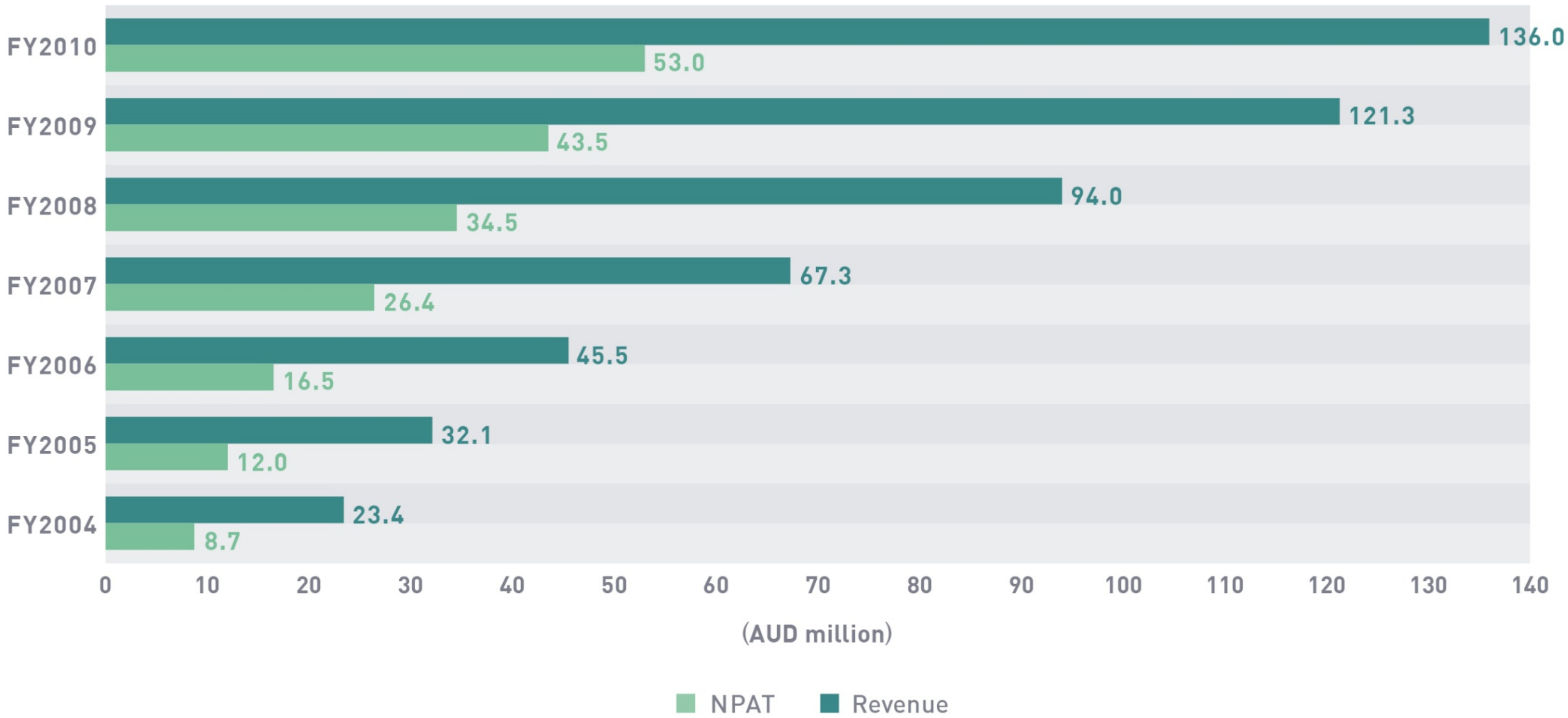
Implied 50% online market share

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.

Group Accommodation – Weekly Room Nights



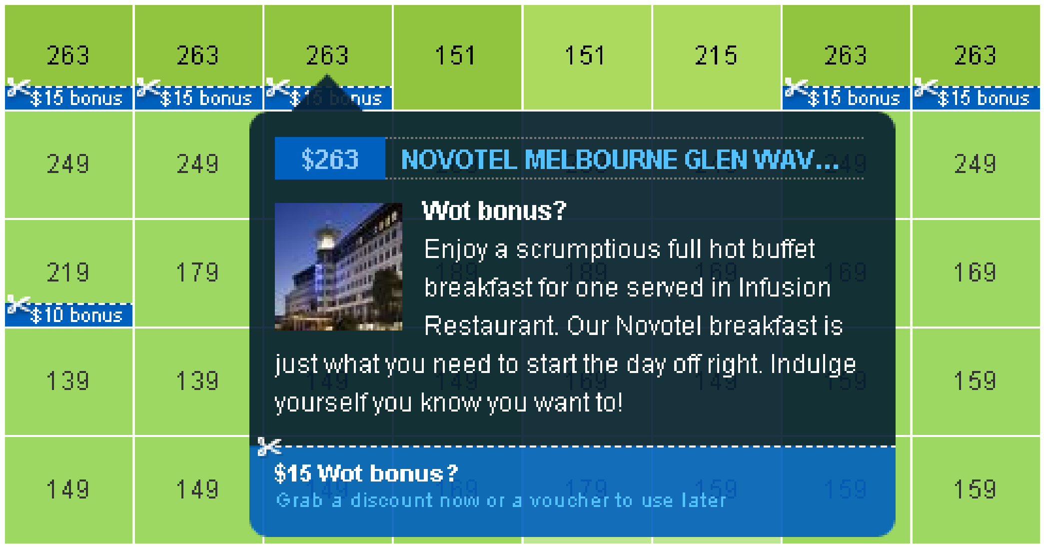
Group Performance since FY2004



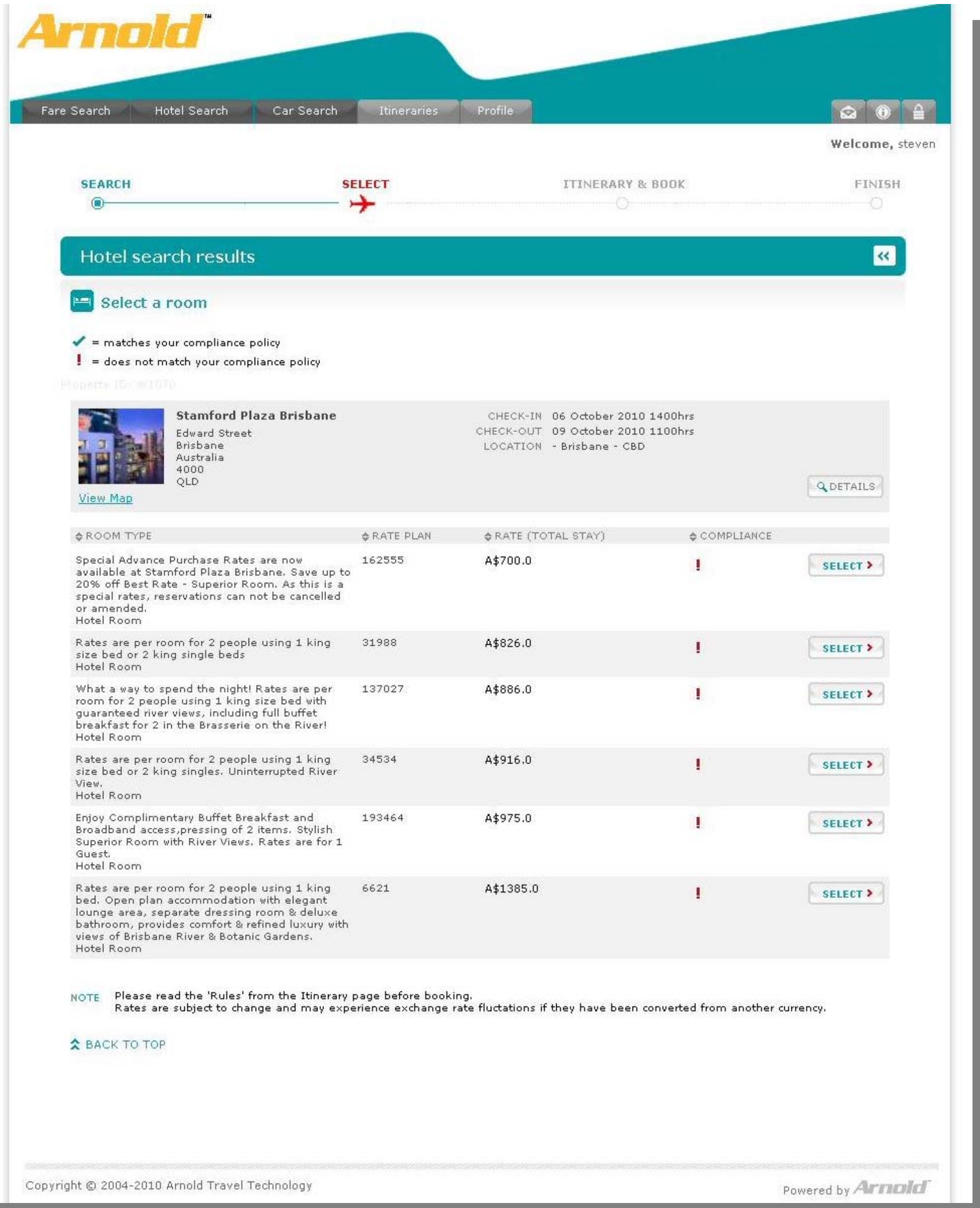
Group Flights – Distribution Channels and Performance

- One booking engine powering all brands (domestic and trans-Tasman)
- Flights revenue now 5% of Group revenues
- Flight revenue up 23% to $6.4m (FY2009: $5.2m)
- Wotflight – international coming soon
- Natural cross-sell to Wotif.com customers
- $20 free accommodation voucher for each Wotflight booking

Wot's Coming – Wot bonus



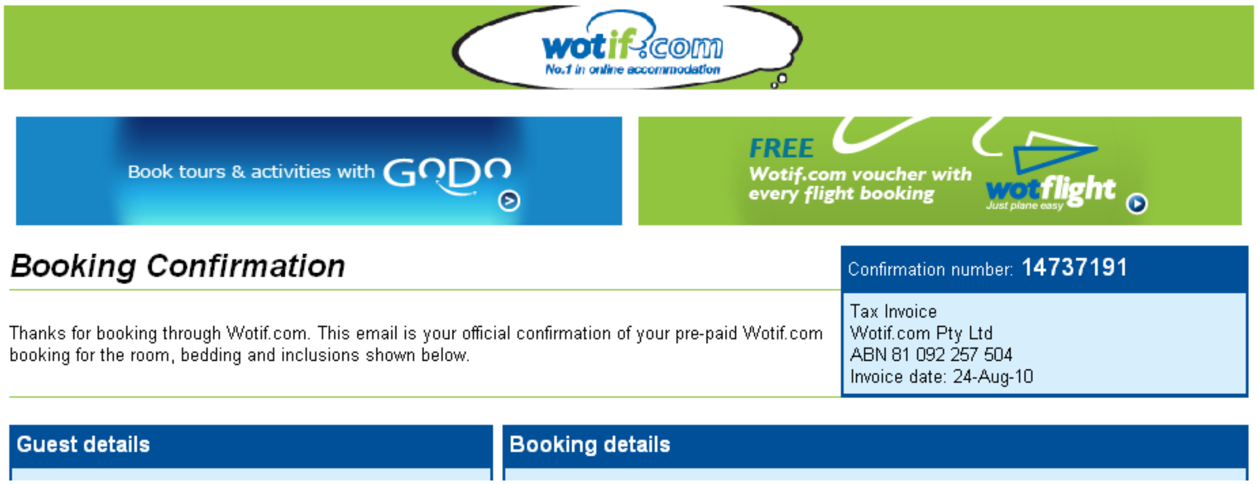
Wot's Coming – Arnold and Wotif Inventory



Wot's Coming – Wotflight International

Wot's Coming – Booking Window Extension beyond 3 Months

Wot’s Coming – Cross-promotion of GoDo and Wotflight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Booking Confirmation

Thanks for booking through Wotif.com. This email is your official confirmation of your pre-paid Wotif.com booking for the room, bedding and inclusions shown below.

Confirmation number: **14737191**

Tax Invoice
Wotif.com Pty Ltd
ABN 81 092 257 504
Invoice date: 24-Aug-10

Guest details

Booking details

Wot’s Coming – Marketing

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