

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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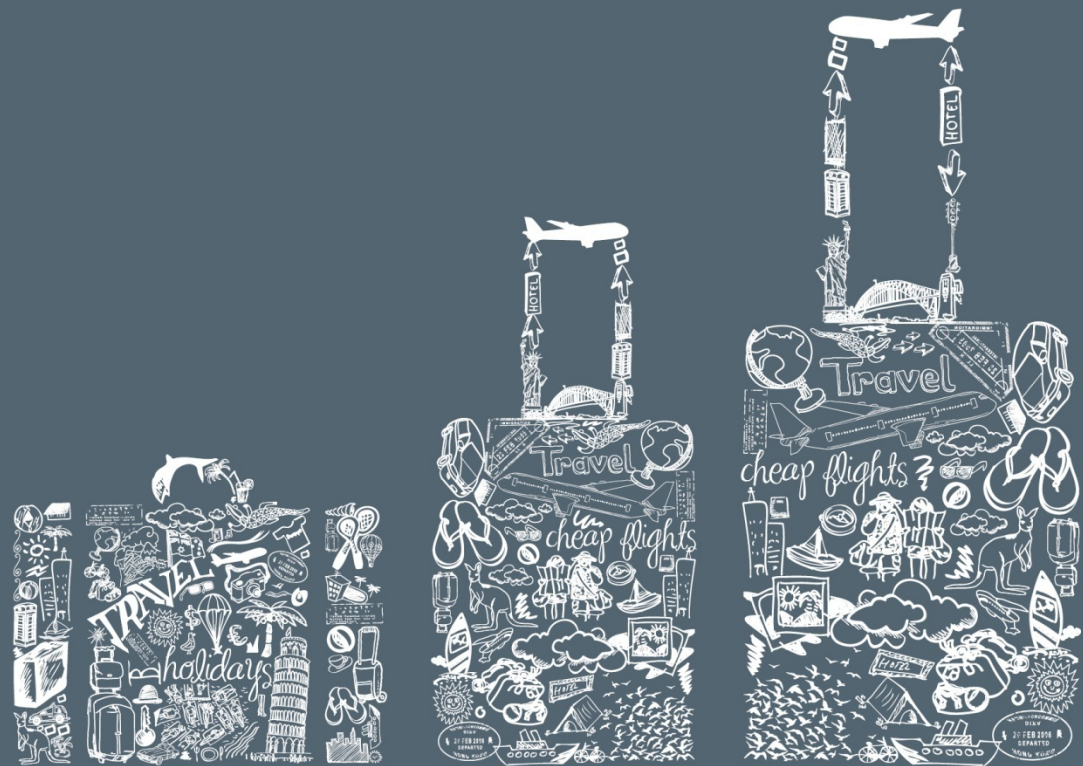


travel.com.au

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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



- ➔ 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



- ➔ 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



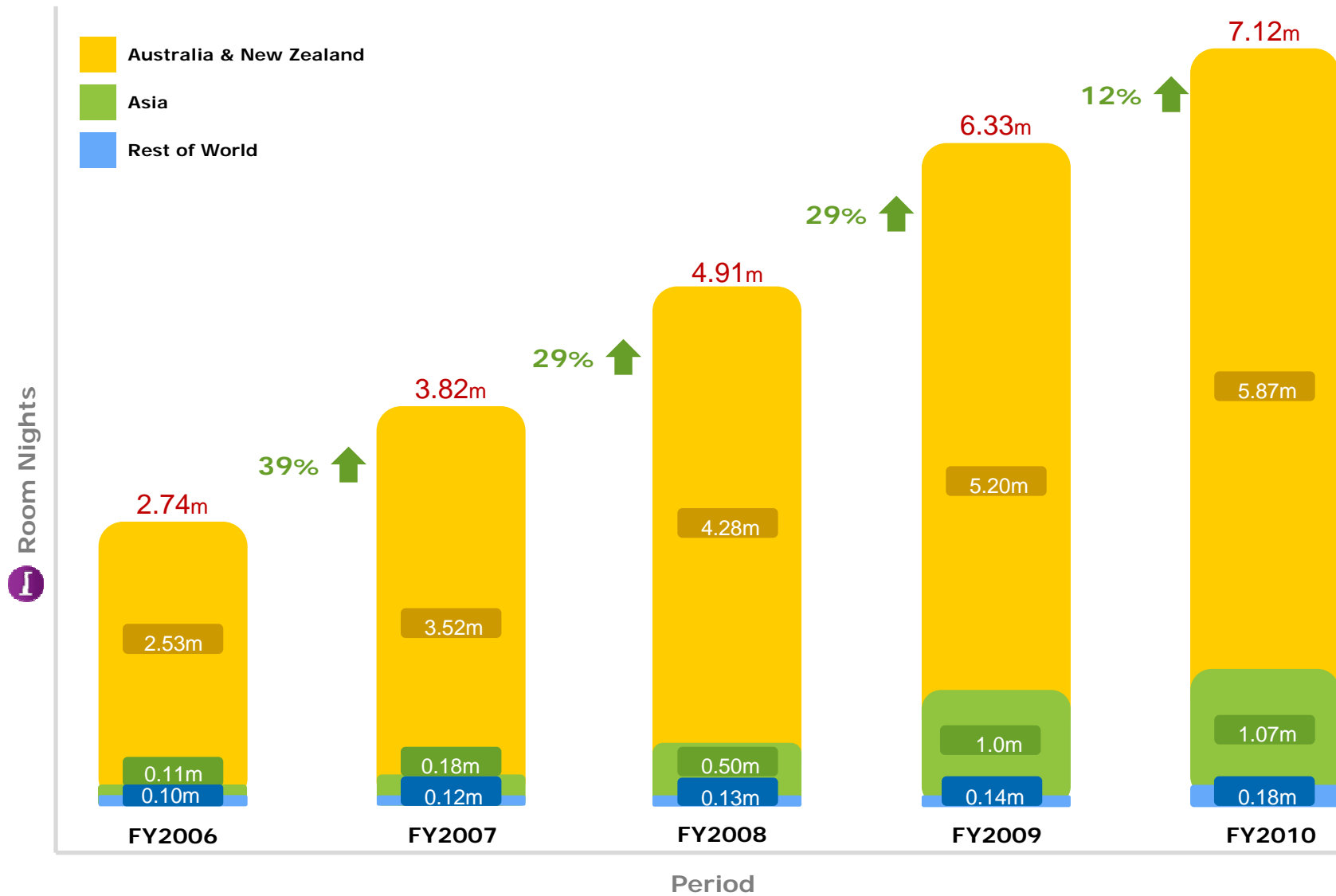
➔ Experienced phone-based travel experts



➔ Access to Wotif.com inventory – unique position



Group Accommodation – Room Nights Sold

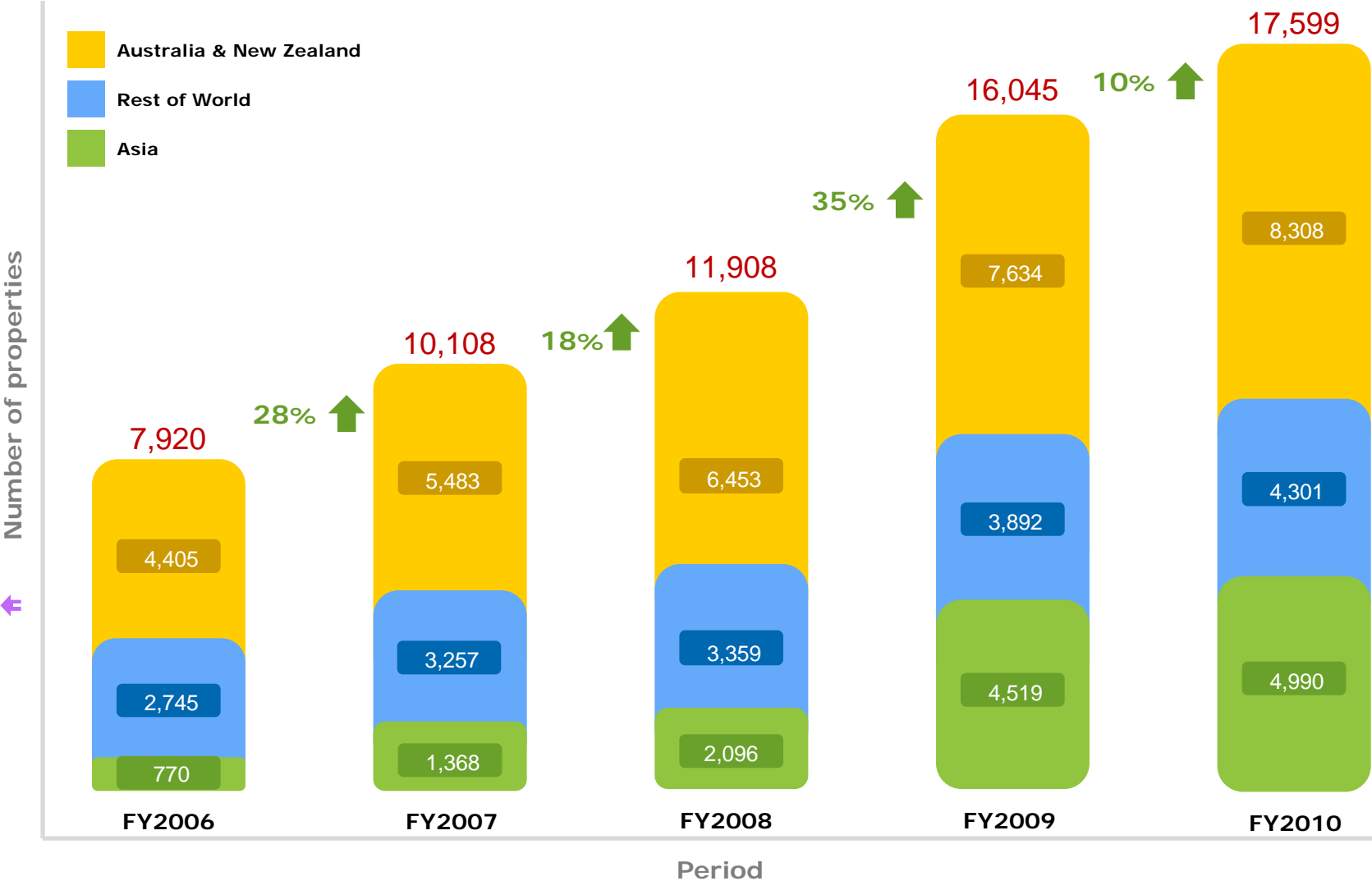


Group Accommodation - Segment Performance

	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



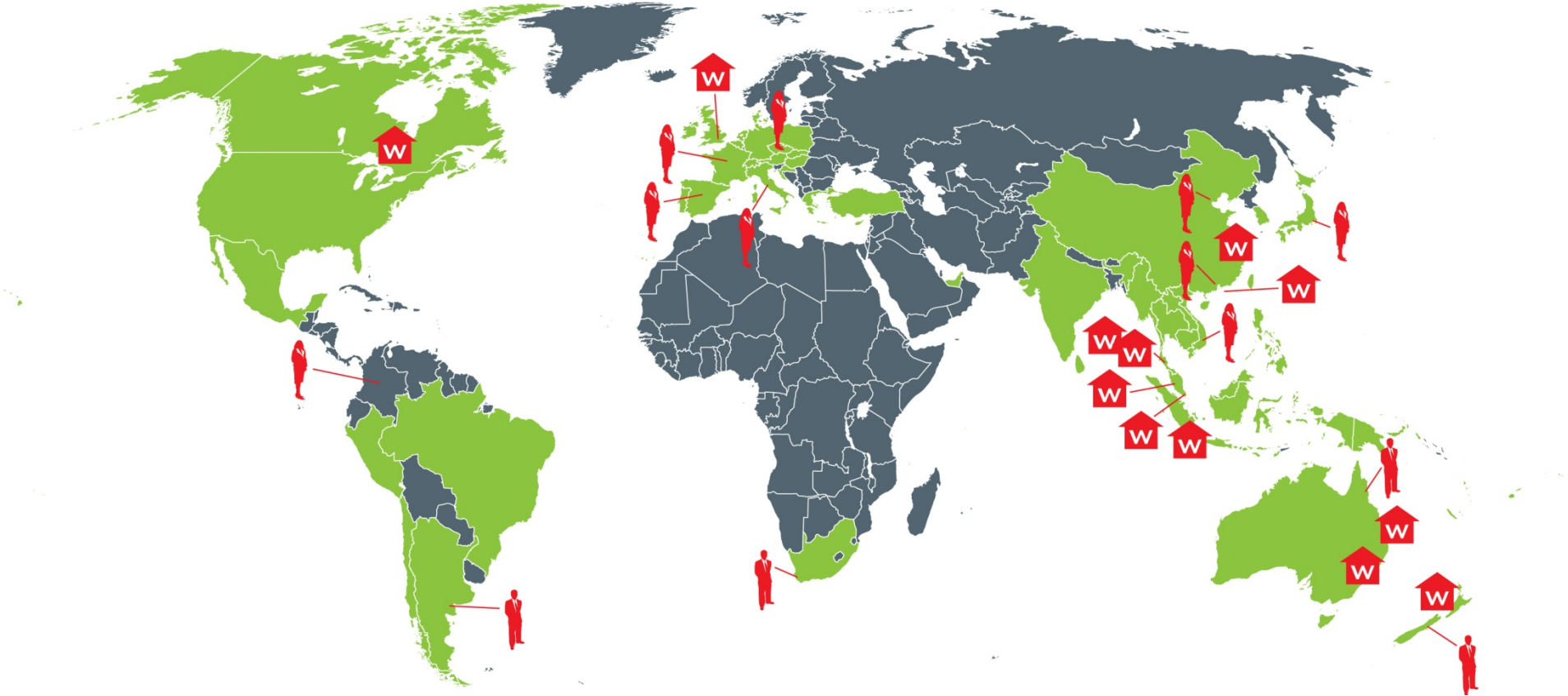
Group Accommodation – Properties Directly Represented

	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

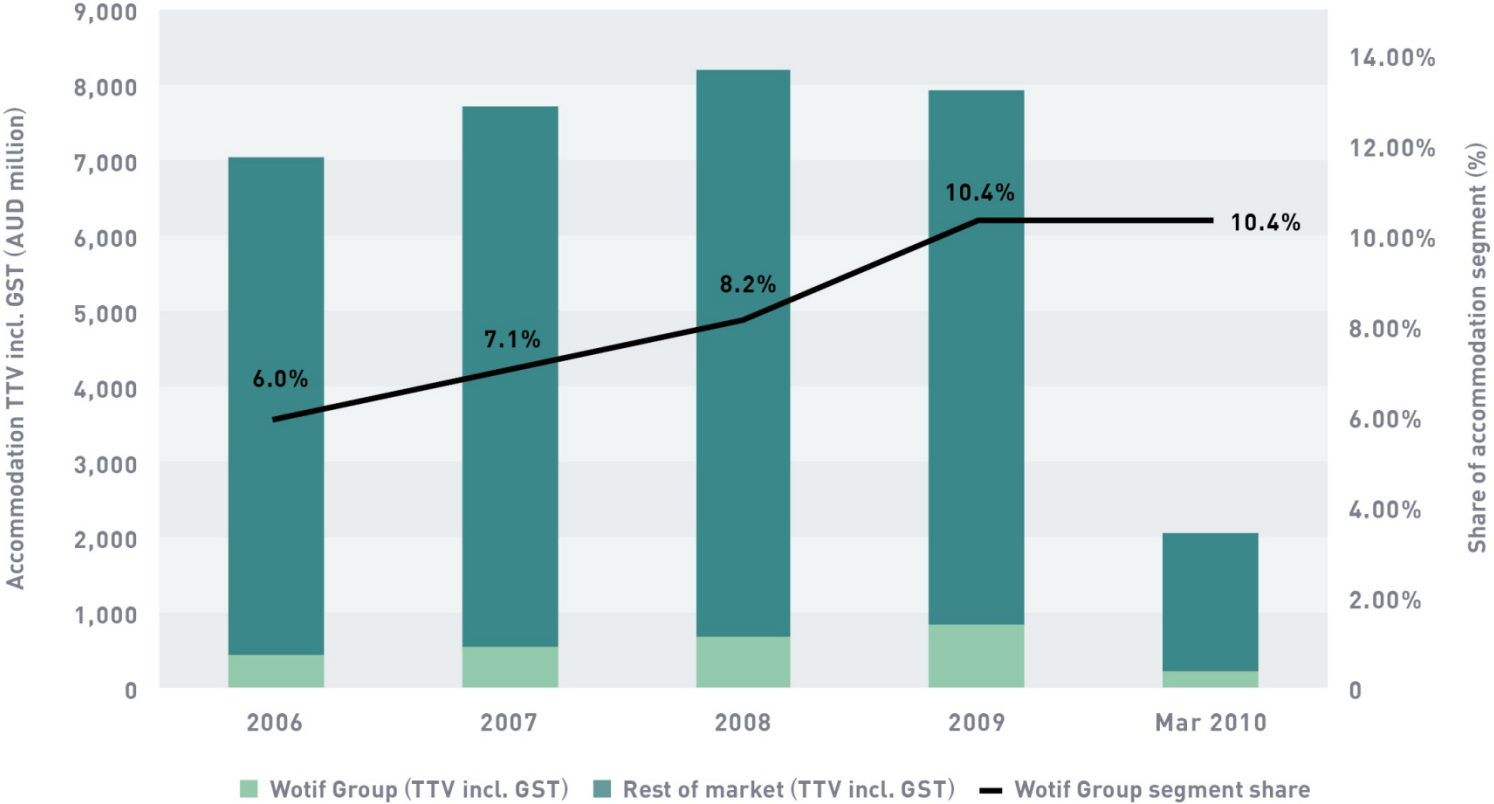


Group Accommodation – Properties by Region



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

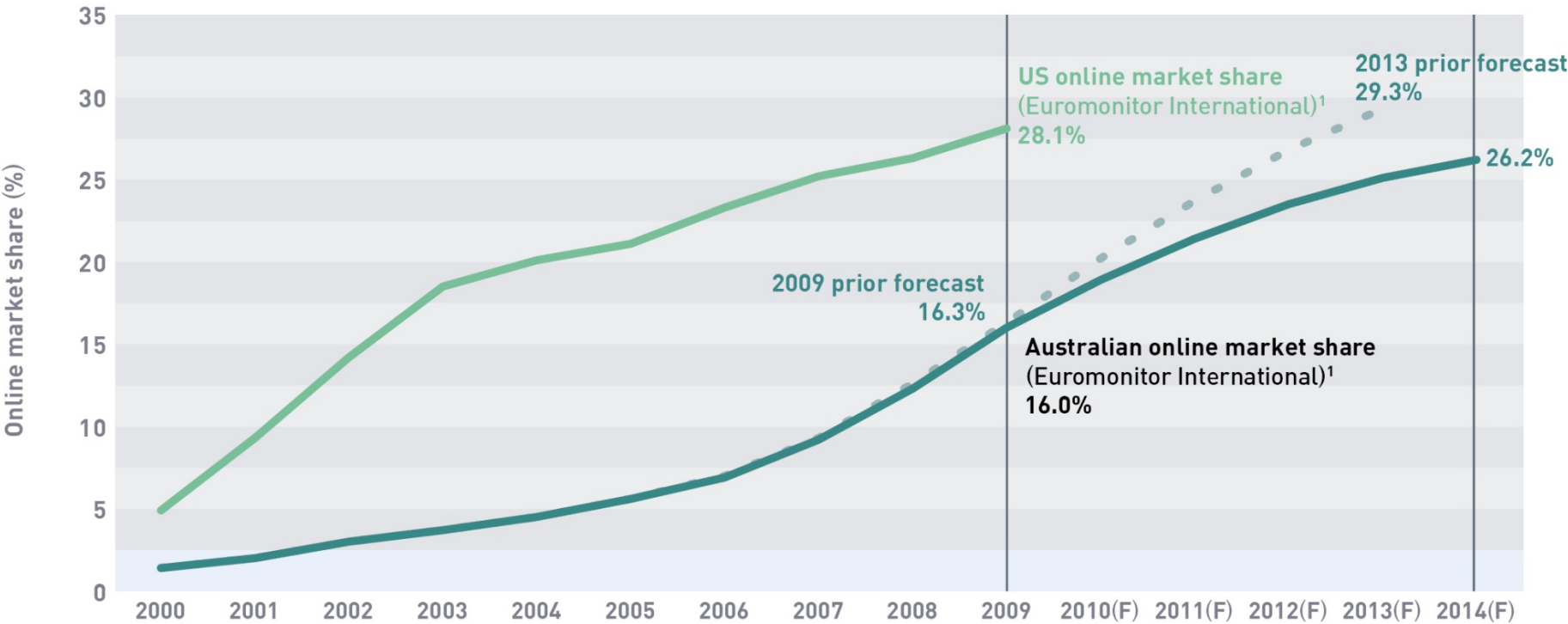
Wotif Group - Share of Total Australian Accommodation*



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



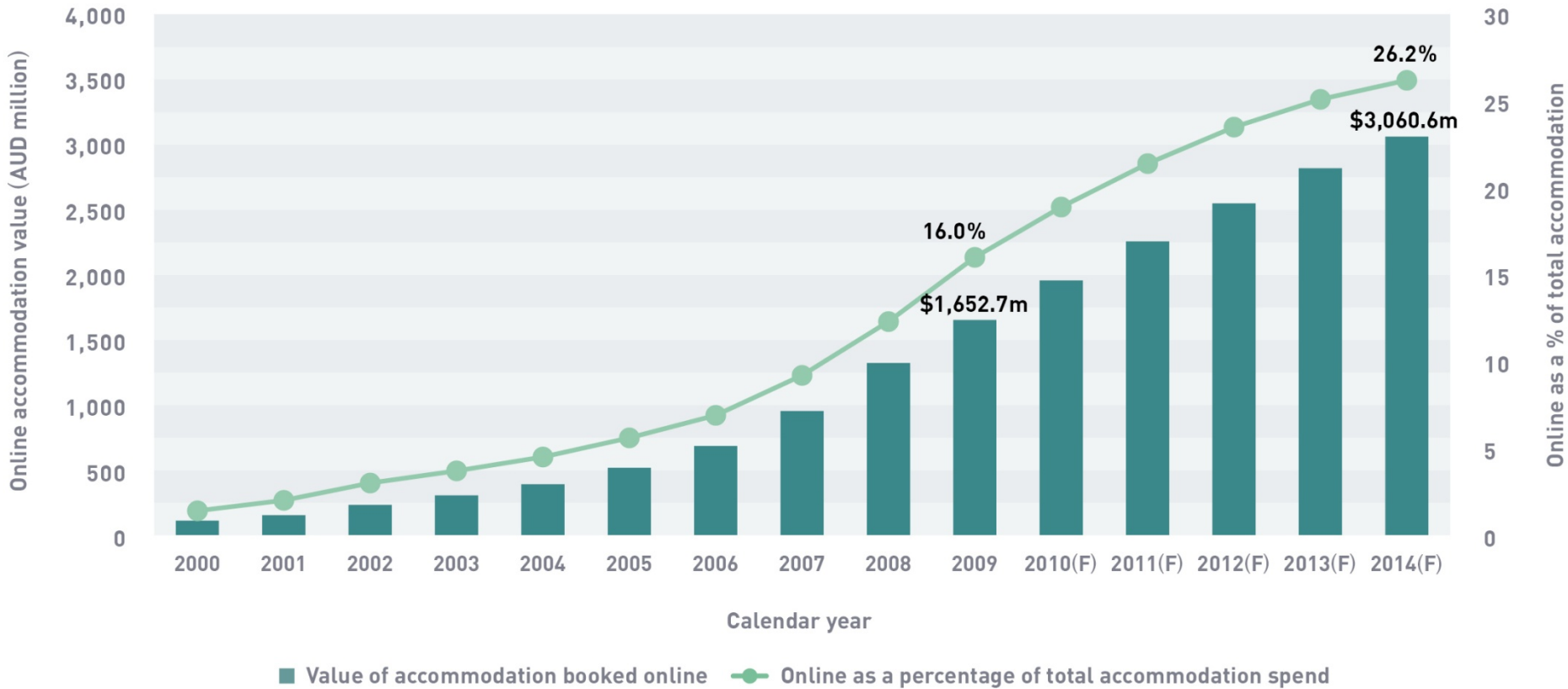
- Euromonitor- Australian online market share as published 2010
- Euromonitor- Australian online market share as published 2009
- Euromonitor- US online market share as published 2010

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

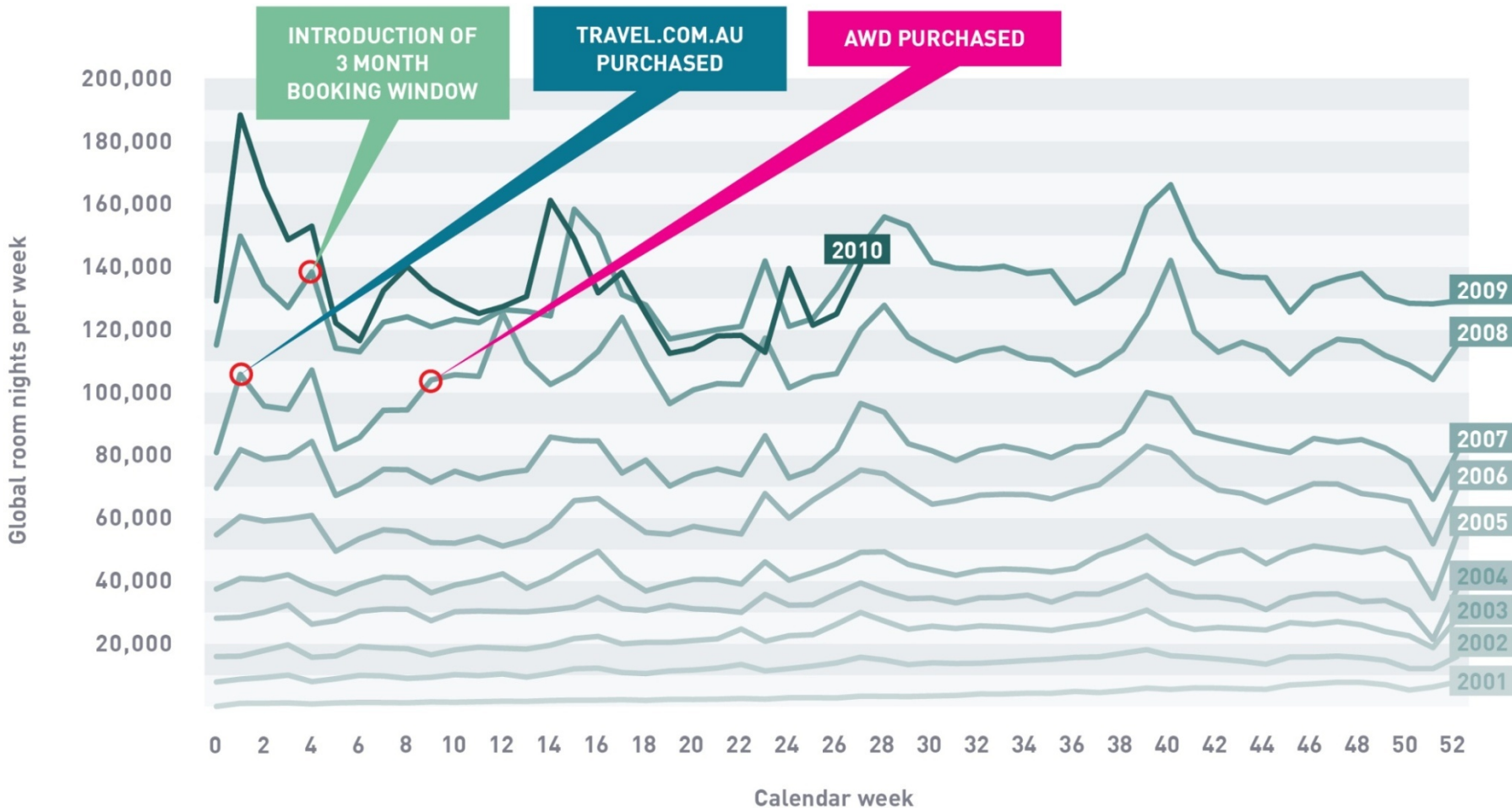


➔ Implied 50% online market share

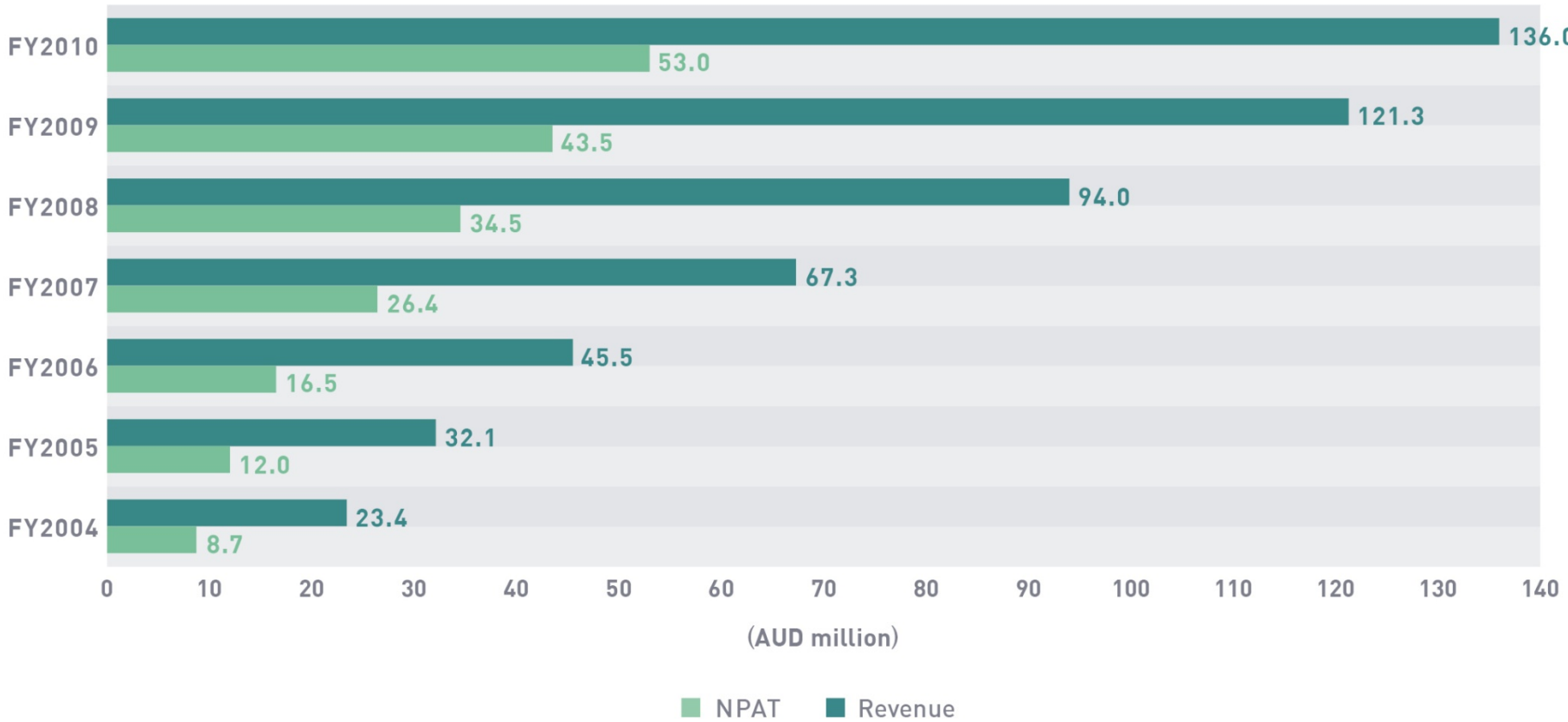
Source: Euromonitor International
 (1) 2000-2009 Euromonitor International from official sources, 2010-2014 Euromonitor International estimates. Includes campsites, chalets, guesthouses, hostels, hotels, motels, private accommodation, self-catering apartments and other travel accommodation. Excludes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



Group Accommodation – Weekly Room Nights



Group Performance since FY2004



Group Flights – Distribution Channels and Performance

live every
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- ➔ 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

263	263	263	151	151	215	263	263
\$15 bonus	\$15 bonus	\$15 bonus				\$15 bonus	\$15 bonus
249	249	\$263	NOVOTEL MELBOURNE GLEN WAV...				249
219	179		Wot bonus? Enjoy a scrumptious full hot buffet breakfast for one served in Infusion Restaurant. Our Novotel breakfast is just what you need to start the day off right. Indulge yourself you know you want to!				169
\$10 bonus							159
139	139						159
149	149	\$15 Wot bonus? Grab a discount now or a voucher to use later					159

Wot's Coming – Arnold and Wotif Inventory

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Fare Search | Hotel Search | Car Search | Itineraries | Profile

Welcome, steven

SEARCH | SELECT | ITINERARY & BOOK | FINISH

Hotel search results

Select a room

✓ = matches your compliance policy
! = does not match your compliance policy

Properties (1 of 17)

Stamford Plaza Brisbane
 Edward Street
 Brisbane
 Australia
 4000
 QLD

CHECK-IN 06 October 2010 14:00hrs
 CHECK-OUT 09 October 2010 11:00hrs
 LOCATION - Brisbane - CBD

[View Map](#) [DETAILS](#)

ROOM TYPE	RATE PLAN	RATE (TOTAL STAY)	COMPLIANCE
Special Advance Purchase Rates are now available at Stamford Plaza Brisbane. Save up to 20% off Best Rate - Superior Room. As this is a special rates, reservations can not be cancelled or amended. Hotel Room	162555	A\$700.0	!
Rates are per room for 2 people using 1 king size bed or 2 king single beds Hotel Room	31988	A\$826.0	!
What a way to spend the night! Rates are per room for 2 people using 1 king size bed with guaranteed river views, including full buffet breakfast for 2 in the Brasserie on the River! Hotel Room	137027	A\$886.0	!
Rates are per room for 2 people using 1 king size bed or 2 king singles. Uninterrupted River View. Hotel Room	34534	A\$916.0	!
Enjoy Complimentary Buffet Breakfast and Broadband access, pricing of 2 items. Stylish Superior Room with River Views. Rates are for 1 Guest. Hotel Room	193464	A\$975.0	!
Rates are per room for 2 people using 1 king bed. Open plan accommodation with elegant lounge area, separate dressing room & deluxe bathroom, provides comfort & refined luxury with views of Brisbane River & Botanic Gardens. Hotel Room	6621	A\$1385.0	!

NOTE Please read the 'Rules' from the Itinerary page before booking. Rates are subject to change and may experience exchange rate fluctuations if they have been converted from another currency.

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Wot's Coming – Wotflight International




Wot's Coming – Booking Window Extension beyond 3 Months

**Now with
3+ months of deals**



Wot's Coming – Cross-promotion of GoDo and Wotflight



Book tours & activities with **GoDo**

FREE Wotif.com voucher with every flight booking **wotflight**
Just plane easy

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
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Wot's Coming – Marketing



