

ASX ANNOUNCEMENT

Wotif.com Holdings Limited ABN 41 093 000 456
Wednesday 17 February 2010

Presentation Material - Half Year Results

Please find attached presentation material to be used in investor presentations with respect to Wotif.com Holdings Limited's half year results for the 6 month period ended 31 December 2009.

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

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lastminute.com.au



travel.com.au



WOTIF.COM HOLDINGS LIMITED
HALF YEAR RESULTS 2010



H1 FY10 - 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
- ✓ Wotflight – ready for takeoff



H1 FY10 – Group Financial Highlights

- ➔ **TTV \$562.5 million – up 17%**
- ➔ **Strong revenue growth to \$69.7million - 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)**

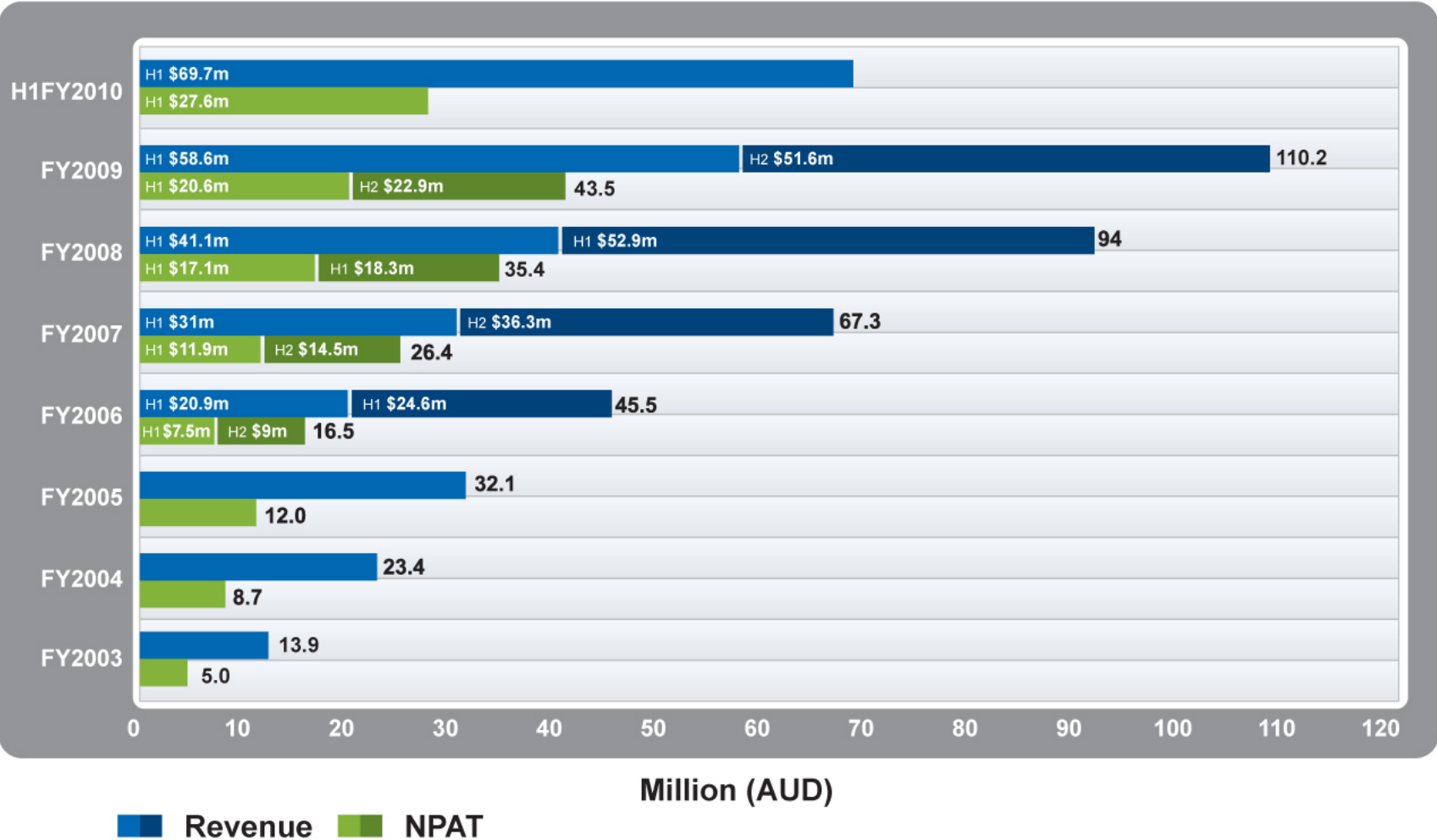
H1 FY10 – Group Financial Performance

- 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 FY2003



H1 FY10 - Group Margins

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 Balance Sheet

	Consolidated December 2009 A\$'000	Consolidated June 2009 A\$'000
CURRENT ASSETS		
Cash and cash equivalents	110,018	101,761
Trade and other receivables	5,148	4,276
Available for-sale-investment	951	-
TOTAL CURRENT ASSETS	116,117	106,037
NON-CURRENT ASSETS		
Deferred tax assets	11,141	9,623
Receivables	124	134
Available for-sale-investment	-	939
Property, plant and equipment	17,462	9,157
Intangible assets	87,761	87,825
TOTAL NON-CURRENT ASSETS	116,488	107,678
TOTAL ASSETS	232,605	213,715
CURRENT LIABILITIES		
Trade and other payables	147,475	134,385
Interest-bearing liabilities	87	105
Income tax payable	4,458	3,745
Provisions	1,365	1,125
TOTAL CURRENT LIABILITIES	153,385	139,360
NON-CURRENT LIABILITIES		
Interest-bearing liabilities	104	146
Deferred tax liabilities	2,678	2,678
Provisions	424	364
TOTAL NON-CURRENT LIABILITIES	3,206	3,188
TOTAL LIABILITIES	156,591	142,548
NET ASSETS	76,014	71,167
EQUITY		
Contributed equity	24,036	22,890
Retained earnings	48,171	43,531
Reserves	3,807	4,746
TOTAL EQUITY	76,014	71,167



Group Accommodation – Inventory Distribution Channels



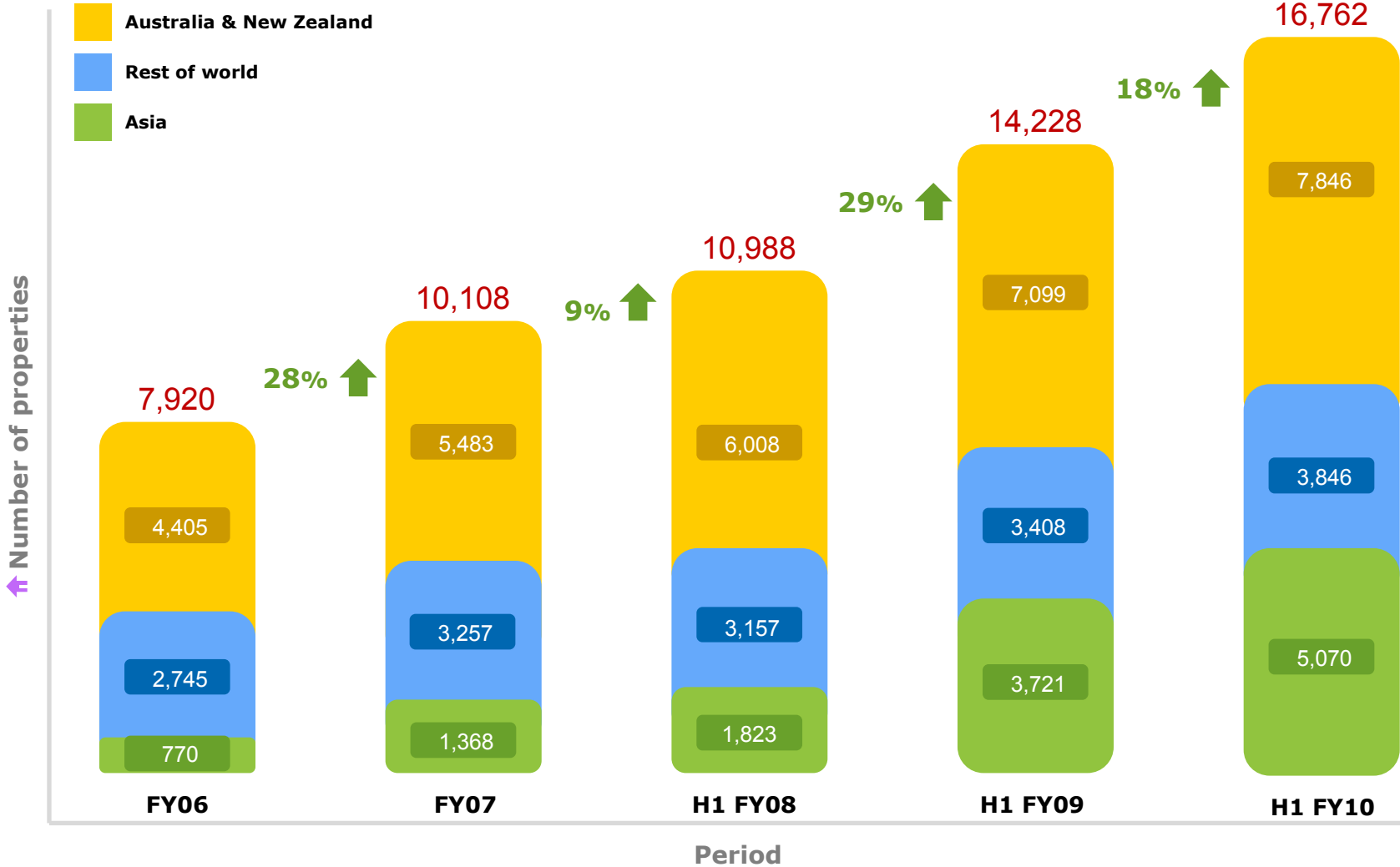
More than 7.5 million* visits per month across Group network



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



Group Accommodation – Properties Directly Represented

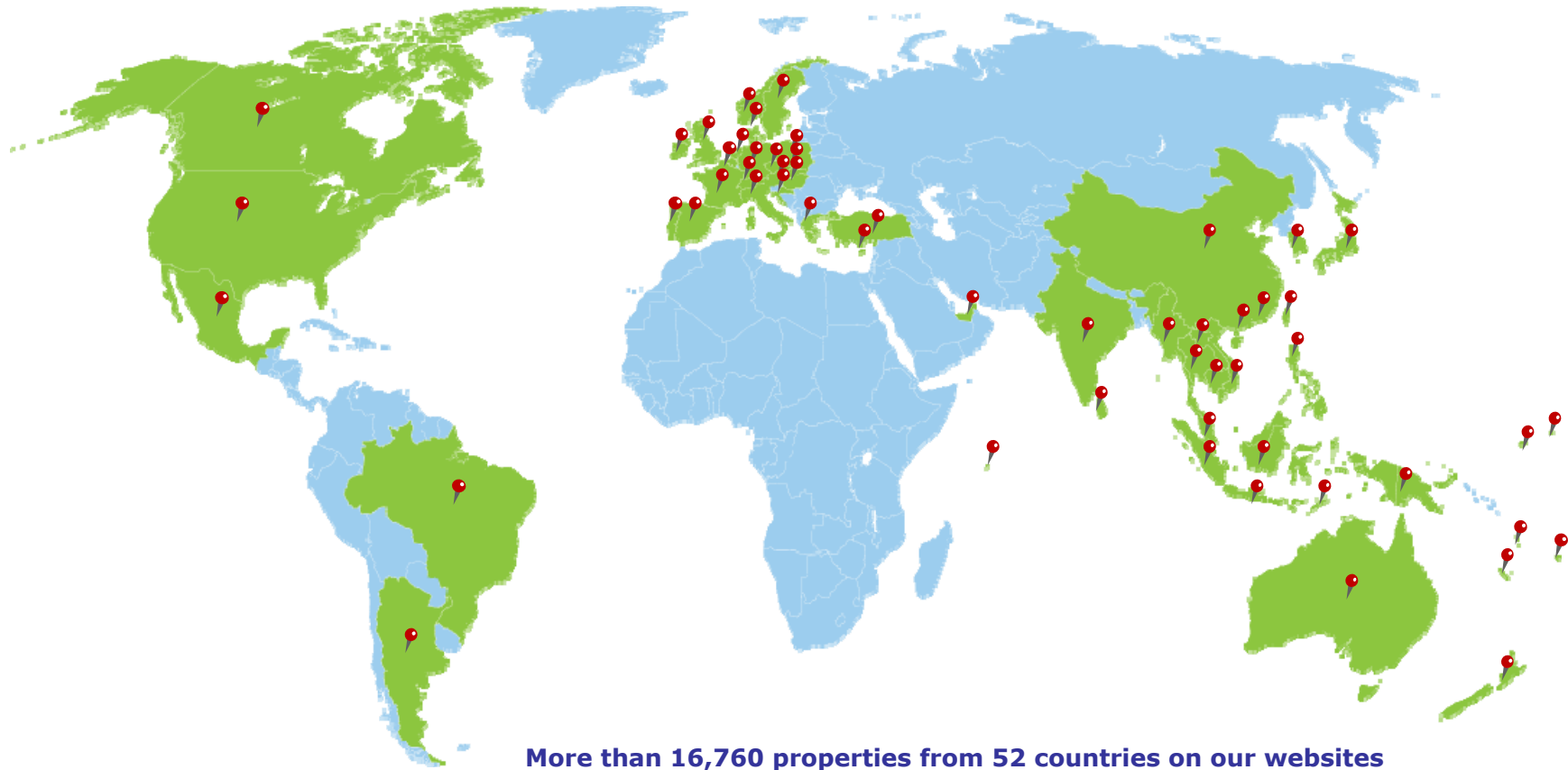


Group Accommodation – Properties Directly Represented

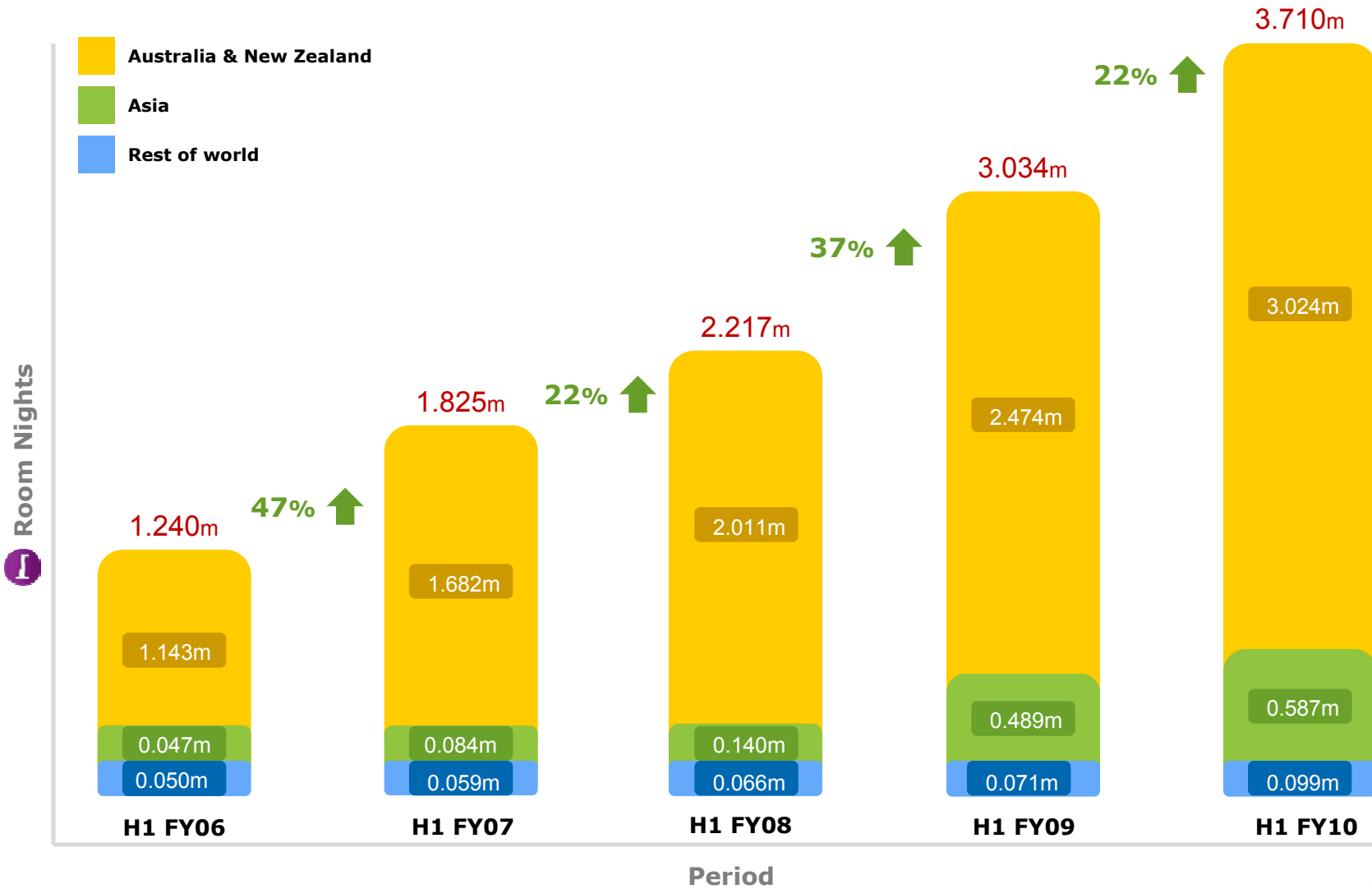
	H1 FY10 Properties	H1 FY09 Properties	
Australia / New Zealand	7,846	7,099	↑ 11%
Asia	5,070	3,721	↑ 36%
Rest of World	3,846	3,408	↑ 13%
Total	16,762	14,228	↑ 18%



Group Accommodation – Properties by Region



Group Accommodation – Room Nights Sold

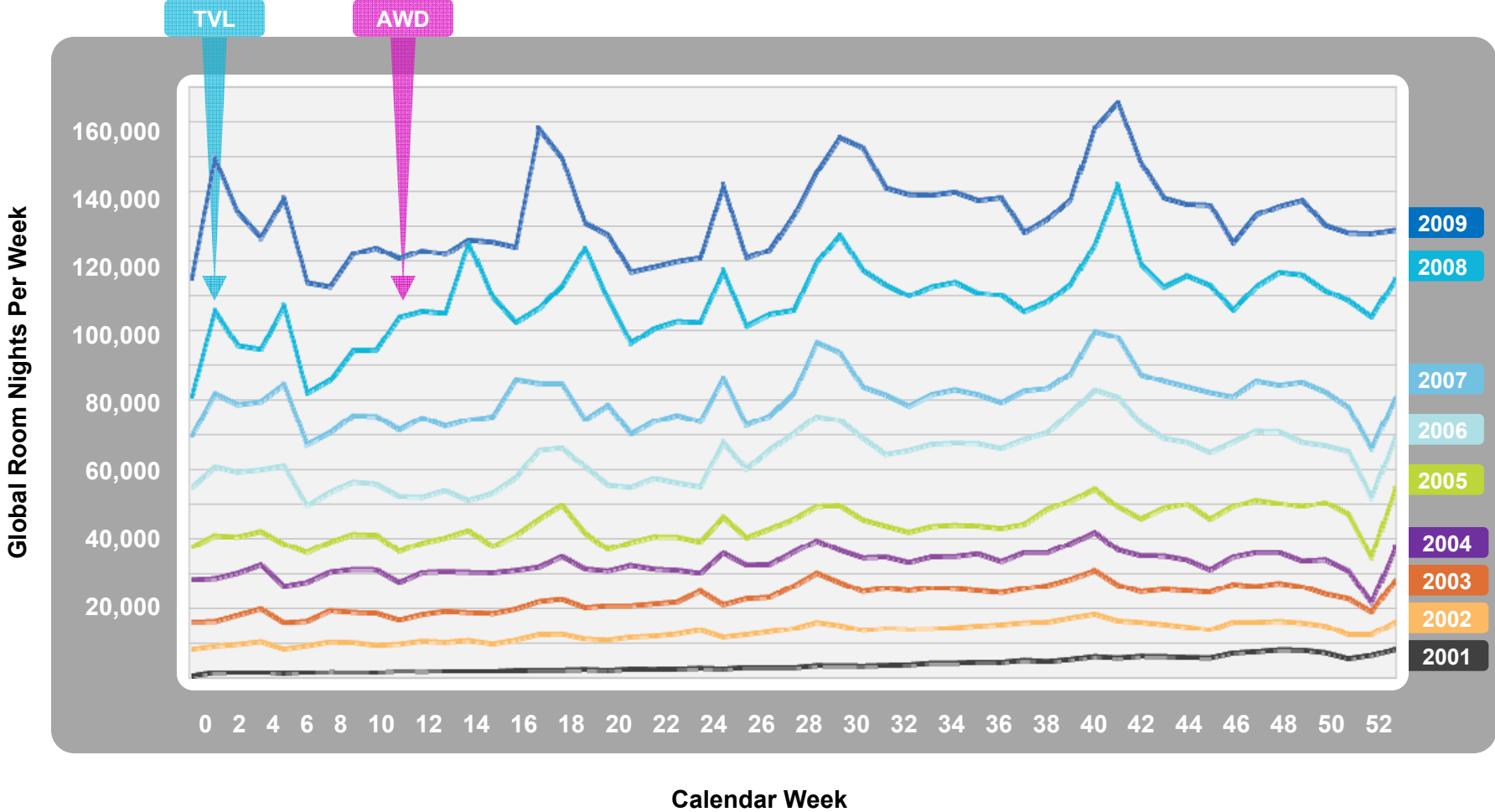


Group Accommodation - Segment Performance

	H1 FY10 Room nights (m)	H1 FY09 Room nights (m)	
Australia / New Zealand	3.025m	2.473m	↑ 22%
Asia	0.587m	0.489m	↑ 20%
Rest of World	0.099m	0.071m	↑ 39%
Total	3.710m	3.034m	↑ 22%



Group Accommodation – Weekly Room Nights



Group Flights – Distribution Channels and Performance



Flights Booked - ↑16%
TTV - ↑12%



Launched 17 February



Group Flights – Wotflight

-  **New & simple search functionality - PATENTED**
-  **No other site has more domestic carriers**
-  **Focused on Wotif.com customer base**
-  **\$10 Wotif.com voucher for every flight booking**



Group Flights – Wotflight

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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 [date]

Return on [date]

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

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Group Flights – Wotflight

QANTAS [Qantas fare types explained](#)

Red e-Deal Super Saver Flexi Saver Fully Flexible Business Class

All flights in this section available for:

Flight details

Sydney to Melbourne Tullamarine
 Qantas Flight QF459 1h 30m
 Departs 06:00pm Mon 01 Mar, SYD Terminal 3
 Arrives 07:30pm Mon 01 Mar, MEL Terminal 1

Choose a fare type [Fare types explained](#)

Red e-Deal Super Saver Flexi Saver Fully Flexible Business Class

\$85 \$195 \$309 \$427 \$525

Select Select Select Select Select

Group Flights – Wotflight

Going Brisbane to Perth

← Previous day | Mon 01 Mar 2010 | Next day →

Click on a green bar like this: below to choose a flight

Virgin Blue fare types explained

Departure Time: Brisbane | Arrival Time: Perth (currently 2.0 hours behind Brisbane)

	5 am	7 am	9 am	11 am	1 pm	3 pm	5 pm	7 pm	9 pm	11 pm	1 am
Go! Fare	3 am	5 am	7 am	9 am	11 am	1 pm	3 pm	5 pm	7 pm	9 pm	11 pm
Blue Saver											
Flexible											
Corporate Plus											
Premium Economy											
Go! Fare	\$343	\$673	\$903	\$1003							
Blue Saver	\$353										
Flexible											
Corporate Plus											
Premium Economy											
Go! Fare	\$403	\$673	\$903	\$1003							
Blue Saver	\$413										
Flexible											
Corporate Plus											
Premium Economy											
Go! Fare	\$453	\$673	\$903	\$1003							
Blue Saver	\$463										
Flexible											
Corporate Plus											
Premium Economy											
Go! Fare	\$453	\$673	\$903								
Blue Saver	\$463										
Flexible											
Corporate Plus											
Premium Economy											

All flights in this section available for:

Flight details

Brisbane to Melbourne Tullamarine
Virgin Blue Flight DJ338 | 2h 25m
Departs 04:00pm Mon 01 Mar. Brisbane time BNE Domestic
Stops 07:25pm Mon 01 Mar. Melbourne time MEL Terminal 3
Stop / change in Melbourne | 2h 0m

Melbourne Tullamarine to Perth
Virgin Blue Flight DJ697 | 4h 15m
Departs 09:25pm Mon 01 Mar. Melbourne time MEL Terminal 3
Arrives 10:40pm Mon 01 Mar. Perth time PER Terminal 3

Choose a fare type [Fare types explained](#)

	Go! Fare	Blue Saver	Flexible	Corporate Plus	Premium Economy
Go! Fare	\$453	\$673	\$903	\$1003	
Blue Saver	\$463				
Flexible					
Corporate Plus					
Premium Economy					

QANTAS fare types explained

Departure Time: Brisbane | Arrival Time: Perth (currently 2.0 hours behind Brisbane)

	5 am	7 am	9 am	11 am	1 pm	3 pm	5 pm	7 pm	9 pm	11 pm	1 am
Red e-Deal	3 am	5 am	7 am	9 am	11 am	1 pm	3 pm	5 pm	7 pm	9 pm	11 pm
Super Saver											
Flexi Saver											
Fully Flexible											
Business Class											
Go! Fare	\$427	\$467	\$742	\$1041	\$1914						
Super Saver	\$467	\$742	\$1041	\$1914							
Flexi Saver											
Fully Flexible											
Business Class											
Go! Fare	\$601	\$742	\$1041	\$1914							
Super Saver	\$742										
Flexi Saver											
Fully Flexible											
Business Class											



Group Flights – Wotflight

wotflight
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booking Please check all of your flight details below, and enter your passenger and payment info. [Need to change something?](#)
[Go back](#)

Flights

	Sydney to Melbourne Virgin Blue DJ804 Flight time = 1h 30m	Departs 04:45pm Tue 16 Feb. Sydney time SYD Terminal 2 Arrives 06:15pm Tue 16 Feb. Melbourne time MEL Terminal 3	Adult 1 Blue Saver No checked luggage	\$198.50
			Going flight total	\$98.50
	Melbourne to Sydney Qantas QF404 Flight time = 1h 25m	Departs 07:30pm Wed 24 Feb. Melbourne time MEL Terminal 1 Arrives 08:55pm Wed 24 Feb. Sydney time SYD Terminal 3	Adult 1 Super Saver	\$195.00
			Returning flight total	\$195.00
			Qantas credit card fee	\$7.70
			Booking fee	\$16.95
			Total cost (including taxes and GST)	\$318.15

Who's flying?

Passenger details

Note
All fields marked with a * are required.

*Title	*First name	*Last name	Frequent flyer programs
Adult 1: <input type="text" value="Select"/>	<input type="text" value="As shown on ID"/>	<input type="text" value="As shown on ID"/>	<input type="text" value="None"/>

Contact details



Group Flights – Wotflight



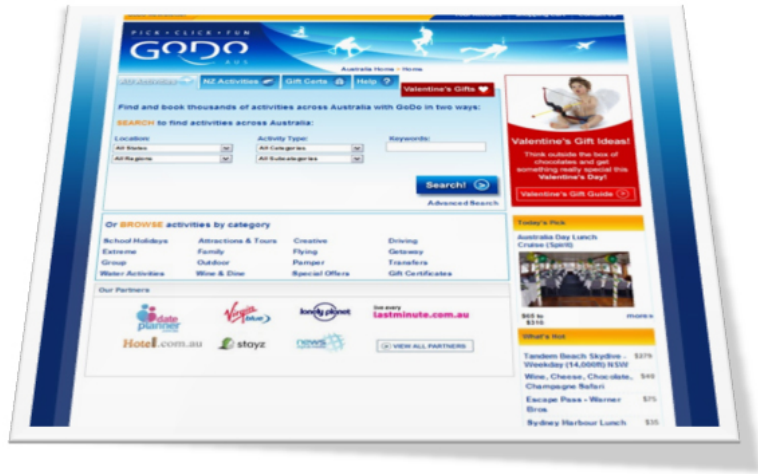
Wotflight – \$10 Gift Voucher



Group Flights – Wotflight



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



