



helloworld

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2014 Annual  
General Meeting  
21 November 2014



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Brett Johnson  
Non-Executive Chairman



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Elizabeth Gaines  
CEO

# 2014 Review key milestones

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Launch of the *helloworld* brand to the Australian consumer



Launch of helloworld.com.au



Three retail models with strong value propositions for each



Close to 1,000 stores signed to the *helloworld* retail models



Joined Australian Federation of Travel Agents (AFTA) Travel Accreditation Scheme (ATAS)



Transformation in Australia complete



# Full Year Result

	FY14 \$m	FY13 <sup>(1)</sup> \$m	Change %
Total Transaction Value (TTV)	4,861.0	5,177.4	-6%
Revenue	291.7	332.8	-12%
Adjusted EBITDAI <sup>(2)</sup>	40.6	54.1	-25%
Non-cash impairment of goodwill	(59.5)	-	-
Other exceptional items	(24.8)	(13.1)	90%
Depreciation, Amortisation & Finance Costs	(17.4)	(14.4)	21%
(Loss)/profit before tax	(61.2)	26.7	-329%
(Loss)/profit after tax	(63.3)	16.2	-492%

(1) Financial year ended June 2013 has been restated as a result of relevant accounting policy changes.

(2) Adjusted EBITDAI is earnings before interest expense, tax, share-based payments, depreciation, amortisation and impairment adjusted for significant and/or unusual items of revenue or expense. Adjusted EBITDAI is a financial measure which is not prescribed by Australian Accounting Standards but is the measure used by the Board to assess the financial performance of the Group and operating segments. A reconciliation of Adjusted EBITDAI to (Loss)/Profit before tax is contained in the Appendix to this announcement.

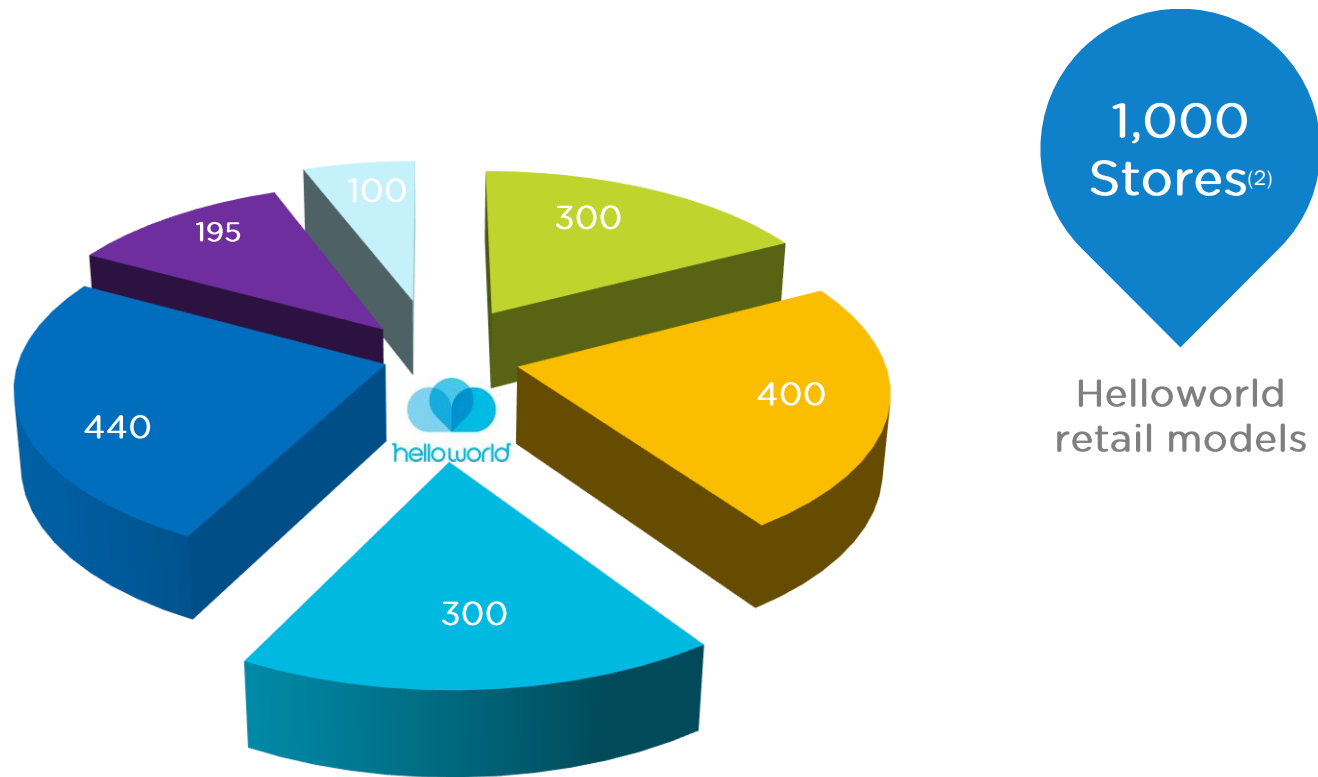
# 2014 Australia's Best Travel Agency Group

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- 7 helloworld network members won awards at the Australian Federation of Travel Agents (AFTA) National Awards in July 2014.
- helloworld Air Tickets again awarded Best Agency Support Service
- Recognition of the helloworld network of expert travel agents and franchise model value proposition



# helloworld network



helloworld Affiliate (2) helloworld Associate / Corporate (2) helloworld Branded (2) Concorde Agency Network New Zealand Other Brands (1)

(1) Other Brands include Harvey World Travel (excluding South Africa), Jetset, Travelworld, Travelscene and Travelscene American Express.

(2) Close to 1,000 stores signed to the helloworld retail model including 300 helloworld Branded locations, close to 400 helloworld brand-carrying Associate locations and 300 helloworld Affiliate locations.

# helloworld store transformation

before



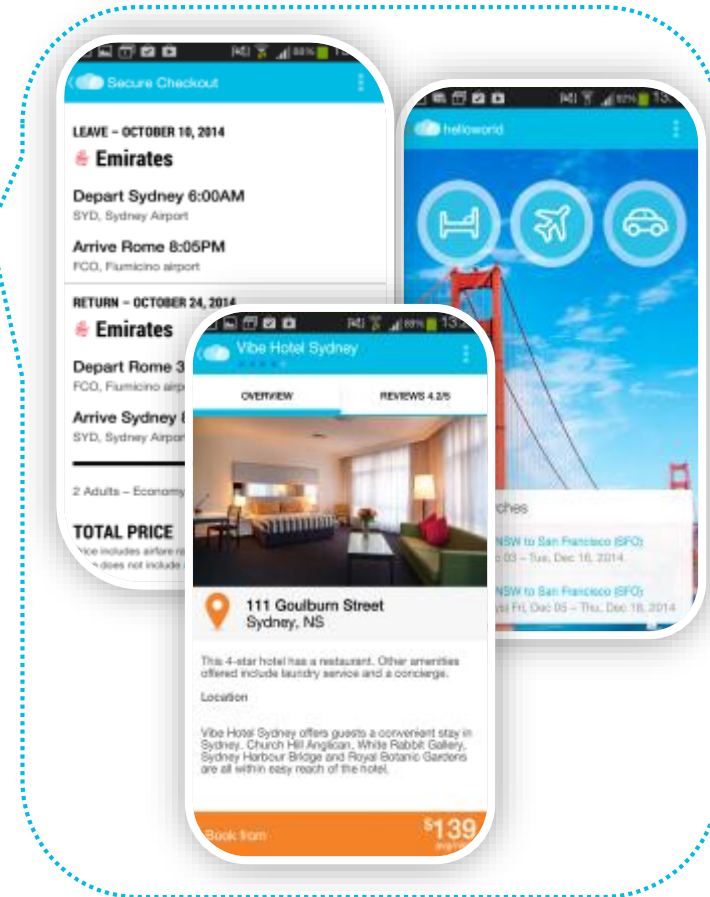
now





# hello mobile app

- helloworld.com.au launched November 2013
- Mobile and tablet optimised websites launched
- Android and iPhone App launched
- '2014 Best Travel Apps' in App Store
- Top 5 must-have travel app by *Business Spectator* (24<sup>th</sup> October 2014 edition)
- Development of multichannel functionality, such as "Agent Finder" locator



# Trading Update

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- The focus for FY15 is to:



Grow the *helloworld* brand presence in the Australian market



Drive TTV growth within the retail network via our product offering and enhanced customer experience



Grow and develop helloworld.com.au



Leverage the strong platform for growth

# Trading Update

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- Trading results for the four month period ended 31 October 2014 have been in line with expectations.
- Australian Retail franchise network TTV trading for the first four months of FY15, has grown approximately 3% on a like-for-like basis compared to prior year.
- Whilst difficult to predict, FY15 EBITDAI tracking in line with previous guidance, with an expected reduction of between \$5 million to \$10 million compared to FY14.
- FY15 Profit before tax expected to improve significantly with a reduction in transformation costs, impairment charges and other non-recurring items.



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Brett Johnson  
Non-Executive Chairman



# Adoption of Remuneration Report

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## Resolution 1

‘That the Remuneration Report (which forms part of the Directors’ Report) for the financial year ended 30 June 2014 be adopted’

# Adoption of Remuneration Report

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Questions?

# Adoption of Remuneration Report

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## Proxy Votes

	Number	%
For	381,361,870	98.46
Against	5,649,749	1.46
Open-Usable	291,131	0.08
Abstain	1,119,792	N/A

# Re-election of Directors

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## Resolution 2.1

‘That Stephen John Bennett, who retires in accordance with the Constitution and, being eligible, offers himself for re-election, be re-elected as a Director.’



# Re-election of Stephen John Bennett

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Questions?

# Re-election of Stephen John Bennett

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## Proxy Votes

	Number	%
For	381,911,605	98.48
Against	5,331,976	1.37
Open-Usable	570,731	0.15
Abstain	625,730	N/A

# Re-election of Directors

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## Resolution 2.2

‘That James Morrison Millar AM, who retires in accordance with the Constitution and, being eligible, offers himself for re-election, be re-elected as a Director.’

# Re-election of James Morrison Millar AM

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Questions?



# Re-election of James Morrison Millar AM

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## Proxy Votes

	Number	%
For	381,938,644	98.48
Against	5,574,537	1.44
Open-Usable	301,131	0.08
Abstain	625,730	N/A

# Grant of Performance Rights

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## Resolution 3

‘That for the purposes of ASX Listing Rule 10.14 and for all other purposes, approval be given to the acquisition by Elizabeth Anne Gaines, Chief Executive Officer and Managing Director of the Company, of:

- a) 1,111,111 Performance Rights under the Company’s Performance Rights Plan as her long-term incentive for the financial year ending 30 June 2015; and
- b) Shares on the vesting of some or all of those Performance Rights,

on the basis described in the Explanatory Notes to the Notice convening the meeting.’

# Grant of Performance Rights to Chief Executive Officer, Elizabeth Anne Gaines

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Questions?

# Grant of Performance Rights to Chief Executive Officer, Elizabeth Anne Gaines

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## Proxy Votes

	Number	%
For	382,297,761	98.44
Against	5,743,916	1.48
Open-Usable	291,131	0.08
Abstain	89,734	N/A



# Voting

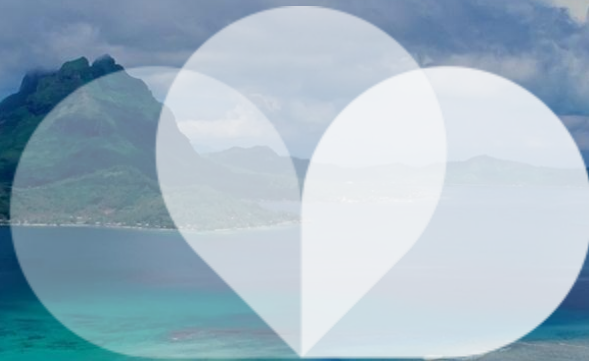
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## Poll Procedure

# Voting

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- Closure of Poll
- Results of Poll announced to ASX



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Thank You