

9th December 2014

Company Announcements Office
Australian Securities Exchange
20 Bridge Street
Sydney, NSW 2000

Dear Sir/Madam

HELLOWORLD AGREEMENT

Please refer to the attached in relation to a contract executed today with helloworld.



John Murphy

Company Secretary

Helloworld and Cover-More announce new travel insurance partnership

Sydney, 9 December 2014: Helloworld Limited (ASX:HLO) and Cover-More Group Limited (ASX:CVO) today announced an agreement for Cover-More to be the sole preferred travel insurance supplier for the Helloworld Limited retail travel agency networks.

The partnership will be structured as a commercial joint venture arrangement, providing a unique product suite for the *helloworld* retail networks. *helloworld* franchisees and members will have the opportunity to be involved in key elements of product development and customer innovation.

Helloworld Limited Chief Executive Officer Elizabeth Gaines said:

“When we launched the *helloworld* consumer brand in July 2013, we made a commitment to offer travellers unparalleled convenience, industry-leading service and value and the best, tailor-made travel experiences.

“We also know our customers are increasingly looking for travel insurance cover that is customised for their individual circumstances and plans.

“Cover-More is highly regarded for both travel insurance and medical assistance, combining innovation with a genuine focus on the customer. The structure of the arrangement will provide clear benefits for Helloworld, our franchisees, members and our customers.”

Cover-More Group Chief Executive Officer Peter Edwards said:

“Cover-More has a long history of collaborating with agency partners to deliver mutually beneficial outcomes.

“While we have been a preferred supplier to parts of the *helloworld* networks for some years, we are delighted to be expanding on this relationship to form a true partnership across the entire Helloworld Limited retail networks. Together we will deliver a compelling value proposition to *helloworld* franchisees and members and are confident of winning their support and loyalty through the right mix of products and services.

“In addition to our core travel insurance offering, *helloworld* customers will have access to several innovative products which will enhance their travel experience.

“We also look forward to integrating our proprietary optimisation platform, Impulse, with Helloworld systems and interfaces.”

The agreement is for an initial term of five years commencing 1 January 2015, with the launch of the proposed new product suite to take place in early 2015.

ENDS

TRAVEL INSURANCE • MEDICAL ASSISTANCE

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