



## Statement to Australian Securities Exchange – 21 July 2014

### APPOINTMENT OF CHIEF FINANCIAL OFFICER

Helloworld Limited (ASX: HLO) is pleased to announce the appointment of Ms Jenny Macdonald as Chief Financial Officer. Ms Macdonald will join HLO in mid-August 2014.

Ms Macdonald joins HLO with extensive financial and operational experience across both the travel and online sectors.

Most recently, Ms Macdonald was Chief Financial Officer & General Manager, International, REA Group (ASX:REA), the global online real estate advertising company. Ms Macdonald's previous roles include General Manager at FCm Travel Solutions New Zealand (2008-2009), Chief Financial Officer of Flight Centre New Zealand (2007-2008); and General Manager, Flight Centre Retail Finance in Australia (2005-2007).

Ms Elizabeth Gaines, CEO at HLO, said,

"I am delighted to welcome Jenny to the Helloworld team as Chief Financial Officer. Jenny is a highly credentialed CFO and her extensive experience in the travel industry and the digital sector are particularly well suited to Helloworld. We are very pleased to add an executive of Jenny's calibre to the talented and experienced team at HLO and I know that Jenny will make a significant contribution to the future success of our Company."

Ms Macdonald is a member of the Institute of Chartered Accountants in Australia and a graduate of the Australian Institute of Company Directors.

### ENDS

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### About HLO:

- Helloworld Limited (ASX: HLO) is a leading Australia-based travel distribution company, comprising retail travel businesses, air ticket consolidation, wholesale, corporate and online operations. This includes *helloworld*, Australia's largest network of franchised travel agents, and *helloworld.com.au*.
- *helloworld* is a nationwide network of independently owned and operated stores, offering Australian travellers unparalleled convenience, industry-leading service and the best value, tailor-made holidays.
- In July 2014, *helloworld* was awarded 'Best Travel Agency Group' at the National Travel Industry Awards.
- *helloworld* has been creating lasting travel memories for more than 40 years through the Harvey World Travel, Jetset Travel, Travelworld and Travelscene American Express brands.