



# Camplify Investor Presentation

2022





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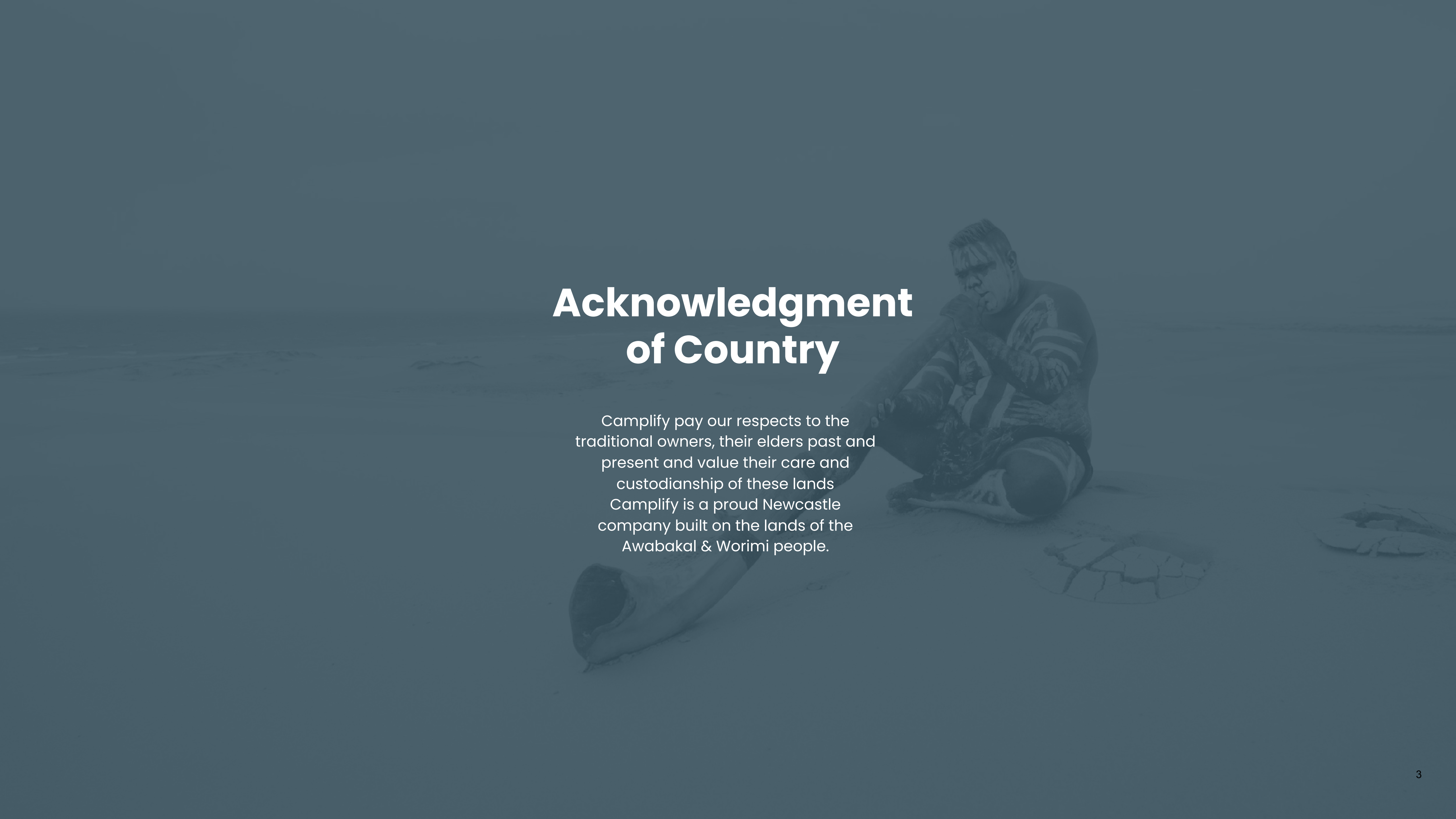
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A person wearing a striped shirt is sitting on a sandy beach, looking down at a large, dark, curved object on the sand. The background is a vast, flat, sandy landscape under a clear sky.

# Acknowledgment of Country

Camplify pay our respects to the traditional owners, their elders past and present and value their care and custodianship of these lands  
Camplify is a proud Newcastle company built on the lands of the Awabakal & Worimi people.

# Agenda

1. Introduction to Camplify
2. Company & Industry Overview
3. Performance by the Numbers
4. Innovation and Development
5. Focus on New Zealand
6. Summary & Annexures





# 1. Introduction to Camplify



# Presenting today



**Justin Hales**  
Chief Executive Officer  
& Executive Director

- Founder of Camplify
- Previously Head of Customers at ASX-listed QMASTOR (ASX:QML)
- Managed some of the world's largest mining companies
- Co-founder of the Sharing Hub
- International conference speaker on the sharing economy
- Multiple winner of Young Entrepreneur of the Year (Tourism & Hospitality)



**Trent Bagnall**  
Chairman &  
Non-Executive Director

- 10 years as MD of QMASTOR (ASX:QML) mining supply chain optimisation software securing contracts with the world's largest mining customers
- Led QML to an ASX listing then subsequent acquisition
- Established Slingshot corporate innovation accelerator running programs for NRMA, News Corp, Lion Nathan, QANTAS, and HCF
- Fellow of the Australian Institute of Company Directors



**Andrea MacDougall**  
Chief Financial Officer

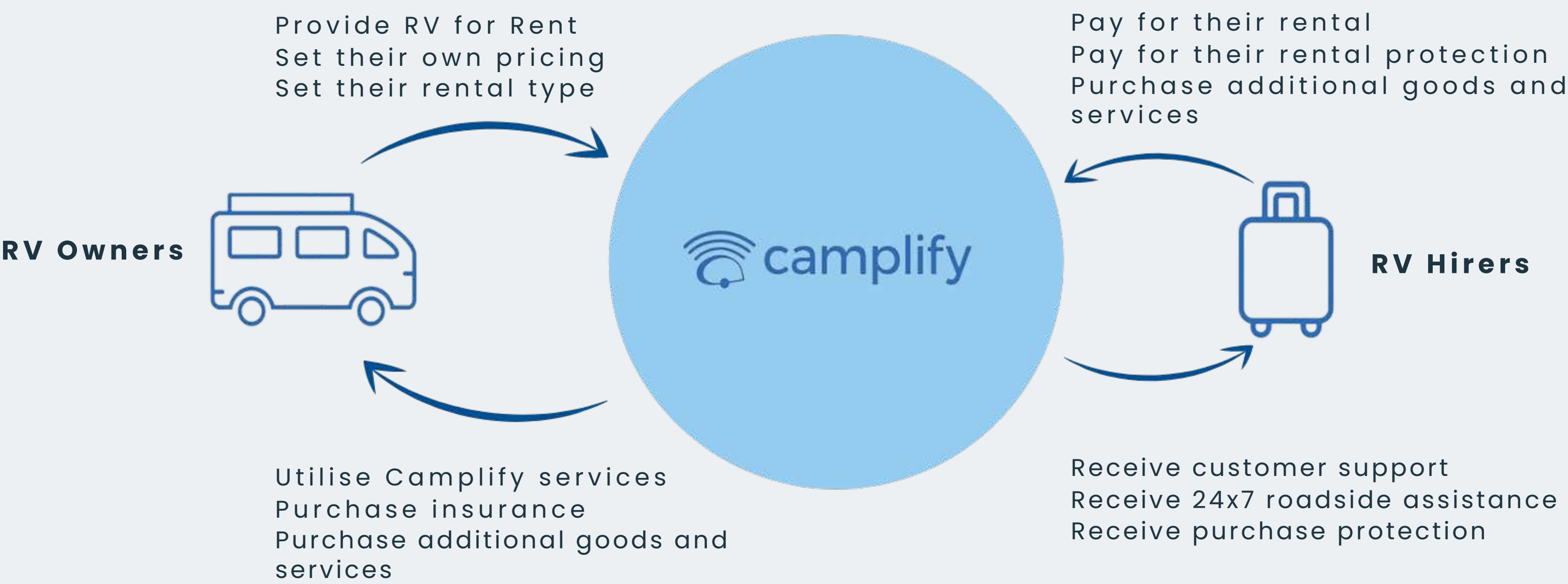
- Andrea is an experienced CFO for multinational organisations across growth technology, education, hospitality, manufacturing and strata management industries.
- Andrea was a Co-Founder of Coassemble (ed-tech SaaS) who have scaled from Australia into the US market.



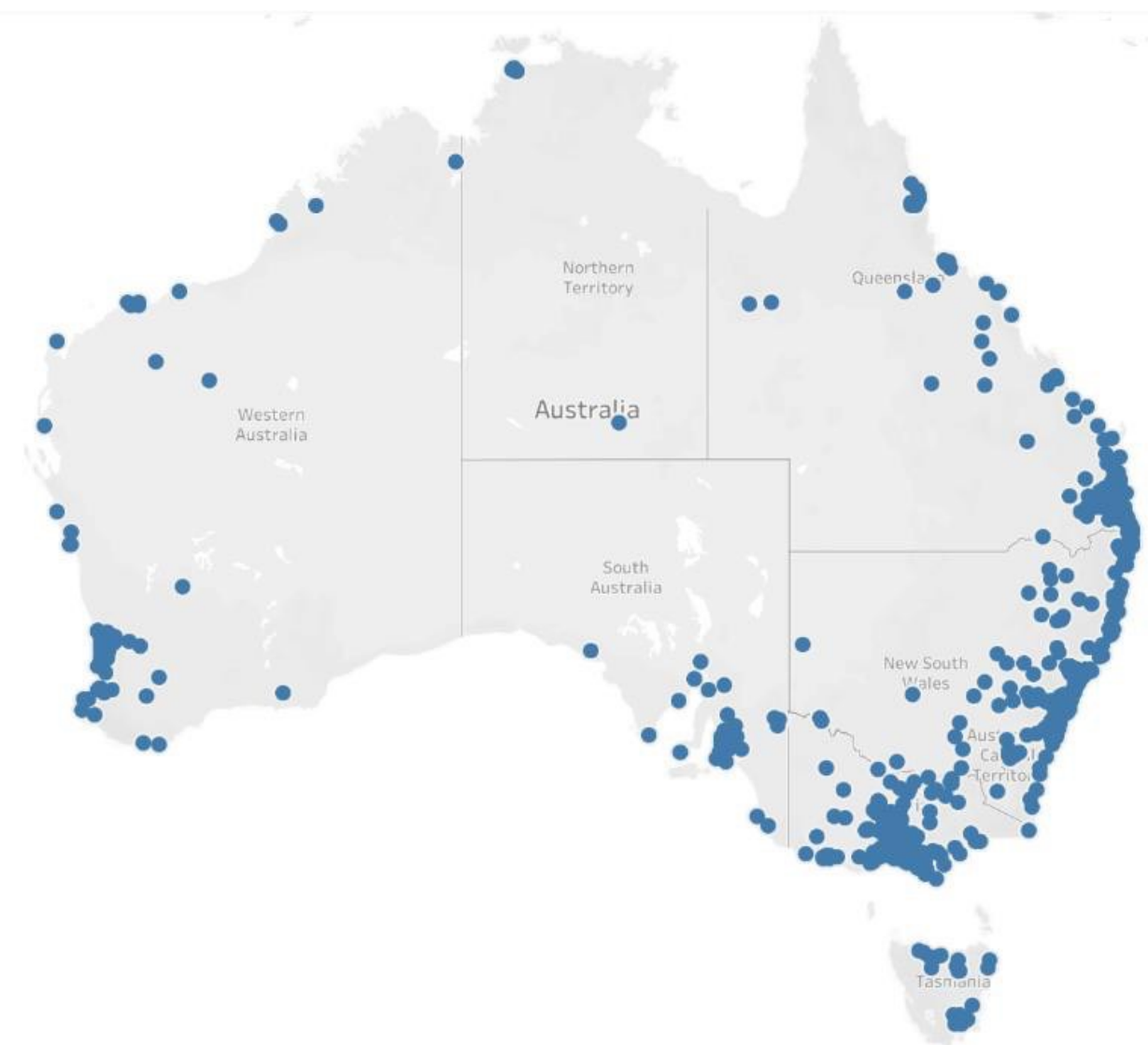


# What is Camplify?

Camplify is one of the leading leading P2P digital marketplaces **connecting Owners** of RVs such as caravans, campervans and motorhomes **to Hirers**.



Thousands of vans, endless adventures

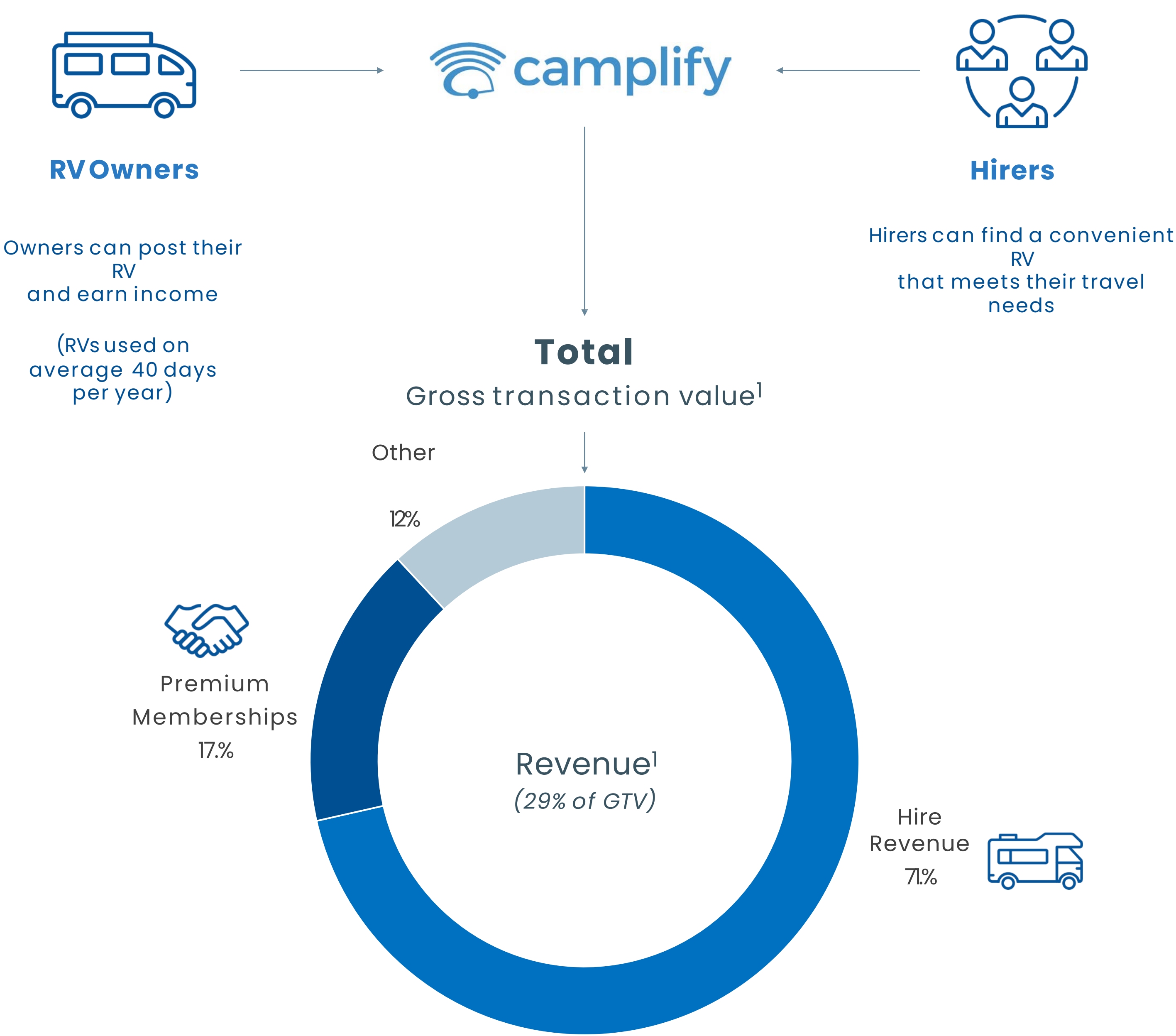


A global platform operating in four countries



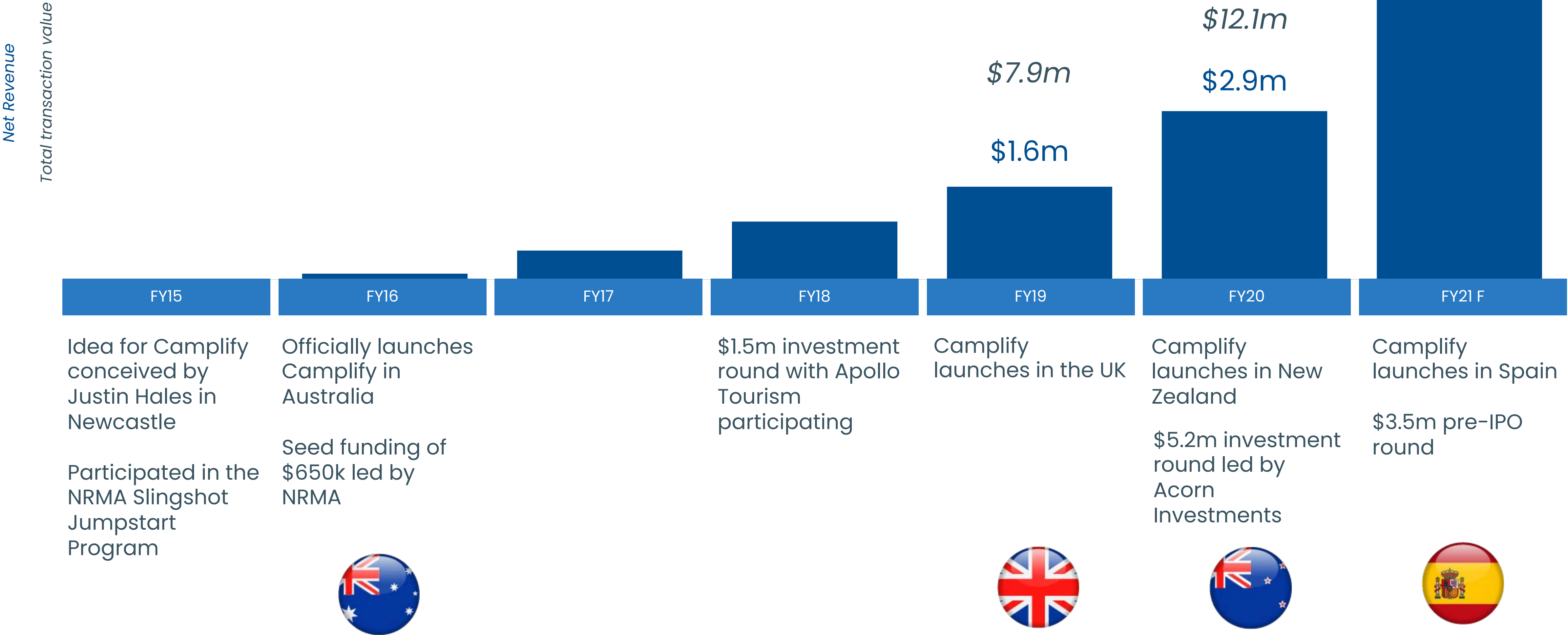
# Revenue model

- 1. **Hire revenue:** platform fees charged to both Hirers and Owners calculated as a percentage commission on bookings
- 2. **Insurance:** Hirer and owner insurance products. Including PM a monthly subscription fee for providing additional marketing service, reduced commissions, and full insurance.
- 3. **Product Sales:** Sales of products to customers on both sides of the market including vehicle sales

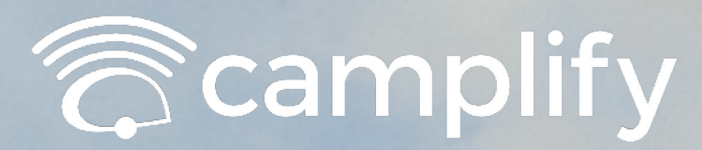




# Corporate Timeline







## 2. Company & Industry Overview



# Strategy

Become the leading RV rental platform in market

**Grow current markets**  
**Fleet focus**

**Enhance our platform development**

**Help more hirers enjoy**  
**van life**

Build a beautiful efficient business

## Our Mission

Van life accessible for all

## Our Vision

Empowering our growing community of RV owners to make outdoor adventures accessible everywhere

## Our Values

Trustworthy

Empowerment

Accessibility

Simplicity

Endless Adventures



# Why RV Owners and Hirers choose Camplify

Camplify provides significant value for Hirers and Owners



## RV Owners

<b>Monetise underutilised assets</b> Owners earn approximately \$5,000 per vehicle with many Owners earning over \$15,000 per annum for their RV
<b>SMEs can offer a fleet</b> SMEs to make their fleet available and potentially multiply their returns
<b>High visibility &amp; demand</b> Camplify RVs are marketed globally
<b>Transactions completed on platform</b> Providing comfort and security



## Hirers

<b>Rent assets short term, on-demand</b> See immediate availability of all RVs available from only \$60 per day
<b>Transparency</b> Hirers can compare between RVs
<b>Widest availability</b> Over 5,400 RVs available for rent
<b>Try before they buy</b> Hirers can try a range of vehicles before buying one for themselves



Note: Customer satisfaction data as at June22



# Case Studies: Owners who are building new businesses

- Premium membership allows Owners to list multiple RVs
- Monetise underutilised assets
  - Cost of a typical RV is c.\$50k, Owners can earn c.5-12k a year providing a good ROI
- Create own SMEs



## **Julia & Sam, Brisbane QLD**

- Launched on Camplify in winter 2020 as local COVID-19 restrictions lifted
- Started as a side hustle has resulted in a full-time business, 'Open Road Campervans'
- In just 9 months, their fleet has expanded to three custom campers
- Secured \$90,000 in bookings since launching



## **Erin & James, Sunshine Coast QLD**

- Started their Camplify adventure in 2017
- Launched their hiring business 'Drifters' with their first custom-made campervan
- Invested a second campervan to meet demand
- The couple has earned \$110,000 since launching
- Helped holidaymakers enjoy more than 200 adventures

# Competitive Landscape

## Traditional RV rental companies

In Australia, the primary competitors are:

- **Tourism Holdings** operates the Maui, Britz and Mighty brands. As at 31 December 2020, Tourism Holding's RV rental fleet in Australia is approximately 1,300.
- **Apollo Tourism** operates the Cheapa Campa, Hippie Camper and Star RV brands. As at 31 December 2020, Apollo Tourism's RV rental fleet in Australia is approximately 1,400.

There are also many smaller competitors distributed across Australia.

## Other RV P2P marketplaces

There are other RV P2P marketplaces that compete with Camplify. The Company considers the main competitors to include, but not limited to:



Australia: Camptoo, ShareACamper



NZ: ShareACamper, Highway



UK: Camptoo, Go Booney



Europe: Yescapa, Paul Camper



# Industry Information (Australia)

- As at December 2021 there were approximately 773,000 RV registrations in Australia.
- A substantial number of available RV assets that Camplify can potentially capture and make available for rent.
- 51% of Owners sell their RVs due to low utilization or economic reasons.
- Both of these issues can be alleviated by offering their RV for rent on Camplify.
- 11.5% growth from 2019
- 5.9m RVs in use in Europe

Growing addressable market for Camplify  
Still <1% of TAM



12.6 Million Trips in 2022



47% 30 – 54 Year Old's Domestic Market



89% Regional Australia

773,000



Camper vans +16,000  
(2015 to 2021)



Caravans +171,000  
(2015 to 2021)

2021

Source: Caravan Industry Association of Australia, 2021.  
Source: Caravan Industry Association Australia – Motor Vehicle Census Stats  
Numbers are rounded to the nearest thousand



# 3. Performance by the Numbers





# Marketplace Highlights June FY22 (Unaudited)

## Highlights;

- Period YTD to end of June FY22 (unaudited)
- GTV growth of 63.14% (pcp) to over \$53m YTD
- Revenue growth of 95% (pcp) to over \$16.5m YTD
- Increasing average booking value by over 22% YTD (pcp)

**\$53.6 m**

**Total Transaction Value**

+63.14% (pcp FY21 YTD)

**39830+**

**Total Bookings**

+29.95% (pcp FY21 YTD)

**\$16.5 m**

**Total Revenue**

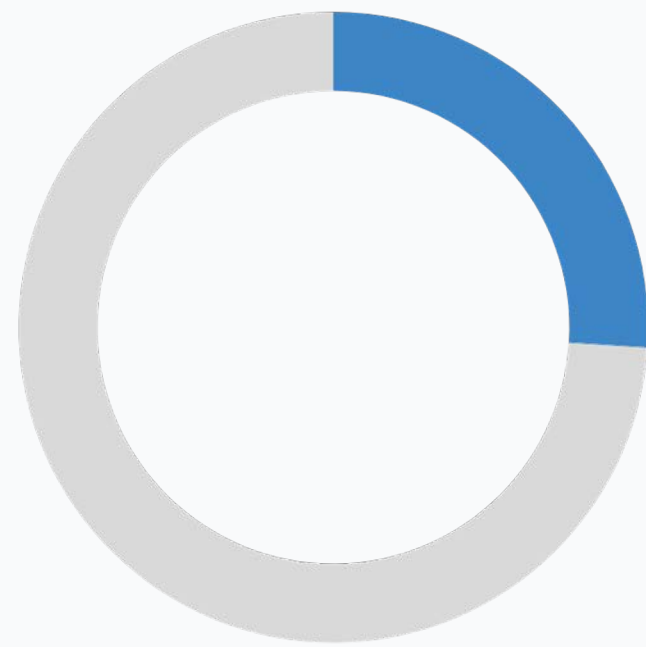
+95.09% (pcp FY21 YTD)

**\$1,240**

**Average booking value**

= \$349 revenue to Camplify

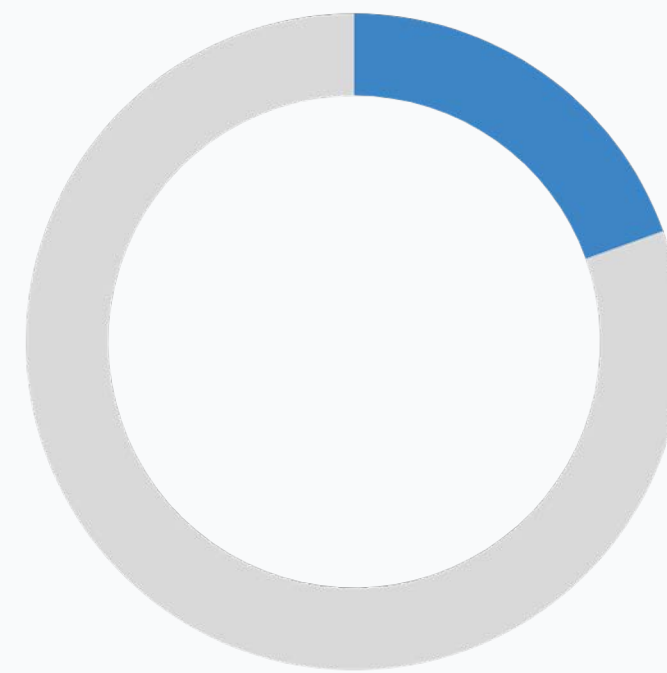




**30.76%**

**Take Rate**

Increase from 25.73% YTD FY21 pcg



**25%**

**Retained hirers**

**10,139**

**Total RVs on Platform**

**+62% YTD FY21 pcg**

**129,744**

**New Customers<sup>2</sup> in FY22**

## Marketplace Highlights May FY22 (Unaudited)

### Highlights;

- Take Rate increasing up 5% from FY21 YTD (pcp).
- Increasing Camplify revenue take per booking to \$349
- Retained hirers (repeat customers) now at 25% up from 20% at FY21 YTD (pcp)
- Total fleet now over 10,000 over 62% growth from FY21 YTD (pcp)

### Note;

Customer accounts and total RVs include additional customers through Highway and ShareaCamper acquisition

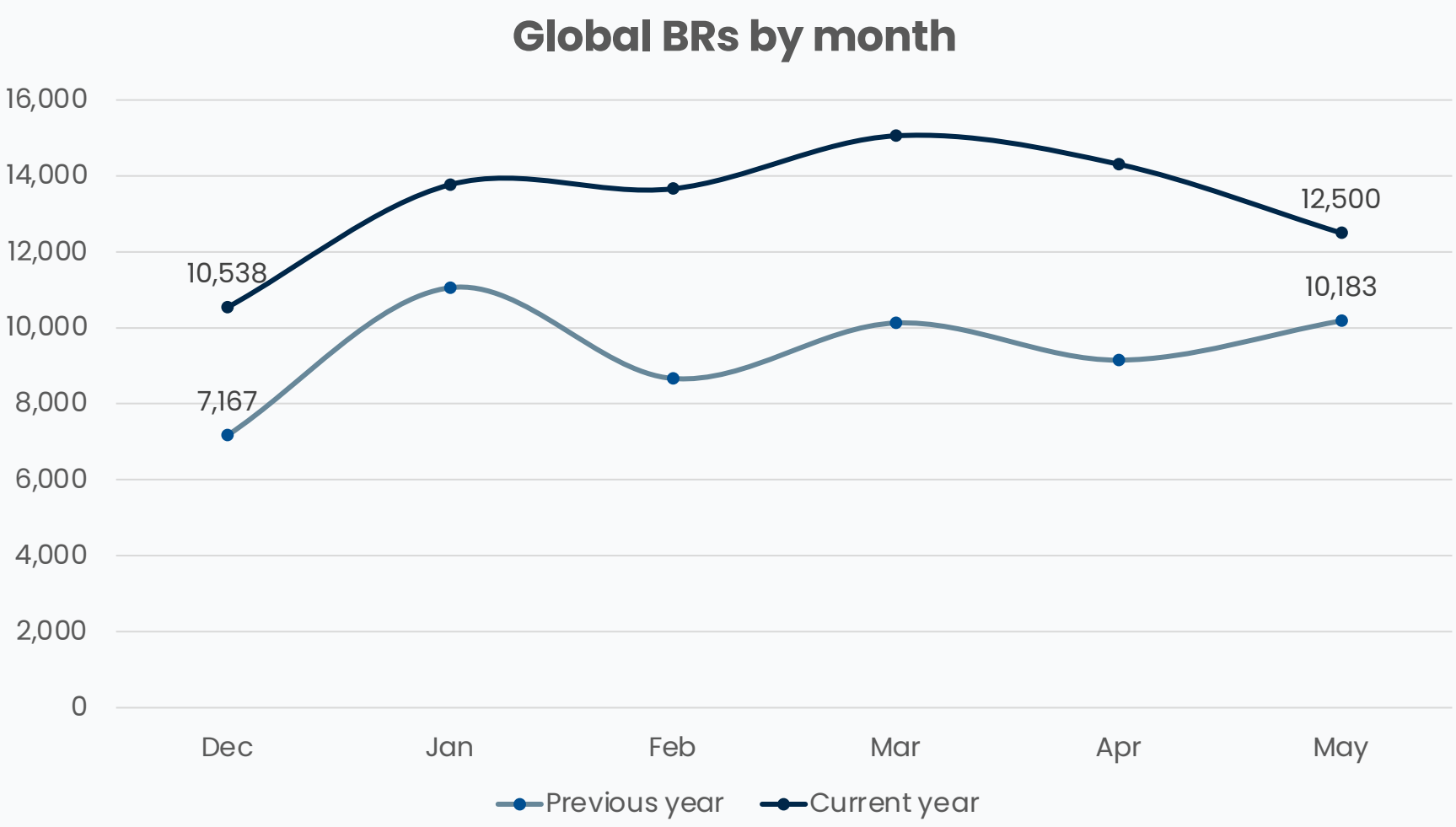
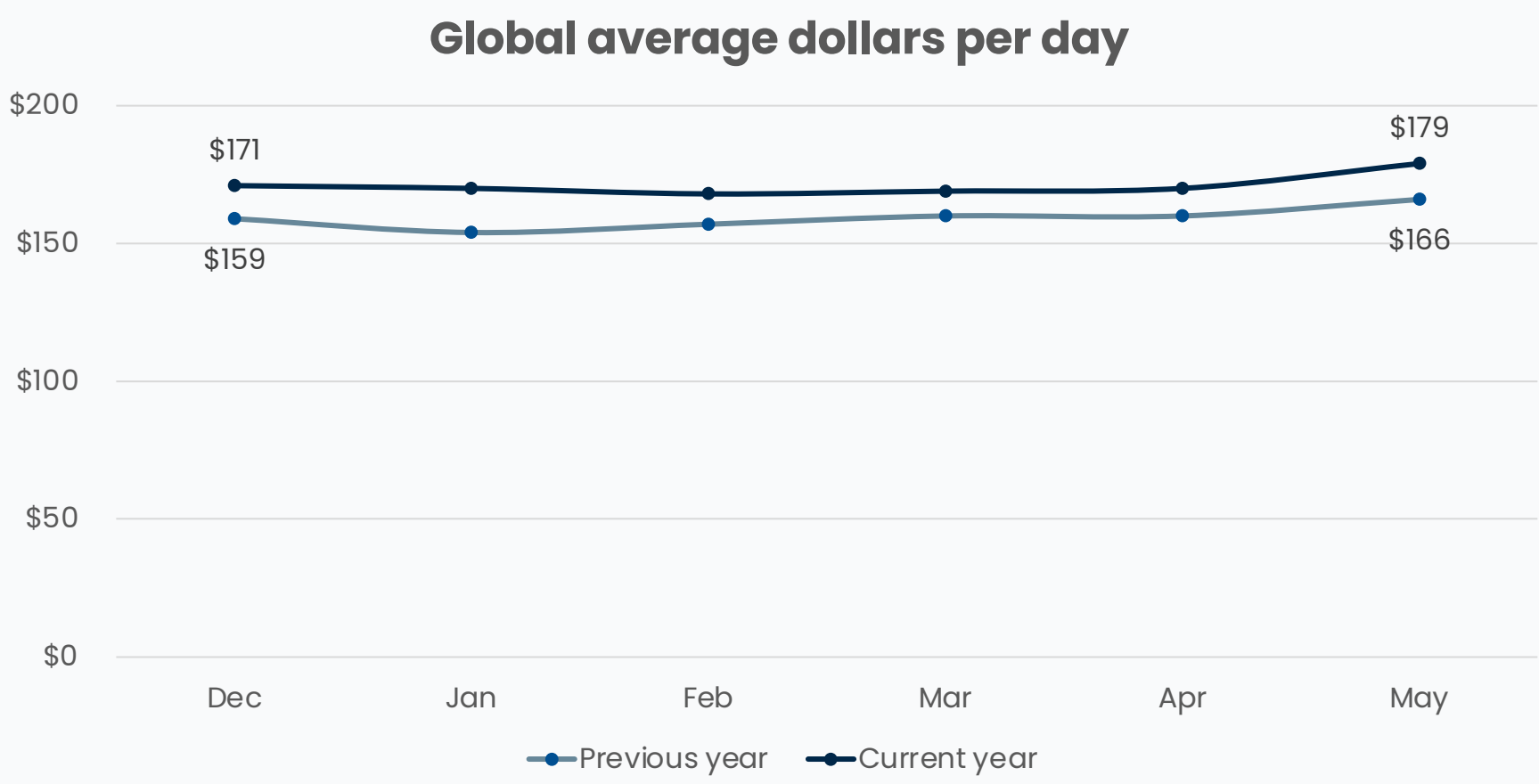
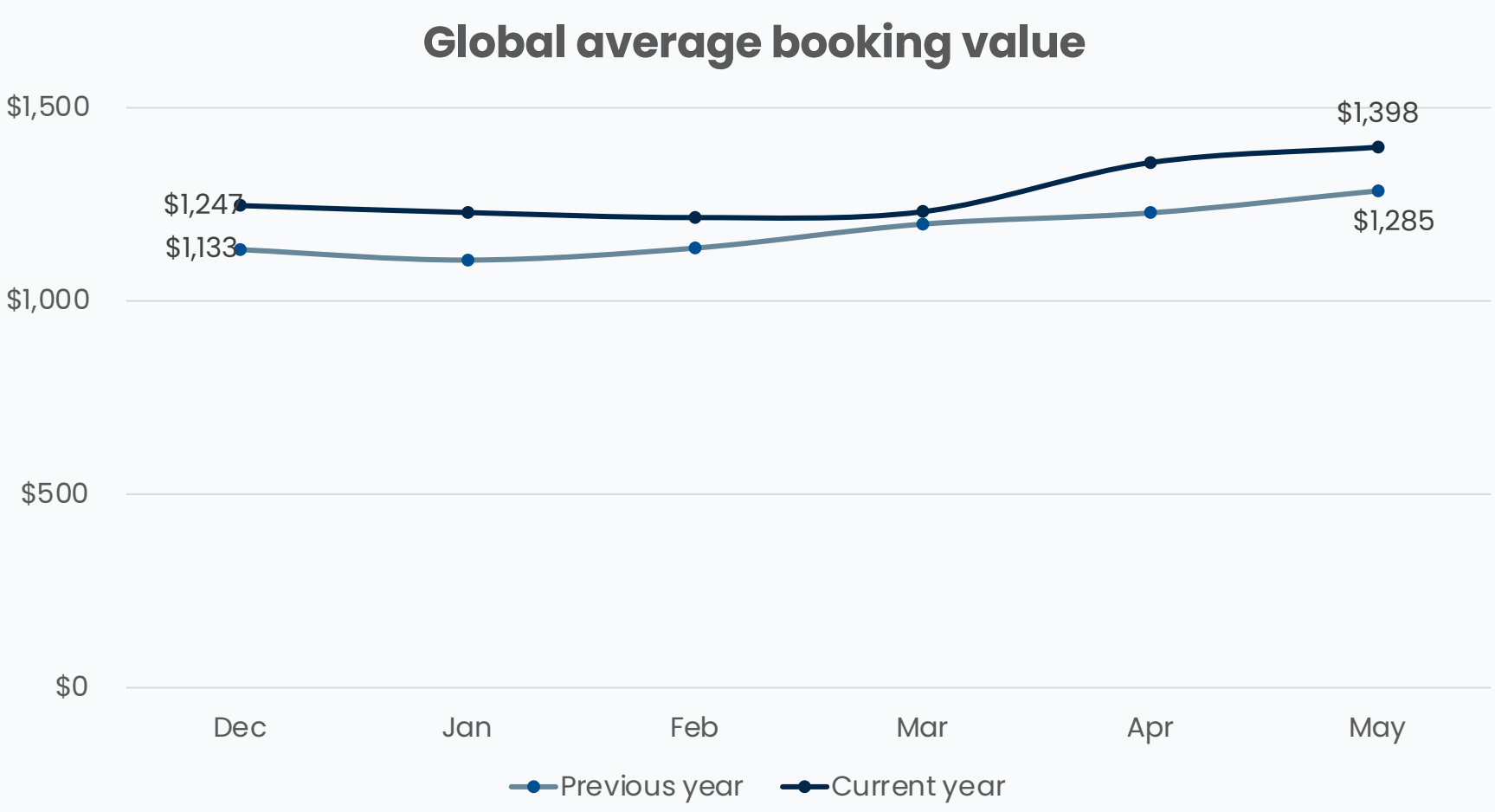
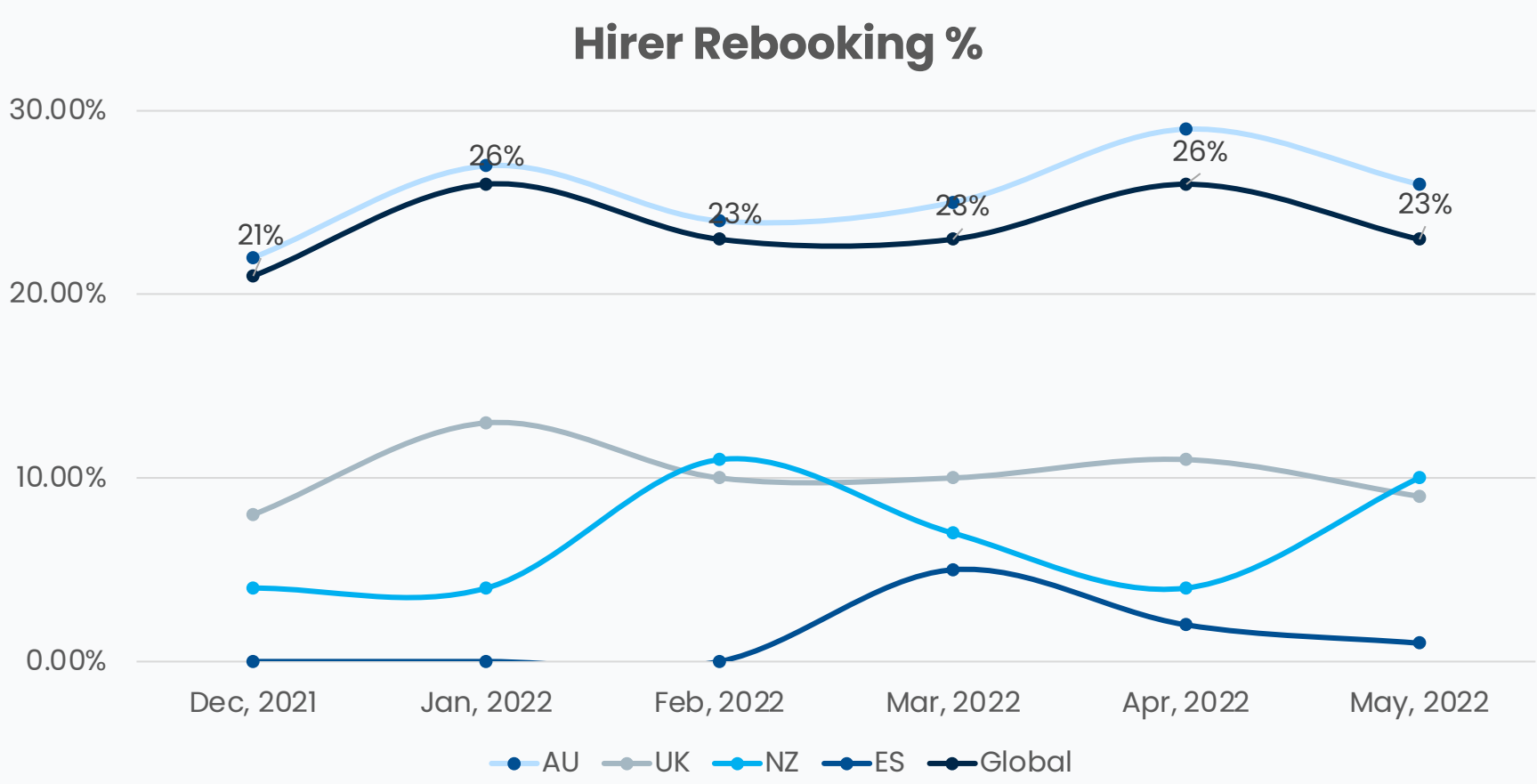
<sup>1</sup> retained hirers are defined as hired more than once from Camplify

<sup>2</sup> new customers are defined as created an account and created a booking. The booking may not be recognised in this period. Includes migrated customers through acquisition .



# Strong Business Growth Drivers

- Increase in hirers rebooking by over 5% in the last 12 months.
- Global average dollars per day rates are trending upward without impact on booking volumes.
- Total booking values are trending upwards which results in an increase revenue per booking to Camplify.
- Global booking requests remain strong, and seasonally adjusted provide a good indicator of future growth.





# FY22 YTD

## \$14.7m

Total Future Bookings GTV  
Beyond June 22

# FY21 PCP

## \$6.93m

Total Future  
Bookings GTV  
pcp 21

## Future Bookings

### Note;

- Future bookings are bookings that have been booked and paid for via the Camplify platform.
- These take place in the future generally within the next 12 months.
- GTV and Revenue is only reported once the booking starts.
- These numbers provide an indication of pipeline activity

### Highlights;

- Future bookings over 100% growth on same comparable period in previous 12 months



# Market Performance

Australia	<div><div>79%</div><div>GTV Growth</div></div>	<div><div>98%</div><div>Revenue Growth</div></div>	<div><div>31%</div><div>Booking Growth</div></div>	<div><div>46%</div><div>Fleet Growth</div></div>
New Zealand	<div><div>146%</div><div>GTV Growth</div></div>	<div><div>223%</div><div>Revenue Growth</div></div>	<div><div>121%</div><div>Booking Growth</div></div>	<div><div>388%</div><div>Fleet Growth</div></div>
UK	<div><div>103%</div><div>GTV Growth</div></div>	<div><div>155%</div><div>Revenue Growth</div></div>	<div><div>91%</div><div>Booking Growth</div></div>	<div><div>55%</div><div>Fleet Growth</div></div>
Spain	<div><div>577%</div><div>GTV Growth</div></div>	<div><div>441%</div><div>Revenue Growth</div></div>	<div><div>322%</div><div>Booking Growth</div></div>	<div><div>150%</div><div>Fleet Growth</div></div>

- Spanish market was a new market for FY21 therefore growth comes off a low base
- New Zealand fleet includes Highway and ShareaCamper fleet numbers





**\$258**

**Owner Acquisition Cost**



**\$13**

**Hirer Acquisition Cost**

## Marketing Update

### Highlights;

- Owner acquisition cost reduced from \$326 average at H1FY22
- Hirer acquisition consistent from \$13 average at H1 FY22



# 4. Innovation & Development

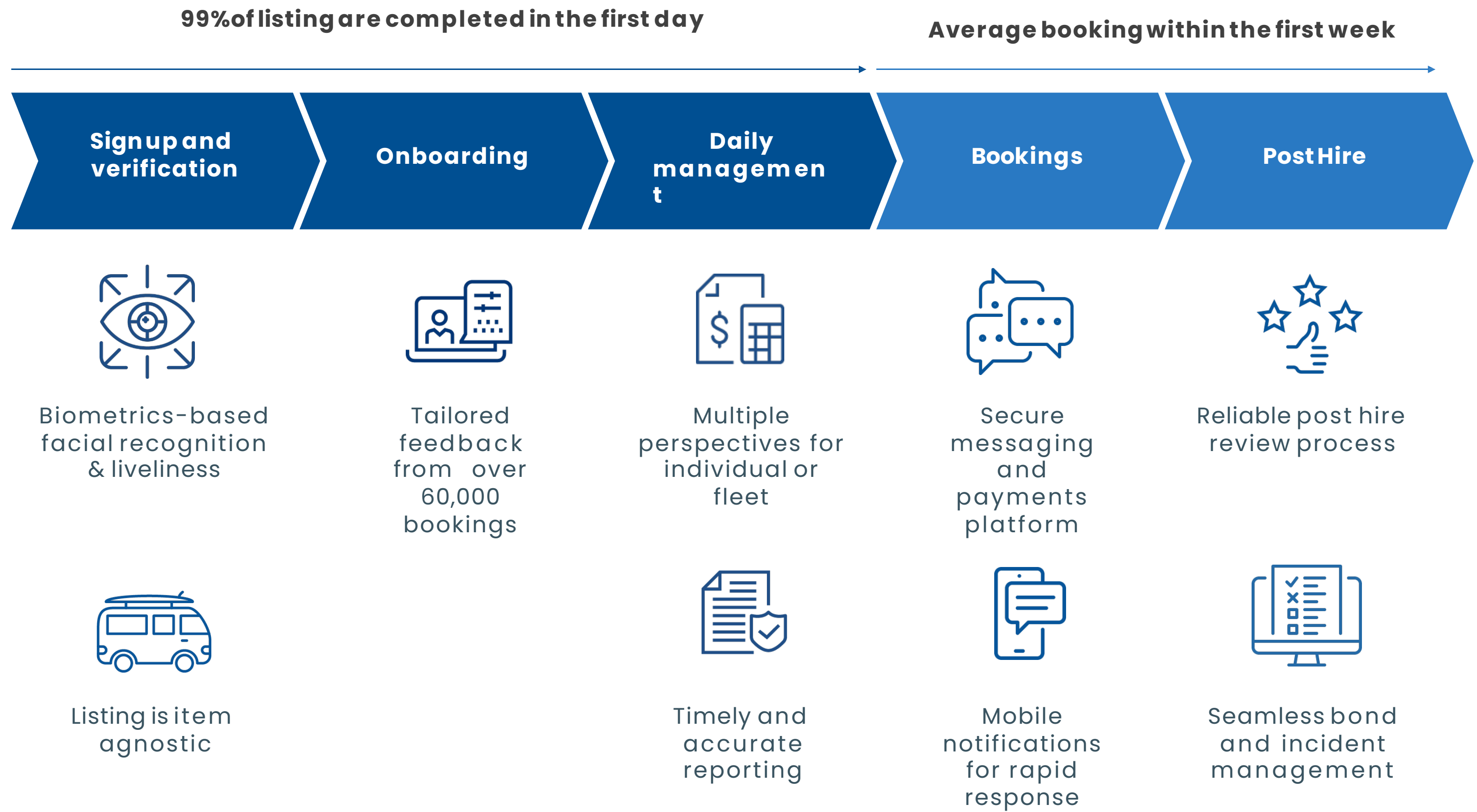


# Powered by proprietary tech

## Camplify Technology Platform Pillars

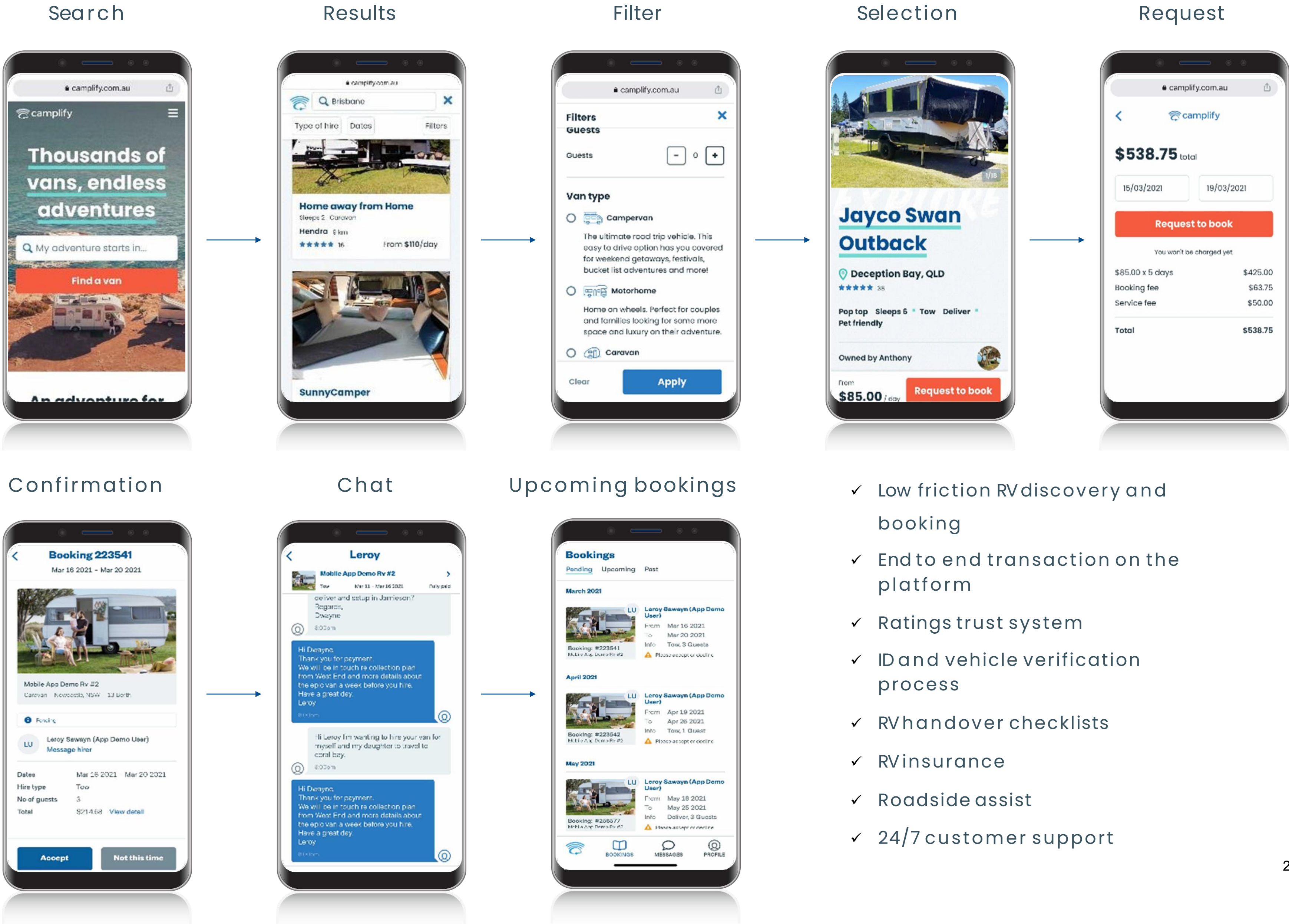
- Empowering Owners with marketing opportunities and integration with custom sites
- Provide a trustworthy, secure environment for both owners and hirers to generate experiences
- Built on a Service Driven, API based platform with proven reliability and scalability
- Purpose built Invoicing and Reporting platform
- Continued innovation and improvement at the core

The Owner Preparedness Journey is identified as one of the key processes for Camplify, recruiting and empowering owners on the platform as quickly as possible





# Seamless automated processes



- ✓ Low friction RV discovery and booking
- ✓ End to end transaction on the platform
- ✓ Ratings trust system
- ✓ ID and vehicle verification process
- ✓ RV handover checklists
- ✓ RV insurance
- ✓ Roadside assist
- ✓ 24/7 customer support



# New Drivers Launched in FY22

Camplify launched a number of new initiatives in FY22 with more planned for FY23.

## Instant Book

Instant book functionality has a proven track record of increasing conversion rates and increasing GTV for businesses in the travel sector. This feature has been launched for our Premium Members

## Managed Services

Having piloted this for several years, we will be partnering with a national provider who will be able to offer a completely hands-off managed service for owners of caravans and motorhomes.

## Temporary Accommodation program (TAP)

Piloted initially in March 2020, the TAP has seen tremendous growth as we have expanded our capacity and relationships with external partners. Including insurance companies and government agencies

## Hirer App

Camplify has rolled out it's Camplify hirer app in May 22. With already over 9.1K downloads the app will improve the hirer experience, encouraging returning customers to Camplify.

## Camplify Summer Series

Camplify has partnered with Suncamper to build the Camplify Summer Series van. Catering to our existing owners This has been designed for the inbound tourism market in Australia. Retailing at under \$56k the van represents excellent value for a rental camper in the Australian market





# New for 22

## Automated Driver Licence Checks (UK)

Automated drivers licence checks, against the DVLA in the UK will be implemented in the coming month. Not only saving significant time for the internal teams, but providing a more secure and streamlined hiring process.

## Hirer App launch

The Camplify hirer app is designed to provide customers with an improved service and experience using Camplify. It will also assist the business is user conversion, and reengagement

## Calendar integration

iCalendar is a standard used across multiple booking platforms (e.g. airbnb). This standard allows import and export of ‘meetings’ and appointments between systems. Camplify will be introducing integrations with this standard allowing owners to synchronise vehicle calendars across platforms.

## Variable Minimum Nights

Allowing owners to set a ‘Minimum Nights’ amount, per-day, within the calendar, as per rates and cancellation policies. Intended for peak periods where longer bookings are expected.

## Self-Service Optional Extras

Owners and Hirers will be given the ability to add any optional extras to a booking, at any time during the hire process.

## Globalising the Internal Invoicing system

Implementation of invoicing and finance automations already in place in AU with a focus on the UK at their EOFY.

## Premium Membership Integration

Integrating the PM subscription service more thoroughly into the platform. Allowing owners to sign up and manage their PM subscriptions, including invoicing and payment card management.

## Automated Pricing

An opt-in feature will be developed that will allow pricing to be adjusted, per day/season, based on current trends in the market and in booking requests.





# 5. Focus on New Zealand





# NZ Expansion

Camplify recently announced NZ expansion including the acquisition of Highway and ShareaCamper (AU & NZ)

## Pre-COVID Major Market

NZ is a major tourism road trip destination for international tourists

Pre-COVID market NZ results

## \$125m Combined Bookings

THL & Apollo Bookings (GTV)

2 leading operators

## 3271 Fleet Combined

107k bookings

4 other major operators in NZ

## 39.6% Tourists from Australia

1,537,988 Mill Visitors from Australia

## Current NZ P2P Market

Current P2P market in NZ



Leading platform



Number 2



Number 3

## NZ Positioning

Camplify will continue to develop the NZ market to show further growth and opening up of the market, leveraging our Australian market position



Leading Marketplace



Growth opportunities in product development



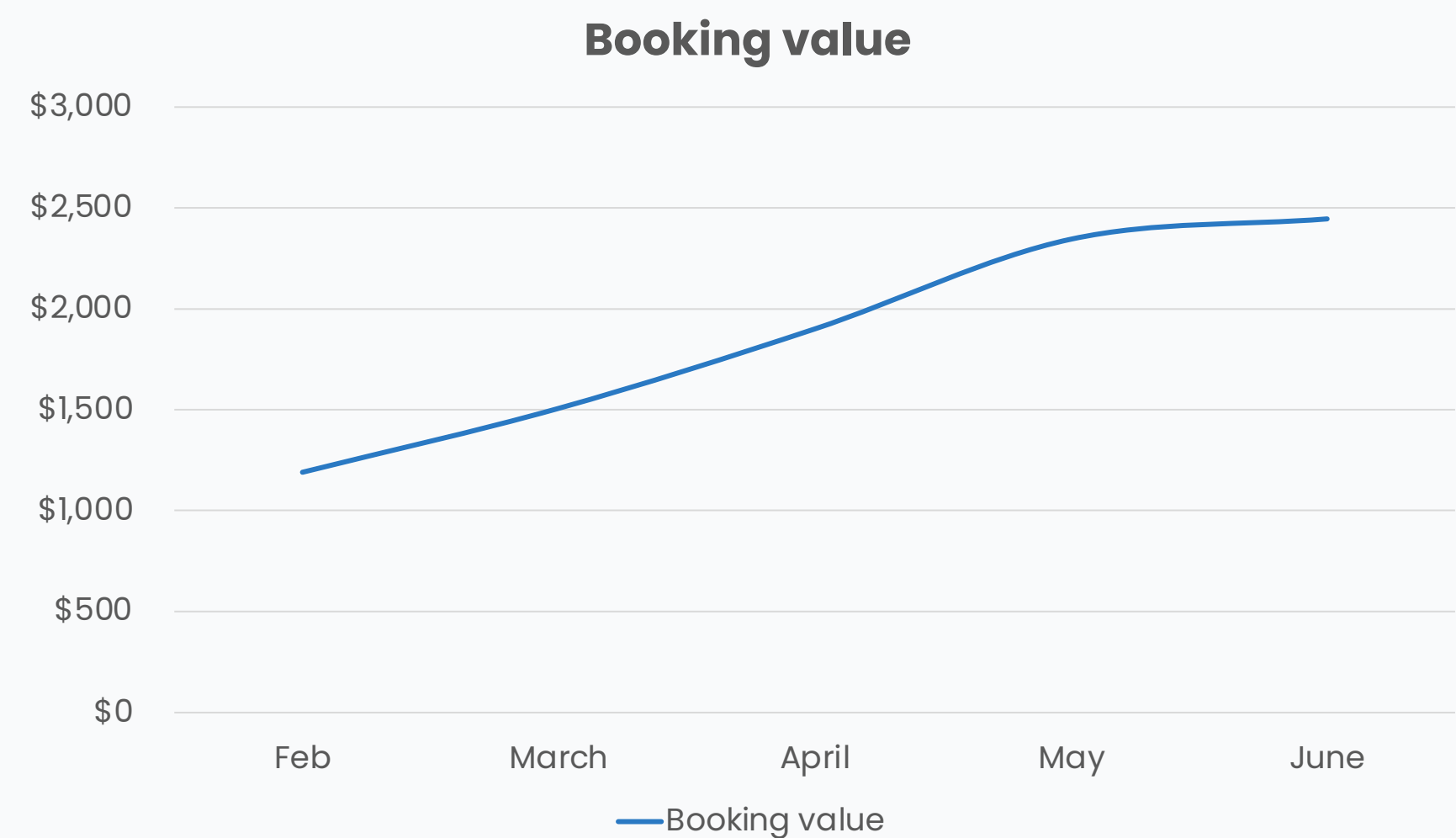
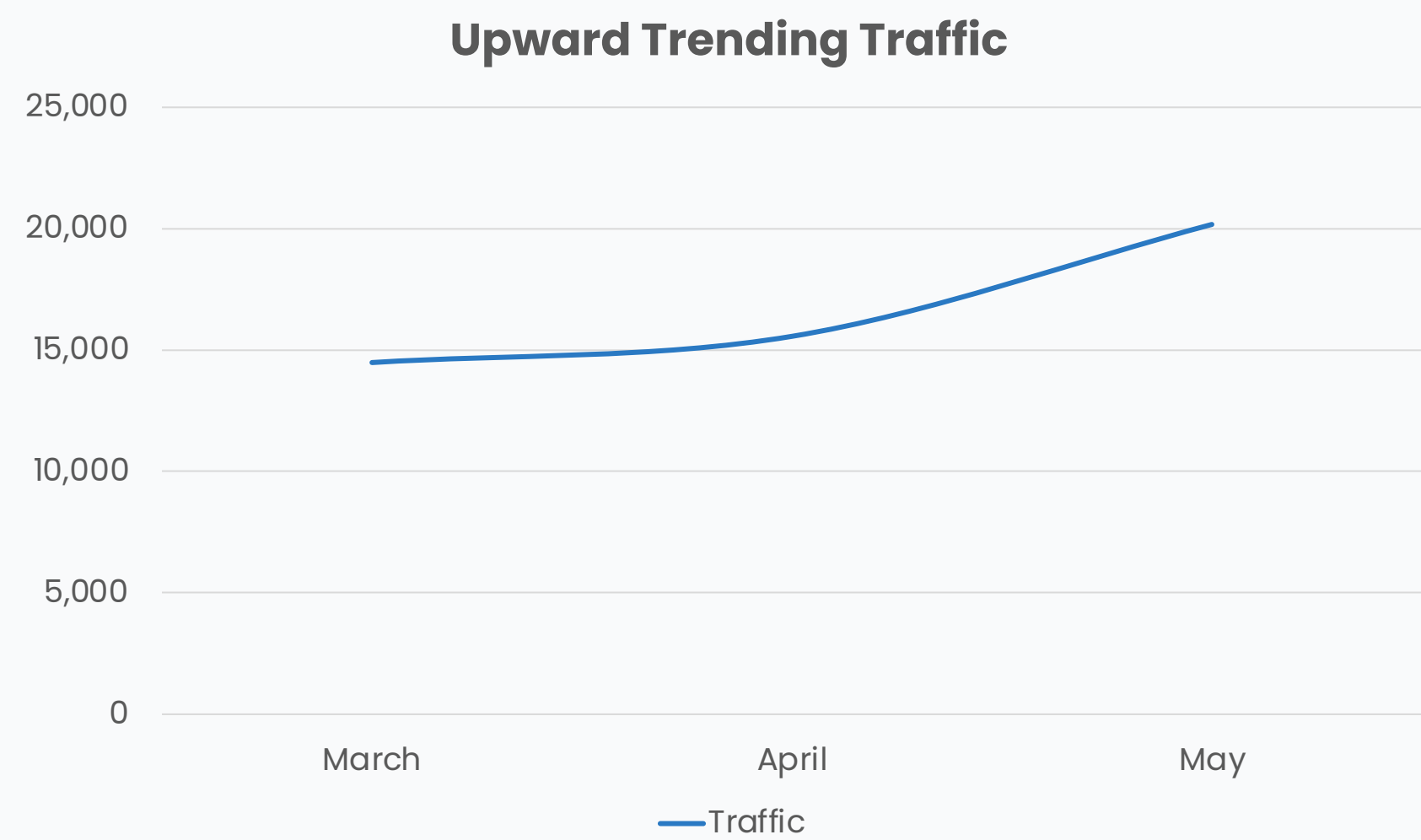
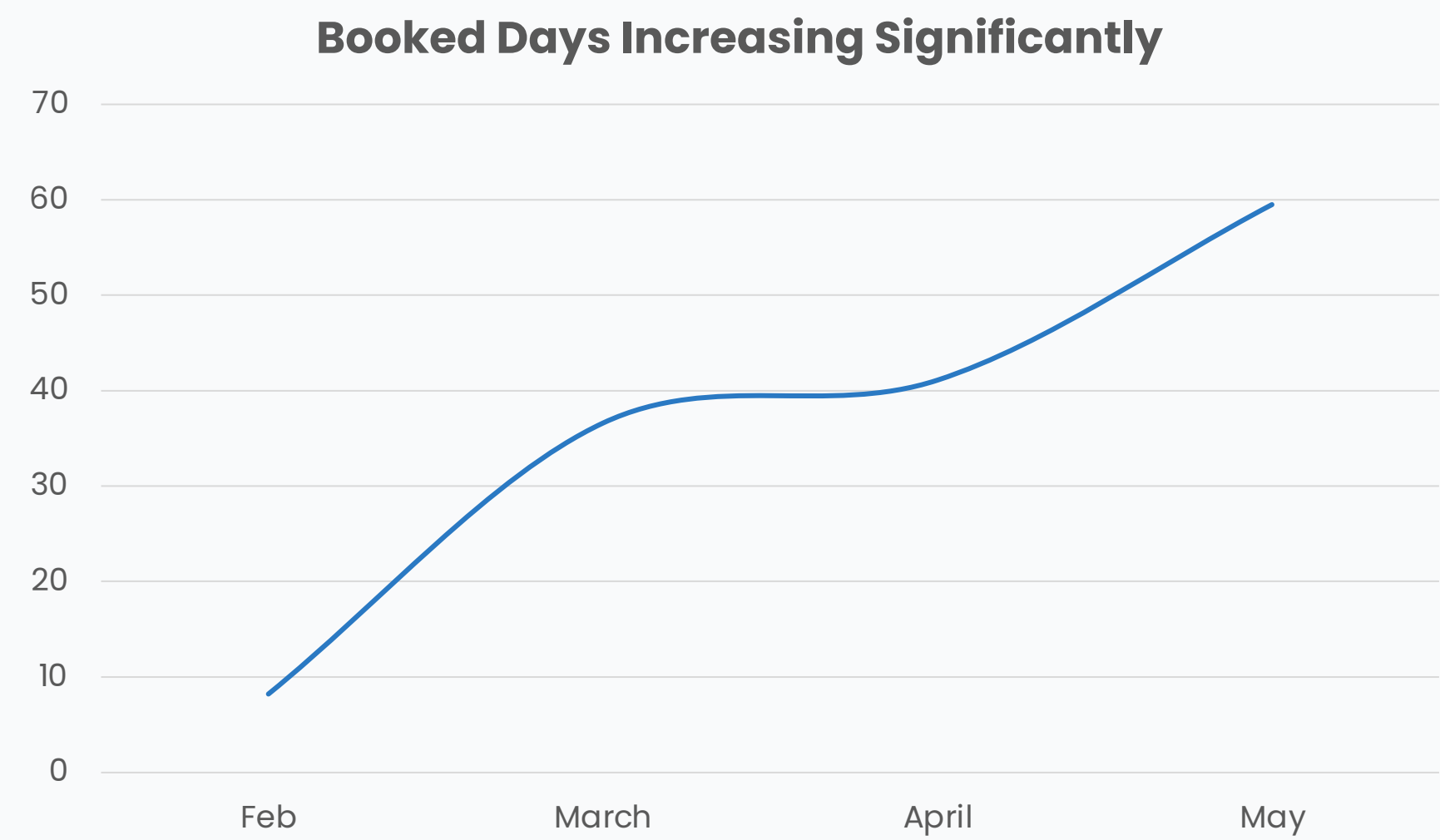
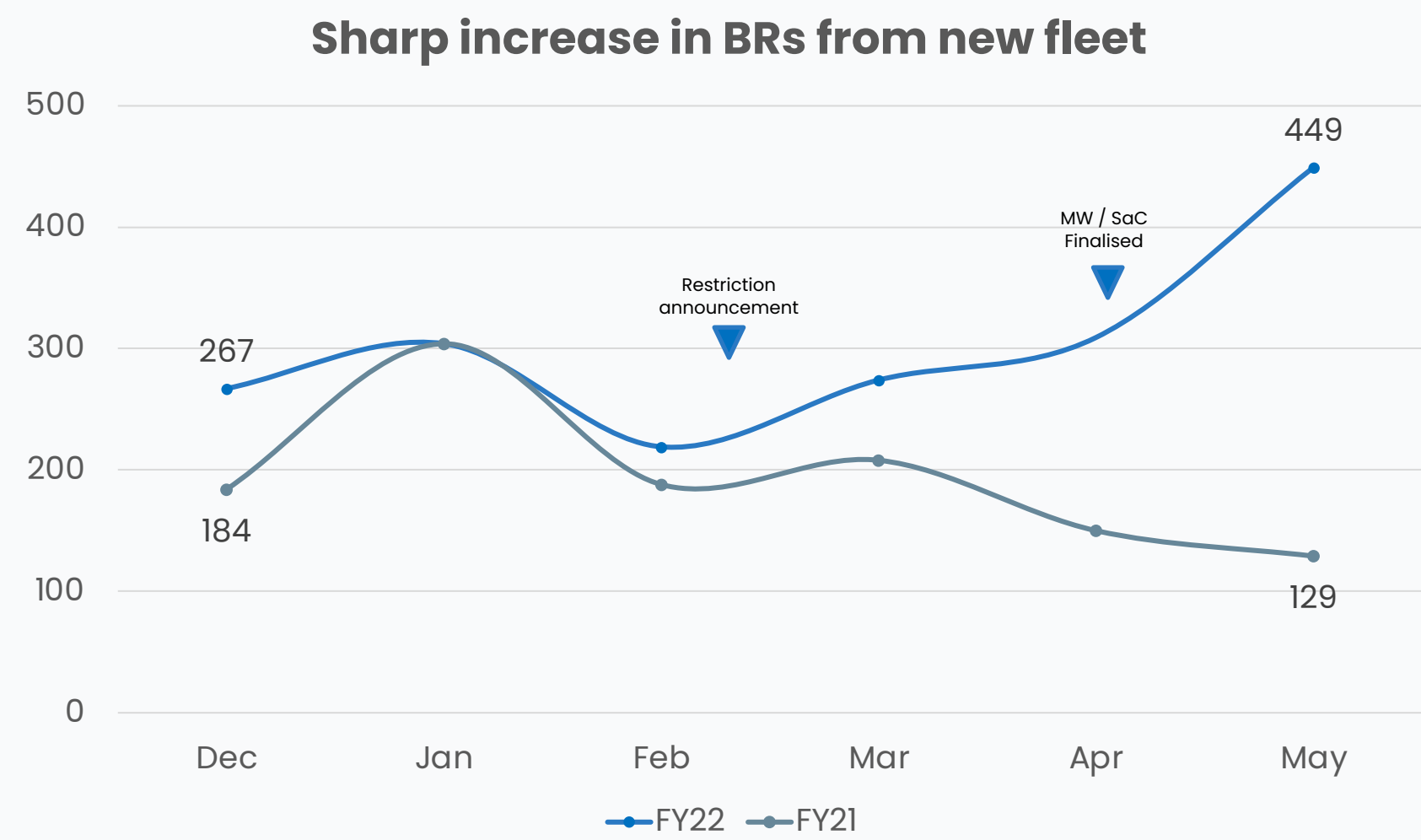
Key integration and relationship with THL



# Significant Uplift in NZ Activity

## Highlights;

- Booking request volumes are significantly increasing since the announcement of open borders in NZ
- Total booked days are trending upward monthly as international tourists begin to return
- Traffic volumes are extremely strong as consumers plan their future holidays
- Booking value are significantly increasing on a per booking basis as longer international trips become the norm



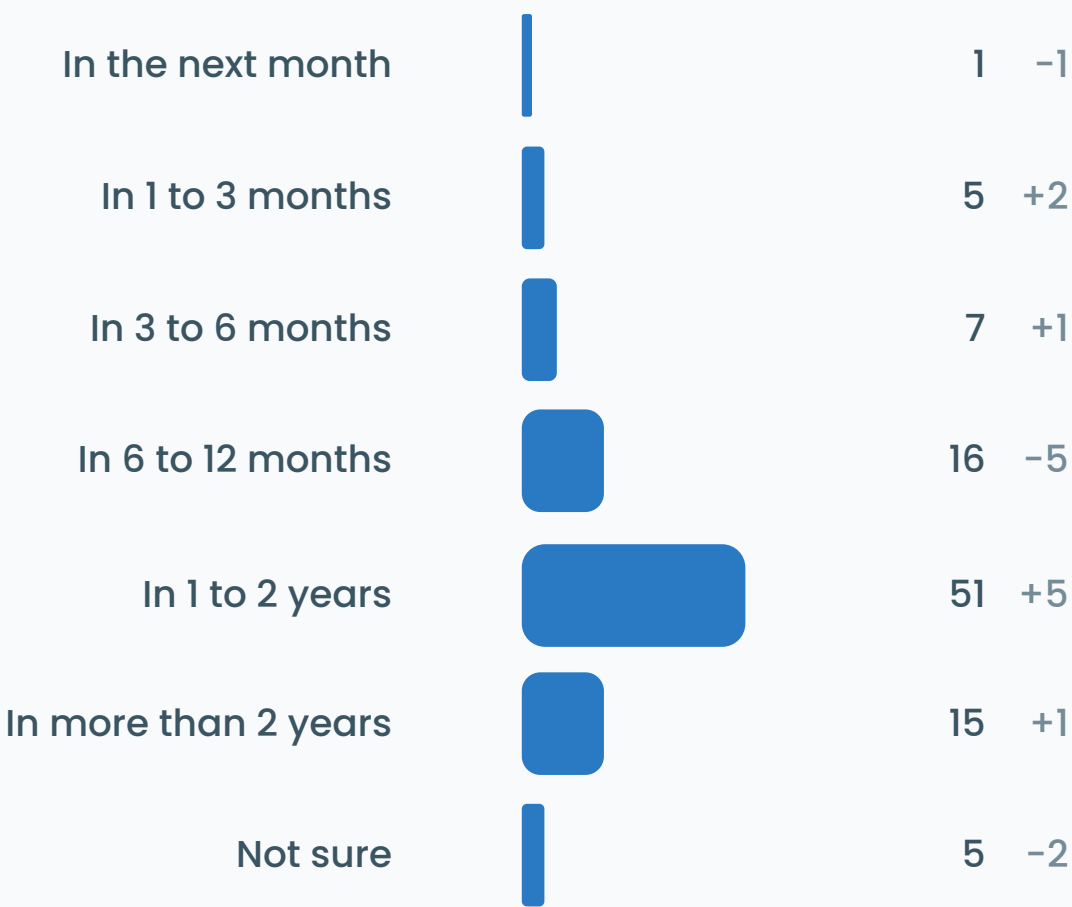


# Aussies are keen to cross the ditch

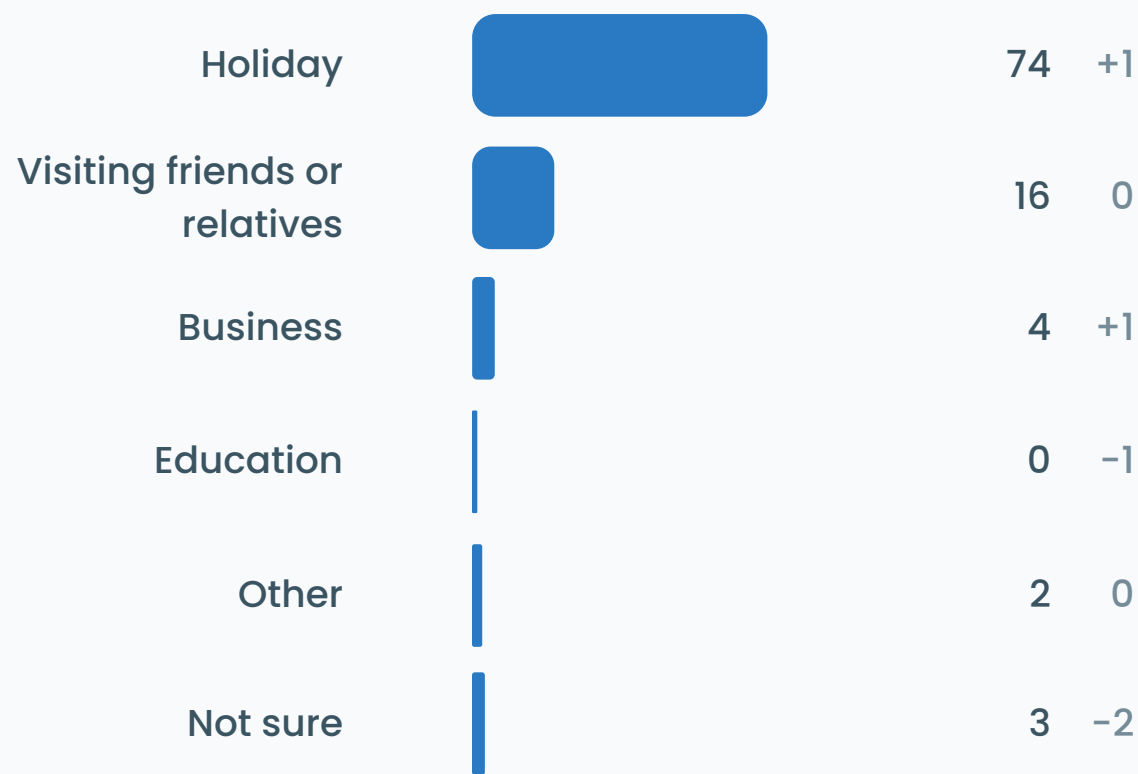
**The intention of Aussies to visit New Zealand in the next two years is increasing.** 41% of recipients are now ‘likely’-‘certain’ to visit in the next 2 years, with 29% of those looking to travel in the next 12 months.

Of those likely to travel to New Zealand, holiday is still the dominant purpose of travel with 74% of those likely to visit going for a holiday.

Intended timing of next trip to NZ  
% those likely to certain to visit



Intended type of trip to NZ  
% those likely to certain to visit



Sample: n°769. Sample n=308: Sample: general Ausrtalians – nationally representative. Results compared to previous wave conducted 15–23 November 2021. Source: Tourism Australia, December 2021





# 6. Summary & Appendix





# Summary

	<b>Dominant position in Australia</b> with >8000 of the 740,000 vans (<1%) with 80% of customers last year were new and of the 25% returning this has doubled
	<b>Capital light model, scalable business</b> with global market entry including in UK,NZ and Spain in another language which bodes well for rest of Europe
	<b>Attractive unit economics</b> benefitting from strong gross margins, booking value of >\$1,000, take rate 29% and CAC to LTV
	<b>Consistent high growth and margins</b> in GTV, Revenue, booking value and volumes
	<b>Experienced Board with Founder-led management team</b> in tourism and platform businesses



# Key risks

Platform risks	As the Company operates a two-sided platform, the Company’s future growth and profitability is dependent on that platform being vibrant and active. The Company’s business relies on both Hirers utilising the platform and on Owners listing RV’s on the platform. The growth of the Company is also reliant on attracting and retaining customers to use its platform and converting those customers into new and repeat customers. Various factors can impact this conversion rate which in turn could impact the Company’s ability to meet stated objectives and could adversely impact the operations and financial performance of the Company.
Performance of technology	The Company is heavily reliant on information technology to make the Company’s platform available to users. There is a risk that the Company, its web host or the platform’s third-party integrations may fail to adequately maintain their information technology systems, which may cause disruptions to the Company’s business. There is also a risk that systems failures or delays, corruption of databases or other electronic information, power failures, issues with upgrades, technical malfunctions and other disruptions to information technology systems used by the Company, its web host or the platform’s third-party integrations or its users may cause disruptions to the platform or adversely affect user experience on the platform.
Innovation	The Company’s success in the future may depend on its ability to continue to identify and deploy the most appropriate new technologies and features in its. The ability to improve the Company’s existing products and services and develop new products and services is subject to risks inherent in the development process. There is a risk that the Company may fail to update its platform to adopt new technologies, or that other businesses may develop or adopt new technologies which give them a competitive advantage over the Company’s platform. This may render the Company’s business less competitive.
Growth strategies	As the Company plans to continue expanding its cross-border operations into existing and new markets, there is a risk that the Company may face challenges (including legal or regulatory) in which it has limited or no experience in dealing with. The success of the Company’s expansion may be affected by a number of factors, including, without limitation, existing incumbent competitors, the timing for and rate of uptake of the Company’s platform, differing consumer demands and sentiments, differing regulatory requirements, the ability to enforce intellectual property rights, exchange rate fluctuations and differing tax treatments in different jurisdictions. The Company may have to expend significant resources, such as costs and time, to establish operations, and market itself and develop its presence in those jurisdictions.
Fraud and fictitious transactions	The Company may be exposed to and encounter risks with regard to fraudulent activity by platform users. This may involve Hirer’s not receiving goods they have purchased, or bookings they have reserved, Owner’s not receiving full payment for hires and the Company not receiving full payments it is contracted to receive. Negative publicity and user sentiment generated as a result of actual or alleged fraudulent or deceptive conduct on the Company’s platform could severely diminish consumer confidence in and use of the Company’s platform.
Cybersecurity and data protection	The Company collects a wide range of personal, financial and service usage data and other confidential information from users in the ordinary course of its business, such as contact details and addresses, and stores that data electronically. The platform also includes third-party integrations who may collect information on the Company’s users, such as payment details. As an online business, the Company is subject to cyber attacks. The Company and, as far as the Company is aware, those third-party integrations have systems in place to maintain the confidentiality and security of that data and detect and prevent unauthorised access to, or disclosure of, that data. There can be no guarantee that the systems will completely protect against data breaches and other data security incidents.
Intellectual property	The Company places significant weight on the value of their intellectual property and Company know-how to maintain its competitive position in the market. There is a risk that the Company may inadvertently fail to adequately protect its intellectual property or be unable to adequately protect its intellectual property in new jurisdictions which it expands into from time to time. It is also possible that this information be compromised by an employee or a third-party without authorisation.
Competition	The Company recognises the potential risk that existing competitors or new entrants to the market may increase the competitive landscape and have an adverse impact on the financial performance of the Company which in turn, would erode the Company’s revenue and market share. Existing competitors and new entrants in the market may both domestically and overseas may engage in strategic partnerships or acquisitions, develop superior technology, increase marketing activity and/or offer competitive pricing. There is a risk that the Company may be unable to respond to such competition and this may reduce demand for the Company’s service and use of its platform which in turn, may have a material adverse effect on its revenue, profit margins, operations, financial position and growth prospects.



# Key risks (cont'd)

Suppliers	The Company’s business utilises third party suppliers, including companies which offer insurance and roadside assistance services. There is a risk that suppliers may become unable or unwilling to do business with the Company, or to renew contracts with the Company once they expire. There is no guarantee that the Company will maintain existing contracts or be able to renew contracts with suppliers on current terms, or at all. If the Company is unable to source alterative suppliers within a reasonable period of time and on reasonable terms, this may cause disruptions to the Company’s platform while suitable replacements are sourced or cause the Company to incur substantial costs.
Key personnel	The Company is dependent on its existing personnel as well as its ability to attract and retain skilled employees. The Company must recruit and retain expert engineers and other staff with the skills and qualifications to operate, maintain and develop the platform. A loss of key employees or under-resourcing, and inability to recruit suitable replacements or additional staff within a reasonable time period, may cause disruptions to the platform and growth initiatives, and may adversely affect the Company’s operations and financial performance.
Restriction or suspension from digital marketing channels	The Company relies on digital marketing channels such as Google and Facebook to market the platform to the social media of their client demographic. This reliance creates a risk that a ban, restriction or suspension may have an adverse effect on the business reputation, financial performance and operations of the Company.
Search engine risk	Due to the fact that most consumers access the platform through a search engine, the Company become vulnerable to variations in search engine recommendations. This becomes particularly relevant if the Company becomes excluded from or ranked lower in search engine results due to changes to a search engine’s algorithms or other ranking criteria that are outside of the Company’s control. If the Company’s Search Engine Optimisation (SEO) activities are no longer effective for any reason, the traffic coming to the platform could significantly decrease.
Reputational risk	There is a risk that the Company’s reputation may be adversely impacted by sub-standard service of Owners, negative user experiences in the platform, user complaints or other adverse events which involve the Company or its platform. Any negative impact on the Company’s reputation may adversely influence user sentiment towards the Company and willingness to use its platform. This may have a material adverse impact on the Company’s future prospects.
Insurance	The Company maintains customary insurances against typical business risks, such as public liability insurance and cyber insurance. There is a risk that the Company’s insurance may not be adequate in coverage, valid in overseas jurisdictions, may not insure all risks or may not be able to be claimed against in respect of losses. This could have a material adverse impact on the Company’s financial position and reputation. There is also a risk that claims brought under the Company’s insurance policies could increase the premiums payable by the Company going forward, which may have a material adverse impact on the Company’s financial position.
Compliance with laws and regulations generally	The Company operates in a sector where the laws and regulations around its operations are evolving. There is a risk that new laws or regulations may be enacted, or existing laws and regulations may be amended in such a way that impose obligations on the Company. If any laws or regulations are adopted which are more stringent than the laws and regulations currently applying to the Company’s platform, the Company may need to invest significant time and costs into complying with those laws and updating its platform.
Compliance in overseas jurisdictions	The Company has operations in the United Kingdom, New Zealand and Spain. There is a risk that a breach of applicable regulatory rules may be discovered which could result in penalties being incurred for any breach of such requirements and additional requirements may also be imposed by such regulatory rules as to the manner of the conduct of business in these jurisdictions which may result in material additional costs to the Company or may make the conduct of certain of these overseas operations not commercially viable.
Seasonality	The use of the platform by Owners and Hirers in all jurisdictions in which the Company and its overseas subsidiaries operate is subject to seasonality. It is typical for there to be an increase in bookings on the platform over the Summer and Easter holidays in Australia and New Zealand as well as the corresponding holidays in the United Kingdom and Spain. Where an event (such as a severe weather event or pandemic) impacts holiday makers in peak periods, the Company’s revenue will be impacted.
COVID-19	The ongoing COVID-19 pandemic has had a significant impact on the global economy and the ability of individuals, businesses, and governments to operate. Globally and nationally, travel, trade, business, working arrangements and consumption have been materially impacted by this ongoing health risk. There is a risk that government or industry measures taken in response to COVID-19, such as lockdowns and other restrictions on movements, may restrict the users’ ability to use the Company’s platform.





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