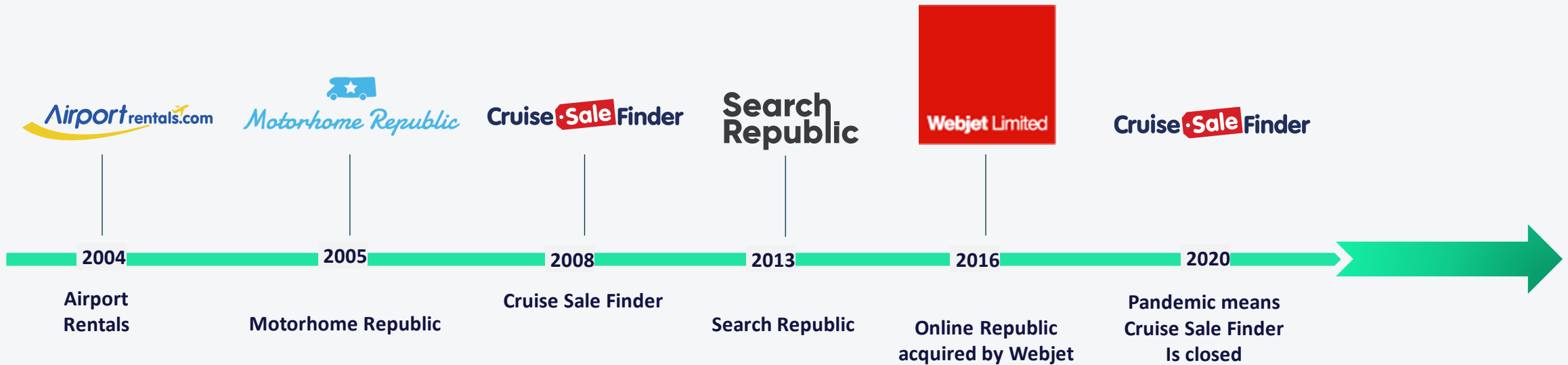




Strategy Update

September 2022

Our Journey So Far



Good Foundations - 2019

- ▶ TTV \$324m
- ▶ Bookings 505k
- ▶ Revenue \$32m
- ▶ EBITDA \$13m
- ▶ Brand spend 3%
- ▶ 266 People
- ▶ Engagement +24%

The background of the slide is a wide-angle photograph of a vast mountain landscape. In the foreground, two rocky, snow-dusted peaks are visible. A person stands on the right-hand peak, looking out over a large, calm lake that fills the middle ground. The lake is surrounded by steep, rugged mountains. In the far distance, a range of snow-capped mountains stretches across the horizon under a clear sky.

The Opportunity

Large Attractive Addressable Market

	NZ	Australia	Canada	USA	UK
Rental Market	\$1B	\$4B	\$5B	\$69B	\$13B
Car Share*	3%	2%	0.2%	<0.1%	<0.1%
RV Share*	18%	12%	3%	5%	4%

*Management estimates based on available market data, 2019

Currency \$NZ



Our Roadmap To Something Great...

We listened...



Employee interviews



Analysis of company
performance data



Partner interviews



Customer Survey



Global Intelligence Scan

Global Research Agencies



We learnt...



We had limited brand equity



PPC is a strength, but creates transactional relationships



Most of our customers found us via search



Most customers have only booked once



Massive opportunity in key markets & affiliates



Highly rated for customer service



Strong supplier relationships



Spread thin geographically



Step One – A Singular Brand

The Brand Challenge Identified



Online Republic

- Corporate brand unknown
- Disconnected from Airport Rentals & Motorhome Republic
- 'Republic' context has changed over time
- Confusing employee brand



Airport Rentals

- Low brand awareness
- Low repeat purchase
- Brand name cannot be owned in PPC marketing
- Geographically constrained
- Product extensions difficult



Motorhome Republic

- Low brand awareness
- Hard to remember
- Low repeat purchase
- Relevance of 'Republic' today
- Product extensions difficult

Resulted in disconnected websites, inefficiencies and confusion

Single Brand Benefits



Brings together our business, products & services for customers, partners and employees



Marketing spend efficiency



Lead generation & cross promotion



SEO authority through shared content & links



Scalable across markets, languages, and product verticals

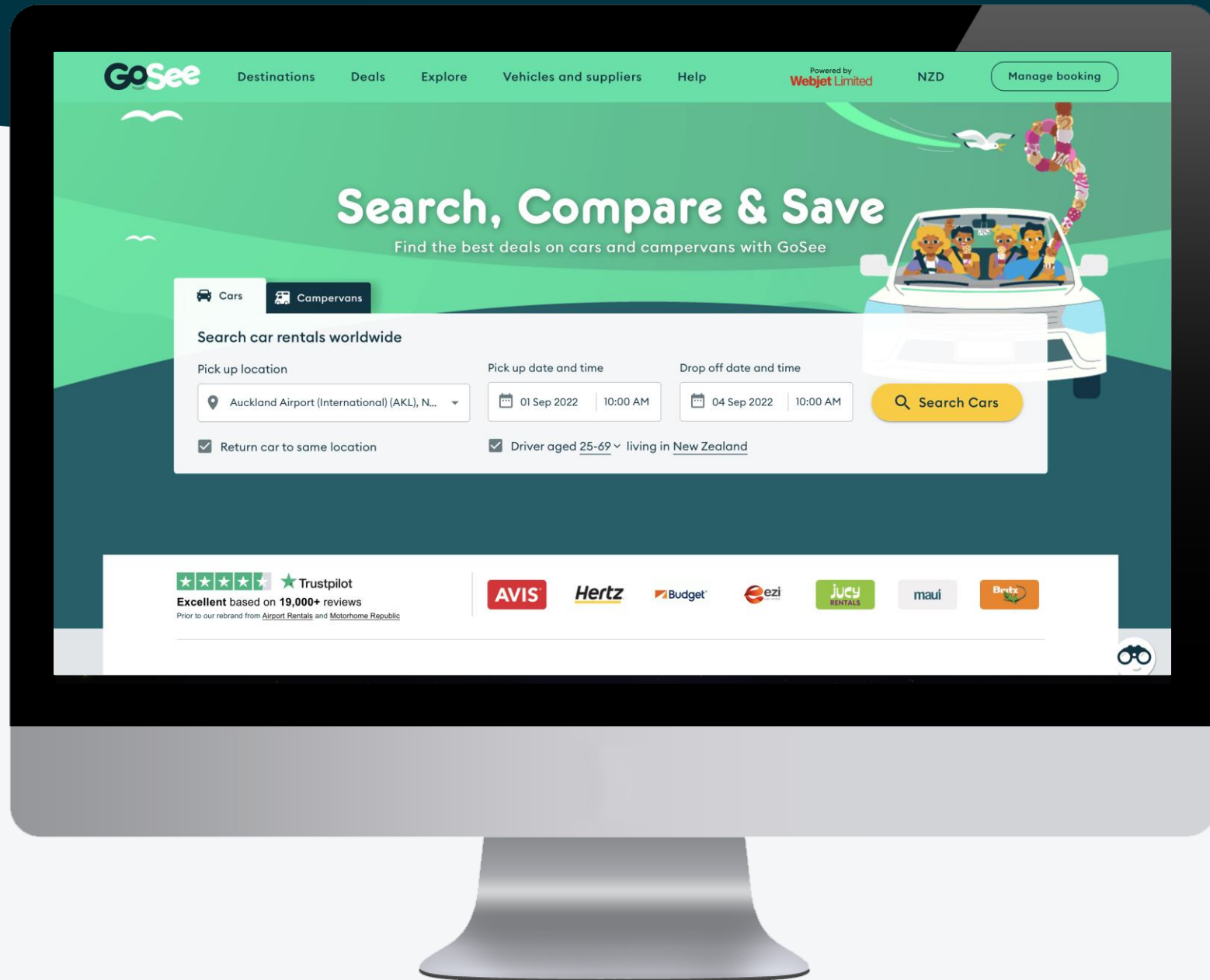


Increasing technology efficiency



Consistent customer, partner and employee experience

So, in Oct 2021 we launched...



A Modern, User-Friendly Interface And Innovative New Features

New search results & advanced search filtering

The screenshot shows the GoSee search results page. At the top, there's a navigation bar with 'GoSee', 'Destinations', 'Deals', 'Explore', 'Suppliers & vehicles', and 'Help'. Below this, a search bar shows 'Pick up and drop off: Auckland Airport → Queenstown' and 'Travel dates: 06:00 am 12 Jun 2021 → 06:00 pm 25 Jun 2021'. The main content area is titled 'Refine your search' and includes several filters: 'Quick filters' (Show instant booking only, Show deals only), 'Vehicle type' (Compact, Sedan, SUV, Van, Estate, Premium, Utility), 'Price range' (NZD 217 to NZD 1975), and 'Number of seats' (1-2, 3-6, 7-10, 10+). The results section shows 50 results, with a 'Toyota Yarris' highlighted. A 'Rental company' filter is also visible, showing options like 'Ace', 'Apex', 'Avis', 'Budget', 'Enterprise', 'Europcar', 'Ezi', 'Firefly', and 'Go Rentals'.

Upgrade features to maximise TTV

The screenshot shows an upgrade feature banner. It says 'UPGRADE TODAY for only \$2 per day' and 'Treat yourself and book a more spacious vehicle from Avis at this great price!'. Below this, there's a 'Toyota Corolla' with a 'maui' rating of 4.5 stars and 1000+ reviews. The price is shown as '\$4,522.50' and 'NZD 45.26 per day'. There's a 'Upgrade now' button and a 'Dismiss' button.

SEO landing page

The screenshot shows an SEO landing page titled 'Australia's Best Car hire in Ballina Airport'. It features a map of Australia with a red pin in Ballina. Below the map, there's a list of car rental companies and their ratings. The page is designed to attract local traffic and improve search engine visibility.

The screenshot shows the GoSee sign-in page. It has a 'Sign in to your vehicle booking' heading. Below this, there's a form with 'Your email address' and 'Password' fields. There's also a 'Remember me' checkbox and a 'Sign in' button. Below the sign-in form, there's a link to 'Set up password' and a section for 'You have an account if you have made a booking. Haven't set up a password yet? Set up password'.

Log into manage booking & view trip itinerary

Your upcoming trip

maui

CONFIRMED

Maui has confirmed your booking

Booking number

12334345567

Reference number

AFDS1545

[Modify your booking](#)

[Pre-register with Maui](#)

Pick-up

11 July 2021 - 2:00pm

Auckland Airport, 44 Queen Street, Gate 4



[Pick-up and drop-off instructions](#)

Insurance

Your excess of \$2750 is not protected

New search results page and alternative search widget

The screenshot shows the new search results page and an alternative search widget. The main results section shows 16 results, with 'Toyota Yarris' highlighted. It includes a 'Vehicle type' filter, a 'Rental company' filter, and a 'Secret Price' button. The alternative search widget shows a grid of vehicle types: Compact (1), Sedan (1), SUV (1), Van (0), Estate (0), Premium (0), and Utility (0). Each vehicle type has a 'from \$200' price tag. The 'Toyota Yarris' is also shown in the alternative search widget.

The screenshot shows the alternative search widget. It features a grid of vehicle types: Compact (1), Sedan (1), SUV (1), Van (0), Estate (0), Premium (0), and Utility (0). Each vehicle type has a 'from \$200' price tag. The widget also includes a 'Vehicle type' filter and a 'Rental company' filter.

Visual communication of key terms to minimise customer pain points

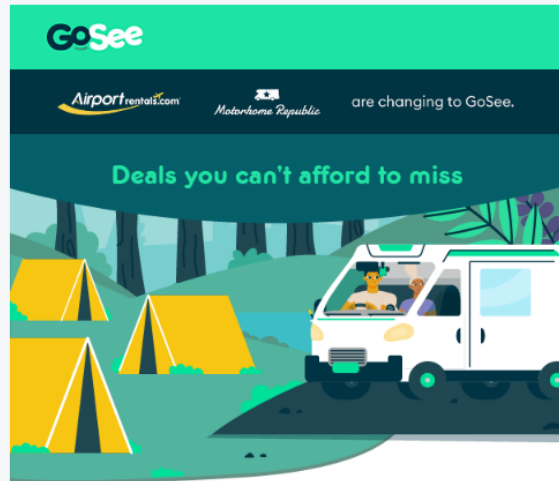
Cancel your booking

The supplier reserves the right to refuse any rental at their discretion. Deposit paid at time of rental is non-refundable.

RESERVATION CONFIRMED	64 DAYS PRIOR JULY 6 - 12AM	24 DAYS PRIOR SEPT. 6 - 12AM	10 DAYS PRIOR SEPT. 20 - 12AM	DAY OF PICK-UP SEPT. 30 - 12AM	PICK-UP
Free full refund	\$100 Fee	\$200 Fee	\$500 Fee	\$1000 Fee	

Show cut-off times using: US time ☒ NZ time

Impactful Marketing



Hi Explorer,

At GoSee, we want to make sure you're getting the best price possible. That's why we're always working hard to find amazing deals campervan rentals.

The best part is, you don't need a promo code or a voucher. If there's a deal available, it will automatically be available to you. So take the headache out of finding the right price and get searching now.

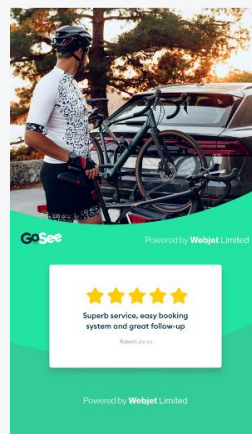
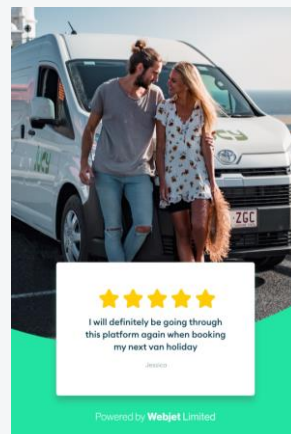
Compare a wide range of vehicles!

Find Your Deal

Exclusive deals and offers from our largest suppliers



Amplifying our industry leading customer service

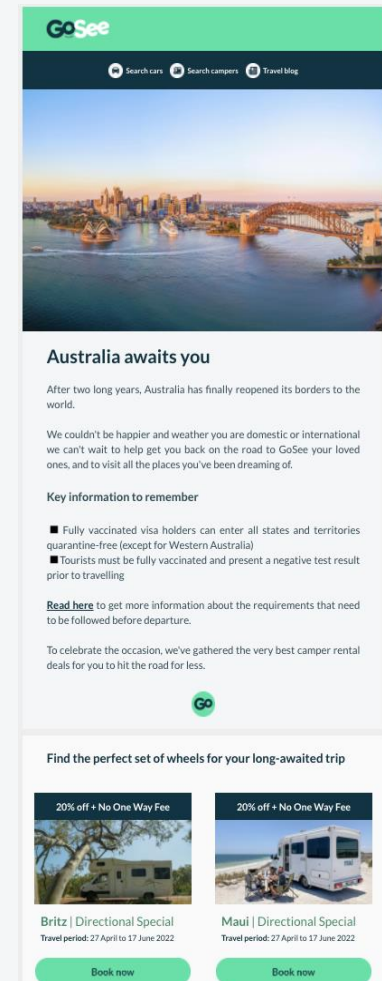


One destination for all your car and motorhome rental needs



Digital billboards to grow brand awareness

Encouraging customers for repeat bookings



Signature User Experiences

Vehicle upsell

The screenshot shows the GoSee website interface. At the top, there's a navigation bar with links: Destinations, Deals, Explore, Suppliers & vehicles, and Help. Below this, a search bar shows 'Pick-up and drop-off: Auckland Airport → Queenstown', 'Travel dates: 06:00 am 12 Jun 2021 → 06:00 pm 25 Jun 2021', and 'Driver details: New Zealand, 24-79'. A progress bar indicates the current step is 'Select vehicle'. The main content area features a 'UPGRADE TODAY for only \$2 per day' offer for a Toyota Corolla, highlighting its spaciousness and price. The car is shown with a 'maui' rating of 4.5 stars and 1000+ reviews. The price is listed as \$4,522.50 (NZD 45.12 per day). A 'Toyota Yarris' is also shown as an alternative option. The bottom of the page shows 'Price details' for the selected vehicle.

Cancellation timeline

Cancellation policy

Free cancellation for 48 hours

After that, cancel before 1:00pm on Apr 15 and get a 50% refund, minus the service fee.

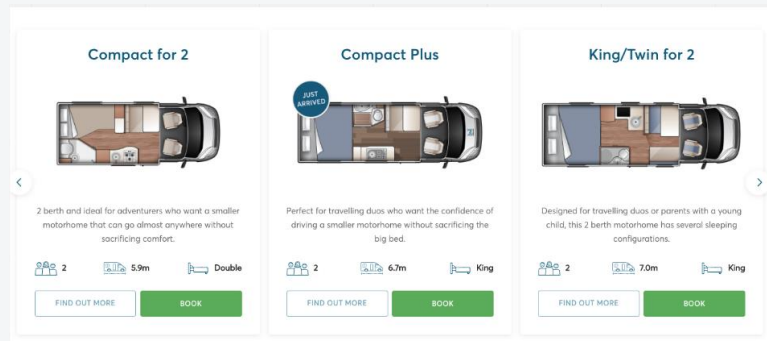
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Free full refund	\$100 Fee	\$200 Fee	\$500 Fee	\$1000 Fee	

Show cut-off times using : ☐ US time ☒ NZ time

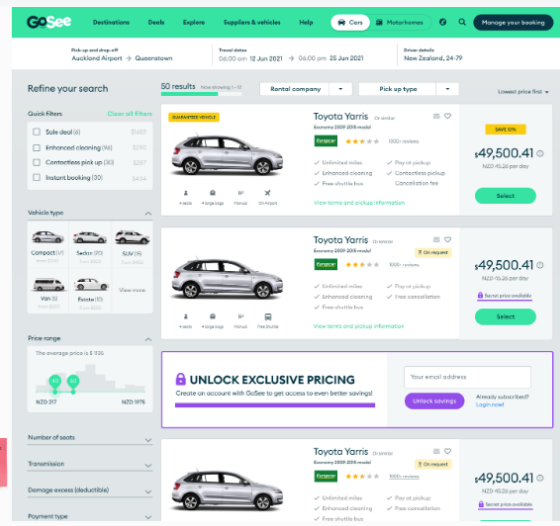
[Hide details](#)

Signature User Experiences

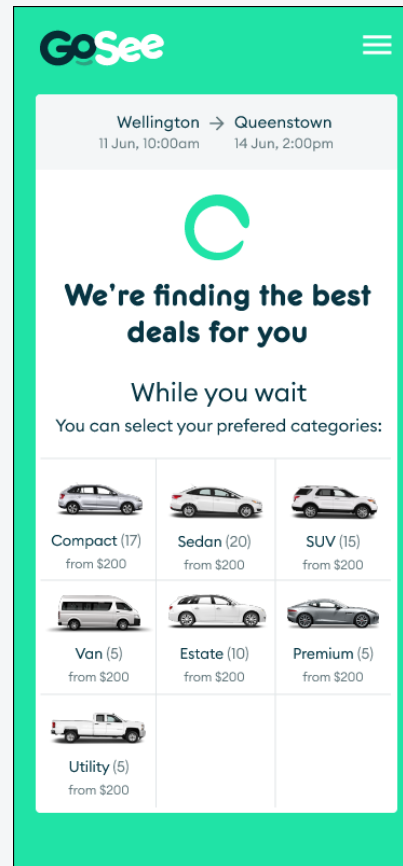
Motorhome layout filtering



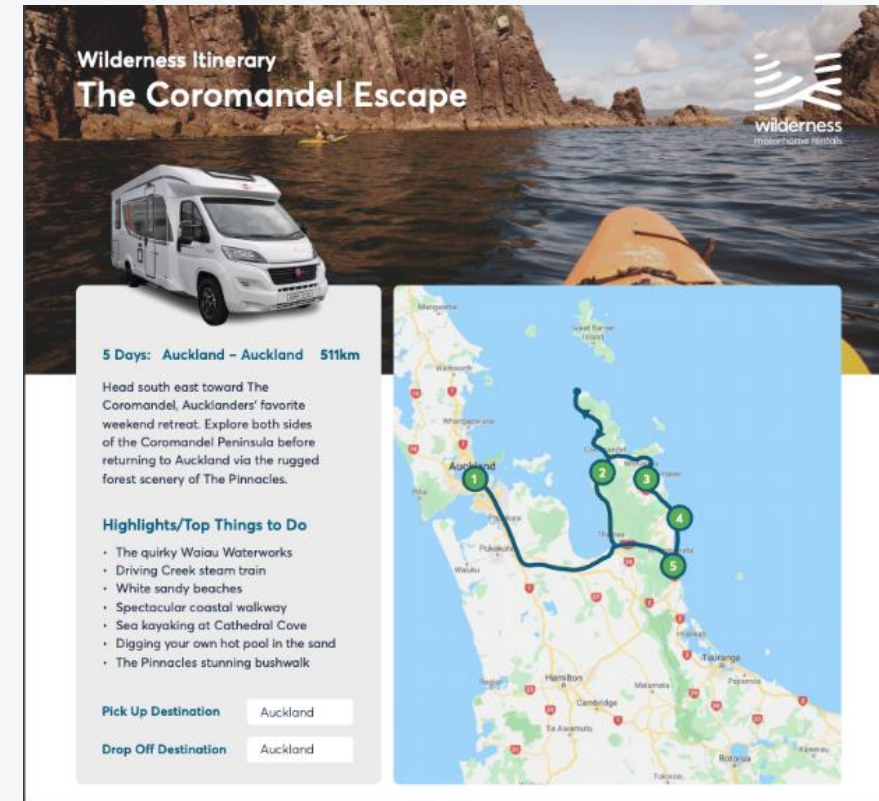
Closed user group pricing



Page load



Itineraries



Signature User Experiences

Categorisation of insurance

Choose peace of mind!
98% of customers choose to get insurance

☒ **Yes, I want to protect myself with insurance**
From NZD \$10.65 per day

Select a type

Help me decide

Affordable	Hassle-free	Great value
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Limited cover	No excess cover	Excess refund
NZD \$249.00	NZD \$339.00	NZD \$319.00
Excess \$3000	Excess \$0	Excess \$3000
Bond \$200	Bond \$0	Bond \$200
AVIS	AWN	AVIS

What's covered?

- ✓ Deductible/excess charge for damage or theft
- ✓ Repair costs, including windows, mirrors, wheels
- ✓ Towing and taxi expenses
- ✓ Lost keys or lockout fees
- ✓ Administrative charges

What's not?

- ✗ Deductible/excess charge for damage or theft
- ✗ Repair costs, including windows, mirrors, wheels
- ✗ Towing and taxi expenses

Improved location experience on SERPs

Map view

Sorted by proximity to location

From: Queensland Airport 12 June - 10:00 pm

To: Queensland Airport 18 June - 10:00 pm

6 days

13 Results

13 Results

1. 2.3km from your location

1. 2.3km from your location

2. 1.5km from your location

2. 1.5km from your location

3. 1.5km from your location

3. 1.5km from your location

4. 1.5km from your location

4. 1.5km from your location

5. 1.5km from your location

5. 1.5km from your location

6. 1.5km from your location

6. 1.5km from your location

7. 1.5km from your location

7. 1.5km from your location

8. 1.5km from your location

8. 1.5km from your location

9. 1.5km from your location

9. 1.5km from your location

10. 1.5km from your location

10. 1.5km from your location

11. 1.5km from your location

11. 1.5km from your location

12. 1.5km from your location

12. 1.5km from your location

13. 1.5km from your location

13. 1.5km from your location

Quiz to guide first-time motorhome renters

Motorhomes

What kind of holiday are you after?

Nature

Family

Romance

Adventure

What's most important for your camper?

Cooking

Basic

Shower

Bed

Trip comparison

Compare

Details Inclusions Benefits Logistics Layout

Pricing for booking dates: 25 April - 17 May [Edit](#)

\$XXX per day

Today's pricing, changes over time

\$XXX per day

Prices change over time

Details

Details

Fuel Economy

Fuel Economy

Diesel

91 Petrol

Fuel consumption 17L/100KM

Fuel consumption 11L/100KM

Engine: 3L

Engine: 2L

Select

Select

GoSee



Step Two – Building The Foundations

Reshaping The Business



Customer lifetime value



One brand with significant brand investment



Automated, easy to scale



Cross functional, agile, value streams



World-class technology solutions



Customer centric



Building people capability in the business

Scalable Technology



Scalable Technology



Driving customer life-time
value



Scalable Technology



Enabling data & insight driven
decision making

Stripe



Scalable Technology



Interactive omni-channel
service experiences



Scalable Technology



Leveraging demand for BNPL payment options



Our Strategic Priorities

-  Improve underlying business performance
-  World class customer experience
-  Thriving partner relationships
-  Aligning the business to value drivers
-  Building a growth culture

From Good to Great...



Strong Foundations .



Huge Opportunity



One Brand, One Website, One Business



Leveraging World Leading Technology



Reshaping & Refocusing The Business



Questions