

Camplify Holdings Ltd

A.C.N 647 333 962

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ASX Announcement

8th of May 2025

Camplify Holdings Limited Launch of Enhanced Member Offering Including Protection

Summary;

- **Camplify Announces Enhanced RV Membership Program and MyWay Mutual Holdings Limited Launch**
- **Establishment of MyWay Mutual enables the launch of Personal Protection for RV owners**

Camplify Holdings Limited (ASX: CHL) advises that it has enhanced its RV membership program, launched on 1 May 2025. This program is designed to provide Australia's premier RV membership protection experience, offering exclusive benefits and access to MyWay Mutual Holdings Limited ("MyWay Mutual") specialised protection to RV owners.

This initiative is designed to capture a larger share of the growing RV market by providing Australia's premier RV membership protection experience. A key driver of this enhancement is the establishment of the Myway Protection Mutual ("Myway Mutual") to deliver specialized protection solutions to RV owners. The launch of the MyWay Mutual, a discretionary financial risk product offered exclusively to Camplify customers, replaces the previous Camplify Promise product and is expected to improve customer retention, attract new members, and improve CHL GP margins.

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The enhanced membership program offers tailored categories to suit various ownership styles and goals, including options for personal use and on-hire, providing increased flexibility and value to members. This strategic move underscores Camplify's commitment to delivering sustainable growth and enhancing shareholder value through innovative product development and customer-centric solutions.

CEO & Founder Justin Hales commented on this key change for customers “We knew there wasn’t a product available in the market that could cover the specific requirements of our customers,” explained Mr Hales. “It became increasingly difficult for our members to find protection that covered their RV for both on-hire and personal use. We knew that our current product had constraints from our existing insurers, so we developed a solution that we could tailor to our customers' needs and effectively provide them with something we believe is more suitable.”

The enhanced membership program offers tailored categories to suit various ownership styles and goals. This includes eligibility to join MyWay Mutual to obtain:

- **Personal Membership:** Provides MyWay Protect for personal use
- **Flexible Membership:** Provides MyWay Protect only during on-hire for the first 40 hire days per year.
- **Premium Membership:** Offers MyWay Protect for unlimited hires AND personal use.

In addition to access to MyWay Mutual membership, Camplify membership includes other benefits such as discounts across 100+ brands and an exclusive membership only access to RV parks, and complimentary services.

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This program evolution underscores Camplify's commitment to supporting its community with flexible options and valuable benefits to enhance member experience.

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For further information please contact:

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About CHL

Camplify Holdings Limited (ASX:CHL) is in the business of elevating outdoor experiences through innovative and scalable tech solutions. Composed of Camplify, MyWay and PaulCamper, the CHL Group operates one of the world's leading peer-to-peer digital marketplace platforms. connecting recreational vehicle (RV) Owners to Hirers. With operations in Australia, New Zealand, Spain, the UK, Germany, Austria and Netherlands, Camplify and PaulCamper deliver a seamless and transparent experience for consumers looking to travel and connect with local RV owners.

This announcement was approved by the Board of Directors of Camplify Holdings Limited.

