

# ASX ANNOUNCEMENT

**Wotif.com Holdings Limited** ABN 41 093 000 456  
Wednesday 22 August 2012

## FY12 Results - Presentation Materials

Material to be used in Wotif.com Holdings Limited's FY12 investor presentations follows.

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Wotif.com  
Holdings  
Limited

2012  
FULL YEAR RESULTS

WOTIF  
GROUP

여행  
예약

5/5

# Agenda

- ▶ FY12 Results
- ▶ Key Actions + Initiatives
- ▶ Product, Brand + Market Position
- ▶ Trading Environment



# FY12 RESULTS



## FY12 **Key Achievements**

- ▶ Wotif.com #1 visited online travel agency in Australia (Hitwise)
- ▶ Record \$1.161b in travel transactions processed, up 5% (FY11: \$1.106b)
- ▶ Sold one-in-ten accommodation room nights in Australia
- ▶ Wotif.com brand awareness 66% in Australia and 39% in New Zealand (FY11: 60% and 39% respectively)
- ▶ 23,500+ properties directly represented (up 20%)
- ▶ Additional 6,900 properties from Tourico
- ▶ Properties in 69 countries
- ▶ Mobile site and app deliver 14% of traffic and 9% of Wotif.com room nights
- ▶ Holiday rentals launched on Wotif.com
- ▶ Successful launch of international flights on Wotif.com



# FY12 Group Financial Highlights

- ▶ **3.73m accommodation bookings (FY11: 3.67m)**
- ▶ **7.04m room nights sold (FY11: 6.97m)**
- ▶ Average length of stay 1.89 nights (FY11: 1.90 nights)
- ▶ Average lead time\* 16.5 days (FY11: 13.6 days)
- ▶ **Group room rates up 2.0%**
- ▶ Wotif.com rates up 1.2%
- ▶ Asia Web Direct rates stable
- ▶ **167,000 flight transactions (FY11: 137,000)**
- ▶ **Record TTV of \$1.161b – up 5% (FY11: 1.106b)**
- ▶ Accommodation TTV up 3% to \$1.043b
- ▶ Flights only TTV up 30% to \$110m
- ▶ **Revenue growth to \$145.3m – up 5% (FY11: \$138.3m)**
- ▶ Accommodation revenue up 3% to \$126.1m
- ▶ Flights and other revenue up 12% to 13.6m

\*on Wotif.com

## FY12 Group Financial Highlights

- ▶ Operating profit\* up 11% to \$86.3m (FY11: \$77.8m)
- ▶ Profit before tax \$81.3m – up 14% (FY11: \$71.6m)
- ▶ Net profit after tax \$58.0m – up 14% (FY11: \$51.0m)
- ▶ Group accommodation revenue margin 12% (FY11: 12%)
- ▶ Group operating profit\* margin - 59% (FY11: 56%),
- ▶ 91% dividend payout ratio (FY11:91%)
- ▶ 25c fully franked dividend per share - 13.5c final and 11.5c interim (FY11: 22c)

\*Being profit before depreciation, amortisation and taxation (not being an IFRS measure and unaudited) as a percentage of total revenue



# FY12 Group Financial Performance

## Key drivers:

- ▶ 1% increase in room nights sold
- ▶ 2% increase in Group room rate
- ▶ 12% growth in flights and other revenues
- ▶ Operating leverage and efficiencies

|                                      | FY12 Actual (\$m) | FY11 Actual (\$m) | % PCP*      |
|--------------------------------------|-------------------|-------------------|-------------|
| Accommodation TTV                    | 1,043.4           | 1,012.1           | 3%          |
| Flights and other TTV                | 117.8             | 93.7              | 26%         |
| <b>Total transaction value</b>       | <b>1,161.2</b>    | <b>1,105.8</b>    | <b>5%</b>   |
| Accommodation revenue                | 126.1             | 122.0             | 3%          |
| Flights and other revenue            | 13.6              | 12.1              | 12%         |
| Interest revenue                     | 5.6               | 4.2               | 34%         |
| <b>Total revenue</b>                 | <b>145.3</b>      | <b>138.3</b>      | <b>5%</b>   |
| <b>Total operating expenses</b>      | <b>(59.0)</b>     | <b>(60.5)</b>     | <b>(2%)</b> |
| <b>Operating profit **</b>           | <b>86.3</b>       | <b>77.8</b>       | <b>11%</b>  |
| Depreciation                         | (3.3)             | (3.1)             | 6.5%        |
| Amortisation of IT Development Costs | (1.7)             | (2.8)             | (39%)       |
| Other amortisation                   | -                 | (0.3)             |             |
| <b>Profit before tax</b>             | <b>81.3</b>       | <b>71.6</b>       | <b>14%</b>  |
| Income tax                           | (23.3)            | (20.6)            | 13%         |
| <b>NPAT</b>                          | <b>58.0</b>       | <b>51.0</b>       | <b>14%</b>  |

\* Percentages based on full reported numbers (i.e. Non-rounded source data)

\*\* Being profit before depreciation, amortisation and taxation – this is not an IFRS measure and is unaudited



## FY12 Group Margins

| Margin                                       | FY12 Actual  | FY11 Actual  |
|--|--------------|--------------|
| Accommodation revenue % of accommodation TTV | <b>12.1%</b> | <b>12.1%</b> |
| Total revenue % of TTV                       | <b>12.5%</b> | <b>12.5%</b> |
| Operating profit margin*                     | <b>59.4%</b> | <b>56.2%</b> |

\*Being profit before depreciation, amortisation and taxation (not being an IFRS measure and unaudited) as a percentage of total revenue

# FY12 Group Balance Sheet

|                                       | FY12           | FY11           |
|---------------------------------------|----------------|----------------|
| <b>CURRENT ASSETS</b>                 |                |                |
| Cash and cash equivalents             | 140,871        | 133,531        |
| Trade and other receivables           | 8,481          | 4,665          |
| <b>TOTAL CURRENT ASSETS</b>           | <b>149,352</b> | <b>138,196</b> |
| <b>NON-CURRENT ASSETS</b>             |                |                |
| Receivables                           | 138            | 135            |
| Investment in joint venture           | 163            | 126            |
| Property, plant and equipment         | 18,140         | 18,123         |
| Investment property                   | 3,579          | 3,683          |
| Deferred tax assets                   | 7,222          | 7,752          |
| Intangible assets and goodwill        | 89,797         | 85,158         |
| <b>TOTAL NON-CURRENT ASSETS</b>       | <b>119,039</b> | <b>114,977</b> |
| <b>TOTAL ASSETS</b>                   | <b>268,391</b> | <b>253,173</b> |
| <b>CURRENT LIABILITIES</b>            |                |                |
| Trade and other payables              | 157,330        | 155,225        |
| Income tax payable                    | 7,734          | 4,640          |
| Provisions                            | 1,399          | 1,397          |
| <b>TOTAL CURRENT LIABILITIES</b>      | <b>166,463</b> | <b>161,262</b> |
| <b>NON-CURRENT LIABILITIES</b>        |                |                |
| Interest bearing loans and borrowings | 112            | 112            |
| Deferred tax liabilities              | 2,685          | 2,678          |
| Provisions                            | 649            | 589            |
| <b>TOTAL NON-CURRENT LIABILITIES</b>  | <b>3,446</b>   | <b>3,379</b>   |
| <b>TOTAL LIABILITIES</b>              | <b>169,909</b> | <b>164,641</b> |
| <b>NET ASSETS</b>                     | <b>98,482</b>  | <b>88,532</b>  |
| <b>EQUITY</b>                         |                |                |
| Contributed equity                    | 30,001         | 28,947         |
| Retained earnings                     | 66,530         | 59,280         |
| Reserves                              | 1,951          | 305            |
| <b>TOTAL EQUITY</b>                   | <b>98,482</b>  | <b>88,532</b>  |

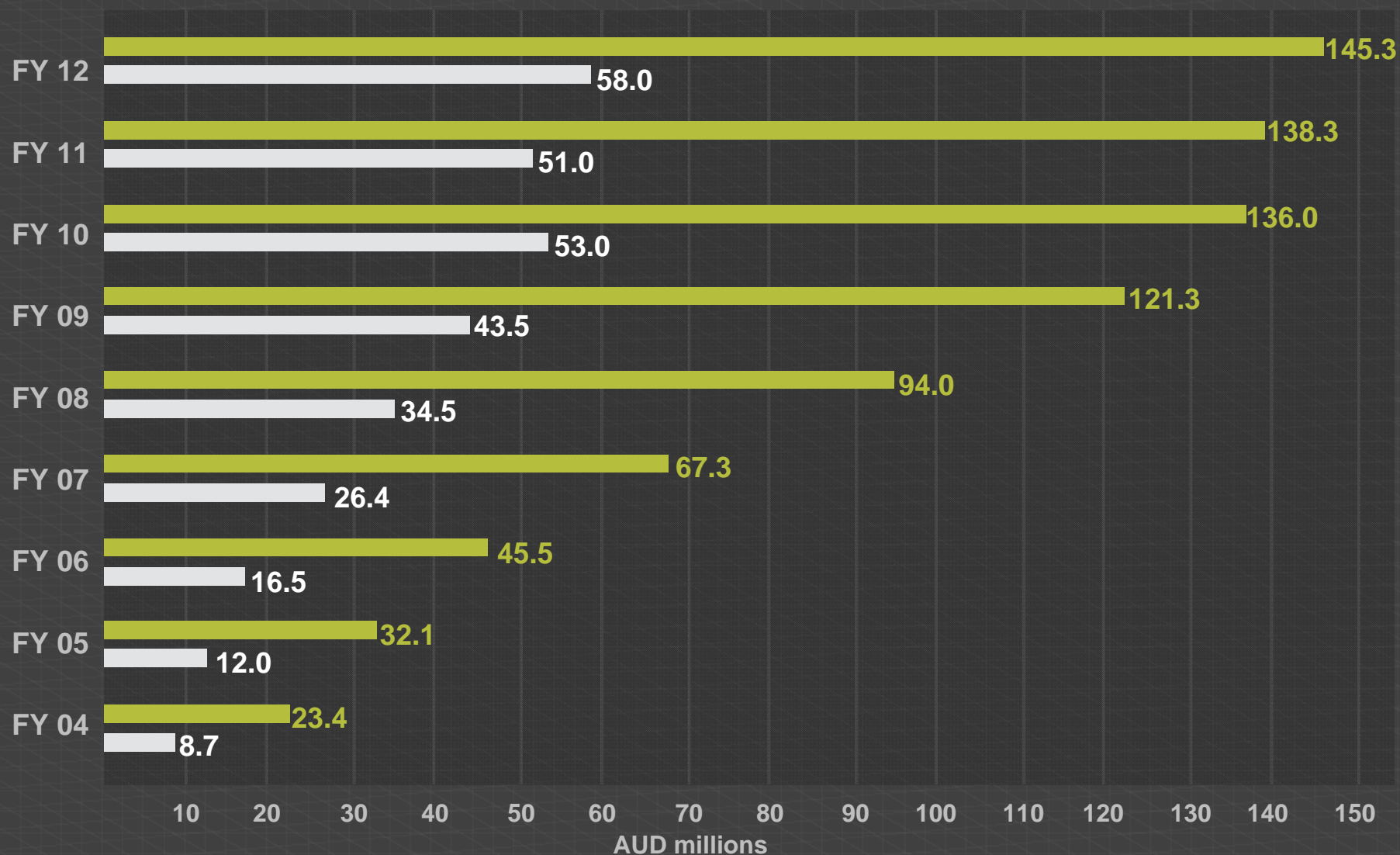
## FY12 Group Capex

| Capex                         | FY12 Actual | FY11 Actual |
|-------------------------------|-------------|-------------|
| Property, plant and equipment | \$3.2m      | \$4.0m      |
| IT Development Costs          | \$5.9m      | \$2.8m      |
| Total                         | \$9.1m      | \$6.8m      |



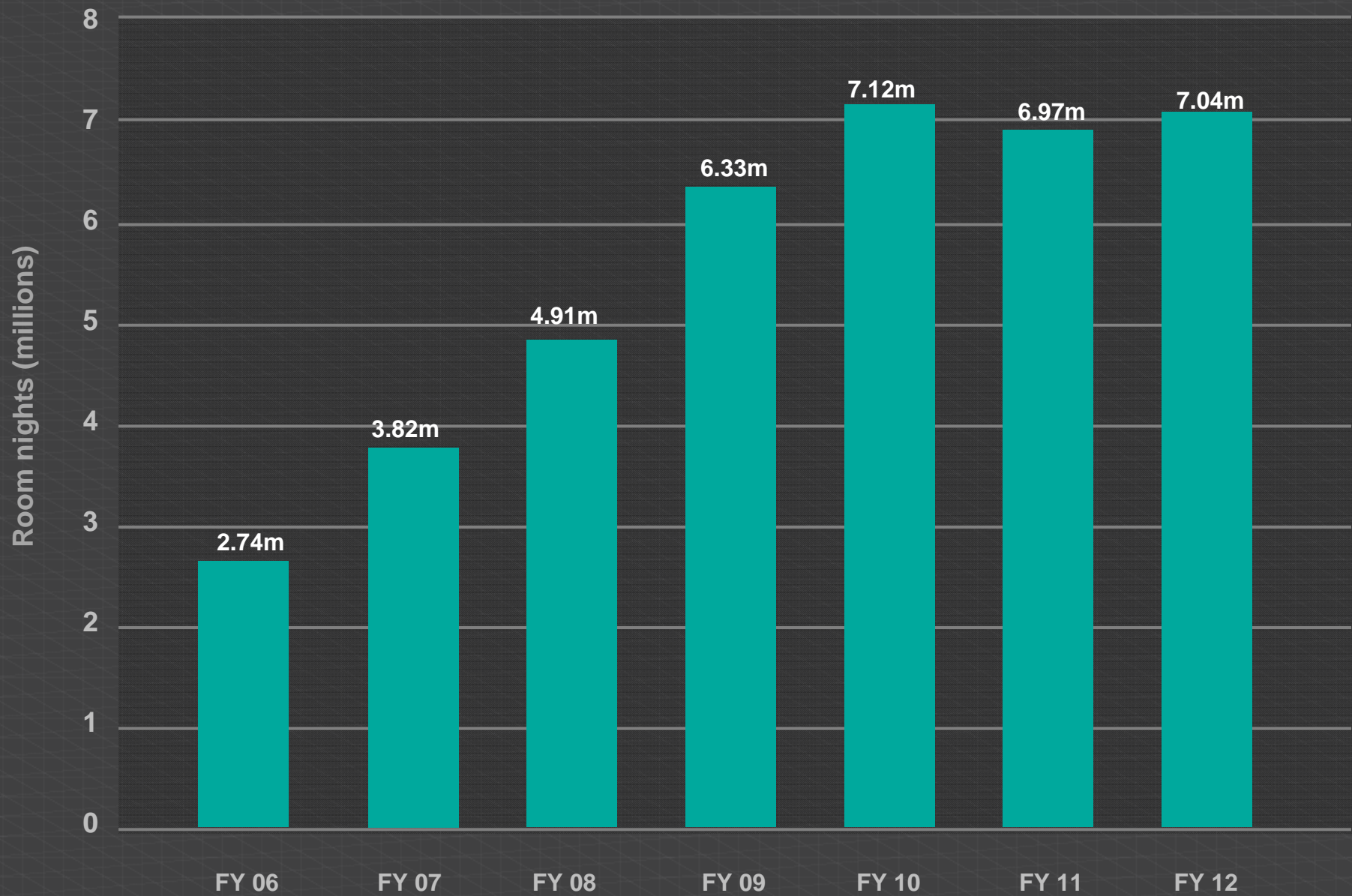
## FY12 Group Performance since FY04

Revenue NPAT





## FY12 Group Accommodation - Room Nights Sold



# Key Actions & Initiatives



# Wotif.com - Site refresh

▶ A large number of small changes throughout the year to key Wotif.com pages

The screenshot displays the Wotif.com website's accommodation search page. The header features the Wotif.com logo and navigation tabs for Accommodation, Holiday rentals, and Flights. A sidebar on the left includes a 'Hot spot of the week' for the Sunshine Coast with a 50% off offer, and a contest to win \$3,000 of travel and cheers. The main content area is titled 'Find accommodation' and includes a 'Country' dropdown menu with a list of popular countries (Australia, New Zealand, Indonesia, Thailand, Singapore, United Kingdom, USA) and a 'Destination' dropdown menu with a list of cities (Sydney, Sydney CBD, Melbourne, Melbourne CBD, Brisbane, Gold Coast, Sunshine Coast, Adelaide, Perth, Canberra, Darwin). Below these are filters for 'All days', 'Weekends (Fri-Sun)', and a date selector for 'Tue 21 Aug 2012'. A 'GO' button is prominently displayed. The 'Advanced options' section allows users to specify the number of adult guests and children, select property and room types, set a minimum rating, and choose whether to book for just one night. It also includes a 'Max. price per night' field, a currency selector (Australian Dollars), and a hotel name field. A grid of checkboxes lists various amenities: Restaurant, Fitness centre, Broadband internet, Kitchenette, Balcony, Satellite cable tv, Pool, 24hr front desk, and In-room spa. A 'GREAT RATES' banner at the bottom of the main content area encourages booking last-minute accommodation. On the right side, a 'Search for:' box with a 'GO' button is present, followed by a 'Wot's hot?' section featuring several hotel deals with their prices and descriptions. A large blue banner at the bottom right promotes 'BE REWARDED WHEN YOU BUY TRAVEL MONEY' with 'Great Rates' and '60+ Currencies'. The footer contains links for 'Contact us', 'Help', 'Gift vouchers', 'About us', and 'Media centre', along with a 'Sign up for great deals' section with an email address field and a 'Subscribe' button. Social media links for Facebook, Twitter, and Google+ are also included.

**wotif.com**

Accommodation Holiday rentals Flights

**Hot spot of the week**  
Sunshine Coast  
50% off!

**WIN \$3,000 of travel and cheers!**

**Find accommodation**

Country

Popular countries

- Australia
- New Zealand
- Indonesia
- Thailand
- Singapore
- United Kingdom
- USA

All countries A-Z

Destinations

- Sydney
- Sydney CBD
- Melbourne
- Melbourne CBD
- Brisbane
- Gold Coast
- Sunshine Coast
- Adelaide
- Perth
- Canberra
- Darwin

All days Weekends (Fri-Sun) Include Tue 21 Aug 2012

**GO**

**Advanced options**

Adult guests Children

Show all 0

Property type Room type Min. rating Just one night?

Max. price per night Australian Dollars Hotel name

Restaurant Fitness centre Broadband internet  
Kitchenette Balcony Satellite cable tv  
Pool 24hr front desk In-room spa

**GREAT RATES** for a broad range of hotels, motels, apartments, resorts and bed & breakfasts around the world. Book last-minute accommodation specials or great deals in advance.

**Search for:**  
eg. check "great wall" **GO**

**Wot's hot?**

NSW **Hibiscus Motel** AU\$119 Double Special Deal, Double, short stroll to the centre of Byron Bay and beaches. Book now and save!

Sydney **Fort Apartments** AU\$134 WOTIF EARLY BIRD DEAL, 1 Bedroom Apartment, stay in the heart of Parramatta. Book early and save.

QLD **Villa Mar Colina** AU\$100 WOTIF 3 DAY SAT F. 1 Bedroom Apartment, min. 3 nights. Amazing views of Kippel Bay & near the beach!

Brisbane **LAKES LASSO LOWERS** AU\$154 1 Bedroom No Refund 2+, min. 2 nights with city views. Brilliant location within Brisbane CBD, WOTIF!

Melbourne **Tolarno Hotel** AU\$140 WARM LIP WINTER SPECIAL! Balcony room, ind. \$20!

**BE REWARDED WHEN YOU BUY TRAVEL MONEY**

Great Rates  
60+ Currencies

Contact us Help Gift vouchers About us Media centre

Sign up for great deals

Email address **Subscribe**

Follow us > Facebook Twitter Google+

Popular destinations Popular searches Holiday rentals Cheap flights

June 2012 – Holiday Rentals tab, new footer



# International Flights

**wotif.com**

Accommodation Holiday rentals **NEW** Flights

Sydney to London return | Wed 26 Sep → Sun 30 Sep | 1 adult economy [change](#) \$ Best deals Wotmall Wot's on

**Sydney → London, United Kingdom** on Wed 26 Sep

① SYD Wed 26 Sep 6am 9am 12 3pm 6pm 9pm Thu 27 Sep 3am 6am 9am 12 3pm 6pm 9pm Fr

① LON Tue 25 Sep 9pm Wed 26 Sep 3am 6am 9am 12 3pm 6pm 9pm Thu 27 Sep 3am 6am 9am 12 3pm

from \$1100

Choose a departing flight by clicking on a bar below

\$1100 HKG

Wed 3:15pm \$1151 Singapore Airline SIN Singapore Airlines Thu 6:20am

**SINGAPORE AIRLINE**

DEPARTS **Sydney** (SYD Terminal 1) 3:15pm WED 26 SEP

ARRIVES **Singapore** (SIN Terminal ) 9:40pm WED 26 SEP

SQ222 Airbus A380-800 Economy class 8hr 25min flight

2hr 5min stop in Singapore

Singapore (SIN Terminal 3) 11:45pm WED 26 SEP

ARRIVES **London** (LHR Terminal 3) 6:20am THU 27 SEP

SQ306 Airbus A380-800 Economy class 13hr 35min flight

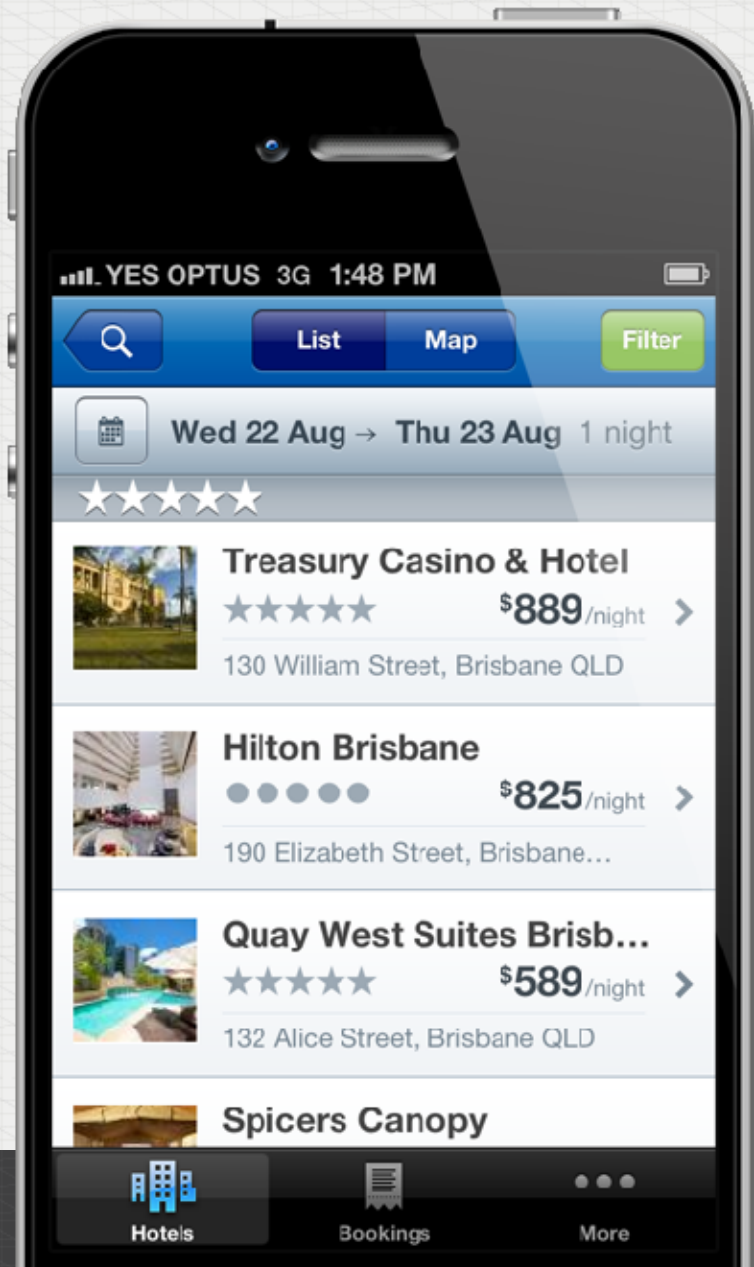
\$1151 Singapore Airlin... Economy **SELECT**

from \$1229

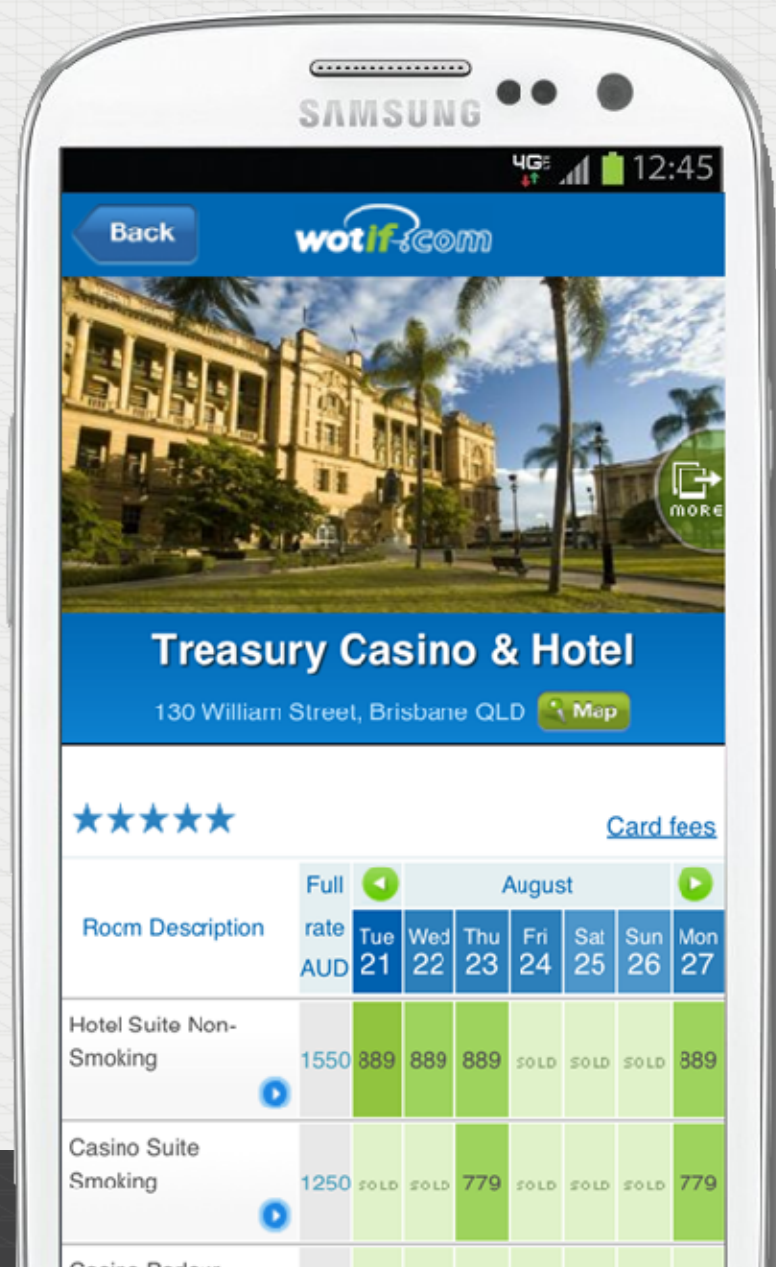
Total round-trip: \$2301



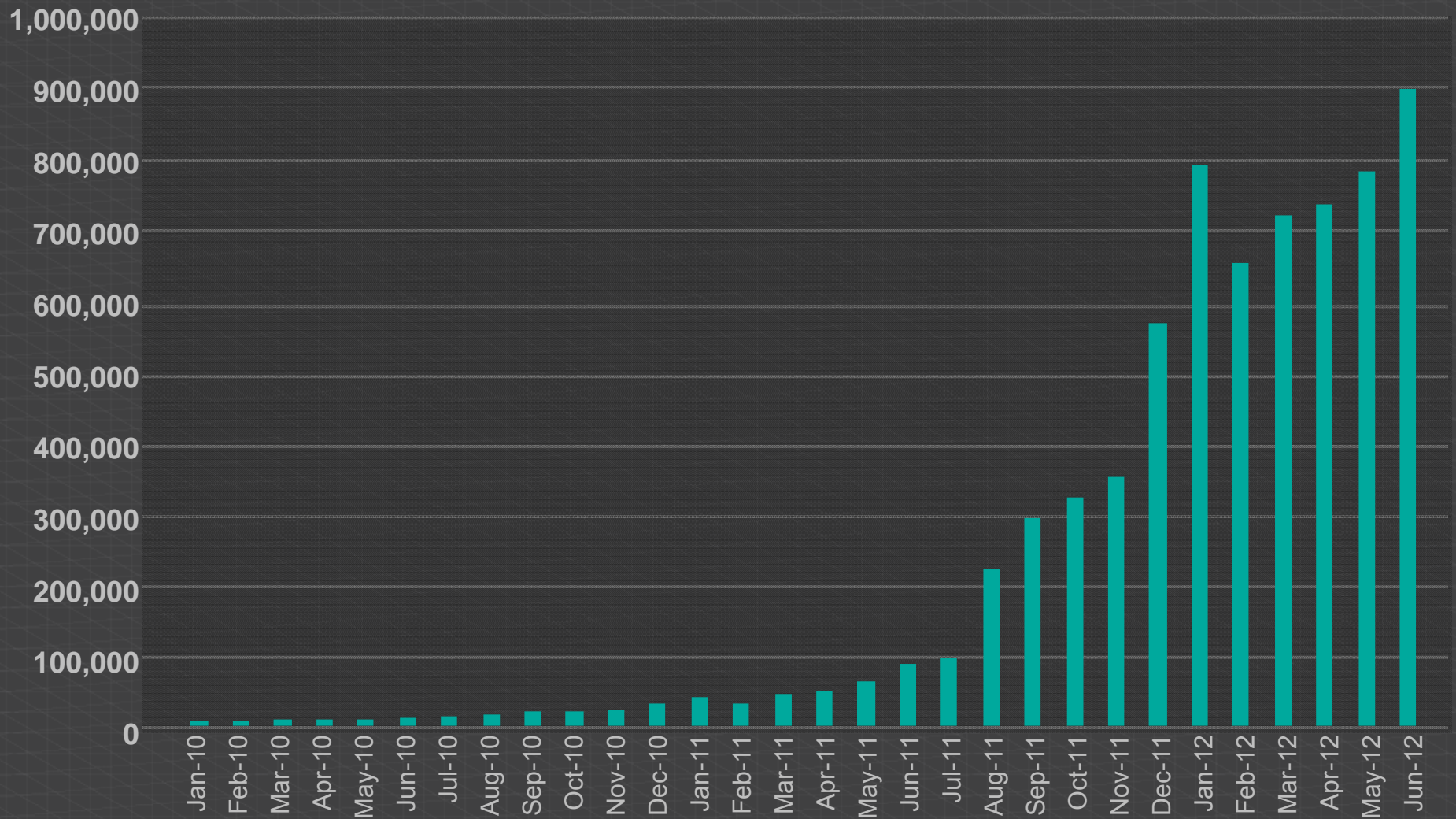
## App for iPhone



## Mobile site

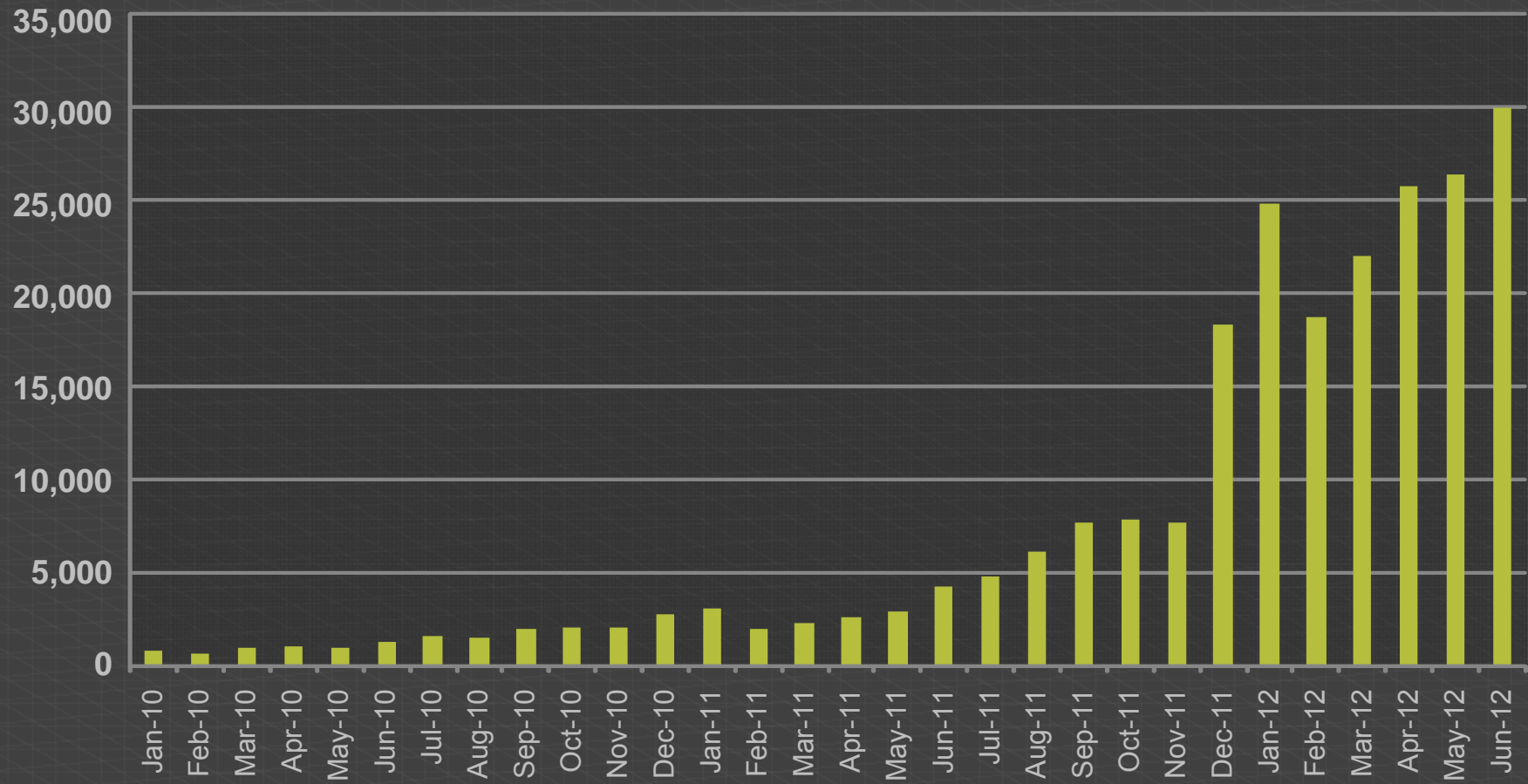


## Mobile Visits - [mobile.wotif.com](http://mobile.wotif.com)

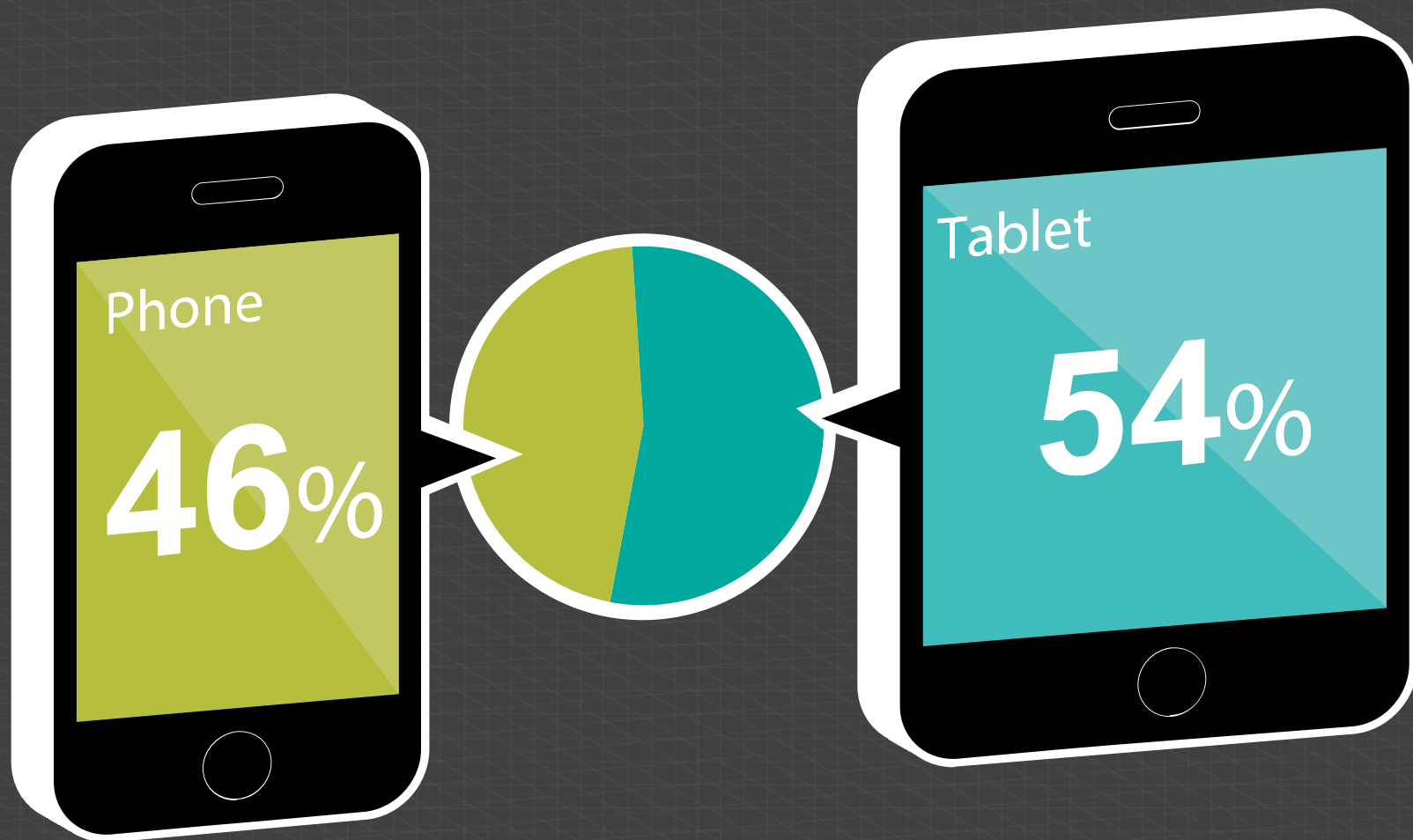




## Mobile Bookings - wotif.com



## Mobile Devices - FY12





# Display Advertising

Accommodation
 Holiday rentals
 Flights

Melbourne
 Melbourne CBD
 Australian Dollars AU\$

### Advanced search

Get more specific results by selecting to display only properties matching these criteria:

Search for  in  »  »

Adult guests: 
 Children:

Property type: 
 Room type: 
 Min. rating: 
 Max. price per night:  Australian Dollars
 Just one night? ☐

☐ Restaurant ☐ Pool ☐ Balcony ☐ Broadband internet ☐ In-room spa  
☐ Kitchen/ette ☐ Fitness centre ☐ 24hr front desk ☐ Satellite cable tv

**GO**

## Melbourne, CBD

Rates shown in Australian Dollars (AU\$) & are tax inclusive per room. You will be charged in Australian Dollars (AU\$). [Card fees apply](#)

## Stay in the heart of Melbourne

and save 50%

Showing all days / [Change to weekends](#)

Previous seven days: 13 Aug - 26 Aug

Include:

Next seven days: 27 Aug - 9 Sep

|  | Full rate | Mon 20 AUG | Tue 21 AUG | Wed 22 AUG | Thu 23 AUG | Fri 24 AUG | Sat 25 AUG | Sun 26 AUG | Mon 27 AUG | Tue 28 AUG | Wed 29 AUG | Thu 30 AUG | Fri 31 AUG | Sat 01 SEP | Sun 02 SEP |
|--|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| <b>Wot Hotel? Mystery deal</b><br>SELF RATED | AU\$—     | 179        | SOLD       | 179        | 164        | 232        | SOLD       | 194        | 194        | 172        | 172        | 164        | 164        | 194        | 157        |
| <b>Art Series - The Blackman</b>             | AU\$525   | 218        | SOLD       | 268        | 234        | 187        | 214        | 187        | 199        | 223        | 199        | 199        | 187        | 210        | 187        |

# iVIVU.com - our local Vietnamese site

- ▶ First joint venture in Asia targeting a local market with no incumbent
- ▶ High quality and well credentialed Vietnamese travel industry partner
- ▶ System work completed in the year to support this and future joint venture opportunities
- ▶ Live in August 2011

The screenshot shows the iVIVU.com website with a green and white color scheme. At the top, the logo 'iVIVU' is displayed with the tagline 'Ngủ xa nhà thật dễ!'. Navigation links include 'Trang Chủ', 'Ưu Đãi Tuyệt Vời', 'Hỗ Trợ', and 'Cùng iVIVU'. A search bar is prominently featured with fields for destination, region, and dates. A cartoon cat character is also visible. A yellow box on the right lists benefits of choosing iVIVU. Below, there are three promotional banners: one for early booking discounts, one for family packages, and one for a recent sale. At the bottom, there are three more promotional tiles: one about a recent sale, one about a 2/9 promotion, and one about a travel experience on Cát Bà Island.

**iVIVU**  
Ngủ xa nhà thật dễ!

Đường dây nóng 24/7 **Gọi (08) 3930 8290** hoặc **Chat với chúng tôi**

[Trang Chủ](#) | [Ưu Đãi Tuyệt Vời](#) | [Hỗ Trợ](#) | [Cùng iVIVU](#)

**Chúng tôi cam kết giá tốt nhất!**

Nhập **tên thành phố** hoặc **tên khách sạn** **TÌM KIẾM**

☐ Việt Nam ☐ Thành phố ☐ Vùng

Ngày nhận phòng: 20/ Tháng 8/ 2012

Giá tối đa mỗi đêm: VND Không giới hạn

**Tại Sao Chọn iVIVU?**

- ✓ Cam kết giá tốt nhất
- ✓ Hình thức thanh toán linh hoạt bằng VND
- ✓ Đa dạng hình thức khuyến mãi và tặng quà
- ✓ Xác nhận phòng ngay khi thanh toán
- ✓ Hỗ trợ 24/7
- ✓ Hơn 18.500 khách sạn ở 71 Quốc gia

**Ưu Đãi Tuyệt Vời** [Xem tất cả](#)

**Ưu đãi cho cả gia đình**

**Cùng iVIVU!** [Xem tất cả](#)

**iVIVU 60 phút vừa qua**  
...tại 21 khách sạn  
...tại 19 thành phố  
...tại Úc, Singapore, Thái Lan

**NGHỈ LỄ 2/9**  
**CHỜ GI NỬA, iVIVU THÔI!**

Cả nhà "đổi gió" nhân dịp 2/9

Trải nghiệm du lịch đảo Cát Bà

**iVIVU**  
1 THE 3 LỢI ÍCH  
ĐĂNG KÝ

Đăng ký nhận thẻ với nhiều ưu đãi

# User Reviews

- ▶ Reviews have been collected since March 2011
- ▶ First customer-facing module launched in August 2011
- ▶ A number of modules to follow this year





# AWD - Multi-lingual

▶ Available in Thai, Japanese, simplified Chinese, Indonesian, Korean Russian and Malaysian



連絡先 +61 2 8016 4290 または Eメールで連絡する

言語: 日本語 通貨: THB

アジアのベスト料金をご覧ください。

チェックイン: dd/mm/yy
 
 チェックアウト: dd/mm/yy

検索 >>

**Save** with longer stays

### 当社の特徴は?

- ▶ 格安料金
- ▶ 幅広い種類のホテル
- ▶ 24時間カスタマーサービス
- ▶ アジアのホテルのスペシャリスト

ホットディールで50%以上お得に。  
購読して特別ディールを受け取る。

今すぐサインアップ

みる >
 [アジア](#)
[ヨーロッパ](#)
[オセアニア](#)
[北アメリカ](#)
[南アメリカ](#)
[アフリカ](#)
[中東](#)

### アジアのホテル:

fr. B239
 

タイ

fr. B171
 

マレーシア

fr. B631

fr. B31

### オーストラリア の旅行者たちのお気に入り

ホリデーインリゾートポートフィリップ  
 バトンビーチ, ブーケット  
 ★★★★★
 

THB 3,265 から

ドーランドポートフィリップリゾート&スパ  
 バトンビーチ, ブーケット  
 ★★★
 

THB 758 から



# LateStays - Multi-lingual

- Available in Thai, Japanese, simplified Chinese, Indonesian, Korean Russian and Malaysian



**เดอะ ภูเก็ต พาวเวอร์เลี่ยน**

จองออนไลน์ หรือ ติดต่อเราที่ 02 694 5655

เว็บไซต์ > ไทย > ภูเก็ต > เดอะ ภูเก็ต พาวเวอร์เลี่ยน

**เดอะ ภูเก็ต พาวเวอร์เลี่ยน**

ที่ตั้ง : ภูเก็ต  
 ระดับมาตรฐาน : (ระดับมาตรฐานโรงแรมภูเก็ต)  
 ที่อยู่ : 31/1 Moo6, Cherngtalay, Thalang, Phuket 83110

แสดงแผนที่

สำหรับ การจองล่วงหน้า 90 วันก่อนเข้าพัก เดอะ ภูเก็ต พาวเวอร์เลี่ยน

ราคาต่อห้องในรวมภาษีและค่าบริการ และอาหารเช้าจะถูกเก็บในสกุลเงิน THAI BAHT  
 ราคาโดยประมาณเป็น THB Thai Baht

วันที่เช็คอิน: 01

จำนวนคืน: 01

วันที่เช็คเอาท์:

รวมภาษีและค่าบริการ

| ประเภทห้องพัก           | ราคา   | 21/08 | 22/08 | 23/08  | 24/08  | 25/08  | 26/08  | 27/08  | 28/08  | 29/08  | 30/08  | 31/08  | 1/09   | 2/09   | 3/09   |
|-------------------------|--------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| ห้องพิเศษ ภูเก็ต วิลล่า | 32,888 | เต็ม  | เต็ม  | 13,500 | 13,500 | 13,500 | 13,500 | 13,500 | 13,500 | 13,500 | 13,500 | 13,500 | 13,500 | 13,500 | 13,500 |

สำหรับ เดอะ ภูเก็ต พาวเวอร์เลี่ยน

รูปโรงแรม

# Holiday Rentals



wotif.com



Accommodation



Holiday rentals



Flights



**Holiday homes & apartments for long and short-term rental**

More space, more privacy – book online now and pay a deposit for instant confirmation.

Australia

New Zealand

Sydney

Melbourne

Brisbane

Gold Coast

Sunshine Coast

Adelaide

Perth

GO



**Luxury waterfront apartment, NT**

**Sleeps: 5**

from **\$275**  
per night



**NZ Labour  
day weekend**



from  
**\$120**  
per night

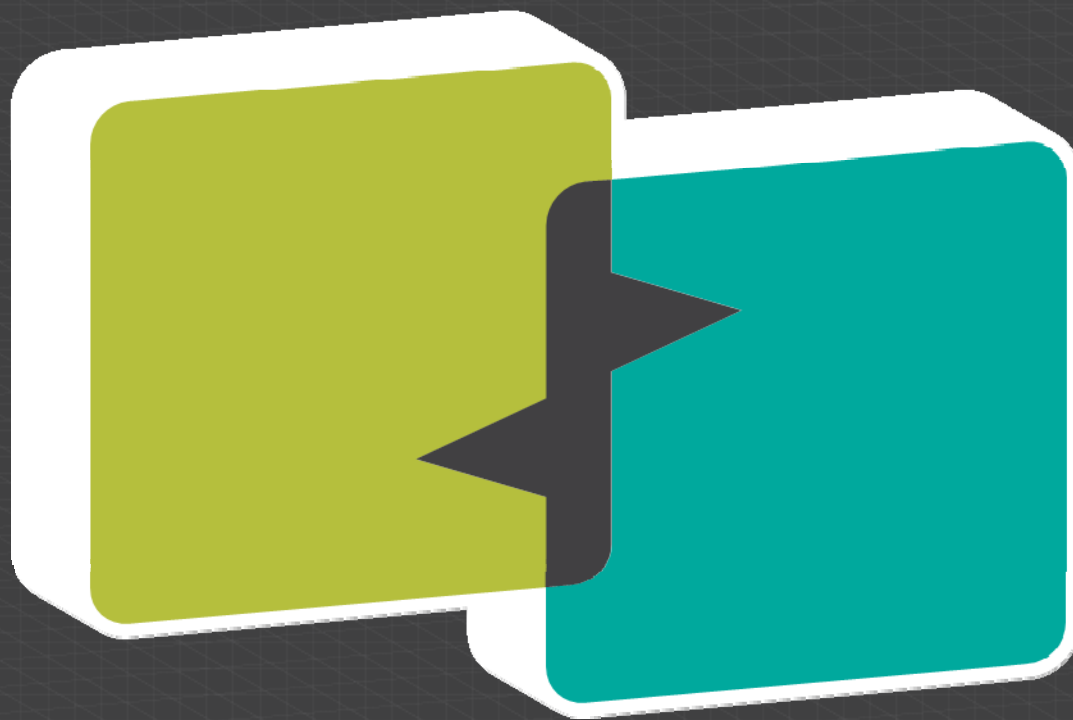
**Region of the week Melbourne**



**QLD October  
long weekend**

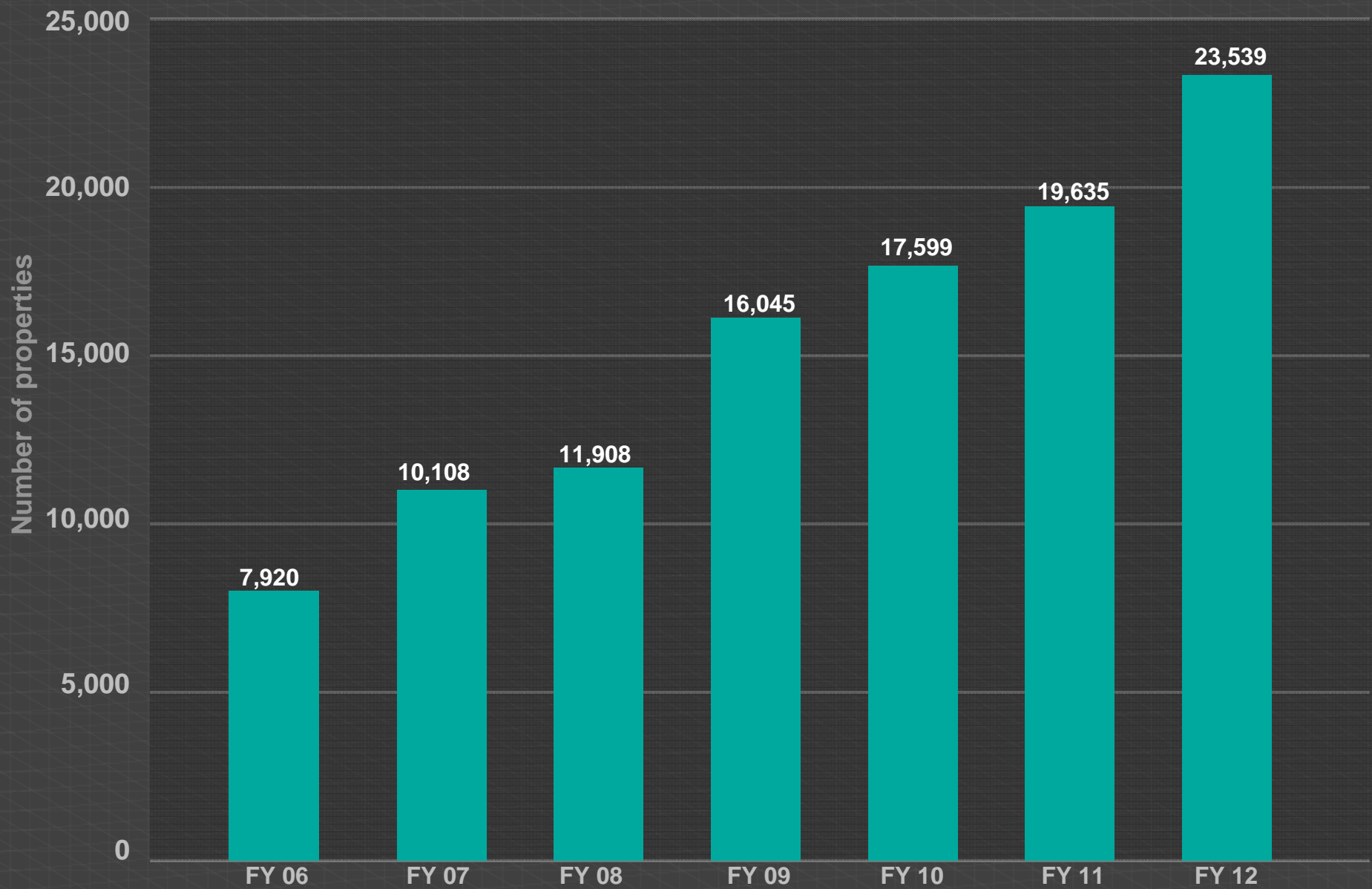


# Product, Brand + Market Position





## Product Position - Properties Directly Represented



## Product Position - Properties Directly Represented

|                         | FY12 Properties | FY11 Properties | % PCP       |
|-------------------------|-----------------|-----------------|-------------|
| Australia & New Zealand | 10,205          | 9,036           | ↑13%        |
| Asia                    | 7,484           | 5,947           | ↑26%        |
| Rest of World           | 5,850           | 4,652           | ↑26%        |
| <b>Total</b>            | <b>23,539</b>   | <b>19,635</b>   | <b>↑20%</b> |

► Plus 6,900 properties from Tourico



## Product Position - Properties by Region



69 countries on  
our sites



23,500 properties



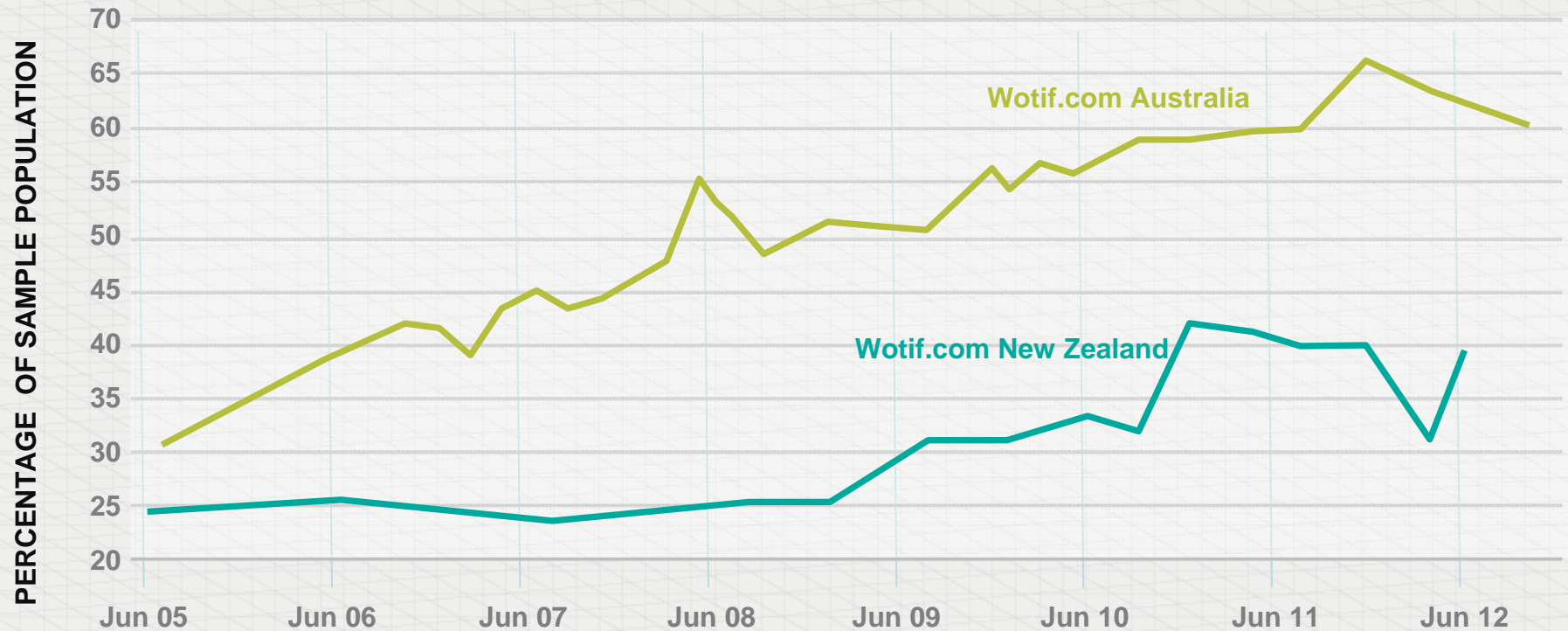
staff in 19 countries  
on five  
continents



**Ranked # 1 - Visited Online Travel Agency by Hitwise**



## Brand Position - Wotif.com Brand Awareness



- ▶ Brand awareness Australia reaches 66% (FY11: 60%);  
brand awareness New Zealand 39% (FY11: 39%)
- ▶ “25 to 54 year olds” brand awareness: Australia 72%; New Zealand 46%
- ▶ Cost effective and smart brand building
- ▶ Brand positioning powers industry-leading “look to book” ratio
- ▶ Low reliance on Google for bookings (circa 10% from search engine marketing)

## Brand Position - Key Brand Attributes



- ▶ #1 ranked online travel agency in Australia (Hitwise)
- ▶ Leading brand awareness
- ▶ 5.1m visits (non-unique) per month – up 13% (FY11: 4.5m)
- ▶ Large Australian and New Zealand audience
- ▶ 258,000 bookings per month
- ▶ More than 50% of bookings direct type in “Wotif.com”
- ▶ Circa 8% “look to book” conversion rate

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- ▶ Brand awareness above 45% (Australia)
- ▶ 1.55m visits (non-unique) per month – up 26%
- ▶ Circa 4% “look to book” conversion rate (accommodation)



## Brand Position - Key Brand Attributes



- ▶ 2.9m visits (non-unique) per month – up 16%
- ▶ 0.5+% “look to book” conversion rate
- ▶ 8 Languages now supported



- ▶ Full travel agent offering
- ▶ Experienced phone-based travel experts

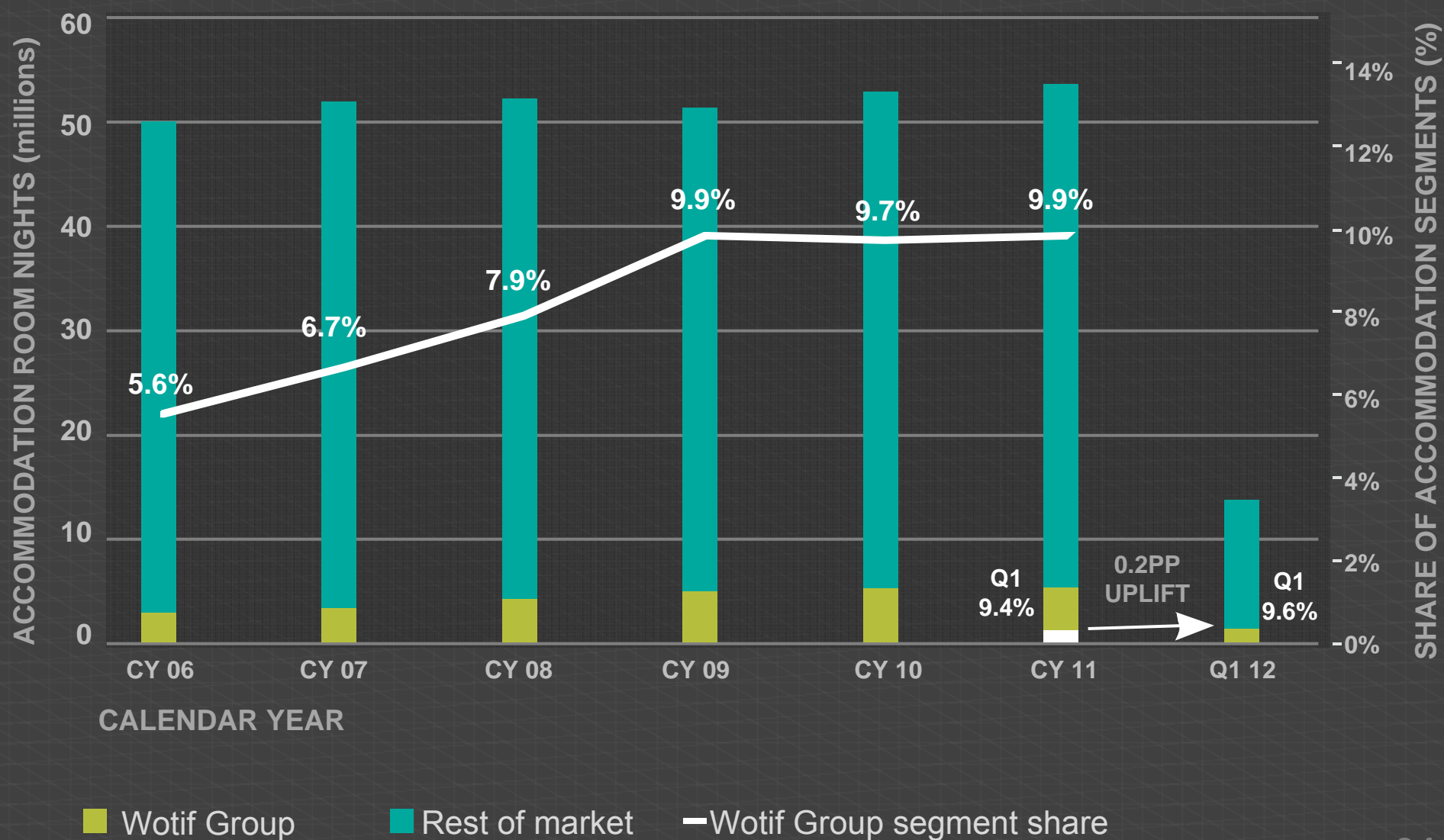


- ▶ 2,700+ tours and activities in ANZ



- ▶ Powers leading travel management companies
- ▶ Access to Wotif.com inventory – unique position
- ▶ Transactions up 5%

# Wotif Group room night sales versus total Australian room night sales



# Trading environment





# Trading Environment - Outlook

- ▶ High dollar – “situation normal”
- ▶ Appetite for offshore travel will remain
- ▶ International flights business to benefit
- ▶ Accommodation
  - ▶ One-in-ten Australian room nights sold by Wotif
  - ▶ Leisure – Australian outcomes “deal” driven
  - ▶ Corporate – remain robust and seek new channels
  - ▶ Packaging – new focus
  - ▶ Holiday Rentals – “start-up” mode



1 in every 10  
room nights sold in  
Australia were booked  
through the Wotif Group.  
There is still substantial  
distribution we have  
not captured.



**wotif.com**



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**Arnold**  
Arnold Travel Technology Pty Limited

**ASIAWEB**  
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