



## Market Release

25 July 2016

### **serko.travel Launches in New Zealand and Australia**

*New Online Travel Management Application Drives Cost Savings and Productivity Gains for Smaller Businesses*

Serko Limited (NZX:SKO) has today officially launched its new small business travel management application, [serko.travel](http://serko.travel), in conjunction with Xero, the leader in online accountancy software. From today, businesses in New Zealand and Australia with up to 150 employees can sign up and make bookings online with no service fees.

Designed to fundamentally change the way small businesses book and manage company travel, [serko.travel](http://serko.travel) gives users access to the same travel-booking technology and some of the same deals that are enjoyed by more than 6,000 large corporations across Australia and New Zealand today. The features combine to help businesses save hundreds of hours a year in admin time and drive significant cost savings through better travel management and policy compliance.

Unlike any other online travel booking system, the online functionality of [serko.travel](http://serko.travel) will also be complemented by expert offline support from Helloworld for Business, Corporate Traveller and Flight Centre Business Travel. For the first time, they will offer Travel Expert services on an 'on demand' basis which means travellers only have to pay 'if and when' they need their services.

Businesses in New Zealand and Australia can find out more and sign up right now at [www.serko.travel](http://www.serko.travel).

Serko has not provided any market guidance concerning the potential contribution to FY17 revenues by [serko.travel](http://serko.travel) but will provide an update on progress at the Annual Shareholder Meeting to be held on 23 August 2016.

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## **About Serko**

Serko is Australasia's leading online travel booking and expense management company for businesses and is listed on the New Zealand Stock Exchange Main Board (SKO.NZ). With its HQ in Auckland New Zealand, and offices in Sydney Australia and Xi'an City China.

Serko Online is an integrated Online Travel Booking Tool used by businesses to book flights, accommodation and car hire from the broadest possible set of travel providers. The OBT ensures that travel bookings comply with corporate travel management policy without limiting the users choice of travel provider.

Serko's product portfolio also includes Serko Expense, Serko Mobile and serko.travel.

## **About Xero**

Xero is beautiful, easy-to-use online accounting software for small businesses and their advisors. The company has over 700,000 subscribers in more than 180 countries. Xero boasts more than 500 third-party integrations, and was ranked No.1 by Forbes as the World's Most Innovative Growth Company in 2014 and 2015.