



Camplify

FY21 Annual Presentation

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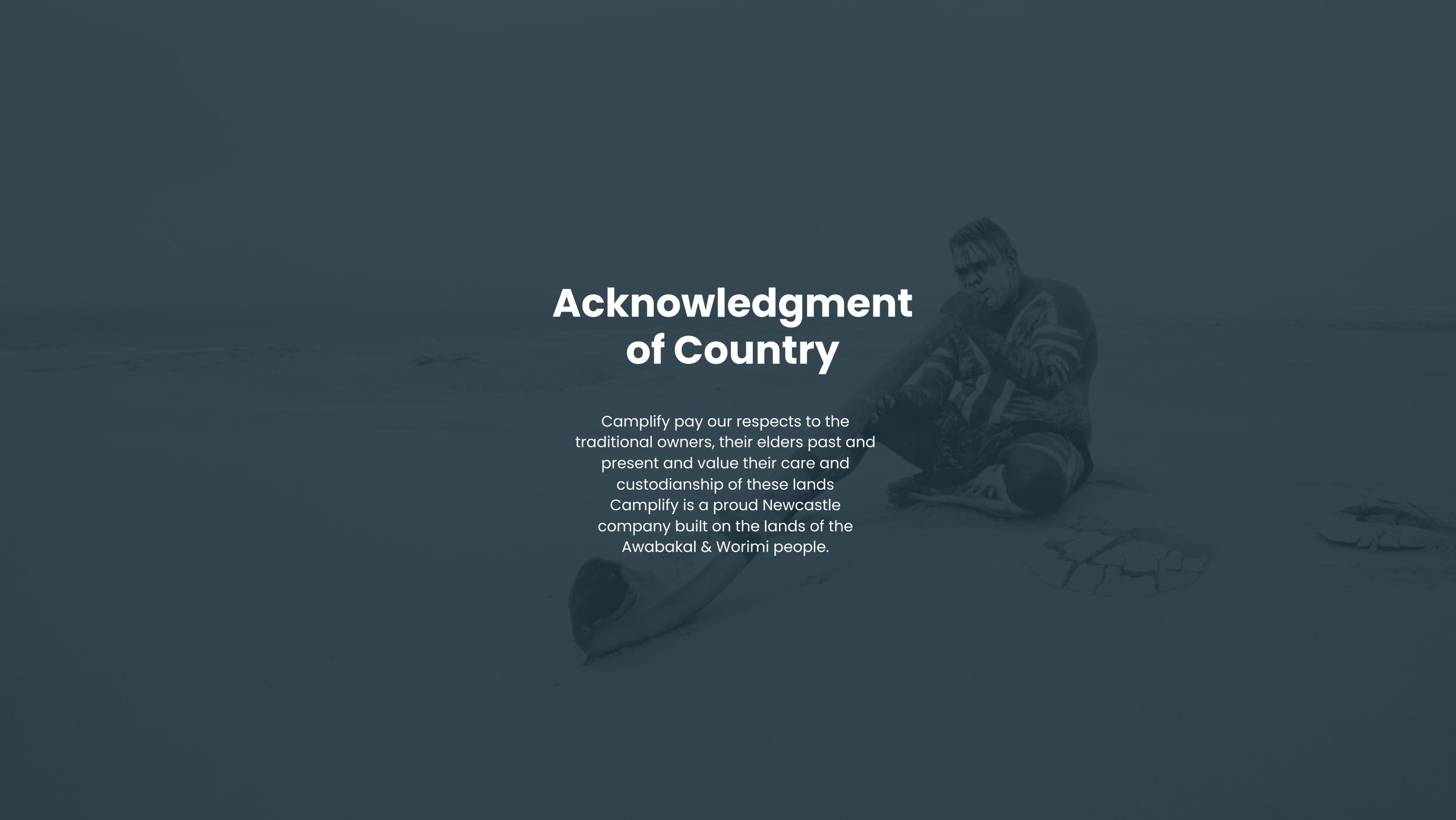
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A person is kneeling on a sandy beach, possibly in a traditional or ceremonial pose. They are wearing a dark, patterned garment. A large, dark, rounded object, possibly a traditional hat or a piece of equipment, lies on the sand in front of them. The background shows the ocean and 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. Highlights and Strategy
2. Financial Performance
3. Operational Performance
4. Outlook and Guidance
5. Annexures

1. Highlights and Strategy

Marketplace Highlights FY21

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

\$32.9m

Total Transaction Value

+103% CAGR (FY19 to FY21)

\$8.4m

Total Revenue

+129% CAGR (FY19 to FY21)

30,651+

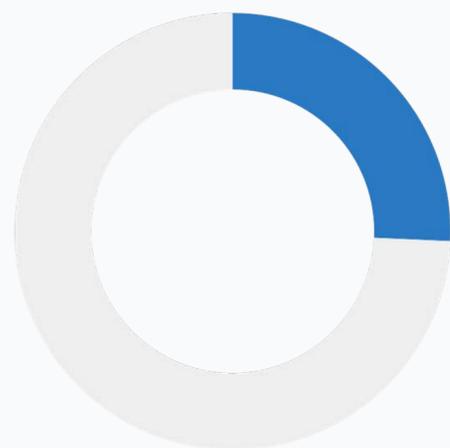
Total Bookings

+128% on FY20 pcp

\$1,019

Average booking value

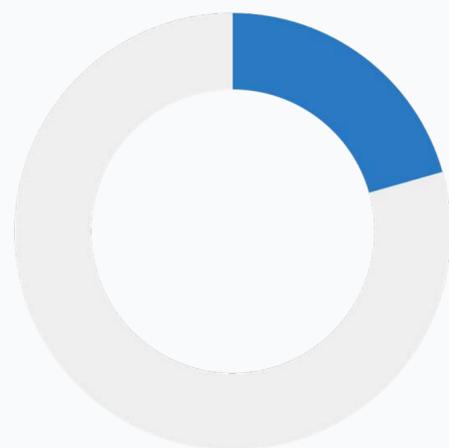
= \$212 revenue to Camplify



25.7%

Take Rate

Increase from 23.8% FY20



20.60%

Percentage of hirers retained¹

6,161

Total RVs on Platform

+39.3% CAGR (FY17 – FY21)

51,723

New Customers² in FY21

+79% CAGR (FY19 to FY21)

Marketplace Highlights FY21

'It's an easy way to safely make some extra income from an asset which essentially sits dormant for most of the year. You wouldn't have a holiday house vacant for the occasional trip so why have a vacant van?'

- Hayley, Camplify member since 2020

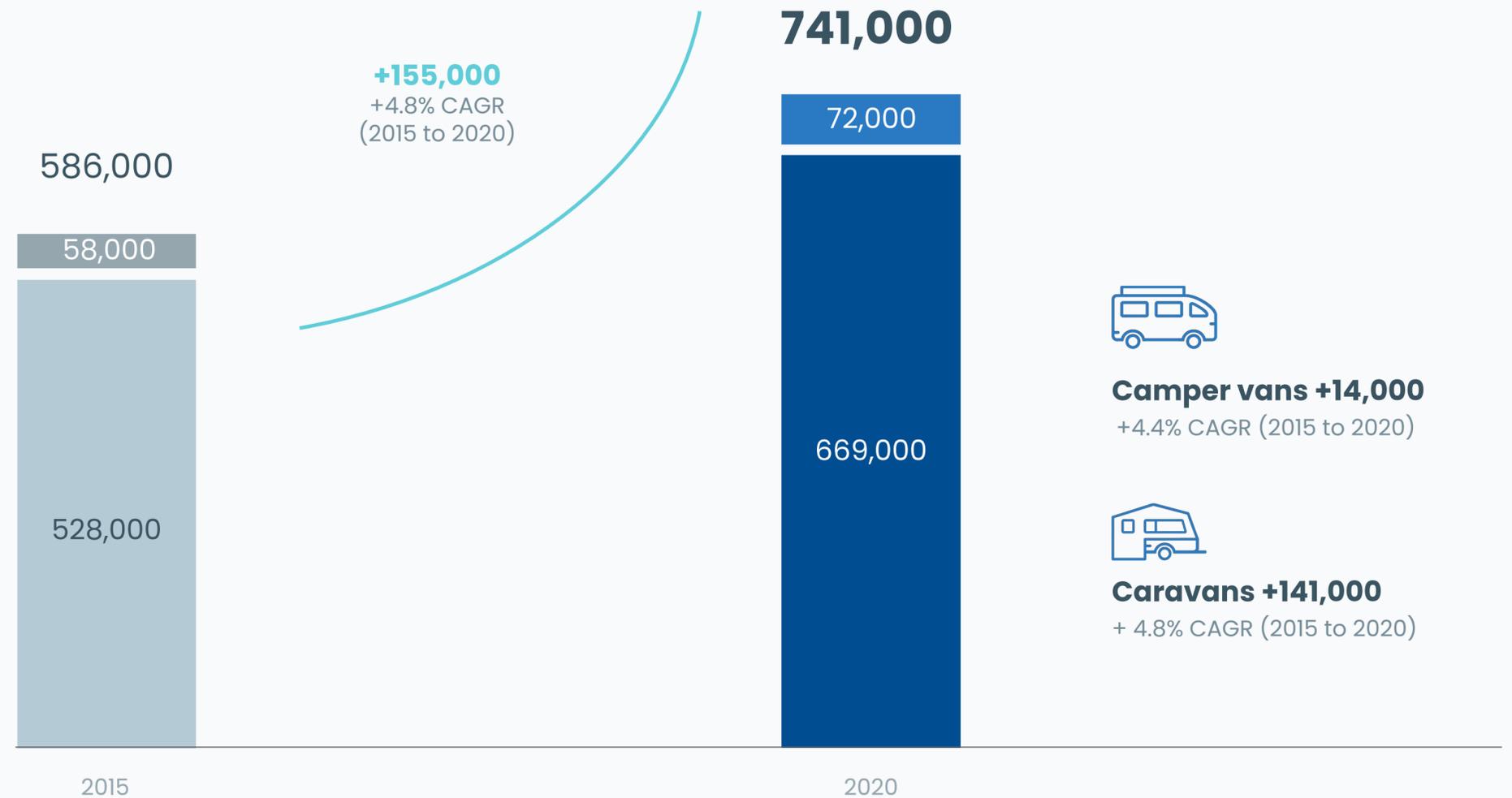
¹ retained hirers are defined as hired more than once from Camplify

² new customers are defined as created an account and created a booking. The booking may not be recognised in this period

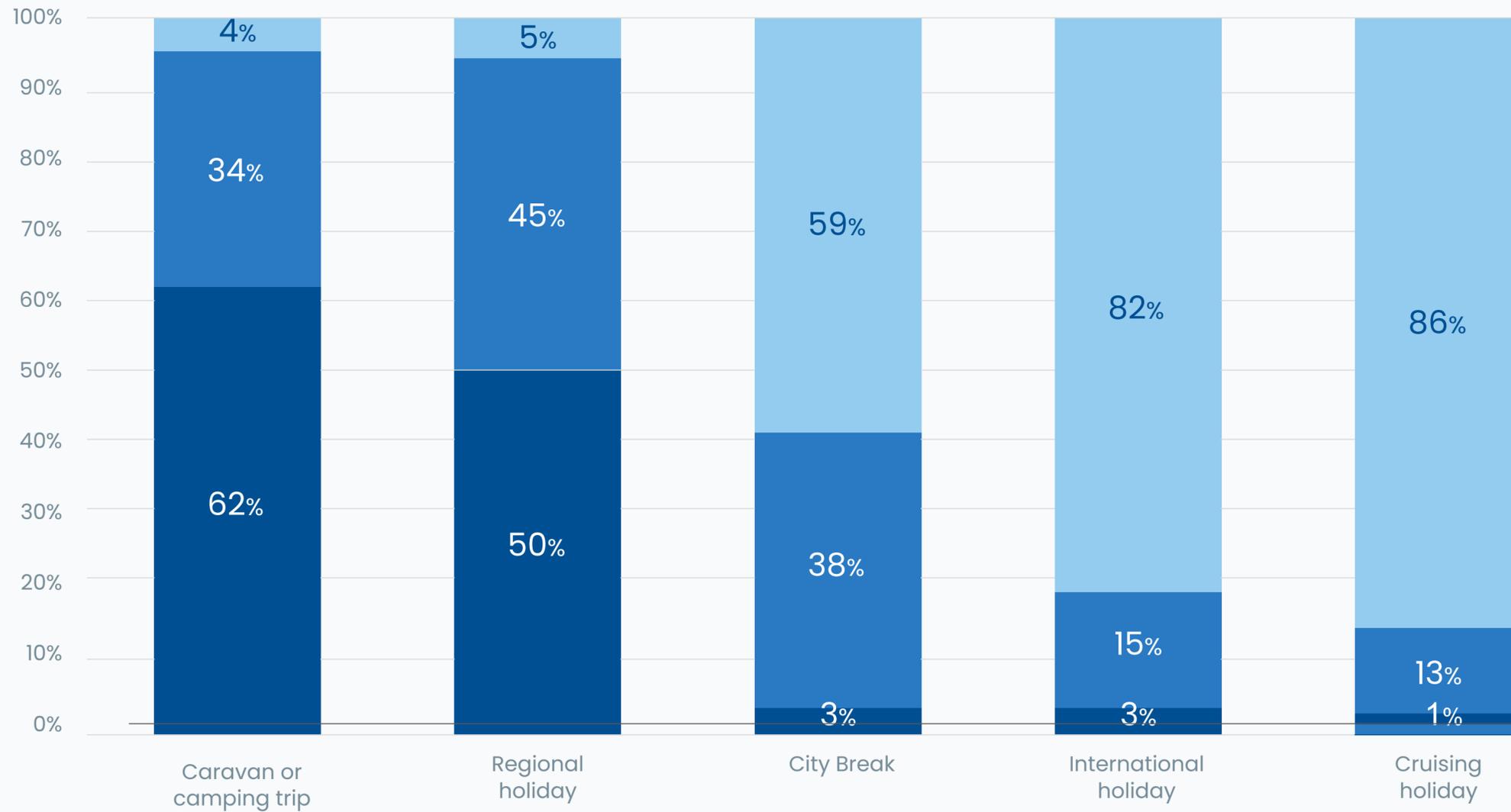
Industry Information

- As at January 2021, there were approximately 741,000 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.

Growing addressable market for Camplify
6,161 RVs on the platform = <1% of TAM



● More Likely
 ● About the same
 ● Less likely



Sentiment of Australian tourists

- 14 million caravan and camper trips were completed in 2020 representing a rise of 9% on the previous year.
- Trend showing increased demand for domestic travel



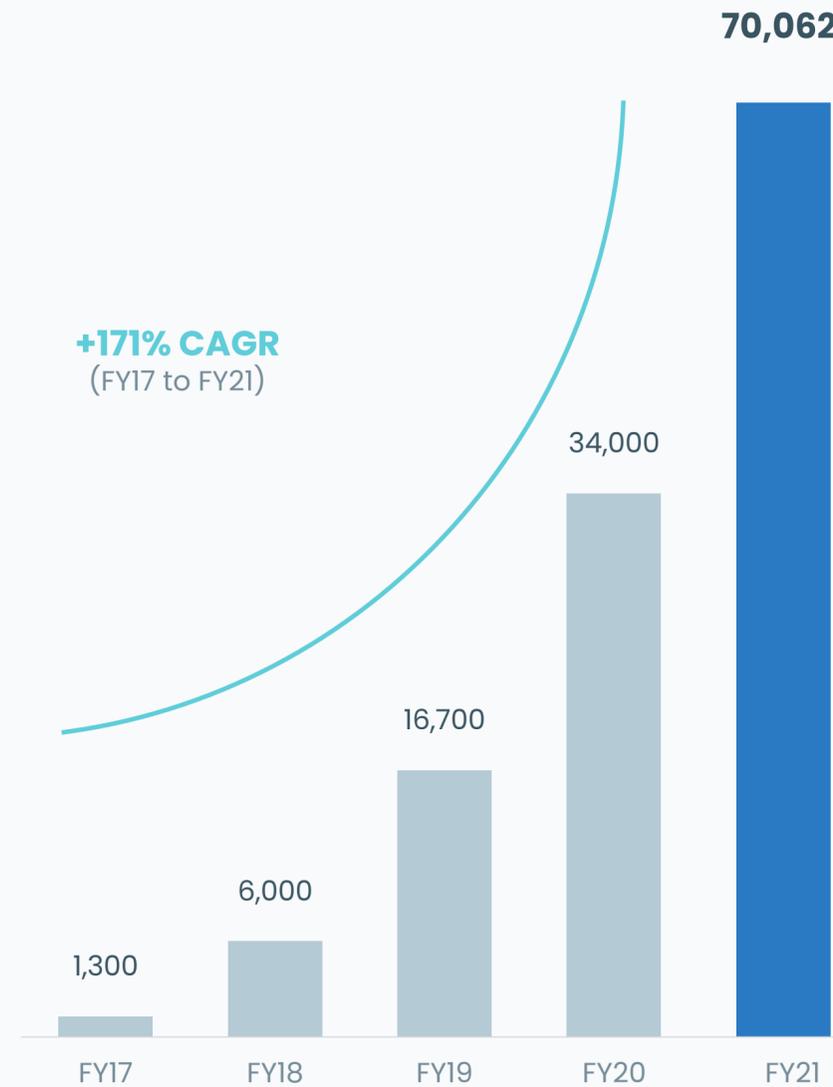
62% of Australian holidaymakers more likely to take a caravan or camping trip

Growing Hirer & Owner community

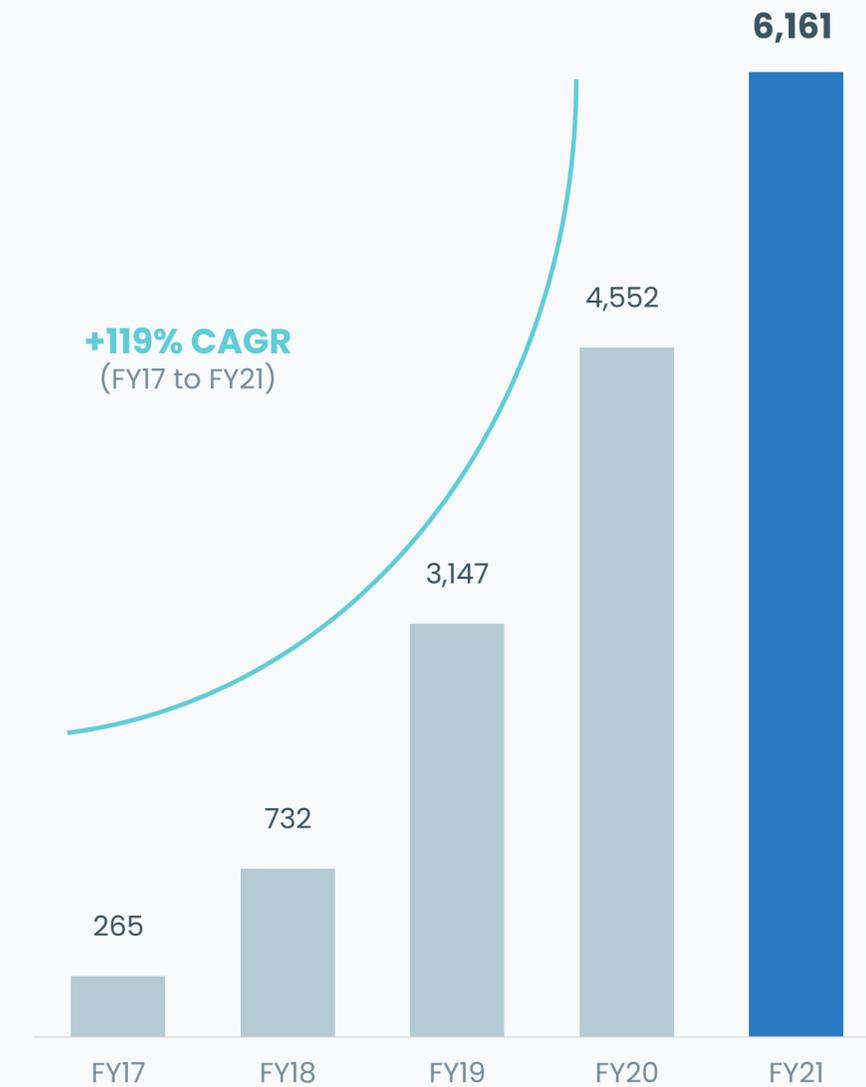
- Strong platform growth has been achieved at strong CAC performance due to a combination of network effects, referrals, industry tailwinds and inbound marketing initiatives
- Platform investment allowed Camplify to scale with new customers and increased GTV with limited operational spend

50% of owners have earned over \$5,000 on Camplify

Number of cumulative Hirers



Number of cumulative RVs



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

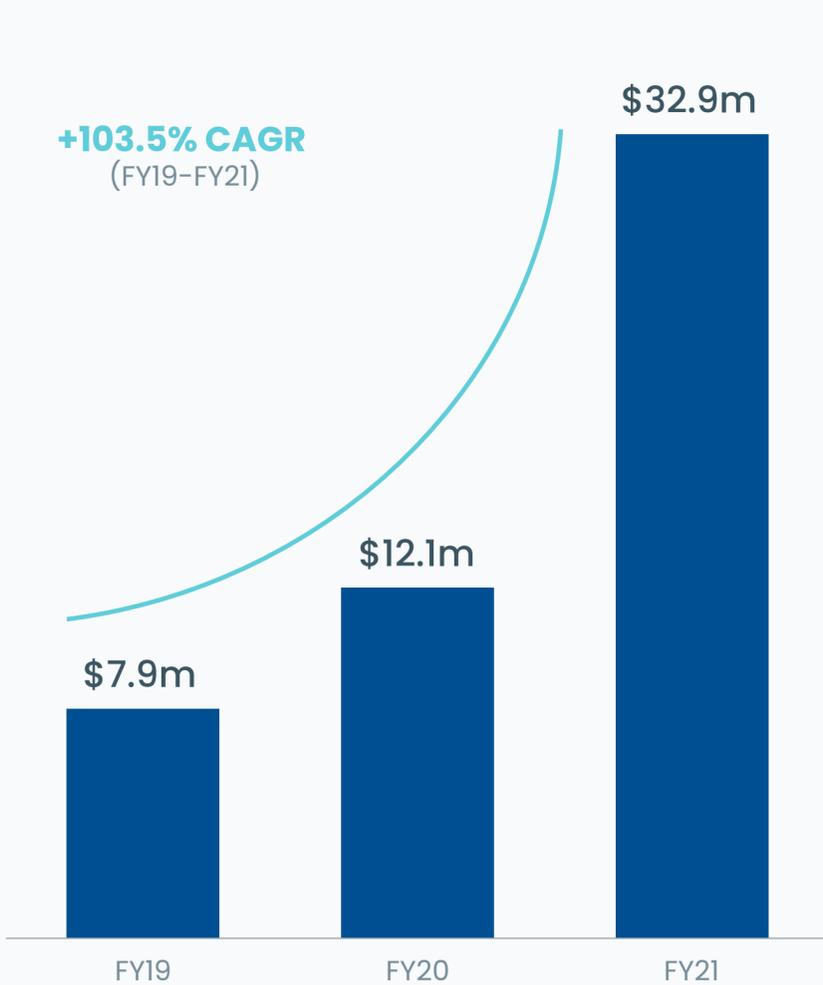
A group of four people are sitting around a campfire at dusk. The scene is set outdoors, with a white van labeled 'Trixie' in the background. The people are dressed in outdoor gear, and the atmosphere is relaxed and social. The text '2. Key financial information' is overlaid on the image in a large, white, sans-serif font.

2. Key financial information

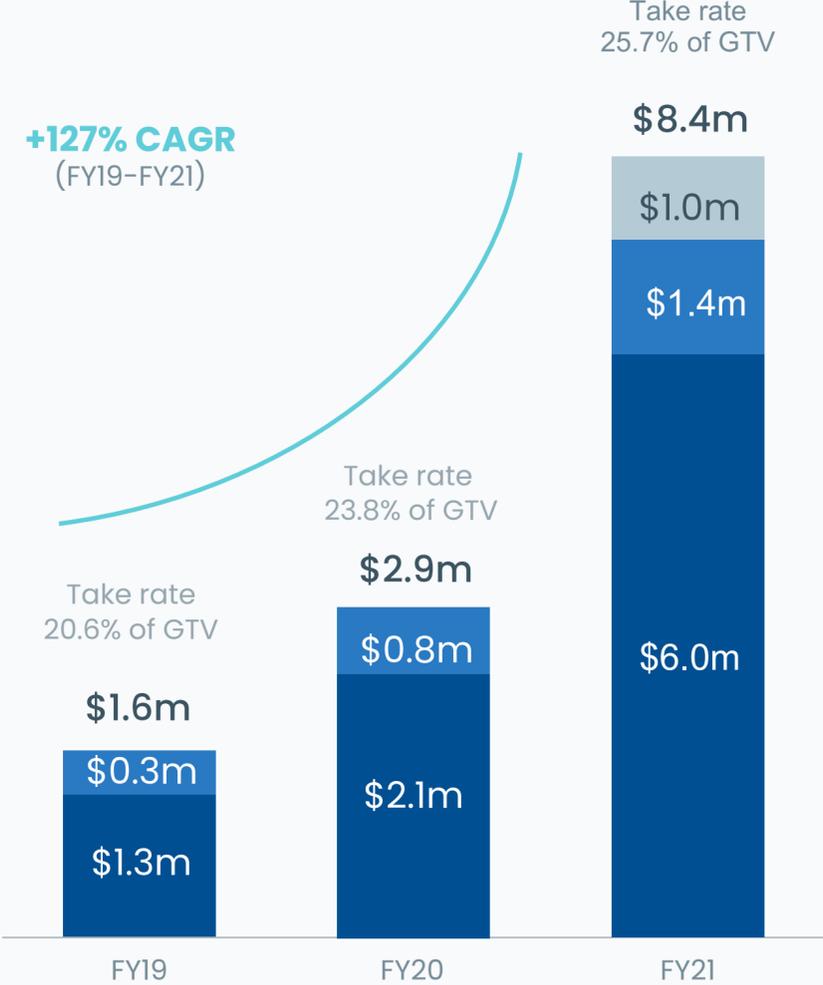
Financial Highlights

In two years, **Camplify has been able to grow its GTV by 3X** whilst improving its take rate and maintaining its gross profit margin.

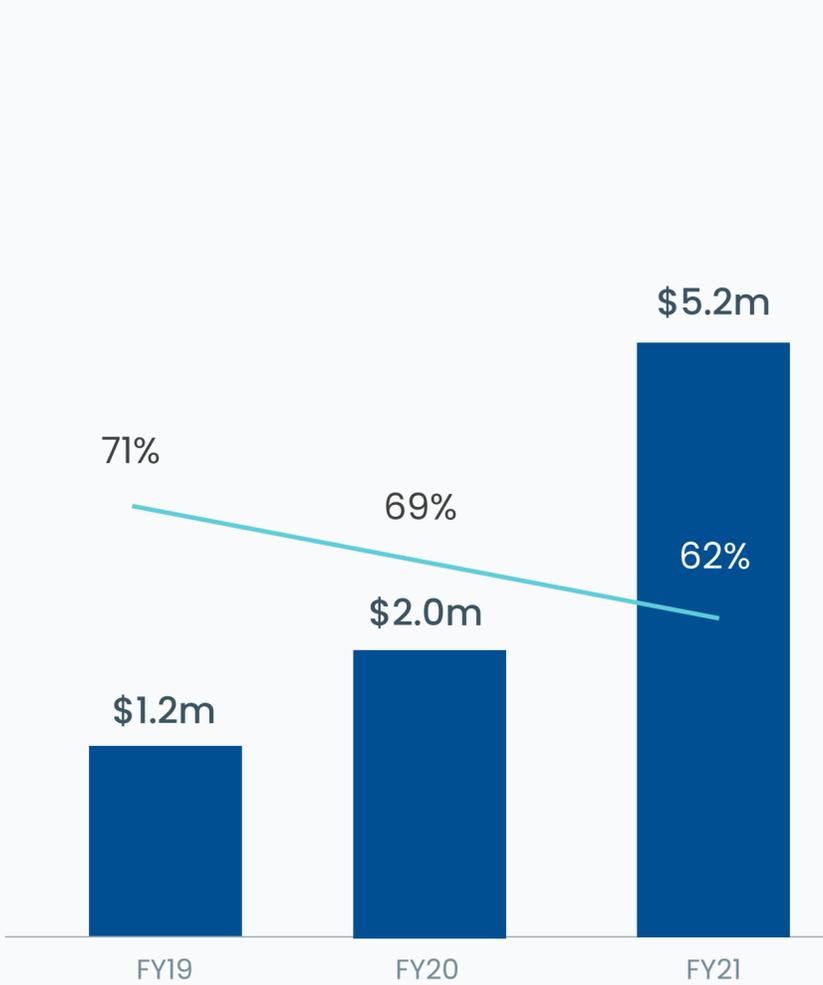
Gross transaction value



Revenue and take rate



Gross profit and margin



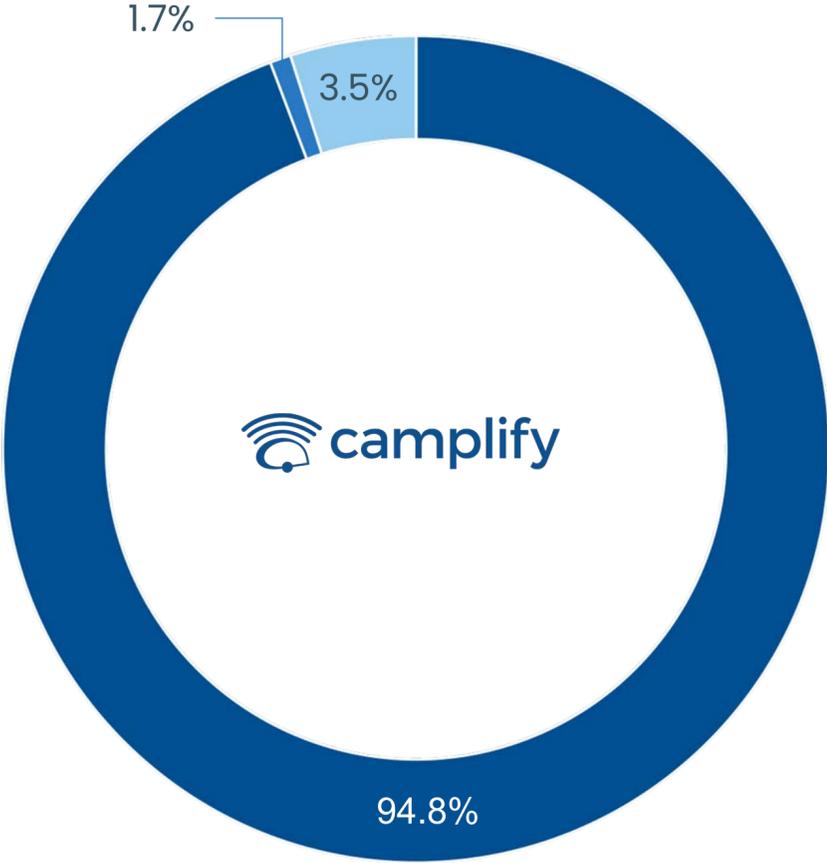
● Hire revenue ● Premium memberships ● Others

● Gross profit — Gross profit margin (%)

Note: the reduction in gross profit margin is due to effect of sales of Vans. Gross profit margin is at 68% FY21 excluding the sales of Vans.

Key operating metrics

Geographical Segments FY21 GTV



● Australia ● New Zealand ● UK & Europe

Australia remains the largest contributor of GTV; other countries have shown strong growth.

The surging amount of GTV in Camplify platform was fueled by...

...the increasing number of Hirers using the platform has more than quadruple...

...paired with the growing number of readily available RVs which has tripled in the past two years

Financial metrics	FY19	FY20	FY21
Gross transaction value (GTV) (\$m)	7.9	12.1	32.9
GTV Hire (\$m)	7.6	11.3	30.4
Premium memberships (\$m)	0.3	0.8	1.4
Other (\$m)	-	0.1	1.1
Total DTV growth (%)		53%	171%
Amounts paid to owners (\$m)	6.3	9.3	24.5
Amounts retained to Camplify (Total revenue) (\$m)	1.6	2.9	8.4
Proportion retained by Camplify (%)	21%	24%	26%
Gross profit margin (%)	71%	69%	62%*

*Note: Gross profit margin without Van sales was 68% FY21

Hirers' metrics	FY19	FY20	FY21
Total number of Paying Hirers in the platform	16,729	33,954	70,062
growth		103%	106%
Total number of Booking made	9,625	13,424	30,651
growth		39%	128%
Average booking Value (\$)	790	870	1,020
Owners' metrics	FY19	FY20	FY21
Total number of RVs available in the platform	1,800	3,000	6,161
growth		67%	105%
Number of RVs subscribed to Premium Membership		985	2,063
growth			109%

\$ Millions	FY19	FY20	FY21
Revenue	1.6	2.9	7.7
Hire revenue	1.3	2.1	6.0
Premium membership fees	0.3	0.8	1.5
GPS tracker revenue	0.0	0.0	0.1
Others	0.0	0.0	0.2
Cost of sales	(0.4)	(0.9)	(2.6)
Hire COGS	(0.1)	(0.3)	(1.0)
Premium membership COGS	(0.3)	(0.6)	(1.5)
GPS tracker COGS		(0.0)	(0.0)
Gross profit (excl. van sales)	1.2	2.0	5.1
Gross profit margin (excl. van sales)	71%	69%	68%
Van sales revenue	0.0	0.0	0.7
Van sales COGS	0.0	0.0	(0.6)
Gross profit (van sales)	0.0	0.0	0.1
Gross profit margin (van sales)	0%	0%	8%
Gross profit	1.2	2.0	5.2
Gross profit margin	74%	69%	62%
Employee benefits expense	(1.3)	(2.7)	(4.0)
Marketing expense	0.6	(1.0)	(1.5)
Operations expenses	0.7	(0.6)	(1.4)
Administration expenses	1.0	(0.5)	(1.2)
Operating expenses	(3.6)	(5.0)	(8.0)
Other income	0.2	0.7	0.6
EBITDA	(2.2)	(2.3)	(2.2)
Depreciation and amortisation	(0.0)	(0.1)	(0.1)
EBIT	(2.2)	(2.4)	(2.3)
Net interest income/(expense)	(0.0)	0.0	0.0
Profit/(loss) before tax	(2.2)	(2.4)	(2.3)
Income tax benefit/(expense)	0.0	0.1	0.2
Net profit/(loss) after tax	(2.2)	(2.3)	(2.1)

Income Statement

Commentary:

- Growth in GTV, reflecting an increase in:
 - the number of bookings year-on-year
 - average booking value hence the length of each booking.
- Growth in premium membership revenue reflecting the number of Owners purchasing premium membership products.
- Revenue grew nearly 3x from FY20 to FY21.
- 62% gross profit margin FY21 due to impact of Van sales (8% gross profit margin); Gross profit margin remains at ~68-69% excluding Van sales.
- Slight improvement in EBITDA driven by revenue growth and improvement in operational efficiency

Cash flow statement

Commentary:

- Significant improvement in cash flow from operations from -0.7m In FY19 to 2.4m in FY21F
- FY20 to FY21 working capital movement reflects the increase in cash inflow for bookings
- The significant increase in FY21 working capital movement reflects the continuing increase in cash inflow for bookings in advance as well as the continued growth in GTV with 25% of the booking value being received on behalf of the Owner at the time the booking is made

\$ Millions	FY19	FY20	FY21
EBITDA	(1.6)	(2.3)	(2.1)
Change in working capital	(0.9)	(1.9)	(4.5)
Non-cash items	0.0	0.0	0.0
Cash flow from operating activities	(0.7)	(0.4)	2.4
Capital expenditure	(0.1)	(0.1)	(0.1)
Transfer to/from interest bearing deposit	0.0	4.0	0.0
Free cash flow	(0.8)	3.6	2.2
Proceeds from borrowings	0.0	0.0	0.1
Proceeds from issue of shares	5.2	0.0	14.2
Lease payments for right of use assets	0.0	(0.0)	(0.1)
Net cash flow	4.4	3.5	16.4

Balance Sheet

Commentary:

- Capital light model
- Strong net cash position in order to take advantage of growth opportunities post listing
- Only debt within the group was a GBP 50,000 government backed loan available under the UK Government's response to the COVID-19 pandemic (Bounced Back Loan). This debt will be repaid in Q1 FY22.

\$ Millions	FY20	FY21
Assets		
Current Assets		
Cash and Cash Equivalents	4.7	21.1
Trade and other receivables	1.0	7.9
Inventories	0.0	0.2
Other assets	0.0	0.5
Total current assets	5.7	29.6
Non-current assets		
Property, Plant and equipment	0.1	0.2
Intangible assets		
Other assets	0.1	0.6
Total non-current assets	0.2	0.8
Total assets	6.1	30.6
Liabilities		
Current liabilities		
Trade and other payables	3.8	12.4
Other liabilities	0.3	3.6
Total current liabilities	4.1	16.1
Non-current liabilities		
Financial liabilities	0.0	0.1
Provisions	0.0	0.1
Lease liabilities	0.0	0.3
Total non-current liabilities	0.0	0.4
Total liabilities	4.1	16.5
Net assets	2.0	14.1
Equity		
Share capital	7.8	7.8
Pre-IPO capital raising	0.0	3.5
IPO capital rising	0.0	11.5
ASX listing costs	0.0	(0.8)
Accumulated loses	(5.8)	(7.9)
Forex Reserves	0.0	0.0
Total equity	2.0	14.1

Note:

1. Pre-IPO Capital Raising: Reflects the increase in Cash and cash equivalents as a result of the receipt of the proceeds on the pre-IPO capital raise of \$3.5 million completed on 31 March 2021.

2. IPO Capital Raising: Reflects the expected increase in Cash and cash equivalents as a result of the receipt of the proceeds of the Offer (\$11.5 million), assuming the issue of 8.1 million new Shares at \$1.42 per share, completed on 28 June 2021.

3. ASX Listing Costs: Reflects Camplify's estimate of the total transaction costs that relate to the IPO Offer and ASX listing. Total Offer costs (including third-party advisor costs) at \$1.1 million which are split between \$0.3 million expenses in the income statement and \$0.8 million offset against equity.

An aerial photograph of a coastal road. A white motorhome is driving on the road, which curves along a rocky coastline. The ocean is visible to the right, and a grassy hillside is to the left. The overall scene is dimly lit, suggesting dusk or dawn.

3. Operational Performance

Market Performance

Australia	166% GTV Growth	181% Revenue Growth	126% Booking Growth	44% Fleet Growth
New Zealand	494% GTV Growth	347% Revenue Growth	497% Booking Growth	12% Fleet Growth
UK	221% GTV Growth	523% Revenue Growth	125% Booking Growth	11% Fleet Growth
Spain	N/A* GTV Growth	N/A* Revenue Growth	N/A* Booking Growth	N/A* Fleet Growth

* Spanish market was a new market for FY21 and not operating in FY20

COVID Response

Camplify is a COVID acceleration story. The Post COVID lockdowns in all regions have seen an increase in bookings and revenue as customers surge to experience domestic tourism.

This exposure for Camplify has meant a new audience has developed, enabling future activations, and recurring customers

Source: Caravan Industry Association of Australia, 2021
 Source: VisitBritain, COVID-19 Consumer Sentiment Tracker, 2021

Camplify Response

Camplify developed an automated credit system and policies to enable a simple rebooking process for customers, this combined with COVID safe training, and processes as an immediate response to the pandemic

Automated credit system for rebooking

3 tier cancellation policies with customer automation

COVID safe handover processes and procedures

Camplify Recovery

While bookings dropped significantly for March/April 2020 the recovery in revenue happened quickly

RVs by nature are self contained and self isolating. They enable customers to travel to remote isolated areas

Australia saw 12 rolling regional lockdowns in FY21, with metropolitan Victoria being in lockdown for over 50% of the year. Despite this Camplify grew by 166% GTV (pcp)

Spain and the UK were in travel restricted lockdowns for over 6 months of the FY21. These markets recovered quick with the UK experiencing 221% GTV growth (pcp)

The Industry

The caravan and camping experience is self isolating. It is recovery steep and demand has been increasing as consumers want to have the freedom to travel

RVs by nature are self contained and self isolating. They enable customers to travel to remote isolated areas

52% of British citizens are planning a camping trip for 2021

62% of Australians are more likely to prefer a caravan trip post COVID-19

Ramping up for success

Camplify is on a road built for growth.

Over the past 3 years we have averaged over 103% CAGR achieving 170% global GTV growth (pcp) in the last 12 months.

CHL is undertaking a number of projects to enable our continuation of scale, in a challenging everchanging COVID market

- **Empowering customers** is key to our scale and growth, allowing our customers to provide more self service, and flexibility through investment and development in our platform. Camplify has focused on building and improving our tech stack, to allow our customers the freedom to be nimble and change with the COVID environment.
- **Fleet growth** has been a core focus of our operations team, onboarding more customers at faster rates than ever before. Technology is being leveraged to enable further and faster fleet growth
- **Introducing more hirers** to Camplify than ever before is our objective every year. With over 51,000 new customers in FY21, and 20.6% returning our platform we have shown our ability to scale and with further innovation and team developments, we are ready for further growth.
- **Revenue remains a core focus** of the Camplify team, by expanding our product offering and servicing more customers our team has been about to enable growth while delivering strong increase in take rate. Camplify continues to expand our product offerings to suit the needs of customers and increase transaction values

4. FY22 Outlook

FY22 Outlook

FY21 Trends:

- GTV pcp +170%
- Fleet pcp +35%
- Revenue pcp +192%
- Bookings +128% pcp
- Retained hirers 20.6%
- Take rate 25.7%

FY22 will be another year of growth and scaling.

Despite 12 rolling lockdowns in FY21, Camplify saw strong growth in all markets, in all key metrics. This growth was achieved with low levels of consumer confidence. State border restrictions, and locking in the Australian market, country wide lockdowns in the Spanish and UK markets. It is expected that FY22 will be impacted by COVID restrictions and localised lockdowns in some manner.

However localised regional short contained lockdowns have limited impact on GTV results. These lockdowns have shown a trend of increasing demand significantly once restricts are lifted. Based on the vaccine rollout programs in all countries, and the Australian government roadmap, long term lockdowns and state border restrictions should diminish in FY22. International travel however in the Australian market is likely to be significantly restricted.

As domestic travel becomes simpler and easier for consumers, volumes in bookings above corresponding FY21 results is expected, due to pent up demand. Camplify has already experienced this in Q4 FY21 in the UK market as restrictions eased and consumer confidence began to build.

FY22 for Camplify will be about scaling and growing in both customers, market share, and new product development. Camplify will invest from its recent capital raise into growth and scale to enable consumer activity as travel becomes a key spend for households in FY22.

Growth focus

Camplify is a growth focused business that enables core product, and geographic growth and vertical integration growth in core markets

Product innovation

Developing the existing product suite that complement RV rental



GPS tracking product



Online stores

Increased penetration

Attracting and retaining Owners and Hirers can lead to increased market share



Organic growth channels



Paid channels



Partnerships

Revenue Expansion

Camplify continues to work with customers and suppliers on integrated products that meet our customer needs and expand our revenue



Online RV Ordering



Subscription products



Finance products

Developing New Products

Camplify is an innovative evolving company.

To begin FY22 Camplify has launched two new product innovations.

- 4x4 rentals
- RV ordering platform

Tow Vehicle Rental

From this week, Camplify Premium Members will be able to list tow vehicles for rental from hirers.

This change allows our hirers to rent both the tow vehicle and a caravan from Camplify.

As a key strategic objective of enabling more hirers to experience Camplify, the addition of SUV tow vehicles opens up the market for more customers to be able to hit the road with Camplify and take on that great Aussie adventure.

- SUV's now make up over 49% of vehicles sold in Australia
- Utes are the biggest selling cars in Australia (HiLux & Ranger)
- Camplify will be the only rental marketplace in Australia to rent a tow vehicle

Online Ordering of RVs

The recently launched Camplify RV ordering platform enables Camplify RV customers to be able to manage their rental fleet and order new caravans directly from the manufacturers.

This platform changes the way RV fleet owners engage with vehicle companies. By working with manufacturers and enabling customers to order direct, Camplify is simplifying the approach and creating a more competitive landscape for customers.

- Camplify exclusive range only available via our platform
- Competitive deals and simple process
- Finance relationship for customers via MoneyMe

Marketing approach

Build fleet
through RV Owner acquisition

From a new motorhome to a golden retirement

Hire your van out and join thousands of owners who are changing their lives by earning an extra \$10,000 a year.

Luke Kent
Joined Camplify
on 2018

Learn more at camplify.com.au/for-owners

camplify

Share your van 1-2 times a month and escape 9-5 forever.

Hire your van out and join thousands of owners who are changing their lives by earning an extra \$10,000 a year.

Learn more at camplify.com.au/for-owners

camplify

Your van isn't just an investment. It's an investment in quality of life.

Hire your van out and join thousands of owners who are changing their lives by earning an extra \$10,000 a year.

Learn more at camplify.com.au/for-owners

camplify

Build hirers through strong digital marketing, beautiful content, marketing partnerships, and influencer marketing

urbanlistsyd

THE BOTANIST
Mazzy

tarnijai

@CAMPLIFYANZ X @02SHOT

ONE MORE DAY LEFT IN
@DOLCESOLECAMPER & @02SHOT
THEN OFF TO BYRON BAY

OPEN ROAD
CAMPERING

teganphillipa

Our home on wheels
@dolcesolecamper

@camplifyanz

#australia
#southaustralia
#camplify

BILLABONG

WIN THE ULTIMATE ROAD TRIP!

SIGN UP TO OUR DATABASE BELOW FOR YOUR CHANCE TO WIN A 10 NIGHT CAMPLIFY TRIP, 2X \$500 BILLABONG VOUCHERS, AND 2X \$500 ADRENALINE VOUCHERS.

SWIPE UP TO ENTER

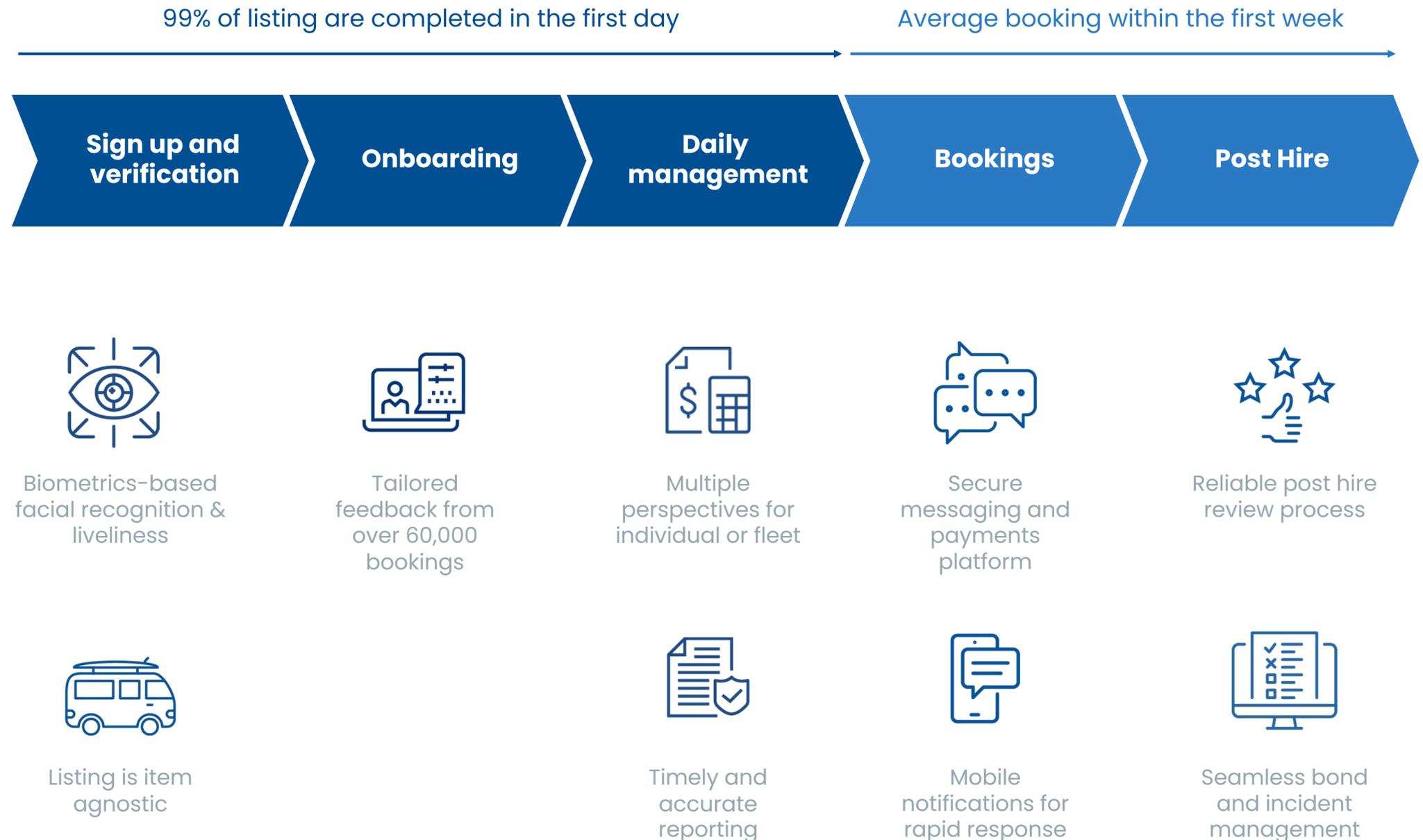
camplify adrenaline

Technology Platform

Camplify Technology Platform Pillars

- In FY22 Camplify will invest significantly on further development of its technology platform
- This platform empowers Owners with marketing opportunities and integration with custom sites
- Provide a trustworthy, secure environment for both owners and hirers to generate experiences
- Provides a purpose built invoicing, reporting, and booking engine

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

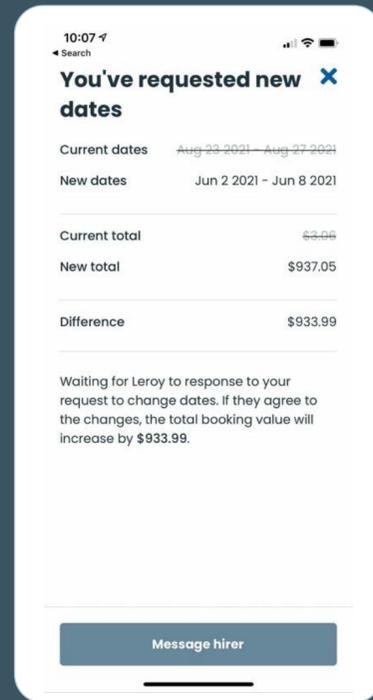


Continuous booking engine improvements

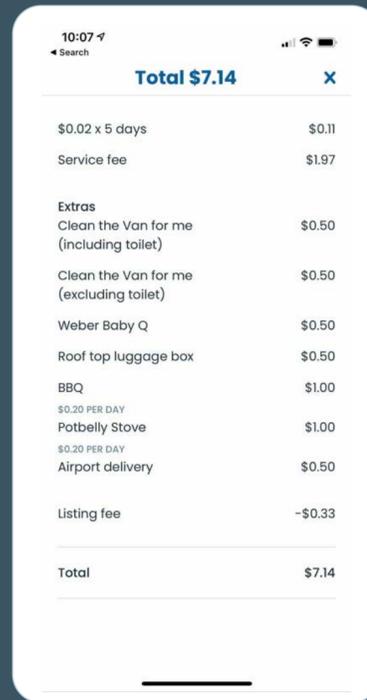
Camplify is investing in new dashboards for RV Owners, and providing them with an improved tool to more effectively respond to customers, manage their RVs, and run their rental fleet

RV Owners

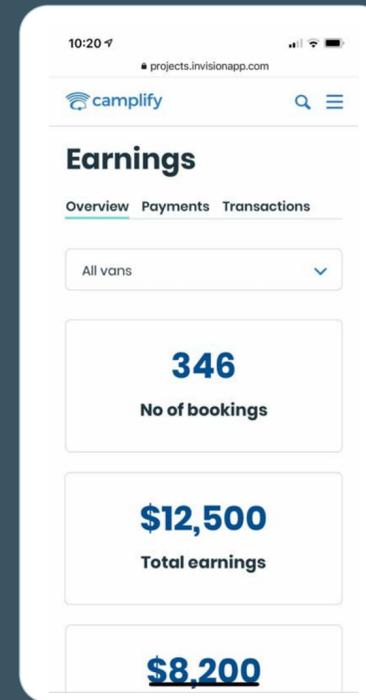
Self-service Edit Booking



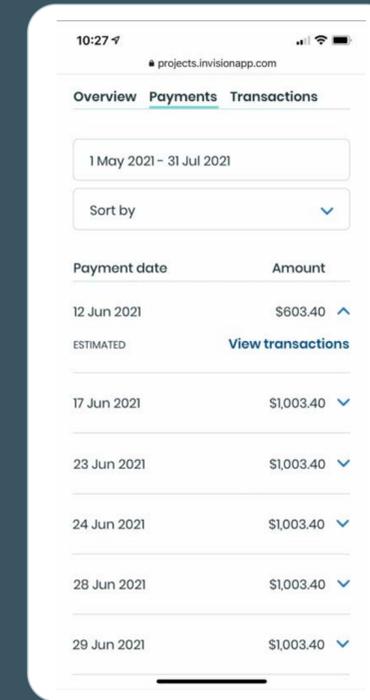
Payment Breakdowns



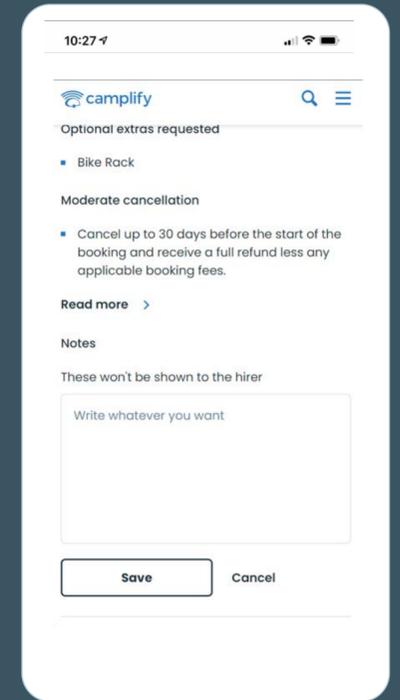
Earnings



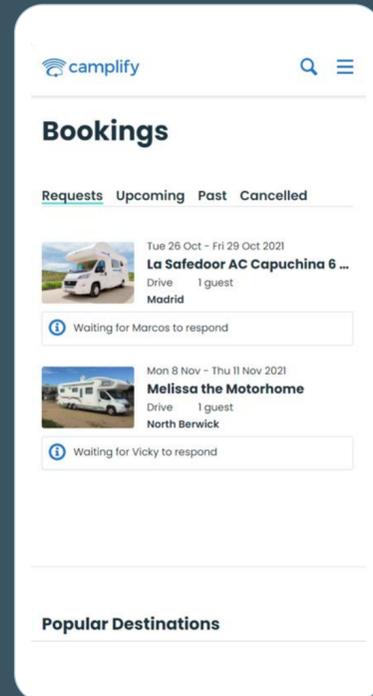
Payments



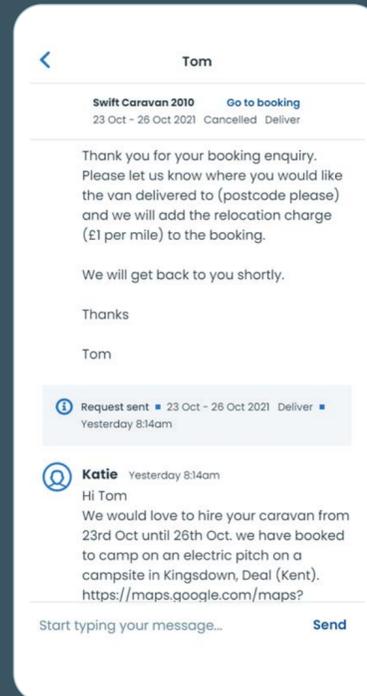
Private Notes



International Bookings



Messaging



UX improvements



Hirers

- Internal Invoicing and payments system
- Automated Credits for paid cancellations
- International Logins
- Focus on UX with owners and hirers
- Ratings trust system
- ID and vehicle verification process
- RV handover checklists
- RV insurance
- Roadside assist
- 24/7 customer support

5. Appendix

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 operates an online platform and is heavily reliant on information technology to make the Company's platform available to users. The platform uses software created exclusively by the Company. The Company's business also depends on the performance and reliability of internet, mobile and other infrastructure, which is outside of the Company's control. 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, or the hosting arrangements or third-party integrations terminated, 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. This may adversely affect the Company's ability to attract and retain users to its platform which in turn may have a material adverse impact on the Company's reputation, financial performance and growth prospects, particularly if the interruptions continue for a prolonged period of time.
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 & 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

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 alternative 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, directors and officers liability, workers compensation and cyber insurance. The Company also has in place what it considers are adequate levels of insurance for RV fleet cover for its operations. There is a risk that the Company's insurance may not be adequate in coverage, valid in overseas jurisdictions, may not insure all risks, may not be able to be claimed against in respect of losses or may not be renewed. 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.

End