

Camplify Holdings Ltd

A.C.N 647 333 962

42 Union Street Wickham NSW 2293

PO Box 7 Wickham NSW 2293

Ph: 02 4075 2000



ASX Announcement

15 May 2024

PaulCamper migration update

Camplify Holdings Limited (“CHL” or “the company”) wishes to provide an update to the market regarding the migration and integration of the PaulCamper GmbH (“PaulCamper”) platform.

On 1st February 2024, CHL began the migration project to move PaulCamper users to a single global platform.

This project was scheduled to run for a 30 day process and return to normal business operation was expected. Due to technical complexities, and customer migration issues, this project was extended, and the technical migration and customer management was completed at the end of April.

The platform migration, and challenges in customer transition, has had a material impact on customer bookings and activity for the period of the migration. This impact has had a flow on effect to FY24 revenue for CHL of a reduction in revenue for the year of between \$3.5m - \$4m

With this migration now complete, key metrics and trends show CHL returning to normal trade in the PaulCamper markets by June FY24. This will allow CHL in FY25 to execute its key strategy of additional product rollouts and achievement of group synergies.

With the migration project now largely complete, this has allowed CHL to improve its operational effectiveness, and cost savings. These savings will be in the order of \$3m - \$4m for FY25. This enables CHL to accelerate growth in our core European markets in FY25.

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While the integration process has been more challenging than anticipated, CHL remains confident in the long-term rationale for the migration, and strategic value for the business and shareholders.

CHL remains positive about the long term success and growth of the business in Europe.

The remainder of the CHL markets remain well supported from consumers and inline with expectations.

CHL will provide a further update on the business at our shareholder presentation day on the 22nd of May 2024.

Join the CHL investor update call

An investor briefing will be held via Zoom at 11am AEST on 15 May 2024.

You can register for this Zoom conference call via the link:
https://us02web.zoom.us/webinar/register/WN_m4voYuCPQnSKsPe186PmaA

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For further information please contact:

Media Enquiries

Alastair McCausland

media@chl.global

+61 (0) 418 837 428

Investor Relations

www.chl.global

investors@chl.global

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, PaulCamper and Rent a Tent, the CHL Group operates one of the world's

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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.