



# Investor Presentation

Camplify Holdings Limited – June 2023

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# Acknowledgement of country

We pay our respects to the traditional owners, their elders past and present, and the value their care and custodianship of these lands. CHL is a proud Newcastle company built on the lands of the Awabakal & Worimi people. Today, we present on the lands of the Gadigal people and pay our respects to the traditional owners, and their elders past, present and emerging.







# Agenda

01

Chairman: Travel and Tourism board overview

02

Caravan Industry Association: Industry overview

03

CEO Address

04

CFO: Modelling overview

05

CMO: Marketing strategy

06

CEO MyWay: MyWay overview and strategy

06

CEO: Summary



# Our brands

myway



camplify





# Adventure travel reimagined





# Our mission

To cultivate adventure travel and entrepreneurship by making the outdoors accessible to all through innovative and scalable tech solutions.







# Our vision

A world where outdoor adventures  
and RV travel are accessible to all.





# Our Board



**Trent Bagnall**

Chairperson and  
Non-Executive Director



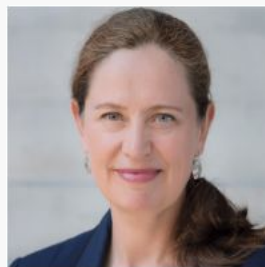
**Justin Hales**

Chief Executive Officer  
and Executive Director



**Andrew McEvoy**

Non-Executive Director



**Helen Souness**

Non-Executive Director



**Karl Trouchet**

Non-Executive Director



**Stephanie Hinds**

Non-Executive Director



# Industry overview





# Industry information (Australia)

- As at December 2022 there were over 792,000 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 still <1% of TAM

Source: Caravan Industry Association of Australia, 2022.  
Source: Caravan Industry Association Australia - Motor Vehicle Census Stats 2021  
Numbers are rounded to the nearest thousand



**15.1 Million Trips in  
2022**



**\$10.45 Billion in  
annual spend in  
2022 on drive  
holidays(+42% yoy)**



**89% Regional  
Australia**

**792,713**

66,291

726,422



**Camper vans**



**Caravans**

Registered RVs  
- 2022



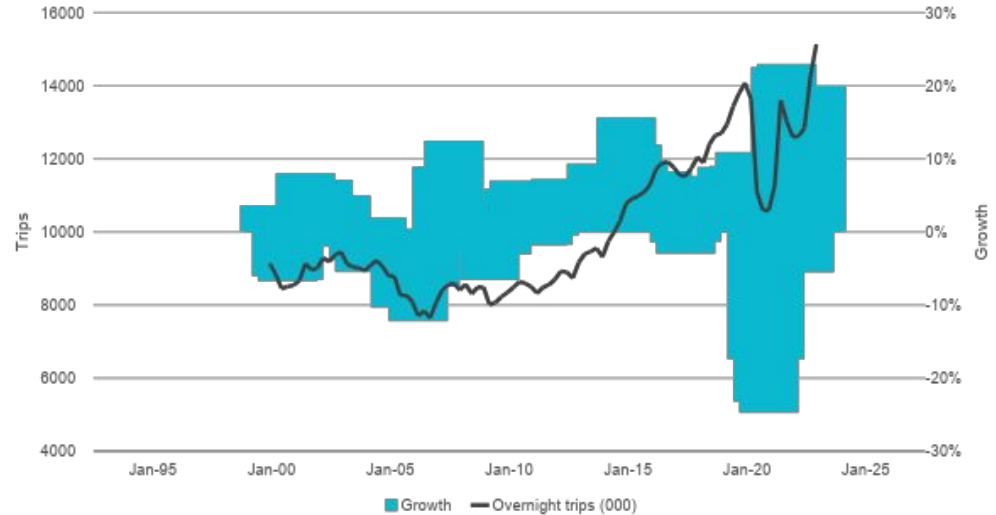


# Visitor Economy Performance

- Solid growth over the past decade
- Return to trend post COVID
- Caravan Park Occupancy up 4ppt YTD

Source: TRA, 2023

## Caravan and Camping Performance Visitors

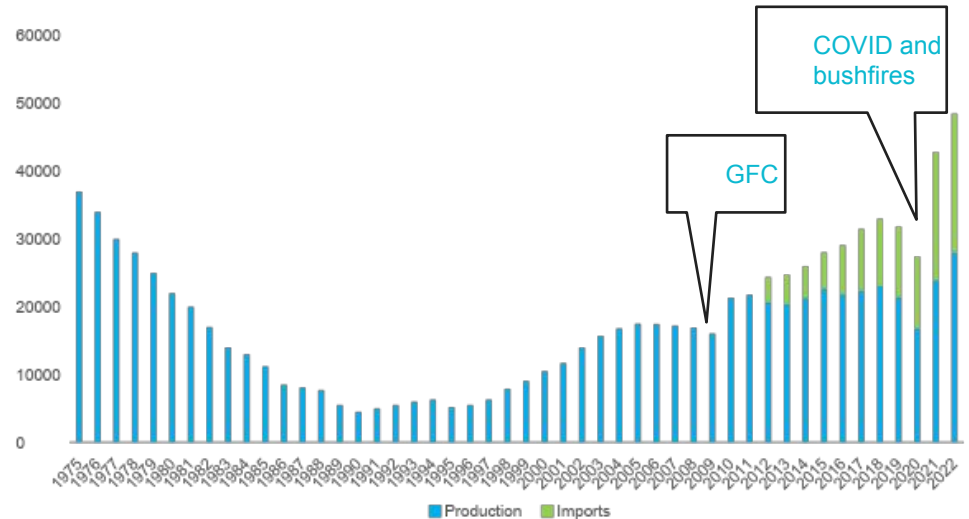


# Industry Performance

- 48,529 unit manufactured in 2022
- ~150k vehicles entered the market in the last 3 years
- YTD, local production up 21%
- YTD Imports up 1%

Source: NEMAustralasia, 2023

## RV Manufacturing and Imports 1975 to 2022



# Australian travel sentiment

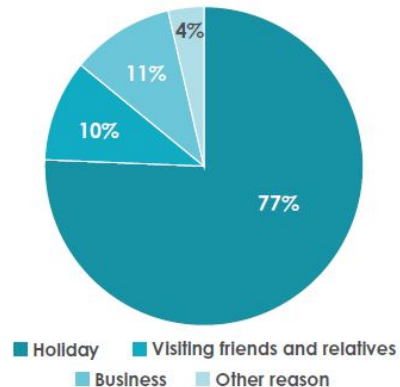
The majority of Australians rank travel highest on the discretionary spend list in 2023.

**70%** of Australians surveyed will purchase insurance for their travel in 2023

**3/4** Australians say leisure & enjoyment are primary motivations to travel in 2023\*

**77%** of Australians who are caravanning & camping do so for a holiday\*\*

Domestic Caravan and Camping Reason for Trip 2022



\*SOURCE: Luxury Escapes 2023 travel trends report

\*\*SOURCE: Caravan Industry Association - Caravan & Camping State of Industry 2023

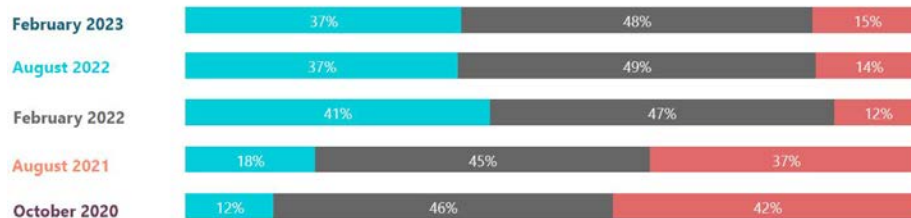
# Visitor Economy Outlook

- No significant decline in intention to travel, slight decline in spend.

Source: NEMAustralasia, 2023

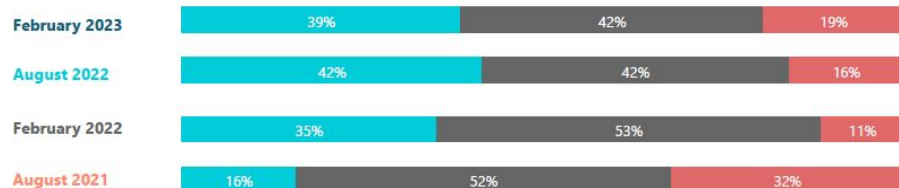
## FUTURE HOLIDAY INTENTION COMPARED TO PREVIOUS YEAR

● More ● About the same ● Fewer



## FUTURE SPEND INTENTION COMPARED TO PREVIOUS YEAR

● Spend more ● Spend about the same ● Spend less

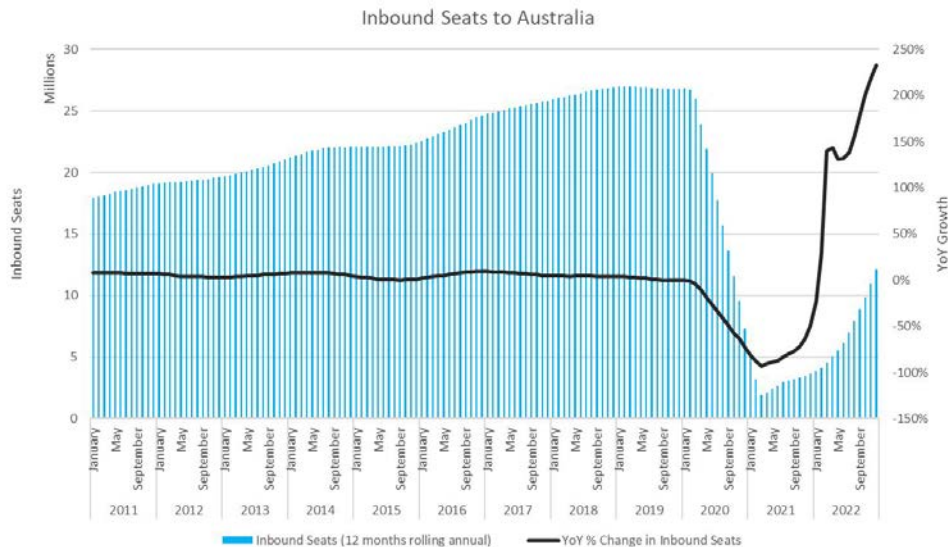


# International arrivals -42.7%

According to the Australian Bureau of Statistics the international arrivals into Australia still have not yet returned to their pre-covid numbers.

For period April 2018 to April 2019 the international arrivals were 9,271,580. The same comparable period, April 2022 to April 2023 the international arrivals were 5,308,760, down -42.7% yoy.

With Camplify's exceptional YTD growth we are looking forward to the international numbers returning to their pre-covid levels over the course of the next 24 months to further excel and service the demand for the international arrivals and ensure outdoor adventures and RV travel are accessible to all.





# Key takeaways

- Demand for travel remains high, however how people travel, will change.
- International inbound is yet to return, opportunities for the industry.
- Not all our consumers are going to feel economic pain and many Australians have invested into the RV lifestyle in the last 3 years.
- Businesses such as Camplify, are critically important in keeping consumers connected to industry.
- Caravan and Camping offers diverse experiential propositions at different price points to meet economic conditions.
- Caravan and camping industry does well in times of crisis, and we remain cautiously optimistic.



# Introduction to Camplify Holdings Limited (CHL)



# Our values

## Empowerment

By sharing our technology, we empower others to launch their own businesses and cultivate financial freedom.

## Adventure

Adventure is at the heart of our company. By making outdoors adventures easier to experience, and simpler to book, we're bringing people together. And proud of it.

## Inclusivity

We embrace diversity, equity and inclusion in the outdoors and the workplace because adventure belongs to everyone.

## Innovation

As a tech startup at heart, technology and innovation remain key to our success. We're always looking for new and more efficient ways to do what we do.

## Simplicity

We keep things simple – whether it's the products we develop or the way we explore the world.





# Our Executive Team



**Justin Hales**  
Chief Executive Officer



**Andrea MacDougall**  
Chief Financial Officer



**Stephen Short**  
Chief Operations  
Officer



**Dirk Fehse**  
Chief Investment  
Officer



**Yulia Burkhart**  
Chief Integration  
Manager



**Joshua Fischer**  
Chief Revenue Officer



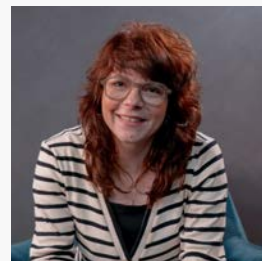
**Jonathan Milgate**  
Chief Technology  
Officer



**Alastair Mccausland**  
Chief Marketing Officer



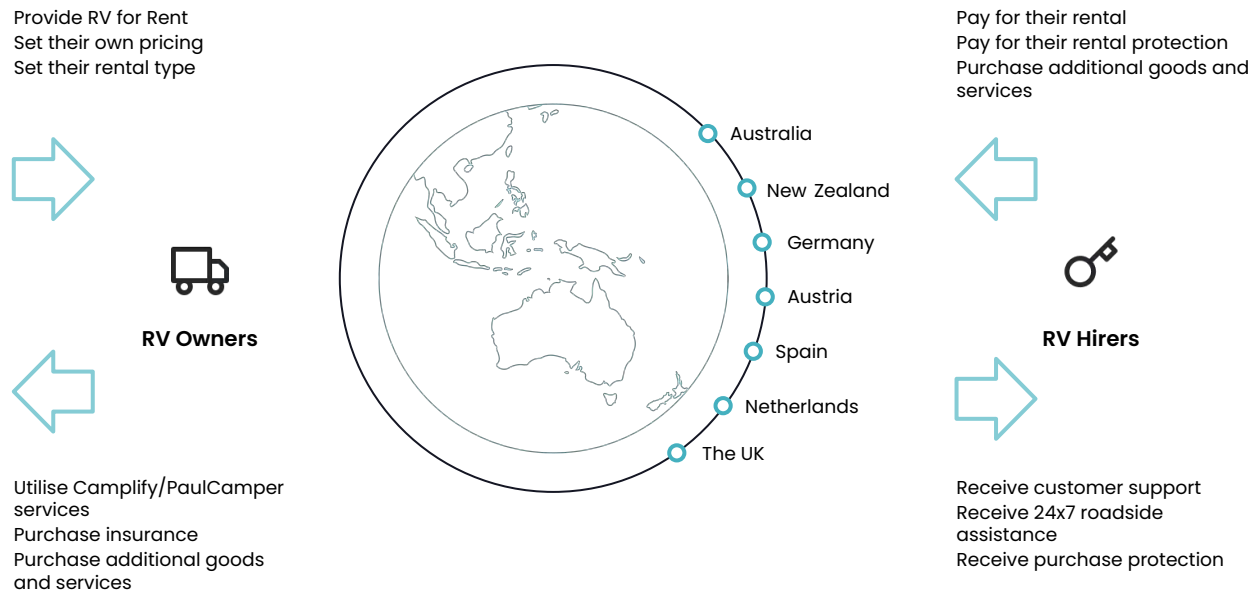
**Danny Tobisch**  
Chief Data & Analytics  
Officer



**Désirée Mettraux**  
Chief Executive Officer  
– MyWay

## P2P digital marketplace

CHL is the parent company of Camplify and PaulCamper and is one of the leading P2P digital marketplaces in Australia and Germany, respectively, **connecting Owners** of RVs such as caravans, campervans and motorhomes **to Hirers**.



## 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





# Why RV owners and hirers choose our brands

Camplify and PaulCamper provide significant value to our owners and hirers



## RV Owners

### Monetise underutilised assets

Owners earn approximately \$5,000 per vehicle with many Owners earning over \$15,000 per annum for their RV

### SMEs can offer a fleet

SMEs to make their fleet available and potentially multiply their returns

### High visibility & demand

RVs are marketed globally

### Transactions completed on platform

Providing comfort and security



## Hirers

### Rent assets short term, on-demand

See immediate availability of all RVs available from only \$60 per day

### Transparency

Hirers can compare between RVs

### Widest availability

Over 26,000 RVs available for rent

### Try before they buy

Hirers can try a range of vehicles before buying one for themselves





# Case studies: Owners building new businesses

- Premium membership allows Owners to list multiple RVs
- Monetise underutilised assets  
Cost of a typical RV is c.\$50k, Owners can earn c.5-12k a year providing a good ROI
- Create own SMEs



## **Julia & Sam,** Brisbane QLD

- Launched on Camplify in winter 2020 as local COVID-19 restrictions lifted
- Started as a side hustle has resulted in a full-time business, 'Open Road Campervans'
- In just 9 months, their fleet has expanded to three custom campers
- Secured \$90,000 in bookings since launching



## **Erin & James,** Sunshine Coast QLD

- Started their Camplify adventure in 2017
- Launched their hiring business 'Drifters' with their first custom-made campervan
- Invested a second campervan to meet demand
- The couple has earned \$110,000 since launching
- Helped holidaymakers enjoy more than 200 adventures

# Focus on Other Key Markets







# European expansion

- Camplify completed the acquisition of PaulCamper with operations in Germany, Austria, The Netherlands and the UK in H1FY23.
- This acquisition has the potential for revenue and cost synergies to be realised of the combined Camplify & PaulCamper businesses through product integration and scale of the combined business, accelerating Camplify's pathway to profitability.

\*Headline numbers are forecast calendar year 2022 which includes actuals until June 2022. Source: The world bank data - International tourism, number of arrivals - Germany<sup>1</sup>.

CY22 headline numbers*	\$57.9m AUD GTV	12,965 fleet	14.68%
\$132.4m AUD GTV pro-forma combined	PaulCamper is a leading European founder-led, peer-to-peer RV booking platform.	40,549 bookings Across all PaulCamper operated countries.	of the 12,449,000 International arrivals into Germany in 2020 were from Australia <sup>1</sup> .




## Strategic acquisition

In FY23 Camplify announced and completed the acquisition of PaulCamper.

This acquisition positions Camplify as a leading operator in the European market.



PaulCamper

EU positioning			
Camplify will continue to develop the EU market to show further growth and opening up of the market, leveraging our global market position.	Doubled the size of the existing Camplify business – fleet size, bookings, gross profit, and customers.	Creates a significant beachhead in Europe with a footprint for further European organic expansion.	Securing the largest market in Europe, Germany.



# The European market opportunity

**5.6M** privately owned RVs in Europe <sup>3</sup>

**345** days per year private RVs remain unutilised <sup>4</sup>

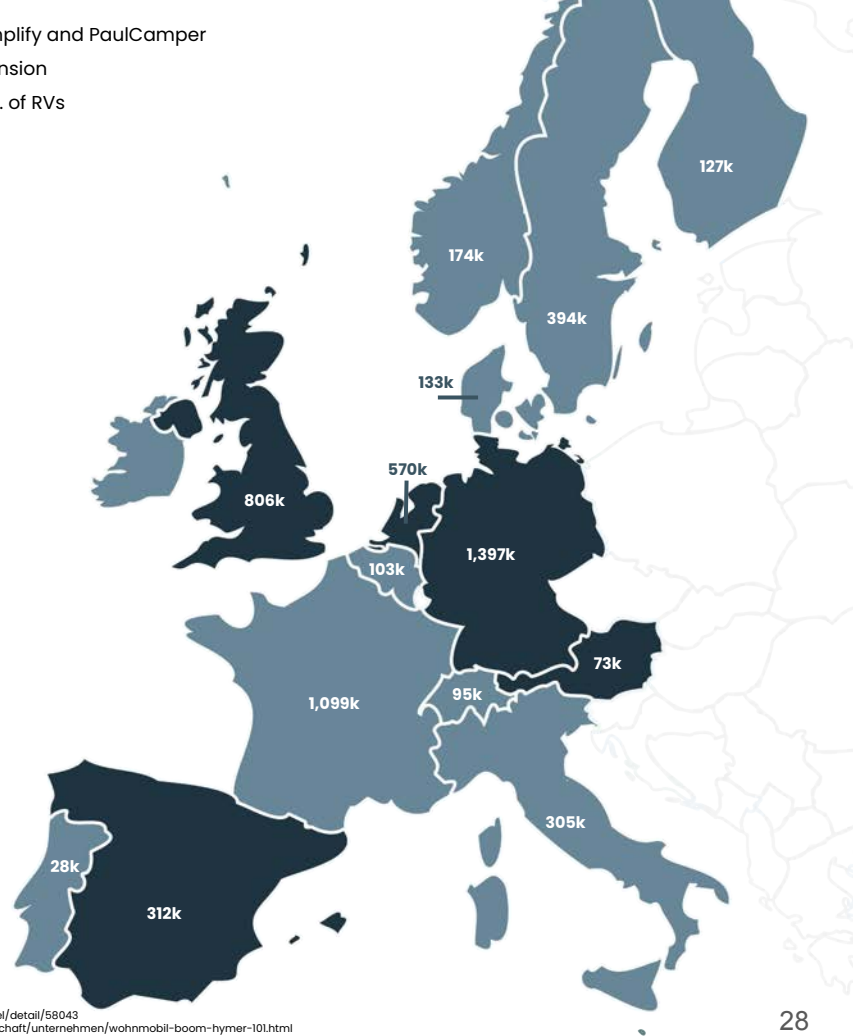
**0.4%** of all RVs are on RV rental platforms today

**>70%** Market concentrated in NW Europe

**+20%** New RV registrations (campervans & motorhomes) in EU are growing at over 20% CAGR

**2/3** Germany, France and the UK dominate the RV market by registrations and spend. Camplify will operate in 2/3 of these markets.

- Active by Camplify and PaulCamper
- Potential Expansion
- # Represents no. of RVs



<sup>1</sup> <https://www.car-editors.net/artikel/detail/58043>

<sup>2</sup> <https://www.tagesschau.de/wirtschaft/unternehmen/wohnmobil-boom-hymer-101.html>

<sup>3</sup> E-C-F <sup>4</sup> RV Industry Association and internal survey numbers

<sup>5</sup> Europe RV Industry, Goldstein Market Intelligence, 2021



# NZ travel sentiment



**231,279**

In November 2022 the number of monthly international visitor arrivals into New Zealand was 231,279, this equates to 62% of pre-covid visitor levels for the same period in November 2019 at 372,111.

Of those 231,279 monthly visitors;



**42.5%**  
or 98,478  
were  
travelling  
for a  
holiday



**34.37 %**  
or 79,491  
visiting  
family &  
friends



**47%**  
were  
travellers  
from  
Australia



**11.5 days**

Is the median length of stay for the duration of their trip in New Zealand.

As at 30 November 2022, the monthly international tourism spend in New Zealand was \$306,948,448.

In the same period in 2019, the monthly international tourism spend in New Zealand was \$316,848,143.

With visitor levels at only 62% of pre covid levels this shows visitors are willing to spend more on their travel.

# Performance by the numbers





YTD

01/07/22 – 31/03/23





# Marketplace highlights YTD FY23

- Q3FY23 was the first full quarter with PaulCamper integrated into the business reporting period.
- GTV growth of 162% (YTD pcp) to over \$94.3m.
- Revenue growth of 129% (pcp) to over \$24.9m.
- The global take rate for Q3 YTD was 26.45%. Excluding PaulCamper, take rate increased to 28.68% due to an improved conversion rate of AER product during Q3 and reduced van sales vs Q3FY22 YTD.

**\$94.3m**

**Total Transaction Value**  
+162% (pcp Q3FY22 YTD)

**\$24.9m**

**Total Revenue**  
+129% (pcp Q3FY22 YTD)

**26,411**

**Total RVs on Platform**  
+217.78% (pcp Q3FY22)

**26.45%**

**Take Rate**  
Decrease from **30.3%** (pcp Q3FY22 YTD)

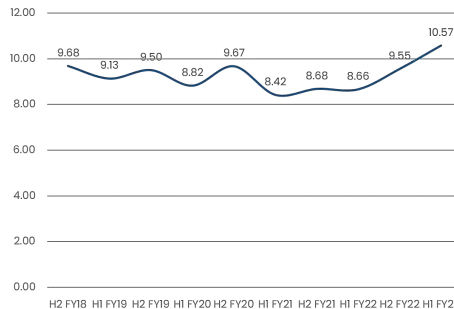


# Continued strong global momentum for Camplify RV holidays

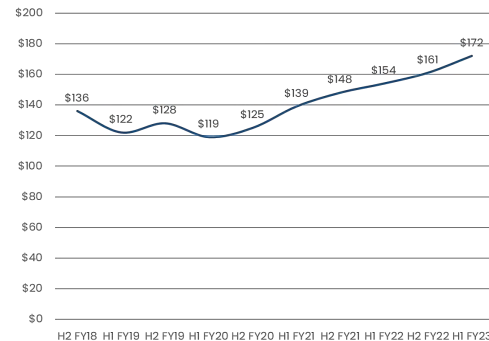
- Hirers continue to enjoy longer trips leading to continued strong YOY growth in Average booking length.
- Average spend per day is also increasing, with a 6.5% increase in the GTV per booked day in H1FY23 compared to the previous year.
- Average booking value increased to \$1,799, an increase of over 52% pc.

Note: Excludes PaulCamper 1 month of reporting

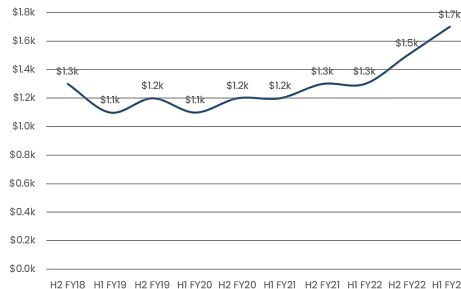
**Global Average Booking Duration (days)**



**Global GTV per booked day (AUD)**



**Global Average Booking Value (AUD)**



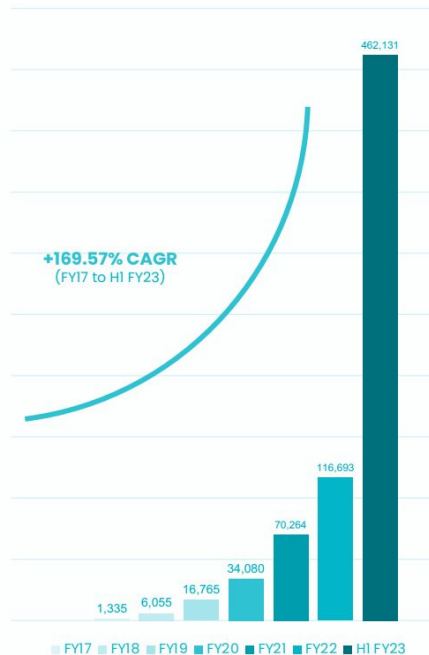




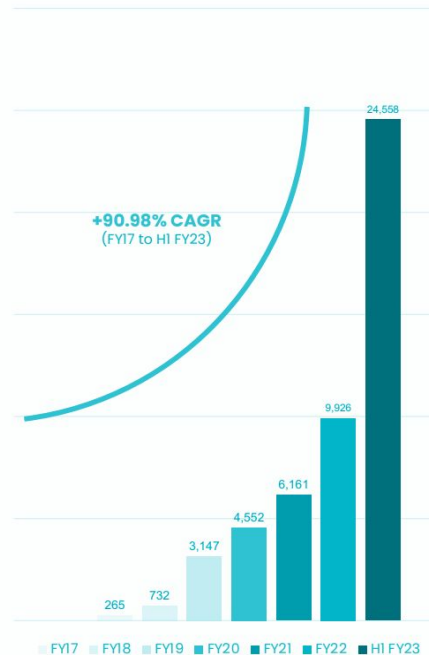
# Growing owner and hirer community

- Continued positive growth in the platform at strong CAC performance due to a combination of proven marketing growth drivers, network effects and continued positive industry trends.
- 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



# Future bookings

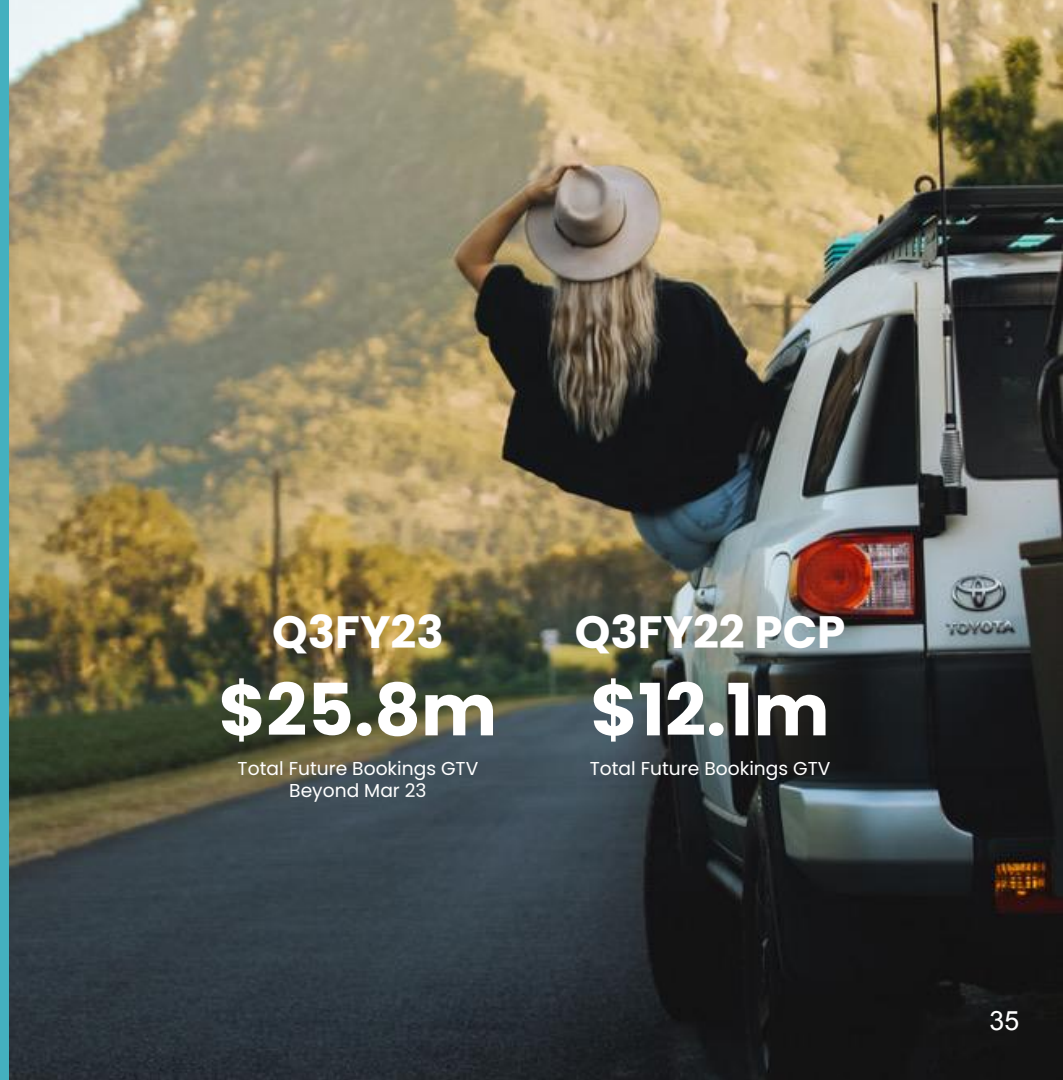
## Note

- Future bookings are bookings that have been booked and paid for via the Camplify platform.
- These take place in the future generally within the next 12 months.
- GTV and Revenue is only reported once the booking starts.
- These numbers provide an indication of pipeline activity.
- Due to differences in revenue recognition, no PaulCamper bookings are included in this figure

## Highlight

- Future bookings over 114% growth on same comparable period in previous 12 months.

Future bookings are subject to standard Camplify terms and conditions.  
Revenue and GTV are not recognised until the booking period starts.  
External factors may impact on the ability to recognise these bookings into the future.



**Q3FY23**  
**\$25.8m**

Total Future Bookings GTV  
Beyond Mar 23

**Q3FY22 PCP**  
**\$12.1m**

Total Future Bookings GTV



# Marketplace highlights H1FY23

- Retained hirers (repeat customers) globally sits at 23%, and in individual markets is calculated as follows:  
AU 27% UK 9% NZ 7% ES 1%
- NZ growth has impacted global % due to volume of first time hirers from inbound tourists
- Total RVs on the Camplify platform 12,493, total RVs on the PaulCamper platform 12,065.
- Total fleet now over 24,500 with over 234% growth from H1FY22 (pcp).
- Over 366,000 new customers in H1FY23. 53 337 on the Camplify platform and 313,252 via the PaulCamper acquisition.
- Increasing average booking value by over 52% (pcp).
- Increasing revenue to CHL of 47.6% pcp to \$473.

## Note

- Customer accounts and total RVs include additional customers through PaulCamper acquisition.
- Overall take rate was impacted by the lower PaulCamper take rate of 18.91% for December which impacts the overall group take rate. Camplify also saw an impact due to a van sales focus on higher margin vans, with lower sales as we build that product line.

<sup>1</sup> Retained hirers are defined as hired more than once from Camplify.

<sup>2</sup> New customers are defined as created an account and created a booking. The booking may not be recognised in this period. Includes migrated customers through acquisition.

\$1,799

**Average booking value**  
= \$473 revenue to Camplify

23%

**Retained global hirers**

28,193+

**Total bookings**  
+62.8% (pcp H1FY22)

366,589

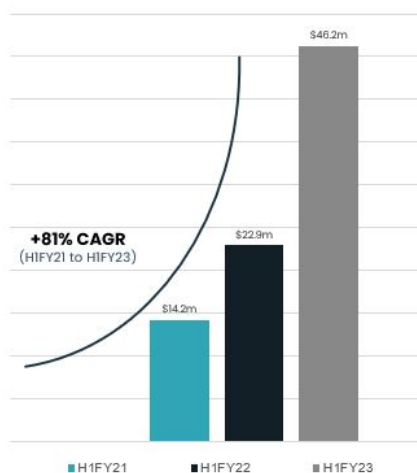
**New customers<sup>2</sup> in  
H1FY23**



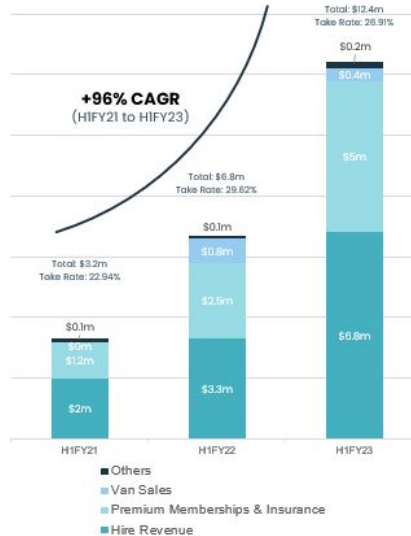
# Financial highlights

Camplify has achieved a GTV CAGR of 81% with a focus on GP margin improvement. Take rate impacted by focus on higher margin product and PaulCamper's lower take rate.

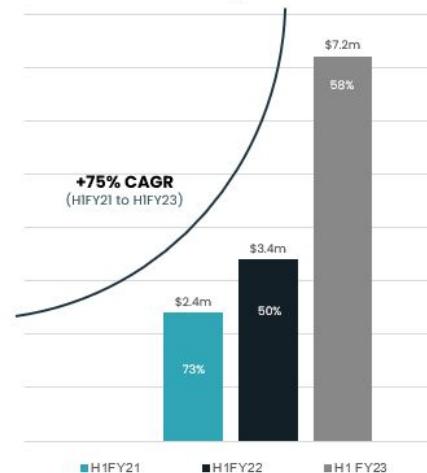
## Gross Transaction Value



## Revenue and Take Rate

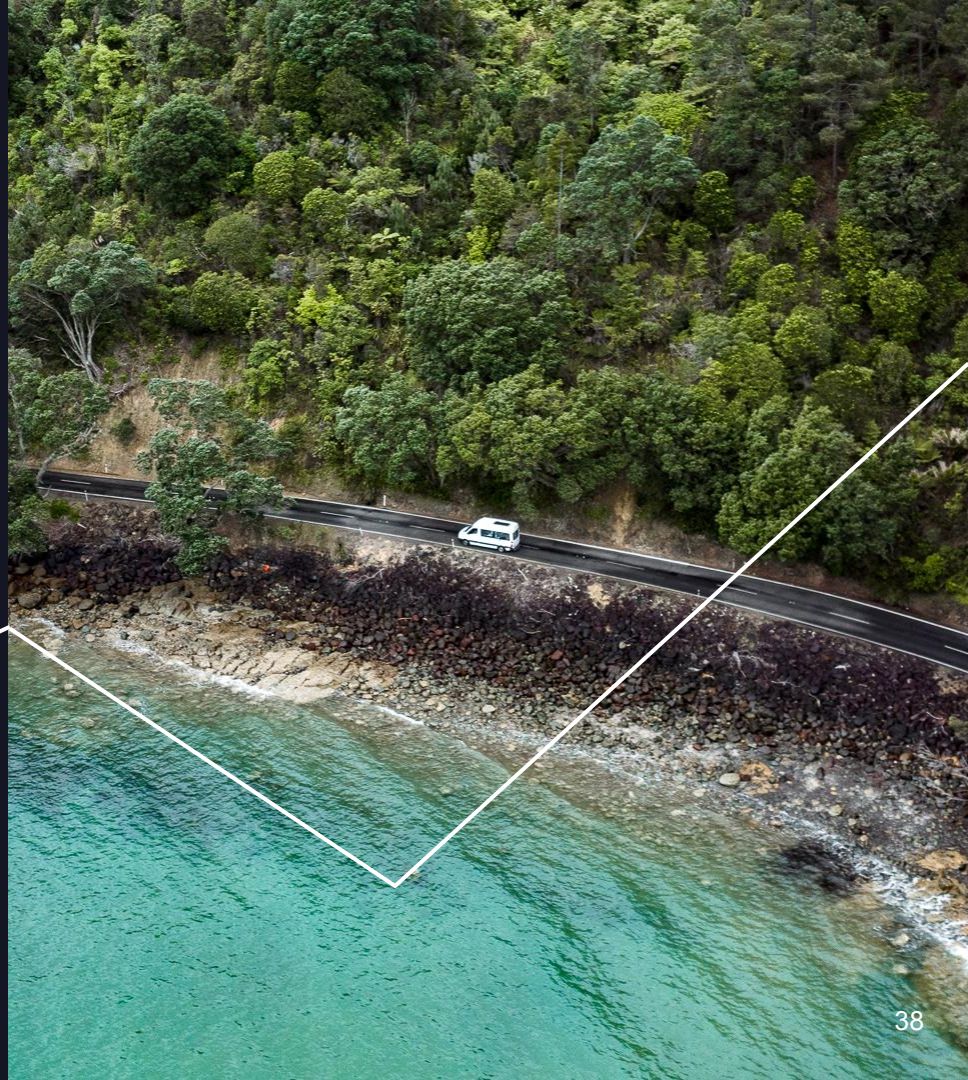


## Gross Profit and Margin

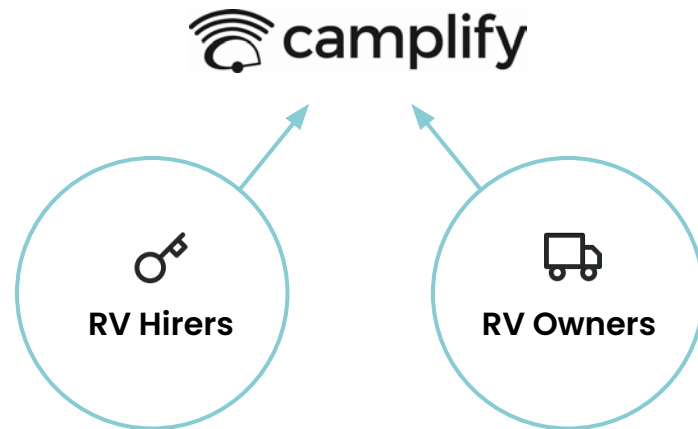


Note: the reduction in gross profit margin is due to effect of sales of Vans. Gross profit margin is at 68% FY21 excluding the sales of Vans.

# Revenue Model



# Camplify Revenue Model – Owners & Hirers



- Commission
- In AU/NZ Mandatory Accident Excess Reduction
- Optional AER upgrade

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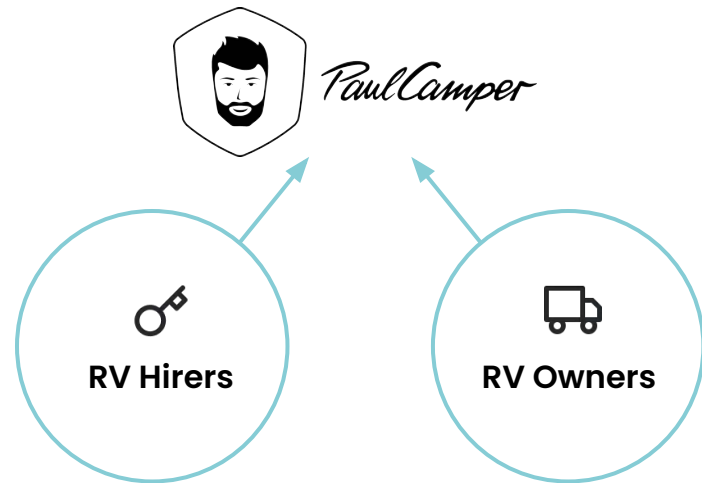
Revenue is recognised based on travel dates for all Camplify countries

- Depending on the type of member:
  - Commission
  - Insurance
  - Premium Membership (PM)

---

Revenue is recognised based on travel dates for all Camplify countries

# PaulCamper Revenue Model – Owners & Hirers



- Commission
- Optional Travel Insurance

---

Revenue is recognised based on date booking is accepted by the owner for all PaulCamper countries.

- Commission
- Day rate for casual Insurance

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Revenue is recognised based on date booking is accepted by the owner for all PaulCamper countries.



# Marketing Strategy

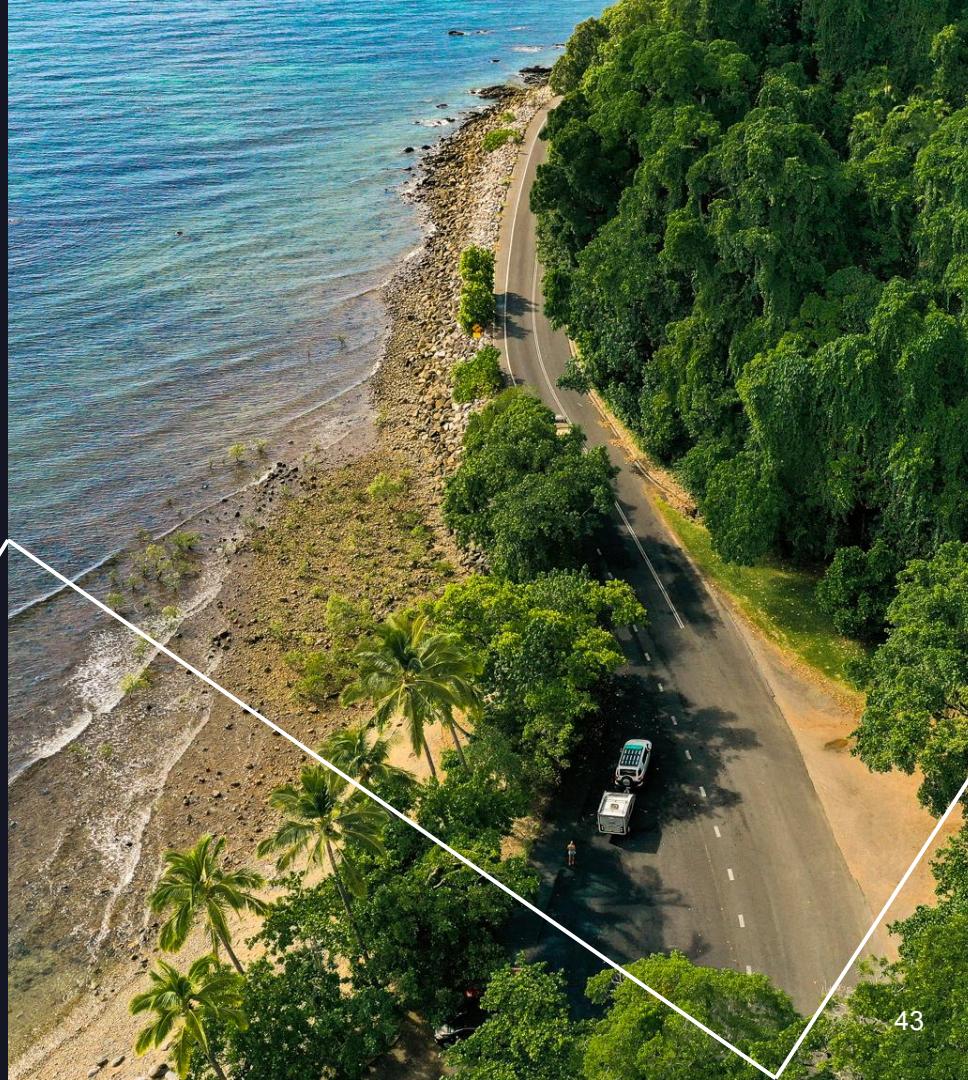








# Cost effectively building fleet



# Who we target

## Owner Needstate Segmentation



Utiliser



Income  
seeker



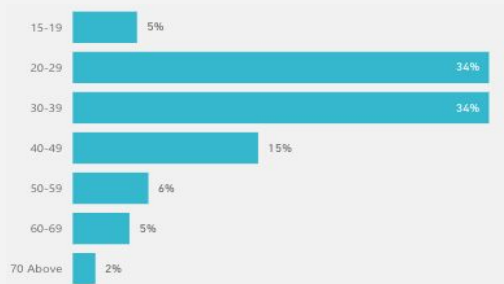
Van-trepeneur



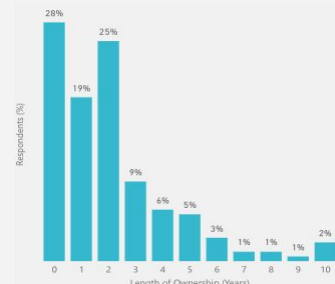
Hands-off  
investor

## Millennial Opportunity

Age of current owners



Length of ownership





# Spotlight on Owner Marketing

Never heard of Campify?  
Let the numbers speak for us.

- David and Emily  
Have received a booking of \$50,000 in just 10 weeks on Campify
- Christine Wilson  
Has received 5 bookings for \$5,000 after listing her first van on her profile
- April Tully  
Has made more than \$40,000 in 3 months after listing her first van on her profile
- Shane and Erika  
They got \$5,000 in bookings their fourth week on Campify

1st booking average earnings **\$710**

Potential average earnings per year **\$10K**

campify  
Contact us  
1300 416 133  
campify.com.au



How sharing their hobby unlocked a new tomorrow for the Pembers.

The Pembers family shared that they ran a Campify van platform in October 2019. Within three months, Alyse Pember was able to quit her pharmacy job. Now they own a van that's off the grid and have built a business around it.

Within three months, Alyse Pember was able to quit her pharmacy job.

And they are not the only ones. The week ended monthly as well as the weekend has made it possible for thousands of members to quit their 9-5, pay off their mortgage, keep their families, travel the world or buy a new home.

In March 2020 if you could quit your 9-5 and still have a home or build a serious business, you can start it with the Pembers and their amazing business from their van.

**Ever dreamt of owning your own van?**  
Try before you buy with Campify!

campify

Here's why so many owners choose us.

- Comprehensive Insurance cover!**  
We know that your van is very important to you. That's why we provide comprehensive insurance and indemnity cover. We'll cover you for up to \$100,000 in damages. In addition, we offer you a different solution to home insurance.
- All members are verified!**  
You need to be a member of our site and you can only rent when you can see your own van in real time. We check all members before you can rent it when they sign up.
- It's free to list your van!**  
Listing Campify and listing your van is completely free. Also, you can count on our support team and dedicated support managers to guide you through the process.
- It's a commission!**  
An agreed profit, but we only paid once you are paid.

Owners Webinar  
Easily turn your RV into a new source of income

March 2023

campify

campify

Our unique vans and Campify exclusive benefits make it easy for you to try before you buy.

- ✓ Local owners
- ✓ Unique vans
- ✓ Comprehensive Insurance incl... See more



What can I learn?

Van type

Make  Model

Year  Sleeps

What's your email address?

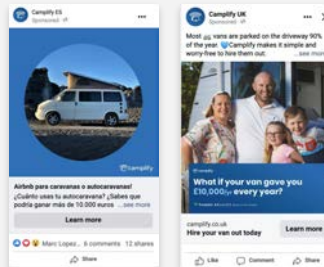
Show potential earnings

We respect your personal information. Please read our Privacy Policy



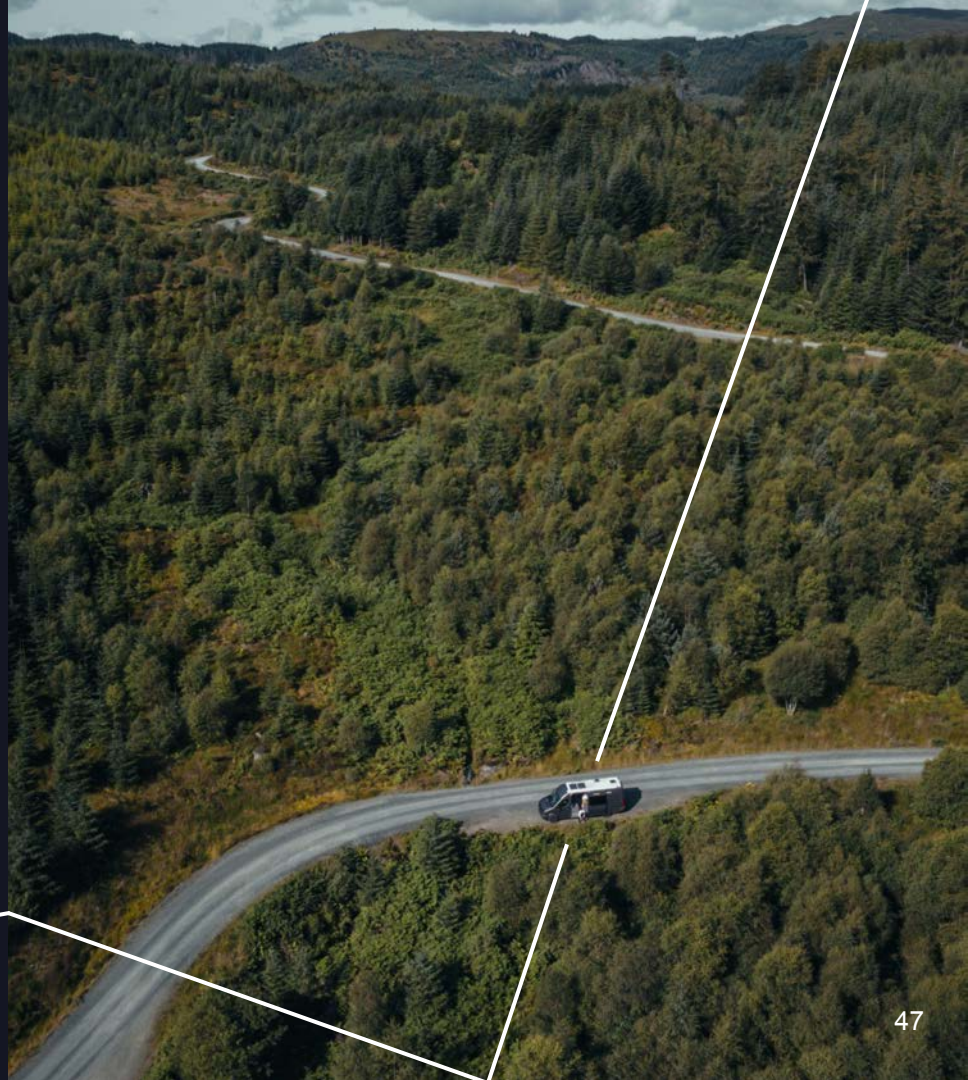
Paid

## Conversion





# Driving year round hirer demand



# Hirer acquisition

Creating desire and interest in van life

Owned

Earned

Paid

Awareness

Consideration

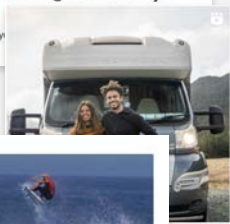
Conversion



CAMPING GUIDES

Great Ocean Road trip with the family behind @vanlifestraya

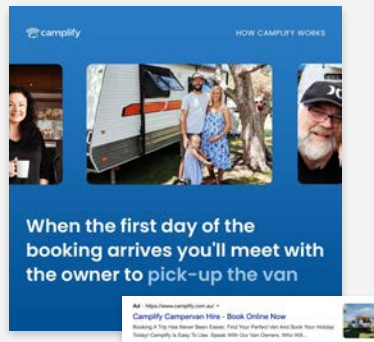
7 Mar 2022  
@vanlifestraya



DESTINATIONS

Jack Robinson's top 5 things to see and do in Margaret River

11 Aug 2022 Camplify Blog





# Who we target

## Hirer Traveller Segmentation





# Who we target

## Millennial Opportunity



# How do we reach them?



Dreaming



Planning



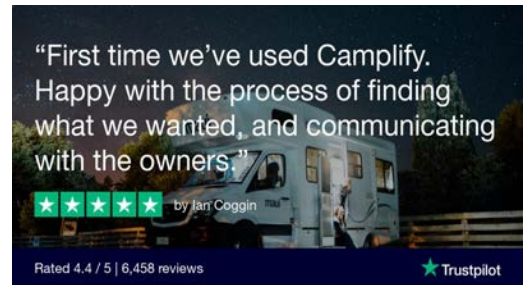
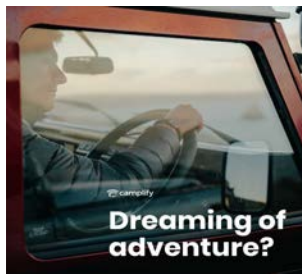
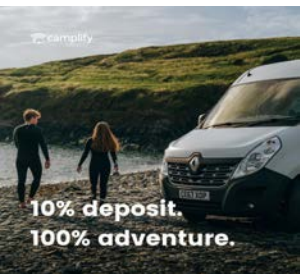
Booking



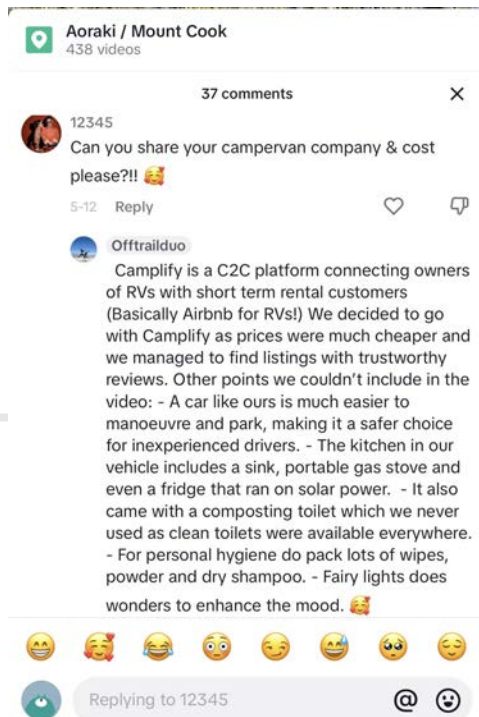
Experiencing



Sharing



# Nurture Organic Content

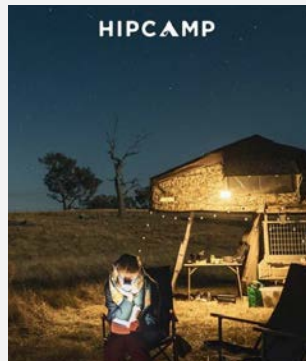






# Brand partnerships

Part of Camplify's global marketing strategy is finding cost-effective ways to reach target audiences through brand partnerships and collaborations.



# Continued strong earned media

## Recreational vehicle sales soar as wi-fi nomads overtake grey nomads

Side hustles surge to combat cost rises: use your skills and assets



Daily Express + Follow

Couple make nearly £60,000 in 'very short space of time' thanks to 'rewarding' side hustle

### 10 ultimate Australian family holidays

### From great idea to global brand: Camplify founder shares his secrets

## 23 steps to a wealthier 2023

YOUR SIMPLE GUIDE TO MAKING MORE MONEY IN THE YEAR AHEAD

Ben Harvey: After 12 days in a mobile home here are the top tips for caravan newbies



Ben Harvey | The West Australian  
Sat, 25 February 2023 7:03PM | Comments |

Ben Harvey

### The secret to scoring an 'Instagram famous' campsite all to yourself

### 16 easy camping options for an epic Aussie summer

If you love the great outdoors and your creature comforts, these ideas are just the solution for a fuss-free, fun summer holiday.

yahoo/finance | Yahoo Finance AU

## Clever side hustle that earnt Aussie \$15,000 in 9 months

Andrew Jeffery has learnt that sometimes you need to spend a little money to make a lot

## Is there a mini goldmine sitting idle in your driveway?

Holidaymakers in camper van hire boom to avoid foreign travel misery

How to plan an unforgettable road trip across regional Victoria



Camplify is capitalising on rising anger at troubled airlines

## Kiwi van owners earning up to \$80,000 by renting their motorhomes





# CHL in-house marketing approach

Strategy & Planning

Growth Marketing



Creative

Brand & Comms

# MyWay Overview & Summary





Wherever you are,  
we will be by your side.





**MyWay Insurance allows CHL to establish its own globally operating insurtech.**



# Why an MGA?

## Definition:

A Managing General Agent (MGA) is an insurance agent equipped with underwriting authority, acting on the behalf of one or many insurers (risk carriers).

## Upsides:

- Increase insurance revenues (commission, performance bonus on surplus) without bearing carrier risk
- Strengthen bargaining power when facing potential insurance partners
- Expand influence on product development & price setting mechanisms
- In-source claims handling processes to build expert knowledge and optimize payout ratios



The insurance business adds value for  
both CHL's customers and  
shareholders.





# Purpose

The vision for MyWay is to become CHL's global vehicle for insurance products and services.

Although the predominant purpose is to enhance access and operations of insurance solutions related to CHL's global rental businesses, MyWay's scope is not limited to this.

In the long run MyWay is expected to contribute to CHL's economic objectives in two ways:

- 1) Drive top-line growth by securing existing insurance revenues streams and endeavoring new ones.
- 2) Maintain bottom-line control by providing first class, cost-efficient insurance solutions to support rental businesses across the globe.

# MyWay creates shareholder value through

## Customer satisfaction



Provide insurance solutions and services, so that our customers can enjoy peace of mind on their adventures.

## Top-line growth



Establish insurance-related revenues as constant and growing stream of income across existing and future geographies.

## Bottom-line efficiency



Create synergies from concentrating insurance expertise and processes under the same roof.

## Global reach



Enable us to scale to other countries with an integrated global insurance offering.

## Platform stability



Enable simultaneous software and feature development by detaching insurance processes from rental platforms.

## Regulatory compliance

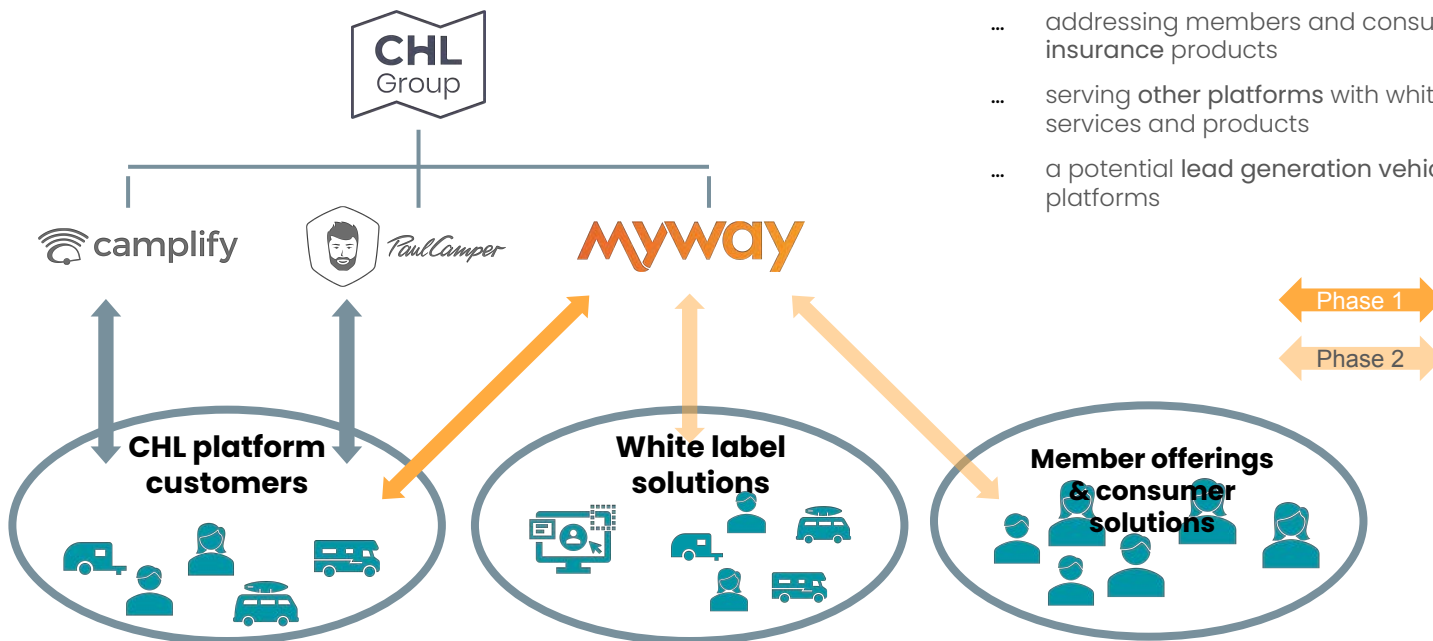


Segregate insurance & rental operations to better comply with complex regional insurance regulation requirements.

MyWay Insurance allows CHL to grow far beyond its typical target groups and markets.



# Target groups

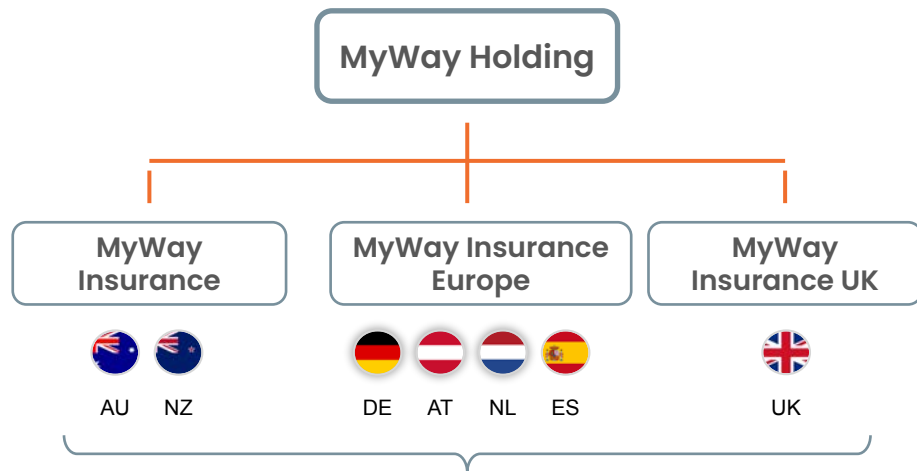


MyWay will be ...

- ... the solution provider for insurance matters within CHL
- ... addressing members and consumers with retail insurance products
- ... serving other platforms with white label insurance services and products
- ... a potential lead generation vehicle for CHL's platforms



# Initial structure

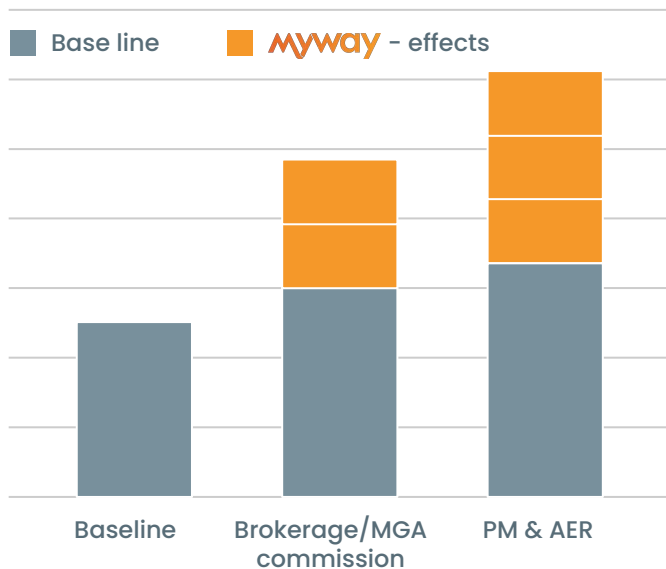


MyWay initially covers CHL's existing markets, additional countries will be developed over time (e.g. MyWay Insurance Europe holds licenses for all EU countries as of today)



# Revenue effects

## CHL insurance revenues over time:



## Base line:

- CHL's insurance-related revenues will grow roughly in line with rental business (organic)
- Future acquisitions (inorganic) or new market entries can occasionally boost revenues above the usual

## MyWay-effects

- Dedicated campaigns and optimized sales funnels will increase conversion rates for existing insurance offerings
- By transforming into an MGA MyWay will be able to collect commission revenues for some of the existing products (e.g. Camplify fleet policies)
- New standalone products in existing and new markets will generate additional revenues (e.g. travel insurance, accident insurance, etc.)



After a successful start, it's our next objective  
to bring MyWay fully up to speed.



# Flashback – Previous milestones last 9 months

## Commitment to MyWay

CHL commits to launching MyWay as the group's own insurance vehicle

## MyWay budget FY24

MyWay's activities are explicitly planned in CHL's 2024 budget

## Focus on Spain

The burdensome insurance solution in Spain is replaced with a more favourable solution

-9 months

-6 months

-3 months

today

## CEO nomination

Désirée Mettraux joins MyWay as CEO

## MyWay Insurance Europe

A dedicated legal entity with EU-wide insurance licenses is already generating revenues

# Roadmap – Highlights next 12 months

## Focus UK

A new motor insurance solution is implemented in the UK to support rental business

## Insurance software suite

Insurance software is up and running in selected countries

## Additional revenue streams

MyWay generates revenues from new business (new products, commission agreements, etc.)



## MyWay legal structure

MyWay Holding is founded and the new legal structure can be applied in relevant jurisdictions

## Recruiting efforts

First new hires assume their positions in MyWay legal entities (e.g. claims experts, product owners, product managers, etc.)

## Claims ratio

Professionalized internal claims handling positively impacts payout ratios





# Success Factors

for a speedy and fruitful launch of MyWay Insurance

## People

Recruit and develop talent with focus on global insurance activities



## CHL integration

Secure integration into CHL's rental platforms and access to sales channels and processes



## Country specific differences

Balance local specifics (regulation, market needs, etc.) and standardization (products, processes, etc.)



## Retail

Allocate sufficient resources (people, budget, etc.) to boost brand-awareness and retail sales



## Insurance software platform

Implement a modern software solution for product development, sales funnels, internal processes, and GDPR compliance



## Risk carriers

Collaborate with risk carriers who can offer competitive, modern products tailored to the target group



# Summary & appendix





# Summary



## **Dominant position in Australia, New Zealand and Germany**

being the leading operator in the New Zealand market, and increase in tourism across all three markets. With over 26,000 RVs on the platform, CHL still has less than 1% of the total RV market.



## **Creating a truly global marketplace**

with global market entry in UK, Spain, Austria and the Netherlands. Recently announced acquisitions provide significant European expansion.



## **Attractive unit economics**

benefiting from strong gross margins, booking value of >\$1,700, take rate 26.91% and CAC to LTV.



## **Consistent high growth and margins**

in GTV, Revenue, booking value and volumes.



## **Experienced Board with founder-led management team**

in tourism and platform businesses.



## **Global insurance expansion**

PaulCamper insurance broking business enables Camplify to build and expand to a global insurance product in existing and potential future markets.

# Key risks

<b>Platform risks</b>	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.
<b>Performance of technology</b>	The Company is heavily reliant on information technology to make the Company's platform available to users. 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, 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.
<b>Innovation</b>	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. 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.
<b>Growth strategies</b>	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.
<b>Fraud and fictitious transactions</b>	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.
<b>Cybersecurity and data protection</b>	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.
<b>Intellectual property</b>	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.

## Key risks (cont'd)

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.
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 and cyber insurance. There is a risk that the Company's insurance may not be adequate in coverage, valid in overseas jurisdictions, may not insure all risks or may not be able to be claimed against in respect of losses. 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.
Covid-19	Camplify is constantly monitoring the actual and potential impact of COVID-19 on its business, the broader economy and the jurisdiction in which it operates. COVID-19-related lockdowns have had an immaterial impact on the Camplify business in the current year. Camplify implemented numerous steps to support staff and contractors following the onset of COVID-19, including supporting all staff and contractors to work from home, restricting all travel, and ensuring office spaces were safe and COVID compliant when a return became possible.

## Key risks (cont'd)

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.



Thank you