

# Camplify Holdings Ltd

A.C.N 647 333 962

42 Union Street Wickham 2293

PO Box 1143 Newcastle 2300

P: 1300 416 133



## ASX Announcement

2nd May 2022

# Camplify Completes Acquisition of Mighway and SHAREaCAMPER

Camplify Holdings Limited (ASX: CHL) is pleased to announce that the planned acquisition of Mighway and SHAREaCAMPER from Tourism Holdings Limited (THL) has now been completed.

### Highlights;

- Mighway and SHAREaCAMPER have been the two leading peer-to-peer platform operators in New Zealand for several years. This positions Camplify as the largest operator in the New Zealand market, and will bring an additional 800 plus vehicles to the Camplify platform in New Zealand.
- The SHAREaCAMPER operations in Australia have also been acquired in the transaction adding an additional 100 plus listings in Australia.
- In a pre-COVID environment, Mighway and SaC achieved a volume of \$7.8m GTV and \$2.7m revenue (unaudited) for FY19 .
- Camplify will migrate all customers to the Camplify platform.
- Camplify will consolidate in NZ the platform, brands and operations of Mighway and SaC, into the Camplify core operations, and expects synergies to further scale the business and platform.
- The core team, consisting of four employees, will be retained by Camplify to service the existing markets, and look to extend our product offering.
- Camplify will develop and extend the existing relationship that SaC and Mighway has with THL in Australia, and New Zealand.

### Summary of the New Zealand RV market

- New Zealand opened to vaccinated Australians on the 12<sup>th</sup> of April 2022.
- New Zealand opens to vaccinated visitors from visa waiver countries, and visitors from other countries who already hold a valid visitor visa on the 1<sup>st</sup> of May 2022.

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- Pre-Covid-19, Australia represented over 39% of all tourists in the New Zealand market (2019)<sup>1</sup>.
- 71% of Australian travelers opted for self-drive holidays in New Zealand.
- Visitors from Australia returned to New Zealand 3-4 times in their lifetime, on average.
- 60% of Australians are actively considering or express a willingness to holiday in New Zealand within 6 months of international borders opening.
- The two leading RV rental fleet operators (thl & Apollo Tourism - ATL) reported a combined over \$125m (GTV) in NZ bookings in FY19.
- These two operators (thl & ATL) have reduced their NZ rental fleet by a combined 1045 since FY19.

THL received 1,059,162 CHL shares at an agreed shared price of \$3.34 per share in the first tranche. The remaining tranche of between 1,147,424 and 2,639,201 CHL shares will be paid in 12 months time. The shares will be subject to an escrow period of 18 months.

Camplify looks forward to working with RV owners in New Zealand, and welcoming back international guests to New Zealand.

**-- END --**

For further information please contact:

## **Media Enquires**

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## **Investor Relations**

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## **About Camplify**

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<sup>1</sup> **Travel sentiment tracker onto the corporate site:** [www.tourism.australia.com/stats](http://www.tourism.australia.com/stats) - download the full PDF's here:

### **Domestic Travel Sentiment Tracker -**

<https://www.tourism.australia.com/content/dam/digital/corporate/documents/tourism-australia-au-travel-sentiment-tracker-15-17-september-2021.pdf>

### **New Zealand Travel Sentiment Tracker -**

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Camplify (ASX: CHL) is one of Australia's leading peer-to-peer (P2P) digital marketplace platforms connecting recreational vehicle (RV) Owners to Hirers. Camplify has built a platform that delivers a seamless and transparent experience for consumers and potential RV Hirers to connect with RV Owners and SMEs with a fleet of RVs. A wide variety of caravans and campervans are available on Camplify.

**This announcement was approved by the Board of Directors of Camplify Holdings Limited.**

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