

Camplify Holdings Ltd

A.C.N 647 333 962

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ASX Announcement

21 February 2024

Camplify Holdings Limited H1FY24 Interim Results and Presentation

Highlights;

- Camplify Holdings Limited (“CHL” or “the Company”) release audited results for H1FY24.
- H1FY24 proved continued growth for CHL.
- H1FY24 GTV of \$89.3m for the half year, representing a pcp growth rate of 93.6% (on H1FY23).
- Total bookings for H1FY24 increased by 59.0% pcp to 44,782
- Revenue growth of 95.4% pcp (on H1FY23) to \$24.3m.
- Compared to H1FY23, gross profit margin improved from 58.1% to 61.4%
- Total number of RVs on the platform is 29,388 – a 19.7% pcp increase on H1FY23.
- Camplify closes H1FY24 period with \$26m in future bookings, excluding PaulCamper bookings and excluding TAP, up from \$23.7m in H1FY23 on a like for like basis.
- Due to the timing of the PaulCamper acquisition in December 2023, we do not have a full comparative figure of results for PaulCamper markets vs H1FY23.
- CHL successfully completed an acquisition of an Australian based company, Rent a Tent. The sale of the business to CHL was completed on 15th January 2024.
- In Q3FY24 CHL completed the integration of the PaulCamper business into the Camplify global OnePlatform with all customers using the same platform across all markets.

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Attached is a copy of the CHL half-year results presentation for the half-year ending 31 December 2023.

Results

GTV increased to \$89.3m for the half year, representing a pcp growth of 93.6%. This continued growth demonstrates a three-year CAGR of 98%. CHL also saw continued revenue growth, recording \$24.3m for H1FY24, a growth of 95.4% pcp. This growth saw revenue hit a three-year CAGR of 90%. Total bookings increased by 59.0% to 44,782. The average booking value decreased to \$1,693 as a result of a reduction in TAP bookings, which sees the revenue take for CHL at \$434 per booking, down from \$473 per booking in H1FY23.

The global take rate was 27.2%, an increase from 26.9% pcp.

CHL closed the H1FY24 period with \$26m in future bookings for the Camplify markets core business operations, an increase of 9.5% pcp, future bookings excludes TAP bookings and the PaulCamper markets based on variation in revenue recognition.

Owner fleet continued to grow, with 29,388 RVs combined across Camplify and PaulCamper markets, an increase of 19.7% pcp. We saw fleet growth in all Camplify markets compared to H1FY23, most notably over 100% fleet growth in the New Zealand market.

The UK market for Camplify has shown strong growth and resilience, coming back from negative growth in H1FY23 with 195.9% growth in GTV pcp and 153% growth in revenue compared to H1FY23. Customers are showing strong demand for Camplify with bookings growth over 122% pcp.

Camplify's New Zealand market has also had a successful half year with strong consumer demand, bookings are up over 66% pcp, internal marketing efforts have shown great resilience in recognising this growth and campaigning for

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additional fleet to keep up with consumer demand for a New Zealand road trip, resulting in fleet growth of 103% in the New Zealand market.

The Australian market was steady for H1FY24, we saw continued customer demand and to keep up with the demand fleet growth will be a focus for H2FY24 to enable future growth particularly around peak periods. A decline in TAP bookings due to the rebuild efforts in weather affected areas saw an impact to booking growth with 4% pcp increase on bookings in H1FY24.

The PaulCamper markets do not have comparable figures for H1FY23 due to the timing of the acquisition in December 2023. Across the PaulCamper markets in Germany, The Netherlands and Austria, there is a total of 12,603 vehicles on the platform. Take rate has remained fairly steady at 18.2% in H1FY24, previously 18.9%, CHL has a strategic plan to improve take rate over time when further synergies are recognised between Camplify and PaulCamper, most notably the addition of premium membership and AER products.

Customer acquisition costs have remained in line with expectations while achieving growth. Customer acquisition costs for Camplify were \$155.62 per owner and \$14.96 per hirer and for PaulCamper were \$47.21 per owner and \$20.83 per hirer.

The H1FY24 statutory loss after tax was \$3.0m. This loss should be categorised into normal operational expenses and one-off expenses relating to business integrations and combinations. Notably, operational expenses saw a normalised EBITDA loss of \$1.4m, vs \$1.8m in H1FY23. The continued work on gross profit margin has also seen an improvement from 58.1% to 61.4%.

Camplify closed out the period with \$26.8m in cash reserves, with net positive cashflow.

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PaulCamper Acquisition update

Over the past 12 months Camplify has begun the integration of PaulCamper into the CHL business. During this period CHL has now consolidated systems, technology, strategy, and resources.

The performance of the PaulCamper countries overall remains stable and flat performance of growth inline with previously provided data. This is inline with the expected results. The next half will allow CHL to begin managing the PaulCamper countries using standardised technology, centralised resources, and roll out products such as Premium Membership and AER into these markets. These changes will provide an opportunity for improvement in customer experience, additional services and protections. Through this market development CHL will be able to increase take rates, booking volumes, and grow these markets in future years.

Rent a Tent Acquisition

On 15th January 2024 the sale of the business was completed. Rent a Tent operates predominantly on the east coast of Australia providing tent solutions to festivals and events. Key staff members for Rent a Tent's operations are remaining employed and are already integrated into the CHL operations. This acquisition places CHL in a leading position for festival and event accommodation solutions within Australia, with potential to expand operations to events and festivals globally.

Comments by CEO, Justin Hales;

This financial year is about meeting customer demand and continuing to build the business on the back of continual increasing interest in the sector, while looking to standardise the business across the regions. By achieving a centralised approach to systems, processes, procedures, and people, CHL will be able to maintain a focus on our path to profitability and consistent cash flow positivity as a key strategy objective. Development and improvement of technology and automation is a key focus for CHL this financial year to enable CHL to scale and grow the business through efficiencies.

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Outlook

A key focus for CHL in FY24 is the global rollout of our MGA Myway across all markets. Insurance is a key product offering for customers on both sides of the marketplace. CHL has made significant steps in the process, and expects to have all active Northern Hemisphere markets completed in FY24, with Southern Hemisphere markets completed in Q1FY25. This new division will not only grow our core marketplace, it will also allow for the retailing of products outside of our customer base in the future.

CHL is well positioned globally to provide significant return to shareholders in future years with its investment into a truly global networked platform, with supporting insurance MGA. FY24 is a key deliverable period to provide a stable platform for growth and development globally.

Join the CHL investor update call

An investor briefing will be held via Zoom at 10:30 am AEDT on the 21st February 2024. **Presentation material for the meeting will be lodged with the ASX prior to the Zoom call.**

The conference call will feature CEO and Founder Justin Hales and CFO Andrea MacDougall.

You can register for this conference via the link: [Camplify H1FY24 interim results Zoom call.](#)

Participants are required to preregister for attendance. The call will comprise of a presentation from the CEO followed by Q&A.

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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 and PaulCamper, the CHL Group operates one of the world's 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.

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FY24

Half Year Results

Official Presentation





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Camplify Holdings Limited pay our respects to the traditional owners, their elders past and present and value their care and custodianship of these lands. Camplify Holdings Limited is a proud Newcastle originated company built on the lands of the Awabakal & Worimi people.



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Agenda

01	Performance by numbers
02	Concierge and Temporary Accommodation Program
03	Key financial information
04	Marketing and Industry overview
05	Innovation and development
06	Acquisition update
07	MyWay Insurance
08	Future outlook
09	Rent a Tent acquisition
10	Summary



Justin Hales

CHL Founder & CEO

- Founder of Camplify.
- Previously Head of Customers at ASX- listed QMASTOR (ASX:QML).
- Managed some of the world's largest mining companies.
- Co-founder of the Sharing Hub.
- International conference speaker on the sharing economy.
- Multiple winner of Young Entrepreneur of the Year (Tourism & Hospitality).



Andrea MacDougall

CHL Chief Financial Officer

- Experienced CFO for multinational organisations across growth technology, education, hospitality, manufacturing and strata management industries.
- Co-Founder of Coassemble (ed-tech SaaS) who have scaled from Australia into the US market.

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FY24

Performance by numbers

Section 1



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Marketplace Summary

Period HIFY24

GTV growth of 93.5% pcp to over \$89.3m

Revenue growth of 95.4% pcp to \$24.3m

Decreased average booking value by 5.9% pcp. Excluding PaulCamper average booking value decreased by 3.8%, this is attributable to fewer bookings being long term TAP bookings

Revenue to CHL per booking of \$434 has decreased by 8.3% pcp, however excluding PaulCamper regions, Revenue to CHL of \$484 increased by 2.1% pcp

\$89.3m

Total transaction value

+93.5% (pcp HIFY23)

\$24.3m

Total revenue

+95.4% (pcp HIFY23)

44,782

Total bookings

+59.0% (pcp HIFY23)

\$1,693

Average booking value

= \$434 revenue to CHL

Marketplace Summary

Retained hirers (repeat customers) now at 23%

- AU 28%, UK 8%, NZ 11%, ES 3%, DE 25%, AT 20%, NL 16%

Total RVs on the Camplify platform 16,785.
Total RVs on the PaulCamper platform 12,603.

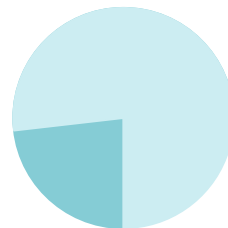
Total fleet now 29,388, over 19% growth from HIFY23 pcp

Over 140,000 new customers in HIFY24 across both platforms



27.2%

Take rate
+0.26% (pcp HIFY23)



23%

Retained hirers¹

29,388

Total RVs on platform
+19.8% (pcp HIFY23)

140,036

New customers in HIFY24²

¹ Retained hirers are defined as hired more than once from Camplify and PaulCamper.

² 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.



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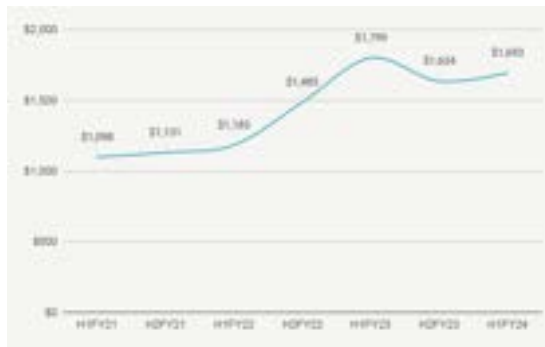
Continued global momentum for Camplify RV holidays

- Hirers continue to enjoy long trips although average booking length has decreased from the peak in H1FY23 due to high volume of TAP bookings during that time.
- Average spend per day is increasing, in the GTV per booked day in H1FY24 compared to previous years.
- Average booking value increased from \$1,634 in H2FY23 to \$1,693 in H1FY24

Global Average Booking Duration (Days)



Global Average Booking Value (AUD)



Global GTV per booked day (AUD)





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Future bookings

Future bookings are bookings that have been booked and paid for via the Camplify markets.

Due to differences in revenue recognition, no PaulCamper bookings are included in this figure.

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.

Future Bookings for TAP decreased from \$7.5m in HIFY23 to \$2.6m in HIFY24 due to fewer disaster events during and leading up to the period.

HIFY24

\$26.0m

Total future bookings GTV
beyond December 2023
(excluding TAP)

HIFY23 (PCP)

\$23.7m

Total future bookings GTV
(excluding TAP)

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.



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Market performance

Market	Australia	New Zealand	The United Kingdom	Spain
GTV Growth	45%	99%	196%	47%
Revenue Growth	65%	86%	153%	41%
Booking Growth	4%	66%	122%	32%
Fleet Growth	28%	103%	34%	37%

Camplify markets saw growth in all areas across all markets, we saw slower booking growth in the Australian market and this is due to TAP bookings declining as the rebuild efforts in those flood affected regions are increased.

Fleet growth continued to perform well and our focus for H2FY24 will be to continue to increase the fleet growth to keep up with consumer demand.

The New Zealand market continues to show strong consumer demand. Additional marketing campaigns targeted to fleet growth proved successful and as a result saw over 100% fleet growth in the NZ market.

After a negative result at the H1FY23 period for the UK market, we have seen a strong return to positive growth following improved marketing efforts and consumer demand in the region.

Note PaulCamper numbers are not displayed here, as the business was acquired in December of FY23, and pcp results are not able to be shared for the H1FY23 vs H1FY24 period.



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Growing hirer & owner community

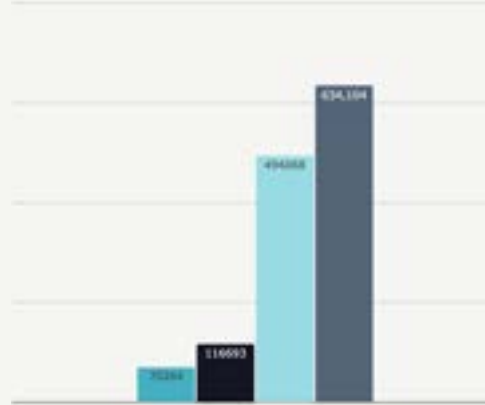
Platform growth has been achieved in line with well managed CAC performance due to a combination of network effects, referrals, industry tailwinds and inbound marketing initiatives.

Platform investment allowed Camplify to scale with new customers and increased GTV.

The addition of the PaulCamper customer database has significantly increased the total customer database, and total RVs on the network.

Number of Cumulative Hirers

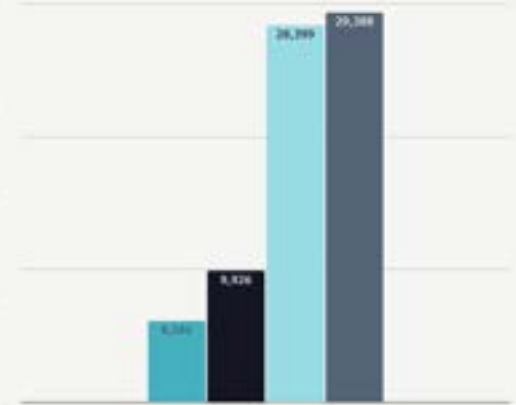
+108% CAGR
(FY21 to HIFY24)



FY21 FY22 FY23 HIFY24

Number of Cumulative RVs

+68% CAGR
(FY21 to HIFY24)



FY21 FY22 FY23 HIFY24



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Customer acquisition costs

SEO: Strong ranking and traffic from target keywords

Direct: Traffic growth increasing from greater brand awareness

Social: 260,000 combined social media followers across all CHL brands and platforms

Referral: Traffic from industry partners

Email: Database of 405,000 Camplify and 214,000 PaulCamper registered customers



Hirer acquisition cost



Owner acquisition cost

Camplify

\$14.96

\$155.62

PaulCamper

\$20.83

\$47.21

Global Traffic Sources



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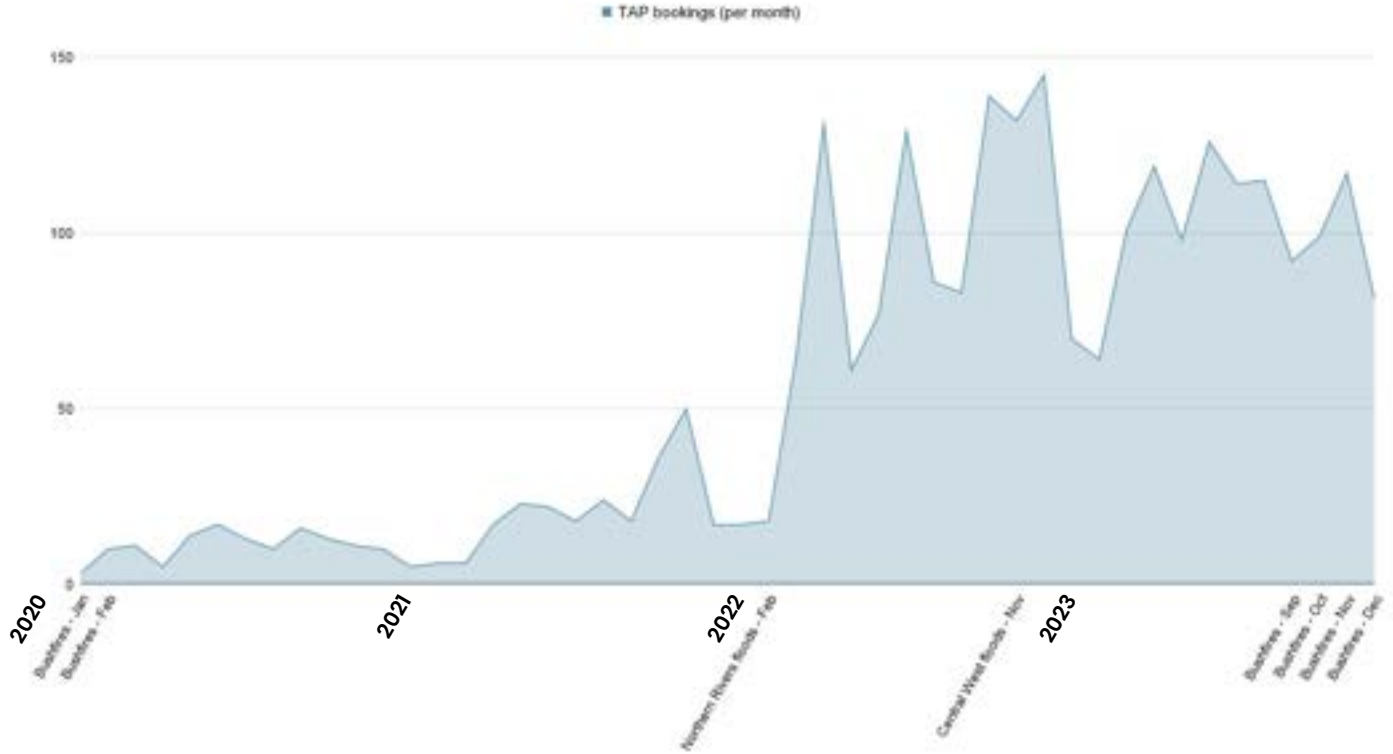
FY24

Concierge and Temporary Accommodation Program (TAP)

Section 2

- The current "At Home" program for the Northern Rivers floods is coming to an end
- Increased bookings from insurance companies for bushfire victims
- When natural disasters occur it takes a couple of months for Camplify to receive booking requests from insurance companies and government organisations due to their administrative requirements and to ensure the area is safe for vans to be delivered

Natural disaster timeline vs TAP bookings





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TAP GTV and Camplify Growth excluding TAP

Future Bookings for TAP decreased from \$7.5m in HIFY23 to \$2.6m in HIFY24 due to fewer disaster events during and leading up to the period.

TAP GTV recognised was flat PCP due to natural disasters in HIFY24 being of a smaller scale than HIFY23.

Camplify GTV Growth (excluding TAP) for HIFY24 was 62%.

- Average booking length excluding TAP has increased by 3.4% vs PCP.

\$9.6m

Total TAP GTV recognised (excluding normal operations)

+0.0% (pcp H1 FY23)

118%

CHL GTV Growth (excluding TAP)

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FY23

Key financial information

Section 3

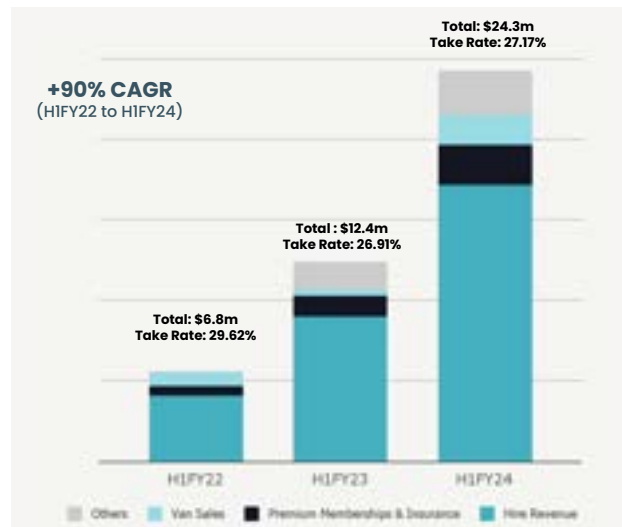
Financial highlights

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

Global Transaction Value



Revenue and Take Rate



Gross Profit and Margin

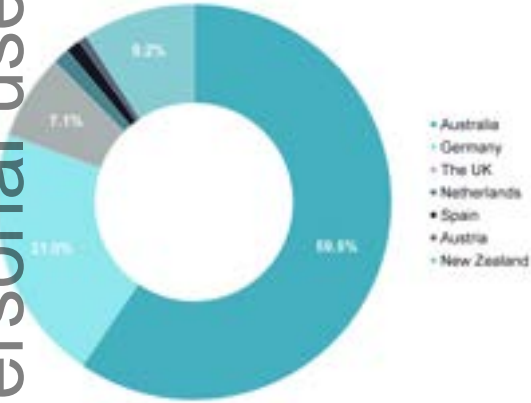


Note: Camplify Regions Take rate exc van sales grew from 26.31% in H1FY23 to 27.95% in H1FY24



Key operating metrics

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The majority of GTV was generated in Australia while New Zealand, the UK & European operations account for a greater share of GTV vs H1FY23, due to both organic and inorganic growth in the region.

High GTV growth continues while revenue retention increased.

Growth in GTV for H1FY24 reflects increases in:

- RV Fleet (19.67% vs PCP)
- Booking Growth (59.03% vs PCP)

Strong hirer growth maintained as average booking length decreases 14% vs PCP.

RV fleet growth continued as well as premium membership uptake.

Financial Metrics	H1FY22	H1FY23	H1FY24
Gross transaction value (GTV) (\$m)	22.9	46.2	89.3
GTV hire (\$m)	20.2	40.6	82.3
Premium memberships (\$m)	0.6	1.3	2.5
Other (\$m)	1.6	1.8	2.8
Total GTV growth (%)			93.6%
Amounts paid to owners (\$m)	16.1	33.8	65.1
Amounts retained to Camplify (total revenue) (\$m)	6.8	12.4	24.3
Proportion retained by Camplify (%)	29.6%	26.9%	27.2%
Gross profit margin (%)	50%	58%	61%

*Note: Gross profit margin without van sales was 65.7% H1FY24

Hirers' Metrics	H1FY22	H1FY23	H1FY24
Total number of paying hirers in the platform	93,373	280,979	634,104
Growth			125.7%
Total number of bookings made	17,316	28,193	44,782
Growth			59.0%
Average booking Value (\$)	1,183	1,799	1,693

Owners' Metrics	H1FY22	H1FY23	H1FY24
Total number of RVs available in the platform	7,338	24,558	29,388
Growth			19.7%
Number of RVs subscribed to Premium Membership	2,565	4,123	4,983
Growth			20.9%



Income statement Summary

Commentary

Growth in Revenue (95% vs PCP) was driven by:

- Hirer Revenue (92% vs PCP)
- Ramping up of Premium Membership (92% vs PCP)
- Van Sales (354% vs PCP)

Operating Expenses decreasing as a percentage of revenue:

- Marketing 14% vs 13% PCP but includes full 6 months of PaulCamper marketing costs vs 1 month in HIFY23
- Employee Benefits 35% vs 38% PCP

Normalised Results:

- EBITDA loss of \$1.4m, up from a loss of \$1.8m in HIFY23. Note the seasonality impact, with most regions of CHL seeing lower profitability in H1 due to being in low season based on revenue recognition, but with costs spread relatively evenly across the year.
- EBIT loss of \$3.0m, down from a loss of \$2.0m in HIFY23, due to amortisation of goodwill on acquisitions, and depreciation of PaulCamper intangible assets

\$ Millions	HIFY22	HIFY23	HIFY24
Revenue	6.8	12.4	24.3
Cost of sales	(3.4)	(5.2)	(9.4)
Gross profit	3.4	7.2	14.9
Gross profit margin	50%	58%	61%
Employee benefits expense	(3.2)	(4.8)	(8.5)
Marketing expense	(1.7)	(1.6)	(3.3)
Operations expenses	(0.9)	(1.4)	(2.3)
Administration expenses	(0.5)	(0.8)	(1.4)
Finance costs	(0.3)	(0.7)	(1.1)
Operating expenses	(6.6)	(9.3)	(16.6)
Other income	0.5	0.3	0.2
Normalised EBITDA	(2.7)	(1.8)	(1.4)
Depreciation and amortisation	(0.1)	(0.2)	(1.6)
Normalised EBIT	(2.8)	(2.0)	(3.0)
Net interest income/(expense)	0.0	0.1	0.1
Normalised Profit/(loss) before tax	(2.8)	(1.9)	(2.9)
Income tax benefit/(expense)	0.0	0.2	0.8
Normalised Net profit/(loss) after tax	(2.8)	(1.7)	(2.1)
Extraordinary Items			
Transaction costs - business combinations	(0.0)	(1.6)	(0.0)
One-off costs - Platform migration and Myway setup	(0.0)	(0.0)	(0.9)
Impairment of Assets	0.0	0.0	(0.0)
Net profit/(loss) after tax	(2.8)	(3.3)	(3.0)

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Income statement

Commentary

Growth in Revenue (95% vs PCP) was driven by:

- Hirer Revenue (92% vs PCP)
- Ramping up of Premium Membership (92% vs PCP)
- Van Sales (354% vs PCP)

Gross Profit Margin improved to 61%, driven by:

- Hire related 84% (increase from 63% in HIFY23)
- Improved Insurance Loss Ratio and lower levels of damage than HIFY23

Insurance Revenue Recognition:

- Casual Insurance Revenue grossed up
- Premium Membership revenue separates the insurance component and the personal use component
- Insurance recoveries from hirers are recognised as "Other Revenue" at 0% GP margin

Operating Expenses decreasing as a percentage of revenue:

- Marketing 14% vs 13% PCP but includes full 6 months of PaulCamper marketing costs vs 1 month in HIFY23
- Employee Benefits 35% vs 38% PCP

One-off platform migration and MyWay setup costs of \$0.9m were incurred during HIFY24. Excluding these costs the Normalised EBITDA was (\$1.4m).

\$ Millions	HIFY22	HIFY23	HIFY24
Revenue	6.0	12.0	22.5
Hire revenue	4.2	9.0	17.2
Premium membership fees	0.6	1.3	2.5
Other	1.2	1.7	2.8
Cost of sales	(2.7)	(4.9)	(7.7)
Hire COGS	(2.1)	(3.3)	(2.8)
Premium membership COGS	(0.5)	(1.1)	(2.3)
Other COGS	(0.0)	(0.4)	(2.8)
Gross profit (excl. van sales)	3.3	7.2	14.7
Gross profit margin (excl. van sales)	55%	60%	66%
Van sales revenue	0.8	0.4	1.8
Van sales COGS	(0.7)	(0.3)	(1.6)
Gross profit (van sales)	0.1	0.0	0.2
Gross profit margin (van sales)	7%	10%	9%
Gross profit	3.4	7.2	14.9
Gross profit margin	50%	58%	61%
Employee benefits expense	(3.2)	(4.8)	(8.8)
Marketing expense	(1.7)	(1.6)	(3.5)
Operations expenses	(1.9)	(1.4)	(2.7)
Administration expenses	(0.5)	(0.8)	(1.4)
Finance costs	(0.3)	(0.7)	(1.1)
Transaction costs - business combinations	(0.0)	(1.6)	(0.0)
Operating expenses	(6.6)	(10.9)	(17.5)
Other income	0.5	0.3	0.2
EBITDA	(2.7)	(3.4)	(2.3)
Depreciation and amortisation	(0.1)	(0.2)	(1.6)
Impairment of Assets	0.0	0.0	0.0
EBIT	(2.8)	(3.6)	(3.9)
Net interest income/(expense)	0.0	0.1	0.1
Profit/(loss) before tax	(2.8)	(3.5)	(3.8)
Income tax benefit/(expense)	0.0	0.2	0.8
Net profit/(loss) after tax	(2.8)	(3.3)	(3.0)



Cash flow statement

Commentary

Change in working capital reflects increased payments to suppliers and deposits held from hirers.

Government contract for Flood Bookings with credit terms for payment also impacted working capital, with RV owners partially paid for bookings prior to receiving funds from the government.

Capital Expenditures were driven mainly by PaulCamper amortisation of platform and Berlin office leased ROU Asset.

\$ Millions	H1FY22	H1FY23	H1FY24
EBITDA (excl one-off costs)	(2.8)	(1.8)	(1.4)
Change in working capital (excl one-off costs)	1.9	3.9	3.7
Non-cash items	0.0	0.0	(0.6)
Cash flow from operating activities	(0.9)	2.1	1.7
Capital expenditure	(1.0)	(0.6)	(0.5)
Transfer to/from interest bearing deposit	0.0	0.0	0.0
One-off costs	0.0	(1.6)	(0.9)
Free cash flow	(1.8)	(0.1)	0.3
Proceeds from borrowings	0.1	0.0	0.0
Proceeds from issue of shares	(0.1)	10.5	0.0
Lease payments for right of use assets	0.0	(0.1)	(0.2)
Share issue transaction costs	0.0	(0.4)	0.0
Net cash flow	(1.8)	9.9	0.1



Balance sheet

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Commentary

Capital light model.

A strong net cash position enables us to continue to take advantage of growth opportunities as they arise.

Decrease in Trade & other receivables and Trade & other payables were driven by reduction in volume of TAP bookings going out on hire vs PCP, where the full value of these bookings is recognised on the Balance Sheet when the van is delivered and reduces across the life of the booking.

Intangible assets decreased due to the amortisation of the PaulCamper and Mighway intangible assets acquired.

\$ Millions	H1FY22	H1FY23	H1FY24
Assets			
Current assets			
Cash and cash equivalents	19.3	24.9	26.8
Trade and other receivables	4.8	23.4	17.9
Inventories	0.2	0.7	0.4
Other assets	0.3	0.5	1.0
Total current assets	24.6	49.5	46.0
Non-current assets			
Property, plant and equipment	1.1	1.1	1.0
Intangible assets	0.1	60.1	58.3
Other assets	0.6	1.3	1.2
Total non-current assets	1.8	62.5	60.5
Total assets	26.4	112.0	106.5
Liabilities			
Current liabilities			
Trade and other payables	11.0	33.5	28.3
Other liabilities	3.7	9.8	9.9
Total current liabilities	14.7	43.3	38.2
Non-current liabilities			
Financial liabilities	0.1	0.1	0.0
Provisions	0.1	0.1	0.2
Deferred Tax	0.0	6.0	5.2
Lease liabilities	0.2	0.5	0.1
Total non-current liabilities	0.5	6.6	5.5
Total liabilities	15.2	49.9	43.7
Net assets	11.2	62.1	62.8
Equity			
Share capital	22.0	25.5	85.1
Share placements and share purchase plan	0.0	10.5	0.0
Share issues to vendor of PaulCamper	0.0	45.7	0.0
Transaction costs	0.0	(0.4)	0.0
Accumulated losses	(10.7)	(19.4)	(22.6)
Forex reserves	0.0	0.1	0.3
Total equity	11.2	62.1	62.8

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FY24

Marketing & Industry Overview

Section 4



Marketing growth drivers

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Continued cost efficient marketing approach headlined by always on owner and hirer campaigns to efficiently nurture leads through each stage of the funnel from awareness to conversion.

Development of the new global CHL marketing team with centres of excellence in brand, growth marketing and creative to identify shared insights and develop compelling campaigns and collateral across all brands and geographies. This has been supported by the launch of new global martech solutions to improve data led decision making and improved customer engagement and retention.

A continued focus on developing and sharing high quality, desirable content to drive owned and earned reach and engagement, whilst leveraging technical excellence and global best practice paid marketing to maximise owner and hirer conversions.

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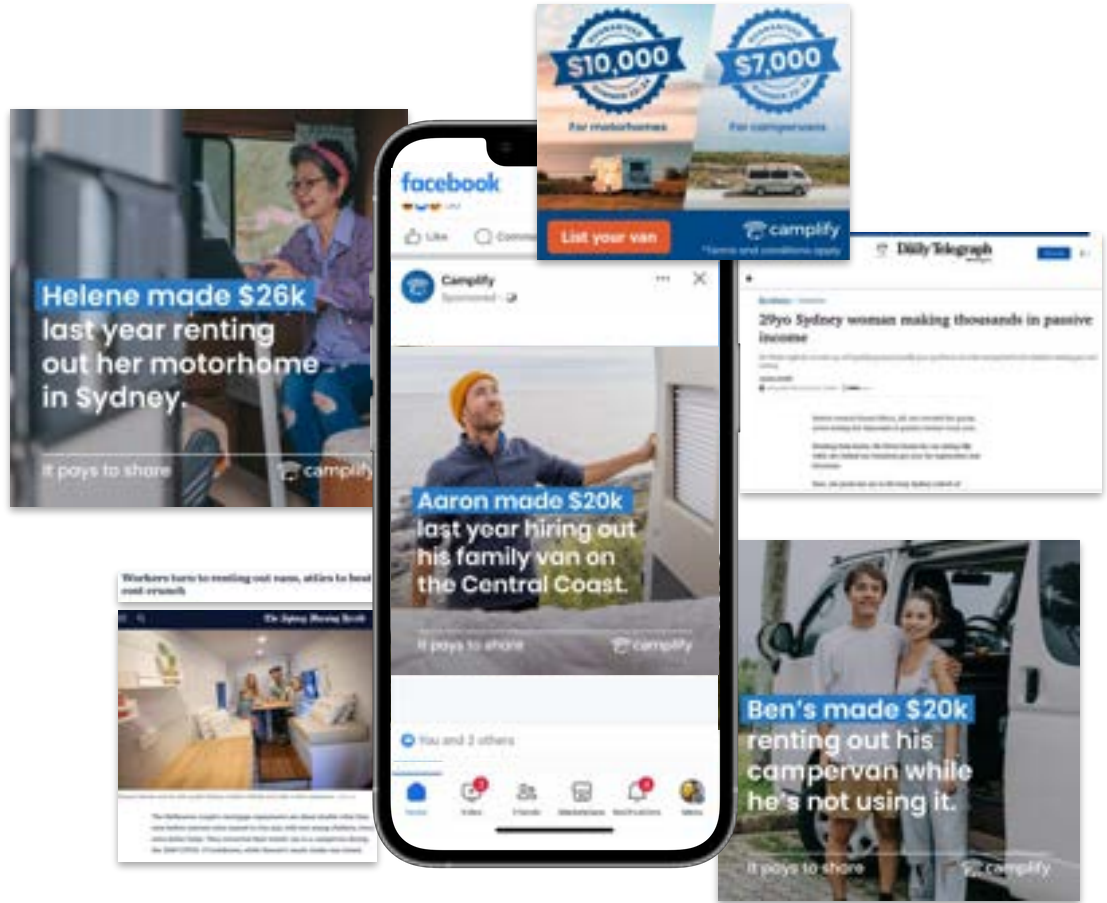


Marketing growth drivers

Owner Acquisition

Refreshed content focused on earning potential in targeted locations to combat cost of living pressures and drive sign up.

New rental guarantee launched in NZ.



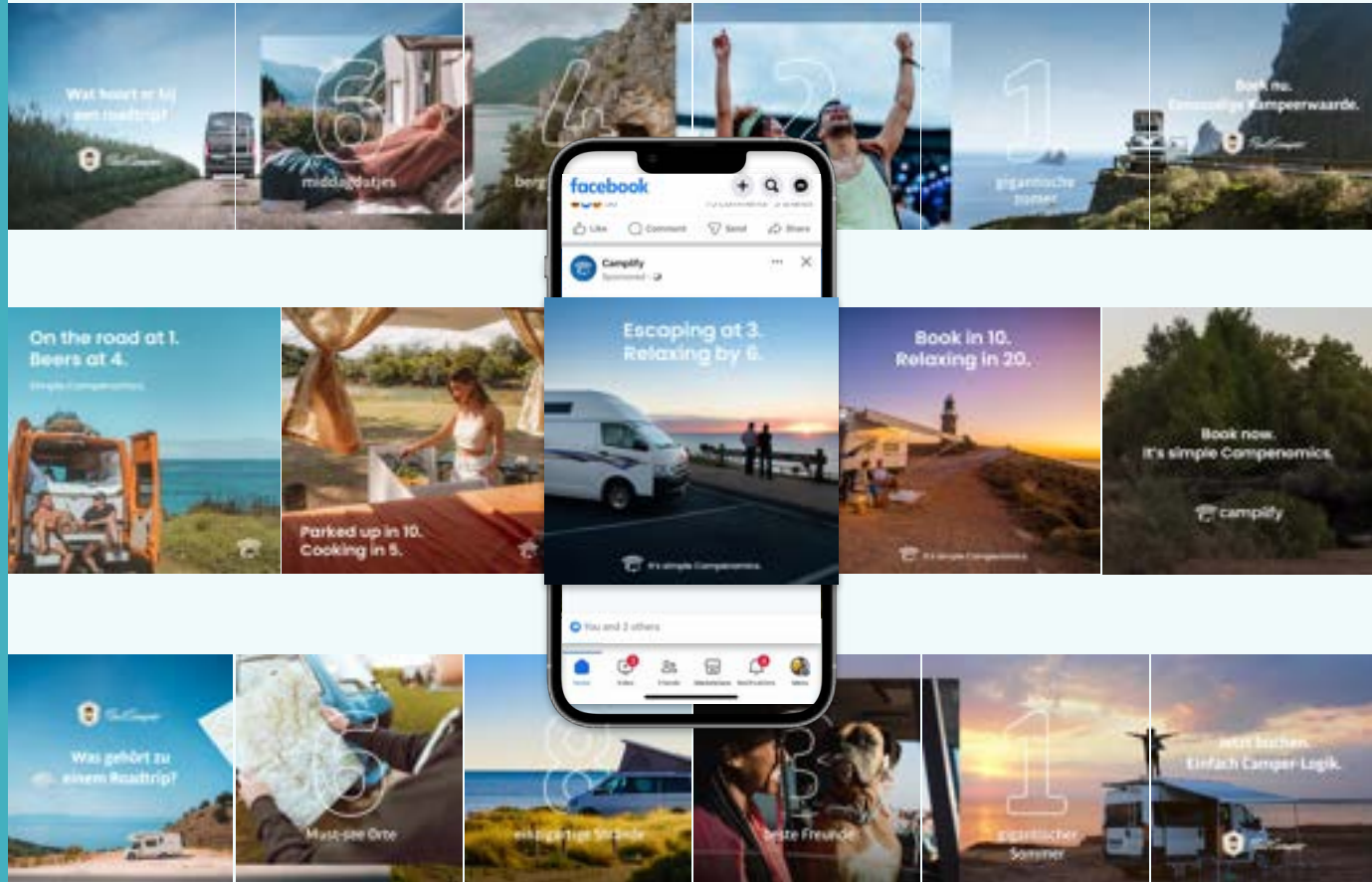
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Marketing growth drivers

Hirers Demand

New longer duration focused activity headlined by the Campenomics campaign.

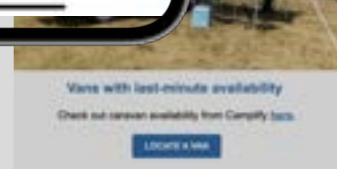
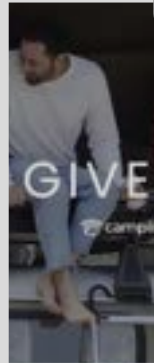
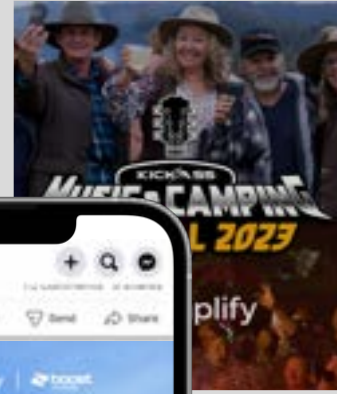


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Brand partnerships

CHL's global marketing strategy continues to focus on building cost effective brand partnerships to drive reach and engagement.

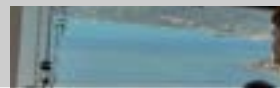
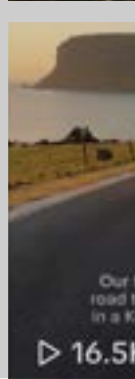
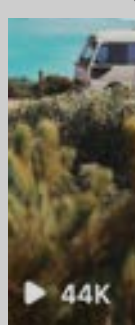


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Creator collaborations

CHL brands continue to focus on influencer marketing to create high quality content for owned marketing whilst building credible connection and engagement across collaborators platforms.



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Media presence

Continued strong earned media



The Best Things to Do in Sydney This Weekend

No plans this weekend? Here are some ideas to get you started...



Campify founder Justin Hales two-time Business Leader of the Year, also collects Hunter Business Awards Business of the Year accolade



SUMMER DAZE

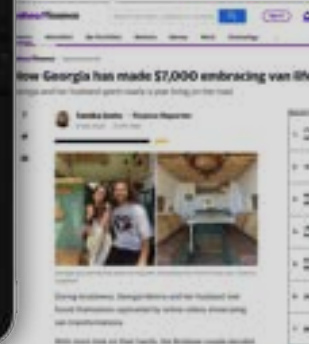
Nothing beats the fun of outdoor living, whether you're sitting on the sand or enjoying a barbecue.



Family Trip - Papa und Tochter mit dem Camper 5 Tage in Dänemark



PIONIERE ZU FÜRST: KULTURTRIP NACH ÖSTERREICH



9 money-saving tips for budget travelers in Australia



3 secrets to looking stylish in your caravan



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NZ market focus

NZ Owner Push

With more demand than supply in New Zealand, we launched the 'Save Our Summer' campaign to ensure that would-be road trippers won't miss out on an epic van holiday.

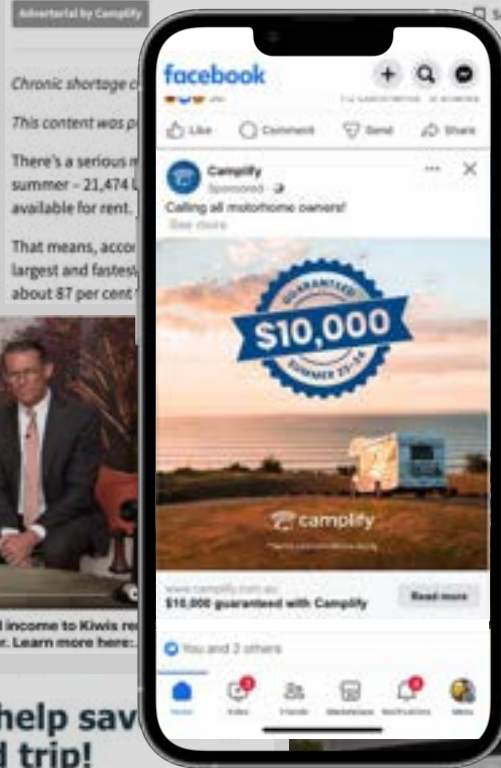
Summer Earning Guarantee: \$10K for Motorhomes & \$7K for Campervans from 15th December 2023 to 31st March 2024.

H1FY24 campaigns saw an increase in fleet in NZ by over 100% during the period



The team at Campify NZ are offering guaranteed income to Kiwis rent out qualifying motorhomes and vans this summer. Learn more here.

We need you to help save Kiwi road trip!

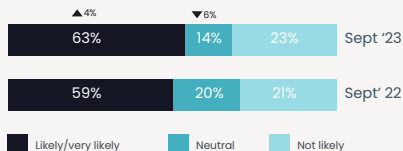


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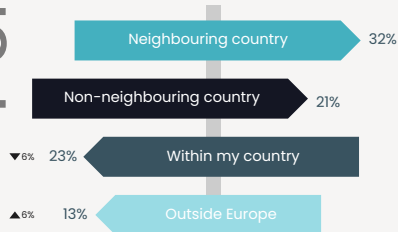
EU Austria

The intention for Austrian travel in the next 6 months has increased from September 2022 survey, with 32% of respondents looking to travel to a neighbouring country, with Germany being the top destination for 12% of respondents.

Intention to travel



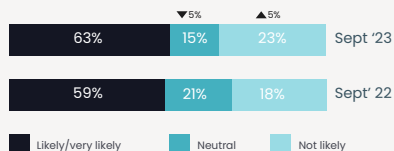
Where to?



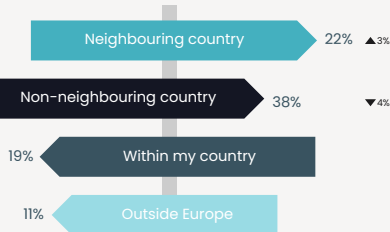
EU Netherlands

The Dutch intention to travel has relatively remained unchanged however intentions to not travel at all have increased by 5% to the same time last year. Neighbouring country travel has increased with Germany being the top destination for 10% of respondents.

Intention to travel



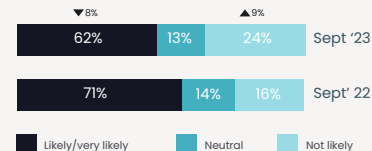
Where to?



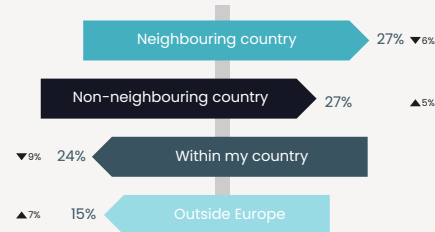
EU Germany

German intention to travel has decreased and likelihood of not travelling at all has increased compared to the same time last year. Of those wishing to travel, they're heading outside of Europe.

Intention to travel



Where to?





Travel trends

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Travel trends



Domestic overnight tourism trends for caravan and camping accommodation

for the year 2024

56%

of Aussies prioritise travel over any other discretionary spend.

At least **72%**

of people surveyed were planning at least two holidays in 2024





Travel trends

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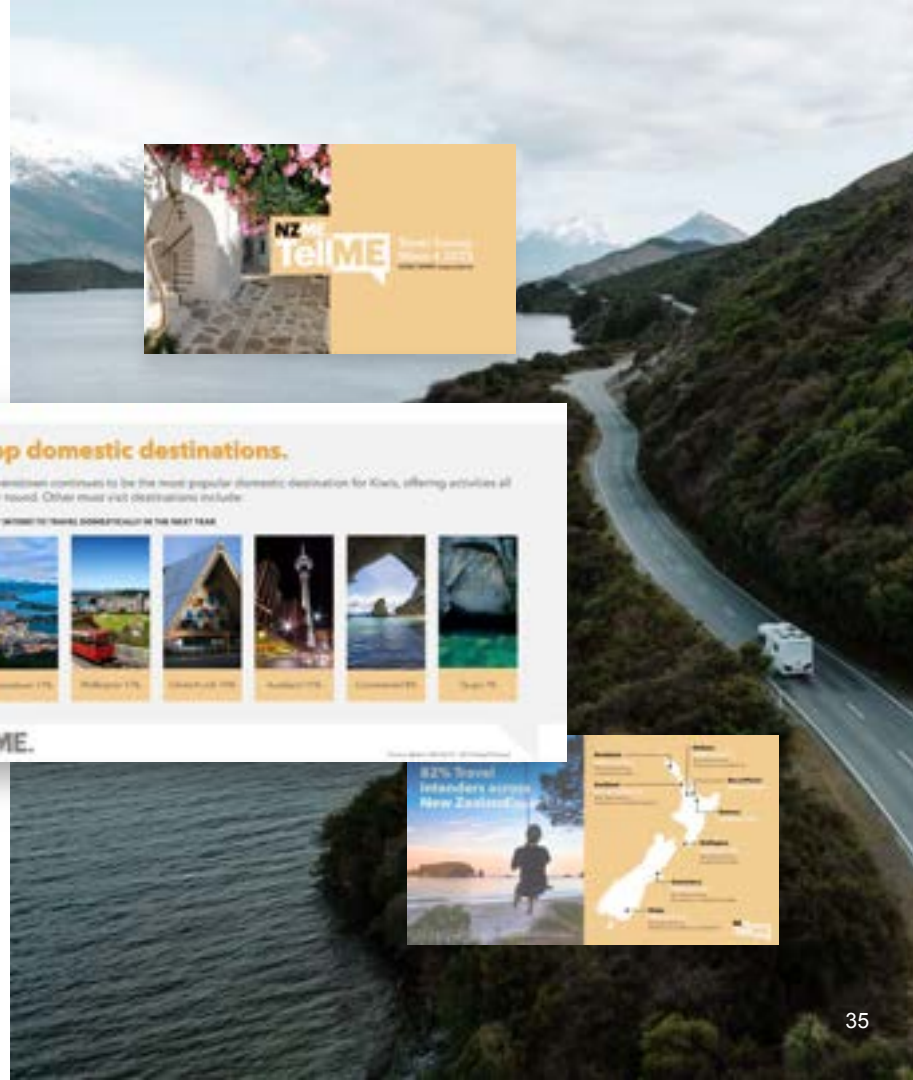
Travel trends



Travel intent is growing in NZ, and of the survey respondents from NZMe, 1.7m New Zealanders are looking to travel internationally in 2024 and 3.2m intend to experience their own backyard with a domestic NZ holiday.

Kiwis are spending on average \$1,600 on domestic trips, while looking to spend on average \$7,800 on an international trip.

With cross functionality in CHL's OnePlatform, these are trips we can tap into from all markets.



Top domestic destinations.

Queenstown continues to be the most popular domestic destination for Kiwis, offering activities all year round. Other must visit destinations include:

82% intend to travel domestically in the next year

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NZME.

82% Travel intend to travel across New Zealand

Source: NZME.TellMe Travel Survey Wave 4 2023

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FY24

Innovation & Development

Section 5

CRM Integration

CHL embarked on a global consolidation of customer management. Combining a number of internal systems into a single source of truth for all touchpoints, providing a holistic view of the customer for our internal teams.

With a more friendly interface, the team has noted a 20% decrease in the time it takes to build a marketing email campaign and significant improvement in support response, reducing the time it takes for support staff to find the correct information for a customer by 80%.

Global OnePlatform

A new, bespoke, platform shared between both Camplify and PaulCamper. The creation of a codified source of truth for design with automated implementation of branding. Allowing rapid development and a single platform with shared set of features.

All cookies, tags, trackers, pixels, beacons, across both sites are categorised allowing our customers to select which they accept or would like to decline, with the addition of having the sites translated into 4 languages for added customer experience.

AI integrations

Various models are being reviewed and implemented using AI to better assist CHL and enhance customer experience.



Manage listing

A significant improvement in owning a vehicle on the platform. The modular approach allows for easier future modification and integrates with the listing journey seamlessly, with the added self-service onboarding learning course, proactively reducing first timer stress.



Search result pricing

Search results pricing now provides hirers with a more accurate pricing breakdown.

When selecting a range of dates, a total holiday price is shown that includes owner updated seasonal pricing and potential one off fees that might be charged.



Payment flow integrations

New verifications flow already showing an improvement in conversions and 40% reduction in calls to support in the first month.

During payment flow, hirers are notified that they need to have a driving licence with them, and the owner will need to take a photo of it during pre-hire.



New for FY24

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New products & initiatives for FY24



CHL Global OnePlatform

Integrating the PaulCamper business into the Camplify platform was a priority for CHL. On 1st February 2024 this migration was completed. Both Camplify and PaulCamper markets are now operating from a global OnePlatform.



Premium Membership and AER expansion

Projects are developing for our Premium Membership and AER product expansion into the European and The UK markets in FY24. Expansion of these products is another critical step in integrating the global markets into CHL.



MyWay

Work is well underway and on track for CHL to onboard the MyWay MGA into all our key markets across the CHL brands in FY24.

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FY24

Acquisition update

Section 6



PaulCamper – Business integration



Reporting

We now have a full 12 calendar months of budget and reporting with the PaulCamper market, and from H2FY24 will have respective comparable figures in terms of gtv, revenue and growth in the market. It is important to note that in H1FY23 we only had PaulCamper figures to report on from 2nd December 2022, and as such only 1 month to compare the figures to in H1FY23.



Business systems

In H1FY24, following the successful integration of all teams into the Global CHL structure, our integrated business systems were released. These systems included new global HRIS functions and a new global CRM. During H1FY24 and after the long awaited European high season, operational team members have now progressed through the transition to the new CRM. Global EAP platforms were released, providing valuable support to all employees across the globe.



Global core platform

A global OnePlatform has been developed and released on 1st February 2024, this platform encompasses the Camplify and PaulCamper brands. The platform serves all regions with customisable products to better serve each market. The core platform is highly scalable and switches seamlessly to the brand in that particular region.



Product synergies

We've seen the first of our product synergies between markets, and look forward to further synergies between the Camplify and PaulCamper brands, in particular with our premium membership and AER offerings which have seen successful uptake in the ANZ markets.

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FY24

MyWay Insurance

Section 7

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Wherever you are,
we will be by your side.



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Insurance software

An Insurance Suite was purchased and launched with the first products in Germany (e.g. annual motor insurance)

Recruiting efforts

MyWay's team is gradually starting to form. Operational roles have just recently been filled (e.g. claims handling manager, customer service agent)

EU Membership model

Camper+ was launched in Germany as the first test for membership models in the European markets. Product variations and UK launch are next in line

6 months

today

Motor policy renewal

The motor policies in all European countries were renewed at fair market conditions and with more favourable acceptance guidelines

Marketing campaigns

Dedicated marketing activities were executed to push MyWay brand awareness to boost product sales (e.g. annual motor insurance)

Spanish broker license

MyWay Insurance has replaced the existing external broker as an official intermediary with Allianz in Spain, resulting in insurance commission revenues in Spain as of 2024

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FY24

Future outlook

Section 8

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The road ahead for H2FY24

A key focus for CHL in FY24 is the global rollout of our MGA MyWay across all markets. Insurance is a key product offering for customers on both sides of the marketplace. CHL has made significant steps in the process, and expects to have all active Northern Hemisphere markets completed in FY24, with Southern Hemisphere markets completed in Q1FY25. This new division will not only grow our core marketplace, it will also allow for the retailing of products outside of our customer base in the future.

As the rollout of our core CHL platform comes to a conclusion in early H2FY24, this will provide a significant milestone to enhance products, revenue, and look to expand in future periods.

CHL is well positioned globally to provide significant return to shareholders in future years with its investment into a truly global networked platform, with supporting insurance MGA. FY24 is a key deliverable period to provide a stable platform for growth and development globally.



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FY24

Rent a Tent – Acquisition

Section 9



Rent a Tent - Summary

Rent a Tent is the leading provider of tents to the festival industry in Australia.

They supply on average 15 festivals per year only on the East Coast of Australia.

The Rent a Tent fleet consists of 1,000 canvas tent units, which are stored throughout the year and transported to the events when needed.



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Who do they supply to

**PORT FAIRY
FOLK FESTIVAL**

SUMMERNATS

CMC ROCKS QLD

**BIRDSVILLE
RACES**

**BIRDSVILLE
BIG RED BASH**
ROCKY MOUNTAIN

**Beyond
The
Valley**

**SPEND
YOUR
TIME
ON THE GRASS**

**THE NATIONAL
OF FOLK FEST**

**HELLLOUIN
Ute Muster**

**WANDERER
FESTIVAL**

SPILTMILK

**Pitch
Music & Arts**



Rent a Tent - Strategic rationale

The Acquisition accelerates Camplify's expansion into the festival and event accommodation, in conjunction with CHL's TAP and Concierge accommodation programs, and transforms the Company into a leading player in this market.



Why expand into a rental fleet

The events space drives bookings in regional locations around Australia

Events are a core out of peak period driver of bookings in Australia

Events want to work with a single supplier, then on sell the units to their customers



Makes CHL a true event player

This acquisition will allow CHL to expand our offering at events. Camplify will be able to add in caravans as a luxury camping experience and build additional bookings



Future outlook

We can expand the current offering and make it more efficient generating additional revenue and gross profit

Easily expand to an additional events on the east coast with little additional investment.

Ability to expand to WA+SA+NZ

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Contracts to be fulfilled FY24

A busy road ahead in H2FY24 for Rent a Tent with contracts to be fulfilled for event accommodation services being provided to long standing clients.

As the summer holiday season ends for the Australian market, the event season picks up further cementing the strong position of the Rent a Tent acquisition to increase bookings and revenue throughout the year for the Camplify market.



Contracts to be fulfilled in H2FY24:

**PORT FAIRY
FOLK FESTIVAL**

CMC ROCKS QLD

**BIRDSVILLE
BIG RED BASH**
ROCKY @ KEMPSHIRE

**THE NATIONAL
FOLK FEST**

**Pitch™
Music & Arts**



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FY23

Summary & appendix

Section 10

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Key takeaways

01

Creating a truly global marketplace

Being a leading operator in our key markets of Australia, New Zealand and Germany and increasing tourism across all 7 markets.

02

Consistent high growth and margins

in GTV, revenue, booking value and volumes, with plans to increase take rate in recently acquired PaulCamper.

03

A scaling marketplace

The CHL marketplace is scaling effectively, which can be demonstrated by the strong improving bottom line position.

04

Global insurance expansion

The global rollout of the MyWay Insurance MGA enables CHL to build and expand to a global insurance product in existing and potential future markets.

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 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.
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. 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 and 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.

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 may 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 substandard 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.

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, Spain, Germany, Netherlands and Austria. 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 Europe. Where an event (such as a severe weather event or pandemic) impacts holiday makers in peak periods, the Company's revenue will be impacted.



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Thank you