Camplify Holdings Ltd
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CHL Group

ASX Announcement

28 August 2025

Camplify Holdings Limited FY25 Results and Presentation

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Summary;

- **Camplify Holdings Limited ("CHL" or "the Company") released audited results for FY25.**
- **FY25 marked a refocus for Camplify Holdings (CHL) to ensure future, sustainable profitability**
- **Significant H2 Improvement: Following challenges in H1 FY25, CHL delivered a strong second half, demonstrating improved operational efficiency and a stabilized cost base**
- **EBITDA improved significantly in H2 FY25 to a loss of $2.6 million, compared to a loss of $6.8 million in H1 FY25**
- **PaulCamper saw GTV growth of 5.9% in H2 PCP and revenue growth of 10% pcp**
- **Optimised Cost Structure: Marketing spend was dramatically reduced from 27% of revenue in H1 to a more efficient 9% in H2. Employee costs also decreased from 42% of revenue in H1 to 35% in H2. Additional cost savings in FY26**
- **Successful Insurance Rollout: The new mutual program for insurance (MyWay Mutual) replaced third-party products in Australia and New Zealand (ANZ), already showing significant cost savings**
- **CHL enters FY26 well-positioned to deliver profitability, achieve cost-effective growth in core markets, generate positive cash flow, and secure an EBITDA positive result for the full year**
- **CHL closed the period with $22.9m (GTV) in future bookings, this represents an increase of 8% over the previous comparable period, and excludes any TAP bookings**.

Attached is a copy of the CHL half year results presentation for the full year ending 30 June 2025.

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Results

CHL reported a Gross Transaction Value (GTV) of $139.0 million for FY25, a 14.5% decrease from $165.5 million in FY24. This reduction was partly associated with the reduction of Temporary Accommodation Program (TAP), and the exit of the van sales equating to a combined $13.7 million of the GTV reduction

Other factors impacting GTV included the final phases of the PaulCamper integration. For H2 FY25, GTV increased and was recorded at $74.14 million, up from $65.3m in H1.

Total revenue for FY25 was $42.0 million, compared to $47.8 million in FY24. Revenue in H1 FY25 was $20.0 million, growing to $22.1 million in H2 FY25. Revenue growth was supported by an increase in takerate moving to a global average of 28.2%, up from 27.80% (pcp). This was driven by increases in AER sales globally, significantly in the German market, as this product began to be integrated into the sales process.

The underlying operational progress in FY25 has fundamentally strengthened the business despite top-line revenue impacts from TAP, PaulCamper integration, and van sales exit.

CHL recorded a Net Loss After Tax of $15.8 million for FY25, which includes a one-off, non-cash impairment of goodwill totaling $6.0 million related to the retiring of the PaulCamper platform, and trading levels in PaulCamper countries.

This accounting adjustment does not reflect the company's cash performance or underlying operational progress.

The EBITDA for FY25 was a loss of $9.4 million, with a substantial improvement seen in the second half, moving from a loss of $6.8 million in H1 to a loss of $2.6 million in H2. This improvement reflects a focused approach on expenses, particularly marketing and employment costs.

Key financial and operational improvements in H2 FY25 included:

- Gross Profit Margin improved to 61.8% in H2, compared to 58.5% in H1. The full-year gross profit margin was 60%.
- PaulCamper saw GTV growth of 5.9% in H2 PCP and revenue growth of 10% pcp recording $24m GTV vs FY24 $22.7m, & $4.5m revenue vs $4.1m FY24
- Marketing efficiency significantly improved, with spend reduced from 27% of revenue in H1 to a highly efficient 9% in H2
- Employee costs decreased from 42% of revenue in H1 to 35% in H2, achieved

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through automation and centralized roles, right-sizing the business for scalable growth. This expected to continue to reduce to 30% of revenue for FY26

The new MyWay Mutual program was successfully rolled out in Australia and New Zealand, showing significant cost savings in its first two months and is expected to materially improve gross profit margin for membership related revenue in FY26, from 14% to an estimated 28%.
The German market (PaulCamper) demonstrated stabilized predicable performance with an increase in market revenue during H2 compared to H1, it also saw takerate improve to 18.82%.

A group-wide cost reduction program delivered $4.6 million in annualized operational savings, creating a leaner operating model. The company's cash and cash equivalents closed the year at $8.4 million, providing sufficient liquidity for FY26 initiatives.

CHL closed the period with $22.9m (GTV) in future bookings, this represents an increase of 8% over the previous comparable period, and excludes any TAP bookings.

For FY25 CHL closed the period with 5,360 paid Members (Premium & Camper+)

Justin Hales, CEO & Founder, stated, "FY25 was a truly pivotal year for Camplify Holdings. We faced challenges in the first half, but responded decisively with a strategic refocus that has fundamentally reshaped our business for sustainable profitability. Our achievements in the second half — from dramatically improving marketing efficiency and optimizing our operational structure to the successful rollout of our captive-backed insurance program — demonstrate the effectiveness of our strategy. We have strengthened our leadership team and unified our global technology platform, positioning us for strong execution, further enhanced by the valuable experience brought by new board member John Myler, who is instrumental in our journey to becoming a member-led business."

Outlook
Entering FY26, CHL is on a clear path to profitability with a stabilized cost base and significant upside potential in revenue growth in core markets. Our unwavering focus for FY26 includes:

- Delivering profitability.

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- Achieving cost-effective growth in core markets.
- Generating positive cash flow.
- Further rollout and cost reductions in the insurance program in the Northern Hemisphere.
- Achieving EBITDA positive results for FY26.

CHL will also continue to scale the MyWay membership program and maintain disciplined cost management, leveraging the investment in automation and AI for continuous operational efficiency. The new member-first model is set to increase gross profit margins and expand billings, providing a scalable model for other regions.

On B2B programs, CHL will begin the second phase of the temporary accommodation program with the NSW Government who have restarted and expanded the recently completed TAP program to 26 newly affected LGAs. This program was relaunched on the 25th of August 2025.

CHL is committed to its plan and positive about its ability to deliver against these objectives, ensuring long-term profitable sustained growth.

Join the CHL investor update call

An investor briefing will be held via Zoom at 11.45am AEST on the 28th August 2025. **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 Brett Edwards.

You can register for this conference via the link: Camplify FY25 Results Zoom call.

Participants are required to preregister for attendance. The call will consist of a presentation followed by Q&A.

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For further information please contact:

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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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FY25 Full Year Results

Official Presentation

Justin Hales, CEO
Brett Edwards, CFO

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myway

camplify

PaulCamper

rent a tent

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CEO Summary

FY25 was a pivotal year for Camplify Holdings, marked by a decisive strategic refocus to ensure future, sustainable profitability. Following H1 challenges, the business implemented a clear strategy focusing on three key areas: marketing spend efficiency, automation for reduced employee costs, and greater control over insurance products.

Key H2 FY25 Achievements:

- Significant Improved Marketing Efficiency Marketing spend reduced from 27% of revenue in H1 to a significantly more efficient 9% of revenue in H2. Crucially, this was achieved while still delivering revenue growth (pcp).
- Optimised Operational Structure & Reduced Employee Costs decreased from 42% of revenue to 35% of revenue in H2 through automation and centralised roles. This transition involved one-off costs in FY25, and has right-sized the business for scalable growth with automation and AI adoption.
- Successful Captive-Backed Insurance Rollout: The new mutual program replaced third-party products in Australia and New Zealand (ANZ). In its first two months, it has already shown significant cost savings, positioning the company for a material improvement in gross profit margin in FY26.
- Stabilised German Market Performance (PaulCamper): Focused efforts on Germany resulted in a more predictable revenue during H2. Future plans include strategic review of the smaller markets to further reduce costs and concentrate resources on the core operations.
- Strengthened Leadership: The executive team and board were enhanced with new resources bringing significant experience across technology, marketing, finance, and insurance, already reflecting in positive H2 results.

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CEO Summary - continued

Moving Forward into FY26 – Clear Path to Profitability:

Entering FY26 with a stabilised cost base, CHL is well-positioned for upside potential in revenue growth in core markets. The future focus is clear and unwavering:

- Deliver profitability
- Achieve cost-effective growth in core markets.
- Generate positive cash flow.
- Further rollout and achieve cost reductions in the insurance program in the Northern Hemisphere.

The company remains committed to its plan and positive about its ability to deliver against these objectives.

Justin Hales
CEO & Founder

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Key Achievements in FY25

Business

- Completed the rollout of the ANZ Myway Mutual. Built with a global view enabling future growth into other key markets
- Completed the migration of customers on membership protection from previous insurer to Myway Mutual
- Improved marketing efficiencies across all core markets enabling sustainable growth model at reduced expense
- Reduced employee costs down from H1 42% of revenue to H2 35% of revenue based on automation and implementation of AI systems
- Restructured Executive leadership team with an objective of improving team performance
- Launched new membership offering in ANZ under Club Camplify enabling future non marketplace members
- Improved finance processes, reporting, and controls

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Key Achievements in FY25

Systems

- Improved automated systems including a focus on ticket resolutions via AI. Allowing for reduced call center manual ticket management
- Implemented global CMS enabling content delivery and management at speed empowering marketing
- Completed implementation of global finance systems improving visibility and reporting
- Completed implementation of global CRM systems enabling global teams approach to customer management
- Implementation of improved search algorithm improving the search results for hirers and improving conversion rates. Enabling reduction marketing spend
- Improved payment gateway methods with adoption of Paypal, Apple & Google pay
- Implementation of discount codes and coupons allowing for campaign driven promotions
- Migration of insurance claims management systems and integration with platform
- Implementation of affiliate marketing integrations

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Key financial information

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CFO Summary

Group Revenue: $42.1 million (FY24: $47.8 million)

Net Loss After Tax: $15.8 million (FY24: $8.1 million), inclusive of a $6.0m non-cash impairment of goodwill

FY25 EBITDA: $2.609m loss HY2 versus $6.752m loss HY1

FY25 was a pivotal period of strategic transition and consolidation for Camplify. The company undertook significant foundational work to unify its global technology platform, streamline its cost base, and launch new Membership products with the Mutual, positioning the business for a return to growth and a clear path to profitability in FY26.

Revenue has been impacted by three main factors - short term disruption from the final phases of the PaulCamper integration, the exit from van sales and the planned conclusion of the a number of sites under the government contracts for our Temporary Accommodation Program.

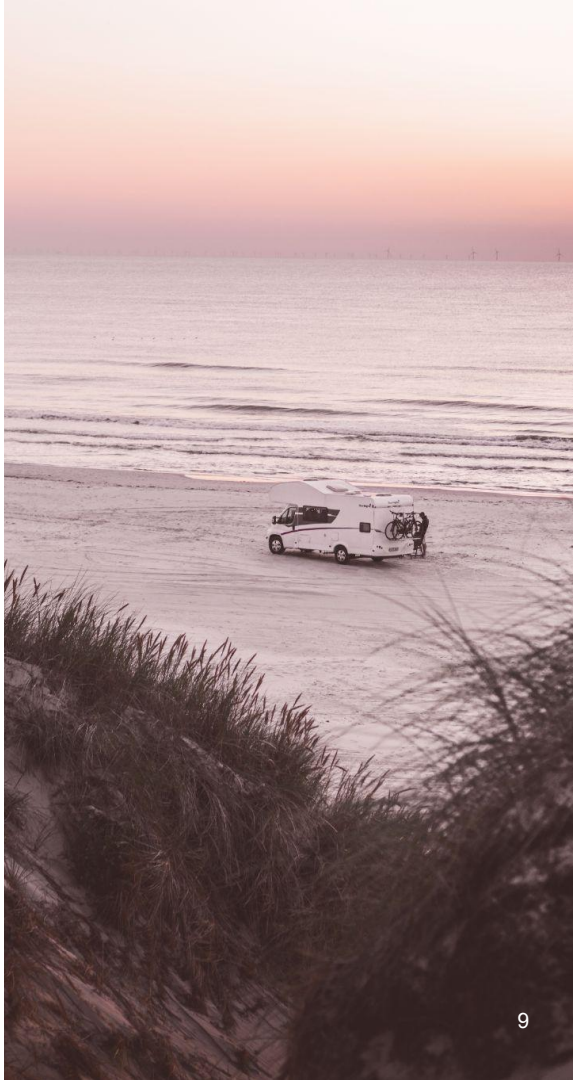
While these factors impacted our top-line revenue, the underlying operational progress achieved this year has fundamentally strengthened the business. We executed a group-wide cost reduction program delivering $4.6 million in annualised operational savings, creating a leaner operating model for the future.

Between the two halves of FY25, EBITDA excluding the impairment has improved by $3.7m reflecting the impact of the focus on expenses during the year. More focused marketing as well as tight employment cost control are the significant contributors to this outcome.

Management focus on the two major segments of the business, Marketplace and Membership did result in a restructuring of the goodwill allocations and an impairment was necessary to the marketplace business, reflecting slower growth in the European market.

With the complex integration work behind us and a strengthened executive team in place, we enter FY26 with a singular focus on execution. Our priorities are clear: aggressively scale the MyWay membership program, disciplined cost management and maintain momentum in our high-performing regions.

Brett Edwards
CFO



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H2 FY25 Analysis

The 2nd half of FY25 saw improved trading results with the gross profit margin improving to 62.0% compared to HY1

Employee costs fell from 42% to 35% of revenue with tight management across all countries

A very focused review of Marketing costs reduced expenditure from 27% to only 9% of revenue

One off costs in HY2 included the establishment of MyWay Mutual ($0.5m) and additional debt provisioning ($1.0m).

EBITDA for the half improved from a loss of $6.8m to a loss of only $2.6m - significantly also ahead of the PCP loss of $4.8m.

$ Millions	HY1	HY2	FY25
Revenue	**20.0**	**22.1**	**42.0**
Cost of sales	**(8.3)**	**(8.4)**	**(16.7)**
Gross profit	11.7	13.6	25.3
Gross profit margin	58.5%	61.8%	60.2%
Employee benefits expense	(8.4)	(7.7)	(16.1)
Marketing expense	(5.4)	(2.0)	(7.4)
Mutual Establishment Costs	-	**(0.5)**	**(0.5)**
Debt Provisions	**(0.1)**	**(1.0)**	**(1.0)**
Other Costs	(4.8)	(5.0)	(9.8)
Other Income	0.3	0.0	0.3
EBITDA	**(6.8)**	**(2.6)**	**(9.4)**
Depreciation and amortisation	(0.7)	(0.8)	(1.6)
Impairment	-	**(6.0)**	**(6.0)**
Interest	-	-	-
Tax Benefit	0.4	0.7	1.1
Net Loss	(7.1)	(9.0)	(15.8)

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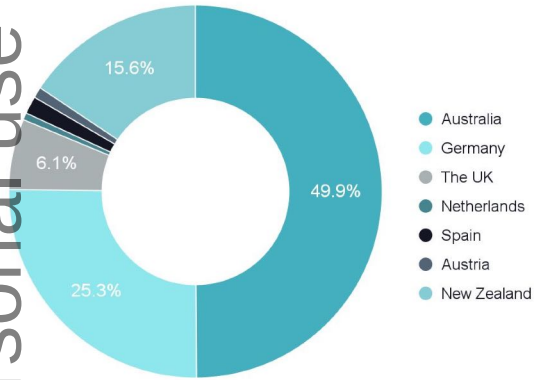
Key operating metrics

Share of GTV by market



The majority of GTV was generated in Australia (49.9%) with Germany remaining the 2nd largest market (25.3%). NZ growth has increased its share of total GTV to 15.6% while other markets remained relatively unchanged.

Financial Metrics:
The headline financial metrics show a contraction in marketplace activity, with Gross Transaction Value (GTV) decreasing by 14.5% to $139.5 million. Around $11m of this reduction was associated with the conclusion of TAP contracts in Australia.

Take rate (the proportion of GTV retained as revenue) has steadily increased from 26% in FY23 to 28.2% in FY25. This demonstrates our growing effectiveness at capturing value from our platform.

Hirer Metrics:
Hirer activity reflects the broader market softness and the strategic shifts made during the year. The number of new paying hirers decreased by 19%, and the total number of bookings saw a 10% decline. The average booking value also decreased to $1,600. A focus for FY26 will be to leverage the unified global platform to re-engage hirer growth.

Owner Metrics:
The supply side of our marketplace remains robust, showing continued, albeit slower, growth. The total number of RVs available on the platform grew by 5% to 34,398. More significantly, the number of owners subscribing to our Premium Membership increased by 9% to 5,360. This continued growth is a key pillar for future revenue and margin expansion, particularly with the launch of the MyWay protection product.

Financial Metrics	FY23	FY24	FY25
Gross transaction value (GTV) ($m)	146.4	165.5	139.5
GTV hire ($m)	136.4	150.1	130.6
Premium memberships ($m)	3.5	5.2	5.5
Other ($m)	4.8	6.1	3.4
Total GTV growth (%)	173%	13%	(15%)
Amounts paid to owners ($m)	108.1	117.7	97.5
Amounts retained to Camplify (total revenue) ($m)	38.2	47.8	42.0
Proportion retained by Camplify (%)	26%	29%	30%
Gross profit margin (%)	68%	62%	60%

Hirers' Metrics	FY23	FY24	FY25
Number of new paying hirers in the platform	494,068	180,829	146,212
Growth	323%	-63%	-19%
Total number of bookings made	81,993	89,086	79,889
Growth	106%	9%	-10%
Average booking Value ($)	1,733	1,668	1,600

Owners' Metrics	FY23	FY24	FY25
Total number of RVs available in the platform	28,399	32,789	34,398
Growth	186%	15%	5%
Number of RVs subscribed to Premium Membership	4,567	4,908	5,360
Growth	55%	8%	9%

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Income statement summary

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Commentary

The company reported a statutory net loss after tax of $15.8 million, compared to a loss of $8.1 million in FY24. It is critical to note that this year's result includes a one-off, non-cash impairment charge of $6.0 million against goodwill, related to the marketplace business.

This accounting adjustment, while impacting the statutory bottom line, does not reflect the company's cash performance or underlying operational progress.

A key achievement of the year was the successful implementation of a group-wide cost reduction program. This financial discipline is evident in the income statement, with employee benefits expense decreasing to $16.1 million from $17.8 million (including around $0.7m in one-off costs) and marketing spend reducing to $7.3 million from $8.0 million.

These measures have resulted in a leaner and more efficient operational structure, creating a lower cost base from which to grow in the coming year.

$ Millions	FY23	FY24	FY25
Revenue	**38.2**	**47.8**	**42.0**
Cost of sales	**(12.4)**	**(18.0)**	**(16.7)**
Gross profit	25.8	29.8	25.3
Gross profit margin	68%	62%	60%
Employee benefits expense	(12.4)	(17.0)	(16.1)
Marketing expense	(6.1)	(8.0)	(7.3)
Operations expenses	(5.6)	(6.8)	(8.1)
Administration expenses	(1.8)	(2.4)	(3.4)
Finance costs	(0.0)	(0.0)	(0.0)
Operating expenses	**(25.9)**	**(34.3)**	**(34.9)**
Other income	0.4	0.1	0.2
Normalised EBITDA	**0.3**	**(4.4)**	**(9.3)**
Depreciation and amortisation	(1.1)	(2.3)	(1.5)
Normalised EBIT	**(0.7)**	**(6.7)**	**(10.8)**
Net interest income/(expense)	0.2	0.2	0.1
Normalised Profit/(loss)before tax	**(0.6)**	**(6.5)**	**(10.7)**
Income tax benefit/(expense)	0.3	0.81	1.1
Normalised Net profit/(loss) after tax	**(0.3)**	**(6.3)**	**(9.6)**
Extraordinary Items			
Transaction costs - business combinations	(3.1)	(0.2)	-
Impairment of Assets	(0.2)	(1.6)	(6.1)
Net profit/(loss) after tax	**(3.6)**	**(8.1)**	**(15.8)**

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Income statement

Commentary

Growth in Revenue (24.9% vs PCP) was driven by:

- Hirer Revenue (22.3% vs PCP)
- Ramping up of Premium Membership (48.4% vs PCP)

Gross Profit Margin decreased to 62%, driven by:

- Hire related 83.7% (decreased from 88% in FY23)
- Van Sales 9% (down from 12.5% in FY23)
- Worsened Insurance Loss Ratio, repair costs impacted by inflation globally and higher levels of damage than FY23

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 increasing as a percentage of revenue:

- Marketing 16.7% vs 16.0% PCP
- Employee Benefits 37.3% vs 32.4% PCP

One-off acquisition, migration and business optimisation costs of $1.8m were incurred during FY24. Excluding these costs the Normalised Net Profit/(Loss) after tax was ($6.3m).

$ Millions	FY23	FY24	FY25
Revenue	**36.5**	**45.7**	
Hire revenue	28.2	34.5	
Premium membership fees	3.5	5.2	
Other	4.8	6.1	
Cost of sales	**(10.9)**	**(16.1)**	
Hire COGS	(3.4)	(5.6)	
Premium membership COGS	(3.4)	(4.5)	
Other COGS	(4.1)	(6.0)	
Gross profit (excl. van sales)	**25.6**	**29.6**	
Gross profit margin (excl. van sales)	70.1%	64.7%	%
Van sales revenue	**1.7**	**2.0**	
Van sales COGS	(1.5)	(1.8)	
Gross profit (van sales)	**0.2**	**0.2**	
Gross profit margin (van sales)	12.5%	9.0%	%
Gross profit	**25.8**	**29.8**	
Gross profit margin	67.5%	62.3%	%
Employee benefits expense	(12.4)	(17.8)	
Marketing expense	(6.1)	(8.0)	
Operations expenses	(5.6)	(7.4)	
Administration expenses	(1.8)	(2.7)	
Finance costs / Loss on Disposal of Assets	(0.0)	(0.0)	
Transaction costs - business combinations	(3.1)	(0.2)	
Operating expenses	**(28.9)**	**(36.0)**	
Other income	0.4	0.1	
EBITDA	**(2.8)**	**(6.2)**	
Depreciation and amortisation	(1.1)	(2.3)	
Impairment of Assets	(0.2)	(0.0)	
EBIT	**(4.1)**	**(8.5)**	
Net interest income/(expense)	0.2	0.2	
Profit/(loss)before tax	**(3.9)**	**(8.3)**	
Income tax benefit/(expense)	0.3	0.1	1
Net profit/(loss) after tax	**(3.6)**	**(8.1)**	

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Cash flow statement

Commentary

- Throughout the 2025 financial year, Camplify's cash flow was heavily influenced by its strategic repositioning and operational restructuring. The company's cash and cash equivalents decreased, closing the year at $8.4 million
- There was the substantial improvement in operating cash flow compared to the PCP, driven by disciplined cost management and a strong focus on working capital, evidenced by a significant $8.2 million reduction in trade receivables
- Investing and financing activities reflect the prudent and focused approach to capital allocation. Cash used in investing activities decreased to $0.6 million from $1.6 million in FY24, with a disciplined approach to capital expenditure following the completion of major platform integration projects
- Financing cash flows were minimal, primarily consisting of lease repayments, which aligns with our strategy to maintain a strong balance sheet with minimal reliance on debt

$ Millions	FY23	FY24	FY25
EBITDA (excl acq and one-off costs)	**0.3**	**(4.4)**	**(8.3)**
Change in working capital (excl acq and one-off costs)	(2.5)	5.9	3.8
Non-cash items	0.0	0.3	-
Cash flow from operating activities	**2.8**	**(10.0)**	**(4.5)**
Capital expenditure	(1.1)	(1.6)	(0.6)
Transfer to/from interest bearing deposit	0.0	(0.0)	-
Free cash flow	**1.6**	**(11.6)**	**(5.1)**
Proceeds from borrowings	0.0	0.0	-
Proceeds from issue of shares	10.5	0.0	-
Lease payments for right of use assets	(0.2)	(0.4)	(0.2)
Net cash flow	**11.5**	**(11.6)**	**(5.3)**

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Balance sheet

Commentary

- Cash at bank concluded the year at a healthy $8.4 million, which we believe provides sufficient liquidity to fund our growth initiatives in FY26. The decrease in current assets from $37.9 million to $24.0 million is primarily attributable to a reduction in trade receivables and cash, reflecting the conclusion of temporary accommodation contracts and the company's strategic exit from the capital-intensive van sales market.
- Non-current assets decreased to $53.8 million, largely due to a non-cash impairment of goodwill of $6.0 million related to the marketplace business.
- Current liabilities were reduced to $32.0 million from $34.7 million in the prior year, mainly due to the decrease in trade payables as transaction volumes fell.
- The company has minimal borrowings reflecting a capital structure that is not reliant on significant debt.

$ Millions	FY23	FY24	FY25
Assets			
Current assets			
Cash and cash equivalents	26.6	14.8	8.4
Trade and other receivables	23.0	21.5	12.7
Inventories	0.5	0.3	-
Other assets	1.1	1.3	2.3
Total current assets	**51.2**	**37.9**	**23.4**
Non-current assets			
Property, plant and equipment	1.1	1.3	1.4
Intangible assets	59.5	57.2	50.3
Other assets	1.2	0.9	1.9
Total non-current assets	**61.8**	**59.4**	**53.8**
Total assets	**113.0**	**97.3**	**77.2**
Liabilities			
Current liabilities			
Trade and other payables	30.6	25.8	22.9
Other liabilities	10.5	8.9	9.8
Total current liabilities	**41.1**	**34.7**	**31.3**
Non-current liabilities			
Financial liabilities	0.1	0.0	-
Provisions	0.1	0.1	0.2
Deferred Tax	6.0	4.1	4.1
Lease liabilities	0.3	0.0	0.2
Total non-current liabilities	**6.4**	**4.3**	**4.6**
Total liabilities	**47.6**	**41.3**	**35.9**
Net assets	**65.5**	**58.3**	**41.3**
Equity			
Share capital	85.1	85.1	85.1
Pre-IPO capital raising	0.0	0.0	-
IPO capital raising	0.0	0.0	-
ASX listing	0.0	0.0	-
Accumulated losses	(19.7)	(27.8)	(43.6)
Reserves	0.0	1.0	(0.2)
Total equity	**65.5**	**58.3**	**41.3**

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Key Metrics

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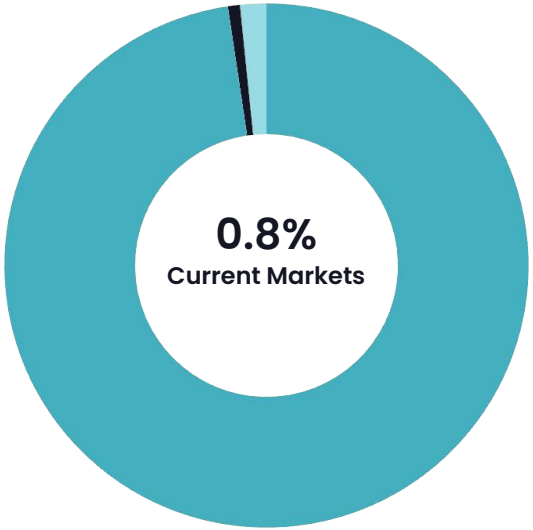
Membership Focus

- CHL continues on a path to a global membership model
- In FY25 15% of total fleet on platform has a paid Camper+ (Premium Member) membership
- Total paid memberships of 5,360 up from FY24 of 4,908
- Membership income increase to $5.5m in FY25
- CHL has set a 3-5 year goal of achieving 20,000 paid members

34,398 Fleet

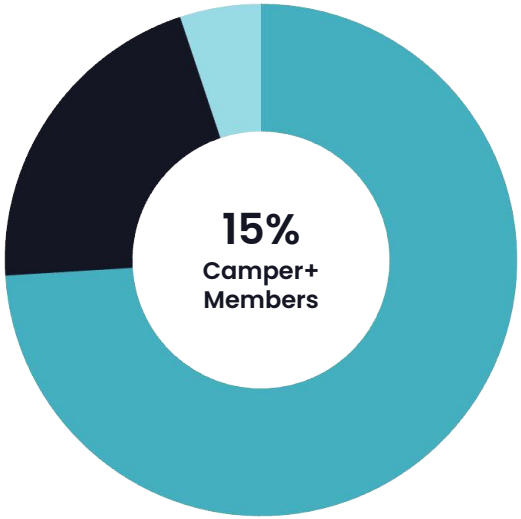


% of total registered RVs in market

% of RVs registered on CHL

% of RVs 3-5 year goal

5,360 Camper+ Members



% of total RVs on CHL in 3-5 years

% of Camper + Members FY25

% of RVs 3-5 year goal

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Market performance

Market	Australia	New Zealand	United Kingdom	Spain	Germany	Netherlands	Austria
GTV Growth	-15%	+10%	-20%	+27%	-14%	-69%	-15%
Revenue Growth	-18%	+10%	+16%	+64%	-8%	-68%	-24%
Booking Growth	-4%	+9%	-10%	+31%	-27%	-52%	-22%
Fleet Growth	+4%	+26%	+8%	+23%	-2%	+2%	+3%

Germany, Austria and The Netherlands compared against a partial year Dec 2022 to June 2023

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Future bookings

- 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.
- Future Bookings as at 26 August 2025 was $22.9m, up 8% vs 26 August 2024.
- Due to differences in revenue recognition, no PaulCamper bookings are included in this figure.

FY25

$22.9m

Total future bookings GTV beyond June 2025 exc TAP

FY24 (PCP)

$21.2m

Total future bookings GTV exc 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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TAP NSW Program Summary

$46.8m GTV

1/4/22 - 30/06/25

626 vehicles deployed to at home program

- Northern rivers program across across 15 LGAs contributed a total of $46.8m across the total program deployment from 1/4/22 - 30/06/25
- 626 vehicles were deployed in total during this time
- The program assisted over 500 households in recovery back into their reconstructed homes
- The Northern rivers program completed June 25
- Total GTV in FY25 was $4.77m
- NSW has now expanded the program to service the Mid North Coast and Hunter Regions across 26 LGAs as a result of recent weather events. Deployment is yet to commence

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FY26 Focus and Development

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Outlook & priorities

The CHL focus for FY26 is centered around long term profitable sustained growth.

In the last 12 months CHL has focused on business improvement and effectiveness. Leveraging our investment in automation, enhanced platform tools, and customer network effect, CHL will in FY26 enable;

- Profitability
- Cash flow positive
- Sustainable growth in core markets
- Continuous improvement in operational efficiency
- Continue to build core fleet
- Maintain and control core cost areas of Employee Benefits, Marketing Expenses, and Insurance (protection)
- EBITDA positive results for FY26

CHL will also leverage the investment made into the establishment of our global captive backed mutual to enable;

- The acquisition of both marketplace and non marketplace members
- The further expansion of the mutual into Northern hemisphere markets
- Establish more complementary products for members

This focus will position CHL into a strong future growth position with establish profit models

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club camplify

Club Camplify is Australia & New Zealand's leading RV Owners Club. Its an enticing all in one solution for all RV owners.

Damage Protection

- Comprehensive personal and rental protection from collision, weather, fire or theft
- Third party property damage protection
- Public and Legal liability protection
- 24/7 roadside assistance for rental use
- Up to $2,000 contents protection

Additional Inclusions

- Discounts on fuel, campgrounds, RV sales, retail & much more (500+ offers)
- Access to some of Australia's largest RV communities (CMCA)
  Tax benefits - Renting out your RV can unlock tax deductions for expenses and depreciation.

camplify

Camplify is Australia & New Zealand's largest RV rental marketplace. It connects RV owners with holidaymakers looking to hire caravans, campervans, and motorhomes.

Earn from Your RV

- Rent out your van when you're not using it
- Flexible options – you're in control of availability, pricing & rules
- Average owner earnings of $10,000–$25,000+ per year

End-to-End Support

- Listing setup, marketing & booking management tools
- Damage protection included with every booking
- Secure payments & ID-verified hirers
- 24/7 customer service for owners and hirers
- Join thousands of local RV owners already earning with Camplify

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Change in approach

Current ANZ	New model ANZ
FY24 Risk $4.1m (uncapped)	Total Risk $6.8m (capped)
14% GP Margin	28% GP Margin
No retail	Retail member offering (personal)
Partial member revenue recognition	Full membership revenue recognition
Current billings $8.29m (FY24)	Future billings $10.09m (FY26 based on current members levels)
Insurance only to marketplace customers	Insurance to members including non marketplace
Cashflow funded	Premium funded

1st May
Go Live

- Better governance and controls on risk exposure, reporting, and operational performance
- Delivers improved margin from existing operations
- Builds on the groups existing pricing and claims repair processes capabilities
- Supports a wider range of membership types, including personal use members
- Allows for development of new insurance risk products/benefits for members
- Allows distribution to new members
- Allows for more flexible, risk-based pricing for members
- A scalable model for other regions
- Centralises all risk / insurance assets under the MyWay entity structure
- Uses 'Excess of Loss' reinsurance to cap the maximum exposure CHL holds

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Our Board

Andrew McEvoy
Chairperson &
Non-Executive Director

Justin Hales
Chief Executive Officer
and Executive Director

Karl Trouchet
Non-Executive Director

Stephanie Hinds
Non-Executive Director

John Myler
Non-Executive Director

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Our Executive Team

Justin Hales
Chief Executive Officer

Brett Edwards
Chief Financial Officer

Andrea MacDougall
Chief Operations Officer

Jeremy Gupta
Chief Technology Officer

Joshua Fischer
Chief Revenue Officer

Désirée Mettraux
Chief Insurance Officer &
European Market Lead

Sato Howard
Chief Marketing Officer

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Summary

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Key takeaways

01
Improved underlying business structure

FY25 improved the underlying business structure and operational effectiveness allowing for a focus on profitability in FY26

02
Technology enabled and optimised

CHL has invested significantly in technology systems to power its growth, and enable our team to provide the best in market products and services as we continue to expand.

03
Improved marketing approach

CHL has been able to demonstrate an improvement in marketing effectiveness through improved channel mix enabling more efficient future growth

04
Member led product focus

Our Myway membership products enables CHL to build and expand with global protection products in existing and potential future markets.

CHL Group

2024

Appendix

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About us

We are a platform for connecting hirers and RV owners together. We provide everything both parties need.
We are the glue that connects the transaction.

Our vision

Creating the world's best platform connecting hirers and RV owning members. Being the provider of all the products, services and support needed to have an outstanding experience.

Our mission

Build member products and technology that drive our growth, through customer enable of seamless travel while we provide our customers elite customer service

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John Myler GAICD

John is advising Camplify on its journey to becoming an insurance led business.

John is an experienced Insurance executive with track record of achieving exceptional business results within complex operating environments and creating a high-performance organisational culture.

John has held several senior roles in the insurance industry, including CEO of Auto & General, CEO of RACQ Insurance, and CEO of Allianz Worldwide Partners.

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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.

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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.

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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, 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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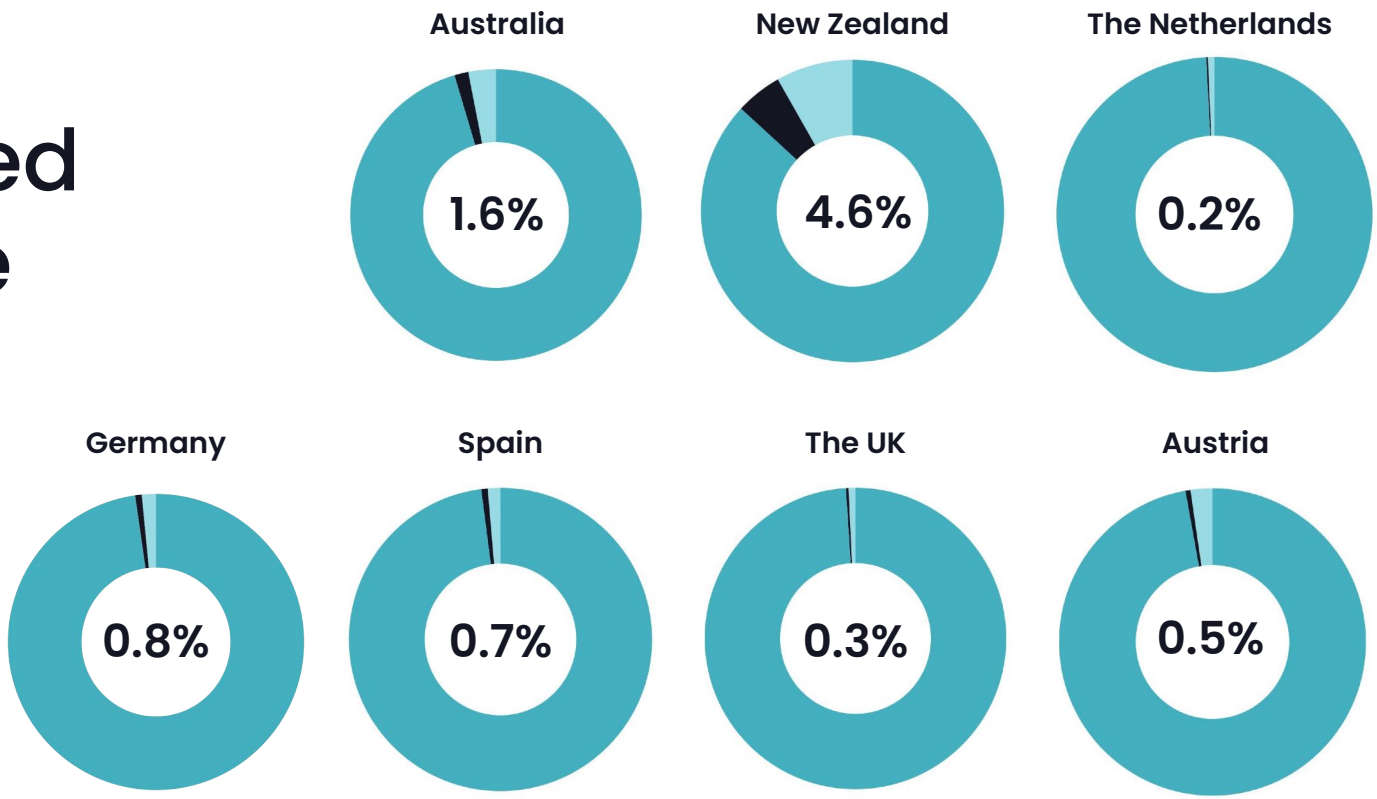
Total vs. registered fleet size



% of total registered RVs on market

% of RVs registered on CHL

% of RVs 3-5 year goal

CHL Group

2024

Thank you

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