

SiteMinder launches “SiteMinder Powered” with Mews as inaugural partner

SiteMinder Limited (ASX: SDR) (“SiteMinder” or “the Company”), the world’s leading hotel commerce platform, has today launched *SiteMinder Powered*, enabling, for the first time, selected hospitality technology companies to integrate SiteMinder’s distribution engine directly within their own platforms.

The capability expands how hotels can access SiteMinder’s hotel commerce capabilities at an infrastructure level. While many hotels will continue to use the full SiteMinder platform directly, others will soon be able to access SiteMinder-powered capabilities through the hospitality software systems they already use every day.

A deepened partnership with Mews

The inaugural partner under *SiteMinder Powered* is Mews, the hospitality operating system and a long-time strategic partner to SiteMinder. Under the new model, Mews will integrate SiteMinder’s distribution engine natively into its platform and make it available to users as “Mews Channel Manager - Powered by SiteMinder”. SiteMinder’s Channels Plus, Demand Plus and Dynamic Revenue Plus products will also be included.

For hoteliers, the integrated experience has been designed to provide a Mews-native hotel commerce workflow powered by SiteMinder’s distribution engine, which facilitates the movement of rates, availability, inventory, restrictions, reservations and other content across the global hotel demand ecosystem.

Mews’ founder, Richard Valtr, said, *“When something is already the best in the world, we don’t try to rebuild it. SiteMinder is the best at distribution. Our job is to bring what hotels need into one place, with AI working across every layer.”*

Existing joint customers of SiteMinder and Mews are expected to transition to the integrated experience over the coming months, following implementation milestones and commercial rollout plans agreed between the two companies. While the partnership is not expected to have a material financial impact in FY26, *SiteMinder Powered* is expected to support incremental long-term revenue opportunities through expanded hotel reach, increased adoption of transaction and commerce products, and deeper integration across hospitality software environments.

A cemented critical position

“SiteMinder Powered is a natural evolution of our platform, especially at this time when we are witnessing AI reshaping how hoteliers work. Over time, we expect more agentic workflows to operate seamlessly across connected hospitality platforms – and, as those workflows become more automated, the infrastructure connecting hotel systems, distribution channels and commerce capabilities becomes more valuable,” said Sankar Narayan, CEO and Managing Director at SiteMinder.

“SiteMinder’s distribution engine has powered hotel commerce for twenty years and today moves over 300 million room nights annually through one of the world’s largest hotel demand ecosystems. Through SiteMinder Powered, we are expanding how that infrastructure is delivered across the hospitality ecosystem, starting with Mews.”

SiteMinder expects *SiteMinder Powered* to support additional strategic partnerships over time where there is strong customer, product and operational alignment. It is also expected to contribute to a more efficient operating model over time through reduced duplication of go-to-market and infrastructure investment across the hospitality technology ecosystem.

SiteMinder will continue to invest in and grow its direct platform business, with *SiteMinder Powered* representing an additional route-to-market and ecosystem expansion opportunity alongside the existing direct customer model. Recent research by SiteMinder reveals that 65% of hoteliers believe faster, fully-integrated systems could unlock at least 6% more annual revenue – representing billions in opportunity across the \$1.2 trillion global accommodation sector.

This ASX announcement was authorised by SiteMinder’s Board of Directors.

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About SiteMinder

SiteMinder Limited (ASX:SDR) is the name behind SiteMinder, the world's leading hotel distribution and revenue platform, and Little Hotelier, an all-in-one hotel management software that makes the lives of small accommodation providers easier. The global company is headquartered in Sydney with offices in Bangkok, Barcelona, Berlin, Dallas, Galway, London, Manila, Mexico City and Pune. Through its technology and the largest partner ecosystem in the global hotel industry, SiteMinder generates 135 million reservations worth over A\$85 billion in revenue for its hotel customers each year. For more information, visit siteminder.com.

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