

ASX ANNOUNCEMENT

15 September, 2014

SEALINK APPOINTS COMMERCIAL DIRECTOR

SeaLink Travel Group (SLK) today announced the appointment of Michael Hughes as Commercial Director, responsible for identifying and securing new business and acquisition opportunities.

The new role as part of SeaLink's senior management team will also involve providing input into key strategic business decisions, and assisting with building strong relationships with shareholders and key stakeholders

Mr Hughes was most recently Head of Corporate Finance at Ord Minnett, a role he held from 2010 to May 2014.

SeaLink Managing Director, Jeff Ellison said Mr Hughes was a valuable addition to the senior management team with the company looking at possible tourism and transport acquisitions as part of its growth strategy.

"Michael is a highly regarded corporate advisor, with significant experience in both equity capital and debt markets. He has also held senior roles in funds management. We believe his input and analysis can assist us to increase SeaLink's profitability, EPS and shareholder value," Mr Ellison said.

"As a relatively newly listed company on the Australian Securities Exchange the Board is keen to further develop relationships with the investor community, particularly fund managers and broking houses. We think Michael is the ideal person to facilitate improved investor engagement."

Mr Hughes said he was looking forward to playing a role in the growth of SeaLink Travel Group.

"I was fortunate to work alongside the SeaLink management team and Board during the ASX listing process and was impressed with their approach to running the business and their commitment to expanding in the tourism and transport sectors. My background means that I am well placed to provide commercial input and analysis for new business development opportunities including mergers, acquisitions, key contracts and government requirements," Mr Hughes said.

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Prior to joining Ord Minnett, Mr Hughes was Senior Portfolio Manager at a number of AMP funds from 2006-2010, an analyst at 452 Capital from 2002-2006, and held a number of senior financial roles at Westpac Banking Corporation from 1999-2002. He was also company secretary of OzEmail, one of Australia's largest Internet service providers which was listed on Nasdaq and the Australian Stock Exchange.

His appointment is effective Monday, September 22nd.

About SeaLink Travel group

SeaLink Travel Group is one of Australia's most dynamic tourism and transport company bringing the nation's best tourism experiences to the world. With more than 600 staff across the country and more than two million customers annually, the Adelaide-based company has undergone a remarkable period of growth, emerging as a significant player on the national tourism and transport scene.

SeaLink's operations extend across New South Wales, Queensland, Northern Territory and South Australia, which includes:

- Cruises, ferry and charter services on Sydney Harbour and on the Murray River
- Passenger ferry service in Townsville, Queensland and Darwin, Northern Territory
- Passenger, vehicle and freight service between Kangaroo Island and the South Australian mainland
- Day tours, extended touring and charter operations on Kangaroo Island and on the South Australia mainland
- Tour wholesaler to the travel trade
- Exclusive 4WD foreign language tour adventure based tours
- Retail travel agencies in Adelaide, Sydney and Townsville
- Adventure, accommodation and restaurant at Vivonne Bay, Kangaroo Island

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