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SKYDIVE THE BEACH GROUP LIMITED (ACN 167 320 470)

(ASX: SKB)

ASX ANNOUNCEMENT

**SENIOR TOURISM EXECUTIVE APPOINTED AS SKYDIVE'S AUSTRALIAN SALES AND
MARKETING MANAGER**

Highlights

- Andrew Denman appointed Australian Sales and Marketing Manager
- More than 30 years' experience in senior tourism management across leading tourism brands
- Enhances Skydive's leadership team as it pursues its adventure tourism and leisure strategy

Skydive the Beach Group Limited ('SKB', 'the Company', 'Skydive'), Australia and New Zealand's leading skydiving adventure tourism company, has appointed Andrew Denman as its Australian Sales and Marketing Manager, effective 27 April 2016.

Andrew brings more than 30 years' travel and tourism experience to the role, through a variety of senior tourism management positions. He was previously Head of Sales and Marketing for Hawaiian Airlines, Australia, where he was responsible for the overall performance, growth and brand position of the airline in the Australian market.

He was previously General Manager of World Aviation Systems, Manager for Partnerships at Virgin Blue's Velocity Program, and held senior management roles at Continental Airlines and Northwest Airlines.

His primary responsibility will be marketing Skydive's Australian tandem operations.

His appointment enhances Skydive's marketing and sales capability in its goal to become the world's leading adventure tourism and leisure operation.

Anthony Boucaut, CEO of Skydive said:

"We are delighted to welcome Andrew to the Skydive team. He brings a wealth of experience to the role, having held senior management positions with a range of leading tourism and travel brands, including Virgin Blue and Continental Airlines. His expertise in brand positioning and in developing commercial relationships and distribution networks will be invaluable to the Skydive team."

Mr Denman added:

"I am thrilled to be joining Skydive at this exciting time and look forward to expanding its operations across the Australian market as it continues its journey to become the world's leading adventure tourism brand."

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Skydive the Beach Group Limited ("SKB") is an adventure tourism and leisure company. It provides tandem skydiving experiences in scenic locations at 18 locations in Australia and New Zealand. A start-up in 1999, it has a track record of earnings growth. It raised \$25 million in an initial public offer (IPO) and listed on the Australian Stock Exchange in March 2015. It has since raised an additional \$20 million and acquired Australia Skydive Pty Ltd and New Zealand's premier skydiving operation called Skydive Nzone.

