



DIGITAL COMMERCE



DIGITAL TRANSFORMATION

Exploration
+
Forming Vision

Cultural shift
with sense of
urgency

Platform
investments for
scalability

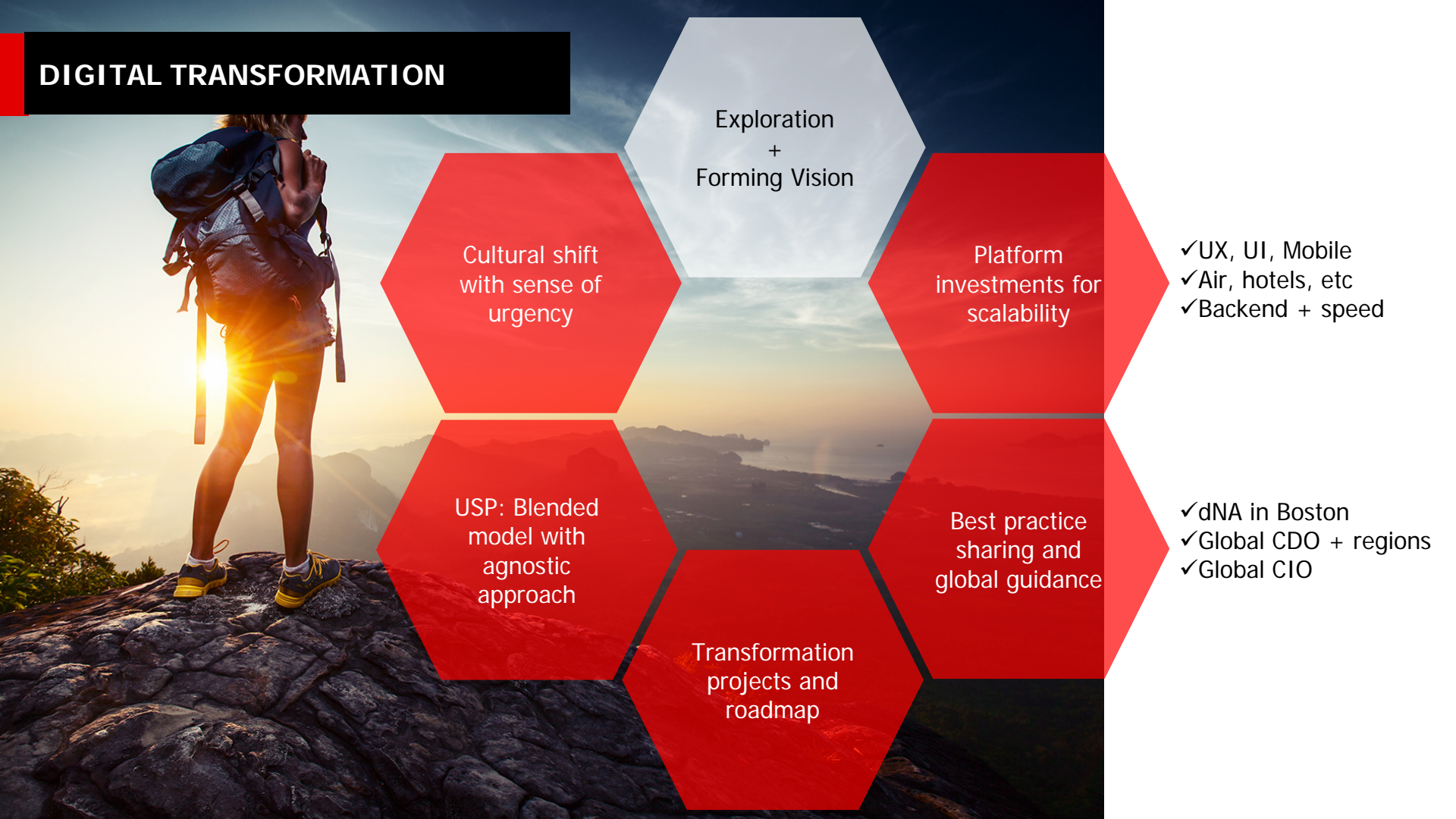
- ✓UX, UI, Mobile
- ✓Air, hotels, etc
- ✓Backend + speed

USP: Blended
model with
agnostic
approach

Best practice
sharing and
global guidance

- ✓dNA in Boston
- ✓Global CDO + regions
- ✓Global CIO

Transformation
projects and
roadmap



DIGITAL COMMERCE IMPACT

FLT

ONLINE
COMPLETION

- ✓ Transaction volume growing fast
- ✓ Leisure targets \$1B in FY
- ✓ Corporate adoption of online 40%+

ONLINE
ORINATION

- ✓ Sign of healthy value proposition
- ✓ Already multi-billion dollar entities
- ✓ Complex purchases are more valuable

LEISURE E-COMMERCE MOMENTUM



FLIGHT CENTRE

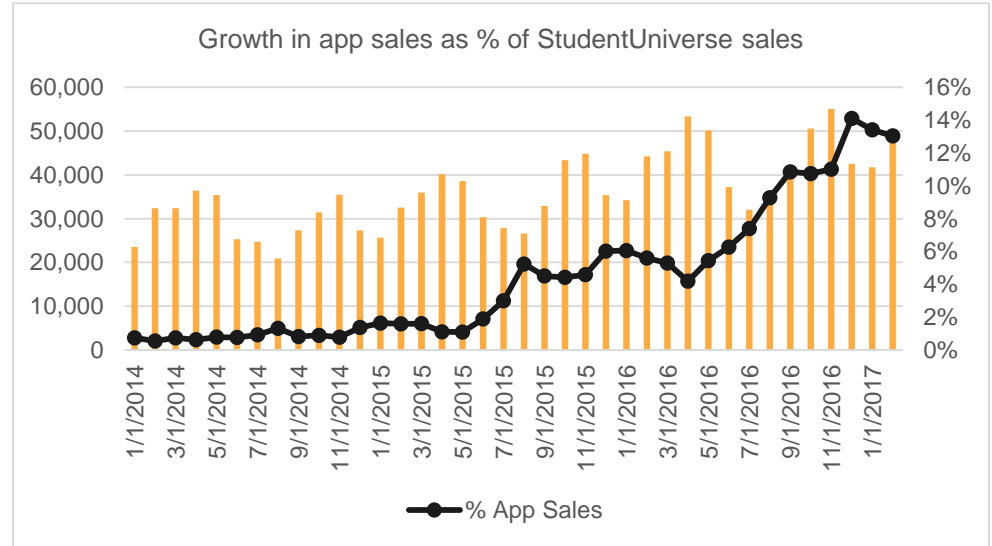
 StudentUniverse





- RSA e-commerce
- UAE e-commerce
- Lead generation revamps
- FC USA native app
- FC NZ native app
- New UK services
- Lead gen management
- Acquisition marketing tech
- Major platform releases
- OTA geographic expansion
- Blended travel tech
- Hotels online upgrades
- Cruise online upgrades
- In destination integrations
- AI in leisure

STUDENTUNIVERSE



200% YoY growth
12%+ of bookings



LTM: 23% YoY
growth in travelers
95% online



Proprietary tech
for closed user group

FC AUSTRALIA + CANADA



FLIGHT CENTRE[®] CANADA



40%+ improvement
in organic traffic



LTM: 36% YoY
growth in travelers



New e-commerce
investments

FLIGHT CENTRE[®] AUSTRALIA



New apps in market



LTM: 35% YoY
growth in bookings



Platform service
provider



New mobile
services coming



LTM: 69% YoY
growth in bookings



Introduced
new markets



Nicolas Brusson

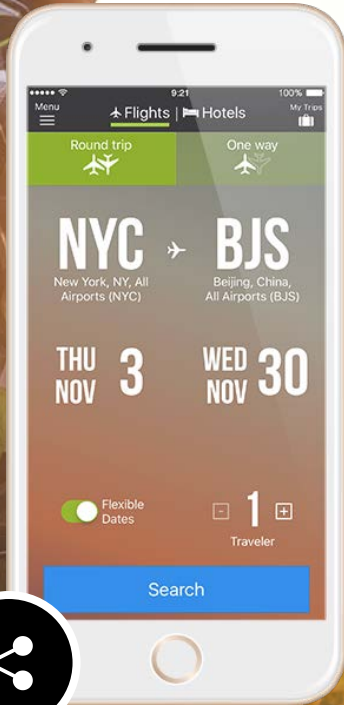
Nicolas is the CEO and a co-founder of BlaBlaCar, a trusted community marketplace that connects drivers with empty seats to passengers looking for a ride. Over 12 million people use BlaBlaCar every quarter creating an entirely new, people powered network. Nicolas leads the company's global operations and international growth. He drives BlaBlaCar's corporate development and has successfully led the company's various rounds of financing and acquisitions. Prior to BlaBlaCar, Nicolas was a venture capitalist focusing on consumer internet and telecommunication investments for Amadeus Capital Partners in London, UK. Nicolas started his career at DiCon Fiberoptics in Berkley, California and spent 6 years at Gemfire in Silicon Valley. Nicolas holds an MBA from INSEAD, an MSc in Optics from the Ecole Superieure d'Optique and an MSc in Applied Physics from Paris XI University.



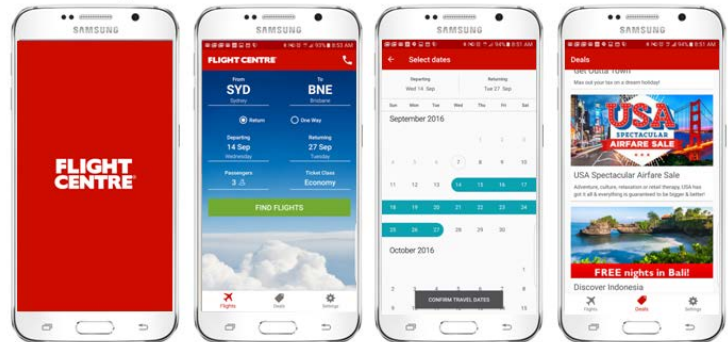
Hugh Crean

Hugh was named one of the most influential angel investors in travel tech by *Skift*, and was an Entrepreneur in Residence focused on e-commerce and travel tech at General Catalyst. Crean has a deep background as an operator, investor and board member in the travel industry. After Vice President roles at Priceline and National Leisure Group, Hugh was the CEO of Farecast, which was acquired by Microsoft and became Bing Travel. Crean was an early investor in HotelTonight, SilverRail Technologies and Room77/Checkmate (licensed to Google and acquired by TrustYou and Lola). He has served on the boards of Room77/Checkmate, Decide.com (acquired by eBay), and Luxury Retreats (acquired by Airbnb).

MOBILE APP GROWTH



Sam:]



DIGITAL TRANSFORMATION

- ❑ Improved online acquisition marketing programs
 - ❑ Capitalise on strong FCTG brands and service awareness
-
- ❑ Improved services through data-driven approach
 - ❑ Provide true omnichannel presence
-
- ❑ Present better content, user experiences and convenience
 - ❑ Provide stable, fast and easy-to-use services
 - ❑ Provide USP through blending of online and offline
-
- ❑ Build solid e-commerce platforms
 - ❑ Develop CRO programs that feed off of data and expertise
 - ❑ Enable in-market solutions to seamlessly work with offering
 - ❑ Improve automated marketing programs
 - ❑ Leverage group entities to reduce costs and max LTV

Awareness

Consideration

Preference

Purchase

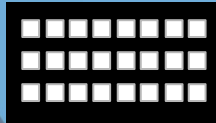
Loyalty

Advocacy



BUILDING FOR SCALE

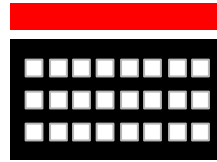
Platform



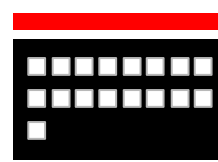
Platform investment:
Product,
UX/UI, GDS,
speed and
more

Shared
services and
technology
to scale
faster

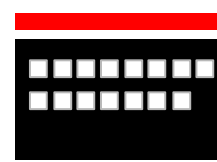
Flight Centre



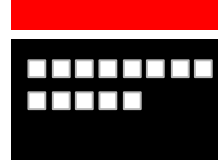
Escape Travel



Student Flights



OTHER ...



● CUSTOM FEATURES
● PLATFORM FEATURES

- ✓ Leverage work on one platform across multiple brands
- ✓ Set up FCTG for shared services with worldwide contribution
- ✓ Improve our speed to market across portfolio
- ✓ Reduce overall cost of development and associated risks



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