



17 OCTOBER 2017

EXPERIENCE CO LIMITED (ACN 167 320 470)

(ASX: EXP)

ASX ANNOUNCEMENT

CHANGE OF COMPANY NAME AND ASX CODE

On 6 October 2017, Experience Co Limited ('EXP', 'ExperienceCo' or 'the Company'), advised that pursuant to the special resolution passed by 99.9% of shareholders at the Company's' 2017 Annual General Meeting on that date, the name of the Company has been changed from Skydive the Beach Group Limited to Experience Co Limited.

The change of company name process has now been completed by the Australian Securities & Investments Commission, effective 9 October 2017 and by ASX yesterday.

The effective date for the change of company name on the ASX will take affect from the commencement of trade today, Tuesday 17 October 2017, as per the attached Change of Issuer Code as issued by the ASX.

The new ASX listing code will be 'EXP'.

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CONTACT INFORMATION

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Investors

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About Skydive the Beach Group Limited (ASX:SKB)

Skydive the Beach Group Ltd (SKB) is an adventure tourism and leisure company. From its origins in Wollongong NSW in 1999, it now provides tandem diving experiences in 18 locations in Australia and 3 locations in New Zealand. SKB also provides activities of white water rafting, hot air ballooning, canyoning and boat tours to the Great Barrier Reef in North Queensland, Australia. Since successfully completing an initial public offer (IPO) in March 2015, SKB has acquired Australian Skydive (March 2015), NZone Skydive (October 2015), Skydive Wanaka (July 2016), Raging Thunder Adventures (October 2016), Reef Magic Cruises (April 2016) and Byron Bay Balloons (August 2017).

