

SeaLink Travel Group Limited

Annual General Meeting

Tuesday 17th October, 2017

SEALINK


CAPTAIN COOK
CRUISES

CRUISES | TOURS | TRANSPORT | ACCOMMODATION | PACKAGES

SeaLink Travel Group – Board of Directors



ANDREW McEVOY

Mr McEvoy holds a Bachelor of Arts Degree from the University of Melbourne and a Masters in Communications from City University in London.

Mr McEvoy has extensive experience in the tourism sector, having held management positions with both Tourism Australia and the South Australian Tourist Commission. Most recently he was Managing Director, Life Media & Events at Fairfax Media, where he managed the new business portfolio, including events and content marketing. Mr McEvoy is Chair of the Adelaide Riverbank Authority and has been awarded Life Membership of TTF Australia (Tourism and Transport Forum).

Prior to that Mr McEvoy was Managing Director of Tourism Australia, Chief Executive of the South Australian Tourist Commission and Executive General Manager of Tourism Australia. Andrew is a member of the Company's Remuneration and Nomination Committee.



JEFF ELLISON

Mr Ellison is or Chief Executive Officer and Managing Director.

Mr Ellison holds a Bachelor of Arts Degree in Accounting from the University of South Australia, is a Fellow of the Chartered Accountant Australia and New Zealand and the Institute of Company Directors. Following eight years in private practice he joined SeaLink as Finance Manager in 1991 and was promoted to the position of Chief Executive Officer in early 1997 and Managing Director in 2008.

Mr Ellison has been instrumental in the development of SeaLink from a ferry and day tour operator to a diversified tourism and transport operator increasing operating revenue from \$12.8 million in 1997 to \$201.4 million for this year.

SeaLink Travel Group – Board of Directors



TERRY DODD

Mr Dodd has extensive experience in business management and the marine industry. After qualifying as a commercial diver in the USA and working as a commercial diver in the onshore and offshore oil and gas industry, he successfully established a recreational diving business and a travel agency in North Queensland.

Mr Dodd is Managing Director of Pacific Marine Group Pty Ltd, one of Australia's largest marine construction and commercial diving companies. Mr Dodd was previously Managing Director of Sunferries, a ferry transport business based in Townsville, prior to its sale to SeaLink in March 2011 when Mr Dodd joined the Board of SeaLink. Mr Dodd is also Vice Chairperson on the Board of the Australian Festival of Chamber Music based in Townsville.



FIONA HELE

Ms Hele is a Chartered Accountant with over 20 years' experience in both the private and corporate sector specialising in strategic and business planning, risk management and corporate governance.

Ms Hele is a Board member of the Adelaide Venue Management Corporation and South Australian Tourism Commission.

Ms Hele joined the Board in 2016 and is Chair of the Company's Audit and Risk Committee.

SeaLink Travel Group – Board of Directors



CHRIS SMERDON

Mr Smerdon has extensive experience in the Information Technology and Cyber Security field. He is currently Managing Director of Vectra Corporation a company that provides specialist Cyber Security services to organisations handling sensitive data, financial information and large volumes of credit card transactions. Clients include banks, telcos, utilities and large retailers.

Mr Smerdon was previously Managing Director of Protech Australasia Pty Ltd, a national Information Technology systems integrator. Other Directorships currently held by Mr Smerdon are with Tourism & Allied Holdings Pty Ltd and Aquaport Corporation. He is a former member of the South Australian Government Motorsport Board.

Mr Smerdon joined the Board in 2002 and is a member of the Company's Audit and Risk Committee.



ANDREA STAINES

Ms Staines has extensive experience in the transport sector and is a former CEO of Australian Airlines which she co-launched in 2002. Ms Staines currently sits on the Boards of QIC, Goodstart Early Learning, Uniting Care Queensland, the Australian Rural Leadership Foundation and Tourism Australia.

Ms Staines has held previous directorships with Aurizon Holdings Ltd, Australian Rail Track Corporation, Gladstone Ports Corporation, North Queensland Airports, Allconnex Water, Early Learning Services and Royal Children's Hospital Foundation.

Ms Staines joined the Board in 2016 and is Chair of the Company's Remuneration and Nomination Committee and a member of the Company's Audit and Risk Committee.

SeaLink Travel Group

ANDREW MUIR

Andrew is our Chief Financial Officer, a position he has held since January this year. Andrew began his career as a Chartered Accountant with Arthur Andersen in their Corporate Finance and Advisory practice. Andrew has more than 20 years' experience in senior finance roles with both public and large private companies including Hills Limited and Ahrens Group.

PAUL BLEWETT

Paul joined SeaLink in February 2016 as General Counsel and Company Secretary. Paul has had many years experience working as Legal Counsel for public companies including Hills and more recently, Boart Longyear.

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Jeff Ellison
Managing Director and CEO

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Who We Are

Leadership Team with strong Tourism and Transport Experience

- Industry diversified – Transport and Tourism
- Top ASX300 with a market capital of over \$400m
- Geographically diversified with services in 5 states and Northern Territory, servicing 11 islands and 12 destinations
- 75 vessels and 39 coach and touring vehicles
- Over 1,200 dedicated staff around Australia
- Transporting over 8 million passengers p.a
- Strong brands in SeaLink and Captain Cook Cruises
- Healthy Balance Sheet, strong cash flow and positioned for growth



Where We Are Today

Business Highlights

- Record sales of \$201.4m
- Record Net Profit After Tax of \$23.8m, up 6.6% after the contracted reduction in Gladstone earnings
- Continued profit margin growth in pre-acquisition businesses
- Continued increase in online sales as a proportion of tourism sales
- Improved margins on growing sales for Captain Cook Cruises New South Wales lunch and dinner cruises
- Ongoing roll out of IT booking solutions and mobile ticketing Apps
- Successful contract transition from construction to operational phase in Gladstone
- All Capricornian class vessels successfully redeployed
- Launch of Manly to Barangaroo service in NSW, September 2017
- Launch of Rottneest Island Service in WA, November 2017
- Appointment of Chief Operating Officer (COO) – September 2017

Where We Are Headed

Significant Growth Options Through Scale and Presence

Fleet Addition: *MV Nancy Wake*

We are acquiring a new passenger vessel which will be initially used for our Sydney operation.

This versatile and highly flexible vessel will commence service by supporting the Manly-Barangaroo, Hop-On/Hop-Off and whale watching services on Sydney Harbour.



Where We Are Headed - How We Prioritise Our Investments

Case Study – Captain Cook Cruises NSW

Manly - Barangaroo Fast Ferry

- Barangaroo and Darling Harbour precincts are major and growing business and tourism hubs
- Manly is an iconic tourism destination with a strong population catchment area for commuter service offerings
- Value accretive utilisation of our fleet, leveraging our operational asset base and sales and marketing infrastructure
- Exciting synergies with our inner-harbour light ferry service
- Further increases our national footprint of services and offerings to iconic destinations and areas conducive to marine commuter growth



Where We Are Headed

Case Study – Captain Cook Cruises NSW
Strategically located in key growth areas



Where We Are Headed - How We Prioritise Our Investments

Case Study – Captain Cook Cruises WA Rottnest Island Fast Ferry

- Iconic destination with strong growth potential and strong Government backing
- Value accretive utilisation of one of our Capricornian fleet, operational asset base and sales and marketing infrastructure
- Further increases our national footprint of services and offerings to iconic destinations
- Highly cost-competitive service due to our existing infrastructure
- Strong synergies with our enhanced dining and cruise offerings



Where We Are Headed

Case Study – Captain Cook Cruises WA
Strategically located in key growth areas



Where We Are Headed

Strategically located in key growth areas
Toondah Harbour development



Where We Are Headed

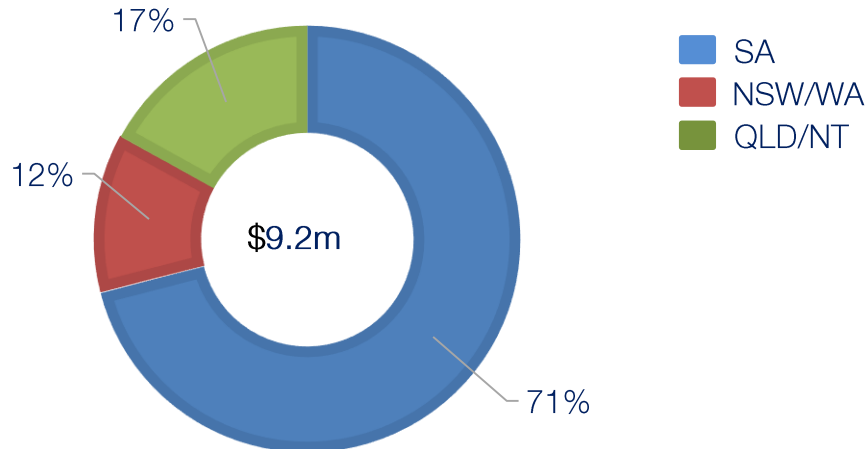
Strategically located in key growth areas
Townsville Harbour development



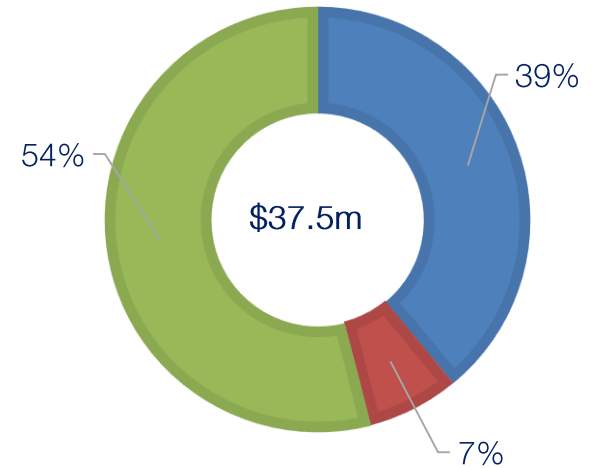
Financial Review

EBIT by Location*

2013



2017



- A better balance of earnings
- Successful in reducing reliance on South Australian operations
- Queensland/Northern Territory business now contributes more than 50% of EBIT

*After
Corporate
allocation

The Next 12 Months

The future for SeaLink

STRATEGIC FOCUS

- Maintain Tourism/Transport mix
- Improve yields and gross margins
- Optimise returns from fleet
- Utilise existing sales and marketing platform to promote new products and services
- Continue to leverage cost saving opportunities and efficiencies from existing businesses
- Utilise in-house technology skills to improve booking processes and web sites to drive online sales

NEW OPPORTUNITIES

- New Manly to Barangaroo (September 2017) and Rottneest Island (November 2017) services
- New tourism offerings for North Stradbroke Island, to commence late 2017
- Additional tourism offerings for South Australia, to commence late 2017
- Seek acquisitions that will enhance, leverage and complement our current capabilities and growth strategies

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The logo for SeaLink, featuring the word "SEALINK" in a bold, white, sans-serif font. A stylized yellow and orange wave graphic is positioned above the letter "A".The logo for Captain Cook Cruises, featuring a stylized red and white wave graphic above the words "CAPTAIN COOK" and "CRUISES" in a bold, white, sans-serif font.

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