



28 NOVEMBER 2017

EXPERIENCE CO LIMITED (ACN 167 320 470)

(ASX: EXP)

ASX ANNOUNCEMENT

ADDITION OF PHOTO SERVICE OFFERING TO EXPERIENCES

Experience Co Limited (**EXP or "the Company"**) hereby confirms the completion of the company's acquisition of Blue Ocean Productions Pty Ltd, a company that offers photo and video sales on the company's Reef Magic Cruises experience.

Blue Ocean Productions has been acquired for \$350,000 which includes all equipment and stock, and is expected to add an additional \$320,000 EBITDA to the company's results for a full twelve-month period on an 'as-is basis.'

In addition to providing services to Reef Magic Cruises, the company then intends to commence the sale of additional photography and video options to customers of its existing experiences Fitzroy Island Adventures and Great Barrier Reef Helicopters, utilising the same system as provided by Blue Ocean Productions. Previously these experiences did not offer photo or video options. We expect additional revenue and EBITDA to be derived from the sale of photos and videos from these experiences in FY19.

CONTACT INFORMATION

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About Experience Co Limited (ASX:EXP)

Experience Co Limited (EXP) is an adventure tourism and leisure company. From its origins in Wollongong NSW in 1999, it now provides tandem skydiving experiences in 18 locations in Australia and 3 locations in New Zealand. EXP 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, EXP has acquired Australia Skydive (March 2015), NZone Skydive (October 2015), Skydive Wanaka (July 2016), Raging Thunder Adventures (October 2016), Reef Magic Cruises (April 2016), Byron Bay Balloons (August 2017), and Great Barrier Reef Helicopters in November 2017.

