ASX RELEASE

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APPOINTMENT OF CHIEF EXECUTIVE OFFICER

Experience Co Limited ("EXP", "Experience Co" or "the Company") (ASX: EXP) is pleased to announce the appointment of **John O'Sullivan** (John) as the Company's Chief Executive Officer, with effect from 29 July 2019.

John will also be appointed as an executive director and join the Board at that time.

John is a highly regarded and well respected industry leader with over 25 years' experience in the tourism and related industries sector, having held senior executive roles with Football Federation Australia (Chief Commercial Officer), Events Queensland (Chief Executive Officer), Fox Sports (Chief Operating Officer) and for the last 5 years Managing Director of Tourism Australia.

During his time as Managing Director of Tourism Australia, John managed a budget of in excess of $150m in appropriations annually from government. John successfully managed a team of more than 200 staff in 13 locations, including China, London and Germany, and led the restructure of teams and people to improve performance and to place increased investment where required to get the best results.

John was also responsible for, and instrumental in driving strategies to increase the overseas demand for Australia's tourism experiences as part of the Tourism 2020 strategy. Another key focus was the successful transformation of the organisation's digital capability, to reflect changing consumer behaviour.

John has proven leadership capabilities and extensive experience in sales and marketing, event management and digital technology on a local and global stage.

John holds an Executive MBA and is a graduate member of the Australian Institute of Company Directors.

Bob East will step down from his current role as Executive Chairman at the same time as John commences as CEO and resume his former role as Non-executive Chairman of EXP from that time.

Founder and MD, Anthony Boucaut said "he welcomes the expertise that John will bring to the business and is excited about the future growth and development of the group with John at the helm".

Executive Chairman, Bob East added, "following an extensive recruitment process commencing in February 2019, which delivered a number of high calibre candidates, the Board is pleased that John has accepted the role as CEO of the Company. This appointment aligns with the Boards' ongoing strategy to appoint experienced and skilled senior executives and the Board is confident that John will be key to the ongoing development, implementation and achievement of EXP's strategic goals".

A summary of the key terms of John's CEO employment contract is included in the annexure attached.

Annexure

Remuneration	Gross salary of $500,000 (FAR) per annum (exclusive of statutory superannuation contributions)
Short-Term Incentive	Short-Term Incentive of 50% of FAR (comprising cash and equity in the form of service rights) subject to achieving company performance and Board discretion
Long-Term Incentive	Participation in the Long-Term Incentive of the Company at 50% of FAR subject to achieving measurable market standard long-term performance indicators as determined by the Board
Service Rights	The issue of service rights to the value of $120,000 based on a 5-day VWAP of EXP shares traded prior to the date of announcement of appointment, with a restriction period of 3 years and a NIL exercise price
Term of Appointment	No fixed term - subject to a 3 month probation period
Termination	There are various ways in which the contract can be terminated, which include: • By John or the Company, at any time with 6 months notice; or • By the Company, without notice, for reasons of serious misconduct, neglect of duty or any other circumstances justifying instant dismissal
Post-employment restrictions	A 6 month non-compete and non-solicitation period, post-employment, applies.

Fiona van Wyk
Company Secretary

Media
Justin Kelly, CEO
Media & Capital Partners
P: +61 408 215 858
E: Justin.kelly@mcpartners.com.au

About Experience Co Limited (ASX:EXP)
Experience Co Limited (EXP) is an adventure tourism and leisure company (previously known as Skydive the Beach Group Limited, ASX:SKB). 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, boat tours and helicopter tours to the Great Barrier Reef, and personalised tours to the Daintree Rainforest in North Queensland, Australia. Since successfully completing an initial public offer (IPO) in March 2015, EXP has acquired Australia Skydive (March 2015), NZone Skydive, NZ (October 2015), Skydive Wanaka, NZ (July 2016), Raging Thunder Adventures (October 2016), Reef Magic Cruises (April 2016), Byron Bay Balloons (August 2017), Great Barrier Reef Helicopters (November 2017), Big Cat Green Island Reef Cruises (December 2017), and Tropical Journeys (December 2017).