



ASX RELEASE

29 JULY 2019

Experience Co Limited (ASX: EXP) ("EXP" "the Company")

CEO JOHN O'SULLIVAN JOINS EXP

As announced on 6 May 2019, the Company is pleased to advise that **John O'Sullivan** commenced as Chief Executive Officer and Executive Director, today.

As CEO, John will lead the ongoing strategic review of the business (as referred to in our 16 May 2019 announcement). The strategic review aims to renew focus on growth from the core portfolio and simplify the business through the rationalisation of non-core assets and corporate support functions. An update on the strategic review process is expected to be provided when the Company releases its FY19 results to the ASX on 30 August 2019.

Bob East will step down from his current role as Executive Chairman with immediate effect and resume his former role as Non-Executive Chairman of EXP.

Following a period to assist in the leadership transition, Anthony Boucaut, Managing Director will join the Board as a Non-Executive Director with effect from 1 September 2019.

Executive Chairman, Bob East said, "On behalf of the Board, I welcome John to Experience Co and am confident that the current leadership team, headed by John, are well placed to lead the business through the strategic review process and deliver earnings growth from our core portfolio, improving shareholder value."

In addition, Bob said "I look forward to Anthony joining the Board as NED and the ongoing contribution his depth of Skydiving experience can provide to the Board."

Fiona van Wyk
Company Secretary

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).

