

Camplify Holdings Ltd

A.C.N 647 333 962

42 Union Street Wickham 2293

PO Box 1143 Newcastle 2300

P: 1300 416 133



ASX Announcement

25th March 2022

Acquisition of Mighway and SHAREaCAMPER Approved by NZCC

The New Zealand Commerce Commission has provided clearance for the acquisition of Mighway and SHAREaCAMPER from Tourism Holdings Limited (thl). Camplify and Tourism Holdings Limited will now work together on an aim to complete within the next 30 days by the 30th of April 2022.

Summary of the agreed transaction;

- On the 25th of October 2021 CHL and **thl** entered into an agreement for the sale of business and assets of Mighway NZ, SHAREaCAMPER NZ and SHAREaCAMPER AU.
- The transaction will represent up to \$7.37m AUD Sale agreement, paid in CHL shares. The final price will be adjusted based on finalisation of future bookings, and any fleet adjustment calculation
- The shares will be subject to an escrow period of 18 months from completion date
- The transaction price is based on a multiple 5.46 of revenue for the combined Covid-19 affected FY21 results.
- Camplify will consolidate the platform, brands and operation of Mighway, and SHAREaCAMPER into the Camplify core operations, while seeking synergies in this consolidation.
- This acquisition positions Camplify as the largest peer-to-peer marketplace operator in New Zealand by adding an additional over 900 RVs to its Camplify platform.
- Both Mighway and SHAREaCAMPER have been operating in New Zealand for more than 4 years and have established themselves in the number 1 and number 2 market positions from a fleet and transaction perspective. This acquisition now positions Camplify as the leading operator in New Zealand

Summary of the New Zealand RV market

- New Zealand opens to vaccinated Australians on the 12th of April 2022
- New Zealand opens to vaccinated visitors from visa waiver countries, and visitors from other countries who already hold a valid visitor visa on the 1st of May 2022

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- Pre-Covid-19, Australia represented over 39% of all tourists in the New Zealand market (2019)¹
- 71% of Australian travelers opted for self-drive holidays in New Zealand.
- Visitors from Australia returned to New Zealand 3-4 times in their lifetime, on average
- 60% of Australians are actively considering or express a willingness to holiday in New Zealand within 6 months of international borders opening
- The two leading RV rental fleet operators (thl & Apollo Tourism - ATL) reported a combined over \$125m (GTV) in NZ bookings in FY19
- These two operators (thl & ATL) have reduced their NZ rental fleet by a combined 1045 since FY19

Camplify looks forward to working with RV owners in New Zealand, and welcoming back international guests to New Zealand.

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For further information please contact:

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Investor Relations

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About Camplify

Camplify (ASX: CHL) is one of Australia's leading peer-to-peer (P2P) digital marketplace platforms connecting recreational vehicle (RV) Owners to Hirers. Camplify has built a platform that delivers a seamless and transparent experience for consumers and potential RV Hirers to connect with RV Owners and SMEs with a fleet of RVs. A wide variety of caravans and campervans are available on Camplify.

¹ **Travel sentiment tracker onto the corporate site:** www.tourism.australia.com/stats - download the full PDF's here:

Domestic Travel Sentiment Tracker -

<https://www.tourism.australia.com/content/dam/digital/corporate/documents/tourism-australia-au-travel-sentiment-tracker-15-17-september-2021.pdf>

New Zealand Travel Sentiment Tracker -

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This announcement was approved by the Board of Directors of Camplify Holdings Limited.