

DISCLAIMER

Summary information

This presentation has been prepared by Experience Co Limited (ASX: EXP) contains summary information about EXP and its related bodies corporate and their activities.

The information in this presentation is of a general background nature and does not purport to be complete or comprise all the information that an investor would require when making an investment decision. It should be read in conjunction with EXP's other periodic and continuous disclosure announcements which are available at www.experienceco.com. Other than to the extent required by law (and only to that extent EXP and its officers, employees and professional advisors make no representation or warranty (express or implied) as to, and assume no responsibility or liability for, the contents of this presentation.

Past performance

Past performance information given in this presentation is for illustrative purposes only and should not be relied upon as (and is not) an indication of EXP's views on its future financial performance or condition.

Future performance

This presentation contains certain forward-looking statements. Forward-looking statements, opinions and estimates provided in this presentation are inherently uncertain and are based on assumptions and contingencies which are subject to change without notice, as are statements about market and industry trends, which are based on interpretations of current market conditions. Actual results and performance may vary materially because events and actual circumstances frequently do not occur as forecast and future results are subject to known and unknown risk such as changes in market conditions and regulations. Investors should form their own views as to these matters and any assumptions on which any of the forward-looking statements are based and not place reliance on such statements.

Not financial product or investment advice

This presentation and the information therein should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities. Before acting on any information, you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice.

Non Australian Accounting Standard ('AAS') measures

EXP results are reported in accordance with AAS. However, this presentation includes certain financial information that are non-AAS measures for the purpose of providing a more comprehensive understanding of the performance of EXP. These non-AAS financial measures include EBITDA and Underlying EBITDA measures which provide useful information for measuring the underlying operating performance of EXP. Non-AAS financial information is unaudited.

© 2023 Experience Co Limited ACN 167 320 470

A BETTER BUSINESS THAN PRE COVID

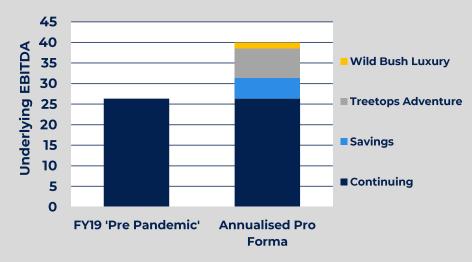
Clear strategy following reset of the business from the 2019 Strategic Review. Demonstrated management execution and investment in the platform and acquisitions during COVID has the business well placed for growth as inbound holiday maker return

2019	2020	2021	2022	2023
New Board composition announced New CEO and CFO appointed Strategic Review performed Divestment of GBR Helicopters Australian bushfires disrupted summer season	COVID from January 2020 International borders closed Australian domestic border closures Business shutdown Strategic Review restructuring savings completed	Strategic Review divestments completed Delta and Omicron. Acquisition of Wild Bush Luxury and Treetops Adventure	COVID travel restrictions eased – including reopening of Australia and NZ to international visitors La Nina extreme weather conditions Labour shortage and inflationary pressures Aviation capacity into Australia and NZ increasing	China reopening commenced from 8 January 2023 International recovery to continue and provide operational leverage China rapidly emerging as an opportunity Near term macro environment uncertainty

STRATEGIC RESET

- Clear strategy
- Capital discipline
- Streamlined management & organisation structure
- Business systems enhanced
- People strategy focus
- Price discipline and yield
- Resetting of third party relationships & commissions
- Diversified customer mix
- Acquired high quality, proven businesses

RECOVERY EARNINGS - PRE GROWTH



GROWTH OPPORTUNITY

- · Business of scale
- Experienced and proven leadership team
- International travel to Australia and New Zealand
- Exposure to experience-based growth thematic
- Scalable processes and systems
- Demonstrated integration expertise
- Expansion opportunities in existing verticals
- High quality, proprietary growth pipeline

OUR BUSINESS TODAY

Confidence in inbound visitor recovery at highest level since the emergence of the pandemic

SKYDIVING

TANDEM SKYDIVING

- Australasia's leading tandem skydiving operation
- 14 Drop Zones (DZs) in Australia and 3 in New Zealand's Queenstown region
- Targeted at **youth** and international holiday makers



PERFORMANCE AVIATION

- Leading general aviation aircraft maintenance operation
- Maintains and operates our owned fixed wing fleet of Cessna 208 caravans, and external general aviation clients
- Located at Wanaka Airport (NZ) and Shellharbour Airport (NSW)



O3 23 YTD Revenue \$34.8M

- Volume recovery continues in earnest in both Australia and New Zealand
- Australia reported a post COVID high 62% of FY19 pcp in March 2023
- International recovery driving improved performance in Queenstown and Far North Oueensland.
- Labour pressures easing in line with net immigration, albeit not expecting optimal staffing levels until Summer 2023/24

- Performance Aviation brand launched in Australia, leveraging established NZ brand
- Acquisition of Australian Jump Pilot Academy in April 2023 strengthens pilot training pipeline, as well as providing opportunity to capitalise on global demand for pilots
- Targeted aircraft cross hire to monetise excess fleet capacity as skydiving volumes recover

REEF UNLIMITED

- Leading multi-brand operator of day tours, dive and snorkel activities on the world-renowned Great Barrier Reef
- Cairns and Port Douglas based
- Targeted at domestic holiday and international holiday makers



Continue to perform strongly

- Strong recovery performance from April 2022 has been domestic led
- International customer mix improving by the month
- International trade interest in Reef Magic pontoon investment strong at Australian Tourism Exchange (ATE) in May 2023

TREETOPS ADVENTURE

ADVENTURE EXPERIENCES

- Australia's leading high ropes and ziplining adventure operation.
- 15 locations across Australia. predominately on the eastern seaboard
- Targeted at the family market



WILD BUSH LUXURY

- Internationally respected luxury lodge and guided walking brand Wild Bush Luxury
- 3 operating locations: Arkaba (SA), Bamurru Plains (NT) & Maria Island (TAS)
- Targeted at the premium traveler



Q3 23 YTD Revenue \$44.8M

- Strong performance in April holiday period, including FY23 new site Cape Tribulation
- Taronga Zoo Stage 1 reopened in April 2023. Stage 2 pending landowner works expected to be completed in coming months.
- Two additional sites across ACT and South East Queensland identified for FY24
- Discussions continue with incoming NSW Government on Lost City Adventure Experience

- Bamurru Plains (Mary River, Northern Territory) capacity expansion and major cycle capex completed for 1 May 2023 reopening
- Robust walking volumes for the Maria Island season and Arkaba Homestead & Walk demand in line with pcp.
- Discussions continue with incoming NSW Government on Gardens of Stone Multi-Day Walk

Q3 23 TRADING UPDATE

Continued volume led improvement and EBITDA profitability

GROUP REVENUE

\$ MILLION	Q3 23	Q3 22	Change %	YTD 23	YTD 22	Change %
SKYDIVING	15.3	7.2	+111.9%	34.8	16.5	+110.7%
ADVENTURE EXPERIENCES	12.8	9.4	+36.1%	44.8	19.3	+132.1%
SALES REVENUE ¹	28.1	16.6	+69.0%	79.6	35.8	+122.3%

YTD23 REVENUE COMPOSITION 100 90 80 70 **■ Treetop Adventure** \$m 60 Revenue 50 **■** Adventure Experiences 40 30 ■ Aviation 20 10 Skydiving

YTD 22 YTD 23

NOTES

1. Total revenue includes adjustment for the elimination of inter segment revenues.

Q3 22 Q3 23

- 2. Adventure Experiences excluding Treetops Adventure acquisition consolidated results from 1 December 2021.
- 3. Aviation is Skydiving segment income that includes aircraft maintenance and aircraft cross hire, which was less impacted by the 1H22 COVID lockdowns.

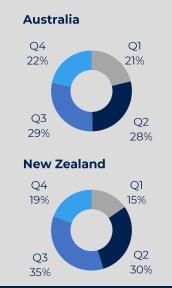
COMMENTARY

- Q3 23 saw another EBITDA profitable quarter driven by a post COVID high monthly trading performance in January
- February and March earnings reflected the domestic shoulder season volumes (no meaningful Chinese New Year impact) along with continued labour retention and recruitment strategies
- Skydiving achieved 50% of pre pandemic volumes in Q3 23
- Adventure Experiences traded in line with expectations with the outlier being Wild Bush Luxury which has been adversely impacted by late wet season rains delaying the Bamurru Plains expansion project

SKYDIVING VOLUME RECOVERY



FY19 SEASONALITY



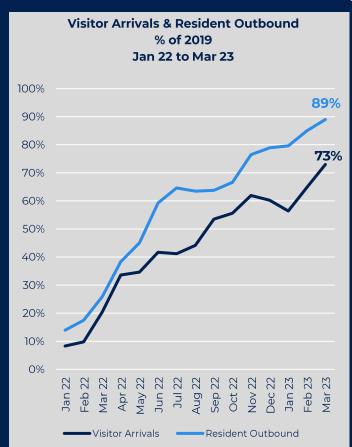
DEMAND RECOVERING

Aviation seats improving into May 2023 as expected, international demand anticipated to return to pre-pandemic levels during FY25. Aviation seats proving a leading indicator for improvement in short term international arrivals, including the key holiday maker category

ARRIVALS & OUTBOUND CAPACITY

Aviation Capacity to Australia % of 2019 Seats **Jan 22 to Sep 23** 100% 90% 83% 80% 70% 60% 50% 40% 30% **Actual** Scheduled 20% 10% 0% Aviation Seats to Australia





Source: Australian Bureau of Statistics, May 2023

VFR & HOLIDAY

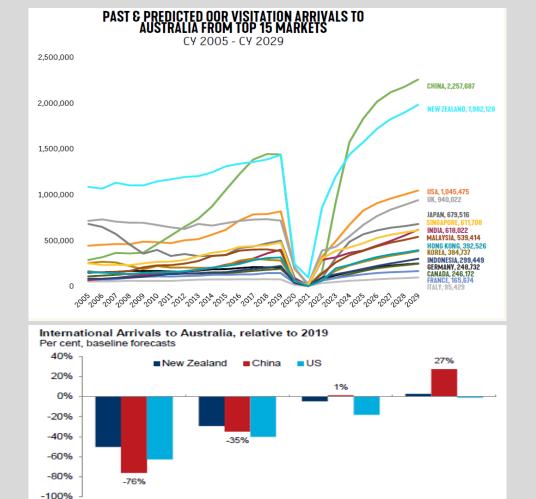


Source: Australian Bureau of Statistics, May 2023

Source: Cirium SRS Analyser, April 2023

INTERNATIONAL & CHINA OUTLOOK

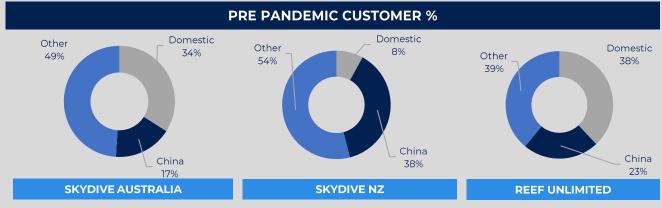
Industry commentary shifting from pre pandemic recovery to long term growth in visitor arrivals - China a standout



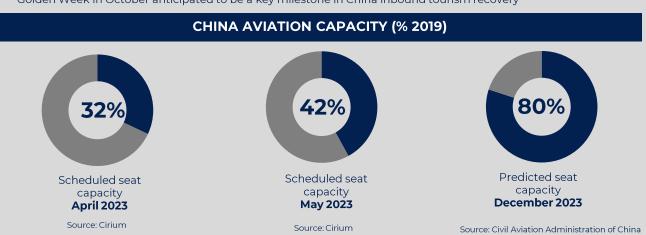
2023

2025

2024



- China travel restrictions lifted on 8 January 2023 after three (3) years
- Aviation capacity (see below) and tourism distribution channels rebuilding
- Early signs of China volume returning in April and May
- Golden Week in October anticipated to be a key milestone in China inbound tourism recovery



2022

Source: Oxford Economics. 2022 onwards are forward looking projections

FY24 STRATEGY

EXECUTING RECOVERY

1 INBOUND VISITOR RECOVERY

Skydive and Reef Unlimited verticals to pre-pandemic levels with reopening of international markets. Invest in growing staffing levels and continue to deliver operational leverage as volume returns.

Management's view on long term earnings potential remains unchanged.

2 CAPITAL DISCIPLINE

Maintain balance sheet to navigate the inbound recovery ahead.

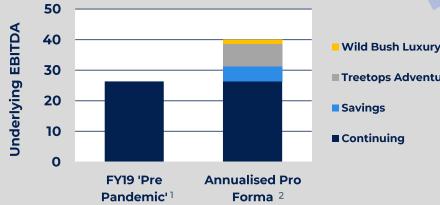
Prioritise capital allocation growing earnings and portfolio quality.

3 GROWTH

Expansionary opportunities in existing portfolio.

M&A strategy continues to be targeted at bolt-ons highly complementary to existing verticals, return targets and portfolio strategy.

RECOVERY EARNINGS - PRE GROWTH



Wild Bush Luxury **■ Treetops Adventure**



CAPITAL ALLOCATION

MACRO OUTLOOK

- PORTFOLIO VALUE CREATION
- **EXISTING EXPERIENCE VERTICAL**
- **QUALITY OF EARNINGS**
- **INBOUND VS DOMESTIC**
- STRONG CASH CONVERSION
- **GEOGRAPHIC WEIGHTING**
- **EXPANSION OPPORTUNITIES**
- **CUSTOMER DIVERSIFICATION**
- SYNERGIES / OPERATIVE LEVERAGE

NOTES

- 1. FY19 based on continuing operations (excluding divestments)
- 2. Annualised Pro Forma is an illustrative estimate assuming pre-pandemic conditions return, including impact of strategic review savings and annualised contribution from the acquisitions completed in FY22. The Annualised Pro Forma is not a forecast or projection.

EXECUTING

RECOVERY

GROWTH

STRATEGY

PORTFOLIO QUALITY

EXPERIENCECO































THANK YOU