

Camplify Holdings Ltd

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ASX Announcement

30th October 2025

CHL Secures Strategic Investment to Continue Development of the Australia Market.

Newcastle, NSW – Camplify Holdings Limited (ASX: CHL) (“Camplify” or “the Company”), Australia’s largest RV rental marketplace, is pleased to announce it has executed binding agreements for a strategic placement to, and commercial partnership with, JB Group¹.

Highlights:

- Strategic Placement: JB Group to become a substantial shareholder in Camplify via a share subscription, resulting in an 12.7% holding.
- Strategic Partnership: A binding, long-term Strategic Services Agreement (SSA) leverages JB Group’s extensive dealership and media network to accelerate Camplify’s growth.
- Partnership Foundations:
 - Rollout of Camplify’s “Managed Services” at key JB Group Dealerships (commencing with Pakenham, Newcastle, Burpengary, and Perth).
 - Active promotion of Camplify products including the marketplace and “Club Camplify” to all customers across JB Group’s national

¹ “Entities controlled by Sharon Bi or Alex Bi.”

dealership network.

- Significant marketing and promotion for Camplify via JB Group's "Whatsup Downunder" media assets.

Strategic Placement

Under the Subscription Agreement, JB Group will subscribe for 10,453,093 new fully paid ordinary shares in Camplify at an issue price of \$0.3072 per share (the "Placement"), representing a total of \$3,211,190. The Placement is expected to complete on the 10th of November. The issuing of the securities will be completed using the capacity under Listing Rule 7.1.

The issue price of \$0.3072 represents a 10 day volume weighted average share price with no discount.

Upon completion, JB Group will hold an interest of approximately 12.7% of Camplify's total issued share capital, positioning them as a significant and aligned strategic shareholder. The agreement also provides for JB Group to nominate one director to the CHL Board, for consideration.

Proceeds from the Placement will be used to strengthen the Company's balance sheet enabling working capital, invest in product development, and support the operational integration with JB Group.

Strategic Services Agreement (SSA)

Executed simultaneously with the Placement, the SSA establishes a multi-faceted commercial partnership designed to be a key growth engine for Camplify.

JB Group will actively integrate Camplify's platform and products across its

national network of RV dealerships and media channels. Key components include:

- Managed Services Rollout: JB Group will provide Camplify's full "Managed Services" offering (including owner/hirer handovers, pre/post-hire reporting, and maintenance) at its key "Owned Dealerships," providing a scalable, high-service solution for Camplify's RV owners
- "Club Camplify" Distribution: JB Group will actively market and offer Club Camplify to its extensive customer database and at the point of sale in all its dealerships
- Strategic Marketing: Camplify will receive significant advertising and promotional support via "Whatsup Downunder" .

Management Commentary

Camplify CEO, Justin Hales, commented: "We are delighted to welcome JB Group as a substantial shareholder and strategic partner. This is a significant commercial partnership that accelerates our growth strategy. JB Group's deep industry footprint and sales network provide a powerful, scaled distribution channel for our products. Our shared vision allows us to aggressively pursue market share and scale our "Managed Services" and "Club Camplify" offerings with high capital efficiency. This alignment creates significant and sustainable value for all CHL shareholders."

A spokesperson for JB Group said: "We are thrilled to invest in and partner with Camplify. We have watched their success in building a market-leading platform and community. By integrating Camplify's products into our network, we can provide more value and a complete end-to-end ownership solution for our customers, from purchase to rental and management. We believe this synergy will unlock a significant new growth phase for both companies and we look

forward to a long and successful partnership."

Fully Paid CHL Ordinary Shares as of 31 October 2024	71,500,349
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Share Placement Capacity utilised	10,453,093
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Post placement shares on issue	82,225,401
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CEO Justin Hales will host a call on Thursday, 30 October, at 2pm AEDT to discuss the agreement.

Investors can register for the call via the zoom link below.

https://us02web.zoom.us/webinar/register/WN_2HvYMY-2RleVT8701XZCdA

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About CHL

Camplify Holdings Limited (ASX:CHL) is in the business of elevating outdoor experiences through innovative and scalable tech solutions. Composed of Camplify, MyWay and PaulCamper, the CHL Group operates one of the world's leading peer-to-peer digital marketplace platforms. connecting recreational vehicle (RV) Owners to Hirers. With operations in Australia, New Zealand, Spain, the UK, Germany, Austria and Netherlands, Camplify and PaulCamper deliver a seamless and transparent experience for consumers looking to travel and connect with local RV owners.

About JB Group

The JB Group is one of Australia's largest and fastest-growing recreational vehicle manufacturers. The group's diverse portfolio of iconic brands provides a solution for every type of traveller.

- JB Caravans
- New Age Caravans
- Paradise Motor Homes
- Traveller Caravans
- LPT Caravans

Beyond manufacturing, the JB Group's ecosystem includes:

- **Manufacturing & Partnerships:** In addition to its owned brands, the group's advanced manufacturing capabilities are utilised by other brands.
- **Retail Network:** An national dealer network of over 40 locations across Australia and New Zealand, complemented by eight factory-owned dealerships
- **Parts & Service:** The group operates eTime RV Centre, an online and retail destination for caravan parts and accessories
- **Northern Caravan Repair & Service Centre**
- **Media & Marketing:** The a media creation and distribution arm with What's Up Downunder, Australia's leading caravan and camping lifestyle media platform

This announcement was approved by the Company Secretary of Camplify Holdings Limited.