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CHL Group

ASX Announcement

30 October 2025

Camplify CEO presents Camplify and JB Group Strategy Partnership

Camplify Holdings Limited (ASX: CHL) Chief Executive Officer and Founder, Justin Hales will present to shareholders today regarding the Camplify and JB Group Strategic Partnership. A copy of his presentation is attached.

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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, PaulCamper and Rent a Tent, 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.

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

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Camplify & JB Group Strategic Partnership

Official Presentation

Justin Hales, CEO

30 October 2025

CHL Group

myway

camplify

PaulCamper

rent a tent

Summary

Camplify has entered into a strategic services agreement with JB Group. The agreement encompasses the following key provisions:

- Club Camplify membership will be promoted to all customers at JB Group's owned dealerships.
- Comprehensive managed services will be provided at initial key locations (Pakenham, Newcastle, Burpengary, Perth). These services include owner handover, hirer handover, pre/post-hire reporting, and maintenance.
- The Camplify marketplace platform will be actively promoted to all of JB Group's customer databases.
- Significant advertising for Camplify will be provided on "Whatsup Downunder"
- JB Group will participate in Camplify's paid manufacturer programs.

CHL Group

JB Group

JB Group are the market leader in the RV industry, renowned for its exceptional range of caravans, motorhomes, and hybrids. Committed to innovation, quality, and outstanding customer service, JB Group sets the benchmark for reliability and excellence in recreational Caravans and Motorhomes.

Proudly 100% Australian-made, their products are designed to meet the unique needs of Australian adventurers, offering durability and style for every journey.

Over a network of over 40+ dealers Australia wide.

JB GROUP INT.

Brands Include

JB Caravans

JB Motorhomes

PARADISE LUXURY MOTOR HOMES

NEW AGE CARAVANS

NEW AGE MOTORHOMES

Traveller CARAVANS·AUSTRALIA

LPT CARAVANS

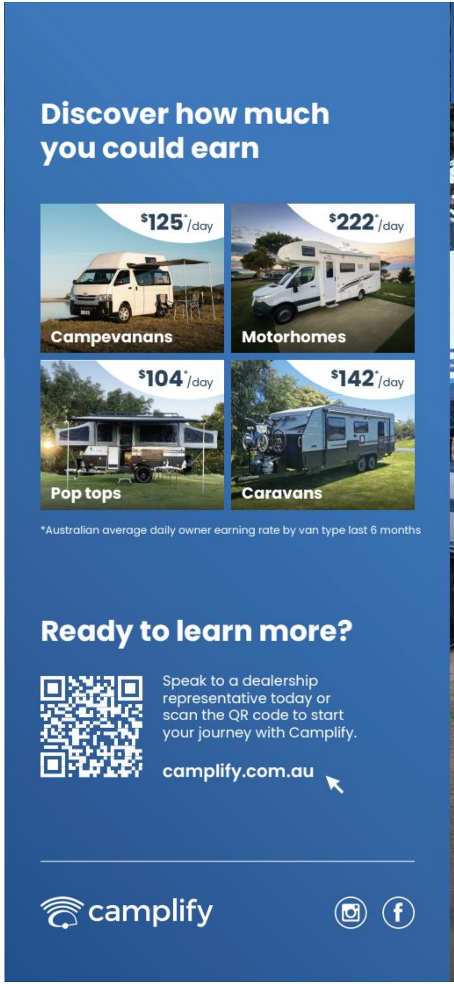
ecopower world

ETIME RV CENTRE

Aussie RV Parts

Dealership Point of Sale Materials

Camplify point of sales material examples will be installed at JB Dealerships as part of the collaborative working



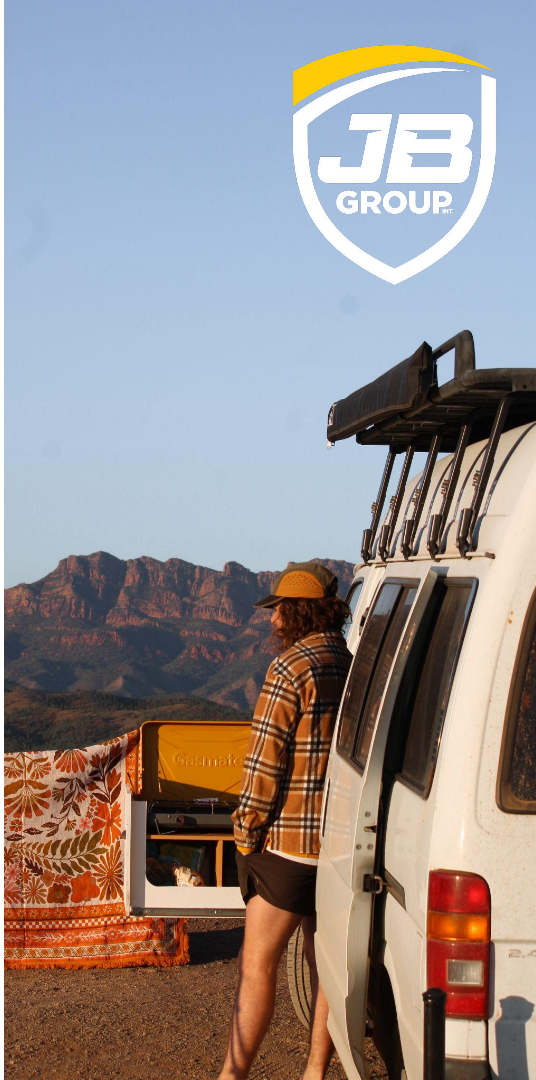
Managed Services

The Managed Services Program enables businesses to operate a hire fleet for RV owners on the Camplify platform. Certified Managers handle bookings, storage, servicing, customer handovers, and overall fleet management. This program will enable:

- Placement of customer vans in Camplify/JB branded depots across Australia
- Management of these vans will be undertaken by Camplify and JB Group Dealers
- Enable an easy approach for hirers to pick and and drop off from key depot locations
- Enable a low touch option for owners of RVs to receive a passive income
- Enable a move towards multi directional rentals (one way)

Key Locations Confirmed

- Pakenham
- Newcastle
- Burpengary
- Perth



club camplify

Club Camplify is Australia & New Zealand's leading RV Owners Club. Its an enticing all in one solution for all RV owners.

Damage Protection
✓ Comprehensive personal and rental protection from collision, weather, fire or theft
✓ Third party property damage protection
✓ Public and Legal liability protection
✓ 24/7 roadside assistance for rental use
✓ Up to $2,000 contents protection

Additional Inclusions
✓ Discounts on fuel, campgrounds, RV sales, retail & much more (500+ offers)
✓ Access to some of Australia's largest RV communities (CMCA)
✓ Tax benefits - Renting out your RV can unlock tax deductions for expenses and depreciation.

camplify marketplace

Camplify is Australia & New Zealand's largest RV rental marketplace. It connects RV owners with holidaymakers looking to hire caravans, campervans, and motorhomes.

Earn from Your RV
✓ Rent out your van when you're not using it
✓ Flexible options – you're in control of availability, pricing & rules
✓ Average owner earnings of $10,000–$25,000+ per year

End-to-End Support
✓ Listing setup, marketing & booking management tools
✓ Damage protection included with every booking
✓ Secure payments & ID-verified hirers
✓ 24/7 customer service for owners and hirers
✓ Join thousands of local RV owners already earning with Camplify

Thank you

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Key risks

Platform risks	As the Company operates a two-sided platform, the Company's future growth and profitability is dependent on that platform being vibrant and active. The Company's business relies on both Hirers utilising the platform and on Owners listing RV's on the platform. The growth of the Company is also reliant on attracting and retaining customers to use its platform and converting those customers into new and repeat customers. Various factors can impact this conversion rate which in turn could impact the Company's ability to meet stated objectives and could adversely impact the operations and financial performance of the Company.
Performance of technology	The Company is heavily reliant on information technology to make the Company's platform available to users. There is a risk that the Company, its web host or the platform's third-party integrations may fail to adequately maintain their information technology systems, which may cause disruptions to the Company's business. There is also a risk that systems failures or delays, corruption of databases or other electronic information, power failures, issues with upgrades, technical malfunctions and other disruptions to information technology systems used by the Company, its web host or the platform's third-party integrations or its users may cause disruptions to the platform or adversely affect user experience on the platform.
Innovation	The Company's success in the future may depend on its ability to continue to identify and deploy the most appropriate new technologies and features. The ability to improve the Company's existing products and services and develop new products and services is subject to risks inherent in the development process. There is a risk that the Company may fail to update its platform to adopt new technologies, or that other businesses may develop or adopt new technologies which give them a competitive advantage over the Company's platform. This may render the Company's business less competitive.
Growth strategies	As the Company plans to continue expanding its cross-border operations into existing and new markets, there is a risk that the Company may face challenges (including legal or regulatory) in which it has limited or no experience in dealing with. The success of the Company's expansion may be affected by a number of factors, including, without limitation, existing incumbent competitors, the timing for and rate of uptake of the Company's platform, differing consumer demands and sentiments, differing regulatory requirements, the ability to enforce intellectual property rights, exchange rate fluctuations and differing tax treatments in different jurisdictions. The Company may have to expend significant resources, such as costs and time, to establish operations, and market itself and develop its presence in those jurisdictions.
Fraud and fictitious transactions	The Company may be exposed to and encounter risks with regard to fraudulent activity by platform users. This may involve Hirer's not receiving goods they have purchased or bookings they have reserved, Owner's not receiving full payment for hires and the Company not receiving full payments it is contracted to receive Negative publicity and user sentiment generated as a result of actual or alleged fraudulent or deceptive conduct on the Company's platform could severely diminish consumer confidence in and use of the Company's platform.
Cybersecurity and data protection	The Company collects a wide range of personal, financial and service usage data and other confidential information from users in the ordinary course of its business, such as contact details and addresses, and stores that data electronically. The platform also includes third-party integrations who may collect information on the Company's users, such as payment details. As an online business, the Company is subject to cyber attacks. The Company and, as far as the Company is aware, those third-party integrations have systems in place to maintain the confidentiality and security of that data and detect and prevent unauthorised access to, or disclosure of, that data. There can be no guarantee that the systems will completely protect against data breaches and other data security incidents.
Intellectual property	The Company places significant weight on the value of their intellectual property and Company know-how to maintain its competitive position in the market. There is a risk that the Company may inadvertently fail to adequately protect its intellectual property or be unable to adequately protect its intellectual property in new jurisdictions which it expands into from time to time. It is also possible that this information be compromised by an employee or a third-party without authorisation.

Key risks (cont'd)

Competition	The Company recognises the potential risk that existing competitors or new entrants to the market may increase the competitive landscape and have an adverse impact on the financial performance of the Company which in turn, would erode the Company's revenue and market share. Existing competitors and new entrants in the market may both domestically and overseas may engage in strategic partnerships or acquisitions, develop superior technology, increase marketing activity and/or offer competitive pricing. There is a risk that the Company may be unable to respond to such competition and this may reduce demand for the Company's service and use of its platform which in turn, may have a material adverse effect on its revenue, profit margins, operations, financial position and growth prospects.
Suppliers	The Company's business utilises third party suppliers, including companies which offer insurance and roadside assistance services. There is a risk that suppliers may become unable or unwilling to do business with the Company, or to renew contracts with the Company once they expire. There is no guarantee that the Company will maintain existing contracts or be able to renew contracts with suppliers on current terms, or at all. If the Company is unable to source alternative suppliers within a reasonable period of time and on reasonable terms, this may cause disruptions to the Company's platform while suitable replacements are sourced or cause the Company to incur substantial costs.
Key personnel	The Company is dependent on its existing personnel as well as its ability to attract and retain skilled employees. The Company must recruit and retain expert engineers and other staff with the skills and qualifications to operate, maintain and develop the platform. A loss of key employees or under-resourcing, and inability to recruit suitable replacements or additional staff within a reasonable time period, may cause disruptions to the platform and growth initiatives, and may adversely affect the Company's operations and financial performance.
Restriction or suspension from digital marketing channels	The Company relies on digital marketing channels such as Google and Facebook to market the platform to the social media of their client demographic. This reliance creates a risk that a ban, restriction or suspension may have an adverse effect on the business reputation, financial performance and operations of the Company.
Search engine risk	Due to the fact that most consumers access the platform through a search engine, the Company may become vulnerable to variations in search engine recommendations. This becomes particularly relevant if the Company becomes excluded from or ranked lower in search engine results due to changes to a search engine's algorithms or other ranking criteria that are outside of the Company's control. If the Company's Search Engine Optimisation (SEO) activities are no longer effective for any reason, the traffic coming to the platform could significantly decrease.
Reputational risk	There is a risk that the Company's reputation may be adversely impacted by substandard service of Owners, negative user experiences in the platform, user complaints or other adverse events which involve the Company or its platform. Any negative impact on the Company's reputation may adversely influence user sentiment towards the Company and willingness to use its platform. This may have a material adverse impact on the Company's future prospects.
Insurance	The Company maintains customary insurances against typical business risks, such as public liability insurance and cyber insurance. There is a risk that the Company's insurance may not be adequate in coverage, valid in overseas jurisdictions, may not insure all risks or may not be able to be claimed against in respect of losses. This could have a material adverse impact on the Company's financial position and reputation. There is also a risk that claims brought under the Company's insurance policies could increase the premiums payable by the Company going forward, which may have a material adverse impact on the Company's financial position.
Covid-19	Camplify is constantly monitoring the actual and potential impact of COVID-19 on its business, the broader economy and the jurisdiction in which it operates. COVID-19-related lockdowns have had an immaterial impact on the Camplify business in the current year. Camplify implemented numerous steps to support staff and contractors following the onset of COVID-19, including supporting all staff and contractors to work from home, restricting all travel, and ensuring office spaces were safe and COVID compliant when a return became possible.

Key risks (cont'd)

Compliance with laws and regulations generally	The Company operates in a sector where the laws and regulations around its operations are evolving. There is a risk that new laws or regulations may be enacted, or existing laws and regulations may be amended in such a way that impose obligations on the Company. If any laws or regulations are adopted which are more stringent than the laws and regulations currently applying to the Company's platform, the Company may need to invest significant time and costs into complying with those laws and updating its platform.
Compliance in overseas jurisdictions	The Company has operations in the United Kingdom, New Zealand, Spain, Germany, Netherlands and Austria. There is a risk that a breach of applicable regulatory rules may be discovered which could result in penalties being incurred for any breach of such requirements and additional requirements may also be imposed by such regulatory rules as to the manner of the conduct of business in these jurisdictions which may result in material additional costs to the Company or may make the conduct of certain of these overseas operations not commercially viable.
Seasonality	The use of the platform by Owners and Hirers in all jurisdictions in which the Company and its overseas subsidiaries operate is subject to seasonality. It is typical for there to be an increase in bookings on the platform over the Summer and Easter holidays in Australia and New Zealand as well as the corresponding holidays in the United Kingdom and Europe. Where an event (such as a severe weather event or pandemic) impacts holiday makers in peak periods, the Company's revenue will be impacted.