WebBeds

Media Kit

Information & Resources

Date: February 2023
Version: Issue Number 6

webbeds.com

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Introduction.

WebBeds is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying hotel and ground travel services easier.

The nature of travel distribution has evolved quickly, and will continue to do so! Flexibility, with immediate and reliable control over channels and better insights to make informed choices, delivering product to the right places at the right times at the right price, is a must.

With an eye on the future, we work with leading and emerging technologies that will pave the way forward, while being firmly grounded in providing easy to use distribution solutions that support our partners needs today.

WebBeds partners are supported through a truly global footprint, we have a team of 1500+ people in 120+ cites across 50+ countries speaking 50+ languages - all focused on ensuring WebBeds delivers value, choice, expertise and an unrivalled level of service.

Hotels and other suppliers – global and regional hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more - can sell their products through WebBeds by connecting to a global network of online and offline travel buyers through robust solutions that provide greater inventory control to simplify distribution, and leverage WebBeds enhanced analytics to inform inventory optimisation choices – saving costs and increasing revenue.

Travel buyers – online travel agencies, retail travel agents, corporate travel managers, tour operators, wholesalers, tourism boards, super apps, DMC's, group providers, airlines and more - can integrate the hundreds of thousands of hotels and ground services in the WebBeds marketplace through simple and seamless API connectivity, or they can search, shop and book online through one of WebBeds trade only booking sites.

For a company formed in 2013, we're very proud of our story so far!

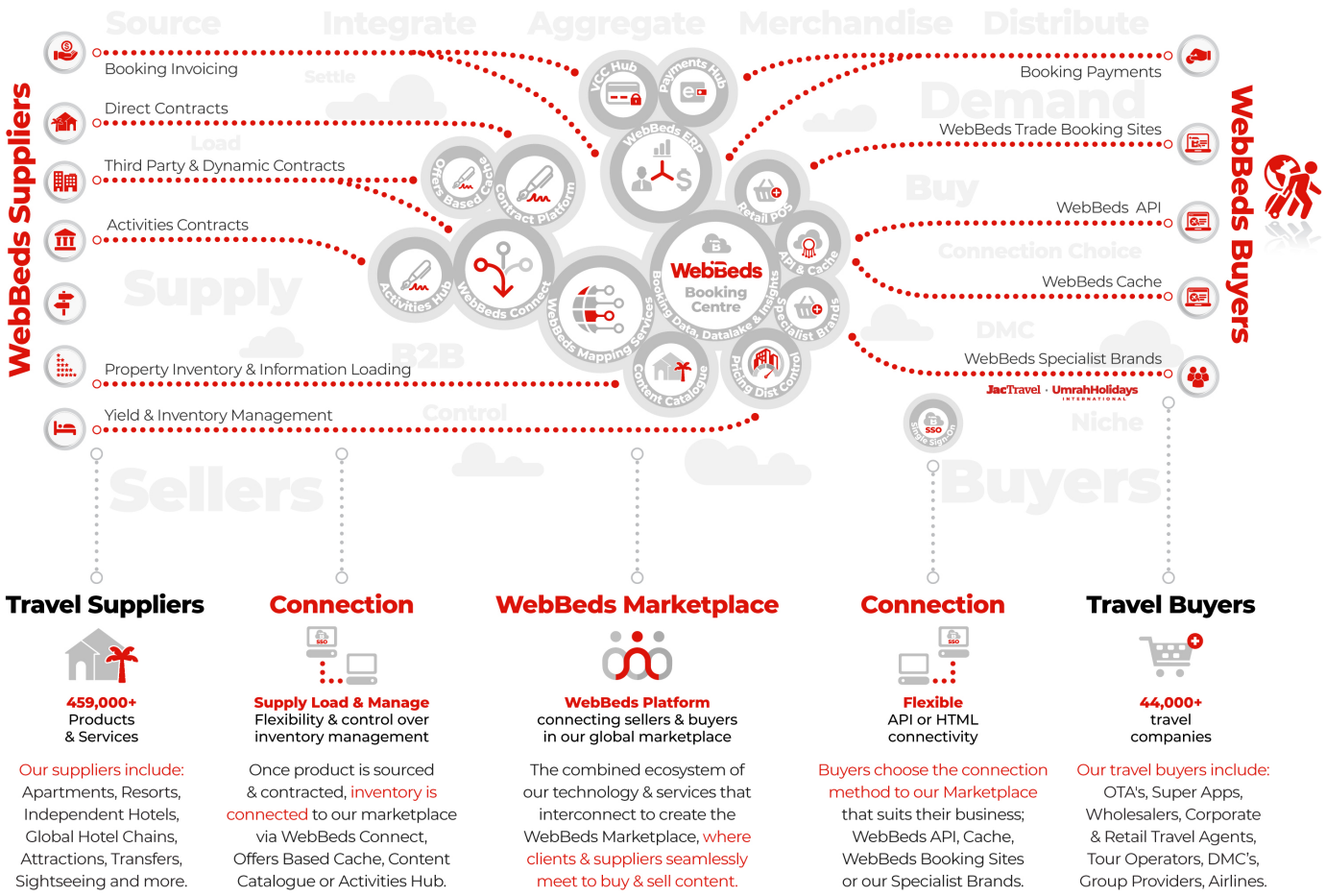
Our Distribution Model - How We Work.

WebBeds is a B2B travel marketplace, or "intermediary". We source content from travel suppliers, aggregate and merchandise that content in the WebBeds platform, then distribute it to our global network of travel trade buyers, who sell to the travelling public.

The process of bringing together over 430,000+ hotels and 20,000+ ground services in more than 16,000 destinations in a way that adds value to suppliers' businesses, and distributing that content to a global network of over 44,000 travel buyers in more than 139 source markets, in ways that meet their needs, is a complicated and technical ecosystem.

Below is a high-level overview of how we go about it. The WebBeds Marketplace is driven by a talented and dedicated global team of more than 1,500 including technology, contracting, sales, operations, finance and marketing professionals – all focussed on doing it better for our partners.

Our distribution model and the WebBeds Global Marketplace.



Note: Infographic representative of our Technology Ecosystem evolution, while some hubs are under construction existing connection methods remain in place.

At a Glance - Facts & Figures

WebBeds is one of the world's leading providers of distribution services to the travel industry, outperforming the market in all of our core trading regions.

Hotel Product

Worldwide hotels including global chains & independently managed & contracted properties.

430,000+ hotels

16,000+ destinations

190+ countries

31,000+ directly contracted independent properties

62,000+ directly contracted chain properties

Ground Service Product

WebBeds provides in-destination services such as transfers, entertainment, tickets, attractions and much more...

01 **20,000+** ground services

02 **18,000+** transfer services

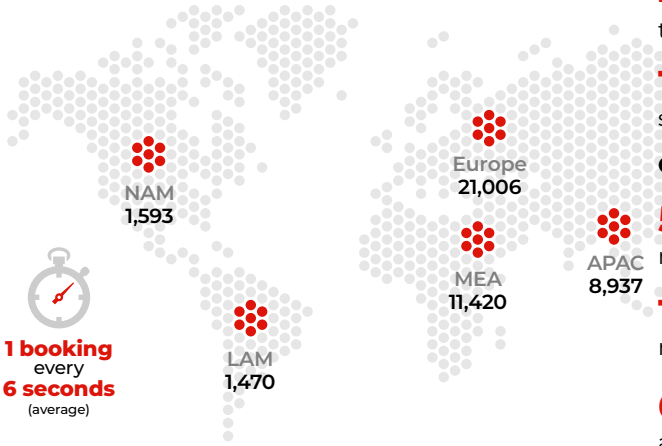
03 **1,200+** transfers destinations

04 **4,012** direct contract destinations

05 **77** integrated 3rd-party wholesalers

Network & Reach

We distribute our products through a global network of travel buyers.



1 booking every **6 seconds** (average)

44,000+ travel buyers

139 source markets

Generating [1]

5.8 million room nights

1.2 million+ room nights per mth

6.3 secs average time a new booking is made

WebBeds Global Presence & Team

WebBeds supports our global distribution network through:

1,500+ people with **50+** languages in **120+** cities across **50+** countries

Financial Performance - 1H23

WebBeds is outperforming the market, with bookings exceeding pre-pandemic levels since May 2022.*

1H23 Bookings	1H23 Bookings	1H23 TTV	1H23 Revenue
$63.7m	↑ **144%**	↑ **227%**	↑ **251%**
% Increase on 1H22	% Increase on 1H22	% Increase on 1H22	% Increase on 1H22

(1) Sales metrics indicated are based on current FY23, Apr - Aug 2022 period only. | * For full financial results, please visit www.webjetlimited.com

Our History - Timelines & Milestones

Formed in 2013, we've come a very long way in a relatively short time, growing both organically and through acquisition. We proudly enjoy the energy, growth and mentality of a start-up, but deliver this through over 45 years' experience in providing travel services to the travel industry.

Take a look through our timeline to see some of our most significant milestones as we have moved from humble beginnings to become a real pioneer in the travel industry and the fastest-growing and second largest provider in the market-place.

1975 — **JacTravel is launched** as a UK inbound tour operator & grows to become a multi-award-winning Destination Management Company (DMC) with a focus on UK, Ireland, and Europe.

1994 — **Destinations of the World launches** as a B2B accommodation provider specialising in the Middle East.

1999 — **Totalstay launches** in Europe as one of the first online providers of accommodation to the travel trade.

2002 — **Sunhotels launches**, initially as an accommodation provider for the Scandinavian market, & quickly grows to become one of the most highly regarded providers across Europe & beyond.

2013 — Webjet Limited develops and launches **Lots of Hotels** in Dubai & **WebBeds is born**. Initially servicing the Middle East market, the LOH brand grew quickly expanding into Africa & The Americas.

2014 — **Sunhotels is acquired** by Webjet Limited & becomes part of WebBeds with a new look brand & a debut appearance at the World Travel Market in London.

2016 — **WebBeds develops & launches FIT Ruums** in Singapore as a start-up to serve the Asia Pacific market.

2017 — **JacTravel** & **Totalstay** join the WebBeds family as the company is **acquired** by Webjet Limited.

2018 — WebBeds & Webjet Limited announce the **acquisition of Destinations of the World**.

2018 — WebBeds **launch Umrah Holidays International**, a specialist B2B brand providing online pilgrimage travel services to the travel industry.

2018 — **WebBeds unveil our new company brand** at ITB Berlin, exhibiting for the first time with our growing stable of B2B trade brands.

2019 — By 2019 **WebBeds global footprint has grown** to seven global B2B brands, 50 offices & a staff of over 1,600 travel professionals. **Every 8 seconds a hotel reservation is being confirmed.**

2020 — **We unify our B2B brands under WebBeds**, presenting a single cohesive global brand as we accelerate our technology strategy to deliver a best-in-class global booking platform for agents.

Our Leadership Group.

Our senior team are a proven, innovative, results-driven group of leaders with a wealth of experience across the travel and technology industries.

Daryl Lee

CEO WebBeds

Daryl has more than 20 years' experience in travel. Prior to joining Webjet, he was Regional Vice-President at GTA responsible for its businesses in the Middle East and Asia Pacific. Daryl also previously held various management roles in Far East Hospitality and Singapore Airlines.

Anders Kjong

President - Europe

Anders has worked in the travel industry since 2015, joining WebBeds from Globalia, where he was in charge of the Digital Business Development, until he moved to become WebBeds CCO Europe in 2017. Anders has more than 20 years of management experience working in different sectors such as FMCG and on-line retail / digital entertainment.

Amr Ezzeldin

President - Middle East & Africa

Amr's 20 years' plus experience in Travel and Hospitality leadership roles across highly regarded organisations within the Middle East & Africa region is testament to his calibre. Prior to joining WebBeds he led the regional Sales Department at GTA, designing and implementing effective commercial strategies. Since joining Lots of Hotels in 2015 he has tackled business challenges with a hands-on approach and created opportunities to deliver on growth and revenue objectives.

Kok Sheng Sun

President - Asia Pacific

KS has more than 18 years' experience in travel. Prior to joining Webjet, he was Regional Head of Sales South Asia & Japan responsible for businesses in India, South East Asia and Japan. KS also held various commercial & operational roles in Far East Organisation and Singapore Airlines.

James Phillips

President – America's

James has an extensive 25-year travel and hospitality career. James' experience in the industry started with a leading tour operator. He then spent a decade working with the Starwood Hotels and Resorts and Kempinski group of hotels. Subsequently, he held leadership roles with GTA for sourcing in the EMEA and Americas regions and with Hotelbeds for Sales and Marketing. Most recently, James has been advising several companies, working with the state of Connecticut's venture capital arm on its travel portfolio.

Alaa Saleh

Chief Business Transformation Officer

Alaa was appointed as WebBeds' Group Chief Operating Officer (COO) after serving as COO of our latest acquired business Destinations of the World. Alaa has a wealth of more than 20 years transformation experience across Technology and Operations from Destinations of the World, Accenture, Blue Chip Organisations and our Travel Industry. Based in Dubai, Alaa is responsible for our Transformation and Innovation, leading our teams to be world class in service to our Customers and Suppliers, and ensuring our cost management is efficient.

Mohammed Malik

Chief Information Officer

Mohammed brings more than 20 years travel industry experience to WebBeds having worked in technology for some of the largest and most well-known travel brands like GTA, Travelport and Kuoni. Most recently, Mohammed led the Technology team at Destinations of the World. He prides himself on building efficient and productive teams and unlocking untapped potential. He is a self-confessed student of Leadership and Human behaviour which has helped him to build rewarding careers for his teams.

Bernard Chionh

Chief of Staff & Chief Data Officer

Bernard has more than 17 years' experience in travel and finance. Before assuming the role of Chief of Staff, Bernard held various leadership roles in leading companies including tenure with Expedia Group, Travelport, Singapore Airlines and Ernst & Young.

Tony Ristevski

Group Chief Financial Officer & Company Secretary

Tony has more than 15 years' experience working in a range of senior finance and corporate roles in Australia and overseas, most recently as CFO of ASX listed TechnologyOne Limited. He is experienced with companies undergoing growth, both organically as well as through acquisitions, and has considerable international experience having worked in Europe, Asia and the United States. Previously with Computershare, Tony is a Chartered Accountant, has a Bachelor of Commerce (Honours) as well as an Executive MBA from Melbourne Business School.

Post COVID-19 - Transformation Strategy.

While the global travel industry has been severely impacted by the COVID-19 pandemic, we believe that travel is resilient and that WebBeds is well placed to capture the pick-up in travel activity as travel conditions start to normalise.

While we wait for global travel markets to open up again, we are taking this opportunity to materially transform the WebBeds business so as to be optimally positioned to capture customer demand when the rebound begins.

WebBeds Transformation Strategy

The WebBeds Transformation Strategy is focused on redefining our business model and refining our processes to emerge from COVID-19 as the leading B2B provider serving the global travel industry.

Rethinking how we do business

WebBeds has always sought to disrupt the bedbank industry – providing a full global inventory offering at a lower cost. We are committed to delivering a differentiated product and adding value to our partners globally and this is an opportunity to review our business model and product lines by looking at what we sell and how we sell it. Having been at the forefront of innovation, we are looking for opportunities to further separate ourselves from the rest of the industry.

Streamlining Technology

The evolution of WebBeds has allowed us to offer a number of excellent technology platforms to our partners. A key goal of our business is to be the easiest partner to do business with and we have already introduced innovations such as WebBeds Connect to simplify hotel connections without impacting customer connections. We ramped up our goal of simplification and ease by taking the best elements of our existing platforms to create a new technology offering to deliver the most robust, efficient and flexible solution to our supply partners and customers.

Increased leverage of data analytics and automation

Our multi-supply aggregation strategy model provides WebBeds with access to more data than any other industry provider in the world. We are leveraging this to deliver improved customer service, enhanced profitability and greater competitiveness through Artificial Intelligence (AI), robotics and data-driven decision making. We are also looking at opportunities to better support and help drive better outcomes for our partners. We introduced WebBeds Destination Index during the year to share market insights with our hotel partners and are looking to expand this further.

Sharpened focus on cost reduction opportunities

WebBeds is already the lowest cost global B2B provider – the entire WebBeds offering is designed to minimise costs. Aligning financial and customer service operational functions will be the next phase in further reducing costs. We are also looking for other ways to improve efficiencies and effectiveness by simplifying processes across the business. Continuing to lower our cost base will provide opportunity for improved profitability once travel markets return.

Refinement of risk management processes

Managing trading and credit risk has always been a priority – we regularly review our customer base and remove lower quality customers from our portfolio. During FY20, we significantly reduced long term debtors. We are further tightening our credit processes and limits to minimise trading risk exposure should COVID-19 events occur in the future.

Press Release Boilerplates.

WebBeds Boilerplate

About WebBeds

Launched in 2013, WebBeds is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying hotel and ground travel services easier. It sources accommodation and destination services from travel suppliers, aggregates and merchandises that content in the WebBeds platform, then distributes it to its global network of travel trade buyers, who sell to the travelling public.

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WebBeds operates globally through four geographic regions – Europe, Asia Pacific, MEA (Middle East and Africa) and Americas - with over 1,500 travel professionals working in 120 cities across 50 countries worldwide. WebBeds also operates specialist brands JacTravel DMC and Umrah Holidays International. JacTravel DMC provides tailormade travel arrangements for offline FIT and groups traveling to the UK, Ireland and key mainland European destinations to the international travel trade. Umrah Holidays International is a genuine pioneer, providing online pilgrimage travel services to travel agencies worldwide.

Find out more about the WebBeds business at www.webbeds.com

WebBeds is a travel brand of Webjet Limited (ASX: WEB).

Webjet Limited Boilerplate

About Webjet Limited

Webjet Limited, an ASX 200 listed company (ASX: WEB), is a global travel business that enables travel the world over through our market leading travel brands supported by our travel technology businesses.

Our digital travel brands, spanning both wholesale and retail markets, include; **WebBeds** - is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel easier, **Webjet** - the market leading Online Travel Agency in Australia and New Zealand, and **GoSee** - a global motorhome and car rental ecommerce site.

Our travel business are supported by smart technology we build and invest in that differentiates our offerings and make booking and transacting travel better, including; **Trip Ninja** - providing complex travel itinerary automation technology to digital travel businesses globally and **Rezchain** - the travel industry's first blockchain-based hotel booking verification technology, along with investments in **ROOMDEX** and **LockTrip**.

Find out more about Webjet Limited at: www.webjetlimited.com

Brand Assets.

We've prepared a variety of brand assets, including logo files, brand colours and style guide, to assist you in preparation of your media featuring the WebBeds brand. These files are available to download from our website, or the links below.

Logos

Our Logo Package for partners includes .eps, .jpg and .jpg file formats, if you require further assistance or advice around correct application of the logos, please contact our marketing representative in your region, or email marketing@webbeds.com

Download: WebBeds Logos - Jan 2021 (zip file – 2mb)

Brand Guidelines & Executive Photography

We ask all media partners to be kind in the way our brand is treated visually. To assist in application of the brand, and correct use of our logo and colours, please visit the downloads section of our website. Here you will find brand guidelines, as well as leadership photography.

Visit: www.webbeds.com/downloads

Links

For the most up to date news and information on the performance of WebBeds and the Webjet Limited group, please refer to the links below. For commentary on financial performance please refer to our Media, Commercial and Investor Relations teams listed on the next page.

News, Media Releases & ASX Releases

Visit: https://www.webbeds.com/news/

Visit: https://www.webjetlimited.com/asx-announcements/

Social Media

WebBeds Main Page: https://www.linkedin.com/company/webbeds

Webbeds - Asia Pacific: https://www.linkedin.com/company/webbedsapac

WebBeds - Europe: https://www.linkedin.com/company/webbeds-europe

WebBeds - Americas: https://www.linkedin.com/company/webbeds-americas/

Webbeds - MEA: https://www.linkedin.com/company/webbeds-middle-east-africa/

JacTravel DMC: https://www.linkedin.com/company/jactravel

Umrah Holidays International: https://www.linkedin.com/company/umrahholidays

Webjet Limited: https://www.linkedin.com/company/webjet-limited

Contacts.

If you require Investor Relations, Media or Commercial or assistance please contact;

Webjet Limited - Investor Enquiries

Carolyn Mole
Phone: +61 (03) 9828 9754
Email: investor@webjetlimited.com

Webjet Limited - Media Enquiries

History Will Be kind
Phone: +61 (02) 8046 4848
Email: media@webjetlimited.com

Webjet Limited - Commercial Enquiries

Shelley Beasley
Group Chief Commercial Officer
Phone: +61 (03) 9828 9791
Email: shelley.beasley@webjet.com.au

If you require Marketing assistance, please contact:

Asia Pacific
Cheryl Cheang
Vice President Marketing APAC
WebBeds
Email: cheryl.cheang@webbeds.com

Middle East & Africa
Collen Villar
Head of Commercial Strategy - MEA
WebBeds
Email: collen.villar@webbeds.com

Europe (plus Americas temporarily)
Arran Whitney
Marketing Director, Europe
WebBeds
Email: arran.whitney@webbeds.com

Global
Geoff Ballard
Director of Marketing & Brand
WebBeds
Email: geoff.ballard@webbeds.com

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