

ASX Announcement

23rd August 2022

2022 Year End Results 4E and Business Update

Highlights;

- **Full audited results**
- **Metrics for FY22 show continued strong growth**
- **FY22 Gross Transaction Volumes of \$53.6m for the financial year representing a pcp growth rate of 63.13% versus FY21.**
- **Revenue for FY22 of \$16.36m a pcp growth rate of 93.96% FY21**
- **Take rate for the year hitting 30.5% increasing from 25.73% in FY21**
- **Customer retention hitting 25%**
- **Future bookings values over double FY21 with \$14.7m at the end of FY22.**
- **Camplify finishes the year with strong cash position and zero debt**

Camplify Holdings Limited ('Camplify') is pleased to announce strong marketplace performance in FY22, delivering on its strategic objectives, and continuing to scale.

During FY22 period, which was impacted by domestic and global travel restrictions, Camplify still experienced over 63.13% growth in GTV pcp (FY21). Total GTV recorded was \$53.6m. This result continues the impressive continued growth achieved by Camplify since debut on the ASX in June FY21. It represents a CAGR of 111% GTV growth since FY20.

Global net revenue figures also grew during this period. For FY22 net revenue grew by 93.36% compared with FY21. Total net revenue recorded was \$16.36m. As a business focused on growing revenue to achieve scale in the business, this provides a robust platform for continued success in FY23.

A core focus for Camplify is take rate. In the year Camplify achieved an overall take rate of 26.8% excluding van sales, and achieving 30.5% including van sales. An increase of 5% from FY21 where take rate was recorded at 25.73% inc van sales. Camplify continues to expand its product suite to customers, improving conversion rates and delivering a growing take rate.

One of the key areas that Camplify wanted to ensure improvement on for FY22 was retained hirers. In FY21 Camplify recorded 20% of customers rebooking holidays. In FY22

Camplify has grown this to 25%, while increasing their customer database by over 88,000 customers.

Business drivers for Camplify remain strong with key metrics such as global average booking values, RV daily rates, and global booking requests continuing to rise.

Growth for the period was led by the Northern Hemisphere operations (UK & Spain) with strong growth in all key metrics. Notably GTV grew in the UK by 136% and Spain saw growth of 1632% pcp (FY21). Europe and the UK show strong demand for the outdoor travel lifestyle from Camplify.

Founder and CEO Justin Hales said "Camplify is a business with significant growth potential, and substantial scalability opportunities. Camplify has delivered on its strategic outcomes in FY22 by clearly building on customer demand to record four quarters of continued growth. As growth continues in FY23 based on customer demand, Camplify will position the business to ensure scalability, and automation will deliver improved bottom line results, on our road towards profitability."

Camplify finishes FY22 with a continued strong cash position driven by customer receipts and zero debt.

The Travel Sector and Outlook

As the travel sector continues to face logistical challenges, Camplify provides simple worry free travel for those wishing to be a part of the outdoor lifestyle. Participation in the caravanning and camping sector continues in strong numbers throughout our key market of Australia, New Zealand, Spain and the UK. Camplify is confident in the overall support for the RV sharing segment, with continued demand from customers.

One of the strongest indications of demand from customers is future booking values. In FY21 Camplify closed out the year with \$6.95m in future bookings. In FY22 Camplify closed out the year with over \$14.7m in future bookings. This over doubling of future bookings clearly demonstrates from customers their intention to travel in FY23.

With still less than 1% of RVs listed on the platform that are registered in our markets, and the investment in scalable technology we have made, Camplify is very well positioned to continue our strategy of scaling and growing to deliver exceptional longer term results.

Camplify has demonstrated the ability to leverage both inorganic and organic growth opportunities to become a significant global market leader in the RV rental marketplace business

Full results can be found in the company FY22 presentation.

Annual General Meeting

CHL will hold its annual general meeting in person on 16th of November 2022 in Newcastle.

Further details regarding the 2022 AGM will be provided with the Notice of Meeting. We encourage all Shareholders to monitor the ASX and CHL's website for any update prior to the meeting.

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About Camplify

Camplify (ASX: CHL) is Camplify 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.

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

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