

October 16, 2023

SiteMinder 2023 Investor Day Presentation

Attached is the presentation that will be given today, 16 October 2023, at SiteMinder's Investor Day which is scheduled to commence at 9:00am AEDT.

This ASX announcement was authorised by SiteMinder's Board of Directors.

-ENDS-

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About SiteMinder

SiteMinder Limited (ASX:SDR) is the world's leading open hotel commerce platform, ranked among technology pioneers for opening up every hotel's access to online commerce. It's this central role that has earned SiteMinder the trust of tens of thousands of hotels, across 150 countries, to sell, market, manage and grow their business. The global company, headquartered in Sydney with offices in Bangalore, Bangkok, Barcelona, Berlin, Dallas, Galway, London and Manila, generated more than 100 million reservations worth over A\$60 billion in revenue for hotels in the last 12 months. For more information, visit [siteminder.com](https://www.siteminder.com).



SiteMinder

Investor Day 23

Smart Platform

SiteMinder customer La Flora Group, Thailand

16 October 2023

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Authorisation

This presentation has been authorised for lodgement with the ASX by SiteMinder's Board of Directors.

Agenda

- | | |
|-----------------|--|
| 9:05 - 9:20am | Welcome and opening comments |
| 9:20 - 9:35am | Hotel landscape:
Understanding our customers |
| 9:35 - 9:50am | Power of the Platform:
Hear from a partner |
| 9:50 - 10:05am | SiteMinder Platform today |
| 10:05 - 10:15am | Break |
| 10:15 - 11:15am | Smart Platform:
Sophisticated revenue management
accessible to every hotel in the world |
| 11:15 - 11:30am | Power of the Platform:
Hear from a customer |
| 11:30 - 11:45am | Commercial opportunity |
| 11:45 - 12:00pm | Closing comments and Q&A |

Presenters



**Sankar
Narayan**

CEO & Managing
Director



**Mike
Rogers**

Co-Founder.
Chief Technology
Officer



**Leah
Rankin**

Chief Product
Officer



**Trent
Innes**

Chief Growth
Officer



**Alex
Macoun**

Chief of Strategic
Operations



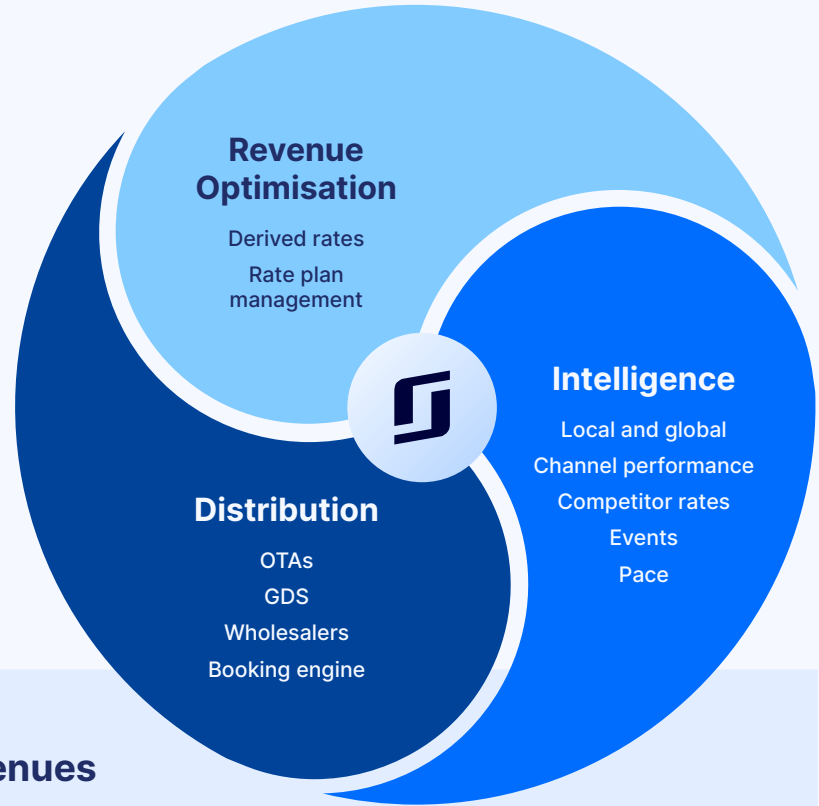
Sankar Narayan

CEO & Managing
Director

Opening comments

Smart Platform

Convergence of distribution, intelligence and revenue optimisation



Unified experience maximising hotel revenues

Internal use only

Delivering Dynamic Revenue Management

A **LOT** more than pricing:

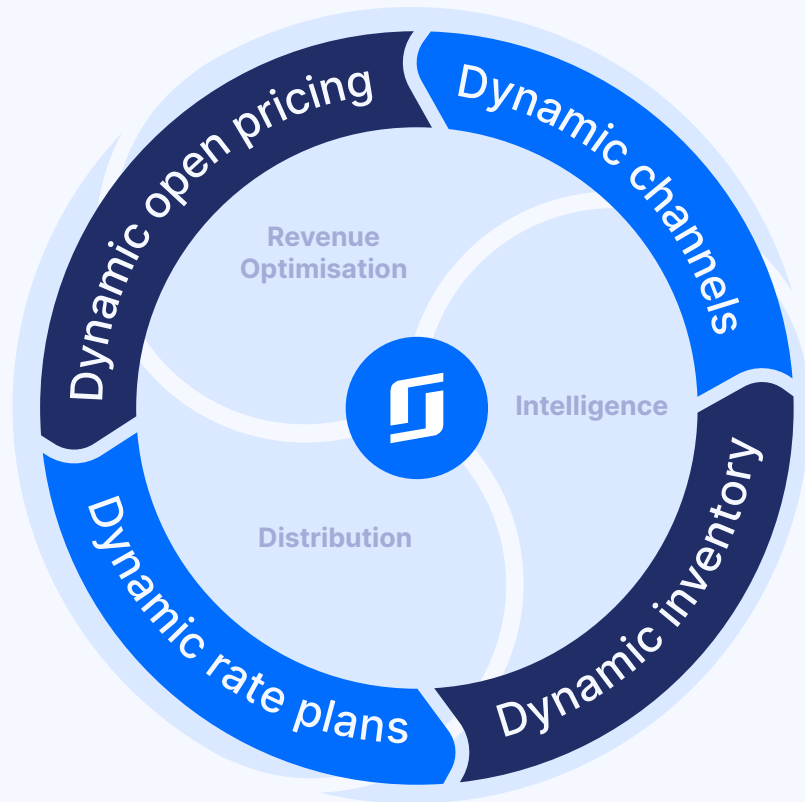
Dynamic open pricing

Dynamic rate plans

Dynamic channels

Dynamic inventory

With speed, reliability, **automation** and leading proprietary global market intelligence



Reimagining hotel revenue management

An integrated multi-factor approach

Dynamic open pricing

Setting the **right price** in the **right channels** at the **right time** by factoring in seasonality, occupancy, competitor actions, local events and **proprietary market demand data**.

Dynamic channels

Dynamically tailoring **channel** choices, configurations and offerings to market conditions, to **optimise** both third-party and direct bookings.

Dynamic rate plans

Recommended market offerings optimised by channel, through the creation of **targeted** channel-specific promotions, and **optimising policies and restrictions**.

Dynamic inventory

Optimised **tactical and strategic allocation** of inventory to maximise hotel revenues and profitability.



Alex Macoun

Chief of Strategic
Operations

Hotel landscape

Understanding our customers

Hotelier segmentation

Segment	Description	Primary target products
Top 12 Global Chains	Sophisticated enterprise businesses with their own in-house technology and/or central reservation systems (CRS).	SiteMinder Platform supplementing distribution capabilities
Groups and Chains ex top 12	Includes regional divisions of top chains or locally focused operators. Properties can be large or boutique.	SiteMinder Platform Multi-Property Transaction products
Large Independents Single Property Operators 20+ rooms	Larger independent properties with varied needs and sophistication.	SiteMinder Platform Transaction products
Small Independents Single Property Operators <20 rooms	Small properties with a few rooms. Generally simple service offerings but some are higher-end properties with sophisticated operations.	Little Hotelier Transaction products

Global hotel industry:

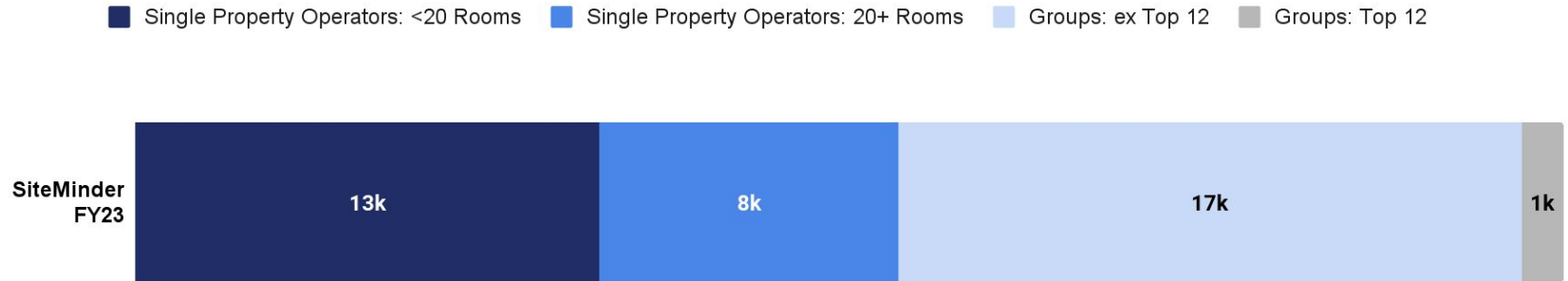
~1m properties generating ~US\$1 tr of GBV

Global hotel industry: number ('000) and mix of properties



SiteMinder customer type composition

FY23 customer base¹ - strong uptake by groups



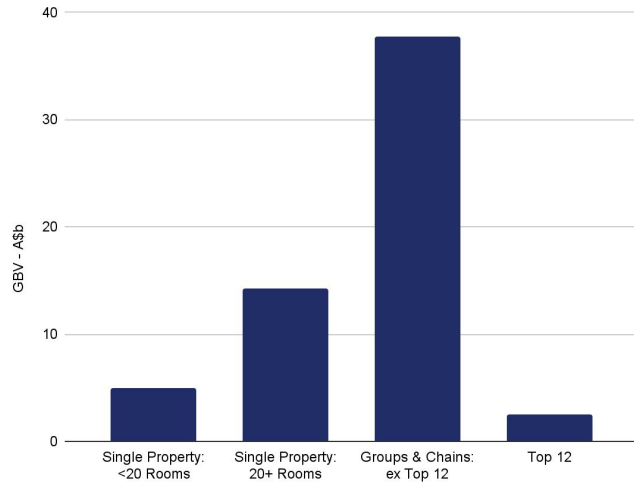
Notes

1. Single Property Operator segments include both Little Hotelier and SiteMinder customers

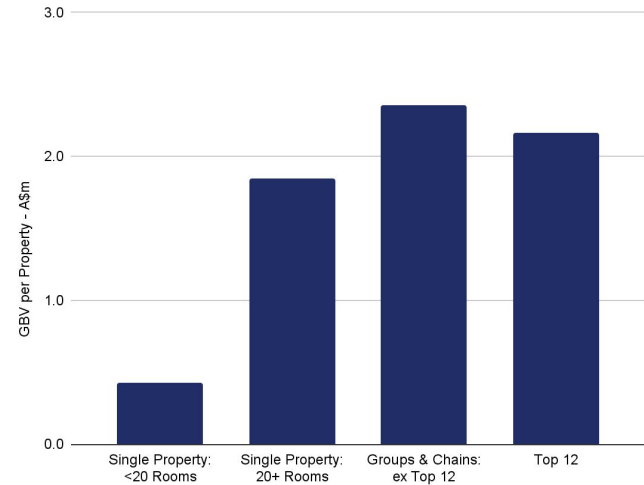
Sources: SiteMinder internal data

SiteMinder customer GBV composition

Breakdown of SiteMinder's \$60b GBV*





SiteMinder's GBV* per property



*GBV = value of bookings processed by SiteMinder. Total GBV opportunity within SiteMinder's customer base is larger as some customers do not use SiteMinder for all of their channels.

Product suite tailored to segments

Segment	Primary Growth Driver	Secondary Growth Driver	Our Primary Brand
Small independents (<20 room hotels)	Property growth with the best and easiest hotel management system	ARPU expansion through incremental transaction product usage and penetration, and Smart Platform features	LITTLE HOTELIER.
Larger independents (20+ room hotels)	Property and ARPU growth driven by Smart Platform	ARPU expansion through incremental transaction product usage and penetration	 SiteMinder
Groups and chains (ex top 12)	ARPU growth by increasing product adoption and usage, driven by Smart Platform	Increased segment penetration with Smart Platform	 SiteMinder + Multi-Property





Trent Innes

Chief Growth
Officer

Power of the Platform

Hear from a partner

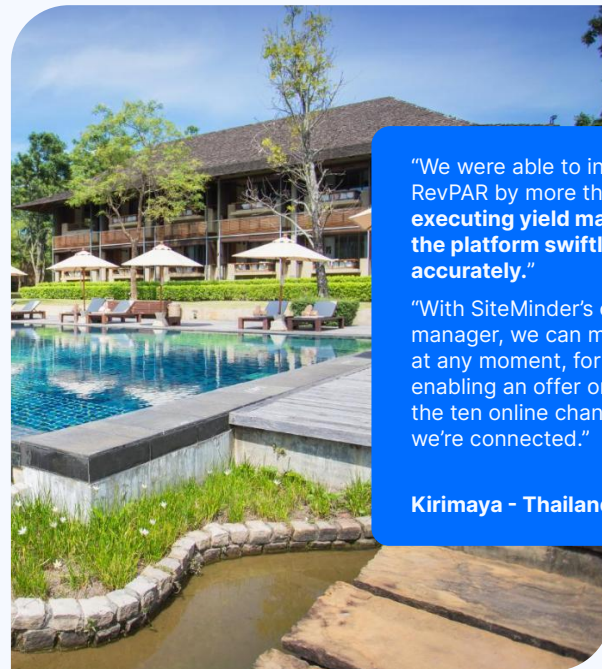
The power of SiteMinder today:

Inventory and yield management in platform driving outperformance



"The enhanced features of SiteMinder's channel manager have significantly **streamlined our rate and inventory management processes**. The stability of the real-time connection has also been a game-changer..."

Chatrium Hotels & Residences - Thailand



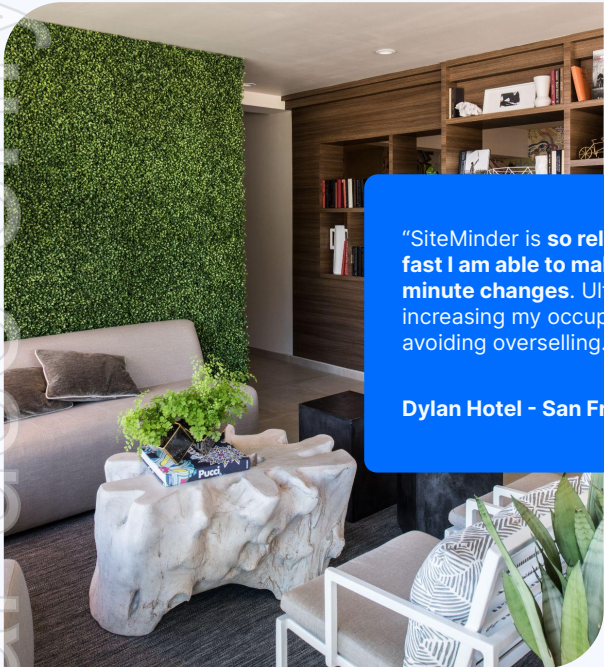
"We were able to increase RevPAR by more than 30% by **executing yield management on the platform swiftly and accurately.**"

"With SiteMinder's channel manager, we can make changes at any moment, for example, enabling an offer only for two of the ten online channels that we're connected."

Kirimaya - Thailand

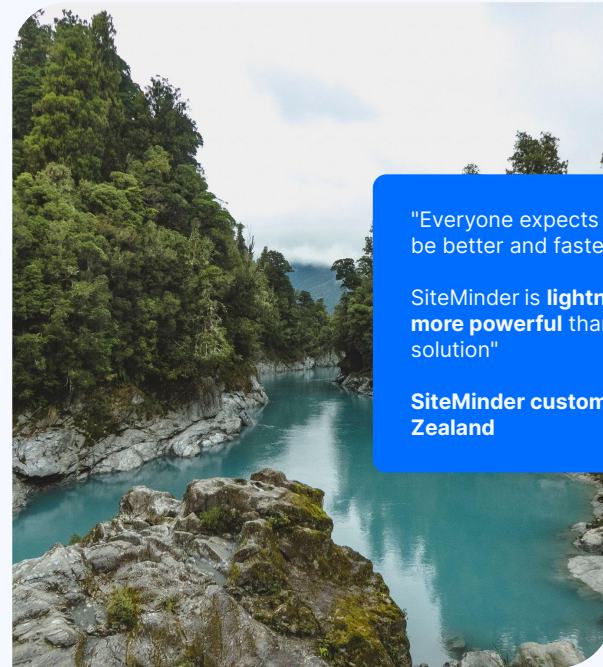
The power of SiteMinder today:

Ability to optimise up to the last minute



"SiteMinder is **so reliable and fast I am able to make last minute changes**. Ultimately increasing my occupancy and avoiding overselling."

Dylan Hotel - San Francisco



"Everyone expects everything to be better and faster."

SiteMinder is **lightning fast and more powerful** than any other solution"

SiteMinder customer - New Zealand

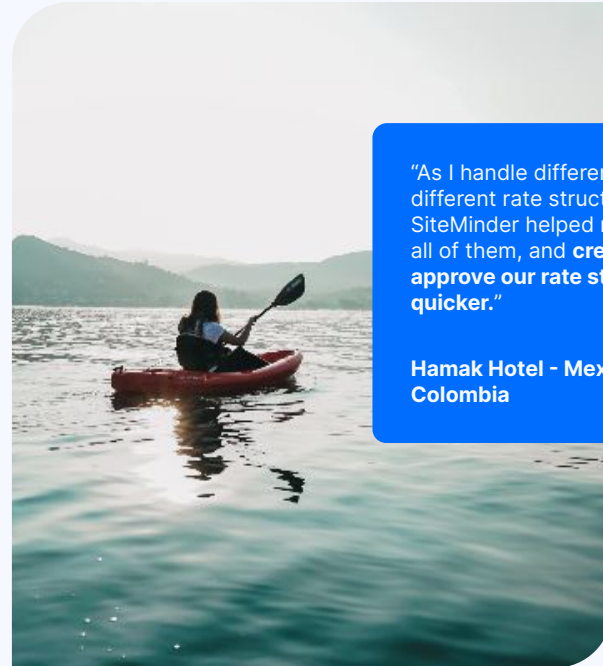
The power of SiteMinder today:

Speed and reliability driving outperformance



"If I had to describe SiteMinder in one word it would be **reliability**. The team loves SiteMinder because it is a tool that we can always count on as it never fails, it is very easy to use and it is a **key part of our revenue management strategy**."

Hotel Gran Bilbao - Spain



"As I handle different PMS' with different rate structures, SiteMinder helped me connect all of them, and **create and approve our rate structures quicker**."

Hamak Hotel - Mexico,
Colombia

Our presenters



Trent Innes

Chief Growth
Officer



Tamie Matthews

CEO & Founder of
RevenYou



Mike Rogers

Co-Founder.
Chief Technology
Officer



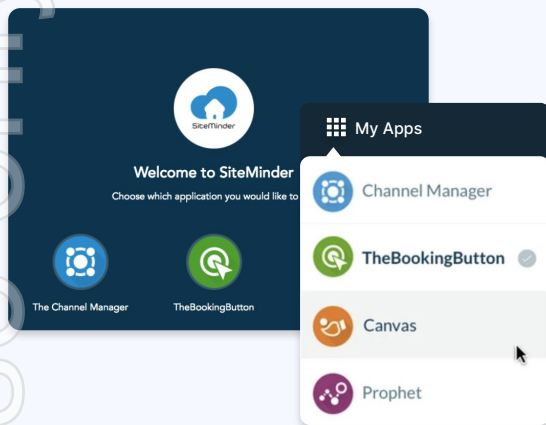
Leah Rankin

Chief Product
Officer

SiteMinder Platform today

SiteMinder Platform today

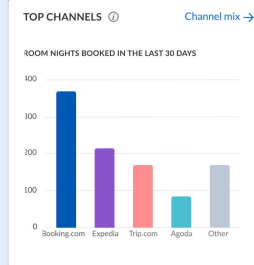
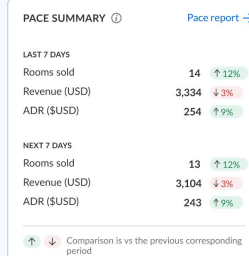
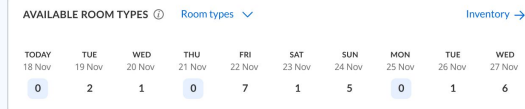
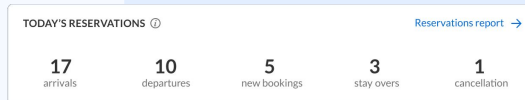
An evolution from a suite of products to a fully realised unified platform experience



Simplified intuitive user experience

Centralised data with one source of truth

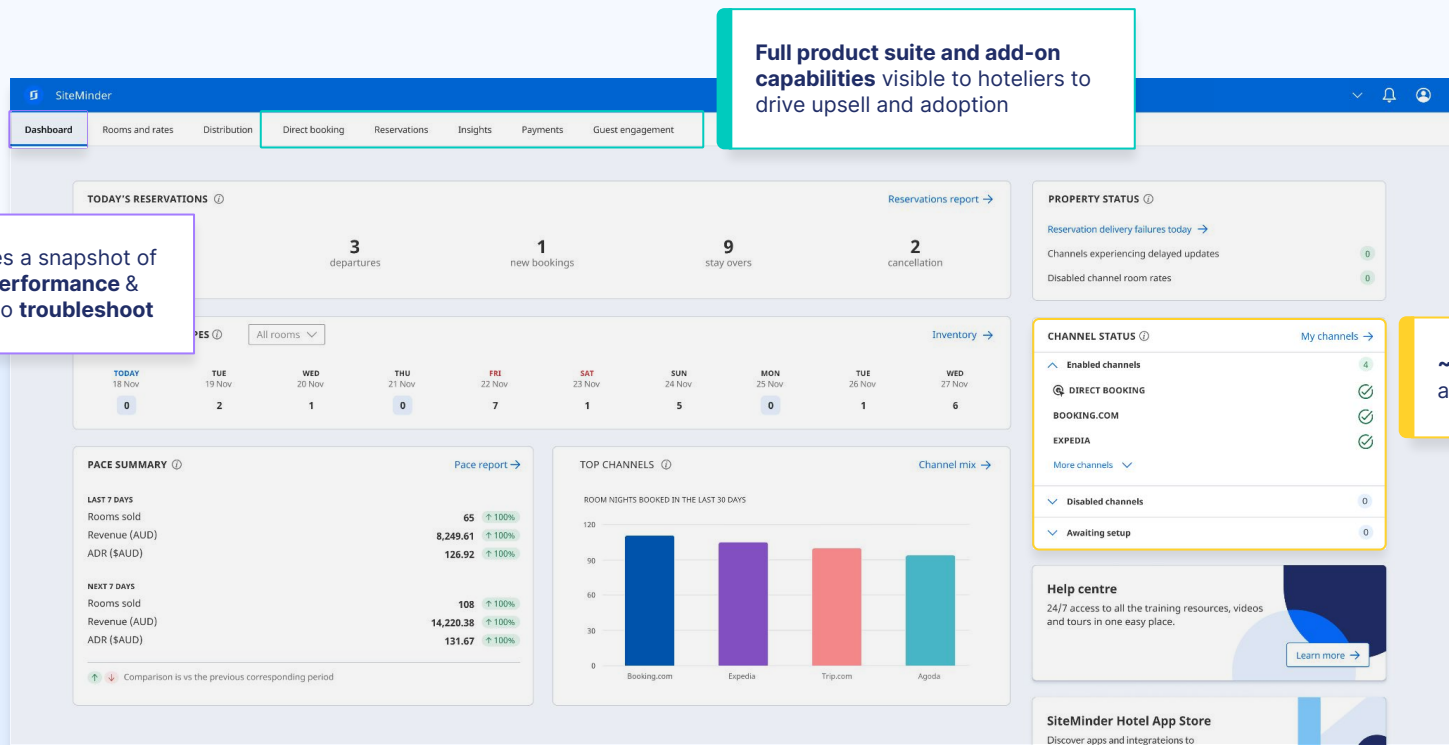
Seamless connectivity to our open ecosystem of partners



Our platform provides **the foundation** for more advanced capabilities

SiteMinder Platform today

Smart, nimble and powerful



Full product suite and add-on capabilities visible to hoteliers to drive upsell and adoption

Provides a snapshot of hotel performance & ability to troubleshoot

~450 channels available

Help centre
24/7 access to all the training resources, videos and tours in one easy place.

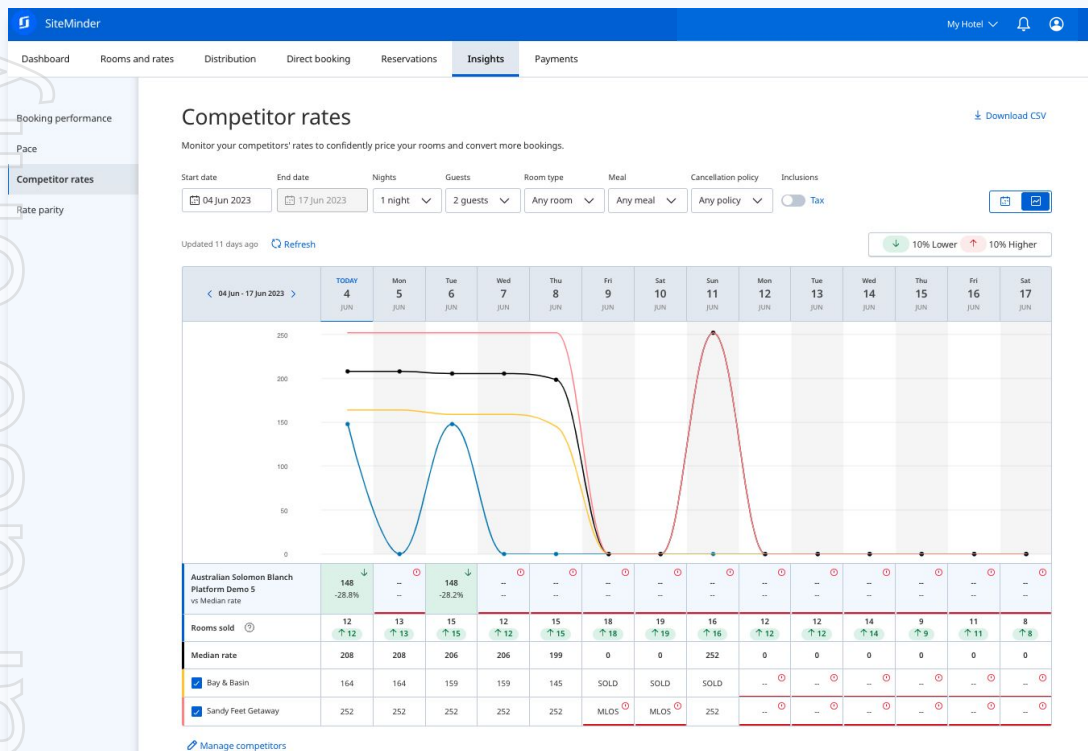
Learn more →

SiteMinder Hotel App Store
Discover apps and integrations to



SiteMinder Platform today

Helping hoteliers make informed decisions



SiteMinder's Competitor Rates Report provides hoteliers with **real-time rate intelligence** on their competitors

The Competitor Rates Report allows hoteliers to **compare their rates against 10 competitors of their choice**

Hoteliers can make **accurate comparisons**, comparing rates based on number of guests, length of stay, meal inclusion and cancellation policy

SiteMinder Platform today

Speed and flexibility to create and modify rate plans

Allows hoteliers to create an **unlimited** number of rate (pricing) plans to ensure they're charging the right rates at all times across **all their channels** including their Booking Engine

Derives rates architecture links rate plans to each other and can be created directly in platform

Self-guided rate plan creation maximises hotelier **productivity** and **speed to market**

Rate plan / room rate / channel	room rate name	Rate setup
Advanced Purchase		Derived from B&B -20%
B&B		Derived from Best Available Rate +AUD50
Best Available Rate		
Double Standard Room (4 channels)		
Agoda - Standard - Best Available Rate		Derived from Double Standard Room / Best Available Rate
Booking.com - Standard - Best Available Ra...		Derived from Double Standard Room / Best Available Rate
Direct Booking - Best Available Rate		Derived from Double Standard Room / Best Available Rate
Expedia - Standard - Best Available Rate		Derived from Double Standard Room / Best Available Rate
Deluxe Standard Room (4 channels)		
Luxury Suite (4 channels)		
Family Suite (4 channels)		
Penthouse Suite (4 channels)		

STEP ONE
GENERAL INFORMATION

Rate plan name *

Public Holiday Rate Plan

Rate plan description

This plan is to be used during public holidays

Next →

SiteMinder Platform today

Designed to help hoteliers react quickly

SiteMinder

My Hotel

Dashboard Rooms and rates Distribution Direct bookings Guest engagement

Inventory

Channels

Demand Plus

Yield rules

Connectivities

Inventory

View by: All rates and availabilities

Room types: Filter room types

Rate plans: Filter rate plans

Room rates: Search

Changes to rates and inventory communicated to partners **instantly**

Rate management up to **two years into the future**, with data held by SiteMinder.

Go to date: View today

	TODAY 8 OCT	Mon 9 OCT	Tue 10 OCT	Wed 11 OCT	Thu 12 OCT	Fri 13 OCT	Sat 14 OCT	Sun 15 OCT	Mon 16 OCT	Tue 17 OCT	Wed 18 OCT	Thu 19 OCT	Fri 20 OCT	Sat 21 OCT
Cabaña Tradicional Queen	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Tarifa Base/Flexible	154	154	154	154	154	154	154	154	154	154	154	154	154	154
Agoda - Tarifa Base/Flexible	154	154	154	154	154	154	154	154	154	154	154	154	154	154
Booking.com - Tarifa Base/Flexible	154	154	154	154	154	154	154	154	154	154	154	154	154	154
Direct Booking - Tarifa Base/Flexible	154	154	154	154	154	154	154	154	154	154	154	154	154	154
Expedia - Tarifa Base/Flexible	154	154	154	154	154	154	154	154	154	154	154	154	154	154
Keytel - Tarifa Base/Flexible	154	154	154	154	154	154	154	154	154	154	154	154	154	154
Trivago - Tarifa Base/Flexible	154	154	154	154	154	154	154	154	154	154	154	154	154	154
Tarifa Flexible Mobile	130.9	130.9	130.9	130.9	130.9	130.9	130.9	130.9	130.9	130.9	130.9	130.9	130.9	130.9

Derived rates architecture allows hoteliers to **adjust rates quickly and accurately**

SiteMinder Platform today

Our architecture is the foundation delivering the industry's most dynamic platform

Centralised data store

Up to 24 months of forward inventory stored within the platform, **enabling instantaneous rate plan creation and changes within SiteMinder itself.**

Flexible configuration engine

Enables us to support a large number of distribution partners and a diverse global customer base. This makes us the **connectivity partner of choice** for hotels and partners of all size and sophistication.

Industry benchmark for speed and reliability

Robust event-driven infrastructure that enables partners and hotels to **make changes and securely execute them with minimal delay**, especially when compared to other industry solutions.

Scalability and stability

Delivered through advanced, scalable cloud services and **continuous 24/7 monitoring** of SiteMinder's customers, ensuring **quick problem identification and resolution.**

Unified platform

Bringing together SiteMinder's portfolio of products into a unified user experience, **enabling more of our customers to leverage them for growth.**

Deep historical booking and audit data

Enabling rich historical insights, powering future **AI capabilities and other data-driven opportunities.**

Smart Platform

Sophisticated revenue management accessible to **every** hotel in the world



Mike Rogers

Co-Founder.
Chief Technology
Officer



Leah Rankin

Chief Product
Officer

Today's dynamic landscape creates many challenges for hoteliers

Fragmented, complex approach to set up and manage rates, revenue and distribution

Critical to be able to **respond** to **real-time market demands**

Time-sensitive, **disparate data sources that need to be stitched together** for a **true indication of performance**

Important to **attract the right guest** at the **right price** at the **right time** through the **right channel**

Overwhelming, frustrating and hard to navigate

Most hoteliers don't leverage the full opportunity



These challenges are validated by our customers

Small Independents

Owner Operator,
UK

“Being a hotelier is very **stressful**. If you get just a few [of these revenue management strategies] wrong you **can ruin your business** or your life with debt.”



Large Independents

Director of Sales,
USA

“**It is hard**. Travel is such a fast-paced industry with short booking windows and **everything is an emergency**. It's very draining and you really have to be on top of your game at all times.”



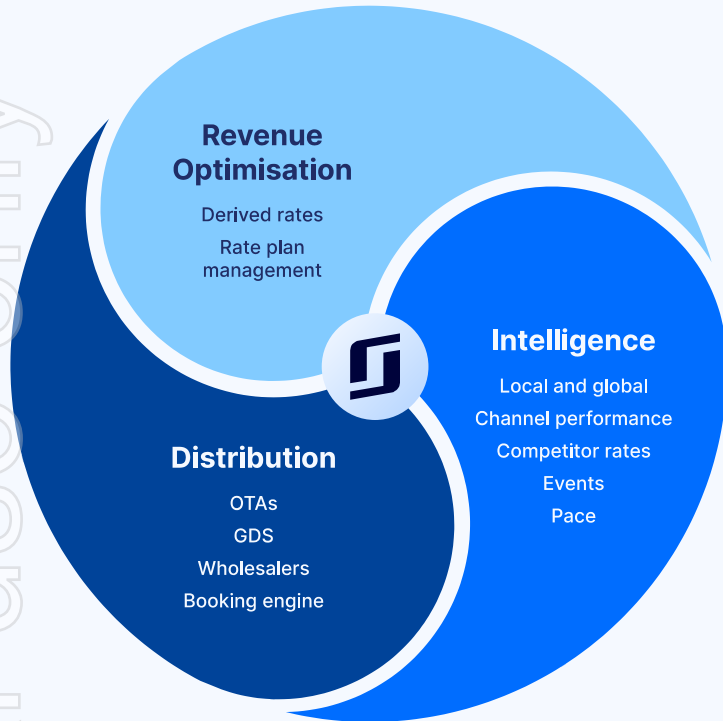
Groups and Chains

Group Revenue
Manager, South Africa

“**It can take a week to get the data** required for our reports. Getting the data **necessary to manage revenue** is very important. That's something we do all day every day.”



Smart Platform helps address key pain points



Our first two cornerstones:

Dynamic Revenue Plus

Dynamic revenue management combined with advanced market and business intelligence

Channels Plus

A new low effort connectivity initiative allowing hoteliers to connect directly with more distribution channels



Dynamic Revenue Plus



What is Dynamic Revenue Plus?

Real-time recommendation engine helping identify optimal commercial actions

Dynamic Open Pricing

Dynamic Rate Plans

Dynamic Channels

Dynamic Inventory

Effortless execution allowing hoteliers to work in the way they prefer

Automated

One-touch

Manual

Mobile / Desktop

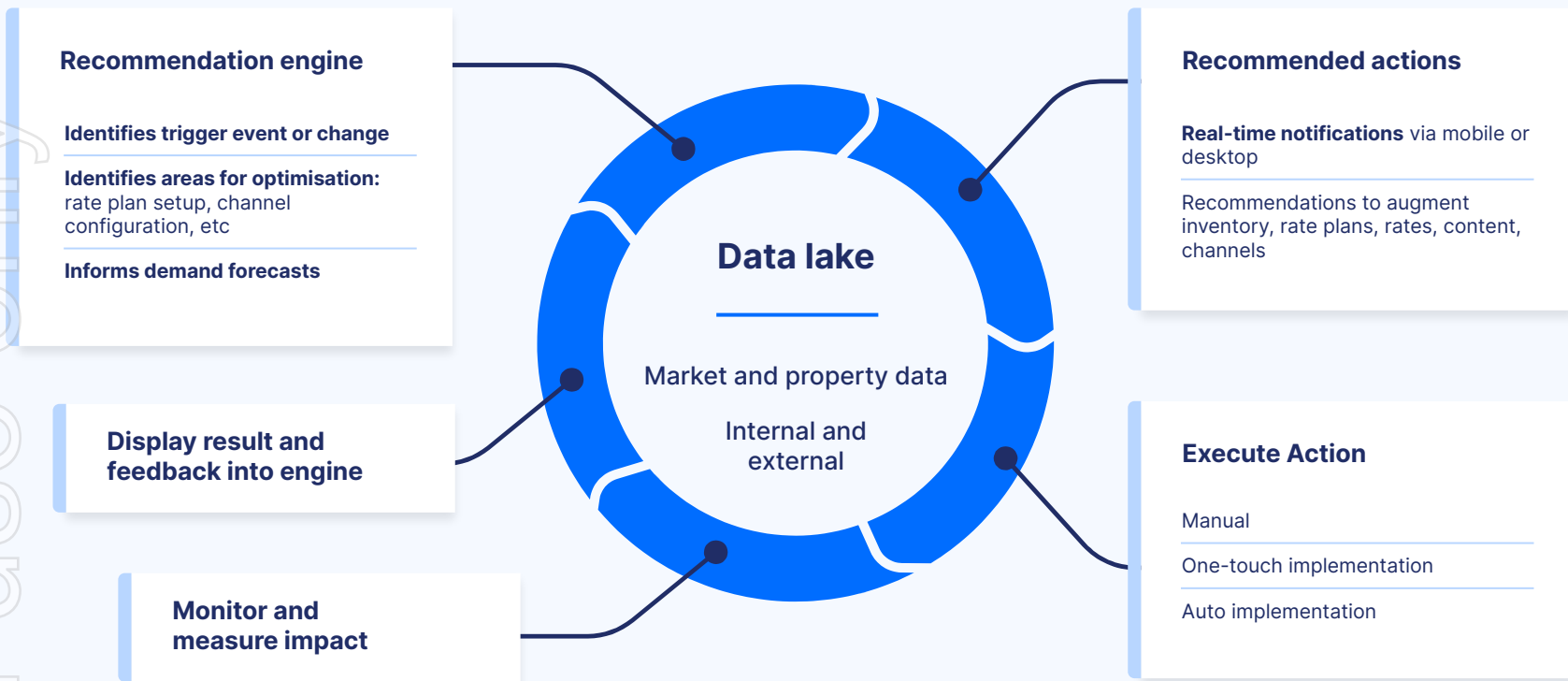
Usable intelligence supporting hoteliers in their decision-making

Advanced Business Intelligence

Advanced Market Intelligence



Dynamic Revenue Plus: Data-driven decisions



Select use cases for Dynamic Revenue Plus

1

Local event-driven outcomes

Helping hoteliers respond quickly to changes in demand in the local market

2

Competitive response

Giving hoteliers confidence in pricing vs their peers in market

3

Regional traveller booking response

Connecting hoteliers to the right guest through the right channel to get more bookings

4

Continuous distribution optimisation

Optimising configurations continuously to get more guests and increase revenue and profitability

5

Forward market insights

Helping hoteliers predict future demand with forward visibility of localised market data and real-time AI-driven insights and recommendations

Scenario 1: Local event-driven outcomes

A global popstar announced a concert in Melbourne on 21 June 2023, and presale tickets sold out within ~2 hours of release.

Located close to the venue, the reaction of two large 5-star properties were remarkably different:

Hotel 1 **reacted quickly** to the concert and **raised prices by 110%...**

February 2024						
M	T	W	T	F	S	S
			1	2	3	
			\$279	\$349	\$559	
5	6	7	8	9	10	
\$269	\$279	\$709	\$799	\$999	\$499	
12	13	14	15	16	17	
\$269	\$299	\$339	\$299	\$899	\$1,049	
19	20	21	22	23	24	
\$299	\$299	\$309	\$299	\$989	\$999	
26	27	28	29			
\$269	\$279	\$279	\$279			

9	10	11
\$999	\$499	\$269
16	17	18
\$899	\$1,049	\$559

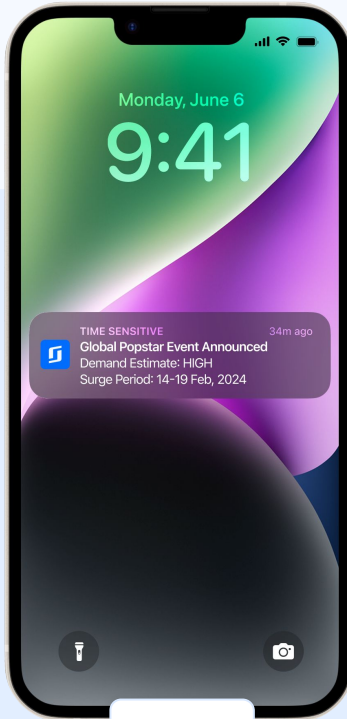
Hotel 2 was **slow to react** and only **raised prices by a modest 15%...**

February 2024						
M	T	W	T	F	S	S
			1	2	3	
			\$250	\$300	\$324	
5	6	7	8	9	10	
\$250	\$260	\$260	\$250	\$300	\$324	
12	13	14	15	16	17	
\$250	\$260	\$260	\$250	\$375	\$374	
19	20	21	22	23	24	
\$250	\$260	\$260	\$300	\$399	\$399	
26	27	28	29			
\$250	\$260	\$260	\$300			

9	10	11
\$300	\$324	\$250
16	17	18
\$375	\$374	\$279

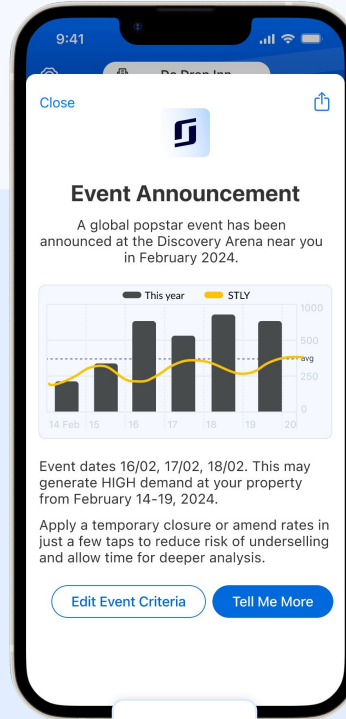
Scenario 1: Local event-driven outcomes

Internal use only



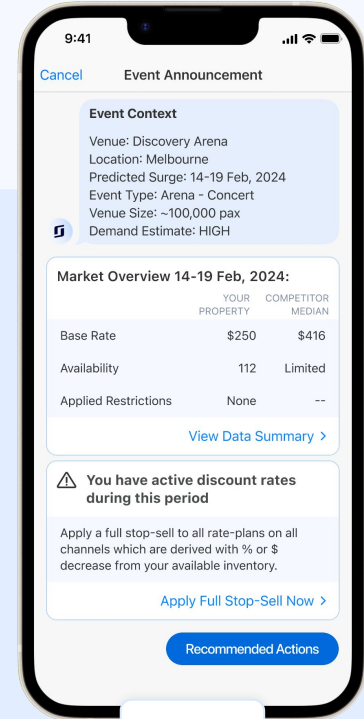
Step 1

Event notification sent to mobile



Step 2

Summary of the event - when, where, impact



Step 3

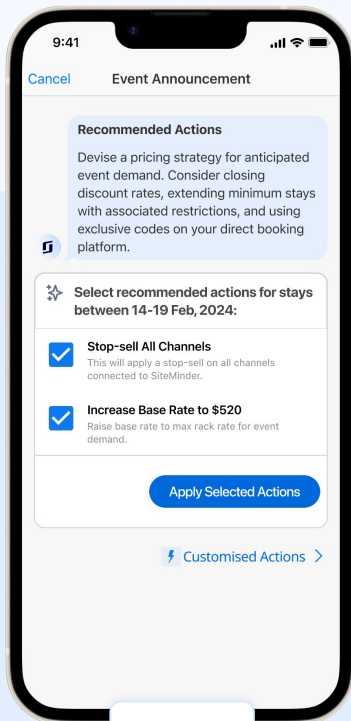
More context provided, including market response

*Product design subject to change ahead of formal product release



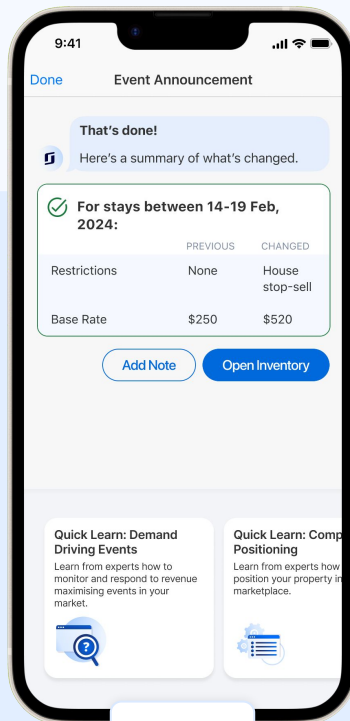
Scenario 1: Local event-driven outcomes

Internal use only



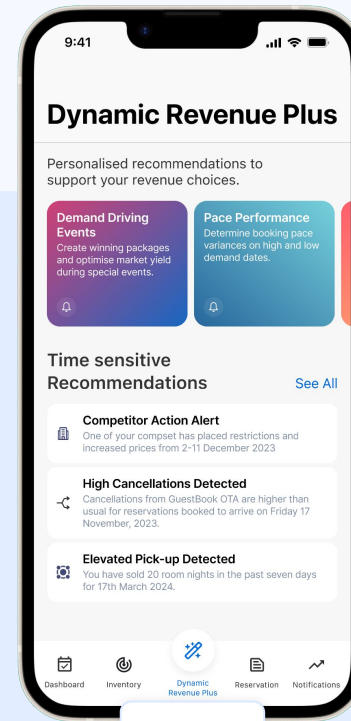
Step 4

Actionable recommendations



Step 5

Confirmation of changes



Step 6

Back to Dashboard to explore more

*Product design subject to change ahead of formal product release



Scenario 2: Competitive response

A **competitor** hotel is hosting an **undisclosed** 'celebrity wedding'. Their **entire hotel** is now **booked out**. Guests and staff for the wedding are booking **overflow rooms** at **properties nearby**.

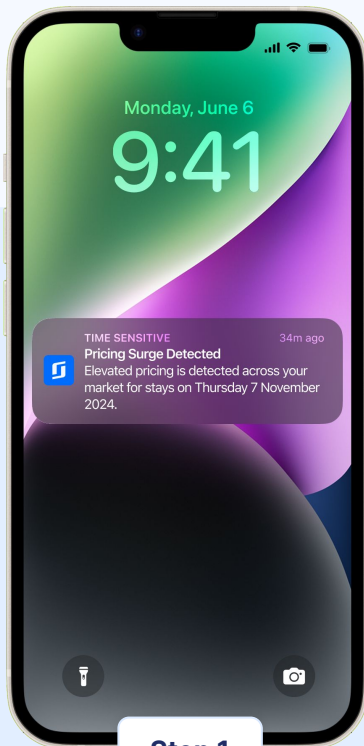
Hotel 1 was notified that other hotels in their market were increasing prices and availability was becoming limited. They immediately applied a price increase, closed discounted rate-plans, added fences to sell slower-moving shoulder dates and revised their booking policies.

Hotel 2 was unaware, and made no price changes and did not implement revenue management tactics around this event. They missed out on significant revenue.



Scenario 2: Competitive response

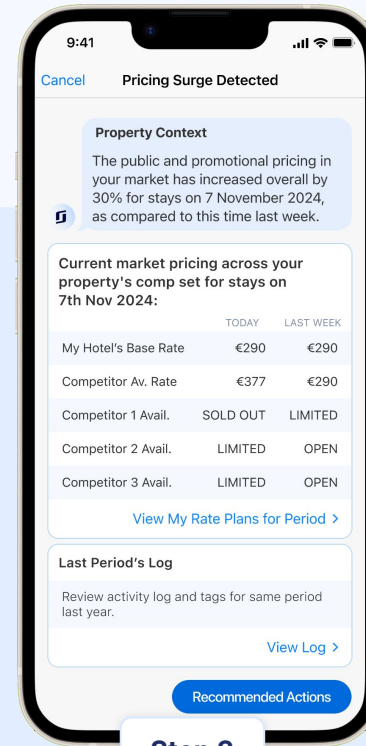
Internal use only



Step 1
Price surge notification sent to mobile



Step 2
Summary of pricing surge - when, where, impact



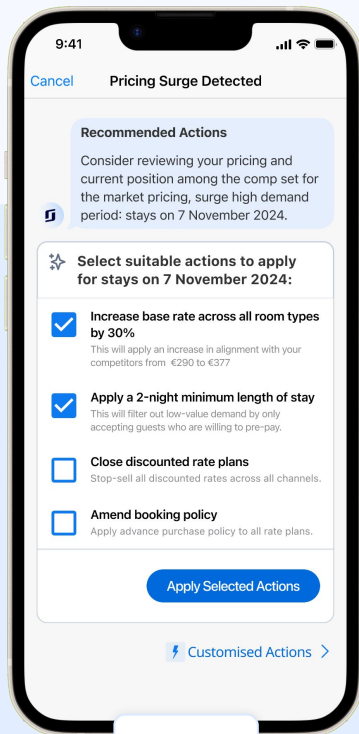
Step 3
More context provided, including competitor pricing

*Product design subject to change ahead of formal product release



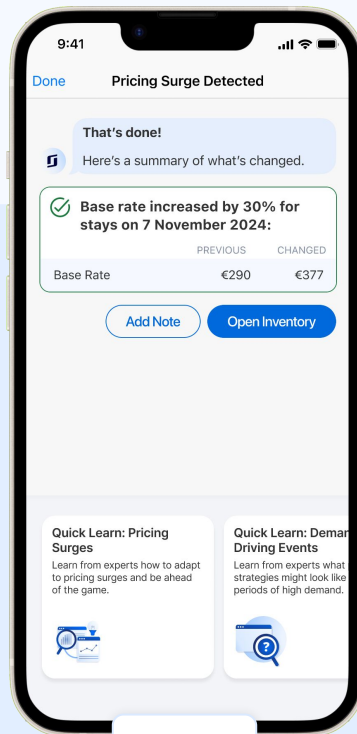
Scenario 2: Competitive response

Internal use only



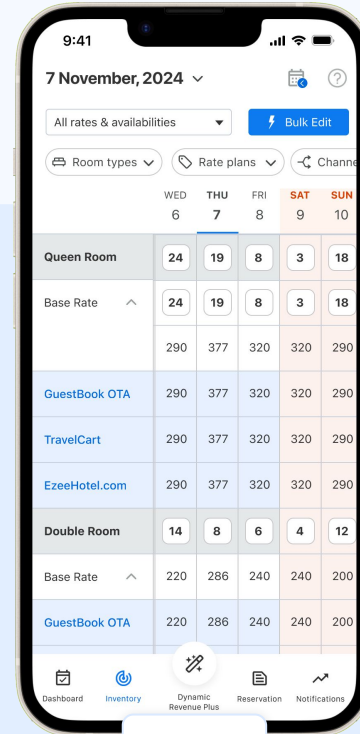
Step 4

Actionable recommendations



Step 5

Confirmation of changes



Step 6

Option to review changes on the Inventory Grid



Scenario 3: Regional traveller booking response

A major Indian airline has expanded its flight offerings, leading to a surge in demand for destination accommodations. A leading online travel agency (OTA) in India is capturing most of this demand.

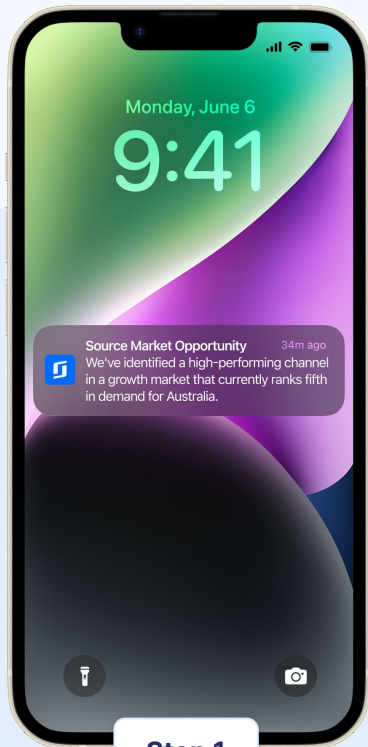
Hotel 1 is integrated with the OTA in India. Recognising the surge in bookings, the hotel has strategically adjusted pricing across its portfolio to align with the heightened demand. They've also tailored their direct channel to Indian traveller preferences, and as a result saw a rise in both OTA and direct bookings.

Hotel 2 has overlooked this booming market. The hotel doesn't adapt their online distribution to cater for Indian travellers, and as a result loses market share to rivals.

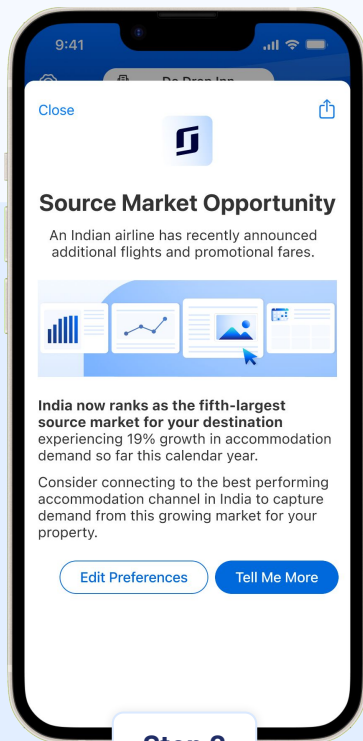


Scenario 3: Regional traveller booking response

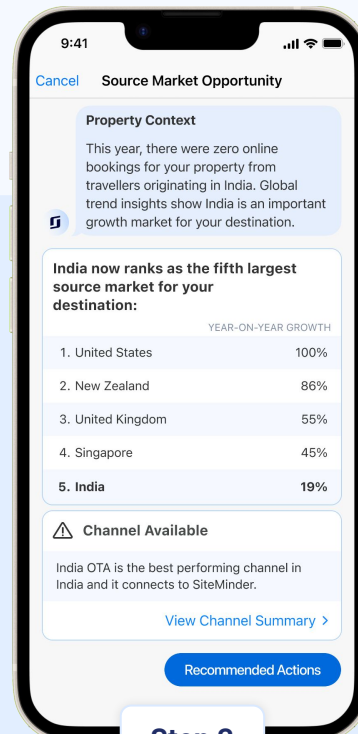
Internal use only



Step 1
High-performing market alert



Step 2
Summary of high-performing market

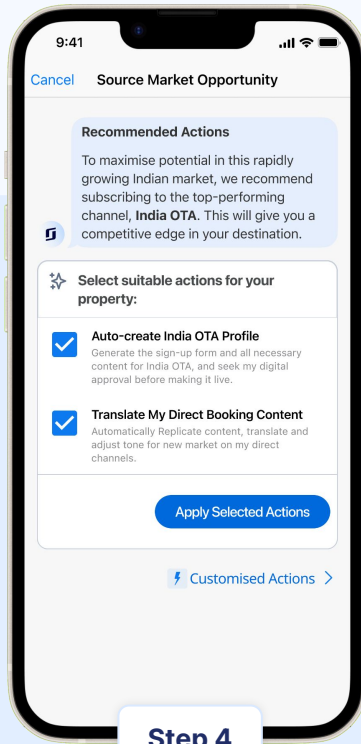


Step 3
More context provided

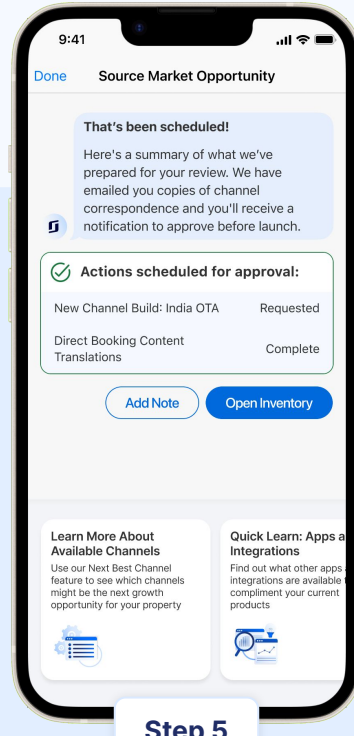
*Product design subject to change ahead of formal product release



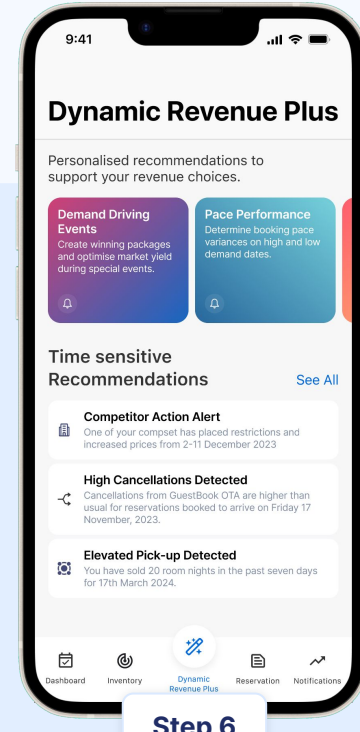
Scenario 3: Regional traveller booking response



Actionable recommendations



Confirmation of changes



Back to Dashboard to explore more



Scenario 4: Continuous distribution optimisation

As Oktoberfest approaches, Munich sees a 24% spike in search volumes, prominently led by Australian travellers.

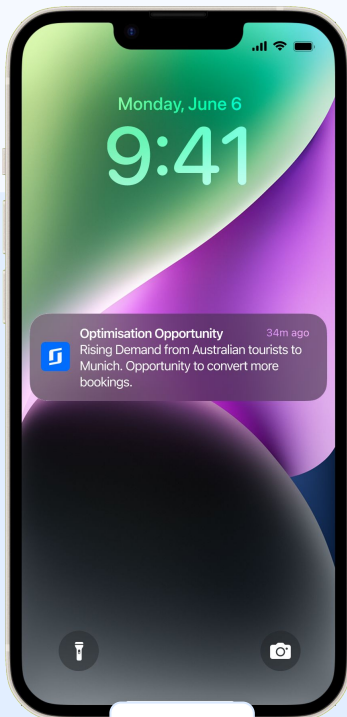
Hotel 1 prioritises conversion and SEO, updating their website with Oktoberfest-themed descriptions, images, blogs and packages targeting Australians. They manage consistent room descriptions across channels tailored to appeal to Australian guests, boosting SEO rankings, bookings and revenue.

Hotel 2 has an outdated website which looks different to its direct booking engine. There are no references to Oktoberfest on either. The result is low booking conversion and limited revenue despite the surge in demand traffic.



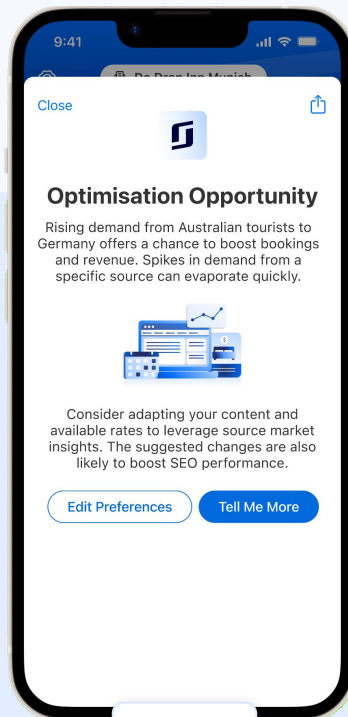
Scenario 4: Continuous distribution optimisation

Internal use only



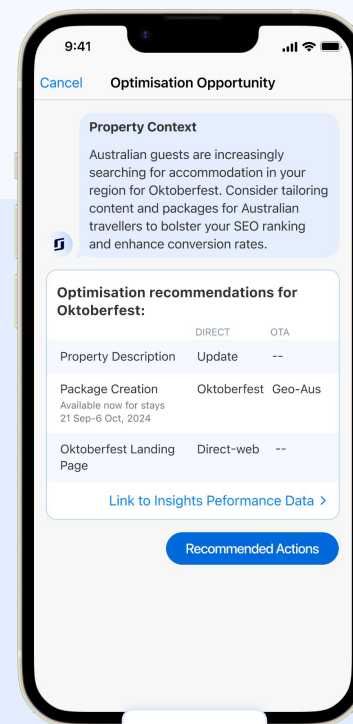
Step 1

Optimisation recommendation



Step 2

Summary of opportunity



Step 3

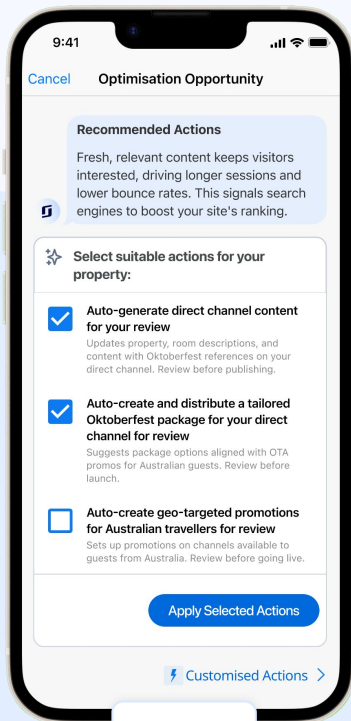
More context provided

*Product design subject to change ahead of formal product release



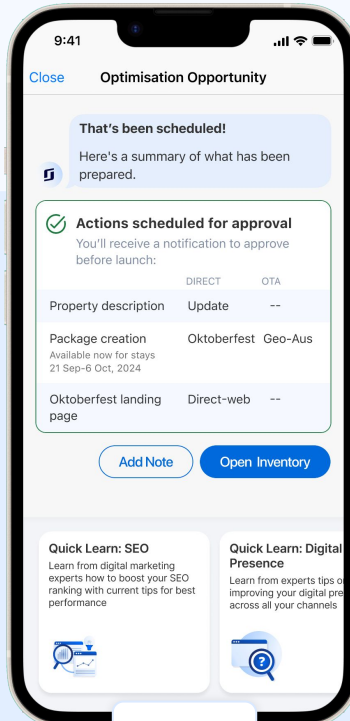
Scenario 4: Continuous distribution optimisation

Internal use only



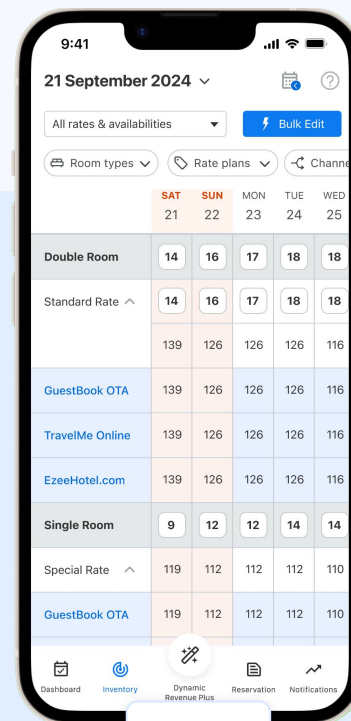
Step 4

Actionable recommendations



Step 5

Confirmation of actions scheduled for customer approval



Step 6

Deep link to relevant dates on inventory grid



Scenario 5: Forward market insights

Forward visibility of localised market demand

Destination market ⓘ

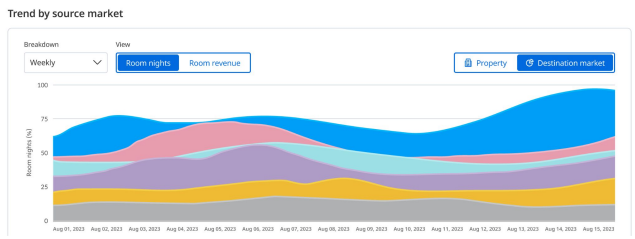
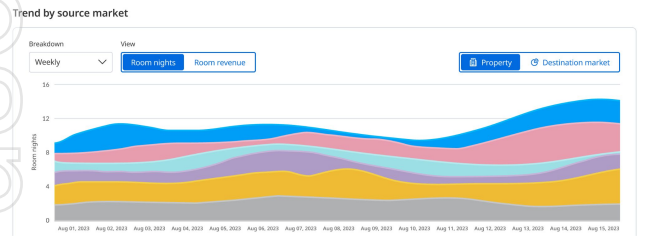
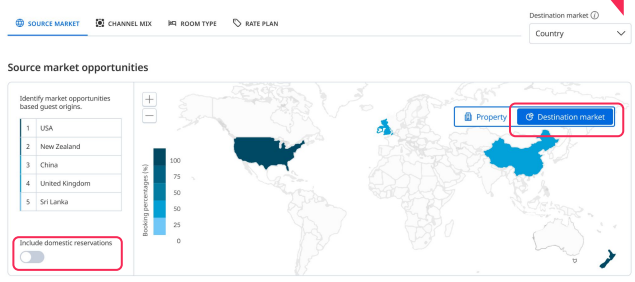
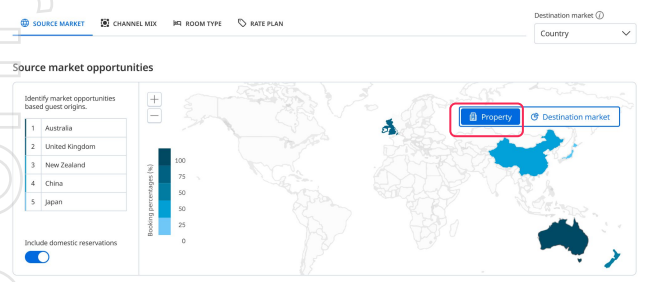
Country ▾

Country

State/Province

📍 City

📍 Custom radius



Reporting capabilities

Ability to compare property to market using SiteMinder's proprietary data

Country, state and custom radius view for property

Incorporating AI and ML in the future to provide real-time insights and recommendations

Preview only

*Product design subject to change ahead of formal product release



Dynamic Revenue Plus

Loved by [small independents](#)

Small independent

Owner Operator, UK

“Please know you have my full support to produce this app and I would definitely be interested in purchasing, subscribing or, you know, selling a kidney for it.”



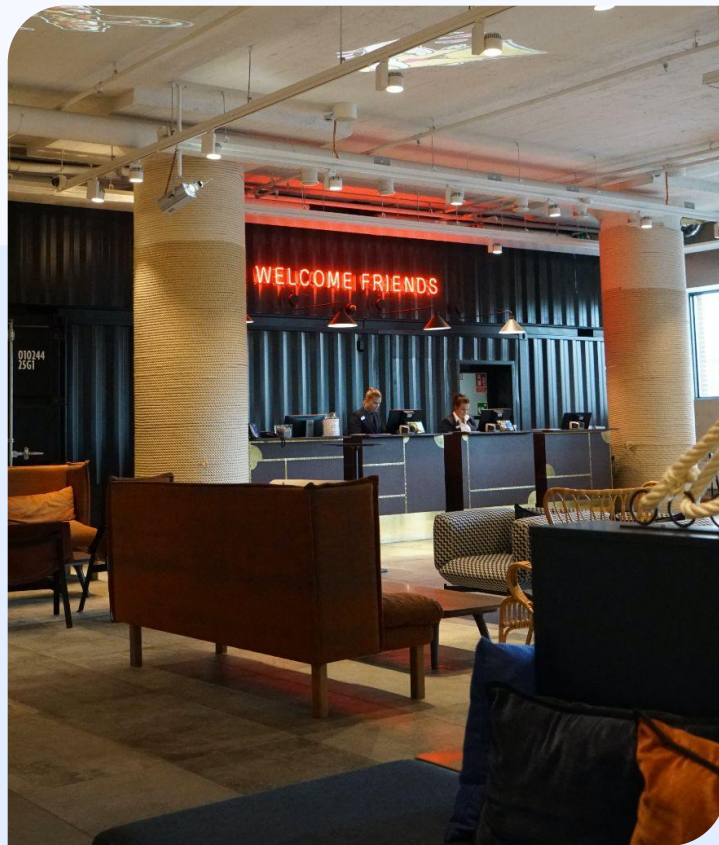
Dynamic Revenue Plus

Loved by **large independents**

Large independent

Director of Sales, USA

“Absolutely love it! Love how easy it was to have the software raise the price by just picking 20% or 30% instead of having to get an alert and log into a separate system to actually implement the increase.”



Dynamic Revenue Plus

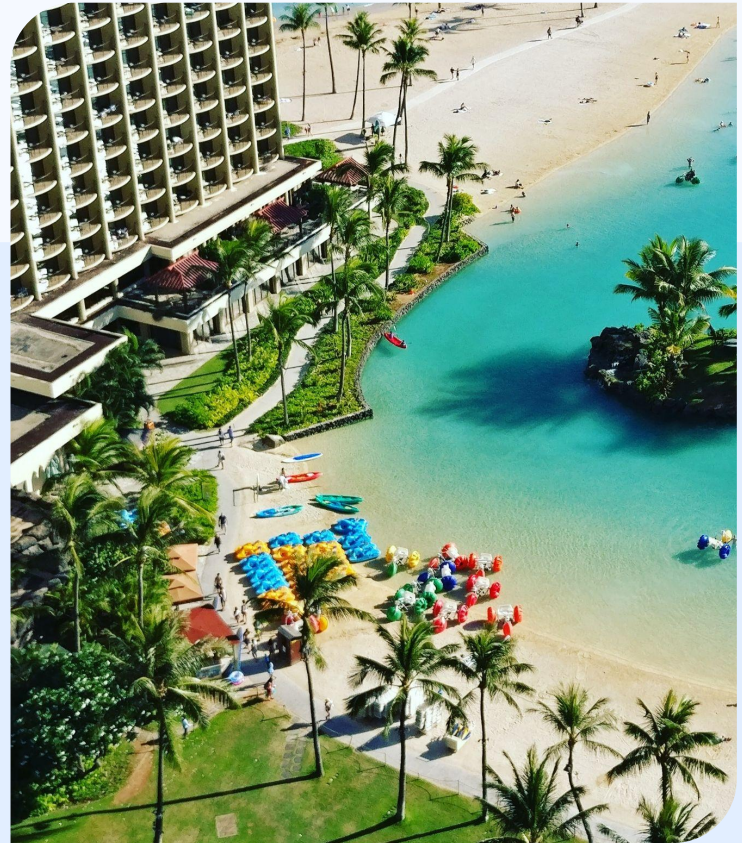
Loved by groups and chains

Multi-property Group Revenue Manager, UK

“Now this is great, this is great. These notifications are very much required in our industry. I always wonder why it takes someone so long to create something like this.”

Large group Group Manager, South Africa

“This is a game changer 100%. So I would like to put this in the hand of every sales manager across any one of our properties.”



Dynamic Revenue Plus V1

Mid-2024

Targeted notifications and actionable recommendations to adjust price, update rate plans, policies and restrictions

Rate plan optimisation to ensure the best setup for targeted revenue growth, including support for groups and chains

Advanced business intelligence: insights into business performance

Enhanced reporting

Advanced market intelligence: market conditions, catalyst events and competitive environment

Dynamic Revenue Plus V2

12-18 months post-V1

Targeted actionable recommendations leveraging artificial intelligence (AI) and machine learning (ML)

Additional notifications and actionable recommendations to reach the right guest through the right channels at the right price

Advanced rate plan optimisation, including creation of new rate plans (for supported channels)

Automated execution of recommendations

Automated multi-property campaigns



Smart Platform built on SiteMinder's high fidelity data assets



Bookings

100m+ p.a.
40k hotels



Pace data

40k hotels
YoY bookings tracker



Global perspective

Serving hoteliers in
150+ countries



2-year forward rates and plans

40k hotels (others: 90+ days)
Scalable rate engine



Platform tracking data

Booking engine conversion
Platform usage patterns
Google Analytics



Competitive pricing data

Publicly-sourced and
proprietary



Events

Powered by PredictHQ
Local and relevant



Alternative data

Partners - TBC

Coming soon



Internal use only

Leveraging existing architecture and platform capability

SiteMinder Customer Platform

SiteMinder Data Platform

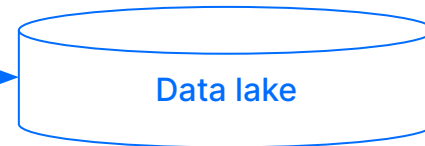
Reservations
Rooms & rates
Inventory
Configuration
Audit history
Tracking



Third-party data
(events, airlines)



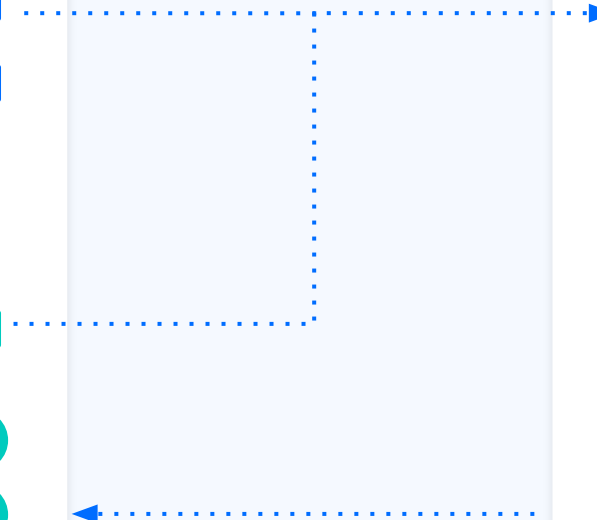
- Notifications
- Recommendations
- Automation



Business intelligence

Data analysis and processing

ML / AI



Existing
New Build



Channels Plus

Internal use only



Friction in distribution is a real world challenge

For properties

Adding new channels takes effort

Each partner follows a different process, with properties having to map rates and data across systems.

For distribution partners

Hard to access untapped growth and value

Achieving growth in supply in new regions is challenging (especially for young and innovative firms).

Shared challenges

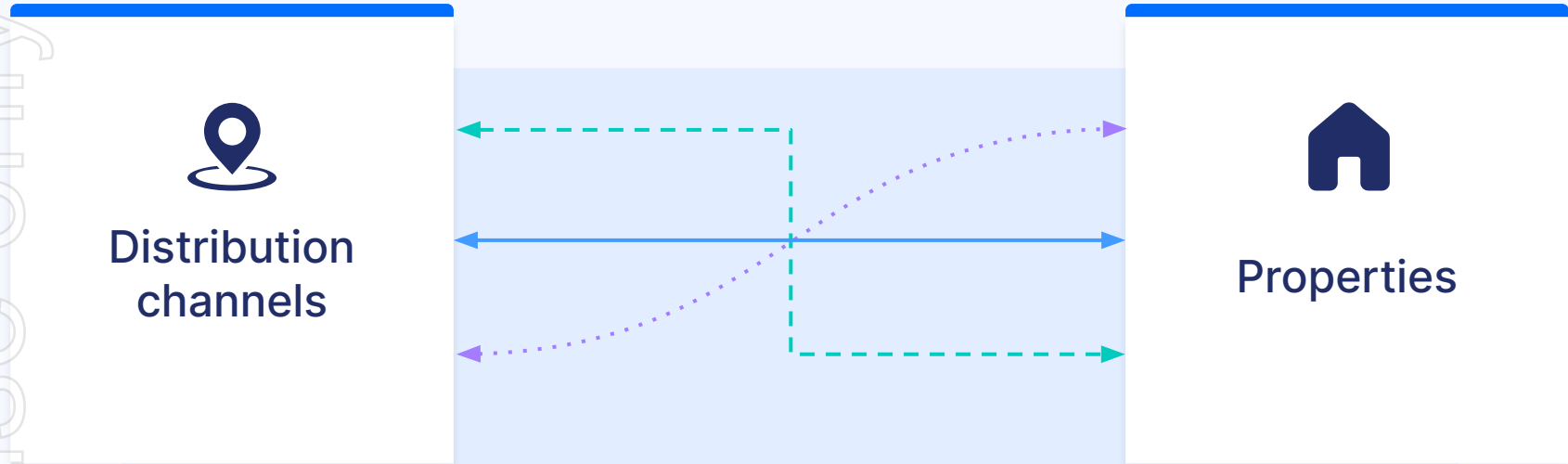
Complexity and volume of commercial agreements

Every connected property and partner pairing needs its own direct agreement - requiring negotiation, management, and for a potentially unproven return.

Lack of direct connection between property and content

Many partners rely on indirect sources, which can dilute margins, introduce supply risk, and only gives the property limited control and visibility of how their listing is marketed and sold.

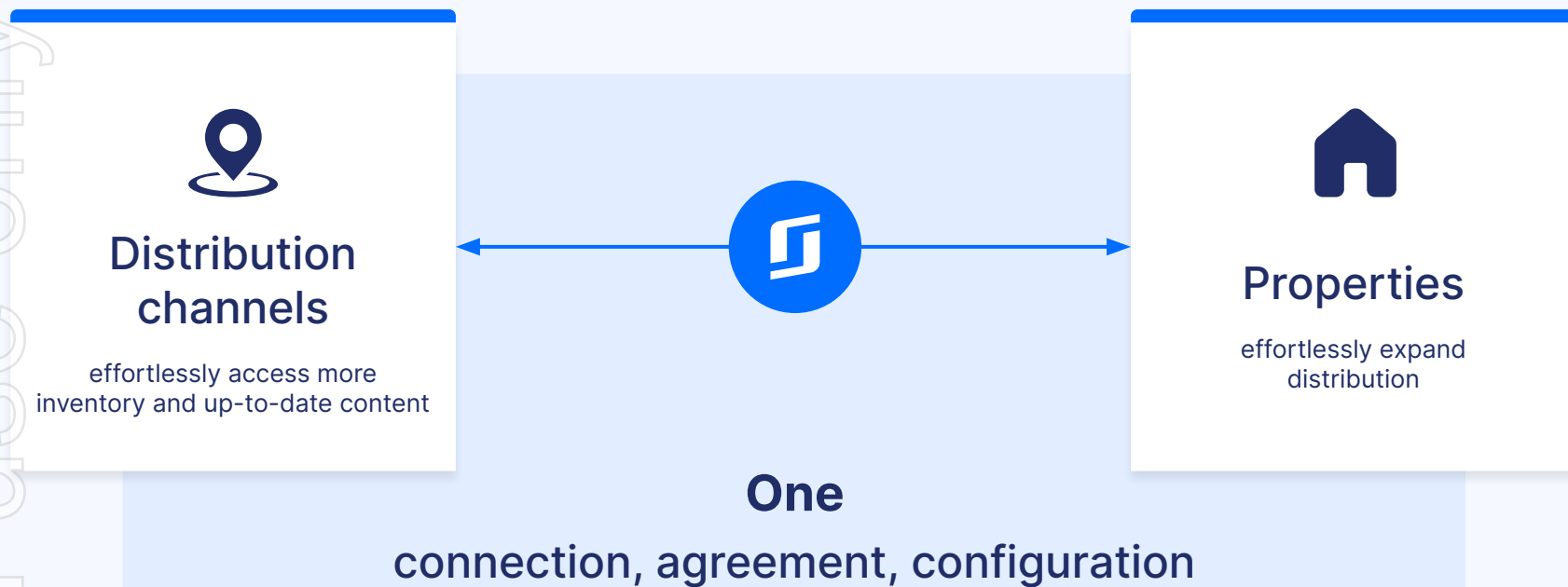
Replacing the challenge of **today**....



Many

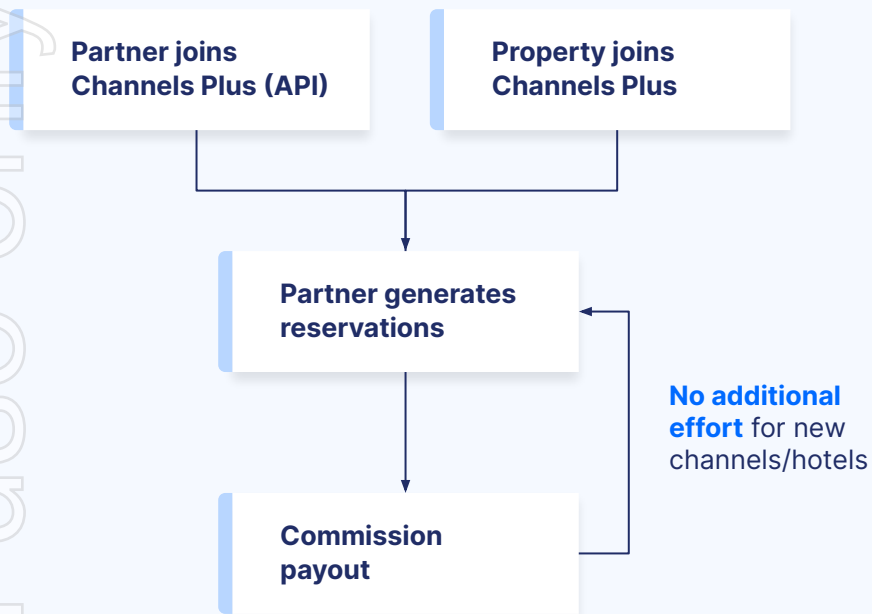
connections, agreements, configurations

.... with the ease and simplicity of 'one' tomorrow



Our value proposition:

Simply reducing friction in distribution



Partners and properties automatically connected on Channels Plus as they sign up to the program.

Content changes reflected immediately in API replies, ensuring **partners always have up-to-date content**.

Simple, standardised commission payout for properties with each partner through the platform.

Hoteliers get more distribution.

Partners get more inventory and content.

SiteMinder will share a percentage commission per booking with the partners for providing the service.

Highlighting partner-generated campaigns

Partners

Generate new campaigns with a click

New Campaign
Launch a campaign on the hotelier marketplace

DETAILS

Campaign Title *
Campaign Title

Stay dates *
Start date - End date

Book dates *
Start date - End date

ADD PROPERTIES

Select property by:
 Adding properties manually Location

Property name *
Search property names...

HOTEL TERMS

Modify all rate codes (%)

Commission rate for bookings (%)

Preview of the campaign hoteliers see

Campaign name appears here Campaign
Your short summary goes here. Something catchy

Booking period
 Stay dates
 Rate discount
 Commission rate

Properties

Review and accept offered campaigns

Channels Plus / Special Offers

Deal name 1

Your short description goes here. Something catchy.

Channel name ⓘ	Your company here
Booking period ⓘ	01/06/2022 - 01/01/2023
Stay dates ⓘ	25/01/2023 - 25/12/2023
Rate discount ⓘ	20%
Commission rate ⓘ	10%

About this deal

Your long description goes here. Include features, exclusive benefits or ways you'll showcase a property. Your long description goes here. Include features, exclusive benefits or ways you'll showcase a property.

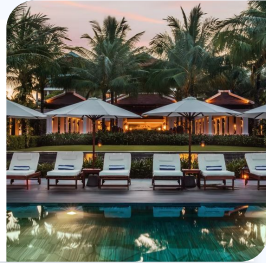
Your long description goes here. Include features, exclusive benefits or ways you'll showcase a property.



Direct
relationships



Instant
supply



Exclusive
rates



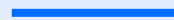
Channels Plus

A new connectivity initiative that helps distribution channels connect with more properties

Piloting in mid-2024



Trent Innes



Chief Growth
Officer

Power of the Platform

Hear from a customer

Our presenters



Trent Innes

Chief Growth
Officer



**Kannaphon (Big)
Phienlumleart**

Senior Director of Distribution
at Minor Hotels



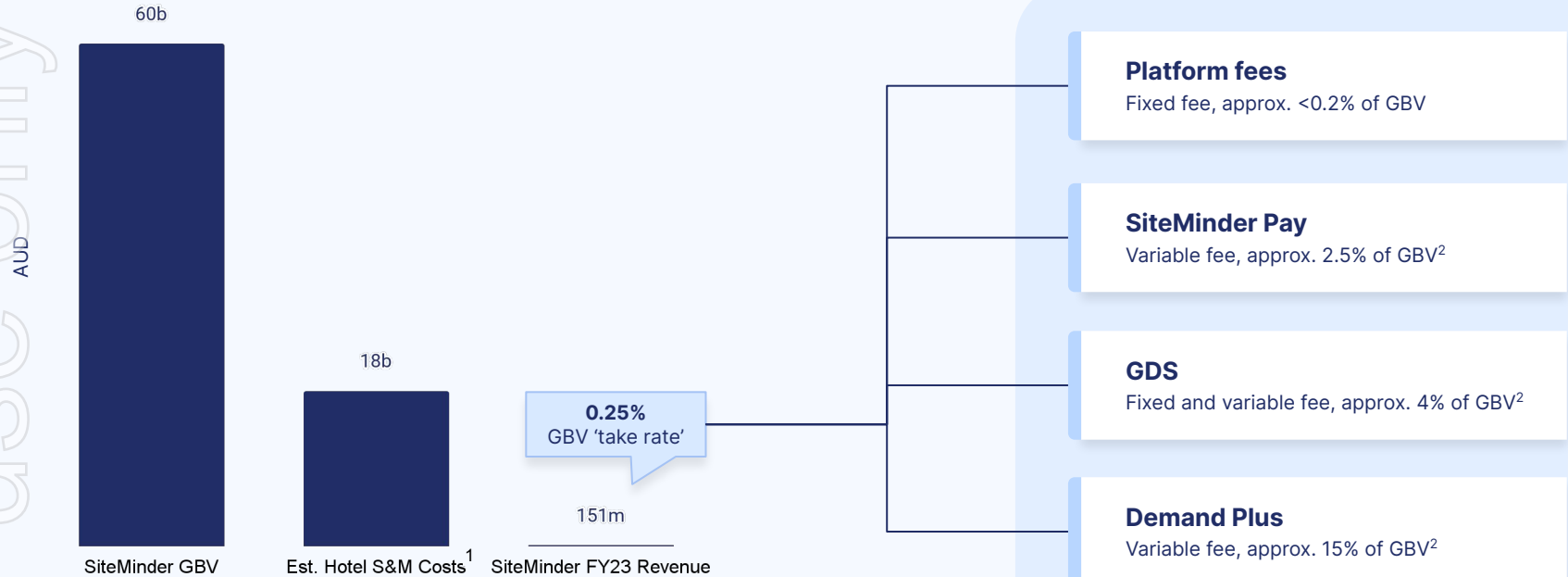
Sankar Narayan

CEO & Managing
Director

Commercial opportunity

SiteMinder's current commercial model

SiteMinder shares in <1% of hotelier sales & marketing TAM across transaction and subscription products



1. Based on 50-room property with booking composition and transaction product usage rates inline with SiteMinder averages
2. Approximate global average for customers that have and use these products; actual fees vary from customer to customer and region to region

Dynamic Revenue Management:

A hypothetical hotelier's experience

**Revenue
improvement
of 15%¹⁺**

Improve rates,
occupancy and
distribution

Conservative illustrative benefit for a hotel using DR+ (% of base revenue)

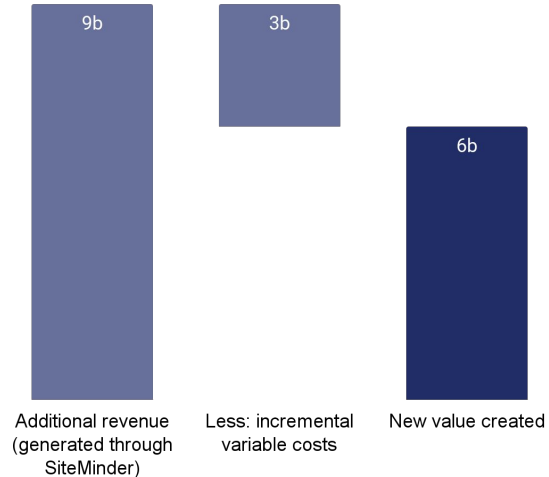
Additional revenue (generated through SiteMinder ¹)	>15%
Less: incremental variable costs ²	(4%)
New value created	>11%
Illustrative Dynamic Revenue Plus fee ³	1%
ROI to the hotel	>10x

1. Revenue improvement based on the experience of customers who actively use SiteMinder for revenue management, and/or use a revenue management system

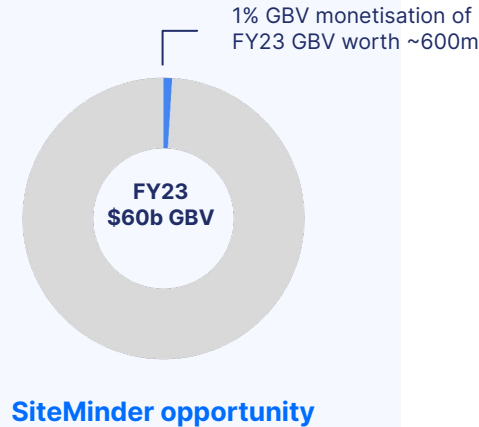
2. Based on 50-room property with: (i) guest acquisition cost of ~30% of revenues, (ii) booking composition inline with SiteMinder averages, and (iii) transaction product usage rates inline with SiteMinder average

The opportunity **within** our existing customer base

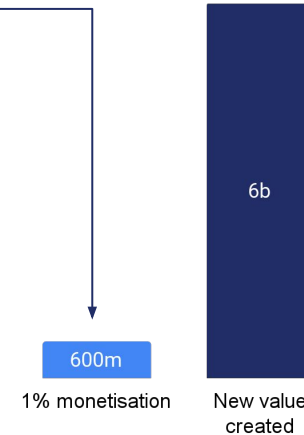
>\$6b of potential value creation^{1, 2, 3}
for our existing customers



Every 1% monetisation of
FY23 GBV is ~\$600m



Delivering potential >10x ROI⁴ to
hotels at 1% monetisation



All figures shown are AUD

1. Based on 50-room property with: (i) guest acquisition cost of ~30% of revenues, (ii) booking composition inline with SiteMinder averages, and (iii) transaction product usage rates inline with SiteMinder average
2. Revenue improvement estimate based on the experience of customers who actively use SiteMinder for revenue management, and/or use a revenue management system
3. Value generated for hoteliers is calculated as additional revenue less distribution costs, and doesn't take into account hotel overheads and operating expenses
4. Return on Investment (ROI) is calculated as the potential value created divided by an estimated 1% monetisation of total GBV

User and customer profiles within SiteMinder

Operator type	SiteMinder's FY23 customer base ^{1,2}		SiteMinder's strategy and value proposition
	Properties (k)	GBV (A\$b)	
No revenue management function/team	26	22	Fully integrated and automated solution 'in a box'
Revenue management function/team	No direct RMS integration to SiteMinder	11	Pricing and automation to drive efficiency and quality outcomes
	RMS directly integrated into SiteMinder	2	Complement their existing capabilities to deliver full Dynamic Revenue Management , supported by market and business intelligence

All aspects of Dynamic Revenue Management, BI and market intelligence

Non-pricing capabilities of Dynamic Revenue Management, BI and market intelligence

1. Estimates based on internal SiteMinder data and expert interviews
2. Values have been rounded for consistency



SiteMinder's proposed future commercial model

SiteMinder Plus

Upsell from SiteMinder Platform fee

From
\$46
AUD per month

Everything you get with SiteMinder and more

- ✓ Booking engine
- ✓ Hotel website builder
- ✓ Competitor rate intelligence
- ✓ Rate parity insights
- ✓ DB plug-in apps

NEW

SiteMinder DR+

Upsell from SiteMinder Platform fee

**TBC %
GBV**
AUD per month

Everything you get with SiteMinder and more

- ✓ Dynamic revenue management
- ✓ Advanced market intelligence
- ✓ Advanced business intelligence
- ✓ Group revenue automation

SiteMinder Platform

From
\$109
AUD per month

Top features

- ✓ Channel manager and PMS integration
- ✓ Performance and pace insights
- ✓ 24/7 support
- ✓ Demand Plus and Pay (additional fees apply)
- ✓ **Channels Plus (additional fees apply)**

Pricing model details of **Dynamic Revenue Plus** and **Channels Plus** to be finalised closer to launch

Dynamic Revenue Plus Tier will be priced at a % of GBV as an add-on to the Platform fee

Dynamic Revenue Plus, while billed transactionally, will have **subscription-type margins**

Channels Plus will be available to all SiteMinder customers and charge a % of GBV fee for completed bookings, shared with the OTA

Note: Future commercial model is illustrative and can change without notice at any time





Sankar Narayan

CEO & Managing
Director

Closing comments

Our sustainable competitive advantage



One of the richest hotel data sources

100m+ reservations p.a.



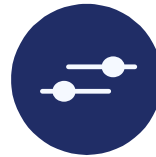
Most dynamic architecture

Designed for speed, reliability and scale



Most trusted platform

Trusted by 40k properties globally



Broadest connectivity

1,800+ hotel systems, distribution channels and expert partners



Largest global GTM footprint

Localised and multilingual

Guidance reiterated

SiteMinder's growth guidance is unchanged and continues to target organic revenue growth of 30% in the medium term.

The Company expects to be underlying EBITDA profitable and underlying free cash flow positive for H2FY24.

Key takeaways

Revenue management in the hotel industry is well behind other industries.

Smart Platform and Dynamic Revenue Management address adoption challenges, to provide the most comprehensive and integrated revenue solution for hotels.

SiteMinder is uniquely placed to drive this industry transformation.

Our platform today already has the largest GBV among independents with >100m bookings per year.

Smart Platform will deliver significant incremental value to hotels and distribution partners, with the opportunity for SiteMinder to share in the upside.



Q&A

Glossary

ARPU | Average Revenue per User [Customer], the average revenue earned per SiteMinder customer across all products/services.

CRS | Central Reservation System, a software platform that allows hotels to manage their reservations and inventory across multiple distribution channels (e.g. SynXis CRS).

GBV | Gross Booking Value, the value of bookings sold by a hotel via third-party platforms or directly to guests.

GDS | Global Distribution System, a computerised network (e.g. Amadeus GDS) that connects travel service providers to reservation systems for hotels and other travel suppliers. Often used by corporate travel customers for bookings.

HMS | Hotel Management System, a comprehensive hotel software solution that automates operations and optimises revenue, incl. distribution (e.g. Little Hotelier).

OTA | Online Travel Agent, e.g. Booking.com, Expedia.

PMS | Property Management System, a hotel software solution that centralises and automates operations to improve efficiency, profitability, and guest satisfaction (e.g. Mews).

Rate Plan | A bundle of settings and rules that you can apply to one or more of your room rates. This can include discounts, inclusions, or other package elements.

RevPAR | Revenue per Available Room, calculated as $\text{Total Room Revenue} / \text{Total Available Rooms}$ or $\text{Average Daily Rate (ADR)} \times \text{Occupancy Rate}$.

RMS | Revenue Management System, a software solution that helps hotels maximise revenue by optimising pricing and inventory.



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