

ASX ANNOUNCEMENT

September 23, 2025

SiteMinder 2025 Investor Day Presentation

Attached is the presentation for SiteMinder's Investor Day, which will be given today, September 23, 2025, starting at 9:00 a.m. AEST.

The company's outlook statement for FY26 and the medium term (slide 72) is unchanged from 27 August 2025, when it last updated the market.

The presentation details the company's progress on the Smart Platform, with focus on strategy and the long term opportunity.

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

-ENDS-

Investor information

Paul Wong
investor.relations@siteminder.com

Media enquiries

Zoë Lee
media@siteminder.com

About SiteMinder

SiteMinder Limited (ASX:SDR) is the name behind SiteMinder, the only software platform that unlocks the full revenue potential of hotels, and Little Hotelier, an all-in-one hotel management software that makes the lives of small accommodation providers easier. The global company is headquartered in Sydney with offices in Bangalore, Bangkok, Barcelona, Berlin, Dallas, Galway, London and Manila. Through its technology and the largest partner ecosystem in the global hotel industry, SiteMinder generates more than 130 million reservations worth over A\$85 billion in revenue for its hotel customers each year. For more information, visit siteminder.com.



Investor Day

23 September 2025



SiteMinder customer Southern Six Senses, Rome, Italy

Important notice and disclaimer

This presentation is given on behalf of SiteMinder Limited (SiteMinder) (ASX: SDR) (ACN 121 931 744). By accepting, accessing or reviewing this presentation, you acknowledge and agree to the terms set out in this Important Notice and Disclaimer.

Disclaimer

To the maximum extent permitted by law, none of SiteMinder Limited or its subsidiaries or their directors, employees or agents accepts any liability, including, without limitation, any liability arising out of fault or negligence, for any loss arising from the use of the information contained in this presentation. In particular, no representation or warranty, express or implied, is given as to the accuracy, completeness or correctness, likelihood of achievement or reasonableness of any forecasts, prospects, statements or returns contained in this presentation. Such forecasts, prospects, statements or returns are by their nature subject to significant uncertainties and contingencies. Actual future events may vary from those included in this presentation.

Summary information

This presentation has been provided to you solely to convey information about SiteMinder and its related entities, and their activities. This presentation is for information purposes only and is not a recommendation or advice in relation to SiteMinder Limited or any product or service offered by SiteMinder Limited or any of its subsidiaries.

The information in the presentation is of a general nature only, does not purport to be complete and is not intended to be relied upon as advice to investors or potential investors in evaluating a possible investment in SiteMinder.

It has been prepared by SiteMinder with due care, but other than as required by law, no representation or warranty, express or implied, is provided in relation to the accuracy, fairness or completeness of the information, opinions and conclusions contained in this presentation. To the maximum extent permitted by law, none of SiteMinder and its related bodies corporate, or their respective directors, employees or agents, nor any other person accepts liability for any loss arising from the use of this presentation or its contents or otherwise arising in connection with it, including, without limitation, any liability from fault or negligence.

Statements in this presentation are made only as of the date of this presentation, unless otherwise stated, and the information in this presentation remains subject to change without notice. None of SiteMinder, its representatives or advisers is responsible for updating, or undertakes to update, this presentation. Items depicted in photographs and diagrams are not assets of SiteMinder, unless stated.

This presentation should be read in conjunction with SiteMinder's full-year Financial Report for the period ended 30 June 2025 as well as other periodic and continuous disclosure information lodged with the ASX, which are available at www2.asx.com.au and on SiteMinder's investor relations centre accessible via: www.siteminder.com.

Not financial product advice or offer

This presentation is for information purposes only and is not a prospectus, product disclosure statement, pathfinder document for the purposes of section 734(9) of the Corporations Act 2001 (Cth) or other disclosure document under Australian law or the law of any other jurisdiction.

It is not, and should not be considered as, an offer, invitation, solicitation, advice or recommendation to buy or sell or to refrain from buying or selling any securities or other investment product or to enter into any other transaction in any jurisdiction. It has been prepared without accounting for any person's individual objectives, financial or tax situation or any particular needs.

Readers should consider the appropriateness of the information having regard to their own objectives, financial and tax situation and needs, make their own enquiries and investigations regarding all information in this presentation including but not limited to the assumptions, uncertainties and contingencies which may affect future operations of SiteMinder and the impact that different future outcomes may have on SiteMinder, and seek legal and taxation advice appropriate for their jurisdiction.

Important notice and disclaimer (continued)

Currency

All amounts in this presentation are in Australian dollars unless otherwise stated.

Effect of rounding

A number of figures, amounts, percentages, estimates, calculations of value and fractions in this presentation are subject to the effect of rounding. Accordingly, the actual calculation of these figures may differ from the figures set out in this presentation.

Past performance

Past performance information, including past share price information, given in this presentation is given for illustrative purposes only and should not be relied upon as an indication of future performance.

Future performance

Forward-looking statements, opinions and estimates provided in this presentation are based on assumptions and contingencies which are subject to change without notice, as are statements about market and industry trends, which are based on interpretations of current market conditions. Forward-looking statements reflect expectations as at the date of this presentation. However, they are not guarantees or predictions of future performance or events or statements of fact. They involve known and unknown risks, uncertainties and other factors, many of which are beyond SiteMinder's control, and which may cause actual results to differ materially from anticipated results, performance or achievements expressed or implied by the forward-looking statements contained in this presentation.

Other than as required by law, although they believe there is a reasonable basis for any forward-looking statements, neither SiteMinder nor any other person (including any director, officer or employee of SiteMinder or any related body corporate) gives any representation, assurance or guarantee (express or implied) as to the accuracy or completeness of each forward-looking statement or that the occurrence of any event, results, performance or achievement will actually occur. Except as required by applicable laws or regulations, SiteMinder does not undertake to publicly update or review any forward-looking statements, whether as a result of new information or future events.

Financial information

Certain financial data included in this presentation is 'non IFRS financial information'. These measures are used internally by management to assess the performance of the business and make decisions on the allocation of resources and are included in this presentation to provide greater understanding of the underlying financial performance of the Group's operations. When reviewing business performance, this non-IFRS information should be used in addition to, and not as a replacement of, measures prepared in accordance with IFRS. Readers are cautioned not to place undue reliance on any non-IFRS financial information and ratios included in this presentation. The non-IFRS information has not been subject to audit or review by SiteMinder Limited's external auditor.

The non-IFRS measures do not have any standard definition under IFRS and may be calculated differently by other companies.

Market share information

All market share information in this presentation is based on management estimates and internally available information, unless otherwise indicated.

No offer of securities

Nothing in this presentation should be construed as either an offer to sell or a solicitation of an offer to buy or sell SiteMinder Limited securities in any jurisdiction.

Reliance on third party information

This presentation contains information that has been derived or sourced from publicly available sources or third parties (such as market and industry data). Such information have not been independently verified by SiteMinder nor have those third parties or industry or general publications authorised or approved the publication of this presentation. No representation or warranty is made as to the accuracy, completeness or reliability of the such information. This presentation should not be relied upon as a recommendation or forecast by SiteMinder Limited.

Authorisation

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

Agenda

9:00 - 9:15

**Welcome and
opening comments**

9:15 - 9:35

**Smart Platform -
Dynamic Revenue Plus**

9:35 - 9:50

**Smart Platform -
Smart Distribution Program**

9:50 - 10:10

**Smart Platform -
Channels Plus**

10:10 - 10:30

Break

10:30 - 10:50

Data / AI

10:50 - 11:10

Go to Market (GTM)

11:10 - 11:30

Financials

11:30 - 12:00

Q&A



Sankar Narayan

Chief Executive Officer



Leah Rankin

Chief Product Officer



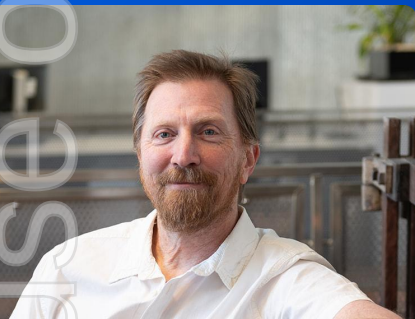
Jonathan Kenny

Chief Operating Officer



Alex Macoun

Chief of Strategic Operations



Mike Rogers

Co-Founder
Chief Data Officer



Tom Varsavsky

Chief Technology Officer



Trent Innes

Chief Growth Officer



Tim Howard

Chief Financial Officer

Opening Comments



Sankar Narayan

Chief Executive Officer & Managing Director



Hotel revenue management today - fragmented systems, poor data, lost revenue



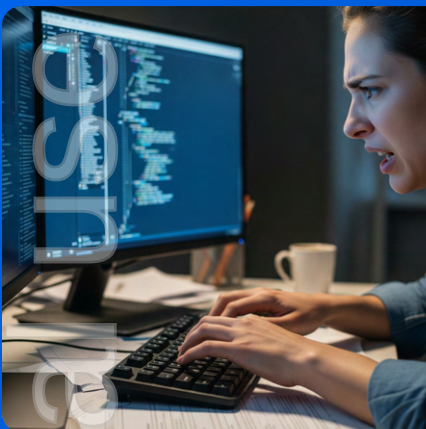
Multiple systems

Fragmented technology stack that communicates poorly with each other



Slow

Manual effort across multiple systems hinders ability to react in a timely manner



Duplicated manual effort

Fragmented technology and distribution landscape requires additional effort to sync set-ups



Poor data quality

Fragmented
Delayed
Incomplete

From connecting channels to maximising revenues - Unifying **deep analytics, AI predictions and integrated execution**

	State of the Industry	SiteMinder
Integration	Multiple disjointed systems	Unified revenue platform
Customer Experience	Duplicated manual effort	Synchronised and automated
Data and Insights	Fragmented, delayed, and incomplete	Real-time and comprehensive signals. Clear view of demand.
Speed	Slow. Held back by multiple systems, manual updates, and user hesitancy.	Dynamic revenue and distribution controls

SiteMinder is at the forefront of revenue management in the \$1 trillion+ hotel industry - and is positioned to drive scalable growth

SiteMinder Platform - World's most awarded hotel platform[^]

\$85b+

Gross Booking Value*

2.4m

Rooms*

130m+

Reservations*

250m+

Room Nights*



*Annual activity levels for the 12 months to 30 June 2025 (FY25)

[^]Based on performance in HotelTechAwards 2025

SiteMinder's Revenue Flight Deck for hoteliers - An integrated experience **unifying** intelligence, revenue management and distribution

Internal use only



Revenue Flight Deck provides control, clarity and revenues for hoteliers

REVENUE FLIGHT DECK

1 FLIGHT DASHBOARD

Hotel/channel pace
Source/destination demand
Market benchmarks



SEE CLEARLY

2 NAVIGATION

Forecasting and planning of
price, rate plans, channel mix
and occupancy



SET THE COURSE

3 FLIGHT CONTROLS

Change pricing
Manage channels
Create/manage rate plans



ACTION DECISIVELY

4 AUTOPILOT

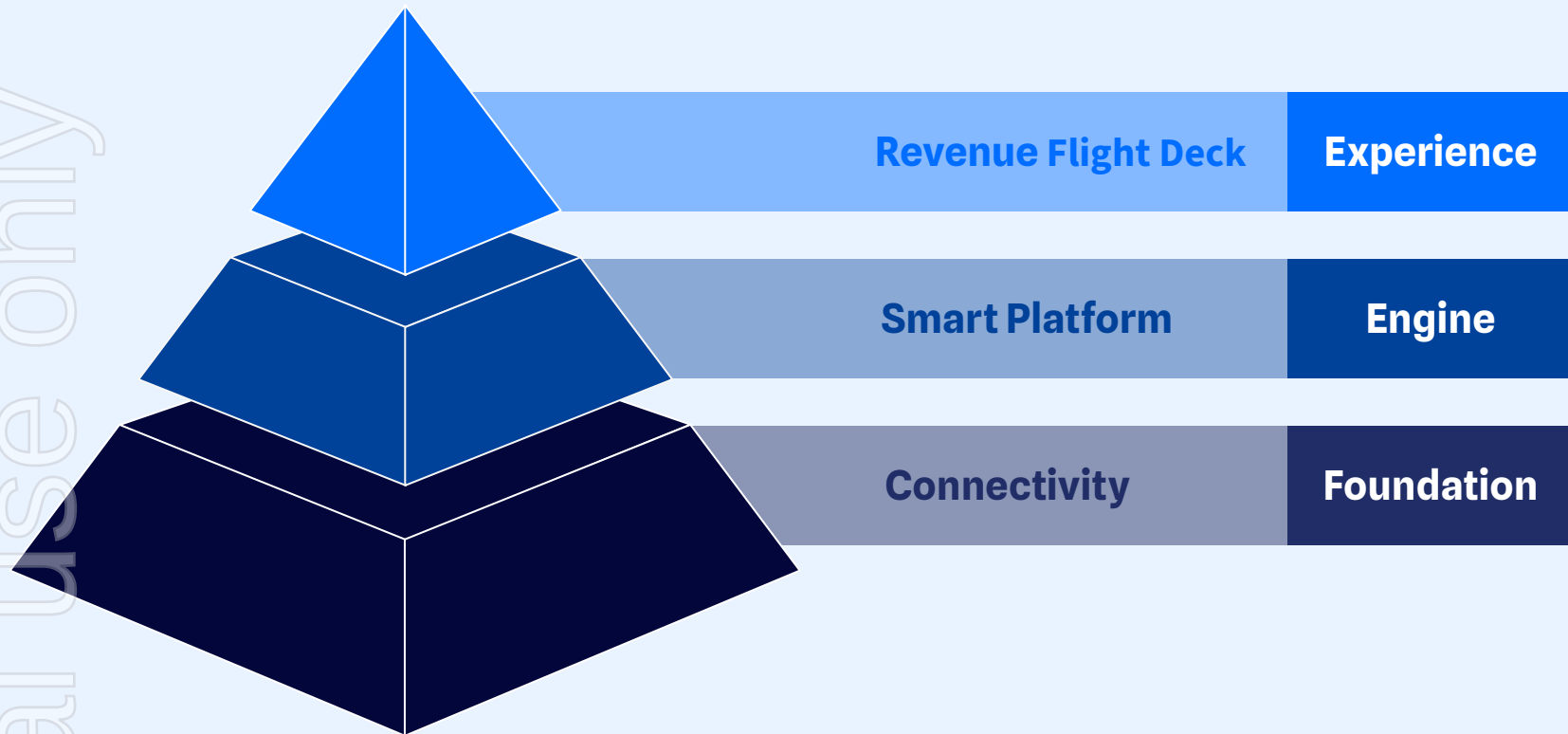
Automation of rates,
channels and inventory



AUTOMATE WITH
CONFIDENCE



How it all fits together



The Revenue Flight Deck - delivered through the Smart Platform

1 FLIGHT DASHBOARD



SEE CLEARLY

2 NAVIGATION



SET THE COURSE

3 FLIGHT CONTROLS



ACT DECISIVELY

4 AUTOPILOT



AUTOMATE WITH
CONFIDENCE

Dynamic Revenue Plus



Channels Plus



Smart Distribution



Dynamic Revenue Plus



Leah Rankin
Chief Product Officer



SiteMinder customer Anantara Desaru Hotels & Resorts, Desaru Coast, Malaysia

Dynamic Revenue Plus - An underpenetrated high value opportunity

Dynamic Revenue Plus leverages analytics to optimise pricing, inventory, and distribution management.



Full solutions don't exist

Existing solutions focus on optimising **price** and **lack detailed channel execution**



Industry adoption very low

80% of hoteliers¹ have not adopted a Revenue management system

¹Hitec article - 20 Feb 2025 - Why every hotel needs automated revenue management



High growth market

Forecasted to **grow at >10% CAGR¹** as **adoption grows**

Revenue management today is a laborious process

 **1. Data collection**
from multiple platforms

 **2. Data analysis**
Visual or spreadsheet
based analysis



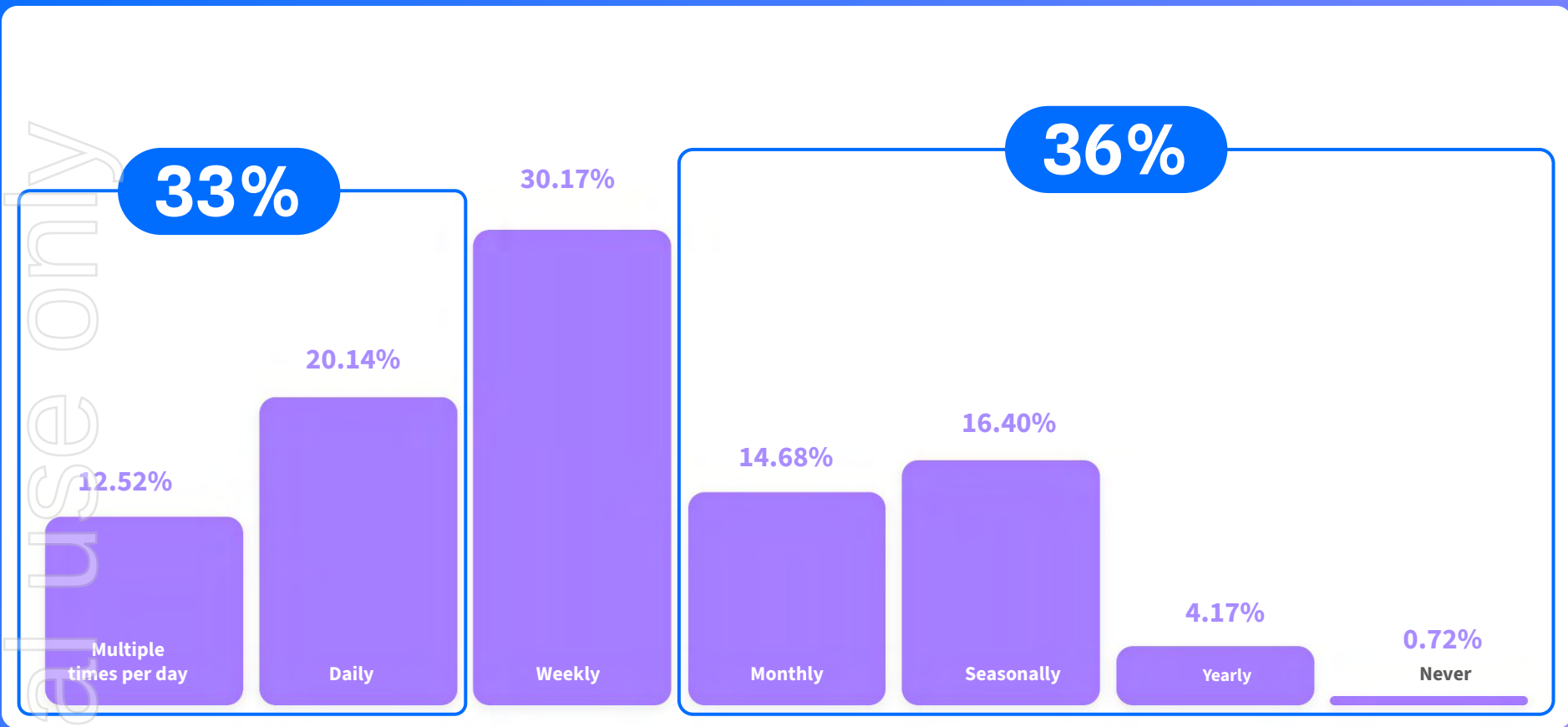
 **3. Determine action**

 **5. Execution**
Manual execution via
Channel Manager or PMS

 **4. Cross checking**
Compare against RMS
recommendations or
'peer review'

**SiteMinder is streamlining revenue management by providing real time insights
& powerful execution capabilities via a single, trusted platform.**

Over 1-in-3 surveyed adjust rates **monthly or less**



**Every week, 45% spot
revenue opportunities
they can't act on
fast enough**

Speed-to-market seen as 'business critical' by room type



11-20 rooms

56%



21-50 rooms

57%



51-100 rooms

61%



100+ rooms

62%

Dynamic Revenue Plus - Transforming revenue management



Unified data platform

One stop shop for a hotelier's data needs

Curated data solutions

Proprietary demand indicators



AI enabled analytics

Helps hoteliers sift through the data layers and unearth revenue generating insights with minimal effort



Holistic revenue maximisation

Pricing is just the beginning



Seamless execution

Deep integration with SiteMinder's industry leading Channel Manager

Deep PMS integration with UltraSync

SiteMinder UltraSync



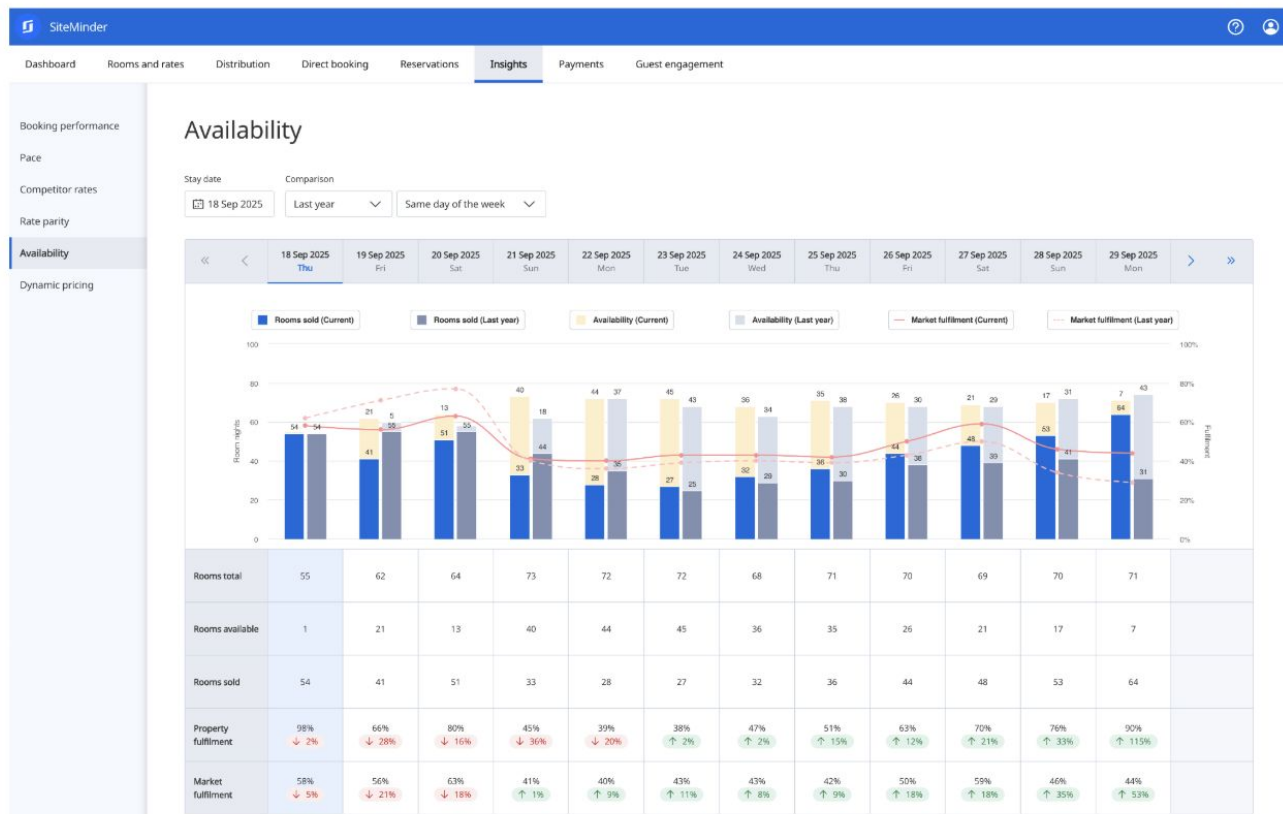
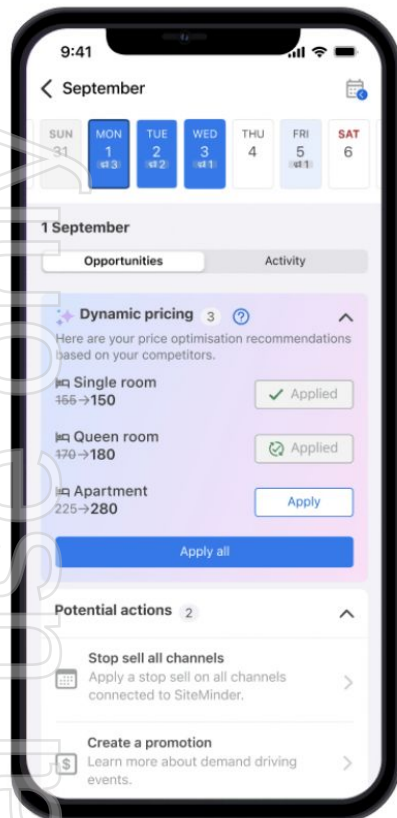
MEWS

ORACLE



**SiteMinder UltraSync enhances the alignment between
SiteMinder and operating platforms**

Dynamic Revenue Plus - Product demonstration



Flight Dashboard - Insights and intelligence

Market insights < Booked: Aug 01, 2025 - Aug 27, 2025 >



Property



Destination market

Room nights

21,706 ↑ 28.7%

Avg. daily rate (ADR)

4 ↑ -

Avg. length of stay (ALOS)

3.9 ↑ 8%

Avg. lead time

20.4 ↓ 24.5%

Curated Intelligence

Compare your performance to your relevant market



Proprietary demand signals

Powered by SiteMinder's 130m reservations spanning 150 countries



Slipknot

08 Mar 2025 - 08 Mar 2025 1 day



NSW Cup - New Zealand Warriors II vs Canberra Raiders II

08 Mar 2025 - 08 Mar 2025 1 day

[View all](#)

Intelligent event alerts

Knowing what is on and the impact on demand and spend.



CHANNEL MIX



ROOM TYPE

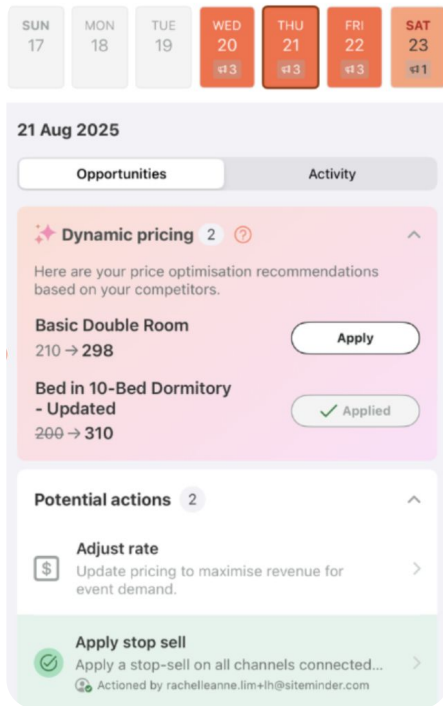
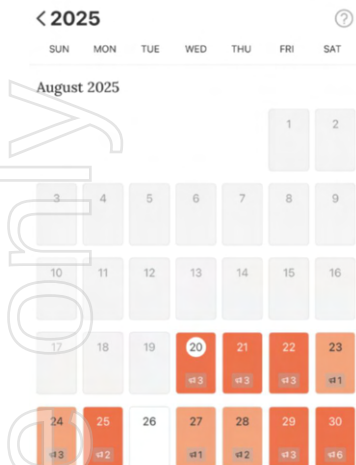


RATE PLAN

Unearth what's really happening

View your data multiple ways and understand what's really driving demand.

Navigation and Flight Controls - Execution through one platform



IdeaS is the industry leader in revenue management software and services.

IdeaS pricing recommendations were available on Dynamic Revenue Plus from **March 2025**.

Execution supported by SiteMinder's **industry leading channel manager**.

The release of **SiteMinder UltraSync** - deepens SiteMinder's integration with leading PMS partners - **enhancing performance**.

SiteMinder is a unified platform - in contrast to alternative solutions

Features	SiteMinder Dynamic Revenue Plus	Standalone Revenue Solutions	Data platforms	Spreadsheet
Data & analytics	✓	✓	✓	○
Price optimisation	✓	✓	○	○
Distribution optimisation	✓	○	○	○
Integrated execution	✓	○	○	○

SiteMinder's moat is based on unmatched scale of transactions, deep execution through its industry leading channel manager, and proprietary data that is challenging to replicate.

Performance and customer feedback

Valuable data and insights

“I like diving into the Booking Performance and Pace reports by channel and market segment... giving me the clarity to understand our performance against the market.

Prior to using Dynamic Revenue Plus, I didn't have visibility of this data.”

Hotel in Australia

On the go execution

43%

of customers are actioning pricing decisions through the **mobile application**

Streamlined onboarding

7 days

only before customers receive their **first pricing recommendation with accuracy**

Features added following feedback

- ✓ Enhanced data visualisation
- ✓ PMS synchronization (UltraSync)
- ✓ Curated insights
- ✓ AI predictive analytics
- ✓ Pricing control parameters

Dynamic Revenue Plus - Product roadmap

H1FY25

ANZ launch

H2FY25

Launched in US, UK,
Spain, Germany & Mexico

IDeaS integration

Dynamic Revenue Plus
available in 7 key markets

Release of Calendar View for
Dynamic Pricing

FY26

Dynamic Revenue Plus v2.0

Complete rollout of DR+ in
all markets

Release UltraSync with 4
key PMS partners

Introduction to LH Platform

SiteMinder iQ - AI & data
platform

Machine learning market
intelligence

Predictive analytics - AI
driven demand forecasting

Key takeaways for Dynamic Revenue Plus



- Dynamic revenue management is an **underpenetrated high value opportunity** in the hotel tech stack
- Hoteliers are **currently serviced by fragmented solutions** - making for a process plagued with manual effort and errors
- SiteMinder's **Dynamic Revenue Plus** is an **all in-one** dynamic revenue management system - combining industry leading data, AI engine, pricing recommendations, and execution.
- **Customer feedback** and **product performance** has to date been positive. Data and insights highly rated.
- **Ongoing capability additions to accelerate adoption** of Dynamic Revenue Plus. SiteMinderIQ, UltraSync, and predictive analytics are key additions in **v2.0** and **increase appeal to larger properties**.

Smart Distribution Program

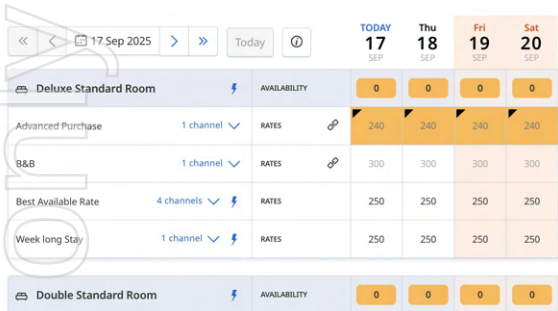


Jonathan Kenny
Chief Operating Officer



Helping address the suboptimal distribution setups plaguing the industry

Suboptimal rate plan setup



		TODAY 17 SEP	Thu 18 SEP	Fri 19 SEP	Sat 20 SEP
Deluxe Standard Room		0	0	0	0
Advanced Purchase	1 channel	240	240	240	240
B&B	1 channel	300	300	300	300
Best Available Rate	4 channels	250	250	250	250
Week long Stay	1 channel	250	250	250	250
Double Standard Room		0	0	0	0

Poor rate plan design that doesn't meet the demands of distribution channels

- Limited mapping to distribution channels

Suboptimal channel adoption

CHANNEL STATUS

[My channels →](#)

Enabled channels	4
Disabled channels	1
Awaiting setup	0

Channel adoption is low due to the outreach effort required from distribution channels and the setup effort required from hoteliers.

Technological constraints



Technological limitations and manual efforts impact the revenue performance of hotels

Smart Distribution Program - Enhancing flight controls

Collaborative effort with key global distribution partners to optimise their connections with SiteMinder's hoteliers



Optimising new hotel connections

Support for new hotels with **optimal setups**



Optimising hotel performance

Optimisation of hotel configurations on key partner channels to lift revenue performance



Advancing the technology partnership

Advanced connectivity and **data synchronization** to enhance hotel experience and performance

Advancing the technology partnership - improving flight controls

**Integrated connectivity platform powering enhanced hotel outcomes,
removing friction and improving speed to market**



How SiteMinder is deepening connectivity to the OTAs?



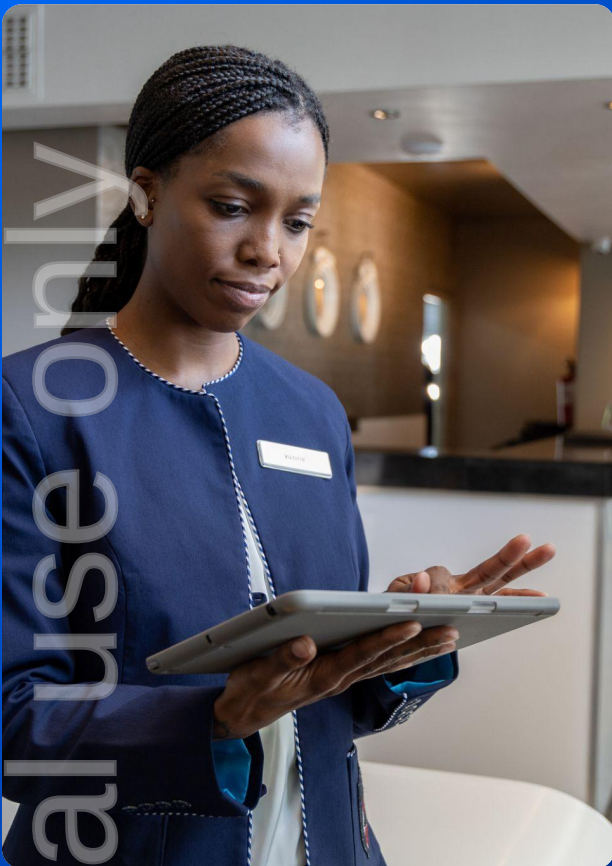
SiteMinder is building enhanced channel integration capabilities that enables:

Hoteliers to create room types and rate plans without having to leave SiteMinder. Improves hotelier response time and flexibility.

"Enhanced Sync is going to save us a great amount of work, especially when it comes to setting up new properties"

**Inventory & distribution manager,
European hotel group**

Key takeaways for the Smart Distribution Program



The relationship between hoteliers and distribution channels is plagued by **sub-optimal distribution setups**.

Keys value adds of the Smart Distribution Program:

- (i) Rate plan optimisation, (ii) Connectivity optimisation, and (iii) Technology transformation.

SiteMinder has already worked to enhance the synchronization of hotelier rate plans with channel partners.

Optimised setups deliver win-win outcomes for hoteliers and channel partners.

Channels Plus



Alex Macoun

Chief of Strategic Operations



In a world without Channels Plus...expanding distribution is painful

1

Setup Channel Manager

Hotelier inputs property details, rate plans, and other details.

2

Sign channel agreement

Hotelier signs and negotiates terms with distribution channel

3

Repeat setup in channel

Hotelier inputs property details, rate plans, and other details into the channel's extranet.

4

Mapping

Channel manager and channel extranet setup need to be mapped

5

Repeat

Steps 2-4 repeated for every distribution channel and every time a new room type or rate plan is created

With Channels Plus the pain of expanding distribution disappears

1

Current state: No Channels Plus

Duplicated manual effort across multiple platforms.

2

Activate Channels Plus

Guided setup.
Completed in minutes.

3

Leverage existing setup

Choose from rate plans already setup in SiteMinder Channel Manager...or create new ones in just minutes.

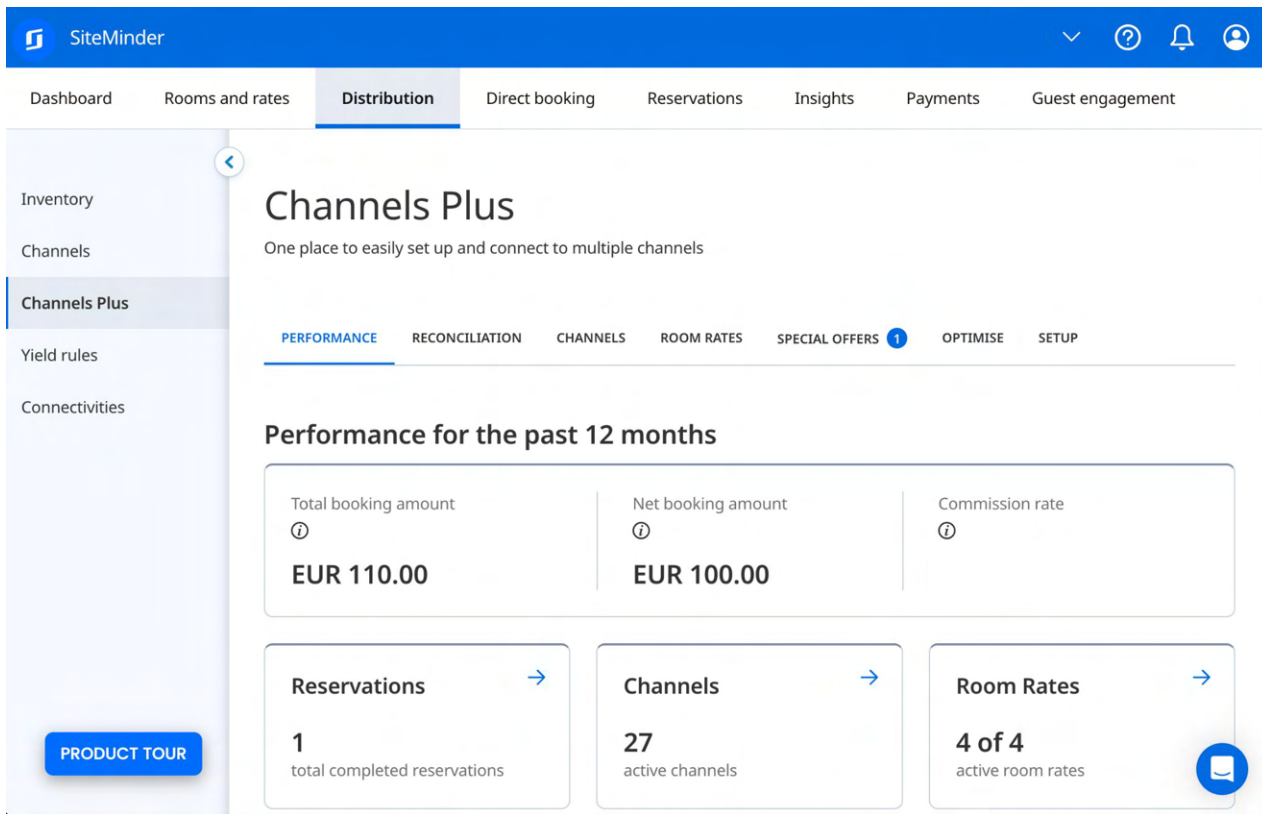
4

Rooms effortlessly selling on multiple channels

No need to log-in to multiple extranets.

Hotel inventory is available to all Channels Plus distribution partners. Hotelier is in control of their distribution.

Channels Plus - Product demonstration



The screenshot displays the SiteMinder Channels Plus interface. The top navigation bar includes the SiteMinder logo and icons for a dropdown menu, help, notifications, and user profile. Below this, a secondary navigation bar lists various modules: Dashboard, Rooms and rates, Distribution (selected), Direct booking, Reservations, Insights, Payments, and Guest engagement. A left-hand sidebar contains links to Inventory, Channels, Channels Plus (selected), Yield rules, and Connectivities. The main content area is titled 'Channels Plus' with the subtitle 'One place to easily set up and connect to multiple channels'. It features a sub-navigation bar with tabs: PERFORMANCE (selected), RECONCILIATION, CHANNELS, ROOM RATES, SPECIAL OFFERS (with a notification badge), OPTIMISE, and SETUP. The 'Performance for the past 12 months' section contains three summary cards: 'Total booking amount' (EUR 110.00), 'Net booking amount' (EUR 100.00), and 'Commission rate'. Below these are three more cards: 'Reservations' (1 total completed reservation), 'Channels' (27 active channels), and 'Room Rates' (4 of 4 active room rates). A 'PRODUCT TOUR' button is located in the bottom left corner, and a chat icon is in the bottom right corner.

SiteMinder

Dashboard Rooms and rates **Distribution** Direct booking Reservations Insights Payments Guest engagement

Inventory
Channels
Channels Plus
Yield rules
Connectivities

Channels Plus
One place to easily set up and connect to multiple channels

PERFORMANCE RECONCILIATION CHANNELS ROOM RATES SPECIAL OFFERS 1 OPTIMISE SETUP

Performance for the past 12 months

Total booking amount ⓘ EUR 110.00	Net booking amount ⓘ EUR 100.00	Commission rate ⓘ
---	---	-------------------

Reservations → 1 total completed reservations	Channels → 27 active channels	Room Rates → 4 of 4 active room rates
--	--	--

PRODUCT TOUR

Channels Plus - A rapidly scaling distribution marketplace



Distribution channels

Effortless access to more inventory and up-to-date content

40

Partners contracted

15

Additional partners in discussions

60+

Host countries booked

5,000+

Properties contracted

500+

Net properties added each month

240k+

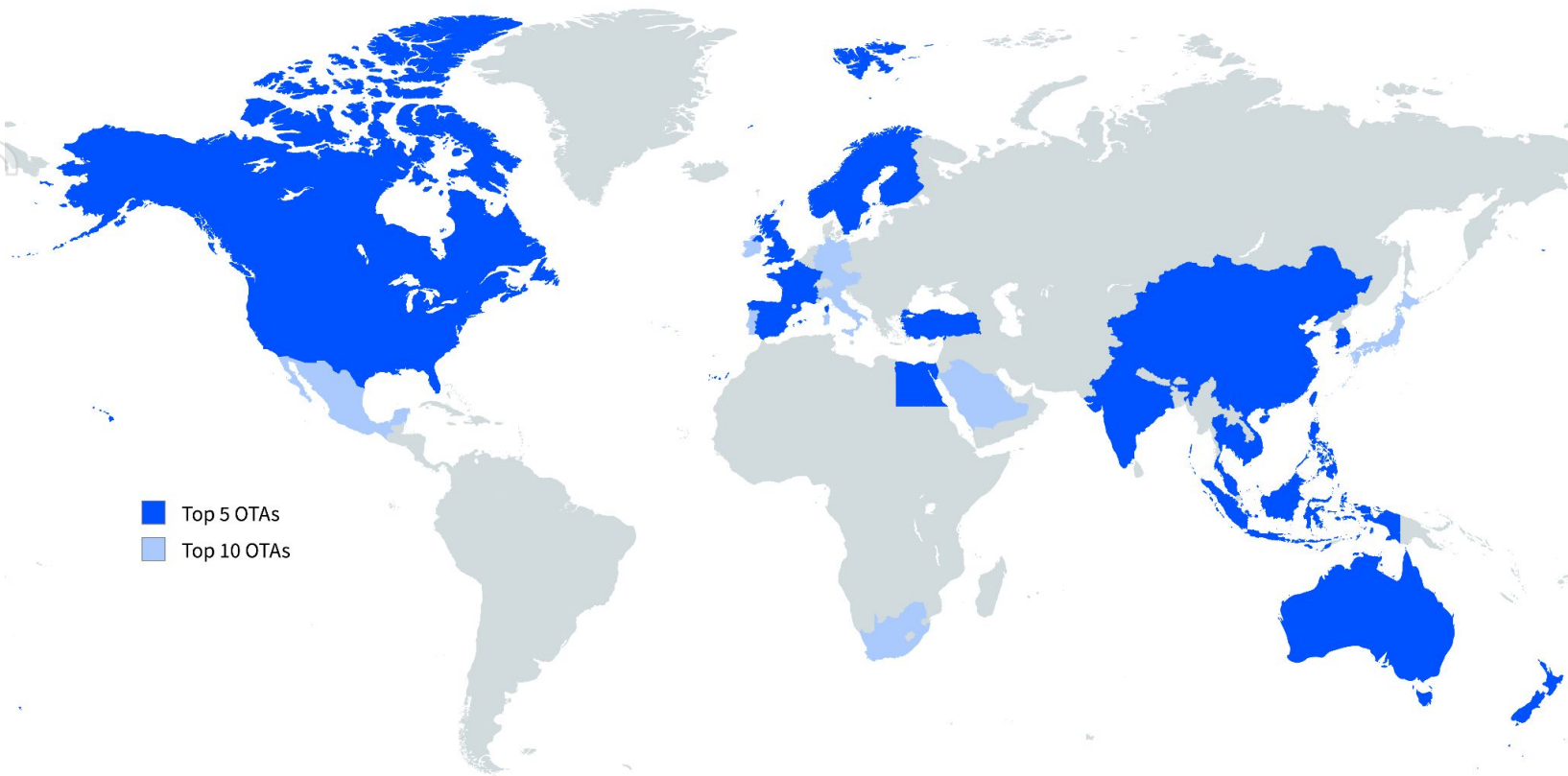
Rooms on Channels Plus



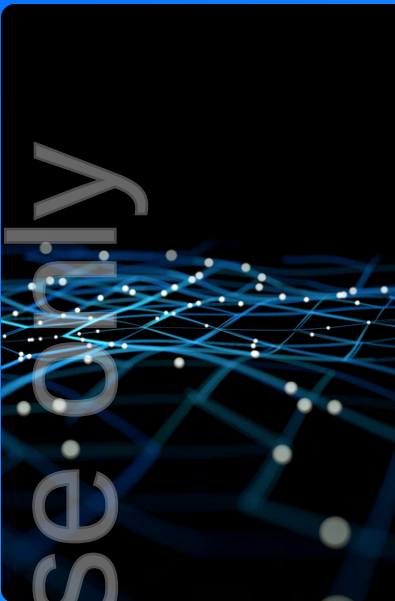
Properties

Effortlessly expand distribution with 'one connection'

Channels Plus - Strong coverage of key geographical markets



Channels Plus delivers win-win outcomes



Distribution partners

Direct access to **new hotels**

Direct access to **additional inventory**

Cost effective method to scale inventory access.

Direct engagement with hotels



Hoteliers

Minimal effort to set-up and maintain

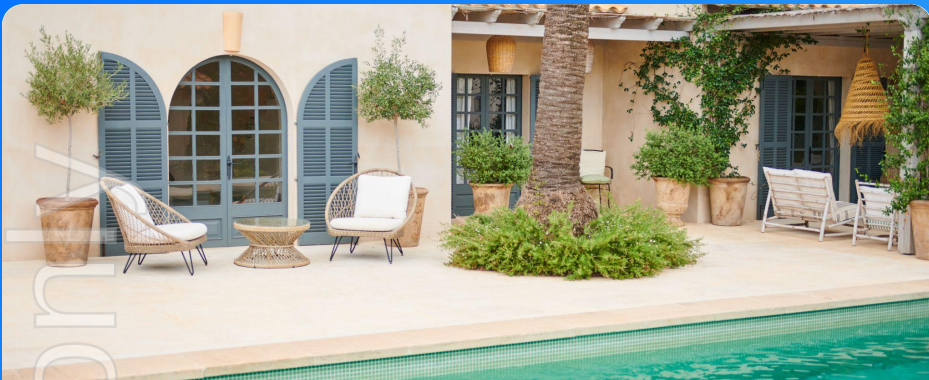
Standardised commercials

No additional costs to standard OTA fees

Maintain **pricing control**

Delivering revenue and efficiency gains for distribution partners and hoteliers

Customer feedback



“The connection with Channels Plus is simple and efficient. All amenities, images, and rates are configured in one place, and the information is seamlessly distributed across various channels. This eliminates the need to manually update multiple platforms, saving us valuable time.”

Hotel in Europe



“Revenue and booking volumes have increased since the adoption of Channels Plus.”

Hotel in USA

Channels Plus - Customer profile



40
rooms

6

channels connected prior
to activating Channels Plus

\$2.5m

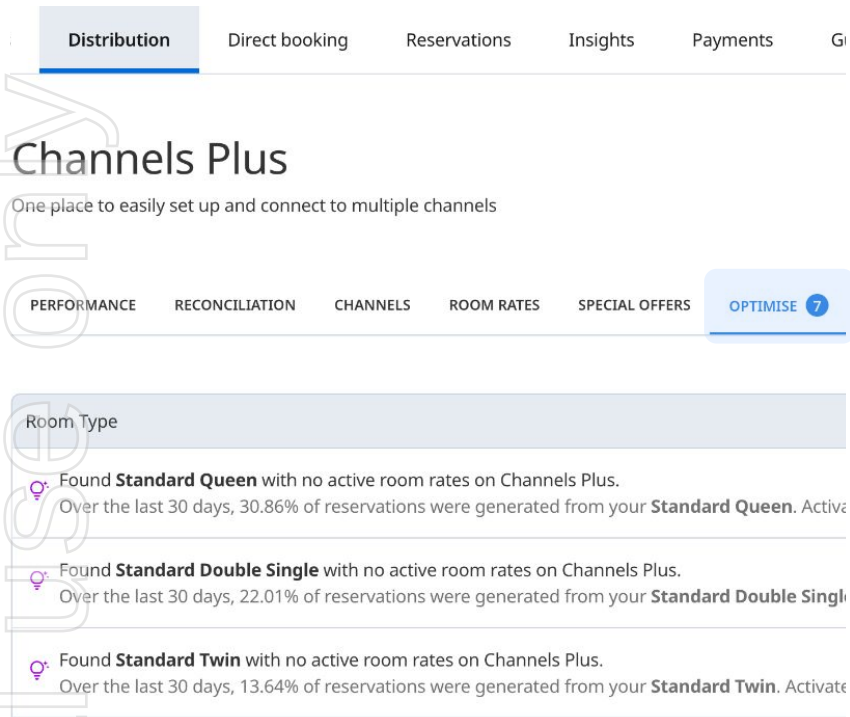
existing gross booking value
on SiteMinder Platform

Customer case study - The optimisation journey

	Initial setup	Optimised setup
 Channels Activated	24	25
 Room nights available	1,000+	1,000+
 Rate plans available	8	16
 Content*	29	29
 % of bookings	0%	3%+

*Content refers to the number of digital media assets submitted by the property on Channels Plus

Empowering hoteliers to optimise Channels Plus



The screenshot displays the SiteMinder Channels Plus interface. At the top, a navigation bar includes 'Distribution' (selected), 'Direct booking', 'Reservations', 'Insights', 'Payments', and 'Gi'. Below this, the 'Channels Plus' section is titled 'One place to easily set up and connect to multiple channels'. A secondary navigation bar features 'PERFORMANCE', 'RECONCILIATION', 'CHANNELS', 'ROOM RATES', 'SPECIAL OFFERS', and 'OPTIMIZE 7' (selected). The 'OPTIMIZE' section is titled 'Room Type' and lists three recommendations, each with a lightbulb icon:

- Found **Standard Queen** with no active room rates on Channels Plus. Over the last 30 days, 30.86% of reservations were generated from your **Standard Queen**. Activate
- Found **Standard Double Single** with no active room rates on Channels Plus. Over the last 30 days, 22.01% of reservations were generated from your **Standard Double Single**. Activate
- Found **Standard Twin** with no active room rates on Channels Plus. Over the last 30 days, 13.64% of reservations were generated from your **Standard Twin**. Activate

Simple and timely in-product notifications to empower hoteliers with the information they need to **maximise their booking potential in Channels Plus**.

SiteMinder's data analytics help hoteliers identify room rates that have the highest reservation potential on Channels Plus.

Repeating proven optimisation motions from the Demand Plus program

Channels Plus - Upcoming initiatives

H1FY25

Pilot completed

Global release

H2FY25

Partnership Initiatives

- Trip.com and Agoda connections live
- 40 partners contracted and an additional 15 in discussions

FY26

Partnership Initiatives

- Continue to expand C+ partnerships focusing on core markets

Optimisation Initiatives

- Drive conversion through set-up and pricing optimisations, customised at hotel level

Key takeaways for Channels Plus



- **Expanding distribution is a major pain point for hoteliers** today, requiring multiple logins, and repeated setups.
- Likewise, **growing inventory access is a significant challenge for distribution channels.**
- SiteMinder's **Channels Plus is streamlining the flow of inventory** between hoteliers and distribution channels. **With just a few clicks,** Hoteliers can make their inventory available to a basket of channels.
- Channels Plus delivers **win-win outcomes** for hoteliers and channels at **attractive economics.**
- Channels Plus is **scaling rapidly.**

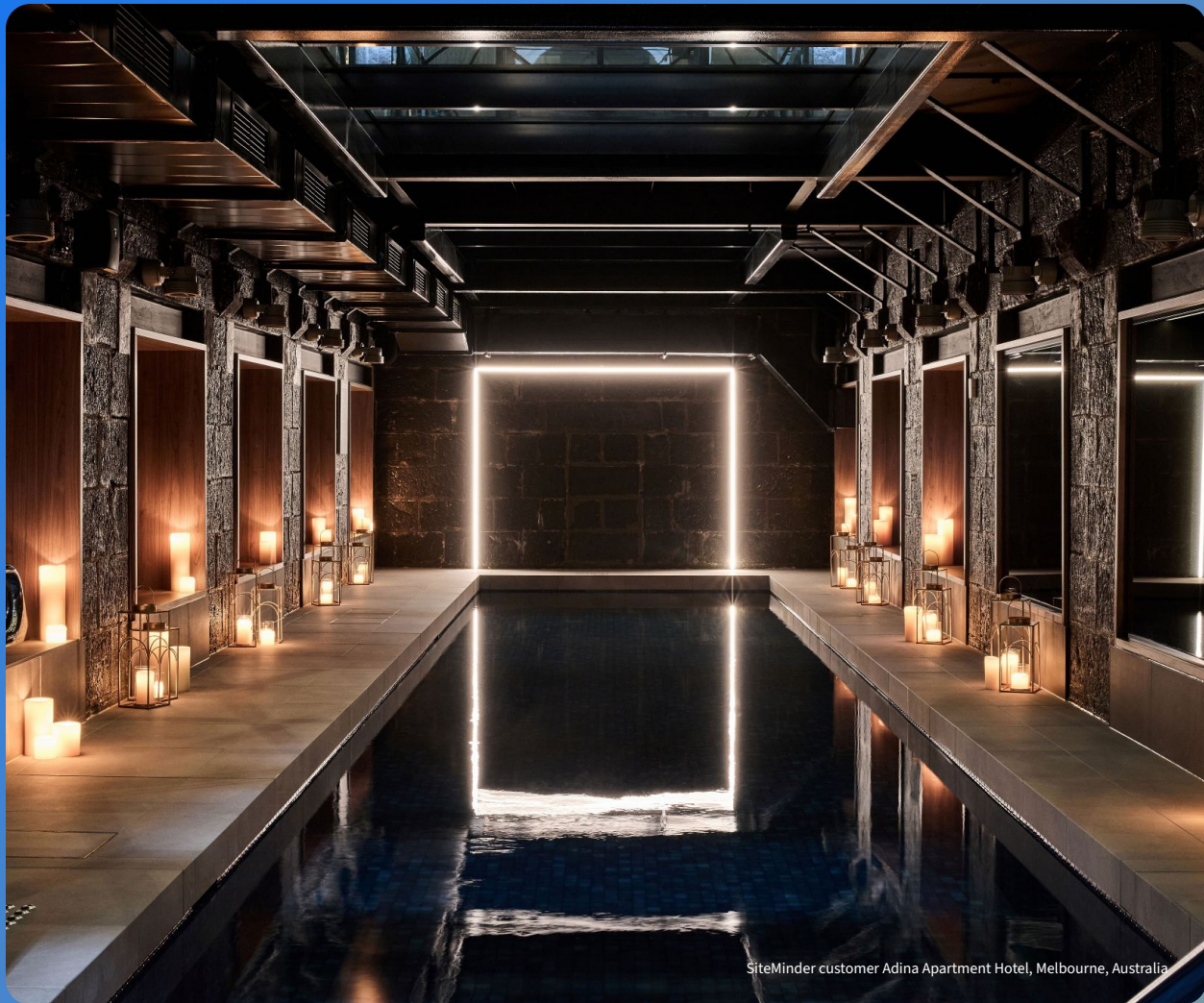
Data & AI



Mike Rogers
Co-Founder and
Chief Data Officer



Tom Varsavsky
Chief Technology Officer



SiteMinder customer Adina Apartment Hotel, Melbourne, Australia

SiteMinder's edge - Our unique, high fidelity proprietary data assets



Significant scale

\$85b+ of GBV
130m+ reservations p.a.
50k hotels



Global perspective

Serving hoteliers in
over 150 countries



Deep visibility

2 year forward rate plans
Full property booking insight

Laying the foundations to capitalise on our data advantage

Data infrastructure



Built on the latest cloud technologies

Data consolidated onto a single platform, allowing SiteMinder to unlock powerful AI and data use cases

People & culture



AI-native workforce.

Expanding teams in AI, data, and machine learning.

New office in Pune (India) to expand talent access.

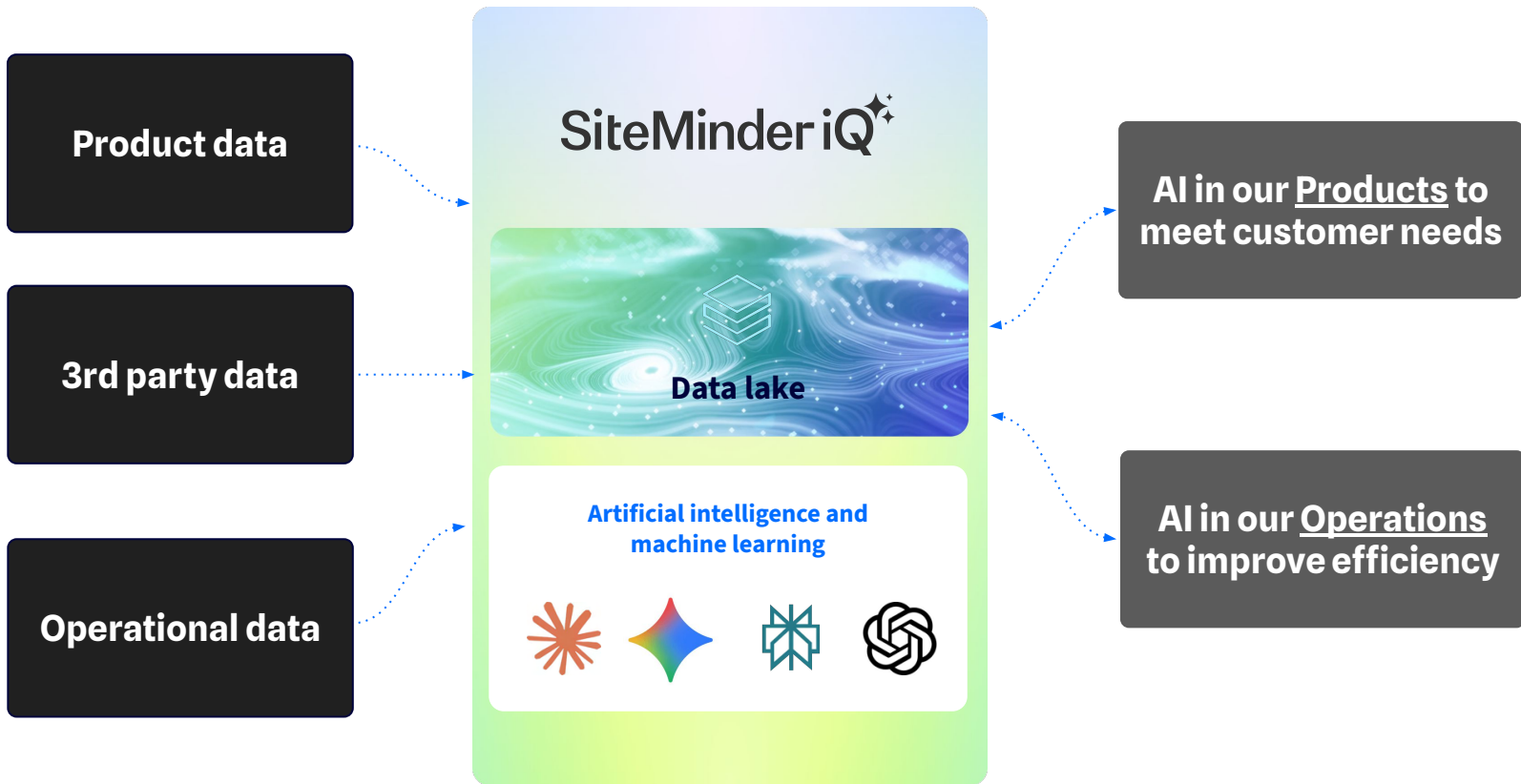
Tooling



Leveraging industry-leading, function specific AI tools.

Widespread adoption of AI tools across the business.

SiteMinder iQ is our powerful data capability that underpins our AI strategy



AI is driving efficiency across our operational functions

Optimising customer support



AI powered support chat bot - strong resolution and NCSat outcomes

Introduction of AI email resolution

Knowledge base enhancement



Enhanced access to internal and external knowledge assets.

“Information when you need it”

Optimising sales conversion



AI sales coaching

Active prospect profiling

AI funnel optimisation

Efficiency and excellence in engineering



Coding Assistants

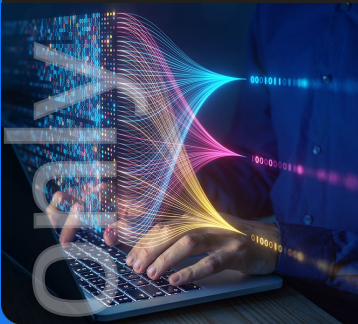
Low code / no-code platforms

Automated code testing

AI driven deployment.

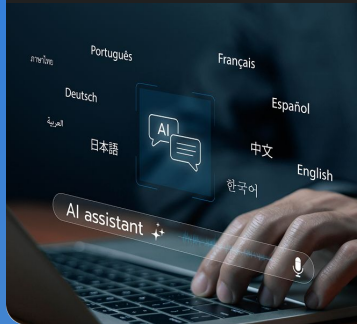
AI embedded in our products is driving additional value for customers

Simplifying setup



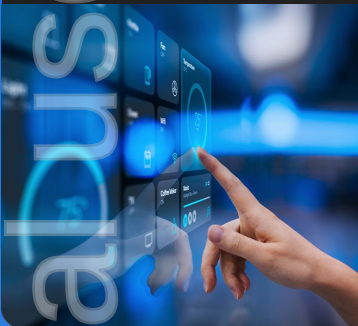
- Customer content optimisation
- Setup improvement suggestions
- Setup error detection
- Automation

AI powered support



In-product, dynamic, multilingual assistance

AI powered analysis



AI analysis of customer dashboard data to deliver actionable insights

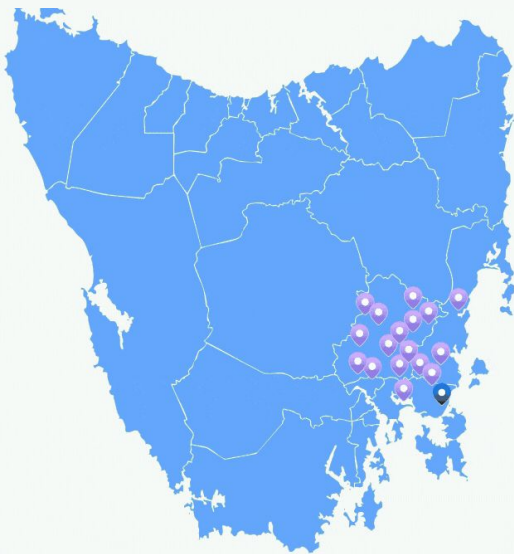
Predictive analytics



Pricing - in partnership with IDeaS

Dynamic performance forecasting

AI in product - Next generation hotel clustering techniques

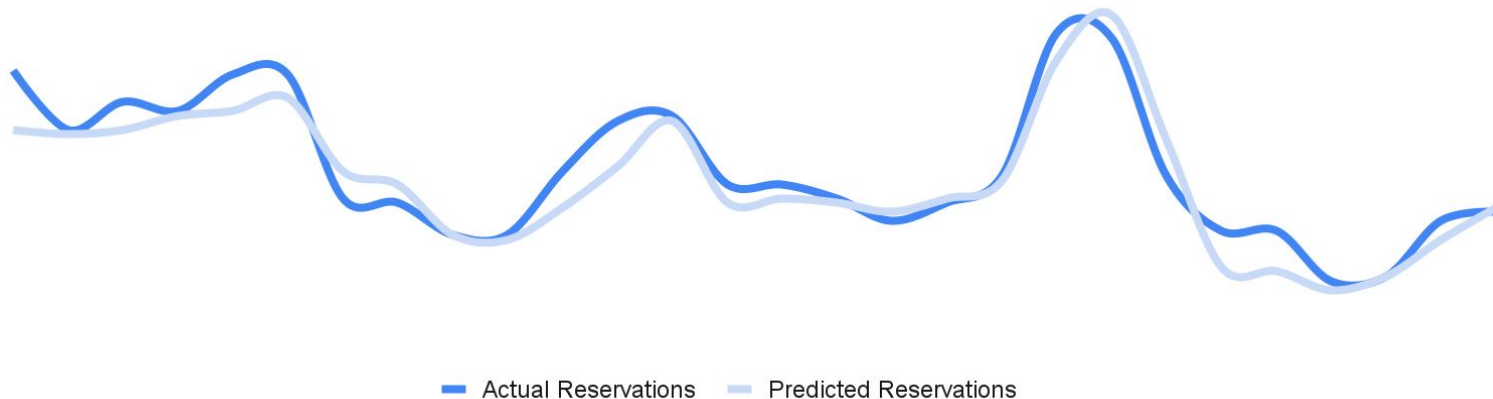


Hotel clustering is the practice of grouping properties that are most comparable to your own

SiteMinder is taking this a step further, leveraging AI to go beyond traditional parameters to shape commercial strategies in ways hoteliers never dreamed of

AI in product - Predictive analytics and demand forecasting

SiteMinder Demand Forecasting - Actual vs Predicted Property Reservations over 30 day period



SiteMinder is leveraging AI to deliver **statistically rigorous forecasting tools** for hoteliers.

Hotelier's will be able to forecast demand. Based on historical data, **the model is >90% accurate for the market.**
On a property basis, accuracy is >90% for near term demand and >80% for medium term demand.

Key takeaways for SiteMinder's approach to data & AI

- 
- **Competitive advantage** fueled by data assets of unmatched scale, breadth, and depth
 - **Foundations in-place** to capitalise on our competitive advantage
 - **Widespread AI adoption** across the business. Delivering meaningful **productivity gains at attractive ROI**
 - AI is supporting the **development of next generation capabilities** for hoteliers

Go to Market Overview



Trent Innes
Chief Growth Officer



SiteMinder's GTM machine - Unmatched global scale and consistency

Americas

Offices: Dallas, Mexico City

FY25

9.9k properties
1.1k net properties added
>5x LTV/CAC



Europe, ME, & Africa

Offices:

Barcelona, Berlin, Galway, London

FY25

24.0k properties
2.7k net properties added
>5x LTV/CAC



Asia & Pacific

Offices:

Bangkok, Manila, Pune, Sydney

FY25

16.2k properties
1.8k net properties added
>5x LTV/CAC



Global multi channel go-to-market engine

Direct

Sell to...



Expert partners

Sell with...



Reseller network

Sell thru...



Technology partners

**Hotel tech
aggregators**



**Platform in
8 Languages**



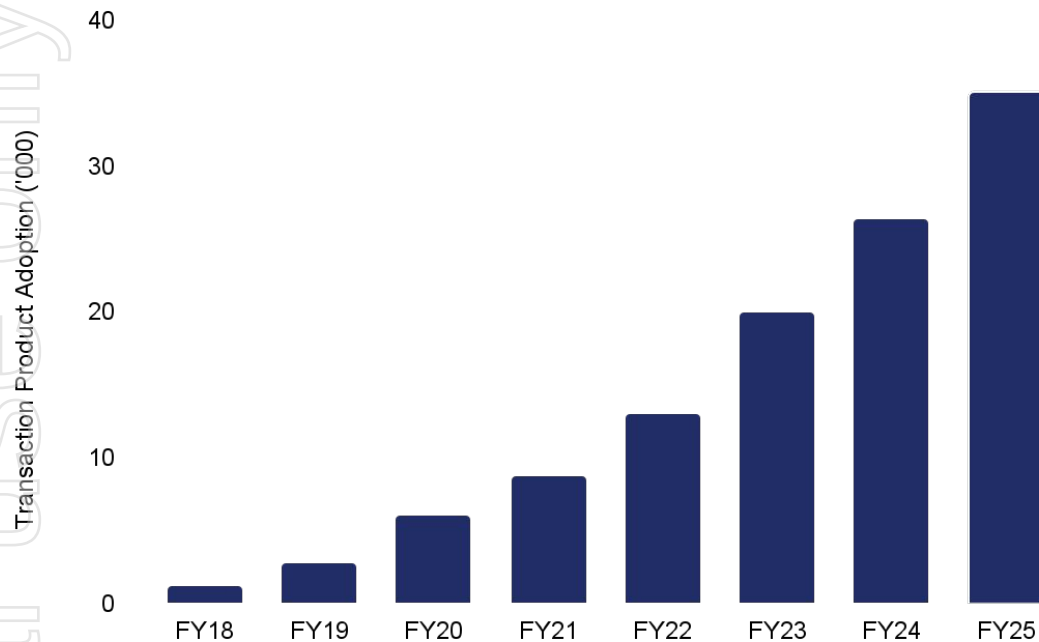
**Multilingual
sales team
15+ languages**



**GTM resources
deployed across
20 countries**

Strong track record of upsell success

SiteMinder transaction product adoption



Strong **culture** of upselling supported by industry leading sales **infrastructure**

Executed at **low incremental cost** and **strong unit economics**.

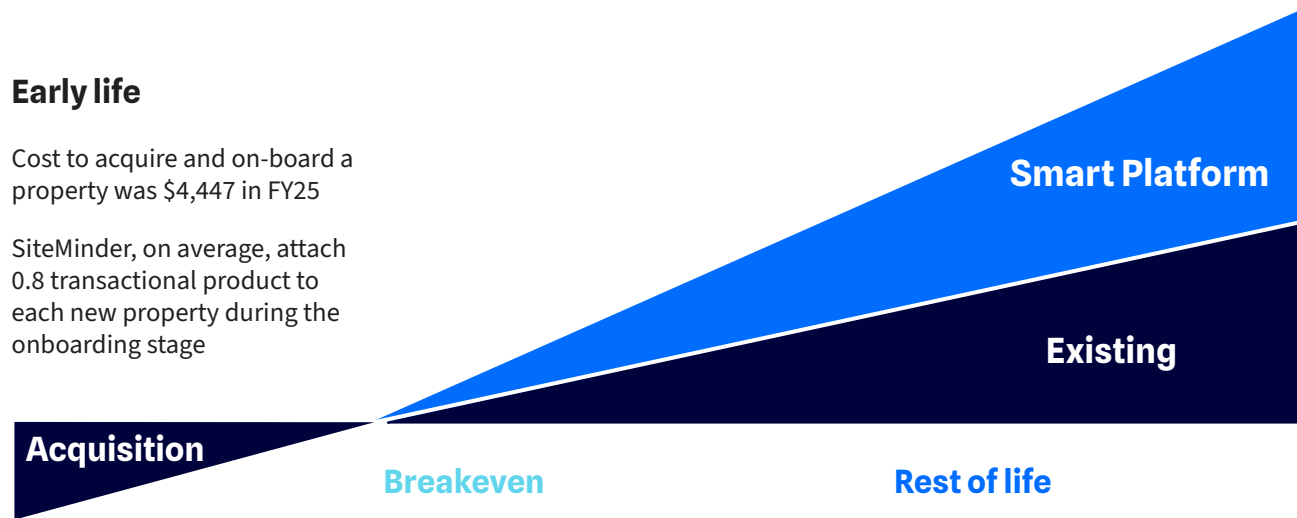
The journey of a SiteMinder customer

Cumulative profitability over the lifetime of a typical SiteMinder customer

Early life

Cost to acquire and on-board a property was \$4,447 in FY25

SiteMinder, on average, attach 0.8 transactional product to each new property during the onboarding stage



Acquisition

Breakeven

~16 months to recoup cost of acquisition, improved from over 20 months in FY19

Significant opportunities to improve with Smart Platform

Rest of life

Modest costs associated with ongoing upsell motions - leveraging digital pathways, AI, and automation

Average life in excess of 8 years

Smart Platform

Existing

Strengthening our GTM

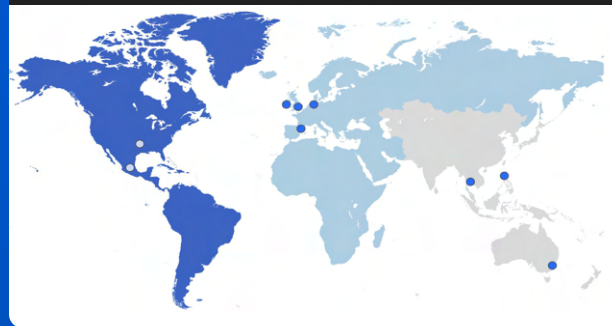
More experienced



Outcome based sales



Global



Alignment of incentives



Winning GTM playbook



AI and technology



GTM outcomes

Larger properties

Room growth

accelerated

Upsell success

Transaction attach velocity

+2.0x

over 3 years

Efficiency

Stable CAC

\$4.4k

while LTV has expanded 23% in two years

SiteMinder's GTM engine is delivering high quality strong growth at attractive unit economics

for internal use only

SiteMinder
We put you in demand.



Financials



Tim Howard
Chief Financial Officer



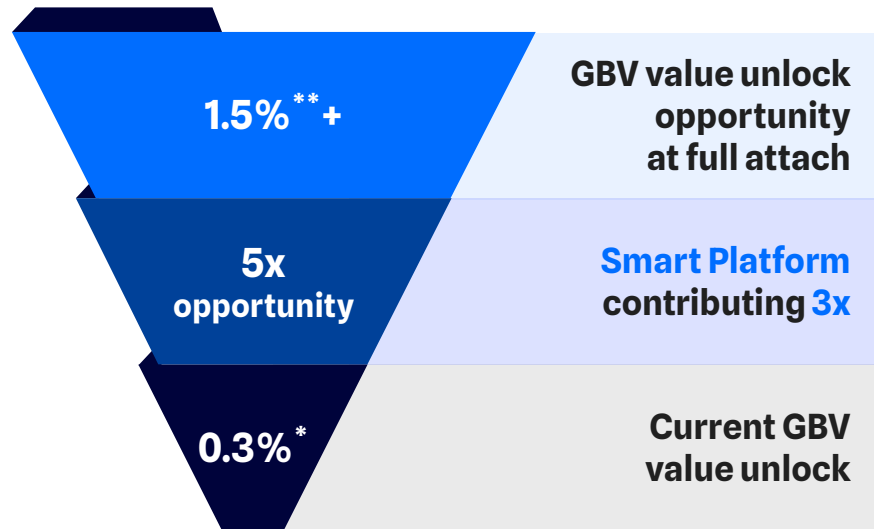
Substantial value unlock opportunities



\$85b+
Gross Booking Value



250m+
Room Nights



SiteMinder has significant value unlock opportunities even within its existing customer base

* Current GBV value unlock is calculated as SiteMinder's FY25 annual recurring revenue (ARR) as a percentage of gross booking value

** The "Opportunity at full attach" is the above calculation with the assumption that SiteMinder's customers will adopt the full range of its products, with usage rates mirroring current experience.

Substantial customer growth opportunities



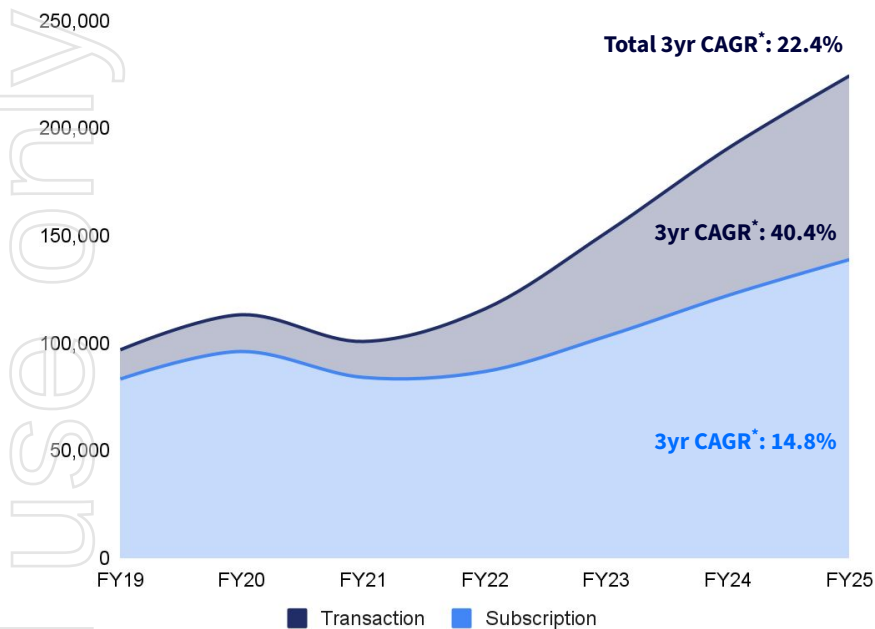
Significant customer growth opportunities with an **opportunity set in excess of 25m rooms and 1m properties.**

SiteMinder is **targeting larger properties** whose greater gross booking value increases **long term revenue opportunities.**

Significant opportunities remains with **smaller independent properties**, where **technology adoption remains low.**

Hybrid Model: Faster growth, subscription-like margins

SiteMinder's revenue growth profile (A\$k)



*3yr CAGR on a constant currency and organic (ex-non operating items) basis

Subscription - Predominantly fixed fees for SiteMinder Platform and Little Hotelier

Transaction - Variable fees from SiteMinder Pay, Demand Plus, GDS, and from FY25 the Smart Platform

Land and expand hybrid revenue model - combining fixed subscription fees, and transaction fees for add-ons.

SiteMinder, through the Smart Platform, is **adding transaction revenues with subscription-like-margins**.

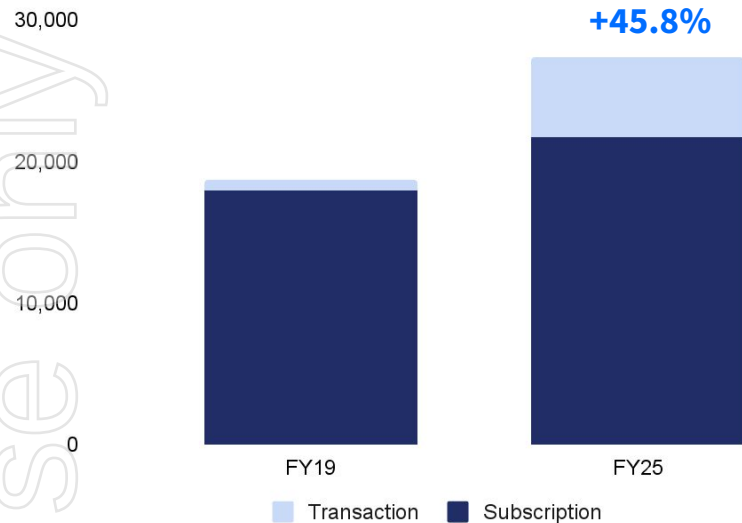
SaaS companies with hybrid revenue models have:

- **Stronger growth¹** - median growth of 21% and top quartile growth of 40%.
- **Better customer outcomes** - lower barrier to entry for product adoption
- **Higher net revenue retention and stronger unit economics** - through reduced dependence on new customer acquisition.

¹Maxio - 2025 Pricing Trends Report

Stronger unit economics at scale

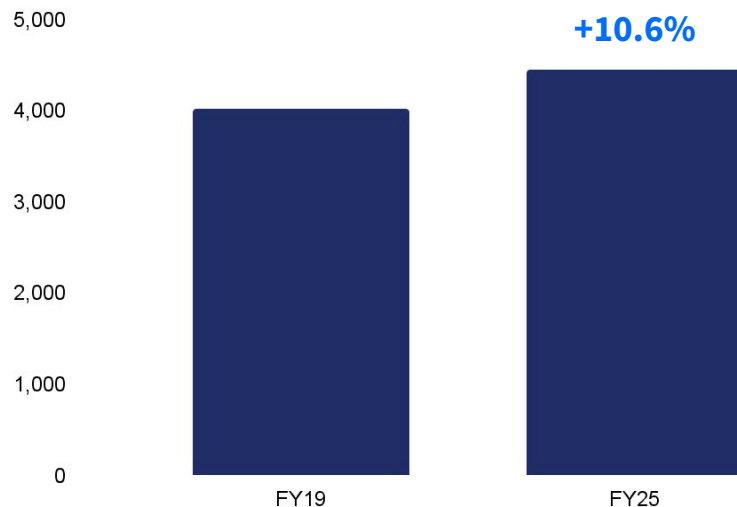
Customer lifetime value (LTV, A\$)



Subscription LTV driven by CPI price increases, tier packaging, and customer mix.

Transaction LTV driven by product adoption and usage rates

Customer acquisition unit cost (CAC, A\$)



CAC increased 10.6% over six years, and **down on an inflation adjusted basis**.

Minimal incremental CAC required to complete upsell

Efficient and attractive risk adjusted growth

Subscription

Transaction

Smart Platform

Products

SiteMinder Platform
Little Hotelier

Demand Plus (Metasearch)
Pay
GDS

Smart Distribution Program
Channels Plus
Dynamic Revenue Plus

Revenue Growth Outlook

Mid-teens

Ahead of Subscription

Significant

Gross Margin

Mid-high 80%

Low 30%.
Costs largely variable

‘Subscription like’

Sales & Marketing

Majority of spend

Minimal - sold as ‘add-on’

**Modest - sold as ‘add-on’ but
some on-boarding effort**

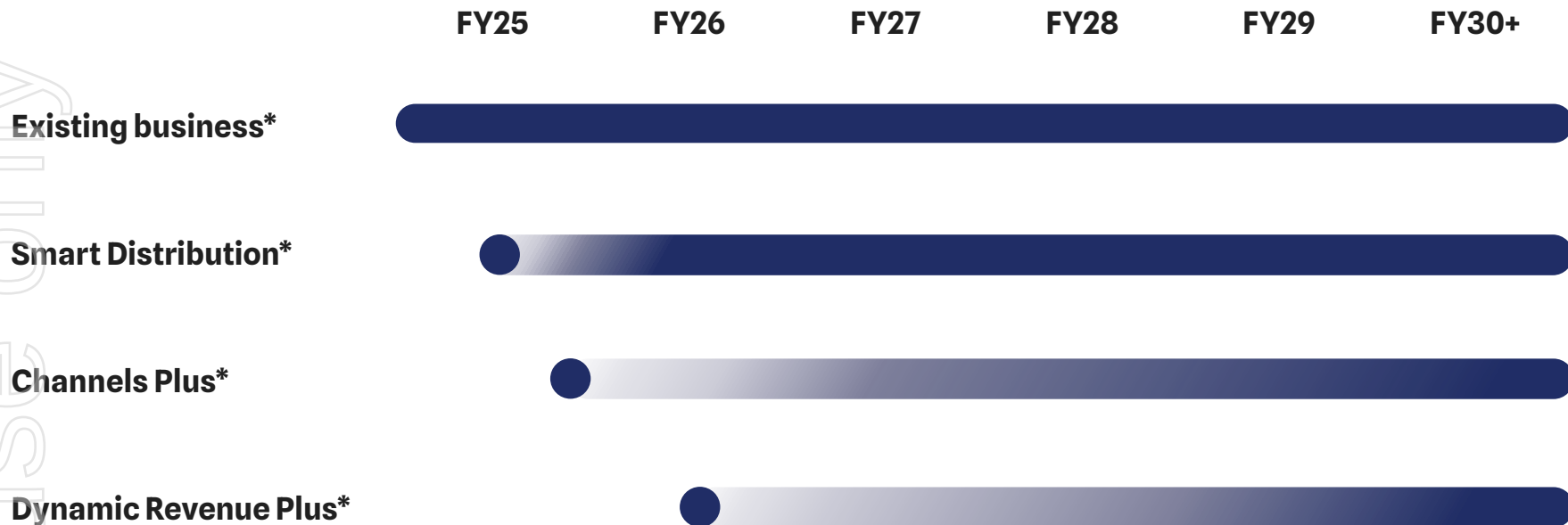
Cash R&D

Represents a material
proportion of R&D budget

**Modest - 3rd party technology
infrastructure**

Represents a material
proportion of R&D budget

Smart Platform to accelerate SiteMinder towards 30% revenue growth



*Colour gradient is indicative of expected revenue maturity of product. Darker colour represents greater maturity.

Outlook Reiterated

Building on FY25's 27.2% ARR growth (cc,organic) and second-half revenue momentum, SiteMinder is positioned to deliver strong ARR and revenue growth (cc,organic) in FY26, while continuing to improve underlying EBITDA, free cash flow, and Rule of 40 performance.

SiteMinder is focused on scaling growth through Smart Platform adoption, product expansion, and global market penetration. The Smart Platform remains early in its adoption and monetisation curve, providing significant long-term potential across SiteMinder's global footprint.

As the Smart Platform scales and matures, it positions SiteMinder to accelerate towards 30% revenue growth in the medium term, while maintaining profitability discipline and continued optimisation of Rule of 40 performance.



¹ Rule of 40 is the sum of a software company's revenue growth and profit margin. For the purpose of calculating its Rule of 40 performance, SiteMinder defines revenue growth as constant currency organic revenue growth which removes the impact of currency movements, acquisitions, divestments, and non-operational items. SiteMinder defines profit margin as underlying free cash flow margin, which is calculated as the sum of reported operating and investing cash flow divided by revenue, adjusted for non-recurring items.

SiteMinder: The global intelligence, revenue and distribution platform for hotels

Redefined

- From connectivity to the **Revenue Flight Deck** - an integrated solution **unifying** all aspects of intelligence, revenue management and distribution

Opportunity

- **5x GBV value unlock** within existing customer base and product offering
- **10x room growth** potential
- **Industry adoption** of revenue management solutions **is low**

Execution

- **Smart Platform adoption scaling** across Dynamic Revenue Plus, Channels Plus, Smart Distribution
- **Global GTM engine** with strong unit economics and **execution track record**

Competitive advantage

- The only **fully unified** revenue and distribution solution with scale
- Powered by unmatched **data breadth** and **scale** for AI insights



SiteMinder customer North Beach Resort, Brittain Resorts & Hotels, South Carolina, USA

Annual Recurring Revenue (ARR)

ARR is the prior month's recurring subscription revenue multiplied by 12 and the prior quarter's transaction revenue from subscriber customers multiplied by four (assuming any promotions have ended). ARR provides a 12-month calculation of revenue at a point in time, assuming other factors such as subscriber numbers, transaction volumes, pricing and foreign exchange remain unchanged. ARR does not represent the Group's actual results, is not a financial forecast and should not be used in isolation as a forward-looking indicator of revenue.

Constant Currency (CC)

Constant currency comparisons for all metrics are based on budgeted exchange rates. AUD/USD 0.66 | AUD/GBP 0.51 | AUD/EUR 0.60.

Customer Acquisition Cost (CAC)

Customer Acquisition Cost (CAC) is calculated by the total sales, marketing and onboarding expenses over a period, less any setup fees charged in the period, divided by the number of gross new properties acquired in the period. Figures are on a rolling average depending on the period covered i.e. 6 months for half year or 12 months for full year.

Lifetime Value (LTV)

LTV is the recurring (subscription + transactional) gross margin expected from a property over the lifetime of that property. It is calculated by taking the monthly average ARPU over the trading period, multiplied by the gross margin percentage, divided by Monthly Revenue Churn. Figures are on a rolling average, depending on the period covered i.e. 6 months for half-year or 12 months for full-year.

Monthly ARPU

Average revenue per user (or property) measures the average revenue from each customer and is used in calculating LTV. It also indicates if the value of a customer is increasing or decreasing on average and helps management to analyse the performance of the business and make decisions on pricing and investment. It is calculated by using monthly recurring revenue and dividing it by number of properties for each respective month. The monthly ARPU is presented as the average of the last 6 months for half year or 12 months for full year.

Monthly Revenue Churn (%)

The value of monthly recurring revenue attributed to subscribers who terminate their contract with us in a month, expressed as a percentage of the total monthly recurring revenue at the start of that month. Monthly Revenue Churn is used by management to assess customer retention. If Monthly Revenue Churn increases, then the Group LTV declines and vice versa, if the Group Monthly Revenue Churn decreases, the Group's LTV increases. It is a metric which relies on an average of past performance and isn't indicative of the churn at the current point in time or of future performance.

Monthly Net Revenue Churn is calculated by deducting the value of upgrades in recurring revenue of existing subscribers from the churned revenue, before expressing as a percentage of the total monthly Recurring Revenue.

Properties (Customers)

Properties means each unique property which subscribes to one or more of SiteMinder's products. Customers with multiple products that are linked to the same property are counted as a single property.

Investor relations

Paul Wong

investor.relations@siteminder.com

Media enquiries

Zoë Lee

media@siteminder.com



siteminder.com/investor-relations