



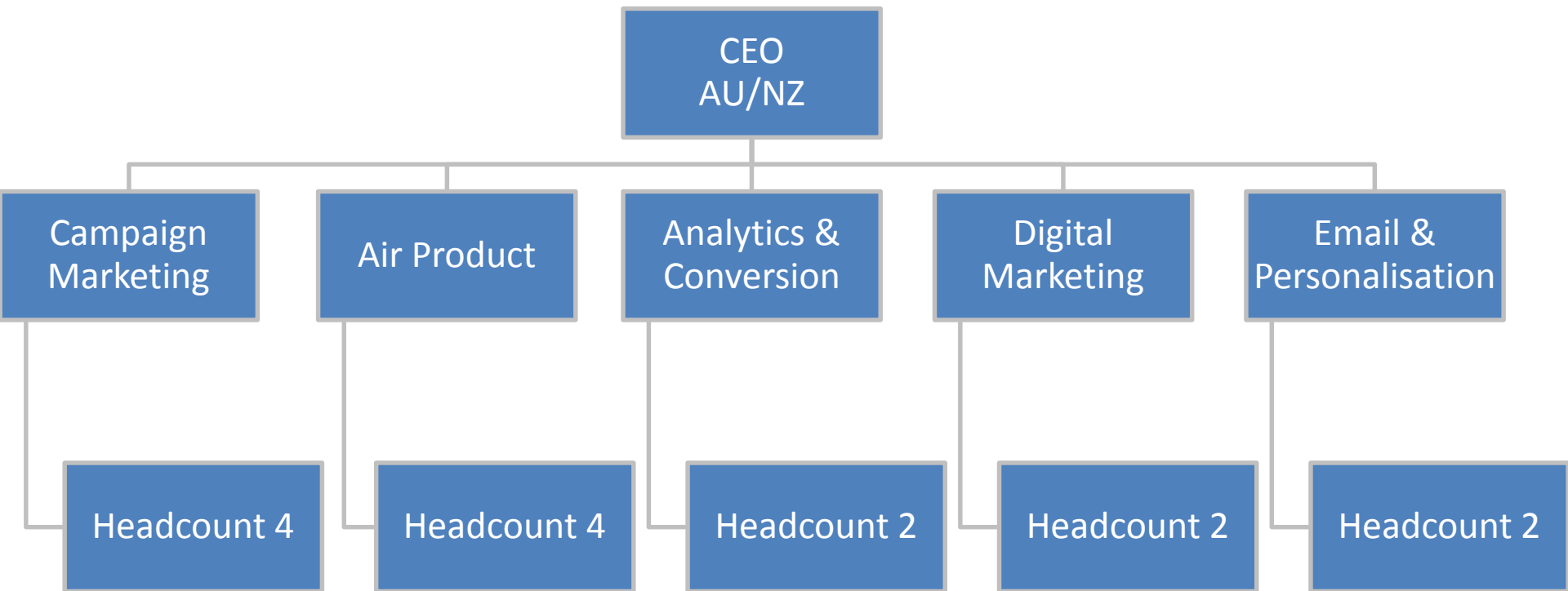
SunHotels



B2C: Webjet and Zuji Australia & New Zealand

Investor Briefing
November 26th

The AU/NZ Team



Webjet AU Advertising shift

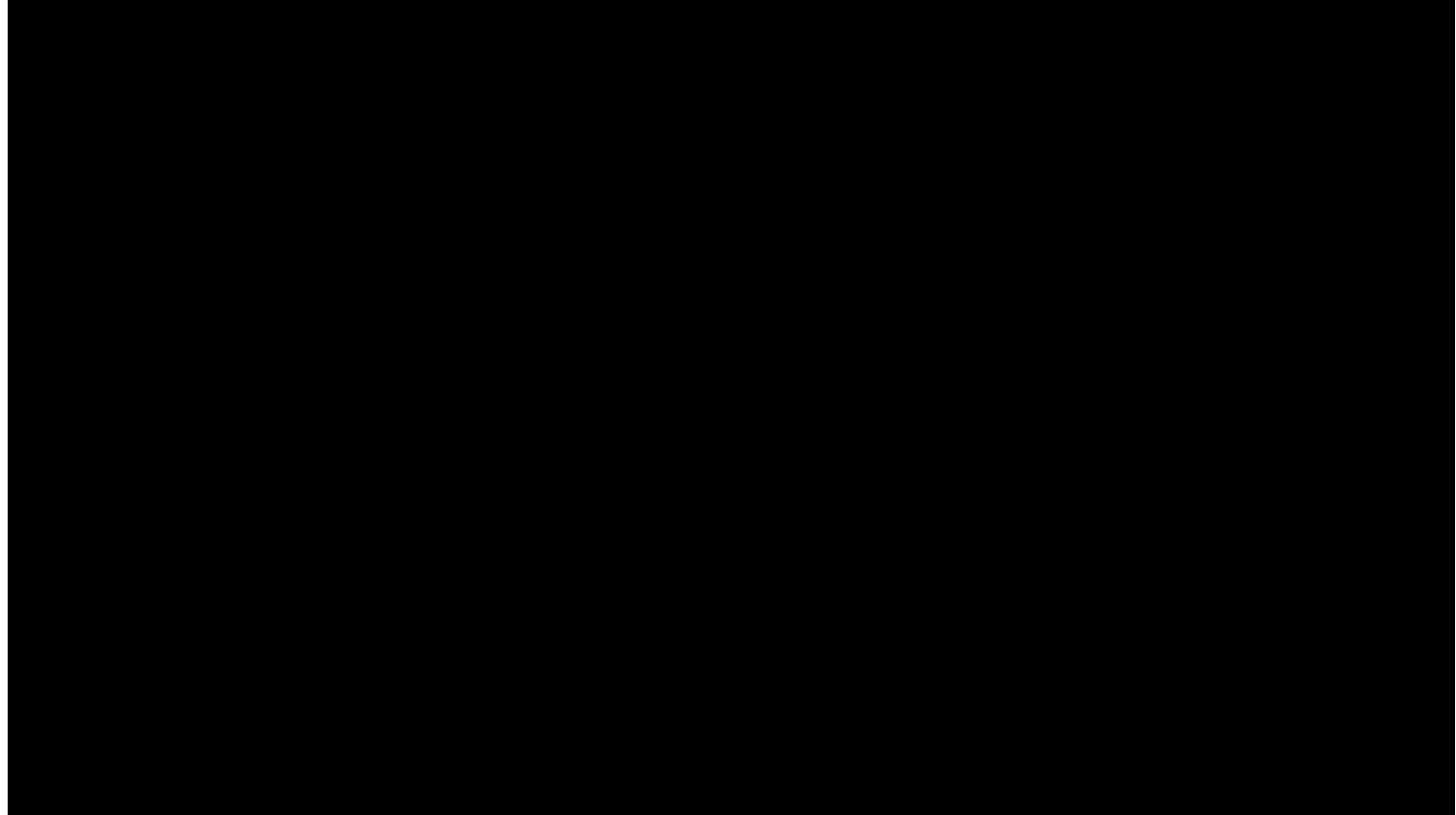
- Reduced sports sponsorships to just Sydney FC
- Ceased billboard campaign
- Increased TV advertising using brand messaging to convey omni-platform capabilities



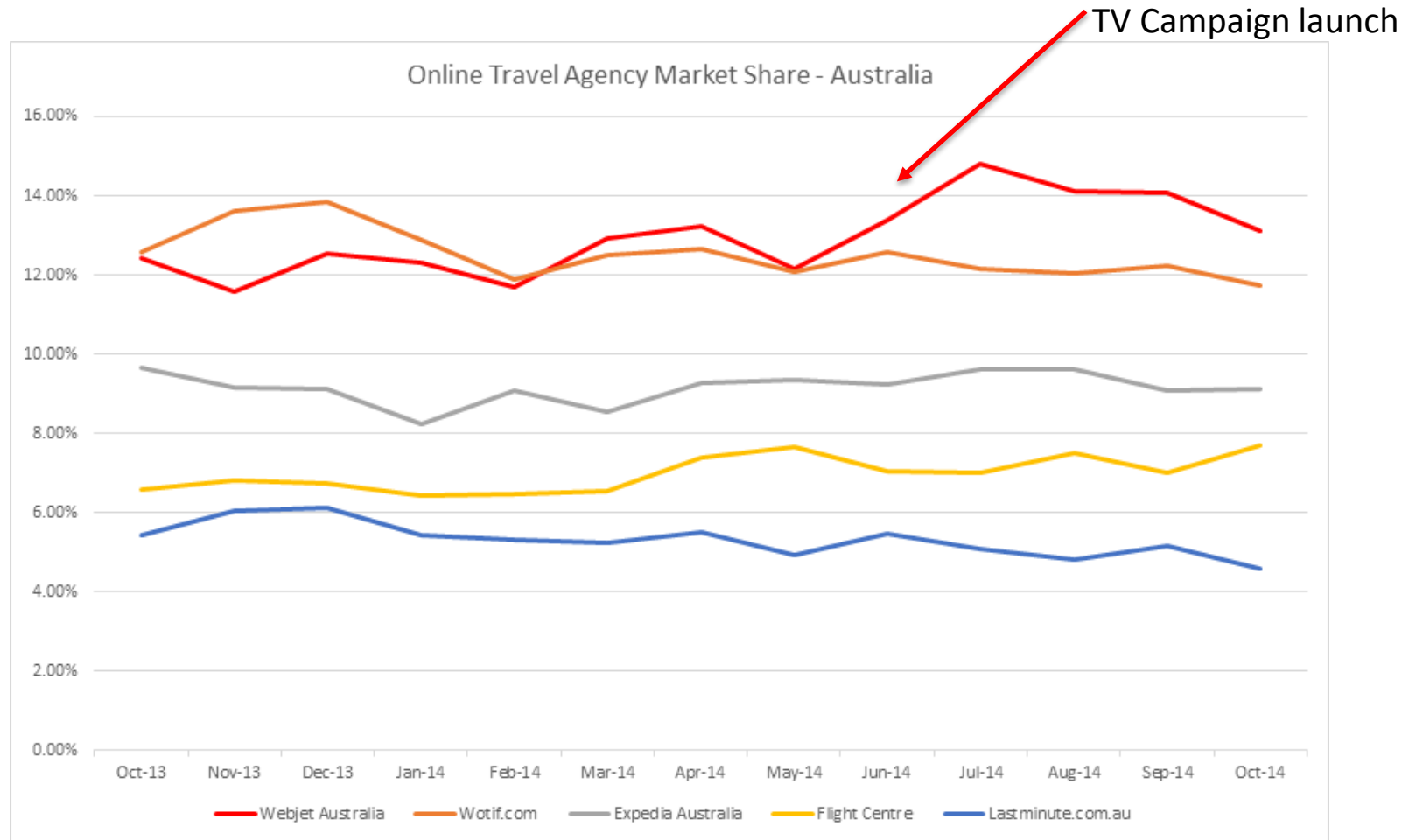
Brand Television Commercial



Tactical Television Commercial

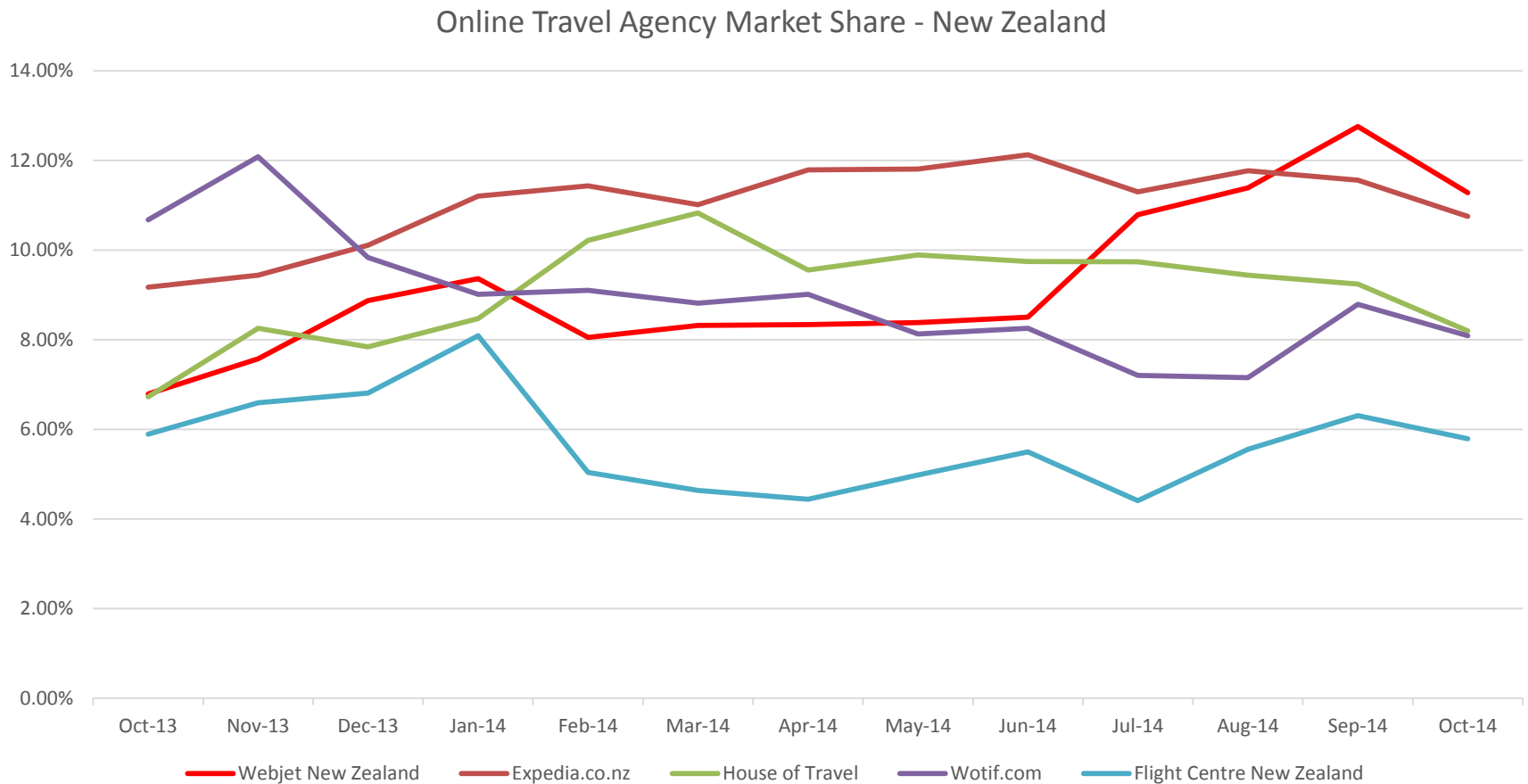


Webjet Market Share Increasing



Source: Hitwise internet visitation reports, Online Travel Agency Category 2014

New Zealand Market Share Rising

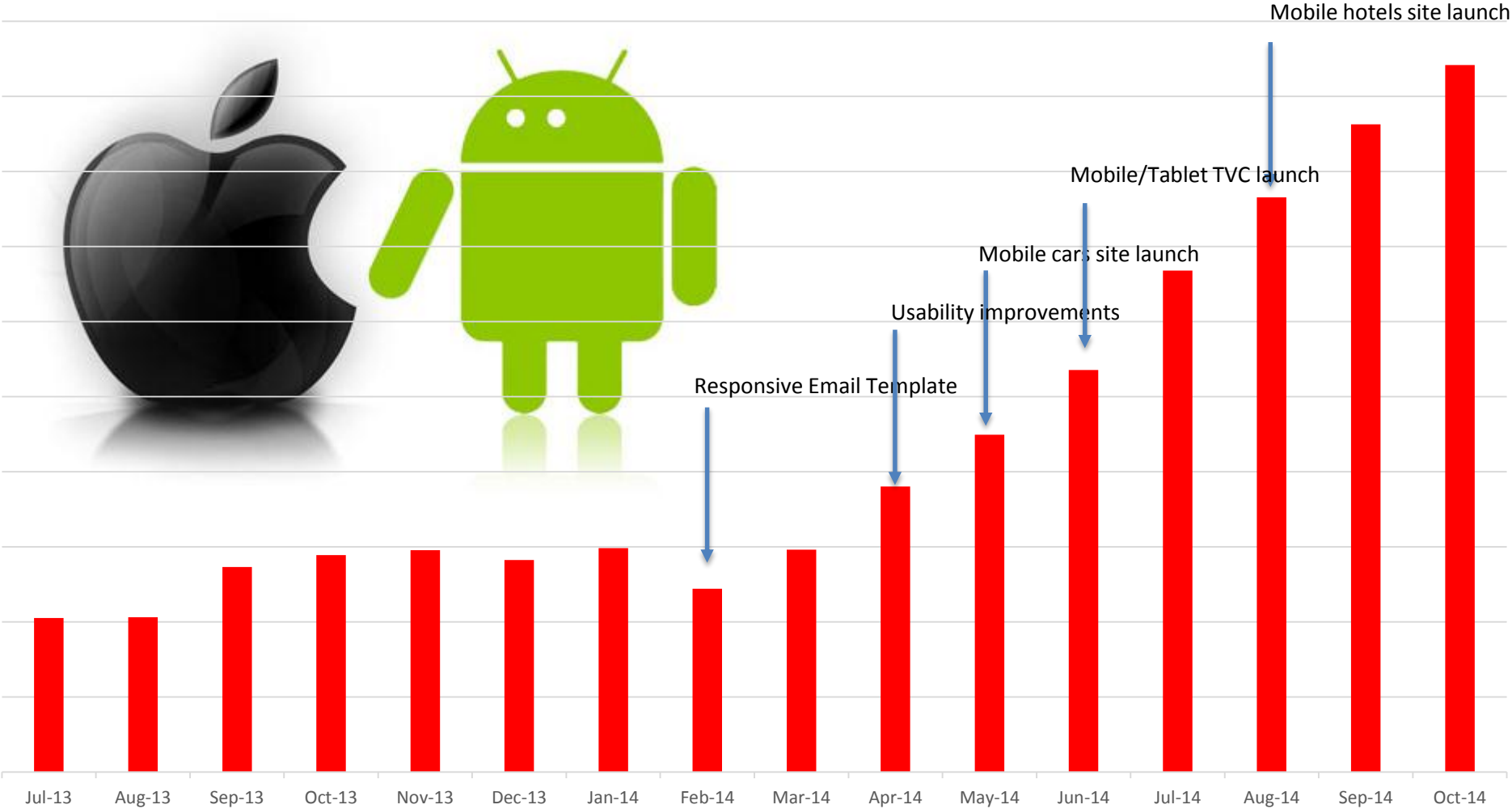


Source: Hitwise internet visitation reports, Online Travel Agency Category 2014



Investment Propelling Mobile Growth

Webjet Australia Mobile TTV



ZUJI Differentiation

- Brand position: “Let ZUJI be your finder”
- Driven efficiency in marketing spend
- Improved conversion through buying better quality traffic and optimised pricing strategy
- Attracting incremental TTV from META sites
- >90% of ZUJI customers are incremental to the Webjet group, minimal cannibalisation



The Future

- Continue mobile platform investment
- Personalise user interactions
- Increase product range e.g. Air Asia
- Adding flight ancillary products in path
- Increase conversion across all devices
- Continue to grow:
 - Exclusives
 - Cruises
 - Dynamic Packages

Thank You

