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23 November 2020

The Manager
Markets Announcement Office
ASX Limited
Level 4, 20 Bridge Street
SYDNEY NSW 2000

Dear Sir/Madam,

Please find attached the Helloworld Travel Limited 'Helloworld Announces the Acquisition of CruiseCo & Renewed Partnership with Qantas' ASX Announcement.

Yours faithfully,



David Hall
Chief Financial Officer
Helloworld Travel Limited
Ph: +61 3 9867 9600

Authorised for release by Helloworld Travel Limited's Board of Directors.

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ASX ANNOUNCEMENT

Melbourne 23rd November, 2020

HELLOWORLD ANNOUNCES

THE ACQUISITION OF CRUISECO &

RENEWED PARTNERSHIP WITH QANTAS

Helloworld Travel Limited (ASX: HLO) has entered into an agreement to acquire cruise wholesaling specialist, CruiseCo.

CruiseCo is a specialist cruise package wholesaler founded 20 years ago by Kevin Dale, Phil Hoffman and Steve Lloyd. Prior to the onset of COVID-19, the business had annual TTV of circa $70 million from its member agents throughout Australia.

The acquisition aligns with HLO's strategy of expanding its cruise offerings in Australia and New Zealand and the business is complementary to HLO's existing cruise wholesale business, Seven Oceans Cruising, which prior to COVID-19 had annualised TTV of circa $110 million. The acquisition will be funded from existing cash reserves and the purchase price is not considered material.

Cinzia Burnes, HLO Executive Director said "These two businesses, when combined, provide Helloworld Travel with a comprehensive range of cruise options for our retail agencies in Australia and New Zealand. Given the recent demand for some 2022 specials in the market, the positive news around both the development of a vaccine and rapid testing capabilities, we are confident that demand for cruising will come back strongly from 2022 and we look forward to working with our cruise partners and agencies to capture that demand."

HLO also announced today it has renewed its partnership with Qantas with a new three-year commercial agreement to sell the national carrier's fares and products until 2023.

The new multi-year agreement provides Helloworld Travel with the confidence to sell Qantas both today and as the industry starts to recover.

HLO CEO and Managing Director, Andrew Burnes, commented that the long term agreement provides commercial certainty for Helloworld and its agency networks and allows the business to take the lead with opportunities to sell Qantas products.

"We have had a longstanding partnership with Qantas and the continuation of that was an important component in securing our position as their leading travel agency partner and ensures our owned businesses and agency networks can continue to sell Qantas with confidence", Mr Burnes said.

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Qantas Executive Manager, Global Sales & Distribution, Igor Kwiatkowski said the new agreement was representative of the long-term collaborative partnership the airline had with Helloworld Travel.

“This agreement helps cement our long-standing relationship with Helloworld Travel as their number one airline supplier in Australia.

Despite the devastating impact of COVID-19 on the industry, we’re starting to see really positive momentum from the trade as domestic travel restrictions start to ease.

We are pleased to be working together to focus on opportunities that benefit our businesses - including joint marketing and sales activities - as the travel industry starts to recover.” said Mr Kwiatkowski.

- ENDS -

This announcement has been approved by the Board.

David Hall
Company Secretary

About Helloworld Travel Limited

Helloworld Travel Limited (ASX: HLO) is a leading Australian & New Zealand travel distribution company, comprising retail travel networks, corporate travel management services, destination management services (inbound), air ticket consolidation, wholesale travel services, and online operations.

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