

# 2021

ANNUAL GENERAL MEETING



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**ExperienceCo.**  
LIMITED

EXPERIENCECO.COM

# BOARD OF DIRECTORS



**KERRY (BOB) EAST**

Independent Chairman

Chair – Remuneration & Nomination  
Committee  
Member – Audit & Risk Committee



**ANTHONY BOUCAUT**

Non-Executive Director & Founder



**MICHELLE COX**

Independent Non-Executive  
Director

Member – Audit & Risk Committee  
Member – Remuneration &  
Nomination Committee



**NEIL CATHIE**

Independent Non-Executive Director

Chair – Audit & Risk Committee  
Member – Remuneration & Nomination  
Committee



**JOHN O'SULLIVAN**

Executive Director  
Chief Executive Officer

# FY21 FINANCIAL HIGHLIGHTS

Financials reflected the first phase of COVID recovery ahead of the delta variant emerging in late FY21

Revenue from continuing operations

**\$44.4m**

Underlying EBITDA<sup>1</sup>

**\$6.8m**

Tandem Jumps

**63,925**

Cash and cash equivalents

**\$13.3m**

Loss from continuing operations

**\$4.8m**

NTA per share (cents)

**11.5**

GBR Experiences<sup>2</sup>

**111,818**

Net Debt<sup>3</sup>

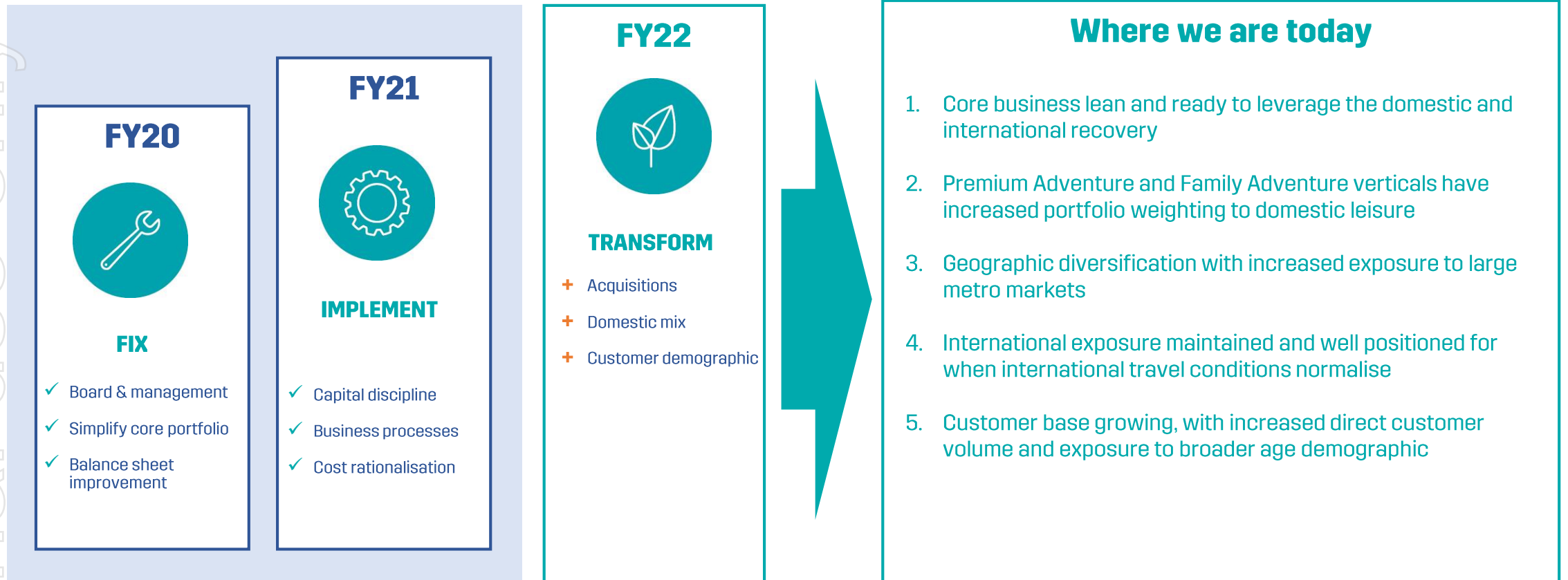
**\$2.8m**

## Notes

- 1 Underlying EBITDA from continuing operations. For reporting periods from 1 July 2020 the Group presents the Underlying EBITDA including AASB 16. All comparatives in this presentation have been presented on a consistent basis.
- 2 Based on fare paying customers
- 3 Net debt at 30 June 2021, including asset finance obligations ('finance leases') of \$8.2 million

# STRATEGIC RESET

Business simplification completed. Portfolio and balance sheet reset with recent corporate activity



# THE YEAR AHEAD

Near term outlook improving. COVID recovery expected to be a medium-term proposition



## **Domestic demand expected to rebound strongly as markets reopen**

Domestic restrictions are expected to further ease ahead of peak summer period



## **COVID recovery will be a medium-term proposition for international markets**

International travel 'friction' (testing and quarantine) as well as return of aviation capacity will be key factors to the velocity of recovery until ~2024



## **Continue to invest to ensure business is well positioned to respond as domestic and international markets open up**

Business, safety and business system overhauls completed. Next focus area is CRM



## **Recent acquisitions improve long term portfolio quality**

Premium Adventure and Treetops Adventure acquisition rebalances portfolio with a higher weighting to domestic growth categories



## **Strong balance sheet enables business to grow through the COVID recovery**





















Balance sheet repair bolstered by recent capital raise, with trading conditions anticipated to improve over summer season



# COVID-19 RECOVERY

Improved EXP portfolio quality via increased exposure to domestic leisure markets

## DEMAND OUTLOOK BY MARKET VERTICAL<sup>1</sup>

Event	Localised lockdowns easing	Interstate borders openings	International tourism markets commence <sup>2</sup>	International tourism pre pandemic levels
Anticipated timing	Q2 FY22	Q3 FY22	Q1 FY23	~ FY24 to FY25
Trees Adventure				
Skydive Australia				
Skydive New Zealand				
GBR Experiences				
Premium Adventure				

### Notes

1. Activity levels compared against pre-COVID activity levels are an estimate only and provided for illustrative purposes
2. Meaningful international travel is not expected in FY22

## FY22 STRATEGY

- Continue to grow market leadership positions in Skydiving and GBR Experiences via new product development
- Ensure operations are positioned to flex as demand improves
- Maintain well capitalised balance sheet
- Increase exposure to domestic tourism and leisure markets while maintaining medium term exposure to international market recovery
- Continue participation in eligible Federal and State Government industry support and growth programmes
- Continue to develop and maintain more direct relationships with customers

## KEY ACTIONS

- Integration of recent acquisitions
- Balance sheet strength provides flexibility to execute organic and acquisition growth opportunities
- Further investment in customer facing technology

# GROWING THROUGH THE RECOVERY

Business in better shape than ever to respond to consumer demand as domestic and international markets return

## GBR PONTON

- Targeting to have operational in early 2022, with an expected minimum economic life of 15 years
- Newest piece of Cairns based tourism infrastructure on Great Barrier Reef in last 10 years
- Positive response from travel trade and timing well placed for return of key domestic markets



## SURFERS PARADISE HELI SKYDIVE

- Partnership with Sea World Helicopters and Gold Coast City Council commenced from July 2021
- Up to 10,000ft Skydive over Surfers Paradise, landing on northern end of Main Beach
- Premium priced product for Skydive, unique offering in Australia
- Product joins Melbourne (St Kilda) and Perth CBD as urban Drop Zones



## CONTINUOUS IMPROVEMENT

- Launch of DoneSafe, our online safety portal and successful rollout throughout business
- Implementation of Genesys reservations phone system
- Standardisation of reservations systems across GBR Experiences business
- Automated check-in, online waiver and pre-arrival systems now in place across Skydive and GBR Experiences
- Rollout of product websites nearing completion, with Skydive Australia website launched in October



## COMMUNITY & ENVIRONMENT

- Community partnership with Mental Health Research agency, Black Dog Institute, to launch CEO Skydive in April 2021 – raising close to \$250,000
- Partnership established with Stellar Experiences to provide experiences and outings for young people living with disability
- Continuation of partnership with Citizens of the Great Barrier Reef whilst also working with the MARS Family Foundation with a focus on reef regeneration
- Dreamtime Dive boats supporting indigenous rangers and local indigenous communities



# TREETOPS ADVENTURE

Completion on track for November 2021 ahead of peak trading period

**+400k**

Visitations in FY21

**14**

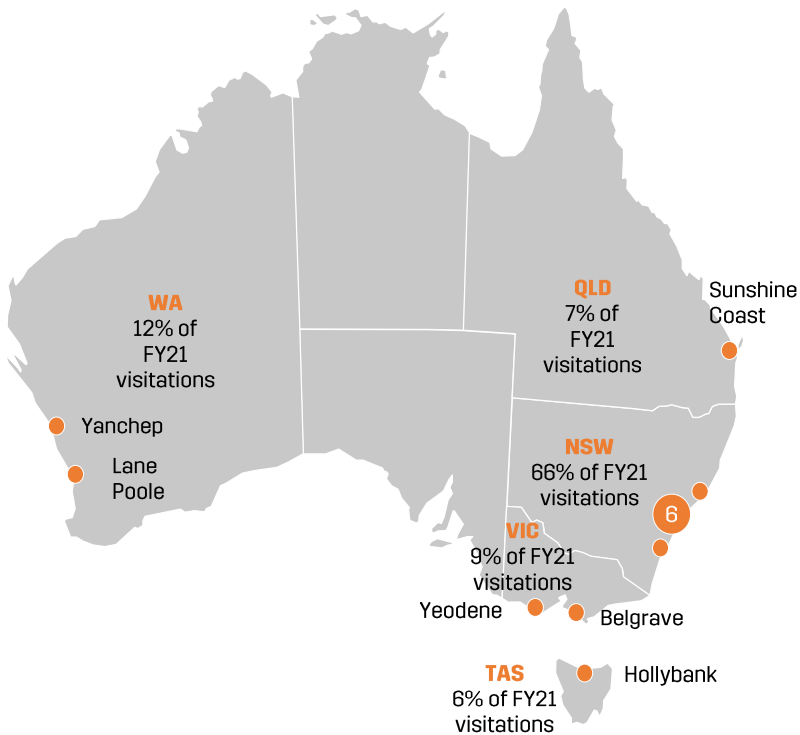
Sites

**>85%**

Direct bookings<sup>1</sup>

**>95%**

Local/self drive<sup>1</sup>



- ✓ Completion on track for November 2021
- ✓ Recommended operations in NSW on 12 October, with strong weekend trading in Sydney and Central Coast sites
- ✓ Treetops Adventure brand launched in October
- ✓ FY22 new sites progressing to schedule, with Ku-ring-gai on target to be open in December 2021

**FY22**

**2**

New Sites opening

**Ku-ring-gai**

December 2021

**Daintree**

June 2022

## Notes

<sup>1</sup> Pre-pandemic % of visitations



# WILD BUSH LUXURY

Integration progressing well and strong forward bookings for 2022 and beyond

## PREMIUM ADVENTURE



ARKABA | SOUTH AUSTRALIA



BAMURRU PLAINS | NORTHERN TERRITORY



MARIA ISLAND WALK | TASMANIA

## ACQUISITION UPDATE

- Wild Bush Luxury acquisition completed in July 2021
- Maria Island Walk completion imminent, with record bookings for the coming summer season
- Trading in Q1 impacted Wild Bush Luxury season due to domestic border restrictions
- Forward pipeline building for strong 2022 calendar year and bookings into 2023

## GROWTH

- Organic growth opportunities, including Expressions of Interest (EOIs) for new walk offerings and expansion of existing camps
- Integration of Wild Bush Luxury sales and reservation teams into EXP
- Focus on new online platform, pricing and cost of customer acquisition
- Pipeline of 'bolt on' acquisition opportunities

# BALANCE SHEET

Well capitalised balance sheet enables business to grow through the COVID recovery

## STRATEGIC RESET

- ✓ Divestments used to deleverage the business
- ✓ Debt levels minimised through the pandemic
- ✓ Capital raise positions the business for growth

## BALANCE SHEET STRONGER THAN EVER

- ✓ Net cash position (proforma for Trees Acquisition)
- ✓ Cost control and capital management disciplines now embedded
- ✓ Cash generation to improve as markets reopen from Q2 FY22

## CAPITAL MANAGEMENT GOING FORWARD

- ✓ Debt financing options anticipated to improve heading into FY23, as trading conditions and earnings improve
- ✓ Target Net Debt to Underlying EBITDA < 1.0 x

# TRADING UPDATE & OUTLOOK

FY22 earnings to be weighted to second half. Business will be well positioned to capitalise on reopening heading into the peak summer period

## RECENT TRADING

- Consistent with previous updates the metropolitan lockdowns have significantly impacted trading in Q1 FY22, with an Underlying EBITDA loss of ~\$3 million
- NSW Drop Zones recommenced in late October following the easing of stay at home orders, and we are optimistic for Victoria to follow in coming weeks
- Skydive NZ continues to experience low volumes, with the domestic market impacted by Auckland lockdown and Trans-Tasman bubble suspension
- GBR Experiences recorded its highest monthly volume post COVID in July 2021, despite the Sydney market being closed.
- Premium Adventure trading has been impacted by NT and SA border restrictions. With record forward bookings for Maria Island Walk heading into the summer season
- Demand remains robust, with bookings momentum improving as markets open up

## CORPORATE ACTIVITY

- \$55 million Accelerated Non-Renounceable Entitlement Offer completed
- Trees Adventure acquisition on track to be completed in November 2021
- Maria Island Walk schedule to complete in early November 2021
- COVID 19 vaccination policy for workforce implemented

## OUTLOOK

- FY22 earnings to be highly weighted to the second half, well positioned to capitalise on pent-up demand as key markets reopen from Q2 FY22
- Balance sheet reset for growth through recovery period with the Treetops Adventure acquisition and capital raise
- In Australia encouraging signs form domestic markets with NSW business recommencing operations, expected to be followed by Victoria.
- Queensland border reopening - 17 December 2021 - to Sydney and Melbourne markets will be key to Queensland based activities
- Not expecting meaningful international travel in FY22
- Due to continued short term uncertainty EXP is not providing earnings guidance for FY22

THANK YOU

