



WebBeds

Media Kit.

Information & Resources

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webbeds.com

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Introduction.

WebBeds is a global B2B marketplace for the travel trade, providing powerful hotel distribution solutions that make selling and buying accommodation and ground travel services easier.

The nature of travel distribution has evolved quickly and continues to do so! Flexibility, with immediate and reliable control over channels and better insights to make informed choices, delivering product to the right places at the right times at the right price, is a must.

With an eye on the future, we work with leading and emerging technologies that will pave the way forward, while being firmly grounded in providing easy to use distribution solutions that support our partners needs today.

WebBeds partners are supported through a truly global footprint, we have a team of 1,900+ people in 120+ cities across 50+ countries speaking 50+ languages - all focused on ensuring we deliver value, choice, expertise and an unrivalled level of service.

Hotels and other suppliers – global and regional hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more – can sell their products through WebBeds by connecting to a global network of online and offline travel buyers through cutting edge solutions that provide greater inventory control to simplify distribution, and leverage WebBeds enhanced analytics to inform inventory optimisation choices.

Travel buyers – online travel agencies, retail travel agents, corporate travel managers, tour operators, wholesalers, tourism boards, super apps, DMC's, group providers, airlines and more – can integrate the hundreds of thousands of hotels and ground services in the WebBeds marketplace through simple and seamless API connectivity, or they can search, shop and book online through one of WebBeds trade only booking sites.

We are a travel trade brand of [Web Travel Group](#), a global digital travel organisation listed on the Australian Stock Exchange ([ASX: WEB](#)).

For a company formed in 2013, we're very proud of our story so far!

Our Distribution Model - How We Work.

WebBeds is a B2B travel marketplace, or “intermediary”. We source content from travel suppliers, aggregate and merchandise that content in the WebBeds platform, then distribute it to our global network of travel trade buyers, who sell to the travelling public.

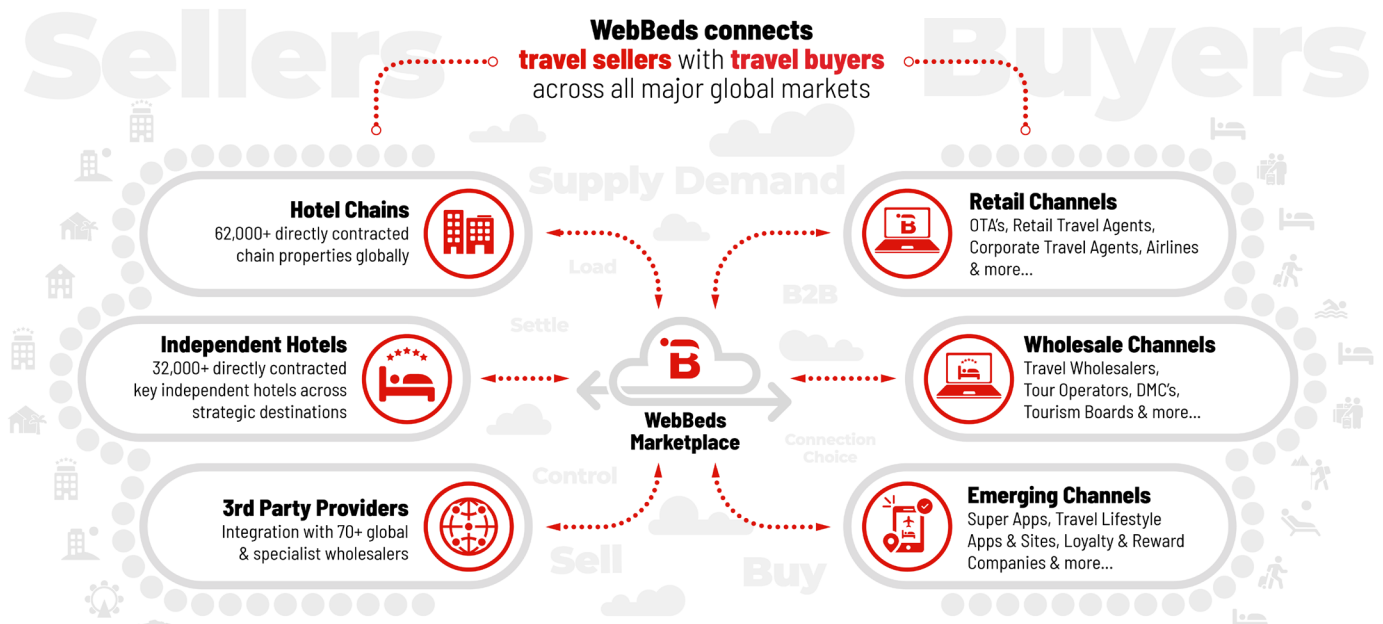
The process of bringing together over 500,000+ hotels and 21,000+ ground services in more than 38,000 bookable locations in a way that adds value to suppliers’ businesses, and distributing that content to a global network of over 50,000 travel buyers in more than 140 source markets, in ways that meet their needs, is a complicated and technical ecosystem.

The WebBeds Marketplace is driven by a talented and dedicated global team of more than 1,900 including technology, contracting, sales, operations, finance and marketing professionals – all focussed on doing it better for our partners. Below is a high-level overview of our model, and our seller and buyer customers.

Our model.

WebBeds global B2B digital marketplace provides a valuable intermediary solution for our partners.

Connecting worldwide hotels looking to fill rooms with a diverse global network of travel buyers looking to find rooms for their travelling customers.



Source → Integrate → Aggregate → Merchandise → Distribute

Travel Suppliers

500,000+ Products & Services

Our suppliers include: Apartments, Resorts, Independent Hotels, Global Hotel Chains, Attractions, Transfers, Sightseeing and more

Connection

Supply Load & Manage Flexibility & control over inventory management

Once product is sourced and contracted, inventory is connected to our marketplace via WebBeds content integration offerings

WebBeds Marketplace

WebBeds Platform connecting sellers & buyers in our global marketplace

The combined ecosystem of our technology & services that interconnect to create the WebBeds Marketplace, where our customers seamlessly meet to buy & sell content

Connection

Flexible API or HTML connectivity

Buyers choose the connection method to our marketplace that suits their business; WebBeds API, Cache, or our booking sites

Travel Buyers

50,000+ travel companies

Our travel buyers include: OTAs, Super Apps, Wholesalers, Corporate & Retail Travel Agents, Tour Operators, DMCs, Group Providers, Airlines

Snapshot.

Global footprint.

We are in all major markets worldwide.

Our teams on the ground provide a unique understanding of the markets we operate in, and offer real-time support to thousands of supplier and buyer partners around the world.

1,900+

people

in

120+

cities

across

50+

countries

speaking

50+

languages



Global supply.

The product we sell.

Our hotel partners enjoy flexible connection options, better inventory control and access to global buyers.

Global demand.

Our buyer network.

Our diversified global network of travel buyers enjoy flexible connection & global supply.

500,000+

worldwide hotels

across

38,000+

locations

in

190+

countries

including...

62,000+

directly contracted chain properties

32,000+

directly contracted independent hotels

70+

integrated 3rd-party wholesalers



50,000+

travel buyers

across

140+

source markets

generating

8.4 million

bookings in FY25

that is...

700,000

bookings per month in FY25 (avg)

20.8 million+

room nights booked in FY25

1.7 million+

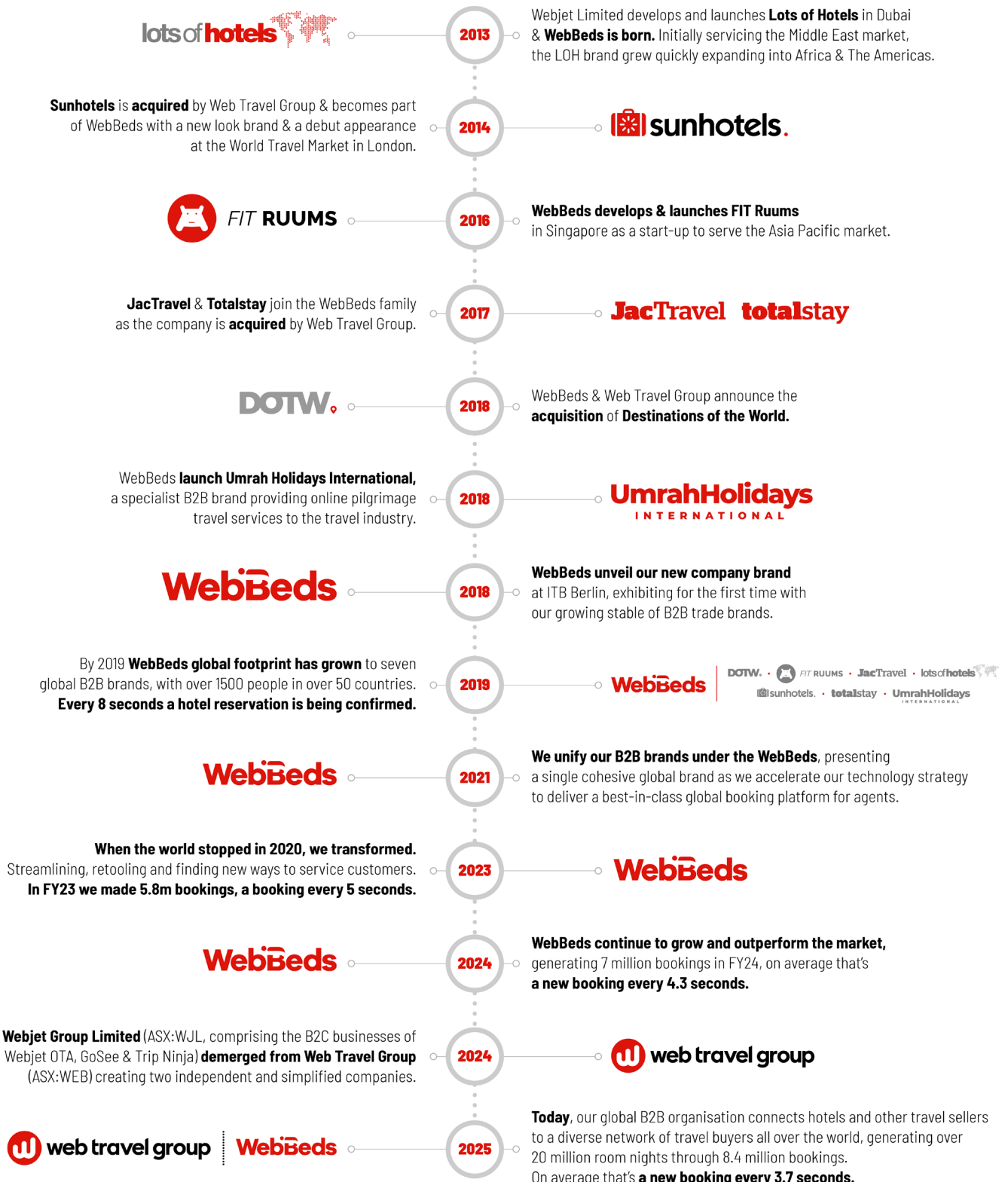
room nights per month in FY25 (avg)



Our History - Timelines & Milestones.

Formed in 2013, we've come a very long way in a relatively short time, growing both organically and through acquisition - continually outperforming the market.

Take a look through our timeline to see some of our significant milestones as we have moved from humble beginnings to become a real pioneer in the travel industry and the fastest growing and second largest provider in the marketplace.



Our Leadership Group.

Our senior commercial team are a proven, innovative, results-driven group of leaders with a wealth of experience across the travel and technology industries.

Anders Kjong.

President - Europe

Anders has worked in the travel industry since 2015, joining WebBeds from Globalia, where he was in charge of the Digital Business Development, until he moved to become WebBeds CCO Europe in 2017. Anders has more than 20 years of management experience working in different sectors such as FMCG and on-line retail / digital entertainment.

Amr Ezzeldin.

President - Middle East & Africa

Amr's 20 years' plus experience in Travel and Hospitality leadership roles across highly regarded organisations within the Middle East & Africa region is testament to his calibre. Prior to joining WebBeds he led the regional Sales Department at GTA, designing and implementing effective commercial strategies. Since joining Lots of Hotels in 2015 he has tackled business challenges with a hands-on approach and created opportunities to deliver on growth and revenue objectives.

Kok Sheng Sun.

President - Asia Pacific

KS has more than 18 years' experience in travel. Prior to joining Webjet, he was Regional Head of Sales South Asia & Japan responsible for businesses in India, South East Asia and Japan. KS also held various commercial & operational roles in Far East Organisation and Singapore Airlines.

James Phillips.

President - America's

James has an extensive 25-year travel and hospitality career. James' experience in the industry started with a leading tour operator. He then spent a decade working with the Starwood Hotels and Resorts and Kempinski group of hotels. Subsequently, he held leadership roles with GTA for sourcing in the EMEA and Americas regions and with Hotelbeds for Sales and Marketing. Most recently, James has been advising several companies, working with the state of Connecticut's venture capital arm on its travel portfolio.

Biographies of the full leadership team can be found on our website: webbeds.com/leadership

Press Release Boilerplates.

WebBeds Boilerplate.

About WebBeds

WebBeds is a global marketplace for the travel trade, connecting hotels and other travel suppliers with travel buyers, uniting supply and demand through scalable technology, powerful distribution solutions, market insight, and strong partnerships.

We source, integrate and unify 500,000+ global & regional chain properties, independent hotels and ground travel services in the WebBeds marketplace platform, then optimise and distribute that content to our worldwide network of 50,000+ travel buyers – including retail travel agents, OTA's, wholesalers, airlines and more – through seamless API connectivity and trade-only booking sites.

Operating across four global regions – Europe, Asia Pacific, Middle East & Africa, and the Americas, with more than 1,900 travel professionals in 120+ cities across over 50 countries, WebBeds combines global reach with local expertise to support partners across the travel ecosystem.

Find out more about WebBeds at: webbeds.com

WebBeds is a travel brand of [Web Travel Group](#) (ASX: WEB).

Web Travel Group Boilerplate.



About the Web Travel Group

Web Travel Group, an ASX 200 listed company (ASX: WEB), is a global travel organisation that enables travel all around the world through its market leading B2B travel brand, WebBeds.

WebBeds is a global marketplace for the travel trade, uniting global travel supply and demand, connecting hotels looking to fill rooms with travel buyers booking travel content for their customers – the travelling public. WebBeds sources, integrates, and unites hotel and ground services in its platform, then optimises and distributes that inventory to a worldwide network of travel buyers via seamless API connectivity and trade-only booking sites. WebBeds is one of the few truly global B2B providers, offering extensive global reach for both hotel supply and travel buyer networks.

Find out more about the Web Travel Group at: webtravelgroup.com

Brand Assets.

We've prepared a variety of brand assets, including logo files, brand colours and style guide, to assist you in preparation of your media featuring the WebBeds brand. These files are available to download from our website, or the links below.

Logos.

Our Logo Package for partners includes .eps, .jpg and .png file formats, if you require further assistance or advice around correct application of the logos, please contact our marketing representative in your region, or email marketing@webbeds.com

Download – go to: webbeds.com/contact

Brand Guidelines.

We ask all media partners to be kind in the way our brand is treated visually. To assist in application of the brand, and correct use of our logo and colours, please visit the contact page of our website. Here you will find our Brand & Colour Guides

Download – go to: webbeds.com/contact

Executive Photography.

Visit: webtravelgroup.com/about-us/leadership (Bio & imagery for Managing Director – John Guscic & WEB Chair – Roger Sharp)

Links.

For the most up to date news and information on the performance of WebBeds and the Web Travel Group, please refer to the links below. For commentary on financial performance please refer to our Media, Commercial and Investor Relations teams listed on the next page.

News, Media Releases & ASX Releases.

Visit: webbeds.com/news

Visit: webtravelgroup.com/news & webtravelgroup.com/resources

Social Media.

WebBeds: linkedin.com/company/webbeds

UHI: linkedin.com/company/uhitravel

Web Travel Group: linkedin.com/company/web-travel-group

Contacts.

If you require Marketing assistance, please contact:

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If you require Investor Relations, Media or Group Commercial assistance, please contact:



Web Travel Group (ASX:WEB) - Investor Enquiries

Email: investor@webtravelgroup.com

Web Travel Group - Media Enquiries

Email: media@webtravelgroup.com

Web Travel Group - Commercial Enquiries

Email: commercial@webtravelgroup.com

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