WebBeds to acquire Romanian B2B travel wholesaler Tale Travel.

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WebBeds, the global marketplace providing accommodation and ground product distribution services to the travel industry, today announced that it has signed an agreement to acquire Tale Travel SRL, a B2B travel wholesaler headquartered in Constanța, Romania.

Founded in 2016 by Sabin Tarsoaga and Costin Leolea, Tale Travel distributes hotel accommodation to 860 travel agencies and tour operators in 45 source markets including Romania, Greece, Moldova, Bulgaria, and Albania through its retail platform, API connectivity and white-label solutions. The business is one of the leading B2B accommodation providers in Eastern Europe and has grown at 25% over the last year on the strength of locally based sales teams with long-standing agency relationships.

The acquisition brings together Tale Travel's customer base and commercial team with WebBeds' inventory of more than 500,000 hotels worldwide, including over 95,000 directly contracted properties. Tale Travel's customers will gain access to WebBeds' global accommodation content, while WebBeds strengthens its presence in a region where locally led distribution matters.

Sabin Târșoagă and Costin Leolea will take on wider roles within WebBeds following completion, with Sabin leading WebBeds' Eastern European business alongside Tale Travel, which will keep operating from Constanța with its existing team.

Anders Kjong, President, WebBeds Europe, said: "Eastern Europe is a market where agencies buy from people they know and trust, and Tale Travel has built their business on a platform with integrity at its core. Sabin, Costin and their team have grown a loyal customer base across the region on service and relationships. Bringing them together with WebBeds' global inventory gives their customers more choice and gives us the local presence we have wanted in these markets."

Sabin Târșoagă, Co-Founder and CEO, Tale Travel, said: "TaleTravel was established 10 years ago to fill in a gap in the market for our customers - to provide better support, reliability and competitiveness. Joining WebBeds will help take us to the next level in terms of delivering value for our customers and growing our business. Access to more content, expert knowledge and the resources of a leading global marketplace will help us expand our team. Costin and I are excited for the future and the new opportunities that will benefit both existing partners and new partners we look forward to working with."

Completion is subject to regulatory approval, and other customary conditions, and is expected in Q1 2027.

Ends.

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 2,000 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 WebBeds Group (ASX: WEB).

About the WebBeds Group.

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

WebBeds is a global digital marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel easier. WebBeds connects hotels to sell rooms with travel buyers looking to find rooms for their customers, the travelling public.

Find out more about the WebBeds Group at: www.webbedsgroup.com

About Tale Travel.

Tale Travel SRL is a B2B travel wholesaler founded in Constanta, Romania, in 2016. It distributes hotel accommodation and related travel services to travel agencies and tour operators across Romania, Central and Eastern Europe and further source markets through its online platform, API and white-label solutions.

Find out more at tale-travel.com