

WebBeds

Media Kit

Information & Resources

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Introduction.

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

The nature of travel distribution has evolved quickly, and will continue 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 1500+ people in 120+ cities across 50+ countries speaking 50+ languages - all focused on ensuring WebBeds delivers 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 – saving costs and increasing revenue.

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.

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

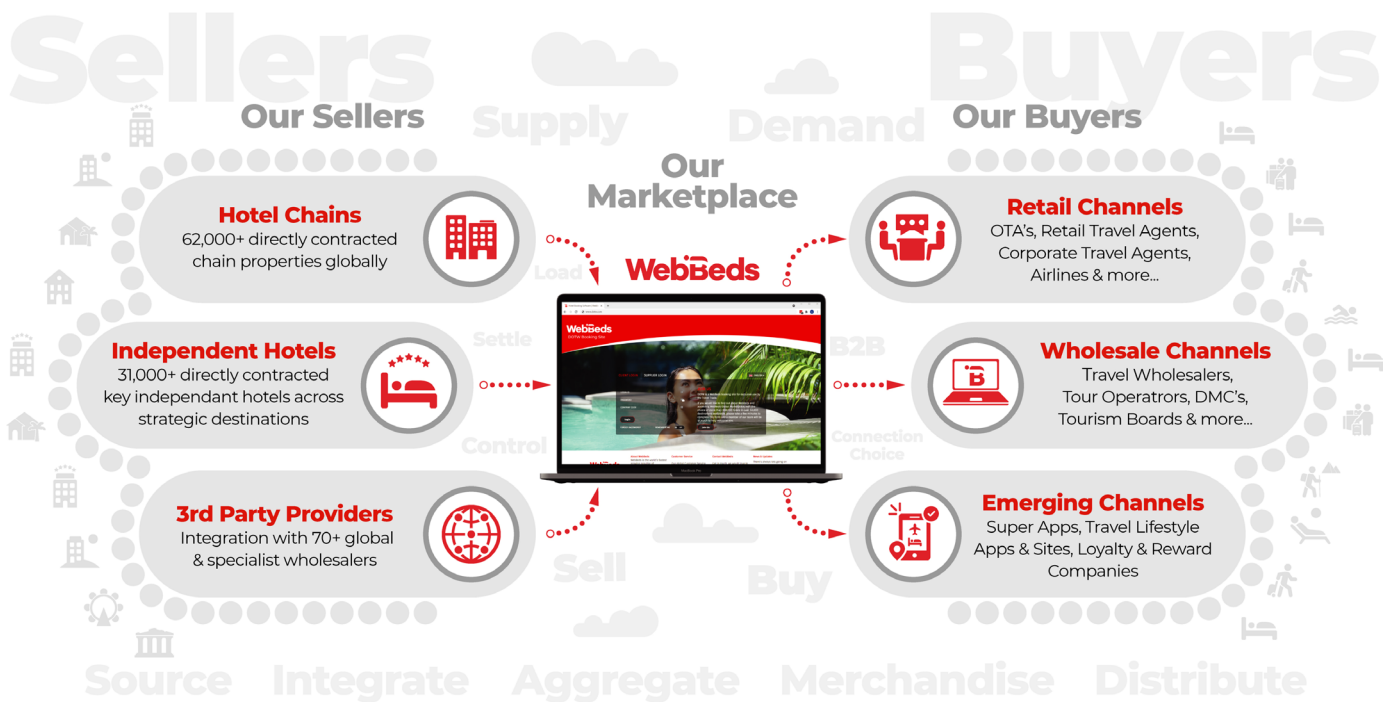
Our Distribution Model - How We Work.

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 430,000+ hotels and 20,000+ ground services in more than 16,000 destinations in a way that adds value to suppliers’ businesses, and distributing that content to a global network of over 44,000 travel buyers in more than 139 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 1,500 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 distribution model and the WebBeds Global Marketplace.



This delivers:

 **430,000+** hotels in **16,000+** destinations across **190+** countries to **44,000+** travel buyers in **139** markets generating **1 booking every 5 secs** (average in FY23)

At a Glance - Facts & Figures

WebBeds is one of the world's leading providers of distribution services to the travel industry, outperforming the market in all of our core trading regions.

Hotel Product

Worldwide hotels including global chains & independently managed & contracted properties.



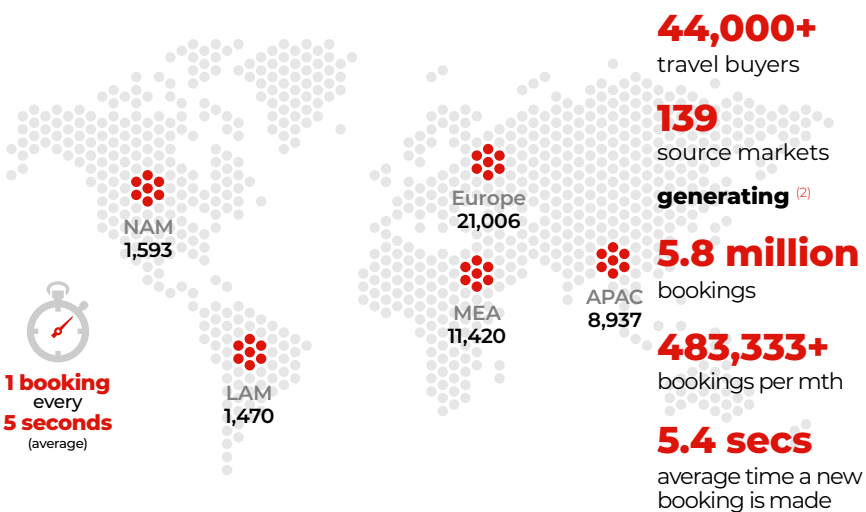
Ground Service Product

WebBeds provides in-destination services such as transfers, entertainment, tickets, attractions and much more...



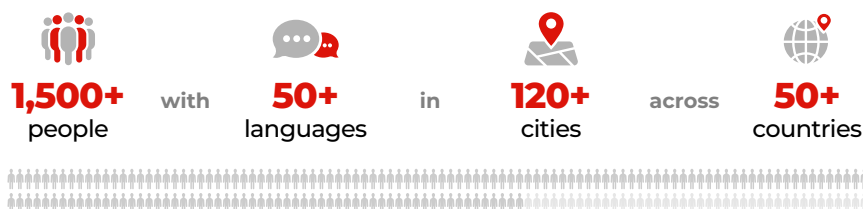
Network & Reach

We distribute our products through a global network of travel buyers.



WebBeds Global Presence & Team

WebBeds supports our global distribution network through:



Financial Performance - FY23

WebBeds is outperforming the market, with all key metrics ahead of pre-pandemic levels.*



(1) Figures are in AUD (2) for FY23 to 31 Mar 23 | * For full financial results, please visit www.webjetlimited.com

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. We proudly enjoy the energy, growth and mentality of a start-up, but deliver this through over 45 years' experience in providing travel services to the travel industry.

Take a look through our timeline to see some of our most 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 market-place.



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.

Daryl Lee

CEO WebBeds

Daryl has more than 20 years' experience in travel. Prior to joining Webjet, he was Regional Vice-President at GTA responsible for its businesses in the Middle East and Asia Pacific. Daryl also previously held various management roles in Far East Hospitality and Singapore Airlines.

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: <https://www.webbeds.com/leadership>

Post COVID-19 - Transformation Strategy.

When the world stopped as a result of the pandemic, we took full advantage of the time to transform the business and execute against many of our longer-term strategic initiatives. We have retooled the business, streamlined our technology, minimised risks, eliminated inefficiencies and found ways to service new markets.

The various transformation initiatives we undertook as soon as the pandemic hit are now starting to pay off. WebBeds is now selling more product to more customers and TTV, Revenue and profitability are all ahead of pre-pandemic levels. This is just the beginning and we will continue to execute against our strategic priorities.

WebBeds Transformation Strategy

The WebBeds transformation strategy is focused on redefining our business model and refining our processes to support our strategic objective of becoming the leading B2B provider serving the global travel industry. Our strategic priorities are:



Rethinking how we do business

We are committed to delivering a differentiated product and adding value to our partners globally. We continue to review our business model and product lines, evaluating what we sell and how we sell it to ensure we have industry leading products and services. With a focus on innovation, we are looking for opportunities to further separate ourselves from the rest of the industry.

Streamlining Technology

The evolution of WebBeds has allowed us to offer a number of excellent technology platforms to our partners. A key goal of our business is to be the easiest partner to do business with. During the pandemic we elevated simplification, taking the best elements of our existing platforms to create a new technology offering to deliver the most robust, efficient and flexible solution to our customers.

Increased leverage of data analytics and automation

Our multi-supply aggregation strategy model provides WebBeds with access to more data than any other industry provider in the world. We are leveraging this to deliver improved customer service, enhanced profitability and greater competitiveness through Artificial Intelligence (AI), robotics and data-driven decision making.

Sharpened focus on cost reduction opportunities

WebBeds is already the lowest cost global B2B provider, but we will continue to improve efficiencies and effectiveness by simplifying processes across the business.

Refinement of risk management processes

Managing trading and credit risk has always been a priority – we are continuing to strengthen our credit processes to minimise trading risk exposure.

Press Release Boilerplates.

WebBeds Boilerplate

About WebBeds

Launched in 2013, WebBeds is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel products easier. It sources accommodation and destination services from travel suppliers, aggregates and merchandises that content in the WebBeds platform, then distributes it to its global network of travel trade buyers, who sell to the travelling public.

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WebBeds operates globally through four geographic regions – Europe, Asia Pacific, MEA (Middle East and Africa) and Americas - with over 1,500 travel professionals working in 120 cities across 50 countries worldwide. WebBeds also operates specialist brands JacTravel DMC and UHI. **JacTravel DMC** provides tailor-made travel arrangements for offline FIT and groups traveling to the UK, Ireland and key mainland European destinations to the international travel trade. **UHI** is a genuine pioneer, providing online pilgrimage travel services to travel agencies worldwide.

Find out more about the WebBeds business at www.webbeds.com

WebBeds is a travel brand of Webjet Limited (ASX: WEB).

Webjet Limited Boilerplate

About Webjet Limited

Webjet Limited, an ASX 200 listed company (ASX: WEB), is a global travel business that enables travel the world over through our market leading travel brands supported by our travel technology businesses.

Our digital travel brands, spanning both wholesale and retail markets, include; **WebBeds** - is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel easier, **Webjet** - the market leading Online Travel Agency in Australia and New Zealand, and **GoSee** - a global motorhome and car rental ecommerce site.

Our travel business are supported by smart technology we build and invest in that differentiates our offerings and make booking and transacting travel better, including; **Trip Ninja** - providing complex travel itinerary automation technology to digital travel businesses globally, along with investments in **ROOMDEX** and **LockTrip**.

Find out more about Webjet Limited at: www.webjetlimited.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: [WebBeds Logos - Jan 2021](#) (zip file – 2mb)

Brand Guidelines & Executive Photography

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 downloads section of our website. Here you will find brand guidelines, as well as leadership photography.

Visit: www.webbeds.com/downloads

Links

For the most up to date news and information on the performance of WebBeds and the Webjet Limited 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: <https://www.webbeds.com/news/>

Visit: <https://www.webjetlimited.com/asx-announcements/>

Social Media

WebBeds Main Page: <https://www.linkedin.com/company/webbeds>

Webbeds - Asia Pacific: <https://www.linkedin.com/company/webbedsapac>

WebBeds - Europe: <https://www.linkedin.com/company/webbeds-europe>

WebBeds - Americas: <https://www.linkedin.com/company/webbeds-americas/>

Webbeds - MEA: <https://www.linkedin.com/company/webbeds-middle-east-africa/>

JacTravel DMC: <https://www.linkedin.com/company/jactravel>

Umrah Holidays International: <https://www.linkedin.com/company/umrahholidays>

Webjet Limited: <https://www.linkedin.com/company/webjet-limited>

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