

## Press Release

07 August 2023

# WebBeds Announced as Principal Partner of English Premier League Club, Fulham FC.

Fulham Football Club and global online marketplace for the travel trade, WebBeds, have announced a partnership which will see the B2B accommodation distribution company become the Club's Official Sleeve Partner in a multi-year deal, starting with this forthcoming 2023/24 campaign.

On show for the first time at Craven Cottage on Saturday, 5th August when Fulham FC hosted TSG 1899 Hoffenheim in a pre-season friendly, the WebBeds logo features on the sleeve of the Club's Men's, Women's and Academy teams.

WebBeds operates in 139 countries around the world and, with this partnership, reinforces their stated aspiration to be the market leader in the United Kingdom and the broader European region as they continue to chart a path of ambitious growth while the global travel industry continues to recover.

CEO, Daryl Lee, commenting on WebBeds' foray into sports partnerships said: "Partnering with Fulham FC is a key milestone for WebBeds and demonstrates our dedication to building our global brand, accelerating growth plans and setting new standards of excellence in delivering value to our hotel and travel industry partners worldwide. This aligns perfectly with the passion and drive displayed by Fulham on the pitch in their quest for honours in the EPL. We look forward to providing fans and our partners with extraordinary moments in the upcoming season."

Commercial Director at Fulham Football Club, Jon Don-Carolis, added: "We're delighted to welcome WebBeds as the Club's Official Global Accommodation Marketplace Partner, Official Sleeve Partner, and Principal Partner for 2023/24. Both Fulham FC and WebBeds are propelled by innovation and service excellence, and we look forward to the impact we will make together both on and off the pitch."

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## 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.

**Hotels and other suppliers** - global and regional hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more - can sell their products 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.

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 Umrah Holidays International. **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. **Umrah Holidays International** is a genuine pioneer, providing online pilgrimage travel services to travel agencies worldwide.

Find out more about the WebBeds business at [www.webbeds.com](http://www.webbeds.com)

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

## 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 and **Rezchain** - the travel industry's first blockchain-based hotel booking verification technology, along with investments in **ROOMDEX** and **LockTrip**.

Find out more about Webjet Limited at: [www.webjetlimited.com](http://www.webjetlimited.com)

## About Fulham Football Club

Fulham Football Club was formed in 1879 as a local boys' church side, Fulham St Andrew's. The oldest of London's first-class clubs, Fulham FC has a long and colourful history, spanning over 140 years, and is rightly positioned as London's Original Football Club with its home, Craven Cottage, having hosted matches since 1896.

Promotion to the Premier League was first achieved in 2001 and the team remained in England's top division until 2013. The Club reached the final of the inaugural Europa League in 2010, losing to Atletico Madrid 2-1 in extra-time. Recent successes have included promotion to the Premier League by winning the Championship Play-Off Finals in 2018 & 2020. The Club also achieved promotion to the Premier League in 2022 by winning the Championship.

Fulham FC Chairman Shahid Khan, owner of the Jacksonville Jaguars of the National Football League, purchased the Club in 2013.

### Men's First Team:

Marco Silva was appointed Head Coach in July 2021 ahead of the 2021/22 EFL Sky Bet Championship campaign and led the team to promotion to the Premier League in 2022. The Club completed the 2022/23 Premier League season in tenth position and preparations are currently underway for the forthcoming 2023/24 Premier League campaign which starts on 12 August 2023. Fulham's first match of the campaign is at Everton.