

Webjet Limited

Webjet OTA

Strategy update

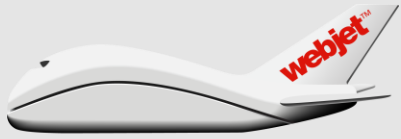
Dave Galt



webjet.com.au

Mix & Match
airlines for
the best value.





webjet.com.au

**Market leader &
Australia's
#1 OTA.**

Unparalleled Convenience & Choice.



Flights

Unique domestic flight matrix and **enhancing our international flight offerings** through integrations



Hotels

Delivered many enhancements, including merchandising, payment & refund, to drive sales



Holiday Packages

Layering our leading Mix'n'Match flight capabilities over vast hotel inventory



Travel Insurance

Now more than ever **travellers are protecting themselves against the unexpected** while travelling



Hire Cars

Self driving is now favoured over ride-share and public transport in many destinations

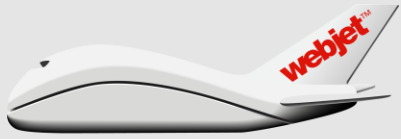


Activities

Integrated Viator content to **strengthen our 'on trip' experiences** offering

Providing unparalleled convenience & choice ensures we remain

Australia's #1 OTA.



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8.8% average market share across all GDS bookings FY23 YTD*.

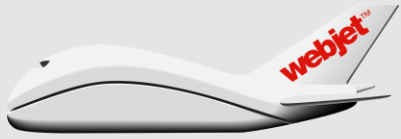
Share **up 57%** from 2019.

Growing Webjet OTA.

Our goal is to deliver continued market share growth through **5 key strategic areas**.



* FY23 YTD based on GDS bookings from 1 April 2022 to 20 August 2022. 2019 based on GDS bookings from 1 January 2019 to 31 December 2019. Across all GDS Bookings – Australia Travel Agency Offline & Online, which do not include low-cost carriers. Market share data does not include bookings made using flight credits.



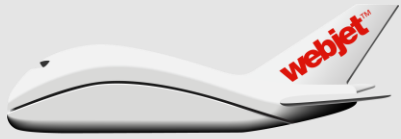
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Leveraging our strengths across strategic initiatives.

Leveraging our strengths to support strategy.

Webjet OTA continues to leverage our strong brand, scalability and superior technology to increase our market leadership as the #1 OTA in Australia and New Zealand and we see opportunity to expand both our domestic and international market shares.

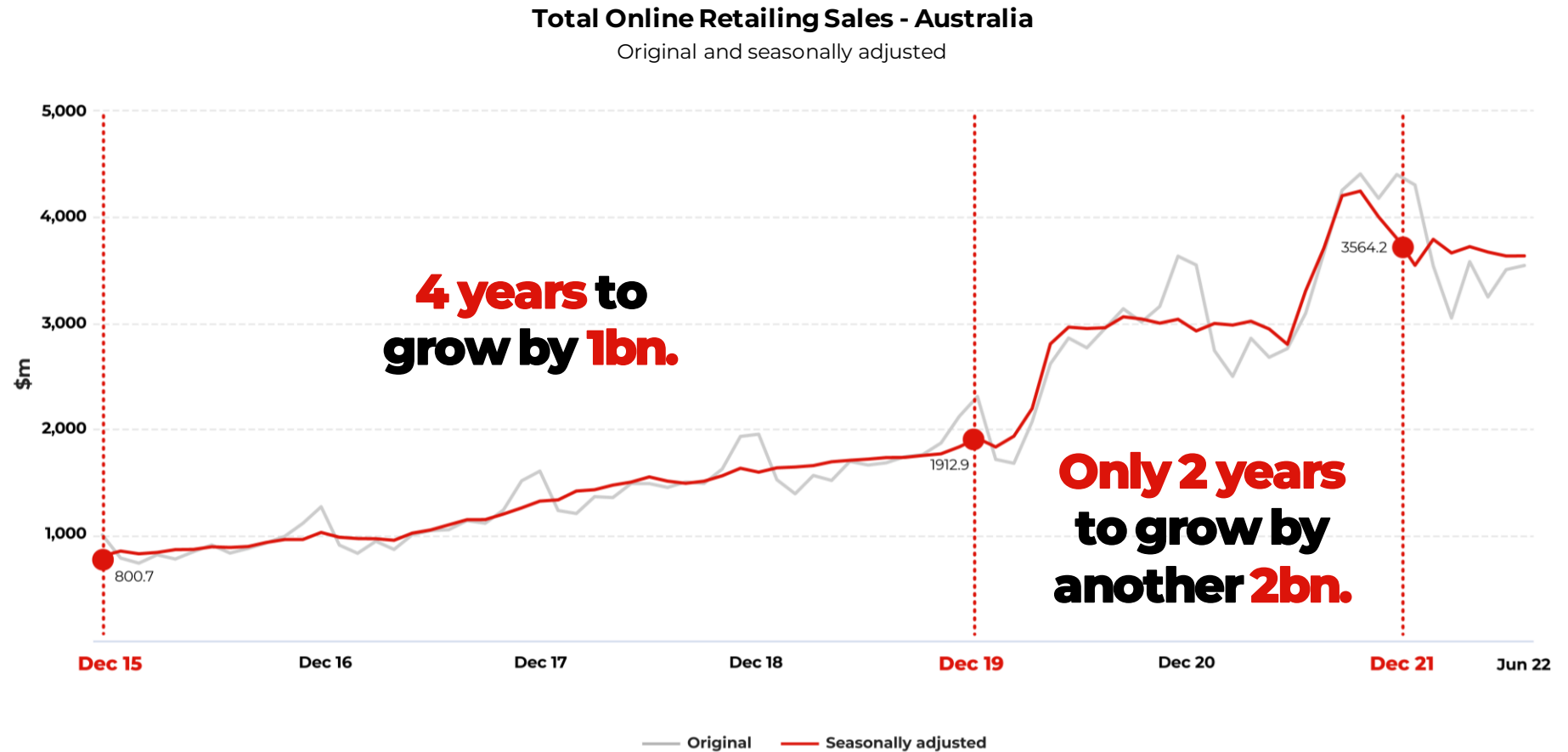
- **Brand strength as the #1 OTA**
Continuing to improve our value proposition for our customers and increase organic traffic to our website.
- **Scalability**
Our highly variable cost base allows us to effectively manage costs through demand fluctuations and increased automation is further reducing costs while also enhancing the customer experience.
- **Superior technology**
Innovation and technology improvements are making it easier for our customers to book, change and cancel their bookings.



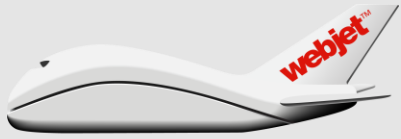
webjet.com.au

Shift to eCommerce continues despite easing of Covid restrictions.

Online shopping 2 x pre-pandemic levels.



Source: Australian Bureau of Statistics, Retail Trade, Australia June 2022 (June Release)
<https://www.abs.gov.au/statistics/industry/retail-and-wholesale-trade/retail-trade-australia/latest-release#online-retailing>



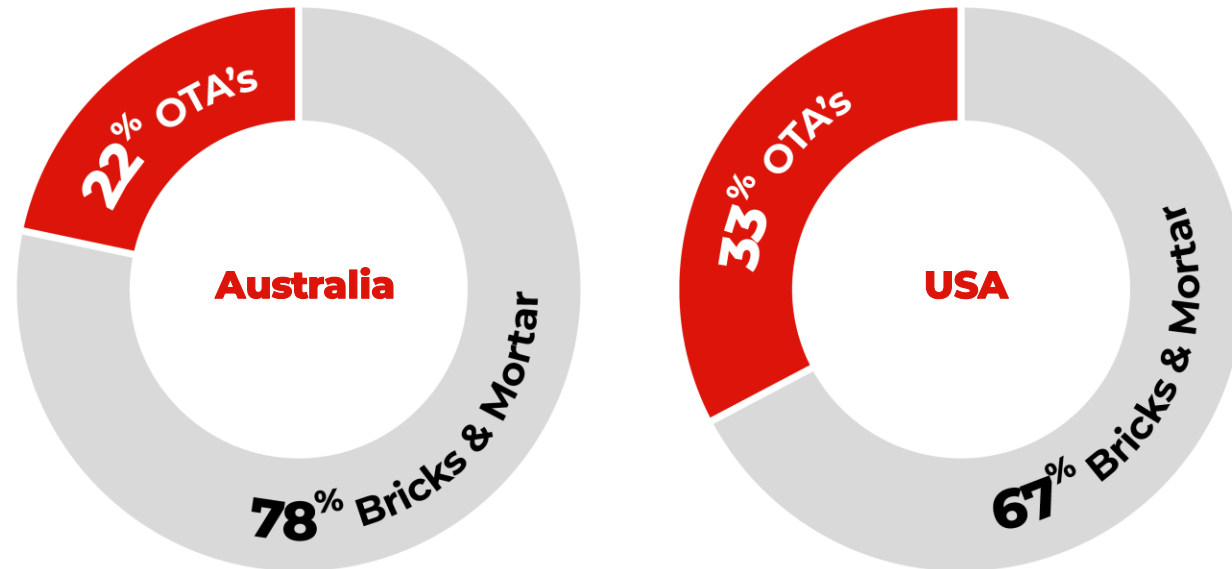
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The pandemic
accelerated
eCommerce
in AUS.

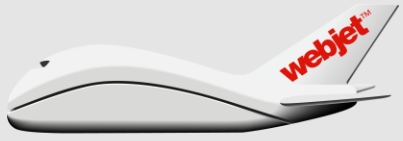
Long runway
for growth.

Online Travel Agency penetration behind USA.

Online vs Bricks & Mortar Agencies



The penetration of OTA's in the USA and accelerated eCommerce in Australia highlights the growth opportunity for Webjet OTA.



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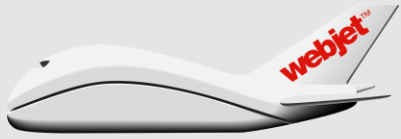
Leisure travellers want more convenience.

Business travellers want more control over their itineraries.

All travellers crave self-serve.

High Touch Retail quickly shifting to No Touch Retail.





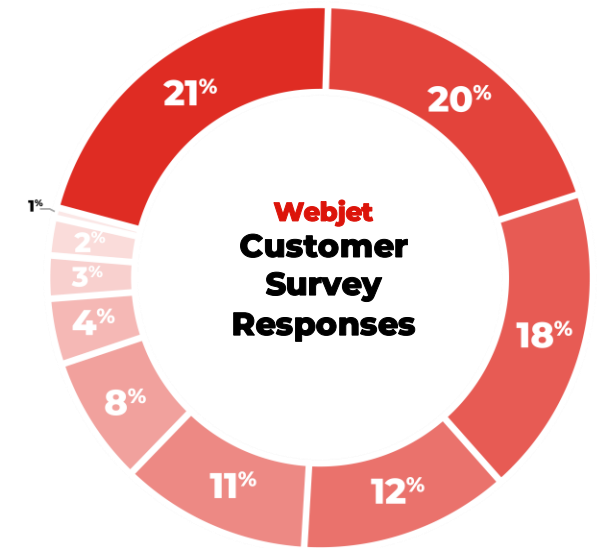
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**Travellers
perceive value
in many ways
when booking.**

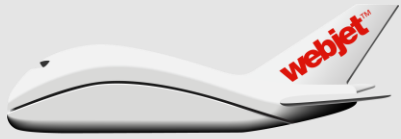
Customer Engagement.

Webjet's customers want more than just low prices.

- 21%** Best price available
- 20%** Flexible booking conditions
(ability to change for free, free cancellation to credit, refundable)
- 18%** Departure times & available dates
- 12%** Airfare inclusions
(seat selection, checked baggage, meals & entertainment)
- 11%** Trusted airline or accommodation
- 8%** Flexible payment options
- 4%** Loyalty programs
- 3%** Health & hygiene policies
- 2%** 24-hour customer service contact
- 1%** Ability to offset carbon emissions



Webjet customer survey, 2021.
5,000 respondents



webjet.com.au

Increase
conversion.

Payment options to suit consumers evolving habits.

Recently added:




- AfterPay
- PayPal in 4
- Google Pay
- PayID (Poli)


Loyalty: Members of these programs can redeem their loyalty points at Webjet for travel products :


- NAB Rewards (AU)
- AMEX Membership Rewards (AU + NZ)
- ASB True Rewards (NZ)


Select a payment option


Select a payment option

VISA   




 PayPal


 Pay in 4


afterpay 


 POLI Pay ID


AMERICAN EXPRESS
MEMBERSHIP REWARDS®





  

 G Pay

Select a stored card or enter a new one 

 Master Card
..... 0390

 Visa
..... 3117

Enter a new card    

Strategy Area





Hotel innovations to suit consumers evolving habits.

Increase conversion.

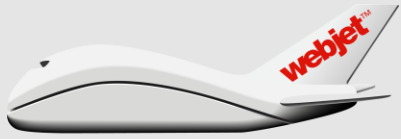
- Mobile optimised
- Mapping enhancements
- Pay @ Hotel
- Partial deposits
- AfterPay
- Refundability merchandising
- Member Deals

The screenshot shows the desktop version of the webjet.com.au website. The search results are for Miami, with travel dates from Mon 19 Sep 2022 to Sun 25 Sep 2022 for 1 room and 2 adults. The page displays 565 hotels available in Miami. A 'Webjet Deal' badge is prominently featured on the search results, indicating exclusive savings for members. The featured hotels include Fontainebleau Miami Beach and Loews Miami Beach Hotel - South Beach. The page also includes a '24th BIRTHDAY!' promotion and a 'Find your perfect Motorhome!' banner.

The screenshot shows the mobile version of the webjet.com.au website. The search results are for Miami, with travel dates from 19/9 - 25/9 for 1 room and 2 guests. The page displays 565 hotels available in Miami. A 'Webjet Deal' badge is prominently featured on the search results, indicating exclusive savings for members. The featured hotels include Fontainebleau Miami Beach and Loews Miami Beach Hotel - South Beach. The app interface is optimized for mobile, with a 'Menu' button and a 'Webjet Deal' badge on the search results.

Strategy Area





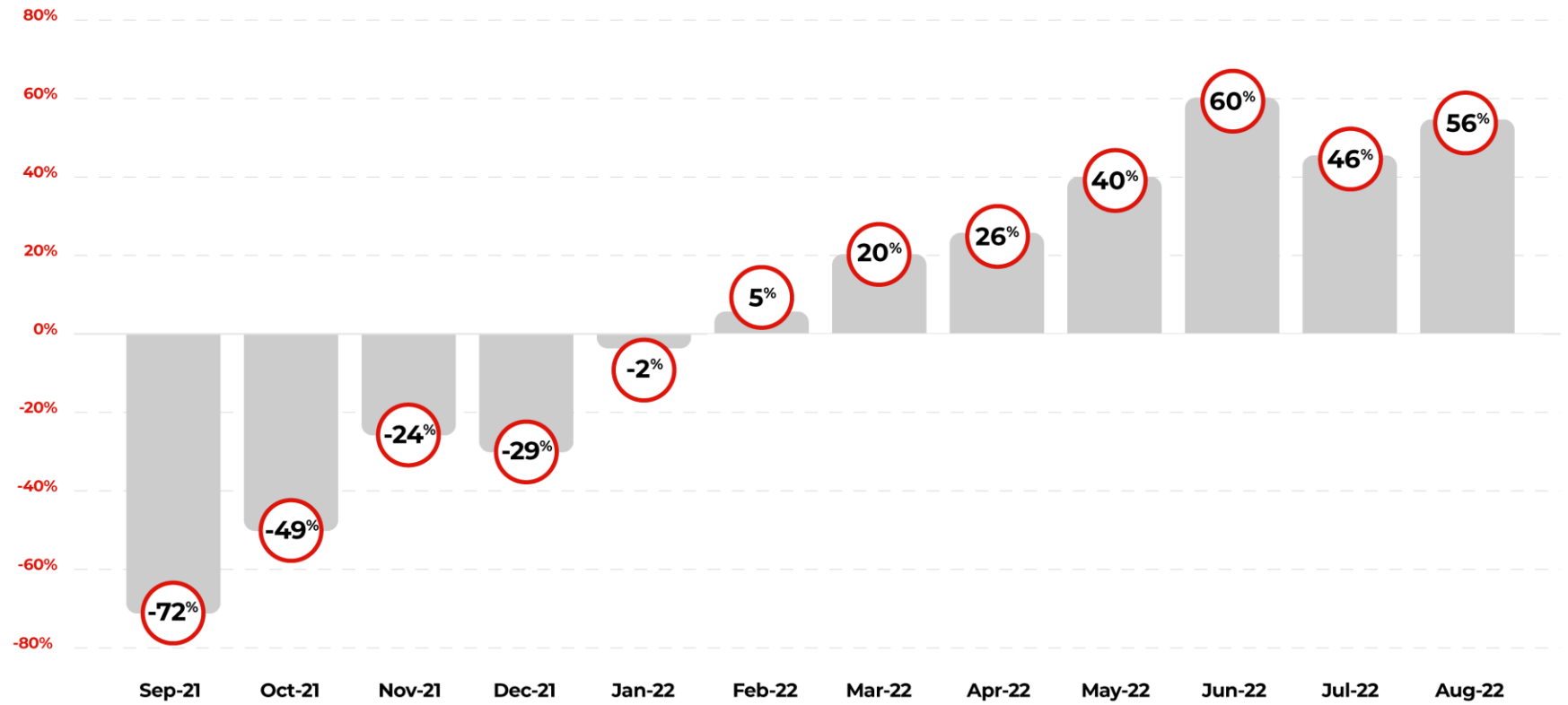
webjet.com.au

During pandemic, domestic hotels in drive markets flourished.

Webjet's **hotel merchandising** driving TTV.

Innovation propelling outperformance.

Standalone Hotels TTV vs 2019



Strategy Area



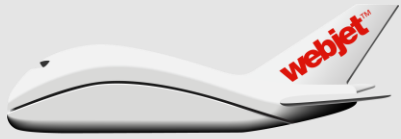
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International Flights.

Trip Ninja: Online solutions for complex itineraries



webjet.com.au

Bring complex itineraries online.

Grow share.

Scalable solutions for business and leisure travellers.

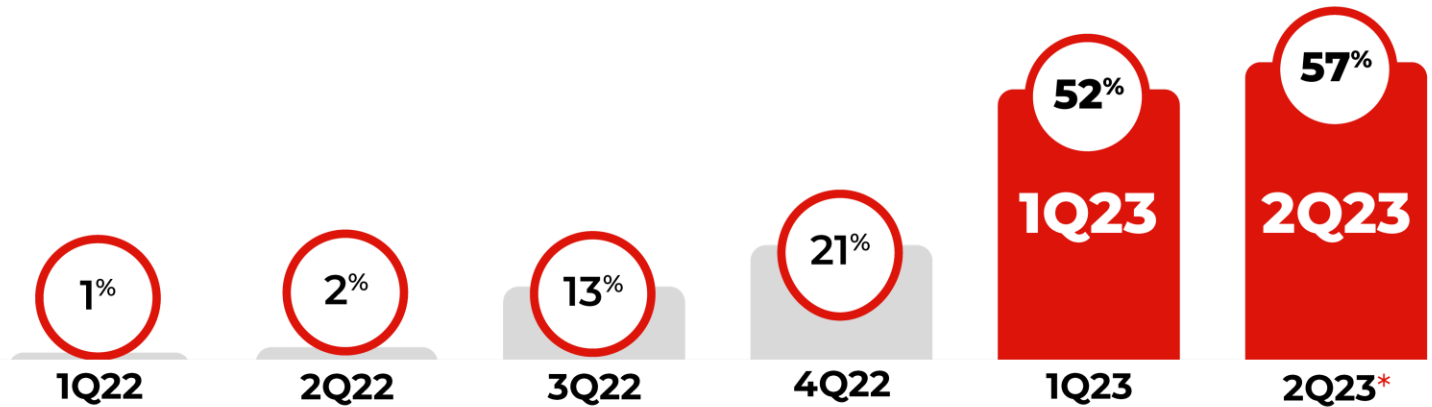
Strategy Area



International flight bookings recovery.

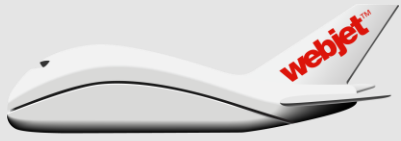
Webjet OTA International Flight Bookings

(% of Pre-Covid⁽¹⁾)



* 2Q23 represents actuals for 1 July 22 to 28 August 2022.

1) Shows International Flight Bookings as % of comparable period in 2019 – ie 1Q22 shows April 2021 to June 2021 vs April 2019 to June 2019. Note: Flight Bookings data does not include bookings made using flight credits.



webjet.com.au

Webjet acquired
Trip Ninja 24/11/21.

**Integration of
FareStructure
to Webjet in
development.**

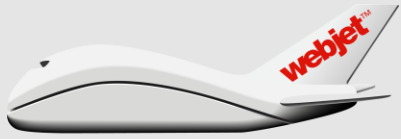
Strategy Area



Trip Ninja Recap.

tripninja

- **Founded:** 2015, launched in 2017 in Canada
- **Employees:** 24
- **FareStructure** is a technology that **automates the combining of fares from carriers that do not have a cooperation or codeshare agreement** in order to give customers the best priced itinerary. Traditionally a fairly manual process, Trip Ninja is able to produce these results in seconds. FareStructure can make a customer as proficient as a seasoned travel agent veteran and it gives Webjet OTA the ability to create complex itineraries using non-aligned carriers in an automated way at scale.
- **FlexTrip** is the **automated re-ordering of a multi-stop itinerary to deliver a better price.** Used in combination, FareStructure and FlexTrip give travellers the ability to find pricing options that could only ever be surfaced manually by a very experienced travel agent. Both Fare Structure and FlexTrip are integrated via API.
- **Multi-stop dynamic packages** combines incredible flight & hotel selections across multiple destinations for one trip at a single opaque price.
- **Virtual Interlining** is dynamically combining one-way fares from airlines who do not have code-share or interline agreements to form one-way or roundtrip journeys (not multi-stop).



webjet.com.au

Many travellers visit multiple cities on trips.

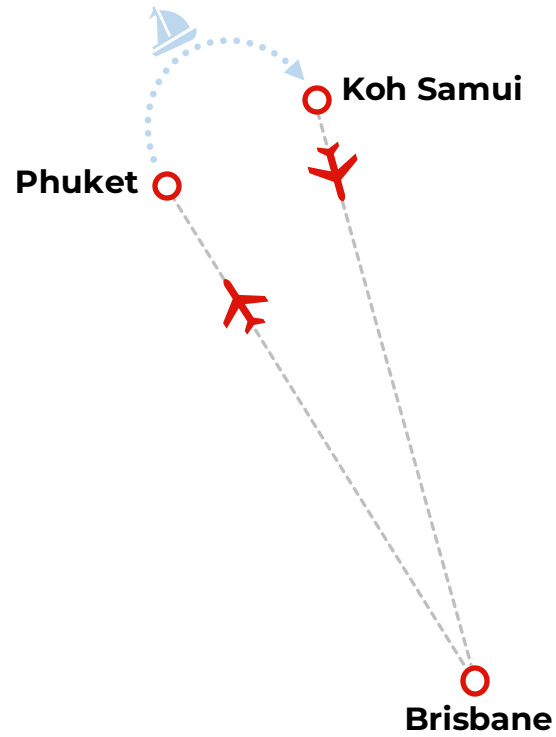
Leisure & business travellers alike.

Mix'n'Match Airlines.

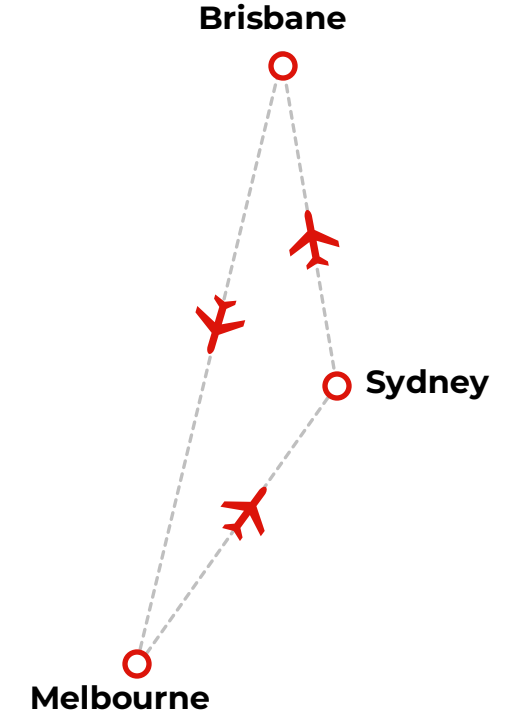
Multi-Stop & Open-Jaw flights explained.

tripninja

Open-Jaw

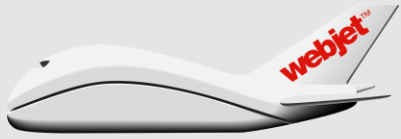


Multi-Stop



Strategy Area





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~10% of international flight searches at Webjet are for Multi-stop trips.

Pricing and Marketing will accelerate shifting multi-stop trips online.

Today's Trip Ninja opportunity.



- **Combining flights outside of legacy fare constructs** for multi-stop domestic & international itineraries
- **Many use cases** are fulfilled by the Trip Ninja tech, including combining unaffiliated airlines on multi-stop domestic and international trips
- **Material fare savings** by shopping with the Trip Ninja tech compared to legacy systems
- **Travel Agents** don't have the time/tech to evaluate so many options
- **One Booking** to cover a trip with multiple airlines makes administration & servicing easier



VS



Combinations of ANY airlines

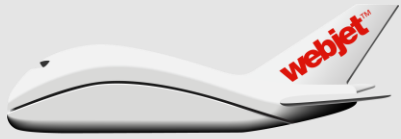


OR



Strategy Area





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Trip Ninja technology integration enables pricing flexibility.

Trip Ninja on Webjet.

tripninja

International Open Jaw - Pricing Comparison Example.

Flight 1: Brisbane->Phuket -> Car/Bus/Ferry -> Flight 2: Koh Samui->Brisbane (ex BNE 08 Sept 2022)



Best	Cheapest	Fastest
\$1,935 15h 18 (average)	\$1,780 27h 58 (average)	\$2,798 12h 58 (average)
Jetstar + Qantas 06:35 BNE → 21:05 USM 13:45 HKT → 05:50 ⁺¹ BNE Partly operated by Bangkok Airways	13:45 HKT → 05:50 ⁺¹ BNE 2 stops KUL, DPS	3 deals from \$1,935 Select →
QANTAS 07:10 BNE → 21:05 USM 13:45 HKT → 05:50 ⁺¹ BNE Partly operated by Bangkok Airways	13:45 HKT → 05:50 ⁺¹ BNE 2 stops KUL, DPS	2 deals from \$2,045 Select →
Qantas + Bangkok Airways 07:10 BNE → 21:05 USM 13:45 HKT → 05:50 ⁺¹ BNE	13:45 HKT → 05:50 ⁺¹ BNE 2 stops KUL, DPS	3 deals from \$2,045 Select →

All Airlines	British Airways	Qantas Airways	Singapore Airlines	Malaysia Airlines
from \$1,869	from \$1,869	from \$1,916	from \$2,798	from \$9,558

171 available flight options		Sorted by lowest price
British Airways	Brisbane to Koh Samui Duration: 51h 25m 2+ stops 8:40 PM → 9:05 PM Sat, 10 Sep via Sydney (1h 35m stop) via Singapore (22h 55m stop)	Price per adult \$1,869 Select →
British Airways	Phuket to Brisbane Duration: 33h 15m 2+ stops 9:20 PM → 9:35 AM Sun, 18 Sep via Singapore (19h 10m stop) via Sydney (2h 55m stop)	MORE DETAILS →

All Airlines	Mix & Match Airlines	Qantas Airways	British Airways	Malaysia Airlines
from \$1,694	from \$1,694	from \$1,862	from \$1,955	from \$9,431

332 available flight options		Sorted by lowest price
Mix & Match Airlines	Brisbane to Koh Samui Duration: 48h 20m 2+ stops 8:45 PM → 9:05 PM Sat, 10 Sep via Sydney (1h 35m stop) via Singapore (22h 55m stop)	Price per adult \$1,694 Select →
Mix & Match Airlines	Phuket to Brisbane Duration: 33h 40m 2+ stops 10:20 AM → 8:00 PM Sat, 17 Sep via Bangkok (4h 35m stop) via Taipei (1h 55m stop)	MORE DETAILS →

Skyscanner

Cheapest:
\$1,935

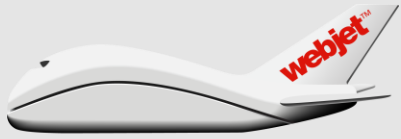
Webjet Production

Cheapest:
\$1,869 ✓

Webjet with Trip Ninja

Cheapest:
\$1,694 ✓✓





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Drives yield on cabin upsell.

Ability for airlines to showcase their cabin investments.

Routehappy merchandising content for airlines.

View flight experience (Melbourne to London) - United Airlines

Flight: Departing Returning

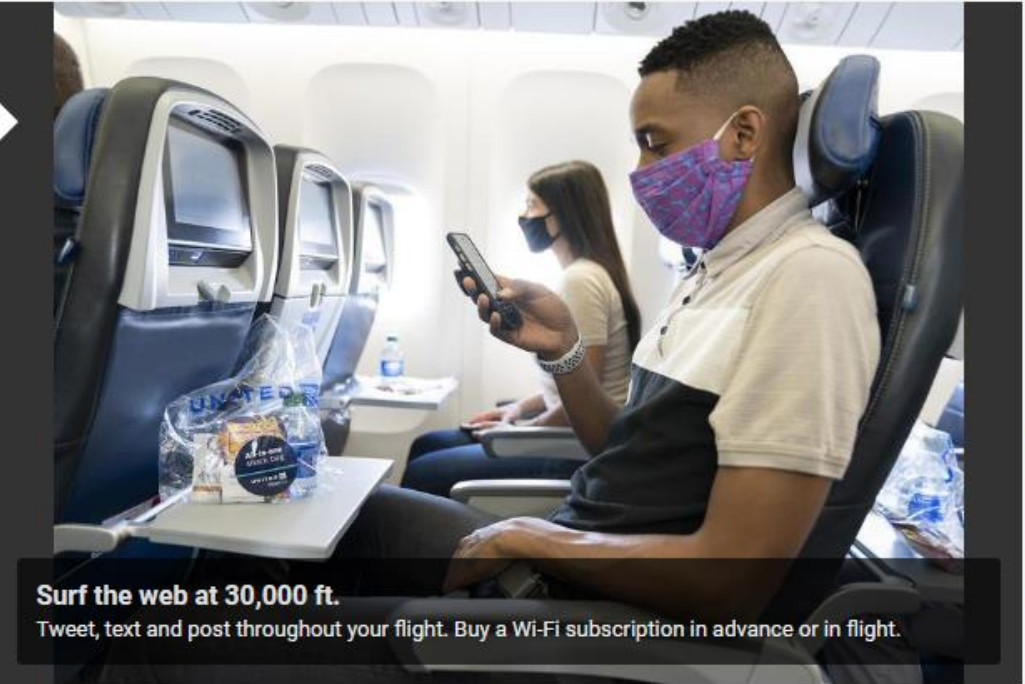
Economy Premium Economy Business First class

Flight legs on this trip:

- Melbourne ▶ San Francisco**
Leg 1- UA61 14h 35m
- San Francisco ▶ New York City**
Leg 2- UA2012 5h 20m
- New York City ▶ London**
Leg 3- UA940 7h 10m

Flight features

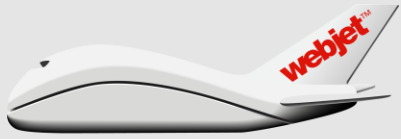
- ✈ Boeing 787-9 Dreamliner (widebody) - 3-3-3 seat layout
- 📺 Seatback on-demand video
- 🍽 Lunch provided
- 🔌 Power & USB outlets
- ✂ 79 cm seat pitch
- 📶 Basic web browsing (fee)



Surf the web at 30,000 ft.
Tweet, text and post throughout your flight. Buy a Wi-Fi subscription in advance or in flight.

Strategy Area





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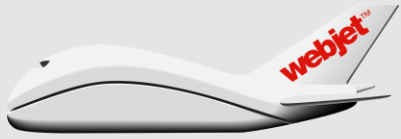
Remains the best
in class display for
**comparing and
selecting flights.**

Webjet's Unique Matrix Flight Display.

- **Airlines** frequently changing route networks to optimise yield, Webjet uniquely positioned to inform travellers of their options and find the schedule/price to suit their needs
- **Mix'n'Match:** In Aug-22 40% of domestic bookings leveraged this capability
 - E.g. Qantas SYD->MEL, Virgin Australia MEL->SYD
- **Matrix enhancements:**
 - Speed improved on average 2 seconds for each search
 - Speed of page interactions also improved dramatically
 - Filters dramatically enhanced
 - UI optimised to give further choice while hiding irrelevant content
- **International matrix enhanced** to handle one-way fares for emerging markets post-Covid (e.g. Fiji/India) where combining one-way fares can deliver superior value compared to return fares

Strategy Area





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Well placed to capture the shift to NDC.

NDC innovation.

- Airlines continue to invest in their New Distribution Capabilities (NDC)
- Airlines excited by personalisation and increasing ancillary revenue
- Webjet has built an Air-Hub to aggregate air content from multiple sources
- Integration of NDC to Air-Hub well advanced
- Webjet already directly connected to several LCC's using API's
- Webjet selling material volume of ancillaries for these API carriers

Strategy Area



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Marketing.

Engaging Travelers

Holiday now, pay later

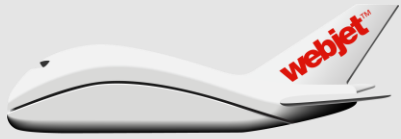
afterpay



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ecaux





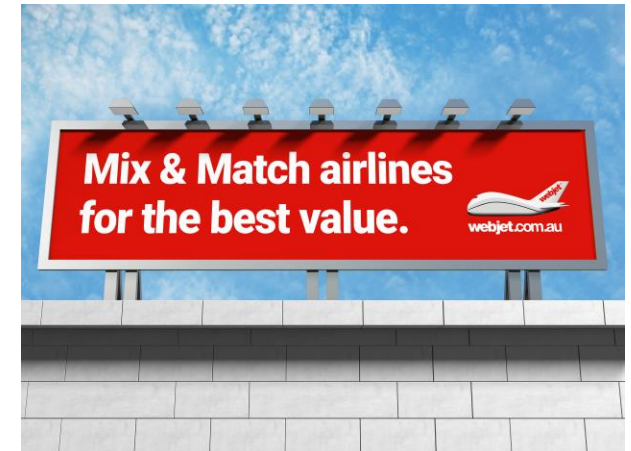
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The right media channel for the right audience segment.

The right creative execution for the right audience segment.

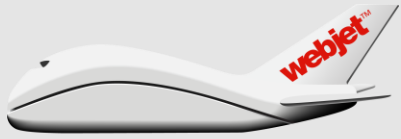
Marketing strategy.

- **Retain marketing spend at 1.5% of TTV**, previously 2% of TTV
- Actively **reduced paid search advertising**
- **Increased use of social media & online video platforms** to reach target audiences
- Develop campaigns to reach **youth audiences**
- **Broadcast TV to reach regional audiences** across Australia
- **Focussed on large format billboards;**
 - Book the Holiday you Deserve
 - Mix'n'Match Airlines for the Best Value
 - Travel Now, Pay Later (AfterPay & PayPal in 4)
- **Leveraging Webjet's 2.3M** email members through engaging and timely content



Strategy Area





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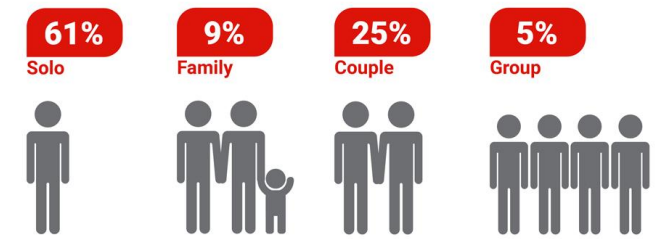
Data drives our decisions.

Segmentation drives performance.

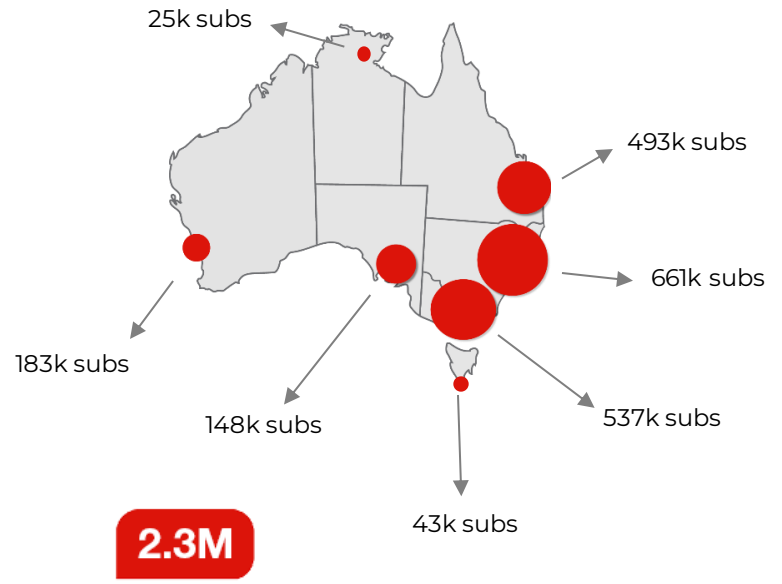
Analytical data for segmentation and optimisation.



Traveller Types



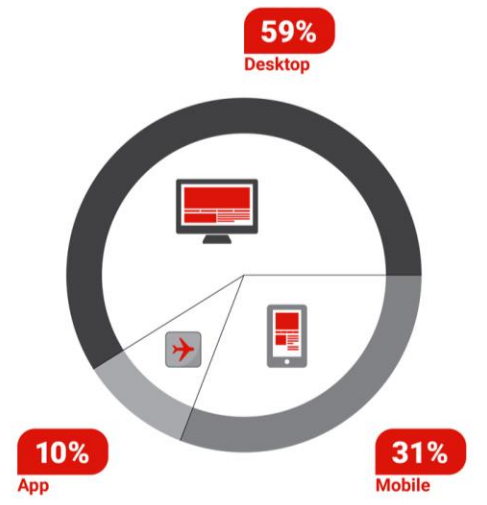
Database Breakdown

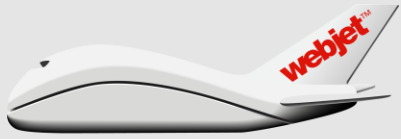


2.3M
eDm Database

*Other: 115k+ subs

Platform





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Gen Z and Millennials are the fastest growing customer groups vs pre-Covid.



Under 34's

are our **fastest growing customer segments**

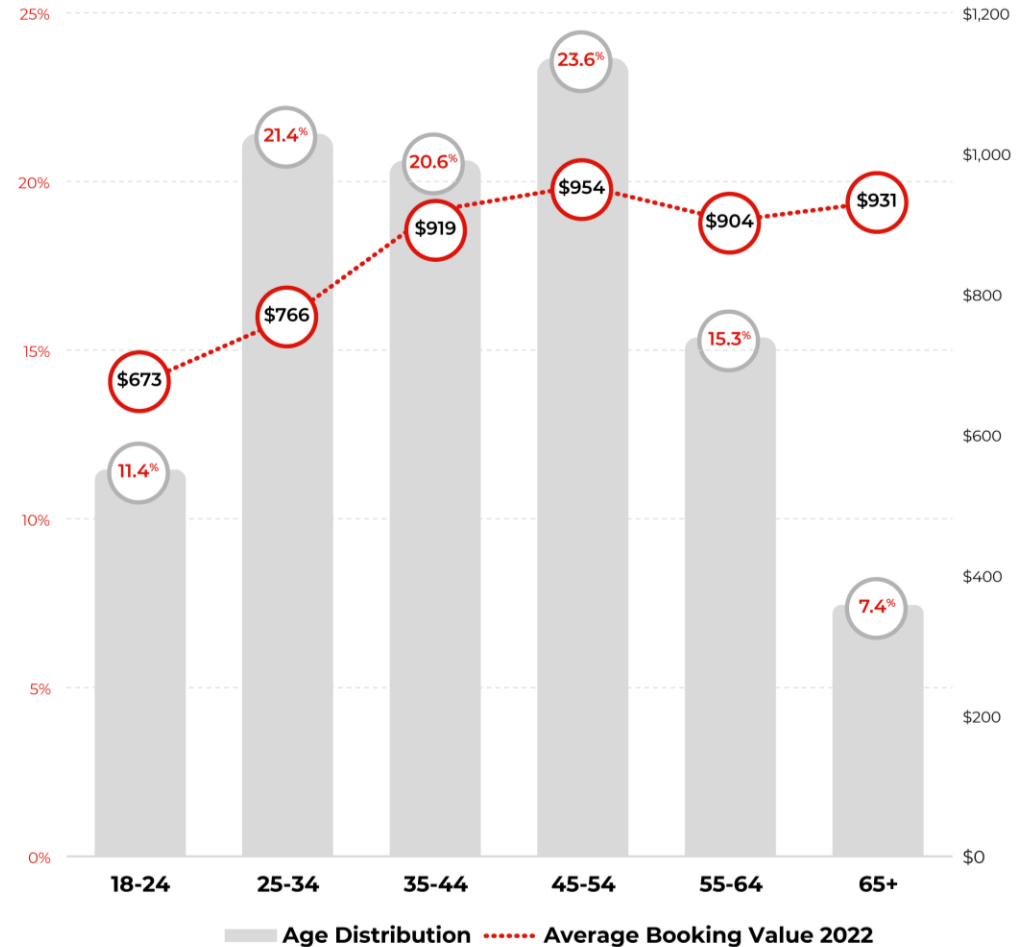


Over 45's

have a **higher average booking value**

Webjet demographics.

Webjet Age & ABV



Strategy Area



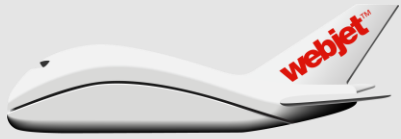
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Servicing.

Empowering Travellers



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Automation key to sustained scalable growth post-Covid.

Redeeming credits & changing flights.

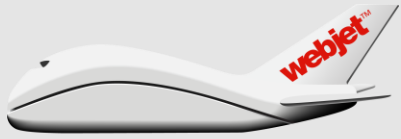
Cycling through complex 12 months redeeming credits.

- Each airline has its own credit rules which require **manual review**
- Customers often frustrated by **limited availability & higher prices**
- **Long tail of credits** to be redeemed with international airlines
- **Pre-Covid, all changes required manual handling** and to-and-fro comms with customer
- **Automation key to scaling** as aviation stabilises in the period ahead, domestic focus now
- **Online flight change request** automation delivered in phases:

Phase 1	Phase 2	Phase 3
Domestic one-way	Domestic return	Non-domestic
Status Live	Status In progress	Status Future

Strategy Area





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Real time control of flight changes.

Key to servicing business travellers.

Empowering Travellers - Ticket change automation.

My Account ▾ Manage Bookings ▾ View Airline Policies Customer Support ▾ My Cart

FLIGHTS HOTELS PACKAGES CAR HIRE INSURANCE MOTORHOMES THINGS TO DO Book Using Airline Credit Gift Cards Specials Blog

Home > Contact Us/Help > Change My Booking

Date and Time Changes

Webjet Booking Reference Number ⓘ

Email used to make booking

Passenger Family Name/Surname

[Continue >](#)

⚠ Before proceeding, please read the following important information.

Due to the recent severe weather situations, we are experiencing a high volume of customer contacts causing long wait times.
 If you have already submitted a change, cancellation or credit redemption request(s) via our online form, or responded to an update and are awaiting a reply, we can confirm that we have received your request and there is no need to submit another request or contact us to follow up.
 We ask that you please bear with us as we prioritise customers with imminent departures.

As per the Airline Fare Rules:

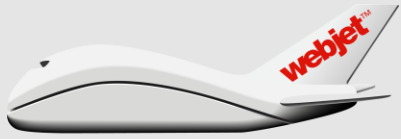
- Your new fare must be of an equal or higher value than your current fare.
- The new flight must be with the same airline.
- Changes are not permitted on some fares. We will advise you by email if this applies to your fare(s).

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

Products	More Info	International Sites	Customer Support	Connect With Us
<ul style="list-style-type: none"> Search Flights Hotels Holiday Packages Car Hire Travel Insurance 	<ul style="list-style-type: none"> About Webjet Travel Toolbox Terms and Conditions Privacy/Security Advertise on Webjet 	<ul style="list-style-type: none"> New Zealand 	<ul style="list-style-type: none"> Contact us Feedback Gift Card Balance & Expiry page <p>Online booking changes are available 24/7</p>	<ul style="list-style-type: none"> Webjet Facebook Webjet Twitter Webjet Instagram

Strategy Area





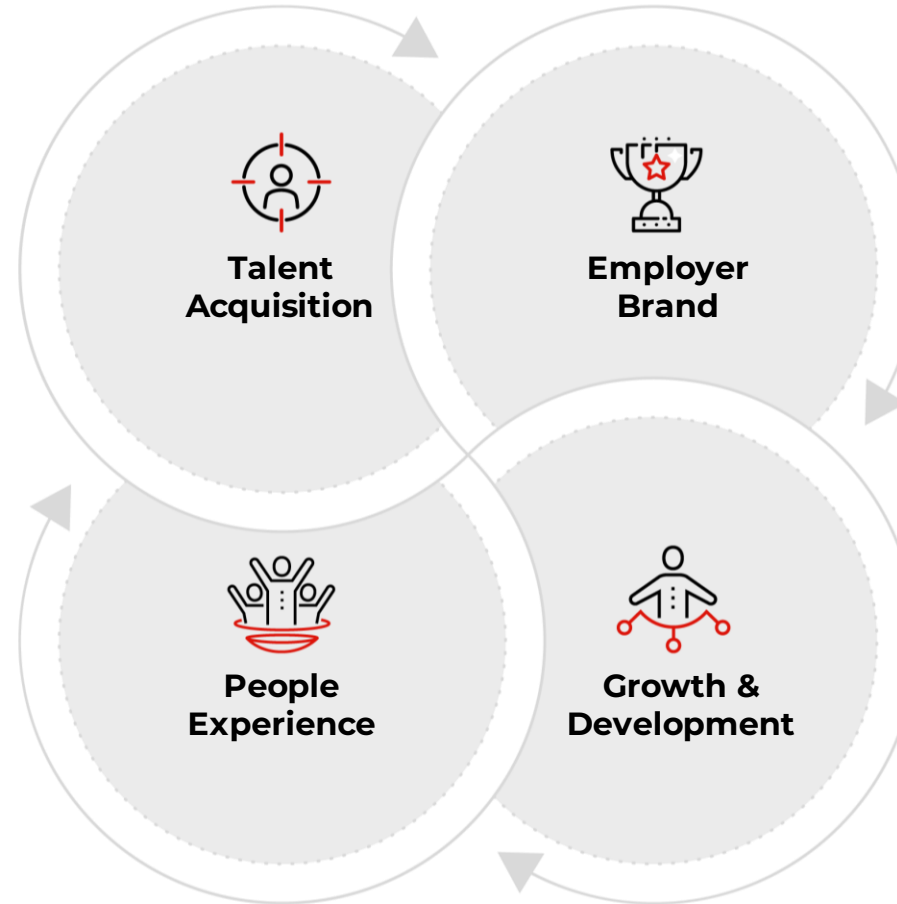
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80+ Webjet staff engagement score.

Talent Acquisition

- Position Descriptions
- Sourcing / Selection
- Offer & Contract
- Recruitment Toolkit



People Experience

- HR Tech
- Engagement Surveys
- Onboarding
- Employee Benefits
- Training & Compliance

Employer Brand

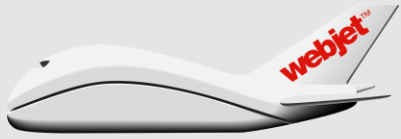
- Employer of Choice Awards
- Values Activation
- Talent Events
- Careers Page
- Videos
- D&I

Growth & Development

- Career Development Opportunities
- Learning Culture
- Reward & Recognition

Strategy Area





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**Australia's
#1 OTA.**

**Leveraging our
strengths across
strategic
initiatives.**

Strategy Area



Aspiration: 1 in 10 Travelers are Webjet Customers.

- Australia & New Zealand **travel market shift to online is accelerating**
- **Mature domestic proposition**, 'mix'n'match' incredibly valuable in this environment of frequently changing flight schedules and route networks
- International airline commission reductions impact the ability of price-led OTA's to discount. Webjet using **innovative technology to create compelling price-points**
- Webjet will continue to integrate **new payment types as consumer habits evolve**
- Enormous data capability allows us to reach the **right audience** with the **right message** at the **right time**
- **Retain key talent** and structure our teams to support the innovation required to meet international flight growth trajectory
- Webjet's **superior technology and brand strength position it to continue to take market share** as international airline capacity returns to our market

Webjet Limited

Q&A.



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