B2B Revisited Back to Basics.

UBS Sydney Investor Session Presentation

18 March 2021

Introduction.

Market overview

- Competitive landscape

- What is a bedbank

- Why do hotels use WebBeds

- Why do customers use WebBeds

The WebBeds model

- Who are our hotel supply partners

- Our multi-supply aggregation model

- Who are our customers

- The network effect

Market Overview

WebBeds

The competitive landscape.

WebBeds is the #2 global provider in a highly fragmented market.

Industry Overview

- B2B Market is **huge and highly fragmented**

- Bedbanks provide a **critical distribution channel** for the travel industry

- Each region has **different characteristics**

- The **majority of participants are specialised, local offerings** with relatively small market share

- WebBeds is one of **very few genuine global players**

Key participant market share (US$BN TTV)
As at FY19

Post Covid-19 Opportunity

- Severe **financial pressure** on smaller players and the industry is likely to **significantly change the competitive landscape** post Covid-19. Presents an **opportunity for WebBeds to gain share** as competitors come under financial strain

- **B2B is expanding** into the B2C market, providing even greater market opportunity
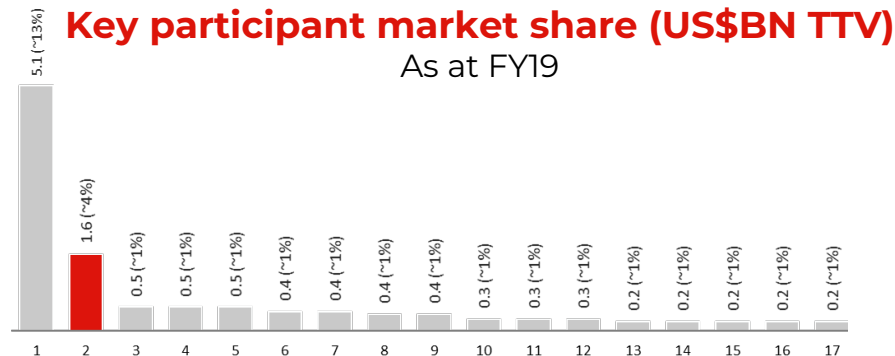
A$70BN+ TTV
B2B Market Opportunity

4%
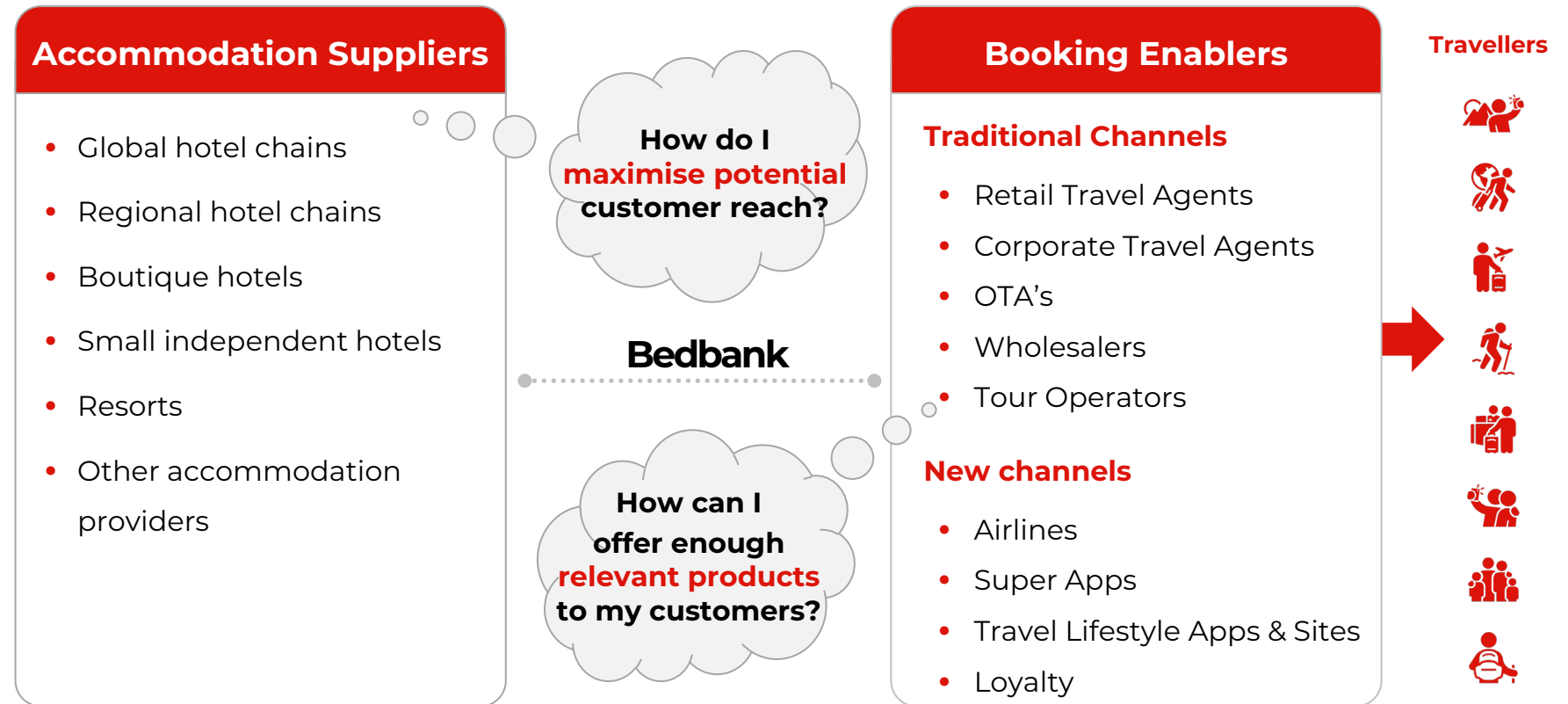WebBeds Global Market Share (pre Covid 19)
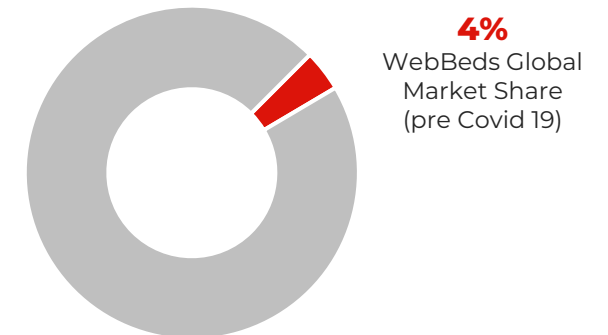
WebBeds

WebBeds is a bedbank that connects sellers with buyers creating a global B2B marketplace.

What is a bedbank?

A bedbank is an **intermediary** that connects **sellers** with **buyers** in a complex global ecosystem of travel distribution.

Accommodation Suppliers

- Global hotel chains
- Regional hotel chains
- Boutique hotels
- Small independent hotels
- Resorts
- Other accommodation providers

How do I maximise potential customer reach?

Bedbank

How can I offer enough relevant products to my customers?

Booking Enablers

Traditional Channels

- Retail Travel Agents
- Corporate Travel Agents
- OTA's
- Wholesalers
- Tour Operators

New channels

- Airlines
- Super Apps
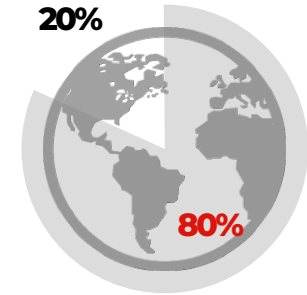- Travel Lifestyle Apps & Sites
- Loyalty

Travellers

WebBeds

WebBeds offers its hotel partners an important & differentiated distribution channel.

What we offer our hotel partners.

The global hotel market is huge and highly fragmented

Accommodation market is **80%** comprised of independent hotels

- Likely to have limited direct booking capabilities
- Less able (or willing) to invest in a global sales and distribution team

20%

80%

80% Independent hotels [1]
20% Part of a chain

What Hotels Need:	• Multiple sources of distribution to ensure minimal vacancy
WebBeds Value Add:	✓ Aggregate multiple and diverse channels through a single contract ✓ Help hotels sell rooms around the world ✓ Help hotels manage their occupancy rates ✓ Help hotels diversify sources of demand

WebBeds

Why do hotels use bedbanks?

Bedbanks (like WebBeds) help hotels extend their distribution channels.

Key Attributes	Bedbanks	OTAs
Lead-time	Longer (more planned)	Shorter (more last minute)
Length of stay	Longer	Shorter
Cancellation rates	Lower	Higher
Traveller profile	Broad based given channel mix (i.e. corporate, leisure, travel groups)	Price sensitive leisure

Bedbanks assist hoteliers by extending their distribution to new channels in more markets

Bedbanks are not designed to compete with hotel supplier direct booking initiatives

Many OTA customers typically book multiple hotels which they then cancel closer to check-in

Source: PhocusWire – The Real Value of the BedBank Distribution Model

WebBeds

WebBeds offers customers access to more than 365,000 hotels around the world**.**

What we offer our customers**.**

Bedbanks customer pool:

Any business that offers its customers the ability to make accommodation bookings:

- **Traditional channels:**
  OTAs, Corporate Travel Agents, Retail Travel Agents, Tour operators and other wholesalers.

- **New channels:**
  Airlines, Super Apps, Loyalty, Travel Lifestyle Apps & sites

What customers need:	• Cost effective access to global inventory delivered through reliable technology, and strong customer service and support
WebBeds Value Add:	✓ Quick, easy access to a full range of global inventory through a single pipe ✓ Highly competitive inventory pricing ✓ Market leading technology ✓ Award winning customer service
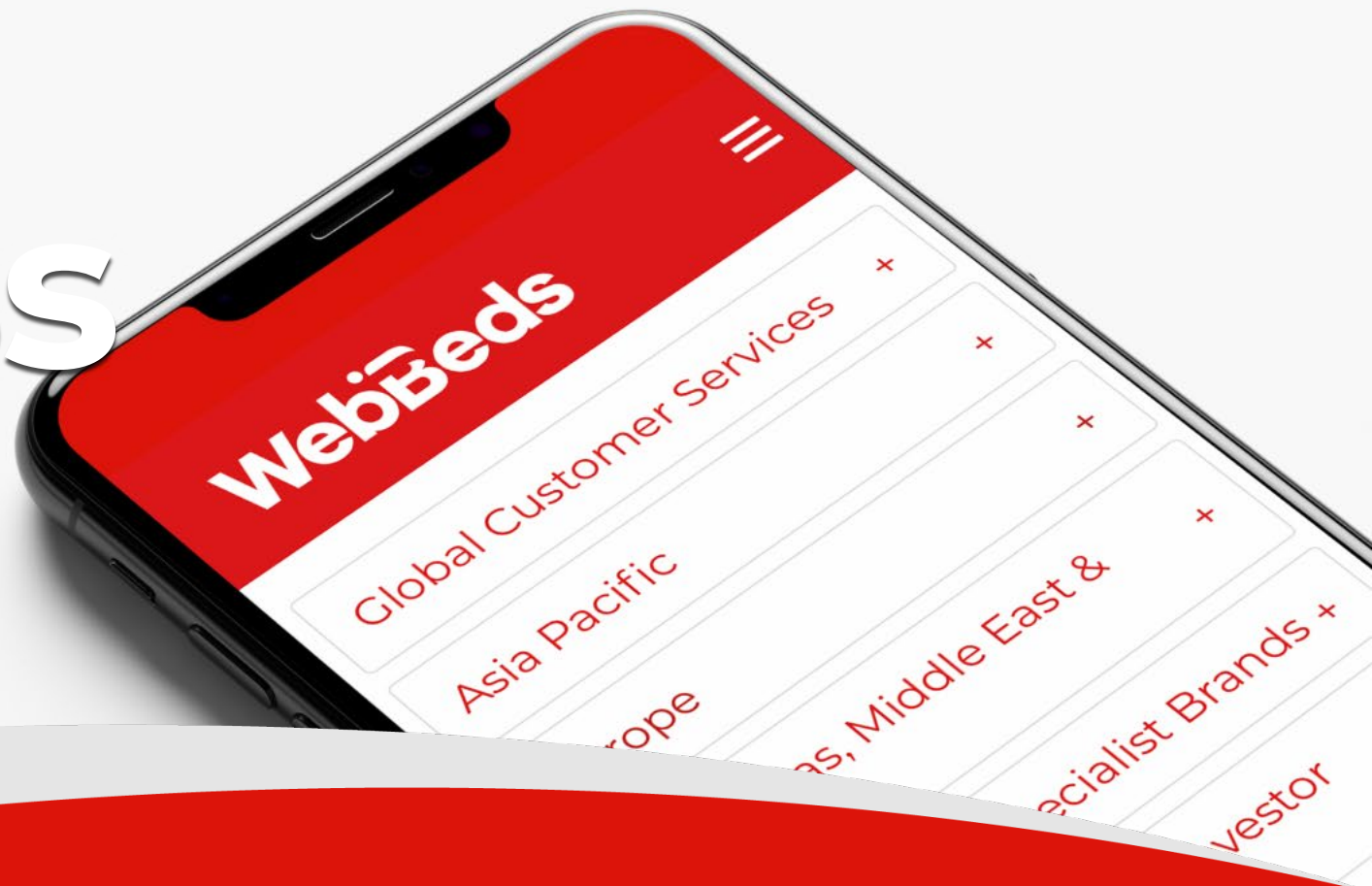
WebBeds

WebBeds offers more than 365,000 hotels around the world including global chains & independently managed & contracted properties.

Our supply partners.

We get our accommodation supply from a wide variety of sources.

Hotels by region

126,165

57,763

3,391

4,519

19,164

4,788

13,130

129,031

365,000+ hotels

14,000+ destinations

200+ countries

65 hotel chain partnerships

30,000+ directly contracted properties

77 integrated 3rd-party wholesalers

Ground service product boosts our product offering.
We provide destination services such as transfers, entertainment, tickets, attractions and more...
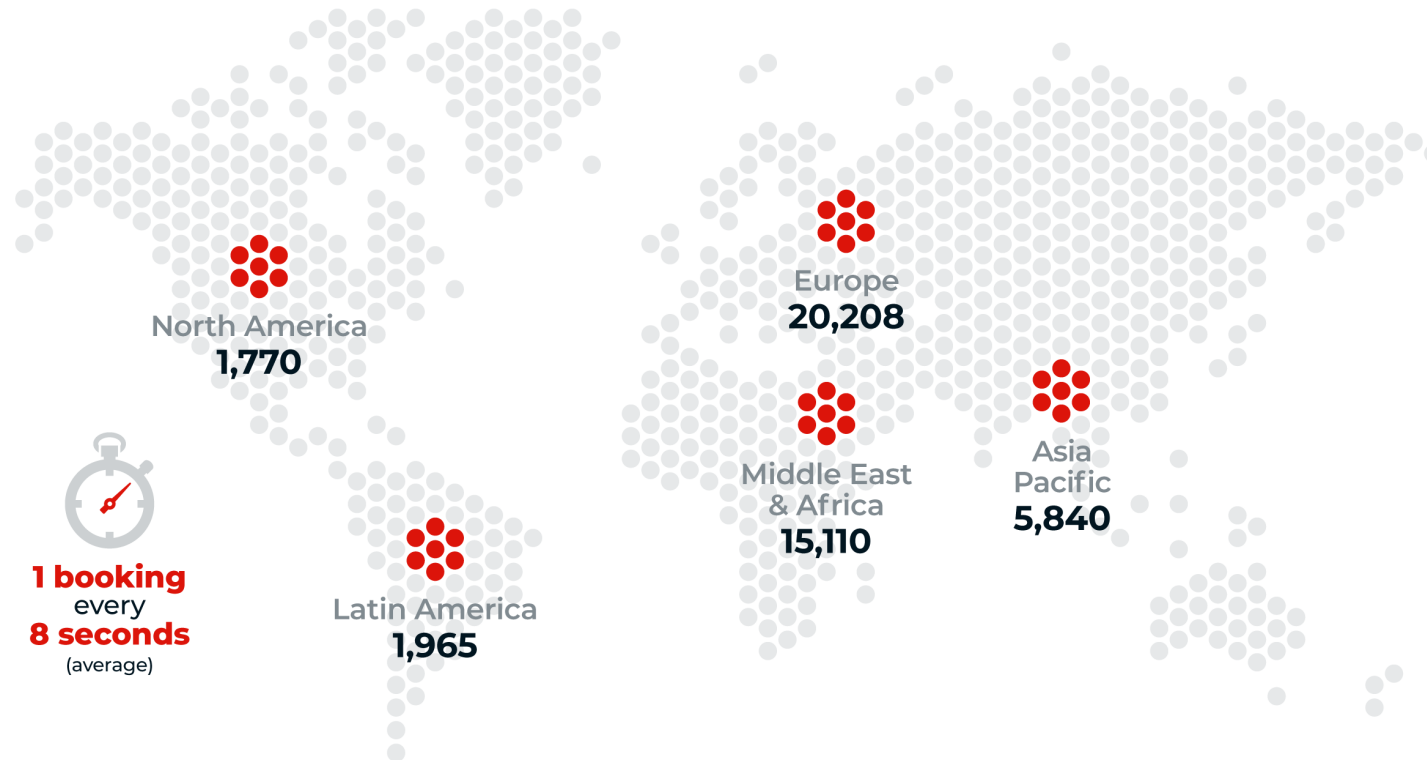
15,500+ global ground services

5,700+ transfer services offered

1,200+ worldwide transfers destinations

3,820 direct contract destinations

![WebBeds logo]

Our network & reach.

Our customer network in more than 145 countries generates 9.6 million room nights per year.

Global Network & Reach

We distribute our products through a global network of travel selling clients.

North America
1,770

Europe
20,208

Middle East & Africa
15,110

Asia Pacific
5,840

Latin America
1,965

1 booking every **8 seconds** (average)

44,000+
travel companies

145+
source markets

Generating

9.6 million
room nights per year

4 million+
bookings per year

10,000+
bookings per day (av)

Note: all data is pre Covid-19

Multi-supply aggregation strategy.

WebBeds

Multi-supply aggregation provides the greatest breadth & depth of inventory at highly competitive prices.

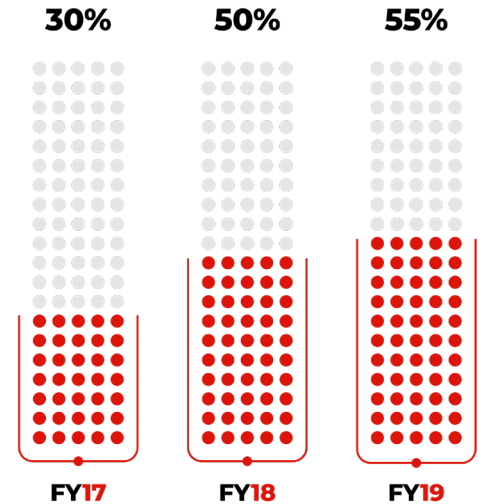**We get our accommodation supply from a wide variety of sources.**

3rd Party Providers
Integration with 77 global and specialist wholesalers

Directly Contracted Hotels
30,000+ key hotels across strategic destinations

Global Hotel Chains
Direct connectivity to 65 leading chain inventory

WebBeds

Our Clients

44,000+ travel providers worldwide

Directly Contracted Hotels.
(as % sales)

30%	50%	55%
FY17	**FY18**	**FY19**

WebBeds

Revolutionising a 20 year business model through the hybrid supply model.

Multiple sources of pricing per hotel.

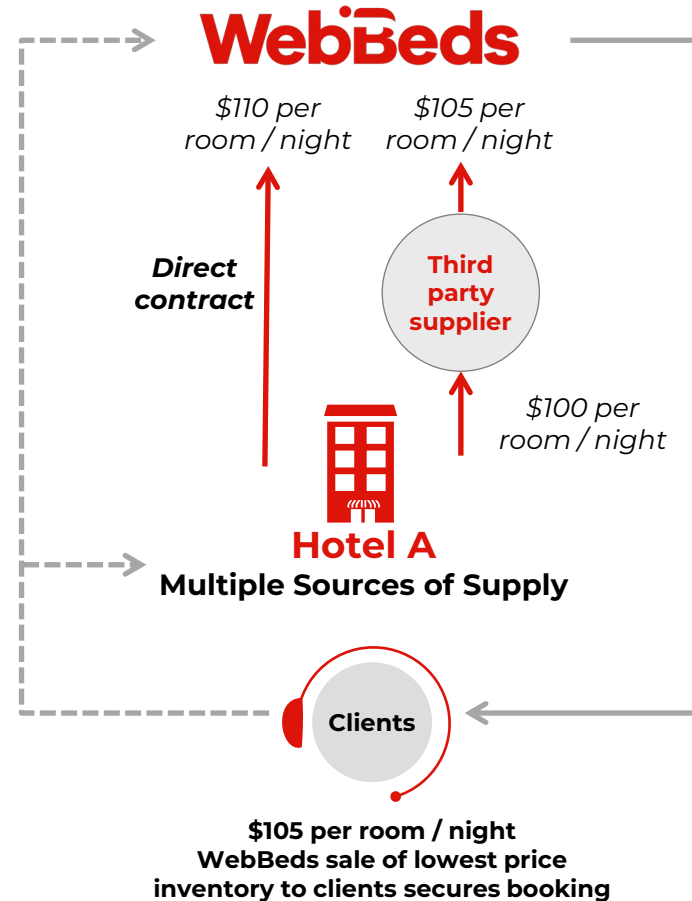### WebBeds often has 4-6 different prices for the same hotel room.

	Global Chains	Third Party	Direct Contracts
Contract Types	Fixed & Dynamic	Fixed & Dynamic	Fixed & Dynamic
Typical Contract Profile	Evergreen	Evergreen	6 month
No Inventory Risk	✓	✓	✓
# of Suppliers	65	75+	30,000+

Pricing competitiveness – Illustrative examples.

Our supply model allows for instantaneous & continual feedback loop with unparalleled price & demand data.

Instant Price Feedback

$110 per room / night

$105 per room / night

Direct contract

Third party supplier

$100 per room / night

Hotel A
Multiple Sources of Supply

Clients

$105 per room / night
WebBeds sale of lowest price
inventory to clients secures booking

Instant Demand Feedback

Third party supplier

Hotel B
Third Party Supply Only

Client A **Client B** **Client C**
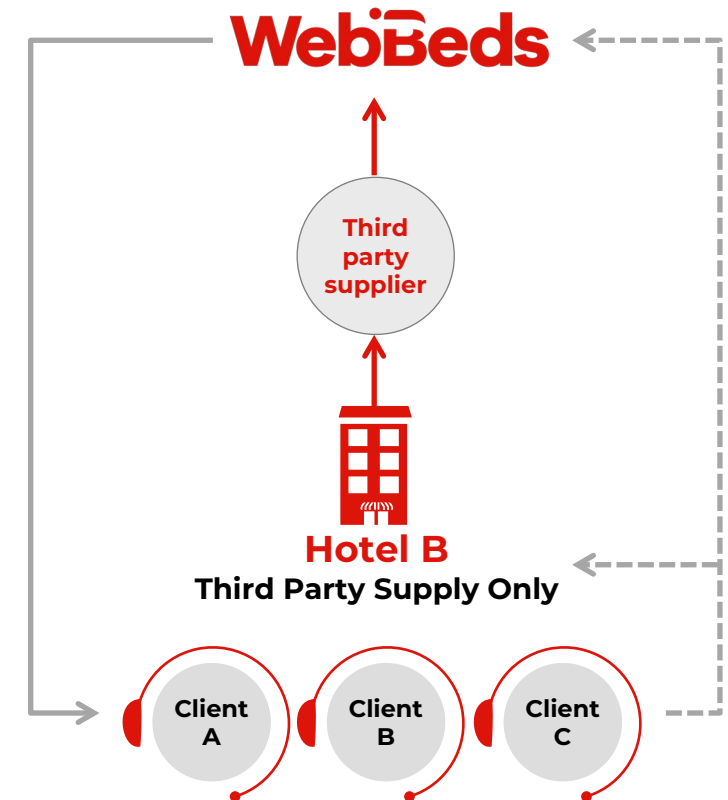
WebBeds

A balanced portfolio mix across all customer segments.

Our customers.

Who are our customers?

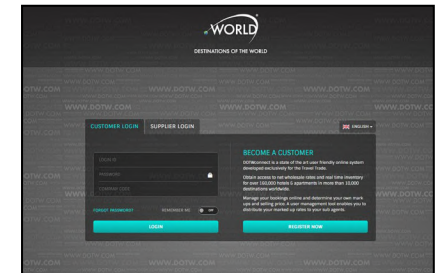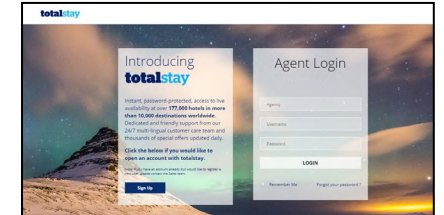WebBeds has a **balanced portfolio** across all customer segments.

Corporate Travel Agents **20%**

Tour Operators **8%**

OTA's **17%**

Super Apps **3%**

Wholesalers **20%**

Retail Travel Agents **32%**
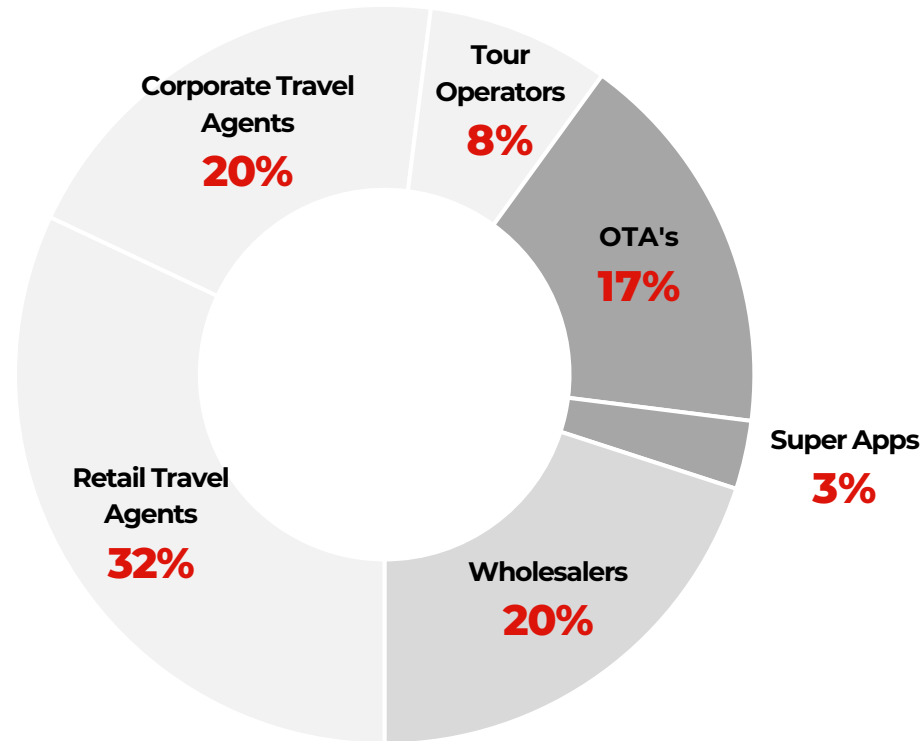
What we offer our customers.

- ✓ Quick, **easy access** to a full suite of global inventory
- ✓ Over **365,000** hotels
- ✓ Highly **competitive** inventory pricing
- ✓ Market leading **technology**
- ✓ **50+ offices** globally
- ✓ **1,500+ staff** worldwide, with dedicated local sales & supplier support team structure
- ✓ Award winning **customer service**

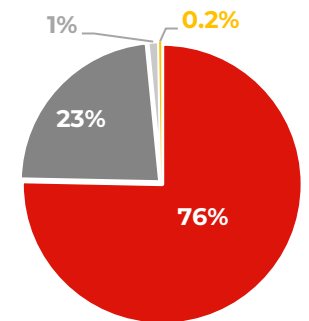Note: Customer portfolio as at 31 December 2019

WebBeds

We provide customers a diverse technology enabled product offering.

Technology product offering.

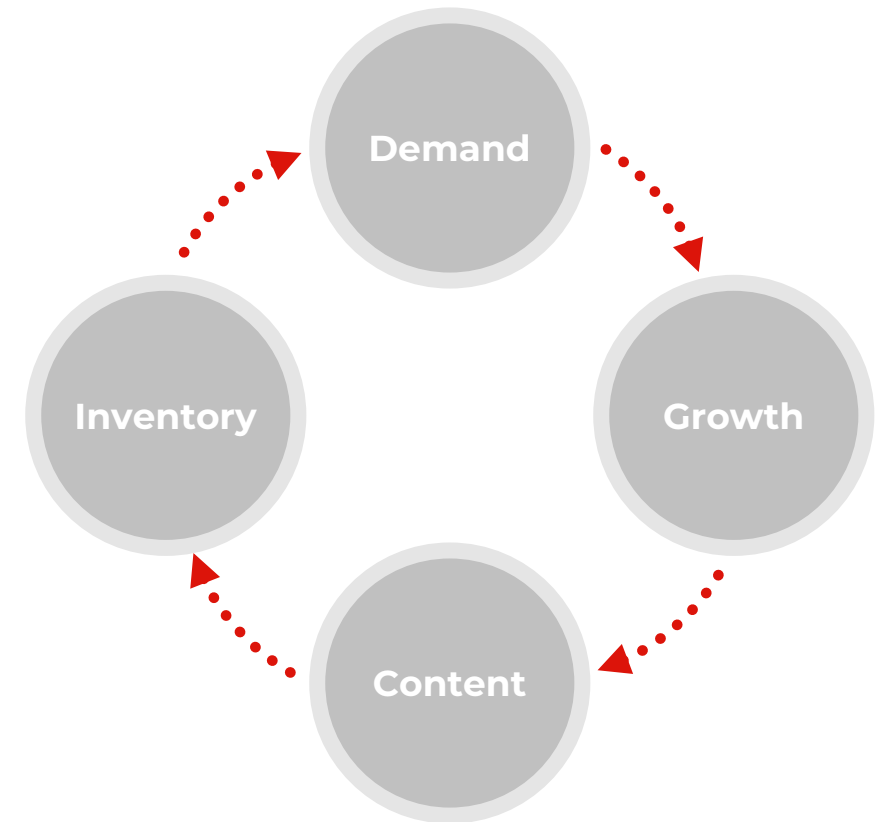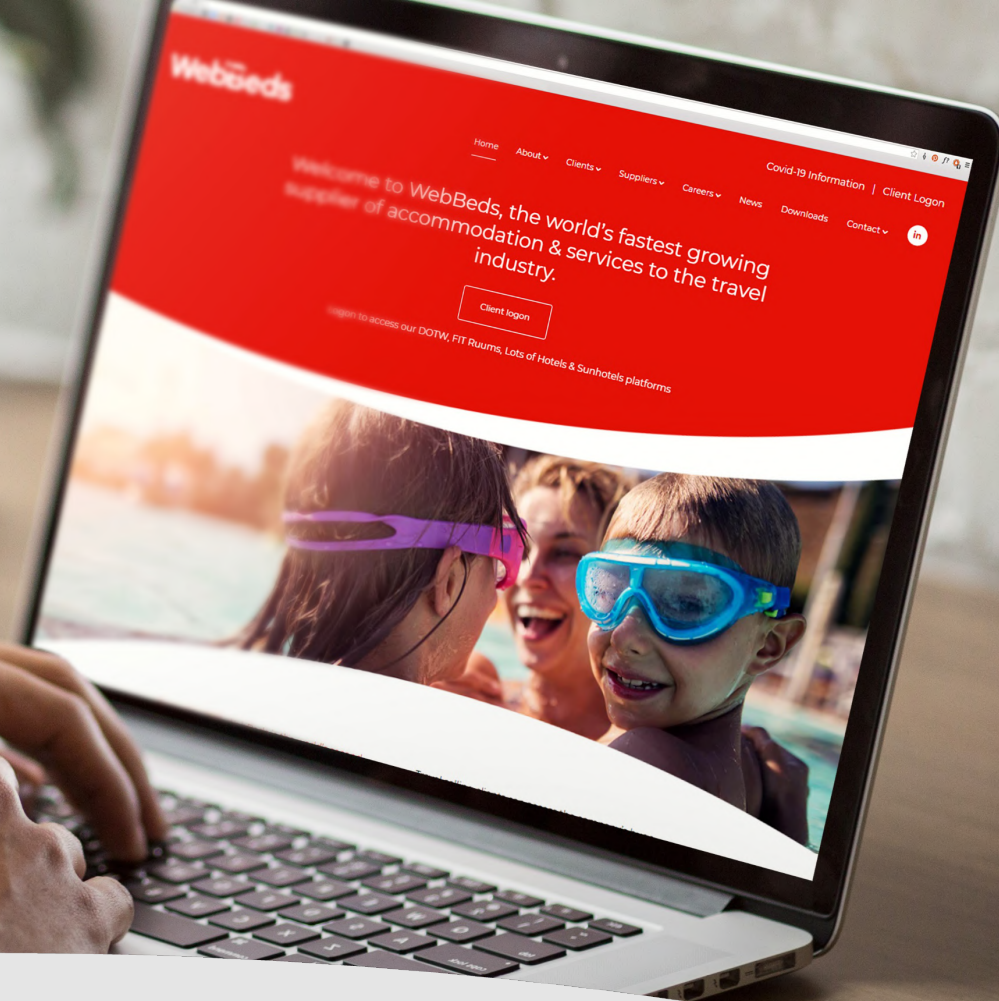| What do customers look for?	WebBeds offering
Fast product that is easy to use	✓ Clients can access global inventory through either XML or direct website connections ✓ Sub-second response time for XML connections ✓ Provides a net rate ✓ Access 24 hours a day, 365 days a year ✓ Online invoicing ✓ Detailed booking reports
Great rates	✓ WebBeds aggregates room rates from all supply sources and only the lowest price is displayed
Great inventory	✓ Global inventory with depth and breadth – 365,000+ hotels in 200 destination markets ✓ **WebBeds is the only Bedbank of scale operating a hybrid model providing inventory advantage**

XML / Website Split (FY19)

- 76% XML
- 23% Web
- 1% Call Center
- 0.2% Group

The importance of the **Network Effect**.

- The more WebBeds grows its global client base, **the more relevant it becomes to hotels as a means of distribution**

- As a result, WebBeds is **able to get deeper room allocations at better prices** with its directly contracted hotels, as well as attract new hotels to its platform

- WebBeds becomes **increasingly meaningful to its third party providers as a distribution platform** for their own room allocations

- Ability to increase room content and access better rates in turn helps **feed greater demand for its product from clients**, helping grow its global client base

- Large and increasing **repository of data – providing competitive data advantage**

Pre Covid-19, WebBeds was the fastest growing B2B player in the world**.**

Demand

Growth

Content

Inventory

Thank you.

WebBeds