

Camplify Holdings Ltd

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ASX Announcement

11 May 2026

Camplify CEO presents at 1st Australian Microcap Investment Conference Sydney

Camplify Holdings Limited (ASX: CHL) Chief Executive Officer and Founder, Justin Hales will present at the 1st Australian Microcaps Conference in Sydney today and a copy of his presentation is attached.

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About CHL

Camplify Holdings Limited (ASX:CHL) is in the business of elevating outdoor experiences through innovative and scalable tech solutions. Composed of Camplify, MyWay and PaulCamper, the CHL Group operates one of the world's leading peer-to-peer digital marketplace platforms. connecting recreational vehicle (RV) Owners to Hirers. With operations in Australia, New Zealand, Spain, the UK, Germany, Austria and Netherlands, Camplify and PaulCamper deliver a seamless and transparent experience for consumers looking to travel and connect with local RV owners.

This announcement was approved by the Company Secretary of Camplify Holdings Limited.





1st Australian Microcap Investment Conference Sydney

Official Presentation
Justin Hales, CEO



Acknowledgment of Country

Camplify Holdings Limited pay our respects to the traditional owners, their elders past and present and value their care and custodianship of these lands. Camplify Holdings Limited is a proud Newcastle originated company built on the lands of the Awabakal & Worimi people.



Introduction to CHL



About us

We are a platform for connecting hirers and RV owners together. We provide everything both parties need. We are the glue that connects the transaction.

Our vision

Creating the world's best platform connecting hirers and RV owning members. Being the provider of all the products, services and support needed to have an outstanding experience.

Our mission

Build member products and technology that drive our growth, through customer enable of seamless travel while we provide our customers elite customer service



Paul Camper

myway



rent tent



Australia



The UK



New Zealand



Spain



Germany



Netherlands



Austria

CHL is the parent company of Camplify and PaulCamper and is one of the leading P2P digital marketplaces in Australia and Germany, respectively, **connecting Owners** of RVs such as caravans, campervans and motorhomes **to Hirers**.

- Provide RV for rent
- Set their own pricing
- Set their rental type



- Utilise Camplify/PaulCamper services
- Purchase insurance
- Purchase additional goods and services



- Pay for their rental
- Pay for their rental protection
- Purchase additional goods and services



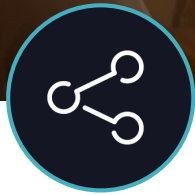
- Receive customer support
- Receive 24x7 roadside assistance
- Receive rental protection



Overview



Camplify was **co-founded in 2015** in Newcastle, Australia



Camplify is now **the largest RV sharing community** in Australia & NZ



Global expansion has seen Camplify become a **global platform**

–
Now operating in Europe
The UK, Germany, Spain,
Netherlands & Austria



Camplify has **paid over \$50million** in hire income to our van owners



Over 1000 van rental businesses have started with the help of Camplify



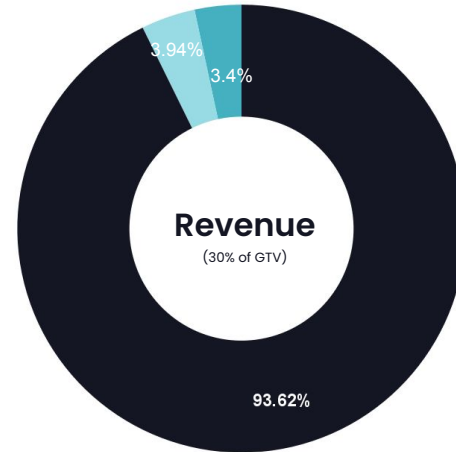
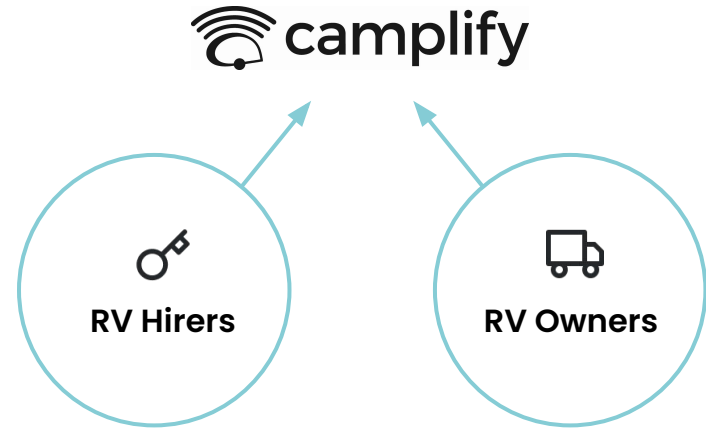
Camplify - Owners & Hirers

RV hirers

- Commission
- In AU/NZ Mandatory Accident Excess Reduction (AER)
- Optional AER upgrade
- Travel insurance

RV owners

- Depending on the type of member:
 - Commission
 - Insurance
 - Premium Membership (PM)



● Hire Revenue ● Premium Memberships ● Other

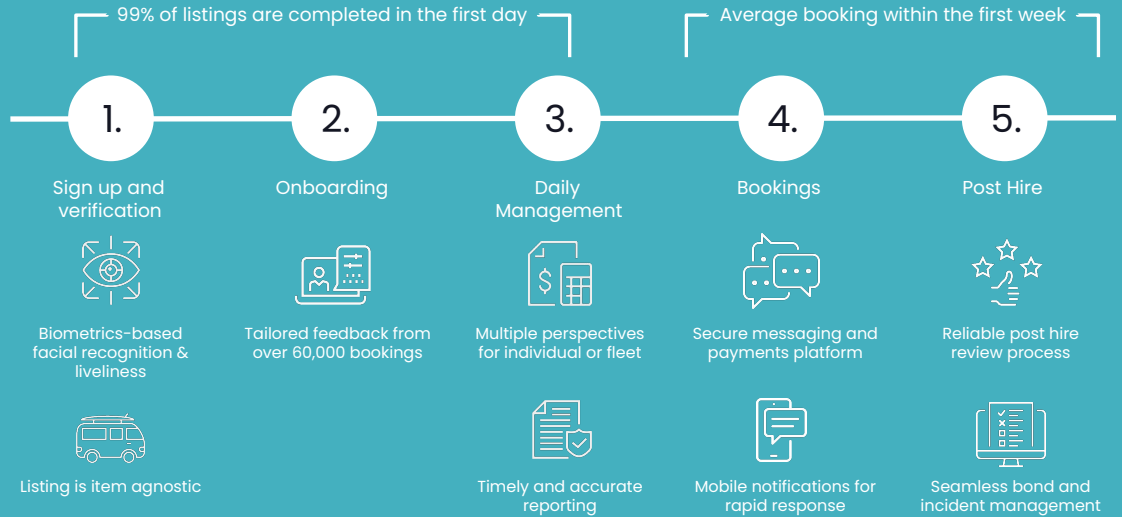


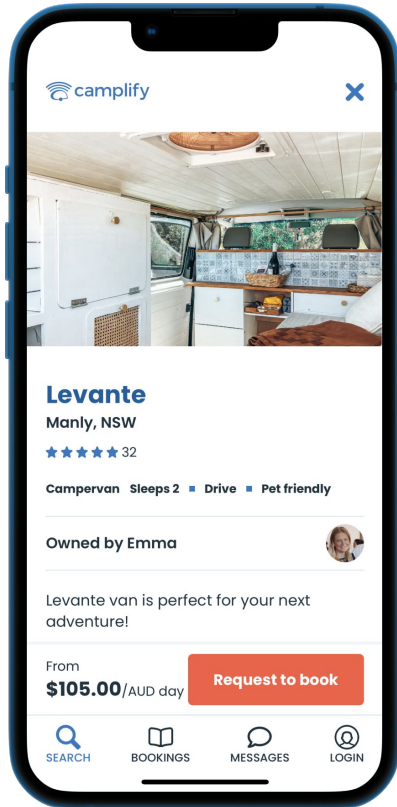
Powered by Proprietary Tech

Camplify Technology Platform Pillars

- Camplify has invested significantly in its technology platform and built it to scale to other geographical markets.
- Empowering Owners with marketing opportunities and integration with custom sites.
- Provide a trustworthy, secure environment for both owners and hirers to generate experiences.
- Built on a Service Driven, API based platform with proven reliability and scalability.
- Purpose built Invoicing and Reporting platform.
- Continued innovation and improvement at the core.

The Owner Preparedness Journey is identified as one of the key processes for Camplify, recruiting and empowering owners on the platform as quickly as possible.





Marketplace performance

- One global platform
- Standardised processes, providing consistent global experience
- Streamlines operations with centralised data and insights
- Reduces overhead from maintaining multiple systems
- Scalable and flexible for growth and new markets
- Allows focus on building customer features and experiences

AI-powered capabilities

- Analyse consolidated data to identify patterns and opportunities
- Forecast future outcomes and demand fluctuations accurately
- Proactively adjust strategies and allocate resources
- Provide personalised product/content recommendations
- Enhance customer experience and marketplace performance



Why RV owners and hirers choose our brands

Camplify and PaulCamper provide significant value to our owners and hirers



RV Owners

Monetise underutilised assets

Top owners earn over \$59,000 per annum for their RV with the average earning over \$8,700

SMEs can offer a fleet

SMEs to make their fleet available and potentially multiply their returns

High visibility & demand

RVs are marketed globally

Transactions completed on platform

Providing comfort and security.
MyWay Mutual – Damage protection, verified hirers and 24/7 roadside assistance included



Hirers

Rent assets short term, on-demand

See immediate availability of all RVs with many for under \$100 per day

Transparency

Hirers can compare between RVs

Widest availability

Over **34,000** RVs available for rent

Try before they buy

Hirers can Test-drive the lifestyle first – hire any RV and have the rental credited toward the purchase price



★ **Rated 4.92/5**
With 146,602 reviews



PaulCamper

★ **Rated 4.89/5**
With 100,514 reviews



Our Board



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Chairperson &
Non-Executive Director



Justin Hales
Chief Executive Officer
and Executive Director



John Myler
Non-Executive Director



Mike Rosenbaum
Non-Executive Director



Karl Trouchet
Non-Executive Director



Sharon Xue
Non-Executive Director



Our Executive Team



Justin Hales
Chief Executive Officer
and Executive Director



Brett Edwards
Chief Financial Officer



Jeremy Gupta
Chief Technology Officer



Sato Howard
Global Head of Marketing

Grow Core Revenue

- Grow core customers including fleet and hiring members
- A global target of 28% take rate
- Build recurring revenue through Myway

Focus on Members

- Camper+ is a core strategy in development of markets
- Establish more complementary products for members
- Build additional membership levels

3-5 year goals

CHL
Group

Focus on Operational Scale

- Build efficiency through automation and technology
- Use AI tools to enable customer growth
- Build brands enabling efficient CAC

Focus on Ebit Performance

- Build BAU EBITDA levels towards 20%
- Reduce operational costs as percentage of revenue as growth continues



FY26

Business improvements & Update



JB Group Partnership

Camplify entered into a strategic services agreement with JB Group at the end of October 2025. The agreement encompasses the following key provisions including:

- Club Camplify membership promotion, implementation of Camplify managed services depots at key location, promotion of Camplify products and services, and co-marketing initiatives.
- CHL has been working with JB on a pilot site in Newcastle in Q2. This site will form the program of works for a rollout to all JB owner dealerships, followed by select partner dealers
- This model will enable CHL to directly offer products and services to around 3000 customers annually
- Managed services forms a key part of the CHL strategy in Australia moving forward with the ability to manage RV owners vehicles with hands off from the owner across 10 sites by 2027 at an increased revenue take rate



RV protection that's not like traditional insurance

CLUB camplify

- Fire, hail, storm, flood, accident & theft protection
- Rental van provided for holiday protection
- On-hire roadside assistance
- Flexible rental cover options

Purchase Inside

CAMPLIFY MANAGED RENTAL DEPOT

camplify | JB Caravans

STORE YOUR VAN WITH US & EARN OVER \$15K PER YEAR*

*Average earning based on Premium RV available all year round.



Focus and Development



Base Right

Revenue Quality Improving

- Take rate up ~2pp YoY; GP margins expanded
- Average booking value resilient at \$1,612
- AER take-up at 55%; Premium Membership churn reducing
- Australia \$12.5m revenue; Germany revenue improved on consolidated platform
- Deliberate consolidation of low-margin European volume

Cost Base Restructured

- Significant annualised savings: headcount, outsourced marketing eliminated, software optimisation
- Bottom line improved \$5m vs prior corresponding period
- Cash position \$23.2m, up from \$8.4m

Supply & Pipeline

- 34,400+ RVs on platform; 5,000+ Premium Members
- \$34.2m in committed future bookings GTV



Ready to accelerate

Technology & AI

- AI voice agents rolling out globally for faster customer resolution
- Continued automation reducing friction and manual tasks across the platform

Insurance & Mutual Expansion

- Full-year ANZ Mutual portfolio result enabling further rollout
- EU insurance improvements through product enhancements
- Mutual expansion into Northern Hemisphere markets

JB Group Partnership

- Pilot depot program expanding to 12 additional depots across ANZ
- Fully managed rental fleet delivering improved take rates
- Leveraging JB customer database for deeper ANZ product penetration

Membership Growth

- Club Camplify investment to accelerate member acquisition
- Platform advancements to accelerate bookings and conversion



Key takeaways

01

Improved underlying business structure

Improved bottom line results; +\$5m swing in bottom line result from pcp. Cash improvement, closed the period with \$23.2m up from \$8.4m pcp. Well positioned to accelerate results in H2FY26

02

Myway pillar delivering outcomes

The investment CHL has made into the Myway rollout in Australia has delivered improved GP margins and retained profits with further expansion to be rolled out in H2FY26

03

Improved marketing approach

CHL has been able to demonstrated a reduction in marketing expenses while holding revenue results showing an improvement in marketing efficiencies. Now ready to accelerate in H2.

04

Well positioned with major ANZ partnership

Major opportunities with major shareholder JB Group to leverage customers and dealerships to add to revenue through implementation of the Club products, and managed services for H2FY26



Summary & appendix

Key risks

Platform risks	As the Company operates a two-sided platform, the Company's future growth and profitability is dependent on that platform being vibrant and active. The Company's business relies on both Hirers utilising the platform and on Owners listing RV's on the platform. The growth of the Company is also reliant on attracting and retaining customers to use its platform and converting those customers into new and repeat customers. Various factors can impact this conversion rate which in turn could impact the Company's ability to meet stated objectives and could adversely impact the operations and financial performance of the Company.
Performance of technology	The Company is heavily reliant on information technology to make the Company's platform available to users. There is a risk that the Company, its web host or the platform's third-party integrations may fail to adequately maintain their information technology systems, which may cause disruptions to the Company's business. There is also a risk that systems failures or delays, corruption of databases or other electronic information, power failures, issues with upgrades, technical malfunctions and other disruptions to information technology systems used by the Company, its web host or the platform's third-party integrations or its users may cause disruptions to the platform or adversely affect user experience on the platform.
Innovation	The Company's success in the future may depend on its ability to continue to identify and deploy the most appropriate new technologies and features. The ability to improve the Company's existing products and services and develop new products and services is subject to risks inherent in the development process. There is a risk that the Company may fail to update its platform to adopt new technologies, or that other businesses may develop or adopt new technologies which give them a competitive advantage over the Company's platform. This may render the Company's business less competitive.
Growth strategies	As the Company plans to continue expanding its cross-border operations into existing and new markets, there is a risk that the Company may face challenges (including legal or regulatory) in which it has limited or no experience in dealing with. The success of the Company's expansion may be affected by a number of factors, including, without limitation, existing incumbent competitors, the timing for and rate of uptake of the Company's platform, differing consumer demands and sentiments, differing regulatory requirements, the ability to enforce intellectual property rights, exchange rate fluctuations and differing tax treatments in different jurisdictions. The Company may have to expend significant resources, such as costs and time, to establish operations, and market itself and develop its presence in those jurisdictions.
Fraud and fictitious transactions	The Company may be exposed to and encounter risks with regard to fraudulent activity by platform users. This may involve Hirer's not receiving goods they have purchased or bookings they have reserved, Owner's not receiving full payment for hires and the Company not receiving full payments it is contracted to receive Negative publicity and user sentiment generated as a result of actual or alleged fraudulent or deceptive conduct on the Company's platform could severely diminish consumer confidence in and use of the Company's platform.
Cybersecurity and data protection	The Company collects a wide range of personal, financial and service usage data and other confidential information from users in the ordinary course of its business, such as contact details and addresses, and stores that data electronically. The platform also includes third-party integrations who may collect information on the Company's users, such as payment details. As an online business, the Company is subject to cyber attacks. The Company and, as far as the Company is aware, those third-party integrations have systems in place to maintain the confidentiality and security of that data and detect and prevent unauthorised access to, or disclosure of, that data. There can be no guarantee that the systems will completely protect against data breaches and other data security incidents.
Intellectual property	The Company places significant weight on the value of their intellectual property and Company know-how to maintain its competitive position in the market. There is a risk that the Company may inadvertently fail to adequately protect its intellectual property or be unable to adequately protect its intellectual property in new jurisdictions which it expands into from time to time. It is also possible that this information be compromised by an employee or a third-party without authorisation.

Key risks (cont'd)

Competition	The Company recognises the potential risk that existing competitors or new entrants to the market may increase the competitive landscape and have an adverse impact on the financial performance of the Company which in turn, would erode the Company's revenue and market share. Existing competitors and new entrants in the market may both domestically and overseas may engage in strategic partnerships or acquisitions, develop superior technology, increase marketing activity and/or offer competitive pricing. There is a risk that the Company may be unable to respond to such competition and this may reduce demand for the Company's service and use of its platform which in turn, may have a material adverse effect on its revenue, profit margins, operations, financial position and growth prospects.
Suppliers	The Company's business utilises third party suppliers, including companies which offer insurance and roadside assistance services. There is a risk that suppliers may become unable or unwilling to do business with the Company, or to renew contracts with the Company once they expire. There is no guarantee that the Company will maintain existing contracts or be able to renew contracts with suppliers on current terms, or at all. If the Company is unable to source alternative suppliers within a reasonable period of time and on reasonable terms, this may cause disruptions to the Company's platform while suitable replacements are sourced or cause the Company to incur substantial costs.
Key personnel	The Company is dependent on its existing personnel as well as its ability to attract and retain skilled employees. The Company must recruit and retain expert engineers and other staff with the skills and qualifications to operate, maintain and develop the platform. A loss of key employees or under-resourcing, and inability to recruit suitable replacements or additional staff within a reasonable time period, may cause disruptions to the platform and growth initiatives, and may adversely affect the Company's operations and financial performance.
Restriction or suspension from digital marketing channels	The Company relies on digital marketing channels such as Google and Facebook to market the platform to the social media of their client demographic. This reliance creates a risk that a ban, restriction or suspension may have an adverse effect on the business reputation, financial performance and operations of the Company.
Search engine risk	Due to the fact that most consumers access the platform through a search engine, the Company may become vulnerable to variations in search engine recommendations. This becomes particularly relevant if the Company becomes excluded from or ranked lower in search engine results due to changes to a search engine's algorithms or other ranking criteria that are outside of the Company's control. If the Company's Search Engine Optimisation (SEO) activities are no longer effective for any reason, the traffic coming to the platform could significantly decrease.
Reputational risk	There is a risk that the Company's reputation may be adversely impacted by substandard service of Owners, negative user experiences in the platform, user complaints or other adverse events which involve the Company or its platform. Any negative impact on the Company's reputation may adversely influence user sentiment towards the Company and willingness to use its platform. This may have a material adverse impact on the Company's future prospects.
Insurance	The Company maintains customary insurances against typical business risks, such as public liability insurance and cyber insurance. There is a risk that the Company's insurance may not be adequate in coverage, valid in overseas jurisdictions, may not insure all risks or may not be able to be claimed against in respect of losses. This could have a material adverse impact on the Company's financial position and reputation. There is also a risk that claims brought under the Company's insurance policies could increase the premiums payable by the Company going forward, which may have a material adverse impact on the Company's financial position.
Covid-19	Camplify is constantly monitoring the actual and potential impact of COVID-19 on its business, the broader economy and the jurisdiction in which it operates. COVID-19-related lockdowns have had an immaterial impact on the Camplify business in the current year. Camplify implemented numerous steps to support staff and contractors following the onset of COVID-19, including supporting all staff and contractors to work from home, restricting all travel, and ensuring office spaces were safe and COVID compliant when a return became possible.

Key risks (cont'd)

Compliance with laws and regulations generally	The Company operates in a sector where the laws and regulations around its operations are evolving. There is a risk that new laws or regulations may be enacted, or existing laws and regulations may be amended in such a way that impose obligations on the Company. If any laws or regulations are adopted which are more stringent than the laws and regulations currently applying to the Company's platform, the Company may need to invest significant time and costs into complying with those laws and updating its platform.
Compliance in overseas jurisdictions	The Company has operations in the United Kingdom, New Zealand, Spain, Germany, Netherlands and Austria. There is a risk that a breach of applicable regulatory rules may be discovered which could result in penalties being incurred for any breach of such requirements and additional requirements may also be imposed by such regulatory rules as to the manner of the conduct of business in these jurisdictions which may result in material additional costs to the Company or may make the conduct of certain of these overseas operations not commercially viable.
Seasonality	The use of the platform by Owners and Hirers in all jurisdictions in which the Company and its overseas subsidiaries operate is subject to seasonality. It is typical for there to be an increase in bookings on the platform over the Summer and Easter holidays in Australia and New Zealand as well as the corresponding holidays in the United Kingdom and Europe. Where an event (such as a severe weather event or pandemic) impacts holiday makers in peak periods, the Company's revenue will be impacted.



Thank you

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