



ASX ANNOUNCEMENT

Melbourne, 28 August 2026

Helloworld Travel expands retail footprint reflecting continued value in travel professionals

Helloworld Travel Limited (ASX:HLO) today announces the continued growth trajectory of its network, with new agencies joining the group, existing members expanding their operations through additional locations and a new network of home-based advisors welcomed.

Helloworld Travel has continued to strengthen its retail footprint across Australia, with 14 new stores opened, announced or committed to the network over the last 18 months, in a significant vote of confidence in both the travel agency sector and the Helloworld Travel brand.

The expansion includes a combination of successful independent business owners joining the network and existing members investing further in their growth through additional multi-store locations.

New agencies such as Helloworld Hampton, Helloworld Mt Gravatt, Helloworld Nerang, Helloworld Waverley Gardens, Helloworld Dutton Park, Delta Holidays and Barrow and Bear have opened, alongside multi-store expansions by established owners in locations including Helloworld Kingsway, Helloworld Noosa and New Farm Travel. A strong demonstration of the ongoing demand for trusted travel advice delivered through local, community-based professionals.

Also announced are two new branded Helloworld locations at Helloworld Chadstone in Melbourne's largest shopping centre, and Helloworld Miranda in New South Wales.

The continued expansion of the network also highlights Helloworld Travel's appeal to ambitious and successful business owners seeking the benefits of a strong national brand, industry-leading commercial partnerships, innovative technology solutions and dedicated support.

The completion of the acquisition of MTA – Mobile Travel Agents, has proven positive for Helloworld. In October 2025, Helloworld acquired the remaining 50% of MTA, taking Helloworld's ownership of the business to 100% with 450 home-based travel advisors and 60 MTA head-office personnel. Based in Queensland, it is Australia's largest home-based travel network.

CEO and Managing Director of Helloworld Travel Limited, Andrew Burnes AO, commented on the ongoing expansion.

"The addition of the new locations and members is a strong endorsement of both the strength of the Helloworld Travel network and the ongoing value consumers place on expert travel advice," said Burnes.

"The growth reflects the enduring relevance of bricks-and-mortar travel agencies and the important role they play in helping travellers navigate an increasingly complex travel environment. While technology continues to evolve, consumers value more and more the reassurance, expertise and advocacy that comes from working directly with experienced travel professionals.

The unprecedented growth of our store network shows the power of the Helloworld Travel brand and the strong demand among travel professionals to join a trusted, well-supported, and growing network. This growth also demonstrates the confidence that independent business owners have in our network, with both new and existing members choosing to invest and expand their presence in local communities."

The new agency locations announced represent just part of the network's growth story, with further agency openings and member expansions already secured for the remainder of 2026 and into 2027. This includes Helloworld Elanora, Helloworld Wagga Wagga, Helloworld Toowong, Helloworld North Lakes and Helloworld Whitford City.

About Helloworld Travel Limited

- *Helloworld Travel Limited (ASX: HLO) is a leading Australian & New Zealand travel distribution company, comprising retail leisure travel and business travel networks, travel broker networks, destination management services (inbound), air ticket consolidation, tourism transport operations, wholesale travel services, including event packaging and online operations, all supported by world class proprietary and non-proprietary distribution systems.*
- *HLO businesses have over 900 personnel located in Australia, New Zealand, Fiji and Greece, and over 2,600 members of its travel agency and broker networks in Australia and New Zealand.*
- *Helloworld Travel is a proud sponsor of the School of St Jude in Tanzania, Ollie's Echo, Raptor Rescue, The Danii Foundation, and My Room Children's Cancer Charity.*



Investor Contact

Mike Smith

Chief Financial Officer
Helloworld Travel Limited
+61 3 9867 9600
mike.smith@helloworld.com.au