ASX ANNOUNCEMENT

Melbourne, 21 September 2026

Helloworld Travel Limited enters into agreement to acquire Crown Currency Exchange

PURCHASE PRICE	FY26 EBITDA	STORE NETWORK	EMPLOYEES
$135 million	$22 million	68 stores	~200

Helloworld Travel Limited (ASX: HLO) today announced it had entered into a binding agreement to purchase 100% of Crown Currency Exchange ("CCE") for $135 million.

CCE, which operates 68 stores across Australia, made an underlying EBITDA of $22 million in FY26. It was acquired by the vendor in 2019 and has expanded its footprint across Australia under the management of Emily Palermo. Both Emily Palermo and Greg Woolley will be remaining with the business in their respective capacities as Chief Executive Officer and Chairman.

The business employs over 200 people with the Head Office located in Hobart and outlets throughout Australia.

Andrew Burnes AO, Chief Executive Officer and Managing Director of Helloworld, said the acquisition was highly complementary to HLO's existing retail agency businesses and would present multiple opportunities for expansion across HLO's retail networks.

"We are delighted to be adding CCE to our operations and look forward to working with our great network of agents to expand CCE's operations around the country." said Mr. Burnes.

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Mr. Burnes together with David Hall, HLO's Group General Manager – Transactions & Integration, and Mike Smith, HLO's Chief Financial Officer, will join the Board of CCE at completion.

The acquisition price of $135 million represents an implied multiple of 6.1x based on CCE's FY26 EBITDA of $22 million.

The consideration will be funded through a loan facility from NAB, a vendor share placement and a vendor loan facility.

While the Company's view is that the acquisition does not require shareholder approval under Listing Rule 11.1, the Company has sought confirmation from ASX in this regard.

Completion is expected to take place at the end of October 2026.

An investor briefing will be held today, Monday 21 September 2026 at 4pm. Dial in details are set out below.

https://s1.c-conf.com/diamondpass/10057408-orbgks.html

This announcement has been authorised for release by Helloworld Travel Limited's Board of Directors.

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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, The Danii Foundation, and My Room Children's Cancer Charity.*

INVESTOR CONTACT

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