



2 NOVEMBER 2017

EXPERIENCE CO LIMITED (ACN 167 320 470)

(ASX: EXP)

ASX ANNOUNCEMENT

EXPERIENCE CO COMPLETES ACQUISITION OF GBR HELICOPTERS

Experience Co Limited (**EXP or "the Company"**) hereby confirms the completion of the company's business acquisition of GBR Helicopters Pty Ltd and GBR Holdings Pty Ltd (**GBR Helicopters**), yesterday afternoon.

GBR Helicopters is the largest helicopter operator in North Queensland, offering flights over the Great Barrier Reef and Daintree Rainforest.

Consideration for the acquisition was AUD \$19.6M, which included a payout of a debt facility.

EXP CEO and Executive Director, Mr Anthony Ritter, said "The GBR Helicopters acquisition strengthens the company's position in the Far North Queensland adventure tourism and experience market.

Helicopter flights over the Great Barrier Reef and Daintree Rainforest are world class experiences, and we are fortunate to add such a wonderful product to our portfolio of highly recognisable and respected company and adventure brands.

When you add this acquisition to the existing products we offer customers, we are well on our way in becoming the largest and most respected adventure tourism company in the world."

CONTACT INFORMATION

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About Experience Co Limited (ASX:EXP)

Experience Co Limited (EXP) is an adventure tourism and leisure company. From its origins in Wollongong NSW in 1999, it now provides tandem skydiving experiences in 18 locations in Australia and 3 locations in New Zealand. EXP also provides activities of white water rafting, hot air ballooning, canyoning and boat tours to the Great Barrier Reef in North Queensland, Australia. Since successfully completing an initial public offer (IPO) in March 2015, EXP has acquired Australia Skydive (March 2015), NZone Skydive (October 2015), Skydive Wanaka (July 2016), Raging Thunder Adventures (October 2016), Reef Magic Cruises (April 2016), Byron Bay Balloons (August 2017), and Great Barrier Reef Helicopters in November 2017.

