



The Jetset Travelworld Group

TRANSFORMATION

INVESTOR
COMMUNICATIONS
MATERIAL

JULY 2013

Agenda

- Our journey
- Why we are changing
- Our vision
- Key elements of the value proposition
- Next steps from here

Our journey

SEPTEMBER - DECEMBER 2012

We conducted an extensive strategic review of the company.

JANUARY - JUNE 2013

We spent the next 6 months on the largest research program in JTG's history, to validate a new direction for the business.

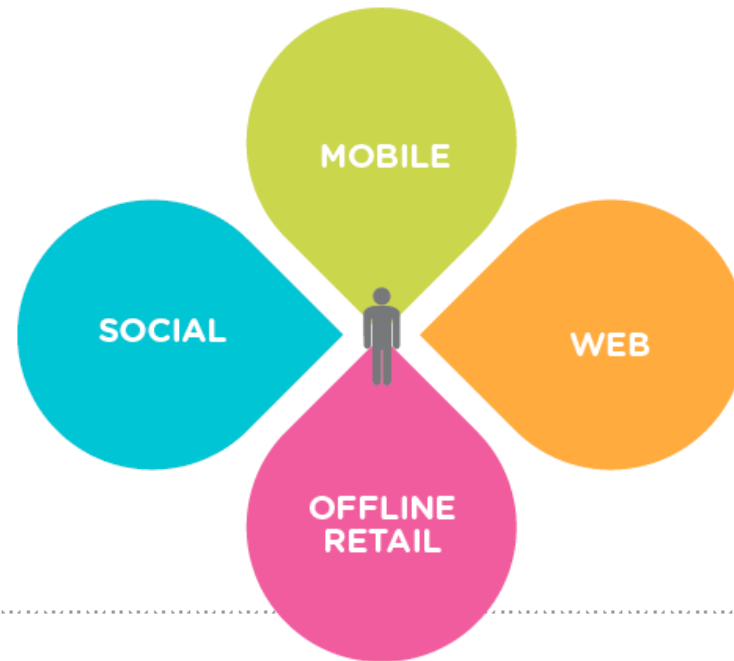
- We spoke to over 150 agents
 - We carried out a survey across the whole franchise/member network
 - We surveyed Australian consumers with a propensity to travel
 - We conducted in-depth consumer focus groups
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The Australian travel industry is changing rapidly

Digital revolution



Evolving consumer expectations



Heightened competition



Our vision



A compelling new brand,
uniting over 1,000 sites
across Australia



Australia's foremost
network of passionate,
experienced travel agents



A travel service that
understands customer needs
better than anyone else



Stronger buying power,
through economic
alignment allowing us to
offer competitive deals



A comprehensive new
website, providing
convenience and choice
to consumers



Consolidated
marketing spend to
rival key competitors



Winning awards for
customer service

Three key elements

1 Three strengthened retail models

- **Branded stores** Exclusive services and strong economic alignment
- **Associated stores** Member of the Group with selective value-added services
- **Affiliated buying group** Transactional relationship with the benefit of scale

2 A strong multi-channel offering

- **Phase 1** A new market-leading online platform with multi-product booking engine and agent locators
- **Phase 2** Additional features to enable customers to move between online and offline channels

3 New brand and consolidated marketing to build scale

- A compelling new brand and Customer Value Proposition supported by competitive marketing spend
- New store fit-outs and collaborative in-store experience



How does this help JTG to be more successful?

Drive higher sales through:

- A simpler, more transparent incentive structure for franchisees
- Higher rewards for loyalty to preferred suppliers
- Vertical integration of our own wholesale brands
- Complimented by sales performance measurement tracking

Alignment of franchisee and supplier interest will deliver growth in total transaction value (TTV) and revenue

2 Supported by a strong multichannel offer*

		PHASE 1	PHASE 2/3
MULTICHANNEL	 Product	• Multi-product booking engine including flights, hotel, insurance, car, and cruise • Dynamic packaging	• Broader product range
	 Web/Mobile	• Mobile optimised platform • Agent locator • Marketing analytics	• World leading mobile application • Agent locator by expertise • Customer analytics
	 Retail stores	• Create an extensive network of over 1,000 agents	• Collaborative in-store experience
	 Call centre	• Online service supported by 24 x 7 call centre	

*Orbitz have agreed key commercial terms to enter into a long term partnership

A unique selling proposition

Seven reasons to travel with helloworld



With over 40 years in the industry, we draw from our collective experiences to help you create lasting travel memories.



We have independently owned and operated stores.



Our agents are passionate, travelling often and far.



We ensure peace of mind.



We take the time to listen to your budget and needs, tailoring the best value holiday for you.



We go the extra mile.



We let you plan your trip when and where you want, online, face-to-face or over the phone.

The future for our shareholders

This transformation will deliver long-term value through:

- Creating a highly consumer-focused travel distribution network
- Consolidating marketing spend to capture a greater share of voice
- Capturing growth through digital distribution

Proposed implementation timeline

