



serko

Annual Meeting 2015

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All information in this presentation is current at the date of this presentation, unless otherwise stated. All currency amounts are in NZ dollars unless stated otherwise.



Welcome



Simon Botherway
Chairman of the Board



Welcome



Darrin Grafton
Chief Executive Officer



FY15 performance

\$10.4m
revenue

55% increase
Year on Year

\$5.7m
R&D

Up 70% supported with
\$1.0m of R&D grants

130
Staff

Up by 47

45%
Transaction
Growth

Year on Year

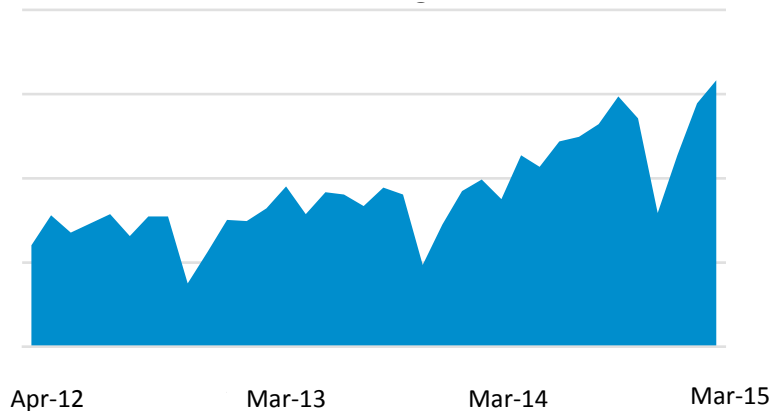
\$6.4m
Net loss

Last Year (\$1.7m)

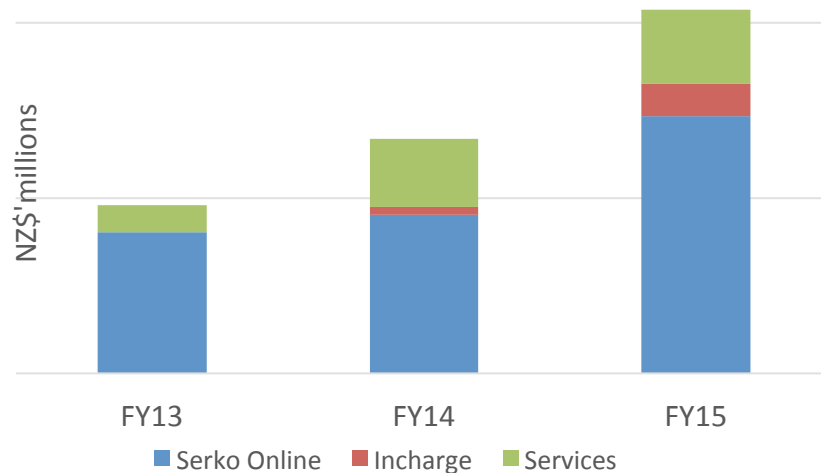
Revenue composition



Online Booking Trend



Revenue Composition



Serko's online bookings continue to trend upwards in line with expectations



Awards



- Finalist Hi-Tech Company of the Year 2015
- Top 25 most influential industry executives of 2014
- Top 10 Hot Emerging Companies
 - TIN 100



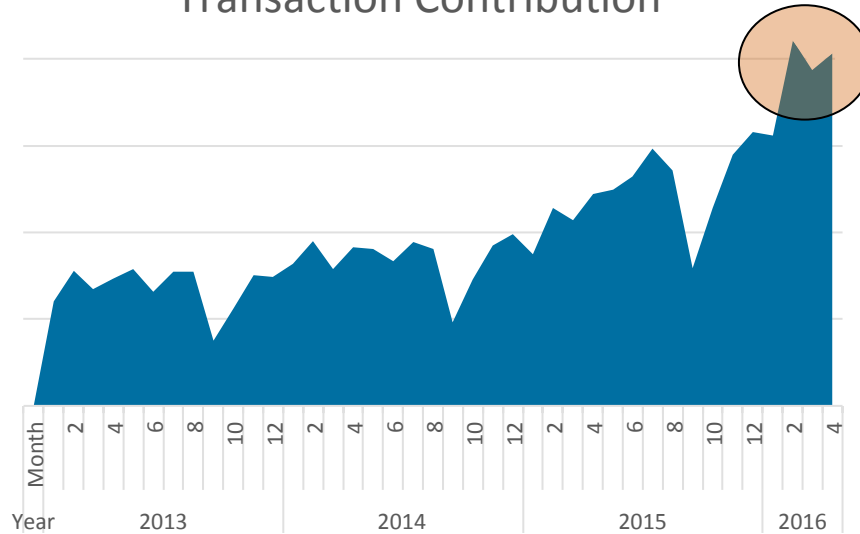
Serko recognised as a leader on the global stage



Acquired Arnold Travel Technology in early FY16



Transaction Contribution



Additional Profiles



Arnold acquisition added 22% more online booking transactions and 500,000 profiles



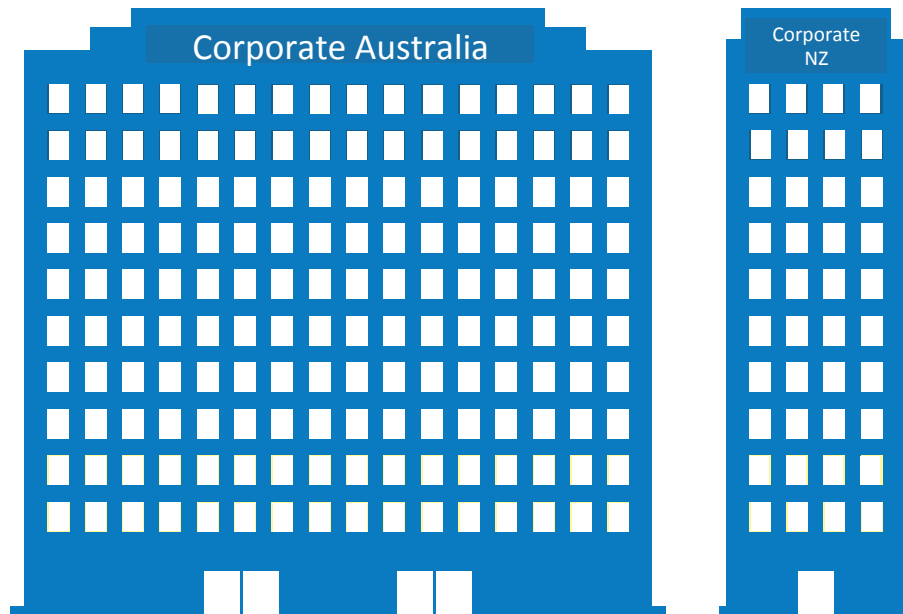


Market opportunity

Market opportunity – Serko Online



**USD 25 billion
annual travel
spend***



*Data source GBTA

Total market opportunity for corporate travel in Australasia is USD 25 billion

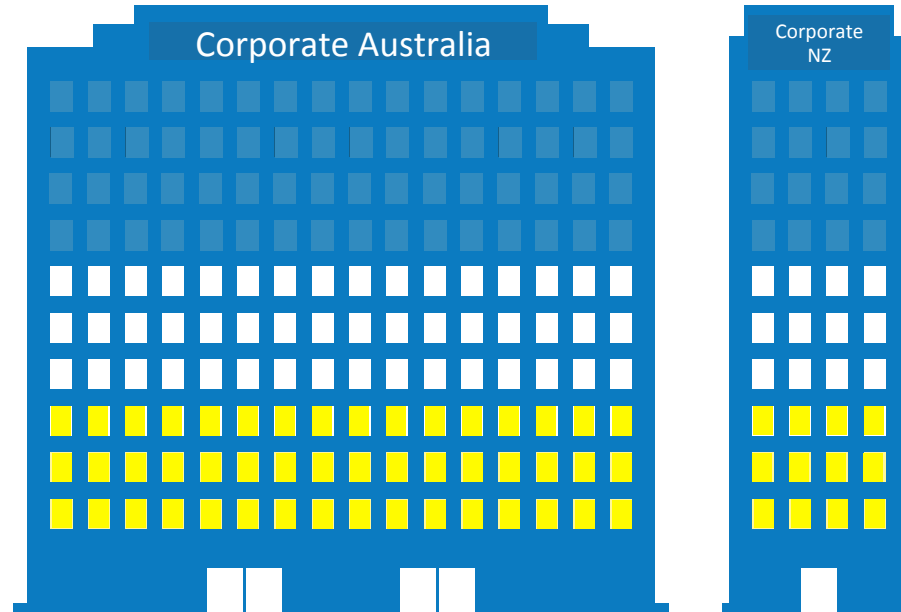


Market opportunity – Serko Online



**30%
penetration**

(40% not-addressable
today)



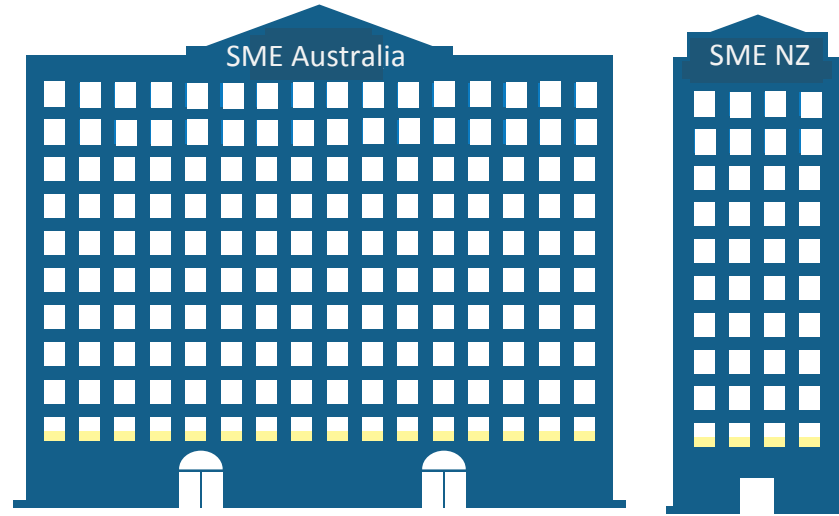
Serko has 30% penetration into its addressable market



Australasian SME opportunity



**Further USD
5 billion SME
spend
addressable**



The Australasian SME market is worth ~USD 5 billion presenting new revenue opportunity



Emerging markets



Serko continues to build its brand and add resellers but long lead times

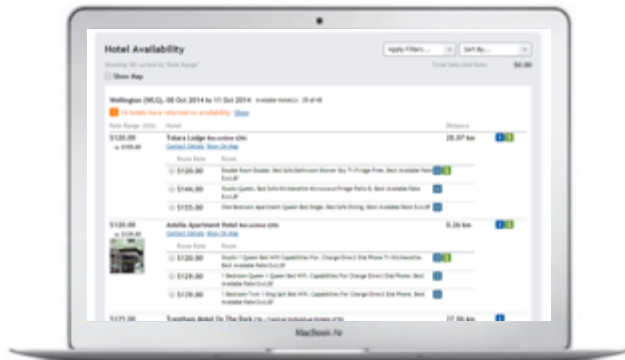
A photograph of a hotel room interior. In the foreground, a person's legs are extended, wearing black dress shoes, resting on a white surface. The background shows a bed with white linens, a wooden headboard, and a bedside lamp. A large blue geometric overlay covers the left side of the image, containing the text 'Product strategy'.

Product strategy

Key product building blocks



Serko Online



Serko Mobile



Serko Incharge



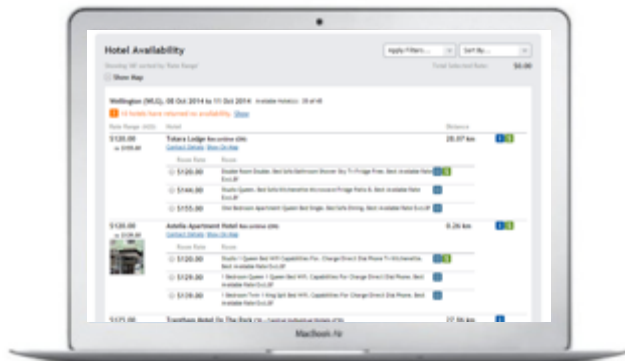
Serko has developed an end to end eco-system for travel booking and expense management



Key product building blocks



Serko Online



Serko Mobile



Serko Incharge



Global Integration Framework

GDS

Airlines

Hotels

Taxi

Hire Car

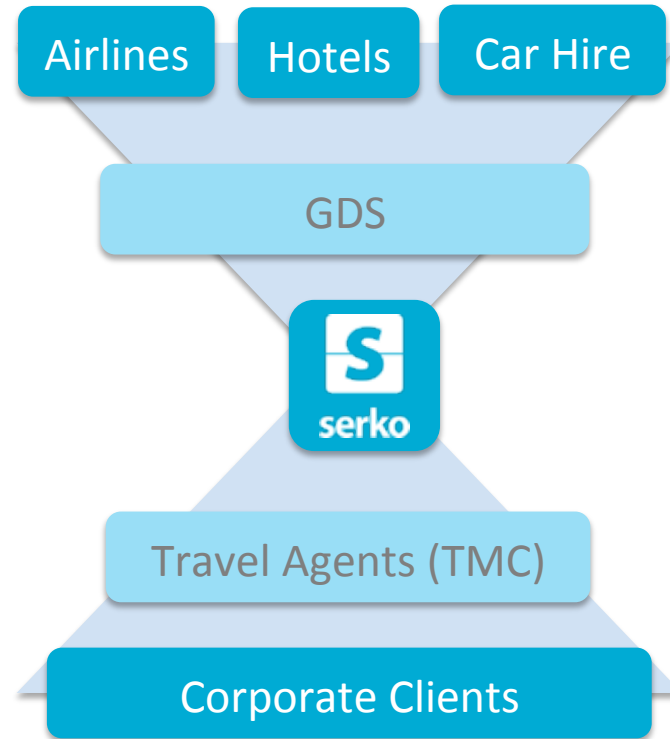
Retail

Other OBTs

Serko system enables integration of a wide-range of supplier content



Traditional content supply chain



Traditional supply chain flows content through the Global Distribution Systems

Disrupting the traditional supply chain



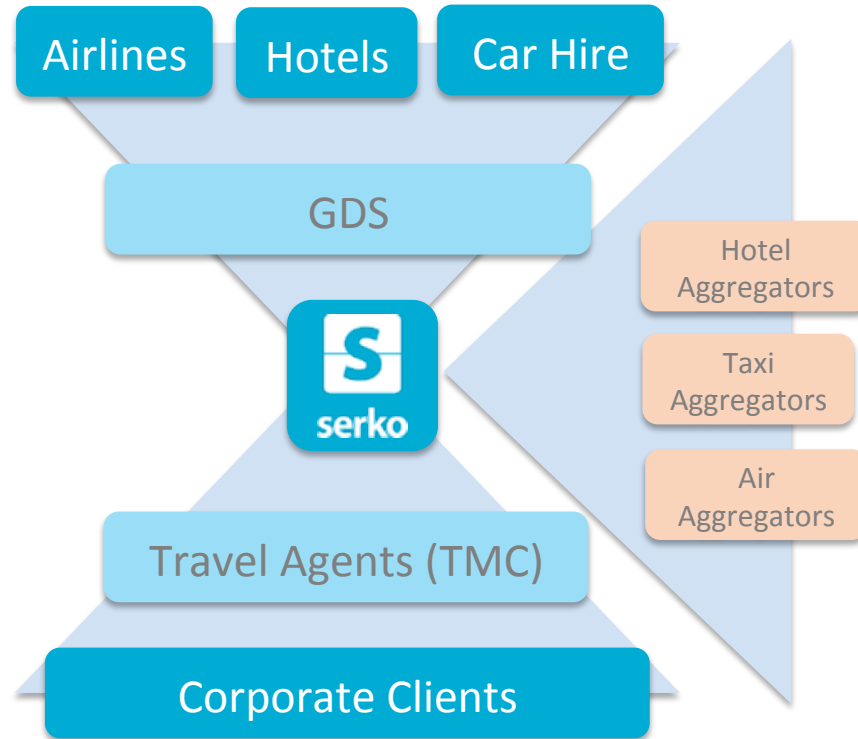
Booking.com



Serko announces partnerships with major global hotel aggregators



Tomorrow's content supply chain



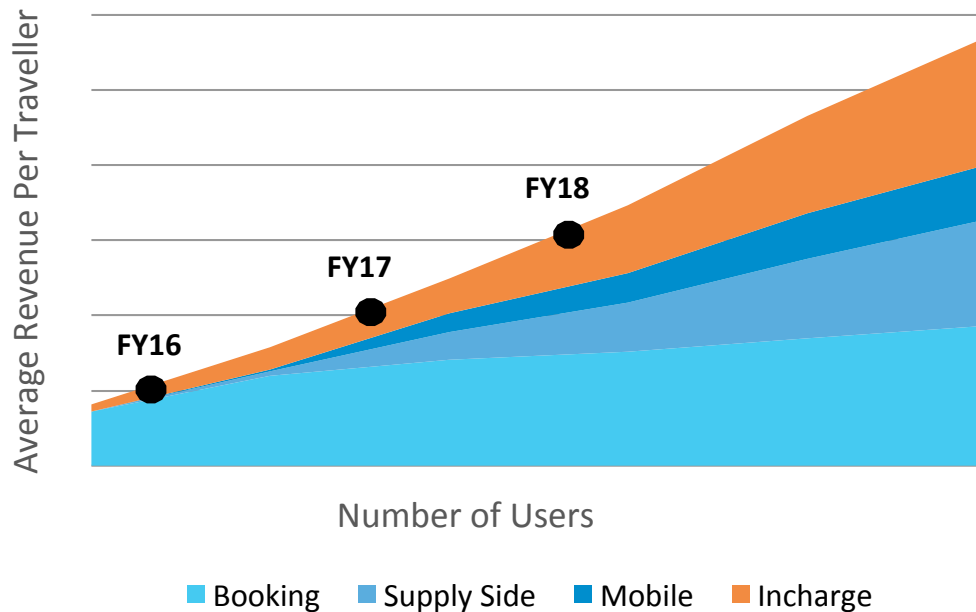
Partnerships generate new sources of revenue for Serko



Expedia said....

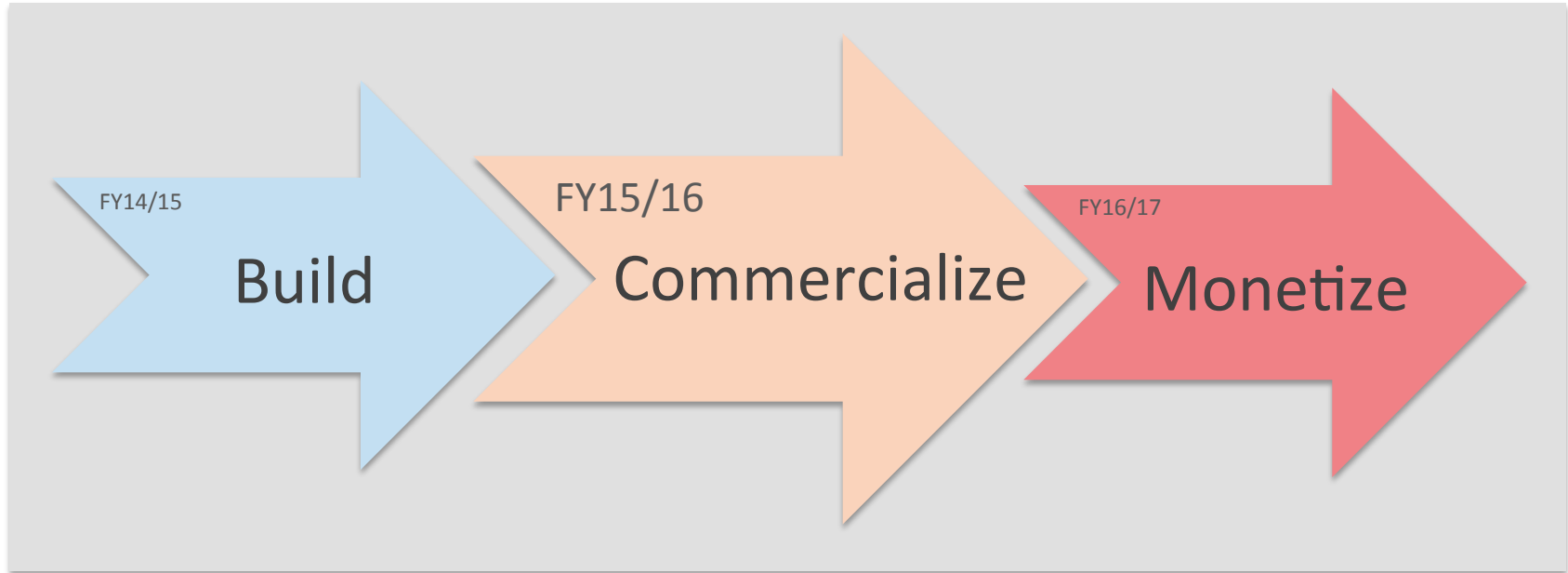
“Gabriel Garcia, Strategy and Business Development Director at Expedia group, commented: “Expedia is very pleased to be part of this strategic partnership with Serko. With Expedia and Wotif branded content available through Serko Online at some very competitive price points we expect to make a significant difference in the market, continuing to position Expedia as a trusted supplier of hotel inventory to corporates across the Asia Pacific region.”

Annual Revenue Per Traveller



Additional travellers and higher ARPT drives revenue growth

Building long-term value



New products currently in commercialization phase, moving to monetization

5 key corporate initiatives for FY16

1. Launch new content driven value proposition
2. Push Serko Incharge through TMC reseller channels
3. Drive uptake of Serko Mobile
4. Increase organic growth through SME offering
5. Consider inorganic growth opportunities





Shareholder Questions



Resolutions

Resolution 1:

That the directors are authorised to fix the auditors' remuneration

Resolution 2:

That Claudia Batten is re-elected as a director of Serko

Resolution 3:

That Clyde McConaghy is re-elected as a director of Serko

Conduct of Polls





Product Demos

Thank you.



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Online travel booking and
expense management for business