



**serko**

# Annual Meeting

AUGUST 2016



# Important Notice

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# Welcome from the Chairman

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Simon Botherway

CHAIRMAN OF THE BOARD





# Order of Meeting

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- Chairman's Welcome and Address
- Formal Business and Resolutions
- CEO Presentation and Product Demonstrations
- Shareholder Q&A
- Close



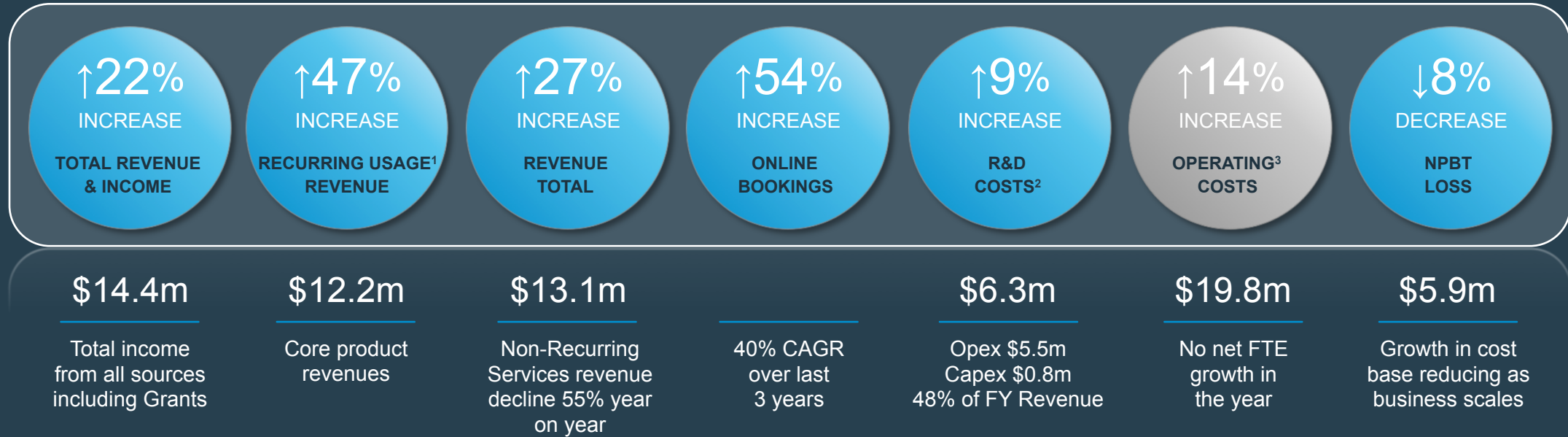
# Chairman's Address

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- FY16 performance
- Strategic focus
- Trading update
- Governance



# FY16 Performance Dashboard



1. Recurring product revenue is the recurring revenue derived from transactions and usage of Serko products by contracted customers. Excludes revenues from customised software development.
2. R&D (Research & Development) costs is a non-GAAP measure representing the internal and external costs related to R&D
3. Operating Costs is a non-GAAP measure which excludes costs relating to taxation, interest, depreciation and amortisation. Depreciation, amortisation and impairment charges totalled \$952k in FY16 and \$458k in FY15



# Chairman's Address

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- FY16 Performance
- Strategic focus
- FY17 Trading update
- Governance



# Formal Business and Resolutions

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RESOLUTION

1

That the directors are authorised  
to fix the fees and expenses of  
the auditor of Serko



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RESOLUTION

2

That Mr Simon Botherway be  
re-elected as a director of Serko



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That Mr Robert (Bob) Shaw be  
re-elected as a director of Serko



# Conduct of Polls

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# CEO Presentation

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Darrin Grafton

CHIEF EXECUTIVE OFFICER





# Dynamic Market for Corporate Travel

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- Two years of product innovation since IPO
- Significant market change during this period
- Serko positioned well to take advantage of changes
- Major industry players aligning themselves with Serko



# Key Partnerships with Global Reach

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# Progress Against Strategic Priorities



Grow  
market  
share



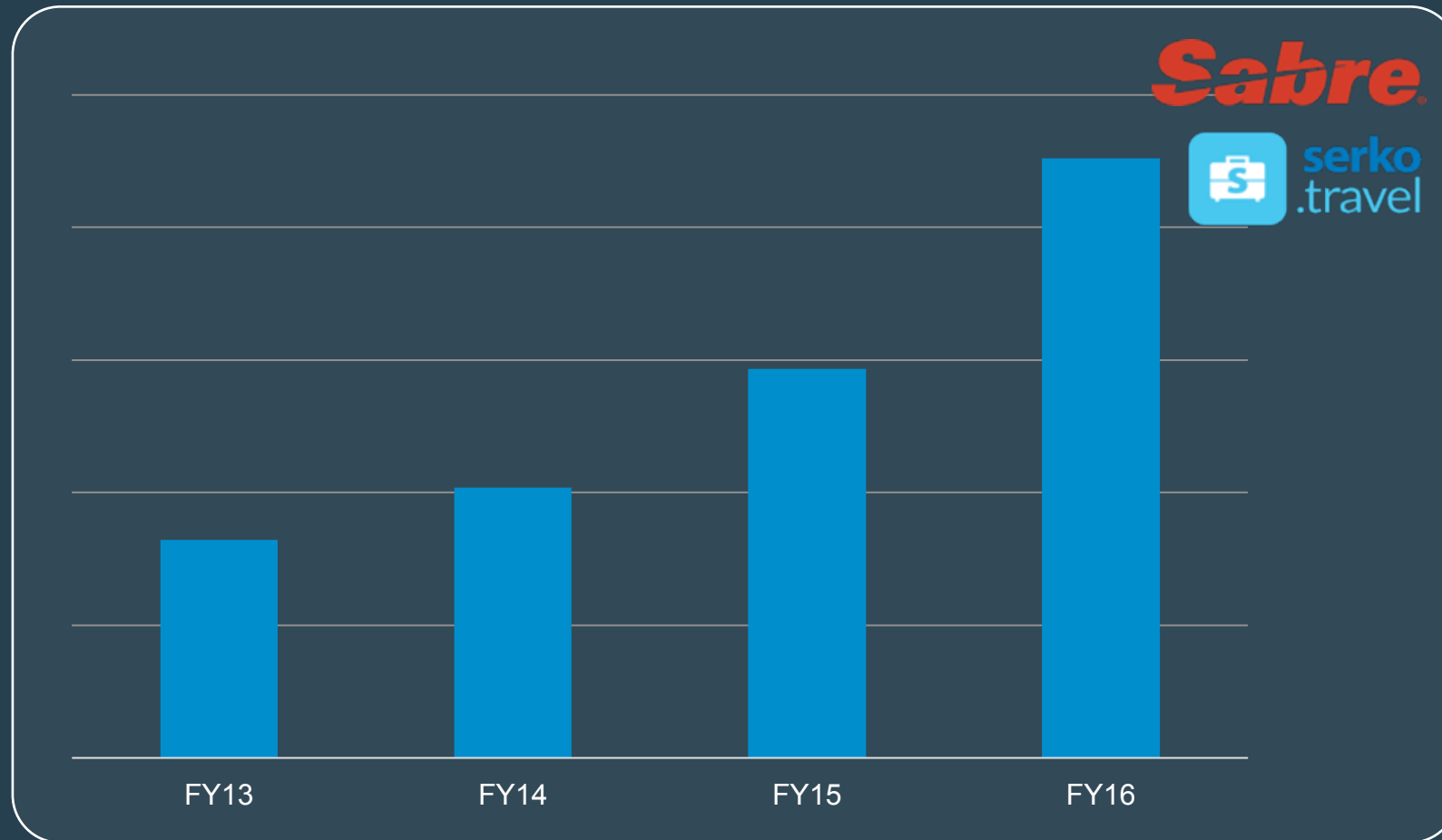
Grow average  
revenue  
per booking



Innovate to  
stay ahead of  
market needs



# Growing Market Share

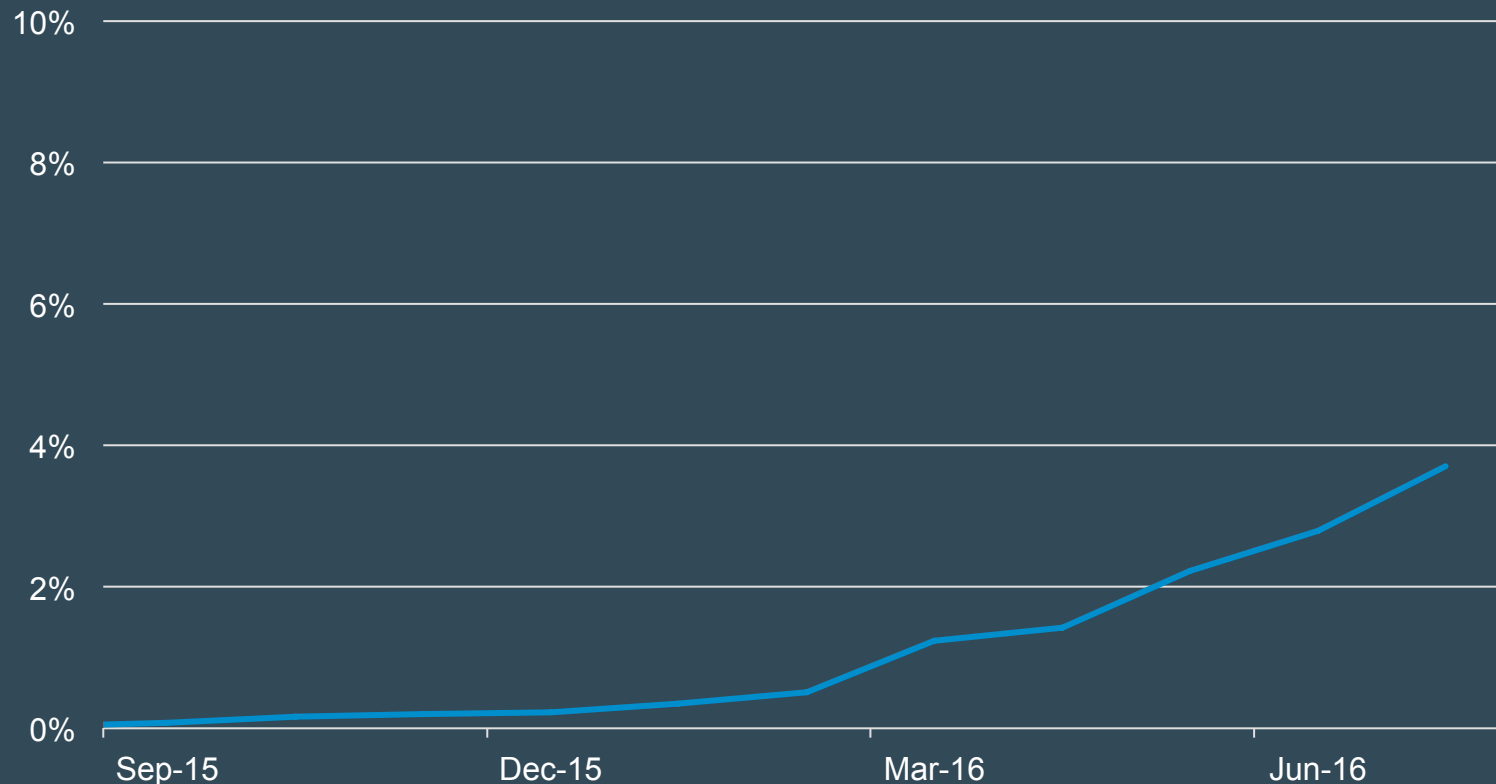


- Organic TMC growth ~20%
- Focus on new strategic initiatives to drive new growth
- SME market now open with \$15bn of TTV now addressable



# Average Revenue Per Booking

API Bookings as % of total bookings



- Increasing pricing pressure as market matures
- Increase ARPB through supply-side commissions
- Early stage, but positive trends



# Innovation – Booking on Mobile

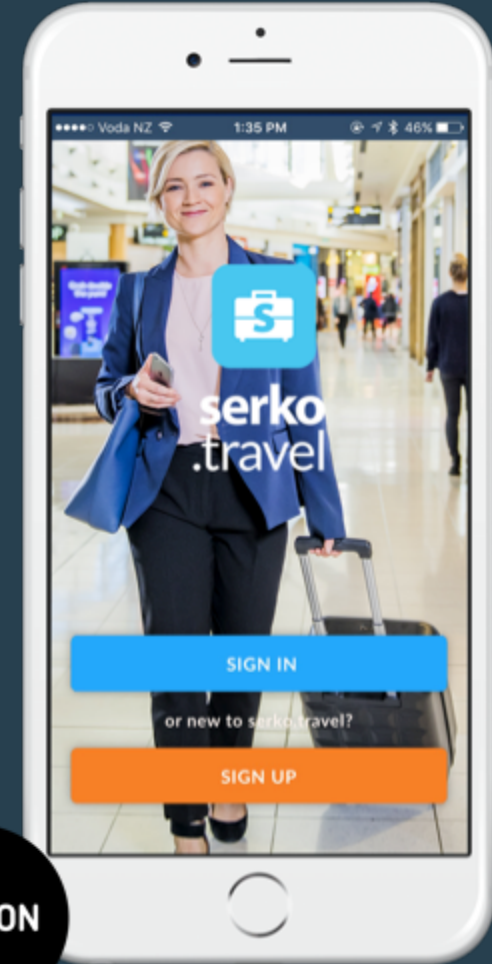
- Major investment for Serko and a big step forwards for the industry
- Leading the market towards a traveller centric booking model
- Predictive technology reduces the time it takes to make a booking
- Rolling out in serko.travel initially then out into the corporate base





# Innovation – serko.travel

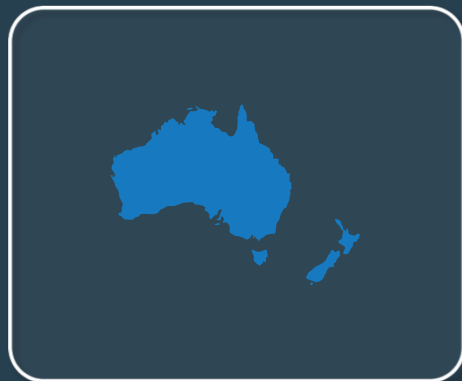
- Live now in New Zealand and Australia
- For companies with less than 150 staff
- Marketed by Xero, with Xero integration
- No online booking fees and no contracts
- Access to a 'Pay As You Go' Travel Expert
- Saves time, money and aids compliance





# Innovation – serko.travel

1. Significantly grows addressable market across Australasia
2. Changes remuneration model so that income reflects value of booking
3. Infinitely scalable and easy to introduce into any market
4. Shifts Serko from a wholesale brand to a market brand





# FY17 Focus

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- Ongoing commercialisation of products
- Growth through strategic partnerships, SME and supply-side revenues
- Internationalisation with strategic partners
- Ongoing cost control to deliver profitability



# Shareholder Questions

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