

Personal use only



# Q2 25

TRADING UPDATE

EXPERIENCE CO LIMITED | Q2 25 TRADING UPDATE | JANUARY 2025

**EXPERIENCE**CO

SKYDIVE AUSTRALIA | MELBOURNE | AUSTRALIA

# DISCLAIMER

## Summary information

This presentation has been prepared by Experience Co Limited (ASX: EXP) contains summary information about EXP and its related bodies corporate and their activities.

The information in this presentation is of a general background nature and does not purport to be complete or comprise all the information that an investor would require when making an investment decision. It should be read in conjunction with EXP's other periodic and continuous disclosure announcements which are available at [www.experienceco.com](http://www.experienceco.com). Other than to the extent required by law (and only to that extent EXP and its officers, employees and professional advisors make no representation or warranty (express or implied) as to, and assume no responsibility or liability for, the contents of this presentation.

## Past performance

Past performance information given in this presentation is for illustrative purposes only and should not be relied upon as (and is not) an indication of EXP's views on its future financial performance or condition.

## Future performance

This presentation contains certain forward-looking statements. Forward-looking statements, opinions and estimates provided in this presentation are inherently uncertain and are based on assumptions and contingencies which are subject to change without notice, as are statements about market and industry trends, which are based on interpretations of current market conditions. Actual results and performance may vary materially because events and actual circumstances frequently do not occur as forecast and future results are subject to known and unknown risk such as changes in market conditions and regulations. Investors should form their own views as to these matters and any assumptions on which any of the forward-looking statements are based and not place reliance on such statements.

## Not financial product or investment advice

This presentation and the information therein should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities. Before acting on any information, you should consider the appropriateness of the information having regard to these matters, any relevant offer document and, in particular, you should seek independent financial advice.

## Non Australian Accounting Standard ('AAS') measures

EXP results are reported in accordance with AAS. However, this presentation includes certain financial information that are non-AAS measures for the purpose of providing a more comprehensive understanding of the performance of EXP. These non-AAS financial measures include EBITDA and Underlying EBITDA measures which provide useful information for measuring the underlying operating performance of EXP. Non-AAS financial information is unaudited.

© 2025 Experience Co Limited ACN 167 320 470

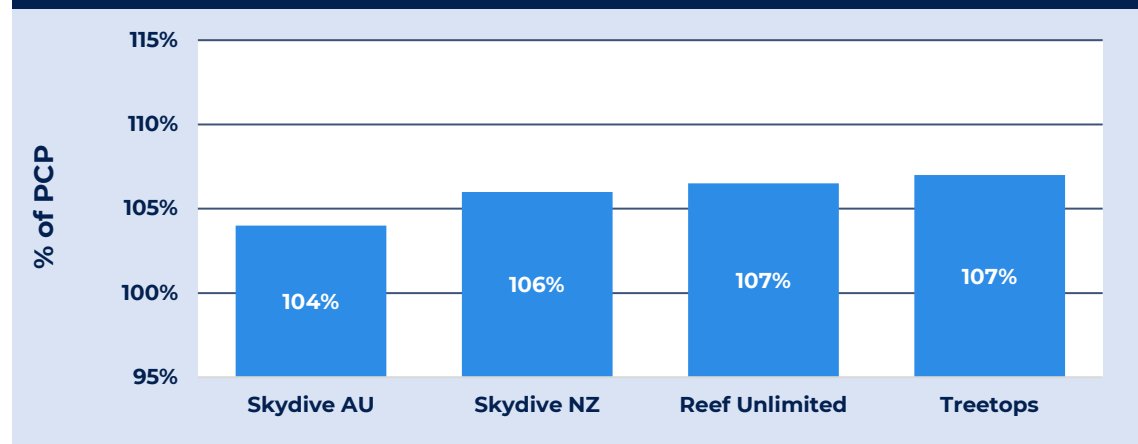
# Q2 25 TRADING UPDATE

Continued strong underlying earnings across the Group driven by revenue growth in both segments

## GROUP FINANCIAL OVERVIEW<sup>(1)</sup>

\$ MILLION	Q2 25	Q2 24	Change %	YTD 25	YTD 24	Change %
SKYDIVING	18.7	17.3	8%	30.2	29.1	4%
ADVENTURE EXPERIENCES	18.5	15.3	20%	37.7	33.2	14%
<b>SALES REVENUE</b>	<b>37.2</b>	<b>32.7</b>	<b>14%</b>	<b>67.9</b>	<b>62.3</b>	<b>9%</b>
<b>UNAUDITED U/EBITDA<sup>(1)(2)</sup></b>	<b>7.0</b>	<b>4.8</b>	<b>46%</b>	<b>10.7</b>	<b>7.1</b>	<b>51%</b>

## YTD VOLUME as % of PCP<sup>(3)</sup>



### NOTES:

- (1) Financial results for the quarter ended 31 December 2024 ("Q2 25") and half year ended 31 December 2024 ("YTD 25") are unaudited. These results remain subject to audit.
- (2) U/EBITDA = Underlying EBITDA. EBITDA is a financial measure which is not prescribed by Australian Accounting Standards ("AAS"). EBITDA represents the profit under AAS adjusted for impairment, interest, income taxes, depreciation and amortization. Underlying EBITDA represents EBITDA adjusted for acquisition-related transaction costs, restructure costs and other significant items, and net gains and losses on the sale of assets. Refer to Note 2 to the FY24 audited financial statements for a reconciliation between statutory and underlying EBITDA.
- (3) PCP = prior corresponding period (Q2 FY24)

## Q2 25 COMMENTARY

- Improved performance driven by higher revenues, improved operating efficiency/leverage and benefits of cost-out initiatives. Q2 is a seasonally stronger trading period for the business.
- Volume growth vs. PCP<sup>(3)</sup> achieved for most business units highlighted the positive underlying demand for adventure tourism activities, despite the backdrop of the gradual return of inbound markets and challenging domestic macroeconomic conditions.
- Skydiving segment continued to benefit from improving booking levels, primarily driven by the return of inbound markets, and improved operating efficiencies.
- Adventure Experiences segment revenue growth vs. PCP<sup>(3)</sup> driven by Reef Unlimited and Treetops Adventures through both volume growth and improved average revenue per customer.
- Wild Bush Luxury revenue impacted by softer accommodation volumes partially offset by improved walking volumes during Q2.

## YTD 25 COMMENTARY

- Unaudited year-to-date performance significantly improved on PCP primarily due to continued growth in revenue of Adventure Experiences segment as well as continued focus on volume growth, cost-out initiatives, and operating efficiencies.
- Business was free cash flow positive for the year-to-date period.

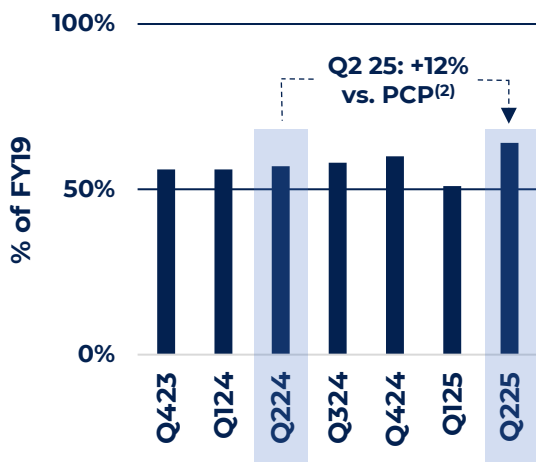
# SKYDIVING

Improved revenue performance in Skydive Australia whilst Skydive New Zealand in line with PCP<sup>(2)</sup> despite weather disruptions

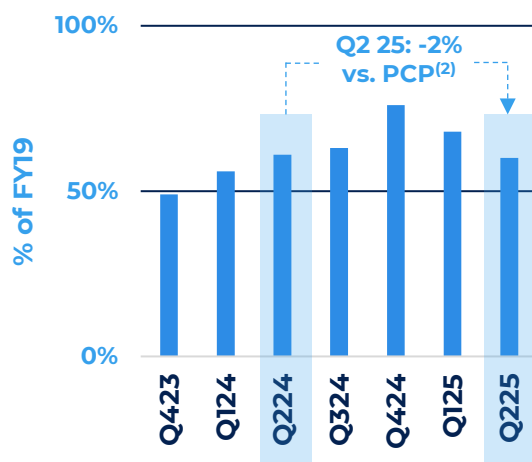
## SKYDIVING REVENUE<sup>(1)</sup>

\$ MILLION	Q2 25	Q2 24	Change %	YTD 25	YTD 24	Change %
REVENUE	18.7	17.3	8%	30.2	29.1	4%

### SKYDIVING AUSTRALIA VOLUME



### SKYDIVING NEW ZEALAND VOLUME



#### NOTES:

- (1) Financial results for the quarter ended 31 December 2024 ("Q2 25") and half year ended 31 December 2024 ("YTD 25") are unaudited. These results remain subject to audit.
- (2) PCP = prior corresponding period (Q2 FY24).

## Q2 25 COMMENTARY

- Improved booking levels, driven by the return of inbound markets, observed across both markets during Q2 25.
- Skydive Australia volumes +12% vs. PCP<sup>(2)</sup> despite impact of two sites being in 'care and maintenance'.
- Skydive Australia volumes represented 64% of pre-pandemic levels in Q2 25, with YTD volumes at 59%.
- Skydive New Zealand volumes -2% vs. PCP<sup>(2)</sup>, largely due to weather disruption in Queenstown leading to a lower processing rate.
- Skydive New Zealand volumes represented 60% of pre-pandemic levels in Q2 25, with YTD volumes at 63%.
- YTD average revenue per customer in line with PCP<sup>(2)</sup>, supported by continued strong photo and video uptake in both markets.
- Improved load efficiencies and operating efficiency observed across the network. Management continued to implement initiatives to enhance operational efficiency and optimise asset usage across the network.

# ADVENTURE EXPERIENCES

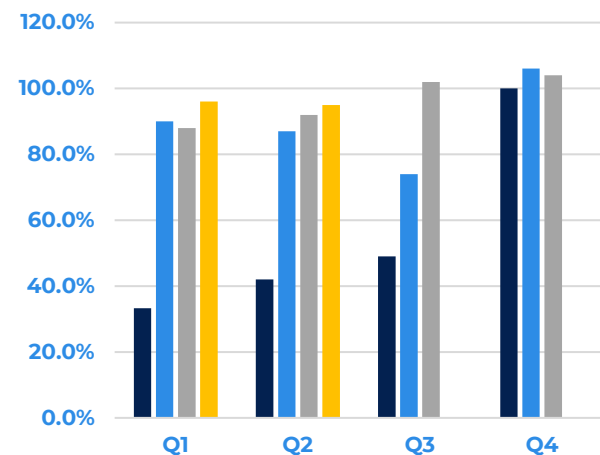
Continued growth within the segment primarily driven by Reef Unlimited and Treetops Adventure performance during the quarter

## ADVENTURE EXPERIENCES REVENUE<sup>(1)</sup>

\$ MILLION	Q2 25	Q2 24	Change %	YTD 25	YTD 24	Change %
<b>REVENUE</b>	18.5	15.4	20%	37.7	33.2	14%

### REEF UNLIMITED

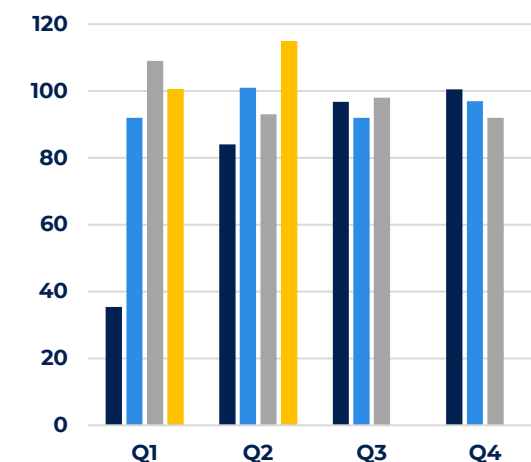
PAX FY19 %



■ FY22: 142k PAX    ■ FY23: 238k PAX  
 ■ FY24: 251k PAX    ■ YTD FY25: 142k PAX

### TREETOPS ADVENTURE

PAX (000s)



■ FY22: 317k PAX    ■ FY23: 383k PAX  
 ■ FY24: 392k PAX    ■ YTD FY25: 215k PAX

#### NOTES:

(1) Financial results for the quarter ended 31 December 2024 ("Q2 25") and half year ended 31 December 2024 ("YTD 25") are unaudited. These results remain subject to audit.

(2) PCP = prior corresponding period (Q2 FY24)

## Q2 25 COMMENTARY

- Reef Unlimited volumes +3% vs. PCP<sup>(2)</sup> primarily driven by the ongoing recovery of inbound markets, steady domestic customer bookings and the absence of significant weather events. YTD volumes +7% vs. PCP<sup>(2)</sup>.
- Reef Unlimited average revenue per customer also remained higher than PCP<sup>(2)</sup> influenced by product mix and price increases. Reef Magic and Dreamtime Dive and Snorkel continue to demonstrate strong domestic and international demand.
- Treetops Adventure volumes +23% vs. PCP<sup>(2)</sup> driven by the timing of September NSW/VIC school holidays vs. PCP<sup>(2)</sup>, contribution from new sites/attractions and impact of Tropical Cyclone Jasper on Cape Tribulation site in PCP. YTD 25 volumes +7% vs. PCP.
- Treetops Adventure average revenue per customer +11% vs. PCP<sup>(2)</sup> driven by price increases, site mix and continued focus on increasing customer dwell time and average site spend (e.g. food & beverage).
- Wild Bush Luxury revenue impacted by softer accommodation volumes partially offset by improved walking volumes vs. PCP. Segment still experiencing impacts of Australians travelling outbound as well as slower inbound market recovery.

Personal use only

# TRADING UPDATE & OUTLOOK

Volumes in January continue to benefit from the recovery of inbound markets into Australia and school holiday trading. Skydive volumes are expected to exceed PCP<sup>(1)</sup> with Adventure Experiences being more weather impacted

## JANUARY TRADING

- Skydive Australia volumes expected to exceed PCP<sup>(1)</sup> for most sites, with the key exception being NSW sites (Wollongong/Newcastle) which have been more impacted by weather.
- Skydive New Zealand is expected to have a stronger month with improved weather conditions compared to PCP<sup>(1)</sup>, with the Wanaka drop zone already surpassing PCP volumes.
- Reef Unlimited month-to-date booking volumes and average revenue per customer trend indicating revenue growth on PCP<sup>(1)</sup>. Volumes continue to benefit from recovery of inbound markets.
- Treetops Adventure volumes have been impacted by weather in the NSW region during the key school holiday trading period. The new Canberra site continues to trade strongly.
- Maria Island Walk is exceeding PCP<sup>(1)</sup> volumes, maintaining positive momentum for the season. Arkaba Homestead bookings currently tracking in line with PCP<sup>(1)</sup> (Bamurru and Arkaba Walk are seasonally closed).

## OUTLOOK

- As outlined at the FY24 AGM, Management continues to work on the strategic priorities of earnings optimisation, sustaining trading momentum, portfolio quality and growth.
- Volumes across the business are expected to continue to benefit from the ongoing recovery of inbound markets, albeit the recovery is anticipated to continue to be more gradual than originally anticipated.
- The recovery of international tourism to Australia from China is expected to grow with China- Australia aviation capacity now at 104%<sup>(2)</sup> of pre-COVID seats.
- Domestic trading conditions are expected to continue to be impacted by challenging macroeconomic settings, despite this demand for Adventure Tourism and Experiences remains resilient.
- Management's view on longer term earnings potential remains unchanged with the key sensitivity being the rate of return of international leisure tourists and performance of domestic markets.

### NOTES:

- (1) PCP = prior corresponding period (January 2024)
- (2) Source: Flight Centre Corporate Travel

ersonal use only

# EXPERIENCECO



## THANK YOU