Camplify Holdings Ltd
A.C.N 647 333 962
42 Union Street Wickham NSW 2293
PO Box 7 Wickham NSW 2293
Ph: 02 4075 2000

12 November 2025

2025 Annual General Meeting

Camplify Holdings Limited (Camplify) (ASX: CHL) advises that the following will be delivered at the Company's Annual General Meeting being held today at 11am (AEDT).

- Chairman's Address to Shareholders; and
- Chief Executive Officer's Address to Shareholders.

More information is available on the Camplify Website.

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For further information please contact:

Media Enquiries
Sato Howard
media@chl.global
+61 (0) 403 265 127

Investor Relations
www.chl.global
investors@chl.global

About CHL

Camplify Holdings Limited (ASX:CHL) is in the business of elevating outdoor experiences through innovative and scalable tech solutions. Composed of Camplify, MyWay, PaulCamper and Rent a Tent, the CHL Group operates one of the world's leading peer-to-peer digital marketplace platforms. connecting recreational vehicle (RV) Owners to Hirers. With operations in Australia, New Zealand, Spain, the UK, Germany, Austria and Netherlands, Camplify and PaulCamper deliver a seamless and transparent experience for consumers looking to travel and connect with local RV owners.

This announcement was approved by the Company Secretary of Camplify Holdings Limited.

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ASX Announcement

12 November 2025

Chair and CEO Address

FY25 CHL AGM - Chair's Address

Dear Fellow Shareholders,

Welcome to Camplify Holdings Limited's Annual General Meeting for the 2025 Financial Year. It is good to address you today at my first AGM as your Chairman, having assumed the role in November last year.

FY25 was a year of profound strategic transition and necessary consolidation for our company. While our statutory financial results show a Net Loss After Tax of $15.8 million and a reduction in Group Revenue to $42.0 million, these headline numbers reflect a deliberate decision to undertake difficult, foundational work—the outcome of which has fundamentally strengthened CHL.

We faced headwinds from challenging macroeconomic conditions and the short-term disruption caused by the final, complex phases of integrating the PaulCamper platform onto our core technology stack. I am pleased to report that this technical integration is now complete and we saw good improvement in the back half of FY25. This was an essential step to deliver a single, globally scalable operating platform, which is vital for long-term efficiency and product deployment.

The Board and management team reacted decisively to the market pressures, executing a significant, Group-wide cost reduction program that is delivering $4.6 million in annualised operational savings. This disciplined approach led to a

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material improvement in the second half, where the EBITDA loss narrowed to $2.6 million, a strong reduction from the first half loss of $6.8 million. This trajectory confirms that the cost base has been stabilised and positioned us for scalable growth.

The most significant strategic milestone of FY25 is the successful launch of our proprietary member-backed protection solution, MyWay Mutual, in Australia and New Zealand.

This is a true game-changer. It is a transformational shift from a marketplace-led model to a "membership-first" business. MyWay addresses the primary barrier to entry for RV owners—securing appropriate, affordable protection—and, in doing so, dramatically expands our addressable market well beyond active hirers. The financial impact is significant, with MyWay expected to materially improve our gross profit margin on membership-related revenue to an estimated 28% in the coming year, unlocking a significant high-margin revenue stream.

The Board has also been focused on strengthening our internal structures and executive leadership to match the scale of our global ambitions. We welcome the experienced counsel of John Myler to the Board, whose expertise in the insurance sector is instrumental as we pivot to this member-led model. Our plan is to add further skills based experience to the Board including successful market place expertise. Furthermore, the executive team has been bolstered with key appointments, ensuring we have the right talent focused on execution.

Our strategic partnership with the JB Group, announced on October 30th, is a vital distribution channel mechanism that leverages their deep industry network to drive the adoption of our high-value MyWay and "Managed Services" offerings with minimal capital expenditure. The JB Group is one of Australia’s largest manufacturers and distributors of vans in Australia and New Zealand.

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CHL Group

The Board remains confident in the revised strategy and the management team's ability to execute against it. The priorities for the upcoming year, FY26, are clear and focused:

1. Deliver a fully EBITDA positive result for FY26.
2. Generate positive cash flow for the full year.
3. Aggressively scale the MyWay membership program across all core markets.

The foundational work is done. We have a unified, efficient technology platform and a high-margin product in MyWay that offers significant upside. We are now leaner, more focused, and ready to reap the rewards of the strategic changes made in FY25.

I thank my fellow directors for their dedicated service, and I extend my gratitude to Justin Hales and the entire CHL team for their resilience and hard work during this demanding period of consolidation.

In particular I would like to thank departing Director Stephanie Hinds who leaves us after eight years of great service, from pre-listing to now. Steph's commitment over that time has been exemplary.

Having replenished the management team, improved cost controls and introduced the new insurance platform, our path to profitability is much clearer.

Most importantly, I thank you, our shareholders, for your continued patience and trust in our journey. We are now well-positioned to deliver sustainable, profitable growth, creating long-term value for all of you.

Sincerely,

Andrew McEvoy
Chair - Camplify Holdings Limited

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FY25 CHL AGM - CEO's Address

Good morning shareholders,

Thank you for joining us today at our company's 2025 Annual General Meeting. I'm Justin Hales, CEO and Founder of Camplify Holdings Limited.

On behalf of the CHL team and the directors, we appreciate and thank you for your continued support.

Camplify Holdings Limited (CHL) operates Camplify and PaulCamper and is one of the world's leading peer-to-peer (P2P) digital marketplace platforms connecting recreational vehicle owners with hirers in multiple countries.

We are a platform for connecting hirers and RV owners together. We provide everything both parties need. We are the glue that connects the transaction.

FY25 was a truly pivotal year for CHL. It marked a decisive strategic refocus to ensure future, sustainable profitability. As we completed the final, complex phases of technology consolidation following our European acquisitions, we deliberately undertook the hard, foundational work necessary to streamline our global operations and create a leaner, more efficient company. This process sets the stage for future acceleration.

Our clear path to profitability remains centered on:

- The operation of an effective global marketplace leveraging shared resources
- Continual efficiency of marketing spend and operations
- Improving our operational efficiency through systems and AI-powered tools

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- A disciplined focus on core metrics to ensure the business drives towards our operational objectives.

This year's strategic outcomes were critical to our future success:

1. Enabling Scalability through Technology: We successfully unified all operations onto a single global platform, which unlocks significant future operational efficiencies and allows for the rapid deployment of new products across all seven markets.
2. Developing the Membership Offering: The launch of our captive-backed protection solution, MyWay Mutual, in Australia and New Zealand is a fundamental shift, transitioning CHL from a marketplace-led to a "membership-first" company with significant upside potential.

Outlook FY2026

In FY26 we are a focused on,

1. Delivering EBITDA positive results for FY26.
2. Generate positive cash flow for the full year.
3. Continued MyWay membership program rollout.
4. Drive cost-effective growth in core markets.

We are also focusing on leveraging strategic alliances, such as our new partnership with the JB Group which we announced on 30 October. This significant commercial partnership accelerates our growth strategy by providing a powerful, scaled distribution channel for our products through JB Group's deep industry footprint and sales network. Our shared vision allows us to actively pursue market share and scale our Managed Services and Club Camplify offerings with high capital efficiency, creating significant and sustainable value for all CHL shareholders.

On behalf of the CHL team and the directors, we appreciate and thank you for your continued support.

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Sincerely,

Justin Hales
CEO and Founder - Camplify Holdings Limited