

EXPERIENCECO

ASX RELEASE

EXPERIENCE CO LIMITED (ASX: EXP) TO DIVEST WILD BUSH LUXURY TO INTREPID TRAVEL

8 DECEMBER 2025 - Leading adventure tourism company, Experience Co Limited (ASX: EXP), has entered into a Share Purchase Agreement with Intrepid Travel for the sale of Wild Bush Luxury for a cash consideration of \$5.1 million. The portfolio includes the Arkaba Homestead and Walk (South Australia), Bamurru Plains (Northern Territory) and The Maria Island Walk (Tasmania). It also includes the business' rights to develop future experiences in NSW and Tasmania.

The divestment of Wild Bush Luxury follows the completion of Experience Co's Strategic Review in late 2024, which included identifying an opportunity to enhance Experience Co's growth prospects and operating efficiency by focusing on market verticals with superior scalability and return on capital potential. Experience Co believes that this focus positions the company for improved growth and shareholder returns.

CEO John O'Sullivan said "Wild Bush Luxury has been a much-loved part of the Experience Co portfolio since 2021 however it is a boutique asset which we consider no longer core to our ongoing operations."

"Intrepid Travel has a global reputation for sustainable tourism, a commitment to conservation, and deep expertise in delivering immersive, nature-based travel experiences - qualities that make Intrepid the right partner for Wild Bush Luxury in the longer term."

"I'd like to acknowledge and thank the Wild Bush Luxury team led by Ben Brown and we wish them well on their future adventures with Intrepid Travel."

Key details of the transaction include:

- 100% Share Sale of Wild Bush Luxury Experience
- Portfolio sold: Arkaba Homestead and Walk, Bamurru Plains, The Maria Island Walk along with rights to future projects in Tasmania and New South Wales
- Consideration: \$5.1 million on a cash free/debt free basis subject to customary completion adjustments
- No material impact on earnings
- Management proposes to use net proceeds to pay down Corporate Debt
- Transaction completion targeted for end of February 2026, subject to satisfaction of limited conditions precedent

This announcement has been approved by the Directors of Experience Co.

For more information, please contact investor@experienceco.com.

CONTACT INFORMATION

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