

ASX Announcement

23 December 2025

Camplify Holdings Announces Board Appointment

Camplify Holdings (ASX: CHL), Australia's largest and most trusted peer-to-peer caravan hire and RV sharing community, is pleased to announce the appointment of Mrs Li Ping Xue (Sharon) as a Non-Executive Director, effective 23 December 2025.

Mrs Xue's appointment follows the execution of a binding strategic partnership between CHL & JB Group in October 2025. As the Director and owner of the JB Group, Mrs Xue represents a significant and aligned strategic shareholder.

Mrs Xue is a leader in the Australian recreational vehicle (RV) industry. Since co-founding JB Caravans in 2010, she has transformed a local manufacturing business into a diversified national ecosystem. Under her leadership, the JB Group has expanded to include over 10 brands, notably acquiring New Age Caravans, Traveller Caravans, and Paradise Motorhomes.

She has successfully shifted the company to a full-service model, incorporating eTime Parts & Accessories and a nationwide network of JB Caravans Supercentres. A vocal advocate for Australian-made quality, she is recognised for driving local manufacturing jobs and scaling the group to meet record-breaking demand in the Australian RV market.

The Board of Directors is pleased to welcome Mrs. Xue. Her extensive experience in scaling manufacturing and retail networks will be invaluable as we expand our Managed Services and Club Camplify offerings. Mrs. Xue's deep industry footprint and shared vision for the RV ecosystem establish a valuable strategic partnership for CHL.

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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 and PaulCamper, 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.

