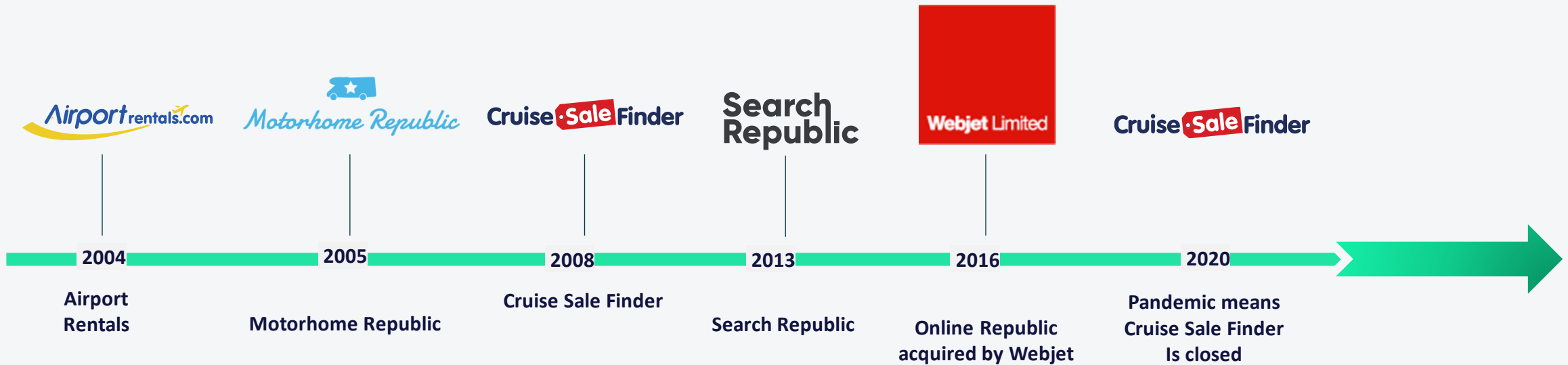




# Strategy Update

September 2022

# Our Journey So Far





# Good Foundations - 2019

▶ TTV \$324m

▶ Brand spend 3%

▶ Bookings 505k

▶ 266 People

▶ Revenue \$32m

▶ Engagement +24%

▶ EBITDA \$13m



# The Opportunity

# Large Attractive Addressable Market

	NZ	Australia	Canada	USA	UK
Rental Market	\$1B	\$4B	\$5B	\$69B	\$13B
Car Share*	3%	2%	0.2%	<0.1%	<0.1%
RV Share*	18%	12%	3%	5%	4%

\*Management estimates based on available market data, 2019

Currency \$NZ







Our Roadmap To Something Great...

# We listened...



Employee interviews



Analysis of company performance data



Partner interviews



Customer Survey



Global Intelligence Scan

Global Research Agencies



# We learnt...



**We had limited brand equity**



**PPC is a strength, but creates transactional relationships**



**Most of our customers found us via search**



**Most customers have only booked once**



**Massive opportunity in key markets & affiliates**



**Highly rated for customer service**



**Strong supplier relationships**



**Spread thin geographically**





# Step One – A Singular Brand



# The Brand Challenge Identified



## Online Republic

- Corporate brand unknown
- Disconnected from Airport Rentals & Motorhome Republic
- 'Republic' context has changed over time
- Confusing employee brand



## Airport Rentals

- Low brand awareness
- Low repeat purchase
- Brand name cannot be owned in PPC marketing
- Geographically constrained
- Product extensions difficult



## Motorhome Republic

- Low brand awareness
- Hard to remember
- Low repeat purchase
- Relevance of 'Republic' today
- Product extensions difficult

Resulted in disconnected websites, inefficiencies and confusion



# Single Brand Benefits



Brings together our business, products & services for customers, partners and employees



Marketing spend efficiency



Lead generation & cross promotion



SEO authority through shared content & links



Scalable across markets, languages, and product verticals



Increasing technology efficiency



Consistent customer, partner and employee experience



So, in Oct 2021 we launched...

# Search, Compare & Save

Find the best deals on cars and campervans with GoSee

Cars

Campervans

## Search car rentals worldwide

Pick up location

Auckland Airport (International) (AKL), N...

Pick up date and time

01 Sep 2022 10:00 AM

Drop off date and time

04 Sep 2022 10:00 AM

Search Cars

Return car to same location

Driver aged 25-69 living in New Zealand



Excellent based on 19,000+ reviews  
Prior to our rebrand from Airport Rentals and Motorhome Republic



# A Modern, User-Friendly Interface And Innovative New Features

## New search results & advanced search filtering

The screenshot shows the GoSee search results page with various filters on the left. The main content area displays search results for a Toyota Yarris, including a car image, rental company details, and pricing information. The interface is clean and modern, with a clear layout for navigation and filtering.

## Upgrade features to maximise TTV

### UPGRADE TODAY for only \$2 per day

Treat yourself and book a more spacious vehicle from Avis at this great price!



Toyota Corolla

maui ★★★★★ 1000+ reviews

4 seats 4 large bags Manual Free Shuttle

\$4,522.50  
NZD 45.12 per day

Upgrade now

Dismiss

## SEO landing page

The screenshot shows the GoSee SEO landing page for Australia's Best Car Hire in Ballina Airport. The page features a prominent heading, a search bar, and a grid of car options with images and prices. The layout is designed to be visually appealing and easy to navigate, with clear calls to action.

The screenshot shows the GoSee sign-in page. It includes a form for email address and password, a 'Remember me' checkbox, and social media login options for Facebook and Google. The page is clean and user-friendly, with a clear sign-in button.

## Log into manage booking & view trip itinerary

## Your upcoming trip

maui

CONFIRMED

Maui has confirmed your booking

Booking number

12334345567

Reference number

AFDS1545

[Modify your booking](#)

[Pre-register with Maui](#)

Pick-up

11 July 2021 - 2:00pm

Auckland Airport, 44 Queen Street, Gate 4



[Pick-up and drop-off instructions](#)

Insurance

**Your excess of \$2750 is not protected**

## New search results page and alternative search widget

The screenshot shows the GoSee search results page with alternative search widgets. It features a grid of vehicle options, including a Toyota Yarris, with images, rental company details, and pricing information. The interface is clean and modern, with a clear layout for navigation and filtering.

The screenshot shows the GoSee search results page with alternative search widgets. It features a grid of vehicle options, including a Toyota Yarris, with images, rental company details, and pricing information. The interface is clean and modern, with a clear layout for navigation and filtering.

## Visual communication of key terms to minimise customer pain points

### Cancel your booking

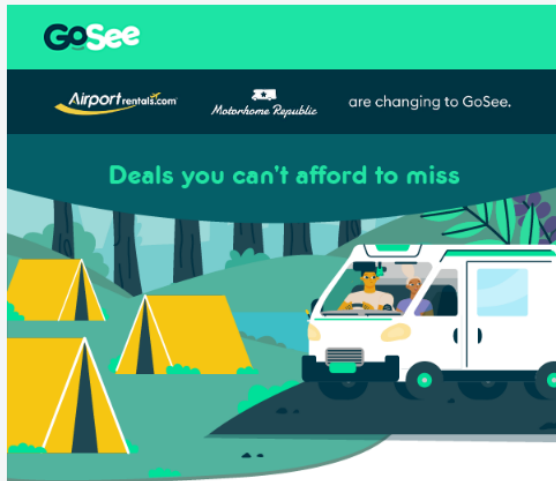
The supplier reserves the right to refuse any rental at their discretion. Deposit paid at time of rental is non-refundable.

RESERVATION CONFIRMED	64 DAYS PRIOR JULY 6 - 12AM	24 DAYS PRIOR SEPT. 6 - 12AM	10 DAYS PRIOR SEPT. 20 - 12AM	DAY OF PICK-UP SEPT. 30 - 12AM	PICK-UP
Free full refund	\$100 Fee	\$200 Fee	\$500 Fee	\$1000 Fee	

Show cut-off times using: US time NZ time



# Impactful Marketing



Hi Explorer,

At GoSee, we want to make sure you're getting the best price possible. That's why we're always working hard to find amazing deals campervan rentals.

The best part is, you don't need a promo code or a voucher. If there's a deal available, it will automatically be available to you. So take the headache out of finding the right price and get searching now.

Compare a wide range of vehicles!

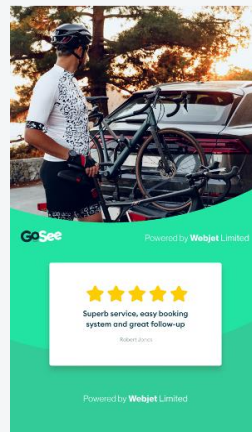
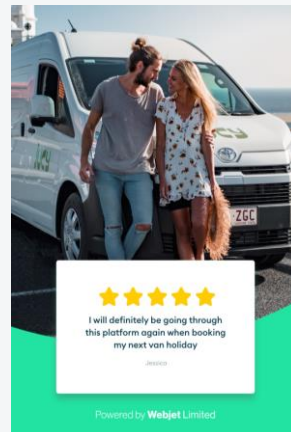
Find Your Deal



Exclusive deals and offers from our largest suppliers



Amplifying our industry leading customer service



One destination for all your car and motorhome rental needs



Digital billboards to grow brand awareness

Encouraging customers for repeat bookings



Australia awaits you

After two long years, Australia has finally reopened its borders to the world.

We couldn't be happier and weather you are domestic or international we can't wait to help get you back on the road to GoSee your loved ones, and to visit all the places you've been dreaming of.

Key information to remember

- Fully vaccinated visa holders can enter all states and territories quarantine-free (except for Western Australia)
- Tourists must be fully vaccinated and present a negative test result prior to travelling

[Read here](#) to get more information about the requirements that need to be followed before departure.

To celebrate the occasion, we've gathered the very best camper rental deals for you to hit the road for less.



Find the perfect set of wheels for your long-awaited trip



Britz | Directional Special

Travel period: 27 April to 17 June 2022

Book now



Mauli | Directional Special

Travel period: 27 April to 17 June 2022

Book now

# Signature User Experiences

## Vehicle upsell

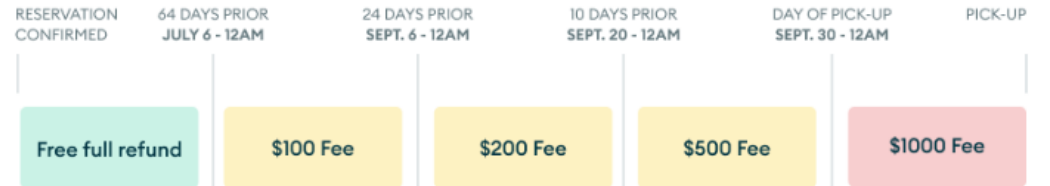
The screenshot shows the GoSee website interface. At the top, there's a navigation bar with 'GoSee' logo and menu items: Destinations, Deals, Explore, Suppliers & vehicles, Help. Below the navigation, there's a search bar with 'Cars' and 'Motorhomes' tabs. The main content area displays a vehicle upsell offer for a Toyota Corolla. The offer includes a 'UPGRADE TODAY for only \$2 per day' headline, a sub-headline 'Treat yourself and book a more spacious vehicle from Avis at this great price!', and a 'maui' logo with a 4.5-star rating and '1000+ reviews'. The car is shown in a side view. To the right, there's a price breakdown: '\$4,522.50' total, with 'NZD 45.12 per day' for the upgrade. A green 'Upgrade now' button and a grey 'Dismiss' button are visible. The background shows a progress bar with steps: Select vehicle (checked), Bundle and extras (checked), Insurance, Summary, and Payment.

## Cancellation timeline

### Cancellation policy

#### Free cancellation for 48 hours

After that, cancel before 1:00pm on Apr 15 and get a 50% refund, minus the service fee.

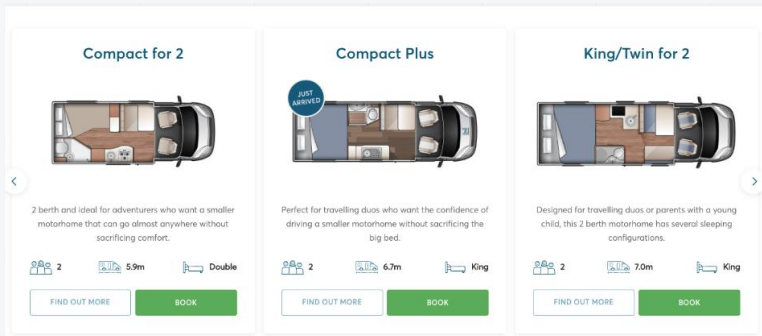


Show cut-off times using:  US time  NZ time

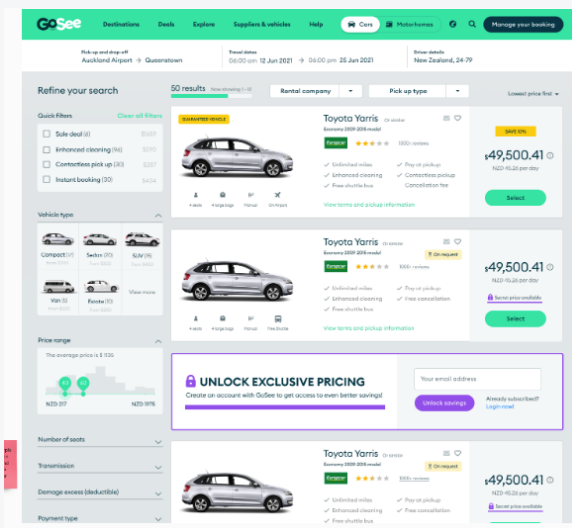
[Hide details](#)

# Signature User Experiences

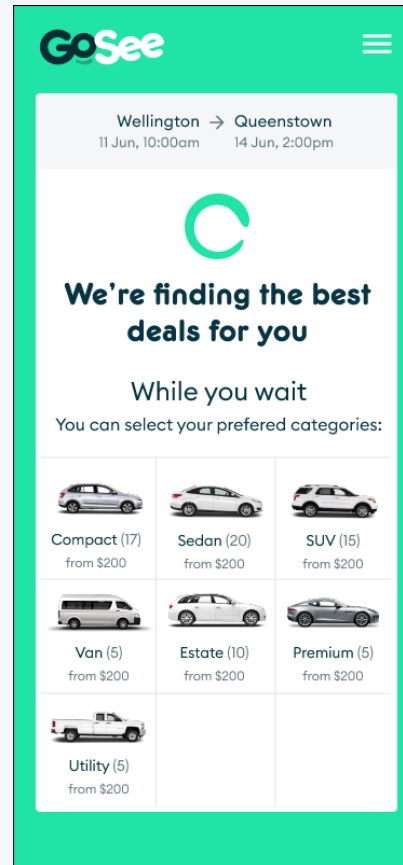
## Motorhome layout filtering



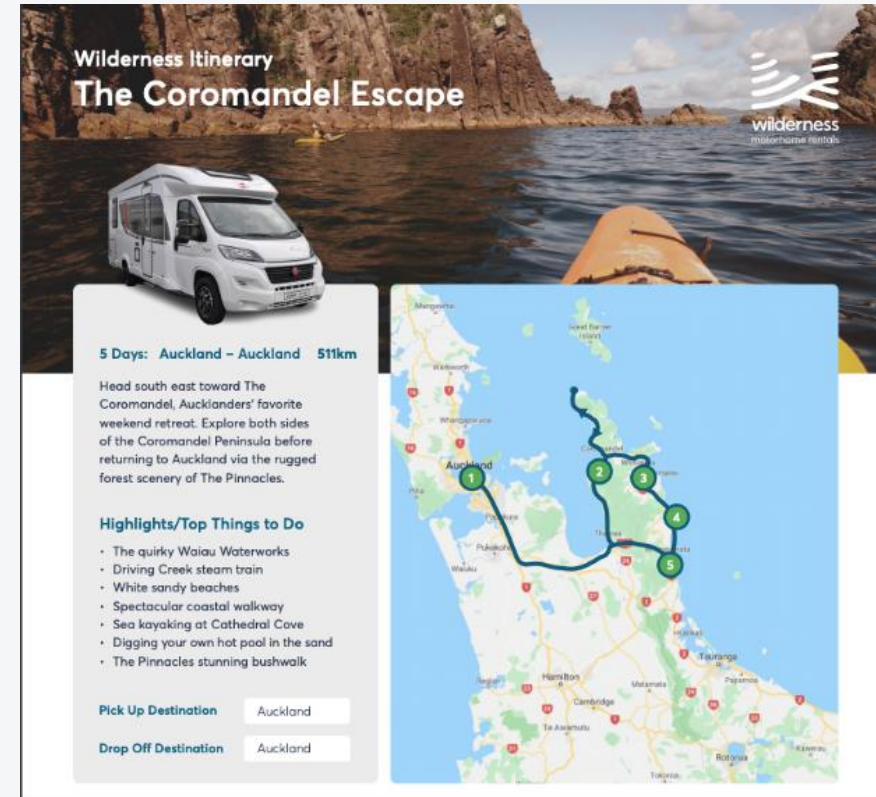
## Closed user group pricing



## Page load



## Itineraries





# Signature User Experiences

## Categorisation of insurance

**Choose peace of mind!**  
98% of customers choose to get insurance

**Yes, I want to protect myself with insurance**  
From NZD \$10.65 per day

Select a type [Help me decide](#)

Affordable	Hassle-free	Great value
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Limited cover	No excess cover	Excess refund
NZD \$249.00	NZD \$339.00	NZD \$319.00
Excess \$3000	Excess \$0	Excess \$3000
Bond \$200	Bond \$0	Bond \$200

**What's covered?**

- ✓ Deductible/excess charge for damage or theft
- ✓ Repair costs, including windows, mirrors, wheels
- ✓ Towing and taxi expenses
- ✓ Lost keys or lockout fees
- ✓ Administrative charges

**What's not?**

- ✗ Deductible/excess charge for damage or theft
- ✗ Repair costs, including windows, mirrors, wheels
- ✗ Towing and taxi expenses

## Improved location experience on SERPs

**Map view**

From: Queenstown Airport 12 June - 10:00 pm  
To: Queenstown Airport 18 June - 10:00 pm  
6 days

13 Results

**Sorted by proximity to location**

From: Queenstown Airport 12 June - 10:00 pm  
To: Queenstown Airport 18 June - 10:00 pm  
6 days

13 Results

1.3 km from your location

1.3 km from your location

2.1 km from your location

## Quiz to guide first-time motorhome renters

**Motorhomes**

What kind of holiday are you after?

Nature Family

Romance Adventure

What's most important for your camper?

Cooking Basic

Shower Bed

## Trip comparison

**Compare**

Details Inclusions Benefits Logistics Layout

Pricing for booking dates: 25 April - 17 May [Edit](#)

\$XXX per day  
Today's pricing, changes over time

**Details**

**Fuel Economy**  
Diesel  
Fuel consumption 17L/100KM  
Engine: 3L  
[Select](#)

\$XXX per day  
Prices change over time

**Details**

**Fuel Economy**  
91 Petrol  
Fuel consumption 11L/100KM  
Engine: 2L  
[Select](#)



# Step Two – Building The Foundations



# Reshaping The Business



Customer lifetime value



One brand with significant brand investment



Automated, easy to scale



Cross functional, agile, value streams



World-class technology solutions



Customer centric



Building people capability in the business



# Scalable Technology



# Scalable Technology



Driving customer life-time value



# Scalable Technology



Enabling data & insight driven decision making



kubernetes





# Scalable Technology



Interactive omni-channel  
service experiences



# Scalable Technology



Leveraging demand for BNPL payment options



# Our Strategic Priorities



Improve underlying business performance



World class customer experience



Thriving partner relationships



Aligning the business to value drivers



Building a growth culture



# From Good to Great...



Strong Foundations .



Huge Opportunity



One Brand, One Website, One Business



Leveraging World Leading Technology



Reshaping & Refocusing The Business



# Questions