

Webjet Group to accelerate growth with new FY30 strategy.

19 March 2025

Webjet Group (ASX:WJL), a leading digital travel company, announces new strategic plans to double total transactional value by FY30, propelling the business to new heights.

Webjet Group Limited (Webjet Group) today outlined a new strategic plan and key priorities to drive its growth agenda. As part of this new strategic direction, the company also announced its goal to double its Total Transactional Value (TTV) by FY30.

Following its demerger from Webjet Limited in September 2024, Webjet Group conducted a rigorous and substantive three-month strategic review of its business, including research involving nearly 3500 participants¹. As a result, the company has identified several key opportunities for growth over the next five years, driven by increased investment and focused efforts. Execution has begun, and Webjet Group is now strategically positioned to accelerate top line expansion.

Webjet Group outlined its reinvigorated strategic priorities today, along with several key actions and business updates. These include:

- **Refreshing the Webjet OTA brand** and investing in marketing to build more brand familiarity, and enter new adjacencies with momentum
- **Expanding their total addressable market:** introducing an **expanded hotel and packages offering**, a **new tailored business travel offering**, and **increasing market share of outbound international flights**
- **Capturing more of the travel wallet: delivering a new loyalty strategy** and enhancing member offers to build a value-adding member experience, and investing in marketing tech for cross-selling opportunities
- **Delivering operational excellence: enabling growth by building transformational capabilities**, and continuing to invest in innovation, AI, and tech.

Managing Director and CEO of Webjet Group, Katrina Barry said: “Webjet is an iconic brand with a rich heritage and solid fundamentals. With a clear, focused vision, and a strong balance sheet, we are now poised to propel the company into a new era of growth, industry leadership, and exceptional customer experience.

“With our new strategic direction in place, we are excited to make bold new moves in the market, delivering exceptional results for investors and customers alike. Driven by a clear vision to become the first choice for customers to book travel, we are committed to transforming the travel experience.”

The Strategy Update Investor Briefing presentation setting out further details can be found on the Webjet Group investor website.

ENDS

¹ A combination of Webjet Group customers and non-customers

About Webjet Group.

Webjet Group Limited (ASX: WJL), is a digital travel organisation that enables travel around the world through our travel brands, enhanced by smart technology we develop that makes booking & organising travel better. Our online travel brands include Webjet OTA (the market leading Online Travel Agency in Australia and New Zealand), and Airport Rentals & Motorhome Republic (global online Cars and Motorhome rental sites).

Find out more about Webjet Group and our brands at: www.webjetgroup.com

Investors.

investor@webjetgroup.com

Media.

Please contact the History Will Be Kind team at media@webjetgroup.com or call on (+61) 02 8046 4848.