



Wednesday, 8 February 2017

APOLLO ANNOUNCES RETAIL AND PEER TO PEER INVESTMENTS

Please find attached a release on the above subject.

A handwritten signature in blue ink, appearing to read "P. Jans".

Peter Jans
Company Secretary
Apollo Tourism & Leisure Ltd

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Cheapa Campa

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ASX Announcement

08 February 2017

APOLLO ANNOUNCES RETAIL AND PEER TO PEER INVESTMENTS

Apollo Tourism & Leisure Ltd (ASX: ATL) (“Apollo” or “the Company”) is pleased to announce that it has entered agreements that will both expand the Company’s Australian retail footprint and provide an entry point to the emerging peer to peer economy.

Through these two transactions, Apollo will acquire:

- A successful, established and growing retailer of new and used caravans and motorhomes, Sydney RV Group Pty Ltd (“Sydney RV”).
- A 25 per cent stake in online caravan and RV sharing community, Camplify Co (Australia) Pty Ltd (“Camplify”).

Managing Director and CEO, Luke Trouchet said, “Since listing in November 2016, we have identified and executed opportunities to accelerate our growth plans and these investments will both make important contributions to the business.”

“The acquisition of Sydney RV contributes to our strategy of becoming a leading player in the RV retail market. We welcome Sydney RV’s highly skilled and motivated team as we grow our retail sales network across the country.”

“Entering into the peer to peer economy has been something Apollo has wanted to do for some time. Our investment in Camplify will allow Apollo to rapidly enter the peer to peer space, with a highly motivated team who are providing new opportunities for RV owners and renters.”

“The combined impact of these acquisitions is not expected to have any material impact on pro forma and statutory forecasts for FY17.”

ACQUISITION OF SYDNEY RV GROUP

Apollo has today acquired 100% of the issued capital of Sydney RV, a successful established growing retailer of new and used caravans and motorhomes based in Penrith, Sydney for approximately \$1.75 million.

The acquisition was funded with a combination of cash and Apollo shares. This acquisition aligns with Apollo’s strategy to grow the business by establishing additional retail sales centres throughout Australia, leveraging the Winnebago, Adria and Talvor brands.



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Sydney RV is a leading retailer for a number of popular motorhome and caravan brands. Sydney RV sold approximately 900 new and used caravans and motorhomes in FY16 and enjoys a high level of referrals and repeat business from its customer base. In addition to new and used sales, Sydney RV also sells accessories and parts, services customers with finance, insurance and warranty products, and has a comprehensive motorhome and caravan repairs and servicing department.

Apollo is pleased that Sydney RV's experienced Director and General Manager, Norman Roe, will continue to manage the business and for his 25% shareholding received consideration of 50% cash and 50% in Apollo shares. The Apollo shares have been issued at a price of \$1.3860 (being the 10 day VWAP). Sydney RV's other shareholder received cash consideration.

The acquisition of Sydney RV is expected to provide Apollo with the following key benefits:

- Adding the Apollo brands Winnebago, Adria, Talvor, and ex-rental used vehicles to Sydney RV's new and used motorhome and caravan offering will grow group sales through Sydney RV's existing footprint and client relationships;
- Accelerating preparation of ex-rental vehicles for sale by leveraging Sydney RV's service department capabilities; and
- Sydney RV's experienced management team will add depth to Apollo's growing retail operations.

SUBSCRIPTION FOR A 25% SHAREHOLDING IN CAMPLIFY

Apollo has also agreed to subscribe \$1.75 million for a 25% shareholding in Camplify, an online caravan and RV sharing community that connects caravan and RV owners with people looking to rent these vehicles. The capital subscribed will be used to fund market growth and product development.

Camplify is Australia's largest caravan and RV sharing community and provides a solution for RV owners to quickly and easily connect with customers looking for different RV rental options. Camplify targets "internet savvy" customers with a similar business model to online marketplace Airbnb. It offers customers the opportunity to pursue a different or unique rental experience, with anything from a 30 foot caravan, an Airstream Caravan, delivery to a lakeside van park, or a camper trailer set up on a beach.

Camplify was launched in 2014 with capital provided by the Slingshot Jumpstart Initiative that was supported by the NRMA and Artesian Capital. Through their partnership with the NRMA, Camplify is able to offer services including roadside assistance, and special deals on travel and holiday park bookings. For more information on Camplify visit www.camplify.com.au.



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This investment will enable Apollo to share in future success and establish a relationship that allows Apollo to work closely with Camplify to exploit synergies between the businesses, including expanding the range of products and services offered to Apollo's retail customers. It also provides Apollo with exposure to the peer to peer economy in the RV sector.

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