

SiteMinder's Annual General Meeting 2026: Chairman and CEO's Addresses

Chairman's Address

FY26 was another year of significant progress for SiteMinder, as we continued to deliver strong growth, expand profitability and strengthen the foundations for our long-term success.

What is particularly encouraging is the consistency of this performance. Since listing on the ASX almost five years ago, SiteMinder has delivered annual recurring revenue growth of more than 20% every year on a constant-currency and organic basis, while significantly improving profitability. This sustained performance demonstrates the strength of our business model and our ability to combine strong growth with increasing operating leverage.

This strong track record provides a solid foundation at a time of profound technological change. Artificial intelligence is reshaping how businesses operate, creating new opportunities to improve productivity and deliver greater value to customers and partners.

For SiteMinder, this transformation plays directly to our established strengths and provides a pathway to extend our role in hotel commerce. Over the past 12 months, we have taken decisive steps to strengthen our leadership, advance our offering and transform our operating model.

As part of this, we have made a number of changes to our Executive Leadership Team, strengthening the capabilities needed to execute our strategy and capitalise on the opportunities ahead.

We have also significantly accelerated innovation across our platform over the past 12 months, strengthening SiteMinder's position as the commerce engine for hotels in an AI world.

These innovations are helping hoteliers operate more efficiently, make smarter commercial decisions to improve their profitability, and access new sources of traveller demand, including emerging AI-driven booking channels.

We believe these developments will increase demand for SiteMinder's technology, expanding the value we can deliver to hotels and creating new opportunities for sustained revenue growth and higher profitability.

Alongside these growth opportunities, AI is also transforming how we operate our own business.

Across the organisation, we are challenging every business process through the lens of AI. Our focus is not simply on applying new technologies to existing workflows, but on fundamentally rethinking how work is performed.

Our goal is to create a more responsive, efficient and scalable operating model, enabling our people to focus on higher-value activities while delivering better customer outcomes. Combined with continued revenue growth, we expect these structural efficiencies to drive sustained operating leverage and meaningful improvements in profitability.

As we accelerate innovation and embrace AI across the business, we remain equally focused on managing the associated risks and maintaining the trust of our customers and partners.

During FY26, we established a management-level AI Governance Committee to support the responsible adoption of AI across SiteMinder, ensuring appropriate consideration of risks relating to security, privacy and accountability.

More broadly, we continued strengthening the governance and risk management practices that underpin our long-term success, including the security and resilience of our platform, the development of our people and our preparations for evolving sustainability reporting requirements.

The Board remains confident in SiteMinder's future. Our established competitive advantages, continued innovation and increasingly scalable operating model provide a strong foundation for long-term value creation.

At today's meeting, Jenny Macdonald and Paul Wilson are standing for re-election, and all members of the Board support their re-election. Jenny brings extensive financial and governance expertise, alongside deep travel industry experience through her roles with Helloworld and Flight Centre. Paul brings deep expertise in technology, investment and scaling businesses internationally. Both bring valuable perspectives to the Board as we execute our strategy.

I would like to take this opportunity to thank Linda Gough for her valuable contributions as SiteMinder's Company Secretary. Linda will be retiring from her role to pursue opportunities in the charitable health sector. On behalf of the Board, I wish her every success in this next chapter.

I would also like to thank my fellow directors, our leadership team and the entire team at SiteMinder for their dedication and contributions throughout FY26.

To our customers and partners, thank you for your continued trust and collaboration. And to our shareholders, thank you for your ongoing support and engagement.

I will now invite Sankar Narayan, SiteMinder's CEO and Managing Director, to take you through our performance, the innovations strengthening our competitive position, and how we intend to translate these opportunities into sustained growth and profitability.

CEO's Address

Thank you, Pat, and thank you to the Board.

AI is changing how hotels sell and how travellers book. The more decisions AI makes, the more valuable SiteMinder's platform becomes.

Travellers will increasingly use AI to find and book accommodation. Hotels will increasingly use it to make commercial decisions. Those decisions must translate into accurate changes to pricing, rate plans, distribution parameters, and availability across hotel systems.

SiteMinder is a global hotel commerce platform providing that connectivity and execution infrastructure. We serve 56,000 hotels and process more than 140 million reservations a year.

We are building on this foundation by connecting hotels to emerging AI booking channels, developing the Dynamic Commerce Engine and extending our reach through SiteMinder Powered.

Our growth model is straightforward: add hotels and increase revenue from the hotels we already serve.

Two complementary growth engines

From FY22 to FY26, our property base grew at a compound annual rate of 13%. Average revenue per property grew approximately 9% annually on a constant-currency and organic basis, through product adoption, upselling and usage.

Revenue grew approximately 22% annually on that same basis over the period, reaching \$266 million in FY26.

We earn subscription revenue from software and transaction revenue as customers use our commercial services.

Smart Platform already driving transaction revenue acceleration and margin expansion

The Smart Platform, our latest suite of revenue and distribution solutions, is already delivering growth and improving transaction gross margins.

In FY26, transaction revenue growth exceeded the travel-company benchmark shown here by approximately 24 percentage points.

Adjusted transaction gross margin increased from 32% in FY24 to 39.4% in FY26.

Dynamic Revenue Plus customer billings more than doubled in the September quarter compared with the June quarter.

Channels Plus has over 400,000 rooms listed. Version 2.0, launching in late 2026, is expected to further expand its addressable market.

Smart Platform adoption remains early.

Significant margin improvement

We have demonstrated that growth can translate into materially higher profitability.

Adjusted EBITDA margin improved from negative 19.3% in FY22 to positive 10.6% in FY26, almost 30 percentage points.

Adjusted free cash flow more than doubled to \$10.5 million in FY26.

We delivered this while continuing to invest in product development and innovation.

Growth, cost discipline and a more efficient global workforce have contributed. More than half our employees are now based in cost-effective locations.

Our ability to sustain this combination of growth and improving profitability is supported by competitive advantages built over two decades.

Two decades of innovation have positioned SiteMinder to lead in an AI-driven world

Our 20 years of innovation, and the wealth of data we have built over that time, position us to lead from the front in an AI-driven world. Since 2006, SiteMinder has evolved from a channel manager into a broader hotel commerce platform. The Smart Platform brings together intelligence, commercial decision-making and execution.

Connecting hotels to both existing and emerging AI demand, simplifying operations and maximising hotel revenue

Today, we connect hotels to both existing and emerging AI demand, help them simplify their operations and maximise their revenue.

Our capabilities span distribution, bookings, payments, websites and guest engagement. Little Hotelier brings an integrated offering to smaller accommodation providers.

Dynamic Revenue Plus and the Dynamic Commerce Engine extend our role in pricing, distribution and revenue optimisation.

Solving more commercial needs increases the value we deliver and the revenue opportunity per property.

These capabilities are supported by an extensive global network that would be difficult to replicate.

Mission-critical infrastructure

Our competitive advantage combines global reach, deep integrations and reliable execution.

We operate across more than 150 countries, connecting over 400 technology partners and more than 500 distribution partners. Our platform processes over 100 billion pricing, inventory, availability and booking messages annually.

Our technology serves as mission-critical infrastructure for hotels. Replacing SiteMinder means replacing both the connections and the operational capability behind them. Different hotel systems, room types, rate plans and booking rules must work together reliably, in real time.

Those connections require continual maintenance as systems change. Access to an AI model does not give you that operating network.

Industry-leading capabilities across hotel commerce

This year's six HotelTechAwards recognise the breadth of our capabilities across channel management, booking engines, website design, metasearch and hotel commerce.

We are now building on these strengths through an accelerated pace of innovation.

Rapid innovation strengthening SiteMinder's position in an AI world

Our progress in 2026 demonstrated rapid innovation, which has strengthened SiteMinder's position in an AI world. It spanned predictive intelligence, AI agent connectivity, SiteMinder Powered and the Dynamic Commerce Engine.

The next three slides show how these capabilities create value.

Dynamic Commerce Engine

The Dynamic Commerce Engine is designed to turn hotel intent into commercial action across nearly 50 commercial parameters.

Beyond room price, rate plans, promotions, booking restrictions, room mapping and channel availability all affect hotel performance.

The engine connects recommendations with execution, from identifying missing rate plans to correcting room mapping and applying minimum-stay restrictions.

This reduces manual work for hotels and expands the commercial needs SiteMinder can serve and monetise.

SiteMinder Powered: Scaling our infrastructure through strategic partnerships

SiteMinder Powered embeds our capabilities within partner platforms, allowing us to scale our infrastructure through strategic partnerships. With Mews, hotels access distribution within the Mews platform, visibly powered by SiteMinder.

Partners avoid building and maintaining their own distribution networks while delivering a native customer experience.

We gain another route to reach hotels and generate revenue from the infrastructure we already operate.

Dynamic Revenue Plus 2.0: Powerful tools. Made simple for hoteliers

Dynamic Revenue Plus makes powerful and sophisticated revenue management simpler for hoteliers.

Version 2.0, planned for January 2027, will bring advanced analytics, greater pricing automation and controls, deeper integration through UltraSync, and personalised revenue coaching.

Together with the Dynamic Commerce Engine, it will help hotels act on recommendations and optimise commercial settings beyond pricing.

AI amplifies the importance of SiteMinder's infrastructure

Together, these innovations are extending SiteMinder's role in hotel commerce, allowing us to solve more of our customers' commercial needs.

AI has only amplified the importance of SiteMinder's infrastructure. As AI drives more frequent, faster and more complex decisions, reliable execution becomes more important.

Our focus is on converting these capabilities into sustained growth by reaching more hotels and increasing adoption and usage across our existing customer base.

Global reach supported by a proven, efficient go-to-market engine

Our global reach is supported by a proven, efficient go-to-market engine.

We added approximately 5,900 net properties in FY26, with growth across all three regions.

Customer lifetime value exceeded five times acquisition cost in every region, supported by local expertise and our global operating model.

Our addressable market exceeds one million properties.

Significant monetisation opportunity within the existing hotel base

There is already a significant monetisation opportunity within our existing hotel base. Our network represents more than A\$85 billion in annual gross booking value and over 300 million room nights. FY26 revenue equates to approximately 0.3% of that booking value.

With full product adoption and usage consistent with current experience, the illustration shows potential exceeding 1.5%, approximately five times today's level.

This is an illustration of potential, not a forecast or guidance. Realising it depends on customer adoption and usage.

Applying AI to unlock further structural operating efficiencies

Alongside these growth opportunities, we are transforming how our business operates to drive further efficiencies and operating leverage.

We are accelerating efficiency improvements in the first half of FY27, simplifying the business and embedding AI into how work gets done.

We are redesigning processes across customer engagement, sales, engineering and customer success to reduce manual work and improve customer outcomes.

Automation operates within defined controls and human oversight. Decisions involving judgement, risk and trust remain with our people.

These actions support meaningful adjusted EBITDA margin expansion in FY27.

SiteMinder: Positioned for sustained growth and long-term value creation

SiteMinder remains strongly positioned for sustained growth and long-term value creation.

Our global network gives us the platform to reach more hotels, deepen product adoption and expand through partners. We are focused on translating that growth into higher profitability.

Guidance

In response to shareholder feedback, we are clarifying our existing ARR growth guidance for FY27 and the medium term.

Given more than 85% of our billings are generated in currencies other than the Australian dollar, we provide guidance on a constant-currency basis to better reflect underlying operating performance.

With successful adoption and scaling of the Smart Platform and Dynamic Commerce Engine, SiteMinder expects ARR to grow at a mid-20s CAGR from FY26 closing levels to FY30 closing levels, on a constant-currency and organic basis.

The operating leverage from this strong growth, combined with ongoing efficiency gains, is expected to drive adjusted EBITDA margin to the mid-20s in FY30.

For FY27, SiteMinder expects closing ARR to grow in the mid-20s, on a constant-currency and organic basis, supporting continued strong revenue growth. Adjusted EBITDA margin is expected to expand meaningfully.

Investment in the Smart Platform, Dynamic Commerce Engine and AI productivity initiatives remains within the Company's existing operating and capital expenditure plans. SiteMinder remains focused on disciplined investment and translating growth and operating efficiencies into stronger margins and cash generation.

Our priority is to help more hotels turn potential into performance and deliver sustained value for shareholders.

I would like to thank our people for their dedication, our customers and partners for their trust, and our shareholders for their continued support. We look forward to another exciting year ahead.

This ASX announcement was authorised by SiteMinder's Board of Directors.

-ENDS-

Investor information

Paul Wong
investor.relations@siteminder.com

Media enquiries

Maria Cricchiola
media@siteminder.com

About SiteMinder

SiteMinder Limited (ASX:SDR) is the name behind SiteMinder, the world's leading hotel commerce platform, and Little Hotelier, an all-in-one hotel management software that makes the lives of small accommodation providers easier. The global company is headquartered in Sydney with offices in Bangkok, Barcelona, Berlin, Dallas, Galway, London, Manila, Mexico City and Pune. Through its technology and the largest partner ecosystem in the global hotel industry, SiteMinder generates 140 million reservations worth over A\$85 billion in revenue for its hotel customers each year. For more information, visit siteminder.com.



Annual General Meeting

28 October 2026



SiteMinder customer Six Senses Zil Pasyon, Seychelles

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This presentation has been authorised for lodgement with the ASX by SiteMinder's Board of Directors.

SiteMinder's Board of Directors



Pat O'Sullivan
Independent
Non-Executive Chairman



Sankar Narayan
Chief Executive Officer
Managing Director



Jenny Macdonald
Non-Executive Director
Audit and Risk Committee
Chair



Kim Anderson
Non-Executive Director
People and Culture Chair



Paul Wilson
Non-Executive Director



Dean A. Stoecker
Non-Executive Director

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Chairman's Address



Pat O'Sullivan

Independent
Non-Executive Chairman



SiteMinder customer Sri Phala Resort & Villa, Bali, Indonesia

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CEO's Address



Sankar Narayan

CEO &
Managing Director



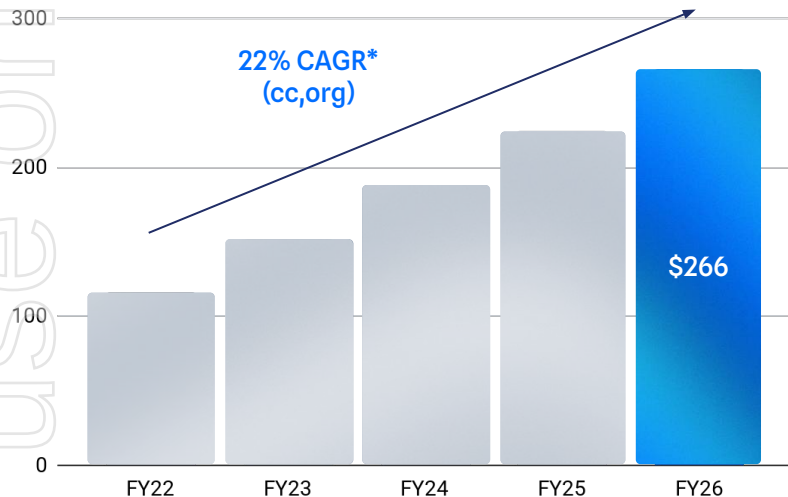
SiteMinder customer Adina Apartment Hotel, Melbourne, Australia

Two complementary growth engines: Property expansion and increasing revenue per property

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REVENUE millions A\$M



*CAGR for FY22 to FY26

Significant runway for
property growth

PROPERTIES

13%

CAGR*

TOTAL ADDRESSABLE
MARKET

>1m

vs 56k properties in FY26

Growing revenue
per property

ARPU

9%

CAGR* (cc,org)

Smart Platform adoption

Product upsell

Usage growth

Smart Platform already driving transaction revenue acceleration and margin expansion

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SMART PLATFORM DRIVING OUTPERFORMANCE VS TRAVEL

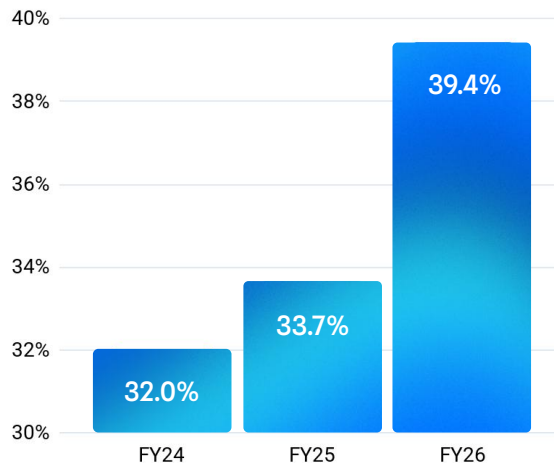
SiteMinder's Transaction Revenue Growth vs Global Travel



① Global travel growth measured as the average constant currency growth of selected global travel companies - Airbnb, Amadeus, Booking Holdings, and Expedia

SMART PLATFORM DRIVING GROSS MARGIN EXPANSION

SiteMinder's Adjusted Transaction Gross Margin



DYNAMIC REVENUE PLUS

>2x

Customer billings
Sep-26 qtr vs Jun-26 qtr

CHANNELS PLUS

>400k

Rooms listed

v2.0 launch in late 2026

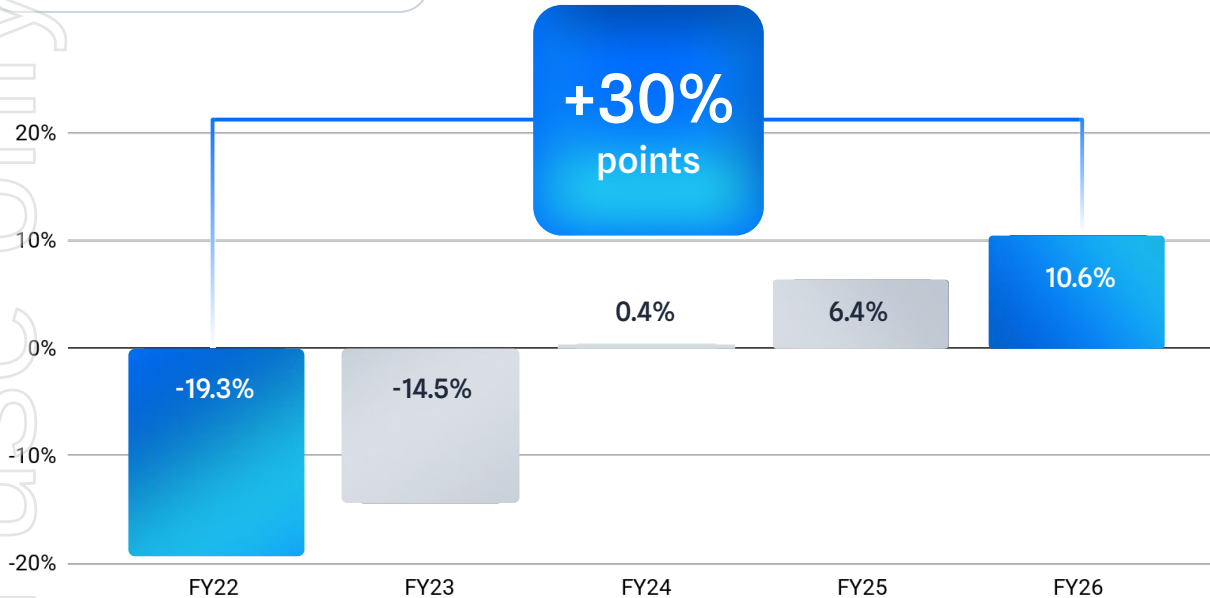
Significant margin improvement

10



Growth, cost reductions and efficiencies have delivered the improvement

ADJUSTED EBITDA MARGIN



Significant margin expansion achieved **alongside** strategic transformation and investment in future growth

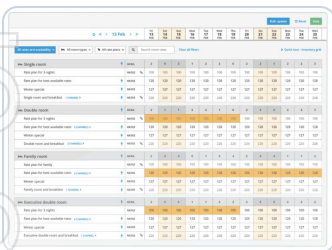
Two decades of innovation have positioned SiteMinder to lead in an AI-driven world

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CHANNEL MANAGER

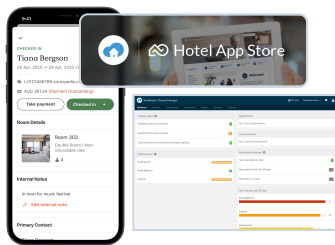
2006-2016



Core distribution
subscriptions

PRODUCT SUITE

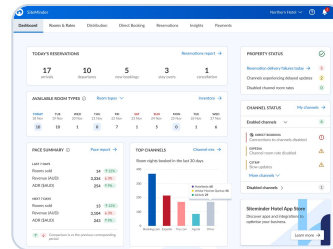
2017-2021



Additional subscription
and transaction
products

UNIFIED SOLUTIONS

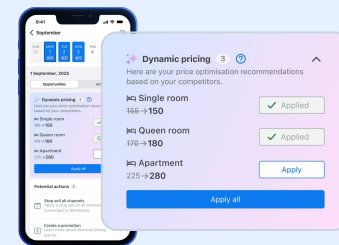
2022-2023



Unifying capabilities
across the product suite

SMART PLATFORM

2024-TODAY



Comprehensive commerce
platform, connecting
intelligence, **decision
making** and **execution**

Connecting hotels to both existing and emerging AI demand, simplifying operations and maximising hotel revenue

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With industry-leading connectivity, SiteMinder's capabilities now span the broad hotel commerce workflow



Distribute

Connect hotels to demand and expand distribution



Channel Manager



GDS



Demand Plus - Metasearch



Direct Booking Engine



Channels Plus



AI agent connectivity (MCP)



Simplify

Simplify and automate hotel workflows



Little Hotelier



Website Builder



SiteMinder Pay



Guest Engagement



SiteMinder Powered



Optimise

Execute complex commercial decisions to optimise hotel performance



Dynamic Commerce Engine



Dynamic Revenue Plus



Smart Distribution

Mission-critical infrastructure powering hotel commerce today and emerging AI-driven demand

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Global Scale and Reach

56,000 hotels, 150+ countries, \$85b+ GBV

Embedded in Critical Workflows

Real-time management of availability, rates, inventory and bookings

High barriers to replication

Deep integrations, fragmented systems and operational reliability at global scale

Industry leading capabilities across hotel commerce

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Industry awards recognise
SiteMinder's **leading
capabilities** - extending well
**beyond channel
management**



Rapid innovation strengthening SiteMinder's position in an AI world

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MAR 2026

AI-based
predictive
intelligence

Turning data into
actionable insights, 150+
countries, \$85b+ GBV



APR 2026

MCP support across
Demand Plus and
Channels Plus

Connecting hotels to
emerging AI-driven demand



AUG 2026

SiteMinder
Powered

Embedded execution
infrastructure



DEC 2026

Dynamic
Commerce
Engine

Commercial
optimisation
beyond pricing



JAN 2027

Dynamic
Revenue Plus
v2.0

Integrating intelligence,
recommendations and
automated execution

Skift POWER
RANKINGS

THE MOST POWERFUL
BUILDERS
IN TRAVEL

PRESENTED BY TURO



SiteMinder recognised among
Skift's 25 Most Powerful Builders in Travel - Sep 2026

Dynamic Commerce Engine

Translating hotel intent into actions



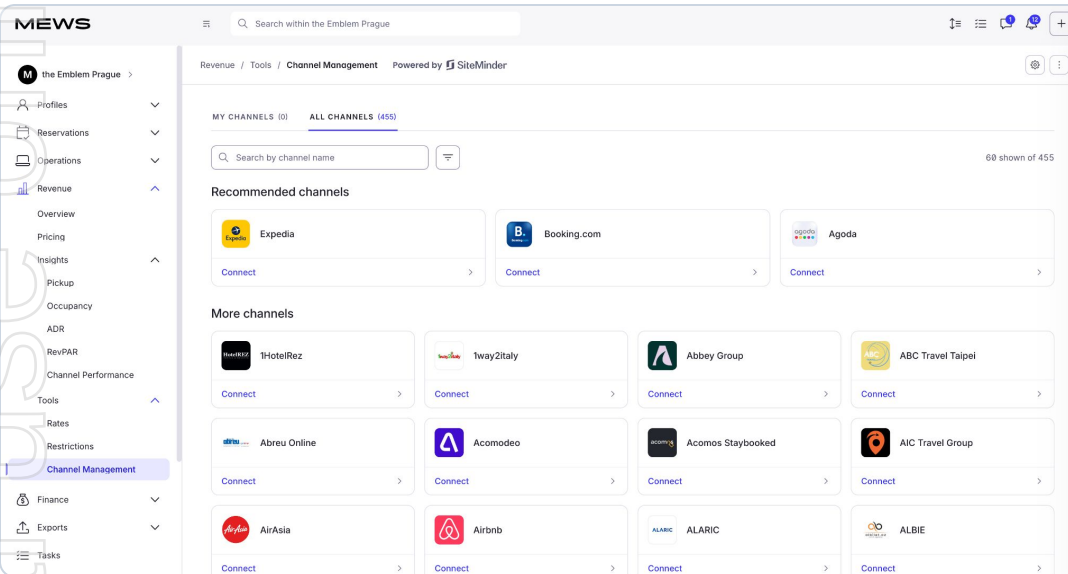
Turning ~50 commercial parameters into opportunities to drive hotel performance

SiteMinder Powered: Scaling our infrastructure through strategic partnerships

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SiteMinder's commerce capabilities embedded within partner platforms



Benefits to SiteMinder

- Expands access to new hotels
- Creates new monetisation opportunities
- Deepens our role in hotel commerce

Benefits to Partner Platform

- Avoid infrastructure complexity
- Native customer experience
- Integrated best of breed solutions

Dynamic Revenue Plus v2.0

Powerful tools. Made simple for hoteliers.

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It's a no-brainer. Dynamic Revenue Plus saves me at least an hour and a half to two hours a day.



With all the data flowing through SiteMinder, it's already a powerful solution.



Having this data in front of us means we can make better decisions, earlier.

Even more powerful capabilities launching in Jan 2027

✚	Dynamic Commerce Engine	Execution of AI-powered optimisation beyond pricing
✚	Dynamic Pricing	Faster setup, advanced automation and controls
✚	Advanced Insights	Predictive insights and custom analytics
✚	UltraSync	Seamless integration of revenue, distribution and PMS data
✚	Revenue Coaching	Personalised expert support in six languages

AI amplifies the importance of SiteMinder's infrastructure

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AI drives **more** decisions

Greater demand for automated commercial execution



AI drives **faster** decisions

Greater demand for reliable, real-time execution



AI drives more **complex** decisions

Greater demand for trusted connectivity and coordination

SiteMinder has **proactively** positioned itself to capture the AI opportunity

Dynamic Commerce Engine

Optimising the full commercial framework, beyond pricing alone

Dynamic Revenue Plus

Bringing together data and intelligence to enable faster, better commercial decisions

AI agent connectivity

Connecting hotels to emerging AI-driven demand and booking channels

Global reach supported by a proven, efficient go-to-market engine

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PROPERTIES
GLOBALLY

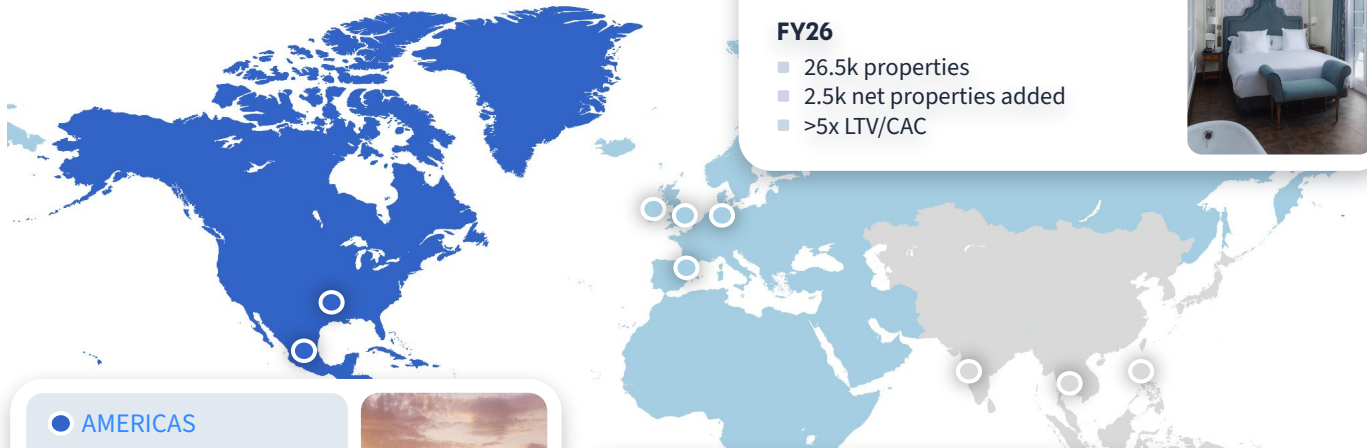
56,000

COUNTRIES

150+

LTV/CAC IN
EVERY REGION

5x+



AMERICAS

Offices: Dallas, Mexico City

FY26

- 11.0k properties
- 1.1k net properties added
- >5x LTV/CAC



EUROPE, ME & AFRICA

Offices: Barcelona, Berlin, Galway, London

FY26

- 26.5k properties
- 2.5k net properties added
- >5x LTV/CAC



ASIA & PACIFIC

Offices: Bangkok, Manila, Pune, Sydney

FY26

- 18.5k properties
- 2.3k net properties added
- >5x LTV/CAC



Significant monetisation opportunity within the existing hotel base

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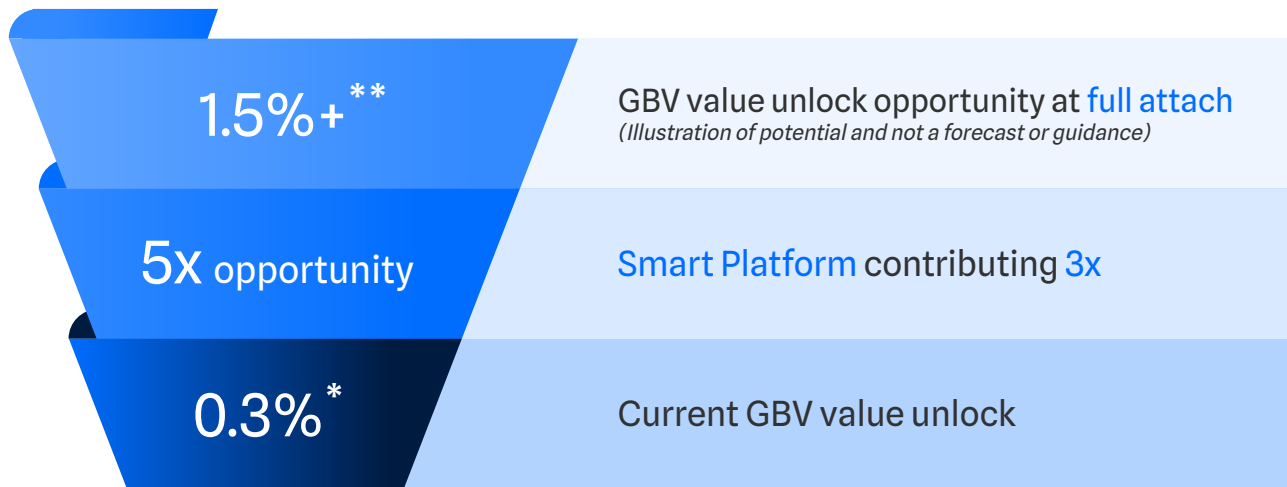
GROSS BOOKING VALUE

\$85b+

ROOM NIGHTS

300m+

SiteMinder has significant value unlock opportunities even within its existing customer base



* Current GBV value unlock is calculated as SiteMinder's FY26 revenue as a percentage of gross booking value

** The "Opportunity at full attach" is the above calculation with the assumption that SiteMinder's customers will adopt the full range of its products, with usage rates mirroring current experience. This is an illustration of potential, not a forecast or guidance. Realising it depends on customer adoption and usage.

Systematically applying AI to unlock further structural operating efficiencies

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By rethinking business processes through the lens of AI, SiteMinder is targeting structural improvements in productivity and scalability, supporting further operating leverage

AI EXECUTES WITHIN CONTROL



Automating high-volume, rules-based workflows with human oversight

💡 Simple customer engagement

AI EXECUTES HUMANS VALIDATE



Repeatable workflows are completed faster, with human review before action

💡 Sales support and code generation

AI ADVISES HUMANS DECIDE



AI provides insights; people apply context and judgement

💡 Customer success and optimisation

HUMANS LEAD



People retain ownership of decisions involving risk, culture and trust

💡 Strategic partner negotiations and capital allocation

SiteMinder: Positioned for Sustained Growth and Long-Term Value Creation



- 01** A **global leader** with significant competitive advantages
A scaled global customer base, extensive ecosystem connectivity and mission-critical technology infrastructure
- 02** **Two complementary engines** of sustained growth
Consistent growth supported by new property acquisition, attractive customer economics and a repeatable growth model
- 03** Significant **monetisation** potential across the **installed base**
Substantial opportunity to increase revenue per property through Smart Platform adoption and transaction-based products
- 04** **Proven operating leverage** with structural margin upside
Demonstrated profitability improvement and further opportunities from scale, operational discipline and AI-enabled efficiencies
- 05** **Increased strategic relevance** in an AI-driven world
An established commerce execution platform positioned to benefit from more dynamic and complex hotel commercial decision-making

Guidance

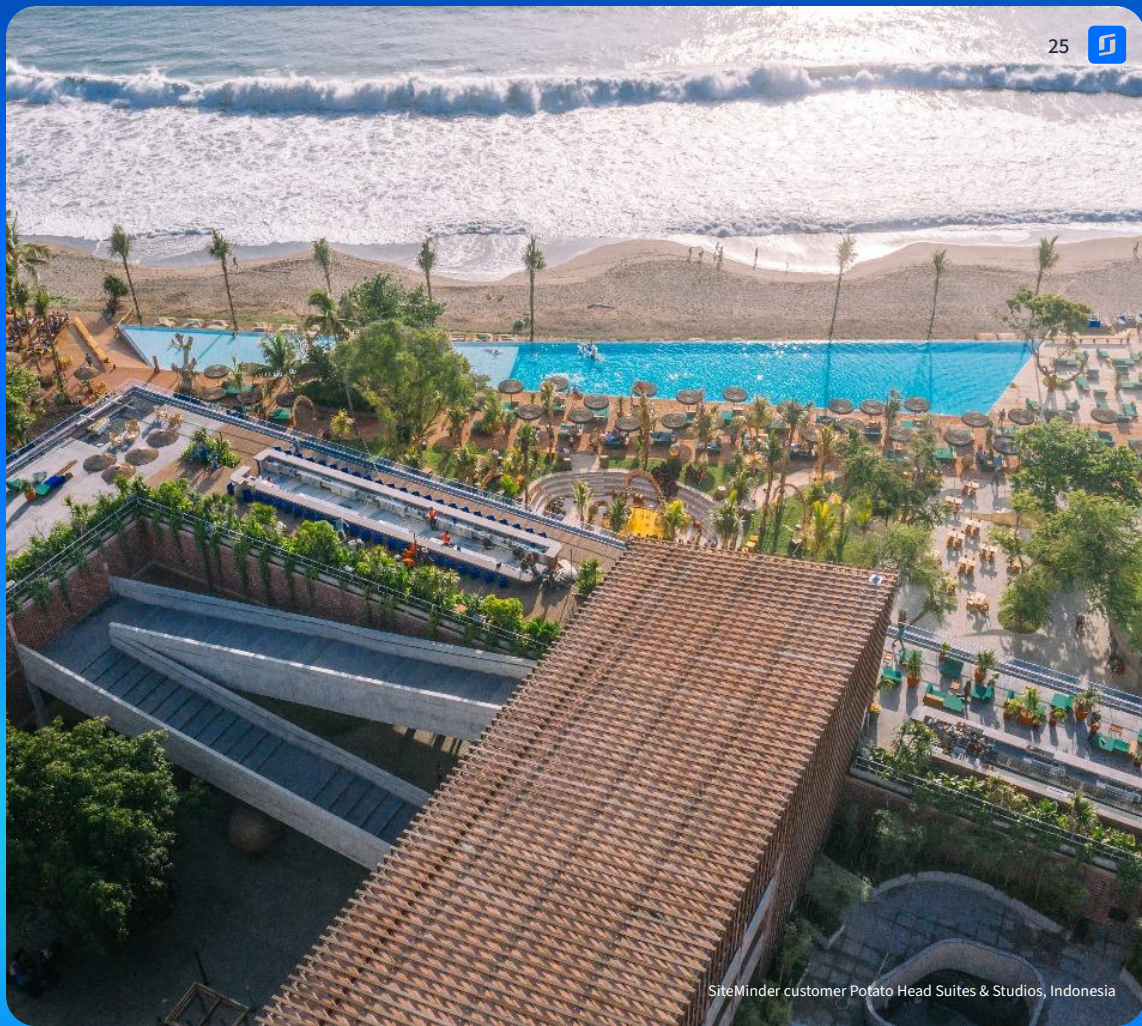
With successful adoption and scaling of the Smart Platform and Dynamic Commerce Engine, SiteMinder expects ARR to grow at a mid-20s CAGR from FY26 closing levels to FY30 closing levels, on a constant-currency and organic basis. The operating leverage from this strong growth, combined with ongoing efficiency gains, is expected to drive adjusted EBITDA margin to the mid-20s in FY30.

For FY27, SiteMinder expects closing ARR to grow in the mid-20s on a constant-currency and organic basis, supporting continued strong revenue growth. Adjusted EBITDA margin is expected to expand meaningfully.

Investment in the Smart Platform, Dynamic Commerce Engine and AI productivity initiatives remains within the Company's existing operating and capital expenditure plans. SiteMinder remains focused on disciplined investment and translating growth and operating efficiencies into stronger margins and cash generation.



Appendix



Glossary

Annual Recurring Revenue (ARR)

ARR is the prior month's recurring subscription revenue multiplied by 12 and the prior quarter's transaction revenue from subscriber customers multiplied by four (assuming any promotions have ended). ARR provides a 12-month calculation of revenue at a point in time, assuming other factors such as subscriber numbers, transaction volumes, pricing and foreign exchange remain unchanged. ARR does not represent the Group's actual results, is not a financial forecast and should not be used in isolation as a forward-looking indicator of revenue.

Constant Currency (CC)

Constant currency comparisons for all metrics are based on budgeted exchange rates. AUD/USD 0.65 | AUD/GBP 0.48 | AUD/EUR 0.56.

Customer Acquisition Cost (CAC)

Customer Acquisition Cost (CAC) is calculated by the total sales, marketing and onboarding expenses over a period, less any setup fees charged in the period, divided by the number of gross new properties acquired in the period. Figures are on a rolling average depending on the period covered i.e. 6 months for half year or 12 months for full year.

Lifetime Value (LTV)

LTV is the recurring (subscription + transactional) gross margin expected from a property over the lifetime of that property. It is calculated by taking the monthly average ARPU over the trading period, multiplied by the gross margin percentage, divided by Monthly Revenue Churn. Figures are on a rolling average, depending on the period covered i.e. 6 months for half-year or 12 months for full-year.

Monthly ARPU

Average revenue per user (or property) measures the average revenue from each customer and is used in calculating LTV. It also indicates if the value of a customer is increasing or decreasing on average and helps management to analyse the performance of the business and make decisions on pricing and investment. It is calculated by using monthly recurring revenue and dividing it by number of properties for each respective month. The monthly ARPU is presented as the average of the last 6 months for half year or 12 months for full year.

Monthly Revenue Churn (%)

The value of monthly recurring revenue attributed to subscribers who terminate their contract with us in a month, expressed as a percentage of the total monthly recurring revenue at the start of that month. Monthly Revenue Churn is used by management to assess customer retention. If Monthly Revenue Churn increases, then the Group LTV declines and vice versa, if the Group Monthly Revenue Churn decreases, the Group's LTV increases. It is a metric which relies on an average of past performance and isn't indicative of the churn at the current point in time or of future performance.

Monthly Net Revenue Churn is calculated by deducting the value of upgrades in recurring revenue of existing subscribers from the churned revenue, before expressing as a percentage of the total monthly Recurring Revenue.

Properties (Customers)

Properties means each unique property which subscribes to one or more of SiteMinder's products. Customers with multiple products that are linked to the same property are counted as a single property.



Investor relations

Paul Wong

investor.relations@siteminder.com



Media enquiries

Maria Cricchiola

media@siteminder.com



siteminder.com/investor-relations