EXPERIENCECO

ASX RELEASE - 30 June 2026

Experience Co update on new growth initiatives

Leading Australian adventure tourism company, Experience Co Limited (ASX: EXP), today announces two important growth initiatives for its Treetops Adventure and Reef Unlimited business units.

***Treetops Adventure** - Acquisition of West Beach Adventure, Adelaide, South Australia*

EXP has acquired West Beach Adventure, one of South Australia's premier aerial adventure destinations. The Park, which features a range of exciting elevated outdoor challenges, will sit in the Group's Treetops Adventure business unit and marks the first time this business unit has entered South Australia. West Beach Adventure is situated within the 135-hectare West Beach Parks tourism precinct and is well positioned as an adventure mega hub adjacent to a major skate and BMX park, as well as accommodation and golf facilities. It welcomes over 20,000 visitors annually. The business has been acquired for $1.25 million and has a pro-forma EBITDA of ~$450,000.

***Reef Unlimited** - Award of QLD Government Tourism Icons Investment Fund Grant for the construction of Reef Magic IV*

EXP entity Reef Magic Cruises has been successful in obtaining a $4 million grant from the Queensland Government's Tourism Icons Investment Fund programme for the construction of a new vessel, Reef Magic IV. The vessel, which will be designed and constructed in Brisbane by the Aus Ships Group over the next ~18 months in time for its planned launch in December 2027, will be used to service the Group's leading pontoon, Remoora, off Moore Reef departing from Cairns. When constructed, the vessel capacity of 385 persons will represent an increase of ~25% on current vessel capacity and will include a new premium class for 28 passengers. The vessel will be 32 metres in length and includes active ride control system to ensure maximum passenger comfort.

The estimated total cost of the new vessel through to its launch is ~$10.6 million and will be funded via the Group's debt facility, the Queensland Government grant, and proceeds from the disposal of the existing vessel servicing the pontoon following delivery of the new vessel. After the government grant contribution and estimated proceeds from the disposal of the existing vessel, the net project cost to EXP is estimated to be ~$4.7 million.

EXP CEO, John O'*Sullivan stated:*

"These projects align with the Group's focus on expanding our Treetops Adventure and Reef Unlimited business units. We are genuinely excited about the addition of West Beach Adventure and the construction of our new vessel, Reef Magic IV, in partnership with the Queensland Government." This announcement has been approved by the Directors of Experience Co Limited.

ENDS

This announcement has been authorised for release by the board of directors.

For more information, please contact investor@experienceco.com.

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