



ASX ANNOUNCEMENT

Melbourne, 21 October 2025

HELLOWORLD ACQUIRES 100% of MOBILE TRAVEL HOLDINGS (MTA)

Helloworld Travel Limited (ASX: HLO) today announced it has acquired the remaining 50% stake, in the Gold Coast based mobile travel agency business, Mobile Travel Holdings (MTH) trading as Mobile Travel Agents (MTA) lifting its holding to 100%.

Helloworld acquired a 50% ownership interest in MTA in FY17 for a total consideration of \$14.2 million. As part of the sale and purchase agreement, Helloworld had a call option to acquire the remaining 50% interest which was able to be exercised up to 31 December 2021. In 2021, the deadline was extended to 2025 due to the impact of COVID-19.

Acquiring the second tranche of 50% for circa \$36 million, lifts Helloworld's total investment in MTA to circa \$50 million. The total purchase price equates to a multiple of five times earnings and is expected to add an additional \$440 million (annualised) to Helloworld's Total Transaction Value (TTV).

Founded by Karen and Roy Merricks in 2000, with the founding principle to make the careers of travel professionals more rewarding through a flexible home-based approach, MTA operates in the retail leisure and SME corporate travel sectors across Australia with over 60 personnel and around 450 home-based travel agent advisors in the group.

MTA is one of the most successful mobile retail travel broker operations in Australia and has received the Best Retail Travel Broker Network Award at the National Tourism Industry Awards (NTIA) first winning in 2018 and again in 2023. Most recently at the 2025 NTIAs, MTA received the Award for Most Outstanding Mobile Advisor Network.

Andrew Burnes, AO, CEO and Managing Director of Helloworld Travel Limited said "We are delighted to announce our full acquisition of MTA. MTA is one of the most iconic brands in the Retail Travel broker area for many years.

We have been closely involved with MTA since the initial 50% acquisition in 2016 and worked together in a cohesive and strategic way since then including leading up to this final investment to ensure the business continues to prosper moving forward."

Further today, Helloworld announced the appointment of Lesley Owen, as Group General Manager, MTA. Commenting on the appointment, Lesley said; “I am honoured to lead MTA, a business I have admired for a long time for its unique client offering and agent proposition. I look forward to continuing the amazing legacy created by Karen and Roy Merricks and working alongside Sara and Ben Merricks who are remaining in the business.”

Mr Burnes continued, “I acknowledge the amazing contribution of Don Beattie who is staying on in the business in an advisory capacity to assist with the ownership transition and ensure continuity of the unique culture and value creation in the business.”

Andrew J Burnes, AO
Chief Executive Officer and Managing Director

Authorised for release by Chief Executive Officer

-ENDS-

About Helloworld Travel Limited

- *Helloworld Travel Limited (ASX: HLO) is a leading Australian & New Zealand travel distribution company, comprising retail leisure travel and business travel networks, travel broker networks, destination management services (inbound), air ticket consolidation, tourism transport operations, wholesale travel services, including event packaging and online operations, all supported by world class proprietary and non-proprietary distribution systems.*
- *HLO businesses have over 900 personnel located in Australia, New Zealand, Fiji and Greece, and over 2,600 members of its travel agency and broker networks in Australia and New Zealand.*
- *Helloworld Travel is a proud sponsor of the School of St Jude in Tanzania, Ollie's Echo, The Danii Foundation, and My Room Children's Cancer Charity.*



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