



30th APRIL 2018

EXPERIENCE CO LIMITED (ACN 167 320 470)

(ASX: EXP)

ASX ANNOUNCEMENT

DIRECTOR APPOINTMENT AND RESIGNATION

The Directors of Experience Co Limited (“**EXP**”, “**Experience Co**” or the “**Company**”) are pleased to announce the appointment of **Kerry Robert (Bob) East** as a Non-executive Director (NED) of the company, effective today. It is intended that Bob East will be elected as Chairman by the Directors, after confirmation of his appointment as a Director by the shareholders at the Annual General Meeting, in or about October 2018.

Bob East has more than 20 years’ experience in the tourism industry, most recently serving as the CEO of the Mantra Group for 12 years where he helped shape the Mantra Group into the largest Australian-based hotel company. He led the company to a successful ASX listing in June 2014 which culminated in its inclusion into the ASX 200 list in 2015 and managed Mantra Group’s \$1.3B acquisition by AccorHotels, one of the world’s largest hotel operators in 2018.

The growth of the Mantra Group was substantially driven by acquisitions, as well as a focus on customer experience to drive generic growth, all key experience and skills he will now bring to the board of Experience Co.

Bob is also a member of the board of Tourism Australia and has been its Chair since 2017.

In anticipation of Bob’s appointment, **Bill Beerworth** has resigned today as Chairman and as a Director. The Directors wish to thank Bill for helping steer the Company through the IPO and ASX listing as Chairman and for his contribution during the period since that time.

John Diddams, Deputy Chair, will assume the role as Acting Chair for an interim period from now until the conclusion of the AGM, in or about October, at which time it is intended that Bob will assume the Chair, after the shareholders have re-confirmed his appointment as a Director.

Anthony Ritter, Executive Director and CEO stated; that “*we are all extremely pleased that Bob has agreed to join the board, initially as a NED and as Chair-elect, pending his re-appointment as a director at the AGM. Bob brings a wealth of experience in growing an ASX listed company, both generically and through acquisition, and I am very much looking forward to his input and guidance at both a board and personal level.*”

Bob East said; *I am very excited to be a part of such a dynamic and fast growing company and am looking forward to making a contribution to Experience Co, both as a NED initially, while I get my feet under the table, and as Chair in due course.*

CONTACT INFORMATION

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About Experience Co Limited (ASX:EXP)

Experience Co Limited (EXP) is an adventure tourism and leisure company (previously known as Skydive the Beach Group Limited, ASX:SKB). From its origins in Wollongong NSW in 1999, it now provides tandem skydiving experiences in 18 locations in Australia and 3 locations in New Zealand. EXP also provides activities of white water rafting, hot air ballooning, canyoning, boat tours and helicopter tours to the Great Barrier Reef in North Queensland, Australia. Since successfully completing an initial public offer (IPO) in March 2015, EXP has acquired Australia Skydive (March 2015), NZone Skydive, NZ (October 2015), Skydive Wanaka, NZ (July 2016), Raging Thunder Adventures (October 2016), Reef Magic Cruises (April 2016), Byron Bay Balloons (August 2017), Great Barrier Reef Helicopters (November 2017), Big Cat Green Island Reef Cruises (December 2017), and Tropical Journeys (December 2017).

