

## **ASX Release.**

# **Strategic investment in ROOMDEX**

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**16 February 2022.**

Webjet Limited (**Webjet**, the **Company**) today announced a US\$10 million strategic investment in ROOMDEX, a US based leader in automated hotel upselling solutions. Webjet has secured a 49% stake in the business with a future option to acquire the remaining 51%.

ROOMDEX's flagship product, Upgrade Optimizer, is a fully automated hotel upsell tool that intelligently calculates True Availability<sup>SM</sup> (ensuring upgrade offers can be fulfilled) and the optimal price for hotels to provide upsell offers on room upgrades, stay extensions and guest services. By automating the often time-consuming upsell process, Upgrade Optimizer delivers hotels high margin revenue and substantial return on investment. ROOMDEX's forthcoming ABS (Attribute Based Selling) technology will enable hotels to further increase revenue from bespoke upselling.

The Company's investment will allow ROOMDEX to continue its strong growth trajectory and support product development, including a new proprietary technology that will provide hotels, hotel brands, Central Reservation Systems (CRSs) and online travel agents (OTAs) with a new set of product merchandising capabilities.

The Company's B2B Hotels division, WebBeds, plans to offer ROOMDEX products to further differentiate its offering to hotel partners by providing them the opportunity to maximise revenue from every room sold.

Commenting on the investment, John Guscic, Webjet Limited's Managing Director said:

"While the pandemic has made the past two years challenging for the travel business, it has also created market conditions ripe for technology innovation. Following on from our recent investments in Locktrip and Trip Ninja, we're continually looking for scalable technology opportunities that offer the potential to help differentiate Webjet, transform the travel industry and deliver significant returns. Our strategic investment in ROOMDEX reflects our tremendous confidence in both the core upselling product as well as the unique technologies we see in their product pipeline. We are excited to use the global market reach of our WebBeds business to rapidly help more hotels take advantage of ROOMDEX."

Jos Schaap, CEO and Co-Founder of ROOMDEX, said:

"We are very excited to be working with the team at Webjet Limited. With its continuous, global growth in both the B2C and B2B sides of the travel industry, Webjet is an ideal partner for ROOMDEX and our growing suite of products."

Webjet Limited will report its FY22 results on 19 May 2022.

This announcement has been authorised for release by the Managing Director.

For further information, please contact Carolyn Mole on (03) 9828 9754 or [carolyn.mole@webjet.com.au](mailto:carolyn.mole@webjet.com.au).

## About ROOMDEX

ROOMDEX's hotel upsell software, "Upgrade Optimizer," automates, monetizes, and ultimately simplifies the hotel room upgrade process by putting the power of choice in the hotel guest's hands. Automation is the cornerstone of its pioneering hotel optimization platform. ROOMDEX uses hotel reservation, guest data and its proprietary persona and price algorithms to deliver personalized digital offers, greatly enhancing the guest experience. The hotel upsell tool relieves hoteliers of the labour time required by other upselling solutions while delivering high margin revenue and a substantial ROI.

The company was founded by Jos Schaap, Pierre Boettner and Denis Bajet, three industry veterans (Ex. MICROS-OPERA (now Oracle Hospitality), StayNTouch, Shiji and Nor1) who together bring over 90 years of hotel software innovation experience in PMS, integrations, revenue management, BI, mobile, self-service and upgrade optimization software. Founded in March 2020, ROOMDEX has signed more than 90 hotels with 8,500+ rooms across the U.S., U.K. and Europe.

Twitter: @ROOMDEX

Facebook: [facebook.com/roomdexinc](https://facebook.com/roomdexinc)

LinkedIn: [linkedin.com/company/roomdex](https://linkedin.com/company/roomdex)

Youtube: [click here](#)

## About Webjet Limited

Webjet Limited (ASX: WEB) is an ASX 200 listed company operating a digital travel business spanning both wholesale (through B2B) and consumer (through B2C) markets. The B2B travel business, WebBeds, is the world's second largest and fastest growing accommodation supplier in the wholesale travel market. It operates globally through four regional divisions - Europe, Asia Pacific, MEA (Middle East and Africa) and the Americas. The B2C travel business operates Webjet, the market leading OTA brand in Australia and New Zealand, and GoSee which specialises in the provision of online car and motorhome bookings.

Find out more about Webjet Limited at: [www.webjetlimited.com](http://www.webjetlimited.com)