



Sydney, Australia – Bailador Technology Investments (ASX: BTI) today announced a \$2.5M equity investment in Rezdy, an online SaaS software package for Tours and Activity (“TAA”) operators and a B2B marketplace that aggregates tours and activities for resellers (such as travel agents, concierge desks, OTA’s and reservation engines).

Founded in 2012, Rezdy has 20 FTEs across its HQ in Sydney and offices in San Francisco and Chicago. The company has doubled its customer base in the last 12 months to nearly 1,000 active customers, who collectively have processed ~\$300m of booking revenue through the platform. Approximately 40% of revenue is currently generated outside of Australia.

David Kirk, Partner at BTI, commented, “Rezdy is a business that we have watched develop over the past three years. We have confidence that Simon and his team have ‘cracked the code’ to execute in this extremely attractive \$30bn global market”.

“Bailador has enjoyed terrific success with our involvement in SiteMinder, as it has grown to be the clear world leading provider of hotel inventory distribution technology solutions. Rezdy operates a similar scalable business model in an adjacent space, so we aim to share the benefit of that experience with the Rezdy management team as they continue to growth their global footprint” added Paul Wilson, Partner of BTI.

Simon Lenoir, CEO and Co-Founder of Rezdy, commented, “Leveraging its experience with SiteMinder, Bailador truly understands our business and the market’s potential. We are very much looking forward to welcoming David Kirk as Chairman of our Board”.

“Bailador has proven its ability to facilitate Australian businesses expand globally, helping local leaders become global leaders. This is of particular importance to Rezdy. We are the market leader in Australia and have our eye on the US market”.

About Rezdy: Rezdy’s platform simplifies back-end operations for customers with inventory, scheduling and reservation engines. It provides marketing tools to sell TAA products online and distributes these products with integrated agents such as Viator, Redballoon, Ctrip, City Discovery and so on, as well as 1,000 independent travel agents and hotel concierges.

Rezdy’s interface was built with an open API, enabling ease of integration into existing websites, for both suppliers and resellers. It has focused on UX, security, and multilingual support, and is supported by robust and scalable Java architecture running in the cloud. The platform is also integrated with Xero, Zapier and Twilio.

For more information, check Rezdy’s website, www.rezdy.com, or reach out to their Sydney office for sales enquiries at +61 2 8244 3060.

OVERVIEW OF THE INVESTMENT IN REZDY PTY LTD (“REZDY”)

BTI Investment Structure and Valuation

Investment Amount: \$2.5m
Nature of Instruments Acquired: Convertible Preference Shares

David Kirk will represent Bailador on the Board of Directors as Chairman. Other members of the Board include founder & CEO, Simon Lenoir, and Les Szekely, an active angel investor in the Australian market who is also a Director of SiteMinder and Grand Prix Capital, and Chairman of Spoonfeedme.

The total round of external capital raised is \$3.0m, with Bailador investing \$2.5m.

Research on trading and transaction multiples observed for companies considered broadly comparable to Rezdy, with comparable growth rates and unit economics, implies a revenue multiple within the range of 7.0x-11.0x run-rate revenue. The value implied for the investment by Bailador is consistent with this range.

FURTHER INFORMATION ON BTI

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