

Friday, 29 October 2021

MEDIA RELEASE**NOT FOR DISTRIBUTION OR RELEASE IN THE UNITED STATES****SiteMinder IPO – Priority Offer Now Open**

As announced on 21 October 2021, Bailador Technology Investments Limited (“Bailador”, ASX:BTI) portfolio company, SiteMinder Limited (“SiteMinder”), lodged a Prospectus with the Australian Securities Investments Commission (“ASIC”) on 21 October 2021 (“Prospectus”) in relation to the initial public offering (“IPO”) of fully paid ordinary shares (“Shares”) in SiteMinder (“Offer”) and listing on the Australian Securities Exchange (“ASX”). Capitalised terms used in this announcement have the meanings given in the Prospectus.

Registered shareholders of Bailador as at 7:00pm (Sydney time) on 21 October 2021, whose registered address is in Australia or New Zealand (“Eligible Bailador Shareholders”), will be given an opportunity to participate as a priority applicant and apply for Shares in SiteMinder as part of the Priority Offer made under the Prospectus (and any supplementary or replacement prospectus).

Shares in the Priority Offer will be offered to Eligible Bailador Shareholders at the Offer Price of \$5.06 with a minimum individual application size of \$2,000.

Priority Offer Now Open

The SiteMinder Priority Offer period has now opened and Eligible Bailador Shareholders who intend to participate can make an application by reading the Prospectus and completing the online application following the steps below.

The closing date for the Priority Offer is 5.00pm (AEDT) on Wednesday, 3 November 2021 (“Closing Date”), or such earlier or later date as the directors of SiteMinder, in their absolute discretion, may determine. SiteMinder reserves the right to extend the Priority Offer Closing Date or close the Priority Offer early without notice.

Allocation of Shares to the Eligible Bailador Shareholders who submit applications pursuant to the Priority Offer will be subject to the allocation policy summarised below and set out in Section 7.7.4 of the Prospectus.

Actions required of Eligible Bailador Shareholders

Eligible Bailador Shareholders will be provided with a unique application code (“Application Code”) to the email address registered for electronic communications. An Application Code is the only way to be identified as an Eligible Bailador Shareholder under the Priority Offer and register an application with Automic.

Eligible Bailador Shareholders who wish to apply for Shares in the Priority Offer may do so by entering their Application Code at the online portal <https://investor.automic.com.au/#/ipo/siteminderprioritybtioffer> (“Application Portal”).

Eligible Bailador Shareholders who were not provided or lost their Application Code will need to retrieve their Application Code at <https://investor.automic.com.au/#/loginsah> by selecting “SiteMinder Limited” and then entering their existing Bailador HIN/SRN number and registered postcode.

If you are an Eligible Bailador Shareholder holding Shares via a custodian, your custodian will be provided with your Application Code and you should liaise with your custodian regarding your application. If your registered email address is with a third party, such as a wealth management platform, broker, or other entity managing your electronic communications on your behalf, you should contact your third party manager for information on participating.

If you are located in the United States, you will not be able to participate in the Priority Offer.

No guarantee of Allocation

The Priority Offer is an offer to apply for SiteMinder Shares. There is no guarantee that an application for SiteMinder Shares will be successful.

SiteMinder and the Joint Lead Managers reserve the right to reject or scale back any Applications under the Priority Offer in their absolute discretion. Any amount applied for in excess of the amount allocated to you will be refunded in full (without interest).

Read the Prospectus

Eligible Bailador Shareholders who intend to participate in the Priority Offer should follow the instructions set out in the Application Portal and Prospectus in relation to the Priority Offer. Full details of the terms of participation in the Priority Offer, as well as details about SiteMinder, the Offer and ASX listing, are set out in the Prospectus. If you are in Australia or New Zealand, the Prospectus is available by [clicking here](#) or proceeding to the offer website at <https://www.siteminder.automic.com.au/>. Any Eligible Bailador Shareholder who is looking to participate in the SiteMinder Priority Offer should read the Prospectus in its entirety and make their own investment decision.

Application monies must be received before 5.00pm (AEDT) on Wednesday, 3 November 2021

Any application must be paid for by either BPAY® or electronic funds transfer (“EFT”), in accordance with the instructions displayed in the Application Portal. Applicants should be aware that their own financial institution may implement earlier cut off times with regards to electronic payment, and should therefore take this into consideration when making payment for Shares. It is the responsibility of the applicant to ensure that funds submitted through BPAY® or otherwise are received by this time.

The opportunity to participate in the Priority Offer is personal to Eligible Bailador Shareholders and cannot be transferred to any other person who is not a Eligible Bailador Shareholder.

Other Important Information

This invitation does not constitute financial product advice and has been prepared without taking into account your objectives, financial situation or needs. You should seek professional advice from your stockbroker, solicitor, accountant or other independent professional adviser before deciding to participate in the Offer. This invitation is not intended to create any legal or fiduciary relationship and nothing contained in this invitation will be considered a recommendation, guidance, inducement, proposal, advice or solicitation to provide investment or financial advice.

You should read the Prospectus in full prior to applying for any Shares under the Priority Offer. The Prospectus contains detailed information in relation to SiteMinder and the Offer including, but not limited to, a description of the key risks associated with an investment in SiteMinder and the Shares. Any decision to invest in SiteMinder and the Shares should be made based on your particular financial circumstances and based on professional advice if required.

The issue of Shares under the Offer is conditional on the successful completion of the Offer. It is expected that the issue date for the Shares will be Wednesday, 10 November 2021. It is expected that, subject to receipt of the required approvals from the ASX, trading of Shares will commence on or about Wednesday, 10 November 2021 on a normal settlement basis under the ASX code "SDR". It is the responsibility of each Applicant to confirm their holding before trading in Shares. Applicants who sell Shares before they receive an initial holding statement do so at their own risk.

If an Application and corresponding Application Monies are not received by 5.00pm (AEDT) on Wednesday, 3 November 2021, that Application will not be able to participate in the Priority Offer. **If you have any questions in relation to the Offer (including the Priority Offer), please contact the SiteMinder IPO Offer Information Line on 1300 951 672 (within Australia) or + 61 2 9068 1923 (outside Australia) from 9.00am to 5.00pm (Sydney time), Monday to Friday (excluding public holidays).**

The final allocation of Shares under the Priority Offer to Eligible Bailador Shareholders will be determined by SiteMinder, in consultation with the Joint Lead Managers, as stated in the Prospectus.

The Prospectus does not constitute an Offer of Shares in any jurisdiction in which it would be unlawful. Please refer to the "Important Notices" section and Section 9.13 of the Prospectus in this regard.

–Ends–

Approved for release by

Helen Plesek

Company Secretary

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Important Notice

This announcement has been prepared for release in Australia and is not for distribution in the United States.

Bailador Investment Management Pty Ltd ACN 143 060 511 ('Manager') has prepared the information in this announcement. This announcement has been prepared for the purposes of providing general information only and does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any securities in BTI or SiteMinder, nor does it constitute financial product or investment advice, nor take into account your investment, objectives, taxation situation, financial situation or needs. Any investor must not act on the basis of any matter contained in this announcement in making an investment decision but must make its own assessment and conduct its own investigations and analysis. Past performance is not a reliable indicator of future performance.

Any offer of securities in SiteMinder under the SiteMinder IPO will be made under the prospectus lodged with ASIC. Anyone wishing to acquire securities will need to complete the application form that will be in or will accompany the prospectus (which for the Priority Offer will be an electronic application form). The prospectus will be publicly available, through the SiteMinder website for the offer, as detailed in the prospectus. A person should consider the prospectus in deciding whether or not to acquire securities in SiteMinder.

This announcement does not constitute an offer to sell, or a solicitation of an offer to buy, securities in the United States or any other jurisdiction. The securities of SiteMinder referred to herein have not been, and will not be, registered under the U.S. Securities Act of 1933 (the "Securities Act"), or under the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold, directly or indirectly, in the United States, except pursuant to an applicable exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and the securities laws of any applicable state or other jurisdiction of the United States.