



Helloworld for Business and Serko develop unique SME Technology Tool

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Helloworld for Business (HWFB) is pleased to announce the development and delivery of a brand new purpose built SME Technology Tool that will deliver substantial benefits to **Helloworld for Business** members.

In partnership with Serko, the **serko.travel SME Tool** has been designed and integrated specifically for **Helloworld for Business** customers and will offer businesses with up to 150 employees a new and improved way to manage every aspect of their company travel directly with individual HWFB members via HWFB.com.au. This will allow users to make bookings online and most importantly will give them access to expert HWFB member support.

The bespoke SME Tool will also deliver further benefits including, discounted booking and setup costs with the ability to compete on customer pricing with larger volume Travel Management Companies, the ability to opt-in to a range of dynamic hotel rates from Expedia as well as exclusive rates and inventory from Helloworld-AOT. Qantas Business Rewards and Mobile App integration powered by Serko, are also key features.

“At **Helloworld for Business** we are committed to continue to fund ongoing technology development on behalf of our members in order to compete and excel in the competitive corporate environment. We know our agents value our innovative approach and this recent development, as well as the ongoing relationship we have with Serko, allows us to invest in the network to drive business for our members.” said David Padman, Head of Associate, Corporate and Affiliate Networks at helloworld. “We are excited to be able to bring this best in market SME Tool to our members.” he added.

Serko CEO Darrin Grafton commented that it was terrific to strengthen the relationship with **Helloworld for Business** with the development of this new SME Tool. “It is great to see a partner company investing in this kind of technology for their agents. Helloworld for Business came to us seeking a new solution to a challenge in the corporate travel environment that could be tailor made to target and suit the Small Business (SME) market and directly deliver benefits to agents. Helloworld for Business share this mutual vision for the future of technology in the travel industry and we are excited to be working with them.” he said.

“Building on our existing solid partnership with Serko, Asia Pacific’s leading fully integrated travel and expense platform, we have also recently concluded a mutually beneficial preferred partnership agreement delivering results directly to our HWBF members. The agreement includes access to preferential pricing (which is better than individual agents can obtain directly) on **Serko Online**, the **serko.travel SME Tool**, **Helloworld for Business Mobile App powered by Serko**, and much more” said David Padman

Helloworld for Business was awarded the Best Non Branded Travel Agency Group at the AFTA NTIA Awards in 2016. Helloworld is the Official Travel Partner of the Carlton Football Club and **Helloworld for Business** is the naming rights partner of Carlton IN Business.

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About Helloworld Limited

- Helloworld Limited (ASX: HLO) is a leading Australian & New Zealand travel distribution company, comprising retail travel franchise operations, destination management services (inbound), air ticket consolidation, wholesale, corporate and online operations. This includes “*helloworld*”, Australia’s largest network of franchised travel agents, as well as our Corporate, Associate, Affiliate and Travel Broker networks, Qantas Holidays, Go Holidays in New Zealand, AOT Inbound, ATS Pacific, QBT, Sunlover Holidays and Insider Journeys
- “*helloworld*” is a nationwide network of independently owned and operated retail travel agencies offering Australia and New Zealand outstanding service, and the best value, tailor-made leisure and corporate travel experiences
- HLO has over 2000 staff located in Australia, New Zealand, Fiji, the USA, South East Asia, India and UK/Europe
- Helloworld is the proud major sponsor of:
 - Volleyball Australia and the ***helloworld Volleyroos*** men’s and women’s national teams;
 - Basketball Australia and the ***helloworld Boomers***, the Australian Men’s Basketball team;
- Helloworld is a major sponsor of the National Basketball League (NBL)
- Helloworld is a major sponsor of the Carlton Football Club including “Carlton in Business”

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