

Camplify Holdings Limited (ASX:CHL) announces the appointment of Desiree Mettraux to lead its insurance division

Newcastle, 13.03.2023: Camplify Holdings Limited (ASX: CHL), composed of Camplify and PaulCamper, is pleased to announce the appointment of Desiree Mettraux as the leader of its new insurance division. Effective 4th March 2023, Mettraux will be setting up an independent team to accelerate and improve CHL's insurance operations and create a better experience for customers of Camplify and PaulCamper globally.

Mettraux brings over 20 years of executive-level insurance and leadership experience, predominantly in the motor industry with scaling digital business models as a core focus. As the former CEO of OCC, Assekuradeur GmbH, Lübeck Germany, the market leader in the DACH region for the insurance of classic cars, Mettraux led a business of 120 employees and helped build a digital business model. With a customer-first approach, she'll lead the development of turning the newly acquired insurance broker (PCIB) in Europe into a global insurance broker with the future vision of building a global MGA on a greenfield site.

'Camplify and PaulCamper have already built up impressive communities of RV owners and travellers and I'm thrilled to become part of such a successful global story,' says Mettraux. 'Improving and building CHL's insurance operations has huge global potential and the opportunity to contribute to CHL's growth excites me greatly. We want to create an unparalleled offering with CHL's Insurance Unit that supports

the overall strategy and vision of the Group and adds real value to our community. It will be a huge challenge to set up a global structure that has the right basic framework for each country, but I believe every platform, every marketplace, can generate significant added value by addressing insurance solutions in the right way.' Mettraux commented.

Of Mettraux's appointment, Justin Hales – CHL's founder and CEO – commented, 'We're excited to welcome Desiree to the CHL Group. She not only brings extensive knowledge and valuable experience to the team, but also accelerates our ability to scale and improve our insurance operations globally. We've always strived to be a customer-first business and I'm excited to see this applied to a suite of insurance products for the Camplify and PaulCamper communities.'

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About Camplify Holdings Limited

Camplify Holdings Limited (ASX:CHL) is in the business of elevating outdoor experiences through innovative and scalable tech solutions. Composed of Camplify and PaulCamper, the CHL Group operates one of the world's leading peer-to-peer digital marketplace platforms with operations across Australia, New Zealand, Spain, the UK, Germany, Austria and the Netherlands.

