



Marketing & Customer Experience Committee Charter

Tourism Holdings Limited

26 August 2021

1. PURPOSE & OBJECTIVES OF THE COMMITTEE

The Marketing and Customer Experience Committee (**Committee**) is a committee of the Board of Directors of Tourism Holdings Limited (**Company**).

The main purpose of the Committee is to assist the Board to discharge its responsibility to support management to:

- Establish brand, marketing and customer experience objectives;
- Develop strategies to achieve those objectives;
- Develop annual marketing plans and KPI's; and
- Monitor progress against plans.

2. MEMBERSHIP OF THE COMMITTEE

- The Committee shall be comprised of at least three non-executive directors of the Board.
- The Board shall appoint a chairperson of the Committee from the non-executive members of the Committee.
- Other members may be invited to join as appropriate.

3. MEETINGS OF THE COMMITTEE

- Meetings shall be held at least three times per annum at times appropriate to business planning and required decision making.
- Any member of the Committee or the CEO may request a meeting at any time they consider it necessary.
- A quorum for a meeting of the Committee shall be three members.
- The Committee may have in attendance such members of management and such other persons as it considers necessary to provide appropriate information and explanations.
- The CEO and the Chief Commercial and Customer Officer will attend at the invitation of the Committee.
- All Directors who are not members of the Committee shall be entitled to attend meetings of the Committee only at the invitation of the Committee.
- Reasonable notice of meetings and the business to be conducted shall be given to the members of the Committee, all other members of the Board, and any other attendees of the meeting.
- Minutes of all meetings shall be recorded.

4. RESPONSIBILITIES OF THE COMMITTEE

The Marketing and Customer Experience Committee has oversight responsibility for the following:

- Quarterly discussion and review of the marketing strategic direction, broad market developments and new initiatives in the industry;
- Approval of an annual marketing and customer experience strategy;
- Review and discussion on deliverables versus plan;
- Governance of the brands including approval of any changes to brands;
- Review of key performance indicators; and

- Involvement in the development of new initiatives.

5. ACCESS AND AUTHORITY

- The Committee is authorised by the Board to investigate any activity within its terms of reference as set out in section 4 above.
- The Committee is authorised to seek any information it requires from any employee and all employees will be directed to co-operate with any request made by the Committee.

6. ACCOUNTABILITY AND REPORTING

- The Committee shall ensure that processes are in place and that those processes are monitored so that the Board is properly and regularly informed and updated on Marketing and Customer Experience matters.
- After each Committee meeting the Chairperson shall report the Committee's findings and recommendations to the Board.

7. REVIEW OF THE COMMITTEE AND CHARTER

- At least once a year the Committee will undertake a self-review and report on the effectiveness of the Marketing and Customer Experience Committee to the full Board of directors. The Board will review both this Charter and the Committee's performance against this Charter annually.
- Membership of the Marketing and Customer Experience Committee will be reviewed each year after the Annual Meeting and at other times as necessary.