

REDBALLOON PRESS KIT 2011

redballoon.com.au | redballoon.co.nz
redballoon.com.au/corporate | redballoon.co.nz/corporate



MAJOR INITIATIVES

2011

Jemma Fastnedge appointed CEO
Shipped the one millionth experience on 1/4/11, 11:22
Mobile site launched
Version 7 of www.redballoon.com.au launched

2010

Sale of godo.com.au

2009

Launch into Retail: Westfield, Myer & Dymocks

2008

Gift Cards in Australia Post
Price Guarantee relaunch

2007

RedBalloon Gift Boxes concept, Naomi Simson in bookstores with 'I want what she is having'

2006

GoDo booking engine launched, Pleasure Guarantee launched, move to RedBalloon House Pymont

2005

Online Points Program technology launched, the first edition of the 'Little Red Book of Answers', Pleasure Relations Team invented

2004

New Zealand launched, first dedicated Corporate site, first April Fools' Day, move offices to Mullens Street

2003

Fuji Xerox first corp. client, Amex Membership Rewards Program, Naomi named CEO - Chief Experience Officer

2002

Naomi and Peter Simson invest \$25k on website development, use second hand computers and work from front room of home

ACKNOWLEDGEMENTS

2011

Naomi Simson wins Ernst and Young Eastern Region Entrepreneur of the Year, Industry Category
RedBalloon lists in BRW's Best Places To Work
Naomi Simson, finalist, BRW Entrepreneur of the Year
RedBalloon lists in Deloitte Technology Fast 50

2010

Accredited as one of only six Hewitt Best Employers
RedBalloon in Australia's TOP TEN Best Places to work
Hitwise Award Top Ten for AU & NZ Jan - Jun

2009

RedBalloon in Australia's TOP TEN Best Places to Work.
BRW Fast 100
Awarded engagement score of 97% by Hewitt Associates
Hitwise Award #1 AU & NZ Website - Flowers & Gifts

2008

Winner National Telstra Business Women's Award - Innovation
Winner NSW Business Owner
Deloitte Fast 50
BRW Fast 100
+ 10 Other Industry Awards
Hitwise Award #1 AU & NZ Website - Flowers & Gifts

2007

Hitwise Award #1 AU & NZ Website - Flowers & Gifts
Telstra Business Award Finalist
BRW Fast List
B&T Marketing employer, Deloitte Fast 50

2006

Hitwise Award #1 AU & NZ Website - Flowers & Gifts
Telstra Business Award Finalist
BRW Fast List
B&T Marketing employer, Deloitte Fast 50

2005

Hitwise Award #1 AU & NZ Website - Flowers & Gifts
Telstra Business Award Finalist
BRW Fast List
NSW Entrepreneur of Year

2004

BRW Fast List





WHY DO WE DO IT

RedBalloon is changing gifting in Australia and New Zealand forever. We believe there is too much 'stuff' in the world, and the quality time with people that matter to us is scarce and precious.

Experiential purchases - those made with the primary intention of acquiring a life experience - make people happier than material purchases.¹ The good life is better lived by doing things than having things.

Shared experiences build and strengthen relationships, so we've built a company that finds and delivers the very best experiences in Australia and New Zealand and allows our customers to give the gift of memories to their friends, family and colleagues.

RedBalloon is changing gifting in Australia and New Zealand forever. By changing how people feel about giving gifts and the experience of receiving them.

We create stories for people to share.

RedBalloon pioneered experiential gifting in Australia and New Zealand and has delivered hundreds of thousands of vouchers to consumers and businesses. RedBalloon is significantly impacting employee engagement. (According to Gallup, up to 21% of employees are disengaged across Australia - costing some \$42 billion per year in lost productivity.)

If RedBalloon reduces disengagement by even 1%, imagine the difference we will make!

1. Professor Thomas Gilovich of Cornell University and Dr Leaf Van Boven of the University of Colorado in their paper published 2003 in the Journal of Personality and Social Psychology.

THE REDBALLOON STORY

Since its inception in 2001 **RedBalloon has grown consistently and profitably.** It has come a long way from its humble beginnings in the front room of Naomi Simson's home (CEO and founder) with her dog Dexter. Nine years later the business is powered by a team of 46 RedBallooners, has been listed on BRW's Fast list 6 years running (2004 - 2009), **awarded Number One website by Hitwise** for the Flowers and Gifts category from 2004 - 2010, and is on track to achieve revenue of \$30 million FY2011.

For Naomi Simson, RedBalloon started out as an experiment "to test out whether a company could be 'successful' by simply listening to its people and its customers and focusing on what would get people talking. That's why I call myself the Chief Experience Officer" she says.

This 'experiment' has evolved into a trans-Tasman phenomenon, offering a wide range of **more than 2,500 experiences in every state of Australia and across New Zealand.**

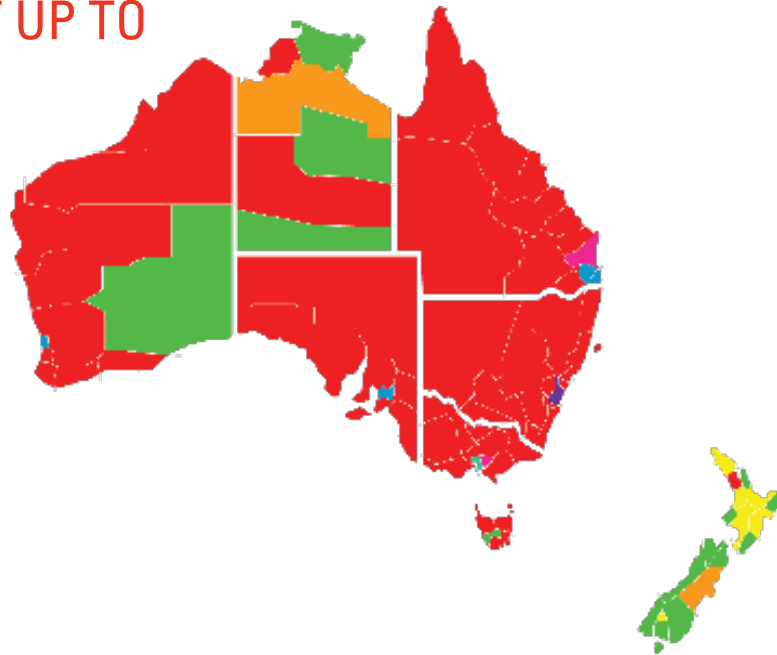
The inspiration for the business name came from the 1956 Academy Award-winning French film 'The Red Balloon'. A red balloon befriends a Parisian little boy and carries him off to experience amazing adventures. We aspire to the association that whenever anyone sees a red balloon, they think of celebration and happiness.

LIFE IS THE SUM OF YOUR EXPERIENCES

MARKETS SERVED

WHAT PEOPLE GET UP TO

KEY - Number of experiences in Australia & NZ



MAKING BUSINESS PLEASURE

Whilst RedBalloon was originally launched for individuals, Fuji Xerox became the first corporate client to use RedBalloon as an incentive program. Since then some 2611 corporate clients have regularly purchased.

We deliver experience based recognition programs that are fun, innovative and geared toward the organisation's goals.

Services include Online Points Programs, Voucher Programs, Team building events and Corporate Gifts, which assist businesses in shaping a culture where employees are as happy and as valued as customers. This is a significant part of the RedBalloon business.

Naomi Simson, founder and CEO of RedBalloon, offers advice for businesses - "Employees are the new customers". As a former corporate marketer for IBM, Ansett Australia, KPMG, and Apple, Naomi **understands the value of building a brand based on listening to customers and employees too.** The RedBalloon programs work with organisations to ensure that they 'notice' what their employees do and encourage a deeper level of employee engagement.

For Naomi Simson, forming an attachment (emotional and rational) between people and the brand is one way that **we help produce a happier workforce and in turn a stronger economy.**

SOME OF OUR CORPORATE CLIENTS INCLUDE:

- | | | |
|-------------------------|----------------------|------------------------|
| Australia Post | Ericsson | PricewaterhouseCoopers |
| BankWest | Ingram Micro | Qantas |
| Bluescope Steel Limited | Leo Burnett | St George |
| Capgemini | Lend Lease | Telstra Business |
| Coca-Cola Amatil | Macquarie University | Westpac |
| Datacom | Network Ten | Woolworths |
| DHL Express | Orica NZ | |
| Ernst & Young | | |



OUR PEOPLE

WHAT PEOPLE GET UP TO

Guaranteed essentials of a RedBalloon experience: **It must touch one of the senses and it must be memorable.** When we say we send people on amazing experiences, we mean something special, something they will talk about. We have some pretty 'out there' experiences on offer for anyone from 8-80 years, from Broome to Byron Bay. Some of these include:

A - Z OF EXPERIENCES

- Abseiling Forward Run
- Barrista Course
- Circus Skills Workshop
- Didgeridoo Lesson For Beginners
- Extreme Four-Wheel Driving
- Fighter Jet L39-C Tactical Flight
- Ghost Tour Of Historic Sydney
- Harley Davidson Great Ocean Road Motorcycle Tour
- Indian Cooking Class
- Jungle Surfing
- Kite Surfing
- Lotus Elise Sports Car For A Weekend
- Military H1 Hummer Education & Thrill Ride
- Name A Star (Framed Package)
- Offshore Power Boat Eco-Adrenaline Adventure
- Personal Chef Private Dining
- Quad Bike Tour In The Freycinet
- Rock Star For A Day
- Seaplane Holiday On South Stradbroke Island
- Trekking Morocco's Djebel Sarho
- Uluru Scenic Flight & Seaplane Holiday On South Stradbroke Island
- V8 Race Car Drive Day
- White Water Rafting Full Day
- Yacht Charter Overnight for Two
- Zorb Attack Pack



We also get to see firsthand the love that people share, the stories about what people get up to, the difference that we make to other people's lives. Here are some snapshots...

"We have an open plan office, RedBalloon's recognition pieces do have a clear impact when they arrive with the balloons. When you see them at reception or down the corridor you know someone has done something worthwhile, it creates a real conversation piece"
ERICSSON

"We are ecstatic with the results from our program and our people are genuinely excited."
APHS

"We achieved a 10% increase in sales, exceeding expected targets!"
GEORGIA LEE, GM, SALES PROGRAMS, TELSTRA BUSINESS

"The RB concept for us works because it treats each employee as an individual. Whether someone wants to go racing or indulge themselves in a spa or something gourmet, everybody is different. We love the kaliedescope of options that RedBalloon offers."
IAN STEVENS, MANAGER RECOGNITION, QANTAS

LIFE AT REDBALLOON

As the experts in employee engagement, we know what inspires people. We have **more than 1840 corporate clients who use us to reward, recognise, incentivise and inspire their people with their corporate programs.** At RedBalloon we practice what we preach, celebrating our achievements, living our values, efficiency, length of service and many other things.

We are proud to be acknowledged in the top ten Best Places to Work in Australia by BRW and according to Hewitt have a 97% employee engagement score. The culture at RedBalloon enables us to deliver amazing experiences to our clients because we hire our people based on who they are. We look for a match to our values of: Integrity (we do what we say we are going to do), Generosity, Responsibility, Having Fun and being 'A Little Dog With A Big Dog Personality'.

REDUCING UNWANTED STUFF

Self-storage is a fast growing industry in Australia, as people are hoarding so much 'stuff'. But if we think about it, we can't take it with us.

"Spending money on the things you can do, as opposed to the things you have, will make you happier in the long run."

Dr. Leaf Van Boven, University of Colorado

It's the memories, the stories and our shared moments that we hold close. When we reflect on our lives, experiences form the bulk of what we remember. We share stories about experiences; you can never have enough experiences.



IF THE AVERAGE LIFE HAS 27,610 DAYS - HOW MANY ARE TRULY MEMORABLE?

FACT SHEET

Operating websites

	Annual Unique Visits
www.redballoon.com.au	2.6 million
www.redballoon.co.nz	200,000
www.naomisimson.com	24,000
www.redballoon.com.au/corporate	209,000
facebook.com/RedBalloon	
twitter.com/NaomiSimson	
twitter.com/RedBalloonTeam	
youtube.com/user/redballoondays	
flicker.com/photos/redballoondays	

	No. of subscribers
Consumer newsletter	76,000
Corporate newsletter	8,500

Founding information

Company Founder

Naomi Simson, Founder CEO. Born Feb 22, 1964
Author of 'I want what she's having'

Location

Sydney

Initial Investment

A \$25K investment in the website

Published experiences

No. of experiences listed on RedBalloon (AU & NZ)

2,225 (AUS) + 487 (NZ) = 2,712

No. of experiences sold per month

23,934 (RedBalloon group wide)

Reach

Number of suppliers

1,250

Number of corporate clients

3098

Number of Full Time employees

50

Growth numbers

Financial Year	Revenue in '000	% growth	F/E	Experiences Sold	Corporate Clients
2002	78,000		1 + dog	301	0
2003	790,000	913%	9	3,219	21
2004	2.375m	201%	15	10,532	83
2005	4.70m	76%	18	28,537	208
2006	6.535m	57%	23	38,560	567
2007	11.352m	74%	38	69,466	866
2008	18.247m	61%	43	109,328	1320
2009	22.240m	22%	50	175,000	1840
2010	25.766m	16%	46	204,552	2611
2011	36.83m	43%	50	287,216	3098