

# lastminute.com group aims to boost content offering and audience reach with acquisition of WAYN

**Amsterdam / Chiasso, 20 September 2016** - lastminute.com group, a European leader in the online travel and leisure industry, announced today that it has acquired WAYN ,Where Are You Now?' to implement a content factory within the Group and differentiate lastminute.com positioning against other online travel players.

WAYN, the world's largest social travel network, will be integrated with lastminute.com group's new media business, the "Travel People". This marks the next step in its ambitious strategy to implement a diversified and integrated Travel & Media model. The acquisition which fall within the group's strategic "innovation budget" will further boost the ability to engage a young and captive audience with the addition of WAYN'S 20 million registered members and 2 million monthly unique visitors.

The Travel People helps B2B partners reach millions of European travellers through the Group's network of leading online brands, which include lastminute.com, Rumbo, Volagratis, Bravofly and Jetcost. The group's attracts on average 43 million unique visitors every month, and the addition of WAYN to its portfolio will help to reach an even wider lucrative travel and lifestyle audiences across Europe.

Marco Corradino, Chief Audience Architect of lastminute.com group, comments: "WAYN is the perfect fit for lastminute.com group. The WAYN team is a group of exceptional entrepreneurs who have created a vibrant community of travellers who enjoys sharing millions of travel opinions. Its business complements and expands our offering in Europe and, with its strong social travel network platform, it will become the content hub for our entire proposition."

Peter Ward, WAYN, co-founder & CEO, remarked: "We're really excited to become part of the most inspiring online travel company which is now deploying a comprehensive Media model. By combining WAYN's unique capabilities and audience with those of the group, we will be able to bring a market leading proposition and help advertisers tell integrated stories through bespoke and relevant content. This is something to be proud of and we very much look forward to the journey ahead."

The acquisition, in a form of an asset deal, has no material impact on economic and financial figures of the Group as well as on current projections on a FY2016 basis.

**About [lastminute.com group](#)**

lastminute.com group is among the worldwide leaders in the online travel industry and operates a portfolio of well-known brands such as lastminute.com, Bravofly, Rumbo, Volagratis and Jetcost. Every year, more than 10 million travellers book and manage their travel and leisure experiences through the Group's websites and mobile apps in 17 languages and across 40 countries. The mission of lastminute.com group is to be an inspiring travel company enriching the lives of travellers through smart technology and cutting-edge content. [lastminute.com NV](#) is a publicly traded company listed under the ticker symbol LMN on SIX Swiss Exchange.

**About [WAYN](#)**

WAYN (Where Are You Now?) is the world's largest social travel network with over 20 million members. WAYN helps people to discover where to go and what to do, meet like-minded people and share travel experiences with others. WAYN was awarded the Best Social Travel Network in 2015 at the World Travel Awards.

This press release may contain forward-looking statements. Readers are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those in the forward-looking statements as a result of various factors. lastminute.com group undertakes no obligation to publicly update or revise any forward-looking statements

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