

Biography

Robbie Cooke, CEO and Managing Director Wotif.com (www.wotif.com)

Background

Robbie Cooke joined Wotif.com in January 2006, initially as the Chief Operating Officer, before taking the reins as CEO and Managing Director in October 2007 following the retirement of Wotif.com's Founder, Graeme Wood.

Having been instrumental throughout the company's listing on the Australian Stock Exchange in 2006, Robbie's knowledge of and experience in achieving continued profitability and growth through strategic development has helped Wotif.com sustain its position as Australia's leading online booking service and grow the company's share of the online accommodation industry.

In addition to overseeing the activities of the company's 190+ employees spread throughout the world in five offices, Robbie also handles investor relations, governance and all corporate matters.



Prior to joining Wotif.com, Robbie was the Strategist and General Counsel at UNiTAB Limited, a position he held for six years. He joined just after its listing on the ASX, and was heavily involved in the acquisition activity that drove UNiTAB's share price from \$2.00 in 1999 to around \$13.00 when he left the company in 2006. These acquisitions included the purchase of the South Australian TAB, the Northern Territory TAB, Tattersall's Queensland Gaming business, and the Tab Limited and Jupiters Limited gaming businesses.

In his role at UNiTAB, Robbie was responsible for acquisitions, investor relations and legal and compliance matters. Prior to UNiTAB, he held commercial, corporate finance and legal roles at Santos, HSBC James Capel and MIM Holdings. He has a Bachelor of Commerce and a Bachelor of Laws (Hons) and is a qualified company secretary.

Robbie is available for interview on topics including:

- Managing Generation Y
- Floating a company without sinking
- The online travel industry
- Mergers and acquisitions
- Identifying strategic growth opportunities
- Managing investor relations
- Governance

About Wotif.com

Wotif.com sells accommodation online in more than 40 countries.

Our great rates, broad accommodation range, easy-to-use site and 24/7 Customer Service Centre have made us the most popular way for business and leisure travellers in Australia and New Zealand to book accommodation online. Every month our site attracts 2.75 million visits, with customers making more than 170,000 bookings through our 28-day booking window.

We launched in Brisbane, Australia, in March 2000 and now have offices in Canada, Malaysia, New Zealand, Singapore and the United Kingdom to support our growing international presence. Wotif.com is listed on the ASX, trading under the code WTF.

Contact Details

For further information, please contact the Wotif.com Public Relations Team on (07) 3512 9999 or via pr@wotif.com.