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## **STRAY AND LOKA TO CREATE THE LARGEST HOP-ON HOP-OFF NETWORK ACROSS AUSTRALIA, NEW ZEALAND AND SOUTHEAST ASIA**

Stray Limited ('Stray') announces an investment in Loka Pty Ltd ('Loka') that will see it become the major shareholder. This will create Asia Pacific's largest and most expansive Flexible Adventure Travel Network with operations across the East Coast of Australia, New Zealand and five countries in Southeast Asia.

Stray and Loka already share a similar operating model and ethos. They are at the forefront of adventure travel designing authentic, cultural and nature-based experiences across their respective regions. Both specialise in a style of 'hop-on hop-off' travel, which offers their customers all the benefits of a guided tour along with the flexibility to hop-off and spend extra time at destinations en-route. This operating model not only delights its customers but also aligns closely with the respective Tourism Boards' objectives by encouraging tourism to the remote areas.

For the foreseeable future Loka will continue to operate under the Loka brand but will be integrated from an operational and marketing perspective into Stray's wider portfolio. Neil Geddes, founder and director of Loka said "It is amazing to be working with Stray and to be part of the 'orange' family again. This investment will provide the resources to continue our journey to provide the best experiential trip in Australia".

Brett Hudson, CEO from Stray said "the deal is extremely exciting as it brings together a huge wealth of experience from both management teams to create a strong and highly dynamic business."

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