



PUMA INVESTMENTS

Puma Alpha EIS

TRAVELLOCAL

TravelLocal is a leading online platform for tailor-made holidays, that connects clients directly with local experts in their planned holiday destinations. Since the company was founded in 2016, TravelLocal has helped more than 70,000 customers from 100 countries globally create the perfect trip. It's growing rapidly, as travellers demand more genuine, authentic, sustainable holidays and prioritise spending on experiences. The Net Promoter Score remains over 80, which is a positive indicator of the quality of its offering.

The company has encountered industry headwinds, including ongoing events in the Middle East, challenging market conditions in the DACH region, and a return to normal trading levels after the post-covid boom. As a result, top-line growth has come under pressure and the company has rebudgeted to a more modest annual growth forecast for this year, while carefully managing its cost base.

The company has taken active steps to address the market challenges it has faced, most notably recruiting a Chief Growth Officer (previously with Expedia and Moneyfarm), diversifying its marketing strategy outside just pay-per-click (PPC), overhauling its PPC campaign strategy, and introducing a data warehouse with the introduction data dashboards across the business, to drive better business intelligence.

The key focus is on driving more requests into the top of the funnel and improving conversion metrics, which falls under the remit of the new Chief Growth Officer. The company is prioritising the US market, where it is seeing the greatest level of demand and growth – the US now represents over 50% of trade and is growing 34% year on year. There is also a concentrated effort to improve sales emanating from repeat customers and recommendations, as they clearly provide the business with higher margins. Puma is actively supporting the company to execute on these strategic goals.

£0.8m

Puma Alpha EIS participation
(Total investments by Puma Funds to date £3.5m)



MARKET
Consumer services



LOCATION
UK



ESTABLISHED
2010



EXPANSION
Global

All figures correct as at 31 August 2024.

Key risks

General

Past performance is no indication of future results and share prices and their values can go down as well as up. The forecasts in this document are not a reliable guide to future performance.

Capital at risk

An investment in Puma Alpha EIS can be viewed as high risk. Investors' capital may be at risk and investors may get back less than their original investment.

Private companies

Puma Alpha EIS may invest in unlisted shares. Such investments can be more risky than investments in listed shares. Unlisted shares may be subject to transfer restrictions and may be difficult to sell. It may be difficult to obtain information as to how much an investment is worth or how risky it is at any given time.

Tax reliefs

Tax reliefs depend on individuals' circumstances, minimum holding periods and may be subject to change.

Liquidity

It is unlikely there will be a liquid market in the shares of the EIS Qualifying Companies and it may prove difficult for investors to realise their investment immediately or in full.

Get in touch

We're here to help

INVESTORS

We recommend you speak to a Financial Adviser in the first instance, as we cannot offer investment or tax advice.

If you have any other questions please contact us on **020 7408 4100** or email us at **clientrelations@pumainvestments.co.uk**

For further information, please visit **www.pumainvestments.co.uk**

ADVISERS

Our expert national Business Development Team are here to help, and would be happy to discuss any of our services and offers in more detail with you either by phone or by visiting your offices.

Please contact us on **020 7408 4070** or email us at **businessdevelopment@pumainvestments.co.uk**

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