

Tech Insights #416

SiteMinder

Mergers & acquisitions
Corporate finance advisory
Capital raising
15 June 2026

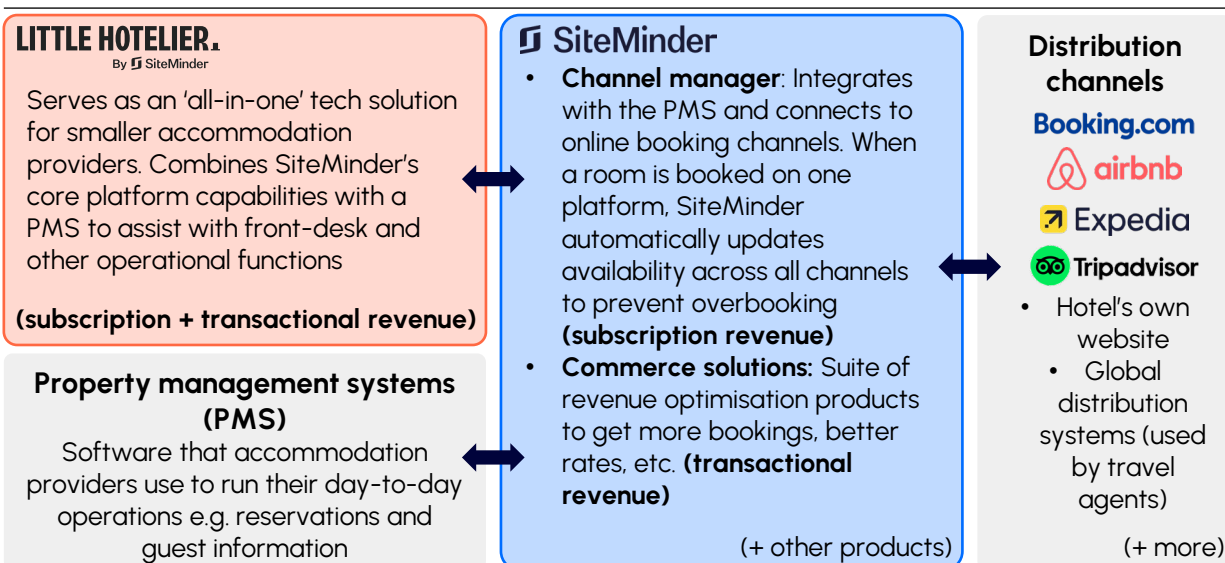


Overview

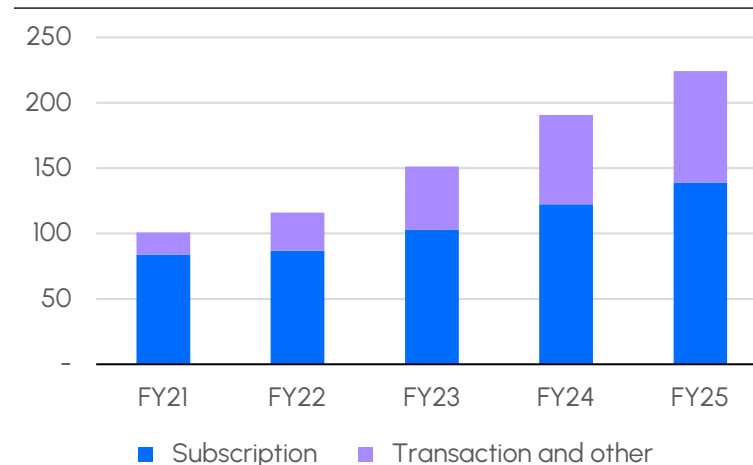


This week's Tech Insights report spotlights SiteMinder (ASX: SDR), an e-commerce platform for accommodation providers. Founded in 2006 and listed on the ASX in November 2021, the company offers two core subscription products: the SiteMinder Platform and Little Hotelier. The products provide hotels, resorts and other accommodation providers with tools to manage bookings, distribution channels, payments and guest engagement. The platform integrates with online travel agencies, booking engines and property management systems, allowing properties to manage room inventory, pricing and reservations across multiple sales channels. SiteMinder has a 30 June financial year end.

Business model



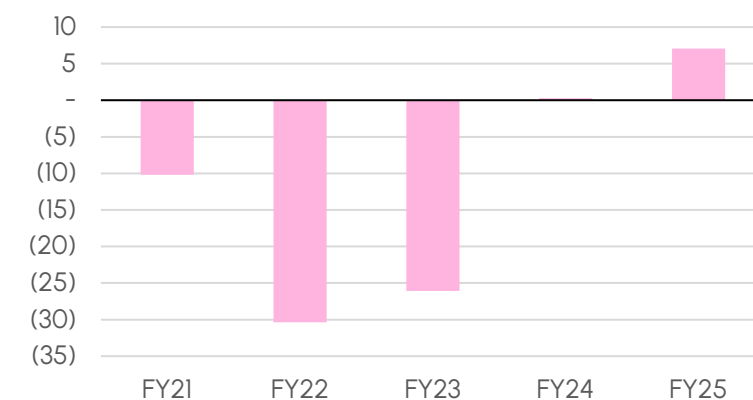
Revenue (AUD \$m)



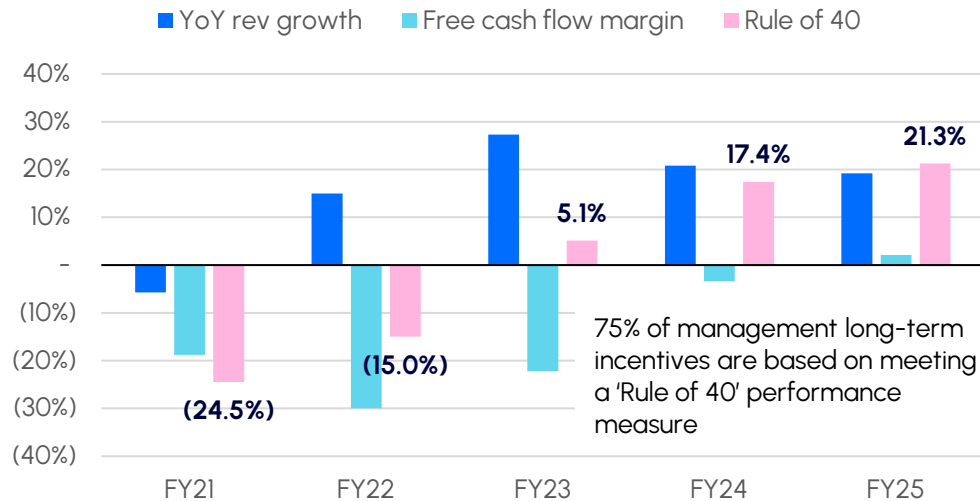
Share price (AUD \$)



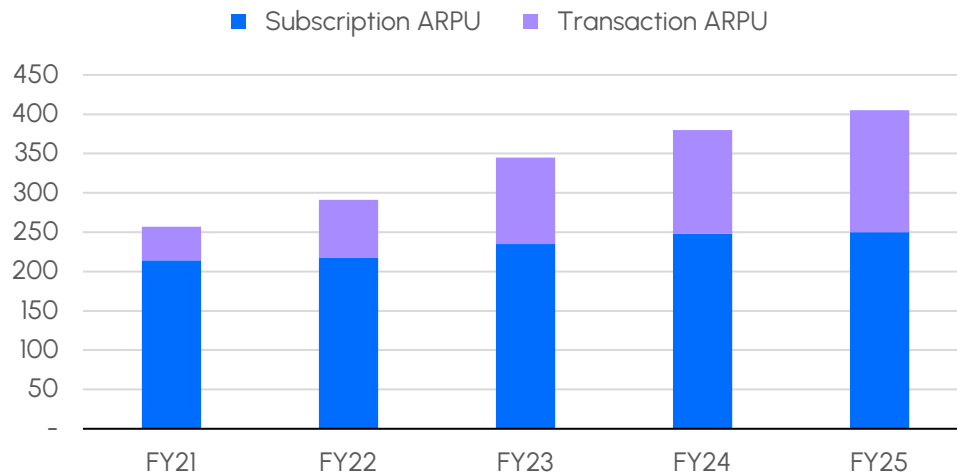
EBITDA (AUD \$m)



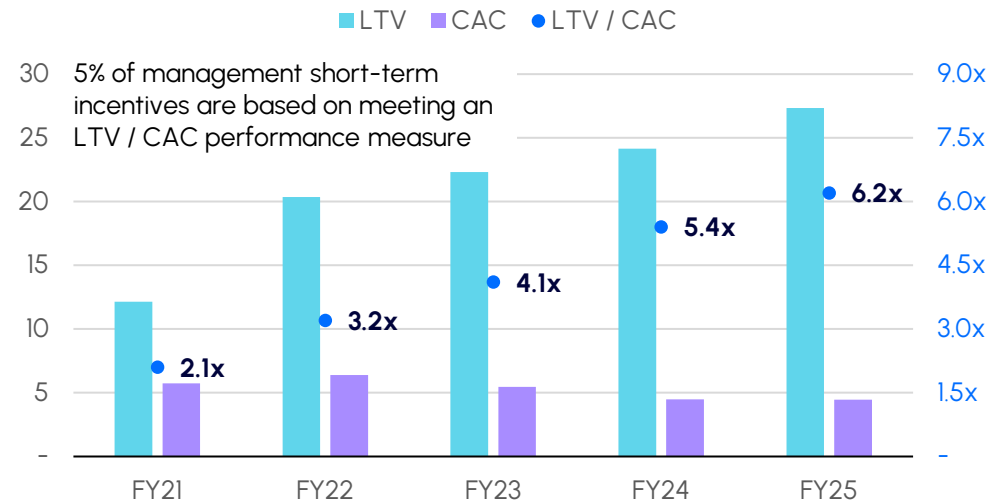
Rule of 40 (%)



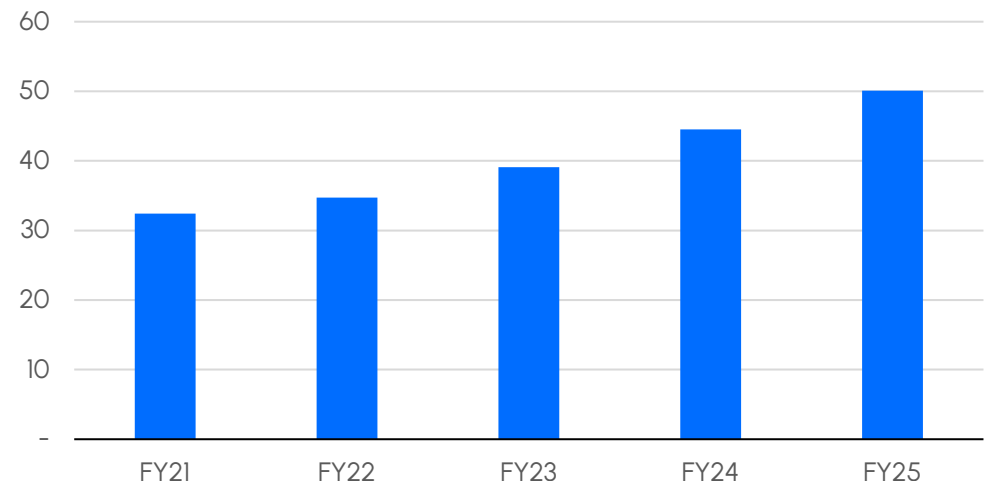
Monthly average revenue per user (ARPU) (AUD \$)



LTV / CAC (AUD \$000s)



Number of properties subscribed to SiteMinder's products (# 000s)



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