



Business Update

Melbourne, Australia; 7 August 2020: Redbubble Limited (ASX: RBL) which owns and operates Redbubble and TeePublic, the leading global marketplaces for independent artists, today provides a business update.

The financial information is from internal management reports on a paid basis¹, and has not been subject to audit. Key YoY growth rates² are:

- July Marketplace Revenue of \$49 million, up 132% (133% on a constant currency basis³)
- 4Q2020 Marketplace Revenue of \$122 million, up 107% (97% on a constant currency basis)
- FY2020 Marketplace Revenue of \$368 million, up 43% (36% on a constant currency basis)

Topline trends seen in 4Q continued into FY2021, propelling both of RB Group's marketplaces. The increasing shift to online shopping resulted in YoY growth across all core geographies and product categories. Face masks have contributed \$26 million of Marketplace Revenue from launch at the end of April until 31 July.

A complete and audited set of financial statements for FY2020 will be provided at the scheduled full year results release on 21 August. A conference call will also be hosted that day.

This announcement was authorised for lodgment by Redbubble Limited's Disclosure Committee.

For further information, please contact:

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About Redbubble Group

Founded in 2006, the Redbubble Group incorporates Redbubble Limited and its subsidiaries, including TP Apparel LLC (TeePublic). The Redbubble Group owns and operates the leading global online

¹ Delivery date adjustment to be made according to AASB 15 to align to statutory reporting requirements. This will reduce the amount of revenue recognised in the period due to timing differences in periods of high growth. This adjustment will be approximately \$19 million for FY2020.

² FY2020 YoY growth rates based on TeePublic contributions from 1 Nov 2018.

³ "Constant currency basis" reflects the underlying growth before translation to Australian dollars for reporting purposes. Redbubble sources about 93% of its Marketplace Revenue in currencies other than Australian dollars. TeePublic sources about 89% of its Marketplace Revenue in US dollars.

marketplaces hosted at Redbubble.com and TeePublic.com, powered by over one million independent artists. The Redbubble Group's community of passionate creatives sell uncommon designs on high-quality, everyday products such as apparel, stationery, housewares, bags, wall art and so on. Through the Redbubble and TeePublic marketplaces, independent artists are able to profit from their creativity and reach a new universe of adoring fans. For customers, it's the ultimate in self-expression. A simple but meaningful way to show the world who they are and what they care about.

Forward-looking Statements

This announcement includes certain forward-looking statements that are based on information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of RB Group. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.