



Half Year FY2021 Update

Melbourne, Australia; 16 February 2021: Redbubble Limited (ASX: RBL; ADR: RDBBY) today provides a strategy and financial update relating to the half year (1H) ended 31 December 2020. The financial results have been subject to audit review (unless stated otherwise) and are on a delivered basis. Accompanying strategic and operational metrics are from internal management reports and have not been subject to audit review.

1H FY2021 Financial Performance

Redbubble's 1H financial metrics (with YoY growth rates, where applicable) are:

- Marketplace Revenue¹ of \$353 million, up 96% (105% on a constant currency basis²)
- Gross profit of \$144 million, up 118% (127% on a constant currency basis)
- EBIT profit of \$42 million³, compared to a loss of \$2 million in 1H20
- Operating cash inflow of \$80 million, compared to \$41 million in 1H20
- Closing cash balance at 31 December 2020 of \$130 million

Included within the above numbers is a positive delivery date adjustment. Excluding this adjustment, the financial metrics are:

- Marketplace Revenue¹ (paid) of \$343 million, up 90% (99% on a constant currency basis²)
- Gross profit (paid) of \$138 million, up 102% (110% on a constant currency basis)
- EBIT profit (paid) of \$35 million³, compared to \$0.2 million in 1H20

Business & Strategic Update

Redbubble has experienced significant growth and is operating at a much larger scale than 12 months ago. Teams across the business have demonstrated remarkable resilience with the entire company operating remotely since April 2020.

The most recent quarter saw consistently strong customer demand into the peak holiday season, and Redbubble increased paid acquisition spend to capture more customers profitably. High growth rates continued across all geographies and product categories, even as mask demand moderated to 7% of overall product mix for 2Q. COVID-19 continued to challenge the global shipping network and this

¹ Marketplace Revenue is total revenue less artist revenue (ie artist margin).

² "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 91% of its Marketplace Revenue in US dollars.

³ Operating EBITDA and EBITDA were the metrics reported in the prior period.

resulted in lower margins for the month of December. Operating expenses were managed prudently, however the strengthening AUD had a \$2.2m currency impact to earnings in 2Q.

Healthy demand continued into January, with Marketplace Revenue (paid) growth rates of 66% (82% on a constant currency basis).

The company continues its focus on 4 key initiatives:

- 1) Artist acquisition, activation and retention
- 2) User acquisition and transaction optimisation
- 3) Customer understanding, loyalty and brand building
- 4) Further physical product and fulfilment network expansion.

Given the opportunities to invest in the key initiatives, coupled with the uncertain future macro environment, the Board does not expect to pay a dividend in the short to medium term.

Redbubble CEO, Michael Ilczynski, said: “The strategic priority for the Group now is to ensure we extend the market leadership we have established. We intend to invest in both the artist and customer experiences, to improve loyalty and retention and to ensure long-term growth.”

Further information has been provided in the Investor Presentation also released today.

This announcement was authorised for lodgment by Redbubble Limited’s Board of Directors.

Michael Ilczynski (CEO) and Emma Clark (CFO) will host an investor update conference call via live webcast this morning at 10.00am (AEDT) Tuesday 16 February 2021 || 3.00pm (PST) and 6.00pm (EST) on Monday 15 February 2021.

Participants will need to PRE-REGISTER for the call via the link below:

<https://s1.c-conf.com/diamondpass/10012264-stlb6k.html>

They will then receive a calendar invite and a unique code which is to be quoted when dialing into the call.

To ask a question, participants will need to dial “*1” (star, 1) on their telephone keypad.

A full transcript and recording of the webcast will subsequently be made available on the Redbubble Group Investor Centre website: shareholders.redbubble.com. The recording will also be available on openbriefing.com.

For further information, please contact:

Louise Lambeth – Head of Investor Relations

louise.lambeth@redbubble.com

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 marketplaces, Redbubble.com and TeePublic.com. 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 Redbubble Group. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.