



REDBUBBLE RELEASES THANKSGIVING SALES RESULTS AND REAFFIRMS EBITDA GUIDANCE

- Gross Transaction Value (“GTV”) over the Thanksgiving weekend of AUD\$10.1 million, representing 42.0% growth over the same period last year, on a constant currency basis^{1*}
- YTD GTV growth of 30.8% on a constant currency basis*
- Reaffirming that Redbubble is on track to move into ongoing operating EBITDA profitability late in FY2018

Melbourne, Australia; 29 November 2017: Redbubble Limited (ASX: RBL) the leading global marketplace for independent artists, has announced its estimated² GTV for Thanksgiving weekend, the start of the important holiday shopping season.

Redbubble’s GTV for the five days of the Thanksgiving weekend (from Thanksgiving to Cyber Monday), ending at midnight US Pacific Time on Monday 27 November 2017, is estimated at AUD\$10.1 million; up 41.9% YoY (i.e. over the same period last year) and up 42.0% on a constant currency basis*. Estimated² YTD GTV (for the period up to and including Cyber Monday³) is AUD\$86.6 million; up 29.1% YoY and up 30.8% on a constant currency basis*.

Redbubble’s marketplace dynamics remain healthy. For the Thanksgiving weekend the number of unique customers was 199,700 (51.9% growth over the same period last year) and the number of selling artists was 83,600 (40.9% growth over the same period last year). Redbubble is pleased to report that the artists earned approximately AUD\$1.5 million of income over the five day period from their sales on the marketplace.

Whilst recognising that there are still over four weeks of Redbubble’s seasonally strongest quarter remaining, trading up to and throughout the Thanksgiving weekend establishes good momentum heading towards Christmas. Accordingly, Redbubble remains confident in its previous guidance regarding top line growth and moving into ongoing operating EBITDA profitability late in FY2018.

1 * “Constant currency basis” reflects the underlying growth before translation to Australian dollars for reporting purposes. Redbubble sources about 93% of its GTV in currencies other than Australian dollars.

2 Estimated GTV is after allowing for the likely future effect of refunds, chargebacks and fraudulent transactions

3 Adjusting for like-for-like sales days

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About Redbubble

Founded in 2006, Redbubble is a global online marketplace (redbubble.com) powered by over 600,000 independent artists. Redbubble'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 marketplace 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. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.