



FULL YEAR RESULTS, APPENDIX 4E & SUPPORTING DOCUMENTATION

Redbubble meets FY2016 IPO forecast and reaffirms FY2017 prospectus guidance

Melbourne, Australia; 25 August 2016: Redbubble Limited (ASX:RBL) a leading global marketplace for independent artists, today lodged its Full Year Results Report (Appendix 4E) for the full year ended 30 June 2016 (attached).

Redbubble reported full year revenue of \$114.6M for FY2016 (up 61.2% on FY2015) with a Gross Profit of \$39M (up 61.8% on FY2015) and an EBITDA loss of \$8.7M.

Redbubble CEO, Martin Hosking said, “The strong result reflects the solid dynamics of the Redbubble business. Strong revenue growth, improved margins and lower operating expenditure growth resulted in an EBITDA loss \$1.5M better than forecast. Overall the business is scaling well with revenue growth ahead of operating expenditure growth and with stable margins and low customer acquisition costs”.

“Based on the results and the upcoming pipeline of initiatives, we are affirming our 2017 forecast provided at the time of the IPO.”

He went on to say “Redbubble is an unusual Australian listed company, a global technology consumer business. Our future growth is not limited by the domestic market with over 90% of our revenue from offshore. We participate in enormous consumer categories – online accessories, apparel and homewares – where our ability to grow is only limited by our execution capabilities. We have proven we can do this in a scaleable way given our strong cash flow model. As we move through FY 2017 we expect to be realizing the benefits of earlier investments in the business and moving to profitability.”

Operating highlights

There has been strong implementation of Redbubble’s growth plans during the FY2016 period validated by the continued strong top line and gross profit growth. Throughout the year, Redbubble focused on delivering to core strategy of strengthening the marketplace dynamic. During the year to 30 June Redbubble:

- Delivered a ‘mobile first’ digital product pipeline as global trends shift traffic towards mobile devices, including:
 - Improved checkout flow, including new payment options
 - Shopping cart upgrade including new payment options
 - New homepage including collections of relevant, popular works



- Launched 12 new physical products, taking the total to 57 (after 3 products were discontinued)
- Grew the Artist community in line with revenue growth
- Improved the quality and relevancy of search results
- Deployed German and French websites ahead of schedule.

About Redbubble

Founded in 2006, Redbubble is a global online marketplace ([redbubble.com](https://www.redbubble.com)) powered by over 400,000 independent artists. Redbubble's community of passionate creatives sell uncommon designs on high-quality, everyday products such as apparel, stationary, 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. Redbubble is listed on the ASX (RBL.AX)

Supporting resources

Redbubble has compiled an information pack in support of the Appendix 4E. For this and other relevant information please visit: shareholders.redbubble.com

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