Appendix 3B

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX’s property and may be made public.

Introduced 01/07/96 Origin: Appendix 5 Amended 01/07/98, 01/09/99, 01/07/00, 30/09/01, 11/03/02, 01/01/03, 24/10/05, 01/08/12, 04/03/13

Name of entity

REDBUBBLE LIMITED

ABN

11 119 200 592

We (the entity) give ASX the following information.

Part 1 All issues

You must complete the relevant sections (attach sheets if there is not enough space).

1. Class of +securities issued or to be issued

   Fully paid ordinary shares

2. Number of +securities issued or to be issued (if known) or maximum number which may be issued

   50,000

3. Principal terms of the +securities (e.g. if options, exercise price and expiry date; if partly paid +securities, the amount outstanding and due dates for payment; if convertible securities, the conversion price and dates for conversion)

   Issue of fully paid ordinary shares to employee share scheme trust provider, for the purpose of meeting share scheme obligations to employees.

+ See chapter 19 for defined terms.

04/03/2013
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New issue announcement

4 Do the +securities rank equally in all respects from the +issue date with an existing +class of quoted +securities?

Yes

If the additional +securities do not rank equally, please state:
● the date from which they do
● the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
● the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment

5 Issue price or consideration

$49,000 (98 cents per share, being the closing RBL share price on the issue date)

6 Purpose of the issue
(If issued as consideration for the acquisition of assets, clearly identify those assets)

Issue of fully paid ordinary shares to employee share scheme trust provider, for the purpose of meeting share scheme obligations to employees.

6a Is the entity an +eligible entity that has obtained security holder approval under rule 7.1A?

No

If Yes, complete sections 6b – 6h in relation to the +securities the subject of this Appendix 3B, and comply with section 6i

6b The date the security holder resolution under rule 7.1A was passed

Not applicable

+ See chapter 19 for defined terms.
## Appendix 3B

### New issue announcement

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>6c</td>
<td>Number of +securities issued without security holder approval under rule 7.1</td>
<td></td>
</tr>
<tr>
<td>6d</td>
<td>Number of +securities issued with security holder approval under rule 7.1A</td>
<td></td>
</tr>
<tr>
<td>6e</td>
<td>Number of +securities issued with security holder approval under rule 7.3, or another specific security holder approval (specify date of meeting)</td>
<td></td>
</tr>
<tr>
<td>6f</td>
<td>Number of +securities issued under an exception in rule 7.2</td>
<td></td>
</tr>
<tr>
<td>6g</td>
<td>If +securities issued under rule 7.1A, was issue price at least 75% of 15 day VWAP as calculated under rule 7.1A.3? Include the +issue date and both values. Include the source of the VWAP calculation.</td>
<td></td>
</tr>
<tr>
<td>6h</td>
<td>If +securities were issued under rule 7.1A for non-cash consideration, state date on which valuation of consideration was released to ASX Market Announcements</td>
<td></td>
</tr>
<tr>
<td>6i</td>
<td>Calculate the entity’s remaining issue capacity under rule 7.1 and rule 7.1A – complete Annexure 1 and release to ASX Market Announcements</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Issue dates</td>
<td>14 October 2016</td>
</tr>
</tbody>
</table>

Note: The issue date may be prescribed by ASX (refer to the definition of issue date in rule 19.12). For example, the issue date for a pro rata entitlement issue must comply with the applicable timetable in Appendix 14.

+ See chapter 19 for defined terms.
Appendix 3B
New issue announcement

7A. Cross reference: item 33 of Appendix 3B.

| Number and class of all securities quoted on ASX (including the securities in section 2 if applicable) |
|---|---|
| Number | Class |
| 200,613,754 | Fully paid ordinary shares |

| Number and class of all securities not quoted on ASX (including the securities in section 2 if applicable) |
|---|---|
| Number | Class |
| 19,004,049 | Share options |
| 5,787,344 | Performance rights |

10 Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)

The shares will be entitled to all distributions on fully paid ordinary shares paid after the date of allotment, except those dividends with a record date prior to the date of allotment.

Part 2 Pro rata issue

11 Is security holder approval required?

Not applicable

12 Is the issue renounceable or non-renounceable?

Not applicable

13 Ratio in which the securities will be offered

Not applicable

14 Class of securities to which the offer relates

Not applicable

15 Record date to determine

Not applicable

+ See chapter 19 for defined terms.
### Appendix 3B

**New issue announcement**

<table>
<thead>
<tr>
<th>entitlements</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?</td>
<td>Not applicable</td>
</tr>
<tr>
<td>17 Policy for deciding entitlements in relation to fractions</td>
<td>Not applicable</td>
</tr>
<tr>
<td>18 Names of countries in which the entity has security holders who will not be sent new offer documents</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Note: Security holders must be told how their entitlements are to be dealt with. Cross reference: rule 7.7.</td>
<td></td>
</tr>
<tr>
<td>19 Closing date for receipt of acceptances or renunciations</td>
<td>Not applicable</td>
</tr>
<tr>
<td>20 Names of any underwriters</td>
<td>Not applicable</td>
</tr>
<tr>
<td>21 Amount of any underwriting fee or commission</td>
<td>Not applicable</td>
</tr>
<tr>
<td>22 Names of any brokers to the issue</td>
<td>Not applicable</td>
</tr>
<tr>
<td>23 Fee or commission payable to the broker to the issue</td>
<td>Not applicable</td>
</tr>
<tr>
<td>24 Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of security holders</td>
<td>Not applicable</td>
</tr>
<tr>
<td>25 If the issue is contingent on security holders’ approval, the date of the meeting</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

+ See chapter 19 for defined terms.
Appendix 3B  
New issue announcement

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26 Date entitlement and acceptance form and offer documents will be sent to persons entitled  
Not applicable

27 If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders  
Not applicable

28 Date rights trading will begin (if applicable)  
Not applicable

29 Date rights trading will end (if applicable)  
Not applicable

30 How do security holders sell their entitlements in full through a broker?  
Not applicable

31 How do security holders sell part of their entitlements through a broker and accept for the balance?  
Not applicable

32 How do security holders dispose of their entitlements (except by sale through a broker)?  
Not applicable

33 Issue date  
Not applicable

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Part 3 Quotation of securities

*You need only complete this section if you are applying for quotation of securities*

34 Type of securities  
*(tick one)*

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+ See chapter 19 for defined terms.
Appendix 3B
New issue announcement

(a) ✓ Securities described in Part 1

(b) ☐ All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

35 ☐ If the securities are equity securities, the names of the 20 largest holders of the additional securities, and the number and percentage of additional securities held by those holders

36 ☐ If the securities are equity securities, a distribution schedule of the additional securities setting out the number of holders in the categories

1 - 1,000
1,001 - 5,000
5,001 - 10,000
10,001 - 100,000
100,001 and over

37 ☐ A copy of any trust deed for the additional securities

+ See chapter 19 for defined terms.
## Entities that have ticked box 34(b)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>38</td>
<td>Number of securities for which quotation is sought</td>
</tr>
<tr>
<td>39</td>
<td>Class of securities for which quotation is sought</td>
</tr>
</tbody>
</table>
| 40 | Do the securities rank equally in all respects from the issue date with an existing class of quoted securities? If the additional securities do not rank equally, please state:  
- the date from which they do  
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment  
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment |
| 41 | Reason for request for quotation now  
Example: In the case of restricted securities, end of restriction period  
(if issued upon conversion of another security, clearly identify that other security) |
| 42 | Number and class of all securities quoted on ASX (including the securities in clause 38) |

+ See chapter 19 for defined terms.
Quotation agreement

1 Quotation of our additional securities is in ASX’s absolute discretion. ASX may quote the securities on any conditions it decides.

2 We warrant the following to ASX.

· The issue of the securities to be quoted complies with the law and is not for an illegal purpose.
· There is no reason why those securities should not be granted quotation.
· An offer of the securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act.

Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty

Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any securities to be quoted and no one has any right to return any securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the securities be quoted.
· If we are a trust, we warrant that no person has the right to return the securities to be quoted under section 1019B of the Corporations Act at the time that we request that the securities be quoted.

3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.

4 We give ASX the information and documents required by this form. If any information or document is not available now, we will give it to ASX before quotation of the securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:  ............................................................  Date: .........................

(Company secretary)

Print name:  .........................................................

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