RB Group operates the leading global online marketplaces, Redbubble and TeePublic, powered by over one million independent artists, bringing more creativity into the world.

* Results and figures are from internal management reports and have not been subject to audit.
Why RB Group?

- Loved by consumers seeking personalised creative adventures with emerging brand and deepening relationships
- **On-demand content supply market leader** - valuable back catalog, generative artists, fan art partners, scaling 3P fulfilment/operations
- **Large addressable market** trending toward on-demand commerce
- **Flywheel effects** strengthening the moat
- Range of low risk growth opportunities in core and adjacent
- **Robust economics** as growth enables margin upside, opex leverage and positive cash flows
- **Management team that delivers**: ~6x gross profit growth since FY2014
RB Group operates two online marketplaces

**Supply side**
- 1.0 million artists active on RB marketplaces
- 48 brands on-boarded from content partners
- 32 3P product fulfilment locations in global network

**Demand side**
- 5.4 million customers bought from RB marketplaces
- $328m GTV on awesome products

Note: As for FY2019, or as at 30 June 2019.
RB Group is a flywheel business

Personal content for a global audience, enjoyably and easily discovered

Faster, easier, more affordable end-to-end experience

ARTISTS & CONTENT

LOYAL CUSTOMERS

FULFILLMENT & OPERATIONS

Positive signals inspire artists, and enable new products

Economies of scale enable operational excellence
RB Group at forefront of a retail commerce revolution

RB Group connects authentic artists and content partners with millions of loyal customers enabling personalised adventures in creativity

- Powered by the new gig economy
- Enabled by on-demand technology
- Tapping into shift towards personalisation
On-demand economy is just getting started
According to 2019 Mary Meeker report

On-demand market has grown ~2x in two years and now has 56 million consumers in the US

<table>
<thead>
<tr>
<th>Year</th>
<th>On-demand consumers, US (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>25 million</td>
</tr>
<tr>
<td>2017</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>56 million</td>
</tr>
</tbody>
</table>

Online marketplaces capturing largest wallet share of US spend for on-demand products / services

<table>
<thead>
<tr>
<th>Category</th>
<th>US$ billions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online marketplaces</td>
<td>US$30B</td>
</tr>
<tr>
<td>Transportation</td>
<td>US$15B</td>
</tr>
<tr>
<td>Housing</td>
<td></td>
</tr>
<tr>
<td>Food delivery</td>
<td></td>
</tr>
<tr>
<td>Health &amp; beauty</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

Source: BOND Internet Trends 2019 Report, Mary Meeker.
RB Group has a huge addressable market

~US$280B\(^1\) Total global online market for Apparel and Homewares\(^2\) to grow at 10-14% p.a. to 2020

Within this market, **On-Demand Retail** is accelerating
- Personalised products on-demand will become more mainstream as technologies mature to support enhanced access to quality and affordable products


Notes:
1. RB analysis of the total market of customers seeking creative expression on lifestyle products (apparel, electronic accessories, homewares and stationery) Apparel = US$111B, Homewares = US$172B.
2. Homewares = furniture and household goods such as kitchen and bathroom accessories, textile furnishings, office supplies and stationery.

RB Group has <1% market share and growing (based on GTV)
RB Group is leading the way for creative adventures in commerce
Consumers want a new kind of commerce
Long term trend towards personalised retail

Mass Retail today

The RB way

Traditional retailers
- Undifferentiated sea of sameness
- Commoditised offerings
- Conformist brands
- Mass commerce

Self expression at affordable prices

Personalised experience & professional service

Human connection / social good

Images sourced from social media channels.
RB provides ‘creative adventures’ for consumers

Our customers say...

*Artistry at its coolest! Because you can wear it, it’s your expression!* - Jake, Canada

*For people looking for options outside the ordinary.* - Uli, Germany

*A creative outlet for me to express my individuality* - Audrey, US

*Never what you’d expect. It’s entirely different... You will see that the world is not boring.* - Allison, Canada

Select images sourced from social media channels.
Customers love their RB experiences
RB synonymous with creativity for consumers

In a recent visitor survey¹...

96% agreed that they enjoyed spending time on RB

93% agreed that RB encourages creativity

RB customers are loving their experiences
Strong Net Promoter Scores (NPS)²,³

REDBubble
68

TEEPUBLIC
52

Highly rated Redbubble iOS app

Rated 4.85⁵ / 5

Source: RB internal data.
Notes:
1. Company analysis based on recent survey of visitors to Redbubble.
2. Redbubble NPS is a sales-weighted average for survey responses received during FY2019 (as approximated by responses to orders shipped one month earlier)
3. TeePublic NPS is based on CY2018 survey responses for all customers and may include some responses from customers who purchased 12 months ago, i.e. from Jan - Dec 2018
4. Based on average rating as displayed in the Apple app store as at 30 June 2019.
Artists can share and monetise creative content without risk or hassle.

Traditional model:
- Difficulty in monetising creative talent
- Financial, production and shipping risk
- Limited audience reach

The RB Way:
- Monetise without financial risk
- Focus on design only
- Liberated from fulfilment
- Global audience reach at human scale
RB has artist service in its DNA

In a recent artist survey¹...

88% extremely or very satisfied with tools & features for uploading and managing their artworks

RB artists say the marketplaces are...

Really fun and easy way to share and sell my art - Liz

I LOVE YOU! You are the most artist friendly - Ian

All I have to do is upload the design, and you do everything else - Christina

Reaching all the markets is one of the greatest benefits - Carla

A lot of creative people getting noticed - Mikael

Source: RB internal data.

Note:
1. Company analysis based on recent survey of Redbubble’s target artists.
Content partners connecting with fans via RB platform

48 licensed brands and ~350,000 pieces of licenced content

Examples of brands on-boarded during FY19

<table>
<thead>
<tr>
<th>1Q FY19</th>
<th>ORPHAN BLACK</th>
<th>ZORRO TM</th>
</tr>
</thead>
<tbody>
<tr>
<td>2Q FY19</td>
<td>Rick and Morty</td>
<td>ALFRED HITCHCOCK</td>
</tr>
<tr>
<td>3Q FY19</td>
<td>Hell’s Kitchen</td>
<td>STEVEN UNIVERSE</td>
</tr>
<tr>
<td>4Q FY19</td>
<td>BILLIONS</td>
<td>STAR TREK</td>
</tr>
</tbody>
</table>

Partners say that RB marketplaces are...

“A superhighway that can take brands directly to some of their most passionate fans.

Licensors can use the marketplace[s] to increase loyalty, manage fan-generated content on the web, execute instant promotions to a wide base of people already enthusiastic about their brand, and more.”

- Long-time licensing executive

Notes:
1. As at the end of FY19. Content refers to product and work combinations.
**Fulfilment network - large product range, professional service, timely delivery across 3 continents**

<table>
<thead>
<tr>
<th>Locations</th>
<th>Continents</th>
<th>Products</th>
<th>Shipping days</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>3</td>
<td>94</td>
<td>(\sim3)</td>
</tr>
</tbody>
</table>

**Global supply network providing diverse product range and favourable customer experiences**

- Flexibility in fulfilment network also has a number of other benefits:
  - **Margin improvement** via reduction of fulfilment and shipping charges
  - Range of options for **new product launches**
  - **Multiple fulfills** for high volume products and locations
  - **Increased sales at holiday peak** due to late delivery cut-offs
  - **Natural hedge** on FX

Source: RB internal data.

Notes:
1. Excludes double counting of the same product on both Redbubble and TeePublic. Total of 126 if including overlaps.
2. On an FY19 basis in business days, the average shipping days experienced by Redbubble’s US customers. Work is underway to align other core Redbubble markets and TeePublic data.
RB Group is focused on deeper relationships to grow and build scale.
FY2019 RB Group operational summary

**ARTISTS & CONTENT**

- Active works: 24.1m \(\uparrow 44\%\)
- Selling artists: 369k \(\uparrow 37\%\)

**LOYAL CUSTOMERS**

- Mobile Marketplace Revenue (MP Rev) growth: 47% \(\uparrow 45\%\) of MP Rev
- Unique Customers: 5.4m \(\uparrow 20\%\)
- Repeat MP Rev growth: 36% \(\uparrow 40\%\) of MP Rev
- Marketing as % of MP Rev: 10.5% \(\uparrow 1.4\%\)

**FULFILLMENT & OPERATIONS**

- Members % of Redbubble MP Rev\(^1\): 29% \(\uparrow 13\%\)
- Active Members on Redbubble: 5.7m \(\uparrow 52\%\)
- Member MP Rev / Active Member: $11.30 \(\uparrow 38\%\)
- Take rate\(^3\): 29.1% \(\uparrow 1.8\%\)
- Gross Profit margin\(^4\): 36.8% \(\uparrow 1.8\%\)

Note: Metrics shown are for the twelve months ending 30 June 2019, with growth rates shown on a Year on Year basis, as compared to the twelve months ending 30 June 2019. Definitions provided in the Appendix.

1. Marketplace Revenue from Members comes from Redbubble only and contribution is measured on a Redbubble basis only.
2. Redbubble NPS is a sales-weighted average for survey responses received during FY2019 (as approximated by responses to orders shipped one month earlier). TeePublic NPS is not updated since last shown, and based on CY2018 survey responses for all customers and may include some responses from customers who purchased 12 months ago, i.e. from Jan - Dec 2018.
3. Take rate is Gross Profit as % of Gross Transaction Value. Gross Transaction Value less Taxes and Artist Revenue is equal to Marketplace Revenue.
4. Based on Marketplace Revenue.
Large and growing base of delighted customers
With upside potential from deeper relationships

RB marketplaces are online shopping destinations for 5.4 million unique customers

Unique customers\(^1\) (in millions, FY15 - FY19)

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY15</td>
<td>1.4</td>
</tr>
<tr>
<td>FY16</td>
<td>2.2</td>
</tr>
<tr>
<td>FY17</td>
<td>2.9</td>
</tr>
<tr>
<td>FY18</td>
<td>4.0</td>
</tr>
<tr>
<td>FY19</td>
<td>5.4</td>
</tr>
</tbody>
</table>

CAGR: \(\uparrow 39\%\)

Net Promoter Scores (NPS)\(^2,3\)

- Redbubble: 68
- TeePublic: 52

\(\ldots\) and there is further upside from improving customer engagement and loyalty

1.1 average orders per customer per year

Source: RB internal data.
Note:
\(^1\) Defined as an unique email address. Does not account for overlaps between Redbubble and TeePublic.
\(^2\) Redbubble NPS is a sales-weighted average for survey responses received during FY2019 (as approximated by responses to orders shipped one month earlier)
\(^3\) TeePublic NPS is based on CY2018 survey responses for all customers and may include some responses from customers who purchased 12 months ago, i.e. from Jan - Dec 2018
Deepening relationships with customers

68% CAGR in Redbubble sales from members

Accelerating base of active members\(^1\) on Redbubble as customers convert to membership

Active members on Redbubble within each period (in millions, FY17 - FY19)

<table>
<thead>
<tr>
<th>Period</th>
<th>CAGR: ▲41%</th>
<th>2.8</th>
<th>3.7</th>
<th>5.7</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY17</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>FY18</td>
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</tr>
<tr>
<td>FY19</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Redbubble sales\(^1\) from members growing strongly and now contributing a meaningful share

Redbubble Marketplace Revenue from Members per period (A$ millions, FY17 - FY19)

<table>
<thead>
<tr>
<th>Period</th>
<th>CAGR: ▲68%</th>
<th>22.9</th>
<th>30.7</th>
<th>64.2</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY17</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY18</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY19</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: RB internal data.

Note:
1. Total web and app members visiting Redbubble and Marketplace Revenue from Redbubble members within each period.

29% of FY19 Redbubble MP Rev
Mobile powering growth and iOS app enhancing loyalty

Sales from mobile continue to grow across both brands

Marketplace Revenue from Mobile (A$m, FY15 - FY19)

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td>TeePublic MP Rev from Mobile</td>
<td>$14</td>
<td>$31</td>
<td>$46</td>
<td>$71</td>
<td>$116</td>
</tr>
<tr>
<td>Redbubble MP Rev from Mobile app</td>
<td>$14</td>
<td>$31</td>
<td>$46</td>
<td>$71</td>
<td>$116</td>
</tr>
</tbody>
</table>

Redbubble mobile iOS app loved by users and scaling rapidly since mid-2017

Rated 4.85\(^1\) / 5 ★★★★★
Top 100\(^2\) shopping app

Monthly active users (MAU) and % of Redbubble Marketplace Revenue (mid-2017 - Jun-2019 by month)

Source: RB internal data and information available from the Apple app store.
Notes:
1. Based on average rating as displayed in the Apple iOS app store, as at 30 June 2019.
2. Based on US ranking displayed for all Apple iOS apps categorised as Shopping, as at 30 June 2019.
Marketing efforts diversified across multiple channels
Shifting from generic search driven to branded deeper relationships

Marketing efforts focused on customer acquisition powered by brand

Brand Associated Campaigns
Reaching customers via branded-paid search, affiliates and influencers

Online Paid Channels
Acquiring customers profitably through display, paid social, and transactional ad channels

Organic Engagement
Deepening relationships via organic social, personalised emails & app notifications - boosting direct traffic

Organic Coverage
Work continuing to regain organic non-branded search rankings

Marketing spend better than e-commerce peers at larger scale with sustained efficiency of spend

Marketing / advertising spend % of Marketplace Revenue or equivalent (% last fiscal year)

Source: RB internal data and analysis based on publicly available information.
New geographies and products major drivers of growth and diversification

Redbubble growth in EU supported by new languages with similar opportunity for TeePublic

Source: RB internal data.

Geographic contribution (% of Marketplace Revenue, FY15 - FY19)

Product contribution (% of Marketplace Revenue, FY15 - FY19)

Scalable new product launches to further growth across the Group

Source: RB internal data.
RB is propelled by a large artist community
Who continue to contribute to a large library of content

Large and growing community of ~1 million independent artists

Active artists (in millions, FY15 - FY19)

Growing content library
24.1 million
Active art works

Evergreen content a vital asset
~60% of revenue
From works published for 1+ years

Large group of top artists
~80% of sales
Made by 33,000 artists

Negligible artist acquisition costs

Strong artist retention
3.3 years
Average artist tenure

Source: RB internal data.
Notes:
1. As at FY19.
2. Based on the average tenure of all active artists as at FY19.
Authentic sellers powering the marketplaces

Tend to offer high quality, original works which resonate with customers

Source: RB internal data.
Notes:
1. Quarterly count of Redbubble artists who have met the criteria to be authentic sellers. TeePublic artists are yet to be segmented.
2. Redbubble Product Revenue is used as a proxy for Redbubble sales and does not include shipping income.

Continuing to grow core segment of high performing authentic sellers

Sales from this segment growing strongly and represent significant contributions to the topline

76% of Redbubble FY19 sales made by authentic sellers

39% Redbubble FY19 growth in sales by authentic sellers

Total authentic sellers ('000, 3QFY17 - 4QFY19)
Effective take rate\(^1\) of ~$29 for $100 of GTV\(^2\)

RB benefits from a favourable working capital cycle

Inflows

<table>
<thead>
<tr>
<th>GTV</th>
<th>Inflows</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>$97.3</td>
</tr>
</tbody>
</table>

Outflows

<table>
<thead>
<tr>
<th>Payment Platform</th>
<th>Inflows</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2.7</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Artist</th>
<th>Fulfillers</th>
<th>Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15.3</td>
<td>$46.6</td>
<td>$6.4</td>
</tr>
</tbody>
</table>

Source: RB internal data. Analysis based on FY19 figures.

Notes:
1. Take rate is Gross Profit as % of Gross Transaction Value.
FY19\(^1\) - a year of growth, scaling and shift to profitability

**Marketplace Revenue\(^2\)**
- $257m
- ▲34% CC\(^3\)

**Gross Profit**
- $95m
- ▲41% CC\(^3\)

**Operating EBITDA**
- $3.8m
- ▲$7.7m

**Free Cash Flow\(^4\)**
- ($3.1m)
- ▲56%

Notes:
1. Includes eight months of TeePublic contributions, from 01 Nov 2018.
2. Marketplace Revenue is Total Revenue less Artist Revenue (i.e. Margin).
3. “Constant currency basis” reflects the underlying growth before translation to Australian dollars for reporting purposes. Redbubble sources about 94% of its Marketplace Revenue in currencies other than Australian dollars. TeePublic sources most of its Marketplace Revenue in US dollars but a constant currency adjustment has not been made to its current period contributions as TeePublic is not included in the prior period figures.
4. Aggregate of operating and investing cash flows, excluding consideration for TeePublic.

2Qs tend to be seasonally higher
Economies of scale emerging at current size

**GP margins gradually rising as supply chain efficiencies continue**

- Increased scale generating optionality within fulfiller and shipping network
- Sustainable and ongoing margin improvement

**Sustainable reduction in core operating costs as % of sales**

- Disciplined management of cost base
- Automation slowing cost growth
- Focus on efficient growth investments
RB Group has clear priorities for generating growth and scale.
Clear opportunities to propel flywheel for growth
4 key initiatives aligned with core

Artists & Content
1. Authentic content
2. New products

Customers
3. Deeper relationships
4. Brand-driven customer growth
1 Authentic artists and enriching content
Fostering artists’ commercial success and developing pipeline of fan art partnerships

- Scale content partnerships
- Increase marketing effectiveness of authentic sellers
- Launch of artist dashboard + features to improve engagement and efficacy
New product launches expand market reach
Recent investments expected to reduce engineering time and resources required

• 5 new products and working on additional 5+ products in CY19
• Enabling faster new product launches
• Supporting more localisation via onboarding of new fulfillers
Growing customer membership with personalisation
Starting to deliver on the potential of deeper relationships and increased loyalty

- Opportunity for increasing customer retention and repurchase rates
- Building engaged membership base
- Expand to Android
- Enhanced search relevancy and personalisation

Introduction of personalised recommendations

❤ Members also love to save their favourites
Scaling customer growth powered by brand
Whilst acquiring customers profitably

- Stronger brand awareness to drive customer acquisition and retention
- Diversification from historical 3P channels
- Disciplined shift from transactional toward LTV-based marketing
- Grow TeePublic in Europe

Images sourced from social media channels.
Adjacent growth horizons

- Artist services
- Wholesale on-demand
- Asia expansion
- Selective white labeling
- Retail footprint
- Disciplined inorganic pursuits
RB Group investment highlights

RB Group has a revolutionary vision:

*RB Group connects authentic artists and content partners with millions of loyal customers for adventures in creativity that transform the retail commerce experience*

- Targeting long term growth focused on large addressable market
- Flywheel effects supporting market leadership and providing strong moat
- Clear opportunities to diversify customer acquisition via brand, shift towards deeper relationships, expand content partnerships, and add new products
- Track record of successful growth in the near term and economics will continue to improve with scale and cash discipline
1 Authentic artists and enriching content
Fostering artists’ commercial success and developing pipeline of fan art partnerships

**Past 2 Years**
- Segmentation of authentic sellers who are uploading original works that resonate with customers
- Launch of Content Partnerships supported by back-end tools and efforts to manage controversial content

**Now**
- Recently launched artist dashboard providing insights to support their business
- Scale core platform to enable more partnership launches and content growth

2006
- Historically
  - Marketplace built for independent artists
  - Growth in active artists correlated to sales growth
  - Redbubble and TeePublic uploaders well received by artists

2017
- >>> More commercial success for more artists >>>
  - Recently launched artist dashboard providing insights to support their business
  - Scale core platform to enable more partnership launches and content growth

2019
- Future
  - Connect artists to content partners and scale up partnership model
  - Enable artists to better connect with customers
  - Widen offering to acquire new artists
  - Connect artist experiences across the Group
New product launches expand market reach

Recent investments expected to reduce engineering time and resources required

Historically
- Redbubble began as a wall art business
- T-shirts launched in 2007 and became a large contributor to sales

After a While
- Expanded to stationery, homewares, accessories, and dedicated women’s apparel

Past 2 Years
- Significant investment into engineering effort to add fulfillers and launch products
- Minimal new product launches

Now
- Engineering effort to:
  - Add new filler with existing product \(\sim 98\%\)
  - Add existing product to existing filler \(\sim 96\%\)
  - Working on launching 5+ additional products in CY19

>>> Faster product launches >>>

Faster global supply >>>

Future
- Build out core categories on TeePublic and Redbubble
- Faster product launches
- Increasing localisation via onboarding new fulfillers
Growing customer membership with personalisation

Starting to deliver on the potential of deeper relationships and increased loyalty

Historically
- Low customer retention and repurchase rates despite track record of high Net Promoter Scores (NPS)

Past 2 Years
- Building customer membership base and improving retention
- Improved search relevancy
- Shift towards personalisation (i.e. favouriting, explore feed, recommendations, iOS app)

Now
- Member acquisition
- Engagement marketing
- VIP program/targeted promo
- Increasing personalisation via data science capabilities
- Raising brand awareness and customer value proposition

2006

2017

2019

Beyond 2019

Future
- Increase degree of personalisation
- Extend membership program to TeePublic
- Improve merchandising
- Build connection to artists and access to fan art partners

>>> Improving customer loyalty / value >>>
Scaling customer acquisition powered by brand

Whilst acquiring customers profitably

Historically
- Almost all customers came via organic search channels

After a While
- Started to add customers from paid channels more meaningfully
- Efforts mostly focused on Google Paid search

Past 4 Years
- Scaled Google Paid
- Added paid social channels
- Emerging sales from Redbubble iOS app

Now
- Working to regain organic search rankings
- Scaling fan art, influencer programs via social
- App acquisition and referrals

Future
- Disciplined LTV-based marketing including brand building
- Artist / influencer marketing
- More direct acquisition to apps (iOS and Android)

>>> Diversification from 3rd party channels >>>
At REDBUBBLE 33,000 artists or 10% of selling artists represented 80% of earnings in FY19

80% of sales are consistently made by top 10-12% of artists...

…Whilst the number of top selling artists has continued to increase substantially

Source: RB internal data. Further work will be undertaken at TeePublic to identify such data.

Note:
1. Excludes self-purchasing.
Loyal and growing artist base powers the market
Who also benefit from the multiplying effect of new products

Number of selling artists continues to grow, with strong acquisition and retention

New physical product launches will continue having a multiplying effect on our library

Source: RB internal data.
Notes:
1. Excludes self-purchasing, tenure taken exactly at time of sale (as opposed to grouping within yearly cohorts only)
2. Distinct products defined by differing consumer need e.g., iPhone 7 case considered separate from iPhone 8 case, but different sized greeting cards not distinguished.
Long tail content is growing and remains a vital asset
With negligible acquisition or retention cost

Library scaling rapidly and accumulating as a durable asset across the Group

Active art work library size¹ (m works, FY15 - FY19)

~60% of works sold this year have been published for over a year

Product revenue by age of work² (% of product revenue, FY15 - FY19)

Source: RB internal data.
Notes:
1. Measured at end of the period.
2. Age of works taken exactly at time of sale (as opposed to grouping within yearly cohorts only)
Operational metric definitions

- **Active works**: currently published works (i.e. available for sale to the public) at the end of the period; does not account for overlaps between Redbubble and TeePublic
- **Selling artists**: currently active artists (i.e. not suspended or deleted) who sold a currently published work during the period; does not account for overlaps between Redbubble and TeePublic
- **Authentic sellers**: defined as those artists that tend to upload high quality, original works which resonate well with customers. Data Science work during 2018 has helped identify this critical segment at Redbubble and significant development investment has been focused on increasing the output of this group. TeePublic's artists are yet to be segmented
- **Sales from authentic sellers**: based on Redbubble Product Revenue (i.e. does not include shipping income) from authentic sellers at Redbubble.
- **Unique customers**: defined as an unique email address; does not account for overlaps between Redbubble and TeePublic
- **Repeat Marketplace Revenue growth**: year on year growth of Repeat Marketplace Revenue is Group Marketplace Revenue earned from customers who have previously purchased, regardless of the date of their initial purchase
- **Sales from members**: based on Redbubble Marketplace Revenue from Redbubble members only
- **Members as % of Redbubble Marketplace Revenue**: Marketplace Revenue from member purchases divided by total Redbubble Marketplace Revenue from all purchases for the period
- **Active members on Redbubble**: unique members who visited either the web or app platform while logged in at least once during the period
- **Member Marketplace Revenue per active member**: Marketplace Revenue from member purchases divided by active members for the period
- **Redbubble NPS**: Sales-weighted average NPS for survey responses received during the period (as approximated by responses to orders shipped one month earlier)
- **TeePublic NPS**: Based on CY2018 survey responses for all customers and may include some responses from customers who purchased 12 months ago, i.e. from Jan - Dec 2018
Disclaimer

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