



RB GROUP LAUNCHES CARBON OFFSET INITIATIVES

- Partnership with renewable energy specialists 3Degrees
- Investment in programs to offset carbon emissions from shipping Redbubble products

Melbourne, Australia; 29 August 2019: Redbubble Limited (ASX: RBL), which owns and operates Redbubble and TeePublic, the leading global marketplaces for independent artists, today announced its partnership with renewable energy specialists 3Degrees to invest in programs that help the environment, offsetting the carbon emissions from shipping Redbubble products.

Redbubble is funding reforestation in the Mississippi Alluvial Valley and a cook stove replacement program in India. These two incredible projects will generate carbon offsets equal to:

- Growing 41,667 trees for 10 years
- Taking 531 cars off the road for one year
- Not using 5,788 barrels of oil

RB Group works hard to keep its carbon footprint to a minimum. The Group's fulfillment partners make products on-demand so there are no warehouses full of unsold inventory. At Redbubble, 95% of the fulfillers that it works with are in the same region as the Redbubble customers who ordered products. Without these measures, the business's footprint would be six times greater.

Now, with the adoption of these two inspiring projects, the Redbubble business is ensuring that its process is 100% carbon neutral.

Details relating to the projects can be found on Redbubble's blog: <https://www.redbubble.com/social-responsibility/sustainability/carbon-offset/>

For further information, please contact:

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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 hosted at Redbubble.com and TeePublic.com, powered by over one million independent artists. 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.