



ASX Announcement
30 November 2016

Redbubble Announces Sales Results for the Thanksgiving Weekend

Redbubble Limited (ASX: RBL) a leading global marketplace for independent artists, has announced its estimated¹ Gross Transaction Value (“GTV”) for Thanksgiving weekend, the traditional start of the holiday shopping season.

Redbubble’s GTV for the four days of the Thanksgiving weekend (inclusive of Black Friday and Cyber Monday), ending at midnight US Pacific Time on Monday 28 November 2016, is estimated at AUD\$6.36 million; up 27.4% from the same period last year (up 35.7% on a constant currency basis).

There are still many days until Christmas and this reflects a solid start to the holiday shopping season. The season will be longer than last year due to Thanksgiving being earlier and a greater number of effective shopping days in major markets from reduced Redbubble shipping times.

Redbubble’s Black Friday sales were very strong with year on year growth of 46.9%, but there was some weakening through the rest of the weekend. The US online market as a whole shows growth rates of 16.4% for the Thanksgiving period with Black Friday up 21.6% year on year².

Redbubble is pleased to see its new markets performing well despite the slightly weaker Euro, albeit from a small base, with year on year GTV growth for the Thanksgiving weekend as follows:

Germany	up 76.6%
France	up 42.8%
Spain	up 68.9%

Mobile also performed well, with Redbubble experiencing 64.3% year on year growth in GTV over the Thanksgiving weekend.

About Redbubble

Founded in 2006, Redbubble is a global online marketplace (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, 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.

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¹ Estimated GTV is after allowing for the likely future effect of refunds, chargebacks and fraudulent transactions

² Adobe Media Alert issued Monday, 28 November 2016