



Redbubble successfully completes Initial Public Offer

Melbourne, 12 May 2016 - Redbubble, the online creative marketplace powered by independent artists, is pleased to announce the successful completion of its initial public offering (the Offer). The Offer closed today following a strong response from institutional and retail investors and was multiple times oversubscribed.

The funds raised from the Offer will provide Redbubble with capital to enable it to pursue its growth strategy.

The Offer included the sale of approximately 7.4 million existing shares, which were largely the sale of a small portion of shares held by early investors, and the issue of 22.6 million new shares. Existing Shareholders will hold approximately 71% of Redbubble, with the remaining shares held by new shareholders through the IPO, and converting Cumulative Redeemable Preference Share (CRPS) holders and Convertible Note holders. Notably, both CRPS and Note holders increased their position in Redbubble through the IPO. Based on the Offer price of \$1.33 per Share, Redbubble's market capitalisation at listing is \$267 million.

Chairman of Redbubble, Richard Cawsey said, "This is a fantastic outcome. We are delighted with the support that retail and institutional investors have given to Redbubble and the calibre of shareholders that we have attracted. It is testament to the global status of the Company and all it has achieved over the last 10 years. We look forward to sharing Redbubble's continued success with our investors".

Redbubble CEO and Co-founder, Martin Hosking said, "When we founded Redbubble 10 years ago, we were driven by a passion to help independent artists and enable them to reach new markets. Since then, Redbubble has been propelled by a wave of consumers seeking more meaningful and distinctive products and the ever-increasing possibilities of print-on-demand technologies. These two core enablers, harnessed by our exceptional team have evolved Redbubble into Australia's leading global consumer internet company and today, an ASX listed company".

"Today's listing is a milestone on a much longer journey for Redbubble. Our mission is to create the world's largest marketplace for independent artists and we believe we are well positioned to further enhance our position and value to Redbubble artists, consumers and shareholders" concluded Mr. Hosking.

Redbubble's shares are expected to commence trading on the Australian Securities Exchange on Monday 16 May 2016 at midday Sydney time on a deferred settlement basis under the ASX code of RBL. Holding statements are expected to be dispatched on Tuesday, 17 May 2016 and Redbubble shares are expected to commence trading on a normal settlement basis on Wednesday, 18 May 2016.

The IPO was underwritten by Canaccord Genuity (Australia) Limited and Morgans Corporate Limited. EM Advisory was corporate advisor to Redbubble for the IPO.

-END-

About Redbubble

Founded in 2006, Redbubble is a global online marketplace powered by 399,000+ 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. In FY2015, 1.44 million buyers shopped in the Redbubble marketplace and, since its launch in 2007, artists have earned over \$44 million through the marketplace.

Media Contacts

Kate Winney
PR Group
0403 200 299
katew@prgroup.com.au

Nathan Moir
PR Group
0403 785 752
Nathan@prgroup.com.au

Investor enquiries

Natasha Mandie, EM Advisory
Tel: +61 (0) 411 113 264
E: natasha@emadvisory.com