



## RB GROUP LAUNCHES 5 NEW PRODUCTS IN JULY AND AUGUST

**Melbourne, Australia; 4 August 2020:** Redbubble Limited (ASX: RBL), which owns and operates Redbubble and TeePublic, together the leading global marketplaces for independent artists, is pleased to announce the launch of 5 new products in July and August.

Following on from the successful launch of adult face masks in late April on Redbubble and TeePublic, Redbubble has also added kids and teen face masks, with TeePublic launches planned in the coming weeks. Since launching in the US, fulfilment of adult masks have also been localised in the EU, and AU localisation is planned to provide even greater access. A similar approach to localisation beyond the US is being explored for kids and teen face masks.

In addition, 3 other products have been launched on Redbubble in July and August, being jigsaw puzzles, magnets, and aprons. A number of laptop skin and phone case size extensions have also been added.

This builds upon the 8 products that were launched on Redbubble in the first half of CY2020. TeePublic also launched 3 new products during the first half.

“The flexibility of the outsourced print-on-demand fulfilment model is a strategic asset for RB Group, allowing us to meet global consumer demand for products with a vast range of designs from the marketplace.” said Martin Hosking, founder and CEO.

RB Group now has a suite of 117 products available across both marketplaces<sup>1</sup> for its community of independent artists to design on and for customers to make a statement about who they are.

**For further information, please contact:**

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<sup>1</sup> Excludes double counting of the same product on both Redbubble and TeePublic. Total of 152 if including overlaps.

**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.