



ASX ANNOUNCEMENT

31 October 2017

Redbubble Hires Spencer's Eric Morse to Lead New Licensing and Partnership Strategy

Redbubble (ASX:RBL), the global online marketplace for more than 600,000 artists, today announced the hiring of Eric Morse as SVP, Content Partnerships and General Manager, Global Licensing. Morse was formerly Divisional Vice President, Marketing, Licensing, and Product Development at Spencer's, overseeing all marketing, licensing, and product development for the iconic retailer's eponymous stores and seasonal Spirit Halloween locations. Morse's hiring is a crucial step in Redbubble's new partnership strategy to connect beloved brands with the artists and fans who are passionate about them.

Co-founder and CEO Martin Hosking said, "We know three things: Independent artists want to create designs that reflect their unique style; individuality is the new cool-- consumers want to celebrate their love of pop culture while standing out from the masses; and brands want to engage with fans in new ways that strengthen loyalty. We want Redbubble to be the marketplace that makes all that happen together. Bringing someone on board with Eric's extensive experience in building licensing partnerships reflects our commitment to the success of this new program."

In his new role, Morse will work with leading brand owners, content creators, and companies to unlock fan favorites for the production and sale of officially licensed fan art merchandise. Independent artists would be able to create new designs based on their favorite pop culture brand, character, icon, and more, while fans enjoy an online marketplace filled with a wide range of unique, high-quality products celebrating the brands and characters they love as well.

"Redbubble is powered by artists and passion and self-expression," said Morse. "What better way to reach consumers than with uncommon designs created by those who are fans themselves? Redbubble's platform gives brands an easy way to reach customers that don't want generic, mass-produced items but who still want to showcase their fandom. It's a win for the artist, a win for the brand, and most especially the fan who wants a cell phone case, T-shirt, duvet cover, or something else that represents his or her personal expression."

Investment in the new licensing and partnership strategy is consistent with Redbubble's strategic focus to concurrently invest in new growth initiatives, deliver continued strong growth in marketplace metrics and demonstrate improving economics.

For further information, please contact:

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About Redbubble

Founded in 2006, Redbubble is a global online marketplace (redbubble.com) powered by over 600,000 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.