



Redbubble Group Diversity Policy

Scope

This Policy applies to all directors, executives, employees and contractors of Redbubble Group (RB Group).

Defining Diversity

Diversity refers to the identities and characteristics, visible and not visible, and ways of thinking that result in a person being recognised and valued as unique and individual.

These definitions include a person's protected characteristics, regularly defined as, but not limited to race, ethnicity, gender, age, disability, sexual orientation, marital status, parenting responsibilities, physical features, spoken languages, and political or religious beliefs and affiliations.

Context

RB Group has a deep-rooted and ambitious commitment to bring more creativity into the world, where art and design are universal and powerful languages of self-expression and identity.

We proudly celebrate diversity, and we remain committed to establishing and maintaining systems, practices and working behaviours that are fair and equitable.

The *RB Group Diversity Policy* demonstrates our continuing dedication to these ideals, and our commitment to building a workforce reflective of the communities that we serve, of which we are individually and collectively members.

The *RB Group Diversity Policy* is intended to provide clear direction to Redbubble and TeePublic management for the creation and implementation of Diversity policies and priorities for each business.

Priorities

Our ambition is to build an increasingly diverse and representative workforce. We will identify and invest in efforts which respond to under representation within our industry, appropriate to each of our operating locations.

As our business grows, we will continue to identify and invest in diversity initiatives that meet the needs of our diverse and ever-changing workforce and communities. As our workforce evolves, so will our commitments to meet their needs.



Policy

Our Commitments

- We will treat individuals with respect, and will not tolerate any form of discrimination, harassment, bullying, vilification or victimisation in the workplace.
- We will build and sustain an environment based on the principles of acceptance, inclusion and identity.
- We will empower our workforce to champion and respect differing identities, perspectives and voices.
- We will build upon our reputation as a fair and equitable employer, committed to equality of opportunity.
- We will identify priorities and focused programs, specific to each of our business units, to recruit, engage, retain and grow the careers of underrepresented groups.
- We will maintain company policies, practices, systems and processes, to ensure they remain fair and equitable, especially as they relate to talent acquisition, remuneration and rewards, performance assessment and promotions readiness.
- The executive leadership teams of Redbubble and TeePublic will report to the People and Nomination Committee regularly on their diversity policies, priorities and programs in support of the Policy

Diversity Objectives

We recommend that RB Group identify a series of specific, ambitious, but achievable Diversity Objectives.

RB Group Objectives, inclusive of ASX Obligations:

- Achieve and maintain 30% or greater representation of female directors and 30% or greater representation of male directors
- Achieve and maintain 40% or greater representation of females and 40% or greater representation of males in the senior leadership of RB Group (RB Group CEO+2 levels of management).
- RB Group has a real and continued commitment to increasing representation of persons who identify as non-binary in leadership positions across the RB Group.



Responsibility, Evaluation & Reporting

All employees of RB Group are responsible for maintaining an inclusive working environment, in their everyday work, actions and interactions.

The People and Nomination Committee (PNC), on behalf of the Board, will assess the achievement of all RB Group diversity commitments and objectives annually. The Board will ensure that appropriate disclosure is made in the Annual Report regarding Board diversity.

The PNC, will revisit the *RB Group Diversity Policy* following a future review of our business and people strategies, mission statement and leadership and behavioural standards. These will be embedded into the Policy, and appropriately reflected in our objectives.

The PNC will assess the achievement of all RB Group commitments and objectives annually. The Board will ensure that appropriate disclosure is made in the Annual Report regarding Board diversity.

The RB Group CEO, and direct reports to the RB Group CEO, will be accountable to delivering upon these commitments, and for the achievement of the specified objectives within each of their divisions and functions.

People & Culture will advise and report on our commitments and diversity objectives, in accordance with legislative requirements, including annual reporting to the Workplace Gender Equality Agency (AU Only), and ensure fair and merit-based practices that encourage diversity in the workplace, in all people systems and practices.

This Board approved this policy on 21 April 2021.