



REDBUBBLE RECEIVES FEDERAL COURT DECISION IN HELLS ANGELS CASE

Melbourne, Australia; 18 March 2019: On Friday, 15 March, the Federal Court of Australia delivered its decision in the copyright, trademark and consumer law proceedings brought in September 2015 by Hells Angels Motorcycle Corporation (Australia) Ltd (**Hells Angels**) against Redbubble Limited (ASX: RBL) (**Redbubble**). These proceedings were disclosed in Redbubble's prospectus at the time of listing on the ASX in 2016.

The Federal Court Judge found in Redbubble's favour and dismissed all of Hells Angels' claims in relation to the copyright and consumer law causes of action. The Judge made findings of technical trademark infringement, awarding nominal damages of \$5,000 whilst declining to award exemplary damages. Redbubble will consider its position in relation to a possible appeal once final orders have been made.

This is only the second Australian court case involving Redbubble. Neither case has resulted in a material financial or operational impact on Redbubble. The first case, the Federal Court decision of December 2017 in *The Pokemon Company International, Inc. v Redbubble Ltd*, is currently under appeal to the Full Federal Court.

Redbubble's Chief Legal Officer, Corina Davis, said:

"Since our founding in 2006, the Redbubble marketplace platform has provided over 800,000 independent artists with access to economic opportunity via an innovative model that supports user generated content (UGC). We have helped these artists earn over \$100 million to date.

In parallel, we have worked constructively with content owners to manage the challenges that UGC on the Internet creates, following the helpful guidelines of the US Digital Millennium Copyright Act. We have had very few instances of litigation in our history because we work to find pragmatic and low cost solutions for parties to collaborate together to address infringement. The outcome of this case demonstrates that collaboration is a better approach for all parties. Since the 2015 filing of this case, Redbubble's processes have become more sophisticated and this remains an area of investment.

Importantly, our relationships with rights holders have progressed to a point where we now are entering licensing partnerships to utilise the UGC of independent artists to create fan art that our mutual customers love."

For further information, please contact:

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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 800,000 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.