



REDBUBBLE LAUNCHES ANDROID APP FOR MOBILE

Melbourne, Australia; 6 November 2019: Redbubble Limited (ASX: RBL), which owns and operates Redbubble and TeePublic, the leading global marketplaces for independent artists, today announced the launch of its Redbubble Android app.

The Redbubble Android app provides a fast, personalised experience to Android users and will be publicly available to install from the [Google Play store](#).

Android is the number one platform for Redbubble's non-English customers on the web and Android represents over 40% of users in Redbubble's German, French and Spanish markets.

The launch of the Redbubble Android app builds upon the success of Redbubble's existing iOS app, which was launched in mid-2017 and now represents 12% of sales¹. Leveraging the success of the Redbubble iOS app, the Android app goes live with membership, recommendation, search and buy features, as well as the full product catalog. This lays the foundation to add other features from the iOS app, such as the explore experience, shipping notifications and more.

RB Group continues to invest in mobile powered growth and is leading the way for personalised and creative adventures in commerce.

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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 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.

¹ Based on 1Q FY2020 Redbubble Marketplace Revenue.