Appendix 3Y

Change of Director’s Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX’s property and may be made public.

Introduced 30/09/01  Amended 01/01/11

<table>
<thead>
<tr>
<th>Name of entity: REDBUBBLE LIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABN: 11 119 200 592</td>
</tr>
</tbody>
</table>

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

<table>
<thead>
<tr>
<th>Name of Director</th>
<th>Richard Cawsey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of last notice</td>
<td>4 July 2016</td>
</tr>
</tbody>
</table>

Part 1 - Change of director’s relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust.

Note: In the case of a company, interests which come within paragraph (i) of the definition of “notifiable interest of a director” should be disclosed in this part.

<table>
<thead>
<tr>
<th>Direct or indirect interest</th>
<th>Indirect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature of indirect interest (including registered holder)</td>
<td>Acquisition of 654,560 fully paid ordinary shares in Redbubble Ltd by Mr Cawsey’s controlled entity, Denali Capital Managers Pty Ltd (“Denali”), as a result of the exercise of 16,364 Warrants by Denali in respect of those 654,560 fully paid ordinary shares.</td>
</tr>
<tr>
<td>Date of change</td>
<td>12 September 2016</td>
</tr>
<tr>
<td>No. of securities held prior to change</td>
<td>Nil held by Denali (11,624,080 held by Mr Cawsey’s controlled entities)</td>
</tr>
<tr>
<td>Class</td>
<td>Ordinary shares in Redbubble Limited</td>
</tr>
<tr>
<td>Number acquired</td>
<td>654,560 ordinary shares acquired by Denali</td>
</tr>
<tr>
<td>Number disposed</td>
<td>Nil</td>
</tr>
</tbody>
</table>

+ See chapter 19 for defined terms.
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<table>
<thead>
<tr>
<th>Value/Consideration</th>
<th>$90,002 (being the aggregate exercise price for the Warrants held by Denali, at $5.50 per warrant)</th>
</tr>
</thead>
</table>
| No. of securities held after change | 654,560 ordinary shares held by Denali  
12,278,640 ordinary shares held by Mr Cawsey’s controlled entities |
| Nature of change | Acquisition of 654,560 fully paid ordinary shares in Redbubble Ltd by Denali, as a result of the exercise of 16,364 Warrants by Denali in respect of those 654,560 fully paid ordinary shares. |

Part 2 – Change of director’s interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of “notifiable interest of a director” should be disclosed in this part.

<table>
<thead>
<tr>
<th>Detail of contract</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature of interest</td>
<td>N/A</td>
</tr>
<tr>
<td>Name of registered holder (if issued securities)</td>
<td>N/A</td>
</tr>
<tr>
<td>Date of change</td>
<td>N/A</td>
</tr>
<tr>
<td>No. and class of securities to which interest related prior to change</td>
<td>N/A</td>
</tr>
<tr>
<td>Interest acquired</td>
<td>N/A</td>
</tr>
<tr>
<td>Interest disposed</td>
<td>N/A</td>
</tr>
<tr>
<td>Value/Consideration</td>
<td>N/A</td>
</tr>
<tr>
<td>Interest after change</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Part 3 – Closed period

| Were the interests in the securities or contracts detailed above traded during a closed period where prior written clearance was required? | No |
| If so, was prior written clearance provided to allow the trade to proceed during this period? | N/A |
| If prior written clearance was provided, on what date was this provided? | N/A |

+ See chapter 19 for defined terms.

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