Annual General Meeting : Management Presentation

October 26, 2016
Level 10/271 Collins St
AGENDA

1. Introduction
2. By the numbers
3. Operating highlights
4. Looking ahead
1 Introduction
Creating the world’s largest marketplace for Independent Artists

CUSTOMERS

438,000
(as at 30 June 2016)

2.2M
(full year FY16)

ARTISTS

2.2M
(full year FY16)

3rd PARTY FULFILLERS

14 FULFILLERS (22 locations), 60 PRODUCTS

CONTENT

10.2M
(as at 30 June 2016)

3rd PARTY FULFILLERS

14 FULFILLERS (22 locations), 60 PRODUCTS
The Redbubble mission

REDBUBBLE IS CREATING THE WORLD’S LARGEST MARKETPLACE FOR INDEPENDENT ARTISTS, BRINGING MORE CREATIVITY INTO THE WORLD
Continued improvement in key customer metrics

Consumers come to Redbubble to buy what they cannot get elsewhere

- **70%** (VS. 65% FY 2015)
  - Of sales from works that sold 50 times or less (Sep 2016)

- **58%**
  - Sales from works that are >6 months old (Sep 2016)

- **68** (VS. 67 APRIL 2016)
  - Net Promoter Score (Sep 2016)

- **62%** *
  - Under 35

- **57%** *
  - Female

- **38%** (VS. 34% 1H FY16)
  - Repeat purchase % of GTV Q1 FY2017
  - 78% Growth in Repeat GTV vs. FY2015

* Source: Data as per the May 2016 Prospectus
Some customer comments

- Every interaction I have with @redbubble is an example of customer service done well.  
  David via Twitter

- I can find one original product to the next. Which makes gift giving so easy and the people who I love feel very special.  
  I, love you Redbubble. 
  Susan via Delighted

- I bought this t-shirt for my grandson. He couldn’t believe that I found exactly what he was looking for! Thanks RedBubble!  
  You were the only place that had it! 
  Dana via Delighted

- Have designs for pretty much everything I can think of.  
  Tyler via Delighted

- It was just an awesome experience.  
  The products are beyond unique,  
  David via Delighted

- ... overflowing with wonderful and creative designs that offer so much for reasonable prices. I am a very happy repeat customer  
  Nichole via Delighted

- ... provides independent artists with a platform ...  
  The customer service, quality, and range of pieces is amazing too!  
  Coppelia via Delighted
And a word from the artists

I feel more of a personal connection to RB, than other similar websites to be honest. It’s the personal touch!
Kim, Netherlands

Holy moly, I sell my artwork on a lot of different sites, but my success on Redbubble is leaps and bounds ahead … the only one that let’s me set my royalty. Thank you for being the BEST at what you do.
Kelly, USA

Redbubble has been very good to me and is definitely the best website in its category. …easy to upload, the community is much more open and friendly and I’ve earned much more money through it than any other site..
Tom, Australia

RB has the best customer service, the best team and best everything on the market… and yes, the best user experience as well!
Dorottya, Hungary

I’ve really been enjoying some of the recent updates and additions to the site, from new products, to new tools that make getting my designs on said products …I think you guys do a great job keeping the artist experience smooth, pleasing
Val, USA

The transformation (of the English website ) into German was made really well.
Daniel, Germany
By the numbers
## FY2016 P&L Highlights

<table>
<thead>
<tr>
<th>P&amp;L</th>
<th>FY2015</th>
<th>FY 2016</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(A$M)</td>
<td>Full Year</td>
<td>Full Year</td>
</tr>
<tr>
<td>GTV</td>
<td>88.4</td>
<td>142.9</td>
<td></td>
</tr>
<tr>
<td>Revenue</td>
<td>71.1</td>
<td>114.6</td>
<td>61.2%</td>
</tr>
<tr>
<td>Cost of sales</td>
<td>(47.0)</td>
<td>(75.6)</td>
<td>(60.8%)</td>
</tr>
<tr>
<td>Gross profit</td>
<td>24.1</td>
<td>39.0</td>
<td>61.8%</td>
</tr>
<tr>
<td>Gross profit margin</td>
<td>33.9%</td>
<td>34.0%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Operating expenses</td>
<td>(30.1)</td>
<td>(47.2)</td>
<td>(57.2%)</td>
</tr>
<tr>
<td>Other income/costs</td>
<td>(0.6)</td>
<td>(0.5)</td>
<td>11.6%</td>
</tr>
<tr>
<td>EBITDA (loss)</td>
<td>(6.5)</td>
<td>(8.7)</td>
<td>(33.4%)</td>
</tr>
<tr>
<td>Depreciation &amp; amortisation</td>
<td>(2.0)</td>
<td>(4.0)</td>
<td>(97.8%)</td>
</tr>
<tr>
<td>Finance costs</td>
<td>(0.2)</td>
<td>(1.8)</td>
<td>(678%)</td>
</tr>
<tr>
<td>Income tax</td>
<td>2.5</td>
<td>(3.4)</td>
<td>(236%)</td>
</tr>
<tr>
<td>Loss after tax</td>
<td>(6.3)</td>
<td>(17.8)</td>
<td>(182%)</td>
</tr>
</tbody>
</table>

1. FY16 numbers exclude IPO costs of $2.0m to aid comparison
2. GTV, Cost of sales, Gross profit, Gross profit margin and EBITDA are non-IFRS measures that are presented to provide readers a better understanding of Redbubble’s financial performance. The non-IFRS measures are unaudited, however, they have been derived from the audited financial statements.

- FY2016 results met or exceeded IPO forecast at all levels
- FY2016 GTV driven by good progress across core growth initiatives
- FY2016 Gross profit grew in line with Revenue and margin maintained
- FY2016 Operating expenses growth rate lower than revenue growth rate, most noticeably in 2H
- FY2016 Operating expenses includes $7.7M paid marketing generating $12.3M Gross profit
- FY2016 Finance cost includes transaction costs on CRPS and Convertible Notes converted to equity on IPO
- FY2016 Tax charge despite loss due to de-recognition of brought forward deferred tax assets
# 1Q FY2017 P&L Highlights

Strong revenue growth up 33.6% (constant currency)………operating leverage delivering 42.4% EBITDA improvement

<table>
<thead>
<tr>
<th>P&amp;L</th>
<th>Q1 FY16</th>
<th>Q1 FY17</th>
<th>Q1 FY17 v Q1 FY16</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A$M)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GTV</td>
<td>28.7</td>
<td>36.1</td>
<td>25.7%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue</td>
<td>23.0</td>
<td>28.9</td>
<td>25.6%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of Sales</td>
<td>(15.3)</td>
<td>(18.4)</td>
<td>20.4%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gross Profit</td>
<td>7.7</td>
<td>10.5</td>
<td>35.8%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GP Margin</td>
<td>33.7%</td>
<td>36.4%</td>
<td>8.1%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>(10.9)</td>
<td>(12.7)</td>
<td>16.6%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Income/Costs</td>
<td>(0.1)</td>
<td>(0.2)</td>
<td>18.8%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EBITDA (loss)</td>
<td>(3.3)</td>
<td>(2.3)</td>
<td>28.6%</td>
</tr>
</tbody>
</table>

- Revenue and GP growing considerably faster than operating expenses

---

1. Constant currency numbers are derived by taking the original currency value and converting it at the same exchange rate used for the comparison period.

Source: Redbubble internal unaudited management accounts
Strong growth in key measures FY2016 vs FY2015

<table>
<thead>
<tr>
<th></th>
<th>FY2015</th>
<th>FY2016</th>
<th>YOY growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>103.1M</td>
<td>147.8M</td>
<td>43%</td>
</tr>
<tr>
<td>Conversion rate(^1)</td>
<td>1.75%</td>
<td>1.87%</td>
<td>7%</td>
</tr>
<tr>
<td>AOV(^2)</td>
<td>$49.6</td>
<td>$52.6</td>
<td>6%</td>
</tr>
<tr>
<td>Customers</td>
<td>1.44M</td>
<td>2.20M</td>
<td>53%</td>
</tr>
<tr>
<td>Selling Artists</td>
<td>95,500</td>
<td>154,300</td>
<td>62%</td>
</tr>
</tbody>
</table>

- Continued work on Search Engine Optimisation and paid marketing effectiveness
- Customer and Selling Artist numbers both grow in line with delivery of growth initiatives
- Driven by cart and mobile user experience improvements

1. Conversion rate is the percentage of visits to the site that result in a purchase being made
2. AOV: Average Order Value (Order sales / Order count)

Source: Redbubble internal data
Continued strong QoQ growth delivering to Prospectus FY17 forecast

<table>
<thead>
<tr>
<th></th>
<th>Q1 FY2016</th>
<th>Q4 FY2016</th>
<th>Q1 FY2017</th>
<th>YoY growth</th>
<th>QoQ growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>33.9M</td>
<td>36.7M</td>
<td>42.0M</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>Conversion rate¹</td>
<td>1.62%</td>
<td>1.72%</td>
<td>1.81%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>AOV²</td>
<td>$53.2</td>
<td>$52.3</td>
<td>$48.4</td>
<td>-9%</td>
<td>-7%</td>
</tr>
<tr>
<td>Customers</td>
<td>481,000</td>
<td>551,000</td>
<td>667,000</td>
<td>39%</td>
<td>21%</td>
</tr>
<tr>
<td>Selling Artists</td>
<td>72,000</td>
<td>97,800</td>
<td>109,700</td>
<td>52%</td>
<td>12%</td>
</tr>
</tbody>
</table>

1. Conversion rate is the percentage of visits to the site that result in a purchase being made
2. AOV: Average Order Value (Order sales / Order count)
3. YoY shows growth between the current and prior years corresponding quarter
4. QoQ shows growth between the last two calendar quarters

Source: Redbubble internal unaudited management accounts

- Decline in AOV due to FX impact and a shift in product mix, in particular an increase in Stickers
## Balance sheet summary

<table>
<thead>
<tr>
<th></th>
<th>FY2015</th>
<th>FY 2016</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A$M)</td>
<td>Full Year</td>
<td>Full Year</td>
<td>%</td>
</tr>
<tr>
<td>Total current assets</td>
<td>15.5</td>
<td>44.2</td>
<td>186%</td>
</tr>
<tr>
<td>Total non-current assets</td>
<td>11.7</td>
<td>11.4</td>
<td>(2.4%)</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>27.2</td>
<td>55.6</td>
<td>105%</td>
</tr>
<tr>
<td>Total current liabilities</td>
<td>12.7</td>
<td>16.6</td>
<td>30.5%</td>
</tr>
<tr>
<td>Total non-current liabilities</td>
<td>15.2</td>
<td>0.1</td>
<td>(99.6%)</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>27.9</td>
<td>16.7</td>
<td>(40.3%)</td>
</tr>
<tr>
<td>Net assets</td>
<td>(0.8)</td>
<td>39.0</td>
<td>5,221%</td>
</tr>
<tr>
<td>Contributed equity</td>
<td>9.5</td>
<td>67.9</td>
<td>607%</td>
</tr>
<tr>
<td>Other equity</td>
<td>1.1</td>
<td>2.3</td>
<td>114%</td>
</tr>
<tr>
<td>Accumulated losses</td>
<td>(11.4)</td>
<td>(31.2)</td>
<td>(178%)</td>
</tr>
<tr>
<td><strong>Total equity</strong></td>
<td>(0.8)</td>
<td><strong>39.0</strong></td>
<td>5,221%</td>
</tr>
</tbody>
</table>

- Balance sheet in a strong position due to IPO share capital raise of $30.0M and Pre-IPO convertible notes of $12.3M (gross of costs)
- Current liabilities includes trade payables of $13.1M (FY15: $10.3M) and Unearned income $2.4M (FY15: $1.7M). Unearned income represents sales made for which shipment has not occurred at balance date
- Redbubble has no debt.
Strong sales growth despite FX headwinds in Q1 FY17
Following FX tailwinds in 1H FY16

GTV ($M) by Year & Quarter since 2009

FY2016 GTV split by region
(no significant change on 2015)
65% Americas
27% Europe
7% Oceania
1% ROW

Source: Redbubble internal data
FY16 Cash spend had significant focus on growth investment for the future

36% of cash spend focused on investing for future revenue growth

Allocation of opex cash spend\(^{(1)}\) vs. gross profit (FY2016 $M)

- Total Opex cash spend FY16: $53.4
- Capitalised Growth investment: $6.1
- Non-Capitalised Growth investment: $13.1
- Paid marketing: $7.7
- Consequence of growth (1): $6.6
- Residual opex spend: $19.9
- Gross Profit: $39.0

\(^{(1)}\) Opex cash spend includes capitalized costs

\(^{(2)}\) Consequence of growth is variable cost incurred in delivery FY16 revenue growth (e.g., additional customer support)
3 Operating highlights
Strategic initiatives reinforce the marketplace dynamics
## Strategic initiative highlights for 2H FY16 and Q1 FY17

<table>
<thead>
<tr>
<th>Mobile &amp; Customer Experience</th>
<th>Products &amp; Supply Chain</th>
<th>Artists &amp; Content</th>
<th>New Geographies</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Range of improvements to search algorithm/user experience</td>
<td>- 8 new physical products</td>
<td>- Content management activities with IP owners</td>
<td>- Launched German (March), French (June) and Spanish (July) sites</td>
</tr>
<tr>
<td>- New, more targeted feeds into Google Shopping</td>
<td>- 3 new fulfillment partners in US (2) and Australia (1)</td>
<td>- Updated artist profiles and lower payment thresholds</td>
<td>- Transitioned IT platform to scalable cloud infrastructure at lower cost</td>
</tr>
<tr>
<td>- New homepage design with branding, collections, artists, products</td>
<td>- 63 product/location combinations shifted to reduce shipping times</td>
<td>- Negotiated savings in fulfillment and shipping</td>
<td>- Reduced cost of customer support through outsourcing</td>
</tr>
<tr>
<td>- Redesigned mobile-focused checkout and new payment gateway</td>
<td></td>
<td>- Reduced cost of customer support through outsourcing</td>
<td></td>
</tr>
<tr>
<td>- Added localized delivery date information</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Targeted email capability</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Newly branded homepage experience

Clear brand value prop

Themed Collections to aid browsing

Featuring Artist portfolios

Product focused curated feed
Mobile friendly Cart + Checkout

Better User Experience features

Shipping Method with Delivery Dates

- Shipping to United States
  Delivered to your door 27th July
  Price includes standard shipping (A$2.70)

  CHECKOUT A$6.66

  OR

  Get it sooner 26th July
  Price includes express shipping (A$12.93)

Stripe for Credit Cards

One page cart and checkout
Eight products launched Jan-Sept 2016

- iPhone Wallet
- Classic Tee
- Chiffon Top
- Contrast Tank
- A-line Dress
- Triblend Tee
- Graphic Tee Dress
- Wall Tapestries
Growth activities with near term delivery

| Mobile & Customer Experience | - Search algorithm updates  
| | - User experience enhancements  
| | - Facebook ad product upgrade  
| | - Mobile iOS app (beta version)  
| | - Website speed improvements  

| Products & Supply Chain | - 3 new physical products before Christmas focused on gift giving  
| | - Digital stickers apps for iMessage (pilot launched)  
| | - Localised apparel fulfillment in Canada  

| Artists & Content | - Improve Artist portfolio space and social interaction  

| New Geographies | - German, French and Spanish language artist acquisition  
| | - Local marketing including selective rollout of Google Shopping  


Looking Ahead
Redbubble has enjoyed exceptional growth and is scaling profitability on the back of strong fundamentals.

### Massive Global Market
Redbubble is part of a massive fast growing global market (online apparel, accessories, stationary and home wares). Redbubble estimates these markets at US $22b. RB’s current market share is negligible.

### High Entry Barriers
The Redbubble marketplace attracts more artists and customers in a reinforcing cycle that is difficult for new entrants to compete against and further extends market leadership.

### Scaleable Business Model
As the marketplace, Redbubble does not generate the content or undertake fulfillment. This provides for a strong cash cycle as demonstrated by scaling to $100M in revenue in 2014 with just $8.7M in external capital.

### Low Customer Acquisition Costs
The marketplace provides low customer acquisition costs from both free and paid sources. The diverse, growing and enduring content library attracts customers cost effectively via search, social and repeat customers.

### Riding Shift in Consumer Tastes
Redbubble has strong structural tailwinds from consumers preferences moving towards the more personal, creative and individually relevant and away from the mass produced and mass marketed.

### Multiple Growth Accelerants
Existing capabilities provide multiple means to drive growth including: new products, new geographies, user experience improvements and remarketing to drive repeat customers.
Disclaimer

The material herein is a presentation of non-specific background information about the Company’s current activities. It is information given in summary form and does not purport to be complete. Investors or potential investors should seek their own independent advice. This material is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of a particular investor. These should be considered when deciding if a particular investment is appropriate.