



REDBUBBLE CELEBRATES 11TH BIRTHDAY AND ARTISTS' EARNINGS OF MORE THAN \$100 MILLION

Melbourne, Australia; 01 February 2018: Redbubble Limited (ASX: RBL), the leading global marketplace and community for independent artists, celebrates its 11th anniversary by reaching a significant milestone. Since the business started, artists who sell artwork through the platform have earned an aggregate of more than \$100 million.

“I am tremendously proud of the contribution that Redbubble has made to artists’ earnings globally,” said Redbubble CEO Martin Hosking. “11 years ago we started with the mission of helping independent artists. Clearly this mission is now being realized establishing Redbubble as one of the most successful global marketplaces and among the leading tech companies to have come from Australia.” He went on to note. “It has only been possible because of global reach and the sharing economy enabled by the Internet.”

For over a decade, Redbubble has been providing a platform for independent artists to sell their designs on over 60 high quality products such as T-shirts, stickers, bags, pillows, wall art, and more. With over 600,000 artists from 148 countries, the company has prided itself in helping creatives find an outlet for their endeavors, connect with customers across the world, while giving them an opportunity to financially benefit from their work.





Thousands of artists using the Redbubble marketplace are based in Australia. And while Hosking is thrilled that those artists have contributed to a global economy, he feels the country could do more to aide creative businesses. “While professing support for innovation Australian governments have failed to undertake the necessary reforms to support the digital economy and the Australian companies and artists who benefit from it,” he said. “Of particular concern has been the failure of successive Australian governments to advance the needed Intellectual Property reforms -- reforms already adopted by every other country in the OECD.”



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About Redbubble

Founded in 2006, Redbubble is a global online marketplace (redbubble.com) powered by over 600,000 independent artists. Redbubble’s community of passionate creatives sell unique designs on over 60 high-quality, everyday products such as apparel, stationery, housewares, bags, wall art and more. Through the Redbubble marketplace 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.