



REDBUBBLE LIMITED - RISK MANAGEMENT POLICY

1. INTRODUCTION

Redbubble seeks to take and manage risk in ways that will generate and protect shareholder value. For Redbubble the management of risk is a continual process and in integral part of the management and corporate governance of the business.

Redbubble acknowledges that it has an obligation to shareholders, customers, employees, creatives and contractors to implement a risk management framework that reflects Redbubble's risk appetite, thus contributing to the achievement of its strategic objectives.

Redbubble is committed to ensuring that a consistent and integrated approach to managing risk is established at all levels and is embedded in Redbubble's processes and culture.

2. RISK MANAGEMENT PROCESS

Risk Appetite

Redbubble has a risk appetite the objective of which is to foster a culture of innovation. Redbubble is aware that an overly cautious approach to risk management may have a harmful impact on the achievement of strategic and operational objectives. For this reason, the Board encourages prudent risk taking by Redbubble staff that balances the risks of action versus inaction and subject always to applicable Redbubble policies.

Governance

The Board is ultimately responsible for ensuring risk management processes have been established and are operating effectively. The Audit Risk Committee, through its Charter, is responsible for overseeing Redbubble's ongoing risk management program framework and any key supporting policies and procedures. The CEO and the Senior Leadership Team are responsible for managing and embedding risk management practices throughout Redbubble.

Framework for Managing Risk

Redbubble has adopted a risk management strategy that aims to identify and minimize the potential for loss while also maximizing strategic opportunities for growth and enhanced service delivery and profitability.



Redbubble's Risk Framework is based on the principles contained in AS/NZ ISO 31000:2009 Risk Management Principles:

- a. Identifying and analysing the main risks facing Redbubble.
- b. Evaluating those risks – making judgments about whether they are acceptable or not.
- c. Implementing and Documenting appropriately designed control systems to manage these risks.
- d. Treating unacceptable risks – formulating responses following the identification of unacceptable risks, including action plans to reduce the probability or consequences of an event occurring.
- e. Ongoing monitoring, communication, and review.

The Risk Framework outlines the responsibilities for risk management at all levels in the organization from the Board delegation to individual staff members. The Framework also supports these responsibilities by defining a risk reporting structure, expectations and the resources and tools required.

The risk management process outlined in the Framework includes risk assessment methodology with identification, analysis, evaluation and treatment in Redbubble's key risk areas.

Policy Communication

This Board adopted this policy on 24 February 2016 and amended it on 23 February 2017.

This policy is available at shareholders.redbubble.com and the key features are published in the Redbubble Annual Report.

This policy may be amended by resolution of the Board. The Audit and Risk Committee will review this policy at least annually and, if considered appropriate, will make recommendations to the Board in relation to amendments.