



27 March 2023

Martin Hosking appointed CEO of Redbubble Group

Redbubble Limited (ASX:RBL) and its subsidiaries (the Group) announces the appointment of Martin Hosking as Chief Executive Officer (CEO) and Managing Director (MD) effective today following the resignation of Michael Ilczynski.

Martin is Redbubble's co-founder, largest shareholder and former CEO. He is a current Director and previously acted as interim CEO prior to the recruitment of Michael Ilczynski.

Michael has resigned to pursue an opportunity in a non-competitive space, and to manage a personal matter. He will be available to provide assistance to Martin until 30 June 2023 to ensure a smooth handover of executive responsibilities.

Anne Ward, the Group's Chair said, "On behalf of the Board and the entire Redbubble Group, I would like to thank Michael for his significant contribution to Redbubble over the last two years. Michael joined the Group during the COVID-19 pandemic and has provided valuable leadership through a turbulent period. He has recruited an impressive team and the Group is well placed to deliver on its strategic plan."

Michael Ilczynski said, "The last two years have been both rewarding and challenging and I am grateful to have had the opportunity to lead the Redbubble Group during this time. While I am disappointed that the Group has not returned to growth under my leadership, I am proud of the progress we have made towards achieving our strategic objectives. I believe the Group is positioned for success, with highly-capable executive teams across both marketplaces, and a clear focus. I remain excited about the Group's future and look forward to seeing it achieve its tremendous potential."

Commenting on the appointment of Martin Hosking, Anne Ward said, "The Board has determined that Martin is best placed to take over as CEO. Martin has previously proven himself an effective leader of the Redbubble Group. As a co-founder, he has unparalleled knowledge of the Group and its operating environment and can immediately fulfill the requirements of the role. We are in the fortunate position that he is able to commit to this role for the long term. His compensation package will reflect this commitment."

Martin Hosking said, "I want to personally thank Michael for all he has contributed to the Redbubble Group. He took over during a challenging time and has laid the foundation for the future success of the Group. I am grateful that Michael has agreed to provide assistance to me to ensure a smooth transition.

"The executive teams at both marketplaces, Redbubble and TeePublic, are well established and have a clear strategy. We remain focused on the Group's aim of returning to cash-flow positive by the end of



the calendar year. Delivering this objective will require tight cost control alongside targeted investment in those areas which have the potential to deliver a financial benefit in the very near term.”

The material terms of Martin’s appointment will be announced once they are finalized and the parties have entered into an employment agreement.

Conference call

Anne Ward and Martin Hosking will host a market briefing at 10.00am (AEDT) Monday 27 March 2023 | 4.00pm (PDT) and 7.00pm (EDT) on Sunday 26 March 2023.

Please register for the call via the following link:

<https://s1.c-conf.com/diamondpass/10029838-4ndha1.html>

This announcement was authorized for lodgment by the Redbubble Limited Board.

For further information, please contact:

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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, Redbubble.com and TeePublic.com. 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 the artists’ 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.

Forward-looking Statements

This announcement includes certain forward-looking statements that are based on information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward-looking statements. Such forward-looking statements are not guarantees of future



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