



# Investor Presentation

## FY2021 1H Trading Update

16 February 2021

Redbubble Group owns and operates the leading global online marketplaces, [Redbubble.com](https://www.redbubble.com) and [TeePublic.com](https://www.teepublic.com), bringing more creativity into the world.

The financial results have been subject to audit review (unless stated otherwise) and are on a delivered basis. Accompanying strategic and operational metrics are from internal management reports and have not been subject to audit review.

# Record 1H Results

Marketplace Revenue

**\$353m**

↑ 96% floating  
↑ 105% cc<sup>1</sup>

Gross Profit

**\$144m**

↑ 118% floating  
↑ 127% cc

EBIT

**\$42m**

↑ \$44m

Cash Balance

**\$130m**

↑ \$72m



Source: RB internal data.  
All numbers are on a delivered basis. Refer to the accompanying ASX release for paid equivalent.  
1. Constant currency basis.



Two Comets  
by Pikaole

Creating the  
world's largest  
marketplace for  
independent  
artists

## Redbubble Group offers a compelling investment opportunity

### 1. **Emerging winner in rapidly shifting landscape**

With ecommerce accelerating, the combination of on-demand technology and user-generated content has enabled rapid scaling

### 2. **Industry-leading marketplaces with strengthening flywheel effects**

Virtuous cycle of a growing community of artists fuelling strong demand for unique content

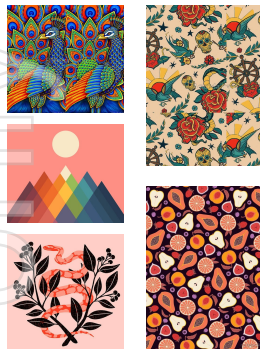
### 3. **The on-demand business model is scalable, diversified and resilient**

Global network of 3P localised fulfilment

### 4. **Commitment to invest to continue to generate strong growth**

Four-fold sales growth since IPO in 2016, with margin upside, operating leverage, and positive cash flows

# Core strategic assets drive flywheel effects across Redbubble and TeePublic marketplaces



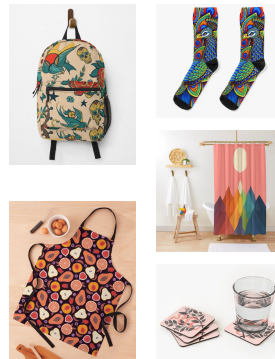
**Artists & Content**

Discovery

**Loyal Customers**

Service

**Fulfilment & Operations**



**Leading Print-On-Demand marketplaces for independent artists**

572,000 selling artists on RB marketplaces (↑76% YoY)

**Aggregated, growing demand**

6.2 million customers (↑69% YoY)  
bought from RB marketplaces  
spending \$442m GTV (↑90% YoY)

**Scalable on-demand global 3rd party fulfilment**

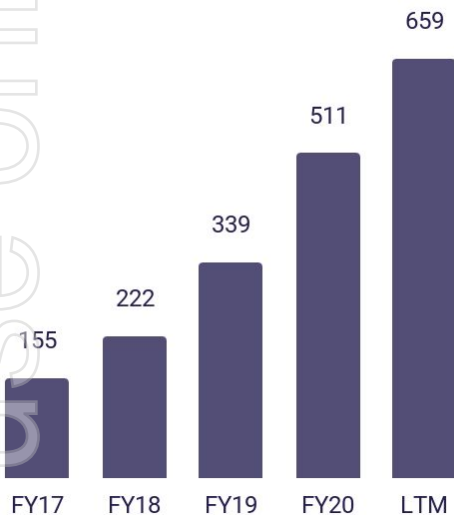
41 fulfilment locations across global network



# ~572,000 artists made sales across both marketplaces in 1H FY21

## Selling artists

('000, FY17 - 1H FY21)

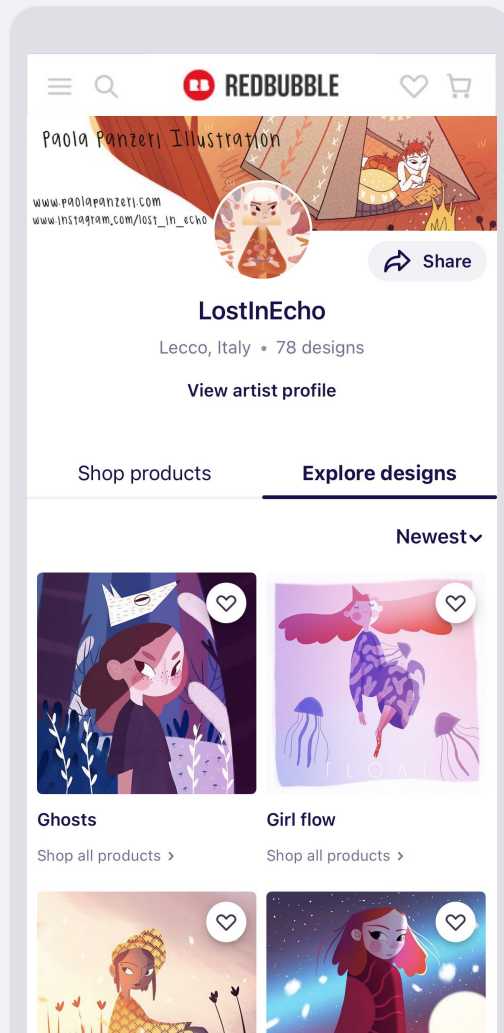


# \$65m

paid to artists in 1H FY21  
(up 95% YoY)

From an artist:

I'm on Redbubble every day. For someone who never dreamed of doing anything creative, it was a wonderful way into the industry. It's easy to use, intuitive - I can jump right in without having done anything like that before. I love it, and I've recommended it



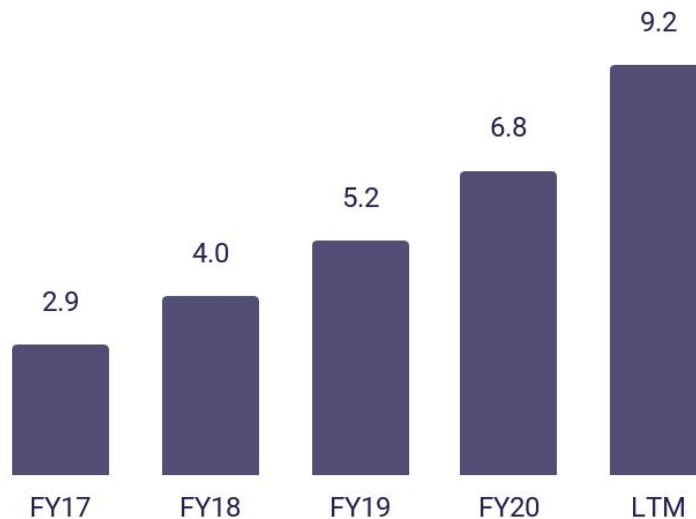
# Customer growth continued to accelerate through 1H FY21

6.2m unique customers in 1H with growth of 69% YoY

Marketing spend low at 12.5% of MPR:

- Marketplace / e-commerce peers spend 9-26% of revenue<sup>1</sup>
- TeePublic expanding efficiently into paid marketing

**Unique customers**  
(m, FY17 - 1H FY21)



Source: RB internal data.

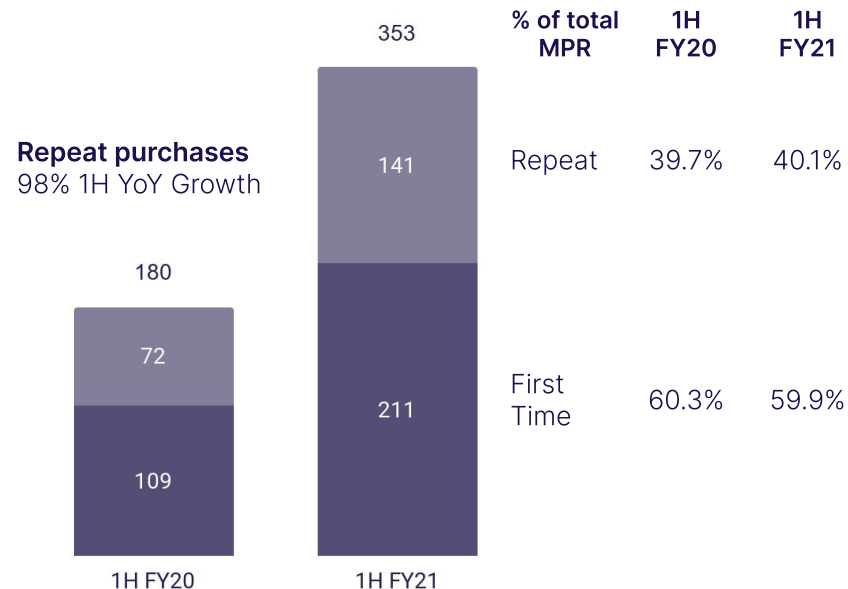
<sup>1</sup>. Based on marketing / advertising spend as % of Marketplace Revenue or equivalent in the last reported period from publicly available information.

# Loyalty remains an area of opportunity with focus on building a global brand

Repeat purchasing remained strong, growing 98% YoY in line with overall growth rates

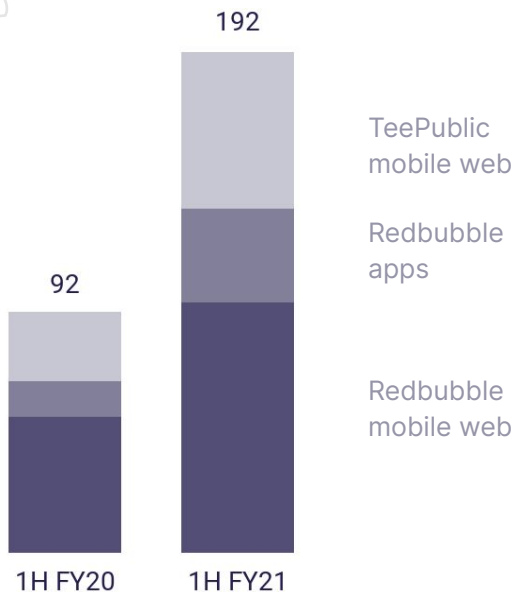
The split of revenue from first time purchasers vs repeat customers has remained consistent

**Marketplace Revenue by purchase type**  
(A\$m, 1H FY20 - 1H FY21)



# Sales through apps are growing rapidly, attracting loyal users

Marketplace Revenue from Mobile,  
(A\$m, 1H FY20 - 1H FY21)

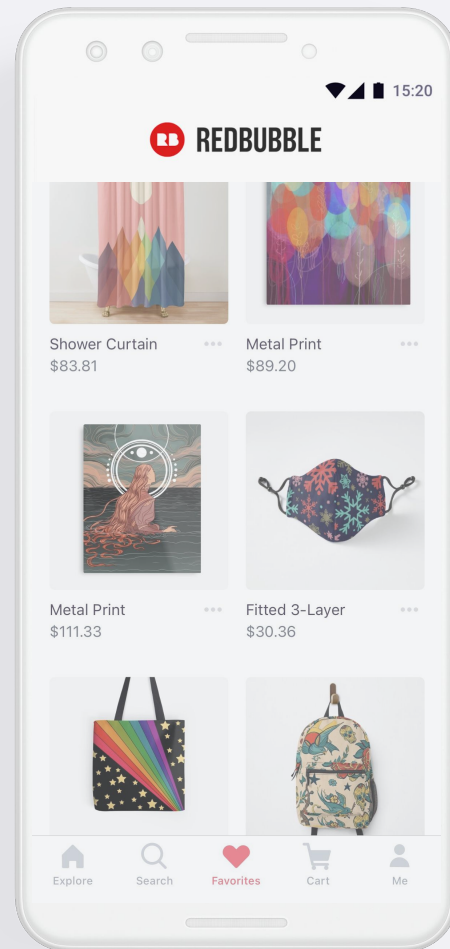


## 14%

**Redbubble Marketplace Revenue through apps in 1H FY21**  
(up 163% YoY)

From an app user:

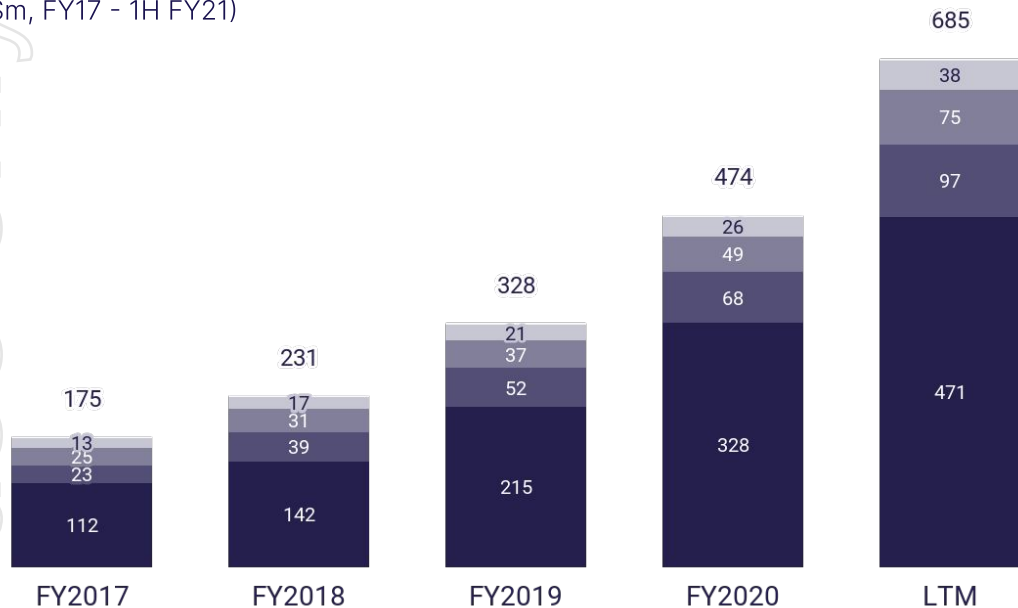
I'm constantly on the hunt for something personal yet unique for gift giving to loved ones, friends and family. The possibilities are endless with Redbubble. Interests, hobbies, books, colours, charities, food... you name it, you'll get something at Redbubble.





# Growth continued to be strong across all major geographies

Gross Transaction Value by Region  
(A\$m, FY17 - 1H FY21)

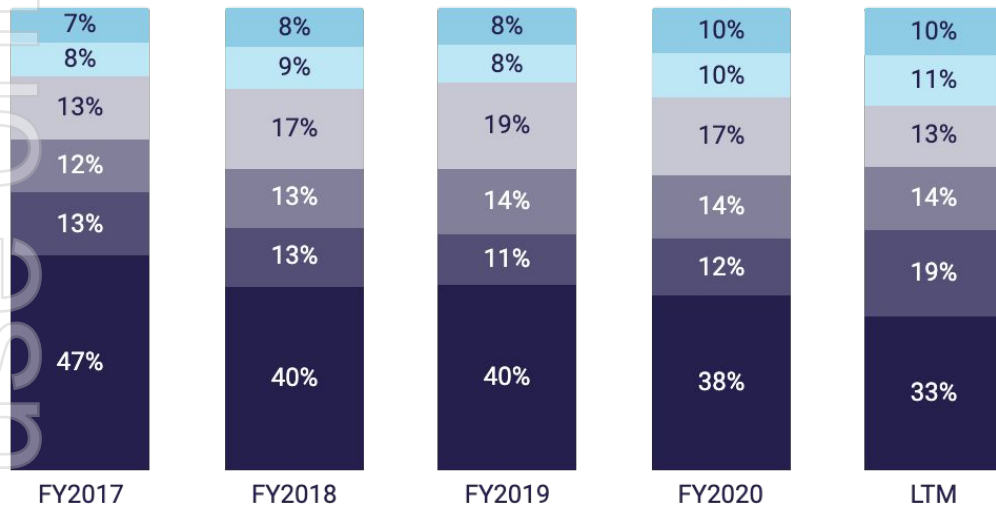


Region	% total business	LTM growth YoY	1H FY21 growth YoY
ROW	1%	35%	52%
AU/NZ	6%	73%	92%
UK	11%	91%	105%
EU	14%	67%	86%
North America	69%	84%	89%

# Increasingly diverse physical product offering is a strength

## Product contribution

(% of Marketplace Revenue, FY17 - 1H FY21)



Category	LTM YoY	1H FY21 YoY
Artwork	117%	116%
Homewares	124%	123%
Stationery and Stickers	33%	34%
Other Apparel	63%	72%
Accessories	255%	358%
T-shirts	44%	52%

# FY2021 1H Income Statement Summary

P&L (A\$M)	2Q		YOY (2Q FY21 v 2Q FY20)	1H		YOY (1H FY21 v 1H FY20)
	FY20	FY21	Growth	FY20	FY21	Growth
Total Revenue	131.4	241.8	84%	213.5	417.6	96%
Less: Artist Revenue	(19.6)	(36.5)	86%	(33.3)	(64.8)	95%
Marketplace (MP) Revenue	111.7	205.3	84%	180.2	352.8	96%
Gross Profit	40.2	79.5	97%	66.1	144.0	118%
GP % (on MP Revenue)	36.0%	38.7%	2.7pp	36.7%	40.8%	4.1pp
Paid Acquisition (Marketing)	(13.3)	(29.1)	119%	(19.9)	(44.2)	122%
GPAPA (Gross Profit after Paid Acquisition)	26.9	50.4	87%	46.3	99.8	116%
GPAPA % (on MP Revenue)	24.1%	24.5%	0.4pp	25.7%	28.3%	2.6pp
Operating Expenses	(19.8)	(23.6)	19%	(36.2)	(44.6)	23%
Other Income/Expenses <sup>1</sup>	(4.2)	(3.7)	(14%)	(5.8)	(6.4)	10%
EBITDA	2.9	23.1	702%	4.3	48.8	1028%
Depreciation & Amortisation <sup>2</sup>	(3.3)	(3.4)	3%	(6.3)	(7.0)	11%
EBIT	(0.4)	19.7	4978%	(1.9)	41.8	2270%

All numbers are on a delivered basis. Refer to the accompanying ASX release for paid equivalent.

1. Includes non-cash share-based payments and currency gains/losses.

2. Includes lease expenses (per AASB 16)

# 2021 is a year of opportunity for Redbubble Group

Redbubble is positioned to build on a decade of momentum and aggressively pursue the global opportunity presented by the shift to online activity and increasing adoption of ecommerce platforms.

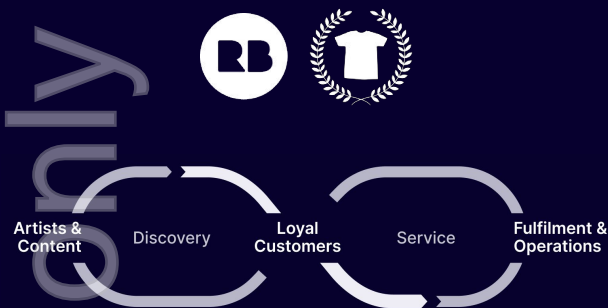
Work in 2021 will focus on:

- Artist activation and retention at Group level**

- User acquisition and transaction optimisation**

- Customer understanding, loyalty and brand building**

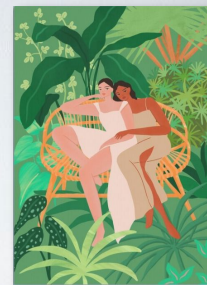
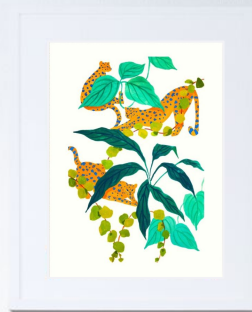
- Further physical product and fulfilment network expansion**



# Glossary

- **Marketplace Revenue:** Total Revenue less Artist Revenue (i.e. margin)
- **Gross Transaction Value (GTV):** Gross Transaction Value less Taxes and Artist Revenue is equal to Marketplace Revenue
- **GPAPA:** Gross Profits After Paid Acquisition
- **Constant currency:** reflects the underlying growth before translation to Australian dollars for reporting purposes. Redbubble sources about 93% of its Marketplace Revenue in currencies other than Australian dollars. TeePublic sources about 91% of its Marketplace Revenue in US dollars
- **Selling artists:** currently active artists (i.e. not suspended or deleted) who sold a currently published work during the period; does not account for overlaps between Redbubble and TeePublic
- **Unique customers:** defined as an unique email address; does not account for overlaps between Redbubble and TeePublic
- **Repeat purchases:** based on Repeat Marketplace Revenue earned from purchases made by customers who have previously purchased, regardless of the date of their initial purchase
- **Redbubble Marketplace Revenue:** Marketplace Revenue sourced from the Redbubble marketplace only. Excludes TeePublic.

## Q&A



Leopards Playing among Plants,  
Communication, Jungle Sisters  
by **SunLee Art**



## 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 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.

## Disclaimer

The information in this investor update is 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.

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