

29 April 2022

ASX and Media Release

Q3 FY22 Activities Report and Appendix 4C¹

RECORD SALES MOMENTUM CONTINUES IN 3RD QUARTER

Q3 FY22 Highlights:

- Record Q3 Gross Sales² of \$60.4 million, up 35.2% on pcp
- Gross Sales of \$213.0 million for the 9 months to 31 March 2022, up 24.2% on pcp
- Record Active Customers³ up 15.4% on pcp to 1,019,698
- Revenue up 92% on pcp to \$16.0 million; driven by growth in Gross Sales and growing contribution from In-Stock range
- Continued growth in transactions from returning customers, accounting for 61.8% of all transactions (Q3 FY21: 56.1%)
- In-stock Gross Sales up 307.0% on pcp, growing strongly to \$9.1 million (Q3 FY21: \$2.2 million)
- Launched new marketplace, Amazed.com – a global marketplace of activities and experiences built for locals

Outlook:

- Strong start to Q4 FY22 with Gross Sales for April MTD⁴, up 20.7% on pcp
- Reaffirmed FY22 Gross Sales guidance of \$270 million
- MyDeal is targeting \$500 million Gross Sales and positive EBITDA by FY25

Leading online retail marketplace for home and lifestyle products, MyDeal.com.au Limited (ASX: MYD, 'MyDeal' or the 'Company'), is pleased to provide an update on its activities for the quarter ended 31 March 2022 ("Q2 FY22").

Commenting on the results, MyDeal CEO, Sean Senvirtne said:

"I'm pleased to report that once again, MyDeal has delivered strong quarterly growth, with Gross Sales of over \$60 million, up over 35% on the prior year. MyDeal continues to perform against the market trend and this positive and sustained growth momentum positions us well to achieve our FY22 Gross Sales guidance of \$270 million.

"We also continued to see strong customer advocacy for MyDeal, with Active Customer growth of over 15%, up to a record 1,019,698 customers. Returning customers continue to grow, now accounting for 61.8% of all transactions, which is testament to our continued focus on user experience and personalisation across platforms including the MyDeal app, as well as the attractiveness of our In-stock range which continues to show strong growth momentum.

¹ All numbers quoted are unaudited

² "Gross Sales" or "Gross Transaction Value" ("GTV") is a non-IFRS metric that represents the total value (unaudited) of transactions processed by MyDeal (including marketplace and in-stock), on a cash basis, before deducting refunds, chargebacks, discounts and coupons, but after deducting GST.

³ "Active Customers" are customers who have bought products through the MyDeal platform during the last 12 months.

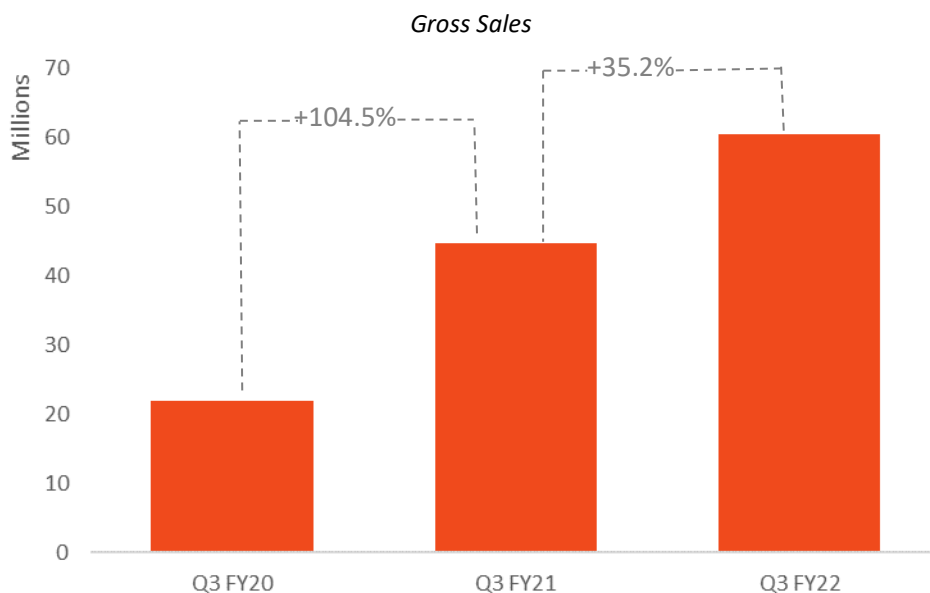
⁴ As at 26 April 2022

“Revenue grew to \$16 million, up a staggering 92% on the previous corresponding period, which was primarily driven by growth in Gross Sales and our In-Stock range. In-Stock, which includes Private Label and 3rd Party Brands, is a key pillar of MyDeal’s growth strategy and represents a major growth opportunity for us to further grow sales and margins. This quarter our In-stock range delivered gross sales of \$9.1 million, a 307% increase on prior year.

“A key ambition of ours has been to leverage our proprietary technology to launch new marketplaces. A significant milestone this quarter was the launch of our new marketplace, Amazed.com which targets the \$145 billion global experiences and activities market. We believe that we will be able to quickly scale this new business by leveraging our existing marketing and customer acquisition capability to drive additional revenue for the Company.”

Q3 FY22 Performance: continued growth in all key metrics

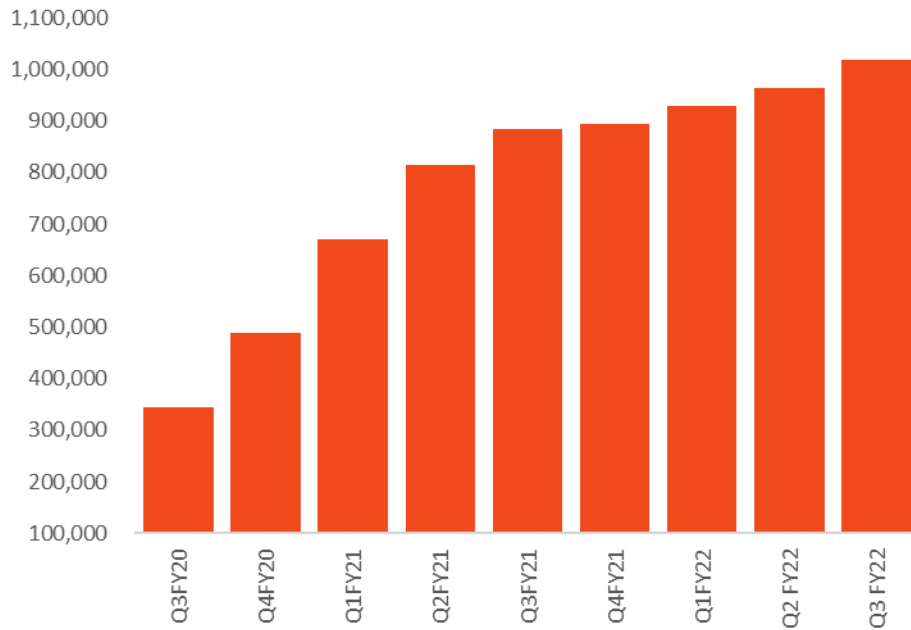
MyDeal achieved Gross Sales of \$60.4 million for Q3 FY22, delivering 35.2% growth over Q3 FY21.



YTD Gross Sales for the nine months ended 31 March 2022 were \$213.0 million, up 24.2% on pcp, and position MyDeal strongly to achieve its FY22 Gross Sales guidance of \$270 million.

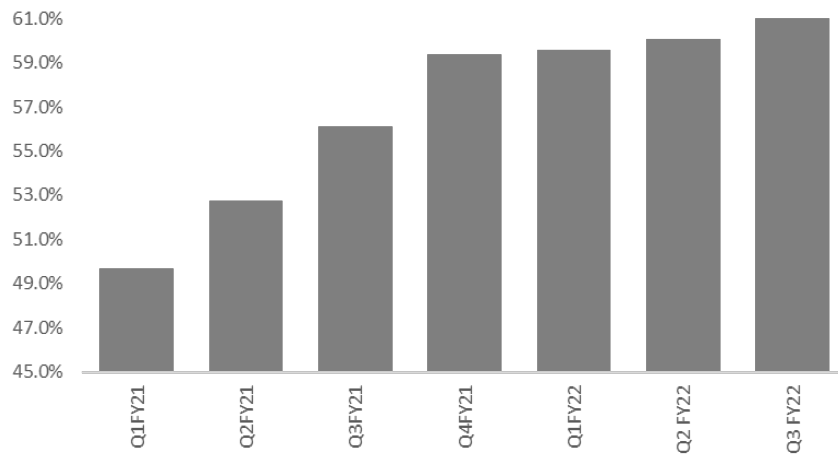
Active customers reached a new record level of 1,019,698 as at 31 March 2022, up from 883,397 as at 31 March 2021, reflecting the continued strong performance across customer acquisition and retention.

Active Customers

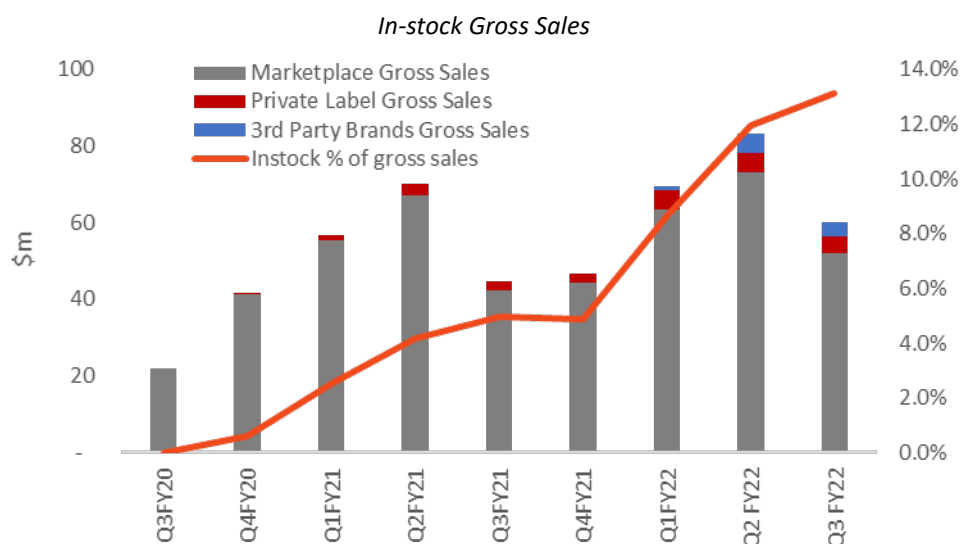


The MyDeal platform continues to perform exceptionally well in terms of repeat purchases, with 61.8% of all transactions coming from returning customers in Q3 FY22, up materially from 56.1% in Q3 FY21. These results are being driven by MyDeal's personalisation and customer lifecycle marketing, and a greater uptake of MyDeal's mobile app.

Return Customer Orders



The contribution from MyDeal's In-stock business continues to grow, with Private Label Gross Sales of \$4.8 million in Q3 FY22 (Q3 FY21: \$2.2 million) and Third Party Branded Gross Sales \$4.2 million. The Company continued to expand its In-Stock range over the period which represents a major growth opportunity for MyDeal.



Launch of Amazed.com – a global marketplace of activities and experiences built for locals

In late March MyDeal announced the launch of its new marketplace, Amazed.com ('Amazed'). Amazed is an open marketplace of activities and experiences built for locals, helping people seek, discover and experience a more inspiring life. Amazed leverages MyDeal's proprietary technology and e-commerce expertise, including its 1 million active customer base, in the highly attractive experiences and activities market, which is valued at over \$145 billion per annum globally and forecast to grow at 19.5% over the next 5 years⁵.

MyDeal has appointed Sam Pinney as Product Director, Amazed.com. Sam was most recently Product Director at Redbubble for 5 years and brings extensive experience in leading teams across discovery, creators, and new international markets. Amazed has been launched in Australia, with a New Zealand launch to happen in H1 FY23, which will then be followed by launches in the United States and United Kingdom.

Q3 FY22 Cashflow commentary

Customer receipts were \$62.6 million for the quarter up 39.1% on pcp, driven by increased sales.

Negative operating cash of \$9.9 million for the quarter was in line with expectations and primarily reflected seasonality in timing of payments and build up of working capital. Q3 is seasonally the Company's lowest quarter for Gross Sales and cash receipts, and follows the seasonally strongest Q2, with the relatively higher accrued Q2 supplier related expenses being paid in Q3. The working capital increase is expected to unwind in the next quarter as sales and supplier payments return to a normal operating period. The Company also continued its investment in line with the Company's use of funds disclosure.

MyDeal remains well capitalised, with \$29.2 million cash at bank as at 31 March 2022.

Use of funds update from the IPO, under Listing Rule 4.7C, is as follows.

Use of Funds as per prospectus	Estimated expenditure (\$m)	Actual expenditure (\$m)	Comment
Payment to Selling Shareholders	5.00	5.00	Completed
Investment in Personnel	7.00	5.00	On Track

⁵ Euromonitor International – travel, 2022 Edition (TAM – Attractions and Experiences (excl Casinos) – Global)

Advertising and branding expenditure	11.50	2.75	On Track
Inventory investment	11.25	10.78	On Track
Working capital	2.25	2.25	Completed
Costs of the Offer	3.00	3.33	Completed
Total	40.00	29.11	

In reference to payments to related parties (Section 6 of the attached Appendix 4C report), Item 6.1 comprises payments for directors and their associates during the second quarter that amounted to \$196,935 which includes director fees of \$56,683 and salaries of \$140,252.

Outlook

Commenting on MyDeal's outlook, Sean Senvirtne said:

"Given the growth we are experiencing and the confidence in our value proposition, I am pleased to reaffirm that MyDeal is on track to deliver to our FY22 Gross Sales guidance of \$270 million, which will position us on the pathway to achieve \$500 million Gross Sales and positive EBITDA by FY25."

Authorised for release by the Board of MyDeal.com.au Limited.

-- ENDS --

For further information, please contact:

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About MyDeal

MyDeal is an online retail marketplace focused on home and lifestyle goods. MyDeal currently has more than 1,911 sellers (of which 1,345 are considered Active Sellers⁶ as at 31 December 2021) on its platform with over 6 million product SKUs listed across over 2,000 categories (with the number of SKUs available for sale at any time determined by sellers).

<https://investors.mydeal.com.au/site/content/>

⁶ "Active Sellers" are sellers that have sold products through the platform within the last three months.

Disclaimer

Any forward looking statements relating to targets and intentions involve known and unknown risks, uncertainties and other factors that may cause the Company's actual results, performance and achievements to differ materially from any future results, performance or achievements, expressed or implied by these forward-looking statements. Relevant factors may include, but are not limited to, supply interruptions, shipping interruptions and delivery delays, foreign exchange fluctuations and general economic conditions, increased costs, the effects of coronavirus-related restrictions, the risk and uncertainties associated with retail e-commerce and technology, political and social risks, changes to the regulatory framework within which the Company operates or may in the future operate, environmental conditions including extreme weather conditions, recruitment and retention of personnel, industrial relations issues and litigation. For further information as to the risks which may impact the Company's results and performance, please see the risk factors included in the Prospectus lodged with ASX in October 2020

Appendix 4C

Quarterly cash flow report for entities
subject to Listing Rule 4.7B

Name of entity

MYDEAL.COM.AU LIMITED

ABN

60 640 108 130

Quarter ended ("current quarter")

31 March 2022

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (9 months) \$A'000
1. Cash flows from operating activities		
1.1 Receipts from customers	62,609	223,308
1.2 Payments for		
(a) research and development		
(b) product manufacturing and operating costs	(62,225)	(200,014)
(c) advertising and marketing	(8,303)	(21,087)
(d) leased assets	(13)	(72)
(e) staff costs	(2,383)	(6,506)
(f) administration and corporate costs	(618)	(2,067)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	10	36
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	-	-
1.8 Other (increase in balance of inventory)	1,020	(3,990)
1.9 Net cash from / (used in) operating activities	(9,903)	(10,392)
2. Cash flows from investing activities		
2.1 Payments to acquire or for:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	(81)	(652)
(d) investments	-	-
(e) intellectual property	(917)	(2,295)
(f) other non-current assets	-	-

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Quarterly cash flow report for entities subject to Listing Rule 4.7B

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
2.2	Proceeds from disposal of:		
	(g) entities	-	-
	(h) businesses	-	-
	(i) property, plant and equipment	-	-
	(j) investments	-	-
	(k) intellectual property	-	-
	(l) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
2.6	Net cash from / (used in) investing activities	(998)	(2,947)

3.	Cash flows from financing activities		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	-	-
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	-	-
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	(28)	(91)
3.10	Net cash from / (used in) financing activities	(28)	(91)

4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	40,174	42,675
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(9,903)	(10,392)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(998)	(2,947)

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	(28)	(91)
4.5	Effect of movement in exchange rates on cash held	-	-
4.6	Cash and cash equivalents at end of period	29,245	29,245

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	27,057	37,989
5.2	Call deposits	45	45
5.3	Bank overdrafts	-	-
5.4	Other (term deposits)	2,143	2,140
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	29,245	40,174

6.	Payments to related parties of the entity and their associates	Current quarter \$A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	197
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-
<i>Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.</i>		

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

7. Financing facilities <i>Note: the term "facility" includes all forms of financing arrangements available to the entity.</i> <i>Add notes as necessary for an understanding of the sources of finance available to the entity.</i>	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
7.1 Loan facilities	-	-
7.2 Credit standby arrangements	-	-
7.3 Other (credit card)	30	1
7.4 Total financing facilities	30	1
7.5 Unused financing facilities available at quarter end		29
7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		

8.	Estimated cash available for future operating activities	\$A'000
8.1	Net cash from / (used in) operating activities (item 1.9)	(9,903)
8.2	Cash and cash equivalents at quarter end (item 4.6)	29,245
8.3	Unused finance facilities available at quarter end (item 7.5)	29
8.4	Total available funding (item 8.2 + item 8.3)	29,274

8.5 Estimated quarters of funding available (item 8.4 divided by item 8.1) <i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>	3*
8.6 If item 8.5 is less than 2 quarters, please provide answers to the following questions: 8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
Answer: N/A	

* Please refer to Q3 FY22 Cashflow commentary in the trading update above

8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer: N/A

8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer: N/A

Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.

Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 29 April 2022

Authorised by:By the Board.....
(Name of body or officer authorising release – see note 4)

Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board

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Quarterly cash flow report for entities subject to Listing Rule 4.7B

should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.