



## **RB GROUP LAUNCHES SPONSORED LEVEL 1 ADR PROGRAM**

- Effective instrument for RB Group to gain further access to US investors
- Positions RB Group in closer proximity to US peers

**Melbourne, Australia; 22 October 2019:** Redbubble Limited (ASX: RBL), which owns and operates Redbubble and TeePublic, the leading global marketplaces for independent artists, today announced the launch of its sponsored Level 1 American Depositary Receipts Program (“ADR Program”).

Redbubble Group (“RB Group”) is pleased to announce it has received approval from the United States Securities and Exchange Commission (SEC) to establish the ADR Program in the United States. ADRs enable qualifying non-US companies to have direct exposure to the US investment community. This will complement RB Group’s listing on the Australian Securities Exchange (“ASX”).

RB Group’s ADRs will trade under the symbol “RDBBY” and represent 1 ADR for every 10 ASX-traded RBL ordinary shares. RB Group will also continue to trade under the symbol “RBL” on the ASX.

RB Group has appointed The Bank of New York Mellon (BNYM) as the nominated depository bank. The ADR Program facilitates existing issued RBL ordinary shares to be bundled by BNYM, as the depository, and issued as ADRs to US investors.

The sponsored ADR Program represents an effective means for gaining direct exposure to US capital markets and further access to US investors. It will propel RB Group into the larger and more visible US over-the-counter markets, and positions the company in closer proximity to its US online marketplaces and ecommerce peers.

### **For further information, please contact:**

Louise Lambeth – Head of Investor Relations

[louise.lambeth@redbubble.com](mailto:louise.lambeth@redbubble.com)

### **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 hosted at Redbubble.com and TeePublic.com, powered by over one million independent artists. 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.