

**Form 603**

**Corporations Act 2001**  
**Section 671B**

**Notice of initial substantial holder**

To Company Name/Scheme REDBUBBLE LTD

ACN/ARSN 119 200 592

**1. Details of substantial holder (1)**

Name BlackRock Group (BlackRock Inc. and subsidiaries named in Annexures  
ACN/ARSN (if applicable) to this form)

The holder became a substantial holder on 30 /11 /2020

**2. Details of voting power**

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
ord	16,240,743	16,240,743	5.98

**3. Details of relevant interests**

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
Annexure A		

**4. Details of present registered holders**

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
see Annexure A			

**5. Consideration**

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
see Annexure B				

**6. Associates**

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
see Annexure A	

**7. Addresses**

The addresses of persons named in this form are as follows:

Name	Address
see Annexure C	

**Signature**

print name Maria Tricarico

capacity Authorised Signatory\*

sign here

date 02 / 12 / 2020

\* At a meeting of the Board on 22 November 2013, the Directors resolved to approve the delegation of the preparation and lodgement of substantial shareholder notices on behalf of BlackRock Investment Management (Australia) Limited.

**DIRECTIONS**

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (7) Include details of:
  - (a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
  - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (8) If the substantial holder is unable to determine the identity of the person ( eg. if the relevant interest arises because of an option) write "unknown".
- (9) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.

02-Dec-20

Maria Tricarico,  
Authorised Signatory

Date

- 3. Details of Relevant Interests
- 4. Details of present registered holders
- 6. Associates

Holder of Relevant Interests Name and ACN / ARSN (if applicable)	Nature of Relevant Interest	Registered Holder of Securities	Person entitled to be registered as holder	Class and number of Securities	Person's votes	Nature of Association
BlackRock Advisors (UK) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-STATE STREET DUBLIN		ORD 62,418	62,418	subsidiary of BlackRock Inc.
BlackRock Advisors (UK) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	STATE STREET BANK, MUNICH, ZURICH BRANCH		ORD 30,670	30,670	subsidiary of BlackRock Inc.
BlackRock Fund Advisors	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-STATE STREET BANK, BOSTON		ORD 50,052	50,052	subsidiary of BlackRock Inc.
BlackRock Fund Advisors	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-STATE STREET SACRAMENTO		ORD 1,796,036	1,796,036	subsidiary of BlackRock Inc.
BlackRock Institutional Trust Company, National Association	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	BNYM-THE BANK OF NEW YORK		ORD 53,100	53,100	subsidiary of BlackRock Inc.

<b>Holder of Relevant Interests Name and ACN / ARSN (if applicable)</b>	<b>Nature of Relevant Interest</b>	<b>Registered Holder of Securities</b>	<b>Person entitled to be registered as holder</b>	<b>Class and number of Securities</b>	<b>Person's votes</b>	<b>Nature of Association</b>
BlackRock Institutional Trust Company, National Association	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	JPM-JP MORGAN CHASE - NEW YORK		ORD 1,196,090	1,196,090	subsidiary of BlackRock Inc.
BlackRock Institutional Trust Company, National Association	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-SSB NEW YORK INSTITUTIONAL		ORD 62,106	62,106	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	JPM-JPM CHASE - SYDNEY		ORD 12,498,917	12,498,917	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	NAB-NATIONAL AUSTRALIA BANK LIMITED - MELBOURNE		ORD 265,295	265,295	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	UBS- UBS- ZURICH		ORD 153,247	153,247	subsidiary of BlackRock Inc.
BlackRock Investment Management (UK) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	BNYM-BANK OF NY BRUS		ORD 72,812	72,812	subsidiary of BlackRock Inc.

This is Annexure B of 2 pages referred to in form 603 Notice of initial substantial shareholder

02-Dec-20

Maria Tricarico,  
Authorised Signatory

Date

## 5. Consideration

REDBUBBLE LTD (RBL)								
Holder of Relevant Interest	Date of Acquisition / Trans on a prescribed fin'l mkt		Consideration			Class and number of securities affected	Person's votes affected	
			Cash	Non-cash	CCY			
BlackRock Investment Management (Australia) Limited	21-Aug-20	yes	3.61	on mkt buy	AUD	ORD	109,244	109,244
BlackRock Investment Management (Australia) Limited	21-Aug-20	yes	3.61	on mkt buy	AUD	ORD	109,017	109,017
BlackRock Investment Management (Australia) Limited	24-Aug-20	yes	3.77	on mkt buy	AUD	ORD	157,686	157,686
BlackRock Investment Management (Australia) Limited	31-Aug-20	yes	3.87	on mkt buy	AUD	ORD	8,721	8,721
BlackRock Investment Management (Australia) Limited	26-Oct-20	yes	4.44	on mkt buy	AUD	ORD	26,770	26,770
BlackRock Investment Management (Australia) Limited	29-Oct-20	yes	4.55	on mkt buy	AUD	ORD	43,922	43,922
BlackRock Investment Management (Australia) Limited	06-Nov-20	yes	4.50	on mkt buy	AUD	ORD	66,391	66,391
BlackRock Investment Management (Australia) Limited	06-Nov-20	yes	4.50	on mkt buy	AUD	ORD	138,988	138,988
BlackRock Investment Management (Australia) Limited	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	19,837	19,837
BlackRock Investment Management (UK) Limited	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	54,609	54,609
BlackRock Advisors (UK) Limited	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	23,003	23,003
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	554,098	554,098
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	44,309	44,309
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	158,738	158,738
BlackRock Fund Advisors	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	555,377	555,377
BlackRock Fund Advisors	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	634,805	634,805
BlackRock Fund Advisors	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	37,539	37,539
BlackRock Fund Advisors	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	123,074	123,074
BlackRock Advisors (UK) Limited	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	46,813	46,813
BlackRock Fund Advisors	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	36,836	36,836
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	6,087	6,087
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	33,301	33,301
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	11,226	11,226
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.19	on mkt buy	AUD	ORD	76,907	76,907
BlackRock Investment Management (Australia) Limited	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	6,612	6,612
BlackRock Investment Management (UK) Limited	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	18,203	18,203
BlackRock Advisors (UK) Limited	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	7,667	7,667
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	184,699	184,699
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	14,769	14,769
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	52,913	52,913
BlackRock Fund Advisors	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	185,126	185,126
BlackRock Fund Advisors	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	211,602	211,602
BlackRock Fund Advisors	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	12,513	12,513
BlackRock Fund Advisors	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	41,025	41,025
BlackRock Advisors (UK) Limited	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	15,605	15,605
BlackRock Fund Advisors	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	12,279	12,279
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	2,029	2,029
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD	11,100	11,100

Holder of Relevant Interest	Date of Acquisition / Trans on a prescribed fin'l mkt		Consideration			Class and number of securities affected	Person's votes affected
			Cash	Non-cash	CCY		
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD 3,742	3,742
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD 25,636	25,636
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD 53,990	53,990
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD 8,699	8,699
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD 42,741	42,741
BlackRock Institutional Trust Company, National Association	30-Nov-20	yes	5.20	on mkt buy	AUD	ORD 26,312	26,312

This is Annexure C of 1 pages referred to in form 603 Notice of initial substantial shareholder

Maria Tricarico,  
Authorised Signatory

02-Dec-20  
Date

7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
BlackRock Group	
BlackRock Inc.	55 East 52nd Street New York NY 10055 USA
BlackRock Advisors (UK) Limited	12 Throgmorton Avenue. London, EC2N 2DL, United Kingdom
BlackRock Fund Advisors	400 Howard Street San Francisco, CA, 94105 United States
BlackRock Institutional Trust Company, National Association	1225 17th Street, Suite 300, Denver, CO 80202 (Colorado, USA)
BlackRock Investment Management (Australia) Limited	Level 37 Chifley Tower, 2 Chifley Square, Sydney NSW 2000 Australia
BlackRock Investment Management (UK) Limited	12 Throgmorton Avenue London EC2N 2DL United Kingdom