

Form604

Corporations Act 2001

Section 671B

Notice of change of interests of substantial holder

To Company Name/Scheme

REDBUBBLE LIMITED RBL

ACN/ARSN

1. Details of substantial holder(1)

Name

Kayne Anderson Rudnick Investment Management, LLC, Virtus Investment Advisers, Inc. and their associates identified in Annexure B (**Virtus Group**)

ACN/ARSN (if applicable)

There was a change in the interests of the substantial holder on

8/04/2021

The previous notice was given to the company on

28/03/2021

The previous notice was dated

28/03/2021**2. Previous and present 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 when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities(4)	Previous notice		Present notice	
	Person's votes	Voting power(5)	Person's votes	Voting power(5)
Ordinary Shares	13,881,972	5.07%	16,435,591	6.01%

3. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change(6)	Consideration given in relation to change(7)	Class and number of securities affected	Person's votes affected
8 April 2021	Kayne Anderson Rudnick Investment Management LLC	Please see Annexure A	Please see Annexure A	2,998,028 ordinary shares	2,998,028
8 April 2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Please see Annexure A	Please see Annexure A	13,437,563 ordinary shares	13,437,563
8 April 2021	Virtus Group (please see Annexure B)	Virtus Investment Partners, Inc., and Virtus Partners, Inc. have a relevant interest in the shares in which Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc. have a relevant interest, under section 608(3)(a)-(b) because they control	N/A	As above	As above
		Kayne Anderson Rudnick Investment			

		<p>Management LLC and Virtus Investment Advisers Inc..</p> <p>Each of the Virtus Group is an associate pursuant to s 12(2)(a) of the Corporations Act 2001 (Cth) and has a relevant interest in all the shares referred to in the row above by virtue of section 608(3) of the Act.</p>			
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4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
Kayne Anderson Rudnick Investment Management, LLC	UBS Securities; Morgan Stanley; Goldman Sachs - INSTL; U.S. Bank; HSBC Securities Inc; J.P. Morgan Chase; Northern Trust Company; Bank of New York Mellon GSP; and Brown Brothers Harriman	Kayne Anderson Rudnick Investment Management, LLC	2,998,028	2,998,028 ordinary shares	2,998,028
Kayne Anderson Rudnick Investment Management and Virtus Investment Advisers Inc.	UBS Securities; Morgan Stanley; Goldman Sachs - INSTL; and Bank of New York Mellon GSP	Kayne Anderson Rudnick Investment Management and Virtus Investment Advisers Inc.	13,437,563	13,437,563 ordinary shares	13,437,563

5. Changes in association

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial holder in relation to voting interests in the company or scheme are as follows:


Name and ACN/ARSN (if applicable)	Nature of association
The members of the Virtus Group identified in Annexure B.	The members of the Virtus Group are associates pursuant to section 12(2)(a) of the Corporations Act, because they are under control of, or under common control with, each other.

6. Addresses

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

Name	Address
Kayne Anderson Rudnick Investment Management, LLC	1800 Avenue of the Stars, 2 nd Floor Los Angeles, California 90067 USA
Virtus Investment Advisers, Inc.	One Financial Plaza Hartford, Connecticut 06103

Signature

print name	Michael Shoemaker	capacity	Chief Compliance Officer Kayne Anderson Rudnick Investment Management, LLC, investment manager
sign here		date	11 April 2021

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 6 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 person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (6) Include details of:
 - (a) any relevant agreement or other circumstances because of which the change in relevant interest occurred. 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 power 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.
- (7) 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.
- (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) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.

Annexure A - Relevant interest change

This is the annexure of 1 page marked Annexure A mentioned in the Form 604 (notice of change of interests of substantial holder) signed by me and dated 11 April 2021.

Signature: 

Michael Shoemaker
Chief Compliance Officer
Kayne Anderson Rudnick Investment Management, LLC, investment manager

Date of change	Person whose relevant interest changed	Nature of change(6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
26/03/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$297,755.71	55,311 ordinary shares	55,311
26/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$5,819.35	1,081 ordinary shares	1,081
26/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,503.23	465 ordinary shares	465
26/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$15,223.97	2,828 ordinary shares	2,828
26/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$5,044.15	937 ordinary shares	937
26/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$23,568.09	4,378 ordinary shares	4,378
29/03/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,493,327.55	280,153 ordinary shares	280,153
29/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$29,183.94	5,475 ordinary shares	5,475
29/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$12,547.76	2,354 ordinary shares	2,354
29/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$76,352.65	14,324 ordinary shares	14,324
29/03/2021	Kayne Anderson Rudnick	Change in relevant interest	\$25,314.07	4,749 ordinary shares	4,749

	Investment Management LLC	pursuant to the acquisition of fully paid shares			
29/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$118,206.95	22,176 ordinary shares	22,176
30/03/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,403,310.70	271,591 ordinary shares	271,591
30/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$27,421.27	5,307 ordinary shares	5,307
30/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$11,791.09	2,282 ordinary shares	2,282
30/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$71,748.96	13,886 ordinary shares	13,886
30/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$23,783.70	4,603 ordinary shares	4,603
30/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$111,080.17	21,498 ordinary shares	21,498
31/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$871,401.75	171,293 ordinary shares	171,293
31/03/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,627,324.06	319,886 ordinary shares	319,886
1/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$10.60	2 ordinary shares	2
1/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,588.60	310 ordinary shares	310
1/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$5,304.70	1,001 ordinary shares	1,001
1/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$781,265.90	152,457 ordinary shares	152,457
1/04/2021	Kayne Anderson Rudnick	Change in relevant interest	\$100.69	19 ordinary shares	19

	Investment Management LLC	pursuant to the acquisition of fully paid shares			
1/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$14,738.06	2,876 ordinary shares	2,876
1/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$6,339.01	1,237 ordinary shares	1,237
1/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$42.40	8 ordinary shares	8
1/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$259.67	49 ordinary shares	49
1/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$38,397.88	7,493 ordinary shares	7,493
1/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$90.09	17 ordinary shares	17
1/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$13,456.94	2,626 ordinary shares	2,626
1/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,624.47	317 ordinary shares	317
1/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$10.60	2 ordinary shares	2
1/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$402.75	76 ordinary shares	76
1/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$58,983.00	11,510 ordinary shares	11,510
6/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$5,688.38	1,042 ordinary shares	1,042
6/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,792,444.29	511,521 ordinary shares	511,521
6/04/2021	Kayne Anderson Rudnick	Change in relevant interest	\$52,680.32	9,650 ordinary shares	9,650

	Investment Management LLC	pursuant to the acquisition of fully paid shares			
6/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$22,666.18	4,152 ordinary shares	4,152
6/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$137,252.69	25,142 ordinary shares	25,142
6/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$48,100.13	8,811 ordinary shares	8,811
6/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$5,803.02	1,063 ordinary shares	1,063
6/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$210,824.98	38,619 ordinary shares	38,619
7/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$504.84	92 ordinary shares	92
7/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,613.84	472 ordinary shares	472
7/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$249,270.63	45,426 ordinary shares	45,426
7/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,283,014.12	231,683 ordinary shares	231,683
7/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$24,205.72	4,371 ordinary shares	4,371
7/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$4,702.70	857 ordinary shares	857
7/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$10,411.06	1,880 ordinary shares	1,880
7/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,024.85	369 ordinary shares	369
7/04/2021	Kayne Anderson Rudnick	Change in relevant interest	\$12,253.36	2,233 ordinary shares	2,233

	Investment Management LLC	pursuant to the acquisition of fully paid shares			
7/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$63,064.47	11,388 ordinary shares	11,388
7/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$4,291.15	782 ordinary shares	782
7/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$22,101.36	3,991 ordinary shares	3,991
7/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$515.82	94 ordinary shares	94
7/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,669.22	482 ordinary shares	482
7/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$18,821.78	3,430 ordinary shares	3,430
7/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$96,867.20	17,492 ordinary shares	17,492
8/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$5.49	1 ordinary share	1
8/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,299.01	423 ordinary shares	423
8/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,064.24	376 ordinary shares	376
8/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,128,539.71	207,643 ordinary shares	207,643
8/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$38.43	7 ordinary shares	7
8/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$21,288.90	3,917 ordinary shares	3,917

8/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$9,157.98	1,685 ordinary shares	1,685
8/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$16.47	3 ordinary shares	3
8/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$98.82	18 ordinary shares	18
8/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$55,469.61	10,206 ordinary shares	10,206
8/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$32.94	6 ordinary shares	6
8/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$19,441.00	3,577 ordinary shares	3,577
8/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$5.49	1 ordinary share	1
8/04/2021	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,347.92	432 ordinary shares	432
8/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$153.72	28 ordinary shares	28
8/04/2021	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$85,204.50	15,677 ordinary shares	15,677

Annexure B - Virtus Group

This is the annexure of 1 page marked Annexure B mentioned in the Form 604 (notice of change of interests of substantial holder) signed by me and dated 11 April 2021.

Signature: 

Michael Shoemaker
Chief Compliance Officer
Kayne Anderson Rudnick Investment Management, LLC, investment manager

Virtus Group

Virtus Investment Partners, Inc.
Virtus Partners, Inc.
ETF Holdings LLC
SGIA, LLC GP
Ceredex Value Advisors LLC
Duff & Phelps Investment Management Co.
Kayne Anderson Rudnick Investment Management LLC
Newfleet Asset Management LLC
NFJ Investment Group, LLC
Seix Investment Advisors LLC
Silvant Capital Management LLC
Sustainable Growth Advisers LP
Virtus Intermediate Holdings LLC
Virtus ETF Solutions LLC
Virtus ETF Advisers LLC
Virtus Alternative Investment Advisers Inc.
Virtus Fund Advisers LLC
Virtus Investment Advisers Inc.
Virtus Retirement Investment Advisers LLC
Virtus Fund Services, LLC
Virtus Shared Services LLC
VP Distributors LLC
Virtus Investment Partners Int'l Ltd.