



## **APPOINTMENT OF NON-EXECUTIVE DIRECTOR**

**Melbourne, Australia;** 14 October 2022: Redbubble Limited (ASX: RBL; ADR: RDBBY) is pleased to announce the appointment of Mr Bob Sherwin as a new independent non-executive director with effect from 1 November 2022.

Bob Sherwin is a highly respected senior executive based in Boston, Massachusetts. He is currently Chief Marketing Officer of Wayfair Inc, one of the world's largest destinations for home furnishings, housewares and home improvement goods, where he oversees global marketing strategy, including more than USD1B of advertising spend in 2021. Prior to joining Wayfair in 2013, Bob was a strategy consultant at McKinsey & Co.

Redbubble Chair, Ms Anne Ward, said, "I am delighted to welcome Bob to the Redbubble Board. Bob brings to the Board deep experience in online marketing, ecommerce and scaling marketplace businesses. He is a highly accomplished executive with broad skills in general management, strategy and operations in fast growing, consumer facing companies."

The appointment of Mr Sherwin follows a comprehensive external process to identify a non-executive director to complement the existing directors' experience and skills, particularly in North American markets.

Bob Sherwin said, "I am excited to be joining the Redbubble Board at this moment in time, and build upon their strong customer offering. I look forward to working with Anne and the other directors as we propel the next phase of the company's growth."

### **Bob Sherwin Biography**

Bob Sherwin is based in Boston, Massachusetts. He is the Chief Marketing Officer of Wayfair Inc where he oversees global marketing strategy, including USD1B in advertising spend in 2021. Since joining Wayfair in 2013, he has helped grow net revenue from just over USD900M in 2013 to more than USD13B in 2021.

Mr Sherwin is responsible for driving awareness, activations, revenue and loyalty for all

Wayfair's commercial offerings as well as driving the technical, data science and analytics platforms that support these efforts. He is also responsible for the team of general managers at Wayfair heading the Physical Retail, Consumer Sales, Homes Services, Registry, and Consumer Financing businesses.

Prior to joining Wayfair, Mr Sherwin was a strategy consultant at McKinsey & Co, where he advised a number of clients of Fortune 100 companies. He began his career at IBM's Business Consultant Services, serving federal agencies to improve data infrastructure and operational efficiency by leveraging big data analytics.

Mr Sherwin holds a BBA in Finance and Economics from The College of William and Mary, a Masters of Engineering Management from Northwestern's McCormick School of Engineering, and an MBA from Northwestern's Kellogg School of Management.

**For further information, please contact:  
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This announcement was authorised for release to the ASX by the Board.

### **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, powered by independent artists. The Redbubble 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.