

14 June 2024

Articore launches on-market share buy-back program

Articore Group Limited (Articore or the Group) announces the commencement of an on-market share buy-back program (buy-back) with a maximum value of up to \$5 million for a period of up to 12 months.

The Board considers the buy-back represents an efficient use of capital given the Group's strengthened balance sheet following the turnaround in profitability over the past 15 months. Gross profit, gross profit after paid acquisition (GPAPA) and operating EBITDA in 3QFY24 were all significantly above the Group's pre-COVID-19 corresponding results¹. At 31 March 2024, the Group had cash of \$37.1m and no debt.

The Group remains on track to deliver its FY24 guidance² including its aim to return to positive underlying cash flow³ for FY24.

Articore Group Chair Anne Ward said: "After stabilising the business and returning to profitability, the buyback is an effective capital management initiative that reflects the improvement in our financial position and confidence in the Group's future performance. The Group remains focused on delivering profitable revenue growth. We reiterate our FY24 guidance including our objective to deliver positive underlying cash flow this financial year."

In accordance with ASX Listing Rules, the price paid for shares purchased under the buy-back will be no more than 5% above the volume weighted average price of Articore shares over the five trading days prior to the purchase.

The number of shares purchased under the buy-back will depend on a number of different factors including business and market conditions, the prevailing share price, available investment opportunities and other considerations. The number of Articore shares will not exceed the "10/12" limit prescribed in the Corporations Act and will not require shareholder approval. The Group reserves the right to suspend without notice or terminate the buy-back program at any time.

The number of shares purchased under the buy-back and the average price will be notified to the ASX on the business day following the date on which those shares are bought back. Shares bought back will be cancelled upon acquisition and the number of shares on issue will reduce accordingly.

For further information, please contact:

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¹ 3Q FY20 result.

² As outlined in the Group's trading update released to ASX on 24 April 2024.

³ Underlying cash flow defined as operating EBITDA plus net interest earned, less payments for capitalised development costs, leases and property, plant and equipment (PPE).

About Articore Group

Articore owns and operates the leading global online marketplaces, Redbubble.com and TeePublic.com. The Group's community of passionate creatives sell uncommon designs on high-quality, everyday products such as apparel, stationery, housewares, bags and wall art. Through the Redbubble and TeePublic marketplaces, independent artists are able to profit from their creativity and reach a new universe of adoring fans. For the artists' 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.

Founded in 2006, Articore Group (ASX: ATG) was previously known as Redbubble Limited (ASX: RBL).

Forward-looking statements

This announcement contains forward-looking statements in relation to the Articore Group, including statements regarding the Group's intent, belief, goals, objectives, initiatives, commitments or current expectations with respect to the Group's business and operations, market conditions, results of operations and financial conditions, products in research, and risk management practices. Forward-looking statements can generally be identified by the use of words such as "forecast", "estimate", "plan", "will", "anticipate", "may", "believe", "should", "expect", "project", "intend", "outlook", "target", "assume" and "guidance" and other similar expressions. The forward-looking statements are based on the Group's good faith assumptions as to the financial, market, risk, regulatory and other relevant environments that will exist and affect the Group's business and operations in the future. The Group does not give any assurance that the assumptions will prove to be correct. The forward-looking statements involve known and unknown risks, uncertainties and assumptions and other important factors, many of which are beyond the control of the Group, that could cause the actual results, performances or achievements of the Group to be materially different to future results, performances or achievements expressed or implied by the statements. Factors that could cause actual results to differ materially include: changes in government and policy; actions of regulatory bodies and other governmental authorities such as changes in taxation or regulation (or approvals under regulation); the effect of economic conditions; technological developments; and geopolitical developments.

Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as at the date of the announcement. The Group disclaims any responsibility for the accuracy or completeness of any forward-looking statement. Except as required by applicable laws or regulations, the Group does not undertake any obligation to publicly update or revise any of the forward-looking statements or to advise of any change in assumptions on which any such statement is based. Any projections or forecasts included in this announcement have not been audited, examined, or otherwise reviewed by the independent auditors of the Group.

This announcement was authorised for release by Articore's Disclosure Committee.