

1 July 2024

## Appointment of non-executive director

Articore Group Limited (Articore or the Group) today announces the appointment of Ms Robin Mendelson as an independent non-executive director from 1 July 2024.

Ms Mendelson is a highly experienced senior executive, and non-executive director with a proven track record of building, scaling and transforming complex technology businesses. In a 20-year career with global e-commerce leader Amazon.com, Ms Mendelson led high-performance teams in finance, product development, marketing, pricing and other essential functions spanning diverse business models such as direct-to-consumer, marketplace, software-as-a-service (SaaS) and business-to-business.

As Head of Amazon's US Media Consumer Group, Ms Mendelson delivered multi-year revenue and earnings growth across the US multi-billion dollar division through customer-focused innovation, product development, supply chain optimisation and continuous operational improvements.

Currently, Ms Mendelson serves as a Director of Mynd.ai (NYSE:MYND), where she is a member of the Compensation and Audit Committees. She also holds directorships at Mainstay, an EdTech SaaS platform; Acadeum, an EdTech higher education course-sharing marketplace; and co-chairs TeachUNITED, an organisation dedicated to enhancing educator capabilities in rural communities in the US and internationally.

Ms Mendelson is also a member of the Advisory Board of the Broad Center at the Yale University School of Management and the Board of Governors of the Yale University Alumni Association. She is a National Association of Corporate Directors (NACD) Certified Director and a board member of NACD's Northwest Chapter.

Ms Mendelson holds an MBA from Yale University and a Bachelor of Arts from Duke University. She was also a Senior Fellow at the Advanced Leadership Initiative at Harvard University where she co-authored Harvard Business Review case studies and served as a Senior Editor and Writer at the *Harvard Social Impact Review*.

Articore Group Chair Anne Ward said: "I am delighted to welcome Robin to the Articore Board and believe her financial, strategic and technology expertise will prove highly valuable and complement our existing skill set at Board level. Robin's operational experience and deep understanding of e-commerce will also provide us with unique insights across US and global markets. As a Board, we look forward to working closely with Robin and remain focused on driving profitable revenue growth and long-term shareholder value."

Ms. Mendelson said: "I am excited to be joining the Articore board at this pivotal time and I look forward to bringing the insights from my operating career as well as current board roles to contribute to the ongoing momentum and continued success of Articore."

Ms Mendelson will stand for election at Articore's next Annual General Meeting.

### For further information, please contact:

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## 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).

This announcement was authorised for release by the Articore Group Limited Board.