



1H FY25 Results

27 February 2025



Solid progress against FY25 priorities

Key priority

Progress

Extract maximum value from both marketplaces by optimising COGS and paid marketing activities

Redbubble gross profit margin up 330 bps on 1HFY24

TeePublic gross profit margin up 80 bps on 1HFY24

Maintain cost discipline and maximise synergies across the Group

Combined marketplace operations

Restructure expected to deliver \$12 million to \$14 million in annualised savings

Remain underlying cash flow positive

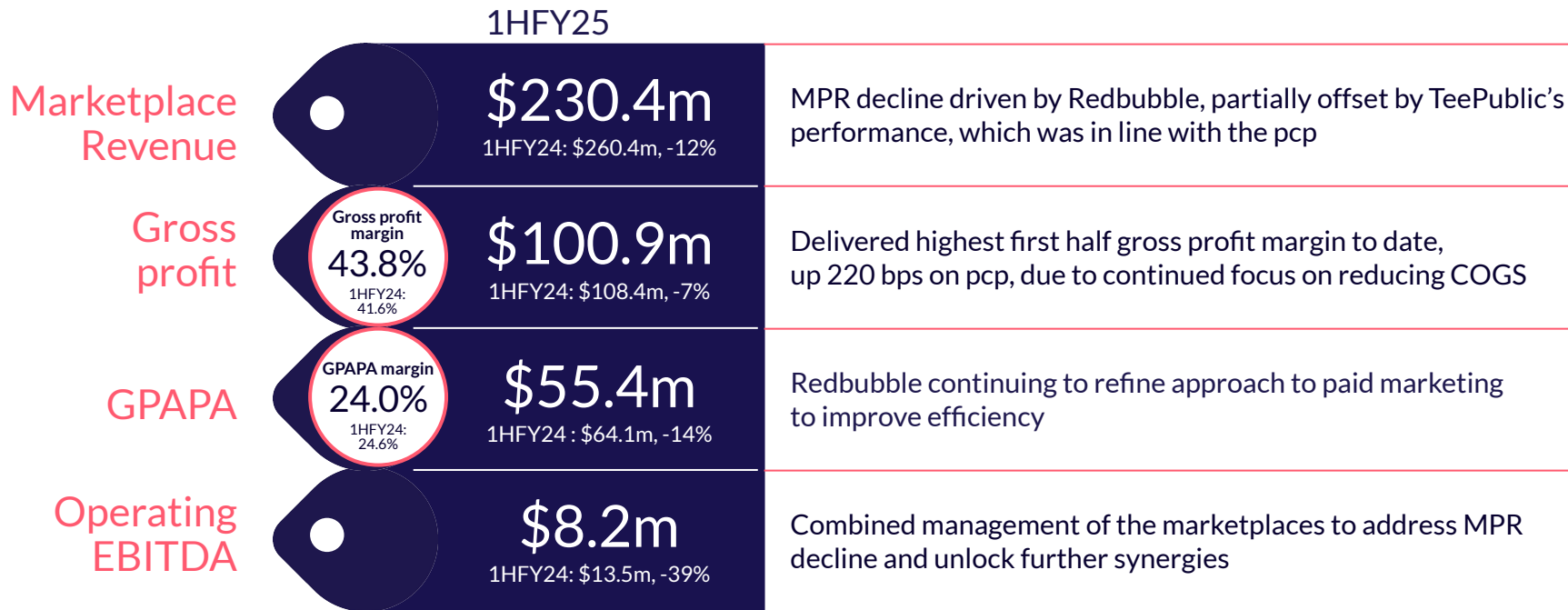
On track to deliver positive underlying cash flow in FY25¹ subject to any incremental investment in Dashery

Invest in organic opportunities serving new and existing creators beyond existing marketplaces

Launched Dashery a new product that enables creators to launch their own store fronts with their own custom domains, which they can market to their fans

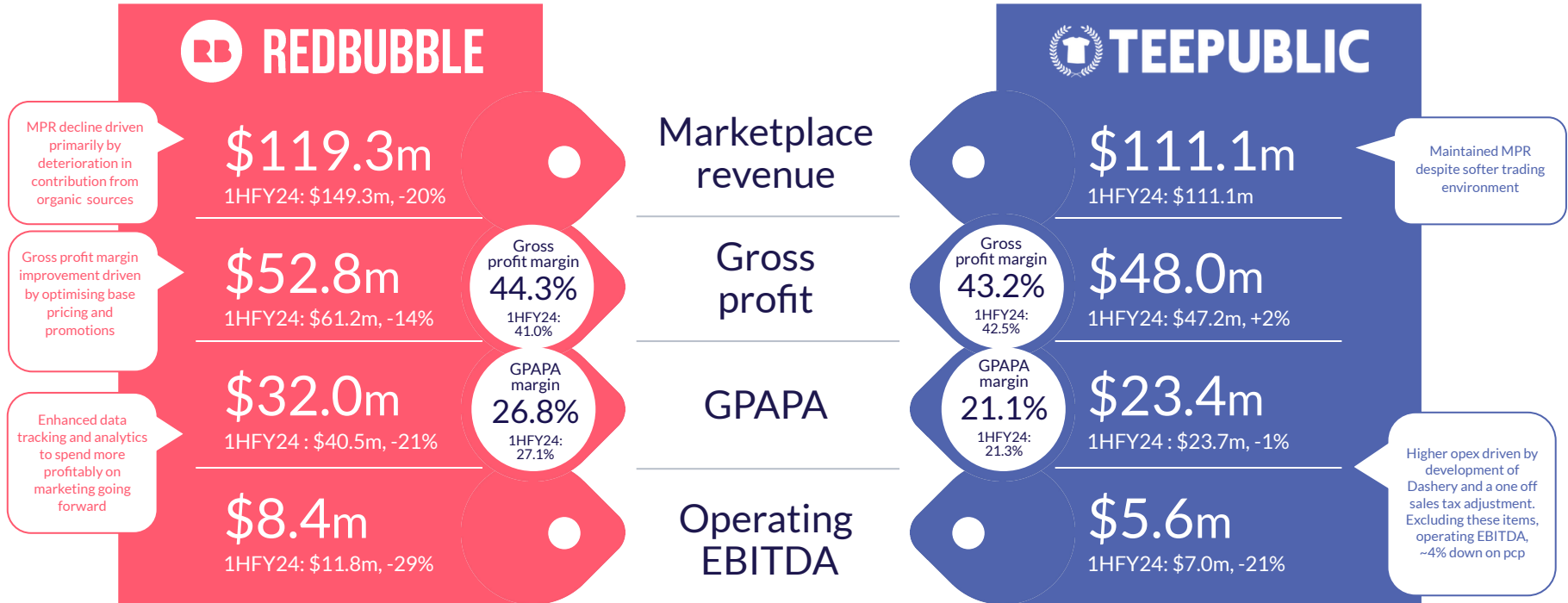
1. Underlying cash flow defined as operating EBITDA plus net interest earned, less lease related expenses, payments for capitalised development costs and property, plant and equipment (PPE).

1HFY25 financial overview



Gross profit, GPAPA, operating EBITDA and underlying cash flow are non-IFRS measures. Non-IFRS measures are unaudited. The numbers shown in this presentation are underlying numbers and may differ from those reported in the statutory financial statements. Please see the table on slide 23 for an explanation of the underlying adjustment.

1HFY25 marketplace highlights



Business updates



WHAT YOU APPRECIATE APPRECIATES





Vivek Kumar
CEO, Marketplaces

Transforming marketplace operations to drive synergies and return to growth

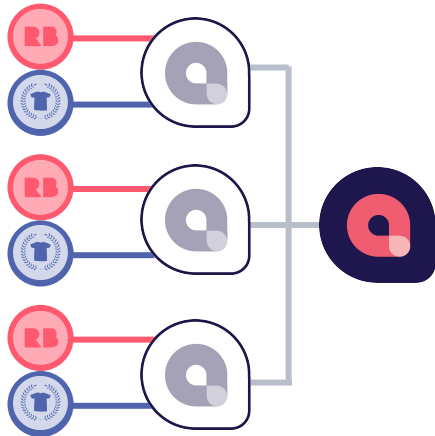


Combined marketplace operations under single leader



Cost optimisation

Return to MPR growth



- Restructure expected to deliver \$12 million to \$14 million in annualised savings
- Group gross profit margin up 330bps in 2QFY25

- **Prioritise** highest-value initiatives across marketplaces
- **Accelerate** implementation

Oct-24

TeePublic update

- To drive engagement, improved the search and discovery algorithm for core search, 'People Also Search For' and similar design recommendations
- Released a new checkout with speed improvements and email capture for retargeting
- Launched new AI tool for customer service leading to higher efficiencies
- Secured reduced rates across third-party fulfillment network, lowering COGS
- Reduced shipping costs by increasing volumes directed to a lower-cost provider

1HFY25 operational metrics

Selling artists

138k

1HFY24: 117k

Artist
earnings
\$10.9m

1HFY24:
\$11.3m

Customers

1.6m

1HFY24: 1.5m

Designs sold

1.0m

FY24: 1.0m

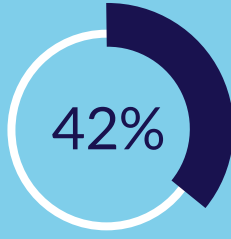
1HFY25 financial metrics



48%

**Marketplace revenue
contribution**

1HFY24: 43%



42%

GPAPA contribution

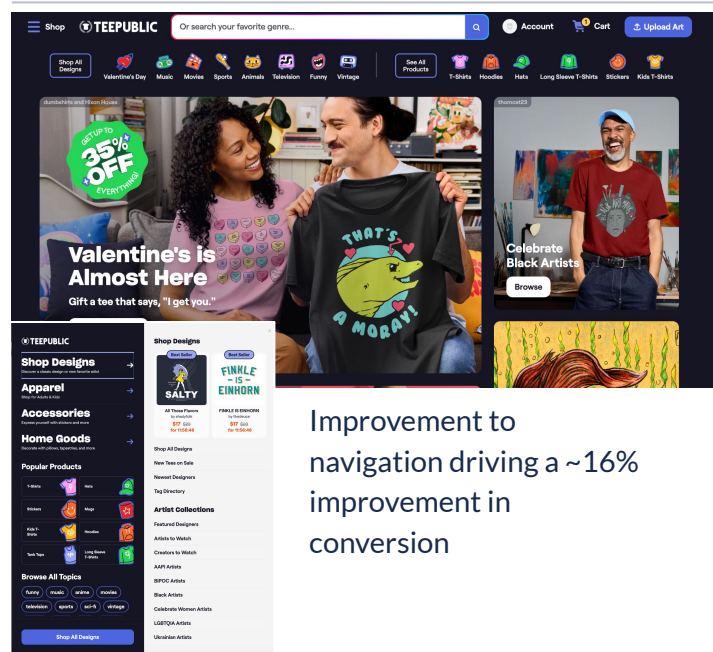
1HFY24: 37%

Recent upgrades to TeePublic's navigation driving higher conversion

Site conversion rate

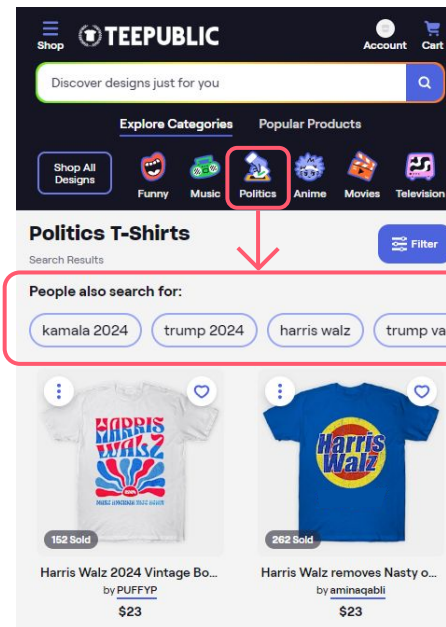
Dec-23 to Dec-24 +23%

Launched new navigation experience in Mar-24



Improvement to navigation driving a ~16% improvement in conversion

Continually updating topic based navigation to create engaging customer journeys



Added 'Politics' Aug-24, immediately ~10% of topic clicks

During holiday season, 'people also search for' used in

- 3.4% of sessions
- 7.7% of orders
- 12% of MPR

Redbubble update

- Enhanced data tracking and analytics to provide real time margin visibility at the order level to enable us to spend more profitably on marketing
- Enhanced site experience by introducing a new navigation bar, launching new cart and checkout and optimising search and discovery
- Launched new physical products types, including extra-small posters, holographic stickers and new colours for hoodies and sweatshirts
- Improved unit economics by optimising base pricing and promotions

1HFY25 operational metrics

Selling artists

472k

1HFY24: 453k

Artist
earnings
\$25.3m

1HFY24:
\$31.1m

Customers

2.3m

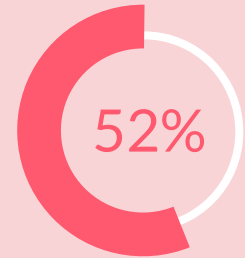
1HFY24: 2.7m

Designs sold

2.6m

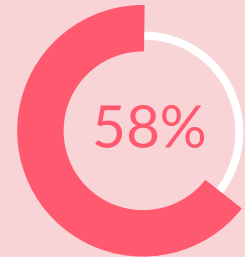
1HFY24: 2.9m

1HFY25 financial metrics



**Marketplace revenue
contribution**

1HFY24: 57%



GPAPA contribution

1HFY24: 63%

New growth areas will build on the Group vision and leverage core strategic assets

Group vision

Global leader
for connecting
digital creators
with their
customers

Strategic assets

Leading network of digital creators with commercial content

Scaled and growing global fulfillment network

Superior unit economics

How strategic assets will be leveraged

- ▶ Provide additional revenue streams from existing creator segments
- ▶ Expand into new creator segments

Launched Dashery, an additional revenue stream for the Group, targeting new creator segments

www.dashery.teepublic.com

Your brand, your way



Easily customize your storefront

Make the storefront yours by customizing the look and feel of your store. Create and customize your merch store in minutes -no coding experience required! With intuitive design tools, you can ensure that your store reflects your personality and message.



Custom domains & subdomains

Choose a custom subdomain or domain to match your brand and make your merch store truly yours. Whether it's Shop.Your Website.com or YourWebsite.com, the choice is yours!



Set your earnings

Take advantage of the best rates with suppliers and make the most money out of any POD site. No sneaky hidden fees, like you'll find on other sites, either. We believe in fee transparency so you'll know what you'll make from each sale.

[Get started now!](#)

- Launched MVP in Jan-25
- Leveraging group assets to drive success
 - Footprint with creators and established accounts team to attract early adopters
 - Group's POD network to offer competitive margins
 - Fit-for-purpose technology stacks for rapid feature delivery
- Pipeline of features to address more creator needs

1H FY25
financial
overview



2QFY25 and 1HFY25 Group profit and loss statement

P&L (A\$M)	2QFY24	2QFY25	% change	1HFY24	1HFY25	% change
Total revenue	191.3	163.9	(14%)	302.7	266.6	(12%)
MPR	165.8	142.7	(14%)	260.4	230.4	(12%)
Gross profit	66.2	61.8	(7%)	108.4	100.9	(7%)
Gross profit margin	39.9%	43.3%	3.3pp	41.6%	43.8%	2.2pp
Paid acquisition	(28.5)	(28.4)	(0%)	(44.2)	(45.5)	3%
GPAPA	37.7	33.4	(11%)	64.1	55.4	(14%)
GPAPA margin	22.7%	23.4%	0.6pp	24.6%	24.0%	(0.6)pp
Operating expenses	(27.4)	(23.7)	(13%)	(50.6)	(47.2)	(7%)
Operating EBITDA	10.3	9.7	(6%)	13.5	8.2	(39%)
Other income/expenses	(1.2)	(3.3)	173%	(3.5)	(4.5)	29%
EBITDA	9.1	6.4	(30%)	10.0	3.8	(62%)
Depreciation & amortisation	(3.5)	(2.9)	(17%)	(6.8)	(6.1)	(10%)
EBIT	5.6	3.5	(38%)	3.3	(2.3)	(171%)

Solid TeePublic performance offset by a decline in Redbubble MPR

Significant uplift in 2QFY25 gross profit margin as renewed focus on unit economics and unlocking synergies following organisation restructure

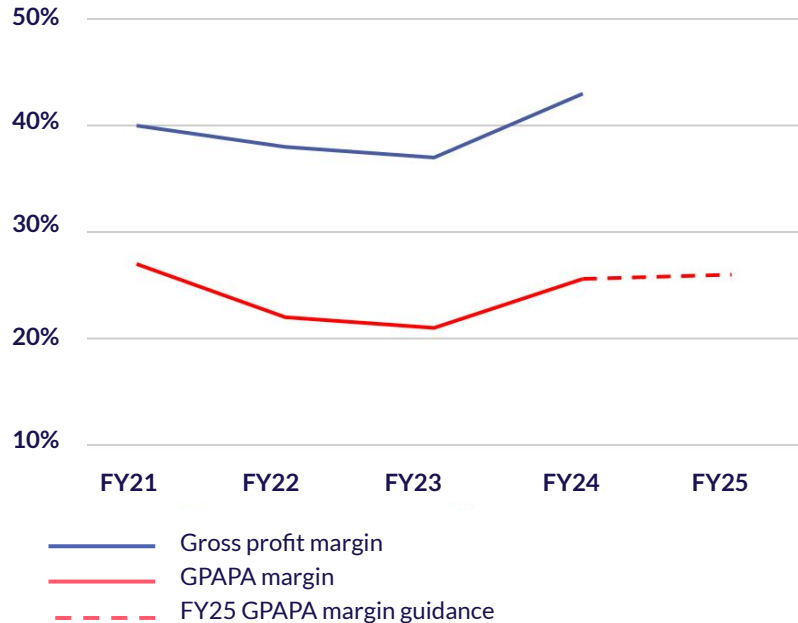
Significant reduction in operating costs in 2QFY25 driven by combining the operations of the marketplaces and ongoing cost discipline

Decline in MPR in 2QFY25, partially mitigated by improvement in gross profit and cost control

Improvement in gross profit margins, coupled with reduced cost base provides foundation for sustainable profit

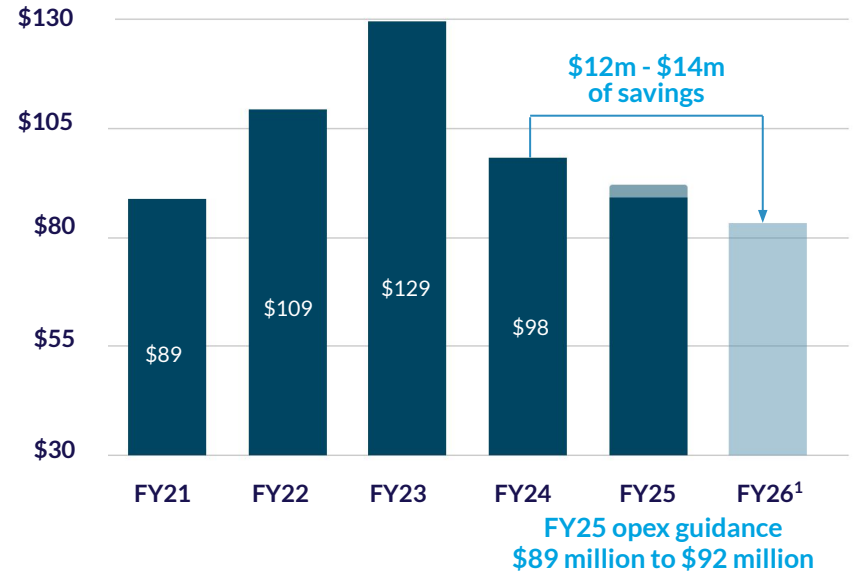
Gross profit and GPAPA margins

(FY21 to FY25)



Operating expenditure

(millions, FY21 to FY26)

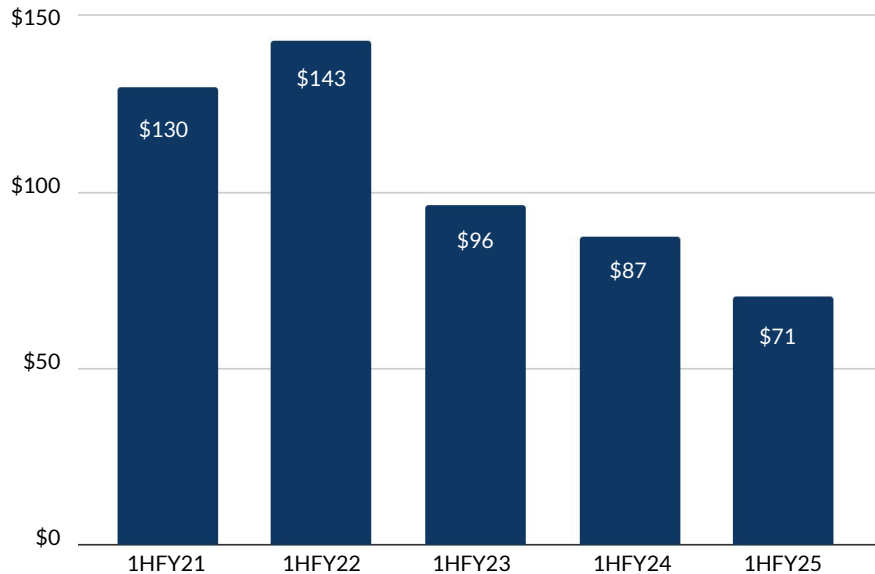


1. For illustrative purposes. Calculated as \$12 million to \$14 million in annualised savings from FY24 cost base.

On track to deliver positive underlying cash flow in FY25, subject to any incremental investment in Dashery

Closing cash balance

(millions, 1HFY21 - 1HFY25)



Consistent with seasonal payments to marketplace participants, 31 January 2024 cash balance of \$36 million (31 January 2023: \$41 million)

Taken steps to reduce cost base by \$12 million to \$14 million, savings to begin to be realised in 2HFY25

Strategy
and outlook



After stabilising our foundation, we are now focused on reinstating growth

Phase 1
Stabilise foundation



Both marketplaces delivered GPAPA growth and positive underlying cash flow in FY24

Phase 2
Deliver profitable revenue growth from existing business



Group has been restructured to enable addition of new operating companies, which leverage Group assets

Phase 3
Grow existing businesses and potentially extend the Group



Operating company Operating company

2HFY25 priorities

Stabilise

Redbubble's revenue decline

Drive

further improvements
in unit economics

Continue

executing cost-reduction plan

Creating a
foundation to
deliver
sustainable profit
and revenue
growth in FY26

FY25 guidance¹

GPAPA margin

25%-27%

Operating expenditure

\$89 million -
\$92 million

**Positive
underlying cash flow**
subject to any incremental
investment in Dashery in
2HFY25

1. Our ability to achieve this aim is highly dependent on various factors including consumer demand, foreign exchange rates, geographic and product mix



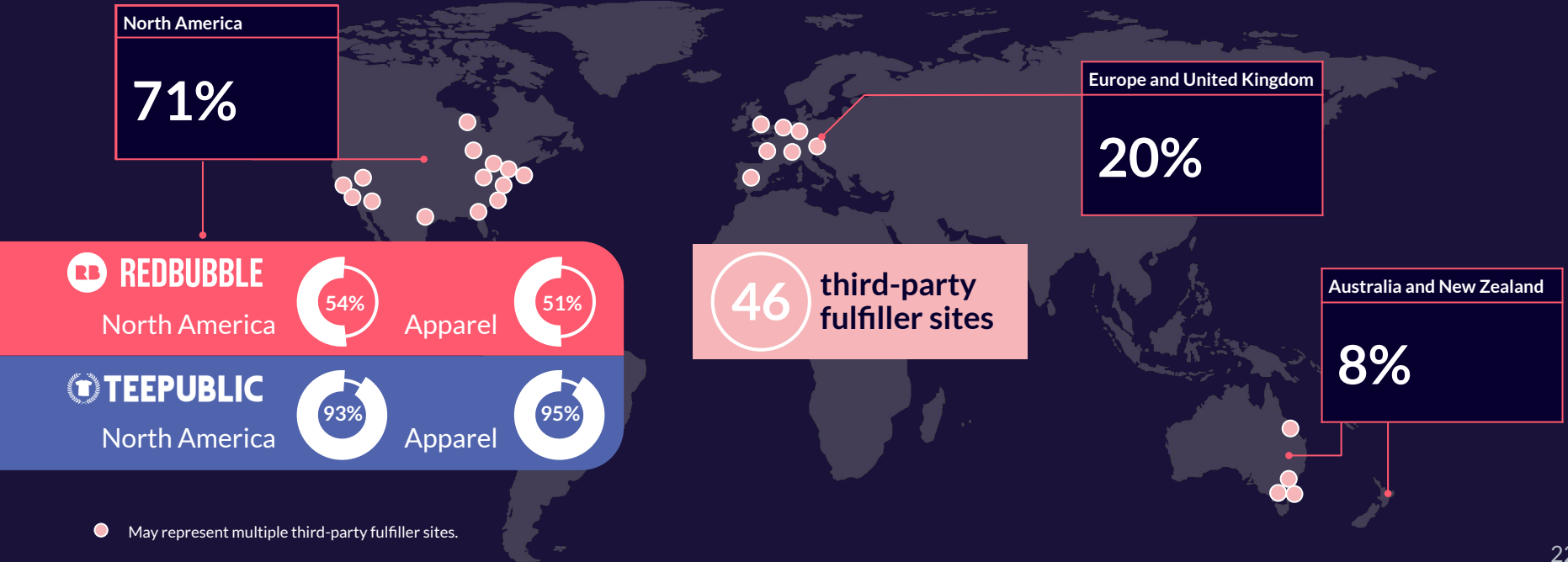
Supplementary information



Two distinct marketplaces operating at a global scale

Geographic Diversity

(% of gross transaction value)



2QFY25 and 1HFY25 profit and loss statement

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Total revenue	191.3	163.9	(14%)	(15%)	302.7	266.6	(12%)	(12%)
Less: artist revenue	(25.6)	(21.1)	(17%)	(18%)	(42.4)	(36.2)	(15%)	(14%)
MPR	165.8	142.7	(14%)	(15%)	260.4	230.4	(12%)	(12%)
Underlying adjustment ⁽¹⁾	(2.7)	-	100%	100%	(2.7)	-	100%	100%
Gross profit ⁽¹⁾	66.2	61.8	(7%)	(8%)	108.4	100.9	(7%)	(7%)
Gross profit margin	39.9%	43.3%	3.3pp	3.5pp	41.6%	43.8%	2.2pp	2.2pp
Paid acquisition	(28.5)	(28.4)	(0%)	(2%)	(44.2)	(45.5)	3%	3%
GPAPA ⁽¹⁾	37.7	33.4	(11%)	(12%)	64.1	55.4	(14%)	(13%)
GPAPA margin	22.7%	23.4%	0.6pp	0.8pp	24.6%	24.0%	(0.6pp)	(0.5pp)
Operating expenses	(27.4)	(23.7)	(13%)	(14%)	(50.6)	(47.2)	(7%)	(6%)
Operating EBITDA ⁽¹⁾	10.3	9.7	(6%)	(8%)	13.5	8.2	(39%)	(41%)
Other income/expenses	(1.2)	(3.3)	173%	(9%)	(3.5)	(4.5)	29%	(7%)
EBITDA ⁽¹⁾	9.1	6.4	(30%)	(7%)	10.0	3.8	(62%)	(53%)
Depreciation & amortisation	(3.5)	(2.9)	(17%)	(17%)	(6.8)	(6.1)	(10%)	(10%)
EBIT ⁽¹⁾	5.6	3.5	(38%)	0%	3.3	(2.3)	(171%)	(147%)
Interest income/expense	0.0	(0.0)	(241%)	(244%)	(0.0)	0.0	292%	383%
Tax benefit/expense	(1.0)	0.4	142%	140%	(1.0)	0.4	142%	140%
Net profit/(loss) after tax ⁽¹⁾	4.6	3.9	(16%)	37%	2.2	(1.9)	(184%)	(150%)

1. The 1HFY24 statutory results include a one-off release of an accrual that has been excluded in this investor presentation for the purpose of assessing the Group's 1HFY24 and 1HFY25 performance on a like-for-like basis. This table shows the impact this has on underlying gross profit, GPAPA, EBITDA, EBIT and Net Profit/(Loss) after tax. These underlying results and the numbers presented in this investor presentation differ from the statutory financial statements by this amount. Gross profit, gross profit margin, GPAPA, GPAPA margin, operating EBITDA, EBITDA and EBIT are non-IFRS measures. Non-IFRS measures are unaudited.

Reconciliation of segment results

(A\$M)	1HFY24	1HFY25	% change
Redbubble MPR	\$149.3m	\$119.3m	(20%)
TeePublic MPR	\$111.1m	\$111.1m	0%
Articore MPR	\$260.4m	\$230.4m	(12%)
Redbubble gross profit	\$61.2m	\$52.8m	(14%)
TeePublic gross profit	\$47.2m	\$48.0m	2%
Articore gross profit	\$108.4m	\$100.9m	(7%)
Redbubble GPAPA	\$40.5m	\$32.0m	(21%)
TeePublic GPAPA	\$23.7m	\$23.4m	(1%)
Articore GPAPA	\$64.1m	\$55.4m	(14%)
Redbubble operating EBITDA	\$11.8m	\$8.4m	(29%)
TeePublic operating EBITDA	\$7.0m	\$5.6m	(21%)
Corporate costs	(\$5.3m)	(\$5.7m)	8%
Articore operating EBITDA	\$13.5m	\$8.2m	(39%)

Glossary

Term	Definition
\$	All references to dollar amounts or figures are in AUD unless stated otherwise
1H/2H	First or second half of the financial year
1Q/2Q/3Q/4Q	First, second, third or fourth quarter of the financial year
AI	Artificial intelligence
Selling artists	Number of active artists who sold a product printed with their art during reporting period. Does not account for duplication across marketplaces
b	Billion
bps	Basis points
CODB	Cost of doing business
COGS	Cost of goods sold
Constant currency (cc)	Reflects the underlying growth before translation to Australian dollars for reporting purposes. Redbubble sources about 87% of its marketplace revenue in currencies other than Australian dollars. TeePublic sources about 90% of its marketplace revenue in US dollars
CY	Calendar year
Designs sold	Number of artists' designs that have sold on at least one product during reporting period
EBITDA	Earnings before interest, tax, depreciation and amortisation. This is a non-IFRS measure and is unaudited
FY	Financial year
GP	Gross profit. This is non-IFRS measure and is unaudited
GPAPA	Gross profit after paid acquisition. This is a non-IFRS measure and is unaudited
GTV	Gross transaction value less taxes and artist revenue is equal to marketplace revenue. This is a non-IFRS measure and is unaudited
MPR	Marketplace revenue. Total revenue less artist revenue
MVP	Minimum viable product
m	Million
pcp	Prior corresponding period
POD	Print on demand
Underlying cash flow	Operating EBITDA plus net interest earned, less lease related expenses, payments for capitalised development costs and property, plant and equipment (PPE)
US	United States of America
YoY	Year on year

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