

31 March 2025

Change in CFO

Articore Group Limited (Articore or the Group) advises that Chief Financial Officer (CFO) Rob Doyle has resigned and will be leaving the Group. Rob will remain available to advise the Group until the end of the financial year and assist in an orderly transition of his responsibilities.

Articore Managing Director and Group Chief Executive Officer, Martin Hosking, commented, "As the Group has evolved in both size and profile since Rob's appointment, our organisational needs have naturally shifted. In light of this, and consistent with our ongoing commitment to cost discipline, Rob and I have come to the difficult decision that the Group's requirements for leadership of the finance function have also changed. Personally, while I will miss Rob immensely, I have accepted his resignation and acknowledge that it is the right decision for Rob and the business at this time.

"On behalf of the Board, I would like to acknowledge the contribution that Rob has made to the Group since joining two years ago. He has been instrumental in stabilising the business, returning the Group to positive underlying cash flow, and creating a foundation for the Group to deliver revenue and profit growth in FY26."

The Board will consider what additional support the Group's finance operations require and update investors in due course.

For further information, please contact:

Virginia Spring
VP, Investor Relations
virginia.spring@articore.com

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 Board.