

2 June 2025

Board and Executive renewal

With more than 75% of Group revenue coming from North America, Articore Group Limited (**Articore**, the **Company** or the **Group**) is proud to announce the appointment of highly experienced US-based director Robin Mendelson as Chair of the Board, and US-based Vivek Kumar as Group CEO, effective immediately.

These appointments are part of the Board's longstanding commitment to ensuring Articore is best positioned to meet the challenges facing the company while optimising success.

Board renewal – responsibly, strategically

Robin Mendelson is a highly experienced senior executive, and non-executive director with a proven track record of building, scaling and transforming complex technology businesses. She joined the Articore Board in July 2024 after a 20-year career with global e-commerce leader Amazon.com.

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

Her appointment reflects the Board's **longstanding commitment to the immediate and long-term sustainability and success of the Company**, and its intention to align senior leadership with growth priorities.

As part of this renewal process, previous Chair, Anne Ward, and Ben Heap have decided to step down as directors of the Company, effective immediately. The Board would like to express its appreciation to Ms Ward and Mr Heap for their significant contributions to the Company. Their professionalism, judgement and leadership have been greatly valued, and they leave with the Board's deep appreciation and best wishes.

Under Robin Mendelson's leadership, the Board intends to implement further steps as part of the renewal process. The Board has commenced a process to identify and appoint another Australian based non-executive director, who is intended to become Chairman of the People, Remuneration and Nominations Committees.

Executive renewal

The Board also announces that it has implemented its existing CEO succession process.

With effect from today, Vivek Kumar, previously CEO of Marketplaces, has been appointed as Articore Group CEO, succeeding Martin Hosking. Mr Kumar joined Articore in 2022 as CEO of TeePublic and in October 2024 was appointed as CEO of Marketplaces. Vivek has demonstrated his

ability to grow both revenue and margin at TeePublic, and he is now driving material synergies and efficiencies through the unification of the Group's two businesses.

As a result, Martin Hosking will leave the Company immediately. The Board thanks Martin for his service to the Company.

The material terms of Vivek's employment arrangements will be released to the market upon execution of contracts.

Shareholder notices

On Friday 30 May 2025, Articore received notices signed by Richard Cawsey and Martin Hosking, and members associated with Richard Cawsey and Martin Hosking, who together hold at least 5% of the votes that may be cast at a general meeting of Articore (together, the **Requesting Shareholders**) (**Shareholder Notices**). The Shareholder Notices provided:

- notice pursuant to section 203D(2) of the *Corporations Act 2001* (Cth) (**Corporations Act**) regarding the Requesting Shareholders' intention to move resolutions at a general meeting of Articore to remove each of Anne Ward, Robin Low and Ben Heap as directors pursuant to section 249D of the *Corporations Act*; and
- notice of Richard Cawsey's candidature for election as a director of Articore for the purposes of Rule 48(b) of the company's constitution.

Following receipt of the Shareholder Notices, the Board accelerated certain of its existing succession plans at both the Board and CEO level, as described above.

The Board is further considering the Shareholder Notices and awaiting any formal notice pursuant to section 249D of the *Corporations Act* requesting that the directors call a general meeting to consider the above mentioned matters.

Articore will keep all shareholders updated on any material developments.

Board's Commitment to Accountability and Governance Integrity

The Board is and has always been strongly committed to acting in the best interests of the Company and its shareholders. The leadership changes announced today are the result of planned, deliberate reform, aligned with strategy and market realities.

The Board remains focused on delivery, performance, and long-term value creation.

For further information, please contact:

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[Robin Mendelson](#)
[Chairman, Board of Directors](#)
[Articore Group Ltd](#)

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, Artcore Group (ASX: ATG) was previously known as Redbubble Limited (ASX: RBL).

This announcement was authorised for release by the Artcore Group Board.