

6 August 2025

Group CEO appointed as Managing Director

The Board of Articore Group Limited (Articore or the Group) today announced that Group CEO Vivek Kumar has been appointed to the Board as Managing Director, effective 6 August 2025.

Robin Mendelson, Articore Board Chair, said "Vivek's appointment as Managing Director reflects the Board's clear focus on performance, accountability and long-term shareholder value. Under his leadership, the Group has delivered a step-change in results, including our strongest fourth quarter in five years and record gross profit margin. This appointment reinforces our confidence in Vivek's ability to execute the turnaround and deliver sustained value through operational discipline and strategic focus."

Commenting on his appointment, Vivek said "I am honoured to serve as Managing Director and grateful for the Board's trust and partnership. The Board and I share a strong alignment on what value creation means, delivering results for all stakeholders - customers, creators, employees, and importantly, shareholders. I have deeply appreciated the Board's commitment to transparency, urgency, and operational understanding of our marketplaces. We have developed a foundation together, and I look forward to continuing our work to accelerate the turnaround and position Articore for long-term success."

The terms of Mr Kumar's employment remain materially the same as the terms announced to ASX on 5 June 2025.

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 Group Board.