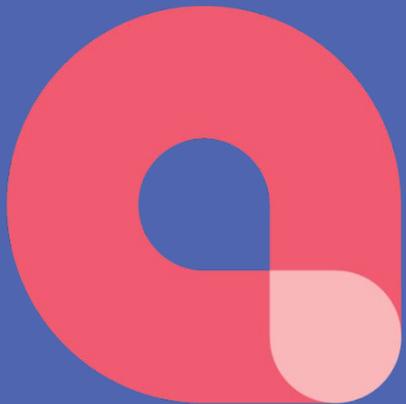
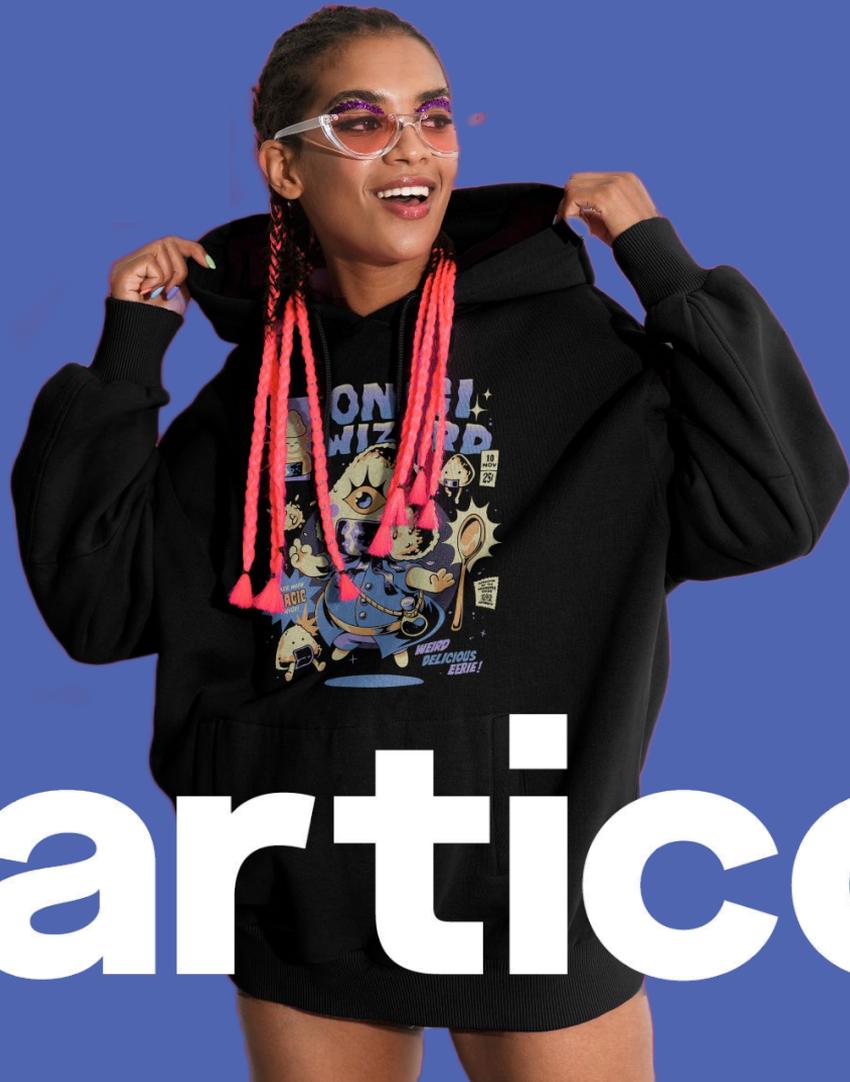


ASX: ATG

March 2026



articore

# Who we are

Articore has a leading position in the creator economy, with one of the world's **largest and continually expanding design ecosystems**. In FY25 more than **700,000 creators** sold **5 million designs** to **6 million customers**



- *The global leader for connecting digital creators with their customers.*
- *Articore has generated over \$3.2 billion in marketplace revenue and more than 250 million products have been shipped since listing*

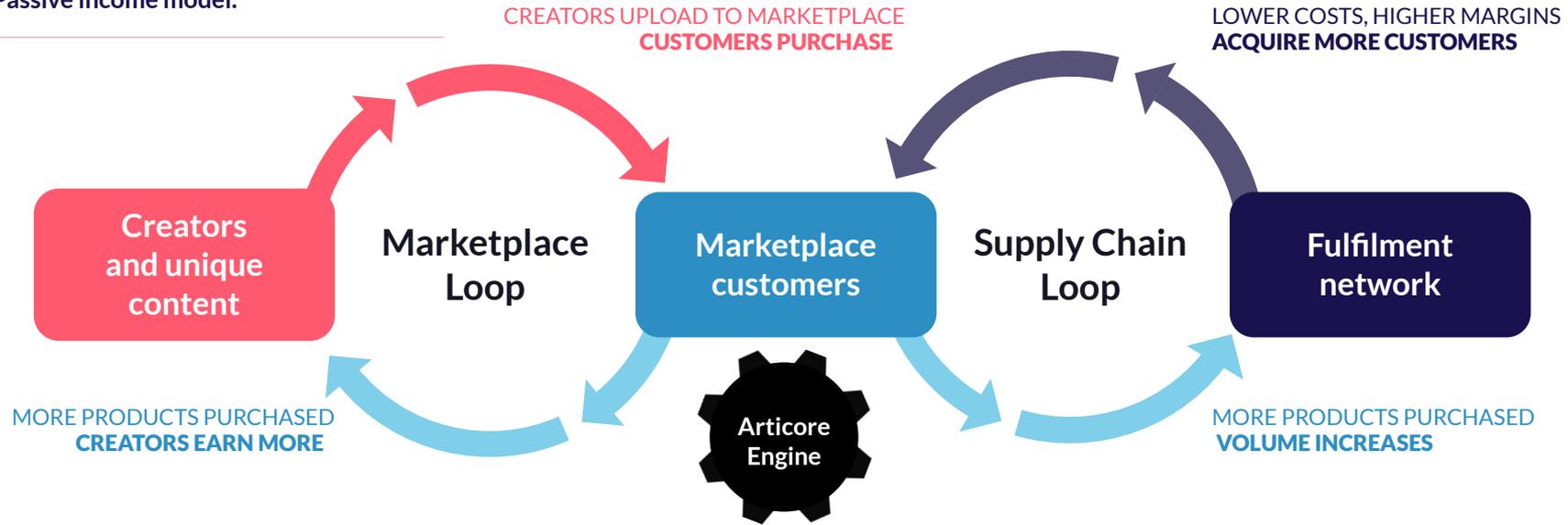


Articore owns and operates two high-margin, capital-light digital marketplaces and an emerging storefront platform

# Fueling growth with the flywheel effect

No cost to join.  
Creators can publish ideas instantly.  
Passive income model.

Fulfilment network scales with demand.  
Geographically distributed, enabling efficient  
delivery and lower shipping costs.



Creators upload artwork and design products that attract their customers. Customers receive products printed by a **third-party fulfilment network**. Creators profit only when they sell, so the marketplace benefits from an **asset-light, take rate business model**.

# Built for growth: four competitive advantages that defend and scale

## Unique asset

Powering access to one of the largest, constantly evolving catalogues of unique content and artwork

**>75 million** designs

**>10,000** average daily uploads

## Scale economies

A leading global POD network, with ability to route demand to third party fulfillers around the globe to minimise cost and delivery timeframes

**42** third-party fulfiller sites; **<2 day** SLA

**23 million** units shipped in FY25

## Network effects

Improving one side of the flywheel creates a positive reinforcing impact on other side

**>3 million** creators selling on platform

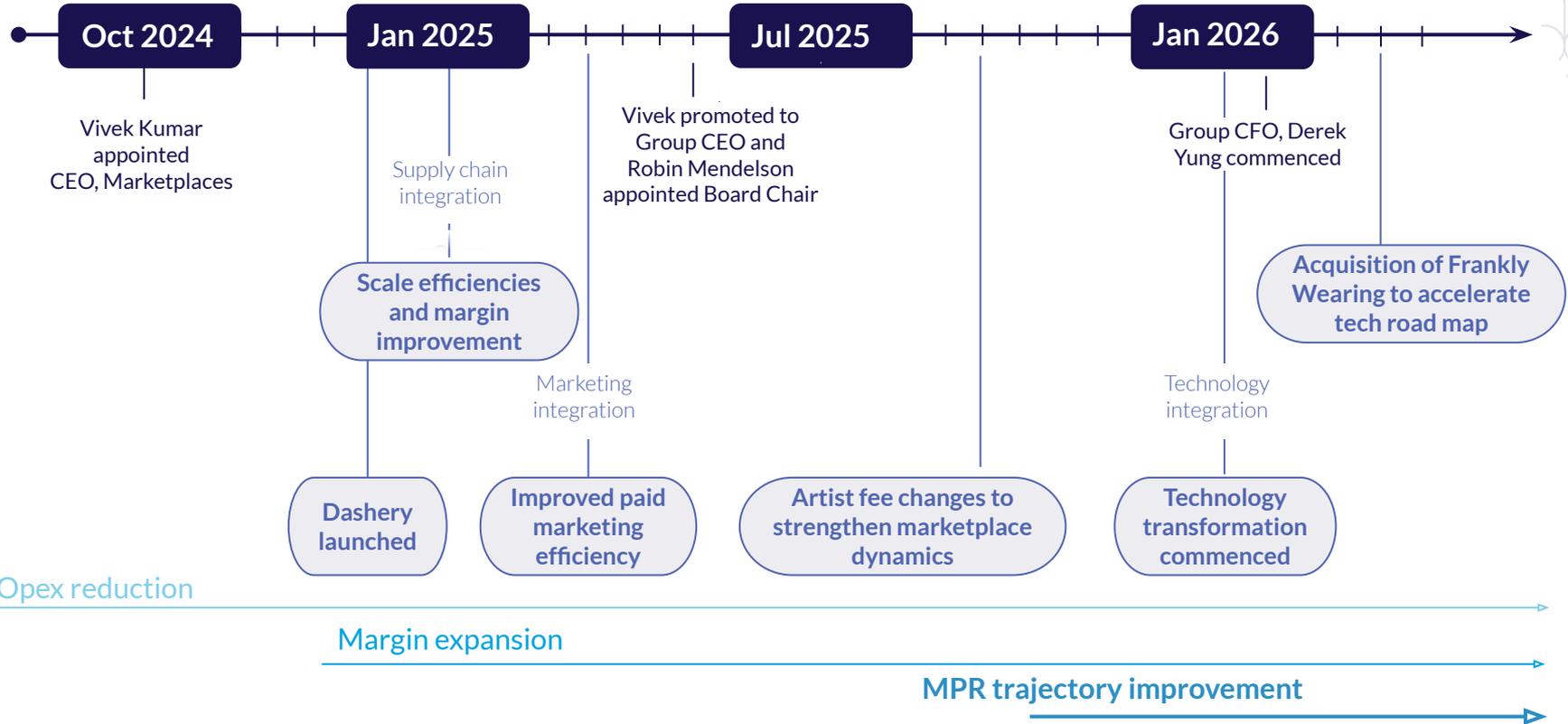
## Process power

Global team with deep ecommerce experience and scalable infrastructure

**~200** employees

**\$1.8 million** revenue per employee<sup>1</sup>

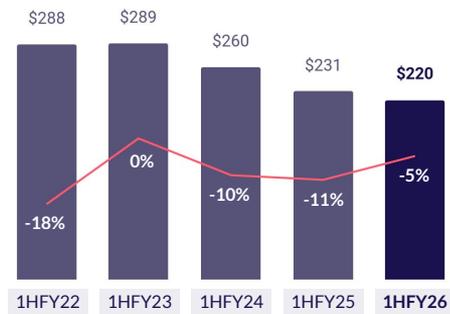
# Disciplined execution driving sustainable momentum and strengthening foundations for growth



# Sustainable margin improvements and cost discipline driving a significant uplift in EBIT

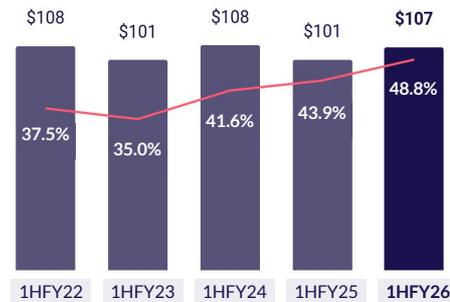
## Marketplace revenue and YoY growth

(millions)



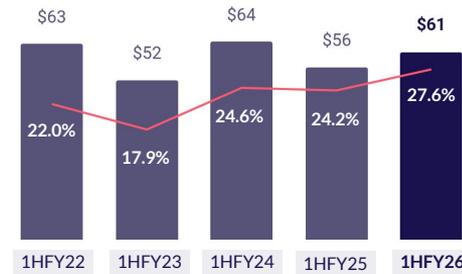
## Gross profit and gross profit margin

(millions)



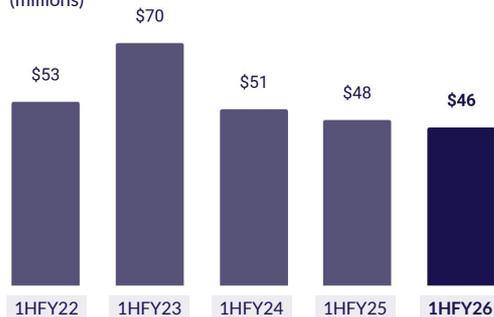
## Gross profit after paid acquisition and margin

(millions)



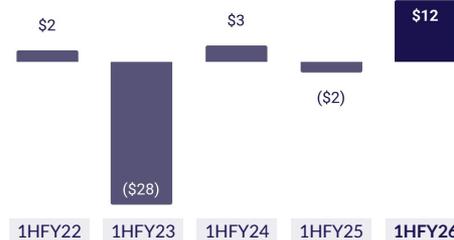
## Operating expenses

(millions)



## EBIT

(millions)



# Acquisition to accelerate tech roadmap and drive future operating efficiencies

## Frankly Wearing

Indian-based, print-on-demand marketplace



### Strategic rationale

- Advances technology platform consolidation – tech costs represent ~33% of the Group's cost base
- Establishes the foundation for a Global Capability Centre to drive sustained operating efficiencies
- Opens access to the US\$1B+ Indian print-on-demand market, leveraging Frankly Wearing's local expertise and early market position

### Key transaction terms:

- Artcore will acquire 100% of Frankly Wearing for US\$0.9 million; 75% at close and 25% earn-out at 18 months tied to performance milestones
- Founders will join Artcore and will receive performance-based long-term incentives
- Funded entirely from existing cash reserves
- Not expected to impact the Group's FY26 underlying cash flow guidance of \$8 to \$12 million

# Dashery emerging as a scalable, high-margin growth platform in its first year



Dashery enables creators to establish their own merchandise store, with a custom domain, in minutes

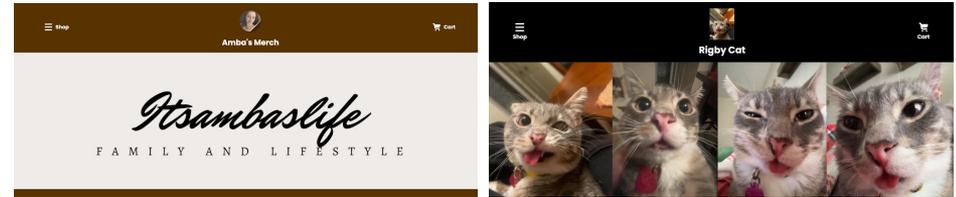
Fully-funded, disciplined strategic bet

Asset-light adjacent business model

Leverages experienced sales team and POD network

New offering that attracts high-value creators

## New creators who bring their own demand



ItsAmbasLife

1.9m TikTok followers

Rigby Cat

2.1m Instagram followers

Active selling accounts

> 1200

since inception

1HFY26 MPR

\$1.3m

1HFY26 GPAPA margin

35.5%

# Strong progress against strategic priorities, building momentum for future growth

## Strategic priorities



## Key growth drivers

- Strengthen competitive moat through content differentiation
- Elevate the customer experience leveraging AI for next generation discovery and personalisation
- Build high-impact customer acquisition and retention engines
- Operate a unified platform at scale efficiently across geographies
- Invest in high-growth businesses, including Dashery and Frankly Wearing

**FY26  
guidance<sup>1</sup>**

**GPAPA  
margin**

**27% - 29%**

**EBIT**

**\$6m - \$10m**

**Underlying  
cash flow**

**\$8m - \$12m**

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



## Contact us:

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Virginia Spring

VP, Investor Relations

[investor.relations@articore.com](mailto:investor.relations@articore.com)