

28 July 2025

Shareholder letter

Please see attached a letter to shareholders in relation to the upcoming Extraordinary General Meeting (EGM) to be held on 22 August 2025.

The Board unanimously recommends that shareholders vote AGAINST all of the resolutions at the EGM.

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).

Forward-looking statements

This letter attached to this announcement contains forward-looking statements in relation to the Articore Group, including statements regarding the Group's current expectations with respect to the Group's business. The forward-looking statements are based on the Group's good faith assumptions as to the financial, market, risk, regulatory and other relevant environments that will exist and affect the Group's business and operations in the future. The forward-looking statements involve known and unknown risks, uncertainties and assumptions and other important factors, many of which are beyond the control of the Group.

This announcement was authorised for release by Articore Group Board.

Articore Group Limited

28 July 2025

Dear Shareholder,

Since forming as a Board on 2 June, your four shareholder-elected Directors have taken decisive steps and continue to act with urgency and discipline to solve the inherited structural and strategic issues that drove past underperformance and eroded shareholder value.

All current Directors hold or control shares in Articore, when combined this represents 9.3% of the company.¹ Like you, we are invested in the company's future. Our mandate is clear: restore credibility, drive execution, and deliver long-term, sustainable value for all shareholders.

Our trading update below shows clear progress from strong leadership and focused priorities. The upcoming EGM is a pivotal moment - your vote will determine whether this momentum continues. We unanimously recommend that shareholders vote AGAINST all resolutions to preserve recent gains and keep the turnaround on track.

Your Board's focus on action

In our first 55 days, your Board has taken decisive steps to restore trust and drive shareholder value through action, alignment, and accountability, including:

- Reaffirmed FY25 guidance, reinforcing transparency, credibility, and business stability
- Aligned CEO incentives with shareholders via performance-based tiered equity grants
- Engaged leading global investment bank, Citizens Capital Markets & Advisory, to review strategic alternatives
- Appointed Curtis Davies as Interim CFO, ensuring continuity, discipline, and local oversight
- Delivered a strong 4QFY25 - reflecting Board-Management alignment and improved unit economics

Trading update - Turnaround delivers best fourth quarter in five years

Group CEO Vivek Kumar's turnaround strategy is delivering results. Driven by stronger gross profit after paid acquisition (GPAPA) and lower costs, the Group delivered \$2.5 million in underlying cash flow in 4QFY25, up \$6.0 million year-on-year and the strongest fourth quarter in five years.

4QFY25 highlights:²

- Stabilised marketplace revenue (MPR) decline, Q4 was down 6%, compared to full year decline of 10%
- Improved gross profit margin, up 430 basis points to 49.7%, the highest gross profit margin to date, driven by supply chain synergies
- Enhanced GPAPA margin, up 410 basis points to 31.0% due to higher gross profit margins and improved marketing efficiency; Q4 GPAPA up 8%
- Reduced opex 16% in Q4 reflecting sharp cost discipline
- Cash ended FY25 at \$28.4 million, down from \$36.9 million at FY24 year end, reflecting positive underlying cash flow, which was offset by payables timing and the share buy back

A return to positive EBIT in FY26

While progress to date is positive, there is more work to be done.

¹ Your Directors' interests in the company's shares are set out in the FY24 Annual Report, as supplemented by Change of Director's Interest Notices lodged with ASX since the date of that report.

² All 4QFY25 and FY25 figures in this letter are provided on an unaudited basis. All references to dollar amounts or figures are in AUD unless stated otherwise. All comparative figures are against the prior corresponding period (pcp), 4QFY24, unless stated otherwise.

The Board strongly backs the Group CEO's strategic initiatives to unlock new revenue streams by scaling high-performing content, enhancing monetisation opportunities for Articore and creators, and expanding into new sales channels.

FY25 GPAPA margin rose to 26.5%. With further gains expected in FY26, the Group is targeting a GPAPA margin between 27% and 29%.

The Group expects to deliver positive EBIT in FY26, representing at least a \$10 million year-on-year turnaround, alongside positive underlying cash flow.

"Since stepping into the Group CEO role, my focus has been on operational discipline and execution to accelerate our turnaround. 4QFY25 marks a step change in performance for Articore as we have delivered positive cash flow in a typically soft seasonal quarter. My priority now is to build on this momentum."

Group CEO Vivek Kumar

What to expect from your Board:

- A clear strategy focused on value creation and cash flow
- A strategic review, now underway, to assess capital structure, portfolio fit, and value creation pathways
- Continued Board refreshment to strengthen Australian governance and complement existing skills
- Strong alignment with shareholders through performance-based executive incentives and Board ownership
- Increased shareholder visibility and accountability, including communication on performance against milestones

Your Board is committed to transparency as we advance our plan. To ensure you have a direct line to your Board, and to foster constructive dialogue, we encourage you to contact the Chair at robin.mendelson@articore.com.

Your vote to decide the future of Articore

The Board unanimously recommends that shareholders vote AGAINST all of the resolutions at the EGM on 22 August 2025. Voting can be undertaken prior to the meeting by using your personalised voting form or online at <https://au.investorcentre.mpms.mufg.com>. We ask that you enable us to finish the turnaround we have started for the benefit of all shareholders.

Yours sincerely,



Robin Mendelson



Robin Low



Robert Sherwin



John Lewis