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# CETTIRE

H1 FY21 INVESTOR PRESENTATION  
26 FEBRUARY 2021

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CETTIRE

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DELIVERING ON STRATEGY

# BUSINESS HIGHLIGHTS – H1 FY21

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- **Record half year, business is performing very strongly across all key growth metrics**
- Gross revenue<sup>1</sup> \$52.7m and Sales revenue \$40.5m, +476% and +479% respectively vs pcp
- Strong margin profile – 38% Product Margin, 11% Adjusted EBITDA Margin<sup>2</sup>



- **Customer acquisition momentum accelerates**
- 67,657 Active Customers<sup>3</sup> +319% vs pcp
- 5.8m unique website visits +300% vs pcp



- **Continued growth in online product range and broadening of supplier base**
- Additional supplier relationships since IPO



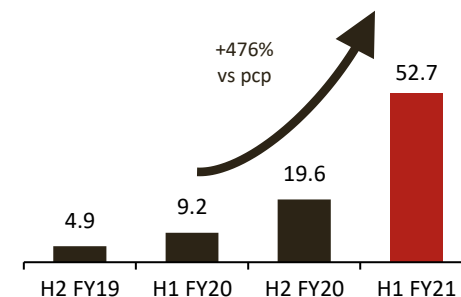
- **Enhancements to customer proposition**
- Technology driven improvements to site functionality and aesthetics
- Free returns pilot program
- Global partnership with Afterpay



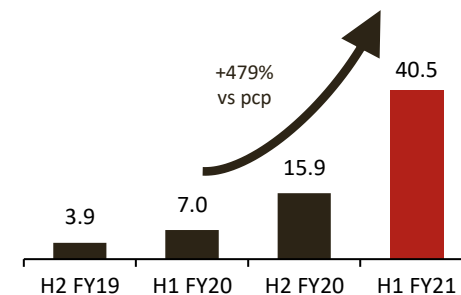
- **Successful IPO on ASX in December 2020, raising \$40m for growth initiatives**
- Strong balance sheet with \$45m net cash

1. Cettire uses gross revenue as a non-IFRS measure of business performance and represents revenue prior to returns and allowances  
2. Cettire uses Adjusted EBITDA as a non-IFRS measure of business performance which excludes expenses associated with the IPO  
3. Active Customers are unique customers who have made a purchase in the last 12 months

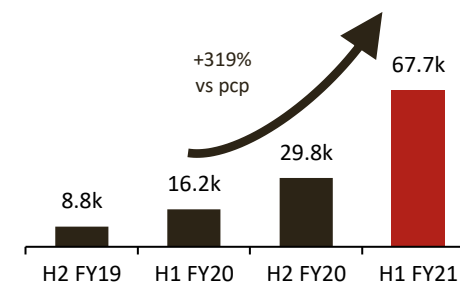
Gross revenue<sup>1</sup> (\$ millions)



Sales revenue (\$ millions)



Active customers



# FINANCIAL HIGHLIGHTS – H1 FY21

## EXCEPTIONAL MOMENTUM

\$52.7m  
Gross revenue<sup>1</sup>  
+476% YoY

\$40.5m  
Sales revenue  
+479% YoY

~68k  
Active Customers<sup>3</sup>  
+319% YoY

\$15.4m  
Product Margin  
38% Margin

\$4.4m  
Adj. EBITDA<sup>2</sup>  
11% Margin

~5.8m  
Unique site visits  
+300% YoY

\$2.3m  
Statutory NPAT  
+354% YoY

34%  
Gross revenue<sup>1</sup> from  
repeat customers

1.15%  
Conversion rate<sup>4</sup>  
+39% YoY

Note: all growth metrics represent year on year growth vs H1 FY20

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2. Cettire uses Adjusted EBITDA as a non-IFRS measure of business performance which excludes expenses associate with the IPO
3. Active Customers are unique customers who have made a purchase in the last 12 months
4. Orders divided by unique sits visits

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# CETTIRE

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UNIQUE VALUE PROPOSITION

# CETTIRE OVERVIEW

CETTIRE IS A GLOBAL ONLINE LUXURY RETAILER

## CETTIRE

### Selection



160,000+ products<sup>1</sup>



1,300+ brands<sup>1</sup>



\$500m+ stock value<sup>1</sup>

### Customers



~68,000 Active Customers<sup>2</sup>



8.2m unique website visits<sup>3</sup>



34% of Gross revenue from returning customers<sup>2</sup>

### Economics



38% Product Margin<sup>2</sup>



\$776 Average Order Value<sup>2</sup>



>90% international revenue<sup>2</sup>

1. As at November 2020
2. 1H FY21
3. Last 12 months to 31 December 2020

# MASSIVE + GROWING TAM, STRUCTURAL TAILWINDS

THE PERSONAL LUXURY GOODS MARKET IS A \$460B GLOBAL INDUSTRY

## Massive + Growing TAM

Global Personal Luxury Goods Market

2019E

\$460

~3%  
CAGR

2025F

\$540b

## Online Penetration

% Online Penetration

2019E

12%

~20%  
CAGR

2025F

30%

## Millennial and Gen Z

Millennial and Gen Z as a % of Global Personal Luxury Goods Market

2019E

39%

~10%  
CAGR

2025F

55%

## China Growth

Share of sales from Chinese Consumers

2019E

35%

~9%  
CAGR

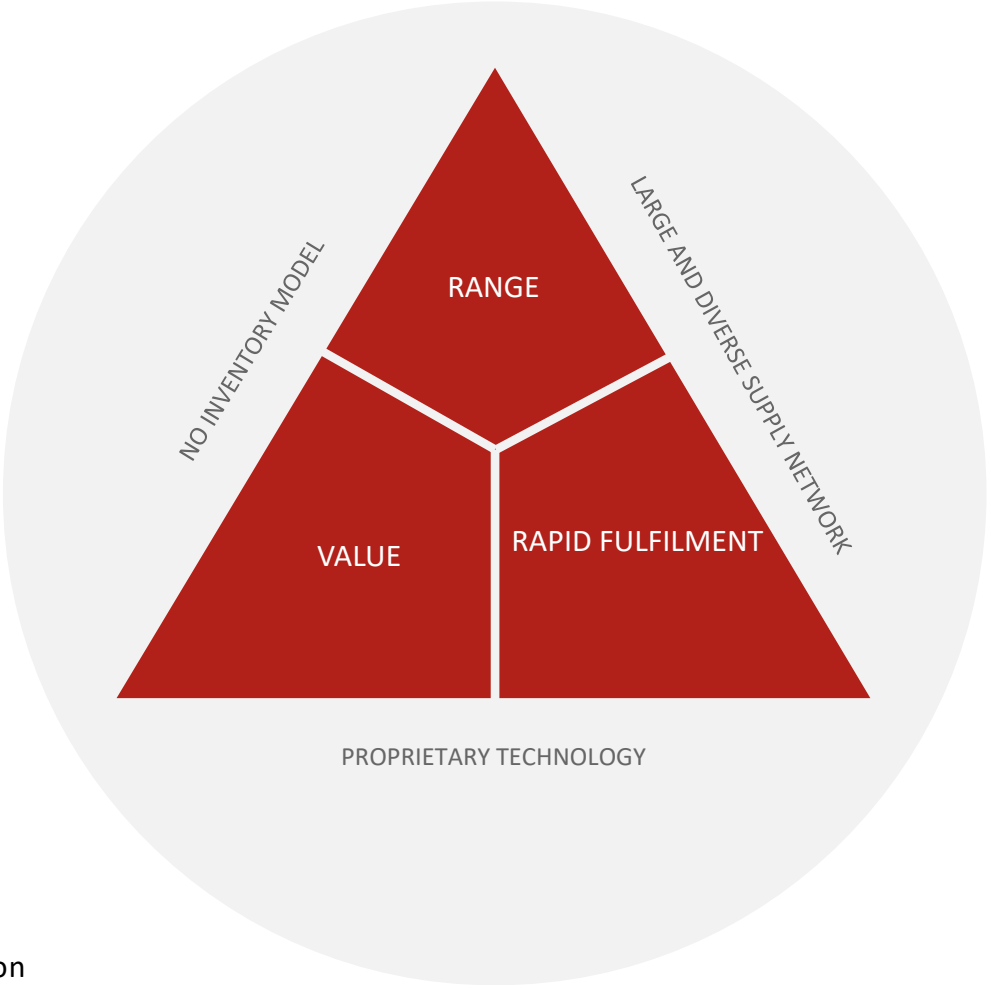
2025F

46%

Source: Bain & Company and Altagamma: "The Future of Luxury: A Look Into Tomorrow to Understand Today (November 2018)", Bain Altagamma Luxury Goods Worldwide Market Study, Spring 2020 - May 7th, 2020, Bain press release, "Global personal luxury good market set to contract between 20 – 35 percent in 2020", 7 May 2020. Data converted from Euro to AUD at an exchange rate of 1.64

# CETTIRE VALUE PROPOSITION

CETTIRE OFFERS ONE OF THE LARGEST SELECTIONS OF LUXURY ONLINE. WE OFFER COMPETITIVE PRICING AND RAPID FULFILMENT, ENABLED BY OUR HIGHLY SCALABLE PROPRIETARY TECHNOLOGY



Customer value proposition

Key enablers

CETTIRE



# HIGHLY SCALABLE PROPRIETARY PLATFORM

CETTIRE HAS A HIGHLY SCALABLE, PROPRIETARY TECHNOLOGY STACK WHICH REQUIRES MINIMAL DAY-TO-DAY LABOUR INTERVENTION

Customer order fulfilment and global logistics



- Facilitates the entire customer fulfilment cycle, including automation of order management and fulfilment, global logistics and customs compliance, returns management, fraud and payment management
- Efficient and highly automated process ensures rapid customer order fulfilment, driving strong customer satisfaction and repeat customers
- Automated reverse logistics process, facilitating product returns to suppliers without manual intervention from Cettire

Product and inventory management



- Integrated inventory systems allows for the synchronisation and management of a virtual inventory of >160,000 products from suppliers
- Deep integration into suppliers

Pricing



- Dynamic pricing system calculates real-time price analysis of products across supplier network
- System uses proprietary algorithms with multiple data points to optimise price leadership on website
- Optimise pricing and margin

Marketing



- Developed intelligent marketing approach which uses data-driven methods to ensure effective use of marketing spend
- Yields consistent high return on ad spend and low customer acquisition costs

# GROWTH INITIATIVES

WE ARE EXECUTING ON OUR LONG-TERM GROWTH STRATEGY

GROWTH LEVER	GROWTH INITIATIVES	PROGRESS SINCE IPO
TRAFFIC	<p>Scale data driven marketing investment to accelerate customer acquisition</p> <p>Significantly increase products available online</p> <p>BNPL partnerships</p> <p>Broadening of supply relationships</p>	<p>January unique traffic +378% YoY</p> <p>Additional +2,000 products available online since year end</p> <p>Global partnership with Afterpay executed in Feb 2021</p> <p>Additional suppliers added</p>
CONVERSION AND CUSTOMER EXPERIENCE	<p>UI/UX enhancement</p> <ul style="list-style-type: none"><li>• Functionality: filter and search features</li><li>• Site aesthetics</li></ul> <p>Free returns pilot program</p> <p>Core technology upgrade</p>	<p>Colour and size filter launched on desktop</p> <p>Site design and UI upgrade</p> <p>Pilot launched in Feb 2021</p> <p>Continuous development on our technology driving constant efficiencies</p>

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# CETTIRE

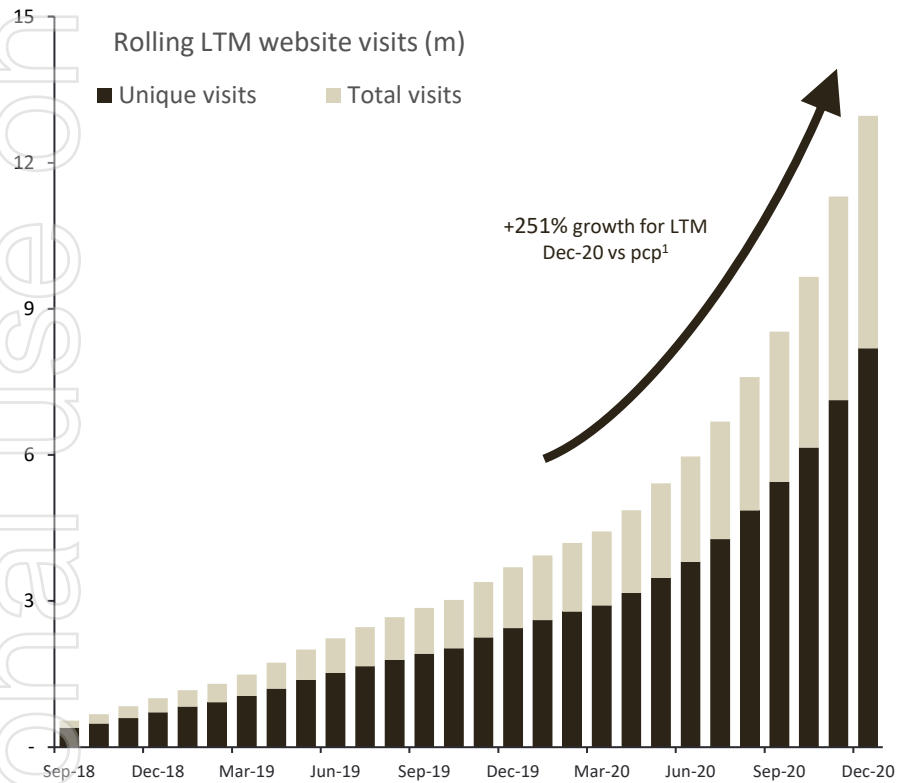
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EXCEPTIONAL GROWTH  
ACROSS ALL KEY METRICS

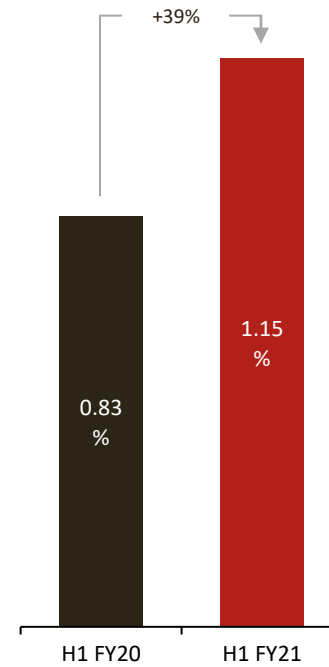
# SITE TRAFFIC AND CONVERSION

KEY OPERATING METRICS ARE TRENDING VERY FAVOURABLY

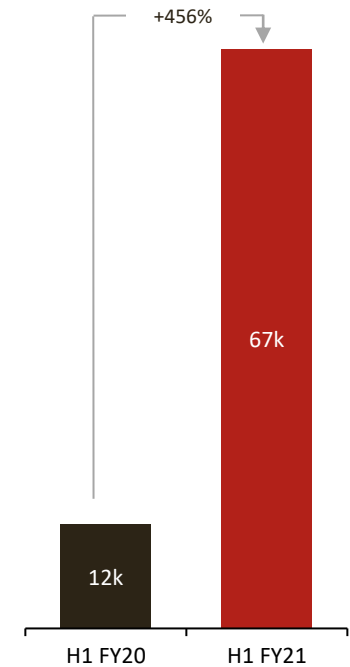
## Website traffic growth accelerating



## Conversion rate<sup>1</sup>



## Orders



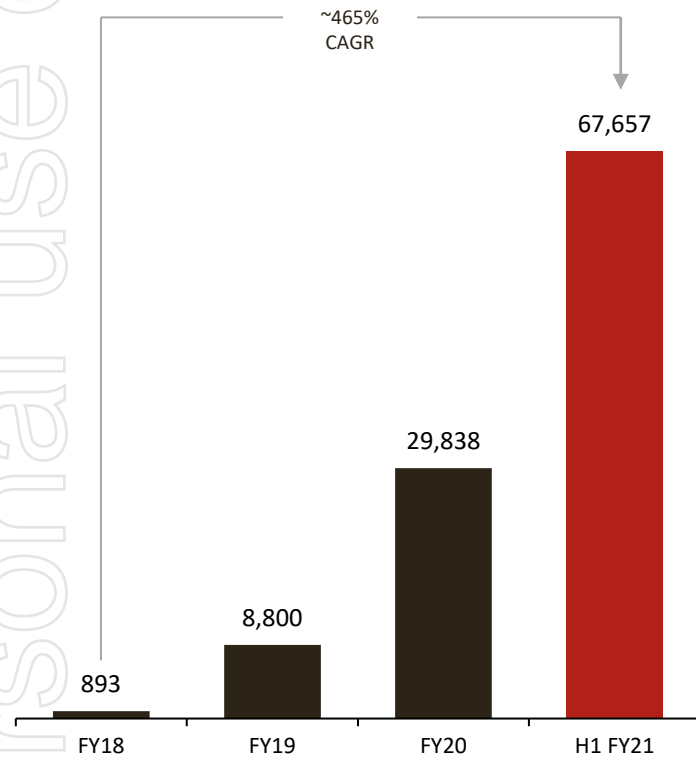
	H1 FY20	H1 FY21	% change
Unique visits	1.46m	5.85m	+300%

# EXCEPTIONAL CUSTOMER GROWTH, IMMEDIATE PAYBACK

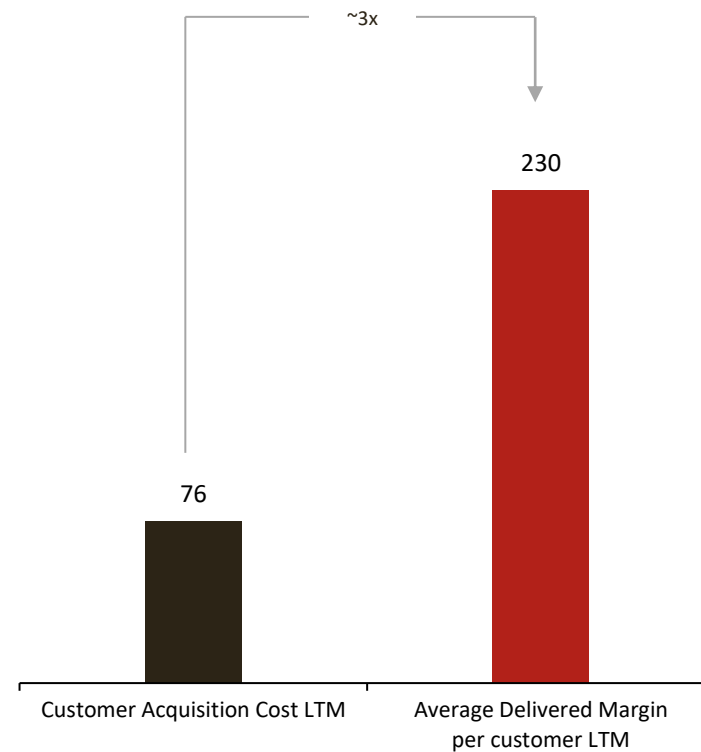
GROWTH DRIVEN BY EXCEPTIONAL NEW CUSTOMER ACQUISITION AND DELIVERING STRONG RETURNS ON CUSTOMER ACQUISITION COSTS

- 127% growth in Active Customers since June 2020
- ~3x upfront return on customer acquisition investment
- Marketing expense ~8.8% of Sales revenue (H1 FY20: 8.4%)

Active Customers<sup>1,4</sup>



Return on investment (\$) <sup>2,3,4</sup>

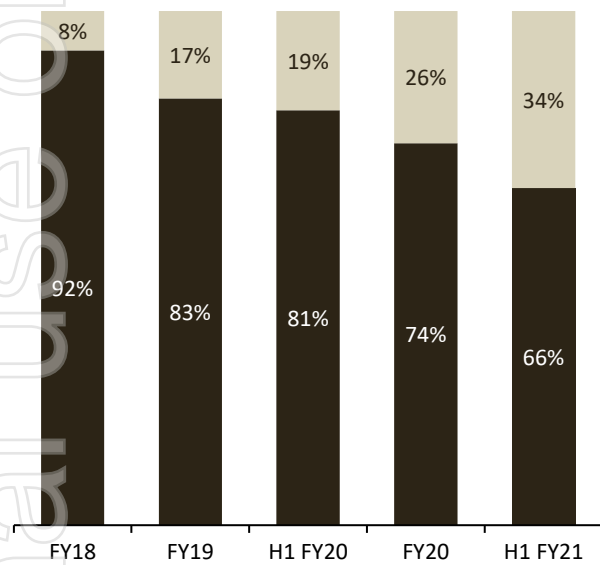


1. Active Customers are unique customers who have made a purchase in the last 12 months;
2. Customer Acquisition Cost is calculated as total marketing costs excluding brand investment divided by new customer acquisitions in Last Twelve Months;
3. Average Delivered Margin represents gross revenue net of allowances and returns, less cost of sales and fulfillment costs;
4. Unaudited management accounts

# CUSTOMER LIFETIME VALUE

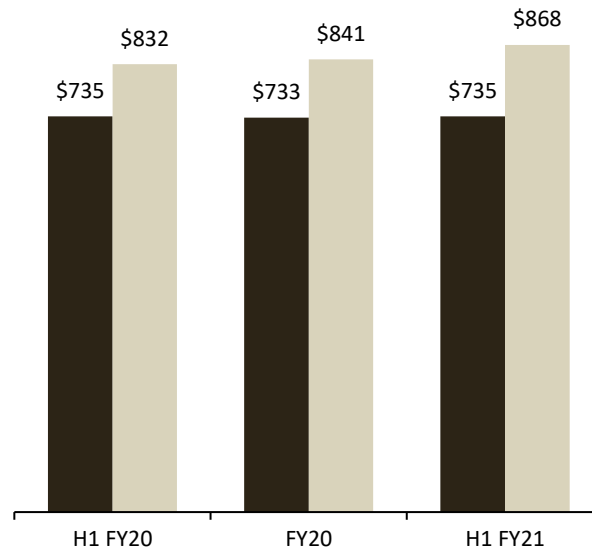
## PIECES IN PLACE TO DRIVE LONG TERM REVENUE GROWTH AND LIFETIME VALUE

Share of gross revenue from repeat customers is growing<sup>1,2</sup>



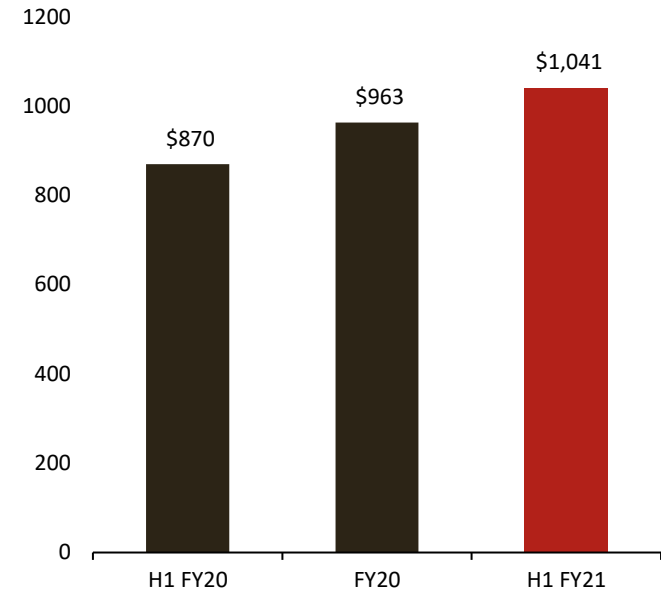
■ % from first time customers ■ % from repeat customers

Repeat customers spend more per order<sup>1</sup>



■ AOV (New customers) ■ AOV (Repeat customers)

Gross revenue per customer<sup>1,2</sup>



- AOV
- Order frequency

- Basket size

Notes:

1. Unaudited management accounts
2. Cettire uses gross revenue as a non-IFRS measure of business performance and represents revenue prior to returns

# FINANCIAL PERFORMANCE

## RAPID GROWTH CONTINUING WITH STRONG MARGIN PERFORMANCE

\$'000	H1 FY21	H1 FY20	Growth %
Sales revenue	40,528	6,997	479%
Product margin	15,397	2,495	517%
Delivered margin	11,346	2,231	409%
Adj. EBITDA (excl. IPO costs) <sup>1</sup>	4,444	899	394%
IPO Costs <sup>2</sup>	(847)	-	N/m
EBITDA	3,597	899	300%
Net profit before tax	3,336	733	355%
Net profit after tax	2,303	508	354%
<b>Key metrics</b>			
Gross revenue <sup>3</sup>	52,733	9,157	476%
Product margin %	38.0%	35.7%	
Delivered margin %	28.0%	31.9%	
Advertising and marketing % Sales revenue <sup>4</sup>	8.8%	8.4%	
Adj. EBITDA (excl. IPO costs) margin	11.0%	12.8%	

- Record 1H Sales revenue of \$40.5m (+479% YoY)
  - Customer growth
  - Revenue per customer growth
- Strong product margin performance supported by pricing/ yield
- Delivered margin incorporates increase in fulfilment cost
  - Restructuring of fulfilment arrangements in H2 FY20
- Operating costs incorporate growth investment
  - Advertising and marketing 8.8%<sup>3</sup> of sales
  - Initial brand investment
  - Scaling capability for further growth
- One-off IPO costs of \$0.8m
- Strong EBITDA (excl. IPO costs) margin of 11.0%

1. Cettire uses Adjusted EBITDA as a non-IFRS measure of business performance which excludes expenses associated with the IPO

2. Represents IPO related costs not recognised through equity

3. Cettire uses gross revenue as a non-IFRS measure of business performance and represents revenue prior to returns

4. Excludes Brand investment

# TRACKING TO IPO PRO FORMA FY21 FORECAST

## STRONG 1<sup>ST</sup> HALF PERFORMANCE

June year end	FY19A	FY20A	FY21F <sup>1</sup>	H1 FY21	% FY21F <sup>1</sup>
<b>Key operational metrics</b>					
Unique website visits ('000)	1,522	3,804	10,165	5,846	58%
% Change	686%	150%	167%	300%	
Conversion rate (%)	0.68%	0.99%	1.14%	1.15%	
Number of orders (#)	10,388	37,648	115,941	66,991	58%
% Change	976%	262%	208%	456%	
Average order value (\$)	\$700	\$757	\$762	\$776	
<b>Key financial metrics – pro forma</b>					
Gross revenue (\$'000)	7,272	28,729	89,061	52,733	59%
% Change	1,154%	295%	210%	476%	
Sales revenue (\$'000)	5,710	22,856	70,015	40,528	58%
% Change	947%	300%	206%	479%	
Delivered margin (\$'000)	1,463	6,415	17,091	11,346	66%
Delivered margin (%)	26%	28%	24%	28%	

1. The pro forma forecast is contained in the Cettire Limited Prospectus lodged with ASIC on 27 November 2020. Refer to the Prospectus for detailed information on the FY21 full year pro forma forecast and on the general and specific assumptions used in preparing the financial forecast including those set out in section 4.9 of the Prospectus



# FINANCIAL POSITION

## STRONG BALANCE SHEET TO UNDERPIN GROWTH

\$'000	December 2020	June 2020
Cash and cash equivalents	44,861	4,669
Other current assets	1,678	707
Intangibles	4,257	3,431
Deferred tax assets	1,394	114
<b>Total assets</b>	<b>52,190</b>	<b>8,922</b>
Trade and other payables	10,647	4,700
Deferred income	1,598	1,312
Deferred tax liabilities	363	150
Other liabilities	1,335	1,237
<b>Total liabilities</b>	<b>13,943</b>	<b>7,398</b>
Issued capital	188,345	0
Re-organisation reserve	(150,619)	-
Retained earnings	522	1,524
<b>Total equity</b>	<b>38,247</b>	<b>1,524</b>

- Closing cash balance of \$44.9m, incorporating IPO proceeds
- Strong balance sheet with zero debt provides flexibility for future growth
- Issued capital increase due to
  - Pre-IPO re-organisation \$150.6m (offset by re-organisation reserve)
  - Primary capital raising of \$40m less capitalised tax effected offer costs of \$2.3m

# CASH FLOW

## CAPITAL LIGHT BUSINESS MODEL SUPPORTS CASH GENERATION

\$'000	H1 FY21	H1 FY20
Net profit after tax	3,336	733
Depreciation and amortisation	262	166
Working capital		
Movement in Trade Payables	5,947	163
Movement in other working capital	(1,060)	(81)
Movement in working capital	4,887	81
Net FV loss / (gain) on Forex contracts	(123)	-
R&D incentive received	308	-
Net movement in deferred tax	(92)	(8)
<b>Net operating cash flows</b>	<b>8,577</b>	<b>973</b>
Intangibles	(1,088)	(548)
<b>Net investing cash flows</b>	<b>(1,088)</b>	<b>(548)</b>
Payments to related parties	(744)	(99)
Proceeds from issue of shares	40,000	-
IPO costs	(3,249)	-
Pre-IPO dividend	(3,305)	-
<b>Net financing cash flows</b>	<b>32,702</b>	<b>(99)</b>
<b>Net increase in cash</b>	<b>40,192</b>	<b>326</b>

- Positive operating cash flow supported by:
  - Trading performance
  - Attractive working capital profile
  - R&D incentive received
  - Offset by cash spend of \$0.8m relating to IPO costs
- Continued investment in technology platform
- Pre-IPO dividend and settlement of related party shareholder loan as set out in Prospectus

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# CETTIRE

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OUTLOOK

## H2 FY21 OUTLOOK AND FOCUS AREAS

- Our positive trading momentum has continued into H2 FY21, with January unaudited Gross revenue increasing 478% on the pcp<sup>1</sup>
- The Company is pleased to re-affirm our pro forma FY21 Prospectus Forecast<sup>2</sup>

GROWTH LEVER	H2 FY21 FOCUS AREAS
Traffic	<ul style="list-style-type: none"><li>• Further accelerate marketing investment</li><li>• Continue to expand published product catalogue</li><li>• Further expand BNPL partnerships</li></ul>
Conversion and customer satisfaction	<ul style="list-style-type: none"><li>• Assess and optimise free returns pilot and proposition</li><li>• Continued enhancement of UI/UX</li></ul>
Scalability	<ul style="list-style-type: none"><li>• Technology upgrades to core infrastructure</li></ul>
Expanding TAM	<ul style="list-style-type: none"><li>• Category expansion into kids</li></ul>

Notes:

1. Growth rate versus January 2020 unaudited gross revenue

2. The pro forma forecast is contained in the Cettire Limited Prospectus lodged with ASIC on 27 November 2020. Refer to the Prospectus for detailed information on the FY21 full year pro forma forecast and on the general and specific assumptions used in preparing the financial forecast including those set out in section 4.9 of the Prospectus

# CETTIRE IS WELL PLACED TO GROW

- ✓ **Massive + growing TAM**, with structural tailwinds
- ✓ **Global** platform and opportunity, with traction in multiple markets
- ✓ Track record of **explosive growth**, cash generation and profitable since commercial launch; no external funding
- ✓ **No inventory** business model, delivering capital efficient growth and compelling risk reward
- ✓ **Technology driven DNA**, enabling exceptional scalability
- ✓ **Proprietary technology**, facilitating highly profitable customer acquisition and automated order fulfilment
- ✓ **Entrenched and diverse relationships with suppliers**, providing secure access to a huge brand catalogue
- ✓ **Impressive unit economics** (high AOV and margins) and increasing repeat customer spend (growing LTV)
- ✓ **Founder led**, dedicated management team

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# CETTIRE

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APPENDIX

# SALES REVENUE DRIVERS

## Drivers

Seasonality

Marketing

Online product listings

## Gross Revenue

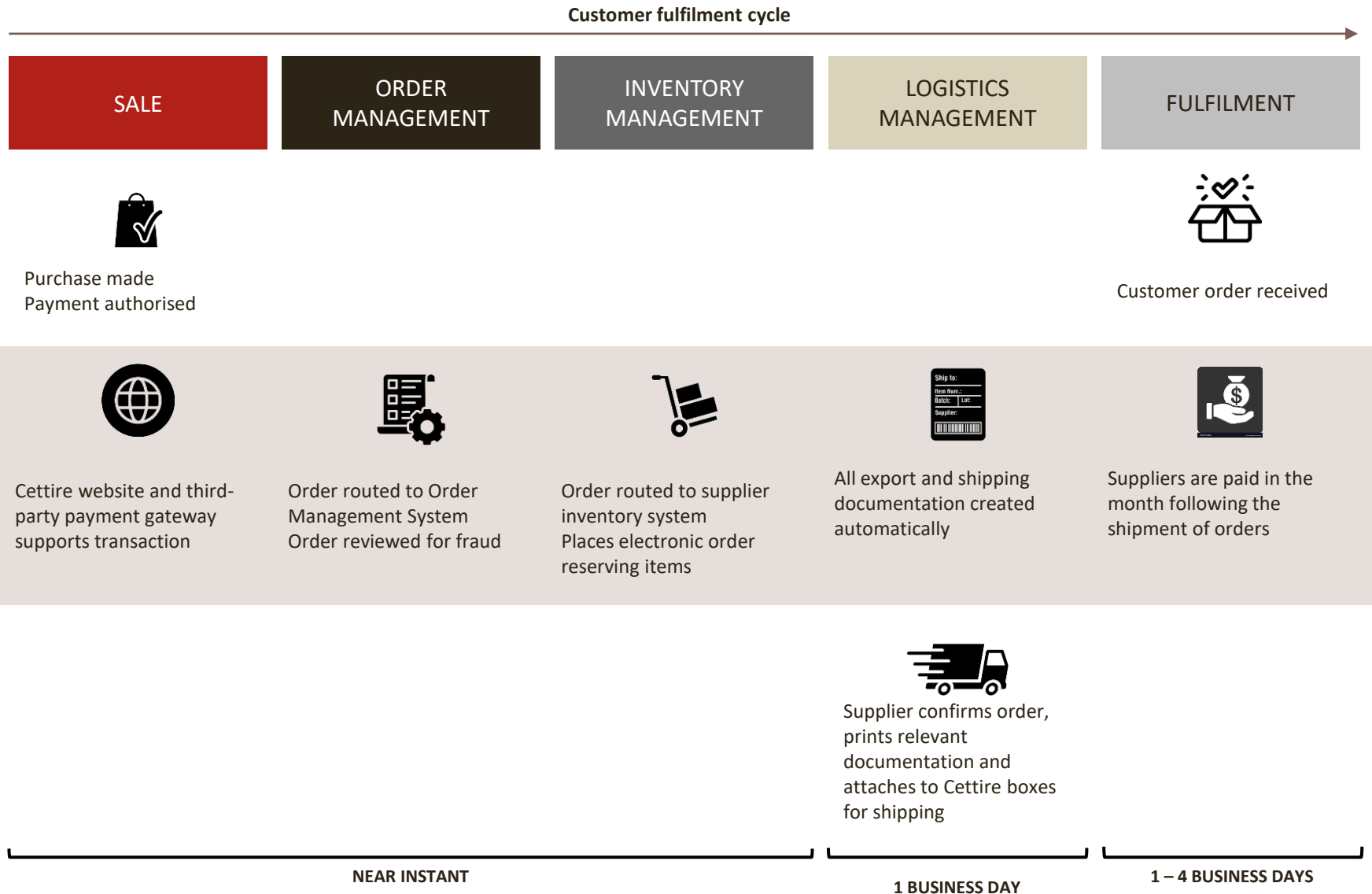
- A** Website visits
- X**
- B** Conversion rate
- =**
- C** Number of orders
- X**
- D** Average order value
- =**
- E** Gross revenue

## Sales Revenue

- E** Gross revenue
- X**
- ( 1 - **F** Return rate )

# CUSTOMER FULFILMENT ON THE CETTIRE PLATFORM

PROPRIETARY TECHNOLOGY TO MANAGE AND AUTOMATE ALL STAGES OF CUSTOMER ORDER FULFILMENT



CETTIRE



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