Our Strategy

• **Content-drives-Commerce**
  
  Editorial, video, social, events, pop-up retail, advertising. All interlinked, driving revenue

• **Drop-Ship focus**
  
  Agile, no-inventory or related operating costs

• **Diversified revenue streams**
  
  e-Comm, sponsored media, advertising, affiliate publishing, pop-up retail + trade events

• **Shared-Service platform**
  
  One integrated team efficiently manages + supports multiple websites

• **Differentiated lifestyle-curated websites**
  
  Each website has a unique lifestyle + product projection, broadening our audience + sales

• **Multiple growth opportunities**
  
  Double our vendor base, exclusive products, live-shopping events, new Trade/B2B platform, larger pop-up retail events, a Design Milk Studio for unique content, and MUCH MORE!
Strong FY21 results, reflecting the strength and potential of the Design Milk brand and our continued focus on the Content-leads-Commerce strategy.

Followers
- FY20: 8.5m
- FY21: 9.2m
  - Increase of 0.7m
  - 9.5m as at October 2021

Total revenue
- FY20: A$1.0m
- FY21: A$2.3m
  - Increase of A$1.3m (88%)

Design Milk Shop
- FY20: A$0.5m
- FY21: A$1.8m
  - Increase of A$1.3m (284%)

Design Milk Shop (% of total eCommerce revenue)
- FY20: 45%
- FY21: 70%

EBITDA
- FY20: (A$2.5m)
- FY21: (A$1.3m)

Rebranding
- Changed ASX listing to Design Milk Co (ASX: DMC)
- A$2.7m capital raise
- 50:1 share consolidation
Q1 FY22 Trading Highlights

9.5m total followers
Growth of 2m+ since acquisition in 2019

A$1.2m Q1 FY22 revenue
Up 128% vs. Q1 FY21

+65% Design Milk eCommerce growth vs. Q1 FY21

A$120k EBITDA Improvement vs. Q1 FY21

A$1.9m Pro forma cash balance at 30 September 2021*

Secured A$650k Ad-Program
Our largest to date, shows potential of new categories + clients

Total transaction value
- Design Milk
- AHAlife
- Kaufmann Mercantile

Total revenue
- eCommerce
- Advertising

* Pro forma for $425K was received in Q2 from the Q1 FY22 completed Genesis “Next Generation of Art Cars” media campaign.
Q1 FY22 Financial Performance

Total transaction value (A$’000s)

- Design Milk
- AHAlife
- Kaufmann Mercantile

Design Milk Shop represents c.84% of total Group transaction value, growing rapidly since launching in Nov-19

Gross profit margin

Positive gross profit margin trend for 4 of the past 5 quarters

Total revenue (A$’000s)

Strongest quarter since DM launch, supported by strong performance in eCommerce and advertising

Continued improvement in EBITDA vs. LY, underpinned by robust topline growth and effective cost management

EBITDA (A$’000s)
Design Milk’s Journey

Design Milk followers (millions)

- Design Milk Shop launch, November 2019 (Q2 FY20)
- Design Milk quickly grows to over 50% of Group sales in Q4 since launching in Q2 FY20
- Created new media sales and content opportunities (Design Milk TV on Instagram), catering to the COVID-19 environment
- Announced ASX listing name change from AHL to Design Milk Co., reflecting our shifting focus
- Begun extensive upgrade program of SEO, marketing, data apparatus procedures
- Equities raise of US $2.45m
- Strong recovery of advertising sales, following the Q1 decline due to COVID-19
- Q2 FY21 revenue of A$1.1m, +94% vs. LY
- Design Milk’s 15th anniversary
- Completed ASX : DMC name change, and 50:1 share consolidation
- Q3 FY21 revenue of A$706k, +94% vs. LY
- Q4 FY21 revenue of A$1.1m, +111% vs. LY
- Strongest quarterly sales since launch of Design Milk
- Completed large Genesis (car company) media campaign
- Finalized DM website refresh w/ improved Search + Navigation, updated CX / CS operating systems, introduced new logistics and tracking tools
- Q1 FY22 revenue of A$1.2m, +128% vs. LY
- Announced ASX listing name change from AHL to Design Milk Co. reflecting our shifting focus
- Began extensive upgrade program of SEO, marketing, data apparatus procedures
- Equities raise of US $1m
- Focus on new vendor relations and healthy commercial terms
- Added 200+ vendors
- Continued introducing operational efficiencies, cutting costs and improving EBITDA
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Refocused toward healthier North America sales to counter increasing logistics + supply chain challenges

Completed system move from Salesforce to Zendesk, significantly improves customer + vendor management

Integrated new product review app, and launched a new customer facing order-tracking system

Rolled out new marketing tools, including new emails + social programs, and our first TikTok channel

New resources and tools dedicated to creating more shop-friendly video and editorial content
Website Refresh

Faster Website. Improved SEO

Mobile Friendly

Smart Search Function

New Reviews + Order Tracking
## Our Brands

<table>
<thead>
<tr>
<th>Brand</th>
<th>Business Services</th>
<th>Audience</th>
<th>Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>design milk</td>
<td>- eCommerce: B2C, and Trade</td>
<td>Broad demographics. Appreciate all things modern design related, and</td>
<td>Furniture, Decor, Lighting, Kitchen + Dining,</td>
</tr>
<tr>
<td></td>
<td>- Editorial Content</td>
<td>high-quality editorial content that supports the design + creative process.</td>
<td>Office, Tech, Jewelry, Bags + Accessories,</td>
</tr>
<tr>
<td></td>
<td>- Advertising + Media Services</td>
<td></td>
<td>Wellness, and Pets.</td>
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<tr>
<td></td>
<td>- Pop-Up Retail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>aha</td>
<td>- eCommerce B2C</td>
<td>Women, self or gift purchase, urban, premium position</td>
<td>Jewelry, Bags + Accessories, Home Decor, Beauty, Kitchen + Dining, Wellness.</td>
</tr>
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<td></td>
<td></td>
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</tbody>
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Our Board and Management

Robert Mancini – Chief Executive Officer
- Appointed CEO in July 2018
- Extensive global luxury goods, fashion and e-commerce experience across multiple channels, categories, and geographies of the retail industry
- 20+ years with brands such as Ralph Lauren, Lbrands, Richemont, and Alfred Dunhill

Mike Hill – Chairman
- 20+ years Private Equity and Advisory experience in Australia and the UK
- Founder and CIO of Bombora Special Investment Growth Fund
- Currently Chairman of Janison Education Limited, Beantree Holdings Limited (formerly PKS Holdings Limited)

Mike Everett – Director
- 25+ years capital markets and advisor experience
- Established leading independent capital markets advisory firm, Reunion Capital in 2013
- Previously Managing Director of Equity Capital Markets at Goldman Sachs

Arnaud Massenet – Director
- Joined Board following a successful capital raise in September 2017
- Founding partner of Net-A-Porter and an active Board member for 10+ years
- Previously an Investment Banker with Morgan Stanley and Lehmann Brothers

Christopher Colfer – Director
- 20+ years experience in luxury goods, branded goods and e-commerce
- Served as Board Member of Net-A-Porter & LYST
- Currently sits on the Board of several consumer goods companies, including Woolworths Holdings Group, Nude by Nature, and Mobile Digital

Jaime Derringer – Chief Creative Officer
- Appointed Chief Creative Office upon acquisition of Design Milk in February 2019
- 20 years in the design and media industries
- A leading authority within the modern design community

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For more information regarding Design Milk Co. Limited (ASX : DMC)

Please visit www.design-milk.com, or contact:

Robert Mancini, Chief Executive Officer: +1 (877) 799 4637
Sapir Elias, Company Secretary: +61 (404) 445 383
Investor Relations: ir@design-milk.com