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!
**FY21 in Review**

*Strong FY21 results, reflecting the strength and potential of the Design Milk brand and our continued focus on the Content-leads-Commerce strategy*

<table>
<thead>
<tr>
<th>Followers</th>
<th>Total revenue</th>
<th>Design Milk Shop eCommerce revenue*</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY20: 8.5m</td>
<td>A$0.8m</td>
<td>A$0.5m</td>
</tr>
<tr>
<td>FY21: 9.2m</td>
<td>+0.7m</td>
<td>A$1.8m</td>
</tr>
<tr>
<td>9.5m as at October 2021</td>
<td>+88%</td>
<td>284%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EBITDA</th>
<th>Rebranding</th>
<th>Corporate activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY20: (A$2.5m)</td>
<td>Changed ASX listing to Design Milk Co (ASX: DMC)</td>
<td></td>
</tr>
<tr>
<td>FY21: (A$1.3m)</td>
<td>A$2.7m capital raise</td>
<td></td>
</tr>
</tbody>
</table>

*Represents gross eCommerce revenue, before any deductions*

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Sydney, Australia and Columbus, OH, USA
23rd November 2021: Design Milk Co. Limited (ASX: DMC)
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 A$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.

**Total revenue (A$’000s)**

**EBITDA (A$’000s)**

- Strongest quarter since DM launch, supported by strong performance in eCommerce and advertising
- Positive gross profit margin trend for 4 of the past 5 quarters
- Continued improvement in EBITDA vs. LY, underpinned by robust topline growth and effective cost management

*For personal use only*
## Design Milk’s Journey

### Design Milk followers (millions)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3FY20</td>
<td>8.4</td>
</tr>
<tr>
<td>Q4FY20</td>
<td>8.2</td>
</tr>
<tr>
<td>Q1FY21</td>
<td>8.0</td>
</tr>
<tr>
<td>Q2FY21</td>
<td>8.6</td>
</tr>
<tr>
<td>Q3FY21</td>
<td>9.0</td>
</tr>
<tr>
<td>Q4FY21</td>
<td>9.2</td>
</tr>
<tr>
<td>Q1FY22</td>
<td>9.4</td>
</tr>
</tbody>
</table>

**Design Milk Shop launch, November 2019 (Q2 FY20)**

- Equity 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

- 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
- Began extensive upgrade program of SEO, marketing, data apparatus procedures
- Equity 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, +63% YoY
- 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
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**Sydney, Australia and Columbus, OH, USA**

*23rd November 2021: Design Milk Co. Limited (ASX: DMC)*

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FY21 Design Milk Project Updates

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

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

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

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

Sydney, Australia and Columbus, OH, USA
23rd November 2021: Design Milk Co. Limited (ASX: DMC)
For more information regarding Design Milk Co. Limited (ASX: DMC)

Please visit [www.design-milk.com](http://www.design-milk.com), or contact:

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Sapir Elias, Company Secretary: +61 (404) 445 383

Investor Relations: ir@design-milk.com