

design milk co.

CEO 2021 AGM Presentation



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

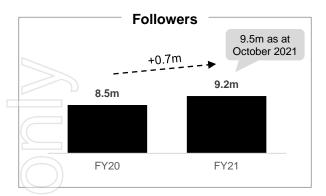
Multiple growth opportunities

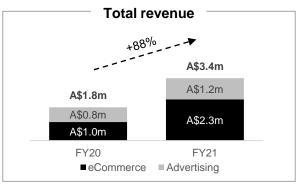
Double our vendor base, exclusive products, live-shopping events, new Trade/B2B platform, larger pop-up retail events, a Design Milk Studio for unique content, and MUCH MORE!

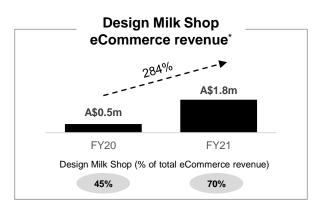


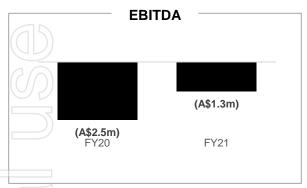
FY21 in Review

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

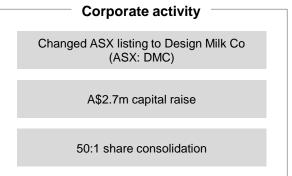












Q1 FY22 Trading Highlights



9.5m total followers

Growth of 2m+ since acquisition in 2019

A\$1.2m Q1 FY22 revenue

Q1 FY22 revenue
Up 128% vs. Q1 FY21

eCommerce growth
vs. Q1 FY21

A\$120k EBITDA Improvement

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

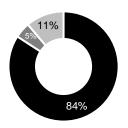
Secured A\$650k Ad-Program

+65% Design Milk

Our largest to date, shows potential of new categories + clients

Total transaction value

- Design Milk
- AHAlife
- Kaufmann Mercantile



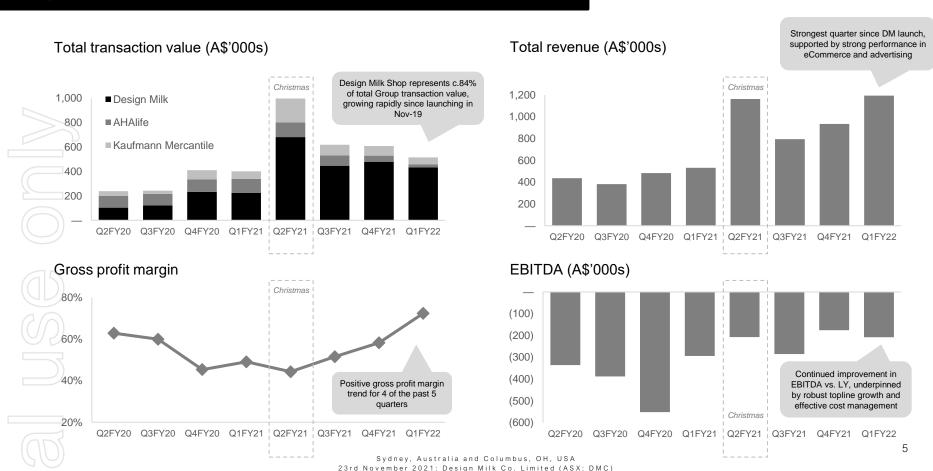
Total revenue

- 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



Design Milk's Journey

since launch of Design Milk 0 P F Design Milk followers (millions) · Completed large Genesis (car company) media · Continued upgrade of campaign operating platform tools and systems to better · Finalized DM website refresh manage growth Design Milk's 15th w/improved Search + Design Milk Shop launch, Navigation, updated CX / CS anniversary · Launched first exclusive November 2019 (Q2 FY20) operating systems, product collaborations · Equity raise of US introduced new logistics and · Completed ASX: DMC \$2.45m tracking tools name change, and · Announced ASX listing Reached 500 shop 50:1 share name change from AHL vendors · Strong recovery of · Q1 FY22 revenue of A\$1.2m, consolidation to Design Milk Co. 9.4 advertising sales. Design Milk guickly +128% vs. LY reflecting our shifting · Q4 FY21 revenue of following the Q1 decline grows to over 50% of Q3 FY21 revenue of focus A\$1.1m, +111% vs. LY · Equity raise of US \$1m due to COVID-19 Group sales in Q4 since A\$706k, +94% vs. LY 9.2 launching in Q2 FY20 Began extensive Q2 FY21 revenue of · Focus on new vendor upgrade program of A\$1.1m. +63% YoY relations and healthy Created new media sales SEO, marketing, data 9.0 commercial terms and content apparatus procedures opportunities (Design Added 200+ vendors Milk TV on Instagram). 8.8 catering to the COVID- Continued introducing 19 environment operational efficiencies, 8.6 cutting costs and improving EBITDA 8.0 7.8 Q3FY20 Q4FY20 Q1FY21 Q2FY21 Q3FY21 Q4FY21 Q1FY22

· Strongest quarterly sales

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

Read V Shop V



Q





What's in Angie Myung of Poketo's Holiday Shopping Cart

Get your dose of holiday shopping inspo and see what Poketo's co-founder and chief creative officer is eyeing this holiday season by taking a peek inside her shopping cart!



Author Clock: A New Quote With Every Minute

Author Clock uses thousands of quotes from books written across six centuries to spell out the current time every minute of the day. Get in on their Kickstarter!



A Jerusalem Historian Requests a Home Renovation Inspired by Her Work

A client and her family asked Israeli interior designer Chen Shadmi to design a house that was modern, adaptable, and celebratory of Armenian art in Jerusalem.



DMTV Milkshake: Transforming the World With Light

Lighting can be a tricky element to nail down. Thomas Mnich, an award-winning lighting designer, shares his tips + tricks on using lighting to properly illuminate your space.



Gift Modern on a Budget -Affordable Holiday Gift Ideas Under \$50

Good design doesn't have to break the bank. So we handpicked the best affordable and design-driven holiday gift ideas that'll spark joy for everyone on your list, all for under Faster Website. Improved SEO

Mobile Friendly

Smart Search Function

New Reviews + Order Tracking

Our Brands





Business Services: - eCommerce: B2C, and Trade

- Editorial Content

- Advertising + Media Services

- Pop-Up Retail

Audience: Broad demographics. Appreciate all things modern design related, and high-quality editorial content that supports the design + creative process.

Categories: Furniture, Decor, Lighting, Kitchen + Dining, Office, Tech, Jewelry,

Bags + Accessories, Wellness, and Pets.





Business Services: - eCommerce B2C

- Editorial Content

- Pop-Up Retail

Audience: Men, self or gift purchase, informal, outdoors, appreciates craftsmanship.

Categories: Home/Cabin, Decor, Furniture, Lighting, Kitchen + Dining, Tech, Pets,

Gadgets + Tools, Garden + Yard, Bags + Accessories, Wellness, and Pets.





Business Services:

- eCommerce B2C

- Pop-Up Retail

Audience: Women, self or gift purchase, urban, premium position

Categories: Jewelry, Bags + Accessories, Home Decor, Beauty, Kitchen + Dining, Wellness.

Our Board and Management



Robert Mancini - Chief Executive Officer

Jaime Derringer - Chief Creative Officer

Design Milk in February 2019

- 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

Appointed Chief Creative Office upon acquisition of

20 years in the design and media industries

A leading authority within the modern design



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)



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
- goods companies, including Woolworths Holdings Group, Nude by Nature, and Mobile Digital



Currently sits on the Board of several consumer



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 <u>www.design-milk.com</u>, 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