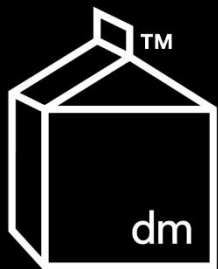


Internal use only



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*

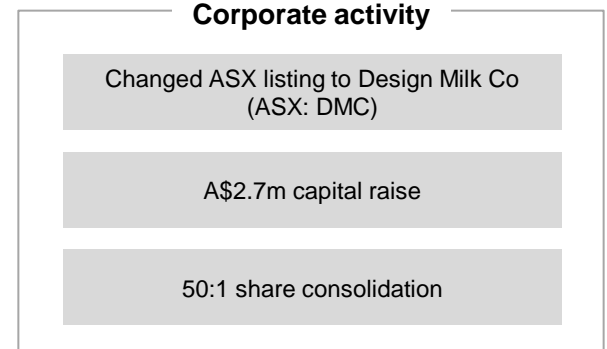
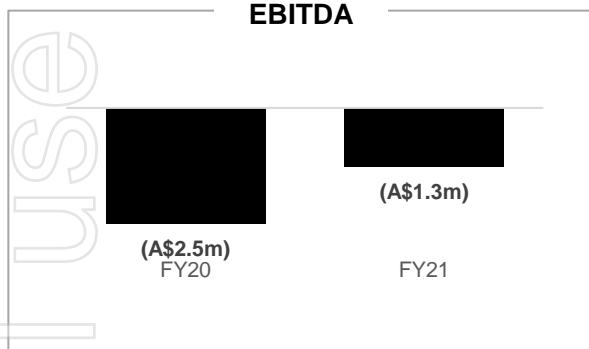
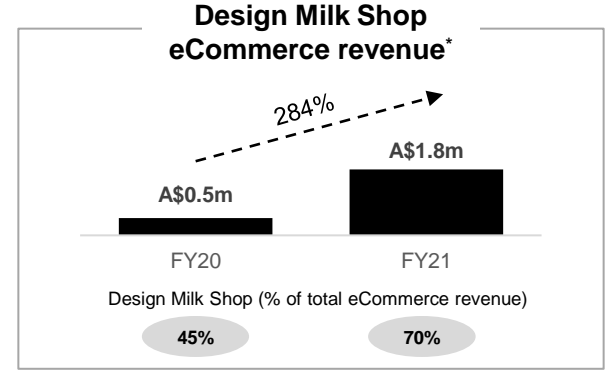
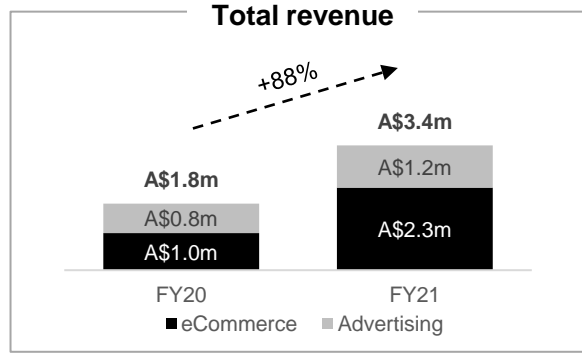
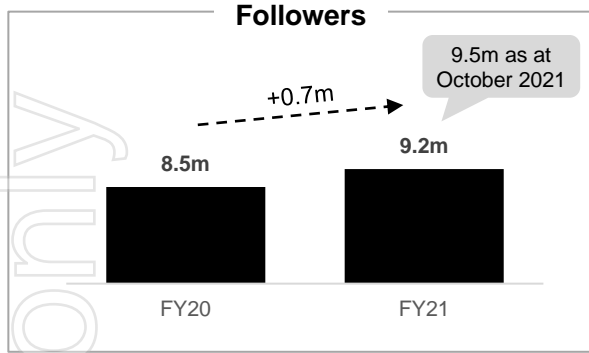
- **Multiple growth opportunities**

*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



\* Represents gross eCommerce revenue, before any deductions

# 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**

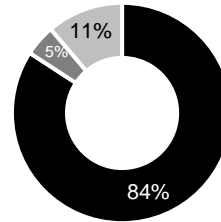
Pro forma cash balance at 30 September 2021\*

**Secured A\$650k  
Ad-Program**

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

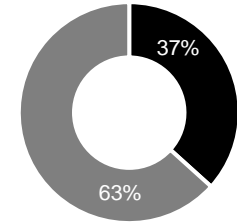
## Total transaction value

- Design Milk
- AHAlife
- Kaufmann Mercantile



## Total revenue

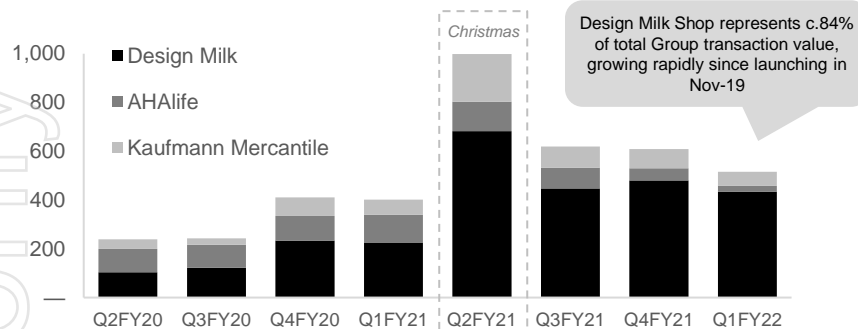
- eCommerce
- Advertising



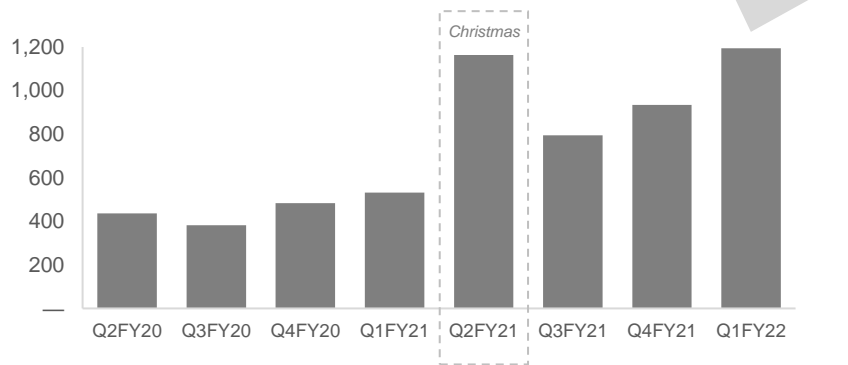
\* Pro forma for A\$425K was received in Q2 from the Q1 FY22 completed Genesis "Next Generation of Art Cars" media campaign.

# Q1 FY22 Financial Performance

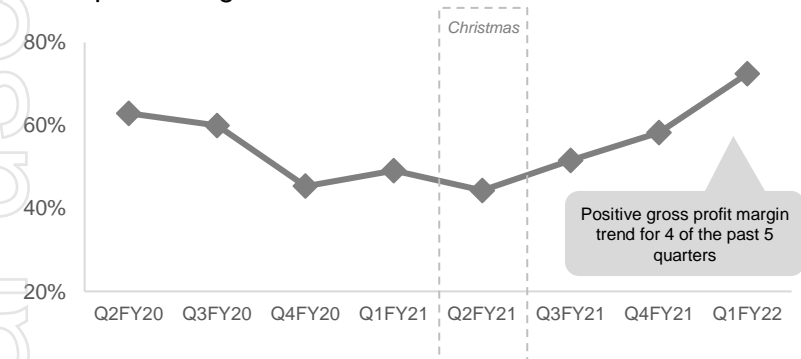
## Total transaction value (A\$'000s)



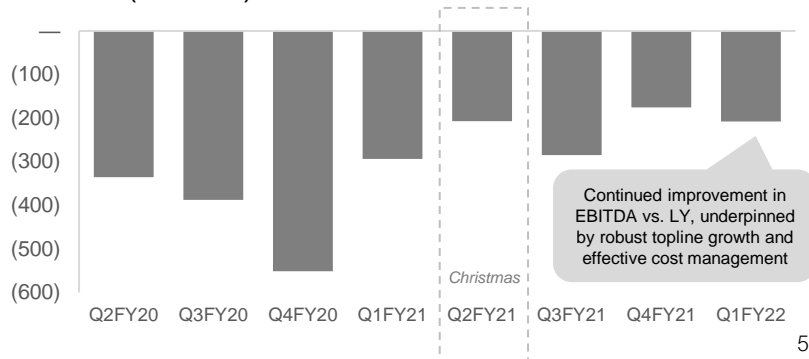
## Total revenue (A\$'000s)



## Gross profit margin



## EBITDA (A\$'000s)



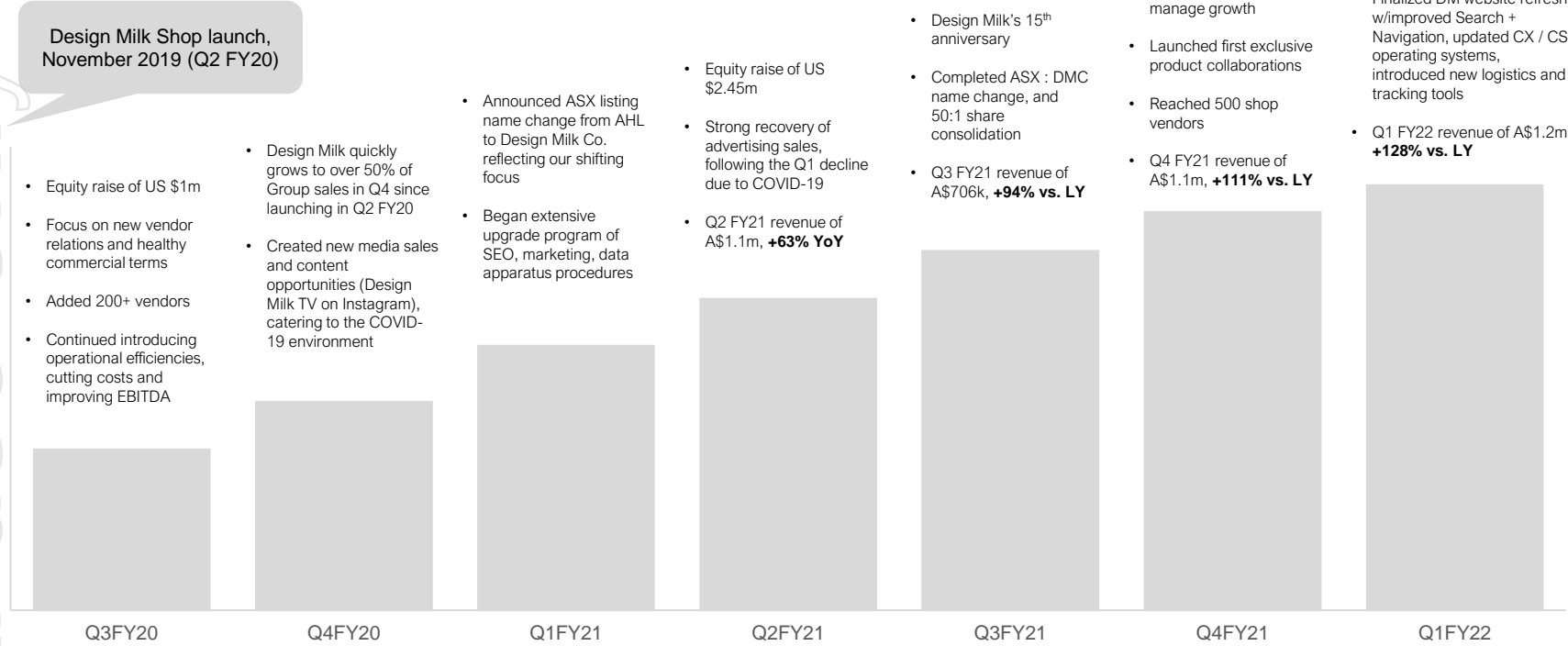
# Design Milk's Journey

## Design Milk followers (millions)



- 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

Design Milk Shop launch, November 2019 (Q2 FY20)



# 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

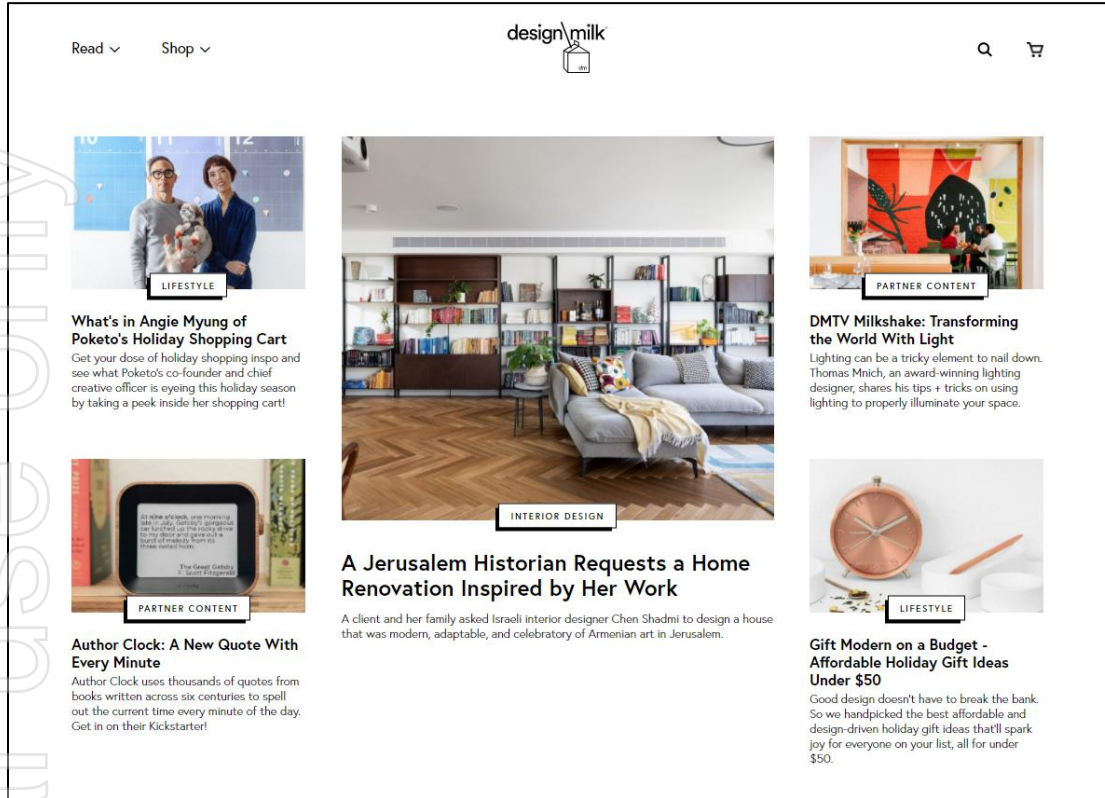
Integrated new product review app, and launched a new customer facing order-tracking system

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

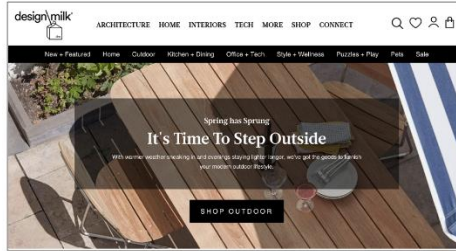
Mobile Friendly

Smart Search Function

New Reviews + Order Tracking



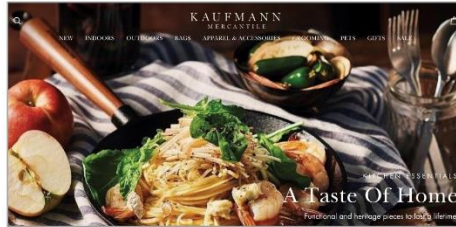
# Our Brands



- 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

- 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)



## 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



## 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



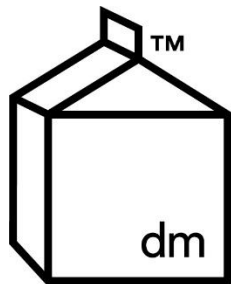
## Christopher Colfer – Director

- 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



## 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



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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](mailto:ir@design-milk.com)