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.

Followers

- FY20: 8.5m
- FY21: 9.2m

Total revenue

- FY20:
  - eCommerce: A$1.8m
  - Advertising: A$0.8m
- FY21:
  - eCommerce: A$3.4m
  - Advertising: A$1.2m

Design Milk Shop eCommerce revenue

- FY20: A$0.5m
- FY21: A$1.8m

Rebranding

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

Corporate activity

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

Note: *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: 37%
- Advertising: 63%

---

* 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.94% 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*

**EBITDA (A$’000s)**

*Continued improvement in EBITDA vs. LY, underpinned by robust topline growth and effective cost management*
Design Milk’s Journey

Design Milk followers (millions)

- **Q3FY20**
  - 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

- **Q4FY20**
  - Announced ASX listing name change from AHL to Design Milk Co., reflecting our shifting focus

- **Q1FY21**
  - Began extensive upgrade program of SEO, marketing, data apparatus procedures

- **Q2FY21**
  - Equity raise of US $2.45m
  - Strong recovery of advertising sales, following the Q1 decline due to COVID-19

- **Q3FY21**
  - Q3 FY21 revenue of A$706k, +94% vs. LY

- **Q4FY21**
  - Design Milk’s 15th anniversary
  - Completed ASX : DMC name change, and 50:1 share consolidation
  - Reached 500 shop vendors
  - Q4 FY21 revenue of A$1.1m, +111% vs. LY

- **Q1FY22**
  - Continued upgrade of operating platform tools and systems to better manage growth
  - 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

- **continued**
  - Focus on new vendor relations and healthy commercial terms
  - Added 200+ vendors
  - Continued introducing operational efficiencies, cutting costs and improving EBITDA

- **Q4FY21**
  - Equity raise of US $2.45m
  - Strong recovery of advertising sales, following the Q1 decline due to COVID-19

- **Q3FY21**
  - Q3 FY21 revenue of A$706k, +94% vs. LY

- **Q2FY21**
  - Design Milk’s 15th anniversary
  - Completed ASX : DMC name change, and 50:1 share consolidation
  - Reached 500 shop vendors
  - Q4 FY21 revenue of A$1.1m, +111% vs. LY

- **Q1FY22**
  - Continued upgrade of operating platform tools and systems to better manage growth
  - 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

- **Q4FY21**
  - Design Milk’s 15th anniversary
  - Completed ASX : DMC name change, and 50:1 share consolidation
  - Reached 500 shop vendors
  - Q4 FY21 revenue of A$1.1m, +111% vs. LY

- **Q3FY21**
  - Continued upgrade of operating platform tools and systems to better manage growth
  - 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

- **Q2FY21**
  - Design Milk’s 15th anniversary
  - Completed ASX : DMC name change, and 50:1 share consolidation
  - Reached 500 shop vendors
  - Q4 FY21 revenue of A$1.1m, +111% vs. LY

- **Q1FY22**
  - Continued upgrade of operating platform tools and systems to better manage growth
  - 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
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

**design\milk**
- 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.

**KAUFMANN MERCANTILE**
- Business Services: eCommerce B2C
- Editorial Content
- Pop-Up Retail
- Audience: Men, self or gift purchase, informal, outdoors, appreciates craftsmanship.

**aha**
- 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, Beamentree 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

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

Jaime Derringer – Chief Creative Officer
• 20+ years in the design and media industries
• A leading authority within the modern design community
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