



Sydney, Australia and Columbus, OH, USA
10 June 2022: Design Milk Co Limited (ASX: DMC)

Appendix 3Y – Late lodgment of Change of Director's Interest Notice

Design Milk Co Limited (ASX: DMC) (**Company**) refers to the Appendix 3Y for Ms Jaime Derringer attached to this document.

The attached Appendix 3Y was not lodged within the 5 Business Day period referred to in ASX Listing Rule 3.19A.2 due to an oversight by the director to notify the Company. When the oversight was detected, the Company prepared the attached Appendix 3Y and contacted the ASX.

The Company has reminded all Directors of their obligation to follow the guidelines outlined in the Company's Securities Trading Policy when wishing to trade. There is a requirement in the Company's Securities Trading Policy that Directors notify the Company Secretary of any dealing in Company securities within 2 business days of any trading taking place which ensures that Directors are able to meet their disclosure obligations under Listing Rule 3.19A.

The Company considers its current arrangements are adequate for ensuring timely notification, and that the failure to do so on this occasion is due to an oversight, which was an inadvertent and isolated event.

This announcement has been authorized for release by the Board.

Yours faithfully,

Sapir Elias, Company Secretary

-ENDS-

About Design Milk

Design Milk Co. owns and operates eCommerce websites that support independent brands and designers from around the world:

- Design Milk, a world-renowned, award-winning digital media, blog and eCommerce company that has thrived through the support of an engaged community of over 9 million followers
- Kaufmann Mercantile, a blog and eCommerce website dedicated to independent craftsman and brands focused on sustainable manufacturing and product lifecycle.

For more information regarding Design Milk Co. Limited (ASX:DMC), please visit www.design-milk.com, or contact:

- Robert Mancini, Chief Executive Officer: +1 855 848 3886
- Sapir Elias, Company Secretary: +61 404 445 383
- Investor Relations: ir@design-milk.com

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	Design Milk Co Limited
ABN	15 006 908 701

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Jaime Derringer
Date of last notice	25 February 2022

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	MERRILL LYNCH (AUSTRALIA) NOMINEES PTY LIMITED
Date of change	3 March 2022 – 4 April 2022
No. of securities held prior to change	395,767
Class	Fully paid ordinary shares
Number acquired	Nil
Number disposed	8 March 2022 – 3,957 9 March 2022 – 106,693 11 March 2022- 25,000 14 March 2022 24,997 16 March 2022- 17 18 March 2022- 5,004 22 March 2022- 65 1 April 2022- 5 4 April 2022- 20,097 6 April 2022- 209,932

+ See chapter 19 for defined terms.

Appendix 3Y

Change of Director's Interest Notice

Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	Nil
No. of securities held after change	0
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	on- market trade

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
Date of change	N/A
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	N/A
Interest acquired	N/A
Interest disposed	N/A
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	N/A
Interest after change	N/A

Part 3 – ⁺Closed period

Were the interests in the securities or contracts detailed above traded during a ⁺closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

⁺ See chapter 19 for defined terms.

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