Q4 FY22 Trading Update
Q4 FY22 Trading Highlights

**9.65m followers**
Across Instagram, Twitter, Pinterest, Facebook and email

**A$749k**
Q4 FY22 gross revenue
20% CAGR over the last 2 years

**A$413k**
Q4 FY22 Design Milk eCommerce gross revenue
28% CAGR over the last 2 years

**A$347k**
Q4 FY22 advertising revenue
77% CAGR over the last 2 years

Total transaction value

- Design Milk
  - 12%
  - 88%
- Kaufmann Mercantile

Gross revenue

- eCommerce
  - 54%
  - 46%
- Advertising

All figures in AUD. Based on USD/AUD conversion rate of 0.6889 per RBA website as at 30 June 2022.

Note: 1. Represents gross sales revenue pre commission from sale of goods.
Q4 FY22 Financial and Operational Performance

**Gross revenue** (A$’000s)

eCommerce revenue continued to be impacted by supply chain delays

**Design Milk contribution to Gross revenue**

Design Milk contributed to 88% of Group TTV with AHAlife switched off from 30 December 2021

**Design Milk conversion rate**

LTM rolling average

The conversion rate for Design Milk store has steadily improved from 0.70% to 0.77% on a LTM rolling average basis

**Design Milk average order value** (US$)

Average order value for Design Milk Store has been maintained at US$120+ over the last 12 months

Notes:
1. Represents gross sales revenue pre commission from sale of goods. 2. Represents total number of Design Milk store orders divided by online sessions; 3. Represents the average over the last 12 months for each month.

All figures in AUD. Based on USD/AUD conversion rate of 0.74

July 2022: Design Milk Co. Limited (ASX: DMC)
Design Milk’s Journey

Design Milk social media followers (millions)

Design Milk Shop Launch in Q2 FY20 (Nov-19), complementing the existing offering of our high quality editorial content

- Equity raise of US$1m
- Launched initiatives to support brick & mortar stores and digital pop-up store
- Over 200 vendor brands
- Secured US$220k of COVID-19 stimulus funding

- Announced planned name change from AHAlife to Design Milk
- Upgrade of behind-the-scenes marketing, communication and data apparatus
- Equity raise of $2.45m
- Q2 FY21 revenue of A$1.1m, up 63% vs. LY
- Recovery of advertising sales, following the decline due to COVID-19
- 15th anniversary for Design Milk
- 50:1 share consolidation
- Q4 FY21 revenue of A$1.1m, up 111% vs. LY
- Strongest quarterly sales since acquisition and launch of Design Milk
- Q1 FY22 revenue of A$1.2m, up 128% vs. LY
- The Design Milk eCommerce platform remained resilient despite global supply chain struggles, inflationary pressures and softer retail trading conditions
- Continued to strategically focus on projects that support sustainable growth with an operationally lean team of 15 (e.g. produce shop friendly video content, develop high-quality editorial content with compressed timeline)
- Announced planned name change from AHAlife to Design Milk
- Upgrade of behind-the-scenes marketing, communication and data apparatus
- Design Milk already represents over 50% of sales in Q4 since launching in Q2
- New media sales opportunities (Design Milk TV on Instagram)
- Equity raise of $2.45m
- Q2 FY21 revenue of A$1.1m, up 63% vs. LY
- Recovery of advertising sales, following the decline due to COVID-19
- 15th anniversary for Design Milk
- 50:1 share consolidation
- Q4 FY21 revenue of A$1.1m, up 111% vs. LY
- Strongest quarterly sales since acquisition and launch of Design Milk
- Q1 FY22 revenue of A$1.2m, up 128% vs. LY
- The Design Milk eCommerce platform remained resilient despite global supply chain struggles, inflationary pressures and softer retail trading conditions
- Continued to strategically focus on producing high quality content, discovering amazing designers and brands, growing our community, and significantly improving our order management and customer service levels

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Dear Shareholders,

There is no escaping the challenges and economic pressure businesses face today. Positively, thanks to our team’s creativity and energy we have been able to limit the impact, with Q4 and FY22 total revenue closing slightly down vs. LY, significantly stronger than many competitors and the industry in general.

We continue to produce high quality content, have increased our advertising revenue vs. LY, discovered amazing designers and brands, grown our community to nearly 9.7M followers, strengthened our operating procedures and significantly improved our order management and customer service levels.

Design Milk is at a key point in our growth trajectory. Since launching eCommerce we focused on building our vendor base, customer growth and conversion, and avoided unnecessary costs whilst we scale and build our operating structure. Having established Design Milk’s foundations, we continue to refine our strategic roadmap in line with profitable growth and increasing shareholder value.

As we look toward 2023, we are considering multiple opportunities including strategic partnerships in the B2B and B2C arena, our representation of larger categories / higher ticket products, the expansion of our advertising business into new categories and geographies, and the revival of pop-up retail / omni-channel revenue as design shows and events return.

The Board have committed to supporting and investing in the business as we navigate these opportunities. I’d like to thank them, our shareholders, and my team as we develop these new channels of growth.

Robert Mancini,
CEO, Design Milk Co.

Sydney, Australia and Columbus, OH, USA
29 July 2022: Design Milk Co. Limited (ASX: DMC)
About Design Milk Co.
Design Milk Co at a Glance

\- A community of over 9.65 million social media + email followers
\- Internationally experienced retail + media team
\- 16+ years experience developing social media, editorial, and advertising content
\- Established influencer status. Authenticated Instagram global brand
\- Over 25,000 published design related articles
\- Integrated eCommerce platform with 500+ live vendors
\- Full-service eCommerce platform
\- In-house Customer Service, Finance, Marketing, Merchandising, and Editorial teams
\- We deliver a powerful cross-channel brand building experience, combining + sharing content and eCommerce via multiple channels
Our History

started as a modern design-inspired blog in 2006, quickly becoming the go-to site for a large, growing community that’s passionate about modern design, architecture, furniture, décor, creators and products.

Today, our award-winning, multi channel platform delivers the latest modern design news, editorial + video content, brands and products to our community of over 9.65 million followers.

We’ve published 25,500+ articles supporting independent designers, artists, and brands from the worlds of architecture, interior design, home furnishings, technology, style, travel + more.

We create, host and share design workshops, events, podcasts, brand videos and interviews through our website, social media, our DMTV Instagram channel, emails, newsletters, and other content mediums.

We launched the Design Milk online shop in November 2019, grew our vendor base to over 500 brands, participate in design Trade events and regularly “pop-up” in North America, London and Europe, with Design Milk Stand, our physical marketplace that introduces our favorite brands in person to our large community.
What We Do

**Content-drives-Commerce**
- We produce and deliver editorial + video content, dedicated to the world of modern design
- We retail 500+ brands via our in-house produced content
- Introduce + build brands via our content website, social media + emails with our large combined audience of over 9.65M
- Create high quality, sponsored advertising + media programs for DTC and Trade / B2B brands
- Host pop-up retail events, and participate in, or report on global design trade + retail shows

**Drop-Ship eCommerce**
- Agile, reduced inventory pressure, lower related operating costs

**Diversified revenue streams**
- e-Commerce, sponsored advertising + media, affiliate publishing, pop-up retail + trade events

**Shared-Service platform**
- One integrated team efficiently manages + supports multiple websites

**Lifestyle-curated websites**
- Each website has a unique lifestyle projection, broadening our audience + revenue

**Multiple growth opportunities**
- Continue to grow our vendor base, expand into furniture and larger home décor categories, host live pop-up shopping events, launch a new Trade platform, open a Design Milk studio and showroom for furniture and unique content, and MUCH MORE!
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 Non-executive Chair of Janison Education Group, Beamtree Holdings and Mad Paws

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
- 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
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
## Appendix 4C

### Quarterly cash flow report for entities subject to Listing Rule 4.7B

**Name of entity**

| Design Milk Co. Limited |

**ABN**

| 15 006 908 701 |

**Quarter ended (“current quarter”)**

| 30-JUN-22 |

### Consolidated statement of cash flows

<table>
<thead>
<tr>
<th>Consolidated statement of cash flows</th>
<th>Current quarter $US’000</th>
<th>Year to date (.......months) $US’000</th>
</tr>
</thead>
</table>

1. **Cash flows from operating activities**

1.1 Receipts from customers 462 2,585

1.2 Payments for:

   (a) research and development
   (b) product manufacturing and operating costs (180) (1,211)
   (c) advertising and marketing (64) (289)
   (d) leased assets
   (e) staff costs (385) (2,064)
   (f) administration and corporate costs (93) (414)

1.3 Dividends received (see note 3)

1.4 Interest received

1.5 Interest and other costs of finance paid (3) (12)

1.6 Income taxes paid

1.7 Government grants and tax incentives

1.8 Other (provide details if material)

1.9 **Net cash from / (used in) operating activities** (263) (1,405)

2. **Cash flows from investing activities**

2.1 Payments to acquire or for:

   (a) entities
   (b) businesses
   (c) property, plant and equipment (2) (45)
   (d) investments
   (e) intellectual property
   (f) other non-current assets

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ASX Listing Rules Appendix 4C (17/07/20)

+ See chapter 19 of the ASX Listing Rules for defined terms.
### Consolidated statement of cash flows

<table>
<thead>
<tr>
<th>2.2 Proceeds from disposal of:</th>
<th>Current quarter $US’000</th>
<th>Year to date (.......months) $US’000</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) entities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) businesses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(c) property, plant and equipment</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>(d) investments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(e) intellectual property</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(f) other non-current assets</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2.3 Cash flows from loans to other entities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2.4 Dividends received (see note 3)</td>
<td></td>
</tr>
</tbody>
</table>

#### 2.6 Net cash from / (used in) investing activities

|   | (1) | (45) |

### Cash flows from financing activities

<table>
<thead>
<tr>
<th>3.1 Proceeds from issues of equity securities (excluding convertible debt securities)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3.2 Proceeds from issue of convertible debt securities</td>
<td></td>
</tr>
<tr>
<td>3.3 Proceeds from exercise of options</td>
<td></td>
</tr>
<tr>
<td>3.4 Transaction costs related to issues of equity securities or convertible debt securities</td>
<td></td>
</tr>
<tr>
<td>3.5 Proceeds from borrowings</td>
<td></td>
</tr>
<tr>
<td>3.6 Repayment of borrowings</td>
<td></td>
</tr>
<tr>
<td>3.7 Transaction costs related to loans and borrowings</td>
<td></td>
</tr>
<tr>
<td>3.8 Dividends paid</td>
<td></td>
</tr>
<tr>
<td>3.9 Other (provide details if material)</td>
<td></td>
</tr>
</tbody>
</table>

#### 3.10 Net cash from / (used in) financing activities

|   |                      |                      |

### Net increase / (decrease) in cash and cash equivalents for the period

| 4.1 Cash and cash equivalents at beginning of period | 484                  | 1,670                |
| 4.2 Net cash from / (used in) operating activities (item 1.9 above) | (263)               | (1,405)              |
| 4.3 Net cash from / (used in) investing activities (item 2.6 above) | (1)                  | (45)                 |
### Consolidated statement of cash flows

<table>
<thead>
<tr>
<th>Item</th>
<th>Current quarter $US’000</th>
<th>Year to date (.....months) $US’000</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.4</td>
<td>Net cash from / (used in) financing activities (item 3.10 above)</td>
<td>-</td>
</tr>
<tr>
<td>4.5</td>
<td>Effect of movement in exchange rates on cash held</td>
<td>-</td>
</tr>
<tr>
<td>4.6</td>
<td>Cash and cash equivalents at end of period</td>
<td>220</td>
</tr>
</tbody>
</table>

### 5. Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts

<table>
<thead>
<tr>
<th>Item</th>
<th>Current quarter $US’000</th>
<th>Previous quarter $US’000</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1</td>
<td>Bank balances</td>
<td>220</td>
</tr>
<tr>
<td>5.2</td>
<td>Call deposits</td>
<td></td>
</tr>
<tr>
<td>5.3</td>
<td>Bank overdrafts</td>
<td></td>
</tr>
<tr>
<td>5.4</td>
<td>Other (provide details)</td>
<td></td>
</tr>
<tr>
<td>5.5</td>
<td>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</td>
<td>220</td>
</tr>
</tbody>
</table>

### 6. Payments to related parties of the entity and their associates

<table>
<thead>
<tr>
<th>Item</th>
<th>Current quarter $US’000</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1</td>
<td>Aggregate amount of payments to related parties and their associates included in item 1</td>
</tr>
<tr>
<td>6.2</td>
<td>Aggregate amount of payments to related parties and their associates included in item 2</td>
</tr>
</tbody>
</table>

**Note:** If any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.
Appendix 4C
Quarterly cash flow report for entities subject to Listing Rule 4.7B

7. Financing facilities
   *Note: the term 'facility' includes all forms of financing arrangements available to the entity. Add notes as necessary for an understanding of the sources of finance available to the entity.*

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Total facility amount at quarter end $US’000</th>
<th>Amount drawn at quarter end $US’000</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1 Loan facilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.2 Credit standby arrangements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.3 Other (please specify)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.4 Total financing facilities</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7.5 Unused financing facilities available at quarter end

7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.

8. Estimated cash available for future operating activities

<table>
<thead>
<tr>
<th>Description</th>
<th>$US’000</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.1 Net cash from / (used in) operating activities (item 1.9)</td>
<td>(263)</td>
</tr>
<tr>
<td>8.2 Cash and cash equivalents at quarter end (item 4.6)</td>
<td>220</td>
</tr>
<tr>
<td>8.3 Unused finance facilities available at quarter end (item 7.5)</td>
<td></td>
</tr>
<tr>
<td>8.4 Total available funding (item 8.2 + item 8.3)</td>
<td>220</td>
</tr>
<tr>
<td>8.5 Estimated quarters of funding available (item 8.4 divided by item 8.1)</td>
<td>1</td>
</tr>
</tbody>
</table>

*Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.*

8.6 If item 8.5 is less than 2 quarters, please provide answers to the following questions:

8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?

Answer: No, the company has restructured the operating expenses to improve net cashflows.

8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer: Company has been put into a trading halt, pending finalisation of an asset sale and/or fund raising event.

8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer: Yes given the asset sale and/or fund raising event currently underway.

*Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.*
Appendix 4C
Quarterly cash flow report for entities subject to Listing Rule 4.7B

Compliance statement
1. This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
2. This statement gives a true and fair view of the matters disclosed.

Date: 29 July 2022

Authorised by: By the board
(Name of body or officer authorising release – see note 4)

Notes
1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity’s activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, AASB 107: Statement of Cash Flows apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: “By the board”. If it has been authorised for release to the market by a committee of your board of directors, you can insert here: “By the [name of board committee – eg Audit and Risk Committee]”. If it has been authorised for release to the market by a disclosure committee, you can insert here: “By the Disclosure Committee”.
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council’s Corporate Governance Principles and Recommendations, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.

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+ See chapter 19 of the ASX Listing Rules for defined terms.