



Sydney, Australia and Columbus, OH, USA

**29 January 2021:** Design Milk Co Limited (ASX: DMC)

**Design Milk Co Limited (ASX: DMC)**  
**Closure of offer under the Share Purchase Plan**

Design Milk advises that it has successfully completed its Share Purchase Plan (SPP) which was announced on 24<sup>th</sup> December 2020, raising \$298,655.

A total of 49.8m new fully paid shares are expected to be issued.

The SPP was open to all shareholders and valid applications totalling A\$1.22m were received from 86 shareholders with an average application amount of A\$14,267.

The shares will be issued to successful applicants at \$0.006 per share, being the same as the Placement Price advised to the ASX on 24<sup>th</sup> December, 2020.

Given the strong support shown by eligible shareholders for the SPP, the Directors exercised their discretion under the terms of the SPP to increase the size of the SPP from the initial target of A\$200,000 to A\$298,655. The scale back is on a pro-rata basis having regard to the relative shareholding of eligible shareholders at the record date who applied for SPP shares.

Eligible shareholders have received SPP shares equal to approximately 27% of the number of shares held on the Record Date, subject to

- No allocation where a shareholder's shareholding had a market value of less than \$250
- A minimum allocation of \$500 for shareholders with a market value of their shareholding between \$250 - \$2,000
- If a shareholder applied for less SPP shares than their Pro Rata amount, then they received an allocation of SPP shares equal to the SPP shares for which they applied.

In total, Design Milk has raised A\$2.75m, subject to shareholder approval on 12<sup>th</sup> February. The funds raised will be used to support the company in developing its e-commerce and advertising platforms and support the ongoing growth in our business.

The Company wishes to thank its existing shareholders for their ongoing support and their participation in the SPP.

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This announcement has been authorized for release by the Board.



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#### About Design Milk Co Limited

Design Milk Co Limited owns and operates multiple e-Commerce brands that support independent brands and designers from around the world: Design Milk, a world-renowned, award-winning digital media company that has thrived through the support of an engaged community over the past 13 years: Ahalife, an eCommerce website and blog supporting premium lifestyle designers and brands: Kaufmann Mercantile, a blog and eCommerce website dedicated to independent craftsman and brands focused on sustainable manufacturing and product lifecycles.

For more information, please contact Investor Relations.