



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

Late Lodgement of Change of Director's Interest Notices and Appendix 3G

Design Milk Co Limited (ASX: DMC) (Company) refers to:

- the Appendix 3G issued today in relation to an issue of 1,200,000 Incentive Options to DMC directors which occurred on 23 November 2021, following approval at the 2021 AGM held on 23 November 2021; and
- individual Appendix 3Y's for each of existing directors, Mr Michael Hill, Mr Arnaud Massenet and Mr Christopher Colfer, in relation to the issue of Incentive Options to each of them as approved at the 2021 AGM (300,000 options each).

The Company notes that 300,000 Incentive Options were also issued on 23 November 2021 to Mr Michael Everett (as approved by shareholders), who was a director at the time, but has since resigned, and accordingly, an Appendix 3Y has not been lodged for him (these options are however included in the Appendix 3G).

The Appendix 3Y's and Appendix 3G were lodged late due to an administrative oversight following the issue of unlisted Options to the Directors after the November 2021 AGM. As soon as the oversight was identified the documents were lodged with ASX. The Company and the Directors are aware of their obligations under ASX Listing Rule 3.19A and regret this oversight. The Company has reviewed its processes and believes that its current practices are adequate to ensure compliance with Listing Rules 3.1 and 3.19B in the future. The Company continues to review its procedures to ensure that it meets its disclosure obligations within the required timeframe.

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 and blog that has thrived through the support of an engaged community of close to 10 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:

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