

Cettire lists on ASX raising \$65.0 million; positive business momentum continues in Q2

Highlights:

- **Cettire today lists on ASX following a successful IPO that raised \$65.0 million**
- **At the IPO offer price, Cettire's market capitalisation will be \$190.6 million**
- **Proceeds from the IPO to fund Cettire's growth objectives**
- **The IPO received strong demand from both institutional and retail investors**
- **Strong performance and positive business momentum continued into Q2 FY21**
- **Record monthly gross revenues of \$13.9 million in November (432% growth vs pcg)**

Melbourne, Victoria: 18 December 2020 – Cettire Limited (ASX: CTT) ("Cettire" or the "Company"), a global luxury online retailer, is pleased to announce that the Company's shares will commence trading on the Australian Securities Exchange ("ASX") today. This follows a successful initial public offering ("IPO") that raised \$65.0 million at \$0.50 per share ("Offer Price"). Cettire's market capitalisation at the Offer Price will be \$190.6 million. Cettire's shares are expected to commence trading at 11:30am under ASX code CTT.

The IPO received strong demand from both institutional and retail investors, across Australia and internationally.

A significant proportion of the IPO proceeds will be used to fund Cettire's growth objectives that include increased marketing to enhance brand recognition, drive traffic and improve conversion; and support additional investment in the Cettire technology platform. The Company also intends to further grow its product offering and supplier network, as well as expand organically into new markets.

Commenting on the IPO, Cettire's Founder and CEO, Dean Mintz, said: "The IPO of Cettire marks a key milestone in the Company's growth history. I would like to thank the entire Cettire team for their dedication, commitment and hard work, that has enabled not only this successful IPO, but also the continued strong growth of the business. I welcome our new shareholders and look forward to delivering on the potential we see for the business and growing shareholder value."

Trading update

Cettire is pleased to confirm that the business continues to demonstrate strong trading momentum, delivering (unaudited) gross revenue¹ of \$13.9 million in November 2020, representing 432% growth on the prior corresponding period ("pcg").

In addition, key metrics (unaudited) and milestones include:

- Record monthly gross and sales revenue in November 2020
- 4 largest individual sales days on record in November 2020, based on gross revenue
- Active customers² growing to 59,195 (304% growth vs pcg; 98% growth vs FY20)
- Record monthly orders of 17,514 (442% growth vs pcg)
- 34% of gross revenue from returning customers in November 2020 (vs 26% in FY20)
- Year-to-date sales revenue to 30 November 2020 of \$32.4 million (471% growth vs pcg)

¹ Gross revenue is revenue net of GST/VAT but is exclusive of returns from customers; Sales revenue is gross revenue net of allowances and returns from customers

² Active customers are customers who have made a purchase on the platform in the last 12 months

CETTIRE

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Unaudited trading results for July 2020 to November 2020 (the “Period”) are summarised below:

| \$m | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | YTD | Prospectus Forecast |
|------------------------------------|--------|--------|--------|--------|--------|--------|------------------------|
| | | | | | | Nov-20 | FY21 F |
| Gross revenue ¹ | 5.3 | 6.0 | 7.1 | 9.2 | 13.9 | 41.6 | 89.1 |
| Sales revenue ¹ | 4.2 | 4.7 | 5.7 | 7.1 | 10.7 | 32.4 | 70.0 |
| Unique website visits (million) | 0.7 | 0.8 | 0.8 | 0.9 | 1.3 | 4.5 | 10.2 |
| Conversion rate (%) | 1.08% | 1.02% | 1.12% | 1.20% | 1.32% | 1.17% | 1.14% |
| No. of orders (units) | 7,309 | 7,991 | 8,705 | 10,879 | 17,514 | 52,398 | 115,941 |
| Average order value (\$) | 722 | 747 | 814 | 842 | 786 | 787 | 762 |

Based on year-to-date trading (unaudited) to 30 November 2020, Cettire has already achieved 46% of the full year FY21 sales revenue prospectus forecast.

Cettire will release its results for the 6 months ending 31 December 2020 in late February 2021.

This document has been authorised for release by the Directors of Cettire.

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Further Information

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About Cettire

Launched in 2017, Cettire is a global online retailer, offering a large selection of in-demand personal luxury goods via its website, cettire.com. Cettire has access to an extensive catalogue of over 1,300 luxury brands and over 160,000 products of clothing, shoes, bags, and accessories. Visit: www.cettire.com