

A woman with long dark hair, wearing dark sunglasses and a long, flowing beige dress, stands on a set of wide stone steps. She is holding a small, dark, structured bag with a strap. Behind her is a dark metal gate with ornate, repeating circular designs. The scene is dimly lit, with a warm, brownish tint. The word "CETTIRE" is overlaid in large, white, sans-serif capital letters.

CETTIRE

INVESTOR PRESENTATION

28 APRIL 2021



CETTIRE

UNIQUE VALUE PROPOSITION

CETTIRE OVERVIEW

CETTIRE IS A GLOBAL ONLINE LUXURY RETAILER

CETTIRE

Selection



160,000+ products¹



1,300+ brands¹



\$500m+ stock value¹

Customers



~68,000 Active Customers²



8.2m unique website visits³



34% of Gross revenue from returning customers²

Economics



38% Product Margin²



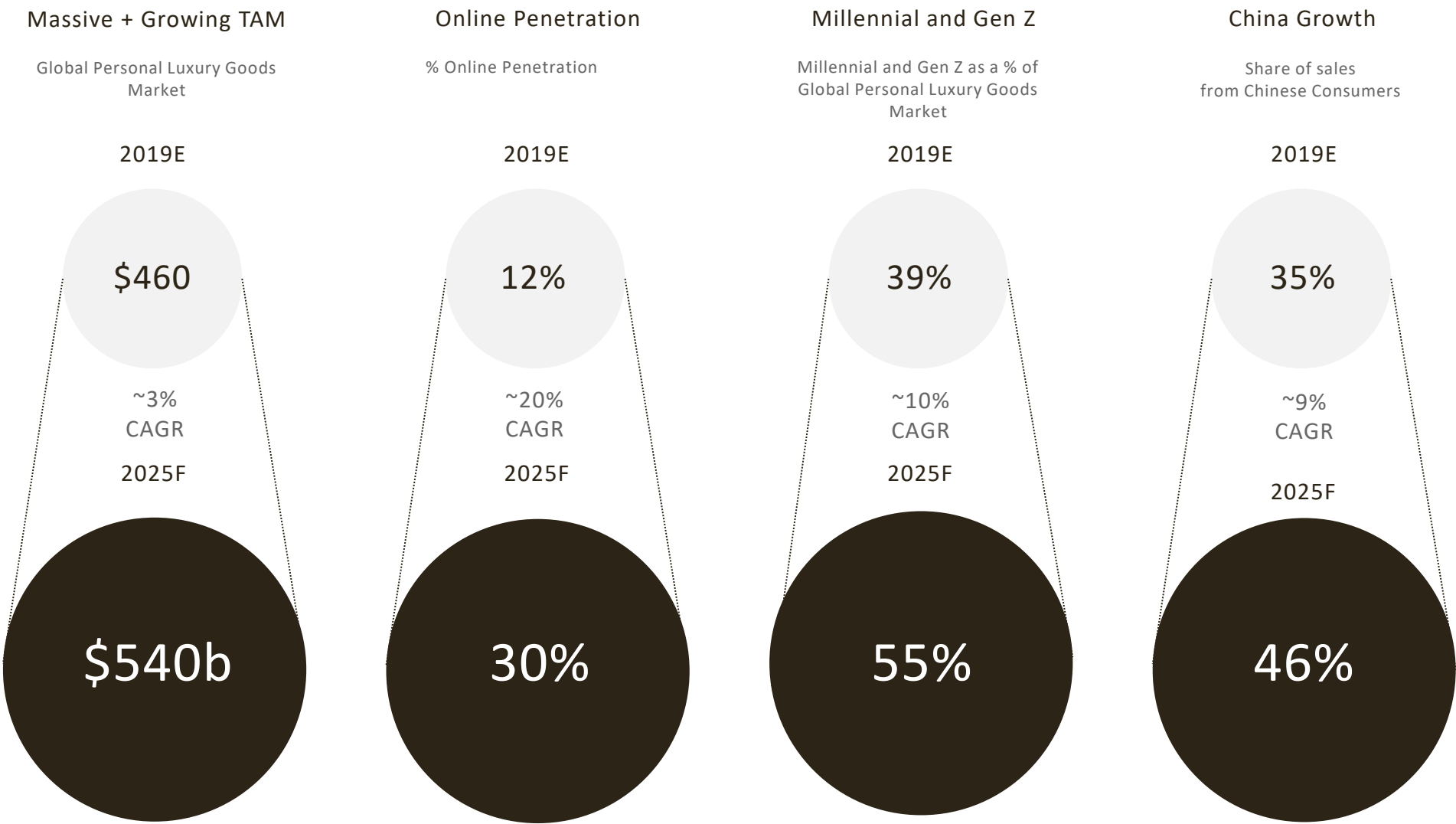
\$776 Average Order Value²



>90% international revenue²

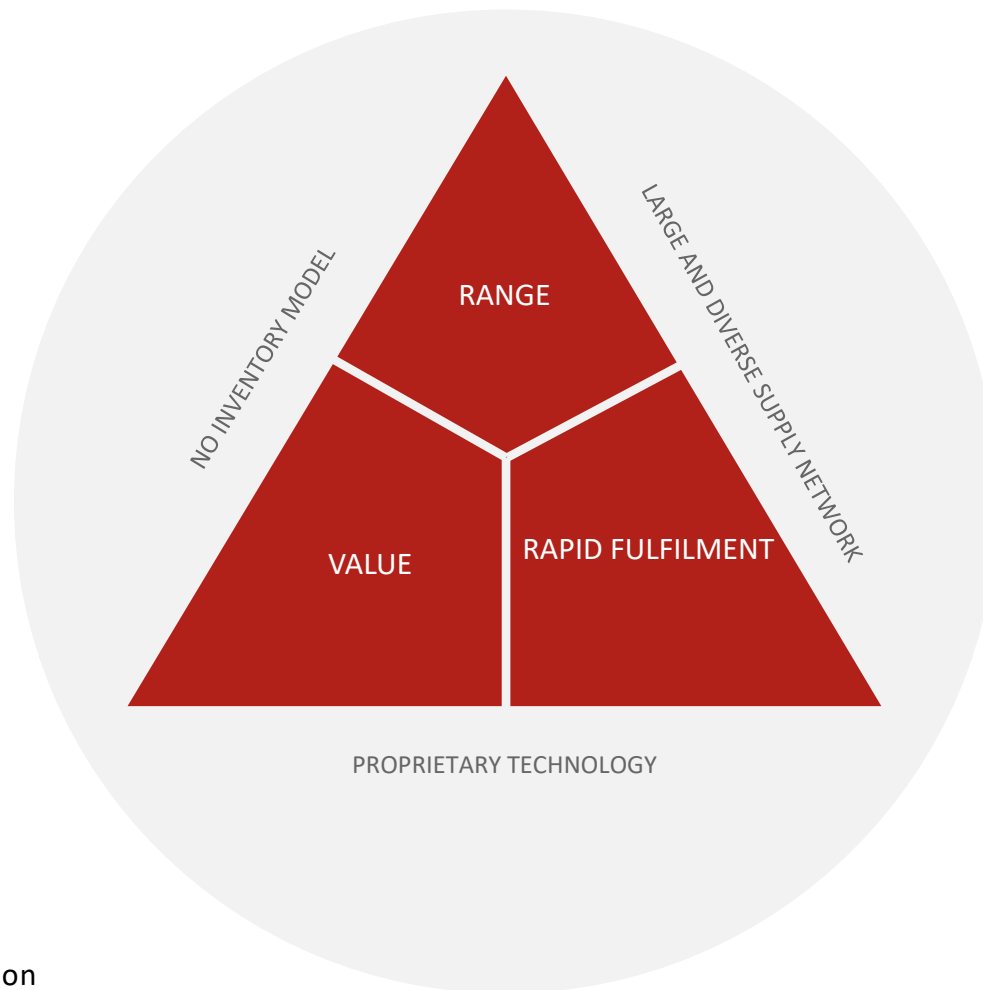
MASSIVE + GROWING TAM, STRUCTURAL TAILWINDS

THE PERSONAL LUXURY GOODS MARKET IS A A\$460B GLOBAL INDUSTRY



CETTIRE VALUE PROPOSITION





CETTIRE OFFERS ONE OF THE LARGEST SELECTIONS OF LUXURY ONLINE. WE OFFER COMPETITIVE PRICING AND RAPID FULFILMENT, ENABLED BY OUR HIGHLY SCALABLE PROPRIETARY TECHNOLOGY



- Customer value proposition
- Key enablers

HIGHLY SCALABLE PROPRIETARY PLATFORM

CETTIRE HAS A HIGHLY SCALABLE, PROPRIETARY TECHNOLOGY STACK WHICH REQUIRES MINIMAL DAY-TO-DAY LABOUR INTERVENTION

<p>Customer order fulfilment and global logistics</p> 	<ul style="list-style-type: none">• Facilitates the entire customer fulfilment cycle, including automation of order management and fulfilment, global logistics and customs compliance, returns management, fraud and payment management• Efficient and highly automated process ensures rapid customer order fulfilment, driving strong customer satisfaction and repeat customers• Automated reverse logistics process, facilitating product returns to suppliers without manual intervention from Cettire
<p>Product and inventory management</p> 	<ul style="list-style-type: none">• Integrated inventory systems allows for the synchronisation and management of a virtual inventory of >160,000 products from suppliers• Deep integration into suppliers
<p>Pricing</p> 	<ul style="list-style-type: none">• Dynamic pricing system calculates real-time price analysis of products across supplier network• System uses proprietary algorithms with multiple data points to optimise price leadership on website• Optimise pricing and margin
<p>Marketing</p> 	<ul style="list-style-type: none">• Developed intelligent marketing approach which uses data-driven methods to ensure effective use of marketing spend• Yields consistent high return on ad spend and low customer acquisition costs



CETTIRE

EXCEPTIONAL GROWTH
ACROSS ALL KEY METRICS

FINANCIAL HIGHLIGHTS – H1 FY21

EXCEPTIONAL MOMENTUM

<p>\$52.7m Gross revenue¹ +476% YoY</p>	<p>\$40.5m Sales revenue +479% YoY</p>	<p>~68k Active Customers³ +319% YoY</p>
<p>\$15.4m Product Margin 38% Margin</p>	<p>\$4.4m Adj. EBITDA² 11% Margin</p>	<p>~5.8m Unique site visits +300% YoY</p>
<p>\$2.3m Statutory NPAT +354% YoY</p>	<p>34% Gross revenue¹ from repeat customers</p>	<p>1.15% Conversion rate⁴ +39% YoY</p>

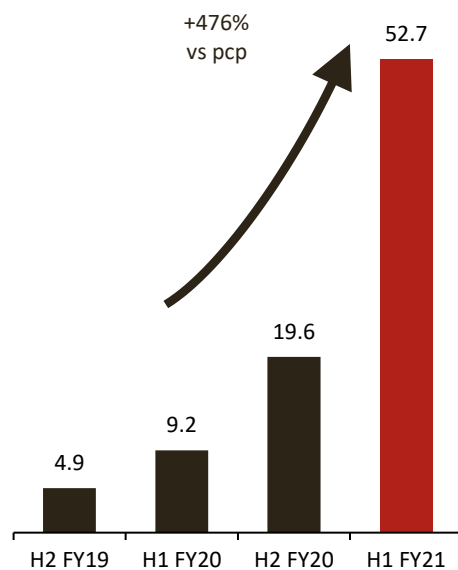
Note: all growth metrics represent year on year growth vs H1 FY20

1. Cettire uses gross revenue as a non-IFRS measure of business performance and represents revenue prior to returns and allowances
2. Cettire uses Adjusted EBITDA as a non-IFRS measure of business performance which excludes expenses associate with the IPO
3. Active Customers are unique customers who have made a purchase in the last 12 months
4. Orders divided by unique sits visits

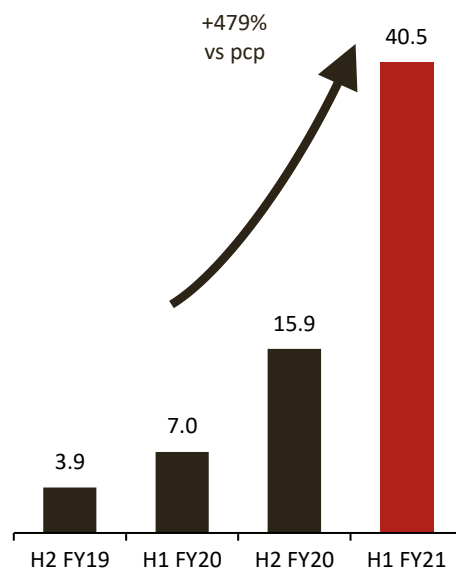
FINANCIAL HIGHLIGHTS – H1 FY21

EXCEPTIONAL MOMENTUM

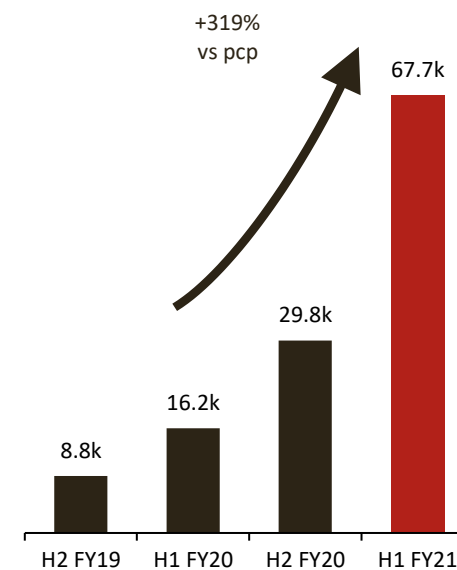
Gross revenue¹ (\$ millions)



Sales revenue (\$ millions)



Active customers²



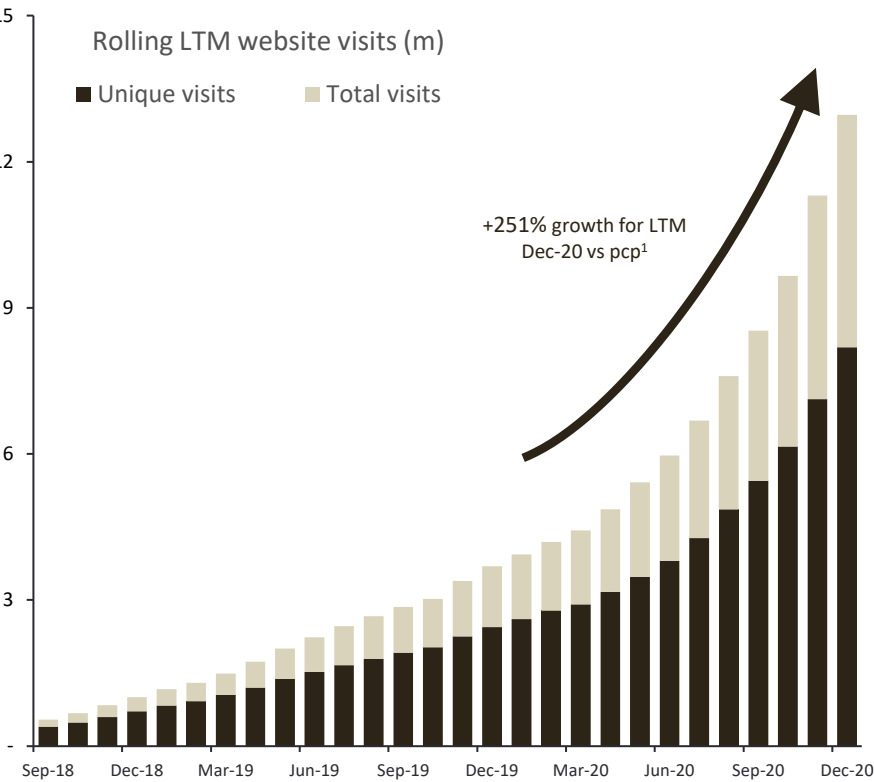
Note: all growth metrics represent year on year growth vs H1 FY20

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SITE TRAFFIC AND CONVERSION

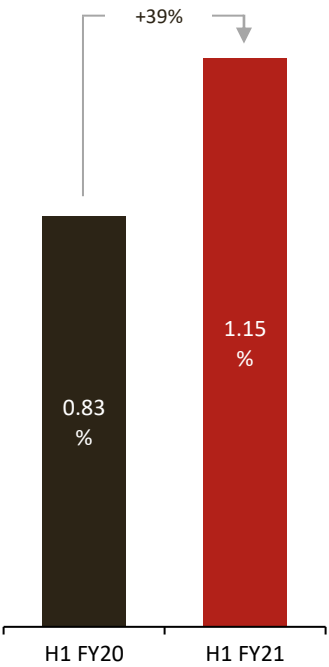
KEY OPERATING METRICS ARE TRENDING VERY FAVOURABLY

Website traffic growth accelerating

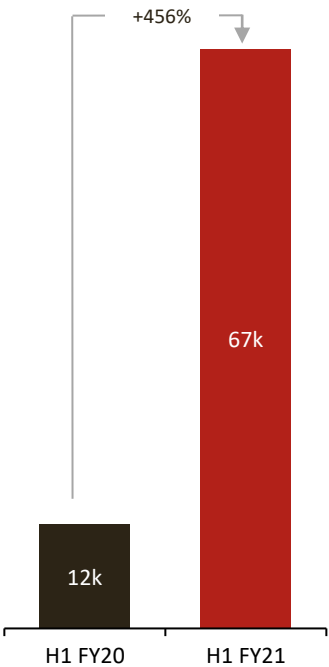


	H1 FY20	H1 FY21	% change
Unique visits	1.46m	5.85m	+300%

Conversion rate¹



Orders

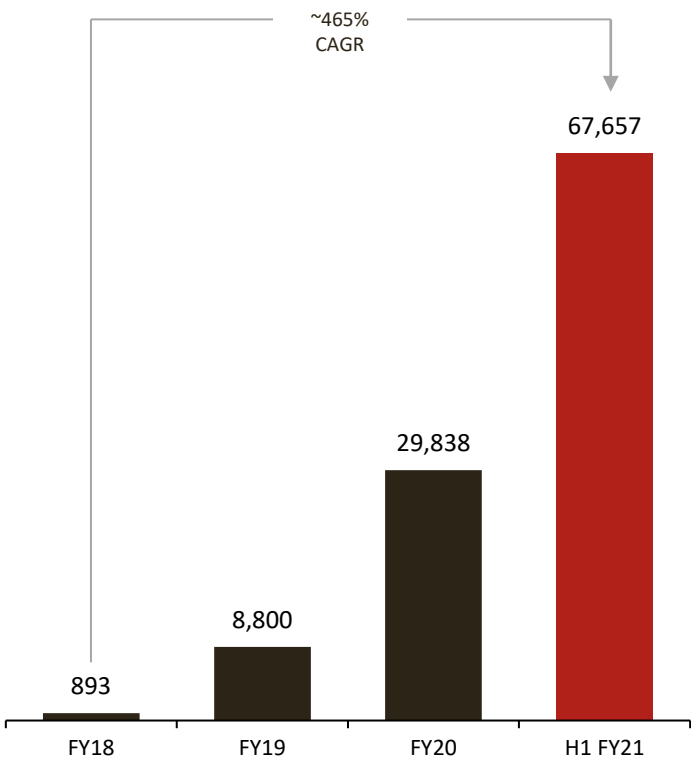


EXCEPTIONAL CUSTOMER GROWTH, IMMEDIATE PAYBACK

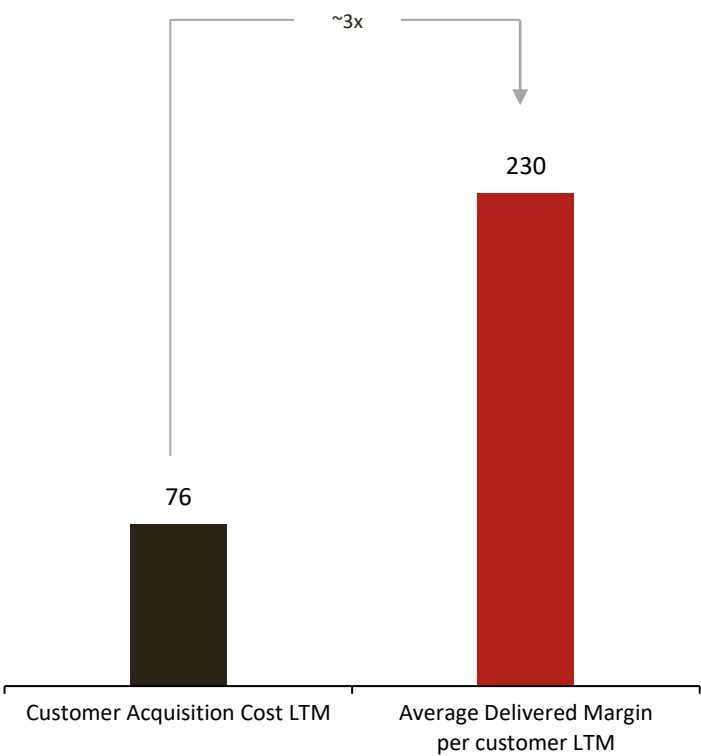
GROWTH DRIVEN BY EXCEPTIONAL NEW CUSTOMER ACQUISITION AND DELIVERING STRONG RETURNS ON CUSTOMER ACQUISITION COSTS

- 127% growth in Active Customers since June 2020
- ~3x upfront return on customer acquisition investment
- Marketing expense ~8.8% of Sales revenue (H1 FY20: 8.4%)

Active Customers^{1,4}



Return on investment (\$) ^{2,3,4}

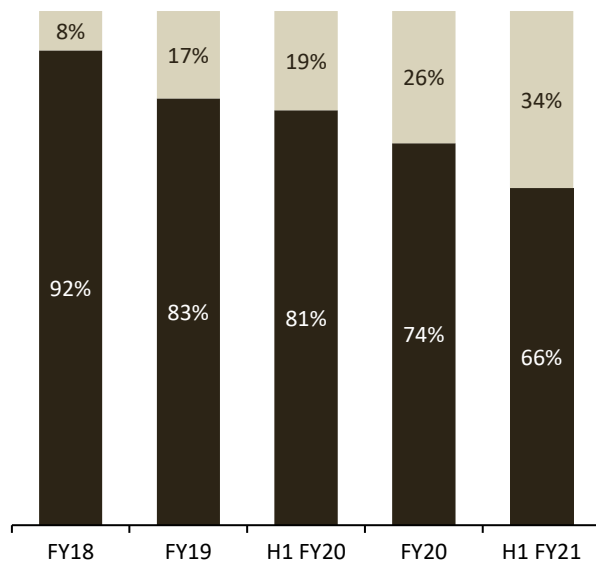


1. Active Customers are unique customers who have made a purchase in the last 12 months;
2. Customer Acquisition Cost is calculated as total marketing costs excluding brand investment divided by new customer acquisitions in Last Twelve Months;
3. Average Delivered Margin represents gross revenue net of allowances and returns, less cost of sales and fulfillment costs;
4. Unaudited management accounts

CUSTOMER LIFETIME VALUE

PIECES IN PLACE TO DRIVE LONG TERM REVENUE GROWTH AND LIFETIME VALUE

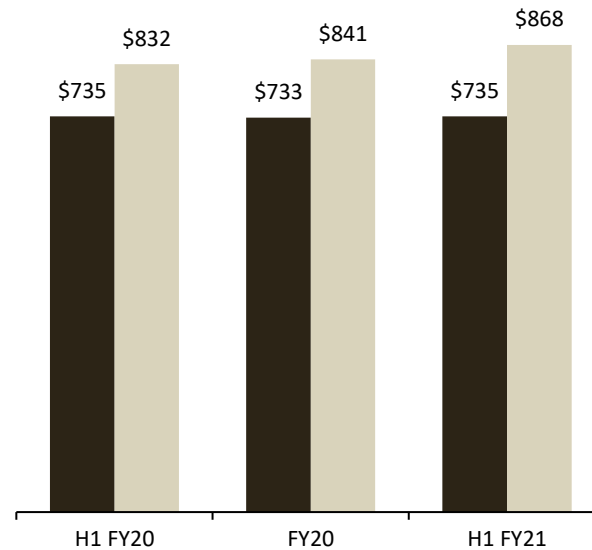
Share of gross revenue from repeat customers is growing^{1, 2}



■ % from first time customers ■ % from repeat customers

- AOV
- Order frequency

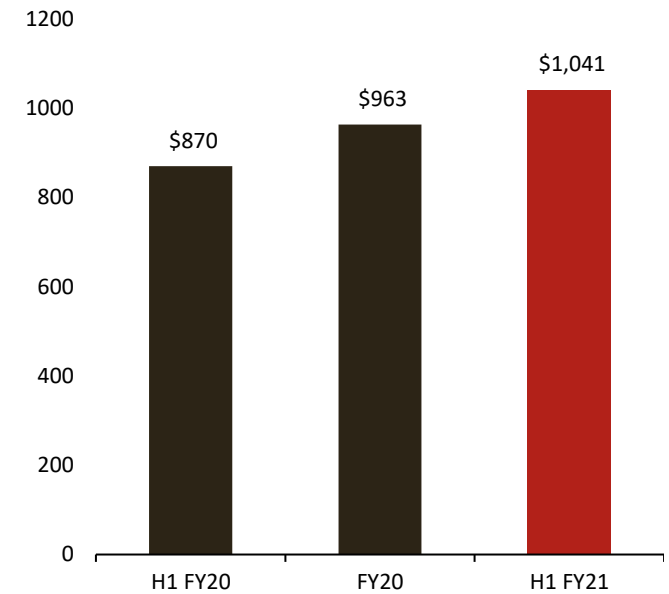
Repeat customers spend more per order¹



■ AOV (New customers) ■ AOV (Repeat customers)

- Basket size

Gross revenue per customer^{1, 2}



1. Unaudited management accounts
2. Cettire uses gross revenue as a non-IFRS measure of business performance and represents revenue prior to returns



CETTIRE

OUTLOOK

GROWTH INITIATIVES

WE ARE EXECUTING ON OUR LONG-TERM GROWTH STRATEGY

GROWTH LEVER	GROWTH INITIATIVES	PROGRESS SINCE IPO
TRAFFIC	<p>Scale data driven marketing investment to accelerate customer acquisition</p> <p>Significantly increase products available online</p> <p>BNPL partnerships</p> <p>Broadening of supply relationships</p>	<p>January unique traffic +378% YoY</p> <p>Additional +2,000 products available online since year end</p> <p>Global partnership with Afterpay executed in Feb 2021</p> <p>Additional suppliers added</p>
CONVERSION AND CUSTOMER EXPERIENCE	<p>UI/UX enhancement</p> <ul style="list-style-type: none">• Functionality: filter and search features• Site aesthetics <p>Free returns pilot program</p> <p>Core technology upgrade</p>	<p>Colour and size filter launched on desktop</p> <p>Site design and UI upgrade</p> <p>Pilot launched in Feb 2021</p> <p>Continuous development on our technology driving constant efficiencies</p>

CETTIRE IS WELL PLACED TO GROW

- ✓ **Massive + growing TAM**, with structural tailwinds
- ✓ **Global** platform and opportunity, with traction in multiple markets
- ✓ Track record of **explosive growth**, cash generation and profitable since commercial launch; no external funding
- ✓ **No inventory** business model, delivering capital efficient growth and compelling risk reward
- ✓ **Technology driven DNA**, enabling exceptional scalability
- ✓ **Proprietary technology**, facilitating highly profitable customer acquisition and automated order fulfilment
- ✓ **Entrenched and diverse relationships with suppliers**, providing secure access to a huge brand catalogue
- ✓ **Impressive unit economics** (high AOV and margins) and increasing repeat customer spend (growing LTV)
- ✓ **Founder led**, dedicated management team

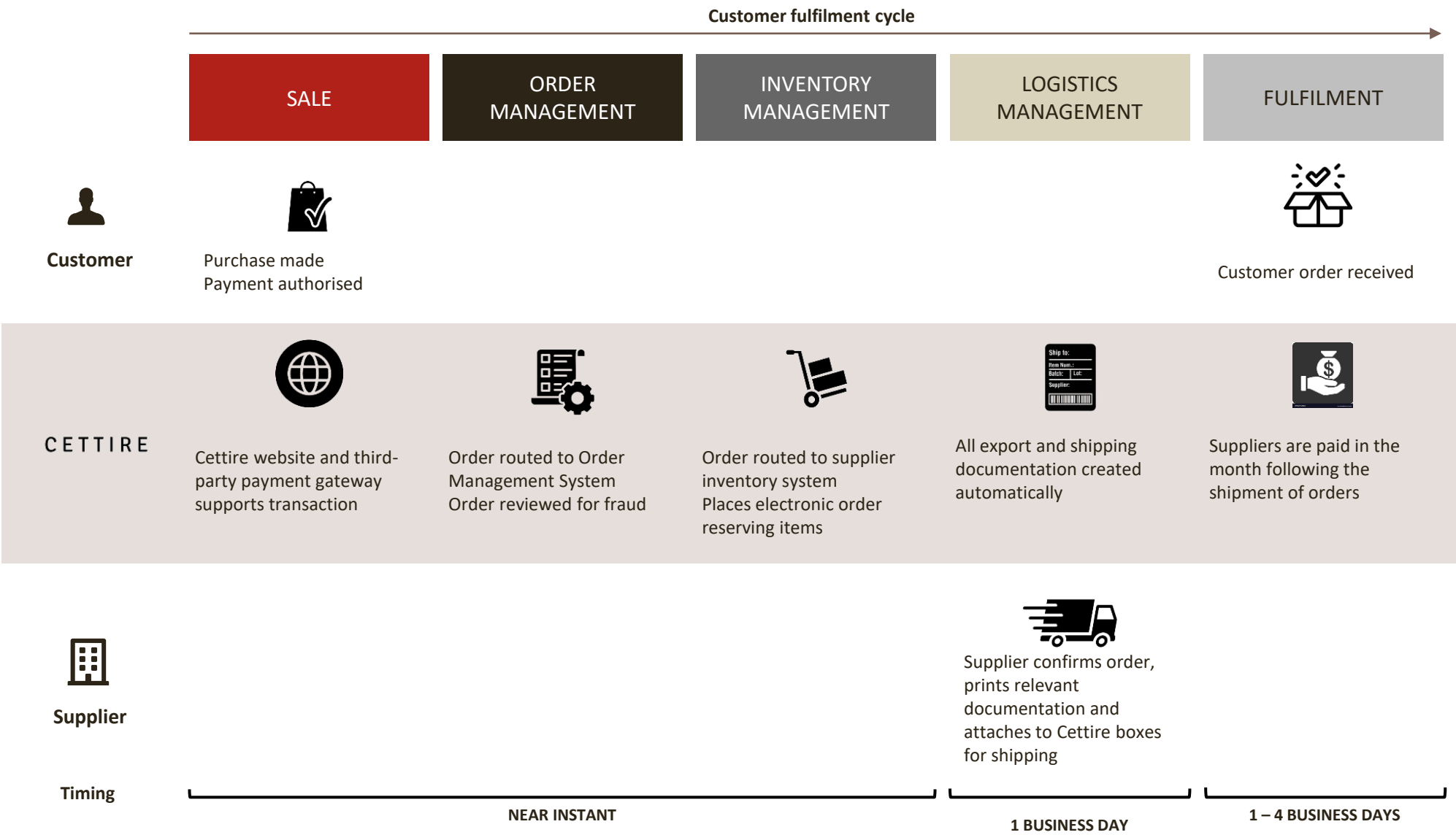


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APPENDIX

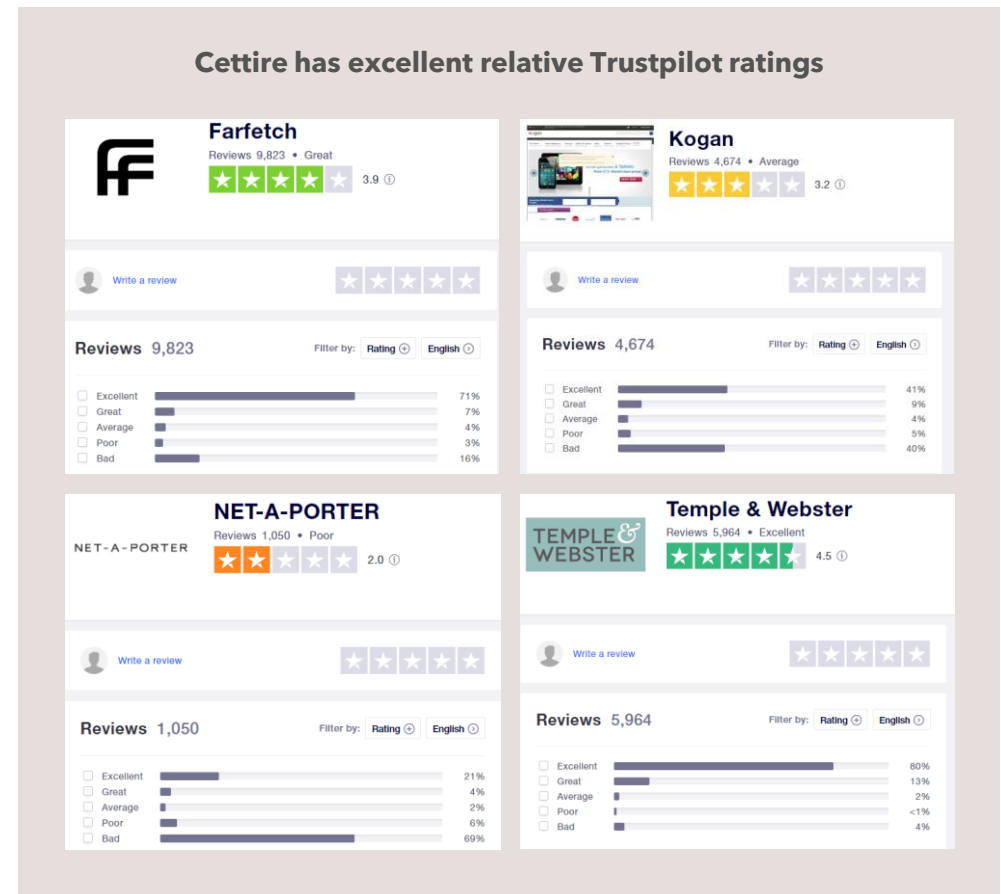
CUSTOMER FULFILMENT ON THE CETTIRE PLATFORM

PROPRIETARY TECHNOLOGY TO MANAGE AND AUTOMATE ALL STAGES OF CUSTOMER ORDER FULFILMENT



TRUSTPILOT RATINGS

CETTIRE HAS AN 'EXCELLENT' RATING ON TRUSTPILOT. TRUSTPILOT IS A GLOBAL CONSUMER REVIEW PLATFORM THAT IS OPEN TO ALL CONSUMERS AND COMPANIES, INDEPENDENT OF BOTH AND TRANSPARENT



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A woman with reddish-brown hair tied back, wearing glasses and a dark pinstriped suit with wide sleeves and a high slit, is walking from left to right. She is carrying a black bag and wearing high-heeled sandals. The background is a large glass building with a complex geometric pattern of white lines overlaid on it. The overall tone is muted and sophisticated.

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GLOBAL ONLINE LUXURY RETAILER
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