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ASX and Media Release

MyDeal launches native mobile apps for iOS and Android to improve customer experience and retention

Key Highlights:

- MyDeal has launched native iOS and Android mobile applications¹ to increase customer retention by providing more seamless mobile access to its range of 6 million home and lifestyle products²
- The native apps will deliver a seamless customer experience for mobile devices providing additional features and benefits including app-specific discount coupons and push notifications for offers, and the ability to shop-by-room, with 'shop the look' visual search functionality to launch in stage two
- Designed for scalability, fast performance and reliability the mobile apps aim to improve return on investment of marketing costs over time through higher engagement and repeat transactions

Leading online retail marketplace for home and lifestyle products, MyDeal.com.au Limited (**ASX: MYD**, 'MyDeal' or the 'Company'), has today launched native mobile applications (apps) for iOS and Android devices to improve customer experience and retention.

The MyDeal native apps will enable the Company's 883,000³ active customers to more seamlessly compare and buy items from its range of 6 million home and lifestyle products. Users can access mobile-specific features and activate additional offers including:

- App-specific discount coupons and push notifications for offers;
- Shop-by-room navigation;
- Product cross sharing to social media apps;
- Seamless checkout management; and
- 'Shop the look' visual search functionality (stage two).

MyDeal's average monthly website traffic is approximately 6.8 million visits⁴ – 75 per cent⁵ via smartphone or tablet devices. With the native apps expected to increase traffic, they

¹ As indicated in the Company's Prospectus and Q3 FY21 trading update

² The number of SKUs available for sale at any time is determined by the sellers

³ Active customers at 31 March 2021

⁴ FY21 year to date average (Jul – Mar 2021)

⁵ Google Analytics at 31 December 2020

have been developed to ensure fast performance and high reliability while delivering extra functionality suited to mobile applications.

Founder & CEO of Mydeal.com.au, Sean Senvirtne, said, “Operating a leading online retail marketplace for home and lifestyle products, we understand that providing a seamless customer experience is vital, no matter how users choose to access our platform”.

“While our website is already mobile-optimised and personalised to each user, we know that customers use the website differently when they’re accessing it through mobile devices. The launch of the native mobile apps reduces customer friction on the platform as it allows those using mobile channels to more effectively access additional features and interact and compare prices across our vast product range faster, before ultimately purchasing in a seamless way”.

“The native apps are a key part of our growth strategy of improving conversion and retention rates by continually refining the customer experience and optimising the site, harnessing the data from different channel usage across our platform and more effectively personalising our interactions and offers for customers.”

Authorised for release by the Board of MyDeal.com.au Limited.

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About MyDeal

MyDeal is an online retail marketplace focused on home and lifestyle goods such as furniture and homewares. MyDeal currently has more than 1,800 sellers (of which close to 1033 are considered Active Sellers⁶ as at 31 March 2021) on its platform with over 6 million product SKUs listed across over 2,000 categories (with the number of SKUs available for sale at any time determined by sellers).

<https://investors.mydeal.com.au/site/content/>

⁶ “Active Sellers” are sellers that have sold products through the platform within the last three months.