

7 July 2021

## ASX and Media Release

### Trading Update For Year Ended 30 June 2021

#### MYDEAL DELIVERS ANOTHER RECORD YEAR WITH GROSS SALES<sup>1</sup> UP 111% to \$218.1M

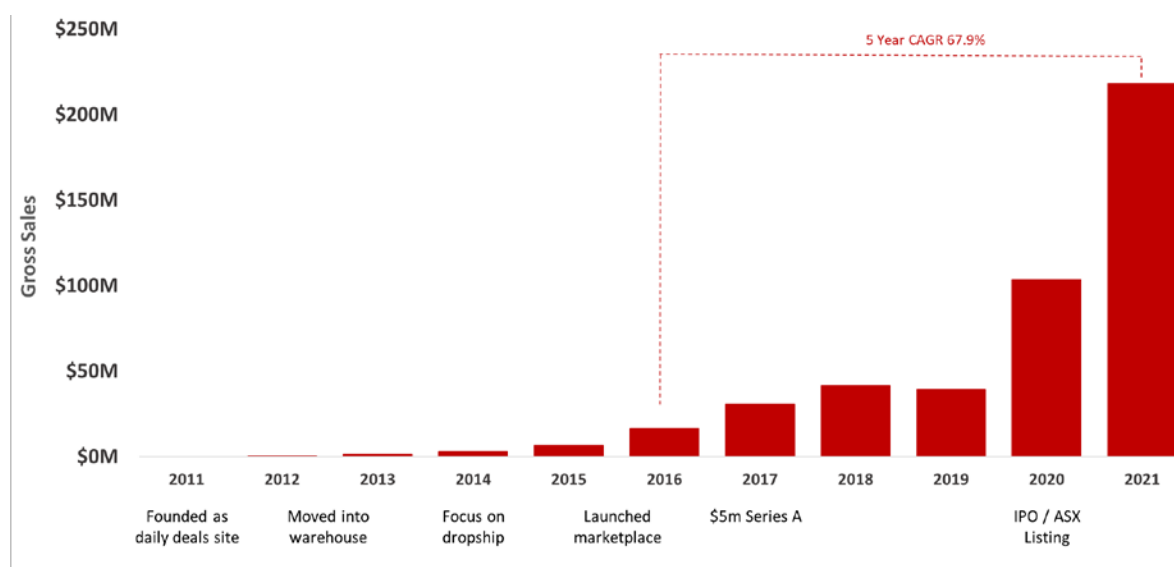
#### Key Highlights:

- **FY21 Gross Sales increased to \$218.1 million, up 111.1% on pcp**
- **Record level of Active Customers<sup>2</sup>, up 83.1% on pcp to 894,225**
- **Significant momentum in Private Label sales, with FY21 Gross Sales of \$8.8 million (FY20: \$0.3 million)**
- **MyDeal strongly positioned to deliver sustainable growth through a growing active customer base and continued e-commerce adoption**

Online retail marketplace for home and lifestyle products, MyDeal.com.au Limited (**ASX: MYD, MyDeal** or the **Company**), is pleased to provide this trading update ahead of the Company's Q4 FY21 Quarterly Report.

Unaudited results for FY21, show MyDeal has delivered record Gross Sales of \$218.1 million, up 111.1% on prior year. Gross Sales were driven by continued growth in active customers which reached a new record of 894,225 as at 30 June 2021, growing in excess of 83.1% on prior year. Private Label also made a strong first year contribution of \$8.8 million to Gross Sales for the year, after soft launching late in FY20.

#### Our Journey



<sup>1</sup> "Gross Sales" or "Gross Transaction Value" ("GTV") is a non-IFRS metric that represents the total value (unaudited) of transactions processed by MyDeal (including marketplace and private label), on a cash basis, before deducting refunds, chargebacks, discounts and coupons, but after deducting GST.

<sup>2</sup> "Active Customers" are customers who have bought products through the MyDeal platform during the last 12 months.

Commenting on the results, MyDeal.com.au CEO, Sean Senvirtne said:

“MyDeal has again delivered above industry growth rates with Gross Sales of over \$218 million in FY21 by continually building on our value proposition of providing superior value to our customers and marketplace sellers.

“We have placed ourselves in an enviable position to harness the increased demand and ongoing transition to e-commerce, with active customers now exceeding 894,000. Growing the active customer base signifies the trust consumers have placed in our products, brands and shopping experience.

“Since the launch of the MyDeal app in May, it has been extremely well received, being highly rated and highly utilised. We already see a higher customer conversion rate coming through, which makes me very excited about the future of this platform and its contribution to our growth.

“Our Private Label business has delivered a strong Gross Sales contribution and continues to grow. We remain focussed on building and augmenting our proprietary technology platform which is proving to be a core scalable asset of the business, and have invested in securing high calibre talent across all teams. The future of MyDeal is brighter than ever.”

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

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**For further information, please contact:**

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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 1,151 are considered Active Sellers<sup>3</sup> as at 30 June 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/>

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<sup>3</sup> “Active Sellers” are sellers that have sold products through the platform within the last three months.