

18 August 2021

## ASX Announcement

### MYDEAL REFRESHES BRAND IDENTITY – PLAN TO ACCELERATE GROWTH THROUGH MULTI-CHANNEL CAMPAIGN

#### Key Highlights:

- Refreshed identity to drive MyDeal into next phase of growth - following record FY21 with Gross Sales<sup>1</sup> of \$218m and 894,000 Active Customers<sup>2</sup>
- Extensive multi-channel brand campaign to encourage consumers to shop at MyDeal, to build the current Active Customer base, increase repeat purchases and lifetime value while reducing long-term customer acquisition costs
- Updated logo, typography, colour palette and tone of voice designed to create a distinctive set of brand assets that encapsulate the “MyDeal feel”, and communicate the experience of happiness when shopping on MyDeal

Leading online retail marketplace for home and lifestyle products, MyDeal.com.au Limited (**ASX: MYD**, ‘**MyDeal**’ or the ‘**Company**’), is today commencing the rollout of its refreshed brand strategy and identity to accelerate the Company’s next stage of growth.

Representing the Company’s evolution over the past ten years, the brand refresh is designed to build on a recent record period of growth for MyDeal and includes an updated logo, typography, colour palette and tone of voice to create the “MyDeal feel” while encouraging consumers to “shop happy”. The new look is confident, fun, friendly, vibrant and energetic.

Phase one of the brand strategy rollout is a key part of the execution of the MyDeal flywheel model. It includes an extensive multi-channel brand campaign through out-of-home, broadcast channels and sport events. It is designed to dramatically increase awareness to significantly build on the Company’s current 894,000 active customer base, reduce average long-term customer acquisition costs and lifetime value.

The campaign will drive Australians to MyDeal so they can access great value on more than 6 million home and lifestyle products and increase repeat purchases by leveraging the scale that has previously been built into the proprietary technology platform.

Founder & CEO of MyDeal, Sean Senvirtne said:

“MyDeal has come a long way over the past 10 years. From very humble beginnings we are now one of Australia’s largest online shopping destinations generating over \$218m worth of sales last financial year, and we aren’t slowing down, which makes this moment the right time to get a look, feel and personality that matches our ambition. We always aim to provide all Australians with great value, we aim to make shopping a happy experience and that comes through in our revitalised brand, it radiates joy and positive energy and that’s the MyDeal feel.

“The new brand and multi-channel campaign activity is a key part of our growth strategy to improve awareness and ensure more people shop through MyDeal. It is the latest part of the strategy that builds on the capability

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<sup>1</sup> “Gross Sales” or “Gross Transaction Value” (“GTV”) is a non-IFRS metric that represents the total value of transactions (unaudited) 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.

improvements we have made this year including the launch of native apps, investment in our proprietary technology platform and the introduction of private label. We look forward to seeing the brand come to life through our upcoming campaign so we can continue to grow MyDeal into one of Australia’s most well-known online retail marketplace for home and lifestyle products.”

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

-- ENDS --

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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 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.

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My Orders  
My Details  
My Coupons  
My Inbox

My long  
weekend  
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We've got the widest range of the best products from  
your favourite retailers, all in one place.

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