CETTIRE

Level 40/140 William Street
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Cettire launches proprietary e-commerce storefront to support global expansion

Melbourne, Victoria: 24 August 2021 – Cettire Limited (ASX:CTT) (Company or Cettire), a global luxury online retailer, is pleased to announce the launch of its proprietary e-commerce storefront software. Migration from the existing third party solution to the Company's proprietary software has been initiated.

Cettire has developed its proprietary solution to enable:

- Increased site performance
- Reduced complexity and bottlenecks
- Improved flexibility and functionality for global expansion.

The proprietary storefront software will also enable Cettire to own all systems related to its luxury goods consumers' online journey from end to end.

Cettire's Founder and CEO, Dean Mintz, said: "We have rapidly grown our customer base, published products, and number of contracted suppliers and to support this growth and strongly position the Company to maintain its rapid trajectory, we have accelerated investment in our world class technology. The launch of our proprietary storefront software represents the culmination of an extensive engineering program and is a key milestone in the execution of our technology strategy, providing considerable flexibility to increase penetration of existing markets and take advantage of adjacent opportunities."

This announcement has been authorised for release by the Board of Directors of Cettire Limited.

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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