

16 November 2021

ASX and Media Release

October Trading Update¹

MYDEAL'S STRONG MOMENTUM CONTINUES IN OCTOBER

Highlights:

- **October YTD FY22 Gross Sales of ~\$93 million, up ~24% on pc²**
- **Gross Sales in October 2021 of \$23.4m, up ~28% on pc²**
- **October YTD FY22 Revenue of \$19.4 million, up ~50% on pc²**
- **Record Active Customers² up ~31% on pc² to 940,726**
- **Customer loyalty continuing to increase, with ~61% of transactions coming from returning customers in October 2021, (October 2020: ~51%)**
- **October YTD In-stock (Private Label and Third Party brands) Gross Sales growing strongly to \$8.8 million up, ~308% on pc² and in-line with the entire FY21 result**

Leading online retail marketplace for home and lifestyle products, MyDeal.com.au Limited (**ASX: MYD**, '**MyDeal**' or the '**Company**'), is pleased to provide a trading update for the period ended 31 October 2021.

Commenting on the results, MyDeal CEO, Sean Senvirtne said:

"I'm pleased to announce that October was another very successful month for MyDeal, as we continue to see the rewards flow through from the implementation of our strategic initiatives. We continue to scale at a rapid rate, giving us the confidence that our strategy is working and we are focussed on the right things.

"With a dedicated focus on growing the brand, we launched our major 'through the line' advertising campaign, with our most significant investment in 'above the line' media yet. We know that building awareness and making MyDeal famous is vital to the ongoing growth of the business and an investment that we have to make.

"While cycling unprecedented growth from the previous year, we have been able deliver growth across all key metrics. Gross Sales and revenue are up strongly, active customers continue to grow, while at the same time performance from returning customers reached record levels to ~61%. Momentum in our in-stock offering is building and at over 300% growth, is now beginning to represent a material part of our business.

"MyDeal heads into the peak Christmas period in a very strong position."

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

-- ENDS --

¹ All numbers quoted are unaudited

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

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About MyDeal

MyDeal is an online retail marketplace focused on home and lifestyle goods. MyDeal currently has more than 1,800 sellers (of which close to 1,151 are considered Active Sellers³ 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/>

³ "Active Sellers" are sellers that have sold products through the platform within the last three months.



2021 Annual General Meeting Presentation

ASX: MYD

16 November 2021

FY21: CONTINUED GROWTH

Execution of key initiatives driving record results

Record growth in gross sales¹ and active customers²:

- Gross Sales of \$218.1m and Active Customers of 894k up 111% and 83% respectively

Strong momentum in private label:

- Gross Sales of \$8.8m at 43.1% Gross Margin, following soft launch in late FY20

Continued investment in technology and innovation:

- Successful launch of iOS and Android apps in May 2021

Expanded seller base:

- 385 sellers onboarded, supporting product range of over 6 million SKUs

Strengthened team

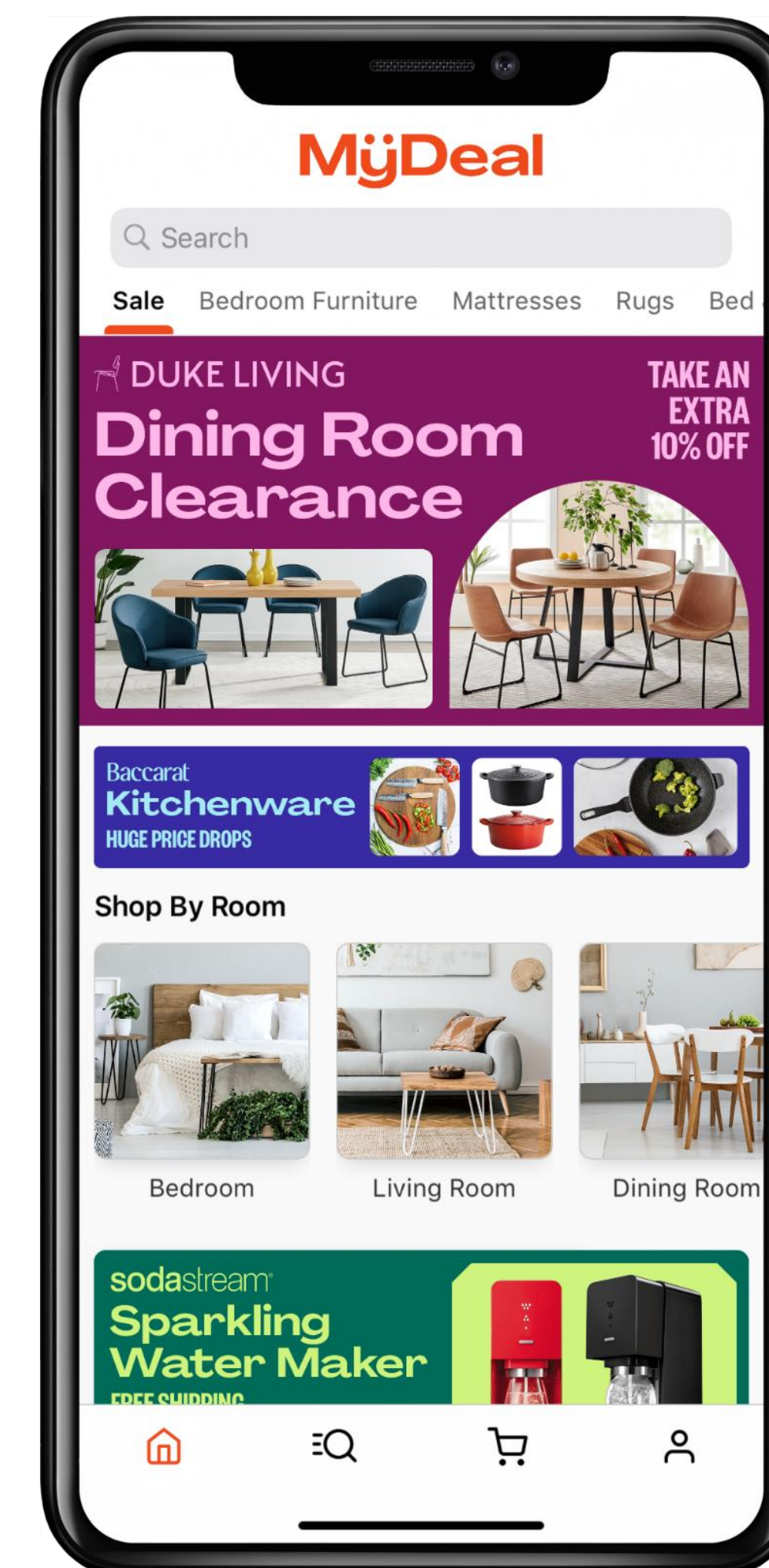
- Expanded team from 38 to 61 FTE including appointment of CFO, CMO, GM Logistics
- Introduced offshore team in Philippines (customer service)

Brand

- Brand refresh completed and multi channel through the line campaign launched

1. "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.

2. An Active Customer is a customer that has made a purchase in the last twelve months.



FY22: TRADING UPDATE

MyDeal momentum continues in October

Gross Sales¹:

- October YTD Gross Sales of \$92.9m, up ~24% on pcp
- Gross Sales in October 2021 of \$23.4m, up ~28% on pcp

Revenue:

- October YTD FY22 Revenue of \$19.4m, up ~50% on pcp

Record Active Customers:

- Record Active Customers up ~31% on pcp to 940,726
- Customer loyalty continuing to increase, with ~61% of transactions coming from returning customers in October 2021, (October 2020: ~51%)

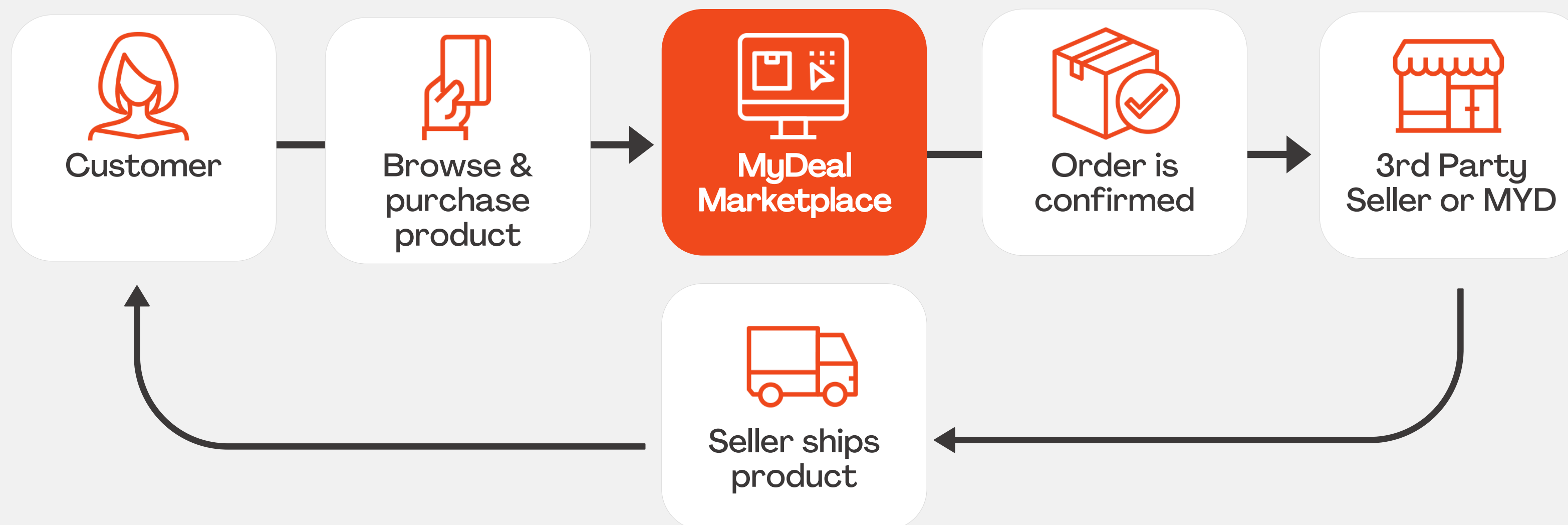
In-stock:

- October YTD In-stock (Private Label and Third Party Brands) Gross Sales growing to \$8.8m up, ~308% on pcp and in-line with the entire FY21 result



WHO WE ARE AT A GLANCE

Online marketplace specialising in home and lifestyle goods.



Attractive Business Model

- Flywheel in progress with network effects attracting both customers and sellers
- Capital-lite model
- Scalable business driven by proprietary technology model

Competitive Advantage

- Value - lowest prices on comparable goods
- Range - >6m products and growing
- Service - seamless customer experience delivered through proprietary technology

1. An "Active Seller" is a seller that has made a sale on the marketplace in the last three months.



1,151
Active Sellers¹



>6M
Products Listed



0.9m
Active Customers

FY21 FINANCIAL HIGHLIGHTS

	FY20	FY21	YoY Growth
Gross Sales	\$103.3m	\$218.1m	111.1%
Revenue	\$15.3m	\$38.3m	149.6%
Active Customers	488,350	894,225	83.1%
Cash	\$16.8m	\$42.7m	\$25.9m

INDUSTRY OVERVIEW

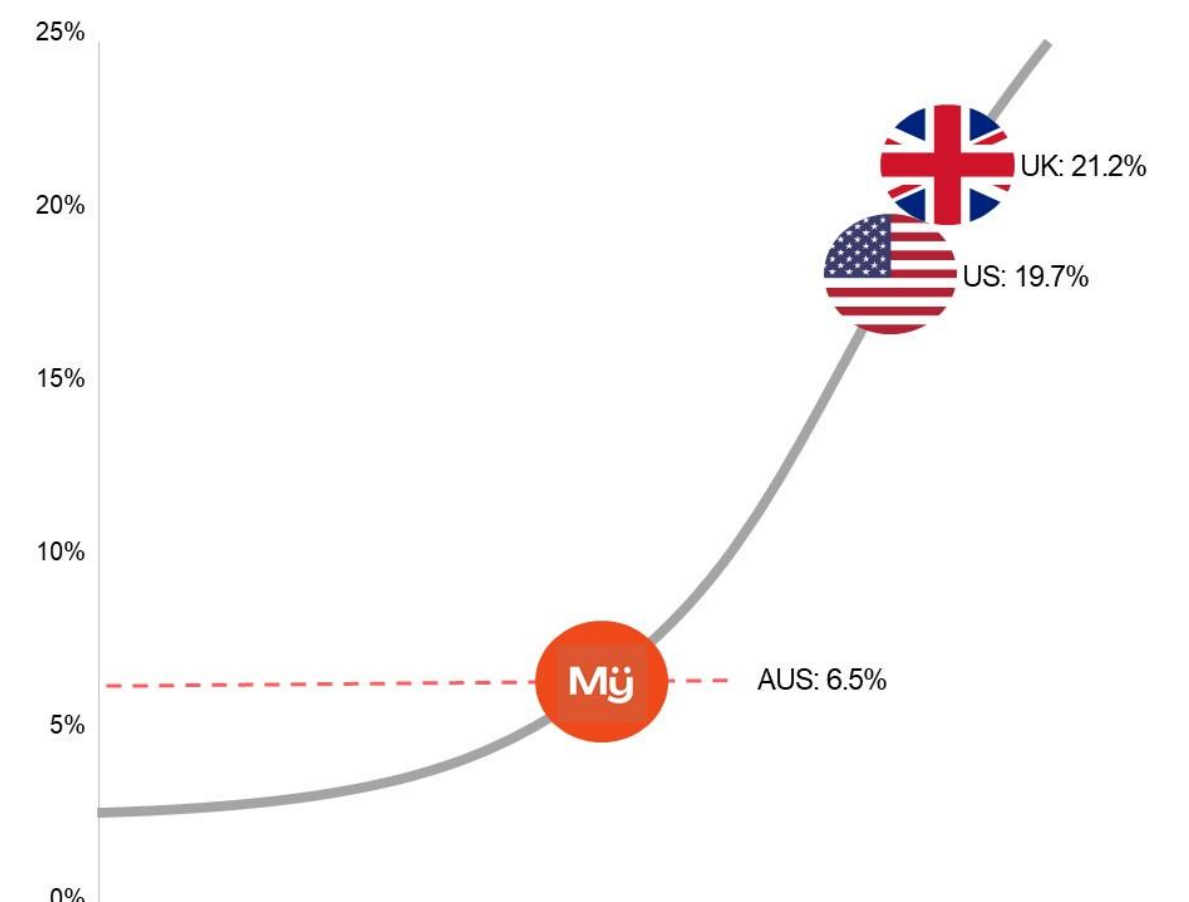
Despite an acceleration in adoption of online shopping through COVID-19, Australian ecommerce remains significantly underpenetrated compared to the UK and USA

- Significant growth is expected in Australia over the next 5 years with improvements in technology and millennials entering the core demographic age for home and lifestyle goods

**Total Addressable Market (TAM)
Australian Household Goods^{1,2}**



**Online Sales Penetration for
Furniture and Homewares³**



1. ABS 8501.0 - Retail Trade, Australia, June 2021 (TAM - Australian Household Goods)
2. Euromonitor International - Retailing in Australia, 2021 edition (May 2021) (TAM - Online Household Goods), Retailing in US (Feb 2021), Retailing in the UK (Feb 2021)
3. Euromonitor International - Home and Garden in Australia, 2021 edition (April 2021), Home and Garden in US (June 2021), Home and Garden in the UK (Apr 2021)



Online retail was estimated to be 12.5% of total retail trade in FY21¹



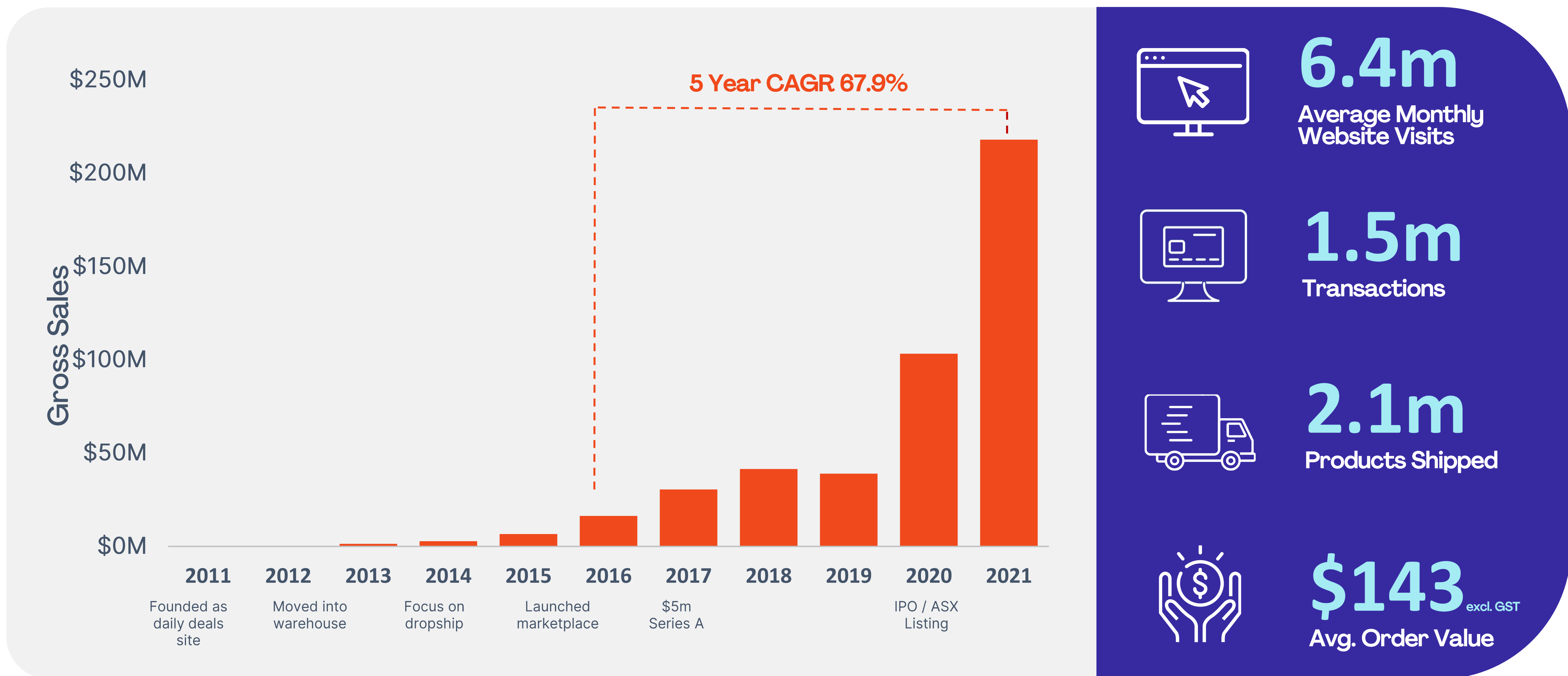
Australian online retail sales +58% in FY21²



Online household goods market in Australia expected to increase 37.5% from 2020 to 2025³

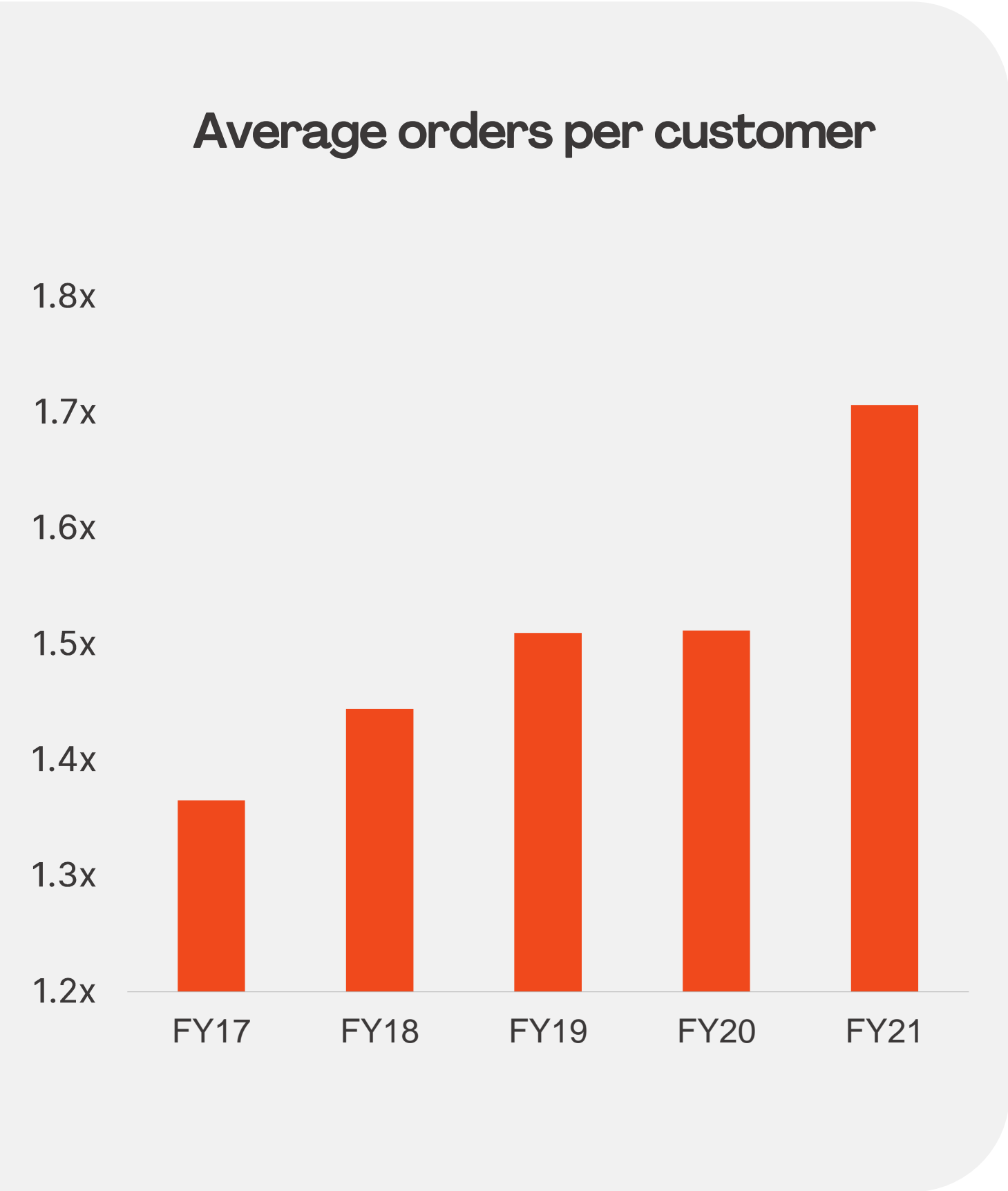
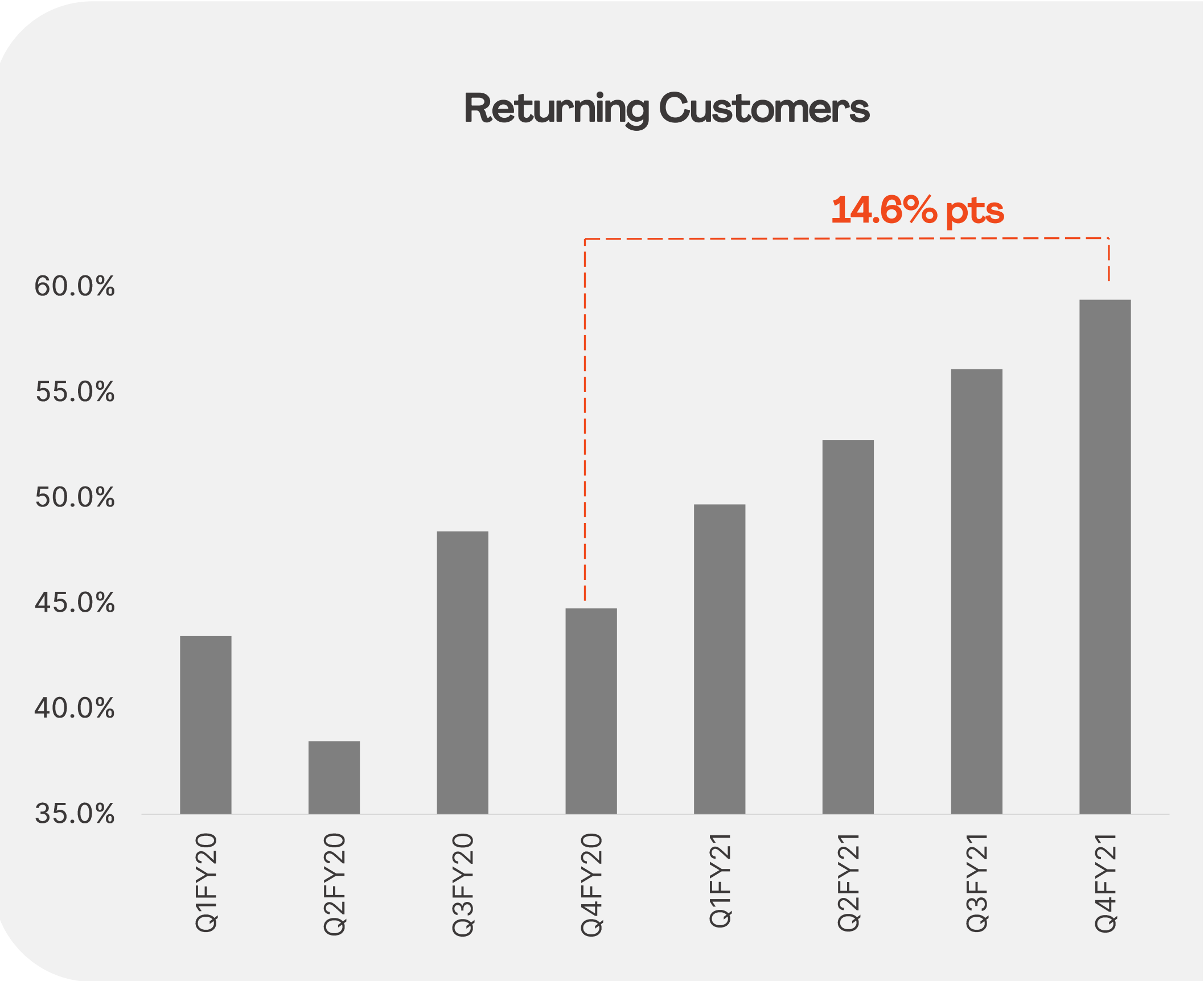
1. Euromonitor International - Retailing in Australia, 2020 edition (May 2021)
2. ABS: 8501.0 - Retail Trade, Australia, June 2021
3. Euromonitor International - Retailing in Australia, 2020 edition (May 2021)

THE RECORD FY21 YEAR WAS 10 YEARS IN THE MAKING







INCREASING CUSTOMER LOYALTY

Even with record customer acquisition, 59.4% of transactions were from returning customers, with the average number of orders per customers increasing to 1.7 during FY21



Satisfied customers

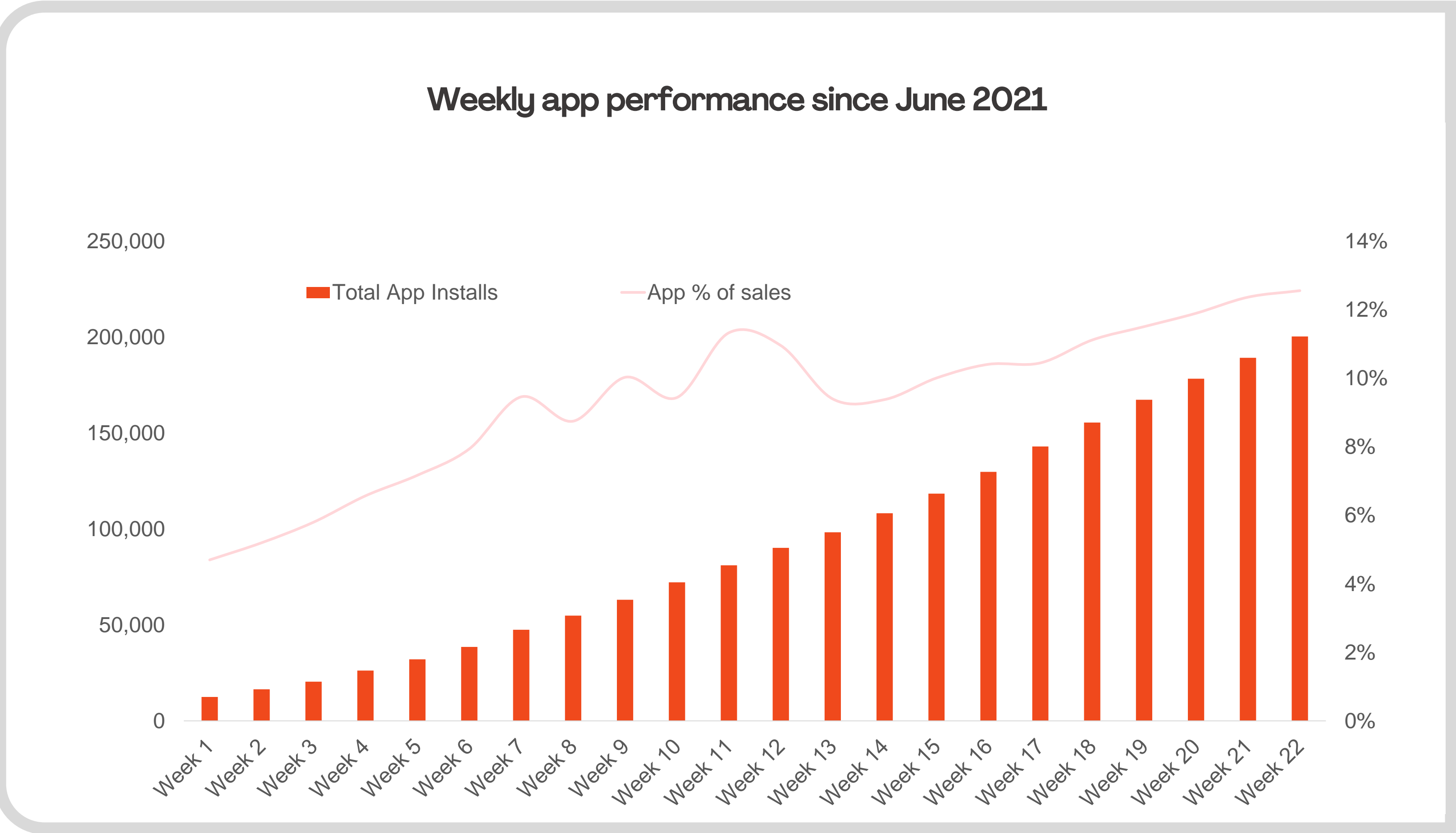
**Trustpilot**
MyDeal.com.au
Reviews 35,387 • Great
 4.2 ⓘ

**PRODUCT REVIEW**
FOR BUSINESSES
MyDeal.com.au
www.mydeal.com.au
 **4.0** from 10,627 reviews · [View Statistics](#)

1. Average Orders per Customer is calculated by taking the total number of transactions in FY21 divided by total active customers in FY21

MOBILE APPS

Rapid growth in app downloads is driving an increasing percentage of sales through app





200k
Apps Installed¹



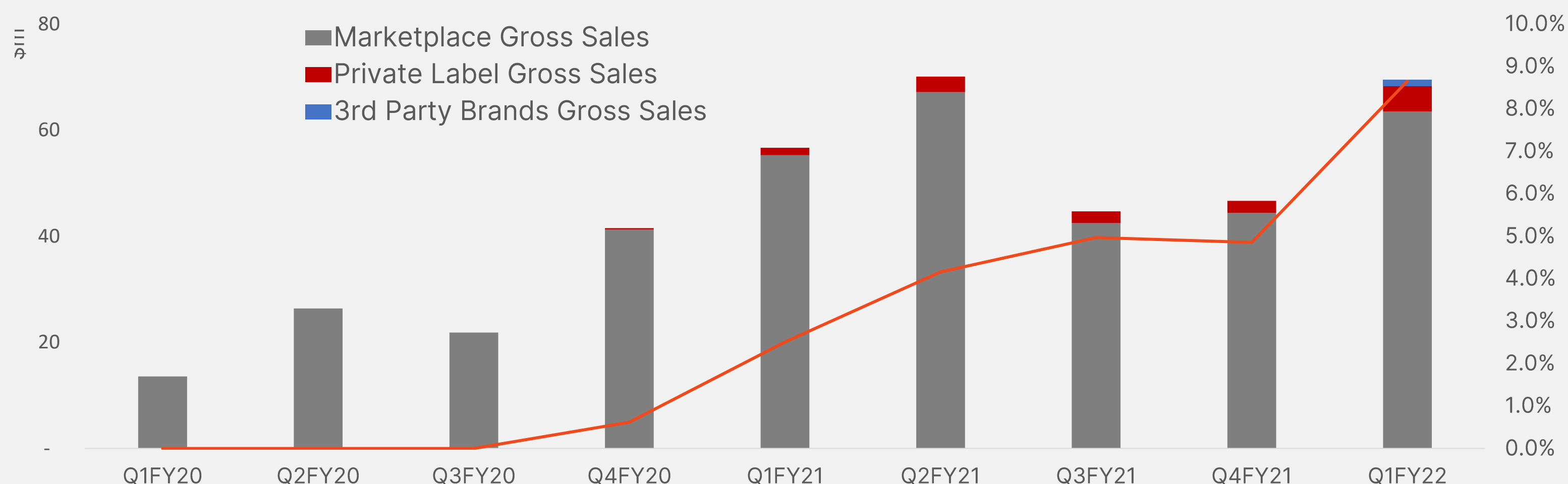
13%
of total Sales²

1. As at 7 November 2021

2. Weekly app Gross Sales as a percentage of total Gross Sales at 7 November 2021

INSTOCK STRATEGY #1 – PRIVATE LABEL

MyDeal is filling gaps in its range with private label products at competitive prices whilst enjoying higher gross margins (target 35-40%)



- ✓ After soft launch in late FY20, Private Label sales reached 6.9% of Gross Sales by Q1 FY22
- ✓ Product range of 552 SKUs as at September 2021. Opportunity to expand the range
- ✓ Secured geographic diversification in our network of factories and partners into Vietnam, Taiwan and Indonesia, with exclusivity on certain in-style products
- ✓ MYD sees significant opportunity to scale in FY22



\$4.8m

Gross Sales in Q1 FY22
(Q1 FY21: \$1.4m,
full year FY21: \$8.8m)



35-40%

Target Gross Margins
(FY21 actual: 43.1%)

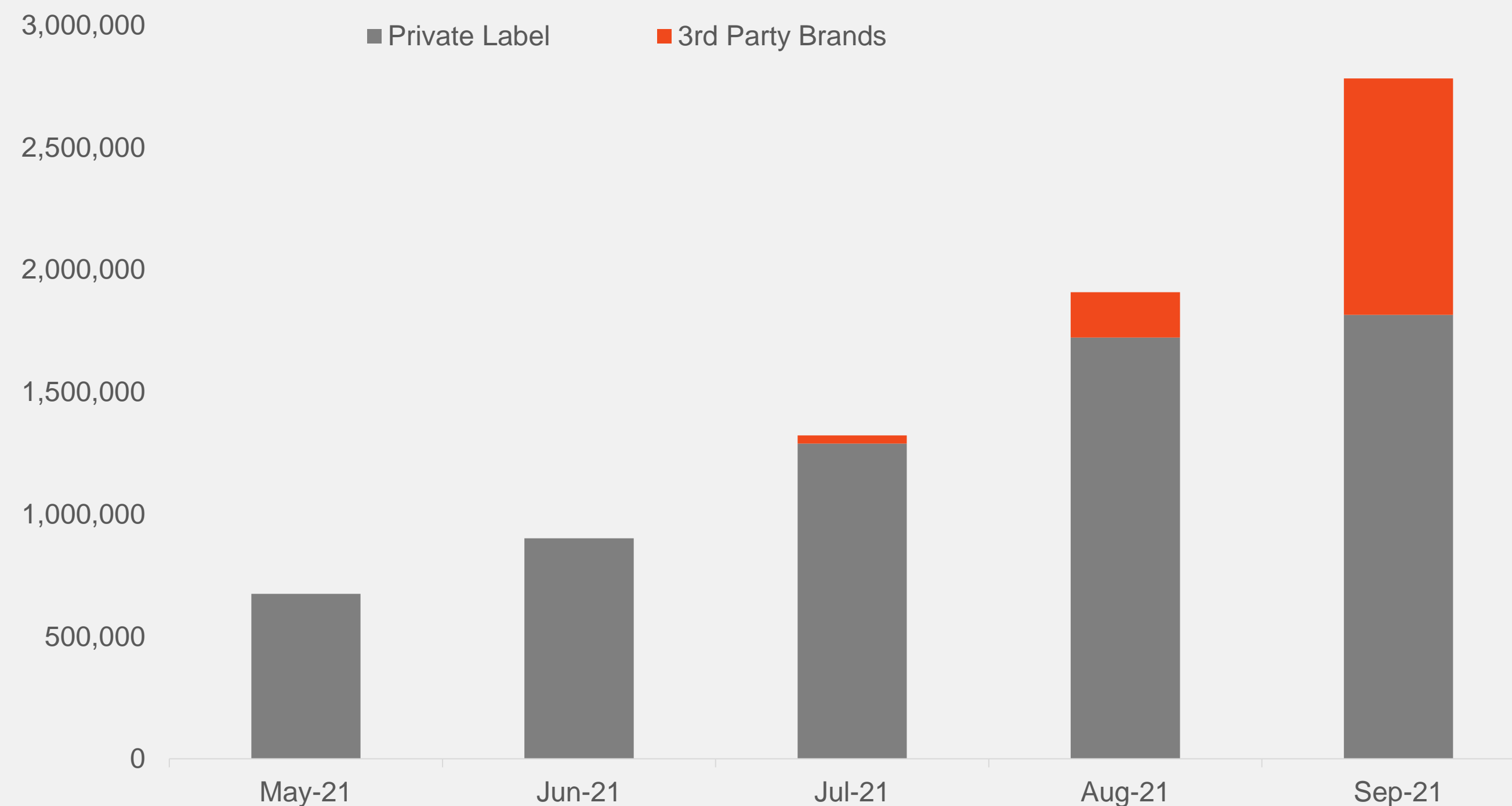


552

Products

INSTOCK STRATEGY #2 – THIRD PARTY BRANDS

Strong Third Party Brands launch with \$1m Gross Sales achieved in September 2021



- ✓ 3rd Party Brands complements marketplace and private label ranges
- ✓ Direct brand sourcing enables MyDeal to foster deeper and more frequent relationship with customers
- ✓ Initially expanding on branded ranging across Manchester, kitchenware, appliances, tech and homewares categories

SUMMARY

FY22 has started strongly with ~24% Gross Sales growth Oct YTD on the pcg and Active Customers reaching 940,726 (+31%)

MyDeal remains focused on:



Customer acquisition and retention



Expanding our In-stock range



Promoting our mobile apps for iOS and Android



DISCLAIMER

This presentation has been prepared by MyDeal.com.au Limited ACN 640 108 130 (MyDeal or the Company) and is dated 16 November 2021.

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The information in this presentation is of a general background nature, is in summary form and does not purport to be complete or to provide all information that an investor should consider when making an investment decision. It should be read in conjunction with the Company's other periodic and continuous disclosure announcements lodged with the Australian Securities Exchange which are available at asx.com.au (ASX code: MYD). The content of this presentation is provided as at the date of this presentation (unless otherwise stated). The information in this presentation is subject to change without notice and, subject only to any legal obligation to do so, the Company does not have any obligation to correct or update the contents of this presentation.

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Although the Company believes that these measures provide useful information about the financial performance of the Company, they should be considered as supplements to the income statement measures that have been presented in accordance with the Australia Accounting Standards and not as a replacement for them. All dollar figures within this document represent Australian Dollars unless otherwise specifically stated.



Thank
You.