

# CETTIRE

Level 40/140 William Street  
Melbourne VIC 3000

## Cettire continues strong global growth trajectory

**Melbourne, Victoria: 28 April 2022** – Cettire Limited (ASX: CTT) (Company or Cettire), a global luxury online retailer, is pleased to provide an update on its trading performance for the quarter ended, and 9 months ended, 31 March 2022 (Q3-FY22).

Cettire continued to experience strong momentum and rapid growth across key metrics over Q3-FY22:

Unaudited metrics	Q3-FY22	Q3-FY21	Growth vs pcp	Q3-FY22 YTD	Q3-FY21 YTD	Growth vs pcp
Gross revenue (A\$m) <sup>1</sup>	70.2	25.3	178%	224.4	78.0	188%
Sales revenue (A\$m) <sup>1</sup>	48.7	18.5	163%	162.4	58.5	178%
Unique website visits (million)	13.3	3.6	269%	36.9	9.5	291%
Conversion rate (%)	0.75%	1.01%	-26%	0.85%	1.09%	-22%
No. of orders (units)	99,671	36,455	173%	314,439	103,446	204%
Average order value (A\$)	682	695	-2%	702	747	-6%
Active customers <sup>2</sup>	246,880	86,764	185%			

Commenting on the Company's performance in Q3 FY22, Cettire's Founder and CEO, Dean Mintz, said: "Our business continued to grow very strongly through Q3, driven by increased site traffic, substantially higher active customer numbers and repeat purchasers, which represented more than 50% of gross revenues in the quarter. We have driven improved marketing efficiency and conversion as we exited the quarter, leveraging our proprietary storefront software and new mobile applications.

### Mobile applications

Cettire has released its mobile applications for iOS and Android devices ("apps") to grow market penetration, improve customer experience and support retention and conversion.

The Cettire mobile apps, which are now available for download on the Apple App Store and Google Play Store, will deliver enhanced access to the Company's vast online catalogue of luxury goods, enabling:

- Access to a wider customer base via launch in the Apple App Store and Google Play Store
- Scope to build further customer and brand awareness globally
- Additional customer experience improvements including app-specific push notifications, seamless checkout management and 'wishlists'
- Greater application of data analytics to support personalisation.

Approximately 80% of Cettire's website traffic, which has grown rapidly since the Company's commercial launch, is currently via mobile devices, without any apps in-market.

<sup>1</sup> Gross revenue is revenue net of GST/VAT but is exclusive of returns from customers; Sales revenue is gross revenue net of allowances and returns from customers

<sup>2</sup> Active customers are those who have made a purchase in the last 12 months

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Mr Mintz, said: “The launch of our mobile app represents a key milestone in the execution of our growth strategy and further extends our proprietary technology platform, whilst enhancing brand and customer experience.”

“Mobile applications are a critical component of our growth strategy to acquire new customers, increase conversion rates and improve retention. While the majority of our traffic is already mobile and our website is mobile-optimised, our apps enable a more seamless engagement with customers and provide considerable scope for an even greater personalised experience. In the early stages post-release, we are experiencing higher conversion rates and higher AOV for on-app purchases versus other channels,” added Mr Mintz.

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

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## **Further Information please contact:**

### **Investors**

Tim Hume  
CFO  
investors@cettire.com

Ronn Bechler  
Market Eye  
ronn.bechler@marketeye.com.au  
+61 400 009 774

### **Media**

Helen McCombie  
Citadel-Magnus  
hmccombie@citadelmagnus.com  
+61 411 756 248

## **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](http://cettire.com). Cettire has access to an extensive catalogue of approximately 1,700 luxury brands and 200,000 products of clothing, shoes, bags, and accessories. Visit: [www.cettire.com](http://www.cettire.com)*