

5 June 2025

## Group CEO employment arrangements

Further to its announcement to ASX on 2 June 2025, Articore Group Limited (Articore or the Group) advises that Vivek Kumar's new employment arrangements in his role as Group CEO have been finalised and the parties have entered into a new employment agreement. The material terms of the agreement are set out in Annexure A.

Reflecting Vivek's commitment to the creation of long-term shareholder value, his package is heavily weighted to equity.

On commencement as Group CEO, Vivek Kumar commented: "I'm honoured to be appointed Group CEO and excited by the opportunities ahead. I have a clear mandate from the Board which is to harness platform synergies, deliver sustainable growth and ensure the team continues to work with a shared and disciplined implementation focus. Our focus remains on empowering independent creators, enhancing operational performance, and creating long-term value for shareholders."

**For further information, please contact:**

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### About Articore Group

Articore owns and operates the leading global online marketplaces, Redbubble.com and TeePublic.com. The Group's community of passionate creatives sell uncommon designs on high-quality, everyday products such as apparel, stationery, housewares, bags and wall art. Through the Redbubble and TeePublic marketplaces, independent artists are able to profit from their creativity and reach a new universe of adoring fans. For the artists' customers, it's the ultimate in self-expression. A simple but meaningful way to show the world who they are and what they care about.

Founded in 2006, Articore Group (ASX: ATG) was previously known as Redbubble Limited (ASX: RBL).

This announcement was authorised for release by the Articore Group Board.

## Annexure A: Summary of material terms of Group CEO employment agreement

The material terms of Vivek Kumar's new employment agreement in his role as Group CEO are as follows:

1. Mr Kumar's employment agreement is effective from 2 June 2025 and replaces and supersedes any previous agreement with the Company in respect to previous roles held with the Company.
2. Cash remuneration of \$580,000 USD per annum.
3. One-off Senior Executive Retention bonus \$260,000 USD, paid 30% in October 2025 and 70% in April 2026. Bonus is based on achievement of company financial targets and remaining an employee of the Company.
4. Annual cash Short Term Incentive of \$290,000 USD per annum subject to Company financial performance hurdles.
5. Sign On Equity Grant of 1,000,000 RSUs, which vest and become ordinary shares after 12 months of continuous service. One third of vested shares will be subject to a 12-month holding period from vesting, and one third will be subject to a 24-month holding period from vesting. 100% of the Sign On Equity Grant would lapse if Mr Kumar was no longer employed by the Company within 12 months of the grant date.
6. Subject to obtaining all necessary shareholder approvals, the Company having sufficient capacity under its employee incentive plan at the relevant grant date, and Vivek remaining employed as at the date of the offer and the date of issue, Mr Kumar will participate in a CEO Performance Reward. This is an aggregate of 8,000,000 RSUs subject to performance based vesting as follows:
  1. 1,000,000 RSUs become eligible to vest upon achievement of a \$0.30 ATG share price
  2. 3,000,000 RSUs become eligible to vest upon achievement of a \$0.45 ATG share price
  3. 4,000,000 RSUs become eligible to vest upon achievement of a \$0.60 ATG share price

Each vesting tranche is subject to a 180-day VWAP at the target share price, and then vests to Mr Kumar in full, but is subject to holding periods with one-third of the vested shares to become eligible for sale 12 months after the VWAP condition is satisfied, one-third at 24 months, and the final one-third at 36 months.

7. Either party may terminate the employment agreement for any reason on giving six months' notice, unless a shorter notice period is mutually agreed by the parties. Articore Group may elect to make a payment in lieu of the notice period. The Company may also terminate without notice in certain circumstances, including serious misconduct. On termination, Mr Kumar will be subject to appropriate restraint provisions.

8. Mr Kumar's engagement is otherwise on customary terms for an agreement of this nature.