



Sydney, Australia and Columbus, OH, USA

**24 December 2020:** Design Milk Co Limited (ASX: DMC)

## **\$2.45m Placement and Share Purchase Plan**

Design Milk Co Limited (ASX: DMC) (**Company**) is pleased to announce that:

- The Company has received commitments from new and existing sophisticated and professional investors to raise \$2.45m (before costs) via a two-tranche share placement (**Placement**).
- The Company is undertaking a Share Purchase Plan (**SPP**) to raise up to a further \$200,000.

The proceeds from the Placement and SPP will be used for general working capital and investment in the business.

All shares issued under the Placement and SPP will rank equally with existing fully paid ordinary shares in the Company as of the date of this announcement.

### **Placement**

The Company has agreed to issue 408,333,335 fully paid ordinary shares at 0.6 cents per share to new and existing sophisticated and professional investors to raise \$2.45m (before costs). The issue price of 0.6 cents per share represents a 22% discount to the 5-day VWAP of \$0.0077.

The Placement will be completed in two tranches. Tranche 1 of the placement will be completed by issuing 70,448,275 shares under the Company's remaining capacity under ASX Listing Rule 7.1. The remaining 337,885,060 shares (Tranche 2) will be issued subject to shareholder approval at a General Meeting of the Company to be held in February 2021.

### **SPP**

The Company is offering existing eligible shareholders the opportunity to apply for shares at the same issue price as the Placement via an SPP. The amount raised via the SPP will be capped at \$200,000 and eligible shareholders are invited to apply for parcels of shares valued between \$1,000 and \$30,000 (in multiples of \$500).

The SPP will be open to those shareholders of the Company on the share register as of the Record Date (Wednesday, 23 December 2020) and with a registered address in Australia or New Zealand (**Eligible Shareholders**).

Eligible Shareholders wishing to participate in the SPP should carefully read the SPP Offer Booklet which is expected to be dispatched on or around 4 January 2021. Copies of the SPP Offer Booklet will be available on the Company's ASX website.

The SPP is currently scheduled to close on 25 January 2021; however, the timetable is subject to change and therefore shareholders are encouraged to lodge their applications ahead of the advertised Closing Date.



## Key dates

| Event   | Date*                          |
|---|--------------------------------|
| Record Date for SPP   | 7pm (AEDT) on 23 December 2020 |
| Announcement of Placement and SPP   | 24 December 2020               |
| Settlement of Placement under the first tranche   | 30 December 2020               |
| Allotment Date of Placement Shares under the first tranche  | 31 December 2020               |
| Dispatch of holding statements or share certificates of Placement Shares under the first tranche  | 4 January 2021                 |
| SPP Opening Date and Dispatch of SPP Offer Booklet  | 4 January 2021                 |
| SPP Closing Date  | 25 January 2021                |
| Announcement of Results of SPP  | 29 January 2021                |
| Issue of SPP Shares   | 1 February 2021                |
| Dispatch of holding statements or share certificates of SPP Shares                                | 2 February 2021                |
| Shareholder's meeting (to issue the Placement Shares under the second tranche)                    | February 2021                  |
| Settlement Date of Placement Shares under the second tranche                                      | February 2021                  |
| Allotment Date of Placement Shares under the second tranche                                       | February 2021                  |
| Dispatch of holding statements or share certificates of Placement Shares under the second tranche | February 2021                  |

*\* Please note: The dates set out in the timetable above are indicative only and are subject to change without notice. Any change in the timetable does not affect the rights or obligations an investor or shareholder has as a result of accepting an allocation in the Placement or the SPP Offer.*

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This announcement has been authorized for release by the Board.

For further inquiries, please contact:

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## About Design Milk Co Limited

Design Milk Co Limited owns and operates multiple e-Commerce brands that support independent brands and designers from around the world: Design Milk, a world-renowned, award-winning digital media company that has thrived through the support of an engaged community over the past 13 years: Ahalife, an eCommerce website and blog supporting premium lifestyle designers and brands: Kaufmann Mercantile, a blog and eCommerce website dedicated to independent craftsman and brands focused on sustainable manufacturing and product lifecycles.

For more information, please contact Investor Relations.