



Sydney, Australia and Columbus, OH, USA

31 December 2020: Design Milk Co Limited (ASX: DMC)

Cleansing Notice Under Section 708A(5)(e) of the Corporations Act

Design Milk Co Limited (ASX: DMC) (**Company**) today issued 70,448,275 fully paid ordinary shares (**Shares**) to new and existing sophisticated and professional investors as set out in the Appendix 2A released today.

This notice is being given under section 708A(5)(e) of the Corporations Act 2001 (Cth) (Corporations Act) and the Company advises that:

1. The shares were issued without disclosure to investors under Part 6D.2 of the Corporations Act;
2. As at the date of this notice, the Company has complied with:
 - a. the provisions of Chapter 2M of the Corporations Act as they may apply to the Company; and
 - b. section 674 of the Corporations Act; and
3. As at the date of this notice there is no information that is "excluded information" within the meaning of sections 708A(7) and 708A(8) of the Corporations Act.

----- END -----

This announcement has been authorized for release by the Board.

For further inquiries, please contact:

Robert Mancini (CEO):
Sapir Elias (Company Secretary):
Investor Relations:

+1 (855) 848 3886
+61 (404) 445 383
ir@ahalife.com

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.