



Sydney, Australia, and Columbus, OH, USA  
1 December 2022: Design Milk Co. Limited (ASX: DMC)

## ASX Announcement Appointment of Non-Executive Director

Design Milk Co Limited (ASX: DMC) (**Company**) is pleased to announce the appointment of Mr Andrew Whitten as a Non-Executive Director effective immediately.

Andrew is a corporate lawyer, investor and advisor with a focus on growth companies and ASX listed companies. He has advised many companies on ASX related matters and transactions including initial public offerings, capital raisings and acquisitions. He has developed significant expertise across a wide range of industry sectors, with an emphasis on technology. Andrew is a Director of various ASX listed entities and unlisted entities. Andrew is Managing Director of Prandium Capital. A boutique corporate advisory business focusing on ASX companies and technology businesses.

This announcement has been authorized for release by the Board.

Yours Faithfully,

**Sapir Elias**  
**Company Secretary**

### About Design Milk

Design Milk Co. owns and operates eCommerce websites that support independent brands and designers from around the world:

Design Milk, a world-renowned, award-winning digital media and blog that has thrived through the support of an engaged community of close to 10 million followers

Kaufmann Mercantile, a blog and eCommerce website dedicated to independent craftsman and brands focused on sustainable manufacturing and product lifecycle.

For more information regarding Design Milk Co. Limited (ASX:DMC), please visit [www.design-milk.com](http://www.design-milk.com), or contact:

Sapir Elias, Company Secretary: +61 404 445 383

Investor Relations: [ir@design-milk.com](mailto:ir@design-milk.com)

# Appendix 3X

## Initial Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/9/2001.

<b>Name of entity</b>	Design Milk Co Limited
<b>ABN</b>	15 006 908 701

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	Andrew Whitten
<b>Date of appointment</b>	01 December 2022

### Part 1 - Director's relevant interests in securities of which the director is the registered holder

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Number &amp; class of securities</b>
Nil

## Appendix 3X

### Initial Director's Interest Notice

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#### Part 2 – Director's relevant interests in securities of which the director is not the registered holder

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Name of holder & nature of interest <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Number & class of Securities
<b>A &amp; L Whitten Pty Ltd ATF A &amp; L Whitten Superfund -Director and Beneficiary</b>	1,500 fully paid ordinary shares
<b>Newton Holdings Pty Ltd ATF Newton Provident Fund -Director and Beneficiary</b>	1,650 fully paid ordinary shares
<b>Wimbledon Properties Pty Ltd-Director and Shareholder</b>	5,000 fully paid ordinary shares

#### Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Detail of contract</b>	N/A
<b>Nature of interest</b>	N/A
<b>Name of registered holder (if issued securities)</b>	N/A
<b>No. and class of securities to which interest relates</b>	N/A

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+ See chapter 19 for defined terms.