

design
milk co.

CEO 2021 AGM Presentation



Our Strategy

- **Content-drives-Commerce**

Editorial, video, social, events, pop-up retail, advertising. All interlinked, driving revenue

- **Drop-Ship focus**

Agile, no-inventory or related operating costs

- **Diversified revenue streams**

e-Comm, sponsored media, advertising, affiliate publishing, pop-up retail + trade events

- **Shared-Service platform**

One integrated team efficiently manages + supports multiple websites

- **Differentiated lifestyle-curated websites**

Each website has a unique lifestyle + product projection, broadening our audience + sales

- **Multiple growth opportunities**

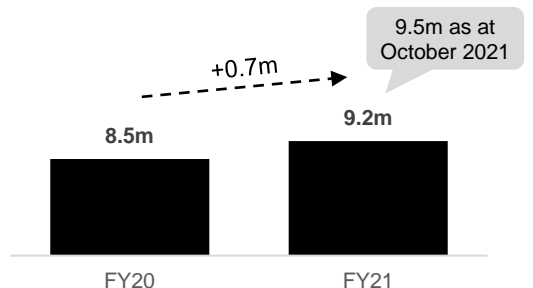
Double our vendor base, exclusive products, live-shopping events, new Trade/B2B platform, larger pop-up retail events, a Design Milk Studio for unique content, and MUCH MORE !



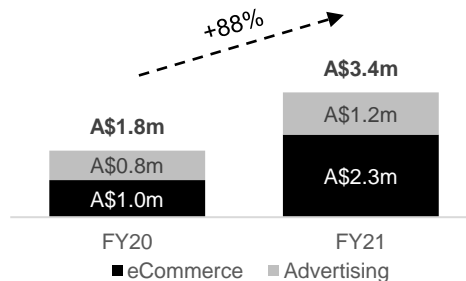
FY21 in Review

Strong FY21 results, reflecting the strength and potential of the Design Milk brand and our continued focus on the Content-leads-Commerce strategy

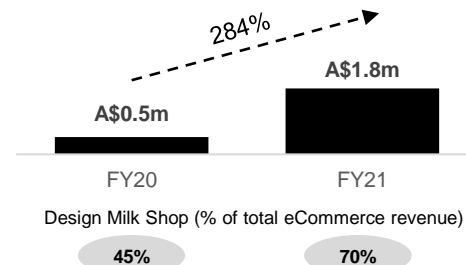
Followers



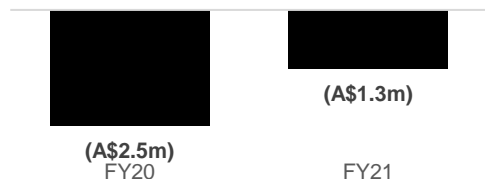
Total revenue



Design Milk Shop eCommerce revenue*



EBITDA



Rebranding



Corporate activity

Changed ASX listing to Design Milk Co (ASX: DMC)

A\$2.7m capital raise

50:1 share consolidation

* Represents gross eCommerce revenue, before any deductions

Q1 FY22 Trading Highlights

9.5m total followers

Growth of 2m+ since
acquisition in 2019

**A\$1.2m
Q1 FY22 revenue**
Up 128% vs. Q1 FY21

**+65% Design Milk
eCommerce growth**
vs. Q1 FY21

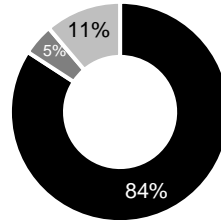
**A\$120k
EBITDA
Improvement**
vs. Q1 FY21

A\$1.9m
Pro forma cash balance
at 30 September 2021*

**Secured A\$650k
Ad-Program**
Our largest to date,
shows potential of new
categories + clients

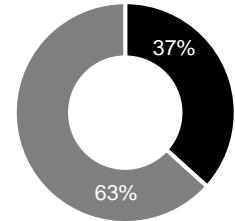
Total transaction value

- Design Milk
- AHAlife
- Kaufmann Mercantile



Total revenue

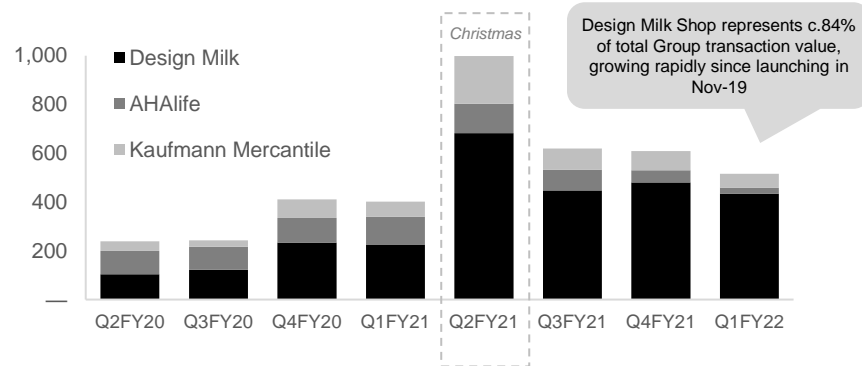
- eCommerce
- Advertising



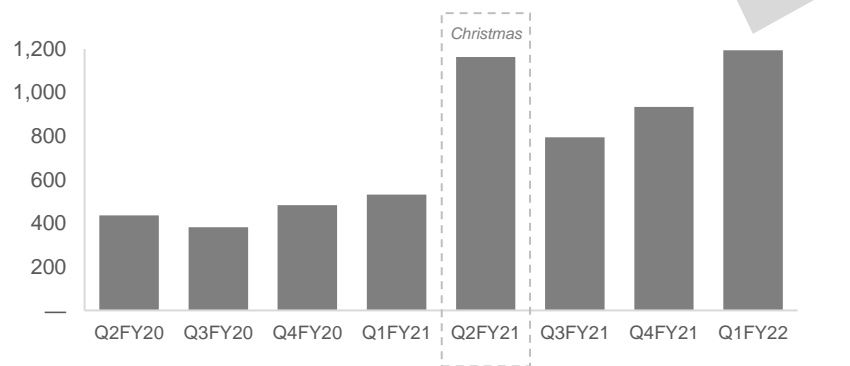
* Pro forma for A\$425K was received in Q2 from the Q1 FY22 completed Genesis "Next Generation of Art Cars" media campaign.

Q1 FY22 Financial Performance

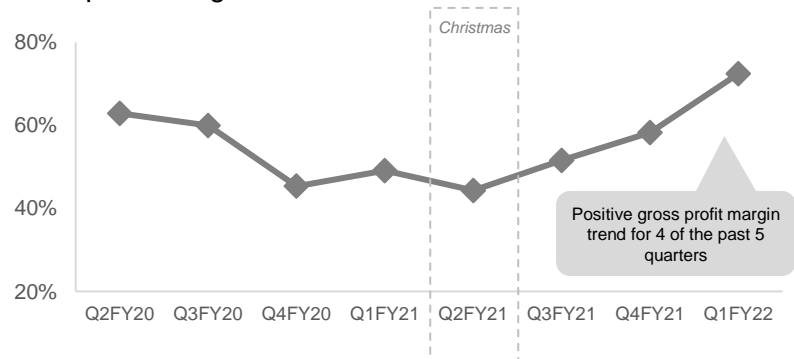
Total transaction value (A\$'000s)



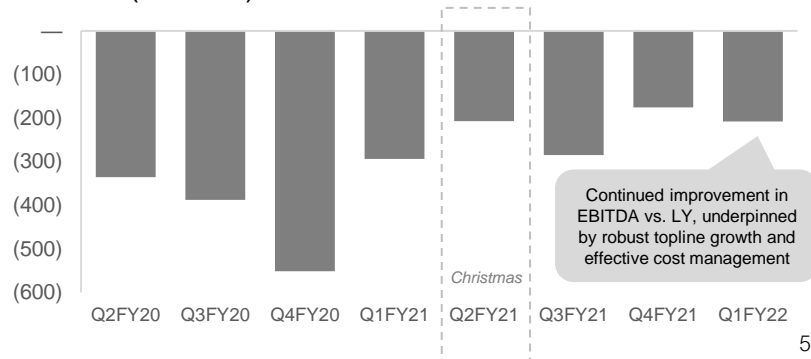
Total revenue (A\$'000s)



Gross profit margin

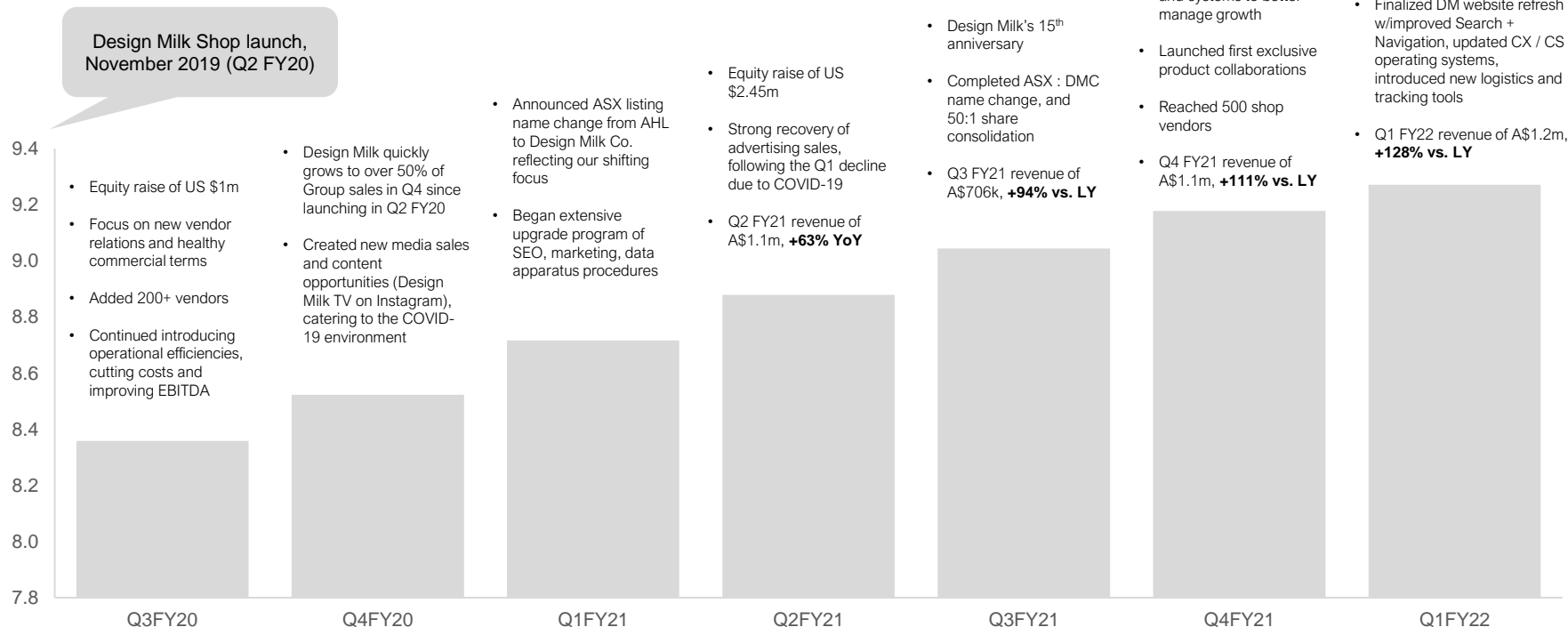


EBITDA (A\$'000s)



Design Milk's Journey

Design Milk followers (millions)



FY21 Design Milk Project Updates

Refocused toward healthier North America sales to counter increasing logistics + supply chain challenges

Completed system move from Salesforce to Zendesk, significantly improves customer + vendor management

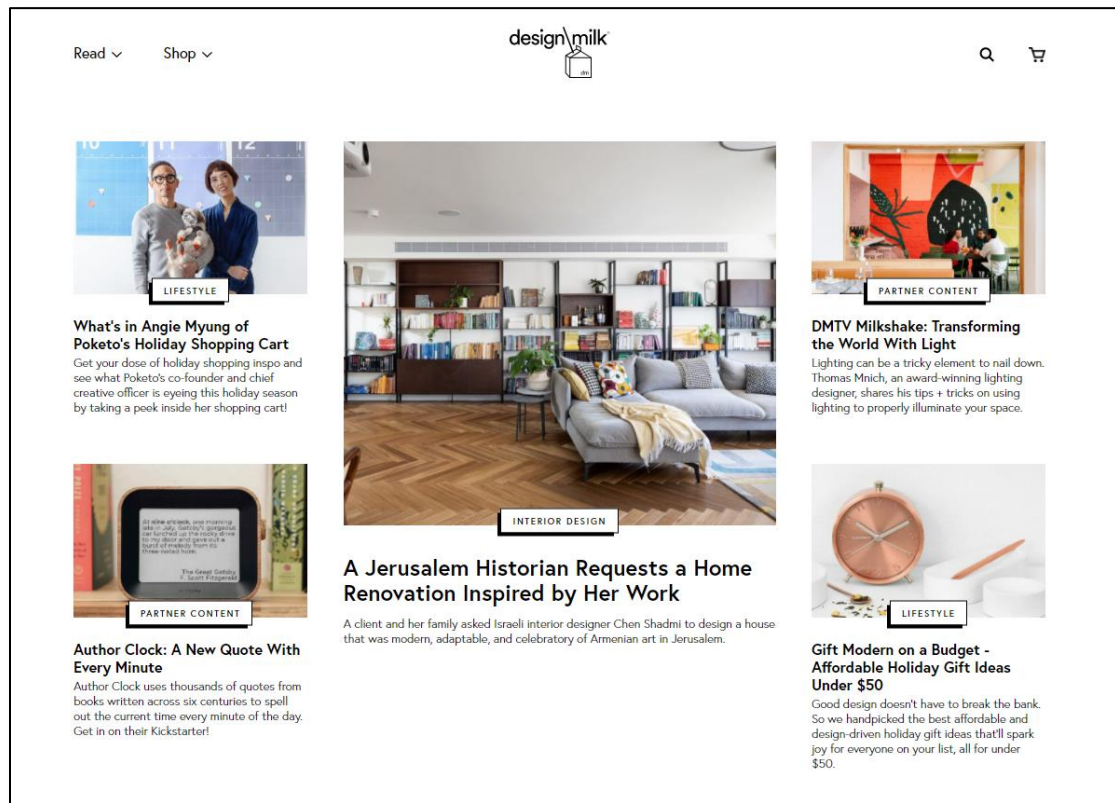
Integrated new product review app, and launched a new customer facing order-tracking system

Rolled out new marketing tools, including new emails + social programs, and our first TikTok channel

New resources and tools dedicated to creating more shop-friendly video and editorial content



Website Refresh



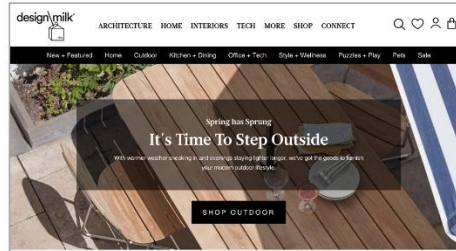
Faster Website. Improved SEO

Mobile Friendly

Smart Search Function

New Reviews + Order Tracking

Our Brands

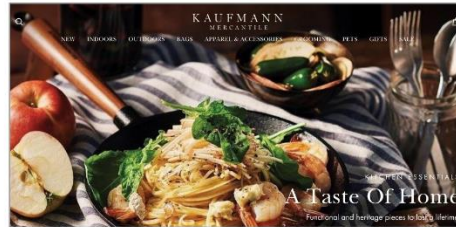


Business Services:

- eCommerce: B2C, and Trade
- Editorial Content
- Advertising + Media Services
- Pop-Up Retail

Audience: Broad demographics. Appreciate all things modern design related, and high-quality editorial content that supports the design + creative process.

Categories: Furniture, Decor, Lighting, Kitchen + Dining, Office, Tech, Jewelry, Bags + Accessories, Wellness, and Pets.



Business Services:

- eCommerce B2C
- Editorial Content
- Pop-Up Retail

Audience: Men, self or gift purchase, informal, outdoors, appreciates craftsmanship.

Categories: Home/Cabin, Decor, Furniture, Lighting, Kitchen + Dining, Tech, Pets, Gadgets + Tools, Garden + Yard, Bags + Accessories, Wellness, and Pets.



Business Services:

- eCommerce B2C
- Pop-Up Retail

Audience: Women, self or gift purchase, urban, premium position

Categories: Jewelry, Bags + Accessories, Home Decor, Beauty, Kitchen + Dining, Wellness.

Our Board and Management



Robert Mancini – Chief Executive Officer

- Appointed CEO in July 2018
- Extensive global luxury goods, fashion and e-commerce experience across multiple channels, categories, and geographies of the retail industry
- 20+ years with brands such as Ralph Lauren, Lbrands, Richemont, and Alfred Dunhill



Mike Hill – Chairman

- 20+ years Private Equity and Advisory experience in Australia and the UK
- Founder and CIO of Bombora Special Investment Growth Fund
- Currently Chairman of Janison Education Limited, Beamtree Holdings Limited (formerly PKS Holdings Limited)



Arnaud Massenet – Director

- Joined Board following a successful capital raise in September 2017
- Founding partner of Net-A-Porter and an active Board member for 10+ years
- Previously an Investment Banker with Morgan Stanley and Lehmann Brothers



Jaime Derringer – Chief Creative Officer

- Appointed Chief Creative Office upon acquisition of Design Milk in February 2019
- 20 years in the design and media industries
- A leading authority within the modern design community



Christopher Colfer – Director

- 20+ years experience in luxury goods, branded goods and e-commerce
- Served as Board Member of Net-A-Porter & LYST
- Currently sits on the Board of several consumer goods companies, including Woolworths Holdings Group, Nude by Nature, and Mobile Digital



Mike Everett – Director

- 25+ years capital markets and advisor experience
- Established leading independent capital markets advisory firm, Reunion Capital in 2013
- Previously Managing Director of Equity Capital Markets at Goldman Sachs



For more information regarding Design Milk Co. Limited (ASX : DMC)

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