

CETTIRE

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Cettire implements product enhancements in USA and Australia

Melbourne, Victoria: 19 March 2024 – Cettire Limited (ASX: CTT) (“Cettire” or the “Company”), a global luxury online platform, provides the following update on certain enhancements to its product offering in key markets.

Cettire continues to experience significant customer momentum across its global footprint. The Company is always seeking to improve its offering, with a view to continuously enhancing the experience for its customers and suppliers.

Recently, there has been significant attention on the Company’s returns policy and treatment of estimated duties. Cettire has conducted a review of its policies and today confirms the following updates to its customer proposition in the USA and Australia. The Company is reviewing its policies in other markets.

In the USA and Australia, the checkout flow has been updated so that customers see ‘all-inclusive’ pricing at the checkout. To simplify the overall customer experience, estimated duties will no longer be itemised. As previously communicated, Cettire has responsibility for the settlement of duties with the relevant customs authority, with goods unable to clear customs unless the process is managed appropriately.

For returns, Cettire’s proposition has been simplified in the USA to remove any withholding for estimated duties. There is no change in the returns policy in Australia. The updated returns policy for USA customers is set out below:

| | USA |
|-----------------|--|
| Per item charge | USD 25 |
| Processing fee | USD 50 per returned item Applicable to orders > USD 800 |

Estimated duties charges have previously applied to a small proportion of orders in the USA and Australia and the updated policies are not expected to have a material impact on the Company’s revenue or earnings.

Testing and optimisation for the enhancements have been underway over the last 10 days, with the new policies now live.

Commenting on the product and pricing updates, Cettire’s Founder and CEO, Dean Mintz said:

“Cettire’s overall value proposition to its customers is compelling and remains a key driver behind the Company’s recent success and underlying customer growth. We continuously focus on improving our platform and are always looking for opportunities to enhance – and in some cases simplify – our offering. We believe today’s updates not only represent this evolution but also result in a simplified and improved customer proposition”

This announcement has been authorised for release by the Board of Directors of Cettire Limited.

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About Cettire

Launched in 2017, Cettire is a global online retailer, offering a large selection of in-demand personal luxury goods via its website, cettire.com. Cettire has access to an extensive catalogue of more than 2,500 luxury brands and 500,000 products of clothing, shoes, bags, and accessories. Visit: www.cettireinvestors.com

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