

CETTIRE

Level 40/140 William Street
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Cettire expands into children's wear

Melbourne, Victoria: 1 July 2021 – Cettire Limited (ASX:CTT) (Company or Cettire), a global luxury online retailer, is pleased to confirm the soft launch of its category expansion into the children's wear segment via a new website vertical on 30 June 2021.

Cettire's plan to expand into the children's wear category was previously announced at the Company's H1 FY21 results.

Cettire currently has access to more than 6,000 children's wear products and will seek to expand its range over time.

Cettire Founder & CEO Dean Mintz said: "The children's wear category is an attractive adjacent segment in the luxury apparel industry. We are excited by the expansion of Cettire into children's wear and see excellent growth prospects for this category."

"Having rapidly scaled Cettire over the past three years, our expansion into children's wear is a natural extension of our range. It increases Cettire's addressable market, whilst also providing scope to grow share of spend with existing customers and introduce new potential customers to Cettire's online luxury goods platform. We continue to assess further opportunities to expand our addressable market and our expansion into children's wear highlights the inherent scalability of our business model, which does not require inventory investment."

The children's wear range is now live, with shipping available to more than 50 markets.

This document has been authorised for release by the Directors of Cettire.

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Further Information

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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 over 1,300 luxury brands and over 160,000 products of clothing, shoes, bags, and accessories. Visit: www.cettire.com