

23 June 2025

Articore Board reinforces governance strength and strategic focus

Articore Group Limited (Articore or the Group) reaffirms its commitment to strong corporate governance, disciplined strategic execution and shareholder value creation.

Shareholder Notices

On 20 June 2025, the Group received notices from Martin Hosking, and members associated with Richard Cawsey and Martin Hosking, who together hold at least 5% of the votes that may be cast at a general meeting of Articore (together, the Requesting Shareholders) (the Shareholder Notices). The Shareholder Notices provided:

- notice of the Requesting Shareholders' intention to move resolutions for the removal of Chair Robin Mendelson, and Directors Robert Sherwin and John Lewis pursuant to section 203D of the Corporations Act 2001 (Cth); and
- notice of each of Andrew Nash, Carole Campbell and Christine Christian's candidature for election as directors of Articore for the purposes of Rule 48(b) of the company's constitution.

The Shareholder Notices are in addition to the previous shareholder notices received from the Requesting Shareholders on 30 May 2025, which related to (among other things) the proposed removal of Robin Low as a director and notice of Richard Cawsey's candidature for election as a director. Further details regarding those notices are contained in the Group's announcement on 2 June 2025.

Board composition

The Board recognises and values shareholder representation while ensuring a well-functioning, independent and appropriately skilled board is maintained.

Following the receipt of the 30 May 2025 shareholder notices signed by Richard Cawsey and Martin Hosking, and members associated with them, the Board engaged with a representative of these shareholders in the spirit of constructive dialogue and seeking to avoid future cost and disruption to the Group. As part of this engagement, the Board communicated its openness to consider the candidates put forward by the Requesting Shareholders for the announced open Director role.

The Board recognises the right of shareholders to express views and welcomes constructive engagement that is in the best interest of all shareholders. The Board acknowledges shareholders' rights under the Corporations Act and will facilitate the appropriate governance processes.

Articore is a company with more than 75% of its revenue and strategic growth opportunities located in the United States. With the leadership changes disclosed on 2 June 2025, the current Board and executive reflects this commercial reality, bringing together a diverse and globally oriented mix of skills and experience necessary to support this international growth agenda. These changes saw the appointment of highly experienced US-based director Robin Mendelson as Chair, and US-based Vivek Kumar as Group CEO.

The Board wishes to assure all shareholders that:

- The Board is committed to ensuring it has the optimal mix of experience, diversity and market-aligned expertise to steward Artcore's growth now and in the future.
- A strategic review, as announced on 11 June 2025, is progressing. Artcore will keep all shareholders updated on any material developments.
- As announced on 2 June 2025, the Board is actively recruiting an additional Director who is Australian-based to complement its existing structure, and the Board welcomes recommendations of strong, suitably qualified candidates for rigorous consideration. This includes the Board considering the candidates put forward by the Requesting Shareholders.
- The Board will approach this opportunity acting in the best interests of the Group, seeking to complement the current board skills and expertise in alignment with the Group's strategy and governance principles.

The Board believes it is vital to allow recent changes at Board and executive level to settle and take full effect. The current governance structure has already begun to demonstrate positive traction in better aligning Artcore's leadership with its global objectives.

In due course and subject to any further developments, Artcore's Notice of Annual General Meeting (once released), will provide shareholders with further detail regarding the four proposed candidates for election as directors of Artcore put forward by the Requesting Shareholders, including, once further considered and determined, the Board's formal recommendation to shareholders on whether or not to vote in favour of each of those candidates. No action from shareholders is required at this stage.

Artcore remains in strong and capable hands, with a collaborative, focused and internationally aligned Board committed to delivering on its strategy and enhancing shareholder value.

For further information, please contact:

Virginia Spring
VP, Investor Relations
virginia.spring@artcore.com

About Artcore Group

Artcore owns and operates the leading global online marketplaces, Redbubble.com and TeePublic.com. The Group's community of passionate creatives sell uncommon designs on high-quality, everyday products such as apparel, stationery, housewares, bags and wall art. Through the Redbubble and TeePublic marketplaces, independent artists are able to profit from their creativity and reach a new universe of adoring fans. For the artists' customers, it's the ultimate in self-expression. A simple but meaningful way to show the world who they are and what they care about.

Founded in 2006, Artcore Group (ASX: ATG) was previously known as Redbubble Limited (ASX: RBL).

This announcement was authorised for release by the Artcore Group Board.