

8 July 2025

## Appointment of Interim CFO

Articore Group Limited (Articore or the Group) announces the appointment of Curtis Davies effective immediately to the role of Interim Chief Finance Officer (CFO) as the next step in the Group's ongoing transformation.

Prior to this appointment, Curtis was the Group's Financial Controller. He started with the Group in 2018 and has held a number of positions of increasing seniority since then. He is currently responsible for the Group's ASX reporting compliance, audit and financial control.

Commenting on the appointment, Vivek Kumar, Group CEO, said "I would like to congratulate Curtis on his promotion to interim CFO. We are delighted to be in the position to reward and recognise internal talent. Curtis is a senior member of our Melbourne-based team, and has already made significant contributions to our financial reporting and guiding our strategy. This appointment reinforces the Group's ongoing commitment to our Australian presence."

Robin Mendleson, Chair of the Articore Board said, "On behalf of the Board, I'm pleased to congratulate Curtis on his appointment. The Board is committed to ensuring Articore realises its true potential and delivers long-term value for all shareholders. Having the right people in the right roles is an important part in achieving this."

The Board would like to thank Mischa Leonard for his expertise and for assisting us to execute a thoughtful and well-deserved appointment.

As previously advised to the market, an executive search process is underway to appoint a permanent CFO.

### For further information, please contact:

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### About Articore Group

Articore 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, Articore Group (ASX: ATG) was previously known as Redbubble Limited (ASX: RBL).

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