

16 December 2025

Appointment of Group Chief Financial Officer

Articore Group Limited (Articore or the Group) is pleased to announce the appointment of Derek Yung as Group Chief Financial Officer (CFO), further strengthening the Group's executive leadership as it advances its turnaround and growth strategy.

Mr Yung brings more than a decade of CFO experience across leading e-commerce and marketplace businesses in both public and private settings, with a proven ability to guide companies through periods of transformation and growth. His earlier consulting career provided a grounding in technology-enabled business strategies, further equipping him to advance Articore's focus on disciplined execution and scalable, high-performing business models.

He most recently served as CFO of TransForce, a diversified North American transportation and logistics company, where he supported the launch of the first ever staffing marketplace for commercial truck drivers. Prior to this, Mr Yung held CFO roles at Wine.com and at eHealth (NASDAQ: EHTH), an omnichannel health insurance marketplace, where he drove the company's revenue growth over 200% and more than tripled its stock price over three years.

Articore's Group Chief Executive Officer and Managing Director, Vivek Kumar said, "We are delighted to welcome Derek to Articore. His extensive experience in strategic finance leadership within high-growth, international technology businesses will be invaluable as we continue to sharpen execution, accelerate operational performance, and position the Group for long-term value creation.

"I would like to thank Curtis Davies for his leadership as Interim CFO. With Derek's appointment, Curtis will transition to Deputy Group CFO, maintaining strong continuity across the finance function and Australian market and providing ongoing oversight of our ASX obligations."

Commenting on his appointment, Mr Yung said, "I am impressed by the turnaround that's already underway at Articore and the strategy the team is executing against. At the same time, there is still a significant opportunity ahead to grow the business, deepen our relationships with creators and customers, and strengthen the company's financial profile. I'm excited to bring my transformation and turnaround experience to Articore and to work with the leadership team to unlock meaningful, long-term value for shareholders."

Articore will present its financial results on 19 February 2026, where the Group will introduce Mr Yung to investors and highlight the significant progress the Group continues to make in the execution of its turnaround strategy.

Mr Yung holds an MBA with Distinction from Northwestern University's Kellogg School of Management and a bachelor's degree in computer science from Stanford University.

Mr Yung will join Articore in January 2026.

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 CEO and Managing Director, Vivek Kumar.