ASX: ATG

March 2026

articore

Who we are

Articore has a leading position in the creator economy, with one of the world's **largest and continually expanding design ecosystems.** In FY25 more than **700,000 creators** sold **5 million designs** to **6 million customers**

articore
Listed 2016

- *The global leader for connecting digital creators with their customers.*
- *Articore has generated over $3.2 billion in marketplace revenue and more than 250 million products have been shipped since listing*

REDBUBBLE
Founded 2006

TEEPUBLIC
Acquired 2018

Dashery
Launched 2025

Articore owns and operates two high-margin, capital-light digital marketplaces and an emerging storefront platform

Fueling growth with the flywheel effect

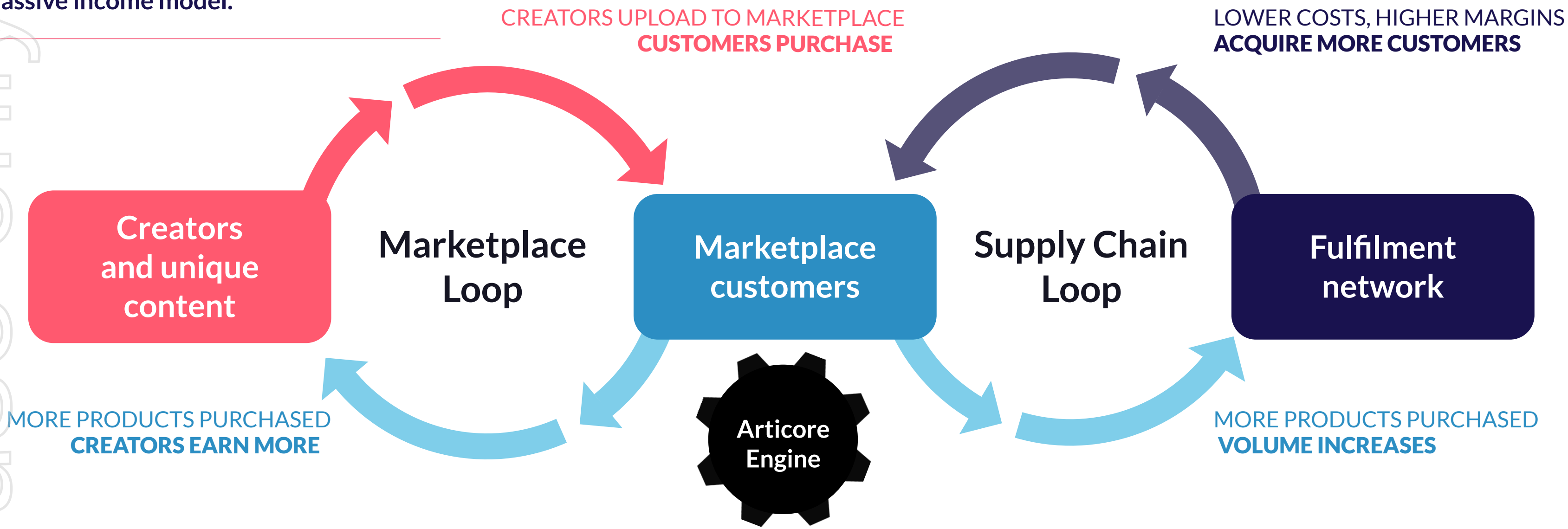
Fulfilment network scales with demand.

Geographically distributed, enabling efficient delivery and lower shipping costs.

No cost to join.

Creators can publish ideas instantly.

Passive income model.



Creators upload artwork and design products that attract their customers. Customers receive products printed by a **third-party fulfilment network**. Creators profit only when they sell, so the marketplace benefits from **an asset-light, take rate business model**.

Built for growth: four competitive advantages that defend and scale

Unique asset

Powering access to one of the largest, constantly evolving catalogues of unique content and artwork

>75 million designs

>10,000 average daily uploads

Scale economies

A leading global POD network, with ability to route demand to third party fulfillers around the globe to minimise cost and delivery timeframes

42 third-party fulfiller sites; **<2 day** SLA

23 million units shipped in FY25

Network effects

Improving one side of the flywheel creates a positive reinforcing impact on other side

>3 million creators selling on platform

Process power

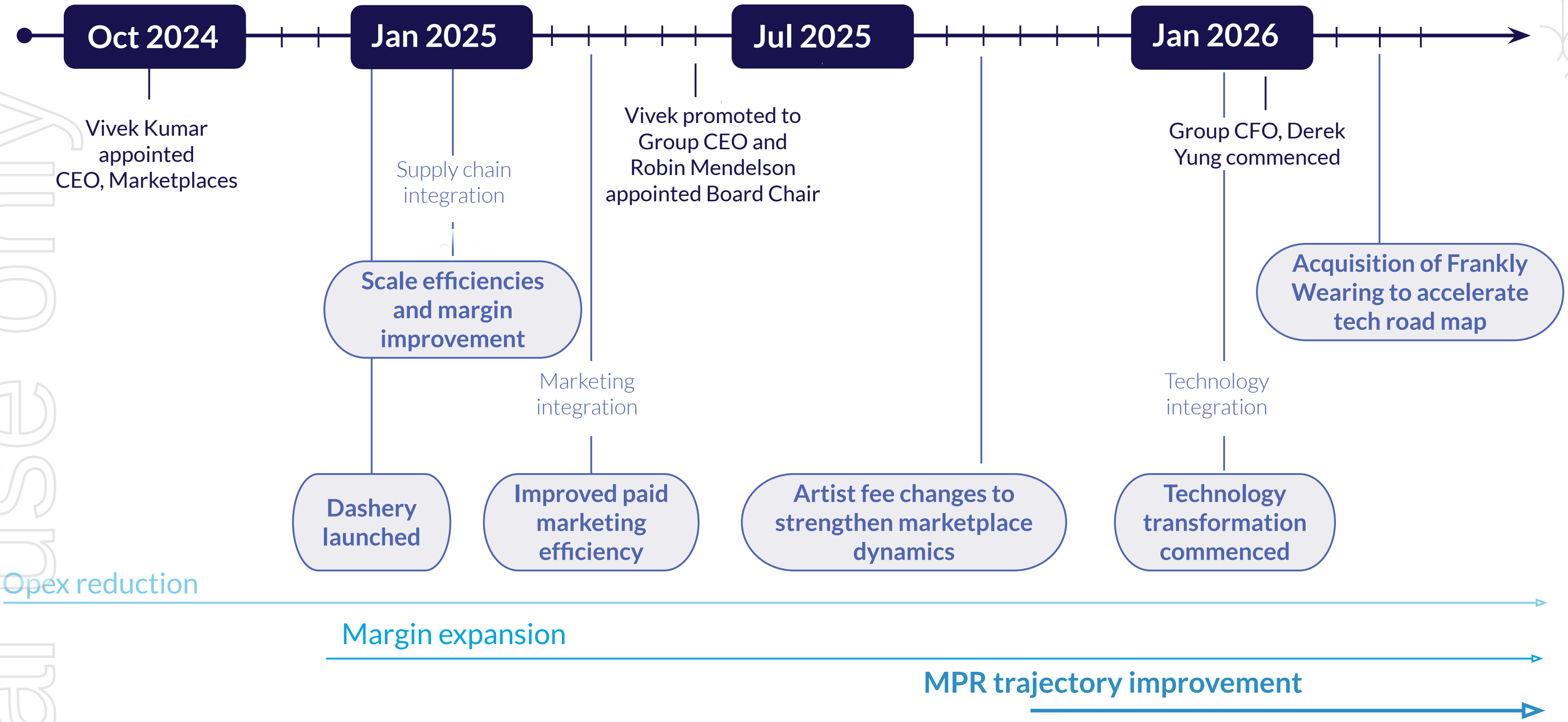
Global team with deep ecommerce experience and scalable infrastructure

~200 employees

$1.8 million revenue per employee[1]

1. Based on FY25 MPR.

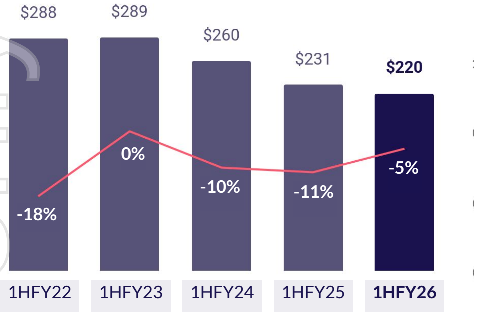
Disciplined execution driving sustainable momentum and strengthening foundations for growth



Sustainable margin improvements and cost discipline driving a significant uplift in EBIT

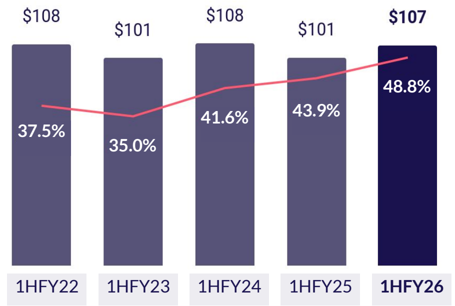
Marketplace revenue and YoY growth

(millions)



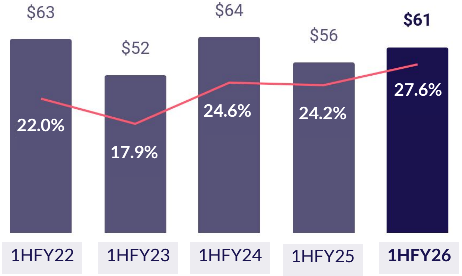
Gross profit and gross profit margin

(millions)



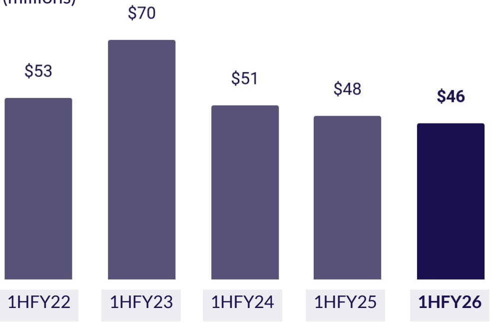
Gross profit after paid acquisition and margin

(millions)



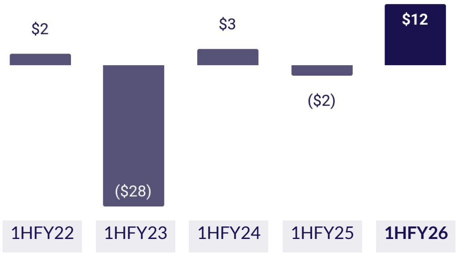
Operating expenses

(millions)



EBIT

(millions)



Acquisition to accelerate tech roadmap and drive future operating efficiencies

Frankly Wearing

Indian-based, print-on-demand marketplace

Strategic rationale

- Advances technology platform consolidation — tech costs represent ~33% of the Group's cost base
- Establishes the foundation for a Global Capability Centre to drive sustained operating efficiencies
- Opens access to the US$1B+ Indian print-on-demand market, leveraging Frankly Wearing's local expertise and early market position

Key transaction terms:

- Articore will acquire 100% of Frankly Wearing for US$0.9 million; 75% at close and 25% earn-out at 18 months tied to performance milestones
- Founders will join Articore and will receive performance-based long-term incentives
- Funded entirely from existing cash reserves
- Not expected to impact the Group's FY26 underlying cash flow guidance of $8 to $12 million

Dashery emerging as a scalable, high-margin growth platform in its first year

Dashery enables creators to establish their own merchandise store, with a custom domain, in minutes

- Fully-funded, disciplined strategic bet
- Asset-light adjacent business model
- Leverages experienced sales team and POD network
- New offering that attracts high-value creators

New creators who bring their own demand

ItsAmbasLife	**1.9m TikTok followers**
Rigby Cat	**2.1m Instagram followers**

Active selling accounts	1HFY26 MPR	1HFY26 GPAPA margin
>1200 since inception	**$1.3m**	**35.5%**

Strong progress against strategic priorities, building momentum for future growth

Strategic priorities

Return to growth
continue to stabilise MPR and return the Group to profitable growth

Drive cost leverage
further cost savings and efficiencies to improve margins

Transform business
Refactor tech stacks and strengthen competitive moat to accelerate flywheel

Key growth drivers

- Strengthen competitive moat through content differentiation
- Elevate the customer experience leveraging AI for next generation discovery and personalisation
- Build high-impact customer acquisition and retention engines
- Operate a unified platform at scale efficiently across geographies
- Invest in high-growth businesses, including Dashery and Frankly Wearing

FY26 guidance[1]	GPAPA margin	27% - 29%	EBIT	\$6m - \$10m	Underlying cash flow	\$8m - \$12m

1. Our ability to achieve this aim is highly dependent on various factors including consumer demand, foreign exchange rates, geographic and product mix

Contact us:

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