REDBUBBLE

Sale of shares by Managing Director and Chief Executive Officer

Melbourne, Australia; 21 October 2020: Redbubble Limited (ASX:RBL) ("Company") advises that its Managing Director and CEO, Mr Martin Hosking, has sold 6 million shares in the Company, as disclosed in the attached Appendix 3Y.

The primary purpose of the sale is for Mr Hosking to provide philanthropic support for the Melbourne tertiary education sector. Mr Hosking will also use sale proceeds for personal reasons, including to satisfy personal tax obligations and a loan repayment.

Following the sale, Mr Hosking retains a significant beneficial holding and relevant interest in the Company and remains the Company's largest shareholder, with a beneficial holding of 42,903,272 shares and relevant interest in a further 1,500,000 shares (the total of 44,403,272 shares representing approximately 16.36% of the Company's issued capital).

Mr Hosking has no intention to sell any further Company shares in the near term and remains fully committed to the long term goals and growth of the Redbubble Group.

The sale of shares was approved by the Company's Board and conducted during a trading window following the trading update relating to the first quarter of FY21, lodged on 15 October 2020.

This announcement was authorised for lodgment by the Chair of the Company's Board.

For further information, please contact:

Paul Gordon
Company Secretary
paul.gordon@redbubble.com

Rule 3.19A.2

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity: REDBUBBLE LIMITED
ABN: 11 119 200 592

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Martin Hosking
Date of last notice	11 November 2019

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct and Indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	This Notice relates to a disposal of 6 million Shares, consisting of: • 4,366,548 Shares previously held by Mr Hosking's controlled entity, Jellicom Pty Ltd; and • 1,633,452 shares previously held by Mr Hosking directly
Date of change	21 October 2020
No. of securities held prior to change	• 43,621 Unlisted Share Rights held by Mr Hosking • 32,403,272 Shares held by Mr Hosking or his controlled entities • 18,000,000 Shares in which Mr Hosking retains beneficial ownership subject to a Loan Agreement and Deed of Security
Class	Fully Paid Ordinary Shares ("**Shares**")
Number acquired	Nil
Number disposed	6,000,000 Shares
Value/Consideration	$33,120,000 ($5.52 per share)
No. of securities held after change	• 43,621 Unlisted Share Rights held by Mr Hosking • 26,403,272 Shares held by Mr Hosking or his controlled entities • 18,000,000 Shares in which Mr Hosking retains beneficial ownership subject to a Loan Agreement and Deed of Security
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	On-market trade

+ See chapter 19 for defined terms.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
Date of change	N/A
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	N/A
Interest acquired	N/A
Interest disposed	N/A
Value/Consideration	N/A
Interest after change	N/A

Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

+ See chapter 19 for defined terms.