

A woman with dark hair pulled back, wearing large gold hoop earrings, a brown and white sleeveless dress with a high slit, and black high heels. She is holding a black clutch bag and standing on a wide set of red stone steps. The background is a clear, bright sky.

CETTIRE

BELL POTTER DECODED PRESENTATION
14 SEPTEMBER 2023



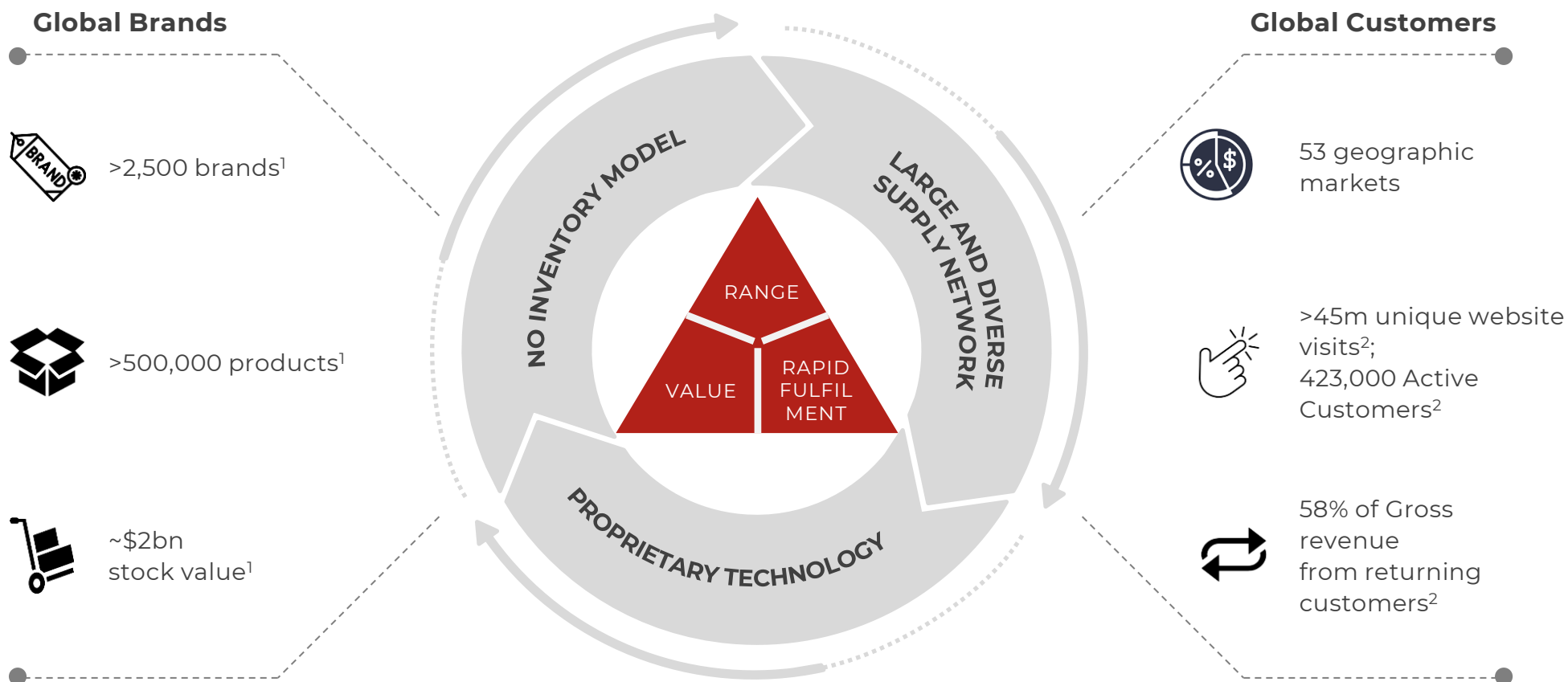
1

BUSINESS
OVERVIEW

CETTIRE

CETTIRE OVERVIEW

CETTIRE IS A GLOBAL LUXURY GOODS PLATFORM

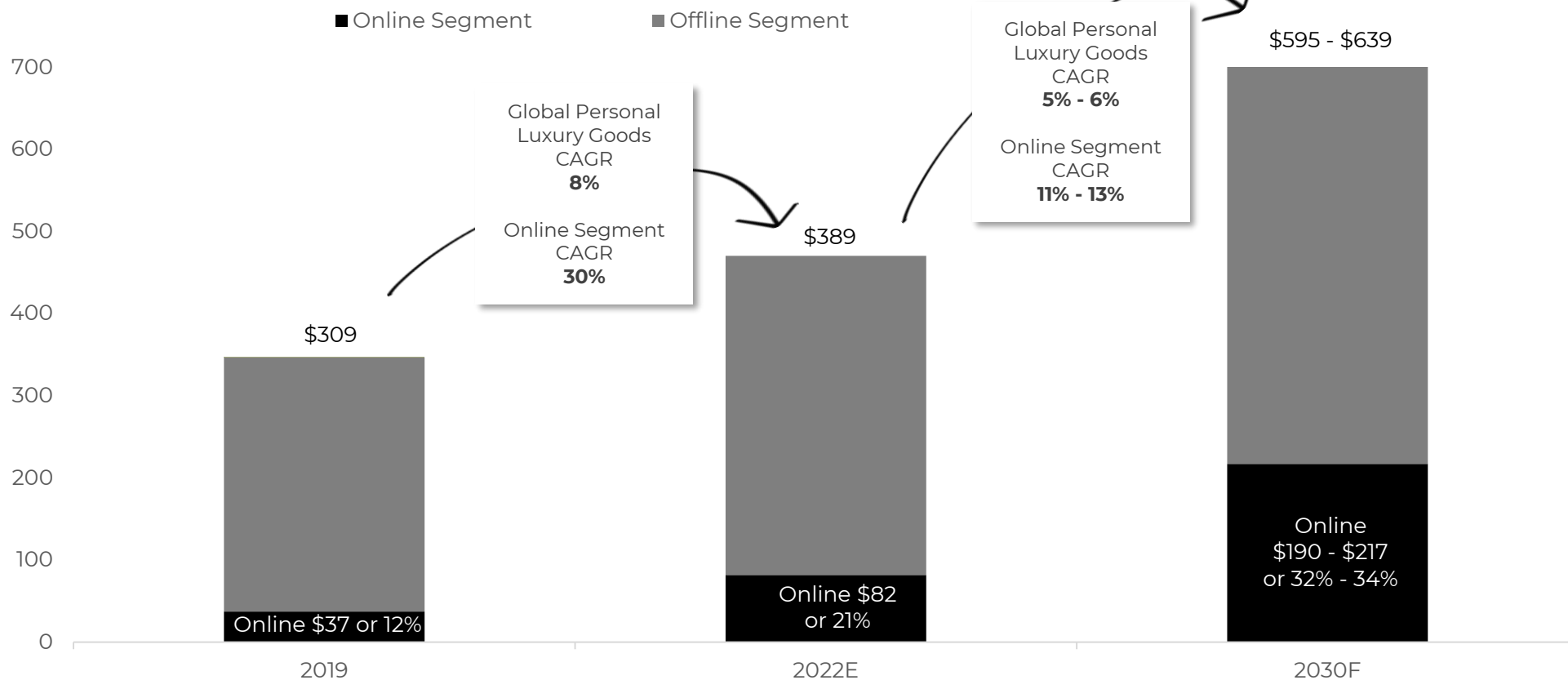


Cettire offers one of the largest selections of luxury online. We offer competitive pricing and rapid fulfilment, enabled by our highly scalable proprietary technology

MASSIVE + GROWING TAM, STRUCTURAL TAILWINDS

THE PERSONAL LUXURY GOODS MARKET IS EXPECTED TO BE ~US\$600B GLOBAL INDUSTRY BY 2030

Share of global personal luxury goods market (US\$ billions)



Multiple layers of growth provide highly favourable backdrop for Cettire

Online penetration growth

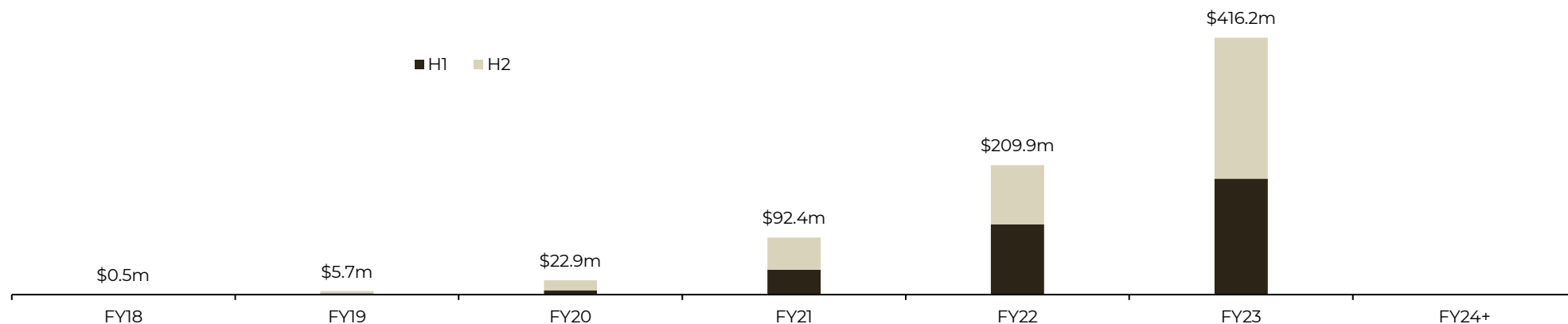
Demographics – millennials and Gen Z

China and emerging markets

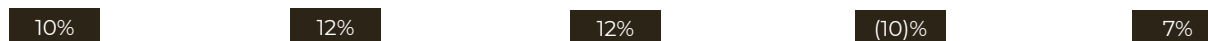
CETTIRE'S CONTINUED EVOLUTION

CETTIRE HAS BEEN ABLE TO GROW RAPIDLY WHILST DELIVERING PROFITABILITY

Sales revenue



EBITDA margin²



Pre-IPO Proving capability

- Highly focused on **developing and proving capability**
- Select investments to position for growth
- Operated as a **self-funding, profitable business**

Since IPO Supercharged growth

- **Significant investment to accelerate path to scale**, utilising IPO proceeds
- **Material de-risking of operating model**
 - Revenue diversification
 - Supply chain breadth and depth
 - End-to-end proprietary tech
- **New growth pathways established**
 - Emerging Markets, China, Kids
- **Significant business optimisation completed in H2 FY22**, enabling improved FY23 profitability

FY23 Profitable growth

- **A more diverse business**, as a result of investment
- **Enhanced opportunity for future growth**, having significantly expanded geographic mix, suppliers, customers and key partners
- **Improved unit economics**
- Management flexing operating levers and financial settings to **deliver profitable growth**
- Cettire has already demonstrated it can be a **highly profitable business²**
- **Self-funding strategy**

FY23 FINANCIAL HIGHLIGHTS

RAPID, PROFITABLE GROWTH DELIVERING FY23 ADJUSTED EBITDA OF \$29.3 MILLION

FY23 Reported

+87%

Gross revenue¹
to \$539.2m

+98%

Sales revenue¹
to \$416.2m

\$29.3m

Adjusted EBITDA³

~\$46m

Net cash vs
\$23m at 30 June 2022

+63%

Active customers² to 423k

FY23 Unit Economics

\$747

AOV

58%

Gross revenue from repeat
customers

23%

Delivered margin

8% sales

Paid Acquisition expenses

FY24 Outlook

Continuation of self-funding strategy

Operating the Company to **maximise profitable
revenue growth**

Strong early FY24 trading

July-23⁴:

Sales revenue^{4,5} approximately +120% vs pcp;
Positive Adjusted EBITDA⁴

Note: all growth metrics represent year on year growth vs FY22, unless specified

1. Cettire uses gross revenue as a non-IFRS measure of business performance and represents revenue net of GST/VAT/sales taxes but is exclusive of returns from customers; Sales revenue is gross revenues net of allowances and returns from customers
2. Active Customers are unique customers who have made a purchase in the last 12 months
3. Cettire uses Adjusted EBITDA as a non-IFRS measure of business performance which excludes share-based payments, unrealised FX loss / (gain), loss/ (gain) on FX contracts and other items
4. Unaudited metrics
5. Revenue growth in July is pre-accounting adjustments (deferred revenue and refund provisioning)

CETTIRE REMAINS IDEALLY POSITIONED FOR ONGOING GROWTH

- 1 Global growing TAM**, with structural tailwinds and increasing penetration in multiple markets
- 2 No inventory** business model, delivering capital efficient growth and compelling risk reward
- 3 Proprietary technology**, enabling exceptional scalability for customer acquisition and automated order fulfilment
- 4 Entrenched and diverse relationships with suppliers**, providing secure access to a huge brand catalogue
- 5 Impressive unit economics** and increasing repeat customer spend, supporting **explosive growth and cash generation**
- 6 Founder-led**, dedicated management team with strong track record of sustained growth and cash generation

A woman with short dark hair is sitting on a grey ledge. She is wearing a long-sleeved, knee-length dress with a plaid pattern in shades of orange, blue, and brown. Over the dress, she wears a light-colored, shaggy fur vest. Her right leg is crossed over her left. She is wearing light-colored, open-toed high-heeled sandals. The background is a plain, light-colored wall. Strong shadows from a window or balcony railing are cast across the wall and the woman's dress, creating a dramatic, geometric pattern. The overall mood is sophisticated and artistic.

2

STRATEGIC PRIORITIES &
FY23 HIGHLIGHTS

CETTIRE

STRATEGIC PRIORITIES

LEVERAGING TECHNOLOGY TO ADD SIGNIFICANT VALUE ACROSS THE LUXURY VALUE CHAIN

1

Continued growth in established markets¹

Early in the market penetration story

Digital share of wallet will continue to grow through secular shift to online

Increased TAM potential

2

Increase penetration in emerging markets¹

Enabled by migration to new, proprietary storefront software

Supplements growth in established markets

3

Expansion into new markets & verticals

Includes new geographies (China, etc)

Also extends to new adjacent verticals

Further supports growing TAM

Technology platform scales across new geographies and verticals

Underpinned by Broaden and deepen supply

Platform for all members of supply chain

Proprietary technology

End-to-end automation

FY23 OPERATIONAL HIGHLIGHTS

SUCCESSFULLY EXECUTED AGAINST FULL-YEAR PROFITABLE GROWTH STRATEGY

Profitable growth execution

- Focused execution on profitable growth strategy in core fashion and accessories verticals
- Significant fulfilment unit cost reductions achieved
- Marketing optimisation, across both channels and geographies

Demand

- Demand environment remains healthy against challenging macro backdrop
- Resilience of luxury consumer; secular growth in e-commerce penetration of luxury
- Rapid customer growth maintained (incl. repeat customers) – record quarterly active customer net adds in Q4

Supply

- Significant growth in supply chain
- Value of available inventory approximately \$2bn
- Direct brand partnerships broadened e.g. Zegna agreement

Localisation

- Continued localisation efforts, remains key focus
- Launch of multi-language sites, growing capabilities in 6 languages (incl. Chinese, Japanese and Spanish)
- Well advanced in preparations for China market entry

Organisational capability

- Enhanced capabilities via hiring of key engineering personnel

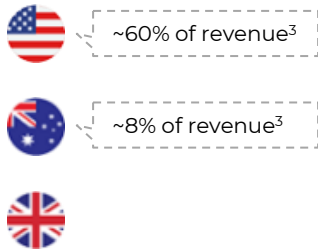
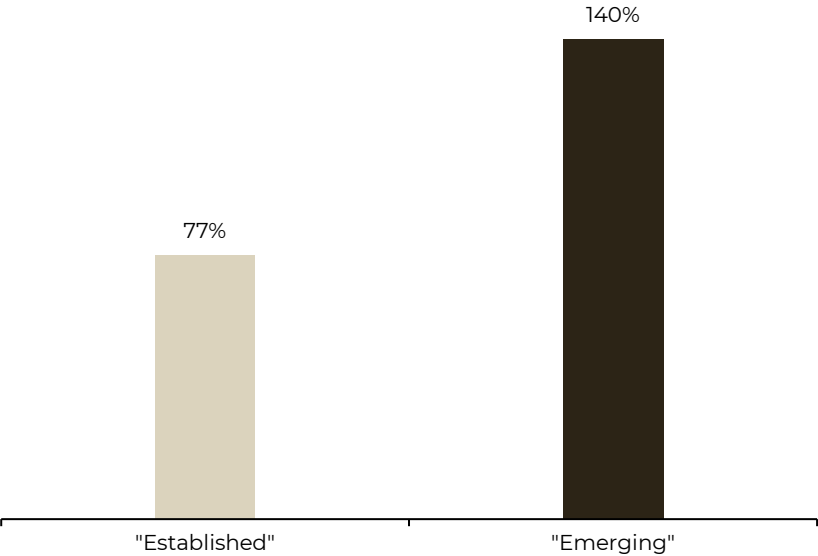
Balance sheet

- Cash generation provides significant flexibility

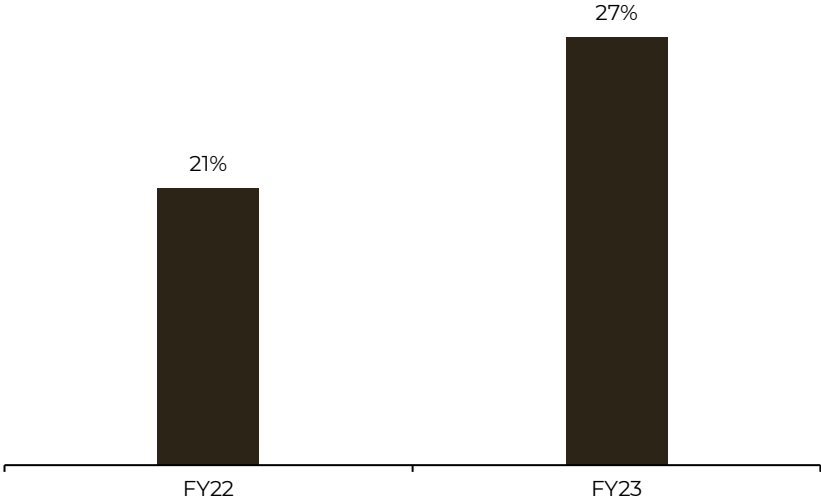
STRONG GROWTH TRENDS IN EXISTING “EMERGING” MARKETS

PROPRIETARY STOREFRONT AND LOCALISATION FACILITATING NEXT LAYER OF PROFITABLE GROWTH

Gross Revenue^{1,2} growth across markets (FY23)



Emerging Markets share of Gross Revenue^{1,2}



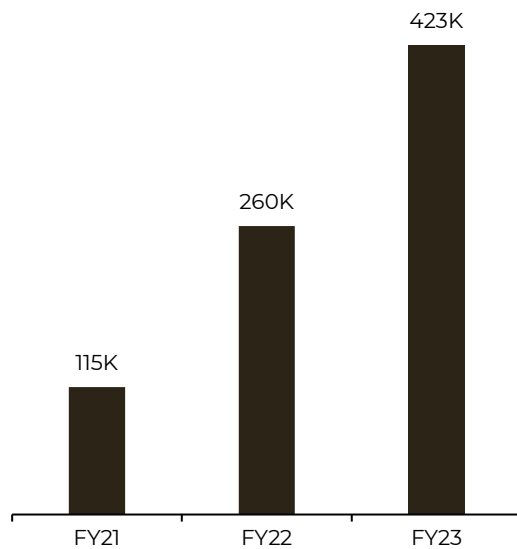
Note: all growth metrics represent year on year growth vs FY22

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2. Metrics are pre-accounting adjustments (deferred revenue and refund provisioning)
3. Denotes Cettire's geographical revenue disaggregation as at year ended 30 June 2023

CONTINUED CUSTOMER MOMENTUM

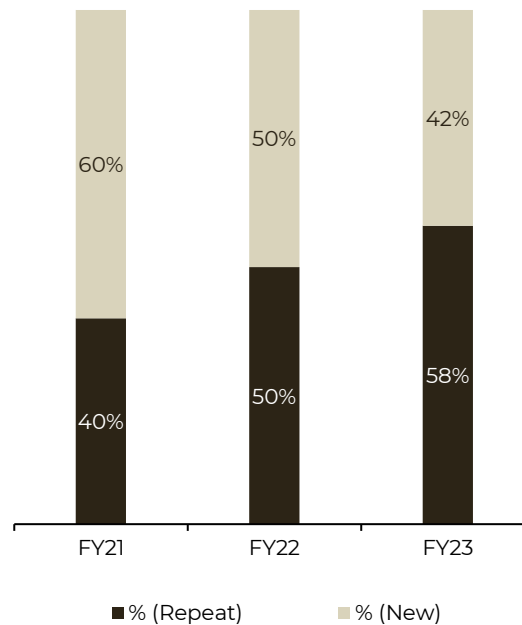
WELL-POSITIONED TO CONTINUE TO DRIVE LONG TERM REVENUE GROWTH AND ENHANCE LIFETIME VALUE

Active Customers^{1,4}



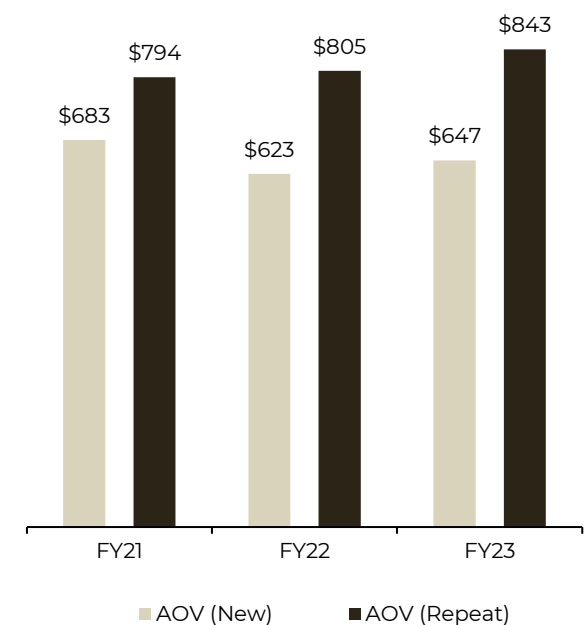
Continued rapid acquisition
Record quarterly net adds in Q4
FY23

Growing share of gross revenue
from repeat customers^{1,2,3}



Growing customer loyalty

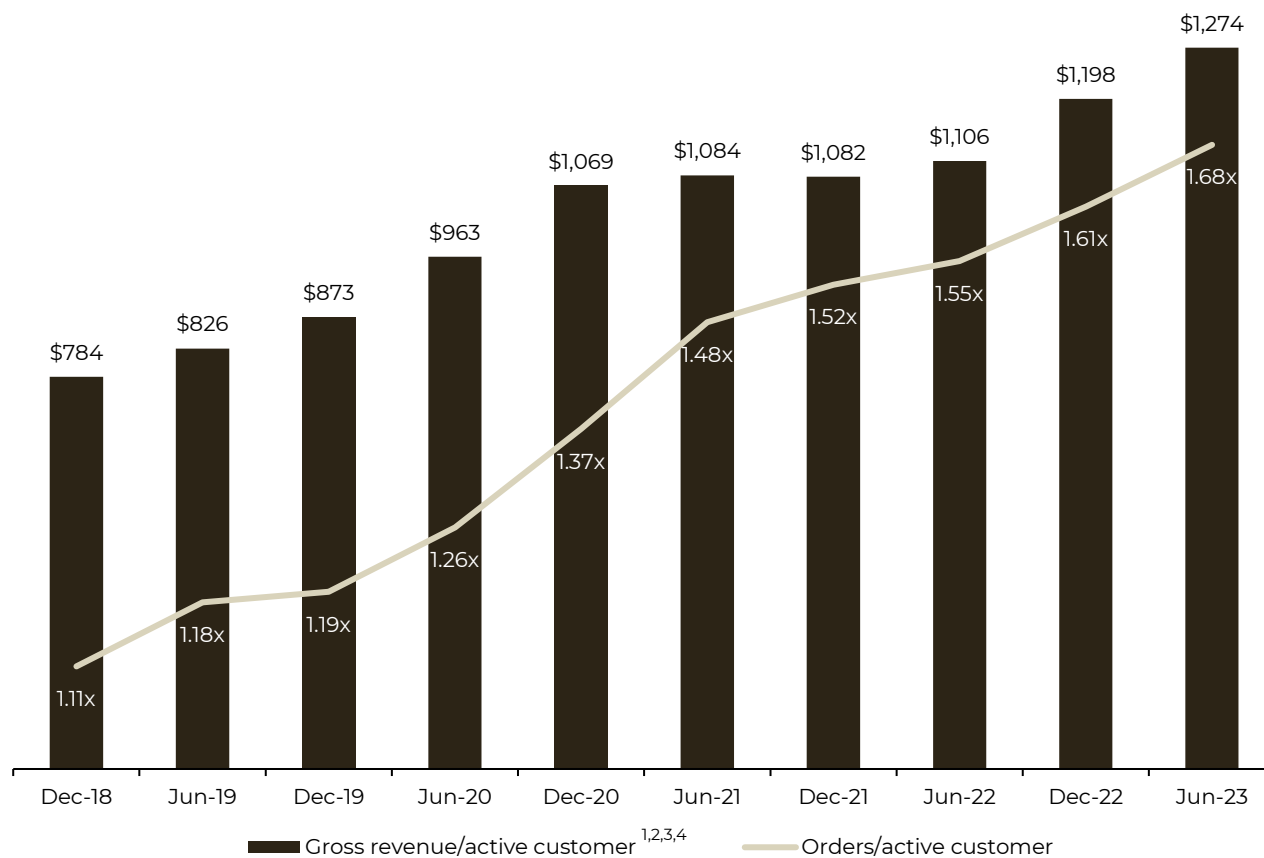
Repeat customers spending more
per order^{1,3}



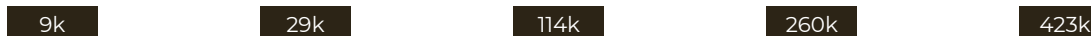
Growing basket size driving higher
AOV for repeat customers

IMPROVING WALLET SHARE

LOYALTY AND GROWING FREQUENCY DRIVING CONSISTENT GROWTH IN SPEND PER CUSTOMER



Active Customers^{1,3}



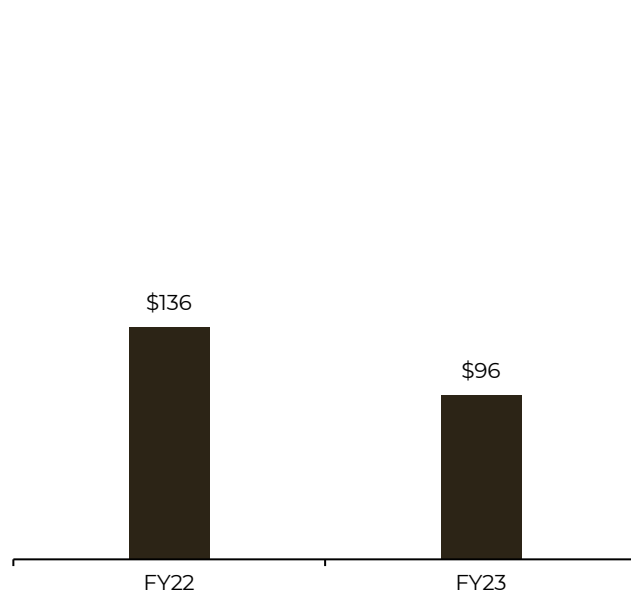
CETTIRE

1. Active Customers are unique customers who have made a purchase in the last 12 months
2. Cettire uses gross revenue as a non-IFRS measure of business performance and represents revenue net of GST/VAT/sales taxes but is exclusive of returns from customers
3. Unaudited management accounts
4. Gross revenue per active customer differs from AOV due to orders per active customer >1x

IMPROVING CUSTOMER LIFETIME VALUE

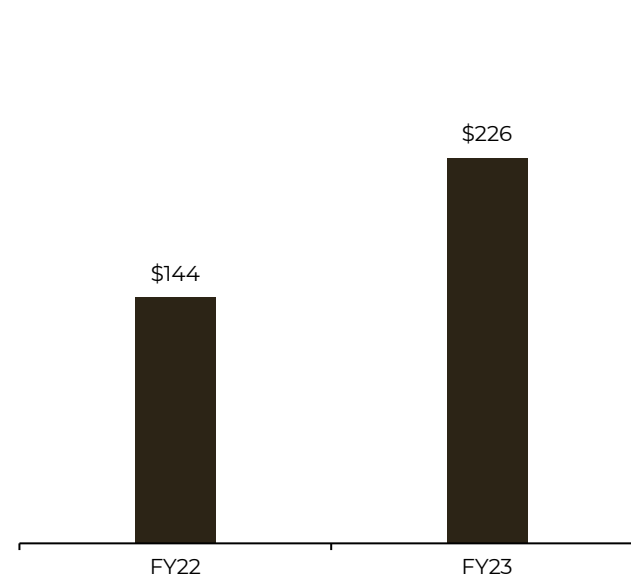
COST INITIATIVES IMPLEMENTED SINCE H2 FY22 DRIVING SIGNIFICANT UNIT MARGIN IMPROVEMENT

Customer acquisition cost^{1,2}



Disciplined acquisition:
Channel / geographic mix adjustments

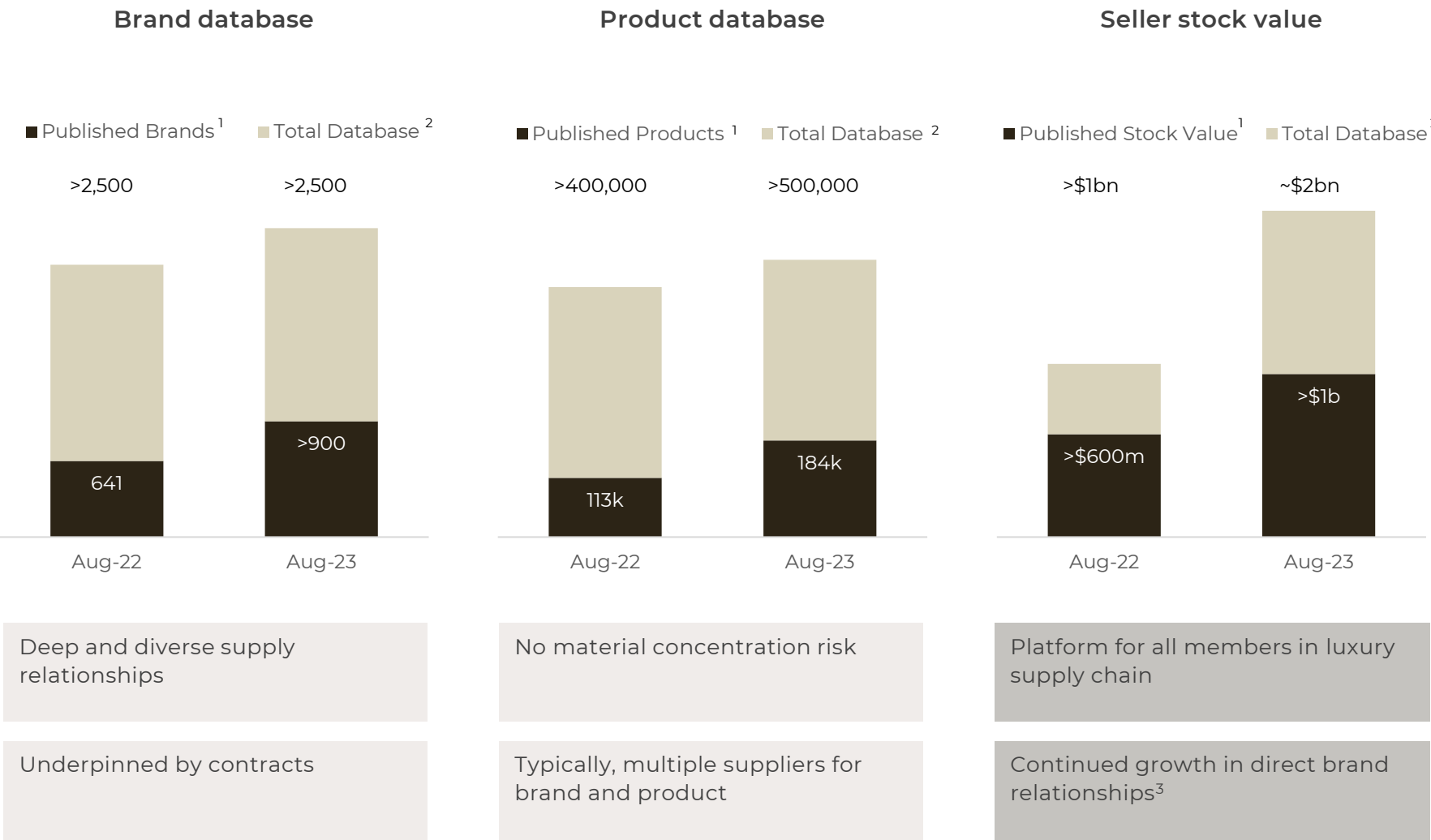
Delivered margin per active customer^{1,3,4}



Margin uplift:
Improved commercial terms
Improved logistics flow
Lower returns rate

SUPPLY CHAIN MOMENTUM

SUPPLY CHAIN CONTINUES TO GROW STRONGLY



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