

A woman with long, dark, wavy hair is looking slightly to the left of the camera. She is wearing a light tan or beige wool-style coat over a vibrant red button-down shirt. The background is dark and out of focus.

CETTIRE

INVESTOR PRESENTATION
14 SEPTEMBER 2021



1

UNIQUE VALUE
PROPOSITION

CETTIRE

CETTIRE OVERVIEW

CETTIRE IS A GLOBAL ONLINE LUXURY RETAILER

CETTIRE

Selection



~200,000 products¹



~1,700 brands¹



~\$700m stock value¹

Customers



114,830 Active Customers²



13.9m unique website visits²



40% of Gross revenue from returning customers²

Economics



37% Product Margin²



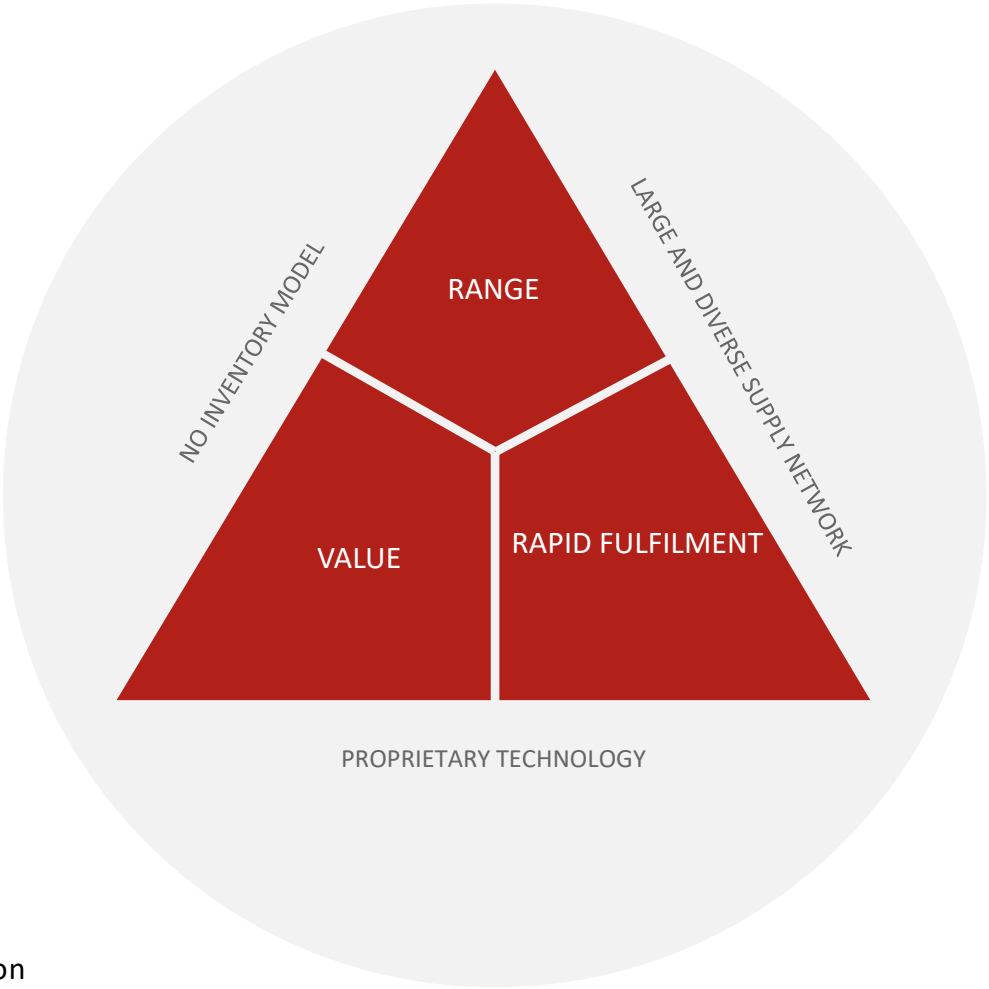
\$723 Average Order Value²




>90% international revenue²

CETTIRE VALUE PROPOSITION

CETTIRE OFFERS ONE OF THE LARGEST SELECTIONS OF LUXURY ONLINE. WE OFFER COMPETITIVE PRICING AND RAPID FULFILMENT, ENABLED BY OUR HIGHLY SCALABLE PROPRIETARY TECHNOLOGY








 Customer value proposition

 Key enablers

SCALABLE PROPRIETARY PLATFORM NOW COVERS THE USER JOURNEY END-TO-END

CETTIRE HAS A HIGHLY SCALABLE, PROPRIETARY TECHNOLOGY STACK WHICH REQUIRES MINIMAL DAY-TO-DAY LABOUR INTERVENTION

<p>E-commerce storefront</p> 	<ul style="list-style-type: none">• Customer facing e-commerce features that were previously outsourced• Purpose built for big data, scale and global e-commerce
<p>Customer order fulfilment and global logistics</p> 	<ul style="list-style-type: none">• Facilitates the entire customer fulfilment cycle, including automation of order management and fulfilment, global logistics and customs compliance, returns management, fraud and payment management• Efficient and highly automated process ensures rapid customer order fulfilment, driving strong customer satisfaction and repeat customers• Automated reverse logistics process, facilitating product returns to suppliers without manual intervention from Cettire
<p>Product and inventory management</p> 	<ul style="list-style-type: none">• Integrated inventory systems allows for the synchronisation and management of a virtual inventory of ~200k products from suppliers• Deep integration into suppliers
<p>Pricing</p> 	<ul style="list-style-type: none">• Dynamic pricing system calculates real-time price analysis of products across supplier network• System uses proprietary algorithms with multiple data points to optimise pricing on website• Optimise pricing and margin
<p>Marketing</p> 	<ul style="list-style-type: none">• Developed intelligent marketing approach which uses data-driven methods to ensure effective use of marketing spend• Yields consistent high return on ad spend and low customer acquisition costs

OPERATIONAL HIGHLIGHTS – FY21

Enhancements to customer proposition and technology

- Proprietary e-commerce storefront solution launched
- Substantial UI/UX improvements
- Free returns and BNPL partnerships – supports conversion
- Children’s wear category expansion – grows addressable market
- Customer ratings on TrustPilot and repeat order rate remain exceptional through rapid scaling (+353% orders growth)
- Strong tech pipeline – storefront implementation, localisation, mobile app, AI, UX and brand experience in focus

Continued growth in online product range and broadening of supplier base

- Deep and diverse supply relationships – additional suppliers added since IPO
- Commenced direct brand partnerships
- Published in-stock products on platform increased to ~87k² vs ~48k at IPO
- Scope to further add to SKU depth

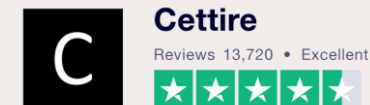
Well capitalised for growth

- Strong balance sheet with \$47m net cash
- Capital light, cash generative business model - \$13m operating cash flow

>170k
Orders
+353%

40%
Gross revenue¹ from
repeat customers

Trust Pilot Rating²



~87k
Published in-stock
products on platform²

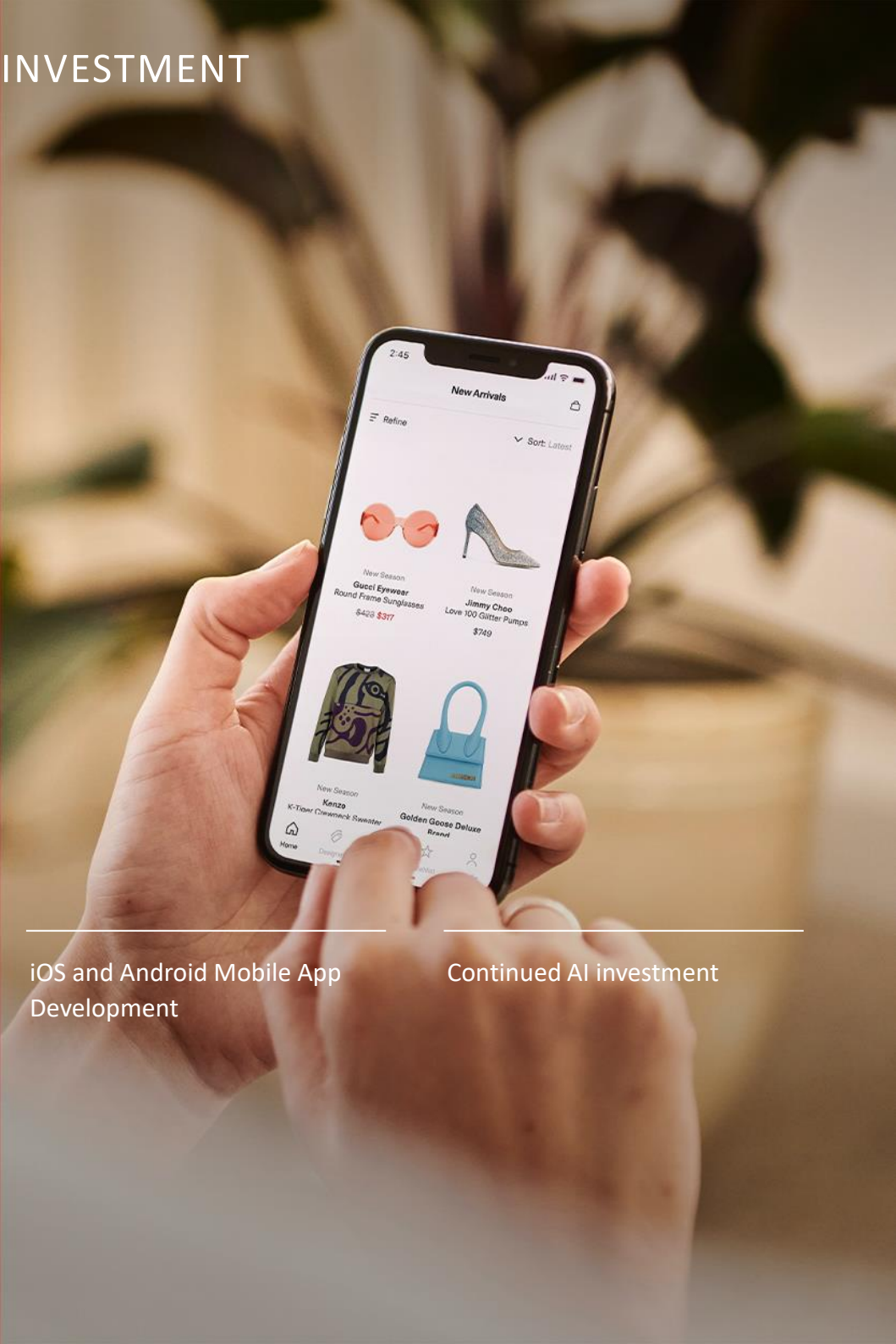
NEAR TERM PRIORITIES FOR TECHNOLOGY INVESTMENT



Brand and user experience

Localisation to enhance global presence

Embedding proprietary e-commerce storefront



iOS and Android Mobile App Development

Continued AI investment



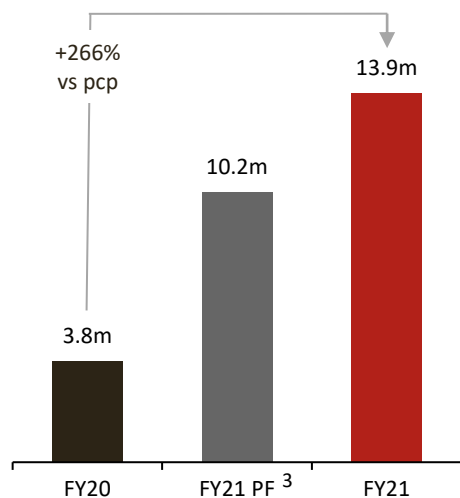
2

EXCEPTIONAL GROWTH
ACROSS KEY METRICS

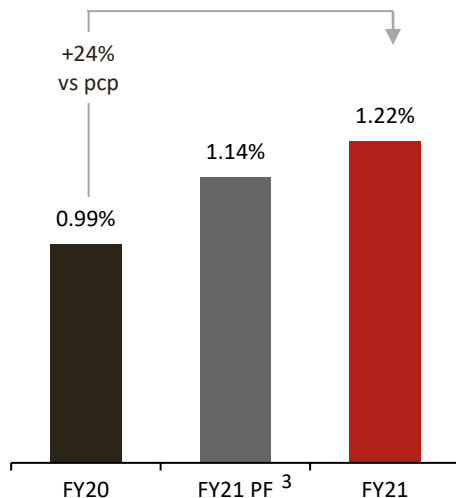
CETTIRE

SIGNIFICANT OUTPERFORMANCE VERSUS PROSPECTUS FORECAST

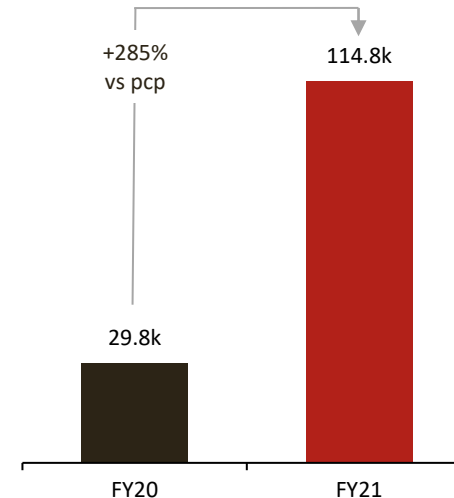
Web traffic



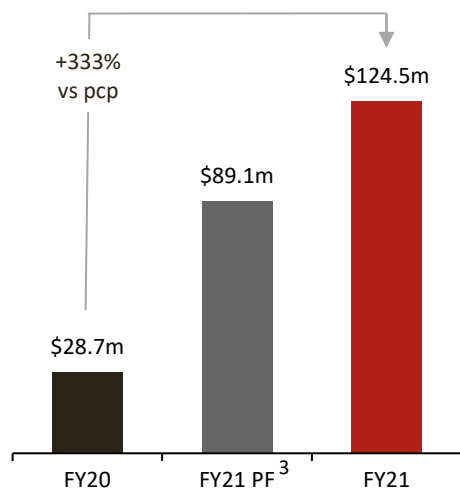
Conversion rate



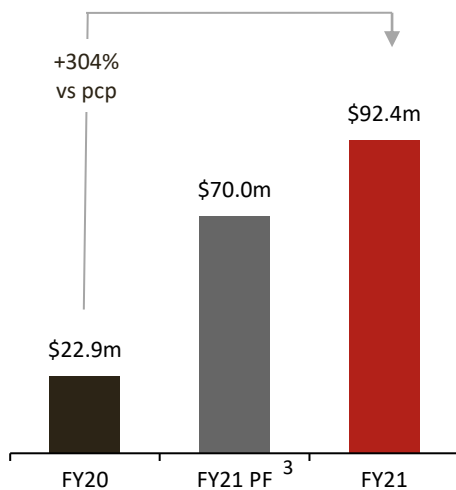
Active customers²



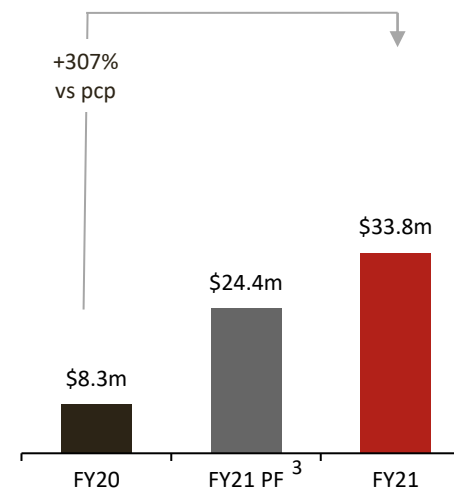
Gross revenue¹



Sales revenue



Product margin



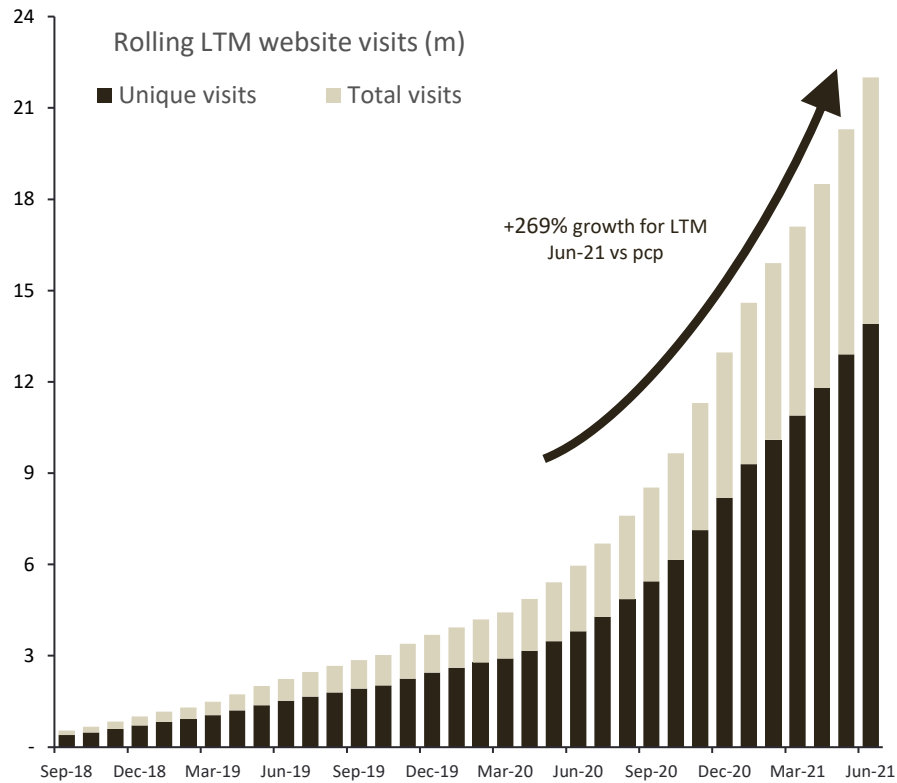
Note: all growth metrics represent year on year growth vs FY20

1. Cettire uses gross revenue as a non-IFRS measure of business performance and represents revenue prior to returns and allowances
2. Active Customers are unique customers who have made a purchase in the last 12 months
3. The prospectus forecast is contained in the Cettire Limited Prospectus lodged with ASIC on 27 November 2020. Refer to the Prospectus for detailed information on the FY21 full year forecast and on the general and specific assumptions used in preparing the financial forecast including those set out in section 4.9 of the Prospectus

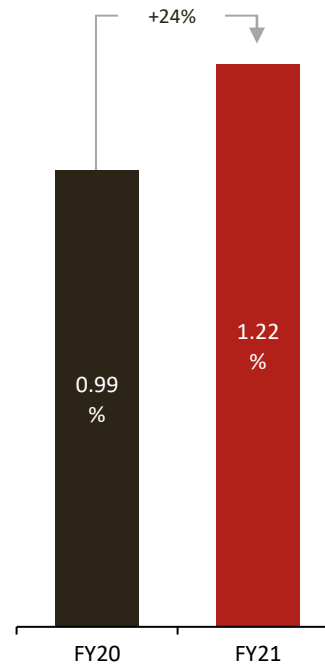
SITE TRAFFIC AND CONVERSION

KEY OPERATING METRICS ARE TRENDING VERY FAVOURABLY

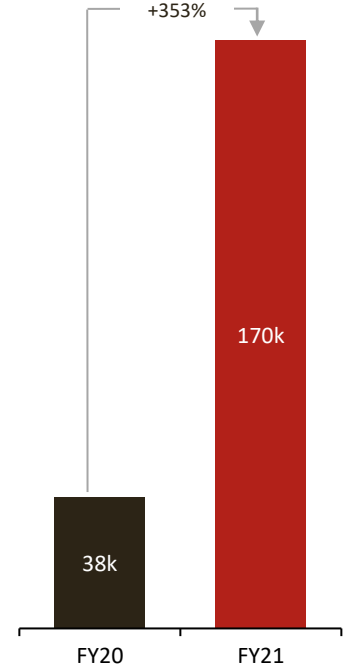
Rapid growth in website traffic



Conversion rate¹



Orders



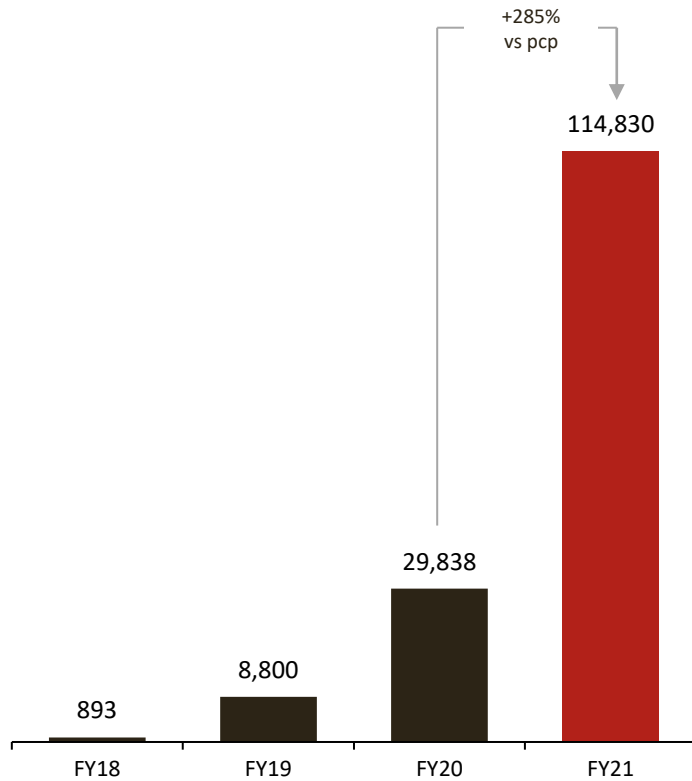
	FY20	FY21	% change
Unique visits	3.8m	13.9m	+266%

EXCEPTIONAL CUSTOMER GROWTH, IMMEDIATE PAYBACK

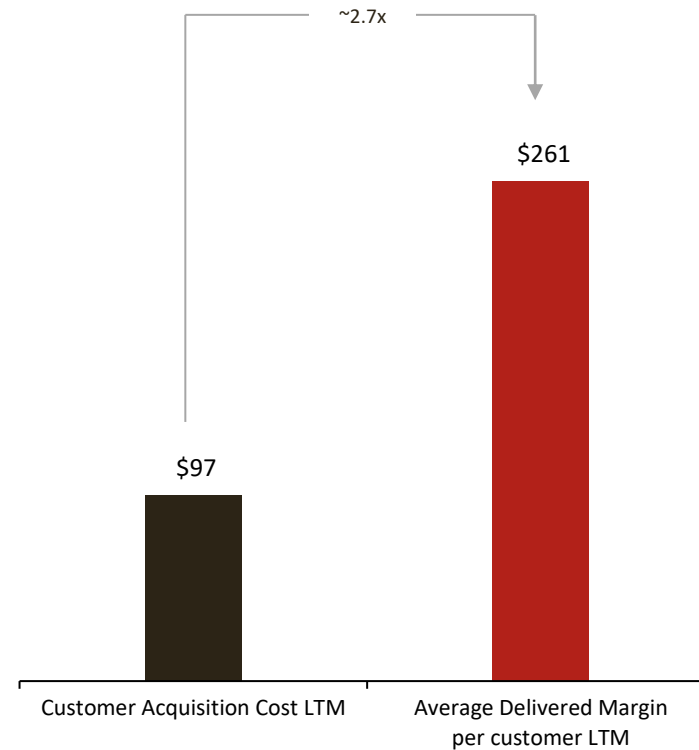
GROWTH DRIVEN BY EXCEPTIONAL NEW CUSTOMER ACQUISITION AND DELIVERING STRONG RETURNS ON CUSTOMER ACQUISITION COSTS

- Rapid customer acquisition
- Strong return on customer acquisition investment
- Marketing (ex-Brand) expense ~10.8% of Sales revenue (FY20: 8.5%)

Active Customers^{1,4}



Return on investment – constant currency^{2,3,4,5}



1. Active Customers are unique customers who have made a purchase in the last 12 months;

2. Customer Acquisition Cost is calculated as total marketing costs excluding brand investment divided by new customer acquisitions in Last Twelve Months;

3. Average Delivered Margin represents sales revenue less cost of sales and fulfillment costs;

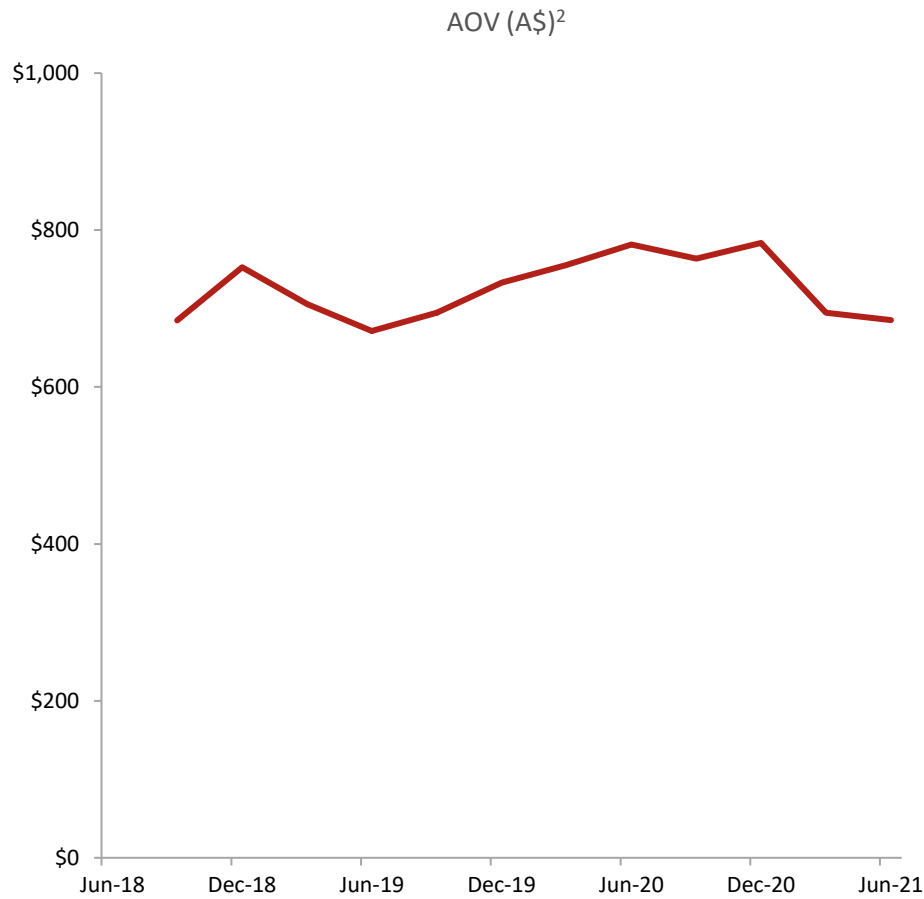
4. Unaudited management accounts

5. Constant currency is a non-IFRS measure and has been calculated by translating the results for the year ended 30 June 2021 at the average exchange rates for the year ended 30 June 2020

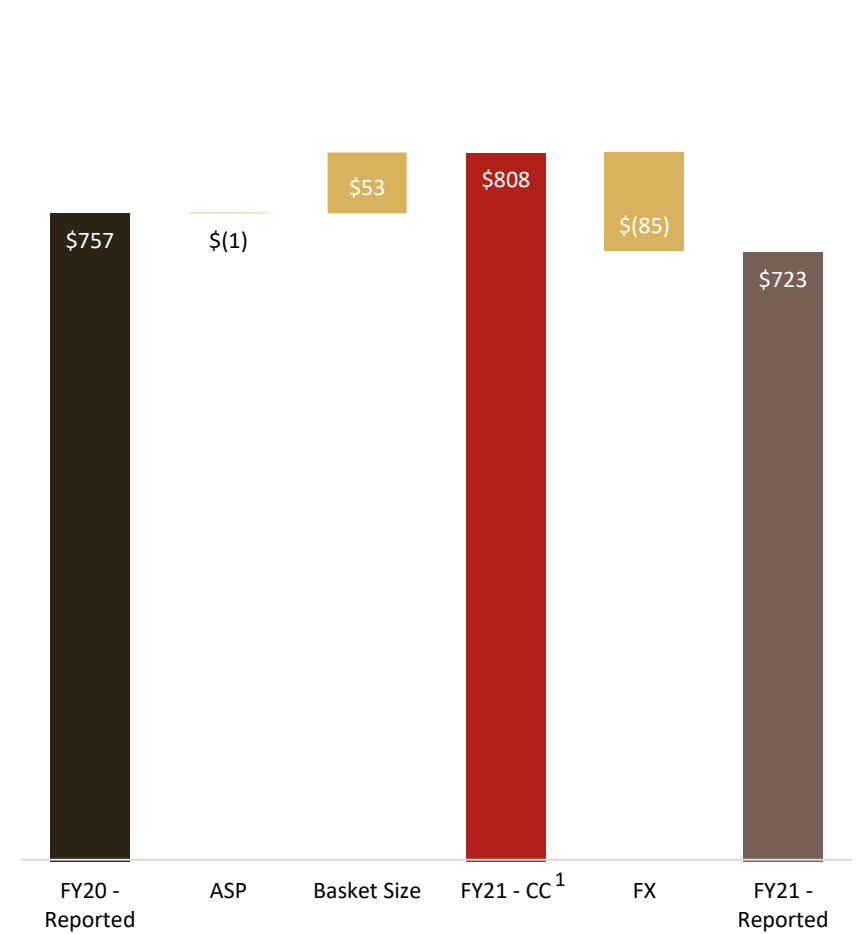
UNDERLYING AOV INCREASING

UNDERLYING AOV INCREASED 7%¹, DRIVEN BY BASKET SIZE

Reported AOV has remained relatively stable over time



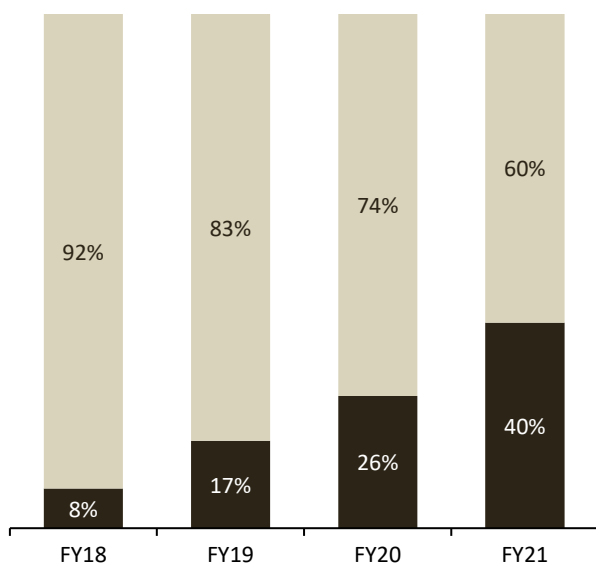
Basket size was a key driver of underlying AOV



CUSTOMER LIFETIME VALUE

PIECES IN PLACE TO DRIVE LONG TERM REVENUE GROWTH AND LIFETIME VALUE

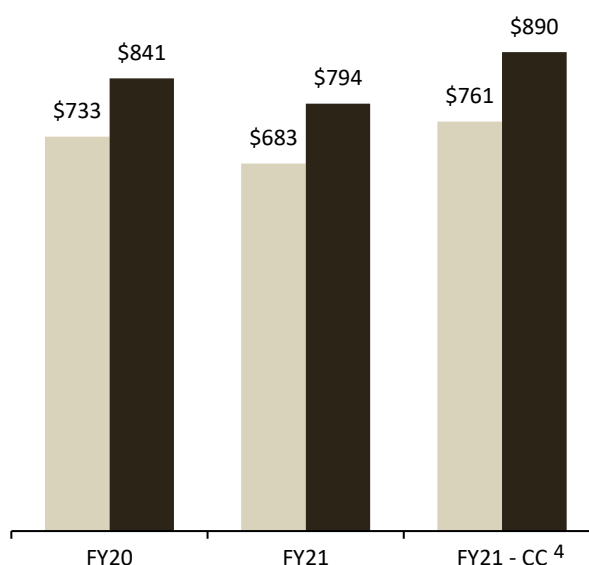
Share of gross revenue from repeat customers is growing^{1,2}



■ % from repeat customers ■ % from first time customers

- AOV
- Order frequency

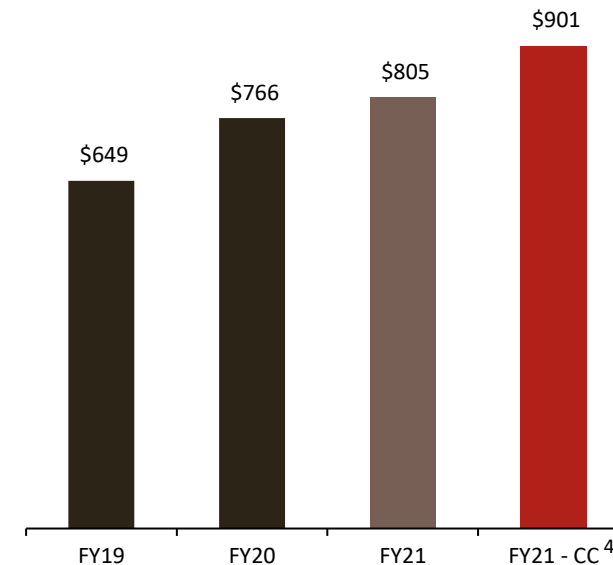
Repeat customers spend more per order¹



■ AOV (New customers) ■ AOV (Repeat customers)

- Basket size

Sales revenue per customer^{1,3}



1. Unaudited management accounts
 2. Cettire uses gross revenue as a non-IFRS measure of business performance and represents revenue prior to returns and allowances
 3. Sales revenue divided by active customers
 4. Constant currency is a non-IFRS measure and has been calculated by translating the results for the year ended 30 June 2021 at the average exchange rates for the year ended 30 June 2020



3

OUTLOOK

CETTIRE

GROWTH STRATEGY AND INITIATIVES

WE ARE EXECUTING ON OUR LONG-TERM GROWTH STRATEGY

GROWTH LEVER	INITIATIVES
Acquire and retain customers	<ul style="list-style-type: none">• Further accelerate marketing spend to drive traffic• New channels e.g. new paid marketing channels
Grow awareness via brand investment	<ul style="list-style-type: none">• Selected investment• Targeted in niches
Broaden and deepen supply	<ul style="list-style-type: none">• Focus on SKU depth• Continued development of select direct brand partnerships
Increase accessible products	<ul style="list-style-type: none">• Grow published in-stock product count
Enhance technology platform	<ul style="list-style-type: none">• Transition to proprietary e-commerce storefront• Localisation• Mobile app• Brand and UX enhancements• AI
Increase TAM via adjacencies	<ul style="list-style-type: none">• Selectively explore new adjacencies

FY22 TRADING UPDATE AND OUTLOOK

- Our positive trading momentum has continued into FY22, with July 2021 unaudited gross revenue increasing 181% on the pcp¹
- Significant market penetration opportunity ahead
- Business will be operated to maximise global revenue growth opportunity
- Near term investment priorities are customer acquisition, technology investment, building organisational capability

CETTIRE IS WELL PLACED TO GROW

- ✓ **Massive + growing TAM**, with structural tailwinds
- ✓ **Global** platform and opportunity, with traction in multiple markets
- ✓ Track record of **explosive growth** and cash generation
- ✓ **No inventory** business model, delivering capital efficient growth and compelling risk reward
- ✓ **Technology driven DNA**, enabling exceptional scalability
- ✓ **Proprietary technology**, facilitating highly profitable customer acquisition and automated order fulfilment
- ✓ **Entrenched and diverse relationships with suppliers**, providing secure access to a huge brand catalogue
- ✓ **Impressive unit economics** (high AOV and margins) and increasing repeat customer spend (growing LTV)
- ✓ **Founder led**, dedicated management team

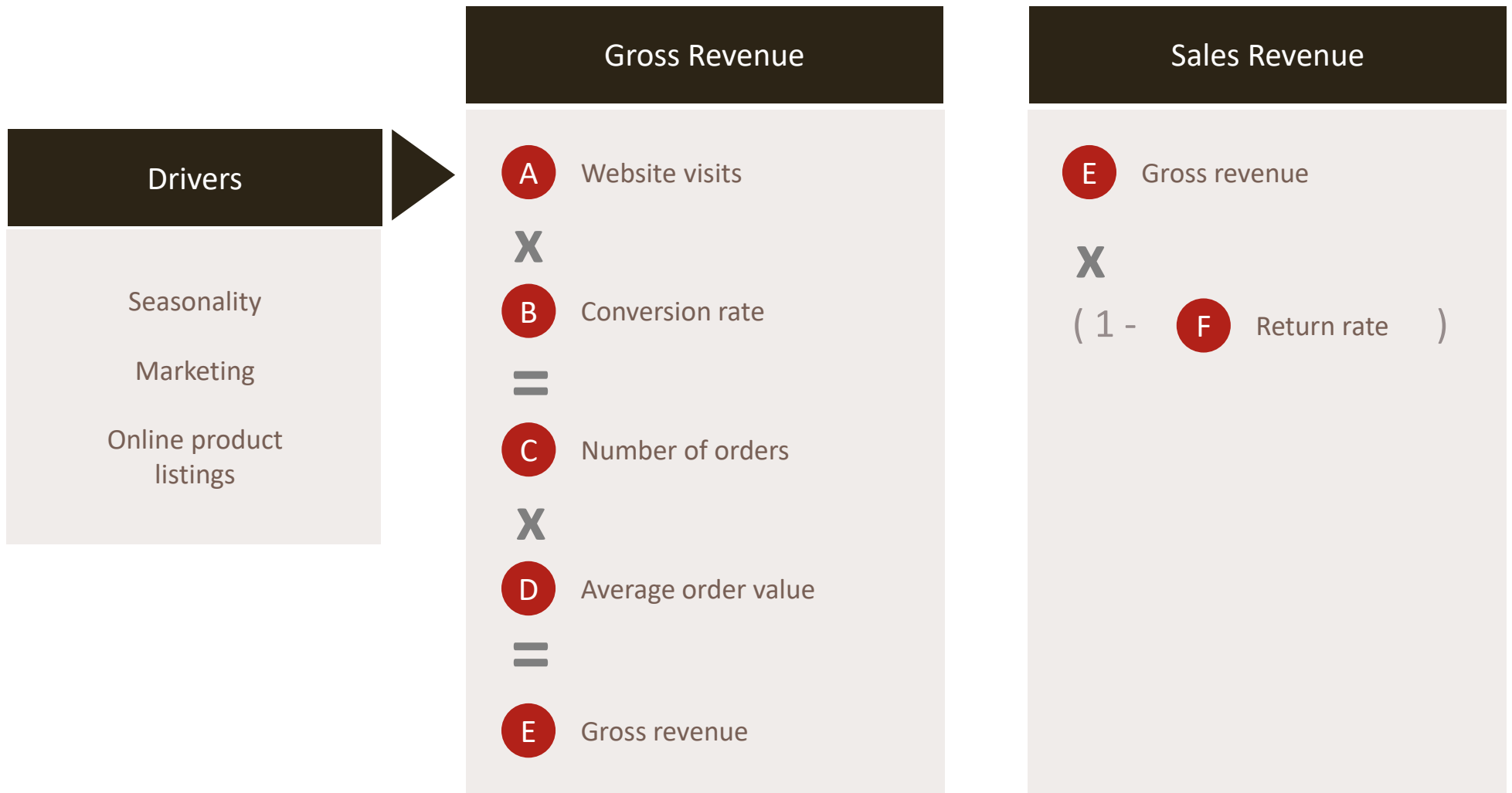


5

APPENDIX

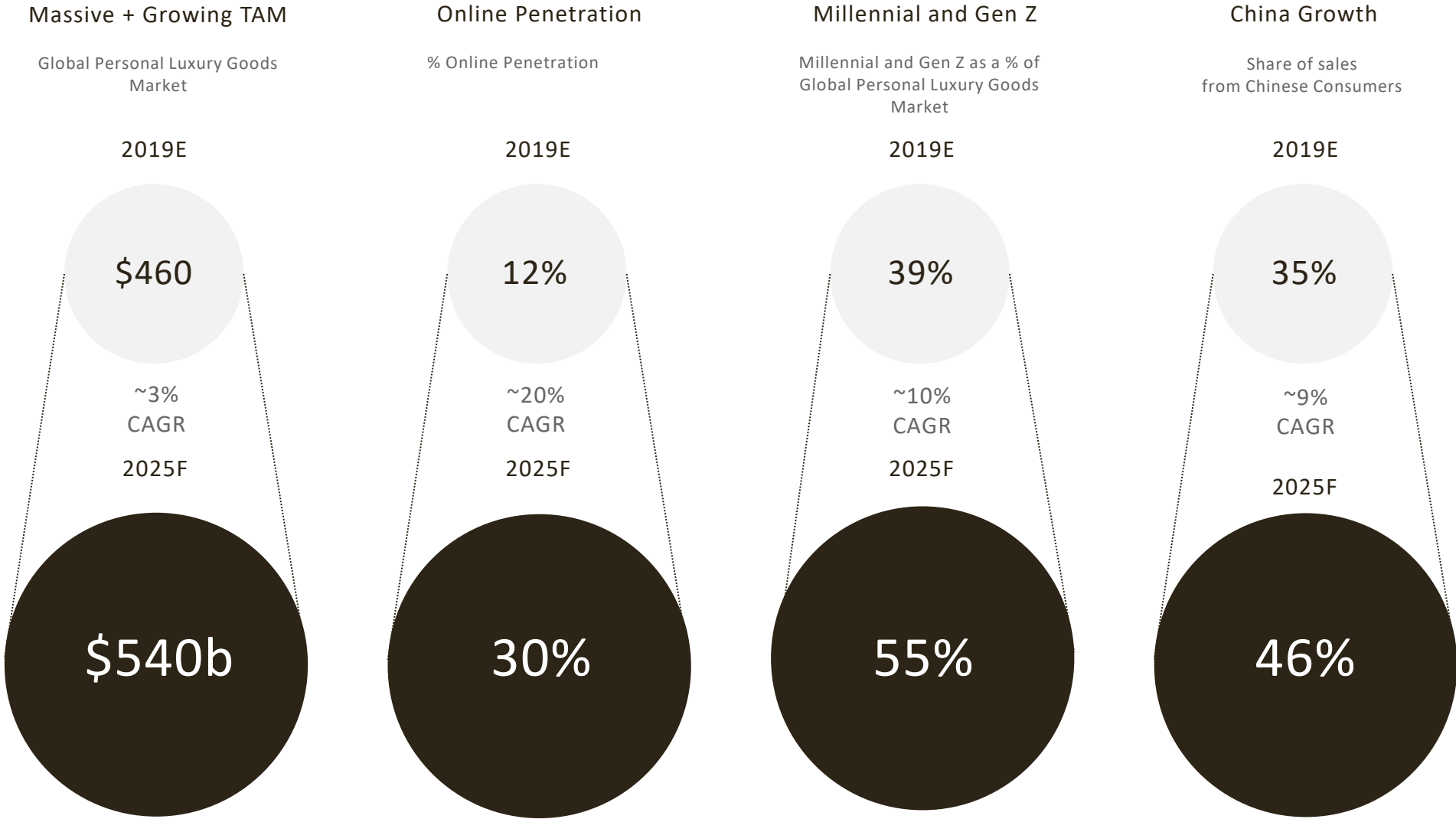
CETTIRE

SALES REVENUE DRIVERS



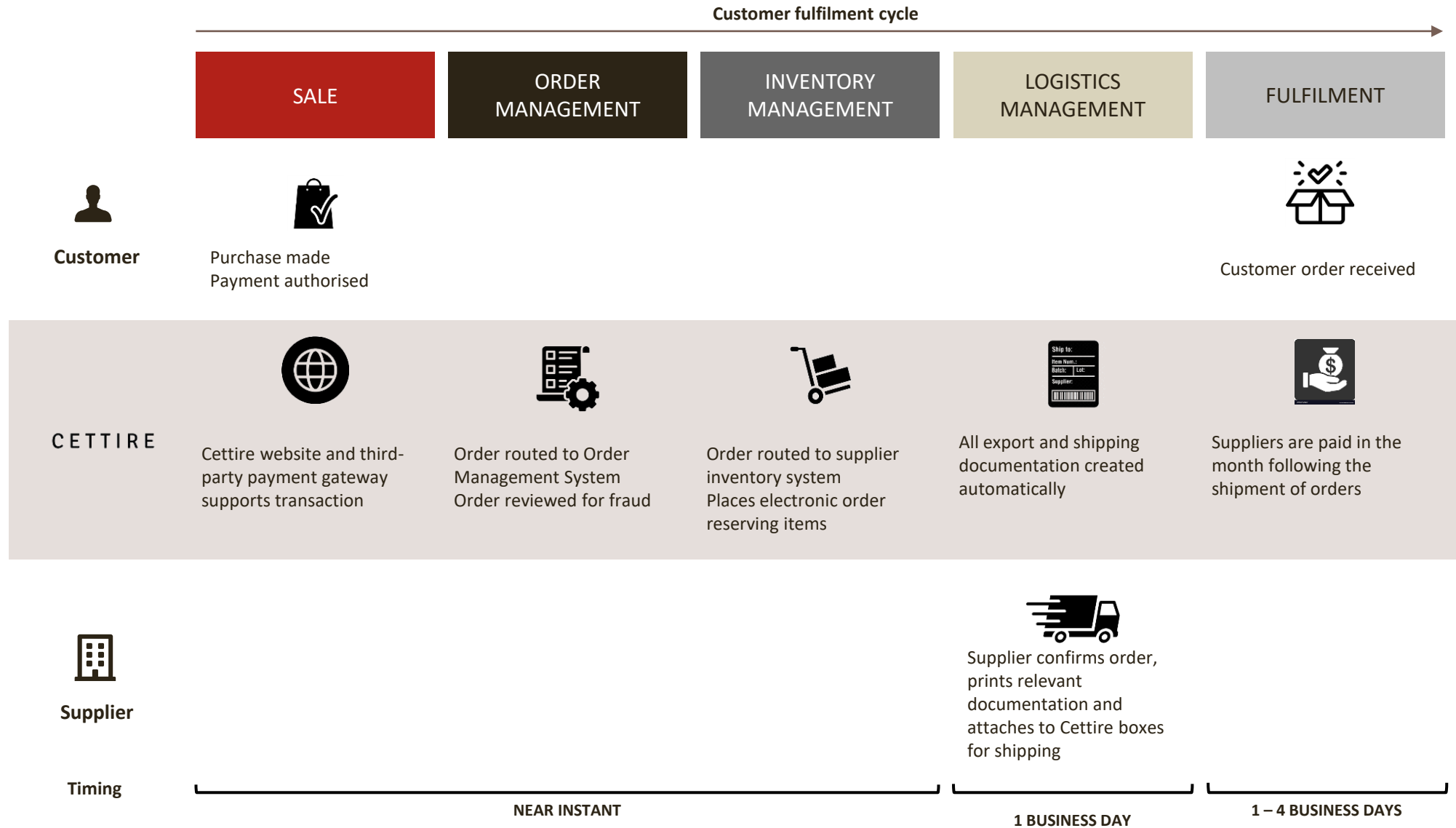
MASSIVE + GROWING TAM, STRUCTURAL TAILWINDS

THE PERSONAL LUXURY GOODS MARKET IS A A\$460B GLOBAL INDUSTRY



CUSTOMER FULFILMENT ON THE CETTIRE PLATFORM

PROPRIETARY TECHNOLOGY TO MANAGE AND AUTOMATE ALL STAGES OF CUSTOMER ORDER FULFILMENT



IMPORTANT NOTICE AND DISCLAIMER

The information contained in this document and discussed at this presentation (collectively, the Presentation) has been prepared by Cettire Limited (ACN 645 474 166) (**Cettire** or the **Company**). The Presentation is subject to the conditions outlined below. Your receipt or viewing of the Presentation evidences your acceptance of those conditions and that you agree to be bound by them.

NO OFFER OF SECURITIES

The Presentation is not a prospectus, product disclosure statement, disclosure document or other offer document under Australian law or under any other law. It does not and is not intended to constitute an offer for subscription, financial product advice, invitation, solicitation or recommendation by any person or to any person with respect to the purchase or sale of any securities or financial products in any jurisdiction, and also does not form the basis of any contract or commitment to sell or apply for securities in Cettire or any of its subsidiaries or related entities.

The information contained in the Presentation has been prepared without taking account of any person's investment objectives, financial situation or particular needs and nothing contained in the Presentation constitutes investment, legal, tax or other advice. You must not rely on the Presentation, and must make your own independent assessment and rely upon your own independent taxation legal, financial or other professional advice.

FINANCIAL DATA

All information in the Presentation is in Australian dollars unless otherwise stated. Financial data calculating totals and percentages may be subject to rounding.

The Presentation contains certain pro forma and non-IFRS financial information. Such financial information has not been prepared in accordance with disclosure requirements of applicable accounting standards and other mandatory reporting requirements in Australia.

FORWARD LOOKING STATEMENTS

The Presentation contains certain forward looking statements, including estimates, projections and opinions (**Forward Looking Statements**). We use words such 'will', 'may', 'intend', 'seek', 'would', 'should', 'could', 'continue', 'plan', 'probability', 'risk', 'forecast', 'likely', 'estimate', 'anticipate', 'believe', or similar words to identify Forward Looking Statements. Forward Looking Statements may involve known and unknown risks and uncertainties and other factors, many of which are beyond the control of Cettire, and have been made based upon management's expectations and beliefs concerning future developments and their potential effect on Cettire. No representation is made or will be made that any Forward Looking Statements will be achieved or will prove correct. Actual future results and operations could vary materially from the Forward Looking Statements. Circumstances may change and the contents of this Presentation may become outdated as a result. Cettire is not obliged to update such outdated information.

PAST PERFORMANCE

Past performance information given in this presentation is given for illustrative purposes only and should not be relied upon (and is not) an indication of future performance.

DISCLAIMER

The information in the Presentation is supplied in summary form and is therefore not necessarily complete, and does not contain all information that would be relevant to an investor. The material contained in this Presentation may include information derived from publicly available sources that have not been independently verified. No representation or warranty is made as to the accuracy, completeness, fairness or reliability of the information in this Presentation, or the of the opinions and conclusions in it.

To the maximum extent permitted by law, Cettire and each of its subsidiaries and affiliates, and each of their respective directors, employees, officers, partners, agents and advisers, and any other person involved in the preparation of the Presentation disclaim all liability and responsibility (including without limitation, any liability arising from fault or negligence) for any direct or indirect loss or damage which may arise or be suffered through use or reliance on anything contained in, or omitted from, the Presentation. Cettire accepts no responsibility or obligation to inform you of any matter arising or coming to its notice, after the date of the presentation or this document, which may affect any matter referred to in the Presentation.

This Presentation should be read in conjunction with Cettire's other periodic and continuous disclosure announcements lodged with the ASX, which are available at www.asx.com.au.



CETTIRE

GLOBAL ONLINE LUXURY RETAILER
WWW.CETTIRE.COM