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ASX and Media Release

MyDeal Delivers Record November - Trading Update

Key Highlights for November

- **Record monthly Gross Sales¹ of ~\$30.0m (\$105m in the first 5 months of FY21 vs \$103m in 12 months of FY20).**
- **Private label Gross Sales of over \$1.2m, up 71% MoM.**
- **Active Customers² grew to a record 778,867, up 236% YoY.**
- **52.9% of all transactions from returning customers, up from 49.7% in Q1 FY21.**
- **Strong traffic volume across Australia despite “COVID-normal”.**

MyDeal.com.au Limited (**ASX: MYD**) (**MyDeal** or the **Company**) is pleased to advise that November was a record trading period for the Company with:

- **Gross Sales** of ~\$30.0m, up 192% YoY and 63% MoM (Gross Sales in October was ~\$18.4m);
- **Private Label** Gross Sales of \$1.2m, up 71% MoM;
- **Active Customers** grew to a record 778,867 (up ~236% YoY); and
- 52.9% of all transactions from **returning customers**, up from 49.7% in Q1 FY21

MyDeal has delivered Gross Sales of \$105m for the first 5 months of FY21, which exceeds Gross Sales for the entire FY20 (\$103m).

MyDeal Founder and Managing Director, Sean Senvirtne, said: *“We are delighted that MyDeal has delivered another record-breaking trading period in November which is historically our strongest month in our strongest quarter. More Australians than ever are discovering the value, range and convenience our marketplace provides across millions of household products.*

Our long-term strategy of acquiring customers and keeping them within our eco-system is working, with the majority of transactions (52.9%) in November coming from returning customers. Our higher margin private label business, led by Dean Ramler, continues to gather momentum with Gross Sales of ~\$1.2m in November. This business is still in its infancy with under 200 products as at today’s date and is expected to grow as we continue to rapidly expand the range. Our private label brands enable us to offer competitive pricing on key products.

¹ “Gross Sales” or “Gross Transaction Value” (“GTV”) is a non-IFRS metric that represents the total value (unaudited) of transactions processed by MyDeal, on a cash basis, before deducting refunds, chargebacks, discounts and coupons, but after deducting GST.

² “Active Customers” are customers who have bought products through the MyDeal platform during the last 12 months.

We are very excited about our technology roadmap going into 2021. The launch of our iOS and Android apps in H2 FY21 is particularly exciting given the volume of traffic MyDeal drives from mobile and tablet devices.”

Australia enters “COVID-normal”

As Australia enters “COVID-normal” and social distancing restrictions ease, MyDeal is continuing to see strong website traffic from all states/territories as shown in the Figure 1 below.

Figure 1: Website Visits³ - Victoria vs. Rest of Australia



Website Visits from Victoria and the rest of Australia were up 174% and 168% respectively in November 2020 compared to March 2020.

³ “Website Visits” or “Sessions” taken from Google Analytics.

About MyDeal

MyDeal is an online retail marketplace focused on household goods such as furniture and homewares. MyDeal currently has more than 1,700 sellers (of which close to 900 are considered Active Sellers⁴ as at 30 November 2020) on its platform with over 5 million product SKUs listed across over 2,000 categories (with the number of SKUs available for sale at any time determined by the sellers).

- ENDS -

Authorised for release by the Board of MyDeal.com.au Limited.

Additional information

For further information, please visit our investor website <https://investors.mydeal.com.au> or contact Investor Relations at ir@mydeal.com.au or on (03) 9999 1091.

For media enquiries contact Matthew Wright at matt@nwrcommunications.com.au or 0451 896 420.

⁴ "Active Sellers" are sellers that have sold products through the platform within the last three months.