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ASX and Media Release

MyDeal appoints Ryan Gracie as Chief Marketing Officer to drive brand and customer growth

Gross sales growth continues in April and May

Leading online retail marketplace for home and lifestyle products, MyDeal.com.au Limited (ASX: **MYD**, 'MyDeal' or the 'Company') has appointed Ryan Gracie as Chief Marketing Officer to drive the customer value proposition and brand growth.

Mr Gracie brings more than 20 years' marketing experience at leading brands in the retail and e-commerce sector, including the last five years as Chief Marketing Officer of Catch.com.au, Global Marketing Director of Funtastic, and senior marketing roles at JB Hi-Fi and APN Online.

Mr Gracie is an established marketing authority, having received significant industry recognition, being named as a leader in Australian marketing in the 'CMO50' for 2018, 2019 and 2020, and in the 'Top 50 People in eCommerce' for 2021.

MyDeal CEO Sean Senvirtne said, "Ryan is a strategic addition to MyDeal's leadership team as we prepare for the next stage of growth and harness the capability we have built into our proprietary platform.

"Ryan is a marketer of the highest calibre in Australian online retail, having most recently participated in scaling a business from \$190 million to being one of the largest online retailers in the country in just 5 years. He will play a key role in growing our business by ensuring even more Australians are shopping for home and lifestyle products at the lowest prices through MyDeal.

"MyDeal has had a solid start to 2021 reporting strong results across all key metrics. We are pleased to advise this growth has continued in the months of April and May, with gross sales up on the prior corresponding period, despite last year's figures being assisted by COVID-19 lockdowns.

"With the local online home and lifestyle market now worth more than \$6 billion¹ annually, MyDeal is even better positioned to increase our market share and deliver on our vision of being Australia's leading online marketplace for home and lifestyle products."

Commenting on his appointment, Mr Gracie said, "I'm eager to join such a high calibre team at a pivotal moment in MyDeal's growth journey. Underpinned by a formidable proprietary

¹ Euromonitor International – Retailing in Australia, 2020 edition (July 2020) (TAM – Online Household Goods)

platform, I see tremendous opportunity to significantly grow the Company in the near term through an enhanced customer value proposition, sophisticated marketing, merchandising and sustained brand growth.

“As Australian’s embrace and transition to shopping online more often, MyDeal is ideally placed to capture this increased demand. By offering leading brands, superior products, and best in class marketplace sellers across multiple categories, MyDeal gives customers great value coupled with a superior shopping experience. This is a business loaded with potential and brimming with opportunity that’s full of talented and passionate people. That’s what genuinely excites me.”

Mr Gracie has a Masters of Management (Distinction) from University of Wollongong.

He begins his employment with MyDeal on 24 May 2021.

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

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About MyDeal

MyDeal is an online retail marketplace focused on home and lifestyle goods such as furniture and homewares. MyDeal currently has more than 1,800 sellers (of which close to 1033 are considered Active Sellers² as at 31 March 2021) on its platform with over 6 million product SKUs listed across over 2,000 categories (with the number of SKUs available for sale at any time determined by sellers).

<https://investors.mydeal.com.au/site/content/>

² “Active Sellers” are sellers that have sold products through the platform within the last three months.