

MyDeal.com.au Limited

Appendix 4D

Half year report

1. COMPANY DETAILS:

Name of entity:	MyDeal.com.au Limited
ABN:	60 640 108 130
Reporting period:	For the half-year ended 31 December 2021
Previous period:	For the half-year ended 31 December 2020

2. RESULTS FOR ANNOUNCEMENT TO THE MARKET

	31 December 2021 \$'000	31 December 2020 \$'000	Change increase/ (decrease) \$'000	Change Increase/ (decrease) %
Gross Sales*	152,568,050	126,745,193	25,822,857	20%
Revenues from ordinary activities	32,895,659	21,206,021	11,689,638	55%
EBITDA**	(6,097,512)	(1,399,465)	(4,680,047)	(334%)
Adjusted EBITDA***	(5,247,765)	(997,238)	(4,250,527)	(426%)
BAU EBITDA****	(2,859,110)	(997,238)	(1,861,872)	(187%)
Loss before tax	(6,868,780)	(1,756,217)	(5,112,563)	(291%)
Loss after tax attributable to members	(6,868,780)	(2,306,337)	(4,562,443)	(198%)

* Gross Sales is a financial measure which is not prescribed by Australian Accounting Standards ('AAS') and represents the total value of transactions processed by MyDeal (including marketplace and private label), on a cash basis, before deducting refunds, chargebacks, discounts and coupons, but after deducting GST.

** EBITDA is a financial measure which is not prescribed by AAS and represents the profit under AAS adjusted for depreciation, amortisation, interest and tax.

*** Adjusted EBITDA is EBITDA adjusted to exclude share-based payments and transaction costs associated with the Group's IPO.

**** BAU EBITDA is earnings before interest, tax, depreciation and amortisation, non-recurring transaction cost associated with company's IPO, share based payment and specific investment in growth related initiative.

The Directors consider that these metrics are useful in gaining an understanding of the performance of the Group, consistent with internal reporting.

Dividends

There were no dividends paid, recommended, or declared during the current financial period.

Further information on the 'Review of operations' is detailed in the Directors' report which is part of the Interim Report.

3. NET TANGIBLE ASSETS

	31 December 2021 (cents)	31 December 2020 (cents)
Net tangible assets per ordinary security	8.51	12.92

4. CONTROL GAINED OR LOST OVER ENTITIES

Not applicable.

MyDeal.com.au Limited

Appendix 4D

continued

5. DIVIDENDS

Current period

There were no dividends paid, recommended or declared during the current financial period.

Previous period

There were no dividends paid, recommended or declared during the previous financial period.

6. DIVIDEND REINVESTMENT PLANS

Not applicable.

7. DETAILS OF ASSOCIATES AND JOINT VENTURE ENTITIES

Not applicable.

8. FOREIGN ENTITIES

Details of origin of accounting standards used in compiling the report.

Not applicable.

9. AUDIT QUALIFICATION OR REVIEW

Details of audit/review dispute or qualification (if any):

The financial statements were subject to a review by the auditors and is not subject to a modified conclusion or emphasis of matter paragraph. The review report is attached as part of the Interim Report.

10. ATTACHMENTS

Details of attachments (if any):

The Interim Report of MyDeal.com.au Ltd for the half year ended 31 December 2021 is attached.

11. SIGNED

Details of attachments (if any):

Signed on behalf of the Directors.



Paul Greenberg

Chairman

Date: 28 February 2022

Melbourne

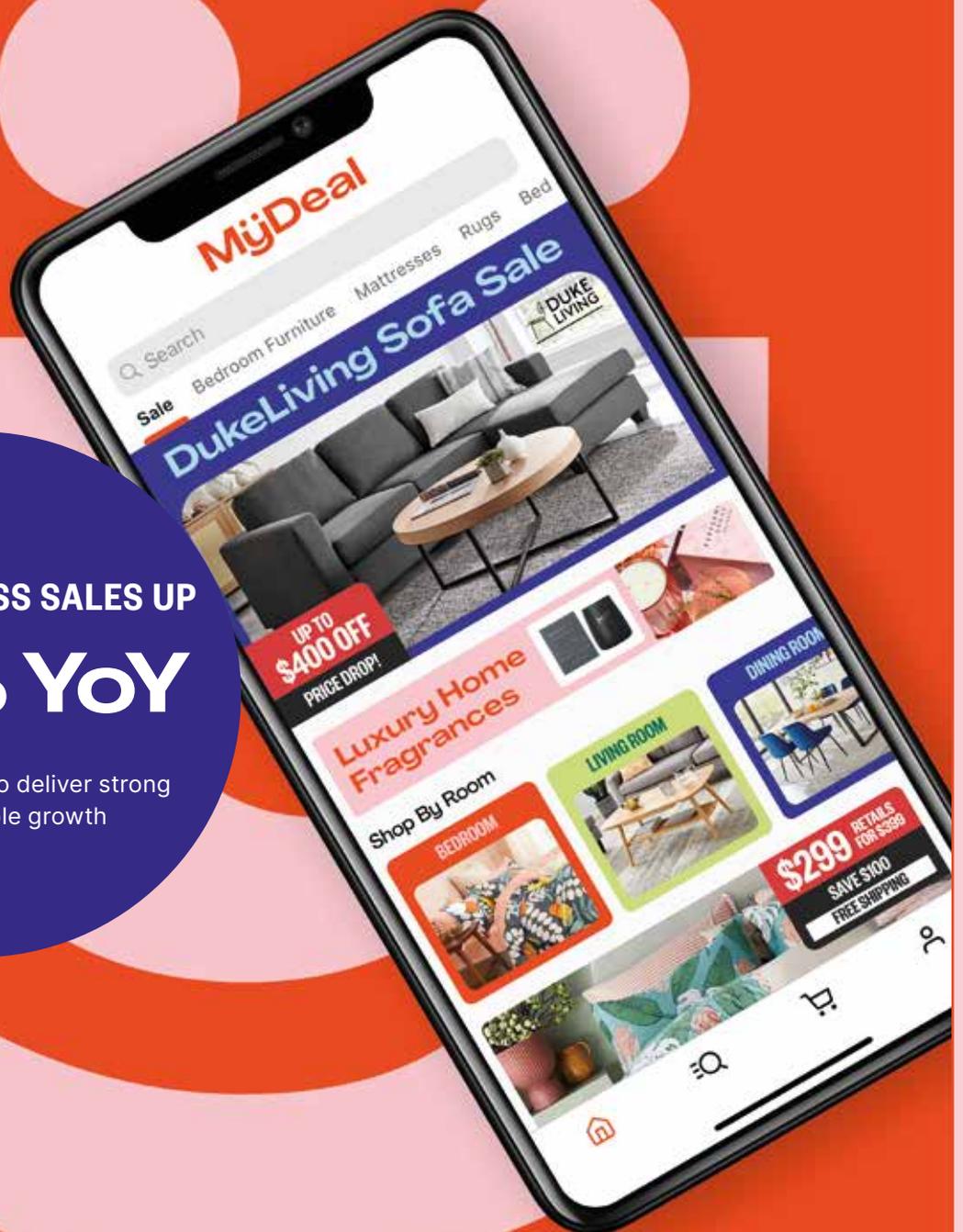
MjDeal

Half Year Financial Report 2022

For the half year ended
31 December 2021

IN-STOCK GROSS SALES UP
267% YoY

MyDeal continues to deliver strong
and sustainable growth



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H1 FY22 HIGHLIGHTS

Another record year for MyDeal.
Execution of key initiatives driving record results.



\$152.6M

Gross Sales
YoY growth

↑20.4%



963K

Active customers
YoY growth

↑18.4%



\$32.9M

Revenue
YoY growth

↑55.1%



\$253

**Gross Sales
per Active customer¹**
YoY growth

↑8.3%



\$22.7M

Gross Profit
YoY growth

↑19.9%



9.5%

**Advertising % of
NTV (excl ALT)²**
YoY growth

↓2.2pts

1. "Gross Sales per Active Customer" is calculated as Gross Sales for the relevant period divided by the number of Active Customers as at the end of the relevant period.

2. Excludes above the line ("ATL") brand investment.

Director's Report

The directors present this report together with the condensed financial report of the consolidated entity consisting of MyDeal.com.au Limited ("the Company") and its controlled entities ("the Group"), for the half year ended 31 December 2021 and independent review report thereon.

DIRECTORS

The names of the directors of the Company in office at any time during or since the end of the half year are:

Paul Greenberg – Chairman (appointed 10 August 2020)
Sean Senvirtne – CEO and Managing Director (appointed 2 April 2020)
James Joughin – (appointed 10 August 2020)
Christopher Tait – (appointed 10 August 2020)

The directors have been in office since the start of the financial period to the date of this report unless otherwise stated.

PRINCIPAL ACTIVITIES

The principal activity of the group during the period was the operation of an online retail marketplace.

No significant change in the nature of these activities occurred during the year.

REVIEW OF OPERATIONS

MyDeal.com.au Limited ("MyDeal.com.au") has delivered record Gross Sales¹ of \$152.6 million (1HFY21: \$126.7m), Net transaction value ("NTV") of \$143.2 million (1HFY21: 118.7 million) and Gross Profit of \$22.7 million (1HFY21: \$18.9m) for the half-year ended 31 December 2021 representing growth over the prior corresponding period of 20.4%, 20.6% and 19.9% respectively.

The Group recorded negative EBITDA of \$6.1 million in 1HFY22 (1HFY21: \$1.4 million) due to investment of IPO proceeds to drive long term growth including \$1.9 million in above the line 'ATL' brand activity² and \$0.5 million in a new marketplace offering.

Adjusted EBITDA, which excludes the impact of share-based payments of \$0.8 million was negative \$5.3 million and excluding the specific growth investments outlined above business as usual 'BAU' EBITDA was negative \$2.9 million.

MyDeal.com.au recorded a statutory loss before tax attributable to members of the Group of \$6.9 million (1HFY21: loss before tax \$1.8 million) and statutory loss after tax attributable to members of the Group of \$6.9 million (1HFY21: loss after tax \$2.3 million).

The key drivers of performance in the half-year to 31 December 2021 were:

- Gross Sales: the increase in Gross Sales was driven by continued growth in the Groups' active customer³ base which reached 963,882 at 31 December 2021, representing growth of 18.4% year on year. Additionally, orders from returning customers increased to 60.1% up from 52.7% from the same time last year.
- Gross profit: Gross profit as a percentage of net transaction value (NTV) was relatively stable during the period at 15.8% (15.9% at December 2020) after including the recognition of cost of sales relating to the in-stock range.
- In-stock⁴: The Group is executing on its strategy to increase in-stock as a percentage of Gross Sales (Q2 FY22 11.9%) supported by investment in inventory during the period of \$6.0 million. The Group remains very excited about the growth and margin expansion opportunities this product range represents.

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

2 Above the line marketing represents total marketing expense excluding digital performance marketing. E.g. TV, Radio, Billboard.

3 An "Active Customer" is a customer that has made a purchase in the last twelve months.

4 In-stock refers to the MYD segment which comprises the private label and 3rd Party Brands ranges. Refer segment note 2 for further information.

- Operating costs: Operating costs increased during the period driven by investment of IPO proceeds to drive long term growth including \$1.9 million in above the line brand activity and \$0.5m in a new marketplace offering. Advertising expenses increased in dollar terms by \$1.6 million year on year to \$15.5 million however advertising efficiency improved with overall ROAS⁵ increasing from 9.1x to 9.9x during the year or 11.3x excluding the \$1.9 million investment in above the line brand activity. Employee benefits expense increased \$3.1 million (\$2.3 million excluding share based payments) reflecting investment in headcount with total employees increasing from 61 to 85 during the period. Other costs also increased following the company's investment in offshore customer service and administrative support. Fixed costs⁶ as a percentage of NTV increased from 3.1% to 5.4% (5.1% excluding investment in new marketplace technology).
- From a balance sheet perspective, the Group has a cash balance of \$40.2 million at 31 December 2021.

SIGNIFICANT CHANGES IN THE STATE OF AFFAIRS

There were no significant changes in the group's state of affairs that occurred during the financial period, other than those referred to elsewhere in this report.

OUTLOOK

MyDeal.com.au maintains a positive Gross Sales outlook for the balance of H2 FY22, with delivered margins to be dependent on business mix.

In line with the company's aspiration of achieving \$500 million Gross Sales in 3 years MyDeal.com.au will remain focused on customer acquisition, expanding its in-stock business and continued investment in talent, technology and innovation to build a sustainable position.

SUBSEQUENT EVENTS

No matters or circumstances have occurred subsequent to period end that have significantly affected, or may significantly affect, the operations of the Group, the results of those operations or the state of affairs of the Group in subsequent financial years.

AUDITOR'S INDEPENDENCE DECLARATION

A copy of the auditor's independence declaration as required under section 307C of the *Corporation Act 2001* in relation to the review for the half-year is provided with this report. This report is made in accordance with a resolution of directors, pursuant to section 306(3)(a) of the *Corporations Act 2001*.

Signed on behalf of the Directors.



Paul Greenberg
Chairman

Date: 28 February 2022
Melbourne

⁵ Overall ROAS calculated as Gross Sales divided by advertising expense.

⁶ Fixed costs include all costs excluding distribution, marketing, merchant fees, finance costs, tax and IPO transaction costs.

Director's Report

continued

NON-IFRS MEASURES

Throughout this report, MyDeal.com.au has included certain non-IFRS financial information, including Gross Sales, Net Transaction Value, EBITDA, adjusted EBITDA and BAU EBITDA. MyDeal.com.au believes that these non-IFRS measures provide useful information to recipients for measuring the underlying operating performance of MyDeal.com.au's business. Non-IFRS measures have not been subject to audit, or review.

The table below provides details of the non-IFRS measures used in this report.

Gross Sales	Gross transaction value, on a cash basis, of products and services sold.
Net Transaction Value (NTV)	Net transaction value represents Gross Sales after deducting refunds, chargebacks, discounts and coupons.
EBITDA	Earnings before interest, tax, depreciation and amortisation.
Adjusted EBITDA	Earnings before interest, tax, depreciation and amortisation and non-recurring transaction costs associated with the Company's IPO.
BAU EBITDA	Earnings before interest, tax depreciation and amortisation, non-recurring transaction costs associated with the Company's IPO, share based payment and specific investment in growth related initiatives.

Condensed Consolidated Statement of Profit or Loss and Other Comprehensive Income

For the half year ended 31 December 2021

	Note	31 Dec 2021 \$	31 Dec 2020 \$
Revenue and other income			
Revenue from contracts with customers	4	32,895,659	21,206,021
Cost of sales	5	(10,236,925)	(2,307,330)
Gross profit		22,658,734	18,898,691
Other revenue	6	7,056	485,264
Less: expenses			
Advertising expense		(15,480,931)	(13,891,264)
Depreciation and amortisation expense		(772,536)	(252,419)
Distribution expense		(3,221,539)	(1,198,611)
Employee benefits expense		(5,159,500)	(2,016,276)
Finance costs		(16,732)	(104,333)
Merchant fees		(2,247,141)	(1,832,038)
Occupancy expense		(59,292)	(41,868)
Professional fees		(770,242)	(327,804)
Software expenses		(1,413,371)	(979,896)
Other expenses		(393,286)	(495,663)
		(29,534,570)	(21,140,172)
Loss before income tax expense		(6,868,780)	(1,756,217)
Income tax benefit	7	–	(550,120)
Loss from continuing operations		(6,868,780)	(2,306,337)
Other comprehensive income for the year		–	–
Total comprehensive income		(6,868,780)	(2,306,337)
Loss per share for profit/(loss) from continuing operations attributable to equity holders of the parent entity:			
Basic earnings per share	14	(0.027)	(0.011)
Diluted earnings per share	14	(0.027)	(0.011)

The accompanying notes form part of these financial statements.

Condensed Consolidated Statement of Financial Position

As at 31 December 2021

	Note	31 Dec 2021 \$	30 June 2021 \$
Current assets			
Cash and cash equivalents		40,173,747	42,674,560
Receivables	8	471,315	351,967
Inventories	9	11,314,851	5,326,581
Other assets		1,990,860	922,099
Total current assets		53,950,773	49,275,207
Non current assets			
Intangible assets	10	2,755,613	1,952,469
Lease assets	11	674,829	124,053
Property, plant and equipment		725,136	261,222
Total non current assets		4,155,578	2,337,744
Total assets		58,106,351	51,612,951
Current liabilities			
Payables	12	29,430,972	19,083,329
Lease liabilities	11	81,466	154,489
Provisions		729,523	554,092
Other liabilities	13	2,321,463	925,106
Total current liabilities		32,563,424	20,717,016
Non current liabilities			
Lease liabilities	11	671,666	–
Provisions		79,736	67,377
Total non current liabilities		751,402	67,377
Total liabilities		33,314,826	20,784,393
Net assets		24,791,525	30,828,558
Equity			
Contributed capital	14	40,771,727	40,771,727
Reserves		836,284	4,537
Accumulated losses		(16,816,486)	(9,947,706)
Total equity		24,791,525	30,828,558

The accompanying notes form part of these financial statements.

Condensed Consolidated Statement of Changes In Equity

For the half year ended 31 December 2021

	Contributed equity \$	Reserves \$	Accumulated loss \$	Total equity \$
Balance as at 1 July 2020	5,150,102	–	(4,092,377)	1,057,725
Loss for the half year	–	–	(2,306,337)	(2,306,337)
Total comprehensive income for the half year	–	–	(2,306,337)	(2,306,337)
Contributions of equity, net of transaction costs	35,733,425	–	–	35,733,425
Balance as at 31 December 2020	40,883,527	–	(6,398,714)	34,484,813
Balance as at 1 July 2021	40,771,727	4,537	(9,947,706)	30,828,558
Employee Share Ownership Plan	–	831,747	–	831,747
Loss for the half year	–	–	(6,868,780)	(6,868,780)
Total comprehensive income for the half year	–	831,747	(6,868,780)	(6,037,033)
Balance as at 31 December 2021	40,771,727	836,284	(16,816,486)	24,791,525

The accompanying notes form part of these financial statements.

Condensed Consolidated Statement of Cash Flows

For the half year ended 31 December 2021

	31 Dec 2021 \$	31 Dec 2020 \$
Cash flow from operating activities		
Receipts from customers	160,699,467	134,712,827
Payments to suppliers and employees	(161,214,064)	(134,809,254)
Interest received	26,325	6,047
Interest paid	(15)	(14,841)
Net cash provided used in operating activities	(488,287)	(105,221)
Cash flow from investing activities		
Payment for property, plant and equipment	(571,196)	(54,970)
Payment for intangibles	(1,378,095)	(977,897)
Net cash used in investing activities	(1,949,291)	(1,032,867)
Cash flow from financing activities		
Proceeds from share issue	–	32,568,611
Repayment of lease principal	(46,518)	–
Repayment of lease interest	(16,717)	(77,394)
Net cash provided by/(used in) financing activities	(63,235)	32,491,217
Reconciliation of cash		
Cash at beginning of the financial year ¹	42,674,560	16,796,288
Net increase /(decrease) in cash held	(2,500,813)	31,353,129
Cash at end of financial year	40,173,747	48,149,417

¹ Cash at beginning of the financial year include cash and cash equivalents net of short term borrowings.

Notes to Financial Statements

For the half year ended 31 December 2021

NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

The financial report is a general purpose financial report that has been prepared in accordance with Australian Accounting Standards, Interpretations and other applicable authoritative pronouncements of the Australian Accounting Standards Board.

This condensed consolidated half year financial report covers the Company and its consolidated entities. MyDeal.com.au Limited is a group limited by shares, incorporated and domiciled in Australia. MyDeal.com.au Limited is a for profit entity or the purpose of preparing the financial statements.

The financial report was approved by the directors as at the date of the director's report.

(a) Basis of preparation of the half year financial report

This condensed consolidated half year financial report has been prepared in accordance with Australian Accounting Standard AASB 134 *Interim Financial Reporting*, as appropriate for for-profit entities. Compliance with AASB 134, as appropriate for for-profit entities, ensures compliance with International Financial Reporting Standard IAS 34 *Interim Financial Reporting*.

The Group has applied all new and revised Australian Accounting Standards that apply to annual reporting periods beginning on or after 1 July 2021. The application of new and revised Australian Accounting Standards did not have a material impact on the financial statements.

Historical Cost Convention

The financial report has been prepared under the historical cost convention, as modified by revaluations to fair value for certain classes of assets and liabilities as described in the accounting policies.

(b) Comparatives

Where necessary, comparative information has been reclassified and repositioned for consistency with current half-year disclosures.

Notes to Financial Statements

continued

NOTE 2: SEGMENT REPORTING

(a) Description of segments

The Group has identified the following reportable segments:

- Marketplace which relates to the sale of home and lifestyle products by third party sellers who remain responsible for inventory and distribution.
- In-stock which relates to the sale of home and lifestyle products where MyDeal.com.au remains responsible for inventory and distribution.

All these operating segments have been identified based on internal reports reviewed by the group's chief executive officer in order to allocate resources to the segment and assess its performance.

(b) Segment information

The Group's chief decision-making officer uses segment revenue, segment gross profit to assess each operating segment's financial performance. Amounts reported for each operating segment are the same amount reported in the internal reports to the chief executive officer.

Amounts of segment information are measured in the same way in the financial statements. They include items directly attributable to the segment and those that can reasonably be allocated to the segment based on the operations of the segment.

Segment information is reconciled to financial statements and underlying profit disclosure notes if provided elsewhere where these amounts differ.

Reportable Segment 31 December 2021	Marketplace \$	In-Stock \$	Unallocated \$	Consolidated \$
Revenue from contracts with customers	17,832,065	15,063,594	–	32,895,659
COGS	–	(10,236,925)	–	(10,236,925)
Gross profit	17,832,065	4,826,669	–	22,658,734
Other revenue	–	–	7,056	7,056
Unallocated Expenses	–	–	(29,534,570)	(29,534,570)
Profit/(Loss) before income tax expense	17,832,065	4,826,669	(29,527,514)	(6,868,780)
Income tax (expense)/benefit	–	–	–	–
Net profit/(loss) from continuing operations	17,832,065	4,826,669	(29,527,514)	(6,868,780)
Other comprehensive income for the year	–	–	–	–
Total comprehensive income	17,832,065	4,826,669	(29,527,514)	(6,868,780)
EBITDA	17,832,065	4,826,669	(28,738,246)	(6,079,512)

Reportable Segment 31 December 2020	Marketplace \$	In-Stock \$	Unallocated \$	Consolidated \$
Revenue from contracts with customers	17,110,612	4,095,409	–	21,206,021
COGS	–	(2,307,330)	–	(2,307,330)
Gross profit	17,110,612	1,788,079	–	18,898,691
Other revenue	280,920	204,297	47	485,264
Unallocated Expenses	–	–	(21,140,172)	(21,140,172)
Profit/(Loss) before income tax expense	17,391,532	1,992,376	(21,140,125)	(1,756,217)
Income tax (expense)/benefit			(550,120)	(550,120)
Net profit/(loss) from continuing operations	17,391,532	1,992,376	(21,690,245)	(2,306,337)
Other comprehensive income for the year	–	–	–	–
Total comprehensive income	17,391,532	1,992,376	(21,690,245)	(2,306,337)
EBITDA	17,391,532	1,992,376	(20,783,373)	(1,399,465)

NOTE 3: OPERATING LOSS

Loss for the half year includes the following items that are unusual because of their nature, size or incidence.

	31 Dec 2021 \$	31 Dec 2020 \$
Expenses:		
Transaction Costs	–	402,227
	–	402,227

The Group recognised transaction costs with respect to the \$40m initial public offer and listing on the ASX on 22 October 2020.

Notes to Financial Statements

continued

NOTE 4: REVENUE FROM CONTRACTS WITH CUSTOMERS

	31 Dec 2021 \$	31 Dec 2020 \$
Revenue from contracts with customers		
Revenue recognised at a point time:		
Sales commission	16,895,015	15,964,165
Private label revenue	15,063,594	4,070,234
	31,958,609	20,034,399
Revenue recognised over time:		
Advertising income	603,868	1,019,223
Subscription fee income	333,182	152,399
	937,050	1,171,622
	32,895,659	21,206,021

NOTE 5: COST OF GOODS SOLD

	31 Dec 2021 \$	31 Dec 2020 \$
Cost of goods sold	(10,236,925)	(2,307,330)
	(10,236,925)	(2,307,330)

NOTE 6: OTHER REVENUE AND OTHER INCOME

	31 Dec 2021 \$	31 Dec 2020 \$
Other revenue		
Interest income	26,325	6,047
App Support	50,000	–
Research and development tax incentive	–	198,000
COVID 19 – cash flow boost	–	50,000
Foreign exchange gain/(loss)	(69,269)	211,628
Sales of assets	–	19,589
	7,056	485,264

NOTE 7: INCOME TAX

	31 Dec 2021 \$	31 Dec 2020 \$
(a) Components of tax expense		
Current tax	–	–
Deferred tax	–	550,120
	–	550,120
(b) Income tax reconciliation		
The prima facie tax payable on profit before income tax is reconciled to the income tax expense as follows:		
Prima facie income tax payable on profit before income tax at 30.0% (31 Dec 2020: 26.0%)	(2,060,634)	(456,617)
Add tax effect of:		
– Other non allowable items	272,346	34,418
– Research and development expenditure	–	1,468
– Deferred tax assets previously recognised, derecognised	–	550,120
– Deferred tax assets not recognised	1,797,814	493,790
	2,070,161	1,079,796
Less tax effect of:		
– Non assessable income	–	13,000
– Research and development tax incentive	9,527	51,480
– Other differences	–	8,579
	9,527	73,059
Income tax expense attributable to profit/(loss)	–	550,120
	31 Dec 2021 \$	30 Jun 2021 \$
Deferred tax assets		
Net deferred tax assets/(liabilities)	–	–
(d) Deferred tax assets not brought to account		
Temporary differences	604,964	516,758
Tax losses	4,205,681	2,105,868
	4,810,645	2,622,626

Notes to Financial Statements

continued

NOTE 8: RECEIVABLES

CURRENT

	31 Dec 2021 \$	30 Jun 2021 \$
Receivables from contracts with customers	474,258	411,841
Allowance for credit losses	(2,943)	(66,342)
	471,315	345,499
Other receivables	–	6,468
	–	6,468
	471,315	351,967

NOTE 9: INVENTORIES

	31 Dec 2021 \$	30 Jun 2021 \$
Finished goods at cost	9,496,845	4,490,004
Stock in transit at cost	1,868,271	836,577
Provision for obsolescence	(50,265)	–
	11,314,851	5,326,581

NOTE 10: INTANGIBLE ASSETS

Changes to the carrying amounts of the Group's intangible assets resulted primarily from the capitalisation of internal software development expenditure and acquisition of customer lists.

	31 Dec 2021 \$	30 Jun 2021 \$
Customer lists and contracts	1,309,121	949,026
Less: Accumulated amortisation	(718,413)	(405,577)
	590,708	543,449
Internally generated software	1,900,433	1,077,355
Less: Accumulated amortisation	(173,932)	(75,800)
	1,726,501	1,001,555
Computer software at cost	855,039	660,117
Less: Accumulated amortisation	(416,635)	(252,652)
	438,404	407,465
Net book amount	2,755,613	1,952,469

Reconciliations of the carrying amounts at the beginning and end of the half-year ending 31 December 2021 are provided below.

	Customer lists and contracts \$'000	Internally generated software \$'000	Computer software at cost \$'000	Total \$'000
Balance at 1 July 2021	543,449	1,001,555	407,465	1,952,469
Additions	360,095	823,078	194,922	1,378,095
Amortisation expense	(312,836)	(98,132)	(163,983)	(574,951)
Balance at 31 December 2021	590,708	1,726,501	438,404	2,755,613

Notes to Financial Statements

continued

NOTE 11: LEASE ASSETS AND LEASE LIABILITIES

Lease arrangements

The following information is presented in accordance with AASB 16 *Leases*.

	31 Dec 2021 \$	30 Jun 2021 \$
(a) Lease assets		
Buildings under lease		
At cost	783,674	437,446
Accumulated depreciation	(108,845)	(313,393)
	674,829	124,053
Reconciliations		
Reconciliation of the carry amount of lease assets at the beginning and end of the financial year:		
Buildings under lease		
Opening balance	124,053	280,749
Addition	783,674	–
Depreciation	(232,898)	(156,696)
Closing carrying amount	674,829	124,053
(b) Lease liabilities		
CURRENT		
Lease liabilities	81,466	154,489
NON CURRENT		
Lease liabilities	671,666	–
Total carrying amount of lease liabilities	753,132	154,489

NOTE 12: PAYABLES

	31 Dec 2021 \$	30 Jun 2021 \$
CURRENT		
Trade creditors	29,037,598	18,150,766
Sundry creditors and accruals	393,374	932,563
	<hr/> 29,430,972	<hr/> 19,083,329

NOTE 13: OTHER LIABILITIES

	31 Dec 2021 \$	30 Jun 2021 \$
CURRENT		
Customer deposits and income in advance	2,321,463	925,106

NOTE: 14 ISSUED CAPITAL

a. Ordinary Shares

	31 Dec 2021 \$	30 Jun 2021 \$	31 Dec 2021 No.	30 Jun 2021 No.
Fully paid ordinary shares	40,771,727	40,771,727	258,827,306	258,827,306

Earnings per share have been calculated using weighted average shares of 258,827,306 and no dilution has been recognised as losses cannot be diluted under AASB 133 *Earnings Per Share*.

Notes to Financial Statements

continued

NOTE 15: SHARE BASED PAYMENTS

(a) Employee option plan

During the period ended 31 December 2021, the Group issued options to Directors, the leadership team and key team members, under the Group's Equity Incentive Plan.

The Equity Incentive Plan has been designed to align the interests of key personnel with those of the Group and its shareholders, with the objective of attracting, motivating and retaining key talent within the Group.

Details of the options granted are provided below:

2021									
Grant date	Expiry date	Exercise price	Balance at beginning of the year	Granted during the year	Exercised during the year	Expired during the year	Balance at the end of the year	Exercisable at the end of the year	Fair Value of options granted
23/12/2021	31/07/2029	0.64	–	1,231,410	–	–	1,231,410	–	437,151
				1,231,410			1,231,410		437,151

Fair Value of options granted:

The fair value of the options at grant date was \$437,151. Fair value was determined using Monte Carlo as appropriate, taking into account the terms and conditions upon which the instruments were granted. The following inputs were utilized:

Exercise price(s): 1,231,140 options at \$0.64.

Grant Date: 23 December 2021.

Expiry Date(s): 1,231,140 options at 31 July 2029.

Share price at Grant date: \$0.76.

Expected price volatility: 61.1%.

Expected dividend yield: N/A.

Risk free rate(s): 1,231,140 options at 3 year Government Bond Rate 0.569%.

Market conditions: 1,231,140 options are subject to the extent that the Relative Total Shareholder Return ('Relative TSR') performance hurdle is satisfied.

NOTE 16: EVENTS SUBSEQUENT TO REPORTING DATE

There has been no matter or circumstance, which has arisen since 31 December 2021 that has significantly affected or may significantly affect:

- the operations, in financial years subsequent to 31 December 2021, of the group, or
- the results of those operations, or
- the state of affairs, in financial years subsequent to 31 December 2021, of the group.

Director's Declaration

The director of the company declares that:

1. The financial statements and notes, as set out on pages 5 – 18 presents fairly the group's financial position as at 31 December 2021 and performance for the half year ended on that date of the group in accordance with Accounting Standards in Australia and other mandatory professional reporting requirements in Australia.
2. In the director's opinion there are reasonable grounds to believe that the group will be able to pay its debts as and when they become due and payable.
3. As stated in note 1, the financial statements also comply with *International Financial Reporting Standards*.

This declaration is made in accordance with a resolution of the Board of Directors.

Director:

A handwritten signature in black ink, appearing to read 'Paul Greenberg', written in a cursive style.

Paul Greenberg
Chairman

Date: 28 February 2022

Auditor's Independence Declaration

MYDEAL.COM.AU LIMITED AND CONTROLLED ENTITIES
ABN: 60 640 108 130



AUDITOR'S INDEPENDENCE DECLARATION TO THE MEMBERS OF MYDEAL.COM.AU AND CONTROLLED ENTITIES

In relation to the independent auditor's review for the half-year ended 31 December 2021, to the best of my knowledge and belief there have been:

- (i) no contraventions of the auditor independence requirements of the *Corporations Act 2001*; and
- (ii) no contraventions of APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)*.

This declaration is in respect of MyDeal.com.au Limited and the entities it controlled during the period.

A handwritten signature in black ink, appearing to read "B Powers".

B POWERS
Partner

28 February 2022

A handwritten signature in black ink, appearing to read "Pitcher Partners".

PITCHER PARTNERS
Melbourne

Pitcher Partners. An independent Victorian Partnership ABN 27 975 255 196. Level 13, 664 Collins Street, Docklands, VIC 3008
Pitcher Partners is an association of independent firms. Liability limited by a scheme approved under Professional Standards Legislation.
Pitcher Partners is a member of the global network of Baker Tilly International Limited, the members of which are separate and independent legal entities

Adelaide Brisbane Melbourne Newcastle Sydney Perth

pitcher.com.au

Independent Auditor's Review

MYDEAL.COM.AU LTD AND CONTROLLED ENTITIES
ABN: 60 640 108 130



INDEPENDENT AUDITORS REVIEW REPORT TO THE MEMBERS OF MYDEAL.COM.AU AND CONTROLLED ENTITIES

Report on the Half-Year Financial Report

Conclusion

We have reviewed the half-year financial report of MyDeal.com.au Limited, "the Company" and its controlled entities "the Group", which comprises the condensed consolidated statement of financial position as at 31 December 2021, the condensed consolidated statement of comprehensive income, condensed consolidated statement of changes in equity and condensed consolidated statement of cash flows for the half-year ended on that date, a summary of significant accounting policies and other explanatory information, and the directors' declaration.

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the accompanying half-year financial report of MyDeal.com.au Limited does not comply with the *Corporations Act 2001* including:

- (a) giving a true and fair view of MyDeal.com.au Limited's financial position as at 31 December 2021 and of its performance for the half-year ended on that date; and
- (b) complying with Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001*.

Basis for Conclusion

We conducted our review in accordance with ASRE 2410 *Review of a Financial Report Performed by the Independent Auditor of the Entity*. Our responsibilities are further described in the *Auditor's Responsibilities for the Review of the Financial Report* section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the annual financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001* which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's review report.

Responsibility of the Directors for the Financial Report

The directors of MyDeal.com.au Limited are responsible for the preparation of the half-year financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the half-year financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility for the Review of the Financial Report

Our responsibility is to express a conclusion on the half-year financial report based on our review. ASRE 2410 requires us to conclude whether we have become aware of any matter that makes us believe that the half-year financial report is not in accordance with the *Corporations Act 2001* including giving a true and fair view of the Group's financial position as at 31 December 2021 and its performance for the half-year ended on that date, and complying with Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001*.

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Independent Auditor's Review

continued

MYDEAL.COM.AU LTD AND CONTROLLED ENTITIES
ABN: 60 640 108 130



INDEPENDENT AUDITORS REVIEW REPORT TO THE MEMBERS OF MYDEAL.COM.AU AND CONTROLLED ENTITIES

Auditor's Responsibility for the Review of the Financial Report (continued)

A review of a half-year financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

A handwritten signature in black ink, appearing to read "B Powers".

B POWERS
Partner

A handwritten signature in black ink, appearing to read "Pitcher Partners".

PITCHER PARTNERS
Melbourne

28 February 2022

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Corporate Directory

COMPANY

MyDeal.com.au Limited

Level 1
446 Collins Street
Melbourne VIC 3000

Phone (+61) 3 9999 1091
Email ir@mydeal.com.au
Web www.mydeal.com.au

DIRECTORS

Paul Greenberg
Non-Executive Chairman

Sean Senvirtne
Chief Executive Officer and Executive Director

Chris Tait
Non-Executive Director

James Joughin
Non-Executive Director

REGISTERED OFFICE

Level 1
446 Collins Street
Melbourne VIC 3000

STOCK EXCHANGE LISTING

MyDeal.com.au Limited (MYD)
shares are listed on the ASX

AUDITORS

Pitcher Partners
Level 13
664 Collins Street
Docklands VIC 3008

COMPANY SECRETARY

Vanessa Chidrawi

REGISTRY

Boardroom Pty Limited
Grosvenor Place
Level 12, 225 George Street
Sydney NSW 2000

MEDIA ENQUIRIES

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