

12 July 2022

## ASX and Media Release

### Q4 FY22 Activities Report and Appendix 4C<sup>1</sup>

#### MYDEAL BEATS FY22 GUIDANCE WITH RECORD Q4 AND FULL YEAR RESULT

##### FY22 Highlights:

- Record Gross Sales<sup>2</sup> of \$272.2 million, ahead of guidance and up 24.8% on pcp
- Record Active Customers<sup>3</sup>, up 17.6% on pcp to 1,051,701
- Record Revenue of \$65.4 million, ahead of guidance and up 70.9% on pcp
- In-stock Gross Sales of \$35.0 million, up 296.8% on pcp
- Strong cash balance of \$32.4 million as at 30 June 2022

##### Q4 FY22 Highlights:

- Gross Sales of \$59.2 million, up 27.0% on pcp
- Revenue of \$16.5 million, up 89.0% on pcp
- Continued growth in transactions from returning customers, accounting for 64.6% of all transactions (Q4 FY21: 59.4%)
- In-stock Gross Sales of \$10.1 million, up 343.2% on pcp
- Implementation of Scheme Implementation Agreement with Woolworths Group Limited on track

Leading online retail marketplace for home and lifestyle products, MyDeal.com.au Limited (**ASX: MYD**, 'MyDeal' or the 'Company'), is pleased to provide an update on its activities for the quarter ended 30 June 2022 ("Q4 FY22").

Commenting on the results, MyDeal CEO, Sean Senvirtne said:

"MyDeal delivered another strong quarter to achieve FY22 Gross Sales of \$272.2 million, which was ahead of guidance despite a more challenging retail environment. Our growth for the quarter of 27.0% was driven by a combination of the key initiatives we have invested in over the past 12 months, including in-stock, brand refresh, personalisation and the continuing adoption of the MyDeal app.

"Continued strength in customer acquisition and rising customer loyalty remain a key feature of our results. Active Customers grew 17.6% to 1,051,701 with customer acquisition supported by multi-channel brand campaigns. In addition, 64.6% of our business now comes from repeat transactions, with customers increasingly returning to MyDeal for the great value on offer across our range of over 6 million products.

"The key event for the quarter was MyDeal entering a binding Scheme Implementation Agreement with Woolworths Group, under which it is proposed that Woolworths will acquire a controlling interest in MyDeal for an all-cash consideration of \$1.05 per share. The MyDeal Board has unanimously recommended that

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<sup>1</sup> All numbers quoted are unaudited

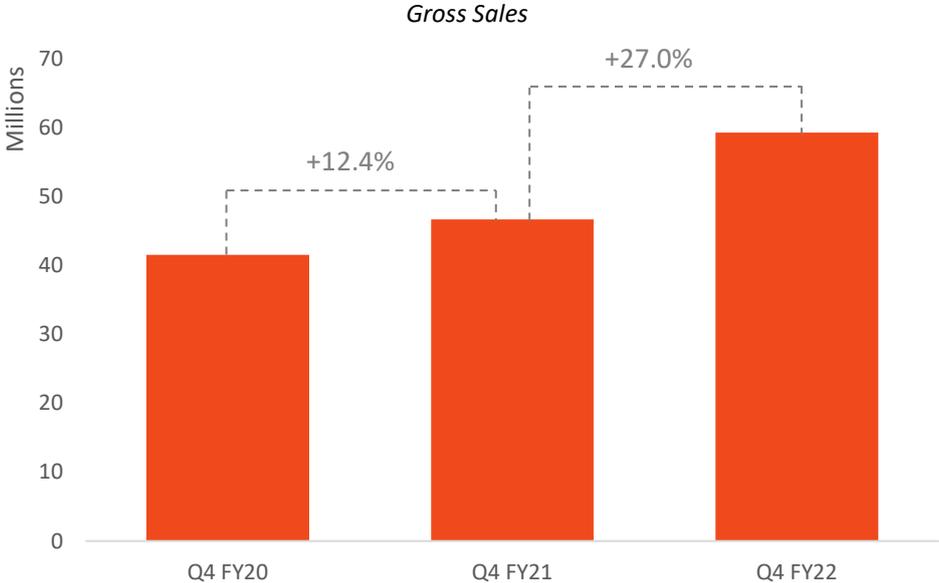
<sup>2</sup> "Gross Sales" or "Gross Transaction Value" ("GTV") is a non-IFRS metric that represents the total value (unaudited) of transactions processed by MyDeal (including marketplace and in-stock), on a cash basis, before deducting refunds, chargebacks, discounts and coupons, but after deducting GST.

<sup>3</sup> "Active Customers" are customers who have bought products through the MyDeal platform during the last 12 months.

MyDeal shareholders vote in favour of the Transaction in the absence of a superior proposal and subject to the independent expert concluding that the Scheme is in the best interests of MyDeal shareholders.”

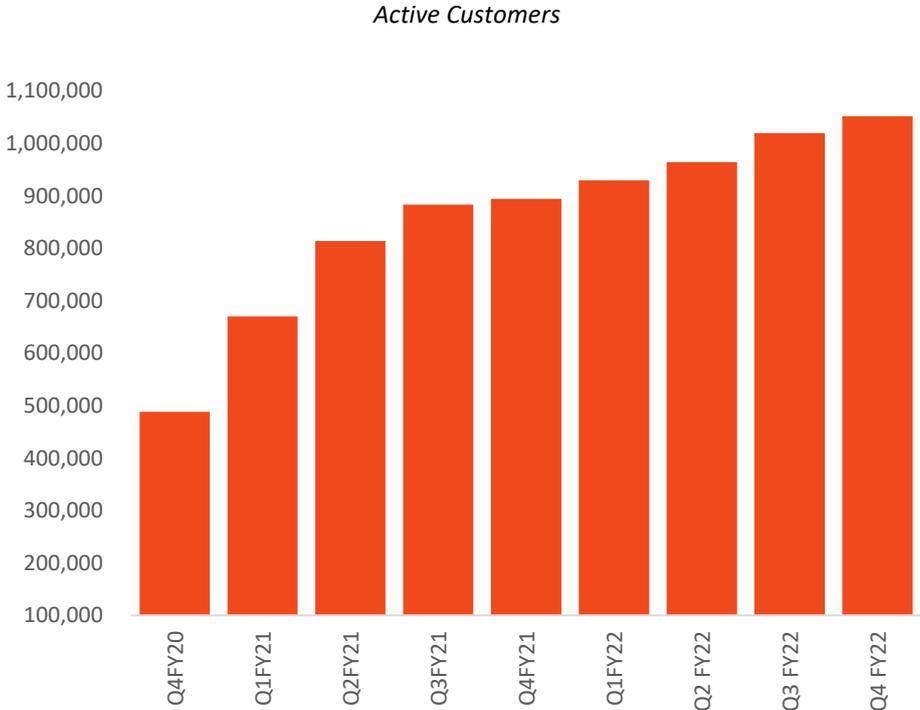
**Q4 FY22 Performance: continued growth in all key metrics**

MyDeal delivered Gross Sales of \$59.2 million for Q4 FY22, which saw 27.0% growth over Q4 FY21.



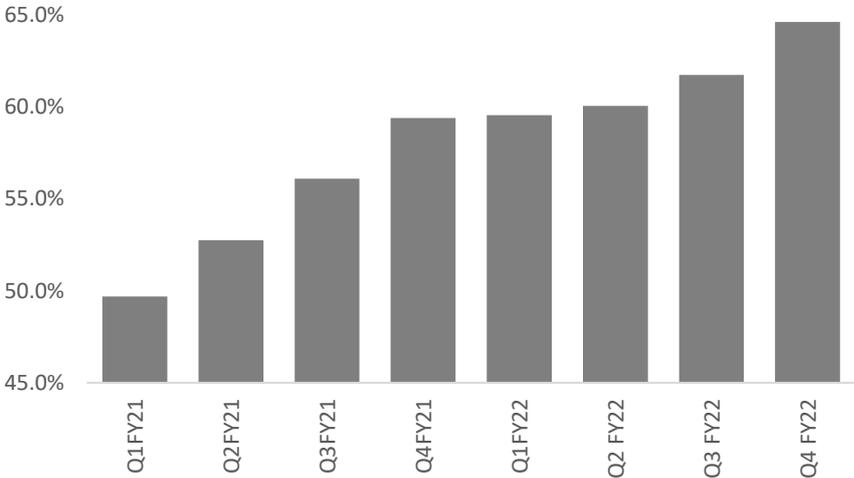
Gross Sales for FY22 were \$272.2 million, up 24.8% on pcp, and outperforming Gross Sales guidance of \$270 million.

The growth trend in Active Customers continued with 1,051,701 as at 30 June 2022, up from 894,225 as at 30 June 2021, reflecting continued strength in both customer acquisition and retention.



Leveraging its loyal customer base, MyDeal continued to make gains on repeat purchasing, with 64.6% of all transactions coming from returning customers in Q4 FY22, up significantly from 59.4% in Q4 FY21. These results are being driven by MyDeal’s personalisation and customer lifecycle marketing, and seamless user experience via MyDeal’s mobile app.

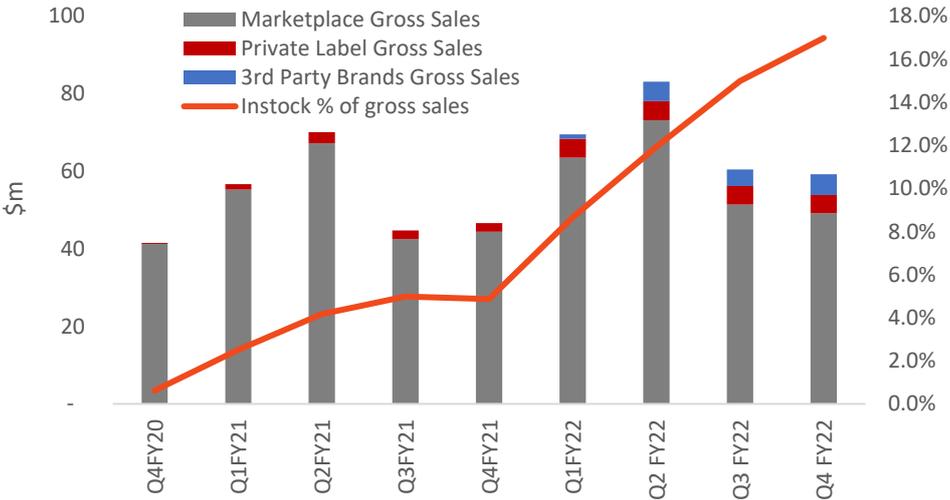
*Return Customer Orders*



Momentum continues to build in MyDeal’s In-stock business, with Private Label Gross Sales of \$4.7 million in Q4 FY22 (Q4 FY21: \$2.3 million) and Third Party Branded Gross Sales \$5.4 million for a total of \$10.1 million. For FY22, In-stock Gross Sales of \$35.0 million included \$19.3 million from Private Label (FY21: \$8.8 million) and \$15.7 million from Third Party Brands.

The Company further expanded the In-stock range in Q4 and this segment continues to present MyDeal with an opportunity to grow sales and margins.

*In-stock Gross Sales*



**Scheme Implementation Agreement with Woolworths on track**

During the quarter MyDeal entered into a binding Scheme Implementation Agreement with Woolworths Group Limited (ASX: WOW) under which it is proposed that Woolworths will acquire a controlling interest in MyDeal by way of a Scheme of Arrangement (“the Transaction” or “the Scheme”). The Scheme is progressing to plan to date.

Under the Transaction, MyDeal shareholders will receive \$1.05 per share in cash. Upon completion of the Scheme Woolworths Group will own 80.2% of the shares outstanding in MyDeal and entities associated with key management of MyDeal will retain an aggregate of 19.8% of shares outstanding.

Each member of the MyDeal Board recommends that MyDeal shareholders vote in favour of the Transaction at the shareholder meetings in the absence of a superior proposal and subject to the independent expert concluding that the Scheme is in the best interests of MyDeal shareholders.

#### Q4 FY22 Cashflow commentary

Customer receipts were \$62.4 million for the quarter, up 25.9% on pcp, driven by increased sales.

Positive operating cash of \$4.3 million for the quarter was in line with expectations with the build up of working capital in Q3 unwinding during the quarter. The company also continued its investment in line with the Company's use of funds disclosure during the quarter.

MyDeal remains well capitalised, with \$32.4 million cash at bank as at 30 June 2022.

Use of funds update from the IPO, under Listing Rule 4.7C, is as follows.

Use of Funds as per prospectus	Estimated expenditure (\$m)	Actual expenditure (\$m)	Comment
Payment to Selling Shareholders	5.00	5.00	Completed
Investment in Personnel	7.00	6.85	On Track
Advertising and branding expenditure	11.50	2.75	On Track
Inventory investment	11.25	10.78	On Track
Working capital	2.25	2.25	Completed
Costs of the Offer	3.00	3.33	Completed
<b>Total</b>	<b>40.00</b>	<b>30.96</b>	

In reference to payments to related parties (Section 6 of the attached Appendix 4C report), Item 6.1 comprises payments for directors and their associates during the fourth quarter that amounted to \$196,935 which includes director fees of \$56,683 and salaries of \$140,252.

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

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For further information, please contact:

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### About MyDeal

MyDeal is an online retail marketplace focused on home and lifestyle goods. MyDeal currently has more than 2,049 sellers (of which 1,373 are considered Active Sellers<sup>4</sup> as at 30 June 2022) 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/>

### Disclaimer

Any forward looking statements relating to targets and intentions involve known and unknown risks, uncertainties and other factors that may cause the Company's actual results, performance and achievements to differ materially from any future results, performance or achievements, expressed or implied by these forward-looking statements. Relevant factors may include, but are not limited to, supply interruptions, shipping interruptions and delivery delays, foreign exchange fluctuations and general economic conditions, increased costs, the effects of coronavirus-related restrictions, the risk and uncertainties associated with retail e-commerce and technology, political and social risks, changes to the regulatory framework within which the Company operates or may in the future operate, environmental conditions including extreme weather conditions, recruitment and retention of personnel, industrial relations issues and litigation. For further information as to the risks which may impact the Company's results and performance, please see the risk factors included in the Prospectus lodged with ASX in October 2020

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

Appendix 4C

Quarterly cash flow report for entities  
subject to Listing Rule 4.7B

**Name of entity**

MYDEAL.COM.AU LIMITED

**ABN**

60 640 108 130

**Quarter ended ("current quarter")**

30 June 2022

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (12 months) \$A'000
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	62,413	285,721
1.2 Payments for		
(a) research and development	-	-
(b) product manufacturing and operating costs	(50,482)	(250,496)
(c) advertising and marketing	(4,222)	(25,309)
(d) leased assets	(26)	(98)
(e) staff costs	(2,721)	(9,227)
(f) administration and corporate costs	(1,084)	(3,151)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	20	56
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	-	-
1.8 Other (increase in balance of inventory)	412	(3,578)
<b>1.9 Net cash from / (used in) operating activities</b>	<b>4,310</b>	<b>(6,082)</b>
<b>2. Cash flows from investing activities</b>		
2.1 Payments to acquire or for:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	(48)	(700)
(d) investments	-	-
(e) intellectual property	(1,067)	(3,362)
(f) other non-current assets	-	-

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (12 months) \$A'000
2.2	Proceeds from disposal of:		
	(g) entities	-	-
	(h) businesses	-	-
	(i) property, plant and equipment	-	-
	(j) investments	-	-
	(k) intellectual property	-	-
	(l) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>(1,115)</b>	<b>(4,062)</b>

<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	-	-
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	-	-
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	(28)	(119)
<b>3.10</b>	<b>Net cash from / (used in) financing activities</b>	<b>(28)</b>	<b>(119)</b>

<b>4.</b>	<b>Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1	Cash and cash equivalents at beginning of period	29,245	42,675
4.2	Net cash from / (used in) operating activities (item 1.9 above)	4,310	(6,082)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(1,115)	(4,062)

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (12 months) \$A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	(28)	(119)
4.5	Effect of movement in exchange rates on cash held	-	-
<b>4.6</b>	<b>Cash and cash equivalents at end of period</b>	<b>32,412</b>	<b>32,412</b>

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	30,291	27,057
5.2	Call deposits	45	45
5.3	Bank overdrafts	-	-
5.4	Other (term deposits)	2,076	2,143
<b>5.5</b>	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>32,412</b>	<b>29,245</b>

6.	Payments to related parties of the entity and their associates	Current quarter \$A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	197
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-
<p><i>Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.</i></p>		

## Quarterly cash flow report for entities subject to Listing Rule 4.7B

7. <b>Financing facilities</b> <i>Note: the term "facility" includes all forms of financing arrangements available to the entity.</i> <i>Add notes as necessary for an understanding of the sources of finance available to the entity.</i>	<b>Total facility amount at quarter end \$A'000</b>	<b>Amount drawn at quarter end \$A'000</b>
7.1 Loan facilities	-	-
7.2 Credit standby arrangements	-	-
7.3 Other (credit card)	30	-
7.4 <b>Total financing facilities</b>	<b>30</b>	-
7.5 <b>Unused financing facilities available at quarter end</b>		30
7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		

8. <b>Estimated cash available for future operating activities</b>	<b>\$A'000</b>
8.1 Net cash from / (used in) operating activities (item 1.9)	4,310
8.2 Cash and cash equivalents at quarter end (item 4.6)	32,412
8.3 Unused finance facilities available at quarter end (item 7.5)	30
8.4 <b>Total available funding (item 8.2 + item 8.3)</b>	<b>32,442</b>

8.5 <b>Estimated quarters of funding available (item 8.4 divided by item 8.1)</b>	N/A
<i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>	
8.6 If item 8.5 is less than 2 quarters, please provide answers to the following questions:	
8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
Answer: N/A	

**Appendix 4C**

**Quarterly cash flow report for entities subject to Listing Rule 4.7B**

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8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer: N/A

8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer: N/A

*Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.*

### Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 12 July 2022

Authorised by: .....By the Board.....  
(Name of body or officer authorising release – see note 4)

### Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg *Audit and Risk Committee*]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board

**Appendix 4C**

**Quarterly cash flow report for entities subject to Listing Rule 4.7B**

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should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.