

CETTIRE

Level 40/140 William Street
Melbourne VIC 3000

Cettire continues to experience strong trading momentum

Melbourne, Victoria: 18 November 2021 – Cettire Limited (Company or Cettire), a global luxury online retailer, is pleased to provide an update on its trading performance over the four months ended 31 October 2021 at the Company's Annual General Meeting today.

Cettire experienced strong momentum across key trading metrics over the 4 months to 31 October 2021:

Unaudited metrics	4 months to 31 October 2021	4 months to 31 October 2020	Growth vs pcp
Gross revenue (A\$m) ¹	78.9	27.8	184%
Sales revenue (A\$m) ¹	57.8	21.3	172%
Unique website visits (million)	10.4	3.1	231%
Conversion rate (%)	1.03%	1.11%	-7%
No. of orders (units)	107,676	34,884	209%
Average order value (A\$)	734	789	-7%
Active customers ²	158,260	49,395	220%

Commenting on the Company's performance over the first 4 months of FY22, Cettire's Founder and CEO, Dean Mintz, said: "The operating strategy we are executing on has underpinned continued strong trading results from the business. As offline stores reopen with COVID-19 restrictions easing, Cettire's growth trajectory continues unabated with gross revenue up 184%, the number of orders more than tripling and active customers growing very strongly.

"The focused investment to further enhance Cettire's solid foundations is delivering results. Having invested in customer acquisition and executed strongly, October monthly traffic increased 379% year-on-year. In addition, we are seeing very positive early signs from the migration to our proprietary storefront, with sales growth in "migrated" markets outpacing the Company."

This announcement has been authorised for release by the Board of Directors of Cettire Limited.

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¹ Gross revenue is revenue net of GST/VAT but is exclusive of returns from customers; Sales revenue is gross revenue net of allowances and returns from customers

² Active customers are those who have made a purchase in the last 12 months

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About Cettire

Launched in 2017, Cettire is a global online retailer, offering a large selection of in-demand personal luxury goods via its website, cettire.com. Cettire has access to an extensive catalogue of approximately 1,700 luxury brands and 200,000 products of clothing, shoes, bags, and accessories. Visit: www.cettire.com