

29 March 2022

ASX and Media Release

LAUNCH OF AMAZED.COM MARKETPLACE

Highlights:

- **MyDeal launches new marketplace, Amazed.com – a global marketplace of activities and experiences built for locals**
- **Amazed has been launched in Australia, with a New Zealand launch to happen in H1 FY23, which will then be followed by launches in the United States and United Kingdom**
- **Leveraging MyDeal’s proprietary marketplace technology and customer base, Amazed opens up the global experiences and activities market**
- **Sam Pinney, previously Product Director at Redbubble, to head up the Amazed marketplace**
- **Over 250 suppliers are already on the marketplace, including Melbourne Zoo, Global Ballooning, and Experience Co**
- **Amazed Gross Sales¹ to be incremental to MYD’s \$500 million FY25 Gross Sales target; Amazed operating costs already factored into the Company’s pathway to EBITDA profitability by FY25**
- **www.Amazed.com is now live and generating transactions**

Leading online retail marketplace for home and lifestyle products, MyDeal.com.au Limited (**ASX: MYD**, ‘**MyDeal**’ or the ‘**Company**’) is pleased to announce the launch of its new marketplace, Amazed.com (‘Amazed’).

Amazed is an open marketplace of activities and experiences built for locals, helping people seek, discover and experience a more inspiring life. Amazed provides consumers with the experiences they want, through a seamless one-stop shopping environment, while providing wider distribution and revenue-generating opportunities for activity providers.

Amazed leverages MyDeal’s proprietary technology and e-commerce expertise, including its 1 million active customer base, in the highly attractive experiences and activities market, which is valued at over \$145 billion per annum globally and forecast to grow at 19.5% per annum over the next 5 years².

MyDeal has appointed Sam Pinney as Product Director, Amazed.com. Sam was most recently Product Director at Redbubble for 5 years and brings extensive experience in leading teams across discovery, creators and new international markets. Sam will lead a dedicated team of technology and marketing specialists with decades of experience in e-commerce and the experiences industry, with support from MyDeal’s existing team and infrastructure.

Amazed has been launched in Australia, with a New Zealand launch to happen in H1 FY23, which will then be followed by launches in the United States and United Kingdom.

Commenting on the launch, MyDeal Founder & CEO, Sean Senvirtne said:

“A key part of MyDeal’s growth strategy has been the ambition to leverage our proprietary technology to launch new marketplaces with global aspiration. Today we are excited to launch the Amazed marketplace, where we are applying our deep e-commerce experience to the massive market for experiences and activities.

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

² Euromonitor International - Travel, 2022 edition (TAM - Attractions and Experiences (excl Casinos) - Global)

“The supply side of the experiences market is highly fragmented. With MyDeal’s 10 year history in building and growing supplier relationships, the reopening of the experiences market post COVID-19 restrictions and consumer discretionary spend shifting to travel and experiences, now is the right time for MyDeal to enter this exciting space. With a differentiated offering and a strong team in place under the leadership of industry expert, Sam Pinney, supported by MyDeal’s scalable technology platform and strong balance sheet, we believe we have the recipe for global success and market share capture in this exciting new venture.”

Commenting on the Amazed opportunity, Sam Pinney said:

“I’m delighted by the opportunity to build, launch and lead Amazed.com, an exciting new global marketplace platform and latest chapter in the ever-growing MyDeal story. The initial response has been outstanding, with over 250 suppliers joining the platform to offer customers over 1,000 experiences including Melbourne Zoo, Global Ballooning and Experience Co. The platform has been launched in Australia, where MyDeal has a loyal customer base of more than 1 million active customers, providing a captive audience for which to offer local Amazed experiences and activities.

“Utilising the existing MyDeal marketplace technology is a real head-start and the open architecture of the marketplace is a key feature, which we expect will allow us to quickly scale up the number of experiences available. We will be launching in New Zealand in the second half of this calendar year, which will then be followed by the US and other high demand offshore markets”

With the Amazed marketplace now live, bookings are already being made through the platform. Amazed earns revenue via commissions on gross transaction value (GTV) through the marketplace. Given the new business leverages MYD infrastructure and expertise, it is expected that only a modest investment in both operating expenditure (\$1 million per annum) and capital expenditure (\$0.5 million per annum) will be required over the medium term, which will be funded out of existing cash reserves (\$40.2 million as at 31 December 2021).

Amazed forecast operating expenditure has already been factored into MYD’s positive EBITDA target by FY25. For conservatism, Amazed GTV is not included in MyDeal’s FY25 gross sales target of \$500 million, with GTV and revenue from the new business to be incremental to MyDeal’s positive sustainable growth outlook.

Amazed briefing session tomorrow

CEO Sean Senvirtne and Product Director, Amazed, Sam Pinney will be hosting a webinar for investors and analysts on Wednesday 29 March 2022 at 12:00pm to talk through the Amazed marketplace opportunity and take questions.

To join the webinar please register at this link:

https://us02web.zoom.us/webinar/register/WN_Xu2IAxoqS9Oc7KqusU5SmQ

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. MyDeal currently has more than 1,911 sellers (of which close to 1,345 are considered Active Sellers³ as at 31 December 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/>

³ "Active Sellers" are sellers that have sold products through the platform within the last three months.