

CETTIRE

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Cettire Expands China Presence with TMall Global Partnership

Melbourne, Victoria: 29 May 2026 – Cettire Limited (ASX: CTT) (“Cettire” or the “Company”), a global luxury online platform, is pleased to announce it will expand its presence in mainland China through the launch of a flagship store on TMall Global, Alibaba Group’s dedicated cross-border e-commerce platform.

Cettire’s launch on TMall Global, which includes a presence in the Luxury Pavilion, represents the next step in the broadening of the Company’s offering in China and complements Cettire’s established channels – JD.Com as well as the Company’s own direct-to-consumer platform (cettire.cn), which launched in June 2024.

Following its integration into the Alibaba ecosystem, Cettire will have active storefronts across China’s two largest e-commerce platforms, facilitating enhanced market access and improving the overall customer proposition within China. Cettire will continue to leverage its proprietary technology and global supply chain for fulfilment, with no requirement for local inventory.

Cettire’s launch on TMall Global is subject to the completion of a technology integration, which is currently expected to be during Q1-FY27.

Cettire’s Founder and CEO, Dean Mintz, said:

“The partnership with TMall Global represents an important step in broadening our pathways to market in China, which remains the world’s largest luxury market. Our multi-channel approach in China will allow us to scale more rapidly and efficiently in China while maintaining the flexibility of our global operating model.”

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

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About Cettire

Launched in 2017, Cettire is a global online platform, offering a large selection of in-demand personal luxury goods via its website, cettire.com. Cettire has access to an extensive catalogue of more than 2,500 luxury brands and 500,000 products of clothing, shoes, bags, and accessories. Visit: www.cettireinvestors.com