

## **Christopher Colfer appointed as Interim CEO**

**New York, USA and Sydney, Australia – 7 March 2018**

Following the momentum achieved since the capital raise, the Board has agreed with Sebastian Kaufmann and Christopher Colfer that Christopher will assume the role of Interim CEO of AHAlife Holdings Limited (ASX: AHL), (“AHAlife” or “the Company”) going forward.

Sebastian has decided to pursue other interests in the creative field and the Board of the Company would like to thank him for his dedication to AHA over the past year and would like to wish him success with his future endeavours.

Under the terms of Sebastian’s executive services agreement, Sebastian’s employment with the Company will formally end on 7 June 2018.

Christopher is an international Chairman, Chief Executive and Board Director with an exemplary track record in multiple industry sectors including luxury goods, branded goods and E-Commerce. He is highly skilled in strategy, retail, e-commerce, business development and marketing. He was the longest serving Non Executive Board Member of online luxury fashion retailer NET-A-PORTER, where he oversaw the initial investment by Richemont, saw its transformation into a billion-dollar company, and subsequently led the full acquisition in February 2010. Christopher currently sits on a number of technology and consumer goods boards.

From today, Christopher Colfer (who currently serves as Deputy Chair of the Board) will act as Interim CEO until a replacement can be found. Christopher is very familiar with the business and has been working with the management team on a weekly basis since March 2017 assisting in directing and developing the Company’s core business strategies. Christopher is up to date with the Company’s current projects and key deliverables which should ensure minimal disruption during this period of management transition. The Board have a high level of respect for Christopher’s capabilities and his ability to manage the business until a replacement CEO can be found. There will be no changes to Christopher’s remuneration.

Stuart Halls role as the Company’s CFO & COO remains unchanged.

The Kaufmann Mercantile site, which was acquired and successfully integrated onto the AHAlife platform in 2016, will continue to be a key contributing component of the Company’s ongoing business.

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For inquiries contact either:

Michael Hill (Chairman) +61 (0)421 056 691  
Andrew Whitten (Company Secretary) +61 (2) 8072 1400

### **About AHAlife**

AHAlife Holdings Limited (ASX: AHL) is a curated online marketplace for consumers of unique and designer items. Customers purchase directly from a market of over 4,200 handpicked designers and artisans in 45 countries. AHAlife built and operates the scalable, enterprise-grade technology platform



www.ahalife.com

that allows hand-selected sellers to create and manage their own storefronts, inventory and pricing. Sellers ship directly to consumers from around the globe. For more information, please contact AHA Investor Relations on [ir@ahalife.com](mailto:ir@ahalife.com).

AHALife also operates the site '[kaufmann-mercantile.com](http://kaufmann-mercantile.com)' which was acquired in July 2016 by AHALife. Kaufmann Mercantile is the no.1 brand, and curated shopping destination, for sustainable, affordable, premium home goods. The site was transitioned across to the AHALife technology at the time of acquisition which now runs the kaufmann-mercantile site as a drop-ship marketplace.