

AHL
AHALIFE HOLDINGS LIMITED

INVESTOR PRESENTATION

FY19 FINANCIAL RESULTS

August 2019

VISION

Establish AHL and Design Milk as the leading modern design and lifestyle inspired digital media and commerce group.

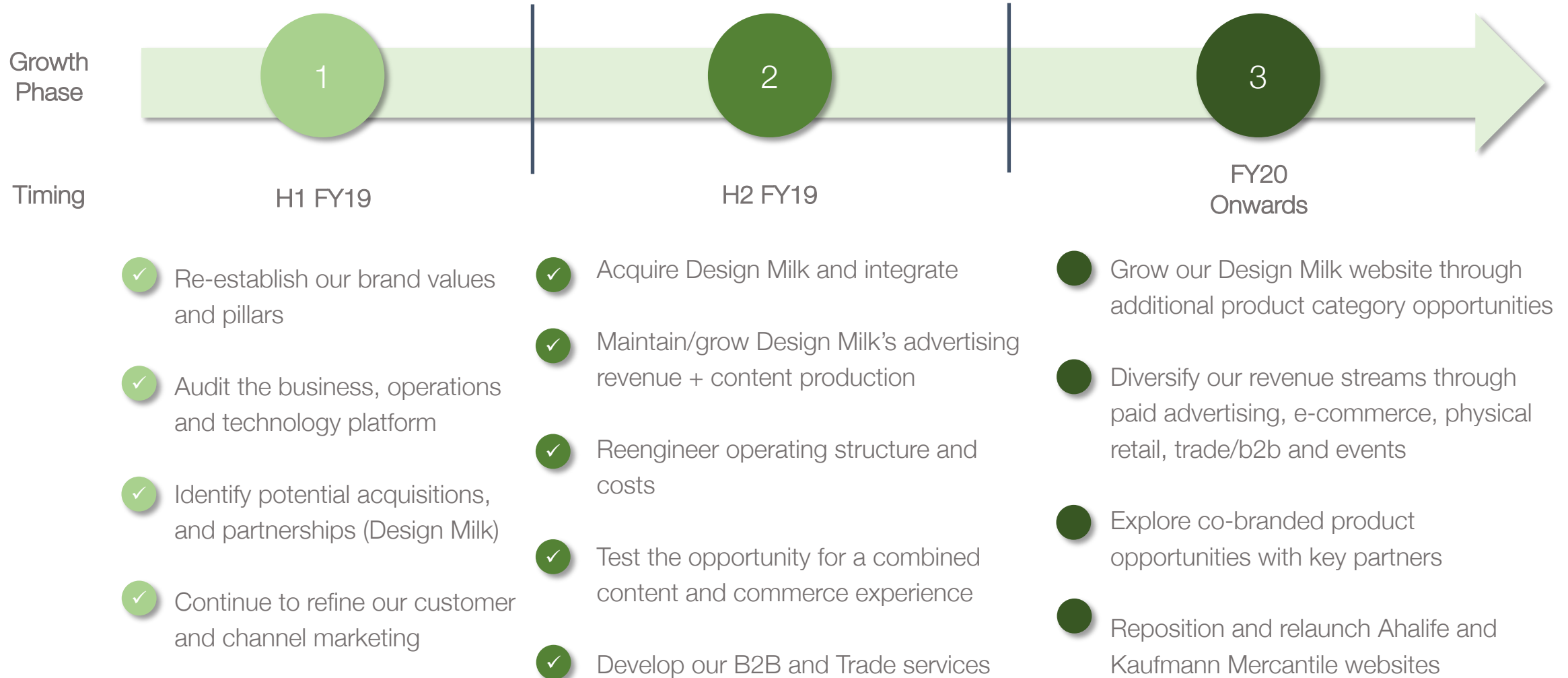
Share exceptional content and news from across the world of art, architecture, interior design, furniture, fashion, and technology to our growing, engaged global audience.

Support the world's best independent brands, emerging designers, destinations, events and beautiful products.

Expand the Design Milk brand awareness through additional media, e-commerce, pop-up retail, brand collaborations, services and continued support of design industry events.



GROWTH STRATEGY



DESIGN MILK

- Successfully completed the acquisition of Design Milk and a AUD \$2.3M capital raise in Q419
- Integrated Design Milk into the AHL business. Beginning to benefit from the growing ad revenue
- Exploring the additional opportunities Design Milk offers to engage and grow our audience of 7.5M followers, both on-line and off-line

OPERATIONAL EFFICIENCIES

- Relocated our HQ to Columbus, Ohio in September 2018, the first stage of our cost reductions
- Further cost savings through the closure of several third-party service providers, including the closure of our fulfilment facility in H2 2019
- Ended 2019 with the restructure of our tech operations putting us in a healthy position for FY2020

STRATEGIC DEVELOPMENTS

- Rebuilding our tech and operational platform. A significant shift for the business
- Completed a full audit of our brand and product portfolio. Targeting a smaller, highly curated, dynamic product assortment in future
- Improvements to our brand portal and vendor experience

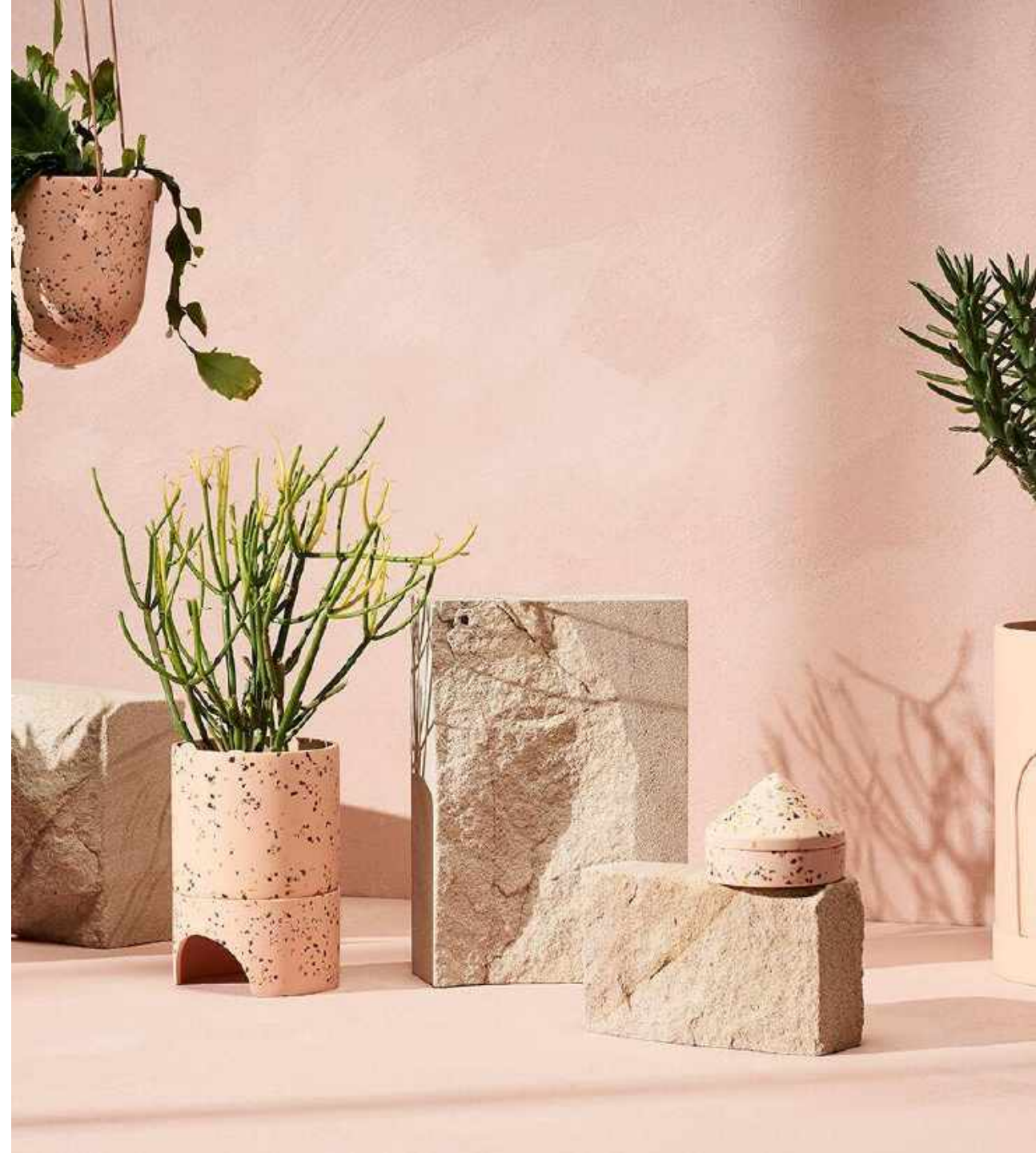


Design Milk Overview

ABOUT DESIGN MILK

Since 2006 Design Milk has supported artists, brands and designers from the worlds of art, architecture, interior design, home furnishings, and technology.

We've published 20,000+ articles, hosted design workshops and events, and created podcasts, newsletters, videos, and a variety of digital content that is shared daily with our social media community of 7.5M.



Following the acquisition of Design Milk we integrated the business into AHL and launched two test websites, Design Milk Everyday and Design Milk Travels.

Our community of 7.5M followers is passionate about design and includes interior designers, architects, and design industry professionals. It is imperative we continue to converse with them through authentic and freshly delivered content.

We are committed to maintaining Design Milk's thought leadership across the world of design, sharing the latest news in art, architecture, interior design, furniture, décor, fashion, and technology.








We are accelerating our plans for a fully integrated Design Milk website supported through our pop-up retail concept, Milk Stand.

We are merging all our Design Milk websites into one, bringing e-commerce, our 20,000+ published articles, global social media community and large network of unique brands under one roof. Targeting a launch in early Q2 FY20.

We will expand Design Milk's reach through additional media and editorial content, e-commerce, pop-up retail, brand and product collaborations, trade/b2b services and continuing support of design industry events.



DESIGN MILK ECO-SYSTEM

| Website | Description | FY19 | | FY20 | |
|---|---|---------|------------|--|------------|
| | | Content | e-Commerce | Content | e-Commerce |
|  | Design Milk is an award-winning digital media platform delivering the latest design news from around the world to our 7.5M social media followers | ✓ | ✗ | ✓ | ✓ |
|  | Dog Milk is a media site dedicated to modern dog design. Discover content + product recommendations from independent brands + designers | ✓ | ✗ | Merged into the main Design Milk content + commerce site | |
|  | Adorn Milk is a specialized jewelry e-commerce store showcasing independent and emerging designers who make design-forward handmade jewelry | ✗ | ✓ | | |
|  | The home of our design inspired, own-branded and produced products | ✗ | ✓ | | |
|  | Pop-up retail store that showcases regionally exceptional independent brands and designers in a unique one-off physical retail space | ✗ | ✓ | ✗ | ✓ |

ADD-ON SERVICES

In addition to our large audience and simple partnership process, brands can also choose from our other add-on services to help grow their business.

- \\ Milk Stand – our pop-up retail shop
- \\ Job Board – our industry focused job posting site
- \\ Sponsored article features
- \\ Custom video production
- \\ Sponsored social media features
- \\ Banner ads
- \\ Newsletter ads
- \\ Clever podcast ads and collaborations



OUR AUDIENCE



Channel

| | | |
|---|-----------|-----------|
| Social media (Aggregate follower count for all associated sites) | 150K | 7.5M |
| Direct traffic (Direct and Organic Search sessions) | 1.0M p.a. | 3.5M p.a. |
| Email subscribers (Total email subscribers) | 600K | 200K |
| Email click through rate | 0.3% | 3.0% |

Free vs Paid total audience

Free
Paid



E-commerce

| | | |
|---|-------|-----|
| Average Order Value (All transactions) | \$207 | n/a |
| Conversion rate (All transactions) | 0.74% | n/a |



AHL Overview



AHL GROUP PILLARS

Craftsmanship

We focus on beautiful, modern and timeless design

Community

We showcase the world's best designers and makers and share their stories

Conscious Living

We encourage a more thoughtful, intentional, well designed lifestyle

SHARED SERVICE PLATFORM

AHL continues to seek growth opportunities through acquisition of businesses with:

- \\ Complimentary lifestyle, revenue or geography
- \\ Revenue range of US\$2M to US\$10M
- \\ A proven, loyal customer base

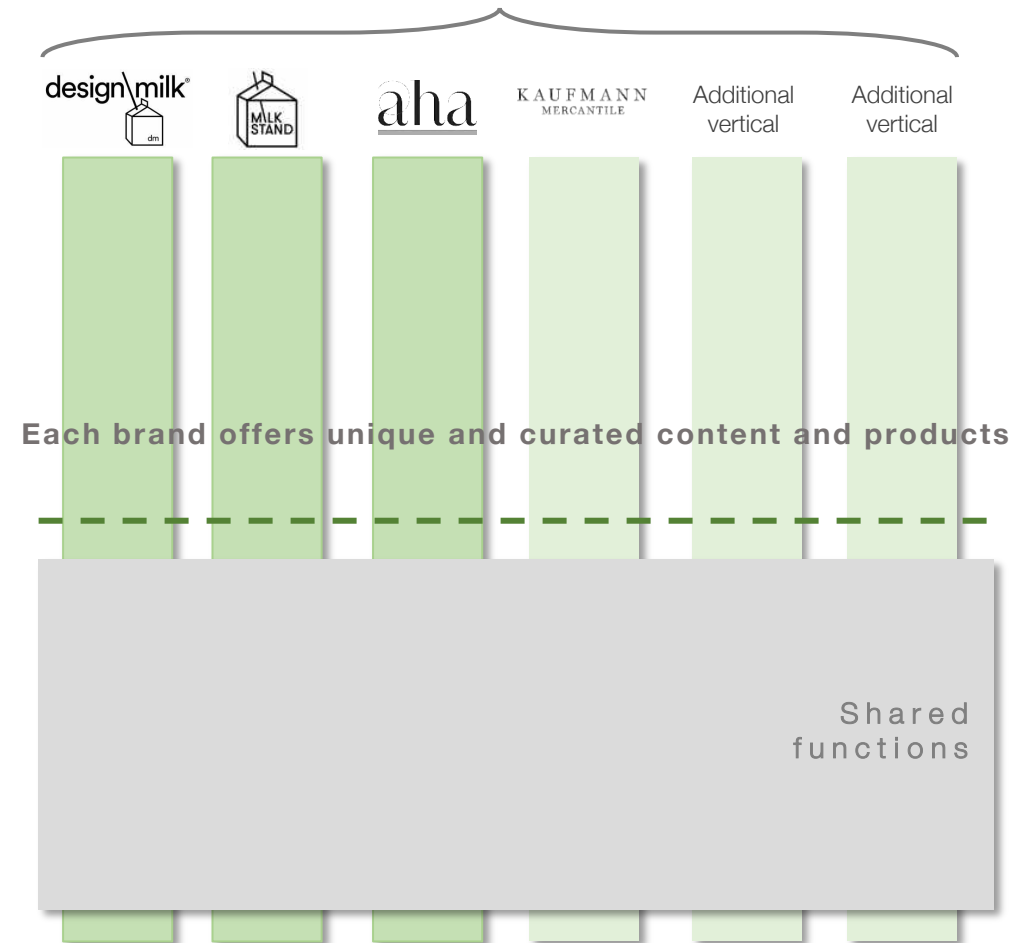
Meets our group values of:

- \\ Craftmanship
- \\ Community
- \\ Conscious Living

Benefits from leveraging our core competencies of:

- \\ Large global audience
- \\ Tech and Operational shared service structure
- \\ In-house Marketing, Editorial and Creative teams
- \\ B2C and B2B marketing expertise

Common AHL Group brand values and mission



BOARD AND MANAGEMENT



Rob Mancini – Chief Executive Officer

- Appointed CEO in July 2018
- Extensive global luxury goods background across all disciplines of the retail industry, including at brands such as Victoria's Secret, Alfred Dunhill and Richemont



Jaime Derringer – Chief Creative Officer

- Appointed Chief Creative Office upon acquisition of Design Milk in February 2019
- 18 years experience in the design and media industries
- A leading authority within the modern design community



Mike Hill – Chairman

- 20+ years Private Equity and Advisory experience in Australia and the UK
- Previously Operational Partner at Ironbridge Private Equity
- Currently Chairman of Janison Education rhipe, Director of Acrow Formwork and Construction Services



Chris Colfer – Director

- 20+ years experience in luxury goods, branded goods and e-commerce
- Longest serving Board Member of Net-A-Porter, led full acquisition by in 2010
- Currently sits on Board of a number of consumer goods companies, including LYST, Nude by Nature and Grown Alchemist



Mike Everett – Director

- 25+ years capital markets and advisor experience
- Established leading independent capital markets advisory firm, Reunion Capital in 2013
- Previously Managing Director of Equity Capital Markets at Goldman Sachs



Arnaud Massenet – Director

- Joined Board following capital raising completed in September 2017
- Founding partner of Net-A-Porter and an active Board member for 10 years
- Previously an Investment Banker with Morgan Stanley and Lehmann Brothers



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