

28 February 2020 | ASX/Media Release

\$1m Placement & Launch of Non-Renounceable Entitlement Offer

AHALife Holdings Limited (**Company** or **AHALife**) is pleased to announce that:

- The Company has successfully completed a placement of new shares at an issue price of 0.5 cents per share to sophisticated and professional investors to raise approximately A\$1 million (before costs) (**Placement**).
- The Company is undertaking a partially underwritten 1 for 2 (1 new share for every 2 existing shares) non-renounceable pro-rata entitlement offer to raise up to a further A\$2.80 million (before costs) (**Entitlement Offer**).
- Each of the current Directors of the Company have agreed to participate in the Entitlement Offer, committing a total of up to approximately A\$575K which includes agreeing to underwrite part of the Entitlement Offer for an additional A\$230K above their entitlements.

The proceeds from the Placement and the Entitlement Offer will be used by the Company as follows:

- to invest in the Company's growth strategy;
- continue to support the recent launch of new Design Milk websites; and
- for general working capital purposes.

All shares issued under the Placement and the Entitlement Offer will rank equally with existing fully paid ordinary shares in the Company as of the date of this announcement.

Placement

The Company has agreed to issue 200,000,000 fully paid ordinary shares in the Company at an issue price of 0.5 cents per share to sophisticated and professional investors to raise A\$1,000,000 (before costs and expenses).

The Placement will be completed by utilising the Company's existing capacity as follows: 99,050,005 shares under ASX Listing Rule 7.1, and 100,949,995 shares under ASX Listing Rule 7.1A.

Entitlement Offer

The Company is undertaking a partially underwritten 1 for 2 (1 new share for every 2 existing shares) non-renounceable pro-rata entitlement offer to raise up to A\$2.80 million (before costs) via the issue of up to approximately 560,675,364 shares (subject to rounding) at an issue price of 0.5 cents per share, which is the same issue price as the Placement shares.

Each of the current Directors of the Company have agreed to participate in the Entitlement Offer, committing a total of up to approximately A\$575K which includes agreeing to underwrite part of the Entitlement Offer for an additional A\$130K above their entitlements.

The Entitlement Offer will be open to those shareholders of the Company on the share register as of the Record Date (Thursday, 5 March 2020):

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- with a registered address in Australia or New Zealand; and
 - to those who are institutional and professional investors with a registered address in certain other jurisdictions to the extent the Company has determined to extend the Entitlement Offer to such shareholders (currently intended to be the United Kingdom and Jersey only),
- (collectively, referred to as the **Eligible Shareholders**).

The Entitlement Offer is non-renounceable meaning the rights will not be traded on the ASX or otherwise be transferable. Eligible Shareholders who do not take up their entitlement in full or in part will not receive any value in respect of those entitlements not taken up.

Eligible Shareholders wishing to participate in the Entitlement Offer should carefully read the Entitlement Offer Booklet and accompanying personalised Entitlement and Acceptance Form which are expected to be dispatched on or around Tuesday, 10 March 2020. Copies of the Entitlement Offer Booklet will be available on the Company's ASX website.

The Entitlement Offer is currently scheduled to close on Tuesday, 24 March 2020; however, the timetable is subject to change and therefore shareholders are encouraged to lodge their applications ahead of the advertised Closing Date.

Key dates of the Placement and the Entitlement Offer

An indicative timetable for the Placement and the Entitlement Offer is provided below:

Event	Date*
Trading halt	Wednesday, 26 February 2020
Announcement of Placement and Entitlement Offer	Friday, 28 February 2020
Company is released from trading halt	Friday, 28 February 2020
Settlement of Placement	Friday, 28 February 2020
Issue of Placement Shares	Around Tuesday, 3 March 2020
Ex-date for Entitlement Offer	Wednesday, 4 March 2020
Record Date	Thursday, 5 March 2020
Entitlement Offer Opening Date	Tuesday, 10 March 2020
Dispatch of Booklet and Entitlement and Acceptance Form	
Closing Date	Tuesday, 24 March 2020
Entitlement Offer Shares quoted on a deferred settlement basis	Wednesday, 25 March 2020
Announcement of results of Entitlement Offer	Friday, 27 March 2020
Notification of any undersubscriptions	
Issue and allotment of Entitlement Offer shares (including to the Underwriters)	Tuesday, 31 March 2020
Dispatch of shareholding statements	Tuesday, 31 March 2020
New Shares commence trading on ASX	Wednesday, 1 April 2020

** Please note: The dates set out above are indicative only and are subject to change without notice. Any change in the timetable does not affect any rights or obligations a shareholder has as a result of accepting the Entitlement Offer.*

This announcement has been authorised for release by the Board.

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For further inquiries, please contact:

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About AHAlife Holdings Limited (ASX:AHL)

AHL owns and operates multiple e-Commerce brands that support independent brands and designers from around the world: Design Milk, a world-renowned, award-winning digital media company that has thrived through the support of an engaged community over the past 13 years: Ahalife, an eCommerce website and blog supporting premium lifestyle designers and brands: Kaufmann Mercantile, a blog and eCommerce website dedicated to independent craftsman and brands focused on sustainable manufacturing and product lifecycles.

For more information, please contact AHL Investor Relations.
