

The background of the slide is a solid orange color. Overlaid on this are several large, semi-transparent, curved shapes in a darker shade of orange and red, creating a layered, organic effect.

# ahalife

Business Overview  
March 2015

PROPRIETARY & CONFIDENTIAL

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# Reverse Merger Agreement with INT Corporation

- ✔ AHAlife has executed an Exclusive Letter of Intent with INT Corporation whereby INT will acquire 100% of AHAlife through a reverse merger agreement
- ✔ Subject to a vote by INT shareholders and various conditions precedent, AHAlife shareholders will be issued c.2.1bn shares in INT and result in AHAlife shareholders owning approximately 70% of the merged group
- ✔ In addition, as part of the transaction, INT will seek to raise a minimum of \$13m. Blue Ocean is Lead Manager in the fundraising.
- ✔ An ASX listing, facilitated through INT, will enable AHAlife to further extend its customer acquisition strategy and global expansion of its proprietary digital marketplace
- ✔ Indicative timetable plans for financial close in June 2015
- ✔ Further details can be found in INT's announcement to the ASX dated 17th March, 2015



# COMPANY OVERVIEW



ahalife

Shop directly from the world's most unique designers and artisans



# What We Stand For



## Conscious Consumption

What you own is part of your self-expression. Choose high quality objects that inspire you and help you live life to the fullest.



## Celebrating and Protecting Creativity

Join us in empowering designers and artisans, artisans and innovators to thrive online by purchasing and treasuring their unique creations.



## The Thrill of the AHA!

Immerse yourself in our inspiring world. Stumble upon amazing creations and take back the joy of shopping.

# AHAlife In the Press

**FAST COMPANY**

"One of the **World's 50 Most Innovative Companies** of 2013."

**WALL STREET  
JOURNAL**

"I was taken by [Shauna Mei's] story, and by the [company's emphasis on storytelling]."

**Forbes**

"A Bold New E-Commerce Experience: Going Where No One Has Gone Before"

**The  
New York  
Times**

"Offering Web Buyers a Thrill of Discovery"

**TE**

"AHAlife adds curation and social influence to sell luxury goods."

**InStyle**

"Curated by some of the brightest minds in the industry. It's like having Tim Gunn as your personal shopper."

**THE  
WEBBY  
AWARDS**

"Best of the Web List 2012"

# Board of Directors, Observers & Advisors

AHAlife's **investors and advisors** span luxury retail, eCommerce, media, and well-being lifestyle: all key tenets for AHAlife's business model



SHAUNA MEI  
Founder & CEO



ERIC SHEN  
Founder & CEO  
**VIP Shop**



STEVE SADOVE  
Former CEO  
**Saks Fifth Avenue**



HIROSHI MIKITANI  
Founder & CEO  
**Rakuten**



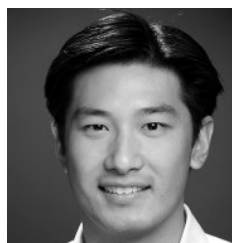
DEEPAK CHOPRA  
Spirituality &  
Wellness **Author**  
*non-investor*



ARI EMANUEL  
CEO of **William  
Morris Endeavor**



LAWRENCE LENIHAN  
Founder  
**FirstMark Capital**



JON TEO  
Co-Founder of  
**Binary**



DAVID CHAO  
Co-Founder of  
**DCM**



MARK SEBBA  
CEO  
**Net-a-Porter.com**



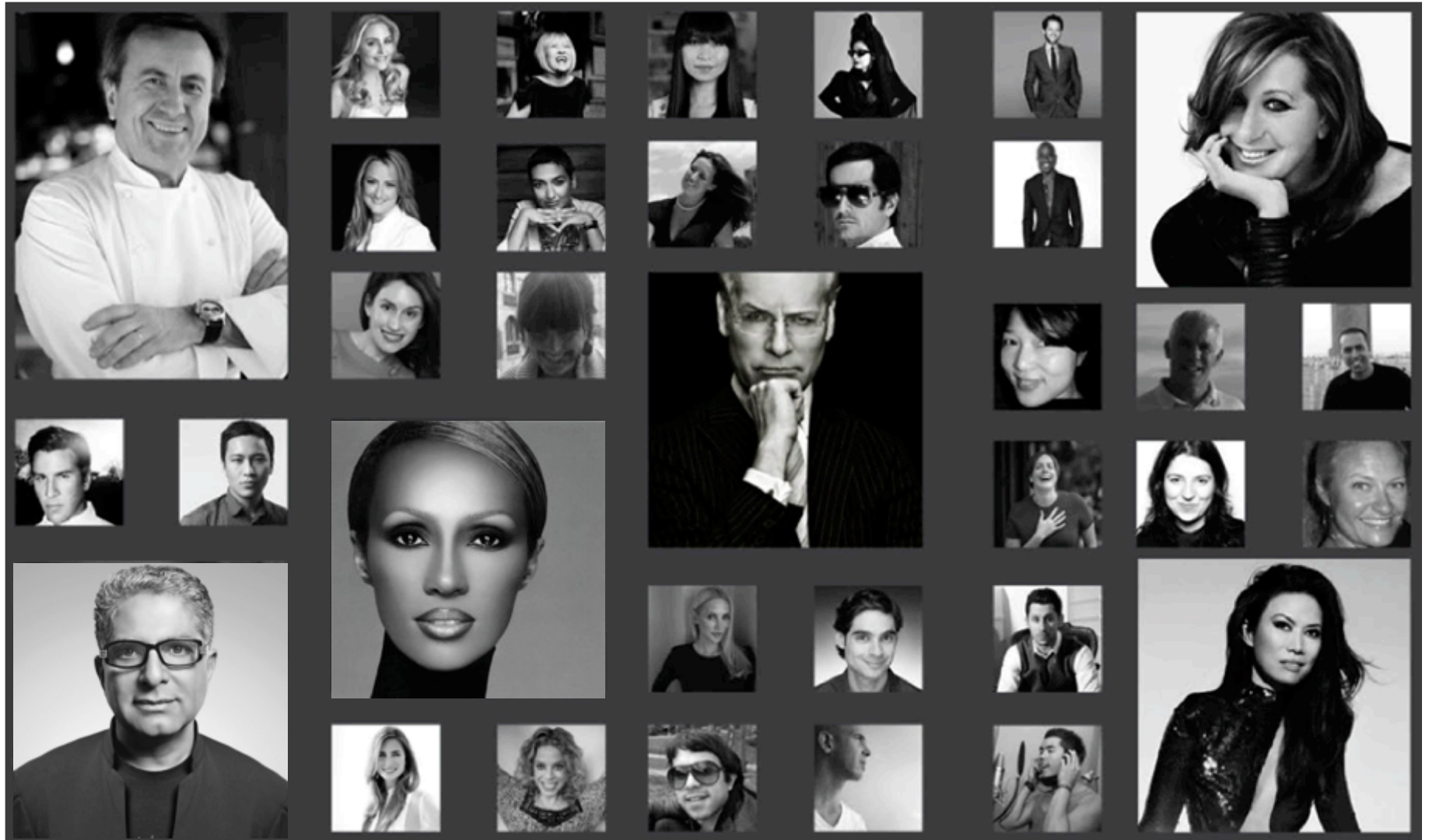
RENAUD DETRAIL  
Former Chairman  
**LVMH**



FERN MALLIS  
Founder of  
**NY Fashion Week**  
*non-investor*



# AHAlife Curator Network



# The Management Team



**Shauna Mei,  
Founder and CEO**

BORN in Inner Mongolia,  
China & Fluent in Mandarin  
MIT ALUMNUS in Computer  
Science, Electrical Engineering,  
and AI



**Sachin Devand,  
President and CTO**

Indian Institute of  
Technology (IIT)  
ALUMNUS in Computer  
Science

## PROFESSIONAL EXPERIENCE

- ✔ Goldman Sachs Private Equity and Investment Banking
- ✔ Co-Founder of Aronsson Group, Luxury Investment and Advisory Firm with former CEO of Donna Karan, Marc Jacobs, and Oscar de la Renta
- ✔ COO of Casall, €20MM Revenue Luxury Swedish Activewear Company

## ACCOLADES

- ✔ Fast Company's 1000 Most Creative People
- ✔ Fast Company's 1000 Most Innovative People in Business
- ✔ Winner of SmartCEO's Future50 Award
- ✔ Finalist for Ernst & Young Entrepreneur of the Year

## PROFESSIONAL EXPERIENCE

- ✔ Built a real-time social graph of 1 billion users on the web for targeting relevance based display ads for 33Across
- ✔ Built one of the first Demand Side Platforms (DSP) for digital advertising industry for LucidMedia acquired by Videology
- ✔ Built search query categorization platform for every AOL online search
- ✔ Built semantic analysis engine including concept clustering, discovery and auto categorization of documents for life-sciences and government agencies for Entrieva
- ✔ Build a federated local search engine for DexOnline, yp.com.
- ✔ Discovery engine for AMEX publishing – travel & leisure, food & wine
- ✔ Patent Holder in Machine Learning Semantic Analysis & Targeting #WO2007076080 A3

# AHAlife Overview

The first **major curated luxury online marketplace** that connects discerning consumers with independent premium designer brands

- ✔ Founded in **2010**
- ✔ Over **2,000** designers and luxury brands utilize AHAlife's **proprietary technology platform**
- ✔ Drop-ship model (**no inventory**)
- ✔ Represents the sole or primary direct-to-consumer online vehicle for majority of brands featured
- ✔ Three funding rounds totaling **US\$23M** since inception, with capital introduced by leading venture capitalists and prominent industry participant across eCommerce, media, luxury and lifestyle brands
- ✔ **Goal: To be the global market leader, go-to marketplace for the premium/luxury industry**

# Market Opportunity

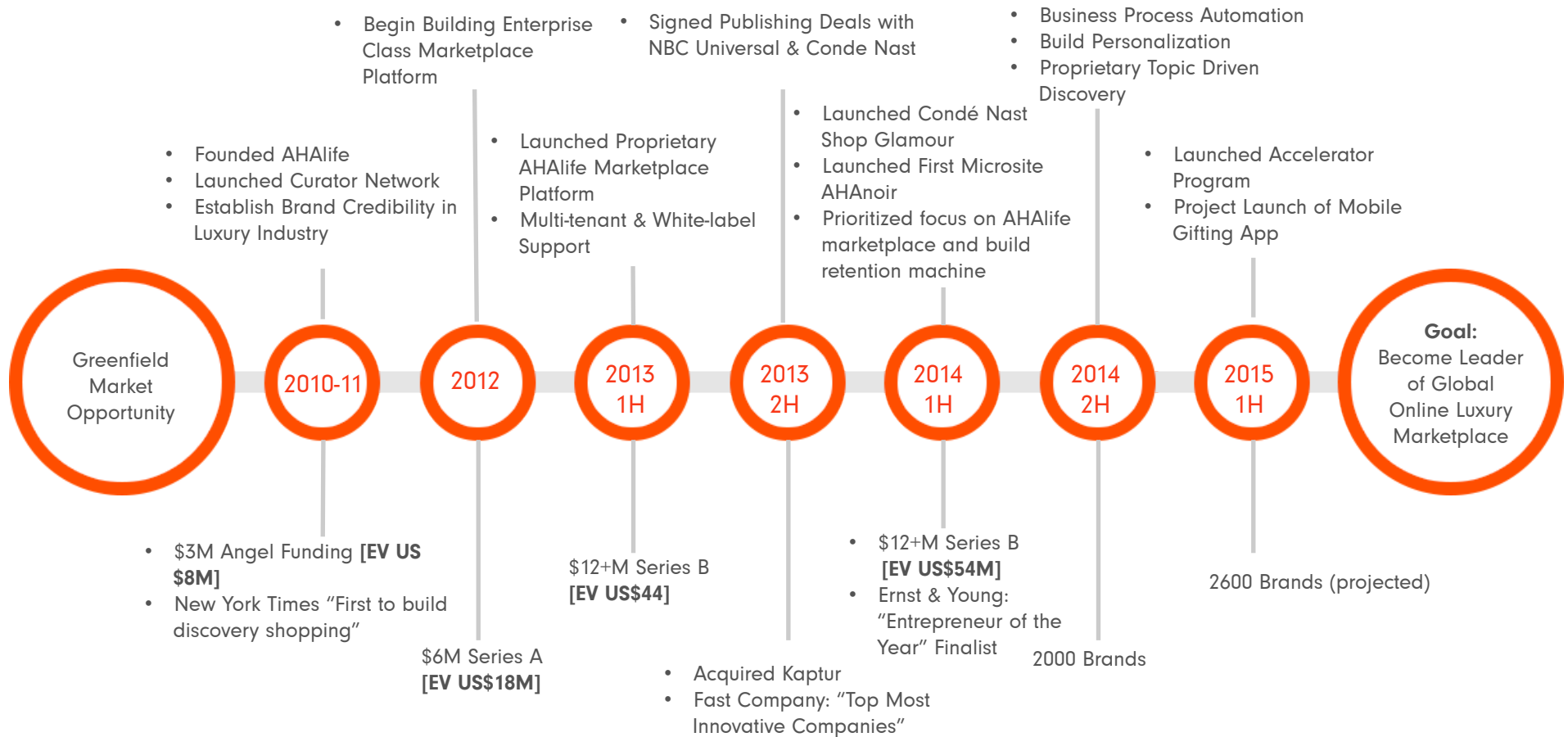
AHALife is well-positioned to lead development of the global luxury online lifestyle market





# The AHAlife Growth Story

## Business Accomplishments



## Notable Milestones

# Why Brands Work With AHAlife



End-to-end solution, including site design, marketing tools, analytics, customer service and global shipping to over **220 countries**



Fast Self-Service on-boarding in under **24 hours**



**Customizable** digital storefront

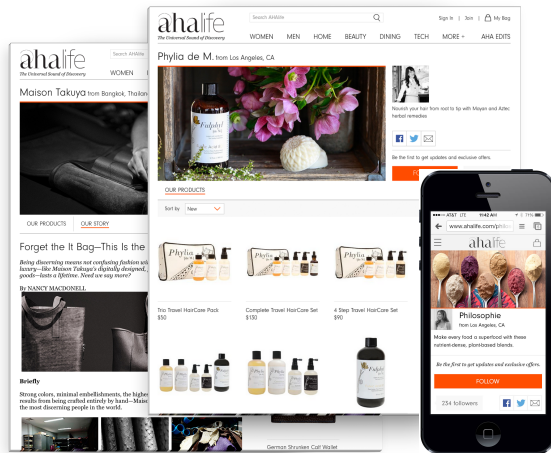


**Content solutions** provided, including editorial design and email communication

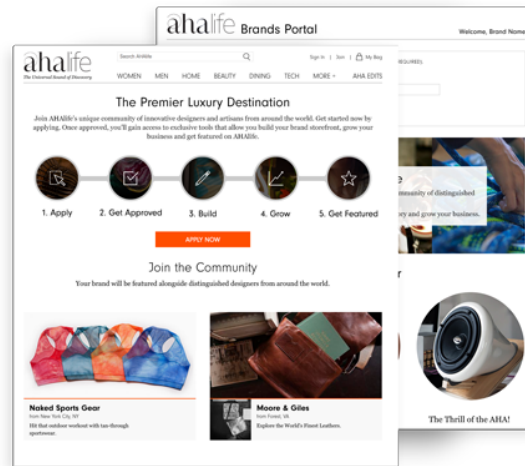


**Self-managed** for brands to control consumer experience

# AHAlife Offering for Brands



**Customizable Digital Storefront**



**Brand Portal + Custom Analytics + Order Management System**



**Editorial Content, Email Promotions + CRM**



**End-to-End Logistics + Customer Service + Global Shipping**



**Network Effect of Curators, Publishers + Other Brands**



**Online Marketing, Affiliate Network, and PR**

# Brand Experience



## Universal T Tote

\$3,690

**Maison Takuya** from Bangkok, Thailand

Quantity

ADD TO BAG

### Description

Whether you're off to a business meeting or traveling in high style, tote along this German shrunken calf handbag. With brown alligator handle, it's streamlined and classic design mean this bag will weather the times

More Details



Sell on AHA!life

Free shipping on all U.S. orders. [Details](#)

**aha!life**  
The Universal Sound of Discovery

Search AHA!life

Sign In | Join | [My Bag](#)

WOMEN MEN HOME BEAUTY DINING TECH MORE + AHA EDITS

Maison Takuya from Bangkok, Thailand

Luxury accessories created by fusing technology and tradition.

Be the first to get updates and exclusive offers.

FOLLOW 36 followers

OUR PRODUCTS OUR STORY

"Made in Thailand" Is the Future of Luxury. Really.

*Being discerning means not confusing fashion with luxury. Fashion's ephemeral; true luxury—like Maison Takuya's digitally designed, painstakingly handmade leather goods—lasts a lifetime. Need we say more?*

By NANCY MACDONELL

**Briefly**

Strong colors, minimal embellishments, the highest quality leather, the uniqueness that results from being crafted entirely by hand—Maison Takuya leather goods are made for the most discerning people in the world.

**The Whole Story**

François Russo of Maison Takuya is nothing if not a perfectionist. A Frenchman who relocated to Thailand to found a leather goods house, he's dedicated, body and soul, to true luxury, which is why he had his artisans trained by the best craftsmen in the world to construct bags entirely by hand, something that's far more rare than you might think —i.e. just because it's got a designer label is no assurance that it wasn't stitched on a machine. "European luxury houses have a more industrial way of working now," says Russo. "Our customer knows it's more important to know that our brand is 100-percent controlled and owned by us. Customers today are more attached to a manufacturer's spirit rather than to a label."

FEATURED PRODUCTS

Ostrich Stripe iPhone 6 Case  
\$155

Alligator iPhone 6 Case  
\$445

Shop the Collection

# Why Consumers Engage With AHAlife

- ✓ **One Stop Shop:** Opportunity to discover, interact with and purchase a wide range of independent premium branded products in single marketplace
- ✓ **Convenience:** Consumers more and more prefer to purchase non-fit oriented products online
- ✓ **No Retailers:** AHAlife platform allows consumers to follow, purchase and interact directly with AHAlife brands
- ✓ **Quality & Trust:** AHAlife's editorial voice creates a trusted environment where curated brands increase consumer confidence. Centralized Concierge and operations ensures quality customer experience.





# The AHAlife Customer

- ✓ In-the-know, **savvy** and well-traveled consumers
- ✓ **Gender Mix:** 65% Women, 35% Men
- ✓ **Age:** 25-55
- ✓ **Household Income:** 150K+
- ✓ **Geography:** Urban Cities – New York, LA, San Fran, Chicago, Miami, Houston, London, Sydney etc.
- ✓ **Education:** Over-indexed for College and Grad School degrees



*“This is my go-to destination to buy gifts and find things I can’t find anywhere else”*

- AHAlife 2x Repeat Male Customer

*“Very special items are selected for even the most savvy of shoppers”*

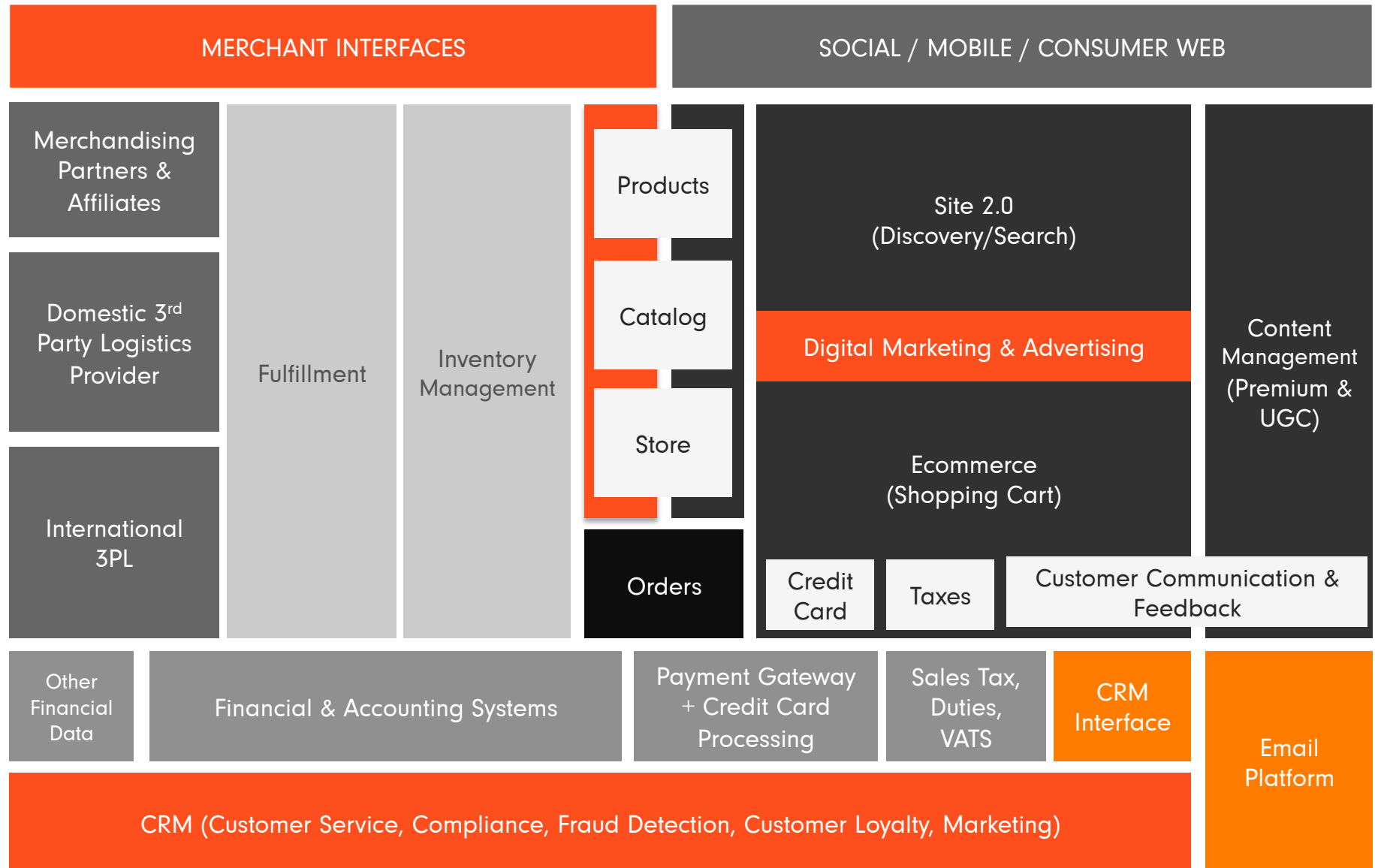
- AHAlife 10x Repeat Female Customer

# Technology Platform

AHAlife's technology capabilities have been purpose built, are unique and proprietary, consuming the major part of AHAlife's **\$23+M** funding to date.

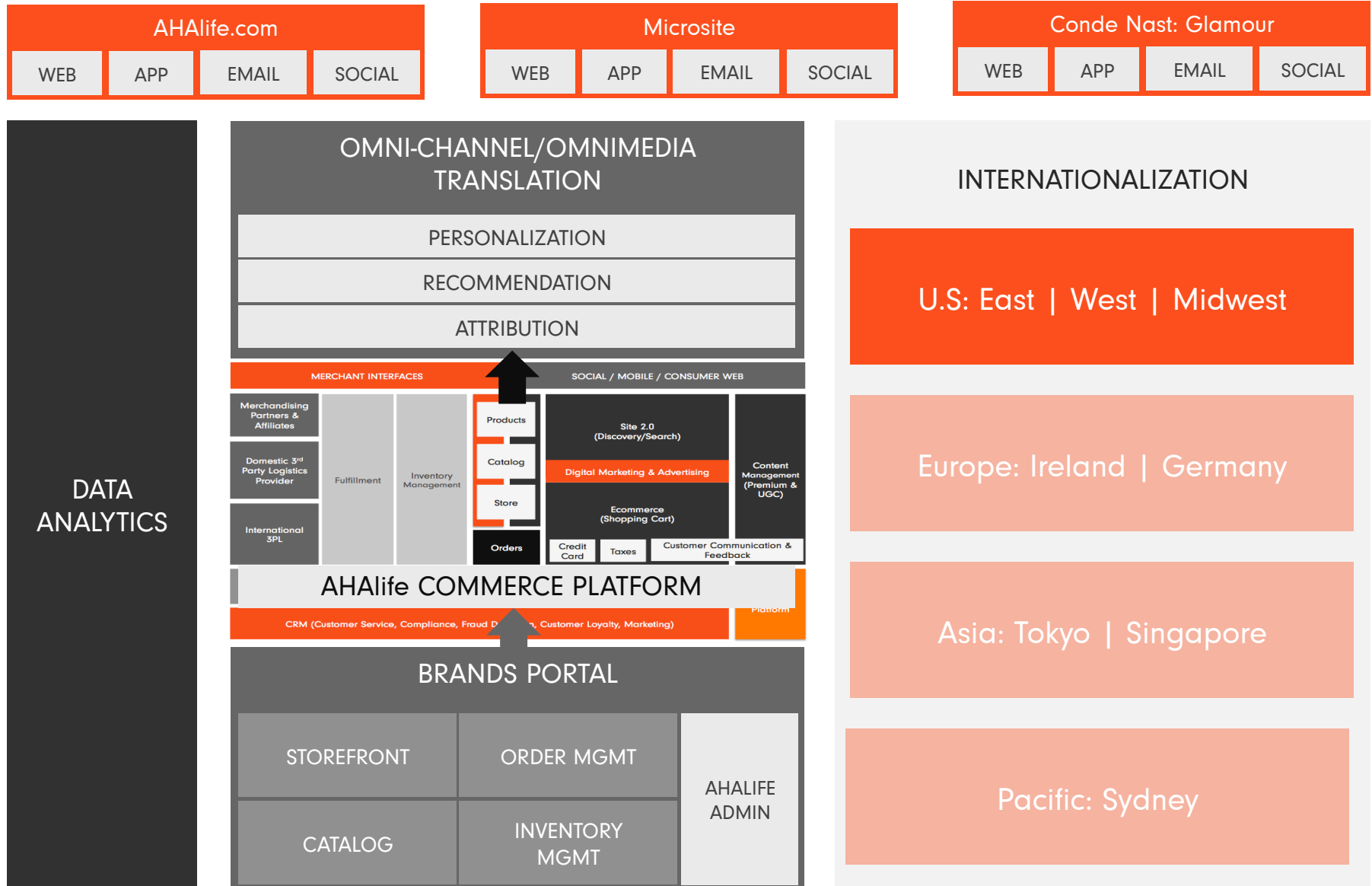


# AHALife Commerce Platform

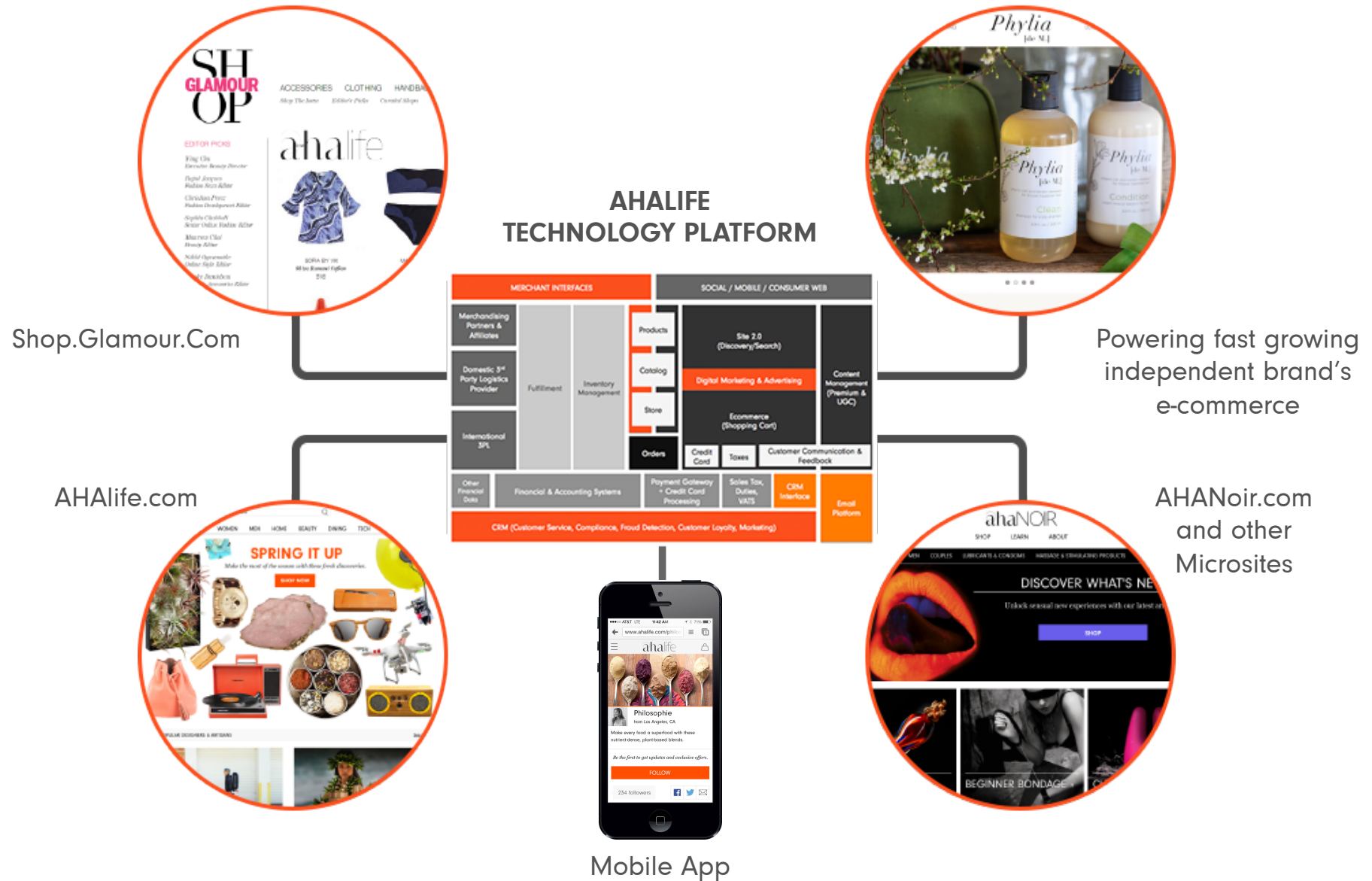




# AHAlife Global Marketplace

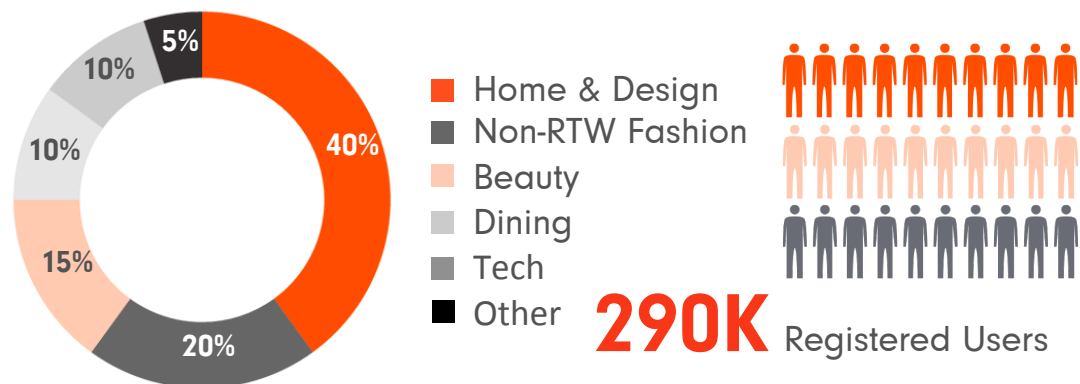


# Extending the AHAlife Platform



# Business Model Profile

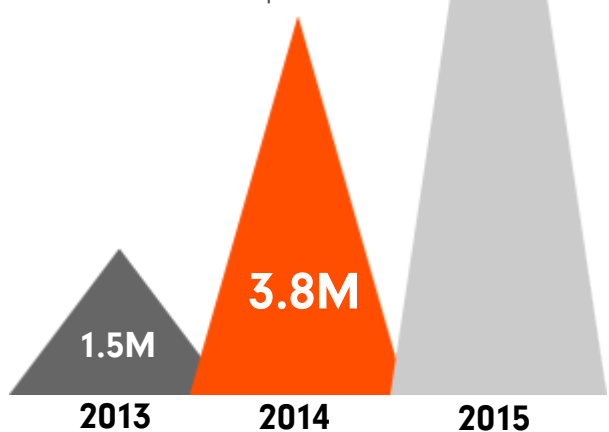
## Current Catalog Mix



NPS Rating of **55**  
(compares to Apple at 65)

**50%** Gross Margins

Rapid growth  
in revenue \$A



**4%** Return Rate

**NO** Inventory Risk

**2.5x** Growth  
in AHAlife Platform Revenue

## Average order value

**A\$230** 1<sup>st</sup> Time Customers

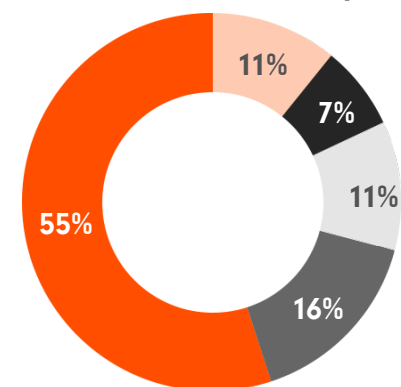
**A\$278** Repeat Customers



**6-7x** Purchases Per Year/  
Repeat Customer

**A\$1600+** Per Customer/Per year

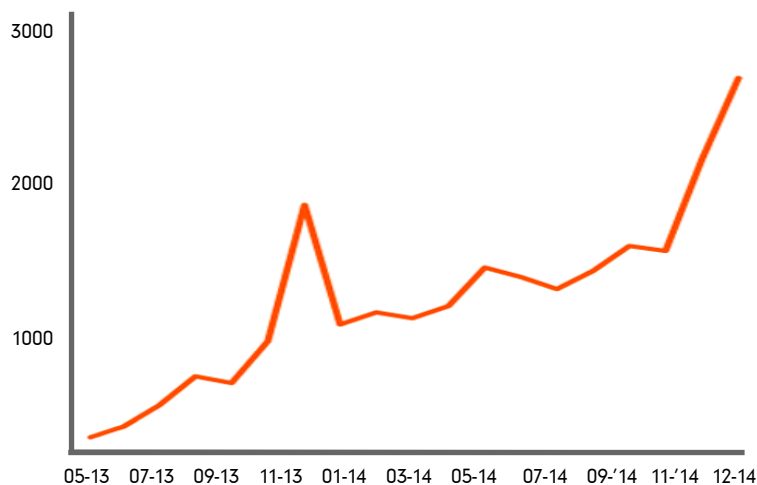
## Expense Mix & Ready for Scale



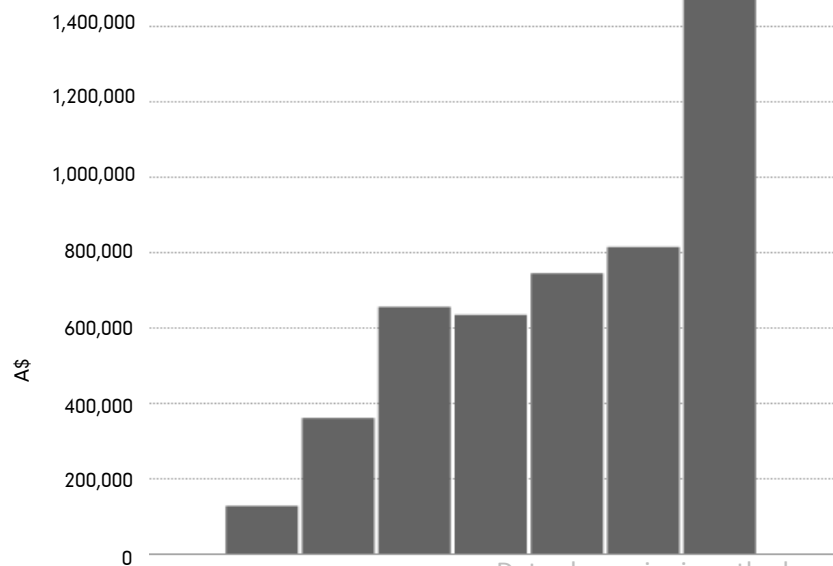
Employee Marketing  
OpEx Technology G&A

# AHAlife Key Financials

## Number of Orders

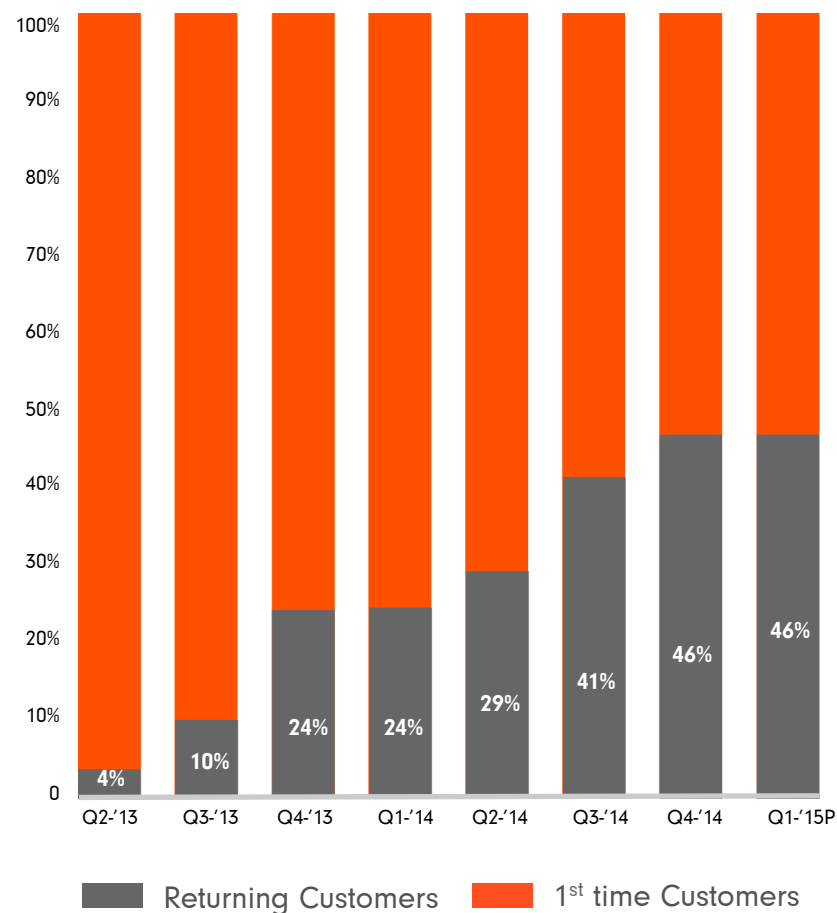


## Revenue Growth

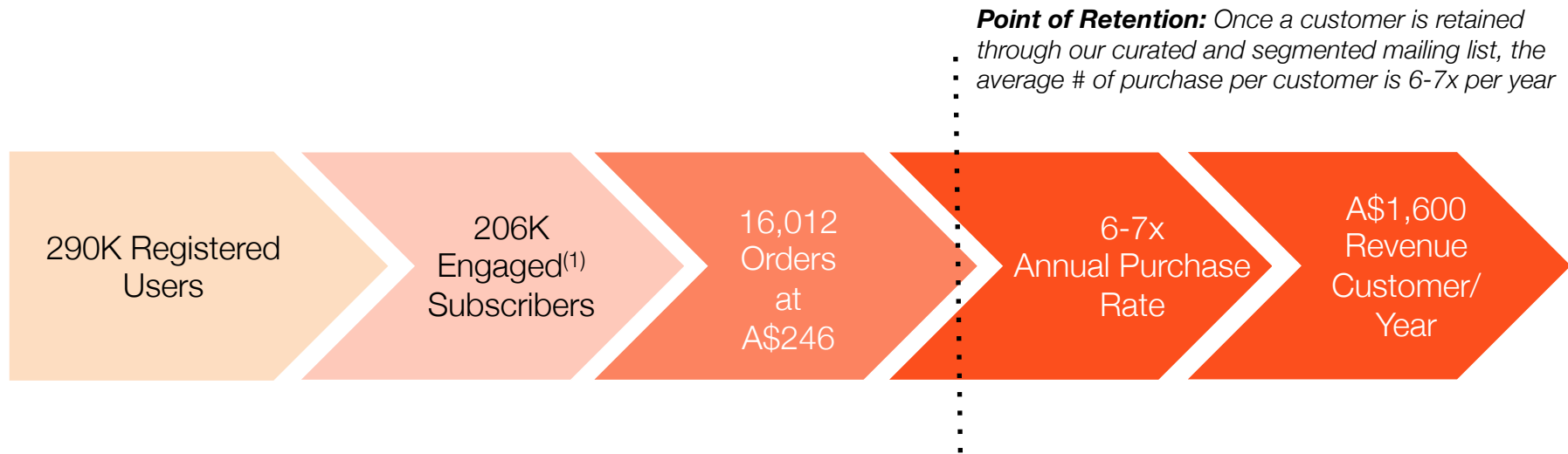


Data shown is since the launch of new AHAlife platform in May, 2013

## First Time vs. Repeat Customers



# Strategies to Drive Growth



## New Customer Levers:

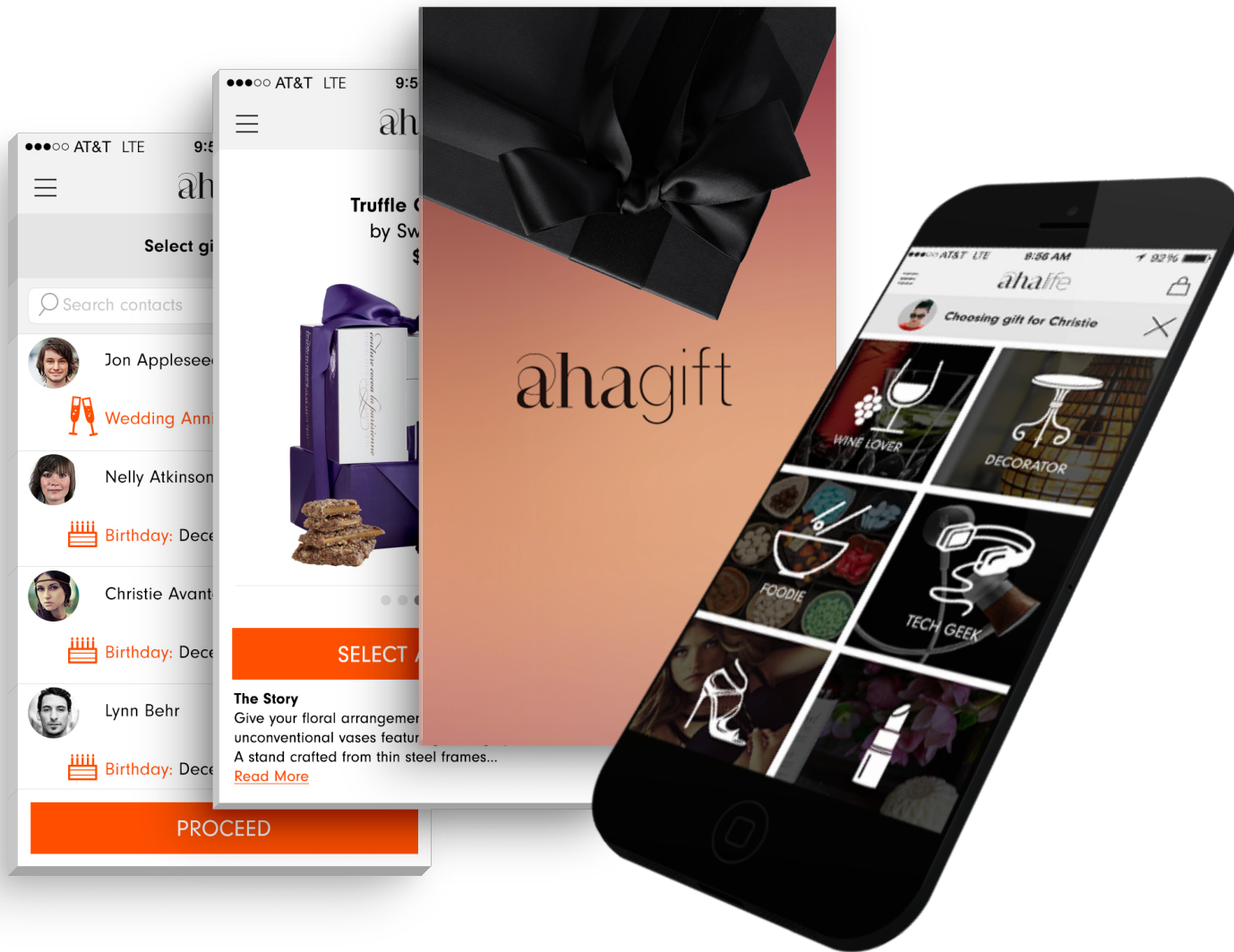
- ✓ Search: SEM/SEO
- ✓ Social: Facebook/Polyvore/Pinterest etc
- ✓ Affiliate Marketing
- ✓ Brand Customer Activation
- ✓ Content Marketing/Paid Editorial
- ✓ Media Partnerships

## Retained Customer Levers:

- ✓ Loyalty Program
- ✓ Email Program & Triggers
- ✓ Refer-a-Friend
- ✓ Concierge
- ✓ Retargeting
- ✓ Mobile Gifting App

(1) Defined as subscribers which open emails minimum twice per month

# Owning the Mobile Gifting Market



# Publishers Need a Commercial Solution

Largest luxury media company  
in the middle east



TOP  
*MEN'S LUXURY  
MEDIA BRAND*

UNANNOUNCED

US TOP  
*TECHNOLOGY  
MEDIA BRAND*

UNANNOUNCED

# Summary

- ✔ Unique focus on **curated luxury online marketplace** (no inventory)
- ✔ Market opportunity is substantial and not currently being catered to (**Last greenfield industry**)
- ✔ Significant investment in powerful technology platform that drives both brands and consumers
- ✔ Support from leading financiers, and prominent luxury and lifestyle personalities/organizations
- ✔ **Built in Trust:** Curation by both internal and high profile tastemakers
- ✔ **Growth path is clear.** Business is at a level that can be leveraged with little additional spend on platform
- ✔ **Extensibility of the technology platform** & capability will permit AHAlife to explore additional revenue streams and broaden market segments including enterprise software licensing business and more seller services
- ✔ ASX will provide capital to fund growth and capitalize on scalability