

ahalife

AUGUST 2015



TRADING UPDATE



CONTINUED MOMENTUM IN AHALIFE MARKETPLACE

Users



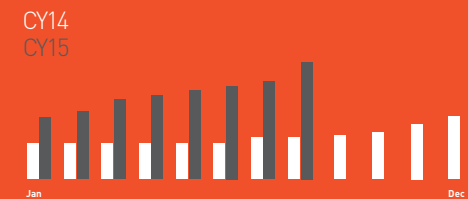
+92%
GROWTH
ON AUGUST LAST YEAR

Sales



+97%
GROWTH
ON AUGUST LAST YEAR
+37% first half growth

Brands



+38%
GROWTH
ON AUGUST LAST YEAR

A\$20.4^M GROWTH-CAPITAL RAISED IN JULY 2015



AHALife Overview

- The recent capital raising and listing of AHALife on the ASX facilitates our goal to be the go-to **global digital** marketplace for the premium/luxury industry
- AHALife is a **curated luxury online marketplace** connecting discerning consumers with independent **designers and artisans**
- Founded in 2010 AHALife has raised A\$33M of funding since inception and a further A\$20.4m in July 2015. Funds raised up until recently were devoted to building an enterprise grade technology platform
- AHALife **connects** over 2,800 **independent designers** with >380K **registered users** and has the ability to ship to 220 countries across the globe
- AHALife has over 70 curators from around the globe, **many are leading lights in the industry**
- AHALife operates via a **drop-ship (no-inventory)** model with approximately 50% product margin on every transaction



Market Opportunity

AHALIFE IS WELL-POSITIONED TO LEAD DEVELOPMENT OF THE GLOBAL LUXURY ONLINE LIFESTYLE MARKET





New Capital from ASX Listing to Drive Momentum

- 1** The successful capital raising provides ability to accelerate our growth and customer acquisition strategy within the online luxury market (€12bn in 2014¹)
- 2** Technology platform built to scale rapidly, allowing for growth in new product initiatives
- 3** Our financial results demonstrate acceleration in top line growth whilst maintaining attractive gross margins
- 4** Initial impact of applying new funds to user, customer and brand acquisition has been favourable
- 5** Opportunities for innovative new product offerings with large market potential and significant strategic partnerships

¹ Source: Bain & Company, 2014.



1

SUCCESSFUL CAPITAL RAISING

The successful capital raising provides ability to accelerate our growth and customer acquisition strategy within the online luxury market (€12bn in 2014¹)

- INT acquired 100% of AHAlife Holdings Inc on 25 July, 2015.
- As part of the transaction INT raised \$20.4m with the bulk of funds supporting AHAlife's customer acquisition strategy
- Name change completed from INT Corporation to AHAlife Holdings Limited (ASX:AHL)
- ***Note: all announcements by AHAlife Holdings Ltd, referring to the period prior to 25 July 2015, relate to the operations of INT Corporation (including Appendix 4C released on 3 Aug 2015 and Appendix 4E released on 31 Aug 2015).***

¹ Source: Bain & Company, 2014.



AHALife Holdings Post Transaction Structure

		Comments
Total funding of AHL pre RTO	A\$32.6m	
Total acq cost of AHALife by INT	A\$37.0m	
Capital raised in RTO	A\$20.4m	
Market Capitalisation	A\$62.3m	As at 28th August 2015
Total fully paid ordinary shares	163,142,428	Includes 24,741,873 restricted or escrowed shares (for 24 months)
Total options outstanding	20,346,730 (options) 5,000,000 (performance rights)	Includes restricted securities (24 months), various vesting conditions, exercise prices and expiry dates
Current Board	26,786,103 shares 15,038,820 options	All securities are restricted for 24 months or voluntarily escrowed until August 2016
% ownership by Board and Management	16.42% (undiluted) 24.84% (fully diluted)	



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

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



SACHIN DEVAND,
CO-FOUNDER,
PRESIDENT AND CTO

Indian Institute of Technology (IIT)
ALUMNUS in Computer Science

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



Management Team & Board of Directors



STUART HALLS
CFO

An accomplished CFO with 18 years' experience in senior finance roles, Mr. Halls joined AHAlife in July from Ironbridge Capital where, since 2009, he has worked across many of the portfolio companies to advise on due diligence, growth strategies and the eventual exit of several businesses, most notably the successful sale of iNova Pharmaceuticals. Mr. Halls recently spent a number of years as CFO for Recreational Tourism Group where he delivered a successful turnaround and sale in April 2015. Prior to this, Mr. Halls spent twelve years in commercial & operational roles in the UK & Australia for Coca-Cola, Unilever and Campbell Soups



MIKE HILL
NON-EXECUTIVE
CHAIRMAN

More than twenty years experience working on corporate and private equity transactions in Australia and the UK. Chairman of ASX listed entities - RHP, HJB, LVT and AHL



MIKE EVERETT
NON-EXECUTIVE
DIRECTOR

More than twenty five years of capital markets and advisory experience as Co-head of Financing Group at Goldman Sachs. Founded Reunion Capital Partners. Non-Executive Director of ASX listed entities - RHP, HJB and AHL

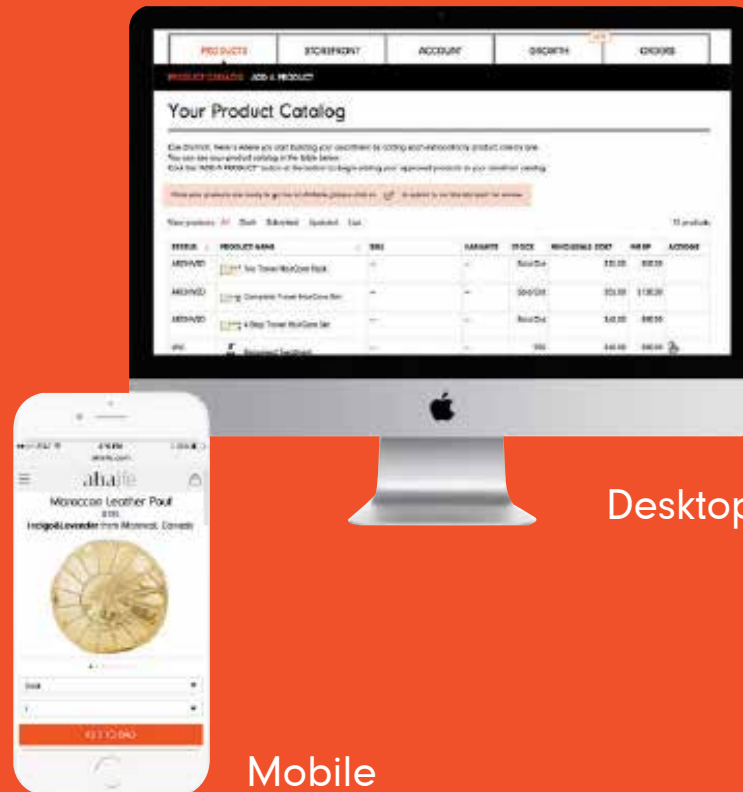


2 TECHNOLOGY

A\$33m invested to date prior to RTO lead to development of an enterprise-grade technology platform



Tablet



Desktop

Mobile



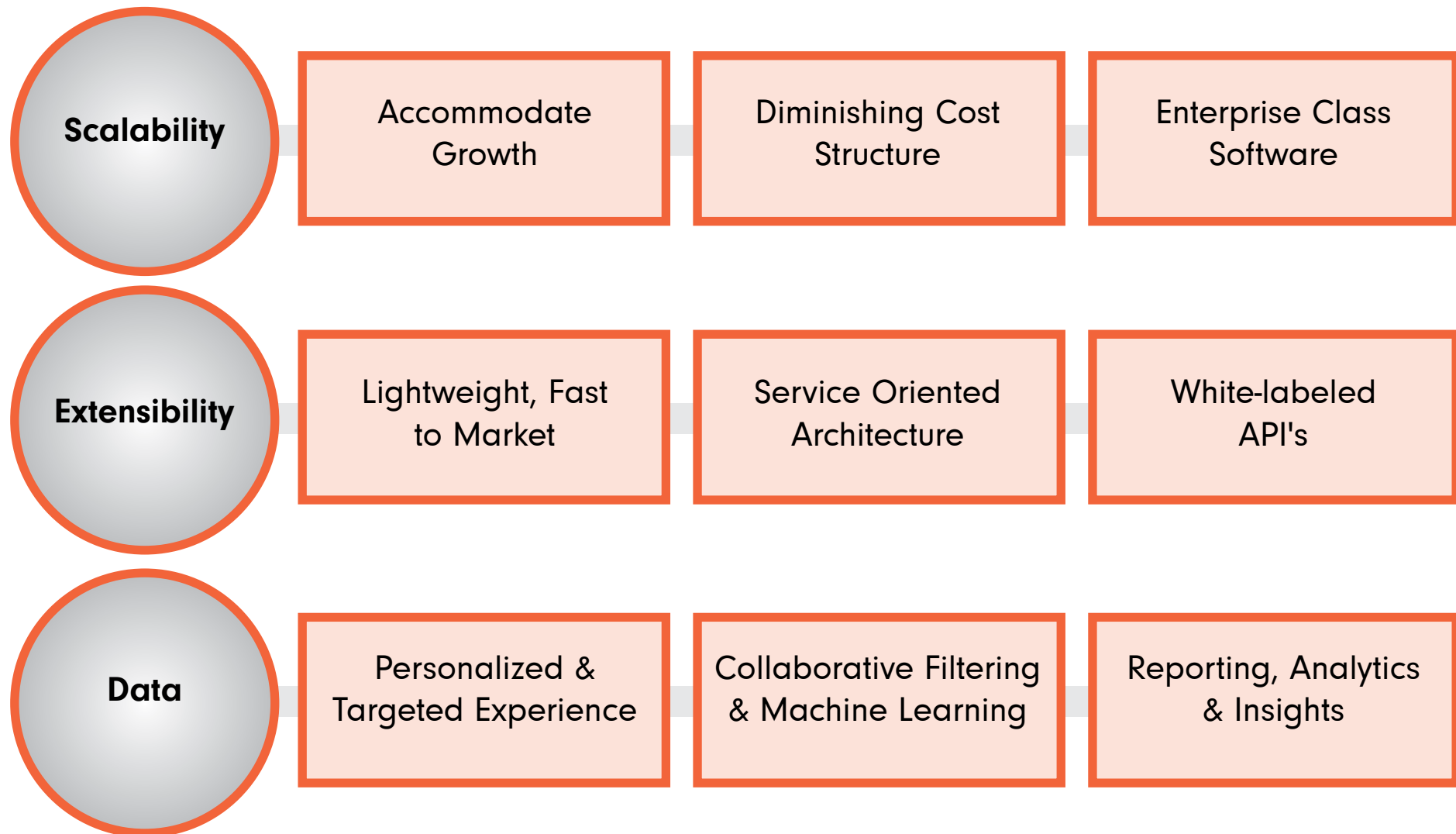
Our powerful technology platform is at the core of our marketplace

Our technology platform is built to scale rapidly, with a relatively fixed cost base

- Our powerful technology platform is at the core of our investor value proposition
- It was specifically designed to be rapidly scalable
- The design and build costs have largely been incurred prior to RTO
- The platform ensures we have a relatively fixed cost base
- As the business scales, our profitability improves
- Our easy-to-use customer and supplier interface is part of our competitive advantage



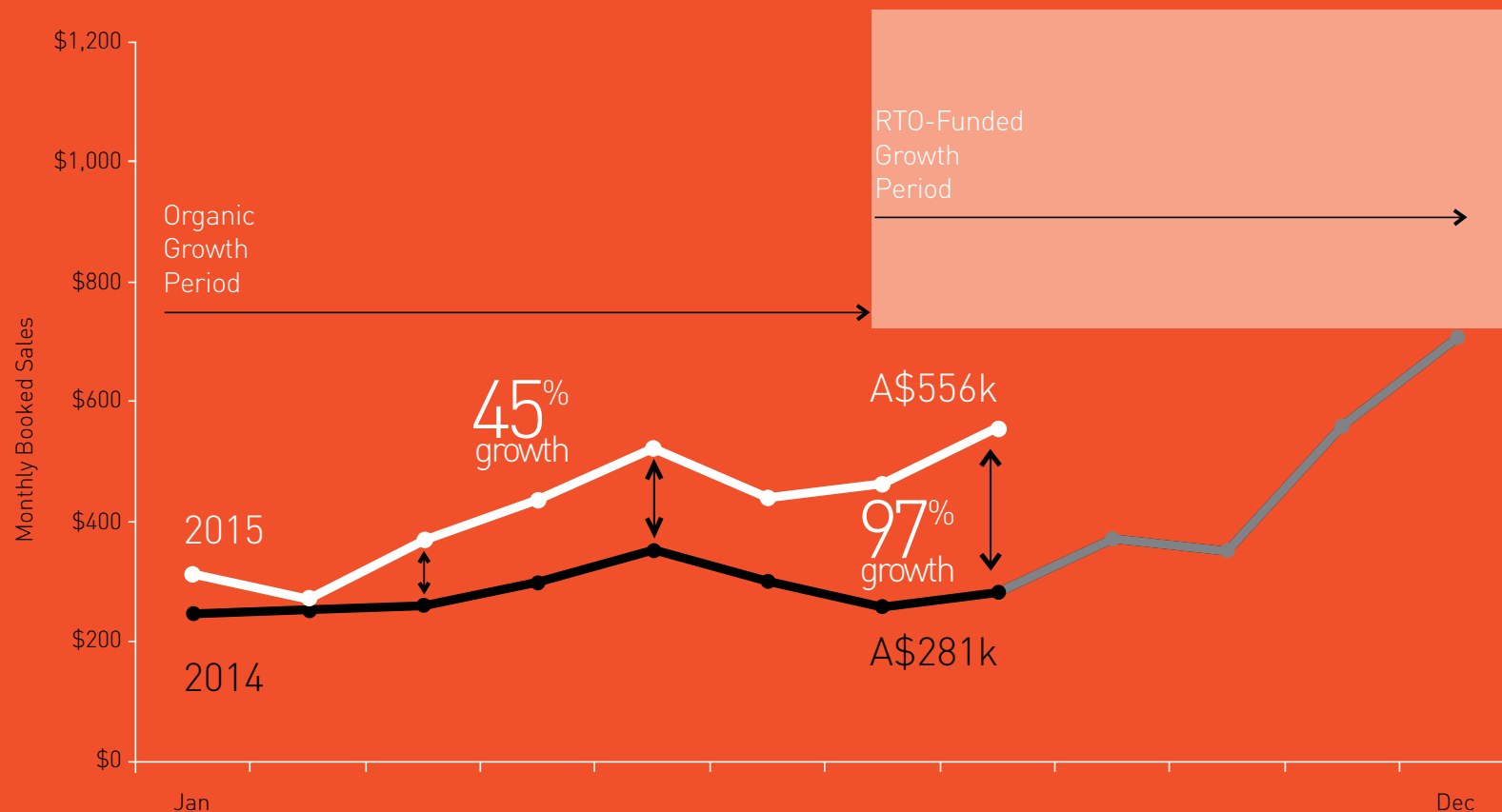
AHALife's technology capabilities have been purpose built





3 FINANCIAL RESULTS

Our financial results demonstrate acceleration in top line growth whilst maintaining attractive gross margins





June Half Year Results

The figures below are for the operating entity AHALife Holding Inc. and not the parent entity AHALife Holdings Limited (formerly INT Corporation Limited).

The operating company below has a financial year end of 31 December; its parent AHALife Holdings Limited has a financial year end of 30 June

AUD000	(Unaudited)	(Unaudited)		(Audited)
	June 1H15'	June 1H14'	% Chg on PCP	Full Yr Dec14
Booked Sales ¹	2,319	1,699	36.5%	4,205
Gross Revenue ²	2,208	1,425	55.0%	4,060
Customer Returns	(1,096)	(725)	51.2%	(1,766)
Product Margin	1,112	700	58.9%	2,294
Product Margin %	50%	49%		56%
Offers & Discounts ³	(171)	(58)		(549)
Customer Returns	(68)	(29)		(137)
In-bound Freight	(21)	(75)		(110)
Gross Profit	852	538	58.4%	1,498
GP%⁴	39%	38%		37%
Other Income	151	154		333
Expenses - Fixed ⁵	(3,149)	(4,968)	(36.6)%	(7,886)
Expenses - Variable ⁶	(689)	(509)	35.4%	(1,056)
Operating Loss	(2,835)	(4,784)	(40.7)%	(7,110)
Cash on Hand (at 31 Jul) ⁷	19,343	8,109	138.5%	4,986
Cash on Hand (US\$000)	13,927	5,838		3,590
Operating Cash Flow ⁸	(4,537)	(5,387)	(15.8)%	(6,888)

Notes

¹ "Booked Sales" is defined as orders placed during the period, inclusive of shipping revenue

² "Gross Revenue" is defined as orders shipped during the period, inclusive of shipping revenue. Full Year 2014 reported included \$125k additional revenue for rental income which has been excluded here

³ Offers & discounts for returning customers are treated as revenue deductions; offers and discounts granted to new customers are classified as a cost of sale

⁴ Company started testing marketing offers and credits in May 2014 to present day. This has lowered gross margins but the company is converting first time customers at a better rate. Full Year 2014 reported GP was 49%; for comparative purposes Technology Licensing Income & Rental Income (combined \$240k) have been reclassified as Other Income in this table.

⁵ FY14 included significant technology spend on development of the platform. Inclusive of \$1m of cost associated with discontinuing the enterprise licensing division in April 2014

⁶ Increased paid marketing spend

⁷ Cash on hand figures are at 31 July 2015 for 1HY15 & 1HY14 to reflect funds raised.

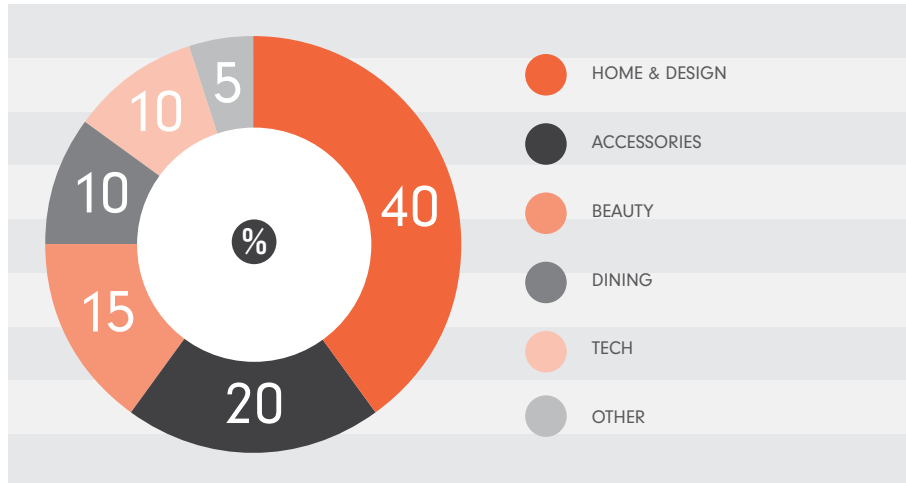
Full Year 2014 is as at 31 December

⁸ This represents the 6 months total cash flow to 30 June

All figures have been converted from USD to AUD at a rate of 0.72c



Business Profile



Gross margin consists of

- Product Margin (approx. 50%)
 - Depending upon product cost agreement with brands
- Order Fulfillment Costs (approx. 5%)
 - International Brand Inbound Shipping to US
- Incentives and Offers (approx. 10%)
 - Marketing offers, discounts and credits vary depending on active marketing campaigns and season

Key Metrics	Aug 2015 YTD	Aug 2014 YTD	2014 Full Yr to December
Registered Users	380k	198k	217k
1st Time Customer AOV	A\$235	A\$233	A\$229
Repeat Customer AOV	A\$243	A\$253	A\$272
Product Margin	50%	49%	56%
Inventory Risk	Nil		
No. of Orders Placed	12,934	8,810	16,410
No. of Orders from Repeat Customers	4,754	2,613	5,608
% Revenue from Repeat Customers	38%	31%	39%
% No. of Customer Products Returned ²	2.6%	2.1%	2.4%
NPS Rating			69 ¹

¹ Net Promoter Score: A widely used customer loyalty metric created by Bain & Co. and named by Harvard Business Review as "One number you need to grow". Amazon has an NPS score of 65

² Industry standard 15-55%

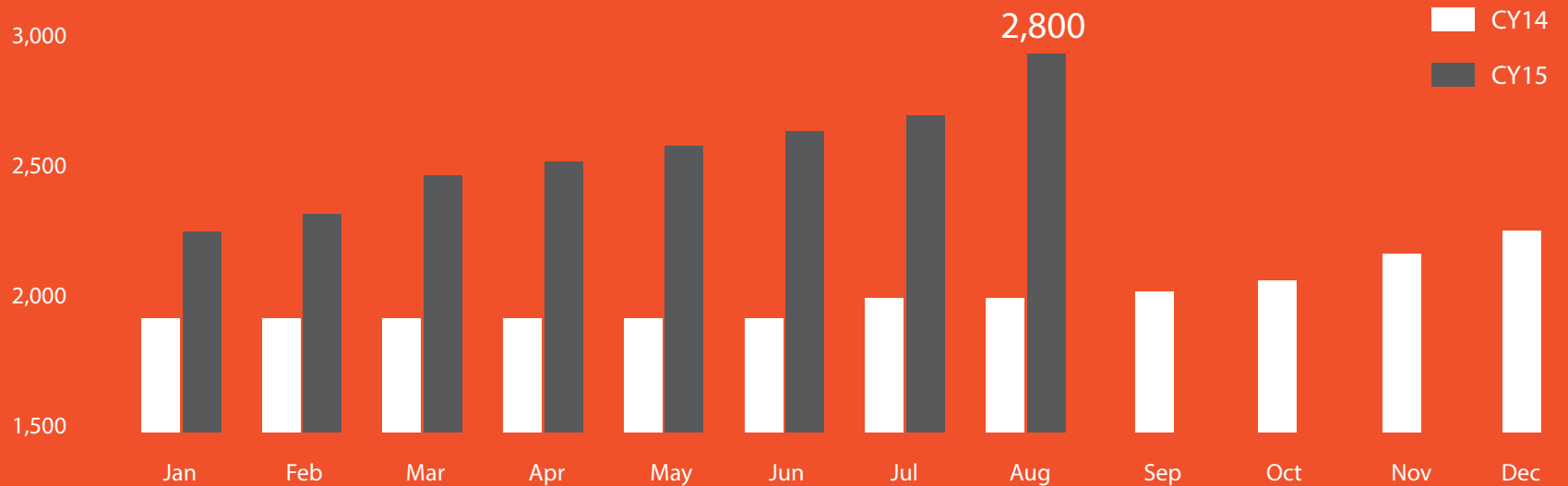


4

GROWTH STRATEGY

Initial impact of applying new funds to user, customer and brand acquisition has been favourable

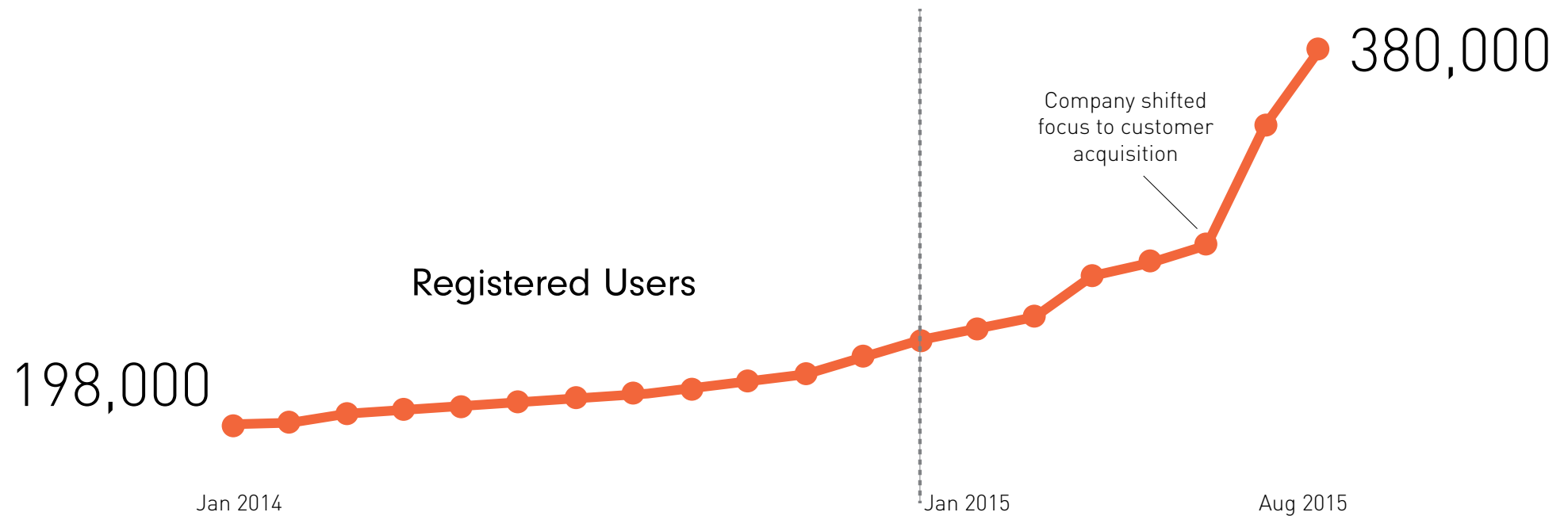
Brands





Rapid growth in new customer acquisition

The successful capital raising of A\$20.4m in July ensures the company can now continue to invest in growth





Growth Drivers

ORGANIC

CUSTOMER LEVERS

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

RETENTION LEVERS

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

STRATEGIC

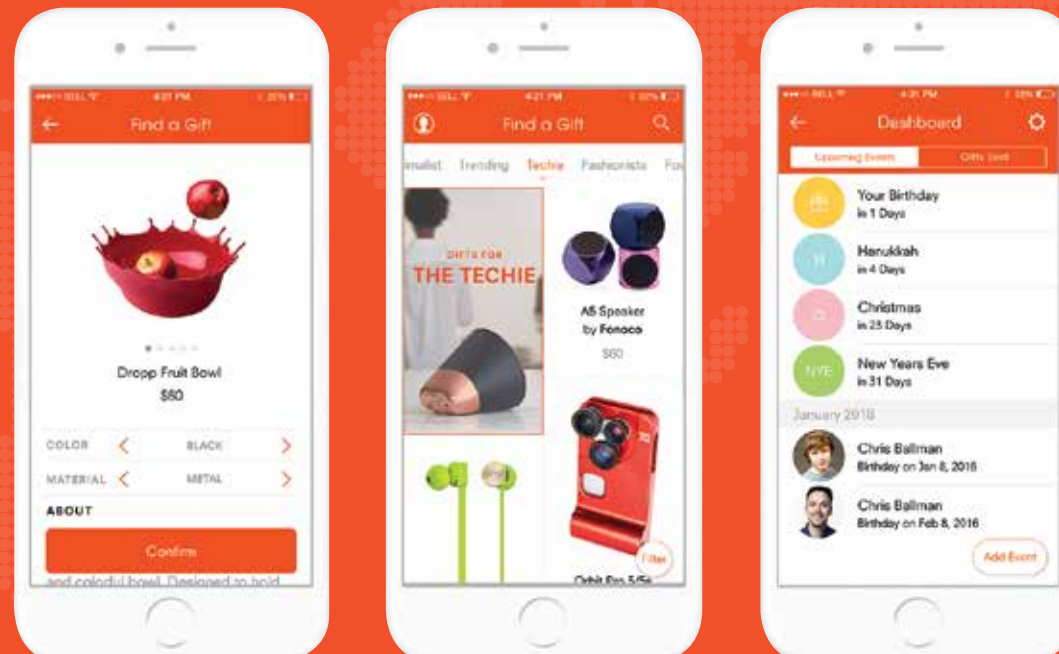
- Acquisition of sub-scale business capable of being transitioned to AHAlife
- New technology releases to drive customer acquisition.
eg: Gifting App
- Further market segmentation with dedicated sites in specific product categories
eg: AHAnoir
- Joint Ventures
- Dedicated expansion into other countries outside of the US



5

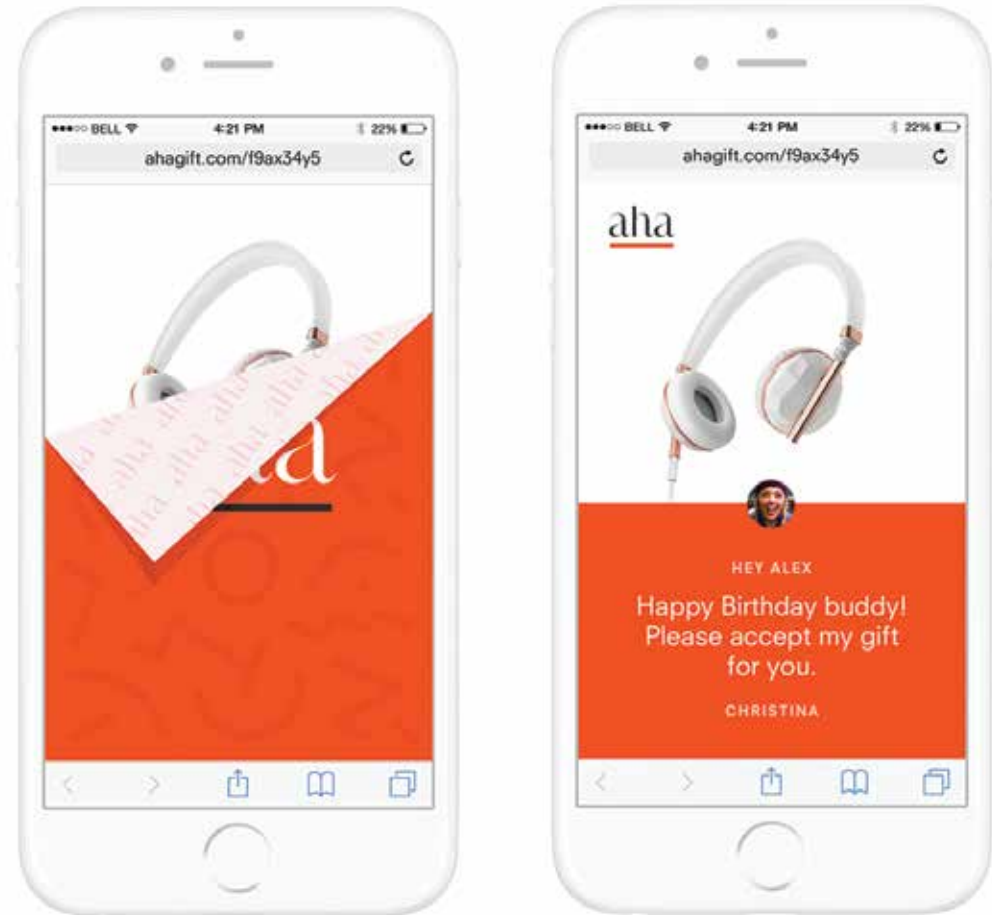
NEW PRODUCT OFFERING & INTERNATIONAL EXPANSION

Opportunities for innovative new product offerings with large market potential and significant strategic partnerships



Gifting App

- Launching in September
- Size of the US gifting market is US\$21.2bn¹
- Currently no competitor gifting app in the entire apple app store
- "Give a gift in less than 60 seconds"



¹ Source: National Retail Federation, Mother's Day Consumer Spending Survey, 2015 (conducted April 1-9 2015)



International Expansion

China

Company is well positioned with strategic investors: VIP Shop and Rakuten (market capitalisations of A\$16bn and A\$27bn¹, respectively)

Canada

Currently easiest area to focus on given time zone and proximity

Europe & Australia

Current orders from these regions have significantly higher average order values

Acquisitions

Opportunity to purchase smaller businesses with engaged audience and little to no technology to leverage off AHA^{life}'s technology platform.

¹ Market capitalisations as at 28th August 2015

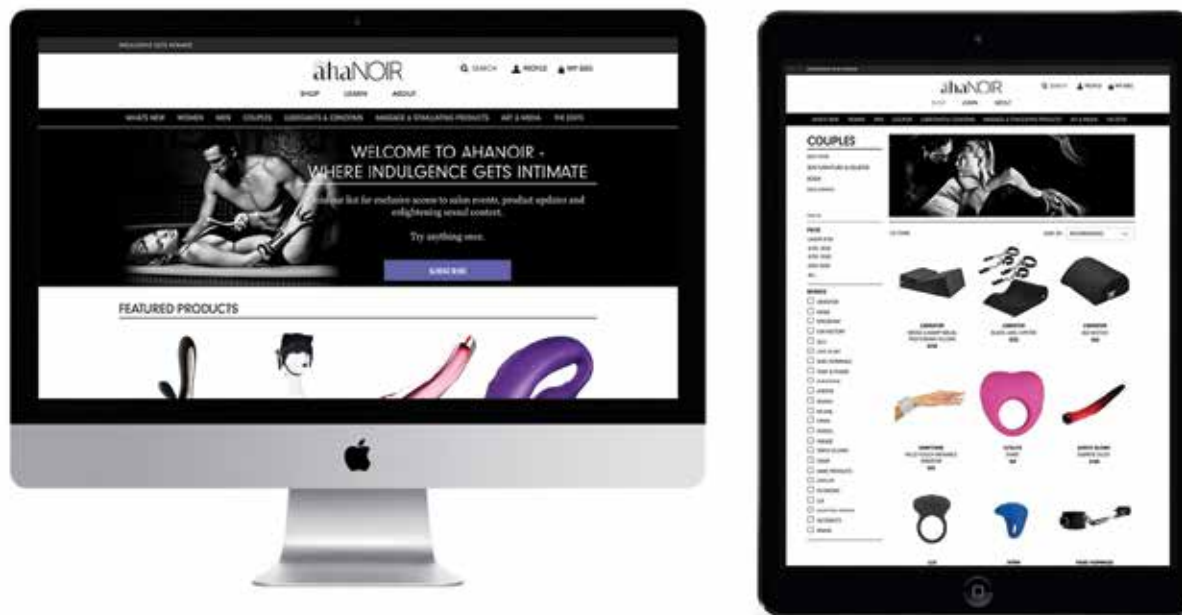


AHAnoir

AHAnoir is a premium curated adult product site which demonstrates AHAlife's ability to leverage its technology platform into new market segments.

The sex toy industry is a large opportunity (market size US\$15bn¹ estimated to grow to US\$52bn by 2020) and has a heavily online orientation.

Amazon.com is the largest seller in this space but there is still a market opportunity at the premium end.

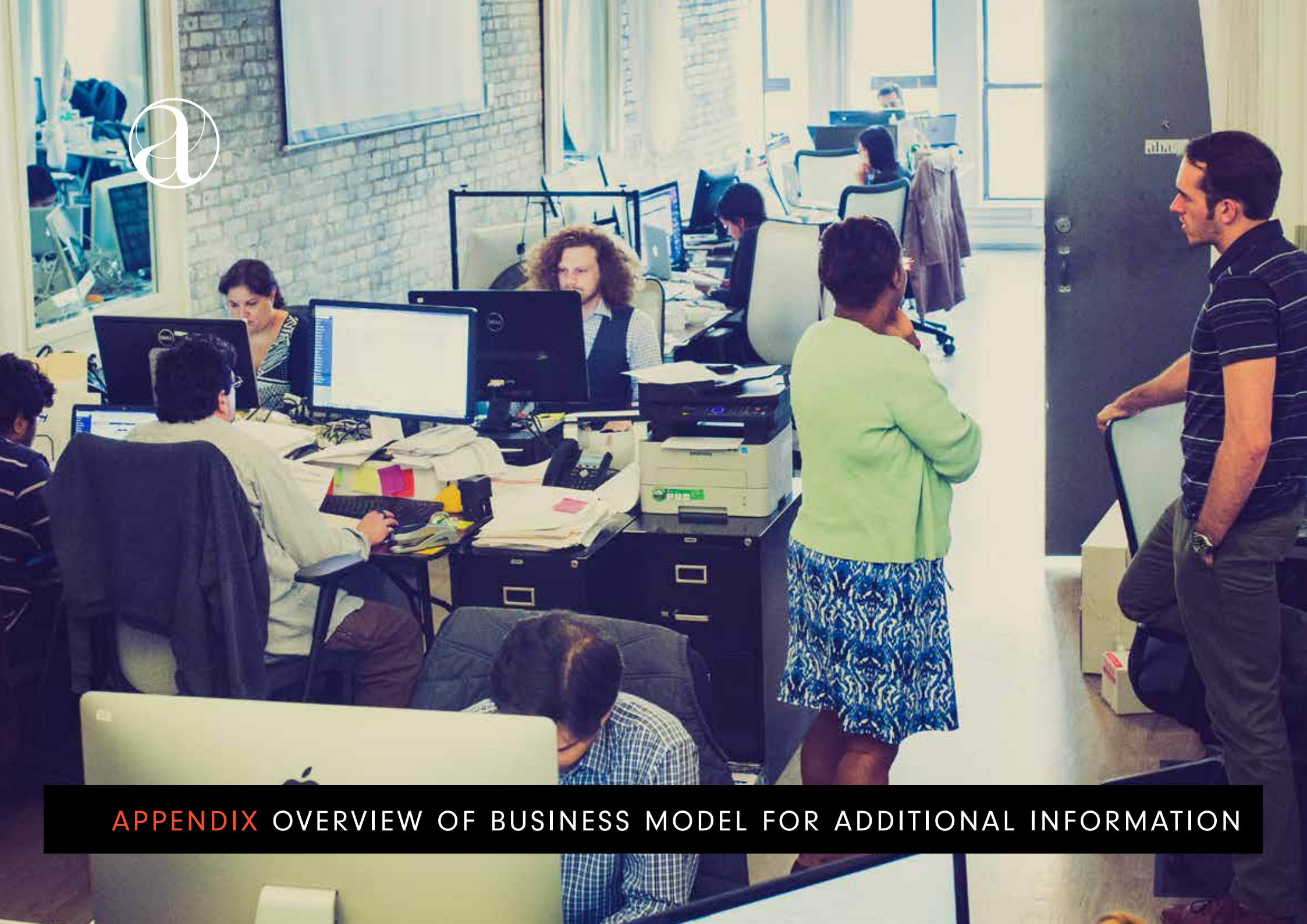


¹ Source: Stefan Dallakian, owner of Paris Intimates



SUMMARY

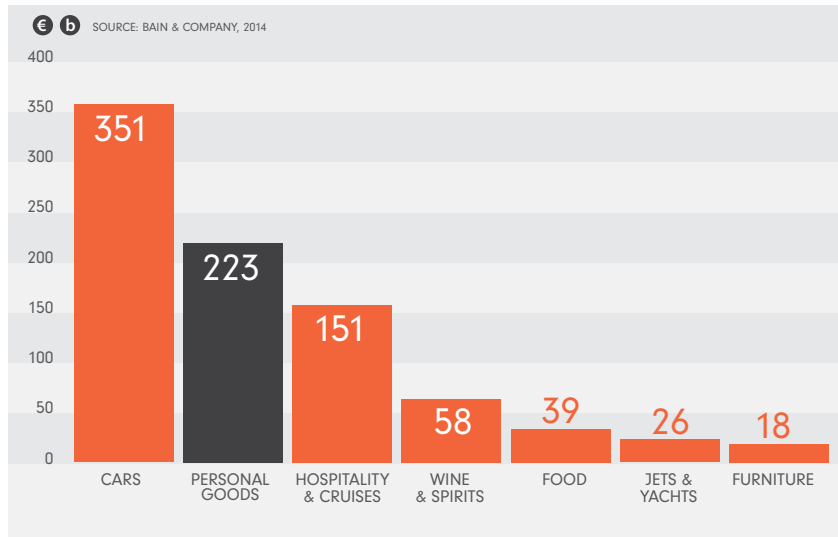
- Unique focus on large and growing curated luxury online marketplace
- Funds raised used for new customer acquisition and early signs are favourable and already driving 97% growth on August last year
- Our business model has structurally attractive product margins of 50% - higher than other online retailers but at low-end of luxury retailers off-line
- Our drop-ship model ensures we can generate revenue without holding inventory
- Significant investment in powerful technology platform that drives both brands and consumers
- Support from leading financiers, and prominent luxury and lifestyle personalities/organizations



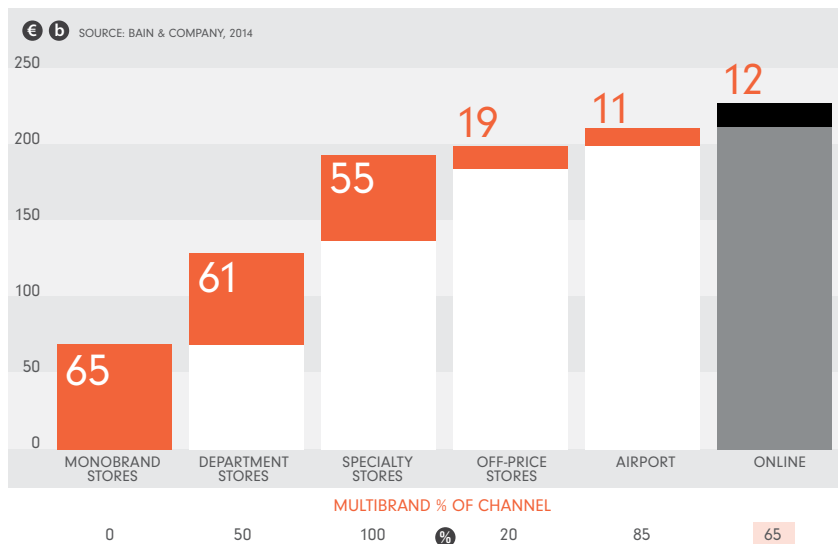
APPENDIX OVERVIEW OF BUSINESS MODEL FOR ADDITIONAL INFORMATION



Luxury Personal Goods Market is €223b



Luxury Personal Goods Market By Sales Channel, 2014 (€)



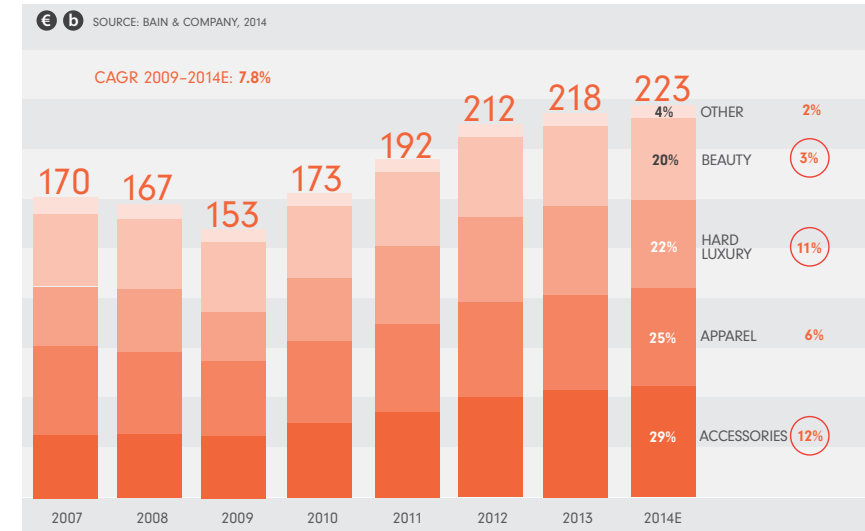
Online sales of luxury items represent ~5% of the total €223B market, at €12B.

Traditional bricks & mortar shopping is more likely to be Monobrand.

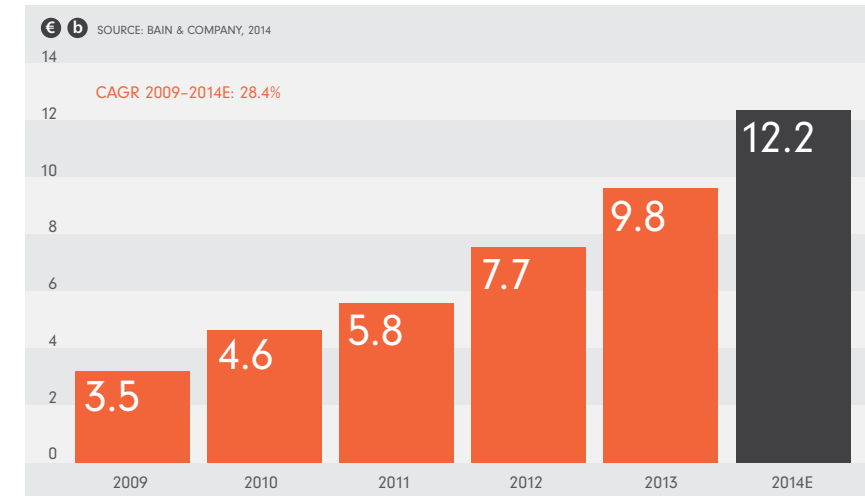
Within the Online channel, Multibrand environments are preferred by customers and represent 65% of all channel sales.

AHALife's Multibrand-style offering is accepted by luxury online shoppers.

Luxury Personal Goods Market by Product Category, 2007-2014 (€)



Global Online Luxury Personal Goods Market, 2009-2014 (€)





Company Advisors & Investor Network

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



STEVE SADOVE
Former CEO
Saks Fifth Avenue



DEEPAK CHOPRA
Spirituality & Wellness
Author



FERN MALLIS
Founder of
NY Fashion Week



ARI EMANUEL
CEO of William Morris
Endeavor and IMG



RENAUD DUTREIL
Former Chairman
LVMH



JON TEO
Co-Founder of
Binary



(Ranks Among Top 3
eCommerce Companies in
the World, Largest in Japan)¹
TYO:4755



(China's Leading Online
Discount Retailer for Brands)²
VIP Shop
NYSE:VIPS



(The global leader in sports,
entertainment, media, and
fashion, operates in more
than 25 countries)
William Morris Endeavor
and IMG



(Silicon Valley Based VC)



(New York City Based VC)

¹ source: www.rakuten.com

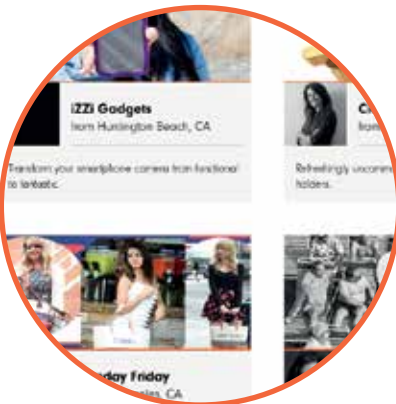
² source: ir.vip.com



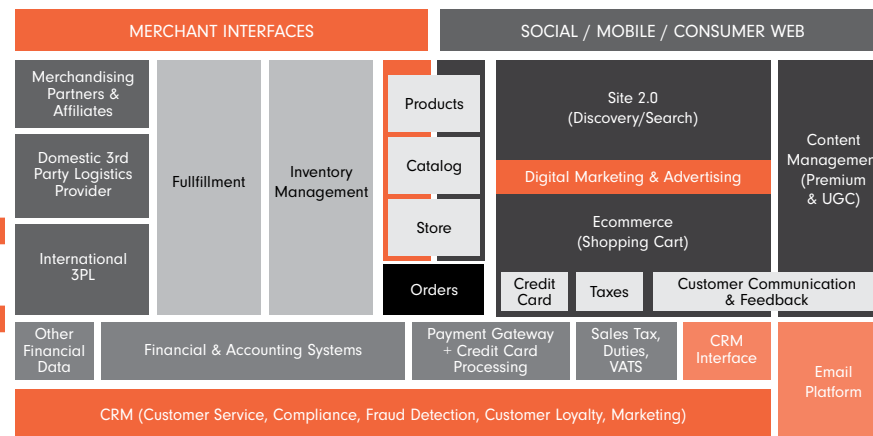
Extending the AHAlife Platform



AHAlife.com



AHALIFE TECHNOLOGY PLATFORM



AHAnoir.com



Mobile App

Powering fast
growing independent
brand's e-commerce



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



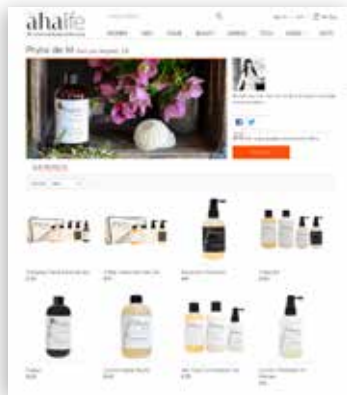
Content solutions provided, including editorial design and email communication



Self-managed for brands to control consumer experience



AHALife Offering for Brands



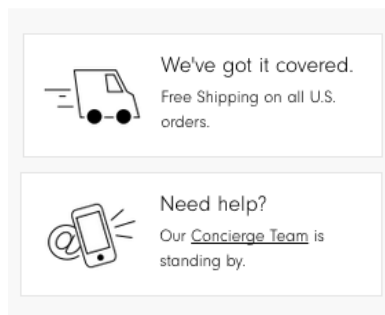
**CUSTOMIZABLE DIGITAL
STOREFRONT**



**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**



The AHLife 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"

AHLife 2x Repeat Male Customer

"Very special items are selected for even
the most savvy of shoppers"

AHLife 10x Repeat Female Customer

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.



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, 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@MPANY

"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"



"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."



"Best of the Web List 2012"



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