



Successful customer acquisition strategies lead to +96% increase in users since ASX listing

Key points:

- Users grew by 96% in Q1 to 397,000 compared to previous corresponding period (PCP)
- Booked sales grew by 75% in Q1 to A\$1.576M for the quarter
- Brands grew by 37% in Q1 with 2,863 at end September

New York, United States and Sydney, Australia – Thursday 15th October 2015: – [AHAlife Holdings Limited](#) (ASX: AHL) (“AHL” or the “Company”), an online marketplace and technology platform for luxury items, is pleased to announce that the numerous customer acquisition strategies using its technology platform and data science have led to a 96% increase in registered users to 397,000 as of 30 September 2015 compared to the previous corresponding period.

AHALife has acquired more users on its luxury marketplace in the last eight months than it did entirely in its first three years of operations. The acceleration of customer acquisition has been as a result of effective customer retention programs and new e-marketing and engagement. This follows the company’s successful ASX listing and capital raising in July 2015.

The increased users has contributed to a 75% growth in booked sales for the quarter as compared to the PCP, in a period that is typically the quietest seasonal retail quarter in the USA. The company generated booked revenue of A\$1.576M in this last quarter comparable to its record Christmas quarter last year (A\$1.579M). The momentum going into the Q2 Christmas period is positive for AHAlife in what is traditionally the strongest retail quarter.

Brands also continue to grow rapidly with over 2,800 brands actively selling on ahalife.com now, which is an increase of 35% compared to PCP.

Shauna Mei, Chief Executive Officer said: “We’re excited to deliver a strong first few months as a listed company on both sides of the marketplace. The number and quality of our brands continues to grow rapidly with 20-30 new brands being signed each week. In combination with continued customer acquisition, this growth positions the company well for what is traditionally the largest retail trading period for the year.”

Further information on these results is set out in the Morgan Stanley Q1 investor update lodged on the ASX and available at <http://www.ahalifeholdings.com.au/asx-announcements/>.

[Note: All financial numbers have been converted from USD to AUD at an exchange rate \$0.72]



-ENDS-

For more information

AHALife

Shauna Mei

Founder and CEO

Tel: +1 (646) 454-1110

Email: shaunamei@ahalife.com

Investor relations

Rebecca Wilson

Buchan Consulting

Tel: +61 (3) 9866 4722

Email: rwilson@buchanwe.com.au

Media

Cristinq Whittington

Buchan Consulting

Tel: +61 (3) 9866 4722

cwhittington@buchanwe.com.au

About AHALife

AHALife Holdings Limited (ASX: AHL) is an online marketplace for consumers of curated luxury items and designer products. The Company's nearly 400,000 customers purchase items directly from a community of more than 2,800 handpicked designers and artisans in 45 countries. AHALife's business model involves a drop-ship approach, allowing wholesalers to ship directly to customers leaving no inventory risk for the Company.