



AHAlife Holdings Limited
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23 October 2015

Chairman's Address at Annual General Meeting of AHAlife Holdings Limited

Chairman: Mr Mike Hill

Welcome to the first AGM for AHAlife Holdings Limited. It is with great pleasure I open this annual general meeting.

Today is an exciting time for all stakeholders associated with this Company. Today we will not only deal with the usual formalities of this AGM but we will also get an updated presentation from Shauna and Sachin and hear how the business is working towards building its pre-eminent digital high end luxury marketplace.

For those who don't know me, I first met Shauna and Sachin in November 2014 when Mike Everett and I were introduced to this business as the team were exploring listing on the ASX. We were impressed by the professionalism and determination this hugely talented team had towards building out the marketplace in an ever changing digital world.

My background for the last 15+ years is working with management teams to help formulate strategic direction and balance the necessary short term risks in growing businesses with the term objective of building shareholder value. My experience is over many industries and varying sized businesses.

I am genuinely excited to be part of AHAlife and believe this executive team has exactly what it takes to deliver for you, the shareholders of the Company.

About AHAlife

AHAlife is a 5 year old highly curated luxury marketplace where discerning buyers can discover and purchase high end boutique brands from all over the world.

Shauna' vision to build this marketplace whilst protecting artisans creativity from the world of mass products and distribution is real and impressive.

Sachin's ability to bring enterprise class technology with his extensive experience gained in associated industries including Adtech underpins the strength of the platform.

A recent hire of Stuart Halls as CFO adds strength in the finance department allowing this executive team.

On behalf of the board, we thank the team for their dedication and long hours spent building this business.



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Business Update

I'll let Shauna and Sachin run through the AHAlife presentation for you, however I'd like to note some exciting fundamental trends we are seeing in the latest trading data:

1. The business has seen impressive growth in terms of **registered users**, **booked sales** and **numbers of brands** selling on the marketplace;
2. The business model supports **attractive margins** and focussed KPIs with **high AOV** and **low return rates** which are monitored closely through the technology platform;
3. Strategic growth opportunities are being explored and include the potential for a significant new revenue stream to be generated via the launch of the new AHA gifting App, planned for launch in first week of November, in addition to a number of strategic partnerships being formulated to accelerate growth across new regions and customer audiences as well as international expansion opportunities.

With these trends and strategic focus, we believe there is an exciting journey ahead for ahalife.com.