

ahalife (ASX:AHL)

12 - 23 OCTOBER 2015

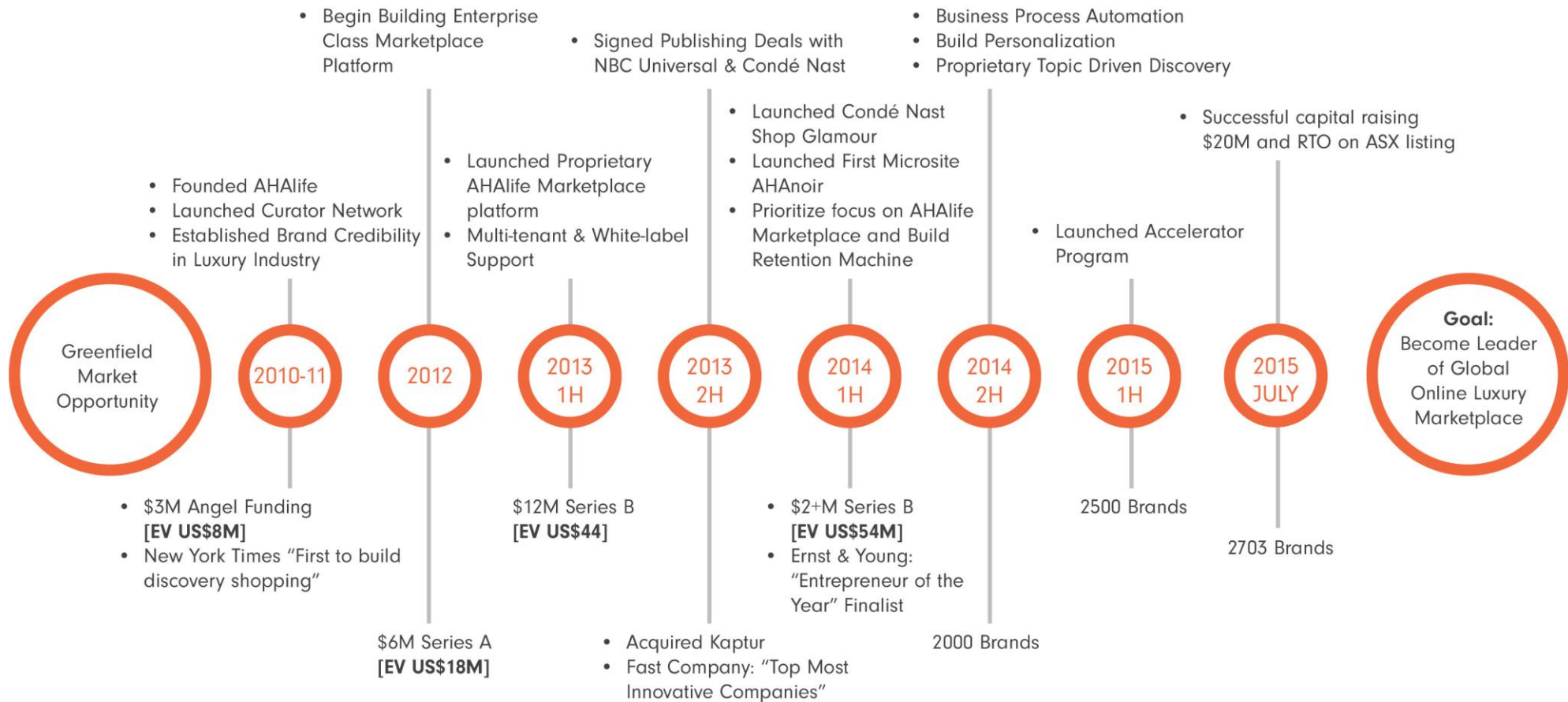


ANNUAL GENERAL MEETING
Friday 23rd October 2015



The AHAlife Growth Story

Business Accomplishments



Notable Milestones



AHALife (ASX:AHL) Overview

- AHALife is a **curated luxury online marketplace** connecting discerning consumers with independent **designers and artisans**
- AHALife **connects** over 2,800 **independent designers** with >397K **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
- Founded in 2010 AHALife has raised A\$53.4M (A\$20.4m raised in July 2015) of funding since inception. Funds raised up until recently were devoted to building an enterprise grade technology platform



PROVEN BUSINESS MODEL WITH SIGNIFICANT EARNINGS UPSIDE

- 1** AHAlife is well positioned to lead development of the global luxury online lifestyle market
- 2** Technology platform built to scale rapidly, allowing for growth in new product initiatives
- 3** Q1 financial results show acceleration in top line growth whilst maintaining attractive gross margins
- 4** Proven marketplace business model
- 5** Opportunities for innovative new product offerings with large market potential and significant strategic partnerships



MARKET OPPORTUNITY





AHALife Curator Network



Source: www.ahalife.com/curators



Global Products available at ahalife.com



Ruffano, Italy



Barcelona, Spain



Manhattan Beach, CA



Poznan, Poland



Porto, Portugal



Liverpool, United Kingdom



Copenhagen, Denmark



Monrovia, CA



Tel-Aviv, Israel



Columbus, OH



Baia Mare, Romania



New Delhi, India

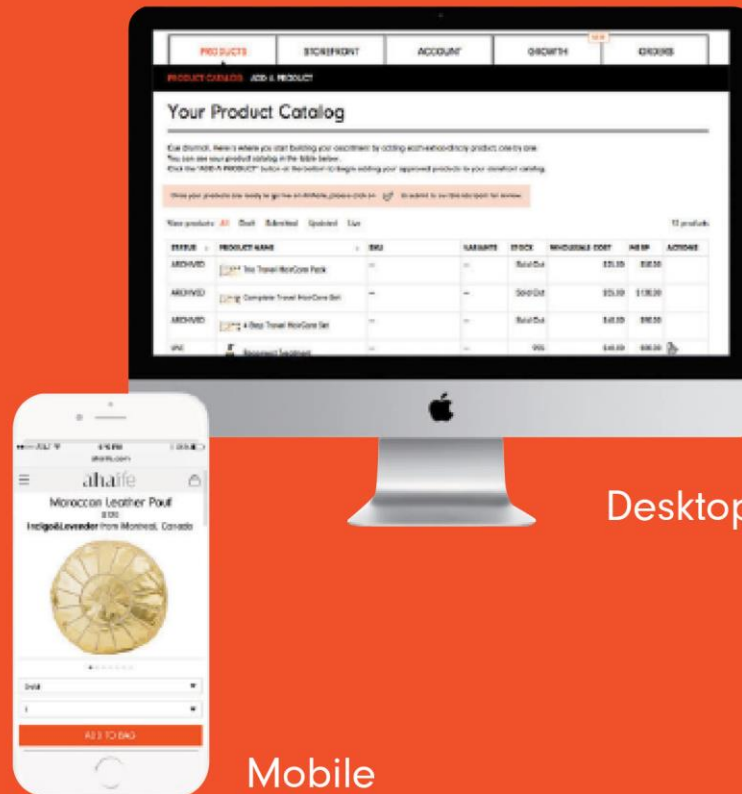


2 TECHNOLOGY

A\$33m invested to date prior to ASX listing led to development of an enterprise-grade technology platform



Tablet



Desktop

Mobile



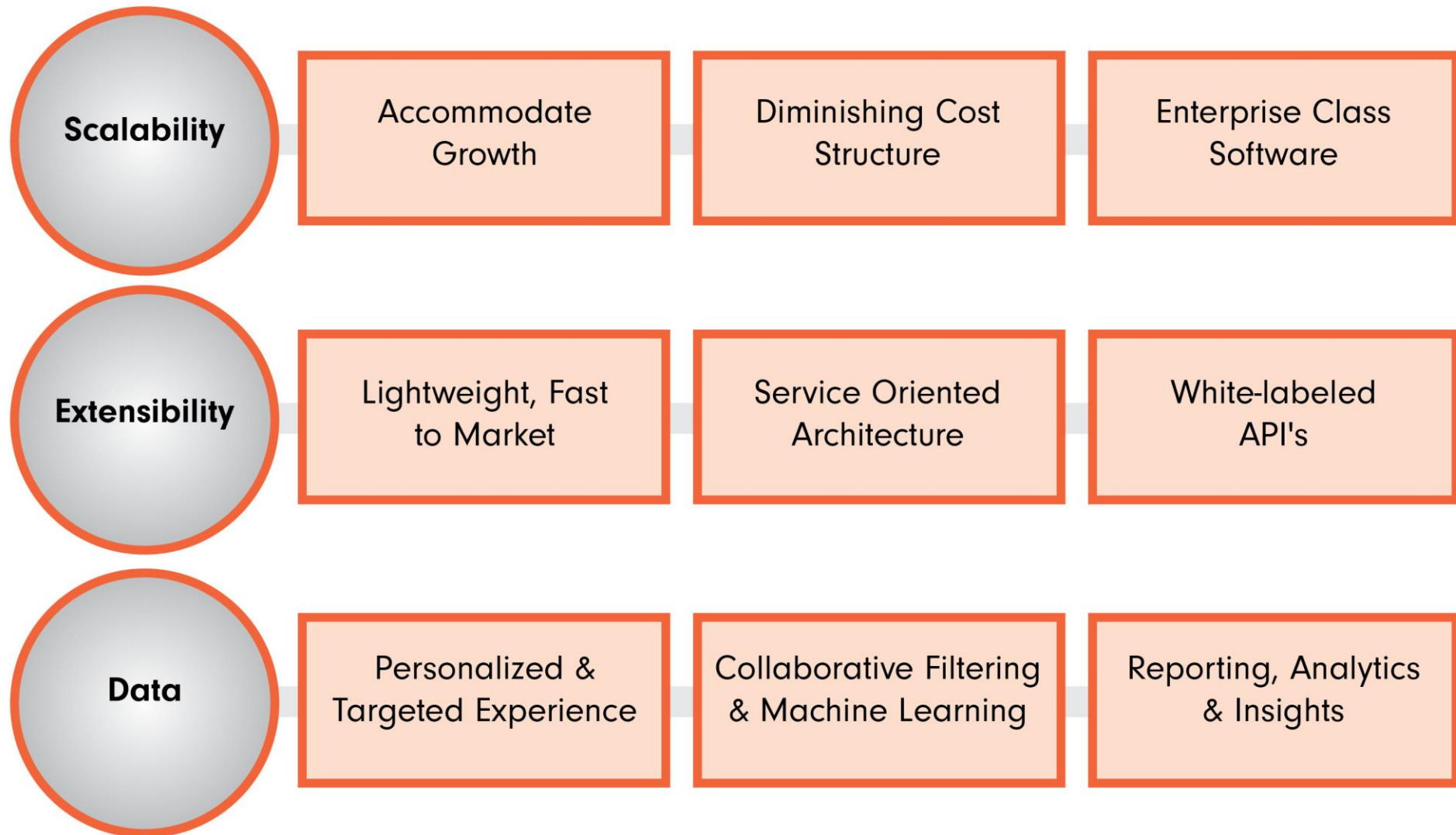
Our powerful technology platform is at the core of our marketplace

Built to scale rapidly, with a relatively fixed cost base

- It was specifically designed to be rapidly scalable
- The design and build costs have largely been incurred prior to ASX listing
- 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

Q1 financial results show acceleration in top line growth whilst maintaining attractive gross margins

Users



+96%
GROWTH
ON Q1 LY

Sales



+75%
GROWTH
ON Q1 LY

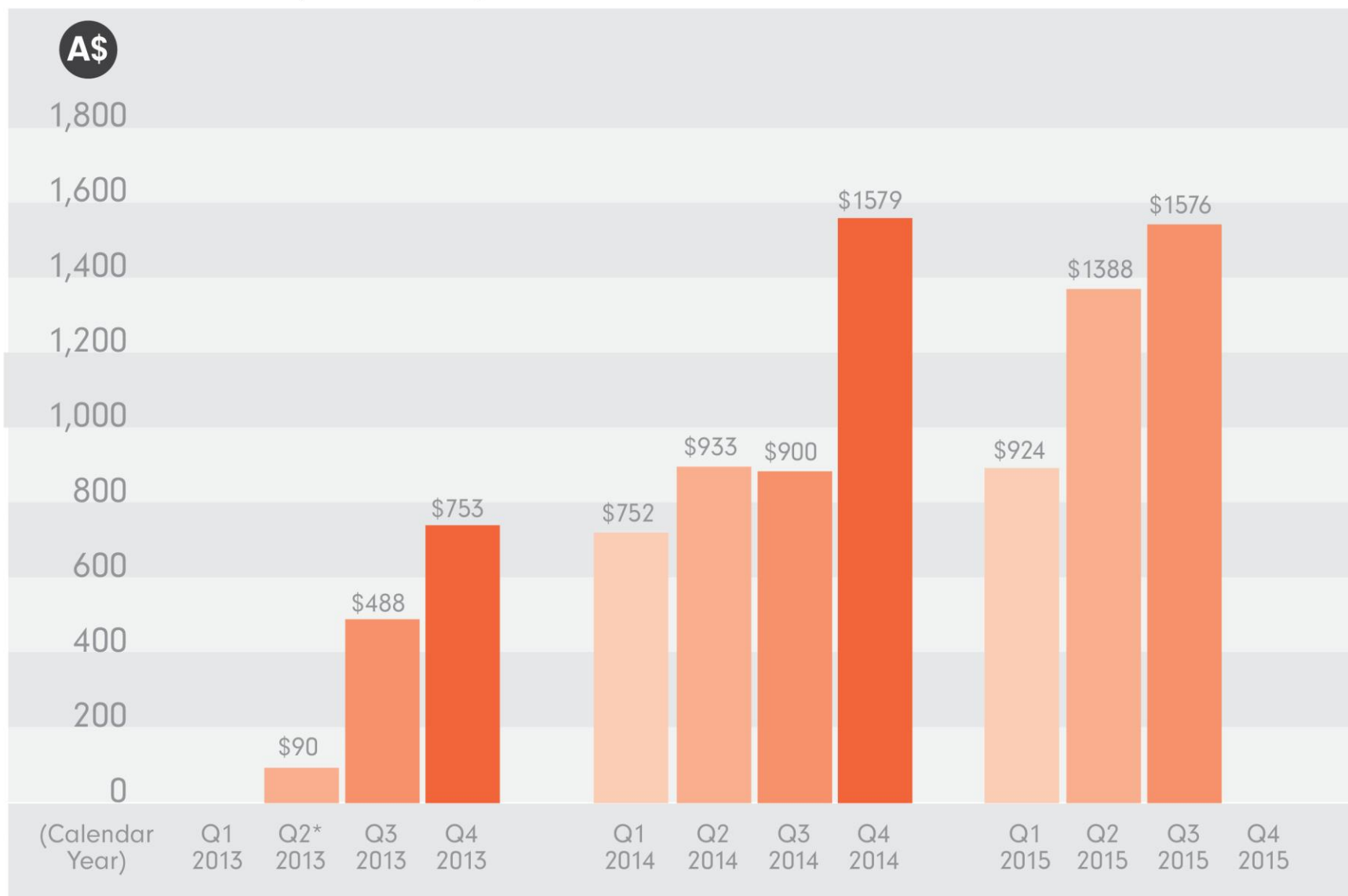
Brands



+37%
GROWTH
ON Q1 LY



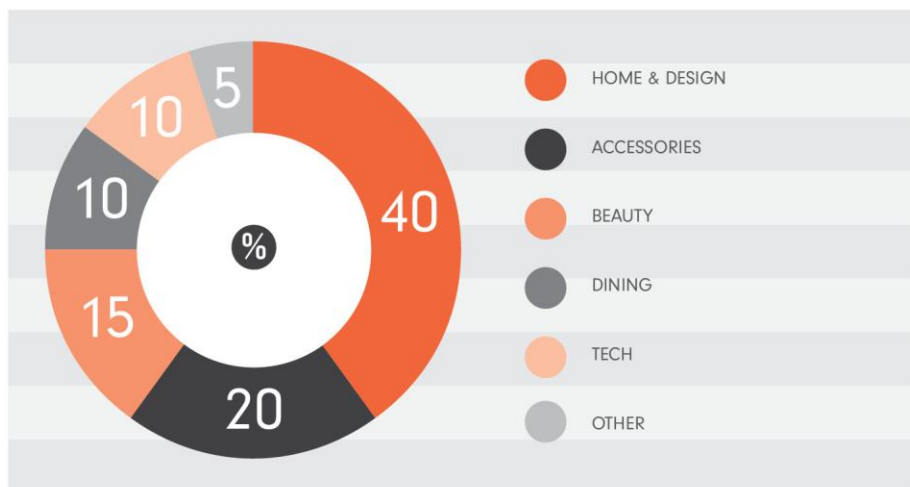
Booked Sales (AUD 000)



* Launch of AHAlife Platform



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. 15%)
 - Marketing offers, discounts and credits vary depending on active marketing campaigns and season

AUD

Key Metrics	Q1 FY15	Q1 FY14	2014 Full Year
Registered Users	397	203	217
1st Time Customer AOV	\$265	\$202	\$229
Repeat Customer AOV	\$276	\$272	\$272
Product Margin	46%	48%	48%
Inventory Risk	Nil		
No. of Orders Placed	5,880	3,972	16,239
No. of Orders from Repeat Customers	1,707	1,393	5,598
% Revenue from Repeat Customers	30%	42%	39%
% No. of Customer Products Returned ²	1.9%	1.9%	2.4%
NPS Score ¹			69

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%

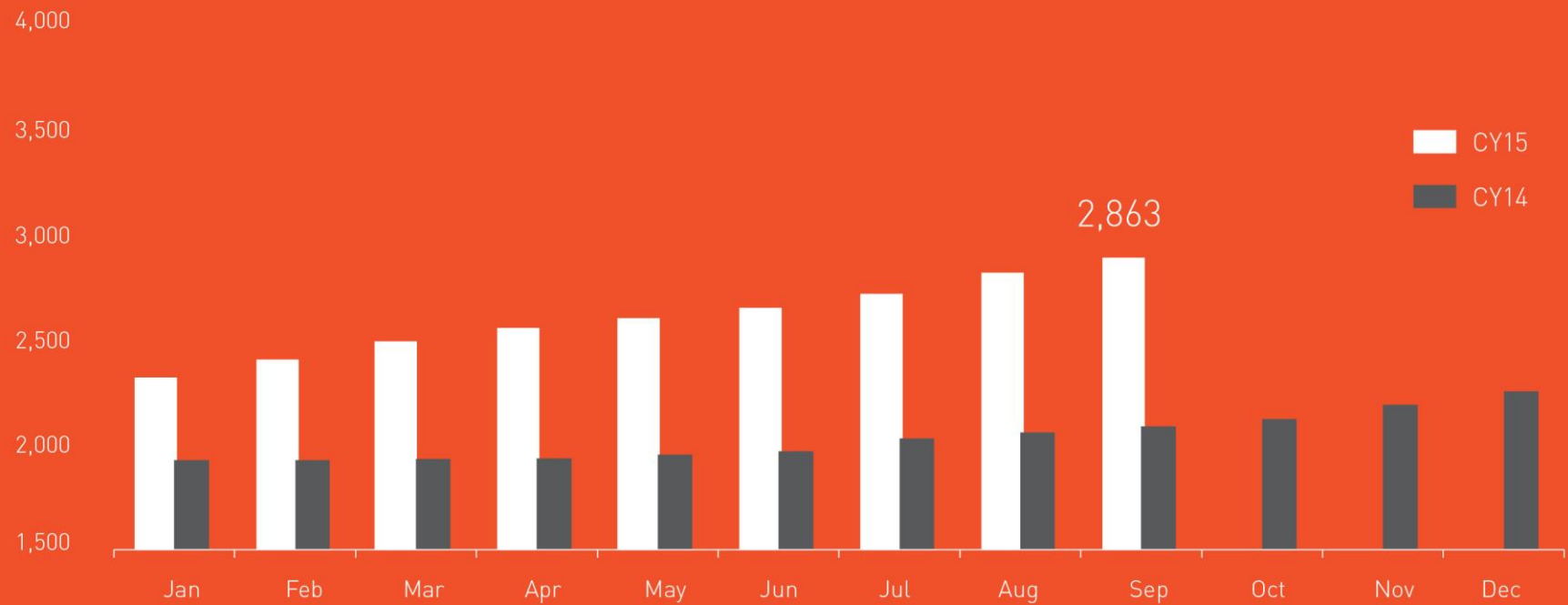


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GROWTH STRATEGY

Proven marketplace business model

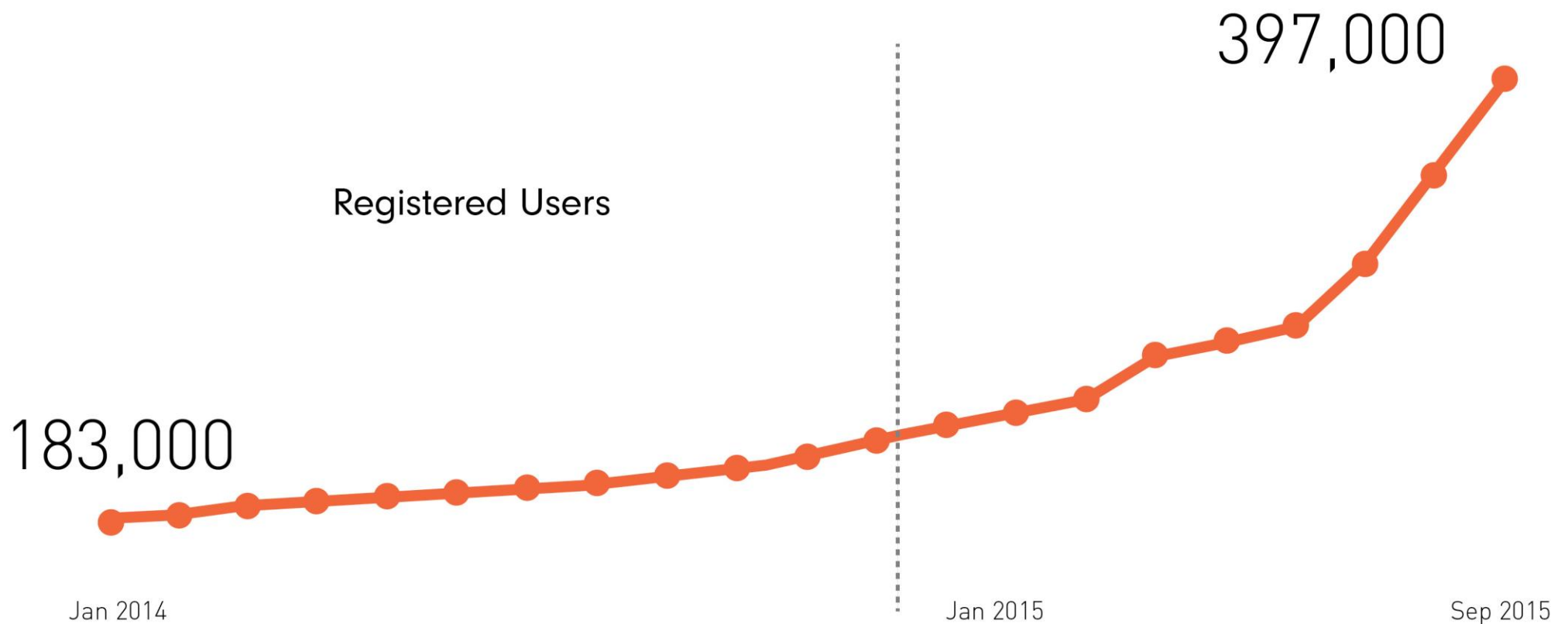
Brands





Rapid growth in new user acquisition

The successful capital raising of A\$20.4m in July 2015 ensures the company can now continue to invest in growth





CUSTOMER RETENTION TECHNOLOGY



Average repeat
customer buys
6 times per year



Launched Loyalty
program



Centralized
Concierge/VIP
program

- Machine Learning
- Personalised user experience

- Data Science
- Trigger emails

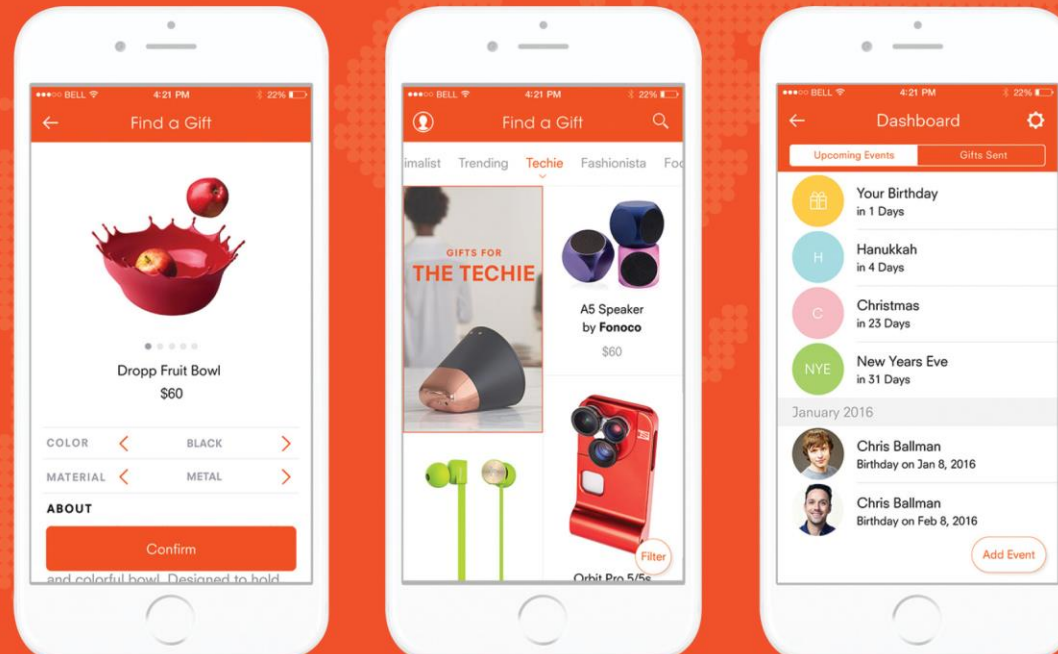
- Newsletter
- Mobile notifications



5

NEW PRODUCT OFFERING & INTERNATIONAL EXPANSION

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





GIFTING APP



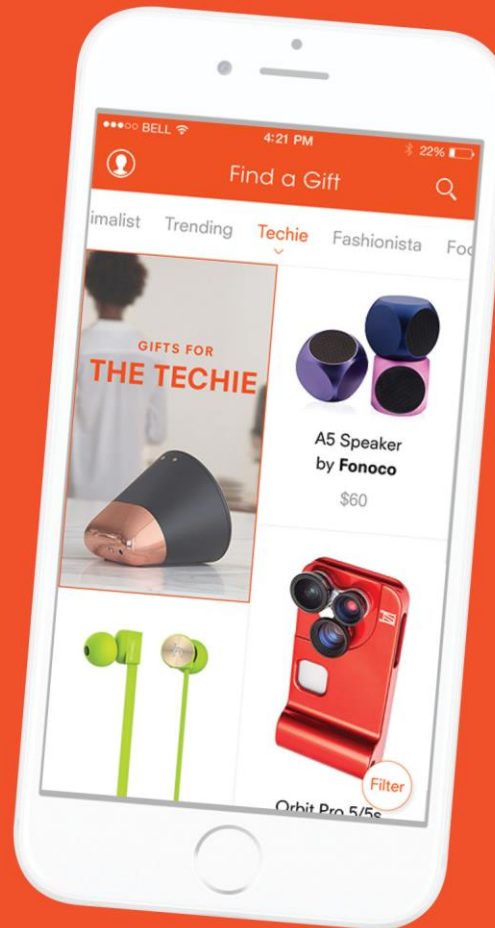
1

Will let you give a gift in less than 60 seconds



2

Reminds you of important occasions in your life



3

You don't need to know the gift receiver's address

4

You don't have to pay until they accept the gift!

5

They can swap the gift with another one of their liking without the sender knowing



Approved and ready to launch in App Store
Global gifting market is estimated to be US\$200 Billion



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



OUTLOOK

- Continued strong growth on trend with Q1
- Q2 includes the Christmas gifting period which is seasonally the strongest retail quarter
- New revenue stream
 - launch of AHAlife Gifting App
- Strategic alliances
 - major luxury department stores to leverage brands, customers and technology platform
 - international expansion with strategic partners into Asia
- Exploring suitable bolt on acquisitions to extend the catalogue, customer base and reach

shale

