



ASX ANNOUNCEMENT

AHALife launches its unique iOS Gifting App and continues strong sales momentum with a record month achieved in October 2015

Consumers can send and receive AHALife gifts by SMS

New York City, USA and Sydney, Australia – Wednesday 4th November 2015: AHALife Holdings Limited (ASX: AHL), a luxury online marketplace for curated consumer products, is pleased to announce it has released its unique iOS gifting App into strong sales momentum after recording a record month in October. The latest trading month of October surpassed the peak sales achieved in December last year, growing +125% on the prior corresponding period and continuing on from the strong first quarter result.

The positive sales momentum by AHALife year to date sets a solid foundation for the launch of its new Gifting App being released in the USA this week, in time for the Christmas shopping season. The app creates a new revenue stream for AHALife and is the only true iOS gifting app available specifically designed to solve key gifting problems.

The AHALife Gifting App is designed to eliminate the stress and hassle of finding and sending gifts by providing users with high quality curated gift options using the strength of the AHALife technology platform to select and send a gift within 60 seconds.

Sachin Devand, CTO and co-founder of AHALife said: "The size of the US gifting market is more than US\$200 billion, and we have a unique gifting app going live this week in the App Store. It gives AHALife a fantastic opportunity to capture a sizable chunk of that market in this key trading quarter".

"The app is inherently viral, because whenever someone receives a present from someone using the app, they are exposed to the AHALife brand and marketplace, which will encourage them to explore AHALife for themselves."

AHALife has been developing the App to launch on its proprietary technology platform for more than twelve months. AHALife now has the ingredients necessary to launch this gifting APP with its combined strength of the technology platform together with the very large and broad gifting catalogue required. With more than 2,800 high end high quality brand owners selling products on the AHALife marketplace, a number growing by 20-30 each week, AHALife provides the depth through its marketplace and the added benefit of quality assurance as products are carefully curated.

Shauna Mei, CEO and co-founder of AHALife added: "Large department stores and online ecommerce sites don't carry the inventory SKUs (stock keeping units) to come close to matching a high end market place like AHALife. This gives our App a first mover advantage in a huge market. The smarts in the design to solve real life problems makes it fun and easy to *give a gift in less than 60 seconds*"



The new revenue stream will be derived on a transactional basis where AHAlife's product margin for a "gift" is circa 50% of the gift price. If only a small percentage of AHAlife current 400,000+ registered users choose to download the new App and buy a number of gifts for family and friends (currently an active user buys 6 times per year on AHAlife) over the Christmas period at the average order value (currently AOV is US\$195) then it will be considered a success.

How the AHAlife gifting app works

The app has been designed to solve three common problems people have when buying a gift for a loved one:

1. They often forget when people's birthdays are;
2. They don't know what to buy them; and
3. They don't know the address of the person to post it to them.

Through the AHAlife gifting app, users will be reminded when a loved one's birthday is coming up and then asked to define the person by interests. For example, are they a 'foodie', 'fashionista', or 'tech lover'? From there, they are served a selection of curated luxury gift ideas to pick from, based on the personality type they picked. Once the person finds a gift, they can send it to their friend via text message.

The gift recipient will receive a link in the text message to 'unwrap' their present online. They can choose to accept it or exchange it for something else on the AHAlife marketplace for a similar value, without the gift-giver knowing. Once the recipient selects their gift, they'll be prompted to enter their address so the gift can be delivered.

The entire experience is fully optimized for mobile, meaning gifts can be easily sent and received on the go, wherever and whenever people need.

For more information on how the app works, please see the video here:

<https://www.youtube.com/watch?v=B2jE7zE6PQc>

Version 1 of the App is currently available in the US, but will be rolled out to other markets in the coming months. AHAlife also plans to release an Android version of the app. The app will be called 'AHA' in the App Store and will be free to download.

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**For more information****AHLife**

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About AHLife

AHLife Holdings (ASX:AHL) is a digital marketplace for consumers of luxury items and designer products. The Company's 380,000+ customers purchase items directly from a community of more than 2,800 handpicked designers and artisans in 45 countries. AHLife's business model involves a drop-ship approach, allowing wholesalers to ship directly to customers leaving no inventory risk for the Company. For more information, please contact Rebecca Wilson on the details above.