



Black Friday and Cyber Monday contribute to record-breaking activity in booked sales for November 2015 (up +160% pcp)

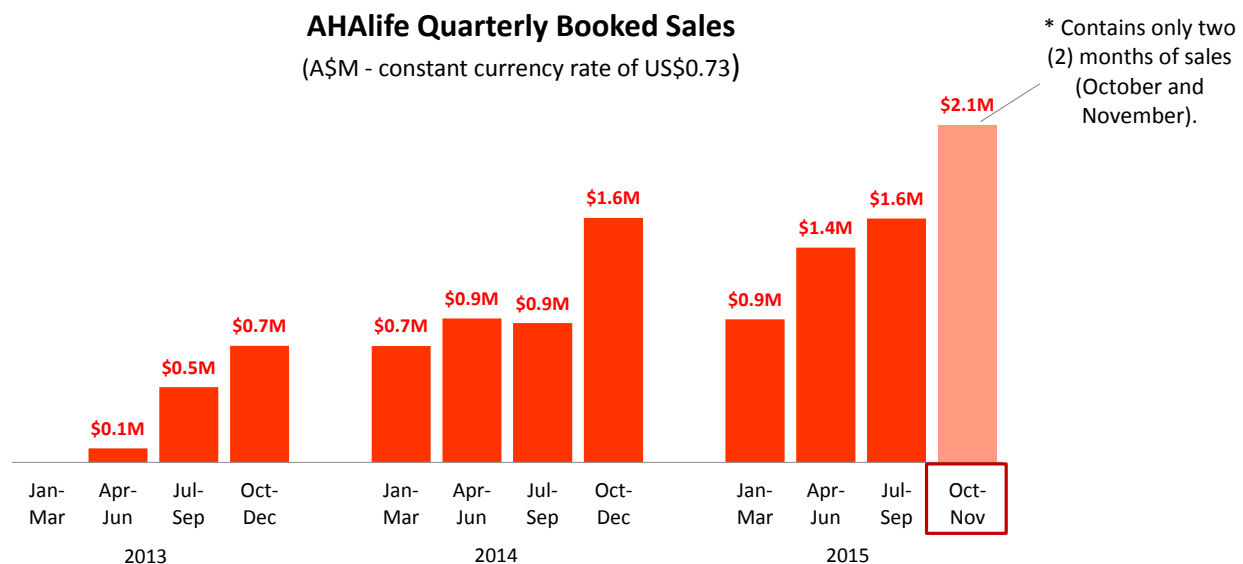
New York, USA and Sydney, Australia – 7 December 2015: (ASX: AHL) (“AHL” or the “Company”), an online marketplace for curated luxury products, is pleased to announce in its key trading quarter that following a strong October, November was another record-breaking month for the company.

Users have doubled since November 2014, booked sales for the month were up significantly compared to the previous corresponding period (PCP) and the volume of orders on the AHA!life marketplace platform also achieved strong growth over the PCP.

These trading figures demonstrate the continued success of customer acquisition strategies implemented by the executive team since AHL listed on the ASX at the end of July 2015. The figures are yet to reflect the impact of the recently launched AHA Gifting APP, which is showing promising conversion of APP downloads to purchase within the initial testing group. The full roll out of the APP to the entire AHA user base will be completed in December.

Highlights of the AHA!life trading activity for the month of November 2015 are as follows:

- Users grew by 106% in November 2015 compared to the previous corresponding period (PCP) to 433,000;
- Booked sales grew by 160% in November 2015 PCP to A\$1.4M. Also representing +88% increase on October 2015 booked sales;
- Booked sales for the December quarter are already 38% ahead of Q2 2014 before sales for the traditionally strong month of December are included;
- The number of brands on the platform also grew by 37% to 2,988.



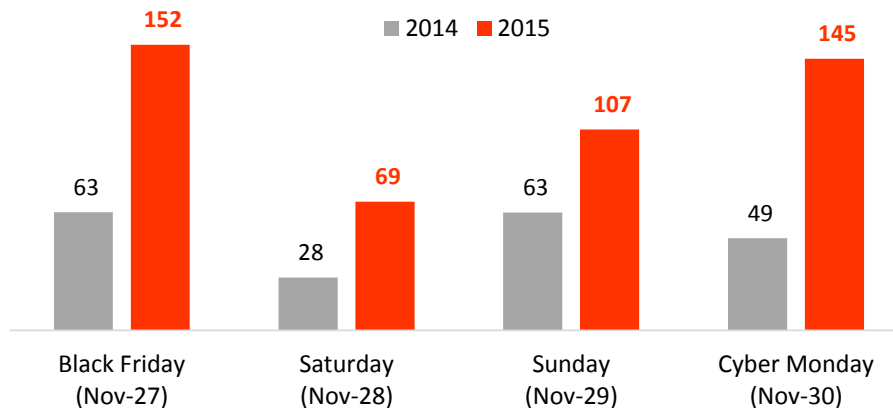
The peak sales occurred during the Thanksgiving holiday in the four days from Black Friday (27th November) to Cyber Monday (30th November).



- Black Friday growth on PCP: +142%
- Cyber Monday growth on PCP: +195%

Booked Sales: Black Friday - Cyber Monday

(A\$M - constant currency rate of US\$0.73)



Shauna Mei, Chief Executive Officer of AHL said: “We’re pleased to be delivering on the strategy we presented four months ago when we listed on the ASX. Our recent accelerated growth puts us in a very strong position in December, which is traditionally our biggest month in terms of booked sales.”

Sachin Devand, CTO & President said: “This Thanksgiving holiday was by far and away our most successful yet. When we went public we were averaging 30-50 orders per day, on Black Friday the Company processed well over 500 orders in one day with this spike in transactions placing no stress on the platform, which has been built to scale rapidly and substantially with no further investment required. Our brands have also been able to fulfil the increased number of orders over this period without issue. We are really excited about this and the continued growth still to come.”

-ENDS-

For more information

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**About AHALife**

AHALife Holdings Limited (ASX: AHL) is an online marketplace for consumers of curated luxury items and designer products. The Company's ~433,000 customers purchase items directly from a community of almost ~3,000 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.