



ASX ANNOUNCEMENT / MEDIA RELEASE

AHALife launches gifting app to international markets in a world first to allow consumers to send gifts by SMS from both iOS and Android devices

New York City, USA and Sydney, Australia – 27 January 2016: AHALife Holdings Limited (ASX:AHL), an online marketplace for curated luxury products, today globally expanded the launch of its US gifting that now allows people all over the world to send and receive gifts by SMS in less than 60 seconds.

The free AHA app was initially launched in the US in November, available only on iOS as a test before global expansion. This initial success and demand for Android and international access resulted in an acceleration of the global launch. The AHA app can be found by searching for “AHAlife”, and is now available [in both iOS and Android](#), approximately [96% of the global smartphone market](#).

The AHA app capitalizes on the continuing growth of mobile shopping by solving common problems people experience when choosing a gift and sending it. Through the AHALife technology platform, AHALife delivers a highly curated gift shopping experience that is streamlined and mobile-optimized so people can find and send a gift to anyone in under 60 seconds. The gift recipient then receives an SMS inviting them to ‘unwrap’ their gift on their phone.

Since launching in the US twelve weeks ago, the AHA app has proven to be successful in engaging and converting users for AHALife, delivering double the conversion rate as compared to the AHALife website and approximately 4x the engagement rate as compared to the website. Currently the app - with a little over a month of active marketing - has more than 10,000 downloads. The app is transformative to the AHALife platform adding a new high-growth market channel, with faster and more effective conversion from acquired user to paid customer.

Shauna Mei, CEO of AHALife said: “The initial success of the AHA app has confirmed to us the consumer need for a simple and effective way of giving a gift. It opens up the global gifting market for us, worth more than US\$200 billion in the US alone. This added scale plus the more rapid conversion from user to paying customer should be a significant driver in further growth of our business.”

Sachin Devand, CTO and President of AHALife added, “Mobile shopping is fast becoming the new norm for ecommerce. It is growing so rapidly that [Goldman Sachs predicts](#) global mobile ecommerce sales in 2018 will be equal to that of all ecommerce sales achieved in 2013, around US\$638 billion. This is a huge opportunity for us and investing in development and technology to become a mobile-first company is a priority to capitalize on this new and increasing consumer behavior.”

“We’re proud, but not surprised, with what we’ve achieved since releasing the AHALife app in the US. The speed that we have been able to take the app from just one platform in one country to the two dominant platforms in more than 144 countries around the world really demonstrates the ability of our technology team. We are an agile organisation with some of the world’s best technologists. We have applied the best



ecommerce technology in the world to the AHALife platform and now we've created an app that is the first of its kind."

AHALife has experienced rapid and continued growth in both user numbers and revenue with growing consumer awareness. Since the Company's listing on the ASX in July 2015, new customer acquisition initiatives and sophisticated and highly effective data-driven customer targeting have accelerated growth.

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>

You can download the app from the Apple App Store and Google Play by searching for "AhaLife".

-ENDS-

For more information

AHALife

Shauna Mei

Founder and CEO

Email: shaunamei@AhaLife.com

Investor Relations

Rebecca Wilson

Buchan Consulting

Tel: +61 (3) 9866 4722

Email: rwilson@buchanwe.com.au

**Media Relations**

Cristina Whittington

Buchan Consulting

Tel +61 3 8866 1204

Email: cwhittington@buchanwe.com.au

About AHAlife

AHALife Holdings (ASX:AHL) is a digital marketplace for consumers of luxury items and designer products. The Company's 449,000+ customers purchase items directly from a community of more than 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. For more information, please contact Rebecca Wilson on the details above.