



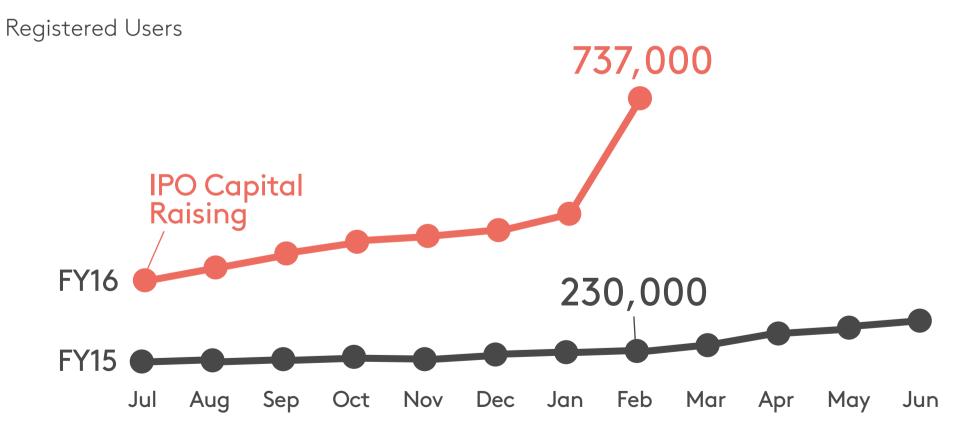
GROWTH TARGETS EXCEEDED AHEAD OF TIME

- Market expectation of 1 million users by Dec 2016 may be surpassed well ahead of time.
- Registered users currently at 737,000 at Feb 2016, +221% growth on last year
- Bezar acquisition completed in February has contributed 150,000 additional unique users
- Bezar customers converting at an annualised run rate of US\$500K incremental booked sales - before applying AHA strategies and technology to extract further growth
- New strategic partnerships also assisting in rapid user growth, at little or no cost



RAPID GROWTH IN NEW USER ACQUISITION

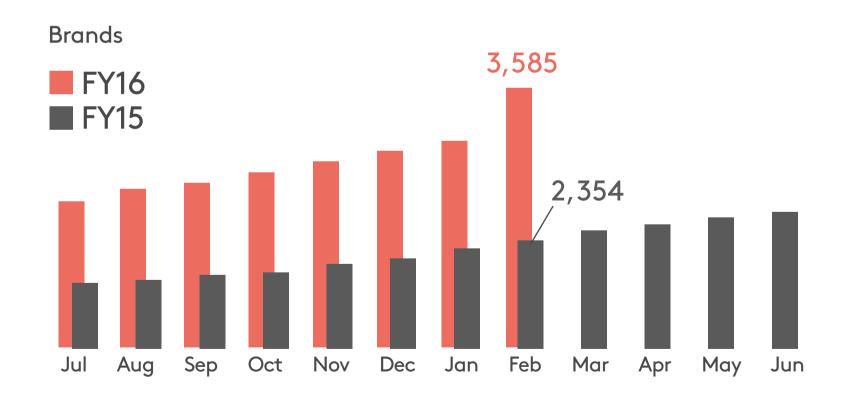
Market expectations of 1 million users by Dec 2016 may be exceeded, ahead of time





BRAND GROWTH ALSO ACCELERATED IN 2H FY16

Brands on AHAlife.com continues to grow following Bezar acquisition and integration





H2 2016 FOCUS

- Increase the Frequency of Strategic Partnerships
 - Proven the most efficient method of new user acquisition for AHA
- New Gifting App Features
 - Adding new features to the Gifting App followed by a large-scale marketing campaign
- Operational Cost Savings
 - Leveraging AHA's rapid growth with suppliers to reduce variable costs; freight and credit card processing fees
 - Fixed cost base reduction through automation. As a marketplace, AHA growth does not require an increase in fixed cost, but further savings can be made by utilising technology.
- Site Enhancements to Boost Traffic and Conversion Rates



BEZAR ACQUISITION - FEBRUARY 2016

Growth Acceleration Strategy



- A complementary US online design marketplace, which connects niche designers directly to buyers via the same drop-ship model as AHA.
- Cements AHAlife as the clear leader in the international marketplace for luxury items & designer products
- 30% immediate increase in registered users 150,000 new users, 500 new brands
- Acquisition of all Bezar assets and supplier relationships
- 100% scrip based transaction to the value of US\$200K
- AOV of US\$150, Product Margin 50%+
- After 4 weeks, base run rate of \$500K additional booked sales for calendar year 2016 before applying AHA technology and strategies



AHALIFE (ASX:AHL) OVERVIEW

- AHAlife is a curated luxury online marketplace connecting discerning consumers with independent designers and artisans. It is not an online retailer
- AHAlife connects 3,585 independent designers with more than 737K registered users and has the ability to ship to 220 countries across the globe
- Registered users has grown +221% and brands have grown +56% on February last year
 (20-30 new brands added every week)
- AHAlife has over 70 curators from around the globe, many are prominent thought leaders in their respective fields
- AHAlife operates via a drop-ship (no-inventory) model with approximately 50% product margin on every transaction
- Founded in 2010 AHAlife has raised US\$33.4M (US\$15m raised in July 2015) of funding since inception. Funds raised up until recently were devoted to building an enterprise grade technology platform

MARKET OPPORTUNITY



PRODUCT
TRANSACTION
MARGIN %

AHA approx 50%

(Luxury retailers typically take 50-70%)

Etsy approx 3.5%

Amazon Marketplace approx 15%

Ebay appox 3%



COMPANY ADVISORS & INVESTOR NETWORK

AHAlife's investors and advisors span luxury retail, eCommerce, media, technology and well-being lifestyle: all key tenets for AHAlife's business model



STEVE SADOVE Former CEO Saks Fifth Avenue



DEEPAK CHOPRA
Spirituality & Wellness
Author



FERN MALLIS
Founder of
NY Fashion Week



ARI EMANUEL
CEO of William Morris
Endeavor and IMG



RENAUD DUTREIL Former Chairman LVMH



JON TEO Co-Founder of **Binary**



(Ranks Among Top 3 eCommerce Companies in the World, Largest in Japan)¹ TYO:4755



(China's Leading Online Discount Retailer for Brands)² VIP Shop NYSE:VIPS



(The global leader in sports, entertainment, media, and fashion, operates in more than 25 countries) William Morris Endeavor and IMG



(Silicon Valley Based VC)



(New York City Based VC)

¹source: www.rakuten.com

² source: ir.vip.com



GLOBAL PRODUCTS AVAILABLE AT AHALIFE.COM



Hamburg, Germany



Paris, France



Brooklyn, NY



Jordrup, Denmark



Copenhagen, Denmark



Tel-Aviv, Israel



New York, NY



Salt Lake City, UT



Columbus, OH



Copenhagen, Denmark



Milford, CT

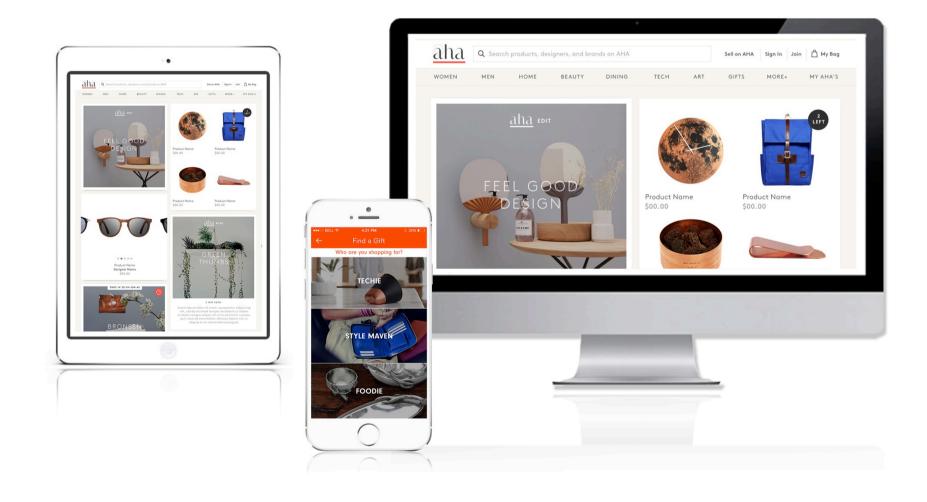


Minneapolis, MN



TECHNOLOGY

US\$24M invested to date prior to ASX listing led to development of an enterprise-grade technology platform





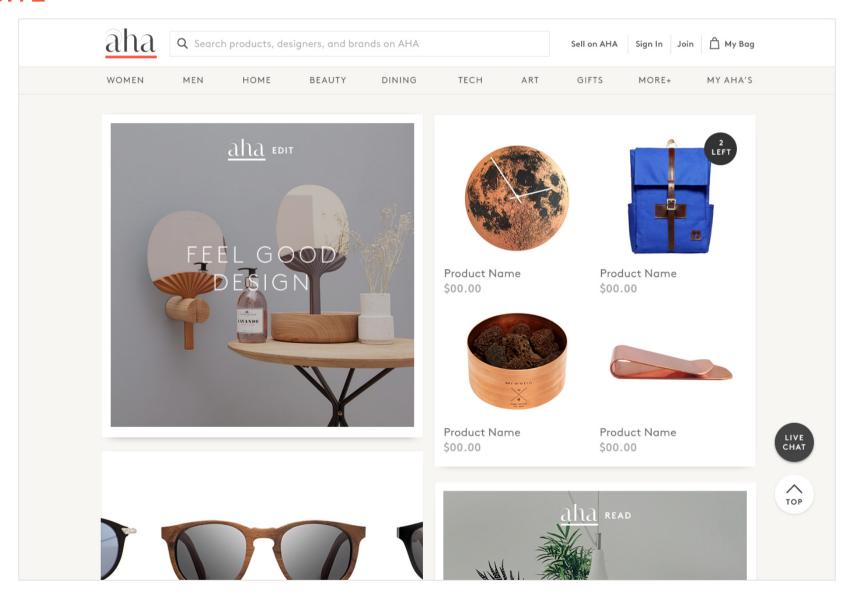
OUR POWERFUL TECHNOLOGY PLATFORM IS AT THE CORE OF OUR MARKETPLACE

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

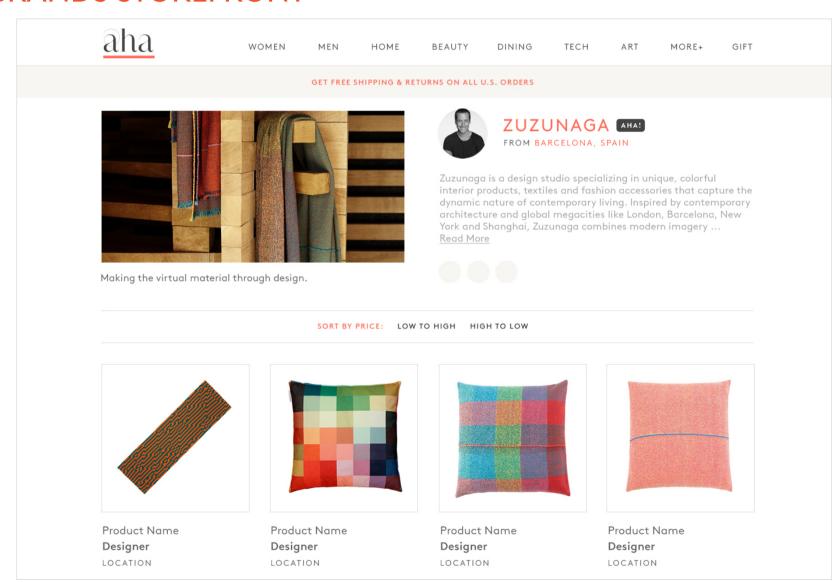


OUR SITE





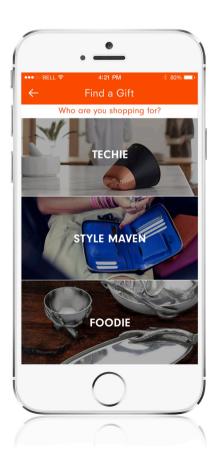
OUR BRANDS STOREFRONT



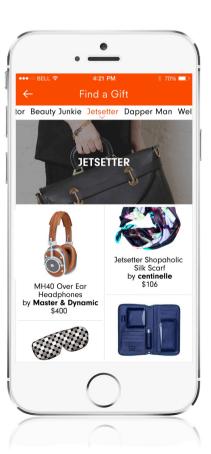
OUR MOBILE APP

AHAlife is the #1 gifting destination in the world.

- Gifting App now launched in Apple App Store & Google Play for Android
- Available to 96% of the addressable smartphone market
- Since December 2015 results compared to existing AHAlife website show:
 - 4x the engagement 2x the conversion rate







CURATED GIFT-GIVING IN LESS THAN 60 SECONDS

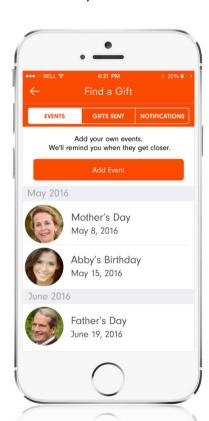
Get notified of friends' birthdays and events

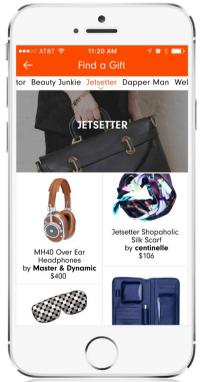
Choose their persona

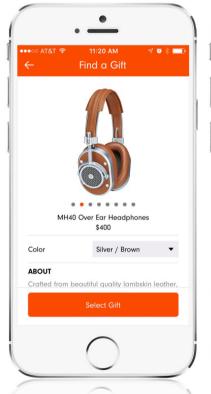
Select a gift in that category

Personalize a gift card

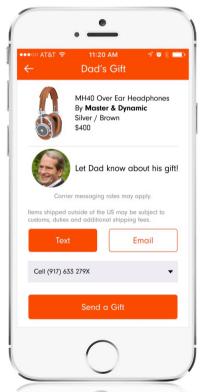
Text or email to notify your friend











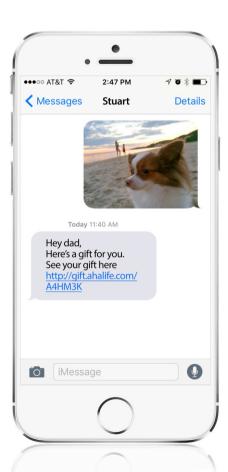
SEAMLESS GIFTING EXPERIENCE

Your friend receives a text notification...

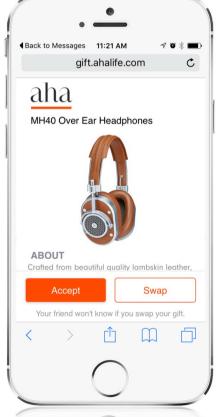
..which opens to your gift card

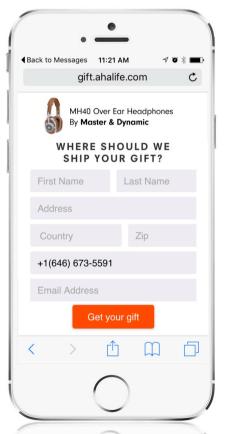
The gift can be swapped without you ever knowing!

Then your friend enters their shipping address and it's done!







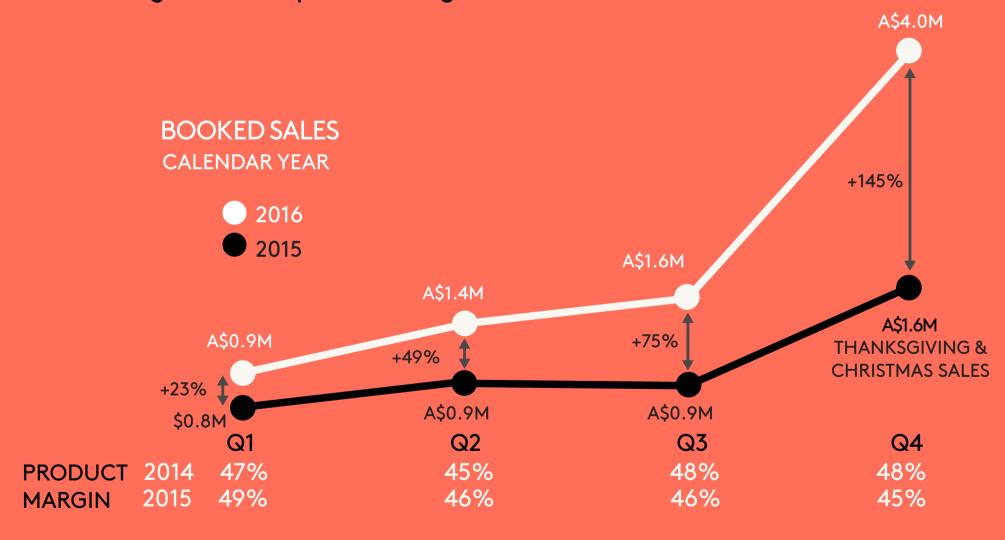


CONTINUED MOMENTUM IN AHALIFE MARKETPLACE



FINANCIAL RESULTS

Q2 financial results show acceleration in top line growth whilst maintaining attractive product margins





BOOKED SALES PER QUARTER

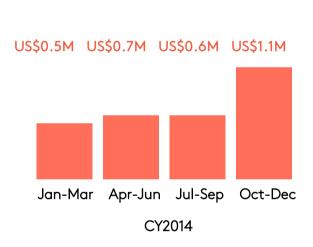
Calendar Years 2013 - 2015

US\$0M US\$0.1M US\$0.3M US\$0.5M

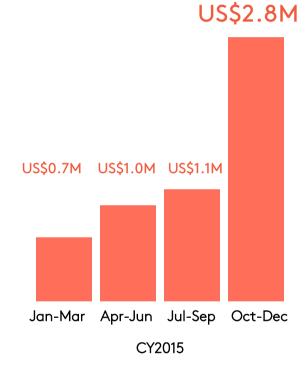
Jan-Mar Apr-Jun Jul-Sep Oct-Dec

CY2013

A\$1.4M Full Year 2013



A\$4.3MFull Year 2014



A\$8.0MFull Year 2015

^{*} Launch of AHAlife Platform



PARTNERSHIP EXAMPLES IN CY2015

8.5M Reach, 150K Users Acquired, \$4K Spend, \$200K Revenue











USER ACQUISITION

KEY PAID ACQUISTION CHANNELS

- Facebook
- Paid Search
- Blogger/Publisher networks
- Mobile networks
- Display ads

All users acquired break even withinin

0-120
DAYS

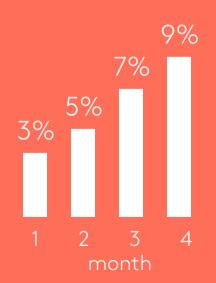
75%
of all new paid users
Break even
in 30 days

Newly acquired users repeat purchase

2.5x
in a three month period

In four months we achieve

9%
CONVERSION RATE





CUSTOMER RETENTION STRATEGIES



Perfectly Timed Incentives & Communication



Elevate Designer Stories



Personalized Recommendation Engine

Examples & Tactics of Retention Strategy

- -Prevention of Lapsed Customers
- -Cart Abandonment Efforts

- -Purchase Confirmation Series
- -Personalised Recommendation Engine



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