



AGM Presentation

18 November 2016





Forward looking statements

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ASX: KBU

Kabuni is a community-driven marketplace for designers, makers and design enthusiasts where every purchase makes an impact

- We're an omni-channel technology platform in the home design space
- We allow designers and makers to grow their businesses, save time, earn income and reach new clients



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- Current Share Price **\$0.030** ⁽¹⁾
- Shares on issue **160,209,175** ⁽¹⁾
- Performance shares **38,130,493** ⁽²⁾
- Options **20,711,667** ⁽³⁾
- Market capitalisation **\$4.81M** ⁽¹⁾

Currently undertaking a rights issue on a 1 for 1 basis @ **\$0.027** with a 1 for 2 attaching option exercisable at **\$0.05** on or before 30 June 2019 to raise up to **\$4.32M**

1) As at 10 November 2016

2) Various performance hurdles, refer to Prospectus dated 8 July 2016

3) The options on issue have varying strike prices ranging from \$0.130 to \$0.300



Redefining Home Retail



Core Doing

Our vision of better living is to make a place for those in need. A place where we can also bring joy.

Holistic Pursuing happiness and putting health first

A business is more than just getting work done. It's about the people who work for you. It's about the culture you create. It's about the values you stand for. It's about the impact you have on the world. It's about the legacy you leave behind.



The Current Home Retail Challenge

(Source: KPMG, Seeking Customer Centricity,
The omni business model, 2016 Global
Consumer Executive Top of Mind Survey)



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Lack of customer focus

Tomorrow's consumer businesses will be laser focused on the customer, using technology and data analytics to target, serve and customize products and experiences for a highly segmented customer base.

Lack of trust

Consumer trust has always been critical for success. In a digital marketplace, where consumers are better-informed and competition is fierce, trust is the best way to retain customers.

Need for online and offline integration

To create a true omni business, consumer companies will need to develop a fully integrated organization built around the customer and powered by advanced technology and analytics.

No online differentiation

Adding a compelling digital presence is not enough. Companies need to embrace a digital-first mindset, driving digital transformation across their business and putting digital channels at the center of all they do.

Need for real time supply chain

Developing an omni business can put pressure on supply chains which may have been designed for less complex times. Moving to a demand-driven supply chain will be essential.

Lack of long term profitability

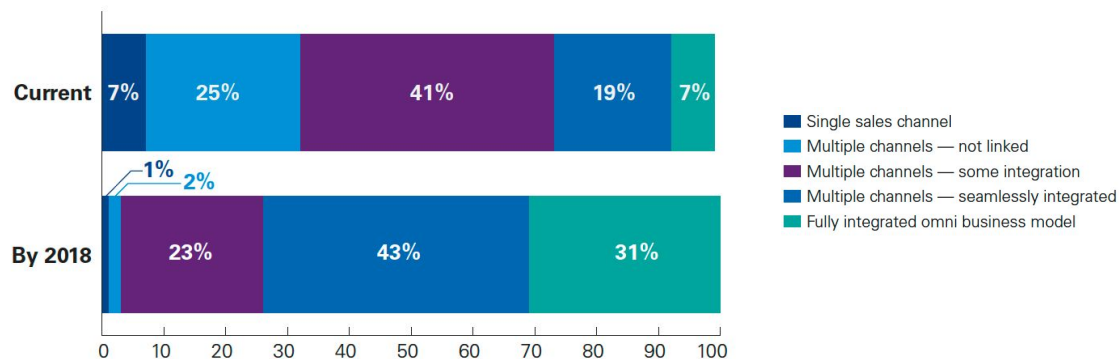
Online marketplaces are struggling to generate profits. Customers are seeking 'deals' and brands are failing to retain customer loyalty.

Future equals Omni Business

(Source: KPMG, Seeking Customer Centricity, The omni business model, 2016 Global Consumer Executive Top of Mind Survey)

Omni-business model

Seamless integration of all functions, enabled by digital technology and with the customer at the center



Opportunity

The forces that we are
building our company on

(source: 2020 Intuit Report, October 2010, ASID
Industry outlook 2016-2017)

Work

The freelancer community is on the rise. By 2020:

- By **40%** (of 60 million) of the American workforce will be independent workers
- **870 million** women globally who have not previously participated in mainstream economy will gain employment or start their own business

Home Décor, Designer and Furnishing Market

- Worth over **US \$100 billion** annually
- Designers in the U.S. and Canada recommend the purchase of over U.S. **\$68.5 billion** in value of products for clients annually
- The number of interior designers grew by **11.9%** over the last year

U.S. Online Retail Trends

- Consumers buying and browsing online will hit **270 million** by **2020**
- Online sales in the U.S. are expected to reach **\$523 billion** in the next 5 years; up 56% from **\$335 billion** in 2015



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Kabuni Omni Business Model



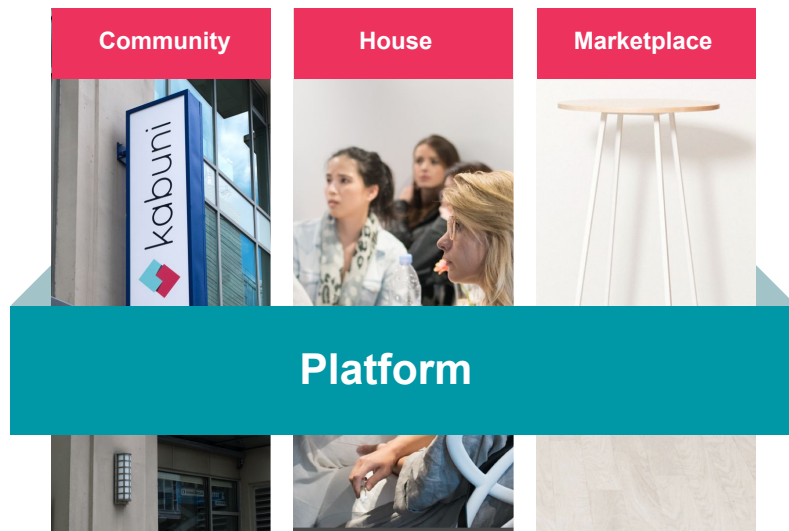
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Vision

- We are a **platform** company; we enable **connections**
- **Users** and **consumers** tell our story best
- We grow through the incremental **validation of hypothesis**

Revenue streams

- Recurring revenue from **House memberships**
- E-commerce income from **Marketplace**
- Layering of **additional business models** (SaaS) on the Platform



Valuation Drivers

Business function

Multiple driver

Revenue driver

Competition

Differentiation

Community

Engagement

XXX

\$

Houzz, Pinterest

Education

Designer websites

House

Interaction

XX

\$\$

Weworks, Soho House

AR / VR & 3D

Marketplace

Selling

X

\$\$\$

Laurel & Wolf, Homee, Wayfair

Local Makers



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Community

Designers
Makers
Consumers



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We are **Kabuni**. We have users in **921** cities.



Total users: **7,925**
Designers: **1,760**
Clients: **6,165**
Cities **922**
Countries **50**



Kabuni House

1378 West Pender Street,
Vancouver, Canada
280 m²



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There is a need for the physical space in the omni-business model

- Strong sense of community
- 260 free memberships expire December 31st 2016 -> convert to paying
- 11 paying members using co-working space
- Strengthened community through events at Kabuni House
- Next Kabuni House will be community driven
- 88 Cities are lobbying for the next Kabuni House

Kabuni House acts as the focal point for communities of makers, designers and consumers, using state of the art technology including AR/VR and 3D printing

Milestones

Kabuni House Launched - June 2016

Kabuni House App - July 2016

Membership Program Launched - August 2016

Marketplace

Number of Maker product SKU's: **4,652**

Mainstream SKU's: **51,478**

Makers in Vancouver **52**

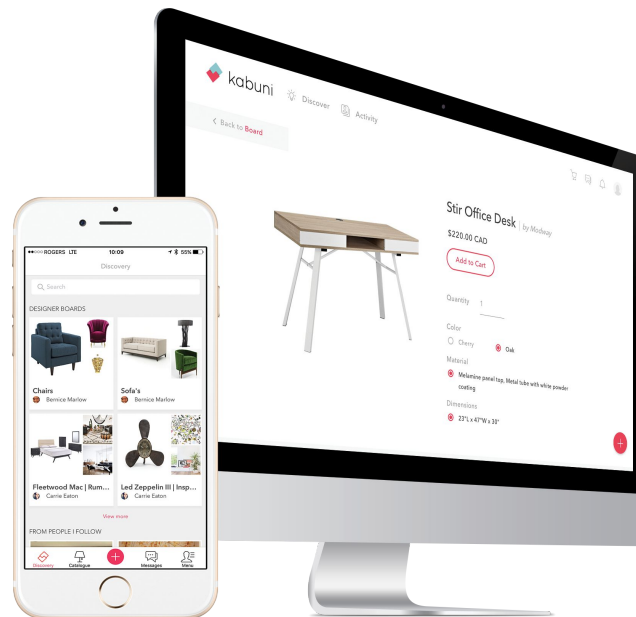
Designer Inspiration Boards: **2,878**

Platform

Marketplace operating system



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Milestones

iOS application launched - September 2015

India software development office opened - February 2016

iOS application becomes e-commerce ready - April 2016

First version of web platform launched - May 2016

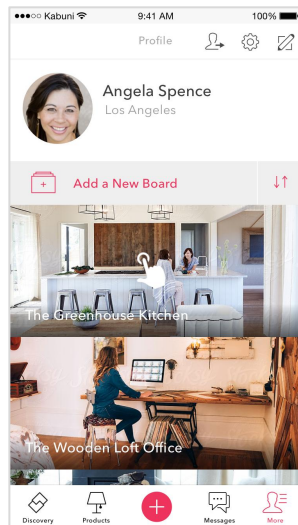
Version 2.0 of iOS app launched - August 2016

Web platform gains e-commerce functionality - August 2016

Platform Upgrades and Roadmap

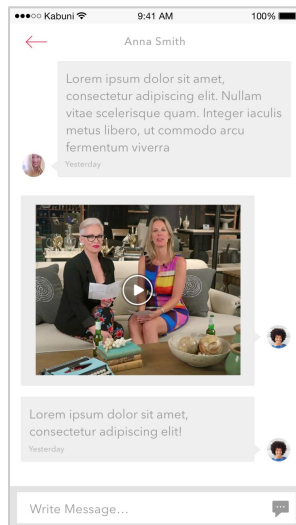
Today

Designers and makers content
Designers and makers tools
Kabuni house and services
Online products for consumers



Community

Learning, content and hyper connectivity



Future

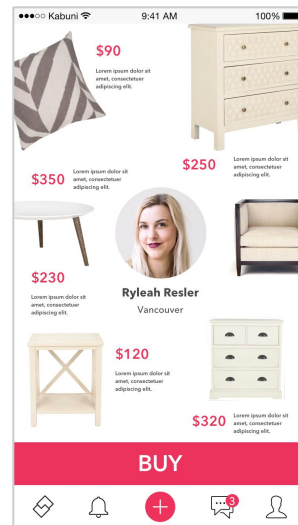
House

Next steps in visualisation &
Your Furniture Made While
You Wait



Marketplace

Connecting producers with
consumers



Scaling Strategy



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Scaling			
	Community Learning, content and hyper connectivity	House Next steps in visualisation & Your Furniture Made While You Wait	Marketplace Connecting producers with consumers
Own/Build	Users, Content Education	Governance & Revenue Model local communities	Pricing Engine Maker catalogue Local logistics Analytics
Buy/Acquire	Scaling opportunities & new revenue drivers		
Partner	Content Education Marketing Channels	Real Estate AR/VR 3D printing	Payment Gateway Logistics Mainstream catalogue

Target Metrics



Network

of Users
Engagement



House

of Members
Satisfaction



Marketplace

of Projects
Revenue



FY2017 targets

5,000 designers
50 ambassadors

500 members

200 makers



The Board

The Management

Directors



Mr. Tony King
Chairman



Mr. Neil Patel
Managing Director and Chief Executive Officer



Mr. Colm O'Brien
Non-Executive Director



Mr. Nathan Sellyn
Non-Executive Director



Mr. Ajai Sehgal
Non-Executive Director

Senior Executives



Mr. Neil Patel
Chief Executive Officer



Mr. Frans Tjallingii
Chief Operating Officer



Mr. Parminder Singh Virk
Chief Technology Officer



Ms. Lisa Dea
Chief Financial Officer



Mr. Marc-Alexandre Poirier
Chief Legal Officer



Conclusion

- There are hundreds of online retailers, most will not survive
- There are millions of bricks and mortar retailers, most will not survive

In the world of where consumers thrive on experience and value, Kabuni's omni-channel play and community focus is a massive disruptive force that plays into today's consumer trends and taps into a multi-billion dollar market opportunity

Kabuni today has a stronger, balanced team of experienced individuals with a highly focused strategy to drive shareholder value

