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Company Announcements Office
ASX Limited

By E-Lodgement

Whole New Home Appoints Facebook Australia Pioneer to the Board

Highlights:

- Whole New Home appoints Matt Hehman, former Facebook executive, as Non-Executive Director to the Board
- Mr Hehman brings industry leading experience commercialising a unique platform in a new market together with a wealth of sales and marketing expertise and executive experience
- Mr Hehman joins the Company at an important stage of development and growth as it enters into full scale commercialisation by the end of Q3CY15
- Appointment enhances an already strong and credible board

Whole New Home Ltd (ASX: **‘WNH, Whole New Home, the Company’**) is pleased to announce the appointment of leading sales and marketing executive Matt Hehman as Non-Executive Director.

Mr Hehman has a wealth of experience, including his role of executive at Facebook where he was instrumental in growing Facebook’s Australian operations. He began his career with Facebook in the U.S in 2005 when Facebook was in the embryonic stages of global domination. He moved to Australia in 2009 and was instrumental in the growth of the Australian business across various operational units including advertising, business development and sales.

During his time with Facebook in the U.S., Mr Hehman played a key role in the monetisation strategy of the business and was a core member of the management team that oversaw the implementation of Microsoft’s investment in Facebook’s advertising, which was a major contributor to the social networking giant’s revenue.

Mr Hehman’s move to Australia saw him establish and rapidly grow Facebook’s revenue in a new market. His experience developing advertising revenues across a unique marketing platform is invaluable and relevant to Whole New Homes’ growth strategy.

Mr Hehman brings a wealth of knowledge and experience within the software-as-a-service (SaaS) industry and shares the same social responsibility values as WNH. He sits on the Board of non-profit organisation Sing Me A Story, which partners with organisations to turn stories into music for children in need. He regularly consults to and invests in several technology start-ups in Australia and in the U.S. He holds a Bachelor of Economics from the prestigious Stanford University.

BOARD & MANAGEMENT

Mr Tony King
EXECUTIVE CHAIRMAN

Mr Neil Patel
MANAGING DIRECTOR

Mr Nik Ajagu
NON-EXECUTIVE DIRECTOR

Mr Nathan Sellyn
NON-EXECUTIVE DIRECTOR

Mr Matt Hehman
NON-EXECUTIVE DIRECTOR

Mr Aaron Bertolatti
COMPANY SECRETARY

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ASX CODE

WNH



Mr Hehman joins existing Directors Neil Patel, Tony King, Nik Ajagu and Nathan Sellyn, adding to an already strong board with a wealth of corporate, entrepreneurial and technology expertise across international markets.

Neil Patel, Managing Director, Whole New Home commented:

"I am delighted to have Matt join the Whole New Home Board. His experience in monetising and driving advertising revenue across a unique platform in a new market will prove incredibly valuable to our business. We are at an important stage of our development and growth strategy and having such a strong and credible board in place gives us the ability to effectively execute our strategy and draw on a wealth of leading expertise."

Matt Hehman, Non-Executive Director, commented:

"I am excited to be joining the Whole New Home board. The Company represents a unique opportunity in the SaaS market and I am passionate about the potential of the platform to achieve growth in North America and international markets. I am looking forward to working with the Company to achieve its vision of becoming the first omni-channel retailer in the home space for both consumers as well as home designers."

Mr Cameron Pearce has resigned as a Director with the appointment of Mr Hehman. The Board would like to thank Mr Pearce for his substantial contribution during his three years as a director of the Company.

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ABOUT

Whole New Home

Whole New Home is a North American based e-commerce Software-as-a-Service (SaaS) platform which connects Home Designers directly with home owners and tenants, aiming to create the world's first true omni-channel retail experience in the home décor space. The three key business model differentiation versus a bricks and mortar stores and online retailers are 1) establishment of free 'Inspiration Boards' created in partnership with design professionals and the customer; and 2) 'Design Studios' where home designers and customers can create a 3D holographic images of each room in their house, with the ability to decorate and walk around the product and interact with it; and 3) social responsibility as a core brand value through



supporting the Better Homes For Everyone Foundation and their work in helping people who struggle with homelessness.

The company was founded in 2014, soft launched its integrated e-commerce platform in January 2015 and is on track for full-scale commercialisation in US and Canada by Q3CY2015.

Completion of this omni-channel service will take its existing product range from 40,000 to 500,000 products in 2016.

<https://www.wholenewhome.com/>