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Company Announcements Office
ASX Limited

By E-Lodgement

Whole New Home Launches New Brand, 'Kabuni'

Debuts New Mobile App to Select Influential Designers for Industry Testing

Highlights:

- Whole New Home (WNH) executes rebrand of its software-as-a-service (SaaS), e-commerce business to Kabuni
- Soft launch of new mobile application to fulfill and complement the suite of products and services on offer by WNH, to a limited audience of select interior designers at the Interior Design Show West (IDS West), Western Canada's annual premiere residential design show
- WNH's omni-channel e-commerce home retail platform has been rebranded 'Kabuni' to identify and create a stronger, more distinctive brand that reflects WNH's strategic vision; to be at the forefront of innovative technologies in the home design industry, worth over US\$160bn in North America alone
- The launch of its Design Studio, a 300sqm flagship studio in Vancouver, Canada for interior designers and customers is on track for completion by the end of CY15 and will complete the full omni-channel experience
- WNH on track to achieve full-scale commercialisation of the platform in October, 2015; expansion plans to double product range by CYE15 and boost revenue generation from launch

Whole New Home Ltd. (ASX:WNH, **Whole New Home, the Company**) is pleased to announce the rebrand of its SaaS and North American-based e-commerce business from Whole New Home to Kabuni (www.kabuni.com). As part of the rebrand, the name of the subsidiary that operates the Whole New Home business was changed from PDT Technologies Inc. to Kabuni Technologies Inc. (Kabuni).

Kabuni is a SaaS and e-commerce company in the home design space that enables independent design professionals to grow their business and connect with homeowners through an omni-channel platform and experience. The renaming creates a stronger, more distinctive brand that better reflects Kabuni's progressive and innovative technology offering.

In conjunction with the rebrand, the Company is pleased to also announce the soft launch of Kabuni's mobile application to a limited audience of select designers at the Interior Design Show West (IDS West), Western Canada's annual premiere residential design show. The official launch of the mobile application is on track to occur in October 2015, when it will be available free for download in all global Apple App Stores, with an Android version to follow.

BOARD & MANAGEMENT

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EXECUTIVE CHAIRMAN

Mr Neil Patel
MANAGING DIRECTOR

Mr Nik Ajagu
NON-EXECUTIVE DIRECTOR

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ASX CODE

WNH



The mobile application provides a platform to help design professionals worldwide connect and collaborate with prospective clients anywhere in the US and Canada. The mobile application is another successful milestone for Kabuni towards achieving full omni-channel experience for design professionals (“designers”) and customers. Through the curation of inspiration boards, the mobile application connects designers with prospective clients to collaborate on projects and access a rich selection of home décor products while earning additional income.

The app will include features such as Portfolio Boards for designers to showcase their work; Inspiration Boards for designers to publish ideas and customers to source inspiration; product matching for users to source home décor products and furnishings; and purchasing functionality. This will allow customers to make online purchases and donations to a select charity directly through the app and designers to monetise the designs they create.

To complete its omni-channel offering, Kabuni plans on launching its Design Studio, a 300sqm flagship studio in Vancouver, Canada before the end of CY15. The Studio will create a community for interior designers and customers to engage, interact and inspire. The offering will be consistent in branding, functionality and customer experience to Kabuni’s other retail channel offerings.

The Company is on track to achieve full-scale commercialisation of the Kabuni platform in October 2015. A total of 60,000 product SKUs are available on the platform in anticipation of the full-scale launch in October 2015, with the objective for meaningful revenue growth from launch.

WNH Chairman, Tony King, commented:

“Kabuni’s strategic focus is to set new standards in the home design space through leading technologies that empower industry professionals to provide anyone with access to good design. Launching the new brand and mobile app marks a significant milestone in Kabuni’s growth trajectory by further supporting how it is redefining the home design industry.”

WNH Managing Director, Neil Patel, commented:

“With mobile commerce leading the way in online retail, the Kabuni app enables designers to grow their business by creating a personalised experience in connecting them with potential clients. We also enable them to earn an income on the looks they publish – a significant gap and opportunity in the marketplace that the Company is addressing.”

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ABOUT**WHOLE NEW HOME LTD.**

Whole New Home Ltd (ASX: WNH) is an Australian-based company publicly traded on the Australian Securities Exchange (ASX). The company's strategic focus is to build a global business in the home space by developing an ecosystem of innovative technologies and solutions to enhance the industry for professionals and consumers alike. Its operating subsidiary, Kabuni Technologies Inc., is a North American-based SaaS and e-commerce company in the home design space that enables independent design professionals to grow their business. For more information, please visit: <http://www.wholenewhome.com.au/>

KABUNI TECHNOLOGIES INC.

Kabuni Technologies Inc. is a SaaS and e-commerce company in the home design space enabling independent home design professionals to grow their business through an omni-channel retail experience under the brand name Kabuni. Kabuni's platform enables designers worldwide to collaborate with clients anywhere in the US and Canada and earn income from the sale of home décor products and furnishings from Kabuni's catalogue through curated Inspiration Boards. With a dedication to foster community within the design industry, Kabuni is building a brick-and-mortar Design Studio in Vancouver B.C. giving independent design professionals access to cutting-edge visualisation technology and up-to-date industry resources and a beautiful environment to consult with their clients. Kabuni intends to open additional Design Studios in other major metropolitan cities. Kabuni's social impact arm, Better Homes For Everyone Foundation (www.betterhomesforeveryone.com), leverages proceeds from the platform to benefit local charitable organisations dedicated to combating homelessness. Kabuni is driven by the belief that good design should live in every home. For more information, please visit: <http://www.kabuni.com/>



KABUNI APP FEATURES:

Left picture: Inspiration boards are curated boards that designers collate to inspire and design a space.

Right picture: Product recommendations from the inspiration board provides an insight into the type and quality of products available through Kabuni.

