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Company Announcements Office
ASX Limited

By E-Lodgement

Soft Launch of Kabuni Mobile App Delivers Positive Results Participation in Key American Society of Interior Designer Events

Highlights:

- Exclusive launch of new Kabuni mobile app at Western Canada's leading design show 'Interior Design Show West' (IDSwest) delivers early success with over 100 downloads and 350 registrations from designers requesting sign up
- Attendance and keynote speaker for events with American Society of Interior Designers (ASID), the largest professional organisation for interior designers, with over 25,000 members
- Participation in key ASID event in October provides the Company with exposure to a growing network of emerging designers and graduates in New York City
- Contest for Interior Design students in Austin, Texas, in partnership with ASID, positions Kabuni to become a tool of choice for a new generation of interior designers

Whole New Home Ltd. (ASX: **WNH**, **Whole New Home**, the **Company**), through its subsidiary Kabuni Technologies Inc. (**Kabuni**), announces early success following the soft launch of the Kabuni mobile app in September, as well as keynote participation in American Society of Interior Designers (ASID) event. ASID events provide the Company with access to design professionals in the United States.

Soft Launch of Kabuni Mobile App at IDSwest

During the month of September, the Company soft launched Kabuni's mobile application at IDSwest, Western Canada's annual premiere residential design show (for further information refer to ASX announcement on 25 September 2015). The IDSwest event provided high exposure for the Kabuni platform and mobile app, with over 25,000 attendees, including designers, artists, artisans and manufacturers. The show was well covered by leading local and international press including, The Globe and Mail, Design Quarterly and The Huffington Post. Kabuni's soft launch strategy of releasing the app to key design "Influencers" and Vancouver based designers resulted in over 100 downloads of the app. An additional 350 designers registered to receive the app and were placed on a waiting list pending further technical updates.

A number of key designer influencers provided exclusive content for the Kabuni app, including Alykhan Velji, a design expert on the nationally syndicated Marilyn Denis Show on CityTV which is watched by 275,000 viewers daily, and Gillian Segal, lead contributor to Martha Stewart's influential Blog. Martha Stewart is the most authoritative lifestyle destination on the internet with over 10 million unique visitors per month. Ms. Segal has over 3,000 followers on Instagram alone.

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ASX CODE

WNH



Alykhan Velji, design expert on the Marilyn Denis Show, commented: *"Kabuni is changing the way designers and customers can work together. Whether it's a simple consultation or a full decor or renovation project, I can access customers across North America. Kabuni is making good design accessible to everyone."*

Gillian Segal, contributor to Martha Stewart's blog, also commented: *"Kabuni is a great tool for designers to expand their network, to grow their customer base and make passive income doing the work they love."*

Kabuni's Chief Communications Officer, E. Brian Johnson, also commented: *"We are thrilled with the reception Kabuni has received from Vancouver's community of designers at the IDSwest show. Their enthusiastic participation in our soft launch validates Kabuni's new brand and our commitment to providing a technology platform built exclusively for designers."*

Participation in Key North American ASID Event

In line with the Company's growth strategy, in October 2015, Kabuni's Community Director, Amil Reddy, participated in the ASID Annual "Go Pro" event in New York City as a keynote speaker. ASID is the largest professional organisation for interior designers, with over 25,000 members.

The event was attended by over 100 emerging designers, specifically aimed at graduating and emerging design students to learn from thought leaders and connect with peer design professionals to launch their careers. This event supported the Company's strategy to cultivate, engage and grow the Company's relationship with emerging designers.

Charrisse Johnston, ASID Board Chair-Elect, said *"The future of ASID depends on engaging this market's emerging professionals who are remarkably different than the generation before them. Kabuni gets it. And connects with this group perfectly"*.

Contest for Interior Design Students in Austin, Texas, in Partnership with ASID

A main area of focus for the Company is to raise the profile of Kabuni in key interior designer markets in the USA. As part of this targeted roll out, Kabuni has partnered with ASID to launch a contest for interior design students in one of North America's largest interior design markets: Austin.

The contest is being held in October and engages with interior design students enrolled at the Art Institute of Austin, University of Texas at Austin and Texas State University as well as recent graduates. The Contest is designed around participants using the Kabuni platform and app to create winning profiles and Inspiration Boards.

Connecting with students and emerging designers ensures that Kabuni will become a tool of choice for a new generation of interior designers. The contest in Austin represents a blueprint for engaging with this audience across North America.

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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/>