



Investor Presentation November 2015

ASX : WNH

To be renamed Kabuni (ASX : KBU)

wholenewhome.com.au
kabuni.com



Neil Patel

CEO - Founder

"The last 10 years have been about social networks.
The next 10 will be about market networks"

James Currier is a cofounder and partner of NFX Guild, an accelerator
for digital networks and marketplaces.

Important notice

This presentation is given on behalf of Whole New Home Ltd.

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WNH's past operations and financial historical performance will not be of significant relevance to future activities and these will not be discussed. For information about WNH's past operations, see the 2015 Annual Report.

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All currency amounts are in AUD unless stated otherwise

Corporate Overview

Kabuni has developed a SaaS and e-commerce platform in the home space enabling independent design professionals to grow their business through an omni-channel retail experience

- Successful ASX RTO listing completed August 2015
- Headquartered in Perth, Australia and Vancouver, British Columbia
- Major shareholders
 - c.17% Board and Executive Management
 - c.43% Top 20 Shareholders

ASX	WNH
Current Share Price	\$0.155 *
Shares on Issue	129,825,842
Performance Shares	37,463,826 **
Market Capitalisation	\$20.1m
Cash at Bank	\$7.8m ***

* As of November 6th 2015

** Various performance hurdles, refer to Prospectus Dated 9 July 2015

*** As of 30 September 2015



Summary

Global cloud based
platform built for
the design community

Significant market opportunity in home sector (furniture and décor) worth over \$160 billion in Canada and America.

Structural market factors driving change. Early mover advantage.

Innovative platform provides superior experience for design community and clients.

SaaS and e-commerce business model is a scalable, low cost and high margin business.

Socially responsible business model resonates with millennial target market.

Strong leadership team to execute, drive growth and create shareholder value.

Clear and well-funded growth strategy.

Significant Market Opportunity



25,000 ID's

And 5,000 students.
American Society of
Interior Designers

(ASID)



3,500 ID's

Interior Designers
of Canada

(IDC)



\$68.5 Billion

Value of products
specified annually by U.S
and Canadian Designers
(35 % increase since
2010, adjusted for
inflation)

(Source ASID)



\$8.6 Billion

Value of sales
(Source ASID)



7.9%

Online purchases of
home furnishings
forecasted to grow at
7.9% per year over 5
years in Canada &
America

(Ibis World)



129,736

Designers working in
96,250 businesses in
Canada and America.

(Ibis World)

Traditional Retail Example

Manufacturer > Distributor > Wholesaler > Retailer > Clients

Kabuni Retail Model
← High Margins & Revenue Per Transaction →

Designers

Clients

CONNECT

Artists & Artisans
Local Manufacturers
Clients

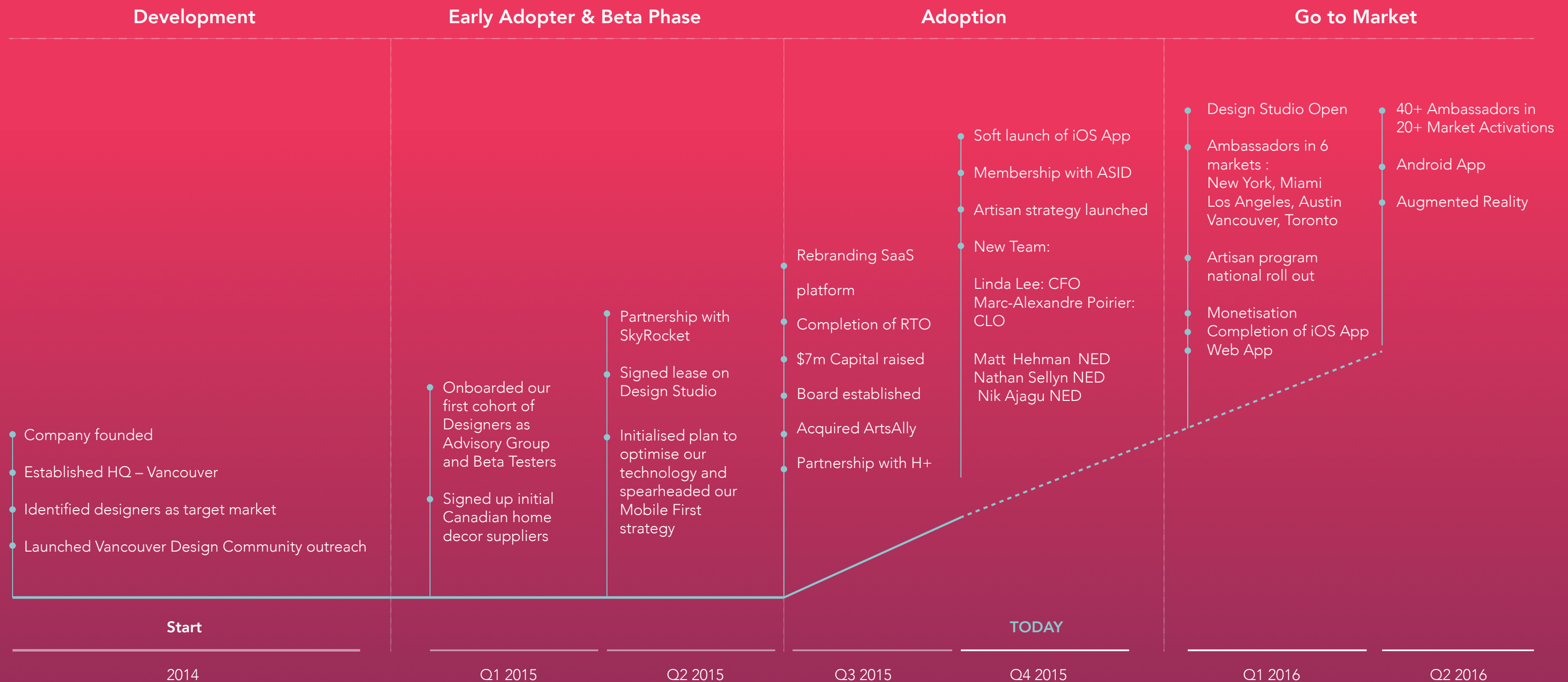
ENGAGE

Free Design Advice
Advanced Visualisation Tools
Curated Product Selection

TRANSACT

Omni-channel experience
Integrated e-commerce solution
Social giving built in

Pathway to Monetisation



The above are references to quarters of the calendar year. WNH's financial year end is 30 June and, accordingly, its financial quarter ends are different than the above.

Competitive Landscape



Company	Coco Republic	eBay	Etsy	Houzz	Kabuni
Home Décor & Furniture	✓	✓	✓	✓	✓
Inspiration Boards	✗	✗	✗	✓	✓
Home Designer	✓	✗	✗	✓	✓
Visualisation Tools	✗	✗	✗	✗	✓
Academy	✓	✗	✗	✗	✓
Profit Share	✗	✗	✗	✗	✓
Designer URL's	✗	✗	✗	✗	✓

Kabuni is...



Progress Made in 2015

Technology

Platform Soft Launch
iOS App
Web App

Product

Artists
Artisans
Local Manufacturers

Design Studio

Omni-channel Experience
Visualisation Technology
Community Studio

People

Experienced Board
Strong Leadership
Passionate Team



Technology

The Kabuni technology platform helps create a seamless omni-channel experience for both designers and their clients

CONNECT

Design Stream / Portfolio / Designer Pairing
Social Sharing

COLLABORATE

Inspiration Boards / Messaging / Ideum Tables
HoloMax

PURCHASE

Product Matching / Shop the Look
One-Click Check-out

DO SOME GOOD

Profit Share / Donate to Charity

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Products

Curated from artists, artisans,
local manufacturers and
leading brand names

Products

60,000

Artisan Strategy

Customisation

Original Artwork

1000

Shipping to Households

120+ million

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Web App

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The Design Studio

- Launch Q1 CY 2016 in Vancouver, British Columbia
- Size
300 SQ M
- 4 - 6 community events per month
3,500 1 hr. meetings per month capacity
9-12 designers can meet simultaneously
- Thousands of fabric swatches
- 2 Ideum Tables
- 1 HD Art Wall
- HoloMax 3D Holographic Experience
- 500 Members Q4 CY 2016

The Dream room: the game-changer



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iOS App
Web App

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Directors



Mr Tony King
EXECUTIVE CHAIRMAN

A chartered accountant by training, Tony's career has included several years of investment banking and financing experience, including periods based in London and the east coast of Australia.



Mr Neil Patel
MANAGING DIRECTOR

Neil has a track record of creating innovative tech solutions for the home space. He spent 10 years as a successful real estate broker in the UK and then went on to found OneMove, developing one of the world's first Apps in partnership with Blackberry.



Mr Nik Ajagu
NON-EXECUTIVE DIRECTOR

Nik is the Global Head of Advertising Technology Partnerships at Facebook. He is also Co-founder of Code and Canvas and Ecosystem Ventures. Previously Nik was Head of Media Solutions Americas, Global Marketing Solutions, Facebook.



Mr Nathan Sellyn
NON-EXECUTIVE DIRECTOR

Nathan is a Partner at Assembly Stakeholder Relations, a company that seeks to improve its clients' relationships with the capital markets. Previously Nathan held the position of Director, Business Development & Investor Relations at the Great Canadian Gaming Corporation.



Mr Matt Hehman
NON-EXECUTIVE DIRECTOR

Matt was instrumental in growing Facebook's Australian operations. He was responsible for various operational units including advertising, business development and sales. He currently serves as advisor to Create.it and Bountye.



People

People with passion can
change the world



Parmy Virk
Head of Operations

Parmy has extensive senior management experience in Business, Operations and Engineering. As COO and CTO at Onemove Technologies Inc. (Tsx-V: Om), Parmy was responsible for eConveyance™, the largest online community of real estate conveyance professionals.



Linda Lee
Chief Financial Officer

Linda comes to us from a diversified career in finance and marketing. She has her fingerprints on such impressive projects as Vancouver's SkyTrain system and the Canada Place Cruise Ship Terminal Expansion.



Amil Reddy
Director: Kabuni Community

Amil is a dynamic community developer with a long history of bringing people together. Excelling at Program Development & Organizational Leadership, she was a Provincial Community Developer at BC Housing, Urban Native Youth Association Board Director, Chair at CLICK and Dignity House Advisory Council.



Brian Johnson
Brand & Communications

Over a career spanning 25 years, his savvy communications solutions have helped get the message out for some of Canada's leading brands, including Sears, Bank of Nova Scotia, Canadian Tire, The Toronto Film Festival and Enbridge Consumers Gas.



Marc-Alexandre Poirier
Chief Legal Officer

Extensive practice experience dealing with complex commercial transactions involving businesses located around the world. Practiced law at Davies, Ward Phillips & Vineberg LLP in Montreal and Baker & McKenzie, one of the world's premier law firms, in Hong Kong, China.



The Outlook for 2016

Kabuni will build on the gains of 2015 in technology, people and community development. Our membership in the American Society of Interior Designers and Canada's IDC will fuel our community growth while the continued development of our iOS App and Web App functionality will drive adoption and engagement. The rapid roll-out of our Artisan strategy will further position Kabuni as the platform of choice for designers to sell unique art, home furnishings and home décor that clients will love.

Let's talk about the Kabuni platform



Building Kabuni in 2016

Adoption

Partnerships
Ambassador Program
Social Media

Engagement

Academy
Products
Design Studio

Collaboration

Visualisation Tools
Holographic Technology
Integrated Messaging

Transaction

Omni-channel
Profit Share
Subscriptions



Adoption

Leveraging Partnerships
and Social Reach

Memberships

35,000

ASID/IDC
members

Ambassadors in Major Markets

100

Active Users on Social Media

1.5 Billion +

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Engagement

Building the Kabuni habit

Academy

Learning and earning. Platform for business growth

Products

Diverse product selection highlighting artisans with exclusive and diverse product stories to tell

Design Studio

Connecting artists, artisans and designers to clients to collaborate, visualize and transact

Building Kabuni in 2016

Adoption

Partnerships
Ambassador Program
Social Media

Engagement

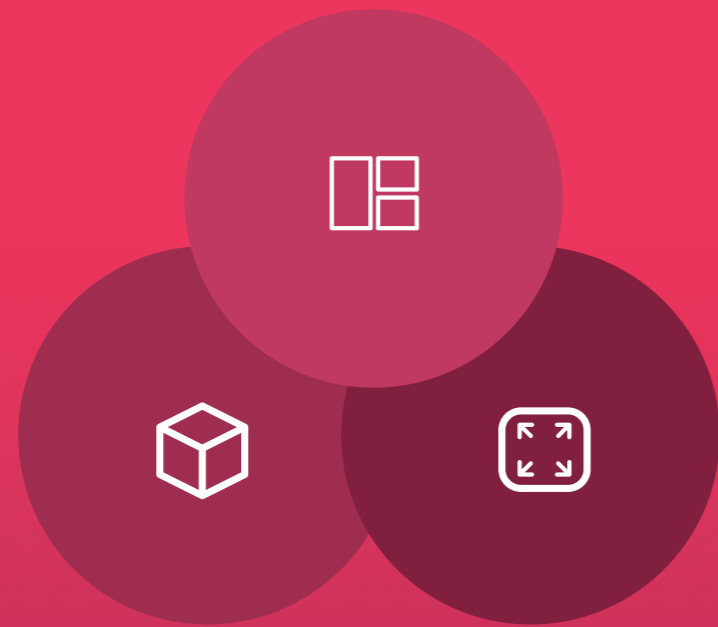
Academy
Products
Design Studio

Collaboration

Visualisation Tools
Holographic Technology
Integrated Messaging

Transaction

Omni-channel
Profit Share
Subscriptions



Collaboration

Our key toolset and the heart
of our platform

Visualisation Tools

Inspiration Boards. Ideum Tables. Art Wall

Integrated Messaging

Kabuni lets designers and clients collaborate in real time through in-app messaging and commentary

3D Holographic Technology

Creative an immersive experience and "WOW" moments that drive transactions

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Transaction

Omni-channel
Profit Share
Subscriptions



Transaction

Omni-channel

Convenient one-click e-commerce experience

Profit Share

Motivating designers to earn online revenue and build passive income.

Subscriptions

Freemium model creates a funnel to drive subscription revenue.



Do some Good

CHOOSE

Shoppers can select the charity campaign they wish us to support

DONATE

Every transaction on Kabuni supports programs helping homeless people in our communities

SUPPORT

Kabuni's National Youth Homelessness Campaign supporting:

- Peak House Vancouver
- Resource Assistance for Youth (RaY) Winnipeg
- Eva's Initiative Toronto



Summary

- ✓ Ground-breaking omni-channel retail experience in the home space
- ✓ Strategically positioned to transform the home design market
- ✓ Socially responsible: the only way to do business in the future
- ✓ Low cost and highly scalable platform connecting design community with clients
- ✓ Advanced visualisation technology
- ✓ Strong management and leadership team
- ✓ High activity pipeline expected to drive positive near term news flow and growth

Brand Ambassadors



Alykhan Veljiyone

"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."

Alykhan Velji, a design expert on the nationally syndicated Marilyn Denis Show on CityTV which is watched by 275,000 viewers daily



Gillian Segal

"Kabuni is such an exciting tool for designers and for consumers. Being able to shop curated looks by people who are leading in the design industry is really amazing."

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

Q&A

