



24 February 2016

## ***Kabuni Launches Ambassador Program, Highlighting Diverse Activation Strategy***

### **HIGHLIGHTS**

- Kabuni has launched its Ambassador Program, aligning the Company with renowned designers in order to spread awareness of its on-line design platform
- Ambassadors are high-profile influencers within the design industry with extensive professional networks.
- The Ambassador Program complements Kabuni's other activation efforts, most notably its formation of reciprocal partnerships and expanding social media presence
- Kabuni expects to release version 1.5 of its mobile application, adding extensive search functions, before the end of February 2016
- Kabuni expects to release version 1.6 of its mobile application, adding revenue generating functions, during March 2016

Kabuni Ltd (ASX: **KBU**) ("Kabuni," or "the Company") is pleased to announce the formal launch of its Ambassador Program, an initiative designed to introduce the Company's mobile platform to designers across the world. Kabuni provides designers with an innovative medium for showcasing their work, connecting with new and existing clients, and growing their business.

Kabuni's Ambassadors are high-profile influencers who have been recognized as leaders within their field. Each Ambassador has been selected because their personal philosophy mirrors Kabuni's own corporate values of sustainability, community development, and promoting great design. The Ambassadors will utilize their influence to introduce their professional networks to the manner in which Kabuni's platform can enhance every designer's business potential and client relationships.

### **BOARD & MANAGEMENT**

Mr Tony King  
EXECUTIVE CHAIRMAN

Mr Neil Patel  
MANAGING DIRECTOR

Mr Matthew Hehman  
NON-EXECUTIVE DIRECTOR

Mr Nik Ajagu  
NON-EXECUTIVE DIRECTOR

Mr Nathan Sellyn  
NON-EXECUTIVE DIRECTOR

Mr Aaron Bertolatti  
COMPANY SECRETARY

### **REGISTERED OFFICE**

Level 1  
35 Richardson Street  
West Perth WA 6005

### **POSTAL ADDRESS**

PO Box 1440  
West Perth WA 6872

### **CONTACT DETAILS**

Tel: +61 8 9212 0105

### **WEBSITE**

[investor.kabuni.com](http://investor.kabuni.com)

### **SHARE REGISTRY**

Security Transfer Registrars  
770 Canning Highway  
Applecross  
Pert WA 6153  
Tel: 08 9315 2333

### **ASX CODE**

KBU

Kabuni's initial slate of Ambassadors includes the following celebrated design leaders:

Laura Schwartz-Muller (Los Angeles, California) – Ms. Schwartz-Muller's more than twenty years of industry experience include work on a wide variety of projects, from private homes to airplane hangars. One of the founders of Four Point Design and Construction, she is a graduate of UCLA's prestigious ARC\_ID Interior Architecture and Design Professional Designation Certification program. <http://www.fourpoint-design-construction.com>

Yarah David (London, England) – Ms. David has worked in the design industry for twenty-five years, beginning in fabric design and moving into interiors. She specializes in project management and furnishings, and is the principal at YMMD Design. <http://www.ymmdesign.com/>

Becky Freeman (Toronto, Ontario) – Ms. Freeman began her career with Gluckstein Design Planning, and now possesses more than a decade of design experience. A graduate of Humber College, she is an expert in industry resources. <http://www.beckyfreeman.com/>

Jamie Alexandra Galvis (New York, New York) – Ms. Galvis is the founder of Style Your Space, a full-service commercial and residential design studio based in New York City. <http://stylingyourspace.com/>

Allan Dallatorre (Los Angeles, California) – Mr. Dallatorre is a celebrated designer whose work has been featured in such legendary homes as Greystone Mansion in Beverly Hills and Frank Lloyd Wright's iconic Hollyhock House. A graduate of Brooks College of Design and a former Editor in Chief of LA DESIGN, he currently serves as the Director of Communications for the American Society of Interior Designers. <http://www.hingedecor.com/>

Tina Dillon (Vancouver, British Columbia) – Ms. Dillon is one of the founders of Design Collective, a firm that both conducts design workshops and hosts Design and Lifestyle Tours. Over her twenty-five years in the industry, she has developed dual-specializations in both architecture and urban planning. <http://www.designerscollective.ca/>

Nadia Pidgeon (Austin, Texas) – Ms. Pigeon is a member of the Interior Design faculty at Austin's prestigious Art Institute.

Ryleah Resler (Vancouver, British Columbia) – A graduate of Vancouver's Visual College of Art and Design, Ms. Resler is quickly establishing herself as a rising star in the landscape of Western Canadian design. <http://www.ryleahshae.com/>

"We are thrilled to announce the appointment of our first Ambassadors," stated Neil Patel, Kabuni's founder and CEO. "By aligning ourselves with influential industry leaders, we will rapidly spread awareness of our platform can benefit the business of every designer, whether they are well-established or just launching their career. We are excited to provide these talented artists with new tools for promoting and monetizing their craft. We anticipate growing this initial roster of eight Ambassadors to more than fifty by the conclusion of 2016."

The Ambassador Program will serve as a major component of Kabuni's larger strategy for increasing activations of its mobile design platform. The Program will serve as a complement to Kabuni's effort to form partnerships with leading design industry associations and communities. This effort is highlighted by the Company's exclusive sponsorship of the American Society of Interior Designers ("ASID"), an organization whose more than 26,000 members boast a substantial combined purchasing power in a market of nearly USD \$70 billion of total products specified by interior designers in the USA. This month, Kabuni showcased its platform's potential to ASID's Board, and then participated in the development of the Society's three-year strategic plan. Over the coming weeks, Kabuni will present its platform at two major ASID events: The national Student Conference in Georgia and the national 'Design to Lead' meeting of studio managers in Washington, DC.

Kabuni's activation strategy is also focused on the aggressive development of the Company's social media presence. In order to attract greater subscriptions to these channels, Kabuni recently appointed Jennilee Marigomen to the position of Social Media Manager. The founder of 01 Magazine, an online art publication, Ms. Marigomen boasts more than 100,000 followers on Tumblr, and has seen her work featured in GQ, The New York Times, Condé Nast Traveller, Wallpaper, Adbusters, and Spin.

Later this month, Kabuni intends to release version 1.5 of its mobile application. This version will provide designers with the ability to search through Kabuni's catalogue of over 60,000 product SKUs and add products to their Inspiration Boards. Version 1.5 will also introduce the Kabuni to users in Australia. During March 2016, Kabuni anticipates releasing version 1.6 of its mobile application. This version will have Kabuni "revenue ready," as it will serve to debut the app's on-line checkout function.

**For further information please contact:  
Kabuni Ltd.**

**Neil Patel**  
Chief Executive  
Officer  
p: + 1 778-288-1974

**Tony King**  
Executive Chairman  
p: + 1 1-888-987-  
1193

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## **ABOUT KABUNI**

Kabuni is a North American-based SaaS and e-commerce platform in the home design space that enables independent design home design professionals to grow their business through an omni-channel retail experience. 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. Kabuni leverages proceeds from the platform to benefit local charitable organizations dedicated to combating homelessness. Kabuni believes in Better Homes for Everyone. For more information, please visit: <http://www.kabuni.com/>

Kabuni is owned by Kabuni Ltd (ASX: KBU), 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. For more information, please visit: <http://investor.kabuni.com/>