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Company Announcements Office
ASX Limited

By E-Lodgement

Kabuni Increases Engagement Through Aligned Platforms

HIGHLIGHTS

- Web app and iOS app are now aligned
- Platform is now revenue capable
- Increase in designer/client connections, page views and user time on site
- Web app showing rapid uptake vs iOS

Kabuni Ltd (ASX: **KBU**) ("Kabuni," or the "Company") is pleased to announce recent upgrades to the web app have resulted in a more closely aligned technology platform which has seen an increase in engagement by designers and clients. Users across all devices (desktop, iOS and Android) can now have access to the complete Kabuni experience online; browse, post to their inspiration boards, interact with their personal designer and ultimately make purchases.

From a usability standpoint, the recent upgrades have greatly facilitated connections between designers and clients. There were 162 designer/client connections made during the 6 week period from 1 September 2016 to 16 October 2016 (the "period"). The mobile app experience allows designers to curate on the go while collaborating with multiple clients. At the point of transaction, designers can now utilize the web app on a desktop to facilitate the purchase, or continue to transact on the mobile app. Studies continue to show that cross-device usage is increasing in e-commerce at a rapid pace. According to the Q3 2015 State of Mobile Commerce Report by Criteo, of the buyers who made purchases on laptops or desktops, 39% used at least one additional device (tablet or smartphone) to conduct research. These numbers support the importance of ensuring that all Kabuni users have a seamless experience regardless of what type of device they are using.

Of the 162 designer/client connections made during the period, 67% or 109 were made on the web app vs. 33% or 53 on iOS. Page views have increased to 31,306 and the time spent on the site has also increased from 3 minutes and 58 seconds to 4 minutes and 27 seconds. These numbers represent measurable growth in engagement since the web app update.

The following is a summary of the features which have positively impacted user engagement.

BOARD & MANAGEMENT

Mr. Tony King
CHAIRMAN

Mr. Neil Patel
MANAGING DIRECTOR

Mr. Colm O'Brien
NON-EXECUTIVE DIRECTOR

Mr. Nik Ajagu
NON-EXECUTIVE DIRECTOR

Mr. Nathan Sellyn
NON-EXECUTIVE DIRECTOR

Mr. Ajai Sehgal
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Mr. Aaron Bertolatti
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ASX CODE

KBU

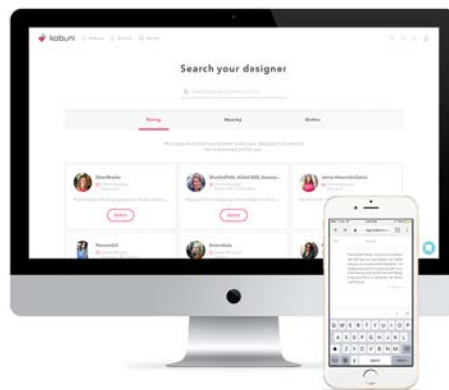
Product catalogue for clients

Clients have access to Kabuni's product catalogue, and have the ability to search and browse the catalogue of over ~52,000 SKU's.



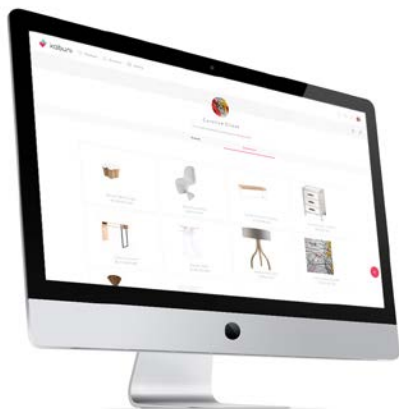
Add product to boards from web platform

Designers can now use the web app to manage their inspiration boards and add products to them.



Designer Matching

Clients matched (via a personal selection process) with designer on sign-up or when they make a purchase resulting in a more personal experience for the client and ultimately increased revenue for the designer.



Client Showroom

Clients have a showroom where they put their favorite products.

Neil Patel, CEO of Kabuni stated, "We are very pleased to have achieved this important upgrade to our technology platform. Aligning the experience and capabilities of the web and the mobile app will allow our users to have a richer experience while fulfilling their home design goals."

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

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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 designers and 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/>

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Certain statements contained in this document constitute forward-looking information. These statements relate to future events or the Company's future performance. The use of any of the words "could", "expect", "predict", "believe", "will", "projected", and similar expressions and statements relating

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