



**Investor
presentation
September 2016**



ASX:KBU

This presentation is given on behalf of Kabuni Ltd.

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**All currency amounts are in AUD
unless stated otherwise.**

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This presentation may contain forward-looking statements with respect to the financial condition, results of operations and business strategy of Kabuni Ltd. These forward-looking statements are based on estimates, projections and assumptions made by Kabuni Ltd. about circumstances and events that have not yet taken place. Although Kabuni Ltd. believes the forward-looking statements to be reasonable, they are not certain. Forward-looking statements involve known and unknown risks, uncertainties and other factors that are in some case beyond Kabuni Ltd.'s control, and which may cause actual results performance or achievement to differ materially from those expressed or implied by the forward-looking statements (and from past results). Kabuni Ltd. makes no representation or warranty as to the accuracy of any forward-looking statements in this document and undue reliance should not be placed upon such statements. Forward-looking statements may be identified by words such as "aim", "anticipate", "assume", "continue", "could", "estimate", "expect", "intend", "may", "plan", "predict", "should", "will", or "would" or the negative of such terms for other similar expression that are predictions of or otherwise indicate future events or trends. The forward-looking statements included in this document speak only as of the date of this document. Kabuni Ltd. does not intend to update the forward-looking statements in this document in the future.

ASX

KBU

Current share price

\$0.042 ⁽¹⁾

Shares on issue

130,309,175 ⁽¹⁾

Performance shares

38,130,493 ⁽¹⁾⁽³⁾

Options

19,336,667 ⁽¹⁾⁽⁴⁾

Market capitalisation (undiluted)

\$5.46m ⁽¹⁾

Cash at bank

\$1.96m ⁽²⁾

⁽¹⁾ As at 6 September 2016

⁽²⁾ As at 30 June 2016

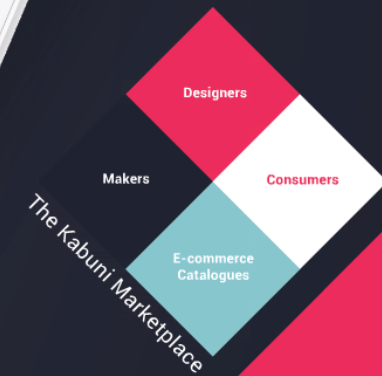
⁽³⁾ Various performance hurdles, refer to Prospectus Dated 8 July 2016

⁽⁴⁾ The options on issue have varying strike prices ranging from \$0.13 to \$0.30



Kabuni is a community-driven marketplace for designers, makers and design lovers where every purchase makes an impact

- We're an omni-channel technology platform in the home design space
- We allow designers and makers to grow their businesses, save time, earn income and reach new clients
- We are ready to scale revenue





Home décor and furnishing market

Trends in North America:

Worth over
US\$100
billion annually

(Source: Census Bureau, 2015)

35%
of online product
searches start at
marketplaces,
compared to

31%
at retailers' channels
and only

15%
at search engines

(Source: online shoppers, Urban Intelligence, The Pulse
of the Online Shopper, 2016)

Omni-channel
purchases
increased from

36%
in 2015 to

38%
in 2016

(Source: online shoppers, Urban Intelligence, The Pulse
of the Online Shopper, 2016)

Designers
responsible
for
US\$68.5 billion

worth of products
specified annually

(Source: AIA and Interior Design Magazine, December
2015, 2016, include US & Canadian interior design
and architectural firms who work on residential or
commercial interior design projects and who specify at
least \$50,000 worth of products annually)

Kabuni Highlights in FY2016

We have...

Built a brand and a community

Rebranded from
Whole New Home to Kabuni

Partnership with ASID

Over 1,500 designers and nearly
6,000 clients joined Kabuni

Built a strong and experienced team

Experienced additions to our leadership
team and Board of Directors

Built our platform

Inaugural launch of our iOS app

Expanded our Development team to India

Beta tested sales in April

Launched our web platform in May

Made significant upgrades to our platform
with Kabuni 2.0 in August

Built the Kabuni House

Opened our first Kabuni House
(formerly Kabuni Studio) in June 2016

Revenue model through the Kabuni House
commenced August 2016



Building our community



Over 1,500 designers on Kabuni

[Kabuni Designer - Click for video](#)

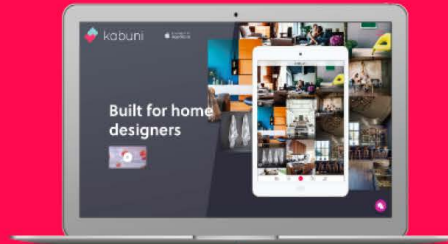
Key Markets



Building the Kabuni Omni-channel platform



- iOS Mobile Application
Current version 2.1 includes:
 - Global search functionality
 - Instant connection for consumers to a personal designer
 - Product catalogue open to all users
 - Released September 2016



- Web Application
Current version includes:
 - Full purchasing functionality with cart and checkout
 - Product catalogue
 - Social sharing



- Kabuni House (previously the Kabuni Studio)
Opened June 2016
 - Revenue through memberships commenced August 2016

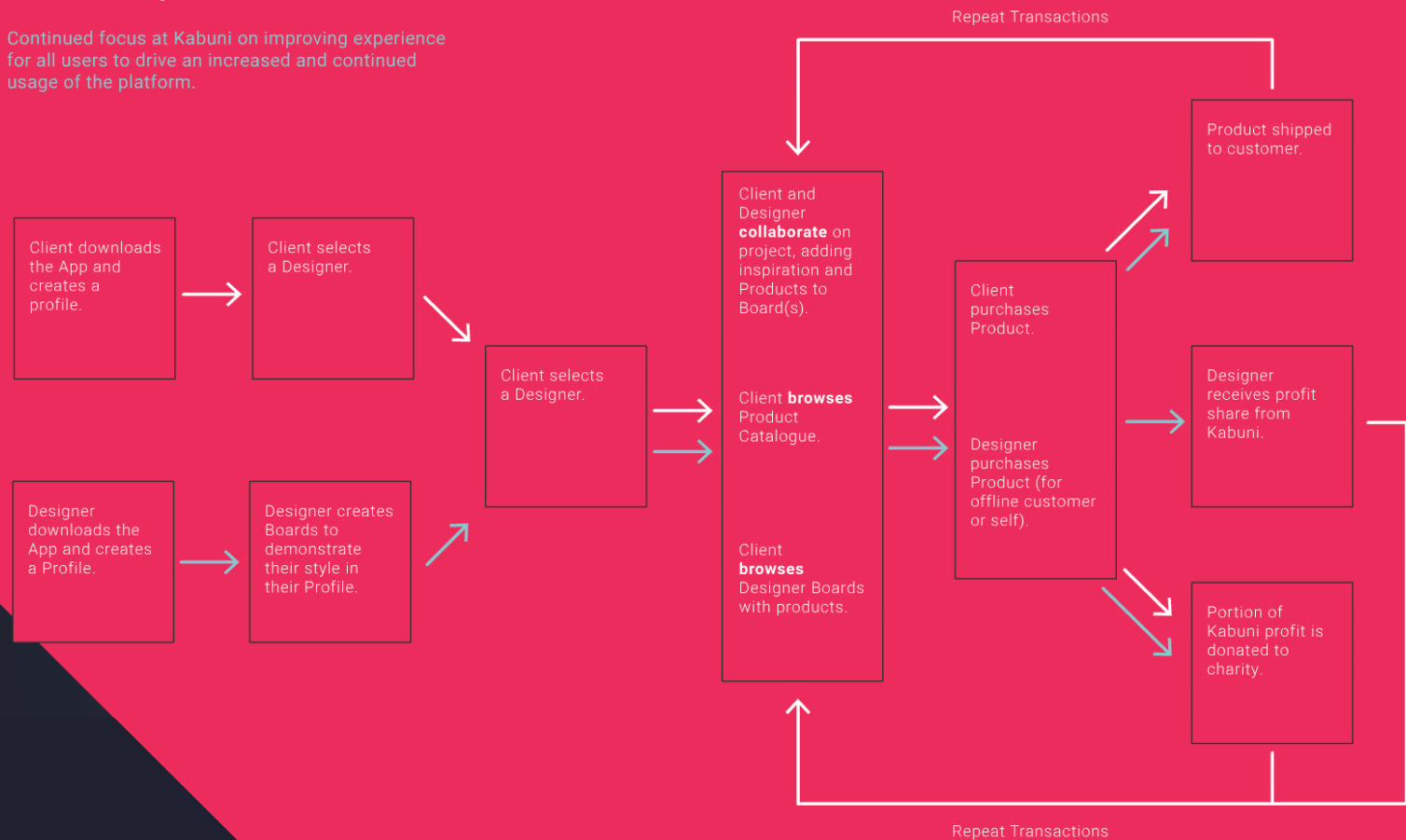
Delivering a multi-platform experience to engage users at every stage of the sales process



Kabuni User Journey

→ Client flow
→ Designer flow

Continued focus at Kabuni on improving experience for all users to drive an increased and continued usage of the platform.





Kabuni House

Work, Shop, Learn

Under one roof, we assemble a community of members that have one thing in common - a creative soul

Features

Multi-purpose community networking space:

20 reservable hot desks

Multiple reservable meeting zones

Fully stocked Kabuni cafe

Reservable Mac computers with design and business software

300 square metre purpose built facility in Vancouver

Fantastic technological tools for members to use

Holographic Dream Room

Interactive multi-touch tables

Interactive touch walls

Creates true omni-channel retail experience

The Kabuni House is...

A co-working space for designers

A showroom for makers

A gallery and showroom for consumers

A unique venue for event planners and the community

Allows designers, makers and consumers to meet face-to-face in a relaxed and professional setting

Likely to result in higher sales for interior designers

Primary audience: Designers and makers

Secondary audience: Architects, realtors, home stagers

Kabuni House- Click for video



The team

Strong proven leadership team focused on:

- Execution
- Driving growth
- Creating significant shareholder value





The Kabuni Marketplace

Strategy for FY2017





Designers



Over 1,500 Designers
on Kabuni

Demographics of a Kabuni Designer

- Entrepreneurial women
- Aged between 25-55
- 70% run their own business and a further 20% work for a company and have their own clients
- Only 60% have their own website
- 71% based in the USA

Source: Kabuni Designer Survey August 2016

Pain Points

- Limited geographically
- Fractured marketplace
- Limited number of clients able to be serviced due to timeconsuming logistics
- Difficulty accessing clients, catalogue assortment and unique products in one place
- No business platform to market their services effectively
- No single standard for service delivery
- No professional physical space to meet and work with clients
- No integrated set of tools for business development
- No integrated set of tools to provide and deliver design advice to clients



Designers



Over 1,500 Designers
on Kabuni

The Opportunity

- Provide lead generation to designers to grow their business
- Provide a platform to connect designers with peers, makers, and consumers in professional space online and off
- Enable designers to deliver services at varying price points customised to consumers' varying budgets
- Provide designers access to exclusive products (makers) and convenience of the largest possible range of products (e-commerce catalogue)
- Provide a platform that enables designers the ability to make income through passives sales and by working directly with clients on home projects
- Enable a technology and marketing solution for designers to scale their businesses online
- Provide a web-enabled SaaS suite of tools delivered in agile methodology

In FY2017 we will grow Kabuni to 5,000
designers



Makers



Pain Points

- Limited geographically
- Accessing new customers either directly or indirectly through an interior designer
- No business platform to market their products effectively
- No integrated set of tools for business development

The Opportunity

- Provide a platform to connect makers with designers and consumers
- Provide a place for makers to showcase their work in a professional showroom/gallery
- Help them to build their brand online
- Provide technology and marketing solutions for makers to scale their businesses online
- Provide a web-enabled SaaS suite of tools delivered in agile methodology

In FY2017 we will grow Kabuni to 200 makers



E-commerce Catalogues

Pain Points

- Regular e-commerce brands battle for consumers based on price
- Trying to undercut their competitors' prices, companies employ an expensive adwords strategy, where only Google is the winner

The Opportunity

- Provide exclusivity of maker products and convenience of mainstream products by plugging existing e-commerce sites into the Kabuni product catalogue
- Benefit from the manufacturer's existing SEO

In FY2017 Kabuni will look to integrate existing e-commerce product catalogues into Kabuni



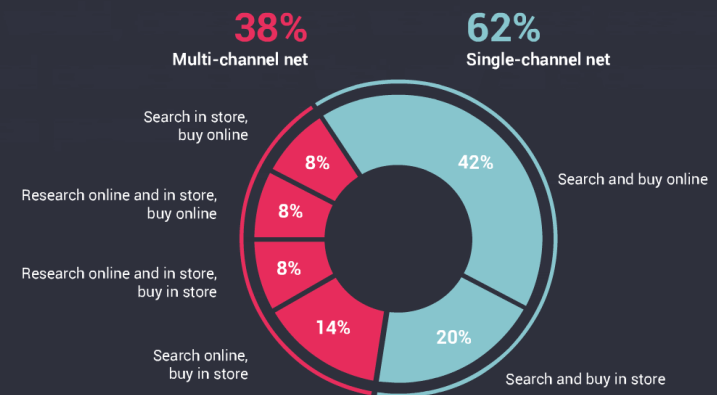
Consumers

Nearly 6,000
users are registered with
client accounts on Kabuni

Pain Points

- E-commerce vendors provide an overwhelming amount of product choices to consumers, preventing them from making a decision
- Home furnishings consumers are starved for inspiration but perceive designers' services as unaffordable
- Consumers may not know how to find or choose a designer, should they want consultation
- In an online world, consumers want a vast assortment, selection, and convenience that only an e-commerce catalogue can provide
- Consumers want to shop in an omni-channel world, where they have the ability to use the appropriate tool at each stage in their purchasing decision process (website, web app, mobile app, video call, social media, etc.)
- Omni-channel purchases are up 2% in the last year (36% to 38%)

Frequency of purchases by method



Source: UPS Whitepaper 2016



Consumers



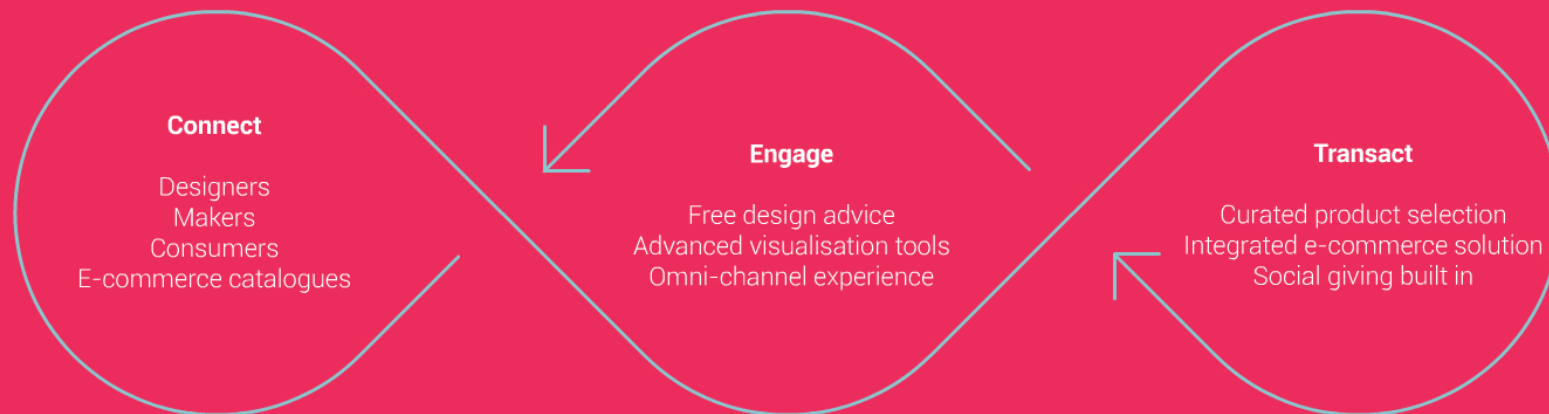
Nearly 6,000
users are registered with
client accounts on Kabuni

The Opportunity

- Connect consumers with professional design advice by connecting them with their personal designer
- Deliver design services to consumers at varying price points
- Deliver a range of exclusive products (makers) and convenience (integration with e-commerce catalogues)
- Provide a true omni-channel experience for consumers

In FY2017 Kabuni will deliver a
seamless omni-channel shopping
experience to acquire and retain
consumers

The Kabuni Marketplace





Platform Upgrades and Roadmap



Designer and Maker Business Tools

- Designer and Maker Information (such as bio and location)
- Inspiration Boards
- Showroom
- Unique and customised URL
- Video
- Content Management System:
 - Upload own logo, content, etc.
 - Widgets (such as contact form, calendar, etc.)
 - Multiple templates for designers to choose from
- Blogs
- Bots
- Client tracking system
- Business analytics
- Kabuni Education Academy

Benefits

- Designers and Makers will be able to build their Kabuni powered beautiful, unique, and mobile-friendly website - without significant time and money on development
- Our tools will make it easy to manage individual sites in any browser and from any device
- The website is more than a portfolio:
 - Designers can create their own online store, showcasing their designs and recommending products in their showroom
 - Makers can showcase their products and upload them to the Kabuni catalogue
- Powerful social media integration on designer and maker websites will help promote their business and extend their brand's reach
- Seamless transition from designer and maker websites to Kabuni web platform (browsing and checking out)



Growth strategy

Relationship management strategy to acquire and retain designers, makers and consumers





Growth strategy

Relationship management strategy to acquire and retain designers, makers and consumers

Social Media

- Ability for users to share content across Facebook, Pinterest, Twitter, LinkedIn
- Cost effective way to drive revenue through a loyal customer base
- Ability to capitalise on designers' social media reach; with designers having an average reach of 1,500 connections

Ambassadors

- Leverage ambassadors to build the marketplace
- Ambassador driven local meet-ups
- Drive demand for the next Kabuni House location



Growth strategy

Relationship management strategy to acquire and retain designers, makers and consumers

Partnerships

- Designer and Maker related organisations
- Partnerships aligned to key life events (buying a house, weddings, births)
- Referral program with realtors, wedding registries, home movers and other aligned businesses

Influencers

- Attract higher quality, more loyal customers
- Cost effective channel for customer acquisition
- SEO advantages for Kabuni



Growth strategy

Relationship management strategy to acquire and retain designers, makers and consumers

Trade Shows and Events

- Designer and Maker aligned events
- Events hosted at the Kabuni House
- Increased brand visibility

Acquisitions

- Design Retailers
- Media Brands
- New Technologies

Referral Program

- Leverage existing customers to accelerate customer growth
- Lower cost of customer acquisition
- Simple integration into the Kabuni platform



Competitor landscape

- Free interior design advice
- Collaboration on inspiration boards
- Client/designer matching
- Kabuni House



laurel & wolf



Etsy



Company >

Houzz

Laurel & Wolf

Wayfair

Etsy

Homee

Kabuni

Home décor and furniture

V

V

V

V

V

V

Inspiration boards

V

V

V

X

V

V

Match to a home designer

V

V

X

X

V

V

Holographic technology

X

X

X

X

X

V

Academy/professional development for design community

X

V

V

V

X

V

Profit share - Interior designers get share of profit from sales (direct and passive)

X

X

X

X

X

V

Designer URLS

V

X

X

X

X

V

Co-share work studio

X

X

X

X

X

V

Donations - portion of profit donated to charity with every purchase

X

X

X

X

X

V

Omni-channel - Online and physical storefronts

X

X

X

X

X

V

This table was completed based on publicly available information as at 31 August 2016, based on Kabuni's best knowledge and own interpretation of the listed features, and is not too be interpreted in any way as a statement or opinion regarding any of the other companies mentioned therein. Kabuni makes no representation or warranty as to the accuracy of any of the information or analysis in this table.



Revenue model



Kabuni revenue model disrupts the traditional revenue model.

Multiple revenue streams:

Primary

- E-commerce furniture and décor sales

Secondary

- Membership income from Kabuni House

Future/Potential

- Subscription(SaaS) income from designers and makers
- Priority placement of products
- Advertising



Revenue model

Kabuni revenue model disrupts the traditional revenue model.

Transaction revenue split:

Marketplace

Sale price	CAD \$1,000
Cost of goods	(CAD \$500)
Gross profit	CAD \$500
Designer profit share (30% of gross profit)	(CAD \$150)
Donation of gross profit (5% of gross profit)	(CAD \$25)
Profit to Kabuni	CAD \$325

This assumes a 50% gross profit margin. Kabuni's gross profit margin ranges from approximately 50% in the case of most products from suppliers, to 20%, in the case of some, highvalue, handcrafted maker products.



Revenue model

Kabuni revenue model disrupts
the traditional revenue model.

Kabuni House Revenue

Membership model:

Potential Membership Revenue		Total
\$125/month average membership	500 members	CAD \$750,000*
Potential Event Revenue		Total
Events (\$3000/event for members)	12 events per month	CAD \$432,000
Total Potential Revenue		\$1,182,000

* This is in no way to be interpreted as a financial forecast, outlook or projection about future financial performance of Kabuni. Rather it is intended to serve as a mere illustration of the revenue model and of potential revenues that could be generated assuming 500 memberships in one location with an average membership of CAD \$125/month and assuming an average charge of CAD \$3,000 per event, and 12 events per month.



In FY2017 Kabuni will:

- Introduce tools for designers and makers to drive daily engagement
- Build momentum in revenue generation
- Grow Designers on Kabuni to 5,000
- Grow Makers on Kabuni to 200
- Look to partner with major e-commerce product catalogues
- Accelerate the ambassador program
- Launch influencer program
- Drive the Kabuni House to profitability with 500 members

**Let's create
better homes
for everyone**

