



ASX ANNOUNCEMENT

AHALife completes Bezar acquisition

- *Acquisition on track to deliver US\$500,000 booked sales in CY 2016*
- *Bezar co-founder PieterJan Mattan appointed as Creative Director*

New York City, USA and Sydney, Australia – 22 April 2016: Online marketplace for curated luxury products, AHA Life Holdings Limited (ASX: AHL), is pleased to announce it has completed the acquisition of US design marketplace Bezar.com, with the transaction delivering significant revenue growth to the Company, ahead of expectations. As part of the acquisition, AHA Life has appointed Bezar co-founder PieterJan (PJ) Mattan into the newly created role of Creative Director.

AHA Life refers to its announcements dated 3 February 2016 regarding the acquisition of Bezar and advises that it has today issued 501,499 fully paid ordinary shares to the vendors of Bezar.

The acquisition has contributed significant growth to the Company ahead of expectations, in the form of unique users and booked sales. The acquisition added 150,000 users and helped to boost booked sales by 2.4x (or 140% growth) in Q3 compared to the previous corresponding quarter (US\$1.6m / A\$2.1m in Q3 FY16 compared to US\$0.7m / A\$0.9m in Q3 FY15). The acquisition is on track to deliver US\$500,000+ of incremental revenue in the calendar year 2016.

CEO of AHA Life, Shauna Mei said, “As expected, the acquisition of Bezar has had an immediate impact on our business, accelerating our growth and cementing our leadership position as the number one design and gifting marketplace in the world. We are also excited to have PJ join the team; his vision, expertise and keen eye will help AHA Life become the global go-to marketplace for creativity and design. PJ is deeply connected in the design community and has his finger on the pulse when it comes to the latest trends, which will benefit the AHA Life community greatly.”

As well as founding Bezar, PJ Mattan has consulted with major brands and design organisations like Louis Vuitton, DIESEL and The Andy Warhol Foundation. He was also the Creative Director at major US ecommerce site Fab.com, where he created the holistic brand identity; selected private label collections, licensed products and collaborations; and provided the creative direction, concept and interior design for Fab's first showroom and retail store in SoHo, New York.

Mr Mattan said, “I've joined AHA Life because I strongly believe and share Shauna and Sachin's vision of creating an online community that helps designers and artisans thrive. I want to make design more accessible for people around the world, and have a passion for curating products that I think people will enjoy, so AHA Life is a perfect fit.”

-ENDS-

For more information

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**About AHAlife**

AHALife Holdings (ASX:AHL) is a digital marketplace for consumers of luxury items and designer products. The Company's 748,000+ customers purchase items directly from a community of more than 3,700 handpicked designers and artisans in 45 countries. AHAlife's business model involves a drop-ship approach, allowing wholesalers to ship directly to customers leaving no inventory risk for the Company. For more information, please contact Rebecca Wilson on the details above.