



## ASX ANNOUNCEMENT

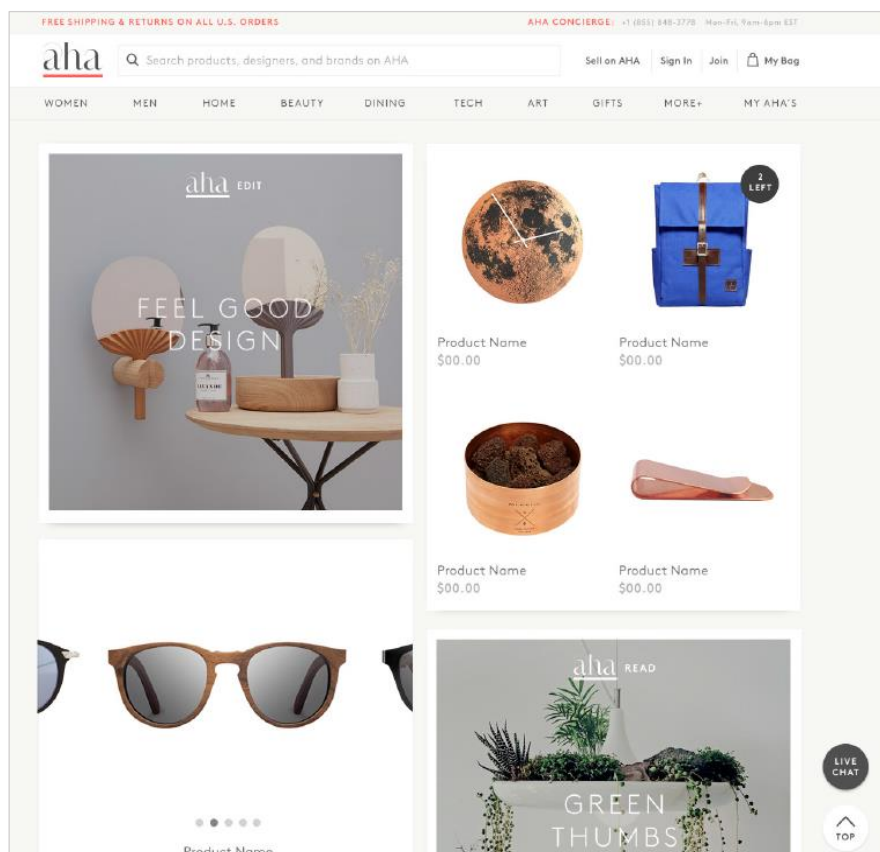
### AHALife becomes AHA

*Premier curated designer and artisan marketplace AHA debuts new name, identity, platform, designers, and team*

**New York City, USA and Sydney, Australia – 3 May 2016:** [AHALife Holdings Limited](#) (ASX: AHL), the curated marketplace for creative and inspiring objects, has removed the 'life' from its brand name ('AHALife'), and will now be referred to simply as 'AHA'. It has also launched a fully redesigned and re-engineered website.

The new site is a now discovery-driven infinite scroll feed providing the user with a personalised product catalogue. The new feed will contain product, editorial content, and special AHA offers. The feed is intended to match the way in which users are currently presented with news, content, offers, and product across all online interactions. The ability to search is no less important; instead, the new site utilises proprietary, intuitive technology and the internal curation resources to customise recommendations based on the consumer's unique preferences and browsing patterns, which develop further over time.

*Figure 1. New AHA site experience:*





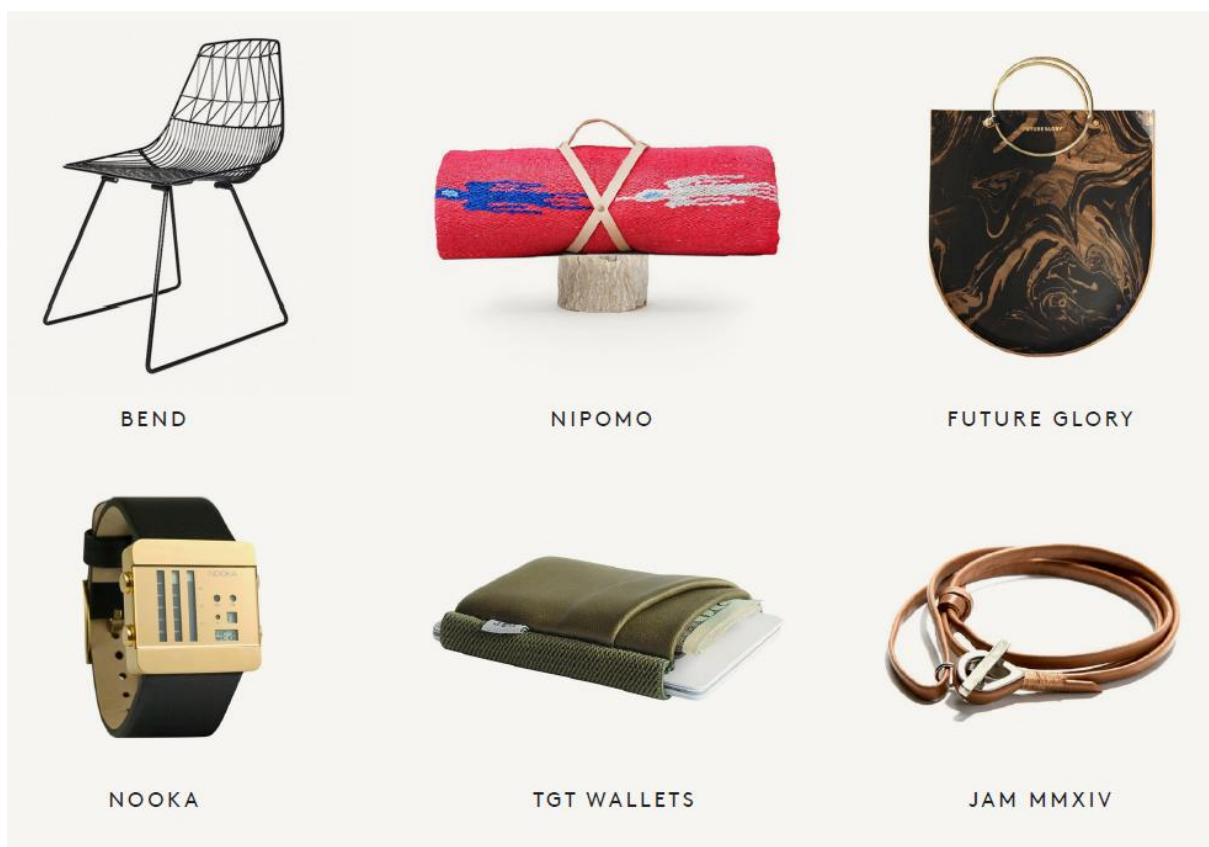
"With AHA we eliminate rarity from astonishment and bring that 'AHA' moment of discovery every day," says Sachin Devand, AHA Co-Founder, President and CTO. "We built an innovative shopping experience that threads discovery and intent-based shopping into one proprietary platform. We discover and connect the world's best designers and artisans with a global consumer in an extraordinary experience on desktop and mobile."

"Our mission is to celebrate and protect creativity," says Shauna Mei, AHA founder and CEO. "AHA is our portal to bring together the very best designers and artisans into one curated and trustworthy space, where a consumer can have a consistent experience and designers can finally have a platform to tell their story and reach the global consumer in over 220 countries."

### Bezar joins AHA

AHA recently acquired Bradford Shellhammer's design platform, Bezar.com, and has selected 500 of its most dynamic designers to join its existing offering of over 3,800. Along with the new designers, AHA will also debut an extensive Art Print Category very soon.

*Figure 2. New designers on AHA:*





Bezar Founder and CEO, Bradford Shellhammer joins AHA as an Advisor and exclaims, "AHA + Bezar are infinitely stronger together than apart. It has been an electric thrill to integrate Bezar's most unique talents into Shauna and Sachin's AHA."

In acquiring Bezar, AHA is proud to bring on PieterJan Mattan who joins AHA as Creative Director. The New York based Belgian has a renowned design background and is a serial Artiste Commerciale with extensive experience building digital brands, as the former Global Creative Director for both Fab.com and Bezar. For more information on PieterJan Mattan, please see refer to the previous announcement from April 22, 2016 titled "[AHAlife completes Bezar acquisition](#)".

-ENDS-

**For more information**

**AHA**

Shauna Mei

Founder and CEO

Email: [shaunamei@AHAlife.com](mailto:shaunamei@AHAlife.com)

**Investor Relations**

Rebecca Wilson

Buchan Consulting

Tel: +61 (3) 9866 4722

Email: [rwilson@buchanwe.com.au](mailto:rwilson@buchanwe.com.au)

**About AHA**

AHAlife Holdings Limited (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 4,000 handpicked designers and artisans in 45 countries. AHA'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.