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Company Announcements Office
ASX Limited

By E-Lodgement

Kabuni Introduces New Features Allowing Designers to Generate Income from Inspiration Boards through Social Media And Commercialisation of its Web Platform

HIGHLIGHTS

- **The Company's reach is significantly broadened by giving designers the share Inspiration Boards through social, estimated at over 2 million connections¹**
- **Inspiration Boards have been redesigned**
- **Clients can now purchase products from the web platform**

Kabuni Ltd (ASX: **KBU**) ("Kabuni," or the "Company") is pleased to announce that through recent updates to its iOS and web platforms, the Company now gives designers the ability to generate income through Inspiration Boards shared on their social media channels. In addition, a major update to the web application includes full purchasing functionality, allowing users to purchase products via their internet browser; a feature which was previously only available to users through the iOS mobile application. Both of these updates are expected to support Kabuni's revenue objectives.

Capitalising on Designers' Social Media Reach

On 9 August 2016, the Company released an update to the functionality of its platform that links Inspiration Boards shared on social media directly to the Kabuni marketplace. People who view and click on an Inspiration Board that a designer has shared on social media will now be taken directly to the Kabuni marketplace, where they will have the ability to make a purchase. This allows designers to capitalize on their social media reach in order to generate additional income by sharing their Inspiration Boards, as they earn a share of Kabuni's gross profit from each sale made through those boards. Designers put a significant amount of effort into promoting their businesses through social media. However, designers have indicated that their ability to earn income through social media is limited. With this new feature, Kabuni has addressed a major challenge faced by designers in growing their business. This update is also expected to facilitate sales through Kabuni's marketplace, by broadening the reach of Kabuni's platform to designers' social media connections.

BOARD & MANAGEMENT

Mr Tony King
EXECUTIVE 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
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

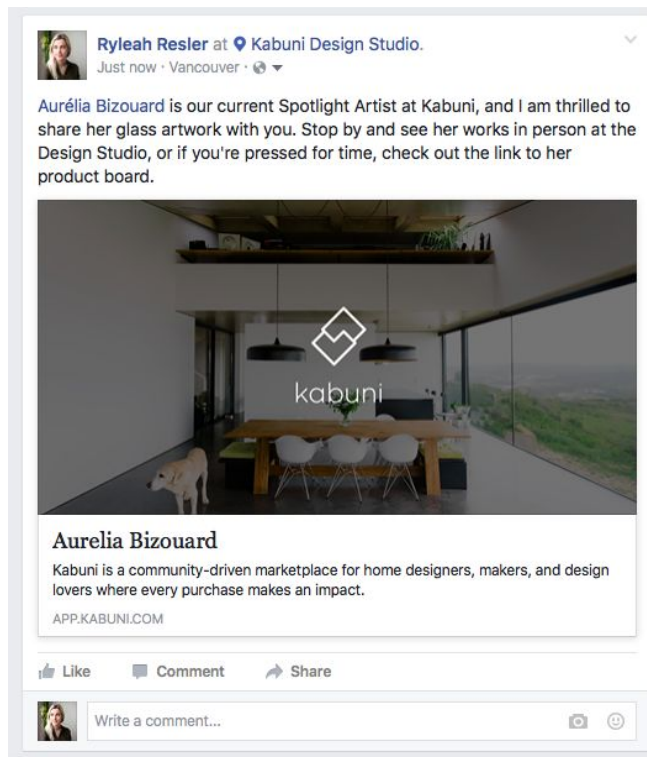
Tel: +61 8 9212 0105

WEBSITE

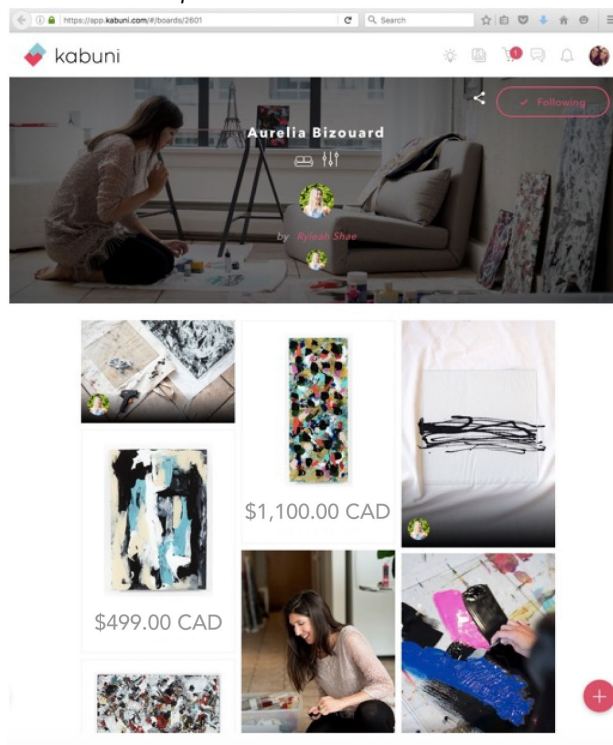
investor.kabuni.com

SHARE REGISTRY

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



An Inspiration Board shared to Facebook



The Inspiration Board, viewed on the web app, complete with products and images, linked directly from Facebook

ASX CODE
KBU

As designers continue to share their Inspiration Boards on social media channels such as Facebook, Twitter, LinkedIn, and Pinterest, Kabuni's reach of potential clients grows substantially. Kabuni currently has over 1,400 designers registered on its platform. Kabuni estimates that the average reach for each designer is approximately 1,500 social media connections¹, for a total of over 2 million connections across all Kabuni designers. Of these connections, Kabuni estimates that approximately 42 % of them are on Facebook, 25 % are on Twitter, 18% are on LinkedIn, and 15% are on Pinterest.

Click [here](#) to see an interview with Ryleah Resler, Kabuni's Resident Designer, as she discusses her thoughts on how this update is a game-changer for Kabuni and its designers.

In addition, Kabuni's Inspiration Boards have been redesigned to accommodate both images and recommended products in a single view. This allows clients to see the complete look, make connections between the images and recommended products, and purchase products directly from the board. At this time, the average retail value per Inspiration Board with matched products is approximately CAD\$15,000.

Commercialisation of the Web Platform

The Company is also pleased to announce key functionality updates to its web platform, most significantly the ability to purchase products via Inspiration Boards. Using their web browser, users can now explore products within Inspiration Boards, add products to their shopping carts, and order these products for delivery to their homes. As a result, clients can easily work with designers to realise a shared vision for their furnishing needs. By allowing users to place product orders from any device, this update is expected to significantly increase the number of potential clients who may purchase products and drive e-commerce transactions.

Please click [this link](#) to view the Kabuni web platform.

"I'm excited that we have introduced new features that will help solve a major pain point faced by designers in their business. By giving designers the ability to earn income from sales generated through Inspiration Boards shared on their social media channels, we are widening Kabuni's reach of potential clients to our designers' over 2 million social media connections. This number will grow as we continue to add designers to the platform," stated Neil Patel CEO and founder. *"In addition, with the recent updates to our web application, users on any device are now able to purchase from Kabuni, driving our revenue objectives."*

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

ABOUT KABUNI

¹ In this announcement, a "social media connection" is defined as a person who is connected to a designer on a social media channel as a "friend", "follower" or in a similar manner. Note that an individual may be connected to the same designer over different channels, and the same individual may be connected to two or more Kabuni designers. Accordingly, the number of social media connections does not necessarily represent a number of unique individuals.

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/>

FORWARD LOOKING INFORMATION

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", "estimated" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on the Company's current belief or assumptions as to the outcome and timing of such future events. Actual future results may differ materially. The Company's prospectus and other documents filed with securities regulatory authorities (accessible through the ASX website <http://www.asx.com.au/> and the SEDAR website www.sedar.com) describe the risks, material assumptions and other factors that could influence actual results and which are incorporated herein by reference. The Company disclaims any intention or obligation to publicly update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as may be expressly required by applicable securities laws.