



## ASX ANNOUNCEMENT

### *Growth momentum continues into Q4 driven by record Mother's Day sales, recent site enhancement, and uplift in App purchases*

**New York City, USA and Sydney, Australia – 12<sup>th</sup> May 2016:** [Ahalife Holdings Limited](#) (ASX: AHL), the curated marketplace for creative and inspiring objects, is on track to deliver another strong quarter following 2x growth in Booked Sales during the lead up to this year's Mother's Day.

App purchases, while still early days in its development representing just 4% of booked sales, are increasing and April revenues grew +230% on prior month. The App consistently delivers higher engagement and conversion vs. the site (2x and 4x respectively). Also recently launched, the new homepage with customisable feed and site redesign, has delivered a spike in user engagement up **+51%**<sup>1</sup> on pc, and customer conversion rates up **+21%** on pc.

These results, together with the upcoming Father's Day and Memorial Day events in May have, management believes, the potential for a positive outlook for FY2016.

#### Key Highlights

- User growth of **+207%** to **791,000** following continued success with partnership programs
- New homepage and site redesign, lifting engagement **+21%** and conversion **+51%** on pc
- App purchases increasing and April revenues growing **+230%** prior month. Consistently higher **engagement** and **conversion** vs. the site (2x and 4x respectively)
- Consistent reduction in operating cash outflow (see chart below).

"The Company's focus is to be mobile-first and so we are very excited about the recent organic increase in revenues from the App. Our engineering resources are focused on and continue to support the rapid growth of the App," said Sachin Devand, CTO & President.

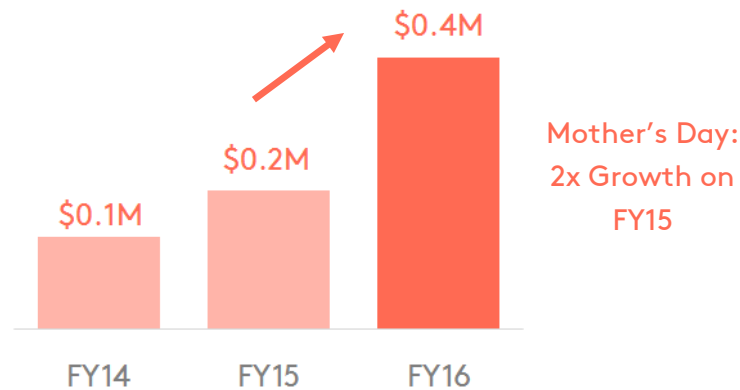
"The company has gone through a fresh rebrand across the board on both the site as well as our App. Early feedback from data and our customers is very positive, we believe the recent product development efforts should trend towards higher retention and LTV," added Shauna Mei, AHA founder and CEO. "Our management team is very focused on reaching profitability as quickly as possible."

<sup>1</sup> Engagement is measured against prior corresponding period and calculated as an average of session duration and number of pages visited per session



## Mother's Day

*Chart 1. Mother's Day Booked Sales*  
(US\$M)

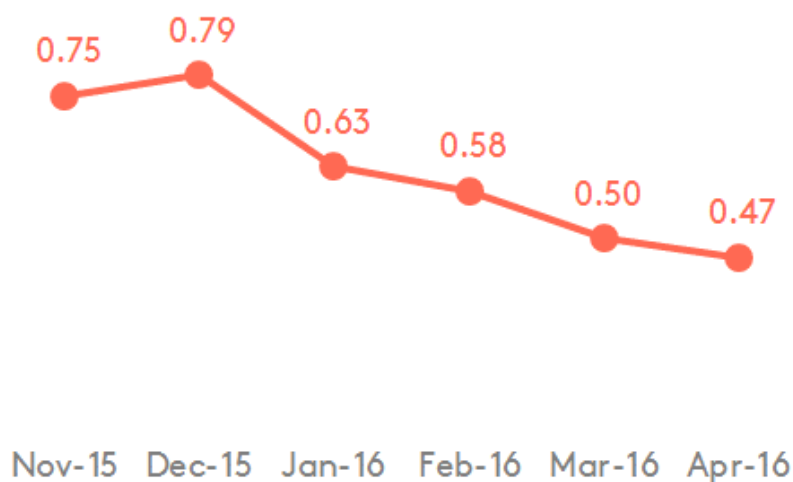


*Note: Booked sales above covers the two week period leading up to Mother's Day, in each respective year.*

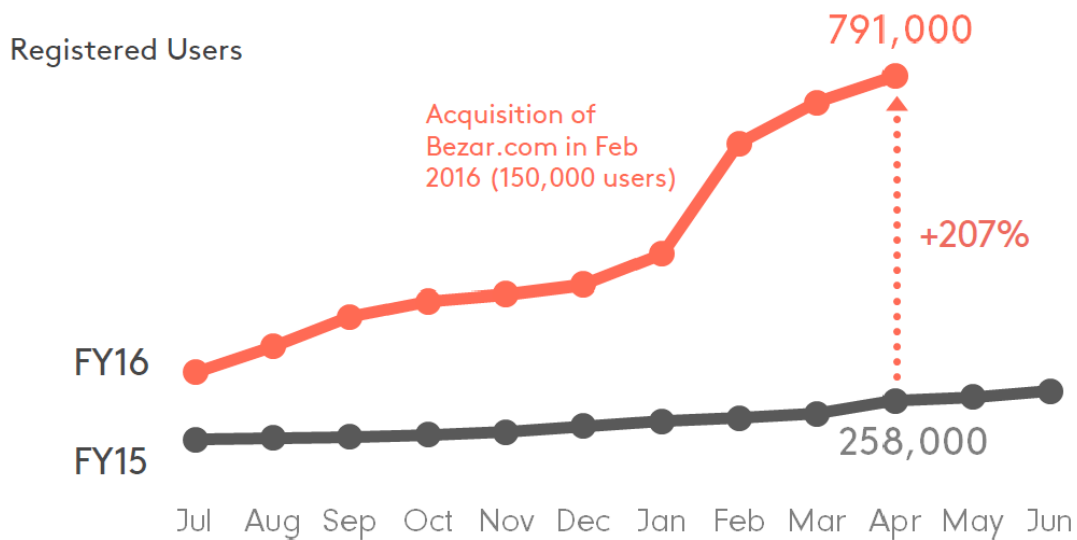
## Cash Flow

A combination of top line growth, margin improvement and operating cost improvements have contributed to a reduction in monthly operating cash outflow as seen in the chart below. **Based on a continuation of the current growth rate and expenses being in-line with management's budget, the company expects to begin to record positive cashflow in November and December 2016. Management further believes that by the second half of Calendar 2017, based on the current budget, the company expects to begin to record positive monthly cashflow on a consistent basis.**

*Chart 2. Monthly Operating Cash Outflow*  
(US\$M)



*Note: 'Monthly Operating Cash Outflow' defined as Operating EBITDA loss excluding non-recurring items, figures are unaudited.*



**The Company will be holding an investor conference call for investors on Friday 13<sup>th</sup> May at 9:15am AEST. Details of the call will be announced later today.**

-ENDS-

**For more information**

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**About AHA**

AHALife Holdings Limited (ASX:AHL) is a digital marketplace for consumers of luxury items and designer products. The Company's 791,000+ customers purchase items directly from a community of more than 3,800 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.