



## ASX ANNOUNCEMENT

### *AHA to partner with Equinox – the US' leading luxury fitness group*

**New York City, USA and Sydney, Australia – 21<sup>st</sup> September 2016:**

#### **Strategic Partnership**

AHALife Holdings Limited (ASX:AHL, [ahalife.com](http://ahalife.com)), 'AHA' the online luxury marketplace known for revolutionizing the design and lifestyle e-commerce space through curation, today announces a new joint-marketing program with Furthermore Equinox ([www.equinox.com](http://www.equinox.com) and [www.furthermore.equinox.com](http://www.furthermore.equinox.com)). The country's leading luxury fitness centre chain.



#### **About Equinox**

Equinox operates 83 upscale, full-service clubs in **New York, Chicago, Los Angeles, San Francisco, Miami, Boston, Texas and Washington, DC**, as well as international locations in **London and Toronto**. For the past 25 years Equinox has provided luxury fitness facilities to its guests who currently pay a membership fee of approximately US\$230 per month (~A\$300) and a joining fee of US\$500 (~A\$666).

#### **The Partnership**

The marketing program between AHA and Equinox will extend the AHA product offering to the Equinox customer. The logical extension from attending Equinox gyms and fitness classes is to blend this with complementary Health and Beauty products from AHA's curated catalogue of over **100,000 products**.

Equinox customers are a perfect match to that of the AHA customer demographic. Both sets share a strong preference for **luxury and premium** goods, they have similar levels of disposable income and share a strong interest in **health, wellness, yoga and beauty**. Furthermore Equinox has **500,000 unique subscribers** and receives approximately **1 million site visits** each month.

AHA is focussed heavily on business development partnerships such as this one as a low-cost, highly targeted means of acquiring new users and customers. Successful partnerships in the past have included **Elle Magazine, Trunk Club Nordstrom, General Assembly and Harper's Bazaar**. AHA will continue to narrow in on this strategy during FY17 and further refine its business development partners to those with the most comparable, like-minded customers.



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**For more information**

**AHA**

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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 **1.1 million+** users purchase items directly from a community of **4,300 handpicked designers and artisans** across **45 countries**. AHA's business model is a drop-ship marketplace allowing designers a turn-key approach to self-ship directly to customers without the need for AHA to hold inventory. The company was founded in 2010 and is headquartered in Brooklyn, New York. For more information, please contact AHA Investor Relations at [IR@ahalife.com](mailto:IR@ahalife.com)