



1 August 2016
Company Announcements Office
ASX Limited

By E-Lodgement

Appointment of Non-executive Director and Chief Revenue Officer

HIGHLIGHTS

- **Executive from world leading technology companies joins Kabuni Board**
- **Chief Revenue Officer appointment**

Kabuni Ltd (ASX: **KBU**) ("Kabuni," or the "Company") is pleased to announce the appointments of Mr Ajai Sehgal as a Non-executive Director and Miss Raquel Hirsch as Chief Revenue Officer.

Appointment of Mr Ajai Sehgal

Mr Ajai Sehgal has been appointed as a non-executive director of Kabuni. Mr Sehgal is the current CTO/CIO of Hootsuite, leading Software Engineering, IT, Security, and Operations. Hootsuite is the world's most widely used platform for managing social media and is headquartered in Vancouver, Canada where Mr Sehgal resides.

Prior to Hootsuite, Mr Sehgal spent 16 years with the Canadian Armed Forces before joining Microsoft Corporation in Redmond, Washington as a Software Engineering Lead. While at Microsoft, he helped found and scale Expedia from a small group of 40 people within Microsoft into a new public company that became the world's largest travel agency. He later helped establish Groupon's travel business as VP of Product & Technology. With more than 30 years of experience, Mr. Sehgal specializes in the global scaling of SaaS technology and is leading Hootsuite technology through the next step in its evolution. He will bring to Kabuni his invaluable experience as an executive in some of the world's leading technology companies.

Mr Sehgal stated, "Any successful, disruptive startup must seek to solve a problem for customers in an innovative way that no one else is doing or has even thought of. By providing individual interior designers, customers and artisans a unique technology platform along with state of the art studio space in which to share concepts and show home decor and furnishings for purchase, Kabuni is fulfilling that destiny. I am excited to join that journey and help guide Kabuni's evolution."

As part of Mr Seghal's remuneration the Board will seek shareholder approval for the issue of 1,000,000 options exercisable at \$0.13 with a three year expiry from the date of issue.

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

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ASX CODE

KBU

Appointment of Raquel Hirsch

In addition, the Company has appointed Miss Raquel Hirsch, an accomplished marketing executive, to serve as Kabuni's Chief Revenue Officer.

Miss Hirsch was the Co-founder and President at WiderFunnel Marketing Inc., the premier Conversion Optimization full-service agency, which sold in 2011. Since 2011, she has helped a few of the fastest growing companies in Canada, including Cymax and HootSuite, where she built the Global Website team from 3 to 24 people and delivered a global sales channel.

Raquel specializes in turnarounds and fast ramp-ups. She has deep experience in online and corporate marketing, consistently delivering innovative and measurable solutions to business problems. Her particular expertise is in enabling online demand-creation strategic and tactical plans, and in building successful cross-functional teams in companies in hyper-growth, bridging the divide between marketing and sales.

On her appointment, Miss Hirsch commented "I am very excited to be working with Kabuni in its current phase of development. Kabuni is uniquely positioned to disrupt an industry that is very fractured and inefficient, and in the process, deliver real value to interior designers, makers and artisans, and consumers wanting to live in a better home".

"We are thrilled to be able to attract accomplished people such as Ajai and Raquel to Kabuni" stated Managing Director, Neil Patel. "With proven track records of executing growth and profit for global brands, I'm confident they'll both help our existing team to strategically grow Kabuni into a global company."

For further information please contact: Kabuni Ltd.

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Executive Chairman
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ABOUT KABUNI

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/>