



Investor presentation April 2016

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ASX:KBU

This presentation is given on behalf of Kabuni Ltd.

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ASX

KBU

Current share price	0.15 *
Shares on issue	130,309,175
Performance shares	38,130,493 **
Options	18,690,001 ***
Market capitalization (undiluted)	\$19.5m
Cash at bank	\$6.0m ****

* As at 18 March 2016

** Various performance hurdles, refer to Prospectus Dated 9 July 2015

*** 4.1m exercisable at \$0.18, 2.5m exercisable at \$0.20, 12m exercisable at \$0.30

**** As of 31 December 2015



Better homes for everyone

- World's first (or best) dating site for interior designers
- Kabuni's platform enables designers worldwide to collaborate with clients anywhere in the US and Canada
- We're a North American based e-commerce and Omni-channel retail platform in the home design space
- We support community campaigns to reduce homelessness

[About Kabuni - click for video](#)



Structural market factors driving change

Lacks innovation

Highly fragmented

Omni-channel is the future of retail

Online opportunities still exist

Kabuni is strategically positioned to transform the global interior design market



Home décor and furnishing market

Trends in North America:

Annually Worth
US \$ 180 billion

Online purchases will grow
7.9% per year

21.6%
of US consumers have made a furniture purchase online
52% are willing to

US consumers spend
US \$7,000
on average when working with an interior designer



Designers characteristics

Demographics

Entrepreneurial woman

Aged between 25-45

40% run their own business

(Source: Kabuni)

Advise 4-5 clients per month

Average annual furniture spend US \$400,000

Earnings of approximately US \$40,000



Designers characteristics

Size and purchasing power of market

ASID

American Society of Interior Designers, one of Kabuni's Premier Partners, has over

26,000 members

IDC

Interior Designers of Canada has over

5,500 members

Over 60,000 Design professionals in the US alone

(U.S. Bureau of Labor Statistics, Occupational Employment Survey, and Labor Force Current Population Survey)

Total sales

US \$8.6 billion per annum

(Barnes Reports, 2015 U.S. Industry Market Report, Interior Design Services Industry)

Home designers are responsible for

US \$68.5 billion worth of products specified annually in North America

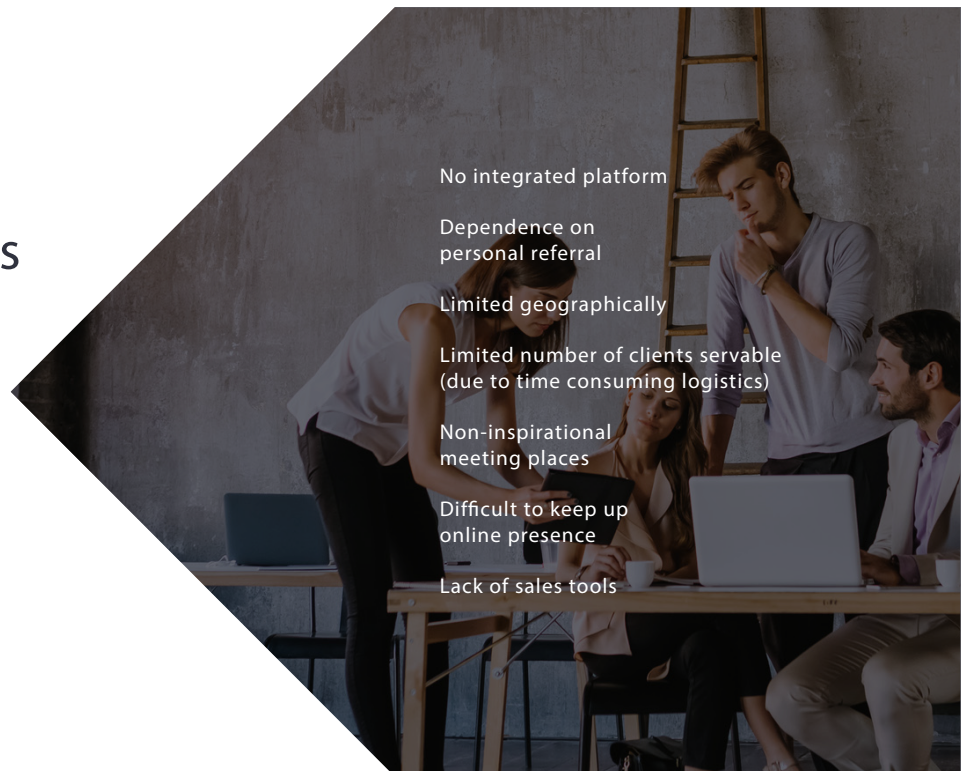
(Interior Design's 2014 Unleashed Study of the Interior Design Profession; includes U.S. & Canadian designers whose firms specify at least \$500,000 per year)



Designers characteristics



Designers characteristics





Solution

Providing designers with the perfect solution to move their business online

Innovative software technology platform to collaborate with clients online

Simple e-commerce checkout and financial reporting system

Full product range of home furnishings, décor, local art and local products

Education through Kabuni Academy

Profit sharing enables additional and passive earnings potential for ID's

Building strong community presence for ID's to network with their peers

Design studio with technologically advanced visualization tools



Platform



Features

- Inspiration boards
- Designer matching
- Designer Academy
- Custom URLs
- Messaging service
- Collaboration
- Showroom
- Shopping check-out
- Profit sharing
- Donations

Benefits

Lead generation

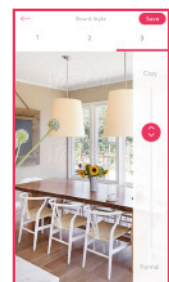
Allows customer to be matched with a designer of the same taste/style/budget

Allows designers to earn 30% of gross profits on all customer purchases through Kabuni

Automated platform tying into logistics eliminates potential bad debt issues for designers and saves them time

Allows designers to share their designs on social media

Designers can promote their brand with their own URL



[Kabuni for Designers - click for video](#)

Let's talk about the Kabuni Omni-channel platform



1.6.1 App
Monetization building your business
Scheduled for release April 2016



1.1 Web
User engagement & creating "looks"
Scheduled for release mid April 2016



Design Studio
Vancouver Design Studio
Construction completed March 2016

Grand opening scheduled May 2016



1.1 Maker App
Profile management inventory control
Scheduled for release May 2016

April 2016

May 2016

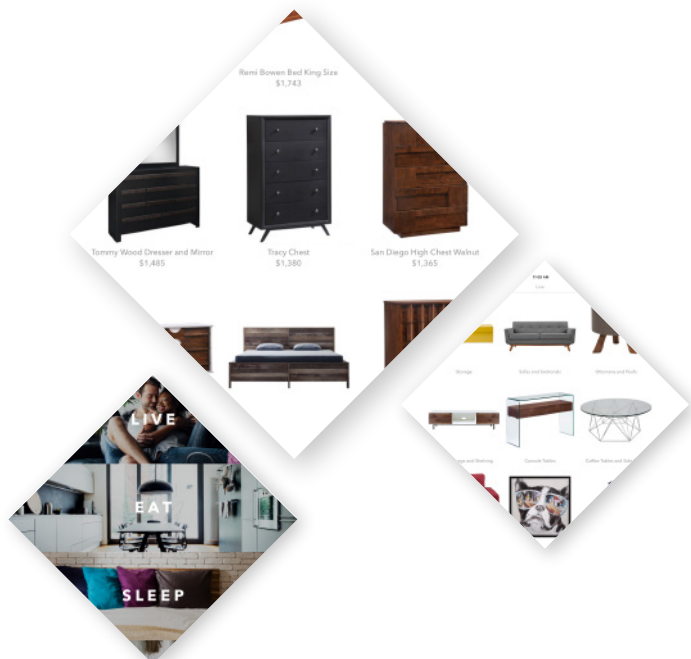


Product

Our extensive product catalogue enables designers to curate looks for customers and inspiration boards with:

over **60,000** product SKUs
(over 16,000 unique products)

and over **65** makers
(artists/artisans/vendors)





Design studio

Features

Fantastic technological tools for designers to utilise

Holomax 3D:
The game changer
Ideum
coffee table
Digital
display wall

Creates true
omni-channel retail
experience

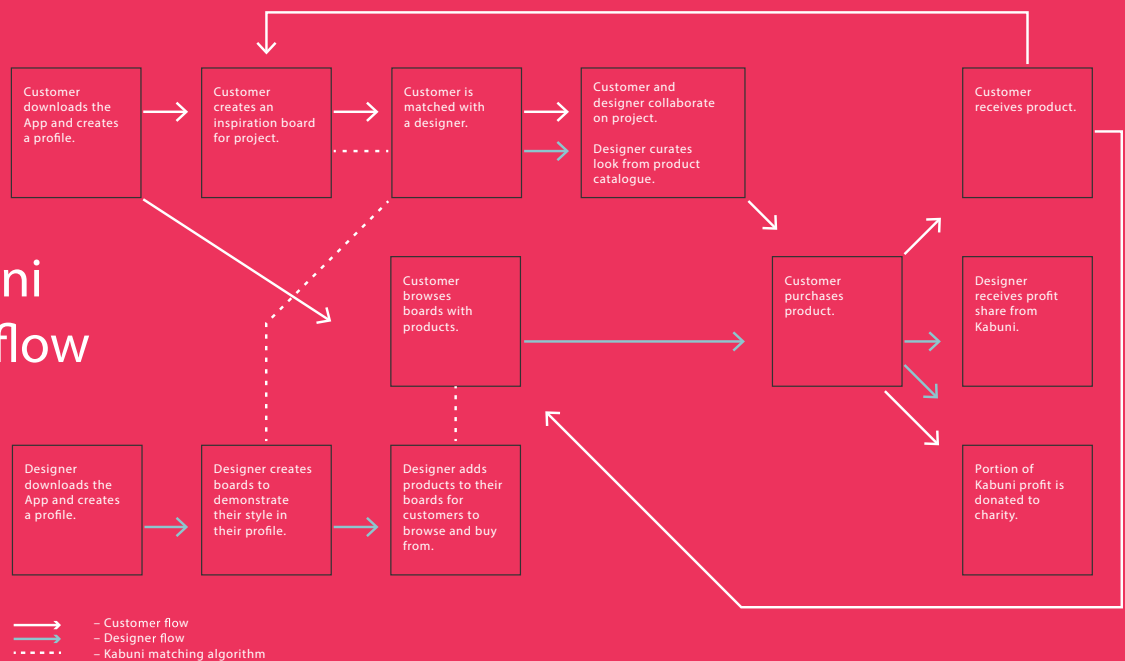
Likely to result in higher
sales for designer



[Kabuni Dream Room - click for video](#)



Kabuni user flow



Continued focus at Kabuni on improving experience for all users to drive an increased and continued usage of the platform.



Growth strategy



Designers



Growth strategy









Consumers





Competitor landscape

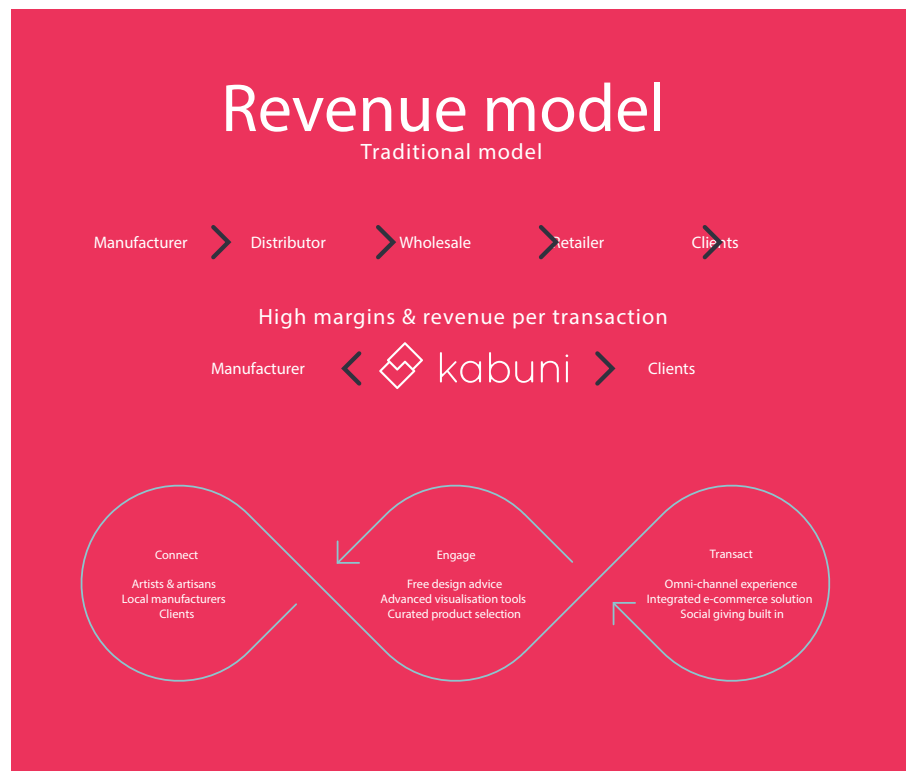
- First community-based app for Interior Designers
- Free interior design advice
- Collaboration on inspiration boards
- In app messaging
- Client/designer matching

						
Company >	Houzz	Laurel & Wolf	Wayfair	Etsy	Ahalife	Kabuni
Home décor and furniture	✓	✓	✓	✓	✓	✓
Inspiration boards	✓	✓	✓	✗	✗	✓
Allows independent artisans and artists to showcase their products	✓	✗	✓	✓	✗	✓
Match to a home designer	✓	✓	✗	✗	✗	✓
Holographic technology	✗	✗	✗	✗	✗	✓
Academy/professional development for design community	✗	✗	✗	✗	✗	✓
Profit share	✗	✗	✗	✗	✗	✓
Designer URLs	✗	✗	✗	✗	✗	✓
Design studio	✗	✗	✗	✗	✗	✓
Profit Share - interior designers get share of profit from sales	✗	✗	✗	✗	✗	✓
Omni-channel - online and physical storefronts	✗	✗	✗	✗	✓	✓



Revenue model

Low cost and high margin business model.
Kabuni revenue model disrupts the traditional revenue model.





Revenue model

Low cost and high margin business model. Kabuni revenue model disrupts the traditional revenue model.

Transaction revenue split:

Typical e-commerce

Sale price	US \$1,000
Cost of goods	(US \$500)
Gross profit	US \$500
Designer profit share (30% of gross profit)	(US \$150)
Donation of gross profit (5% of gross profit)	(US \$25)
Profit to Kabuni	US \$325



Revenue model

Low cost and high margin business model. Kabuni revenue model disrupts the traditional revenue model.

Multiple revenue streams:

- E-commerce furniture & décor sales

Potential

- Membership income from design studio
- Subscription (SaaS) income from interior designers
- Priority placement of products
- Advertising



The team

Strong proven leadership team focused on:

- Execution
- Driving growth
- Creating significant shareholder value

Mr **Tony King**
EXECUTIVE CHAIRMAN



Mr **Nathan Sellyn**
NON-EXECUTIVE DIRECTOR



Mr **Nik Ajagu**
NON-EXECUTIVE DIRECTOR



Mr **Matt Hehman**
NON-EXECUTIVE DIRECTOR



Mr **Neil Patel**
FOUNDER /CEO & MANAGING DIRECTOR



Pammy Virk
CHIEF TECHNOLOGY OFFICER



Tim Fernback
CHIEF FINANCIAL OFFICER (INTERIM)



Brian Johnson
DIRECTOR: PARTNERSHIPS



Marc-Alexandre Poirier
CHIEF LEGAL OFFICER



Amil Reddy
DIRECTOR: KABUNI COMMUNITY



Let's create
better homes
for everyone



kabuni