

24 January 2017

## **KABUNI TO ACQUIRE ONLINE EDUCATION PLATFORM, DESIGN CAMPUS, TO INCREASE DESIGNER ENGAGEMENT**

- **Acquisition of Design Campus, an online education platform and training resource for the professional design community.**
- **Lori Dennis, co-founder of Design Campus and celebrated interior designer, joins Kabuni as a Strategic Advisor.**
- **Design Campus enhances all three pillars of Kabuni's strategic platform.**

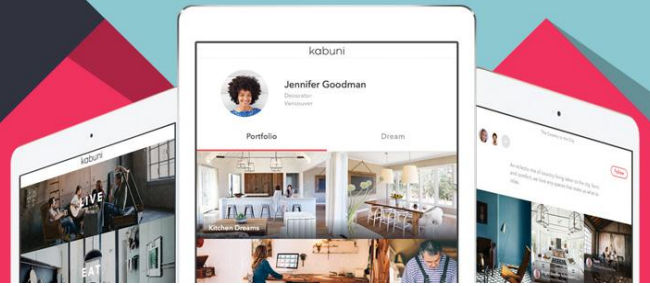
Kabuni Limited ("Kabuni," or "the Company") (ASX:KBU) is pleased to announce that the Company has signed a binding agreement to acquire Design Campus, an online education platform and training resource for the professional design community.

Design Campus is an online education platform tailored specifically for the interior design industry. Using online video, members subscribe to design courses that feature relevant training content, including courses accredited by both the Interior Design Continuing Education Counsel (IDCEC) and the Architects Institute of America (AIA). Members also gain access to the Design Campus library, a database of educational design articles and literature.

Design Campus was co-founded by Lori Dennis, a leading interior designer, speaker, best-selling author, and star of HGTV's "The Real Designing Women." Ms. Dennis has been featured in such publications as Architectural Digest, Elle Décor, LUXE, Dwell, the New York Times, and the Wall Street Journal. Recognized by industry titans like American Express, Verizon, Volvo, HGTV, ASID, NBC, Viking, Food Network, Oxygen, and countless others as an expert in luxury and green lifestyles, Lori speaks at events around the world.

Ms. Dennis and the Company have entered into a consulting services agreement, pursuant to which Ms. Dennis will join Kabuni as a Strategic Advisor, and help the Company penetrate its core designer market. As part consideration for her consulting services, the Company will issue Ms. Dennis 1,000,000 options to purchase ordinary shares in the capital of the Company, exercisable at A\$0.06 on or before 30 June 2019.

The acquisition of Design Campus enhances all three pillars of Kabuni's strategic platform:



- *Community*: Provides valuable content to designers, increasing the frequency and quality of their engagement with Kabuni.
- *House*: Increase the value of a Kabuni House membership by introducing high-quality educational content both on and off-line.
- *Marketplace*: Increase traffic to Kabuni's e-commerce store, creating new sales opportunities.

“Design Campus’ content can be seamlessly integrated into the Kabuni pillars, creating multiple benefits for our growing membership,” stated Frans Tjallingii, the Company’s Chief Operating Officer. “Through the three pillars of our platform, Kabuni is both attracting new members and improving our current members' experience. The inclusion of Design Campus’s educational library will enhance the value of our offering. Design Campus also boasts an established social media presence, and we are excited to adopt this audience as our own. Finally, we are thrilled to welcome Lori Dennis and her superior industry expertise to Kabuni’s leadership team.”

Completion of the acquisition is scheduled for 31 January 2017. The Company expects the integration process to be complete by June 2017. The total costs to Kabuni of the acquisition and integration of the business are anticipated to be approximately US\$100,000.

**For further information please contact:**

**Frans Tjallingii**  
Chief Operating Officer  
p: +1 604 612 2349

**Neil Patel**  
Chief Executive Officer  
p: + 1 778-288-1974

**Jane Morgan**  
Investor and Media Relations  
p: + 61 (0) 405 555 618