



24 August 2016
Company Announcements Office
ASX Limited

By E-Lodgement

Kabuni Releases Version 2.0 of its Mobile Application

HIGHLIGHTS

- **Release of iOS App Version 2.0**
- **Key features anticipated to drive Company's revenue strategies: Universal Product Catalogue; Personal Designer selection for Clients; Global Search**

Kabuni Ltd (ASX: **KBU**) ("Kabuni," or the "Company") is pleased to announce the introduction of significant upgrades to its mobile platform, which it expects will drive the Company's revenue objectives.

Release of iOS Application Version 2.0

Since the introduction of e-commerce purchasing capability to its iOS app in April, Kabuni has made multiple improvements to the features of its mobile application. These improvements have resulted in significant upgrades to the application's speed and overall performance, including faster loading and browsing of both Kabuni's product catalogue and all user-generated content.

Click [here](#) to watch a video of Kabuni's UX designer, Jill Greenwood, discuss the new features.

Version 2.0 builds on these improvements and adds the following key features, aimed at simplifying user experience and facilitating e-commerce transactions:

- **Universal Product Catalogue:** All users, both clients and designers, are now able to browse Kabuni's complete catalogue of home decor products; a feature previously only available to designers. Opening the catalogue to clients is expected to help drive revenue by allowing all users to view and purchase products that match their own unique sense of style and taste. The feature is also expected to make it easier for designers and clients to collaborate together.

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EXECUTIVE CHAIRMAN

Mr Neil Patel
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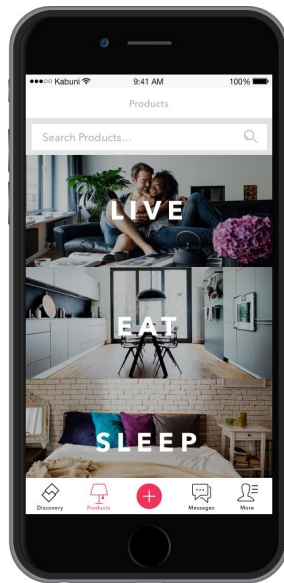
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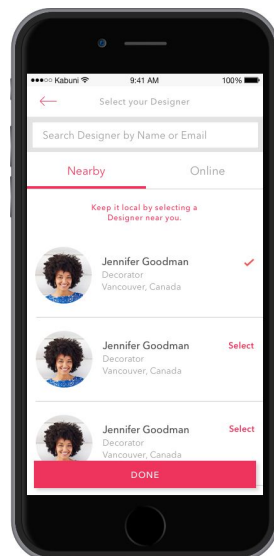
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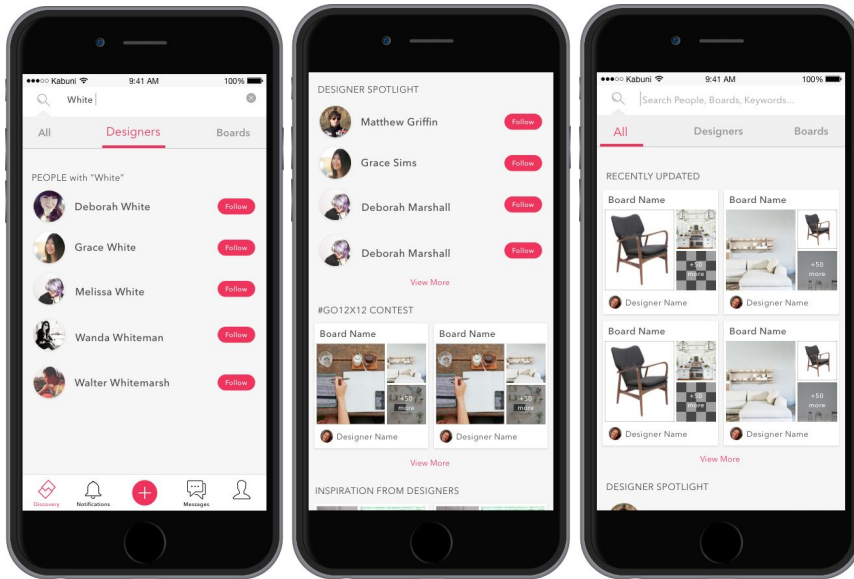


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- Selection of a Personal Designer:** Version 2.0 introduces a new client onboarding experience, which significantly reduces the number of steps required to connect a client to a designer from 8 steps to 3 steps. When signing up, clients are now able to select a personal designer from a list which can be filtered based on location, most recently online or most active on the app. Once matched, the designer can contact the client to offer design advice and collaborate with the client on design ideas and projects. Designers are incentivised to engage with a client that is matched with them, as they continue to have the ability to earn income by receiving a share of Kabuni's gross profit earned on purchases made by this client.



- Global Search:** Kabuni's mobile application now has a comprehensive search function, which considerably improves users' ability to browse Kabuni's product catalogue, and search for products, Inspiration Boards, and interior designers. As a result, users will be able to easily and quickly find products that suit their individual needs. The Company will continue to expand the capabilities of this global search function, in order to further enhance user experience.



Click [here](#) to watch a video of Kabuni's CEO, Neil Patel discuss the 2.0 Release.

"We have learned a great deal about our user base since the introduction of e-commerce capability to our mobile application in April," stated Neil Patel, Kabuni's founder and CEO. "This knowledge has allowed us to design a more engaging user experience for both clients and designers, and our recent changes reflect this improved experience. We will continue to consult our users as we move forward, and believe they will greatly appreciate the new features we are announcing today. We anticipate that by increasing user engagement, we will also positively impact Kabuni's revenue growth, and I look forward to sharing our continued progress in that regard."

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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/>