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aha life (ASX:AHL)



Preliminary First Half Trading
Update and Business Overview
25th January 2016



CONTINUED STRONG MOMENTUM IN AHALIFE MARKETPLACE

- Registered users now at **449,000**, growth of **+108%** on last year
- **145%** growth in **Q2** Booked Sales driven by a record Thanksgiving weekend and holiday season sales (**Q2 FY16 sales A\$4.0m** versus **A\$1.6m in Q2 last year**)
- Brands now at **3,070**, growth of **+38%**
- Average order value (AOV) consistent at **A\$259**
- Product margins steady at **49%**
- Methodical investment in developing customer channels as revenue ramps up, cash balance at end of H1 **A\$13.3m**
- Launch of AHA Gifting App shows great early promise with **double the conversion** rate compared to the site
- International release of the App on both iOS and Android is imminent, covering **96%** of the worldwide smartphone market
- Continued successful marketing partnerships have generated **150,000** new users in the past year



AHALife (ASX:AHL) Overview

- AHALife is a **curated luxury online marketplace** connecting discerning consumers with independent **designers and artisans**. It is not an online retailer
- AHALife **connects 3,070 independent designers** with more than 449K **registered users** and has the ability to ship to 220 countries across the globe
- AHALife has over 70 curators from around the globe, **many are prominent thought leaders in their respective fields**
- AHALife operates via a **drop-ship (no-inventory)** model with approximately 50% product margin on every transaction
- Founded in 2010 AHALife has raised A\$53.4M (A\$20.4m raised in July 2015) of funding since inception. Funds raised up until recently were devoted to building an enterprise grade technology platform



MARKET OPPORTUNITY

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PRODUCT TRANSACTION MARGIN %

AHA approx 50% (Luxury retailers typically take 50-70%)

Etsy approx 3.5%

Amazon Marketplace approx 15%

Ebay approx 3%



PROVEN BUSINESS MODEL WITH SIGNIFICANT EARNINGS UPSIDE

- 1** AHAlife is well positioned to lead development of the global luxury online lifestyle market
- 2** Proven marketplace business model
- 3** H1 financial results show acceleration in top line growth whilst maintaining attractive gross margins
- 4** Opportunities for innovative new product offerings with large market potential and significant strategic partnerships
- 5** Technology platform built to scale rapidly, allowing for growth in new product initiatives



AHLife Curator Network



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Company Advisors & Investor Network

AHLife's **investors and advisors** span luxury retail, eCommerce, media, technology and well-being lifestyle: all key tenets for AHLife's business model



STEVE SADOVE
Former CEO
Saks Fifth Avenue



DEEPAK CHOPRA
Spirituality & Wellness
Author



FERN MALLIS
Founder of
NY Fashion Week



ARI EMANUEL
CEO of William Morris
Endeavor and IMG



RENAUD DUTREIL
Former Chairman
LVMH



JON TEO
Co-Founder of
Binary



(Ranks Among Top 3
eCommerce Companies in
the World, Largest in Japan)¹
TYO:4755



(China's Leading Online
Discount Retailer for Brands)²
VIP Shop
NYSE:VIPS



(The global leader in sports,
entertainment, media, and
fashion, operates in more
than 25 countries)
**William Morris Endeavor
and IMG**



(Silicon Valley Based VC)



(New York City Based VC)

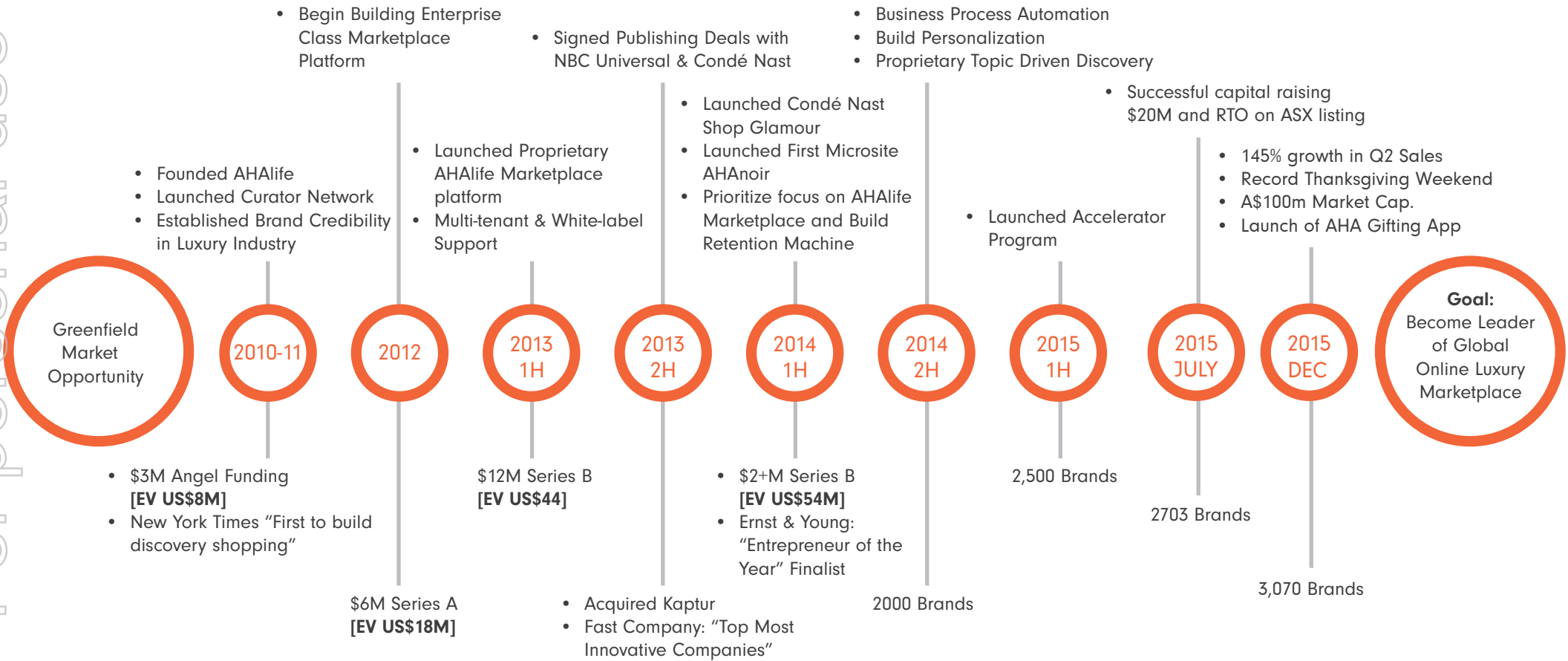
¹ source: www.rakuten.com

² source: ir.vip.com



The AHAlife Growth Story

Business Accomplishments



Notable Milestones

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Global Products available at AHAlife.com



Hamburg, Germany



Paris, France



Brooklyn, NY



Jordrup, Denmark



Copenhagen, Denmark



Tel-Aviv, Israel



New York, NY



Salt Lake City, UT



Columbus, OH



Copenhagen, Denmark



Milford, CT



Minneapolis, MN



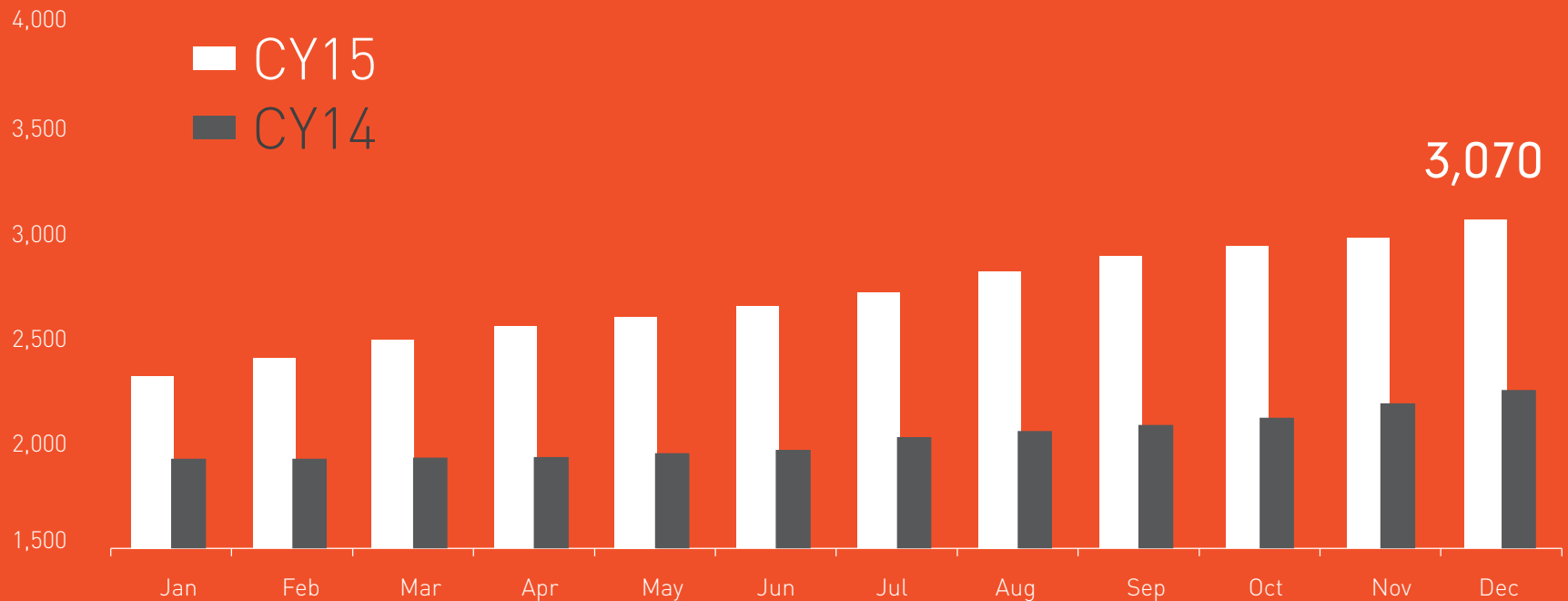
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2

GROWTH STRATEGY

Proven marketplace business model demonstrating scalable and rapid growth

Brands





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CONTINUED MOMENTUM IN AHALIFE MARKETPLACE

Users



+108^{0%}

GROWTH

ON Q2 LY

+96^{0%}

GROWTH

Q1 YoY

Sales



+145^{0%}

GROWTH

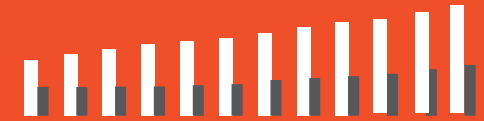
ON Q2 LY

+75^{0%}

GROWTH

Q1 YoY

Brands



+39^{0%}

GROWTH

ON Q2 LY

+37^{0%}

GROWTH

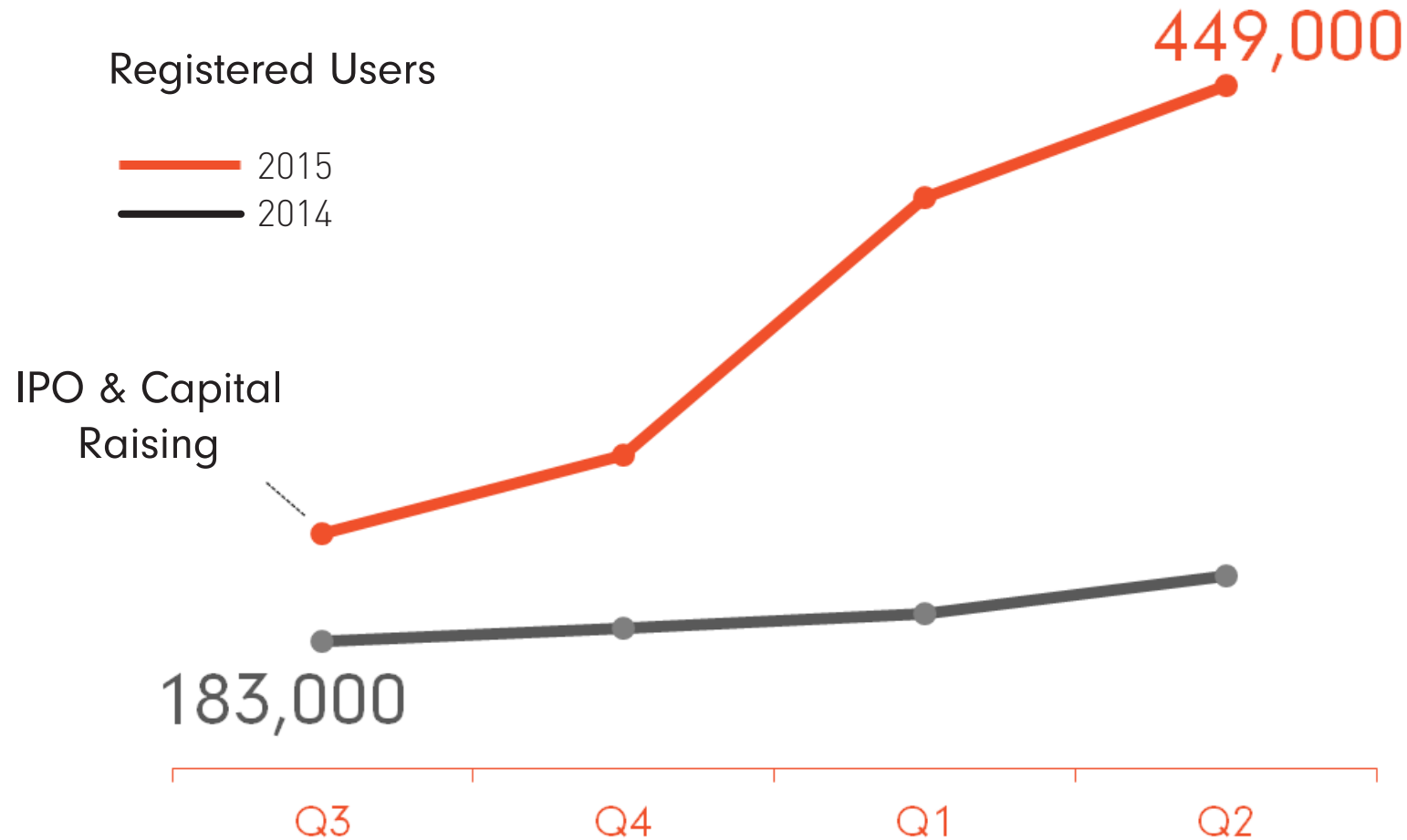
Q1 YoY



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Rapid growth in new user acquisition

The successful capital raising of A\$20.4m in July 2015 ensures the company can now continue to invest in growth





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USER ACQUISITION

KEY PAID ACQUISITION CHANNELS

- Facebook
- Paid Search
- Blogger/Publisher networks
- Mobile networks
- Display ads

Newly acquired users repeat purchase

2.5x

in a three month period

All users acquired break even within

0-120 DAYS

75%

of all new paid users

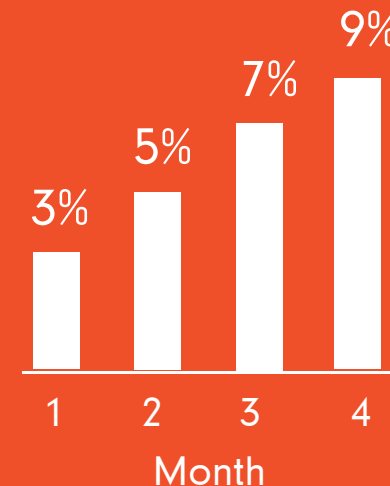
Break even

in 30 days

In four months we achieve

9%

Conversion Rate





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Partnership Examples in CY2015

8.5m Reach, 150K Users Acquired, \$4k Spend, \$200k Revenue



Trunk Club is a Nordstrom company



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CUSTOMER RETENTION STRATEGIES



Perfectly Timed
Incentives &
Communication



Elevate Designer
Stories



Personalized
Recommendation
Engine

Examples & Tactics of Retention Strategy

- Prevention of Lapsed Customers
- Cart Abandonment Efforts
- Purchase Confirmation Series
- Personalised Recommendation Engine



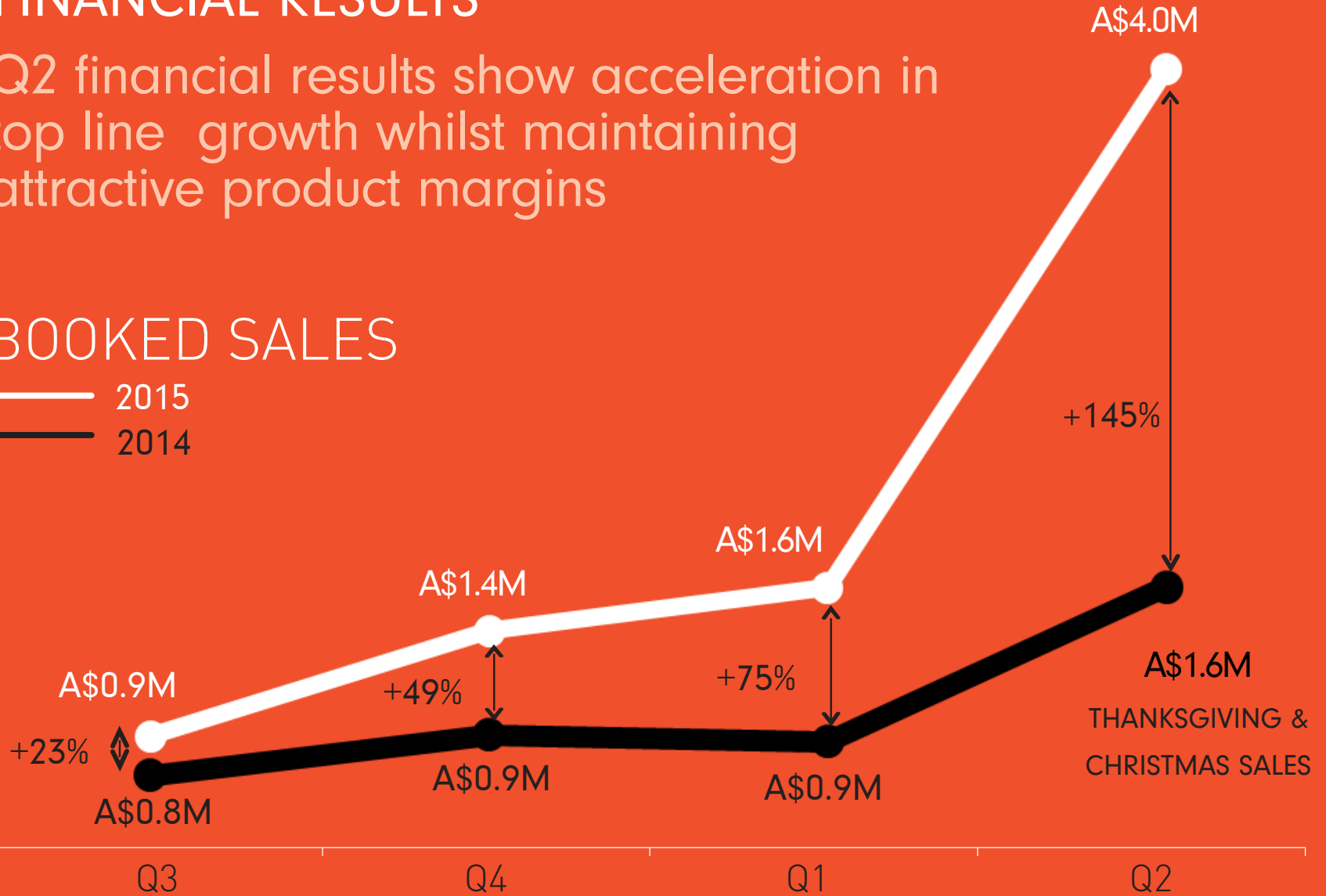
3

FINANCIAL RESULTS

Q2 financial results show acceleration in top line growth whilst maintaining attractive product margins

BOOKED SALES

— 2015
— 2014



THANKSGIVING & CHRISTMAS SALES

FISCAL YEAR

PRODUCT MARGIN

FY15
FY16

Q3

Q4

Q1

Q2

47%
49%

45%
46%

48%
46%

48%
45%

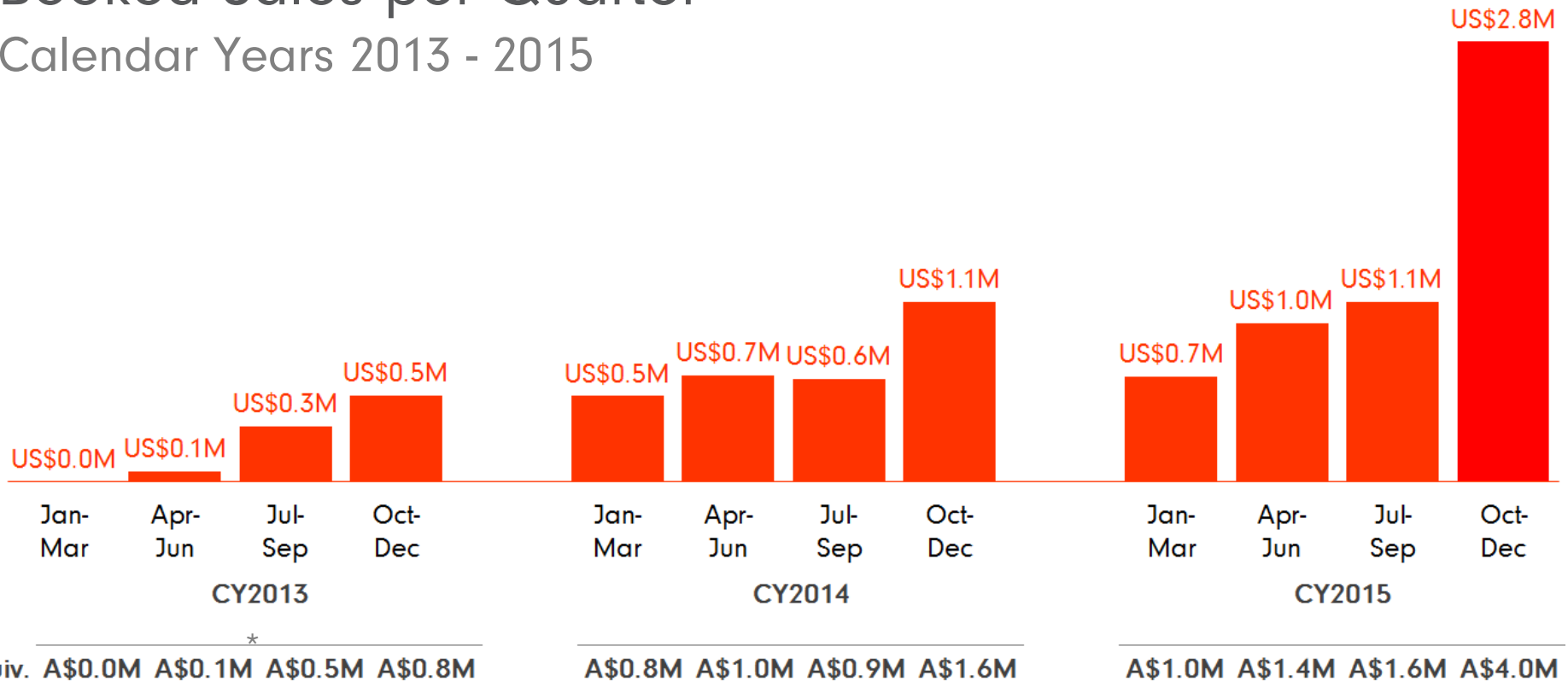
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Booked Sales per Quarter

Calendar Years 2013 - 2015



A\$1.4M
Full Year 2013

A\$4.3M
Full Year 2014

A\$8.0M
Full Year 2015

* Launch of AHAlife Platform



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First Half FY16 Results

AHALife Holding Inc. (Operating company)

AUD 000s	H1 FY16	H1 FY15	% Chg on PCP	12 months to Dec 15
Booked Sales ¹	5,589	2,550	119 %	7,966
Product Margin %	49%	51%		49%
Product Not Shipped	(370)	(132)	180 %	(445)
Returns	(143)	(63)	126 %	(218)
Cancellations	(203)	(128)	59 %	(284)
Gross Revenue ²	4,873	2,227	119 %	7,019
Offers & Discounts	(343)	(230)	50 %	(587)
Net Revenue	4,530	1,998	127 %	6,432
COGS	3,022	1,262	139 %	4,307
Gross Profit	1,508	736	105 %	2,124
GP% ³	33.3%	36.8%		33.0%
Other Income	110	188	(41)%	265
Expenses - Fixed	(3,590)	(2,848)	26 %	(6,442)
Expenses - Variable ⁴	(3,090)	(906)	241 %	(4,136)
Operating Loss	(5,061)	(2,831)	79 %	(8,188)
Cash on Hand ⁵	13,263	5,129	159 %	13,263
Operating Cash Flow	(2,053)	(2,812)	(27)%	(5,379)

Comments

1 "Booked Sales" is defined as orders placed during the period, inclusive of shipping revenue

2 "Gross Revenue" is defined as orders shipped during the period, inclusive of shipping revenue.

3 Company started testing marketing offers in May 2014 to present day. This has lowered gross margins but the company is converting first time customers at a better rate. Full Year 2014 reported GP per the prospectus was 49%; for comparative purposes. Technology Licensing Income & Rental Income (combined \$240k) have been reclassified as Other Income in this table.

4 Increased paid marketing spend

Notes:

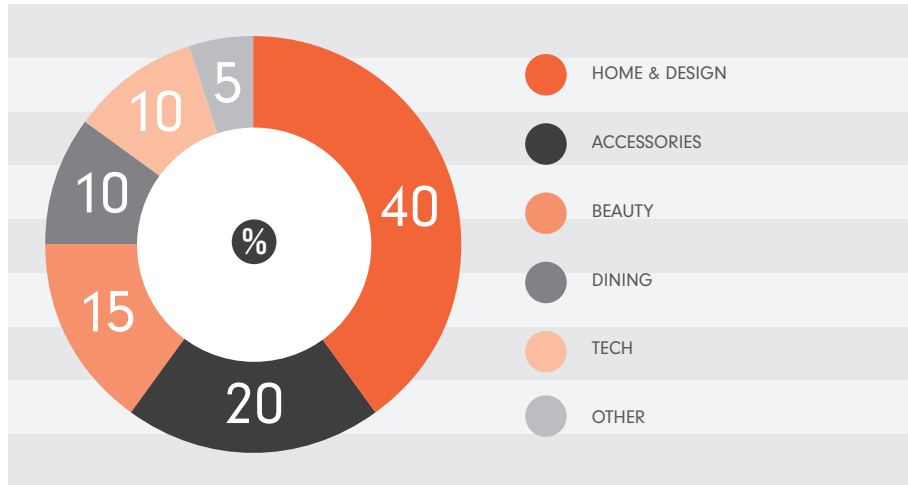
- All figures have been converted from USD to AUD at a rate of 0.70c

- The figures above exclude all expenses borne by the Parent Company (AhaLife Holdings Limited, formerly INT Corporation Limited) in association with the reverse takeover and listing process.



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Business Profile



Gross margin consists of

- Product Margin (approx. 50%)
 - Depending upon product cost agreement with brands
- Order Fulfillment Costs (approx. 5%)
 - International Brand Inbound Shipping to US
- Incentives and Offers (approx. 15%)
 - Marketing offers, discounts and credits vary depending on active marketing campaigns and season

¹ Industry standard 15-55%

AUD

Key Metrics	H1 FY16	H1 FY15	2015 Full Year
Registered Users	449	216	449
1st Time Customer AOV	\$256	\$227	\$250
Repeat Customer AOV	\$285	\$303	\$301
Product Margin	49%	51%	49%
Inventory Risk	Nil		
No. of Orders Placed	21,241	9,934	30,814
No. of Orders from Repeat Customers	5,074	3,818	9,332
% Revenue from Repeat Customers	26%	45%	30%
% No. of Customer Products Returned ¹	2.0%	2.2%	2.1%

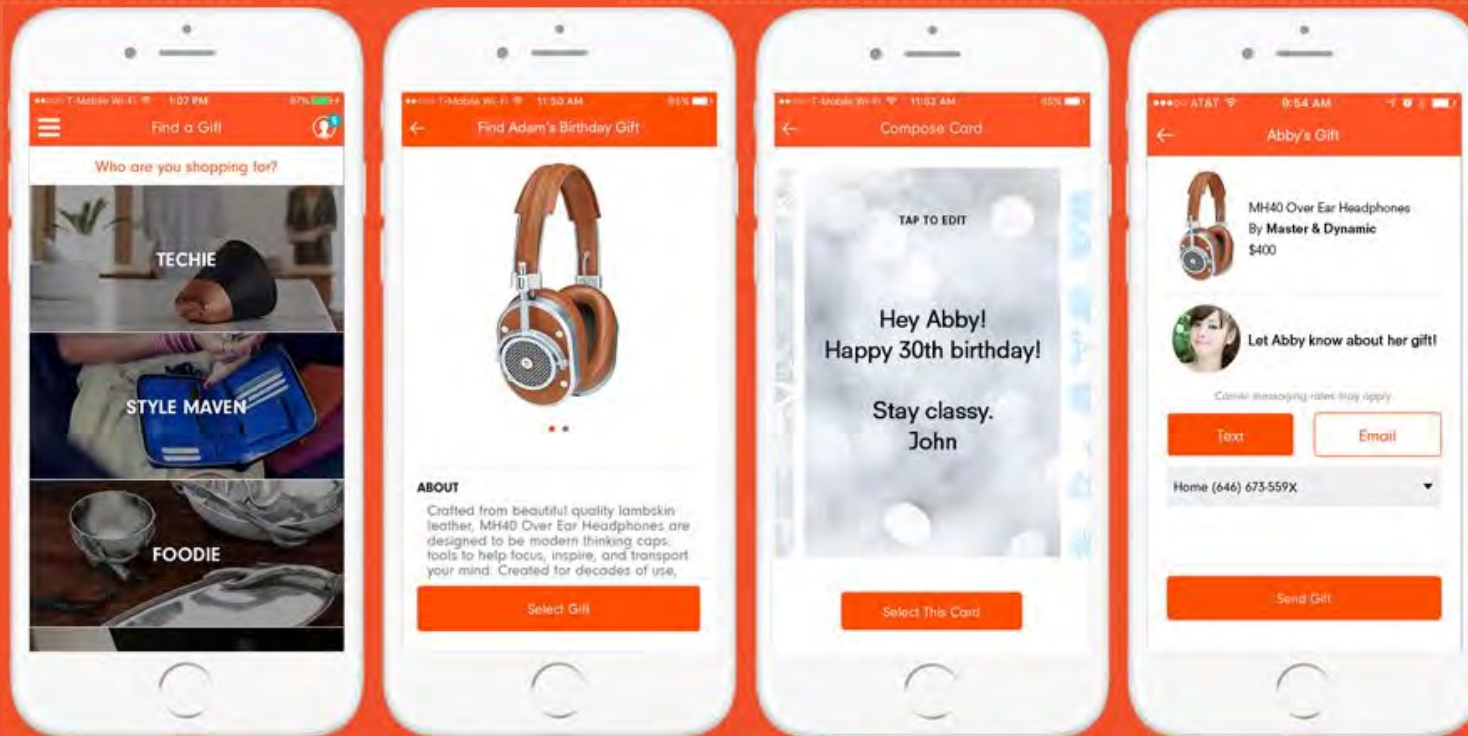


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4

NEW PRODUCT OFFERING & INTERNATIONAL EXPANSION

Opportunities for innovative new product offerings with large market potential and significant strategic partnerships





AHA GIFTING APP

- Gifting App now launched in Apple App Store & Google Play for Android
- Available to 96% of the addressable smartphone market
- Since December 2015 results compared to existing AHAlife website show:
 - 4x the engagement
 - 2x the conversion rate

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1 Will let you give a gift in less than 60 seconds



2 Reminds you of important occasions in your life



3

You don't need to know the gift receiver's address



4

You don't have to pay until they accept the gift!



5

They can swap the gift with another one of their liking without the sender knowing





International Expansion

Mobile App

Releasing our gifting app to cover 155 countries

China

Company is well positioned with strategic investors: VIP Shop and Rakuten (market capitalisations of A\$8bn and A\$14bn¹, respectively)

Acquisitions

Opportunity to purchase smaller businesses with engaged audience and little to no technology to leverage off AHAlife's technology platform.

¹ Market capitalisations as at 22nd January 2016



OUTLOOK

- Continued strong growth into Q3 FY16
- Expansion of the AHA Gifting App to 96% of the worldwide smartphone market
- Continued deployment of capital in user acquisition strategies
- Strategic Partnerships
 - major luxury department stores to leverage brands, customers and technology platform
 - international expansion with strategic partners into Asia
- Exploring suitable bolt on acquisitions to extend the catalogue, customer base and reach



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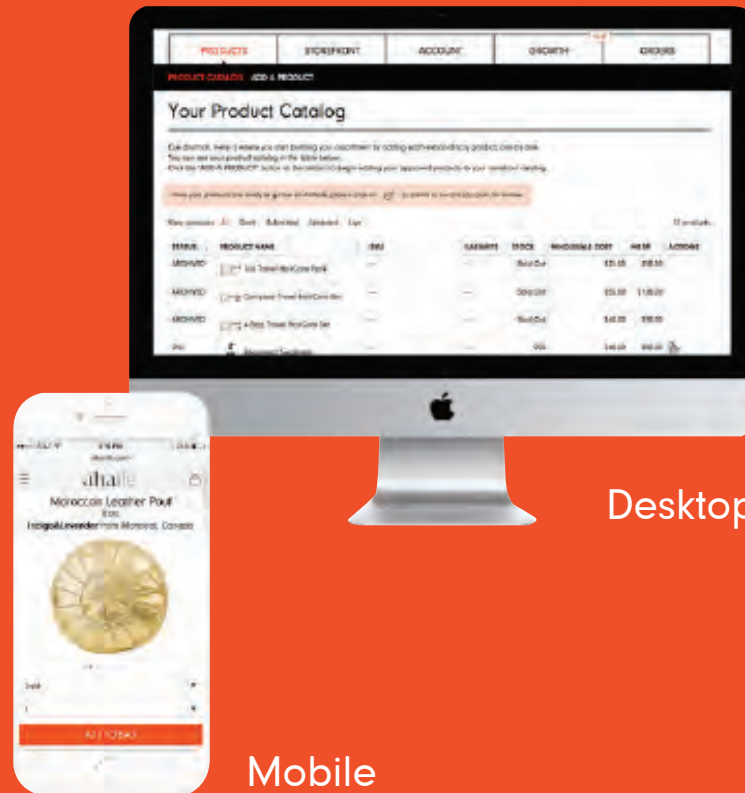
5

TECHNOLOGY

A\$33m invested to date prior to ASX listing led to development of an enterprise-grade technology platform



Tablet



Desktop

Mobile



Our powerful technology platform is at the core of our marketplace

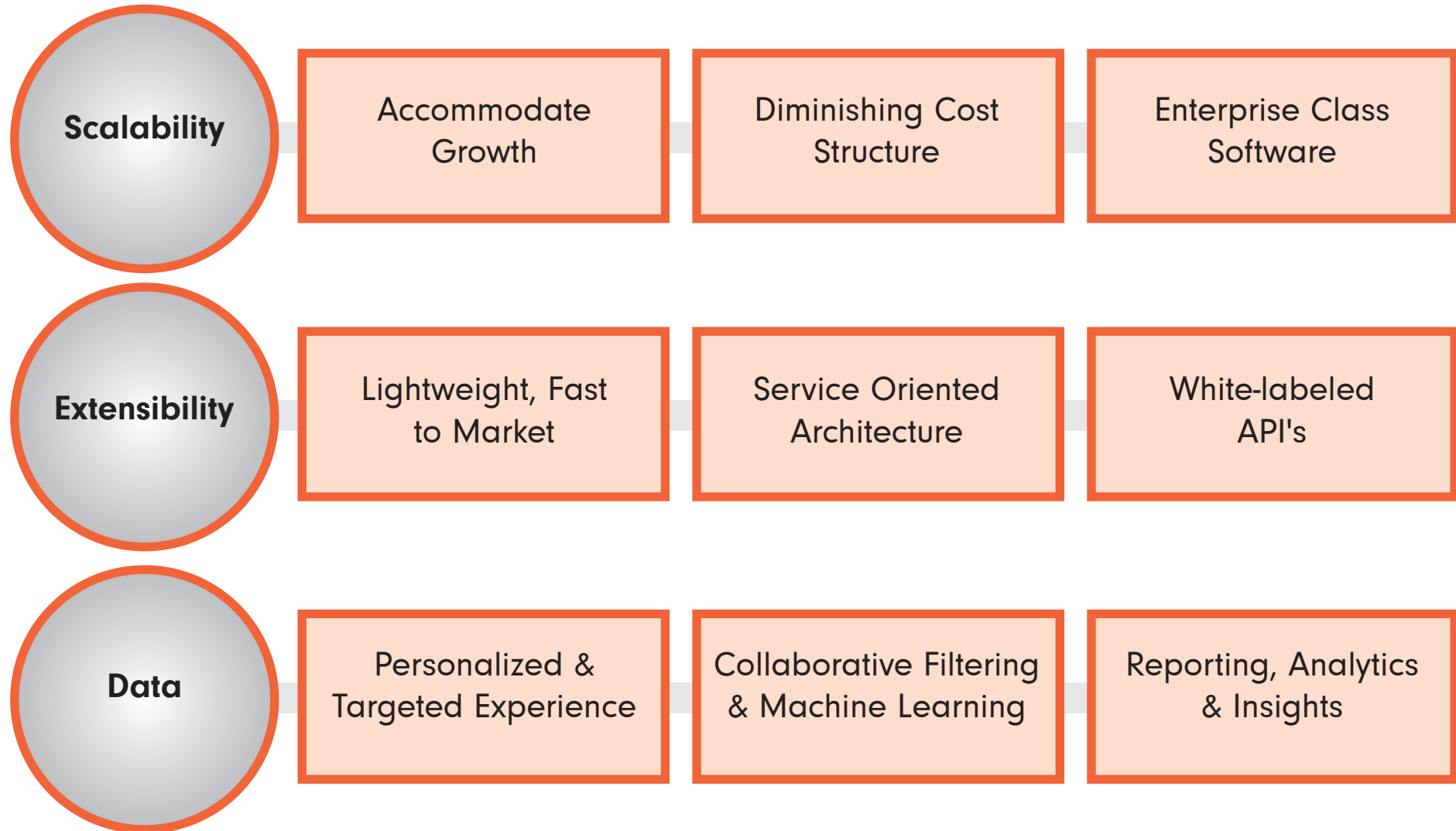
Built to scale rapidly, with a relatively fixed cost base

- It was specifically designed to be rapidly scalable
- The design and build costs have largely been incurred prior to ASX listing
- The platform ensures we have a relatively fixed cost base
- As the business scales, our profitability improves
- Our easy-to-use customer and supplier interface is part of our competitive advantage



AHAlife's technology capabilities have been purpose built

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APPENDIX OVERVIEW OF BUSINESS MODEL FOR ADDITIONAL INFORMATION



The Management Team



SHAUNA MEI,
FOUNDER AND CEO,

BORN in Inner Mongolia, China &
Fluent in Mandarin

MIT ALUMNUS in Computer Science,
Electrical Engineering, and AI

PROFESSIONAL EXPERIENCE

- Goldman Sachs Private Equity and Investment Banking
- Co-Founder of Aronsson Group, Luxury Investment and Advisory Firm with former CEO of Donna Karan, Marc Jacobs, and Oscar de la Renta
- COO of Casall, €20MM Revenue Luxury Swedish Activewear Company

ACCOLADES

- Fast Company's 1000 Most Creative People
- Fast Company's 1000 Most Innovative People in Business
- Winner of SmartCEO's Future50 Award
- Finalist for Ernst & Young Entrepreneur of the Year



SACHIN DEVAND,
CO-FOUNDER,
PRESIDENT AND CTO

Indian Institute of Technology (IIT)
ALUMNUS in Computer Science

PROFESSIONAL EXPERIENCE

- Built a real-time social graph of 1 billion users on the web for targeting relevance based display ads for 33Across
- Built one of the first Demand Side Platforms (DSP) for digital advertising industry for LucidMedia acquired by Videology
- Built search query categorization platform for every AOL online search
- Built semantic analysis engine including concept clustering, discovery and auto categorization of documents for life-sciences and government agencies for Entrieva
- Build a federated local search engine for DexOnline, yp.com.
- Discovery engine for AMEX publishing - travel & leisure, food & wine
- Patent Holder in Machine Learning Semantic Analysis & Targeting #WO2007076080 A3



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Management Team & Board of Directors



STUART HALLS
CFO

An accomplished CFO with 18 years' experience in senior finance roles, Mr. Halls joined AHA!life in July from Ironbridge Capital where, since 2009, he has worked across many of the portfolio companies to advise on due diligence, growth strategies and the eventual exit of several businesses, most notably the successful sale of iNova Pharmaceuticals. Mr. Halls recently spent a number of years as CFO for Recreational Tourism Group where he delivered a successful turnaround and sale in April 2015. Prior to this, Mr. Halls spent twelve years in commercial & operational roles in the UK & Australia for Coca-Cola, Unilever and Campbell Soups



MIKE HILL
NON-EXECUTIVE
CHAIRMAN

More than twenty years experience working on corporate and private equity transactions in Australia and the UK. Chairman of ASX listed entities - RHP, HJB, LVT and AHL



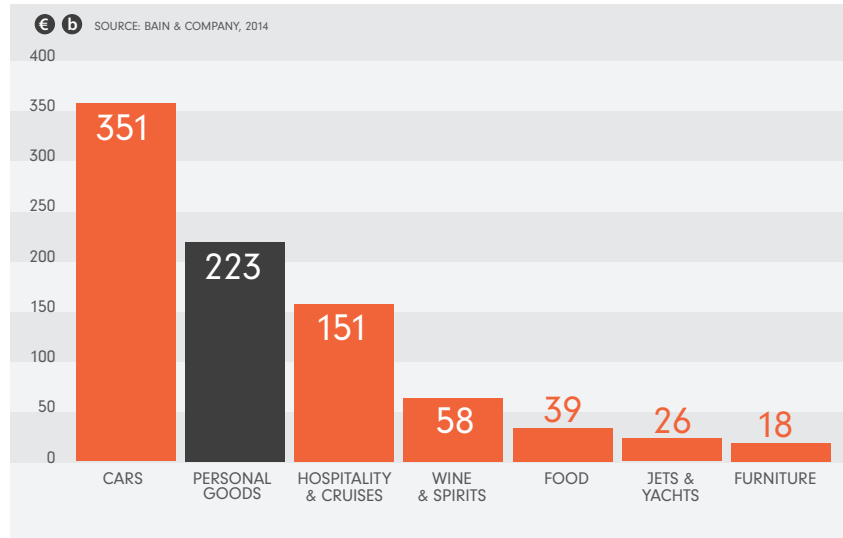
MIKE EVERETT
NON-EXECUTIVE
DIRECTOR

More than twenty five years of capital markets and advisory experience as Co-head of Financing Group at Goldman Sachs. Founded Reunion Capital Partners. Non-Executive Director of ASX listed entities - RHP, HJB and AHL

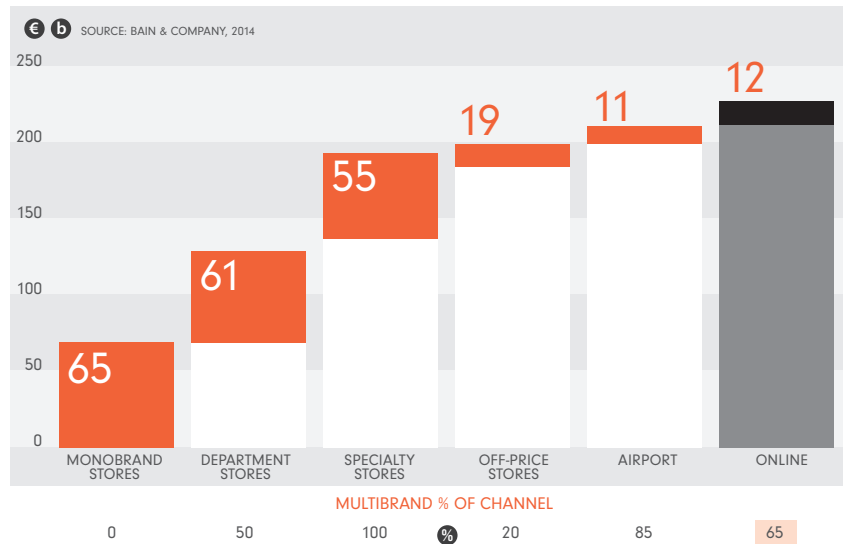


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Luxury Personal Goods Market is €223b



Luxury Personal Goods Market By Sales Channel, 2014 (€)



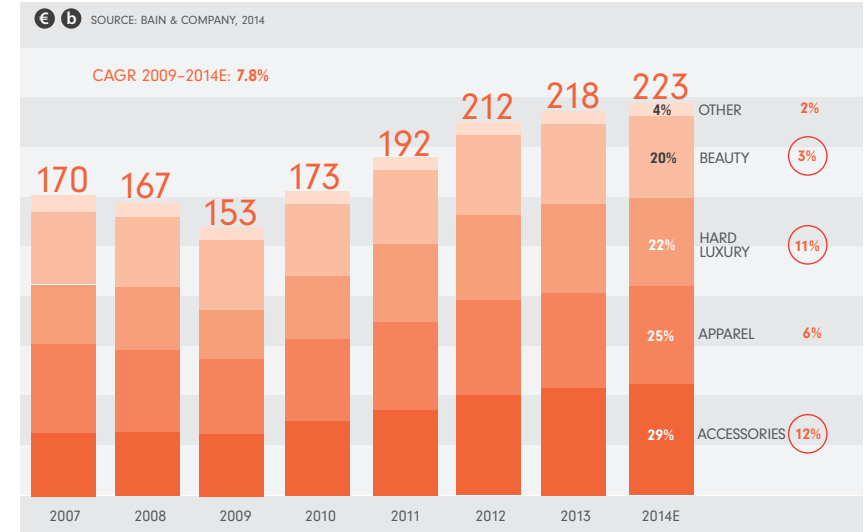
Online sales of luxury items represent ~5% of the total €223B market, at €12B.

Traditional bricks & mortar shopping is more likely to be Monobrand.

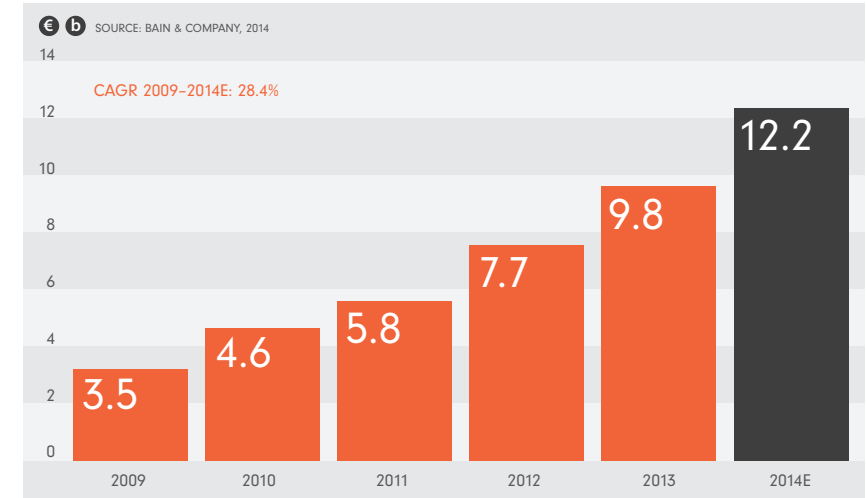
Within the Online channel, Multibrand environments are preferred by customers and represent 65% of all channel sales.

AHALife's Multibrand-style offering is accepted by luxury online shoppers.

Luxury Personal Goods Market by Product Category, 2007-2014 (€)



Global Online Luxury Personal Goods Market, 2009-2014 (€)





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The AHAlife Customer

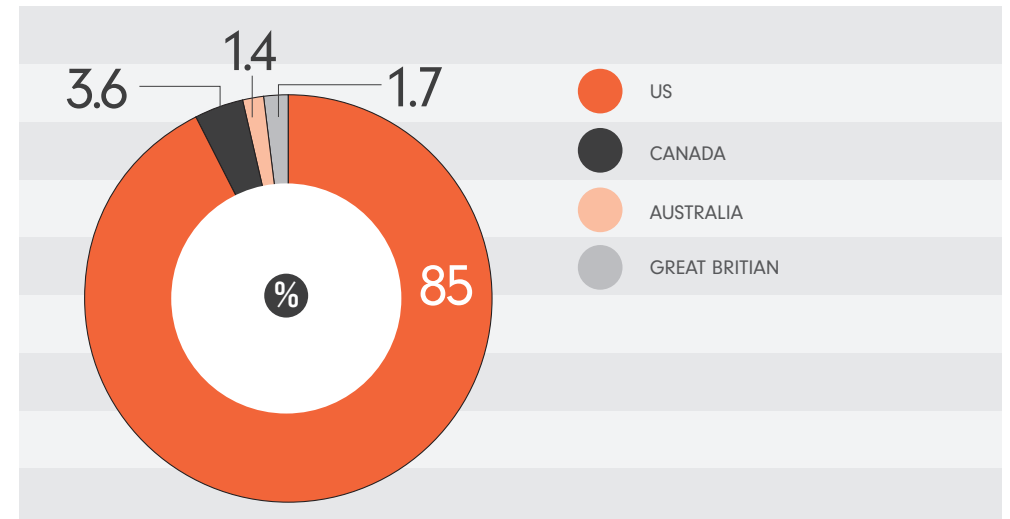
- In-the-know, savvy and urban consumers (high end/luxury)
- Age: 25-55
- 60% Women / 40% Men
- Household Income: US\$150K+
- Shipped to a total of 46 countries
- Substantial opportunity exists to grow user numbers within the US and outside
- Education: Over-indexed for College and Grad School degrees

"This is my go-to destination to buy gifts and find things I can't find anywhere else"

AHAlife 2x Repeat Male Customer



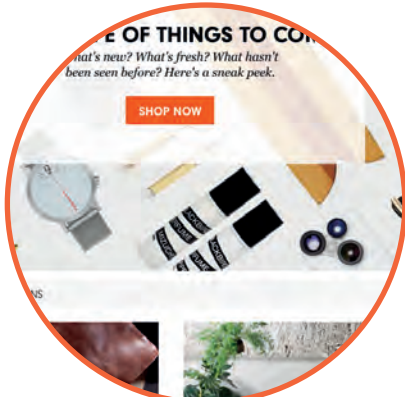
CURRENT CUSTOMERS





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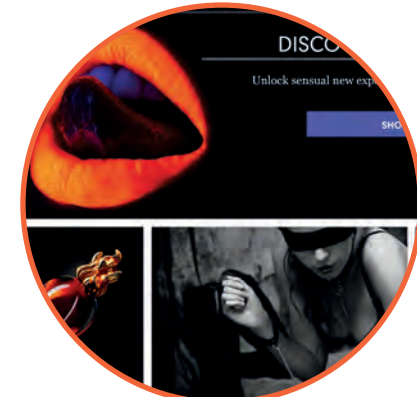
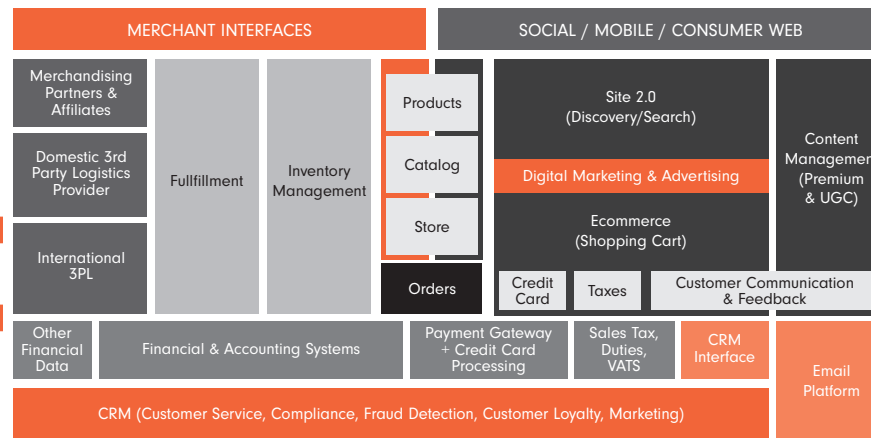
Extending the AHLife Platform



AHlife.com



AHALIFE TECHNOLOGY PLATFORM



AHAnoir.com

Powering fast growing independent brand's e-commerce



Mobile App





Why Brands Work With AHAlife



End-to-end solution, including site design, marketing tools, analytics, customer service and global shipping to over **220 countries**



Fast Self-Service on-boarding in under **24 hours**



Customizable digital storefront



Content solutions provided, including editorial design and email communication

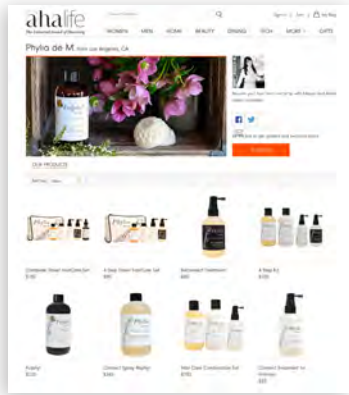


Self-managed for brands to control consumer experience

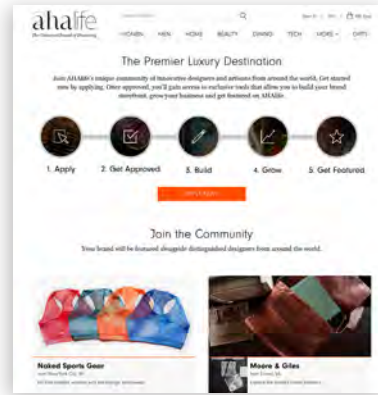


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AHALife Offering for Brands



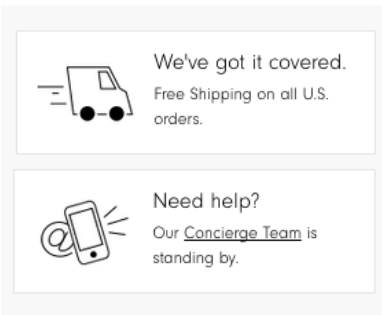
CUSTOMIZABLE DIGITAL STOREFRONT



BRAND PORTAL + CUSTOM ANALYTICS + ORDER MANAGEMENT SYSTEM



EDITORIAL CONTENT, EMAIL PROMOTIONS + CRM



END-TO-END LOGISTICS + CUSTOMER SERVICE + GLOBAL SHIPPING



NETWORK EFFECT OF CURATORS, PUBLISHERS + OTHER BRANDS



ONLINE MARKETING, AFFILIATE NETWORK, AND PR

Why Consumers Engage with AHAlife

- One Stop Shop: Opportunity to discover, interact with and purchase a wide range of independent premium branded products in single marketplace
- Convenience: Consumers more and more prefer to purchase non-fit oriented products online
- No Retailers: AHAlife platform allows consumers to follow, purchase and interact directly with AHAlife brands
- Quality & Trust: AHAlife's editorial voice creates a trusted environment where curated brands increase consumer confidence. Centralized Concierge and operations ensures quality customer experience.





What We Stand For



Conscious Consumption

What you own is part of your self-expression. Choose high quality objects that inspire you and help you live life to the fullest.



Celebrating and Protecting Creativity

Join us in empowering designers, artisans and innovators to thrive online by purchasing and treasuring their unique creations.



The Thrill of the AHA!

Immerse yourself in our inspiring world. Stumble-upon amazing creations and take back the joy of shopping.



AHALife In the Press

FAST COMPANY

"One of the World's 50 Most Innovative Companies of 2013."

**WALL STREET
JOURNAL**

"I was taken by [Shauna Mei's] story, and by the [company's emphasis on storytelling]."

Forbes

"A Bold New E-Commerce Experience:
Going Where No One Has Gone Before"

**The
New York
Times**

"Offering Web Buyers a Thrill of Discovery"

TE

"AHALife adds curation and social influence to
sell luxury goods."

InStyle

"Curated by some of the brightest minds in the industry.
It's like having Tim Gunn as your personal shopper."

**THE
WEBBY
AWARDS**

"Best of the Web List 2012"



First Half FY16 Results (US\$000s)

The figures below are for the operating entity AHLife Holding Inc. and do not include the parent entity AHLife Holdings Limited (formerly INT Corporation Limited).

USD 000s	H1 FY16	H1 FY15	% Chg on PCP	12 months to Dec 15
Booked Sales ¹	3,912	1,785	119 %	5,576
Product Margin %	49%	51%		49%
Product Not Shipped	(259)	(92)	180 %	(312)
Returns	(100)	(44)	126 %	(152)
Cancellations	(142)	(89)	59 %	(199)
Gross Revenue ²	3,411	1,559	119 %	4,913
Offers & Discounts	(240)	(161)	50 %	(411)
Net Revenue	3,171	1,398	127 %	4,502
COGS	2,115	883	139 %	3,015
Gross Profit	1,056	515	105 %	1,487
GP% ³	33.3%	36.8%		33.0%
Other Income	77	131	(41)%	186
Expenses - Fixed	(2,513)	(1,994)	26 %	(4,509)
Expenses - Variable ⁴	(2,163)	(634)	241 %	(2,895)
Operating Loss	(3,543)	(1,981)	79 %	(5,732)
Cash on Hand ⁵	9,284	3,590	159 %	9,284
Operating Cash Flow	(1,437)	(1,969)	(27)%	(3,766)

Notes

1 "Booked Sales" is defined as orders placed during the period, inclusive of shipping revenue

2 "Gross Revenue" is defined as orders shipped during the period, inclusive of shipping revenue.

3 Company started testing marketing offers in May 2014 to present day. This has lowered gross margins but the company is converting first time customers at a better rate. Full Year 2014 reported GP per the prospectus was 49%; for comparative purposes. Technology Licensing Income & Rental Income (combined \$240k) have been reclassified as Other Income in this table.

4 Increased paid marketing spend



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Shakespeare

