



8 July 2016

Company Announcements Office

ASX Limited

By E-Lodgement

## ***Kabuni Opens First Design Studio in Vancouver, BC***

### **HIGHLIGHTS**

- 9 June 2016 Design Studio opening event saw attendance of over 275 people.
- Over 279 membership applications received.
- Kabuni now has 1,212 designers registered and is adding an average 35 designers per week.
- Kabuni's Design Studio and immersive Dream Room are proving to be critical to the omni-channel interior design process.
- Kabuni to run digital advertising campaign with House and Home Media, a Canadian media company with a potential reach of 5 million design lovers across its media platforms.

Kabuni Ltd (ASX: **KBU**) ("Kabuni," or the "Company") is pleased to provide an update on the successful launch of its first Design Studio in Vancouver, B.C.

On 9 June 2016, the Company held its grand opening celebration, which featured local TV personality Jody Vance as host. The event was attended by over 275 people, including interior designers, decorators, local makers of furniture and art, design lovers and press. Feedback has been positive to date, with many stakeholders identifying that the Kabuni Design Studio is unique in its ability to connect designers with makers and clients through Kabuni's home design platform, then leverage state of the art technology to collaborate in person. Many have expressed excitement at the prospect of experiencing the Kabuni Dream Room, a fully immersive, 480-square-foot virtual reality space designed specifically for interior design.

"What I've seen at the Kabuni Design Studio is amazing," stated prominent Australian interior designer and Kabuni member, Annalisa Capurro. "It gives designers access to extraordinary technology that is going to change the way that designers and makers work with clients, while creating an inspiring community." Click [here](#) to see an interview in which Annalisa discusses the Kabuni Design Studio in more detail.

The opening event was covered by some of the major local media outlets, including [BCLiving](#) and [Western Living Magazine](#). Felicity Stone for BCLiving stated "With Kabuni, one application services all channels. Once users download the app and create an account, they can purchase anything they see on the website or in the studio through the account." Stacey McLachlan for Western Living Magazine stated "Some days you can't help but think, "We live in the future." Walking into the Kabuni Design Studio's Dream Room was one of those days."

### **BOARD & MANAGEMENT**

Mr Tony King  
EXECUTIVE CHAIRMAN

Mr Neil Patel  
MANAGING DIRECTOR

Mr Matthew Hehman  
NON-EXECUTIVE DIRECTOR

Mr Nik Ajagu  
NON-EXECUTIVE DIRECTOR

Mr Nathan Sellyn  
NON-EXECUTIVE DIRECTOR

Mr Aaron Bertolatti  
COMPANY SECRETARY

### **REGISTERED OFFICE**

Level 1  
35 Richardson Street  
West Perth WA 6005

### **POSTAL ADDRESS**

PO Box 1440  
West Perth WA 6872

### **CONTACT DETAILS**

Tel: +61 8 9212 0105

### **WEBSITE**

[investor.kabuni.com](http://investor.kabuni.com)

### **SHARE REGISTRY**

Security Transfer Registrars  
770 Canning Highway  
Applecross  
Pert WA 6153  
Tel: 08 9315 2333

### **ASX CODE**

KBU

Although membership with the Design Studio is currently free, Kabuni is exploring the opportunity to generate subscription fee income by charging for membership and leveraging the Design Studio as a co-working space. Kabuni has seen over 279 applications for membership to the Design Studio.

In June, Kabuni has held a number of key events at the Design Studio in addition to the opening. These events are intended to engage the local community of designers, makers and design lovers and drive studio memberships. They include:

- A panel discussion regarding the Kabuni Studio project with speakers from Kabuni and its key partners in completing the Design Studio, namely H Plus Technologies and Turner Construction Company.
- Art classes for Kabuni clients, hosted by a Kabuni artist.
- A professional development seminar for artists, makers, and designers aimed at helping them build their business.
- Designer tip nights for Kabuni clients, offering them the opportunity to receive professional advice from a Kabuni designer.

The Design Studio will continue to be an active place for community events similar to the above, helping and connecting designers, makers and clients. Design studio events are posted and more specifically described on Kabuni's website at: [kabuni.com/designstudio](http://kabuni.com/designstudio).

Click [here](#) for a virtual tour of the Kabuni Design Studio.

Kabuni is further pleased to announce that it has partnered with House and Home Media (H&H) in order to run a digital advertising campaign in July and August. H&H is a Canadian media company with digital and print publications in the areas of home and design, with a potential reach of 5 million design lovers across its media platforms.

Further to Kabuni's announcement on 30 May 2016, the Company is pleased to update shareholders that there are now over 1,212 registered interior designers and decorators on the Company's online platform, representing a 21.2% growth since the 30 May 2016 announcement. Kabuni sees an average of 35 designers registering on a weekly basis.

#### **Settlement Agreement with Sears**

On 29 June 2016, the Company, through its wholly-owned subsidiary, Kabuni Technologies Inc. (KBI), entered into a settlement agreement with Sears Canada Inc. (Sears). As disclosed in the Company's prospectus dated 9 July 2015, on 23 June 2015, KBI received a letter from legal counsel to Sears alleging that KBI's prior use of the "Whole New Home" trademark infringed on certain registered trademarks owned by Sears and requiring KBI to, among other things, undertake to cease and desist from using the "Whole New Home" mark in connection with its business. In September, 2015, the Company announced the rebrand of its business to "Kabuni" and the name "Whole New Home" is no longer in use. In the settlement agreement, KBI has agreed to cease using the "Whole New Home" mark in association with the sale of home furnishings in Canada and the United States. In addition, Sears has agreed to fully and finally release KBI from all claims arising out of the past use by KBI of the "Whole New Home" mark. Kabuni management is pleased that this matter has been satisfactorily resolved in a manner that avoids any adverse impact on the business.

**For further information please contact:**

**Kabuni Ltd.**

**Neel Patel**

Chief Executive Officer  
p: + 1 778-288-1974

**Tony King**

Executive Chairman  
p: + 1 1-888-987-1193

**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/>