



30 May 2016
Company Announcements Office
ASX Limited

By E-Lodgment

Kabuni Reaches Major Milestone -1,000 Registered Designers

HIGHLIGHTS

- Kabuni has registered 1,000 interior designers and decorators
- Growth in designer numbers increasing
- Kabuni reached its initial sales targets for April, its first month of commercialization

Kabuni Ltd (ASX: **KBU**) (“Kabuni,” or the “Company”) is pleased to announce that more than a thousand interior designers and decorators have now registered as members of the Company’s online home design platform. Kabuni’s offerings empower interior designers to connect with clients, collaborate on projects, and earn income online.

Kabuni’s initial thousand designers are primarily located in the United States, Canada, the United Kingdom and Australia, all of the geographies in which the Company’s iOS app is available for download. These designers and their clients utilise the platform to create ‘Inspiration Boards,’ curated selections of images that represent their particular aesthetic or home design vision. Since Kabuni’s launch, its users have created more than 1,800 of these Inspiration Boards, which feature selections from the more than 15,000 unique products Kabuni currently has available for sale. Adoption of the platform by designers continues to grow.

Kabuni’s latest 100 designers joined the platform in the past 20 days. The previous 100 designers joined the platform in the 25 days preceding this. This growth in designer numbers has been largely through word of mouth and referral with limited capital being deployed to direct marketing activities to attract designers.

There are over 60,000 design professionals in the United States alone and home designers are responsible for over US\$68 billion worth of products in specified annually in North America.

At the beginning of April 2016, Kabuni introduced e-commerce functionality to its platform, allowing a limited number of designers’ clients to purchase suggested products directly from Inspiration Boards. Purchases in April were considered a test of this critical new functionality, and were assisted by promotions focused primarily on friends and family of the Kabuni network. During April, Kabuni completed over 40 sales at an average price per transaction of CDN \$240, metrics that more than satisfied the Company’s internal targets.

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

SHARE REGISTRY

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

ASX CODE

KBU

Kabuni was also able to test its logistics capabilities and deliver orders to recipients located across Canada.

The initial sales campaign via friends and family was an important first step to prove that Kabuni's technology is capable of delivering transactions in an efficient and user-friendly manner. Several Kabuni designers have been recently interviewed to provide feedback on their Kabuni experience to date. The overwhelming feedback is that the designers enjoy having a platform that allows them to communicate with their clients directly and houses all of the relevant information to a transaction in one place. Kabuni is focused on increasing the number of tools and functionality of the platform to improve their experience moving forward. In addition, clients love having a place where they can connect with a designer for free.

Please see below a link to an interview with Rhonda, one of Kabuni's designers who talks about her first sale experience with Kabuni.

[Video Link: Kabuni Designer, Rhonda](#)

During the current quarter, Kabuni anticipates further driving both designer engagement and commensurate sales via its Community Design Studio in Vancouver, British Columbia. The Design Studio, which will host its grand opening on 9 June 2016, provides designers and clients with a multi-channel offering, serving as a hub for local design innovation. The Studio will also provide a venue for local designers to meet and interact with their clients, and is scheduled to host a variety of community-oriented events throughout the month of June.

"We're very pleased to welcome our initial thousand designers," stated Neil Patel, Kabuni's founder and CEO. "These early adopters have embraced our platform, which offers both a new medium for connecting with potential clients and a new source of revenue for their business. We're also very pleased with the sales recorded during April, our first month of e-commerce functionality. While our sales metrics exceeded our internal targets, we have already begun to focus on the next stage of our growth. The feedback we have received from these initial sales will allow us to further enhance and develop our platform, ensuring that as our number of registered designers continues to grow, our sales will increase at a commensurate rate."

**For further information please contact:
Kabuni Ltd.**

Neil 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/>