AHAlife Holdings Limited

Notice of 2019 Annual General Meeting
Explanatory Statement | Proxy Form

27 November 2019
9:00AM AEDT

Address
Automic Group
Level 5, 126 Phillip Street
Sydney NSW 2000

This Notice of Meeting should be read in its entirety. If Shareholders are in doubt as to how they should vote, they should seek advice from their professional advisers prior to voting.
Venue and Voting Information

The Annual General Meeting of the Shareholders to which this Notice of Meeting relates will be held at 9:00am (AEDT) on 27 November 2019 at Automic Group, Level 5, 126 Phillip Street, Sydney NSW 2000.

Your vote is important

The business of the Annual General Meeting affects your shareholding and your vote is important.

Voting in person

To vote in person, attend the Annual General Meeting on the date and at the place set out above.

Voting by proxy

To vote by proxy, please use one of the following methods:

<table>
<thead>
<tr>
<th>Method</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>Lodge the Proxy Form online at <a href="https://investor.automic.com.au/#/loginsah">https://investor.automic.com.au/#/loginsah</a> by following the instructions: Login to the Automic website using the holding details as shown on the Proxy Form. Click on ‘View Meetings’ – ‘Vote’. To use the online lodgement facility, Shareholders will need their holder number (Securityholder Reference Number (SRN) or Holder Identification Number (HIN)) as shown on the front of the Proxy Form.</td>
</tr>
<tr>
<td>By post</td>
<td>Automic, GPO Box 5193, Sydney NSW 2001</td>
</tr>
<tr>
<td>By hand</td>
<td>Automic, Level 5, 126 Phillip Street, Sydney NSW 2000</td>
</tr>
</tbody>
</table>

Your Proxy instruction must be received not later than 48 hours before the commencement of the Meeting. **Proxy Forms received later than this time will be invalid.**

Power of Attorney

If the proxy form is signed under a power of attorney on behalf of a shareholder, then the attorney must make sure that either the original power of attorney or a certified copy is sent with the proxy form, unless the power of attorney has already provided it to the Share Registry.

Corporate Representatives

If a representative of a corporate shareholder or a corporate proxy will be attending the Meeting, the representative should bring to the Meeting adequate evidence of their appointment, unless this has previously been provided to the Share Registry.
Notice of Annual General Meeting

Notice is hereby given that an Annual General Meeting of Shareholders of AHAlife Holdings Limited ACN 006 908 701 will be held at 9:00am (AEDT) on 27 November 2019 at Automic Group, Level 5, 126 Phillip Street, Sydney NSW 2000 (Meeting).

The Explanatory Statement to this Notice of Meeting provides additional information on matters to be considered at the Annual General Meeting. The Explanatory Statement and the Proxy Form forms part of this Notice of Meeting.

The Directors have determined pursuant to Regulation 7.11.37 of the Corporations Regulations 2001 (Cth) that the persons eligible to vote at the Annual General Meeting are those who are registered Shareholders at 7:00pm (AEDT) on 25 November 2019.

Terms and abbreviations used in this Notice of Meeting and Explanatory Statement are defined in the Glossary.

Agenda

Ordinary business

Financial statements and reports

“To receive and to consider the Annual Financial Report of the Company for the financial year ended 30 June 2019 together with the declaration of the Directors, the Directors’ Report, the Remuneration Report and the Auditor’s Report for that financial year.”

Note: This item of ordinary business is for discussion only and is not a resolution.

Pursuant to the Corporations Act, Shareholders will be given a reasonable opportunity at the Meeting to ask questions about, or make comments in relation to, each of the aforementioned reports during consideration of these items.
Resolutions

Remuneration Report

1. **Resolution 1 – Adoption of Remuneration Report**

To consider and, if thought fit, to pass the following resolution as an **Ordinary Resolution:**

“That, for the purpose of Section 250R(2) of the Corporations Act and for all other purposes, approval is given for the adoption of the Remuneration Report as contained in the Company’s Annual Financial Report for the financial year ended 30 June 2019.”

**Note:** The vote on this Resolution is advisory only and does not bind the Directors or the Company.

**Voting Exclusion Statement:** In accordance with the Corporations Act, the Company will disregard any votes cast on Resolution 1 by or on behalf of a member of the Company’s key management personnel (including the Directors), whose remuneration details are included in the Remuneration Report (*KMP*), or any of that person’s Closely Related Parties (such as close family members and any controlled companies of those persons) (collectively referred to as Restricted Voter). However, the Company need not disregard a vote if:

(a) it is cast by a person as a proxy appointed in writing that specifies how the proxy is to vote on Resolution 1; and

(b) it is not cast on behalf of a Restricted Voter.

If you appoint the person chairing the Meeting (*Chair*) and you are not a Restricted Voter, by submitting the Proxy Form you authorise the person chairing the Meeting to exercise the proxy even though Resolution 1 is connected directly or indirectly with the remuneration of a KMP, and you will be taken to have directed the Chair to vote in accordance with his or her stated intention to vote in favour of Resolution 1. If you do not want your vote exercised in favour of Resolution 1, you should direct the person chairing the Meeting to vote "against", or to abstain from voting on, this Resolution.

Re-election of Director

2. **Resolution 2 – Re-election of Christopher Colfer as Director**

To consider and, if thought fit, to pass the following resolution as an **Ordinary Resolution:**

“That Mr Christopher Colfer, a Director who retires by rotation in accordance with the Company’s Constitution and ASX Listing Rule 14.4, and being eligible offers himself for re-election as a Director of the Company, effective immediately.”
ASX Listing Rule 7.1A (Additional 10% Capacity)

3. Resolution 3 – ASX Listing Rule 7.1A Approval of Future Issue of Securities

To consider and, if thought fit, to pass the following resolution as a Special Resolution:

“That, for the purposes of ASX Listing Rule 7.1A and for all other purposes, the Shareholders approve the issue of equity securities up to 10% of the issued capital of the Company (at the time of issue) calculated in accordance with the formula prescribed in ASX Listing Rule 7.1A.2 and otherwise on the terms and conditions set out in the Explanatory Statement which accompanies and forms part of this Notice of Meeting.”

Voting Exclusion Statement: The Company will disregard any votes cast in favour of Resolution 3 by or on behalf of:

(a) a person who is expected to participate in, or who will obtain a material benefit as a result of, the proposed issue (except a benefit solely by reason of being a holder of ordinary securities in the Company); or

(b) an Associate of those persons.

However, the Company will not disregard a vote if:

(i) it is cast by a person as proxy for a person who is entitled to vote, in accordance with the directions on the proxy form; or

(ii) it is cast by the Chair as proxy for a person who is entitled to vote, in accordance with a direction on the proxy form to vote as the proxy decides.

Issue of Options under the Management Incentive Plan

4. Resolution 4 – Approval of Issue of Management Options to Michael Hill, Director of the Company

To consider and, if thought fit, to pass the following resolution as an Ordinary Resolution:

“That, for the purposes of ASX Listing Rule 10.14 and for all other purposes, the Shareholders of the Company approve the issue and allotment of 10,094,999 unlisted management options under the Company’s Management Incentive Plan to Michael Hill, Director of the Company, and otherwise on the terms and conditions set out in the Explanatory Statement which accompanies and forms part of this Notice of Meeting.”

Voting Exclusion Statement: The Company will disregard any votes cast in favour of Resolution 4 by or on behalf of:

(a) any Director of the Company who is eligible to participate in the employee incentive scheme in respect of which the approval is sought; or

(b) an Associate of those persons.

However, the Company will not disregard a vote if:

(i) it is cast by a person as proxy for a person who is entitled to vote, in accordance with the directions on the proxy form; or

(ii) it is cast by the Chair as proxy for a person who is entitled to vote, in accordance with a direction on the proxy form to vote as the proxy decides.
5. **Resolution 5** – Approval of Issue of Management Options to Christopher Colfer, Director of the Company

To consider and, if thought fit, to pass the following resolution as an **Ordinary Resolution**:

“That, for the purposes of ASX Listing Rule 10.14 and for all other purposes, the Shareholders of the Company approve the issue and allotment of 10,094,999 unlisted management options under the Company’s Management Incentive Plan to Christopher Colfer, Director of the Company, and otherwise on the terms and conditions set out in the Explanatory Statement which accompanies and forms part of this Notice of Meeting.”

**Voting Exclusion Statement:** The Company will disregard any votes cast in favour of Resolution 5 by or on behalf of:

(a) any Director of the Company who is eligible to participate in the employee incentive scheme in respect of which the approval is sought; or

(b) an Associate of those persons.

However, the Company will not disregard a vote if:

(i) it is cast by a person as proxy for a person who is entitled to vote, in accordance with the directions on the proxy form; or

(ii) it is cast by the Chair as proxy for a person who is entitled to vote, in accordance with a direction on the proxy form to vote as the proxy decides.

6. **Resolution 6** – Approval of Issue of Management Options to Michael Everett, Director of the Company

To consider and, if thought fit, to pass the following resolution as an **Ordinary Resolution**:

“That, for the purposes of ASX Listing Rule 10.14 and for all other purposes, the Shareholders of the Company approve the issue and allotment of 10,094,999 unlisted management options under the Company’s Management Incentive Plan to Michael Everett, Director of the Company, and otherwise on the terms and conditions set out in the Explanatory Statement which accompanies and forms part of this Notice of Meeting.”

**Voting Exclusion Statement:** The Company will disregard any votes cast in favour of Resolution 6 by or on behalf of:

(a) any Director of the Company who is eligible to participate in the employee incentive scheme in respect of which the approval is sought; or

(b) an Associate of those persons.

However, the Company will not disregard a vote if:

(i) it is cast by a person as proxy for a person who is entitled to vote, in accordance with the directions on the proxy form; or

(ii) it is cast by the Chair as proxy for a person who is entitled to vote, in accordance with a direction on the proxy form to vote as the proxy decides.
7. **Resolution 7 – Approval of Issue of Management Options to Arnaud Massenet, Director of the Company**

To consider and, if thought fit, to pass the following resolution as an **Ordinary Resolution**:

“That, for the purposes of ASX Listing Rule 10.14 and for all other purposes, the Shareholders of the Company approve the issue and allotment of 10,094,999 unlisted management options under the Company’s Management Incentive Plan to Arnaud Massenet, Director of the Company, and otherwise on the terms and conditions set out in the Explanatory Statement which accompanies and forms part of this Notice of Meeting.”

**Voting Exclusion Statement**: The Company will disregard any votes cast in favour of Resolution 7 by or on behalf of:

(a) any Director of the Company who is eligible to participate in the employee incentive scheme in respect of which the approval is sought; or

(b) an Associate of those persons.

However, the Company will not disregard a vote if:

(i) it is cast by a person as proxy for a person who is entitled to vote, in accordance with the directions on the proxy form; or

(ii) it is cast by the Chair as proxy for a person who is entitled to vote, in accordance with a direction on the proxy form to vote as the proxy decides.

**BY ORDER OF THE BOARD**

Andrew Whitten  
Company Secretary
Explanatory Statement

This Explanatory Statement has been prepared for the information of the Shareholders in connection with the business to be conducted at the Annual General Meeting to be held at 9:00am (AEDT) on 27 November 2019 at Automic Group, Level 5, 126 Phillip Street, Sydney NSW 2000.

The purpose of this Explanatory Statement is to provide information which the Directors believe to be material to Shareholders in deciding whether or not to pass the Resolutions in the Notice of Meeting.

If you are in any doubt about what to do in relation to the Resolutions contemplated in the Notice of Meeting and this Explanatory Statement, it is recommended that you seek advice from an accountant, solicitor or other professional advisor.

Full details of the business to be considered at the Annual General Meeting are set out below.

Agenda

**Ordinary business**

Financial statements and reports

In accordance with the Constitution and the Corporations Act, the business of the Annual General Meeting will include receipt and consideration of the Annual Financial Report of the Company for the financial year ended 30 June 2019 together with the declaration of the Directors, the Director’s Report, the Remuneration Report and the Auditor’s Report.

In accordance with the amendments to the Corporations Act, the Company is no longer required to provide a hard copy of the Company’s Annual Financial Report to Shareholders unless a Shareholder has specifically elected to receive a printed copy.


No resolution is required for this item, but Shareholders will be given the opportunity to ask questions and to make comments on the management and performance of the Company.

The Company’s auditor will be present at the Meeting. During the discussion of this item, the auditor will be available to answer questions on the:

- Conduct of the audit;
- Preparation and content of the Auditor’s Report;
- Accounting policies adopted by the Company in relation to the preparation of the financial statements; and
- Independence of the auditor in relation to the conduct of the audit.

**Written questions of the auditor**

If you would like to submit a written question about the content of the Auditor’s Report or the conduct of the audit of the Annual Financial Report of the Company’s auditor, please send your question to the Company Secretary. A list of qualifying questions will be made available at the Meeting.

Please note that all written questions must be received at least five business days before the Meeting, which is by 20 November 2019.
Resolutions

Remuneration Report

Resolution 1 – Adoption of Remuneration Report

In accordance with section 250R(2) of the Corporations Act, the Company is required to present to its Shareholders the Remuneration Report as disclosed in the Company’s Annual Financial Report.

The vote on the Resolution is advisory only and does not bind the Directors or the Company. The Remuneration Report is set out in the Company’s Annual Financial Report and is also available on the Company’s website at www.ahalifeholdings.com.au.

However, if at least 25% of the votes cast are against the adoption of the Remuneration Report at the Meeting (subject of this Notice of Meeting), and then again at the 2020 Annual General Meeting (2020 AGM), the Company will be required to put to the vote a resolution (Spill Resolution) at the 2020 AGM to approve the calling of a further meeting (Spill Meeting). If more than 50% of Shareholders vote in favour of the Spill Resolution, the Company must convene the Spill Meeting within 90 days of the 2020 AGM. All of the Directors who were in office when the 2020 Directors’ Report was approved, other than the Managing Director, will (if desired) need to stand for re-election at the Spill Meeting.

The Remuneration Report explains the Board’s policies in relation to the nature and level of remuneration paid to KMPs (including Directors) and sets out remuneration details, service agreements and the details of any share-based compensation.

Voting

Note that a voting exclusion applies to Resolution 1 in the terms set out in the Notice of Meeting. In particular, the Directors and other Restricted Voters must not vote on this Resolution and must not cast a vote as proxy, unless the appointment gives a direction on how to vote, or the proxy is given to the Chair and you submit the Proxy Form, authorising the Chair to exercise the proxy even though Resolution 1 is connected directly or indirectly with the remuneration of a KMP and that in doing so you will be taken to have directed the Chair to vote in accordance with the Chair’s stated intention to vote in favour of Resolution 1.

Shareholders are urged to read carefully the Proxy Form and to provide a direction to the proxy on how to vote on this Resolution.

Re-election of Director

Resolution 2 – Re-election of Christopher Colfer as Director

The Company’s Constitution requires that at the Company’s annual general meeting, one third of the Directors shall retire from office. A Director shall not hold office for a period in excess of three years or until the third annual general meeting following his or her appointment without submitting himself for re-election. The retiring Directors must not be a Managing Director. The Directors to retire at the annual general meeting are those who have been in office the longest since their election.

ASX Listing Rule 14.4 also provides each a Director must not hold office (without re-election) past the third annual general meeting following the Director’s appointment or 3 years, whichever is longer.

Mr Christopher Colfer was last re-elected as a Director at the Company’s 2016 AGM.

A director who retires in accordance with clause 13.2 of the Company’s Constitution is eligible for re-election. Under this Resolution, Mr Christopher Colfer has elected to retire by rotation, and being eligible, seeks re-election as a Director of the Company at this AGM.

Christopher is an international Chairman, Chief Executive and Board Director with an exemplary track record in multiple industry sectors ranging from Luxury Goods and Branded Goods to E-commerce to
Cosmetics. During his career he has revamped/repositioned organisations and brands to industry leaders. He has led the sale and acquisition of companies and served on the Board of numerous internationally renowned organisations. Mr Colfer has worked extensively across the world and has specific skill sets in Strategy, Retail, E-commerce, Business Development, Marketing and People Development.

Notably, Mr Colfer successfully transformed Alfred Dunhill Ltd from a significant loss making company with double digit negative sales growth to an industry leader with year-over-year double digit sales growth with significant cash contribution and profitability. He also oversaw and managed Chloe, Shanghai Tang, Old England, Hackett and James Purdey and Sons where he conducted equity buy backs and executed company disposals.

**Directors’ recommendation**

The Directors (excluding Mr Christopher Colfer) recommend that Shareholders vote for this Resolution.

**ASX Listing Rule 7.1A**

**Resolution 3 – ASX Listing Rule 7.1A Approval of Future Issue of Securities**

ASX Listing Rule 7.1A enables eligible entities to seek Shareholder approval by Special Resolution passed at an annual general meeting to issue equity securities (which must be in the same class as an existing quoted class of equity securities of the Company) which do not exceed 10% of the existing ordinary share capital without further Shareholder approval. The ability of the Company to make an issue under Listing Rule 7.1A is in addition to its 15% placement capacity under Listing Rule 7.1.

An eligible entity for the purposes of Listing Rule 7.1A is an entity that is not included in the S&P/ASX 300 Index and has a market capitalisation less than the amount prescribed by ASX (currently $300 million).

As of the date of this Notice of Meeting, the Company is an eligible entity. If at the time of the Meeting the Company is no longer an eligible entity this Resolution will be withdrawn.

Approval under this Resolution is sought for the Company to issue equity securities under Listing Rule 7.1A.

If this Resolution is approved the Company may make an issue of equity securities under Listing Rule 7.1A at any time (either on a single date or progressively) up until the earlier of:

(a) the date which is 12 months after the date of the 2019 Annual General Meeting; or

(b) the date on which Shareholders approve a transaction under Listing Rule 11.1.2 (a significant change to the nature or scale of activities) or 11.2 (disposal of main undertaking).

Accordingly, the approval given if this Resolution is passed will cease to be valid on the earlier of 27 November 2020 or the date on which holders of the Company’s ordinary securities approve a transaction under Listing Rules 11.1.2 or 11.2.

The maximum number of equity securities which may be issued in the capital of the Company under the approval sought by this Resolution will be determined in accordance with the following formula prescribed in Listing Rule 7.1A.2:

\[(A \times D) - E\]

where:

- **A** is the number of fully paid ordinary securities on issue 12 months before the date of issue or agreement to issue:
  - (i) plus the number of fully paid ordinary securities issued in the 12 months under...
an exception in Listing Rule 7.2;

(ii) plus the number of partly paid ordinary securities that became fully paid in the 12 months;

(iii) plus the number of fully paid ordinary securities issued in the 12 months with approval of the holders of ordinary securities under Listing Rules 7.1 and 7.4 (this does not include an issue of fully paid ordinary securities under the entity’s 15% placement capacity without Shareholder approval); and

(iv) less the number of fully paid ordinary securities cancelled in the 12 months.

\[D\] is 10%.

\[E\] is the number of equity securities issued or agreed to be issued under Listing Rule 7.1A in the 12 months before the date of the issue or agreement to issue that are not issued with the approval of holders of ordinary securities under Listing Rules 7.1 or 7.4.

The ability of the Company to make an issue under Listing Rule 7.1A is in addition to its 15% placement capacity under Listing Rule 7.1. The effect of this Resolution will be to allow the Company to issue equity securities under Listing Rule 7.1A without using the Company’s 15% placement capacity under Listing Rule 7.1.

As at 9 October 2019, the Company has on issue 1,009,499,955 fully paid ordinary securities and therefore has capacity to issue:

(a) 151,424,993 equity securities under Listing Rule 7.1; and

(b) subject to Shareholder approval being sought under this Resolution, 100,949,995 equity securities under Listing Rule 7.1A.

The issue price of the equity securities issued under Listing Rule 7.1A will be determined at the time of issue. The minimum price at which the equity securities, the subject of this Resolution, will be issued is 75% of the volume weighted average market (closing) price (\textit{VWAP}) of the Company’s equity securities over the 15 days on which trades in that class were recorded immediately before either:

(a) the date on which the price at which the equity securities are to be issued is agreed; or

(b) if the equity securities are not issued within 5 ASX trading days of the date in paragraph (a) the date on which the securities are issued.

If this Resolution is approved, and the Company issues equity securities under Listing Rule 7.1A, the existing Shareholders’ economic and voting power in the Company will be diluted. There is a risk that:

(a) the market price for the Company’s equity securities in that class may be significantly lower on the issue date than on the date of the approval of this Resolution; and

(b) the equity securities issued under Listing Rule 7.1A may be issued at a price that is at a discount (as described above) to the market price for the Company’s equity securities on the issue date; which may have an effect on the amount of funds raised by the issue.

The table set out below shows the dilution of existing Shareholders on the basis of:

- The market price of the Company’s ordinary shares and the number of ordinary shares as at 9 October 2019.
- Two examples where the number of ordinary shares on issue (“A”) has increased, by 50% and 100%. The number of ordinary shares on issue may increase as a result of issues of ordinary shares that do not require Shareholder approval (for example, pro-rata entitlements issues) or as a result of future specific placements under Listing Rule 7.1 that are approved by Shareholders.
- Two examples of where the issue price of ordinary shares has decreased by 50% and increased by 100% as against the market price as at 9 October 2019.
### Variable "A" ASX Listing Rule 7.1A.2

<table>
<thead>
<tr>
<th>Variable &quot;A&quot;</th>
<th>ASX Listing Rule 7.1A.2</th>
<th>Dilution</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;A&quot; is the number of shares on issue, being 1,009,499,955 shares</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10% voting dilution</td>
<td>$0.0055 50% decrease in issue price</td>
<td>$0.011 issue price **</td>
</tr>
<tr>
<td>Funds raised</td>
<td>100,949,995</td>
<td>100,949,995</td>
</tr>
<tr>
<td><strong>Funds raised</strong></td>
<td><strong>$555,225</strong></td>
<td><strong>$1,110,450</strong></td>
</tr>
<tr>
<td>&quot;A&quot; is a 50% increase in shares on issue, being 1,514,249,933 shares</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10% voting dilution</td>
<td>$0.011 issue price **</td>
<td></td>
</tr>
<tr>
<td>Funds raised</td>
<td>151,424,993</td>
<td>151,424,993</td>
</tr>
<tr>
<td><strong>Funds raised</strong></td>
<td><strong>$832,837</strong></td>
<td><strong>$1,665,675</strong></td>
</tr>
<tr>
<td>&quot;A&quot; is a 100% increase in shares on issue, being 2,018,999,910 shares *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10% voting dilution</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Funds raised</td>
<td>201,899,991</td>
<td>201,899,991</td>
</tr>
<tr>
<td><strong>Funds raised</strong></td>
<td><strong>$1,110,450</strong></td>
<td><strong>$2,220,900</strong></td>
</tr>
</tbody>
</table>

**Notes:**

(i) The table assumes that "A" is the number of fully paid ordinary shares that the Company has on issue as of the date of this Notice.

(ii) The table assumes that the Company issues the maximum number of equity securities available under Listing Rule 7.1A.

(iii) The table assumes that no options are exercised in ordinary shares before the date of the issue of equity securities under Listing Rule 7.1A.

(iv) The table does not show an example of dilution that may be caused to a particular Shareholder by reason of issues of equity securities under Listing Rule 7.1A based on that Shareholder’s holding at the date of this Explanatory Statement.

(v) The table shows the effect of an issue of equity securities under Listing Rule 7.1A, not under the Company’s 15% placement capacity under Listing Rule 7.1.

(vi) The issue of equity securities under the Listing Rule 7.1A consists only of ordinary shares. If the issue of equity securities includes Options and/or Performance Rights, it is assumed that those Options and/or Performance Rights are exercised (or converted) into ordinary shares for the purposes of calculating the voting dilution effect on existing Shareholders.

* Any issue of equity securities is required to be made in accordance with the Listing Rules. Any issue made other than under the Company’s 15% capacity (Listing Rule 7.1) or the Company’s additional 10% capacity (Listing Rule 7.1A) and not otherwise made under an exception in Listing Rule 7.2 (for example, a pro-rata rights issue) would require Shareholder approval.

** Based on the closing price of the Company’s Shares on ASX on 9 October 2019.

*** Based on the Company’s Share structure as at 9 October 2019.

If this Resolution is approved the Company will have the ability to issue up to 10% of its issued capital without further Shareholder approval and therefore allow it to take advantage of opportunities to obtain further funds if required and available in the future.

As at the date of this Explanatory Statement, the Company has not formed an intention to offer any equity securities under Listing Rule 7.1A to any particular person or at any particular time. The total amount that may be raised by the issue of equity securities under Listing Rule 7.1A will depend on the issue price of the equity securities which will be determined at the time of issue. In some circumstances, the Company may issue equity securities under Listing Rule 7.1A for non-cash consideration (for example, in lieu of cash payments to consultants, suppliers or vendors). While the Company has not formed an intention to offer any equity securities under Listing Rule 7.1A, some of the purposes for which the Company may issue equity securities under Listing Rule 7.1A include (but are not limited to):

(a) raising funds to further develop the Company’s business;

(b) raising funds to be applied to the Company’s working capital requirements;

(c) acquiring assets. In these circumstances, the issue of the ordinary shares may be made in
substitution for the Company making a cash payment for the assets; and

(d) paying service providers or consultants of the Company.

Details regarding the purposes for which any particular issue under Listing Rule 7.1A is made will be more fully detailed in an announcement to the ASX made pursuant to Listing Rule 7.1A.4 and Listing Rule 3.10.5A at the time the issue is made. The identity of the allottees of equity securities under Listing Rule 7.1A will be determined at the time the Company decides to make an issue having regard to a number of factors including:

(a) the capital raising and acquisition opportunities available to the Company and any alternative methods for raising funds or acquiring assets that are available to the Company;
(b) the potential effect on the control of the Company;
(c) the Company’s financial situation and the likely future capital requirements; and
(d) advice from the Company’s corporate or financial advisors.

Offers made under Listing Rule 7.1A may be made to parties (excluding any related parties) including professional and sophisticated investors, existing Shareholders of the Company, clients of Australian Financial Service Licence holders and/or their nominees, or any other person to whom the Company is able to make an offer of equity securities.

The allocation policy the Company may adopt for a particular issue of equity securities under Listing Rule 7.1A and the terms on which those equity securities may be offered will depend upon the circumstances existing at the time of the proposed capital raising under Listing Rule 7.1A. Subject to the requirements of the Listing Rules and the Corporations Act, the Directors reserve the right to determine at the time of any issue of equity securities under Listing Rule 7.1A, the allocation policy that the Company will adopt for that issue.

As the Company has previously obtained Shareholder approval under Listing Rule 7.1A, it is required by Listing Rule 7.3A.6 to provide details of all issues of equity securities in the 12 months preceding the date of the Meeting. The details of all issues of equity securities by the Company during the 12 months preceding the date of the Meeting are detailed below:

<table>
<thead>
<tr>
<th>Number/Class of equity securities issued</th>
<th>Terms of the securities issued</th>
<th>Price and discount to closing market price on the date of issue (if any)</th>
<th>Consideration details</th>
<th>Allottees of the Securities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issued on 28 February 2019</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>26,538,339 unlisted options</td>
<td>Issue of unlisted and unvested options to JD2 Media LLC, as part consideration for the acquisition of Design Milk. The options are exercisable at $0.00 per option, vesting on 2 January 2020 and expires on 28 February 2022.</td>
<td>N/A – issued for nil consideration</td>
<td>N/A – issued for nil consideration</td>
<td>JD2 Media LLC</td>
</tr>
<tr>
<td>Issued on 5 June 2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>123,706,845 fully paid ordinary shares</td>
<td>Issue of shares to institutional and sophisticated investors under tranche 1 of the</td>
<td>Issue price of 0.7 cents per share No discount</td>
<td>Cash consideration of $865,947. All of the funds were used by the Company to support the</td>
<td>Institutional and other sophisticated investors</td>
</tr>
</tbody>
</table>
| Issued on 7 June 2019 | 18,844,983 fully paid ordinary shares | Issue of shares to institutional and sophisticated investors under tranche 1 of the placement announced by the Company on 29 May 2019. The shares were fully paid on issue and ranked equally in all aspects with all existing fully paid ordinary shares previously issued by the Company. | Issue price of 0.7 cents per share  
No discount | Cash consideration of $131,914. All of the funds were used by the Company to support the Company’s growth strategy, support the launch of two Design Milk websites and develop and launch additional e-commerce websites. | Institutional and other sophisticated investors |
|---|---|---|---|---|---|
| Issued on 28 June 2019 | 29,285,712 fully paid ordinary shares | Issue of shares pursuant to the Share Purchase Plan (SPP) announced by the Company on 29 May 2019 and pursuant to the SPP Offer Booklet lodged with ASX on 5 June 2019. The shares were fully paid on issue and ranked equally in all aspects with all existing fully paid ordinary shares previously issued by the Company. | Issue price of 0.7 cents per share  
No discount | Cash consideration of $204,999. All of the funds were used by the Company to support the Company’s growth strategy, support the launch of two Design Milk websites and develop and launch additional e-commerce websites. | Eligible shareholders |
| Issued on 19 July 2019 | 152,440,065 fully paid ordinary shares | Issue of shares to institutional and sophisticated investors under tranche 2 of the placement announced by the Company on 29 May 2019. | Issue price of 0.7 cents per share  
No discount | Cash consideration of $1,067,080. Approximately $300,000 of the funds were used by the Company to support the Company’s growth strategy, support the launch of two Design Milk websites and develop and launch additional e-commerce websites. | Institutional and other sophisticated investors |
The shares were fully paid on issue and ranked equally in all aspects with all existing fully paid ordinary shares previously issued by the Company.

websites and develop and launch additional e-commerce websites. The remaining funds will be used for the same purposes.

Issued on 24 July 2019

| 8,861,677 fully paid ordinary shares | Issue of shares to institutional and sophisticated investors under tranche 2 of the placement announced by the Company on 29 May 2019. The shares were fully paid on issue and ranked equally in all aspects with all existing fully paid ordinary shares previously issued by the Company. | Issue price of 0.7 cents per share No discount | Cash consideration of $62,031. None of the funds have been used. The funds will be used by the Company to support the Company’s growth strategy, support the launch of two Design Milk websites and develop and launch additional e-commerce websites. | Institutional and other sophisticated investors |

8,861,677 fully paid ordinary shares

Issue price of 0.7 cents per share
No discount
Cash consideration of $62,031.
None of the funds have been used. The funds will be used by the Company to support the Company’s growth strategy, support the launch of two Design Milk websites and develop and launch additional e-commerce websites.

Issued on 24 July 2019

| Total equity securities issued in previous 12 months* ("A") | 359,677,621 |
| Percentage that "A" represents based on the total number of equity securities on issue at the commencement of that 12 month period | 51.08% |

*Based on Company’s fully diluted capital structure as at the date of the Company’s 2018 Annual General Meeting

This Resolution is a Special Resolution. For a Special Resolution to be passed, at least 75% of the votes validly cast on the resolution by Shareholders (by number of ordinary shares) must be in favour of this Resolution.

Directors’ recommendation

The Board of Directors recommend that Shareholders vote for this Resolution.
**Issue of Management Options under the Management Incentive Plan**

**Resolution 4 to 7 – Approval of Issue of Management Options to Directors of the Company**

Resolutions 4 to 7 seeks Shareholder approval to issue and allot 10,094,999 unlisted and unvested management options under the Management Incentive Plan (Management Options) each to Messrs Michael Hill, Christopher Colfer, Michael Everett and Arnaud Massenet, Directors of the Company, as part of their remuneration.

The terms of the Management Options are as follows:

<table>
<thead>
<tr>
<th>Terms</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercise price</td>
<td>1.3 cents ($0.013) per Option.</td>
</tr>
</tbody>
</table>
| Vesting conditions  | The Management Options will vest as follows (no further acquisitions):  
- 30% of the Options will vest following the end of July 2020, triggered upon achievement of revenue of USD$6 million;  
- 30% of the Options will vest following the end of July 2021, triggered upon achievement of revenue of USD$11 million;  
- 30% of the Options will vest following the end of July 2022, triggered upon achievement of revenue of USD$16 million; and  
- 10% upon any rolling and accrued 12 month breakeven EBITDA achievement.  
For each additional merger or acquisition during the share option scheme period, the revenue targets of this scheme will increase to reflect the additional revenue of the combined businesses +10% growth per 12 month period (or prorated). |
| Expiry date         | 5 years from either the issue date or end date (whichever is later)                                                                         |

**Director and Related Party Approvals**

ASX Listing Rule 10.14 provides that a listed company must not permit a Director of the Company to acquire securities under an employee incentive scheme without Shareholder approval.

If approval is obtained under Listing Rule 10.14, in accordance with Listing Rule 10.12 (exception 4), separate approval is not required under Listing Rule 10.11.

The proposed issue of Management Options under the Management Incentive Plan to Messrs Michael Hill, Christopher Colfer, Michael Everett and Arnaud Massenet, constitutes the acquisition of securities under an employee incentive scheme for the purposes of Listing Rule 10.14.

Chapter 2E of the Corporations Act prohibits the Company from giving a financial benefit to a related party of the Company unless either:

(a) the giving of the financial benefit falls within one of the exceptions to the provisions; or

(b) Shareholder approval is obtained prior to the giving of the financial benefit.

The proposed issue of Management Options constitutes the giving of a financial benefit.

A “related party” for the purposes of the Corporations Act and the Listing Rules is widely defined and includes a director of a public company, a spouse of a director of a public company or an entity controlled by a director of a public company. The definition of “related party” also includes a person whom there is reasonable grounds to believe will become a “related party” of a public company.

For the purposes of Chapter 2E, the Board considers that the issue of these Management Options to each of the Directors fall within the “reasonable remuneration” exception as set out in section 211 of the Corporations Act and relies on this exception for the purposes of Resolutions 4 to 7 of this Notice.
In forming this view, that the issue of these Management Options as part of each of their respective remunerations would be reasonable, consideration was given to the circumstances of the Company, the quantum and terms of the Management Options (which are unvested, and designed to assist in aligning the interests of the Directors with Shareholders of the Company), and the fact that each of the Directors have not taken any director fees’ for the 12 month financial year period ending on 30 June 2019. As of the date of this Notice, each of the Directors continue to not take any cash director fee’s in the interests of preserving the Company’s cash position.

Information Required by ASX Listing Rule 10.15

The following information in relation to the issue of Management Options to Messrs Michael Hill, Christopher Colfer, Michael Everett and Arnaud Massenet is provided to Shareholders for the purposes of ASX Listing Rule 10.15:

(a) The related parties of the Company are as follows:
   (i) Resolution 4: Michael Hill, Non-Executive Chairman and Director of the Company;
   (ii) Resolution 5: Christopher Colfer, Non-Executive Director of the Company;
   (iii) Resolution 6: Michael Everett, Non-Executive Director of the Company; and
   (iv) Resolution 7: Arnaud Massenet, Non-Executive Director of the Company.

(b) The maximum number of Management Options to be issued to each Director under Resolutions 4 to 7 is 10,094,999.

(c) The Management Options are being issued for nil cash consideration pursuant to the terms of the Management Incentive Plan.

(d) Since the Management Incentive Plan was approved by Shareholders on 27 November 2018, the Company has not issued any securities to persons referred to in Listing Rule 10.14. If Shareholder approval is obtained for Resolutions 4 to 7, this would be the first time that Management Options have been issued to persons referred to in Listing Rule 10.14. The Directors of the Company are all persons referred to in Listing Rule 10.14 who are eligible to participate in the Management Incentive Plan.

(e) The Management Options will be issued within 12 months from the date of this Meeting.

Enquiries

Shareholders are asked to contact the Company Secretary on +61 2 8072 1400 if they have any queries in respect of the matters set out in these documents.
Glossary

AEDT means Australian Eastern Daylight Time as observed in Sydney, New South Wales.


Annual General Meeting or AGM or Meeting means an Annual General Meeting of the Company and, unless otherwise indicated, means the meeting of the Company’s members convened by this Notice of Meeting.

ASIC means Australian Securities and Investment Commission.

Associate has the meaning given to it by the ASX Listing Rules.

ASX means ASX Limited ACN 008 624 691 or the financial market operated by it, as the context requires, of 20 Bridge Street, Sydney, NSW 2000.

ASX Listing Rules or Listing Rules means the official ASX Listing Rules of the ASX and any other rules of the ASX which are applicable while the Company is admitted to the official list of the ASX, as amended or replaced from time to time, except to the extent of any express written waiver by the ASX.


Board means the current board of Directors of the Company.

Business Day means a day on which trading takes place on the stock market of ASX.

Chair means the person chairing the Meeting.

Closely Related Party of a member of the KMP means:

(a) a spouse or child of the member;
(b) a child of the member’s spouse;
(c) a dependant of the member or of the member’s spouse;
(d) anyone else who is one of the member’s family and may be expected to influence the member, or be influenced by the member, in the member’s dealings with the Company;
(e) a company the member controls; or
(f) a person prescribed by the Corporation Regulations 2001 (Cth).

Company means AHAlife Holdings Limited ACN 006 908 701.

Constitution means the Company’s constitution.

Corporations Act means the Corporations Act 2001 (Cth) as amended or replaced from time to time.

Director means a current director of the Company.


Dollar or “$” means Australian dollars.

Explanatory Statement means the explanatory statement accompanying this Notice of Meeting.

KMP means key management personnel (including the Directors) whose remuneration details are included in the Remuneration Report.

Notice of Meeting or Notice of Annual General Meeting means this notice of annual general meeting dated 28 October 2019 including the Explanatory Statement.

Option means an option which, subject to its terms, could be exercised into a Share.

Ordinary Resolution means a resolution that can only be passed if at least 50% of the total votes cast
by Shareholders entitled to vote on the resolution are voted in its favour at the meeting.

Performance Right means a performance right which, subject to its terms, could convert to a Share.

Proxy Form means the proxy form attached to this Notice of Meeting.


Resolutions means the resolutions set out in this Notice of Meeting, or any one of them, as the context requires.

Restricted Voter means a member of the Company’s KMP and any Closely Related Parties of those members.

Securities mean Shares and/or Options (as the context requires).

Share means a fully paid ordinary share in the capital of the Company.

Shareholder means a holder of a Share.

Share Registry means Automic Group, Level 5, 126 Phillip Street, Sydney NSW 2000.

Special Resolution means a resolution that can only be passed if at least 75% of the total votes cast by Shareholders entitled to vote on the resolution are voted in its favour at the meeting.

Spill Meeting means the meeting that will be convened within 90 days of the 2020 AGM if a threshold of votes is cast against the adoption of the Remuneration Report at the Meeting and the 2020 AGM.

Spill Resolution means the resolution required to be put to Shareholders at the 2020 AGM if a threshold of votes is cast against the adoption of the Remuneration Report at the Meeting and the 2020 AGM.

Trading Day has the meaning given to that term in ASX Listing Rule 19.12.

VWAP means the volume weighted average market (closing) price, with respects to the price of Shares.
AGM Registration Card

If you are attending the meeting in person, please bring this with you for Securityholder registration.

Holder Number:

Vote by Proxy: AHL

Your proxy voting instruction must be received by 9.00am (AEDT) on Monday, 25 November 2019, being not later than 48 hours before the commencement of the Meeting. Any Proxy Voting instructions received after that time will not be valid for the scheduled Meeting.

SUBMIT YOUR PROXY VOTE ONLINE

Vote online at https://investor.automic.com.au/#/loginsah

Login & Click on ‘Meetings’. Use the Holder Number as shown at the top of this Proxy Voting form.

✓ Save Money: help minimise unnecessary print and mail costs for the Company.
✓ It’s Quick and Secure: provides you with greater privacy, eliminates any postal delays and the risk of potentially getting lost in transit.
✓ Receive Vote Confirmation: instant confirmation that your vote has been processed and allows you to amend your vote if required.

SUBMIT YOUR PROXY VOTE BY PAPER

Complete the form overleaf in accordance with the instructions set out below.

YOUR NAME AND ADDRESS

The name and address shown above is as it appears on the Company’s share register. If this information is incorrect, and you have an issued or pending holding, you can update your address through the Investor portal at https://investor.automic.com.au/#/home Shareholders sponsored by a broker should advise their broker of any changes.

VOTING UNDER STEP 1 - APPOINTING A PROXY

If you wish to appoint someone other than the Chairman of the Meeting as your proxy, please write the name of that Individual or body corporate. A proxy need not be a Shareholder of the Company. Otherwise, if you leave this box blank, the Chairman of the Meeting will be appointed as your proxy by default.

DEFAULT TO THE CHAIRMAN OF THE MEETING

Any directed proxies that are not voted on a poll at the Meeting will default to the Chairman of the Meeting, who is required to vote these proxies as directed. Any undirected proxies that default to the Chairman of the Meeting will be voted according to the instructions set out in this Proxy Voting Form, including where the Resolutions are connected directly or indirectly with the remuneration of KMP.

VOTES ON ITEMS OF BUSINESS – PROXY APPOINTMENT

You may direct your proxy how to vote by marking one of the boxes opposite each item of business. All your shares will be voted in accordance with such a direction unless you indicate only a portion of your voting rights are to be voted on any item by inserting the percentage or number of shares you wish to vote in the appropriate box or boxes. If you do not mark any of the boxes on the items of business, your proxy may vote as he or she chooses. If you mark more than one box on an item your vote on that item will be invalid.

APPOINTMENT OF SECOND PROXY

You may appoint up to two proxies. If you appoint two proxies, you should complete two separate Proxy Voting Forms and specify the percentage or number each proxy may exercise. If you do not specify a percentage or number, each proxy may exercise half the votes. You must return both Proxy Voting Forms together. If you require an additional Proxy Voting Form, contact Automic Registry Services.

SIGNING INSTRUCTIONS

You must sign this form as follows in the spaces provided

Individual: Where the holding is in one name, the Shareholder must sign.

Joint holding: Where the holding is in more than one name, all of the Shareholders should sign.

Power of attorney: If you have not already lodged the power of attorney with the registry, please attach a certified photocopy of the power of attorney to this Proxy Voting Form when you return it.

Companies: To be signed in accordance with your Constitution. Please sign in the appropriate box which indicates the office held by you.

Email Address: Please provide your email address in the space provided.

By providing your email address, you elect to receive all communications despatched by the Company electronically (where legally permissible) such as a Notice of Meeting, Proxy Voting Form and Annual Report via email.

CORPORATE REPRESENTATIVES

If a representative of the corporation is to attend the Meeting the appropriate ‘Appointment of Corporate Representative’ should be produced prior to admission. A form may be obtained from the Company’s share registry online at https://automic.com.au.

ATTENDING THE MEETING

Completion of a Proxy Voting Form will not prevent individual Shareholders from attending the Meeting in person if they wish. Where a Shareholder completes and lodges a valid Proxy Voting Form and attends the Meeting in person, then the proxy’s authority to speak and vote for that Shareholder is suspended while the Shareholder is present at the Meeting.

POWER OF ATTORNEY

If a representative as power of attorney of a Shareholder of the Company is to attend the Meeting, a certified copy of the Power of Attorney, or the original Power of Attorney, must be received by the Company in the same manner, and by the same time as outlined for proxy forms.
Return your completed form

BY MAIL
Automatic
GPO Box 5193
Sydney NSW 2001

IN PERSON
Automatic
Level 5, 126 Phillip Street
Sydney NSW 2000

BY EMAIL
meetings@automaticgroup.com.au

All enquiries to Automatic
WEBCHAT
PHONE
1300 288 664 (Within Australia)
+61 2 9698 5414 (Overseas)

Complete and return this form as instructed only if you do not vote online

I/we being a Shareholder entitled to attend and vote at the Annual General Meeting of AHA Life Holdings Limited, to be held at 9.00am (AEDT) on Wednesday 27 November 2019 at Automatic Group, Level 5, 126 Phillip Street, Sydney NSW 2000 hereby:

Appoint the Chairman of the Meeting (Chair) OR if you are not appointing the Chairman of the Meeting as your proxy, please write in the box provided below the name of the person or body corporate you are appointing as your proxy or failing the person so named or, if no person is named, the Chair, or the Chair’s nominee, to vote in accordance with the following directions, or, if no directions have been given, and subject to the relevant laws as the proxy sees fit and at any adjournment thereof.

The Chair intends to vote undirected proxies in favour of all Resolutions in which the Chair is entitled to vote.

Unless indicated otherwise by ticking the “for”, “against” or “abstain” box you will be authorising the Chair to vote in accordance with the Chair’s voting intention.

AUTHORITY FOR CHAIR TO VOTE UNDIRECTED PROXIES ON REMUNERATION RELATED RESOLUTIONS

Where I/we have appointed the Chair as my/our proxy (or where the Chair becomes my/our proxy by default), I/we expressly authorise the Chair to exercise my/our proxy on Resolutions 1, 4, 5, 6 & 7 (except where I/we have indicated a different voting intention below) even though Resolutions 1, 4, 5, 6 & 7 are connected directly or indirectly with the remuneration of a member of the Key Management Personnel, which includes the Chair.

Resolutions

1. Adoption of Remuneration Report

2. Re-election of Christopher Colfer as Director

3. ASX Listing Rule 7.1A Approval of Future Issue of Securities

4. Approval of Issue of Options to Michael Hill, Director of the Company

5. Approval of Issue of Options to Christopher Colfer, Director of the Company

6. Approval of Issue of Options to Michael Everett, Director of the Company

7. Approval of Issue of Options to Andrew Massenet, Director of the Company

Please note: If you mark the abstain box for a particular Resolution, you are directing your proxy not to vote on that Resolution on a show of hands or a poll and your votes will not be counted in computing the required majority on a poll.

SIGNATURE OF SECURITYHOLDERS – THIS MUST BE COMPLETED

Individual or Securityholder 1

Securityholder 2

Securityholder 3

Sole Director and Sole Company Secretary

Director

Director / Company Secretary

Contact Name:

Email Address:

Contact Daytime Telephone

Date (DD/MM/YY)

By providing your email address, you elect to receive all of your communications despatched by the Company electronically (where legally permissible).