

AHL

AHALIFE HOLDINGS LIMITED

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Trading Update

November 2020

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Sydney, Australia and Columbus, OH, USA

30th November 2020: Ahalife Holdings Limited (ASX: AHL)

Trading update and Name change

Highlights

- Strong October sales, our #1 month since launch
- November sales trending +75% vs. October
- Average daily sales in November are 5 times higher than February/March performance
- Black Friday was highest single day of sales in 2 years, +800% vs. 2019
- All communication channels converting well, record number of website visits and pageviews
- Advertising revenue bouncing back. Our Q2 and Q3 pre-booked sales above, or at LY level

Continuing our positive Q1 growth vs. LY of +1085% (DM), and +111% (Aha/KM), October was another record month for the business.

While we are yet to close the month, November's unaudited monthly net sales are trending +75% above October, a very positive result for the business by any measure.

The unpredictable holiday season has started well across all three sites. Black Friday was our largest sales day in 2 years, and a record individual day for Design Milk. We anticipate a strong December/January ecommerce trading period. Combined with our advertising revenue we remain confident of achieving breakeven in Q2/Q3.

Our holiday trading preparation focused on margin protection, competitive marketing and promotions, best ROI communication practices, and targeted vendor/product onboarding. All these actions are helping propel the business to a very strong Q2 performance and continues to further build the business for future growth.

Recognizing the fantastic growth and potential of Design Milk, in Q2 we will change our Australian Stock Exchange parent company listed name to Design Milk Co. Limited (ASX: DMC).



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“October was a great month, and November results are even stronger. Having the opportunity to launch ecommerce on Design Milk a year ago, linking our valued community of 9 million supporters, 24,000+ published articles, and network of small brands and designers has been fantastic. I am confident our audience growth, new vendors, and competitive communication strategies will continue to deliver strong results well beyond the holidays.

We have only just started to push the business beyond the “build” stage onto a growth path. We plan to double our vendor base in 2021, explore new, efficient ways of connecting our audience to our shops, and grow our media revenue through new modern design related partnerships.

An example of an exciting new sponsored media partnership with Lexus. More planned for 2021.



Engaging with our community and building trust through authentic, high quality editorial content is key to our success.

Our community appreciates, and is passionate about all things modern design related, whether that is tech, automotive, SpaceX suits, home décor, architecture, jewelry, accessories, or pet products. This gives us a long, positive runway to grow and expand. I am excited about our future opportunities, and once again want to thank our Team and the Board for their creative energy and support.”

Robert Mancini, CEO.

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1st December 2020: Ahalife Holdings Limited (ASX: AHL)

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For further inquiries regarding About Ahalife Holdings Limited (ASX: AHL) please contact:

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AHL owns and operates multiple e-Commerce websites that support independent brands and designers from around the world:

Design Milk, a world-renowned, award-winning digital media company that has thrived through the support of an engaged community of 8.6 million followers.

Ahalife, a premium eCommerce website and blog supporting designers and brands who produce female, urban, lifestyle products.

Kaufmann Mercantile, a blog and eCommerce website dedicated to independent craftsman and brands focused on sustainable manufacturing and product lifecycle.

For more information, please contact AHL Investor Relations.