

AHL Appoints New CEO

New York, USA and Sydney, Australia – 25th July 2018

AHALife Holdings Limited (ASX:AHL), <https://www.ahalife.com>, the leading player in the premium online market for independent and emerging brands, today announces the appointment of Mr. Robert Mancini as the new CEO of AHL.

Effective from July 30th 2018, Mr. Mancini will serve as the Company's Chief Executive Officer, bringing strong expertise in luxury and e-commerce to further drive the success of the Ahalife marketplace.

Mr. Mancini has an extensive global luxury goods and fast fashion background across all disciplines of the retail industry. Having started his career with **Ralph Lauren** he then spent 15 years with **Richemont**, initially overseeing the European, Middle East, African and Latin American regions before a move to Hong Kong in 2005 to manage the Asia Pacific & Greater China businesses for **Alfred Dunhill**.

In 2015, Mr. Mancini relocated to the United States with **LBrands** to support the international expansion of their brand portfolio which includes **Victoria's Secret** and **Bath & Body Works**. Upon joining **LBrands**, Mr. Mancini played a key role in the acquisition and integration of the Victoria's Secret Greater China business and has since overseen Victoria's Secret's International commercial and partner operations.

Interim Chief Executive Officer, Mr. Christopher Colfer said: "We're delighted to welcome Robert to AHL and believe his experience and expertise in high growth online businesses and the luxury industry will add value to the strategic direction and continued execution of the Ahalife marketplace. We look forward to working closely with him as we continue to scale the business and acquire customers across the United States."

Mr Mancini added: "I am very pleased to have the opportunity to join AHL and look forward to building on the success the business has achieved to date and further leveraging the solid platform that has been re-established. I am also looking forward to working with the Board of AHL and the management team."

Summary of Material Terms of Mr. Mancini's Executive Service Agreement

Commencement Date

July 30th, 2018

Details of Total Fixed Remuneration

USD \$60,000 for the first year of employment increasing to an annual salary of USD \$280,000 on the first anniversary of employment, inclusive of applicable superannuation.

In the first year of employment Mr. Mancini will receive performance rights to the value of USD \$220,000 being the difference between his first and second year annual salary.

1/12th of the total performance rights will vest at the end of every month for the 12 month period immediately following the appointment date with the first month of vesting beginning August 2018

AHL

AHALIFE HOLDINGS LIMITED

and will be delivered to Mr. Mancini on the first anniversary of his employment with AHL. The number of shares issued will be equivalent to 1/12th of USD \$220,000 at the 30-day volume weighted AHL share price.

Details of Equity Incentive Package

As part of his remuneration, subject to shareholder and regulatory approvals (if required), Mr. Mancini will be granted 16,908,954 options, which will be subject to time-based vesting conditions and revenue-based performance hurdles in accordance with the rules of the Executive and Employee Incentive Plan.

All vesting and delivery conditions are subject to leaver provisions and acceleration rights in the event of a change of control.

Notice Period

The Company or Mr Mancini may terminate the employment for any reason by giving 4 months' notice to the other.

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For further inquiries please contact:

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About AHAlife

AHAlife Holdings Limited (ASX: AHL) owns and operates a proprietary eCommerce platform. The Company currently operates two curated dropship marketplace brands (Ahalife and Kaufmann Mercantile) on its proprietary technology. Each site contains carefully selected designers and artisans who create and manage curated storefronts offering premium lifestyle products in the Women, Men and Home categories.

Customers can choose from a catalogue of over 80,000 items from 4,000+ carefully selected independent and emerging designers from all over the world who ship directly to the customer.

For more information, please contact AHL Investor Relations on ir@ahalife.com.
