

PLUKKATM

The premier discovery machine for the world's most creative fine jewellery

Presentation for APP Disruptive Lunch Series, 2 June 2016

Disclaimer

This presentation has been prepared by Plukka Ltd (the "Company"). It does not purport to contain all the information that a prospective investor may require in connection with any potential investment in the Company. You should not treat the contents of this presentation, or any information provided in connection with it, as financial advice, financial product advice or advice relating to legal, taxation or investment matters.

No representation or warranty (whether express or implied) is made by the Company or any of its officers, advisers, agents or employees as to the accuracy, completeness or reasonableness of the information, statements, opinions or matters (express or implied) arising out of, contained in or derived from this presentation or provided in connection with it, or any omission from this presentation, nor as to the attainability of any estimates, forecasts or projections set out in this presentation.

This presentation is provided expressly on the basis that you will carry out your own independent inquiries into the matters contained in the presentation and make your own independent decisions about the affairs, financial position or prospects of the Company. The Company reserves the right to update, amend or supplement the information at any time in its absolute discretion (without incurring any obligation to do so).

Neither the Company, nor its related bodies corporate, officers, their advisers, agents and employees accept any responsibility or liability to you or to any other person or entity arising out of this presentation including pursuant to the general law (whether for negligence, under statute or otherwise), or under the Australian Securities and Investments Commission Act 2001, Corporations Act 2001, Competition and Consumer Act 2010 or any corresponding provision of any Australian state or territory legislation (or the law of any similar legislation in any other jurisdiction), or similar provision under any applicable law. Any such responsibility or liability is, to the maximum extent permitted by law, expressly disclaimed and excluded.

Nothing in this material should be construed as either an offer to sell or a solicitation of an offer to buy or sell securities. It does not include all available information and should not be used in isolation as a basis to invest in the Company.

Future matters

This presentation contains reference to certain intentions, expectations, future plans, strategy and prospects of the Company.

Those intentions, expectations, future plans, strategy and prospects may or may not be achieved. They are based on certain assumptions, which may not be met or on which views may differ and may be affected by known and unknown risks. The performance and operations of the Company may be influenced by a number of factors, many of which are outside the control of the Company. No representation or warranty, express or implied, is made by the Company, or any of its directors, officers, employees, advisers or agents that any intentions, expectations or plans will be achieved either totally or partially or that any particular rate of return will be achieved.

Given the risks and uncertainties that may cause the Company's actual future results, performance or achievements to be materially different from those expected, planned or intended, recipients should not place undue reliance on these intentions, expectations, future plans, strategy and prospects. The Company does not warrant or represent that the actual results, performance or achievements will be as expected, planned or intended.

US Disclosure

This document does not constitute any part of any offer to sell, or the solicitation of an offer to buy, any securities in the United States or to, or for the account or benefit of any "US person" as defined in Regulation S under the US Securities Act of 1993 ("Securities Act"). The Company's shares have not been, and will not be, registered under the Securities Act or the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold in the United States or to any US person without being so registered or pursuant to an exemption from registration including an exemption for qualified institutional buyers.

Introduction: Natalia Obolensky, CEO Plukka

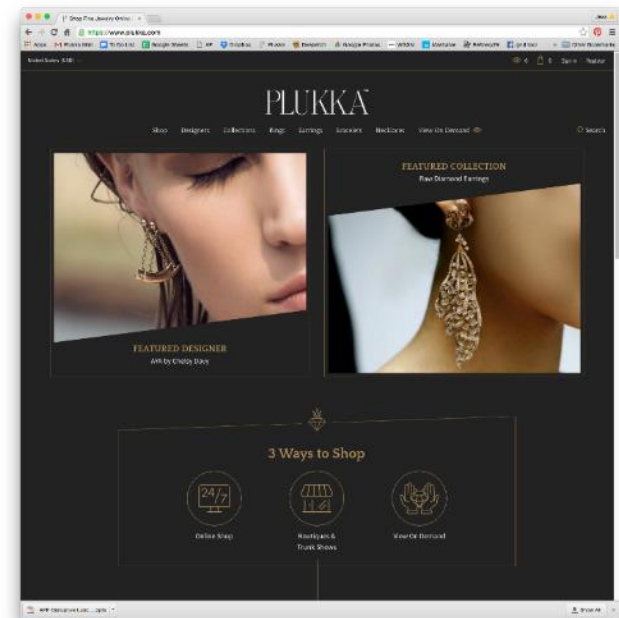


- Chief executive officer and Director, Plukka
- Former Founder and CEO of CitySwish, London-based on-demand lifestyle services company
- 5 years' experience as management consultant with Bain & Company
- MBA from INSEAD; Honours undergraduate degree from Brown University and Sciences-Po, Paris

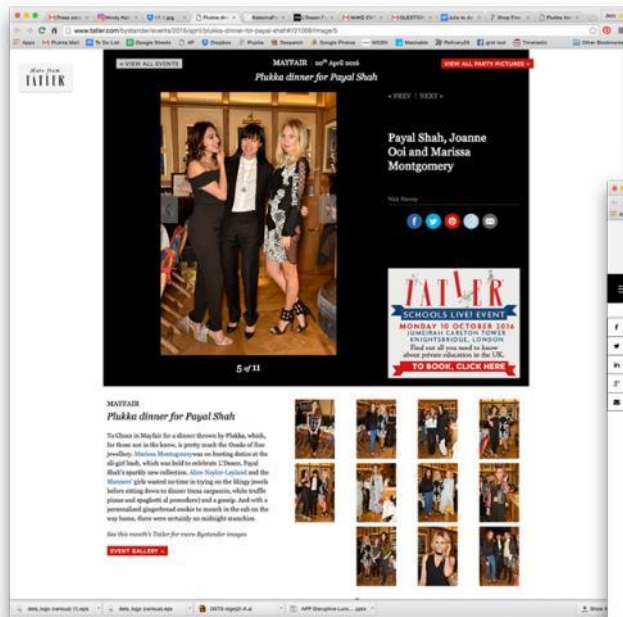


Introduction: What is Plukka?

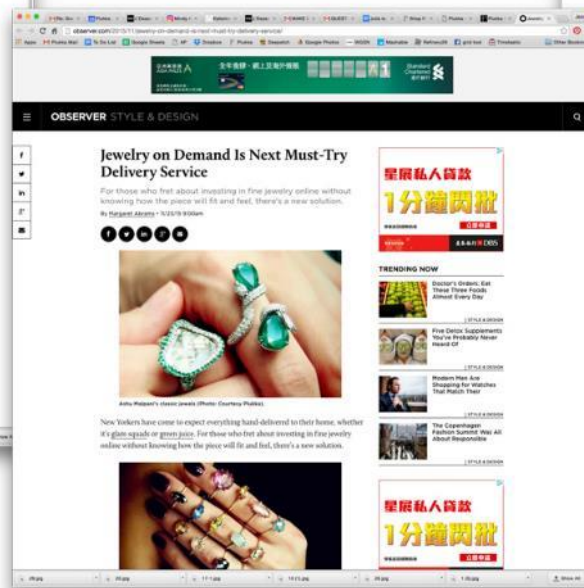
- PLUKKA is an international, branded fine jewellery retailer with physical stores in Hong Kong and London and a global e-commerce platform



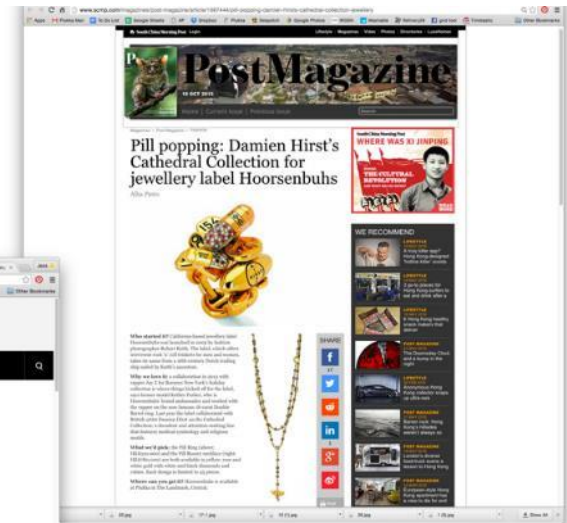
PLUKKA has achieved global recognition from the top fashion and business press...



Tatler online
L'Dezen launch in London



New York Observer
Plukka View On Demand
(VOD) service being
introduced



Post Magazine
Hoorsenbuhs launch
in Hong Kong

Including: Vogue, Elle, InStyle, The Zoe Report, Coveteur, etc.

...as well as a number of celebrity endorsements



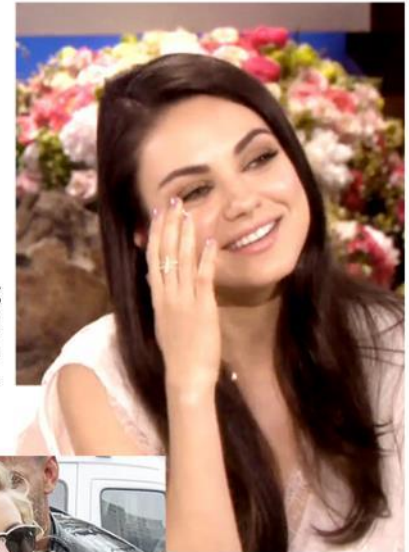
Christina Aguilera wearing "Linee Misteriose" Black Spinel Diamond Multi Band Ring by Dionea Orcini while judging an episode of "The Voice" in LA.



Alessandra Ambrosio wearing "Ariel" Diamond Hoop Earrings by Plukka on "El Hormiguero" TV Show in Madrid.



Mila Kunis wearing "Linee Misteriose" Diamond Multi Band Ring by Dionea Orcini on The Ellen DeGeneres Show in LA.



Kate Hudson wearing Diamond & 18K Rose Gold Two Finger Ring by Plukka at the "World Of Cyberobics" Presentation in Berlin.

An industry ripe for disruption

The fine jewellery industry resembles the fragmented and localised apparel industry of the 1980s, but is predicted to follow the same trajectory of globalization and consolidation, at a much faster pace

Healthy and Growing Market

- €148b in 2014
- Growing 5-6% per year

Consolidation of fragmented industry

- Top 10 players present 12%
- Smaller players struggling

Branding increasingly important

- Smaller brands will look for distribution platforms

Online sales set to double by 2020

- Only 4% vs. 14% in apparel
- No compelling online offer

Source: McKinsey, "Perspectives on Retail & Consumer Goods", Number 2, Winter 2013/14 & "The 2014 US Jewellery State of the Market Report" Edahn Golan Diamond Research and Data

The PLUKKA business model www.plukka.com | 8

disrupts both the supply and the demand side

DEMAND

When buying fine jewellery today, most consumers are limited to well known brands, or hyper local jewellers, most of which have limited online presence.

Plukka offers these consumers:

- Highly curated, but ever changing, selection of jewellery
- Ability to find something that is unique
- A quality guarantee that jewellery is all investment grade
- The ability to consume off-line, on-line or via View on Demand

PLUKKA™

SUPPLY

Working as a jewellery designer is highly capital intensive, with many small players are unable to assume sales/ marketing costs.

Plukka offers the most creative amongst them:

- A fully paid marketing platform, with global representation
- A launch programme, including events
- Ability to participate in incubation programme, reducing capex requirement for further lines

Key sources of PLUKKA disruption

PLUKKA has a number of competitive advantages on both the supply and demand side, but there are three main sources of disruption:

- 1. 'Bricks and clicks' model*
- 2. No inventory*
- 3. Strategic vertical integration partnerships*

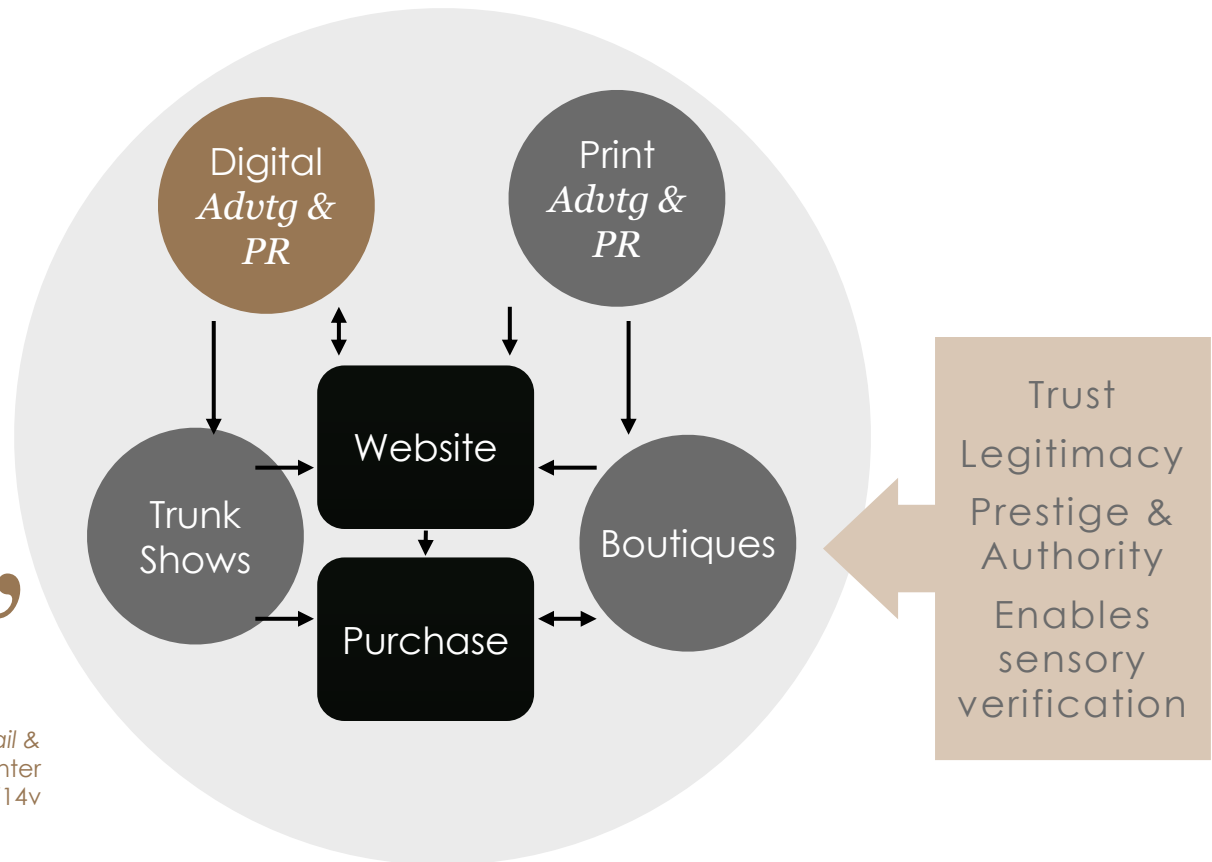


‘Bricks and clicks’ model



“Brick-and-mortar stores provide the opportunity to touch and feel the merchandise – a crucial factor in a high-involvement category driven by sensory experience”

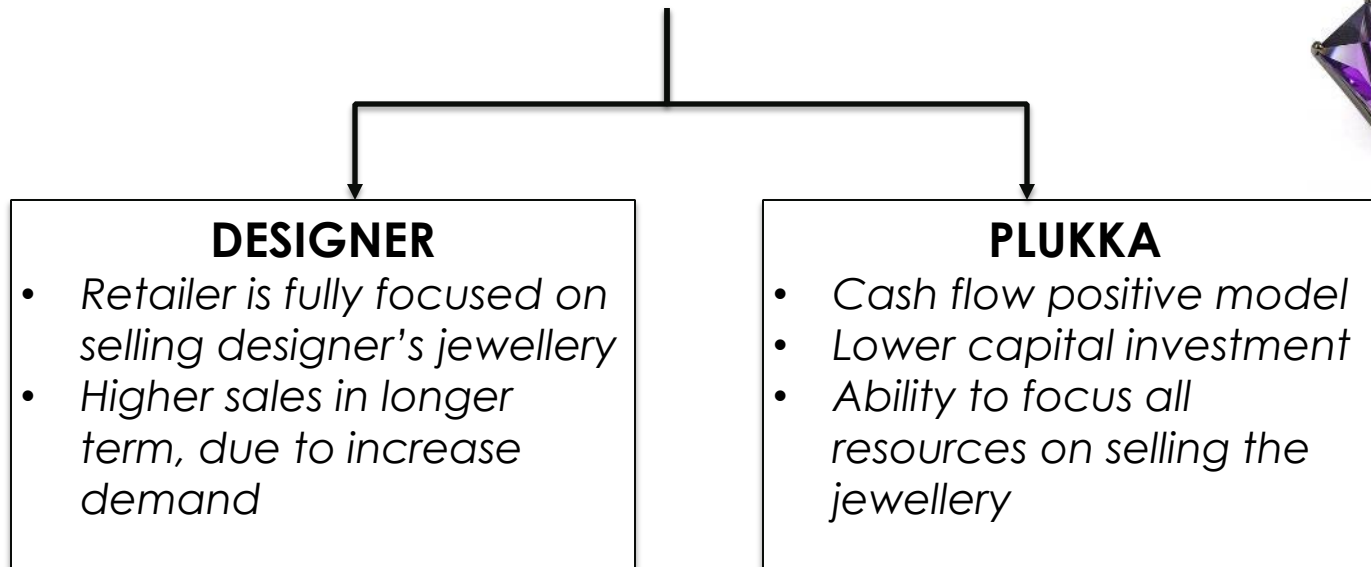
McKinsey, “Perspectives on Retail & Consumer Goods”, Number 2, Winter 2013/14v



All marketing activity reinforces online customer acquisition

Consignment-only business model

- Traditionally, jewellery companies are required to invest significant capital in inventory for their physical boutiques
- By working on an almost inventory-free model, PLUKKA is able to invest all of that cash into actually selling the jewellery



Vertically integrated business

Strategic partnership with Treliss, an upstream diamond cutter and polisher, was announced on 30 May, 2016 and creates and unprecedented vertical alignment in the industry



Increased data

- Combined market data enables PLUKKA and Treliss to target markets with the most potential for sales
- Increase data allows for additional monitoring of trends and competitive intelligence

Improved margins

- By integrating up the manufacturing chain, and eliminating a layer of margin, PLUKKA can increase average margins from current 40%+



Designer incubation

- The upstream partnership allows PLUKKA to seek the most talented and creative designers, and in coordinating with Treliss, produce exclusive PLUKKA ranges without incurring inventory risk

Business plan implementation

Open physical stores

- Ensure a presence in the USA, Hong Kong and Europe with jewel box vitrine stores, in prestigious but cost effective locations
- Use boutiques as marketing billboards to drive online traffic



Focus on driving traffic to website

- Strong digital marketing campaign to lower online customer acquisition costs
- Online partnerships with other brands with similar customer bases
- Focus on attracting high traffic jewellery designers with built in SEO bases
- Maintain ROI based online marketing approach focused on the North American market

Launch global incubation programme

- Identify and incubate the most creative designers, exclusive to PLUKKA
- Leverage combined data to focus on most commercially viable designs
- Benefit from increased margins via streamlined manufacturing process



PLUKKA is set to disrupt the industry worldwide

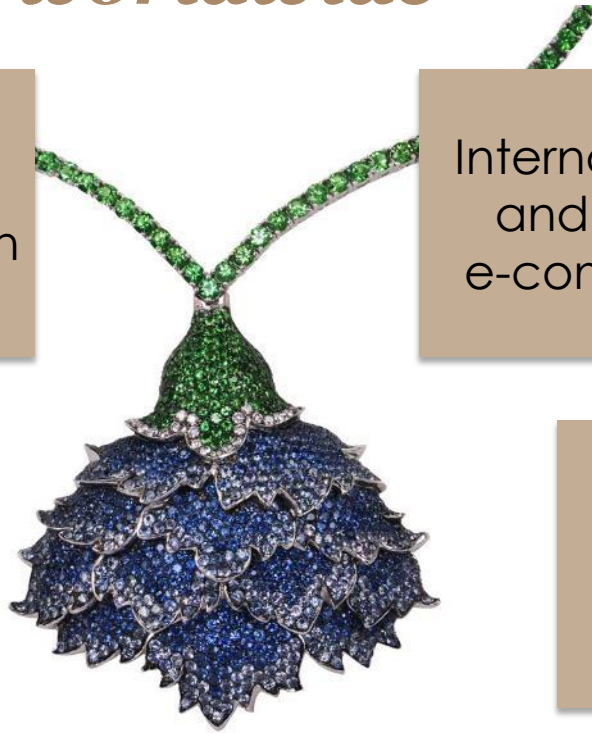
Fragmented (growing) market ripe for disruption

International boutiques and state-of-the-art e-commerce platform

No inventory business model, attracting top jewellery designers world wide

Experienced team with industry and entrepreneurial experience

Vertically integrated business model



PLUKKATM

Suite 501, Hoseinee House, 69 Wyndham Street, Central, Hong Kong
www.plukka.com

Contact details:

Natalia Obolensky
Chief Executive Officer
Natalia@cityswish.com
+852 6533 3989

Charly Duffy
Company Secretary
charly@secpluslegal.com
+61 4 0908 3780