

**DISCLOSURE:** The contents of this document are as submitted by the issuer and Fundaztic has not verified and does not vouch for the accuracy or authenticity of the contents provided herein.

Notwithstanding the above, Fundaztic has, among others, conducted the following due diligence checking:-

- a) Verify the accuracy of the constitutional documents and information submitted by the issuer against reports extracted from official sources such as SSM (Suruhanjaya Syarikat Malaysia), CCRIS (Bank Negara Malaysia), CTOS and Credit Bureau Malaysia
- b) Perform reasonable care, including site visit when it is deemed necessary, to ensure the existence of the business operations of the issuer
- c) Evaluate to ensure that the issuer meets and complies with Fundaztic's credit and scorecard requirements for listing

## **BACKGROUND OF BUSINESS**

### **A. Who are we**

Our company established by a group of young, vibrant experienced individual expertise in Application Development, Value-Added Internet Development, IT Systems Integration and Software Customization that enhance the professionalism of customer services.

### **B. What do we do**

The company primarily involved in designs and sells self-service kiosks, ticketing vending machines and other computer related products.

Our products are mainly :

- a series of computer equipment and other related accessories
- a series of network and communication infrastructure, servers and enterprise software from more than 30 leading principals such as HP, IBM, Cisco, Asus, Microsoft, Apple, Dell, Oracle, Epson, Samsung, Buffalo, Adobe, Juniper, Blue Coat and Lenovo, a series of kiosk hardware and software solutions.

Our services are mainly are to provide full range of consulting services and business solutions expertise to government licensed system integrators

### **C. When did we start our business operations**

We registered our business in 9 June 2006 and started operating in January 2007.

### **D. Where we are operating our business in**

Our management office is located in Kompleks Kantonmen, Jalan Ipoh. Our store to keep our stock are located at Kepong Entrepreneur park. The rental for the management office is RM3,500 per month and we have signed a tenancy agreement for 3 years. The agreement is due for renewal in August 2021. The rental for the store is RM1,500 per month and we have signed a tenancy agreement for 3 years. The agreement is due for renewal in June 2021. So far, we do not have any intention to relocate or move and the landlord has indicated that there will be no increase in rental.

#### **E. How much have we invested into the business to-date**

We have invested more than RM500,000 in our business already

#### **F. No. of Outlets/Branches we have now (if any)**

We currently just have 1 management office in Komplek Kantonmen, Jalan Ipoh and 1 store in Kepong. Part of the profits earned from the business intended to invest in own property.

#### **G. Our Annual Sales Turnover**

Last 12 months turnover: RM 8,213,283

Last month's turnover: RM 1,250,000

This month's turnover (projected): RM 915,000

This year (current 12 months) turnover: RM 9,500,000 this is projection only.

Incremental monthly turnover with the funds: RM 100,000 (normally increment of 10% - 15% is expected)

#### **H. Experience of our Key Management Team**

Our CEO, has been with this business since the date of incorporation. He held a professional qualification from The Association of Certified Chartered Accountant in UK and was admitted to the Malaysia Institution of Accountant as a Registered Accountant. He is currently holding the position as Managing Director.

Prior to joining here, he held several managerial positions in various organizations during last thirty years. Not only his knowledge in management and accounts, he further positions himself as solution provider or consultant for most of the company in the market.

Our Marketing Manager, aged 39 , has been with this business since the 1st June 2018. He is currently holding a position of Marketing Manager.

Prior to joining, he held several managerial positions in various organizations during last ten years. Not only his knowledge in management and marketing, he further positions himself as solution provider or consultant for most of the company in the market.

Our finance manager, also has more than twenty years of experience, has been with Esteem Devise since the 30th May 2014. She handle all accounting and cashflows activities of the company.

#### **I. Staffing – Staff Strength**

CEO - oversee whole company activities and monitoring performance of the company and report the shareholders.

Marketing Manager - developing, implementing and executing strategic marketing plans for the company in order to attract potential customers and retain existing ones.

Finance Manager - Monitor the day-to-day financial operations within the company, such as payroll, invoicing, and other transactions.

Senior Finance Executive - prepares the day-to-day financial operations within the company, such as payroll, invoicing, and other transactions and assist Finance Manager in ensuring all financing activities are in place.

#### **J. How we intend to use and repay the funds**

We have applied for RM100,000 in funding for the purpose of bringing in more stocks and working capital purposes. Our gross profit margin are around 10% and averagely we can profit around RM75,000 per month and net profit will be around RM25,000 per month. With this profit level, we are confident that we can be able to promptly make monthly repayment.

#### **K. Other supporting information about our company**

Our working office:

