

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

We are a well known public figure in the Malaysian property industry.

B. What do we do

We are the company that was set up to provide editorial content to various publications and online portals (mainly within the property sector). We also organise the annual prestigious Malaysian Property Press Awards together with The Malaysian Global Business Forum.

C. When did we start our business operations

The company registered and start operated at Aug 2012.

D. Where we are operating our business in

At the moment, it is a home based operation.

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

To date, the company has been self-funded by the owner with approximately RM100,000.00 over the past 8 years.

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

No branches – just the single operations.

G. Our Annual Sales Turnover

Roughly between RM300,000.00 and RM420,000.00 per annum.

H. Experience of our Key Management

The experience of the sole proprietor:

1. Graduated with honors in Mass Communication. Currently the Managing Director & Group Editor of the company. Has 20 years of experience, indulging in corporate communications, business development, copywriting, journalism, sales & marketing both locally and abroad.

2. Renowned speaker, trainer and Chairman & Organisor of the sought after & prestigious Annual Property Press Awards. He is also the in-house property guru for local radio show that is aired on national radio.

3 Publisher of E-magazines, and content provider for several online portals. He has received several awards from renowned organizations for his work, company and personality.

-Metropolitan Home TRUSTED BRAND AWARDS by ACG media for uniqueness and credibility of the property awards.

I. Staffing – Staff Strength

2 Full time, 6 part time / freelance

J. How we intend to use and repay the funds

We would like to expand the business by introducing a new E-magazine on property. The editorial for the pilot issue has already been done, however, we need funds for website hosting, designing, e-distribution, promotions and working capital. These funds will very much help here. We estimate revenue earnings of at least RM250,000 per annum with this project to start with.

K. Other supporting information about our company

Recently won 'The Best Property Reporting' award from The Malaysian Quill Media Awards. We also have an ongoing ad hoc contract with Star Property as well as MalayMail.