

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 offering full range of baby & maternity products and currently being distributed in both online & offline channels.

B. What do we do

We are focusing on in-house brand and all our products are developed through R&D. We do have our contract manufacturer from Korea & China. We are targeting mid-high class customer at good quality and affordable pricing strategy.

C. When did we start our business operations

We started our business backed in 2013.

D. Where we are operating our business in

Our office is currently based in Johor Bahru.

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

We have invested RM300,000 in our business till now.

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

Our products are widely distributed in more than 130 baby stores and major e-marketplace (e.g: Lazada, Shopee, Motherhood.com.my, etc...)

G. Our Annual Sales Turnover

FY2017 – RM645k (audited)

FY2018 – RM1.2mil (audited)

H. Experience of our Key Management Team

Our management team has more than 10-year experience in product development and sales & marketing in baby & maternity industry.

I. Staffing – Staff Strength

CEO – 1

COO – 1

Sales – 3

Account – 1

Admin – 1

Logistics - 2

Marketing – 1

Designer – 1

J. How we intend to use and repay the funds

We applied for RM100,000 in funding for the purpose of introducing new product line-up. We are looking to spend RM 85,0000 on new product's inventory and the remaining balance will be used for marketing purpose.

As for the new stocks, we can make a gross profit of about 60% - 65% and we aim to hit our sales to RM150k – RM170k per month. Currently, our average sales is about RM110k and our operating expenses are about RM60k per month.

In addition, we have very strong existing distribution network and we are very confident that the repayment is not an issue. Therefore, we will be able to promptly repay the monthly installment.

K. Other supporting information about our company

We have won multiple awards which are awarded by media and bank for the past few years.