

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 specialized retailer providing high-quality baby products, maternity essentials, and household items. Our mission is to be a trusted partner for parents, offering innovative and eco-friendly solutions for parenting needs.

B. What do we do

We sell a comprehensive range of baby and parenting products, including strollers, car seats, feeding accessories, and baby care items. We also provide value-added services such as stroller and car seat cleaning and breast pump rentals. Recently, we have expanded our product portfolio to include ecofriendly parenting essentials, supporting sustainability efforts.

C. When did we start our business operations

We began operations on November 1, 2020, after registering the business on September 30, 2020.

D. Where we are operating our business in

We operate from our headquarters at Pusat Perdagangan Ekoflora, Taman Ekoflora, Johor Bahru, and we are opening an additional outlet at Paradigm Mall, Johor Bahru.

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

We have invested RM100,000 in paid-up capital, alongside additional funding for product inventory, store setup, marketing campaigns, and operational costs.

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

We currently operate one headquarters and are in the process of establishing a new outlet at Paradigm Mall.

G. Our Annual Sales Turnover

- 2023–2024 Sales Turnover: RM2,674,490
- Projected Turnover for 2024: RM3,000,000

H. Experience of our Key Management Team

Our management team has 8 years of experience in the retail industry, with expertise in business strategy and customer engagement. The team has been recognized for its innovative approach, including receiving The Malaysia Intellectual Property Elites Award 2022.

I. Staffing – Staff Strength

- Owner: 1
 - Account Admin: 1
 - Admin Assistant: 1
 - Head of Sales: 1
 - Retail Supervisors: 2
 - Contract Workers: 2
 - Long-term Part-Timers: 2
- (Total Staff: 10)

J. How we intend to use and repay the funds

We intend to use the funds to:

1. Open a new outlet at Paradigm Mall, incorporating eco-friendly product zones and new service offerings.
2. Develop a proprietary mobile app to enhance customer engagement and boost memberships.
3. Expand our marketing efforts to promote sustainable parenting through eco-friendly products.

Repayment Plan: The funds will be repaid through increased revenue generated from the new outlet, enhanced sales from eco-friendly products, and revenue streams from the mobile app and new services.

K. Other supporting information about our company

1. Commitment to Sustainability: We actively promote eco-conscious parenting by introducing sustainable products and campaigns.
2. Innovative Services: Launching stroller and car seat cleaning services by February 2025.
3. Proven Growth: With steady annual sales growth, we are on track to achieve our financial and operational goals for 2024 and beyond.

Platform Remarks

This is a 2nd funding request by an existing issuer who had successfully raised RM50,000 under Note No. 3638 at our platform. Repayment of Note No. 3638 has been prompt & regular for the last 23 months and the principal outstanding sum prior to the hosting of this note is RM2,083.33