REMARK : The business plans presented on this platform are submitted by the respective issuers and reflect their original content. Fundaztic prioritizes the direct representation of the issuer's vision and as such, we do not undertake editorial modifications (e.g., correcting spelling, grammar, or typographical errors).

BACKGROUND OF BUSINESS

A. Who are we
We are an online brand owner.

B. What do we do
We operate as an online retail business specializing in the distribution of consumer products. We are a brand owner of a fast-growing consumer soap brand that is 100% vegan and cruelty-free, catering to the growing demand for ethical and sustainable personal care products.
Our business maintains a strong digital presence across major e-commerce platforms, including Lazada, Shopee, and TikTok Shop, enabling us to reach a broad and diverse customer base.

C. When did we start our business operations
We have been registered since 2017 and launched a fast-growing consumer soap brand in 2025.

D. Where we are operating our business in
Our Headquarter/administrative office is located in Kuala Lumpur. Our warehousing and fulfilment facilities are based in Shah Alam, Selangor, enabling efficient inventory management and timely order processing to support our online sales channels.

E. How much have we invested into the business to-date
We have invested approximately RM1,837,400.00 *(up-to-date)* in inventory purchases and marketing ads spend.

F. No. of Outlets/Branches we have now (if any)
Our Headquarter/administrative office is located in Kuala Lumpur. Our warehousing and fulfilment facilities are based in Balakong, Selangor, enabling efficient inventory management and timely order processing to support our online sales channels.

G. Our Financial Summary

Year	**Turnover (after seller discount)**	**Total Expenses**	**Profit / (Losses)**
2025	1,656,452.04	2,095,287.50	(438,835.46)*
2026 up to date ^	2,102,558.55	2,079,644.30	22,914.25

**The company is currently in its growth phase, and the losses recorded are primarily due to high marketing expenditure required to drive rapid growth and establish presence on competitive platforms such as TikTok.*
The business has shown improving performance, driven by improved return on advertising spend (ROAS).
^Please note that these numbers are based on management accounts and are subject to finalisation.

H. Experience of our Key Management Team
The company is led by an Executive Chairman who is a globally recognized technopreneur and a board member of national digital and payment infrastructure agencies. The management team consists of

experts in digital economy scaling, marketplace optimization, and operational management, ensuring institutional-grade governance and strategic oversight.

I. Staffing – Staff Strength
Directors – 2
Finance -1
Admin -1
Head - 1
Marketing -1

J. How we intend to use and repay the funds
The working capital will be strategically deployed to scale up inventory for proven, high-demand product lines, ensuring consistent product availability and the ability to meet growing customer demand.
In addition, a portion of the funds will be allocated toward intensive marketing and digital advertising campaigns to enhance brand visibility, strengthen market positioning, and capture a larger share of the e-commerce market.

K. Other supporting information about our company

Platform Remarks

This is an exclusive Short-Term Financing CN product. This issuer has an approved limit of RM500,000 under this product. The current limit drawn including this NOTE is RM 375,000. At the point of hosting, total exposure including this Note is RM375,000.00 which comprises Note Nos 8459 & 8592.