

Business Update (January 2013) - Moda Unica



Highlights

- Finalized the e-commerce business plan.
- Exploring e-commerce aggregator opportunities.
- We are finalizing the contract for the RSPCA.
- We have tested our first media article with News Life Media (too soon to gauge reaction).
- Exploring Pet Bond opportunity.
- Launched a revised PawBag and ClawBag site which sees the increase in our conversion rate.
- We have started developing the pet community portal.

Top Opportunities

- RSPCA – Licensing deal.
- Start-up E-Commerce – Aggregator of smaller pet e-com business (WFP, Pookinuk, PFL).
- News Life Media – Continue testing with other articles

Key personnel

- We have hired on a three month trial a COO and are looking into resources for accounting and sales.

Sydney Angel Sidecar Fund Investment

- Cost of Investment \$145,006
- Book Value \$145,006