

Business Update (March 2013) - Moda Unica



Highlights

- We are weeks away from getting the contract from the RSPCA. We are in continuous talks with them.
- ModaUnica's updated business plan is about to be finalized.
- We have started testing other ways to promote PawBag and ClawBag.
- Have started talking to other investors for our next round.
- We are still exploring options in e-commerce.
- We are waiting for confirmation of new orders from Italy and Brazil for our Fiorucci branded products.
- We are exploring the possibility of an RSPCA catalogue business. This will allow MU to own another channel to market.

Top Opportunities

- RSPCA – Licensing deal. The contract is about to be sent to us for review.
- E-Commerce – We are exploring various ecommerce opportunities.
- Paws for Life - Supply agreement for accessories.
- PawBag - Testing other ways to market the bags. We will be exploring international shipping.

Top issues

- Series A – We need to start exploring possible investors.
- Resources – accounting, sales people and digital marketing.
- Funding – We need to go to market as soon as we have signed the RSPCA contract. Depending on how long the capital raising process may take, we might need a bridging loan.

Sydney Angel Sidecar Fund Investment

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