

sihaté

2022 Investor Pitching Slides

sihaté

Who are We?

- **Herbliss (M) Sdn. Bhd. (Herbliss) is a startup providing high quality natural organic supplements such as extra virgin olive oil, habbatus sauda honey, habbatus sauda oil (more product coming). We are a brand owner of Sihate'.**
- **We import all those products, repack and rebrand under our brand.**
- **Our products are distributed by former Olive House main distributor, Mrozie Holdings Sdn. Bhd. From April 2021.**
(revenue selling Olive House products was RM10 millions in 2019) – by SSM record

sihaté

The Men Behind the Brand

Mr Adly Mukhtar & Mr Hj Azham Zamiri



Mr Adly (left) & Mr Azham (right) at Olive Tree Farm at Milas, Turkey.

Mr Hj Azham Zamiri is a founder of his own legal firm, Azham Zamiri & Co since 1997. His firm have offices in Kota Bharu (Kelantan), Tanah Merah (Kelantan) and Shah Alam (Selangor).

He also co-found Myhartanah Development Sdn. Bhd since 2018 which has vast land developments in Kelantan & Perak, GDV more than RM50 millions.

Mr Adly Mukhtar is a founder of Malaysia biggest Praying Mat company, Amru International Sdn. Bhd. (www.amru.com) since 2018. His company also hold the exclusive right to market Prayer Mat from Nabawi Mosque (Madinah), Al-Munawara for Malaysia & Indonesia market.

sihaté

The Men Behind the Brand

Dr Wan Nasyruddin



Dr Wan Nasyruddin is a lecturer in Tafsir (exegesis), Al-Quran Science & Miracle, and Sunnah in Universiti Kebangsaan Malaysia (UKM).

He actively appear in media like TV-Al Hijrah, RTM Selamat Pagi Malaysia, radio and invited by many government agencies to share about “The Right Sunnah Eating”.

He also author to the book, “Indahnya Pemakanan & Perubatan Islam” which based according to his team research.

sihaté



Extra Virgin Olive Oil (EVOO)
250ml & 50ml



Gold Medal Award in International Olive Oil Contest 2021 in Italy

Best Selling Product:

7,000 bottles sold in 2020

29,619 bottles sold in 2021

1st in Malaysia importing EVOO using cold container (to maintain Extra Virgin quality)

Forecast in 2022:

80,000 bottles

Multiple Certifications:



sihaté



**Habbatus Sauda
Flower Honey 250g &
50g**

Newly introduced in late 2020

300 bottles sold in 2020

13,443 bottles sold in 2021

Forecast in 2022:

30,000 bottles

Multiple Certifications:



sihaté



**Habbatus
Sauda 50ml &
10 ml**

**1,800 bottles sold in 2020
38,380 bottles sold in 2021**

**Forecast in 2022:
40,000 bottles**

Multiple Certifications:



sihaté

**FORECASTING 2022 – RM
10,708,805**

SALES IN 2021 – RM
4,433,131.16

SALES IN 2020 – RM 654,070.24

SALES IN 2019 – RM 40,308.30



sihaté

Unit Sold from January 2021 till December 2021

| <u>Month</u> | <u>EVOO (Olive)</u> | <u>Honey</u> | <u>Habbatussauda Oil</u> | <u>Value in RM</u> |
|--------------|-------------------------|--------------|------------------------------|--------------------|
| January | 1335 | 568 | 948 | RM 143,592 |
| February | 952 | 202 | 182 | RM 127,973 |
| March | 890 | 270 | 463 | RM 119,754 |
| April | 736 | 505 | 912 | RM 228,412 |
| May | 4190 | 1624 | 5483 | RM 320,497 |
| June | 3199 | 1753 | 3558 | RM 171,852 |
| July | 6392 | 3666 | 6534 | RM271,944 |
| August | 2878 | 1495 | 8859 | RM242,880 |
| September | 2636 | 1471 | 7886 | RM153,372 |
| October | 328 | 191 | 538 | RM61,258 |
| November | 2018 | 432 | 1724 | RM125,131 |
| December | 9852 | 1268 | 8964 | RM605,888 |

sihaté

FORECAST SALES IN 2022



EVOO:
80,000 bottles X RM 55
RM 4.40 millions



COGS EVOO:
80,000 bottles x RM 30
RM 2.4 millions

**HABBATUS SAUDA FLOWER
HONEY:**
30,000 bottles X RM 50
RM 1.50 millions



**COGS HABBATUS SAUDA
FLOWER HONEY:**
30,000 bottles x RM 30
RM 0.9 millions

HABBATUS SAUDA OIL:
40,000 bottles X RM 7
RM 280,000



COGS HABBATUS SAUDA OIL:
40,000 x RM 7
RM 280,000

* COGS = Cost of Good Sold (include the packaging)

sihaté

Investment Offer

| | Minimum Target | Maximum Target |
|---|--|-----------------------|
| Target Amount | RM 300,000 | RM 500,000 |
| Type of Shares to be Issued | Preference Sa'ada Shares (With Purchase Back Undertaking) | |
| Pre-Money Valuation | RM 3,500,000 | |
| No. of Existing Share(s) Before Fundraising Exercise | 100,000 | |
| Price Per Share For ECF Exercise | RM 35 | |
| No. of New Shares to be Issued | 8,572 | 14,286 |
| Post-Money Valuation | RM 3,800,000 | RM 4,000,000 |
| Equity Offered | 7.90% | 12.5% |

sihaté

Investment Offer (Cont.)

| | Minimum Target | Maximum Target |
|---|--|-----------------------|
| Minimum Investment Target Amount | RM 1,750 | |
| Target Purchase Back Period | Projected to be after 36 Months (3 Years) | |
| Target Purchase Back Price Premium | Projected to be 10% above Price per Share for Fundraising Campaign | |
| Target Dividends | Up to 20% per annum out of Net Profit for the year, based on investors' equity, subject to the corresponding Dividends Milestone | |
| Campaign Period | Up to 90 Days | |

sihaté

Fundraising Usage (RM300K)

| Details | Amount (RM) | % |
|-------------------------------------|--------------------|-------------|
| Purchasing of Raw Materials | 255,000 | 85.0% |
| Packaging and Printing of Materials | 25,200 | 8.4% |
| Purchasing of Machinery | 10,800 | 3.6% |
| Contingency Costs | 9,000 | 3.0% |
| Total | 300,000 | 100% |

sihaté

Fundraising Usage (RM500K)

| Details | Amount (RM) | % |
|-------------------------------------|--------------------|-------------|
| Purchasing of Raw Materials | 425,000 | 85.0% |
| Packaging and Printing of Materials | 42,000 | 8.4% |
| Purchasing of Machinery | 18,000 | 3.6% |
| Contingency Costs | 15,000 | 3.0% |
| Total | 500,000 | 100% |



Dividend Milestone

Herbliss targets to offer dividends of up to **20% per annum out of Net Profit for the year**, based on investors' equity, depending on whether Herbliss reaches its projected **Net Profit** based on its projected financials for the year.

In the event that Herbliss is not able to achieve the targeted milestone for the year, It shall still target to offer dividends for the year, but on a reduced proportionate basis instead based on the following:-

| Milestone Achievement Range Based On Projected <u>Net Profit</u> | Total Targeted Dividend Payout to All Shareholders |
|---|---|
| 80% to 100% or higher | Up to 20% |
| 60% to 79.9% | Up to 15% |
| 40% to 59.9% | Up to 10% |
| 20% to 39.9% | Up to 5% |



Financial Performance

| Details (RM) | 2019 (Audited Account) | 2020 (Audited Account) | 2021 (Management Account) |
|--------------------------|---------------------------|---------------------------|------------------------------|
| Revenue | 1,958,416 | 694,083 | 4,432,991 |
| Gross Profit | 879,836 | 484,677 | 2,706,553 |
| Other Income | N/A | 36,932 | 2,605 |
| Operating Expenses | 919,513 | 486,400 | 1,267,223 |
| EBITDA | N/A | N/A | N/A |
| Net Profit | (39,677) | 35,209 | 1,441,935 |
| Cash In Hand | 7,973 | 22,843 | 32,730 |
| Long-Term Debts | N/A | N/A | N/A |
| Total Assets | 294,630 | 672,526 | 2,215,796 |
| Total Liabilities | 243,821 | 584,113 | 687,843 |
| Company Net Worth | 50,809 | 88,413 | 1,527,953 |

sihaté

5-Year Financial Projections

| Figures in MYR | 2022 | 2023 | 2024 | 2025 | 2026 |
|--|-------------------|-------------------|-------------------|-------------------|-------------------|
| No. of Units Sold (Units) | 405,576 | 578,457 | 694,148 | 947,328 | 1,136,794 |
| Revenue | 10,708,805 | 16,063,208 | 19,275,850 | 26,956,190 | 32,383,428 |
| (Less) Cost of Sales and Operational Costs | (8,567,045) | (12,850,566) | (14,842,680) | (21,588,952) | (25,906,742) |
| EBITDA | 2,141,760 | 3,212,642 | 3,855,170 | 5,397,238 | 6,476,686 |
| Net Profit After Tax (24% Tax) | 1,627,738 | 2,441,608 | 2,929,929 | 4,101,901 | 4,922,281 |

The logo for 'sihaté' is displayed in a yellow, serif font within a dark green, rounded rectangular background.

sihaté

Profile of Closest Competitor:

**OHR Marketing Sdn. Bhd.
(brand owner of Olive House) revenue
was RM 30 million in 2020, RM 25
million in 2019, RM 25 million in 2018**

- extracted from audited account in SSM website

sihaté

Unique Selling Points Compared to Closest Competitor:

1. Exclusively supplied and shipped from **Turkey**;
2. Thorough quality assurance via **Two Laboratory Certificate Tests** for each shipment, ensuring the extra-virgin level quality of the olive oil;
3. Shipment of products from Turkey using **Cold Containers** for quality preservation;
4. Use of **Dark Bottles** for better protection from oxidation process;
5. All products have high levels of **Antioxidants**;

PLANNING 2022

sihaté

1st Quarter 2022



**Pomegranate
Juice**



**Hawthorn
Vinegar**



**Carob
Vinegar**

sihaté

1st Quarter 2022



**Introducing
Wild EVOO**



**Promo Free
Olive Leaf Tea**



**Collaborate with
Influencer**

~The End~