



**ROCKETEER**  
24/7 EXPRESS COURIERS

# Rocketeer Logistics Pty Ltd

## Crowd-Sourced Funding Offer Document

13.04.2021

Offer of fully-paid ordinary shares in Rocketeer Logistics Pty Ltd at \$1.00 per share to raise a maximum of \$400,000.

This crowd-sourced funding (**CSF**) offer document relates to the Offer of fully-paid ordinary shares in Rocketeer Logistics Pty Ltd. This Offer is made under the CSF regime in Part 6D.3A of the *Corporations Act 2001* (**Corporations Act**).

### Issuer

Rocketeer Logistics Pty Ltd ACN 607854071

### Intermediary

Birchal Financial Services Pty Ltd AFSL 502618

# Table of Contents

<b>Section 1: Risk warning</b>	<b>4</b>
A message from the Founder	5
<b>Section 2: Information about the Company</b>	<b>7</b>
2.1 Company details	7
2.2 Description of the business	9
2.2.1 Who we are	9
2.2.2 Products / Services	10
2.2.3 Market	17
2.2.4 Competitors	20
2.2.5 Key differentiators	24
2.3 Business and revenue model	26
2.4 Business strategy	28
2.5 Organisational structure	34
2.6 Capital structure	36
2.7 Directors and senior managers	39
2.8 Risks facing the business	41
2.9 Financial information	44
<b>3. Information about the Offer</b>	<b>53</b>
3.1 Terms of the Offer	53
3.2 Use of funds	55
3.3 Rights associated with the shares	56
3.4 What can I do with my shares?	58
3.5 Investor rewards	59
<b>4. Information about investor rights</b>	<b>61</b>
4.1 Cooling-off rights	61
4.2 Communication facility for the Offer	61
4.3 Proprietary company corporate governance obligations	62
4.4 Company updates	64
<b>Glossary</b>	<b>64</b>

# Section 1: Risk warning

Crowd-sourced funding is risky. Issuers using this facility include new or rapidly growing ventures. Investment in these types of ventures is speculative and carries high risks.

You may lose your entire investment, and you should be in a position to bear this risk without undue hardship.

Even if the company is successful, the value of your investment and any return on the investment could be reduced if the company issues more shares.

Your investment is unlikely to be liquid. This means you are unlikely to be able to sell your shares quickly or at all if you need the money or decide that this investment is not right for you.

Even though you have remedies for misleading statements in the offer document or misconduct by the company, you may have difficulty recovering your money.

There are rules for handling your money. However, if your money is handled inappropriately or the person operating the platform on which this offer is published becomes insolvent, you may have difficulty recovering your money.

Ask questions, read all information given carefully, and seek independent financial advice before committing yourself to any investment.

# A message from the Founder



Dear Friends,

Thank you for considering to buy shares in Rocketeer and joining our mission to provide a fast, reliable, and cost-effective courier service to everyday people through our fleet of drivers from the palm of your hand. We aim to become a leader in crowdsourced pick up and delivery services now and into the future.

Australian businesses, now more than ever, need access to a priority service that offers nimble and cost-effective service on a day-to-day basis.

Small to medium enterprises largely miss out on the competitive rates and priority service their larger counterparts are able to negotiate with

the major logistics providers due to their volume. We aim to level the playing field by providing the same level of service regardless of whether a customer uses our platform 10 times per annum or 10 times per day.

We have built a platform that, we believe, will put an end to impersonal and unreliable deliveries and is capable of restoring faith in express courier services once more.

Covid-19 lockdowns provided an explosion in growth alongside the online shopping boom for Rocketeer, growing by 1000% during this time.

During the pandemic we were able to react immediately and provide existing businesses with the capabilities to capitalise on the increase in demand and new businesses with an affordable and flexible option to pivot their business in a direction which helped them navigate through the uncertain times.

As a start-up we never had access to a large marketing budget to promote our services, Instead we opted to over service our existing client base and let them do the promoting for us. This strategy has worked very well for us. We now have over 500 customers in our home state of Tasmania, the vast majority of which provide B2B and B2C services.

By providing sub 1 hour delivery for less than the price of a coffee and a muffin we have found delivering for one Business to their customer base leads to their customer base coming on board.

This cap raise is a crucial part of Rocketeer's growth into bigger markets which, we believe, will facilitate Rocketeer's evolution from a small Tassie startup to one day becoming a name synonymous with affordable, reliable, express delivery.

Mark Dance  
CEO & Founder  
Rocketeer Logistics

# Section 2: Information about the Company

## 2.1 Company details

This offer of shares is made by Rocketeer Logistics Pty Ltd ACN 607854071 (**Company**).

Company name	Rocketeer Logistics Pty Ltd
ACN	607854071
Date of incorporation	25.08.2015
Registered office	Unit 2 / 162, Macquarie Street, HOBART TAS 7000 AUSTRALIA
Principal place of business	Unit 2 / 162, Macquarie Street, HOBART TAS 7000 AUSTRALIA





## 2.2 Description of the business

### 2.2.1 Who we are

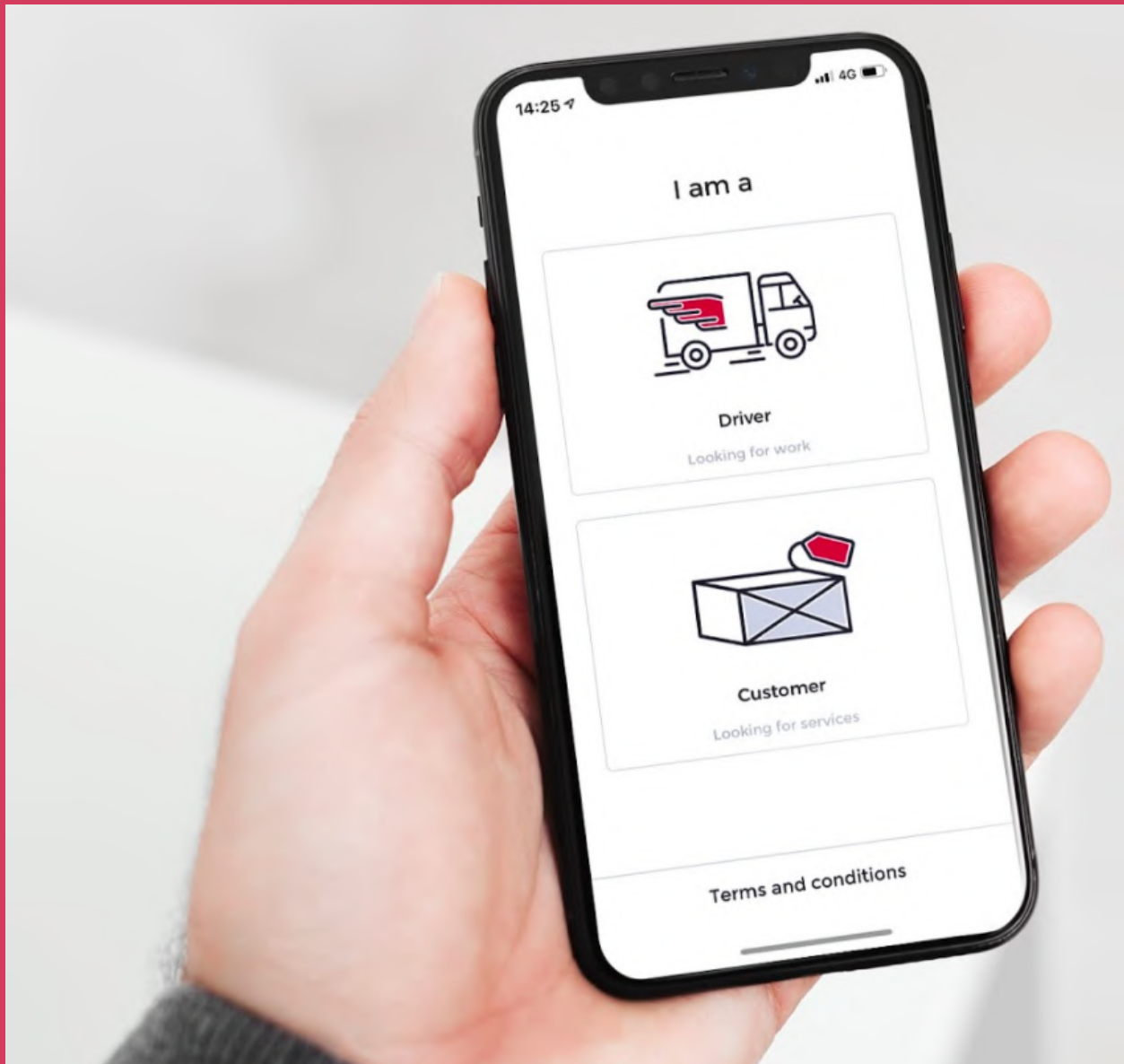
At Rocketeer, we believe that everyone should have equal access to an affordable priority delivery service. Our mission has always been about delivering a solution for this. Since our inception, Rocketeer has grown to deliver a service that meets the needs of big and small businesses alike, by providing a flexible and reliable service we have seen our customer base grow from our initial 12 test users to over 500 in the space of 2 short years.

Our predominantly B2B user base has helped facilitate our growth by providing a constant introduction to new audiences through their deliveries. This manner of organic growth has been easily achieved by simply doing what we do best - providing affordable, reliable sub 1 hour delivery for our users. The marketing takes care of itself.

Our chain of custody involves only 3 people. Sender - driver - receiver, which has led to less than 10 replacements orders in about 50,000 deliveries. We provide a guaranteed 1 hour delivery service for all freight classified as Large or below. To date we have an average delivery time of 41 minutes in the metro area for general freight and 19 minutes for food delivery.

Our service offering is underpinned by a technology platform consisting of our driver/customer app, our website, backend, and cloud based solutions for CRM & APIs. We are continuously scaling and improving the platform to enhance our service, ensuring the experience for customers and drivers is as seamless as possible.

## 2.2.2 Products / Services



Rocketeer is a platform that connects Customers wanting to book a job, and drivers who can complete those jobs. We offer various interfaces to both kinds of users to use our platform.

## **For Drivers:**

When we started the Proof of Concept phase, we took the decision to employ local gig workers who wanted to utilise their spare time. When people were being laid off in the coronavirus pandemic, we were hiring and onboarding more drivers and thus we were able to be of assistance to our local community. This flexibility also allowed us to ramp up our delivery capacity to meet higher demands from restaurants, elderly persons, families in self isolation, super markets, etc.

We have an iOS app that allows anyone to sign up a driver by submitting the information required for verification. Once the documents are approved by the backend admin team, the driver simply has to open the app and accept any of the available jobs.

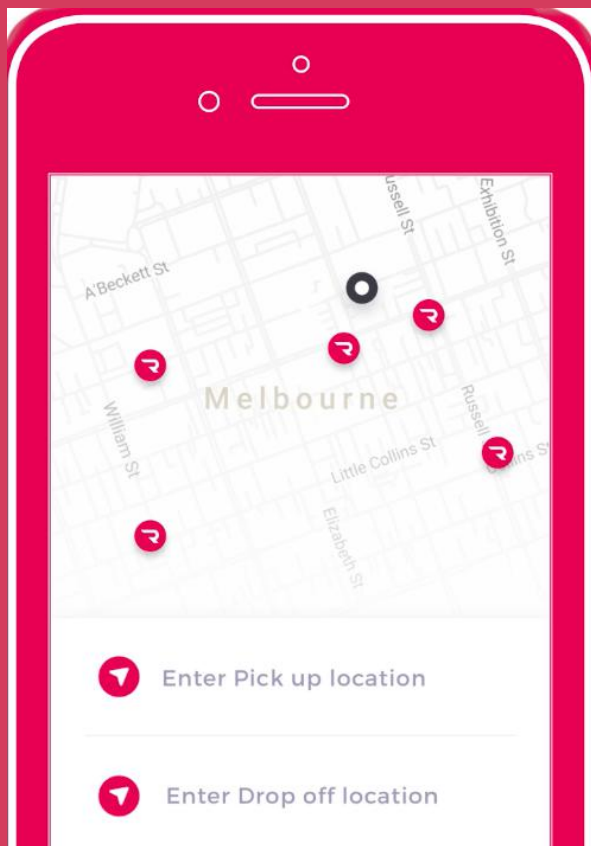
## For Customers:

The Rocketeer customer platform allows customers to book instant deliveries through three different interfaces:

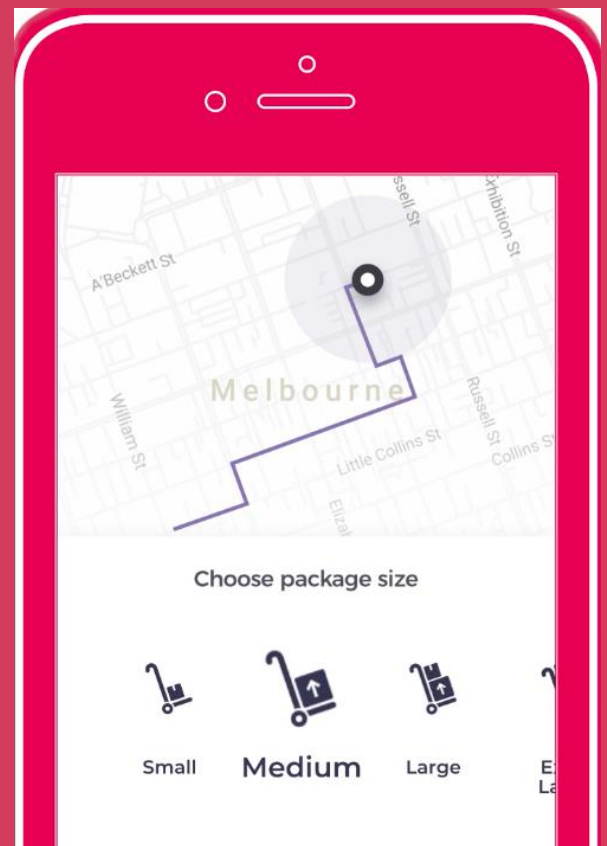
### a. iOS Native App

The mobile app lets customers book jobs on the go and they can track their courier's location in real time.

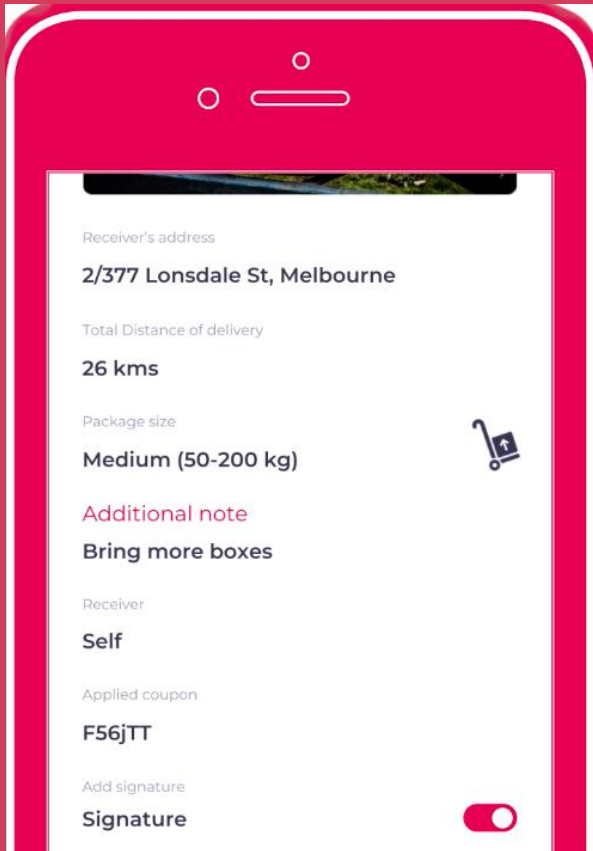
## How to Book a Delivery



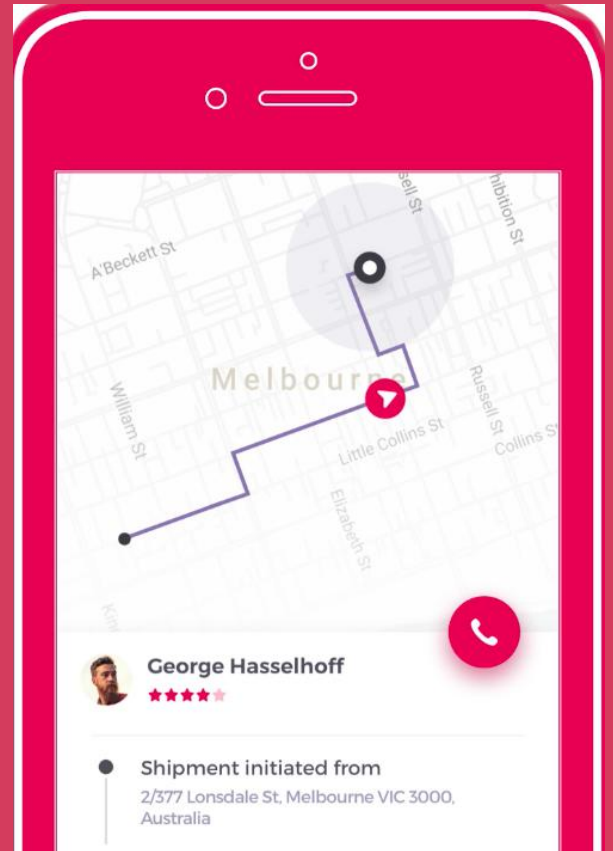
1. Enter Address



2. Select Size



3. Review Details and Pay



4. Track Delivery


## b. Web App





As we have grown over the past months, we discovered that our business customers have a lot of bookings to make, for which a computer is the most efficient way to work.

In the spirit of delighting our customers, we started working on a web version of our app that can be accessed from any browser on any computer, operating system, tablet device, or phone.


We see this as a sign of Product Market Fit, where our users are delighted by our service and are requesting for features that will help them use our product even more.

We are pleased to inform our investors that we have recently launched the closed Beta trial of our web version on 14th March, 2021. In the coming weeks we will be launching it to all users.

[About Us](#)[How It Works](#)[Business](#)[Get Quote](#)[Contact Us](#)[Create Job](#)


 **Hi, Admin**   

## My Jobs

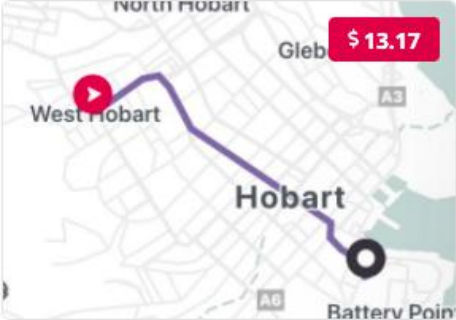


**\$ 19.60**

Job Status: **Delivered**


 5.49

[View Job](#)

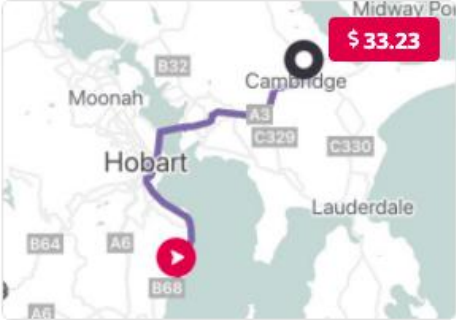


**\$ 13.17**

Job Status: **Delivered**


 2.58

[View Job](#)



**\$ 33.23**

Job Status: **Delivered**

 23.67

[View Job](#)



## Create Job

Pick-up location

Map

Delivery location

Map

Package Size



Small



Medium



Large



XL



XXL

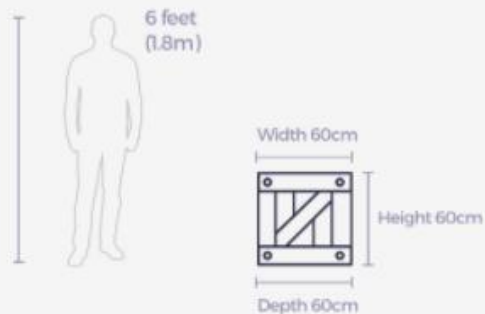
### Package Size Details

**Weight:** upto 25kg

**Dimensions:** 60cm x 60cm x 60cm

e.g. Multiple small packages, Groceries, Small Television, Single 20kg bag of cement and other such trade supplies, Flat pack furniture, x2 cartons of wine/beer Any package that may require the use of a hand trolley.

### Medium



## c. API

As we have grown even more, our business customers have asked us for a way to help automate the job booking process completely. This would free up a lot of time on their end. We found that there were stores that were manually booking a few dozen jobs a day on our app, one at a time. We have recently launched the Beta version of our API which connects to one of our partner store's existing ecommerce backend to the Rocketeer backend.

As a result, when a customer places an order on the store's website, the order is automatically routed to Rocketeer for a scheduled delivery.

One feature unique to our API users is the ability to schedule deliveries. Most stores have predefined time windows in which they send out deliveries. They may use our scheduling feature to use our services as per the workflow they are used to. The API is extensible and can be integrated by any store by getting in touch with us for their authorised API Key.

All 3 platforms are fully interconnected and seamless to use. A business may use the API to automatically create a delivery, then login from the website to view all the deliveries created for them, and then use the iOS app to see the same details when they are not at their desk.

We continue to work very closely with our customers, business partners, and drivers to make their lives easier by introducing quality of life features and enhancements. This close collaboration with all stakeholders has given us the confidence to take our business to the next level and newer markets.



## 2.2.3 Market<sup>1</sup>

Below are a few key statistics that paint a picture of the market that Rocketeer is a part of.



Global Revenue of the Courier and Delivery services industry is **\$325B** with 50% of the market share serviced by FedEx, UPS, and DHL.

The Australian market size, measured by revenue, of the Courier Pick-up and Delivery Services industry is **\$6.1bn** in 2021.



Overall, industry revenue is expected to rise at an annualised **4.4%** over the next five years which is the fastest increase in market size in the Transport, Warehousing and Postal sector.

As per recent data, online shopping growth in December 2020 was **34.9% YOY**. Both pure online retailers and brick-and-mortar stores with an online presence use couriers to deliver goods.

---

<sup>1</sup> Sources: IBISWorld Courier Pick-up and Delivery Services, Australia Market Research Report Updated Nov 2020, Australia Post eCommerce report Dec 2020



**2.1M households** shopped online in Dec 2020, but not in Dec 2019. This points to increased adoption of online shopping.

**1.7M** households made 4+ purchases in Dec 2020.<sup>2</sup>

Food and liquor sales increased **50%** YoY.



Source: Aus Post Report January 2021

<sup>2</sup> Australia Post eCommerce report Jan 2021

## **Instant courier market**

While there are existing delivery services that provide “express” delivery, the time it takes from booking to delivery is usually one day or more. Providing same day delivery within a region is a relatively new niche market that Rocketeer is a part of.

The market that we cater to consists of:

- Automotive
- Legal, Accounting, Architecture, Design
- Hardware
- Tradesman (builders, plumbers, electricians, tilers, refrigeration mechanics)
- Florists
- Gift Shops
- Supermarkets
- Bottle Shops
- Cafes and restaurants
- Gumtree purchases
- Aquaculture
- Hospitality
- Click & Collect

## 2.2.4 Competitors

### Standard courier operators

Standard courier services is a mature industry operated by big companies like FedEx and DHL.

These companies focus on international, domestic, and inter city transfer of goods and cargo.

The nature of these businesses is vastly different from the instant courier market even though they are part of the broader delivery services market.

The market gap which is unaddressed by these companies is of hyper local, instant courier. This niche is not of particular interest to them because the unit economics are unfavourable for a company with large overheads. This leaves an opportunity for us to address this market.

### Crowdsourced courier operators

With the advent of gig platforms, companies like UberEats and Deliveroo have made food deliveries as quick as can be. However, food isn't the only item that needs fast deliveries. Other industries, stores, and individuals have not had the luxury of such fast delivery times.

Customers have come to expect fast deliveries and such a service can improve quality of life when an individual needs it and for businesses it can result in higher sales and customer satisfaction. To address this market, several instant delivery services have recently come to market with their variations of offerings.

## **Instant courier service providers in Australia**

### **Zoom2U**

It is a platform that connects business and customers to a community of couriers across Australia.

### **Sherpa**

It is an Australian company that provides on-demand and same-day delivery services to businesses and individuals. Sherpa's delivery services include 1-hour, 2-hour, 4-hour and same day delivery.

### **Drive Yello**

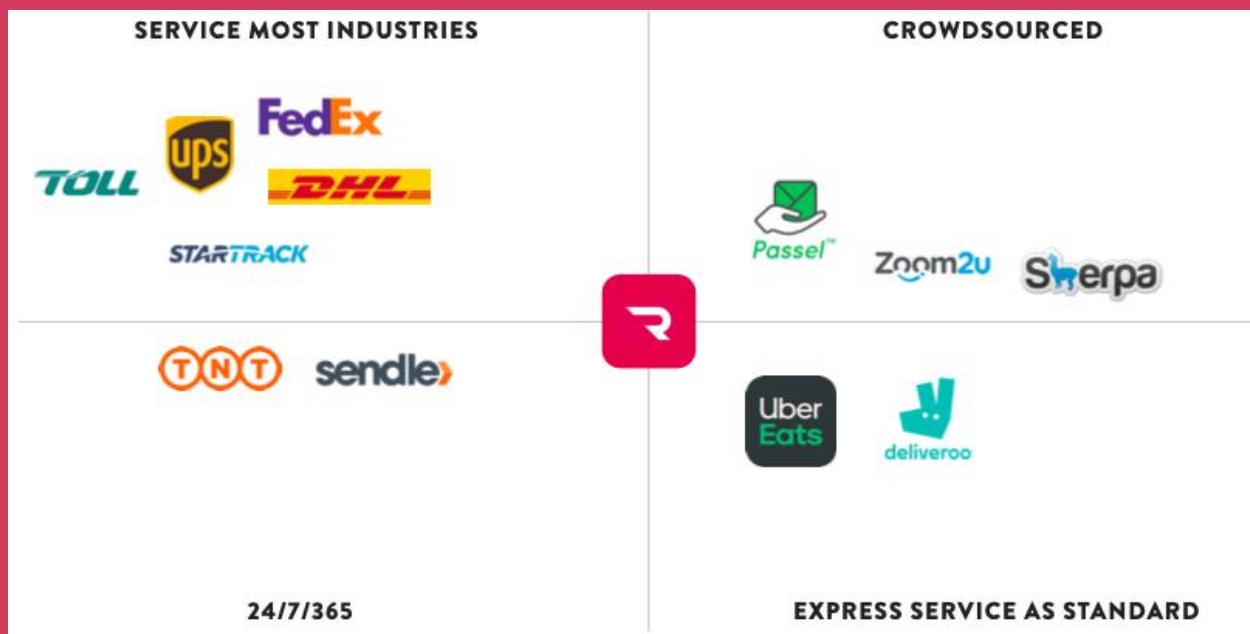
It helps businesses customise a last mile delivery solution to provide the best service to their customers. The services they provide are On-Demand, Same Day, Next Day, Use your own drivers, book a driver for a shift or set run

### **Go Fetch**

It connects users with independent couriers in the greater metropolitan areas of all Australian state & territory capital cities. It offers on demand same-day and urgent deliveries.

## Price Comparison<sup>3</sup>

	Price for 10km	Customer Type	Delivery Time
Rocketeer	\$ 9.96	Businesses and Individuals	1 hour
Sherpa	\$ 27	Businesses and Individuals	2 hour <sup>4</sup>
Drive Yello	\$ 25	Larger businesses	Same day <sup>5</sup>
Go Fetch	\$ 25	Individuals	Same day <sup>6</sup>
Zoom2U	\$ 65	Businesses and Individuals	Under 3 hours <sup>7</sup>



Rocketeer Couriers is the only crowd-sourced pick-up and delivery courier positioned at the intersection of B2B, B2C, and C2C needs at the lowest price point and fastest deliveries.

<sup>3</sup> All prices for a sample delivery of 10km in an area served by the company as of 31/3/21 and are subject to change.

<sup>4</sup> Information from <https://www.sherpa.net.au/>

<sup>5</sup> Information from Drive Yello rate card on shippit.com

<sup>6</sup> Information from calculator on <https://www.go-fetch.com.au/> for a sample delivery

<sup>7</sup> Information from <https://deliveries.zoom2u.com/#/request-quote>

While we break-even at our current price, our significantly lower price point affords us the luxury of being able to increase our prices and still remain the cheapest option. Due to our competitive price point, we are confident in our ability to scale without any price pressure slowing us down.

Being able to break-even at a price that is infeasible for other players, we have a defensive moat due to our extensive use of technology based cost reduction methods. The older players in the industry are unable to match our prices due to the overheads that come with their extensive catalog of services. We offer only one service and therefore, are able to optimise it very well.

Presently, our drivers deliver only one package at a time to make sure it reaches the destination in the shortest time possible. As we grow, we should be able to combine deliveries on the same route without compromising on delivery times. This will increase our per km margins as we would be delivering more packages with the same number of drivers. Not only would this result in better margins for us, but it would also increase the earning potential of our drivers.

## 2.2.5 Key differentiators

Whilst other players in the market who are heavily backed financially have opted for mass marketing with national rollouts and heavy loss leading strategies we have had to take a very different approach.

We have found that a lot of the big marketing plays the larger industry players use to secure additional business such as coupons, rewards for referrals and heavily discounted rates can't beat good old fashioned service.

The nature of pick up and drop off services means there are daily variables that technology simply can't overcome. Whether it's a dog in the front yard, a wrong address or contact number, a locked gate or a closed business premises. Without a strong customer/driver support network and the ability to provide immediate solutions to both the driver and the customer the technology isn't worth having no matter how heavily discounted the price may be.

Our customers enjoy much the same level of technological offerings as our much larger competitors but with one glaring difference. We offer small business level customer service. That is, we are always available to take calls, we don't hide behind overseas call centres, chat bots, customer enquiry forms, or many other frustrating ways companies have tried to palm off what we believe to be the most important aspect of any business - customer service.

The flexibility of our platform and the no fuss pay as you go model provides our business customers with a reliable, flexible, affordable, and readily available delivery service any time they require it.

Businesses use our service for varying reasons:

- A full time delivery service that allows them to avoid an additional hire allowing them to only pay for the deliveries they make, avoiding paying for an underutilized staff member.
- To carry out overflow deliveries when their own drivers are unable to meet demand



- For weekend and after hours deliveries to save money on the penalty rates they would be required to pay their own drivers
- For outer suburbs that other courier services won't cover or their own drivers are unable to cover in the allocated time
- For urgent express delivery for last minute purchases
- Stock transfers between stores
- Return service for businesses wanting to provide additional customer service to their customers who make incorrect online purchases
- As a flexible stop gap to cover sick and annual leave

The other crucial element to our business success is our community of drivers. Many of our drivers also work across many of the other gig platforms, however from the feedback we have received from our drivers they tell us that our driver support service is the best they have come across. They appreciate the fact that we will always provide assistance to find a solution for the deliveries that don't always go according to plan. They appreciate that we don't force them to drive or to undertake deliveries they don't wish to do and especially the extra incentives we offer from time to time to carry out deliveries they otherwise wouldn't be inclined to take.

Our driver network has been recruited solely by word of mouth and reputation, we have not actively recruited drivers since our initial roll out. To date we have 923 drivers for our Tasmanian operations

## 2.3 Business and revenue model

The Rocketeer business model is to charge a nominal fee for connecting people who need an instant courier service for an item to drivers who can transport that item. The fee that we charge for each delivery is the lowest in the industry for a sub 1 hour delivery.

We have found that 70% of our deliveries are for medium sized items, 20% for small and 10% for large items.

The approximate break down of a typical medium sized delivery's cost is as follows:

Paid to driver	\$ 10	76%
Payment gateway fee	\$ 0.65	5%
Insurance and other overheads	\$ 0.52	4%
Rocketeer margin	\$ 2	15%
Total	\$ 13.17	

All of our deliveries have an insurance to safeguard the items being delivered and provide peace of mind to our customers.

A testament to the high quality of our operations and the reliability of our drivers is the fact that we have had zero insurance claims in our history of 50,000 deliveries.



## 2.4 Business strategy

Traditional courier services are synonymous with slow and boring businesses. In the last 20 years, we have seen numerous industries getting completely disrupted by technology and innovative business models. Some examples of disrupted industries include Taxi services (Uber), Video streaming (Youtube), Electric Vehicles (Tesla), Shopping (Amazon).

We believe that the express courier industry has not been disrupted yet. We also believe that it is only a matter of time before this industry, like all other industries, will be disrupted, as has happened throughout history at different points in time. It is our goal to lead this change in Australia in the mid term and at a global level in the long term.

As a startup, we have the luxury of starting from a clean slate and building the courier infrastructure in a manner that is in tune with modern times. Unlike traditional courier businesses, we are not held back by outdated systems, processes, and internal resistance to change.

As a technology first business, we also have the added advantage of building a platform that is seamless to use. Whether it is an individual sending flowers to their parents, or a supermarket sending hundreds of deliveries to their patrons, the experience of using Rocketeer feels like a breath of fresh air.

To continue on this path of growth, our strategy consists of the following pillars:



## Delighted Customers

We aim to delight our customers with the speed and reliability of our services. Our goal is to make our customers our fans.

Due to the quality of our service, word of mouth publicity has worked very well for us and we will continue to stay closely connected to our customers.

This will allow us to get constant feedback and therefore adapt to changing needs and expectations. After all, the best form of marketing is raving reviews from our customers.



## Plug and Play Integration

We have already built a plug and play API for businesses so that they can enable Rocketeer fulfilled deliveries for their customers through their existing websites.

Businesses presently have only 2 options if they want to provide delivery of their products. They can either hire their own staff and vehicles to make the deliveries, or they can make bookings on traditional couriers. If a business does not have the volume to warrant a full time delivery person and a truck, they are forced to lose customers as they cannot provide deliveries, or go through the cumbersome process of booking traditional couriers.

We solve this pain point by providing a web application that literally takes only seconds to make a booking, and a plug and play API that fully automates their delivery process.

Our service allows a store with no delivery infrastructure in place, to overnight gain a full fledged delivery capability that can scale on demand when they experience higher sales, allows their customers to track deliveries in real time, and ensures that the deliveries are completed in a timely and reliable manner.

We will continue to build backend integrations to make Rocketeer the easiest delivery integration on all of the major ecommerce platforms such as WooCommerce and Shopify.

This will help us onboard more businesses as we expand into newer markets.

## **Stable Cash Flow**

Post-COVID19, people's shopping habits have changed such that they prefer the convenience of getting things delivered to their homes. Many stores, however, have not been able to build their in-house delivery fleet to service their customers. This has opened up an opportunity for Rocketeer to step in to provide a solution. Most local stores experience very stable revenues throughout the year, and by partnering with these B2C and B2B stores we can expect the same stability in this part of our business.



As a bonus, B2C deliveries will also build brand awareness with the end customers and this will synergise our marketing efforts aimed at individuals.

## **Expansion**

With our business model refined over the last 18 months and our technology base solidified, we are now confident in our ability to scale. This will be our primary focus going forward. In order to realise the full potential of the business, we will have to expand our team in different cities, and undertake marketing and business development activities in these new regions.



We have several avenues of expansion available to us in the immediate future:

## **a. 92% increase in our addressable market by launching on Android and Web.**

About 52% of mobile users are on the iOS platform<sup>8</sup> in Australia. By launching our Android app, we nearly double our addressable market.

Further, by launching our web app, we expect to increase engagement in the official use segment. We have had a considerable number of our users tell us that they would love a version of the app that they can use from their computer systems due to the ease of use while at work.

This ease of use for computer users would increase customer satisfaction and therefore, lead to a higher number of bookings due to the minimised friction and also more word of mouth publicity.

## **b. Plugins for ecommerce solutions**

As mentioned earlier, online shopping growth in December 2020 was 34.9% YOY. The COVID19 pandemic has accelerated the adoption of online shopping, however, physical infrastructure of delivery services remains a bottleneck. Rocketeer aims to provide a plug and play solution to any store that already has a website.

We have already built our first API towards this end and integrated with a group of stores in Hobart.

By developing plugins for all the major ecommerce platforms, any store can simply install our plugin and instantly acquire the capability of offering their customers a 1 hour delivery of their products.

---

8

<https://www.statista.com/statistics/861532/australia-mobile-os-share/#:~:text=Monthly%20share%20of%20mobile%20operating%20systems%20Australia%202019-2020&text=Since%20August%202019%2C%20the%20two,operating%20system%20market%20in%20Australia>



Each plugin that we build, increases our addressable market in the ecommerce space. Partnering with ecommerce stores will allow us to increase our revenue in leaps and bounds, while also exposing their customers to our platform. Partnering with stores would also help us maintain a healthy cash flow. The earnings from this sector can then be reinvested in other expansion efforts.

Investing in plugin development is a one-time cost because once the plugin is built, it can be rolled out to thousands of stores at no additional development cost.

### **c. Maximum marginal return on investment from marketing**

As a business increases their marketing expense, the incremental benefit of every additional dollar is diminished due to the law of diminishing returns. Since we have never undertaken any marketing up until now, we expect to benefit from any marketing campaigns we run.

Our brand visibility can be enhanced through traditional offline methods, as well as various online channels. A non exhaustive list of methods would include:

- Placing the Rocketeer logo on our drivers' vehicles
- Placing the Rocketeer logo on our partners' storefronts
- Flyer marketing
- Facebook Ads targeted to the cities we expand into,
- Viral marketing on TikTok, Snapchat, Instagram Reels
- Establish a social media presence on Twitter and Instagram
- Use of cultural trends for growth hacking and viral marketing
- Influencer marketing
- Youtube Ads



#### **d. Branches of existing business partners in other cities**

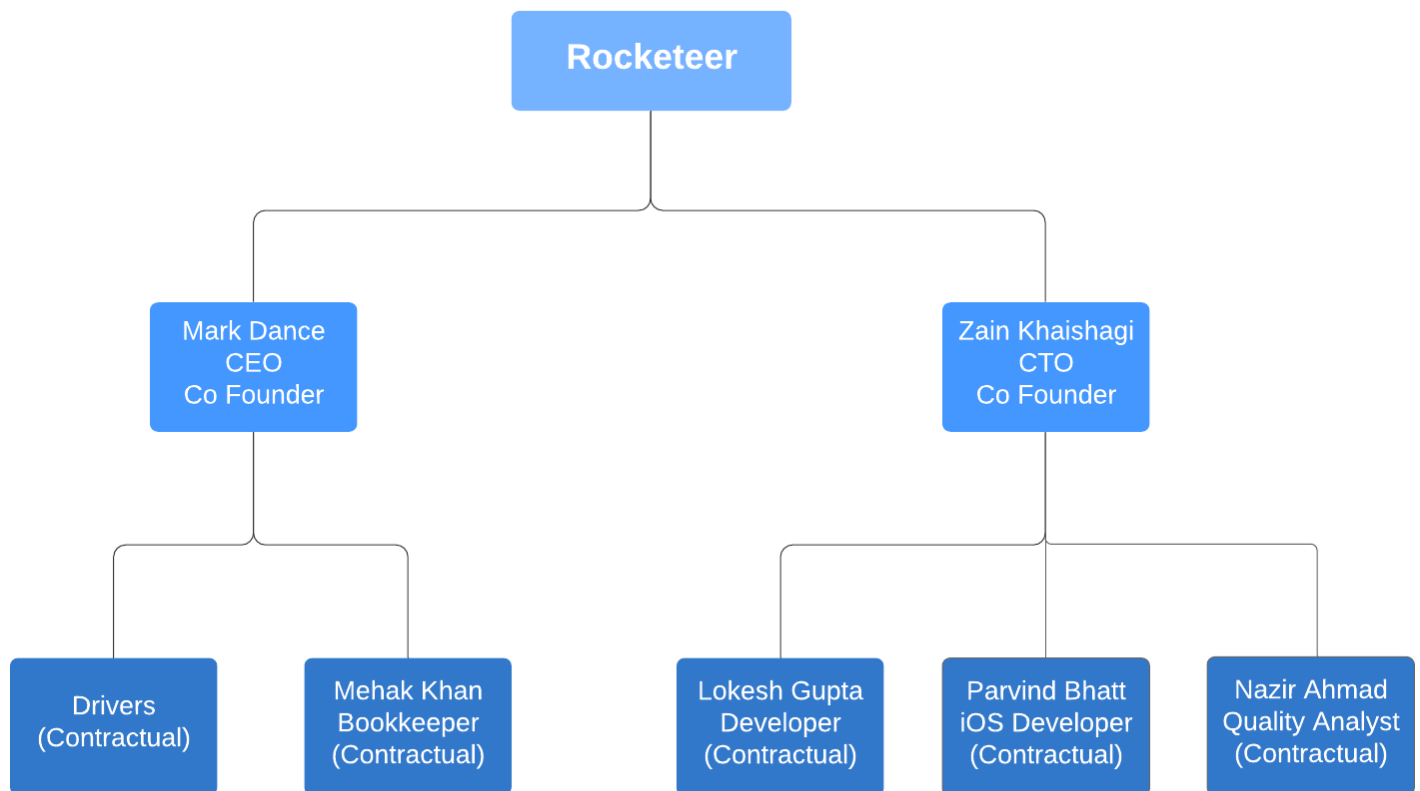
Many of our existing business customers have branches in other cities. As we have proven to be a crucial part of their operations in Hobart, we stand a greater chance of winning their business in the other cities they have branches in. This would give us a low risk way of hitting the ground running if we do decide to expand into such cities.

#### **e. On the ground business development**

While all of the above mentioned avenues are realistic and feasible methods of expanding our business, we will continue our field work of reaching out to businesses directly. Since we have already used this method to set up half a million dollars of revenue in Hobart, with some hard work and smart strategising, we can use the same template to break into new cities.

## 2.5 Organisational structure

The business has so far been a mostly 2-man team managing all aspects of the business. As founders, we have upskilled ourselves to remain capable and skilled at undertaking all tasks in our respective domains. As a result, we are not a top heavy and bloated organisation. This has helped us remain intimate with every aspect of our business.



The business relies heavily on a contractual workforce. This includes the drivers, the development team, PR agents, and other services that are needed from time to time.

This arrangement has allowed us to keep our costs very low while we redirect our resources to where we need them the most at any time.

This flexibility has proven to be a major advantage in scaling our operations when we had a surge in usage due to the coronavirus lockdown in Q2 of 2020.

Being a self-funded and bootstrapped startup has taught us how to be responsible with our money and make every dollar go the farthest it can. Now that we are raising funds, we take this responsibility seriously and we aim to continue using all our resources in such a way that we minimise wastage and maximise business growth and customer satisfaction.

## 2.6 Capital structure

### 2.6.1 Issued capital (before and after the Offer)

As at the date of this Offer Document, the Company has 3,800,000 ordinary shares on issue. These shares are held by the Company's founders/directors.

Table 1 below sets out the issued capital of the Company before the Offer.

**Table 1: Issued capital of the Company before the Offer**

Shareholder	Share Type	Shares
Mark Dance Rocketeer Logistics Custodian Pty Ltd (ACN 649 151 655) ATF the Dance Family Trust	Ordinary	1,938,000 (51%)
Mohammad Zain Khaishagi	Ordinary	1,862,000 (49%)
Total		3,800,000 (100%)

Table 2 sets out the issued capital of the Company following the Offer.

**Table 2: Issued capital of the Company following the Offer**

Shares	Minimum Subscription	Maximum Subscription
	\$150,000	\$400,000
Existing Shares	3,800,000 (96%)	3,800,000 (90%)
Offer Shares	150,000 (4%)	400,000 (10%)
Total Shares	3,950,000 (100%)	4,200,000 (100%)

## 2.6.2 Rights and liabilities associated with securities

As at the date of this Offer, the only class of shares on issue are ordinary shares. There is no shareholders agreement between the existing shareholders and the rights and liabilities associated with the shares are as set out in the Company's Constitution.

Under the Constitution, the Directors have the power to refuse a transfer of shares to a third party. A more detailed description of the rights and liabilities associated with the shares is set out in Section 3.3 below. A copy of the Company's Constitution is available on the Intermediary's platform.

### **2.6.3 Sources of financing, including debt financing and other financing**

To date, our activities have been primarily funded by the Company's founding shareholder, Mark Dance. The founding shareholders have loaned funds of \$178,393 in total to the Company.

A loan of \$27,674 was taken from Moula Moula for the purpose of financing the prerequisites for this funding round.

A loan of \$42,083 was used to finance the company vehicle.

The above loans will not be repaid with the funds raised under the Offer.

Full details of assets and liabilities are provided in section 2.9B.1

## 2.7 Directors and senior managers

Mark Dance

Role  
CEO

### Background

Mark Spent over 10 years managing exploration programs for clean energy projects across Australia, with a specific focus on logistics and personnel management. Mark Founded Rocketeer in 2015 and spent the next 4 years on research and software development. Launching Rocketeer to market in 2019 Mark has taken Rocketeer from an idea to a business which has now completed over 50,000 deliveries.



### Description of duties

- Managing and maintaining customer relationships
- Delivery KPIs and milestones are met within Rocketeers standards
- Business development
- Marketing and strategy
- Account management
- Customer service
- Regular testing of software to identify any issues/improvements
- Research and development for future software functionalities to improve the day to day operations and improve efficiency

Mohammad Zain Khaishagi

Role  
Chief Technical Officer

#### Background

Zain holds an MBA and a Masters in Data Science. He is also a veteran Product Manager who has worked in the startup world for over 8 years, he brings the experience of building diverse products. He has helped over 7 startups go from inception to mass market.



Zain is an avid basketball player. His personal record is 43 free throws in a row.

#### Description of duties

- Manage day to day development work
- Create product roadmap
- Liaise with customers for custom integrations
- Monitor and enhance system security
- Encourage coding best practices
- Run usage analytics
- Build the architecture of the platform
- Take technology decisions



## 2.8 Risks facing the business

An investment in Rocketeer Logistics Pty Ltd should be seen as high-risk and speculative. A description of the main risks that may impact the Company's business is below. Investors should read this section carefully before deciding to apply for shares under the Offer. There are also other, more general risks associated with the Company (for example, risks relating to general economic conditions or the inability to quickly or easily sell your shares).

Risk	Description
Cash flow risk	The Company's operating activities involve a series of cash inflows and outflows. Although the Company seeks to manage its cash flow efficiently, there is a risk that the Company may not have sufficient cash or working capital, at times, to fund both its operations and its expansion plans. This could affect the Company's profitability, future prospects, and its ability to meet its business objectives.
Funding risk	The Company is in the process of raising funds to achieve its strategic business objectives and to cover its projected operating expenses. The Company may not raise all of the required funding and therefore not achieve all of its business objectives. The Company may also need to raise additional funds in the future from investors or third parties. There is no assurance that the Company will be able to obtain additional rounds of funding on substantially the same terms as outlined in this Offer Document or at all. The Company's value may be materially affected if the required additional funding is not available.

Competition risk	The Company operates in a highly competitive market, with several known competitors, and moderate barriers to entry that could give rise to new and unknown competitors. If the Company is unable to successfully compete with existing and/or new competitors, this would have a negative impact on the revenue, profitability and future prospects of the business.
Insolvency risk	The Company is not yet profitable. The company is seeking to obtain further funding to achieve its objectives. There is no guarantee that funding will be available on favourable terms or that the Company will receive any level of funding at all.
Technology risk	The Company uses a number of sales, marketing and member communication technology solutions from 3rd parties. Despite the Company's measures to effectively manage these systems and risks, if any of these technologies were to fail without notice, it could interrupt the Company's ability to sell or communicate with customers, which could have a direct impact on revenue and profitability.
Startup risk	<p>The Company has a limited operating history and will continue to build the business with the funds raised through this crowd-sourced funding offer.</p> <p>As an early stage business, the Company is subject to all of the risks associated with early stage companies, including uncertainty around the volume and origin of revenue streams, size and existence of repeat customers, and risks associated with evolving technology. In particular, the Company is not yet profitable and is aiming to expand revenue through certain anticipated business development activities.</p> <p>The commercial success of the business will depend on many factors including the Company's ability to attract and retain quality staff and loyal customers</p>
Brand risk	If the Company does not maintain consistent levels of quality and service in its offering, the Company's brand and reputation could be damaged. In an increasingly connected world, damage to a company's brand and reputation can be catastrophic. The Company is acutely aware of this risk and is vigilant to ensure that it maintains a consistently high level of product quality and customer service.

Intellectual property risk	The protection of the Company's intellectual property is critical to our business and commercial success. If we are unable to protect or enforce the Company's intellectual property rights, there is a risk that other companies will copy our product and technology, which could adversely affect our ability to compete in the market.
Contractual drivers	The core activity of making deliveries relies on the availability of drivers who work on the Rocketeer platform on an ad hoc contractual basis. They are required to work for a minimum number of hours and they may freely choose to leave the platform. We have been able to mitigate driver churn by onboarding new drivers with relative ease, however, in the event that we are unable to keep sufficient drivers on the platform, it could result in poor customer experience.



## 2.9 Financial information

Below are the financial statements of the Company for the financial year ended 30 June 2020, which have been prepared in accordance with the Accounting Standards. Financial information for the 9 months ended 31 March 2021 have also been included, based on management accounts, and accordingly may be subject to change.

### 2.9A.1 Balance sheet (30 June 2020)

	30 Jun 2020
<b>Assets</b>	
<b>Bank</b>	
AUD PayPal	419
Business Transaction Acc #9119	1,983
PayPal	(5)
Smart Access	311
Spending Acc #2709	-
<b>Total Bank</b>	<b>2,708</b>
<b>Current Assets</b>	
Accounts Receivable	7,223
Sundry Debtors	92,153
<b>Total Current Assets</b>	<b>99,375</b>
<b>Fixed Assets</b>	
Motor Vehicle - Car (Hilux)	53,195
Motor Vehicle - Van - Accumulated Depreciation	(13,240)
<b>Total Fixed Assets</b>	<b>39,956</b>
<b>Total Assets</b>	<b>142,039</b>
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	16,150
GST	693
Rounding	3
Sundry Creditors	85,107
<b>Total Current Liabilities</b>	<b>101,953</b>
<b>Non-Current Liabilities</b>	
Loan from(to) Mark Dance	175,968
Loan to Toyota Financing	42,086
<b>Total Non-Current Liabilities</b>	<b>218,054</b>
<b>Total Liabilities</b>	<b>320,007</b>
<b>Net Assets</b>	<b>(177,968)</b>

## 2.9A.2 Profit and loss statement (30 June 2020)

	Jun-20
<b>Income</b>	
Sales	263,064
Service Income	26,410
<b>Total Income</b>	<b>289,474</b>
<b>Less Cost of Sales</b>	
Driver Fees	244,763
Stripe Processing Fees	13,743
<b>Total Cost of Sales</b>	<b>258,506</b>
<b>Gross Profit</b>	<b>30,968</b>
<b>Less Operating Expenses</b>	
Accounting & Bookkeeping Fees	2,625
Advertising & Promotion	45
Bank Fees	448
Consultants, Subcontractors, Virtual Assistants	5,806
Depreciation	6,147
Insurance	4,046
Interest Expense	650
Meeting Expenses: Coffee/Meals	1,716
Merchant Fees	31
MV - Fuel & Oil	5,336
MV - Interest & Finance Charges	3,629
MV - Repairs & Maintenance	91
Office Expenses	1,933
Online Service Subscriptions	7,097
Printing & Stationery	6
Rent / Coworking	600
Repairs and Maintenance	1,725
Staff Amenities	1,498
Sundry Expenses	289
Telephone	3,839
Training, Conferences and Research Materials	2,865
Travel - National/Local/Taxis/Parking	1,659
Utilities - Electricity & Gas	250
Workcover Insurance	1,644
<b>Total Operating Expenses</b>	<b>53,974</b>
<b>Net Profit</b>	<b>(23,006)</b>

## 2.9A.3 Cash flow statement (30 June 2020)

	2020
<b>Operating Activities</b>	
Receipts from customers	309,214.49
Payments to suppliers and employees	(316,129.83)
Cash receipts from other operating activities	6,491.41
<b>Net Cash Flows from Operating Activities</b>	<b>(423.93)</b>
<b>Investing Activities</b>	
Proceeds from sale of property, plant and equipment	6,147.01
Other cash items from investing activities	(92,152.66)
<b>Net Cash Flows from Investing Activities</b>	<b>(86,005.65)</b>
<b>Financing Activities</b>	
Other cash items from financing activities	87,670.57
<b>Net Cash Flows from Financing Activities</b>	<b>87,670.57</b>
<b>Net Cash Flows</b>	<b>1,240.99</b>
<b>Cash and Cash Equivalents</b>	
Cash and cash equivalents at beginning of period	1,467.12
Net change in cash for period	1,240.99
Cash and cash equivalents at end of period	2,708.11

## 2.9A.4 Statement of changes in equity (30 June 2020)

	2020
<b>Equity</b>	
Opening Balance	(155,058.36)
Current Year Earnings	(22,909.32)
<b>Total Equity</b>	<b>(177,967.68)</b>

## 2.9B.1 Balance sheet (31 March 2021)

31 Mar 2021

### Assets

<b>Bank</b>	
AUD PayPal	699
Business Transaction Acc #9119	10,032
PayPal	70
Smart Access	3
Spending Acc #2709	-
<b>Total Bank</b>	<b>10,804</b>
<b>Current Assets</b>	
Accounts Receivable	5,675
Sundry Debtors	169,944
<b>Total Current Assets</b>	<b>175,619</b>
<b>Fixed Assets</b>	
Motor Vehicle - Car (Hilux)	53,195
Motor Vehicle - Van - Accumulated Depreciation	(13,240)
<b>Total Fixed Assets</b>	<b>39,956</b>
<b>Total Assets</b>	<b>226,379</b>

### Liabilities

<b>Current Liabilities</b>	
Accounts Payable	16,150
GST	12,832
Rounding	3
Sundry Creditors	154,233
<b>Total Current Liabilities</b>	<b>183,218</b>
<b>Non-Current Liabilities</b>	
Loan from Moula Moula	27,674
Loan from(to) Mark Dance	178,393
Loan to Toyota Financing	42,086
<b>Total Non-Current Liabilities</b>	<b>248,153</b>
<b>Total Liabilities</b>	<b>431,371</b>
<b>Net Assets</b>	<b>(204,993)</b>



## 2.9B.2 Profit and loss statement (31 March 2021)

<b>Income</b>	<b>Mar-21</b>
Sales	244,634
<b>Total Income</b>	<b>244,634</b>
<b>Less Cost of Sales</b>	
Driver Fees	215,496
Stripe Processing Fees	10,782
<b>Total Cost of Sales</b>	<b>226,278</b>
<b>Gross Profit</b>	<b>18,356</b>
<b>Less Operating Expenses</b>	
Accounting & Bookkeeping Fees	4,925
Advertising & Promotion	99
Bank Fees	353
Consultants, Subcontractors, Virtual Assistants	412
Filing Fees	989
Insurance	3,828
Marketing expenses	7,590
Meeting Expenses: Coffee/Meals	1,825
Merchant Fees	8
MV - Fuel & Oil	4,364
MV - Registration & Insurance	337
MV - Repairs & Maintenance	1,178
Office Expenses	1,517
Online Service Subscriptions	8,258
Postage, Freight & Courier	121
Printing & Stationery	36
Rent / Coworking	160
Repairs and Maintenance	1,282
Staff Amenities	1,467
Staff Uniforms	119
Telephone	3,146
Training, Conferences and Research Materials	144
Travel - National/Local/Taxis/Parking	1,566
Utilities - Electricity & Gas	250
<b>Total Operating Expenses</b>	<b>43,974</b>
<b>Net Profit</b>	<b>(25,618)</b>



## 2.9B.3 Cash flow statement (31 March 2021)

JUL 2020-MAR 2021	
<b>Operating Activities</b>	
Receipts from customers	261,004.74
Payments to suppliers and employees	(274,343.17)
<b>Net Cash Flows from Operating Activities</b>	<b>(13,338.43)</b>
<b>Investing Activities</b>	
Other cash items from investing activities	(77,790.86)
<b>Net Cash Flows from Investing Activities</b>	<b>(77,790.86)</b>
<b>Financing Activities</b>	
Other cash items from financing activities	99,225.43
<b>Net Cash Flows from Financing Activities</b>	<b>99,225.43</b>
<b>Net Cash Flows</b>	<b>8,096.14</b>
<b>Cash and Cash Equivalents</b>	
Cash and cash equivalents at beginning of period	2,708.11
Net change in cash for period	8,096.14
Cash and cash equivalents at end of period	10,804.25

## 2.9B.4 Statement of changes in equity (31 March 2021)

JUL 2020-MAR 2021	
<b>Equity</b>	
Opening Balance	(177,967.68)
Current Year Earnings	(27,024.82)
<b>Total Equity</b>	<b>(204,992.50)</b>

## 2.9.5 Management comments on historical performance and outlook

When the idea for Rocketeer Couriers was born, we knew that there was a genuine gap in the market, but we didn't know how enthusiastically our customers would welcome the app.

So far, we have crossed several key milestones:

- Conceptualise the Minimal Viable Product
- Test the MVP in the market
- Refine the business model to be on the same page as our customers
- Navigate the pandemic phase and come out as a value add to our society
- Launch our web version for more accessibility
- Launch our APIs for automatic job creation

We have also been fortunate to make the right decisions at the right time:

- Like using a crowd sourced driver network instead of employees. This has helped us scale as and when needed without any significant overheads.
- Like doubling down on our business customers to build long term relationships.
- Like providing our services at the same price during the lockdowns without charging extra fees like the other foreign companies. This helped us be of service to our local communities in their time of need.

In the 12 months after the pandemic began, our revenue increased 260% as compared to the 12 months prior to COVID19.

In 2020, we did about 30,000 deliveries. An increase of 375% from the 8,000 deliveries in the year of 2019.

We have had \$500,000 in revenue in the last 13 months and we were able to keep our business a largely break even business on a month to month basis in terms of gross profit. We've come a long way as a 2-man team plus contractual developers, drivers, and other staff helping us out when needed. The business is funded almost entirely by the founders and we have avoided 3rd party liabilities and loans barring just two items; a

company vehicle finance, and a short term loan for covering the expenses of this CSF round. Nor do we make use of any overdraft facilities.

With the experimentation phase behind us, now that we have an excellent understanding of our Product Market Fit, we can devote our efforts to scaling the businesses as our top priority. To achieve this objective we have laid out several targets on the business development side and the technology side.

Business development initiatives:

- Build a sales team and establish direct contact with new businesses
- Use social media advertising and viral marketing on next gen platforms to reach a younger audience who act as decision influencers in their families
- Leverage existing business relationships to expand into new cities where they already have branches

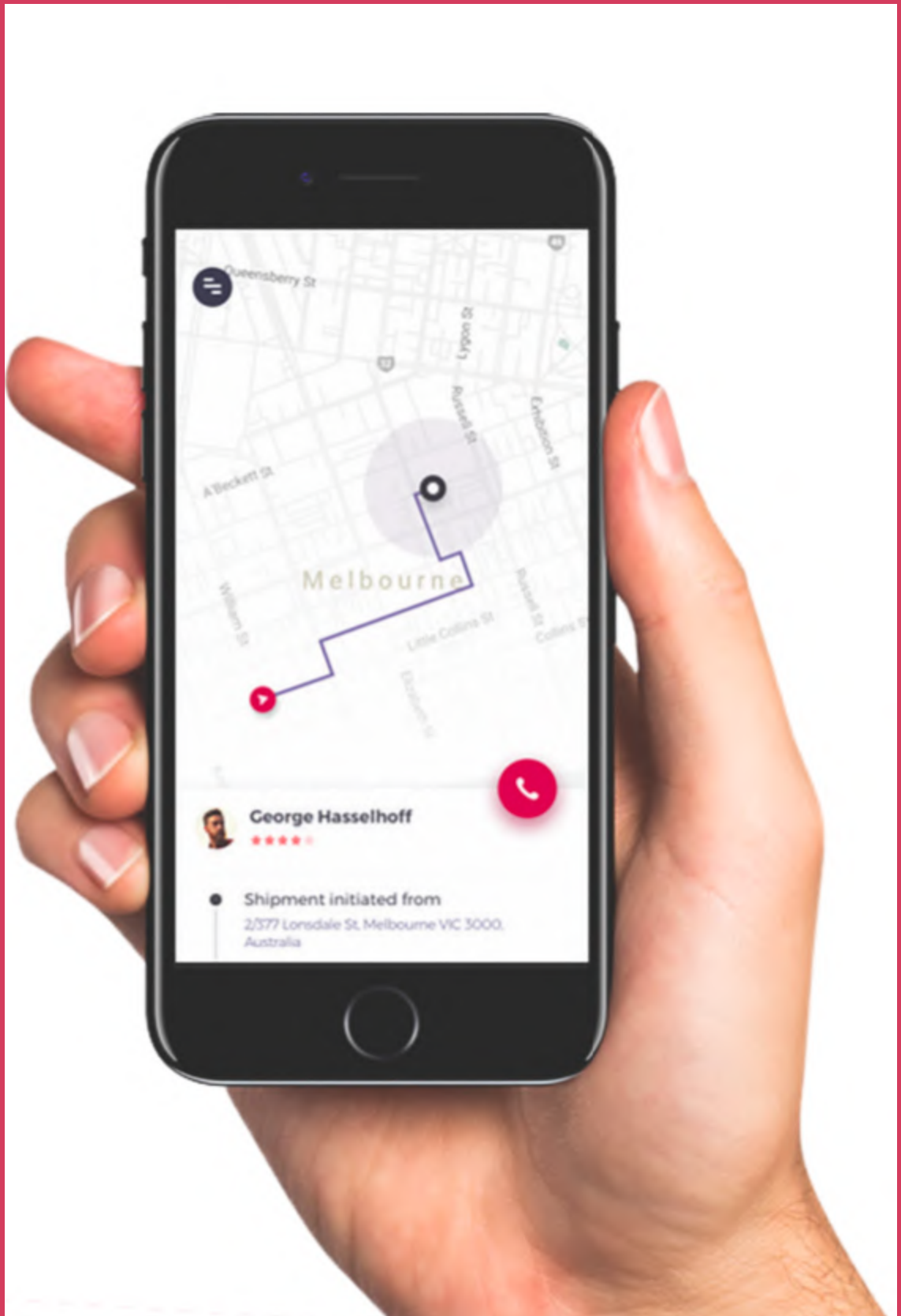
Technology initiatives:

- Build the Android version of our app
- Build plug and play Rocketeer plugins for all major ecommerce platforms
- Use data analytics to optimise delivery times even further

In summary, we have successfully set up a lean, efficient, and break even business in Hobart and are now on our way to replicate the same model in multiple cities. We invite potential investors to join us in this journey towards bringing instant delivery service throughout Australia.

---

Comments on revenue outlook are inherently uncertain and should not be solely relied upon as they are subject to change, uncertainty and unexpected events, many of which cannot be controlled. Accordingly, actual results are likely to differ from the forecasts. No representation or assurance is or can be given that the forecasts will be achieved. Past performance is no guarantee of future performance. This revenue outlook has been prepared by Rocketeer Logistics Pty Ltd and has not been validated by an independent third party.



## 3. Information about the Offer

### 3.1 Terms of the Offer

Rocketeer Logistics Pty Ltd is offering up to 400,000 shares at an issue price of \$1.00 per share to raise up to \$400,000. The key terms and conditions of the Offer are set out below.

Term	Details
<b>Shares</b>	Fully-paid ordinary shares
<b>Price</b>	\$1.00 per share
<b>Minimum Subscription</b>	\$150,000
<b>Maximum Subscription</b>	\$400,000
<b>Minimum parcel size</b>	\$100.00
<b>Opening date</b>	13.04.2021
<b>Closing date</b>	06.05.2021

A description of the rights associated with the shares is set out in Section 3.3.

To participate in the Offer, you must submit a completed application form together with the application money via the Intermediary's platform. The Intermediary's website provides instructions on how to apply for shares under the Offer at [www.birchal.com](http://www.birchal.com).

The Intermediary must close the Offer early in certain circumstances. For example, if the Maximum Subscription is reached, the Offer must be closed. If the Minimum Subscription is not reached or the Offer is closed but not completed, you will be refunded your application money.

Investors may withdraw their application during the Cooling-off Period. Further information on investor cooling-off rights can be found in Section 4 of this CSF offer document.

The Offer is not underwritten and there is no guarantee that these funds will be raised.

## 3.2 Use of funds

The table below sets out the intended use of funds raised under this Offer based on the minimum and maximum subscription amounts.

Intended use	Minimum Subscription	Maximum Subscription
Business Development	\$ 60,000	\$ 180,000
Technology	\$ 30,000	\$ 90,000
Working Capital	\$ 20,000	\$ 50,000
Marketing	\$ 10,000	\$ 30,000
Offer costs	\$ 30,000	\$ 50,000
Total	\$ 150,000	\$ 400,000

The Offer costs includes the Intermediary's fees under the hosting agreement between the Company and the Intermediary. These fees are up to 6% of all funds raised by the Company through Birchall Financial Services Pty Ltd (Intermediary), plus \$2,800 for administration and setup costs.

Working capital includes overhead expenses, employee wages, and miscellaneous expenses.

Other than as specified above, no other payments from the funds raised will be paid (directly or indirectly) to related parties, controlling shareholders, or any other persons involved in promoting or marketing the Offer.

We expect that the Maximum Subscription amount will be sufficient to meet the Company's short-term objectives over the next 12-18 months.

If only the Minimum Subscription amount is raised, the Company will require further funding to be able to carry out our intended activities over the next 12–18 months. In such circumstances, the Company may consider undertaking a further CSF offer under the CSF regime. Until additional funding is obtained, we will scale back parallel expansion into different cities and continue to focus our cash resources on expanding into 1 or 2 cities first.

## **3.3 Rights associated with the shares**

Immediately after issue, the shares will be fully-paid shares. There will be no liability on the part of shareholders and the shares will rank equally with the shares currently on issue.

The rights associated with the shares are set out in the Company's Constitution in detail. A summary of these rights is set out below. A copy of the Constitution is available on the Intermediary's platform.

### **3.3.1 Voting rights**

Each shareholder has one vote for each share held on a show of hands and on a poll.

### **3.3.2 Dividends**

All shareholders of ordinary shares have rights to receive dividends declared and paid by the Company. The directors have a discretion and may resolve to pay dividends, subject to their obligations under the Corporations Act and the Constitution (for example, they cannot pay dividends unless the Company's assets are sufficiently in excess of its liabilities immediately before the dividend is declared and where it may materially prejudice the Company's ability to pay its creditors).



### **3.3.3 General meetings and notices**

Directors have the power to call meetings of all shareholders or meetings of only those shareholders who hold a particular class of shares. Shareholders who hold at least 5% of the votes which may be cast at a general meeting of the Company also have the power to call and hold a meeting themselves or to require the Directors to call and hold a meeting.

### **3.3.4 Election and removal of directors**

Shareholders may vote to elect and remove directors at a general meeting by way of ordinary resolution (50%).

### **3.3.5 Winding-up**

If the Company is wound up and there are any assets left over after all the Company's debts have been paid, the surplus is distributed to shareholders after secured and unsecured creditors of the Company are paid.

### **3.3.6 Restrictions on sale and transfer**

There are a number of restrictions upon the sale, transfer, disposal and assignment of shares in the Company as set out in the Constitution. These include, but are not limited to:

- A right of first refusal by existing shareholders to acquire shares if a shareholder seeks to sell, transfer, dispose or assign its shares in the Company
- The right of a shareholder who has 70% or more of the issued shares in the Company to require other shareholders to sell their shares to the entity acquiring the majority shareholder's shares (Drag Rights)

- If a non-shareholder purchaser of shares is proposing to purchase 20% or more of the total issued shares in the Company, the other shareholders have the right to require that purchaser also purchase their shares
- Restrictions on a shareholder from selling, transferring, disposing or assigning its shares without Director approval if they have held the shares in question for less than 24 months (unless the Directors approve otherwise)
- Restrictions on a shareholder selling their shares in the Company to another entity which has an interest in a business or activity the same or substantially similar to the business of the Company, without the approval of 75% of the total shareholders
- Where an exit event (winding up of Company, change in control of Company, deemed liquidation, certain returns of capital by the Company to shareholders and an initial public offering) occurs, there are restrictions on the ability of shareholders to deal with their shares in a way that contradicts the requirements of the exit event

### 3.3.7 Pre-emptive rights on issue of shares

Before issuing any shares in the Company, except for limited exceptions, the Directors must first offer any shares to each shareholder who holds 1% or more of the total issued shares in the Company.

## 3.4 What can I do with my shares?

Shares in the Company are considered illiquid as they cannot easily be transferred or sold. However, there are numerous possible circumstances that may create an opportunity for shareholders to exit their investment in the Company. These include, but are not limited to:

- A trade purchase of the Company
- A listing on a registered stock exchange (eg the ASX)
- A private equity investment in the Company
- A share buy-back by the Company

There is no guarantee that any of the exit options will eventuate.

## 3.5 Investor rewards

In addition to being a shareholder of Rocketeer Logistics Pty Ltd, a range of rewards are being offered for investors.

These include:

- Invitation to attend monthly status update meetings
- Rocketeer discount coupons for personal use or sharing with others

The table below sets out the investor rewards based on the amount invested.

Reward / Min. Investment	\$500	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000
Rocketeer Swag	YES	YES	YES	YES	YES	YES
Rocketeer coupons worth X% of invested amount	-	5%	6%	7%	9%	10%
Special Mention on Our Social Media Channels	-	-	YES	YES	YES	YES
Early Access to Beta Features	-	-	-	YES	YES	YES
Invitation to attend monthly status meetings for a year	-	-	-	-	-	YES

32

TAS, Australia

JOB REQUEST

HISTORY

Lindisfarne

Mornington

Rosny Park

Bellerive

Clarence St

Hobart

Google

City Automotive

8.07 KM

View Job

Glenorchy

Moonah

North Hobart

Bellerive

Hobart

Google

Hilti Moonah

7.63 KM

View Job


Lindisfarne

Mornington

Google

\$7.50

Confirm details



Distance of delivery

56 KM

Receiver's address

Hobart TAS 7000, Australia

Package size

MALL (upto 10kg)

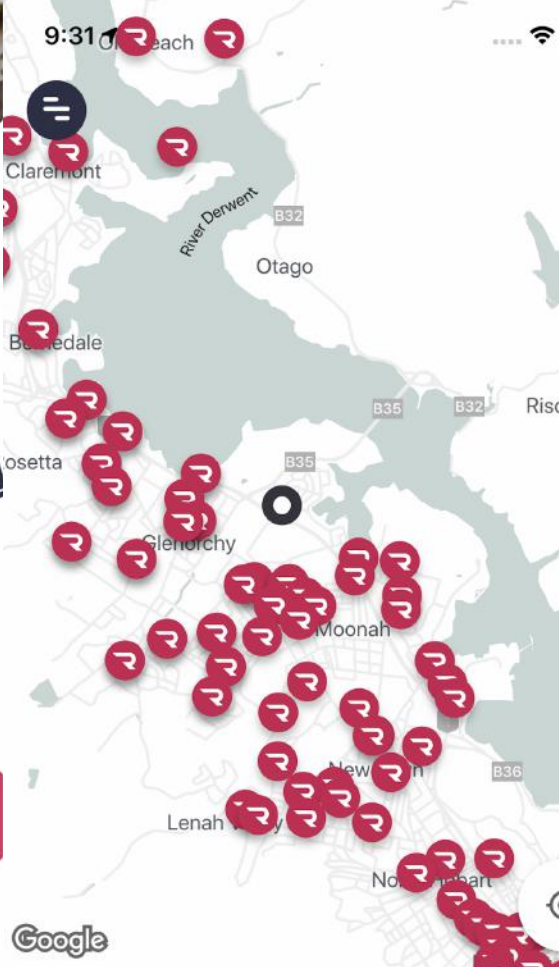
Additional note

Receiver

Self

Pay \$9.96

9:31



✓

Pick up location

9 Timsbury Rd, Glenorchy TAS 7010, Australia

▶

Enter Drop off location

## 4. Information about investor rights

### 4.1 Cooling-off rights

If you are a retail investor, you have the right to withdraw your application under this Offer and to be repaid your application money. If you wish to withdraw your application for any reason (including if you change your mind about investing in the Company), you must do so within five business days of making your application (**Cooling-off Period**).

You must withdraw your application via the Intermediary's platform. You will be able to withdraw your application within the Cooling-off Period by following the link and the instructions within your portfolio on the Intermediary's platform.

After your withdrawal has been processed, the Intermediary will refund the application money to your nominated account as soon as practicable.

### 4.2 Communication facility for the Offer

You can ask questions about the Offer on the communication facility available on the Intermediary's platform. You can also use the communication facility to communicate with other investors, with the Company and with the Intermediary about this Offer.

You will be able to post comments and questions about the Offer and see the posts of other investors on the communication facility. The Company and/or the Intermediary will also be able to respond to questions and comments posted by investors.

Officers, employees or agents of the Company, and related parties or associates of the Company or the Intermediary, may participate in the

facility and must clearly disclose their relationship to the Company and/or Intermediary when making posts on the facility.

Any comments made in good faith on the communication facility are not subject to the advertising restrictions in the Corporations Act.

## **4.3 Proprietary company corporate governance obligations**

### **4.3.1 Annual report**

While the Company is currently a small proprietary company that is not required to prepare annual financial reports and directors' reports, if we successfully complete this Offer, then we will be required to prepare and lodge these annual reports with ASIC (within four months of the financial year end). The Company has a 30 June year end and its financial reports must be lodged by 31 October each year.

Our financial reports are currently not required to be audited as we are a small proprietary company. This means that the Company's financial reports will not be subject to auditor oversight and, therefore, there will be no independent assurance of the Company's financial statements. However, the directors are still required to ensure that the financial statements give a true and fair view of the Company's financial position and performance and that the financial statements comply with the accounting standards.

We may be required to have our financial reports audited in the future if we raise more than \$3 million from CSF offers (including this current offer and any future offers) or otherwise become a large proprietary company.

### **4.3.2 Distribution of annual report**

The Company is not required to notify shareholders in writing of the options to receive or access the annual report. Shareholders will not be able to elect to receive a copy of the annual report by way of email or post. However, shareholders can access the annual report [on the Company's website at the following address [www.rocketeercouriers.com](http://www.rocketeercouriers.com) ], or can purchase the report from ASIC.

### **4.3.3 Related party transactions**

If we successfully complete this Offer, the rules on related party transactions in Chapter 2E of the Corporations Act will apply to the Company (for so long as we continue to have CSF shareholders). This means that the Company is required to obtain shareholder approval before giving financial benefits to related parties of the company (e.g. directors and their spouses, children or parents), subject to certain exceptions (such as reasonable remuneration provided to directors).

### **4.3.4 Takeovers**

If we successfully complete this Offer and have more than 50 shareholders, the takeover rules in the Corporations Act will only apply to the Company in a very limited way. If someone wants to buy more than 20% of the voting shares in the Company, they will be able to do so without complying with the takeover rules. This means a person may be able to get control of the Company without making a formal takeover bid to all shareholders or without seeking shareholder approval.

Shareholders will not have the benefit of the full protections under the takeover rules, which means you may not have the right to vote on or participate in a change of control of the company. However, the general principles of ensuring shareholders have sufficient information and time to consider a change of control, and all have a reasonable and equal opportunity to participate in any benefits, will apply to the Company. In addition, the Takeovers Panel has jurisdiction to hear disputes relating to control of the Company.

## 4.4 Company updates

The Company will provide regular updates to investors on the Company's website at the following address [www.rocketeercouriers.com](http://www.rocketeercouriers.com) and via the Intermediary's platform.

## Glossary

**Company** means Rocketeer Logistics Pty Ltd ACN 607854071

**Cooling-off Period** means the period ending five business days after an application is made under this Offer, during which an investor has a right to withdraw their application and be repaid their application money

**CSF** means crowd-sourced funding under Part 6D.3A of the Corporations Act

**Intermediary** means Birchall Financial Services Pty Ltd AFSL 502618

**Maximum Subscription** means the amount specified in this CSF offer document as the maximum amount sought to be raised by the Offer

**Minimum Subscription** means the amount specified in this CSF offer document as the minimum amount sought to be raised by the Offer

**Offer** means an offer of fully-paid ordinary shares by the Company under this CSF offer document

**Retail investor** has the meaning given to the term "retail client" under the Corporations Act





**ROCKETEER**

24/7 EXPRESS COURIERS