

A woman with long dark hair, wearing a light-colored long-sleeved dress and a dark backpack, is walking on a sandy beach. She is holding the hand of a small child who is also walking towards the water. The sun is low on the horizon, creating a warm, golden glow over the ocean and the scene. The water has gentle waves lapping at the shore.

alf

THE LABEL
EST 2016

Crowd-Sourced Funding Offer Document

28 June 2022

Always consider the general CSF risk warning and offer document before investing.

Offer of fully-paid ordinary shares in Alf the Label Pty Ltd
at AU\$1.28 per share to raise a maximum of AU\$500,000.

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

Issuer

Alf the Label Pty Ltd ACN 620 967 366

Intermediary

Birchal Financial Services Pty Ltd AFSL 502618

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Glossary



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.

2.1: A note from the founder

I am proud to have built Alf the Label into a socially conscious brand affecting positive change in women's lives across Australia, through our product, community, and charity partnerships.

Our aim is to expand globally and reach more women, so we have built a highly scalable business; this year we invested heavily in our systems and processes and our team is ready for the challenge.

Our relatively stable operating costs and high margins are our superpower, as we drive sales higher, our profit is realised very quickly.

We saw 916% growth in the past four years and turned a profit in each of those years. This year, we strategically invested heavily in product development, inventory and back end systems to set our selves up for the next phase.

We have seen many goals smashed in the past few years. One I am particularly proud of is our commitment to female focussed charities. We have donated more than \$22,000 in cash and \$10,000 + of product to our charity partners, with opportunity to have an impact globally as we scale.



Through this capital raising effort, we need your support to help us reach more parents globally.

We have huge demand for our products, but we need to service the supply. We have a loyal community of customers, but we need to get our products in front of more eyes.

Businesses want to work with us and we have some large wholesale partnerships underway, with more on the list.

It's an exciting time and doors are opening for us. We need you to jump onboard as a shareholder of Alf so we can take this journey together as co-owners of Australia's favourite accessories brand for parents.

Sophie

2.2 Company Details

This offer of shares is made by Alf the Label Pty Ltd ACN 620 967 366 (Company).

Company name	Alf the Label Pty Ltd
ABN	17 620 967 366
Date of incorporation	8 August 2017
Registered office	Unit 6, 280 Bannister Road, Canning Vale WA 6155
Principal Place of Business	2/10 High Street Fremantle, Western Australia
Related Companies	NIL

A woman with blonde hair in a bun, wearing a white dress, is seen from behind pushing a stroller. She is carrying a large, black, textured leather bag with gold-colored hardware and tassels. The stroller is dark-colored with a light-colored canopy. A baby is visible in the stroller. They are walking on a wooden boardwalk or pier with a railing, and a body of water is in the background under a clear sky.

Alf the Label offer luxury baby bags and accessories, providing effortless style and essential practicality for parenthood and beyond.

alf the label

EST 2016

2.2: Description of the Business

2.2.1 About the Company

Since we launched in 2016, Alf the Label has elevated the standard for upscale handbags and accessories, designed to transition women from adulthood to motherhood without compromising style for functionality.

We have grown from humble beginnings to become a household name in just five short years. The first Alf bag was created by our Founder, CEO and Creative Director Sophie Doyle when she became pregnant with her first child and unable to find a product that suited her, thus identifying a gap in the fast-growing baby goods and accessories space.

The brand has since expanded nationally with a warehouse in Sydney, NSW, a growing in-house team in our head office in Fremantle, Western Australia, and an online presence across numerous digital channels, with an engaged following of more than 50,000 parents on Instagram alone.

More than 26,000 Alf products have been sent to parents worldwide, with over 15,000 orders to 26 countries.

Alf has experienced solid growth, in the last four years alone our revenue has grown 916%. In the back half of 2021 we refreshed our branding and launched 63 new products including an elevated luxury offering, a sports unisex line and a mini and me collection to further cement our status as Australia's favourite parenting accessories brand.

Community focus runs deep at Alf, with giving back to our community at the forefront of everything we do. From donating \$1 from every sale to women in need, via our national charity partner, Dress for Success, to the Alf Exchange where we donate physical products to better the lives of at-risk women.

We have recently taken on our first (of many) wholesale partnerships, including ranging an exclusive edit with THE ICONIC, Australia's largest online retailer, which attracts more than 15 million visitors to their site per month.

After a successful product collaboration with Victorian artist Morgan Jamieson earlier this year, we are in negotiations with several major brands to release co-designed product ranges in early 2023.

Vision & Purpose

Alf is:

Trustworthy.

Our expertise in the industry is deeply rooted. Our clientele trusts us to set the tone in style and taste making. We know quality and craftsmanship of the highest standard and embed this in everything we do.

Confident.

We are self-reliant and self-assured without presumption. We know how to command a room without being the loudest. We are not outwardly emotive and boisterous, because we don't need to be. Our presence is enough.

Refined.

We exude elegance in our tastes, appearance, and profile. Our choices are modern yet classic - in style, language, and persona, we stand the test of time whilst still adapting to modern trends.

Inclusive.

We know motherhood means something different across our wide and varied audience. We are in tune with the conversations online and offline on the realities of parenting. The faces of motherhood represented predominantly in our cultural mindset has changed over the years, and we ensure this is reflected in ourselves and who represents our brand.



Our Proud Moments

2017 - 2019

- First physical pop-up store
- First international order (to China)
- Launched second product- Ari
- First limited edition collection released.
- First retail expo: One Fine Baby Melbourne
- Moved from home office to 240sqm warehouse
- Sold through a pre-order of best-selling Ari backpack prior to its arrival, twice



2020 - 2022



- Donated \$22k to charities Panda, i=change, Foodbank, DFS
- Coordinated Foodbank drive for WA to support bushfire victims
- Launched partnership with DFS
- Launch of The Alf Exchange
- Rebrand
- Unisex product launch
- Sold 94 bestselling Ari's in one week
- First artist collaboration
- Launch on THE ICONIC
- First wholesale partnerships: The Memo
- 15,000th order sent

Media



Fashion

\$1 million in the bag for Perth mum's Alf the Label

Kim Macdonald and Jenne Brammer | PerthNow
June 20, 2019 2:00AM



Mindset matters

A Perth entrepreneur shares her devastating battle with a baffling medical mystery



Fashion

Alf the Label CEO Sophie Doyle nominated in Start Up Business of the Year category at MyBusiness Awards in Sydney



JUNIOR DESIGN AWARDS 2020 GOLD WINNER: Best Changing Bag Design

WHAT: Alf the Label - The A4 way backpack

WHAT: A fashion forward but super practical leather baby change bag, featuring ten pockets, a bummykey clip, wet-proof change mat, D-rings to attach it to your stroller and two adjustable straps that convert it from satchel to backpack.

Perth brand bags gold in London

BN By Business News | 18/06/2020 10:00

Perth-based bag brand Alf the Label best international designers to be recognised at the UK Junior Design Awards 2020.



Sophie Doyle started Alf the Label in 2016.

Perth-based bag brand Alf the Label best international designers to be recognised at the UK Junior Design Awards 2020.

Alf the Label eyes overseas expansion, seeks capital

By The Australian | 12/06/2020

Luxury baby bag brand Alf the Label has launched a crowdfunding campaign to secure up to \$2 million to increase its brand awareness and expand into international markets.



honey

BUSINESS DAILY MEDIA

THE SMALL BUSINESS WORLD

Tuesday, June 14, 2022 3:24:29 PM

From startup, to business success, Alf the label



It all started with one bag



Gazette

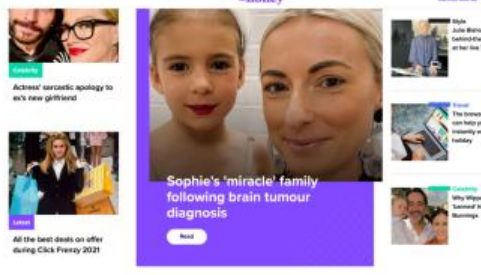
Mummy business recognised for stylish nappy bags

Aaron Corlett | Fremantle Gazette
Published 14 July 2019 at 10:00AM



ALF THE LABEL

Leather and hobo sassy bags for stylish Mummies. Alf bags are made of luxurious soft leather with alky cow hide detailing - they're the changing bags you actually want to see hanging from your pram. These bags are pretty and practical, with more pockets than you can poke a stick at. Not like a nappy bag at all, be a stylish Mum with Alf the Label. Designed in Australia, shipped worldwide. www.alfthelabel.com.au / Instagram: @alf_thelabel Facebook: @alfthelabel / Pinterest: alf_thelabel



Actress' cardiac apology to ex's new girlfriend

All the best deals on offer during Click Frenzy 2021

Sophie's 'miracle' family following brain tumour diagnosis

As seen on

THE ICONIC

perth**now**



The West Australian



honey

kidspot
.com.au

Daily Mail

THE JUGGLING *act*



Junior

herblackbook

The Daily Telegraph

The Advertiser

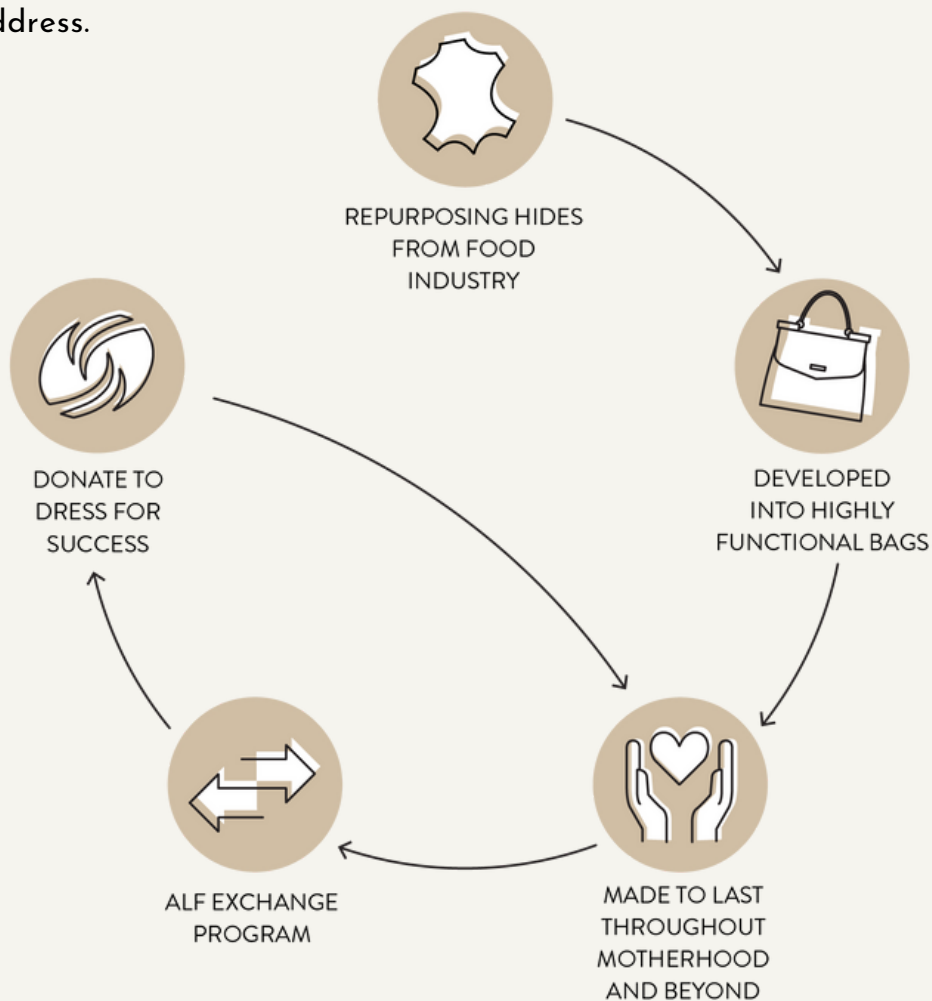
Our Social Conscious and Circular Economy

We are a socially conscious brand and have invested time and funds to improve the lives of women through our product and partnerships.

Our products are produced from sustainable leathers sourced as a bi-product of the food industry, they are durable and made to last using high-quality materials and hand made using ethical manufacturers. To ensure our bags were loved well beyond motherhood we created our unique flagship charity program, The Alf Exchange.

The Exchange gives our community the opportunity to return pre-loved bags from any quality brand (including Alf) to us in exchange for a store voucher, so we are able to repurpose and donate the bags to our charity partner Dress for Success whose programs provide direct support and resources to Australian women re-entering the workforce.

The Alf Exchange is in addition to a \$1 contribution from every sale, going directly to the Australian Dress for Success office closest to the customers shipping address.



Sustainability

As a small business, sustainability means a lot to us. We do our best to make both large and little changes to ensure the business becomes more environmentally and socially conscious.

A few of these changes include working with our suppliers to reduce the soft plastics used in our shipments, participating in recycling programs, replacing our office lights to low energy LEDs, minimising use of paper and using a cloud-based filing system for record keeping.

We are so proud to say our bags are not a product of fast fashion - and our customers often tell us their bags have served them throughout motherhood for 1,2 or even 3 babies and have then transitioned to work or overnight bag.

The introduction of the best-selling Everything Bag was around the time our national plastic bag use regulations came into place and now there are thousands of parents who use an Alf reusable bag which help save the world from decomposing one less plastic bag for the next 500-1000 years.*

Even our materials are sustainable. Our leather is a by-product of the farming and agricultural industry and is considered sustainable because the animals are not raised for the express purpose of using their leather for another purpose.



*Source: ACS Publications. 2020. "Degradation Rates of Plastics in the Environment," Pages 3495, 3499-3500, 3503.
<https://pubs.acs.org/doi/10.1021/acssuschemeng.9b06635>



"This is literally the perfect nappy bag! Not only are all your bags super stylish but they are very functional. Everything has been thought of and the bags are of an extremely high quality.

Highly recommend this brand and all of their beautiful bags!"



2.2.2 Products & Services

Supporting Slow Fashion

We offer a variety of stylish and practical baby bags, handbags and accessories, designed with versatility in mind to transition with the owner through their parenting journey. The multipurpose bags can be used for travel, work, or simply for the demands of motherhood in the style of Mary Poppins.

Many of our products are inspired by feedback from Alf's dedicated and loyal community, and from our Founder's own motherhood journey.

From transitioning from a career focussed young woman, to full-time motherhood, to being a full-time working mum - Sophie's own journey, and the journey of Alf's community inspired her to evolve and curate innovative collections for our ever-changing parenting needs.

In the last 12 months we designed and launched our first sustainable and gender-neutral collection, Alf Athletica, an athleisure range developed in consultation with Sophie's husband Luke, Alf's GM for our community of Dads.

A Mini & Me collection inspired by our Founder's children, and the growing children of our community - many parents of whom had an Alf baby bag when they were infants and now had requirements for day-care and school appropriate pieces.

Most recently we released a range of back-to-work bags and accessories thoughtfully designed with mums returning to work in mind. With pockets and spaces in the bag specifically designed to hold breast pumps and other items a mother may need.

We are proud to participate in the slow fashion movement. Our products are hand crafted and considerable time is spent in production ensuring a long lifespan of our multipurpose products. We use high quality and sustainably sourced materials to offer eco-conscious practicality for parenthood and beyond.

4.8 /5

AVERAGE CUSTOMER RATING



Alf Luxe

The Luxe collection is Alf the Label's core product offering. High quality, leather goods are at the centre of the business.

The Luxe range transcends mothers and is beloved by women in all stages of life.

The range is a partnership of style and functionality with every product having multiple ways to wear and purposes.

The range features baby bags, handbags and convertible backpacks of all sizes. Practical, unique accessories and limited edition colourways and releases.



Alf Athletica

Alf's Athletica collection is the brand's first sustainable and gender-neutral collection.

Four functional designs in two neutral colourways are crafted in eco-nylon and vegan leather.

The Athletica range boasts comfort and performance with every design carefully crafted to suit busy, active parents.



Alf Essentials

Alf Essentials is the first mini-and-me range that is not only unisex, but designed to be worn by both parents and children.

The Essentials collection offers a curated variety of elevated everyday essentials - a lunch bag, a cooler bag, a mini backpack, a crossbody and a caddy, as well as a bottle cooler - in soft, unisex pastel colourways.

The Alf Essentials collection can be taken from family picnics to the school playground, offering the signature Alf functionality that can be enjoyed by the whole family.



Product Collaborations

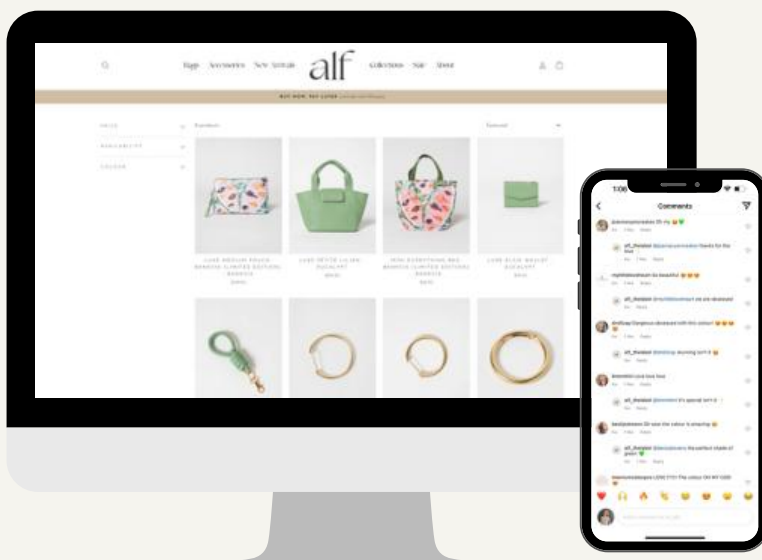
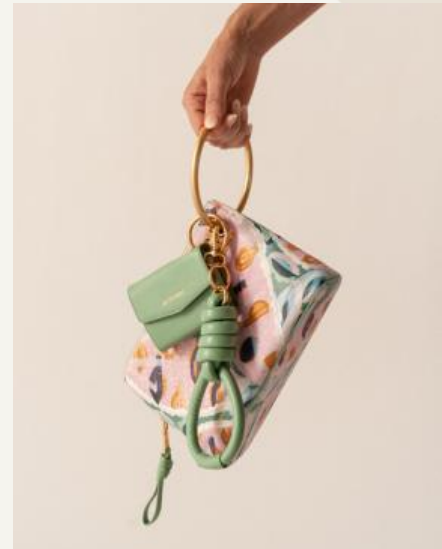
In April 2022 Alf collaborated with Morgan Jamieson, a friend, Alf customer, mother of two, and inspirational Australian artist to create a limited-edition collection.

Alf asked their community to select a piece of Morgan's beautiful art that they wanted to see used in a piece.

Once they selected the Banksia artwork custom printed leather pouches were produced.

The launch was highly successful with the Banksia pouch outperforming the alternative colours in this style.

We have now begun conversations with other large Australian brands and is excited to release more collaboration projects very soon.



2.2.3 Marketing & Distribution

Over the past five years Alf bags have become a coveted statement piece. Our growth marketing strategy has been a proven success. We have built a community of likeminded people who love the brand and want to share their experience with their peers, with customers returning to purchase different styles to suit various stages of their life.

Speaking to our customer

Alf the Label is growing and so is our audience. The Alf audience is comprised of the engaged Alf Community members, current customers and previous purchasers, social media followers, email subscribers, those who have met us in passing through our paid digital advertising or our product, and those who have not met us yet.

They are non-traditional and modern. They are single parents, same-sex couples, heterosexual couples in de facto partnerships and marriages. They make decisions for themselves based on what they want, and not simply following the status quo.

They want the best of the best and have the financial flexibility to invest in pieces that will feature prominently in their wardrobe for years to come.

They are busy and seeking balance in a world that seldom allows for it. They need solutions and functional design.

They think and act globally. They consume content and purchase from brands internationally, regardless if they live in Australia or Europe.

They are time poor and media savvy. When they receive communications from brands they subscribe to (or pick up their phones to scroll through socials), they want content that is relevant to them and addresses their pain points without them having to ask.



The Alf Community

Over a short almost six years Alf has continued to prioritise growing a vibrant, passionate group of customers and parents who have now become known as "The Alf Community".

The Facebook group specifically has allowed the brand to speak directly to a targeted focus group of loyal customers to gain insights and engage in two way conversation about upcoming product, styles, design choices and more.

Alf proudly has the largest social following in Australia for a baby bag brand.



50.7K

Instagram



26.1K

EDM Subscribers



1.5K

Private Facebook Community

Marketing Success

Our Founder Sophie has 18 years of strategic marketing experience and therefore creative marketing is top of mind. Alf the Label has been commended by peers within the industry for being a brand leader.

Since inception we have taken advantage of social media being the place our customer hangs out most, and it's working with 76% of our traffic referrals coming from social channels. We have a higher than industry average email open rate signalling our customer wants to hear what we have to say.

Marketing channels we use:

- Instagram
- Facebook
- Private Facebook Community
- TikTok
- LinkedIn
- Pinterest
- Parenting Forums
- Foot traffic past our HQ
- Email
- Word-of-Mouth

Our Distribution Channels

Alf the Label grew organically making 100% of sales via our own website for the first five years. In April 2022 we listed a curated selection of product on THE ICONIC, Australia's largest fashion eCommerce retailer, where we have seen 36.4% growth month on month.



2.2.4 Market & Competitors

There isn't much like Alf around the world.

Parenting apparel and accessories are typically designed to appeal to the child rather than the parent. Recognising this market gap, we aim to help women maintain their sense of identity and style during their parenthood journey, by recentering the aesthetic needs and desires of mothers in a market saturated with designs targeted to children.

Appealing to customers with the financial flexibility to invest in "slow fashion" brands, we combine style and functionality to compliment the demands of parenthood. "Slow fashion" is a relatively new concept, referring to brands who apply an ethical and sustainable approach across the production process with a focus on creating durable products with a long life cycle, to prevent landfill waste.

It is a growing movement within both domestic and global markets, and it has allowed us to speak to generations of parents concerned with environmental impact.

A number of smaller competitors have entered the market since the launch of Alf, some offering lower cost/quality products using vegan materials to appeal to a price sensitive customer. As part of our growth plans we are releasing a range of premium vegan products to match the aesthetic of our core product range, but at a lower price to optimise our pricing architecture and appeal to a wider audience.

"We are the trailblazers in our category, having inspired competitors to emerge in this space. It's been exciting to watch this industry grow and evolve, along with Alf."



2.2.5 Market Potential

Baby products were one of the top five categories for online shoppers in January 2022, reporting a growth of at least 5% month-on-month and above 15% year-on-year according to Australia Post.*

The online baby product industry is projected to rise at an annualised 4.3% over the five years through 2025-26, to \$1.5 billion.* The COVID-19 pandemic has accelerated the adoption of online shopping supporting higher industry sale volumes over the next five years.*

We have built micro customer bases in 26 countries, see map below. With many countries to focus on and the international population constantly increasing our market potential is limitless.

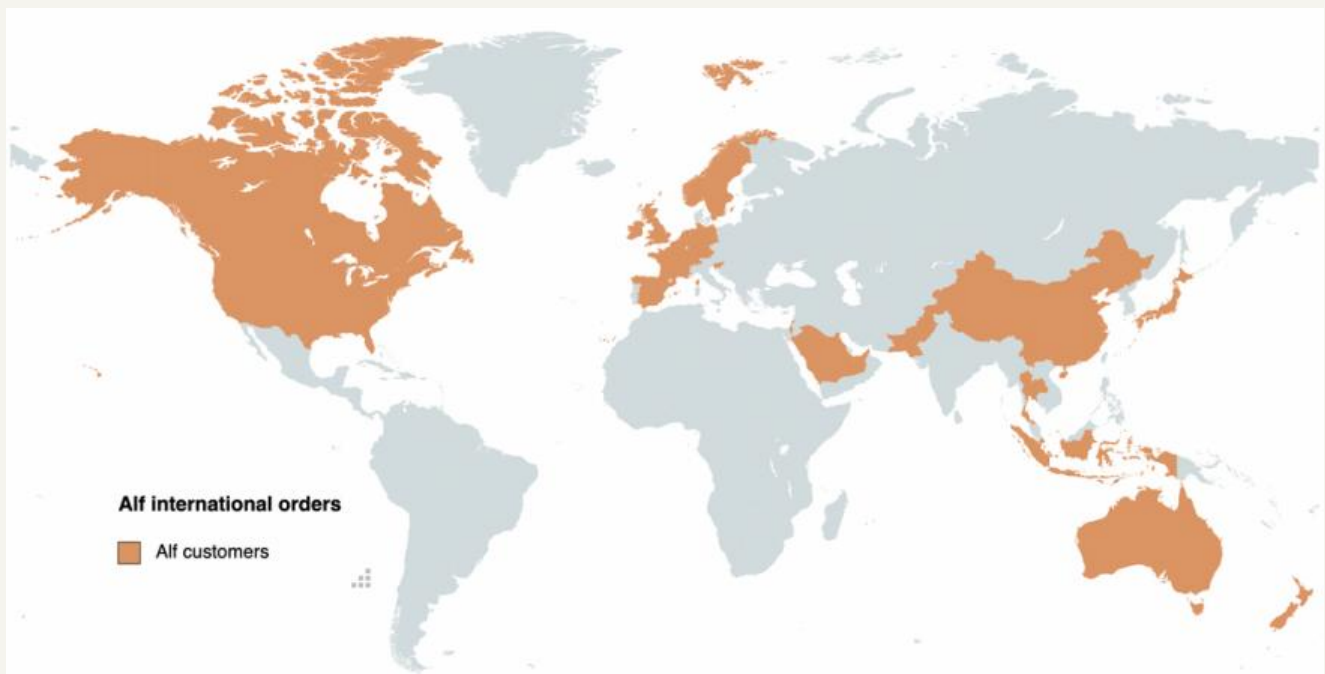
International birth rates:

Australia: 300,000 babies born per year

USA: 3.75 million babies born per year

UK: 680,000 babies born per year

Europe: 4.1 million babies born per year



*Source: (https://auspost.com.au/content/dam/auspost_corp/media/documents/inside-australia-online-shopping-update-feb-22.pdf)

*Source: (<https://www.ibisworld.com/au/industry/online-baby-product-sales/4093/>)

*Source: <https://www.kearney.com/consumer-retail/article/-/insights/as-covid-19-fuels-a-surge-in-online-shopping-will-e-commerce-be-the-new-normal>)

2.3 Business & Revenue Model

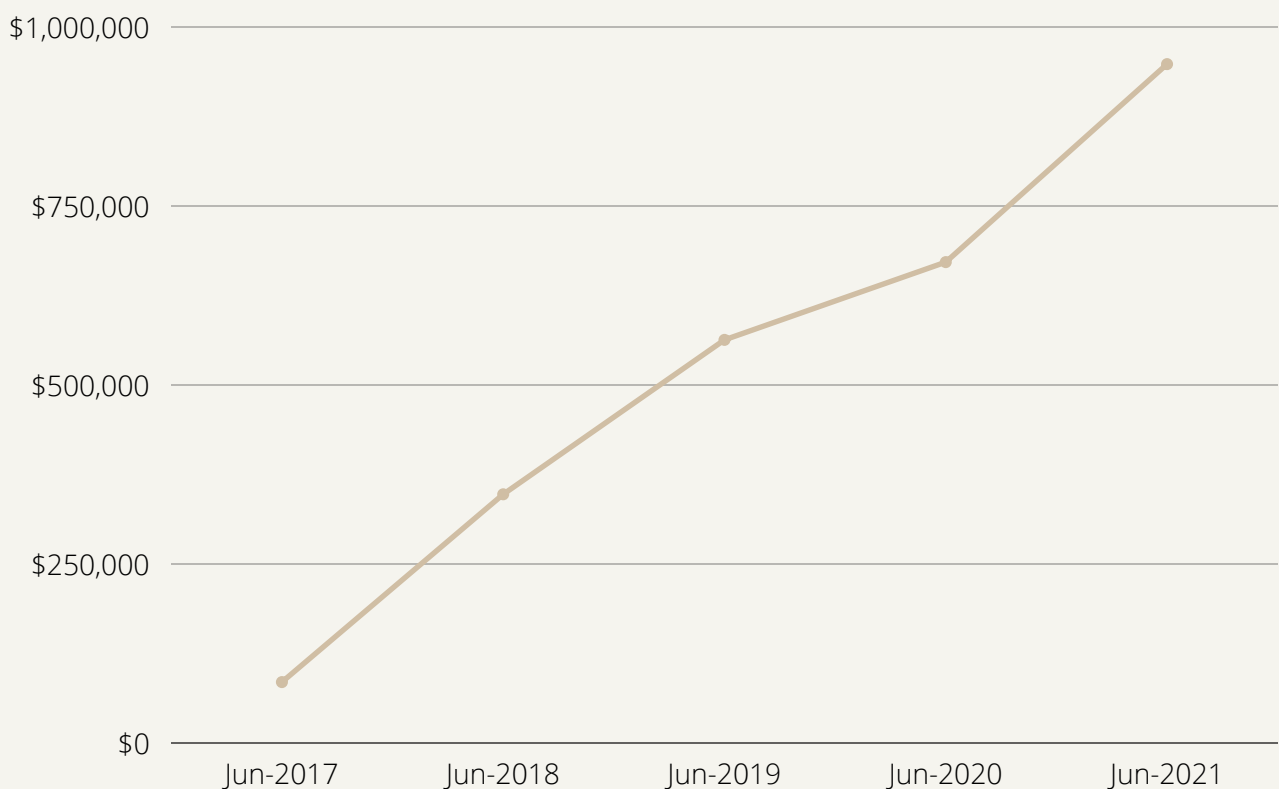
We have seen 10x revenue growth in the last four years of business, turning over more than \$3.35 million in revenue since launch. Thanks to relatively stable operating costs and high margins, as our sales increase, our profit will continue to be realised very quickly.

Our concept has been proven with our Australian success and we are focussed on getting the Alf brand in front of more parents around the globe.

Alf's revenue model is currently structured at 95% direct to consumer and 5% of our revenue coming from wholesale partners.

As Alf grows, our ambition is to invest in broader marketing activities to significantly expand reach, both domestically and internationally. Alongside growing our DTC arm, we expect to welcome more wholesale partners, which has the potential to significantly increase order volumes and capitalise on improved margins through scale.

Annual revenue growth



The above graphs indicates the annual sales revenue for the outlined financial years

2.4 Business Strategy

The Problem

Parenting apparel and accessories are often designed to appeal to the child rather than the parent. Many products offered are produced from low-quality materials with a short lifespan.

Our Opportunity

To help women maintain their sense of identity and style during their parenthood journey. To connect and support women across the globe. It's more than just fashion. It's a movement of lifting up women and helping them feel amazing about themselves post-partum.

Top Five VIP Customers Individual Spend

\$9,091 (WA)	When our customers love us, they come back for more. We are proud to have developed long standing relationships with many return customers. Over time, we plan to nurture these relationships further through incentives and rewards.
\$5,454 (NSW)	
\$4,376 (WA)	
\$4,034 (NSW)	
\$3,979 (NSW)	

16% INCREASE

\$225

AVERAGE ORDER VALUE

SINCE 1.10.21

27.67%

RETURN CUSTOMER RATE

Despite being a Western Australian based company, 80% of our customers are located on the east coast of Australia, which shows the opportunity to reach new markets is not tied to our physical location.

A Clear Direction

We have huge demand

Customers love our products, and we are constantly selling out of our best-sellers. Our biggest challenge is being able to order enough inventory to service the demand. An injection of capital will allow us to get depth in fast-selling product lines to ensure we are not leaving potential revenue on the table. We are also ready to go to production on a new range of lower cost, luxury vegan leather products, opening us up to a larger customer base, who may be price sensitive to our higher end offering.

Expanding the Alf Community

We already have an incredibly loyal community of customers, but we need to get our product in front of more parents so we are able to expand this group and give more customer the opportunity to own products which will make their parenting journey more enjoyable. The most effective way to do this is by investing additional funds in digital marketing and influencer collaborations. Additional capital will allow us to increase marketing spend and in turn drive revenue upwards.

Businesses want to work with us

We have some large wholesale partnerships in the works, with more on the list. Alf is constantly getting approached by stockists wanting to wholesale our products, so we need to hire capacity within our team to manage these relationships. Taking on strategic wholesale partners will help us improve order volumes to achieve a lower production cost and assist in expanding our brand reach.

Our charity partners are ready for us

Dress for Success is an international NFP, so scaling into new markets creates an opportunity to make an impact globally. We would love the opportunity to offer the Alf Exchange Program to benefit more at-risk-women and need capital to promote the program further.

"We have big plans and need your help to achieve them."



Roadmap to Success

1. Further improved margins

The key to profitability starts with knowing the cost variables on our income statement. These include manufacturing, transportation, salaries of employees, warehouse charges, shipping and - most expensive of all for digital brands - marketing and customer acquisition. We've built the foundation and formula for profitability and invested in programs and systems that will enable us through this growth period. We have also seen an improvement in gross margin across all years from 2020 FY of 56%, 2021 FY 59% and until Mar 2022 YTD 61%. As we continue to scale, we expect to move well beyond our current break-even point as our sales should generate enough profit to cover expenses and generate growth as seen in the financial statements.

2. Be efficient acquiring customers

Like all online retailers our biggest expense by far is customer acquisition. Our team continues to make sure we're investing in channels that really work for Alf the Label and identifying new opportunities and markets, then highlighting less efficient streams. We all know word of mouth is also the best form of marketing and is low cost, to promote this we are launching an incentivised referral program later in 2022 to allow parents to share what they love about our products.

3. Alf products for all stages of life

One way to grow our profitability and cut down on customer acquisition is to ensure our customers keep coming back, and that they tell their friends about Alf the Label. We are also constantly looking at new product offerings that keep customers coming back to add to their product collection as it's cheaper to retain customers than to attract new ones, we regularly review our customer repeat purchase rate to monitor this.



Our Team

Alf has a high performing team with a wealth of experiences across many facets of the business. Many staff have returned to work and have children of various ages which enables us to remain relevant to customers through all phases of their parenting journey.

We pride ourselves on offering a supportive and flexible work environment, with a strong family focus. Many staff work part time to fit around busy family schedules.



Sophie
CEO + Creative Director



Luke
General Manager



Bri
Marketing



Katherine
Marketing



Hayley
Design



Kim
Customer Service




Jess
Operations



Jo
Advisor



Marty
Advisor

A woman with her hair in a bun, wearing a white long-sleeved shirt and a white skirt, is holding a baby. The baby is wearing a grey knit hat with a large pom-pom and a grey sweater. The woman is also holding a large, black, textured leather baby bag with multiple pockets. They are standing by a body of water with a marina in the background.

"I am in love with my new baby bag and it is even better than I imagined! I am so impressed with the quality and craftsmanship of the products and the overall experience has been seamless.

Would definitely recommend to all my friends, even ones without kids!!!"



2.6 Capital Structure

2.6.1 Issued capital (Before & After the Offer)

As at the date of this Offer, the Company has 3,437,500 ordinary shares on issue. 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
Sophie Doyle	Ordinary	3,437,500 (100%)
Total		3,437,500 (100%)

Table 2 sets out the issued capital of the Company following the Offer on a fully diluted basis (i.e. presuming all options are exercised).

Table 2: Issued capital of the Company following the Offer

Shares	Minimum Subscription	Maximum Subscription
Existing Shares	3,437,500 (97.8%)	3,437,500 (89.8%)
Offer Shares	78,125 (2.2%)	390,625 (10.2%)
Total Shares	3,515,625 (100%)	3,828,125 (100%)

2.6.2 Rights & 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 as such, the rights and liabilities associated with the shares are as set out in the Company's constitution. Under the Constitution, Alf the Label has the discretion to approve 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. A copy of the Company's Constitution is available on the Intermediary's platform.



2.6.3 Sources of Financing

Sources of Financing, Including Debt Financing & Other Financing

For the early years of operation the business was self-funded by reinvesting profits. In the fourth year an overdraft and credit card were secured to assist with working capital fluctuations as required. Part of the overdraft is currently in use, and the credit card is available credit. Most recently, to fund its growth activities, the Company has entered into loan agreements with Prospa and a related party. The table below shows the current sources of finance. The related party loans will not be repaid with the funds raised under the Offer.

Funding Type	Source	Amount Obtained	Term
Credit Card	NAB	\$15,000	Ongoing
Business Account Overdraft	CBA	\$100,000	Ongoing
Business Loan	Prospa	\$60,000	12 months
Related-party Loan	Directors Family	\$150,000	5 years

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

2.7 Directors & Senior Managers

Sophie Doyle

Founder, CEO, Creative Director, Director

Sophie leads the team of six from the Alf head office in Fremantle. She provides leadership and guidance to the team relating to the day-to-day operations of the business and develops and drives the growth strategy for the brand.

When Sophie founded the brand, all of the product design was done by Sophie. Since the brand has evolved Sophie has hired an experienced technical designer and production coordinator, to help bring her product ideas to life.

Sophie is also the public face of Alf the Label, featuring in the brand's social media campaigns and often communicates one-on-one with Alf's most engaged customers via our social channels ensuring she is well connected to the woman we support with Alf products.



WA Business News 40under40 winner in 2021, Sophie is an integral part of the company; developing strategy, directing product development, design, and leading marketing initiatives. With an extensive background in marketing and communications spanning 18 years, Sophie holds a post-graduate certificate in Communications, specialising in Creative Services, from Edith Cowan University, Western Australia.

Sophie has led Alf the Label to be named a finalist in the Small Business category at the nationwide MyBusiness Awards in 2019. In 2020, she won gold at the UK Junior Design Awards for her changing bag design, and in 2022 she has been nominated for an AusMumpreneur Award, Bounty Baby Award and Junior Design Award UK (all yet to be announced).

Being an entrepreneur provides Sophie with the flexibility she needs to ensure she is able to spend quality time with her two young children in their most important formative years.

2.7 Directors & Senior Managers

Luke Doyle

General Manager, Director

Luke has been actively involved with the operational aspects at Alf since the brand launched. This included the packing and dispatch of orders, assisting in photoshoots and establishing warehousing and office operations in Perth.

This was done in his spare time to support Sophie, while working full-time role in project management and community development for the State Government.

Now as General Manager, Luke manages the operations with the team at head office including the implementation of complex inventory management systems, warehousing, logistics and customer service. Luke is also known within the team for always having a creative solution to any problem, his common-sense approach and strong interpersonal skills are able to effectively solve issues.



With project management experience spanning 13 years across both State Government and private sectors, Luke's role as General Manager at Alf the Label draws on his expertise in community engagement, organisational development and change management skills. A dynamic leader with extensive human services experience, Luke has a Bachelor of Commerce majoring in Management and a Bachelor of Behavioural Science from the University of Notre Dame, Western Australia.

2.8 Risks of the Business

An investment in Alf the Label 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
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.
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. To avoid over-forecasting, we review our forecast weekly and check in with advisors quarterly to keep us on track.
Key person risk	As an early stage business, the Company is susceptible to the loss of key team members as they are considered critical to the continued success of the Company. If a key team member was lost, due to illness for example, this could significantly affect the Company's ability to continue its operations or achieve its business objectives as the case may be.
Supply chain partners	The Company uses a number of partners, sales, marketing and member communication technology solutions. 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.

2.8 Risks of the Business

Risk	Description
Failure to secure/ loss of supplier or customer	Failure to secure/ loss of supplier or customer As an ecommerce business, we rely on securing suppliers to provide our products to clients. Inability to secure or lose a major supplier or customer is a real risk for us, especially as we rely on overseas suppliers and manufacturers.
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.
Competition	The Company operates in a market with several known competitors, alongside fast-fashion brands. 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.
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.

2.9.1 Balance Sheet

Below are the financial statements of the Company for the financial years ended 30 June 2020 & 30 June 2021, which have been prepared in accordance with the Accounting Standards. Financial information for the 9 months ended 31 March 2022 has also been included, based on management accounts, and accordingly may be subject to change.

	9 mths to 31-March-2022	12 mths to 30-June-2021	12 mths to 30-June-2020
Sales	\$567,770	\$870,174	\$622,841
Less: Cost of Sales	\$224,097	\$360,339	\$273,599
Gross Profit	\$343,673	\$509,835	\$349,242
Gross Margin	61%	59%	56%
Expenses			
Administration & Operating	\$58,559	\$75,164	\$65,046
Consultants & Advisors	\$64,576	\$91,196	\$17,285
Depreciation & Amortisation	\$15,525	\$27,912	\$13,255
Employment	\$108,773	\$113,155	\$64,480
Occupancy	\$21,259	\$37,438	\$27,451
Sales & Marketing	\$197,274	\$192,774	\$71,454
Total Expenses	\$465,966	\$537,639	\$258,971
Operating Profit	(\$122,293)	(\$27,804)	\$90,271
Other Income			
Government Grants & Incentives	\$0	\$37,000	\$22,000
Earnings before Interest & Tax	(\$122,293)	\$9,196	\$112,271
Interest Paid	\$6,115	\$6,138	\$2,307
Net Profit before Tax	(\$128,408)	\$3,058	\$109,964
Income Tax Expense	\$0	(\$299)	(\$24,004)
Net Profit after Tax	(\$128,408)	\$2,759	\$85,960

2.9.2 Profit & Loss Statement

	31-March-2022	30-June-2021	30-June-2020
Current Assets			
Cash & Cash Equivalents	\$18,949	\$4,572	\$81,998
Trade & Other Receivables	\$7,300	\$4,569	\$9,634
Stock on Hand & In Transit	\$272,812	\$91,237	\$81,789
Other Current Assets	\$3,032	\$9,236	\$0
Total Current Assets	\$302,093	\$109,614	\$173,421
Non-Current Assets			
Plant & Equipment	\$58,421	\$73,369	\$91,282
Intangibles	\$1,610	\$319	\$410
Shareholder Loan	\$0	\$91,290	\$27,311
Non-Current Assets	\$60,031	\$164,978	\$119,003
Total Assets	\$362,124	\$274,592	\$292,424
Current Liabilities			
Bank Overdraft	\$62,872	\$19,227	\$0
Trade & Other Payables	\$104,961	\$10,350	\$2,092
Other Current Liabilities	\$27,733	\$22,320	\$28,727
Total Current Liabilities	\$195,566	\$51,897	\$30,819
Non Current Liabilities			
Borrowings	\$141,035	\$68,764	\$80,432
Total Liabilities	\$336,601	\$120,661	\$111,251
Net Assets	\$25,523	\$153,931	\$181,173

2.9.3 Cash Flow Statement

	31-March-2022	30-June-2021	30-June-2020
Operating Activities			
Receipts from Customers	\$565,040	\$875,238	\$620,041
Payments to Suppliers & Employees	(\$762,590)	(\$870,898)	(\$459,679)
Government Grants & Incentives Received	\$0	\$37,000	\$22,000
Interest Paid	(\$6,115)	(\$6,138)	(\$2,307)
Income Tax Received (Paid)	\$11,414	(\$16,301)	(\$77,007)
Net Cash From Operating Activities	(\$192,251)	\$18,901	\$103,048
Investing Activities			
Purchase of Equipment	(\$577)	(\$8,708)	(\$98,829)
Payments for Intangibles	\$0	(\$1,200)	(\$454)
Net Cash From Investing Activities	(\$577)	(\$9,908)	(\$99,283)
Financing Activities			
Net Proceeds from Borrowings	\$115,915	\$7,559	\$80,432
Shareholders Loan Received (Paid)	\$91,290	(\$63,978)	(\$23,843)
Dividends paid	\$0	(\$30,000)	(\$70,000)
Net Cashflow from Financing Activities	\$207,205	(\$86,419)	(\$13,411)
Net Cashflow	\$14,377	(\$77,426)	(\$9,646)
Cash at Beginning of Financial Year	\$4,572	\$81,998	\$91,644
Net Cashflow	\$14,377	(\$77,426)	(\$9,646)
Cash at End of Financial Year	\$18,949	\$4,572	\$81,998

2.9.4 Statement of Changes in Equity

	31-March-2022	30-June-2021	30-June-2020
Opening Balance	\$153,932	\$181,173	\$165,213
Add: Net Profit Period	(\$128,408)	\$2,759	\$85,960
Less: Dividends Paid	\$0	(\$30,000)	(\$70,000)
Closing Balance	\$25,524	\$153,932	\$181,173

2.9.5 Management Comments on Historical Performance & Outlook

We have big dreams for Alf the Label and are thinking globally. We have experienced 916% growth in the previous four years and turned a profit in each of those years. In 2021/2022 we strategically invested heavily in product development, inventory and systems to set ourselves up for the next phase and although we will not turn a profit, we are confident in our ability to grow the brand and get back on track with an injection of capital.

We are striving to create a community that benefits parents globally. In the most recent nine months we, like many other brands, experienced supply chain challenges and the effects of extended lockdowns. We took the opportunity to use this period to rebrand, develop a broader offering in products and invested in systems for inventory management, customer service and operations in readiness to scale.


As we move into this next phase of growth, we're focused on striking a balance between building a sustainable business model and creating momentum. We're pleased to note that as we move forward, we expect that our fixed costs (as a percentage of our total revenue), should continue to decrease due to the scalability of our online-business model. This means we have the potential to sell exponentially more product with relatively stable fixed costs, as our team and systems have the capacity to manage significant further growth.

As we continue to grow our purchase orders from our suppliers, we hope to negotiate lower production costs and better payment terms. We also anticipate our marketing efficiency to increase as we should have less stock shortages due to buying depth in our most popular products.

Points to note:

- We are a high margin business and have opportunity to improve further.
- We have relatively stable operating costs and growth in sales drives profit very quickly.
- We have had strong growth from new sales channels launched this year.

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 Alf the Label Pty Ltd and has not been validated by an independent third party.



"Adore this brand and love the versatility of the designs. So much space for mums but the bags don't look like 'nappy bags'.

I always get lots of compliments when I pull nappies out of my Muriel bag- most people can't believe my small handbag can fit so much!

I can't help but buy accessory after accessory to build my Alf family."



3. Information About The Offer

3.1 Terms Of The Offer

Alf the Label Ptd Ltd is offering up to 390,625 shares at an issue price of \$1.28 per share to raise up to \$500,000. The key terms and conditions of the Offer are set out below.

Term	Details
Shares	Fully-paid ordinary shares
Price	\$1.28 per share
Minimum Subscription	\$100,000
Maximum Subscription	\$500,000
Minimum parcel size	\$250.00
Opening date	28 June 2022
Closing date	14 July 2022

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.

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

Purpose Of The Raise

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

Intended Use	Min Raise	Max Raise
Working Capital	\$91,200	\$467,200
Offer Costs	\$8,800	\$32,800
Total	\$100,000	\$500,000

The purpose of the raise is to:

Bolster our inventory for an economy of scale

We've often sold through pre-orders of our best-selling lines before they arrive at our distribution centre. We'll buy depth in our best-selling lines to ensure inventory is readily available for both local and international markets.

Expand our product range and brand partnerships

After a successful addition of a unisex vegan range, our products will continue to expand into new styles and categories, alongside several major brand and product partnerships.

Grow our team

To continue our expansion into global markets, our in-house team will need to grow to meet increasing demand in wholesale, marketing and design.

R&D to reach international markets

With 10x revenue growth in the last four years, our concept has been proven with our Australian success and we are ready to continue Alf's expansion across the globe.

Further invest in our marketing

Brand awareness both locally and internationally will be expanded, with further budgets allocated to user-generated content, influencer marketing and social media advertising.

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.

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 the Maximum Subscription amount will be sufficient to meet the Company's short-term objectives over the next 9-12 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 6-12 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 on marketing and team growth and continue to focus our cash resources on buying stock to meet demands.



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. These rights are described below. A copy of the constitution is available on the Intermediary's platform.

3.3.1 Voting rights

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

3.3.2 Dividends

All shareholders have a right to receive any 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 (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 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%).

3.4 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 Rewards

No rewards

- Shares only

\$250+

- Added to the Alf Community for exclusive access to new releases and more
- Access to quarterly Alf investor updates

\$400+ investment

- \$15 online gift voucher
- Added to the Alf Community for exclusive access to new releases and more
- Access to quarterly Alf investor updates

\$1,000 investment

- \$100 online gift voucher, annually for two years
- 10% off storewide discount, valid for one year
- Added to the Alf Community for exclusive access to new releases and more
- Access to quarterly Alf investor updates

\$5,000 investment


- \$100 online gift voucher, annually for five years
- 15% off storewide discount, valid for one year
- Added to the Alf Community for exclusive access to new releases and more
- Access to quarterly Alf investor updates

\$10,000 investment

- Free gift (Mia earrings valued at \$49.95)
- \$100 online gift voucher, annually for five years
- 20% off storewide discount, valid for one year
- Added to the Alf Community for exclusive access to new releases and more
- Access to quarterly Alf investor updates

\$50,000 investment

- Free bag of your choice (valued up to \$500)
- One-on-one meet-up with Directors
- \$500 online gift voucher, annually for five years
- 25% off storewide discount, valid for one year
- Product donation on your behalf to Dress for Success
- Added to the Alf Community for exclusive access to new releases and more
- Access to quarterly Alf investor updates



"I am not a mum and I own multiple pieces from Alf, and have bought many more as gifts for my those that are mums. They have universal purpose, workbag, baby bag, overnight bag, carry on bag, your are only limited by your own imagination.

The pieces are not only functional but also beautiful quality and I adore every piece I own.

As well as adoring the wonderful team behind the label."



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.alfthelabel.com.au or on the Company's share registry website at the following address www.cakeequity.com (free of charge) or can purchase the report from ASIC.

4.3.4 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).

4.3.5 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.



4.5 Company Updates

The Company will provide regular updates to investors on the Company's website at the following address www.alfthelabel.com.au, via the Company's share registry website at the following address www.cakeequity.com and via the Intermediary's platform.

Glossary

Company means Alf the Label Pty Ltd ACN 620 967 366

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