



CROWD-SOURCED FUNDING OFFER DOCUMENT

Offer of fully-paid ordinary shares in SnapWireless Pty Ltd at \$1.00 per share to raise a maximum of \$1,500,000

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

Dated 29th September 2022

Issuer

SnapWireless Pty Ltd ACN 620 327 086

Intermediary

Birchal Financial Services Pty Ltd AFSL 502618

SnapWireless Pty Ltd | September 2022



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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.

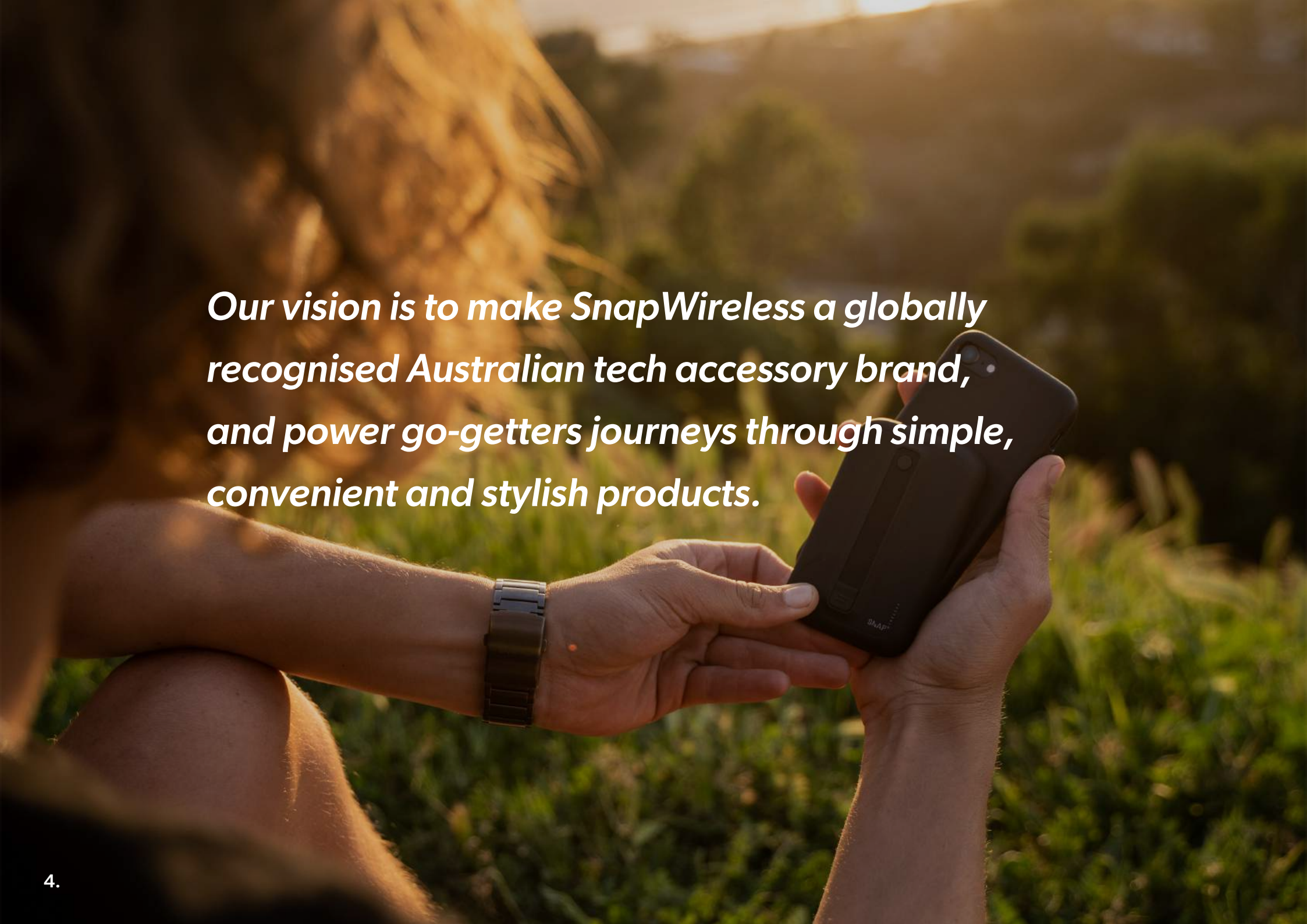
Even if the company is successful, the value of your investment and any return on the investment could be reduced if the company issues more shares.

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 person is holding a black SnapWireless smartphone in their hands, with the back of the phone facing the camera. The person is wearing a black metal-link wristwatch on their left wrist. The background is a soft-focus landscape of green bushes and trees under a warm, golden sunset sky. The text is overlaid on the left side of the image.

Our vision is to make SnapWireless a globally recognised Australian tech accessory brand, and power go-getters journeys through simple, convenient and stylish products.

SECTION 2

Information about the Company

Letter From The Founders



We believe the future of charging is wireless.

Hi there! Mark and Michael here, founders of SnapWireless and best mates of 16 years. Our brand exists to empower go-getters to become the best version of themselves, by creating simple, convenient and stylish charging accessories.

Starting the business with just \$6,000 each, in 5 years we have generated over \$13.5M in revenue with over 490% growth since 2020.

We've sold more than 160,000 units to 89,000 customers across 83 countries and have received over 2,000 glowing reviews. We have also built a proven business model with global distribution infrastructures already in place, that is now ready for scale.

Let's rewind to 2017, where it all began. We were high school mates before both landing a job at a Telstra retail store. We used to drive into work together, and Mark would always complain about how he had messy cables everywhere in his car when charging and nowhere to place his phone. It was not only messy but dangerous as well.

We searched for solutions online and in-store, but found nothing. At this point, we both got to work with the mission to create the best wireless charging car mount, and make it available to all Aussie drivers!

In our first year of business, we were able to generate over \$440,000 in sales and our second year, \$1.84 million. We have grown exponentially since, and have now built an amazing team of like-minded individuals focused on making an impact and taking SnapWireless to an all new levels.

We quickly fixed our problem of messy cables in the car, and as a result, we dived deeper into our WHY.

We exist to power go-getters on their journey to become great, by making simple, convenient and stylish charging accessories. Whether you're a creator, explorer, workhorse or simply striving to be better every single day, we will be here to empower you.

We now have car chargers, single and multi-device charging stations, portable chargers and protection range including phone cases, AirPods cases and screen protectors in our product lineup, and we are quite literally just getting started.

Letter From The Founders



We've come a long way...



\$13.5M+

Total revenue
generated to date



89,000+

Total customers
acquired



490%

Growth in the last 2
years of trade



500M+

Total marketing
impressions
worldwide

Our next stage, will be epic.

We are ready for our next stage of growth and we have mighty big plans for our brand, and the truth is, we now need your help.

We are looking to invest heavily in product design and development, and rapid market expansion. Our vision forward has never been so clear.

We have a 2 stage product development plan and we're asking for your help to raise capital so we can bring this to life and dominate the \$273B USD global mobile phone accessory market.

We will create new designs, moulds and electrical components, with the latest technology and expand further internationally. This will increase our IP ownership, excite existing customers, and help attract new ones to our brand.

We have already started to take action, and with your help, we can truly fast track these plans.

What started off as solving a simple problem, has turned into a much larger vision and we would love for you to join us as a shareholder and come on this journey together.

Mark Johnston

Zi Wei (Michael) Wang

Company Details



This offer of shares is made by SnapWireless Pty Ltd ACN 620 327 086 (Company)

Company name	SnapWireless Pty Ltd
ACN	620 327 086
Date of incorporation	10th JUL 2017
Registered office	Tenancy 9, 108 - 120 Marion Road, Brooklyn Park, SA 5023
Principal place of business	Tenancy 9, 108 - 120 Marion Road, Brooklyn Park, SA 5023

Our Purpose - WHY



How it started

We started by solving a problem we were growing frustrated of: messy, tangled and frayed cables in the car while driving. Surely there had to be a better and safer way to stay charged and use your phone for maps and music?

Our mission became to create a wireless charging solution that would be simple to use, cable free and safe for drivers all around Australia.

This is exactly what we achieved with our first product, the SnapMount.

How it's evolved

After achieving our initial mission, we dived deeper into our reason for existence. Why do we do, what we do?

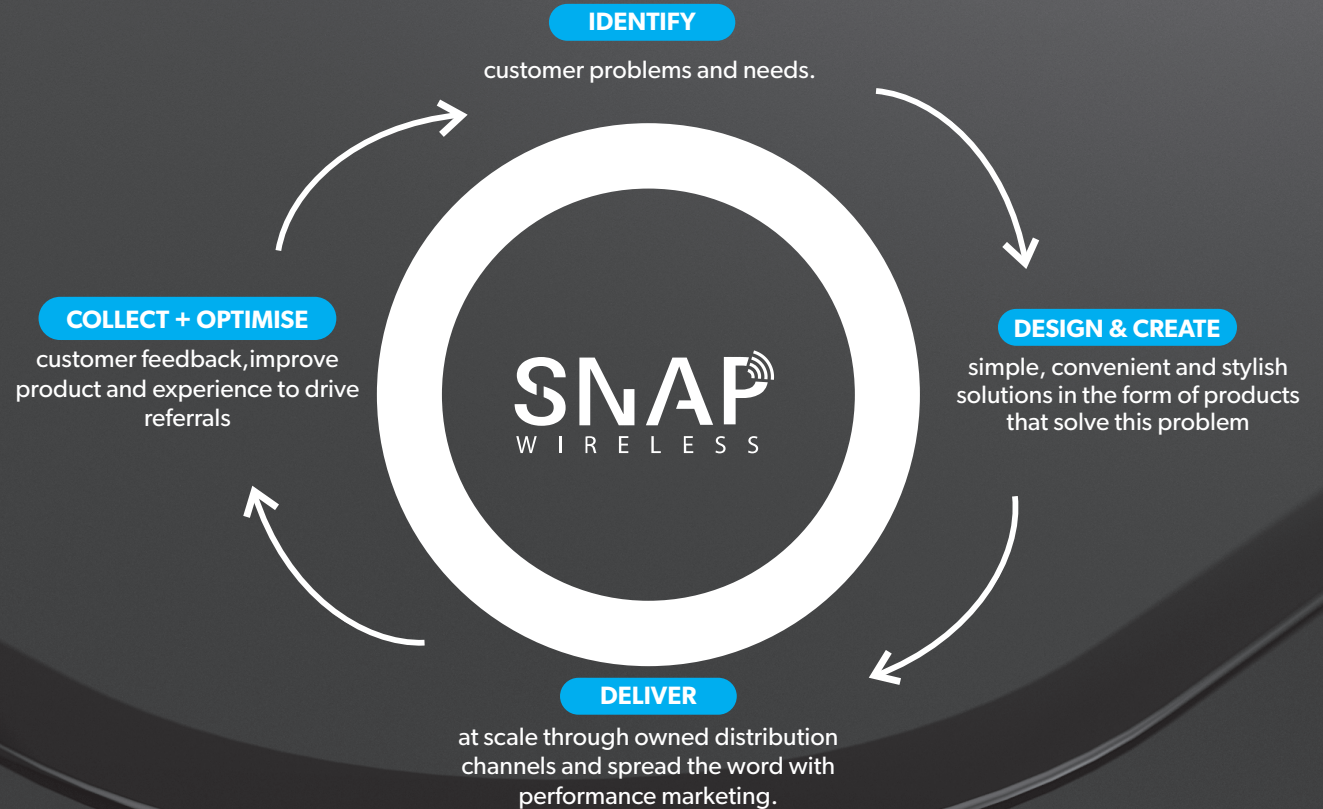
Our WHY can be explained in 3 simple words: **Power Your Journey.**

At SnapWireless, we are a team of like minded people, who are go-getters at heart. We like to dream big, and think we can achieve the impossible.

We will continue to push the boundaries of what is technologically possible, and create simple, stylish and convenient products that will power us all.

What We Do - HOW

Our Purpose Flywheel



Our Design Philosophy

We were tired of ugly, boring and hard to use chargers and tech products, no one likes that. This is why everything we bring to market must meet three simple criteria:

Simple

Stylish

Convenient

What We Do - HOW

Direct to Consumer at our Core

We primarily operate a Direct to Consumer (D2C) model.

This enables us to have direct one-to-one relationships with our beloved customers.

We also primarily distribute online through our own online channels, allowing us a controlled and scalable customer experience, while maintaining great margins to reinvest back into product and growth.



SnapWireless
Australia

snapwireless.com.au



SnapWireless
United States

snapwireless.us



SnapWireless
United Kingdom

snapwireless.co.uk



Our Highlights



The Products



160,00 units+

Total units of product sold



83 countries

Total countries shipped to



71.19% growth

In revenue in the last financial year.



14 Core Products

We've increased our product range.

The Customers



89,000 customers

Australia and worldwide



25% returning

Returning customers monthly



124% LTV

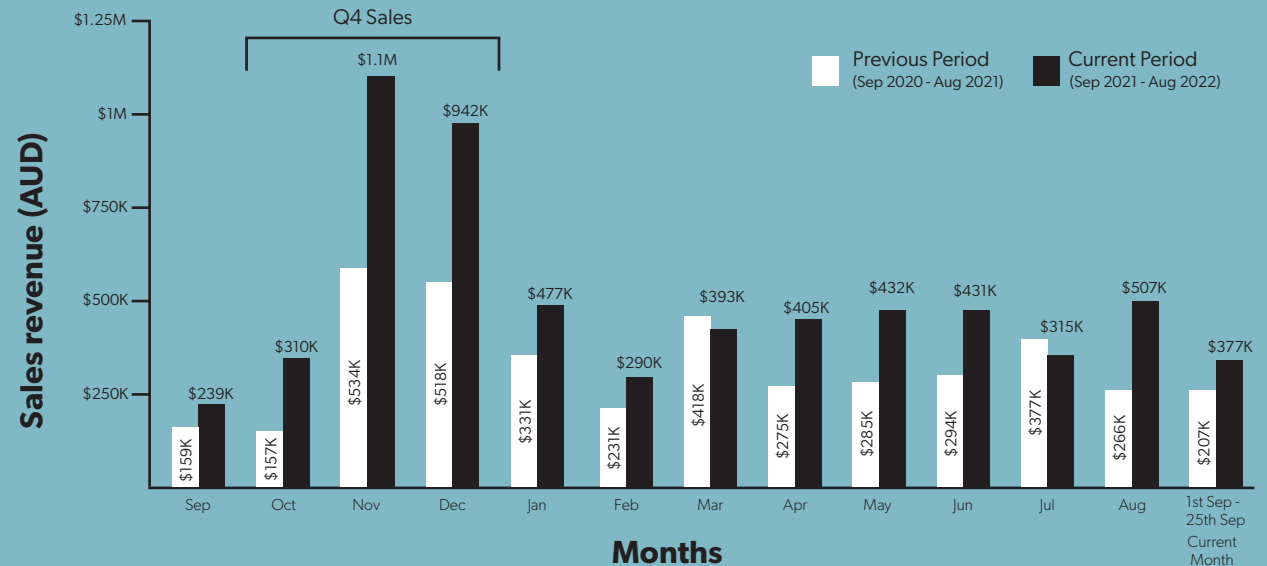
Lifetime value increase in 12 months



2,200+ reviews

Glowing reviews from customers

Trailing 12 Months Sales



The Journey So Far



JUL 2017 - Inception

Mark and Michael decided to create their own product to end messy cables. After 6 months of research and planning, they launched the first product for SnapWireless - the SnapMount - with just a total of \$6,000 each.



MAR 2018 - Going all in

Mark and Michael decide to go all in, quitting their 9-5 jobs. At the same time, they made a strategic decision to shift their entire focus to online eCommerce, to build a brand and serve customers directly through D2C model.



FEB 2019 - New Products!

We push forward to grow our product range. Launching a new wireless power bank with built-in charging cables new to the market. The PowerPack 10,000mAh is launched!



SEP 2017 - Retail Success

After pitching, cold walk ins, we successfully managed to get our products into Telstra license retail stores. In just 6 months, we expanded into 18 stores throughout SA and NSW, giving us a fast start.



NOV 2018 - Record Sales

SnapWireless pulls off record breaking online sales during Black Friday. Clocking in \$76K in a single day and \$333K in revenue in 1 month. The company finishes the financial year with \$440K in revenue.



MAR 2019 - Global Expansion

To continue our growth, we decided to launch our US and UK dedicated online stores and set up distribution centers so we can set the foundations for international market growth.

Section 2

The Journey So Far



APR 2020 - PowerBase

After 12 months of planning, we launched what would become our most sold product ever. The PowerBase is a wireless charging station capable of charging 3 devices at once, we hit the ground running and it was instantly a top seller.



MAY 2021 - Revamp!

We continue to listen to customer feedback and suggestions and continually to improve existing product lines. We updated the SnapMount and the PowerBase and received excellent feedback. Launching new phone cases too.



NOV 2021 - \$2.1M in 60 Days

With a stronger team and more experience under our belt, we set out to smash Q4 out the park. In November, we generated \$1.1M in sales, followed by \$1M in revenue in December. In this period alone, we welcomed 12,200 new customers.



DEC 2020 - Beating Records

Coming into the end of the year, we generated over \$540K in November and over \$510K in December, doubling our growth from the prior year.



OCT 2021- Small but mighty!

We launch the PowerPack mini - truly powering your journey no matter where and what you are doing. This quickly became a favourite. At this time, we also started to grow our talented team to a total of 12 driven individuals.



AUG 2022 - New HQ

We have just moved into our new HQ. A 500sqm warehouse and office studio custom built to our needs. We have built in a full studio with infinity wall to further supercharge our content creation and production in-house.

Performance in just 5 short years...

Imagine what we can do in the next 5.



71.19% growth in revenue globally, in the last 12 months.

Despite many challenges in the current macroeconomic environment and post COVID uncertainty, we are extremely proud of how our team has navigated these times and the results produced.

We saw an increase of sales by 71.19% and 33,409 total new customers just in the last year alone.

We have successfully expanded our product range and also continued to grow our international sales and presence, namely in the US and UK markets where we operate our owned online store, selling direct to customers in their own nations.

Here are some achievements we are most proud of to date.

Sales growth

In the last 12 months, increasing revenue and acquiring new customers to our ecosystem proved to be one of the most important things we set out to achieve.

We wanted to continually prove our demand and product-market-fit in the Australian market.

\$3.34M to \$5.73M

Total Revenue

Sales have skyrocketed in the last 12 months.

49.5K+

Orders shipped

Shipped by our amazing team during FY22.

International Sales

We have built and launched our own US and UK dedicated online stores. At the same time, we have secured relationships with large logistics centres in these regions so we can have our products shipped to customers from their local country.

This not only gives our brand trust, but also improves the experience for our customers overseas.

6,691+

Orders

Between all international countries.

5,696+

First time customers

New customers into our ecosystem.

13.3%

Percentage of revenue

This equates to almost 14% of our total revenue for the brand.

Performance in just 5 short years...



Gross Margins

Although revenue growth and new customer acquisition has been our number one goal, we understand to succeed in building a long term business, increasing gross margins is crucial.

Over the past 12 months, our operations team set out on a mission to tackle this by looking at areas of improvement with product margins and freight margins.

54.87% to 57.81% Gross margins increase

With a shift to margin focus, in just 12 months we were able to increase our average gross margin by 5.08%.

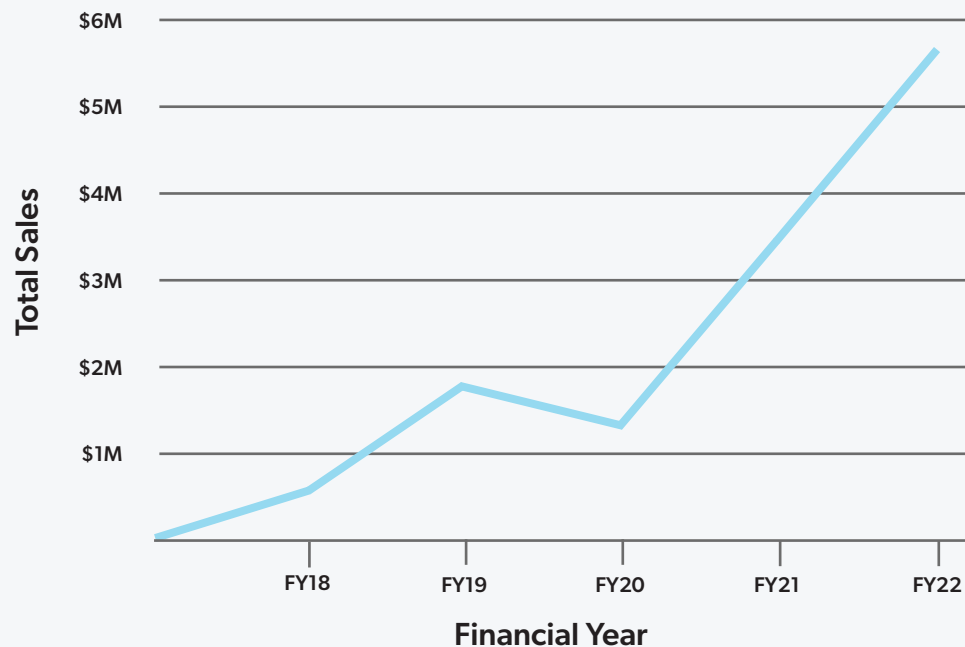
93.24% down to 17.89%

Air freight % vs Sea freight %

Prior to 2021, 93.24% of our inbound shipments for stock were shipped via air freight. Now, we have totally reversed this and currently sit at 82.11% by sea freight and only just 17.89% by air.

Sales Growth

Annual Sales since 2017



Section 2

Our People

Our products exist to power people. Our team, ambassadors, creators and most importantly our customers. Here is how our community has tracked.



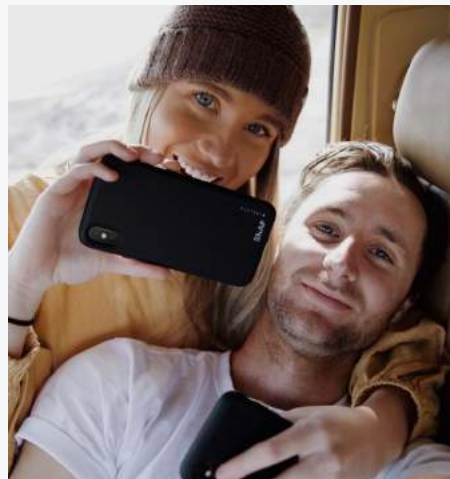
12 Team members

We currently have 12 talented, driven individuals at SnapWireless.



+89,000 Customers

Have trusted us to power their journey!



+4.1K Ambassadors

Content creators, social personalities and go-getters creating content for our brand.



+150K Social Media Following

Combined organic following across social platforms.

Our Impact



Powering young futures with SolarBuddy.

As of 1st of August 2020, we partnered with SolarBuddy to help donate solar lights to children living in energy poverty and help create a brighter future.

SolarBuddy is an Australian charity uniting a global community with a big dream to gift six million solar lights to children living in energy poverty by 2030, to help them to study after dusk and improve their education outcomes.

At SnapWireless, we strongly believe every child should have the bare necessities and equal opportunities in life. We believe every child should be able to have light to study and improve their own education and lives around them.

We have achieved our goal of donating 600 lights in 2022. Moving forward, our team has its eyes set on a new initiative where we feel we can make the same if not larger impact for social change.

Our Impact



3000

Lives impacted



1314000

Study hours created



93000

Carbon emissions offset over the lifespan of the light



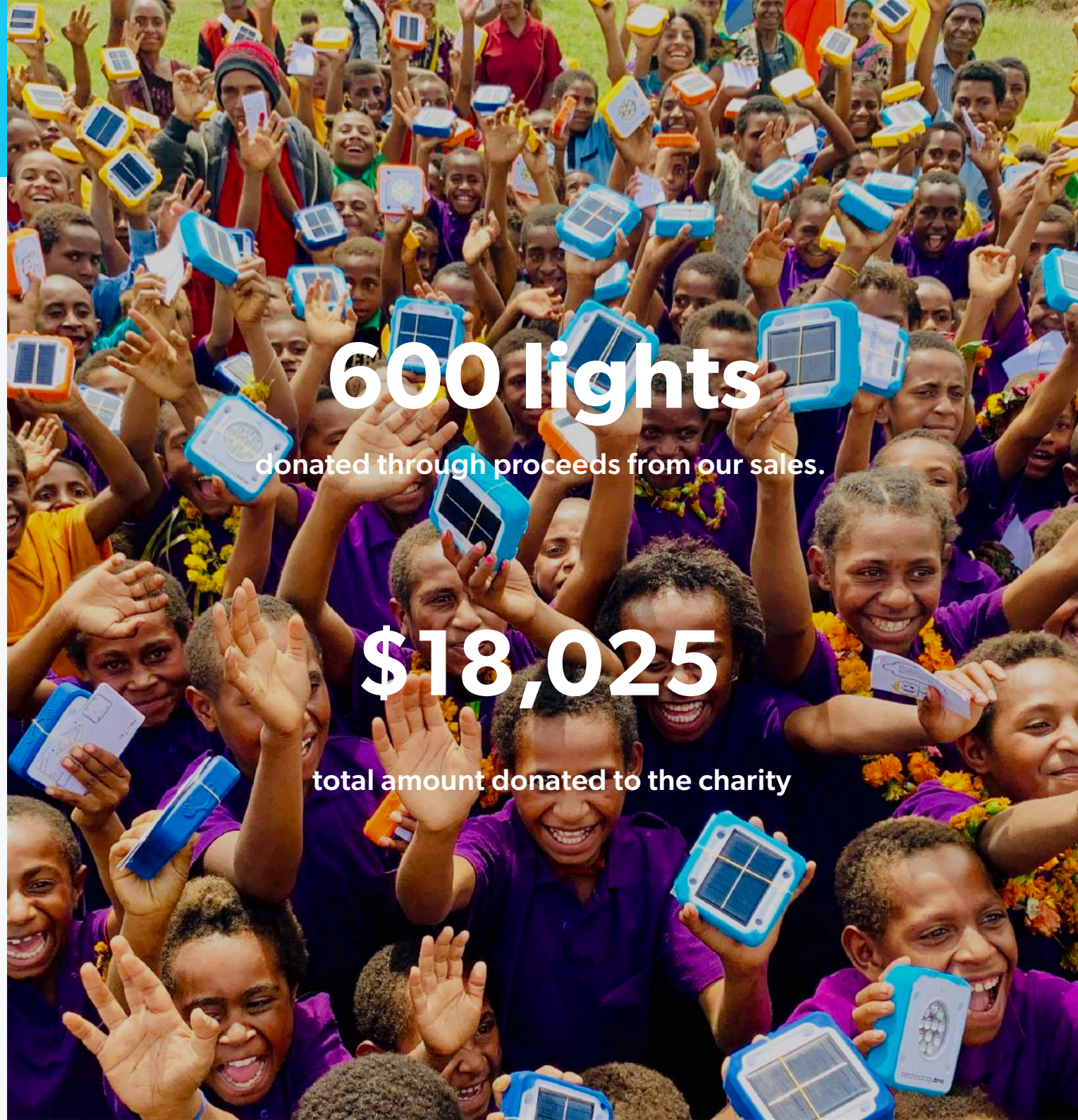
80%

Reduction in kerosene expenditure



1560.0

Equivalent seedlings grown for ten years



600 lights

donated through proceeds from our sales.

\$18,025

total amount donated to the charity

Product



Flagship Chargers

We are known best for our range of wireless chargers. These serve as the foundation for our product range and are the core of our business. Currently we have wireless chargers for Car, for Home, for Office and for Travel.

Cases/Accessories

Going hand in hand with our flagship chargers, we have a range of protective accessories such as magnetic phone cases, tempered glass screen & lens protectors and leather AirPods cases. All phone cases have built-in magnets that work perfectly with our chargers.

Kits & Bundles

Our unique approach since 2017 through our online store has allowed us to offer our customers to 'bundle & save'. We currently offer 5 bundles, each uniquely crafted and put together by our team.

Products



SnapMount 3

is the wireless charging, magnetic car mount. The third generation SnapMount has a new mounting system with a dual locking hook design and upgraded magnetic alignment system to give you the perfect hold each and every time. This is truly the ultimate wireless charging car mount.


49,525+

Total Units Shipped


\$3.7M+

Total Revenue


36,955+

Total New Customers

PowerBase 2

is the ultimate charging station and is designed to charge 3 devices at once. It has been upgraded with individual magnets for precise magnetic charging alignment ensuring you will always get the sweet spot, every single time.


46,701+

Total Units Shipped


\$5M+

Total Revenue


36,572+

Total New Customers



Products



PowerPack Mini

is the ultimate portable charger, perfect for on the go no matter where life takes you. A truly wireless portable charger with built-in precision magnetic alignment. Charge your device from 0 to 50% in just 30 minutes with PD.



6,609+
Total Units Shipped



\$460K+
Total Revenue



4,101
Total New Customers



PowerPack

is the power bank you have always wished for but never existed, until now. No more bringing an extra charging cable with your power bank, this is the only device you ever need.



10,129+
Total Units Shipped



\$733K+
Total Revenue



7,520+
Total New Customers



Section 2

Products



SnapMag Clear Case - Samsung



SnapMag Active Case - Apple



SnapMag Leather Case - Apple



SnapMag Impact Case - Apple



SnapShield Screen Protector



AirPods Pro Leather Case



ChargeMat 10W Charging Pad



QC 18W USB Charger

23.



PowerDuo



SnapMag Leather



PowerPack Mini



SnapMag Leather



SnapMag Clear



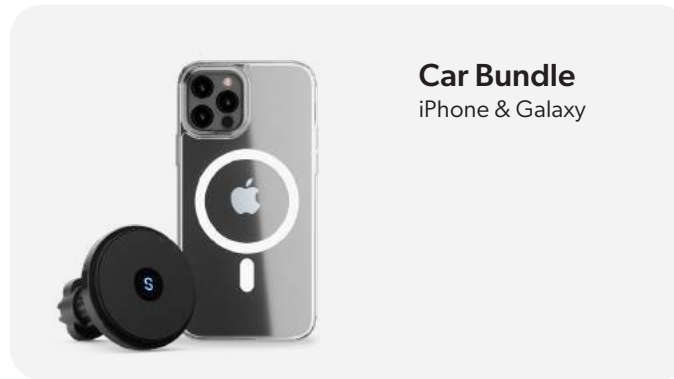
PowerPack

Products



Bundles - Our Unique Approach

By having full control of our own online store, we have had the ability to offer customers unique bundles with our main chargers and accessories. Not only does this give new customers a better experience when starting with our products, but it also increases our average order value. It's a win win!



Car Bundle
iPhone & Galaxy



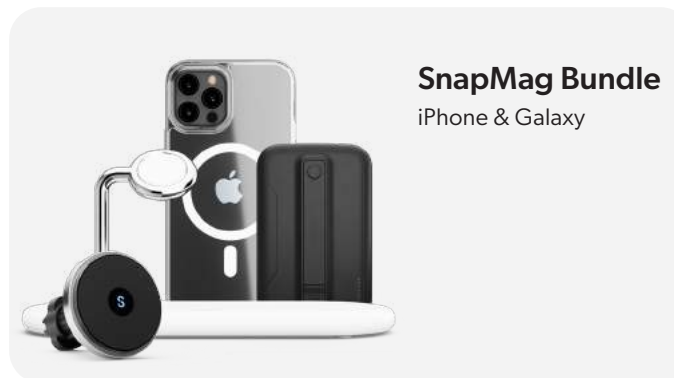
Essentials Bundle
iPhone & Galaxy



Home Bundle
iPhone & Galaxy



On-The-Go Bundle
iPhone & Galaxy



SnapMag Bundle
iPhone & Galaxy

The Market Opportunity

2015 marked the tipping point for wireless power with major smartphones brands Samsung, Apple and Google implementing the technology into their flagship phones.

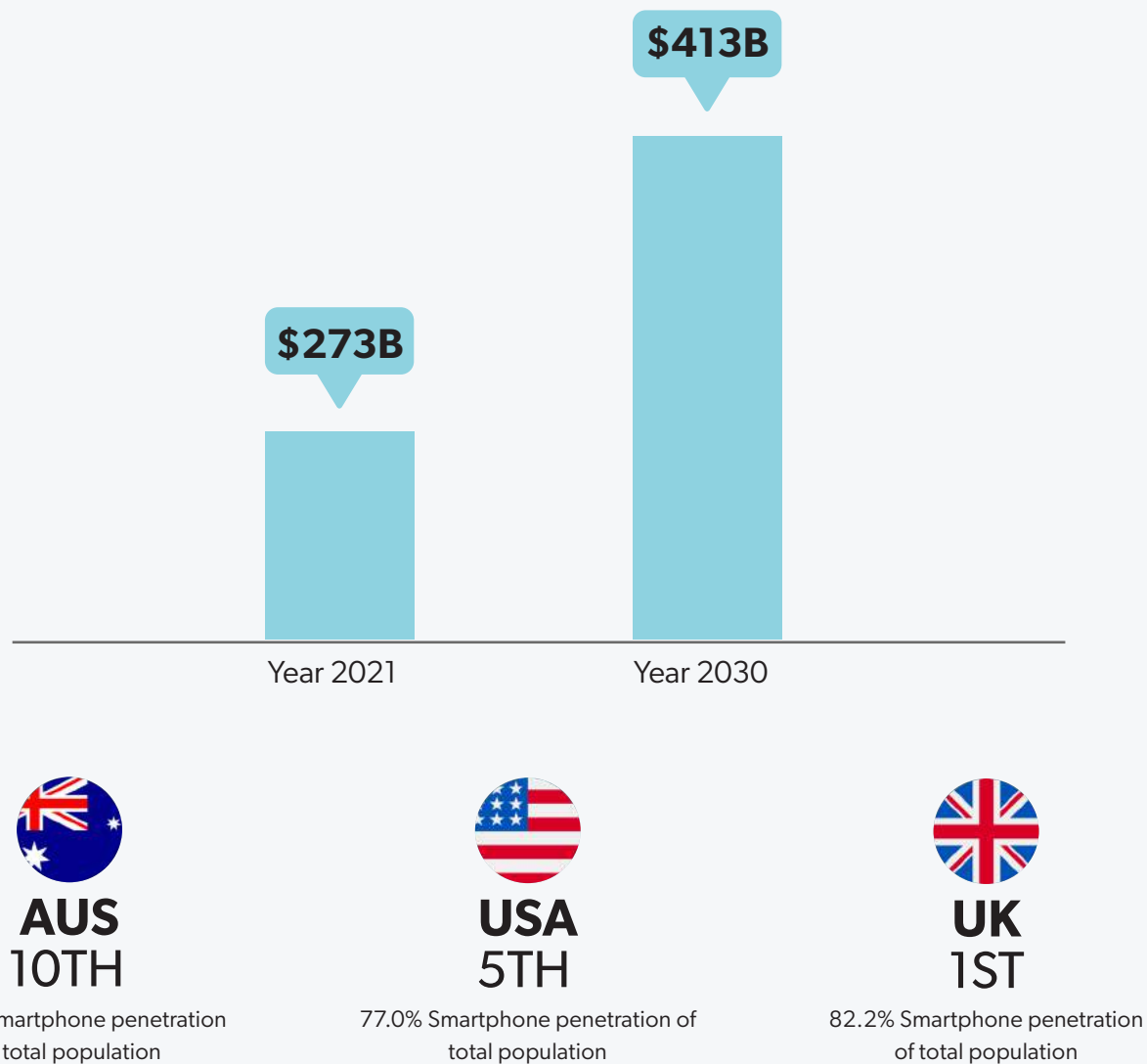
Consumers who use wireless charging grew from 10 percent in December of 2016 to 40 percent in April 2018.

Over 500 million smartphones with wireless power shipped in 2017 while every day new devices continue to launch with Qi wireless power.



A Wireless Future?

The global mobile phone accessories market is only getting bigger and bigger every day, growing by up to 4% each year. In 2021 alone, the market was valued at \$273B US dollars and it's projected to reach \$413B by 2030.



Note: data collected from Statista Research Department (July 2022), IHS Markit research

Product Development Road map

Where to next?

Since launching our first product in 2017, we have had the vision to expand our product range to chargers for home, office, travel and more.

Our next stage of product development will be will see us dive deep into product development, by designing and developing our own new custom designs.

We will be working on 2 stages of product growth.

Our 2 Stage Product Development Plan Explained

Stage 1

Revamping
Current Range

Stage 2

Designing and developing
brand new products.

Till now, we have worked closely with our factory for product development. This has allowed us to launch the products we know customers want, in the most cost effective way whilst achieving incredible speed to market, enabling us to collect customer feedback and make a fast impact into the space.

Going forward, we plan to create new designs, moulds and electrical components from the ground up, with the latest technology all in house.

In the first quarter of 2022, we started this initiative already by bringing on new team members with 15+ years experience in product design and engineering.

Successfully completing these two stages will help us increase IP ownership, excite existing customers, and should also help attract new ones to our brand.



Section 2

Product Roadmap

We already have a number of new products in our roadmap for the next 12-24 months.

These products range from new flagship chargers, updated models of existing top sellers, and introduction of more colour options.



PowerBase Pro

PowerBase Pro will feature a totally new design. This multi charging station will utilise a steel stand for the smartphone and the Apple watch built into the device.

Stage:
Research complete
Design complete
-in development

PowerPack Universal

PowerPack Universal will add onto our existing range of wireless portable chargers. Not only does it have built-in charging cables and built in battery, it also has a built-in charging plug with worldwide, adapter compatibility, making it the perfect travel device.

Stage: Launching late 2022



PowerBase 3

PowerBase 3 will be serve as a major update for the current PowerBase model, with improved design, materials and functionality.

Stage: Launching late 2022.



Market Expansion

We have a clear vision forward, backed by industry knowledge, experience and a great team.

We have 4 core pillars of focus to take us to a globally recognised, Australian tech brand.



Firstly, we will aim to continue growing the brand internationally, through the markets we have already built strong traction. We also plan to expand into the retail space through wholesale distributors.

Lastly, we plan to enter the \$16B Backpack market and rapidly growing content creator market by creating amazing on the go tech and travel accessories such as laptop sleeves, travel pouches, magnetic phone tripods and much more.

This will fit extremely well into our ecosystem as we promote “Power Your Journey” and travel products.

**International
Expansion**

**Retail &
Wholesale**

**Backpack &
Content Creator
Market**

**SnapSpot
Public Wireless
Charging**

Note: data collected from Dataintelio (July 2021)

SnapSpot

snapspot

Powered by SnapWireless



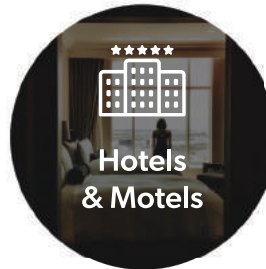
What is SnapSpot?

SnapSpot by SnapWireless is a public wireless charging solution for a variety of different businesses and public locations such as cafes, hotels, universities & co-working spaces etc.

Once installed, SnapSpot will future proof your venue with the latest wireless charging technology by offering a simple, functional and contactless charging solution that anyone with a Qi enabled smartphone can use.

SnapSpot chargers have been designed for easy installation and convenient & effortless charging. This is particularly useful and vital since the recent COVID19 pandemic as this solution promotes contactless wireless charging.

We have already rolled SnapSpot out to 3 test locations and received fantastic feedback



SnapSpot Recessed

The SnapSpot Recessed charger brings a seamless, easy to install wireless charging solution to any venue. Utilising its 20mm wireless charging distance, it can be recessed underneath almost any surface. Simply place a wireless sticker on the surface to pinpoint the perfect charging position.

Product Development Stage: Completed & ready for sale



SnapSpot Embedded

The SnapSpot embedded charger will truly bring the future of charging to any surface in any venue. Offering simple and functional wireless charging, it will give a true contactless mobile phone charging solution. The Embedded charger can be easily installed into all types of surfaces (wood, plastic or glass). With a sleek and unibody design, once installed it fits in any environment without cluttering the space.

Product Development Stage: Completed & ready for sale



Our Opportunity

Our ultimate vision is to become a globally recognised, Australian lifestyle tech accessory brand.

Proven Track Record

We're now in our fifth year of trade and we have achieved all the goals and plans we have set so far. We also have the numbers to back this up.

Established Demand

We have proven product-market fit, and a steady ever increasing demand for our product offering. With wireless charging technology being introduced to all new phones, we believe the future of charging will be wireless.

Established and trusted brand

We have built a combined social following of 150,000+ followers across multiple platforms. We like to show our brand personality and organic side on socials instead of the picture perfect life!

Product Roadmap

We have a clear product development plan ahead that focuses on both revamp and development of new core products and accessories. We can't wait to show you.

Market opportunity

We have already started to tackle the global tech accessory market, currently valued at \$217B USD. We have further market opportunity by scaling out internationally to US and UK markets and also expanding to the back pack and content creator markets.



Meet the Team - Founders



Mark Johnston

Co-founder/Director

Mark has a high level of experience in digital marketing and sales, with a proven track record of exceeding sales and revenue targets.

His background in direct to consumer sales, combined with his passion for tech and software has allowed him to excel in high-level media buying.

Key roles consist of:

- Paid Media Buying (FB, TikTok & SnapChat).
- Revenue & marketing budgeting to drive growth.
- Inventory forecasting & stock management.



Zi Wei (Michael) Wang

Co-founder/Director

Michael is deeply passionate about eCommerce, branding, and product development. He has developed & delivered unique organic strategies which have resulted in 10M+ video views.

With a B.Com in International Business from the University of Adelaide, he also possesses knowledge from work experience in China and supply chain communication strategies.

Key roles consist of:

- Product design/management & Supplier communications
- Software/app integrations & Automations
- Website design and strategy

Meet the Team



Locky

Marketing Manager



Fash

Operations Manager



Luca

Product Engineer



Jordi

Social Media Coordinator



Anthony

Customer Experience



Lauren

Social Media & Content



Marcus

Marketing Assistant



Nobin

Web Developer



Derrick

Videographer & Photographer

Meet the Team - Advisors



Jay Wright

eCommerce Strategy

Jay is an e-Commerce growth expert and mentor to a community of over 200 e-Commerce business founders.

With a love of numbers and a background in finance, diving into the digital marketing world and tapping into online lead generation.

After launching and selling several successful e-Commerce businesses personally, Jay's focus has shifted to fulfilling his life's passion; helping others to succeed.

Jay currently works with some of Australia's leading eCommerce brands including LSKD and Culture Kings, and brings SnapWireless an incredible amount of guidance through the eCommerce landscape.



Sean Ebert

Corporate Advisor

Sean has 25 years of executive experience in private and listed company sectors mainly with high growth companies within the FMCG, emerging technologies and engineering sectors in Australia and international markets.

Sean has been involved with the successful listing of several companies on the ASX. Sean was previously the CEO of Beston Global Food Company Ltd, Global Director Mergers & Acquisitions for Worley Ltd, CEO of Camms Pty Ltd which he listed on the ASX in 2008.

Sean brings listed company and international experience to SnapWireless and is a Member of the Institute of Company Directors and holds a Bachelor Degree in Engineering with honours.



Simon Tscharke

Financial Advisor

Simon has advised many businesses from start-up through to established operations in a wide range of industries. And with a particular interest in property, manufacturing and the alcoholic beverage industry and a highly skilled team behind him.

Simon brings SnapWireless strong accounting, taxation, business advisory, corporate accounting services beyond the standard approach.

Our Values

Our core values are an extension of us and our beliefs. They guide us to become the best version of ourselves.

Have Humility

There is nothing admirable about feeling superior to your peers.

Create WOW Moments

10/10 service is expected. So let's create 12/10 experiences.

Trust The Process

Life's about enjoying the journey,

Keep it Simple, but Significant

When you get too complex you often forget the obvious.

Be A Sponge

There is something to learn from everyone. Never stop learning.

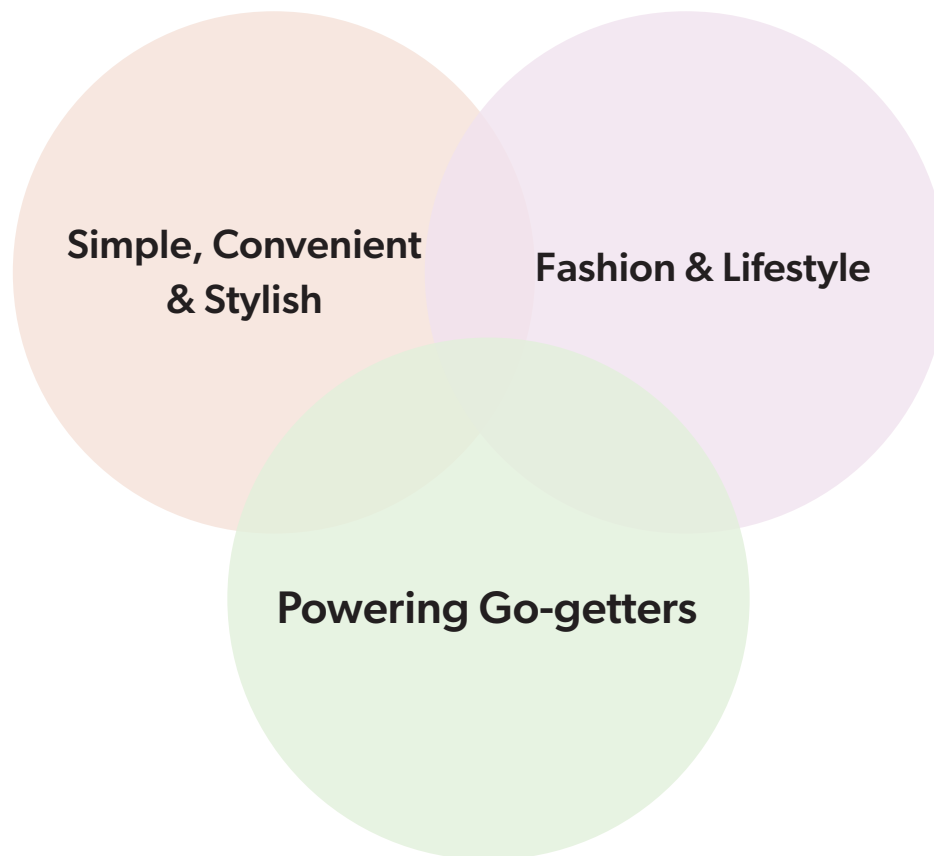
Never Settle. Embrace Change

Change is uncomfortable, but greatness will never come to those that settle.

Brand and Marketing



Brand Positioning



Simple & Convenient

We're all busier than ever. Whether working or exploring, there's one thing for sure and we are more time poor than ever. That's why the products we bring to life must be simple to use and convenient. No searching for cables, no plugging in, no messy tangled up cables everywhere. Products should make our lives easier, and you shouldn't have to be a tech wizard for it to work.

Fashion & Lifestyle

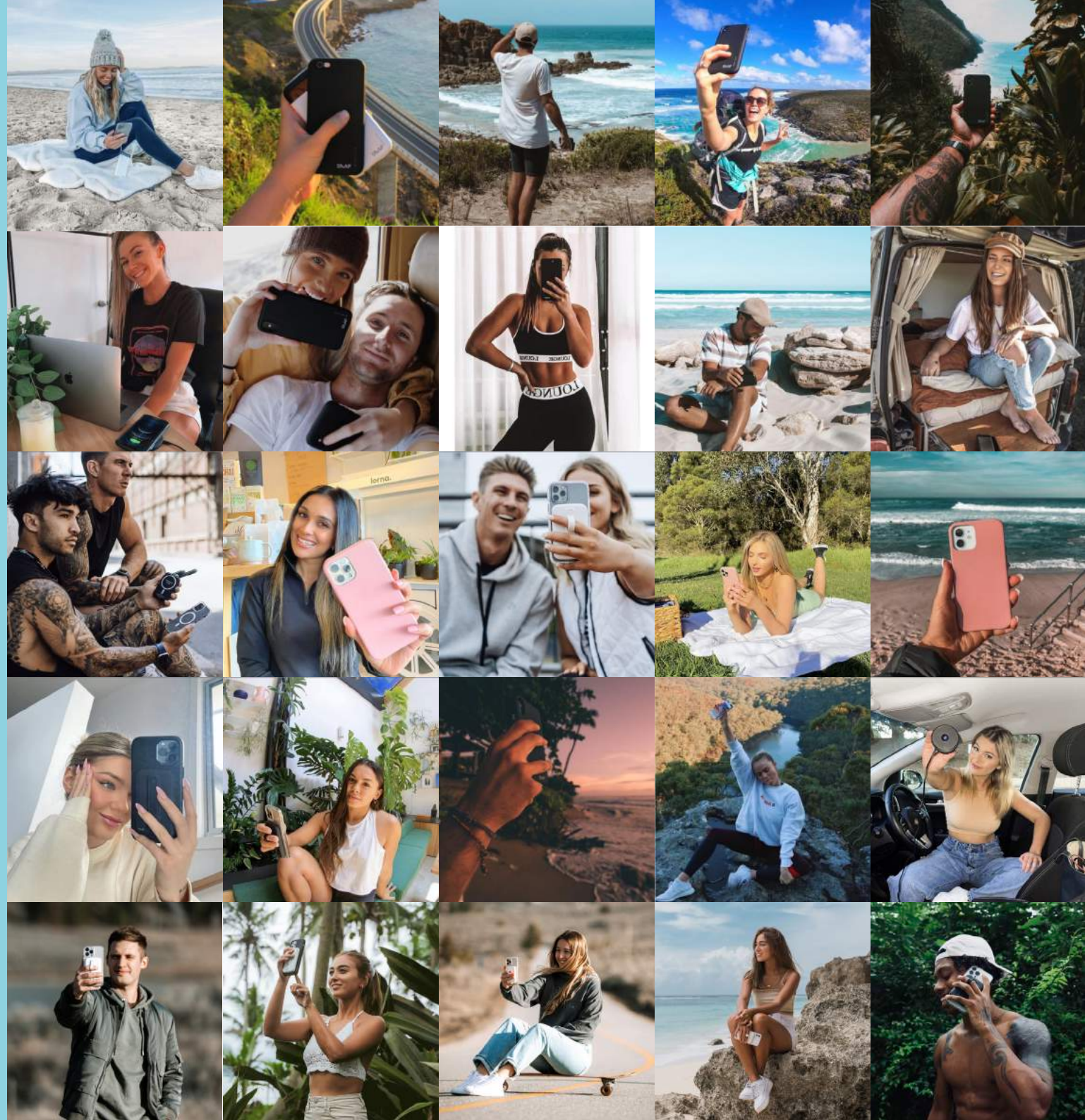
Almost all chargers and tech accessories look like spaceships, clunky and made of plastic. This wasn't our look so we made a change. All our products are considered a fashion piece and something to show off.

Powering Go-getters

We don't just sell chargers. We are here to power people, specifically go-getters. People that want to achieve more and are not looking to settle, whether you're a content creator, traveler, workhorse or just striving to be better. Our products and branding is built around the emotion and feeling of empowerment and are more than just tech accessories.

Our community

We design and create products to power the people. As such, we love seeing our community of customers and content creators share their journey with SnapWireless products. Each day, we receive countless pieces of content across our social channels.



Snap Creators

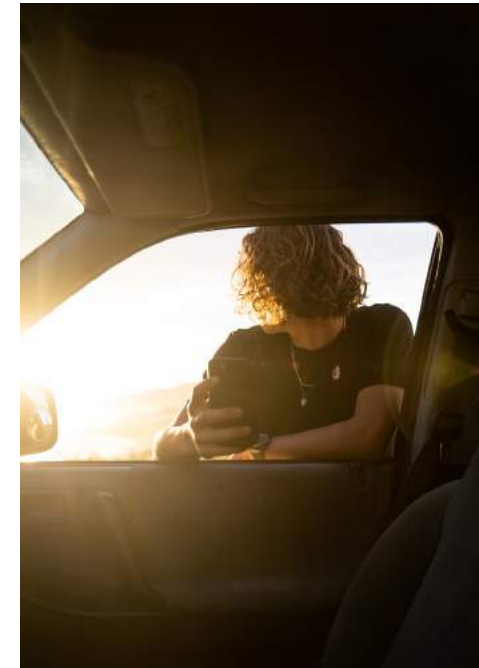
Snap Creators is a new initiative we have implemented to build a stronger, direct relationship with our target customers.

The creator marketplace is growing at a rapid pace, with the creator economy being a known term, especially since the boom of social media platform TikTok.

More and more go-getters are creating motivating content to motivate, inspire and entertain their audience.

Our creators are not large social media celebrities or big influencer's.

Our Snap creators are a group of inspiring individuals not only on their own journey to greatness, but are also inspiring others and powering their journey too.



Capital Structure

Entity	SnapWireless Pty Ltd
ACN	620 327 086
Directors	Mark Johnston Zi Wei (Michael) Wang
Secretary	Mark Johnston
Share Structure	18,500,000 Ordinary Shares

Issued Capital (before and after the Offer)

As at the date of this Offer Document, the Company has 18,500,000 ordinary shares on issue.

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

Shareholder	Share Type	Shares
Mark Johnston	Ordinary	9,250,000 (50%)
Zi Wei (Michael) Wang	Ordinary	9,250,000 (50%)
Total	Ordinary	18,500,000 (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	18,500,000 (98.67%)	18,500,000 (92.5%)
Offer Shares	250,000 (1.33%)	1,500,000 (7.5%)
Total Shares	18,750,000 (100%)	20,000,000 (100%)

Rights and Liabilities Associated With Securities

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 as such, the rights and liabilities associated with the shares are as set out in the Company's constitution.

Under the Constitution, the Board has the power to refuse a transfer of shares to a third party. Further details of the rights and liabilities associated with the shares is set out in section 3 below and you should also review the provisions set out in the Constitution. A copy of the Company's Constitution is available on the Intermediary's platform.

Sources of financing, including debt financing and other financing

To date, our activities have been primarily funded by the business cash flow from product sales, capital from the founders, as well as debt-facilities.

The company has entered into a working capital agreement with Clearco, Paypal, and Wayflyer to manage cash conversion cycles and purchase inventory. The company also uses a variety of charge cards and credit cards for a number of operating expenses. The majority of the facilities are short term revenue based finance. Repayments are paid at a specific percentage of daily sales over an targeted period of time at a fixed fee.

By reaching our goals for this current raise, we believe we will be able to scale the business and increase our overall net margin, to a level that is able to sustain and fund our growth moving forward. The company's current debt financing arrangements are summarized in the table below:

Funding Type	Source	As at 24th Sep 2022	
		Current Amount Obtained	Term (remaining)
Charge Card	AMEX	no-preset spending limit	Continuous
Credit Card	ANZ	\$35,000	Continuous
Working Capital	ClearCo	\$214,746	Approx 3-4 months
Working Capital	Wayflyer	\$156,023	Approx 2-3 months
Working Capital	PayPal	\$112,911	Approx 2-3 months

Risks Facing the Business

An investment in SnapWireless 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).

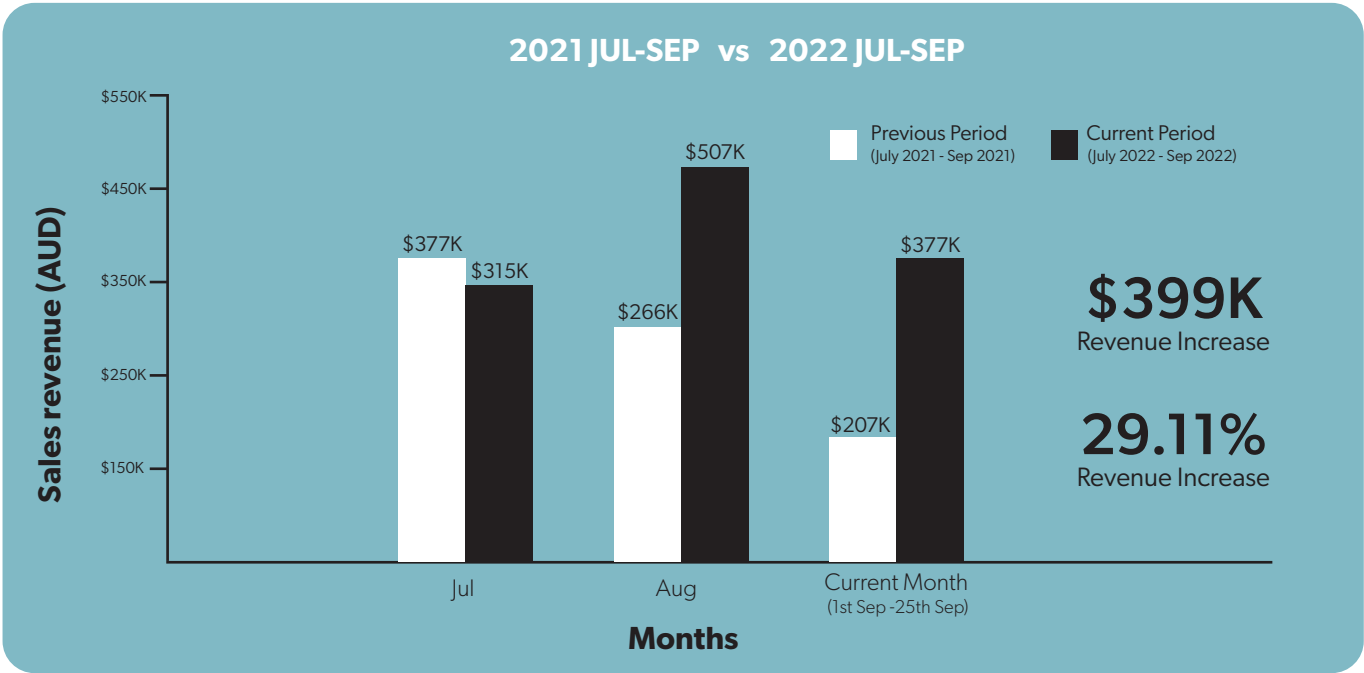
Risk	Description
Cash flow risk	The Company's operating activities involve a series of cash inflows and outflows. Although the Company seeks to manage its cash flow efficiently, there is a risk that the Company may not have sufficient cash or working capital, at times, to fund both its operations and 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. This is will be mitigated through our product development plans as we create more IP and unique designs that are hard to copy.
Supply chain risk	Disruption could affect our ability to produce inventory at our target margins, directly impacting profitability. That's why we've set up a network of suppliers able to produce our products compared to reliance on one single manufacturer.
Customer acquisition risk	The cost of customer acquisition online has steadily risen over the years. There is no assurance that SnapWireless will continue being able to adapt to these rising customer acquisition costs. If SnapWireless is unable to manage these rising customer acquisition costs, its value and growth may be materially affected.

Financial Information

Current period FY22 vs previous period FY21

We have started off the new financial year with a bang. We are already showing a revenue increase of 29.11% compared to the previous period in FY21.

With multiple new flagship products set to launch in November and December, we believe we can maintain this growth.



Balance Sheet

To the right and on subsequent pages are the financial statements of the Company for the financial years ended 30 June 2021 and 30 June 2022, which have been prepared in accordance with the Accounting Standards.

SnapWireless Pty Ltd Balance Sheet as at 30 June 2022

ASSETS	30 Jun 2022	30 Jun 2021
Current Assets		
Cash at Bank	81,062	21,337
Accounts Receivables	16,077	275,550
Stock on Hand	546,121	223,936
Other current assets	372,597	2,727
Total Current Assets	937,857	523,550
Non-current Assets		
Property, plant & equipment	80,715	107,613
Other non-current assets	10,579	13,737
Total non-current assets	91,294	121,351
TOTAL ASSETS	1,065,151	644,901
LIABILITIES		
Current Liabilities		
Overdraft	73,769	135,077
Accounts Payable	725,419	-
GST Liabilities	34,625	68,746
Payroll Liabilities	45,044	28,265
Loans	451,856	166,386
Others current liabilities	9,351	0
Total Current Liabilities	1,340,064	398,475
Non-Current Liabilities		
Hire purchase liabilities	74,779	91,781
Loans	189,195	-
Loans - related parties	87,803	42,335
Total Non-Current Liabilities	351,778	134,117
TOTAL LIABILITIES	1,691,842	532,592
NET ASSETS	(626,691)	112,309

Profit and Loss Statement

To the right and on subsequent pages are the financial statements of the Company for the financial years ended 30 June 2021 and 30 June 2022, which have been prepared in accordance with the Accounting Standards.

Commentary

SnapWireless has achieved some amazing growth over FY21 to FY22 as shown in the top line revenue growth of around 60%.

The gross margin has also increased regardless of scale as we have not been required to discount out brand in order to achieve our sales targets. There has been a big focus on shifting freight to sea instead of air as well as increasing our AOV and LTV to which ultimately has shown an increase in our gross profit percentage.

The last thing to note is the "Non-Operating Expenses" line item, which relates to a large wholesale order in FY21 of \$225,000, that unfortunately did not go ahead. This was an order for SnapSpot Wireless Chargers to be installed in a hotel franchise.

Taking this into the consideration, the actual operating net profit/loss for FY22 was (\$504,395)

"Other expenses" includes a number of operating costs such as rent, legal costs, consulting/accounting costs, motor vehicles, office expenses & discounts given.

SnapWireless Pty Ltd Profit & Loss for the 12 months ending 30 June 2022

INCOME	30 Jun 2022	30 Jun 2021
Sale of Goods (Revenue)	5,731,084	3,347,751
COST OF SALES		
Direct Cost of Sales	2,418,024	1,510,783
Total Cost of Sales	2,418,024	1,510,783
Gross Profit	3,313,060	1,836,967
Gross Profit (%)	57.81	54.87
OTHER INCOME		
Total other income	94,637	58,680
TOTAL INCOME	3,407,697	1,895,647
EXPENSES		
Advertising	2,347,324	1,161,744
Apps & Software	99,627	64,551
Bank Fees	138,253	34,880
Donations	10,795	8,830
Depreciation & Amortisation	33,526	20,601
Interest	87,451	26,899
Wages & Superannuation	521,619	297,829
Other expenses	673,496	104,838
TOTAL EXPENSES	3,912,091	1,720,172
Profit/(Loss) before Taxation	(504,395)	175,474
Non-Operating Expenses		
Extraordinary Expenses	225,000	-
Net Profit After Tax	(729,395)	175,474

Cash Flow Statement

To the right and on subsequent pages are the financial statements of the Company for the financial years ended 30 June 2021 and 30 June 2022, which have been prepared in accordance with the Accounting Standards.

SnapWireless Pty Ltd Cash Flow Statement for the 12 months ending 30 June 2022

OPERATING ACTIVITIES	30 Jun 2022	30 Jun 2021
Receipts from grants	98,952	32,346
Receipts from customers	6,183,853.70	3,390,074.79
Payments to suppliers and employees	(1,969,190.18)	(1,138,290.94)
Interest received	0.62	7.18
Finance costs	(91,386.23)	(30,335.29)
GST	(211,108.70)	(127,579.51)
Cash receipts from other operating activities	280,442.49	4,035.95
Cash payments from other operations	(4,338,776.60)	(2,168,079.82)
Net Cash Flows from Operating Activities	(47,212.90)	(37,821.64)
INVESTING ACTIVITIES		
Payment for property, plant and equipment	(3,724.91)	(114,954.45)
Other cash items from investing activities	(349,292.78)	(202,983.68)
Net Cash Flows from Investing Activities	(353,017.69)	(317,938.31)
FINANCING ACTIVITIES		
Proceeds from borrowings	2,141,026.19	477,497
Repayments of borrowings	(1,641,251.81)	(308,162.47)
Other cash items from financing activities	27,648.74	10,809.04
Net Cash Flows from Financing Activities	527,423.12	180,143.57
Net Cash Flow	127,192.23	(175,616.38)
Cash and Cash Equivalents		
Cash and Cash equivalents at beginning of period	(113,740.28)	63,896.34
Net change in cash for period	127,192.53	(175,616.8)
Effect of exchange rate changes on cash	(6,101.05)	(2,020.24)
Cash and cash equivalents at end of period	7,351.20	(113,740.28)

Statement of Changes in Equity

To the right are the financial statements of the Company for the financial years ended 30 June 2021 and 30 June 2022, which have been prepared in accordance with the Accounting Standards.

SnapWireless Pty Ltd Statement of Changes in Equity as at 30 June 2022

Equity	30 Jun 2022	30 Jun 2021
Opening Balance	102,703.68	(72,770.80)
Increases		
Profit for the period	(729,394.78)	175,474.48
Total Increases	(729,394.78)	175,474.48
Total Equity	(626,691.10)	102,703.68

Management Commentary on Financials



Management comments on financials

Our vision is simple, to put SnapWireless on the map, and become a globally recognised Aussie tech brand.

To date, we have not taken on any outside investment, we have simply grown the business with cash flow from product sales, capital from the founders, short-term debt-facilities as well as pure grit and determination.

Imagine what we can achieve with our first successful equity crowdfunding.

We have already started off the FY22 with over \$1.19M sales in just three months (July - September) which is a 29.11% increase from FY21 and we believe that it is possible for us to maintain this growth through the current FY.

In our first five years, we have built a proven business model, diversified our range, crafted customer acquisition funnels and set up global logistic infrastructures. We believe we have all the foundations laid out, and set up ready for scale.

Our next phase of growth will come from rapid product development. Not only will we be able to bring out new products to the market, we will also be able to build IP and increase our range further to drive further revenue growth and customer acquisition.

Broadening our range has proven to increase repeat purchasing from our existing customers which helps to boost our customer lifetime value and increases profitability.

Furthermore, we will begin to work on our strategy of a road to profitability, as this is the ultimate financial goal for the business.

Management Commentary on Financials



Our Key Initiatives to Reach Profitability:

Broadening Our Product Range

We plan to continue creating and launching high quality products with high gross margins and plan to do this a rapid pace to maintain hype and reduce the need for discounting our products to reach revenue targets. Also historical data shows when we launch new products, we often see a decrease in our CAC which increases our contribution margin and net profits.

Broadening the range also provides our existing customers with more products to purchase and we can reach these customers at little to no marketing costs.

Lastly we will also implementing a variety of strategies to boost sales of high margin complementary products such as glass screen protectors and phone case that have the highest gross margins across our range.

Retail Expansion

We are already in talks with some large Australian distributors with connections to major retails such as Officeworks, JB Hi-Fi & leading telcos. We believe that diversifying our revenue streams will provide more profit for the business and effectively decrease our over all advertising expenses as a percentage of revenue.

Increasing Revenue per Visitor & Lifetime Value

We are currently working on website Conversion Rate Optimisation (CRO) to increase the number of customers that we can acquire from the traffic that we drive to our store. We will also be split testing multiple checkout funnels to increase the Average Order Value (AOV).

Increase our website conversion rate and AOV should result in a significant increase in profitability for the business.

A key area to grow our profitability is to set ourselves up for great word of mouth as it is quadratic by nature and the best part is, it's free.

For SnapWireless, building loyalty starts with the quality of the product and the experience we provide. We have also started to implement post-purchase research surveys so we can learn what our customers like and dislike about the products so we can continue to improve.

In the last 12 months, we have managed to grow our LTV by 11.29%. With a more dedicated focus, we think we will be able to further increase this number.

SECTION 3

Information about the offer

Terms of the Offer

SnapWireless Pty Ltd is offering up to 1,500,000 shares at an issue price of \$1.00 per share to raise up to \$1,500,000. The key terms and conditions of the Offer are set out below.

Term	Details
Shares	Fully-paid ordinary shares
Price	\$1.00
Minimum Subscription	\$250,000
Maximum Subscription	\$1,500,000
Minimum parcel size	\$250.00
Opening date	29/09/2022
Closing date	13/10/2022

A description of the rights associated with the shares is set out on page 53.

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.

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	Min Raise	Min Raise
Product Development	\$62,200	\$397,200
Marketing - Domestic	\$45,000	\$150,000
Marketing - International	\$15,000	\$120,000
Marketing - SnapSpot	-	\$30,000
Working Capital	\$110,000	\$610,000
Team Expansion	-	\$100,000
Offer Costs	\$17,800	\$92,800
Total	\$250,000	\$1,500,000

The Offer costs include 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 will be allocated to the following categories: Inventory purchases, new office fitout, website development and consulting fees.

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 objectives over the next 12 to 18 months.

If only the Minimum Subscription amount is raised, the Company may require further funding to be able to carry out intended activities over the next 12 to 18 months.

In the event that the maximum funding amount is not achieved, the Company will significantly scale back its international growth plans and focus on the local market. Where less than the Maximum Subscription amount is raised, the Company may consider undertaking a further CSF offer under the CSF regime.

If investor demand is greater than the maximum funding amount, the Company may consider undertaking an additional investment round.

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.

Voting rights

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

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).

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. In accordance with the Corporations Act 2001, 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. Please refer to the terms of the Constitution for further detail about the calling and holding of meetings.

Election and removal of directors

Shareholders may vote to elect and remove directors at a general meeting by way of majority vote (ie more than 50%).

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.

Employee Share Option Plan (ESOP)

Within the next 6 to 12 months, the Company has plans to implement an Employee Share Option Plan (ESOP) with the intention of retaining and attracting the best talent to SNAPWIRELESS PTY LTD. The ESOP allocation pool will be 10% and will dilute all shareholders accordingly.

Registration of transfers:

The Board may refuse to register any transfer of an Issued Security without being bound to give any reason whatsoever for so doing. Various other restrictions on transfers apply and are set out in the Constitution

Rights associated with the shares



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.

SnapWireless Investor Rewards

As well as equity, we’re offering you exclusive perks and upcoming, unreleased products as a reward for your investment and being part of our investor family.

\$250+	\$1,000+	\$3,000+	\$10,000+	\$20,000+
Early product access	Early product access	Early product access	Early product access	Early product access
10% OFF Lifetime discount*	15% OFF Lifetime discount*	20% OFF Lifetime discount*	25% OFF Lifetime discount*	30% OFF Lifetime discount*
\$20 Gift Card	\$50 Gift Card	\$100 Gift Card	\$150 Gift Card	\$250 Gift Card
		1x SnapMag Car Bundle	1x SnapMag Car Bundle	1x SnapMag Car Bundle
			1x PowerPack Universal (Yet to release)	1x PowerPack Universal (Yet to release)
				Exclusive Access to Product Development

*Discount is valid for the duration of the investment in SnapWireless.

SECTION 4

Information about investor rights

Information About Investor Rights

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.

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.

Information About Investor Rights

Proprietary company corporate governance obligations

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.

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 share registry website at the following address <https://cakeequity.com/au> (free of charge) or can purchase the report from ASIC.

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).

Information About Investor Rights

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.

Company updates

The Company will provide regular updates to investors via the Company's share registry website at the following address <https://cakeequity.com/au> and via the Intermediary's platform.

Glossary

Company means SnapWireless Pty Ltd ACN 620 327 086

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 Birchal 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



Contact



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SnapWireless Pty Ltd

ABN 37 620 327 086 | snapwireless.com.au

Thank you.

