

Crowd-Sourced Funding Offer Document.

Offer of fully-paid ordinary shares in Got Bakey Pty Ltd at \$0.07 per share to raise a maximum of \$500,000.

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

Issuer:
Got Bakey Pty Ltd
ACN 659 940 253

Intermediary:
Birchal Financial Services Pty Ltd
ACN 621 812 646 AFSL 502618

Dated:
30th October
2024



Table of Contents

Section 1: Risk Warning	03
Section 2: Information About The Company	05
2.1 Letter From The Founders	06
2.2 Company Details	10
2.3 Our Business	11
2.4 Business & Revenue Model	29
2.5 Business Strategy	32
2.6 Platform Features & Offerings	36
2.7 Our Team	46
2.8 Capital Structure	52
2.9 Key Risks Facing The Business	57
2.10 Financial Information	60
Section 3: Information About The Offer	67
3.1 Terms of The Offer	68
3.2 Use of Funds	69
3.3 Rights Associated With The Shares	72
3.4 What Can I Do With My Shares?	76
3.5 Details Of Previous CSF Offers	77
Section 4: Information About Investor Rights	78
4.1 Cooling-off Rights	79
4.2 Communication Facility For The Offer	80
4.3 Proprietary Company Corporate Governance Obligations	81
4.4 Company Updates	82
Glossary	83

Section One

Risk Warning

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.

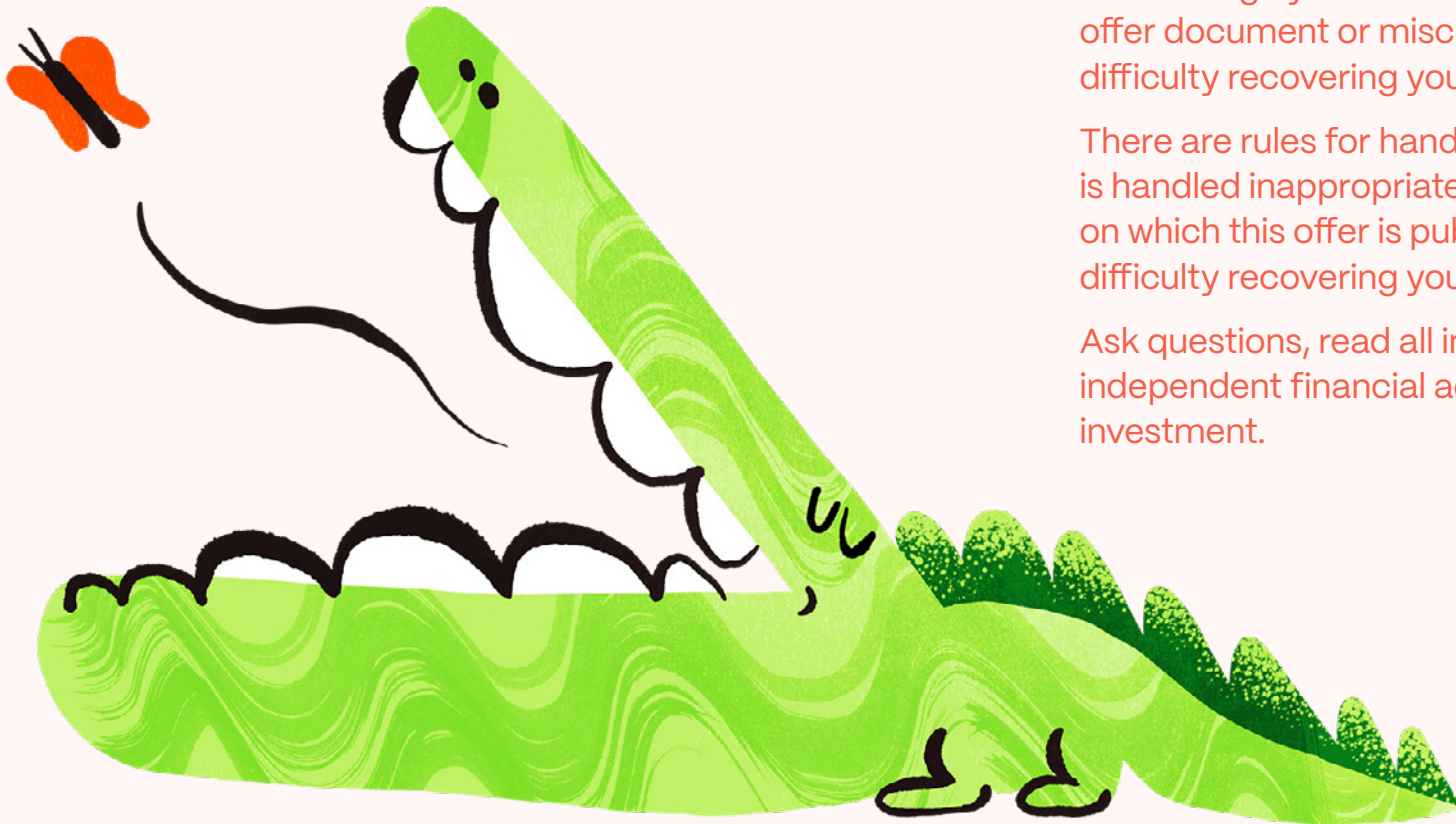
Even if the company is successful, the value of your investment and any return on the investment could be reduced if the company issues more shares.

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.



Information About the Company



Jay Curtin

CEO

When Got Cakey first began, it was driven by a simple frustration: the challenge of finding a reliable baker online, paired with my own lack of baking skills. What started as a platform for cakes has now evolved into something much larger—Got Bakey. The name change reflects our strategic expansion beyond cakes to encompass the broader **\$457 billion global baked goods industry(1)**.

This transition wasn't just an idea—it was driven by the market. While cakes will always remain at the heart of our offering, we recognised a significant opportunity to expand into the wider baked goods market, covering everything from bread to pastries, pies, and cookies. This allows us to capture a much larger share of a market where buyers engage more frequently than just for special occasions. Bakers, too, benefit from this shift by unlocking more regular sales opportunities across multiple categories.

However, the real challenge we've solved goes beyond the product expansion. The global e-commerce platforms available today—such as Shopify, WooCommerce, and Magento—were designed for standardised products, not the intricate, hyper-customised orders that define the baking industry. Bakers have been forced to use platforms ill-suited to their needs, resulting in inefficiencies, frustration, and missed opportunities. Buyers, too, are increasingly frustrated by the outdated, time-consuming process of ordering custom cakes, expecting the same seamless experience they receive in other sectors.

This is where Got Bakey steps in. We've developed a specialised marketplace that addresses this gap by streamlining the order process for custom cakes and baked goods. Our platform integrates dynamic pricing, smart scheduling, and customisation tools that not only save bakers time but also give buyers the convenience they expect. Unlike existing platforms, our tech stack has been built from the ground up to handle the complexities of hyper-customisation, making Got Bakey the leading solution for bakers and buyers alike.

Our new Baker Shop feature, for example, enables bakers to create virtual storefronts with pre-populated products, allowing buyers to browse and purchase easily. This innovation simplifies the process for both bakers and buyers, while still providing customisation options for special requests. It's this unique combination of convenience and personalisation that sets us apart from generic e-commerce platforms, and it's a testament to the cutting-edge technology we've built.

Since our last raise, we've tripled our baker numbers entirely through organic signups. Bakers are filling their virtual storefronts with products, ready for the influx of buyers that will follow our strategic marketing

campaign. This demonstrates the value our platform offers—smart, efficient technology that bakers are eager to adopt. And this is just the beginning.

Looking ahead, we are preparing to launch our first major buyer marketing campaign. This marks the turning point for Got Bakey—the moment where our marketplace truly comes to life. Our methodical approach to building the platform ensures we've got the functionality right, and now we're ready to ignite growth on the buyer side.

We are also preparing to trial Got Bakey in the UK by the end of this year, with a waitlist of eager bakers already in place. From day one, we've designed this platform for international scalability, and we're excited to facilitate cross-border transactions. The speed at which we've expanded our technology and market presence has been remarkable, and it speaks to the strength of our platform.

Despite the challenging economic environment over the last 18 months, Got Bakey has thrived. We've hit every key milestone, growing our platform, developing critical features, and strengthening our community of bakers. Our ability to solve the administrative burden

for bakers while offering buyers a seamless experience reaffirms the value of our concept. The traction we've gained proves that there is a demand for what we're offering.

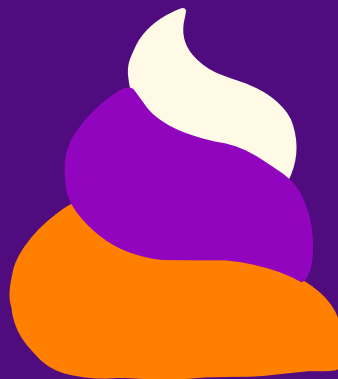
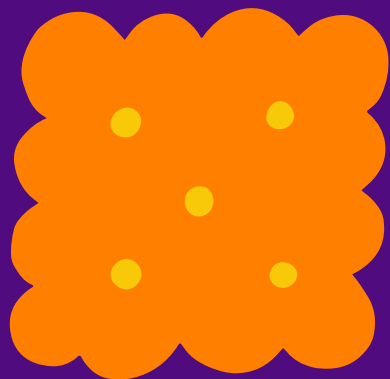
As we move into 2025, we have ambitious plans to scale Got Bakey further. Investors can expect to see us make significant waves in the media with high-profile marketing collaborations and initiatives designed to expand both our baker and buyer communities. We are thrilled with the pace of our growth, the strength of our platform, and the opportunities ahead.

Thank you for your continued support. Together, we're not just building a marketplace—we're transforming the baked goods industry by filling a critical tech gap, creating new opportunities for bakers, buyers, and investors alike.

Warm regards,

Jay Curtin

CEO



(1) <https://www.fortunebusinessinsights.com/industry-reports/bakery-products-market-101472>

(2) <https://www.bloomberg.com/company/values/diversity-and-inclusion/advancing-women/>



Blayz Meredith

Founder

Hey Shareholders, let's rewind to where it all began. **Got Cakey!!** It started with a simple frustration: my mum couldn't find a cake online. That frustration sparked an idea, and from there, Got Cakey was born. What started as a small seed of an idea has grown into something far beyond what I could've ever imagined.

Since those humble beginnings, Got Bakey has transformed from a concept into a thriving platform that's reshaping how people buy baked goods. We've expanded from cakes to the entire baked goods market, tapping into a \$457 billion global industry⁽¹⁾. Watching this business evolve from an idea into a tech-driven marketplace where bakers are gearing up for a wave of buyers has been nothing short of incredible.

Along the way, there've been so many "pinch me" moments. Seeing Got Bakey become a platform that makes ordering from home-based bakers as simple and

convenient as ordering a pizza? Yeah, that's wild. One of the best parts of this journey has been connecting with the bakers themselves. I've lost count of how many I've visited—sometimes surprising them with unannounced drop-ins! The bonds I've built with these bakers are what keeps me going. They're not just our partners—they're friends for life. Together, we're building a vibrant community of talented people, all working to make Got Bakey something truly special.

(1) <https://www.fortunebusinessinsights.com/industry-reports/bakery-products-market-101472>

On a personal note, I've grown a lot. Being the youngest person on the team—14 years younger than the next youngest—it's been an intense learning curve. But that's only fuelled my drive. I'm heavily involved in digital media and marketing, where I connect with Gen Z and Millennials, and it turns out even Gen X appreciates the fresh perspective I bring. Baking is trending, and I'm on a mission to share the incredible stories of our bakers in ways that are engaging, relevant, and fun.

It's kind of mind-blowing how far we've come in just two years. What started as Got Cakey has evolved into Got Bakey, a full-on marketplace solving real problems for bakers. But here's the thing: this isn't just about cakes or even the baked goods market—it's about the massive tech gap we've tackled. Bakers have been

stuck with platforms that weren't built for custom orders, leaving them frustrated and wasting time. Got Bakey changes all that. We've created a specialised platform that streamlines the process for bakers while offering buyers a smart, modern way to order. And that's why we're already rivalling companies that have been at this for way longer than us.

For me, the focus is always on how we use tech to create convenience and a seamless experience. Brands that don't evolve? They get left behind. That's why Got Bakey isn't just keeping up—it's innovating, making sure we deliver the best possible experience for both bakers and buyers. We're building something scalable and adaptable, with tech that can grow as fast as the demand for baked goods.

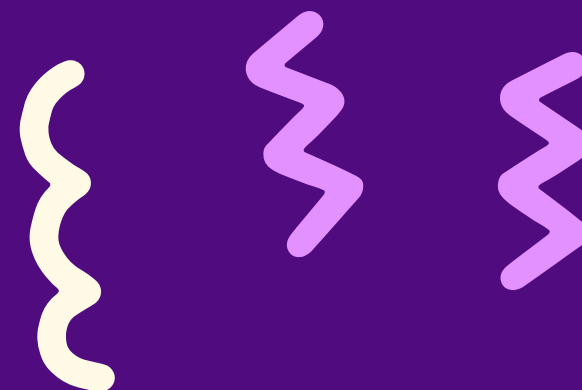
To everyone who's been part of this—thank you. Your belief in Got Bakey and our vision means everything. We're just getting started, and the future's looking brighter than ever.

If you're looking to be part of something game-changing, now's the time. We've got big plans, and we'd love to have you on board as we take Got Bakey to the next level.

Thanks again,

Blayz

Founder



This offer of shares is made by Got Bakey Pty Ltd ACN 659 940 253 (Company).

Company name	Got Bakey Pty Ltd
ACN	659 940 253
Date of incorporation	06 June 2022
Registered office	32 Sholl Street, Mandurah WA 6210
Principal place of business	15 Bell Road, Coonabidgee WA 6503
Directors	Emma Walczak Jaylene Nicole Curtin Nicole Christine Curtin Jeremiah Flickinger
Company secretary	Emma Walczak
Share registry	Automic Group www.automicgroup.com.au
Website	www.gotbakey.au

Traction to date

\$174.52

Average
transaction
value

404

People
requested a
cake

312

People
couldn't find a
baker

92

People
completed
a sale

\$16,448

Gross
merchandise
value

400

Baker
sign-ups
(unpaid)

5,000

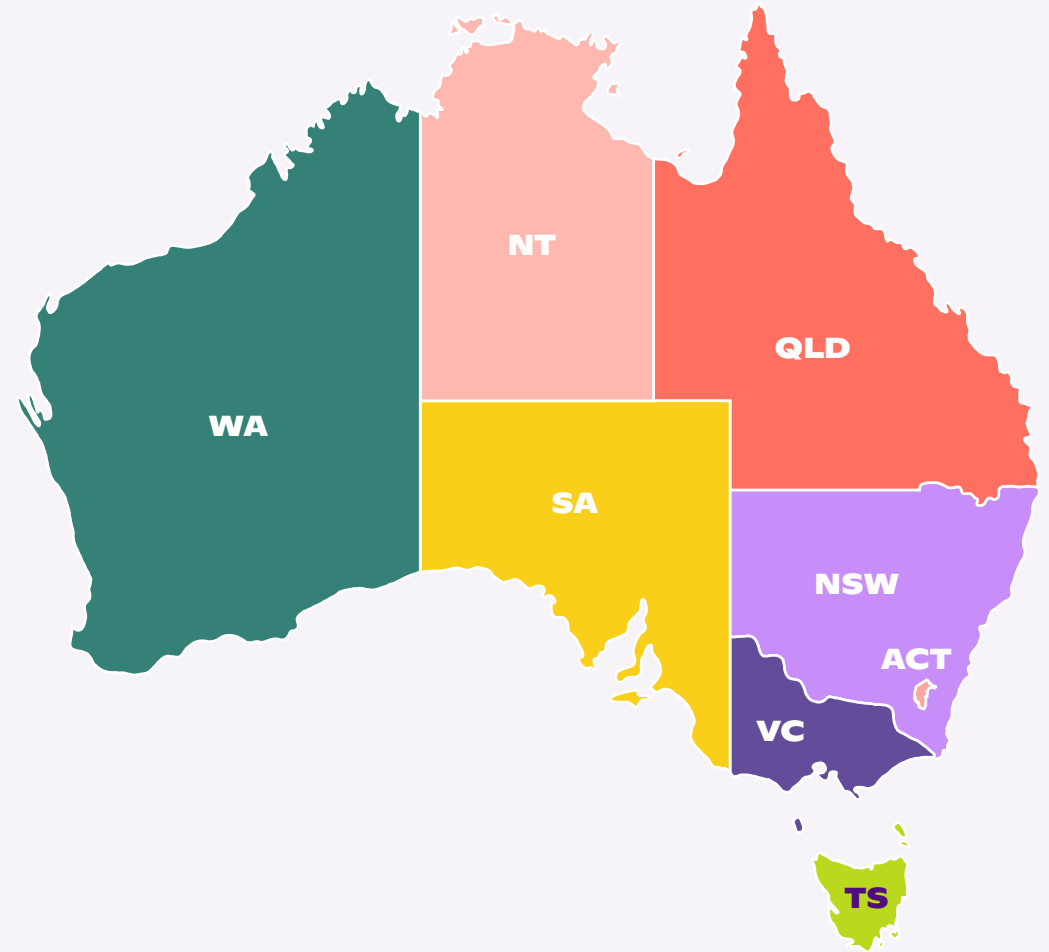
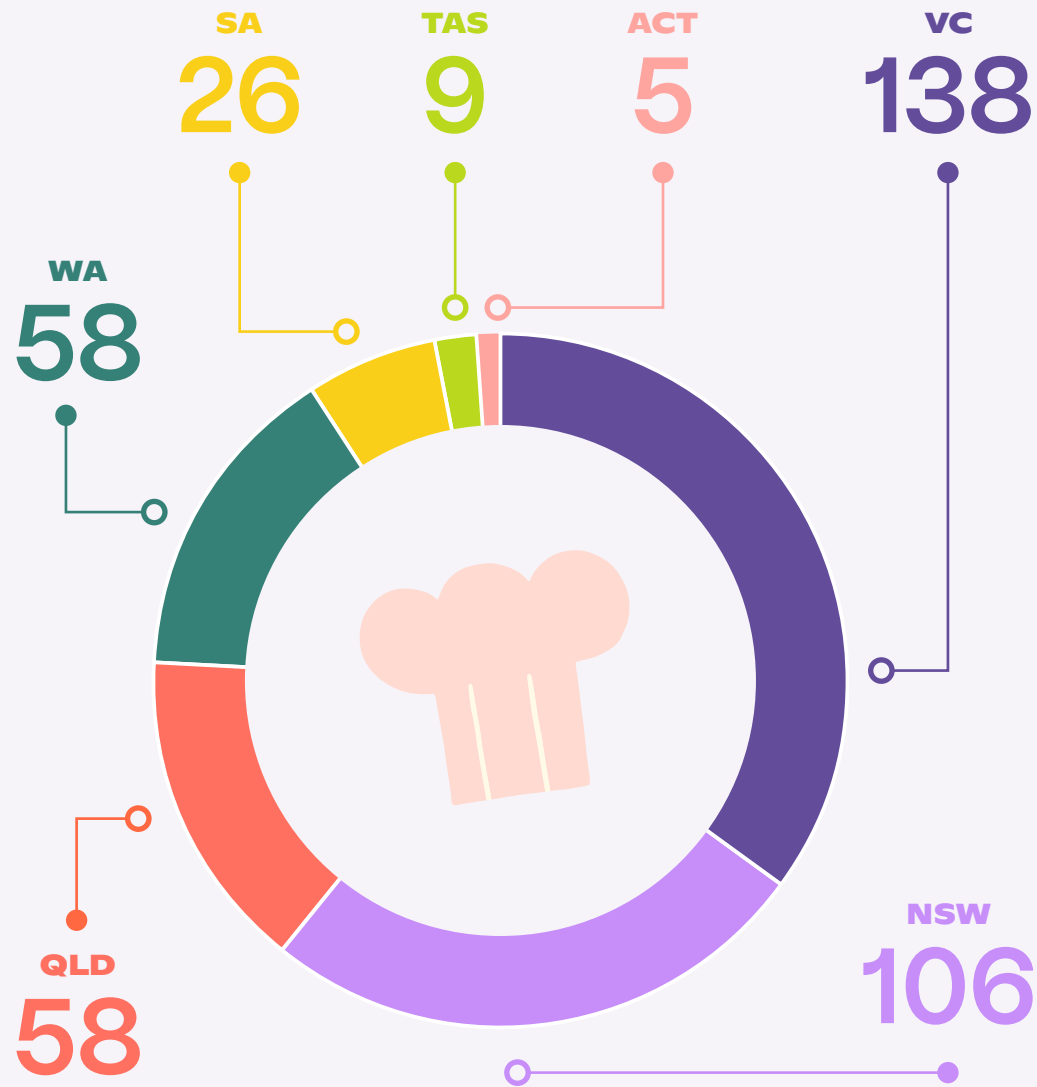
Buyer
sign-ups
(unpaid)

50

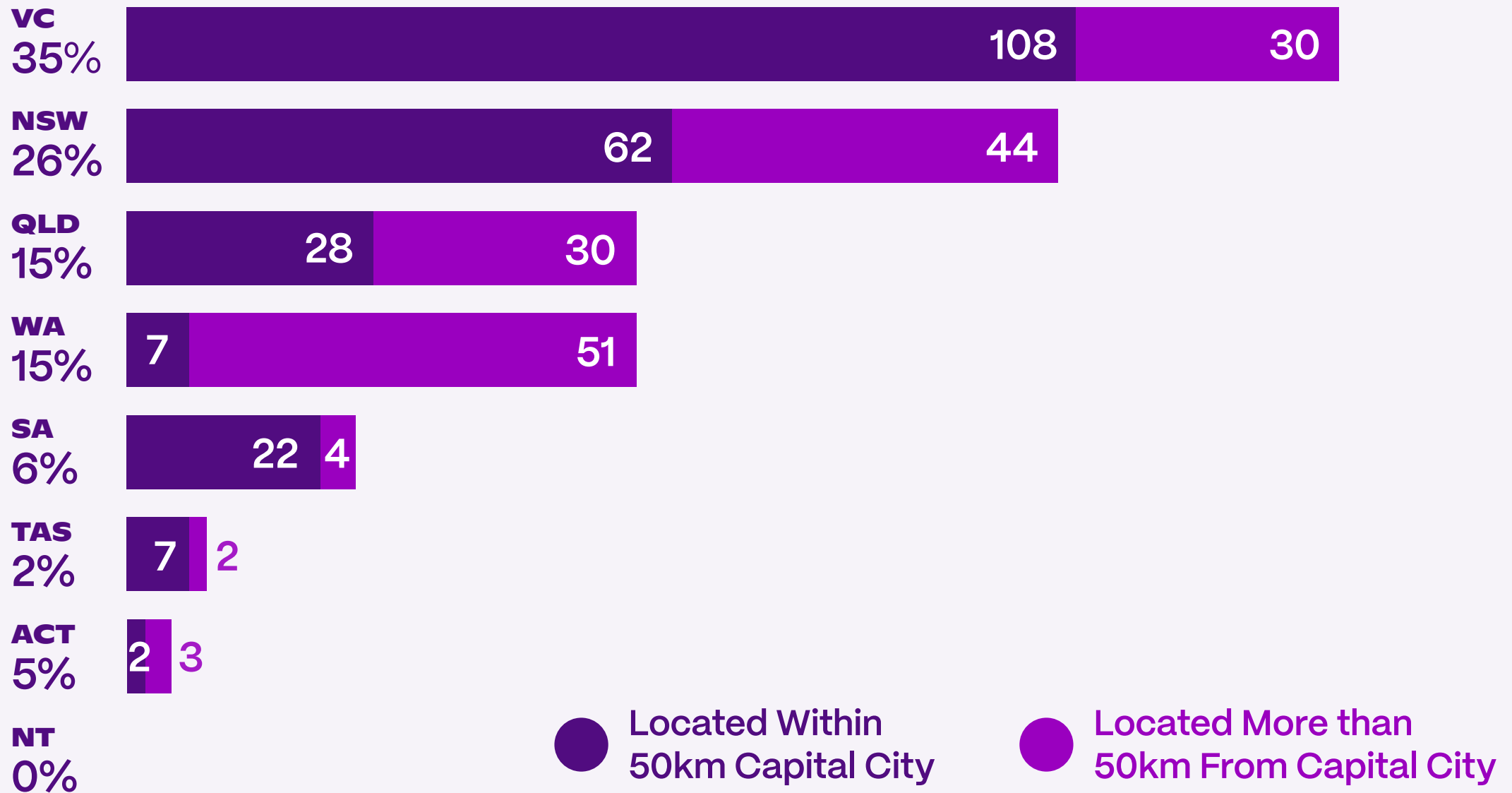
UK waitlisted
bakers

(1) <https://www.fortunebusinessinsights.com/industry-reports/bakery-products-market-101472>

Number of onboarded bakers in Australia



Number of onboarded bakers in Australia



**What did we
learn in beta?**

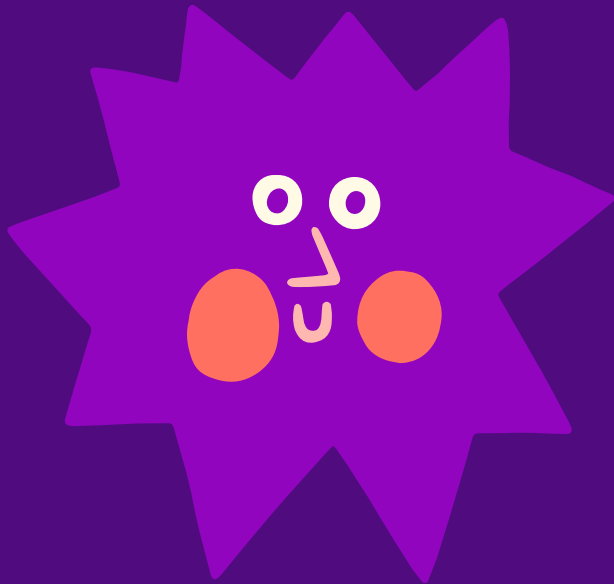
Our beta focused on a quoting and bidding system designed to help bakers respond to custom cake requests. This innovative feature streamlined the complex process of ordering highly customised cakes.

What Worked Well

- **High Buyer Demand:** Buyer interest far exceeded expectations. Our request-a-quote feature allowed buyers to receive multiple quotes within minutes, demonstrating its strong appeal.
- **Baker Engagement:** Bakers were highly engaged, with some buyers receiving up to 12 quotes in under 10 minutes, showing initial adoption of the bidding process.

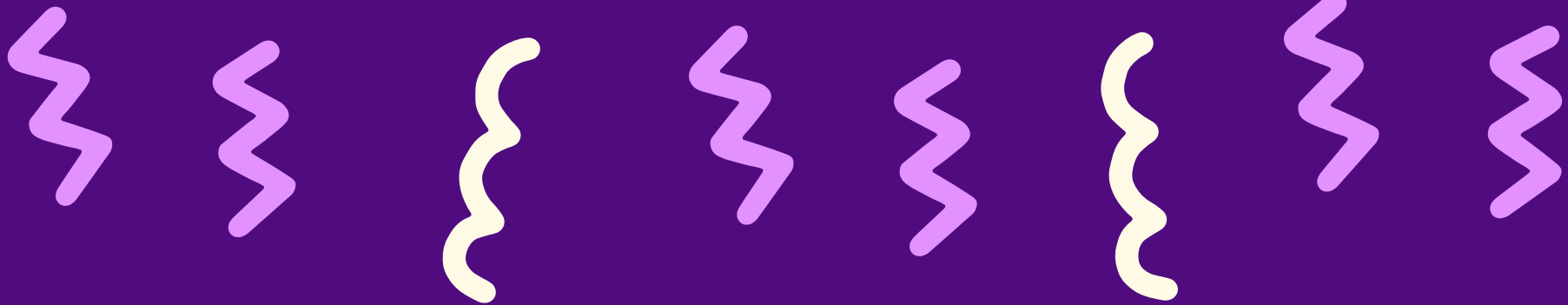
What Didn't Work Well

- **Complex Quote Process:** Bakers found the manual quoting process time-consuming, with average quote creation taking 5 minutes, leading to some churn.
- **Buyer Expectations:** Buyers expected more than just a quoting app, wanting to browse baker profiles and products, rather than requesting quotes alone.
- **Limited Baker Numbers:** Buyers were frustrated by the limited number of bakers available in their areas, especially given the beta's geographic focus.
- **Availability Management:** Bakers couldn't block out unavailable dates, leading to frustration when they received orders they couldn't fulfil.



What We Did About It

- **Enhanced Quoting System:** We introduced over 90 semi-populated quote templates, reducing quote creation time from 5 minutes to 1 minute, increasing baker satisfaction.
- **Baker Shop Feature:** In response to buyer feedback, we launched a Baker Shop feature, allowing bakers to list standard products, offering buyers a familiar browsing and checkout experience.
- **AI Instagram Syncing (Coming Soon):** We're developing an AI feature to automatically convert bakers' Instagram posts into product listings, cutting listing time from 10 minutes to 2 minutes.
- **Calendar and Availability Feature (Coming Soon):** Bakers will soon have a calendar to manage unavailable dates, set lead times per product, and manage pickup windows, providing full control over their availability.



Who are we?

Got Bakey is a tech company on a mission to close the technology gap in the e-commerce sector, specifically for industries that require hyper-customisation—like the booming custom cake and baked goods market. While industries like retail have evolved, the custom baking world has struggled with outdated platforms that can't handle the complexities of personalised orders. Got Bakey was created to solve these challenges, offering a solution where, in our opinion, platforms like Shopify and WooCommerce fall short.

We've built a two-sided platform that streamlines operations for bakers while providing buyers with a seamless way to order custom cakes and baked goods. What used to be a time-consuming process is now as easy as a few clicks. Starting with the \$65 billion USD cake market(1), we've since expanded to address the entire \$457 billion USD global baked goods industry(2), covering everything from cakes to pastries and bread.



(1) <https://www.grandviewresearch.com/industry-analysis/cakes-market>

(2) <https://www.fortunebusinessinsights.com/industry-reports/bakery-products-market-101472>

Our Vision

Our vision is to become the leading tech-driven marketplace for cakes and baked goods, addressing a critical e-commerce gap. We aim to be the go-to destination for all things baked, empowering bakers globally with smart, scalable tools to build profitable businesses and thrive in the digital age

By providing advanced technology that streamlines the business side, we enable bakers to focus on their craft while reshaping how the world discovers, orders, and enjoys baked goods. Our ambition is for Got Bakey to be synonymous with convenience, quality, and creativity, recognised worldwide as the trusted marketplace for anything baked.



Overview of Services

Got Bakey provides a platform that simplifies the complexities of running a baking business while offering buyers a modern, seamless way to order custom baked goods. Our services are designed to address the unique needs of the baking industry, with tools that streamline operations for bakers and enhance the ordering experience for buyers.

For Bakers:

Got Bakey equips bakers with business solutions tailored to their needs, whether home-based or commercial. Key services include:

- **Lead Generation:** Our marketplace connects bakers with a steady stream of buyers, reducing the need for advertising.
- **Smart Scheduling and Workflow Management:** Tools that help bakers manage orders, schedules, and availability with ease.
- **AI-Driven Product Listings (Coming Soon):** We're developing features to convert Instagram images into product listings, simplifying the setup process for bakers.

- **Advanced Calendar System (Coming Soon):** A calendar tool in development to manage availability, peak seasons, and orders seamlessly.
- **Dynamic Pricing and Customisation:** BBakers can price orders based on complexity, maximising profitability on custom orders.

For Buyers:

Got Bakey offers buyers a fast, user-friendly platform to order custom baked goods with ease. Key benefits include:

- **Simple Ordering:** A modern e-commerce experience that makes finding, customising, and ordering baked goods easy and efficient.

- **Time Savings:** Buyers avoid the tedious back-and-forth of traditional custom orders, enjoying a streamlined, digital process.
- **Wide Baker Selection:** Access to a diverse range of independent and commercial bakers, all offering customisable products.
- **Streamlined Communication:** Easy communication between bakers and buyers ensures custom orders are fulfilled with precision.

Industry



Cake & Baked Goods Segments

The global baked goods industry is worth over \$457 billion(1), with key segments including cakes, pastries, donuts, and bread. Cakes, in particular, represent a major opportunity for customisation, ranging from everyday indulgences to highly personalised event-specific orders. Pastries and donuts are increasingly popular as grab-and-go options, with consumer trends favouring nostalgic flavours and healthier alternatives like gluten-free options(2)(3). Bread, the largest segment, continues to grow with demand for artisanal and health-conscious varieties(4).

E-Commerce Technology Solutions for Hyper-Customised Markets

Despite the size of the baked goods market, e-commerce platforms for hyper-customised products like cakes remain underdeveloped. Platforms like Shopify and WooCommerce, while effective for inventory-based selling, lack the dynamic tools required for customisation, pricing adjustments, and specific lead times that bakers need. Shopify is too standardised for the complexities of custom orders, while WooCommerce's reliance on multiple add-ons creates inefficiencies. Magento offers more flexibility but is too complex for most independent bakers, making it an impractical solution for many in the industry.

Trends Driving Consumption

Evolving consumer habits

Consumer behavior is evolving, with health and wellness playing a major role in shaping the market. Today's buyers are looking for cleaner labels, organic options, and indulgences that balance taste with health benefits. Gluten-free, low-carb, and reduced-sugar options are on the rise (5) (6). At the same time, there's a growing demand for convenience, with online ordering and delivery becoming critical, especially after the pandemic (7).

Another key trend is nostalgia, where consumers are drawn to baked goods that remind them of simpler times. This ties into the trend of newstalgia—a mix of nostalgic comfort with new flavors and presentation (8).

A Female-Driven Market

One of the most powerful facts about the baked goods industry is that it is primarily female-driven. Women play a dominant role in both the production and consumption of baked goods, controlling up to 80% of household spending (9). This

makes the baked goods industry a ripe opportunity for disruption—an industry that remains fragmented and under-served by digital innovation. With women holding significant purchasing power, investing in platforms like Got Bakey taps directly into this consumer base and offers the chance to modernise the market.

- (1) <https://www.fortunebusinessinsights.com/industry-reports/bakery-products-market-101472>
- (2) <https://www.technavio.com/report/bakery-market-industry-analysis>
- (3) <https://www.foodbusinessnews.net/articles/22245-report-from-dawn-lists-2023-baking-trends>
- (4) <https://www.technavio.com/report/bakery-market-industry-analysis>
- (5) <https://www.mordorintelligence.com/industry-reports/bakery-products-market>
- (6) <https://www.foodbusinessnews.net/articles/22245-report-from-dawn-lists-2023-baking-trends>
- (7) <https://pos.toasttab.com/blog/on-the-line/bakery-industry-trends-and-statistics>
- (8) <https://www.foodbusinessnews.net/articles/22245-report-from-dawn-lists-2023-baking-trends>
- (9) <https://www.mordorintelligence.com/industry-reports/bakery-products-market>



Segments

Baker Segments

Home Bakers

Home bakers continue to be a vital segment, particularly as the pandemic spurred a rise in home-based businesses. Many of these bakers run small operations and are time-poor, making efficiency in order management and client expansion essential. As more home bakers seek digital solutions to grow their businesses, Got Bakey addresses their need for easy-to-use tools that help streamline their workload, allowing them to focus on baking and scaling operations.

Boutique Bakers

Specialising in artisanal, high-quality goods, boutique bakers focus on local markets and personalised service. They appeal to consumers looking for unique, customisable baked goods. With the rise of health-conscious and sustainability-driven customers, boutique bakers are positioned to grow, offering products that often cater to these preferences (e.g., gluten-free, organic).

Established Bakeries

Larger, more established bakeries (e.g., chains or multi-location businesses) value efficiency, particularly in handling high volumes and maintaining consistency across locations. While traditional supply chain management may not be a key focus for Got Bakey, these businesses can benefit from tools that help streamline order processing, enhance marketing reach, and manage location-specific operations.

Consumer Segments

Casual Consumers

These buyers often make spur-of-the-moment decisions, driven by discounts, promotions, or convenience. While they may not be frequent purchasers of baked goods, their potential for impulse buys during holidays or celebrations remains high, particularly when presented with engaging content and easy-to-navigate options.

Family & Friends

Families and individuals seeking occasion-specific baked goods represent a core customer segment. From birthdays to weddings, these buyers place high value on quality, reliability, and the ability to personalise their orders. They are more likely to return for repeat purchases and to recommend bakers through word-of-mouth and online reviews.

Event Planners & Organisers

This segment requires reliability, efficiency, and the ability to handle bulk orders for large events. Whether it's a wedding or corporate event, event planners seek trusted bakers who can deliver consistently on quality and presentation, making them a valuable, high-volume buyer segment for Got Bakey.

Competitor Analysis



Got Bakey operates in a competitive marketplace within the cake and baked goods industry, but no competitor offers the same comprehensive solution. The Cheesecake Shop, Australia's leading franchise brand, offers mass-produced cakes and semi-customised cakes based on franchisee skill, but lacks the dynamic tools for fully customised orders.

Other competitors like Bakesy, Bakesale, and CakerPro provide niche services, but fall short: Bakesy lacks marketplace functionality, and Bakesale doesn't offer technology for complex customisation or bidding features for bakers and buyers, with limited mobile responsiveness. Got Bakey sets itself apart by combining

customisation, business management tools, and a two-sided marketplace, making it the go-to platform for both home-based bakers and buyers. This unique offering positions Got Bakey as the most complete and compelling platform in the industry.

Competitor Analysis

	Got Bakey	Bakesy	Bakesale	Caker Pro	Airtasker	Facebook	Cheesecake Shop
Lead generation capabilities							
Connects bakers with buyers (marketplace)	✓	✗	✓	✓	✓	✓	✗
Niche/specialty							
Specialises in cakes	✓	✓	✓	✓	✗	✗	✓
Specialises in all baked goods	✓	✓	✗	✗	✗	✗	✗
Offers custom products	✓	✓	✓	✓	✗	✗	ADHOC
Offers dietary versatility	✓	✓	✓	✓	✗	✗	✓
Application type							
Available in website/desktop	✓	✗	✓	✓	✓	✓	✓
Available in iOS / Android app	✓	✓	✗	✗	✓	✓	✗
Revenue streams							
Has an "Add to cart / storefront"	✓	✓	✓	✗	✗	✗	✓
Has quoting features	✓	✗	✗	✗	✓	✗	✗
Has bidding features	✓	✗	✗	✗	✓	✗	✗

Competitor Analysis

	Got Bakey	Bakesy	Bakesale	Caker Pro	Airtasker	Facebook	Cheesecake Shop
Baker/vendor business management tools							
Products can be listed manually	✓	✓	✓	✗	✗	✓	✗
Products can be listed through an AI feature	SOON	✗	✗	✗	✗	✗	✗
Provide end to end order management	✓	✓	✓	✗	✗	✗	✗
Has integrated payment system	✓	✓	✓	✗	✗	✓	✗
Payments received through the platform	✓	✓	✓	✗	✓	✗	✗
Automated invoice generation	✓	✓	✓	✗	✓	✓	✗
Track order history	✓	✓	✓	✗	✓	✓	✗
In app buyer messaging feature	✓	✗	✗	✗	✓	✓	✗
Automated system notifications	✓	✓	✗	✗	✓	✓	✗
Track baking expenses	✗	✓	✗	✗	✗	✗	✗
Track packaging expenses	✗	✓	✗	✗	✗	✗	✗

Competitor Analysis

	Got Bakey	Bakesy	Bakesale	Caker Pro	Airtasker	Facebook	Cheesecake Shop
Calendar & scheduling							
Set baker availability	✓	✓	✗	✗	✓	✗	✗
Block out baker unavailable dates	SOON	✓	✗	✗	✓	✗	✗
Set order pick-up windows	SOON	✓	✗	✗	✗	✗	✗
Set lead times by product type	SOON	✓	✗	✗	✗	✗	✗
Automated order capacity limits	✓	✓	✗	✗	✗	✗	✗
Automated baker availability status	✓	✓	✗	✗	✗	✗	✗
CRM Management							
Tools to manage customer base	✗	✓	✗	✓	✗	✗	✗

The competitor and gap analysis conducted on 6th October involved a comprehensive review of available features across key industry players. This audit was performed by examining information provided directly on competitors' websites, combined with first-hand user experiences of their

offerings. It is important to note that the findings reflect the state of the market at the time of the analysis and are subject to change as competitors continue to evolve and expand their businesses.

What makes us different

Engineered to Solve What Others Can't

Got Bakey's platform is designed from the ground up for hyper-customised orders, using a unique tech stack. Unlike competitors relying on generic solutions like Shopify, our custom-built architecture directly addresses the specific needs of bakers, ensuring superior performance and flexibility.

A Toolkit Like No Other

Got Bakey provides fully integrated features with smart scheduling, dynamic pricing, and upcoming AI-driven product listings and calendar tools. While competitors rely on fragmented solutions and plugins, we offer everything bakers need in one seamless, powerful platform.

Powered by the Best Minds in Tech

Our in-house tech team is Got Bakey's secret sauce. With unmatched expertise in AI, IoT, and full-stack development, we innovate faster, build smarter, and adapt better than competitors who lack our in-house blend of top-tier technical talent.



Current Market Size

Got Bakey's recent pivot from the \$65 billion USD global cake industry (1) to the broader \$457 billion USD baked goods market (2) has positioned us in one of the largest, most stable, and high-potential sectors in the world (3) (4).

Baked goods are a staple in nearly every household, with products like cakes, pastries, bread, and desserts featuring in daily meals, celebrations, and special

events. This is a market that touches nearly everyone's life, making it both resilient and ripe for innovation.

(1) <https://www.grandviewresearch.com/industry-analysis/cakes-market>

(2) <https://www.fortunebusinessinsights.com/industry-reports/bakery-products-market-101472>

(3) <https://www.fortunebusinessinsights.com/industry-reports/bakery-products-market-101472>

(4) <https://www.technavio.com/report/bakery-market-industry-analysis>

Business Model

Got Bakey is an innovative online marketplace connecting both home-based and commercial bakers with buyers, simplifying one of the most fragmented markets. Our platform is designed to address the complexities of the baked goods industry by providing tools that streamline operations for bakers while making it easy for buyers to find and order custom-made cakes and treats. By eliminating the frustrations of time-consuming back-and-forth communications, Got Bakey allows bakers and buyers to focus on quality and creativity.

We've adopted the marketplace model because it is highly scalable, cost-efficient, and proven in the digital economy. By focusing on creating a seamless experience for both parties, Got Bakey leverages the power of hyper-personalisation in an industry where buyers demand unique, custom goods for special events, and bakers need tools to operate more efficiently.

As part of our diversification strategy, we are in the process of designing an API tailored for major baking franchises. Many of these franchises struggle with managing and scaling their custom cake ordering process, and our API solution aims to solve these challenges. This will enable Got Bakey to tap into a larger customer base while generating additional revenue streams, allowing us to rapidly expand our reach. By partnering with these franchises, we also have the opportunity to test our software on a larger scale, gaining valuable insights to enhance the platform further.

Over the past 18 months, our focus has been on developing key features, such as the quoting system, which gives bakers bidding powers when they're matched with a custom request, and the Baker's Shop feature, which allows bakers to sell standard baked goods through their own virtual storefronts. As we transition out of beta, we are excited to shift our attention toward user growth and scaling the platform.



Revenue Model

Got Bakey operates on a commission-based revenue model, with a 16% fee on each transaction. This fee is shared equitably between the baker and the buyer, ensuring that costs are only incurred when value has been delivered. Unlike subscription models, bakers face no upfront costs, making our platform far more accessible to small and growing baking businesses.

This transactional model allows our revenue to scale naturally with platform activity: as the number of orders increases, so does our revenue. This aligns our success with the success of bakers and ensures the platform's financial growth is tied directly to the volume of transactions processed.

Revenue Drivers

1. Baker Network Expansion: The number of bakers on our platform has already more than doubled compared to some competitors, even while still in beta mode. With a user-friendly platform and no upfront costs, Got Bakey offers bakers incentives to join. As more tools that reduce administrative work—such as AI-powered product listings, calendar management, and invoicing

integrations—are introduced, bakers may find increased value in our platform, potentially leading to higher transaction volumes.

2. Consumer Demand for Hyper-Personalisation: There is a growing trend toward customisation, whether for a one-of-a-kind birthday cake or dietary-specific treats (1), which positions Got Bakey as a platform for consumers seeking a personalised touch. This demand is particularly strong in celebrations and event catering, where quality and uniqueness are valued. By catering to these preferences, we aim to encourage more frequent and larger transactions.

3. Social Media Engagement: Social media is a critical channel for both customer acquisition and engagement. Our presence on platforms like Instagram and TikTok allows us to showcase the creativity of our bakers, while paid media campaigns will amplify our reach. These channels drive traffic to Got Bakey, converting more casual browsers into buyers, and further increasing transaction volumes.

4. The Founding Baker Club Equity Incentive Program: Our Founding Baker Club rewards

bakers with equity in Got Bakey based on performance. While this initiative is more of a marketing tool, it incentivises long-term loyalty and encourages bakers to grow their business through the platform. By aligning their success with the company's, we foster a strong, motivated community that can help drive user acquisition and transactions.

5. Event-Based and Corporate Sales: The baked goods market isn't just about individual buyers—it's also about event planners, organisers, and corporate clients. Got Bakey makes it easy for event planners to source bespoke cakes for weddings, corporate functions, and large gatherings.

6. Future Feature Rollouts: As we continue to develop and release more features—including bookkeeping integrations, automated order tracking, and advanced analytics—we anticipate even deeper engagement from both bakers and buyers.

(1) <https://www.grandviewresearch.com/industry-analysis/cakes-market>

Why This Model Appeals is Appealing

Our business and revenue model is designed to create long-term, scalable value. The commission-based approach ensures that our financial success is aligned with the success of our bakers, creating a sustainable ecosystem that grows as the platform expands. By offering low barriers to entry for bakers and targeting a predominantly female-driven market, Got Bakey is positioned to capitalise on one of the most consistent and high-demand sectors.



Market Opportunity

The global baked goods industry is valued at an impressive \$457 billion USD⁽¹⁾, yet it remains one of the last major markets untouched by advanced e-commerce technology. While industries like retail and hospitality have been transformed by digital innovation, bakers—especially those in the growing, highly creative custom cake segment—are still navigating outdated processes and tools. Got Bakey is a tech company moving into this largely untapped space, addressing a clear technology gap that is holding back the potential of bakers in a rapidly trending market.

Custom cakes are more popular than ever, with consumers seeking hyper-personalised baked goods for birthdays, weddings, and corporate events. However, the existing e-commerce platforms are not built to support the complexities of these custom orders, leaving bakers to rely on inefficient methods. This lack of specialised technology is a significant market opportunity, and Got Bakey is poised to fill this gap by offering a platform specifically designed for the

needs of custom bakers and buyers alike. The demand for both convenience and personalisation is at an all-time high, yet buyers are still forced to endure clunky, time-consuming processes when ordering custom cakes. Without a centralised, tech-enabled solution, they must manually communicate with bakers, manage logistics, and deal with fragmented ordering systems. Got Bakey is solving this problem with a marketplace that provides the seamless, tech-driven experience modern consumers expect. By enabling custom orders with the same ease as traditional e-commerce platforms, Got Bakey brings much-needed efficiency to an otherwise fragmented market.

This market opportunity is driven not only by the clear pain points for buyers but also by the strong demand from bakers. Bakers are doing incredible things in the custom cake space, but without the right tools, they are unable to scale effectively or meet the growing demand for personalised goods. Got Bakey's platform addresses these challenges by

streamlining operations, helping bakers manage custom orders more efficiently, and providing them with a tech solution that finally meets their needs.

Additionally, the cake market is an attractive and lucrative space, heavily driven by female consumers who control a significant portion of household spending, especially for events and celebrations. These buyers are looking for unique, bespoke products, and Got Bakey delivers by connecting them directly to local bakers with the capabilities to create exactly what they need. This unique positioning allows Got Bakey to tap into an underserved and highly profitable demographic.

Got Bakey is uniquely positioned to become the go-to platform for all custom-baked goods. By addressing the technology gap and providing an efficient, scalable solution for both bakers and buyers, Got Bakey is set to lead the digital transformation of this growing market.

(1) <https://www.grandviewresearch.com/industry-analysis/cakes-market>

12-Month Focus



Got Bakey's strategy over the next 12 months is laser-focused on growth and feature development. By scaling both the supply and demand sides of the platform, we aim to dominate the custom-baked goods market.

1. Quadrupling Our Baker Numbers

We plan to onboard at least 130 new bakers monthly, supported by targeted social media marketing and cold-calling strategies. This will increase the platform's diversity of products and styles, catering to growing consumer demand. Our goal is to quadruple the number of bakers on the platform, ensuring a vibrant, competitive marketplace.

2. Launching New Powerful Features

We will introduce game-changing features like AI-powered product listings that allow bakers to turn their Instagram photos into product listings effortlessly. Additionally, we'll launch calendar management tools that help bakers streamline their availability and manage orders, reducing administrative burdens and making the platform indispensable for bakers.

3. Buyer Marketing Campaign

Got Bakey will launch its first major buyer acquisition campaign, leveraging humour and nostalgia to connect with consumers. With an initial user base of 5,000 organic buyers, we'll focus on expanding this base, converting more of them into active users.

4. Beta Launch in the UK

To prepare for international expansion, we'll beta launch Got Bakey in UK, later this year. This trial will help us optimise the platform for international markets, laying the groundwork for a full-scale UK rollout and global expansion.

By focusing on baker acquisition, feature enhancements, and targeted buyer outreach, Got Bakey's 12-month strategy is built for rapid growth and market dominance. With a clear path to scale, Got Bakey is positioned to capture an underserved and fragmented market, making it the clear leader in the digital transformation of the baked goods industry.

Marketing Strategy



Brand Identity:

At the heart of Got Bakey's marketing is our bold, fresh, and innovative identity, led by our 15-year-old charismatic founder, who is constantly on the search for Australia's best bakers. His guerrilla marketing efforts on camera are positioning the brand as fun, engaging, and a game-changer in the baked goods industry. Over the next 12 months, Got Bakey will focus on using nostalgia and humour to create a brand that resonates deeply with both bakers and buyers, establishing ourselves as a brand that people can't help but fall in love with.

Marketing Objectives:

1. Founding Baker Club Loyalty Program: Rewarding Growth, Minimising Churn

At Got Bakey, we've taken loyalty to the next level with the launch of our Founding Baker Club Loyalty Program, allocating 5,000,000 shares to reward our bakers. This innovative program is designed not only to foster loyalty but to supercharge growth within our baker community by offering real stakes in the company. Gone are the days of generic branded merch or small cash incentives—our bakers now have the opportunity to share in the success and financial growth of Got Bakey.

The impact? We're minimising circumvention and churn, locking in long-term loyalty, and transforming bakers into ambassadors who bring others on board—rewarded with Status Credits for every successful referral. This steady stream of bakers helps us slash our customer acquisition costs, effectively bringing them down to zero.

For bakers, the upside is enormous. The program offers them something far more valuable than typical loyalty schemes: a chance to share in Got Bakey's growth. Bakers earn Reward Points on sales, which will convert into shares when the conversion condition is achieved—either when Got Bakey goes public or is acquired. As the platform expands, so do their opportunities for financial gain.

Launched in October 2024, the program has been warmly received, with bakers excited about the future and the significant financial benefits that come with our growth.

From a marketing perspective, this loyalty program has allowed us to align baker success with company success, creating a long-term, mutually beneficial relationship without impacting our cash flow. By offering equity instead of cash-based rewards, we've built a compelling case for bakers to stay, grow, and be part of Got Bakey's exciting future.

2. Leveraging Guerrilla Marketing and Social Media to Attract Bakers

We will continue positioning Got Bakey as the go-to platform for bakers and buyers by using guerrilla marketing tactics that highlight the creativity and fun associated with the brand.

- **Founder-led Guerrilla Marketing:** Our young founder will remain central to our content, taking part in fun and engaging guerrilla marketing activities—whether it's searching for Australia's best bakers, participating in baking challenges, or visiting local bakeries. This content will continue to engage our audience on Instagram and TikTok, showing the human side of Got Bakey and appealing to both bakers and buyers.
- **Building Structures from Cake:** We'll create edible art installations in busy, populated areas, including life-sized versions of baked goods like giant croissants or cupcakes. These installations will serve as Instagrammable moments, encouraging people to take photos and share on social media, creating viral buzz around the Got Bakey brand.
- **Viral/Trending Baked Goods at Pop-Up Stalls:** We'll organise pop-up stalls in high-foot traffic areas, offering ridiculously oversized baked goods, such as croissants larger than an AFL football or cookies the size of pizzas. These pop-ups are designed to be fun, light-hearted, and visually compelling, encouraging people to share their experiences on social media.

Marketing Strategy



3. Harnessing the Power of Collaboration

• Tigga Mac Partnership

Since July 2022, Got Bakey has been proud to have Tigga Mac, one of Australia's most well-known social media influencers and cake experts, as part of our team. Tigga Mac's impact on our platform has been immense, bringing not only her technical expertise but also her influential social media presence to elevate our brand. Tigga's involvement has played a pivotal role in shaping Got Bakey's UX/UI, ensuring that the platform addresses key pain points for both bakers and buyers, resulting in an intuitive and seamless user experience.

Beyond her technical contributions, Tigga Mac's unmatched social media reach has been a significant drawcard for Got Bakey, attracting both users and investors. Her creativity and ability to connect with her followers have boosted brand awareness and trust, making her collaboration essential to our growth. Many investors were initially drawn to Got Bakey because of their connection with Tigga Mac, and she continues to drive user acquisition through her dynamic content and influence. In the coming months, we will continue to leverage her platform for viral campaigns and brand-building initiatives, ensuring that her presence remains a key driver of our expansion.

• Starlight Children's Hospital Collaboration

Alongside Tigga Mac, Got Bakey's partnership with Starlight Children's Hospital will allow us to further amplify our reach and make a positive impact. By collaborating on events that benefit the hospital, such as pop-up bake sales or interactive baking events, we can engage with our audience emotionally while promoting a cause that resonates deeply. These events will be documented and shared widely across social media, providing viral content that highlights both our brand and the good we are doing for children in need.

4. Building a Viral Social Media Strategy

To complement our guerrilla marketing efforts and collaborations, we will focus on driving viral engagement across social media. Got Bakey's bold, engaging brand identity is tailor-made for platforms like Instagram and TikTok, where visual appeal and shareability are key.

- **Viral Reels and Stories:** We will produce short, engaging content that plays on nostalgia and humour, aligning with our brand values. For example, our reels may show fun challenges such as "Baker vs. Baker" competitions, or "How It's Made" videos that capture the magic of our oversized baked goods.
- **Influencer Partnerships:** We'll collaborate with influencers who have strong followings among both bakers and general consumers. These partnerships will help extend the reach of Got Bakey's events, pop-ups, and product offerings, and drive further engagement on our social channels.
- **Engagement Challenges:** Running social media challenges, such as a baking competition or encouraging users to share their "wildest cake creations," will create a deeper connection with our target audience and inspire them to interact with the Got Bakey brand on a personal level.

Available Features For Bakers & Buyers



Introduction

Got Bakey stands out by doing what traditional e-commerce platforms can't: effortlessly handling the complexities of customised cake and baked goods orders. While anyone can build an e-commerce site with an "add to cart" function, Got Bakey's technology goes to a whole new level by streamlining the entire process of receiving, interpreting, and managing intricate custom enquiries. This unique capability puts us in a position to solve challenges that have long plagued the industry, making it easier for bakers to deliver personalised products while providing buyers with a seamless experience.

Our platform capitalises on gaps that previous attempts have missed in this fragmented market by offering a comprehensive suite of features designed to automate workflows, centralise communication, and deliver tailored

experiences for every user. From product discovery and customisation to quoting, payment processing, and workload management, Got Bakey redefines the landscape by providing the tools bakers need to scale their businesses with efficiency and precision.

Investing in Got Bakey means supporting a venture purpose-built to succeed where others have struggled, with the right technology and the right team to address longstanding industry pain points. Our innovative features are designed not only to meet current market demands but to elevate the entire buying journey, driving engagement and repeat business. Got Bakey is ready to shape the future of the global baked goods market, leading the way with a platform that truly understands the unique requirements of customised ordering.

Powerful Custom Quoting

1. Streamlined Quote Request Process:

Buyers can easily submit a single enquiry for custom items, reaching multiple bakers at once, saving time and effort compared to separate requests.

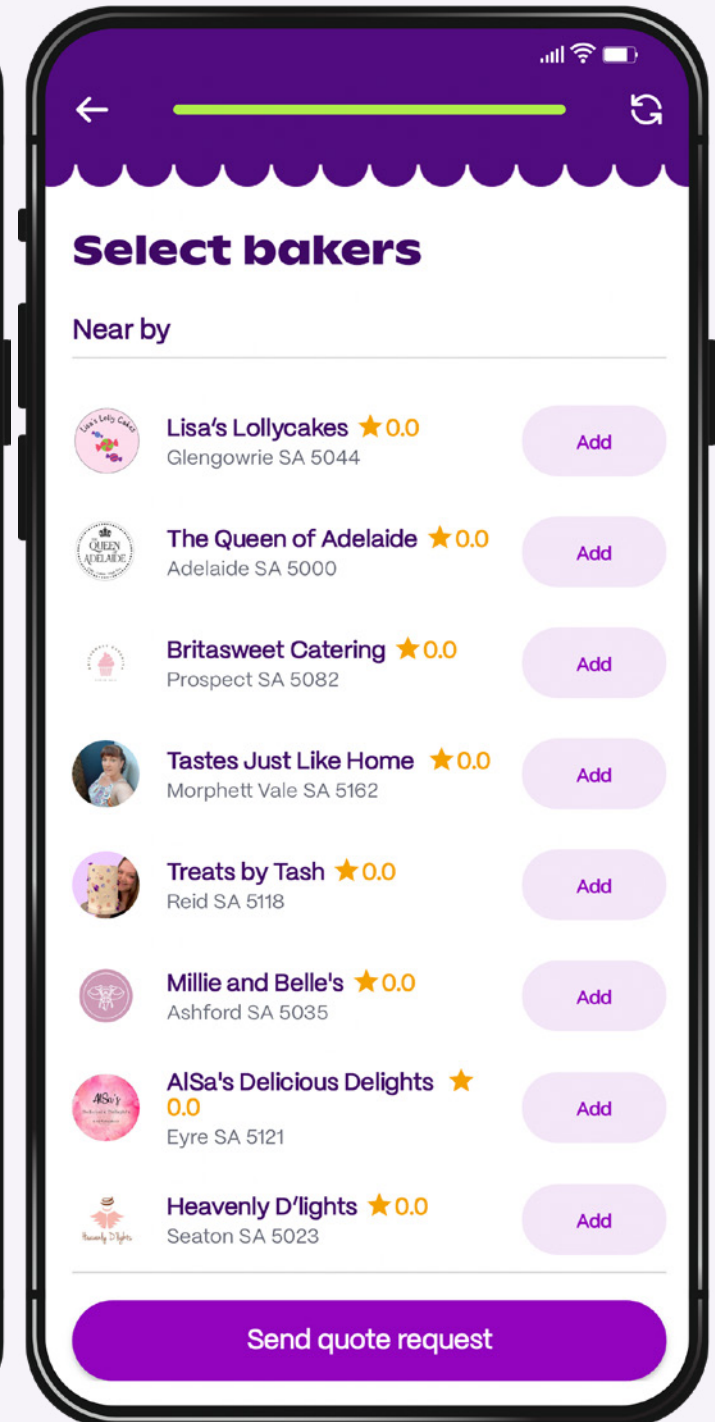
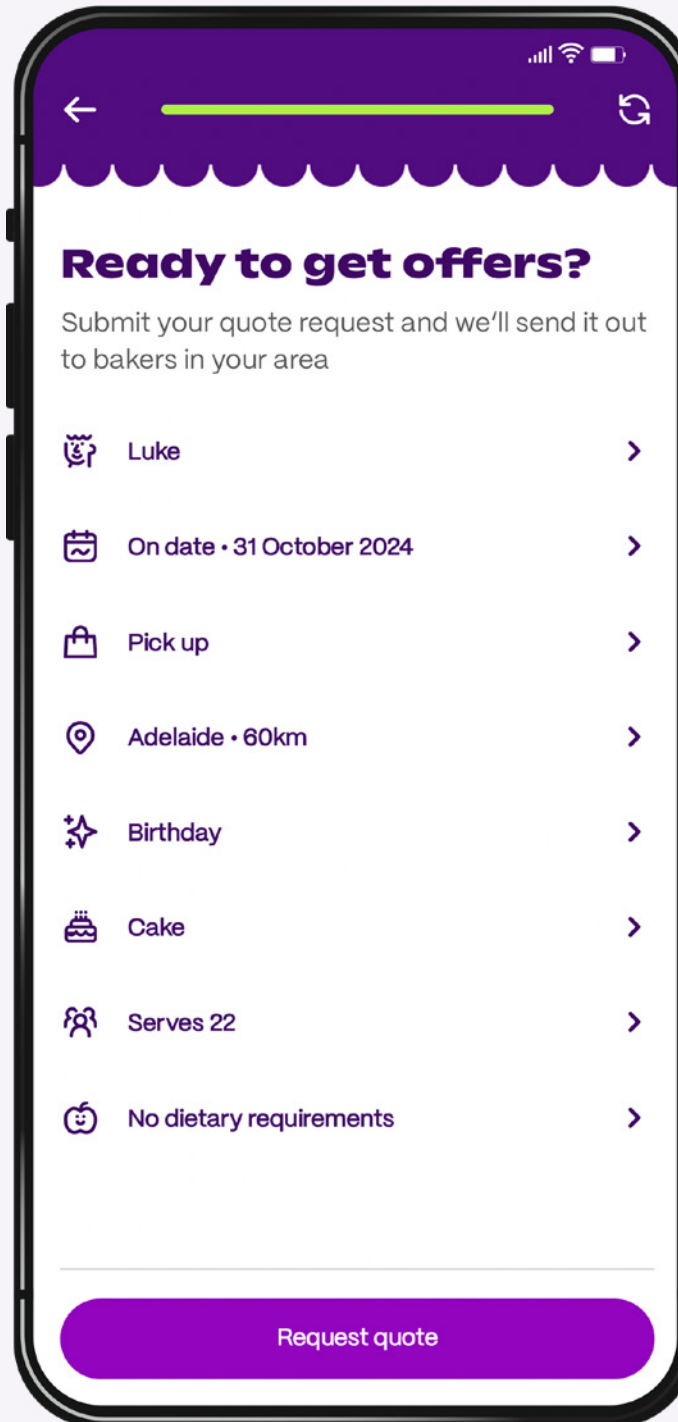
2. Efficient Distribution to Bakers: Quote requests are automatically sent to multiple bakers within the selected radius, improving buyer satisfaction by increasing the likelihood of finding the right match.

3. Real-Time Updates: Buyers receive instant notifications on quote activity, providing transparency and allowing informed decisions based on baker interest and submitted offers.

4. Simplified Decision-Making: The platform enables buyers to quickly compare quotes, assess baker availability and pricing, and choose the best match.

5. Time-Saving Technology for Bakers: Bakers can use smart algorithms and templates to submit quotes within minutes, minimising time investment and risk.

6. Real-Time Quote Tracking for Bakers: Bakers can monitor quote views and competitor activity to make strategic bidding decisions.



7. Advanced Customisation Options:

Bakers can offer premium upgrades within the quote process, making it easy to upsell and provide tailored choices.

8. Centralised Quote Management: Bakers can manage all quote requests from a single dashboard, streamlining operations and improving organisation.

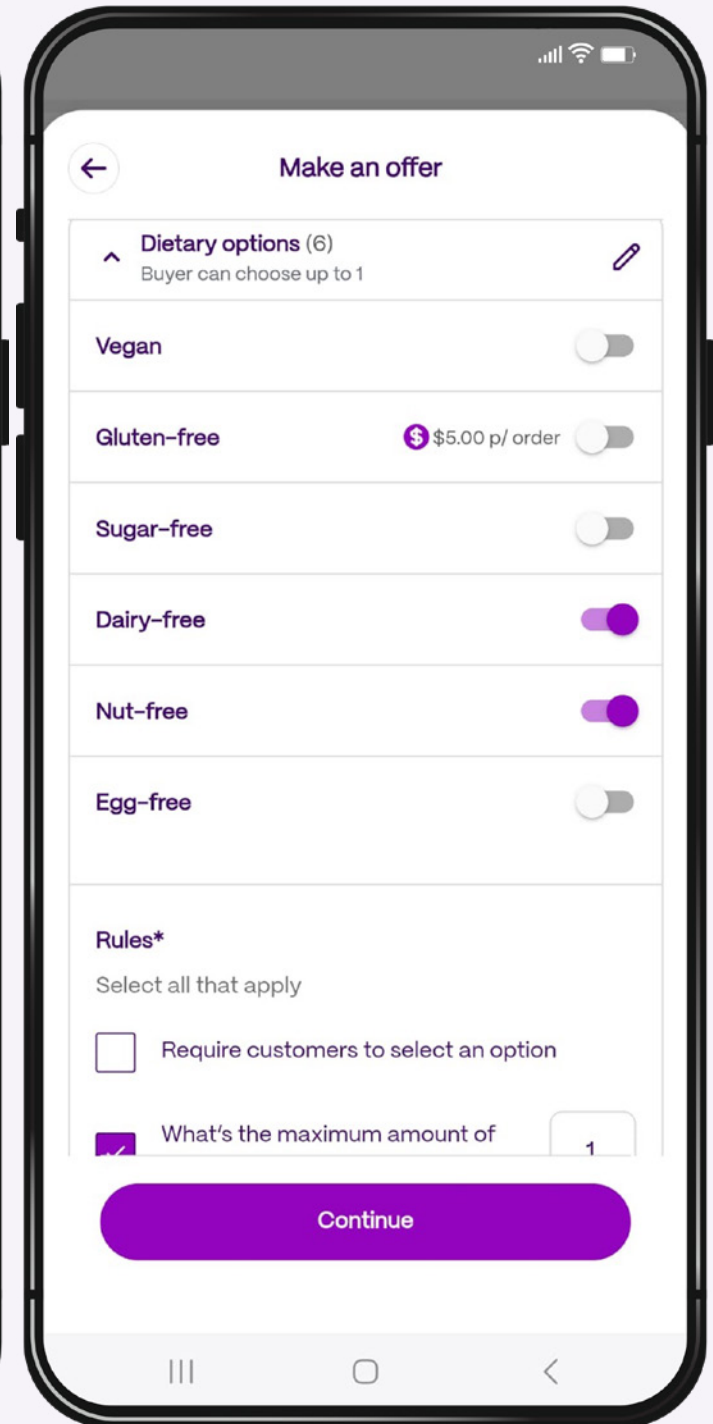
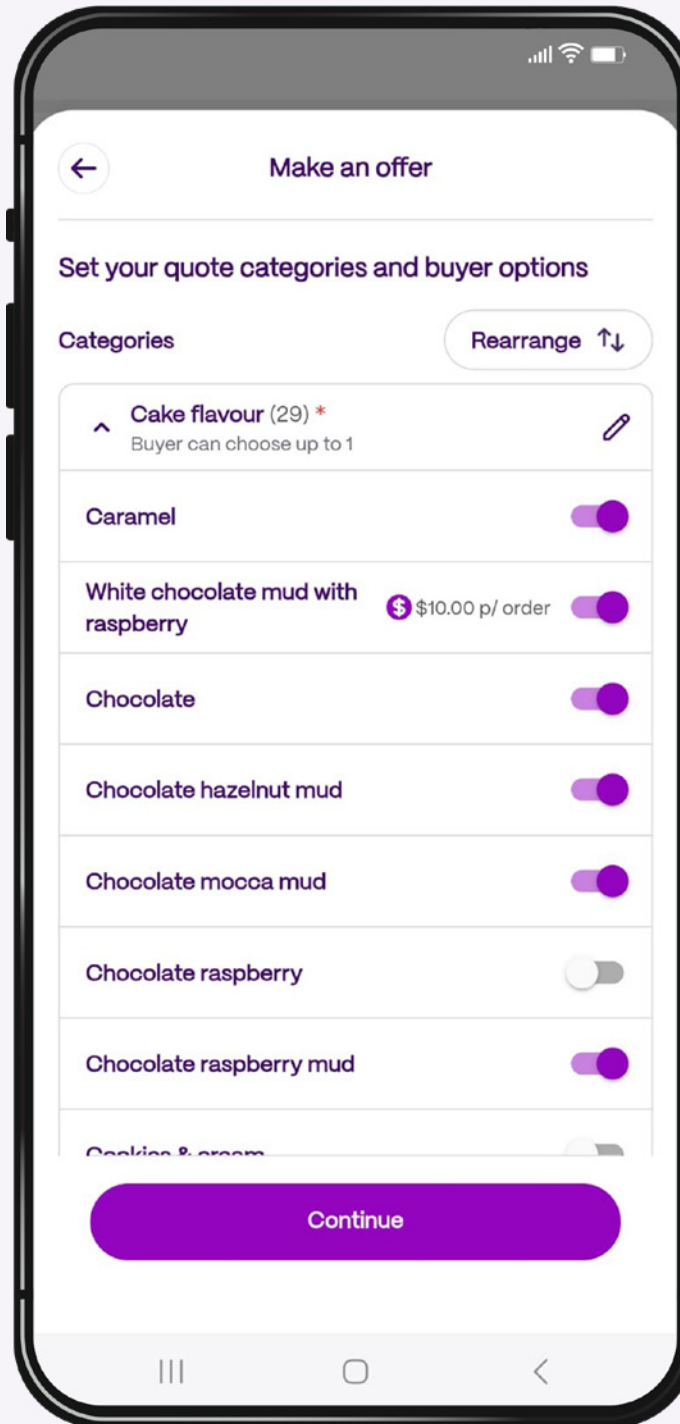
9. Improved Conversion Rates: A fast and efficient quoting process helps bakers win more jobs by presenting professional quotes quickly.

Next Level E-Commerce For Bakers

1. Local Baker Search: Buyers can find bakers within a specified radius and refine their search by product type, availability, and ratings, ensuring they find the best fit.

2. Product Browsing: Each baker's shop displays a wide range of products, from cakes to artisanal bread, providing buyers with diverse options.

3. Product Customisation: Buyers can personalise their orders with options set by the baker, such as flavours, dietary preferences, and add-ons.



4. Smart Availability Check: The platform verifies baker availability before allowing products to be added to the cart, preventing failed orders.

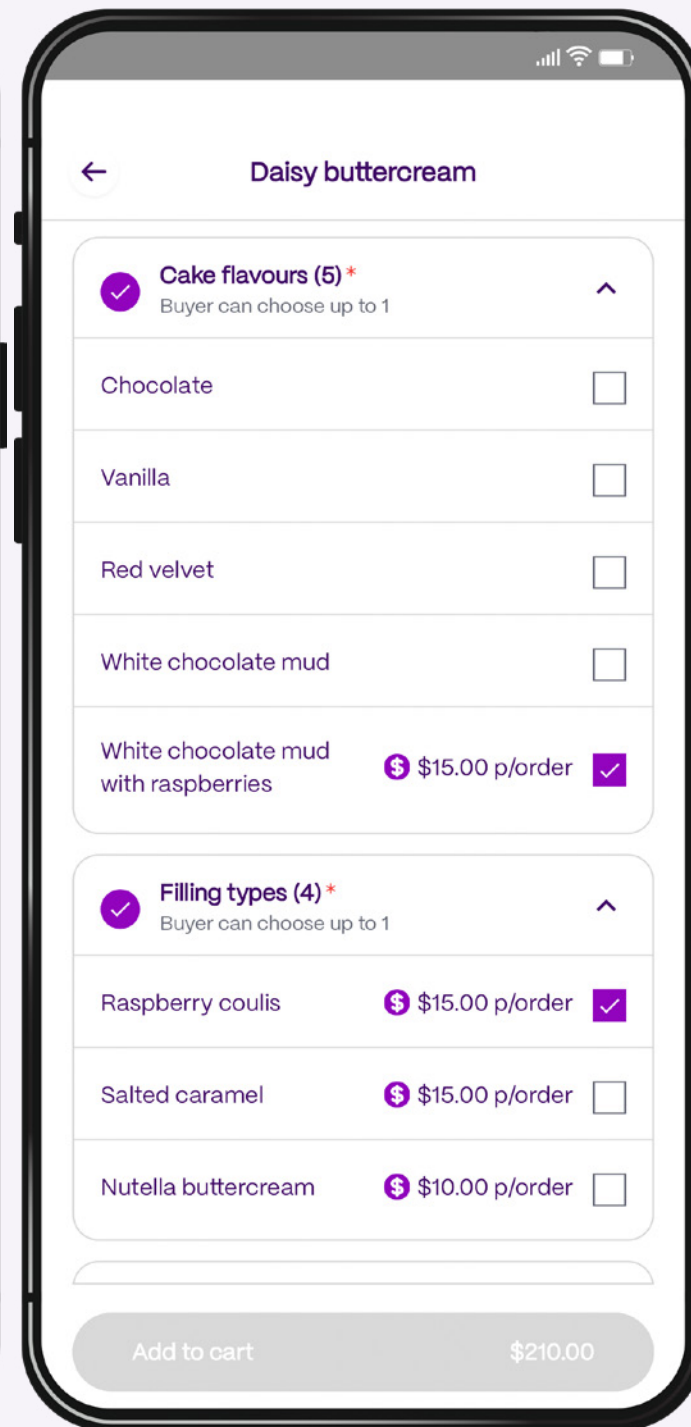
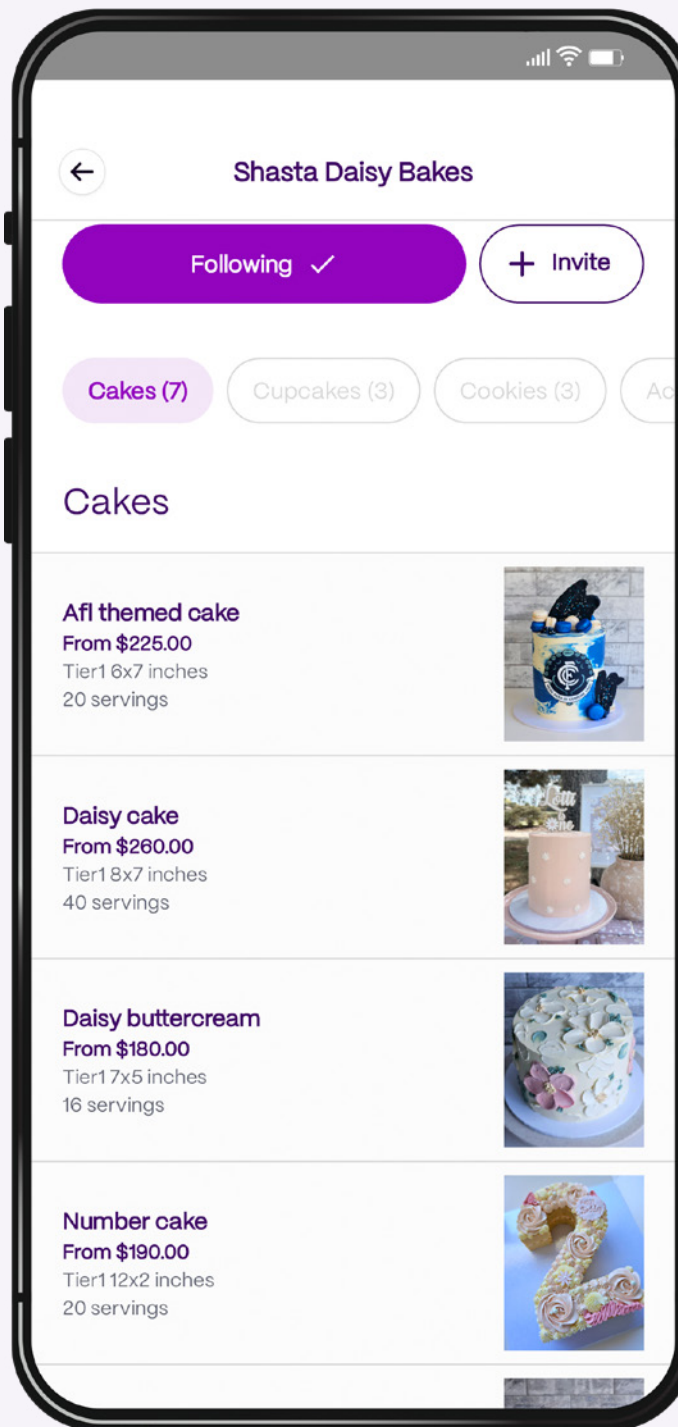
5. Seamless Checkout Process: Multiple payment methods and secure processing make checkout fast and convenient, boosting transaction completion.

6. Buyer Aggregation: The platform centralises buyer interest, driving traffic to baker shops and increasing sales opportunities.

7. Effortless Product Listing: Bakers can quickly list items using an intuitive interface, with smart forms tailored to the baking industry.

8. Custom Quote Button: If buyers can't find what they need, they can easily request a custom quote, opening additional sales opportunities for bakers.

9. Dual Monetisation Paths: Bakers can earn revenue from both direct e-commerce sales and custom job bidding, maximising income potential.



Essential Features

Buyer General Features

1. Flexible and Secure Payment Options: Offering multiple payment methods with built-in security ensures convenience and protects payment information, leading to higher conversion rates.

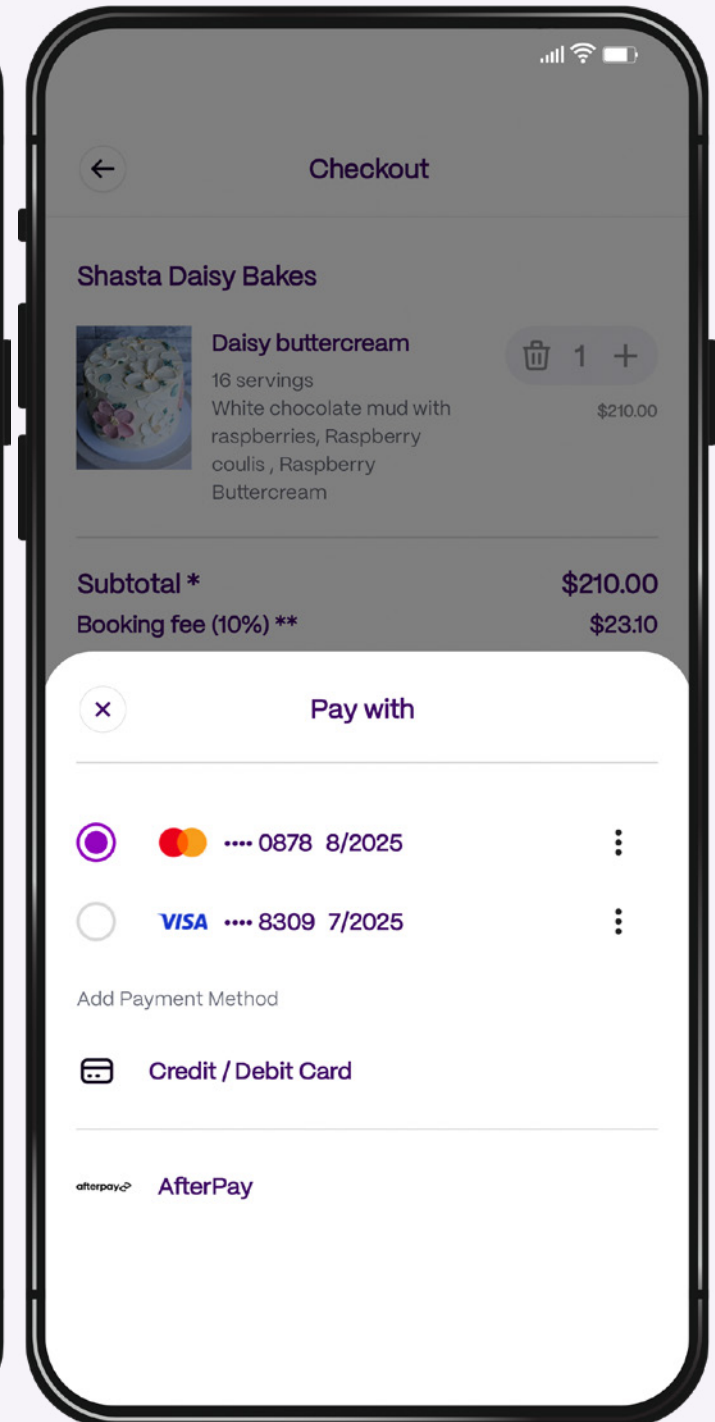
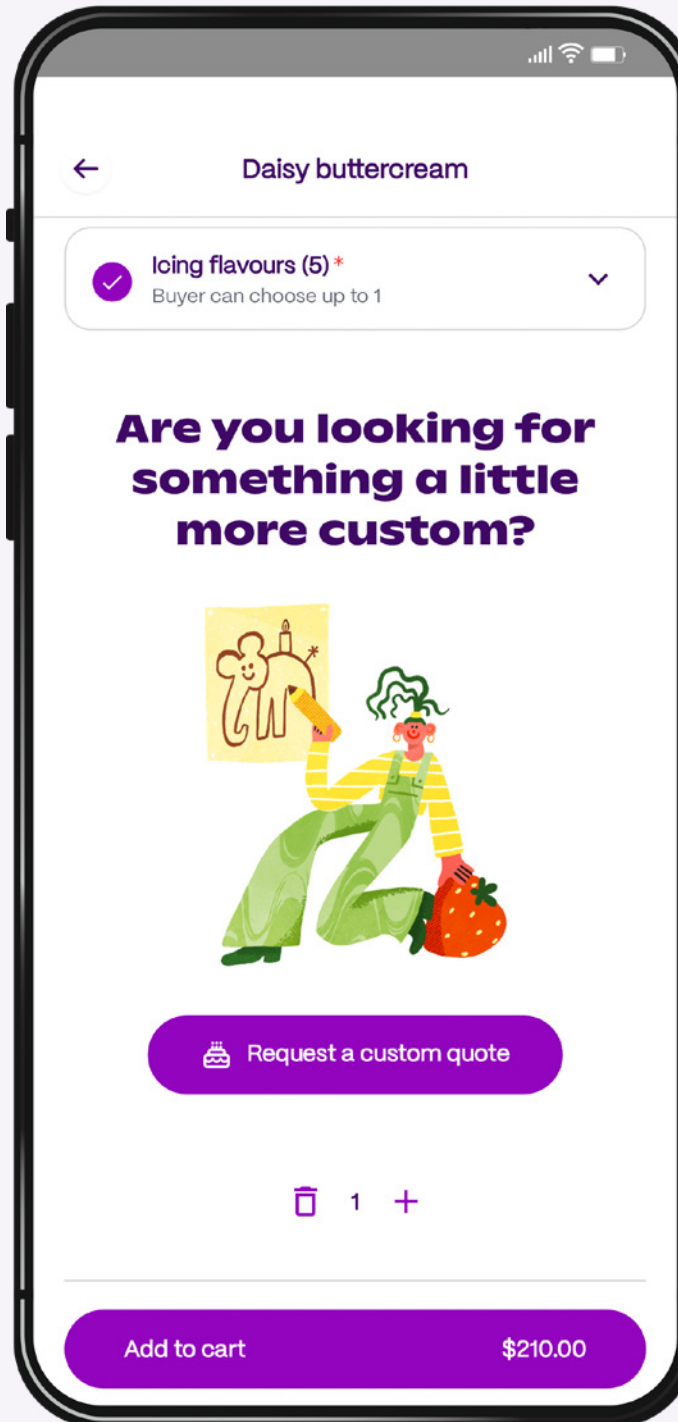
2. Order Tracking and Notifications: Real-time updates keep buyers informed throughout the buying journey, reducing anxiety and enhancing the overall experience.

3. Integrated Communication with Bakers: The platform enables direct communication, minimising misunderstandings and allowing for quick adjustments to orders.

Baker General Features

1. Automated Payment and Fee Tracking: Payments are processed automatically with detailed tracking of fees and commissions, simplifying cash flow management for bakers.

2. Availability Settings: Bakers can set their availability status (e.g., Available, Fully Booked) to manage customer expectations.



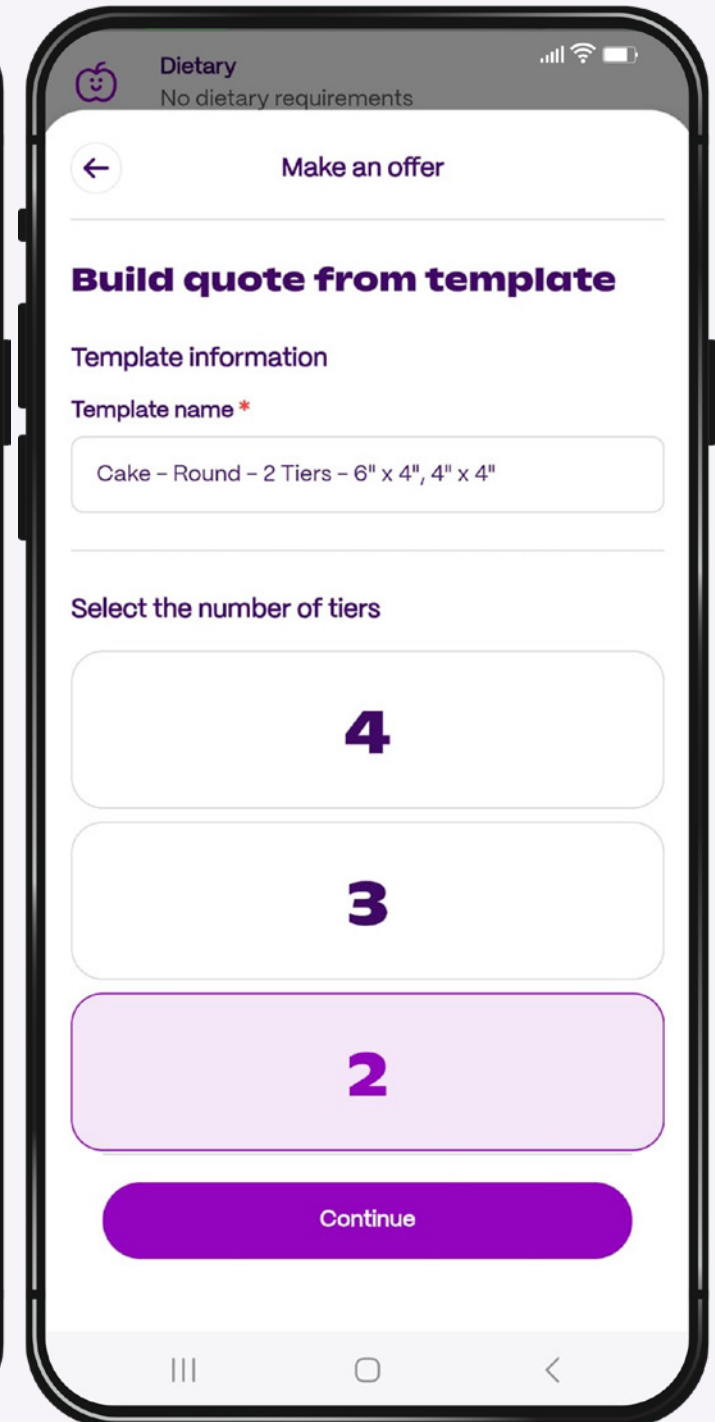
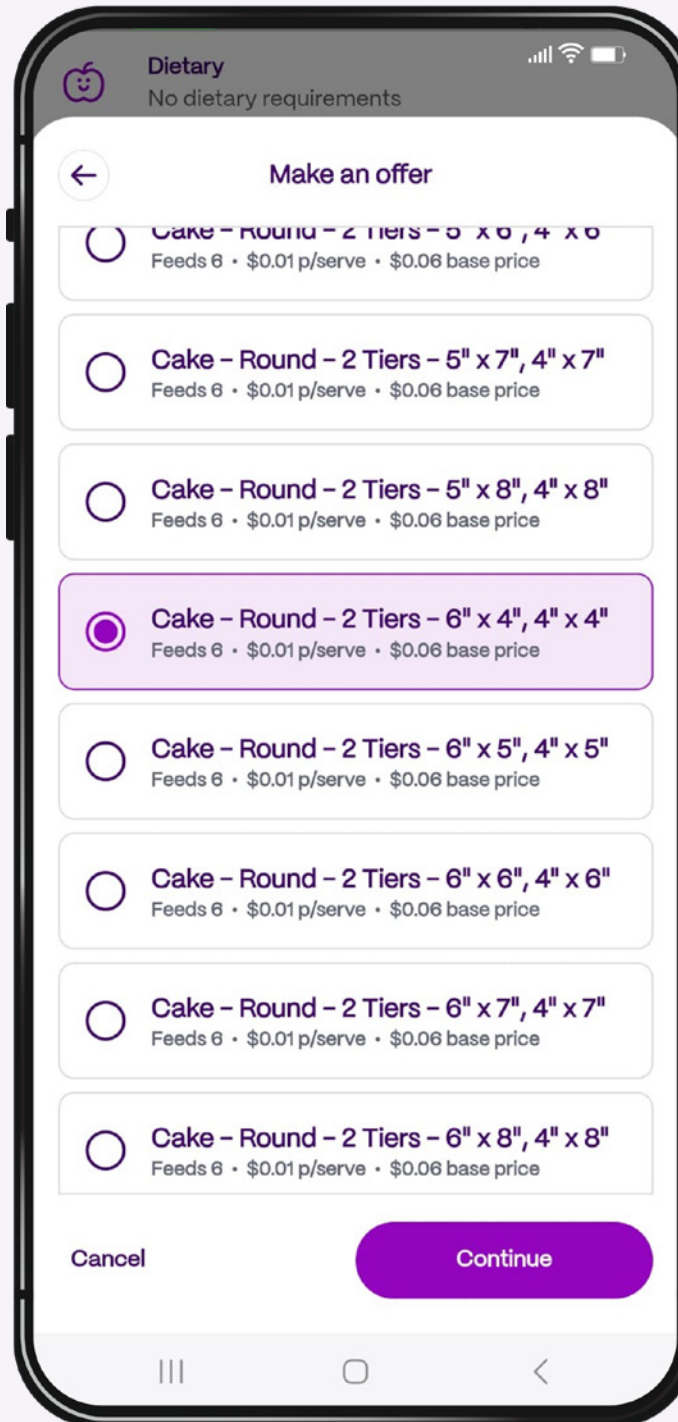
3. Smart Lead Time and Pickup/Delivery Options: Bakers can configure lead time requirements and pickup or delivery options to streamline logistics.

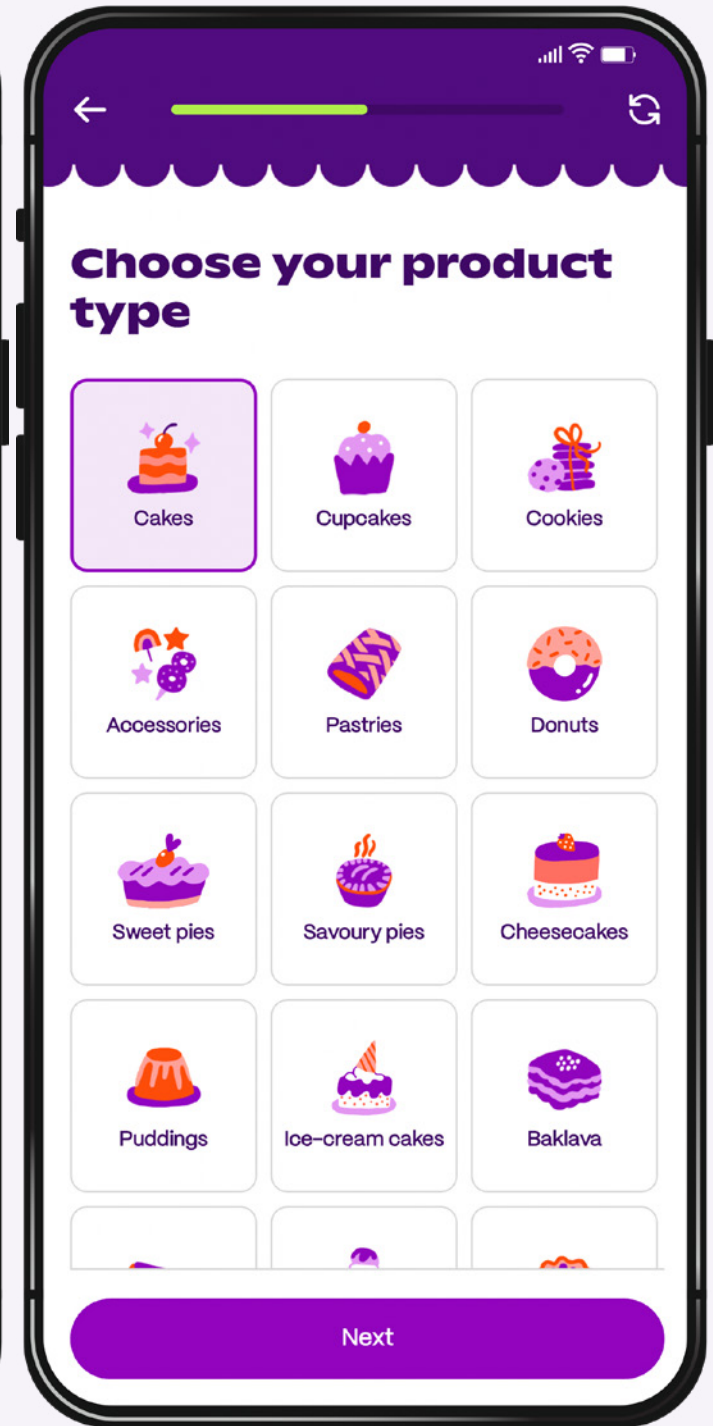
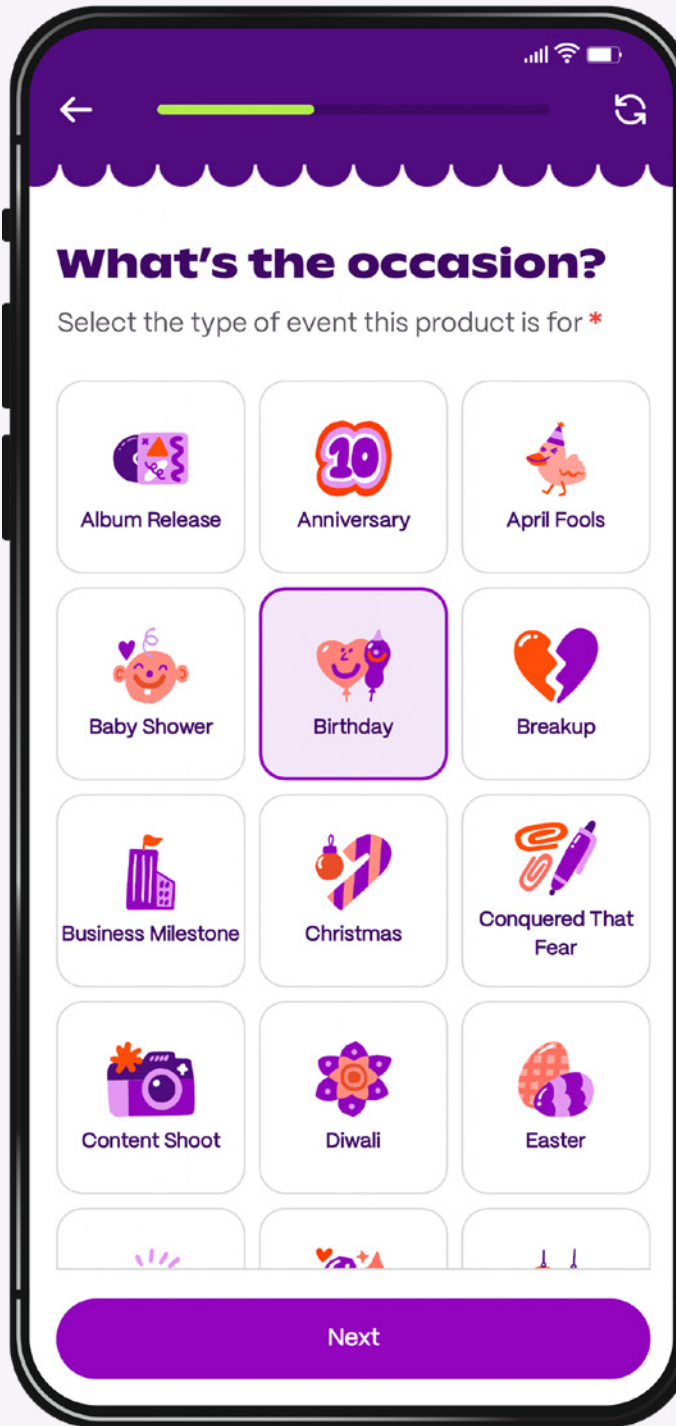
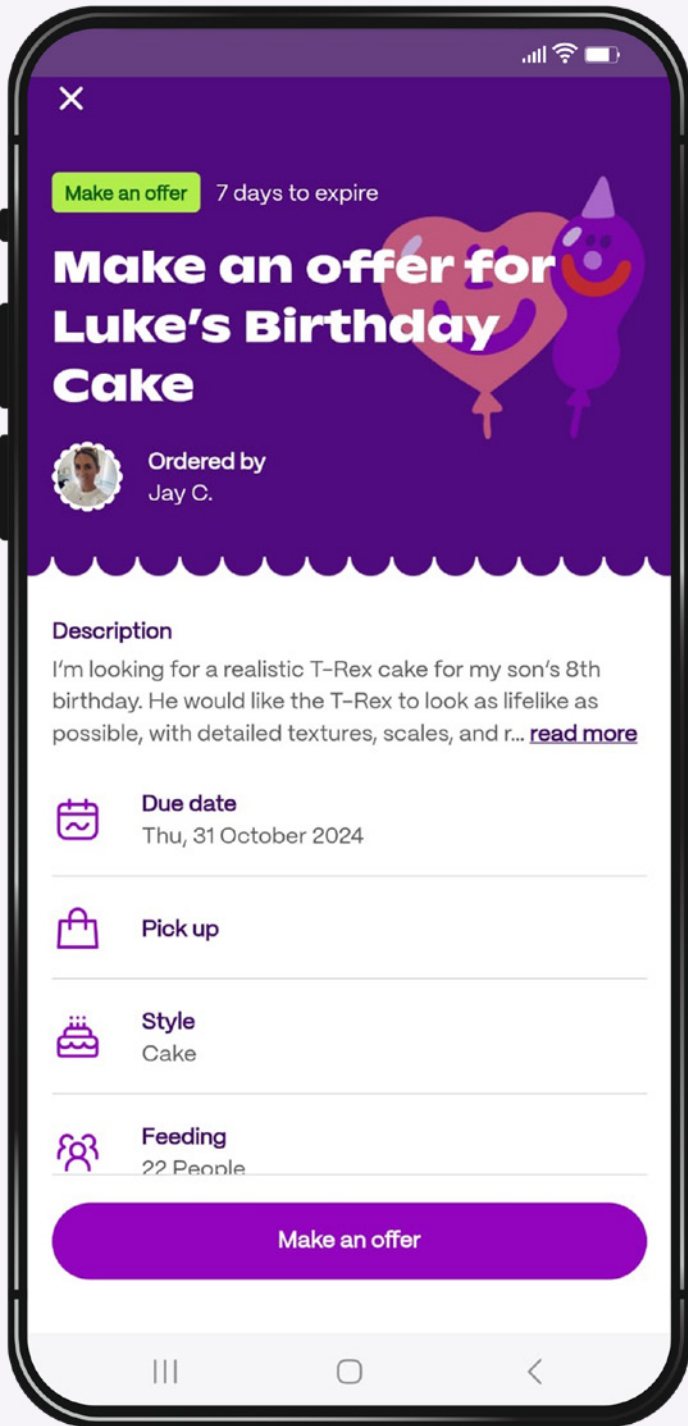
4. Centralised Communication Hub: The communication hub enables bakers to manage buyer interactions efficiently, reducing the need for multiple tools.

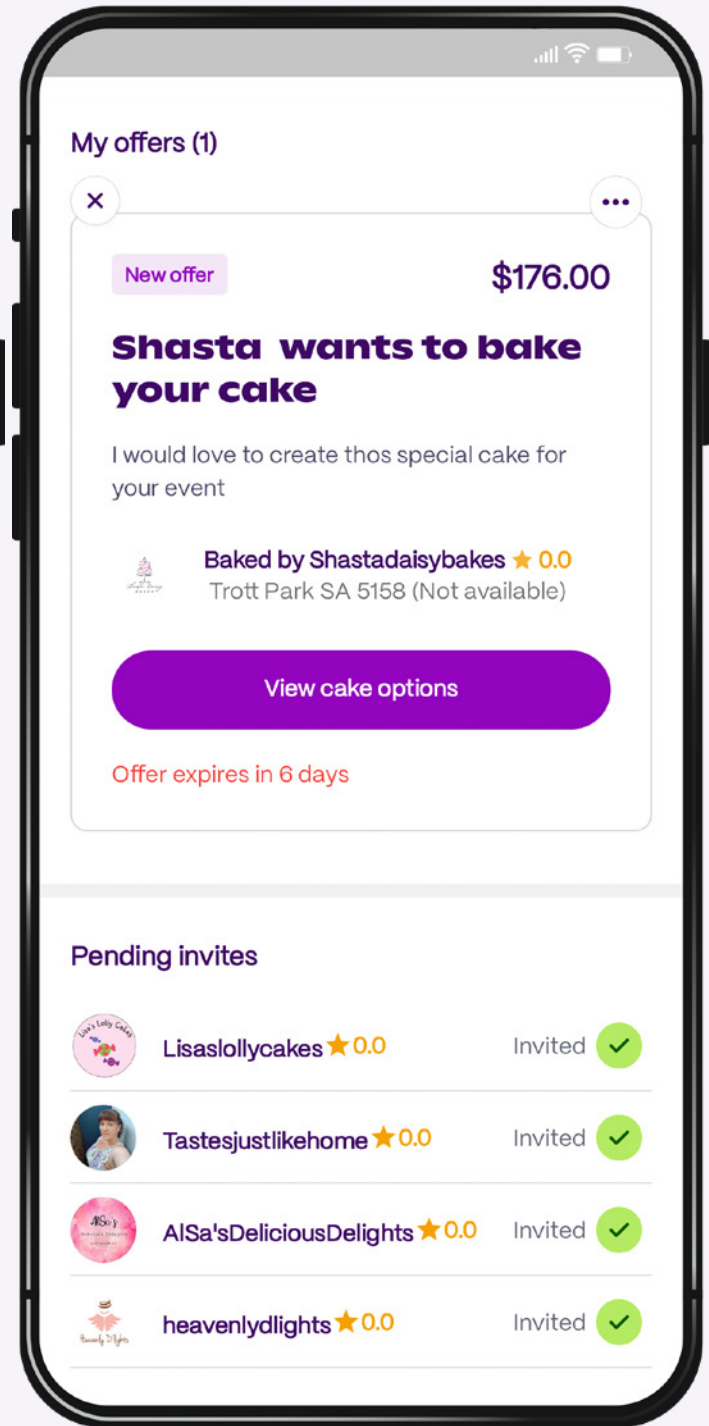
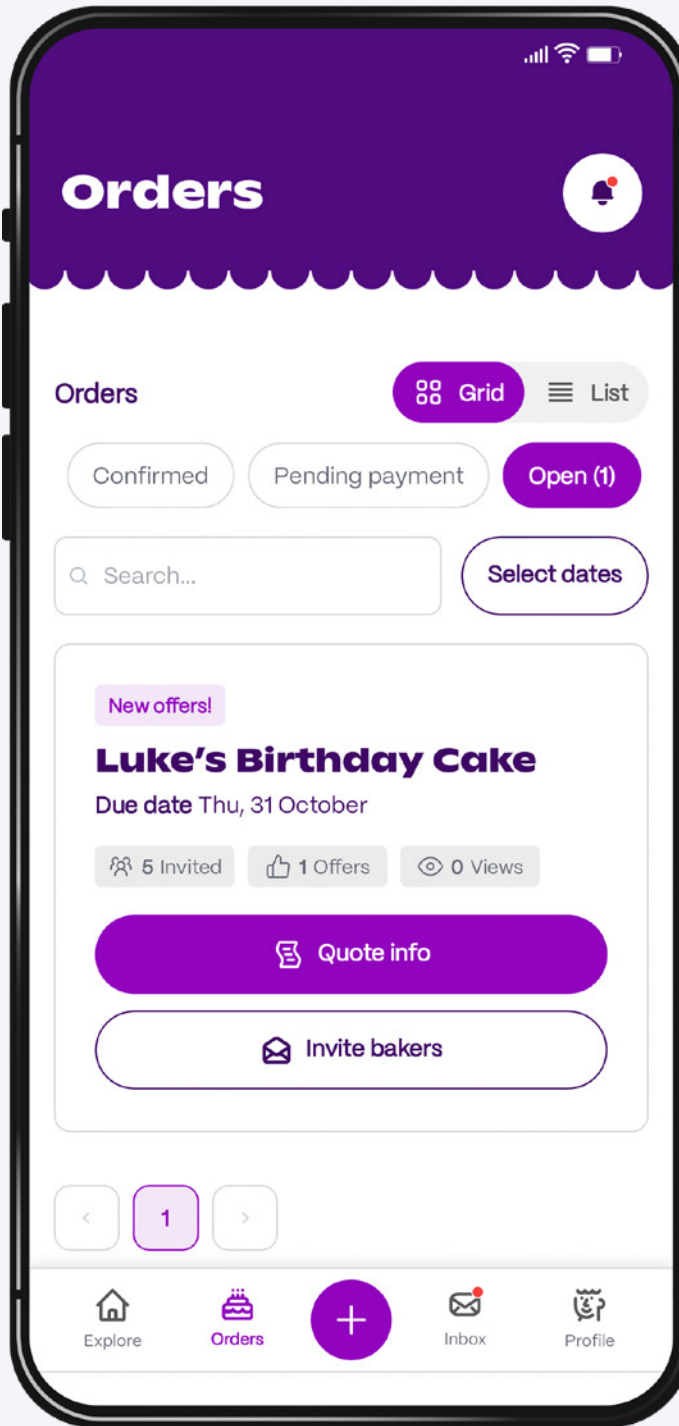
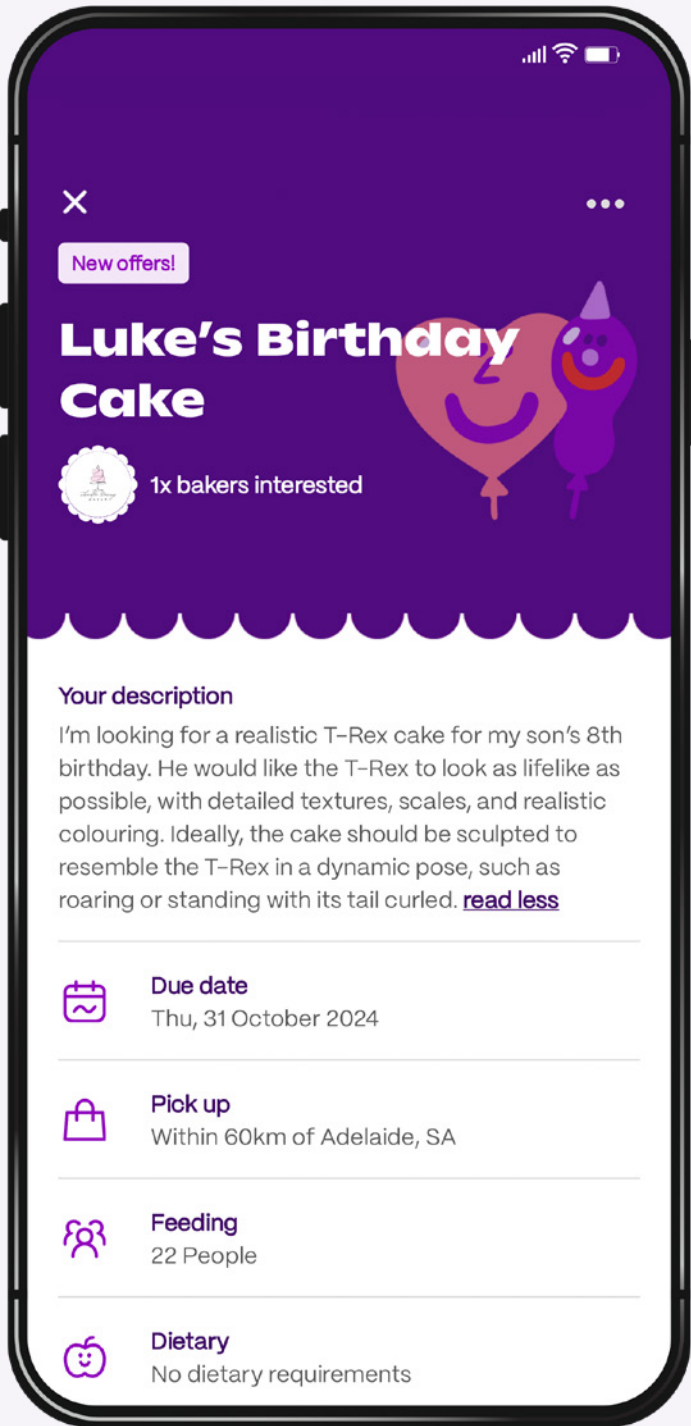
5. Automated Reminders and Notifications: Automated alerts help bakers stay on top of deadlines and prevent missed orders.

6. Customisable Product Listings and Templates: Pre-built templates speed up the setup process and ensure consistent presentation.

7. Upselling and Premium Add-Ons: Bakers can offer premium upgrades and add-ons to increase order value.







Coming soon

Features To Supercharge Got Bakey



The next set of features in development will be the final pieces that elevate Got Bakey from a great platform to a truly unbeatable solution for bakers. These additions aren't just enhancements—they are pivotal in making Got Bakey the most complete, time-saving, and scalable platform in the industry. By investing now, you're funding features that will dissolve the barriers to onboarding, save bakers hours of setup time, and streamline operations in ways that traditional

e-commerce solutions can't match.

For example, with the upcoming Instagram Syncing Feature, bakers will be able to cut the time to set up shop from two hours to just 30 minutes. The Advanced Calendar will allow bakers to manage their entire workload more effectively, while new integrations will add powerful, automated sales channels. These features aren't just about convenience; they will radically reduce

manual support requirements, enabling Got Bakey to operate with a leaner team and scale effortlessly into new markets.

The impact is clear: these developments will accelerate Got Bakey's growth trajectory and put significant distance between us and any competitor. This is more than an opportunity to fund a few new features—it's a chance to invest in a platform built to maximise efficiency and scale globally.

New Features In Development

1. Instagram Syncing for Product Listings

This feature enables bakers to create Got Bakey product listings directly from a single Instagram image, drastically reducing the time needed to set up a medium-sized shop (15 listings) from around 2 hours to approximately 30 minutes. The system uses AI-driven suggestions for titles, descriptions, and categorisations, streamlining the process for bakers who are time-poor.

2. Instagram E-commerce Integration

Got Bakey is in the process of integrating with Instagram Shops, allowing bakers to display Got Bakey listings in their Instagram Shop. This provides an additional sales channel, seamlessly connecting social media engagement with e-commerce, and boosting exposure for bakers looking to attract more customers through Instagram.

3. Advanced Calendar Feature

This new calendar functionality offers bakers granular control over their schedules. Bakers can block out times for unavailability, set specific pickup windows, and adjust availability status. The feature also allows bakers to assign different lead times for individual products instead of a universal lead time, providing flexibility for managing various order types. Additionally, bakers can import external orders, enabling them to organise and manage their entire workload from one centralised platform.

Directors & Senior Managers

Emma Walczak

Non-executive Chairman & Director



Behind every successful entrepreneur is their lawyer. Emma is a highly experienced startup lawyer, having acted for several start up tech companies such as Icetana in 2016 and now acting for uDrew PtyLtd. She also advises companies in the agriculture sector, providing commercial and intellectual property advice.

Emma will provide legal advice to Got Bakey spanning all aspects of the legal and regulatory requirements for capital raising, from new equity and debt, through to private and public offering. It's not all IPO and capital raising projects though, Emma loves homeschooling her kids and hanging out with her furry farm animals on her mini farm – especially her Alpacas.

Jaylene Nicole Curtin

CEO & Executive Director



Most unicorns have at least one serial entrepreneur on their founding team and ours is Jay Curtin. Her other venture has grown to be one of the most successful companies in the medicinal honey industry, having raised almost \$3M in capital in 12 months.

Jay has valuable startup exposure, and her successes, as well as her failures, will provide important lessons that will help her drive Got Bakey to even greater heights.

When Jay's not working on all things cake and honey, she'll be down at the netball courts inspiring players to explore their full potential and become achievers.

Directors & Senior Managers

Jeremiah Flickinger

Non-executive Director



Jeremiah Flickinger is a tech executive who's done it all. With 18 years of experience across Software Engineering, Marketing, Product Management, and more, he's a bit of a Swiss Army knife in the tech world. Whether he's helping startups get off the ground or steering established companies, Jeremiah knows how to keep things running smoothly. Currently, he's the Chief Technical Officer at a computer vision (AI) startup, runs his own venture, and consults for clients in industries like Space, AI, and Healthcare. Basically, if it's tech, Jeremiah's been there.

Recently, he's been working with us at Got Bakey as our part-time CTO, helping streamline our engineering team and tighten up project management. From launching over 20 mobile apps to building cutting-edge tech for the Automotive industry, Jeremiah brings a hands-on approach and a sense of humor to every challenge. With his blend of expertise and creativity, we're in good hands for whatever comes next.

Nicole Christine Curtin

Non-executive Director



As a board infused with young people, Nicole's appointment as non executive director will balance out our team and steady the ship in challenging times. She is an experienced and respected FMCG manager and previous restaurant owner.

Nicole will challenge the board to think outside of the box to avoid limiting ourselves to a small world view. She believes that innovation can't be achieved from thinking like everyone else.

When Nicole isn't steadying our ship, she's most likely off-the-grid, enjoying a camping trip in Western Australia.

Advisors

Blayz Meredith

Founder



Where would the world be without the dreamers? And never has there been better dreamers than kids. Meet Blayz Meredith, Got Bakey's very own Founder kidpreneur.

The Got Bakey concept is centered around a magical idea born from the space of wonder inside Blayz's kidpreneur mindset, which was to digitise the cake industry. But this isn't his first rodeo; Blayz has been spring boarding business ventures since he was 8 years old.

Blayz spends his spare time creating TikToks and hoping they're funny enough to make it into people's "For You" page.

Blayz is a co-founder that provides advice to the company on an adhoc basis

Tegan McCormick

Brand Influencer



The incredibly talented Tegan McCormick (aka Tigga_Mac) has shocked and amazed the world on TikTok and Instagram with her innovative and creative cake concepts. Tegan's "wow that's aspirational" content has let global audiences in on her cake baking life and turned her into a viral star.

This 35 year old Melbourne based sensation has amassed nearly 3 million combined social media followers for her cake artistry content which has led to huge brand deals including Disney. Tegan's influence will propel the brand into the public realm where it will grab the attention of bakers and buyers around the world.

When she's not baking, you will find Tegan in retail stores hiding clever cake shocks among a sea of everyday products and inviting her followers to spot the cake masking as a product.

Tegan is a third-party contractor and advisor to the company

Advisors

Waqar Hassan

Software Engineer



Meet our resident web developer Waqar Hassan. Creative web design is not his thing, but boy does he love digging into thousands of lines of source code.

Waqar is the owner of digital agency Crifly and for the past 7 years has been providing development services around the globe. He cares deeply about writing good source code, and he also loves his dog.

When Waqar is all done with his projects, he can be found relaxing at home browsing new technologies, and probably judging bad websites.

Waqar is a third-party contractor to the company

Nick Mitchell

Creative Director



This is Nick. He can make small companies famous by creating design that inspires awe in peoples minds.

Nick is the founder and Creative Director of The Colour Club design agency in Sydney NSW. He has an unrivaled talent to focus of all the powerful arts to enhance Got Bakey.

Nick loves to spend his spare time with his family, and pointing out all of the things around them that aren't centered.

Nick is a third-party contractor and advisor to the company

Advisors

Aleesha English

Executive Operations



Aleesha, an operator-turned-entrepreneur, has been passionately contributing to the start-up ecosystem since 2016. She's attracted to the buzz of creating original work and standing for everything that is contrary to a start-up's longstanding counterparts.

Aleesha takes care of Got Bakey duties at both ends of the spectrum ranging from contributing to business strategy and executive administration, right down to the littlest things like paying the office water bill.

When she's not working, you will find Aleesha working up a sweat in the gym.

Aleesha is a third party consultant to the company

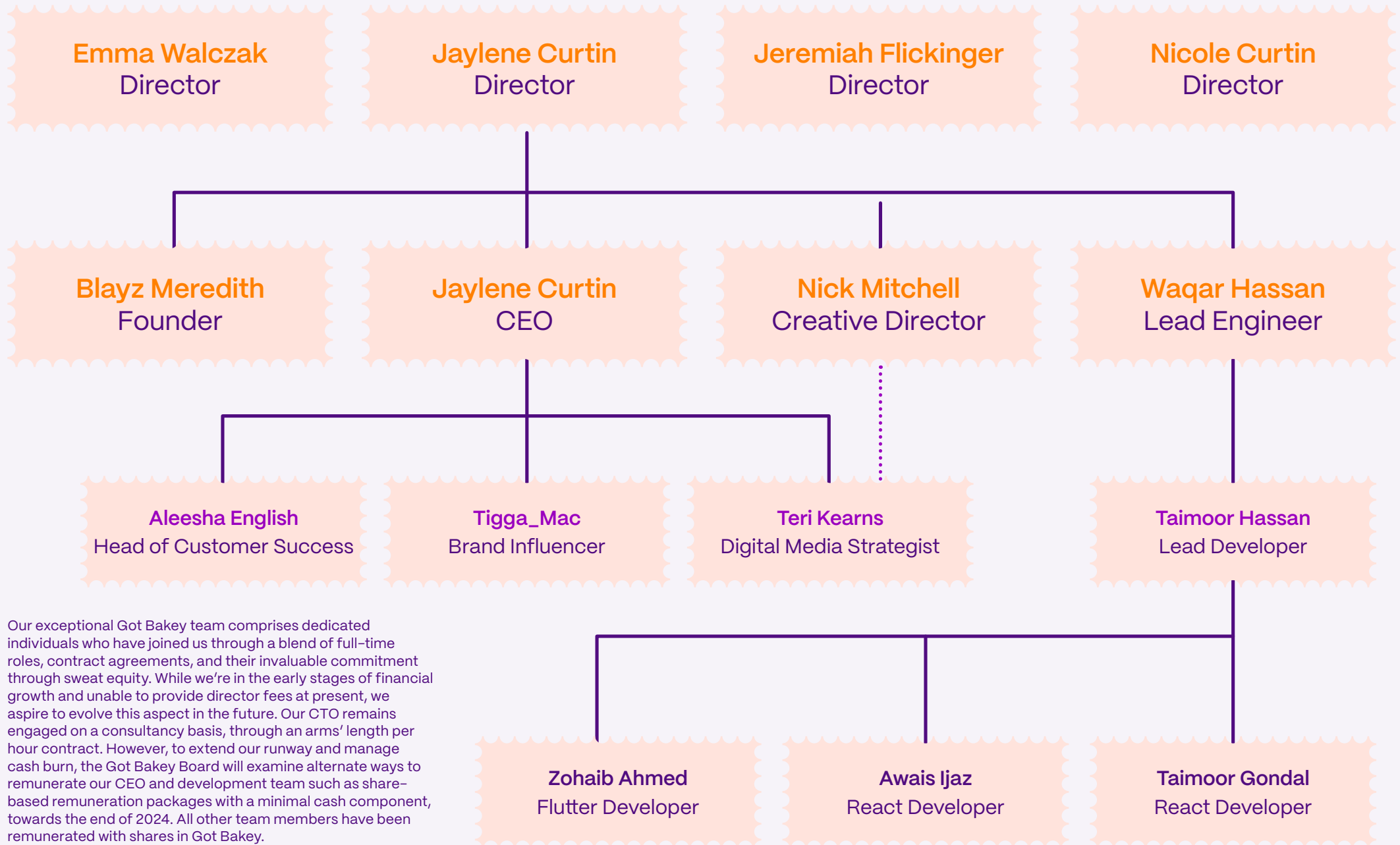
Teri Kearnes

Digital Media Strategist



Our queen of content who loves social media more than Kanye loves Kanye! Teri also doubles as our house security with over 17 kick boxing fights under her belt. In her spare time you'll find her running ridiculously long distances or hanging with her Golden Retriever Ziggy.

Organisational Structure



Our exceptional Got Bakey team comprises dedicated individuals who have joined us through a blend of full-time roles, contract agreements, and their invaluable commitment through sweat equity. While we're in the early stages of financial growth and unable to provide director fees at present, we aspire to evolve this aspect in the future. Our CTO remains engaged on a consultancy basis, through an arms' length per hour contract. However, to extend our runway and manage cash burn, the Got Bakey Board will examine alternate ways to remunerate our CEO and development team such as share-based remuneration packages with a minimal cash component, towards the end of 2024. All other team members have been remunerated with shares in Got Bakey.

As at the date of this Offer Document, the Company has 116,456,087 ordinary shares on issue. The majority of shares are held by the Company's founders and directors

Under the Company's Baker Reward program, Got Bakey may issue up to 5,000,000 performance rights, none of which have been issued as at the date of this Offer Document. Further details are summarised in section 2.8.2

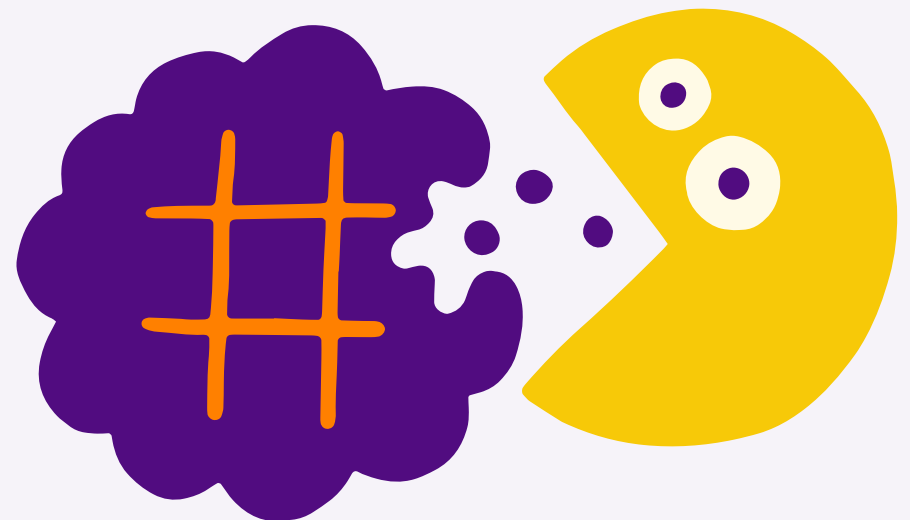




Table 1 sets out the issued capital of the Company before the Offer.

Table 1: Issued capital of the Company before the Offer

Shareholder	Share Type	Shares
Directors and Founders	Ordinary	51,700,000 (44.4%)
PLT Capital Pty Ltd	Ordinary	12,342,857 (10.6%)
Cake for Days Pty Ltd	Ordinary	15,600,000 (13.4%)
Remaining Seed Shareholders	Ordinary	36,813,230 (31.6%)
Total		116,456,087* (100%)

* The Company has established a baker reward loyalty program where up to 5,000,000 performance rights may be issued to bakers. These performance rights will convert to Shares on a one for one basis, subject to conversion conditions. No performance rights have been issued as at the date of this Offer Document. A summary of the baker reward loyalty program is provided in section 2.8.2.

Table 2 Issued capital of the Company following the Offer (on a fully diluted basis)

Table 2: Issued capital of the Company following the Offer (on a fully diluted basis)

Shares	Minimum Subscription	Maximum
Existing Ordinary Shares	121,656,087* (99.1%)	121,656,087* (94.5%)
Offer Shares	1,071,428 (0.9%)	7,142,857 (5.5%)
Total Shares	122,727,515** (100%)	128,798,944** (100%)

* The company has entered into an agreement with Cake for Days, where it will issue a further 5,200,000 shares in July 2025 in exchange for marketing and branding services to the Company.

** The Company has established a baker reward loyalty program where up to 5,000,000 performance rights may be issued to bakers. These performance rights will convert to Shares on a one for one basis, subject to conversion conditions. No performance rights have been issued as at the date of this Offer Document. A summary of the baker reward loyalty program is provided in section 2.8.2.

Rights & Liabilities Associated With Securities

Ordinary Shares

The rights and liabilities associated with the ordinary shares are set out in the Company's constitution, including:

- All ordinary shares have the right to receive notice of and to attend and vote at all general meetings of shareholders at one vote per share.
- Subject to the Corporations Act, the Board has the discretion to approve or refuse to register a transfer of shares to another party.
- Subject to the Corporations Act, the Board has the discretion to issue or dispose of shares to such persons and on such terms, issue price and class at such time as determined by the Board.
- Drag along and tag along rights and exit procedures.

As at the date of this Offer, the only class of shares on issue are ordinary shares. Set out below is a summary of the rights and liabilities associated with the securities in the Company. A copy of the Company's Constitution is available on the Intermediary's platform.

The shares offered under this Offer are ordinary shares. A more detailed description of the rights and liabilities associated with the ordinary shares is set out in Section 3.3 below.

Shareholders Agreement

Other than the Constitution, there is no shareholders agreement or other agreement between the existing shareholders of the Company.

Got Bakey Founding Baker Club

The Founding Baker Club is a loyalty program (Loyalty Program) designed to reward bakers who actively sell their goods on the Got Bakey platform. Members earn Got Bakey Reward Points

(Reward Points) and Got Bakey Status Credits (Status Credits) based on their sales and activities. Nil consideration is payable by the bakers for these Rewards Points and Status Credits. The Reward Points and Status Credits are performance rights which automatically convert to Shares in the Company on a one for one basis on completion of one of the following:

- (a) an acquisition of 50% or more of the Shares in Got Bakey by a third party;
- (b) an acquisition of the assets of Got Bakey by a third party; or
- (c) when Got Bakey is admitted to the Australian Stock Exchange or equivalent in another location, **(Conversion Condition)**.

Rights & Liabilities Associated With Securities

Got Bakey may issue up to 5,000,000 Rewards Points and Status Credits in total, which following satisfaction of a Conversion Condition, would result in a maximum of 5 million Shares being issued to the subscribers under the Loyalty Program. Shares issued upon satisfaction of a Conversion Condition rank equally with other ordinary shares on issue.

If no Conversion Condition occurs by 30 June 2029, the Reward Points and Status Credits lapse and no Shares are issued.

Further details of the Loyalty Program, including the loyalty program mechanics and terms and conditions can be found <https://gotbakey.au/baker-club-terms-conditions>.

Agreement with Cake for Days

The Company entered into an agreement in June 2022 with Cake for Days Pty Ltd (Cake For Days) where it agreed to issue a total of 20,800,000 shares in the Company as consideration for branding and marketing services provided by Cake For Days. The 20,800,000 shares will be issued in four tranches as follows:

- 5,200,000 shares to be issued within 7 days of signing the agreement **(Commencement Date) (Tranche 1);**
- 5,200,000 shares to be issued 12 months after the Commencement Date **(Tranche 2);**
- 5,200,000 shares to be issued 24 months after the Commencement Date **(Tranche 3);** and
- 5,200,000 shares to be issued 36 months after the Commencement Date **(Tranche 4).**

As at the date of this Offer Document, Tranche 1, Tranche 2 and Tranche 3 shares have been issued to Cake for Days. Tranche 4 will be issued in June 2025. The Company has also agreed to pay Cake for Days \$2,500+GST per day for participation in content shoots arranged by the Company.

Either party may terminate the agreement with 3 months' notice to the other party.

Sources of financing,
including debt financing
and other financing



To date, the business has been funded through a combination of equity funding. To date, the Company has raised approximately \$1,187,308 from investors. See section 2.8.1 for more information.

An investment in the Company 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
Operational risks	<p>Our business depends on our ability to attract bakers and buyers. There is a risk we do not achieve enough users to reach profitability. This would result in a reduction of the Gross Merchandise Volume that is charged through the platform.</p> <p>Our ability to attract new bakers and buyers depends on many factors including the marketing initiatives and the quality of our platform. If we don't have enough bakers and buyers transacting on the platform, the growth in our revenue may slow or decline.</p>
Lack of success of sales & marketing strategy	<p>Our business is greatly dependent on the conversion of sales from investment in sales and marketing campaigns and initiatives, which is expected to continue to increase as our business grows. Promoting awareness of our brand and reputation is critical to our success as a two-sided marketplace. We may not realise benefits from such investments for several years or may not realise benefits from such investments at all.</p> <p>Failure to realise the intended benefits from sales and marketing investment could negatively impact our ability to attract new users and may adversely impact our operating and financial performance.</p>
Increased competitive pressures	<p>We will compete against other cake baking marketplaces and databases. We face the risk that:</p> <ul style="list-style-type: none"> • We fail to increase the sales charged through our platform to that of our competitors; • Our platform fails to meet the expectations of our users, or we fail to implement changes to satisfy the changing expectations of our users, relative to our competitors; • We fail to anticipate and adapt to technology changes as quickly as our competitors; • Our competitors enhance their product offering to improve their competitive positioning relative to ourselves; or • Existing or potential competitors increase their market share through aggressive marketing campaigns. <p>If any of these risks arise, we may compete less effectively against our competitors which could reduce our market share and our financial performance. This could have an adverse impact on our business operations.</p>

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.
Insolvency risk	The Company is not yet profitable. The Company is seeking to obtain further funding to achieve its objectives. There is no guarantee that funding will be available on favourable terms or that the Company will receive any level of funding at all.
Startup risk	<p>The Company is a pre-revenue startup and will build the business with the funds raised through this crowd-sourced funding offer.</p> <p>As an early-stage business, the Company is subject to all of the risks associated with early-stage companies, including uncertainty around the volume and origin of revenue streams, size and existence of repeat customers, and risks associated with evolving technology. In particular, the Company is not yet profitable and is yet to generate revenue through certain anticipated revenue streams.=</p> <p>The commercial success of the business will depend on many factors including the Company's ability to attract and retain quality staff and loyal customers.</p>
Operations in foreign or unfamiliar markets	<p>We are seeking to expand into various foreign countries, including throughout Europe and the USA. These foreign jurisdictions may be subject to a range of different legal and regulatory regimes. As we expand our presence into international jurisdictions, we will be subject to the risks associated with doing business in regions which may have political, legal and economic instability or less sophisticated legal and regulatory systems, including (i) unexpected changes in, or inconsistent application of, applicable foreign laws and regulatory requirements; (ii) less sophisticated technology standards; (iii) difficulties engaging local resources; and (iv) potential for political upheaval or civil unrest which could have a material adverse effect on our business, operations and financial performance.</p> <p>In addition, there is a risk that we may fail to understand the laws, regulations and business customs of these regions. There is also a risk that we could face legal, tax or regulatory sanctions or reputational damage as a result of any failure to comply with (or comply with developing interpretations of) applicable laws, regulations, codes of conduct and standards of good practice.</p> <p>This gives rise to risks including, but not limited to, labour practices, foreign ownership restrictions, tax regulation, difficulty in enforcing contracts, changes to or uncertainty in the relevant legal and regulatory regimes and other issues in foreign jurisdictions in which we currently or may operate. A breach in any of these areas could result in fines or penalties, the payment of compensation or the cancellation or suspension of our ability to carry on certain activities or product offerings could interrupt or adversely affect parts of our business and may have an adverse effect on our business, operations and financial performance.</p>
Failure to manage growth	Based on our projections, we expect considerable growth in revenue, employee numbers and users of our platform in the future which could place strain on current management, operational and finance resources as well as the infrastructure supporting our solution. Failure to appropriately manage growth could result in failure to retain users, which could adversely affect our operating and financial performance.
Failure to protect our intellectual property rights	<p>The value of our business model is dependent on our ability to protect our intellectual property, including business processes, know-how, copyrights and trademarks. There is a risk that we may be unable to detect the unauthorised use of intellectual property rights in all instances. In addition, actions to protect our intellectual property may not be adequate or enforceable and this may not prevent the misappropriation of our intellectual property and proprietary information.</p> <p>A breach of our intellectual property may result in the need for us to commence legal action which could be costly, time consuming and potentially difficult to enforce in certain jurisdictions or may ultimately prove unfavourable to us. Our failure to protect our intellectual property rights could have an adverse impact on our operations and financial performance.</p>

Inability to attract or retain key personnel	<p>Our success is dependent upon the ongoing retention of key personnel, including the current Co-CEO, Jay Curtin, the current Non-Executive Chairperson, Emma Walczak, as well as members of the Board. There is a risk that we may not be able to attract and retain key personnel or be able to find effective replacements for key personnel in a timely manner.</p> <p>The loss of such personnel, or any delay in their replacement, could have a material adverse impact on management's ability to operate the business and achieve our growth strategies and prospects. The loss of key personnel could also have an adverse impact on our operations and financial performance.</p>
Failure to keep abreast of changes in political, compliance & regulatory environments	<p>Our business is influenced and affected by global laws and government policy. There is a risk that we may fail to keep abreast of these potential changes, which could have an adverse impact on our business and operations. In particular, global laws and regulations regarding data privacy and internet regulation are continuing to evolve. Any new or altered laws or regulations, particularly those in the food safe practices space, which affect our business could require us to increase spending and employee resources on regulatory compliance and/or change our business practices, which could adversely affect our operations and profitability. It will be essential for the Company to monitor legislation and regulations with respect to food safety and preparation.</p>
Ability to access capital markets or refinance debt on attractive terms	<p>We will require additional financing in the future to maintain or grow our business. We may seek to do so using debt and/or equity finance. Any deterioration in the level of liquidity in the debt and equity markets may prevent us from being able to raise new equity on favourable terms (if at all). This may adversely impact our business, operating and financial performance.</p>
Force majeure events may occur	<p>Events may occur within or outside Australia that negatively impact global, Australian or other local economies relevant to our financial performance, operations and/or the price of shares. These events include but are not limited to acts of terrorism, an outbreak of international hostilities, fires, floods, earthquakes, labour strikes, civil wars, natural disasters, outbreaks of disease or other natural or man-made events or occurrences that may have a material adverse effect on our supply chain, the demand for our products and our ability to conduct business.</p>
Expected future events may not occur	<p>Certain statements in this CSF Offer Document constitute forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance and achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Given these uncertainties, prospective investors should not place undue reliance on forward-looking statements.</p>
Scale-up risk	<p>The Company intends to use funds raised under this offer to hire key recruits and invest in marketing to accelerate sales. There is an inherent risk that the Company might not be able to do this or might not be able to do this in a time or cost-effective manner. The Company's growth plans may also place increased demands on its management, operating systems, internal controls and physical resources. If not managed effectively, these increased demands may adversely affect the Company's financial position and ability to meet customer demands. In addition, the Company's personnel, systems, procedures and controls may be inadequate to support future operations. In order to manage this expansion effectively, the Company might be required to increase expenditures to increase its physical resources, expand, train or manage its employee base, and improve management, financial and information systems and controls.</p>

Below are the financial statements of the Company for the financial years ended 30 June 2023 and 30 June 2024 which have been prepared in accordance with the Accounting Standards.



	2024	2023
	\$	\$
CURRENT ASSETS		
Cash and Cash Equivalents	155,496	77,673
GST Payable/ Refundable	51,116	10,718
Total Current Assets	206,613	88,391
NON-CURRENT ASSETS		
Website & App Development	334,288	89,117
Less: Accumulated Depreciation & Amortisation	(26,510)	-
Patents and Trademarks	5,214	-
Brand Development Costs	24,625	24,625
Capital Raising Costs	101,470	-
Less: Accumulated Amortisation	(20,294)	-
Total Non-Current Assets	418,793	113,742
Total Assets	625,406	202,133
CURRENT LIABILITIES		
Trade Creditors	30,291	11,330
PAYG Withholdings Payable	14,373	-
Superannuation Payable	4,946	-
Total Current Liabilities	49,610	11,330
NON-CURRENT LIABILITIES		
Directors Loan - 2023	-	83
Total Non-Current Liabilities	-	83
Total Liabilities	49,610	11,413
Net Assets	575,796	190,720
EQUITY		
Issued Shares	1,112,026	198,000
Retained earnings	(536,230)	(7,280)
Total Equity	575,796	190,720

Profit & Loss Statement

For the years ended 30 June 2023 and 30 June 2024

Got Bakey Pty Ltd
ABN: 52 659 940 253

	2024 \$	2023 \$
REVENUE		
Commissions Taken	1,985	-
TOTAL REVENUE	1,985	-
EXPENSES		
Accountancy Fees	6,120	5,440
Amortisation	20,294	-
Bank Charges	73	25
Bookkeeping expenses	19,523	-
Client/Directors Meetings	1,194	-
Commissions Paid	2,063	-
Computer Expenses	25,318	916
Consulting Fees	13,018	-
Contractor	2,024	-
Depreciation	26,510	-
Donations	1,000	-
Entertainment	881	-
Fees & Charges	2,961	-
Filing Fees	310	290
Freight & Courier	872	-
General Expenses	1,571	-
Immediate write off assets	1,828	-
Interest Expense - ATO	22	-
Legal expenses	3,307	-
Marketing/Advertising	204,040	-
Motor Vehicle Expenses	138	-
Postage	8,308	-
Printing & Stationery	959	-
Product Testing	3,774	-
Sponsorship	3,649	-
Stripe Fees	319	-
Subscriptions	7,036	609
Superannuation	14,846	-
Telephone & Internet	50	-
Travel	23,962	-
Wages and Salaries	134,966	-
Total Expenses	530,935	7,280
Net Profit/(Loss)	(528,950)	(7,280)
Income Tax Expense	-	-
Net Profit/(Loss) After Income Tax	(528,950)	(7,280)

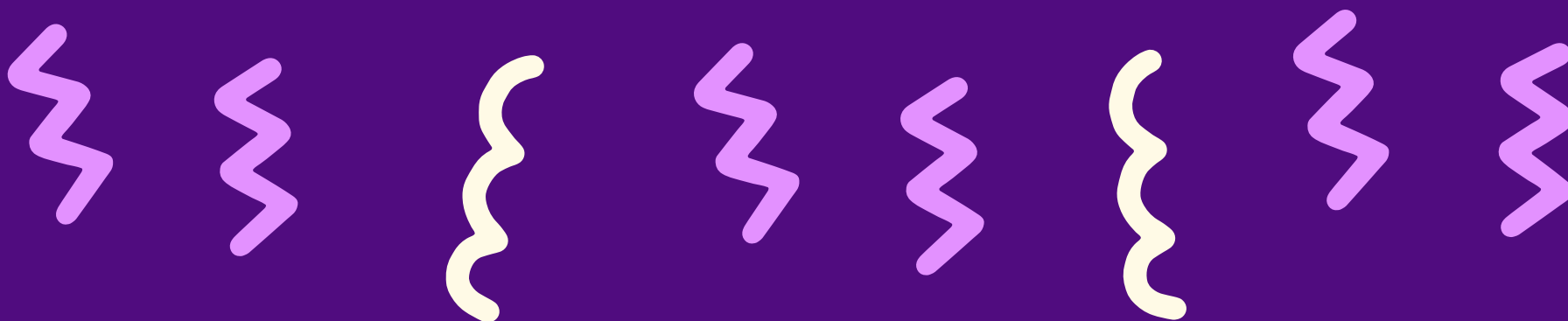
	2024	2023
	\$	\$
OPERATING ACTIVITIES		
Receipts from customers	1,985	-
Payments to suppliers and employees	(612,111)	(6,980)
GST Paid	(40,398)	(9,688)
Net Cash Flows from Operating Activities	(650,524)	(16,668)
INVESTING ACTIVITIES		
Payment for brand, website & app development	(223,875)	(103,742)
Other cash items from investing activities	-	-
Net Cash Flows from Investing Activities	(223,875)	(103,742)
FINANCING ACTIVITIES		
Proceeds from borrowings	38,197	-
Proceeds from additional capital	914,026	62,583
Net Cash Flows from Financing Activities	952,223	62,583
Net Cash Flows	77,824	(57,827)
CASH AND CASH EQUIVALENTS		
Cash and cash equivalents at beginning of period	77,673	135,500
Net change in cash for period	77,824	(57,827)
Cash and cash equivalents at end of period	155,497	77,673

Statement Of Changes In Equity

For the years ended 30 June 2023 and 30 June 2024

Got Bakey Pty Ltd
ABN: 52 659 940 253

	Issued Capital \$	Retained Profits \$	Total Equity \$
OPENING 1 JULY 2022	135,500	-	135,500
Profit (loss) after tax	-	(7,280)	(7,280)
Increase (Decrease) in Equity	62,500	-	62,500
Closing 30 June 2023	198,000	(7,280)	190,720
OPENING 1 JULY 2023	198,000	(7,280)	190,720
Profit (loss) after tax	-	(528,950)	(528,950)
Increase (Decrease) in Equity	914,026	-	914,026
Closing 30 June 2024	1,112,026	(536,230)	575,796



Management comments on historical performance and outlook

At Got Bakey, our financial strategy focuses on balancing product development and cost management to position the business for sustainable revenue growth. Our current revenue remains modest by design, as we have prioritised building a scalable, bug-free platform. This ensures that when buyer-side marketing is launched, the platform will operate seamlessly, allowing revenue to grow without disruption.

The Company successfully raised \$332,167.85 in seed capital through the issuance of shares to investors under Section 708 of the Corporations Act, and an additional \$785,211.45 under part 6D.3A (Crowd-sourced funding) of the Corporations Act.

For the period since 30 June 2024, the last reporting period enclosed, Got Bakey's income and expenses for 1 July 2024 to 24 October 2024 have been trending in line with the corresponding period of the 2024 financial year. As of 24 October 2024, the company's bank

balance stands at \$31,493.59. There have been no borrowings by Got Bakey during the intervening period since 30 June 2024.

Expected Revenue and Path to Profitability

As a two-sided marketplace, Got Bakey's revenue growth depends on the interaction between bakers and buyers. Like many marketplace models, we expect to operate at a loss during the early years as we build towards critical mass—recruiting tens of thousands of bakers and engaging hundreds of thousands of buyers. Historically with marketplace models, achieving this scale unlocks **economies of scale**, spreading fixed costs across a higher transaction volume and improving profitability.

The journey to critical mass is challenging, but the rewards are significant. Successful marketplaces often experience exponential growth once they reach this point, driven by increased network effects and organic growth. To

support this trajectory, we anticipate requiring **additional rounds of capital** to fund the shortfall between operational costs and revenue during this scaling phase. These funds will support:

- **User Growth:** Campaigns to onboard more bakers and attract buyers, building a vibrant marketplace.
- **Platform Enhancements:** Continuous development to ensure high engagement and retention across both sides of the marketplace.
- **Market Expansion:** Entering new regions, including the UK, to unlock new revenue streams.

We are focused on key performance indicators—such as baker and buyer growth, engagement levels, and transaction volume—which provide tangible evidence of progress and are leading indicators of future profitability.

Cost Structure and Cash Management

Managing cash burn remains a key priority to ensure operational sustainability.

Key elements of our cost management strategy include:

- **Development Cost Reduction:** After the launch of key features, including Instagram syncing and calendar tools, by the end of the year, we will reduce development costs by 70%. Our development team will shift to a part-share, part-cash structure for ongoing support, lowering expenses while maintaining platform quality.
- **CEO Salary Conversion:** To extend our financial runway, our CEO will convert 80% of her salary into shares, leaving only 20% in cash, reflecting a commitment to managing costs and aligning leadership incentives with business growth.

Operational Expenses and Forecasted Burn Rate

With the launch of key features nearing completion, we expect our burn rate to decline significantly. Reduced development costs will allow us to allocate more resources to buyer-side marketing,

accelerating transaction growth and preparing the platform to capitalise on the network effect. This shift ensures we grow efficiently while managing expenses.

Future Financial Outlook

Over the next 12 months, our strategy will focus on scaling the marketplace by growing the baker network, engaging buyers, and driving transaction growth. Key initiatives include:

- **Activating the Network Effect:** As the number of bakers and buyers increases, interactions will grow organically, driving more transactions and boosting revenue.
- **Leveraging the Founding Baker Club:** Our loyalty program will incentivise bakers to generate higher sales, creating more activity on the platform and increasing commission revenue.
- **Expanding into New Markets:** Entering the UK market will broaden our reach and position us to capture additional revenue streams from the global \$457 billion baked goods industry.

While **short-term annual losses** are expected, they align with our strategy to build a scalable, feature-rich platform. These losses will reflect investments in

growth and feature development, paving the way for long-term success. Investors can take confidence in our deliberate approach, knowing that growth in user numbers, transactions, and engagement will ultimately drive sustainable revenue.

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 the Company and has not been validated by an independent third party.

Information about the Offer

The Company is offering up to 7,142,857 shares at an issue price of \$0.07 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	\$0.07 per share
Minimum Subscription	\$75,000
Maximum Subscription	\$500,000
Opening date	30 October 2024
Closing date	14 November 2024

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.

Retail 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.

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

Intended use	Minimum Subscription	Maximum Subscription
	\$	\$
Remuneration and consultancy fees* (salary & wages)	25,000	150,000
Platform / software development	15,000	50,000
Marketing & advertising	25,175	200,000
Working capital	0	58,300
Offer costs	9,825	41,700
Total	\$75,000	\$500,000

Remuneration and Consultancy Fees

Ms Jay Curtin is a director of the company will be paid a nominal sum of \$14,000 for her services as CEO. If the maximum subscription is obtained, Ms Jay Curtin will be paid up to \$74,000 for her services to the Company as CEO.

*Mr Jeremiah Flickinger is a director of the company and provides technical and project management consultancy

services to Got Bakey. Payments to Mr Flickinger are on a casual basis when advice of a technical nature is required. Payment for this advice is made on an arms length basis. Got Bakey anticipates it will pay \$9,000 (if a minimum subscription is obtained) and up to \$74,000 (if a maximum subscription is obtained) in consultancy fees to Mr Flickinger for technical consultancy services provided to the Company.

Ms Emma Walczak will be paid \$2,000 for her legal services to the Company. Payments made to Ms Walczak are made on an arms' length basis.

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.

Software Development

Got Bakey's software development team will receive \$15,000 if the minimum funding amount is raised, providing essential coverage for basic user support and bug fixes. This ensures the platform remains operational and responsive to user needs at a foundational level.

If the maximum funding amount is raised, the development team will receive up to \$50,000. This will allow Got Bakey to accelerate the development of AI-driven solutions, streamlining the onboarding process for bakers to join the platform more efficiently. Additionally, the team will build API integrations, enabling Got Bakey's listings to be sold through social media platforms where buyers are actively spending time.

Marketing & Advertising

Content Creation:

Our content creator will receive \$15,175 if the minimum funding amount is raised, covering the cost of a single large film shoot. This will produce a library of content that can be utilised over a 12-month period. However, the

scheduling, community management, and ad management will be handled internally by the CEO.

If the maximum funding amount is raised, the content creator will receive up to \$50,000. This will allow for multiple film shoots throughout the year, helping Got Bakey stay responsive to changing consumer trends. It will also fund full-service content production, ad creation, and management to ensure a more robust marketing presence.

Advertising Budget:

If the minimum funding amount is raised, Got Bakey will allocate up to \$10,000 to advertising, focusing on Melbourne and Brisbane, where the majority of our user base resides. Raising only the minimum will limit our ability to scale effectively, as advertising is our most critical revenue driver. Without a more substantial investment, we risk growth stagnation.

If the maximum funding amount is raised, Got Bakey will allocate up to \$150,000 towards advertising. This will allow us to advertise across all Australian capital cities and conduct a beta launch in the UK to test our software in a new market. This

broader strategy ensures we can grow our user base, expand into new regions, and further establish Got Bakey as a market leader.

Smart Allocation of Working Capital for Future Growth

If Got Bakey raises its maximum funding amount, \$58,300 working capital will be strategically assigned to position the business for future growth. Without adequate working capital, we would miss the opportunity to capitalise on emerging growth prospects and cover essential annual overhead expenses. This approach ensures we remain agile and prepared to act when opportunities arise.

Our working capital will be allocated toward the following:

- **Seizing Strategic Partnerships:** Responding swiftly to partnership opportunities that align with our vision and deliver mutual value.
- **Piloting New Revenue Streams:** Testing new features or business models to expand and diversify income sources.
- **Scaling Operations Rapidly:** Funding expansion into new markets or regions as the timing becomes optimal.

- **Leveraging Discounts & Competitor Response:** Securing volume-based discounts with suppliers and reacting quickly to competitor actions to stay relevant.
- **Maximising High-Performing Digital Campaigns:** Increasing the advertising budget when campaigns show high Return on Ad Spend (ROAS) to drive conversions and boost growth.

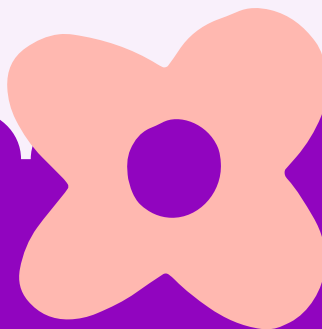
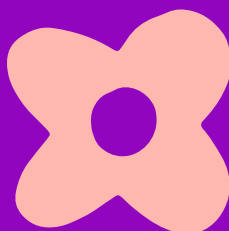
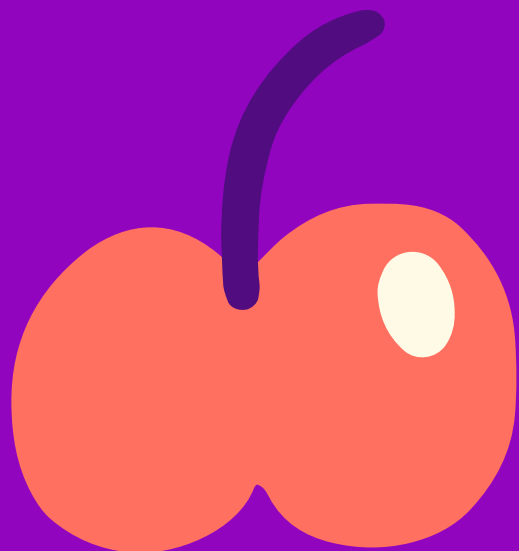
The Offer costs includes the Intermediary's fees under the hosting agreement between the Company and the Intermediary. These fees are up to

7.5% of all funds raised by the Company through Birchal Financial Services Pty Ltd (Intermediary), plus \$4,200 for administration and setup costs.

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

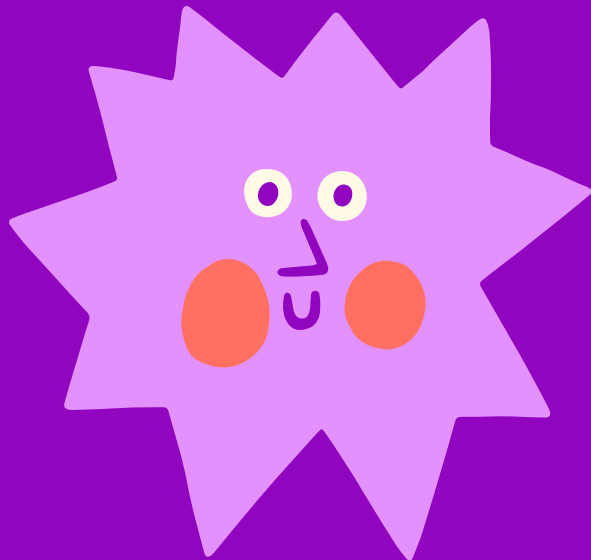
If this CSF Offer is unsuccessful, or if less than the Maximum Subscription amount is raised, the Company will require further funding to be able to carry out our intended activities beyond 12 months from now. In such circumstances,

the Company may consider alternative sources of funding, such as undertaking a further CSF offer under the CSF regime or other debt or equity funding. Until additional funding is obtained, we will scale back remuneration and project management and will continue to focus our cash resources on marketing and software development, although this will be at a less accelerated rate than if the Maximum Subscription is reached.



Immediately after issue, the shares under this Offer will be fully paid ordinary 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%).

3.3.5 Winding-up

If the Company is wound up and there are any assets left over after all the Company's debts have been paid, the surplus is distributed to shareholders after secured and unsecured creditors of the Company. Holders of fully paid ordinary voting shares rank behind preference shareholders under the Constitution however, there are no preference shares on issue and the Board does not have any plans to issue such shares.

3.3.6 Restrictions on sale and transfer

Drag along and tag along rights

The Constitution contains drag and tag-along rights, as follows:

Drag along: if a shareholder with 50% or more of the issued shares or a shareholder group with 75% or more of the issued shares receives an offer (subject to certain conditions being met) (**Selling Shareholder**) from a third party to purchase all of the Selling Shareholders' shares, or the Selling Shareholder decides to sell all of their shares to a third party (**Third Party Offer**), the remaining shareholders must receive a copy of the Third Party Offer. If the Selling Shareholder(s) accept the Third Party Offer then they may issue a notice to the remaining shareholders requiring them to sell their shares to the third party on the same terms and conditions as those specified in the Third Party Offer (**Drag Along Notice**).

Drag along and tag along rights

The Constitution contains drag and tag-along rights, as follows:

Tag along: if a shareholder with 50% or more of the issued shares or a shareholder group with 75% or more of the issued shares decides to sell their shares to a third party (**Seller**) (**Tag Along Offer**) and has not issued a Drag Along Notice, any remaining shareholders may issue a notice to the Seller, advising of its wish to sell their shares on the same terms and conditions outlined in the Tag Along Offer (**Tag Along Notice**). The Seller must then procure that all shares specified in the Tag Along Notice are also sold to the third party.

If the Company has no CSF shareholders and is regulated under Chapter 6 of the Corporations Act, the Board will examine the suitability of the Constitution and the drag along and tag along provisions (as these provisions cannot functionally apply if the Company is regulated by Chapter 6 of the Corporations Act).

Exit provisions:

The drag along and tag along rights in the Constitution provide an exit mechanism. The Board in its discretion may put an exit event to shareholders to approve but approval is not required by shareholders in the current version of the Constitution to affect such an exit event. This provides the Board with the flexibility to assess exit events and offers as and when it deems appropriate.

Rights on transfer:

A shareholder may request to transfer their shares to another

party which the Board may in its discretion approve or deny. Transfers of shares will generally not be permitted.

Escrow arrangements in an IPO:

If in the future, the Board considers an IPO is the best way for shareholders to obtain a benefit for their shares, it will take steps to amend the Constitution. This would mean the shareholders are required to enter into any required escrow arrangements as may be required by law, the rules of the relevant stock exchange, or as may be recommended by the relevant financial adviser to enable the success of the IPO.

Discretion to refuse to register a transfer of shares:

The Board has the discretion to approve and the power to refuse a transfer of shares to a third party.

On-sale restrictions under the Corporations Act:

Shares acquired under the Offer may not be on-sold within 12 months of their issue without a prospectus or other disclosure document, unless an exemption under section 708 of the Corporations Act 2001 (Cth) applies (e.g. sales to sophisticated or professional investors) or unless ASIC gives relief from the requirement to provide such prospectus or other disclosure document.

3.3.8 Amendments to the Constitution

To vary the Constitution or adopt a new constitution, the Company must pass a special resolution at a general meeting. At least 75% of the voting members of the Company must vote in favour of the resolution for it to pass.

3.3.8 Amendments to the Constitution

To vary the Constitution or adopt a new constitution, the Company must pass a special resolution at a general meeting.

At least 75% of the voting members of the Company must vote in favour of the resolution for it to pass.



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:

- 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.

Got Bakey CSF History

Got Bakey Pty Ltd (formerly Got Cakey Pty Ltd) Directors, Jay Curtin, Nicole Curtin and Emma Walczak have made CSF Offers on the Intermediary's platform previously. The details of those CSF Offers are detailed below:

In April 2024, Got Bakey Pty Ltd (formerly Got Cakey Pty Ltd) carried out a successful crowdfunding capital raise through Birchal Financial Services Pty Ltd. It was an offer of fully paid ordinary shares in Got Cakey Pty Ltd at \$0.07 per share to raise a maximum of \$500,000. The company surpassed its minimum subscription of \$100,000, with the company raising approximately \$274,308.58 when the Offer closed.

In October 2023, Got Bakey Pty Ltd (formerly Got Cakey Pty Ltd) carried out a successful crowdfunding capital raise through Birchal Financial Services Pty Ltd. It was an offer of fully paid ordinary shares in Got Cakey Pty Ltd at \$0.03 per share to raise a maximum of \$650,000. The company surpassed its minimum subscription of \$150,000, with the company raising approximately \$580,902.69 when the Offer closed.

AHV Holdings Pty Ltd

Got Bakey Pty Ltd (formerly Got Cakey Pty Ltd) Director, Jay Curtin has made CSF Offers on the Intermediary's platform previously for a non-related company. The details of those CSF Offers are detailed below:

In March 2024, AHV Holdings Pty Ltd carried out a successful crowdfunding capital raise through Birchal Financial Services Pty Ltd. It was an offer of fully paid ordinary shares in AHV Holdings Pty Ltd at \$0.18 per share to raise a maximum of \$500,000. The company surpassed its minimum subscription of \$150,000, with the company raising approximately \$368,009.28 when the Offer closed.

In February 2023, AHV Holdings Pty Ltd carried out a successful crowdfunding capital raise through Birchal Financial Services Pty Ltd. It was an offer of fully paid ordinary shares in AHV Holdings Pty Ltd at \$0.30 per share to raise a maximum of \$1,500,000. The company surpassed its minimum subscription of \$500,000, with the company raising approximately \$676,144.50 when the Offer closed.

In March 2022, AHV Holdings Pty Ltd carried out a successful crowdfunding capital raise through Birchal Financial Services Pty Ltd. It was an offer of fully paid ordinary shares in AHV Holdings Pty Ltd at \$0.25 per share to raise a maximum of \$3,000,000. The company surpassed its minimum subscription of \$500,000, with the company raising approximately \$2,020,000 when the Offer closed.

In June 2021, AHV Holdings Pty Ltd carried out a successful crowdfunding capital raise through Birchal Financial Services Pty Ltd. It was an offer of fully paid ordinary shares in AHV Holdings Pty Ltd at \$0.15 per share to raise a maximum of \$1,000,000. The company surpassed its minimum subscription of \$350,000, with the company raising approximately \$795,000 when the Offer closed.

Information about investor 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 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.

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.

4.3.1 Annual report

The Company is required to prepare an annual financial report and directors' reports at the end of each financial year and lodge these 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 purchase the report from ASIC.

4.3.3 Related party transactions

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

4.3.4 Takeovers

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.

The Company will provide regular updates to investors via email, on the Company's Facebook shareholder group, via the Company's share registry website at the following address www.automic.com.au and via the Intermediary's platform.



Glossary

- **Company means** Got Bakey Pty Ltd ACN 659 940 253
- **Cooling-off Period means** means the period ending five business days after an application is made under this Offer, during which a retail 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 ACN 621 812 646 AFSL 502618
- **Maximum Subscription means** the amount specified in this CSF offer document as the maximum amount sought to be raised by the Offer. The Maximum Subscription is subject to rounding based on the share price of the Offer.
- **Minimum Subscription means** means the amount specified in this CSF offer document as the minimum amount sought to be raised by the Offer. The Minimum Subscription is subject to rounding based on the share price of the Offer.
- **Offer means** 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.

Thank You

**GOT
BAKEY**

Issuer:

Got Bakey Pty Ltd
ACN 659 940 253

Intermediary:

Birchal Financial Services Pty Ltd
ACN 621 812 646 AFSL 502618

Dated:

30th October
2024