



Mac East Holdings Pty Ltd trading as Eggy

Crowd-Sourced Funding Offer Document.

18 August 2020

**Offer of fully-paid ordinary shares in Mac East Holdings Pty Ltd at \$35.42 per share
to raise a maximum of \$1,000,000**

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

Issuer Mac East Holdings Pty Ltd ACN 626104649

Intermediary Birchall Financial Services Pty Ltd AFSL 502618

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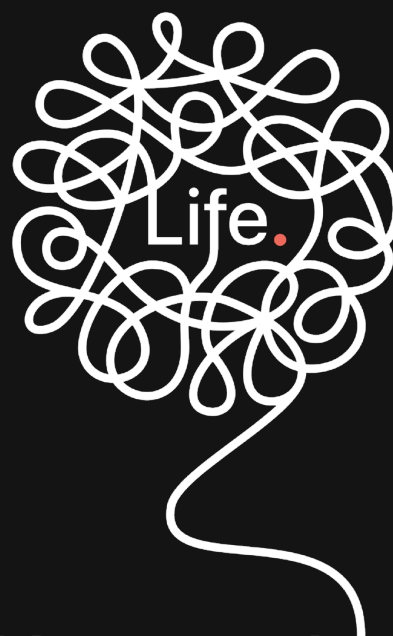
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Unscrambled.

Section 1

Risk Warning.

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

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

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

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

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

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

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

Section 2

Information about the Company.

A message from Kate and Kirk

The last two years have by far been the biggest in our professional lives.

Prior to Eggy, Kate had spent six years knocking off her PhD, in between working as a university lecturer and a health professional, while Kirk had spent ten years pushing himself to his physical and mental limits as a professional athlete and doing his finance and economics degree. And of course, raising our young kids.

But building Eggy has been a challenge on a whole new level. Building a quality tech product and a successful tech company is no walk in the park. We've poured more time, effort, energy and love into Eggy than any 'job' we've ever had. We've fought and scrapped and hustled and pushed against every single challenge that we've encountered.

Every day, we get up and we fight for Eggy. Because life admin needs to be defeated. It takes us all away from focusing on the important things in life. It's a problem that we want to solve for ourselves and for billions of others.

We've done everything in our power to make Eggy a success. From day one, we've taken a methodical, evidence-based and strategic approach to maximise Eggy's likelihood of success.

When we first had the idea for Eggy, we sought advice from someone who had built and scaled a multi-million dollar tech company. That led to us establishing an advisory board of Australian founders who have all built and scaled successful tech companies themselves.

We've brought together a brilliant and experienced team of people who are driven to deliver an outstanding product because they know the pain themselves and want to help solve it.

We've been bolstered by the Eggy Army. Everyday there are more and more people coming on board, telling us that they hate life admin and that they too want a solution right now.

We've established a relationship with a leading provider in the finance and insurance sector in Australia, and we continue to progress relationships with other key product and service providers as Eggy grows. And we have a great product in market which people are loving and which continues to be optimised in line with our vision, our business strategy and what Eggy users want.

If anyone is going to get this job done, it's us. We personally have been through a lot to get here. We've put everything on the line to make Eggy a success. And we're not going anywhere until this problem is solved.

We're so proud of what Eggy has achieved so far. And while we may not have all the answers yet, with the right people on the team who have our backs and who want to solve this problem with us, we will find a way to make it happen.

We want Eggy to be the best in the world at managing life admin. We want Eggy to own the lifetech category. We want Eggy to be the next big Aussie success story. And we want the best people to get on board and help us get there.

Thanks for coming along for the journey.

Buckle in. Let's do this.

Kate Morgan & Kirk Reynoldson

Eggy's Co-Founders



2.1 Company details

This offer of shares is made by Mac East Holdings Pty Ltd

ACN 626104649 (the Company).

The Company was incorporated on 11.05.2018.

Company Name	Mac East Holdings Pty Ltd
ACN	626104649
Offer Type	Crowd-sourced funding
Offer Date	18 August 2020
Offer Details	Offer of fully-paid ordinary shares in Mac East Holdings Pty Ltd at \$35.42 AUD per share to raise a maximum of \$1,000,000
Registered office and contact details	15 Ripponlea Street, Robina QLD 4226 Australia
Principal place of business	15 Ripponlea Street, Robina QLD 4226 Australia
Related companies	Eggy Pty Ltd (wholly owned subsidiary)

*Note, a registered office is where all communications and notices are sent to the Company. A principal place of business is the main location from where the Company conducts its business. This information is stated on the Company's ASIC report.

2.2 Description of the business

2.2.1 About the company

Company facts

Eggy is a tech startup based on the Gold Coast, Queensland. Eggy was founded in 2018 and is a productivity app based on the Software as a Service (SaaS) model. Led by co-founders and co-CEOs Kate Morgan and Kirk Reynoldson, Eggy is on a mission to unscramble life for billions of people all over the world. As the first app of its kind, Eggy is primed to lead a lifetech revolution and own the lifetech category.

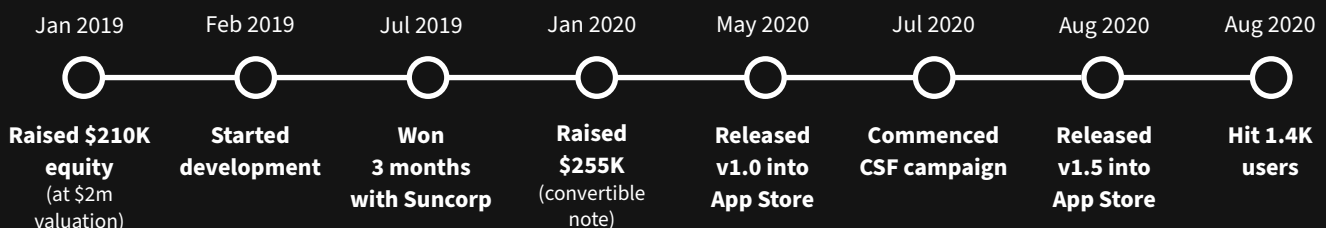
*Life admin is the office work of life.
It includes paying bills, making appointments, managing documents, looking for products and services, and communicating with service providers.*

Our story

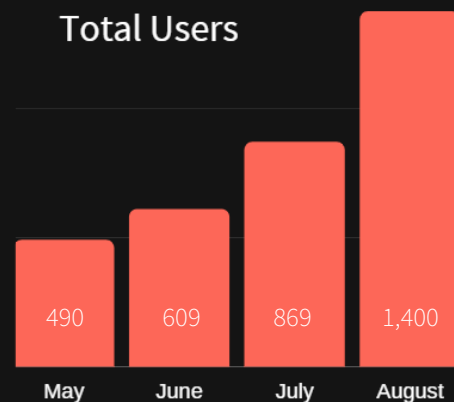
Eggy came about from our founders' pain of managing life admin. As a busy mum and dad, they researched long and hard to find something that brought life admin together in the one place and actually made life admin easier. There was nothing out there. They soon discovered that loads of others hated life admin too. So they decided to create Eggy. They wrote this [story](#) about how Eggy was born.

Traction & achievements

Eggy has already achieved a lot in a short time.



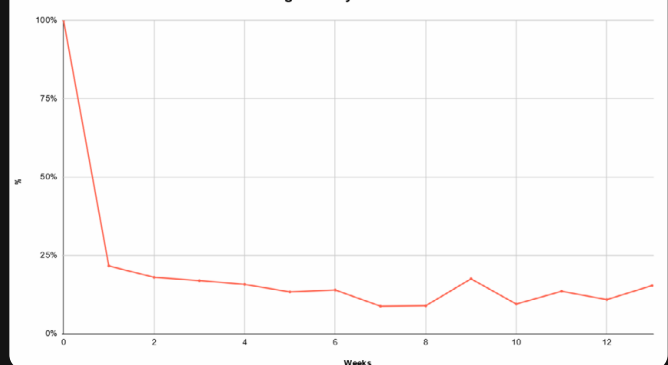
Total Users



Eggy app key metrics, as at August 2020:

- Total users: **~1,400**
- Monthly retention (month-on-month): **~31%**
- Weekly retention (week-on-week): **~14%**
- Monthly growth (month-on-month): **~26%**
- Weekly growth (week-on-week): **~9%**

Average Weekly Retention



Our team

Our team has grown in line with Eggy's needs. Today, our team consists of the following people, with contractors brought in on an 'as needs' basis.

Name	Position	Status
Kirk Reynoldson	Co-Founder, Co-CEO	Full-time
Kate Morgan	Co-Founder, Co-CEO	Full-time
Bruno Guedes	Technical Lead	Full-time
Rafael Duster	Full Stack Developer	Full-time
Gerard Doyle	Marketing Lead	Contractor
Lauren Ballie	Customer Support Manager	Contractor
Daniel Grzelak	Security Advisor	Advisor (ESOP)
Semin Nurkic	Technical Advisor	Advisor (ESOP)
Peter Cassidy	Product Advisor	Advisor (ESOP)

Our values

There are three things that drive everything we do at Eggy.



Family

People who love and support each other



A better life

Making life easier



Making magic

Creating something special

The problem

Bills in emails? Documents in cloud drives? Cards in wallets? Papers on the kitchen bench? Receipts in a box? Life admin takes multiple different forms and exists in multiple different places. It's a big scrambled mess. Managing life admin is a painful experience for billions of people globally, every day.

Mental clutter affects health and productivity [\(HBR, 2019\)](#)

Late fees cost consumers \$1.5b per year [\(ASIC, 2018\)](#)

Hours of unpaid domestic work are increasing [\(ABS, 2016\)](#)



This is **Michelle**.

Michelle is Eggy's ideal customer profile (ICP).

Michelle is a mum of three who runs her own business from home.

She is time-poor, she is budget-conscious, and she always has a million things on her mind.

Michelle manages the life admin for her whole household.

"I'm drowning in life admin"

"It's overwhelming and neverending"

"I'm sick of getting stung with late fees"

"I hate managing it for the entire household"

"Communicating with service providers is the worst"

*Quotes based on potential scenarios

“Software tools that aid consumers’ productivity at home is the number one trend that will drive innovation in the coming decade.”

(Forbes, 2020).

2.2.3 Products / Services

The Eggy app today

Eggy is the simple, smart and secure platform where all life admin lives.

As a mobile-first, cloud-based, scalable application, Eggy transforms the archaic, fragmented and static life admin environment into a centralised, digitised and working form. Eggy’s novel technology enables multiple disparate data types to be ingested, aggregated and processed.

Eggy enables users to effortlessly upload, store, retrieve, share and export life admin items from a centralised, organised, digital platform.

In combination with a simple user experience interface, Eggy provides the ease-of-use demanded by today’s consumer.

Eggy reduces your mental clutter, saves you time, saves you money and reduces the stress, anxiety and conflict that comes with managing life admin.

Michelle’s been using Eggy since May 2020. Right now, Michelle can:

- Instantly upload important life admin items
- Effortlessly organise life admin items into categories
- Rapidly retrieve life’s important events and documents
- Promptly receive reminder notifications for due dates
- Securely share life’s important dates and documents with other Eggy users
- Easily export life admin items to external parties
- Automatically sync across devices (between mobile app and web app).



“Because I had Eggy, for the first time in years, I paid my car rego on time and didn’t get a late fee”

“It’s that easy, I was uploading items to my Eggy account while I was feeding my daughter!”

“This is great! Love the fact I can store anything! So sick of having to go to my filing cabinet to find something”

“I was able to email my daughter’s learning assessment straight out of my Eggy app and to the optometrist’s receptionist right on the spot”

“I love Eggy sharing! I can share all my important stuff with my kids and vice versa.”

*Quotes based on potential scenarios

It’s free to download Eggy from the App Store or to create a web account.

The Eggy mobile app (iOS only for now) is complimented by the Eggy web app. Due to its cloud-based nature, users can access their Eggy account via a web browser (Chrome, Firefox, Safari) on their PC or smartphone. The Eggy web app can also be used by individuals who do not have an iOS device (i.e. Android users).

The Eggy app of tomorrow

Solving the pain of managing life admin for Eggy's target market (busy mums aged 35-44) is fundamentally at the heart of Eggy's vision and product strategy.

However, since being in market feedback received from Eggy users has helped shape Eggy's future direction. As a result, a series of phased enhancements which will support long-term commercial models are planned.

Our priorities include:

1. Optimising Eggy for Home

Creating highly engaged users and ensuring product-market fit by optimising and iterating the Eggy app for individuals managing their home life admin

2. Developing Eggy for Work

Scoping and developing the Eggy for Work iteration which will satisfy the small business needs of Eggy for Home users who are also sole traders/small business owners

3. Progressing Eggy Enterprise Integrations

Progressing integrations with enterprise that will enable users to connect their Eggy accounts with their service providers for hyperefficient life admin transactions

Eggy for Home

Eggy for Home is the consumer app which has been in market since May 2020. Individuals are already deriving great value by efficiently managing their life admin in Eggy. However, there are many more features and enhancements planned. Through the application of technology such as machine learning and OCR, valuable product features will be progressed. Eggy for Home is a free offering which will be restricted to one 'space' per user, and will have data (e.g. file uploads) and sharing (e.g. with 5 other users) restrictions.

As a busy mum, **Michelle** relies on Eggy for Home to manage her household's life admin. Features that will add even more value to Michelle's Eggy for Home account include:

- 1-touch payments
- Bulk tax export
- Basic cash flow summaries
- Bill smoothing/consolidated payments



"When I get notified that my bill is due, I can make the payment within the Eggy app."

"I can export all my tax-related items out of Eggy to my accountant."

"I can see an overview of how much I'm spending each month in Eggy."

"I'm able to make one monthly payment in Eggy that covers all of my bills."

*Quotes based on potential scenarios

Eggy for Work

Feedback received from users of the Eggy app has provided a strong case for the next logical evolution of the product – Eggy for Work. As users rely on Eggy to manage their home life admin, there have been increasing requests from users who are sole traders/small business owners who want an analogous solution for managing their work life admin. Eggy for Work will offer Eggy for Home users an additional ‘space’ within their Eggy account where they can manage their small business admin needs. Eggy for Work will be a premium (paid) offering with greater data and sharing functionality.

As a busy mum and a sole trader, Michelle relies on Eggy for Work to manage her business admin. Features that will add value to Michelle’s Eggy for Work account include:

- 1-touch payments
- Basic cash flow summaries
- Bill smoothing/consolidated payments
- Accounting/legal integrations
- QR code facility
- e-Signatures



“My accountant can plug in to my Eggy for Work account so they can access all my small business information that they need for tax purposes.”

“I can share invoices with my customers and contractors, and get them to sign documents electronically.”

“I can provide a QR code to my customers which they can scan to automatically have their documentation sent to their Eggy accounts.”

*Quotes based on potential scenarios

Eggy Enterprise Integrations

Optimising the Eggy for Home product and the Eggy for Work iteration will help ensure a critical mass of users. As user numbers grow into the tens of thousands, Eggy will provide an increasingly attractive proposition to enterprise (product/service providers) who can efficiently deliver important life admin-related documents and information directly into their customers’ Eggy apps.

Through OCR and machine learning, Eggy’s technology will be able to provide product/service providers with data insights about existing and potential customers who are Eggy users. This will give Eggy users the opportunity to be presented with personalised products that meet their needs. Eggy will be in the unique position to help service providers create products and services that service their user’s evolving needs. Such interactions with service providers will require authorisation from the user to help ensure that Eggy users have control over their data.

As a busy mum, Michelle wants her service providers to deliver her life admin info straight into her Eggy app. Features that will add even more value to Michelle’s Eggy account include:

- Automated account population (dates, documents & key data points)
- Personalised product/service offers



“My gas bill got uploaded directly to my Eggy account by my energy company. It populated all the key fields – all I had to do was confirm the info was right.”

“I got a reminder notification from the Dept of Transport a month before my driver’s licence was due to expire so I wasn’t at risk of driving unlicensed.”

“Just before my car insurance was due, my insurance provider was able to give me a personalised quote for a new policy that perfectly suited my needs.”

*Quotes based on potential scenarios

“I think the long-term strategic objective for Suncorp, both in banking and insurance...is to create personalised products that meet the needs of customers as their lives evolve.”

Steve Johnson, CEO, Suncorp

Target market

An extensive audience discovery research project revealed that the demographic who relate most to the pain of life admin and will therefore derive optimal value from Eggy is:

- **women aged 35-44 with ≥1 children**

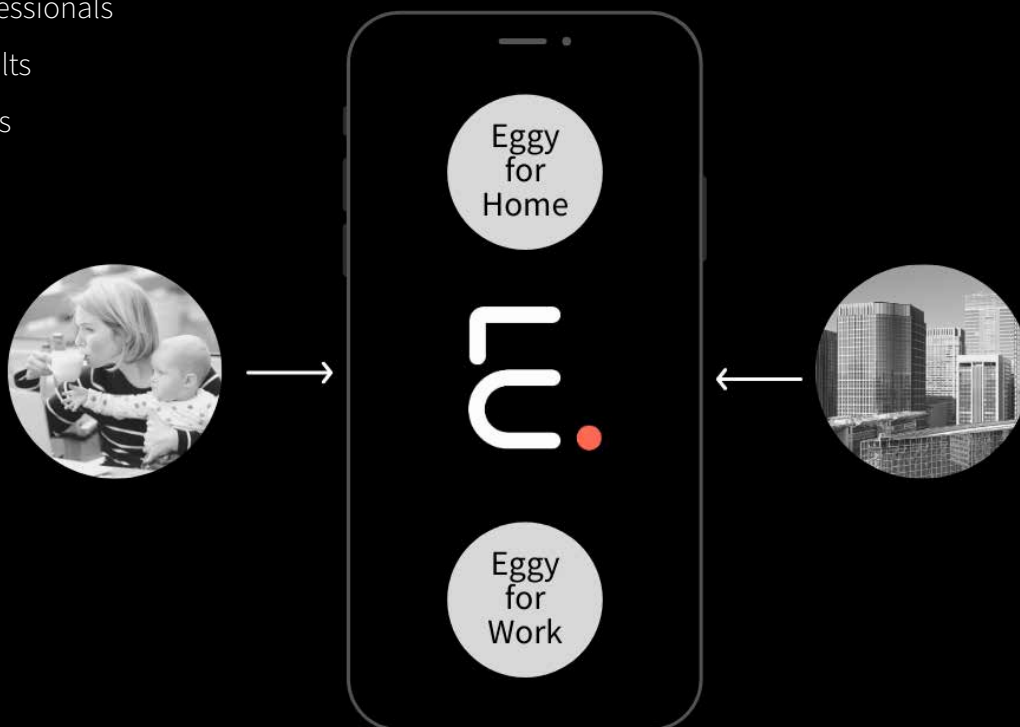
This formed the basis of Eggy's ICP (Michelle). ABS data indicate there are 1.2 million women in this market segment in Australia.

Since being in market, there have been multiple different demographics using and deriving value from Eggy in addition to busy mums. These include:

- Busy dads
- Busy professionals
- Older adults
- Millennials

Secondary target

The secondary target audience for Eggy is users who are managing their home life on Eggy and need a solution for managing their small business needs. In particular, sole traders and micro business owners (0-4 employees). In Australia, ABS data indicate that there are 2.1 million small businesses made up of 1,490,932 sole traders (0 employees) and 611,468 micro businesses (1-4 employees).



Eggy's value chain will bring individuals, sole traders/small business owners and enterprise/service providers together on the one platform to accomplish daily tasks in a way that hasn't been done before.

The market opportunity for the Personal Information Management Systems market in the UK alone has been estimated at £16.5 billion (\$20.68 billion)

(Ctrl-Shift, 2014).

2.2.4 Market opportunity

As a tech product, Eggy is highly scalable. Given the billions of people who manage life admin every day, along with the enormity of the industry verticals where life admin plays a part, the market opportunity for Eggy is significant.

Enterprise opportunities

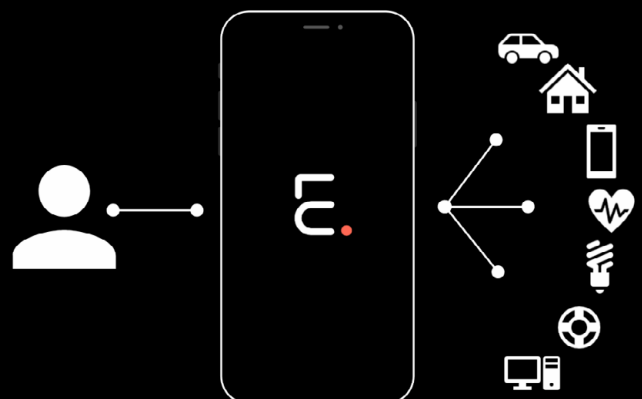
Life admin traverses many industries. The industry verticals where businesses provide life admin-related products/services, and with whom Eggy can potentially integrate include:

Industry	Business examples
Communications	Telstra, Vodafone, Optus
Education	Childcare centres, schools, universities
Energy	Energy Australia, AGL, Origin Energy
Entertainment	Ticketek, Netflix, Event Cinemas
Finance	CBA, NAB, Up Bank
Government	Education, Transport, Health
Health	Pharmacies, Gyms
Home	Builders, Trades
Insurance	IAG, Suncorp
Retail	Wesfarmers/Coles, Woolworths, Myer
Transport	Airlines, mechanics

In Australia, ABS data indicate that there are 1,034 large businesses (200+ employees) in Australia within these industry verticals.

Pillar	Market	Market size	Offering	Potential revenue stream	Market Opportunity
Eggy for Home	Busy mums (aged 35-44)	1.2m	Free	Payments (transactional)	~\$36m (\$30 ARPU per annum)
Eggy for Work	Small business owners (0-4 employees)	2.1m	Paid	Payments (transactional) Premium Features (subscription)	~\$483m (\$15/month, 30% market penetration)
Eggy Enterprise Integrations	Large businesses (200+ employees)	1,034	Paid	API integrations (annual fee)	~\$258.5m (\$250K/year, 30% market penetration)

This market opportunity pertains to the Australian market only. Since being in market, there has been a demonstrated demand from individuals in the UK, the US and Singapore asking when Eggy will be available for them. Once Eggy has conquered the Australian market, we'll be expanding Eggy to other markets (e.g. US, UK, SE Asia).



2.2.5 Competitor analysis

No one is owning the lifetech category.

In the absence of a life admin app that provides the value that Eggy does, households have been using a combination of generic file hosting services (e.g. OneDrive, DropBox), archaic systems (e.g. filing cabinets) & multiple niche apps (e.g. Notes, Calendar) to manage their life admin.

No existing apps solve the problem well.

The key differentiators of Eggy will be:

1. A super simple and effortless user experience
2. Automation of user data via enterprise integrations
3. A team of united driven humans (the Eggy Army of users, team, management & shareholders)

Eggy is primed to lead a lifetech revolution and to own the lifetech category globally.

Competitor analysis – feature comparison

Product		1. All life admin enabled	2. Data automation	3. Multi-User Sharing	4. Calendar	5. Reminder Notifications	6. Cloud Storage / Multi Device Syncing	7. Payments	8. Offers / Product Placement	9. Digital Identity	10. Enterprise API integrations
Eggy*	I,A,W	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LifeFyle	I,A	✓	✓	✓	✓	✓	✓				
Meeco	I,A,W	✓	✓	✓			✓			✓	
FileThis	I		✓	✓	✓	✓	✓				✓
LifeSorted	I,A,W	✓	✓	✓	✓	✓	✓				
Hub	I,A		✓	✓	✓	✓					
Cozi	I,A,W		✓	✓	✓	✓	✓		✓		
CozyCloud	I,A,W	✓		✓		✓	✓				
24me	I,A			✓	✓	✓	✓				
GetReminded	I,A				✓	✓					
Pocketbook	I,A					✓	✓				
Evernote	I,A,W	✓	✓	✓	✓	✓	✓				
Mint	I,A					✓					
DropBox	I,A,W	✓		✓			✓				
Google	I,A,W	✓		✓			✓				
OneDrive	I,A,W	✓		✓			✓				

Notes

* Indicates features that Eggy currently does or intends to provide in the future

I=IOS, A=Android, W=web app

1. App enables all areas of life admin info to be managed, not just one aspect e.g. finances
2. When information is uploaded it is partially/fully automated; minimal to no manual data entry
3. Accounts and/or sections of them can be shared among users
4. The app includes a functional calendar

5. Users receive reminders notifications about important dates & upcoming events
6. User data is stored in cloud so that user accounts are synced across multiple devices
7. App enables user to make payments e.g. to pay bills
8. Users are presented with offers/advertisements to purchase products relevant to their needs
9. App enables service providers to instantly identify users based on their data aggregated in the app
10. App includes integrations with service providers to enhance user functionality e.g. document delivery

2.2.6 Marketing & distribution

Growth today

Eggy is in the fortunate position to have benefitted from a combination of powerful elements including:

- Founders who have profiles and are relatable
- A problem that is widespread
- A product that is free and widely accessible
- A team and advisory board who are experienced
- A relationship with a respected financial institution
- Users who have broad, connected networks

These elements have been, and will continue to be, leveraged to extract maximum value for Eggy as the company and product progresses.

Eggy has already received media coverage from high-profile publications and reputable organisations, including:

- [The Australian](#)
- [Suncorp](#)
- [Bond University](#)
- [The Daily Telegraph](#)

Since being in market (May 2020), Eggy's user growth has boomed. This has been attributed primarily to organic growth via online channels (e.g. Facebook), with Eggy's 1,200+ users coming to use Eggy without any big advertising spend.

Eggy's growth has been executed in line with the well-known AAARRR growth framework ([Medium, 2017](#)).

1. Audience

2. Acquisition

3. Activation

4. Retention

5. Referral

6. Revenue

Growth tomorrow

The current marketing priority is **Stage 4**. Retention – to maximise retention metrics by ensuring users continue to derive value from and keep coming back into the Eggy app.

The Eggy retention strategy is focused on making Eggy part of our users' daily lives.

To achieve this, we're focusing on two channels:

- 1) Emails
- 2) Facebook/Instagram

Through these channels, our objectives are to:

- 1) Have users understand the many and different ways Eggy can help with their life admin**
- 2) Have users add more life admin items/data into the platform**

By utilizing these two channels to deliver these two objectives, we can achieve product 'North Star'.

“The North Star Metric is the single metric that captures the core value that the product delivers to customers. It's a metric that any team can rally behind to create alignment along with value with customers.”

(Rangarajan, 2020)

Eggy's 'North Star' is the number of 'Eggy Moments' our users have. 'Eggy Moments' are those a-ha moments when Eggy helps a user with their life admin. It might be the moment a user doesn't miss a birthday, they pay a bill on time or they can look-up their passport number when they're miles from home. The more data a user inputs into Eggy, the greater the chances of the user having an Eggy Moment.

To quantify this success, we're tracking Eggy in weekly cohorts. All new users who sign up in a week are allocated into a cohort. Every week, each cohort is analysed to understand their engagement – if they have used the app or not. The higher the retention rate, the more successful our product retention strategy is.

Stage 5. Referral is also an important part of our future marketing growth strategy. As referrals are a function of our engaged user base, we're laying the groundwork, but are not overly focused on this stage right now. We've recently launched the Eggy Sharing functionality in the app which adds valuable collaborative benefits as Eggy users can share items and events with family and friends. Through a marketing lens, this feature adds organic virality to the Eggy app as users encourage and require family and friends to download and use Eggy themselves.

Stage 2. Acquisition will continue to be an important part of Eggy's marketing growth strategy. Given the proven success of Eggy's acquisition through social media to-date, and that Eggy's target market lives online, social media is a key distribution channel for continuing to acquire engaged users. Eggy will continue to leverage its organic growth online as well as optimizing targeted, paid advertising (e.g. Facebook ads).

As Eggy progresses, user growth will benefit from:

- Target market networks – busy mums/busy parents/families recommending Eggy to others in their circles
- Cross over effects – users who are both mothers and sole traders/small business owners
- Network effects – the more that users engage in the Eggy app, the more value they and other users will get out of it
- Corporate partnerships – as relationships with corporate partners develop, there are opportunities to help drive user growth through their customer base

These factors combined will help ensure that Eggy's customer acquisition cost (CAC) is minimised.



2.2.7 Our vision

We see a world where managing life admin is so easy and painless that it no longer takes us all away from focusing on the important things in life.

- Rather than spending time searching for a new insurance policy, Michelle is spending time outdoors with her family.
- Rather than paying an \$850 fine for not paying her car rego on time, Michelle is taking her best friend on a weekend away.
- Rather than her head swirling with key dates and stressing that she's missed something, Michelle is on the couch watching a movie.
- Rather than managing the entire household's life admin by herself and fighting with her kids, Michelle is having an afternoon nap.



Our vision for Eggy is:

- To be on the home screen of billions of people's phones
- To be the go-to app for managing any aspect of life admin
- To be synonymous with happy households all over the world
- To be the link that brings together consumers who need products/services that suit their needs and enterprises who need happy customers
- To be the home of a caring, ambitious and united team of people who embody Eggy's company values of family, a better life and making magic
- To be a high-growth, high-margin SaaS company with strategic partnerships and engagement from the world's leading product and service providers

2.3 Business and revenue model

The Eggy app is based on the SaaS (software as a service) model. As opposed to traditional business models that are primarily focused on generating revenue early, SaaS models are focused on growth and retention. Typically, SaaS models require significant upfront costs to develop a product which can then be distributed widely across multiple markets.

Eggy is a pre-revenue company. The business model and revenue objectives presented here are a hypothetical representation of the potential revenue for the business if target user levels, product milestones and enterprise partnerships are realised. The figures indicated for the revenue pillars below are not guaranteed outcomes.

2.3.1 Potential revenue pillars

Eggy's revenue model takes a bottom-up approach and plans to generate revenue within the one platform through three potential pillars including:

1. individuals using Eggy for Home (free);
2. individuals using Eggy for Work (paid); and
3. product/service providers using Eggy Enterprise Integrations (paid).

The initial focus is on user acquisition by offering Eggy for Home as a free product, with the priority being user growth and retention alongside market awareness and product optimisation. As market penetration of Eggy for Home increases, the demand for Eggy for Work will likely increase. With a critical mass of users, the business case for Eggy Enterprise Integrations will become increasingly valued by product/service providers.

Eggy for Home

Eggy for Home is a free product.

In addition to the existing features in the Eggy app, Eggy for Home will include:

- 1-touch payments
- Bulk tax export
- Basic cash flow summaries
- Bill smoothing/consolidated payments

Initially, a third-party payment gateway integration will be implemented to enable users to make financial transactions (e.g. pay bills) within the app and a small transactional fee will be paid for by the user. However, in the event that total payment volumes within Eggy exceed \$5m per month, Eggy will implement its own payment gateway, thereby enabling an additional revenue stream through a small transaction charge on user payments.

The Eggy for Home revenue pillar is based on the following assumptions:

- In Australia, ABS data indicate there are ~1.2 million mothers aged 35-44.
- The average household expenditure on bills is ~\$6,000 per year (\$500 per month), which at a 0.5% transaction charge is \$30 per annum per consumer.
- The Total Addressable Market (TAM) for the target segment (1.2 million potential customers) is \$36 million per annum.

Eggy for Work

Eggy for Work will offer a premium feature set (paid) for Eggy for Home users. This will be offered on a monthly subscription basis.

In addition to the existing features in the Eggy app, Eggy for Work will include:

- 1-touch payments
- Basic cash flow summaries
- Bill smoothing/consolidated payments
- Accounting/legal integrations
- QR code facility
- e-Signatures

Eggy for Work will provide Eggy for Home users with an additional 'space' in their Eggy app where they can manage their small business needs. The interface will be analogous to Eggy for Home, but will be tailored for small business purposes. For example, Vault categories may include Accounting/Finance, Certifications, Customers, Legal, Marketing, Policies, and Professional Development.

The Eggy for Work revenue pillar is based on the following assumptions:

- In Australia, ABS data indicate that there are 1,490,932 sole traders (0 employees) & 611,468 are micro businesses (1-4 employees), which equates to 2.1 million potential Eggy for Work customers.
- At a monthly subscription of \$15 per month this represents an annual TAM of \$378 million.
- Assuming a minimum annual business payment expenditure of \$10,000 per annum, this also represents additional transaction revenue through the payment gateway of \$105 million.
- The total TAM for Eggy for Work equates to \$483 million per annum.

Eggy Enterprise Integrations

Eggy Enterprise Integrations will be a paid product (annual fee) for product/service providers to connect with Eggy users.

After spending three months working with Suncorp in 2019, Eggy established a relationship with a leading provider in the finance and insurance sector. This experience validated the opportunity that enterprise sees for future integrations with the Eggy platform, and the benefit of Eggy remaining independent of any one product/service provider to ensure maximum value for the consumer who has a multitude of providers in the life admin space. Discussions regarding pilot programs with Suncorp and other corporates are progressing.

Product and service providers will be able to connect with their customers directly through the Eggy platform via API integrations. This includes those providing products/service in the Finance, Insurance, Telecommunications, Utilities, Health, Education, Government, Travel and Retail sectors. Enterprise will benefit from happy customers whose life admin needs are being met and reduced operational expenses through efficient customer interactions and transactions.

API integrations will enable:

- document delivery – service providers will be able to send documents directly to Eggy users' accounts
- customer communications – service providers will be able to notify their customers of upcoming key dates related to their product/service
- data insights – with users' authorisation, service providers can be alerted about, and respond to, Eggy users' needs for products/services
- product placement – with the users' authorisation, service providers will be able to present personalized, targeted and relevant products and services to Eggy users
- Know Your Customer / digital identity – service providers and their customers can engage in highly secure interactions and transactions which meet compliance standards

The Eggy Enterprise Integrations revenue pillar is based on the following assumptions:

- In Australia, ABS data indicate that there are 1,034 large businesses within the abovementioned industry verticals.
- While there may be some revenue generated from building initial integrations for enterprise, based on the assumption of an average subscription fee of \$250,000 per annum, this segment represents a TAM of \$258.5 million.

Potential Revenue Pillars	Total Addressable Market (Australia)
Consumer	\$36 million
Small Business	\$483 million
Enterprise	\$258.5 million
TOTAL	\$777.5 million

The opportunity for the US and rest of the world are both estimated to be a factor of 50 larger than the market in Australia.

2.3.2 IP and domains

To help to put in place reasonable mechanisms to ensure the business is protected, since its inception Eggy has engaged the services of legal advisors. Eggy's legal team (Edwards & Co Legal, Sydney) provide specialised expertise in the protection and commercialisation of IP assets and digital industries, as well as corporate and commercial legal advice. In addition, a highly experienced Security Advisor (Daniel Grzelak, Head of Security at Atlassian) has been appointed to guide Eggy on its security strategy.

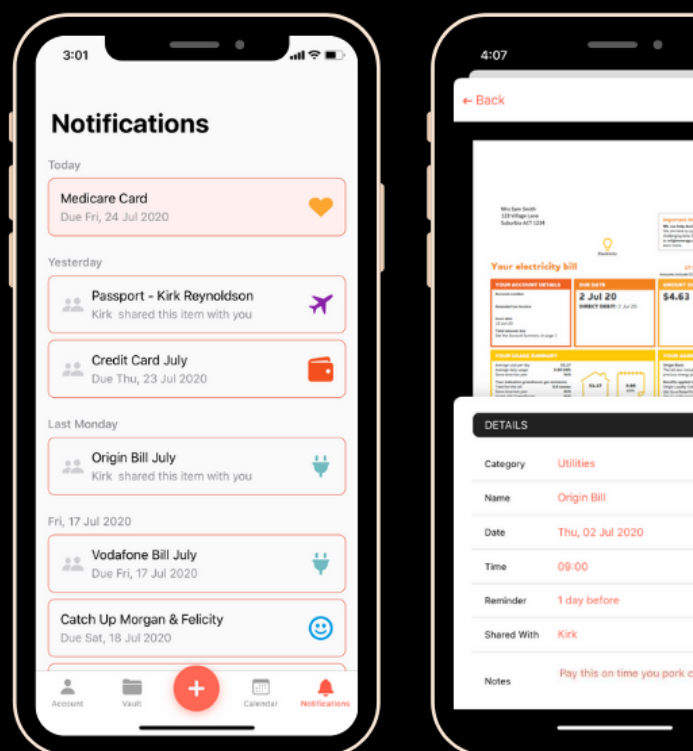
Eggy has applied for trademark protection for the Eggy name in Australia. Eggy's core product is software, which is a form of intellectual property protectable by copyright laws. Commercial agreements have been put in place to protect the company's IP, including Non-Disclosure Agreements (NDA's), Master Service Agreements (MSA's) and associated Statements of Work (SOWs) with Advisory Board members, full-time employees (FTEs) and contractors engaged by Eggy.

Multiple domains have been purchased and all redirect to the Eggy home page (<https://eggy.com.au/>).

Domain name	Status	Expiry
lifeunscrambled.com.au	Registered	4 July 2021
life-unscrambled.com	Registered	4 July 2021
eggy-life.com.au	Registered	4 July 2021
life-unscrambled.co	Registered	4 July 2021
eggy-life.co	Registered	4 July 2021
lifeunscrambled.co	Registered	4 July 2021
eggy-life.com	Registered	4 July 2021
eggyapp.com	Registered	24 May 2021
eggy.com.au	Registered	24 May 2021

Country	IP type	Status
Australia	Eggy Trademark	Pending

Eggy also benefits from the complexity of the design of its software-as-a-service product. Significant resources (time, funding, human capital, operational activities, research and development) have been invested in getting Eggy to its current stage. This serves as a protection mechanism for Eggy and a barrier to entry for existing products to pivot, or for new players to develop a similar product. In addition, Eggy has the favourable first-mover advantage and therefore a higher likelihood of gaining market share by entrenching consumers, small business owners and enterprise.



2.4 Business strategy

Eggy aims to automate the entire life admin process and connect consumers with enterprise across all life admin industry verticals in a way that hasn't been done before. This means that the entire life cycle of life admin items will be managed and automated within Eggy, with the user having ultimate control over their life admin information. Users will be able to purchase products and services that suit their evolving needs, and product/service providers will be able to create and offer personalized products to existing and potential customers to meet those needs. Eggy's objective is to be revenue generating within the next 12 months. Once Eggy has conquered the Australian market, the company plans to take Eggy to other international markets.

Eggy is a pre-revenue company. The business objectives presented here are a hypothetical representation of the potential revenue for the business if target user levels, product milestones and enterprise partnerships are realised.

2.4.1 Business objectives

Phase 1 – Building

Timeline

- Now → Aug 2021

Product

- Build, test and iterate Eggy for Home (iOS & web app)
- Build Eggy for Home Android app
- Establish product-market fit (PMF) for Eggy for Home
- Synthesise usage data to drive product roadmaps
- Scope & build business case for Eggy for Work premium offerings
- Scope & build business case for Eggy Enterprise integrations

Market

- Focus on needs of Ideal Customer Profile (ICP)
- Build and refine growth strategies
- Invest primarily in user acquisition and retention
- Progress enterprise partnerships

Revenue

- No revenue (adoption and usage focus)

Team

- Tech, product, customer support, marketing
- Management/Board
- Advisory

Proof points

- Acquisition, growth and retention metrics
- Proof of value for ICP (Eggy for Home)/North Star Metric
- User satisfaction & referrals / Net Promoter Score
- Stable tech, seamless product
- Happy, growing team

Phase 2 - Acceleration

Timeline

- Feb 2021 → Feb 2022

Product

- Build, test and iterate Eggy for Work (premium offering)
- Establish product-market fit for Eggy for Work
- Build data science team (AI/ML capabilities)
- Synthesise usage data to drive product roadmaps
- Progress Eggy Enterprise Integration pilot programs

Market

- Primary focus on acquisition
- Drive brand awareness in market
- Progress enterprise partnerships

Revenue

- Prove out path to profitability/turn on revenue for Eggy for Work (premium offering)
- Possible light Eggy Enterprise Integration pilot fees
- Switch on Eggy payment gateway

Team

- Tech, product, customer support, marketing, BDM
- Management/Board

Funding

- Raise seed funding via VCs (once PMF established)

Proof points

- Acquisition, growth and retention metrics
- Proof of value for ICP (Eggy for Work)/North Star Metric
- User satisfaction & referrals / Net Promoter Score
- Stable tech, seamless product
- Happy, growing team
- Engaged enterprise partners
- Strategic investment partners
- Acquisition potential

Phase 3 - Monetization

Timeline

- Aug 2021 → Aug 2022

Product

- Build, test and iterate Eggy Enterprise Integrations
- Define standardised and customised API offerings
- Refine Eggy for Home & Eggy for Work features

Market

- Focus on the needs for ICP (Enterprise Integrations)
- Drive strategic enterprise partnerships
- Drive Eggy for Home and Eggy for Work user adoption to >15% of target markets

Revenue

- Prove out path to profitability/turn on revenue for Eggy Enterprise Integrations

Team

- Commercialization, BDM, Enterprise support, Sales Enablement
- Security, mobile, architecture and data science teams
- Tech, product, customer support, marketing
- Management/Board

Proof points

- Revenue and revenue growth
- Strategic partnerships
- Increasing company valuations
- Exponential growth & retention metrics

Phase 4 - Globalization

Timeline

- Feb 2022 → Feb 2023

Product

- Build out Eggy for new markets (US, UK, SE Asia) following similar path to Australia
- Ensure legal, regulatory and compliance in international markets

Market

- Establish brand awareness in international markets
- Scope, build and execute acquisition and growth strategy
- Develop strategic partnerships for distribution

Revenue

- Turn on revenue pillars as quickly as possible

Team

- Build teams and establish international offices

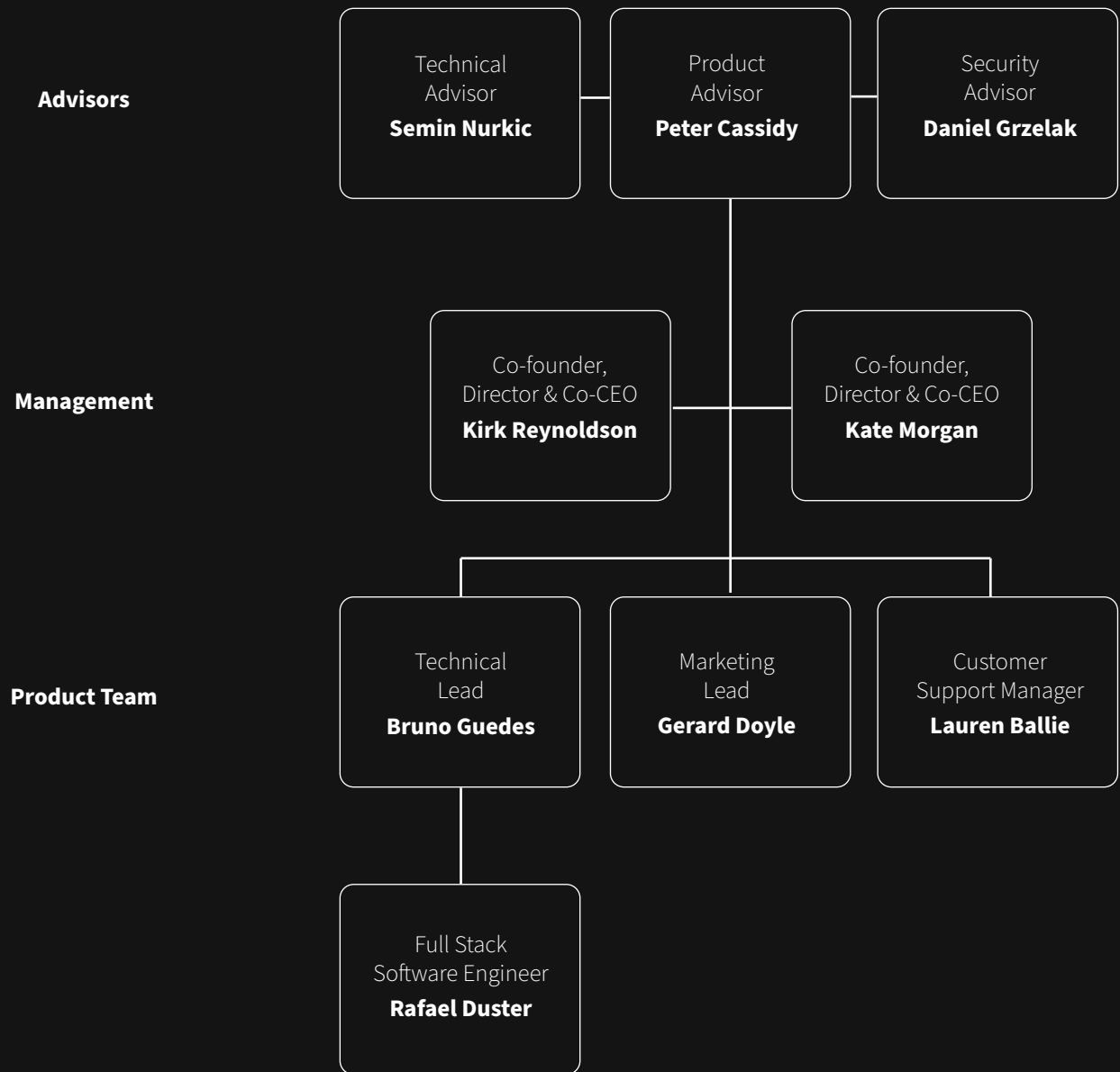
Funding

- Raise series A funding via VCs (ready for scale)

Proof points

- Revenue and revenue growth
- Acquisition, growth and retention metrics
- Partnerships in other markets

2.5 Organisational structure



2.6 Capital structure

2.6.1 Issued capital

Mac East Holdings Pty Ltd has 121,412 ordinary shares on issue. Table 1 below sets out the issued capital of Mac East Holdings Pty Ltd.

Table 1. Issued capital of the Company before the Offer

Shareholder	Share Type	Shares	Options
Founders	Ordinary	100,000	Nil
Michael & Helen Morgan	Ordinary	1,667	Nil
L & A Rickert Pty Ltd	Ordinary	1,389	Nil
Jason Reynoldson	Ordinary	1,667	Nil
M & A Collins & T & K Foster	Ordinary	1,389	Nil
Sheryl Duffy	Ordinary	1,389	Nil
Chris Malone Electrical Pty Ltd	Ordinary	1,390	Nil
McHattan FT Pty Ltd	Ordinary	1,389	Nil
Matthew Grayson Pty Ltd	Ordinary	1,389	Nil
Seed Investors	Convertible Notes \$255,000	8,471	Nil
Employee Share Ownership Plan (ESOP)	Ordinary	1,272	Nil
Total		121,412	

2.6.2 Equity (pre- and post-offer)

Table 2. Issued capital of the Company following the Offer

Shares	Minimum Subscription	Maximum Subscription
Existing Shares (including Con-vertible Notes)	121,412 94.51%	121,412 81.13%
Offer Shares	7,059 5.49%	28,235 18.87%
Employee Share Ownership Plan (ESOP)	1,461 1.124%	1,704 1.13%
Total shares on issue	129,931 100%	151,351 100%

2.6.3 Rights and liabilities associated with securities

Set out below is a brief summary of the rights and liabilities associated with the Company's securities. For further information, including information relating to restrictions on transfer and drag along and tag along rights, please refer to the Constitution available on the Intermediary's website.

Immediately after issue and allotment, the shares offered under this Offer will be fully paid ordinary shares. There are no other classes of shares currently on issue. All ordinary shares have the same voting rights (one vote for each share held) and the same rights to receive dividends.

As at the date of this offer, a Shareholders agreement has been executed and governs the rights and obligations among the Company's existing shareholders. Subject to successful completion of this CSF offer, and before any shares are issued under this CSF offer, the shareholders agreement will be terminated, and the Constitution included on the Intermediary's platform will be adopted.

Please note, under the Constitution, the Directors have the discretion to approve transfers of securities to a third party. A more detailed description of the rights associated with shares can be found in section 3 of the Offer document below.

2.6.4 Debt funding and other sources of funding

To-date, funding to finance Eggy has been obtained through the following sources.

Funding type	Description	Amount
Equity finance	Seed investors	\$211,042
	Founders' capital contribution	\$75,468
Convertible Notes	Seed investors	\$255,000
Debt finance	R&D Finance	\$73,940

2.6.5 Other financing

To-date, funding to finance Eggy has also been obtained through the following sources.

Funding type	Description	Amount
Government grants and tax incentives	2019 R&D	\$151,810
	2018 R&D	\$37,868
Total		189,678

2.7 Directors and senior managers

2.7.1 Our directors



Kirk Reynoldson

Co-Founder, Director and Co-CEO

For the last two years, Kirk, along with his co-founder Kate, has been the driving force behind Eggy. As a busy Dad, Kirk knows too well the pain of life admin and that it needs to be made as easy as possible. Prior to Eggy, Kirk was a professional athlete for about 10 years (Melbourne Storm, Newcastle Knights, St George Dragons) where he learnt a thing or two about discipline, resilience and teamwork. Post-retirement, Kirk indulged his love for numbers by doing his commerce degree at university. Working full-time on Eggy since early 2019, Kirk's key duties include Product, Operations (Accounting, Legal, HR), Funding, Commercialisation, and Stakeholder Relationships. Kirk wants Eggy's vision to be realised ASAP so he can spend more time at Toyworld. Kirk lives on the Gold Coast with his wife and their two kids.



Kate Morgan

Co-Founder, Director and Co-CEO

Along with her co-founder Kirk, Kate has been working full-time on Eggy since early 2019. As a busy mum, Kate knows how painful life admin is and how having little wins in life can be a really big deal. Prior to Eggy, Kate spent ten years working as a health professional and university lecturer, where she developed some pretty hardcore research and writing skills through doing her PhD and presenting at international conferences. Kate also had a career in corporate nutrition where she consulted to multinational companies. Kate's key duties with Eggy include Product, Research, Marketing, Communications and Customer Success. When Eggy has gone global and is making life unscrambled all over the world, Kate is looking forward to a full nights' sleep. Kate lives on the Gold Coast with her husband and their two young kids.

2.7.1 Our advisors



Daniel Grzelak

Security Advisor

Daniel is Eggy's esteemed Security Advisor and is currently Head of Security for Atlassian. As a highly experienced, internationally recognised information security specialist, Daniel oversees Eggy's security strategy. Having been a successful investor and founder himself, Dan brings a truckload of industry experience and wisdom to Eggy. He is in regular contact with the Eggy team and provides stellar advice to Eggy's founders - Kirk & Kate. Dan dabbles in intermittent fasting and lives in Sydney with his family.



Semin Nurkic

Technical Advisor

Semin is Eggy's revered Technical Advisor and is currently Chief Technical Officer for Whooshkaa. On top of being an investor, a board executive and a founder himself, Semin has experience leading tech teams in startups and large enterprises. Semin oversees the technical build of Eggy and along with sharing his startup and commercial expertise. He is in regular contact with the Eggy team and provides stellar advice to Eggy's founders - Kirk & Kate.

Semz is the self-proclaimed 'best looking guy in tech' and lives with his family in Sydney.



Peter Cassidy

Product Advisor

Peter is Eggy's highly regarded Product Advisor and is currently the Co-founder & Chief Product Advisor at Stackla. As an investor and a founder of a successful tech company himself, Pete helps that Eggy team make sure that their product is hitting the mark and helps them to navigate the always rocky startup landscape. He is in regular contact with the Eggy team and provides stellar advice to Eggy's founders - Kirk & Kate. Pete lives in Oregon with his wife and three boys. His other loves are the South Sydney Rabbitohs and his electric skateboard.

2.7.1 Our product team



Bruno Guedes

Technical Lead

Bruno Guedes is Eggy's unflappable Tech Lead. Prior to leading the development of Eggy, Bruno worked as a Senior iOS Engineer for corporate heavyweights including CBA, Tabcorp and UBank. Bruno wants to make managing life admin better so he can go surfing more. Bruno lives on the Gold Coast with his wife and their two young boys.



Gerard Doyle

Marketing Lead

Gerard is Eggy's masterful Marketing Lead. With over 20 years' experience in marketing with big agencies, and as a 3-time founder himself, Gerard is super skilled in guiding the Eggy team to tell their story and match the Eggy product to its market. When he's not presenting growth hacking hacks to startup crowds, he's probably watching the latest episode of Bluey. Gerard lives in Brisbane with his wife and two kids, and a puppy that eats Air Pods



Rafael Duster

Full Stack Software Engineer

Rafael is Eggy's hardworking full stack developer with 4 years' experience under his belt. Having grown up in Brazil, Rafa is the epitome of Eggy's company values - Family, A Better Life & Making Magic. Rafa lives on the Gold Coast where he's hoping to one day go fishing and actually catch a fish.



Lauren Ballie

Customer Support Manager

Lauren is Eggy's devoted Customer Support Manager. With well over a decade of experience in client communication and customer service roles, Loz works hard every day to make sure Eggy users are getting the most out of their experience. Loz uses Eggy to keep track of everything from her little girl's beautiful artwork to her favourite wine (because home schooling). Loz lives on the Gold Coast with her husband, daughter and their new puppy Cricket.

2.8 Risks facing the business

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

Risk	Description
Cash flow risk	The Company's operating activities involve a series of cash inflows and outflows. Although the Company seeks to manage its cash flow efficiently, there is a risk that the Company may not have sufficient cash or working capital, at times, to fund both its operations and its expansion plans. This could affect the Company's profitability, future prospects, and its ability to meet its business objectives.
Funding risk	<p>The Company is in the process of raising funds to achieve its strategic business objectives and to cover its projected operating expenses. The Company may not raise all of the required funding and therefore not achieve all of its business objectives.</p> <p>The Company may also need to raise additional funds in the future from investors or third parties. There is no assurance that the Company will be able to obtain additional rounds of funding on substantially the same terms as outlined in this Offer Document or at all. The Company's value may be materially affected if the required additional funding is not available.</p>
Competition risk	The Company operates in a highly competitive market, with several known competitors, and moderate barriers to entry that could give rise to new and unknown competitors. If the Company is unable to successfully compete with existing and/or new competitors, this would have a negative impact on the revenue, profitability and future prospects of the business.
Insolvency risk	The Company is not yet profitable. The company is seeking to obtain further funding to achieve its objectives. There is no guarantee that funding will be available on favourable terms or that the Company will receive any level of funding at all.
Personnel risk	As an early stage business, the Company is susceptible to the loss of key team members as they are considered critical to the continued success of the Company. If a key team member was lost, due to illness for example, this could significantly affect the Company's ability to continue its operations or achieve its business objectives as the case may be.
Technology risk	<p>The Company's business model is dependent upon third-party technology providers (e.g. Apple). Despite the Company's measures to effectively manage this risk, if any of these providers were to cease operating or terminate their agreement with the Company, it would significantly impact on distribution, revenue and profitability.</p> <p>The Company uses a number of marketing and member communication technology solutions. Despite the Company's measures to effectively manage these systems and risks, if any of these technologies were to fail without notice, it could interrupt the Company's ability to sell or communicate with customers, which could have a direct impact on revenue and profitability.</p>

Risk	Description
Security risk	The Company provides a platform for users to store their personal information. Despite the Company's efforts to ensure that users information is secure, if a breach of security were to occur, this could significantly damage the Company's reputation, growth and profitability.
Business model risk	The Company is at the proof-of-concept stage of the business cycle. As such, it carries the risks of a start-up business. Given the limited trading history of the company, no assurance can be given that the Company will achieve commercial viability through the implementation of its business plan.
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>
Brand risk	If the Company does not maintain consistent levels of quality and service in its offering, the Company's brand and reputation could be damaged. In an increasingly connected world, damage to a company's brand and reputation can be catastrophic. The Company is acutely aware of this risk and is vigilant to ensure that it maintains a consistently high level of product quality and customer service.

2.9 Financial information

Below are the financial statements of the Company for the financial year ended 30 June 2020, which have been prepared in accordance with the Accounting Standards.

2.9.1 Balance sheet

Mac East Holdings Pty Ltd T/A Eggy ABN: 84 626 104 649

Statement Of Financial Position As At 30 June 2020

	2020	2019
	\$	\$
Current assets		
Cash and cash equivalents	43,302	90,702
Receivables	7,328	6,181
Current tax assets	153,194	37,868
Total current assets	203,824	134,751
Non-current assets		
Other assets	-	12,130
Total non-current assets	-	12,130
Total assets	203,824	146,881
Current liabilities		
Payables	10,734	-
Borrowings	73,940	0
Total current liabilities	84,674	-
Non-current liabilities		
Payables	-	50,468
Financial instruments (convertible notes)	255,000	-
Total non-current liabilities	255,000	50,468
Total liabilities	339,674	50,468
Net assets	(135,850)	96,413
Equity		
Share capital	211,042	211,042
Capital Reserve	75,468	-
Retained earnings	(422,360)	(114,629)
Total equity	(135,850)	96,413

2.9.2 Profit and loss statement

Mac East Holdings Pty Ltd T/A Eggy ABN: 84 626 104 649
Statement Of Profit Or Loss And Other Comprehensive Income
For The Year Ended 30 June 2020

	2020	2019
	\$	\$
Revenue and other income		
Revenue from contracts with customers	-	-
Other revenue	-	62
Other income	10,000	-
	10,000	62
Less: expenses		
Depreciation and amortisation expense	(34,598)	(4,305)
Employee benefits expense	(117,256)	-
Advertising expense	(28,933)	(3,346)
Research and development expenses	(242,641)	(120,937)
Borrowing costs expense	(2,800)	(2,169)
Other expenses	(44,697)	(21,802)
	(470,925)	(152,559)
Loss before income tax expense	(460,925)	(152,497)
Income tax (expense) / benefit	153,194	37,868
Loss from continuing operations	(307,731)	(114,629)
Other comprehensive income for the year	-	-
Total comprehensive loss	(307,731)	(114,629)
Profit / (loss) is attributable to:		
- Owners of Mac East Holdings Pty Ltd	(307,731)	(114,629)
Total comprehensive income / (loss) is attributable to:		
- Owners of Mac East Holdings Pty Ltd	(307,731)	(114,629)

2.9.3 Cash flow statement

Mac East Holdings Pty Ltd T/A Eggy ABN: 84 626 104 649

Cash Flow Statement For The Year Ended 30 June 2020

	2020	2019
	\$	\$
CASH FLOWS FROM OPERATING ACTIVITIES		
Receipts from customers	-	-
Payments to suppliers and employees	(439,044)	(167,164)
Receipts of other revenue	10,000	62
Interest received	-	-
Finance costs	(6,956)	(2,434)
Income tax received / (paid)	37,868	-
Net cash provided by operating activities	(398,132)	(169,536)
CASH FLOWS FROM INVESTING ACTIVITIES		
Payments for property, plant and equipment	(3,208)	(1,272)
Net cash used in investing activities	(3,208)	(1,272.00)
CASH FLOWS FROM FINANCING ACTIVITIES		
Proceeds on share issue	-	211,042
Proceeds from borrowings	353,940	50,468
Proceeds on share issue	-	211,042
Net cash used in financing activities	353,940	261,510
Net increase in cash held	(47,400)	90,702
Cash at beginning of financial year	90,702	0
Cash at end of financial year	43,302	90,702

2.9.4 Statement of changes in equity

Mac East Holdings Pty Ltd T/A Eggy ABN: 84 626 104 649

Statement Of Changes In Equity For The Year Ended 30 June 2020

	Contributed equity	Reserves	Retained earnings	Total equity
	\$	\$	\$	\$
Balance as at 1 July 2018				
Profit for the year			(114,629)	(114,629)
Total comprehensive income for the year	-	-	(114,629)	(114,629)
Transactions with owners in their capacity as owners:				
Contributions	211,042	75,468		286,510
Dividends				-
Total transactions with owners in their capacity as owners	211,042	75,468	-	286,510
Balance as at 30 June 2019	211,042	75,468	(114,629)	171,881
Balance as at 1 July 2019	211,042	75,468	(114,629)	171,881
Profit for the year			(307,731)	(307,731)
Total comprehensive income for the year	-	-	(307,731)	(307,731)
Transactions with owners in their capacity as owners:				
Contributions				-
Dividends				-
Total transactions with owners in their capacity as owners	-	-	-	-
Balance as at 30 June 2020	211,042	75,468	(422,360)	(135,850)

2.9.5 Management comments on historical performance and outlook

Forecasts 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 may differ from the forecasts provided in this document. No representation or assurance is or can be given that the forecasts will be achieved.

Eggy is an early stage, pre-revenue tech company.

The Eggy app is based on the SaaS (software as a service) model where the primary objectives are growth and retention. Typically, SaaS models require significant upfront costs to develop a product which can then be distributed widely across multiple markets.

2019 was largely focused on research, building the team, developing an MVP and cementing Eggy's relationship with a leading finance and insurance institution in Australia.

The focus for 2020 has been on releasing the early version of the Eggy app into market and initiating product-market fit in the Australian market. Given the metrics and early traction so far, Eggy's future is promising.

To-date, the majority of Eggy's costs have been invested into building the Eggy product.

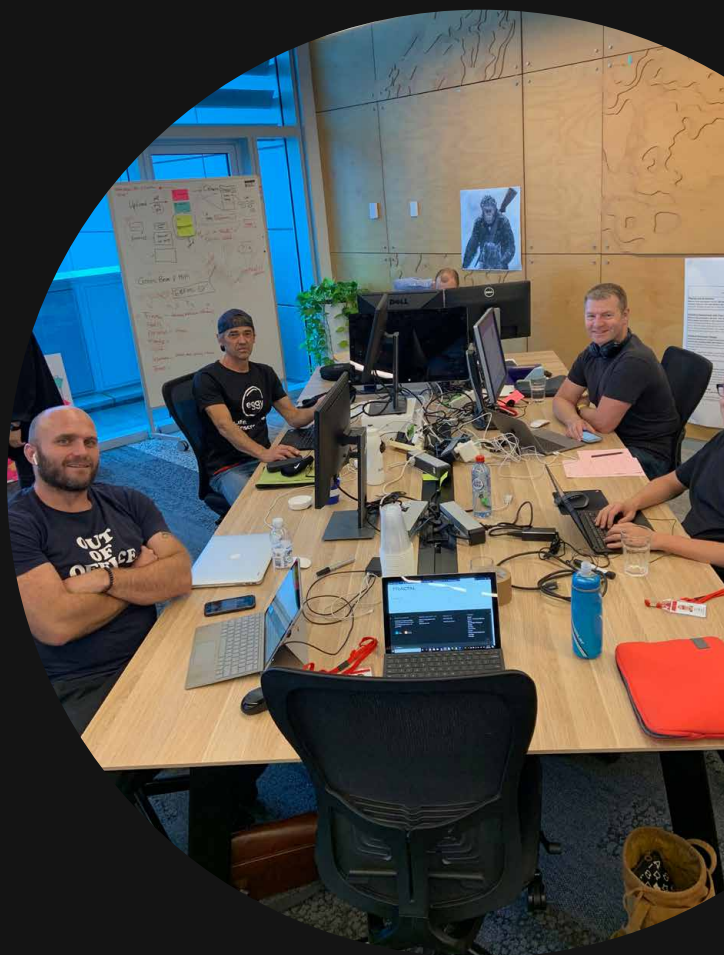
The next 36 months will be comprised of four key phases. as outlined in section 2.4.1.

It is anticipated that if the maximum subscription of this CSF offer is reached, this will provide sufficient runway for Eggy to achieve the milestones set out for the next 12-18 months. In particular, proof points for Phase 1 will be met and Phase 2 proof points will be progressed. Given Eggy's traction to-date and established relationships with wholesale and VC investors, we are confident that Eggy will be in a position to secure VC seed funding in Phase 2 to enable the delivery of subsequent phases and milestones.

In the event that the maximum subscription amount of this CSF offer is not reached, based on Eggy's historical funding performance, we are confident of accessing funding from a variety of other sources to reach our next milestones. To increase Eggy's probability of success in remaining financially viable, Eggy has developed a funding strategy with our Corporate Advisory (Pitcher Partners, Brisbane) which is designed to maximise the value of its equity for future growth.

Eggy's objective is to be at revenue within the next 12 months and to be in international markets in three years.

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 Eggy and has not been validated by an independent third party.



Section 3

Information about the Offer.

3.1 Terms of the Offer

Mac East Holdings Pty Ltd is offering up to 28,235 shares at an issue price of AU \$35.42 per share to raise up to \$1,000,000.

The key terms and conditions of the Offer are set out in the Table below.

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.

A description of the rights associated with the shares is set out in Section 3.

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.

Table 4: Terms of the Offer

Term	Details
Shares	Fully-paid ordinary shares
Price	\$35.42
Minimum Subscription	\$250,000
Maximum Subscription	\$1,000,000
Minimum parcel size	\$250.00
Opening date	18.08.2020
Closing date	08.09.2020

3.2 Use of funds

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

Table 4: Terms of the Offer

Intended use	Minimum Subscription \$250,000	Maximum Subscription \$1,000,000
Wages & Salaries (40%)	\$100,000	\$400,000
Operations (15%)	\$37,500	\$150,000
Marketing (14%)	\$35,000	\$140,000
Contractors (20%)	\$50,000	\$200,000
Capital raising costs (6%)	\$15,000	\$60,000
Legal (5%)	\$12,500	\$50,000
Total	\$250,000	\$1,000,000

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

The cost of the Offer includes the Intermediary's fees under the hosting agreement between the Company and the Intermediary.

These fees are up to 6% of all funds raised by the Issuer through Birchall Financial Services Pty Ltd (Intermediary), plus \$2,800 for administration and setup costs.

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

3.3 Rights associated with the shares

Immediately after issue, the shares 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 CSF shareholders have a right to receive any dividends declared and paid by the Company with respect to ordinary shares. 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 holders of ordinary shares after secured and unsecured creditors of the Company. Holders of fully-paid ordinary voting shares rank ahead of other classes of shares (if any).

3.3.6 Restrictions on sale and transfer

Any transfer of ordinary shares held by CSF shareholders requires the consent of the Board.

3.4 Investor rewards

In addition to being a shareholder of Mac East Holdings Pty Ltd, a range of incentives and rewards are being offered for investors. These include:



\$250+

A tile with your name, photo & Investor Number on the Eggy Investor Wall of Fame at Eggy HQ



\$500+

Early access to new Eggy app features PLUS the above



\$1000+

Personalised app splash screen with your Investor Number PLUS all of the above



\$5000+

Eggy trucker cap personalised with your Investor Number PLUS all of the above



\$10,000+

Strategy session with Eggy's Founders PLUS all of the above

Images of rewards are indicative only.

3.5 What can I do with my shares?

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

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

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

Section 4

Information about investor rights.

4.1 Cooling-off rights

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 (the Cooling-off Period).

You must withdraw your application via the Intermediary's platform as follows: by following the link and instructions on the CSF Offer page on the Intermediary's platform.

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

4.2 Communication facility for the Offer

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

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

Officers, employees or agents of the Company, and related parties or associates of the Company or the Intermediary, may participate in the facility and must clearly disclose their relationship to the Company and/or Intermediary when making posts on the facility.

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

4.3 Proprietary company corporate governance obligations

4.3.1 Annual report

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

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

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

4.4 Related party transactions

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

4.5 Takeovers

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

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

Glossary.

Company means Mac East Holdings Pty Ltd

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

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

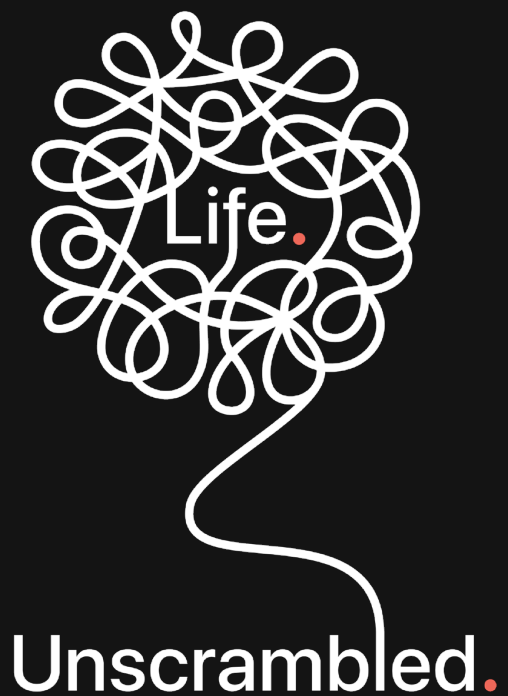
Intermediary means Birchall Financial Services Pty Ltd
AFSL 502618

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

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

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

Wholesale Investor means an investor who satisfies the definition of a 'wholesale client' under Chapter 7 of the Corporations Act 2001 (Cth).





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