PURAU PTY LTD

Crowd-sourced funding offer document





Dated 16 November 2021

Offer of fully-paid ordinary shares in PURAU PTY LTD at \$0.60AUD 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 PURAU PTY LTD. This Offer is made under the CSF regime in Part 6D.3A of the Corporations Act 2001 (Corporations Act).

Issuer
PURAU PTY LTD ACN 24 639 697 055

Intermediary
Birchal Financial Services Pty Ltd AFSL 502618





Table of Contents

SECTION 1:
Risk warning

SECTION 2:

Information about the Company

SECTION 3:

Information about the Offer

SECTION 4:

Information about investor rights

GLOSSARY



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



Letter from the founders

Every year thousands of Aussies suffer from the agony of skin issues. From acne on the face, shoulder, jawline and back – the problem goes beyond aesthetics – it affects our mental health and our wallets.

I know this from personal experience. Struggling to find a solution to my never-ending skin breakouts, I was spending thousands of dollars on treatments and products with nothing producing any long-term solutions.

So I took it on myself to find the solution. I went past the product shelves and straight to naturopaths, nutritionists and scientists who explained to me that all of the products I was slapping on my skin were treating a symptom and not the cause. My gut health.

Working with these specialists I started taking a concoction of 4 to 5 herbal products mixed in water. It was time consuming and they tasted disgusting, but they worked.

I kept thinking "imagine if you could take something in tasteless capsules, that could fit into a morning and night routine" - until the entrepreneur in me stopped thinking about it and started making it a reality. That's when PuraU was born.

The fates intervened and I connected with Vlad at a business seminar in Melbourne. Another inspired business-builder, with 10+ years of

experience running a family business and working within the health market, he came with a deep understanding of nutrition and herbal products - everything necessary to help me undertake the initial concept planning for a product that could potentially change lives.

PuraU's "Inside & Out" is more than just a product - it's a remedy to an age-old problem that isn't being sufficiently addressed in today's market. We're here to change our customers' relationship with their guts, by giving them a product that is now ARTG listed (not simply a food supplement claiming to have health benefits) and that looks as good as it makes them feel.

Our products are formulated for gut health, skin health and general wellbeing and include added benefits like supporting a healthy immune system function and promoting energy & vitality. We achieve this in just one easy 3-tablet system and we do it in style!

But to take PuraU to the next level, we need your help!

With an injection of capital we can turbocharge our marketing, make major hires and expand into global markets.

We know our approach has the opportunity to change gut health the world over and we'd love for you to own a piece of the journey.

Yours sincerely,

Reever & Vlad





2.1 Company details

This offer of shares is made by PURAU PTY LTD ACN 24-639-697-055 (Company).

Company name	PURAU PTY LTD
ACN	24-639-697-055
Date of incorporation	11 MARCH 2020
Registered office	924/401 Docklands Dr, Docklands VIC 3008
Principal place of business	924/401 Docklands Dr, Docklands VIC 3008

2.2 Description of business

2.2.1 ABOUT THE COMPANY

DESCRIPTION OF THE BUSINESS:

PuraU is a direct-to-consumer proprietary limited company that provides a three-step ARTG listed gut-health program.

PROBLEM:

1. Lack of ARTG Listed gut-health remedies

A great portion of gut-health products available to consumers are not ARTG listed products. Often, products are approved under food safety guidelines and 'gut health' terms are loosely applied, meaning that products under this regulation cannot make any specific claims. PuraU Inside & Out has a competitive advantage being ARTG listed in terms of product claims, safety and efficacy.

2. Inconvenient

When gut-health remedies are recommended by experts in the field, the offerings they recommend are usually not easy to take as part of a daily and weekly routine. Commonly, ARTG standard products come in up to five different powdered forms, which need to be mixed with water and ingested separately. It's inconvenient and time consuming.





Dissolvable powders, when mixed with water, taste terrible and deter consumers from using them consistently to achieve the outstanding results they can yield.

4. Poor long-term results

Current gut-health products on the market, due to the preceding reasons (inferior ingredients and inconvenient means for ingestion) may result in ineffective long term results for users. This ultimately means consumers potentially abandon the products and are left to believe that such gut-health products don't work, or are not worth the effort.

5. Failure to address the root cause of skin conditions

Many suffering from ongoing skin conditions are not educated about the root cause of their skin problems. Much of our immune system is affected by gut health and as such, without remedying gut health, many are left to battle their skin conditions with topical treatments that only address the symptom and not the cause of their problem.

6. Unappealing design aesthetic

Gut-health doesn't feel inherently sexy. And the products on the market to solve the problem don't make it feel any moreso. Gut-health products are generally seen to be non-medicinal or are branded and promoted in a way that deosn't appeal to Gen Z or millennial markets, meaning many miss out on the significant benefits of these products.

THE SOLUTION:

PuraU is the future of gut-health.

Our Aussie designed and manufactured products have been developed directly with microbiologists and scientists to ensure we meet ARTG standards and deliver a product that aims to provide long-term results by resolving gut health issues and supporting skin health and structure, reduction of acne symptoms and hormonal breakouts and relief from bloating and abdominal discomfort.

PuraU has proven its success via its transformation stories and this not just due to the quality of the ingredients in the product – it's also because of how convenient the product is to take. Over the course of a simple 20, 40 or 60 day cleanse, customers simply need to remember to take one 1 of each capsule (Repair, Replenish & Restore) at breakfast, lunch and dinner (total 9).

PuraU doesn't involve potions and mixtures that taste terrible and that are impossible to remember to take, let alone whip up during the course of a busy day.

From a strategic perspective, PuraU understands that customers don't just buy products - they buy brands. Whilst we know the quality of our product speaks for itself, we've left



nothing to chance by creating stunning insta-worthy packaging that any man or woman would be proud to have sitting on their bathroom shelf or share on their socials!

PuraU is the whole package. It's the future of gut-health in three easy capsules that could change guts, skin and lives.



Acacia C 🔮

18/05/2021

Since taking HappyGut my skin has improved drastically. My entire skin complexion has also improved, its no longer so red and inflamed all the time. I HIGHIY recommend this product.



*Individual has provided consent to inclusion of this statement.





Jake S 👁

14/05/2021

These are my results are 20 days taking the gut cleanse. Im so stocked at the changes in bloating, I've never taken anything so effective.



*Individual has provided consent to inclusion of this statement.



Jenna 🖸

17/05/2021

I did the 40 day cleanse and I'm honestly shocked with my results. My acne is literally gone.



*Individual has provided consent to inclusion of this statement.



Mia D 🤣

06/05/2021

I had never had bad skin before I stopped taking the pill, and then I just broke out in acne. Nothing worked until I tried purau. My skin is amazing now I'm so happy.



*Individual has provided consent to inclusion of this statement.



2.2.2 PRODUCTS / SERVICES



The kit comes in insta-worthy, 100% recyclable packaging and includes:

Traditionally used in western herbal medicine and listed with the ARTG as a complementary medicine, the kits have been scientifically formulated for skin, gut and wellbeing.



REPAIR FORMULA

formulated to help kick out bad guy organisms and free radicals that could be causing bloat, skin blemishes or discomfort. See ya later!



REPLENISH FORMULA

powerful antiinflammatories help soothe irritations and existing symptoms causing abdominal pain. What a saint.



RESTORE FORMULA

our smart probiotic blend assists in setting up a happy healthy gut & bowel environment to maintain immune system function.

Each formula comes in a 60-capsule bottle, is ARTG listed, cruelty free, contains 100% vegan & all natural ingredients and is lovingly Australian made.

2.2.3 MARKETING & DISTRIBUTION

WHAT IS OUR SALES AND MARKETING STRATEGY?

Direct to consumer

Our sales strategy prioritises online e-commerce, direct to customer. This channel builds direct relationships with customers, generates our highest margins, and allows us to collect valuable customer insights. Our high-level acquisition strategy is as follows:

OMNICHANNEL DIGITAL MARKETING

PR and earned media

- We will continue to build mass brand awareness through ongoing PR efforts - see Press heading, below)
- PR has been our key focus in building trust and brand awareness, which has allowed us to reach more customers and generate incredible sales. We have engaged a PR agency to ramp up this already profitable strategy, investing in paid PR to reach new key audiences.



Influencer / brand ambassador programs

- Whether it's Instagram, Facebook, TikTok or YouTube...we're across it! Our influencer marketing strategy has been extremely profitable and we don't plan on stopping anytime soon. As just one example, we have two influencers with a combined following of 2M followers who have sold out our product. We have them on stand-by for our re-launch.

Corporate partnerships / brand collaborations

 We will partner with brands and companies that align with our mission to deliver giveaways and other collaborations that boost our brand, create awareness, engagement and sales.

Social media

- We focused heavily on customer experience throughout our brand building phase to create an engaging and loyal customer base. The result has been the strategic production of valuable and meaningful content, such as transformation journeys that not only supports anecdotal efficacy of our product but that also allow customers to come on the PuraU Journey.
- We have partnered with industry leading social media advertising expert Leo Roytman, Director of Wildfire Digital who champions our paid marketing channels such as FaceBook, Instagram, TikTok and Google.

Content and SEO

We have partnered with the industry leading custom landing page design & conversion rate optimization agency, Landing Page Guys. The team help us test and iterate new SEO techniques that are split tested via our website to increase SEO and CRO.

Email marketing

Our Email marketing funnel is a highly effective digital marketing strategy that
has allowed us to generate consistent sales and capture new customers.
Marketing emails convert prospects into customers, turning one-time buyers
into loyal, raving fans. We have also partnered with a leading Melbourne email
marketing agency, Orchard Creative, to create beautifully branded and high
converting emails.

Performance marketing

 We will compliment our organic momentum across Google Search,
 Facebook and Instagram, with paid advertising across these platforms (including retargeting).

Word of mouth

- Our branded packaging and overall experience means that customers are quick to share it on their socials and with friends and family. Over the past 12 months we have had 2-3 daily tagged posts on instagram stories sharing their new gut health product!



QR CODE PACKAGING

Primarily to capture in-store retail customer information, our product now has a QR code that when scanned, provides access to a free gift (50+ recipe ebook). In return, we receive the customer's email address which ensures we capture both online and in-store customer information to increase the reach of our digital marketing.

Not only do we increase brand exposure and increase our marketing funnel, we also offer greater value to our customers. It's a win-win.

It's also important to note that all emails received from in-store customers will be separated from our general email database/email marketing flow. This is to support retailers by sending these customers specific in-store marketing and promotional offers to ensure sales of stock in their stores.

DISTRIBUTOR & WHOLESALE RETAIL

We will apply a direct sales strategy to engage distribution partners. Ultimately, we plan to extend our distributor and wholesale strategy into the Asian and US markets.

PuraU has already initiated negotiations with a major online distributor in Vietnam (Buy2Sell), who sell directly to customers leveraging their 15,000 monthly website visits and have access to over 120,000+ wholesalers/retailers. We have just signed an agreement with Buy2Sell where they endeavour to purchase a minimum of US\$90,000 worth of stock in the first 12 months of the partnership. Moreover, they have agreed to purchase US\$10,000 worth of stock within the next 2 months for their upcoming trade show in February 2022 to showcase to their large wholesale/retail networks.

We are delighted to have secured this partnership, as we will leverage the success of this relationship to expand into new markets in South East Asia. Our goal is to create new online and in-store retail opportunities and create robust retail distribution strategies to increase our consumer base in South East Asia.

In order to turbo-charge our wholesale strategy, we will:

- Generate an incredible amount of media hype to grab the attention of retailers/wholesalers.
- Create 20-30 new advertisements which will be produced and filmed to the highest quality via three video production companies (Creative Converters, Brand Boosters and We Did Productions) we have engaged in order to generate maximum views and reach new audiences.
- Rely heavily on our influencer marketing strategy, leveraging a combined 5-7M followers per month, to generate interest from distributors and wholesalers we are keen to target.
- Increase our volume of customer reviews and before and after success stories as retailers often request proof that products are effective before agreeing to a distribution agreement.



We have received widespread media coverage, including but not limited to the following outlets:



"How flatmates made \$250k during the coronavirus pandemic"

READ HERE



"How savvy flatmates have made \$250k during coronavirus lockdown - as they reveal why their thriving new health business is growing TOO fast"

READ HERE

marie claire

"This Game Changing Aussie Beauty Brand Is Helping Women Bloat Less & BANISH acne in just 20 days"

READ HERE

URBAN :LIST

"Give Your Gut Some Love In 2021 With This All-Natural Aussie Made Cleanse"

READ HERE

Daily Mail

"How blowing \$10,000 on skincare led a savvy young businessman to launch a 'life-changing' product that helps to transform skin in a matter of weeks"

READ HERE



"Covid-19 coronavirus: How flatmates made \$250k during the pandemic"

READ HERE

Daily **Mail** Australia

"How savvy flatmates have made \$350k during coronavirus lockdown with a PILL - as customers showcase their dramatic transformation photos"

READ HERE

BuzzFeed

"If You Suffer From Acne, You Have To See The Before-And-After Photos From This Brand"

READ HERE



"We can thank the Aussies for this winning skin and gut health supplement"

READ HERE



"This game-changing gut supplement helps you beat bloating - and get glowing skin!"

READ HERE





2.2.4 MARKET & COMPETITORS

DEMAND INDICATORS

Market Opportunity

Global

The global digestive health market was valued at USD 37.93 billion in 2019 (Fortune Business) and the global probiotics market is expected to grow at a compound annual growth rate of 7.2% from 2021 to 2028 to reach USD 95.25 billion by 2028 (Forbes).

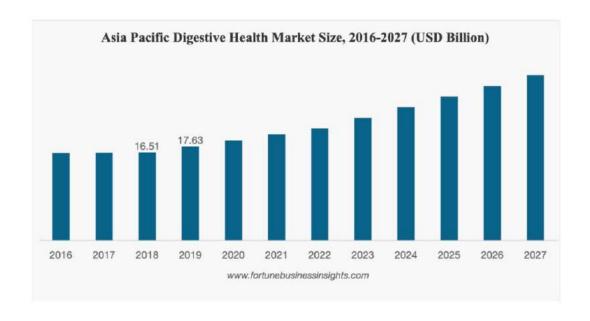
Australia

The Australian probiotics market was estimated to be valued at US\$317.395 million in 2019 With an estimated growth rate of approximately 6-7% year on year (Australia Probiotics Market - Forecasts from 2020 to 2025)

Asia Pacific

In 2020, Asia-Pacific is expected to command the largest share of the overall probiotics market (Meticulous Research)

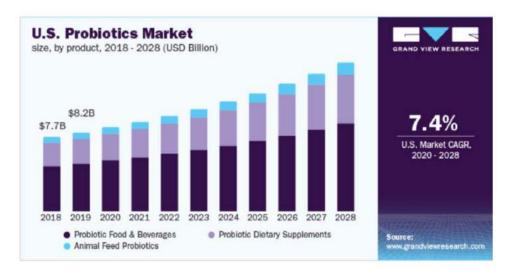
Asia Pacific led the global market with a revenue share of over 41.9% in 2020. The region is witnessing a substantial rise in consumer awareness due to competitive strategies adopted by the global players. Strong demand from countries, such as India, Chinaand Australia are contributing to the overall growth. The rising population coupled with the



rising disposable income and standards of living will see increased regional market growth. (Grandview Research)

USA

The digestive supplements industry was valued at USD 2,971.87 million in 2020 with the market is projected to grow at a rate of approximately 6-7% year on year (Mordor Intelligence) and the US probiotics market is projected to grow 7.4% year on year with a valuation of 8.2 billion in 2019 (Grandview Research).



The data suggests that there is still more opportunity for growth in Australia. It also proves the opportunity to capture new markets as we are currently playing in a small part of the global industry. To date we have generated nearly \$450k in sales in Australia, have a growing customer and social media base and demand for product – proving our product–market fit, which is vital post "start-up" phase.

The data also promises the potential of what we can achieve in the significantly larger US market. As such, entering the US market is at the core of our business strategy, with our success in the Australian market acting as a slingshot to propel our success overseas.

Throughout 2020 we saw organic inbound queries from customers in the US seeking out PuraU's product. We also identified that 8% of our total website visitors were from the US. Both of these results have come organically with no marketing efforts. Now is the time to capitalise on this market and create a business strategy for a successful launch.

THE OPPORTUNITY IS BEING DRIVEN BY:

- Pandemic related focus on health and wellbeing: As an impact of COVID-19, the market has witnessed a surge in the demand for products that provide digestive and immune health, which has positively impacted the market (Mordor Intelligence)
- Preference for Australian-made products: (Man Monthly and Roy Morgan Research)
- Rising awareness of gut-health: (Fortune Business Insights)
- Consumers seeking convenience: (Forbes)
- Growing consumer inclination towards preventive healthcare: (Grandview Research)
- Development of efficient probiotic strains: (Research Gate)





JS Health Vitamins - AUS

- Range of off-the-shelf vitamins, singular purpose vitamins
- Low range in gut health products
- More of a focus on "daily vitamins" as opposed to overall gut health
- Their gut health products are mainly daily probiotics as opposed to a thorough gut cleansing product
- Most of their products are targeted towards different uses. For example: Hair growth, nails, libido, probiotics etc

The Beauty Chef - AUS

- Gut health product is a powder and has limited ingredients. A "daily prebiotic powder"
- Powder isn't convenient, taste can be bad or not mix well etc
- Branding and product range is aimed at beauty from within and targeted towards women
- Some products are not ARTG Listed and white labelled products may be owned by manufacturers
- Major focus on brick and mortar retail. Very small online presence.

My Brian Co - AUS

- Not ARTG listed, cannot make any claims
- Powder isn't convenient, taste can be bad or not mix well etc
- Small online presence

Happy Mammoth - AUS

- Single use "daily prebiotic"
- Powder isn't convenient, taste can be bad or not mix well etc
- Small online presence

Tropeaka - AUS/NZ 5

- Some products are not ARTG listed, cannot make any claims
- Powder isn't convenient, taste can be bad or not mix well etc
- Heavy focus on proteins, bars etc











2.2.5 KEY DIFFERENTIATORS

PERVASIVE ONLINE PRESENCE

PuraU has a strong online presence by effectively leveraging all social media platforms at our disposal. Unlike traditional retailers, PuraU takes advantage of consumer data and targeting strategies. We ensure our digital marketing strategy reaches beyond the local suburbs within our reach and targets all states and localities in Australia.

COMPETITIVE ADVANTAGE

Whilst we are not the first gut-health product on the market, our 3-step Gut Program is one of the first of its kind in Australia to simultaneously be ARTG Listed and contain probiotics that have human clinical trials. Also, not only is our product packaging designed around customer experience but it is convenient, design-led and contains scientific research.

CLINICAL RESEARCH

Our Gut Cleanse Program has been developed by an Australian scientist/microbiologist with carefully researched ingredients that we are always iterating and improving. Most of our competitors do not use human clinical studies with their probiotics, which means their ingredients do not have the most scientifically beneficial effects. This is where we are aiming to fill the gap. Our ingredients are ARTG Listed and contain a substantial amount of scientific research, which a summary can be accessed here. Our research proves our products' efficacy, benefits, safe consumption and permitted claims from the ARTG.

NEW PRODUCT RELEASES

We are also releasing a second product called "GUT MAINTAIN" due to be released in Feb-Mar 2022 in Australia and Jun-Jul 2022 in the US. Our formula is ready to go. This product has been scientifically formulated as a daily "follow on" product from the Gut Program and designed to help maintain results. Further, this will allow us to extend our product range into new markets and meet demand from our current customers requesting this product.

Our goal is to also increase our product range to capture new audiences and emerge our brand into wider/new markets nationally and internationally. Our focus is to continue working alongside our scientist and microbiologist to create impactful products using quality and Australian-made ingredients with human clinical studies, to maintain a competitive advantage.

PROVEN SOCIAL FOLLOWING

Our proven social following has been nothing short of a mind-blowing success and is mainly due to our bold and beautiful eye-catching branding/packaging. This is all part of the experience we create for our customers and we are continuously improving this, especially with our new launch. Coupled with our highly engaging and valuable content,



we have seen rapid success with our following growth.

We have nearly 50k + cult followers across our social media channels and a 1.65m reach on ad content per week.

Some of our star influencers include:

- Emilee Hombrow (1.1M followers) (scheduled to post in December)
- Eefexplores (178k followers)
- Giorgia Plscina (163k followers)
- Madison Woolley (545k followers)
- Enneagram (76k followers)
- Jessica Jane (156k followers)
- Bec Johnson (33k followers)
- Casey Burgess (34k followers)

SUSTAINABLE PACKAGING

All of our packaging is 100% recyclable, even down to environmentally friendly inks and toners! We're on a mission to improve gut health but we will never do it at the expense of the planet.



2.3 Business and revenue model

BUSINESS MODEL

PuraU is an E-commerce company that generates revenue through online sales of its 3-step Gut Cleanse Program.

Within 3 weeks of launch, PuraU sold \$25,000 worth of product and in subsequent months that figure skyrocketed to nearly \$450,000 (over 5000 units), all in the midst of a global pandemic.

We drive traffic to our website through social media, collaborations, PR, partnerships, advertising, paid online marketing and maintaining an active community across our social media platforms, resulting in a loyal, passionate customer base.

We have focussed our early-stage business heavily on our marketing strategy to become a distinct, game changing player in the Health & Wellness Industry.

With the push to expand our range of products and market share in Australia and overseas, we will increase our sales and marketing spend to grow brand awareness to leverage the enormous market opportunities that exist (and are increasing) globally.

With an average order value of AUD \$126.65. Table 1 illustrates how our revenue model scales.

Illustrative Revenue Model:

Number of Orders	Average Order Value	Revenue
5,000	\$126.65	\$633,250
15,000	\$126.65	\$1,899,750
30,000	\$126.65	\$3,799,500

We are focused on increasing our average order value by launching new products and bundling products.

Our growing customer base and strong demand has given us greater purchasing power to reduce our cost per unit (CPU) and our unit packing cost (UPC), and the ability to negotiate lower prices with our suppliers, resulting in higher margins on cost of goods sold. Based on our previous experience when we allocated more funding towards advertising and marketing spend our acquisition costs went down and accordingly our margins increased.



Customers buy our Gut Cleanse Program once and the company benefits from recurring revenue from re-order purchases. We are already seeing our customers make repeat purchases, which we anticipate will increase when we launch our Gut Maintenance product and Loyalty Subscription Service, designed to ensure longer customer retention and more recurring monthly revenues.

As part of our marketing and sales strategy, we are taking actions with a view to increasing our average order value. We forecast to achieve results by launching a Gut Maintenance product intended to be taken post Gut Cleanse program to maintain the results. We have had significant amounts of feedback from customers requesting such a product and therefore feel confident there is demand.

Our competitively priced \$139 product is even more accessible due to offering AfterPay as a payment method where customers can pay off the product in installments.

Currently we have three bundle pricing tiers:

20-DAY GUT CLEANSE PROGRAM (\$139) (1 product)

40-DAY GUT CLEANSE PROGRAM (\$209) (2 products) 60-DAY GUT CLEANSE PROGRAM (\$279) (3 products)

PURAU PTY LTD has filed a trademark in Australia for the name PURAU (trademark number: 2105303)





2.4 Business strategy

We've launched with overnight success in Australia so naturally the next step is to grow PuraU internationally via a robust digital marketing strategy.

We plan to create new ads, increase media buying, build a high-conversion website, grow our influencer and ambassador network, hire an epic in-house team and develop our product offering.

The 3 key phases of our business strategy over are are follows:



PHASE 1 - DOMINATE AUSTRALIAN MARKET

Website CRO (Conversion Rate Optimisation)

Operating online and high conversion rates are vital for the success of any ecommerce business, regardless of product, quality or website traffic. We have an online conversion rate of 4%; for every 100 website visits, we make 4 sales. According to Shopify in 2021 the industry average is 2-3%.

We had stable website visits from June 21 to August 21, while our conversion rate jumped from 2.11% to 4.21%, achieved by focusing on CRO and utilising new creative ADs. This % difference resulted in an extra 781 sales orders within an 8 week period.

With the funds raised in this crowdfund, we will be investing in a CRO specialist agency (LANDING PAGE GUYS) to increase our conversion rate, provide consistency but ultimately drive optimisation across all areas of our website from the moment a visitor lands on the website until they checkout. Our partnership with this CRO agency will seek to drive growth in our daily conversion rates.



Social Media ADs

This key element is vital to capture the attention of current customers and new audiences to generate sales and optimise our sales funnel. We have consistently tested new AD sets to find what works best for our brand. We found a successful mix that completely sold out in 8 weeks. How do we know these new AD sets worked? Well, we launched these new ADs between 23 June 2021 – 18th August 2021 and sold an extra 781 products on Facebook compared to previous months.

Through the crowdfunding raise we will be investing in more ADs to not only reach wider audiences but attempt to drive down the costs per sale. As a result, we have partnered with 3 leading video production companies responsible for creating all social media assets. These agencies are;

Creative Converters



Brand Boosters



We Did Productions

Our plan is to increase the quantity of ADs from 4 to 20 in the first 4 weeks of launch and increase this number by 25% month on month. This strategy will allow Facebook to gather data on potential customers, allowing us to reach more people and aim to decrease acquisition costs. We are estimating to add an extra \$25-\$35 in profit margins just from increasing the number of ADs and increasing AD spend budget.

A breakdown of these winning ADs looks like;

- User Generated Content (UGC) x 10 (Creative Converters, Brand Boosters)
- Informative/Infographic x 4 (Brand Boosters)
- Infographic science x 4 (Brand Boosters, We Did Productions)
- Short form, call to action x 2 (Brand Boosters, We Did Productions)

Influencer marketing

Influencer marketing involves brands collaborating with online influencers to market products or services and reach new audiences to generate sales. Influencer marketing is much more than finding someone with an audience and offering them money or exposure to say good things about your brand or product. We only work with influencers that have a genuine following with a great engagement rate. It's important to understand that we may not make direct sales from an influencer post, however, it's about the long game and filling the top of our sales' funnel.

Influencer marketing has been extremely profitable for us in terms of generating new customers and making sales. With money raised from this crowdfund we will be investing in an influencer plan to reach new audiences, create product hype, optimise our sales funnel and ultimately generate more sales.

PR

Online PR is vital in not only building brand awareness but building trust in our brand and product. In September 2020, we had 2 online PR articles published which generated \$120k



in sales for the month. This exercise was a test to gather data to determine if PR would be the right avenue for our brand before investing in this avenue...and it paid off.

We have hired Drew Lambert to facilitate a bold and tactical PR strategy to get us into every media channel possible. Comparing our test PR in September 2020 to paying a top PR agency, we are predicting a huge increase in sales and brand awareness. Through the crowdfunding raise we aim to utilise this PR agency to generate hype in the media, increase sales, brand awareness and trust.

Launch In Vietnam (Buy2Sell)

We are pleased to announce a partnership agreement with Buy2Sell, who are one of Vietnam's largest B2B e-commerce platform retail distributor. They have an enormous distribution network of over 120,000+ wholesalers/retailers and consumers. Buy2Sell has over 126 employees and has transacted USD\$125 million between 2019 to 2020.

They have agreed to purchase US\$10,000 worth of product for their upcoming trade show in February 2022 to showcase to their 120,000+ retailers and will endeavour to purchase a minimum of US\$90,000 worth of stock in the first 12 months of the agreement.

Our goal is to service the South East Asian market through a retail distribution model only. This is to maintain a good relationship with retailers and also so that we don't compete with our own product range in Vietnam. We aim to hit the ground running in February post trade show.

We do not need local regulatory authority to sell in Vietnam, Buy2Sell will carry the compliance and make relevant label amendments

PHASE 2: ENTER US MARKET

The Slingshot Effect

Executing Phase 1 has the potential to slingshot PuraU into the US market, bringing the momentum of media and product hype and our pervasive influencer strategy. Further, by creating awareness on the importance of gut health on social media/PR and showcasing customer reviews/results, we will be able to leverage these factors to our advantage in the US market.

We will apply all of the tactics used in Stage 1, in Stage 2.

Utilise media assets

We will use all accumulated Australian media assets as marketing assets in the US to drive hype in local US markets to create trust and a fiercely loyal customer base.

Australian companies that grow aggressively and seek to enter the US are well positioned to do so by utilising their home-grown media success. Like all consumers, Americans look for trust, validity and proof of concept, all of which we will bring to our Phase 2 strategy.



We will also leverage the fact that American consumers tend to prefer Australian products (Man Monthly and Roy Morgan Research).

Feet on the ground

Hiring a local sales team in the US coupled with optimising our supply chain and strategic marketing strategy, we plan on utilising a 3PL (third party supplier) warehouse in the US to help us scale.

We will also hire a local sales team to distribute our product into retail/online stores. Coupled with supply chain optimisation and readiness to scale, the company will be prepared and ready to grow aggressively in the US market.

In order to generate further hype in this new market, we will limit supply for online customers and progressively release more products to brick and mortar retailers. In turn, this promises to create a demand for the product and fruitful long-term relationships with retailers. Through the crowdfunding raise we will allocate a budget for this phase focusing on;

- Getting feet on the ground ready to sell product
- Optimisation of supply chain management
- Digital marketing to capture new audiences and build brand awareness
- Continuously ensuring internal processes are built to scale
- Separate manufacturing of US product to maintain compliance

We do not need local regulatory authority (FDA) to sell in the United States. The only mandatory requirement is a "macronutrient" label indication that will be amended prior to sending stock to a fulfilment centre

PHASE 3: SCALE

With the successful implementation of phases 1 & 2, we will then seek to build our sales and customer service teams and our digital marketing by strategically optimising the supply chain to facilitate growth and scale.

Our key focus areas in Phase 3 is;

- Building community
- Continuously innovating digital marketing solutions to capture new audiences internationally
- Consistent growth and scale
- · Building a sales force to further expand into retail internationally
- Building exceptional customer service teams to maintain customer experience
- Innovating new quality products adding to product range



2.5 Organisational structure



Advisor		CEO, Director (Reever)	CMO, Director (Vlad)		Consultants
Advisor	CFO	Marketing Exec + Media Buyer (Leo)	General Manager	Operations Manager	Operations Consultant
	Accountant (Julia Mauro)	Customer Experience Coordinator (Acacia)	Customer Support/ Admin Team	Retail Sales Team (Online/ In-store)	Ecommerce Performance Consultant
	Legal (My Legal Advisor)	Customer Service Manager	Warehousing/ Fulfilment	Supply Chain Management	Retail Sales Consultant
	R&D New Product Developement	Creative Director (Lauren)	Overseas Fulfilment	Logistics (Local/ overseas)	Data/Market Research Consultant
		Digital Content Creation (CC, BB, WDP)	Ecommerce Performance Manager	Merchandising Reps	
		Copywriter (Alex, Tessa)	Email Marketing Specialist (Wei)	Sales Reps	



2.6 Captial structure



2.6.1 ISSUED CAPITAL (BEFORE AND AFTER THE OFFER)

Table 1 below outlines the issued capital of the company before the final stages of the offer.

TABLE 1: ISSUED CAPITAL OF THE COMPANY BEFORE THE OFFER

Shareholder	Share Type	Shares
ever Botha	Ordinary	5,900,000
adimir Kosovac	Ordinary	2,900,000
itrick Botha	Ordinary	1,200,000
otal		100%

Table 2 sets out the issued capital of the Company following the Offer on a fully diluted basis (i.e. presuming all options are exercised). As at the date of this Offer, there are no options on issue.

TABLE 2: ISSUED CAPITAL OF THE COMPANY FOLLOWING THE OFFER

Shares	Minimum Subscription	Maximum Subscription
Existing Shares	10,000,000 (97.6%)	10,000,000 (85.7%)
Offer Shares	250,000 (2.4%)	1,666,667 (14.3%)
Total Shares	10,250,000 (100%)	11,666,667 (100%)

2.6.2 RIGHTS AND LIABILITIES ASSOCIATED WITH SECURITIES

An investor subscribing for shares is bound by the Constitution (available on the Intermediary's platform).

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

ORDINARY SHARES

As at the date of this Offer, the only class of shares on issue are Ordinary Shares .

The shares issued pursuant to this Offer Document will be fully paid Ordinary Shares. All Ordinary Shares have the same voting rights and the same rights to receive dividends.

The Constitution (available on the Intermediary's platform) sets out the details of each of the rights and liabilities associated with Ordinary Shares.

Under the Constitution, the Board has the discretion to approve a transfer of shares to a third party.

OPTIONS

As at the date of this Offer Document, there are no vested, unvested or unexercised options on issue.

SHAREHOLDERS AGREEMENT

There is no shareholders agreement between the existing shareholders and as such, the rights and liabilities associated with the shares are as set out in the Company's Constitution.

OTHER RIGHTS

A more detailed description of the rights and liabilities associated with the shares is set out in Section 3.3 below. A copy of the Company's Constitution is available on the Intermediary's platform.

2.6.3 SOURCES OF FINANCING, INCLUDING DEBT FINANCING AND OTHER FINANCING

To date, our activities have been primarily funded by the Company's three founding shareholders. The company owes no loans or debts to any party.



2.7 Directors and senior managers

2.7.1 OUR DIRECTORS AND MANAGEMENT



Reever Botha CEO, COO & Director

Description of Duties;

- Vision for the company short and long term
- Main point of contact for high level decisions
- Growing the brand into retail globally
- Managing the senior team
- · Managing the day-to-day operations of the company as a whole
- Setting routine and cadence for the management team
- Hiring head of all departments
- · Soliciting help and guidance

Skills and Experience

Reever comes from an entrepreneurial background and is extremely passionate about all things e-commerce! He built his first online store at 19. He then pursued a Bachelor's degree in Business at QUT university. He started setting up operations for PuraU back in 2019 and has remained focused on growth strategies for the brand ever since.

Reever has a natural apt for business and is able to problem solve and adapt to changes whilst being organised. He has helped the brand overcome obstacles by thinking logically on his feet and having an entrepreneurial mindset.

Reever was recently part of a business accelerator program called "K2 Elite", that equips like-minded entrepreneurs with the necessary skills in growing and scaling their business profitably. This program helped Reever with the knowledge to rapidly scale PuraU and to also create support networks along the way.





Vlad Kosovac CMO & Director

Description of Duties;

- Create marketing strategy for PuraU
- · Optimise revenue growth and profitability
- Manage all online creative assets needed for digital marketing
- Manage online creative pipeline for marketing activities
- Maintaining ARTG Advertising Compliance on all digital assets
- Maintain campaigns for new product launches
- Grow the brand online via robust digital marketing strategies
- Oversee growth into new regions including the US, ASIA, CANADA, UK.
- Continuously innovate our digital marketing assets
- Work closely with the CEO/CMO to ensure cohesive growth online and instore

Skills and Experience

Vlad is passionate about all things health, digital marketing, building online communities and education and brings over 10 years of experience in the health & wellness industry. After exiting from his family health business in 2019, he worked alongside our CEO Reever to grow PuraU into the brand that it is today.

Vlad has accumulated over a decade of experience under his belt, working in the industry and learning how the market operates and what consumers want. The experience gained from his family business allowed him to understand market trends, consumer behavior, product development and supply-chain processes.

Vlad is extremely focused on growing the brand through digital marketing and creating robust strategies as well as maintaining competitive advantage digitally.





Patrick Botha Director & Executive Shareholder

Description of Duties;

- Provide retail distribution strategies for international growth
- · Liaise with support networks for retail distribution
- Negotiate with all retail category buyers
- Help design merchandising assets
- Sourcing/maintaining stock levels for retail
- · Assist in all buying decision making

Skills and Experience

Patrick is a retail guru that has spent 30+ years in the retail sector as a general manager/state manager for companies such as Pick N pay, Woolworths, Coles and IGA.

Patrick has been involved as a retail group manager at the highest level including managing, operating hundreds of stores and robust distribution networks. He will be involved in our retail strategy expansion nationally and internationally by creating robust distribution networks with retailers.

PuraU will leverage off his networks and he will provide guidance along the way.





Acacia Clarke Head of Customer Service

Description of Duties;

- Respond to all customer service enquiries via email/live chat/social media
- Build community via social media and respond to all comments
- Manage PuraU social media account
- · Create social media posts and liaise with graphic designer
- Create brand partnerships (giveaways, JVs)
- Liaise with influencers/agents
- Create influencer pipeline (AUS/US)
- Organise product/model photo shoots with designers
- Manage email marketing pipeline
- Maintain ARTG Advertising Compliance via all social media posts

Skills and Experience

Acacia has been involved with PuraU since early 2020 and covers all things customer service, social media management, influencers, email marketing, strategies on building community and maintaining ARTG Advertising Compliance.

Acacia is a quick thinker, problem solver and exceptional multi-tasker who loves building community. Her ability to think logically and problem solve has greatly contributed to the brands success.

She has facilitated our social media growth to date and will be involved with our rapid growth strategy whilst covering all things social media, creative stilled assets, influencer management and compliance.





Manny Barbas Advisor

Manny is the Co-Founder of Alya Skin & Co-Owner of BloomApp. He has been featured on Forbes 30 under 30 2021 and has a passion for e-commerce and taking brands from start-up to rapid scale, profitably.

Manny has been instrumental in providing us with key growth strategies during start-up, which has proven to be extremely successful. He also has extensive retail knowledge by distributing AlyaSkin products all across the globe. Manny has large support networks in the retail distribution space and has extensive experience in creating robust retail distribution strategies.

Manny will be onboard for our long term growth as an advisor where his wealth of experience around business strategy, digital marketing, retail distribution, supply chain, e-commerce and building teams will help scale the brand globally.



My Legal Advisor Advisor

My Legal Advisor acts as our lawyer and has advised on the legal documents associated with this raise, business strategy & capital raising strategy. They have been instrumental in assisting with the legal component of this raise and have provided useful strategies and insights around raising capital.

With their wealth of knowledge in business law and capital raising, we expect that MyLegalAdvisor will continue to advise us on the above areas and assist us with the legal aspects of growing and scaling the brand nationally and internationally. We anticipate that they will be on board as our legal advisor long-term.





2.8 Risks facing the business

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

Risk	Description
Market and Cash flow risk	Additionally, 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 is particularly the case given that the Company has a limited trading history and its market demand is relatively unproven.
	This could affect the Company's profitability, future prospects, and its ability to meet its business objectives.
Funding risk	The Company is in the process of raising funds to achieve its strategic business objectives and to cover its projected operating expenses. The Company may not raise all of the required funding and therefore not achieve all of its business objectives.
	The Company may also need to raise additional funds in the future from investors or third parties. There is no assurance that the Company will be able to obtain additional rounds of funding on substantially the same terms as outlined in this Offer Document or at all. The Company's value may be materially affected if the required additional funding is not available.
Competition risk	The Company operates in a highly competitive market, with several known competitors, and moderate barriers to entry that could give rise to new and unknown competitors. There is a risk that existing competitors as well as new competitors, will have greater access to capital, economies of scale, resources and distribution compared to the Company.
	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.
Regulatory, compliance and legal risk	compliance (in particular, in respect of the Therapeutic Goods Administration (ARTG), is critical to the Company's success.
	Our growth strategy depends on compliance and maintaining approvals from the relevant regulatory authorities.



	There is no guarantee that we will maintain such regulatory approvals in the future. Additionally, there is a risk that the legal and/or regulatory requirements will change over time. For example, we cannot predict whether other requirements may be imposed by regulatory authorities (e.g. further requirements to prove the effectiveness of our product) in the future.
Insolvency risk	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.
Product risk	The Company produces products which have a minimum 2 year shelf life. There is a risk that, if the Company is unable to sell products in this time frame that stock may become unsaleable.
	The Company is aware that the current product line could have side effects. This also applies to new product lines the Company looks to launch in the future.
	The Company is also aware that its products may be misused by consumers. For example, consumers may use the product in a manner or capacity other than as directed by the Company or as stated on the relevant product packaging.
	If any of the above were to occur, the Company's financial performance could be negatively impacted.
Key person risk	As an early stage business, the Company is susceptible to the loss of key team members as they are considered critical to the continued success of the Company. If key personnel were to leave the organisation, they would need to be replaced in a timely fashion in order for the Company to achieve its business objectives.
	The Company may fail to attract key personnel that are critical to the Company's growth and performance. Any delay in recruiting key personnel (or any failure to hire), may have a significant adverse impact on the management of the Company, and may, in turn, have adverse impacts on financial performance.
Technology risk	The Company uses a number of sales, marketing and member communication technology solutions. Despite the Company's measures to effectively manage these systems and risks, if any of these technologies were to fail without notice, it could interrupt the Company's ability to sell or communicate with customers, which could have a direct impact on revenue and profitability.
	As the Company operates an ecommerce business, there is also a risk that any security breaches or other cybersecurity issues could impact on the Company's profitability, reputation and/or legal compliance.



Startup risk	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.	
	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.	
Supplier and third party risk	As the Company does not itself produce its products, the Company is aware that any changes to the wholesale market with respect to the supply and/or demand of the ingredients used to manufacture the Company's products will impact the Company's cost of goods sold.	
	The Company also relies on third-party providers to facilitate shipping and other critical components of its business model. If the cost of such services increases or availability of such services diminishes, the Company's profitability will be negatively impacted.	
	The Company is also aware that it may need to secure new suppliers and third-party providers in the future. If the Company is unable to do so, there is a risk that the Company will not be able to grow.	
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 2021 and 30 June 2020, which have been prepared in accordance with the Accounting Standards.

2.9.1 BALANCE SHEET

PURAU Pty Ltd As at 30 June 2021

	30 JUN 2021	30 JUN 2020
Assets		
Current Assets		
Cash and Cash Equivalents	95,906	100
Trade and Other Receivables	2,137	3,291
Inventory	15,972	62,677
Total Current Assets	114,015	66,068
Total Assets	114,015	66,068
Liabilities		
Current Liabilities		
Trade and Other Payables	160,501	99,055
Total Current Liabilities	160,501	99,055
Total Liabilities	160,501	99,055
Net Assets	(46,486)	(32,988)
Equity		
Retained Earnings/(Accumulated Losses)	(46,586)	(33,088)
Share Capital	100	100
Total Equity	(46,486)	(32,988)



2.9.2 PROFIT AND LOSS STATEMENT

Profit and Loss Statement

PURAU Pty Ltd

For the year ended 30 June 2021

	2021	2020
ncome		
Trading profit		
Sale of goods	245,532	3,599
Cost of Sales	(46,705)	
Total Trading profit	198,827	3,599
Total Income	198,827	3,599
Total Income	198,827	3,599
Expenses		
Advertising & Marketing Services	88,335	12,023
Bank Fees	780	5
Consulting & Accounting	3,024	1,330
Contractors	65,260	12,280
Depreciation	3,648	
Freight & Courier	2,752	
General Expenses	5,454	175
Legal expenses	2,399	
Office Expenses	5,560	
Postage	22,694	38
PR Costs		3,545
Subscriptions	5,260	
Travel and accommodation	7,158	
Website costs	-	7,29
Total Expenses	212,325	36,687
Profit/(Loss) before Taxation	(13,498)	(33,088
Net Profit After Tax	(13,498)	(33,088)
Net Profit After Dividends Paid	(13,498)	(33,088



2.9.3 CASH FLOW STATEMENT

PURAU Pty Ltd For the year ended 30 June 2021

	2021	(E.M.)
Operating Activities		
Receipts from customers	268,376	3,959
Payments to suppliers and employees	(46,705)	-
Finance costs	(780)	(5)
GST	(1,493)	
Cash payments from other operating activities	(231,742)	(40,332)
Net Cash Flows from Operating Activities	(12,344)	(36,378)
Investing Activities		
Proceeds from sale of property, plant and equipment	3,648	
Payment for property, plant and equipment	(3,648)	
Other cash items from investing activities Net Cash Flows from Investing Activities	(38,617)	(62,777) (62,777)
Net Cash Flows from Investing Activities Financing Activities	3.00 Account 05	
Net Cash Flows from Investing Activities Financing Activities Proceeds from borrowings	(38,617)	(62,777)
Net Cash Flows from Investing Activities Financing Activities	3.00 Account 05	
Net Cash Flows from Investing Activities Financing Activities Proceeds from borrowings Director Loan: Reever	(38,617) 78,624	51,507 51,507
Net Cash Flows from Investing Activities Financing Activities Proceeds from borrowings Director Loan: Reever Total Proceeds from borrowings	78,624 78,624	(62,777) 51,507
Net Cash Flows from Investing Activities Financing Activities Proceeds from borrowings Director Loan: Reever Total Proceeds from borrowings Repayment of borrowings	78,624 78,624 (33,141)	51,507 51,507 (1,980) 49,628
Net Cash Flows from Investing Activities Financing Activities Proceeds from borrowings Director Loan: Reever Total Proceeds from borrowings Repayment of borrowings Other cash items from financing activities	78,624 78,624 78,624 (33,141) 5,478	51,507 51,507 (1,980) 49,628
Net Cash Flows from Investing Activities Financing Activities Proceeds from borrowings Director Loan: Reever Total Proceeds from borrowings Repayment of borrowings Other cash items from financing activities Net Cash Flows from Financing Activities	78,624 78,624 78,624 (33,141) 5,478	(62,777) 51,507 51,507 (1,980)

2.9.4 STATEMENT OF CHANGES IN EQUITY

PURAU Pty Ltd For the year ended 30 June 2021 2021 2020 Equity Opening Balance (32,988)Increases Profit for the Period (13,498)(33,088)Share Capital **Total Increases** (13,498) (32,988)**Total Equity** (46,486)(32,988)







The company launched in March 2020 and has seen excellent traction from sales generated to date, far exceeding initial expectations. In just over 16 months the company has generated nearly \$450k in sales since inception and has positive cash flow, however, in order to grow into new markets globally, we require a cash injection to allow us to carry out the intended initiatives.

Initial business goals were focused on 2 main aspects being customer experience and product development. Due to the rapid growth of the company and high demand for the product, the subsequent 6-10 months were focused on ordering sufficient stock to meet demand, growth strategies and organisational roles. When stock sold out again in August 2021, our marketing assets were generating a significant ROAS, so we understood what worked well for the brand. As a result, the company purchased an additional 5,000 units of stock along with a significant investment into creative assets. This will allow the company to hit the ground running as soon as the campaign is finalised.

In the last financial year we generated \$260,000+ in sales, however, this was accumulated in roughly 6 months due to low inventory levels by selling out of stock. As a result, this led to the company having to de-scale. With higher inventory levels we are confident in our ability to generate more revenue, meet customer demand and purchase orders from retailers as we will have access to roughly 8-12 months of stock based on the money raised. That being said, we are really excited in having access to more stock on hand.

It is also important to note the company has surpassed the "startup phase" and is ready to scale and grow into a global dominant Australian brand. In order to continue the growth both digitally and retail internationally it is important for the company to create relevant and robust strategies to upgrade its infrastructure to facilitate the intended growth.

Therefore raising capital through a CSF raise was a likely option to invest into maintaining stock levels, investing into marketing, creative assets, expanding internationally, building teams, ordering more stock. Considering our brand is built around building community with active and loyal members, great product reviews and bold branding, PuraU is optimistic about the business growth and intended initiatives.

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 PURAU PTY LTD and has not been validated by an independent third party.

2.10 Legal or disciplinary actions against the Company

There are no legal or ongoing disciplinary actions against the company.



SECTION 3

Information about the Offer





3.1 Terms of the Offer

PURAU PTY LTD is offering up to 1,666,667 shares at an issue price of \$0.60 per share to raise up to \$1,000,000. The key terms and conditions of the Offer are set out below.

Term	Details			
Shares	Fully-paid ordinary shares			
Price	\$0.60 per share			
Minimum Subscription	\$150,000 (250,000 Shares)			
Maximum Subscription	\$1,000,000 (1,666,667 Shares)			
Minimum parcel size	\$100.00			
Opening date	16 November 2021			
Closing date	9 December 2021			

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

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

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

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

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





3.2 Use of funds

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

Intended use	Minimum Subscription \$150,000	Maximum Subscription \$1,000,000 \$175,000 \$100,000 \$177,200	
Marketing & advertising	\$40,000		
Content creation (social media ADs, branding etc)	\$30,000		
International Expansion (Team Members)	\$0		
International Expansion (Marketing)	\$20,200		
Inventory	\$48,000	\$200,000	
Operational staff & senior management	\$0	\$220,000	
Freight & logistics	\$0	\$30,000	
R&D / Intellectual Property	\$0	\$25,000	
Website Development	\$0	\$10,000	
Offer Costs	\$11,800	\$62,800	
Total funds:	\$150,000	\$1,000,000	

The Offer costs include the Intermediary's fees under the hosting agreement between the Company and the Intermediary. These fees are up to 6% of all funds raised by the Company through Birchal 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.



Purpose of the raise:

- Increase marketing budget (media buying) to reach further audiences
- Increase quantitative AD sets to test winning creatives and scale based on data received from FaceBook, Instagram & TikTok
- · Launch in the US & put feet on the ground
- · Order more inventory to meet demand
- Cover operating costs of the company

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

If only the Minimum Subscription amount is raised, the Company will require further funding to be able to carry out our intended activities over the next 12–18 months. In such circumstances, the Company may consider undertaking a further CSF offer under the CSF regime. Until additional funding is obtained, we will scale back our advertising budget and continue to focus our cash resources on purchasing more inventory to meet consumer demand.

3.3 Rights associated with the shares

RIGHTS ASSOCIATED WITH THE SHARES

Immediately after issue, the shares will be fully-paid shares. There will be no liability on the part of shareholders and the shares will rank equally with the shares currently on issue. The rights associated with the shares are set out in the Company's Constitution. These rights are described below. A copy of the Constitution is available on the Intermediary's platform.

VOTING RIGHTS

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

ELECTION AND REMOVAL OF DIRECTORS

Pursuant to clause 25.4 of the Constitution, shareholders may vote to elect and remove some of the directors of the Company. The Constitution also provides certain other special director appointment rights. These are set out in clause 25.2 and clause 25.3 of the Constitution and include special appointment rights for members holding 25 or more of the share capital and founders.



GENERAL MEETINGS AND NOTICES

Clause 22.1 of the Constitution sets out when and how general meetings may be called.

- 1. Directors have the power to call meetings of all shareholders or meetings of only those shareholders who hold a particular class of shares.
- 2. Shareholders may requisition the holding of a general meeting in accordance with the Corporations Act 2001.

DIVIDENDS

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

RESTRICTIONS ON SALE OR TRANSFER

Shares may only be transferred by a Member in accordance with the Company's Constitution.

This means that, except in respect of certain Permitted Transfers (as described in the Constitution) and other permissible disposals (such as pursuant to a drag along or tag along event), Member's wishing to sell shares must offer those shares to Eligible Members (as defined in the Constitution) before those shares can be sold to third parties. Additionally, if a sale or disposal would result in the Company having to issue a disclosure document or a product disclosure statement under Chapter 6D or Chapter 7 respectively of the Act, the sale may only occur in accordance with clause 12.5 of the Constitution.

RESTRICTIONS ON SALE OR TRANSFER UNDER THE CORPORATIONS ACT AND CONSTITUTION

CSF Shares acquired under the Offer must 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.

The Company's Constitution also outlines certain rules and processes pursuant to which you may dispose of your Shares.

DRAG ALONG

Pursuant to clause 15 of the Constitution, where Members holding more than 70% of the Shares in the Company receive an offer from a third party to acquire all of the issued shares in the Company, those Members may require all other Members of the Company to sell their Shares to that third party (or to another Eligible Member pursuant to clause 15.3).



TAG ALONG

Similarly, where transfer proposed by a Member (or group of Members) would result in a third party acquiring at least 70% of the issued Share capital in the Company, then all Members (other than those who intend to sell to that third party) will have the right to tag along pursuant to clause 14 of the Constitution.

DIRECTOR'S DISCRETION TO REFUSE TO REGISTER A TRANSFER OF SHARES

Under the Constitution, the Board may from time to time refuse to register a transfer of shares. Details of the Board's power to do so are set out in clause 13.5 of the Constitution.

PRE-EMPTIVE RIGHTS ON ISSUE OF SHARES

Shares may only be issued by the Company in accordance with the Constitution. This means that, except in respect of certain Excluded Issues (as described in the Constitution), where the Company wishes to issue new shares, the Company must follow the procedure set out in clause 5 of the Constitution, including by offering each Eligible Member (as defined in the Constitution) the right to acquire the new shares.

WINDING-UP

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



3.4 What can I do with my shares?

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

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

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





3.5 Investor rewards

In addition to being a shareholder of PURAU PTY LTD a range of rewards are being offered for investors.

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

Reward	\$100 (Black)	\$500 (Bronze)	\$1000 (Silver)	\$2500 (Gold)	\$5000 (Platinum)	\$10000 (Diamond)
#Online Credit			\$50	\$100	\$200	\$500
#Lifetime Discount		5% off all items for 1 year	5% off all items for 1 year	10% off all items for 1 year	15% off all items for 1 year	20% off all items for 1 year
#Free Shipping	For life	For life	For life	For life	For life	For life
#Friends & Family Discount		10 X 5% discount cards p/a	15 X 5% discount cards p/a	20 X 10% discount cards p/a	25 X 15% discount cards p/a	30 X 20% discount cards p/a
Notified First For New Product Releases	YES	YES	YES	YES	YES	YES

[^]Discount applies online to full price items only. This excludes bulk discounts or sale items. Discounts cannot be used in conjunction with any other offer.



^{^^}Life in this case refers to the period in which the original purchaser holds the shares.

^{*}Rewards are subject to change at the Directors' discretion.

SECTION 4

Information about investor rights





4.1 Cooling-off rights

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

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

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

4.2 Communication facility for the Offer

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

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

Officers, employees or agents of the Company, and related parties or associates of the Company or the Intermediary, may participate in the facility and must clearly disclose their relationship to the Company and/or Intermediary when making posts on the facility. Any comments made in good faith on the communication facility are not subject to the advertising restrictions in the Corporations Act.











4.3 Proprietary company corporate governance obligations

4.3.1 ANNUAL REPORT

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

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

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

4.3.2 DISTRIBUTION OF ANNUAL REPORT

PuraU 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, after the offer is completed, shareholders will be able to access the annual report on PuraU's website at the following address "www.purau. com.au/pages/shareholders" (free of charge) or can purchase the report from ASIC.

4.3.4 RELATED PARTY TRANSACTIONS

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



4.3.5 TAKEOVERS

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

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

4.5 company updates

The Company will provide regular updates to investors on the Company's website at the following address "www.purau.com.au/pages/shareholders", via the Company's share registry website at the following address [insert link to website] and via the Intermediary's platform.







Glossary

Company means PURAU PTY LTD ACN 639 697 055

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

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

Intermediary means Birchal Financial Services Pty Ltd AFSL 502618

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

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

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

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

