




Document number:	EM-0001	Issue no:	-02	Issue date:	28/04/24
Document title:	Organisation Brief				

Executive summary:

This document details information about the company Software and Technology Products Ltd (STP Ltd.), STP Ltd. is a UK-based tech company founded in 2009, delivering innovative software-integrated technology products. The aim, mission statement and vision statement of the company are stated. The company's previous products, sales stats and organisation structure are also outlined.

Document Changes Log:

Issue	Reason/Main changes	Date issued
-01	First issue	28/01/24
-02	Sales stats and equity ownership of the company were added	4/02/24

Lead Author	Principal Reviewer	Approver
 <hr/> Author Author Job Title Wishawin Lertnawapan Company Secretary	 <hr/> Kabeer Dayal Reviewer Reviewer Job Title Kabeer Dayal Financial Director	 <hr/> Approver Author Job Title Aung Zaw Myat Chairperson

Distribution: <Include here who this document is circulated to in the organisation>

Software and Technology Products Ltd.

Organisation Brief

STP Ltd. is a medium-sized tech company headquartered in Manchester, UK founded in 2009. At STP, we deliver innovative software-integrated tech products that enhance quality of life.

Purpose

Our aim is to provide cutting-edge solutions to redefine lifestyles in the digital era by maintaining dedication, accountability, professionalism, sustainability-oriented, and people-centric values.

Unique Positioning: The company has a strong competitive moat established by scalability and platform investment which has helped it to cement its recognition as the go-to lifestyle application of the modern era.

Growth Vectors: As a tech company, we leverage demographic tailwinds by targeting digitally native customer segments. Early penetration with our existing products has helped build market share.

Value Proposition: Our fast-paced growth drives consistent revenue which helped us achieve adjusted EBITDA (Earnings Before Income Tax Depreciation and Amortization) profitability in Q4 FY17.

Our Products

○ SereneSense (2020)

An automatic volume-adjusting hearing aid powered by AI. It offers an immersive clear and personalized sound, effortlessly adapting to surroundings for a harmonious blend of technology and tranquillity.

○ AuraPay (2021)

AuraPay seamlessly blends style and functionality with its smart ring, a companion for contactless payments. AuraPay can make transactions with a simple gesture in a compact and secure design.

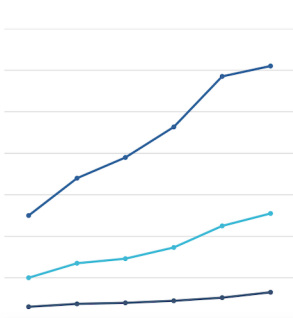
○ DreamTrack (2024)

DreamTrack aims to improve sleep by harnessing AI analytics. This health-tracking sleep mask monitors sleep patterns, ensuring consumer revitalization.

Mission Statement: Foster a connected world that prioritises safety, well-being, and an exceptional way of living.

Vision Statement: Become a leading global organisation that changes how humanity perceives and utilizes technology

Sales Stats



Global Monthly Active Users:

5M + , up 25% YoY

U.K Monthly Active Users:

2M+ , up 20% YoY

Global Subscribers:

600K+ , up 15% YoY

Equity Ownership

Promoters: 54.8%

Institutions: 35.5%

Individual Insiders: 9.7%



Background

STP Ltd. employs over 250 people with an annual turnover of £ 30 million in FY23. Our headquarters are in MediaCityUK, Manchester, the hotspot for tech and creative industries in the UK. We have a research and development centre in Cambridge with partnerships with the University of Cambridge for state-of-the-art innovation in technology. Our people-centric and diverse culture led to the establishment of our 24/7 customer support and call centre in Chennai, India.

