

NEWSLETTER

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TOP NEWS

- *NUM receives many inquiries*
- *Bookkeeper engaged*
- *Opportunity to acquire website designer*
- *Advertising placement - NUM & Punterbox*
- *Agency Management (Australia) Pty Ltd*
- *Mock up Profiles being extensively tested*

Affiliated Websites

nationaluglymugs.com.aupunterbox.com.auagencymanagement.com.au

Please drop by and have a look at our affiliated websites from time to time and scrutinise them.
Please report any errors and suggested improvements are always welcome.

Affiliated Websites Generate Interest

They are not officially launched yet but the affiliated websites are attracting attention, especially the NUM website.

Since our last newsletter, the NUM website has been significantly viewed. We are even getting enquiries via the contact page from, we presume Escorts, to join the website so that searches can be undertaken.

This is great news, and demonstrates the importance of the independent website.

We will be monitoring this activity closely as well as getting back to the people who have made contact, letting them know about the launch.

Bookkeeper engaged

The Company has engaged a bookkeeper to focus on the prudent establishment of the Company's General Ledger. The board welcomes *First Class Accounts* to the team.

As mention in our first edition, the Company made the decision to change directions with its accounting software. Our accountants have been

very forthcoming with their advice however, there is a cost associated with engaging accountants for the task. The board decided that it would be more practical to engage a bookkeeper with experience in the Company's objectives, while working collaboratively with the Company's accountants to finalise the GL and related transactions other than expense items.

The Company's accountants agreed with the decision and reaffirmed their support to assist with advice to the bookkeeper if needed. The Managing Director (**MD**) will complete the expense inputs, the bulk of the transactions associated with the balance sheet, to keep costs down.

Of note, given the appointment, the MD has now freed up time to focus on the website and related ongoing legals, marketing and social media elements for the launch.

Opportunity to acquire website designer

The Company, in partnership with Power Creations, has commenced initial enquiries into the potential purchase of a Perth based website designer.

The directors of Power Creations and the Company agree there may be an unique opportunity to acquire the designer. Should an acquisition be successful, the target will be dedicated to the E4U project. It is our primary objective to direct resources to the acceleration and completion of the website in an expeditious manner.

It is early days but the signs are good.

Advertising the NUM and Punterbox websites

All of the design work and content for the advertising program for the NUM and Punterbox websites is complete. There is a small amount of work to complete in the build of these two sites, the back end, which will be finished shortly.

As soon as the build is complete, the advertising program will be commenced. There will be close monitoring on the websites, in particular the NUM website for the reasons highlighted earlier.

Agency Management (Australia) Pty Ltd

As reported last month, this website is now live. The legals are still to be completed but are expected to be finalised within the next week or so.

The advertising program has been finalised and will be ready to deploy within the week. The primary focus of the advertising program, other than establishing the presence of the website in the market place, is to target potential Agents.

All of the administration, steps to engage an Agent, is also complete, save for the Agent Agreement, which is drafted and will be settled within a fortnight.

Mockup Profiles being extensively tested

An array of Profiles are now being uploaded onto the website across all gender types and locations. Extensive testing for Profile and multiple Profiles as well as Tour creation is being deployed in an aggressive manner to test the resilience and functionality of the website.

Each of the Profiles being created have all the elements to a user included in the user's Profile settings, ensuring we don't miss any small bugs in the websites processing of large volumes of data.