

NEWSLETTER

Thursday 6th March 2025

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TOP NEWS

- *NUM website launched*
- *Capital raising*
- *Database rebuild update*
- *Appointment of additional website builders*
- *Punterbox website next*
- *Operator - Agency Management (Australia) Pty Ltd*

Affiliated Websites

nationaluglymugs.com.au
punterbox.com.au
agencymanagement.com.au

Please drop by and have a look at our affiliated websites from time to time. NUM is officially launched and Punterbox is next. Please report any errors and suggested improvements.

NUM website launched

The NUM website was launched on the 26th February 2025 and within the first 48 hours 82 registrations were received. This was despite the marketing plan for the website having not been fully implemented. The marketing plan for the website incorporates a gradual role out of text messages to the Escorts database informing them of the launch of the website and that the website is a free community service.

Some of the Members have also sent messages via the contact page expressing their delight to the launch of the community service. It seems that the website has so far been well received. Reports are also being made by the Members. The Reports are of particular interest to us as it provides a list of mobile numbers to market the Punterbox website when ready for launch.

The website is currently being advertised on Locanto, however, Escorts & Babes (E&B)

rejected the advertising without any explanation. Notwithstanding the prerogative of E&B to determine who can use their website, the E&B terms and conditions of use do not provide any bar to the publication of the NUM website. We are not inclined to challenge E&B as we do not want to create any attention, but a final decision has not been reached.

Capital Raising

The invitation to Members to participate in a further capital raising was sent out on the 6th February 2025 and remained open, exclusively to Members, for 14 days. The Company has not received any expressions of interest from Members to take up any further shareholding in the Company.

Given the 14 day offer period has now lapsed, the Company will now go to market. Any Member who wishes to take up any part of the offer should get in touch with the Managing Director to discuss. The Company will be actively marketing the Share Offer with a view to bringing the capital raising to a speedy conclusion. Expressions of interest were received prior to the offer being sent to the Members, and will now be followed up.

Although the capital raising has not been successful thus far, the option to engage

website builders on a paid basis is proceeding (see Website build - appointment).

Database rebuild update

The issues raised in the last newsletter concerning the service provider have now, to a large extent, been resolved. The only outstanding matter that remains open with the service provider is compensation.

Since our last newsletter, the rebuild of the database has been a high priority with 70% of the database now completed. All of the text templates are rebuilt and refined (given the recent launch of the NUM website).

We are confident that the database will be restored well in time for the E4U website launch.

Website build - appointment

Power Creations reached out to secure additional resources for developers. After some consultation with Power Creations, it was resolved that an additional Laravel developer and front-end developer were required initially. Three candidate service providers were identified with one of those candidates a clear leader.

A Zoom interview is now scheduled with the preferred candidate for Friday this week. We have received a comprehensive overview of the service providers services, pricing, skill set and availability.

The information provided fits the Company's requirements with some minor issues to resolve with the service provider. We do expect to resolve



those issues at the Zoom meeting with a view to a formal brief and terms of engagement being signed off next week.

The terms of engagement will include a highly supervised two week trial of specific work to be undertaken (in the area of Media upload and verification, and the Operations Console).

Subject to our assessment of the service providers performance, they will be formally engaged. A NDA will be put in place prior to any works being undertaken.

Punterbox website next

The Punterbox website is well advanced now with an expected launch date for the end of March. Presently, we are putting into place arrangements with adult shop retailers for the launch of the website which will include some information regarding the NUM website.

Update on legals

The legals are also nearing completion. The Support Agent Agreement will be finalised within the next couple of weeks.

The Company's solicitors are well aware of the importance in getting this agreement finalised so that the process for the appointment of Support Agents can be initiated. (There are presently 5 parties who have expressed an interest in becoming a Support Agent).

Operator for Agency Management

The board has been informed by Agency Management (Australia) Pty Ltd (**AMA**) that currently it is searching for a partner to operate the business. Two parties have emerged, both based in Victoria, who have expressed an interest in taking up the role.

Whilst it is early days, AMA recognises, as does the Company, that an Operator based in Victoria will bring significant benefits to the AMA business. In particular, both parties have escort industry experience (over twenty years between them. The parties are not related to each other), and will be, should one of them take up the role, based on the East Coast in a strategic location, being able to access and meet with Support Agents in a more timely manner and at a more affordable cost.