

KELA  
HAIR JEWELLERY

# HAIR JEWELLERY Technology

Through innovation and intellectual property, KELA has created and protected a new jewellery technology category that it is well positioned to dominate.



KELA's unique fashion, jewellery, gift and hair accessory products are transforming the fashion and hair industry, across multiple market segments. The technology is a patented, non-slip, grip mechanism made up of a clasp and silicon. The company raised AUD \$1.5m in 2017 and launched a global JV with a high-end jeweller. With proof of concept in the UK, Italy and Australia, a proven business strategy, significant industry and influencer endorsements, global distributor networks and a strong team in place, the launch pad is set to dominate the hair jewellery industry. KELA is now seeking a capital increase of AUD \$3m for expansion; as well as trade ties for growth in European markets.

## Intellectual property

The revolutionary technology behind KELA is unique and has significant intellectual property value. Currently KELA has international patents for the revolutionary one-action, non-slip grip mechanism under the Patent Cooperation Treaty which provides IP protection in Australia, South East Asia, China, USA, Europe, Switzerland, Russia, India, Mexico and Brazil.

## Reputation with industry leaders and trend-setters

KELA's successful introduction and positioning in the hair industry was supported by industry ambassadors and celebrity endorsements. In the two years since launch, endorsements from celebrities, social influencers and power players in the fashion and hair industries have generated estimated PR value well in excess of AUD \$3 million.



**Problem:** *Everything for your hair falls out*



**Solution:** KELA allows you to do your hair once and know that it won't fall out or require fixing multiple times a day, slip, slide or damage your hair. KELA products hold perfectly when you're really active.



**Problem:** *Fashion and beauty takes so much effort with many people feeling pressured to conform to a narrow and unattainable standard to be deemed fashionable or beautiful.*



**Solution:** KELA aims to empower all people to feel beautiful in a creative, easy way. KELA doesn't discriminate, its products can be used by anyone or any age, body type, hair type, skin colour to give their look a finishing touch and help them feel fabulous.



### Established sales and distribution channels

KELA's products are sold direct to consumers through its online store, and to wholesalers and distributors, with impressive profit margins. Currently, distributors are confirmed in the United Kingdom, Italy, Sweden, Dubai, United States of America and Russia and KELA is in negotiations with distributors in Germany, Spain, Denmark, France and Qatar as well as other interested parties.

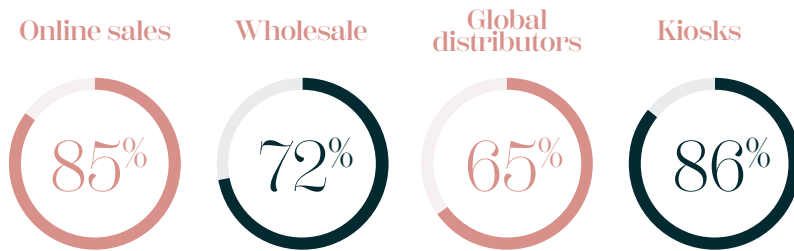
A fourth sales channel, KELA branded kiosks, is launching in the Australian market in late 2019 after a successful pilot.

This offer reflects a valuation undertaken by Bruce Whall, from Bruce Whall Consulting, based on research. At the time of this offer, Kela Holdings Pty. has an estimated worth of AUD \$6 million

### Use of funds

- \$1,200,000 to grow global sales channels.
- \$1,000,000 to implement KELA's global marketing and public relations plan.
- \$800,000 to scale up business operations to support KELA's global expansion.

### Gross margin by channel



### Ready to scale

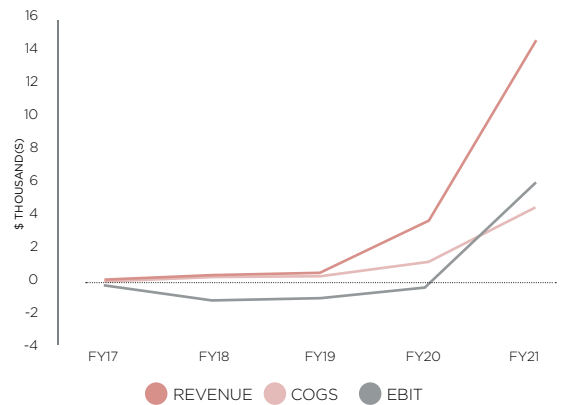
Australia, UK and Italy have been utilised as successful test markets for retail and online sales. With proof of concept, a proven business strategy, significant industry and influencer endorsements, global distributor networks and a strong team in place, the launch pad is set for KELA to dominate the hair jewellery industry. To enable global expansion KELA is seeking AUD \$3 million of capital investment to scale.

### The offer

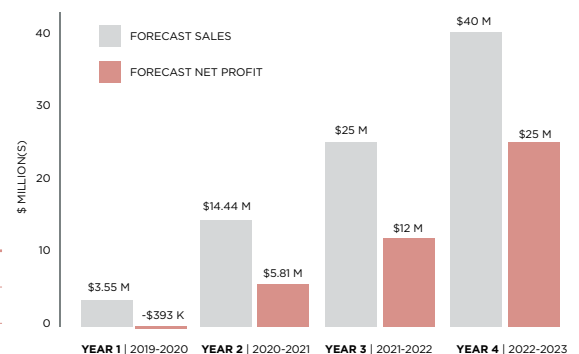
<b>Capital raise amount</b>	\$3 million for 1,350 shares
<b>Minimum</b>	\$22,222
<b>Pre-money valuation</b>	\$6,000,000
<b>Issue price</b>	\$2,222 per share
<b>Minimum subscription amount</b>	10 ordinary shares
<b>Oversubscriptions</b>	Up to \$3,500,000 or 1,575 shares is permitted
<b>Investor engagement</b>	Mar - Dec 2020
<b>Due diligence</b>	Jul - Dec 2020
<b>Closing date</b> (unless extended by the Board of Directors)	Dec 31st 2020

\*All figures are in AUD

### Key financial indicators (AUD '\$'000)



### KELA projected results



## For further information

Download the Information Memorandum at [www.kelacharms.com/invest](http://www.kelacharms.com/invest)

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