



my locum choice

Shareholder Update

Monthly: February 2018

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Message From Our Operations Director

Hello everyone,

We have had a good start to the year in January and February has also brought in some exciting news for MLC!

We have been servicing the 3rd largest national chain (Well Pharmacy- 750+ stores) for a while now and recently have just become an approved supplier of the **2nd largest chain Lloyds Pharmacy Group! (1600+ stores)**

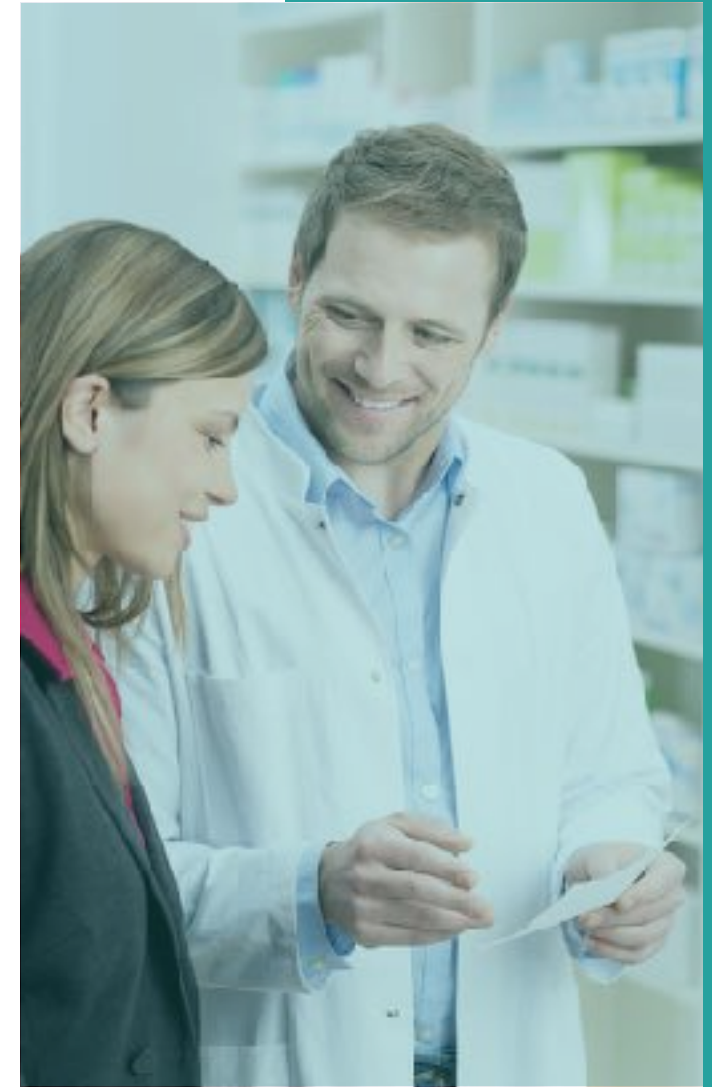
The result of this:

- Large increases in bookings
- MLC will now have 24% market share of the 15k pharmacies in the UK

We will look to take on the chain this month (February) once we have taken some time to understand their processes.

As always we will keep you up to date with our progress!

Many Thanks, Mitesh | Operations Director



Share Update



This month all shareholders will be listed on companies house. There was a delay due to the busy tax period.

Next steps will be:



Issue of Share Certificates



Shareholders Agreement/ Articles are still accessible to download: <https://www.invesdor.com/en/pitches/742>



Issue of SEIS3 certificates

NB: The SEIS relief can be claimed on next years tax return i.e returns that are submitted post April 2018.





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Project Updates

How is MLC progressing



MLC Online Academy

Another element of the business we are building. This will sit alongside our main site and shop site where healthcare professionals can obtain training, accreditations and participate in workshops/webinars provided by our partners.



Telesales Marketing

From March 2018 we will begin implementing plans to onboard our offshore based telesales team. They will spend their time contacting pharmacy owners; informing them of our service, obtaining new client sign ups and booking requests.

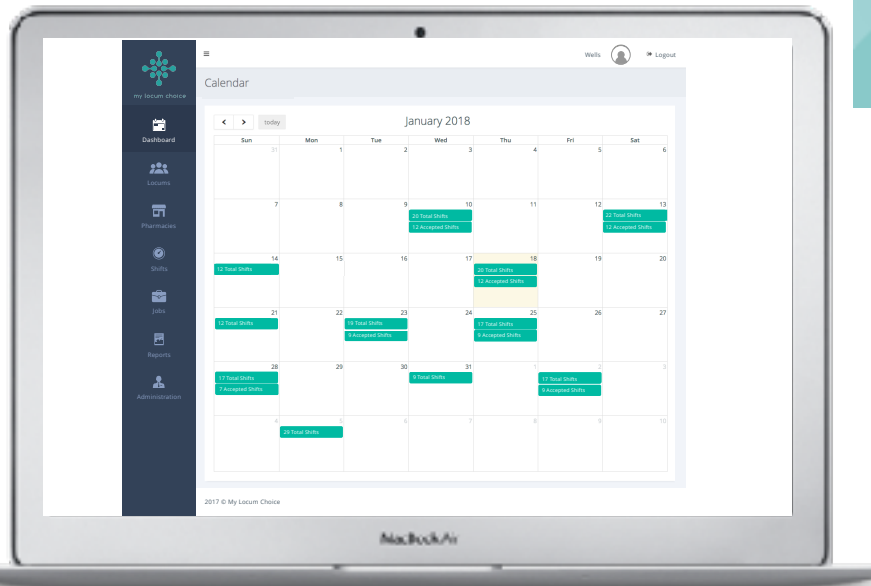
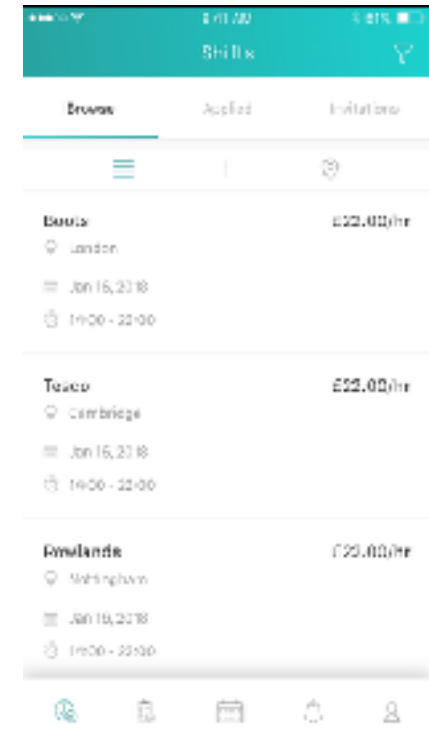
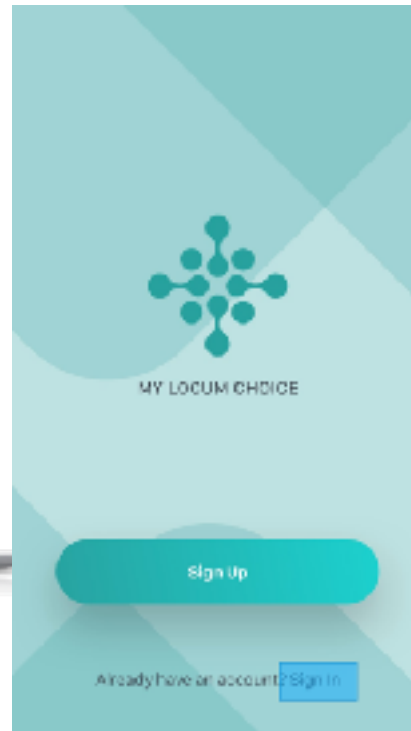
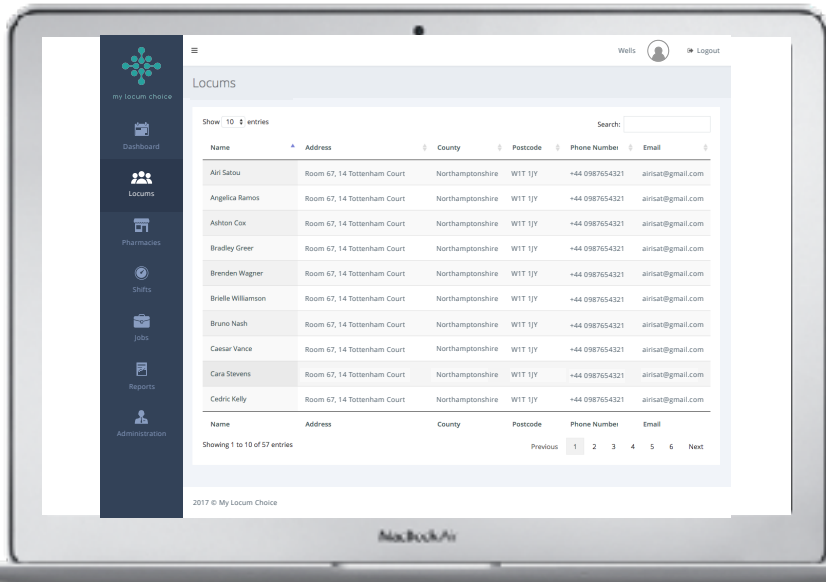


Social Media Marketing

This month onwards we will be utilising the help of Pharmacy Mentor- social media guru's to build our online presence amongst google, blogs, Facebook and LinkedIn to increase client/locum acquisition and customers of our products.



Client Webversion And Locum App



First designs for the locum App and the the Client Web-Version (structure may change)



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Expenditure

Current and Upcoming Expenses



Expenditure For Month Of Feb 2018

Development monthly instalment payment only ~£3kpm.

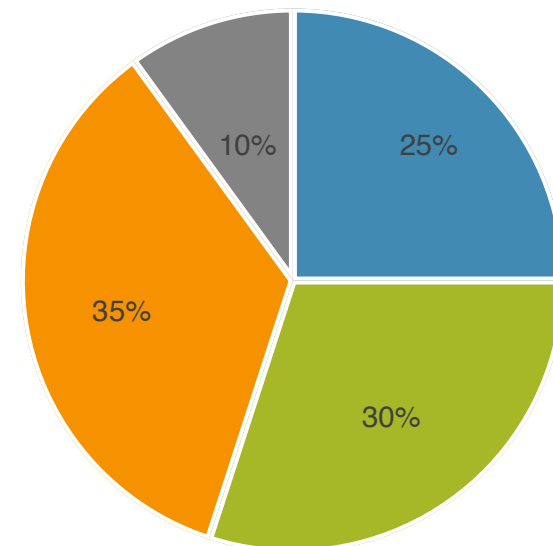
Personnel costs remain the same with salaries for existing staff

Marketing costs will increase significantly this month vs prior with large expenses around Optrafair exhibition (April) encompassing stall set up, printing, materials and design.

Ongoing Est. Monthly Burn Rate:
~£8.5k

Est. Feb Spend:
~£10k

Approximate Utilisation
(Feb)



● Development ● Marketing ● Personnel and Telesales ● Business Exp



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Current Traction

Monthly and Yearly Breakdowns

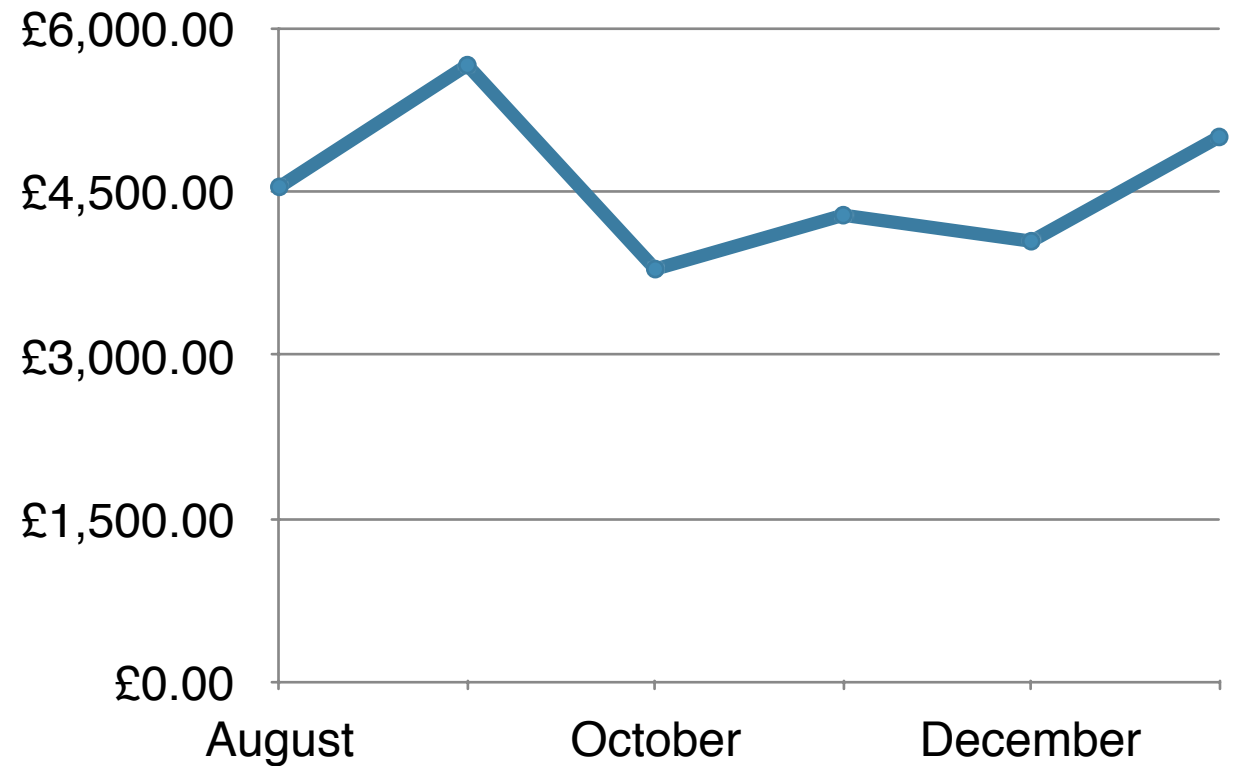


2017-18 Figures (6 Month)

Bookings for December just under 350 mark.

Locum sign ups were higher than the month prior

Pharmacy sign ups increased significantly with the expansion of existing pharmacy chains acquiring new pharmacies as part of the lloyds pharmacy sell off.



Key: Revenue per month

*Note: Profit margin approximately 50%

January 18

Revenue ~£5k

Pharm Locum Sign Up
~60

Pharm client Sign Up
~48

DBS ~12

Current Traction: Monthly



Below you will see movement in traction for MLC across its Main KPI's

Tracking	January Vs Month Prior	Total to date
Locum Sign Up	60 (+25%)	1,843
Pharmacy Branch Sign Up	48 (+67%)	1,877
Pharmacy Locum Bookings	335 (+4%)	6,130
DBS Checks	12 (-7%)	692
Optom Locum Details Captured (for sign up)	40 (-75%)	241
Optom Practice Details Captured (for sign up)	33 (-82%)	235
Optom Bookings	N/A	N/A

Thank you

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