



my locum choice

# Shareholder Update

Monthly: December 2017

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# Message From The CEO



Hello everyone,

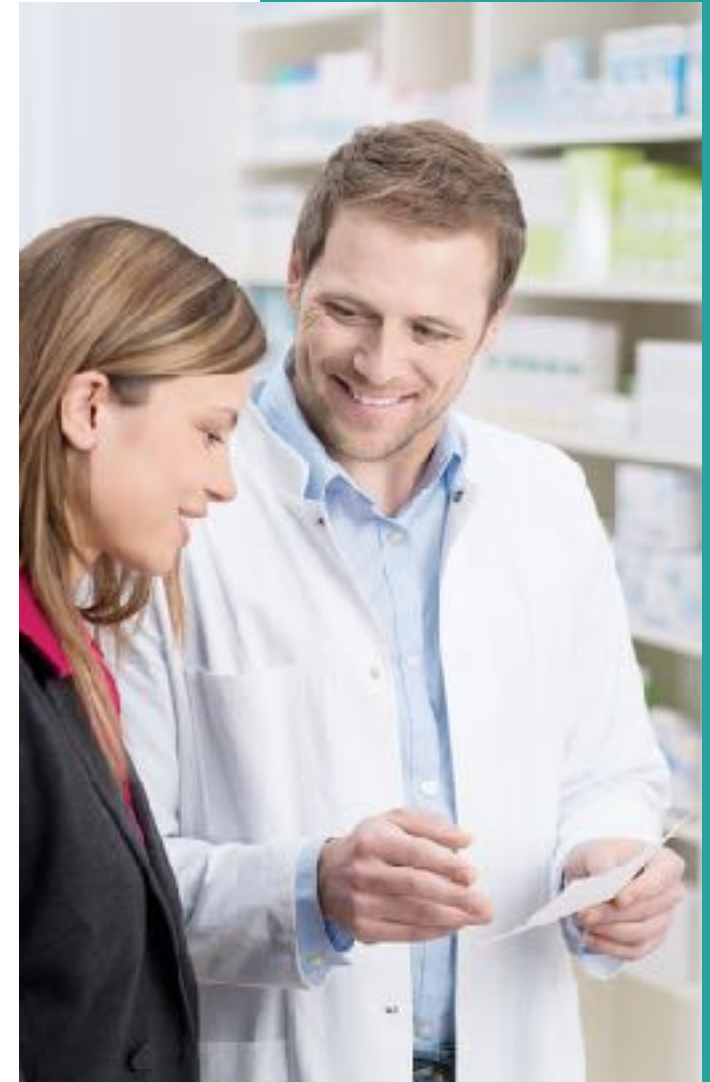
On behalf of MLC we would like to welcome you to our team! The new ideas and expertise you are all able to provide will surely be of great benefit to drive the business forward.

Our investment round successfully closed on 30th October 2017 with a total raise of £112,590 and approximately 15000 new shares issued.

I appreciate it has been a little while since we have been in touch, we were closing up the round and fund allocation. This report will be sent out monthly to keep you updated on our progress for the exiting plans we have in place. However if there are any pressing questions you have for the team, you are more than welcome to contact us via email. We will also be holding a shareholders meeting twice a year which will be communicated to you closer to the time.

As this is the first report, if you have any feedback or would like for anything else to be included please do not hesitate to ask.

Many Thanks, Miraj | CEO



# Share Issue



Over the course of the coming weeks you will receive the following documentation with instructions from the Cobley Desborough Accounting Firm/ Miraj.



Shareholders Agreement/ Articles



Share Certificates



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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# Post Investment Plans

Use Of Investment Funds

# Post Investment Plans



As you know the investment round was undertaken to help push MLC to the next level.

Currently our online platform (although very well received) needed a revamp to deal with the large volume of locum requests coming through as well as service the national chains better. A portion of our investment has been utilised to create a new platform which will not only deal with the issues stated but also allow MLC to enter other healthcare markets with an efficient uptake.

We will also be utilising a portion toward expanding personnel and virtual project managers.

The final portion of our investment will be utilised toward marketing-online and offline via social media, trade shows, publications and partnerships





## New Platform Build

The new platform build is underway with an estimated completion date of April/May 2018. The system will also accommodate for the optometry market as well as service pharmacy much better.



## Personnel And Staffing

A new admin/accounts assistant will be joining MLC in January with a focus on getting locums compliant and deployable to work increasing our workforce for the nationals and large independent chains.



## Marketing

Our Optometry leads are currently working away recruiting locums and practice owners to join our new platform giving us good entry into this market next year. We will also be attending the 100% optical show in January and exhibiting at the Optrafair show in May 2018, as well as the Pharmacy Show in Oct 2018.





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# Expenditure

Current and Upcoming Expenses





Budget has been adjusted in line with the investment raised and all costs reworked.

To begin with we have a few large expenses to be paid; upfront **development** costs and iOS and Android app build will be a large majority.

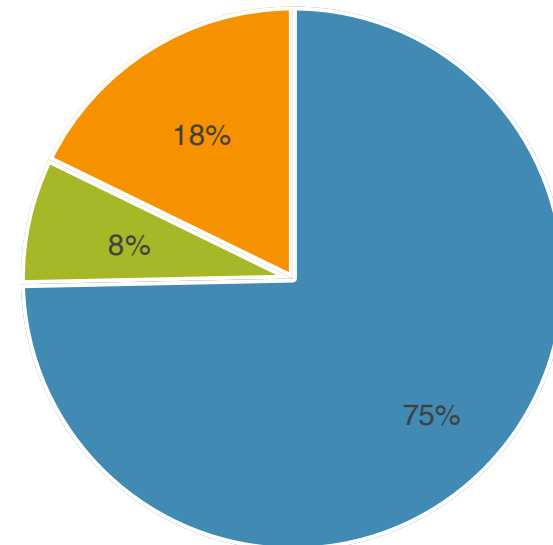
**Personnel** costs are relatively low with the introduction of only one new member of staff in addition to Miraj and Mitesh. MLC have also started planning for the introduction of their offshore Telesales team in March 2018 to focus on new client acquisition.

Initial **marketing** budget goes toward social media, trade shows and publications/press.

**Est. Monthly Burn Rate:**  
~£9.5k

**Est. Dec Spend:**  
~£62,500

Approximate Investment Split  
(12 months)



● Development    ● Marketing    ● Personnel and Telesales



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# Current Traction

Monthly and Yearly Breakdowns

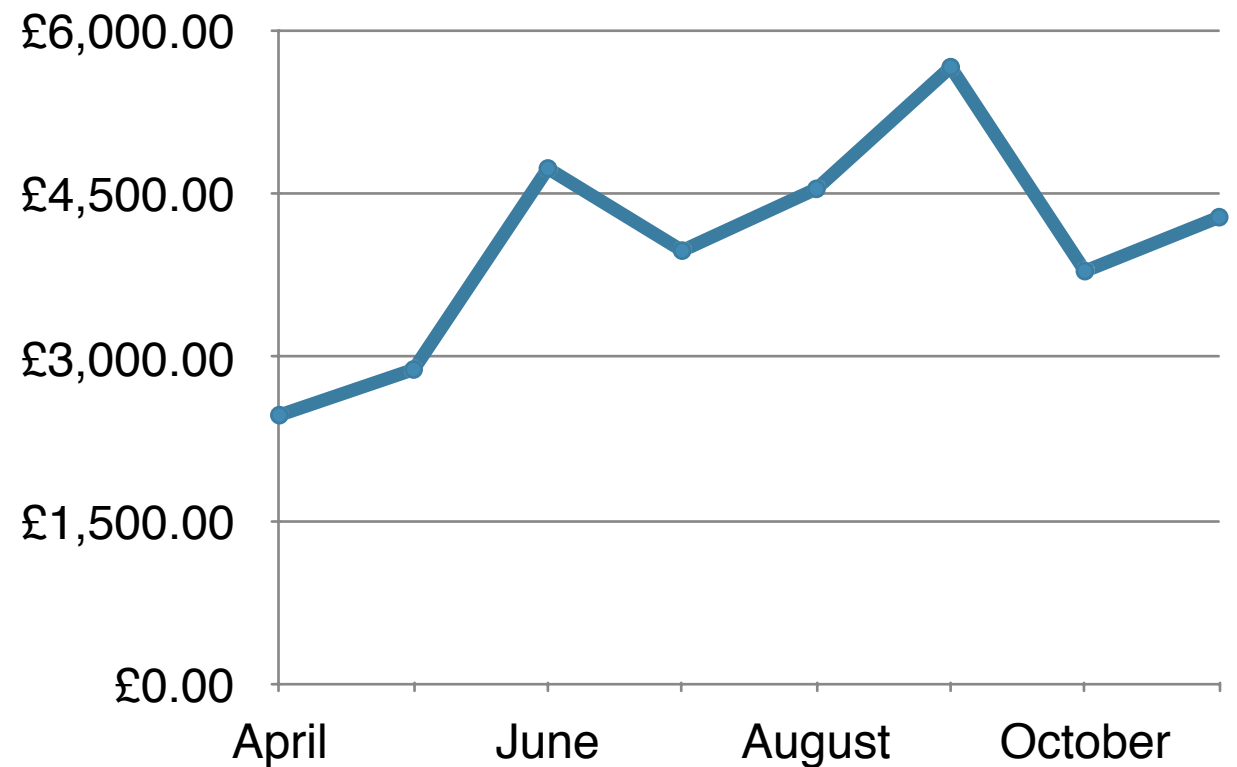


During the funding round MLC still continued to trade as usual

**Bookings** remained within the 3-400pm mark.

**Locum sign ups** were high with newly qualified's coming through.

**Pharmacy sign ups** slowed as there was a reliance on passive acquisition due to less marketing during the round. However this will be alleviated with future telesales and marketing plans.



Key: Revenue per month

\*Note: Profit margin approximately 50%

**Total Revenue** ~£45k

**Total Locum Sign Up**  
~500

**Total Pharmacy Sign Up**  
~1190

**Total DBS** ~220

# Current Traction: Monthly



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

Tracking	November Vs Month Prior	Total to date
Locum Sign Up	75 (+50%)	1,738
Pharmacy Branch Sign Up	3 (-70%)	1,813
Pharmacy Locum Bookings	280 (-20%)	5,472
DBS Checks	26 (0%)	667
Optom Locum Details Captured (for sign up)	29 (+100%)	29
Optom Practice Details Captured (for sign up)	15 (+100%)	15
Optom Bookings	N/A	N/A

# Thank you

## Get in Touch

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