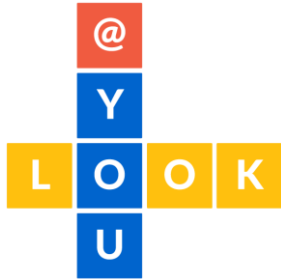


THE L@MB LETTER

A QUARTERLY COMMUNIQUE PUBLISHED BY THE LOOK AT YOU GROUP OF COMPANIES

ISSUE NO1, VOL 2



THE LOOK AT YOU GROUP

LOOKATYOU INC (USA)
 LOOK AT MY BABY PTY LTD (S. AFRICA)
 LOOK AT YOU LIMITED (NO. 63753)
 LOOKATYOU SDN BHD (NO. 947596-V)
 LOOK@MYBABY AUSTRALIA PTY LTD (ACN 141 306 603)
 PT LOOKATYOU INDONESIA (NPWP: 66.794.951.5-012.000)
 LOOKATYOU (THAILAND) CO., LTD (0835556005888)
 COMPANIES CURRENTLY UNDER INCORPORATION IN THE PHILIPPINES AND UNITED ARAB EMIRATES

INTRODUCTION



Bobby Christian

Robert (Bob) Christian
 Director of Shareholder Services

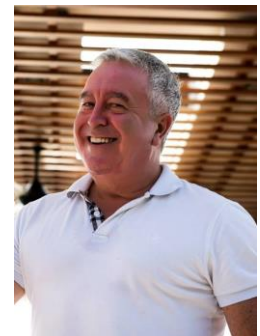
What I would give to have more pictures from this time in my life! My dear Mother was on this earth 99 glorious years and she spent so many of her golden years looking back to when she was a young

mother raising my brother and sister and me in Georgia. The joy in her eyes when a memory of those special years was breathed into life was intoxicating – and this my friends, is just one of the unique features that the L@MB technology group is creating in our App. Yes it’s connection, sharing and chatting, but it’s also an intuitive catalogue that makes secure all those memories in a way never before seen, and that is just the beginning. What a privilege to be part of this.

Contact:
 bob@lookatmybaby.com

FROM THE CEO

Michael Brereton
 CEO, The Look at You Group of Companies



In preparation for writing this segment I just went back to look at our last newsletter. I do this because these few words I’m writing now are among the most enjoyable, if not important words that is my pleasure to write as CEO. This is my time to talk about our great company and our people and milestones. I suggest you stop now and please do take a minute to look at what we published just a few short months ago. When I see the pace at which we are moving, I am all at once excited to be a part of L@MB and so gratified to have such a great group of enthusiastic people and partners moving our mountains. Let’s talk about those mountains...

- The L@MB APP
- Serving & expanding our Hospital and Non-Hospital Partners
- Building our user base

There has been massive movement on all fronts in the last few months. It begins with the L@MB Mobile app getting close to release and working directly with our partners to ensure this APP meets expectations and does what no other APP does... Places them square in the middle of what is arguably the strongest connection that exists in our “connected world”, that between Mother and child.

(“From the CEO” Continued page 2)

From a commercial standpoint, this is the goal for any company wishing to service, communicate with, sell to, or just affiliate with new parents, and the L@MB App does this in a secure, robust and family friendly way. No other company can deliver this to hospitals, retailers and government agencies like we do.

What are we to Mom & Dad? We are a secure, robust chat and file sharing platform... wait, that's too technical. Here is a better description; we are a place where the best moments and memories involving our babies are shared and preserved so that we can relive and revisit all the memories created every day as a child grows. *That's what Mom's say.*

What are we to our Corporate Partners? Not to be crass, but this is a business and we offer our commercial partners the best opportunity to (*consistent with our user agreements*) know who Mom is, know what she needs and offer it to her when she needs it. And, very important – we do the same for every member of the *friend and family circle* created with each BabyBook.

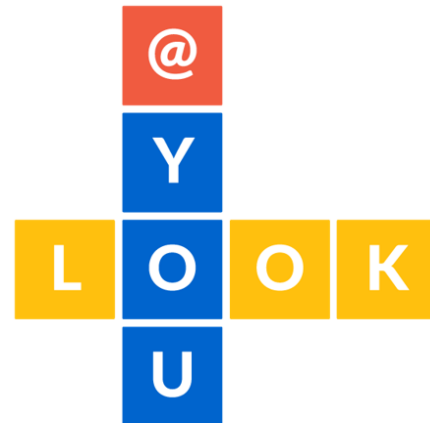
Next, we've been hard at work building the user base for L@MB. This is one of the keys to creating value for shareholders. Now that we are signing with non-hospital partners, we are seeing the user base expand by orders of magnitude. You no doubt are aware of our hospital partners which now number in the hundreds in multiple countries. And in the last newsletter you read about our first government contract which (instead of counting "*babies per month*") gives us access to millions of users, as the L@MB App is "pushed" out to the population by government and retail agencies with millions of users in their respective data bases. *And their users become our users.*

To be perfectly clear, upon release of the Application later this year, we will quickly be on the track to acquire millions if not 10's of millions of users from our immediate pipeline of hospitals, government agencies and corporate partners. We are already converting our hospitals to the new revenue model and we will fast track these efforts in 2018. ☻

TECH CORNER

THE BIG REVEAL

BABYBOOK DEVELOPMENTS



THE LOOK AT YOU GROUP



ABOUT GOOGLE AND L@MB

"I'm inspired by what you are doing"
"We want to help ensure your success"
 - Flutter Team Project Manager at Google-

How: In choosing the newest tools (Google's Flutter SDK and DART) to innovate and create the L@MB Mobile app we attracted the attention of GOOGLE. Google is now working with our Tech Development Group to make sure that we create the best product possible.

Why are they helping us create an App? Because our success is their success.

Why L@MB: We have top developers, a global reach and we are using a commercial technology in South Africa to help save lives.

The Look at You Group and Google are now partners

OPS REPORT - WHAT DO WE HAVE AND WHAT IS IT WORTH?



Objectively, L@MB valuation, like other companies in our space, is derived from a combination of Intellectual Property (IP), Talent (people), Digital Phenotyping (big data) and Revenues. In the calculus of valuation, each of these has an intrinsic value, plus a premium which is derived from their future value, accounting for the potential global market we can address, and the other vertices inherent in our technologies.

That sounds complex because it is, but here is a great example of how the market quantifies this: Facebook (FB) has a Market Capitalization of \$558.5B and 2.2B users. This means that the market values FB at \$254 per user. The same calculation can be made for any of the social network companies, but FB has a business model more aligned with L@MB (*though they do not capture the new parent & family demographic as we do – the implications of this are not to be underestimated*)

Given our current reach with client hospitals, government partnerships and non-hospital partners, we project that post Mobile App release, we will acquire between 10-15million users in the first year. And it only grows from there. L@MB's value, based on this model, would then be in the \$1.3B to 2.5B range. And there is a real argument that L@MB users are more valuable, on average, than FB users. But we don't have the space here to discuss that.

This of course is just one example of how market values are calculated. Value is subjective so our mandate at the Look@You Group is to create the best product, provide the best service, attract and keep the best talent and maximize the potential value in all aspects of our business. One day soon we all hope to see how the market will value L@MB - the only company to have captured, so effectively, the eyes, hearts and attention of this most sought-after demographic – New Parents. ☺

The New Look@MyBaby Smartwatch

The new Look@MyBaby Smartwatch Application / Smartwatch allows Mom to monitor a wide variety of data points for both Mom & baby while in the womb and in real time. And when paired with the Look@MyBaby Mobile app... fun and functionality is added to the bio-metric health and welfare features of the device.

- Kick Counter
- Temperature
- Heart beat (Mother & Baby)
- A Wide Assortment of other real time data points
- All the Fun Features of the BabyBook App

The Look@You Group



MONETIZING OUR APPLICATION (USER BASE)

Simply put; the L@MB Mobile application

1. Collects user data which can be monetized
2. Creates advertising and retail sales revenue
3. Loyalty conversion revenue
4. App download revenue

-Glen Jackson, COO

GOOGLE RECOGNIZES ONE OF OUR OWN - "Way to go Gunter!"

Gunter Zöchbauer – One of our Sr Developers at the Look at You Group. Giving a shout-out during the recent Google Conference in LA: Jan 23-24 2018

Forward min to view
37:30 Min

Thank you!

Alexandre Ardhuin
@14h
Comments!

Gunter Zöchbauer
@zoechi
2428 answers!

IMahdy AbdElkatzir
@mahdy

Faisal Abid
@faisalabid

Jana Moudra
@janamou

Pascal Weisich
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Tomáš Zelinka
@tomaz

Eugenio Marietti
@fashion

Horacio Gonzalez
@lootibritany

Monty Rasmussen
@monty75

Sergi Martinez
@sergiandreplace

Google Developers Experts

Dart Conference 2018
Google Developers - 1 / 32

1 Keynote with Tim Sneath (DartConf 2018)
Google Developers
37:38

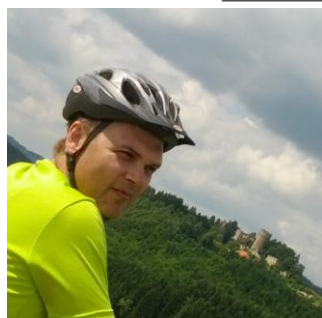
2 Evolving Dart: Leaving the ocean and learning to fly (DartConf 2018)
Google Developers
29:49

3 Let's live code in Flutter (DartConf 2018)
Google Developers
28:39

4 Flutter & Web - Unite your code and your teams (DartConf 2018)
Google Developers
22:25

5 Making Dart fast on mobile (DartConf 2018)
Google Developers
24:54

6 How to build good packages for Dart and Flutter (DartConf 2018)
Google Developers
26:30



SEE: <https://www.youtube.com/watch?v=OaOiZW4RZXg>

"Gunter has been amazing"

- Tim Sneath gave a shout out to L@MB Sr Developer Gunter Zochbauer.

January 24th 2018 at the GOOGLE Conference in LA.

**YouTube Search: Google Dart Conference, Key note 2018

That's all for this issue. From all of us at L@MB... Being able to share this is our great pleasure and we thank you for your interest and enthusiasm!

IN COMING ISSUES... "the L@MB Pipeline" - More hospitals, retail partners, more Territories (Hint – *Saludos!*), and Zim-Zam Namb(b) expansion, more users and more (New) non-hospital commercial partners - *already signed!* Plus, information on our RETAIL and LAMBAssurance initiatives. Also, the launch of our App! If you have any questions or you just can't wait until the next publication, don't hesitate to contact me directly, love to hear from you! [Bob Christian]

***Thanks to all the Lamb Team for your contributions to this newsletter – truly appreciated!*

FORWARD LOOKING STATEMENTS

Certain information set forth in this presentation contains "forward-looking information", including "future oriented financial information" and "financial outlook", under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) completion of, and the use of proceeds from, the sale of the shares being offered hereunder; (iii) the expected development of the Company's business, projects and joint ventures; (iv) execution of the Company's vision and growth strategy, including with respect to future M&A activity and global growth; (v) sources and availability of third-party financing for the Company's projects; (vi) completion of the Company's projects that are currently underway, in development or otherwise under consideration; (vii) renewal of the Company's current customer, supplier and other material agreements; and (viii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management's beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment. This Document is for informational purposes only and does not constitute an offer or solicitation to sell shares or securities in the Company or any related or associated company. Any such offer or solicitation will be made only by means of the Company's confidential Offering Memorandum and in accordance with the terms of all applicable securities and other laws. None of the information or analyses presented are intended to form the basis for any investment decision, and no specific recommendations are intended. Accordingly, this Document does not constitute investment advice or counsel or solicitation for investment in any security. This Document does not constitute or form part of, and should not be construed as, any offer for sale or subscription of, or any invitation to offer to buy or subscribe for, any securities, nor should it or any part of it form the basis of, or be relied on in any connection with, any contract or commitment whatsoever.