

THE L@MB LETTER

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

ISSUE NO1, VOL 1

Look@You

The Look at You Group Companies

LOOKATYOU INC (USA)
 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 Philippines and
 United Arab Emirates



INTRODUCTION

Birth of a Giant!

Hello everyone, and welcome to the launch of our LAMB newsletter. It's an exciting time for us and we are looking for new, more efficient ways to provide information to our shareholders, employees, stakeholders and the rest of the world. We're planning to publish the "L@MB LETTER" quarterly, but as we have so much to share up front, we may be monthly for a while. We aim to bring you late-breaking news about L@MB ("Look@MyBaby" or 'The L@MB Group, or "The Group"), and as this is issue #1, future issues will continue to evolve with us and we'd love your feedback (please send suggestions to newsletter@lookatyou.com). So, let's get started!

Bringing families together at one of the greatest times in their lives is what we've done for years, but our young parents with their new babies are in a buying frame of mind. From baby products to autos to insurance, this is the time when there are "no no's" in making these important decisions. We have the privilege of serving these young families and we are committed to delivering to them the best value possible via our growing list of commercial partners. This puts Look at You, Inc. in a break-out mode, on the way to becoming an international giant. ☺
Let's hear from the CEO...

FROM THE CEO

Michael Brereton
 CEO, Look @ You, Inc.



It's said a week is a long time in politics (especially so today), and in technology it's an eternity. In fact there's a saying in the tech space – "either you change or you die", all in real-time. Look at Facebook, Twitter, Snapchat, Amazon, LinkedIn; all started as one thing and then blossomed into something else and became giants in their space. Never the same, constantly morphing into something better and investing in innovation – that's how we grow. Most new apps become obsolete before they ever even gain traction, and it's the same with the companies that make them. They're either in the early stages of fading away — with new companies being born to take their places — or they're constantly rejuvenating themselves. Which are we? That is something that keeps me focused every day.

We can never stop innovating or listening to our customers and adapting to their needs. I've gained some important insights over the past couple years. An important one, for example, is that our customers will show us how they use our products and services... we don't show them.

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COMING SOON... EMPLOYEE SPOTLIGHT

HERE WE’LL SHINE A LIGHT ON THE PEOPLE THAT KEEP US GOING EVERY DAY AROUND THE GLOBE - *BIG SMILES!*



TERRITORY FOCUS – THIS ISSUE

SOUTH AFRICA (SA)

By Patrick Moore
L@MB SA Territory manager



Hello everyone. It’s a great privilege to be able to share what’s going on at L@MB in SA with you. I look forward to reading more about other territories soon! Here’s a short summary on just this last month here in SA.

Michael Brereton, Chairman and Co- founder of our great company joined me recently as we visited two of our private hospital groups in Johannesburg along with the Western Cape Department of Health (WC DOH) to complete another round of contracts and introduce new services.

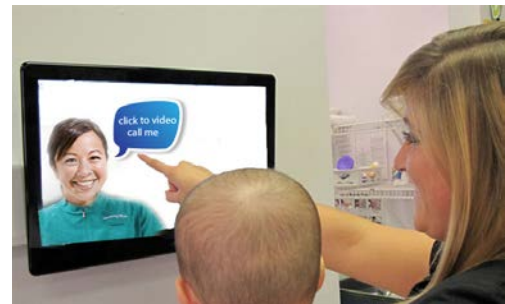
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(From the CEO - Continued from page 1)
What we’ll be a year from now will be more than we are today. But our Vision remains:

To become the # 1 family media platform on the planet.

Thus, while our BabyBook platform is an extraordinary foundation in attracting new parents to our site, this is only the next iteration of L@MB tech and services. It is today’s sum total of new technologies and fresh thinking, along with input and validation from our hospitals and (*new*) non-hospital corporate partners (*more on that in upcoming publications*). We are a constant “work in progress,” building value and a reputation for quality and service. But even THAT’S not enough ...

As with any young, fast-growing company in our space we look to build on our existing foundation and maximize our value, i.e. attract a higher valuation for an IPO, buy out or structured financing. How do we do this? By showing L@MB as *sustainable, scalable, and truly digital*. We are currently reducing our labor-intensive services at hospitals by innovating the ‘Digital Concierge’ component of our service, for example.



We are improving efficiencies and user experience while reducing costs and setting a path for even faster growth.

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(South Africa - Continued from page 2)

Now signed up with immediate effect to our newest suite of services, Netcare Hospital Group and Life Healthcare Group establishes the L@MB footprint in SA firmly with over 70 facilities which will now give L@MB a massive pipeline of new parent users every month in the region.

There are 32 Netcare Stork's Nest mother and baby wellness clinics across South Africa, providing a wide range of antenatal and postnatal services. The clinics, which are situated at Netcare hospitals with maternity facilities, provide a holistic, supportive and therapeutic environment for new Mum's and Dad's.

Life Healthcare's Baby program; **Little Life** is at 38 facilities in the network of 64 hospitals (of which 57 are majority owned by Life Healthcare and another seven in which the group holds substantial minority ownership), providing a range of healthcare services throughout South Africa. The group has hospitals in seven of the country's nine provinces, and in the country's most populous metropolitan areas, including Johannesburg, Pretoria, Cape Town, Durban, Port Elizabeth, East London and Bloemfontein. Life Healthcare operates a range of facilities adapted to meet the local demand in the various regions of the country, including high technology, multi-disciplinary hospitals, community hospitals and specialized stand-alone facilities to provide the appropriate scope of healthcare services.

And – regarding our visit with the WC DOH they have enthusiastically accepted the Look@MyBaby services and wish our service to be extended to a National footprint to support their MomConnect initiative. (more on that next month)

Currently introductions are being arranged for imminent meetings in Pretoria – our nation's capital.

So, what does this mean to L@MB? - *Approximately 100,000 babies per month -or- new parent sign ups to our BabyBook via these 3 national partners once the national footprint obtained.* Until next time. ☺

(From the CEO - Continued from page 2)

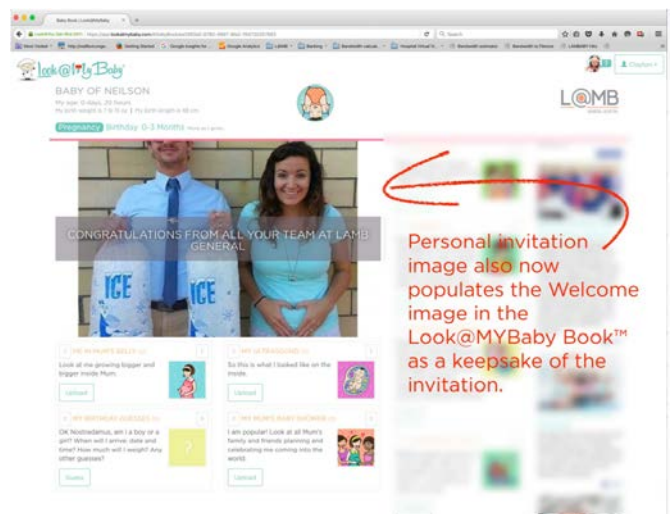
We are now a Tech Company providing the Look@MyBabyBook application and service to new parents, AND a digital marketing company with the most precious niche market in all of sales – New Parents.

We have re-energized the executive team and our business model, and fully engaged our eComm partners. New financial partners have been secured, and we have a clear path forward.

The next six months will be truly exciting and I look forward to sharing more with you in the weeks and months to come. (when they give me more space on the newsletter!) Stay well! ☺

COMING SOON - TECH CORNER

SOFTWARE DEVELOPMENT
BABYBOOK INNOVATION



One of the most exciting things we do is innovate new ways to improve our user experience (UX) and here we will showcase new elements of the babybook as preview of what's to come...

NEXT ISSUE - OUR VALUE PROPOSITION

DISCUSSIONS - HOW WE CREATE SHAREHOLDER VALUE



“Bringing families together at one of the greatest times in their lives” may be *what* we do, but it’s all for naught if we do not do everything we can to create value for our shareholders. Here we will provide specific information we think is important to this discussion... *Coming soon.*

ALSO IN COMING ISSUES... “the L@MB Pipeline” More hospitals, more Territories (Hint – ‘Saludos!’), more users and more (New) non-hospital commercial partners - already signed! Plus, information on our RETAIL and LAMBAssurance initiatives – very exciting!

WELCOME ABOARD!

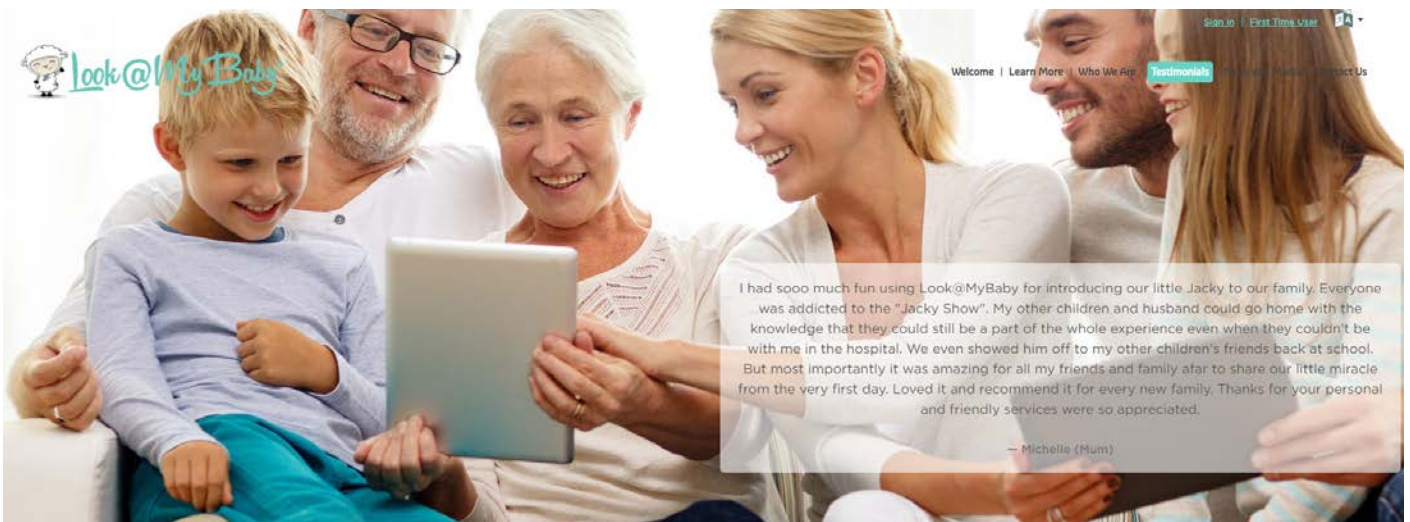
Joerg Hilger: Developer, Sr. Tech Advisor

(Techie for short)

Joerg is the newest Member of the L@MB family and he arrives just as we “go to press.” He is managing the team that works to bring our platform up to the next level, giving it a structure and design that mirrors social media platforms and couples the BabyBook platform with the power of the new L@MB *Mobile APP.* *(read about that more in coming publications)*



Joerg came to California from Germany 18 years ago, and brings with him years of experience working with top tech companies around the globe. He is a software developer and engineer, specializing in user-interface (UX) design. In his spare time, he enjoys playing guitar, riding motorcycles, listening to blue-grass and loves dancing. *(we gotta see that!)*  *That’s all for this issue. From all of us at L@MB... Being able share this is our great pleasure. We thank you!*



I had sooo much fun using Look@MyBaby for introducing our little Jacky to our family. Everyone was addicted to the “Jacky Show”. My other children and husband could go home with the knowledge that they could still be a part of the whole experience even when they couldn’t be with me in the hospital. We even showed him off to my other children’s friends back at school. But most importantly it was amazing for all my friends and family afar to share our little miracle from the very first day. Loved it and recommend it for every new family. Thanks for your personal and friendly services were so appreciated.

— Michelle (Mum)