

# THE L@MB LETTER

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The Look at You Group Companies

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 LOOKATYOU (THAILAND) CO., LTD (0835556005888)  
 Companies currently under incorporation in Philippines and  
 United Arab Emirates



## INTRODUCTION

Hello all. Bob Christian here. I made the cut this issue! So now I get to say hello and be the first to send a big shout out to all of you that reached out during the months of August and September to offer support and share your thoughts and prayers after Hurricanes Harvey and Irma clobbered both our Texas and Florida (US) operations. I can tell you from personal experience that these record breaking storms were bigger and badder than anything I've seen in my 30 plus years in Florida. It took weeks to get power on, but



we're up and running and back in business. And another thanks goes to Ily and Zu and the Malaysia crew along with Patrick and his gang in South Africa for picking up the slack – L@MB never missed a beat thanks to your hard work and team spirit. *Great Job!*

We have much to share this time around including the recent advances in South Africa and beyond (*spoiler alert* – “Zim-Zam-Nam(B)”). It's also time to focus in on the BabyBook Mobile App that's under development and already scheduled for beta release in South Africa this month. New people, new tech, new developments, let's get to it! 🌀 *First let's hear from the CEO...*

## FROM THE CEO

**Michael Brereton**  
 CEO, Look at You  
 Group of Companies



The Look at You Group of Companies is now a bona-fide tech developer. I

cannot say it plainer than that. We now have a first-class team of in house developers that have pedigrees which include Google, Amazon, Facebook and Yahoo. This fundamental shift in the way L@MB operates is a big push in the right direction and towards the changes I described in the last Newsletter. As the BabyBook Tech and our company transitioned from hospital services to what I am sure will become the # 1 family media platform on the planet, we continue to add value to the company and our products in the form of proprietary IP (Intellectual Property) and versatility. Unlike so many App developers that live by the Field of Dreams system of “Build it and they will come”, we are in the enviable position of having our audience already validated and growing. We are not guessing that there is a vacuum to fill, we are providing solutions for an existing and growing database of users that have told us what they wanted, and we were listening!

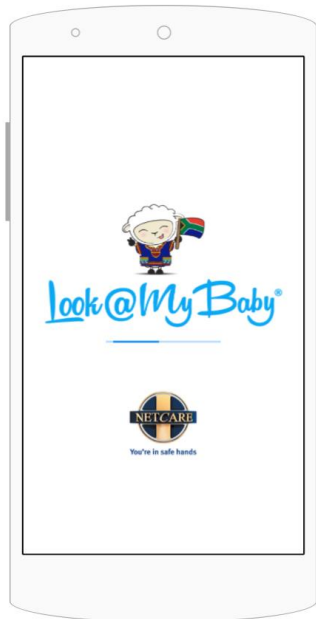
Contact: bob@lookatmybaby.com

(“From the CEO” Continued page 2)

(“From the CEO” Continued from page 1)

After making sure our people were safe last month, I beat hurricane Irma out of Florida (two hours before they closed the airports) and made our critical meetings in South Africa on schedule. We completed a series of round tables with our two leading hospital group clients – **NetCare** and **Life Health Care**.

We moved forward with the BabyBook mobile application and demonstrated how this new product will greatly enhance the ease with which their patients’ sign-up and utilized our services. This reduces the hardware and labor impact on hospital systems and I’m pleased to report that it was enthusiastically received by all – as expected.



We are now working with the IT people at each group to ensure proper database and patient/user data security solutions integration. Here too our solutions exceed industry standards and we’re moving now to

finalize the UX (User Experience) for our newest customers.

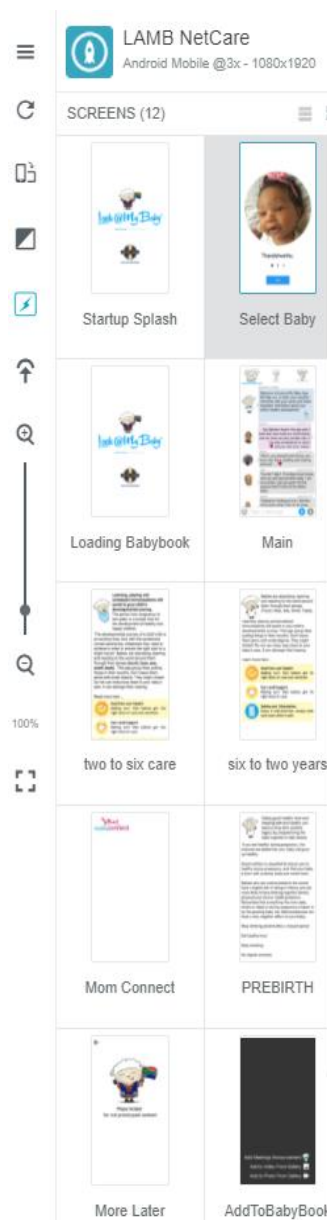


Joining our South Africa Territory Manager Patrick Moore, I also met again with officials from the SA Dept. of Health. The significance of this relationship in South Africa with the DoH cannot be understated.

(From the CEO - Continued page 3)

## TECH CORNER

### SOFTWARE DEVELOPMENT BABYBOOK INNOVATION



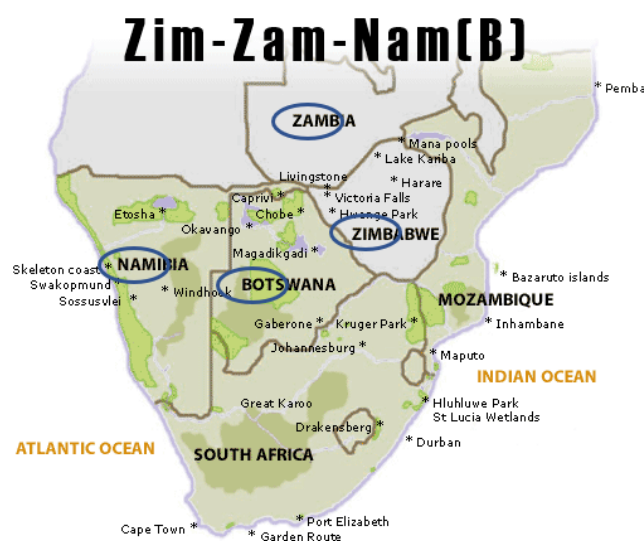
In our BabyBook L@MB is developing a “One language platform” via (DART & Flutter coding) which creates iOS and Android applications seamlessly. That means no need for 3 builds (2 mobile plus a Browser app) as has typically been required of all app developers before now.

The application is constructed for scaling to any number of users globally AND use in other verticals like sports, political groups (any affinity group - Parents is just one) *Greatly adding value to our IP.*

LAMB is now creating the foundational architecture that will ensure valuable IP going forward that is scalable and expandable into many markets. We will have Beta version ready in a few weeks which will launch in South Africa and to our other territories throughout 2018. 🌀

(“From the CEO” continued from page 2)

We are on the road to not only secure our first Sovereign partnership, but L@MB picks up millions of users immediately via its integration of the “MomConnect” social program into the DoH BabyBook. (SEE THE NOTES ON MOMCONNECT IN THE NEXT SECTION). It also establishes L@MB as a major stakeholder in the continent of Africa. As Bob pointed out in an email last month, Africa is considered the last unsaturated population on earth and the stakes are high for everyone wanting to enter these markets. And... South Africa is just the beginning.



We’ve already been invited to meet with the other Health Departments in nations surrounding South Africa. The Zimbabwe, Zambia, Namibia, Botswana (“ZimZamBam(B)”) economic circle represents a combined GDP that all companies are looking at on the continent and L@MB will be there in 2018. In fact, the next round of meetings with the DoH in Pretoria is on or about the first week of December following the Launch of the Netcare BabyBook and we expect then that we will be heading north for meetings in ZimZamNam(B). I look forward to sharing more about this and other incredible opportunities with you in the next year as they develop. 🌀

## ABOUT MOMCONNECT AND L@MB



In August 2014, South Africa’s National Department of Health, with support from Johnson & Johnson, ELMA Philanthropies, and the United States government, launched MomConnect - a mobile health initiative to help more women gain access to vital information and care needed to ensure a safe and healthy pregnancy and labor.

In its first two years, MomConnect grew into the largest program of its kind ever implemented by a country government nationwide. With the help of L@MB, South Africa plans to expand MomConnect to reach more of its population as well as nurses and midwives (*more affinity groups (verticals) for L@MB*) with educational and motivational information, and to provide additional targeted support to mothers living with HIV. MomConnect and L@MB will empower new and expectant mothers to seek the care they need by leveraging the proven appeal of the BabyBook, and coupling it with the widespread use of mobile phones in South Africa. It includes 5 key components:

1. A stage-based weekly messaging service
2. A national pregnancy registry
3. A help desk for mothers to ask questions and provide feedback
4. A link between the feedback and the health services, to improve quality of care.
5. All the appealing features inherent in the BabyBook which keep moms engaged with our App.

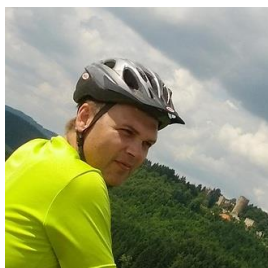
(About Mom Connect - Continued page 4)

## WELCOME ABOARD!

### Günter Zöchbauer: Sr. Developer

(*Techie for short*)

Günter is the newest member of the L@MB family. He has an impeccable resume and developer experience and is well suited to our needs. He has already contributed to the development of our applications immeasurably. He is a member of our "Scrum" team, which is led by Joerg Hilger and meets regularly for "Sprint" development discussion and problem solving. Our Scrum team includes people from many different departments across several continents to include management, graphic arts, marketing, and of course tech development. What that means to us non-techies is that L@MB is utilizing the AGILE system of App development to ensure that speedy delivery of quality, executable software over the course of the App development is given priority. *"He is a first-class coder and we are lucky to have him on our team"* Joerg Hilger, Sr Tech Manager. Look at You Inc. ☻



(*About Mom Connect – Continued from page 3*)

The synergies between our services and the objectives of the MomConnect service are obvious.



While the BabyBook captures the attention of User/Parents as they share and chat and upload pictures and videos of their babies, it provides the ideal venue for vital services and education. The emotional connection L@MB can bridge between information services and programs and new mothers is unprecedented. ☻

## IN THE WORKS - THE OPS REPORT

### VALUE

#### CREATING VALUE ON 5 CONTINENTS

A L@MB Board Member recently reminded me *that "In the end, value is derived from the monetization of everything we do, and it's against this that we should measure every effort"*. As he is formerly the regional CEO of one of the largest Insurance companies globally, I did listen to his advice intently and I am working with our CEO and Controller to present more information on what and how we are monetizing the business and exactly how that contributes to the potential value of our company. Look for this in coming issues. *Glen Jackson*

*That's all for this issue. From all of us at L@MB... Being able to share this is our great pleasure. We thank you!*

#### 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!

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