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Q1 2016 Update:

There are still two weeks left in the Q of 2016, but I'm not going to wait until then as things are moving fast and I want to get this information out to ensure that nothing is lost in the coming weeks.

Distribution

Commercial Development of the Look@MyBabyBookTM

Upgrades to the BabyBook functionality in analytics, social networking and e-commerce are underway and on track to begin our "LAMBAssurance" (Insurance partnership) trials next quarter. This will mark the launch of what really began as a sea change in company focus in late 2015 as we advanced the revenue model from being solely hospital fee based to one that now reflects the value Look@MyBaby[®] offers to our Insurance and retail partners in addition to our traditional hospital and patient users.



Advancement of the Revenue Model:

This has been a hugely successful move as evidenced by our member hospital reception and new private hospital adds. The changes to the revenue model have also opened our target markets exponentially to now include public hospitals. Under the old model we dealt

primarily with private hospitals which of themselves constitute only about 10-20 percent of the potential market for the Look@MyBaby Services depending on territory.

Our revenue model now enables us to focus on 3 distinct, but interrelated Sectors;

- Private Hospitals
- Public Hospitals
- Parents and children of emerging markets (See CSR Section below). Our footprint now spans 8 countries across different cultures as diverse as the Indonesia, South



Africa, Jordan, the Philippines and United Arab Emirates. All heavy population centers with fertile baby numbers and population growth with multiple races, nationalities and religions squarely in the most exciting parts of the Emerging markets. We've spent a great deal of time and effort in bridging these cultural divides, translating our web properties and building our cloud based service for maximum expandability. As a Microsoft Assure Cloud client LAMB can now stream to over a billion clients "pipes".

What is 'Corporate Social Responsibility'

Corporate social responsibility, often abbreviated "CSR," is a company's initiative to assess and take responsibility for the company's effects on environmental and social wellbeing.

Our CSR Program

Our services and technology have an impact on new mom's, expectant Mothers and their children in helping to educate families and connect them with proper healthcare and other vital resources. We are teaming with partner corporations to ensure best practices and use of our expertise and knowledge base to contribute in the most socially conscious way to emerging populations around the world. Look@MyBaby's Virtual Baby Visit™ and related online services are used by thousands of mothers having babies in our hospitals. We have a unique online reach to mothers on their mobile phone and can use this to provide crucial mother and baby education timed directly to the stage of the individual mother's pregnancy, postnatal period and baby development from infancy to adolescence. However, many hospitals and their patients cannot afford the latest services as available in more developed regions. Through our CRS program, we will provide the services and where appropriate, equipment for free.

From a *Humanitarian* standpoint these vital initiatives serve to:

- Bridge the gap between expectant mothers and Healthcare providers in emerging markets
- Help reduce Infant Mortality rates
- Help reduce Maternal Mortality (Mother deaths in child birth) rates

From a *Corporate development* standpoint these initiatives serve to

- proliferate our services and tech in important emerging markets.
- Promotes Brand recognition, and
- facilitates the acquisition of millions of user data and analytics – *and that's our business.*

LAMBAssurance and Retail Trials

The LAMBAssurance trials begin in Q2.

- We continue to build functionality into the BabyBook to improve our ability to provide Target Marketing services to insurance company clients and advertisers.
- We have brought aboard a former Regional CEO of one of the largest Insurance companies in the world to help assist the company with the LAMBAssurance initiative. Previously he designed and implemented the "AXA *Bancassurance Blueprint" which served as the complete best practice model for this form of distribution and implemented across South East Asia.



- We are embracing branding and limited advertising revenue opportunities made more valuable because of the intended reach.

***Bancassurance** refers to the system of selling insurance product through partner banks to bank customers. It was started in Europe in the 1980's and rapidly spread around the world changing the Insurance business forever. This is the model we are using in the development of our Target Marketing of Opt-in ads for Insurance companies to LAMB users (For more information please contact the company directly)

Lamb retail:



The "Lamb Pen" Baby Products

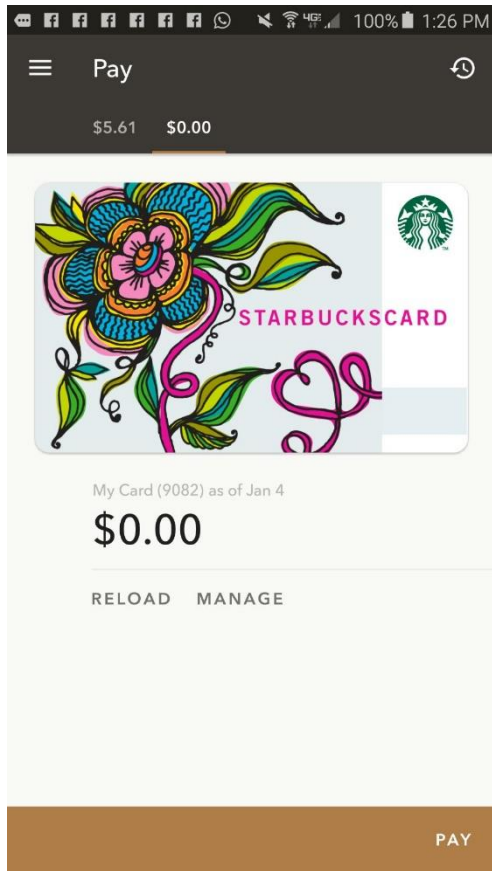
Insurance

With the help of Kevin Harrington's group, we have identified LAMB appropriate brand name baby products as well as several product lines that we will White label as LAMB products for the launch. Skin care creams for Mom and baby safety products and toys are all being sourced. We will have limited launch made by territory building functionality and efficiency across the platform with the goal of being on all LAMB territories within 12 months of the launch. Trials begin June 2016 with several LAMB appropriate baby products.

Our retail "soft opening" launch is scheduled for July.

LAMB Loyalty Program

Emerging as perhaps one of the most important initiatives developed by the company, the Look@MyBaby Loyalty program will soon offer new LAMB Moms value added products and services such as free UBER rides from the hospital or babies first month of diapers and other baby products.



We are creating a digital Lamb card that every new Mom and Dad will receive when they register at one of our member hospitals. If you have a Starbucks digital card, then you understand the concept. The difference is that we will offer a wide range of discounted products and services through corporate partnerships – and we get paid up front for providing customer access in addition to residual revenue shares on future purchase. This is a very exciting new program for LAMB

High Level Appointments

These initiatives have created new dimensions for the company and we are bringing on new high level personnel in key roles to help propel the company forward. We will be forwarding additional information over the coming months on all these programs as well as introducing the newest members of the LAMB team.

If you have any questions regarding this letter or the company, please contact Moody Capital Partners at 813 996-5658. They are our FINRA registered Placement Agents and are always available. Of course if you prefer you may always contact me directly.

Sincerely,



Michael Brereton
Exec. Chairman & CEO