

INFORMATION MEMORANDUM



MDC LINK ASIA BERHAD

REG NO: 1311177-M

TABLE OF CONTENTS

Introduction.....	2
Vision.....	3
Mission.....	4
Shared Values.....	4
Group Structure.....	/...5
Board of Director.....	6
Board of Advisor.....	7-8
Management Team.....	9
Market Analysis.....	10
Market Competitor.....	11
Road Map to IPO.....	12
Financial Road Map.....	13-14
Risks Factor.....	15
SWOT Analysis.....	16
Appendix.....	17

CORPORATE INFORMATION

INTRODUCTION

MDC LINK ASIA BERHAD (MALB) founded by a group of dedicated, hardworking and aspiring people who are specialize in healthcare industry and business development. People from different background come as one to create a company that strive to accomplish the highest achievement in the industry.

Today, healthcare has become one of the human needs as to improve their wellbeing. Every person in the world have their own right to get a better treatment.

The establishment of MALB is to improve the healthcare industry in Malaysia especially in the field of dental health thus achieving our mission toward listed in IPO

VISION

“A Leading Halal Healthcare Solution Provider Offering Both Modern and Complementary Solution in an Integrated Manner”

MALB is a place where people can get treatment either in modern and traditional treatment or both. Rather than giving up on treatment, we try to give another solution for the satisfaction of our customer.

MISSION

- ❖ Our underlying principle is to emphasize mission over margin, founding on social conscience with genuine compassion towards our patrons and patients
- ❖ We aspire to deliver sustainable value by reclaiming patient’s physical, mental, spiritual and emotional fitness, enhancing quality of life and social wellbeing
- ❖ We strive to be an influential factor in generating a thriving economy through our efficient and reliable healthcare services, creating equal opportunities and realizing extraordinary dreams.

SHARED VALUES

MDC

Mindful

- ❖ Deliberately aware of your body, mind and feelings in the present moment, in order to create the feeling of calm

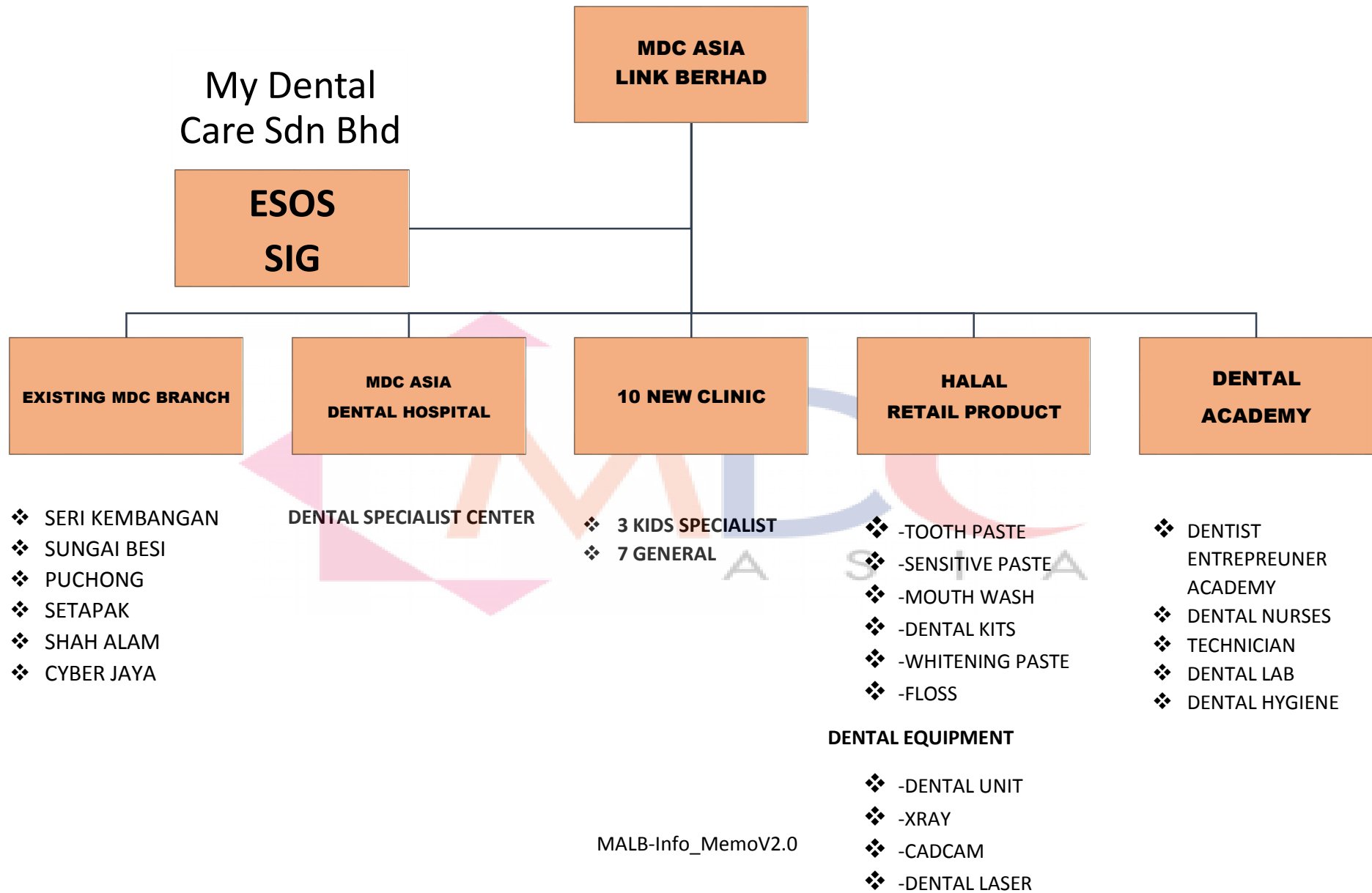
Dedicated

- ❖ Devoted to task and purposes

Compassion

- ❖ Sympathetic and concern for the suffering or misfortunes of others

GROUP STRUCTURE



MDC ASIA LINK BERHAD : BOARD OF DIRECTOR

Director's Profile



DR HJ. ASLAN BACHO

Founder, CEO

Dr Hj Aslan Bacho is a Doctor of Medicine by profession. He was graduated from the University of Sriwijaya Indonesia in 2000 and one of the registered members of Malaysian Medical Association.

He has served several government hospitals as a medical officer for 6 years (2004-2009). He also served as the medical staff of pilgrimage in the Holy Land Mecca, Saudi Arabia in 2008 and became a locum medical officer at the Maternity Center of Al-Farabi Treatment MUIP Kuantan, Pahang for a year in 2009.

Started the business of healthcare through establishment of Polyclinic An-Nisa in 2009, he also active in the supply of medicines and medical equipment.

Recognizing the important of giving and sharing, he dreams off a big vision to establish a complete under one-roof dentistry facilities, from conventional to aesthetic within the mold of thoroughly Islamic ways of medical practice nationwide by 2019.



DR. ZEEFITRI SANIAH BIDIN

Founder, COO

Graduated with distinction, Doctor of Dental Surgery from the University Kebangsaan Malaysia in 2004, Dr Zeefitri is a registered member of Malaysian Dental Council (MDC) since 2004 and has served in several hospitals and lecturer in International Islamic University of Malaysia for 11 years until 2015. Then, pursued dental pediatric specialist in Master of Clinical Dentistry from University Malaya.

She started as Dental Academician since 2010 as trainee lecturer at International Islamic University Malaysia. Dr Zeefitri has broad clinical training in Hospital Sungai Buloh, Pediatric Institute Kuala Lumpur and Melbourne Dental School, Australia. She has been qualified as Paediatric Dental Specialist by National Specialty Registry of Malaysia on 28th October 2015.

Currently, she is the frontier in clinical treatment of My Dental Care Clinics. Famously known as the Iron Lady of My Dental Care, Dr Zeefitri took up a position as the Chief Operating Officer and the backbone of the group's day to day operation.

MDC ASIA LINK BERHAD : BOARD OF ADVISOR

Advisor's profile



Name : Datuk Faridah Hanim Haron (Ibu Hanim)

Position : President Annems Leadership Solution Sdn Bhd. Advisor of MACC Strategic Leadership Development and Learning

Specialty: A Certified Professional Facilitator© and Organizational Development and Change Management Consultant with more than 20 years' experience in Learning and Development.

Education: MBA in Entrepreneurial from Entrepreneurial Institute of Australia.

Gibran Graduate School of Business (GGSB), Entrepreneurship Institute Australia

Achievement:

Apart from the PETRONAS Group of Companies AND MACC, she has undertaken training and consultancy projects with various International companies, Government Agencies, local SMEs and local Corporate Sectors.

Publications:

Faridah has presented papers in various Seminars, Forums and Conferences both National and International.



Name : Adj. Professor Dr. Zaharuddin Abd Rahman

Position : Founder at Elzar Shariah Solutions & Advisory Sdn Bhd

Specialty:

Islamic Banking & Finance, Islamic Capital Market, Islamic Law, Islamic Jurisprudence, Shariah Contemporary Issues, Fiqh Ibadah,

Education :

Master in Shariah from Al-Yarmouk University, Jordan

PHD in Islamic Studies and Finance from University of Wales.

Achievements

- Adjunct Professor at Faculty of Business and Accountancy of UNISEL.
- Chairman of Shariah Committee of Exim Bank Malaysia, PUNB, BNP Paribas Najmah, Onexox Malaysia
- Shariah Committee member of EPF Malaysia, Sedania Salam Capital Malaysia and a registered Shariah Advisor at Securities Commission of Malaya,
- A Shariah Scholar of Bursamarket place, Bursa Malaysia.
- A member of Board of Directors at University Sultan Zainal Abidin (UNisZA) where he is a Chairman of the Audit and Risk Committee and also a member of Finance & Investment Committee of UnisZA.
- A Member of Board of Trustee of Yayasan Pembangunan Ekonomi Islam Malaysia (YAPIEM) where he is also a Chairman of Risk Committee.
- A member of Majlis Syura (Consultative Council) of Penang
- He has a vast experience in Islamic Banking & Finance, Shariah, audit and legal where he has served various institutions as Senior Consultant & Advisor for Central Bank of Malaysia (BNM), OSK Investment Bank, Deutsche Bank, Al-Rajhi Bank Malaysia, Standard Chartered Saadiq Bank, ACR ReTakaful Bahrain, BIMB Securities Sdn Bhd, CIMB Islamic Bank, Shariah Expert of JAKIM and others.



Dr. Jeh Shyan Wong was the former-CEO of CommerceNet Singapore from 2000-2010. He currently heads the CNSG Consulting Group as the Consulting Partner, and also serves as the founding partner in Shyan Associates in Singapore, and co-founded Orientis VC in South Africa. He currently advises multiple start-ups and investment groups.

Position :

Dr. Wong is the current CEO of MOC Capital Berhad with the aim to build one of the most aggressive capital mechanism investment portfolio company.

Specialty:

Dr. Wong specialises in corporate restructuring and corporate turn-around; revenue streams development and cashflow management; mergers and acquisition. His forte includes sophisticated financial modeling and business modelling. He is also well known for aggressive merger and acquisition techniques and innovative financial engineering.

Education :

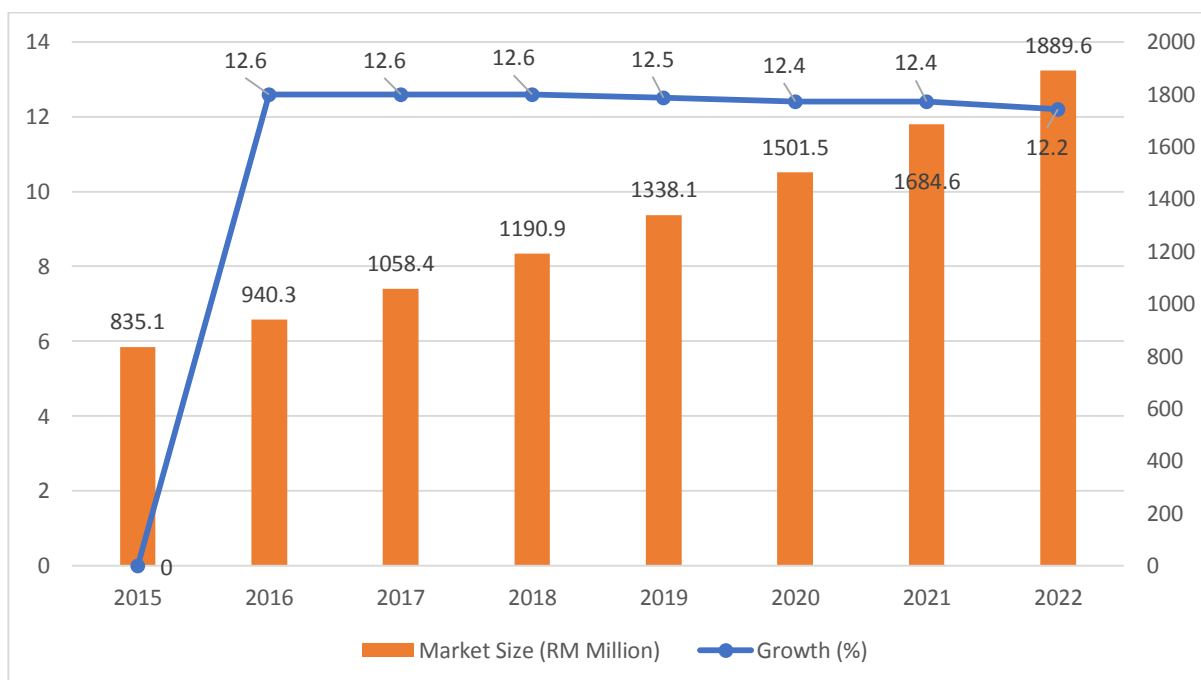
Architecture of National University of Singapore (TASNUS)

MDC ASIA LINK BERHAD MANAGEMENT TEAM

NAME	AGE	EMAIL ADDRESS	PRINCIPAL OCCUPATION
DR ASLAN BIN BACHO	42	draslan@mydental.com.my	Chief Executive Officer
DR ZEEFITRI SANIAH BINTI BIDIN	39	drzee@mydental.com.my	Chief Operations Officer
SURYATI BINTI MUSA	37	finance@mydental.com.my	Chief Financial Officer
RAHMAN BIN BACO	38	rahman@mydental.com.my	Business Development Officer
AHYAT ISHAK		ahyat@mydental.com.my	Property & Investment Officer
NAZRIL IDRUS	45	nash@mydental.com.my	Capital & Business Strategy Officer
RIZAL RASHID		rizal@mydental.com.my	Corporate & Customer Relationship Officer

MARKET ANALYSIS

The dental industry in Malaysia was valued at RM1.06 billion in 2017, representing an increase of 12.6% from RM940.3 million in 2016. Moving forward, the dental industry is projected to expand approximately RM1.89 billion in 2022. Growth will mainly be driven by a growing and aging population that increases demand for dental services. Other factors driving growth within the industry will come from the higher demands for aesthetic dentistry due to rising disposable income among consumer as well as the expansion in the dental tourism industry in tandem with the growing healthcare travel industry.



According to the Ministry of Health, there were 2,126 registered private dental clinics as at 31 December 2017. Selangor, Kuala Lumpur and Johor were the top three states with highest number of private dental clinics. 32% or 683 private dental clinics are located in Selangor, followed by Kuala Lumpur (17% or 363 clinics) and Johor (10% Or 228 clinics).

MARKET COMPETITOR – COMPETITIVE ANALYSIS

In every business, looking at the competitor on the market are the crucial point in making prediction of our business opportunity. Here are some of the competitor that already in this field of business:

Smile-Link Healthcare Holdings

Smile-link Healthcare Holdings was established in Malaysia on 6 November 2017 and became a public listed company by Bursa Malaysia in 23rd April 2019. Started form a single clinic in 2001 and steadily expanded to over 70 clinics within the span of 18 years. Smile-Link currently have six dental brands which include Drs Wong & Partners, Dentiste Clinic, Subang Dental Specialist Centre, SkyDental Clinics and ToothFairy Dental Clinic.

For the financial year ended 31 December 2017, Smile-Link recorded revenue of RM25.1 million and profit after tax of RM3.7 million.

iCare Dental Sdn Bhd

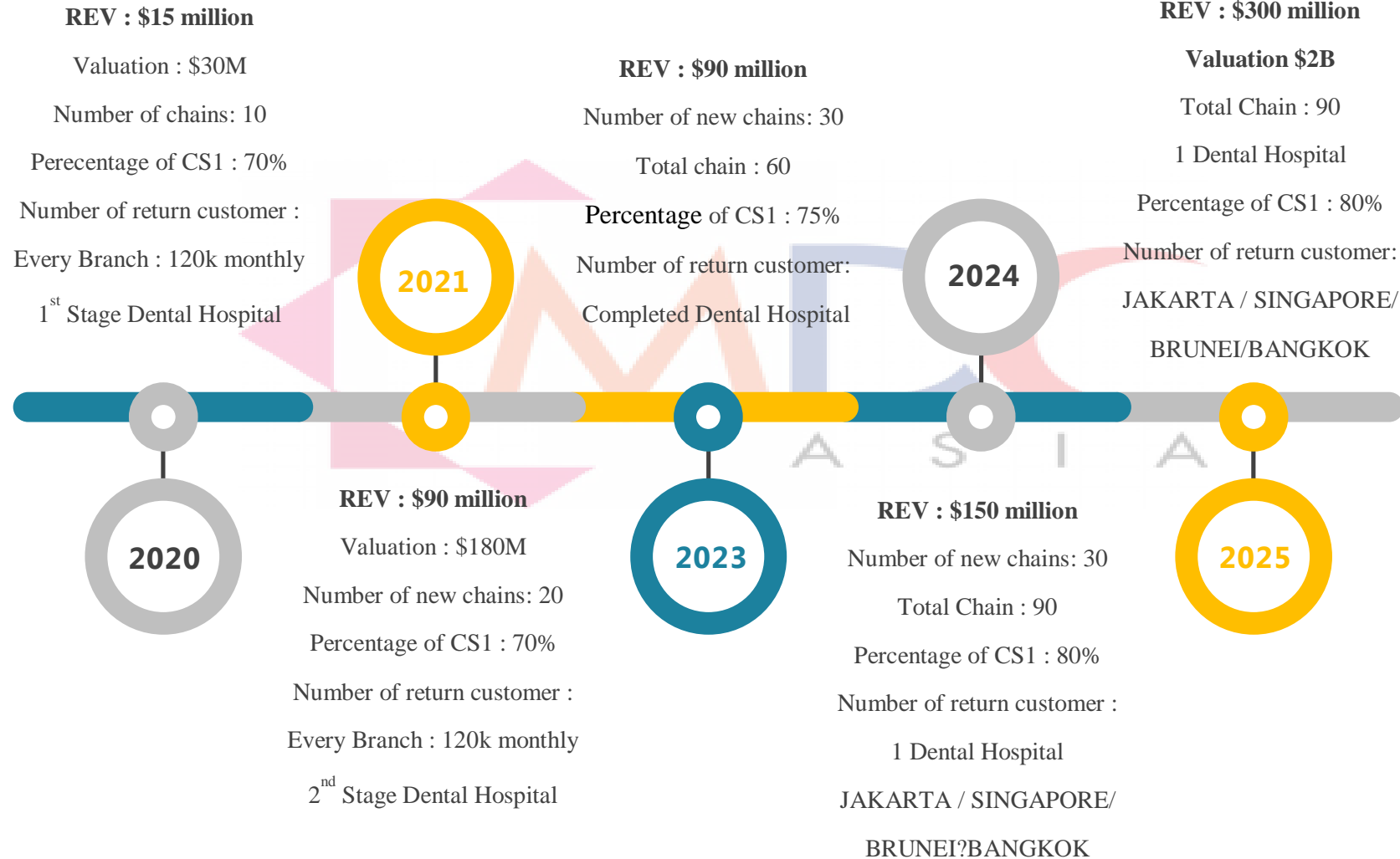
iCare Dental Sdn Bhd was incorporated in Malaysia on 9 October as iCare Dental group. For the Financial year ended 31 December 2017, iCare Dental recorded revenue approximately RM13.0 million and profit before tax of RM679,340. In 2019, iCare Dental operates 20 dental clinics in Selangor, Kuala Lumpur and Melaka.

Q&M Dental Group (Malaysia) Sdn Bhd

Q&M Dental Group (Malaysia) Sdn Bhd was incorporated in Malaysia on 8 November 2010 as dental group practice. It is a subsidiary of Q&M Dental Group Limited from Singapore, a public listed company on the Mainboard of the Singapore Exchange Securities Trading Limited. For the financial year ended 31 December 2017, Q&M Malaysia recorded revenue of RM20.2 million and loss before tax of RM4.9 million. In 2019 Q&M Malaysia operates 20 dental clinics in Selangor, Melaka and Johor and also own dental supplies and distribution company, AR Dental Supplies.

BUSINESS PLAN

ROAD MAP TO IPO



MALB FINANCIAL ROADMAP

ROUNDS	TIMING	VALUATION RM	DILUTION (%)	RAISE RM	FOUNDER CONTROLLING %	PE	KPI (Monthly) RM
Seed 1	<u>2 MONTH</u>	<u>300,000</u>	<u>30%</u>	<u>90,000</u>			
Seed 2	<u>2 MONTH</u>	<u>500,000</u>	<u>10%</u>	<u>50,000</u>			
Co-Founder	<u>6 MONTH</u>	<u>80,000,000</u>	<u>10%</u>	<u>8,000,000</u>	<u>90%</u>		
Angel/ Venture Capital	<u>8 MONTH</u>	<u>180,000,000</u>	<u>10%</u>	<u>18,000,000</u>	<u>81%</u>	<u>12.7x</u>	<u>1.18 M</u>
Private Equity	<u>10 MONTH</u>	<u>400,000,000</u>	<u>15%</u>	<u>60,000,000</u>	<u>68.8%</u>	<u>22.5x</u>	<u>1.48 M</u>
Investor Bank	<u>12 MONTH</u>	<u>900,000,000</u>	<u>10%</u>	<u>90,000,000</u>	<u>61.9%</u>	<u>32.25x</u>	<u>2.32 M</u>
IPO	<u>12 MONTH</u>	<u>2,000,000,000</u>	<u>15%</u>	<u>300,000,000</u>	<u>52.6%</u>	<u>42.0x</u>	<u>3.96 M</u>
TOTAL	<u>48 MONTH</u>			<u>476,100,000</u>	<u>PROFIT KPI:</u> <u>1.112 B</u>		

MALB FINANCIAL ROADMAP

		<u>CO-FOUNDER</u>	<u>ANGEL/VC</u>	<u>PE</u>	<u>IB</u>	<u>IPO</u>
<u>CO-FOUNDER</u>	10%	10%				
<u>ANGEL/VC</u>	10%	9%	10%			
<u>PE</u>	15%	7.65%	8.5%	15%		
<u>IB</u>	10%	6.88%	7.65%	13.5%	10%	
<u>IPO</u>	15%	5.85%	6.5%	11.47%	8.5%	15%
<u>REV</u>		117,000,000	130,000,000	229,000,000	170,000,000	300,000,000
<u>INVEST</u>		8,000,000	18,000,000	60,000,000	90,000,000	300,000,000
<u>MULTIPLIES</u>		14.6	7.22	3.86	1.88	1

RISK FACTORS

Risk relating to our business operation

1. We are subject to regulations set out by the authorities.

- Dental practitioner in Malaysia are required to register with the Malaysia Dental Council (MDC) in order to practice legally in Malaysia.
- Dental Clinics are required to adhere to standards set out in the Private Healthcare Facilities and Services Act 1998 in order to register with Ministry of Health.

2. We are dependent on Key Management and qualified dentist.

- Our success can be attributed to the leadership of our management team lead by our founder Dr. Aslan Bacho and Dr Zeefitri Saniah. Sudden departure of our key management personnel without appropriate replacement within a short time frame may have an adverse impact on our company.
- Our clinic operations are also dependent on the qualified dentists, as each dental clinic is required to have at least 1 practicing dentist. Sudden departure of a large number of dentists without appropriate replacement within a short time frame may disrupt the daily operations of our dental clinics.

3. We are exposed to competition risk

- The dental industry in Malaysia is participated by both the public and private sectors in the form of dental clinics, dental clinics in hospital as well as dental specialist clinics. With growing demand for aesthetic dentistry and growth in population, we are facing more competition. Some of this competition have greater financial resources, better infrastructure and more advanced equipment. Failure to provide competitive services or keep abreast with the industry development may result in loss of patients and adversely affect our revenue and profitability.

4. We are exposed to medical negligence claim by patients.

- Our business operations are exposed to medical negligence claim by patients. In the event that these medical negligence claims result in disciplinary actions or legal proceedings against our company. There may be negative impact on our company reputation and our financial performance.

5. We not able to pay dividends.

- The ability of our company to pay dividends depend upon our operating results, earnings, capital requirements, general financial conditions and the governmental laws, decrees, regulation and relevant legislations relating to the distribution of profits. Dividend payments are not guarantee and our Board may decide at any time and for any reason not to pay dividends.

SWOT ANALYSIS – MDC ASIA LINK BERHAD

STRENGTHS

1. We are one of the leading in Shariah Compliance Dental Clinics
2. Kids Dental Specialist
3. Experienced staff and dental practitioner.
4. MALB have 10 years experiences in Dental and Medical clinics
5. Our clinic is Kids friendly environment
6. We have a very good reputation among parents and patients.
7. We have our own professional and qualified Dental Practitioner and Dental Surgery Assistant
8. All our clinic is located on strategic location
9. Quality Management System complete with Standard Operating Procedure and Work Instruction
10. Friendly customer service.

WEAKNESSES

1. Ineffective marketing campaign and promotional activities.
2. The difficulty of building brand as Shariah and Halal Dental Clinics.
3. Weak cash flow and capital.
4. Limited budget for the purchase of new equipment and latest technology in dental.
5. High turnover of employees.
6. Long waiting time for walk in patients without prior appointment.
7. Shortage of trained Dental Surgery Assistant.

OPPORTUNITIES

1. Develop Dental Hospital as growing demand for advanced dental treatment
2. Positioning as Kids Friendly Dental Clinics
3. Participation in growing dental industry market.
4. Location at urban and high population.
5. More dental practitioner – recruitment
6. Increased sales to existing customers
7. Capital Mechanism to fund clinic expansion

THREAT

1. Increased competition as dental procedures become more popular
2. Possibility of legal action and medical negligence claim by patients.
3. Staff dissatisfaction
4. General economy situation
5. Loss of a significant existing customer
6. Over reliance on few dental suppliers
7. Failure of supplier to meet quality requirement
8. Price rises from suppliers
9. Key personal or key dental practitioner leaving.

APPENDIX

Dental Hospital MDC Asia Link Berhad

