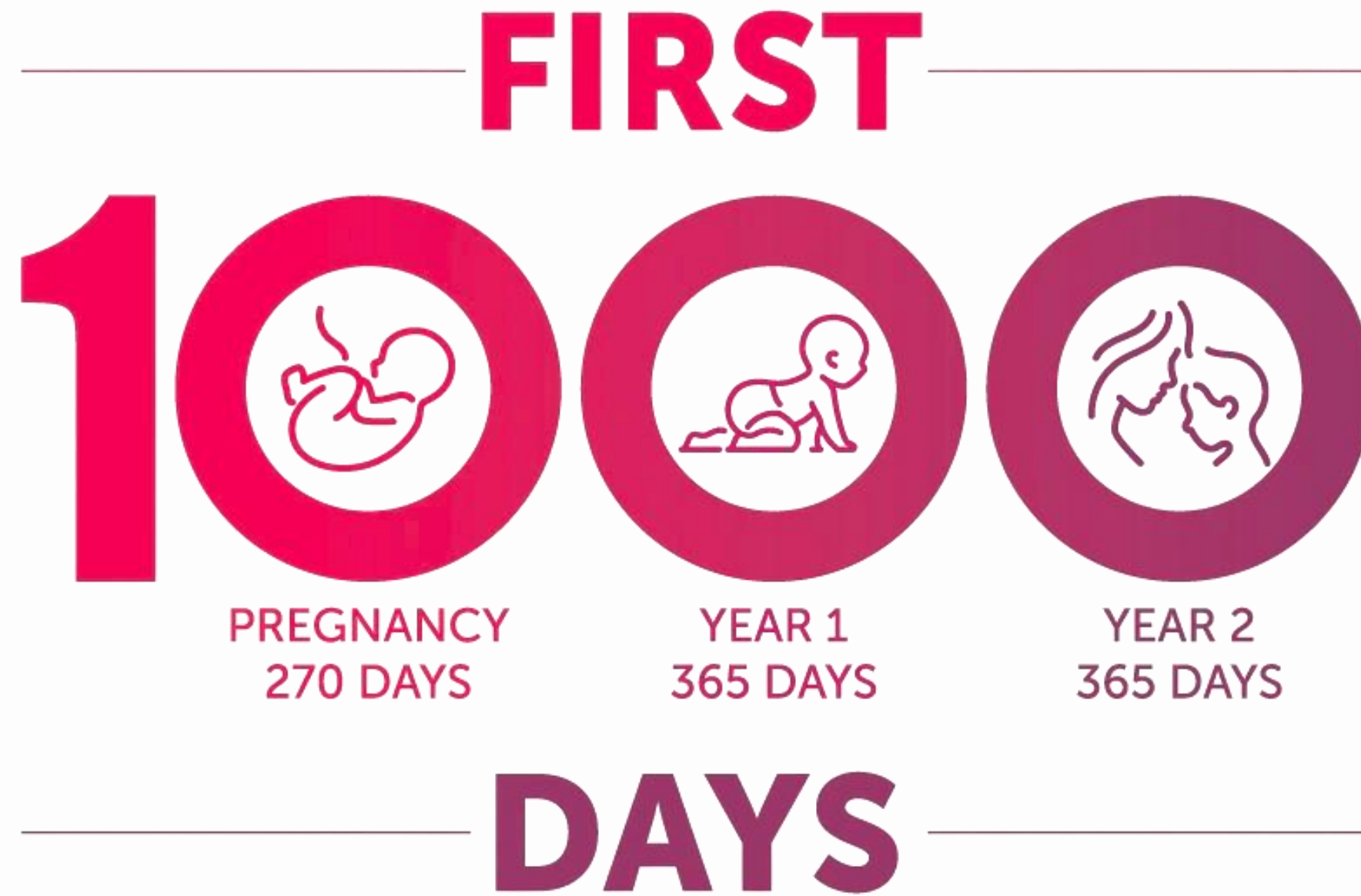


# Flabee **care**

“AI-powered maternal wellness tracking and insights”



**BY : JEZZLYN SIU**

“WHO-informed maternal wellness platform for the first 1,000 days”

# Group Structure

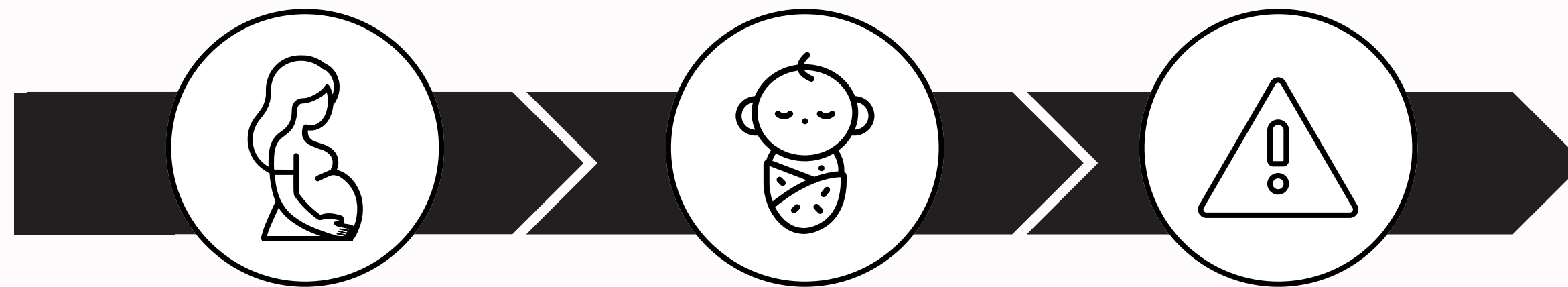


“Flabee Care is the digital maternal wellness platform under Sono Holding”

# The Problem

Mothers lack continuous support across the first 1,000 days

The first 1,000 days shape long-term health —but support during this journey is often fragmented



## Pregnancy begins

- Inconsistent antenatal tracking

## Lack of continuous tracking

- Disjointed provider care

## Missed visibility & support

- No continuous visibility across the journey

## Over 150 million

children under 5  
Globally face early  
growth challenges

Early-life care plays a  
critical role in long-term  
development

Preventive maternal and  
child wellness is becoming  
a regional priority

Lack of continuous visibility leads to missed opportunities for early support

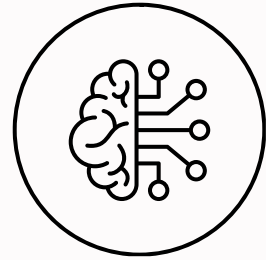
# The Solution : Flabee Care



## Continuous wellness tracking

Digitized maternal & child tracking

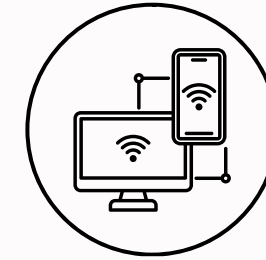
- Digitized maternal & baby journey tracking
- Track progress across pregnancy and early childhood
- Longitudinal wellness records



## AI-powered wellness insights (non-diagnostic)

Early awareness through continuous tracking

- Wellness pattern tracking
- Trend-based insights over time
- Personalized guidance & reminders



## Smart device integration

Connected growth data capture

- Connected data capture (weight, growth, etc.)
- Sync with home devices
- Reduce manual tracking effort



## Connected maternal support ecosystem

Connecting mothers with care and support services

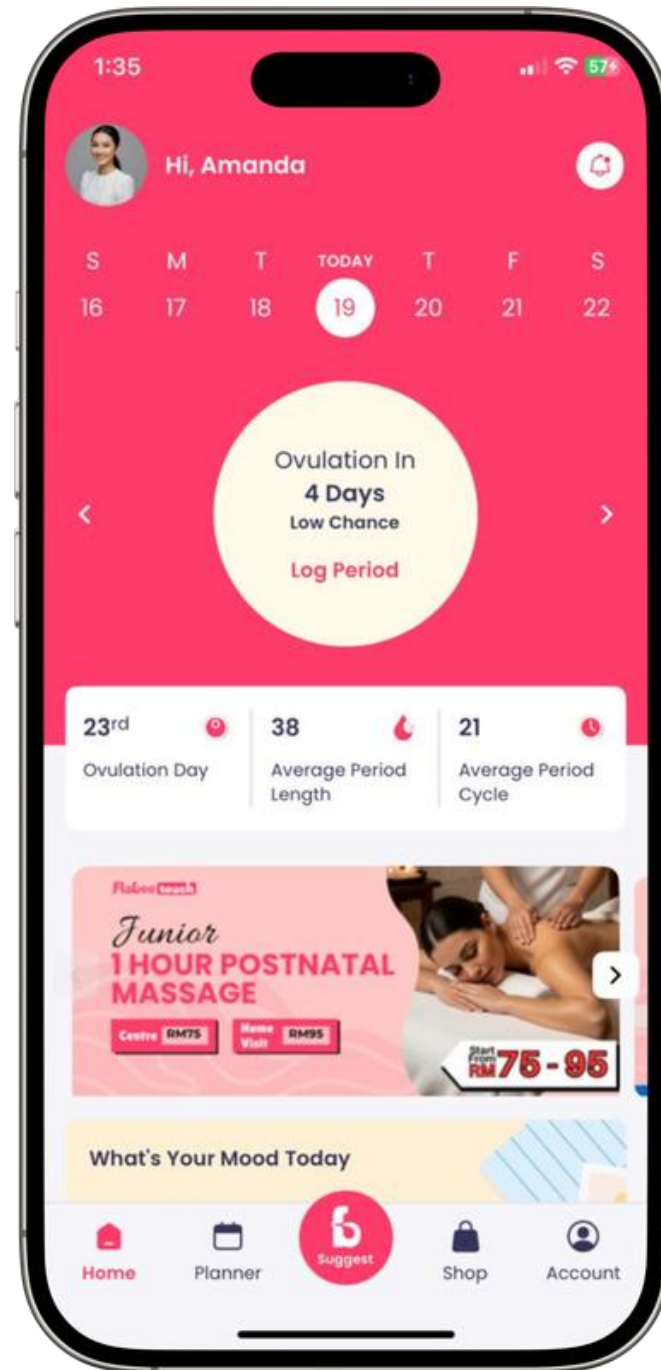
- Link mothers with clinics & services
- Enable continuous support beyond visits
- Partner dashboards (non-clinical insights)

From fragmented tracking to continuous maternal wellness support

# Product : Flabee Care



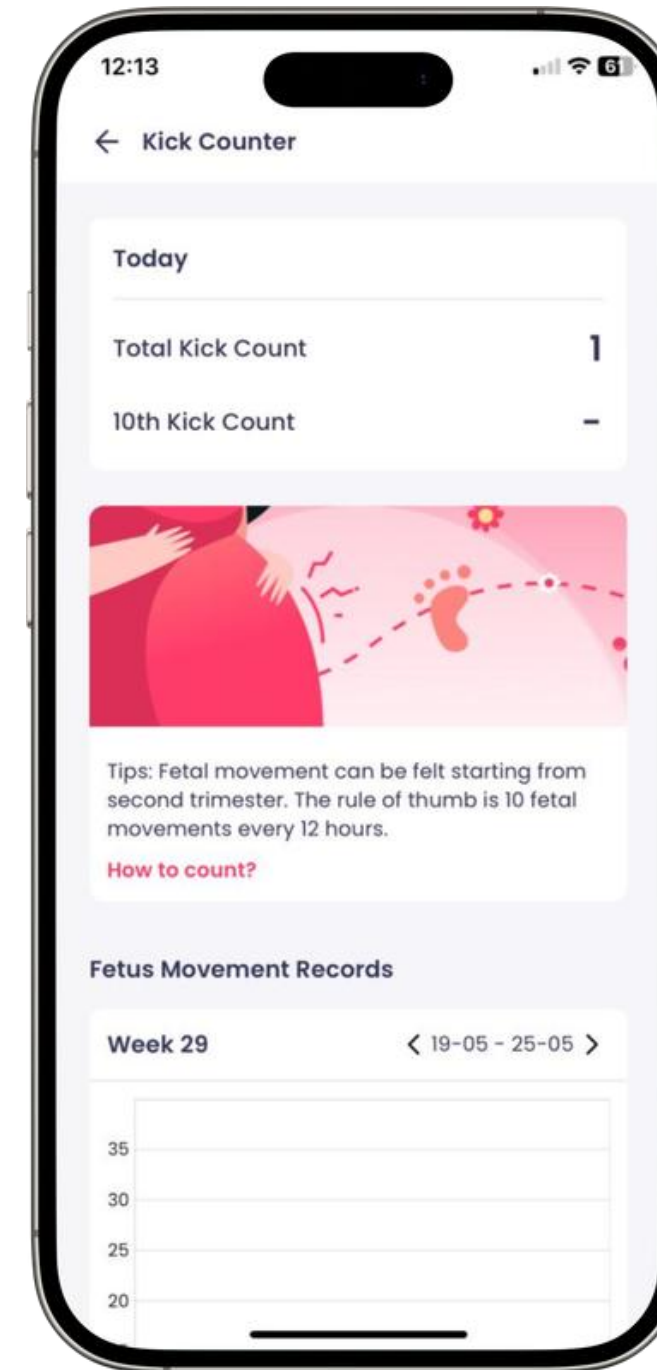
One continuous journey from pregnancy to early childhood, supporting mothers at every stage



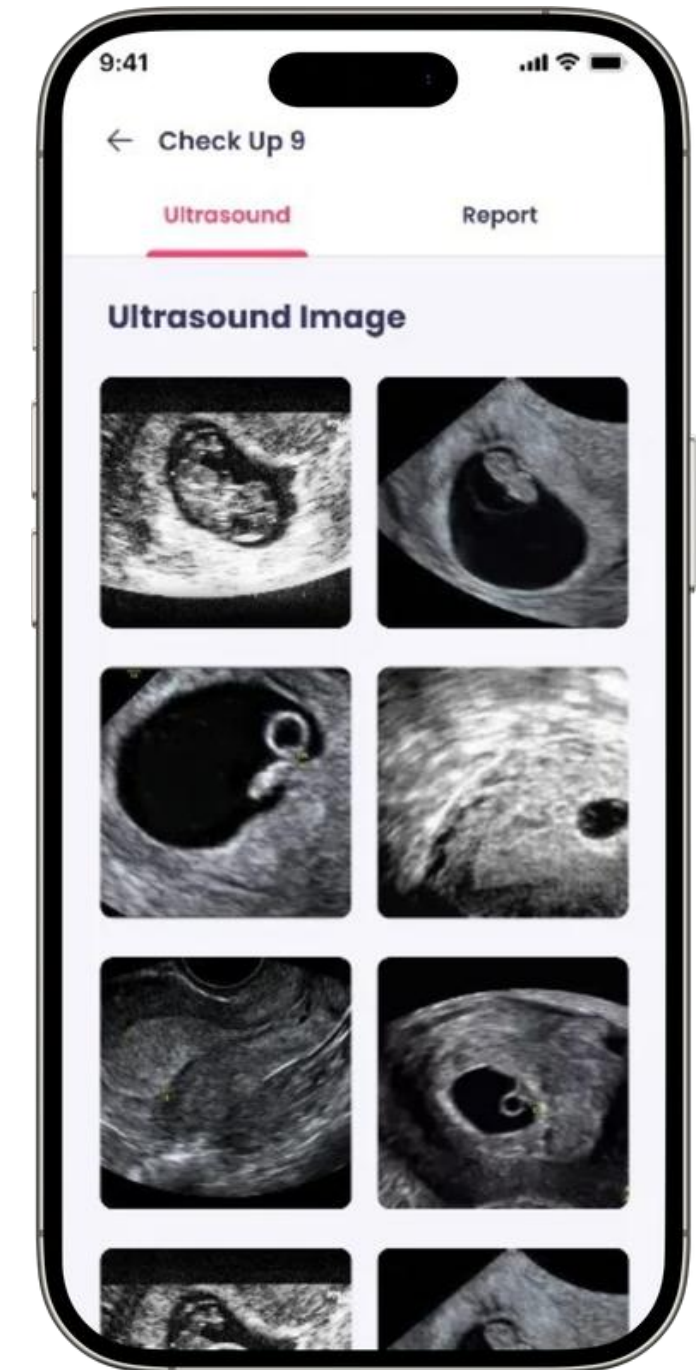
Fertility & cycle tracking



Pregnancy tracker



Baby movement tracking



Ultrasound image access (via Sonobee integration)

Track. Understand. Stay supported throughout the first 1,000 days.

# Target Market



**150M+** Families navigating pregnancy & early childhood globally

- Nearly 1 in 5 children face early growth challenges
- Asia represents the largest and fastest-growing opportunity
- Rising demand for preventive maternal wellness

## Primary Users (B2C)

- Mothers & families (pregnancy → early childhood)
- Digitally engaged, health-conscious parents
- Urban users with strong mobile adoption
- Seeking continuous tracking, insights, and support

## Initial Focus (Early Adopters)

- Middle- to higher- income urban families
- Early adopters of wellness and tracking tools
- Higher willingness to pay (subscription, devices)
- Faster engagement and retention

## Expansion Segment (Scale Strategy)

- Broader populations via partners
- Clinics & healthcare providers
- Corporates (employee wellness)
- Insurance & ecosystem platforms
- NGO / government programmes

## Geographic Focus



### Phase 1: SEA (2026–2027)

- Indonesia, Vietnam, Philippines, Cambodia
- High birth volume + strong digital adoption



### Phase 2: MENA (2027–2028)

- UAE, Saudi Arabia, Qatar, Egypt
- High healthcare spend + policy support

Start with digitally engaged mothers, scale across broader populations through partner ecosystems

# Total SOM

Market	Births	Income %	Addressable	Conv (15%)	ARPU (RM300)	SAM
MY	450K	75%	338K	50K	300	RM15M
SG	35K	100%	35K	5K	300	RM15M
BN	20K	90%	18K	3K	300	RM0.8M
TH	500K	60%	300K	45K	300	RM13.5M
ID	4.3M	40%	1.7M	255K	300	RM76M
PH	1.5M	45%	675K	101K	300	RM30M
VN	1.6M	50%	800K	120K	300	RM36M
KH	350K	25%	88K	13K	300	RM4M
JP	700K	95%	665K	100K	300	RM30M

## SOM

3-5% capture  
SOM = RM6M-10M  
(initial markets)

### PREMIUM MARKETS



High ARPU, high conversion

### SCALE MARKETS



Volume-driven growth

### BALANCED MARKETS



Strong base + expansion

We target both high-value and high-volume markets, enabling a balanced expansion strategy across Southeast Asia and Japan.

# Go to Market

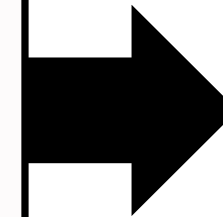
B2C adoption, accelerated through partner-led distribution

**SEA → MENA EXPANSION**

Scaling the 1000 Days Growth Infrastructure

## SEA MARKET ENTRY (2026–2027)

- partners
- clinics
- NGOs



## MENA SCALE UP (2027–2028)

- institutional programmes
- insurer readiness

## ENTRY STRATEGY

UNICEF / WHO Alignment

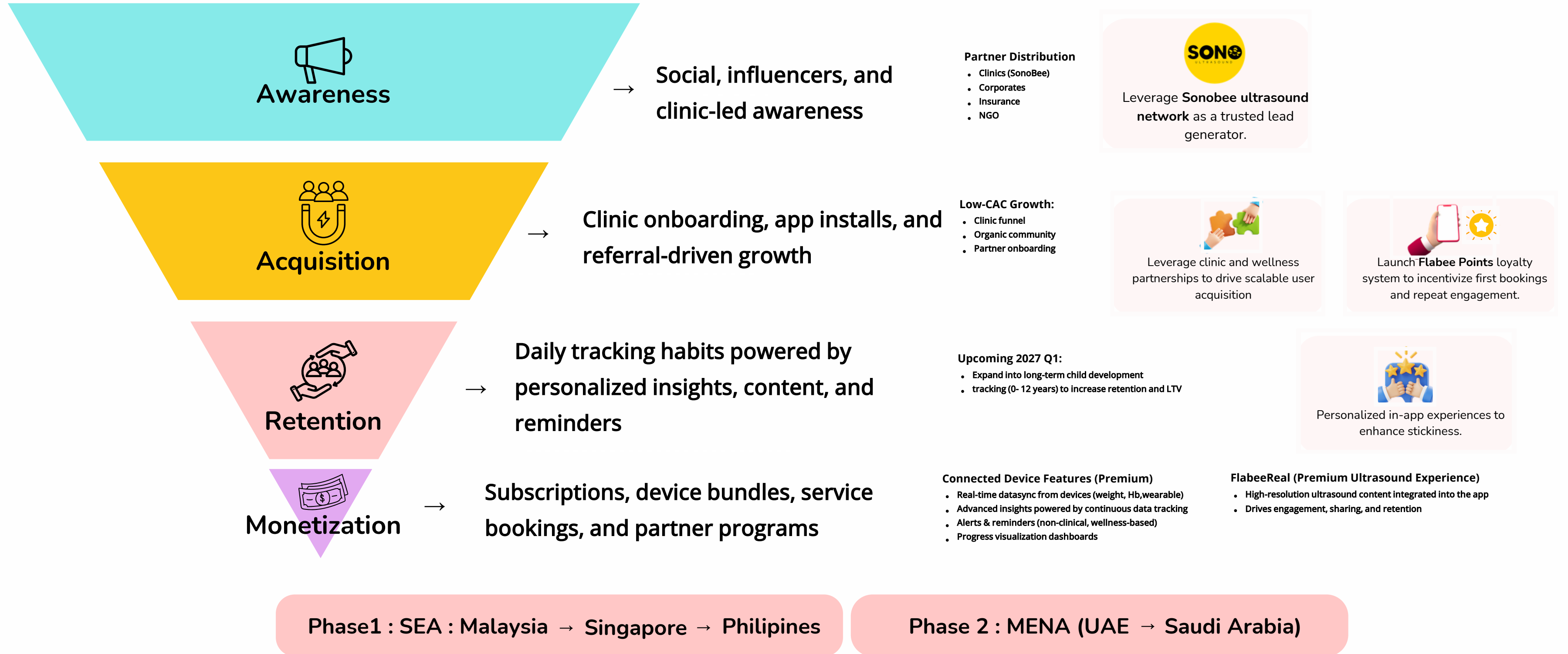
Dex Connect Ecosystem

Local Healthcare Networks

RM4M to unlock SEA scale and institutional expansion

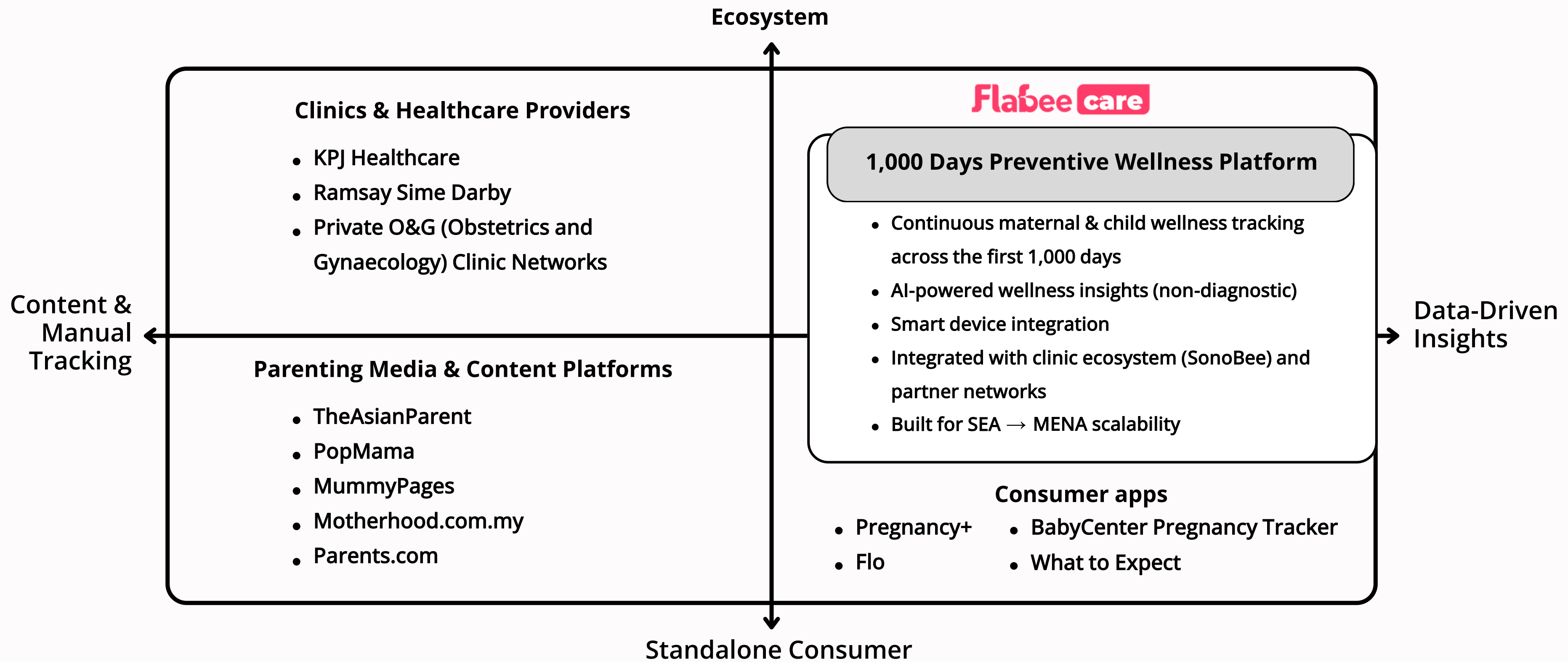
# Go-to-Market Strategy

B2C adoption, accelerated through partner-led distribution



Scalable growth driven by consumer engagement and partner-led distribution

# Competitive Landscape



The only integrated maternal wellness platform connecting tracking, insights, and care across the first 1,000 days

# Business Model

Diversified revenue model across consumer, clinical, and institutional channels

## Institutional & High-Value Revenue



### Platform Fees (SaaS)

- Clinics, NGOs, and partners pay for dashboards and programme management tools
- Subscription-based access (monthly / per programme)



### Insurance & Risk Partnerships

- Per-member-per-month (PMPM) preventive programmes
- Maternal & child wellness insights (non-diagnostic)



### NGO / Government Programs

- 1,000 Days programme dashboards & impact reporting
- Population-level maternal & child wellness insights
- District and national-level programme contracts

## Scalable Growth Revenue



### Premium Subscription (B2C Core)

- Monthly / annual subscription for families AI-powered wellness insights and personalized guidance for mothers
- Extended tracking & premium features (FlabeeReal, reports, alerts)



### Connected Device Sales

- Smart weight tracking devices for mothers and babies
- Maternal health wearables
- Non-invasive haemoglobin monitoring devices



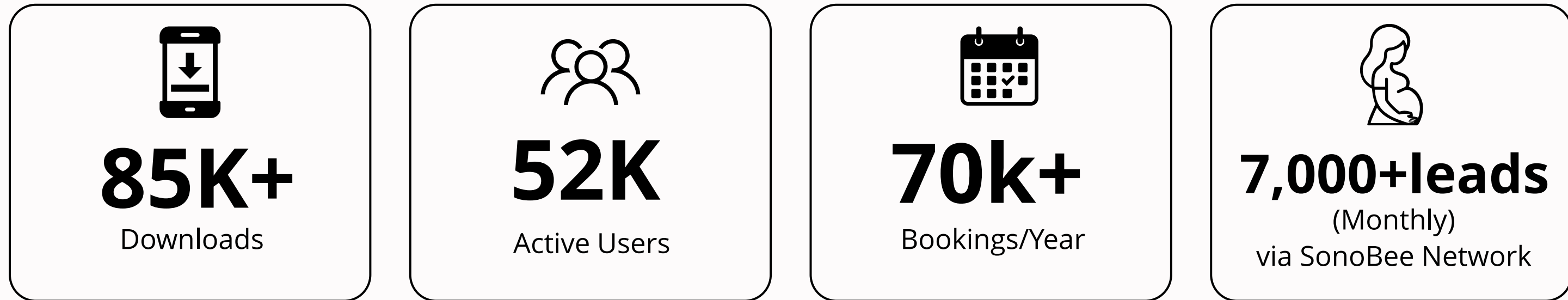
### Data & Research Partnerships

- Universities, research institutions, and brands
- Aggregated, anonymized insights for population-level research and partnerships

Clinic-to-consumer conversion drives scalable subscription and device adoption

# Traction

**Strong adoption+ retention+ low CaC distribution (Since April 2025)**  
**Rapid user growth with strong retention and repeat transaction behavior**



## Growth + usage

6.3k Peak  
monthly users

6k+ Monthly Booking  
Stable Demand

0 → 60K  
users in 12months

## Retention & engagement

**1.01 → 1.11+**  
Avg Bookings/Userincreasing

**38%**  
Repeat booking rate

**High-frequency users increasing  
lifetime value (LTV)**

Clinics + app integration driving real-world transactions, not just engagement

Clinic-to-consumer model validated in Malaysia, driving repeat transactions and scalable across SEA → MENA

# Financial Projection + Unit Economics

## Scalable Platform Financial Model(3-Year Projection)

$$\text{Revenue} = \text{Users} \times \text{ARPU} + \text{Devices} + \text{Partnerships}$$

Digital-first growth, supported by clinic funnel

### USER GROWTH

Year	Users
2026	200K
2027	400K
2028	800K

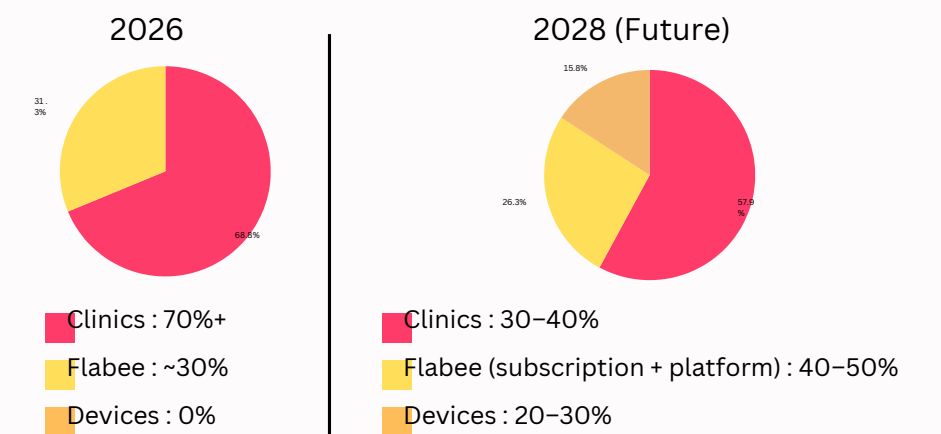
Driven by clinic funnel, organic growth & partnerships  
(Goal : 10K+ users/month)

### REVENUE PROJECTION

Year	Revenue
2026	RM10M
2027	RM25-35M
2028	RM60-80M

Device + subscription scale from 2027

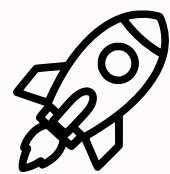
### REVENUE EVOLUTION



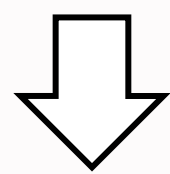
Shift to scalable revenue streams

### REAL FUNNEL PERFORMANCE

2025 → 2026 improvement



Conversion  
32% → 45%



CAC:  
RM5.10 → RM4.26

Improving efficiency with scale

### UNIT ECONOMICS

Metric	Value
Blended CAC	RM2-5
LTV (conservative)	RM800-1,000
LTV : CAC	>5x

- Clinic CAC already low
- Flabee growth = 0 paid CAC so far
- Lifecycle (multi-stage) drives LTV

### PROFITABILITY

Year	EBITDA -
2026	RM2M
2027	Break-even
2028	+RM15-25M

Devices + scale improve margins

Proven low-cost acquisition + lifecycle-driven LTV enables highly scalable and capital-efficient growth.

# Lifecycle-Driven LTV Expansion

Ovulation Tracking Baby Care Growth Tracking Development

Tracker + Insights + Recovery + Nutrition + Monitoring



Continuous engagement across life stages drives long-term retention

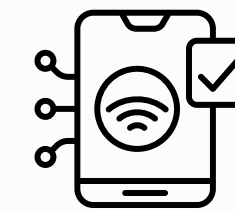
Stage	Duration	Value
Pregnancy	9 months	RM180
Postnatal	12 months	RM240
Early childhood	3 years	RM7 20
Extend engagement	optional	+upside

Total LTV : RM1,000+ per user (conservative)

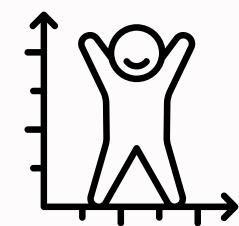
CURRENT TRACTION

85K+

users in ecosystem



Active across pregnancy & tracking stages



Expanding into ovulation + child growth

Existing user base with multi-stage engagement

“Unlike single-use pregnancy apps, Flabee captures value across a multi-year lifecycle, significantly increasing retention and LTV.”

# Why we win



**70K+Bookings  
/Since Launch**

Strong real-world  
validation since April 2025



**Private Maternal  
Dataset**

Built from real pregnancy +  
clinic-integrated journeys



**7,000+  
High-Intent Leads**

Owned clinic distribution  
(SonoBee network)



**Healthcare  
Operators**

Built on real clinic  
workflows,  
not standalone apps

Usage → Data → Insights → Retention → Network Effects

**We win because we are the only platform combining**

Clinic + consumer + data loop creates a compounding, defensible maternal health ecosystem

# Team

Every child deserves a healthy first 1000days. FlabeeCare makes it possible.



**Jezzlyn Siu**  
Founder & CEO

- Serial healthtech entrepreneur, built Sonobee to 61 outlets nationwide.
- 15 year sonographer trainer in Malaysia , panel builder for national occupational standard skill for medical sonographer.



**Christopher Lim**  
Chief Technology Officer (CTO)

- Oxford-trained (MEng) Information Engineering specialist in AI, ML, and intelligent systems
- Builds and scales AI-driven SaaS platforms for real-world deployment



**Arthur Yeap**  
Chief Digital Marketing Officer

- Leads digital strategy, branding, analytics, growth, and engagement.
- Ultrasound focus digital marketing since 13 year ago. Joining the company since 2022 year until now .



**Farhana**  
Operation Director

- Operational leader since Sonobee's early days 2021
- Drives execution excellence across clinical workflows, partnerships, and day-to-day operations



**Aimi**  
Finance Head



**Rafidah**  
HR head



**Ismawati**  
Admin Head



**Fontaine Fong**  
Chief Project Officer

- Pharmacist background
- Leads government partnerships and 1,000 Days programme rollout



**Moon Ngooi**  
Clinical Lead (Maternal & Device Integration)

- Lab scientist background
- Oversees clinical validation and device-enabled growth tracking implementation



**Hana Yap**  
CSR partnership

- Drives ecosystem relationships and CSR partnership development.

External collaborator partner

Investor

**Artem.**

Built by healthcare operators + technology leaders

# The Ask

## Raising USD1M to scale SEA expansion

### Milestone: 0–6 Months (Malaysia → Foundation)

#### Objective

Strengthen product-market fit & monetization

- Optimize clinic → app → booking conversion funnel
  - Launch subscription & premium features
  - Expand user base to 80K+ users
  - Increase monthly bookings to 8K+
- 

#### Outcome

- Proven revenue model
- Strong retention + repeat usage
- Malaysia as scalable base market

### Milestone: 6–18 Months (SEA Expansion)

#### Objective

Replicate growth model & scale revenue

- Expand to 2 SEA markets (e.g. Filipines, Vietnam)
  - Scale clinic & partner distribution
  - Launch insurtech + institutional partnerships
  - Deploy device + subscription monetization
- 

#### Outcome

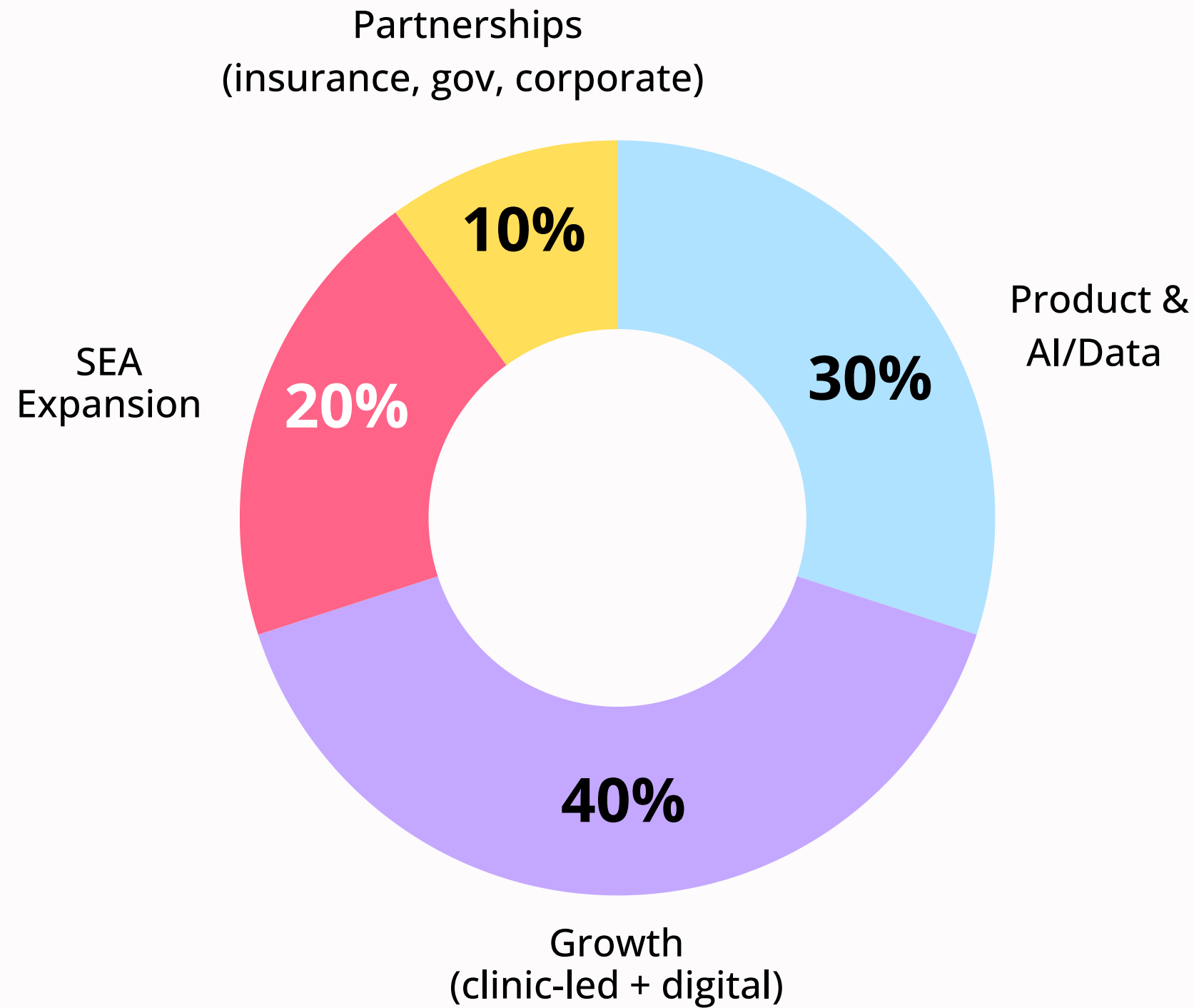
- Multi-market presence (3 countries)
- USD2M+ annualized revenue trajectory
- Repeatable growth engine across market
- Positioned for Series A

Use of funds: Product (30%) | Growth (40%) | Expansion (30%)

RM4M unlocks multi-market expansion, recurring revenue, and a repeatable growth engine across SEA”

# Use of Funds

## USD1M to Scale a Proven Growth Engine



**RAISE**  
**USD1M**

**VALUATION**  
**USD10M**

**EQUITY**  
**10%**

### Impact

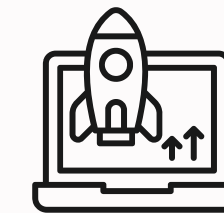
This funding will

**200K+**

Scale user base

**10K+**

Drive monthly bookings



Launch subscription + devices



Expand to 2 SEA markets



Unlock institutional revenue

Series A valuation  
**USD20M-USD40M+**

We are raising USD1M to scale a proven clinic-to-consumer model, with strong early traction and a clear path to regional expansion

# Why Now? Impact & SDG Alignment



World Health Organization



KEMENTERIAN KESIHATAN MALAYSIA

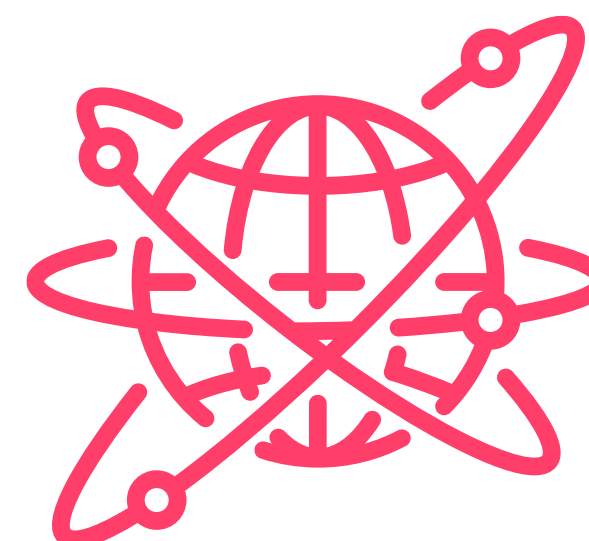
Alignment with WHO & KKM  
**First 1000 Days Policies**



Meet 5 of the United Nation  
Sustainable Development Goals



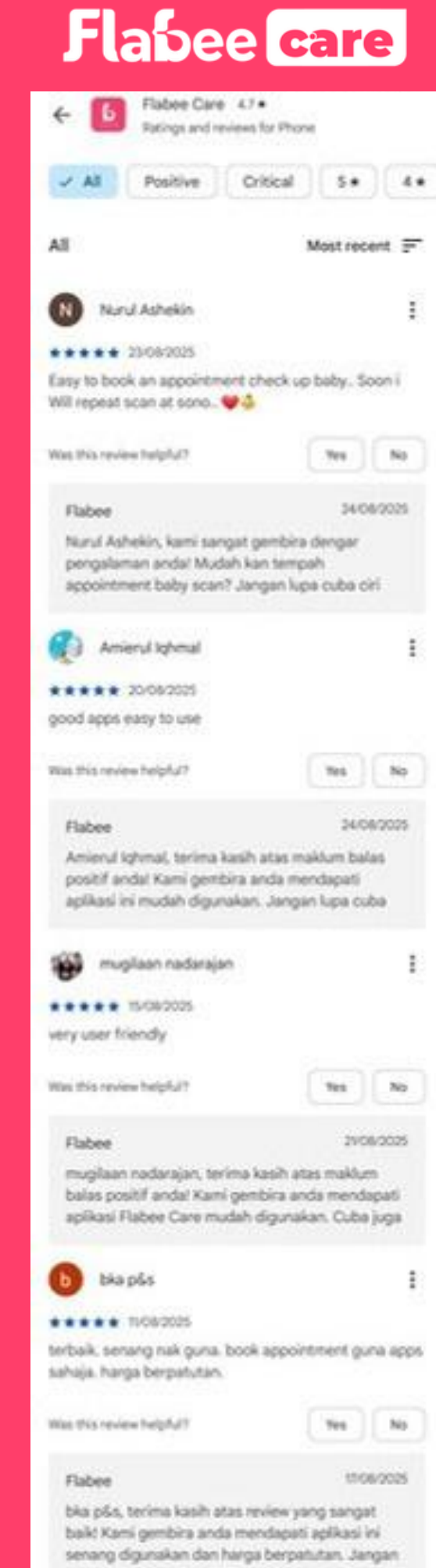
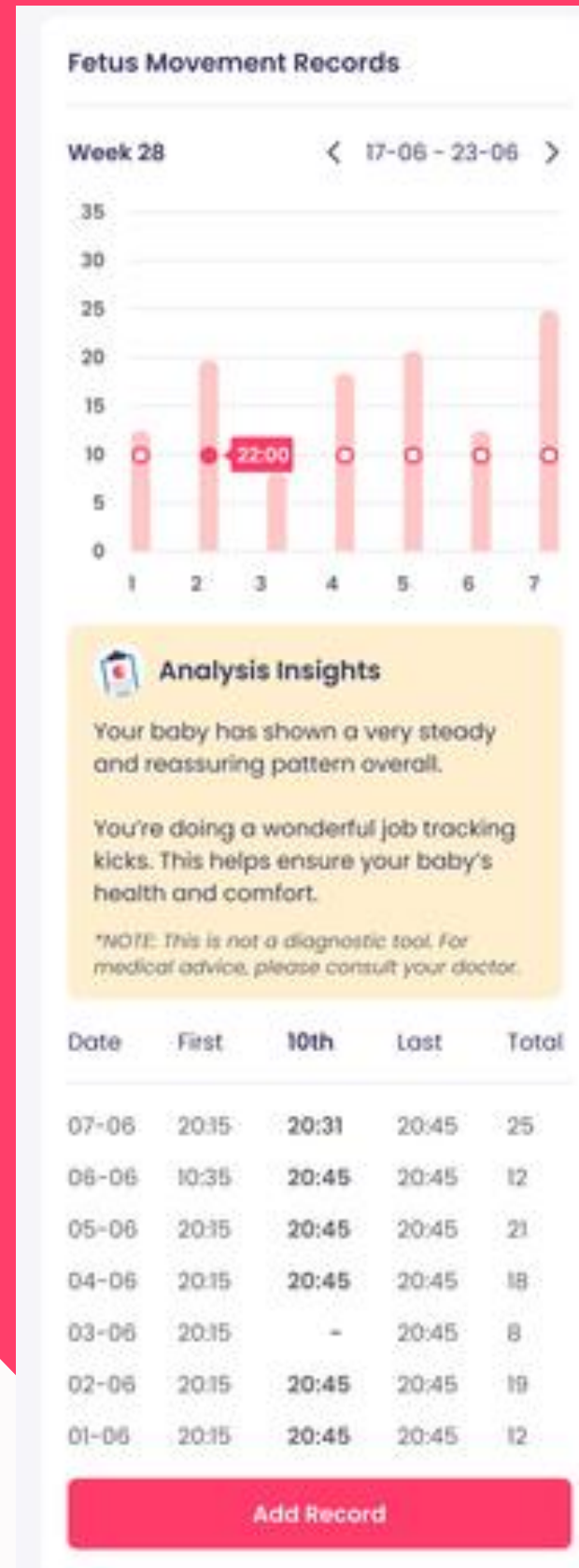
More millennial and Gen  
Z parents shifting to  
digital health  
+ smart devices



Multi-billion market:  
maternal/infant and  
scalable across regions

# Appendix

# User Feedback



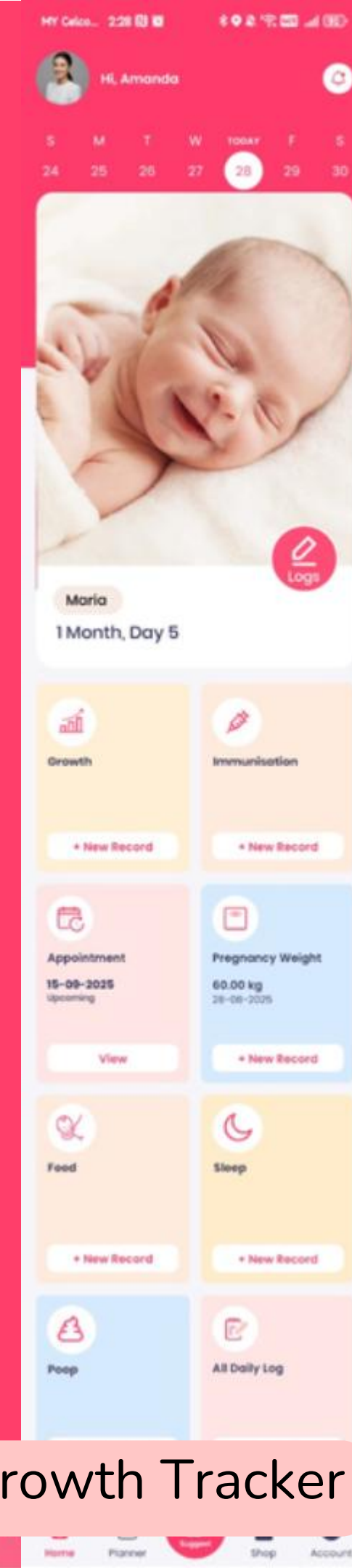
# Upcoming R&D



Flabee Hb Analyzer

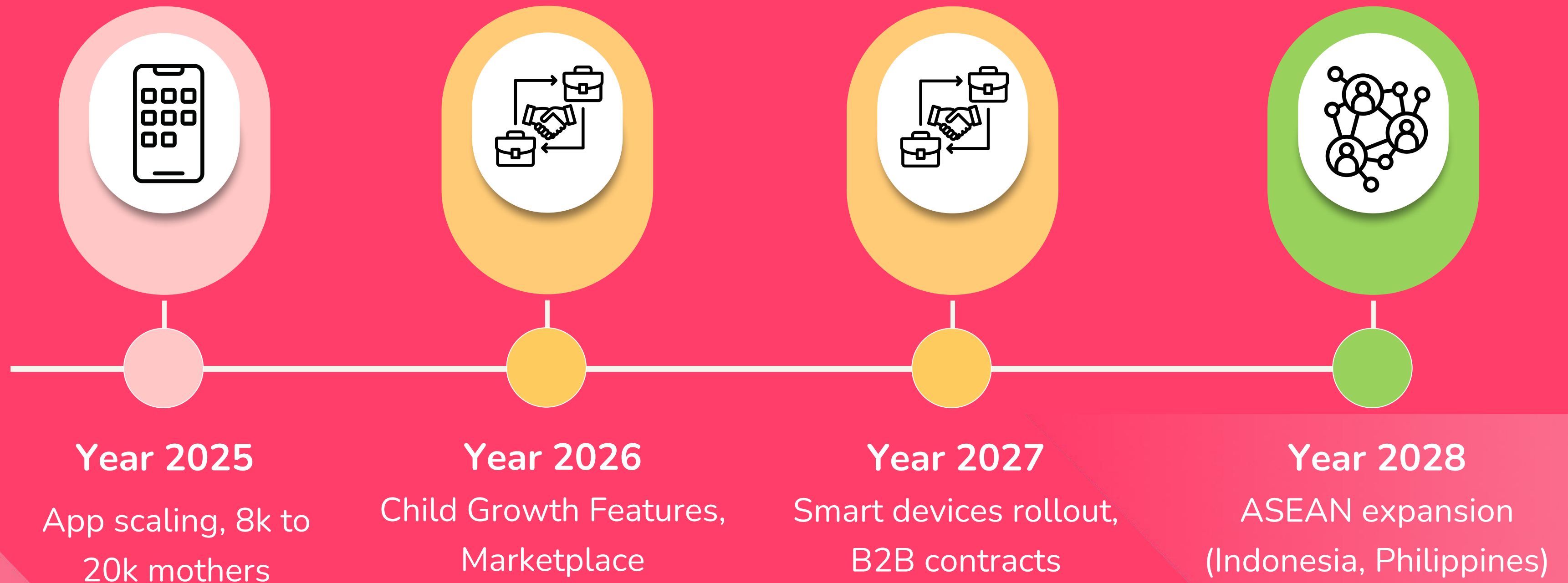


Flabee Scale



Child Growth Tracker

# Financials & Roadmap



# FLABEE CARE ECOSYSTEM

Flabee Care offers a comprehensive ecosystem centered on pregnancy and early parenting. Our core app provides a complete journey experience with wellness marketplace integration, seamless booking capabilities, and our proprietary Flabee Credits system.



## SONOBEE

Premium ultrasound centers with high-resolution imaging and personalized pregnancy journeys



## FLABEE MART

Specialized baby food retail offering nutritious options for infants and toddlers

# Flabee

for mums and babies

## EXCLUSIVE DISTRIBUTION



## Flabee Scale



## Flabee HB Analyzer

# Commercial Model

20-30%

STANDARD TAKE-RATE

\$39-99

MONTHLY SAAS FEES

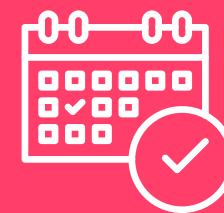
200-300%

DEVICE MARGIN TARGET

## Monetization Streams



Take-rate per booking:  
20-3-% of list price



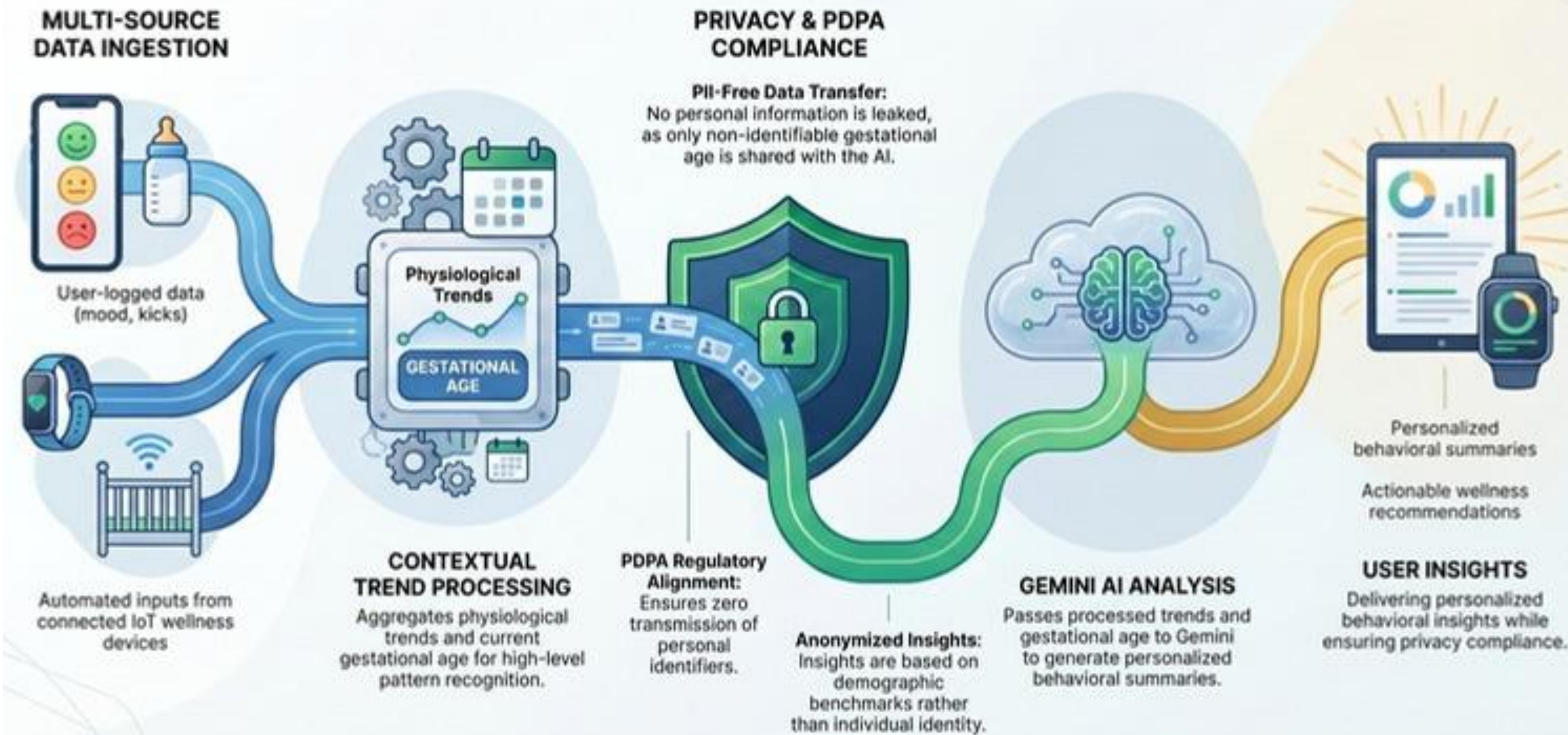
Merchant SaaS for Appointment Booking System:  
\$39/month



Device sales/rentals:  
200-300% gross margin on sales;

# Overview of How Flabee AI Insights Work, it's IP & Why it is PDPA Compliant

## Flabee AI Insights: Intelligent Analysis Powered by Privacy



### PDPA Compliance Framework

Malaysia Personal Data Protection Act 2010

- ✓ **Dedicated DPO**  
Appointed Data Protection Officer overseeing PDPA 2010 compliance and registration with JPDP
- ✓ **Explicit Consent**  
Sensitive health data (pregnancy entries, wellness logs) collected under explicit user consent with granular opt-out per feature
- ✓ **Encryption at Rest & Transit**  
All personal and health data encrypted in storage and in transit; regular penetration testing and security audits
- ✓ **Data Minimisation**  
Contact identifiers (ID, full name) never transmitted to AI inference services; only anonymised wellness content and broad context passed
- ✓ **User Rights Enforced**  
Access, correction, deletion and portability requests handled within 21 days; DPO reachable at [privacy@flabee.com](mailto:privacy@flabee.com)

### Trade Secret, Not Patent



No patents filed. Competitive moat is held through trade secret positioning —proprietary prompt pipeline, and rule-based filters to ensure no clinical diagnosis are not disclosed externally.

# Why Flabee AI Insights Sits Outside Class II SaMD



## Deterministic Rules, Not AI Inference

**Threshold logic = pure look-up table.** User enters a value (e.g. blood pressure). The app compares it to a fixed, globally-published well-being range from WHO/ACOG. No ML model, no inference, no prediction — identical to how a smart scale shows "BMI: normal / elevated" against a static chart.

**Wellness band analogy.** Fitbit, Apple Watch, Garmin all make the same deterministic comparison against published ranges and prompt users to "talk to a doctor if concerned." None are classified SaMD. Flabee's prompts are functionally identical: generic, non-urgent, disease-agnostic.



## AI Layer = Usage-Trend Coach, Not Risk Scorer






**What the AI actually sees:** Logging frequency, streak patterns, time-of-day rhythms — behavioural metadata, not absolute physiological values. Like a wellness band's sleep engine: "you've been logging less this week" not "your readings suggest anaemia."

**No disease terms, no prognosis, no urgency triage:** All AI outputs pass a rule-based filter. Words like risk, abnormal, warning, critical, disease, complication are prohibited. Outputs read as personalised lifestyle coaching — structurally equivalent to Noom or MyFitnessPal.

**No clinician-loop, no treatment path:** Patient-facing and non-directive. MHLW 2023 / IMDRF N12 define SaMD by "contribution to diagnosis, treatment or prevention" —

Flabee's outputs do not qualify.

## IMDRF / MHLW SaMD Classification Tests

SaMD Trigger	Flabee Behaviour	Status
Diagnoses or names a specific disease / condition	Never. Wellness language only. "See your doctor" — no condition named.	 NOT MET
Predicts disease risk or adverse outcome probability	No risk scores, no probabilities. AI comments on logging patterns only.	 NOT MET
Monitors physiological parameters against clinical cut-offs	Uses broad WHO well-being ranges, not diagnostic cut-offs. Identical to a wellness diary.	 NOT MET
Issues triage / urgency instructions ("seek care now")	All prompts are non-urgent and non-directive. "Consider discussing with your doctor."	 NOT MET
Feeds data to a clinician for treatment decisions	No clinician-facing interface, no data transmission to clinical workflows.	 NOT MET

**Regulatory verdict:** Flabee AI Insights passes all five IMDRF / MHLW SaMD tests. Threshold logic is deterministic (published well-being ranges, no ML). The AI layer is a behavioural trend coach — equivalent to a wellness band's activity summary. No disease naming, no urgency triage, no clinical workflow. Class II SaMD classification is not supported by current functionality.

# Product Roadmap

Q4 2026

## Post-Pregnancy Phase

- Focus: BabyData Collection
- Log Food, sleep, poop, breastfeeding, immunization & medicine tracker



Q2 2027

## Caregiver Matching Platform

- Focus: AnAirBnBfor Caregivers & Mothers
- Parents will be able to book for certified caregivers to provide care for their children



Q4 2027

## Integration of Smart Devices

- Focus: Making data logging seamless
- Focus on integration with third-party SDKs with certified and approved devices



Flabee Scale

Q2 2028

## Launch of Proprietary Non-Invasive Haemoglobin Device

- Focus: Making pregnancy tracking easy & painless
- Collaborate with local university researchers to detect Haemoglobin level accurately



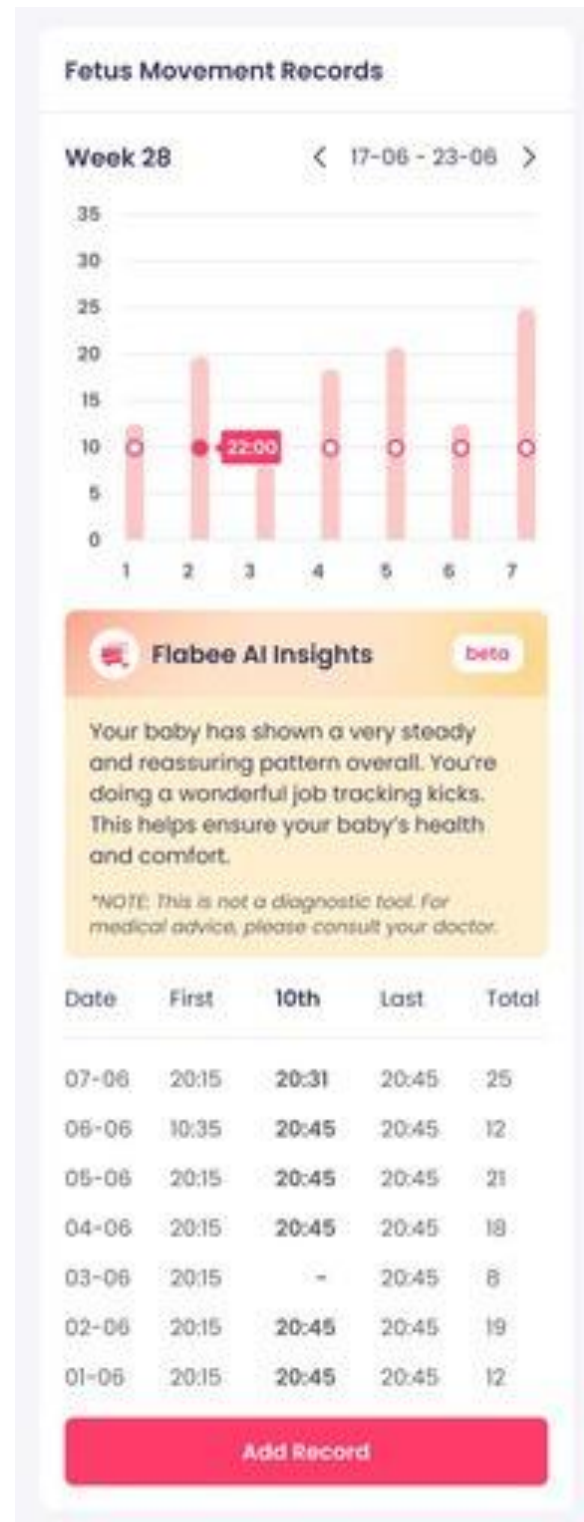
Flabee Haemoglobin Sensor

# AI Insights (Beta) – Launched Dec 25

To be converted into subscription plan by May 2026



## Kick Counter



## Daily Note

9:41

All Note

**Flabee AI Insights** beta

Your mood notes show a balanced journey with healthy patterns. Tracking your feelings is a wonderful way to care for your well-being.

\*NOTE: This is not a diagnostic tool. For medical advice, please consult your doctor.

12-06-2024 Delete Edit

😊 😊 🌊

👩 Lorem ipsum dolor sit amet, sectetur adipiscing elit.ctetur adipiscing elit. ipsum dolor sit amet.

11-06-2024 Delete Edit

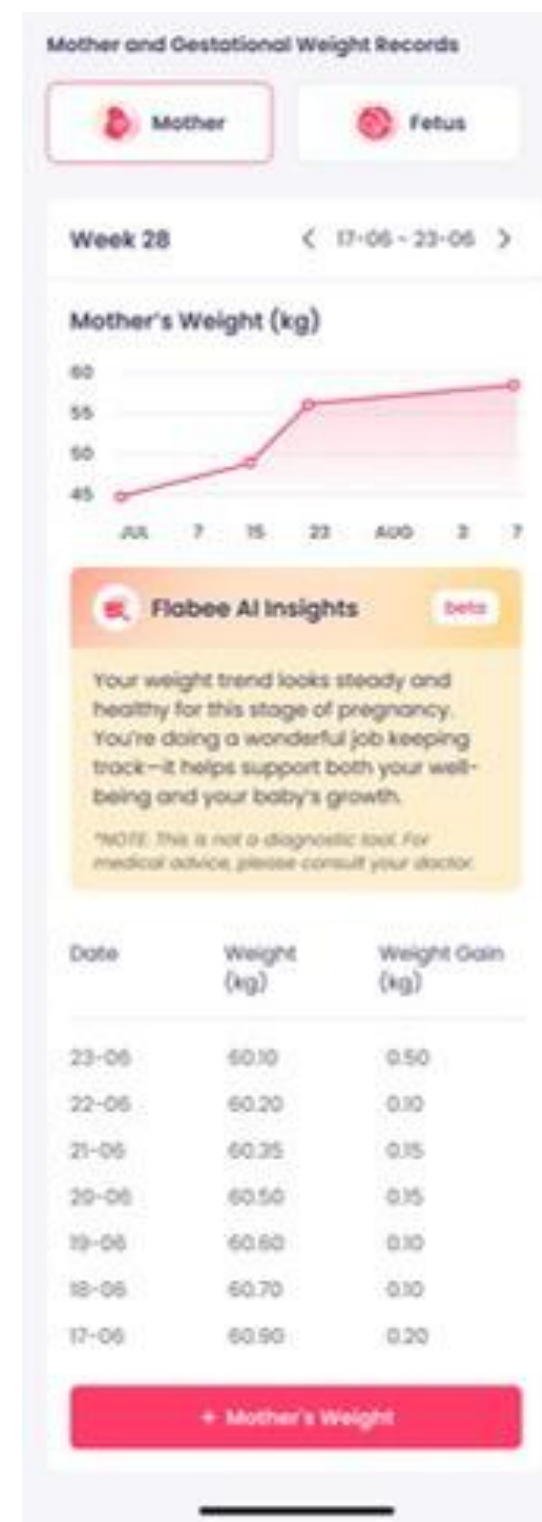
😊 😊 🌊 🌊 🌊 60 kg 80 mn

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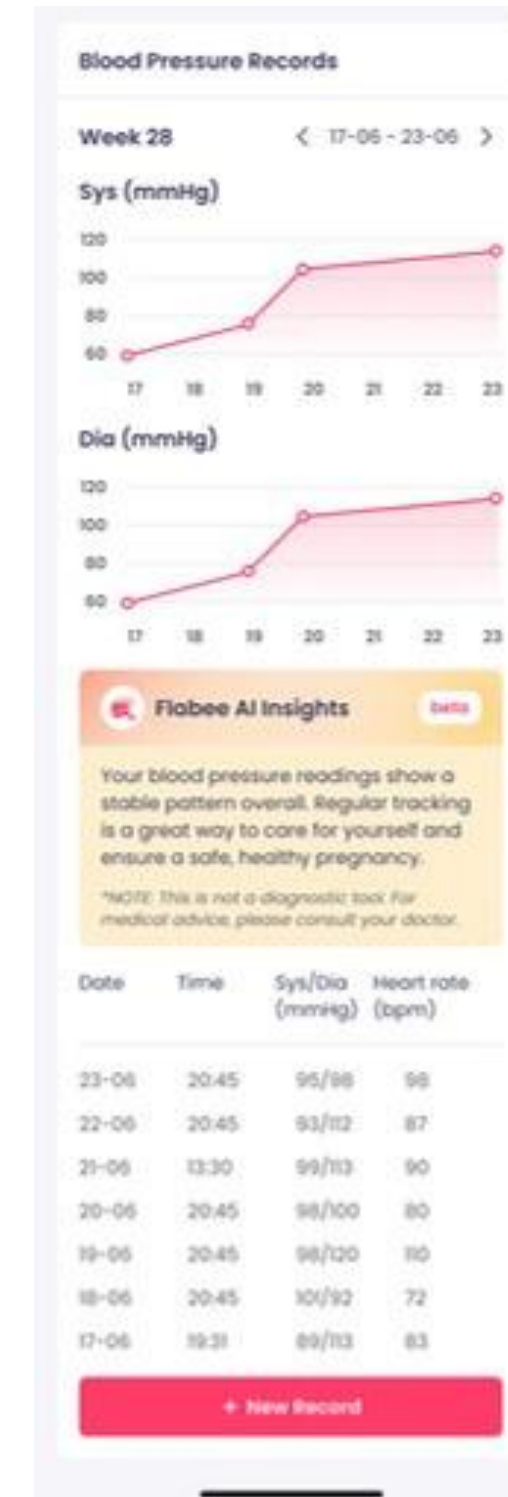
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## Pregnancy Weight



## Blood Pressure



## Period Calculator

9:41

Hi, Amanda

S M T W T TODAY S

20 21 22 23 24 25 26

Ovulation in 6 Days High Chance Log Period

26<sup>th</sup> Ovulation Day 5 Average Period Length 28 Average Period Cycle

**Flabee AI Insights** beta

Your cycle is on track. Based on your last logs, your period is expected in 3 days. You're currently in your luteal phase — energy levels may dip, so take it easy.

\*NOTE: This is not a diagnostic tool. For medical advice, please consult your doctor.

# Results from Flabee AI Insights



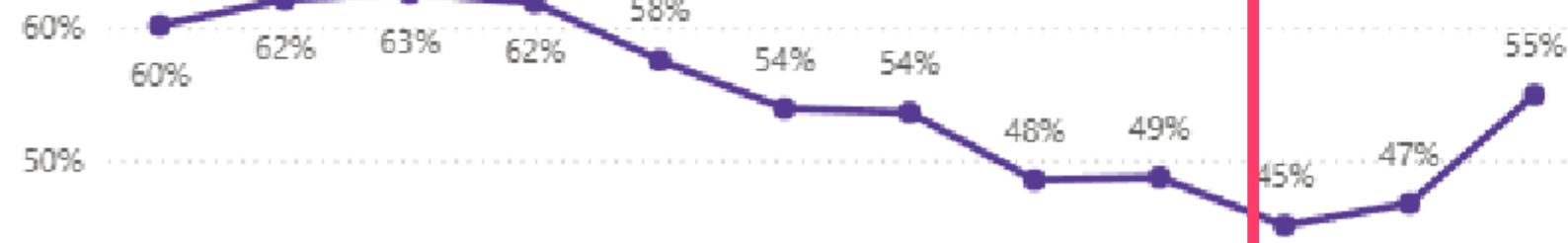
All core features have a significant increase in usage

**55%** users has input Kick Counter.

$$\frac{\text{Total User in Kick Counter } 20,238}{\text{Total Pregnancy User (>28 weeks) } 11,266} = \text{Overall User using Kick Counter } 55\%$$

Overall Usage of Kick Counter

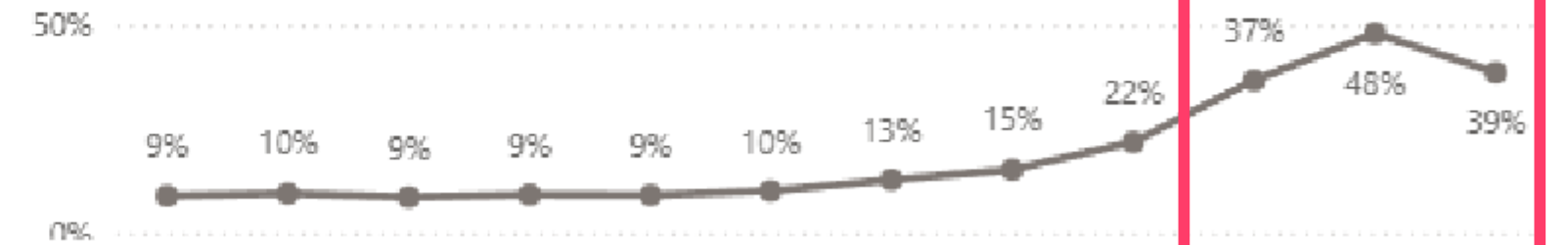
% of 28 weeks Pregnancy User using Kick Counter



**20%** users has input Daily Note.

$$\frac{\text{Total User in Daily Note } 13,883}{\text{Total User } 69,431} = \text{\% User input Daily Note } 20\%$$

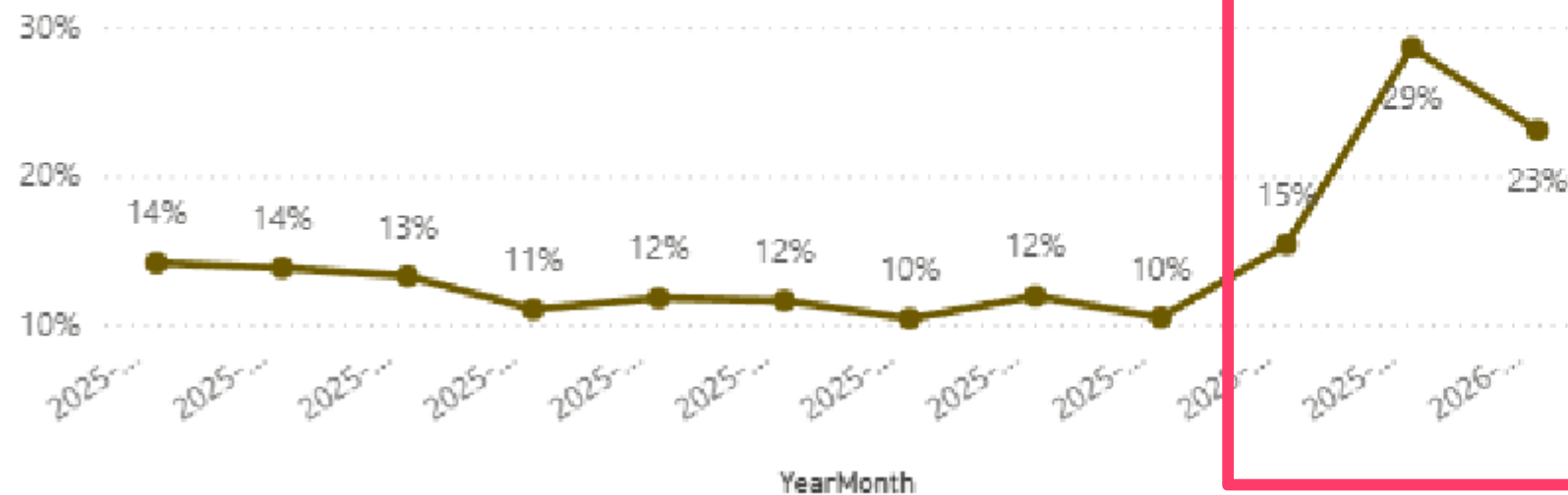
Overall Usage of Daily Note



**13%** users has input Menstrual.

$$\frac{\text{Total User in Menstrual } 2,618}{\text{Total User (Non Pregnancy) } 20,073} = \text{\% User input Menstrual } 13\%$$

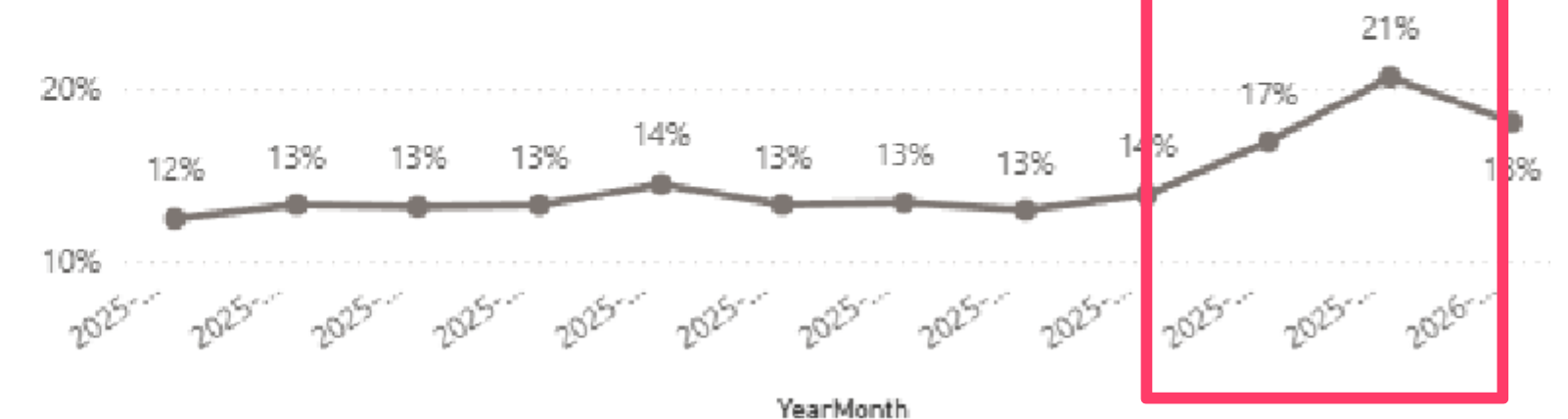
Overall Usage of Menstrual



**15%** users has input Weight.

$$\frac{\text{Total User in Weight } 10,317}{\text{Total User } 69,431} = \text{\% User input Weight } 15\%$$

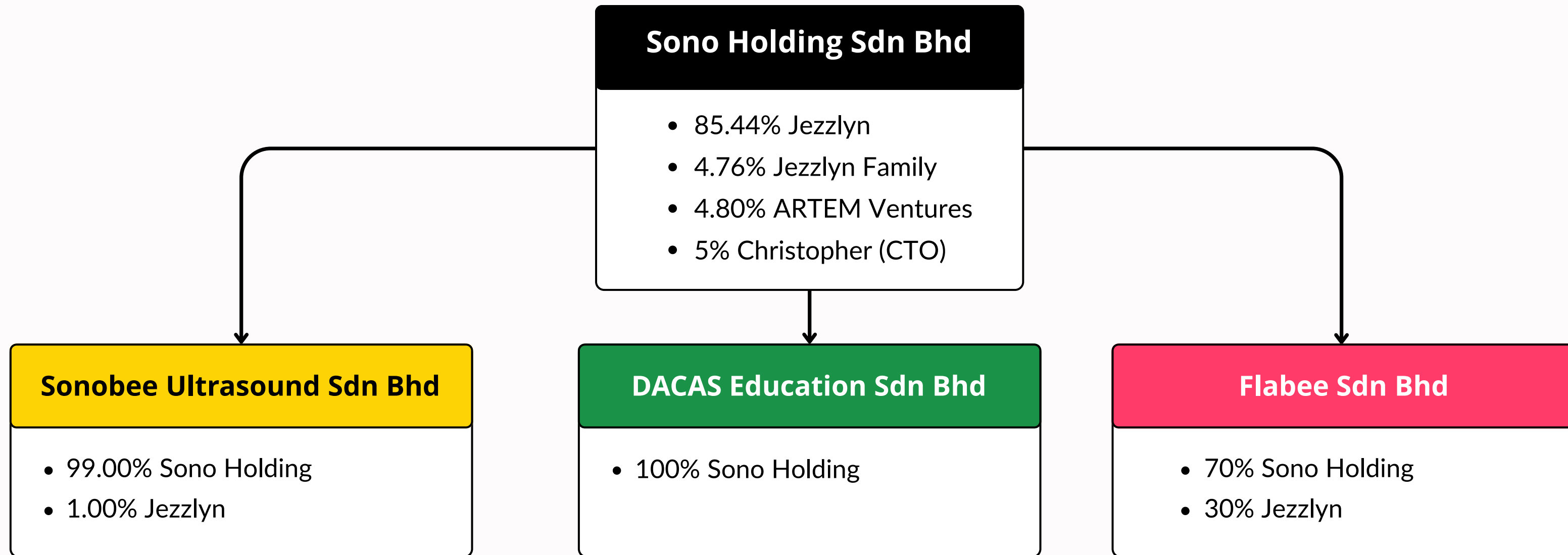
Overall Usage of Weight



# Sample



# Cap Table



## FUNDING HISTORY

2024 Seed Investment	
Investor	Artem Ventures
Amount Equity	RM1.0M
Implied valuation	4.8%
	~RM20M+