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# Proposed

# S L G Forum Export Pvt Ltd

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## Crowd-sourced funding offer document

8 th June 2022

Offer of fully-paid ordinary shares in new Company  
EURO 95,000

This crowd-sourced funding (CSF) offer document relates to the Offer of fully-paid ordinary shares in New Co Limited.

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**Issuer**

Suneth Wijesinghe

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**Intermediary**

27 th Lane Business Hub Pvt Ltd

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## Section 1: Why Crowdfunding

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ECF, as an alternative fund raising avenue for SMEs in Sri Lanka ECF platforms have facilitated alternative on-line fund raising mechanism for SMEs and provide a new investment avenue for investors. In many jurisdictions, ECF platforms are operating successfully. ECF platform can positively contribute for the country's economic development by providing a low cost alternative fund raising mechanism for start-ups, SMEs etc., generating much needed foreign inflows, offering diverse investment opportunities for both local and foreign investors..

## Section 2: RT 2 – Applicant Information

All Applicants must complete all questions set out below

2.1	Full legal name of the Applicant	
2.2	Legal form of the Applicant	
2.3	National ID / Business Registration number	
2.4	Legal Entity Identifier (where available)	
2.5	Trading name(s) the Applicant will use, if different from response to question 2.1 above	
2.6	<b>Registered Office of the Applicant</b>	
	<b>Postal Address</b>	
	<b>Telephone Number</b>	
	<b>Email Address(es)</b>	
	<b>Website Address(es)</b>	
2.7	Provide a copy of the Applicant’s Articles of Association and, where available, Deed of Incorporation	[Yes/No]
2.8	Provide the contact details of the following persons:	
	a) Individual <sup>1</sup> in charge of the application who will accept service of any documents in respect of	b) Individual <sup>2</sup> who will be responsible for accepting login details <sup>3</sup> for the purposes of

<sup>1</sup> Where the applicant proposes a third party to accept service of correspondence in respect of the application, the contact details of a director or senior manager of the applicant must also be provided as all correspondence in respect of the application will also be issued directly to the applicant by the Central Bank.

<sup>2</sup> Each of the individuals within the applicant named in response to question 2.8 a) and b) above must be a director or senior manager of the applicant.

<sup>3</sup> Where the applicant already has a System Administrator with existing ONR login details, the name of that individual should be provided in response to question 2.8 b) above. Where the applicant already has an individual with existing ONR login details and wishes to change the individual with login details, the applicant should contact [onlinereturns@centralbank.ie](mailto:onlinereturns@centralbank.ie).

	the application submission and of any future correspondence issued to the Applicant if it is granted an authorisation	submitting IQs in respect of proposed PCF role holders in the Applicant via the Central Bank's ONR	
	<b>Within the Applicant</b>	<b>Third Party</b>	<b>Within the Applicant Only</b>
	<b>Name</b>		
	<b>Position in the Applicant / Relationship to the Applicant</b>		
	<b>Postal Address</b>		
	<b>Telephone Number</b>		
	<b>Email Address</b>		
2.9	Confirm whether the Applicant already has an existing System Administrator set up on the ONR		[Yes / No / N/A]
2.10	For application submission please email to <a href="mailto:suneth@suneth-wijesinghe.com">suneth@suneth-wijesinghe.com</a>		[Yes / No / N/A]

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## Section 3: Information about the Company

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The Sri Lanka-Germany Forum (SLG) is an organization that was created to facilitate the entry of German investors in order to uplift the organic and natural products market in Sri Lanka, while also enabling Sri Lankan manufacturers to export the high-quality products made locally to a discerning German clientele.

### **KOXXO – SLG Forum business model for a Single brand in Germany**

Promoter : 27 Th Lane Business Hub Pvt Ltd.

SME Segment partnership with HNB.

**Promoter website** <https://www.suneth-wijesinghe.com/slgforum>

**Brand “Pure Ceylon”**

**Sub Categories “ KOKOS” “Anyaa Wellness” “ Ceylon Curry Club”**

**Group 1:** Product pool for multiple for exporters.

**Tea**

**Coconut products**

**Spices**

How Many companies to fund the project

**Tea** - 15 exporters of SME (5-6 packages)

**Coconut** 10 exporters of SME ( Coconut Milk, Powder, Water ,Oil ) 6-7 products

**Spices** 10 exporters of SME ( 8 packaging)

### **Start up Company in Sri Lanka : S L G-Forum Export Pvt Ltd.**

All 35 companies will have shareholding

20% held by 27 th Lane Business Hub Pvt Ltd

Company in Sri Lanka (S L G Forum Export Pvt Ltd) to be incorporated 20% 27 th Lane Business Hub Pvt Ltd and balance 80% by the crowdfunding shareholders.

### **Company In Germany: SLG Forum GmbH**

Shareholding : Christian Kult 30% - Suneth Wijesinghe - 30 All 40% ( S L G Forum Export Pvt Ltd)

## 3.1 Company details

This offer of shares is made by New Co Limited ----- (the Company). The Company was incorporated on [date] and converted to a Pvt company on [date].

### **Registered office and contact details**

14, Sir Baron Jayathilake Mawath , Colombo-01

### **Principal place of business in Germany**

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Rossert Strasse 4, 61449 Steinbach (Taunus) Germany.

## 3.2 Description of the business

### SLG Forum

Lars Hild – KOXXO UG

Christian Kult – MD of MSG Fruchts GmbH

Suneth Wijesinghe- 27 Th Lane Business Hub Pvt Ltd and Co- founder SLG Forum

Mr.Nihal Samarasingha – Hon. Sri Lanka Consular in Germany and MD of Millennium Hospitality GmbH

### Partners

Hatton National Bank

### Sri Lanka Tea Board

Mr Siriwardene – DG

### Logistic Partners

#### Hayleys Advantis

Mr Priyantha Punchihewa

### Proposed Subscribers at the launch

Hayleys Groups ( Tea , Coconut , F&V , ECO Products, Hand Protection )

Pure Miracle – essential oils

Jaffna Spices – Oils and Spices SME network in Jaffna

Hambo Eco products ( bags and Tableware) Women's group in Polonnaruwa

Agstar Agri – Spices

Glolan International – Export of Dhal

LA Perfumery – Perfumes

Hair Removal Wax by Dermaesthetic

Munchee – Coconut Milk Powder

Palm Alcohol

Rancrisp Cashew



The Launch of the market access program held on 31st May 2022 at Hatch Works

### 3.2.1 Who are we?

"**KOXXO**" together with **SLG-Forum** plans to Establish Sri Lankan Origin products distribution in Germany , Establish Ayurveda treatment centers , and restaurants making Sri Lanak's only brand with multiple products assisting startups ,SMEs to enter the German and EU market.

Brands such as Anyaa & Botanik are established to franchise in the Hospitality industry with endorsement by the Sri Lanka Tourism Promotion Bureau for the Travel & Living concepts proposed by us. This is mainly to establish Ayurveda centers, Sri Lanka street food outlets and cafes.

PR and Marketing expert Lars Hild will be involved in the sales and promotion for the Supermarkets and the HORECA segment with the distribution partner GHV GmbH.

Organic food , Seafood , Spices and exotic products will be channeled through 1400 outlets throughout Germany.

Our web shop will be launched in June 2022 and welcome products to be sold online with the distribution managed by us in Gelnhausen headed by Mr Christian Kult.

### 3.2.2 What is our business strategy?

27 th lane Business Hub Pvt Ltd in partnership with KOXXO Germany launched the second phase of the market access program for Germany which benefits SME exporters in the sectors of Tea, Coconut products and spices.

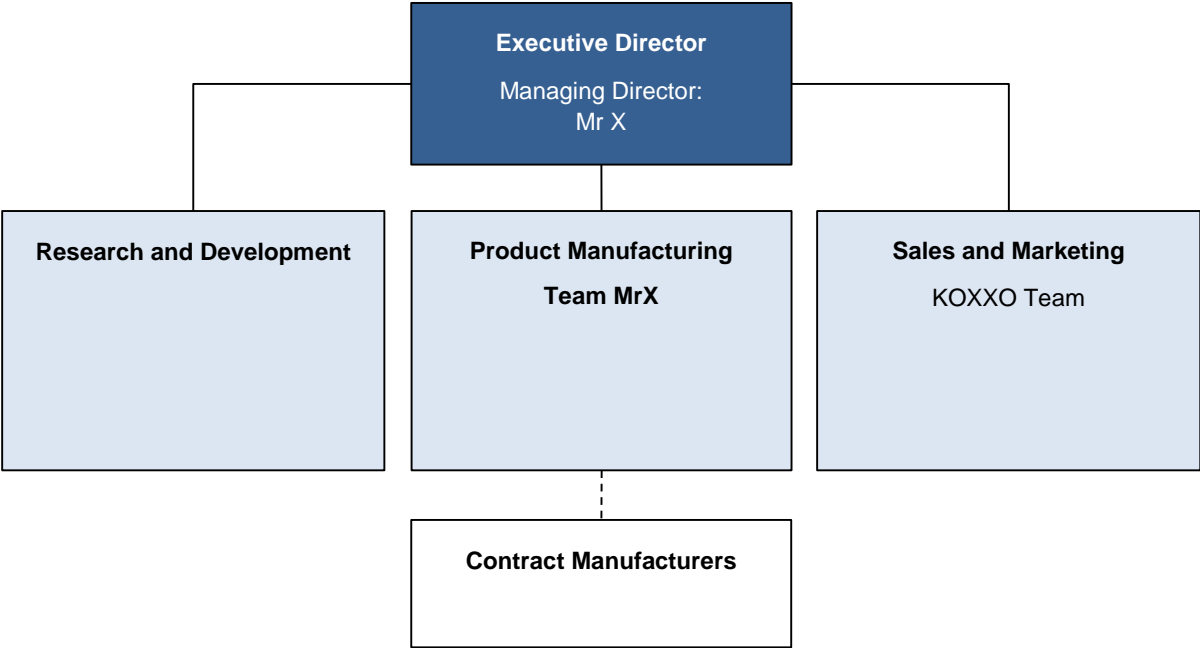
KOXXO UG – SLG Forum has created a single brand to sell products to leading supermarket chains REWE and EDEKA and SLG Forum online store.

This is a unique concept which was introduced in 2020 to the Sri Lanka Ambassador Her Excellency Mrs Manori Unambuwe with her visit to the logistic warehouse and the facilities that are provided for the SMEs entering the market at competitive price.

The single brand will be crowdfunded in Sri Lanka by SMEs and startups which was launched at HATCH attended by HNB and Sri Lanka Tea Board with companies and individuals interested in the market access program.

There will be also opportunities for franchising of Sri Lankan gastronomy and Ayurveda products & services under a single brand which will benefit SMEs opening restaurants and Ayurveda centers in Germany which was endorsed by the Sri Lankan Tourism Development Chairperson at a webinar held recently. Sri Lankan beauty cosmetic products, Herbal drinks, palm products will benefit under this scheme.

**Figure 1: Organisational structure**



As shown in Figure 1, Mr X is an Executive Director and Managing Director of the Company. The following directors and senior managers report to Mr X:

- Dr Y, Head of Research and Development/Executive Director
- Ms Z, Head of Product Development
- Mr B, Head of Sales
- The Company’s contract manufacturer are shareholders.



### 3.3 Capital structure

#### 3.3.1 Issued capital

As at the date of this CSF offer document, the Company has a capital of LKR 50,000,000..

**Table 1: Shere holding in Sri Lanka**

Shareholder	Share Type	Shares	Options
27 th Lane Business Hub Pvt Ltd		20%	
All other CSF		80%	
<b>Total</b>		<b>100%</b>	

**Table 2:  
Germany**

Shareholder	Share Type	Shares	Options
Christian Kult & GHV GmbH		50%	
Suneth Wijesinghe		10%	
SLG Forum Exports Pvt Ltd		40%	
<b>Total</b>		<b>100%</b>	

#### Rights associated with Class A shares, Class B shares and options

Copies of the Company’s constitution and the shareholder agreement will be available.

#### 3.3.2 Debt funding and other sources of funding

LKR 25,0000,000 to be raised from HNB as Export Credit.

#### Government grants

To be negotiated with tea board and EDB

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## Section 4: Information about the Offer

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### 4.1 Terms of the Offer

Term	Details
Shares	Fully-paid ordinary shares
Price	EURo 2,800 per Company
Minimum Subscription	EURO 85,000
Maximum Subscription	EURO 95,000
Opening date	15 <sup>th</sup> June 2022
Closing date	30 <sup>th</sup> June 2022

1 EURO = LKR 415

The Offer is not underwritten.

### 4.2 Use of funds

**Table 5: Use of funds.**

**Cost for building the brand**

Conceptual and marketing plan;	EURO 10,000.00
Packaging concept	EURO 10,000.00
Business plan	EURO 20,000.00
Online Shop	EURO 20,000.00
Capital	EUR 25,000,00
Setting up cost	EUR 10,000.00

**Total Contribution                      EUR    95,000.00**

Registration of S L G Forum Exports Pvt Ltd All 35 companies will have shareholding with 20% held by 27 th Lane Business Hub Pvt Ltd

Packaging modelling and comply with EU / German Standards

Web shop and CRM ( Domain and Bank )

Consultancy fee for 27 th Lane Business Hub / Koxxo UG

**Payment to  
Subscription Fee LKR 20,000**

**Suneth Wijesinghe  
Hatton National Bank PLC- Mirihana Branch  
204020091417**

**LKR 1,162,00.00 by a bank draft to 27 th Lane Business Hub Pvt Ltd.**

**An official receipt will be issued under 27 th Lane Business Hub Pvt Ltd.**

Suneth Wijesinghe  
27 Th Lane Business Hub Pvt Ltd