



athenaTM



Equity Investment Offers

Existing issue



A big-brand pack of 15 menstrual pads contains the same amount of plastic as 5 carrier bags.



Disposable pads contain 90% of plastic



200,000 tonnes of menstrual waste landfilled each year



Major retailers

with washable pads

NONE

Business Overview

Our business are as follows but not limited to:

1. Eco Friendly Women Hygiene Products
2. Washable Diapers for children and adult
3. Community Development Program



The Innovation

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01

Safe

02

Economical

03

Environmental
Friendly



Aeko Tex Fabric imported from Japan and Korea

Appoint 2 manufacturers to produce – 1 China, 1 in Malaysia

Product range varies starts at RM20 up to RM 199



Product Anatomy & Benefits



Fabrics certification



Program Initiatives

We have 3 programmes to serve a particular community needs that starts with awareness followed by action and eventually we produce advocators as part of our give back to community initiatives.



Awareness

Menstrual hygiene awareness programme with distribution of washable pad kits to girls of 9-17 years old.



Action

Youth entrepreneurship training for basic supply chain management to target them opening savings account and ultimately have current account.



Advocates

An engaging get together sessions for subscribers, volunteers and associates to be part of our cause.

Program tied with CSR budgets and sponsorship starts at RM5K packages



Revenue Stream

✔ Retail – physical & online



✔ Program collaborating partners



Competitor

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	 PRICE	 COMFORT	 ECO PACKAGING	 HIGH BRAND VISIBILITY	 CUSTOMER SERVICE
Athena(Malaysia)	✓	✓	✓		
Glad Rags(US)		✓		✓	✓
Luna Pads (Canada)		✓	✓	✓	✓
Bunga Pad(Malaysia)	✓				



The Objective

**Addressing monthly
challenge with accessible,
sustainable material**

Achievements

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Golden Hearts Star Award
2019

Social Entrepreneur Business
Accreditation – eligible to
issue tax exempt receipt for
corporate/individual
sponsorship

Sustainability Leadership
Award for Athena
Community Program

The Impact

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Social Impact

1,592

Beneficiaries

Total beneficiaries for CSR projects with collaborating partner



Economical Impact

11,144

Washable sanitary pads distributed

Athena washable pad in pcs

318,400

Estimated cost savings from disposable purchase

In Ringgit Malaysia for 3 years. At average spend of RM200 a year.

95%

Positive Feedback on the program content and products

Feedback from participants, volunteers and collaborating partners that joined during the program. 5% are unreturned and neutral feedback.



Environmental Impact

477,600

Estimated sanitary waste on the landfills reduced from disposables

Calculation in pcs in a year. At average 300 pcs per person ends up in the landfills.

As Featured in



TV ALHIJRAH



Partnership & Collaborations

We recognize the importance in forging key partnerships and close collaborations with various agencies alike as we endeavor to provide our associates with the best value propositions possible. Therefore, we continue to establish strategic alliances with other corporates, NGOs, social enterprises and governmental agencies.

x





ivankatrump



23,220 likes

ivankatrump It was a pleasure to meet with the inaugural #WGDP @StateVLP group of inspiring leaders representing 18 countries!

This group of 17 women (and 1 man!) are committed to Pillar 3 - breaking down the cultural and legal barriers to women's economic participation in their home countries and around the world!

View all 357 comments

Ivynepatton THIS!!!! 🙌



Investment Objectives

**We believe in a world where
all investments are made
with awareness of both
financial returns with social
and environmental
responsibility**

Opportunity

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**Eco friendly
movement
worldwide**



**5,000+ customer
database**



**Demand for
program and
products abroad**



Financial Performance and 2022 Projection



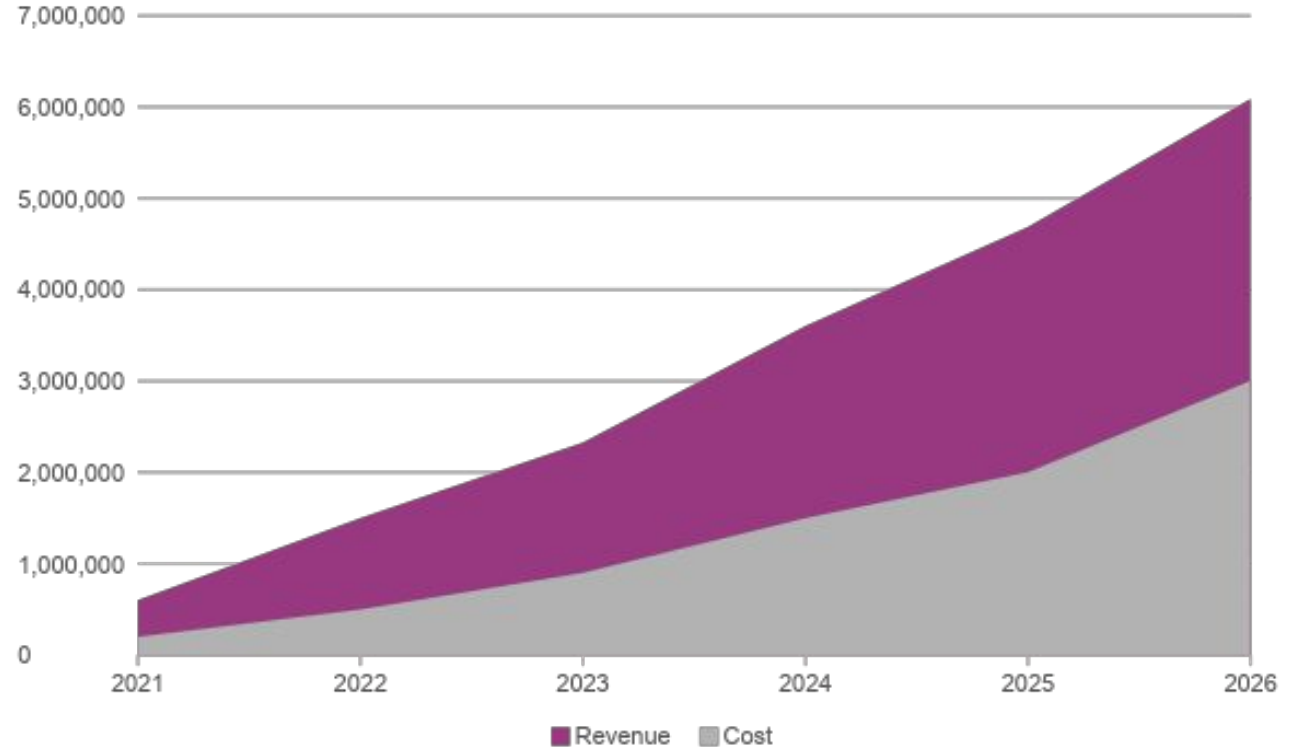
74%

Average growth



54%

Average profit



Financial Projection

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	2021	FY2022	FY2023	FY2024	FY2025	FY2026
Unit Sold	17,000	40,000	65,000	100,000	150,000	200,000
Revenue	600,000	1,500,000	2,325,000	3,603,000	4,684,000	6,090,000
Cost	200,000	500,000	900,000	1,500,000	2,000,000	3,000,000
EBITDA	400,000	1,000,000	1,425,000	2,103,000	2,684,000	3,090,000
Net Profit (after tax 25%)	300,000	750,000	1,068,000	1,577,000	2,013,000	2,317,000

Expansion Plan

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Goals & Objectives

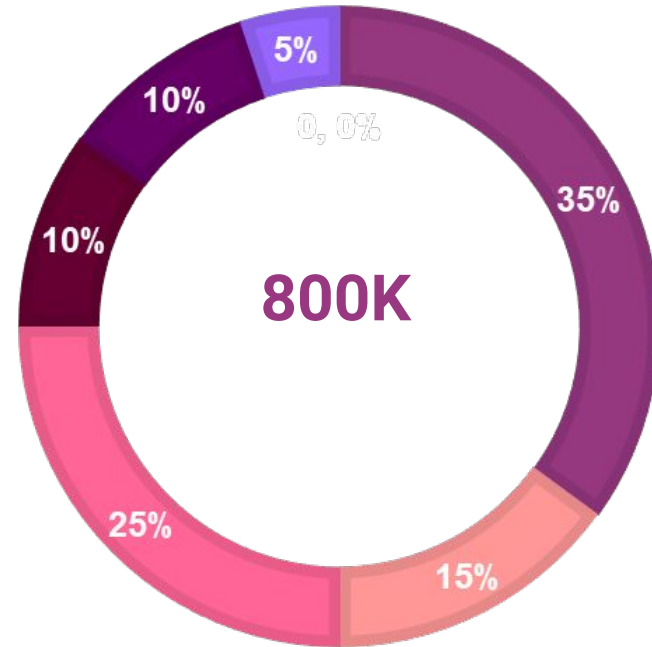
Community Development	Tech	New Market	New Product
			
Outreach program to whole of Malaysia – minimum of 1,000 beneficiaries/year	Real time tracking and progress on the outreach programme management-volunteers, registration, inventory,etc.	New setup in Dubai to progress with UAE ecommerce platform.	<ul style="list-style-type: none">• Development of disposable eco pads• Current product design and material improvement

Fund Utilisation

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- 1 Operational
- 2 Community Development
- 3 New Setup-UAE, revisit Europe market
- 4 Tech Expenditure
- 5 Product Development
- 6 Investment



Authorized Share Capital : RM 400,00.00
Paid Up Capital : RM 86,250.00

Investment Offer

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	Minimum Target	Maximum Target
Target Amount	RM 800,000	RM 1,200,000
Type of Shares to be Issued	Preference Sa'ada Shares (With Purchase Back Undertaking)	
Pre-Money Valuation	RM 7,000,000	
No. of Existing Share(s) Before Fundraising Exercise	86,250	
Price Per Share For ECF Exercise	RM 81.16	
No. of New Shares to be Issued	9.857	14,786
Post-Money Valuation	RM 7,800,000	RM 8,200,000
Equity Offered	10.30%	14.63%

Management Team



Hasnur Hanafiah
CEO

Supply chain and business development with 10 years of experience focusing on business operation and supply chain management



**Anja Juliah
Abu Bakar**
Outreach & Impact Director

More than 10 years experience in Human Relation.
President at Chamber of Social Entrepreneur Development (CSED Malaysia)



Fazlina Ahmad Fuad
Business Development
Director

10 years experience in public relations and sales. A certified Islamic Financial Planner

Supporting Team



Jaklin Juanis
Learning &
Development

Certified HRDF trainer that had more than 15 years experience in Training and Development to the corporate's locals and abroad



**Nurul Ezatty
Norzaluddin**
Sales Executives



Ratna Tini Adnan
Marketing Executives



athena™



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