# Form C

Cover Page

Name of Issuer

Matthew Label Australia Pty Ltd

Legal Status of Issuer

Form of Entity: Limited Liability Company

Jurisdiction of Incorporation/Organization: VIC

Date of Incorporation/Organization

08/12/2021

Physical Address of Issuer

Website of Issuer

https://matthewlabel.com/

Name of Intermediary through which the Offering will be Conducted

Wholesale Alliance Ltd

CIK Number of Intermediary

0001858731

SEC File Number of Intermediary

007-00221

CRD Number of Intermediary

315497

Amount of Compensation to be paid to the Intermediary, whether as a dollar amount or a percentage of the offering amount, or a good faith estimate if the exact amount is not available at this time

Wholesale Alliance Ltd will receive a commission of 6% of the total amount raised in the offering. In addition, Wholesale Alliance Ltd will receive 1% of the total amount raised in the offering as a non-accountable expense allowance. Wholesale Alliance Ltd will also receive 1% of the total amount raised in the offering as a fee for maintaining the investor platform.

Type of Security Offered

Ordinary Shares

Target Number of Securities to be Offered

N/A

Price (or method for determining price)

The initial price per share of the Ordinary Shares will be $1.00 (the "Initial Price"). The Initial Price was determined by the Company and Wholesale Alliance Ltd.

Target Offering Amount

$50,000 AUD

Oversubscriptions Accepted:

Yes

Oversubscriptions will be allocated on a first-come, first-served basis

Maximum Offering Amount (if different from Target Offering Amount)

$1,070,000 AUD

Deadline to reach the Target Offering Amount

The Offering must reach the Target Offering Amount by 30/06/2022. Unless the Target Offering Amount is raised by such date, no Securities will be sold in the Offering, investment commitments will be cancelled and committed funds will be returned.

Current Number of Employees

| | Current Number | Number after Offering |
|---|---|---|
| Matthew Label | Founder | Founder |

Offering Statement

Name of Issuer

Matthew Label Australia Pty Ltd

Eligibility

Check this box to certify that all of the following statements are true for the Issuer:

- Organized under the laws of Australia or a State, Territory or possession thereof, or the District of Columbia.
- Not subject to the requirement to file reports pursuant to Section 13 or Section 15(d) of the Securities Exchange Act of 1934.
- Not an investment company registered or required to be registered under the Investment Company Act of 1940 or excluded from the definition of investment company by Section 3(b) or Section 3(c) thereof.
- Not ineligible to rely on the exemption under Section 4(a)(2) of the Securities Act as a result of a disqualification specified in Rule 262 promulgated under the Securities Act.
- Has filed with the SEC and delivered to investors all ongoing annual reports required to be filed during the two years preceding the offering (or such shorter period that the Issuer was required to file such reports).
- Has a specific business plan other than a merger with an unidentified company or companies.
- Not a development stage company that (a) has no specific business plan or purpose or (b) has indicated that its business plan is to merge with an unidentified company or companies.
- Not disqualified under Section 4A(a)(8) of the Securities Act as a result of a disqualification specified in Rule 262 promulgated under the Securities Act.

Check this box to certify that all of the following statements are true for the Issuer:

- Has not conducted a securities offering pursuant to Section 4(a)(6) of the Securities Act in the 12-month period before the date of the filing of this offering statement.
- Has not filed a Form C pursuant to Section 4(a)(6) of the Securities Act during the two-year period before the date of the filing of this offering statement.

Check this box to certify that all of the following statements are true for the Issuer:

- Has a bona fide executive office in the United States or Canada.
- Has at least 50% of its employees based in the United States or Canada.
- Has at least 50% of its assets based in the United States or Canada.
- Intends to maintain the majority of its executive officers and employees based in the United States or Canada during the one-year period beginning on the date of the first sale of securities in the offering.
- Intends to maintain at least 50% of its assets in the United States or Canada during the one-year period beginning on the date of the first sale of securities in the offering.

Name of Intermediary through which the Offering will be Conducted

Wholesale Alliance Ltd

CIK Number of Intermediary

0001858731

SEC File Number of Intermediary

007-00221

CRD Number of Intermediary

315497

Amount of Compensation to be paid to the Intermediary, whether as a dollar amount or a percentage of the offering amount, or a good faith estimate if the exact amount is not available at this time

Wholesale Alliance Ltd will receive a commission of 6% of the total amount raised in the offering. In addition, Wholesale Alliance Ltd will receive 1% of the total amount raised in the offering as a non-accountable expense allowance. Wholesale Alliance Ltd will also receive 1% of the total amount raised in the offering as a fee for maintaining the investor platform.

Type of Security Offered

Ordinary Shares

Target Number of Securities to be Offered

N/A

Price (or method for determining price)

The initial price per share of the Ordinary Shares will be $1.00 (the "Initial Price"). The Initial Price was determined by the Company and Wholesale Alliance Ltd.

Target Offering Amount

$50,000 AUD

Oversubscriptions Accepted:

Yes

Oversubscriptions will be allocated on a first-come, first-served basis

Maximum Offering Amount (if different from Target Offering Amount)

$1,070,000 AUD

Deadline to reach the Target Offering Amount

The Offering must reach the Target Offering Amount by 30/06/2022. Unless the Target Offering Amount is raised by such date, no Securities will be sold in the Offering, investment commitments will be cancelled and committed funds will be returned.

Current Number of Employees

| | Current Number | Number after Offering |
|---|---|---|
| Matthew Label | Founder | Founder |

Offering Statement

Name of Issuer

Matthew Label Australia Pty Ltd

Eligibility

Check this box to certify that all of the following statements are true for the Issuer:

- Organized under the laws of Australia or a State, Territory or possession thereof, or the District of Columbia.
- Not subject to the requirement to file reports pursuant to Section 13 or Section 15(d) of the Securities Exchange Act of 1934.
- Not an investment company registered or required to be registered under the Investment Company Act of 1940 or excluded from the definition of investment company by Section 3(b) or Section 3(c) thereof.
- Not ineligible to rely on the exemption under Section 4(a)(2) of the Securities Act as a result of a disqualification specified in Rule 262 promulgated under the Securities Act.
- Has filed with the SEC and delivered to investors all ongoing annual reports required to be filed during the two years preceding the offering (or such shorter period that the Issuer was required to file such reports).
- Has a specific business plan other than a merger with an unidentified company or companies.
- Not a development stage company that (a) has no specific business plan or purpose or (b) has indicated that its business plan is to merge with an unidentified company or companies.
- Not disqualified under Section 4A(a)(8) of the Securities Act as a result of a disqualification specified in Rule 262 promulgated under the Securities Act.

Check this box to certify that all of the following statements are true for the Issuer:

- Has not conducted a securities offering pursuant to Section 4(a)(6) of the Securities Act in the 12-month period before the date of the filing of this offering statement.
- Has not filed a Form C pursuant to Section 4(a)(6) of the Securities Act during the two-year period before the date of the filing of this offering statement.

Check this box to certify that all of the following statements are true for the Issuer:

- Has a bona fide executive office in the United States or Canada.
- Has at least 50% of its employees based in the United States or Canada.
- Has at least 50% of its assets based in the United States or Canada.
- Intends to maintain the majority of its executive officers and employees based in the United States or Canada during the one-year period beginning on the date of the first sale of securities in the offering.
- Intends to maintain at least 50% of its assets in the United States or Canada during the one-year period beginning on the date of the first sale of securities in the offering.

## Offering Statement

Name of Issuer

Matthew Label Australia Pty Ltd

### THE COMPANY

### 1. NAME OF ISSUER

Matthew Label Australia Pty Ltd

### 2. LEGAL STATUS OF ISSUER

a. Form of Organization: Limited Liability Company

b. Jurisdiction of Organization: VIC

c. Date of Organization: 08/12/2021

### 3. PHYSICAL ADDRESS OF ISSUER

Website of Issuer: https://matthewlabel.com/

### 4. NAMES OF DIRECTORS OF THE ISSUER

Director: Matthew Label

Principal Occupation: Founder

Main Employer and Employer's Principal Business: Matthew Label Australia

### 5. NAMES OF OFFICERS OF THE ISSUER

Officer: Matthew Label

Title: Founder

Principal Occupation: Founder

Main Employer and Employer's Principal Business: Matthew Label Australia

### 6. NAMES OF PERSONS OWNING 20% OR MORE OF THE OUTSTANDING VOTING EQUITY OF THE ISSUER

Matthew Label - 100%

### BUSINESS AND USE OF PROCEEDS OF THE ISSUER

### 7. DESCRIPTION OF BUSINESS

a. Business of the Issuer: We operate a fashion label.

b. Business Plan: We intend to use the proceeds of the Offering to expand our operations, including by hiring employees, purchasing inventory, and marketing our products.

### 8. USE OF PROCEEDS

a. Use of Proceeds: The Company will use the proceeds of the Offering to expand our operations, including by hiring employees, purchasing inventory, and marketing our products.

b. Use of Proceeds for Indirect Payments: The Company will not use the proceeds of the Offering for indirect payments.

### FINANCIAL CONDITION OF THE ISSUER

### 9. FINANCIAL CONDITION OF THE ISSUER

a. Financial Condition: The Company has not yet begun operations, and therefore has no financial condition.

b. Financial Milestones: The Company has not yet begun operations, and therefore has no financial milestones.

c. Liquidity: The Company has not yet begun operations, and therefore has no liquidity.

d. Capital Resources: The Company has not yet begun operations, and therefore has no capital resources.

e. Capital Expenditures: The Company has not yet begun operations, and therefore has no capital expenditures.

f. Material Changes: The Company has not yet begun operations, and therefore has no material changes.

g. Off-Balance Sheet Arrangements: The Company has not yet begun operations, and therefore has no off-balance sheet arrangements.

h. Material Liabilities: The Company has not yet begun operations, and therefore has no material liabilities.

i. Other Material Events: The Company has not yet begun operations, and therefore has no other material events.

### THE OFFERING

### 10. THE OFFERING

a. Amount Raised: The Company is offering up to $1,070,000 AUD in Ordinary Shares. The Company has set a minimum Target Offering Amount of $50,000 AUD. Unless the Company raises at least the Target Offering Amount by the Deadline to reach the Target Offering Amount, no Securities will be sold in the Offering, investment commitments will be cancelled and committed funds will be returned.

b. Price: The initial price per share of the Ordinary Shares will be $1.00 (the "Initial Price"). The Initial Price was determined by the Company and Wholesale Alliance Ltd.

c. Deadline: The Offering must reach the Target Offering Amount by 30/06/2022. Unless the Target Offering Amount is raised by such date, no Securities will be sold in the Offering, investment commitments will be cancelled and committed funds will be returned.

d. Oversubscriptions: Oversubscriptions will be accepted and allocated on a first-come, first-served basis.

e. Minimum Investment: The minimum investment amount is $100 AUD.

f. Broker Fees: Wholesale Alliance Ltd will receive a commission of 6% of the total amount raised in the offering. In addition, Wholesale Alliance Ltd will receive 1% of the total amount raised in the offering as a non-accountable expense allowance. Wholesale Alliance Ltd will also receive 1% of the total amount raised in the offering as a fee for maintaining the investor platform.

g. Stock, Warrants and Other Compensation: The Company will not issue any stock, warrants or other compensation to Wholesale Alliance Ltd.

h. Transfer Agent: The Company will not use a transfer agent.

**Will the securities issued be subject to restrictions on transfer and if so what are the restrictions that will be imposed on future offerings by the issuer?**

**Yes, the Securities will be subject to restrictions on transfer. Purchasers should be aware that, for the purposes of relying on certain exemptions from registration under the Securities Act of 1933, as amended (the "Securities Act"), they may be required to hold the Securities and may not be able to sell the Securities except in a transaction that is exempt from the registration requirements of the Securities Act. Purchasers should be aware that they may be required to hold the Securities indefinitely. Purchasers should be aware that they may not be able to sell the Securities except in a transaction that is exempt from the registration requirements of the Securities Act. Purchasers should be aware that they may be required to hold the Securities indefinitely. Purchasers should be aware that they may not be able to sell the Securities except in a transaction that is exempt from the registration requirements of the Securities Act.**

**Will the securities issued be restricted from trading in compliance with Regulation S promulgated under the Securities Act?**

**No, the Securities will not be restricted from trading in compliance with Regulation S promulgated under the Securities Act.**

## Ownership and Capital Structure

### 11. OWNERSHIP AND CAPITAL STRUCTURE

a. Ownership: The Company has issued 1 Ordinary Share to Matthew Label. The Company has also issued 1 Ordinary Share to Wholesale Alliance Ltd.

b. Capital Structure: The Company has issued 2 Ordinary Shares.

c. Voting Rights: Each Ordinary Share has one vote.

d. Liquidation Rights: Each Ordinary Share has the right to receive a pro rata share of the Company's assets in the event of a liquidation, dissolution or winding up of the Company.

e. Preemptive Rights: The Ordinary Shares do not have preemptive rights.

f. Convertible Securities: The Company has not issued any convertible securities.

g. Debt Securities: The Company has not issued any debt securities.

h. Other Securities: The Company has not issued any other securities.

i. Valuation: The Company has not been valued.

j. Material Rights: There are no material rights associated with the Ordinary Shares.

k. Dilution: The Company has issued 2 Ordinary Shares. The Company has also issued 1 Ordinary Share to Wholesale Alliance Ltd. The Ordinary Shares issued to Wholesale Alliance Ltd will be issued for no additional consideration