

Version 2020



LEADING BREASTMILK BOOSTER

Mom-Founded. Science-Perfected. Locally- Manufactured.



Mamabear Indonesia

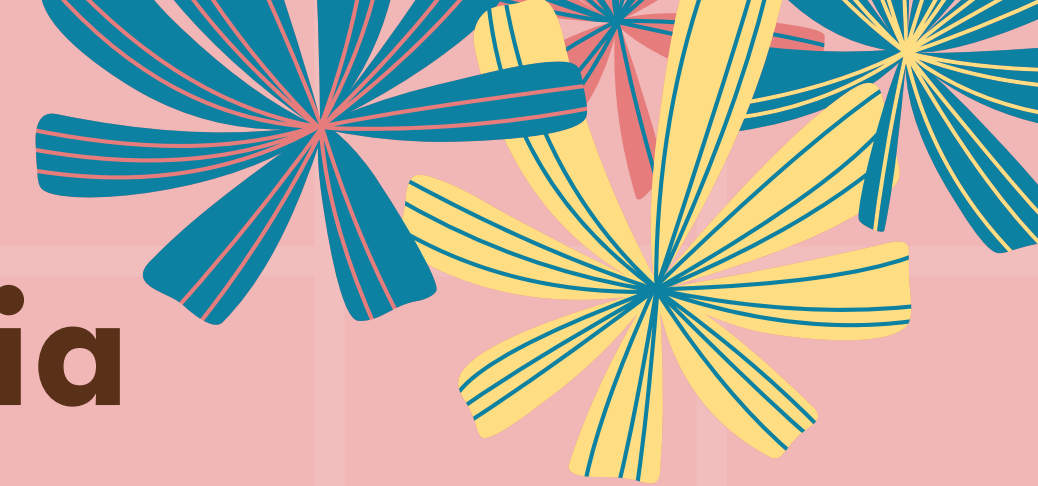
Building a better generation through breastfeeding

Mamabear Indonesia was founded in 2016 by Agnes Susanti Widjaja in Surabaya, Indonesia.

Inspired by her personal breastfeeding challenges, Agnes was determined to bring a solution that is practical and effective for nursing mothers.

As a Bachelor of Science in Food Technology & Nutrition of Royal Melbourne Institute of Technology, her diligent research on natural ingredients and the powerful effects has birthed many products under Mamabear Brand.

Now Mamabear Indonesia has grown into a proud local company and managed professionally with a principle of teamwork and innovation. Other than focusing on more research for business development, Mamabear also dedicates its brand to supporting and supporting mothers to further empower them.



VISION

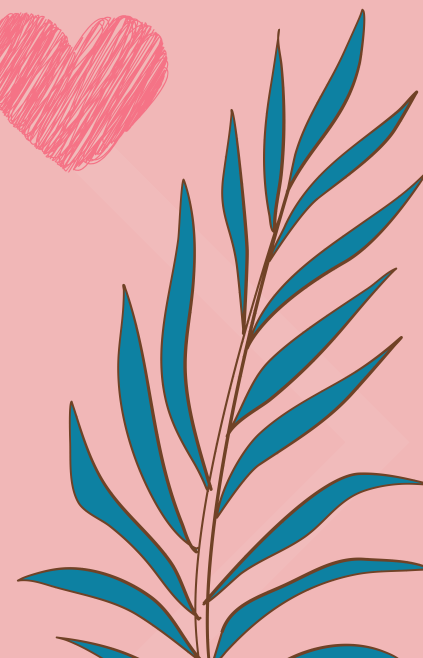
To be the leading provider of breastmilk boosters as well as other nutritious products for families in the domestic and global market.

To be the preferred brand that is synonymous with health, natural ingredients, quality, hygiene and food safety.

To continue and expand the power of locally manufactured products that stand equal or higher than other international brands.

MISSION

- To guide, support and help all mothers with quality nursing solutions that are practical, safe and effective.
- To work together a trusted motherhood community equipped with factual information on nutritions and the power of breastmilk.
- To encourage mothers in providing the best care for their babies, building the next generation that is healthy, smart and well-loved.



WHY MAMABEAR ?

Quality In Every Aspectt

We use only the best of natural ingredients that are scientifically proven to help boost breast milk production..

Proudly & Locally Manufactured

Each Mamabear consumable products are Halal & BPOM approved with proper labels and information.

Delicious Taste

Mamabear is 100% locally made with natural ingredients that work organically for our wellbeing, inside and out.

Halal & BPOM Certified

Through food innovation & processing techniques, taste and nutritions come in a complete package.

A Community For All

Mamabear Indonesia provides educational materials such as lactation tips, techniques, stories and more.

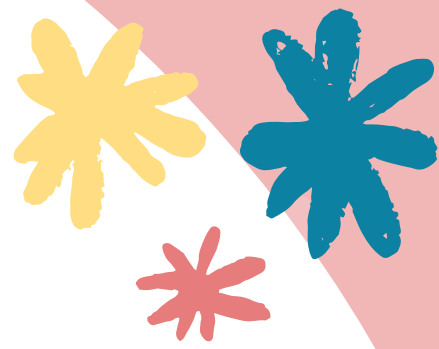
Your breast milk is constantly changing to meet the needs
Breast milk is not always the same

Your breast milk changes depending on the foods you eat
600 calories a day

OUR PRODUCTS



CV. MANNA INDO LAKTA



LACTATION HERBAL TEA BESTSELLER



Made from 100% natural herbs, Mamabear Lactation Herbal Tea has been proven to improve breast milk production. Using only fresh and carefully selected ingredients, it boasts a pleasant and delightful aroma that will help lighten your mood. Packed in single biodegradable and chlorine-free teabags, perfect for at home or on-the-go.

Benefits :

- Helps boost breastmilk supply
- Relaxing herbal aroma & naturally sweet taste
- Biodegradable chlorine-free individual sachet packaging
- No side effects or does not cause signs of dependency

License : POM TR 183213571 // Halal LPPOM MUI:071200355551016

Packaging : 1 box = 20 sachets @3gr (60gr)

Carton size : 48 x 18 x 44 cm (50 pcs each)

Ingredients : Fenugreek, Moringa, Curcuma, Anise, Fennel and Habbatussauda



CV. MANNA INDO LAKTA

Zoya Mix is soybean powder mix and oatmeal enriched with vitamins and minerals. Each serving contains the goodness of natural ingredients, known to effectively promote breastmilk production. It is safe for adults and children, with delicious taste and fulfilling portions. Packed in individual hygienic sachets. Available in 3 delicious flavors.

Benefits :

- Promotes breast milk production
- Contains NO cow milk and its derivative products
- Perfect for breakfast or midnight snack
- No side effects or does not cause signs of dependency
- Safe for adults and children
- Convenient and hygienic

License : Banana POM MD 832013005799/ Melon POM MD 832013007799 /
Chocolate POM MD 832013001799 & Halal LPPOM MUI 07120035551016

Packaging : 1 box = 10 sachets @ 20 gram (200 gram).

Carton size : 36.5 x 36x 35 cm (50 pcs)

Ingredients : Soy Powder, cereal, sweet leaf and oatmeal.

ZOYAMIX

ALL TIME FAVORITE!



CV. MANNA INDO LAKTA

ALMOND OAT COOKIES MUST TRY!



The perfect snack for anyone, not just breastfeeding moms! Almond Oat Cookies are made of a combination of high quality superfood (almond, oatmeal, flaxseed and more). It is high in fiber, selenium, omega 3, omega 6, folic acid, calcium and zinc. Our cookies improve milk flow and enrich its quality. Easy and practical packaging! Available in 3 delicious flavors.

Benefits :

- Promotes breastmilk supply
- Enrich breastmilk flavor and quality
- Great for extra calorie intake for nursing mothers
- Delicious and healthy.

License : BPOM RI MD 236213003799 /
Halal LPPOM MUI 072000046370418

Packaging : 1 pouch @ 150 gr

Carton size : 40 x 28.5x 13 cm (12 pcs)

Ingredients : Almond, Oatmeal, and Flaxseed (contains butter)



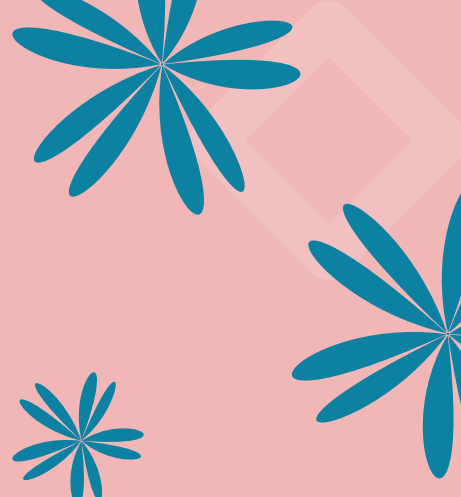
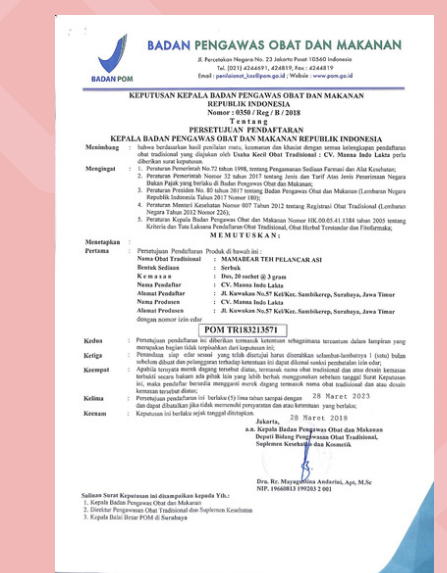
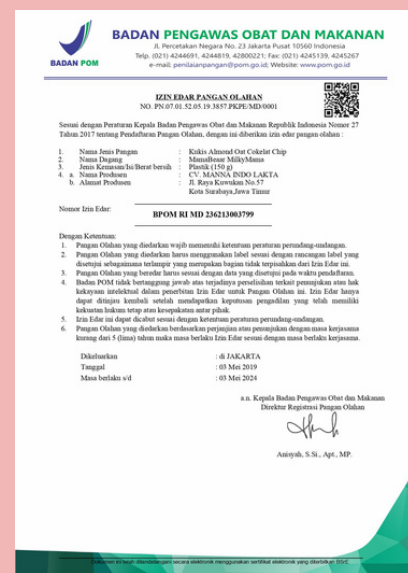
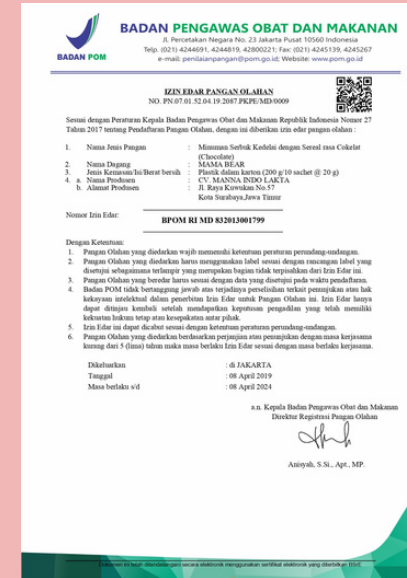
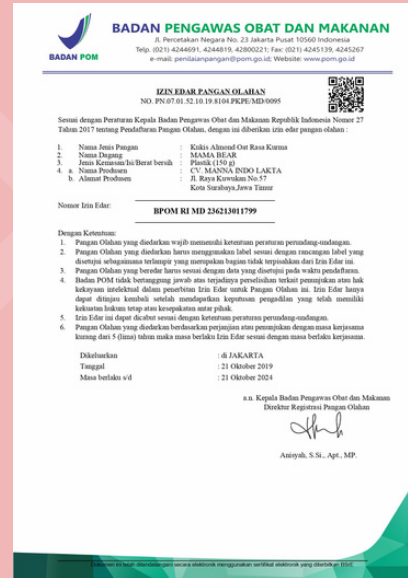
MAMABEAR OFFICIAL CERTIFICATES



HALAL CERTIFICATES :



BPOM CERTIFICATES :



SWOT ANALYSIS



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STRENGTHS

- Natural ingredients as selling point
- Standard Price Range
- BPOM & Halal certified
- Solid Marketing & Sales Channels
- Creative Engagement (Advertising & Campaigns)
- Consumable for all age (certain products)
- Abundant local ingredients
- Profitable & Growing

O

OPPORTUNITIES

- Sales
- Services
- Branding & Positioning
- Development of new products

W

WEAKNESSES

- Local & International Competitors
- Limited Products - existing
- Results may vary

T

THREATS

- Poor management strategies
- Failing sales
- Increased competition



BREASTFEEDING FACTS

(Data taken from UNICEF (2018) & WHO (2019) Breastfeeding Reports)

Figure 1
Share of babies that are
breastfed in high-, low- and
middle-income countries.

In high-income countries, more than
1 in 5 babies are never breastfed



In low- and middle-income countries,
almost all babies are breastfed



Research shows consistently high breastfeeding percentages can be seen as a global trend for mothers

Potential: Mamabear products can exist in all groups of income families, in all countries
(Analysis data from 123 countries in the world)

CV. MANNA INDO LAKTA

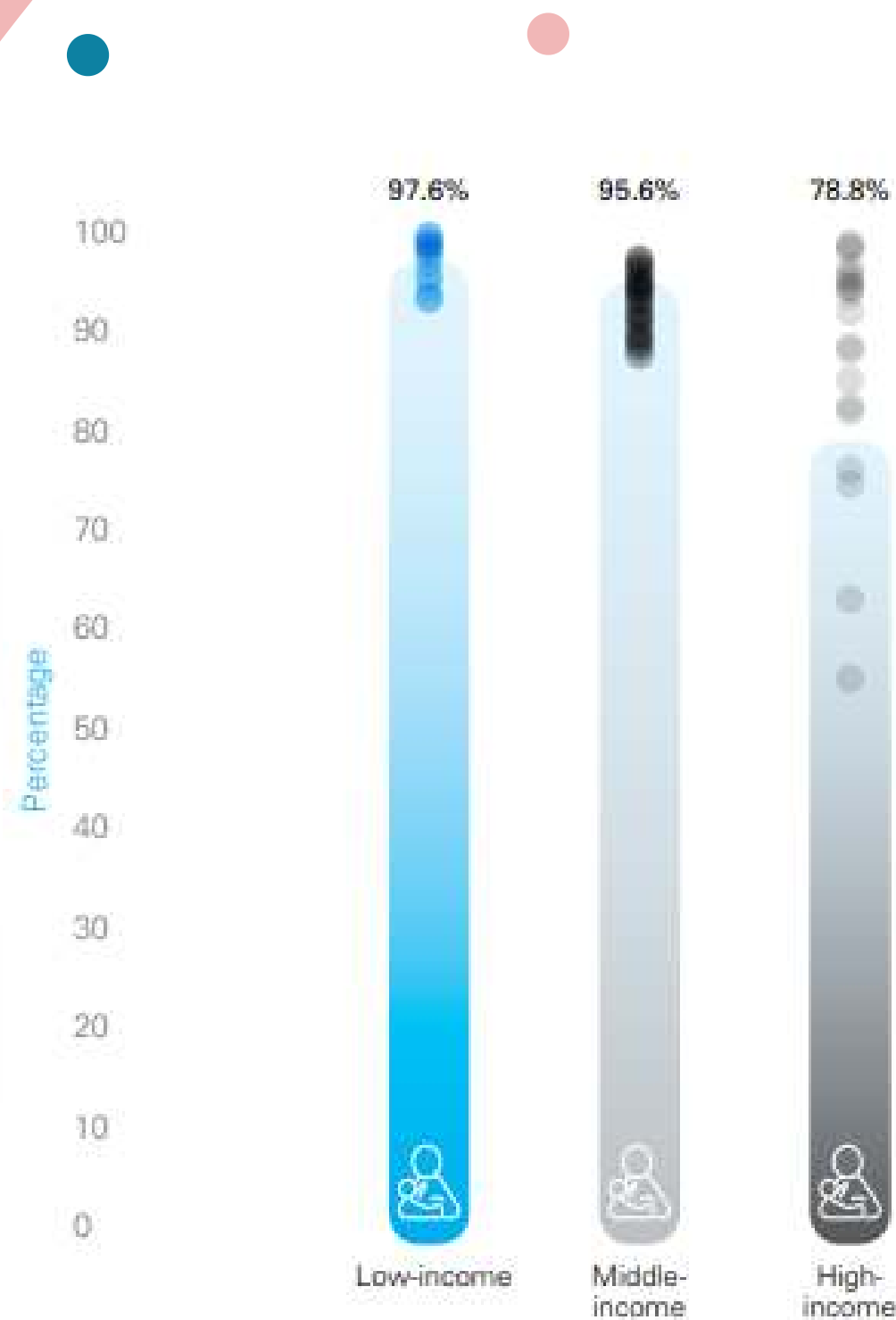


Figure 2
Percentage of newborns ever breastfed, by country income group, 2017.

High Breastfeeding Rate → Low income & Middle income families
Medium Breastfeeding Rate → High income families

Reasons:

- Social & Cultural Issues
- Lack of supports for mothers
- Issues related to maternity leave

Potential → HIGH

Low income & middle income families can benefit with the comfortable price range
High income families can boost more breastfeeding rate with the benefits of the products.
Mamabear products do not interfere with social & cultural and maternity leave issues.
Additionally, our products can become the support mothers need.

Note: Each coloured circle represents a country within the income group. The figure presented at the top of each column is a population-weighted average. This means that rates of breastfeeding are affected more by the performance of countries with the largest number of births within that column.



Figure 3
Percentage of children in low- and middle-income countries who are breastfed at 2 years, by wealth quintile and region, 2017.



WHO & Unicef

Recommend breastfeeding period up to 2 years. Research shows that babies from low and middle income families still breastfeed up to 2 years (up to 63%), while high income is low (31%).

Potential → HIGH

Mamabear products can benefit from the long period of breastfeeding (up to 2 years) in low & middle income families.

Product sales in high income families in all countries may potentially increase.

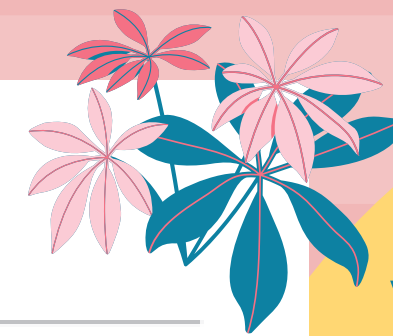
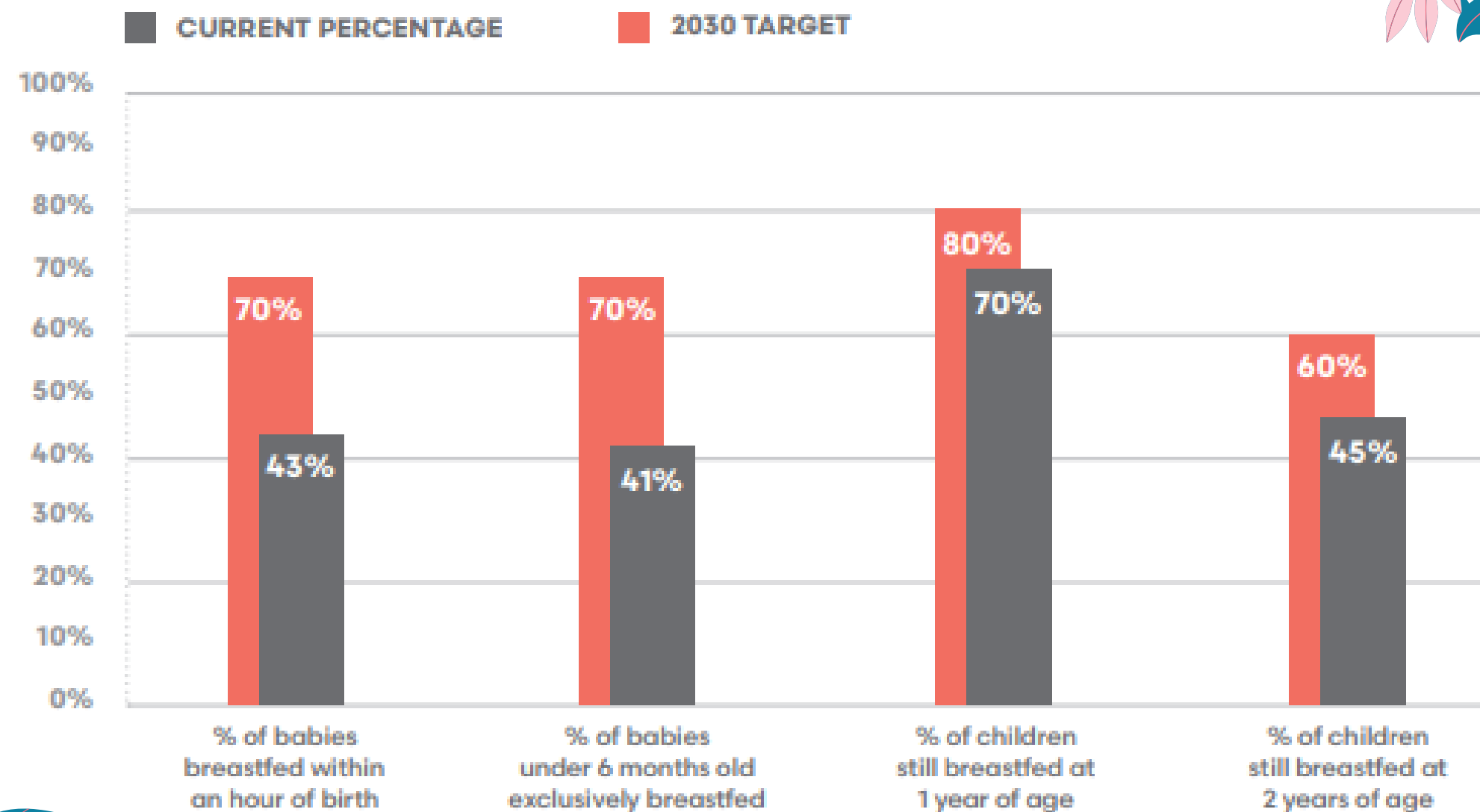
* East Asia and the Pacific excluding China, Latin America and the Caribbean excluding Brazil, Eastern Europe and Central Asia Russian Federation.
** World excluding China, Brazil and Russian Federation.

Note: Analysis is based on a subset of 73 countries with recent (2010–2017) disaggregated data for continued breastfeeding at 2 years. Regional estimates are presented only where adequate population coverage is met (see page 9 for details).

Source: UNICEF Global Databases: Infant and Young Child Feeding, 2018.

GLOBAL BREASTFEEDING CAMPAIGNS

Current rates and targets of breastfeeding practices



WHO

Actively targets to have more breastfeeding facilities, counselling, training and more supportive systems to boost breastfeeding rates by 2030.

Potential → HIGH

Mamabear products can be boosted in sales along with WHO campaigns. These campaign efforts can be a way to enter and saturate high income families all around the world.



MAMABEAR NETWORK

Since 2016, Mamabear has been helping more than **500.000** breastfeeding mother with more than **500** agents all over Indonesia and Philippine



Distribution Area

SUMATRA Aceh, Medan, Padangsidempuan, Padang, Pekanbaru, Jambi, Palembang, Bandar Lampung, Bengkulu **KEPULAUAN RIAU** Batam **JAWA** Jabodetabek, Karawang, Cikarang, Bandung, Sumedang, Cianjur, Cibinong, Garut, Tegal, Cilacap, Semarang, Solo, Jogja, Karanganyar, Klaten, Surakarta, Malang, Surabaya Sidoarjo, Kediri, Tulungagung, Jombang, Mojokerto, Gresik, Lamongan, Ngawi **MADURA** Bangkalan, Sumenep **BALI** Denpasar, Buleleng **NTT** Lombok **NTB** Kupang **MALUKU** Ambon **SULAWESI** Makassar, Kendari, Palu, Pasangkayu, Mamuju, Manado **KALIMANTAN** Tarakan, Samarinda, Balikpapan, Ketapang, Pontianak, Pangkalanbun, Bontang, Banjarmasin, Palangkaraya, Berau **PAPUA** Merauke

MOTHER AND BABY
GLOBAL RETAILER



GLOBAL ONLINE
MARKETPLACE



PHARMACIST



MAMABEAR INDONESIA

QUALITY BREASTFEEDING SOLUTIONS

For Business Partnership

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