
Proposed



Anyaa Wellness Ayurveda

Crowd-sourced funding IPO

August 2025

Offer of fully-paid ordinary shares- EURO 40.000.00

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

Proposer

Suneth Wijesinghe

Intermediary

SLG Forum e.V. Hagen , Germany

Section 1: Why invest in Germany?

In Europe, Ayurveda is increasingly acknowledged to be a comprehensive, traditional system of holistic medicine. Since 1993, the European Academy of Ayurveda has been contributing to this development, both by professionalizing educational schemes and by supporting international exchange and research projects.

Alternative medicine is increasingly popular especially in German-speaking areas of Europe. In the beginning, Ayurveda played a leading role within a trend of deeply relaxing wellness therapies. Today, even in medical circles, Ayurveda is widely recognized as a complementary system of medicine and has reached the threshold of entering into the realm of evidence-based science. In several European countries, such as Italy, the UK, and Germany, doctors can now study Ayurvedic medicine within the framework of postgraduate medical education recognized by medical councils and universities.

To meet the demand for Ayurvedic medicine, massage, nutrition, and therapy, a multitude of seminars and training programs have been established. Ayurveda has also gained ground clinically in Europe: apart from Ayurveda treatment centers and hospitals, prestigious clinical projects have started, officially recognizing Ayurveda's value as a complementary medical system.

Section 2: About Anyaa Wellness Ayurveda Brand in Germany

Anyaa Wellness Ayurveda is a brand was established in Germany in 2016. The brand is owned by 27 th Lane Business Hub Pvt Ltd.

Promoter website www.slgforum.org

Who could join the program?

Tea - 5 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)

Organic food products

Ayurveda and wellness products

Company In Germany: Anyaa Wellness Ayurveda UG.

Registered office and contact details in Sri Lanka.

14, Sir Baron Jayathilake Mawath , Colombo-01

2.1 Description of the business

2.1.1 About SLG Forum e.V.

SLG-Forum e,V 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 October 2025 and welcome products to be sold online with the distribution managed by us in Hagen.

2.1.2 What is our business strategy?

27 th lane Business Hub Pvt Ltd in partnership with SLG Forum e.V 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.

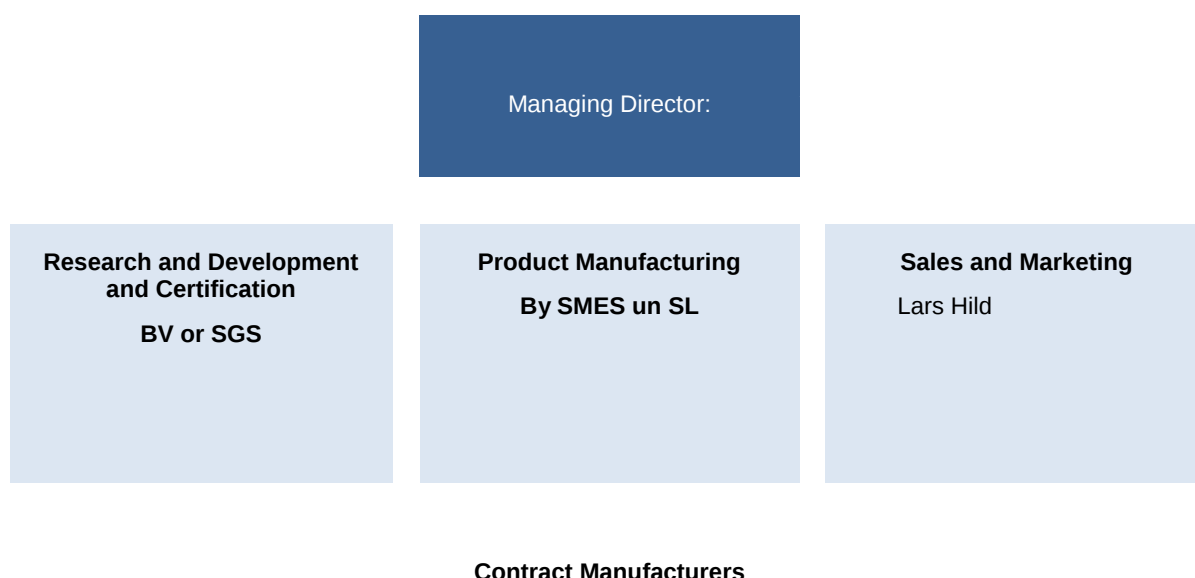
SLG Forum has created a single brand to sell products to leading supermarket chains REWE and EDEKA and SLG Forum online store.

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



2.2 Capital structure

2.2.1 Issued capital

As at the date of this CSF offer document, the Company has a capital of LKR 50,000,000 for product development, hiring of professionals.

Table 1: Shareholding in Germany

Purchase of shares shall be through **27 TH Lane Business Hub Pvt Ltd.**

Bank: Hatton National Bank PLC

Shareholder	Share Holding	Shares	Options
27 th Lane Business Hub Pvt Ltd	Anyaa Wellness	50%	
All other CSF	SMEs	50%	
Total		100%	

Section 3: About the Offer

3.1 Terms of the Offer

Term	Details
Shares	Fully-paid ordinary shares
Price	EUR 100.00 per subscriber
Minimum Subscription	EURO 100.00
Maximum Subscription	EURO 10,000
Opening date	15 th October 2025
Closing date	30 th June 2026

1 EURO = LKR 350.00

Term	Details
100 – 1000 Euro	Basic
1000 – 5000 Euro	Gold
5000 – 7500 Euro	Platinum + 1 board seat
10,000 +	Managing Director + Visa to Germany
12,500	<i>Subsidiary Company with franchising rights.</i>

The Offer is not underwritten.

Proposer

Suneth Wijesinghe
27 Th Lane Business Hub Pvt Ltd
Suneth@slgforum.com

Section 4: Application Form t 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		Registered Office of the Applicant
	Postal Address	
	Telephone Number	
	Email Address(es)	
	Website Address(es)	
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 ¹ in charge of the application who will accept service of any documents in respect of the application	b) Individual ² who will be responsible for accepting login details ³ for the purposes of submitting IQs in

¹ 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.

² 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.

³ 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

	submission and of any future correspondence issued to the Applicant if it is granted an authorisation		respect of proposed PCF role holders in the Applicant via the Central Bank's ONR	
	Within the Applicant	Third Party	Within the Applicant Only	
Name				
Position in the Applicant / Relationship to the Applicant				
Postal Address				
Telephone Number				
Email Address				
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 – membership@slgforum.org			[Yes / No / N/A]