

IN THE SUPREME COURT OF BRITISH COLUMBIA

**IN THE MATTER OF THE PROPOSAL OF
AND IN THE MATTER OF THE COMPANIES' CREDITORS ARRANGEMENT ACT,
R.S.C. 1985, c. C-36, AS AMENDED**

**PLEASE MUM PARTNERSHIP
AND
ELIA FASHIONS LTD.
AND
BOSSA NOVA FASHIONS LTD.
(collectively, "Please Mum" or the "Company")**

**THIRD REPORT TO THE COURT
SUBMITTED BY DELOITTE & TOUCHE INC.
IN ITS CAPACITY AS PROPOSAL TRUSTEE AND
PROPOSED MONITOR**

December 5, 2011

PLEASE MUM PARTNERSHIP

THIRD REPORT OF THE PROPOSAL TRUSTEE AND PROPOSED MONITOR

TABLE OF CONTENTS

| | | |
|-----------|--|------------------|
| 1. | <i>INTRODUCTION.....</i> | <i>3</i> |
| 2. | <i>TERMS OF REFERENCE</i> | <i>4</i> |
| 3. | <i>PURPOSE OF THIS REPORT.....</i> | <i>5</i> |
| 4. | <i>BACKGROUND.....</i> | <i>5</i> |
| 5 | <i>NOTICE OF MATERIAL ADVERSE CHANGE.....</i> | <i>9</i> |
| 6. | <i>SECURED CREDITORS</i> | <i>10</i> |
| 7. | <i>PROPOSED CCAA PROCEEDINGS</i> | <i>11</i> |
| 8. | <i>16-WEEK CASH FLOW PROJECTIONS</i> | <i>11</i> |
| 9 | <i>PROFESSIONAL FEES</i> | <i>13</i> |
| 10 | <i>PROPOSED CHARGES IN THE CCAA INITIAL ORDER</i> | <i>14</i> |
| 11 | <i>CONCLUSIONS</i> | <i>15</i> |

APPENDICES

- A. FIRST REPORT OF THE PROPOSAL TRUSTEE DATED AUGUST 2, 2011**
- B. SECOND REPORT OF THE PROPOSAL TRUSTEE DATED SEPTEMBER 14, 2011**
- C. CASH FLOW VARIANCE ANALYSIS**
- D. MATERIAL ADVERSE CHANGE REPORT**
- E. 16-WEEK CASH FLOW PROJECTIONS**

1. INTRODUCTION

- 1.1 Elia Fashions Ltd. and Bossa Nova Fashions Ltd. were formed on April 29, 1986 and January 23, 1989, respectively. Please Mum Partnership was subsequently established on August 5, 2001 as a general partnership between Elia Fashions Ltd. and Bossa Nova Fashions Ltd. (collectively, “**Please Mum**” or the “**Company**”). The founder and Chief Executive Officer, Ms. Kathryn Adrian, controls Please Mum through a majority ownership of Elia Fashions Ltd.
- 1.2 On July 7, 2011, Please Mum filed a notice of intention to make a proposal (“**NOI**”) pursuant to Section 50.4 of the *Bankruptcy and Insolvency Act* (“**BIA**”) and Deloitte & Touche Inc. was appointed as trustee under the proposal (“**Proposal Trustee**”).
- 1.3 On August 5, 2011, by Order of this Honourable Court, the stay of proceedings was extended to September 20, 2011 (the “**First Extension Order**”).
- 1.4 On August 20, 2011, by Order of this Honourable Court, the stay of proceedings was extended to September 30, 2011 (the “**Second Extension Order**”).
- 1.5 On September 30, 2011 by Order of this Honourable Court, the stay of proceedings was extended to November 14, 2011 (the “**Third Extension Order**”).
- 1.6 On November 7, 2011 by Order of this Honourable Court, the stay of proceedings was extended to November 21, 2011 (the “**Fourth Extension Order**”).
- 1.7 On November 21, 2011 by Order of this Honourable Court, the stay of proceedings was extended to November 28, 2011 (the “**Fifth Extension Order**”).
- 1.8 On November 24, 2011 by Order of this Honourable Court, the stay of proceedings was extended to December 6, 2011 (the “**Sixth Extension Order**”).
- 1.9 This report (the “**Third Report**”) should be read in conjunction with the First Report and Second Report of the Proposal Trustee dated August 2, 2011 and September 14, 2011, respectively. A

copy of the First Report and Second Report is attached hereto as **Appendix A** and **Appendix B**, respectively.

- 1.10 Information on these proceedings is publicly available on the Proposal Trustee's website at www.deloitte.com/ca/please-mum.
- 1.11 The Company has brought an application before this Honourable Court seeking relief under the *Companies' Creditors Arrangements Act*, R.S.C. 1985, c. C-36, as amended (the "**CCAA**"). Deloitte and Touche Inc. has consented to act as the Monitor of the Company in respect of these CCAA proceedings (the "**Proposed Monitor**").
- 1.12 This Third Report is prepared by the Proposal Trustee and Proposed Monitor to assist this Honourable Court in considering the requests for relief by the Company in these CCAA proceedings.

2. TERMS OF REFERENCE

- 2.1 In preparing this report, the Proposal Trustee and Proposed Monitor has relied upon financial information of the Company, and discussions with management ("**Management**") and its financial and legal advisors.
- 2.2 The financial information of the Company has not been audited, reviewed or otherwise verified by the Proposal Trustee and Proposed Monitor as to its accuracy or completeness, nor has it necessarily been prepared in accordance with generally accepted accounting principles and the reader is cautioned that this report may not disclose all significant matters about the Company. Additionally, none of our procedures were intended to disclose defalcations or other irregularities. Were we to perform additional procedures or to undertake an audit examination of the cash flow statement in accordance with generally accepted auditing standards, additional matters may have come to our attention. Accordingly, the Proposal Trustee and Proposed Monitor do not express an opinion or provide any other form of assurance on the financial or other information presented herein. The Proposal Trustee and Proposed Monitor may refine or alter its observations as further information is obtained or brought to its attention after the date of this report.

2.4 The Proposal Trustee and Proposed Monitor assumes no responsibility or liability for any loss or damage occasioned by any party as a result of the circulation, publication, reproduction or use of this report. Any use which any party makes of this report, or any reliance or decisions to be made based on this report, is the sole responsibility of such party.

2.5 All currency amounts identified in this report are expressed in Canadian dollars, unless otherwise specified.

3. PURPOSE OF THIS REPORT

3.1 The purpose of this Third Report of the Proposal Trustee and Proposed Monitor is to provide this Honourable Court with information concerning the:

- i. Proposed Monitor's relationship with the Company;
- ii. Background on the business, financial affairs and financial results of the Company during the NOI proceedings;
- iii. Notification of material adverse change;
- iv. Recent events regarding the Company's senior debt;
- v. Proposed CCAA proceedings;
- vi. Company's 16-week cash flow projection;
- vii. Proposed charges in the draft Initial Order; and
- viii. Proposed Monitor's conclusions.

4. BACKGROUND

4.1 During the NOI period, and as part of its restructuring, the Company has:

- (i) Closed 80 stores nationally and redistributed inventory amongst its remaining 13 stores and e-commerce site. In addition, inventory has been consolidated to achieve optimum product mix.
- (ii) Undertaken an orderly liquidation sales strategy to realize inventory and generate sufficient cash to continue the operations of the business in a reduced store capacity.

- (iii) Reduced headcount from approximately 869 employees to 169 employees across the retail network, warehouse and head office location.
- (iv) Removed all gift cards from Please Mum stores and deactivated gift cards distributed through other retail channels.
- (v) Ascertained the balance of entitlements owing to employees by the Company under the *Wage Earners Protection Program Act* at the date of the NOI filing, which totals approximately \$325,000 in the context of a receivership or bankruptcy.
- (vi) Secured a refinancing of the Royal Bank of Canada credit facilities (the “**RBC Facilities**”) through a related entity, 0710345 B.C. Ltd. (“**071**”).
- (vii) Continued to engage environmental consultants to undertake assessment work at the Company’s head office location situated at 333 Woodland Drive, Vancouver (the “**Woodland Property**”) in order to close a sale contract. The Woodland Property is owned by 071.
- (viii) Held negotiations with financiers and investors with respect to funding the ongoing operations of the Company in the long term.

4.2 As noted in the First Report and Second Report, the ability of the Company to file a viable proposal is largely dependent on the following:

- (i) Achieving sales projections to generate cash for further debt reduction;
- (ii) Completion of the sale of the Woodland Property; and
- (iii) Securing adequate capital to improve the liquidity position of the Company and provide capital to assist in the funding of a proposal.

At this time, the sale of the Woodland Property has not completed and the Company has been unable to secure long term funding to improve the liquidity position of the Company and provide capital to assist in the funding of a proposal.

Financial Position since NOI Filing

4.3 Since the NOI filing date, the orderly liquidation sales strategy adopted by the Company has reduced the book value of inventory from \$7.35 million to \$3.82 million and generated cash to continue the operations of the business. However, the Company has recorded a net operating loss of approximately \$4.1 million during the period July 7 to November 5, 2011. A summary of the trading position of the Company during this period is provided below:

| Income Summary | |
|---|-----------------------|
| For the NOI Period ending November 5, 2011 | |
| Net Sales | 4,235,232 |
| Less: COS | 4,480,517 |
| Gross Margin | \$ (245,285) |
| | |
| G&A | 964,831 |
| Selling Expenses | 2,928,408 |
| Total Operating Expenses | \$ 3,893,239 |
| | |
| Total Net Income | \$ (4,138,524) |

Source: Management

4.4 The Proposal Trustee has reviewed the actual cash flow results with a comparison to the cash flow projections prepared by the Company for the 12-week period from September 10 to November 26, 2011 which was filed with this Honourable Court in the Second Report, and is attached hereto as **Appendix C**. The Proposal Trustee notes the following observations:

- a. Sales receipts were approximately \$274,000 (10%) lower than projected primarily as a result of limited inventory mix on hand. However, total receipts for the period were approximately \$312,000 (11%) higher than projected as a result of a capital injection from the principal of approximately \$86,000 and the payout of the RBC line of credit

by a related entity resulting in the net inflow of approximately \$514,000. The payout of the RBC Facilities is discussed further in section 6 of this Third Report.

- b. Disbursements with respect to payroll and taxes were approximately \$149,000 lower than projected. This was primarily a result of the non-payment of source deductions for the payroll period from September 9 to November 18, 2011 in the amount of approximately \$117,000. Management has advised that unpaid source deductions will be remitted following the completion of the sale of the Woodland Property. Management has advised that Canada Revenue Agency (“CRA”) is aware of the Company’s position with respect to the unremitted source deductions.
- c. GST paid was approximately \$155,000 lower than projected as a result of the Company deferring payment to improve cash flow in the short term. Management has advised that unpaid GST will be remitted following the completion of the sale of the Woodland Property. Management has advised that CRA is aware of the Company’s position with respect to the unremitted GST. GST outstanding totals approximately \$475,000, of which approximately \$230,000 relates to the pre-filing period and approximately \$245,000 relates to the post-filing period.
- d. Offshore purchases were approximately \$161,000 higher than forecast. The increase in offshore purchases represents deposits paid for the acquisition of new inventory. The Company has also entered into an inventory consignment agreement with a related entity, World Shake Productions Inc. (“World Shake”). Management has advised that World Shake has supplied inventory on consignment during October and November 2011 with an approximate retail value of \$1 million to \$1.5 million. Management has further advised that the Company will not be required to pay World Shake for any consignment inventory supplied and sold until after the closing of the sale of the Woodland Property.
- e. Trade payables were approximately \$50,000 higher than projected. The variance was primarily a result of a delay in terminating the utility accounts of certain disclaimed retail stores and essential repairs and maintenance on the Woodland Property.

- f. Other payables were approximately \$127,000 higher than projected. The variance was primarily a result of approximately \$52,000 in accrued bank charges not booked by RBC or accrued by the Company; approximately \$21,000 in fees relating to fees incurred by 071 to secure a loan to repay the RBC facilities; and approximately \$45,000 in property taxes relating to the Woodland Property, which was a condition of 071 securing a loan to repay the RBC facilities.
- g. Legal fees and professional fees were approximately \$139,000 lower than projected. Further details with respect to the deferment of legal and professional fees are provided in section 8, 9 and 10 of this Third Report.
- h. Environmental fees were approximately \$42,000 lower than projected as a result of the Company deferring the payment of these fees to assist with short term cash flow.

Woodland Property

4.5 During the NOI Proceedings, the Company has assisted 071 to fulfill certain environmental conditions of a purchase and sale agreement for the Woodland Property (the “**Sale Agreement**”). In this regard, Management has advised that the remaining outstanding environmental conditions are expected to be satisfied in early February 2012 with closing of the sale of the Woodland Property thereafter.

4.6 Management has advised that the sale price of \$13.5 million provided in the Sale Agreement is sufficient to discharge the debt owing to secured creditors against the Woodland Property and result in estimated net proceeds of \$3.6 million, a portion of which 071 has intended throughout the NOI Proceedings to use to assist the Company with presenting a viable proposal to its creditors.

5 NOTICE OF MATERIAL ADVERSE CHANGE

5.1 In light of the aforementioned cash flow variances, the Proposal Trustee filed a material adverse change report with the Official Receiver on December 2, 2011 and will be sending a notice to creditors in the normal course.

5.2 Attached hereto as **Appendix D** is a copy of the Proposal Trustee's report to the Official Receiver advising of a material adverse change.

6. SECURED CREDITORS

6.1 The RBC Facilities were secured by General Security Agreements registered over the personal property of the Company. In addition, RBC obtained guarantees over its credit facilities from Ms. Kathryn Adrian, Mr. Jeff Murton and 071. In particular, the guarantee provided by 071 was secured by a mortgage (the "**Woodland Property Mortgage**"), in the principal amount of \$4.3 million, over the Woodland Property.

6.2 RBC had previously been repaid \$1.1 million from Ms. Adrian and Mr. Murton on account of their guarantees of the RBC Facilities.

6.3 On October 14, 2011, 071 fully repaid the RBC Facilities, which totaled approximately \$1.38 million. As a result, RBC released and discharged certain security, including the Woodland Property Mortgage, and assigned its remaining security to 071.

6.4 Having re-paid RBC pursuant to their guarantees, 071, Ms. Adrian and Mr. Murton stand in place of RBC with respect to the former security. 071, has a first secured charge against the personal property of the Company, which had originally been pledged to RBC (Ms. Adrian and Mr. Murton have directed RBC to assign their security to 071).

6.5 According to the Company, the following are the creditors holding security of the Company, subject to independent review on the validity and enforceability of the security:

(i) Firstly, 071 in the amount of approximately \$2.48 million;

(ii) Secondly, Canadian Western Bank in the amount of \$5.825 million; and

(iii) Thirdly, Business Development Bank of Canada in the amount of approximately \$237,000.

7. PROPOSED CCAA PROCEEDINGS

- 7.1 Due to the constraints imposed by the section 50.4(9) of the BIA and given the protracted timing to close the sale of the Woodland Property, the Company has determined that it is in the best interests of its stakeholders to continue its restructuring under these CCAA proceedings.
- 7.2 071 is beneficially owned and controlled by Kathryn Adrian although it is not a party to the NOI or proposed CCAA proceedings. The Proposal Trustee and Proposed Monitor is not aware of any covenant or written agreement between 071 and the Company that would require that proceeds from sale of the Woodland Property be used to fund a potential plan of arrangement although that has been a stated intention of 071 during the NOI proceedings.
- 7.3 Provided that there are no unexpected delays in obtaining the necessary environmental approvals required under the Sale Agreement, the sale of the Woodland Property is expected to close in or around the end of February 2012. Management is of the view that restructuring under the CCAA proceedings will afford 071 the opportunity to close the sale of the Woodland Property and to realize funds for the Company in order for it to be in a position to present a plan of arrangement to its creditors.
- 7.4 The Proposal Trustee and Proposed Monitor are aware that the Purchaser's name is redacted in the Sale Agreement which is included in the Company's CCAA application materials. The Proposal Trustee has reviewed the Sale Agreement and is of the view the Purchaser is of sufficient means and financial resources to complete the sale on the Woodland Property, subject to satisfaction of the aforementioned environment approvals.

8. 16-WEEK CASH FLOW PROJECTIONS

- 8.1 Management has prepared a 16-week cash flow projection (the "**Cash Flow Statement**") that estimates the financing requirements of the Company during the 16-week period, using Probable and Hypothetical Assumptions as defined in the notes to the Cash Flow Statement. A copy of the Cash Flow Statement is attached hereto as **Appendix E**.
- 8.2 The Company's Cash Flow Statement is for the period of sixteen (16) weeks from the week ending November 19, 2011 to March 3, 2012.

- 8.3 The Cash Flow Statement shows cash receipts of \$150,000 and \$500,000 during the weeks ending December 10, 2011 and February 4, 2012 respectively, which is to be used to assist with working capital requirements. Management has advised that funding of \$150,000 represents an expression of interest in providing a \$500,000 secured credit facility to the Company, comprised of approximately \$150,000 for anticipated inventory purchases, with the remainder to be held back to address potential liability under the *Wage Earner Protection Program Act*. Management has also advised that funding of \$500,000 will be provided by 071 from proceeds from the sale of the Woodland Property.
- 8.4 The Cash Flow Statement shows that source deductions accrued during December 2011, in addition to the source deductions accrued to date, will be deferred until after the closing of the Woodland Property. The Cash Flow Statement shows that January 2012 source deductions will be remitted as incurred. As noted previously in this Third Report, Management has advised that Canada Revenue Agency is aware of the Company's position with respect to the unremitted source deductions.
- 8.5 The Cash Flow Statement shows inventory purchases during the 16-week period of approximately \$531,000. New inventory purchases contemplated in the Company's cash flow statement does not include any inventory supplied by World Shake pursuant to the inventory consignment agreement. As noted previously in this Third Report, Management has advised that the Company will not be obligated to pay World Shake for any consignment inventory supplied and sold until after the closing of the sale of the Woodland Property.
- 8.6 The Cash Flow Statement shows that legal and professional fees of approximately \$288,000 will be deferred until after the closing of the sale of the Woodland Property.
- 8.7 The Cash Flow Statement estimates that for the period November 19, 2011 to March 3, 2012, the Company will have gross receipts of approximately \$3.17 million and disbursements of \$2.9 million, representing a net operating cash inflow of approximately \$270,000.
- 8.8 The Proposed Monitor's review of the Cash Flow Statement consisted of inquiries, analytical procedures and discussions related to information supplied to us by certain of the management of the Applicants. Since Hypothetical Assumptions are not supported, our procedures with respect to them were limited to evaluating whether they were consistent with the purpose of the Cash

Flow Statement. We have also reviewed the support provided by Management for the Probable Assumptions, and the preparation and presentation of the Cash Flow Statement.

8.9 Based on our review, nothing has come to our attention that causes us to believe that, in all material respects:

- a. The Hypothetical Assumptions are not consistent with the purposes of the Cash Flow Statement;
- b. As at the date of this report, the Probable Assumptions developed by Management are not suitably supported and consistent with the plans of the Company or do not provide a reasonable basis for the Cash Flow Statement, given the Hypothetical Assumptions; or
- c. The Cash Flow Statement does not reflect the Probable and Hypothetical Assumptions.

8.10 Since the Cash Flow Statement is based on assumptions regarding future events, actual results will vary from the information presented even if Hypothetical Assumptions occur, and the variations may be material. Accordingly we express no assurance as to whether the Cash Flow Statement will be achieved. We express no opinion or other form of assurance with respect to the accuracy of any financial information presented in this report, or relied upon by us in preparing this report.

8.11 The Cash Flow Statement has been prepared solely for the purpose described in the Notes on the face of the Cash Flow Statement, and readers are cautioned that the Cash Flow Statement may not be appropriate for other purposes.

9 PROFESSIONAL FEES

9.1 The outstanding professional fees due to the Proposal Trustee and Proposed Monitor, and its legal counsel, Gowling Lafleur Henderson LLP (“**Gowlings**”), totals approximately \$55,000 to-date net of a retainer paid by the Company in the amount of \$25,000. As noted previously, the Cash Flow Statement considers the deferral of all professional fees during the CCAA proceeding until after the closing of the Woodland Property. The Proposed Monitor has consented to act in these

CCAA proceedings subject to obtaining additional third-party guarantees and security to secure its professional fees.

10 PROPOSED CHARGES IN THE CCAA INITIAL ORDER

- 10.1 The Company's proposed form of Initial Order provides for an administrative charge (the "**Administration Charge**") in an amount of \$150,000 with \$100,000 allocated for the Monitor and the Monitor's counsel, Gowlings, and \$50,000 allocated to counsel for the Company, as security for professional fees and disbursements incurred before and after the making of the Initial Order in respect of these CCAA proceedings. The Administration Charge has been established based on respective professionals' previous history and experience with similar restructurings.
- 10.2 In addition to the Administration Charge, the fees of the Proposal Trustee, Proposed Monitor, Monitor and Monitor's counsel will be guaranteed by 071 and World Shake Productions Inc. ("**World Shake**"). Both 071 and World Shake are related parties to the Company by way of common beneficial ownership by Kathryn Adrian. 071 and World Shake are not parties to these NOI and proposed CCAA proceedings with the exception of the aforementioned fee guarantee arrangement.
- 10.3 The Monitor and the Company's counsel will be granted a further administration charge in the amount of \$200,000 behind any potential debtor-in-possession financing that may be obtained during the proposed CCAA proceedings.
- 10.4 The Company's proposed form of Initial Order also provides for a charge for the directors and officers (the "**D&O Charge**") in the amount of \$150,000 as security for various indemnities provided to the directors and officers by the Company in the draft Initial Order.
- 10.5 The Proposed Monitor has been advised that the D&O Charge is necessary for the continued service of the directors and officers of the Company during the restructuring and that the quantum has been calculated relative to certain employee and tax related statutory obligations of the Company for which the directors and officers may be held liable, and the value of directors and officers liability insurance that is maintained for all its directors and officers. In particular, the Proposed Monitor understands that the Company believe that they would not be able to

obtain adequate indemnification insurance for the directors and officers at a reasonable cost, under the circumstances.

10.6 The Monitor understands that 071, the first ranking secured creditor, is not opposed to the Charges contemplated by the Applicants' proposed form of Initial Order.

11 CONCLUSIONS

11.1 The Proposal Trustee and Proposed Monitor have advised the Company of its cash flow shortfalls. We are particularly concerned that source deductions and several other post-filing debts have not been remitted as they generally become due. A debtor granted creditor protection under the BIA is required to pay its post-filing debts as and when they become due and within normal terms. This information was presented to the Proposal Trustee recently and a material adverse change report has been issued in this regard.

11.2 However, notwithstanding the filing a the material adverse change report, the Proposed Monitor is of the view that continuing the Company's restructuring under CCAA proceedings will:

- (i) Preserve the business as a going concern, including continued employment of existing employees, continued performance under lease arrangements with existing landlords and an opportunity for trade suppliers to continue business with the Company; and
- (ii) Allow time for the completion of the sale of the Woodland Property, the proceeds of which will provide the Company with the best opportunity to fund a plan of arrangement or compromise with its creditors.

11.3 The alternative to a continued restructuring under CCAA proceedings is a deemed bankruptcy, which may cease existing operations, and result in a nil return to unsecured creditors.

11.4 For the foregoing reasons, the Proposal Trustee and Proposed Monitor recommends and supports the terms of the Initial Order sought by the Petitioners.

All of which is respectfully submitted this 5th day of December, 2011.

DELOITTE & TOUCHE INC.

In its capacity as Proposal Trustee and Proposed Monitor of
Please Mum Partnership, Elia Fashions Ltd. and Bossa Nova Fashions Ltd.
and not in its personal capacity.



Per: Huey Lee, MBA, CMA, CIRP
Senior Vice President

APPENDIX A

FIRST REPORT OF THE PROPOSAL TRUSTEE DATED AUGUST 2, 2011

No. B110732
Vancouver Registry

IN THE SUPREME COURT OF BRITISH COLUMBIA

IN THE MATTER OF THE PROPOSAL OF

**PLEASE MUM PARTNERSHIP
AND
ELIA FASHIONS LTD.
AND
BOSSA NOVA FASHIONS LTD.
(collectively, "Please Mum" or the "Company")**

**FIRST REPORT TO THE COURT
SUBMITTED BY DELOITTE & TOUCHE INC.
IN ITS CAPACITY AS PROPOSAL TRUSTEE**

August 2, 2011

**PLEASE MUM PARTNERSHIP
FIRST REPORT OF THE PROPOSAL TRUSTEE**

TABLE OF CONTENTS

| | |
|---|----------|
| 1. INTRODUCTION AND BACKGROUND | 3 |
| 2. TERMS OF REFERENCE..... | 3 |
| 3. FINANCIAL POSITION AND CAUSES OF FINANCIAL DIFFICULTY | 4 |
| 4. CASH FLOW PROJECTIONS AND PRELIMINARY RESULTS | 5 |
| 5. PRELIMINARY RESTRUCTURING PLAN..... | 7 |
| 6. STAY EXTENSION APPLICATION..... | 9 |

APPENDICES

- A. Please Mum Partnership Organizational Chart**
- B. Summary of Historical Financial Performance (2005 – 2010)**
- C. Cash Flow Projections dated July 15, 2011 filed with the Office of the Superintendent of Bankruptcy and Actual Cash Flows for the three weeks ended July 23, 2011**

1. INTRODUCTION AND BACKGROUND

1.1 Elia Fashions Ltd. and Bossa Nova Fashions Ltd. were formed on April 29, 1986 and January 23, 1989, respectively. Please Mum Partnership was subsequently established on August 5, 2001 as a general partnership between Elia Fashions Ltd. and Bossa Nova Fashions Ltd. (collectively, "Please Mum" or the "Company"). The founder and Chief Executive Officer, Kathryn Adrian, controls Please Mum through a majority ownership of Elia Fashions Ltd. A copy of the Please Mum Partnership organizational chart is attached hereto as **Appendix A**.

1.2 Please Mum is a specialty retailer of high quality children's wear. The Company designs, contracts to manufacture and retails its products under several Please Mum trademark brand names. The Company is headquartered in Vancouver with all products sold exclusively through its corporately owned stores and e-commerce site. Over the preceding 10 years, the Company has grown from approximately 40 stores to over 90 stores, which are located in all Canadian provinces except Quebec.

1.3 On July 7, 2011, Please Mum filed a notice of intention to make a proposal ("NOI") pursuant to Section 50.4 of the *Bankruptcy and Insolvency Act* ("BIA") and Deloitte & Touche Inc. was appointed as trustee under the proposal ("Proposal Trustee").

2. TERMS OF REFERENCE

2.1 In preparing this report, the Proposal Trustee has relied upon financial information of the Company, and discussions with Company management ("Management") and its financial and legal advisors.

2.2 The financial information of the Company has not been audited, reviewed or otherwise verified by the Proposal Trustee as to its accuracy or completeness, nor has it necessarily been prepared in accordance with generally accepted accounting principles and the reader is cautioned that this report may not disclose all significant matters about the Company. Additionally, none of our procedures were intended to disclose defalcations or other irregularities. Were we to perform additional procedures or to undertake an audit examination of the financial statements in accordance with generally accepted auditing standards, additional matters may have come to our attention. Accordingly, the Proposal Trustee does not express an opinion or provide any other

form of assurance on the financial or other information presented herein. The Proposal Trustee may refine or alter its observations as further information is obtained or brought to its attention after the date of this report.

2.3 The financial projections attached to this report were prepared by Management (except where noted). Although we have reviewed the assumptions underlying the projections for reasonableness, financial projections, by their nature, are dependent upon future events, which are not susceptible to verification. Actual results will vary from the information presented and the variations may be material. We have not prepared a compilation as contemplated by Section 4250 of the Canadian Institute of Chartered Accountants Handbook.

2.4 The Proposal Trustee assumes no responsibility or liability for any loss or damage occasioned by any party as a result of the circulation, publication, reproduction or use of this report. Any use which any party makes of this report, or any reliance or decisions to be made based on this report, is the sole responsibility of such party.

2.5 All dollar amounts identified in this report are expressed in Canadian dollars, unless otherwise specified.

3. FINANCIAL POSITION AND CAUSES OF FINANCIAL DIFFICULTY

3.1 The Company's average annual revenues from fiscal 2005 through fiscal 2010 were approximately \$57 million per annum and average earnings before interest, taxes, depreciation and amortization ("EBITDA") over the same period were approximately \$3 million per annum. The Company's EBITDA deteriorated significantly in fiscal 2010, at a time when store numbers were at a peak. A summary of the historical financial performance of the Company from fiscal 2005 to fiscal 2010 is attached hereto as **Appendix B**.

3.2 Management attributes the financial difficulty of the business to aggressive store expansion that coincided with the global recession, poor inventory management and turnover of key executive personnel.

3.3 The expansion of the Company's store numbers was primarily funded through working capital and credit facilities provided by Royal Bank of Canada ("RBC"). Management has advised that the Company endeavoured to refinance the RBC debt and source further capital injections through a marketing and sales process over the past 12 months, without success. The Company's funding position was further impacted by the delay in the settlement of a sale contract in respect to the sale of the Company's head office location situated at 333 Woodland Drive, Vancouver (the "Property") due to potential environmental concerns. Part of the proceeds from the sale of the Property, which is owned by a related entity, was contemplated to repay the RBC debt. The Company is currently undertaking remediation work on the Property to satisfy the terms of the sale contract, which Management anticipates will be completed by November 2011.

3.4 An analysis of store operations and results undertaken by Management indicates that approximately 50% of stores were unprofitable with sales per square foot being the primary determinate of store profitability. The analysis has resulted in Management identifying a business model to include 21 of the highest performing stores, which accounted for approximately \$17 million in sales and \$2.7 million in store-level EBITDA for fiscal 2011.

3.5 The analysis undertaken by Management also indicates that the Company has historically carried excess inventory, which has committed significant capital to fund purchases and carrying costs. The analysis has resulted in Management taking steps to consolidate inventory in an effort to achieve an optimum product mix at each of the remaining store locations.

3.6 Management has advised that due to continued losses and in order to allow time for the Company to restructure its operations and affairs, it was resolved that a NOI be filed on July 7, 2011.

4. CASH FLOW PROJECTIONS AND PRELIMINARY RESULTS

4.1 Cash flow projections prepared by the Company for a 13-week period to October 1, 2011 were filed with the Office of the Superintendent of Bankruptcy ("OSB") and this Honourable Court on July 15, 2011. A copy of the cash flow projections filed with the OSB along with actual cash flows for the three weeks ended July 23, 2011 are attached hereto as **Appendix C**.

4.2 The cash flow projections were prepared on the assumption that, (i) store numbers would be reduced from approximately 90 stores to 21 stores plus an e-commerce site; (ii) consolidation of inventory including an orderly liquidation of excess inventory; and (iii) the ongoing support of RBC based on credit availability at the time of the NOI filing.

4.3 The Proposal Trustee has reviewed the actual cash flow results for the three week period ended July 23, 2011 and notes the following observations:

- (i) Sales receipts were approximately \$70,000 higher than projected. Sales have been consistent with the Company's summer sales strategy of offering significant discounts; however, ensuring product lines that have historically turned over quickly are not marked down as aggressively compared with slower moving product lines.
- (ii) Inventory balances have decreased by approximately 18% from \$7.35 million to \$6.02 million during the period. No inventory purchases were contemplated during the cash flow projection period. Management has advised that approximately \$200,000 of high margin inventory, which was paid for prior to the date of the NOI filing, is awaiting customs clearance. Management is currently assessing the commercial benefit of settling with the customs broker in order for this inventory to be released.
- (iii) Payroll disbursements were approximately \$8,500 higher than projected due to a portion of the payroll period overlapping the NOI filing date.
- (iv) Freight disbursements were approximately \$6,000 higher than projected as the Company was required to pay Canada Post in advance to continue delivery services post-filing.
- (v) Overall, disbursements for the period are comparable to those projected.
- (vi) Based on these preliminary actual results, the cash flow projections appear to be consistent with Management's assumptions.

4.4 The Company's sales are projected to increase during August and September due to an increased turnover of 'Back to School' inventory, outerwear and holiday inventory. Management has advised that this is consistent with the Company's historical sales trends. The period July to December was also confirmed as a 'high selling period' in an independent inventory appraisal obtained by the Company.

4.5 Sales and operating costs disclosed in the cash flow projections to October 1, 2011 are based on a 21 store model; however, Management continues to analyze the profitability of each store with further closures to be undertaken, if necessary, to optimize the financial position of the business.

5. PRELIMINARY RESTRUCTURING PLAN

5.1 The ability of the company to file a viable proposal will be largely dependent on the following:

- (i) Continued support from RBC during the NOI period;
- (ii) Achieving sales projections to generate cash for further debt reduction;
- (iii) Completion of the Property sale contract; and
- (iv) Securing capital to improve the liquidity position of the Company.

5.2 The Company has taken the following steps to date in respect to its restructuring plan:

- (i) Disclaimed 72 store leases and redistributed inventory amongst the remaining 21 stores. In addition, inventory has been consolidated to achieve an optimum product mix in terms of ratio of tops to bottoms, colour, size and number of units per store.
- (ii) Adopted an orderly liquidation sales strategy in an effort to realize on excess inventory levels.

(iii) Reduced employee head count from approximately 869 to 240 over the retail stores, warehouse and head office locations. The majority of terminated employees have been paid their outstanding wages up to the date of filing.

(iv) Engaged independent environmental contractors to begin testing and remediation work at the Property to progress the sale contract.

(v) Prior to the NOI filing, the Company held discussions with a number of parties to attract investment through a sales and marketing process. Management has advised that they were unable to finalize a sale of the business as the due diligence undertaken by potential investors suggested that the 90 store model was not sustainable. The Company also approached multiple financial institutions; however, due to onerous terms sought by the financiers, the Company did not proceed with a refinance of its debt.

(vi) To date, the Company has held discussions with private investors, financiers and liquidators to consider debtor in possession finance ("DIP"). These discussions are at a preliminary stage.

5.3 Management has obtained multiple inventory appraisals to assess the realizable value of all inventory in a liquidation scenario. The appraisals suggest that RBC would potentially suffer a shortfall from the net realizations in an orderly liquidation scenario. In addition, certain liquidators have advised that they would not provide a net minimum guarantee for the current inventory.

5.4 A summary of the Customer's creditor profile as at July 7, 2011 is provided below.

| Creditor Type | Estimated number of Creditors | Estimated balance owing at July 7, 2011 (\$000s) |
|-----------------------------|-------------------------------|--|
| Secured creditors | 5 | 2,650 |
| Landlords (unsecured) | 57 | 703 |
| Trade Creditors (unsecured) | 287 | 6,652 |
| Total | 349 | 10,005 |

The creditor balances have been extracted from the records of the Company and may be subject to adjustments once reconciled with creditor claims. Furthermore, there are a number of customers who purchased gift cards prior to the NOI filing. The Company has taken the position that these gift cards are an unsecured claim and will be dealt with in the context of a proposal along with landlord claims and other unsecured claims of the estate.

5.5 Management has advised that employees, landlords, trade creditors and customers have generally been supportive since the NOI filing.

5.6 Based on appraisals obtained by Management, the liquidation of the Company's assets in a bankruptcy scenario would result in a nil return to unsecured creditors. Therefore, the prospects of a going concern restructuring scenario will likely be more attractive to creditors generally.

6. STAY EXTENSION APPLICATION

6.1 In our view, the Company has acted and continues to act in good faith and with due diligence. In this regard, the Company immediately took steps following the NOI filing to improve cash flow by closing 72 unprofitable stores, terminating 629 employees and consolidating and liquidating excess inventory. Furthermore, the Company is progressing negotiations with private investors, investigating alternative funding options and undertaking remediation work in order to accelerate the settlement of the Property transaction.

6.2 A viable proposal will be partially dependent on the settlement of the Property transaction and the Company's ability to reach an agreement with a financier and/or investors. Accordingly, the Company will require additional time to allow the Property remediation work to be undertaken and for prospective financiers and/or investors to complete sufficient due diligence to be in a position to consider a transaction with the Company.

6.3 The only creditor that may be impacted by an extension of the stay of proceedings is RBC as the value of its security may be reduced as the Company continues to sell down its inventory in the normal course of its business. However, the Company's cash flow projections indicate that RBC's credit facility will be reduced over the 13-week period as the sale of inventory progresses. Management has advised that RBC does not object to a 45-day extension of the NOI proceedings.

All of which is respectfully submitted this 2nd day of August 2011.

DELOITTE & TOUCHE INC.

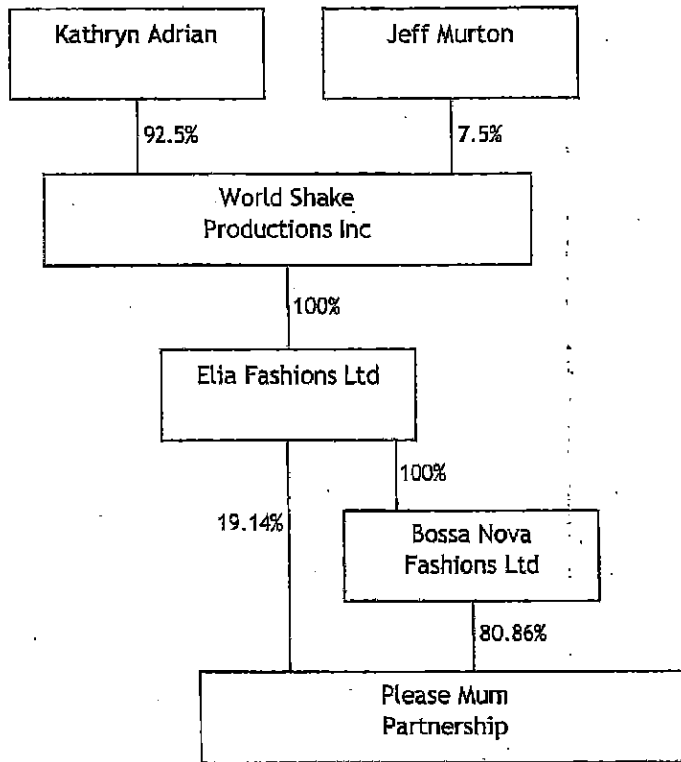
In its capacity as Proposal Trustee of
Please Mum Partnership, Elia Fashions Ltd. and Bossa Nova Fashions Ltd.
and not in its personal capacity.



Per: Huey Lee, MBA, CMA, CIRP
Senior Vice President

APPENDIX A
PLEASE MUM PARTNERSHIP ORGANIZATIONAL CHART

PLEASE MUM PARTNERSHIP
ORGANIZATIONAL CHART



APPENDIX B
SUMMARY OF HISTORICAL FINANCIAL PERFORMANCE 2005 - 2010

| Elia Fashions Ltd. Consolidated Statement of Income Fiscal Year for 52 weeks ended, in CAD\$ | | 2-Apr-05 (actual) | 1-Apr-06 (actual) | 31-Mar-07 (actual) | 29-Mar-08 (actual) | 28-Mar-09 (actual) | 27-Mar-10 (actual) |
|---|---|----------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Revenue | | | | | | | |
| | Product Sales | \$ 56,386,444 | \$ 60,974,634 | \$ 60,245,048 | \$ 56,344,164 | \$ 54,376,905 | \$ 54,911,802 |
| | Other | 101,019 | 102,783 | 339,053 | 352,324 | 220,231 | 52,980 |
| Revenues | | 56,487,463 | 61,077,417 | 60,584,101 | 56,696,488 | 54,597,136 | 54,964,782 |
| Cost of sales | | 27,970,724 | 27,458,022 | 28,241,546 | 22,894,342 | 24,267,997 | 24,760,309 |
| Gross Profit | | 28,516,739 | 33,619,395 | 32,342,555 | 33,802,146 | 30,329,139 | 30,204,473 |
| Gross Margin % | | 30.6% | 55.1% | 53.7% | 60.0% | 55.8% | 55.0% |
| Expenses: | | | | | | | |
| | Selling expenses | 18,551,372 | 20,941,352 | 23,542,748 | 21,785,916 | 22,565,880 | 25,158,815 |
| | General and administration | 6,713,609 | 6,782,191 | 9,090,383 | 7,360,476 | 5,014,839 | 6,836,394 |
| | Amortization | 1,194,784 | 1,632,928 | 2,065,432 | 2,336,452 | 2,367,198 | 2,506,589 |
| | Interest expense | 157,084 | 167,821 | 187,033 | 289,019 | 129,582 | 138,481 |
| | | 26,616,849 | 28,924,292 | 34,885,596 | 31,771,863 | 30,077,499 | 34,640,279 |
| Earnings before the undernoted | | 1,899,890 | 4,695,104 | (2,543,040) | 2,030,283 | 251,640 | (4,435,805) |
| Other expenses (Income) | | | | | | | |
| | Asset impairment loss (Gain) | - | - | - | - | - | 359,391 |
| | Unrealized foreign exchange loss (gain) | - | - | - | - | (601,389) | 278,804 |
| | Loss on disposal of property, plant & equip | (14,565) | (2,000) | (230,676) | 9,155 | - | - |
| | | (14,565) | (2,000) | (230,676) | 9,155 | (601,389) | 638,195 |
| Earnings before income taxes | | 1,914,455 | 4,697,104 | (2,312,364) | 2,021,128 | 853,029 | (5,074,000) |
| Income taxes: | | | | | | | |
| | Current (recovery) | 505,946 | 640,045 | 202,633 | - | (15,828) | - |
| | Future: | | | | | | |
| | Short Term | 280,224 | 948,366 | (801,827) | (15,405) | 823,874 | (938,166) |
| | Long Term | (117,468) | 98,291 | 54,918 | 165,408 | (589,158) | (676,352) |
| | | 668,702 | 1,686,702 | (544,276) | 150,003 | 218,888 | (1,614,518) |
| Net earnings from continuing operations | | 1,245,753 | 3,010,402 | (1,768,088) | 1,871,125 | 634,142 | (3,459,482) |
| Loss from discontinued operations, net of taxes | | (893,749) | (1,135,599) | (360,237) | - | - | - |
| Net earnings | | 352,004 | 1,874,803 | (2,128,325) | 1,871,125 | 634,142 | (3,459,482) |
| Retained earnings, beginning of period | | 4,295,388 | 4,648,392 | 6,523,195 | 4,394,869 | 6,327,889 | 6,962,031 |
| Retained Earnings, end of Period | | \$ 4,648,392 | \$ 6,523,195 | \$ 4,394,869 | \$ 6,265,995 | \$ 6,962,031 | \$ 3,502,548 |

| Elia Fashions Ltd. EBITDA Fiscal Year for 52 weeks ended, in CAD\$ | | 2-Apr-05 (actual) | 1-Apr-06 (actual) | 31-Mar-07 (actual) | 29-Mar-08 (actual) | 28-Mar-09 (actual) | 27-Mar-10 (actual) |
|---|---|----------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Net earnings | | 352,004 | 1,874,803 | (2,128,325) | 1,871,125 | 634,142 | (3,459,482) |
| Adjustments | | | | | | | |
| | Amortization | 1,194,784 | 1,632,928 | 2,065,432 | 2,336,452 | 2,367,198 | 2,506,589 |
| | Interest expense | 157,084 | 167,821 | 187,033 | 289,019 | 129,582 | 138,481 |
| | Income tax expense | 668,702 | 1,686,702 | (544,276) | 150,003 | 218,888 | (1,614,518) |
| | Disposal of P, P & E | (14,565) | (2,000) | (230,676) | 9,155 | - | - |
| | Asset Impairment loss | - | - | - | - | - | 359,391 |
| | Management fee | 1,420,000 | 500,000 | 1,825,000 | 400,000 | 400,000 | 500,000 |
| | Loss from discontinued operations, net of taxes | 893,749 | 1,135,599 | 360,237 | - | - | - |
| EBITDA | | \$ 4,671,758 | \$ 6,995,853 | \$ 1,534,425 | \$ 5,055,754 | \$ 3,749,809 | \$ (1,569,540) |

Elia Fashions Ltd.
Consolidated Balance Sheet
in CDNS

| | 2-Apr-05 (actual) | 1-Apr-06 (actual) | 31-Mar-07 (actual) | 29-Mar-08 (actual) | 28-Mar-09 (actual) | 27-Mar-10 (actual) |
|--|----------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| ASSETS | | | | | | |
| Current assets: | | | | | | |
| Cash | \$ 321,990 | \$ 623,391 | \$ 417,395 | \$ 433,630 | \$ 489,783 | \$ 373,463 |
| Restricted cash | 113,220 | 83,867 | 100,877 | 26,633 | - | - |
| Investment In Forward Contracts | - | - | - | - | 601,389 | - |
| Accounts receivable | 210,944 | 200,117 | 105,872 | 98,935 | 107,480 | 279,212 |
| Inventories | 8,447,615 | 6,771,925 | 6,419,047 | 7,391,841 | 8,311,860 | 8,782,206 |
| Income Tax Receivable | - | - | - | 718 | 2,557 | - |
| Due from shareholder | 462,500 | 2,515,195 | - | - | - | - |
| Prepaid expenses and deposits | 424,906 | 402,348 | 543,405 | 644,860 | 890,600 | 790,916 |
| Current assets of discontinued operations | 1,338,694 | 962,639 | 308,101 | - | - | - |
| | 11,319,869 | 11,559,482 | 7,894,698 | 8,596,617 | 10,403,669 | 10,225,797 |
| Property, plant & equipment | 4,360,103 | 5,303,745 | 8,109,249 | 8,523,465 | 8,527,133 | 7,673,369 |
| Future income taxes | 125,682 | 27,391 | - | - | 396,223 | 1,072,575 |
| Partnership organization costs | - | 1,283 | 0 | 0 | 0 | 0 |
| Trademark | 22,706 | 37,375 | 54,303 | 65,301 | 723,691 | 688,847 |
| Promissory Note | - | - | 2,828,400 | 2,828,400 | 828,400 | 828,400 |
| Due from (to) related companies | 1,001,908 | - | - | - | - | - |
| | 5,510,399 | 5,369,794 | 10,991,952 | 11,417,166 | 10,475,447 | 10,263,191 |
| | \$ 16,830,268 | \$ 16,929,276 | \$ 18,886,650 | \$ 20,013,783 | \$ 20,879,116 | \$ 20,488,988 |
| LIABILITIES AND SHAREHOLDERS' EQUITY | | | | | | |
| Current liabilities: | | | | | | |
| Bank indebtedness | 1,841,637 | 120,000 | 2,710,000 | 1,780,000 | 520,000 | 1,690,000 |
| Accounts payable and accrued liabilities | 6,007,592 | 5,703,801 | 5,739,353 | 4,437,071 | 6,303,062 | 7,018,910 |
| Income taxes payable | 13,428 | 1,759 | 6,227 | - | - | - |
| Current portion of obligations under capital lease | 451,098 | 534,520 | 310,145 | 298,964 | 246,866 | 218,439 |
| Term Loans | 411,580 | 88,903 | 237,833 | 6,582 | 867 | - |
| Unrealized Gain on Foreign Exchange Contracts | - | - | - | - | - | 278,804 |
| Deferred revenue | 30,639 | 40,877 | 1,417,783 | 1,305,465 | 387,318 | 452,791 |
| Future Income Taxes | 2,069,002 | 3,017,368 | 2,215,540 | 2,200,135 | 3,024,010 | 2,085,842 |
| | 10,824,976 | 9,507,228 | 12,636,882 | 10,028,217 | 10,482,124 | 11,744,786 |
| Term Loans | - | - | - | 5,132 | - | - |
| Deferred Revenue | - | - | - | - | 1,197,334 | 1,246,887 |
| Obligations under capital lease | 320,348 | 190,295 | 208,994 | 346,380 | 233,329 | 15,840 |
| Long Term Debt | 29,042 | 245,799 | 10,907 | - | - | 2,300,000 |
| Long Term Future Income Taxes | - | - | 27,526 | 192,935 | - | - |
| Due to shareholders | 544,750 | - | 1,607,211 | 3,174,864 | 2,004,040 | 1,678,667 |
| | 894,140 | 436,093 | 1,854,638 | 3,719,311 | 3,434,703 | 5,241,394 |
| Shareholders' Equity: | | | | | | |
| Share capital | 462,760 | 462,760 | 260 | 260 | 260 | 260 |
| Retained earnings | 4,648,392 | 6,523,195 | 4,394,870 | 6,265,995 | 6,962,029 | 3,502,548 |
| Partners' Capital | | | | | | |
| Elia Fashions Ltd. | - | - | - | - | - | - |
| Bossa Nova Fashions Ltd. | - | - | - | - | - | - |
| | 5,111,152 | 6,985,954 | 4,395,130 | 6,266,255 | 6,962,289 | 3,502,808 |
| | \$ 16,830,268 | \$ 16,929,276 | \$ 18,886,650 | \$ 20,013,783 | \$ 20,879,116 | \$ 20,488,988 |

APPENDIX C
CASH FLOW PROJECTIONS DATED JULY 15, 2011 AND
ACTUAL CASH FLOWS FOR THE THREE WEEKS ENDED JULY 23, 2011

Please Mum

| Week Ending | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | Total |
|------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 9-Jul | 16-Jul | 23-Jul | 30-Jul | 6-Aug | 13-Aug | 20-Aug | 27-Aug | 3-Sep | 10-Sep | 17-Sep | 24-Sep | 1-Oct | |
| Receipts | 636,892 | 331,921 | 260,000 | 260,000 | 260,000 | 306,000 | 359,000 | 416,000 | 524,000 | 449,000 | 342,000 | 296,000 | 209,000 | 4,640,712 |
| Retail/Wholesale Sales | 31,846 | 16,591 | 13,000 | 13,000 | 13,000 | 15,250 | 17,960 | 20,760 | 36,200 | 22,150 | 17,100 | 14,750 | 10,450 | 262,066 |
| GST Received | | | | | | | | | | | | | | 0 |
| Other | 366,736 | 348,412 | 273,000 | 273,000 | 273,000 | 220,250 | 275,940 | 307,240 | 550,200 | 459,150 | 365,100 | 309,600 | 219,700 | 4,372,738 |
| Total Receipts | 265,693 | 303,931 | 146,520 | 174,865 | 88,859 | 110,160 | 68,460 | 106,880 | 49,600 | 110,880 | 64,480 | 110,660 | 64,480 | 1,673,669 |
| Disbursements | 15,000 | 15,000 | 15,000 | 10,000 | 10,000 | 10,000 | 223,223 | 10,000 | 197,438 | 10,000 | 10,000 | 10,000 | 10,000 | 490,808 |
| Payroll & Taxes | 251,388 | 46,000 | - | - | 121,220 | 121,220 | 46,000 | - | 242,440 | - | 46,000 | - | - | 736,278 |
| Freight | - | - | - | - | - | - | - | - | - | - | - | - | - | 138,000 |
| Store Rent | 57,603 | 25,463 | 59,000 | 18,000 | 23,000 | 23,000 | 18,000 | 19,000 | 38,000 | 23,000 | 28,000 | 13,000 | 23,000 | 351,067 |
| Head Office Rent | 153,442 | 16,578 | - | 10,805 | 68,000 | 68,000 | 10,000 | 12,805 | 50,000 | 8,000 | 10,000 | 1,605 | 60,000 | 76,561 |
| Offshore Purchases | - | - | - | - | - | - | - | - | - | - | - | - | - | 0 |
| Trade Payables | - | - | - | - | - | - | - | - | - | - | - | - | - | 0 |
| Other | 336,232 | 200,872 | 214,520 | 213,833 | 309,079 | 254,360 | 275,833 | 42,582 | 637,476 | 151,860 | 223,830 | 135,665 | 137,480 | 3,611,733 |
| Total Disbursements | 232,484 | (60,560) | 56,480 | 59,308 | (96,079) | 85,870 | 4,267 | 293,068 | (37,276) | 343,290 | 135,470 | 174,085 | 71,970 | 1,281,375 |
| Operating Cash Flow | 33,209 | 364,491 | 90,040 | 115,557 | 184,938 | 24,290 | 64,193 | (186,188) | 86,876 | (232,410) | 238,940 | (63,425) | (7,000) | 392,294 |
| One-Time Costs | - | - | - | - | - | - | - | - | - | - | - | - | - | 0 |
| Legal/Trustee Fees | - | - | - | 60,000 | 60,000 | 60,000 | 60,000 | 60,000 | 60,000 | 60,000 | 48,000 | 60,000 | 60,000 | 300,000 |
| Professional Fees | - | - | - | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 48,000 | 20,000 | 20,000 | 100,000 |
| Woodland - Environ. | - | - | - | - | - | - | - | - | - | - | - | - | - | 85,000 |
| Total One-Time | - | - | 5,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 96,000 | 80,000 | 80,000 | 485,000 |
| Beg. Line Bal. | (1,824,376) | (1,591,892) | (1,652,453) | (1,698,973) | (1,639,563) | (1,675,742) | (1,679,872) | (1,710,806) | (1,517,541) | (1,254,816) | (1,201,526) | (1,214,066) | (1,119,971) | (1,824,376) |
| Net Cash Flow | 232,484 | (160,560) | 65,480 | 40,891 | (36,079) | 44,490 | (30,733) | (183,086) | (37,276) | (253,260) | 67,470 | 94,085 | (71,970) | 778,378 |
| Ending Line Bal. | (1,591,892) | (1,652,453) | (1,590,973) | (1,639,864) | (1,675,943) | (1,631,453) | (1,670,616) | (1,853,702) | (1,890,817) | (1,541,557) | (1,474,086) | (1,379,971) | (1,451,941) | (1,048,001) |

Please Mum Partnership, Ella Fashions Ltd. & Besse Nova Fashions Ltd. per Kathryn Adrian

Deloitte & Touche Inc., Proposal Trustee

Please Mum

Cash Flow Assumptions

Web and Retail Store

- Sales are based on 21 stores and web store
- Plan is based on current inventory levels and mix; includes trending from Summer to Back to School periods
- Reduction of stores where sales targets are not being met

Headcount

- Minimal head office headcount to maintain baseline operations
 - Reduced core Head office staff to 9; Warehouse supervision to 2; Web operations to 3
- Retail support to 1; Field directors will move to stores and will not exceed displaced managers salary costs.

Operating Expenses

- Payment of all post-filing operating expenses including lease costs, freight, phone, internet, etc.

Priority Payments

- Payment of all priority payments including source, GST and payroll

Other

- \$85K of environmental expenses to obtain risk assessment with deferral of remaining \$165K
- RBC's ongoing support substantially based on present credit availability
- NOI filing date was July 7, 2011; Cashflow for week ended July 9th reflects some pre-filing receipts and disbursements

Phase M Unit
13-Week Cash Flow

| Month | 8-Jul | 9-Jul | 10-Jul | 11-Jul | 12-Jul | 13-Jul | 14-Jul | 15-Jul | 16-Jul | 17-Jul | 18-Jul | 19-Jul | 20-Jul | 21-Jul | 22-Jul | 23-Jul | Total |
|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Receipts | 656,492 | 303,104 | 333,821 | 1,284 | 325,749 | 280,000 | 65,749 | 280,000 | 260,000 | 415,000 | 342,000 | 289,000 | 285,000 | 289,000 | 289,000 | 289,000 | 4,767,744 |
| Accounts Receivable | 31,845 | 18,895 | 18,895 | 84 | 16,287 | 13,000 | 3,287 | 13,000 | 13,000 | 20,750 | 17,050 | 22,150 | 26,200 | 26,200 | 26,200 | 26,200 | 235,387 |
| Other | 686,796 | 348,759 | 348,759 | 7,346 | 342,656 | 273,000 | 69,769 | 273,000 | 273,000 | 435,750 | 359,750 | 359,750 | 359,750 | 359,750 | 359,750 | 359,750 | 4,767,744 |
| Total Receipts | 265,693 | 154,773 | 303,891 | -449,156 | 315,437 | 146,520 | 169,517 | 174,686 | 405,578 | 110,160 | 69,160 | 109,660 | 54,480 | 54,480 | 54,480 | 54,480 | 1,673,668 |
| Disbursements | 16,000 | 15,000 | 15,000 | - | 20,651 | 16,000 | 5,651 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 494,161 |
| Payroll & Taxes | 251,368 | 46,063 | 46,063 | 63 | - | - | - | - | - | - | - | - | - | - | - | - | 480,000 |
| Freight | 57,603 | 17,540 | 25,483 | 7,423 | 1,516 | 53,000 | 51,484 | 18,000 | 23,000 | 18,000 | 18,000 | 13,000 | 13,000 | 13,000 | 13,000 | 13,000 | 338,274 |
| Head Office Rent | 153,442 | 6,977 | 43,376 | 8,601 | 10,932 | 10,932 | 10,932 | 10,932 | 58,000 | 12,805 | 5,000 | 1,805 | 50,000 | 50,000 | 50,000 | 50,000 | 738,274 |
| Outside Purchases | 436,252 | 233,592 | 469,872 | (165,611) | 346,735 | 214,500 | 139,216 | 213,881 | 317,785 | 264,380 | 375,883 | 280,827 | 181,860 | 213,830 | 185,865 | 181,860 | 1,338,053 |
| Other | 232,484 | 105,497 | (60,280) | 186,987 | (6,659) | 50,480 | (66,179) | 59,309 | (44,791) | 55,976 | 1,287 | 283,009 | (40,627) | 313,290 | 174,065 | 71,876 | 1,338,053 |
| Total Disbursements | 232,484 | 105,497 | (60,280) | 186,987 | (6,659) | 50,480 | (66,179) | 59,309 | (44,791) | 55,976 | 1,287 | 283,009 | (40,627) | 313,290 | 174,065 | 71,876 | 1,338,053 |
| Operating Cash Flow | 232,484 | 105,497 | (60,280) | 186,987 | (6,659) | 50,480 | (66,179) | 59,309 | (44,791) | 55,976 | 1,287 | 283,009 | (40,627) | 313,290 | 174,065 | 71,876 | 1,338,053 |
| One-Time Costs | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Legal/Travel Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Professional Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Windfall - Savinr. | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Total One-Time | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Rep Line Bal | (1,824,376) | (1,531,832) | (1,651,892) | 0 | (1,485,485) | (1,682,469) | 164,967 | (1,259,873) | (1,555,461) | (1,601,629) | (1,605,785) | (1,530,785) | (1,145,325) | (1,454,065) | (1,230,785) | (1,145,325) | (1,824,376) |
| Net Cash Flow | 232,484 | 109,407 | (106,260) | 144,307 | (9,974) | 53,480 | (62,912) | 64,536 | (41,292) | 53,976 | 1,287 | 283,009 | (40,627) | 313,290 | 174,065 | 71,876 | 1,338,053 |
| Ending Line Bal | (1,591,892) | (1,485,485) | (1,385,025) | (1,240,718) | (1,186,743) | (1,133,263) | (1,069,347) | (1,004,811) | (939,519) | (883,543) | (828,256) | (772,256) | (716,256) | (659,256) | (602,256) | (545,256) | (1,591,892) |

APPENDIX B

SECOND REPORT OF THE PROPOSAL TRUSTEE DATED SEPTEMBER 14, 2011

No. B110732
Vancouver Registry

IN THE SUPREME COURT OF BRITISH COLUMBIA

IN THE MATTER OF THE PROPOSAL OF

**PLEASE MUM PARTNERSHIP
AND
ELIA FASHIONS LTD.
AND
BOSSA NOVA FASHIONS LTD.
(collectively, "Please Mum" or the "Company")**

**SECOND REPORT TO THE COURT
SUBMITTED BY DELOITTE & TOUCHE INC.
IN ITS CAPACITY AS PROPOSAL TRUSTEE**

September 14, 2011

**PLEASE MUM PARTNERSHIP
SECOND REPORT OF THE PROPOSAL TRUSTEE**

TABLE OF CONTENTS

| | |
|--|----------|
| 1. INTRODUCTION AND BACKGROUND | 3 |
| 2. TERMS OF REFERENCE..... | 3 |
| 3. CASH FLOW PROJECTIONS AND RESULTS..... | 4 |
| 4. UPDATED CASH FLOW PROJECTIONS..... | 6 |
| 5. PRELIMINARY RESTRUCTURING PLAN..... | 7 |
| 6. STAY EXTENSION APPLICATION..... | 9 |

APPENDICES

- A. Extension Order dated August 5, 2011**
- B. First Report of the Proposal Trustee dated August 2, 2011**
- C. Cash Flow Projections dated July 15, 2011 filed with the Office of the Superintendent of Bankruptcy and Actual Cash Flow Results for the nine-week period ended September 3, 2011.**
- D. Updated Cash Flow Projections for the period September 10, 2011 to November 26, 2011**

1. INTRODUCTION AND BACKGROUND

1.1 Elia Fashions Ltd. and Bossa Nova Fashions Ltd. were formed on April 29, 1986 and January 23, 1989, respectively. Please Mum Partnership was subsequently established on August 5, 2001 as a general partnership between Elia Fashions Ltd. and Bossa Nova Fashions Ltd. (collectively, "Please Mum" or the "Company"). The founder and Chief Executive Officer, Kathryn Adrian, controls Please Mum through a majority ownership of Elia Fashions Ltd.

1.2 On July 7, 2011, Please Mum filed a notice of intention to make a proposal ("NOI") pursuant to Section 50.4 of the *Bankruptcy and Insolvency Act* ("BIA") and Deloitte & Touche Inc. was appointed as trustee under the proposal ("Proposal Trustee"). On August 5, 2011, by Order of this Honourable Court, the stay of proceedings was extended to September 20, 2011 (the "Extension Order"). Attached hereto as Appendix A is a copy of the Extension Order.

1.3 Pursuant to the Extension Order, the Proposal Trustee has:

- (i) established a website at www.deloitte.com/ca/please-mum and uploaded all materials filed with the Court in connection with these proceedings; and
- (ii) mailed a copy of the Extension Order to all landlords and all creditors with claims greater than \$25,000.

1.4 This report (the "Second Report") should be read in conjunction with the First Report of the Proposal Trustee dated August 2, 2011. Attached hereto as Appendix B is a copy of the First Report.

2. TERMS OF REFERENCE

2.1 In preparing this report, the Proposal Trustee has relied upon financial information of the Company, and discussions with Company management ("Management") and its financial and legal advisors.

2.2 The financial information of the Company has not been audited, reviewed or otherwise verified by the Proposal Trustee as to its accuracy or completeness, nor has it necessarily been prepared in accordance with generally accepted accounting principles and the reader is cautioned that this

report may not disclose all significant matters about the Company. Additionally, none of our procedures were intended to disclose defalcations or other irregularities. Were we to perform additional procedures or to undertake an audit examination of the cash flow statement in accordance with generally accepted auditing standards, additional matters may have come to our attention. Accordingly, the Proposal Trustee does not express an opinion or provide any other form of assurance on the financial or other information presented herein. The Proposal Trustee may refine or alter its observations as further information is obtained or brought to its attention after the date of this report.

2.3 The financial projections attached to this report were prepared by Management (except where noted). Although we have reviewed the assumptions underlying the projections for reasonableness, financial projections, by their nature, are dependent upon future events, which are not susceptible to verification. Actual results will vary from the information presented and the variations may be material. We have not prepared a compilation as contemplated by Section 4250 of the Canadian Institute of Chartered Accountants Handbook.

2.4 The Proposal Trustee assumes no responsibility or liability for any loss or damage occasioned by any party as a result of the circulation, publication, reproduction or use of this report. Any use which any party makes of this report, or any reliance or decisions to be made based on this report, is the sole responsibility of such party.

2.5 All dollar amounts identified in this report are expressed in Canadian dollars, unless otherwise specified.

3. CASH FLOW PROJECTIONS AND RESULTS

3.1 The original cash flow projections prepared by the Company for the 13-week period ended October 1, 2011 were filed with the Office of the Superintendent of Bankruptcy ("OSB") and this Honourable Court on July 15, 2011. A copy of the cash flow projections filed with the OSB along with actual cash flow results for the nine-week period ended September 3, 2011 are attached hereto as **Appendix C**.

3.2 The original cash flow projections were prepared on the basis that, (i) the number of operating stores would be reduced from approximately 90 stores to 21 stores plus an e-commerce site; (ii) consolidation of inventory and an orderly liquidation of excess inventory; and (iii) the ongoing support of Royal Bank of Canada ("RBC") based on credit availability at the time of the NOI filing.

3.3 The Proposal Trustee has reviewed the actual cash flow results for the nine-week period ended September 3, 2011 and notes the following observations:

- (i) Sales receipts were approximately \$161,000 (5%) lower than projected. Sales have been generally consistent with forecast up to the week ended August 27, 2011. However, the Company elected to close an additional 8 stores at the end of August, which has impacted sales for the week ending September 3, 2011. However, there has been corresponding reductions with respect to overhead costs and disbursements during the comparable period. Further commentary with respect to the Company's strategy to close an additional 8 stores is provided in section 4 of this report.
- (ii) Inventory balances have decreased by approximately \$3.1 million (42%) from \$7.35 million to \$4.25 million during the NOI period. No inventory purchases were contemplated during the cash flow projection period; however, approximately \$200,000 of higher margin inventory, which was paid for prior to the date of the NOI filing, has been received by the Company and made available for sale.
- (iii) Payroll disbursements were approximately \$8,500 higher than projected due to a portion of the payroll period overlapping the NOI filing date.
- (iv) GST paid was approximately \$516,000 lower than projected due to timing differences. Of the unpaid GST, approximately \$232,000 relates to the pre-filing period and approximately \$284,000 relates to the post-filing period. Management has advised that the payment of GST has been deferred to assist with short term cash flow funding requirements.

(v) Freight disbursements were approximately \$17,000 higher than projected as the Company was required to pay its suppliers in advance to continue delivery services post-filing and incurred additional freight costs to remove inventory from the additional 8 stores closed at the end of August 2011.

(vi) Store rent payments were approximately \$97,000 lower than projected due to the additional 8 stores closed in August 2011.

(vii) Offshore purchases of \$11,644 represent a payment made to a customs broker to release approximately \$200,000 of higher margin inventory. This disbursement was not included in the original cash flow projection.

(viii) Trade payables were approximately \$134,000 lower than projected.

4. UPDATED CASH FLOW PROJECTIONS

4.1 The Company has prepared updated cash flow projections for a 12-week period ending November 26, 2011. A copy of the revised cash flow projections are attached hereto as **Appendix D**.

4.2 The updated cash flow projections were prepared on the basis that, (i) store numbers would be further reduced from approximately 21 stores to 13 stores plus an e-commerce site; (ii) further consolidation of inventory including the ongoing orderly liquidation of excess inventory; and (iii) continued support of RBC during the NOI proceedings.

4.3 The Company closed an additional 8 stores on August 29, 2011. The decision to reduce the number of stores to 13 was made following further analysis around sales levels and cash flow funding requirements.

4.4 The Company's updated cash flow projections indicate a decrease in overhead costs by approximately \$186,000 per month resulting from the additional store closures.

5. PRELIMINARY RESTRUCTURING PLAN

5.1 The ability of the Company to file a viable proposal continues to be largely dependent on the following:

- (i) Achieving sales projections to generate cash for further debt reduction;
- (ii) Completion of the sale of the Company's head office situated at 333 Woodland Drive, Vancouver (the "Property");
- (iii) Securing additional capital to improve the liquidity position of the Company; and
- (iv) Continued support from RBC during the NOI period;

5.2 Since the First Report to the Court of the Proposal Trustee, the Company has:

- (i) satisfied RBC's forbearance terms, which have included, inter alia, the reduction of the Company's operating credit limit to below \$1.025 million by September 3, 2011. The Company is required to further reduce the balance on the operating facility to \$700,000 by September 20, 2011. Management is of the view that RBC will continue to support the Company in these proceedings, subject to continued satisfaction of forbearance terms.
- (ii) closed an additional 8 stores and reduced headcount by a further 72 employees in an effort to reduce overhead costs and improve cash flow. The closure of the additional 8 stores has also resulted in the consolidation of inventory to improve the product mix at the remaining higher performing stores.
- (iii) ensured that all gift cards have been removed from Please Mum locations and deactivated gift cards distributed through other retail channels. Management has advised that amounts outstanding with respect to gift cards are approximately \$750,000.
- (iv) assessed the balance of entitlements owing to employees of the Company at the date of the NOI filing. The balances owing with respect to vacation pay, termination and severance is approximately \$450,000, \$860,000 and \$70,000, respectively.

- (v) continued to engage environment consultants to undertake assessment work at the Property in order to close a sale forthwith. In this regard, milestones with respect to the testing and remediation work continue to be achieved. Management has advised that it anticipates obtaining a certificate of compliance within approximately 90 days which should put it in a position to close the sale currently on foot generating sufficient funds to entirely pay out RBC.
- (vi) obtained a term sheet from a third party financier. Management has advised that the terms were not in the best interests of the Company and as such did not provide sufficient capital to assist in the funding of a Proposal at a cost that was manageable and, therefore, have not pursued this financing opportunity at this time.
- (vii) engaged in discussions with a syndicate of investors potentially interested in funding the ongoing operations of the Company in the long term.

5.3 Generally, the downsizing has proceeded smoothly with a total of 75 store leases disclaimed since the date of the NOI filing. To date, 16 landlords have demanded payment for unpaid rent during the 30-day notice period leading to the effective disclaimer date. The Company, through its legal counsel, has advised those affected landlords that the Company is unable to remit payment with respect to the notice period due to cash flow constraints; however, these claims are contemplated to be reviewed and addressed within the context of a proposal. The Company has advised that amounts owing to affected landlords with respect to the lease disclaimer notice period is approximately \$807,000. The Proposal Trustee understands that the landlords who, through their counsel, have contacted the Company or its counsel will be served with the application by the Company for an extension of the time to file a Proposal.

5.4 As noted in the First Report, Management has obtained multiple inventory appraisals to assess the realizable value of all inventory in a liquidation scenario. The appraisals suggest that RBC would potentially suffer a shortfall from the net realizations in an orderly liquidation scenario. In addition, certain liquidators have advised that they would not provide a net minimum guarantee for the current inventory.

5.5 Management has advised that current employees, landlords, trade creditors and customers continue to generally be supportive.

5.6 Based on appraisals obtained by Management, the liquidation of the Company's assets in a bankruptcy scenario would result in a nil return to unsecured creditors. Therefore, the prospects of a going concern restructuring scenario will likely be more attractive to creditors generally.

6. STAY EXTENSION APPLICATION

6.1 In our view, the Company has acted and continues to act in good faith and with due diligence. In this regard, the Company has continued to take steps to reduce overhead costs by closing a further 8 stores to improve its cash flow position. Furthermore, the Company continues to progress negotiations with potential investors, investigate alternative funding options and undertake remediation work in order to accelerate the sale of the Property.

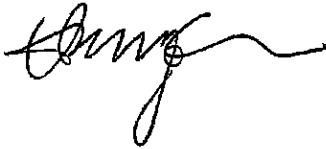
6.2 A viable proposal will be partially dependent on the settlement of the Property transaction and the Company's ability to reach an agreement with financier(s) and/or investors. Accordingly, the Company requires additional time to allow the Property remediation work to be completed and for prospective financiers and/or investors to complete sufficient due diligence to be in a position to consider a transaction with the Company.

6.3 The only creditor that may be impacted by an extension of the stay of proceedings is RBC as the value of its security may be reduced as the Company continues to sell down its inventory in the normal course of its business. However, the Company's cash flow projections indicate that RBC's credit facility will be reduced as the sale of inventory progresses. Management has advised that they are currently negotiating an extension of the forbearance agreement with RBC and that they do not anticipate that RBC will object to a 45-day extension of the NOI proceedings.

All of which is respectfully submitted this 14th day of September, 2011.

DELOITTE & TOUCHE INC.

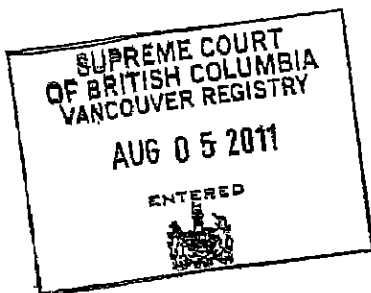
In its capacity as Proposal Trustee of
Please Mum Partnership, Elia Fashions Ltd. and Bossa Nova Fashions Ltd.
and not in its personal capacity.



Per: Huey Lee, MBA, CMA, CIRP
Senior Vice President

APPENDIX A
EXTENSION ORDER DATED AUGUST 5, 2011

Please Mum Partnership, Elia Fashions Ltd. & Bossa Nova Fashions Ltd.
Second Report of the Proposal Trustee



No. VLC-S-B-110732
VANCOUVER REGISTRY
Estate No's 11-253244, 11-253245, and 11-253246

IN THE SUPREME COURT OF BRITISH COLUMBIA

IN BANKRUPTCY AND INSOLVENCY

IN THE MATTER OF THE NOTICE OF INTENTION TO MAKE A PROPOSAL OF

PLEASE MUM PARTNERSHIP
ELIA FASHIONS LTD.
BOSSA NOVA FASHIONS LTD.

ORDER

BEFORE THE HONOURABLE
MR. JUSTICE BURNYEAT

FRIDAY, THE 5th DAY OF
AUGUST 2011

THE APPLICATION of Please Mum Partnership, Elia Fashions Ltd. and Bossa Nova Fashions Ltd. (collectively, "Please Mum"), coming on for hearing on August 5, 2011 and on hearing Cindy Cheuk, counsel for Please Mum, and John F. Grieve, counsel for Royal Bank of Canada, and no one else appearing, although duly served, and upon reading the materials filed herein including the Notice of Application, dated July 29, 2011, the Affidavit #1 of Kathryn Adrian, sworn July 29, 2011 and the First Report of Deloitte & Touche Inc., the Proposal Trustee herein;

THIS COURT ORDERS that:


1. The time for the filing of a Proposal by Please Mum under Part III of the *Bankruptcy and Insolvency Act*, R.S.C. 1985, c. B-3, as amended, be and the same is

b-110732

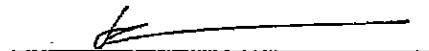
hereby extended pursuant to section 50.4(9) of the BIA for a period of 45 days being until September 20, 2011.

2. Notwithstanding paragraph 1 of this Order, Royal Bank of Canada, upon giving no less than two clear days notice to Please Mum or such lesser amount of notice as this Court may order, shall not be bound by the stay of proceedings pursuant to section 69(1) of the BIA during the period of the extension.

THE FOLLOWING PARTIES APPROVE THE FORM OF THIS ORDER AND CONSENT TO EACH OF THE ORDERS, IF ANY, THAT ARE INDICATED AS BEING BY CONSENT.



BORNHEAT, J.

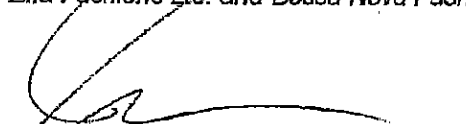
BY THE COURT



DISTRICT REGISTRAR

APPROVED AS TO FORM:


Counsel for Please Mum Partnership,
Elia Fashions Ltd. and Bossa Nova Fashions Ltd.


Counsel for Royal Bank of Canada

APPENDIX B
FIRST REPORT OF THE PROPOSAL TRUSTEE DATED AUGUST 2, 2011



No. B110732
Vancouver Registry

IN THE SUPREME COURT OF BRITISH COLUMBIA

IN THE MATTER OF THE PROPOSAL OF

PLEASE MUM PARTNERSHIP
AND
ELIA FASHIONS LTD.
AND
BOSSA NOVA FASHIONS LTD.
(collectively, "Please Mum" or the "Company")

FIRST REPORT TO THE COURT
SUBMITTED BY DELOITTE & TOUCHE INC.
IN ITS CAPACITY AS PROPOSAL TRUSTEE

August 2, 2011

**PLEASE MUM PARTNERSHIP
FIRST REPORT OF THE PROPOSAL TRUSTEE**

TABLE OF CONTENTS

| | |
|--|----------|
| 1. INTRODUCTION AND BACKGROUND..... | 3 |
| 2. TERMS OF REFERENCE..... | 3 |
| 3. FINANCIAL POSITION AND CAUSES OF FINANCIAL DIFFICULTY..... | 4 |
| 4. CASH FLOW PROJECTIONS AND PRELIMINARY RESULTS..... | 5 |
| 5. PRELIMINARY RESTRUCTURING PLAN..... | 7 |
| 6. STAY EXTENSION APPLICATION..... | 9 |

APPENDICES

- A. Please Mum Partnership Organizational Chart**
- B. Summary of Historical Financial Performance (2005 - 2010)**
- C. Cash Flow Projections dated July 15, 2011 filed with the Office of the Superintendent of Bankruptcy and Actual Cash Flows for the three weeks ended July 23, 2011**

1. INTRODUCTION AND BACKGROUND

- 1.1 Elia Fashions Ltd. and Bossa Nova Fashions Ltd. were formed on April 29, 1986 and January 23, 1989, respectively. Please Mum Partnership was subsequently established on August 5, 2001 as a general partnership between Elia Fashions Ltd. and Bossa Nova Fashions Ltd. (collectively, "Please Mum" or the "Company"). The founder and Chief Executive Officer, Kathryn Adrian, controls Please Mum through a majority ownership of Elia Fashions Ltd. A copy of the Please Mum Partnership organizational chart is attached hereto as Appendix A.
- 1.2 Please Mum is a specialty retailer of high quality children's wear. The Company designs, contracts to manufacture and retails its products under several Please Mum trademark brand names. The Company is headquartered in Vancouver with all products sold exclusively through its corporately owned stores and e-commerce site. Over the preceding 10 years, the Company has grown from approximately 40 stores to over 90 stores, which are located in all Canadian provinces except Quebec.
- 1.3 On July 7, 2011, Please Mum filed a notice of intention to make a proposal ("NOP") pursuant to Section 50.4 of the *Bankruptcy and Insolvency Act* ("BIA") and Deloitte & Touche Inc. was appointed as trustee under the proposal ("Proposal Trustee").

2. TERMS OF REFERENCE

- 2.1 In preparing this report, the Proposal Trustee has relied upon financial information of the Company, and discussions with Company management ("Management") and its financial and legal advisors.
- 2.2 The financial information of the Company has not been audited, reviewed or otherwise verified by the Proposal Trustee as to its accuracy or completeness, nor has it necessarily been prepared in accordance with generally accepted accounting principles and the reader is cautioned that this report may not disclose all significant matters about the Company. Additionally, none of our procedures were intended to disclose defalcations or other irregularities. Were we to perform additional procedures or to undertake an audit examination of the financial statements in accordance with generally accepted auditing standards, additional matters may have come to our attention. Accordingly, the Proposal Trustee does not express an opinion or provide any other

form of assurance on the financial or other information presented herein. The Proposal Trustee may refine or alter its observations as further information is obtained or brought to its attention after the date of this report.

2.3 The financial projections attached to this report were prepared by Management (except where noted). Although we have reviewed the assumptions underlying the projections for reasonableness, financial projections, by their nature, are dependent upon future events, which are not susceptible to verification. Actual results will vary from the information presented and the variations may be material. We have not prepared a compilation as contemplated by Section 4250 of the Canadian Institute of Chartered Accountants Handbook.

2.4 The Proposal Trustee assumes no responsibility or liability for any loss or damage occasioned by any party as a result of the circulation, publication, reproduction or use of this report. Any use which any party makes of this report, or any reliance or decisions to be made based on this report, is the sole responsibility of such party.

2.5 All dollar amounts identified in this report are expressed in Canadian dollars, unless otherwise specified.

3. FINANCIAL POSITION AND CAUSES OF FINANCIAL DIFFICULTY

3.1 The Company's average annual revenues from fiscal 2005 through fiscal 2010 were approximately \$57 million per annum and average earnings before interest, taxes, depreciation and amortization ("EBITDA") over the same period were approximately \$3 million per annum. The Company's EBITDA deteriorated significantly in fiscal 2010, at a time when store numbers were at a peak. A summary of the historical financial performance of the Company from fiscal 2005 to fiscal 2010 is attached hereto as Appendix B.

3.2 Management attributes the financial difficulty of the business to aggressive store expansion that coincided with the global recession, poor inventory management and turnover of key executive personnel.

3.3 The expansion of the Company's store numbers was primarily funded through working capital and credit facilities provided by Royal Bank of Canada ("RBC"). Management has advised that the Company endeavoured to refinance the RBC debt and source further capital injections through a marketing and sales process over the past 12 months, without success. The Company's funding position was further impacted by the delay in the settlement of a sale contract in respect to the sale of the Company's head office location situated at 333 Woodland Drive, Vancouver (the "Property") due to potential environmental concerns. Part of the proceeds from the sale of the Property, which is owned by a related entity, was contemplated to repay the RBC debt. The Company is currently undertaking remediation work on the Property to satisfy the terms of the sale contract, which Management anticipates will be completed by November 2011.

3.4 An analysis of store operations and results undertaken by Management indicates that approximately 50% of stores were unprofitable with sales per square foot being the primary determinate of store profitability. The analysis has resulted in Management identifying a business model to include 21 of the highest performing stores, which accounted for approximately \$17 million in sales and \$2.7 million in store-level EBITDA for fiscal 2011.

3.5 The analysis undertaken by Management also indicates that the Company has historically carried excess inventory, which has committed significant capital to fund purchases and carrying costs. The analysis has resulted in Management taking steps to consolidate inventory in an effort to achieve an optimum product mix at each of the remaining store locations.

3.6 Management has advised that due to continued losses and in order to allow time for the Company to restructure its operations and affairs, it was resolved that a NOI be filed on July 7, 2011.

4. CASH FLOW PROJECTIONS AND PRELIMINARY RESULTS

4.1 Cash flow projections prepared by the Company for a 13-week period to October 1, 2011 were filed with the Office of the Superintendent of Bankruptcy ("OSB") and this Honourable Court on July 15, 2011. A copy of the cash flow projections filed with the OSB along with actual cash flows for the three weeks ended July 23, 2011 are attached hereto as Appendix C.

4.2 The cash flow projections were prepared on the assumption that, (i) store numbers would be reduced from approximately 90 stores to 21 stores plus an e-commerce site; (ii) consolidation of inventory including an orderly liquidation of excess inventory; and (iii) the ongoing support of RBC based on credit availability at the time of the NOI filing.

4.3 The Proposal Trustee has reviewed the actual cash flow results for the three week period ended July 23, 2011 and notes the following observations:

- (i) Sales receipts were approximately \$70,000 higher than projected. Sales have been consistent with the Company's summer sales strategy of offering significant discounts; however, ensuring product lines that have historically turned over quickly are not marked down as aggressively compared with slower moving product lines.
- (ii) Inventory balances have decreased by approximately 18% from \$7.35 million to \$6.02 million during the period. No inventory purchases were contemplated during the cash flow projection period. Management has advised that approximately \$200,000 of high margin inventory, which was paid for prior to the date of the NOI filing, is awaiting customs clearance. Management is currently assessing the commercial benefit of settling with the customs broker in order for this inventory to be released.
- (iii) Payroll disbursements were approximately \$8,500 higher than projected due to a portion of the payroll period overlapping the NOI filing date.
- (iv) Freight disbursements were approximately \$6,000 higher than projected as the Company was required to pay Canada Post in advance to continue delivery services post-filing.
- (v) Overall, disbursements for the period are comparable to those projected.
- (vi) Based on these preliminary actual results, the cash flow projections appear to be consistent with Management's assumptions.

4.4 The Company's sales are projected to increase during August and September due to an increased turnover of 'Back to School' inventory, outerwear and holiday inventory. Management has advised that this is consistent with the Company's historical sales trends. The period July to December was also confirmed as a 'high selling period' in an independent inventory appraisal obtained by the Company.

4.5 Sales and operating costs disclosed in the cash flow projections to October 1, 2011 are based on a 21 store model; however, Management continues to analyze the profitability of each store with further closures to be undertaken, if necessary, to optimize the financial position of the business.

5. PRELIMINARY RESTRUCTURING PLAN

5.1 The ability of the company to file a viable proposal will be largely dependent on the following:

- (i) Continued support from RBC during the NOI period;
- (ii) Achieving sales projections to generate cash for further debt reduction;
- (iii) Completion of the Property sale contract; and
- (iv) Securing capital to improve the liquidity position of the Company.

5.2 The Company has taken the following steps to date in respect to its restructuring plan:

- (i) Disclaimed 72 store leases and redistributed inventory amongst the remaining 21 stores. In addition, inventory has been consolidated to achieve an optimum product mix in terms of ratio of tops to bottoms, colour, size and number of units per store.
- (ii) Adopted an orderly liquidation sales strategy in an effort to realize on excess inventory levels.

- (iii) Reduced employees head count from approximately 869 to 240 over the retail stores, warehouse and head office locations. The majority of terminated employees have been paid their outstanding wages up to the date of filing.
- (iv) Engaged independent environmental contractors to begin testing and remediation work at the Property to progress the sale contract.
- (v) Prior to the NOI filing, the Company held discussions with a number of parties to attract investment through a sales and marketing process. Management has advised that they were unable to finalize a sale of the business as the due diligence undertaken by potential investors suggested that the 90 store model was not sustainable. The Company also approached multiple financial institutions; however, due to onerous terms sought by the financiers, the Company did not proceed with a refinance of its debt.
- (vi) To date, the Company has held discussions with private investors, financiers and liquidators to consider debtor in possession finance ("DIP"). These discussions are at a preliminary stage.

5.3 Management has obtained multiple inventory appraisals to assess the realizable value of all inventory in a liquidation scenario. The appraisals suggest that RBC would potentially suffer a shortfall from the net realizations in an orderly liquidation scenario. In addition, certain liquidators have advised that they would not provide a net minimum guarantee for the current inventory.

5.4 A summary of the Customer's creditor profile as at July 7, 2011 is provided below.

| Creditor Type | Estimated number of Creditors | Estimated balance owing at July 7, 2011 (\$000s) |
|-----------------------------|-------------------------------|--|
| Secured creditors | 5 | 2,650 |
| Landlords (unsecured) | 57 | 703 |
| Trade Creditors (unsecured) | 287 | 6,652 |
| Total | 349 | 10,005 |

The creditor balances have been extracted from the records of the Company and may be subject to adjustments once reconciled with creditor claims. Furthermore, there are a number of customers who purchased gift cards prior to the NOI filing. The Company has taken the position that these gift cards are an unsecured claim and will be dealt with in the context of a proposal along with landlord claims and other unsecured claims of the estate.

5.5 Management has advised that employees, landlords, trade creditors and customers have generally been supportive since the NOI filing.

5.6 Based on appraisals obtained by Management, the liquidation of the Company's assets in a bankruptcy scenario would result in a nil return to unsecured creditors. Therefore, the prospects of a going concern restructuring scenario will likely be more attractive to creditors generally.

6. STAY EXTENSION APPLICATION

6.1 In our view, the Company has acted and continues to act in good faith and with due diligence. In this regard, the Company immediately took steps following the NOI filing to improve cash flow by closing 72 unprofitable stores, terminating 629 employees and consolidating and liquidating excess inventory. Furthermore, the Company is progressing negotiations with private investors, investigating alternative funding options and undertaking remediation work in order to accelerate the settlement of the Property transaction.

6.2 A viable proposal will be partially dependent on the settlement of the Property transaction and the Company's ability to reach an agreement with a financier and/or investors. Accordingly, the Company will require additional time to allow the Property remediation work to be undertaken and for prospective financiers and/or investors to complete sufficient due diligence to be in a position to consider a transaction with the Company.

6.3 The only creditor that may be impacted by an extension of the stay of proceedings is RBC as the value of its security may be reduced as the Company continues to sell down its inventory in the normal course of its business. However, the Company's cash flow projections indicate that RBC's credit facility will be reduced over the 13-week period as the sale of inventory progresses. Management has advised that RBC does not object to a 45-day extension of the NOI proceedings.

All of which is respectfully submitted this 2nd day of August 2011.

DELOITTE & TOUCHE INC.

In its capacity as Proposal Trustee of

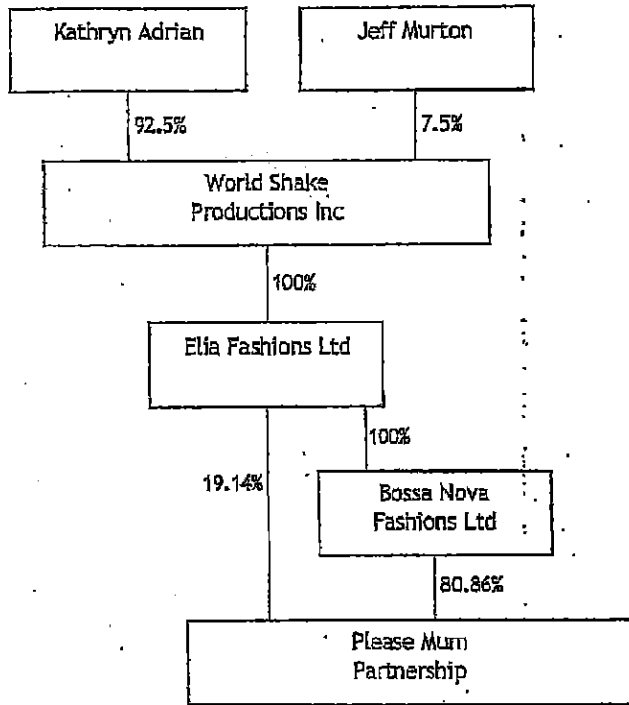
Please Mum Partnership, Elia Fashions Ltd. and Bossa Nova Fashions Ltd.
and not in its personal capacity.



Per: Huey Lee, MBA, CMA, CFP
Senior Vice President

APPENDIX A
PLEASE MUM PARTNERSHIP ORGANIZATIONAL CHART

PLEASE MUM PARTNERSHIP
ORGANIZATIONAL CHART



APPENDIX B
SUMMARY OF HISTORICAL FINANCIAL PERFORMANCE 2005 - 2010

Eda Fashions Ltd.
 Consolidated Statement of Income
 Fiscal Year for 52 weeks ended:

| | | 2-Apr-05 (actual) | 1-Apr-06 (actual) | 31-Mar-07 (actual) | 29-Mar-08 (actual) | 28-Mar-09 (actual) | 27-Mar-10 (actual) |
|---|---|----------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Revenue | | | | | | | |
| | Product Sales | \$ 56,386,444 | \$ 60,974,634 | \$ 60,245,048 | \$ 56,344,164 | \$ 54,376,905 | \$ 54,911,802 |
| | Other | 101,019 | 102,783 | 339,053 | 352,324 | 220,231 | 52,980 |
| Revenues | | 56,487,463 | 61,077,417 | 60,584,101 | 56,696,488 | 54,597,136 | 54,964,782 |
| Cost of sales | | 27,970,724 | 27,458,022 | 28,241,546 | 22,894,342 | 24,267,997 | 24,760,305 |
| Gross Profit | | 28,516,739 | 33,619,395 | 32,342,555 | 33,802,146 | 30,329,139 | 30,204,473 |
| Gross Margin % | | 50.6% | 55.1% | 53.7% | 60.0% | 55.8% | 55.0% |
| Expenses: | | | | | | | |
| | Selling expenses | 18,551,372 | 20,941,352 | 23,542,748 | 21,785,916 | 22,565,880 | 25,158,815 |
| | General and administration | 6,713,609 | 6,182,191 | 9,090,383 | 7,360,476 | 5,014,839 | 6,836,394 |
| | Amortization | 1,194,784 | 1,632,928 | 2,065,432 | 2,336,452 | 2,367,198 | 2,506,589 |
| | Interest expense | 157,084 | 167,821 | 187,033 | 289,019 | 129,582 | 138,481 |
| | | 25,616,849 | 28,924,292 | 34,885,596 | 31,771,863 | 30,077,499 | 34,640,279 |
| Earnings before the undernoted | | 1,899,890 | 4,695,104 | (2,543,040) | 2,030,283 | 251,640 | (4,435,805) |
| Other expenses (income) | | | | | | | |
| | Asset impairment loss (Gain) | - | - | - | - | - | 359,391 |
| | Unrealized foreign exchange loss (gain) | - | - | - | - | (601,369) | 278,804 |
| | Loss on disposal of property, plant & equip | (14,565) | (2,000) | (230,676) | 9,155 | - | - |
| | | (14,565) | (2,000) | (230,676) | 9,155 | (601,369) | 638,195 |
| Earnings before income taxes | | 1,914,455 | 4,697,104 | (2,312,364) | 2,021,128 | 833,029 | (5,074,000) |
| Income taxes: | | | | | | | |
| | Current (recovery) | 805,946 | 640,045 | 202,633 | - | (15,828) | - |
| | Future: | | | | | | |
| | Short Term | 280,224 | 948,366 | (801,827) | (15,408) | 823,874 | (938,166) |
| | Long Term | (117,468) | 98,291 | 54,918 | 165,408 | (589,138) | (676,352) |
| | | 668,702 | 1,686,702 | (544,276) | 150,003 | 218,888 | (1,614,518) |
| Net earnings from continuing operations | | 1,245,753 | 3,010,402 | (1,768,088) | 1,871,125 | 614,142 | (3,459,482) |
| Loss from discontinued operations, net of taxes | | (893,749) | (1,135,599) | (360,237) | - | - | - |
| Net earnings | | 352,004 | 1,874,803 | (2,128,325) | 1,871,125 | 614,142 | (3,459,482) |
| Retained earnings, beginning of period | | 4,296,388 | 4,648,392 | 6,523,195 | 4,394,869 | 6,327,889 | 6,962,031 |
| Retained Earnings, end of Period | | \$ 4,648,392 | \$ 6,523,195 | \$ 4,394,869 | \$ 6,265,995 | \$ 6,962,031 | \$ 3,502,548 |

| | | 2-Apr-05 (actual) | 1-Apr-06 (actual) | 31-Mar-07 (actual) | 29-Mar-08 (actual) | 28-Mar-09 (actual) | 27-Mar-10 (actual) |
|--------------|---|----------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Net earnings | | 352,004 | 1,874,803 | (2,128,325) | 1,871,125 | 614,142 | (3,459,482) |
| Adjustments | | | | | | | |
| | Amortization | 1,194,784 | 1,632,928 | 2,065,432 | 2,336,452 | 2,367,198 | 2,506,589 |
| | Interest expense | 157,084 | 167,821 | 187,033 | 289,019 | 129,582 | 138,481 |
| | Income tax expense | 668,702 | 1,686,702 | (544,276) | 150,003 | 218,888 | (1,614,518) |
| | Disposal of P, P & E | (14,565) | (2,000) | (230,676) | 9,155 | - | - |
| | Asset impairment loss | - | - | - | - | - | 359,391 |
| | Management fee | 1,420,000 | 800,800 | 1,825,000 | 400,000 | 400,000 | 500,000 |
| | Loss from discontinued operations, net of taxes | 893,749 | 1,135,599 | 360,237 | - | - | - |
| EBITDA | | \$ 4,671,758 | \$ 6,995,853 | \$ 1,534,425 | \$ 5,055,754 | \$ 3,749,809 | \$ (1,569,540) |

Elita Fashions Ltd.
Consolidated Balance Sheet
in CAD\$

2-Apr-05 1-Apr-06 31-Mar-07 29-Mar-08 28-Mar-09 27-Mar-10
(actual) (actual) (actual) (actual) (actual) (actual)

ASSETS

Current assets:

| | | | | | | |
|---|---------------|---------------|---------------|---------------|---------------|---------------|
| Cash | \$ 321,990 | \$ 623,391 | \$ 417,395 | \$ 433,630 | \$ 489,783 | \$ 373,463 |
| Restricted cash | 113,220 | 83,857 | 100,877 | 26,633 | - | - |
| Investment in Forward Contracts | - | - | - | - | 601,389 | - |
| Accounts receivable | 210,944 | 208,117 | 105,871 | 98,935 | 107,480 | 279,212 |
| Inventories | 8,447,615 | 6,771,925 | 6,419,047 | 7,391,841 | 8,311,860 | 8,782,206 |
| Income Tax Receivable | - | - | - | 718 | 2,557 | - |
| Due from shareholder | 462,500 | 2,515,195 | - | - | - | - |
| Prepaid expenses and deposits | 424,906 | 402,348 | 543,405 | 644,860 | 890,600 | 790,916 |
| Current assets of discontinued operations | 1,338,694 | 962,639 | 308,101 | - | - | - |
| | 11,319,869 | 11,559,482 | 7,894,698 | 8,596,617 | 10,403,669 | 10,225,797 |
| Property, plant & equipment | 4,360,103 | 5,303,745 | 8,109,249 | 8,523,465 | 8,527,133 | 7,673,369 |
| Future income taxes | 125,682 | 27,391 | - | - | 396,223 | 1,072,575 |
| Partnership organization costs | - | 1,283 | 0 | 0 | 0 | 0 |
| Trademark | 22,706 | 37,375 | 54,903 | 65,301 | 723,691 | 688,847 |
| Promissory Note | - | - | 2,828,400 | 2,828,400 | 828,400 | 828,400 |
| Due from (to) related companies | 1,001,908 | - | - | - | - | - |
| | 5,510,399 | 5,369,794 | 10,991,952 | 11,417,166 | 10,475,447 | 10,263,191 |
| | \$ 16,830,268 | \$ 16,929,276 | \$ 18,886,650 | \$ 20,013,783 | \$ 20,879,116 | \$ 20,488,988 |

LIABILITIES AND SHAREHOLDERS' EQUITY

Current liabilities:

| | | | | | | |
|--|---------------|---------------|---------------|---------------|---------------|---------------|
| Bank indebtedness | 1,841,637 | 120,000 | 2,710,000 | 1,780,000 | 520,000 | 1,690,000 |
| Accounts payable and accrued liabilities | 6,007,592 | 5,703,801 | 5,739,353 | 4,437,071 | 6,303,068 | 7,018,910 |
| Income taxes payable | 13,428 | 1,759 | 6,227 | - | - | - |
| Current portion of obligations under capital lease | 451,098 | 534,520 | 310,145 | 298,964 | 246,856 | 218,439 |
| Term Loans | 411,580 | 88,903 | 237,833 | 6,582 | 857 | - |
| Unrealized Gain on Foreign Exchange Contracts | - | - | - | - | - | 276,804 |
| Deferred revenue | 30,639 | 40,877 | 1,417,783 | 1,305,465 | 387,318 | 452,791 |
| Future Income Taxes | 2,069,002 | 3,017,368 | 2,215,540 | 2,200,135 | 3,024,010 | 2,085,842 |
| | 10,824,976 | 9,507,238 | 12,636,852 | 10,028,217 | 10,482,124 | 11,744,786 |
| Term Loans | - | - | - | 5,132 | - | - |
| Deferred Revenue | - | - | - | - | 1,197,334 | 1,246,887 |
| Obligations under capital lease | 320,348 | 190,295 | 208,994 | 346,380 | 233,329 | 15,840 |
| Long Term Debt | 29,042 | 245,799 | 10,907 | - | - | 2,300,000 |
| Long Term Future Income Taxes | - | - | 27,526 | 192,935 | - | - |
| Due to shareholders | 544,750 | - | 1,607,211 | 3,174,864 | 2,004,040 | 1,678,667 |
| | 894,140 | 436,093 | 1,854,638 | 3,719,311 | 3,434,703 | 5,241,394 |
| Shareholders' Equity: | | | | | | |
| Share capital | 462,760 | 462,760 | 260 | 260 | 260 | 260 |
| Retained earnings | 4,648,392 | 6,523,195 | 4,394,870 | 6,265,995 | 6,962,029 | 3,502,548 |
| Partners' Capital | | | | | | |
| Elita Fashions Ltd. | - | - | - | - | - | - |
| Bossa Nova Fashions Ltd. | - | - | - | - | - | - |
| | 5,111,152 | 6,985,954 | 4,395,130 | 6,266,255 | 6,962,289 | 3,502,808 |
| | \$ 16,830,268 | \$ 16,929,276 | \$ 18,886,650 | \$ 20,013,783 | \$ 20,879,116 | \$ 20,488,988 |

APPENDIX C
CASH FLOW PROJECTIONS DATED JULY 15, 2011 AND
ACTUAL CASH FLOWS FOR THE THREE WEEKS ENDED JULY 23, 2011

Please Mum
13-Week Cash Flow

13-Week Summary

| Week Ending | 15-Jul | 22-Jul | 29-Jul | 5-Aug | 12-Aug | 19-Aug | 26-Aug | 2-Sep | 3-Sep | 10-Sep | 17-Sep | 24-Sep | 1-Oct | Total |
|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Receipts | | | | | | | | | | | | | | |
| Retail/Web Sales | 698,882 | 381,821 | 260,000 | 290,000 | 900,000 | 959,000 | 416,000 | 524,000 | 624,000 | 443,000 | 842,000 | 295,000 | 299,000 | 4,500,712 |
| GST Received | 31,846 | 19,000 | 19,000 | 19,000 | 19,250 | 17,950 | 24,750 | 30,400 | 30,400 | 27,150 | 17,100 | 14,750 | 10,450 | 232,066 |
| Other | | | | | | | | | | | | | | 0 |
| Total Receipts | 730,728 | 400,821 | 279,000 | 309,000 | 919,250 | 976,950 | 440,750 | 554,400 | 654,400 | 470,150 | 859,100 | 310,750 | 309,450 | 4,732,778 |
| Disbursements | | | | | | | | | | | | | | |
| Payroll & Taxes | 285,693 | 303,631 | 148,520 | 174,888 | 110,150 | 58,450 | 103,800 | 48,800 | 187,488 | 110,680 | 64,480 | 110,860 | 64,480 | 1,873,668 |
| Freight | 15,000 | 15,000 | 15,000 | 10,000 | 10,000 | 223,223 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 400,000 |
| Store Rent | 281,388 | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 1,460,000 |
| Head Office Rent | 57,593 | 25,163 | 69,000 | 18,000 | 25,000 | 18,000 | 18,000 | 59,000 | 59,000 | 28,000 | 28,000 | 18,000 | 28,000 | 351,657 |
| Office Purchases | 153,442 | 16,578 | 10,808 | 10,808 | 85,000 | 10,000 | 12,308 | 50,000 | 50,000 | 9,000 | 10,000 | 1,005 | 50,000 | 78,951 |
| Trade Payables | | | | | | | | | | | | | | 0 |
| Other | | | | | | | | | | | | | | 0 |
| Total Disbursements | 793,016 | 400,372 | 248,328 | 267,696 | 210,150 | 213,651 | 230,108 | 167,800 | 252,488 | 157,680 | 158,480 | 175,865 | 147,480 | 3,351,176 |
| Operating Cash Flow | 232,404 | 60,560 | 68,400 | 69,309 | 66,070 | 4,257 | 289,065 | 37,278 | 313,290 | 136,470 | 174,068 | 71,970 | 1,261,970 | 1,261,970 |
| One-Time Costs | | | | | | | | | | | | | | |
| Legal/Trustee Fees | | | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 800,000 |
| Professional Fees | | | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 400,000 |
| Woodland - Environ. | | | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 50,000 |
| Total One-Time | | | 125,000 | 125,000 | 125,000 | 125,000 | 125,000 | 125,000 | 125,000 | 125,000 | 125,000 | 125,000 | 125,000 | 1,250,000 |
| Net Cash Flow | 232,404 | 60,560 | 68,400 | 69,309 | 66,070 | 4,257 | 289,065 | 37,278 | 313,290 | 136,470 | 174,068 | 71,970 | 1,261,970 | 1,261,970 |
| Ending Line Bal. | (1,851,892) | (1,851,892) | (1,851,892) | (1,851,892) | (1,851,892) | (1,851,892) | (1,851,892) | (1,851,892) | (1,851,892) | (1,851,892) | (1,851,892) | (1,851,892) | (1,851,892) | (1,851,892) |

Please Mum Partnership, Ellis Fashion Co. & Bruce News Fashions Ltd. per California Auditors

Deloitte & Touche Inc. Chartered Accountants

Please Mum
Cash Flow Assumptions

Web and Retail Store

- Sales are based on 21 stores and web store
- Plan is based on current inventory levels and mix; Includes trending from Summer to Back to School periods
- Reduction of stores where sales targets are not being met

Headcount

- Minimal head office headcount to maintain baseline operations
- Reduced core Head office staff to 9; Warehouse supervision to 2; Web operations to 3
- Retail support to 4; Field directors will move to stores and will not exceed displaced managers salary costs.

Operating Expenses

- Payment of all post-filing operating expenses including lease costs, freight, phone, internet, etc.

Priority Payments

- Payment of all priority payments including source, GST and payroll

Other

- \$85K of environmental expenses to obtain risk assessment with deferral of remaining \$165K
- RBC's ongoing support substantially based on present credit availability
- NOI filing date was July 7, 2011; Cashflow for week ended July 9th reflects some pre-filing receipts and disbursements

APPENDIX C
CASH FLOW PROJECTIONS DATED JULY 15, 2011 FILED WITH THE OFFICE OF
THE SUPERINTENDENT OF BANKRUPTCY AND ACTUAL CASH FLOW RESULTS
FOR THE NINE-WEEK PERIOD ENDED SEPTEMBER 3, 2011

Please Print
Actual Cash Flow
to September 3, 2011

| Week Ending | 1 9-Jul | | | 2 16-Jul | | | 3 23-Jul | | | 4 30-Jul | | | 5 6-Aug | | |
|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Actual | Variance | Filed | Actual | Variance | Filed | Actual | Variance | Filed | Actual | Variance | Filed | Actual | Variance | Filed |
| Receipts | 696,892 | 0 | 331,821 | 325,749 | 260,000 | 260,000 | 193,208 | 260,000 | 260,000 | 368,103 | 260,000 | 260,000 | 108,103 | 108,103 | 260,000 |
| Retail/Web Sales | 31,845 | 0 | 16,591 | 16,267 | 13,000 | 13,000 | 9,660 | 13,000 | 13,000 | 18,405 | 13,000 | 13,000 | 5,405 | 5,405 | 13,000 |
| GST Received | 668,746 | 0 | 348,412 | 348,412 | 348,412 | 348,412 | 348,412 | 348,412 | 348,412 | 348,412 | 348,412 | 348,412 | 348,412 | 348,412 | 348,412 |
| Other | 266,693 | 0 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 18,000 | 10,000 | 10,000 | 8,000 | 8,000 | 10,000 |
| Total Receipts | 668,746 | 0 | 348,412 | 348,412 | 348,412 | 348,412 | 348,412 | 348,412 | 348,412 | 366,808 | 273,000 | 273,000 | 113,808 | 113,808 | 273,000 |
| Disbursements | 266,693 | 0 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 202,591 | 174,886 | 174,886 | 105,732 | 105,732 | 174,886 |
| Payroll & Taxes | 15,000 | 0 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 18,000 | 10,000 | 10,000 | 8,000 | 8,000 | 10,000 |
| GST | 251,398 | 0 | 48,068 | 48,068 | 48,068 | 48,068 | 48,068 | 48,068 | 48,068 | 239,454 | 121,220 | 121,220 | 117,234 | 117,234 | 121,220 |
| Freight | 57,603 | 0 | 28,483 | 28,483 | 28,483 | 28,483 | 28,483 | 28,483 | 28,483 | 6,608 | 23,000 | 23,000 | 16,192 | 16,192 | 23,000 |
| Store Rent | 153,442 | 0 | 9,977 | 9,977 | 9,977 | 9,977 | 9,977 | 9,977 | 9,977 | 60,784 | 56,000 | 56,000 | 2,784 | 2,784 | 56,000 |
| Head Office Rent | 436,282 | 0 | 243,352 | 243,352 | 243,352 | 243,352 | 243,352 | 243,352 | 243,352 | 524,817 | 369,079 | 369,079 | 215,634 | 215,634 | 369,079 |
| Other | 232,484 | 0 | 108,407 | 108,407 | 108,407 | 108,407 | 108,407 | 108,407 | 108,407 | 138,110 | 69,309 | 69,309 | 102,030 | 102,030 | 69,309 |
| Total Disbursements | 266,693 | 0 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 202,464 | 59,309 | 59,309 | 26,721 | 26,721 | 59,309 |
| Operating Cash Flow | 402,053 | 0 | 193,412 | 193,412 | 193,412 | 193,412 | 193,412 | 193,412 | 193,412 | 164,344 | 208,886 | 208,886 | 87,078 | 87,078 | 208,886 |
| One-Time Costs | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Legal/Trustee Fees | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Professional Fees | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Woodland - Environ. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total One-Time | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Reg. Line Bal. | (1,824,376) | (1,824,376) | (1,591,892) | (1,485,485) | (1,485,485) | (1,485,485) | (1,485,485) | (1,485,485) | (1,485,485) | (1,292,633) | (1,292,633) | (1,292,633) | (1,089,693) | (1,089,693) | (1,089,693) |
| Net Cash Flow | 232,484 | 0 | 108,407 | 108,407 | 108,407 | 108,407 | 108,407 | 108,407 | 108,407 | 164,344 | 208,886 | 208,886 | 87,078 | 87,078 | 208,886 |
| Ending Line Bal. | (1,591,892) | (1,591,892) | (1,485,485) | (1,485,485) | (1,485,485) | (1,485,485) | (1,485,485) | (1,485,485) | (1,485,485) | (1,292,633) | (1,292,633) | (1,292,633) | (1,089,693) | (1,089,693) | (1,089,693) |

1,652,000

LOC MAXIMUM

Please Mum
Actual Cash Flow
to September 3, 2011

| Week Ending | 7 | | | 8 | | | 9 | | | Total | |
|---------------------|-------------|-------------|-----------|-------------|-------------|-----------|-----------|-------------|-----------|-------------|-------------|
| | Actual | Filed | Variance | Actual | Filed | Variance | Actual | Filed | Variance | | |
| Receipts | 279,799 | 305,000 | (25,201) | 337,257 | 359,000 | (21,743) | 336,766 | 524,000 | (187,214) | 3,351,712 | (161,405) |
| Retail/Web Sales | 13,990 | 15,250 | (1,260) | 16,971 | 17,950 | (1,079) | 16,939 | 28,200 | (9,361) | 159,515 | (8,070) |
| GST Received | | | | | | | | | | 0 | 0 |
| Other | 293,789 | 320,250 | (26,461) | 357,120 | 376,950 | (22,830) | 353,823 | 550,200 | (196,375) | 3,516,288 | (169,478) |
| Total Receipts | 100,268 | 110,160 | (9,892) | 79,562 | 68,480 | 11,082 | 48,886 | 49,600 | 714 | 1,322,886 | 8,474 |
| Disbursements | 4,000 | 10,000 | 6,000 | 7,000 | 223,223 | 216,223 | 25,000 | 197,436 | 197,436 | 420,659 | (516,611) |
| Payroll & Taxes | | | | | | | | | | 122,201 | 17,201 |
| GST | | | | | | | | | | 639,147 | 736,278 |
| Freight | | | | | | | | | | 92,000 | (97,331) |
| Store Rent | | | | | | | | | | 11,644 | 11,644 |
| Head Office Rent | | | | | | | | | | 289,087 | (134,074) |
| Offshore Purchases | | | | | | | | | | 6,760 | 14 |
| Trade Payables | | | | | | | | | | | |
| Other | 1,080 | 23,000 | 21,920 | 40,002 | 18,000 | 22,002 | 1,600 | 38,000 | 36,400 | | |
| Total Disbursements | 161,855 | 55,876 | 105,985 | 188,596 | 1,267 | 187,329 | 73,763 | (37,276) | 111,029 | 1,107,443 | 540,883 |
| Operating Cash Flow | 41,511 | 60,000 | 18,489 | 30,196 | 32,000 | 1,804 | 28,874 | 28,874 | 28,874 | 97,105 | (62,865) |
| One-Time Costs | | | | | | | | | | 30,185 | (48,805) |
| Legal/Trustee Fees | | | | | | | | | | 8,429 | (28,671) |
| Professional Fees | | | | | | | | | | | |
| Woodland - Environ. | | | | | | | | | | | |
| Total One-Time | 7,206 | 60,000 | 52,794 | 5,517 | 32,000 | 26,483 | 28,874 | 0 | 28,874 | 135,729 | (181,271) |
| Reg. Line Bal. | (1,457,463) | (1,575,742) | (118,279) | (1,367,315) | (1,579,872) | (212,557) | (897,542) | (1,517,541) | 619,998 | (1,824,376) | (1,551,892) |
| Net Cash Flow | 90,149 | (4,130) | 94,279 | 181,079 | (30,733) | 211,112 | 44,860 | (37,276) | 82,155 | 971,774 | 289,680 |
| Ending Line Bal. | (1,367,316) | (1,679,872) | (312,556) | (1,186,235) | (1,170,606) | (24,371) | (852,663) | (1,554,818) | 702,164 | (662,663) | (1,554,816) |

LOC MAXIMUM 1,552,000

1,150,000

APPENDIX D
UPDATED CASH FLOW PROJECTION
FOR THE PERIOD SEPTEMBER 10 TO NOVEMBER 26, 2011

Cash Flow Forecast
to November 26, 2011

| Week Ending | 10-Sep | 11-17-Sep | 13-1-Oct | 15-22-Oct | 17-24-Oct | 19-26-Oct | 21-28-Oct | 23-Nov | 25-Nov | 26-Nov | Total |
|----------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Receipts | | | | | | | | | | | |
| Retail/Web Sales | 248,919 | 216,190 | 219,048 | 218,238 | 231,429 | 228,571 | 210,571 | 198,095 | 206,667 | 215,238 | 2,632,824 |
| GST Received | 12,446 | 10,810 | 10,952 | 10,762 | 11,571 | 11,429 | 10,529 | 9,905 | 10,333 | 10,762 | 131,641 |
| Other | | | | | | | | | | | 0 |
| Total Receipts | 261,365 | 227,000 | 230,000 | 229,000 | 243,000 | 240,000 | 221,100 | 208,000 | 217,000 | 226,000 | 2,764,465 |
| Disbursements | | | | | | | | | | | |
| Payroll & Taxes | 80,816 | 61,193 | 71,754 | 71,110 | 61,100 | 71,110 | 71,110 | 61,100 | 70,110 | 61,100 | 802,583 |
| GST | 13,000 | 13,000 | 10,000 | 12,000 | 12,000 | 12,000 | 12,000 | 12,000 | 12,000 | 12,000 | 100,000 |
| Freight | | | | | | | 149,295 | | | | 142,000 |
| Store Rent | | | | | | 46,000 | | | 48,000 | | 298,590 |
| Head Office Rent | | | | | | | | | | | 138,000 |
| Offshore Purchases | 5,186 | | 71,000 | 20,000 | | | 8,000 | 10,000 | 13,000 | 16,000 | 96,186 |
| Trade Payables | 8,152 | 15,000 | | 6,500 | 29,000 | 10,000 | 28,000 | 1,805 | 5,000 | 3,000 | 146,852 |
| Other | 10,535 | 13,500 | | | 8,000 | 10,000 | 2,000 | 1,805 | 5,000 | 3,000 | 109,840 |
| Total Disbursements | 117,590 | 148,693 | 152,754 | 149,710 | 110,100 | 149,710 | 268,405 | 84,905 | 146,110 | 142,100 | 1,833,852 |
| Operating Cash Flow | 143,875 | 78,307 | 77,246 | 66,390 | 132,900 | 90,890 | (47,305) | 123,095 | 70,890 | 83,900 | 930,613 |
| One-Time Costs | | | | | | | | | | | |
| Legal/Trustee Fees | | 16,547 | | 25,000 | 25,000 | 25,000 | 20,000 | 20,000 | 20,000 | 20,000 | 135,547 |
| Professional Fees | 22,011 | | | 25,000 | 20,000 | 25,000 | 25,000 | 50,000 | | | 87,011 |
| Woodland - Environ. | 40,766 | | | 48,000 | 48,000 | | | | | | 138,766 |
| Total One-Time | 62,777 | 16,547 | 0 | 78,000 | 93,000 | 70,000 | 45,000 | 70,000 | 0 | 45,000 | 386,324 |
| Beg. Line Bal. | (852,863) | (771,764) | (712,005) | (677,034) | (635,844) | (597,744) | (403,954) | (471,259) | (418,164) | (347,274) | (852,863) |
| Net Cash Flow | 80,898 | 59,760 | 77,246 | 41,390 | 37,900 | 85,890 | (87,305) | 53,095 | 70,890 | 38,900 | 644,289 |
| Ending Line Bal. | (771,764) | (712,005) | (634,759) | (635,844) | (597,744) | (511,854) | (418,164) | (365,069) | (294,179) | (255,279) | (308,374) |
| LOC MAXIMUM | 1,025,000 | 850,000 | 700,000 | 675,000 | 640,000 | 600,000 | 500,000 | 475,000 | 425,000 | 400,000 | |

Please Mum

Cash Flow Assumptions

Web and Retail Store

- Sales are based on 13 stores and web store
- Plan is based on current inventory levels and mix as well as the addition on new inventory to be purchased in Week 3 of September and be in stores Week 2 of October.

Headcount

- Minimal head office headcount to maintain baseline operations
- Reduced core Head office staff to 8; Warehouse supervision to 2; Web operations to 3
- Retail support to 1; Field directors will move to stores and will not exceed displaced managers salary costs.

Operating Expenses

- Payment of all post-filing operating expenses including lease costs, freight, phone, internet, etc.

Priority Payments

- Payment of all priority payments including source, partial GST and payroll
- Total outstanding GST due for May, June & July totals \$352,849 and will be deferred. August GST payment \$50K to be made (on time) on October 3rd.
- An additional payment of \$50K will be made in the 3rd week of November to be applied against September remittance.

Other

- \$138K of environmental expenses to Keystone
- RBC's ongoing support substantially based on present credit availability
- \$222K of legal & professional fees
- As mentioned above, \$71K worth of offshore purchases through one vendor on a special deal (\$20K in duty and freight to be paid 10 days later).

APPENDIX C

CASH FLOW VARIANCE ANALYSIS

Please Mum
Cash Flow Forecast to Nov 26, 2011

| Week Ending | 11 17-Sep | 13 1-Oct | 13 1-Oct |
|----------------------------|-----------------|-----------------|------------------|
| Receipts | | | |
| Retail/Web Sales | 248,919 | 248,919 | 213,333 |
| GST Received | 12,446 | 12,446 | 10,667 |
| Other | 0 | 0 | 0 |
| Total Receipts | 261,365 | 261,365 | 224,000 |
| Disbursements | | | |
| Payroll & Taxes | 105,593 | 105,593 | 60,990 |
| GST | 13,000 | 13,000 | 10,000 |
| Freight | 0 | 0 | 1,402 |
| Store Rent | 0 | 0 | 0 |
| Head Office Rent | 5,186 | 5,186 | 0 |
| Offshore Purchases | 12,217 | 12,217 | 13,313 |
| Trade Payables | 3,154 | 3,154 | 25,000 |
| Other | 0 | 0 | 26,339 |
| Total Disbursements | 139,150 | 139,150 | 159,810 |
| Operating Cash Flow | 122,215 | 122,215 | 64,190 |
| One-Time Costs | 0 | 0 | 0 |
| Legal | 22,011 | 22,011 | 23,946 |
| Professional Fees | 0 | 0 | 0 |
| Woodland - Environ. | 0 | 0 | 0 |
| Total One-Time | 22,011 | 22,011 | 23,946 |
| Eq. Line Bal. | (82,663) | (82,663) | (670,946) |
| Net Cash Flow | 100,205 | 100,205 | 41,390 |
| Ending Line Bal. | (72,458) | (72,458) | (57,066) |

Please Refer
Cash Flow Forecast to NOI

| Week Ending | 15-Oct | 17-Oct | 18-Oct | 19-Oct | 20-Oct | 21-Oct | 22-Oct | 23-Oct | 24-Oct | 25-Oct | 26-Oct | 27-Oct | 28-Oct | 29-Oct | 30-Oct | 31-Oct |
|----------------------------|-----------------|------------------|------------------|------------------|----------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|----------------|
| Receipts | | | | | | | | | | | | | | | | |
| Retail/Web Sales | 166,913 | 231,429 | 175,205 | 228,671 | 172,387 | 229,594 | 176,915 | 210,571 | 176,915 | 210,571 | 176,915 | 210,571 | 176,915 | 210,571 | 176,915 | 183,457 |
| GST Received | 8,346 | 11,571 | 6,760 | 11,429 | 8,618 | 11,476 | 8,948 | 10,529 | 8,948 | 10,529 | 8,948 | 10,529 | 8,948 | 10,529 | 8,948 | 9,173 |
| Other | | | 513,964 | 513,964 | | | 86,000 | | 86,000 | | | | | | | |
| Total Receipts | (6,313) | 175,258 | 243,000 | 241,000 | 180,985 | 241,000 | 273,861 | 221,100 | 273,861 | 221,100 | 273,861 | 221,100 | 273,861 | 221,100 | 273,861 | 192,630 |
| Disbursements | | | | | | | | | | | | | | | | |
| Payroll & Taxes | 15,857 | 41,507 | 54,566 | 71,110 | 41,813 | 61,100 | 50,100 | 71,110 | 50,100 | 71,110 | 50,100 | 71,110 | 50,100 | 71,110 | 50,100 | 41,029 |
| GST | 69,975 | | 8,500 | 12,000 | 7,000 | 12,000 | 148,634 | 12,000 | 148,634 | 12,000 | 148,634 | 12,000 | 148,634 | 12,000 | 148,634 | 4,000 |
| Freight | | | | | | | | | | | | | | | | |
| Store Rent | | | 48,063 | 48,000 | 69,107 | 69,107 | 50,800 | 69,107 | 50,800 | 69,107 | 50,800 | 69,107 | 50,800 | 69,107 | 50,800 | 76,665 |
| Head Office Rent | | | 29,828 | 29,828 | 2,805 | 2,805 | 17,216 | 2,805 | 17,216 | 2,805 | 17,216 | 2,805 | 17,216 | 2,805 | 17,216 | 9,940 |
| Offshore Purchases | 20,000 | 29,000 | 15,191 | 10,000 | 5,687 | 2,000 | 30,374 | 8,000 | 30,374 | 8,000 | 30,374 | 8,000 | 30,374 | 8,000 | 30,374 | 2,417 |
| Trade Payables | 38,502 | 2,330 | 6,669 | 10,000 | 5,687 | 2,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 |
| Other | 54,895 | 37,489 | 6,669 | 10,000 | 5,687 | 2,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 |
| Total Disbursements | (34,395) | 81,325 | 110,100 | 86,100 | 128,211 | 86,100 | 286,666 | 266,405 | 286,666 | 266,405 | 286,666 | 266,405 | 286,666 | 266,405 | 286,666 | 134,050 |
| Operating Cash Flow | 28,082 | 93,933 | 132,900 | 154,900 | 52,774 | 154,900 | (12,805) | (47,305) | (12,805) | (47,305) | (12,805) | (47,305) | (12,805) | (47,305) | (12,805) | 68,579 |
| One-Time Costs | | | | | | | | | | | | | | | | |
| Legal | (25,000) | 27,000 | (27,000) | (25,000) | 0 | 25,000 | (25,000) | 20,000 | (25,000) | 20,000 | (25,000) | 20,000 | (25,000) | 20,000 | (25,000) | 11,500 |
| Professional Fees | 0 | 20,000 | (20,000) | 0 | 0 | 25,000 | 30,694 | 0 | 30,694 | 0 | 0 | 0 | 0 | 0 | 0 | 15,000 |
| Woodland - Environ. | 0 | 48,000 | (48,000) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total One-Time | (25,000) | 95,000 | (95,000) | (25,000) | 25,000 | 25,000 | 30,694 | 20,000 | 30,694 | 20,000 | 30,694 | 20,000 | 30,694 | 20,000 | 30,694 | 26,500 |
| Reg. Line Bal. | 6,089 | (876,473) | (635,644) | (597,744) | 44,571 | (531,854) | 99,345 | (403,954) | 99,345 | (403,954) | 99,345 | (403,954) | 99,345 | (403,954) | 99,345 | 59,845 |
| Net Cash Flow | 53,082 | 93,933 | 37,900 | 65,900 | 54,774 | 127,800 | (43,489) | (67,305) | (43,489) | (67,305) | (43,489) | (67,305) | (43,489) | (67,305) | (43,489) | 32,079 |
| Ending Line Bal. | 59,171 | (482,540) | (597,744) | (531,854) | 99,345 | (403,954) | 99,345 | (471,259) | 99,345 | (403,954) | 99,345 | (471,259) | 99,345 | (471,259) | 99,345 | 67,924 |

APPENDIX D

NOTICE OF A MATERIAL ADVERSE CHANGE

IN THE SUPREME COURT OF BRITISH COLUMBIA

**IN THE MATTER OF THE PROPOSAL OF
PLEASE MUM PARTNERSHIP
AND
ELIA FASHIONS LTD.
AND
BOSSA NOVA FASHIONS LTD.
(collectively, "Please Mum" or the "Company")**

**PROPOSAL TRUSTEE'S REPORT TO THE OFFICIAL RECEIVER
ADVISING OF A MATERIAL ADVERSE CHANGE
(Subsection 50.4(7)(b)(i) of the *Bankruptcy & Insolvency Act*)**

INTRODUCTION AND BACKGROUND

1. Elia Fashions Ltd. and Bossa Nova Fashions Ltd. were formed on April 29, 1986 and January 23, 1989, respectively. Please Mum Partnership was subsequently established on August 5, 2001 as a general partnership between Elia Fashions Ltd. and Bossa Nova Fashions Ltd. (collectively, "Please Mum" or the "Company"). The founder and Chief Executive Officer, Ms. Kathryn Adrian, controls Please Mum through a majority ownership of Elia Fashions Ltd.
2. On July 7, 2011, Please Mum filed a notice of intention to make a proposal ("NOI") pursuant to Section 50.4 of the *Bankruptcy and Insolvency Act* ("BIA") and Deloitte & Touche Inc. was appointed as trustee under the proposal ("Proposal Trustee").
3. On August 5, 2011, by Order of the Supreme Court of British Columbia (the "Court"), the stay of proceedings was extended to September 20, 2011.
4. On August 20, 2011, by Order of the Court, the stay of proceedings was extended to September 30, 2011.
5. On September 30, 2011 by Order of the Court, the stay of proceedings was extended to November 14, 2011.
6. On November 7, 2011 by Order of the Court, the stay of proceedings was extended to November 21, 2011.

7. On November 21, 2011 by Order of the Court, the stay of proceedings was extended to November 28, 2011.
8. On November 24, 2011 by Order of the Court, the stay of proceedings was extended to December 6, 2011.
9. This report should be read in conjunction with the Proposal Trustee's reports dated August 2, 2011 and September 14, 2011.
10. Additional information on these proceedings is available on the Proposal Trustee's website at www.deloitte.com/ca/please-mum.

MATERIAL ADVERSE CHANGE

11. The Proposal Trustee has reviewed the actual cash flow results with a comparison to the cash flow projections prepared by the Company for the 12-week period from September 10, 2011 to November 26, 2011 and filed with the Court in the Proposal Trustee's report dated September 14, 2011. The Proposal Trustee provides the following comments:
 - (i) The Proposal Trustee has recently been informed by Management that the Company has not remitted source deductions to the Canada Revenue Agency ("CRA") for the payroll period from September 9 to November 18, 2011 totaling approximately \$117,000. A portion of these funds constitute a deemed trust priority including unremitted amounts of federal and provincial income tax, as well as employee contributions of Canada Pension Plan and Employment Insurance that have been deducted or withheld.
 - (ii) The Company has advised that it has insufficient funds to pay the outstanding professional fees of the Proposal Trustee at this time. The Proposal Trustee is currently owed approximately \$50,000 as at the date of this report.
12. The Proposal Trustee is of the view that the non-payment of source deductions and the inability of the Company to pay outstanding professional fees constitute a material adverse change in the Company's cash flow and financial circumstances.

PROPOSED CCAA PROCEEDINGS

13. The Proposal Trustee has been advised by the Company that it will be making an application for creditor protection under the *Companies' Creditors Arrangements Act* ("CCAA") on December 6, 2011.

PROPOSAL TRUSTEE'S INTENDED COURSE OF ACTION

14. The Proposal Trustee is of the view that:

- (i) The Company has not operated in a manner consistent with its cash flow projections for the period September 10 to November 26, 2011; and
- (ii) There have been material changes to the Company's financial position since NOI filing date.

15. It is the Proposal Trustee's intended course of action to file this report with Court pursuant to subsection 50.4(7)(b)(ii) of the BIA. The Proposal Trustee also intends to distribute this report to creditors of the Company pursuant to subsection 50.4(7)(c) of the BIA.

Dated at Vancouver, British Columbia this 2nd day of December 2011.

DELOITTE & TOUCHE INC.

In its capacity as Proposal Trustee of

Please Mum Partnership, Elia Fashions Ltd. and Bossa Nova Fashions Ltd.

and not in its personal capacity.



Per: Huey Lee, MBA, CMA, CIRP
Senior Vice President

APPENDIX E

16-WEEK CASH FLOW PROJECTIONS

Please Mum
Cash Flow Forecast to March 31, 2012

| Week | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | Total |
|---------------------|---------|---------|----------|---------|---------|---------|---------|----------|---------|---------|---------|---------|----------|---------|---------|---------|-----------|
| Ending | 19-Nov | 20-Nov | 3-Dec | 10-Dec | 17-Dec | 24-Dec | 31-Dec | 7-Jan | 14-Jan | 21-Jan | 28-Jan | 4-Feb | 11-Feb | 18-Feb | 25-Feb | 3-Mar | |
| Receipts | 185,191 | 181,486 | 172,593 | 176,190 | 176,190 | 176,190 | 109,524 | 118,048 | 121,965 | 119,048 | 123,810 | 148,571 | 195,288 | 140,000 | 154,968 | 100,952 | 2,101,233 |
| Exp/Inv Sales | 9,310 | 9,075 | 8,630 | 8,810 | 8,810 | 8,810 | 5,478 | 5,852 | 6,085 | 6,852 | 6,160 | 7,459 | 6,762 | 7,000 | 7,774 | 6,046 | 120,062 |
| GST Received | - | - | 150,000 | - | - | - | - | - | - | - | - | 500,000 | - | - | - | - | 650,000 |
| Other | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Total Receipts | 185,191 | 190,561 | 322,623 | 185,000 | 185,000 | 185,000 | 115,046 | 123,900 | 128,050 | 125,000 | 130,000 | 658,571 | 192,000 | 147,000 | 162,000 | 106,906 | 3,771,295 |
| Disbursements | 64,375 | 39,782 | 64,000 | 41,000 | 55,000 | 41,000 | 55,000 | 54,500 | 25,000 | 54,500 | 65,000 | 54,500 | 280,000 | 54,500 | 65,000 | 54,500 | 1,037,687 |
| Payroll & Taxes | - | - | - | - | - | - | - | 86,187 | - | - | - | 31,905 | - | - | - | - | 118,092 |
| GST | 14,933 | 5,000 | 5,000 | 5,000 | 12,000 | 5,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 10,000 | 10,000 | 89,886 |
| Freight | - | - | 148,834 | - | - | - | - | 148,834 | - | - | - | 148,834 | - | - | - | - | 595,888 |
| Store Rent | 48,000 | - | - | - | 48,000 | - | - | - | - | 48,000 | - | - | - | - | - | - | 144,000 |
| Head Office Rent | 25,457 | - | 50,000 | 90,000 | 148,000 | - | - | - | - | 55,549 | - | - | - | - | 30,000 | - | 368,000 |
| Office Purchases | 28,520 | 13,000 | 16,000 | 16,000 | 16,000 | 16,000 | 16,000 | 16,000 | 16,000 | 16,000 | 16,000 | 16,000 | 16,000 | 16,000 | 16,000 | 16,000 | 531,016 |
| Trade Payables | 3,748 | 28,538 | 85,000 | - | 3,748 | - | - | 35,000 | - | 16,000 | 4,638 | 16,000 | - | - | 4,638 | - | 289,376 |
| Other | 177,659 | 80,239 | 395,334 | 152,000 | 217,748 | 82,000 | 74,698 | 319,621 | 84,000 | 119,500 | 40,344 | 388,238 | 248,000 | 74,500 | 125,638 | 233,354 | 1,851,144 |
| Total Disbursements | 24,442 | 100,869 | -144,611 | 185,000 | -82,748 | 123,800 | 86,302 | -188,521 | 44,800 | 5,500 | -14,247 | 257,751 | -107,000 | 74,500 | 36,302 | -63,334 | 272,726 |
| Operating Cash Flow | 160,819 | 89,692 | 467,234 | 96,000 | 267,748 | 61,200 | 32,744 | 315,421 | 83,250 | 119,500 | 144,247 | 390,820 | 299,000 | 72,500 | 125,698 | 170,240 | 3,498,569 |
| One-Time Costs | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Legal | - | 1,485 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1,485 |
| Professional Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Warranty - Erection | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Total One-Time | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Net Cash Flow | 160,819 | 89,692 | 467,234 | 96,000 | 267,748 | 61,200 | 32,744 | 315,421 | 83,250 | 119,500 | 144,247 | 390,820 | 299,000 | 72,500 | 125,698 | 170,240 | 3,498,569 |
| Ending Line Bal. | 91,723 | 115,676 | 214,840 | 60,837 | 243,927 | 99,160 | 322,189 | 258,452 | 60,071 | 113,971 | 119,471 | 185,224 | 382,985 | 255,985 | 41,463 | 77,787 | 91,223 |
| Net Cash Flow | 24,723 | 69,676 | 144,611 | 148,800 | 152,748 | 123,800 | 96,302 | -188,521 | 44,800 | 5,500 | -14,247 | 257,751 | -107,000 | 74,500 | 36,302 | -63,334 | 76,769 |
| Ending Line Bal. | 116,574 | 214,840 | 469,451 | 292,537 | 452,537 | 222,189 | 258,452 | 60,071 | 113,971 | 119,471 | 105,224 | 362,985 | 255,985 | 61,485 | 77,787 | 14,483 | 14,483 |

Signed by: 