

# Hegen

## Intangibles Disclosure Framework Example Report

This is a brief analysis of Hegen's Intangible Assets (IA) using the Intangibles Disclosure Framework (IDF).

The IDF outlines principles for businesses to disclose and communicate their IA such as brand value, patents or registered designs in a systematic and comprehensive way.

The disclosure principles in the IDF are anchored in four pillars: Strategy, Identification, Measurement, and Management (SIMM).

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# An Overview of Hegen

To enhance and create a positive breastfeeding journey for parents, Hegen was established in Singapore in 2015 by its founder and CEO, Yvon Bock, whose vision was to modernise a feeding system that advocates breastfeeding, protects the integrity of breastmilk, and simplifies the way mothers express, store and feed.

As a global brand thoughtfully designed by a mother for mothers, Hegen champions sustainability through innovative, practical and high-quality breastfeeding products that can be easily converted and repurposed to meet the evolving needs of a child, hence extending the lifespan to beyond a bottle. Their iconic ergonomically-shaped Hegen Sqround™ (square-round) bottles are modular, multifunctional and designed with their patented Press-to-Close, Twist-to-Open™ (PCTO™) no screw thread closure for easy handling – which in turn improves the lives of their customers.

Hegen's commitment goes beyond creating products. The Hegen Lactation Centre represents their brand's core value as they strive to provide a holistic experience for their community through education, full lactation consultations and training services, so as to encourage breastfeeding and guide every mum on their unique nursing journey.

Hegen is currently available in 24 international markets: Bahrain, Cambodia, Canada, China, Hong Kong SAR, Indonesia, Israel, Japan, Kuwait, Macau SAR, Malaysia, The Netherlands, Oman, Philippines, Qatar, Saudi Arabia, Singapore, South Korea, Taiwan ROC, Thailand, United Arab Emirates, United Kingdom, United States, and Vietnam.





## STRATEGY

### Key Competitive Advantage

Hegen aims to deliver comprehensive solutions to mothers worldwide, combining both products and services to create a seamless experience. With an in-house R&D team and factory, Hegen maintains full end-to-end control over design, manufacturing, and quality, ensuring that each product meets the highest standards.

### Alignment of IA and Business Strategies for Value Creation

5 pillars of growth:

- Build strong foundations in the areas of breastfeeding products
- Strengthen current product in primary feeding products
- Increase Secondary Feeding assortment
- Hegen hospitality: providing services on top of products
- Partnerships with corporates

### Creating Sustainable Value

#### Value Creation Past to Present

- Product centric – 98% of current market revenue and cap is attributed to internationalising products globally
- Involving patents, design registration, trademarks, awards – brand, product, entrepreneur, B2B trade and direct-to-consumer ecommerce channels
- Active enforcement of IP in different markets/jurisdictions

#### Value Creation Present to Future

- Blend between products and services, commercialising IP through franchise, licensing and partnerships with other entities.



IDENTIFICATION	MEASUREMENT
<p><b>Key Intangibles</b></p>	<p><b>Metrics and Drivers</b></p>
<p><b>Technology</b> – Product design for breast feeding and primary feeding, Press-to-Close, Twist-to-Open™ (PCTO™), Square-round shape. Breast pumps. Control end-to-end manufacturing and quality. Patents, design registration, know-how, copyrights.</p>	<p><b>Number of registered patent and design registrations annually</b></p> <p><b>Scale and productivity of factory</b> – Factory size and number of factories and their functions as demand grows over the years.</p>
<p><b>Marketing related</b> – Brand, trademarks, community, social media presence, product and entrepreneur awards (EY World Entrepreneur Of The Year™ Class of 2024), recognised quality standards.</p>	<p><b>Product, design and business/ Entrepreneur Awards</b> – e.g. Winner of EY Entrepreneur Of The Year 2023 Singapore, EY World Entrepreneur Of The Year™ Class of 2024</p> <p><b>Number of copycat products/fake brands taken down</b>, which were falsely identifying themselves as Hegen (e.g. hegang).</p> <p><b>Brand-performance metrics</b> – Customer loyalty, customer conversions, average order value, total addressable market, stickiness, brand positioning, first of mind recall, customer satisfaction score and net promoter score tracking across all markets.</p>
<p><b>Contract related</b> – Vast network of international distributors and retailers, with licensing and franchising agreements in the works.</p>	<p>18 international distributors covering 24 international markets. Over 10,000 retail agreements/contracts signed globally.</p>



## MANAGEMENT

Hegen has a robust infrastructure in place with experts across different fields to identify intangible-related risks and opportunities.

Key aspects include:

**Management Team** – There is strategic oversight of intangible asset-related risks and opportunities by core management team (reporting to the CEO).

**IP Legal** – Use of multiple law firms to cover different IP needs, including IP protection and active enforcement across markets.

**Global Patent Prosecution Coordination** – China team for China, Singapore team for Rest of World. Infringements include trade mark counterfeits, copycat products, and patent infringement.

**Use of IP Watchdogs** – Active monitoring and assessment of IP risks, particularly IP infringement. IP watchdogs on ecommerce sites, complemented by on-the-ground surveillance by distributors, retailers and offices worldwide.

As part of Hegen’s overall strategy, they are constantly identifying new ways to provide value-add for their customers as well as protect their commercial and brand interests globally.



Find out more about the Intangibles Disclosure Framework [here](#).

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