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ASX AND MEDIA RELEASE

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ACQUISITION OF CONTROLLING STAKE IN PERFORMANCE MARKETING AGENCY

Netccentric Limited (ASX: NCL) is pleased to announce that we have made a cash acquisition for a majority shareholding in Plata and Punta Sdn Bhd (P&P), based in Kuala Lumpur. P&P is a performance marketing agency set out to assist clients in maximizing their online sales at the cheapest cost.

P&P will be spearheaded by an industry veteran, Jerry Lim, who brings along more than 12 years of experience heading up performance marketing teams in the largest media investment consultancy firms in the world – mainly GroupM and IPG.

The total cash investment could be as much as SGD250k, depending on the performance of P&P in the near future. We have projected to achieve a full return of investment in the next 3 years.

This is an excellent win for us as P&P will not only complement our forward path (to provide more tangible value to our clients' businesses), but contribute towards our bottom line. This is consistent with our direction of scaling up profitability and scaling down our loss-making business entities.

Quoting NCL chairman Martyn Thomas, "Our investment into P&P gives us more access to smart people and smart technology, which will collectively help us to manage and exceed our clients' expectations in this ever-evolving market."

Jerry Lim shares the same sentiments with his statement, "P&P is very excited to become part of the Netccentric group. Through this collaboration, we see a unique and strategic opportunity to combine P&P's performance marketing expertise and the group's current and future media solutions. While we remain focused on our existing clients, this collaboration allows P&P to scale up business operations, strengthen and build its offerings to deliver even greater value to clients."

Warm regards,
Desmond Kiu
CEO

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If there are any queries in relation to this announcement, please contact the Company office on the above number.

