



● **NETCCENTRIC LIMITED**



ANNUAL GENERAL MEETING 2018

Monday 7th May 2018

CEO PRESENTATION

by Desmond Kiu

Netccentric Limited



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There was light in 2017 but the path towards light was full of obstacles.

2017 in a nutshell

Reduced overheads

- 56% (or SGD 3.1m) reduction in operational expenses.
- 32% (or SGD 2.5m) reduction in employee benefits expenses.

Disposed unprofitable business units

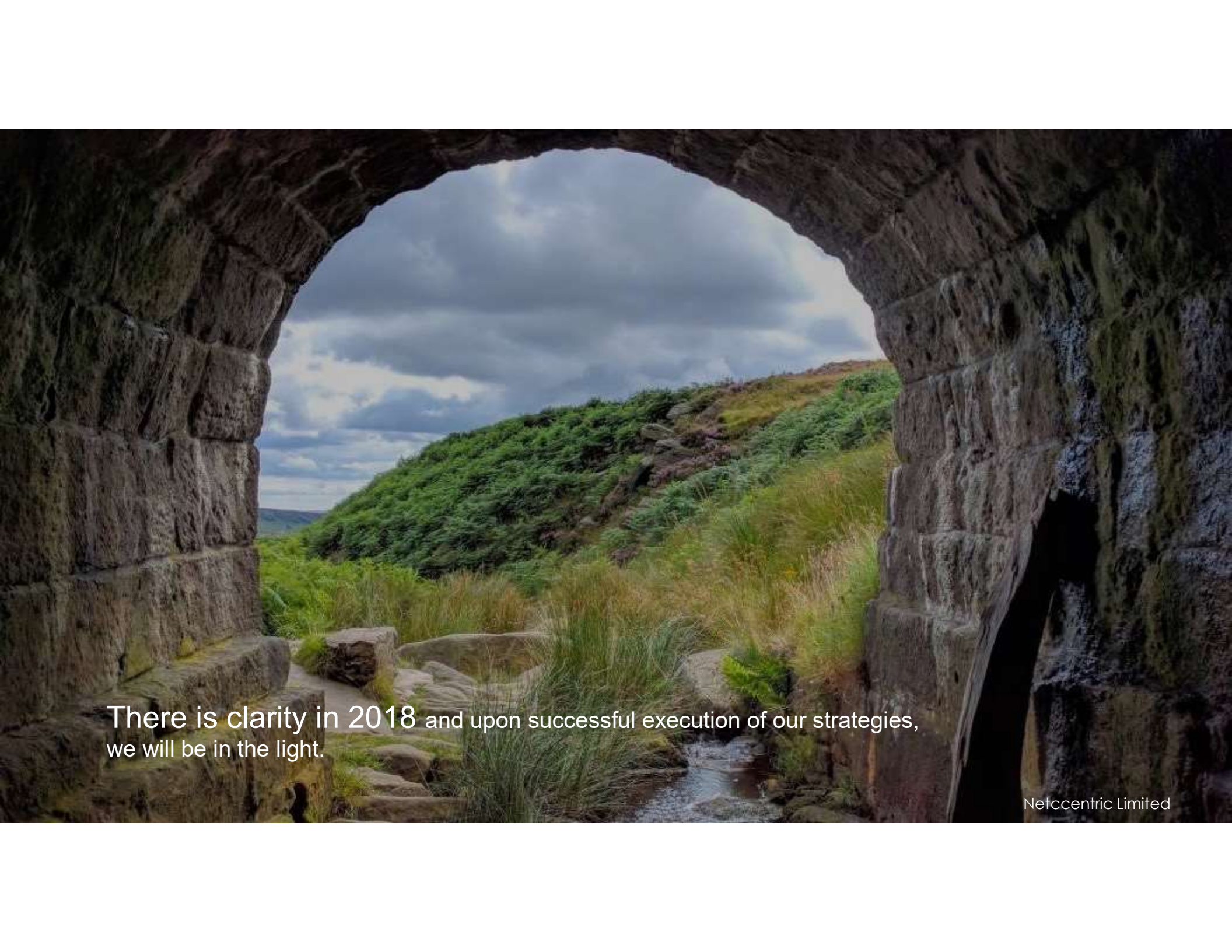
- Disposed all our interests in 4 business units (NNUK, NNAU, RPW, AMM).
- Ceased operations for 3 business units (NNCH, RTV SG and RTV TH).
- The above business units generated losses totaling SGD1.5m in 2016.

Optimized viable business units

- Traditional markets, Malaysia and Singapore, recorded profits in Q4 2017.
- New markets, Thailand and Taiwan, had a profitable year for the first time post IPO.

Invested in complementary & profitable businesses

- Investments in 2 new boutique agencies generated SGD247k in new revenue. Both were profitable.

A photograph of a stone archway, likely part of an old structure, looking out onto a landscape. The arch is made of large, rough-hewn stones. Through the arch, a grassy hill with some purple heather is visible under a sky with heavy, grey clouds. A small stream flows in the foreground, and the overall scene is somewhat dark and moody.

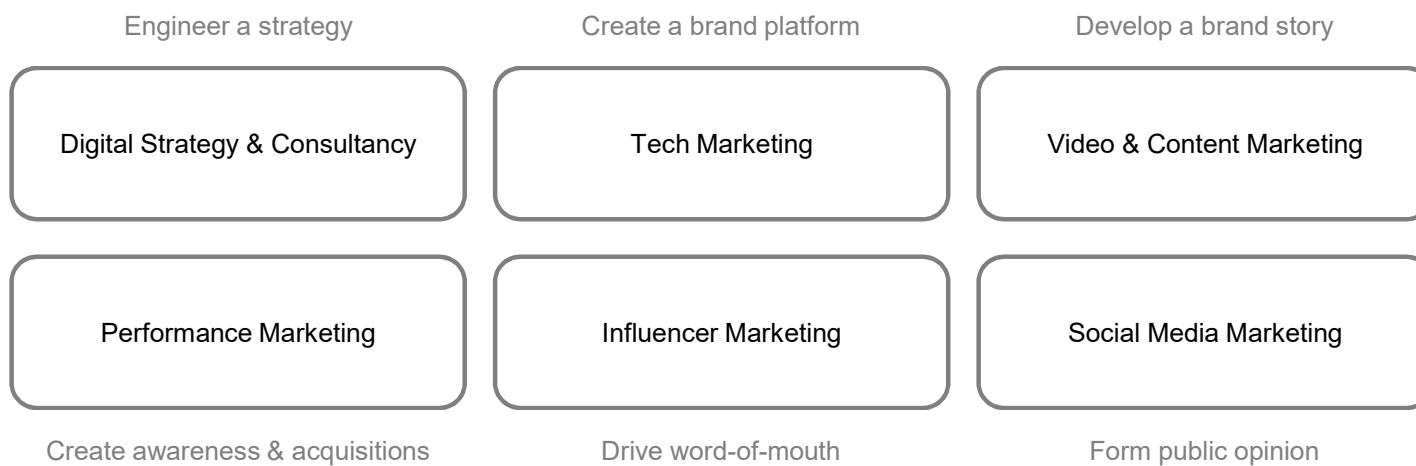
There is clarity in 2018 and upon successful execution of our strategies,
we will be in the light.

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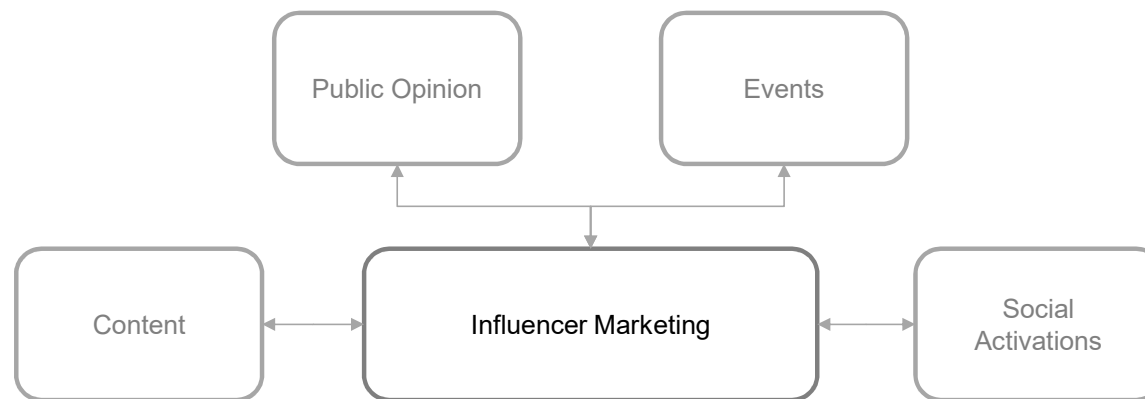
Netccentric in 2018

Who we are now: A digital marketing company, offering services across;



Netccentric in 2018

Our core and largest revenue generator is still Nuffnang, an influencer marketing agency

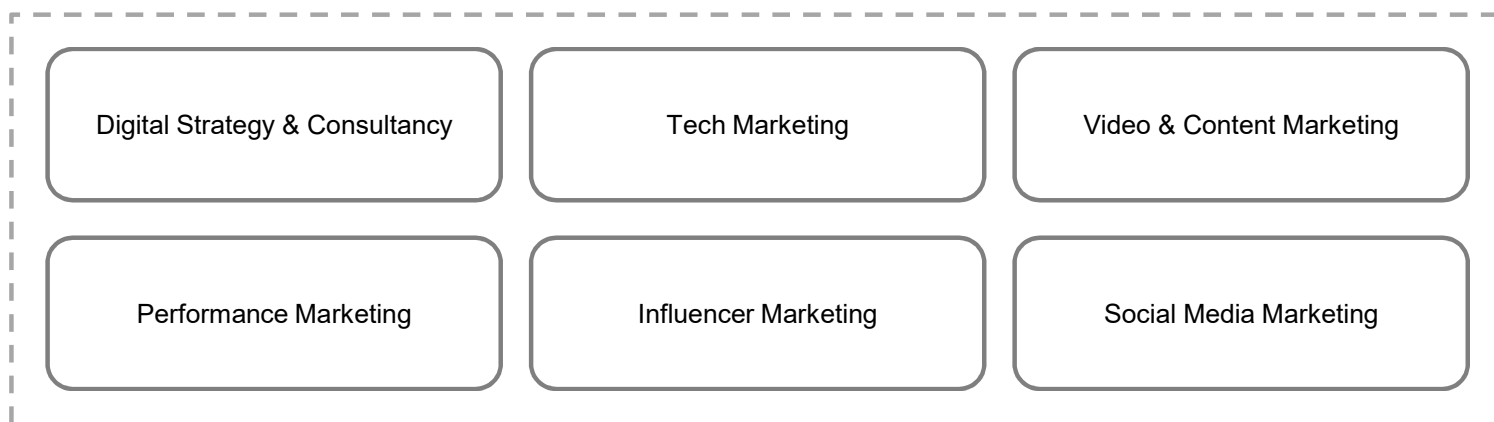


In the **traditional markets, MY & SG**, we will enhance our value by adding more depth to our product (i.e. influencer engagements). Via this initiative, our influencers will power content, public opinion, events or social activations, which are custom-created to benefit our customers. This will give our product more meaning, more scale and differentiation.



Netccentric in 2018

Our core and largest revenue generator is still Nuffnang, an influencer marketing agency



In the **new markets (Thailand, Taiwan and Indonesia)**, we will enhance our value by diversifying our services to include all the capabilities within the group. This will turn operations in all our new markets into a one-stop-digital-marketing-shop to provide convenience and drive synergies for our customers.

Netccentric in 2018

Biggest winners	More	Same	Less
Content creation	61%	31%	8%
Digital marketing – SEO, SEM, email	57%	37%	6%
Social media	54%	42%	4%
Marketing and comms technology	52%	44%	4%
Digital advertising	48%	40%	12%
Corporate comms – messaging, executive positioning	42%	52%	6%

Biggest stickers			
Investor relations	20%	71%	9%
Public affairs / government relations	25%	69%	6%
Internal comms	30%	61%	9%
Media relations	33%	61%	6%

Biggest losers			
Traditional advertising	11%	49%	40%

Source: A survey conducted by A+M on 165 marketing leaders from 100 organizations within the financial, technology and professional service sectors across APAC, Europe, Middle East, African and the US.

Apart from our core business, we will focus on areas which will see an increasing demand in 2018 mainly; content creation and digital (or performance) marketing.

RTV will spearhead our journey to scale up content and video creation.

Plata And Punta will lead the charge in scaling our digital (or performance) marketing services.



Netccentric's financials in Q1 2018 (not audited)

- Q1 2017 Revenue: SGD2,496,508
- Q1 2017 Revenue (exc. business units that have ceased operations in 2017): SGD1,486,493

VS

- Q1 2018 Revenue: SGD2,026,939

Year on Year revenue growth of: 36%*

* Take note that this "36% revenue growth" does not account for revenues from business units which have ceased operations in 2017. The purpose of this measurement is to get a gauge on the current performance of all the existing business units in 2018.



Netccentric's financials in Q1 2018 (not audited)

- Q1 2017 Profit: - SGD742,222 (exc. non-operational legal expenses & paper forex losses)

VS

- Q1 2018 Profit: - SGD197,792 (exc. non-operational legal expenses & paper forex losses)

Year on Year reduction of losses: **275%**

Losses in Q1 2018 were mainly due to low revenues in January and February, which are traditionally the slowest months of the year in the advertising industry. Group revenue has started to pick up in March i.e. 49% increase vs month of February 2018.

A wide-angle photograph of a tropical coastal scene. In the foreground, several thatched-roof buildings are partially visible, surrounded by dense green foliage and palm trees. The middle ground features a calm bay with clear, turquoise water. A small boat is visible in the distance. The background consists of large, forested islands with prominent limestone cliffs under a bright blue sky with scattered white clouds.

The story of 2018 and beyond is a beautiful one.

Netccentric Limited



Our journey in the next 3 years (2018 – 2020)

Profitable as a Group

- Starting in 2018, we would like to turn Netccentric into a viable and profitable business.

Full Service & Formidable Digital Marketing Company

- Once all our business units find their own feet, we would like to drive consolidation and offer the market a one-stop-shop for all their digital marketing needs.

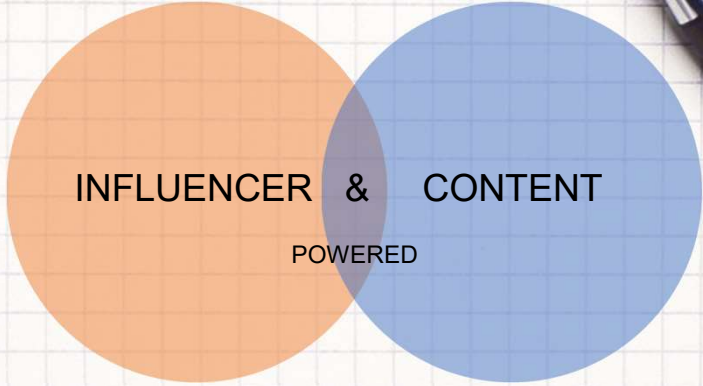
Influencer & Content Marketing at the Core

- We would like to make Nuffnang great again and complement it with outstanding capabilities in digital content creation. This will form the core of all our solutions.

Top of Mind Independent Solutions Provider

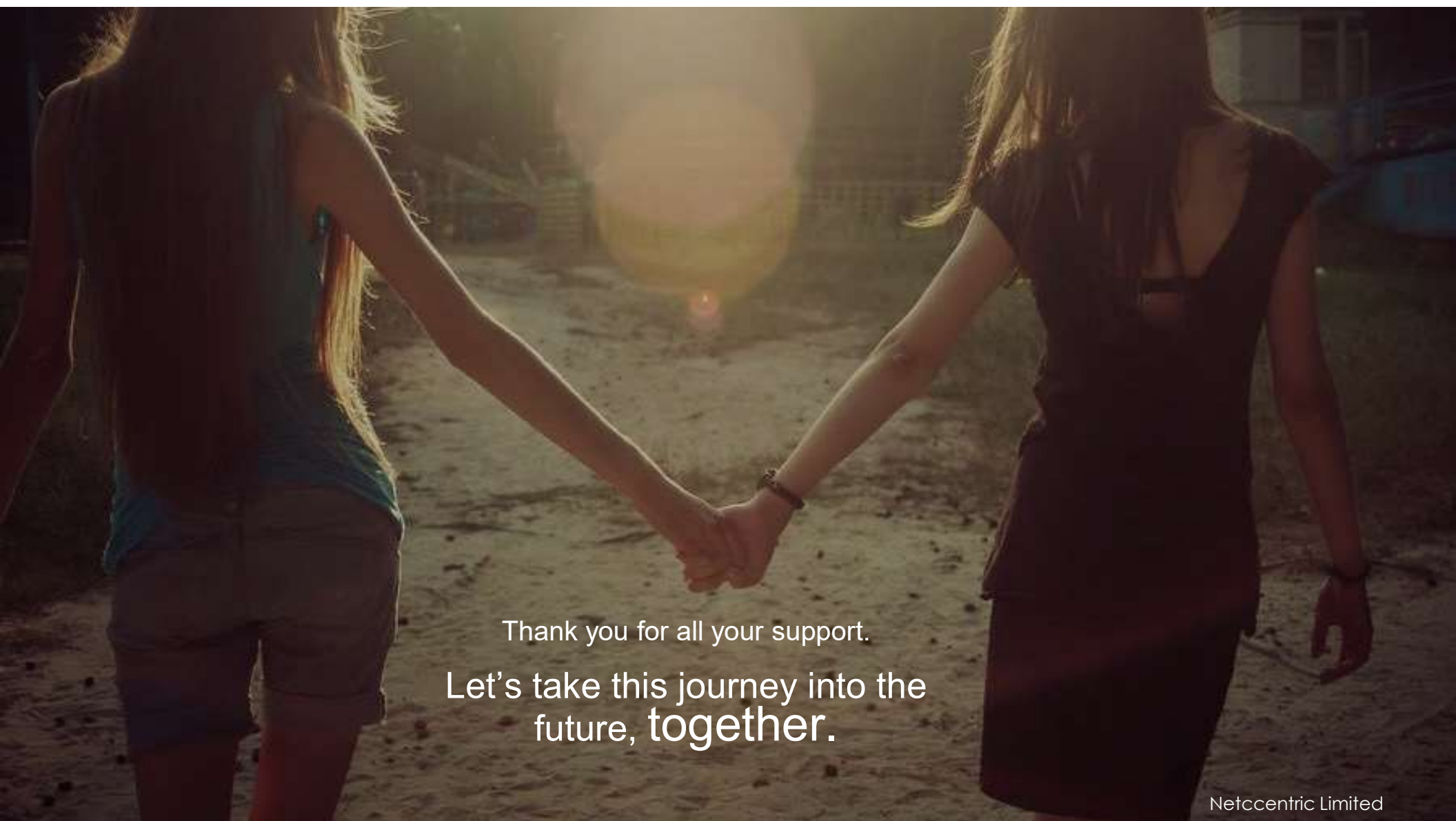
- We would like Netccentric to be top of mind when advertisers look out for independent solution providers.
- We would also like Netccentric to be a preferred vendor of the key agency groups.

Who we will be in the next 3 years



INFLUENCER & CONTENT
POWERED

**DIGITAL MARKETING
AGENCY**



Thank you for all your support.

Let's take this journey into the
future, **together.**

Netccentric Limited



Thank you!