



Interim Report Presentation For 1H FY2019

Financial Overview — 1H 2019 vs 1H 2018 Results Highlights

	Increase/Decrease	1H 2019 (June)		1H 2018 (June)	
No. of Business Partners	+130%	1,790		776	

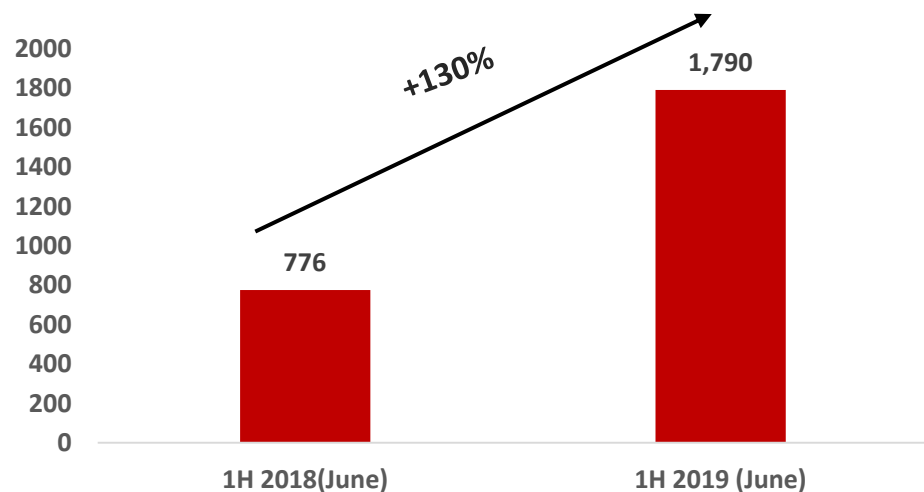
	Increase/Decrease	1H 2019		1H 2018	
		RMB: mm	AUD: mm	RMB: mm	AUD: mm
Revenue	+93%	105.7	22.1	54.8	11.5
Gross Profit	+99%	105.1	21.9	52.8	11.0
Net Profit	+27.9mm (AUD: 5.9mm)	15.6	3.3	-12.3	-2.6

Note 1: RMB translated into AUD using the average rate of AUD/RMB 4.79 for the period 1 January 2019 to 30 June 2019.



Financial Overview — 1H 2019 vs 1H 2018 Business Partners & Revenue

No. of Business Partners

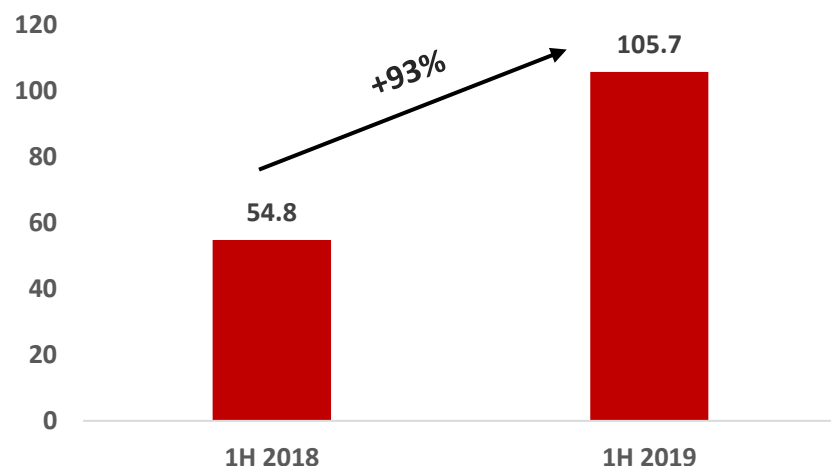


Commentary

No. of Business Partners increased by 130% from June 2018 to June 2019

- Enhanced understanding of business partners' products requirements and services demands
- Comprehensive service offerings through Mobile Commerce Marketing Solutions and Cloud Delivered Services

Revenue (RMB mm)



Commentary

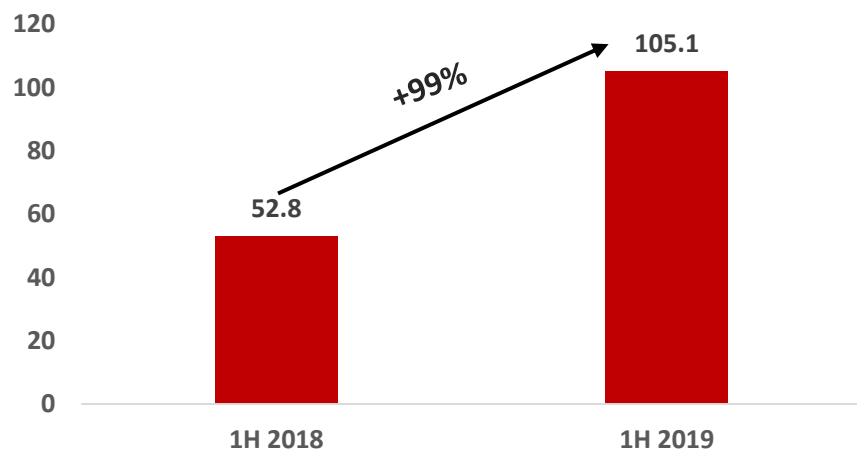
Revenue increased by 93% in 1H of 2019, primarily driven by

- Development of products and services that satisfy the market preference and trends drove the increase of revenue
- Enhanced product and service offerings achieved higher commission rates



Financial Overview — 1H 2019 vs 1H 2018 Gross Profit & Net Profit

Gross Profit (RMB mm)

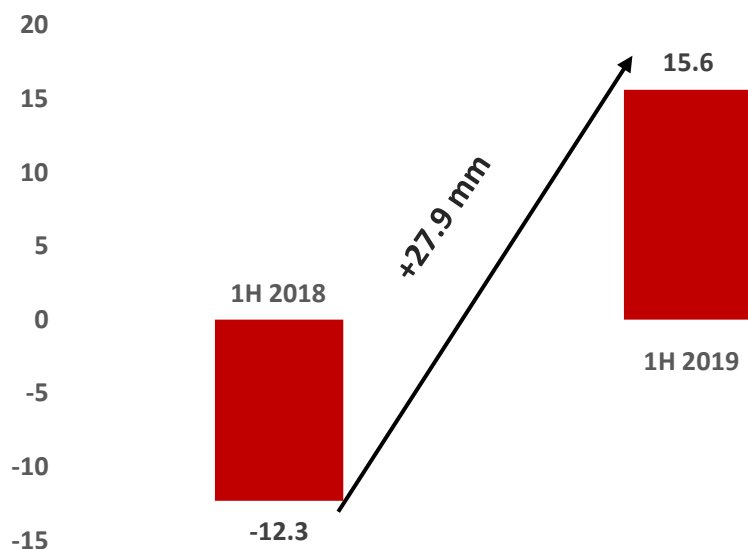


Commentary

Gross profit increased 99% from 1H of 2018 to 1H of 2019 and gross profit margin increased by 3% primarily driven by

- The extension of Cloud Delivered Services which provided higher margin products and services led to a significant increase in gross profit

Net Profit (RMB mm)



Commentary

Net Profit turned around from negative 12.3mm in 1H of 2018 to positive 15.6mm in 1H of 2019 primarily driven by;

- Concentration on marketing and distribution functions leading to an increase of 93% in revenue
- Other gains as a result of the change in fair value of financial liability derivate