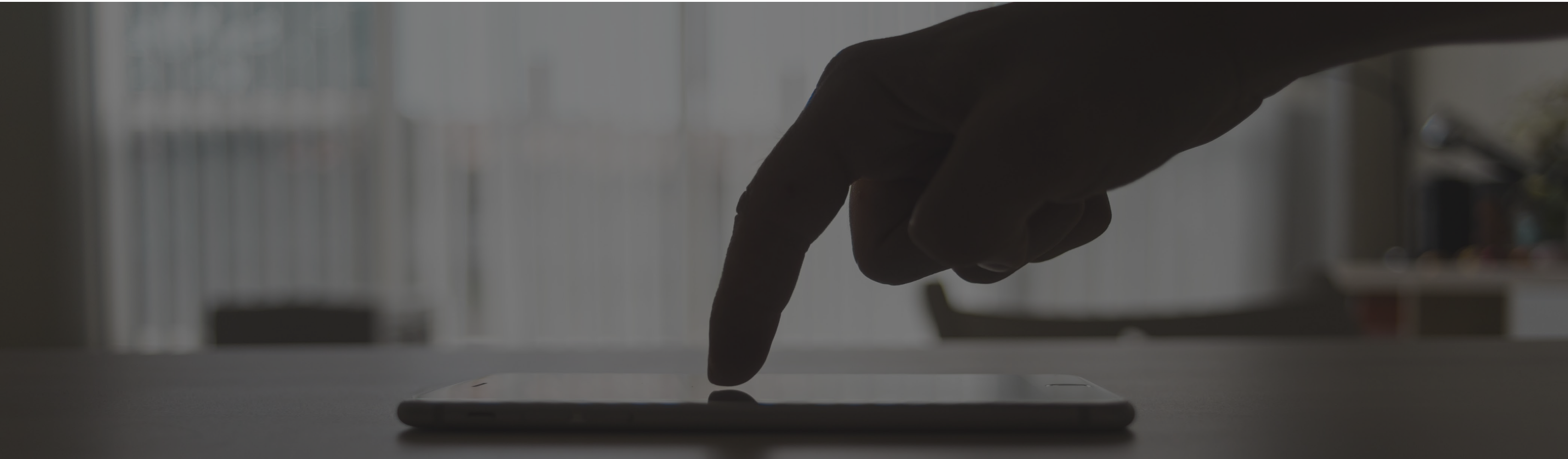




AUGUST 2021

China's **leading**
Loyalty Technology
Service Provider in
financial services

Disclaimer



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The digitisation of financial services in China is fuelled by **technology**

99 Loyalty Technology delivers the platform and insights that enables China's leading banks and insurance companies to enhance customer loyalty and win new business





Section 1

99 Loyalty Technology
at a glance



99 Loyalty Technology (99L) at a glance



- **99 Loyalty Technology is a B2B (Business To Business) enterprise technology solution**
- **Our clients are predominantly banks and insurance companies in China**
- **We help our clients achieve their goals in customer acquisition and retention**



2013
listed on the ASX

160
Employees across China

>200
Enterprise Clients

RMB231m
in annual revenue for FY2020

A\$48m
in annual revenue for FY2020

Key Facts

ASX ticker	99L
Share price (3 August 2021)	\$0.063
CDI's on issue	1,160 M
Options and performance rights	10 M
Market capitalisation (undiluted)	A\$73.1 M
Cash (30 June 2021)	A\$10.2M
Tangible Assets (31 Dec 2020)	A\$126.4M
Liabilities (31 Dec 2020)	A\$70.1M
Net Tangible Assets (NTA) (31 Dec 2020)	A\$56.3M
NTA per share (31 Dec 2020)	A\$0.05

Share Price Performance



Investment Highlights

A unique opportunity for investors...



Pure-play exposure to an integrated participant in China's digital economy in ASX-listed form



... with a significant structural tailwind...



Invest in the digitisation of financial services in China – one of the most transformational trends in the future largest economy in the world

... and compelling company fundamentals.



The strength of 99L's client value proposition, evidenced by the quality of its partners/clients



Well-positioned for growth through robust financials and favourable market dynamics



Company leadership and its Australian listing is further supported by respected Australia-China specialists and an Australian Advisory Committee



Section 2

Understanding the role of
99 Loyalty Technology in
China's digital economy

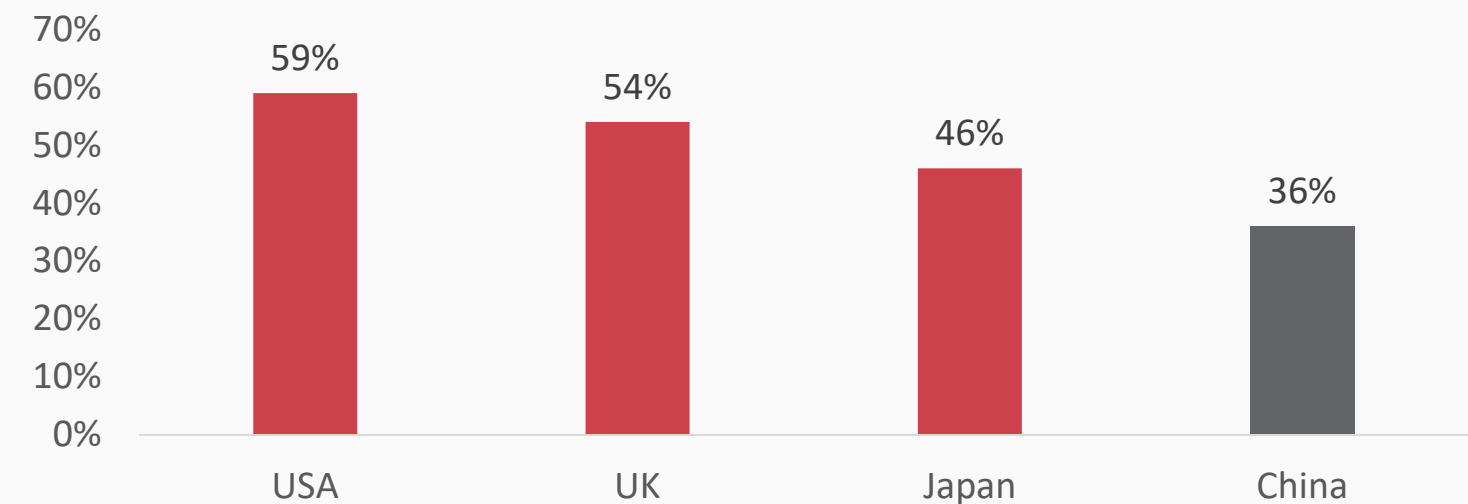


China's digital economy

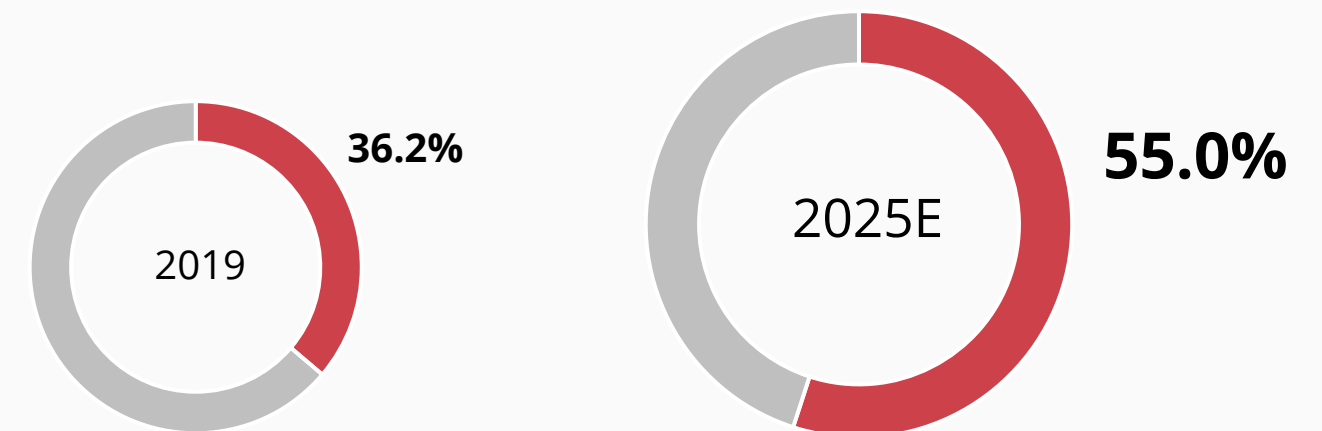
Shifting to a digital lifestyle

- China's overall digital economy is currently mid range and growing when compared with other leading economies
- China has a well-established online ecosystem with broad policy support and digitalisation is expected to continue
- The share of the digital economy as a proportion of China's overall GDP is set to grow to 55% by 2025

2019 ratio of digital economy to GDP (percentage)¹



Growth in the ratio of China's digital economy to GDP¹



The Role of 99 Loyalty Technology

in China's digital economy

The sustained growth in mobile internet use has completely shifted the battleground for China's banks and insurers...



1.1 billion
mobile internet users
in China by 2025¹



71%
of bank customers in
China use a **mobile app**
for banking services²



3x growth
in the amount of
insurance sold online in
China since 2016³



... which has translated into strong demand for **specialist technology providers** to support fit-for-purpose **customer engagement and acquisition** strategies.

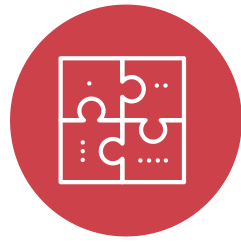
Introduction to virtual goods

The “marketing currency” of China’s digital economy



Leisure & Entertainment

Membership credits and in-app currencies to access streams (music, TV, live sport etc)



Games

In-game items such as upgrades, unlock characters, virtual accessories, outfits, game levels etc



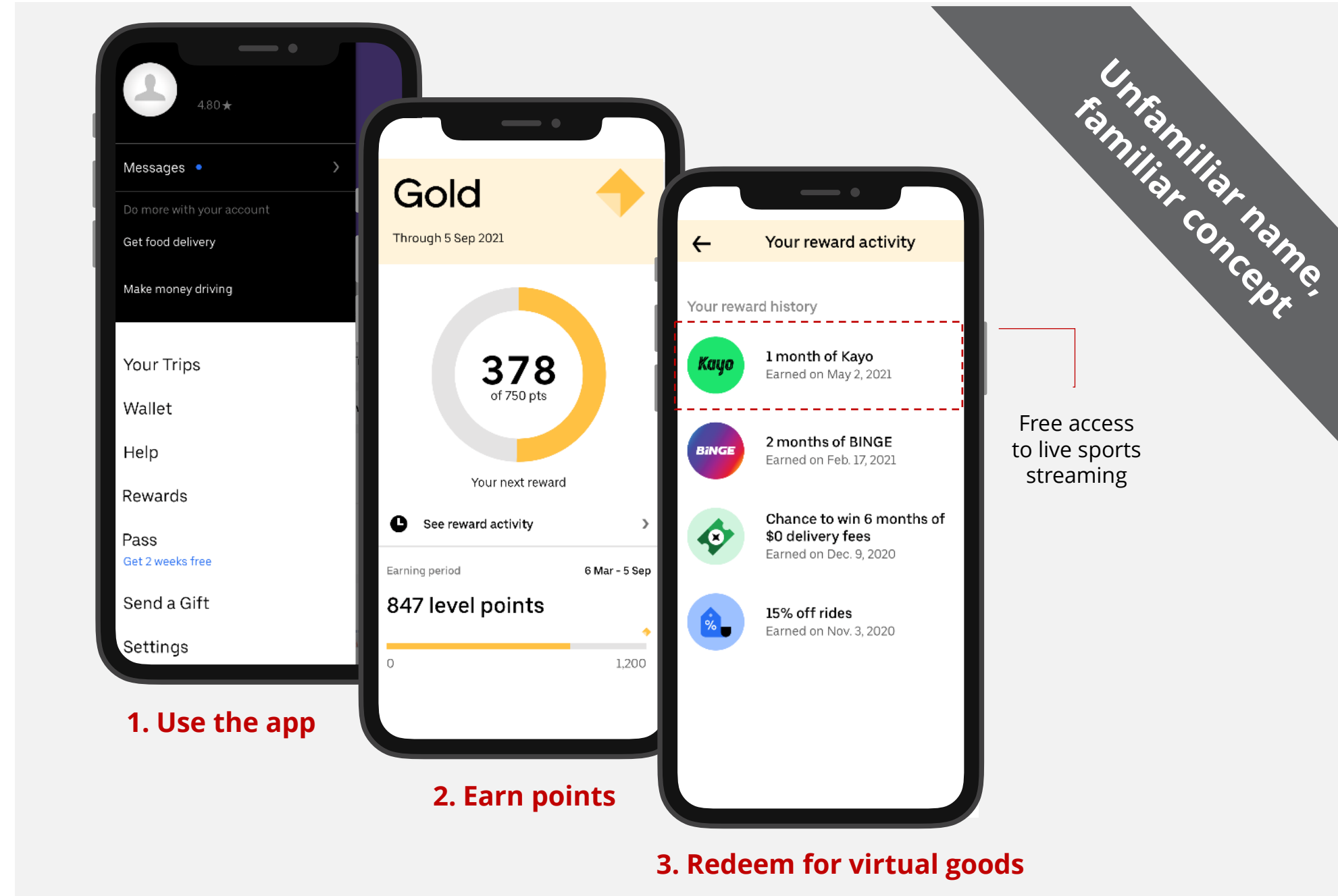
Telecommunications

Top-up credits (talk and data)



Lifestyle

Digital coupons for restaurants, hotels, and shops



Introduction to interactive marketing

Integrated “gamified” advertising

Marketing type	Advertising placement	Level of integration	Level of customisation	Legend	
Traditional	App landing page / pop-up	★	★	Low	★
	Banner ad	★	★	Medium	★ ★
	User content feed	★ ★	★	High	★ ★ ★
Interactive	Fully integrated inside app	★ ★ ★	★ ★ ★		



iPhone Lucky Draw Campaign – December 2018 to April 2019

Objective: encourage regular app sign-in

- User gets a lucky draw chance from a daily sign-in
- Lucky draw is drawn on same day
- On last day of month, users with 15+ days of sign-in go into major draw
- Major draw prize is an iPhone XS 64 GB



Summer Festival Top-Up Campaign – June 2018 to August 2018

Objective: encourage regular mobile phone recharge

- At 10am every Thursday of the campaign, users recharging mobile phone credit have a chance to win rewards
- Orders that ended in 99 would receive entire recharge for free, adding a game element to the order process



Section 3

99 Loyalty Technology
Business Model

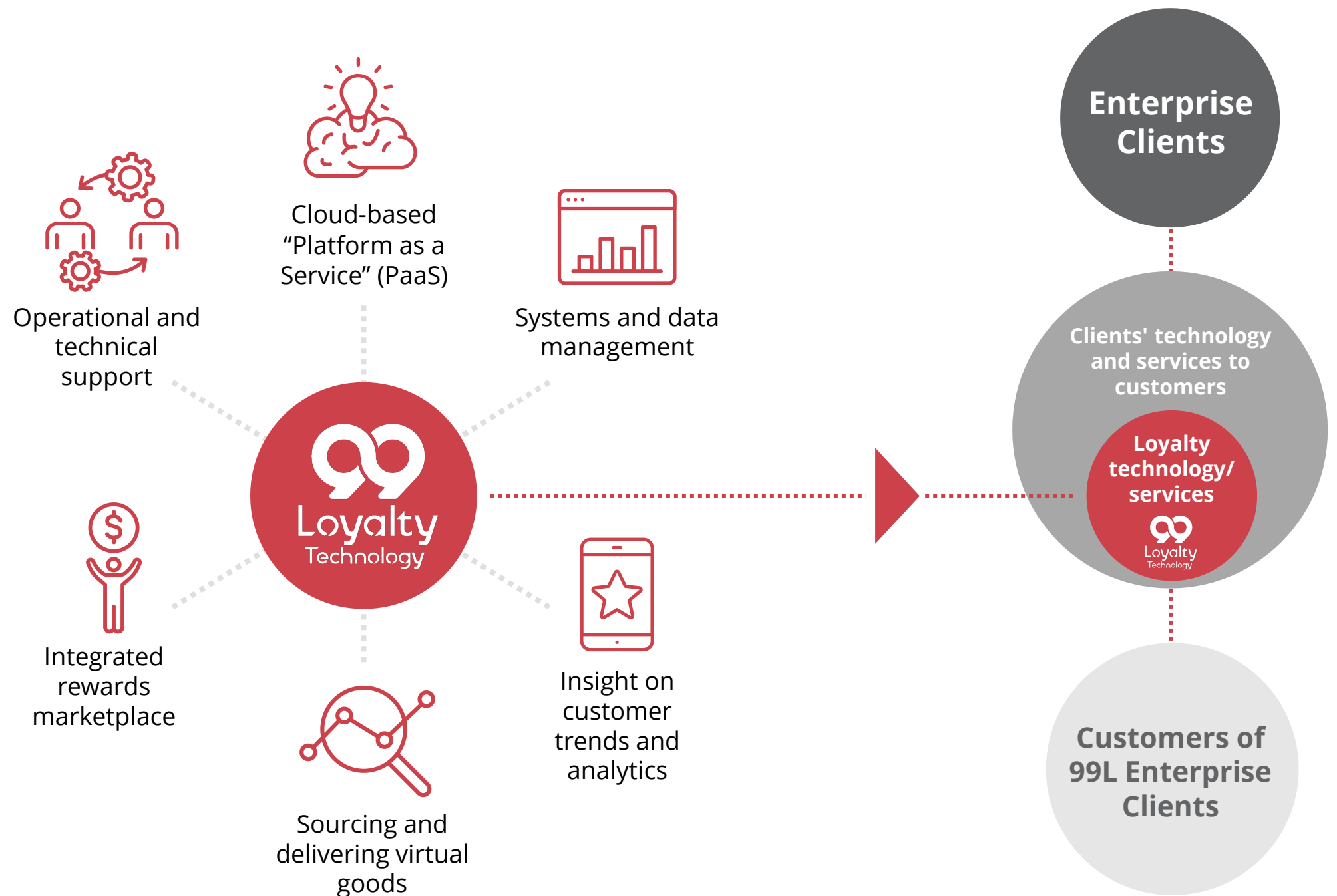


99 Loyalty Technology business model

Value proposition to clients



- 99 Loyalty Technology is a B2B enterprise technology **solution**
- It delivers the “technology behind the scenes”, **integrating seamlessly** into our client’s own ecosystem
- This allows users to interact in the **client’s ecosystem** as per normal, with an enhanced experience
- The **enterprise client** benefits from access to a full suite of technology services – everything from security to analysis to virtual goods

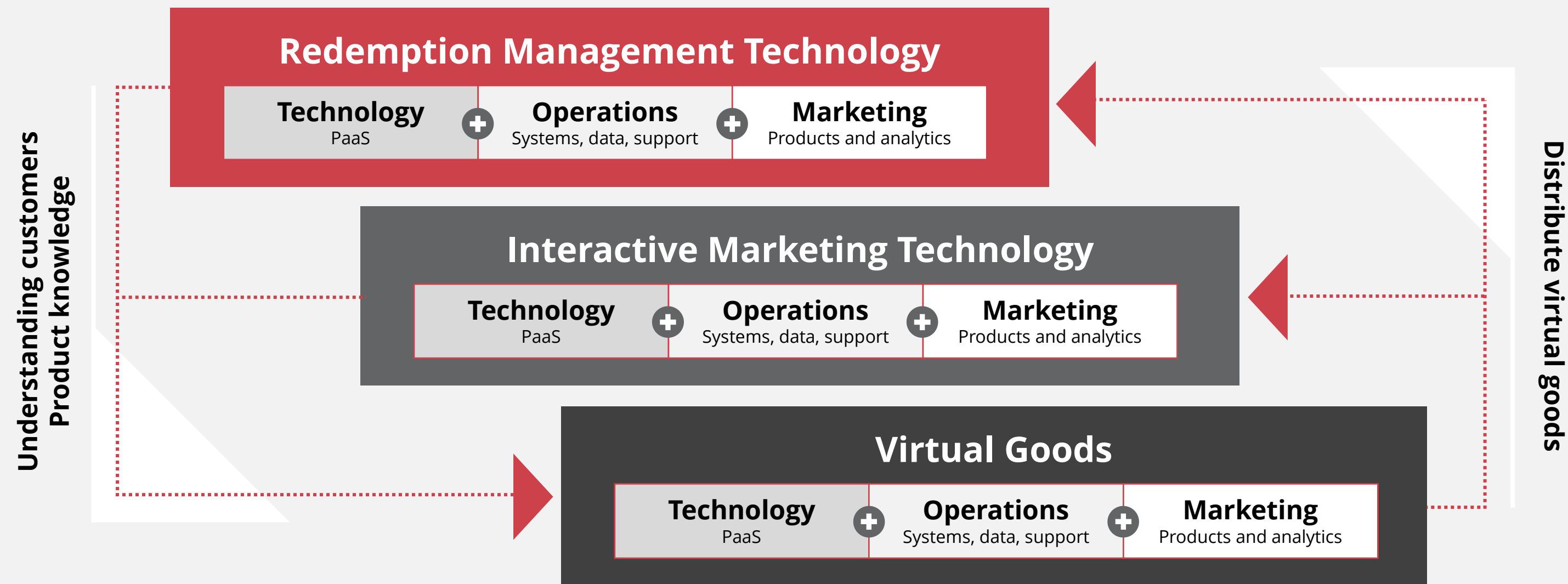


99 Loyalty Technology business model

Value proposition to clients



Highly synergistic service lines produce a significant data and access advantage for 99L



99 Loyalty Technology business model

Value proposition to clients



Advantages of partnering with 99 Loyalty Technology vs building in-house capability



Time efficiency advantage

Shorter development times with ease of customisation using standard modules as base



Cost efficiency advantage

Cost burden of full-time in-house team versus tactical use of specialists at competitive pricing, with scale benefits in accessing and warehousing virtual products



Data advantage

99L's depth of industry experience has resulted in a huge wealth of proprietary data, which may be leveraged to enhance success rates through algorithms




Technology advantage

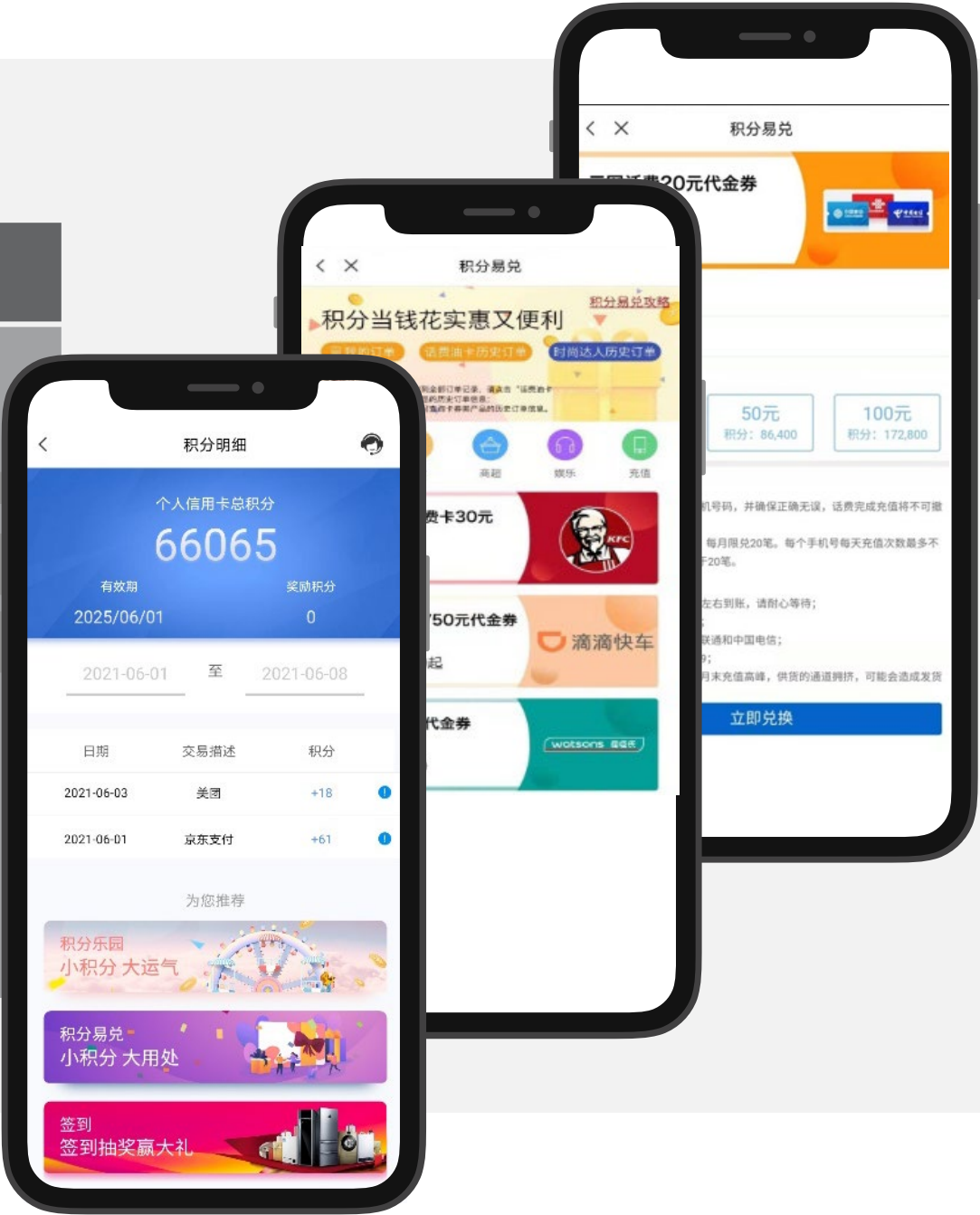
Proven platform with scalable architecture, which is not easily replicated due to patents and copyrights

99 Loyalty Technology business model

Redemption management technology




Enterprise Client	The Challenge	The Solution	The Result
<div> 浦发银行 SPD BANK</div> <div>Shanghai Pudong Development Bank</div> <div>Relationship established in 2016</div> <div>Global top 10 bank by assets</div>	<div>Provide value-add services to the bank app</div> <div>Improve customer satisfaction and enhance customer retention</div>	<div>A customised rewards and loyalty program solution</div> <div>Platform within the SDPB app to act as marketplace for rewards redemption</div> <div>Offering various virtual products as rewards, including delivery and after-sales service</div>	<div>Transaction value reached RMB 140 million in 2019, up from RMB 50 million at outset</div> <div>Represents a transaction value CAGR of over +45%</div>



99 Loyalty Technology business model

Interactive marketing technology




Enterprise Client	The Challenge	The Solution	The Result
<div></div> <div>Tianan Property Insurance</div> <div>One of the largest property insurance companies in China</div> <div>Long term business partner of 99L</div>	<div>Bring offline customers into the insurer's online ecosystem</div> <div>Encourage environmentally-friendly insuring activities through digital channels</div>	<div>Platform within the Tianan app to act as marketplace for the marketing program</div> <div>Digitised the insurance-related car services, such as the vouchers for car wash, car maintenance, etc.</div> <div>Offering comprehensive customer services, including virtual products delivery and after-sales service</div>	<div>Active user rate increased by 3%</div> <div>The transaction value of insurance related products (non insurance /policy products) generated from Tianan app increased from 200 million to 301 million for 2016-2019, CAGR 10.6%</div> <div>Strong positive feedback from Tianan</div>



99 Loyalty Technology business model

Insurance policies as an ideal “virtual good”



Enterprise Client	The Challenge	The Solution	The Result
<div> Ping An Insurance Global top 5 insurer and Global Fortune 500 company 2020 revenue of over RMB 1.3 trillion</div>	<div>Help Ping An grow its customer base and expand its distribution channels</div> <div>Promote and broker a range of Ping An insurance product through an online platform</div>	<div>Successfully integrated Ping An insurance product into 99L services</div> <div>Delivered Ping An insurance as “virtual products” to our business partners, including other financial institutions</div> <div>Matched products with potential policy-holders through 99L proprietary broker platform (Dlib)</div>	<div>Business expansion of over RMB 100 million to date, across various insurance products</div> <div>Assisted growth in Ping An’s property insurance business (Ping An’s traditional core business is in life insurance)</div> <div><ul style="list-style-type: none">FY2019: achieved a total insurance premium income of 10 millionFY2020: achieved a total insurance premium income of 95 million</div> <div>Strong positive feedback from Ping An that 99L is a market leader in brokerage</div>



99 Loyalty Technology business model

Our Enterprise Clients



China Enterprise Clients



Global top 4 bank



Global top 4 bank



Global top 4 bank



Global top 4 bank



Global top 50 bank



Global top 50 bank



Global top 50 bank



Global top 50 bank



World's largest card network



Global top 5 insurer



Global top 10 insurer



Global top 25 insurer



China top 10 life insurer



China top 10 non-life insurer



China top 10 non-life insurer



China top 30 non-life insurer



China top 30 non-life insurer

Global Enterprise Clients



Global top 5 insurer



Global top 10 insurer



Asian insurer



Asian bank

99 Loyalty Technology business model

Our Merchants



China Merchants



Global Fortune 500 company
eCommerce coupons



Global Fortune 500 company
eCommerce coupons



Global Fortune 500 company
Mobile phone recharges



Global Fortune 500 company
Mobile phone recharges



Global Fortune 500 company
Mobile phone recharges



Global Fortune 500 company
Petrol discounts

Global Merchants



Consumer electronics



Household appliances



eCommerce giftcards



Food coupons



Office supplies



Food coupons

Insurance Providers



Global top 5 insurer



Global top 10 insurer



Global top 25 insurer



China top 10 life insurer



China top 10 non-life insurer



China top 10 non-life insurer



Section 4

Market opportunity



Market opportunity

Favourable market dynamics within a supportive growth environment

Supportive growth environment

- China's overall digital economy is poised to deliver continued growth
- Strong public policy support

Favourable market dynamics for core business areas

- The fundamentals supporting 99L's core business are also highly attractive

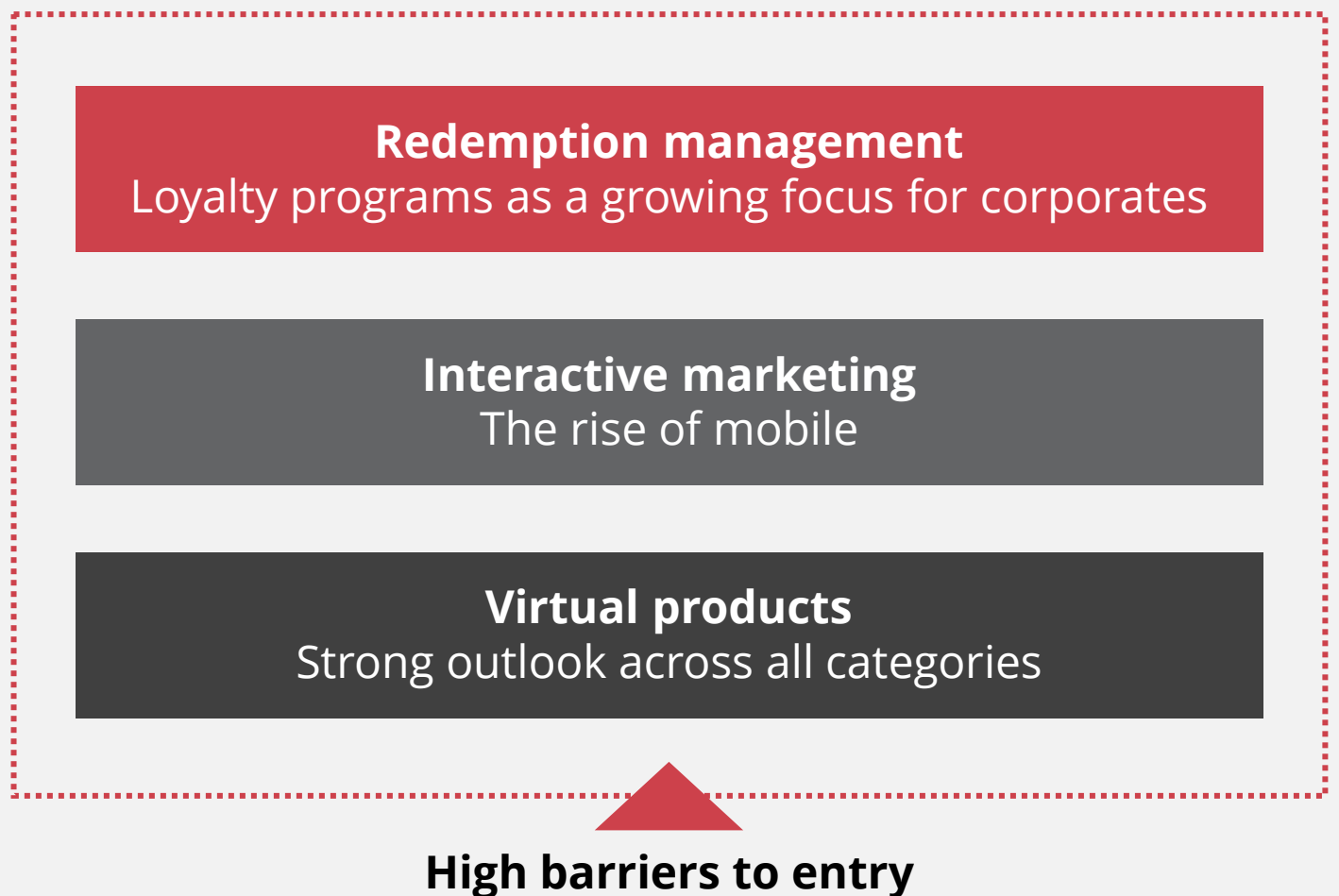
High barriers to entry

- New competition is constrained

Impact of COVID-19 pandemic

- Acceleration of transformation in the insurance industry

China's digital economy – a supportive growth environment



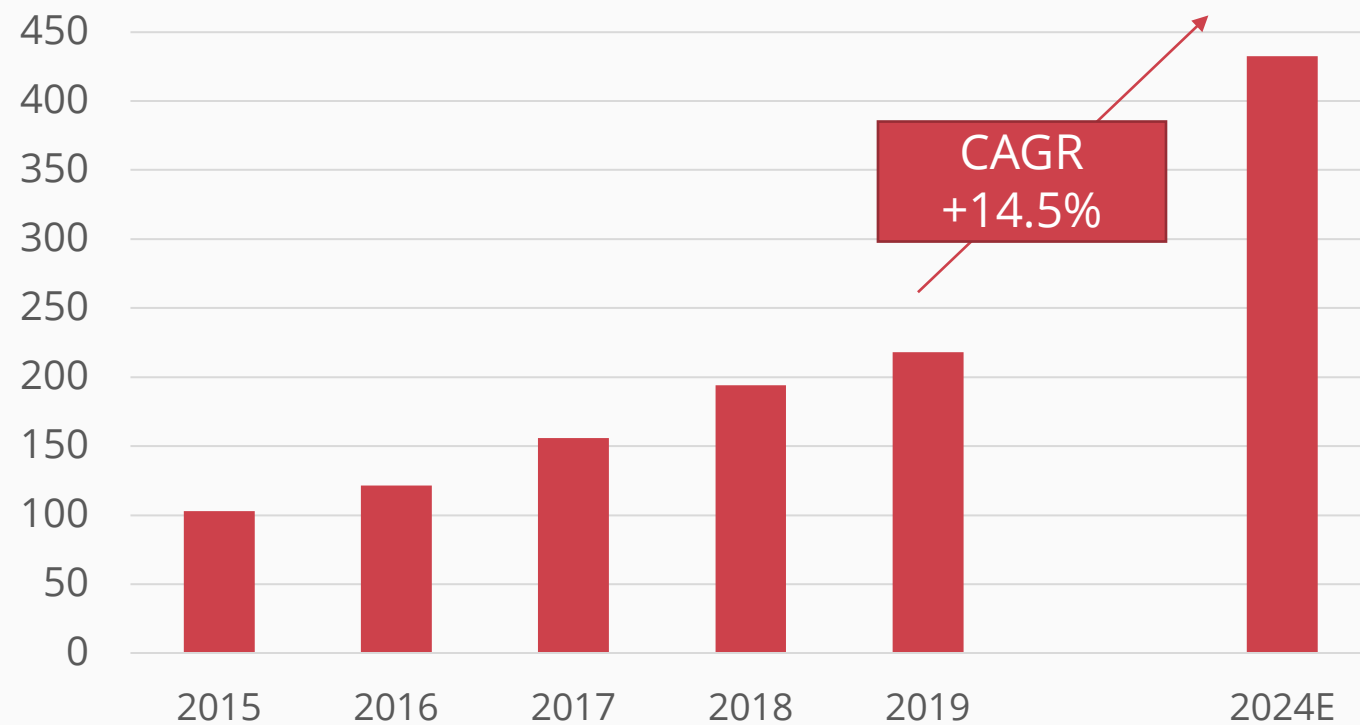
Market opportunity

Loyalty programs – a growing focus for corporates, especially in financial services

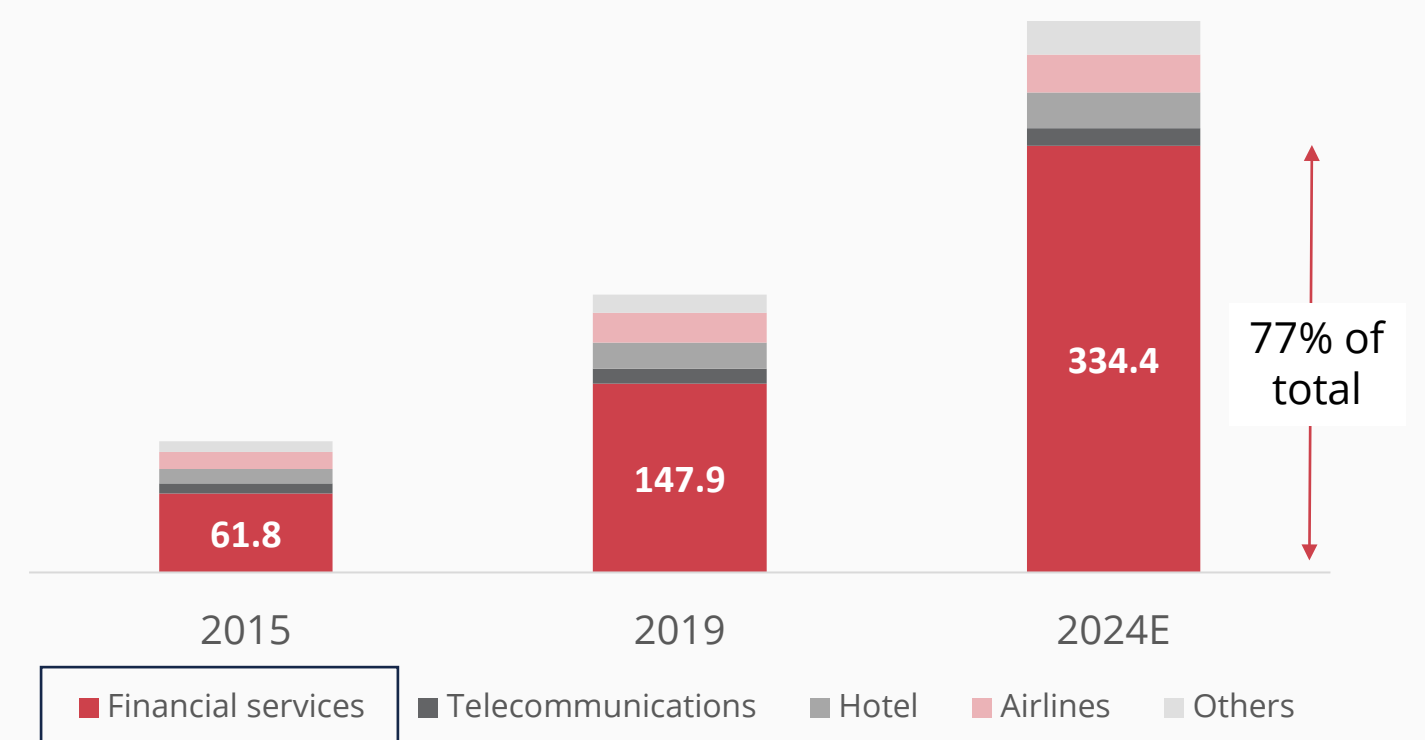


- Corporate expenditure and subsidies on loyalty programs doubled from 2015 to 2019 and is forecast to reach over RMB 400 billion by 2024
- Financial services corporates are expected to contribute to the vast majority of that growth
- 99L is well positioned to capture this opportunity through its redemption management technology, particularly given its specialisation, focus and experience with financial services clients

Corporate expenditure on loyalty programs in China (by gross revenue, RMB bn)¹



Corporate expenditure on loyalty programs in China (by industry of corporate, RMB bn)²

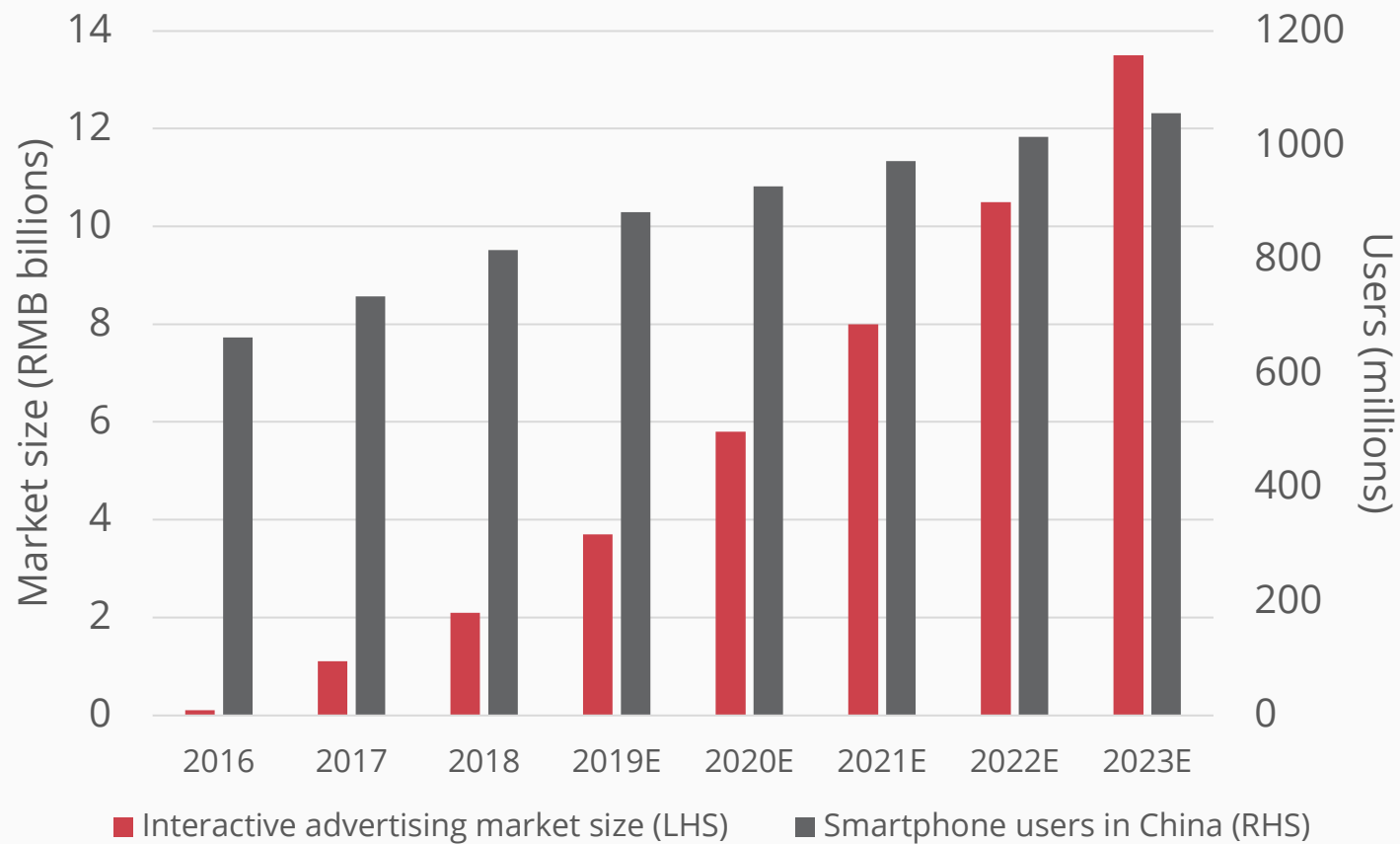


Market opportunity

Interactive marketing – the rise of mobile



Mobile interactive advertising market size & smartphone users in China¹



- Smartphone usage in China has grown steadily over the past five years and is forecast to continue
- China's mobile interactive advertising market has demonstrated exponential growth, outpacing both the uptake in smartphone usage and mobile advertising more generally
- 99L is well positioned to capture this opportunity in interactive marketing given its years of experience, wealth of customer data, and deep understanding of market trends

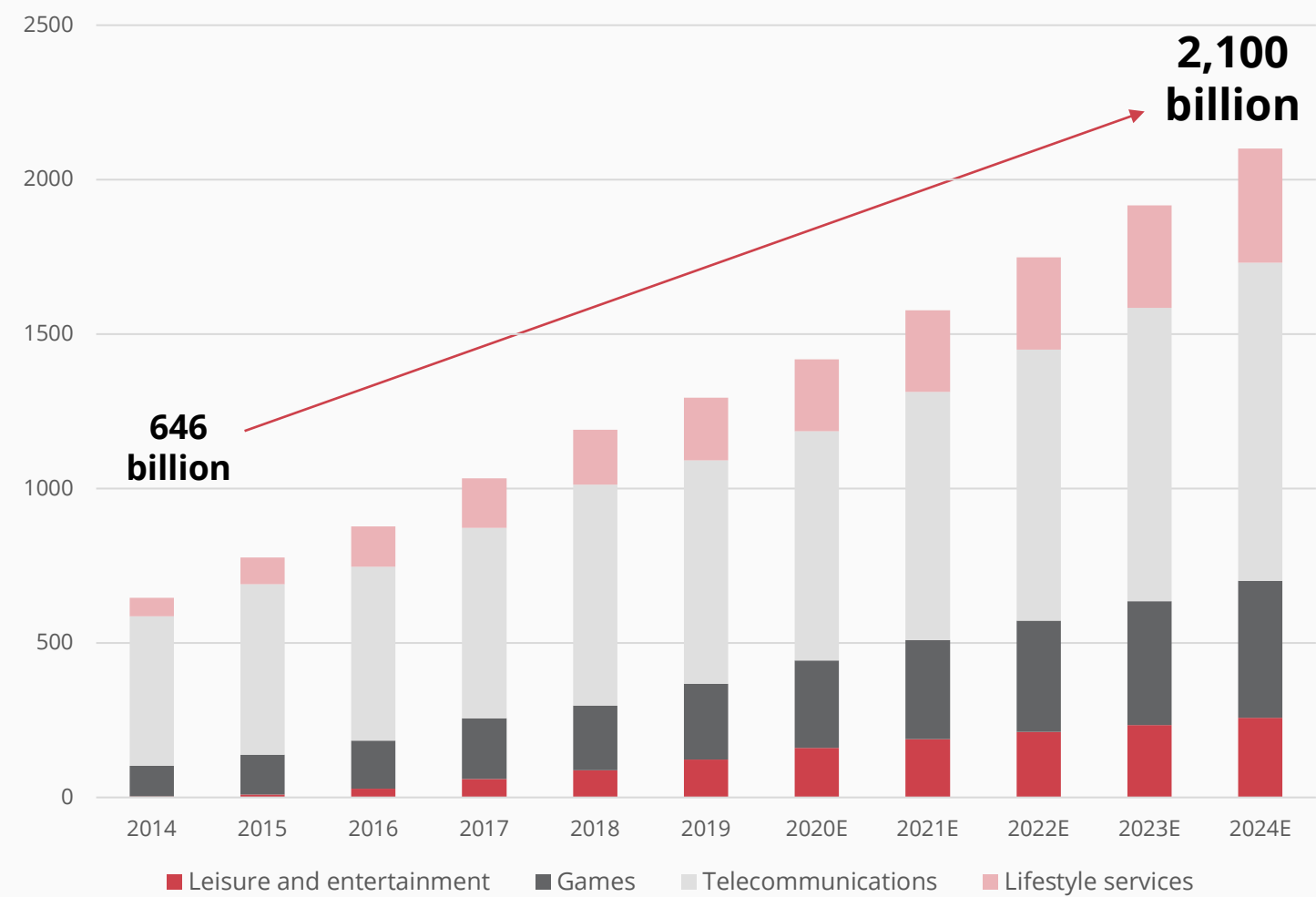
CAGR	2016 to 2023E
Interactive advertising market	84.6%
Smartphone users	6.0%

Market opportunity

Virtual products – strong outlook across all categories








Size of China's virtual goods market by category¹



CAGR	2019 to 2024E
Total market	10.2%

Market opportunity

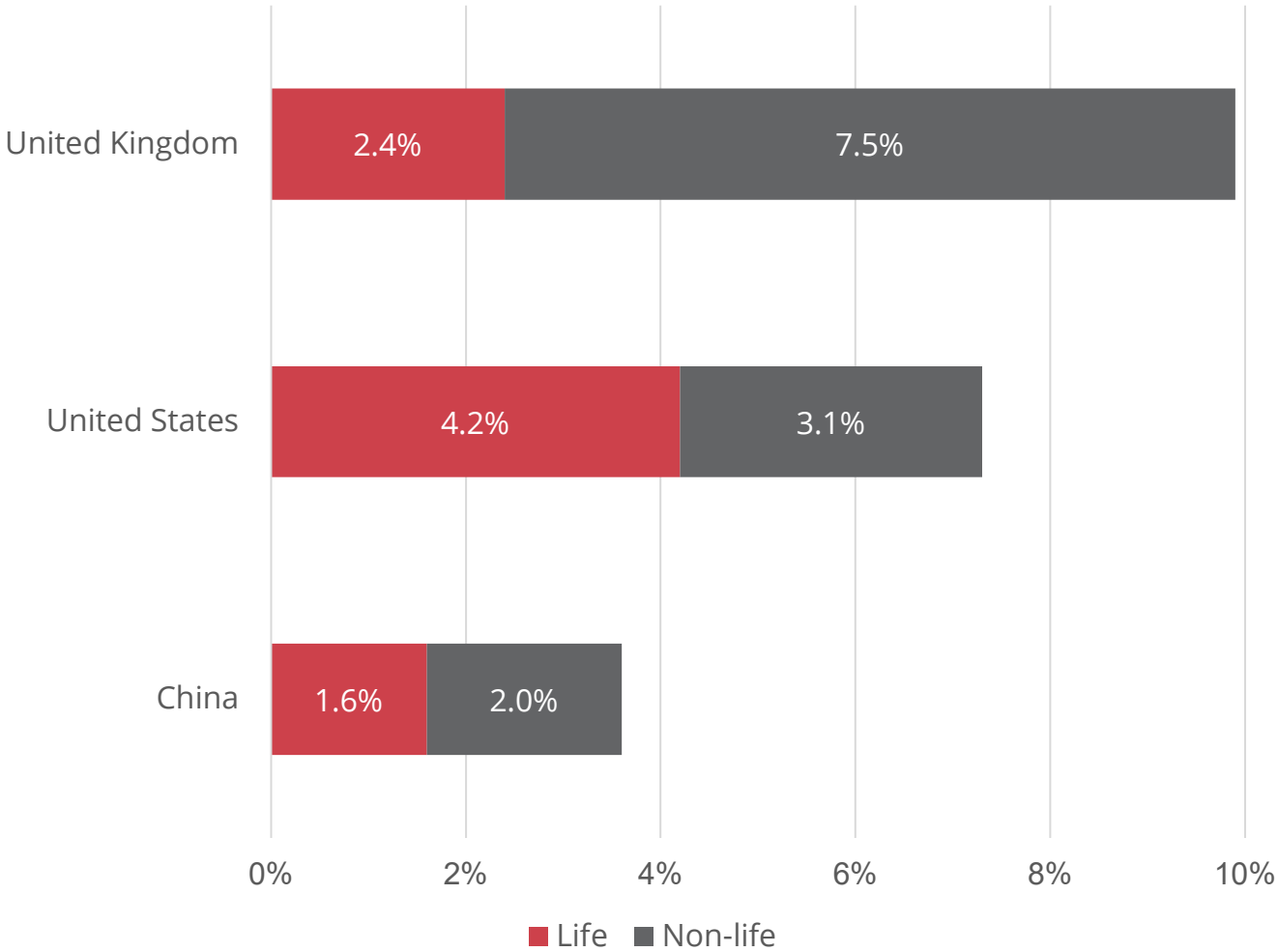
Competition constrained by high barriers to entry

	Barrier to entry	Description	99L Advantage
	Early-mover advantage	Business contracts, particularly with large financial services companies, have long and complex approval processes that favour incumbents	99L has established relationships with the major financial services companies in China, many of which are long-term
	Experience	A deep understanding of customer needs, profiles, behaviours, and trends is necessary to win business	99L has built up 10 years of data and has deep experience in extracting insights to enhance success
	Investment in people, technology, and operations	Successful operators leverage the benefits of scale, so new entrants must outlay significant capital to compete	99L has a robust financial position and large-scale operations backed by an experienced, professional team
	Security	Transaction security is paramount and a key sensitivity, especially for clients in the financial sector	99L is a proven specialist in engaging with partners in the finance sector, so has an established track record and trust with its clients in the area of security
	Regulatory	Existing intellectual property is protected and licenses to operate must be obtained from many different authorities, which is a long, resource-intensive process	99L has a full suite of patents, copyrights, qualifications, and over 180 licenses to operate in China across a range of technologies and activities

Impact of COVID-19

Accelerating insurance industry transformation

China's insurance penetration as share of GDP retains significant upside¹



As an online distributor, 99L was able to rapidly respond to insurance demand during the pandemic²

Tailored landing page



Customised group insurance product packages



Section 5

Competitive advantage
and growth strategy



Competitive Advantage

99 Loyalty Technology's differentiated value proposition for investors



Ease of
access for
investors



Over 8 years
as a listed
company



Core
strength in
financial
services



Service
range and
distribution
channels

Growth strategy & roadmap

Looking ahead



Participate in the development of China's Digital Economy and pursue opportunities across the value chain

Extend and diversify the enterprise client base

Continuously invest in technology and R&D to improve operational efficiency

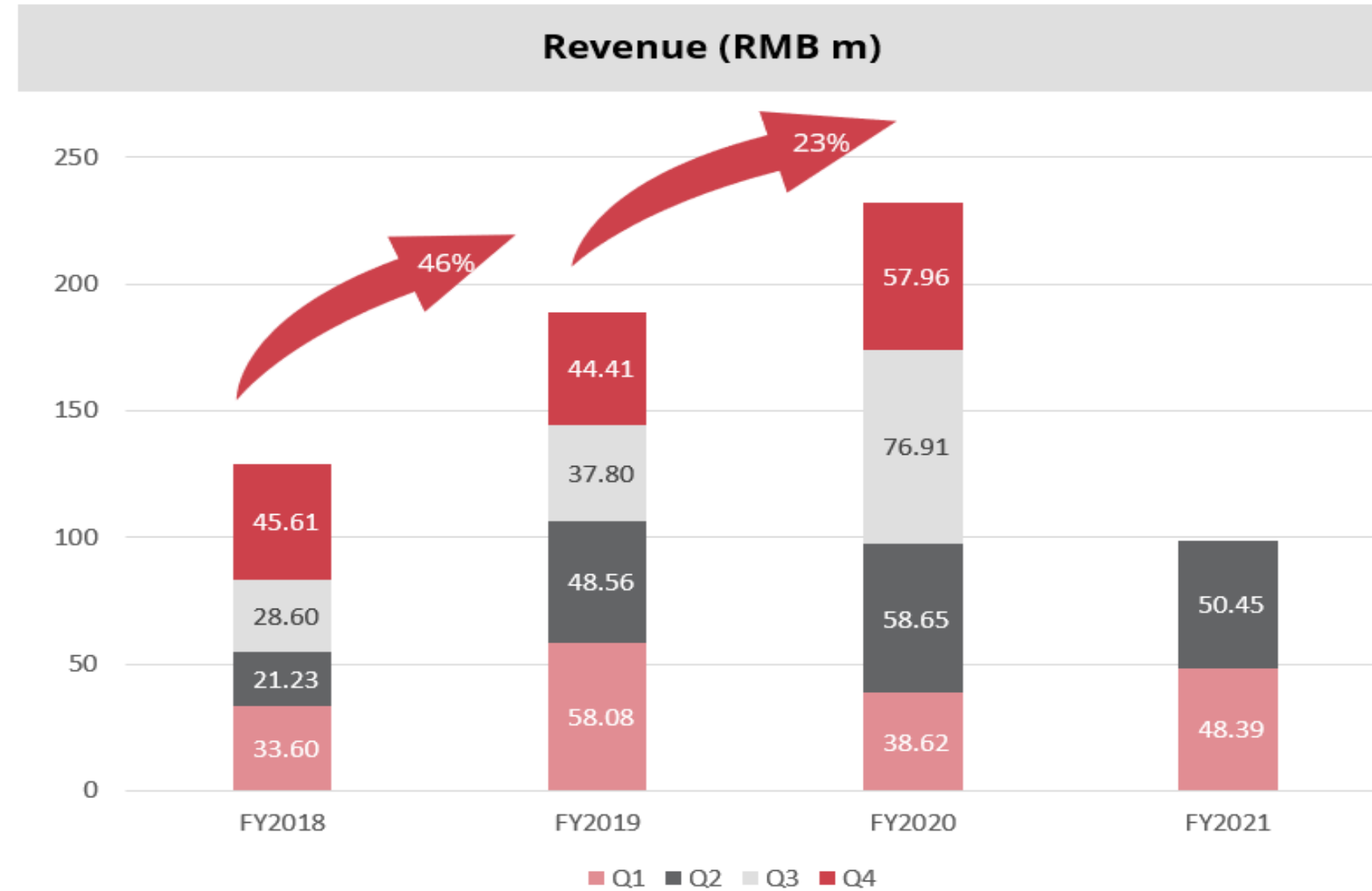


Section 6

Financial Highlights



Financial Highlights



A\$10.14m
in Revenue
(Q2 2021)

A\$9.91m
in Gross Profit
(Q2 2021)

-A\$1.44m
in EBITDA
(Q2 2021)

A\$10.19m
in Cash
(30 June 2021)

Chairman | Mr Ross Benson
rbenson@investorlink.com.au

Executive Director | Amalisia Zhang
amalisia.zhang@99loyaltytech.com

Chief Executive Officer | Henry Chen
henry.chen@99loyaltytech.com

Investor Relations | Mark Flynn
mark.flynn@irxadvisors.com

Investor Relations | Rowan Parchi
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99LOYALTYTECH.COM



“A leading technology partner in the digitisation
of China’s financial services industry”

Released with the Authority of the Board 4 August 2021



Appendix



Board and executive management

Board of Directors



Mr. Ross Benson
Chairman Non-Executive Director

Mr Benson has over 34 years of experience in the Australian financial services industry, with extensive knowledge in securities, deal structuring and business strategy. Mr Benson has led negotiations for divestment and acquisition strategies for medium to large enterprises and has a depth of experience in prospectus and offer document preparation. Subsequent to the formation of Investorlink Group Limited in 1986, he has established associated business units in wealth management, private equity, property syndication and structured financial products. Over the past 15 years he has spent significant time in China originating inbound and outbound investment activities.



Mr. Haoming Yu
Independent Non-Executive Director

Mr Yu has significant experience in the finance and banking industry over 41 years. Prior to joining 99 Loyalty, he was Executive Vice President of Zendai Group. Mr Yu held various senior positions in the past including Executive Vice President of Shan Shan Co Holding Ltd, Managing Director of Bear Stearns (Asia) Ltd, Executive Vice President of Shanghai International Trust & Investment Co. Ltd and Deputy General Manager in Bank of China, Shanghai Branch.



Ms. Amalisa Zhang
Executive Director

Ms Zhang founded 99 Loyalty in 2011 and currently serves as an Executive Director. She is a pioneer of internet and e-commerce, with extensive experience in Chinese e-commerce and mobile payments. Prior to founding 99 Loyalty, she was President of Handpay, one of China's largest third party mobile payment gateway service provider. She has also previously worked for Hong Kong telecommunications company PCCW and as part of the core management team of Ctrip and as General Manager of Ctrip Hong Kong. Ms Zhang graduated from Bath University in the United Kingdom with a Masters of Business Administration.



Mr. Simon Woodfull
Independent Non-Executive Director

Mr Woodfull has over 20 years of experience working as a senior executive in various financial services and Loyalty companies across different aspects of business areas including operations, sales and marketing, wealth management, finance, legal and human resources. He was the co-founder of Bravura Solution Ltd (BVS), an ASX listed financial services and software business. Prior to joining 99 Loyalty, Mr Woodfull was the Chief Executive Officer of Syncsoft, a financial services software company, wholly owned subsidiary of the Link Group (ASX: LINK). Mr Woodfull graduated from Business Management, Victoria University.



Dr. Tao Wen
Executive Director

Dr Wen has significant experience in the science and technology sectors. He has been serving as Chief Technology Officer since the Company has established. Prior to joining 99 Loyalty, he worked as a Senior IT specialist of IBM Global Business Services and held the position of Director of Technology Department at Smartpay. He holds a PhD in Science from Fudan University.



Mr. Christopher Ryan
Independent Non-Executive Director

Mr Ryan has diverse experience and expertise in mergers & acquisitions together with initial public offerings. He has advised ASX listings since 1986. He previously served as Chairman of ASX listed Bravura Solutions Limited, Non- Executive Director of Central West Gold NL, Non-Executive Director of eCargo Holdings Limited (ASX:ECG), Non- Executive Director of Retech Technology Co., Limited (ASX:RTE). He is currently Non-Executive Director of Fintech Chain Limited (ASX:FTC) and Non-Executive Director of Investorlink Group Limited. Mr Ryan holds a Bachelor of Financial Administrations from the University of New England and is a Fellow of the Institute of Chartered Accountants Australia and New Zealand.

Board and executive management

Senior Management



Mr. Henry Chen
Chief Executive Officer

Mr. Chen has significant experience in finance and accounting over 20 years. Prior to 99 Loyalty, he held finance, accounting and auditing related positions with various companies such as Vtion Wireless Technology AG, Vesta China and Arthur Andersen. Mr Chen holds a Master Degree of Commerce (Finance Major) from University of Sydney. Mr Chen is a CPA and a member of both CICPA (The Chinese Institute of Certified Public Accountants) and ACCA (The Association of Chartered Certified Accountants).



Mr. Yundong Sheng
Chief Operating Officer

Mr. Sheng has more than 15 years professional experience in financial and insurance business and strategic management. He has strong ability in the business development and management. Prior to 99 Loyalty, he has acted as a senior management in overseas well-known enterprises for more than 7 years.



Ms Cathy Li
Chief Financial Officer

Ms. Li has worked in 99 Loyalty for more than nine years. She has a detailed understanding of the business and its financial operations. Ms. Li holds a Master Degree of Accounting from Fudan University and has more than 15 years professional experience in financial management. Her prior experience includes Shanda Network, Yongda Group and Handpay Information Technology Co., Ltd.

Australian Advisory Committee



Mr. Rod McGeoch
Committee Chairman

Rod McGeoch AO was chair of Corrs Chambers Westgarth, a leading Australian law firm, and has been a solicitor for 40 years. He was chief executive of Sydney's successful bid for the 2000 Olympic Games and served on the Sydney Organising Committee for the Olympic Games until November 1998. Mr McGeoch was also chair of SKYCITY Entertainment Group. Mr McGeoch is chair of Vantage Private Equity Growth, Chubb Insurance Australia, BGP Holdings Malta and deputy chair of the Sydney Cricket & Sports Ground Trust. He also holds a number of honorary positions. In 1990, Mr McGeoch was awarded Membership of the Order of Australia for services to Law and the Community. In 2013, he was awarded an Officer of the Order of Australia for distinguished service to the Community through contributions to a range of organisations and to sport, particularly through leadership in securing the Sydney Olympic Games. Mr McGeoch is a director of Destination NSW. and in January 2013, he was appointed Honorary Consul General of Luxembourg in Australia.

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