

***Netccentric***  
*Limited*

FY2022 INVESTOR PRESENTATION



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# About Us

INFLUENCERS ARE AN INCREASINGLY IMPORTANT PART OF A BRAND'S ADVERTISING SPEND.



Netccentric **connects brands and influencers** via its end-to-end influencer marketing solutions



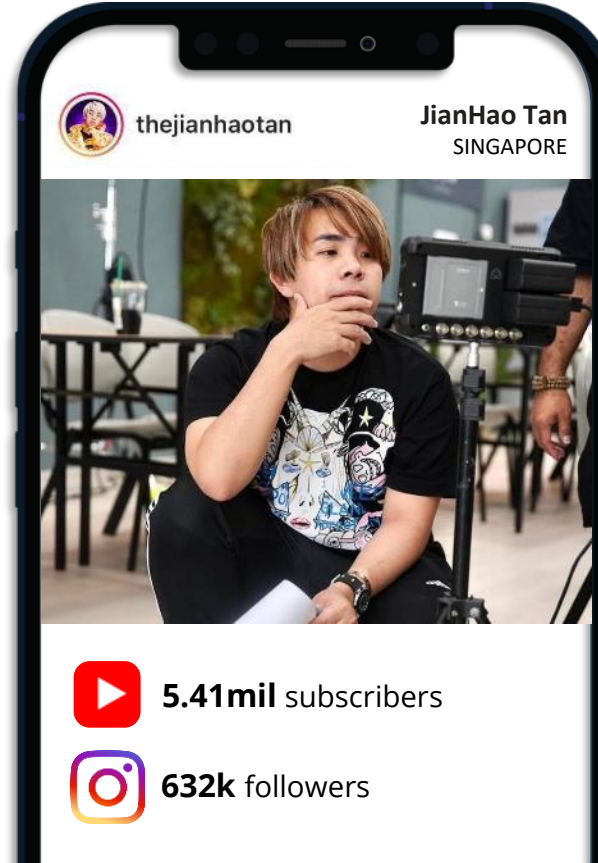
We have expertise spanning **influencer marketing, social media marketing, performance marketing, video and content creation and social commerce**



We provide digital platforms that **allow influencers to monetise the value** of their networks



We use data and insights from these digital platforms to **grow our diversified revenue streams**



> 300 CLIENTS

> 20,000 INFLUENCERS

4 OFFICES

> 100 EMPLOYEES



# Market Opportunity

The size of the global influencer marketing platform market is expected to grow to **US\$24.1 billion by 2025**, at a Compound Annual Growth Rate of 32%.

In 2022 alone, **influencer marketing was expected to be worth US\$16.4 billion globally** with more than 75% of brands intending to commit budgets to this marketing channel.<sup>1</sup>

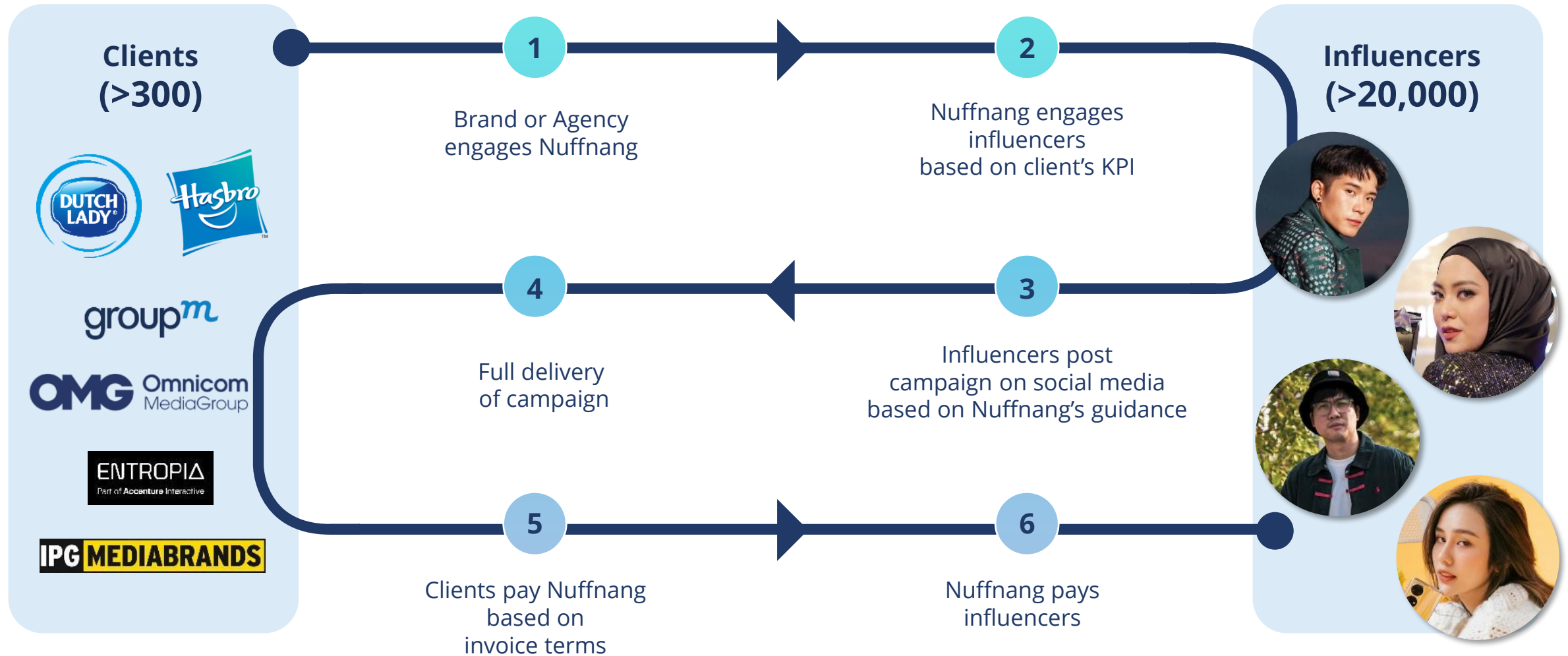
**Asia Pacific** is set to lead this growth, becoming the **world's largest influencer marketing platform market** by 2025.<sup>2</sup>

South-East Asia enjoys **high rates of internet adaptation and mobile data usage** with the internet economy in the region **on track to hit \$300 billion in 2025<sup>3</sup>**.

Influencer marketing in South-East Asia is expected **to grow to a whopping US\$2.59 billion by 2024<sup>3</sup>**.

1. <https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html> <https://www.insg.co/en/influencer-marketing-southeast-asia/>  
2. <https://www.linkedin.com/pulse/influencer-marketing-southeast-asia-kolsasia/?published=t>  
3. <https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html> <https://www.insg.co/en/influencer-marketing-southeast-asia/>  
4. <https://www.linkedin.com/pulse/influencer-marketing-southeast-asia-kolsasia/?published=t>

# Nuffnang Business Model and Flow of Funds



# Competitive Advantage

## Our value-add: helping brands to navigate a fragmented influencer market

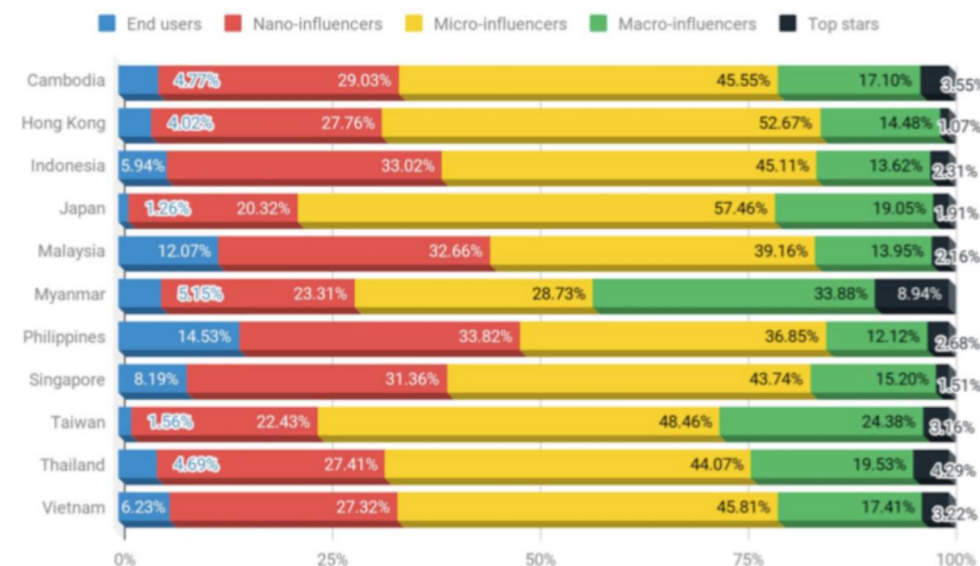
The influencer market has been becoming increasingly fragmented, with **Nano and Micro influencers** dominating a **majority of follower volume**.

Our **database of 20,000 influencers**, built over the past 16 years, enables us to provide the best influencers to suit the demographic requirement of our clients.

This has enabled Nuffnang Malaysia to become a partner of large media agencies and build a base of engaged clients, with **84%** of its FY2022 revenue coming from **existing clients**.

Our competitors are smaller players in our market that lack the depth of data and the expertise and experience we have **built over 16 years**.

## Influencers categorised by follower volume



Influencers are categorised as follows:

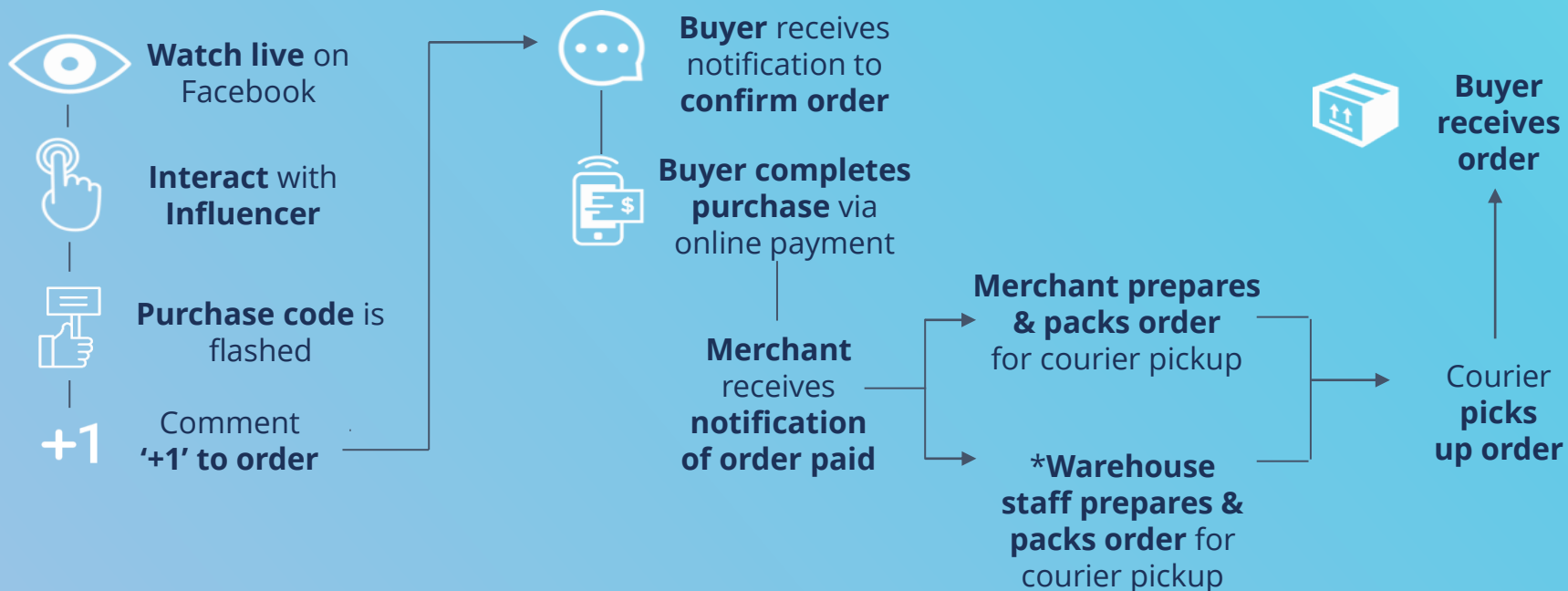
- End users: 100 - 1k followers
- Nano-influencers: 1k - 10k followers
- Micro-influencers: 10k - 100k followers
- Macro-influencers: 100k - 1m followers
- Top stars: 1m+ followers

Source: CampaignAsia, September 2020:  
"Brands in Asia more than doubled influencer CSR campaigns from March"

# Nuffnang Live Commerce – Social Commerce Platform

A FULLY INTEGRATED AND SEAMLESS END-TO-END LIVE COMMERCE EXPERIENCE

OUR PLATFORM SOLUTION IS **API INTEGRATED WITH FACEBOOK** TO PROVIDE A SEAMLESS USER INTERFACE FROM LIVE VIDEO PRODUCTION AND STREAMING TO AUTOMATED ORDER MANAGEMENT, ONLINE PAYMENT AND FULFILMENT.



# Diverse Blue-Chip Customers

EXAMPLES OF THE BRANDS WE WORKED WITH

**Panasonic**

**NETFLIX**

*Johnson's*<sup>®</sup>

**DANONE**

**ÆON**



**KFC**



**guardian**



**astro**

**P&G**



**CTBC BANK**  
中國信託銀行

**scJohnson**  
A family company  
at work for a better world

**L'ORÉAL**



**seek**



# Case Study – Multi-Channel Network Partnership

## NUFFNANG & TIKTOK SHOP

TikTok launched a live shopping function called TikTok Shop for its Malaysian users in Q1 2022, after its recent success in the Indonesian market in 2021.

To ensure a successful launch, TikTok engaged Nuffnang as one of its multi-channel network (MCN) partners to plan and execute a sales-driven influencer marketing campaign in the month of Ramadan (April 2022).

## THE RESULTS

For this “Selamat Super Deal” campaign, Nuffnang engaged 4 creators to conduct 3 major livestream sessions of 4 hours each in conjunction with the Hari Raya festival in Malaysia.

All our TikTok Shop sessions were successful, generating total revenue for merchants of close to S\$30,000 through sales of more than 3,000 items, and delivering significant boosts in gross merchandise volume (GMV) transacted by the creators.

Further contributing to the success, the usual abandoned cart rate was reduced from 70% to only 15% due to the engaging nature of live shopping combined with a trusting relationship between the creators and their fans.



*Seen in photos are Alfred Ong aka Water Daddy; and Imran Bard aka imeringue2 with the Nuffnang team who were behind this campaign.*

# FY2022 Key Highlights

- FY2022 revenue of S\$11.06m (A\$12.06m<sup>1</sup>) and underlying EBITDA<sup>2</sup> deficit of S\$103k (A\$112k<sup>1</sup>)
- Gross profit of S\$4.63m (A\$5.05m<sup>1</sup>), with a consistent gross margin of 42%
- Solid progress with new technology businesses:
  - Blockchain-enabled influencer platform to be launched in H1 FY2023
  - Exploring integrations into Open AI's ChatGPT for improving workflow and providing creative suggestions for social posts to influencers via the Nuffnang influencer platform
  - Development of Web 3.0 wallet will allow consumers to earn rewards and experiences via the issue of NFTs; expected launch in Q2 FY2023
- Nuffnang Live Commerce's (NLC) showed strong growth of 108% in gross merchandise volume to S\$8.67m (A\$9.45m<sup>1</sup>) with revenue more than tripling to S\$239k (A\$261k<sup>1</sup>)
- The Group's social media agency, Sashimi, continued its strong growth trajectory with revenues +15% YoY to S\$2.85m (A\$3.11m<sup>1</sup>)
- Healthy cash liquidity with cash balance of S\$4.31m (A\$4.70m<sup>1</sup>) as at 31 December 2022



<sup>1</sup> Assumes exchange rate of 1 SGD = 1.09 AUD.

<sup>2</sup> Underlying EBTIDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to options expenses, M&A activities, forex gains/losses and losses from new businesses (Creator SuperApp, NFT Technologies and Nuffnang Live Commerce).

# Revenue Breakdown

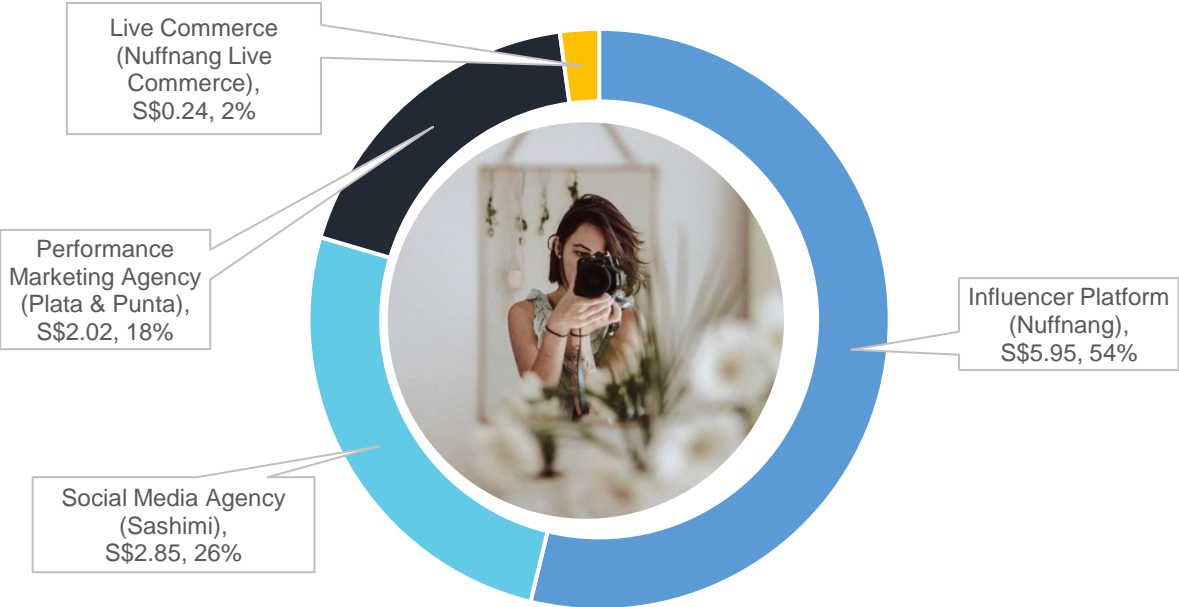
**Nuffnang** delivered revenues of **S\$5.95m** contributing **54%** to Group revenue

**Nuffnang Live Commerce's** revenue and activity levels showed strong **Gross Merchandise Volume growth of 108% to \$8.67m** and **revenue of S\$239k more than tripling on the previous corresponding period (pcp); average basket size per order increased by 99%**

The Group's social media agency, **Sashimi**, continued its **strong growth trajectory with revenue +15%** on the pcp to **S\$2.85m** due to an expansion of creative services

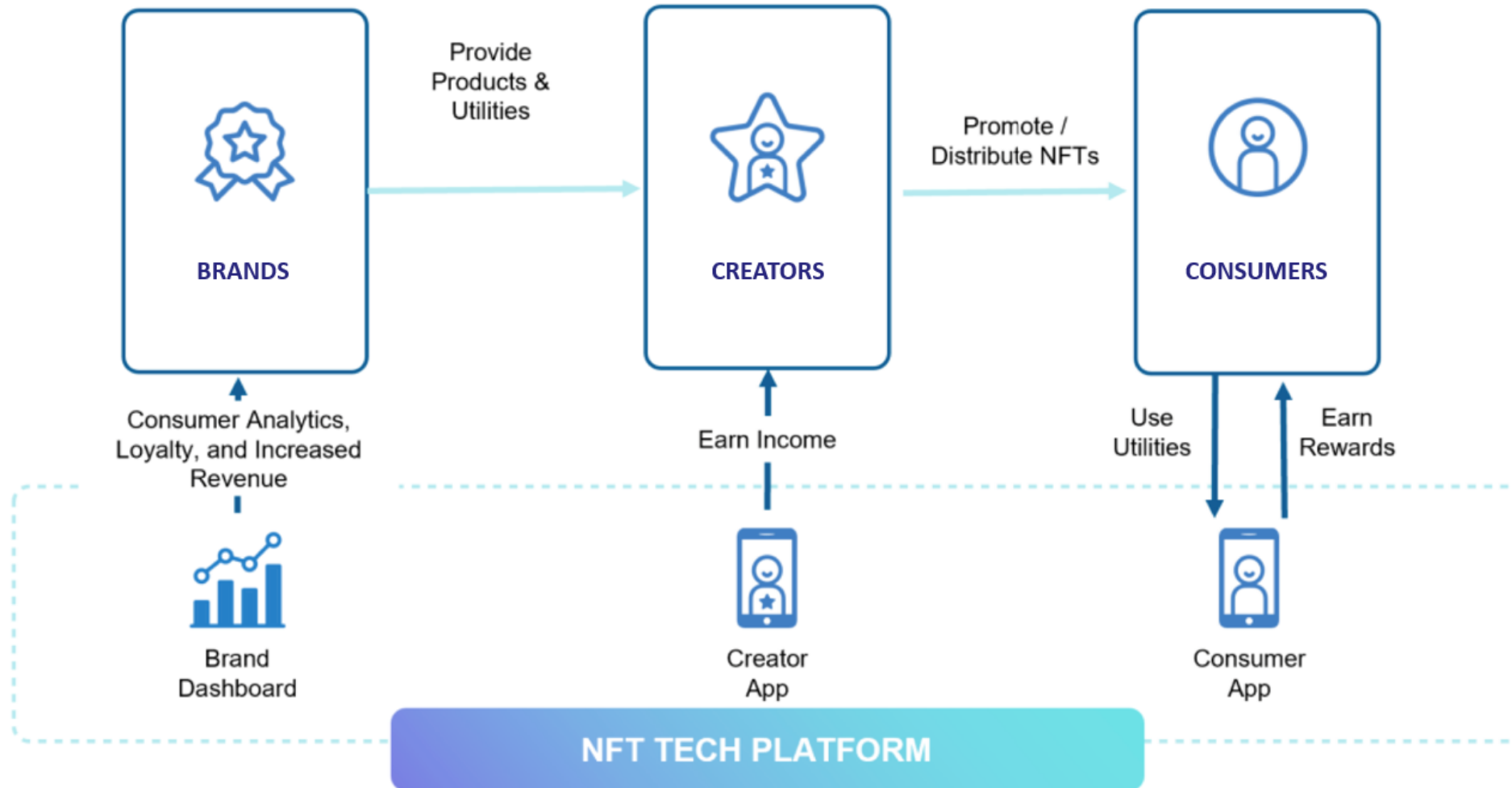
The Group's performance marketing unit, **Plata and Punta (P&P)** contributed revenues of **S\$2.02m**. P&P saw a **6% rise in profits** and an **increase in gross margins from 16% to 21%** as a result of P&P's focus to grow its fee-based services

**FY2022 Revenue by Business Unit (S\$m)**



# Web 3.0 Wallet

LAUNCHING NFT WALLET TO ENABLE BRANDS TO PROVIDE UNIQUE REWARDS AND EXPERIENCES THROUGH THE ISSUE OF NFT'S





# Strategic Outlook

WE ARE PURSUING THE FAST GROWING INFLUENCER MARKET OPPORTUNITY AS WE DEVELOP NEW GROWTH DRIVERS THROUGH EXPANSION INTO THE SME SEGMENT AND THE SOCIAL COMMERCE MARKET



## Continued Expansion into Social Commerce

APAC Social Commerce are expected to **double by 2024**.<sup>1</sup>

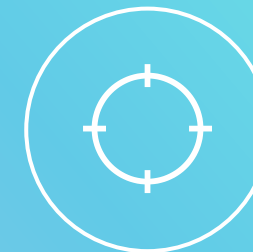
We are well-placed with an established base business and innovative new technology to capture share of this large and growing market.



## Scalability through Automation

Investment in automation will empower **Netccentric to gain scale faster**, expanding our network, driving productivity and delivering improved margins.

Developing our **blockchain enabled** influencer platform, to **increase influencer engagement**, integrated with ChatGPT to drive higher efficiencies.



## Growth through Potential Acquisitions and Geographic Expansion

Netccentric is exploring **potential M&A opportunities** to **expand** in particular for **geographic expansion into Australia**.

<sup>1</sup> <https://www.businesswire.com/news/home/20200520005355/en/Social-Commerce-Sales-Expected-to-Double-by-2024-in-Asia-Pacific>

# Investment Highlights



NCL has a **leading presence in** our core **market** with a **large influencer ecosystem** and over **300** engaged brands



First mover advantage and barrier to entry secured through a **large social media influencer community** in Asia



A **complete business growth ecosystem** providing **proven end-to-end solutions** to create **scale and efficiency** and optimise revenue



With the **strong community and comprehensive ecosystem**, NCL is trusted by **established brands and leading agencies**



Led by a **committed and visionary entrepreneur** with an **experienced Board** supported by a **management team** with a **proven track record**



New investments into **Web 3.0, Social Commerce & Automation** offer potential to deliver **scalable growth and unique benefits** to brands and influencers





# Appendices





# Experienced Board of Directors

**GANESH  
KUMAR  
BANGAH**

*Executive  
Chairman*



- Founder & former CEO of MOL Global Inc, first internet company in Southeast Asia to be listed on NASDAQ (2000 - 2015)
- Ernst & Young Technology Entrepreneur of the Year Malaysia 2012
- Former Chairman of the National Tech Association of Malaysia (PIKOM) (2017 - 2019)
- Founded Commerce.Asia; an All-In-One eCommerce Ecosystem in 2017

**JOANNE  
KHOO**

*Independent  
Non-Executive  
Director*



- More than 26 years of experience in investment banking, corporate finance, capital markets and corporate advisory services.
- Executive Director of Bowmen Capital Private Limited and Independent Director of companies listed on ASX, SGX and NASDAQ.
- A Certified Public Accountant by CPA Australia and a Chartered Accountant under the Malaysian Institute of Accountants.

**ROBERT  
SULTAN**

*Independent  
Non-Executive  
Director*



- Former member of the Australian Takeovers Panel as well as senior consultant and former partner of international law firm, Norton Rose Fulbright Australia, with over 30 years of experience in M&A, ECM and corporate advisory and governance
- Director of the Gourlay Family Office and Charitable Trust which, in conjunction with Trinity College Melbourne, established and endows the Gourlay Visiting Professorship of Ethics in Business

**DARREN  
COOPER**

*Independent  
Non-Executive  
Director*



- Board Chair of The Go2 People Ltd (ASX: G02) and Spectur Ltd (ASX: SP3)
- Managing Director of a private consulting business
- More than 27 years' senior executive management experience



# Management Team

LED BY A VISIONARY ENTREPRENEUR, SUPPORTED BY A TEAM WITH PROVEN TRACK RECORDS

**GANESH  
KUMAR  
BANGAH**

*Executive  
Chairman*



- Founder & former CEO of MOL Global Inc, first internet company in Southeast Asia to be listed on NASDAQ (2000 - 2015)
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- Founded Commerce.Asia; an All-In-One eCommerce Ecosystem in 2017

**JOANNE  
CHEN**

*Chief Operating  
Officer*



- Seasoned advertising professional with over 20 years of senior and executive-level management experience in the digital industry
- Head of Digital Trading at GroupM 2014-2017, responsible for driving trading competitiveness, revenue generation and operational efficiency for the group
- Pioneered the set-up of the first digital media agency in Malaysia

**ANGELINE  
CHIAM**

*Chief Financial  
Officer*



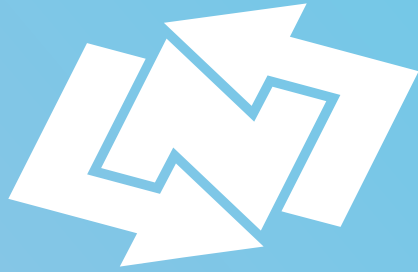
- With the Netccentric Group since 2010
- Interim Chief Executive Officer and Regional Finance Director of the Netccentric Group (January 2019 – August 2020)
- Led the core finance team in the listing of Netccentric on the ASX in 2015, raising AUD\$12.5 million
- A Certified Public Accountant by CPA Australia since 2010 with 4.5 years of auditing experience at KPMG

**DANIEL  
WONG**

*Chief Technology  
Officer*



- Results-oriented technology pioneer with over 18 years experiences in Fintech, E-Commerce and Solution Integration
- Reinvented integrated payment solutions for hospitality and food beverages industry
- Head of Software Engineering at Money Online (MOL Global), a pioneer licensed e-wallet and online payment provider in Malaysia and South-East Asia's first internet company to be listed on the NASDAQ (2009-2016)



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***Limited***

## CONTACT US

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Approved for release by the Board of Directors

