ASX RELEASE
30 May 2023

NETCCENTRIC LIMITED (ASX: NCL)

AGM PRESENTATION

Netccentric Limited ("NCL") is pleased to enclose the following Investor Presentation.

This release was authorised by the NCL Board of Directors.

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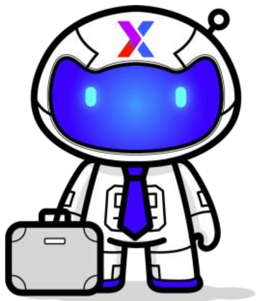

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Assembling Communities.

And then some.

AGM Presentation

30 May 2023

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Assembling Communities

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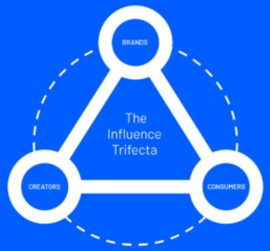
Our Vision

Our Vision is to assemble digital communities to deliver wealth and value to our ecosystem of brands, creators and consumers.



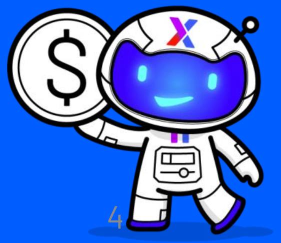
Our Mission

Our Mission is to nurture a symbiotic relationship in our business ecosystem.

Our Proposition

Xamble brings people together. By assembling communities and activating them, we help brands, creators and consumers make informed decisions with an integrated influence strategy.

Xamble leverages our web3 and generative AI-enabled ecosystem to empower a seamless and equitable exchange of value and connections.



Xamble at a Glance

At Xamble, we help brands, creators and consumers make more effective and informed decisions with an integrated influence strategy.

We enable brands to:

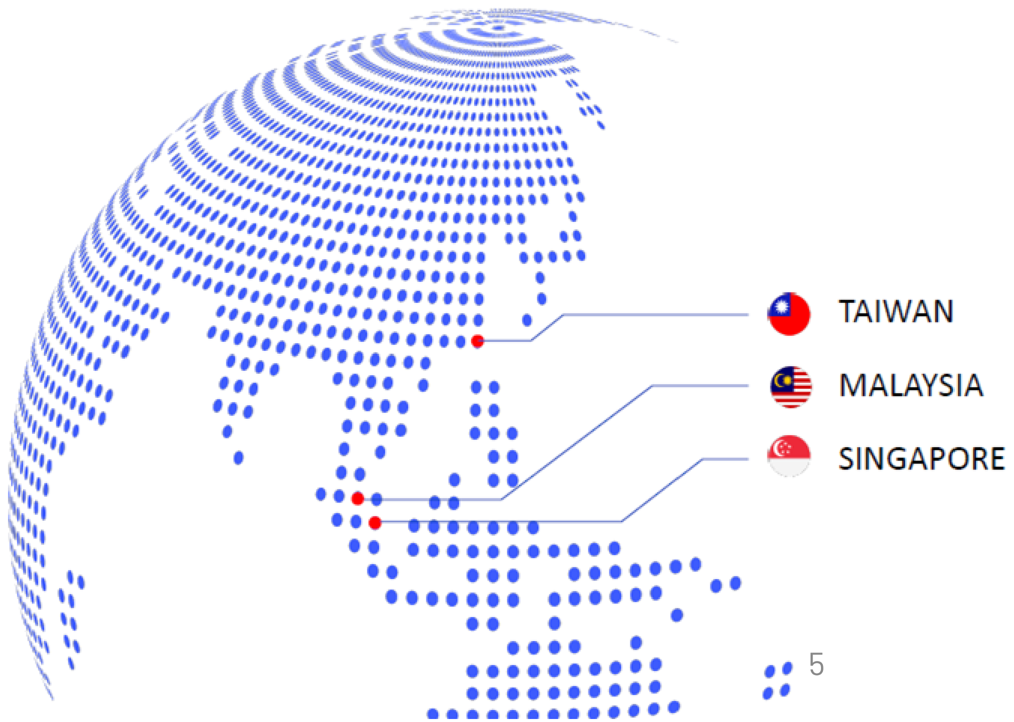
- Establish stronger and more effective connections with influencers and end consumers.
- Generate more effective influencer marketing, social media marketing, performance marketing, video and content creation and social commerce campaigns.

We enable influencers to:

- Be matched with brand campaigns that align with their interests.
- Earn additional revenue and manage their earnings directly from a mobile app.

16+ Years	300+ Brands	20,000+ Creators (Influencers)	20M+ Consumers

We are primarily **focused on the South- East Asian influencer market** as it is expected to **grow very significantly** and estimated to be worth **US$2.59 billion in 2024**[1]



[1] https://www.insg.co/en/influencer-marketing-southeast-asia/

The Challenge

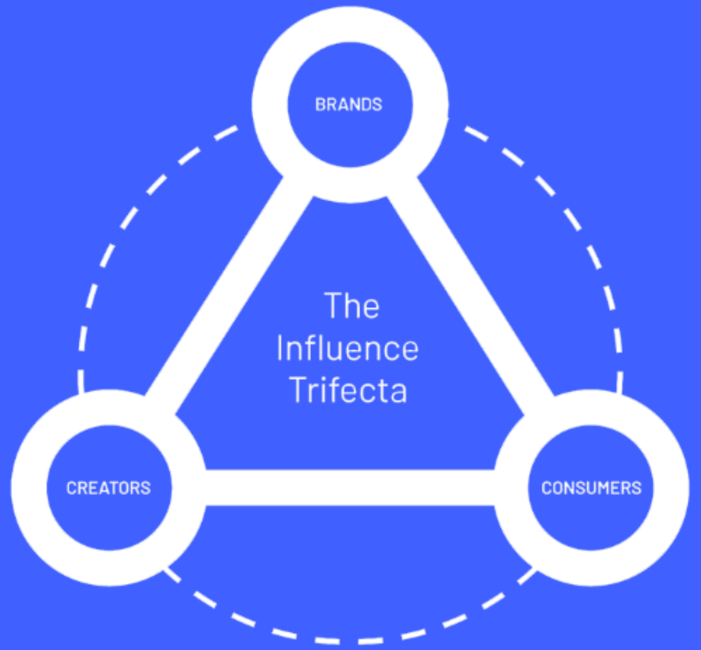
- Brands are losing engagement with their target demographics and end consumers via traditional advertising methods as consumer preferences for online penetration increases in developing markets.
- As online penetration increases, consumers are spending more time on social media. Data shows that 60% of the world's population uses social media and the average daily usage is 2 hours and 24 minutes[1].
- However, the cost of advertising directly on social media is increasing – as at July 2021, Google and YouTube's CPM had increased 108% YoY while TikTok's increased by 92%[2] - showing that social media marketing is becoming an increasingly more expensive and important tool for brands.
- This has made the value proposition of influencer marketing an alternative method to reach social media consumers more appealing and accelerated the growth of the influencer marketing industry.
- Yet, influencer marketing can be complex. Brands often don't have control over what content influencers will produce and the ability to track sales generated from these campaigns is difficult.

[1] https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/

[2] https://www.hunchads.com/blog/facebook-ads-cost

Our Solution

Xamble bridges the gap between brands, influencers and end consumers on influencer marketing campaigns through our data and technology solutions.

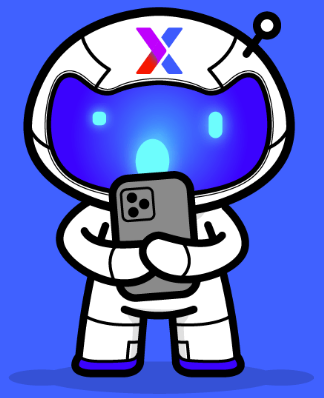


Market Opportunity

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%.[1]

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.[2]

Asia Pacific is expected to grow at the **highest Compound Annual Growth Rate** between 2020 and 2025.[3]



Our target market, South-East Asia, enjoys **high rates of internet adaptation and mobile data usage** with the internet economy in the region **on track to hit US$300 billion in 2025.**[4]

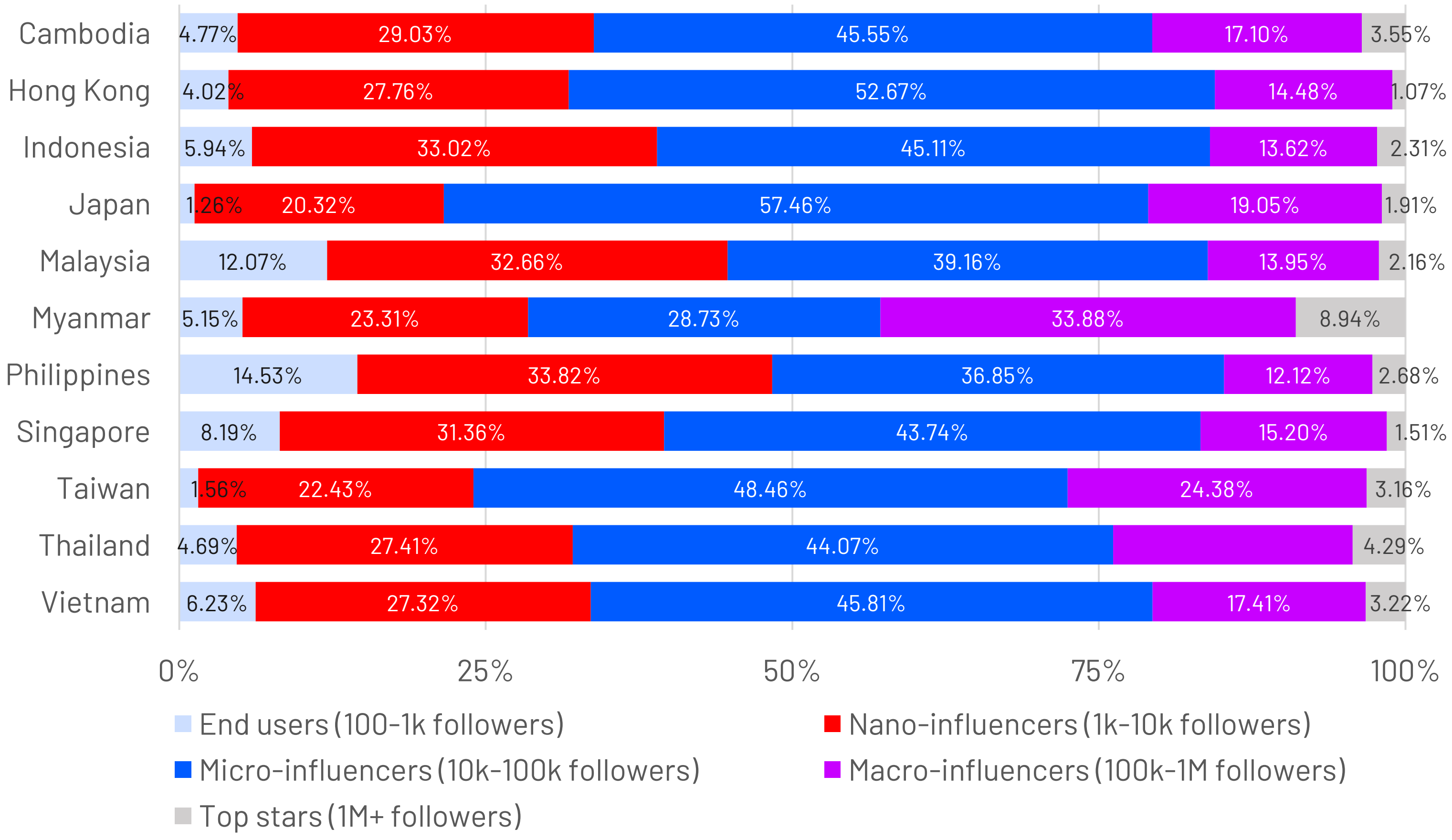
Influencer marketing in South-East Asia is expected **to grow to a whopping US$2.59 billion in 2024.**[5]

[1, 3] https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html
[2, 5] https://www.insg.co/en/influencer-marketing-southeast-asia/
[4] https://www.linkedin.com/pulse/influencer-marketing-southeast-asia-kolsasia/?published=t

Targeting Micro and Nano Influencers

These influencers have the most intimate connection with their audience base

Influencers categorised by follower volume



Largest influencer category in Asia

Micro and nano influencers make up an average of 72.37% of the overall influencer market in Asia[1].

Expertise of a particular topic

Effective strategy to drive action-based promotion of products and services.

More personal and authentic interactions

Have the most intimate connection with their audience base, engaging with them directly more often than other influencer types.

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[1] This figure is based on a simple average of the countries included in the above chart which is included in the referenced article: Campaign Asia, September 2020: "Brands in Asia more than doubled influencer CSR campaigns from March".

Our Ecosystem

Assembling Communities.

And then some.

nuffnang

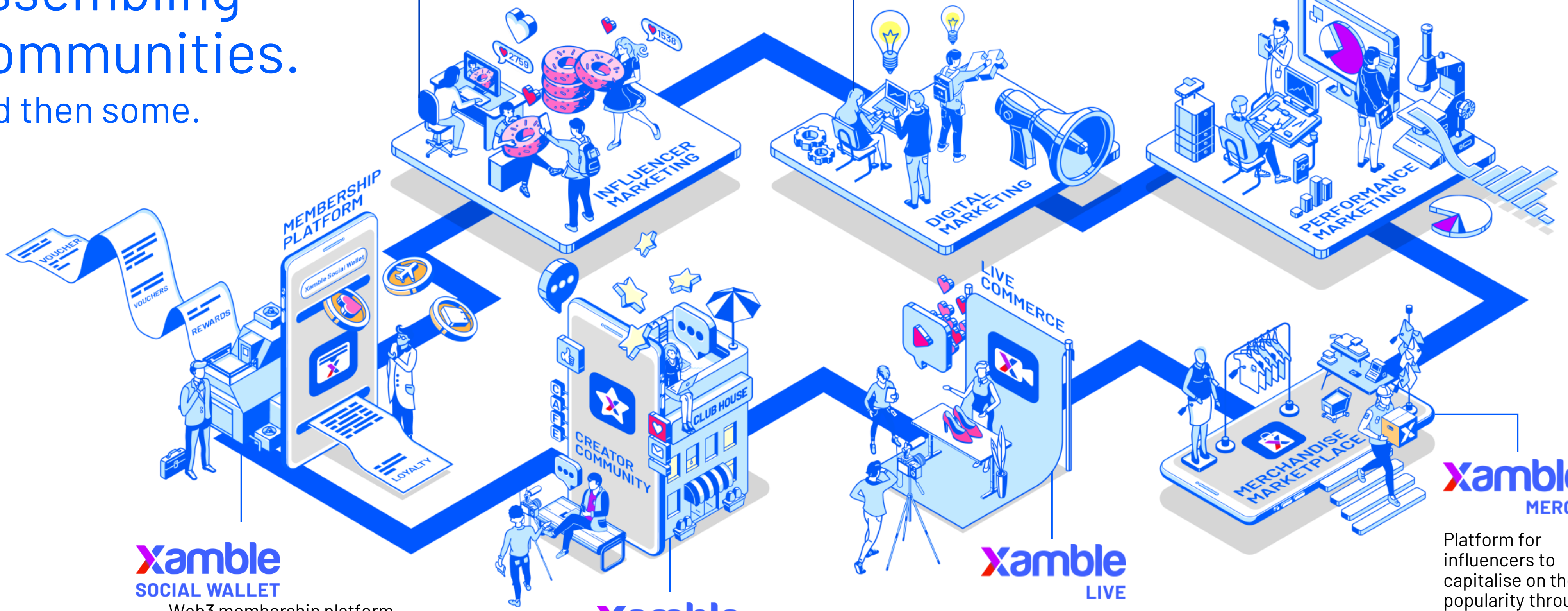
Provides brands with idea-driven solutions leveraging on influencers to create inspiring and compelling content.

sashimi

Helps businesses attain their marketing and sales goals through digital channels.

platapunta

Performance-based marketing driven by results.



Xamble SOCIAL WALLET

Web3 membership platform with loyalty, rewards and more.

Xamble CREATORS

Platform for influencers to connect with brands, collaborate, create and improve their earnings.

Xamble LIVE

Empowers brands and businesses to successfully launch their live commerce journey.

Xamble MERCH

Platform for influencers to capitalise on their popularity through merchandising.

Xamble is one of the only operators at scale to provide such an end-to-end ecosystem in our core markets.

Xamble

Diverse Blue-Chip Clients

Being in the industry for over 16 years, we have worked with hundreds of brands, executed thousands of campaigns, and impacted millions of consumers.

Applecrumby Fish FINE BABY ESSENTIALS
astro
We are Family CTBC BANK 中國信託銀行
DANONE
DUTCH LADY
guardian
Hasbro
HUAWEI
Johnson's
KFC
L'ORÉAL
Nestlé
NETFLIX
P&G
Panasonic
pepsi
seek
SC Johnson A family company at work for a better world
SUZUKI
Unilever

In FY2022, 78% of clients are returning clients from the previous financial year.

Xamble Creators

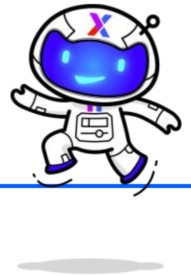
Xamble Creators is a platform that helps creators and brands connect for work opportunities, collaborate on new ideas and create content to earn.

Connect

Get connected with fellow creators and **create great content together**.

Collab

It's cool to **work with trusted and well-known brands.** We've got your back!

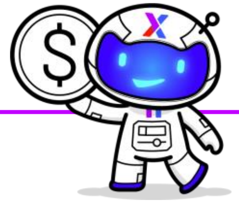


Create

Curate your portfolio and profile to **showcase your creativity**.

Earn

Get paid for your content, **hassle-free with no hidden cost.**



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Xamble Social Wallet

Membership platform that allows brands and influencers to communicate, retain and reward consumers and followers while providing a secure digital wallet to manage multiple digital memberships in one place.

Build strong and direct relationships between brands & consumers, leveraging on the blockchain.

Create measurable online and offline influencer marketing campaigns with attribution.

Create effective collaborations and promotions between brands and influencers, backed by data.

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Xamble Live – Social Commerce Platform

A Fully Integrated And Seamless End-To-End Live Commerce Experience

Our platform solution provides a seamless user interface from live video production and streaming to automated order management, online payment and fulfilment.

Watch live on Facebook

Interact with **Influencer**

Purchase code is flashed

+1 Comment **'+1' to order**

Buyer receives notification to **confirm order**

Buyer completes purchase via online payment

Merchant receives **notification of order paid**

Merchant prepares & packs order for courier pickup

***Warehouse staff prepares & packs order** for courier pickup

Courier **picks up order**

Buyer receives order

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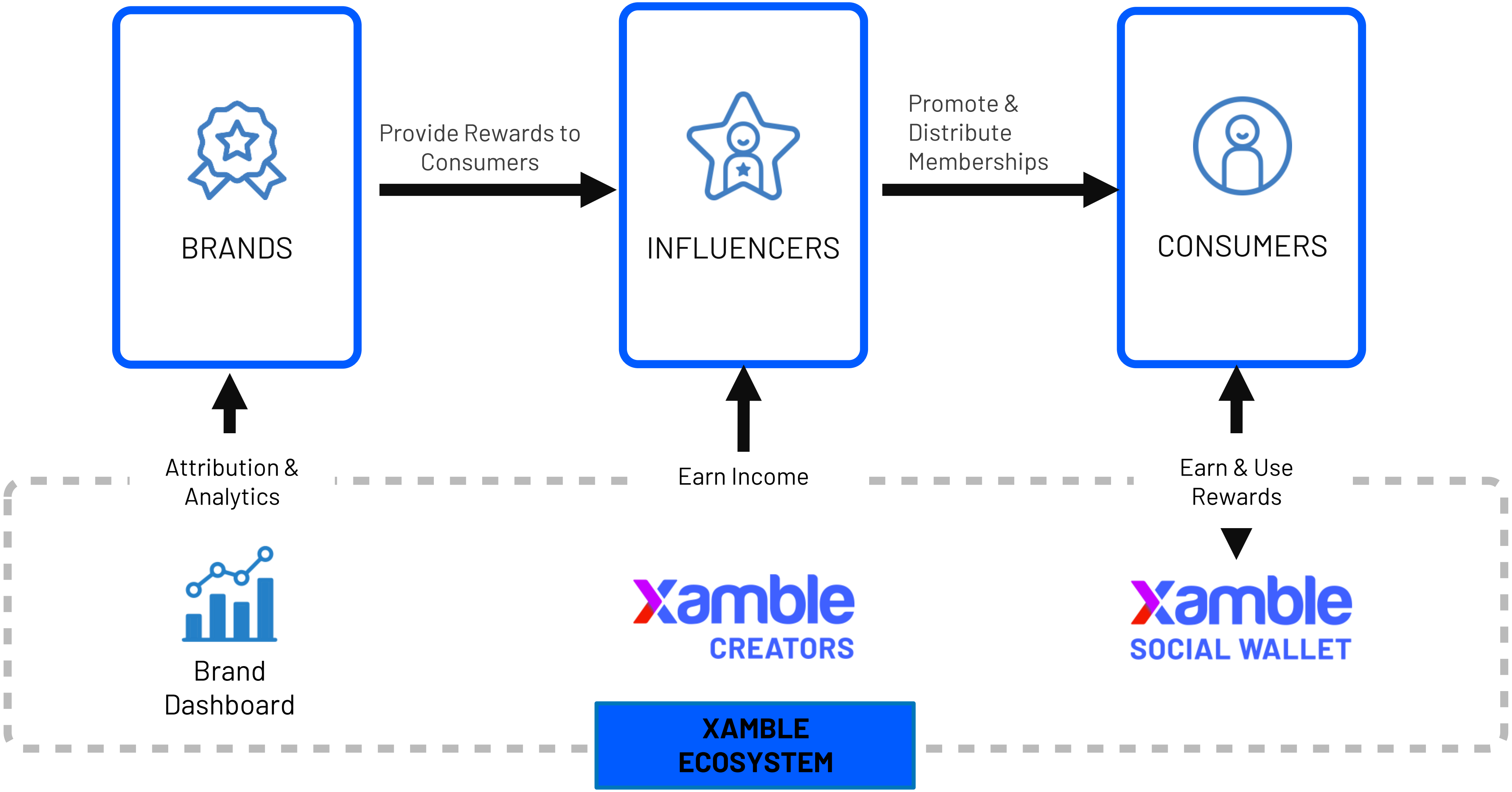
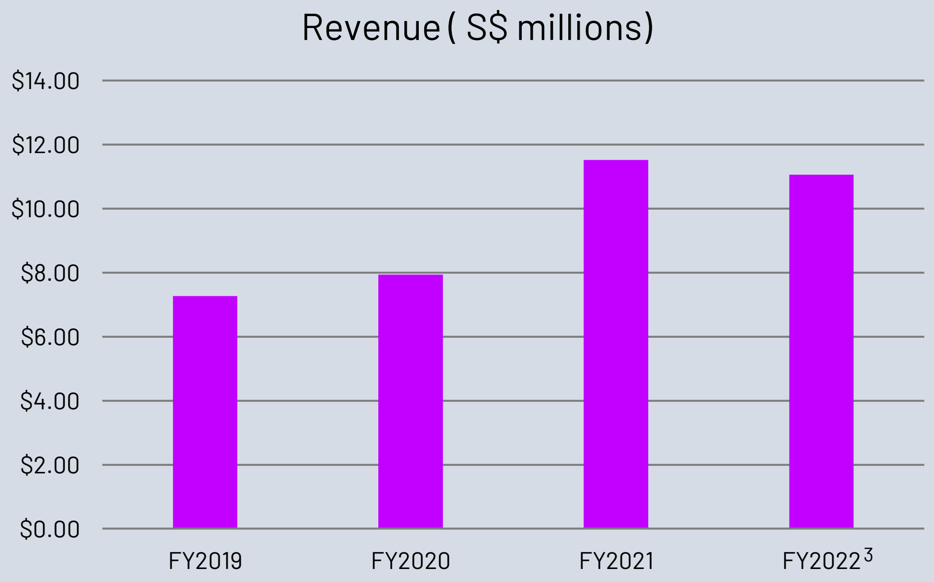
The Xamble Ecosystem Powered by Influencers



FY2022 Key Financial Highlights

Financial Year ended 31 December 2022

- FY2022 revenue[1] of S$11.06m (A$12.06m[2])
- Gross profit of S$4.63m (A$5.05m[2])
- Robust gross margin of 42%
- Underlying EBITDA[3] deficit of S$103k (A$112k[2]) due to increased overhead costs and salary expenses as the Company geared up for the launch of Xamble Creators and Xamble Social Wallet
- Healthy liquidity position, with cash and cash equivalents of S$4.31 (A$4.70) million as at 31 December 2022



[1] Assumes exchange rate of 1 SGD = 1.09 AUD.

[2] Underlying EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to options expenses, M&A activities, forex losses and losses from new businesses [Creator SuperApp, Xamble Technologies (formerly know as NFT Technologies) and Nuffnang Live Commerce].

[3] Group revenue was S$11.06 million in FY2022, representing a decline of 4% from the previous year due to the removal of COVID-19 restrictions which saw a short-term shift in digital advertising spends to non-digital formats. Despite this, the Group continues to see a strong thematic of increased influencer advertising and online shopping.

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FY2022 Revenue Breakdown

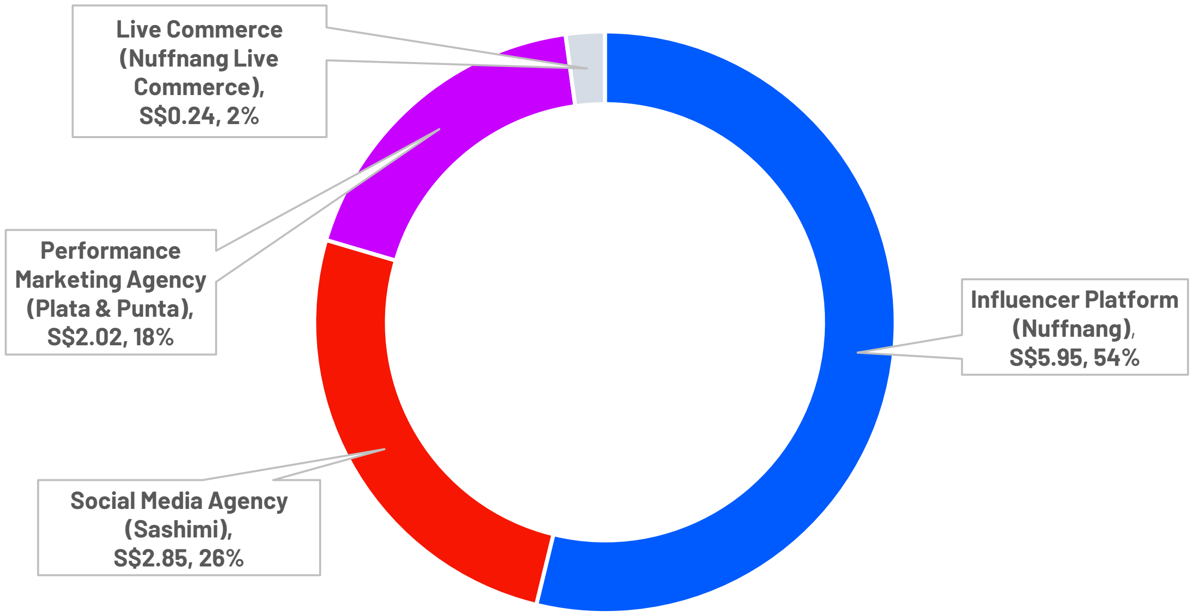
Nuffnang delivered revenues of **S$5.95m** contributing **54%** to Group revenue.

Xamble Live Commerce's revenue and activity levels showed strong **Gross Merchandise Volume growth of 108% to S$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 & 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)



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Growth Strategy

1. Xamble Creators to accelerate expansion from the current core FMCG segment, scaling to more industries and countries.

2. Xamble Social Wallet to enable sign-up of new core clients by providing capability of tracking brand loyalty and influencer engagement.

3. Xamble Live to continue rapid growth driven by sign-up of new brands and growth of TikTok Shop in the region.

4. Cross Selling and customer expansion through new unique technology to drive organic growth.

5. Potential Mergers & Acquisitions in South-East Asia and Australia to drive growth in the influencer marketing business.

Outlook

- Rebrand to Xamble demonstrates the Group's continued commitment to create a distinct and strong brand proposition for our stakeholders.
- Integration of Xamble Creators into Open AI's ChatGPT to provide suggested posts to influencers should accelerate downloads and sign-ups for the mobile platform.
- Launch of Xamble Creator's new Community features will increase stickiness with creators and create a new unique selling proposition for brands.
- Xamble Social Wallet to sign-up several key customers in H2 FY2023.
- The rollout of our technology products, Xamble Creators and Xamble Social Wallet will create new revenue streams for the Group with monetisation through new software-as-a-service subscriptions and payment/financing revenue expected to be generated in H1 FY2024.

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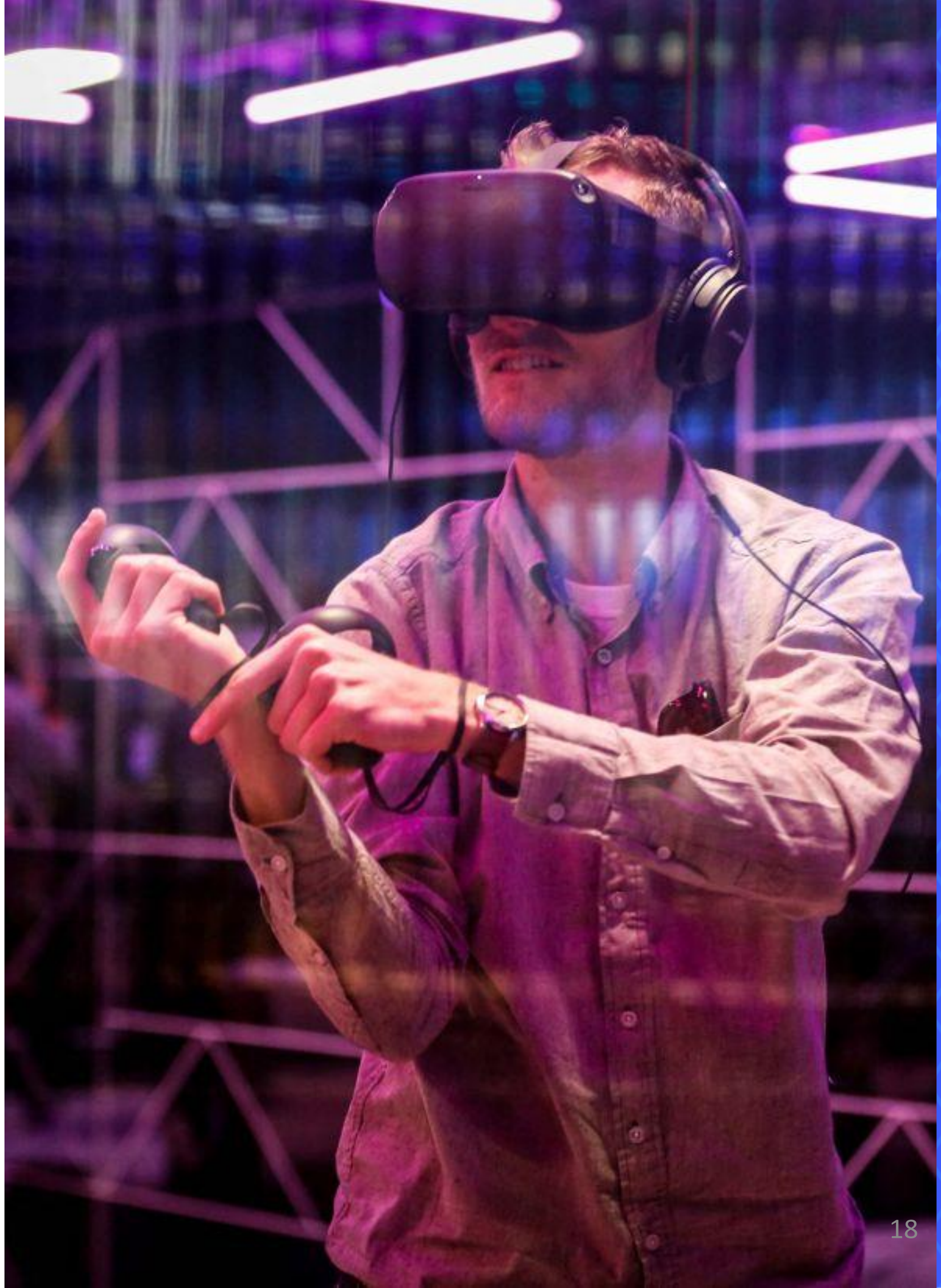


Investment Highlights

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

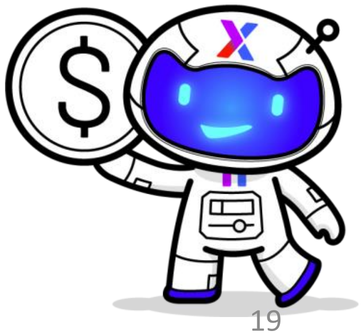
Trusted by **leading agencies and over 300 brands**.

New Generative AI and Web 3.0 technology provides **unique value propositions to** influencers and brands.

Key competitive advantage with new tech platform and depth of our influencer network, to **drive incremental value** through **brand acquisition and M&A**.

Established track record of **generating traction and revenue**.

Led by a **visionary entrepreneur** supported by an **experienced management team**.



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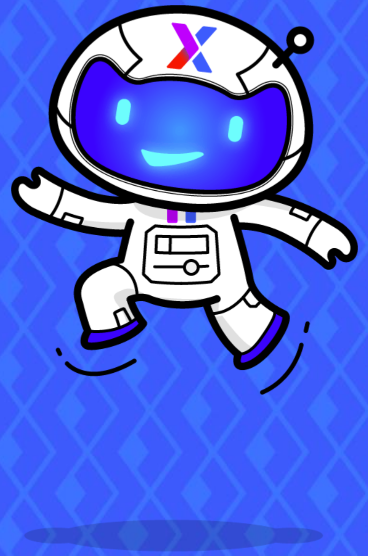

Questions?