



**FRONT:ER**  
DIGITAL VENTURES

FROM ONLINE CLASSIFIEDS TO  
TRANSACTIONS  
WILD DIGITAL CONFERENCE  
PRESENTATION  
MAY 24<sup>TH</sup> , KUALA LUMPUR

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# FRONTIER DIGITAL VENTURES – OUR PORTFOLIO

Owens companies based in some of the world's fastest growing GDPs and rates of internet penetration.

Frontier adds significant expertise in strategy and execution to all 15 portfolio companies

Current focus on acquiring stakes in early stage, locally-based operating companies



## Central America



## Africa



## Asia







# FRONTIER DIGITAL VENTURES – OUR BUSINESS

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A leading operator of online classifieds businesses  
in frontier markets worldwide

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## INVESTMENT HIGHLIGHTS

- > The leading global operator of online classifieds businesses in frontier markets
- > Portfolio of 15 online classifieds businesses rapidly progressing towards monetisation

# FRONTIER DIGITAL VENTURES – OUR BUSINESS

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## INVESTMENT HIGHLIGHTS

- > Zameen has already increased in value by more than 5x on the investment to date
- > Frontier's subsequent 14 investments are following the successful Zameen blueprint
- > Management team has a proven track record of success at REA Group and iProperty
- > Significant opportunity to monetise the v2.0 online classifieds model evolution
- > Target geographies are experiencing some of world's fastest growing GDP per capita and internet penetration

# ONE OF THE GREAT ONLINE BUSINESS MODELS



**ONLINE  
CLASSIFIEDS**  
has proven to be  
an enduring global  
success, albeit on a  
market by market basis

At it's core the basic  
business model has  
remained largely  
unchanged for  
20+ years

A background image showing a group of people sitting around a wooden table, working on a laptop. One person is holding a smartphone, and another is pointing at the laptop screen. The image is dimmed to allow text to be read.

# WHY?

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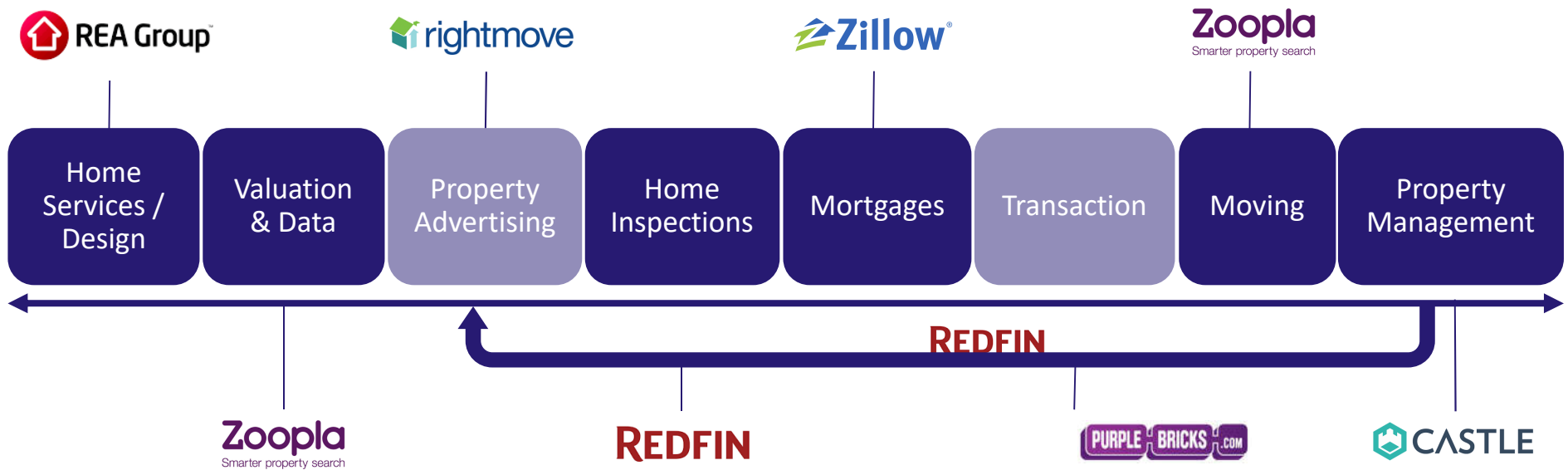
Because it's highly profitable ...  
particularly in developed countries  
High GDP provides deep and extremely  
valuable advertising markets

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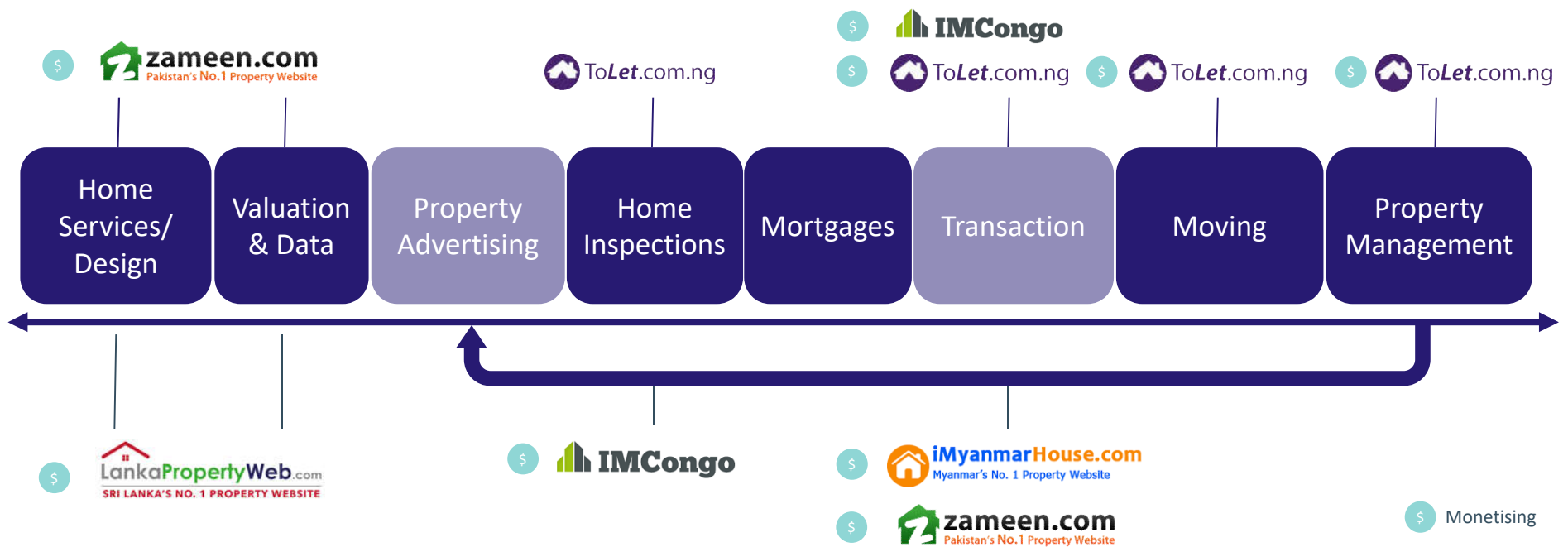
**However...**  
Just 'advertising' has its economic limits  
and is no longer the holy grail



# EVOLUTION AND INNOVATION IN DEVELOPED MARKET PORTALS



# EMERGING & FRONTIER MARKETS







# WHERE IS EVOLUTION AND INNOVATION LEADING US?

Online advertising revenue no longer the prize.  
Transactions are the new destination. Why?

1

The economic value of transactions is between 7 to 12 times the value of advertising.

- > For every \$1 spent on advertising \$7 to \$12 is generated in commissions

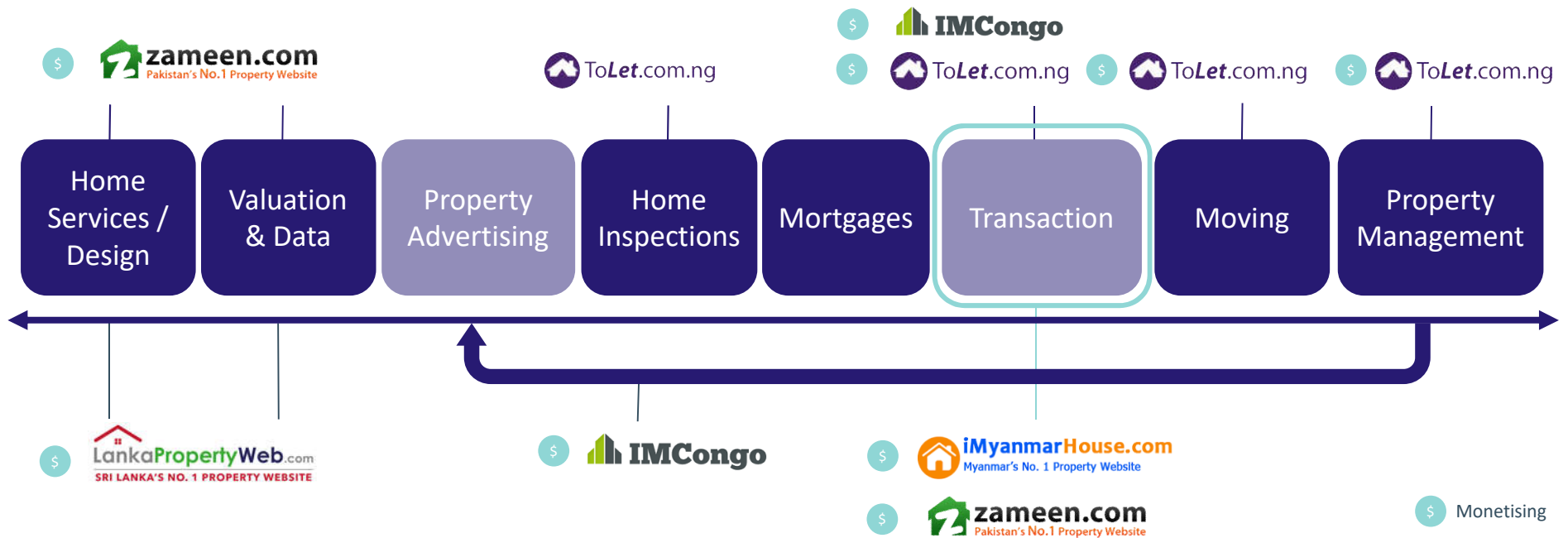
2

Emerging and frontier markets have to innovate to survive.

- > Lower GDP means smaller ad markets
- > Need to look for more revenue sources to thrive

# TRANSACTIONS

The destination for online classifieds





# FRONTIER MARKETS ARE LEADING THE WAY

Unique characteristics of **Frontier** markets

Smaller advertising  
markets

Lower levels of  
governance

Lower levels of trust  
between buyers and  
sellers

Portals are market  
forming

Becoming an  
intermediary

Being closer to the  
Transaction is now  
a reality



# EMERGING MARKETS NOW BEING DISRUPTED

Unique characteristics of **Emerging** markets

Functional advertising  
markets

Relative sophistication  
driven my mobile

Attractive opportunity  
for ad revenue

**All out war** lowering  
the value of the  
'advertising' prize

Leaving open the  
opportunity for  
transaction focused  
market entrants

Emerging markets are  
now being disrupted...



# OUR PARTNERS

More than just advertising... transactions!



A group of five people (three men and two women) are gathered around a small round table in a dimly lit room. They are all looking at laptops. One man is standing and pointing at a laptop screen. The others are seated. The background is a plain wall with some papers and a fan.

# FRONTIER

DIGITAL VENTURES

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[frontierdv.com](http://frontierdv.com)