



iBuy GROUP LIMITED

Investor Presentation

15 September 2014

OUR MARKETS

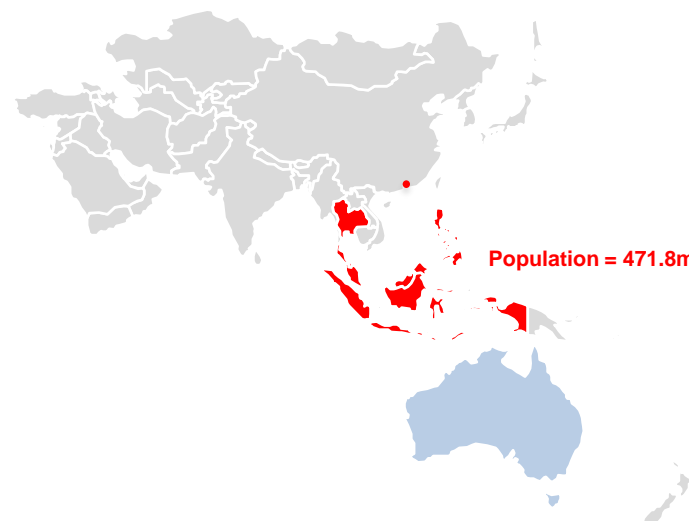


Large population in core markets

Country	Population (2014)
Hong Kong	7.1m
Singapore	5.6m
Malaysia	30.1m
Thailand	67.7m
Indonesia	253.6m
Philippines	107.7m
CORE MARKETS TOTAL	471.8m

Source: CIA World Factbook, July 2014 Est.

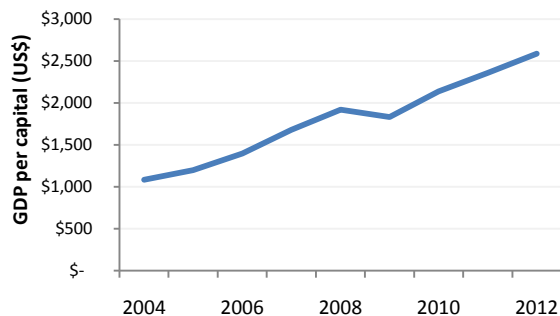
- The combined population of our Core Markets¹ is 471.8 million
- This is **21x** Australia's population



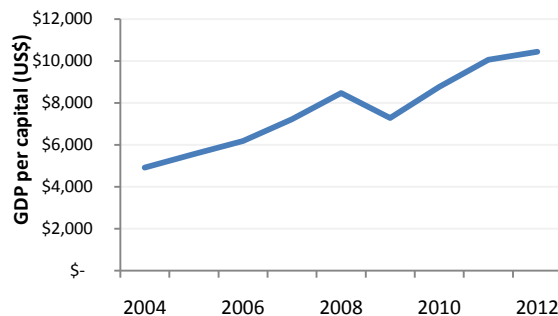
1. Core Markets = Hong Kong, Singapore, Malaysia, Thailand, Philippines and Indonesia

Increasing GDP per capita

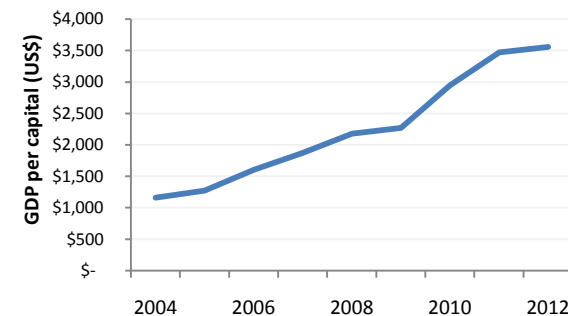
Philippines - CAGR 11%



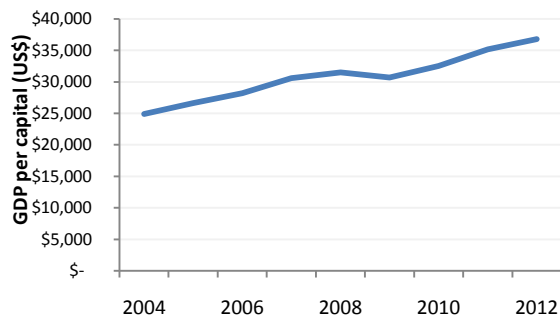
Malaysia - CAGR 10%



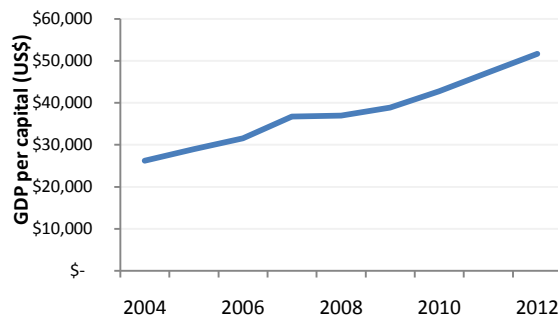
Indonesia - CAGR 15%



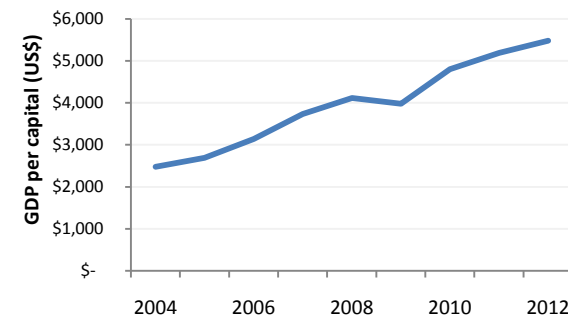
Hong Kong - CAGR 5%



Singapore - CAGR 9%



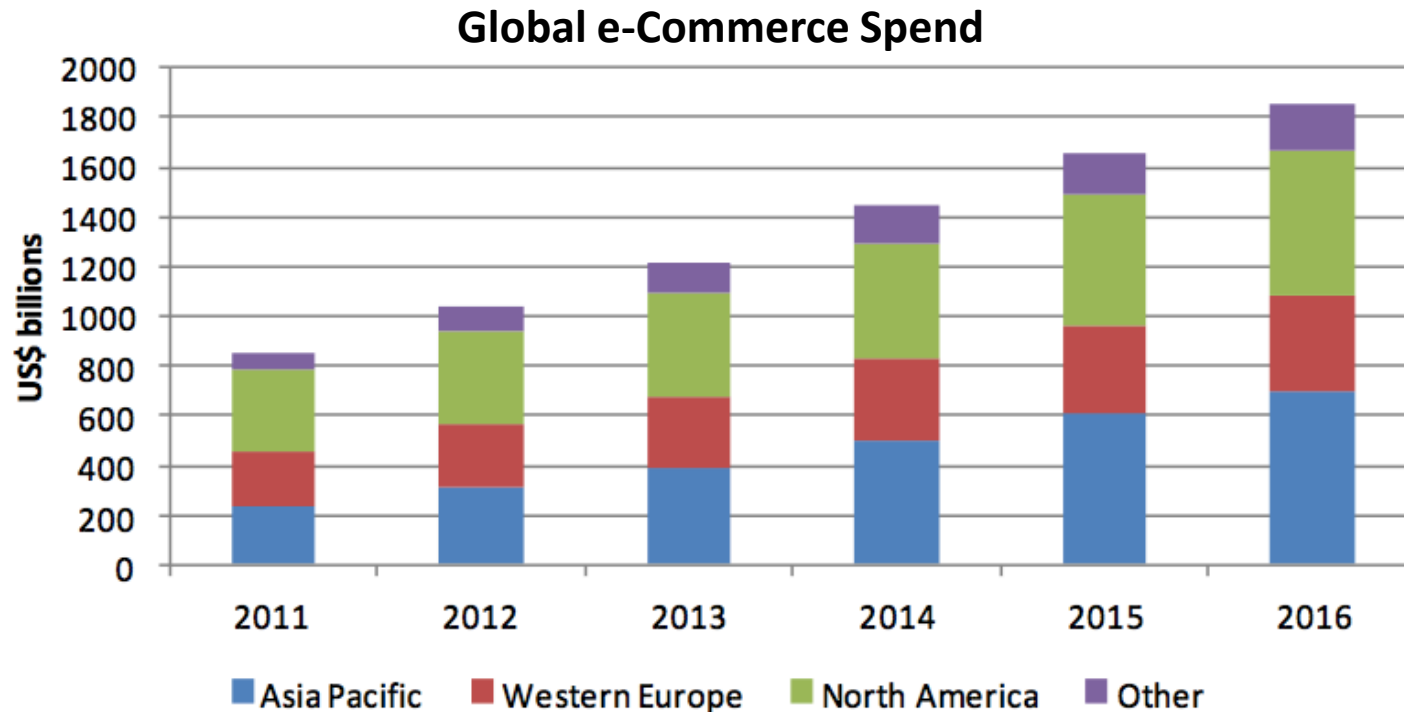
Thailand - CAGR 10%



Source: World Bank, World DataBank GDP per Capita US\$

e-Commerce growing rapidly in Asia Pacific

- Asia Pacific is forecast to be the fastest growing e-Commerce region in the world between 2011-2016, with a forecast CAGR of 24%
- e-Commerce sales in Asia Pacific are estimated to have grown by 33% in 2012



Source: Frost & Sullivan – Independent Market Research On B2C E-commerce And Online Flash Sales Markets, October 2013

Today, e-Commerce accounts for only around 0.2% of total retail sales versus in excess of 8% in China and Western markets

	ID	SG	PH	VN	TH	MY	Aggregate	China	US
Population (m)	244.8	5.3	97.7	88.8	67.9	29.5	534.0	1,344.0	312.0
# Online (m)	75.9	3.9	33.6	31.0	31.2	18.5	194.2	618.0	245.2
% Online	31.0%	74.0%	34.4%	35.0%	46.0%	62.6%	36.4%	46.0%	78.6%
# Facebook users (m)	65	3.4	36	22	26	15.8	168.2	N/A	204
# Social media users (m)	66	3.6	38	24	27	17	175.6	610	213
Retail sales (US\$ bn)	100.2	29.6	34.0	79.6	94.4	98.2	436.0	3,812.0	3,026.7
eCommerce % of retail	0.1%	1.0%	0.3%	0.1%	0.2%	0.2%	0.2%	8.0%	8.7%
Opportunity (US\$ bn) at 5% retail sales	5.0	1.5	1.7	4.0	4.7	4.9	21.8		
Opportunity (US\$ bn) at 8% retail sales	8.0	2.4	2.7	6.4	7.6	7.9	34.9		

Note: *Total online estimated at 199m in ASEAN; 194m in table highlights key markets.

Source: UBS estimates

As the growing middle class leads to more people with more disposable income, and internet connectivity continues to increase, this should drive growth in overall e-Commerce spending

Favourable Economic Conditions:

- ✓ Population – **21 times larger** than population in Australia in current markets.
- ✓ Strong GDP growth signifies increased disposable income and greater opportunity for retail spending

Strong Retail Sales Growth:

- ✓ Retail sales growing at strong rates across our Core Markets as a result of increasing populations, increasing household wealth and growing consumer confidence
- ✓ Asia-Pacific e-Commerce forecast to grow at **CAGR of 24%** (2011-2016), much headroom for such growth

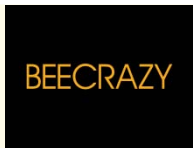





Internet & smartphone penetration enabling e-Commerce growth:

- ✓ Growing internet penetration with **194 million people** connected in iBuy's Core Markets
- ✓ Core Markets show some of heaviest smartphone usage globally
- ✓ Fast growing smartphone e-Commerce usage in Core Markets

OUR BUSINESS - SNAPSHOT



iBuy has operations in 6 South East Asian countries, totalling 8.2m email subscribers¹, and pro forma H1 14² Gross Turnover of \$71.2m³

Hong Kong		Singapore		Malaysia	
					
Subscribers	1.5m	Subscribers	900k	Subscribers	1.2m
H1 14 Gross Turnover	\$21.4m	H1 14 Gross Turnover	\$15.7m	H1 14 Gross Turnover	\$13.9m
Thailand		Indonesia		Philippines	
					
Subscribers	2.2m	Subscribers	800k	Subscribers	1.6m
H1 14 Gross Turnover	\$11.5m	H1 14 Gross Turnover	\$3.4m	H1 14 Gross Turnover	\$5.3m

1. Subscriber numbers as at June 2014.

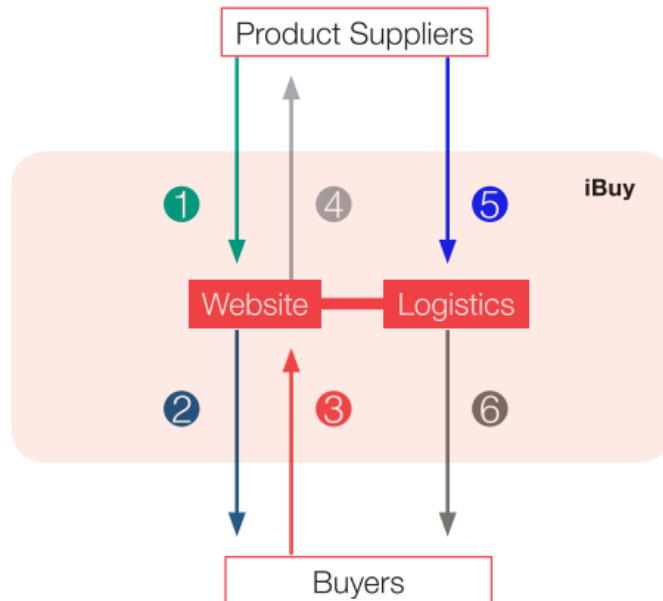
2. H1 14 as used throughout the presentation refers to the 6 month period ended 30 June 2014.

3. Gross Turnover: the total amounts (in dollars) collected from customers for products and services sold through iBuy's websites.

e-Commerce business focusing on flash sales in South East Asia

The flash sales business provides retailers, wholesalers and manufacturers the ability to clear excess, obsolete or out of season inventory as well as unbranded goods in a quick efficient manner:

- (1) & (2) iBuy's businesses agree with a supplier to sell excess, remnant, obsolete or out of season products through iBuy's websites
- (3) The supplier ships the order directly to iBuy on consignment
- (4) iBuy's websites sell the products, often through a flash sale
- (5) iBuy ships items to individual buyers as and when products are purchased
- (6) At the end of the sales cycle, iBuy ships unsold inventory to the supplier



BENEFITS OF THE MODEL:

1. Low inventory risk
2. Reduced infrastructure and overheads
3. Efficiency and speed for merchants

OUR BUSINESS – IT'S DIFFERENT



Additional capabilities on top of traditional B2C e-Commerce

	Flash sale	Traditional B2C e-Commerce
Market positioning	Short	Long
Sales process	Fast	Slow
No. of SKUs handled	Large	Moderate
Volume of throughput	Large	Small
Reverse logistics	Large	Small

iBuy is establishing customized and sophisticated logistics and warehouse systems to cater to flash sales needs

KEY OPERATING METRICS

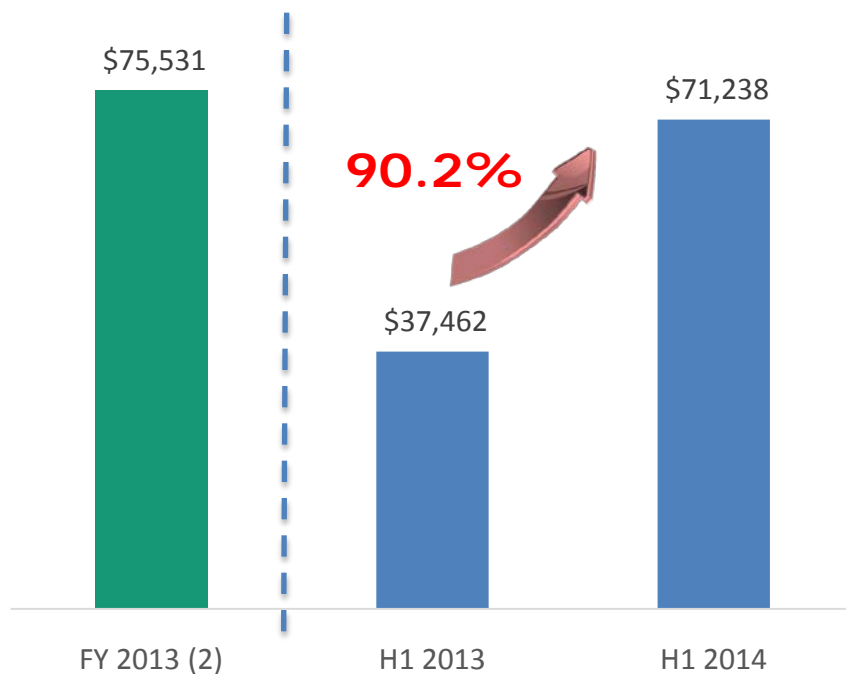


KEY OPERATING METRICS– GROSS TURNOVER



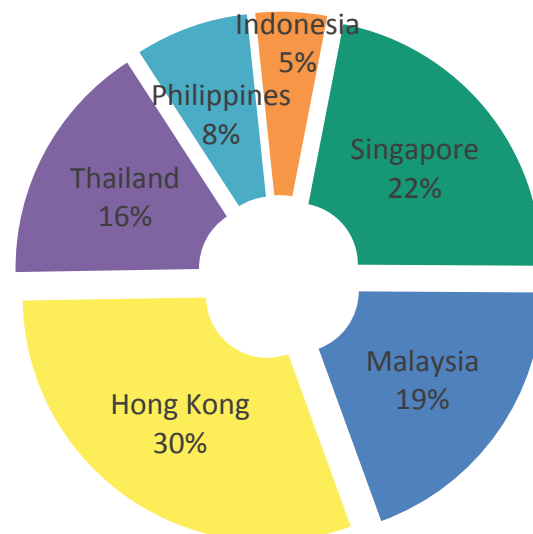
Total Gross Turnover ⁽¹⁾

(AUD\$ in thousands)



H1 2014 Total Gross Turnover

(% per country)



(1) Gross Turnover: the total amounts (in dollars) collected from customers for products and services sold through iBuy's websites.

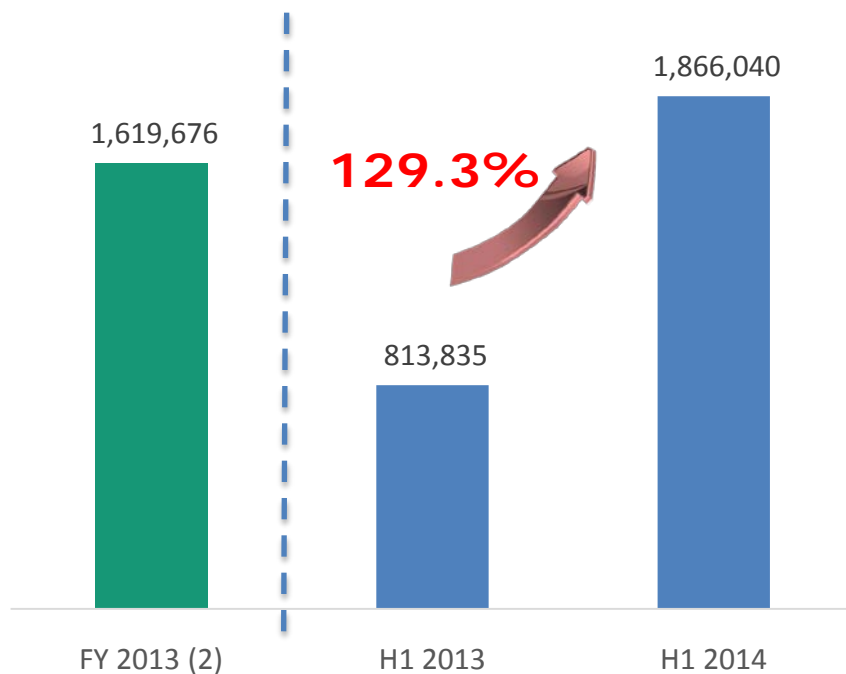
(2) Pro Forma unaudited management accounts including Dealguru, Beecrazy, Dealmates, Mydeal

KEY OPERATING METRICS - ORDERS



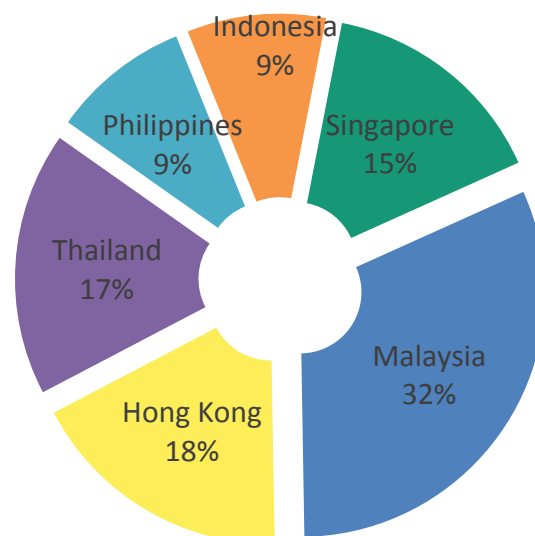
Total Orders ⁽¹⁾

(Order count)



H1 2014 Total Orders

(% per country)



(1) Unique number of transaction irrespective of basket size (e.g. 2 deals purchased simultaneously equivalent to 1 transaction).

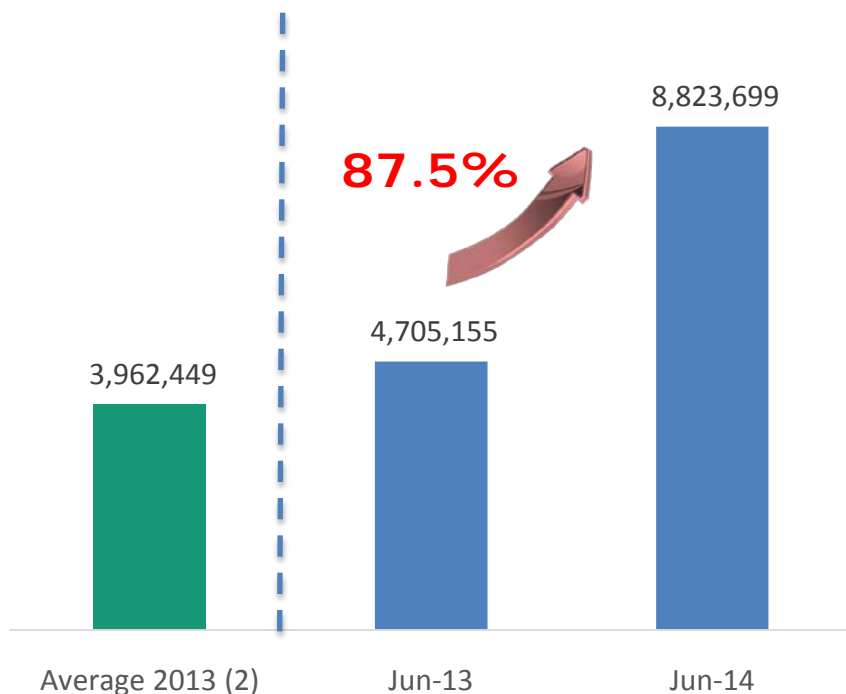
(2) Pro Forma unaudited management accounts including Dealguru, Beecrazy, Dealmates, Mydeal

KEY OPERATING METRICS – UNIQUE VISITORS



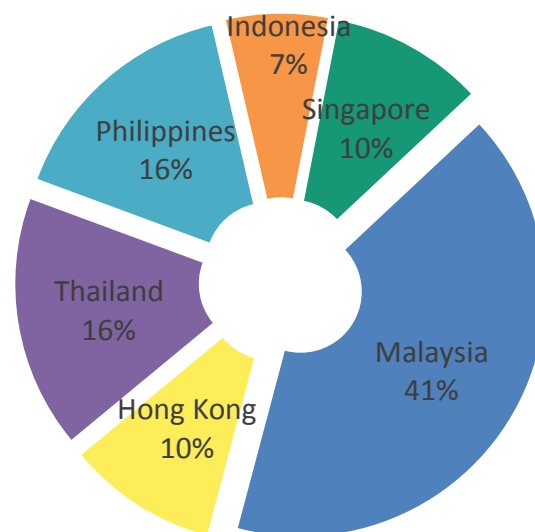
Unique Visitors ⁽¹⁾

(Visitor count, Average 2013, Jun-13, Jun-14)



June-14 Unique Visitors

(% per country)



- (1) Monthly unique visitor count based on browser cookies (PC, mobile, and tablet).
(2) Pro Forma unaudited management accounts including Dealguru, Beecrazy, Dealmates, Mydeal

(in AUD\$)	Full Year Ending December 31, 2013 ^{(1) (2)}	Half Year Ending June 30, 2014 ⁽³⁾
Gross Turnover ⁽⁴⁾	75,530,770	71,238,471
Revenue	38,523,875	25,799,281
Cost of sales	(24,894,289)	(13,663,826)
Marketing	(2,358,490)	(1,848,654)
Administration	(11,739,623)	(15,777,189)
Other expenses	(270,212)	(1,167,893)
EBITDA	(738,738)	(6,658,281)
	Performance	
Total Number of Orders	1,619,676	1,866,040
Total Subscribers	3,145,098	8,285,638
Total Monthly Unique Visitors ^(average)	3,962,449	8,443,172

(1) Prepared on the basis that iBuy existed and traded in its current form since 1 January 2013 (it started trading as a consolidated group in its current form on 19 December 2013).

(2) Pro Forma unaudited management accounts including Dealguru, Beecrazy, Dealmates, Mydeal

(3) iBuy Group Limited Appendix 4D Half-year report

(4) Gross Turnover: the total amounts (in dollars) collected from customers for products and services sold through iBuy's websites.

FINANCIALS – BALANCE SHEET



(in AUD\$)	Full Year Ending December 31, 2013 ⁽¹⁾	Half Year Ended June 30, 2014 ⁽²⁾
Cash and Cash Equivalents	10,580,071	14,427,271
Current Assets	13,269,002	22,436,811
Total Assets	93,706,466	129,115,473
Current Liabilities	13,814,930	26,036,278
Total Liabilities	13,814,930	26,380,396
Total Stockholder's Equity	79,891,536	102,735,077
Current Ratio	1.0	1.2

(1) Prepared on the basis that iBuy existed and traded in its current form since 1 January 2013 (it started trading as a consolidated group in its current form on 19 December 2013).

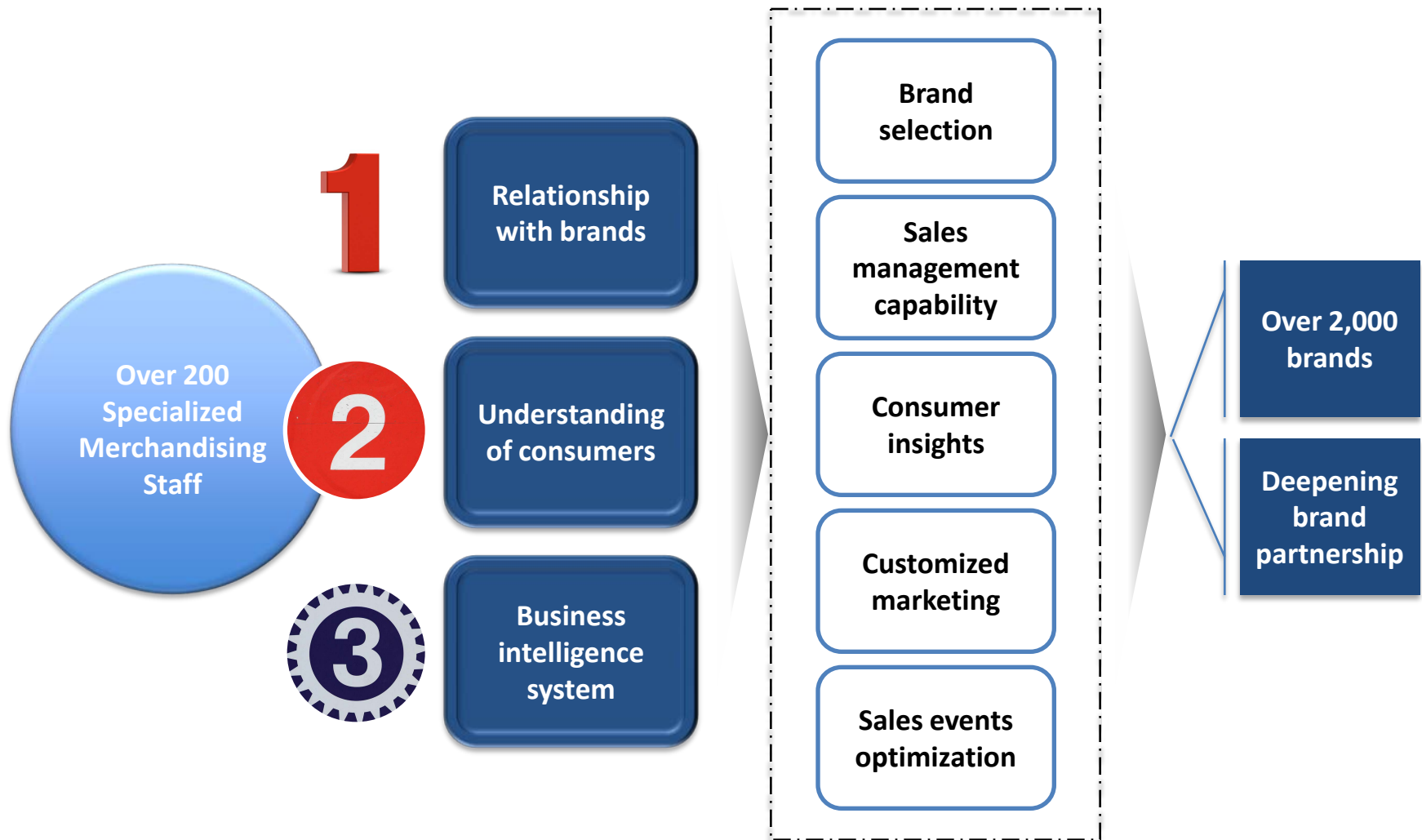
(2) Pro Forma unaudited management accounts including Dealguru, Beecrazy, Dealmates, Mydeal

(3) iBuy Group Limited Appendix 4D Half-year report

OUR APPROACH



OUR APPROACH – EXCELLENT MERCHANDISING



WELL KNOWN BRANDS FEATURED ON IBUY SITES INCLUDE:

Prada
Burberry
Fendi
Gucci
Michael Kors
Ray Ban
Marc Jacobs
Emporio Armani
Juicy Couture
Kenzo
Guess
Coach
Tommy Hilfiger
Tory Burch

Kate Spade
Estee Lauder
Longchamp
Clinique
SK-II
Mango
Zara
Fossil
Fisher Price
OSIM
Kenneth Cole
Nine West

Apple
Samsung
Sony
Philips
Casio
Ikea
Sentosa
Ferrero Rocher
Burger King
Fujitsu
Logitech
3M

OUR APPROACH – FLASH SALES IT SYSTEMS



Support huge traffic spikes during peak hours



Expanding, cross-regional warehouse management system



Customised CRM system



Big data and business intelligence



Merchant focused platform

- 1** Economies of scale
- 2** First Mover Advantage
- 3** Business model
- 4** Operational expertise



iBuy has established a leadership position in South East's Asia's online discount retail market



Enlarge customer base

- Leverage social media and word-of-mouth to achieve better marketing ROI, attract more customers and strengthen the iBuy brand
- Recommendation/personalization, better fulfillment service, improve customer care programs, better customer retention and repeat purchase rate

Enhance the quantity and quality of offers

- Better brand and product portfolio
- Increase sales per brand, purchase per order

Geographical expansion

- Expand warehouse capacities to accommodate increasing customer demand
- Greater penetration in additional cities in South East Asia and selectively expand into new markets

The material contained in this presentation is non-specific and is a summary of the background to the company's activities. As this information is in a summary form it is not intended to be complete. Independent advice should be sought by investors or potential investors. The material does not take into account the investment objectives, financial situation or needs of a particular investor and therefore should not be relied upon as investment advice to Investors or potential Investors.



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