



Digimatic Group

AGM Presentation

DMC Management | 28th July 2017

HELPING
BRANDS
CONNECT...





OUR MISSION

*Empowering Brands Through Advertising
Technology And Creative Technology Innovation
Solutions To Connect With Their Customers In
The Most Effective Way.*



OUR VISION

*To Be A True Global Leader In Digital
Performance Marketing and Advertising*

OUR STORY

Into An Era of AdTech

Digimatic Group was founded by a small group of **Like-minded Digital Entrepreneur**, whom generated millions of dollars through the internet.

Using the power of **Internet**, we were able to break through in our individual businesses.

Seeing the **Synergy** in our business model, they saw the opportunity to fulfil a **Greater Vision**, thereby forging a **Collaborative Alliance**, giving birth to Digimatic Group.



OUR RESULTS

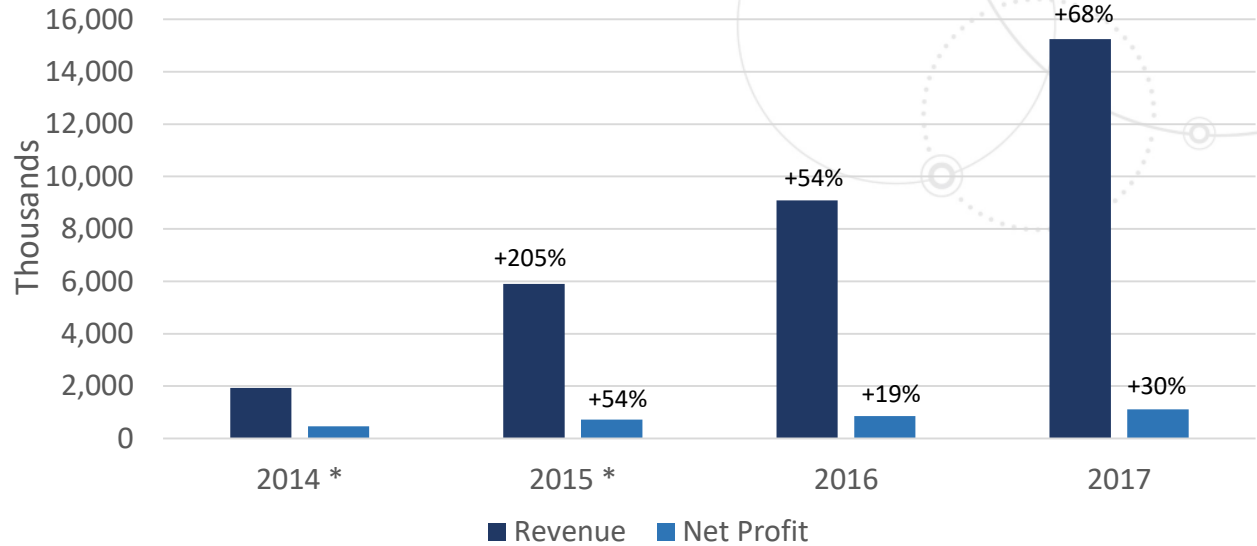
Into An Era of AdTech



RESULTS

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REVENUE & NET PROFIT ANALYSIS

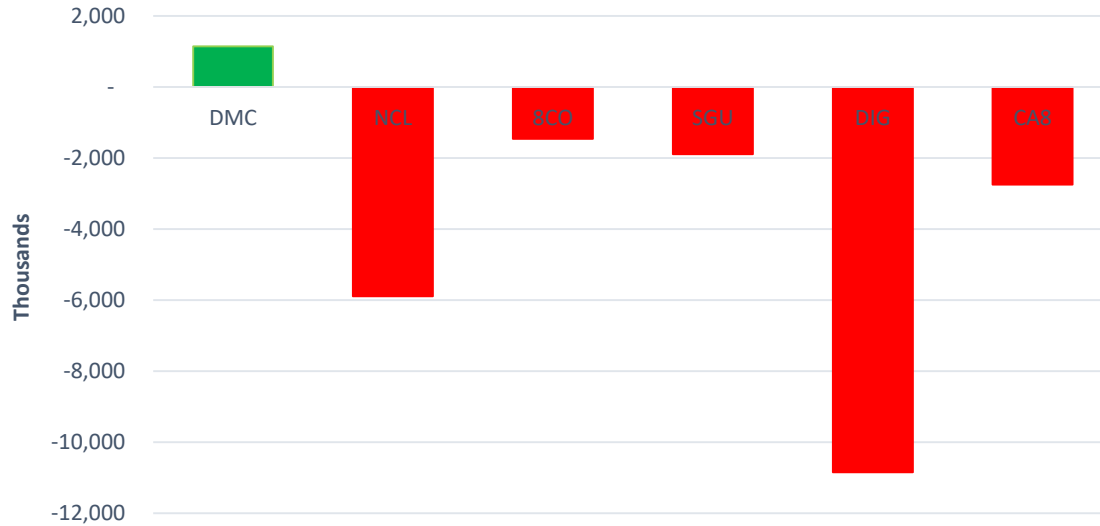


	2014*	2015*	2016	2017
Revenue	1,932,410	5,897,091	9,081,883	15,246,612
Net Profit attributable to Members	466,216	717,832	856,495	1,110,857

* Notional Actual



Net Profit After Tax vs Industry Competition



	DMC	NCL	8CO	SGU	DIG	CA8
	S\$'000	S\$'000	S\$'000	S\$'000	S\$'000	S\$'000
NPAT	1,146	(5,885)	(1,460)	(1,888)	(10,847)	(2,747)

RESULTS

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OUR BUSINESS

Into An Era of AdTech



SERVICES

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**Content Marketing
& Amplification**



**Integrated Creative
Solutions**



Lead Generation



App Marketing



Events Marketing



**E-commerce
Marketing**



Digimatic Group **HELPING BRANDS CONNECT**

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SERVICES

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Events & Digital Marketing

Ace Profits Academy is Singapore's Leading Events and Seminar Organiser. We aspire to empower ordinary individuals with the right skills and knowledge that will help them achieve greater heights in the areas of Wealth, Health and Personal Development and investment seminars in Singapore.



Creative Consulting

Anonymous Productions and 360VR Asia are the leading powerhouses in Performance Video Marketing and 360VR Marketing. We Serve to engage our audience with rich, immersive content optimised for digital amplification.



WeweMedia

Affiliate Advertising Network

Leading affiliate marketing network with over 10+ years of industry experience, specializing in running performance campaigns for global clients. Our revolutionary AI-powered platform continually learns from your target audience's behaviour and runs data-driven analysis to run the best tailored campaigns for your brand.



E-Commerce Marketing

Webbynomics powers business growth in vibrant global marketplaces with variety of products by leveraging on the various eCommerce platform to market and sell their products globally, utilising data analytics and customer feedback to sell their own products effectively with ROI focused



BUSINESS ENTITY

Into An Era of AdTech



Digimatic Creatives

anonymous
production
digital : visual : media

360VR 
By Anonymous Production



DMR: EXPERTISE

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Digimatic Creatives



Business / Marketing Strategy

Crafting a story, easily identifiable icons and a strong identity for the brand and the company that is congruent to their mission and vision.

Video / Content Marketing

Creating video stories that help make ideas, concepts and information easily understandable and relatable, to easily drive more organic traffic and better meet business and marketing objectives.

360 VR / AR Solution

Immersive first person perspective visuals with interaction and realistic virtual environments for easy visualisation of concepts. Creative implementation of tech engages the audiences through active participation.



DMR: ECO-SYSTEM

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Digimatic Creatives

Content / Media



**Messaging
/ Content**



**Video
Marketing**



**Website /
Online**



**Creative Tech
360VR / AR**

**Effective
Distribution**



Social Media Marketing



**Content Marketing
Leads Generation**



**Targeted
SEO / SEM
Display**



**Affiliate
Marketing
Network**



Targeted Media Buy



RESULTS / ROI



CASE STUDY

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(Collaboration with CNBC)

Challenge:

Our target audience was the C level, mass affluent members of the CNBC network. Hence the challenge was to create content that was polished and high in quality, yet genuine and realistic.

Solution:

Powered by 360 video technology, our team created an immersive experience for Wonderful Indonesia. Our focus was on offering them an authentic experience, portraying real places. We did this by filming 2 videos – TVC and a 360 video push on mobile concurrently—a first of its kind. This allowed us to show the audience that the locations shot are not artificially enhanced.

Results:

YouTube Views: > 19,500 views



CASE STUDY

Into An Era of AdTech



#OneNationTogether

360VR 
By Anonymous Production

X



KEY CLIENTS

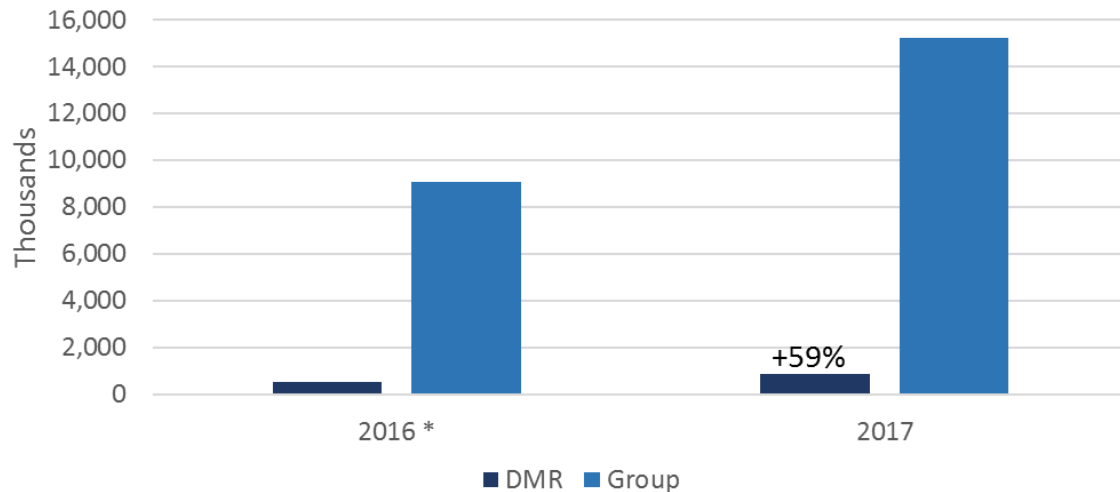
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#OneNationTogether



DMR REVENUE GROWTH ANALYSIS



	2016 *	2017	Growth %
Revenue	546,556	871,320	59%
% to Group Revenue	6%	5%	

* Notional Actual



RESULTS

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BUSINESS ENTITY

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Digimatic Media





Wealth Development

- Holistic Seminars for wealth development
- Tangible results and transformation which participants can experience for themselves
- Best Seller Income Seminar
- Millionaire Investment Programs
- Property Investment Programs

Personal Development

- Genius IQ Program
- UCM Human Profiling
- Equipping individuals to live life to the fullest
- Revealing the secret codes to success with research backed techniques.

Wellness Development

- Inner Qi Programme
- Aligning subconscious for better health, wealth and happiness
- Techniques to accelerate your way to healthier body, career and relationships.





**Quality Lead
Generation**



Database of > 170,000



Regional Presence



Presence in Singapore, Malaysia



**Events
Marketing**



*> 15,000 attendees per year
E.g. Ace Wealth Convention, Ace
Your Wealth Code*



**Media
Management**



*ROI Performance Marketing
Campaign Management
Media Buy*



KEY FIGURES

Into An Era of AdTech



Attendees



Sign Ups



*Outreach
(Countries)*



Programmes



*Customer
Database*

2014

400

50

SG, MY

2

5,000

2015

7,000

850

SG, MY

4

40,000

2016

12,000

1,550

SG, MY

15

80,000

2017

24,000

3,000

SG, MY

20

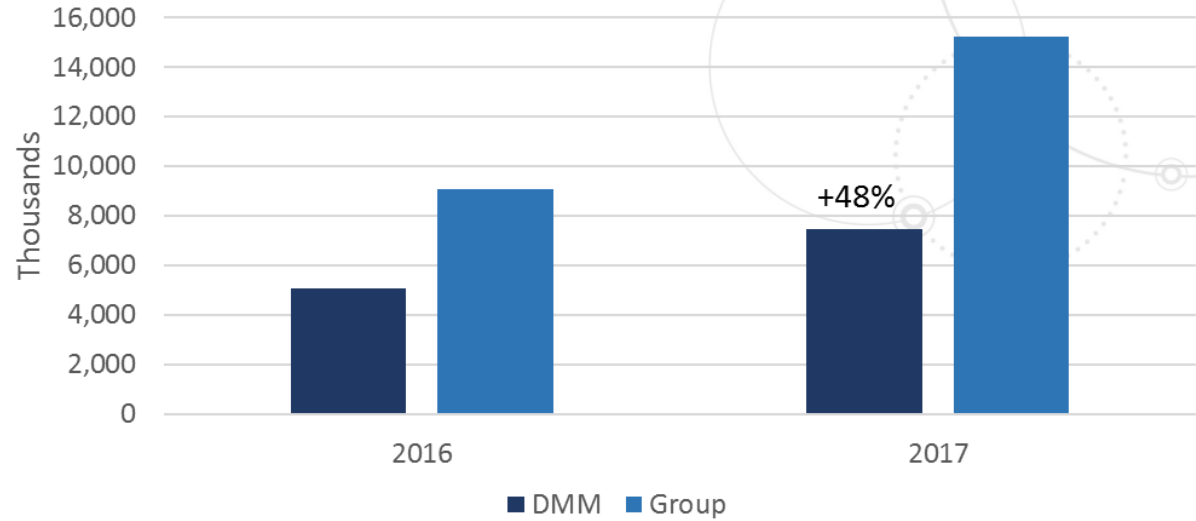
170,000



RESULTS

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DMM REVENUE GROWTH ANALYSIS



	2016	2017	Growth %
Revenue	5,055,266	7,479,810	48%
% to Group Revenue	56%	47%	



DMM: EVENTS

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BUSINESS ENTITY

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WeweMedia



Business Model

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NETWORK

Network provide the technology, diversity and expertise to accommodate both parties needs.



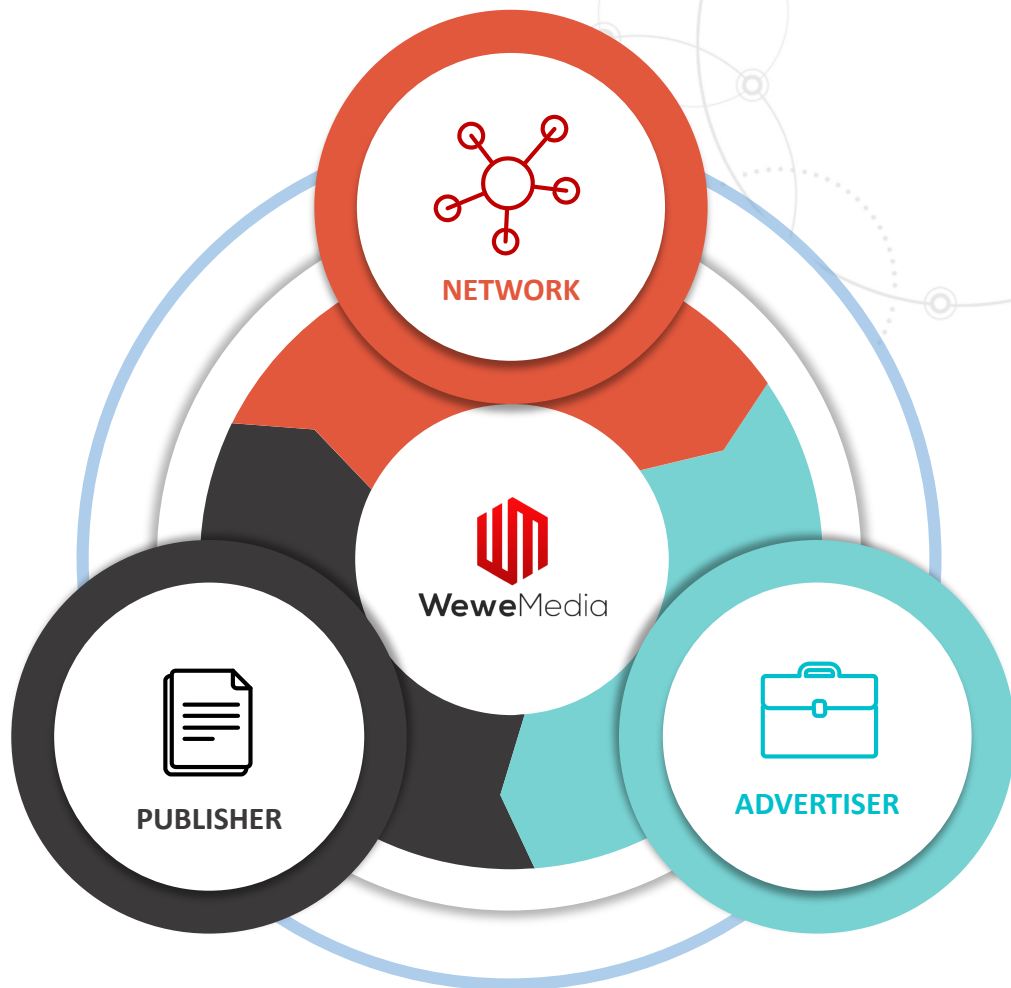
ADVERTISER

Advertisers want work with publishers to generate more leads for their business



PUBLISHER

Publishers want to work with advertisers to generate leads for commission



Methodology

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Advertisers:

Advertisers places their offer with Wewe



Publishers:

Publishers picks offer and sends traffic to offer



Optimisation:

Intellink® Optimises the traffic to best converting Offer for best eCPM



Conversion:

Conversion aka lead/sale occurs



Payment:

Advertisers pay the agreed CPA rate per lead to Wewe



Margin:

Wewe pays the publishers we take the margin



CASE STUDY

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(Part of Alibaba Group)

Challenge:

- Acquiring quality users for their apps — UC news, UC web.
- Increasing market share of their browser app in selected countries.

Solution / Results:

Generated quality users/downloads for them in various countries.

Indonesia: 98,253 Android users

Vietnam: 57,452 Android users

Russia: 11,411 Android users

Global: 1,574 Android users



KEY FIGURES

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Affiliates

1500



Outreach

1Billion

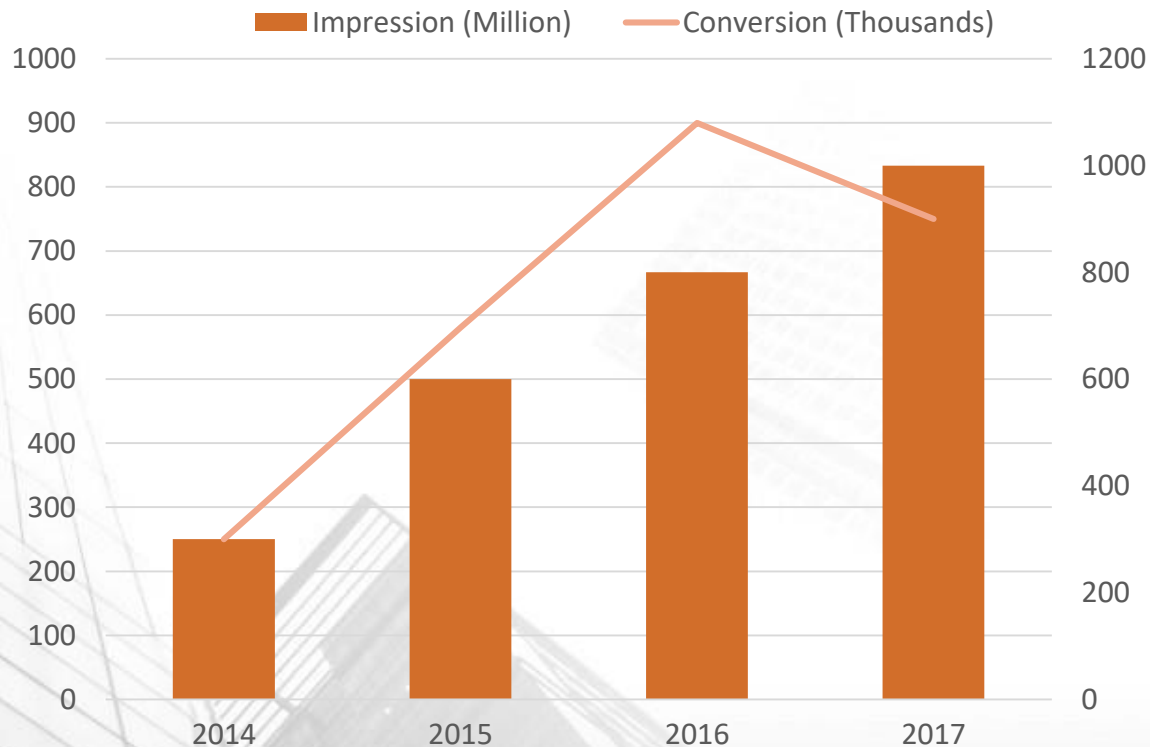


Conversion

900,000



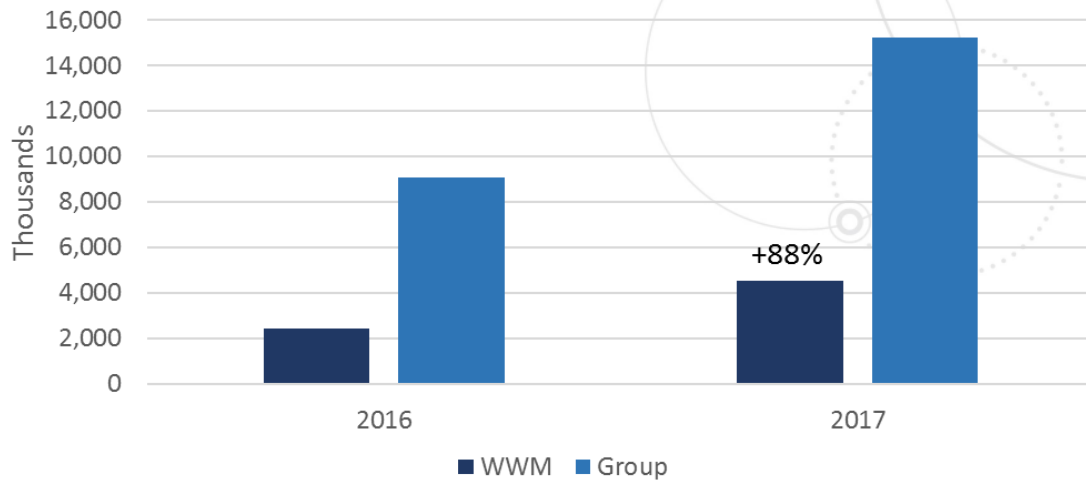
WeweMedia



RESULTS

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WWM REVENUE GROWTH ANALYSIS

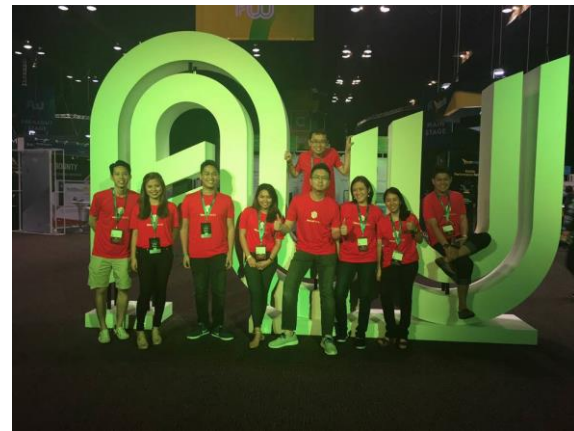


	2016	2017	Growth %
Revenue	2,404,835	4,518,213	88%
% to Group Revenue	26%	28%	



WEWE GLOBAL Exhibition

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BUSINESS ENTITY

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WEBBYNOMICS

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MARKETING AND LISTING OPTIMISATION

Data Driven tools and SEO to maximize product ranking
Positive reviews from top marketplace reviewers to increase credibility

MARKET RESEARCH

Market driven Analytical Strategy
Automated Merchandise planning

CHANNEL MANAGEMENT

Repricing strategies
Demand forecasting
Optimizing inventory and processes
Sales Metric Analysis

WEBBYNOMICS WORKFLOW

FULFILMENT

Prompt delivery via Amazon

CUSTOMER SERVICE AND FREIGHT

Product Improvement Management
Customer satisfaction and repeated purchase



OUR GROWTH PLANS

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ADVERTISING TECHNOLOGY

1.

Leveraging on AdTech readily available in the market, as well as building our own set of technology for greater self sustainability in the future. Technology will serve to propel and scale the company to greater heights



VENTURES

2.

Digimatic Ventures assists potential digital businesses with sustainable business model to scale to the next level through Mergers and Acquisitions, Entrepreneurship, Intrapreneurship.



HUMAN CAPITAL

3.

Human capital are the greatest asset of the company. By creating a cohesive work environment, we train, retain and attract new talents into our family. We foster business ownership by making them feel they belong to the company.



Our GROWTH



▶ PAVING THE WAY WITH ADVERTISING TECHNOLOGY

Unlocking the potential
of digital mediums

WHAT IS AdTECH?

Powered by technologies that enable programmatic buying and selling of advertisements, AdTech is a growing disruptive force in the global advertising sector.



WHY IS AdTECH IMPORTANT?

Powered by technologies that enable programmatic buying and selling of advertisements, AdTech is a growing disruptive force in the global advertising sector.

Set growth of global AdTech revenue by 2020

300%

Source: AdTech Vendor Benchmark report from Technology Business Research (TBR)

Year-by-year growth rate in digital video advertising spending

35%

Source: www.mdgadvertising.com

Share of online time spent on Facebook

16.7%

Source: www.emarketer.com/corporate/reports

300%

35%

16.7%

US\$724.06 billion

Total global digital advertising spend in 2020

Source: www.emarketer.com/Report



HARNESSING THE POWER OF ADTECH



WeweMedia



Our machine learning robot processes **COMPLEX ALGORITHMS** based on many data metrics (>20) such as geos, carriers, iOSes and more to serve the best performing offers and target the right users.

Every single campaign and offer we have assign their unique own robots for maximum results.

This will result in an overall increase in **CONVERSION RATES** for our sources and **BETTER QUALITY** leads for our clients.



AdTECH ENGINE

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HYPER



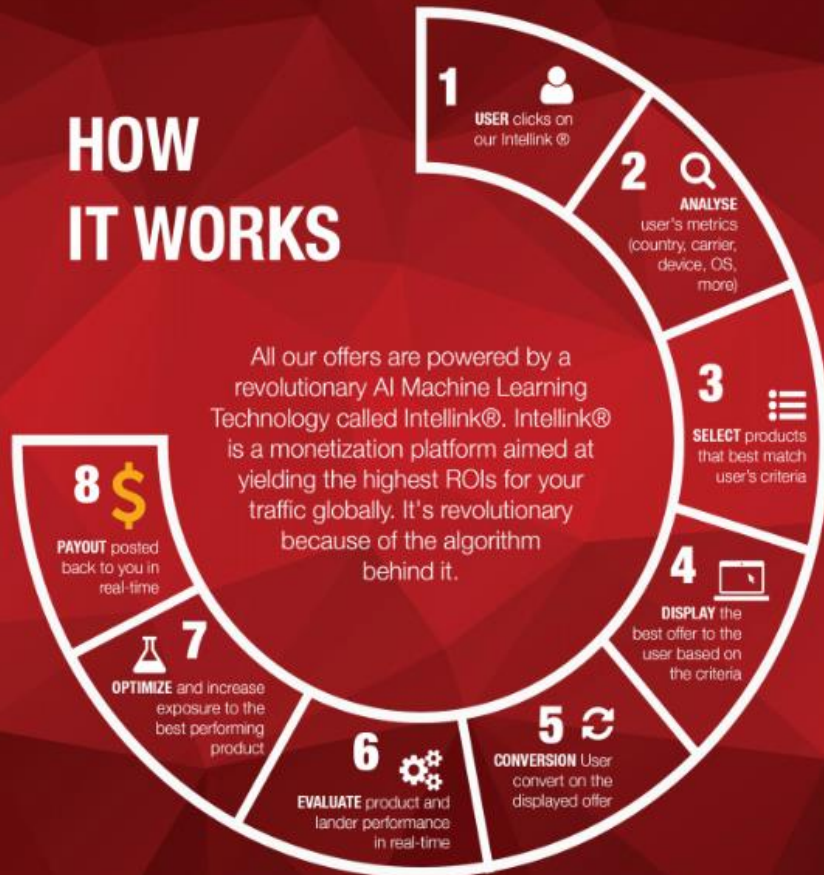
WeweMedia

OPTIMISED

- Offer & landers tested 1000+ times
- Less money wasted
- Find winning offers + LP extremely fast
- Offer run 24/7
- 1 Hyper-optimised link
- 1000+ preloaded landers and offers



HOW IT WORKS



VENTURES

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VENTURES

To become a **CONGLOMERATE** of
INTERNET BUSINESS to profit on
the global market by leveraging the
power of the internet

OUR CRITERIA



MERGERS & ACQUISITION

- We are stringent in our selection
- Business and ADTECH fit to the group level.
- Internet company with global scalability & sustainability
- Strong management and team
- Revenue of \$1m-5m, Profitable



ENTREPRENEURSHIP

- Attracting talent to come onboard
- Grooming and partnership
- Investment and incubation
- Proven track record



DMC CORE VALUES

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Play Win Win



Open Communication



**Every Dollar Saved is
\$10 Earned**



**Accountability &
Responsibility**



Growth



**Everything We Do
Must Be Fun**

DMC HUMAN CAPITAL

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MANAGEMENT TEAM

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The Management Team



Mr. Ivan Ong
Executive Director



Ms. Chung Pit Lee
Chief Financial Officer



Mr. Nick Tan
*Managing Director,
Digimatic Creatives Pte Ltd*



Ms. Jane Neo
*Managing Director,
Digimatic Media Pte Ltd*



Mr. Ronny Lua
*Managing Partner,
Wewe Media Group Pte Ltd*



Mr. Danny Lua
*Managing Partner,
Wewe Media Group Pte Ltd*



Mr. Aaron Tan
*Managing Partner,
Wewe Media Group Pte Ltd*





CASE STUDIES

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VALUATION

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Ad impressions

400b/ mth

Active users

1 Billion/ mth

Valuation

US\$77m

ACQUISITION

Berlin Mobile Ad Outfit Glispa Gets \$77M from property / E-commerce Firm Market Tech

Glispa, a startup based out of Berlin that focuses on digital marketing and mobile ads, is picking up a \$77 million investment from Market Tech Holdings, a UK-based business that focuses on property and e-commerce investments.

Current Glispa advertising customers include Alibaba, Amazon, Gilt, Flipkart and Zynga, among many others, with the company serving some 400 billion ad impressions and 1 billion active users each month. The company does not disclose its own revenue figures but overall eMarketer estimates that mobile ads will see sales of \$65 billion in 2015, up 60% on a year ago. By 2018, mobile ads will be 22.3% of all ad spending worldwide, worth \$158.55 billion, the firm predicts.

Source: 

art of click ACQUISITION

Philippine tech company **Xurpas** acquires
Singapore mobile marketing start-up

Philippines based mobile service developer and tech company Xurpas has acquired Singaporean mobile media advertising and marketing start-up **Art of Click**. The Deal is initially valued at US\$30 million but additional performance based earn-outs will raise the value to US\$45 million.

For fiscal year 2016, Art of Click's revenues grew by 315 percent from the year before to SG\$15.4 million. Net profit for the same period amounted to SG\$2.3 million.

Source:  **TECHINASIA** INQUIRER.NET



VALUATION

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Revenue Growth

315%

Valuation

US\$45m

Net Profit

SG\$2.3m

PROSPECTS

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Valuation

US\$321m

Net Profit

Negative

AMOBEE ACQUISITION

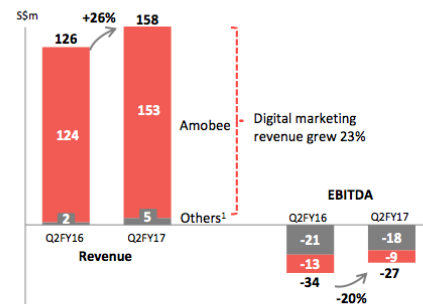
SingTel Acquires Mobile Ad Company Amobee for \$321 million

But today there's big news from SingTel (ASX:SGT) that it has signed an agreement to acquire **Amobee** for about \$321 million.

This investment comes despite **Amobee still running at a loss**, he added. However, SingTel has planned a three to five year timeline to get the company contributing to its bottom-line revenue.

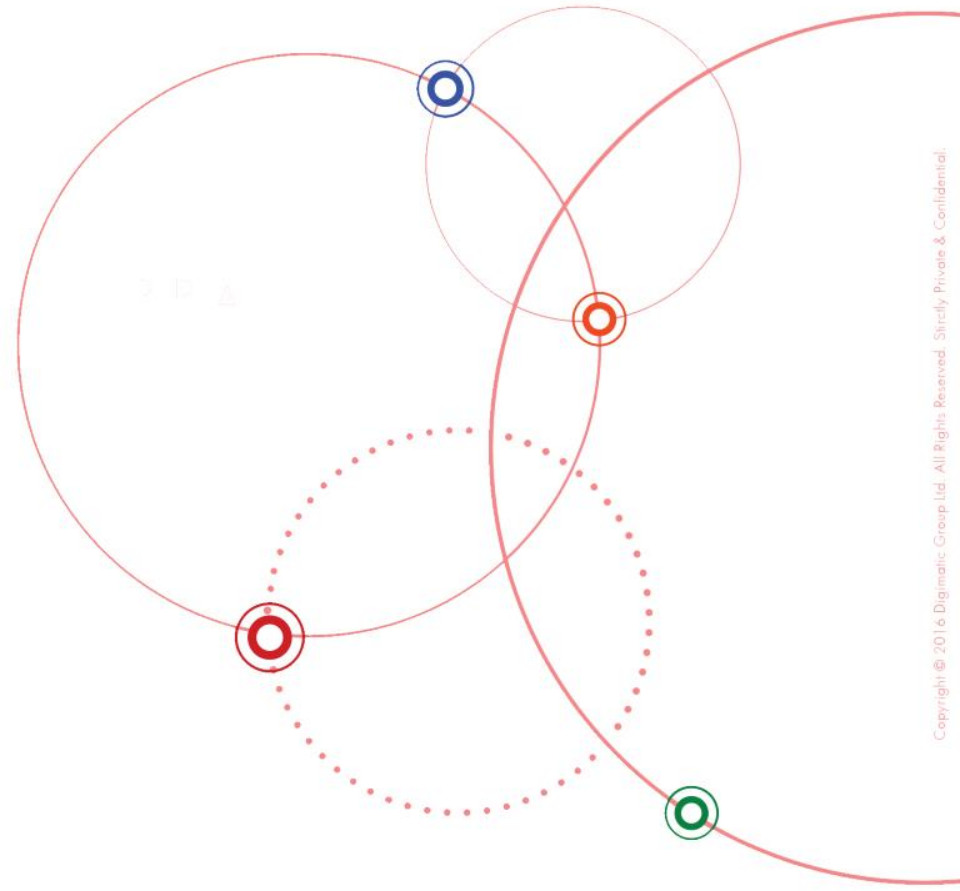
Source:  **TECHINASIA** MARKETING

Group Digital Life



› Strong Amobee growth driven by social advertising

Questions and Answers





Thank You



<https://www.facebook.com/digimaticgroup/>



<https://www.linkedin.com/company/digimatic-group-ltd>



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