

CONTEMPORARY MARKETING COMPANY TO CAPITALISE ON EMERGING S.E. ASIAN MARKETS

Investor Presentation
6 August 2018

HOW AFFILIATE MARKETING WORKS



WHAT IS IT?

- ◆ Performance-based marketing channel
- ◆ Works for both online retailers and conventional bricks-and-mortar
- ◆ Increases reach into highly targeted audiences
- ◆ Similarities to a mobile sales force
- ◆ Consumer brands access a growing network of incentivised affiliates

WHY DOES THE MARKET LIKE IT?

- ◆ Increases revenue by selling more products, services and solutions
- ◆ Highly economical initiative, only paying after a sale converts
- ◆ Helps move inventory efficiently
- ◆ Increases reach and exposure to targeted markets
- ◆ Integrates, not replaces, existing advertising and marketing initiatives

MAJOR BENEFITS

- ◆ More sales for merchants
- ◆ Success payment for affiliates
- ◆ Commission on all sales and advertising revenue for iSYNERGY
- ◆ Affiliate network stays passionate and committed

✓ SOUTHEAST ASIA INTERNET ECONOMY



90% of advertisers said that affiliate programs are important to their overall marketing strategy

In the US, affiliate marketing spend will increase by a CAGR of 10.1 percent between 2015 and 2020, to an estimated **\$6.8 billion** industry ^[2]

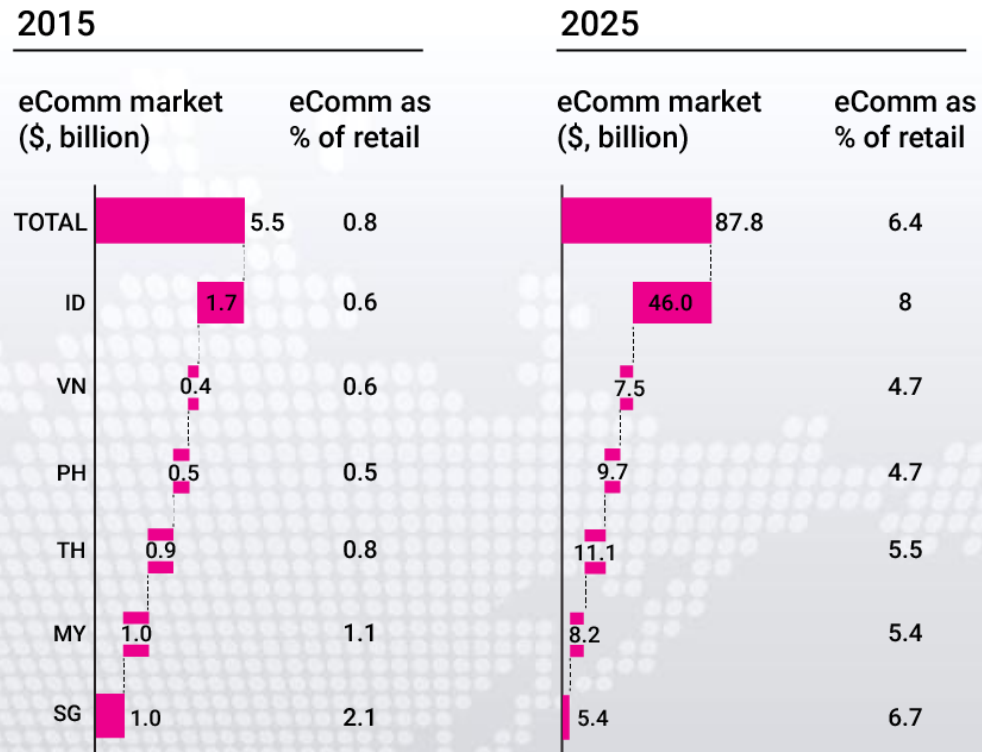
[1] Anandan, R. & Sipahimalani, R. 330 million internet users accelerating the growth of Southeast Asia's internet economy. (2017, Dec 12) Retrieved from <https://www.blog.google/around-the-globe/google-asia/sea-internet-economy/>

[2] Affiliate Marketing Industry to Grow to \$6.8 Billion Over Next Five Years. (2016, February 4). Retrieved from <https://mthink.com/affiliate-marketing-industry-grow-6-8-billion-next-five-years/>

REGIONAL OPPORTUNITY

By 2025, each SEA country will have an eCommerce market >\$5 billion; Indonesia expected to reach \$46 billion ^[1]

Population Size (million)



[1] Anandan, R. & Sipahimalani, R. 330 million internet users accelerating the growth of Southeast Asia's internet economy. (2017, Dec 12) Retrieved from <https://www.blog.google/around-the-globe/google-asia/sea-internet-economy/>

[2] ASEAN RETAIL: Overview, Trends, and Outlook, with a focus on SGX-listed Companies. (2016, June). Retrieved from www.sgx.com/retailcluster

COMPANY HIGHLIGHTS



Service both
**'bricks and
mortar'** and
online
companies



Affiliate
Junction: has
more than
27,000 affiliates
signed and active



1,600 advertisers
moving to
revenue model
(including Nike,
Expedia, KFC and
more)



Range of
**established
affiliate
programs**
including in
retail-loyalty



**Significant
growth**
opportunities
in Malaysia,
Indonesia and
new markets



In-house
development,
training,
program
management is
easily scalable

01

Scaled monetisation of existing footprint by launching a new digital strategy

02

Capitalise on our blue-chip advertisers and being first-to-market seizing on the forecast population and GDP growth in South East Asia

03

Leverage our recent Shariah-compliance to engage Muslim regions and communities (including but not limited to Indonesia)

04

Continue to refine our commercial processes and offerings in Malaysia and grow organically

05

Identify Acquisition strategy looking at established like-minded and compliment companies

OUR ADVERTISERS



CURRENT REACH



Primary Markets



Affiliate

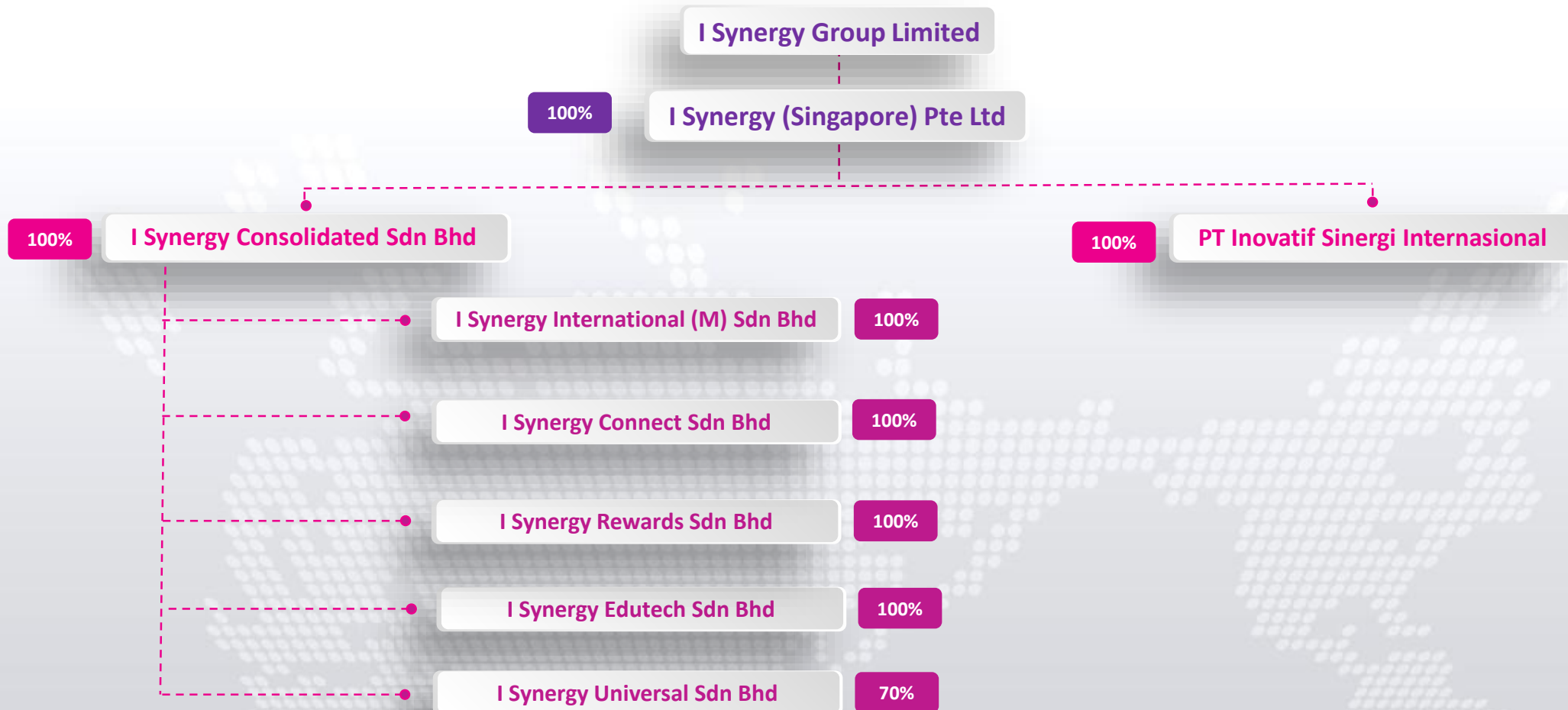
27,895



Advertiser

1,627

OPERATING STRUCTURE

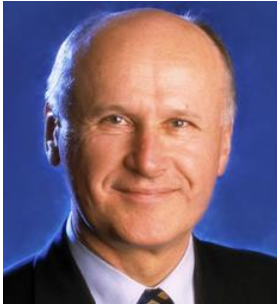


COMMERCIAL METRICS

	Audited Financial Year			Unaudited Quarter
	2015 AUD'000	2016 AUD'000	2017 AUD'000	31.3.2018 AUD'000
Revenue	22,264	21,808	10,603	3,422
Profit before taxation	6,302	5,095	367	716
Profit after taxation	6,302	5,087	588	712
EBITA	6,301	5,034	251	696
Cash and cash equivalents	5,056	11,119	12,893	13,756
Total assets	6,795	14,705	16,088	17,489
Shareholder's equity	(992)	1,668	3,473	3,940

	Audited Financial Year			Unaudited Quarter
	2015 AUD'000	2016 AUD'000	2017 AUD'000	31.3.2018 AUD'000
Net tangible (liabilities)/assets per share (cents)	(0.40)	2.32	2.61	3.08
Net earning/(loss) per share (cents)	2.47	1.80	(0.16)	0.22
Share price as at 31 December/31 March (AUD)	N/A	N/A	0.15	0.17
Market capitalisation	N/A	N/A	27,708	31,352

OUR PEOPLE



Ilmars Draudins
Non-Executive Chairman

With over 25 years of expertise in the service and information technology sectors, Ilmars has ample experience in assisting multiple companies develop strategies and raise the necessary capital, as well as increasing the growth and development of many successful organisations.



Dato' Lawrence Teo
Managing Director

Dato' Lawrence Teo is the founder of iSYNERGY. His innovation in introducing the concept of affiliate marketing in Malaysia marks him as the pioneer of the Malaysian affiliate marketing industry. He has over 13 years of experience in creative and strategic planning where he specialises in the integration of affiliate marketing solution to businesses.



Morgan Barron
Non-Executive Director

Morgan has a career spanning over 15 years in performing director and advisor roles across a broad range of sectors. He is a partner of Ventnor Capital and Ventnor Securities and is also currently a Non-Executive Director of Latitude Consolidated Limited (ASX:LCD).

WHY INVEST



**FIRST MOVER WITH STRONG
OUTLOOK** and refined
operating processes



**ESTABLISHED TRAINING &
EDUCATION** program to
upskill affiliates



DEBT FREE and no bank
borrowings



SHARIAH COMPLIANT giving
CREDIBILITY AND AUTHORITY
to engage Muslim markets



Prime location at **CENTRE
OF EMERGING SOUTH EAST
ASIAN MARKETS**



Blue-sky outlook, currently
**DEVELOPING A NEW
SCALABLE DIGITAL STRATEGY**

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