



Investor Presentation

October 2014



AGENDA



1. CORPORATE PROFILE
2. FINANCIAL PERFORMANCE
3. SIGNIFICANT MILESTONES – Q3 2014
 - Enterprise Mobility: Public Bank
 - Digital Media & Service: Mariku.asia & PT Lingua Group (Indonesia)
4. GROWTH DRIVERS (Q4 2014 – 2015)
5. CONCLUSION

CORPORATE PROFILE



iSENTRIC (ICU:ASX) is a Digital Commerce company focusing on the South East Asian Region

Business Divisions

- **Digital Payment**
 - *Top 3 Mobile Payment (Telco-centric) Service Provider in Malaysia & Indonesia*
- **Digital Media Services**
 - *Exclusive Mobile IP Rights of Popular Artists*
 - *Special Partnership with Huawei for Mobile Game Publishing Business*
 - *6M active subscribers of Music, Games & Other Entertainment*
- **Enterprise Mobility**
 - *No 1 Mobile Banking Solution Provider in Malaysia based on clientele*

Performance Indicators

- *70% of our Business Income is on a Recurring Basis*
- *Average Subscriber Sign Up Rate per month - 500k new subscribers*
- *Workforce - 80 people, Average Salary per Head - A\$1,500 per mth*

CORPORATE PROFILE

Business Strategy:

- Bringing the **Digital Economy** to over **600 million people** in the emerging markets of **South East Asia**.

Existing Operating Countries & Key Mobile Operator Partnership:

- Malaysia** 30M population / 30M Mobile Users

100% Mobile Penetration

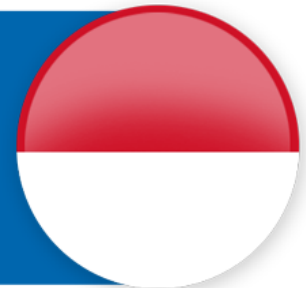
Mobile User	: 30 Mio
ARPU	: USD 14.7
Smartphone VS Feature	: 27%
Mobile Internet Users	: 10 Mio



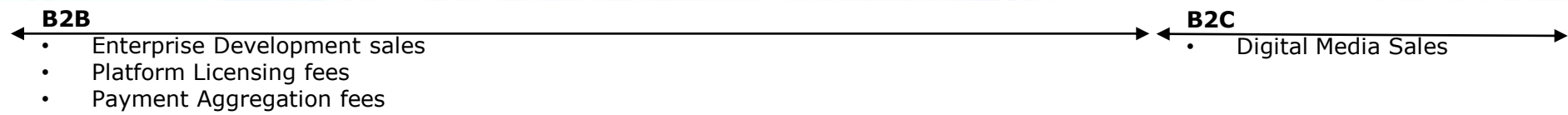
- Indonesia** 250M population / 278M Mobile Users

110% Mobile Penetration

Mobile User	: 278 Mio
ARPU	: USD 2.3
Smartphone VS Feature	: 20%
Mobile Internet Users	: 29%



BUSINESS MODEL: B2B2C



Digital Media

Music & Celebrity

glow musio PORTAL Seleb

Games

mari ku HUAWEI

Sports

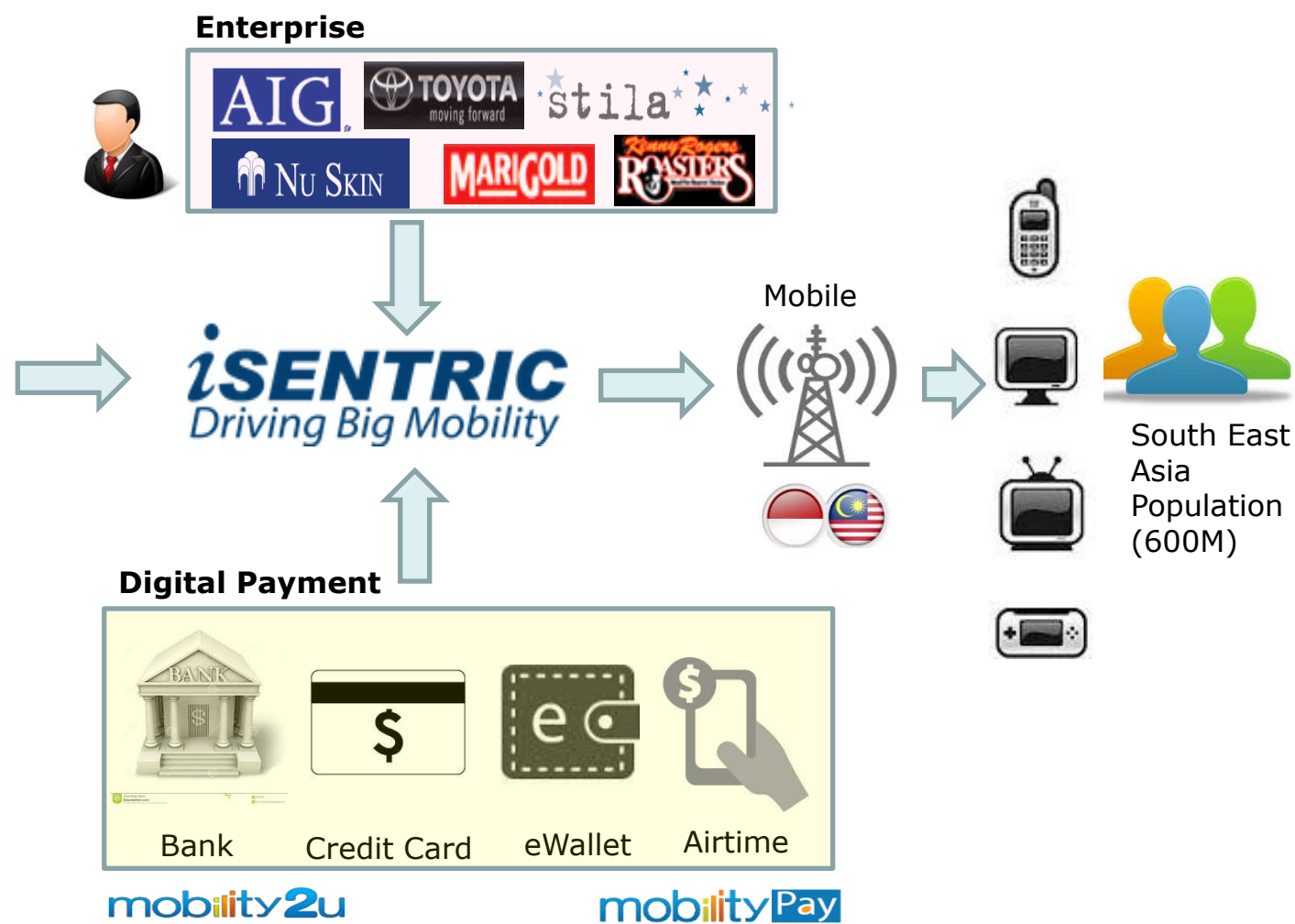
ballball FOOTBALL MANIA

News & Others

DUNIASMS 星洲日報 SIN CHEW DAILY

Digital Service

Mobile Financial (Airtime Trasnfer)



FINANCIAL PERFORMANCE



	2013	2014	Y - Y Growth
Revenue (A\$ '000)	5,881	8,065	+ 37%
Profit Before Tax (A\$ '000)	857	1,590	+ 85%
Shareholder's Fund (A\$ '000)	1,182	2,773	+ 25%

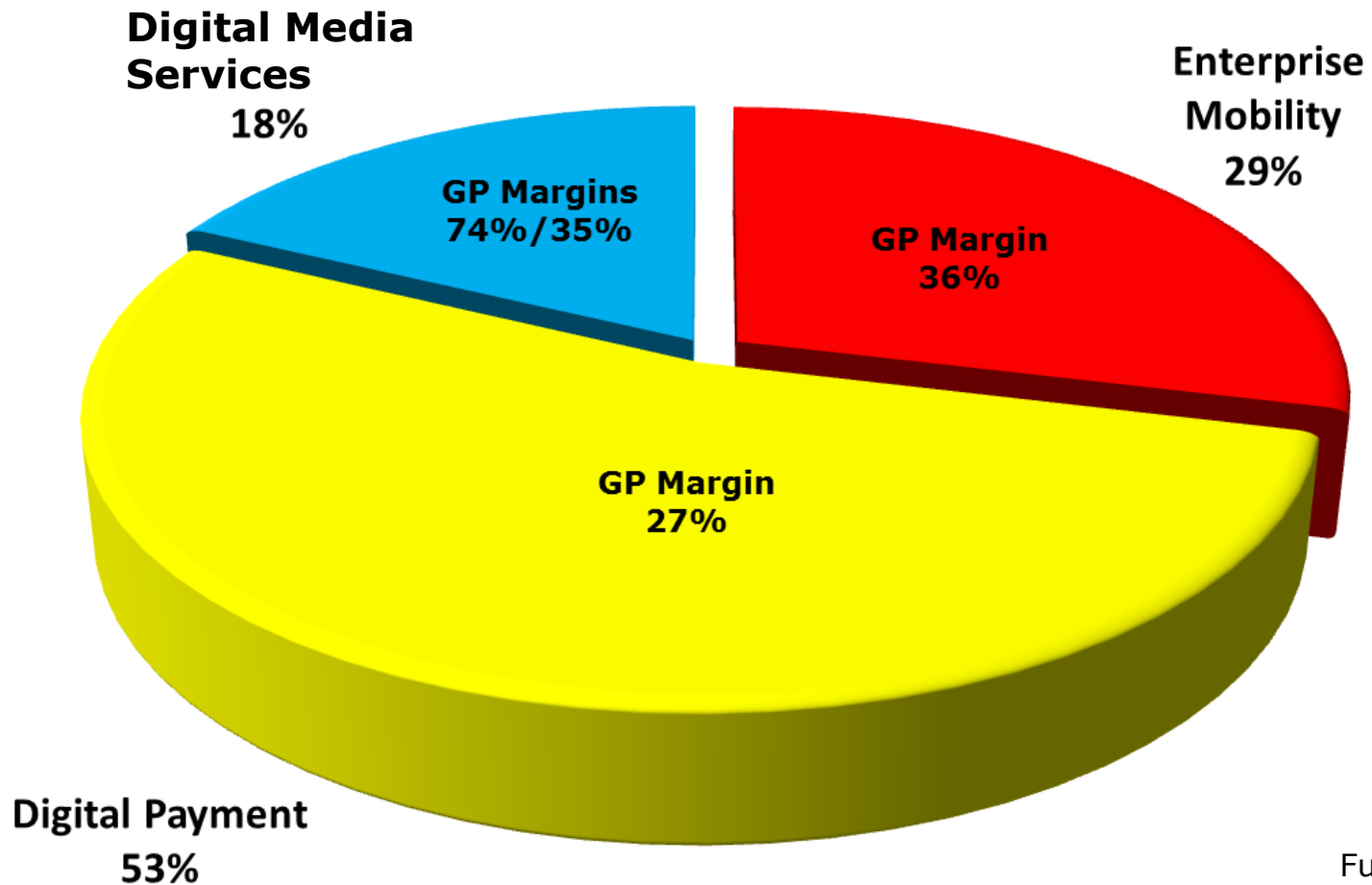
Corporate Finance

- Market Cap A\$20M, Oct'14
- Capital Raised A\$2M, Sept'14
- 0% Borrowing
- Net Cash A\$1.46M, Jun'14

Financial Growth Index

- Avg Revenue past 5 years, 26%
- Avg NPAT past 5 years, 53%

REVENUE BREAKDOWN



Full Year
2014
Revenue

CLIENT PORTFOLIO

Banks & Financial Institutions

mobility2u



Enterprise Clients

mobility2u



Digital Media Partners

mariko LIVE YOUR LIFE mobilityPay mobilityGames



SIGNIFICANT MILESTONES – Q3 2014



iSentric has been aggressively executing its growth plans in Q3 FY14. One of the major highlights during this period include:

**Enterprise
Mobility**

PUBLIC BANK

Mobile Banking
Solution

**Digital
Media
Services**

MARIKU.ASIA

Telco-Centric Game
Publishing

**Digital
Media
Services**

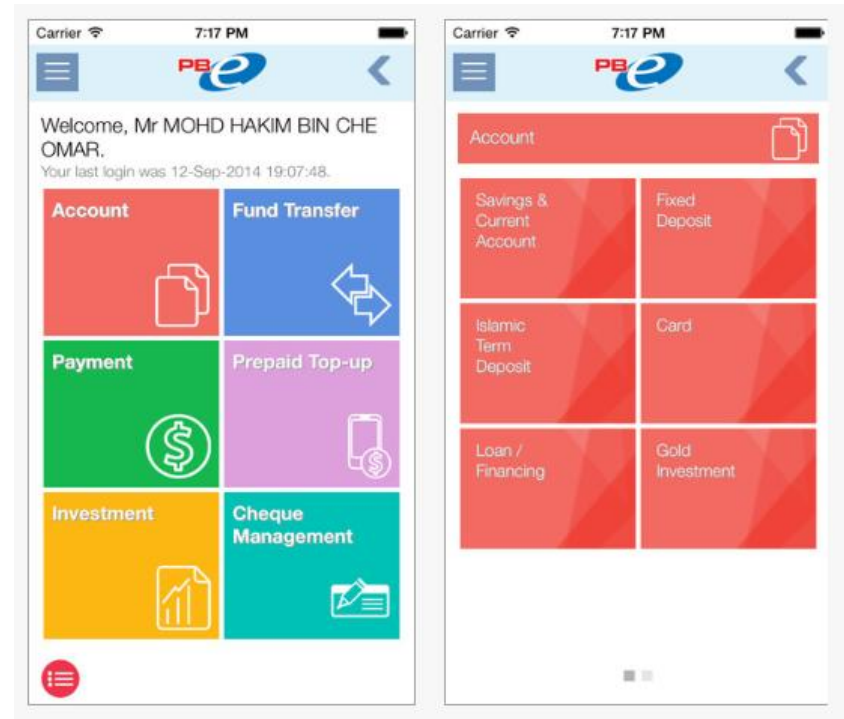
**ARTE MOBILE
TECHNOLOGY
PTE LTD**

Proposed Acquisition
of Indonesian MVAS
Service Provider

ENTERPRISE MOBILITY – PUBLIC BANK



- Public Bank, is one of Malaysia's largest banks that launched a mobile banking solution that was developed by iSentric in Sept 2014
- Leveraging on this successful launch, iSentric is currently pursuing regional deployment with Public Bank in Hong Kong, Cambodia, Vietnam, China and Sri Lanka.
- Revenue from each deployment is estimated at AUD150k



DIGITAL MEDIA SERVICES – MARIKU.ASIA



- iSentric & Huawei launched a joint Game Publishing Platform (www.Mariku.asia) embedded with direct telco payment in Oct 2014
- We project 1M subscribers within 2 years with an ARPU of AUD1.50
- iSentric intends to replicate this platform in Indonesia first, before deploying it in other South East Asian countries
- Competitive advantages:
 - Direct telco billing convenience for subscribers
 - Leverage exclusive relationships with popular celebrities to develop celebrity based apps and games

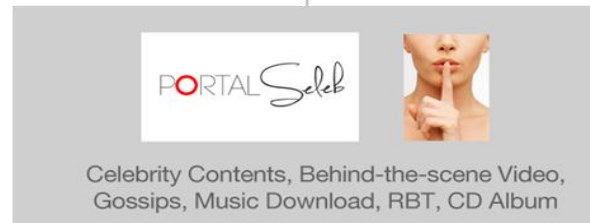
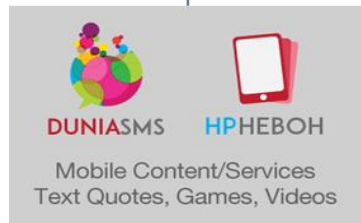


www.mariku.asia



ARTE MOBILE TECHNOLOGY- PROFILE

LINGUA GROUP



Key Highlights:

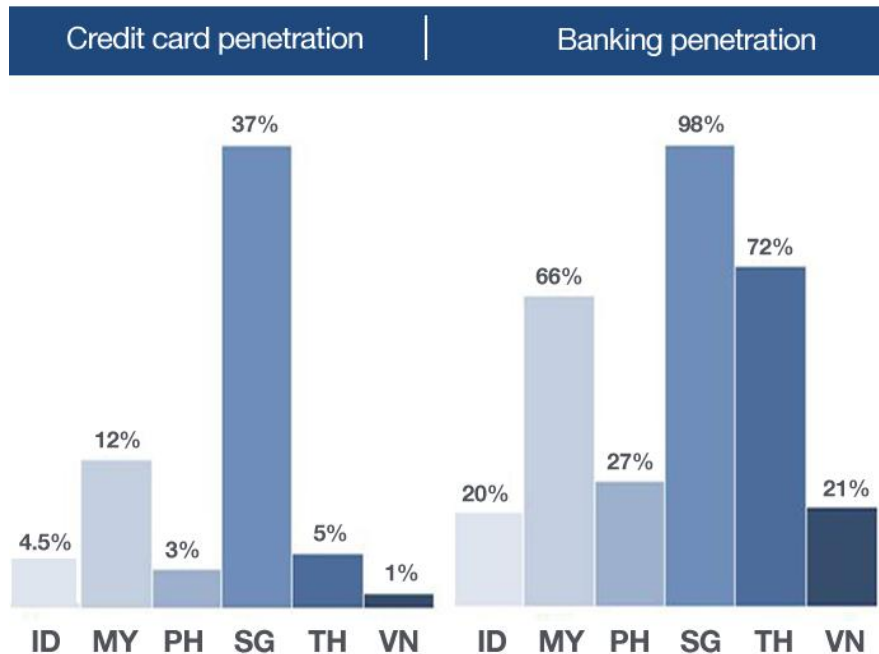
- AMT has Exclusive Mobile Content distribution rights with Lingua Group
- **No 1. Mobile Payment Service Provider** in Telkomsel (130M subscribers)
- **No 2. Mobile Payment Service Provider** in Indosat (50M subscribers)
- Competitive Advantage: **Exclusive Mobile IP Rights** of Popular Artists
- Targeting **A\$2.2M NPAT for FYE2015**

ARTE MOBILE TECHNOLOGY – INDONESIAN MARKET OVERVIEW

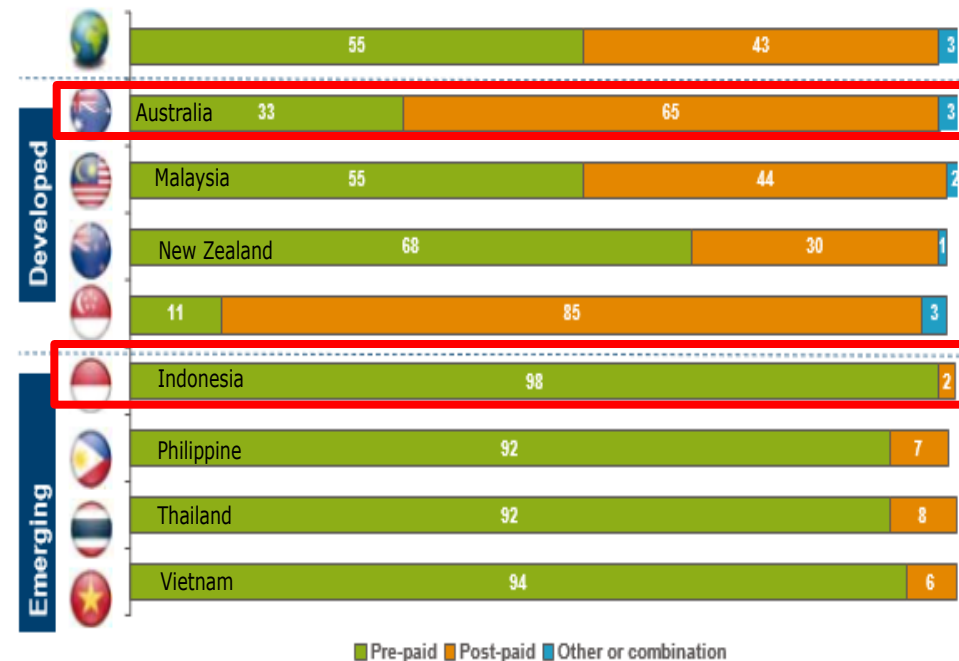


Mobile Payment is CRITICAL for Digital Commerce Success in Indonesia

- Credit Card & Banking penetration is low, preventing the majority of Indonesians access to content from Google or Apple Apps Store
- Mobile Prepaid Airtime Payment is the most convenient method to purchase virtual products such as Games, Apps & Music




Mobile Prepaid vs Postpaid



LINGUA GROUP


Lingua Group is a mobile value added service provider specialising in mobile entertainment and mobile solutions. The Group offers diverse and popular locally produced digital media and content to suit the market in Indonesia.

Lingua Group operates in the mobile value added service industry through three main divisions:



DUNIASMS **HPHEBOH**

Mobile Content/Services
Text Quotes, Games, Videos



PORTAL Seleb

Celebrity Content, Behind-the-scene Video,
Gossips, Music Download, RBT, CD Album



mobilePRO

Content Aggregation and Digital Payment –
Enable 3rd party content owners to deliver
content and monetize via Direct Carrier Billing

Revenue Model:

Lingua Group owns **exclusive rights** with popular celebrities to develop and distribute content via Mobile. Consumers pay for content and services on their mobile devices via Direct Carrier Telco Billing.

Lingua Group provides mobilePRO – a content aggregation and billing platform for 3rd party content owners to distribute and monetise via Direct Carrier Telco Billing.

As of 23rd October 2014, Lingua Group has **5.6million active subscribers paying up to Rp16,000 a month. (AUD \$1.50)**



INDONESIA MOBILE REVOLUTION

4th largest mobile market in the world (278 million subscribers as of 1H 2013)
research by RedWing advisory

PT Lingua Group is connected to all 3 major telcos namely Telkomsel, Indosat and XL which dominates over 90% of the market giving access to over 255 million subscribers.

Low credit card penetration (4.5%) leads to high reliability on Direct Carrier Billing for digital contents.

Source: Indonesia Credit Card Association 2013, VelaAsia

Mobile Phones lead Internet Growth in Indonesia, Entertainment industry tops the market. Indonesia's internet users prefer entertainment to other online contents, whereby celebrity and entertainment news account for 40% of entire entertainment channels. Report shows most people search for pictures, music and videos.
research by Yahoo! Indonesia and TNS Indonesia

KEY PERSONNEL



Sean Tham Jee Yeung – *CEO and founder*

Malaysian 34, Graduated in University of Melbourne holding double degree of Bachelor of Software Engineering (with Honors) and Bachelor of Commerce.

Prior to finding Lingua Asiatic, he was the “Country Manager – Indonesia” of Nextnation Communication BHD, a Malaysia ACE market listed company in information and technology, running the Indonesian operation, dealing closely with operators in Indonesia from 2005-2008.



Albert Maknawi – *Co-founder*

Indonesian 33, Graduated in University of Melbourne holding double degree of Bachelor of Manufacturing Engineering (with Honors) and Bachelor of Commerce.

COO in Kencana Agri Limited, a public listed company in SGX in plantation. He has wide business associates network in Indonesia.

KEY PERSONNEL



Michael Gunandi – *General Manager*

Indonesian 33, Graduated in Suffolk County Community College, New York major in Computer Science. Prior to joining Lingua Asiatic, he had in depth experience and knowledge in Mobile Value Added services in Indonesia from his involvement in his previous companies such as Iguana Mobile and PT Indomax Mobile



Sugianto – *CTO*

Indonesian 32, Graduated in University of Guna Darma, Indonesia holding degree of Bachelor of Information Technology. Prior to joining Lingua Asiatic, he has designed and maintained SMS Gateway, content management system in his previous companies such as PT Mora Advertising Content, and PT Sakura Bengawan.



Natasha Lam – *Marketing Director*

Indonesian, 33, Graduated in Klabat University. Prior to joining the Group, she had extensive experience in the mobile industry managing MCP of Telkom Flexi RBT Platform. She is also extremely creative and has good network with artists and the entertainment industry.



Yudhis Tjoe – *VP of Business Development*

Indonesian, 44, Graduated in New School, New York. Prior to joining the Group, he has extensive experience in the Music industry. Yudhis was in Sony Music actively dealing with artists directly in the Artist & Repertoire Department, and subsequently 18 Production, Gudang Garam Event Organizer. His passion in Music is unbeatable.



Taing – *Marketing and Promotion Manager*

Indonesian, 44. Prior to joining the Group, she had extensive experience in various major Production house and Event organiser. She spent 8 years in the production team at RCTI – one of biggest TV Station in Indonesia which now gives her a very good network access to promote our artists.



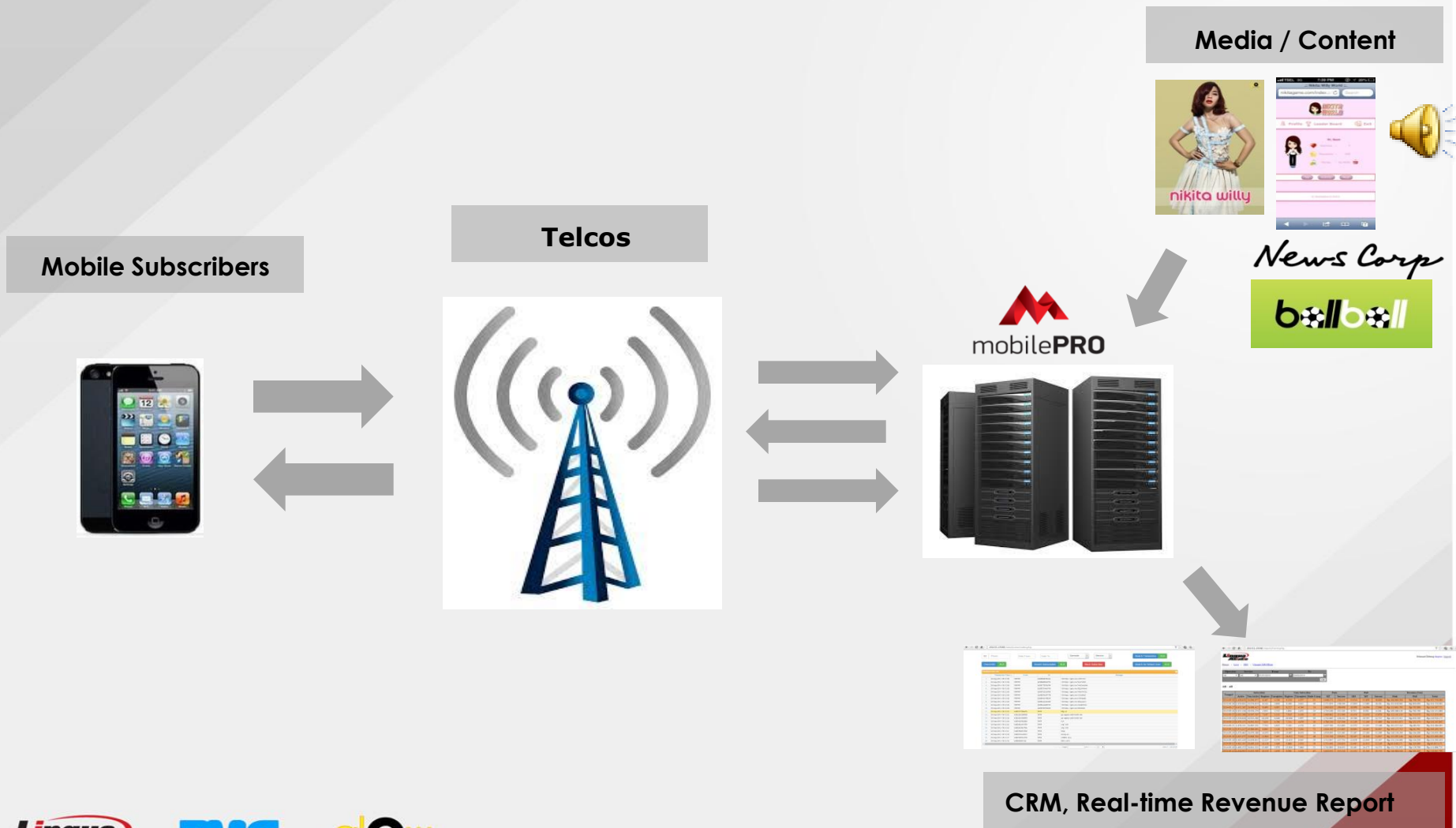
mobilePRO

mobilePRO is a mobile content aggregation platform, facilitating and enabling mobile content distribution and billing using SMS, WAP, MMS, USSD and JAVA technologies. It is the core platform that enables the group to distribute and monetize their content and services.

The 5 modules of mobilePRO:

- 1) Billing Gateway
- 2) Content Management System (CMS)
- 3) Content Distribution System (CDS)
- 4) Customer Relationship Management (CRM)
- 5) Real-time Reporting tool

SYSTEM ARCHITECTURE





Digital Media & Services

NIKITA WILLY

Nikita Willy is a young, well-known Indonesian actress and a pop singer. Her popularity in Indonesia is ranked TOP 5 among all Indonesian Artists. We are the exclusive mobile rights owner and music rights owner. We produce her music, diary SMS, ringtones, photos/wallpapers, voice content, videos and mobile game.

Quick Facts:

- Launched first single in 2010, "Kutetap Menanti" – Achieved Top download in all Telcos in Indonesia, and also DiGi Malaysia.
- Launched first Album in 2013 with KFC
- We organized her 19th Birthday together with Telkomsel
- Racing school event with Telkomsel, Holiday Program with Indosat, Movie with XL etc
- 2nd Single "Lebih Dari Indah" was no1 download in DiGi Malaysia, YouTube views over 2.7million



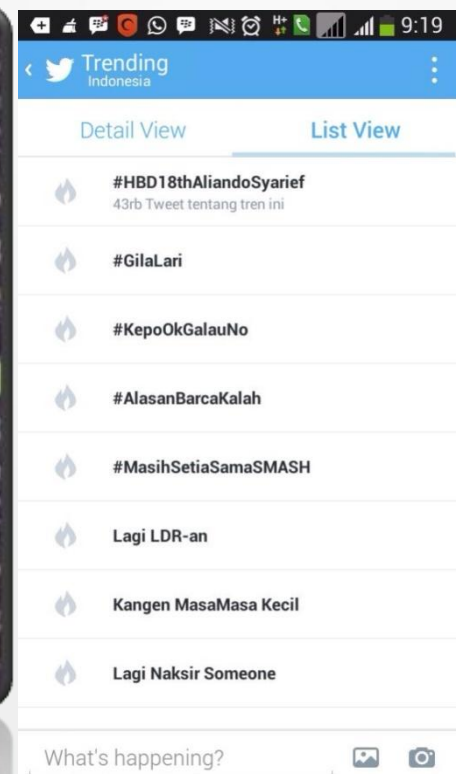
AGNEST MONICA

Probably the best singer in Indonesia. Her **twitter account @agnezmo** officially has the **biggest number of followers in Asia with over 11.1 million**. We have just signed an exclusive deal with her to distribute her video, photo, text and voice via Mobile. We are currently working on production of her personal videos and launching it as reality video clips via mobile.



ALIANDO SYARIEF

The current rising star, Aliando is the main cast in the latest, hottest soap opera in Indonesia airing every evening at peak hour nationwide. We have just launched his voice as RBT Status and it's a hit! We are working on producing the first single for Aliando.

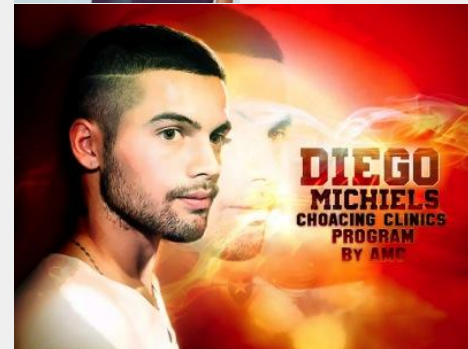


BRUNO MARS

Bruno Mars is an American singer-songwriter, record producer, musician, voice actor, and choreographer. Throughout a singing career spanning 4 years, he has won 2 Grammy Awards and sold over 10 million albums worldwide and 68 million singles sold. We cooperated with Warner Music Indonesia to provide his contents such as ringtones and videos.

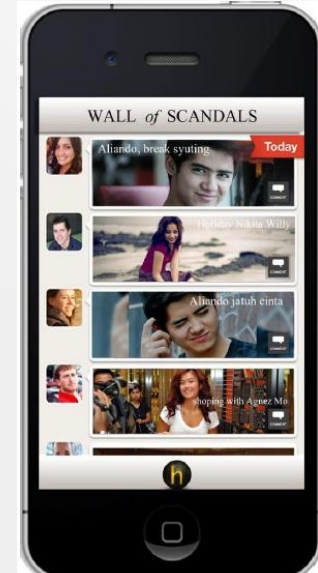


OTHER CELEBRITIES



HUSH

"Reality TV on Mobile" where fans can have a sneak peak of their favourite celebrity's secret scandalous life. Consist of Mobile App, Mobile web, premium sms services, the exclusively produced celebrity's personal life content are being distributed to Indonesian mobile subscribers through their handset.



NEWSCORP – BALL BALL



We are the exclusive partner with BallBall by NewsCorp in Indonesia, collaborating with Telkomsel to launch BallBall Android App and also feature phone services, to deliver near-live in-match videos of 5 European Soccer Leagues.



News Corp



ELECTION 2014

We were the Technology Partner for both presidential candidates in the last election whereby we provided our platform for both presidential candidates to promote their campaign via RBT across all major Telcos in Indonesia.

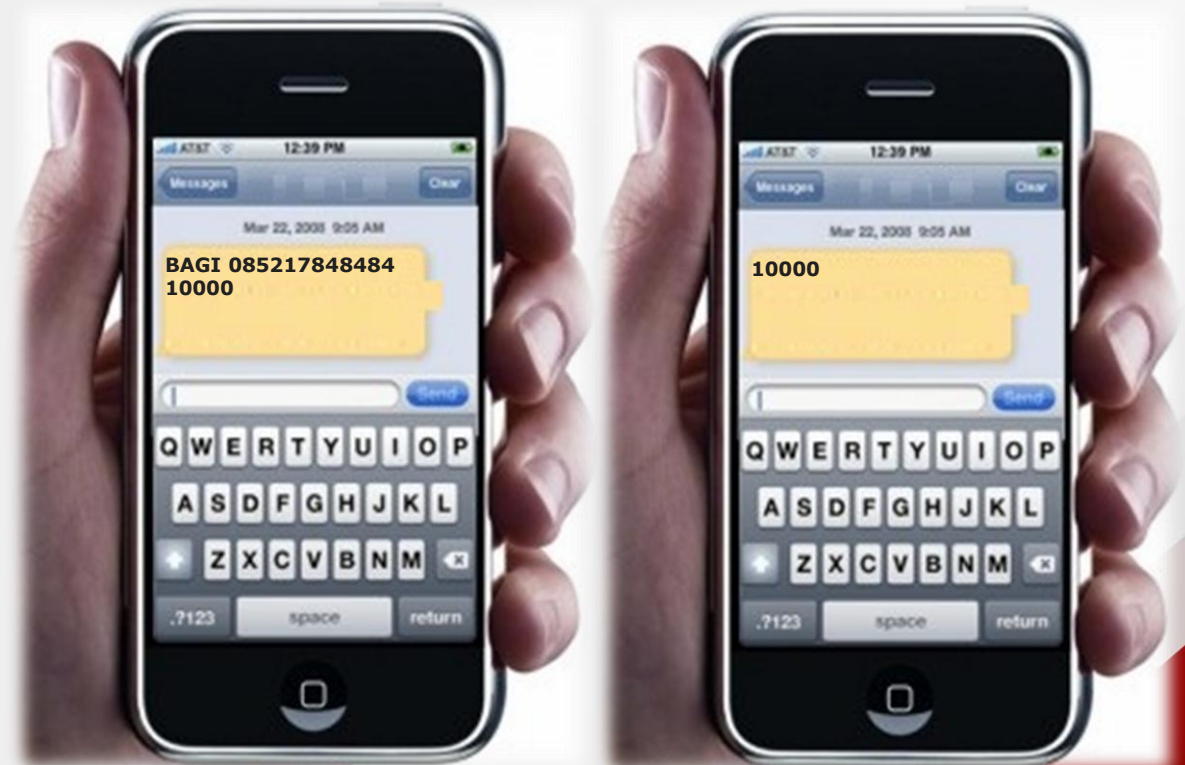


XL – BAGI PULSA



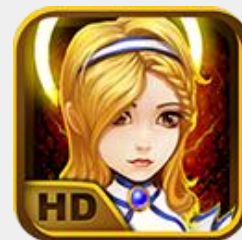
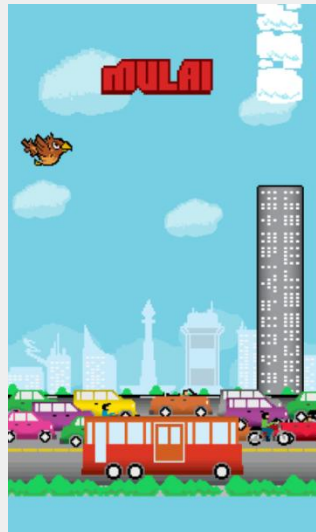
We launched the “fastest, easiest, most convenient” way of sharing Airtime with XL in 2014. Prior to this, XL subscribers had to type “BAGI <recipient number> <nominal>” and sms to 168, in order to transfer Airtime credit.

We provided a simple solution where users only send “<nominal>” to 1+<recipient number>.



MOBILE GAMES

Lingua Group have developed games in house, and have been publishing games from 3rd party game developers. Lingua Group will distribute and market iSentric's game platform and iSentric's portfolio of games.



SYNERGY



Cross sale digital content/services portfolio

- Lingua Group will launch and market iSentric's Mariku platform and games in Indonesia

- iSentric will launch and market Lingua Group's celebrity content in Malaysia. This has proven to work as Indonesian celebrities are well received in Malaysia. Lingua Group has previously launched an artist's album and Ring-back-tone (RBT) in Malaysia which achieved No1 Top Download in DiGi (A telco in Malaysia under Telenor Group)

- Lingua Group will assist iSentric in marketing their **mobile banking and digital payment** solutions in Indonesia.

- As a group with a regional footprint, we would **collectively secure content license for the region** instead of individual country at better rate and bargaining terms.

- **Sharing of Technology and resources** to better enhance our systems and reduce cost.





Click on the link below to view a video profile of our celebrities

[Http://www.linguaasiatic.com/corpvideo](http://www.linguaasiatic.com/corpvideo)



ARTE MOBILE TECHNOLOGY – ACQUISITION BENEFITS

- Growth Potential
- Immediate access into lucrative Indonesian market
- Cross-marketing Synergies
- Opportunities for -
 - Operational Optimisation
 - Economies of Scale
 - Technology Sharing
- Access into Indonesian talent pool

GROWTH DRIVERS (Q4 2014 - 2015)



Digital
Media

Developing the Indonesian market for games, apps and music



Strategic
M&As

- Horizontal Market Expansion in South East Asia
- Acquisition of strategic capabilities



Enterprise
Mobility

Tendering multiple projects from large banks in the South East Asia region

CONCLUSION



- ✓ We are aggressively executing our growth plan
- ✓ We are on track with our geographical expansion
- ✓ We looking to maintain historical YoY growth
- ✓ We are laying the foundation to be a major player in the digital commerce space in the South East Asia region, reaching half a billion potential customers.



Thank You

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