

# FY2014 AGM PRESENTATION

NOVEMBER 2014



# AGENDA



1. CORPORATE SNAPSHOT
2. FINANCIAL PERFORMANCE
3. SIGNIFICANT MILESTONES 2014
4. GROWTH DRIVERS 2015
5. CONCLUSION

# CORPORATE SNAPSHOT

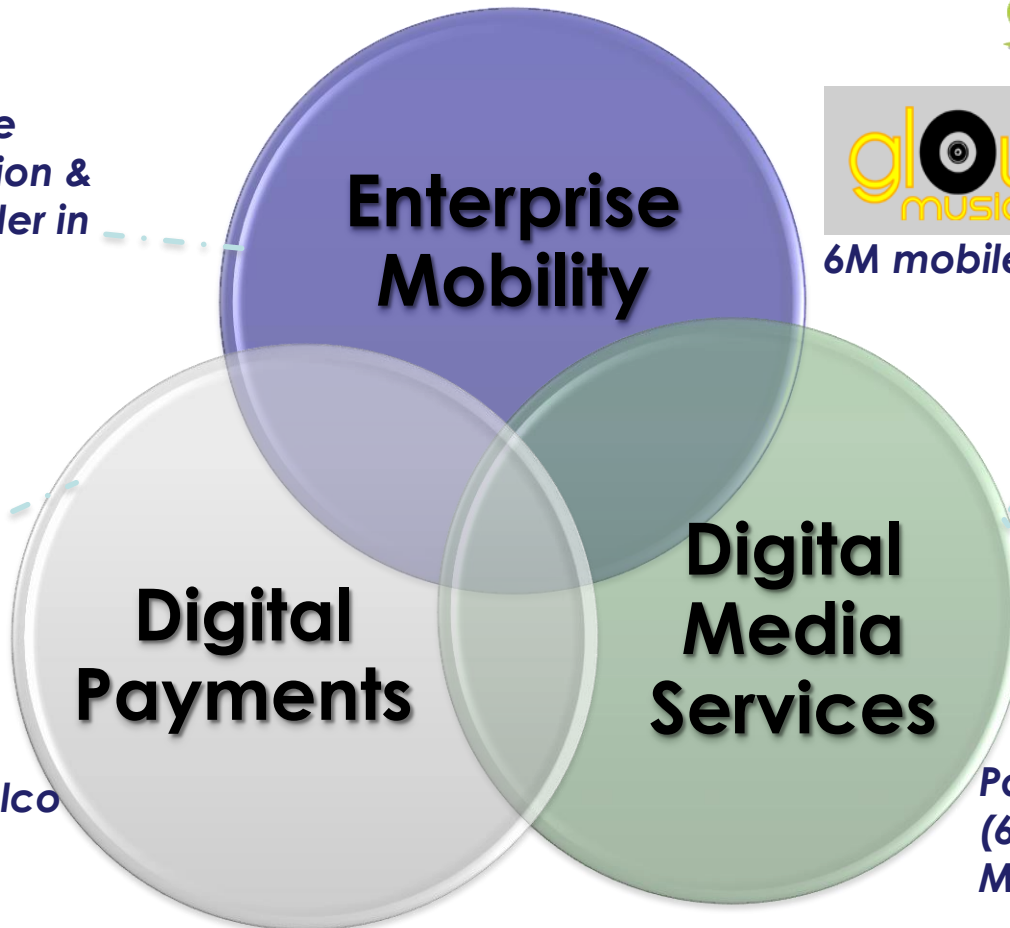
*iSENTRIC is a Digital Commerce company  
focusing on the South East Asian Region*



**Largest Mobile  
Banking Solution &  
Service Provider in  
Malaysia**



**Top 3 Mobile Payment  
Service Provider (via Telco  
Prepaid Airtime) in  
Malaysia & Indonesia**



DUNIASMS

HPHEBOH

**6M mobile community members**



**Partnership with Huawei  
(600 mobile titles) & 2  
Major Telcos in Malaysia**

# CORPORATE SNAPSHOT



## Geographic Footprint & Key Mobile Operator Partnership:

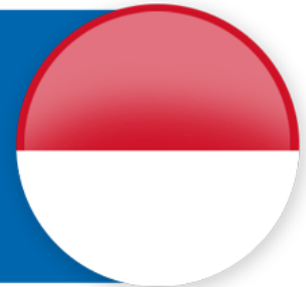
- **Malaysia** 30M population / 30M Mobile Use  
100% Mobile Penetration

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%



# FINANCIAL PERFORMANCE



	2013	2014	Y - Y Growth	
<b>Revenue</b> (A\$ '000)	5,881	8,065	↑	37%
<b>Profit Before Tax</b> (A\$ '000)	857	1,590	↑	85%
<b>Shareholder's Fund</b> (A\$ '000)	1,182	2,773	↑	134%

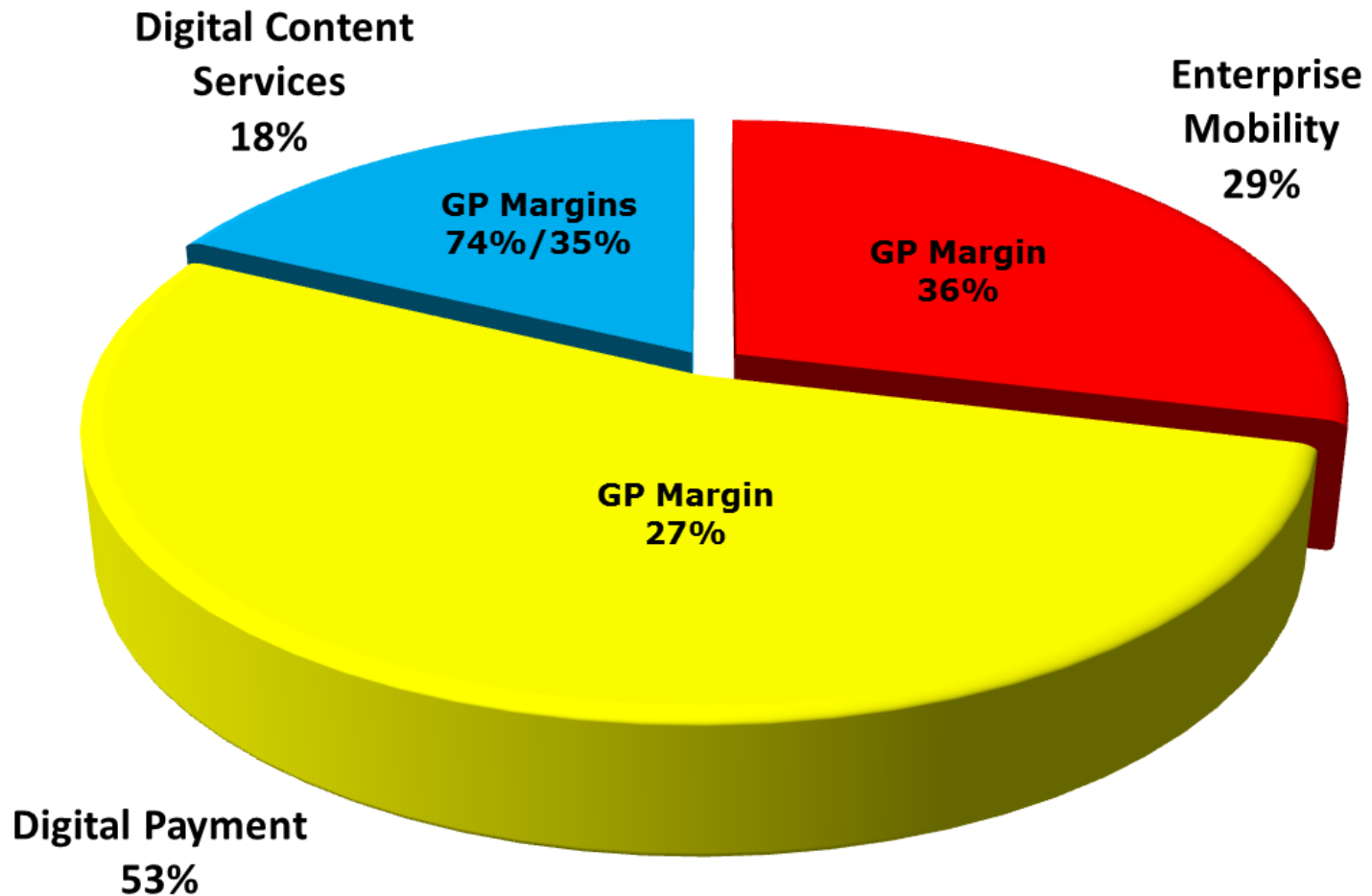
## Corporate Finance

- Market Cap A\$17M, Nov'14
- Capital Raised A\$2M, Sept'14
- 0% Borrowing
- Net Cash A\$3.5M, Sept'14

## Financial Growth Index

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

# REVENUE BREAKDOWN

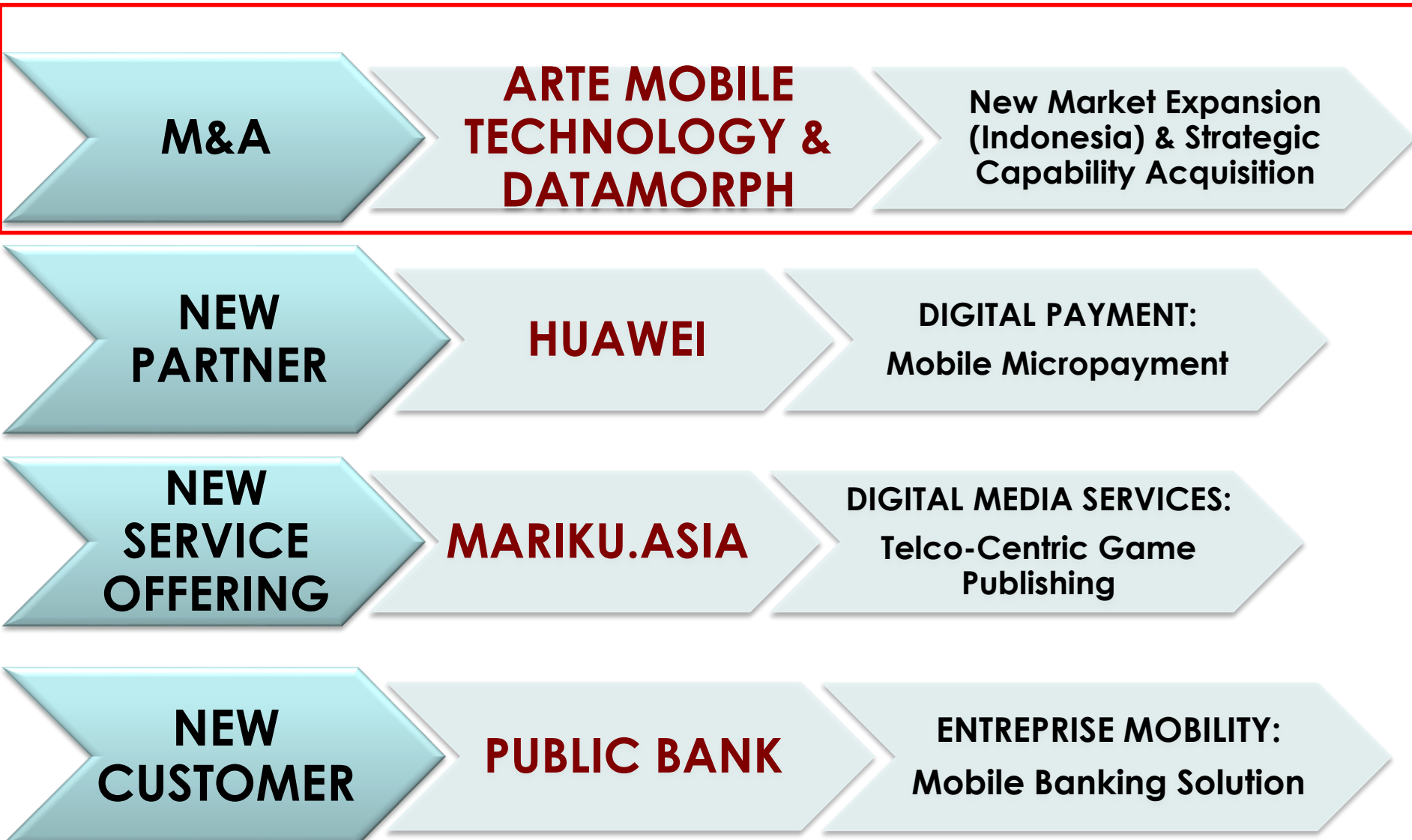




# SIGNIFICANT MILESTONES 2014



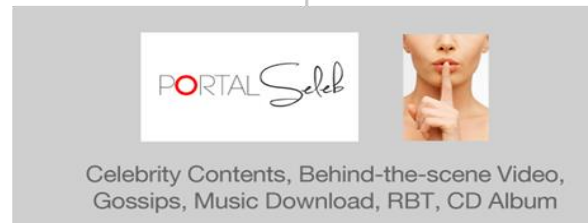
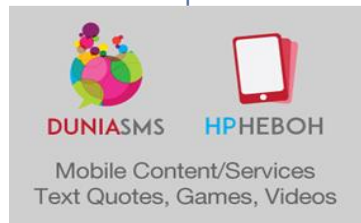
The major highlights during this period include:



# ARTE MOBILE TECHNOLOGY- PROFILE



## LINGUA GROUP



### Key Highlights:

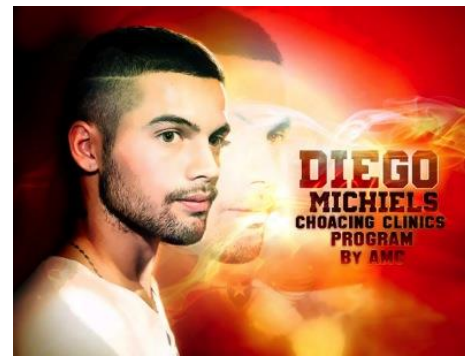
- AMT has Exclusive Mobile Content distribution rights with Lingua Group
- **No 1. Mobile Payment Service Provider** in Telkomsel (130M subscribers)
- **No 2. Mobile Payment Service Provider** in Indosat (50M subscribers)
- Competitive Advantage: **Exclusive Mobile IP Rights** of Popular Artists
- Targeting **A\$2.2M NPAT for 2015**



# ARTE MOBILE TECHNOLOGY- COMPETITIVE ADVANTAGE



Exclusive Mobile IP Rights of Popular Artist:-



# ARTE MOBILE TECHNOLOGY – ACQUISITION BENEFITS

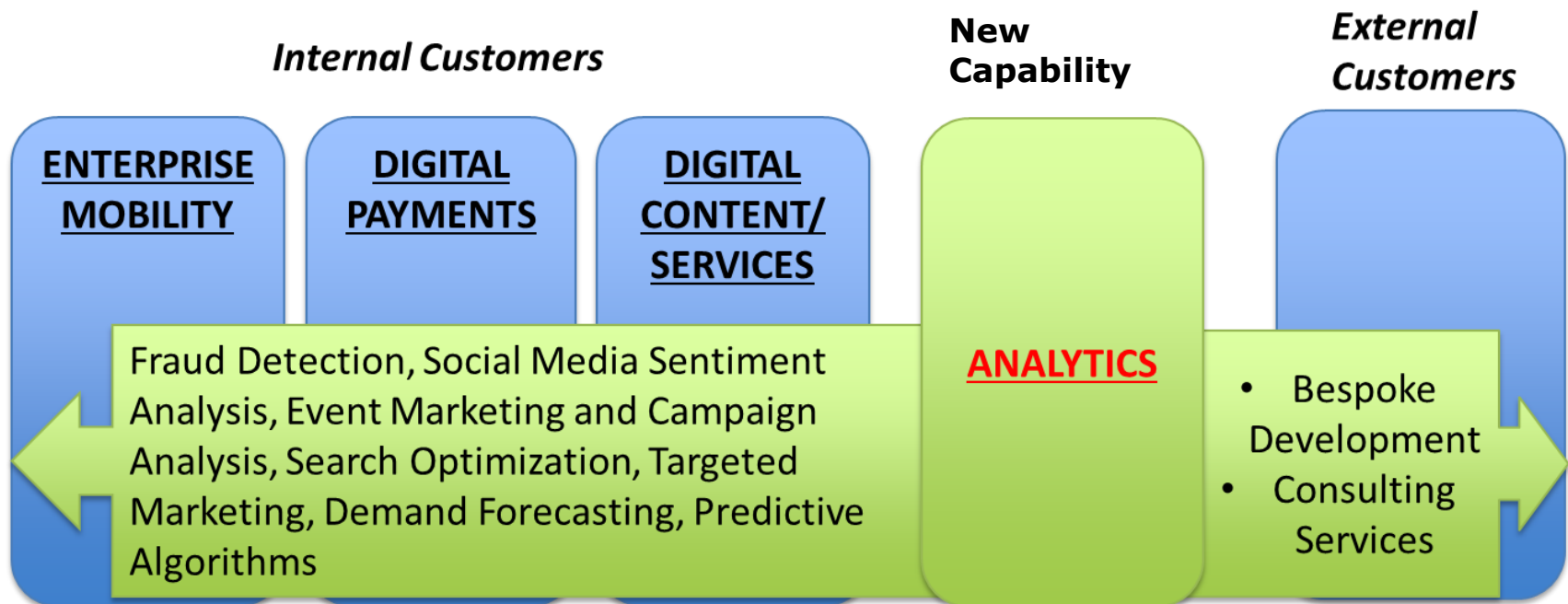


- Growth Potential
- Immediate access into lucrative Indonesian market
- Cross-marketing Synergies
- Opportunities for -
  - Operational Optimisations
  - Economies of Scale
  - Technology Sharing
- Access into Indonesian talent pool eg Management Team

# DATAMORPH SDN BHD – PROFILE



- DataMorph Services Sdn Bhd is a small **start up** that is focused on developing cloud based **analytics solutions & services** that are easily accessible by **SMEs (Small Medium Enterprises)**.
- iSentric's acquisition of DataMorph is a synergistic, mutually beneficial strategic move whereby DataMorph is able to accelerate it's growth and operate on a much bigger platform, and iSentric, very inexpensively, acquires much needed capabilities in analytics, new revenue streams.



# DATAMORPH SDN BHD – ACQUISITION BENEFITS



- Fast integration of analytics expertise and tools at an inexpensive price
- Enhances current management team, as well as current product and service offerings
- New revenue streams in data analytics
- Provide Pioneer Tax Status for group revenue



# SIGNIFICANT MILESTONES 2014



*The major highlights during this period include:*

**M&A**

**ARTE MOBILE  
TECHNOLOGY  
& DATAMORH**

**New Market Expansion  
(Indonesia) & Strategic  
Capability Acquisition**

**NEW  
PARTNER**

**HUAWEI**

**DIGITAL PAYMENT:  
Mobile Micropayment**

**NEW  
SERVICE  
OFFERING**

**MARIKU.ASIA**

**DIGITAL MEDIA SERVICES:  
Telco-Centric Game  
Publishing**

**NEW  
CUSTOMER**

**PUBLIC BANK**

**ENTREPRISE MOBILITY:  
Mobile Banking Solution**

# DIGITAL PAYMNET – HUAWEI



## Horizontal Growth Opportunity

- Nov' 13 - iSentric entered into a **strategic partnership** agreement with Huawei, in which iSentric will provide **telco micro-billing capabilities & mobile content delivery** for Huawei's mobile content providers in exchange for a percentage of the charged transaction.
- This represents an additional Telco Billing revenue stream for iSentric's Digital Payment business unit.
- Leveraging on this partnership with Huawei, iSentric will be looking to replicate this business in emerging markets such as Thailand, Indonesia and Vietnam.





# SIGNIFICANT MILESTONES2014



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**ENTREPRISE MOBILITY:  
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# DIGITAL MEDIA SERVICES – MARIKU.ASIA

## B2C Mobile Games Store Growth Opportunity

- iSentric & Huawei launched a joint Game Publishing Platform ([www.Mariku.asia](http://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](http://www.mariku.asia)



# SIGNIFICANT MILESTONES2014



*The major highlights during this period include:*

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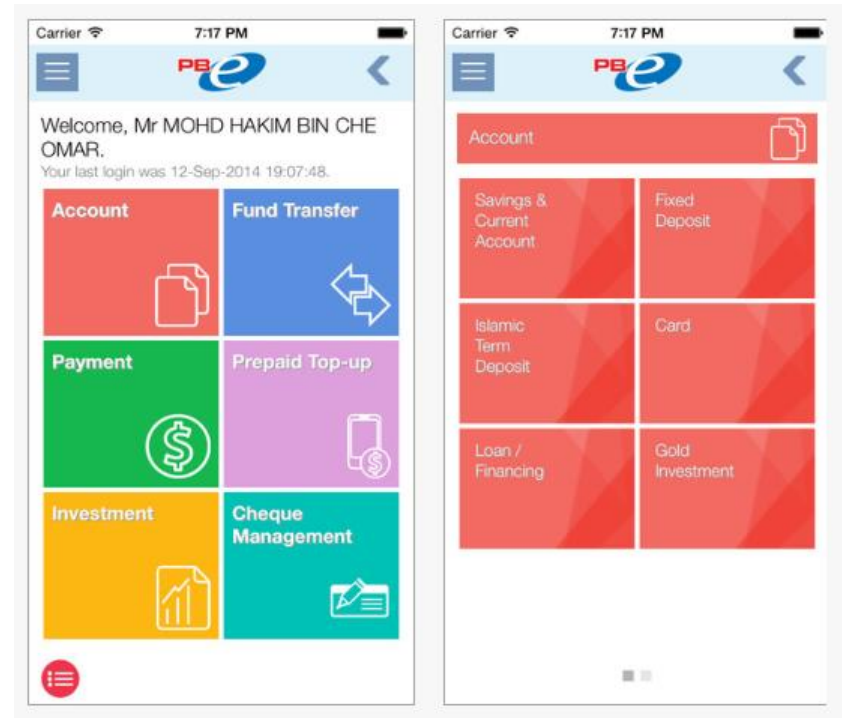
**PUBLIC BANK**

**ENTREPRISE MOBILITY:  
Mobile Banking Solution**

# ENTERPRISE MOBILITY – PUBLIC BANK

## Horizontal Growth Opportunity

- 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





# GROWTH DRIVERS (Q4 2014 - 2015)



Digital  
Media

Developing the  
Malaysia &  
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 plans
- ✓ We are on track with our geographical expansion plans
- ✓ We looking to maintain historical Y-Y 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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# Supporting Slides

# CLIENT PORTFOLIO

## Banks & Financial Institutions

mobility2u



## Enterprise Clients

mobility2u



## Digital Media Partners

mariko LIVE YOUR LIFE mobilityPay mobilityGames



# BUSINESS MODEL B2B2C

## B2B

- Enterprise Development sales
- Platform Licensing fees
- Payment Aggregation fees

## B2C

- Digital Media Sales

## Digital Media

### Music & Celebrity



### Games



### Sports



### News & Others



## Enterprise



**iSENTRIC**  
Driving Big Mobility

## Mobile



South East Asia  
Population  
(600M)

## Digital Payment



Bank

Credit Card

eWallet

Airtime

mobility2u

mobilityPay

## Digital Service



Mobile Financial  
(Airtime Transfer)

# BUSINESS UNITS - OVERVIEW



## Enterprise Mobility

Delivers **bespoke solutions** that focuses on high performance, scalability and security within the Enterprise Mobility segment, serving all the **mobile connectivity and messaging** needs of our corporate clients.

## Digital Payments

Provides **B2B payment aggregation** that enables mobile phone users to make financial transactions for small amounts over a secure mobile platform.

We assist clients in setting up their **mobile payment** infrastructure and provide marketing resources and strategies to help them promote a variety of mobile-centric content

## Digital Media Services

**Creates, aggregates and markets premium mobile content** via a B2B2C model, in which content is sourced from various established partners and targeted towards mobile subscribers through **proprietary platforms**.

### TELCO PARTNERSHIP

- Relationship with Subscribers (B2C, B2B)
- Marketing Collaboration
- Billing & Charging



# BUSINESS UNIT – ENTERPRISE MOBILITY

mobility2u

is an award winning platform that delivers bespoke solutions that focuses on high performance, scalability and security within the Enterprise Mobility segment, serving all the mobile connectivity and messaging needs of our corporate clients. This platform underpins all the services offered under iSentric's Enterprise Mobility Business Unit.



Empowering



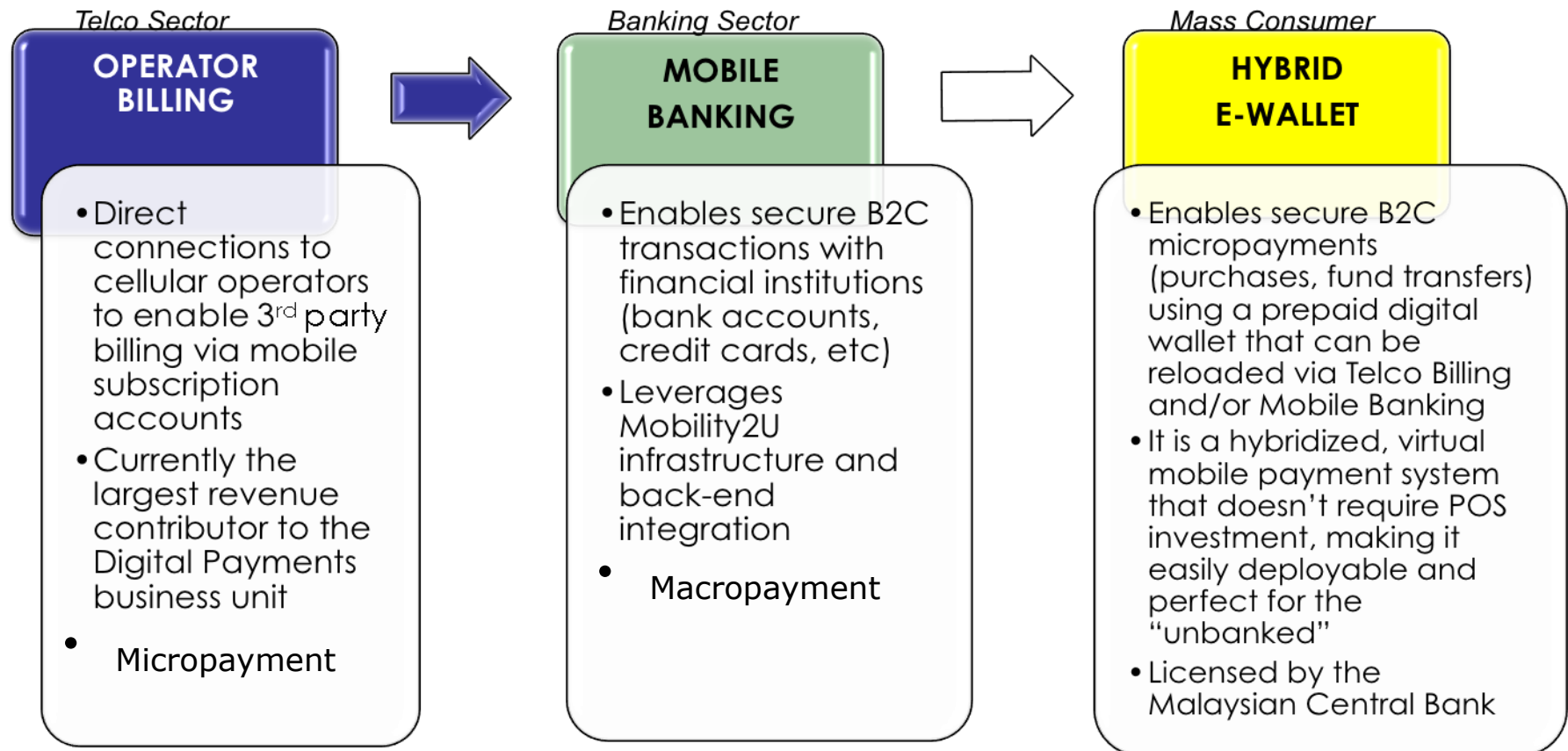
*"iSentric is the Largest Mobile Banking Solutions Provider in Malaysia"*



# BUSINESS UNIT – DIGITAL PAYMENTS



**mobilityPay** Multi-Channel Digital Payment  
Aggregation Platform



# BUSINESS UNIT – DIGITAL MEDIA SERVICES



## Digital Content Aggregation (B2C)

MARIKU is an online mobile entertainment portal that provides in-demand digital content ranging from sports, news and lifestyle applications to mobile subscribers from all telco networks.

It currently holds the distinction of being the largest mobile news publisher in Malaysia in terms of media channels.






















## Telco-centric Game Publishing (B2B2C)

MobilityGames is a proprietary networked game publishing platform that is designed to work in conjunction with cellular network operators.

It is a platform that seamlessly combines game aggregation and distribution in a pioneering B2B2C model that leverages on the resources and infrastructure of any telco.

# BUSINESS UNITS - SUMMARY



	Enterprise Mobility	Digital Payments	Digital Media Services
<b>Target Segment</b>	<ul style="list-style-type: none"> <li>B2B</li> <li>Financial services Industry</li> <li>Enterprise Clients</li> <li>Digital Marketing Agencies</li> </ul>	<ul style="list-style-type: none"> <li>B2B &amp; B2C</li> <li>Enterprise Clients</li> <li>Virtual service providers</li> </ul>	<ul style="list-style-type: none"> <li>B2C</li> </ul>
<b>Branding</b>			
<b>Products &amp; Services</b>	<ul style="list-style-type: none"> <li>Digital Banking Platform</li> <li>Mobile Money Platform</li> <li>Mobility Security Platform</li> <li>Mobility Enterprise Messaging</li> </ul>	<ul style="list-style-type: none"> <li>Operator billing</li> <li>e-wallet</li> </ul>	<ul style="list-style-type: none"> <li>Digital Content Aggregation</li> <li>Network Game Publishing</li> </ul>
<b>Revenue Model</b>	<ul style="list-style-type: none"> <li>Consultancy, Project Implementation</li> <li>Yearly Software Licensing</li> <li>Yearly Outsourcing</li> <li>Transaction Fees</li> </ul>	<ul style="list-style-type: none"> <li>Setup Fees</li> <li>Monthly Maintenance</li> <li>Transaction Fees</li> </ul>	<ul style="list-style-type: none"> <li>Transaction Fees</li> </ul>
<b>Selected Clients</b>	     	     	   

# BUSINESS UNITS – MARGIN ANALYSIS




Business Unit	Customers	Revenue Streams	Revenue Models	Direct Costs	Average GP Margin (%)
Enterprise Mobility	<ul style="list-style-type: none"> <li>Banks</li> <li>Insurance</li> <li>Enterprise</li> </ul>	<ul style="list-style-type: none"> <li>Digital Messaging</li> <li>Product Licensing and Implementation</li> <li>Support and Maintenance</li> <li>Managed Services</li> </ul>	<ul style="list-style-type: none"> <li>Cost Plus</li> <li>Fees (Software Licensing, Consultancy, Support, Outsourcing)</li> </ul>	<ul style="list-style-type: none"> <li>Professional Service</li> <li>Telco Messaging (SMS)</li> </ul>	36%
Digital Payments	<ul style="list-style-type: none"> <li>Digital goods, content &amp; service provider</li> <li>Partner (Telco, Banks Operators)</li> </ul>	<ul style="list-style-type: none"> <li>Managed Services</li> <li>Operator Billing</li> </ul>	<ul style="list-style-type: none"> <li>Revenue Sharing</li> <li>Maintenance Fees</li> </ul>	<ul style="list-style-type: none"> <li>Revenue re-distribution (Operators, 3<sup>rd</sup> party content providers)</li> </ul>	27%
Digital Media Services	<ul style="list-style-type: none"> <li>End Consumer</li> <li>Partner (Telco, Banks Operators)</li> </ul>	<ul style="list-style-type: none"> <li>Mariku Infotainment Services (premium mobile VAS)</li> </ul>	Transaction Fees	<ul style="list-style-type: none"> <li>Operator charges</li> <li>Content Licensing</li> </ul>	74%
		<ul style="list-style-type: none"> <li>Mobility Games (games distribution)</li> </ul>	Transaction Fees	<ul style="list-style-type: none"> <li>Operator charges</li> <li>Content Licensing</li> </ul>	35%

# DIGITAL COMMERCE – MARIKU.ASIA

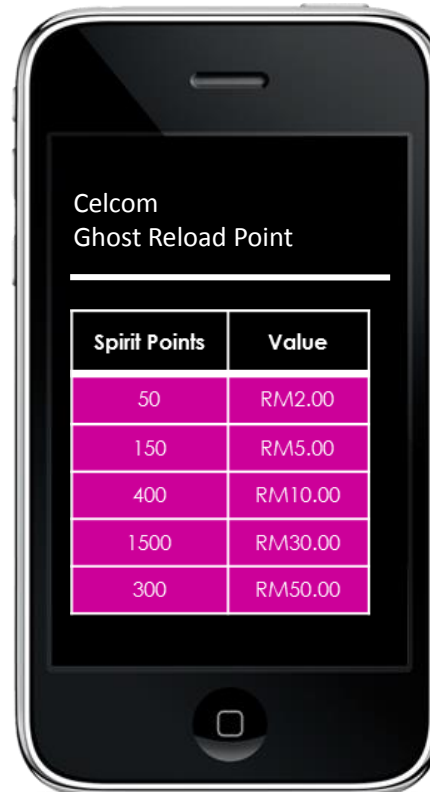
## HOW WE MAKE \$?

 [Digital Payment] - Revenue Sharing between iSentric & Telco

 [Digital Media Service] - Revenue Sharing between iSentric & Game Aggregator & Developer (eg Huawei)



[www.mariku.asia](http://www.mariku.asia)

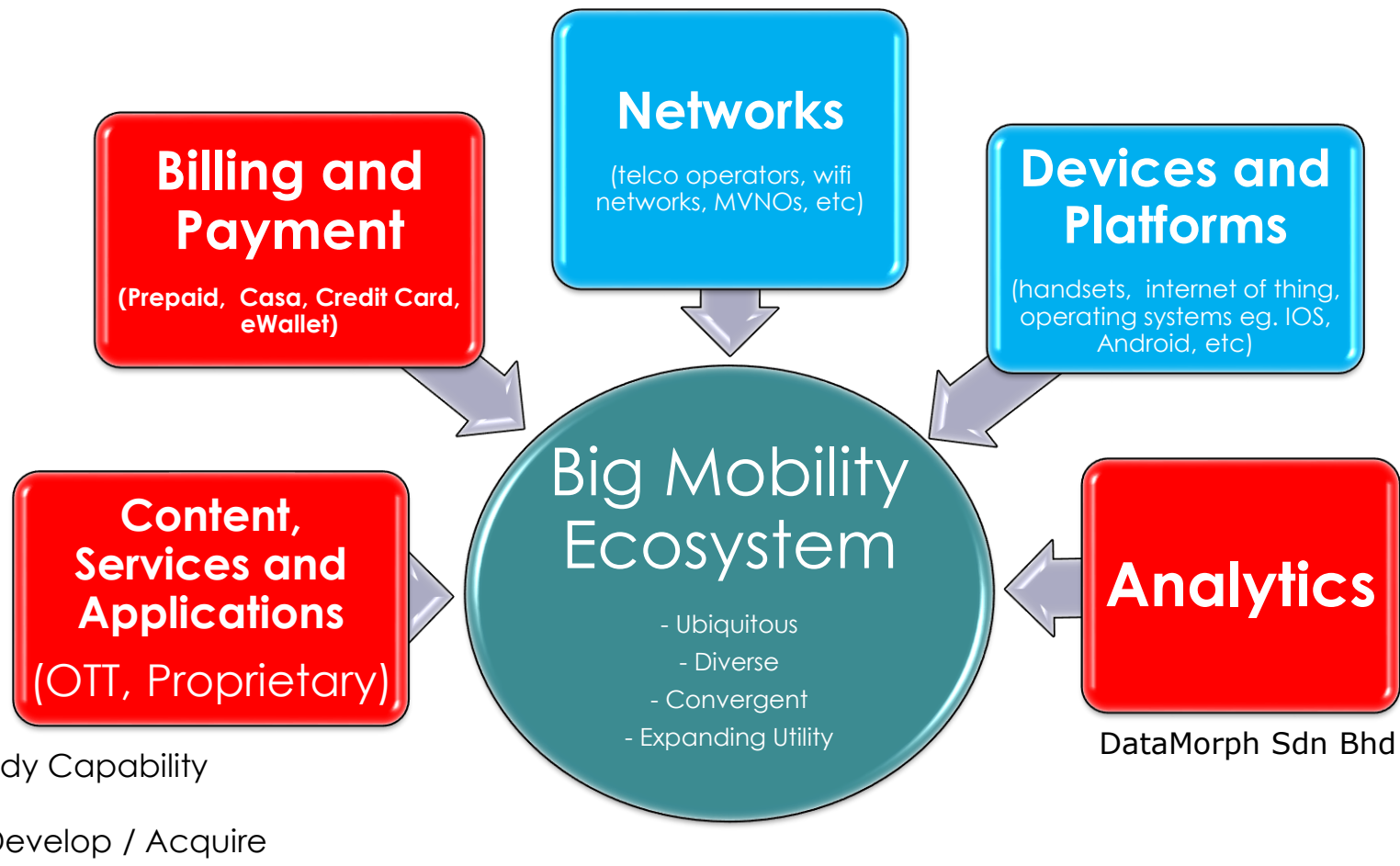




# DATAMORPH SDN BHD – STRATEGIC ACQUISITION



In our mission to drive Big Mobility in South East Asia, this acquisition is a timely, risk-minimized strategy to invest in building up much needed capabilities in data analytics to support our digital commerce expansion plans





# **DATAMORPH SDN BHD – PRIMARY FOUNDER**



Kevin Choo's professional career has included extensive experience in both start-up and MNC environments, giving him a broad based, practical view of corporate and operations management.

Mr Choo has spent much of his career in the telecommunications sector, working in various parts of the industry's value chain.

After leaving Accenture, where he was part of team conducting billing and revenue assurance for a local telco, he was involved in the development of Asia's first realtime 3D interactive TV system that leveraged on mobile technologies at N-Visio Ltd. Thereafter, he held P&L responsibilities at Phoenix Investment Global Ltd, providing technology solutions to broadcasters in South East Asia and China to enable them to interact directly with their viewers via mobile, TV and online.

In 2013, while pursuing his MBA at Nottingham University, he was elected onto the board of directors at MNC Wireless Berhad. He has since resigned from MNC in May 2014 order to focus on developing and growing DataMorph Services.

# DATAMORPH SDN BHD – PRODUCT & SERVICES



DataMorph's products and services are complementary in nature and targets a market segment that is under-served by most business analytics software and service providers.

By offering a very cost-effective digital data storage service that can be positioned as an alternative archiving, backup, or mirroring solution, SMEs are more inclined to store their data with us, especially when we are able to provide them business insights through data analytics on their data that they would have otherwise neglected because they do not have the necessary IT expertise to unlock value from their data, and most business analytics providers charge extremely hefty fees for their software/service.

## PRODUCTS

- StAR Cloud
- StAR Analytics
- StAR Enterprise Apps
- (For more information, please refer to the supporting slides)

## SERVICES

- Bespoke Development for Analytics Applications
- Consulting Services