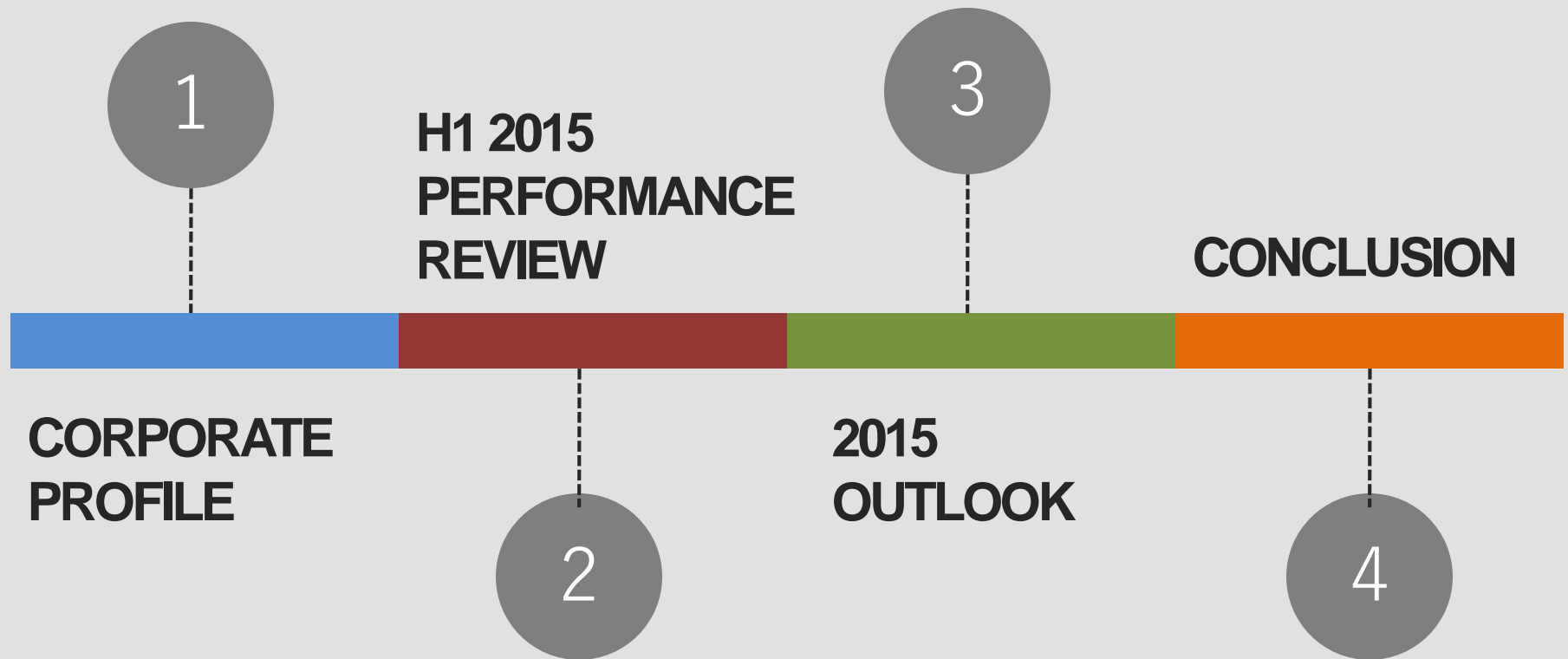


1H FY2015 PRESENTATION

MAR'15

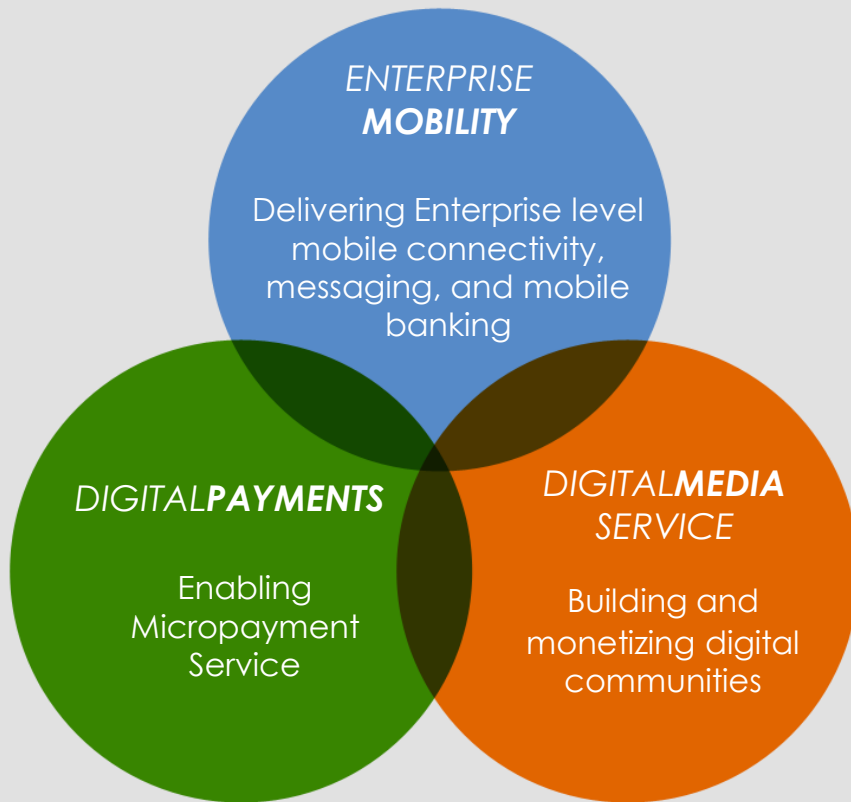




CORPORATE PROFILE



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



ACHIEVEMENTS

B2C

- Interacting With a community of 8 Million Mobile Users in Malaysia & Indonesia

B2B

- Largest Mobile Banking Solution & Service Provider in Malaysia
- Top 3 Mobile Payment Service Provider (via Telco Prepaid Airtime) in Malaysia & Indonesia

CORPORATE PROFILE



VISION

We are striving to bring the **Digital Economy** to over **600 million people** in the emerging markets of **South East Asia**.



KEY STRATEGY

To create a comprehensive, highly accessible digital ecosystem that combines 3 essential components – **Content / Media, Distribution** and **Payment**, using mobile technologies.

Content is King

- Direct IP Ownership
 - Exclusive Advantage
 - Brand Ownership
 - Content Creation
- 3rd Party Partnership
 - Licensing



Distribution is Queen

- Direct Telco Partnership
 - Marketing Collaboration
 - Relationship with Subscribers (B2B & B2C)
 - Micropayment



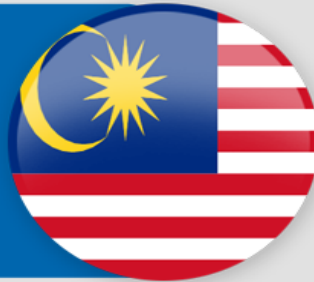
South East Asia

- UnBanked
 - Cash Settlement Only
 - Low Credit Card & Banking Penetration

CORPORATE PROFILE

Geographic Footprint

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



Malaysia 30**Million** Population

30**Million** Mobile User



100% MOBILEPENETRATION

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



Indonesia 270**Million** Population

278**Million** Mobile User



110% MOBILEPENETRATION

Key Mobile Operator Partnership



CLIENT PORTFOLIO

BANK & FINANCIAL INSTITUTIONS

mobility2u



ENTERPRISE CLIENTS

mobility2u



DIGITAL MEDIA PARTNERS

mobilityPay mobilityGames



BUSINESS ECOSYSTEM

B2B

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

B2C

- Digital Media Sales

Digital Media

Music & Celebrity



Games



Sports



News & Others



Enterprise



TOYOTA
Moving Forward, Forward and Forward



Mobile



Digital Payment



Bank



Credit Card



eWallet



Airtime

Digital Service

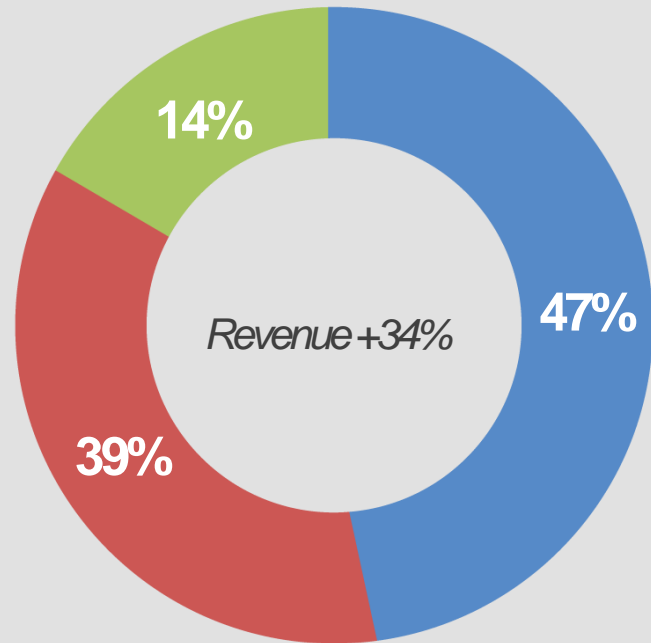


Mobile Financial
(Airtime Transfer)



South East Asia
Population
(600M)

PERFORMANCE REVIEW: HIGHLIGHTS



- DIGITAL MEDIA & SERVICES (*19% GROWTH*), \$542,622 (**GPMARGIN 86%**)
- DIGITAL PAYMENT (*12% GROWTH*), \$1,525,687 (**GPMARGIN 18%**)
- ENTERPRISE MOBILITY (*68% GROWTH*), \$1,805,649 (**GPMARGIN 39%**)

M&A: EPS ACCRETIVE DEAL

- Successfully completed merger with Arte Mobile.

NEW TERRITORY: VIETNAM (90M Population)

- Expanded into new territories such as Vietnam with its suite of Mobile Enterprise Solutions & Services.

NEW CLIENTS & PARTNERSHIPS: GROWING

- New engagements with blue chip clients in Malaysia who have licensed the Company's Mobile Banking solution.
- Increase in mobile payment (Direct Carrier Billing) transactions by existing & new clients.
- Successfully launched www.mariku.asia, a telco-centric Mobile Games Digital Store in Malaysia. Mariku is an exclusive joint venture between the iSentric and telecommunications giant Huawei.

PERFORMANCE REVIEW: FINANCIALS

KEY FINANCIAL INFORMATION	DEC 2014	DEC 2013	% CHANGE
OPERATING REVENUE	\$3,896,839	\$2,897,778	▲ 34%
- SALES DIRECT COST	(\$2,428,879)	(\$2,002,574)	▲ 21%
- OPERATING EXPENSES	(\$1,369,750)	(\$430,437)	▲ 218%**
- EBITDA	\$98,210	\$464,797	▼ 79%
- DEPRECIATION & AMORTISATION	(\$64,497)	(\$36,166)	▲ 78%
- INCOME TAX EXPENSE	(\$156,656)	-	
- NET PROFIT/ (LOSS) AFTER TAX	(\$122,932)	\$428,601	

Key Performance Indicator

- Revenue, +34%
- EBITDA of M'sia Ops: A\$478k
- ** Operating Expense, +218%
 - Talent acquisition to strengthen and grow in the regional markets of Indonesia and Vietnam
 - Digital marketing & brand investment to promote and grow community. Target 130k Subscribers with ARPU of A\$0.50 by 2H 2015
 - Professional Fee related to Acquisition (One Time Off): A\$127k
- Free Cash Flow of M'sia Ops: A\$1.6M Dec'14

Financial Growth Index

Malaysia

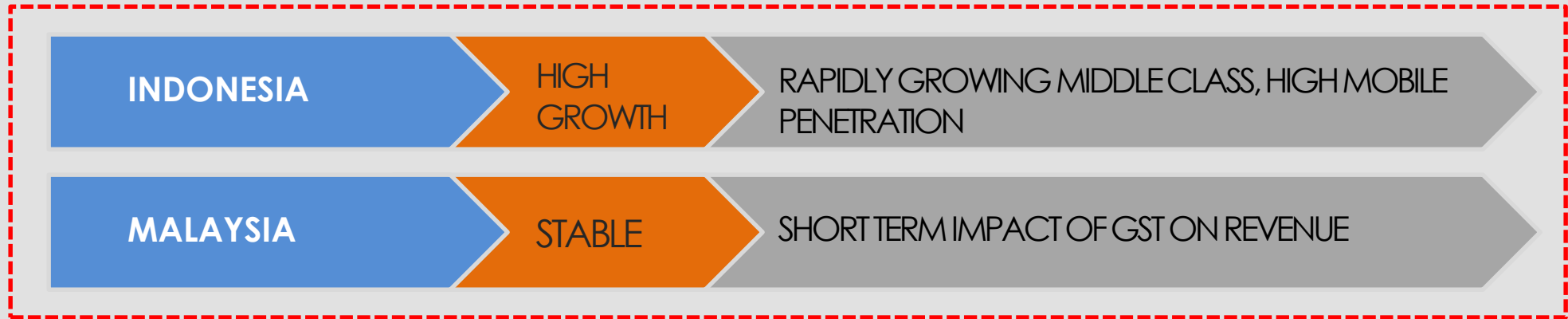
- Avg Revenue past 5 years, 26%
- Avg EBITDA past 3 years, 31%

Corporate Finance

- Market Cap A\$24M Mar'15
- 0% Borrowing
- Group Net Cash A\$3.4M Dec'14

2015 OUTLOOK: SUMMARY

BY OPERATING COUNTRIES:

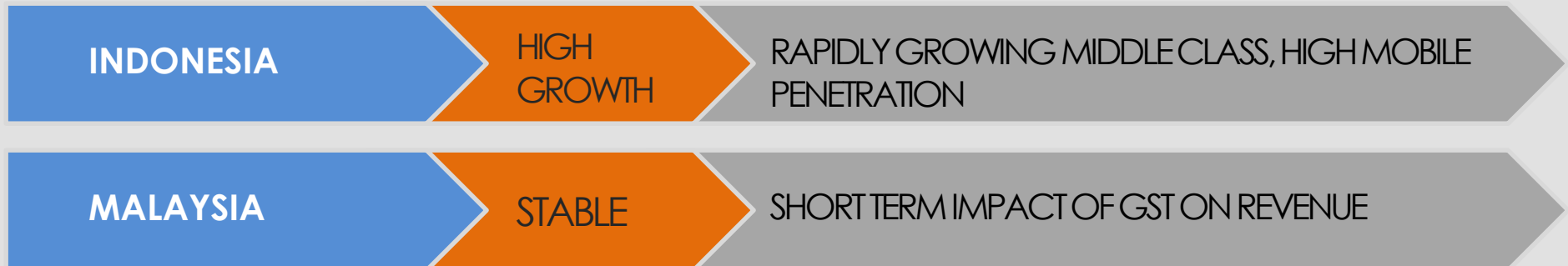


BY BUSINESS UNITS:



2015 OUTLOOK: SUMMARY

BY OPERATING COUNTRIES:



BY BUSINESS UNITS:

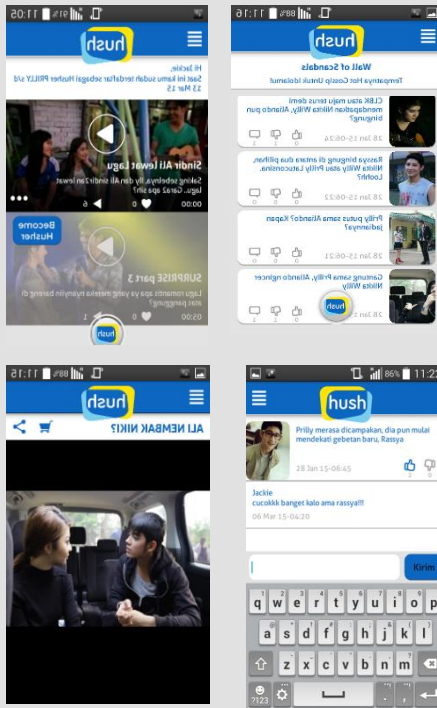


OUTLOOK: DIGITAL MEDIA SERVICES

The acquisition of Arte Mobile brings growth in market size and product range.
We have identified 4 major growth segments across 2 territories.

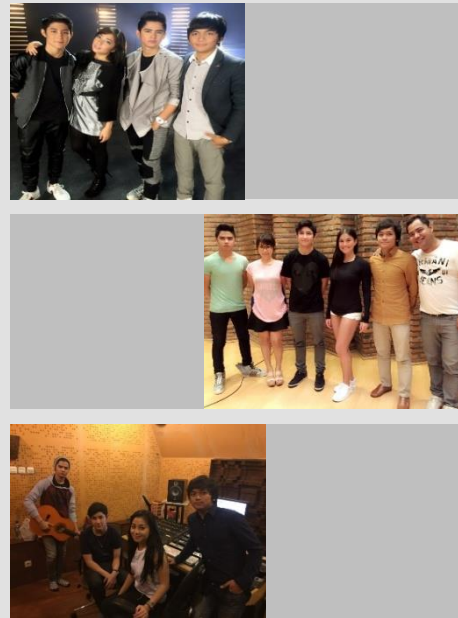
CELEBRITY LIFESTYLE

“HUSH” – Scandalous Videos, proprietary partnership with XL



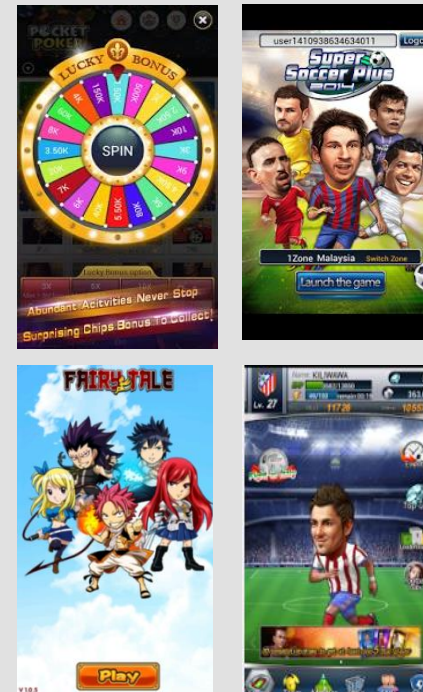
MUSIC

Music Downloads – RBT, Ringtones, Full Track Download and Album.
10 Indonesian Singers on board



GAMING

“MARIKU” – Mobile Game Store partnership with Huawei



SPORTS

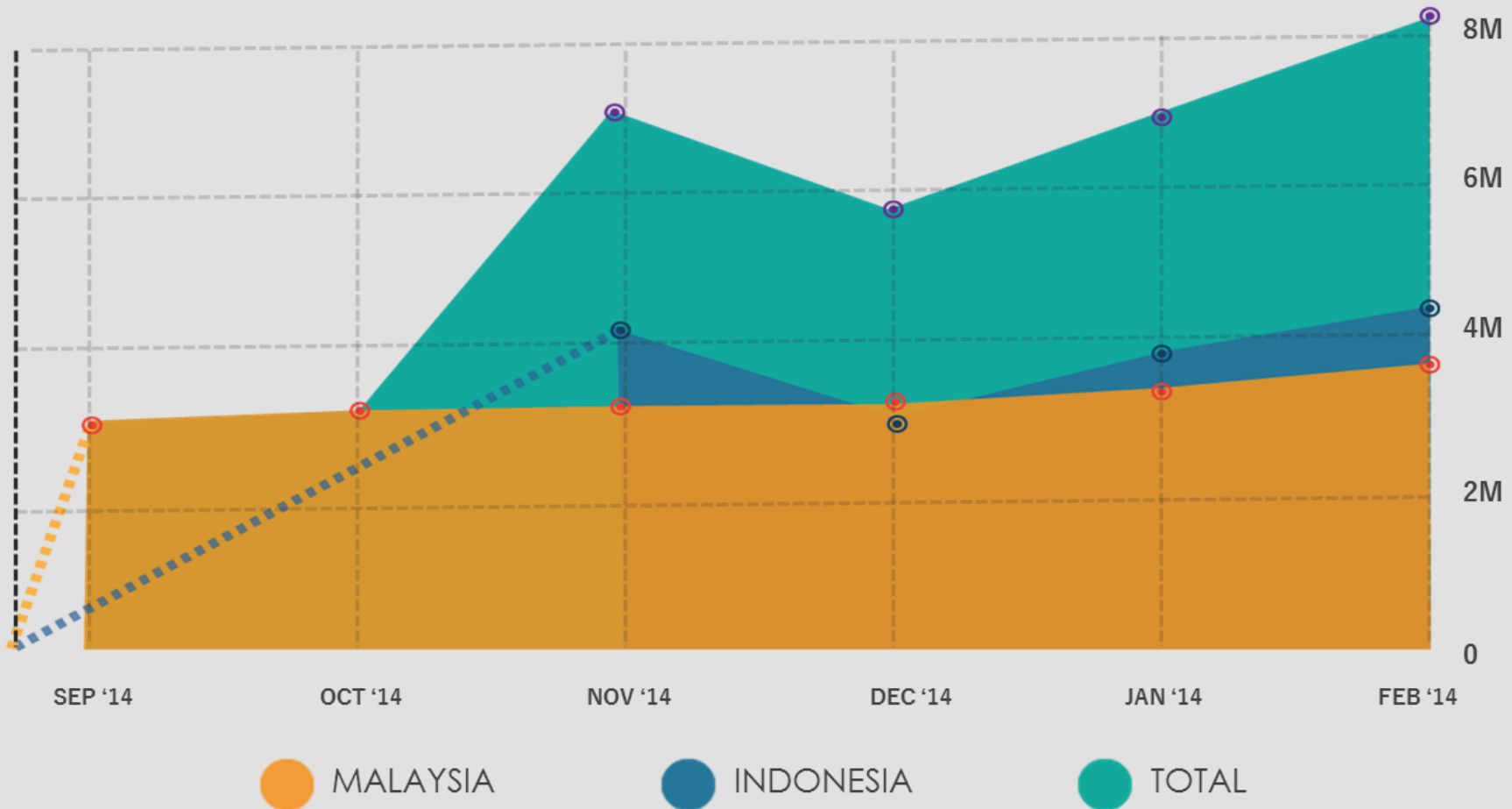
Newscorp BallBall – Comprehensive list of football service: News, Results over the major leagues etc



OUTLOOK: DIGITAL MEDIA SERVICES

STRONG **MOBILE** COMMUNITY **GROWTH**

These segments will drive subscriber growth at an expected rate of 5% to 10% per month.
Our ARPU for these segments range from A\$0.20 to A\$1.50 per subscriber.



OUTLOOK: DIGITAL MEDIA SERVICES

INDONESIAN CELEBRITIES

With over 30 celebrities, iSentric has comprehensive celebrities digital media and contents to serve the millions of Indonesian and Malaysian population.

Some of the top celebrities where we have exclusive digital rights include:



 @AGNEZMO
12.3 MILLION FOLLOWERS
(LARGEST TWITTER ACCOUNT IN ASIA)

 @AGNEZMO
1.6 MILLION FOLLOWERS


 **5.4 MILLION FANS**


 @ALYSYARIEF
1 MILLION FOLLOWERS

 @ALIANDO000
1.8 MILLION FOLLOWERS

 @PRILLYBIE
750K FOLLOWERS

 @prillylatuconsina96
1.9 MILLION FOLLOWERS

 @NIKITAWILLY24
300K FOLLOWERS

 **1.4 MILLION FANS**



AGNEZMO

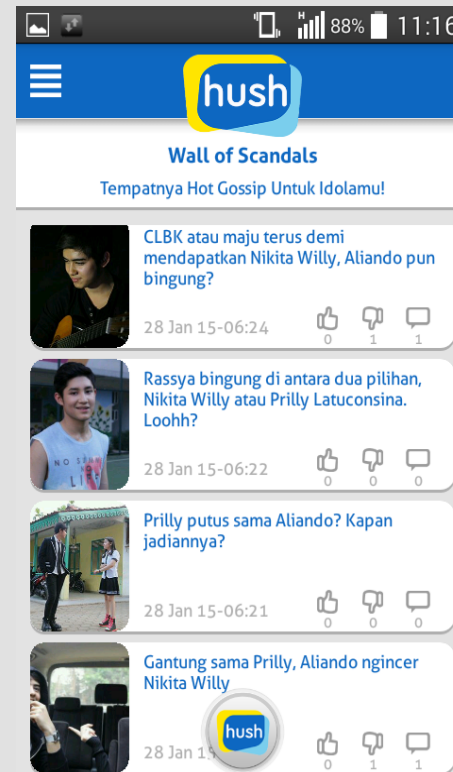
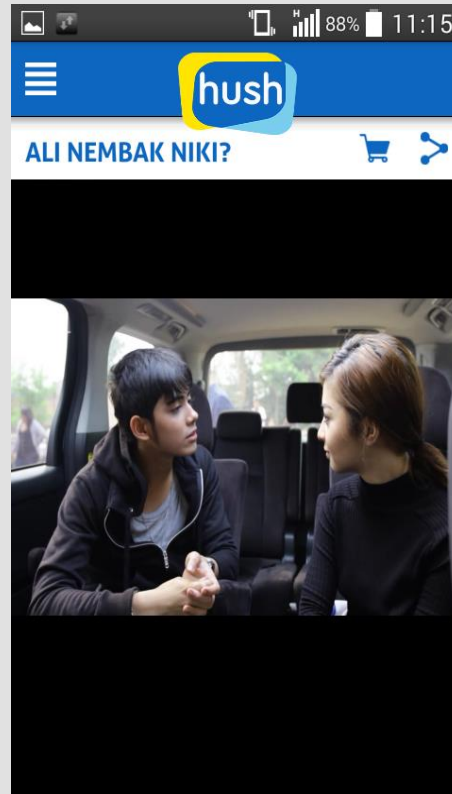


ALIANDO

OUTLOOK: DIGITAL MEDIA SERVICES

GROWING WITH MORE FUN

Hush is a PROPRIETARY digital service where fans can have a sneak peak of their favourite celebrities' secret scandalous life. Serving reality TV on mobile through mobile web and android application.



HUSH LAUNCHED



Lelah Harus Sering Klarifikasi

1.054 menyukai

digosilpics Repost : @alilypics

hush

#latepost #Info yang ikut mera #HushProgramActivation ini

12/03/15 15:29

@GLOWMUSIC_ID

23 RETWEET 14 FAVORIT

music_id @aliando26 @alysyarief
bie ciyeee dtemenin Sicantik ii , makin
ng aja sih baaaang 🤩 . Semangaaat

fitriani @Nur_fitriani089
GLOWMUSIC_ID

Nining Karlina @NiningKarlina18 5h
@GLOWMUSIC_ID @alysyarief @aliando26
@PrillyBie download aplikasinya lewat playstore
ya ???

Ocehan Mantan @Ocehan_Mantan 5h
@NiningKarlina18 Mau dapet follower ? Nih
situsnya goo.gl/b5QUZD

BERITA SATU

HIBURAN

Klarifikasi Aliando Terkait Video Mesranya dengan Nikita Willy

Kamis, 12 Maret 2015 | 21:47

Tweet

Dinda_SyariefLtc @dindanopitas2 5h
@GLOWMUSIC_ID @alysyarief @aliando26
@PrillyBie ad di tv nggk?

Oliviasutanto @oliviasutanto9 5h
@GLOWMUSIC_ID @alysyarief @aliando26
@PrillyBie min downloadnya gmn caranya? di
appstore blm ada ya

fitri bohay @fitriha22355741 5h
@GLOWMUSIC_ID @AliandoFan @alysyarief
@aliando26 @PrillyBie aly kelihatan lelah bgt

Jiah @jjahalicious 5h
@GLOWMUSIC_ID @AliandoFan @alysyarief
@aliando26 @PrillyBie Dimn itu

TheWorldOfAliando @devitalicious27 5h
@GLOWMUSIC_ID @alysyarief @aliando26
@PrillyBie #HushProgramActivation

Titin Sofyan @devitalicious27 5h
@devitalicious27 BACA !! GOSIP ALIANDO &
PRILY Telah nikah Siri , tolong cek fotonya disini
-> goo.gl/pe2uVP

Yuli Ani @yulianiyuliani8 4h
@GLOWMUSIC_ID @alysyarief @aliando26
@PrillyBie 'buat kalian ber2 sukses sll ya...

Balas ke Aliando Syarief, Aliando Syarief, Prilly Latuconsi 140



#theFREAKS is a project compiling the latest rising stars of Indonesia into an Album produced by renowned Agnez Monica. It is targeted to sell more than 200,000 copies of physical Albums and millions of RBT, iTunes, Full Track downloads.

OUTLOOK: DIGITAL MEDIA SERVICES

GROWING WITH MORE FUN

In addition to Celebrities, iSentric has exclusive rights to produce and distribute digital media services of these famous personals to ride on their popularity. These include fortune tellers, celebrity chefs, magician and etc.



OUTLOOK: DIGITAL MEDIA SERVICES

GROWING WITH MORE FUN

We are the exclusive partner with BallBall by Newscorp in Indonesia, collaborating with Telkomsel to launch near-live in-match highlights of 5 European soccer leagues.



News Corp

We launched the “Fast and Convenient” way of sharing Airtime credit 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 need to send “<nominal>” to 1+<recipient number>.



OUTLOOK: DIGITAL MEDIA SERVICES

MARIKU GAMES: STRONG MOMENTUM

iSentric will leverage on this growth momentum and expand into the Indonesian market in 2015



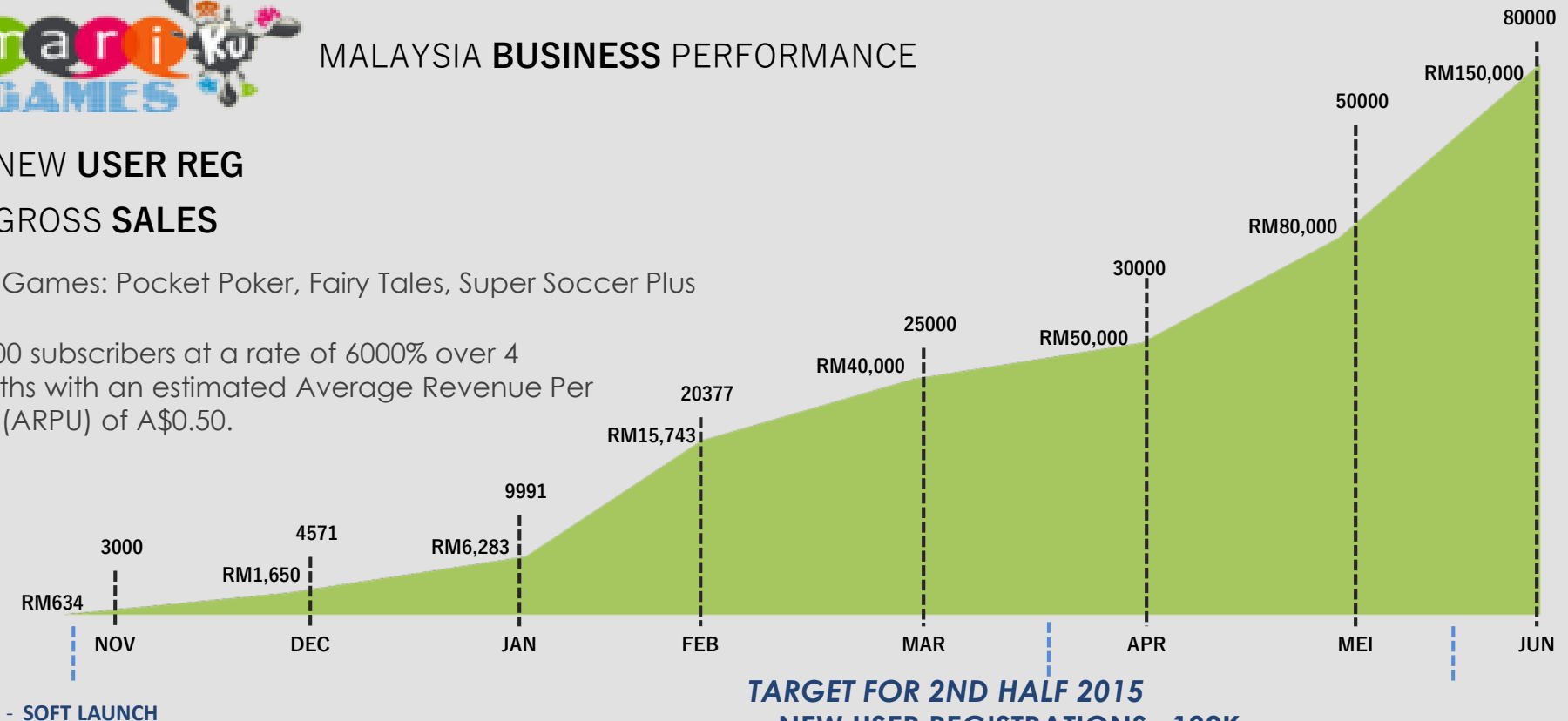
MALAYSIA BUSINESS PERFORMANCE

--- NEW USER REG

● GROSS SALES

Top Games: Pocket Poker, Fairy Tales, Super Soccer Plus

12,000 subscribers at a rate of 6000% over 4 months with an estimated Average Revenue Per User (ARPU) of A\$0.50.

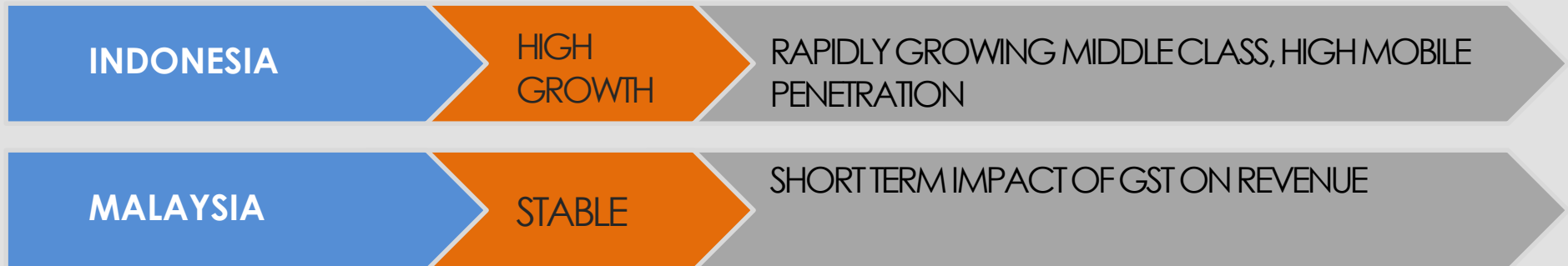


TARGET FOR 2ND HALF 2015

- NEW USER REGISTRATIONS- 130K
- INDONESIAN MARKET LAUNCH (BAHASA INDONESIA LANGUAGE)

2015 OUTLOOK: SUMMARY

BY OPERATING COUNTRIES:



BY BUSINESS UNITS:



OUTLOOK: ENTERPRISE MOBILITY

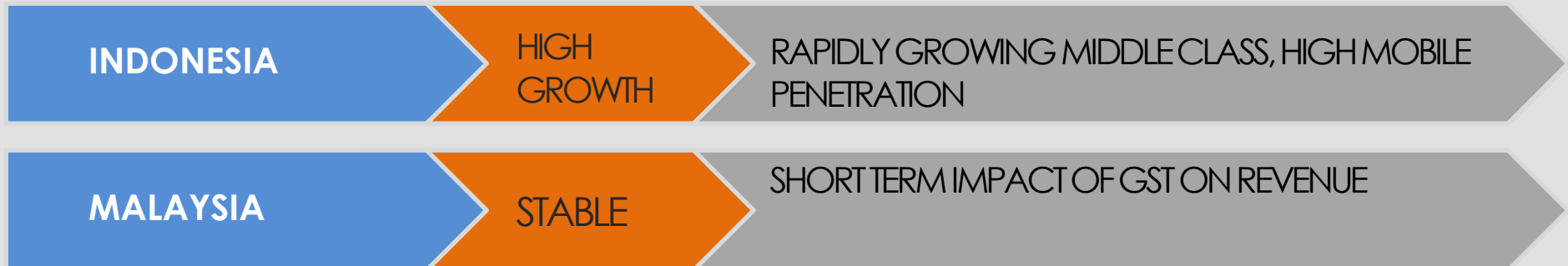
REGIONAL EXPANSION

Leveraging on existing client relationship, we are in the process of securing projects across 5 countries worth of A\$2.2M in South East Asia

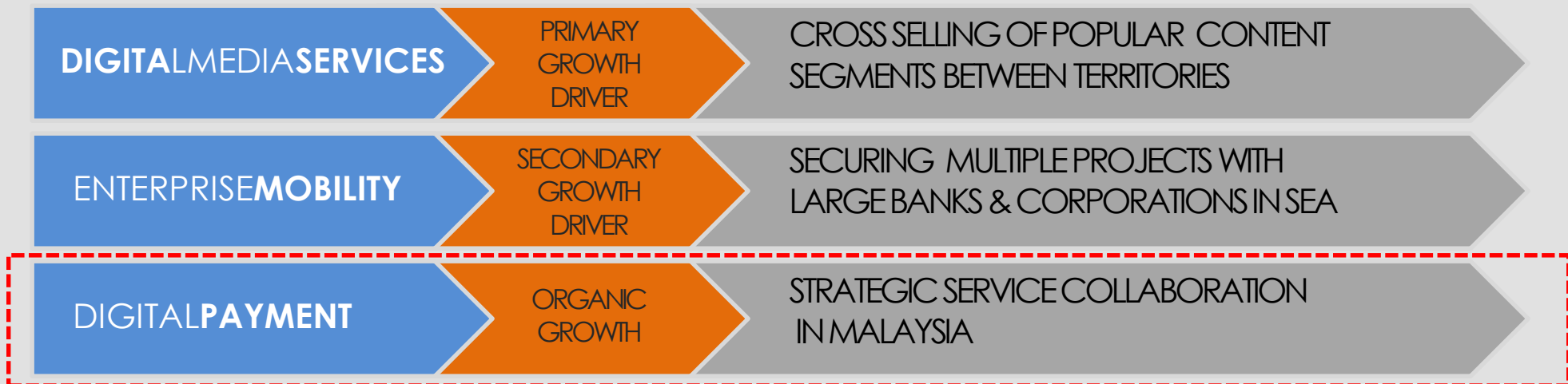
Country	Prospect	Estimated Project Value (AUD)
Malaysia	Mobile Device Management for a large telco to roll out to its dealer network	400,000
	Mobile Wallet and Digital Payments partnering with one of China's largest Internet companies	200,000
	Mobile Device Testing services for a top local bank	150,000
	Enterprise Messaging for a large local government agency	150,000
	Business Analytics for a private education consultancy to the Ministry of Education	150,000
Singapore	Mobile Remittance solution for a telco	300,000
Indonesia	Mobile Application for a regional bank to rollout to credit card customers	150,000
Myanmar	Digital Banking and Mobile Wallet platforms are being proposed to a bank	400,000
Cambodia	Mobile Banking platform is being proposed to local subsidiary of a top 3 Malaysian bank	300,000

2015 OUTLOOK: SUMMARY

BY OPERATING COUNTRIES:



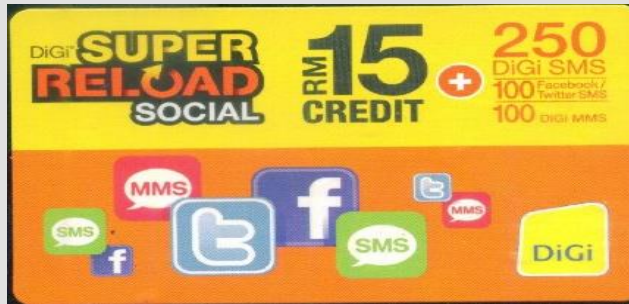
BY BUSINESS UNITS:



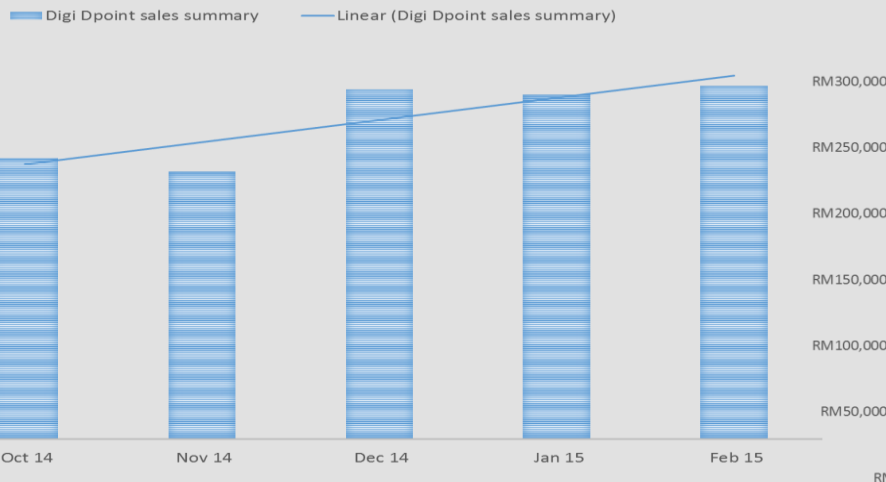
OUTLOOK: DIGITAL PAYMENT

NEW GROWTH SEGMENT & STRATEGIC COMPETITIVE ADVANTAGE

We are expecting organic growth in this sector, anchored by DPoint, a digital payment service collaboration with DiGi that targets the local CyberGaming Community.

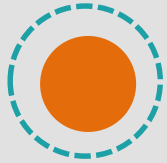


DIGI DPOINT SALES SUMMARY

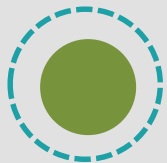


- DPoint's revenue is growing steadily, and the trend is expected to continue with introduction of new Game Publishers.
- Currently, DPoint has attracted 36,000 gamers with an average spending of RM10 (A\$3.50) per month
- DiGi & iSentric is entering Phase 2 of this collaboration by introducing a new game reload channel via DiGi Prepaid Airtime Physical Cards. Target launch: Q2 2015.
- The physical card can be purchased from more than 20,000 POS kiosks in Malaysia. It also allows and encourages non-DiGi customers to adopt this payment method. The market size for game expect to be A\$100mil.

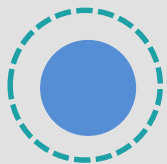
CONCLUSION



H1 2015 has seen iSentric continue to grow, in parallel with the corporate exercises. We are expecting to maintain historical Y-Y growth via cross selling of products and services between Indonesia & Malaysia.



We are proactively mitigating Malaysian-centric risks (GST introduction and other macro-economic issues) that could potentially affect consumer spending, by actively expanding into other territories with tremendous growth potential, and driving expansion in Enterprise Mobility.



We remain committed to our M&A mandate, and we are on track with laying the foundation to be a major player in the digital commerce space in South East Asia.



THANKYOU

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88, Meruya Utara -Kembangan, Jakarta Barat 11620
Tel: +6221 5890 8220
Fax: +6221 5890 8221

SUPPORTING SLIDES

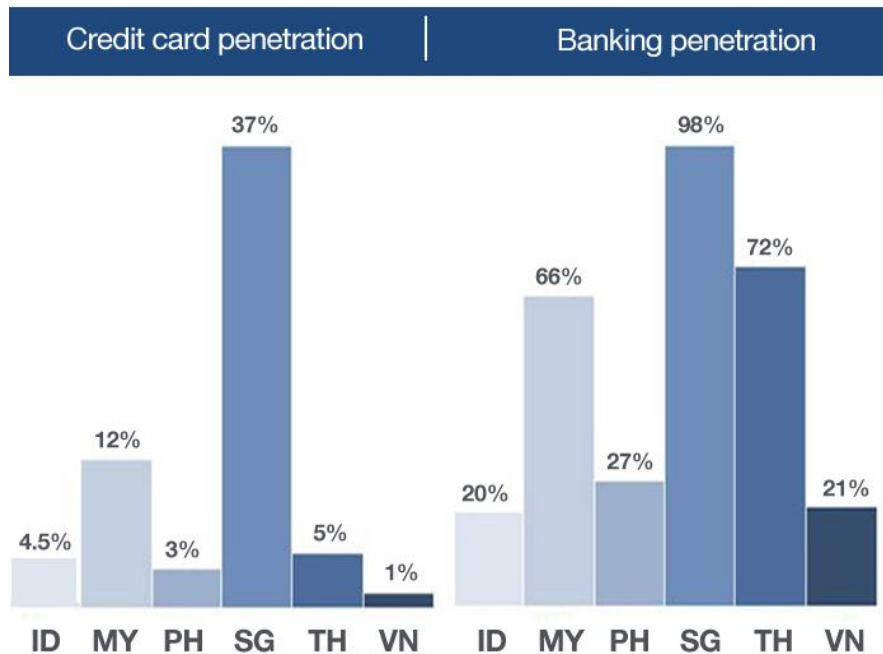
BUSINESS UNIT – MARGIN ANALYSIS

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

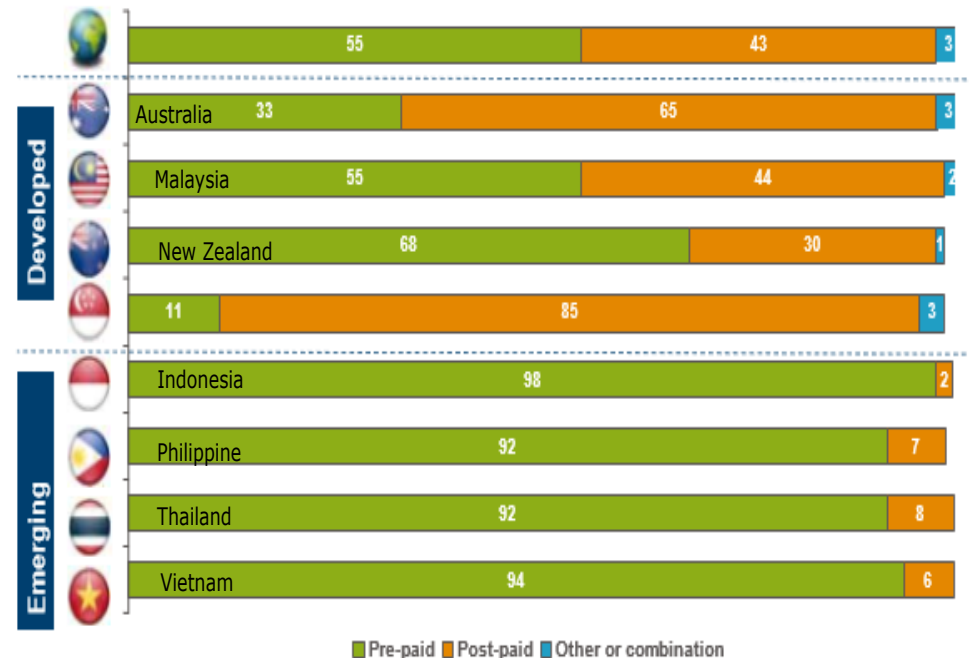
SOUTH EAST ASIA – MARKET OVERVIEW

Mobile Payment is CRITICAL for Digital Commerce Success in South East Asia

- 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



Source: Dec'13 @ <http://www.solidiance.com/>

Source: Ericsson Consumer Lab Mobile Study 2012