



Investor Presentation
March 19, 2015

 **Cargo**
Your eCommerce Partner



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- 2 Management discussion
- 3 Key shareholders and management profiles

1. About eCargo

Creating the Impossible





- eCargo is a China-based eCommerce solutions provider
- We provide on-demand digital commerce technology development and related execution capabilities for retailers and fashion brands from around the world
- eCargo acts as a “one-stop” enabling partner for designer fashion, branded apparel and retail companies seeking to sell their products online in China, Australia and around the world by providing integrated online and offline technology and supply chain solutions
- eCargo connects the brands to the online customers through the development and marketing of brand site transactional platforms and in China, on Alibaba Group’s Tmall, Tencent’s Wechat and JD.com
- eCargo is the creator of the eCoreOS® omni-channel commerce operating platform
- Successfully listed on Australian Securities Exchange (ASX:ECG) on November 28, 2014, raising A\$30 million





- We are a “one-stop” eCommerce enabler and business partner for designer brands, retailers, and branded manufacturers who wish to develop or further enhance their eCommerce businesses in China and Australia.

eCargo provides five key service areas to Merchants in China:



eFulfillment

Seamless integration into supply chain, logistics and deliveries



eOperation

Online brand store or marketplace store operations



eCommerce IT

Bespoke eCommerce software platforms helping merchant
SELL MORE



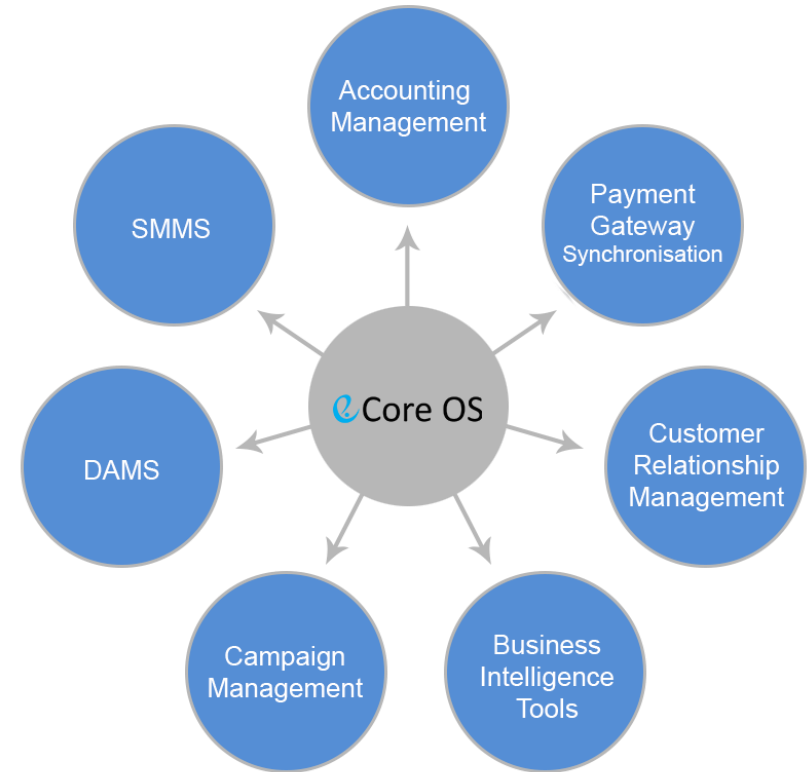
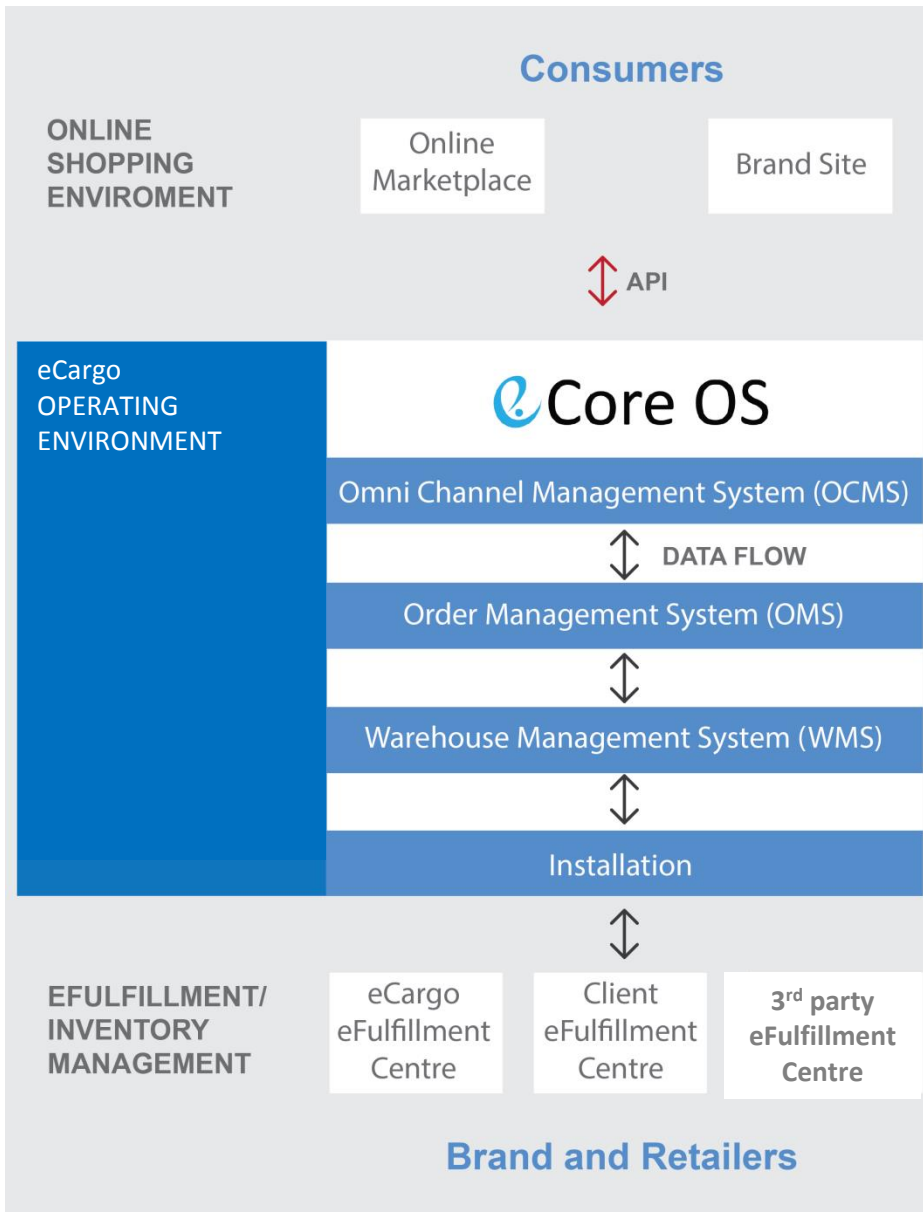
eMarketing

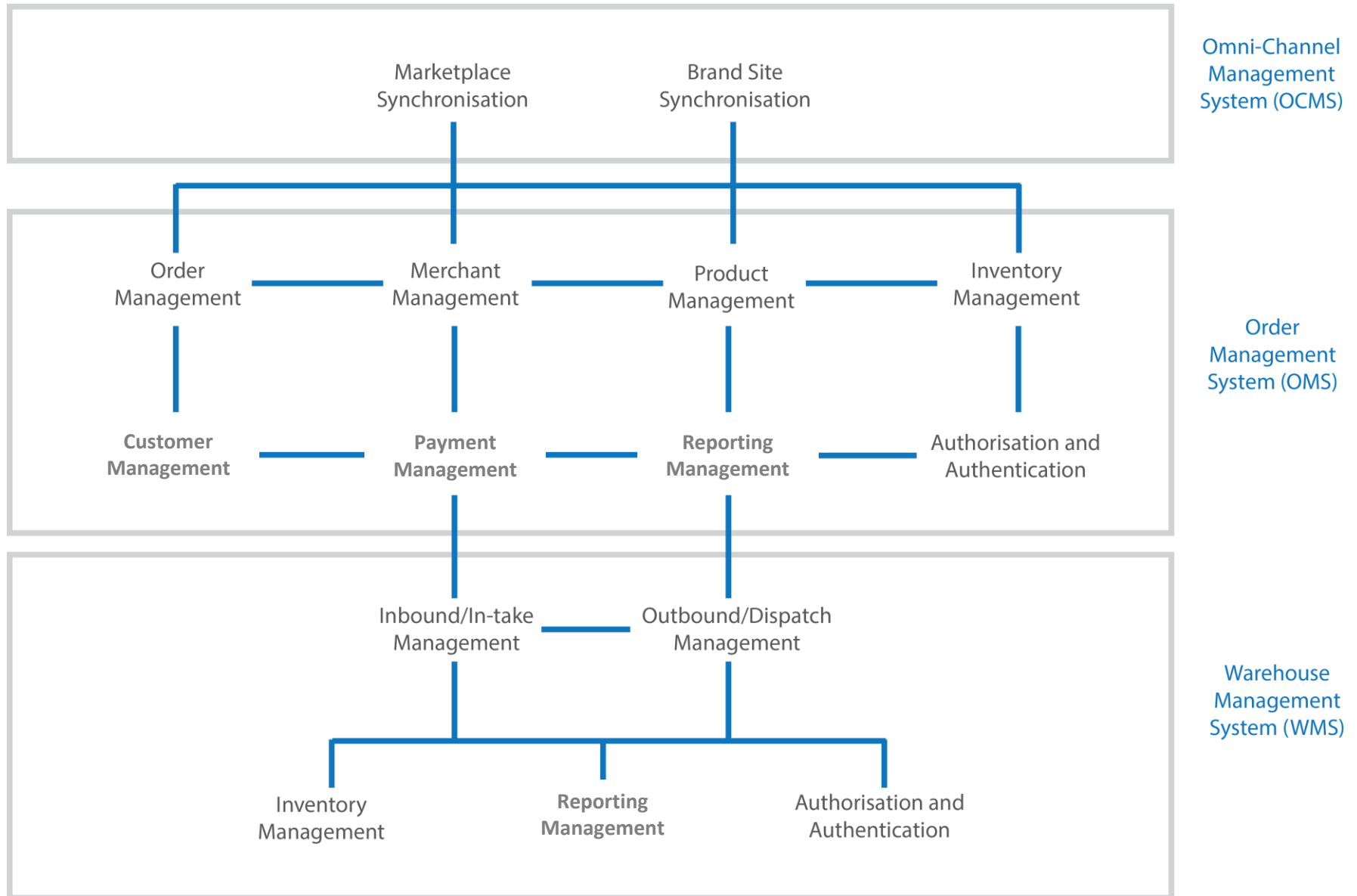
Global sales channel management, social media and digital marketing services



eSupport

Professional photography, video production, customer services and call centre support







COTTON:ON

[SHOP BY CATEGORY](#)
[SHOP BY BRAND](#)
[SALE](#)
[LOOKS](#)



EXPRESS

[BECOME A VIP](#)
[STORE LOCATOR](#)
[VIP LOGIN](#)



WISHLIST

MY BAG 0 ITEM

SPORTSCRAFT

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[WOMEN](#)
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[SALE](#)
[BRAND](#)

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收藏

中国

LAPERLA

FW14

女装内衣

睡衣

泳装

婚纱

IN & OUT

基础款

男装

搜索



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SHOPPING BAG (0)

Register FRIENDS card

ESPRIT



WOMENS

MENS

KIDS

NEW

SALE

STORIES

FRIENDS

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NEW BABY & KIDS

OUR NEW EDC RANGE

NEW BLOUSES FROM
\$59.95 AUD

NEW MENSWEAR

FREE SHIPPING
in AUS when you spend AUD\$50

GET READY FOR A CHANGE

NEW BABY & KIDSWEAR

SHOP NOW »

Shanghai and Hong Kong



Melbourne and Sydney



2. Management discussion

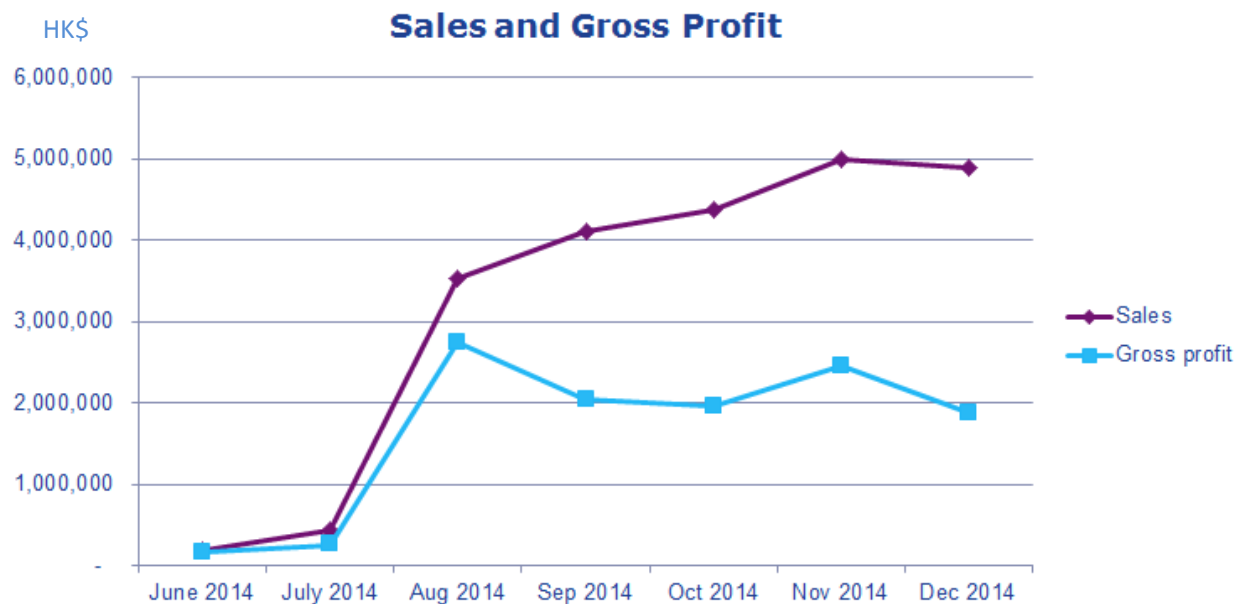
Creating the Impossible





eCargo financial results underpinned by solid revenue growth

- Revenue of HK\$22.6 million [A\$3.6 million]
- Gross Profit of HK\$8.8 million [A\$1.4 million]
- Normalised loss of HK\$21.6 million [A\$3.4 million]
- Completed A\$6.0 million acquisition of Amblique in February 2015



eCargo delivers rapid international merchant growth ahead of schedule

- By 2014, eCargo reached key milestone of 30 merchants
- 11 “Tier 1” merchants featuring international and Australian brands including; Esprit, Jeanswest, Karen Millen, La Perla, MEI.com, Myer, Nelly, New Look, New Zealand Post and Super Retail Group
- Merchant growth exceeds Prospectus disclosure in 2014

LA PERLA

ESPRIT

KAREN MILLEN

New Zealand Post 

MYER

Super Retail Group 

Jeanswest

Lane
Crawford

NEW
LOOK

nelly.com

Solid progress for merchant acquisition to meet CY15 milestone

- New Merchants featuring well-known international and Australian brands: Sass & Bide, Invicta Watch and The Warehouse Group
- eCargo on track to achieve CY2015 significant merchant acquisition milestone

sass & bide



Selected prospective merchants in final round of discussion

A **global leader in the sports, fashion, and media industry** operating in over 25 countries, provide consulting, event management, media distribution, media production, sponsorships and much more to the brands and companies under their management. They would like to partner with us in developing eCommerce business in Australia and Asia.

An **international luxury brand** offering women and men styles. The brand started over 20 years ago by selling women handbags in the beginning and have grown their offerings to accessories, jewelry, clothing, shoes and home products. They would like to partner with us in developing eCommerce business in China.

A **contemporary casual wear and dress clothing brand, based in L.A., California**. The brand has become a global recognized brand with stores around the world. They are focused in women merchandise and offers clothing, handbags, shoes, intimates, swimwear, fragrance, accessories, sunglasses and more.



Company Overview

- Founded in 1999, Amblique is one of Australia's leading eCommerce service providers of omnichannel strategies, retail practice and site optimisation services to help retailers and brand owners sell more
- The company has a 15 year profitable track record
- Currently serving a diverse range of merchants including: Cotton On, Michael Hill International, Sportscraft, Matt Blatt and Tarocash amongst numerous others
- One of top-tier "strategic" implementation partners in Demandware partner ecosystem
- Extensive experience in global deployment with client base trading across 19 countries

Transaction Rationale

- Strong management team with proven track record
- Adds Demandware product (leading enterprise level platform solution) to product portfolio
- In line with overall growth strategy
- Substantial synergy and cross-selling opportunities
- Significant upside to expand into China and Asia

The screenshot shows the top section of the Cotton On website. At the top left is the 'amblique' logo. To its right is a black square button with a white plus sign. Below the logo, the text 'COTTON ON RE-LAUNCHES WITH AMBLIQUE' is displayed in a large, white, sans-serif font. Below this text is a blue button with the word 'VIEW' in white. The background of the page is a photograph of five children (three girls and two boys) posing and smiling. At the bottom of the screenshot, the text 'SELL MORE Anytime Anywhere' is visible in red and black.

OUR SOLUTIONS

Amblique is Australia's industry leader in ecommerce and digital consulting, providing omni-channel strategies, retail practice and site optimisation services to help retailers and brand owners SELL MORE.



- 1 Deepen relationship and upsell eCargo services with **over 30 Amblique clients integrated into eCargo ecosystem.**
- 2 New focus on the **acquisition of new merchants which are committed to expanding online channel**, particularly in China. A strong pipeline has been built.
- 3 Expand our reach to **food and supermarket segment** by partnering with overseas reputable retailers.
- 4 Acquire and invest in complementary companies in Australia, Europe and the United States with strong existing customer relationships and proven technologies. Final stage to close **a strategic investment in a leading edge point-of-sales technology company.**
- 5 Further investment in **eCoreOS®** which will help **transform global O2O commerce** and empower retailers to **make fast decision based on BIG DATA.**
- 6 Investigating into the development of a **China-focused eMarketplace** in high-end beauty, fashion and lifestyle and in foodstuffs.

3. Key shareholders and management profiles

Creating the Impossible



Directors of Interest (CDI's)

1	John Lau	396,872,460
2	Rupert Myer	9,000,000
3	Christopher Lau	8,142,460
4	Chris Ryan	240,000
5	Health Zarin	0

Capital Raisings

Pre IPO: June 2014: A\$5m

IPO: November 2014: A\$30m

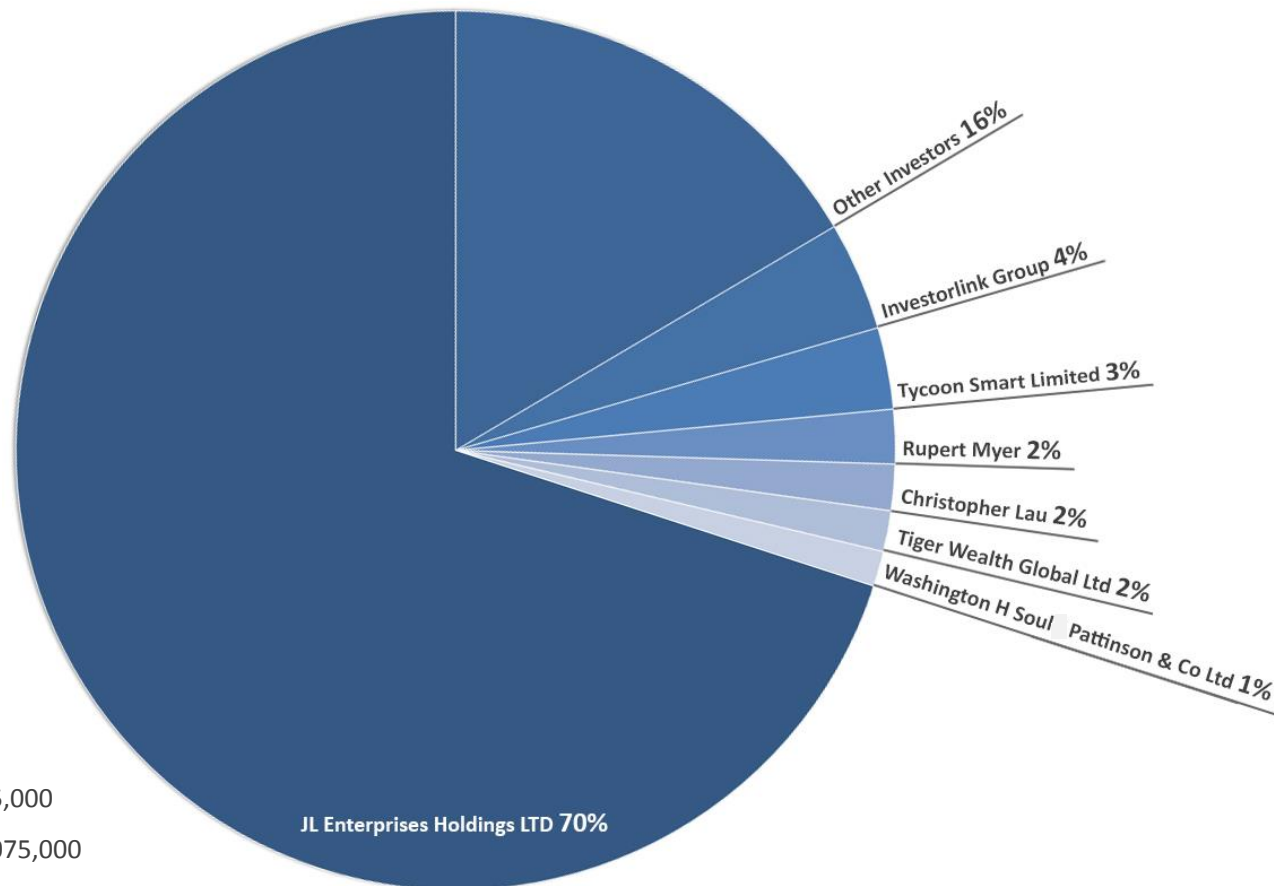
Capital Deck

CDI's on issue: 535,000,000

CDI's on free float: 88,357,812

CDI's escrowed until Nov 28 2015: 7,425,000

CDI's escrowed until Nov 28 2016: 440,075,000



**Mr John Lau – Executive Chairman, Executive Director**

John is Founder and Executive Chairman of eCargo. John is Chairman and Founder of eCargo's largest shareholder, JL Enterprises. John is Group Managing Director and Founder of CS Logistics, Cargo Services Far East and Managing Director and Founder of Xin Hai Hua Enterprises.

**Mr Christopher Lau – Chief Executive Officer, Executive Director**

Christopher is Chief Executive Officer, Founder and Executive Director of eCargo. Christopher is a co-founder of eComLock.com, an alternative last-mile delivery solution in China operating in Shenzhen. Christopher brings more than 7 years experience in international retail supply chain management, having worked with many major retailers in Australia and the United Kingdom.

**Mr Rupert Myer, AM – Independent Non-Executive Director**

Rupert is Deputy Chairman of Myer Holdings Limited and a Director of ASX-listed companies Healthscope Limited and Amcil Limited. Rupert Serves as Chairman of Nuco Pty Limited, a private Myer investment company and is a board member of further family-owned investment companies. He is currently Chair of the Commonwealth Government's Australia Council of the Arts.

**Mr Chris Ryan – Independent Non-Executive Director**

Chris is an Executive Director of Investorlink Corporate Limited, a Sydney-based corporate finance and advisory firm, and an executive director of Investorlink Group Limited. Investorlink Corporate Limited acted as the Corporate Advisor to eCargo for the successful listing completed on the ASX.

**Mr Heath Zarin – Independent Non-Executive Director**

Heath is Managing Director and Founder of EmergeVest, a Hong Kong-based private equity firm. Heath was previously Managing Director and Head of Principal Investments, Asia-Pacific, for HSBC. Heath held other senior roles at Credit Suisse and previously DLJ.

**Ms Christina Cheung – Chief Financial Officer**

Christina brings more than 17 years of business development and operating finance experience in multi-national corporations across the energy, healthcare and FMCG sectors. Christina comes to eCargo from General Electric (GE), where most recently she was Director of Business Development and Growth responsible to drive strategic growth initiatives for the GE Global Growth and Operations covering 13 regions across the globe. Christina joined GE in 1997 in its Financial Management program and progressed into various finance leadership roles. She is a Certified Financial Analyst, Certified Public Accountant and Chartered Global Management Accountant. Christina is a member of AICPA, HKICPA, CFA Institute and HKSFA. She is a certified GE Black Belt.

**Mr John Muir - Sales Director**

John brings over 14 years of experience in developing front-end eCommerce solutions. John is an eCommerce specialist and has developed award-winning international online stores and digital marketing campaigns for over 100 brands including Microsoft, Compaq, Hewlett Packard, Ted Baker, Reiss, Gant, AllSaints Spitalfields, Bench, Esprit, Reebok, Maybeline and L'oreal. Prior to eCargo, John was the founder of ePartner Digital, an eCommerce solutions specialising in fashion.

**Mr Lawrence Lun – Commercial Director**

Lawrence is an active entrepreneur who has operated multiple businesses prior to joining eCargo. He was co-Founder of Zingly, a Social Visual Curation Platform that enables brands to make better use of their User Generated Photos from Social Media Platforms to help increase conversion rates. He was responsible for its operations and business development. Prior to starting his company, he was an Institutional Sales Manager at Value Partners Limited, an Asset Management firm based in Hong Kong. He has held roles in retail consultancy and retail management .



Mr Justus Wilde

Justus is the Founder and Strategy Director at Amblique and one of the eCommerce pioneers in Australia. Justus began developing websites since 1997. He started Amblique in 1999 and has led it to become Australia's largest full-service eCommerce consultancy company, which became a part of the STW Group in 2012. In his time at Amblique, Justus has been involved in delivering over 400 projects for many leading Australian retailers including Apparel Group, Supré, Retail Apparel Group, Bardot, Wanted Shoes and Matt Blatt. Justus possesses a strong background in digital marketing, eCommerce data analytics, internet-related software engineering and business analysis.



Mr Jason Byrne

Jason is the Managing Director of Amblique. He is an entrepreneur who founded Diskcovery, a legal support services and technology company that he and his partners grew to more than 100 employees with annual turnover in excess of AUD 10m. Jason's first taste of eCommerce came in his next venture where he engaged Amblique to create an online order management system to manage and supply staff clothing to some of Australia's largest industrial companies. In no small part due to the system created by Amblique, Smarter Clothing was acquired by the L&H Group in 2009. Jason was impressed with the Amblique team and capabilities, and invested in Amblique and become a partner in 2009.



Mr John Bouantoun

John is the Technical Director at Amblique. He is experienced at strategic planning and execution as well as technical direction, John is able to use his technical, process and people management expertise to engineer an environment that fosters high-performance. John spent many years at Australia's largest online publisher, ninemsn, building and leading the commercial development team delivering across all the digital media from web to mobile to direct-marketing and content services. John was a key stakeholder in the inception and architectural direction of the largest infrastructure project to be embarked upon at ninemsn, the design and redevelopment of their custom content management and publishing system.

Thank you

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