

(ASX: ICU)



Building the Digital Economy  
in South East Asia

# INVESTOR PRESENTATION

October 2015



DISCLAIMER Some of the information contained in this presentation contains “forward-looking statements” which may not directly or exclusively relate to historical facts. These forward-looking statements reflect iSentric Limited current intentions, plans, expectations, assumptions and beliefs about future events and are subject to risks, uncertainties and other factors, many of which are outside the control of iSentric Limited.

Important factors that could cause actual results to differ materially from the expectations expressed or implied in the forward-looking statements include known and unknown risks. Because actual results could differ materially from iSentric Limited current intentions, plans, expectations, assumptions and beliefs about the future, you are urged to view all forward-looking statements contained herein with caution.

# Agenda

1.	Company overview
2.	Growth drivers
3.	Financial highlights
4.	Outlook
5.	Appendix - Products

# Company Overview

iSentric is a digital media and payments company covering the South East Asia markets

## 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**.

## Digital Payment

Provides the **B2B payment gateway** (similar to Paypal) that enables mobile phone users to make financial transactions for small amounts over a secure mobile platform (direct carrier billing). 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.

## Enterprise Mobility

**Delivers mobile banking and mobile messaging solutions** for banks and other corporate clients.

# Company Overview

## BUSINESS OPERATIONS

- ✓ 80 staff
- ✓ Presence in Malaysia & Indonesia (280m population)
- ✓ Connected to 9 telcos
- ✓ 70% of Business income is recurring

## MARKET LANDSCAPE - SOUTH EAST ASIA

- ✓ 10 Countries
- ✓ 25 Major telcos
- ✓ 625m population
- ✓ ~90% Prepaid Subscription

## DIGITAL MEDIA SERVICES - B2C

- ✓ 10m active paying subscribers
- ✓ Content IP: celebrity, lifestyle, sports & games
- ✓ Average sign up rate per month, 500k new subscribers

## DIGITAL PAYMENTS - B2B

- ✓ 100+ Digital content providers
- ✓ Transaction volume per month, 2million +
- ✓ Transaction value, A\$0.20 to A\$1.50

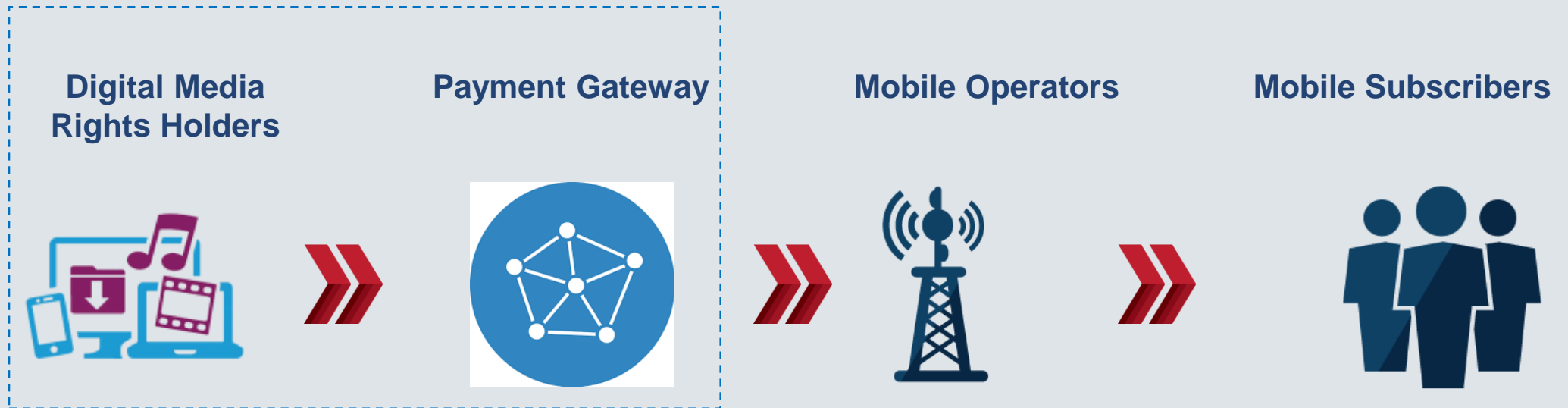
## ENTERPRISE MOBILITY - B2B

- ✓ 13 Financial Institutions
- ✓ 50+ Large Enterprises
- ✓ Technology IP: Mobile Banking Platform

# Company Overview

## Revenue Model: Digital Media & Digital Payment

How ICU generates revenue



Share of Mobile Subscriber Revenue	\$0.45	+	\$0.15	+	\$0.40	=	\$1.00
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<b>Functional Roles</b>	<ul style="list-style-type: none"> <li>Develop Original Copyright Content</li> <li>Such as Newscorp soccer content, games, entertainment, Celebrity content, etc</li> </ul>	<ul style="list-style-type: none"> <li>Content Distribution similar to Movies being distributed on Netflix</li> <li>Billing &amp; Charging similar to PayPal but using Direct Carrier Billing instead of Credit Cards to penetrate the unbanked market</li> </ul>	<ul style="list-style-type: none"> <li>Telco Provider</li> </ul>	<ul style="list-style-type: none"> <li>Consume Mobile Value Added Services e.g. Media, Entertainment &amp; Financial Service etc.</li> </ul>
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# Company Overview

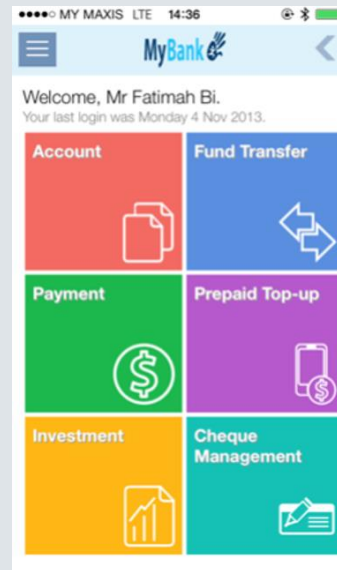
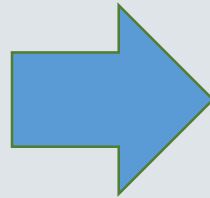
## Revenue Model: Enterprise Mobility

### ICU's revenue generating Activities

#### Software License based delivery

Develop

Mobile Banking &  
Enterprise Solution



### Customer



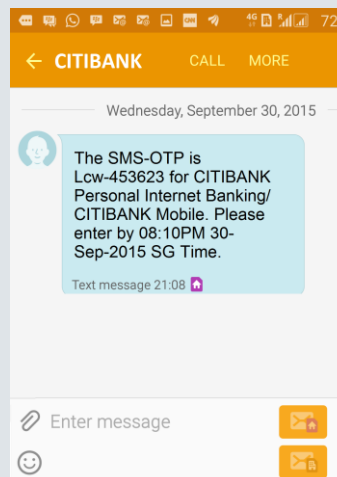
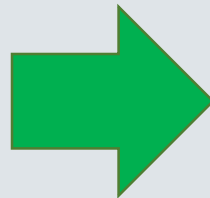
#### Software License Revenue sources

- Software Licensing
- Consulting
- Project Implementation
- Yearly Support & Maintenance

#### SaaS based delivery

Deliver

Mobile Messaging  
Service



#### SaaS Revenue sources

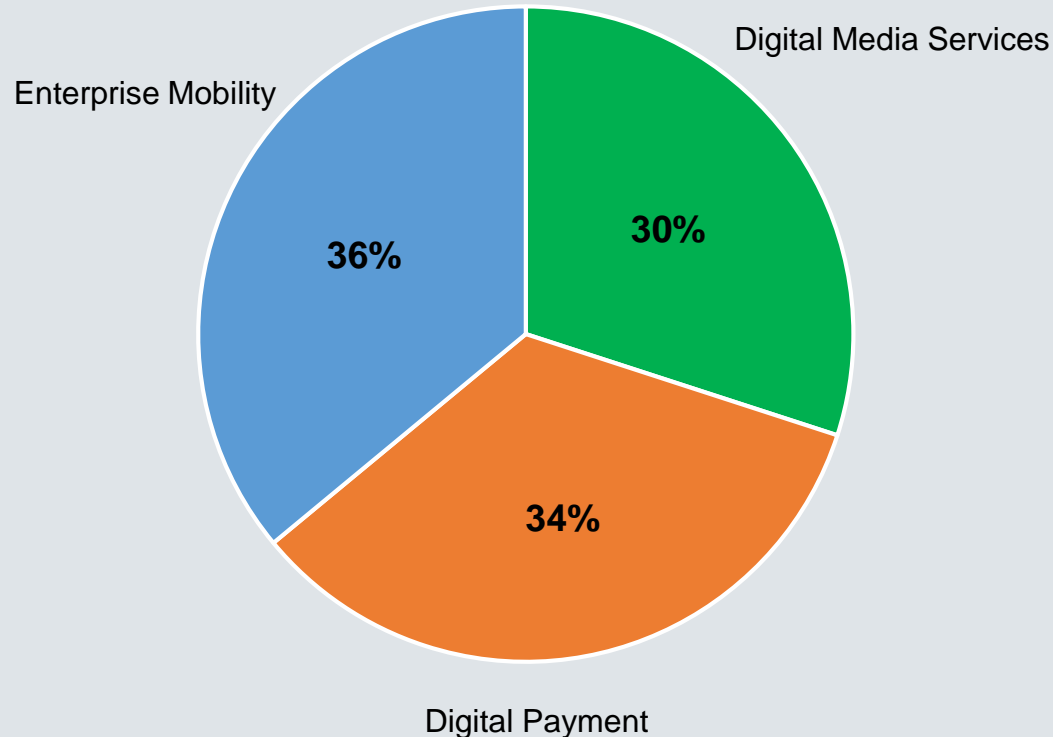
- Monthly Subscription
- Transactional
- Delivering ~5 million messages on a monthly basis

# Company Overview

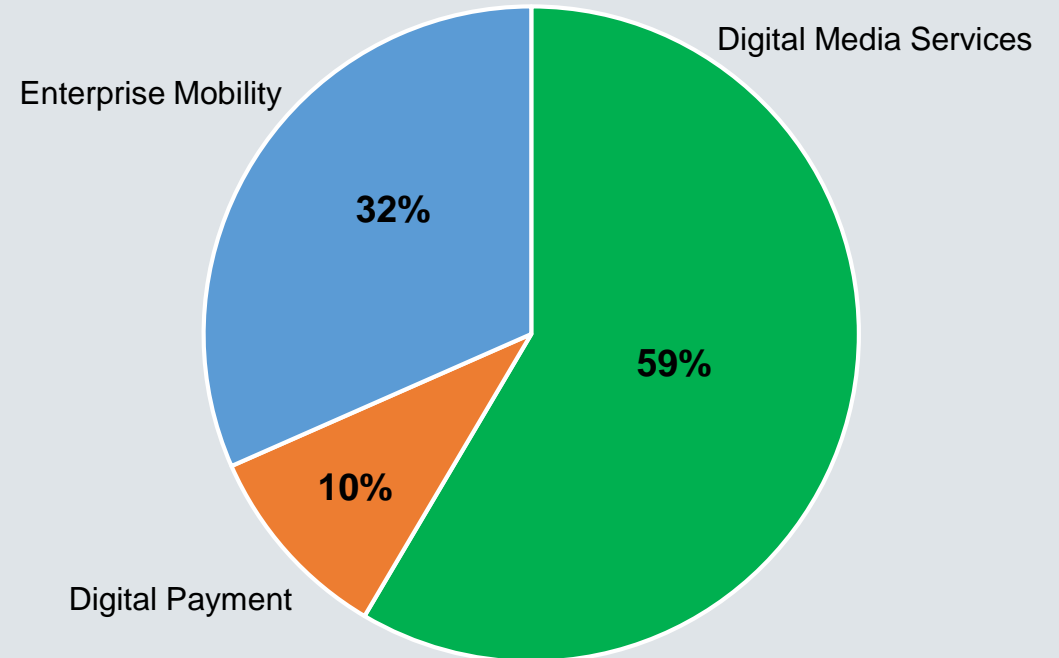
## Revenue and Gross Profit Contribution 2015

Targeting strong growth in the High margin Digital Media Services segment during FY16

**2015 Revenue Contribution**  
(\$8.63 million)



**2015 Gross Profit Contribution**  
(\$4.24 million)





# Client Portfolio

## BANK&FINANCIAL INSTITUTIONS

mobility2u

**citibank**

Standard Chartered

**CIMB NIAGA**

**AIG**

**RHB**

Bank Muamalat

**ipay88**

مصرف الراجحي  
Al Rajhi Bank

TakaFULmalaysia

**AmBank Group**

## ENTERPRISE MOBILITY CLIENTS

mobility2u

**HUAWEI**

**Kenny Rogers ROASTERS**  
World's Greatest Chicken

**NU SKIN**  
THE DIFFERENCE. DEMONSTRATED.

**TOYOTA**  
Moving Forward, Forward and Forward

**PETRONAS**

**TAHAN INSURANCE**

**California FITNESS**

**MANDARIN ORIENTAL**  
THE HOTEL GROUP

## DIGITAL MEDIA PARTNERS

mariow  
live your life  
mobilityPay mobilityGames

News Corp **Kosmo!** **mface**

**easy2pay** **mimopay** **sinchew-1**  
星洲互动.com

GAMES **MANA** **myCard** **funnel**

**homey** **iG-Interactive** **独立新闻线**  
merdeka review.com

**GAMEVIEW** 游戏网  
www.gameview.asia **南洋网**  
nanyang.com **星洲日报**  
SIN CHEW DAILY

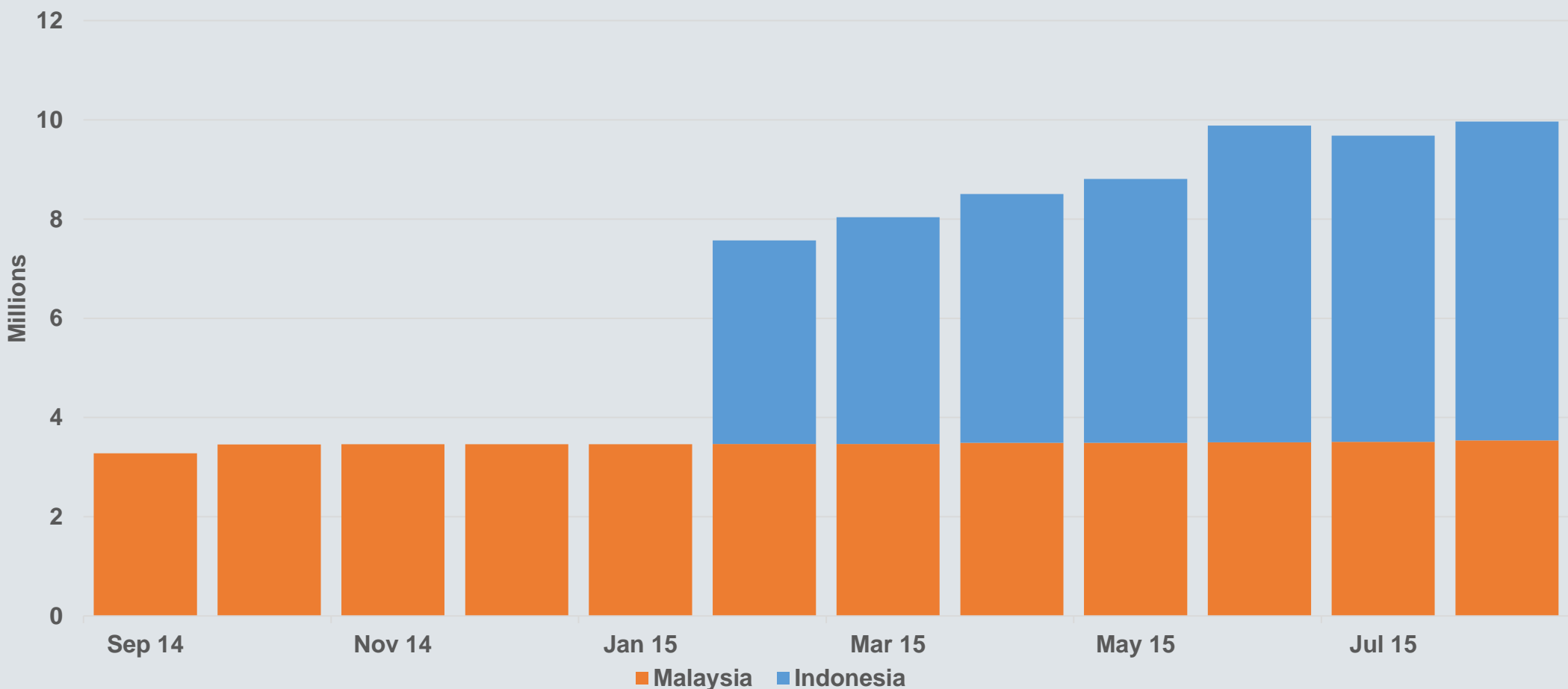
**Utusan MALAYSIA** **MALAYSIAN TODAY**  
SPORTS-LIFE-STYLE

**SKYLER** 天乐团  
Let's Fly **中国报新網**  
ChinaPress.com

# Digital Media: Active Paying Users on Subscription

## Sustaining Mobile Community Growth

Our extensive range of digital media services has driven strong growth in our Indonesian subscriber numbers. We expect our subscriber numbers to grow at ~5% per month. Each user is paying in the range of A\$0.20 to A\$1.50 per month.



# Growth Drivers



**TARGET  
MYANMAR. THAILAND & VIETNAM**

1. iSHOW: Revolutionary Online Interactive TV featuring Celebrities
2. Games

EPS accretive acquisition of strategic capabilities and markets

# Growth Drivers

## Market expansion

- ✓ South East Asia – 625m population
- ✓ > 60% unbanked market
- ✓ Growing segment of mobile content demand and micro-payment



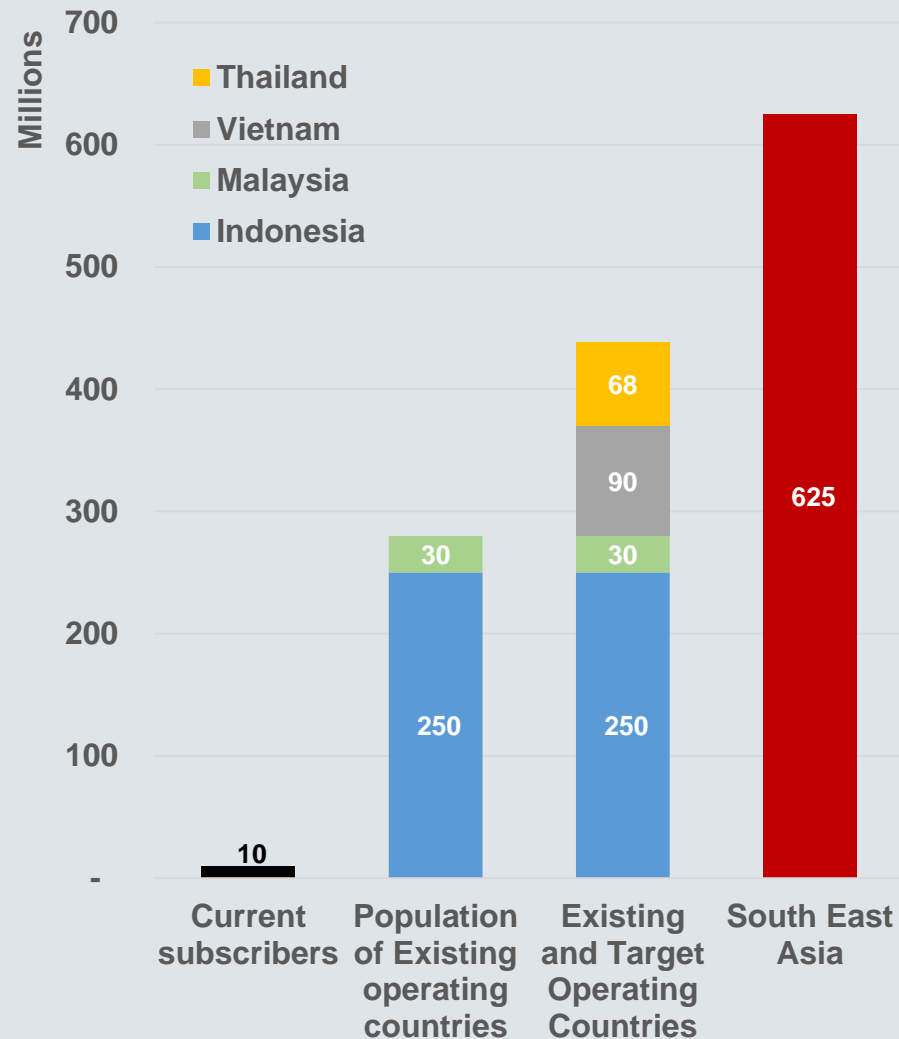
### ● Existing Operating Countries

Population:  
Malaysia – 30M  
Indonesia – 250M

### ● Target Operating Countries

Population:  
Thailand – 68M  
Vietnam – 90M

# Growth Drivers: Market Potential



## Strong potential for growth throughout South East Asia

- Currently operating in Malaysia and Indonesia
- The greater South East Asia region contains an additional c.350m potential mobile subscribers
- iSentric is targeting expansion in Thailand and Vietnam, countries with large and expanding numbers of mobile subscribers
- Mobile phones are providing target populations with their first access to the internet

# Growth Drivers

## New product - iShow

### An online interactive TV

- A revolutionary rich communication social platform that engages users in real-time online group activities through voice, text and video
- Leveraging on iSentric's access to vast popular celebrities, we are excited to bring this new service to entertain the millions of internet and mobile users by end of 2015
- Similar business model as NASDAQ:YY INC, operations in China, with market cap of US\$4b









# Growth Drivers

## New product - GameBuffet



- 100 HTML5 Games all-you-can-play for AUD 0.30 a week. We are launching this service by end of 2015
- Games are compatible with iOS, Android, Windows, Blackberry and Symbian which requires no installation
- This service would allow us to penetrate into both existing markets and across new markets as these casual games would have no language or cultural barriers while being highly compatible with all handsets.

# Financial Highlights

			June 2015	June 2014
REVENUE (\$m)		+5.1%	AUD 8.63m	AUD 8.21m
GROSS PROFIT (\$m)		+36.7%	AUD 4.32m	AUD 3.16m
EBITDA(\$m)		-11.7%	AUD 1.50m*	AUD 1.70m
PAYING SUBSCRIBERS		+202%	9.88m	3.27m



# Key Priorities and Outlook

- Enter new geographies focussing on Thailand, Vietnam and Myanmar
- Grow the high margin Digital Media business which will drive growth in the Digital Payments business
- Grow the Enterprise Mobility business via messaging and mobile banking
- Further leverage relationships with telcos in order to invest in new products with a high return on capital
- Assess potential strategic acquisitions
- FY16 EBITDA guidance range of \$2.8m to \$3.1m based on existing business



Building the Digital Economy  
in South East Asia

# Appendix - [Products]

# DIGITAL MEDIA – EXISTING PRODUCT HIGHLIGHTS

Over 10 million active paying subscribers are consuming our proprietary contents and services.

## CELEBRITY LIFESTYLE

“HUSH” – Reality TV on Mobile, 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

Soccer – Comprehensive list of soccer service: News, Results over the major leagues, and local soccer leagues



News Corp



# DIGITAL MEDIA - HUSH – Strong growth potential

- Hush is a proprietary platform providing reality TV on mobile through mobile web and android applications
- Since being launched in March 2015, we are experiencing strong growth in the subscriber base and revenue
- As this is an exclusive service launched with XL Axiata as an XL branded service, there is potential to bring it across AXIATA's other carrier networks in the region, potentially reaching an additional 200 million subscribers



Regional Presence	
celcom	Malaysia
XL axiata	Indonesia
Dialog	Sri Lanka
Smart	Cambodia
robi	Bangladesh
!dea	India
m	Singapore
multi net	Pakistan



# DIGITAL MEDIA - CELEBRITIES

## INDONESIAN CELEBRITIES

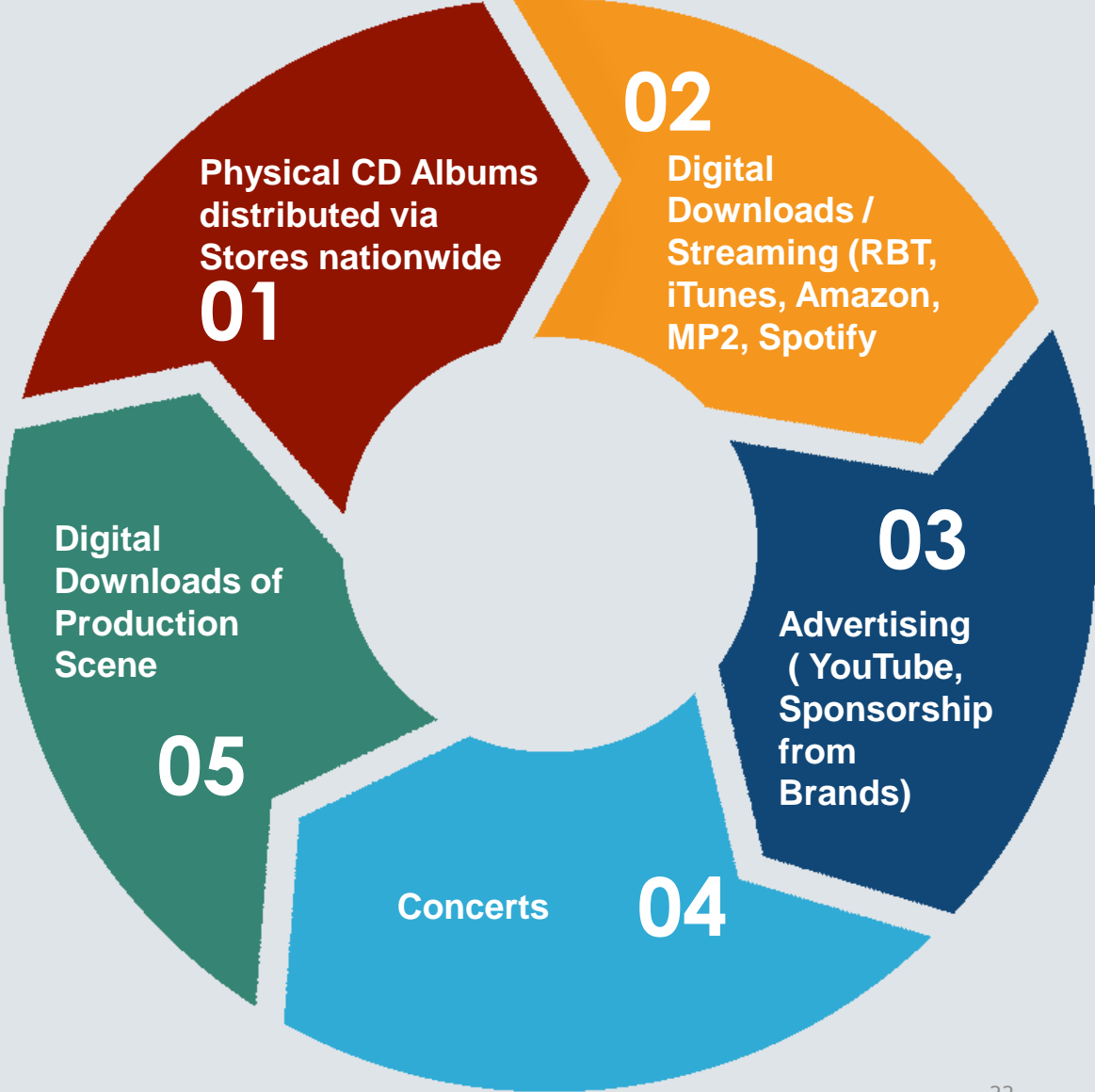
With over 30 celebrities, iSentric has comprehensive celebrity digital media content for the populations of Indonesia and Malaysia. Their Voice, Behind-the-scene Videos, Music, Photos and Text Quotes/Updates are being monetised via iSentric in collaboration with Telcos.

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

 <b>AGNESMONICA</b>	 <b>ALIANDO</b>	 <b>PRILLY</b>	 <b>NIKITAWILLY</b>
 <b>@AGNEZMO</b> <b>14 MILLION FOLLOWERS</b>	 <b>@ALYSYARIEF</b> <b>1.3 MILLION FOLLOWERS</b>	 <b>@PRILLYBIE</b> <b>937K FOLLOWERS</b>	 <b>@NIKITAWILLY_24</b> <b>339K FOLLOWERS</b>
 <b>@AGNEZMO</b> <b>4.7 MILLION FOLLOWERS</b>	 <b>@ALIANDO000</b> <b>4.1 MILLION FOLLOWERS</b>	 <b>@ prillylatuconsina96</b> <b>5.4 MILLION FOLLOWERS</b>	 <b>1.4 MILLION FANS</b>
 <b>5.4 MILLION FANS</b>			

Largest twitter account in Asia!

**DIGITAL MEDIA - #theFREAKS** is a **content creation project** compiling the latest rising stars of Indonesia into an Album produced by renowned Agnez Monica. The project is targeting selling more than 200,000 copies of physical Albums and millions of RBT, iTunes and Full Track downloads.



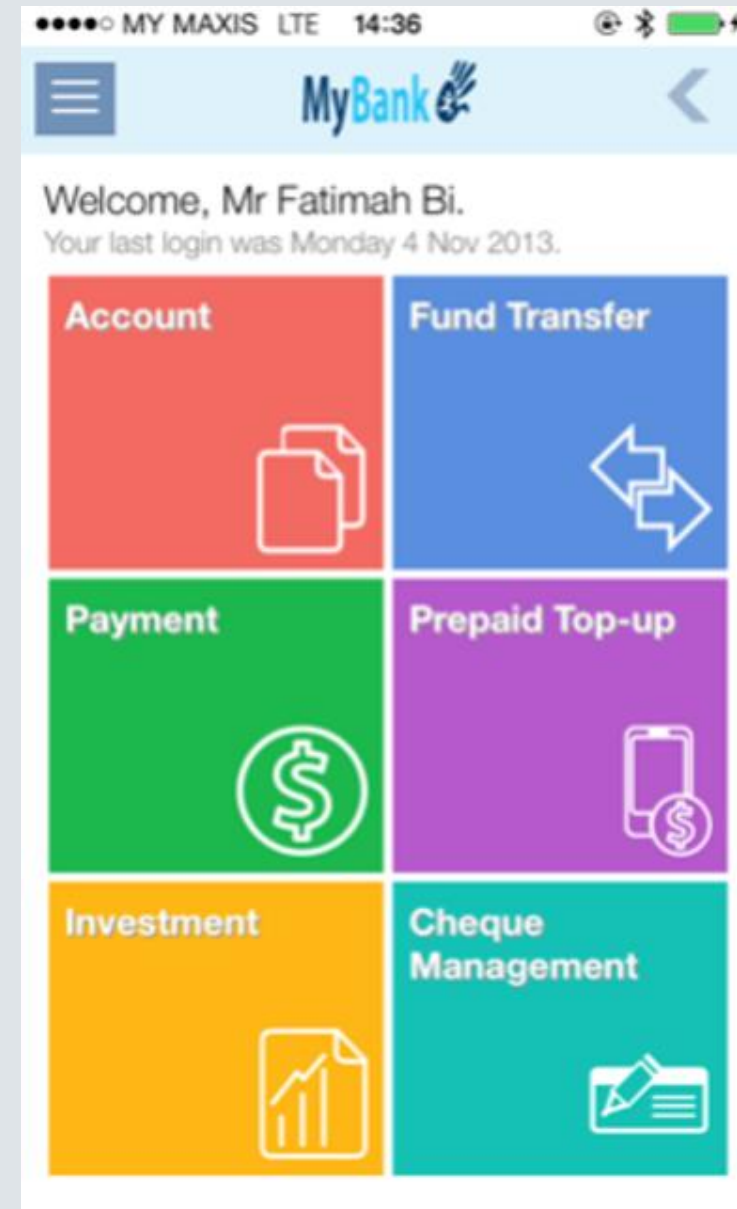
# ENTERPRISE MOBILITY

**Multiplatform support**

**Multilingual, multicurrency**

## Key Features

- ✓ Account inquiry
- ✓ Funds Transfer
- ✓ Bill Payments
- ✓ Mobile / Internet Reloads
- ✓ Cheque Management
- ✓ Peer-to-Peer (P2P) payments
- ✓ Personal Financial Management



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