



Investor Update
November 25, 2015

 **Cargo**
Your eCommerce Partner

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Corporate Information - Key Shareholders



Directors of Interest (CDI's) as of 30 Sep 2015

1.	Mr. John Lau	396,872,460
2.	Mr. Rupert Myer	9,000,000
3.	Mr. Christopher Lau	8,142,460
4.	Mr. Chris Ryan	225,000
5.	Mr. Heath Zarin	0

ASX Ticker Code

ECG

Official Listing Date

November 28 2014

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: 87,500,000

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

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

Significant Shareholders	%
JL Enterprises Holdings Limited	70%
Other Investors	16%
Investorlink Group	4%
Tycoon Smart Limited	3%
Mr. Rupert Myer	2%
Mr. Christopher Lau	2%
Tiger Wealth Global Limited	2%
Washington H. Soul Pattinson & Co. Limited	1%

Board of Directors



Mr. John Lau
Chairman &
Executive Director

John is the Chairman, Executive Director and a Founder of ECG.

John is the Chairman and Founder of JL Enterprises Holdings, a substantial shareholder in ECG.

John is the Group Managing Director and Founder of CS Logistics Holdings, one of the largest international logistics group of companies based in Hong Kong. He is the Managing Director and Founder of Xin Hai Hua Enterprises.



Mr. Christopher Lau
Chief Executive Officer &
Executive Director

Christopher is the Chief Executive Officer, Executive Director and a Founder of ECG.

Christopher is a co-founder of eComLock.com, an alternative last mile eCommerce solutions provider based in Shenzhen.

Christopher currently serves as a Member on the Court of the Hong Kong Baptist University. He was previously the Group Assistant Managing Director for CS Logistics Holdings.



Mr. Rupert Myer, AO
Non-Executive Director

Rupert is an independent non-executive director at ECG.

Rupert currently serves as the Chairman of Nuco Pty Limited, a private Myer family investment company and is a board member of a number of family-owned investment companies. He is the Chair of the Australia Council for the Arts and serves on the board of a number of ASX listed companies such as Healthscope (ASX:HSO) and Amcil (ASX:AMH). He was previously the Deputy Chairman at Myer Holdings (ASX:MYR).



Mr. Chris Ryan
Non-Executive Director

Chris is an independent non-executive director at ECG.

Chris is Executive Director of Investorlink Corporate Limited and Investorlink Group Limited.

Chris is Co-Chairman of ASX listed company TTG Fintech Limited (ASX:TUP). Chris is a Non-Executive Director of Propertylink Limited. He has been lead adviser in a number of corporate acquisitions, IPOs, LBOs, MBOs and divestments of large national and overseas companies.



Mr. Heath Zarin
Non-Executive Director

Heath is an independent non-executive director at ECG.

Heath is the Managing Director and Founder of EmergeVest, a Hong Kong based private equity firm.

Heath is Chairman of NFT Distribution, Allport Cargo Services and ediTRACK Limited and serves on the board of Palletforce PLC in the United Kingdom. He was previously Managing Director and Head of Principal Investments, Asia-Pacific, for HSBC.

Why eCargo



Profitable Business



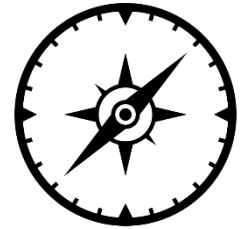
Strong PRC Online
Market



B2C eMarketplace
Strategy



Big Brands/Clients



Listed Company -
Strong Corporate
Governance

eCargo Holdings Limited (ASX:ECG) is a leading group of eCommerce specialist execution enabling and technology businesses aimed at bringing international brands to the online market in China and enhancing their online operations in Australia and around the world.

We operate “ One-stop Shop ” eCommerce enabling services in China including eOperations (online stores in eMarketplaces in China), Cross-border eCommerce, eFulfillment, Social Media Marketing and Studio and Photography under the eCargo brand.




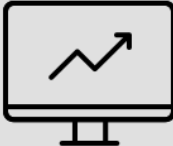
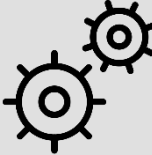


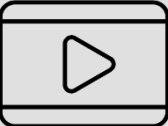




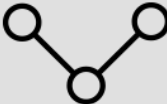








We are the largest Demandware© specialist in Australia and New Zealand operating under the Amblique brand.



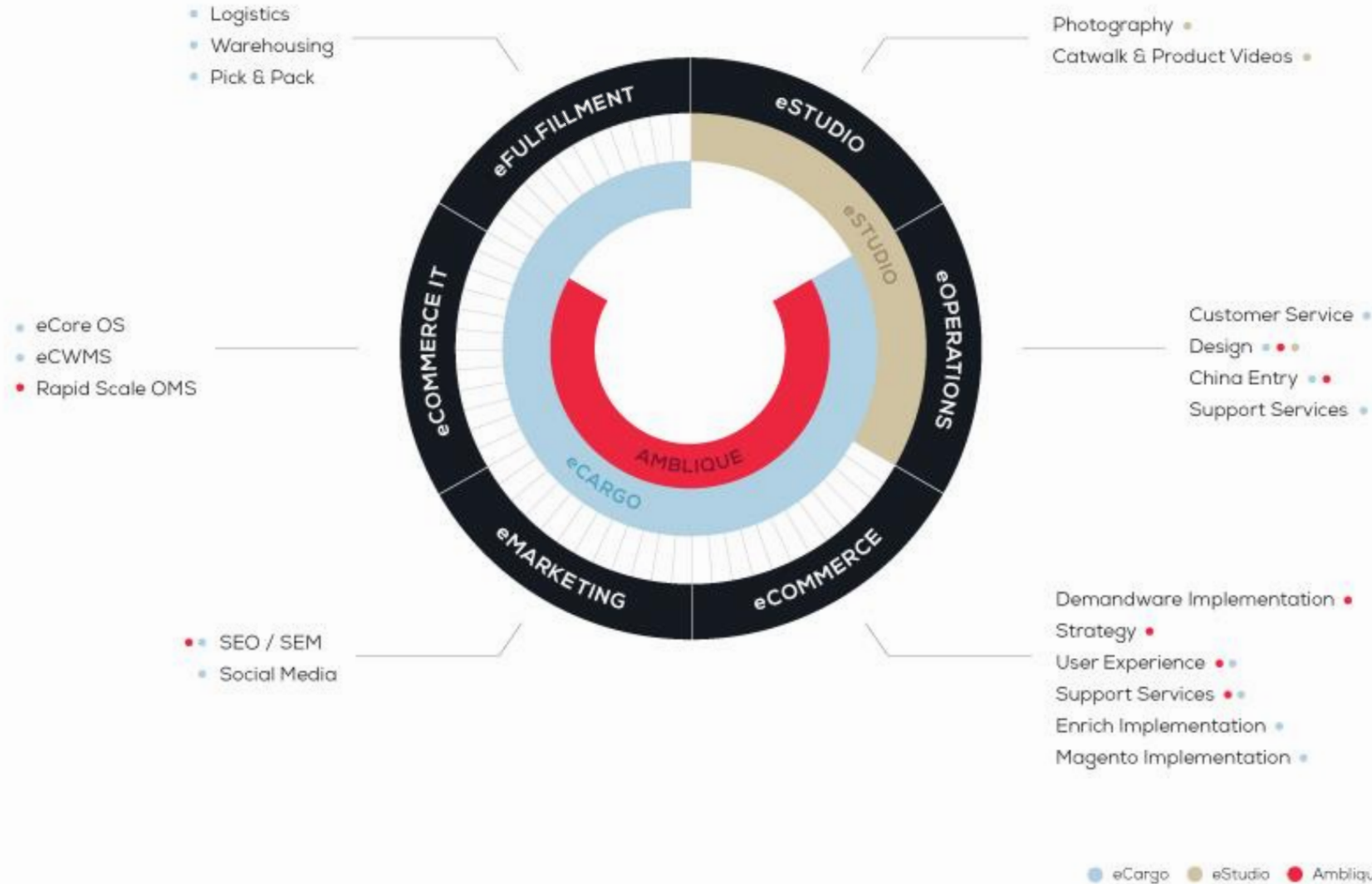
eCommerce Enabling Capabilities - Digital Commerce Implementation and Support



Scope of Services:

eStudio	eOperations	eFulfillment	eMarketing	eCommerceIT	Amblique	ETG
 Photography	 Customer Service	 Logistics	 SEO / SEM	 eCoreOS	 Demandware© Implementation	 Enrich© Implementation
 Catwalk & Product Videos	 Design	 Warehousing	 Social Media	 eCWMS	 Strategy	 Magento© Implementation
	 China Entry	 Pick & Pack		 Rapid Scale OMS	 Support Services	 Support Services
	 Support Services				 User Experience	 User Experience

eCommerce Enabling Capabilities - End-to-End eCommerce Solutions



Global Presence

- ECG is currently operating across the APAC region, including PRC (Shenzhen, Shanghai, Hong Kong), Sydney, Melbourne, Auckland, Singapore, London and Milan.
- ECG currently employs over 150 full-time employees.
- Including affiliates at Cargo Services Group companies, the entire global organisation employs over 8,000 full-time employees.



ANZ, Africa

Australia
New Zealand
South Africa
Mauritius
Egypt
Nigeria
Madagascar

China

Hong Kong
Shanghai
Shenzhen
Ningbo
Qingdao
Tianjin
Foshan
Guangzhou
Shantou
Beijing
Dalian
Wuban
Chongqing
Xiamen
Fuzhou
Hangzhou
Nanjing

Asia, Middle East

Vietnam
Cambodia
Thailand
Indonesia
Malaysia
Myanmar
Singapore
Philippines
India
Bangladesh
Pakistan
Dubai
Japan
South Korea
Taiwan
Sri Lanka

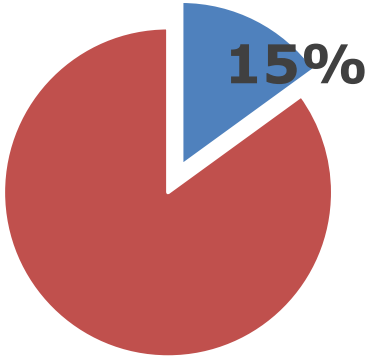
Americas

USA
Canada
Mexico
Chile
Argentina
Brazil
Peru
Colombia
Honduras
Jamaica








Europe

UK
Italy
Germany
France
Denmark
Portugal
Spain
Poland
Belgium
Netherlands
Turkey
Greece
Romania
Bulgaria
Scandinavia
Russia

End-to-End eCommerce Solutions

Service Category	Brand Partners
<div><ul style="list-style-type: none">End-to-End eCommerce Solutions</div> <div><p>15%</p><p>■ Share of Revenue for Jan – Jun 2015</p></div>	<div><p>FRENCH CONNECTION</p><p>LA PERLA</p><p>NINE WEST</p><p>ESPRIT</p><p>Jeanswest AUSTRALIA</p><p>seed HERITAGE</p></div>

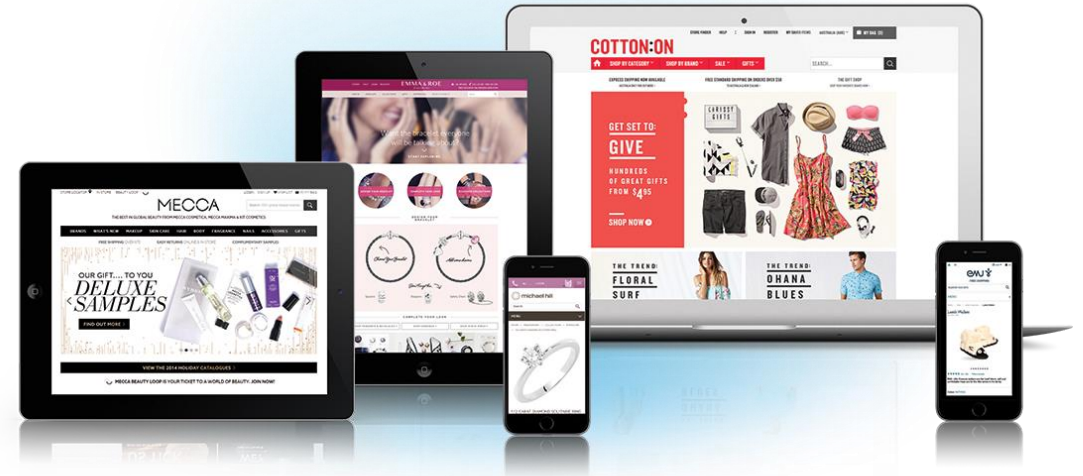
eFulfillment and Logistics Execution

Service Category	Brand Partners
<div><ul style="list-style-type: none">eFulfillment and Logistics</div> <div><p>26%</p><p>■ Share of Revenue for Jan – Jun 2015</p></div>	<div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div></div>

Digital Commerce Implementation and Support

Service Category	Brand Partners
<ul style="list-style-type: none"> eCommerce Platform Development Digital Marketing Support Services Online Store Operations 	<div> <div>  <p>■ Share of Revenue for Jan – Jun 2015</p> </div> <div> <div>TAROCASH</div> <div>crossroads</div> <div>AUTOGRAPH</div> <div>R. M. WILLIAMS EST. 1932, AUSTRALIA</div> <div>SPORTSCRAFT</div> </div> </div> <div> <div>      <div>SABA</div> <div>COTTON ON KIDS</div> </div> <div> <div>SONY</div> <div>city chic</div>  <div>michael hill</div> <div>CONNOR</div> <div>EMMA & ROE</div> <div>KAREN MILLEN</div> <div>supré</div> </div> </div> <div> <div>    <div>Tenny Puckham</div> <div>Live</div> <div>Glue. STORE</div> <div>JAG.</div> </div> <div> <div>COTTON:ON</div> <div>Katies</div> <div>Millers WOMAN</div> <div>factorie</div> <div>Perfume Clearance Centre</div> <div>MATT BLATT</div> <div>ACTIVESKIN</div> </div> </div> <div> <div> <div>MECCA</div> <div>the warehouse //</div> <div>it's easier with empire office furniture</div> <div>Klipsch KEEPERS OF THE SOUND</div> <div>EMU Australia</div> <div>Brooks Brothers</div> </div> <div>     <div>yd.</div>  <div>Johnny BIGG</div> <div>CATWALK88.COM</div> <div>Typo</div> <div>REVITANAIL®</div> </div> </div> <div> <div> <div>DR. LEWINN'S®</div> <div>Interface</div> <div>[A'kin]®</div> <div>[Alchémÿ]</div> <div>Interspan</div> <div>ReCentre.</div> </div> <div>        </div> </div>

- Wholly-owned subsidiary of ECG engaging in digital commerce consultancy, established in 1999
- Demandware[®] strategic partner and reseller in the APAC region
- Employing over 70 digital commerce specialists
- Operations in Sydney, Melbourne, Auckland, Ho Chi Minh and Hong Kong
- Providing strategy, platform implementation and trade optimisation services
- Brand portfolio covering 60+ retailers and brands



COTTON:ON

the**warehouse** //

DR. LEWINN'S[®]

[A'kin][®]

SONY

NINE WEST

WS warehouse
stationery

ZXU

[Alchémÿ]

MECCA

JAG.

SPORTSCRAFT

seed
HERITAGE

R. M. WILLIAMS
EST. 1932. AUSTRALIA


michael hill.

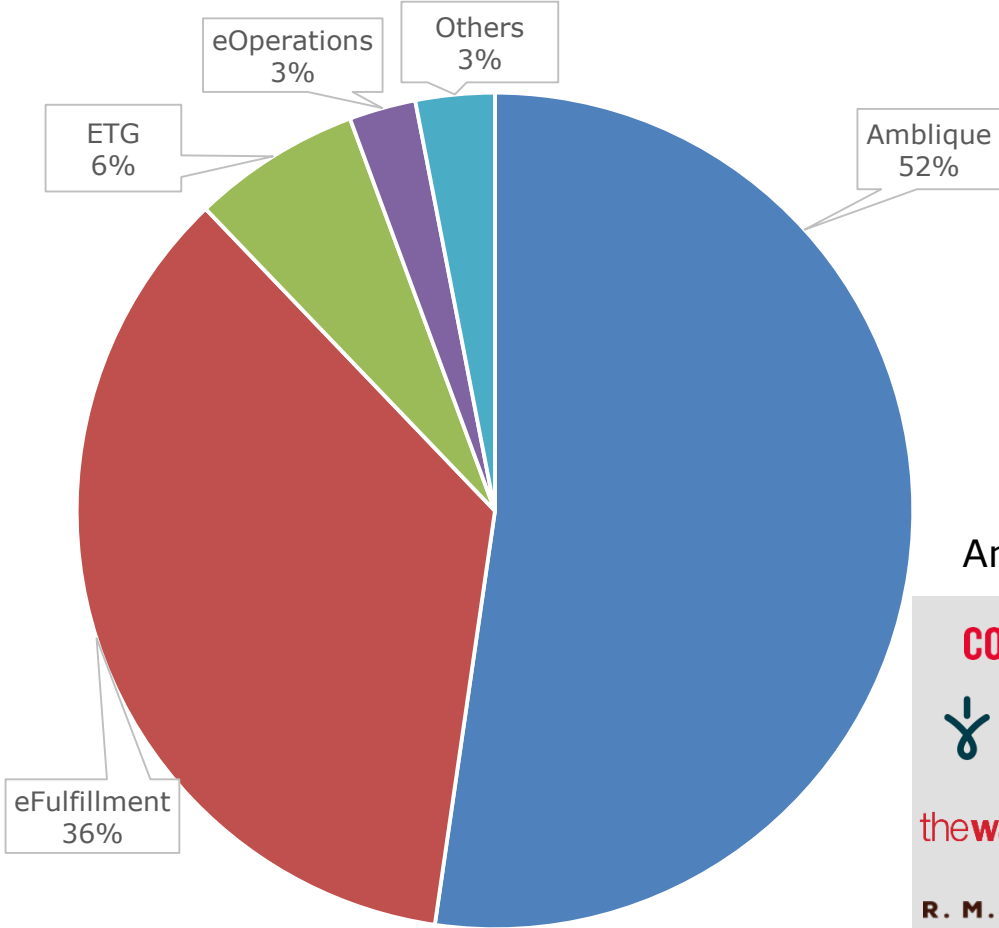
FRENCH CONNECTION

ew 

SABA

Financials: YTD Sep 2015 Revenue

YTD Revenue by Business Unit




(HKD'M)	YTD Sep*
Amblique	43.4
eFulfillment	29.5
ETG	5.4
eOperations	2.2
Others (eStudio and eWebSolution)	2.5
Total	83.0

* Unaudited financial results.

Amblique

COTTON:ON




EMU Australia

thewarehouse

R. M. WILLIAMS

EST. 1932. AUSTRALIA



Michael Hill

2XU

ETG

Jeanswest

ESPRIT

eFulfillment

kate spade

NEW YORK

Juicy Couture

los angeles, california

NEW LOOK

sass & bide

eOperations

KAREN MILLEN

LA PERLA

Klipsch

KEEPERS OF THE SOUND

Jeanswest

Financials

Income statement summary for the period ended September 30, 2015

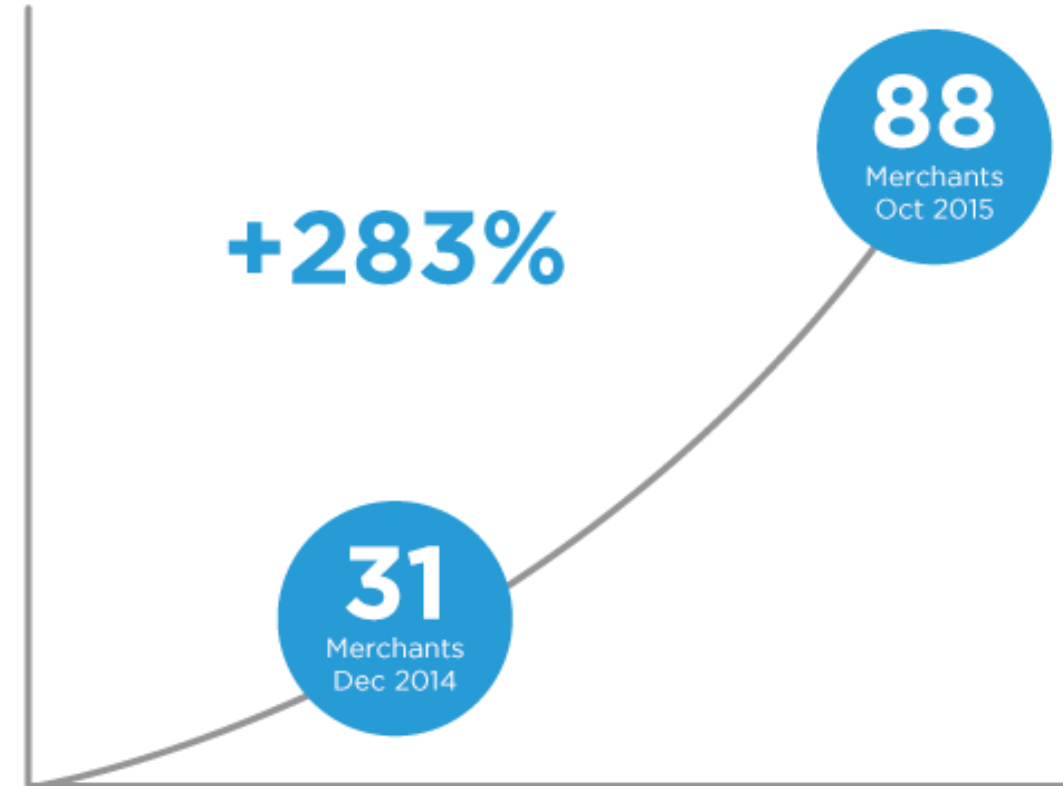
(unaudited management accounts)

<u>HKD'M</u>	<u>YTD Sep 2015</u>	<u>YTD Sep 2014</u>	<u>% Change</u>
Revenue	83.0	7.0	1,086%
Direct Cost	43.4	2.4	1,708%
Gross Profit	39.6	4.6	761%
Operating Expenses:			
Salaries and Benefits	(40.7)	(9.0)	352%
Legal, Professional and Audit Fees	(5.6)	(5.8)	-3%
Directors' Remuneration	(1.5)	(0.5)	200%
General Expenses:			
– Rent and Rates	(3.0)	(0.3)	900%
– Travel Expenses	(2.6)	(0.5)	420%
– Entertainment and Marketing Expenses	(1.1)	(0.3)	267%
Other	(3.1)	(1.0)	210%
EBITDA	(18.0)	(12.8)	-41%

Continued Growth

What is driving such significant growth for ECG?

1. Introducing and establishing international brands in PRC
2. Offering a variety of services catering to specific needs of brand Principals
3. Leveraging 25 years in the fashion logistics industry for business development
4. Acquisition of Amblique



Significant Customer Acquisitions in Q3 2015



Photography Services

- Product photography for Australia



Australia / New Zealand eCommerce

- Providing design, implementation and support
- Helping Sony optimise and improve their local offering to increase sales



PRC Expansion

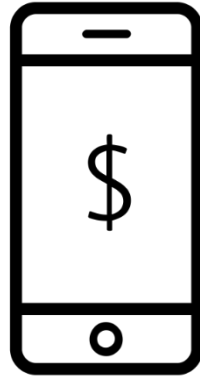
- Providing eOperations and eMarketing services
- Leveraging Tom Tailor to the fast-growing online market in PRC by establishing their dedicated online store on Tmall Global Platform

Overview of PRC's eCommerce Market



571 M

Mobile Internet Users



360 M

Online Shoppers



34%

Mobile Commerce



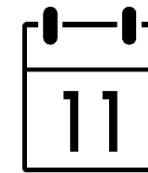
¥ 2.8Tr

PRC Online Shopping GMV



¥ 102Bn

Fashion & Beauty Online Sales



¥ 57Bn

Alibaba Double 11 Sales

Cross-border eCommerce



¥ 6.5Tr

Expected in 2016

30%

Expected growth rate



5,000

Cross-border eCommerce platforms

200,000

Enterprises

1. This is fastest-growing sector of eCommerce in China in last 18 months, with a great demand for imported foodstuffs, snacks and groceries by Chinese consumers.
2. We are working with major supermarkets in Australia and the U.K. and cross-border eCommerce traders to develop the foundation of our business, as well as evaluating certain O2O opportunities in the industry.
3. Together with affiliate companies in Cargo Services Group, we are establishing a significant network of Cross-border eFulfillment centres in Qianhai (Shenzhen), Ningbo, Guangzhou, Shanghai and Tianjin.

Strategic Drivers for Growth

Strategic Focus

- Continue to build and grow **Brands/Merchants** pipeline
- **Cross-border eCommerce** growth
- Strengthening **eOperations** capabilities
- **B2C eMarketplace** development
- **Strategic business acquisitions**
 - First mover advantage through acquisition(s) of complementary eCommerce specialist execution, enabling and technology services

Progress-to-date

- **Amblique Acquisition** - Good integration between ECG and Amblique, with emphasis of Amblique to maximize its margin potential
- **Contracted Brands/Merchants** - Increased from 31 in December 2014 to 88 at present
- **Cross-border eCommerce** – Engaging traders in China with supermarkets in Australia and U.K.; development of cross-border eFulfillment facilities
- **B2C eMarketplace** - Development roadmap in progress

Executive Team



Mr. John Lau
Executive Chairman

- Over 40 years experience in trading, shipping and logistics in Asia
- Founder and Group Managing Director of Cargo Services and CS Logistics



Mr. Christopher Lau
Chief Executive Officer

- Over 7 years experience in retail supply chain
- Previously worked for HSBC, Ernst & Young, Deutsche Bank and Cargo Services



Mr. Garnok Cheung
Chief Financial Officer

- Over 17 years experience in financial services
- Certified Public Accountant and Chartered Global Management Accountant
- Previously worked for ITC Corporation Limited, PwC and Deloitte



Mr. Franc Renzi
Chief Operating Officer

- Over 27 years of experience in retail
- Founder of Suburban (sold in 2008)
- Previously worked for Jeanswest, Pepe Jeans, Suburban and Myer



Mr. Justus Wilde
Chief Strategy Officer

- Over 18 years experience in eCommerce
- Founder and Principal Strategist at Amblique
- Has implemented over 400 solutions for retailers such as Cotton On, R.M. Williams, Michael Hill and APG & Co.

Contact Information



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Creating the Impossible



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