



Digimatic Group

Shareholder Updates  
June 2016



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# What is **Digimatic** Group & What Does It Do?



# **Digimatic Group Ltd:** Helping Brands Connect

Digimatic Group Ltd (ASX: DMC) is a Global Brand Enabler that Empowers Brands to Connect to their Customers in the most effective way. As a thought leader in the digital space, Digimatic is a disruptive innovator that combines a unique blend of ROI Marketing, ROI Commerce and Creative Content Expertise to help brands achieve true value from their business investment.

## **Our Vision**

**To be a Global Brand Enabler Through ROI Branding, ROI Marketing and ROI Commerce**

## **Our Mission**

**Empowering Brands to Connect to their Customers in the most effective way**



# Why do we do it?

“WE help traditional businesses leverage on and maximise digital technologies in order to transform their business model into a sustainable one.”



marketing



<https://www.youtube.com/watch?v=IOoaXn-LuWY>



# How Do We Do It?

Through a **Tri-Engine of Growth** comprising of **Branding + Marketing + Technology** that yields **Return on Investment (ROI)**.



# What Do We Mean?

## Understanding Customer journey



# From the Customer Journey...



How can we

**Increase Leads,**

**Increase Conversion, &**

**Increase AOV** (Average Order Value).





# The RIGHT Markets To Increase Presence

COUNTRY  
PRESENCE





# The RIGHT Markets

## To Increase Leads & Outreach

WORKFORCE  
OVERVIEW



# The RIGHT Partnerships (Strategic) To Increase Conversion



## Oracle Silver Partner

Reseller for Oracle solutions of Platform as a Service, Infrastructure as a Service and 1-Click Technology portfolio



## Wincor Nixdorf

Reseller for Wincor Nixdorf solutions and also strategic partner for Wincor Nixdorf who also resells Digimatic's products / solutions

## IDA approved partner

Leading role in the development of the TR46:2016. TR46:2016 is a technical reference for eCommerce data interchange between eCommerce platforms and fulfilment entities.



## ITAC Philippines

Reseller for Digimatic Group's solutions in the Philippines



## Australia Post

Exploration on eMarketplace solutions for Australia market (with other strategic partnerships including payment providers and eCommerce platforms)



## ASC HK Ltd

Exploration with ASC HK Ltd via Fashionpro on the creation of a Fashion eMarketplace



# The RIGHT Offerings

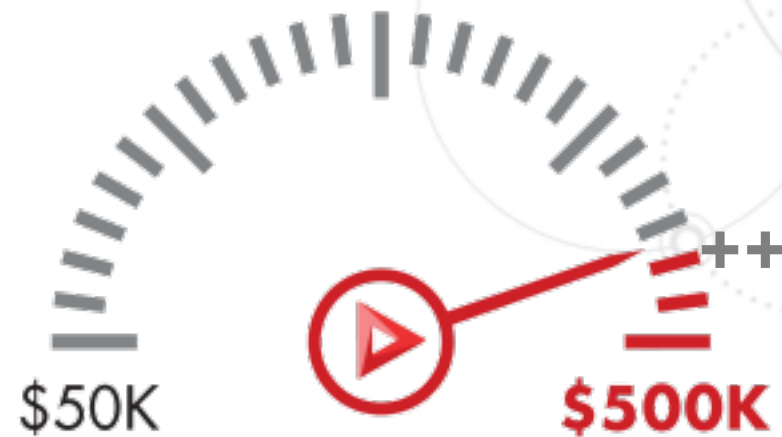
To Increase AOV (Average Order Value)

CONTRACT  
VALUES

FROM



TO



DIGIMATIC GROUP

DIGIMATIC GROUP



# The RIGHT Offerings

## To Increase AOV (Average Order Value)



### Brand Audit

Thorough assessment of the brand and its identity to ensure that each element is meaningful and compelling.



### Brand Strategy

Crafting a story, easily identifiable icons and a strong identity for the brand and company that is congruent to their mission and vision.



### Communications Strategy

Creating a complete roadmap to the channels of communication and guidelines on messaging for the brand across various platforms.



### Leads Generation

Generate quality leads for businesses through digital marketing. Clients are charged based on number of leads generated.



### Media Management

Help Small Medium Enterprises and Large Enterprises manage their online marketing strategies via Facebook and Google.



### Marketing as a Service

Long term value creation to help brands distinguish themselves from the competition.



### Unified Commerce

Revolutionising the customer's journey via one centralised platform for enhanced business efficiency and scalability.



### Global Commerce

Powering business growth in vibrant global marketplaces with end-to-end technological offerings designed for optimal impact and ROI.



### B2B Commerce

Empowering traditional businesses and large enterprises with the confidence and capability to navigate the ever changing digital landscape.



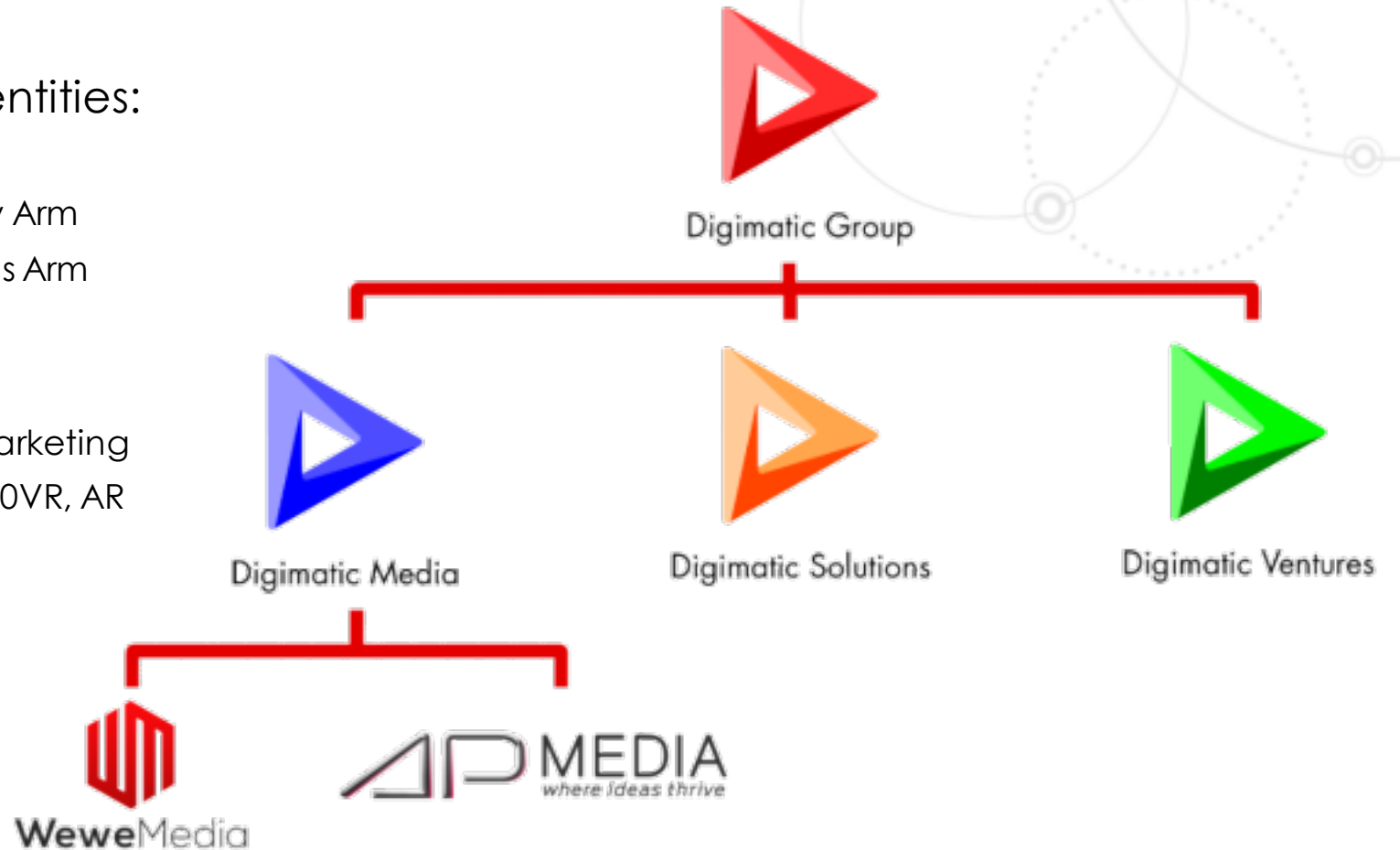
# Group Business Structure

The Group is made up of 3 different entities:

- Digimatic Media: Marketing / Media Arm
- Digimatic Solutions: Commerce/ Technology Arm
- Digimatic Ventures: Mergers and Acquisitions Arm

There are 2 subsidiaries:

- Wewe Media: Performance-Based Mobile Marketing
- AP Media: Branding, PR, Video Marketing, 360VR, AR



# Our Milestones/ Achievements

## DIGIMATIC GROUP LTD

IS A GLOBAL BRAND ENABLER THAT EMPOWERS BRANDS TO CONNECT TO THEIR CUSTOMERS IN THE MOST EFFECTIVE WAY

DMM : Digimatic Media  
DMS : Digimatic Solutions  
DMC : Digimatic Group Ltd

Digimatic Group



16 DEC 2015

DMC  
successfully listed (ASX DMC) with  
• total raise of A\$ 26M  
• oversubscribed by A\$ 10M  
• effective raise of A\$ 16M  
MarketCap of A\$ 300M  
as of 16 DEC 2015

FEB 2016  
the acquisition of  
AP Media Pte Ltd

2015

DMM & DMS  
merged to form  
DMC

>150 empowered brands  
>50,000 customer database  
>1 billion visits per year

2014

DMM

>100 countries reached  
>100M visits per month

DMS

Appointed IDA/CFC  
partner for  
ecommerce

2013

DMM, DMS  
incorporated  
respectively

# STONE



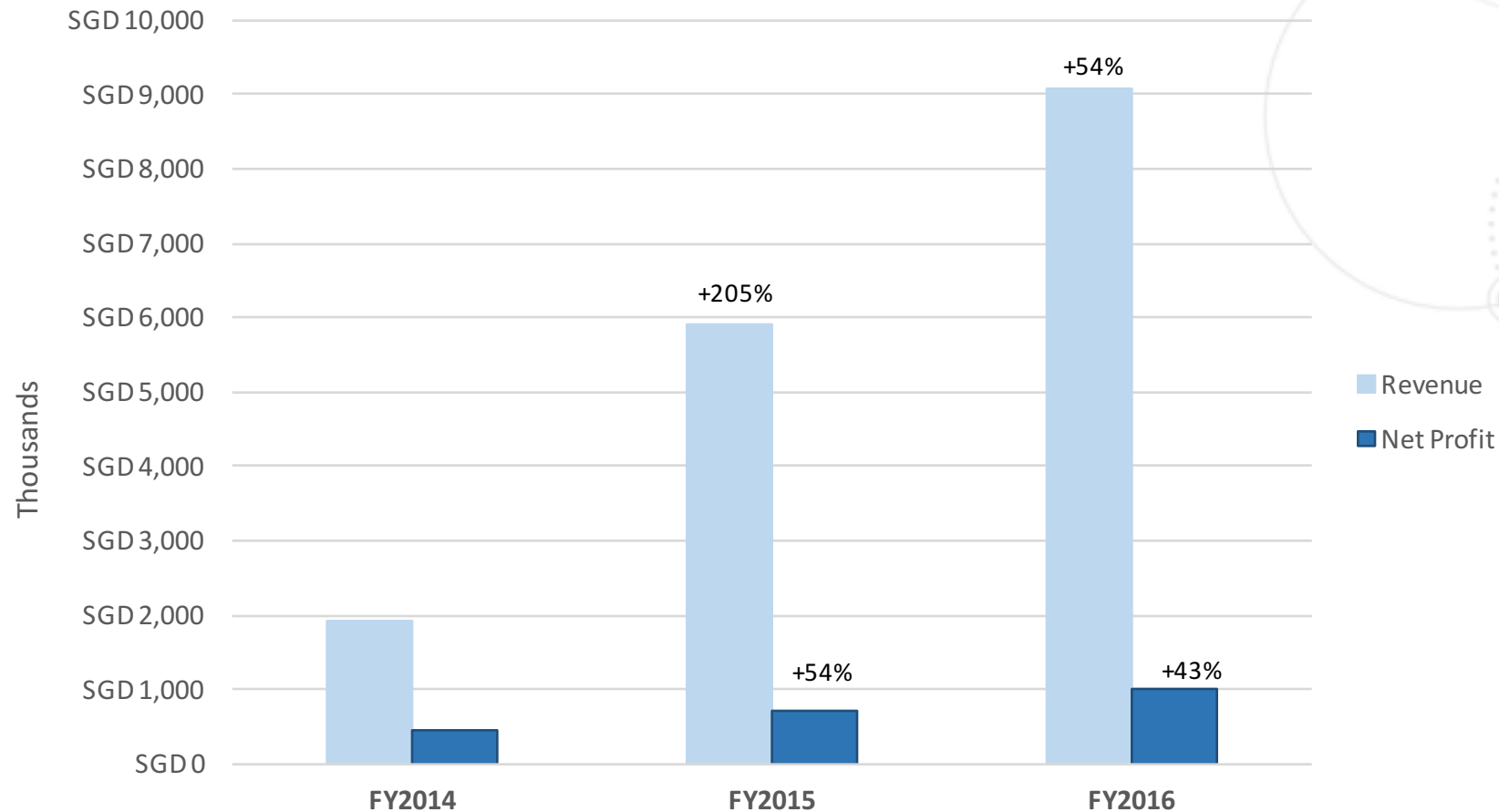


# Digimatic Group Financial Highlights





# Revenue & Net Profit Analysis FY14/15/16



	2014 *	2015 *	2016
Revenue	1,932,410	5,897,091	9,081,883
Net Profit	466,216	717,832	1,023,020

\* Past performances are extracted from Group Subsidiaries audited figures from Prospectus, which may not be directly comparable



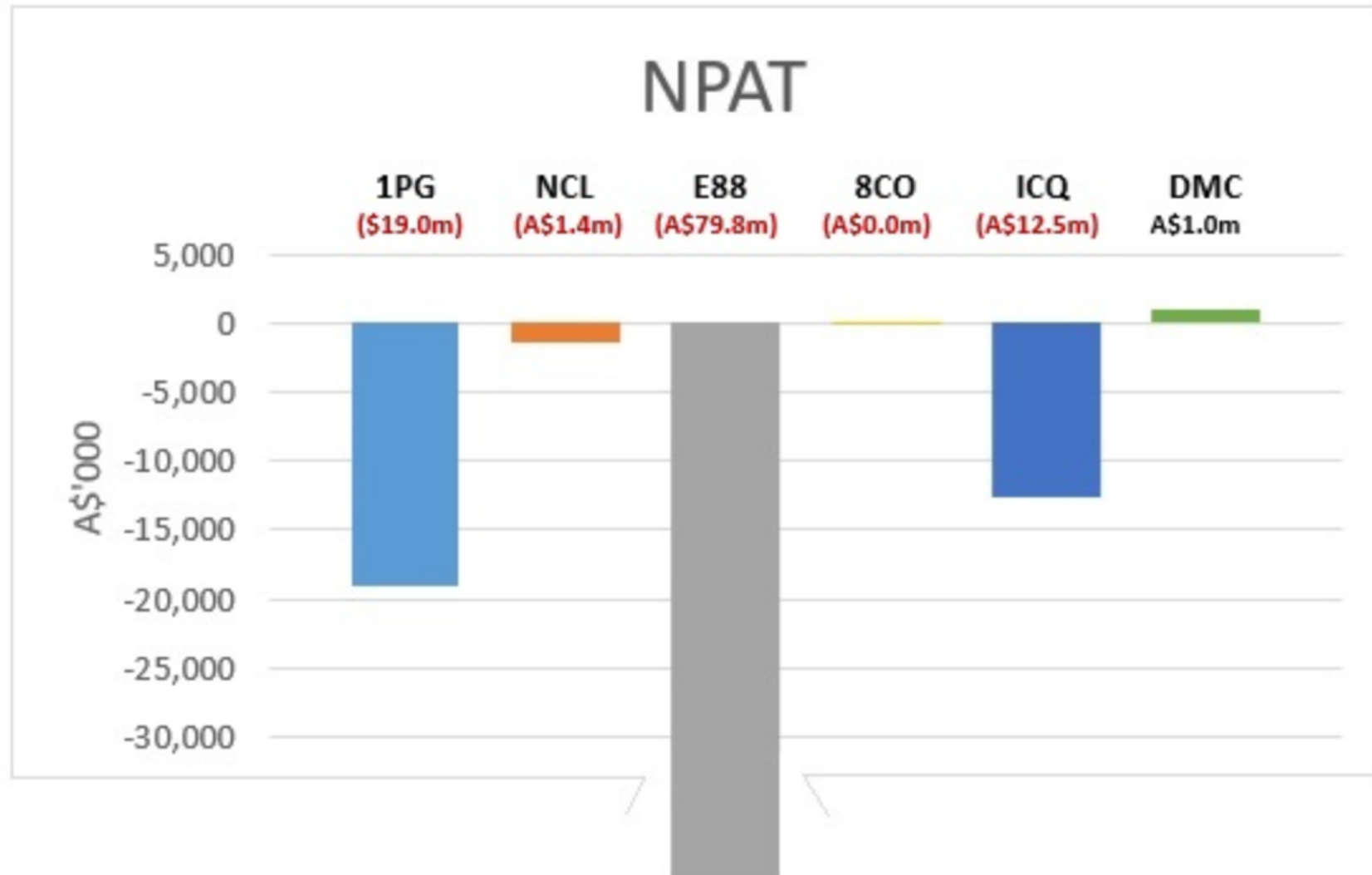


# Digimatic Group

## How We've Performed



# Net Profit After Tax vs Industry Competition



# What is **Digimatic** Group's Growth Plans?



# DIGITAL EVOLUTION JOURNEY

**TO BECOME A GLOBAL BRAND ENABLER  
THAT EMPOWERS BRANDS TO  
CONNECT TO THEIR CUSTOMERS IN  
THE MOST EFFECTIVE WAY**



# First 3 Years

STAGE  
01

DIGITAL  
TRANSFORMATION



VIA  
ENGINES  
OF GROWTH

BRANDING  
•  
MARKETING  
•  
TECHNOLOGY

Branding + Marketing + Technology that yields  
Return on Investment (ROI).



# In 5 Years

STAGE  
02

DIGITAL  
DISRUPTION

VIA

PLATFORMS  
OF GROWTH

FINANCIAL TECHNOLOGY  
(FINTECH)

•  
ADVERTISING TECHNOLOGY  
(ADTECH)

•  
COMMERCE TECHNOLOGY  
(COMTECH)



E-COMMERCE  
TECHNOLOGY





# In 10 Years

STAGE  
03

VIA

## THE CREATION OF AN ECOSYSTEM

DIGITAL  
REVOLUTION



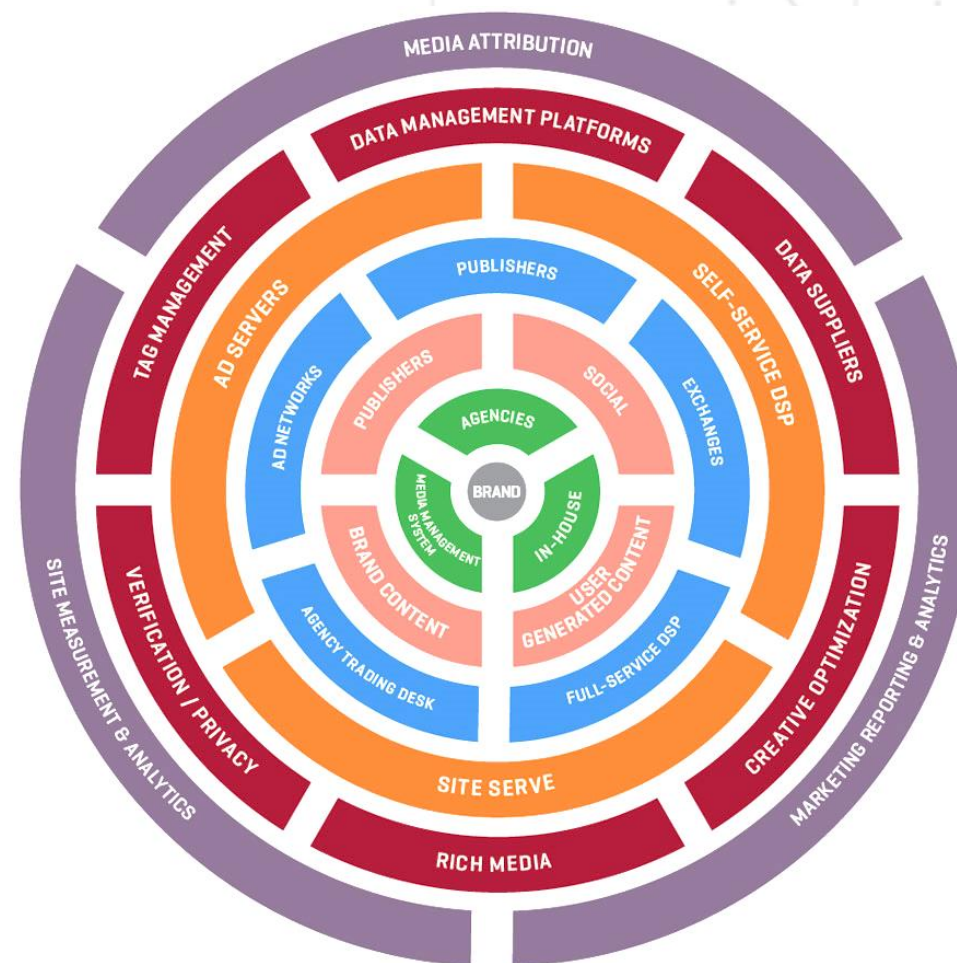
3 ENGINES

3 PLATFORMS

ROI BRANDING

•  
ROI MARKETING

•  
ROI COMMERCE





Digimatic Group

# DIGITAL EVOLUTION JOURNEY

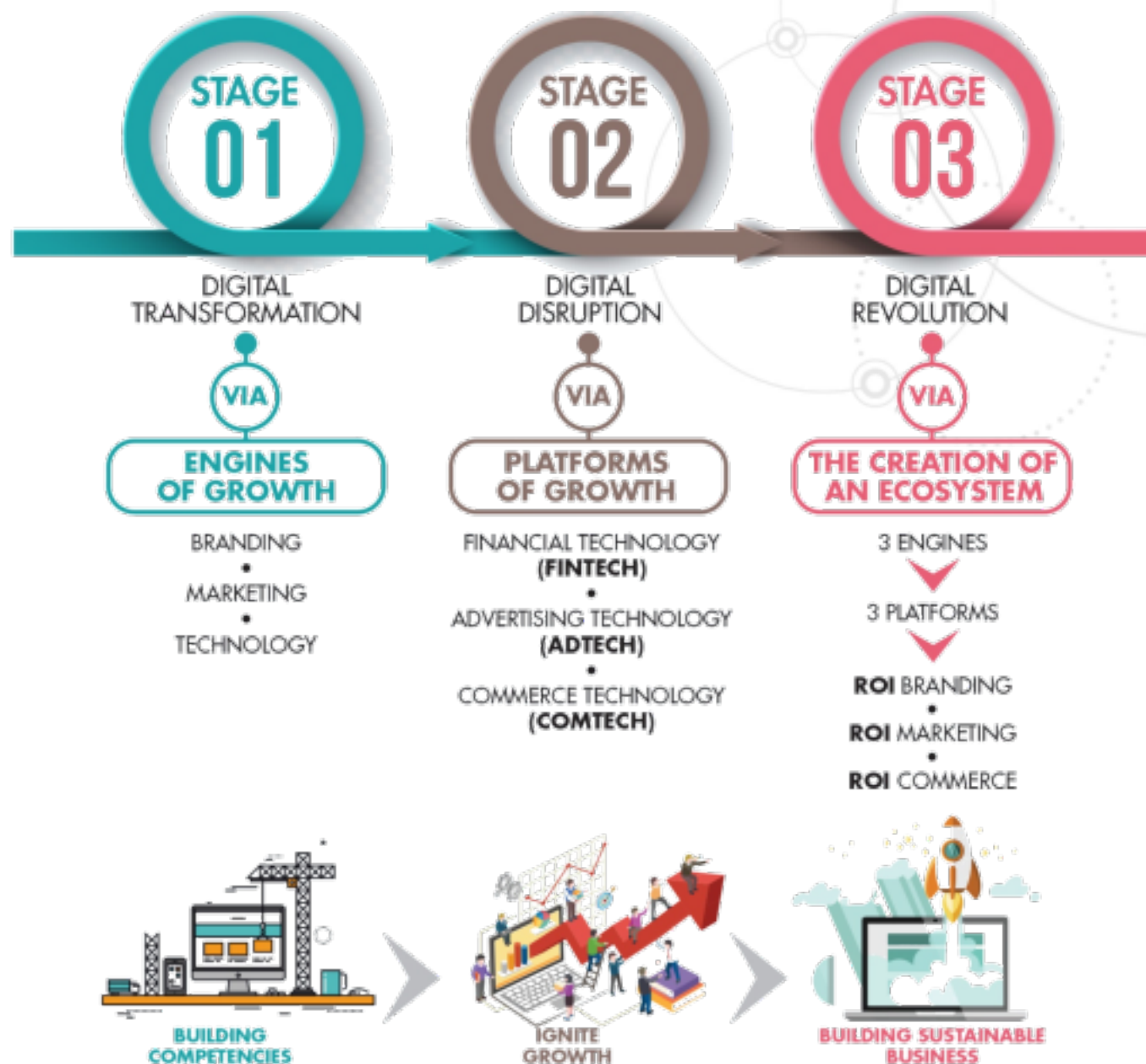
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Digimatic Group

HELPING BRANDS CONNECT

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# Thank You



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