

Digimatic Group

ANNUAL GENERAL MEETING 2016

HELPING
BRANDS
CONNECT

The Age of DIGITAL TRANSFORMATION



Video by The Futurist - <https://www.youtube.com/watch?v=ystdF6jN7hc>



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.



What is DIGITAL TRANSFORMATION?



Video Maxis 4G - <https://www.youtube.com/watch?v=sIRw21BoMi4>



Why DIGITAL TRANSFORMATION ?

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



marketing



The DIGITAL TRANSFORMATION Journey

Video by Datecon - <https://www.youtube.com/watch?v=8d32Ps1VYAk>



Digital Transformation - The Business World of Tomorrow



How Do We Do It?

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



Group Business Structure

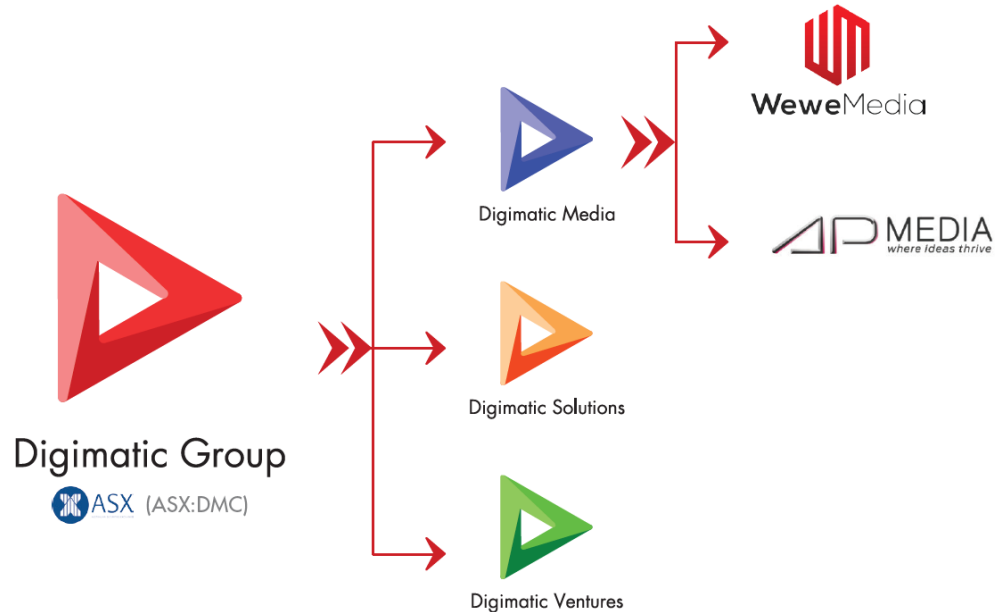
EMPOWERING DIGITAL TRANSFORMATION

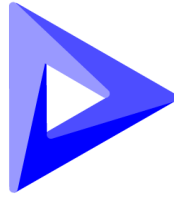
The Group is made up of 3 different entities:

- 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





Digimatic Media



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.

Sub-Brand



- Seminar Marketing via Digital Marketing
- Social Media Marketing / Web Marketing
- Investment Trainings & Seminars
- Leads Generation





Digimatic Media

Track Record:



Digital Marketing:
AMAZON.COM

Profile
Popular American eCommerce platform.

Offered Solutions
Online leads generation & sales conversion.

Results

- Reached: 206,055 audiences
- Users Acquired: 7,489 users
- Sales Generated: 3,044 sales



Digital Marketing:
VISTAPRINT.COM

Profile
Printing company.

Offered Solutions
Online leads generation & sales conversion.

Results

- Reach: 350,775 audiences
- Sales Generated: 5,454 sales



Events Management:
PROPERTY INVESTMENT PROGRAM

Profile
Popular property investment seminar.

Offered Solutions
Event marketing & management.

Results

- Leads Generated: 4,082 leads in 3 mths.
- Sales Generated: over \$300,000.

Case References:





Mencius Advanced
Property Investment



Ace Wealth Convention



Inner Qi Workshop





WeweMedia

NUMBERS = PERFORMANCE

We know advertisers and affiliates care a great deal about numbers. We do too.

18

Years of Experience

88

Million Clicks Daily

752081

Conversions Daily

168

Countries



Our Technology

Our machine learning robot processes complex algorithms based on many data metrics such as geos, carriers, OSes and more to serve the best performing offers and target the right users.

Every single campaign and offer we have assigned their unique own robots for maximum results.



Values

We place a huge emphasis on creating valuable relationships. Clients' interests are our foremost priorities.

Due to ever-changing landscape of our industry, we seek to stay lean, flexible, but robust, and constant learning to stay ahead.



Performance

Our numbers determine how well we have done.

We evaluate performance in terms of ECPMs, CRs, ROIs, revenue, RRs and more, KPIs that are important to our clients. We know data does not lie.



Innovation

We innovate to cater to the ever-changing industry and to bridge certain gaps. That is why we are constantly evolving, from manual optimization in our early days to developing and using machine learning technology now, as well as reinventing relevant products that take the fuss out of our clients.

Hence, Scan-X
Antivirus and Revolutionary
Monetizer was born.





WeweMedia

Our Distinguished Partners



facebook

inMOBI

twitter

adcash

Google

zeropark



Reach

Whether you are targeting Asia, Latam, Europe, US, or anywhere in the world, we have the best offers for you. Our monetizer's reach is truly global.



Performance

Our partners have reported consistent higher ECPMs and ROIs running our monetizer.



Offers

Our monetizer is made up of over 5000+ offers across ALL verticals and targeting. It does not matter whether you are targeting a specific OS or carrier, our monetizer is capable of churning out the best offers for your traffic.



Revenue

Daily revenue in excess of \$40,000! The numbers are still growing.



Super Optimized

Based on complex machine learning algorithms which analyze and evaluate many data metrics to deliver the best offers according to targeting. It constantly learns as it feeds on data, making it the super optimized monetizer robot it is today.



Stats

To help our partners target their traffic more efficiently, what better way to gain an insight of our weekly monetizer stats. [Download here.](#)

Case References:



glispa®

MUNDOmedia

yep
ADS





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.

Sub-Brand



- Video marketing – corporate videos, marketing videos, explainer videos and TVCs
- Interactive media and animation videos
- Visual media



- 360VR videos and video marketing
- 360VR video stills and walk-throughs
- Augmented reality games and applications





Wonderful Indonesia 2016
- 360VR / Video



DBS Digibank
- Video



360° Virtual Reality Video - NDP 2015 (SG50) - RSAF - 360VRasia.com

NDP2015 – 360VR

Case References:





Digimatic Solutions



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.



Easily List & Sell Products



Increase Brand Exposure



Increase Productivity



Increase Revenue

SHANG
CARTS

Your very own eStore with end-to-end concierge services. Inexperienced with online selling? We design, build and maintain your eStore for you. Leverage on our expertise to gain a digital foothold online!

SHANG
MARKET.COM

Our very own in-house marketplace that brings a little something for everyone. Don't have an eStore? Simply leverage on Shang-Market.com and reach out to millions online shoppers in Asia!

SHANG
GLOBAL

ShangGlobal lets you sell on popular global marketplaces without juggling with multiple accounts! List, sell, track and deliver via one centralised dashboard with real time inventory sync and updates.



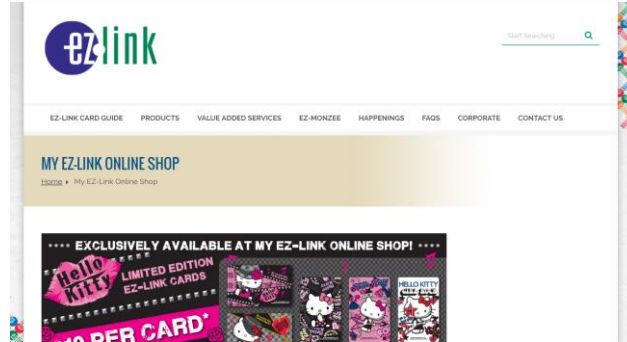


Digimatic Solutions

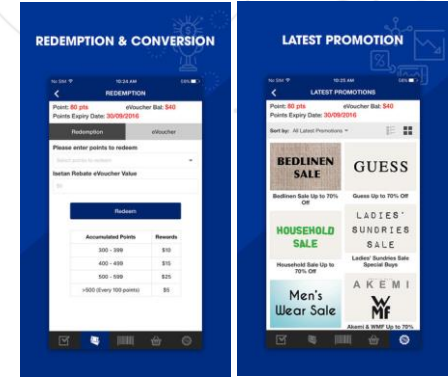
Track Record:



Wollo.co – eCommerce Fintech Website



Ez-link e-Store



Isetan – Rewards App

Case References:





Digimatic Ventures

STRATEGIC & SYNERGISTIC

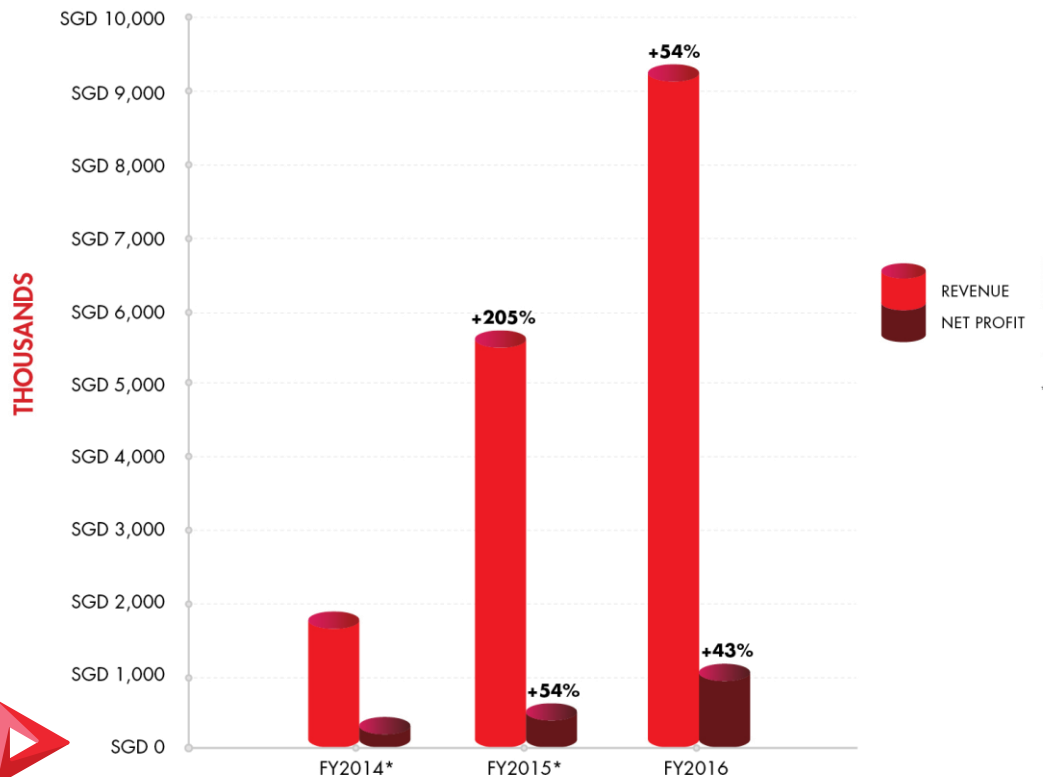
Digimatic Ventures assists businesses to scale to the next level through Mergers and Acquisitions, entrepreneurship, intrapreneurship and other forms of business developments within a local or global context.



What is **Digimatic** Group's Financial Performance?



REVENUE & NET PROFIT ANALYSIS FY14/15/16

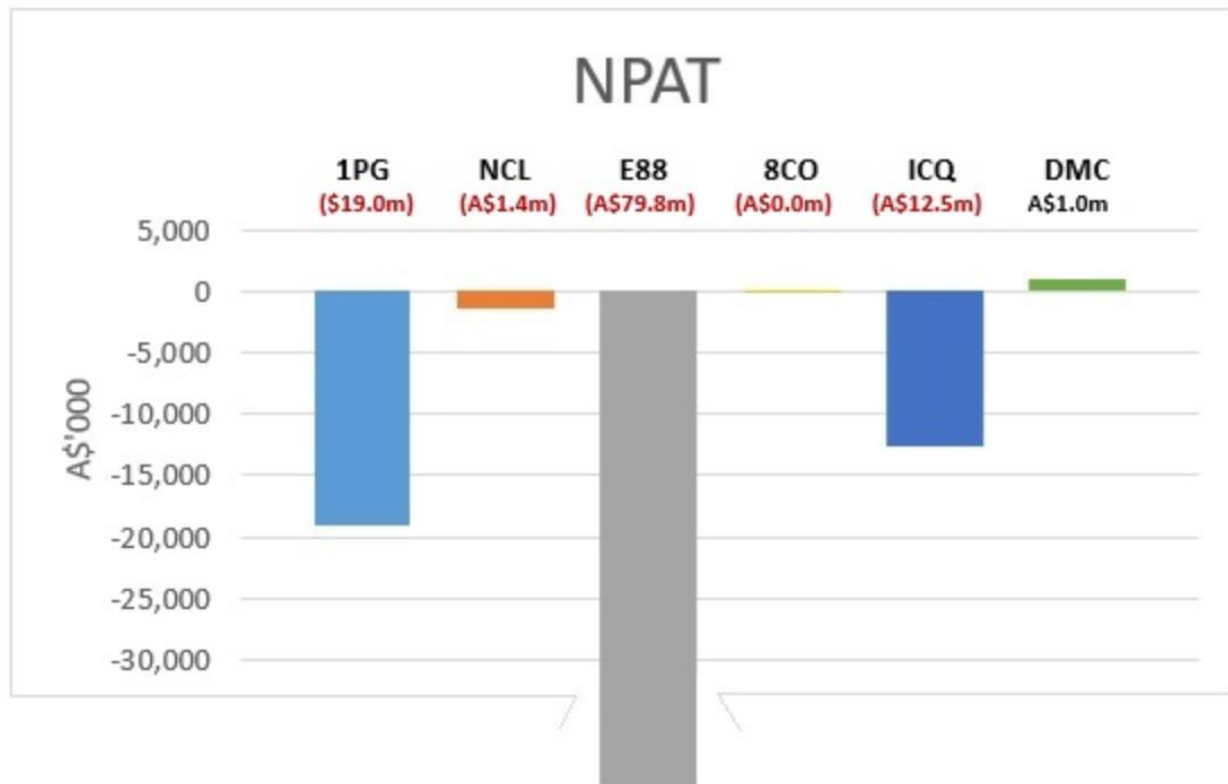


	2014*	2015*	2016
Revenue	1,932,410	5,897,091	9,081,883
Net Profit	466,216	717,832	1,023,020

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



Net Profit After Tax vs Industry Competition





What are the milestones of
Digimatic Group and what
have you accomplished?



DIGIMATIC GROUP LTD

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

DMC : Digimatic Group Ltd
DMM : Digimatic Media Pte Ltd
WWM : Wewe Media Group Pte Ltd
DMS : Digimatic Solutions Pte Ltd

Digimatic Group

2015
DMM, WWM & DMS
merged to form
DMC
>150 empowered brands
>50,000 customer database
>1 billion visits per year



16 DEC 2015

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

FEB 2016
DMC
the acquisition of
AP Media Pte Ltd

2014
DMM & WWM
>100 countries reached
>100M visits per month
DMS
Appointed IDA CFC
partner for
eCommerce

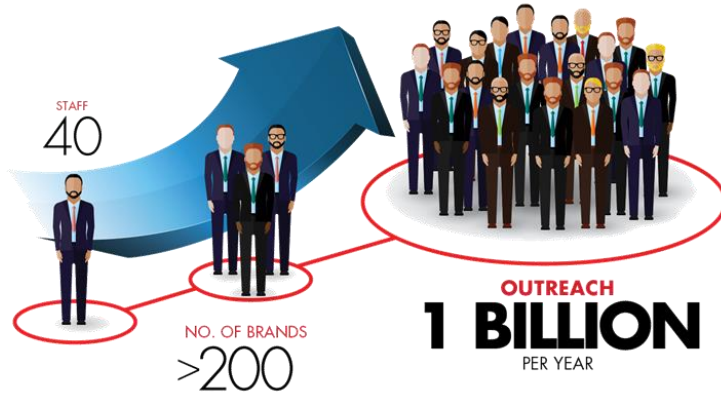
2013
**DMM, WWM
& DMS**
incorporated
respectively

MILESTONE

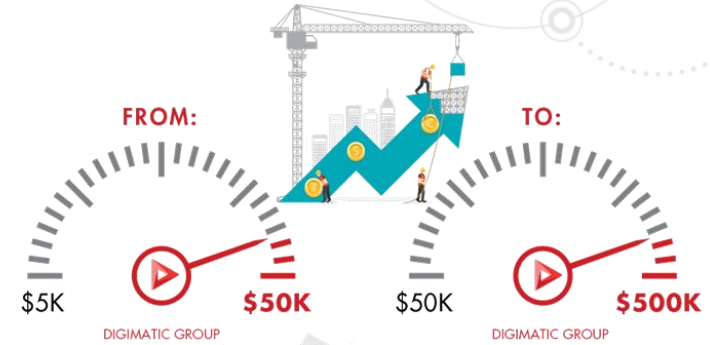
SIGNIFICANT BRANDS



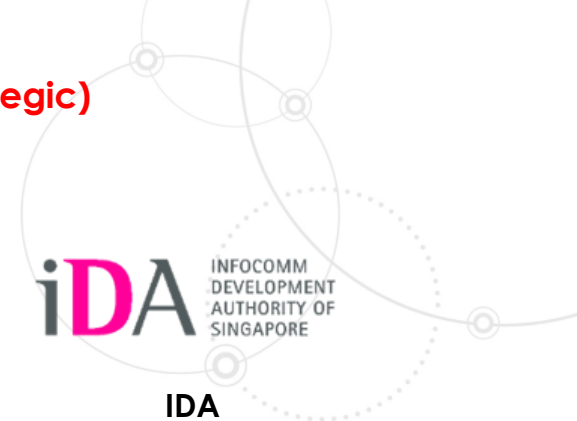
TOTAL BRAND OUTREACH



CONTRACT VALUES



The RIGHT Partnerships (Strategic) To Increase Conversion



IDA

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



Oracle Silver Partner

Resell Oracle Platform as a Service, Infrastructure as a Service and 1-Click Technology portfolio



Wincor Nixdorf

Reseller for Wincor's Solutions and also strategic partner for Wincor who also sells Digimatic's products/ solutions



ITAC Philippines

Reseller for Digimatic Group's solutions in the Philippines



PT Bank CIMB Niaga

Development of B2C eMarketplace platform for the Indonesian market for their merchants and their banking clients



ASC HK Ltd

Agreement with ASC HK Ltd via Fashionpro on the creation of an eMarketplace supported by HK government



The RIGHT Offering

To Increase AOV (Average Order Value)



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B2B Commerce

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



COUNTRIES PRESENCE



**MARKET
OUTREACH:**
USA

**MARKET
OUTREACH:**
Canada

**MARKET
OUTREACH:**
Netherlands

**MARKET
OUTREACH:**
Germany

**MARKET
OUTREACH:**
Estonia

**MARKET
OUTREACH:**
Cambodia

**MARKET
OUTREACH:**
China

**MARKET
OUTREACH:**
Hong Kong

HQ:
Singapore

**PARTNER
OFFICES:**
Malaysia

**PARTNER
OFFICES:**
Philippines

**PARTNER
OFFICES:**
Australia

**MARKET
OUTREACH:**
Italy

**MARKET
OUTREACH:**
Cyprus

**MARKET
OUTREACH:**
Spain

**MARKET
OUTREACH:**
India

**MARKET
OUTREACH:**
Thailand

**MARKET
OUTREACH:**
Vietnam

**MARKET
OUTREACH:**
Indonesia



Making the TRANSITION

From Engines to Platforms



BRANDING
•
MARKETING
•
TECHNOLOGY



FINANCIAL TECHNOLOGY
(**FINTECH**)
•
ADVERTISING TECHNOLOGY
(**ADTECH**)
•
COMMERCE TECHNOLOGY
(**COMTECH**)

卧龙网
把未来存起来

8I

ARK
Logistics & Transportation

ASC

CIMB NIAGA



Our Core Management Team



Lim Hui Jie
CEO



Ivan Ong
Exec Director



Clive Tan
Non-Exec Chairman



Zane Lewis
Non-Exec Director



Chung Pit Lee
CFO



Denis Koh
CIO

- Combined Experience of more than 50 years in Management Positions
- Unique Combination of Professional and Entrepreneurial Experiences



Thomas Wee
VP, Sales/ Marketing



The Subsidiaries



Jane Neo
MD, Digimatic
Media



Digimatic Media



Jozua Lee
MD, Digimatic
Solutions



Digimatic Solutions



Nick Tan
MD, AP Media



Aaron Tan
Managing Partner,
Wewe Media



WeweMedia



Ronny Lua
Managing Partner,
Wewe Media



WeweMedia



Danny Lua
Managing Partner,
Wewe Media



WeweMedia



Digimatic Group

HELPING BRANDS CONNECT

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Our Brand

“Digital + Automatic”

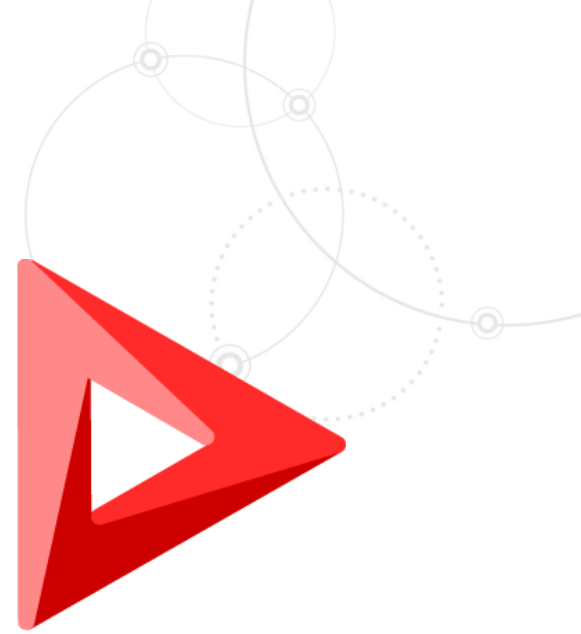
We combine explosive branding and digital marketing talents with reliable technology expertise that delivers ROI Branding, ROI Marketing and ROI Commerce.

Logo Inspiration

Inspired by the Penrose Triangle—three straight beams that meet at right angles to form a triangle. It represents 3 different business entities that combines to form a seamless synergy.

Corporate Colour

Red represents our passion and zeal to create a vibrant brand that is easily identifiable in the areas we operate in.



Digimatic Group





WATCH OUR **NEW** CORPORATE VIDEO

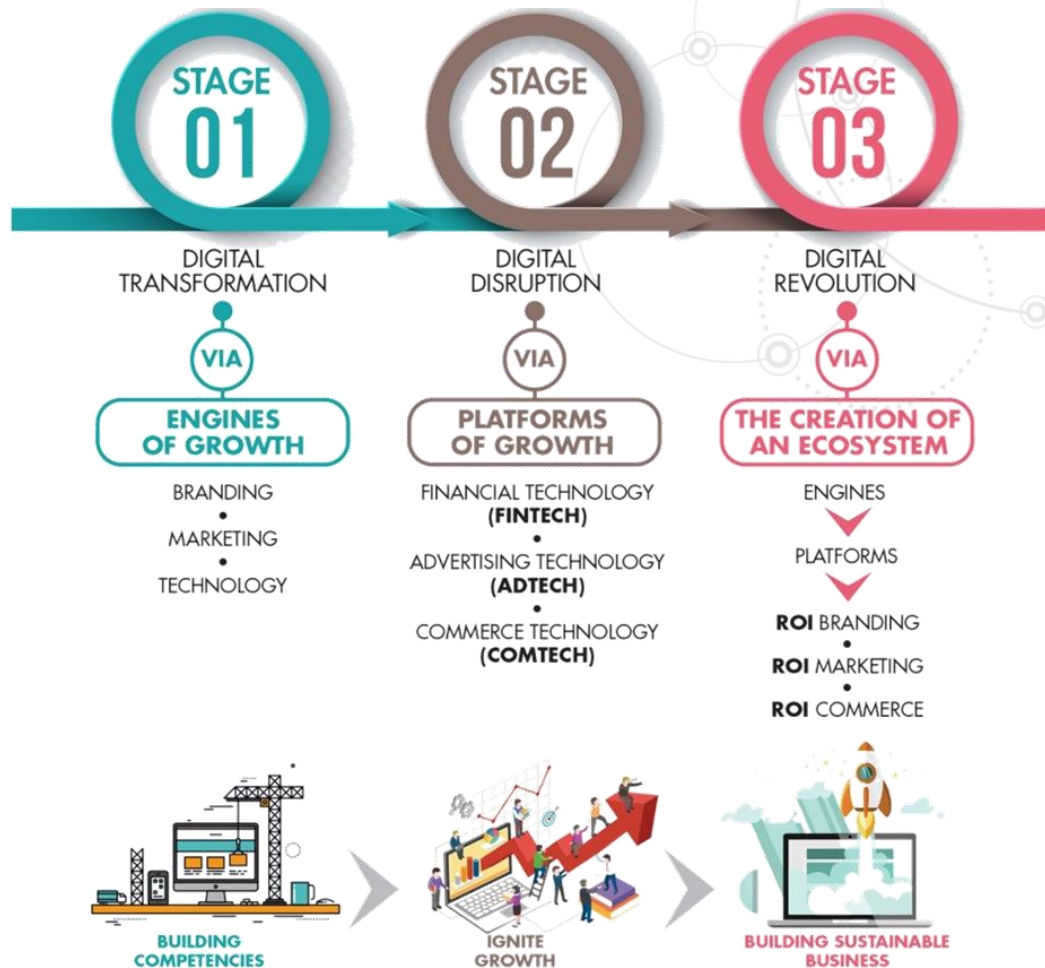




Digimatic Group

DIGITAL EVOLUTION JOURNEY

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



Q&A SESSION



Thank You



<https://www.facebook.com/digimaticgroup/>



<https://www.linkedin.com/company/digimatic-group-ltd>



@digimaticgroup

Address | 82 Ubi Ave 4, #06-04
Edward Boustead Centre,
Singapore 408832

E-mail | enquiry@digimaticgroup.com

Phone | +65 6385 5576

Web | www.digimaticgroup.com

