



ASX: IS3

# I SYNERGY GROUP LIMITED

FINANCIAL PERIOD ENDED 30 JUNE 2018 (H1 2018)  
OPERATIONAL UPDATE

[www.i-synergypgroup.com](http://www.i-synergypgroup.com)



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The background of the slide is a blurred office scene. A person in a dark suit is seated at a desk, their hands on a laptop keyboard. On the desk, there are several documents with colorful charts and graphs, a pair of black-rimmed glasses, and a smartphone. A bright window in the background creates a warm, golden light that filters across the scene. Two semi-transparent colored bars, one pink and one purple, are overlaid on the image to contain the text.

# **BUSINESS PERFORMANCE**

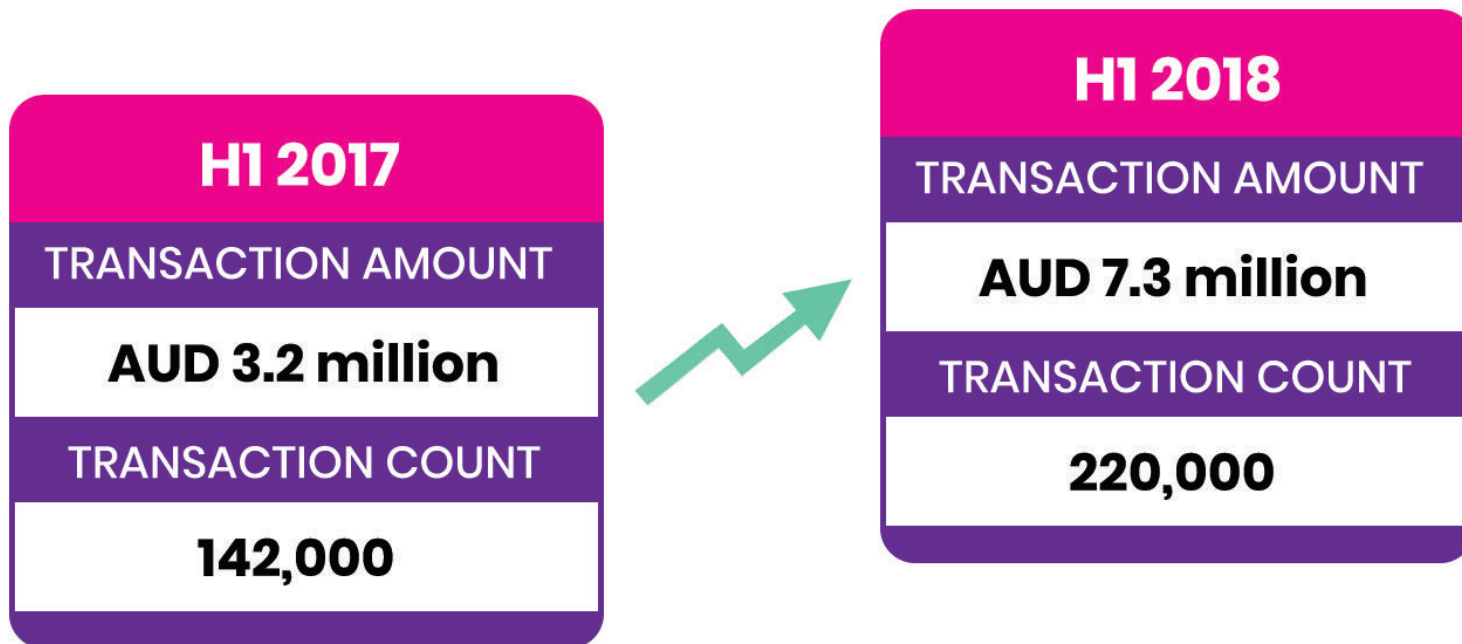
OPERATIONAL UPDATE



# TRANSACTIONS

# 128%

increase in the total transaction amount generated via our affiliate programs

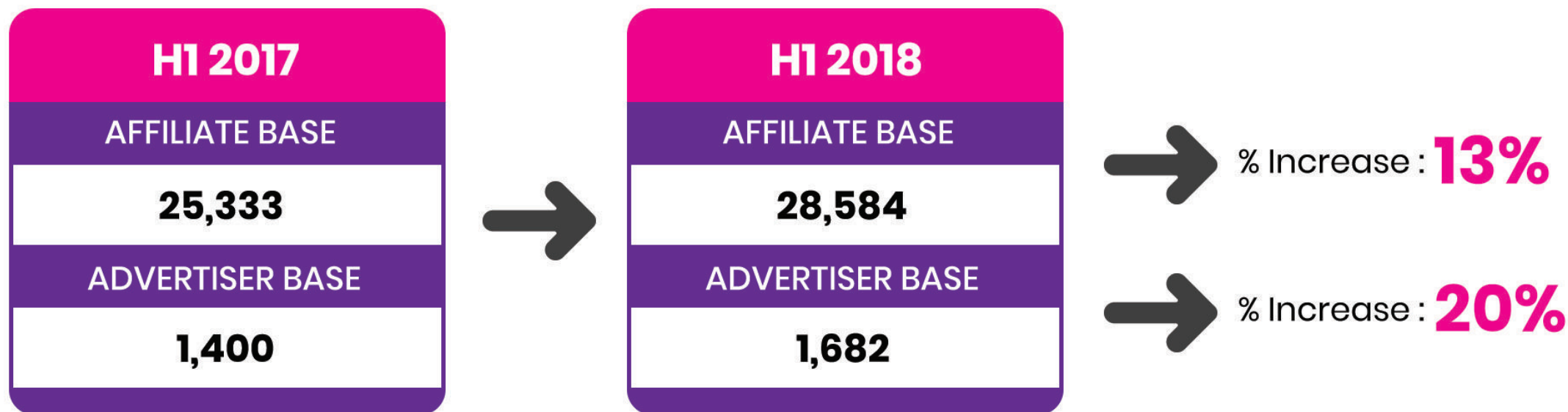


## Reasons for Increase :

- ✓ Participation of big brand advertisers
- ✓ The performance of our Indonesian anchor affiliate program, Smart\$aver.id, is gaining momentum
- ✓ Advertising initiatives

# STAKEHOLDERS

Growth of affiliate and advertiser base :





The background of the slide is a blurred photograph of a hand holding a white smartphone. The hand is in the foreground, and the background shows a shopping mall with people walking and store lights. A bright pink banner is overlaid on the left side of the image.

# OPERATIONAL HIGHLIGHTS

MOBILE-OPTIMISED & RETAIL FOCUS

# MOBILE-OPTIMISED

Launched a new mobile solution for our retail loyalty affiliate program,  
**MyKad Smart Shopper (“MSS”)**

- Available for both Apple IOS and Android devices
- Provides detailed and timely reports, including rewards and program transaction records
- Ease of adoption for merchants with the availability of the MSS merchant mobile application and QR code system to process transactions without the need for costly terminals





# RETAIL FOCUS



Harbour Mall Sandakan, a major Malaysian retail outlet, has signed on to MSS as a “flagship mall” client. Tenants of the mall include global brands such as Samsung, McDonald’s, The Body Shop and Levi’s.

Some of our new advertisers include :





# INDUSTRY OUTLOOK

INTERNET ECONOMY & REGIONAL OPPORTUNITY



# SOUTHEAST ASIA INTERNET ECONOMY



Expected to hit  
**\$88B**  
in 2025 <sup>[1]</sup>

**90%**

of advertisers said that affiliate programs are important to their overall marketing strategy

In The  
**US**  


affiliate marketing spend will increase by a CAGR of 10.1 per cent between 2015 and 2020, to an estimated

**\$6.8 billion** industry <sup>[2]</sup>

<sup>[1]</sup> Anandan, R. & Sipahimalani, R. 330 million internet users accelerating the growth of Southeast Asia's internet economy. (2017, Dec 12) Retrieved from <https://www.blog.google/around-the-globe/google-asia/sea-internet-economy/>







<sup>[2]</sup> Affiliate Marketing Industry to Grow to \$6.8 Billion Over Next Five Years. (2016, February 4). Retrieved from <https://mthink.com/affiliate-marketing-industry-grow-6-8-billion-next-five-years/>

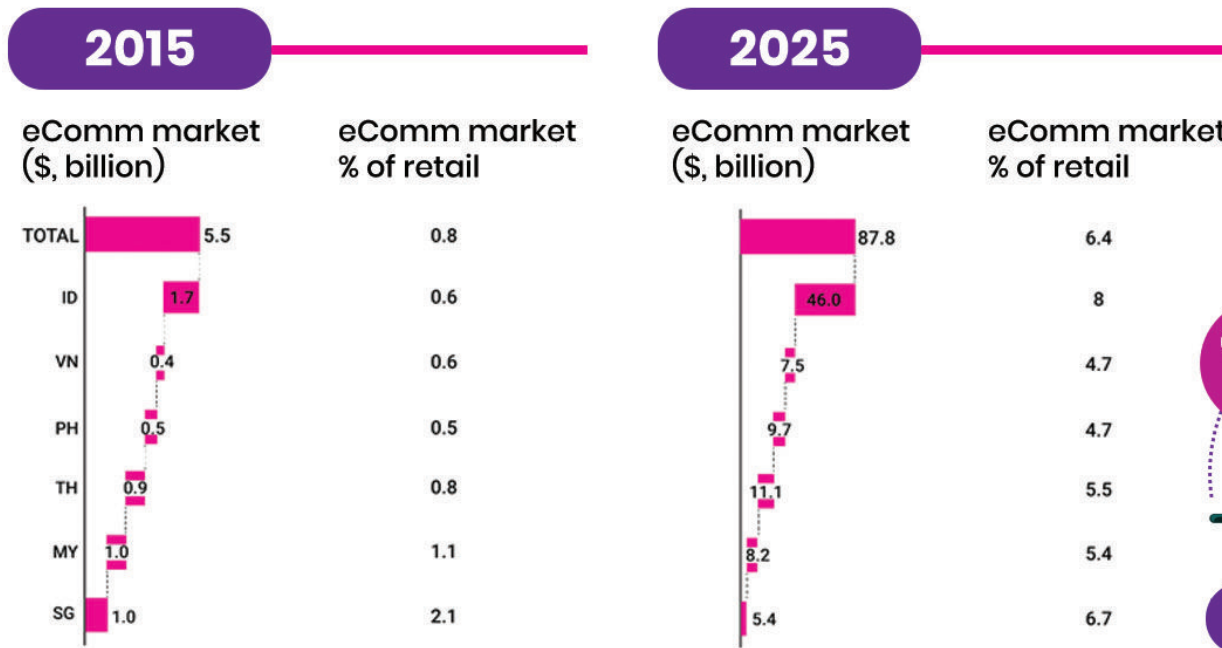
# REGIONAL OPPORTUNITY

## Population Size

By  
**2025**

each SEA country will have an eCommerce market >\$5 billion; Indonesia expected to reach \$46 billion <sup>[1]</sup>

	INDONESIA : <b>261M</b>
	VIETNAM : <b>92M</b>
	PHILIPPINES : <b>103M</b>
	THAILAND : <b>69M</b>
	MALAYSIA : <b>31M</b>
	SINGAPORE : <b>5M</b>



[1] Anandan, R. & Sipahimalani, R. 330 million internet users accelerating the growth of Southeast Asia's internet economy. (2017, Dec 12) Retrieved from <https://www.blog.google/around-the-globe/google-asia/sea-internet-economy/>

[2] ASEAN RETAIL: Overview, Trends, and Outlook, with a focus on SGX-listed Companies. (2016, June). Retrieved from [www.sgx.com/retailcluster](http://www.sgx.com/retailcluster)





# GROWTH STRATEGY

GEOGRAPHICAL EXPANSION & ECOSYSTEM DEVELOPMENT

ASX: IS3 | H1 2018 INVESTOR UPDATE



# GEOGRAPHICAL EXPANSION

Progress update on our business expansion initiatives:



AUSTRALIA – exploration of mergers and acquisitions as a stepping stone to tap into the Australian market.



THAILAND and THE PHILIPPINES – groundwork is being initiated with preliminary market research to identify opportunities.



# ECOSYSTEM DEVELOPMENT

Exploration of new tech features to provide superior platform offerings:

- E-Wallet/Mobile Payment Solution - a solution that facilitates transactions and payments—providing convenience for merchants and consumers
- E-Mall - an e-commerce marketplace that is designed to provide a venue for our offline merchants to participate in the online commerce landscape







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