

Digimatic Group

INVESTOR PRESENTATION

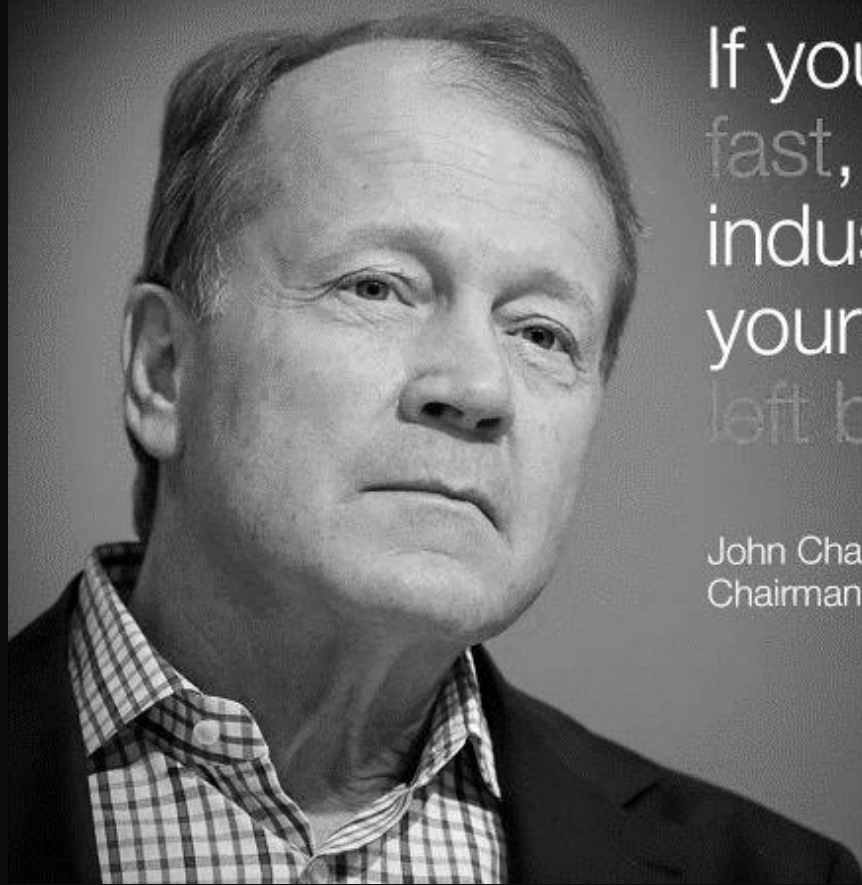
HELPING
BRANDS
CONNECT



Digital is the main
reason just over half of
the **companies** on the
Fortune 500 have
disappeared since the
year 2000

Pierre Nanterme
CEO of Accenture





If you don't innovate
fast, disrupt your
industry, disrupt
yourself, you'll be
left behind.

John Chambers
Chairman and Chief Executive Officer, Cisco, USA

“Change before
you have to.”
- *Jack Welch*





Digimatic Group

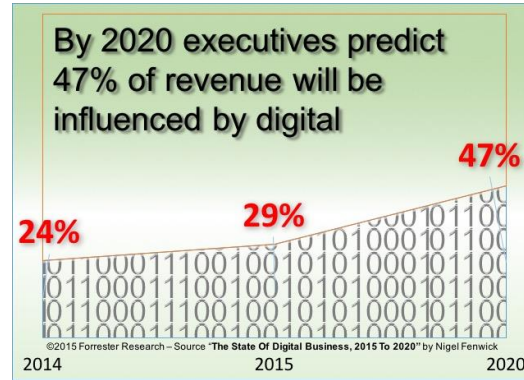
We Make Digital

Transformation

Effective and Sustainable

Why Does It Matter?

Global Internet Ad Spend To Overtake Traditional TV By 2020



As of 2015, 52.7 percent of the global mobile phone population accessed the internet from their mobile device.



Global B2C eCommerce sales to hit USD2.34 trillion by 2017



1.39 billion (46.4%) of global internet users will buy online by 2017



Worldwide IT spending is projected to surpass \$3.9 trillion in 2015, a 3.9% increase from 2014, and much of this spending will be driven by the digital industrial economy, according to Gartner



Why Does It Matter?

27% of senior executives rate digital transformation as now being “**a matter of survival.**”

– CapGemini Consulting

20% of market leaders will lose their dominant position to a company founded past year 2000 because of a lack of digital business advantage (Gartner)

ONLY 27% of today's businesses have a coherent digital strategy that sets out how the firm will create customer value as a digital business (Forrester)

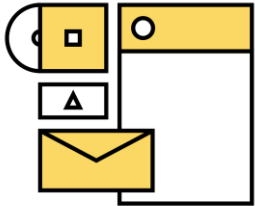
125,000 large organizations are launching digital business initiatives now and CEOs expect their **digital revenue to increase by more than 80% by 2020** (Gartner)



BIG JOURNEYS
BEGIN WITH
SMALL STEPS



We're Creating Unique End-to-End Solutions for Brands



BRANDING

Branding Your Business

- Relevant and Timely Research
- Crafting Compelling Brand Stories
- Creating Unique Identities
- Utilising Immersive Technologies in Your Brand Engagement



Setting Up The Right Technology Platforms

- Finalising the Requirements
- Ensuring Platforms Help Generate Revenue and Profitability for the Business
- Building a Unique Platform for Target Audience Engagement and Maximised Sales



Promoting Your Business

- Setting Up Marketing Channels
- Determining Your Target Audience
- Understanding Promotional Mechanics
- Deciding Budgets and Forms of Engagement





Digimatic Group

Our future is digital





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We Make A Difference By Focusing on What Matters



VIDEO MARKETING
IS THE FUTURE OF DIGITAL
MARKETING



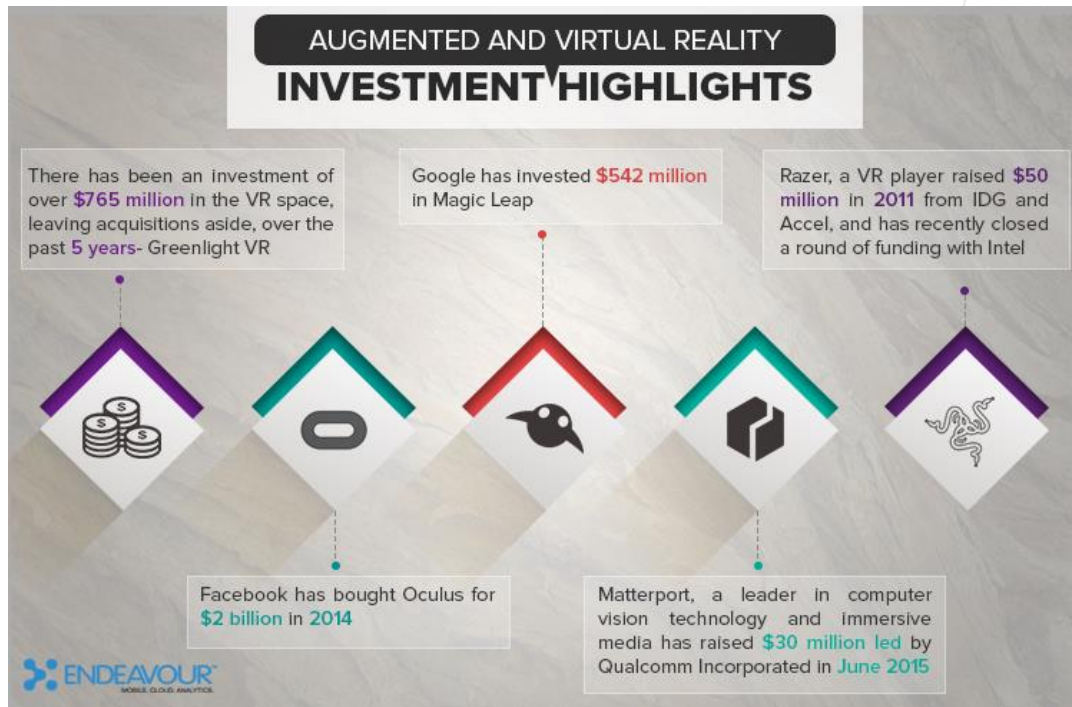
Digimatic Group



VIRTUAL REALITY

- 360VR Realistic Experiences via 360 stills / video
- Integrated touchpoints for eCommerce/ leads generation

We Invest in the Future



Digimatic Creatives



AUGMENTED REALITY

- AR Interactive / Game experiences to generate interest
- Future development to create stories and AR applications

Reality is all relative

A World of Curiosities to Unravel





Digimatic Group

We Create Compelling Stories



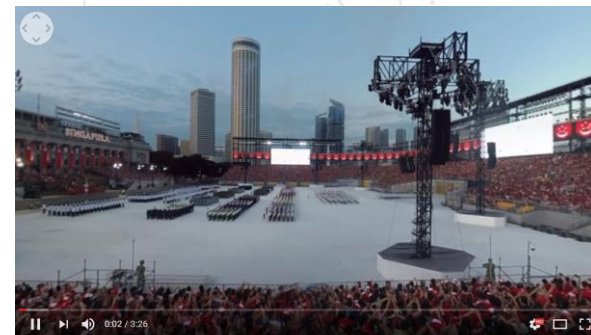
Digimatic Creatives



Wonderful Indonesia 2016
- 360VR / TVC



DBS Digibank
- Marketing Video



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

NDP2015 – 360VR showcase



La Vie Residences Cambodia
- 360VR/ Marketing Video



Sheraton Hong Kong
- 360VR Video



Digimatic Group

We Generate Value for our Clients



Digimatic Media



Pay-for-Performance

CPA (Cost-per-Acquisition)

- Ads run on CPA ad networks
- The **networks pick the sites and affiliates** that match your product
- Action tracked on your site
- Pay **fixed cost** only on defined acquisition

TOTAL BRAND
OUTREACH



Digital Marketing:
VISTAPRINT.COM

	Profile Printing company.		Offered Solutions Online leads generation & sales conversion.		Results • Reach: 350,775 audiences • Sales Generated: 5,454 sales
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Digital Marketing:
MCAFFEE ANTI-VIRUS

	Profile American global security software.		Offered Solutions Online leads generation & sales conversion.		Results • Reach: 268,802 Audiences • Sales Generated: 8,832 Sales
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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: 3,064 sales
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Digimatic Group

We Build Sustainable Technology Engines



Digimatic Solutions

PLATFORM & MANAGEMENT TOOLS

Redmine, Jira, Windows Azure, Amazon Web Services, Bitbucket, GitHub, HipChat, ERPNext, StarUML.

TECHNOLOGY

Web

- **PHP:** Zend, Yii, cakePHP, Symfony, Laravel, Phalcon
- **Online:** Magento, OpenCart, CS-Cart, WooCommerce
- **Payment:** Braintree, Paypal
- **nodejs:** Realtime API, Stylus, Less, Jade, Socketio
- **Database:** MYSQL, MSSQL
- **Others:** Cloud Deployment, API for Mobile, Customize,
- Extend Legacy System, etc



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 Group

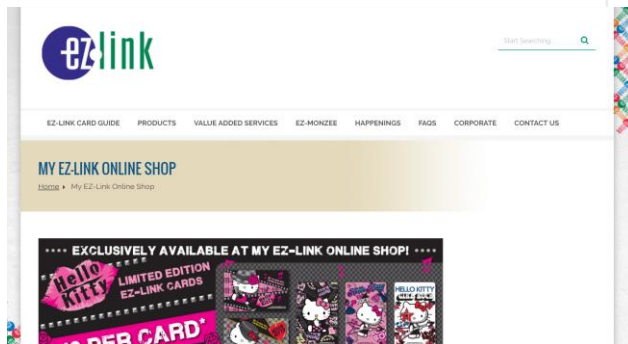
We Help Businesses Create Platforms



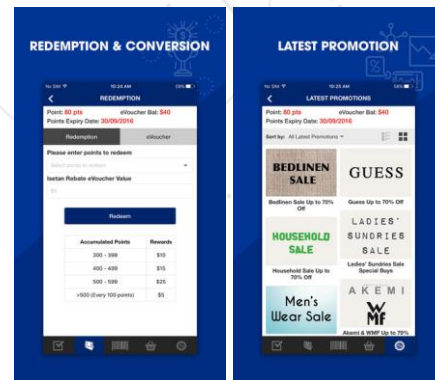
Digimatic Solutions



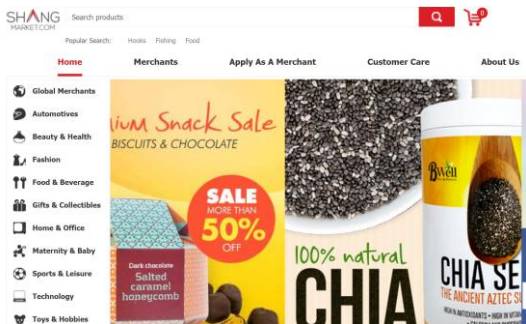
Wollo.co – eCommerce Fintech Website



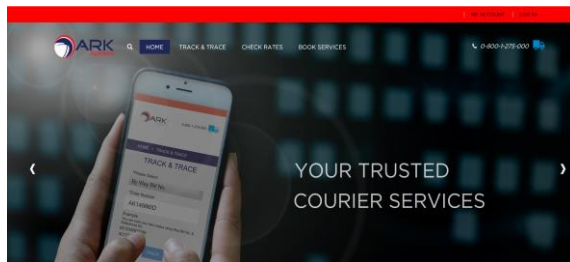
ez-link e-Store



Isetan – Rewards App



Shangmarket e-Store



ARK Xpress Logistics Provider
Matching Platform



CIMB NIAGA

CIMB eMarketplace



We Have Strong Operational Capabilities



Marketing

- Process Mapping & Setup
- Concept
- Create
- Communicate
- Customer Acquisition & Conversion
- Merchant Acquisition & Conversion

Commerce

- Process Mapping & Setup
- Platform Mgmt.
- Product Acquisition
- Product Mgmt.
- Omni-Channel Deployment & Mgmt.
- Channel Monitoring
- Optimization Customers, Merchants, Products

Payment

- Process Mapping & Setup
- Integration
- Finance Mgmt.
- Exchange Mgmt.

Fulfilment

- Process Mapping & Setup
- Integration
- Warehousing
- Packaging
- Delivery
- Logistics Mgmt.

CRM

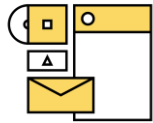
- Process Mapping & Setup
- Customer Profiling
- Campaign
- Customer Engagement
- Customer Support

Analytics

- Process Mapping & Setup
- Segmentation
- Predictive Analysis
- ROI Marketing
- ROI Commerce

How Different Is Digimatic Group?

1 **DMC** provides
THE ENTIRE VALUE CHAIN
with end-to-end solutions for
brands



BRANDING



MARKETING



TECHNOLOGY



RETURN ON INVESTMENT



2 **PERFORMANCE-BASED MODEL**

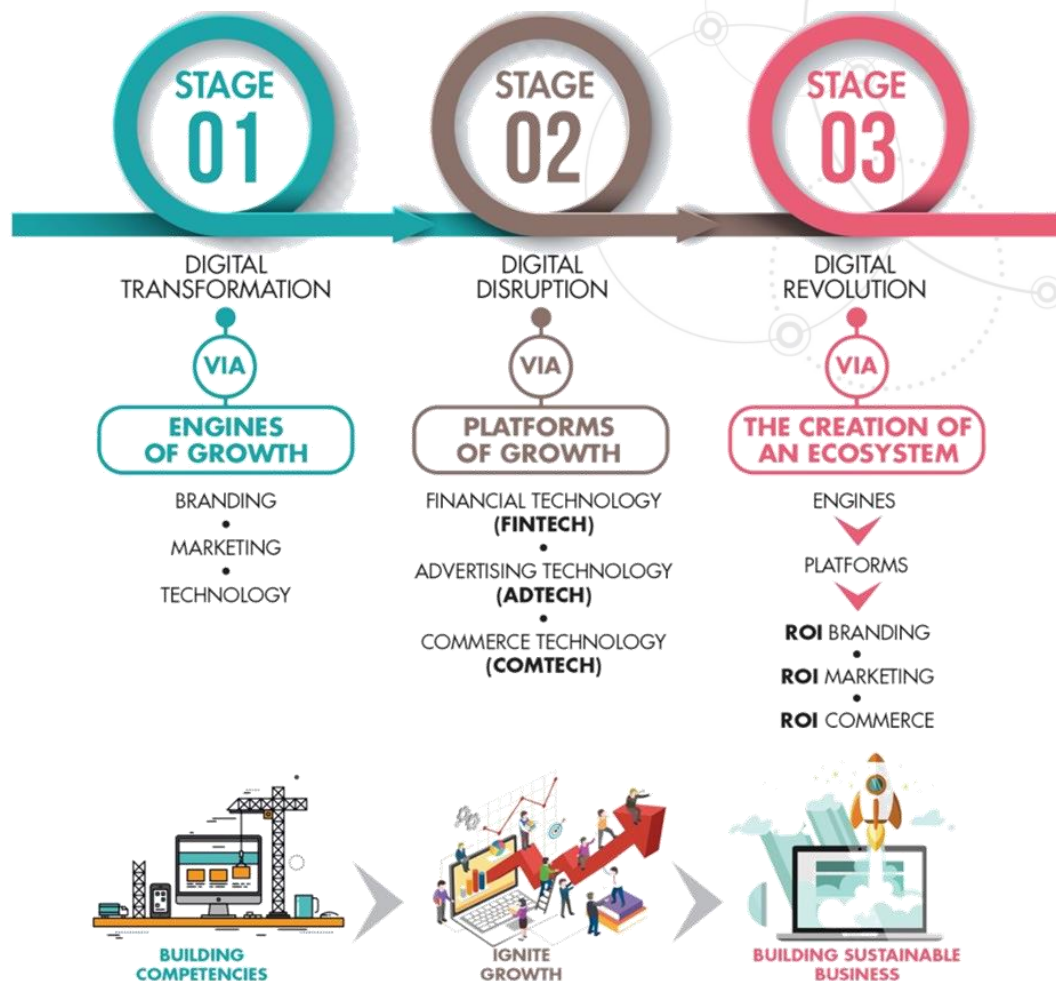




Digimatic Group

DIGITAL EVOLUTION JOURNEY

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





Digimatic Group

This Is What We Have Achieved

DIGIMATIC GROUP LTD

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

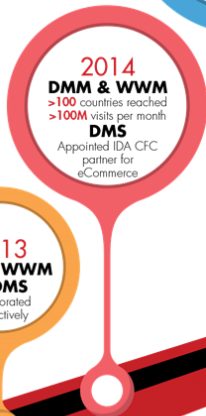
DMC : Digimatic Group Ltd
DMM : Digimatic Media Pte Ltd
WWM : Wewe Media Group Pte Ltd
DMS : Digimatic Solutions Pte Ltd



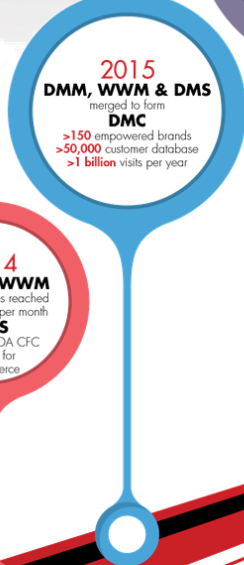
Digimatic Group



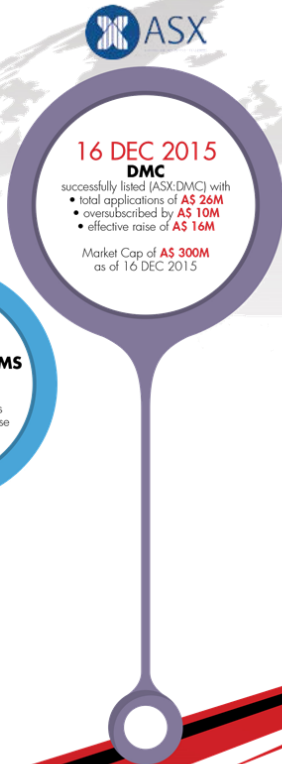
2013
DMM, WWM & DMS
incorporated
respectively



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



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 **AS 26M**
• oversubscribed by **AS 10M**
• effective raise of **AS 16M**
Market Cap of **AS 300M**
as of 16 DEC 2015



FEB 2016
the acquisition of
AP Media Pte Ltd



JUNE 2016
Digimatic Media
establishes office in Malaysia



JULY 2016
Digimatic Australia Pty Ltd
established in Melbourne



SEPT 2016
Anonymous Production Sdn Bhd
established in KL




OCT 2016
AP Media successfully
rebranded as
Digimatic Creatives Pte Ltd

WESTONE

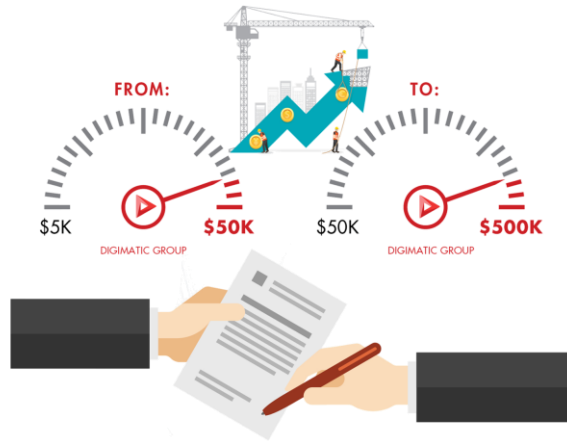
We Are Growing...

REVENUE & NET PROFIT ANALYSIS FY14/15/16

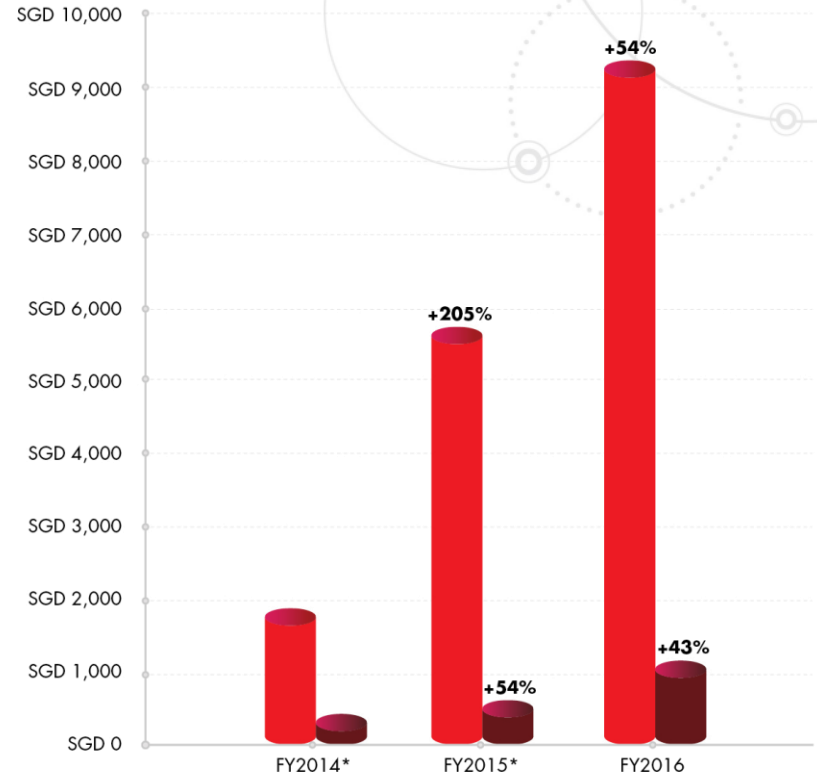
		2014*	2015*	2016
	REVENUE			
	NET PROFIT			
	Revenue	1,932,410	5,897,091	9,081,883
	Net Profit	466,216	717,832	1,023,020

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

CONTRACT VALUES



THOUSANDS



SIGNIFICANT
BRANDS





MARKET OUTREACH:
USA

MARKET OUTREACH:
Canada

MARKET OUTREACH:
Estonia

MARKET OUTREACH:
Germany

MARKET OUTREACH:
Netherlands

MARKET OUTREACH:
Cambodia

MARKET OUTREACH:
China

MARKET OUTREACH:
Hong Kong

HQ:
Singapore

SUBSIDIARY:
Australia

PARTNER OFFICES:
Philippines

SUBSIDIARY
(Office for Digital Media and Digital Creatives)
Malaysia

MARKET OUTREACH:
Italy

MARKET OUTREACH:
Cyprus

MARKET OUTREACH:
Spain

MARKET OUTREACH:
India

MARKET OUTREACH:
Vietnam

MARKET OUTREACH:
Thailand

MARKET OUTREACH:
Indonesia



The Partnerships We Forged



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



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.



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



Our Latest Project in Australia

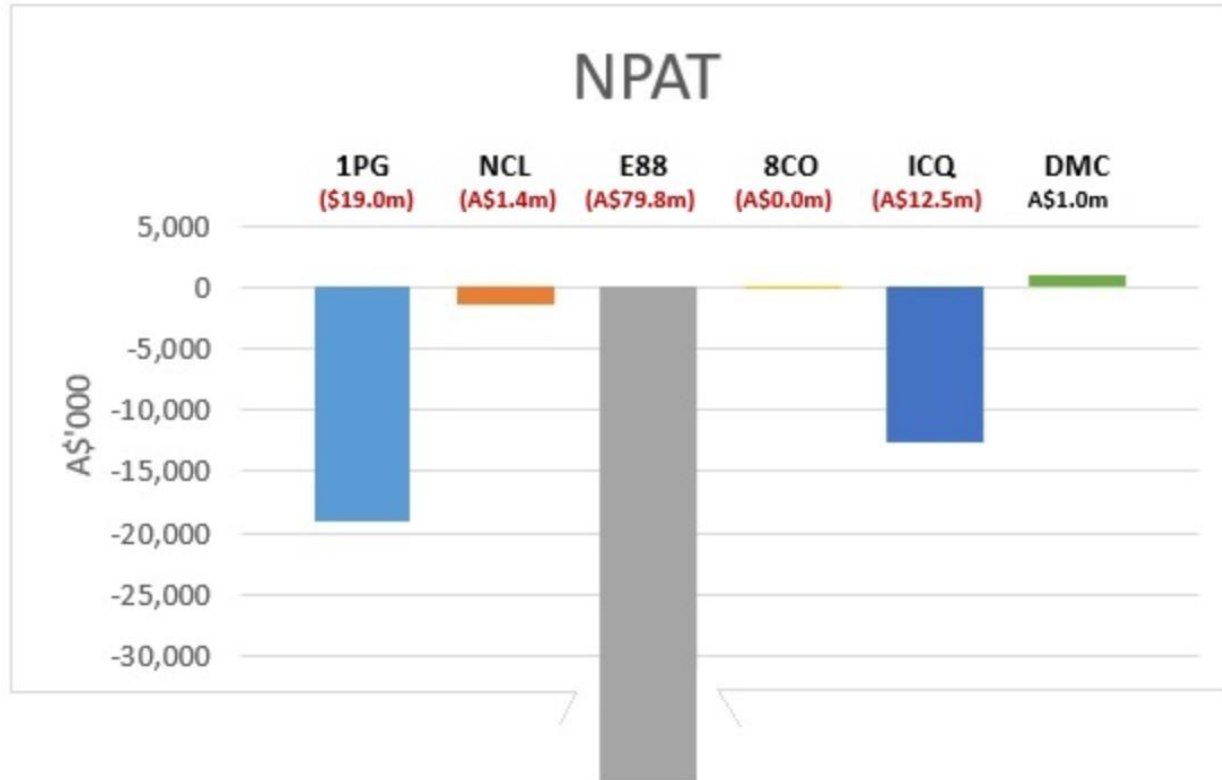


Helping Australia Post Merchants Reach out to Markets in Singapore, Malaysia and Indonesia

Employing a unique marketplace in a marketplace concept via an Australian Pavilion in Lazada to allow merchants selling Australian products to reach out to more markets via eCommerce



We Are Profitable



In Comparison to Other Listed Entities in the space of eCommerce, we have a sustainable and profit generating business model which is sound and proven





THE FUTURE IS DIGITAL

Q & A



Thank You



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



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



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