

# Netccentric Ltd (ASX: NCL)

ASX RELEASE

30 November 2020

## NETCCENTRIC LIMITED INVESTOR PRESENTATION

Netccentric Limited ("NCL") is pleased to enclose the following Investor Presentation.

This release was authorised by the NCL Board of Directors.

For more information, please contact:

Ms Angeline Chiam  
Chief Financial Officer, NCL  
Email: [angeline@netccentric.com](mailto:angeline@netccentric.com)

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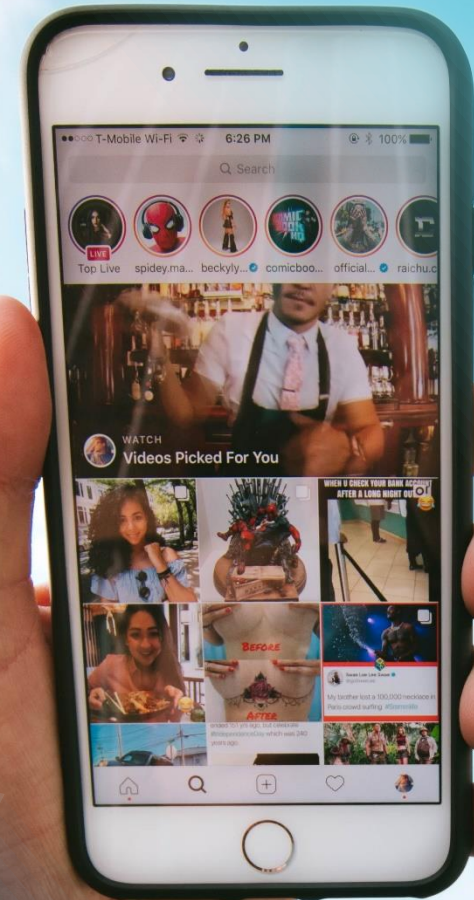
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**Netccentric**  
Limited

INVESTOR PRESENTATION

ASIA'S PIONEERING DIGITAL  
GROWTH ECOSYSTEM



NOVEMBER 2020

# Netccentric Ltd (ASX: NCL)



















A pioneering and established provider of social media influencer marketing solutions, rapidly commercialising an innovative social commerce platform

End-to-end expertise spanning **Influencer Marketing, Social Media Marketing, Performance Marketing, Video and Content Creation, and Social Commerce**

Using data and insights to **grow our diversified revenue streams** by empowering communities with innovative digital platforms

> 300 clients | > 13,000 influencers | 4 offices | 78 employees



MALAYSIA			SINGAPORE			TAIWAN		
 Jestinna Kuan IG @jestinna 231k followers	 Aisha Liyana IG @aishaliyana 202k followers	 Yana Samsudin IG @yanasamsudin 4.2mil followers	 Sonia Chew IG @soniachew 140k followers	 Chantalle Ng IG @chantalleng 113k followers	 Naomi Neo IG @naomineo 619k followers YT @Naomiluvyou 441K subscribers	 理科太太 Li Ke Tai Tai YT 1 mil followers	 這群人TGOP YT 3.2 mil followers FB 1.9 mil followers	 Nico品筠&Kim京燁 【那對夫妻】 FB 2.5 mil followers
 Mawar Rashid IG @mawarashid 3mil followers	 Izzue Islam IG @izzueislam 2.9mil followers	 Jordan Yeoh IG @jordanveohfitness 2.56mil subscribers	 Bong Qiuqiu IG @bongqiuqiu 290k followers	 Tan Jian Hao IG @@thejianhaotan 649k followers YT 4.29M subscribers	 Yoyo Cao IG @yoyokulala 397k followers	 搞神馬 YT 1.1 mil followers	 蔡河河 YT 2.4 mil followers FB 1.8 mil followers IG 1.5 mil followers	 蔡桃雙 IG 1.3 mil followers

Profitable, EBIT and operational cashflow positive with a growing core business:  
Providing our diverse client base of leading brands with results-focused growth strategies

# Corporate Snapshot

## Key Statistics

ASX Stock Code	NCL
H1 FY20 Revenue (December calendar year end)	SGD\$3.3M
Cash Balance (30 Jun 20)	SGD\$3.0M
Debt	Nil
Share Price (27 Nov 20)	AUD\$0.053
Shares on Issue	262.5M
Fully Diluted Market Cap	A\$13.9M

## Top Shareholders

Ganesh Kumar Bangah	220.9M (84.2%)
Citicorp Noms Pty Ltd	6.9M (2.6%)
BNP Paribas Noms Pty Ltd	6.1M (2.3%)
Tasec Noms (Asing) Sdn Bhd	4.6M (1.8%)
Tasec Noms (Tempatan) Sdn Bhd	2.9M (1.1%)
Total Top 20	256.0M (97.5%)

## Key Management Personnel

Ganesh Kumar Bangah	Executive Chairman
Joanne Chen	COO
Angeline Chiam	CFO
Daniel Wong	CTO
Kausern Hieu	Country Manager, Nuffnang Malaysia
Alin Chiu	Country Manager, Nuffnang Taiwan
Desmond Kiu	Founder, Sashimi Asia
Jerry Lim	Founder, Plata & Punta

## 12-Month Share Price History



# Experienced Board of Directors

**GANESH KUMAR  
BANGAH**

*Executive  
Chairman*



- Founder & former CEO of MOL Global Inc, first internet company in Southeast Asia to be listed on NASDAQ (2000 - 2015)
- Ernst & Young Technology Entrepreneur of the Year Malaysia 2012
- Former Chairman of the National Tech Association of Malaysia (PIKOM) (2017 - 2019)
- Founded Commerce.Asia; an All-In-One eCommerce Ecosystem in 2017

**JOANNE KHOO**

*Independent  
Non-Executive  
Director*



- More than 23 years of experience in corporate finance and business advisory services
- A Certified Public Accountant by CPA Australia since 1999 and a Chartered Accountant under the Malaysian Institute of Accountants
- Executive Director of Bowmen Capital Private Limited and Independent Director of SGX-listed Teho International Inc Ltd, Excelpoint Technology Ltd and ES Group (Holdings) Limited

**ROBERT  
SULTAN**

*Independent  
Non-Executive  
Director*



- Former member of the Australian Takeovers Panel as well as former partner of international law firm, Norton Rose Fulbright Australia, with 30 years of experience in M&A, corporate advisory and corporate governance
- Director of the Gourlay Family Office and Charitable Trust which, in conjunction with Trinity College Melbourne, established and endows the Gourlay Visiting Professorship of Ethics in Business

**DARREN  
COOPER**

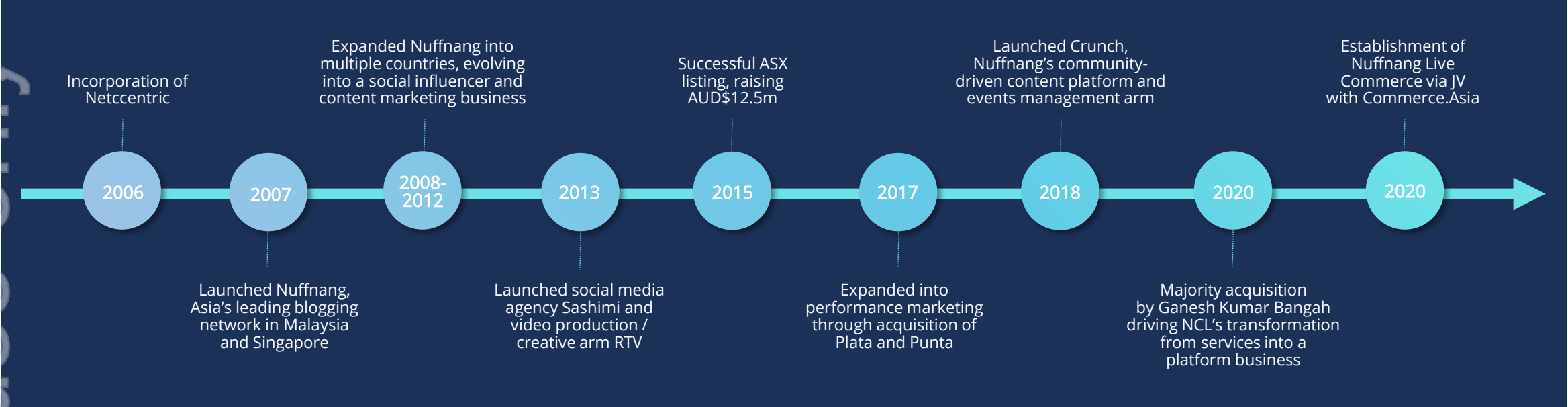
*Independent  
and Non-Executive  
Director*



- Board Chair of The Go2 People Ltd (ASX: G02) and Spectur Ltd (ASX: SP3) and Deputy Board Chair of Foundation Housing Ltd
- Managing Director of a private consulting business
- Over 25 years' senior executive management experience

# Diverse Blue-Chip Customers

ATTRACTED AND RETAINED OVER 14 YEARS



# Our Ecosystem: End-to-End Growth Solutions

NCL PRODUCT	ROLE	H1 2020 REVENUE CONTRIBUTION
Nuffnang	Social Influencer and Content Marketing Platform	60%
Sashimi/Dejitaru	Social Media-Focused Digital Marketing Consultancy	24%
Plata & Punta	Performance Marketing and Optimisation	12%
Others	Video Production and Marketing, Events Management	4%
Nuffnang Live	Live Commerce Platform	<b>New Product</b>



# A Comprehensive Platform to Serve A Large Market

FIRST-MOVER ADVANTAGE SECURED WITH A FAST-GROWING MARKET OPPORTUNITY

The size of the global influencer marketing platform market is expected to grow from US\$5.5 billion in 2019 to US\$22.3 billion by 2024, at a Compound Annual Growth Rate of 32.4%.



Asia Pacific is set to lead this growth, becoming the world's largest influencer marketing platform market by 2024.<sup>1</sup>





# Nuffnang - Influencer Platform

Connecting clients to more than 13,000 influencers, key opinion leaders, celebrities and content creators who offer collective reach to more than 20 million engaged social media followers throughout Southeast Asia.

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 OUR COMPETITIVE SOLUTIONS WE OFFER  
 ADVANTAGE

<p><b>Influencer Engagement</b></p> <p>Finding the right social influencers to showcase how they integrate a client's product or service into their everyday life.</p> <p>Revenue is generated from brands based on Influencer Engagement Fees which are shared with the influencer.</p>	<p><b>Brand Ambassadorship</b></p> <p>Negotiating, securing and managing celebrities and top influencers for mid to long-term brand endorsements.</p> <p>Revenue is generated based on Influencer Management Fees which are shared with the influencer.</p>	<p><b>Brand Advocates Programme</b></p> <p>Building &amp; curating a community of influencers with large followings and a strong love for a client's brand. This community will be the leading voice for the brand in the social space.</p> <p>Revenue is generated based on a monthly retainer.</p>	
<p><b>Experienced and Established</b></p> <p>We have launched thousands of influencer and content campaigns, negotiated some of the biggest A-listed celebrity ambassadorship programmes and have produced award-winning YouTube online videos.</p>	<p><b>Deeper Insights</b></p> <p>We are the only company of our kind to use sophisticated analysing tools for campaign planning and reporting.</p>	<p><b>Market Share</b></p> <p>Over the past 13 years we have built the largest social media influencer community in Asia; from celebrities to thousands of micro and nano influencers. The size of this community presents a formidable barrier to entry.</p>	<p><b>Ideas First</b></p> <p>We do not just 'supply', but we provide idea-driven solutions; integrating influencers, video, design and content to leverage the full Netccentric growth ecosystem.</p>



# Strategic Expansion – Nuffnang Live Commerce

A new platform turning the engagement between influencers and followers into revenue and sales.  
Fusing e-commerce with livestreaming creates a positive network effect, showcasing influencers promoting products and services.



Integrating our influencer community and the eCommerce infrastructure of our JV partner, Commerce.Asia, we provide an end-to-end live video commerce solution from live video production through to payment and fulfilment.

SOLUTIONS WE OFFER

## Nuffnang Live Pro

Freemium Software-As-A-Service (SaaS) platform automating the sales process for current live commerce sellers to enable them to sell efficiently over Facebook. **Revenue expected to be earned from transaction fees and monthly subscription fees, expected to start in Q1 CY21.**

## Nuffnang Live Business

A one stop solution for businesses to sell over Facebook Live without the headaches and missteps. Our team of professionals will manage the Facebook Live selling end-to-end, enabling businesses to sell with ease. **Revenue is earned through setup fees and margin on product sales.**

## Nuffnang Live Marketplace

Nuffnang Live Marketplace (launching Q1 2021) will be a platform linking current Live Commerce Sellers to product owners, enabling professional Live Commerce Sellers to sell on their behalf. **Revenue expected to be earned through % fees charged on product sales.**

OUR COMPETITIVE ADVANTAGE

## “Entertainmerce” Formula

With our management know-how and consultancy experience, we can design and customise live show formats driven by charismatic influencers to encourage spontaneous buying.

## Portability and Flexibility

Our live production can be conducted anywhere e.g. in a retail outlet. With Facebook Live as the main channel, brands can choose the time slots they want vs. limited and expensive slots available via home shopping networks.

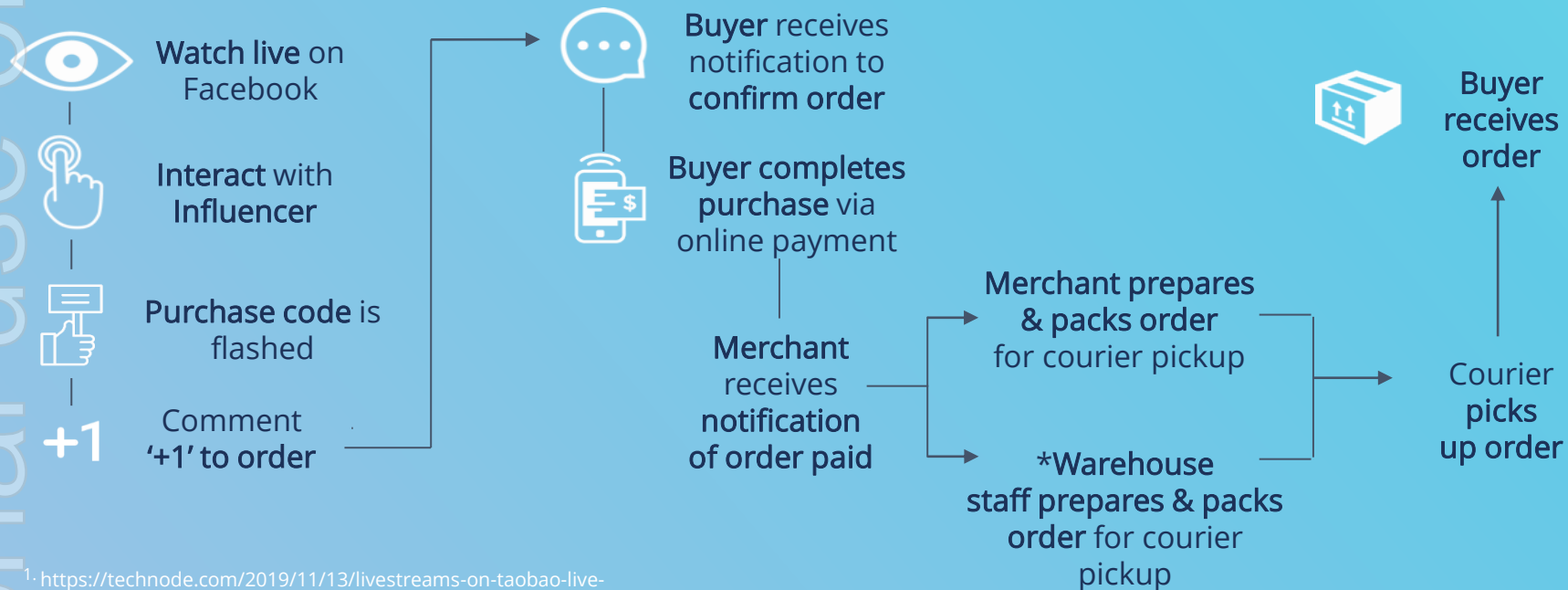
## Live and Interactive Dashboard

Our proprietary automated platform allows convenient checkout and online payment functions, ensuring a better user experience for both sellers and buyers.

# Strategic Expansion – Nuffnang Live Commerce

A FULLY INTEGRATED AND SEAMLESS END-TO-END LIVE COMMERCE EXPERIENCE

OUR PLATFORM SOLUTION IS API INTEGRATED WITH FACEBOOK TO PROVIDE A SEAMLESS USER INTERFACE FROM LIVE VIDEO PRODUCTION AND STREAMING TO AUTOMATED ORDER MANAGEMENT, ONLINE PAYMENT AND FULFILMENT.



<sup>1</sup> <https://technode.com/2019/11/13/livestreams-on-taobao-live-earn-rmb-20-billion-in-sales-on-singles-day/>

**WE EXPECT THIS INDUSTRY TO GROW EXPONENTIALLY IN THE YEARS AHEAD:** In 2018, live commerce generated over RMB100bn (AUD\$20.9bn) in transactions on Taobao, Alibaba's premier c2c ecommerce marketplace in China. On Singles Day in 2019 alone, live commerce generated RMB20 billion.<sup>1</sup>

# Rounding Out Our End-to-End Marketing Platform

CLOSING THE REVENUE LOOP FOR OUR CLIENTS



Sashimi is our full service digital agency, providing clients with holistic digital marketing solutions for web and mobile. Sashimi complements Nuffnang by helping businesses to **build a brand and drive sales online**, delivering best-in-class content, design and campaign management: all of a client's digital marketing needs under one roof. Revenue is earned through monthly retainers, content production fees and project fees.



Through Plata & Punta, we provide **Digital Performance Marketing services**: consulting with Tier-1 digital advertising clients to build and enhance their marketing strategies and efforts, **turning data into actionable insights**. From strategising through to planning and execution, we seek the best possible channel to meet the desired campaign outcome. **Revenue is earned through monthly retainers and/or management fees (%) charged on advertising spent.**

COMPLEMENTARY SERVICES ENHANCE OUR VALUE TO INFLUENCERS, BRANDS AND CONSUMERS



Research and Data Analytics



Digital Campaign Management



Consultation



Web/App Developments



Social Media Management



Content Development



Paid Media & Digital PR



Design

# Case Studies & Success Stories

## NUFFNANG

An FMCG beverage brand's share of voice was under threat during the Covid Lockdown. We were tasked with strengthening the brand as a versatile commodity amongst consumers.

THE RESULTS

- 2 MILLION+**  
Total audience on Facebook and Instagram
- 20%-22%**  
Engagement Rate (Benchmark: 5%-7%)
- 2K**  
Saves and Shares (Benchmark: 200-300)

- VIRALITY**  
Postings appearing on audience's Instagram's Explore Page
- POSITIVE AUDIENCE SENTIMENT**  
Recorded in postings' comments with users indicating interest to try recipes

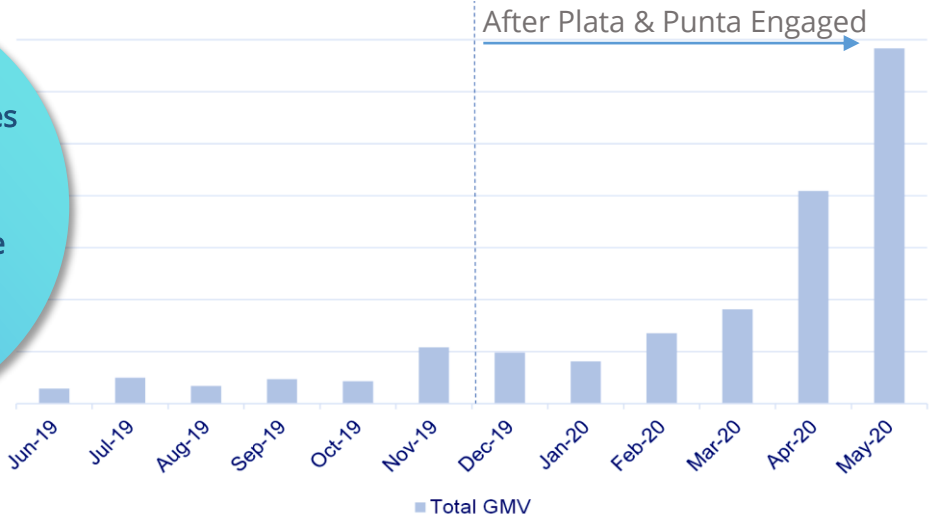
The content created by our influencers reached over an **audience of over 2 million** with strong indicators of consumer interest seen by the number of save & share actions which achieved above 500% of the usual benchmark.

Successful Case Studies On Generating Awareness & Engagement And Growing E-Commerce Retail Revenue In 'The New Normal'

## PLATA & PUNTA

We assisted a Malaysian bedding brand that wanted to grow its e-Commerce revenue which then successfully grew monthly sales by 596% from December 2019 to May 2020.

THE RESULTS



Incremental Revenue	RM 584,945
Marketing Investment	RM 37,923
<b>Return on Ads Spend (ROAS)*</b>	<b>15.4x</b>

\*ROAS is calculated as incremental revenue divided by marketing investment

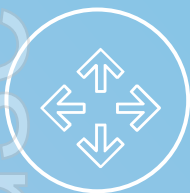
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# H1 CY20 Financial Highlights

PROFITABLE, EBIT AND OPERATIONAL CASHFLOW POSITIVE WITH A GROWING CORE BUSINESS



Continued focus on influencer penetration and monetisation is driving strong growth, with **Nuffnang revenue +34% YoY** in H1 FY20, contributing 43% to HY revenue of SGD\$3.3M



Greater scale and focus on costs drove **expansion of gross margins** from 48% in H1 2019 to ~51% in H1 2020



Turned **EBIT positive** in H2 2019 and **profitable** in H1 2020, driven by growing margins and Group operational efficiencies

Description (\$mil SGD)	CY19	H1 CY20
Revenue	7.3	3.3
Gross Profit	3.5	1.7
Gross Margin	48%	50.8%
EBIT	(0.1)	0.007

\* Excludes disposed/ceased entities

# Growth Trends Continue to Accelerate in H2

Strong growth in H2 CY20 to date:

Q3 CY20 revenue SGD\$2.1M, +10% YoY

Q3 CY20 gross profit SGD\$1.0M, +11% YoY

Key Financial Metric	H1 2020 1 Jan to 30 Jun 2020 (Audited) SGD\$	Q3 2020 1 Jul to 30 Sep 2020 (Unaudited) SGD\$
Revenue	3,265,485	2,105,095
Gross Profit	1,659,239	1,008,086
Profit Before Tax	7,094	154,538
Net Cash (Outflow) / Inflow From Operating Activities	(32,678)	55,077
Cash and Equivalents at End of Period	3,024,487	2,950,025

\* Excludes disposed/ceased entities

# Strategic Outlook

We are pursuing the fast growing influencer market opportunity as we develop new growth drivers through expansion into the SME segment and the social commerce market



## Continued Expansion into Social Commerce

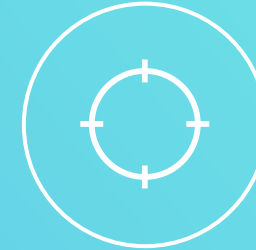
APAC Social Commerce sales reached **US\$2 trillion** in 2019 and are expected to **double by 2024**.<sup>1</sup>

We are well-placed with an established base business and innovative new technology to capture share of this large and growing market.



## Scalability through Automation

Investment in automation will empower **scalable** growth, allowing planned **expansion into the SME** market while driving our continued transformation from a marketing solution business to a **live commerce platform provider**.



## Growth through Potential Acquisitions

The Group is actively exploring a number of **potential M&A opportunities** to **accelerate its growth**, e.g in the consumer community space.



# Investment Highlights



Profitable and growing core business, operating within the fast-growing influencer marketing industry, cashflow self-sufficient with comfortable cash reserves



A complete business growth ecosystem providing proven end-to-end solutions for effective go-to-market, from creating awareness and generating engagement through to optimising revenue



First mover advantage and barrier to entry secured through a large social media influencer community in Asia

Trusted by established brands and leading agencies, recognised by media and industry



Led by a committed and visionary entrepreneur with an experienced Board supported by a management team with a proven track record



New investments into Automation & Social Commerce offer potential to deliver scalable growth



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# Appendices

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# Management Team

LED BY A VISIONARY ENTREPRENEUR, SUPPORTED BY A TEAM WITH PROVEN TRACK RECORDS

**GANESH KUMAR BANGAH**  
*Executive Chairman*



- Founder & former CEO of MOL Global Inc, first internet company in Southeast Asia to be listed on NASDAQ (2000 - 2015)
- Ernst & Young Technology Entrepreneur of the Year Malaysia 2012
- Former Chairman of the National Tech Association of Malaysia (PIKOM) (2017 - 2019)
- Founded Commerce.Asia; an All-In-One eCommerce Ecosystem in 2017

**JOANNE CHEN**  
*Chief Operating Officer*



- Seasoned advertising professional with over 20 years of senior and executive-level management experience in the digital industry
- Head of Digital Trading at GroupM 2014-2017, responsible for driving trading competitiveness, revenue generation and operational efficiency for the group
- Pioneered the set-up of the first digital media agency in Malaysia

**ANGELINE CHIAM**  
*Chief Financial Officer*



- With the Netccentric Group since 2010
- Interim Chief Executive Officer and Regional Finance Director of the Netccentric Group (January 2019 – August 2020)
- Led the core finance team in the listing of Netccentric on the ASX in 2015, raising AUD\$12.5 million
- A Certified Public Accountant by CPA Australia since 2010 with 4.5 years of auditing experience at KPMG

**DANIEL WONG**  
*Chief Technology Officer*



- Results-oriented technology pioneer with over 18 years experiences in Fintech, E-Commerce and Solution Integration
- Reinvented integrated payment solutions for hospitality and food beverages industry
- Head of Software Engineering at Money Online (MOL Global), a pioneer licensed e-wallet and online payment provider in Malaysia and South East Asia's first internet company to be listed on the NASDAQ (2009-2016)

# Endorsements From Media



## "Malaysia's Bill Gates" on turning Netccentric into digital growth ecosystem

October 1, 2020 Avanti Kumar Features 0



Ganesh Kumar Bangash admits to being obsessed with serial entrepreneurship.

<https://disruptive.asia/netccentric-digital-growth-ecosystem/>



## Former Pikom chairman to drive NCL towards platform business model

By NST Business - July 11, 2020 @ 10:59am



Ganesh has been appointed as NCL's non-executive director, after having purchased a 84 percent stake in the company earlier this month.

<https://www.nst.com.my/business/2020/07/607655/former-pikom-chairman-drive-ncl-towards-platform-business-model>



## Former PIKOM chairman to expand e-commerce JV aims to influence e-commerce



Ganesh Kumar Bangash, former PIKOM chairman, is set to influence e-commerce.

<https://www.theedgemarkets.com/article/tech-live-commerce-jv-aims-influence-e-commerce>



## Former PIKOM chairman to expand e-commerce ecosystem with Netccentric purchase

By NST Business - March 16, 2020 @ 10:48am



Former PIKOM (the National Tech Association of Malaysia) chairman Ganesh Kumar Bangash has emerged as the substantial Aussie-listed Netccentric Ltd.

<https://www.nst.com.my/business/2020/03/574962/former-pikom-chairman-expands-e-commerce-ecosystem-netccentric-purchase>

Recognised by Media & Industry



**Netccentric**  
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CONTACT US

Menara HLX, Level 9,  
3 Jalan Kia Peng, 50450  
Kuala Lumpur



[netccentric.com](https://netccentric.com)



[angeline@netccentric.com](mailto:angeline@netccentric.com)



+60 3-2935 9698

