Netccentric Ltd (ASX: NCL)

ASX RELEASE

22 March 2021

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.

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Investor Enquiries
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Netccentric Limited

INVESTOR PRESENTATION

ASIA'S PIONEEERING DIGITAL GROWTH ECOSYSTEM

MARCH 2021

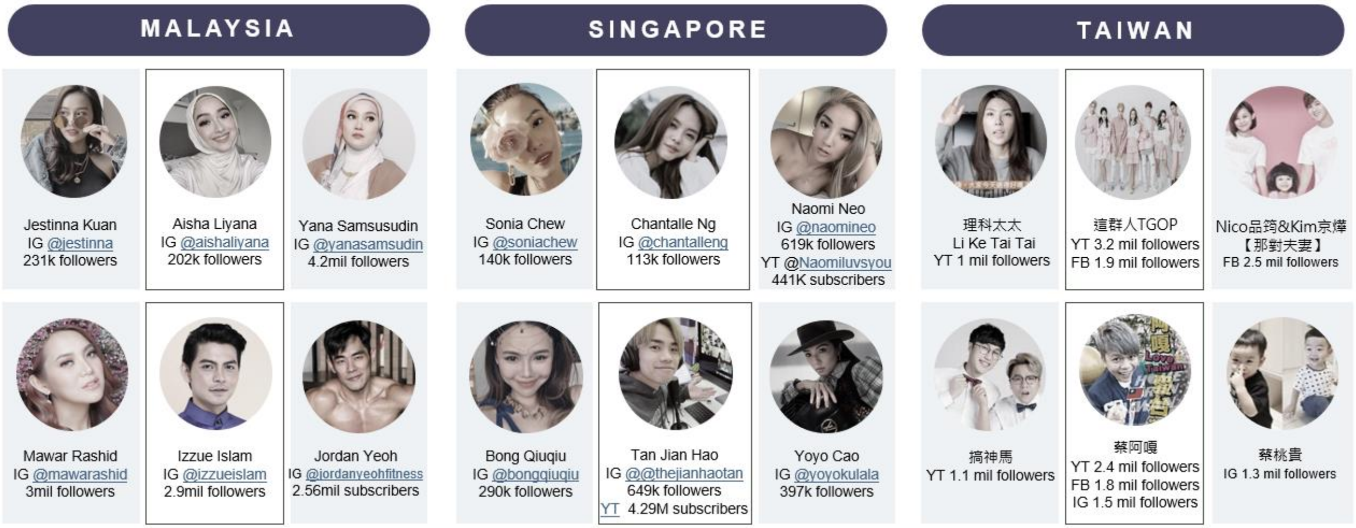
Netccentric Ltd (ASX: NCL)

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



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
FY2020 Revenue (December calendar year end)	SGD$7.9M
Cash Balance (31 Dec 20)	SGD$3.4M
Debt	Nil
Share Price (19 Mar 21)	AUD$0.23
Shares on Issue	282.22M
Unquoted Options ($0.18, 1 Sept 2023)	19.65M
Current Market Cap	A$64.91M

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

Top Shareholders

Ganesh Kumar Bangah	220.9M (78.3%)
Citicorp Noms Pty Ltd	8.8M (3.1%)
BNP Paribas Noms Pty Ltd	5.6M (2.0%)
Tasec Noms (Tempatan) Sdn Bhd	2.7M (0.9%)
Tasec Noms (Asing) Sdn Bhd	2.3M (0.8%)
Total Top 20	257.3M (91.2%)

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 24 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

- **2006** – Incorporation of Netccentric
- **2007** – Launched Nuffnang, Asia's leading blogging network in Malaysia and Singapore
- **2008-2012** – Expanded Nuffnang into multiple countries, evolving into a social influencer and content marketing business
- **2013** – Launched social media agency Sashimi and video production / creative arm RTV
- **2015** – Successful ASX listing, raising AUD$12.5m
- **2017** – Expanded into performance marketing through acquisition of Plata and Punta
- **2018** – Launched Crunch, Nuffnang's community-driven content platform and events management arm
- **2020** – Majority acquisition by Ganesh Kumar Bangah driving NCL's transformation from services into a platform business
- **2020** – Establishment of Nuffnang Live Commerce via JV with Commerce.Asia

HUAWEI · Panasonic · SUZUKI · BANK NEGARA MALAYSIA CENTRAL BANK OF MALAYSIA · CTBC BANK 中國信託銀行 · MAMEE · Johnson's · Unilever · P&G · Hasbro · Nestlé · Kimberly-Clark · IKEA · IPG MEDIABRANDS · OMG OmnicomMediaGroup · PUBLICIS GROUPE · Curtin University · astro

Our Ecosystem: End-to-End Growth Solutions

NCL PRODUCT	ROLE	CY2020 REVENUE CONTRIBUTION
Nuffnang	Social Influencer and Content Marketing Platform	58%
Sashimi/Dejitaru	Social Media-Focused Digital Marketing Consultancy	21%
Plata & Punta	Performance Marketing and Optimisation	17%
Others	Video Production and Marketing, Events Management	4%
Nuffnang Live	Live Commerce Platform	**New Product**

Client comes to us with a **business need**

We **consult with clients** and propose relevant digital strategies

We **distribute** and **amplify** through our technology and various platforms

We **generate awareness** of brand to consumers

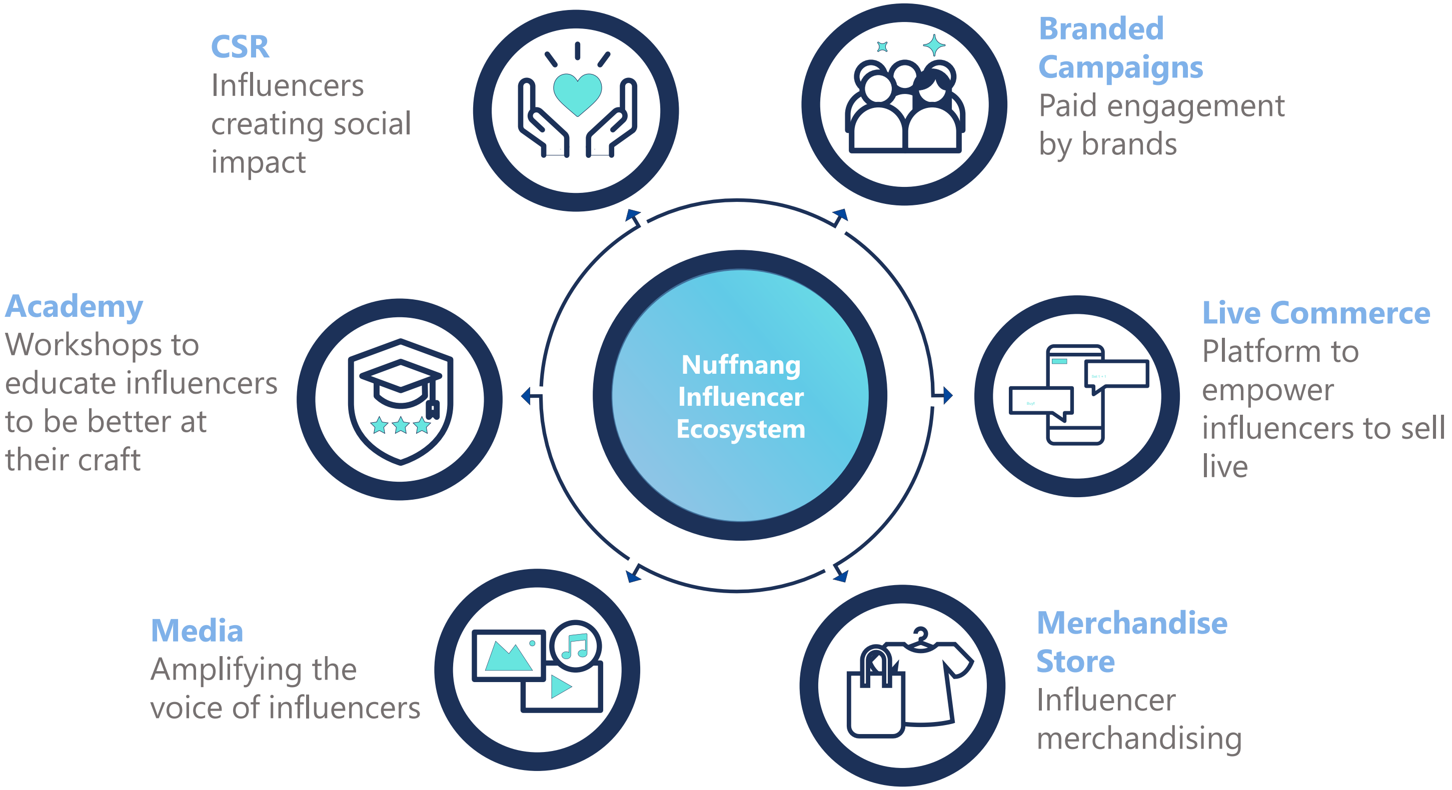
We optimise traffic to **increase revenue**

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.[1]



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.

SOLUTIONS WE OFFER

Influencer Engagement

Finding the right social influencers to showcase how they integrate a client's product or service into their everyday life.

Revenue is generated from brands based on Influencer Engagement Fees which are shared with the influencer.

Brand Ambassadorship

Negotiating, securing and managing celebrities and top influencers for mid to long-term brand endorsements.

Revenue is generated based on Influencer Management Fees which are shared with the influencer.

Brand Advocates Programme

Building & 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.

Revenue is generated based on a monthly retainer.

nuffnang

OUR COMPETITIVE ADVANTAGE

Experienced and Established

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.

Deeper Insights

We are the only company of our kind to use **sophisticated analysing tools** for campaign planning and reporting.

Market Share

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**.

Ideas First

We do not just 'supply', but we provide idea-driven solutions; **integrating influencers, video, design and content** to leverage the full Netccentric growth ecosystem.

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.

nuffnang Live

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 CY2021.**

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.

Watch live on Facebook

Interact with **Influencer**

Purchase code is flashed

+1

Comment **'+1' to order**

Buyer receives notification to **confirm order**

Buyer completes purchase via online payment

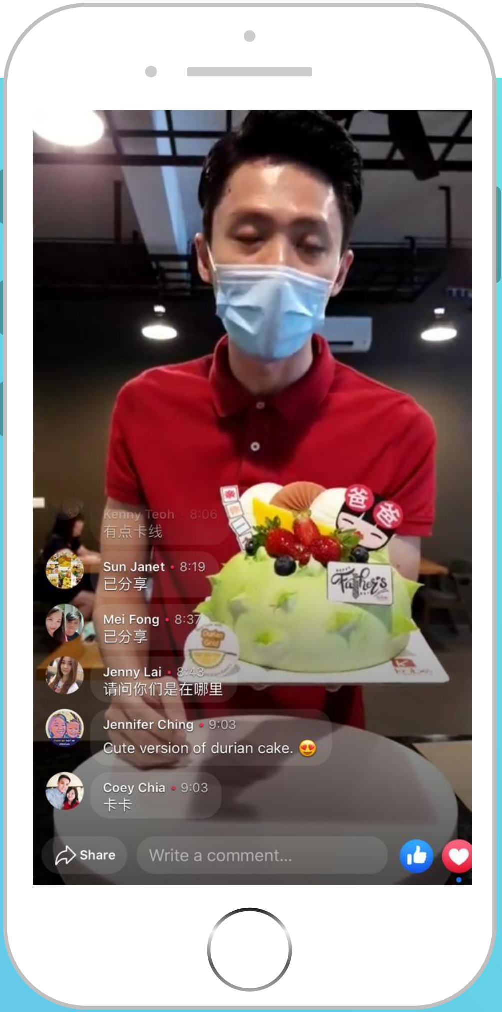
Merchant receives **notification of order paid**

Merchant prepares & packs order for courier pickup

***Warehouse staff prepares & packs order** for courier pickup

Courier **picks up order**

Buyer receives order



[1] 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.[1]

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

VIRALITY
Postings appearing on audience's Instagram's Explore Page

20%-22%
Engagement Rate (Benchmark: 5%-7%)

POSITIVE AUDIENCE SENTIMENT
Recorded in postings' comments with users indicating interest to try recipes

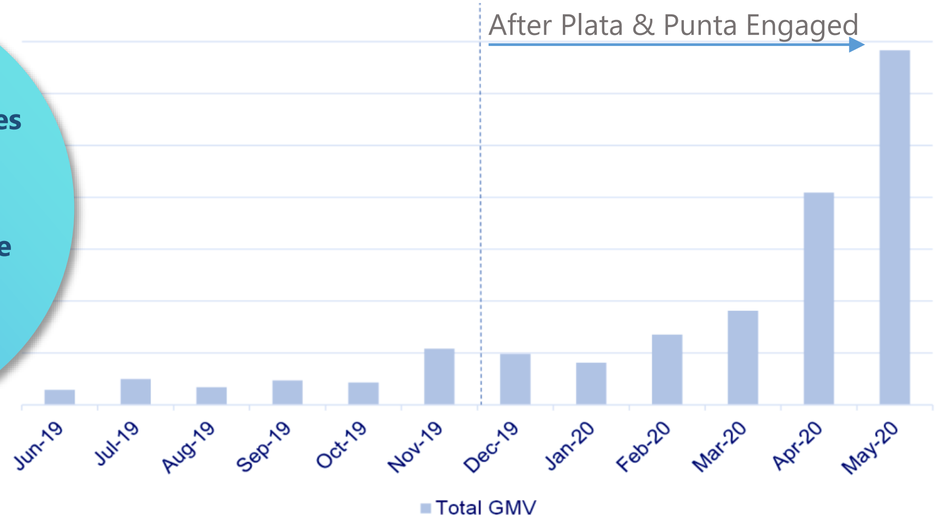
2K
Saves and Shares (Benchmark: 200-300)

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
Return on Ads Spend (ROAS)*	**15.4x**

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

2020 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 +21% YoY** in 2020, contributing 43% to FY2020 Group revenue of SGD$7.9M

Greater scale and focus on costs drove the **first operating cashflow positive year and maiden profit** since 2015 ASX listing

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

Description ($mil SGD)	CY2019	CY2020
Revenue *	7.3	7.9
Gross Profit	3.5	3.8
Gross Margin	48%	48%
EBIT	(0.1)	0.1

* Excludes disposed/ceased entities
NCL Financial Year = Calendar Year

Nuffnang Live Commerce 2021 Growth and Integrations

Strong recent volume growth for Nuffnang Live Commerce: in January 2021, the platform facilitated MYR 988.6k (AUD ~$312k) in monthly orders, +65% from the monthly average of orders facilitated during the December 2020 quarter alongside a successful campaign with global skincare brand NIVEA

In March 2021 Netccentric successfully completed an **integration with Shopify**, allowing more than a million Shopify merchants to sell their products via live video streaming

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Integration with **several additional eCommerce platforms and digital wallets** is planned, empowering merchants to livestream on multiple online channels from a single source and allowing the Group to **deliver and monetise** highly-demanded modes of payment and selling

Digital payments in Southeast Asia have grown to an inflection point, expected to cross US$1 trillion by 2025[1]

1: https://www.bain.com/globalassets/noindex/2019/google_temasek_bain_e_conomy_sea_2019_report.pdf

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**.[1]

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.**

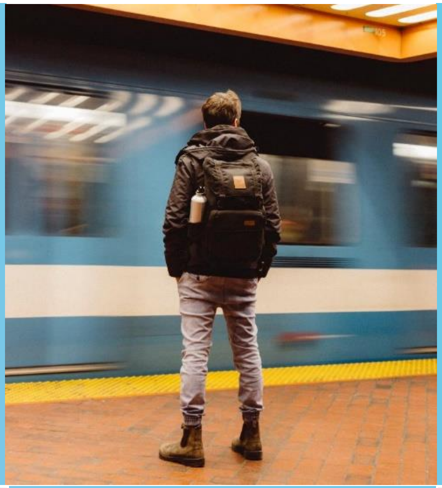
Growth through Potential Acquisitions

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

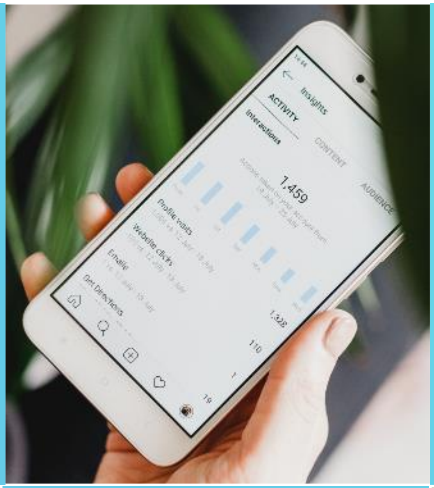
1: https://www.businesswire.com/news/home/20200520005355/en/Social-Commerce-Sales-Expected-to-Double-by-2024-in-Asia-Pacific

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

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

disruptive.asia

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

October 1, 2020 Avanti Kumar Features 0

Ganesh Kumar Bangah admits to being obsessed with serial entrepreneurship.

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

NEW STRAITS TIMES

Former Pikom chairman to drive NCL tow 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 earl

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

Recognised by Media & Industry

THE EDGE

merce JV aims to influence e-commerce

https://www.theedgemarkets.com/article/tech-live-commerce-jv-aims-influence-ecommerce

NEW STRAITS TIMES

Former PIKOM chairman to expand eCommerce ecosystem with Netccentric purchase

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

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

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

Netccentric
Limited

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