



**Netccentric Limited** (200612086W)  
Listed on the ASX

600 North Bridge Road  
#23-01 Parkview Square  
Singapore 188778

[www.netccentric.com](http://www.netccentric.com)

## ASX RELEASE

8 July 2021

# NETCCENTRIC STRATEGIC AND OPERATIONAL PROGRESS

### HIGHLIGHTS:

- Nuffnang's Campaign Management Platform is now live with key accounts, offering unique benefits to clients, influencers and Group staff
- API<sup>1</sup> integration between Facebook and Campaign Management Platform has now been achieved
- Key accounts currently using the Campaign Management Platform include American multinational consumer goods corporation Procter & Gamble (NYSE: PG) and dairy product manufacturer Dutch Lady Milk Industries (KLSE: DLADY)
- Integration between Netccentric's Nuffnang Live Commerce platform and Touch 'n Go eWallet, Malaysia's leading digital wallet with a user base of more than 16 million<sup>2</sup> is complete
- Touch 'n Go eWallet is a Malaysian digital wallet and online payment platform which allows users to pay for many products and services, including, but not limited to, purchases on eCommerce websites or apps, order food delivery, perform peer-to-peer money transfers, pay for bills, transport services, tolls, street parking, car insurance and make payments at over 360,000<sup>3</sup> merchant touch points via QR code
- Netccentric plans to integrate additional digital wallets with its Nuffnang Live Commerce platform, allowing the Group to deliver and monetise this highly in-demand option

Social commerce platform provider Netccentric Ltd (ASX: NCL, "Netccentric" or "the Group") is pleased to provide an update regarding development of its Nuffnang Campaign Management Platform and its Nuffnang Live Commerce platform.

<sup>1</sup> Application Programming Interface

<sup>2</sup> TNG Digital Sdn. Bhd. internal source

<sup>3</sup> <https://www.tngdigital.com.my/services/lifestyle/merchant-listing>



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## **NUFFNANG MALAYSIA (“NUFFNANG”) AUTOMATION**

### **Background**

Nuffnang is Netccentric's 100%-owned Malaysian social influencer and content marketing platform. Through Nuffnang, Netccentric provides engagement and ambassadorship opportunities to global brands through its pool of more than 15,000 influencers, key opinion leaders, celebrities and content creators who offer a collective reach to more than 20 million engaged social media followers throughout Southeast Asia.

### **Automation Strategy and Progress**

Netccentric is continuing its drive towards platform automation as a means of improving both its clients' marketing performance and the Group's long-term profitability. Developing a unique, proprietary and user-friendly Campaign Management Platform which links all three key stakeholders (clients, influencers and internal) has been a key focus within the Group's automation strategy as Netccentric evolves from a services-focused business to a platform business.

Netccentric is pleased to advise that its Campaign Management Platform is now live and being used successfully by clients. This follows the Group's announcement on 15 April 2021 of the completion of platform development, and after a period of valuable feedback from brands to optimise the platform, its use should now bring greater efficiency to brands and smoother workflow for influencers.

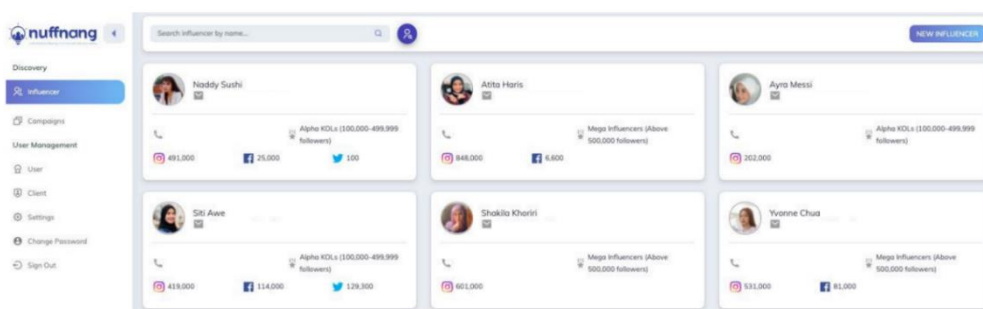
The API integration between Facebook and the Campaign Management Platform is also now achieved. This will facilitate the automated process of extracting campaign data, which allows clients to better monitor the performance of their campaigns.

The Campaign Management Platform offers clients a consolidated view of a campaign's scope of work and provides a single platform for the Group to connect influencers and clients, progressing beyond the need for different manual work sheets. The platform's campaign-specific functions encompass the ability to cater to draft submissions, feedback, approvals and reporting.

Select key anchor clients have commenced using the platform, including American multinational consumer goods corporation Procter & Gamble (NYSE: PG) and dairy product manufacturer Dutch Lady Milk Industries (KLSE: DLADY). Over the course of Q3 CY2021, Netccentric will roll out the Campaign Management Platform to further key clients and transition all campaign operations and stakeholder onboarding to the platform.

See screenshot below for a part of the Campaign Management Platform.

#### **INFLUENCER LIST OVERVIEW**





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## **NUFFNANG LIVE COMMERCE WALLET INTEGRATION**

### **Background**

In CY2020, the Group launched Nuffnang Live Commerce, a platform which helps merchants to convert social media comments into sales with an automated back-end solution designed for livestream selling.

A user can simply comment "+1", "+2" etc. to be immediately directed to a check-out link with their item(s) added and ready for payment.

The platform provides a seamless shopping experience by navigating viewers from awareness to the purchase stage instantaneously, as viewers can use their devices to immediately purchase promoted products as mentioned in the live video stream.

The Group developed and launched this innovative platform to further tap into the booming social commerce industry.

### **Mobile Wallet Integration Strategy**

As announced to the ASX on 4 March 2021, Netccentric has identified significant potential to boost engagement with Nuffnang Live Commerce by facilitating the integration of various digital wallets as payment options for consumers.

### **Integration with Touch 'n Go eWallet**

Netccentric is pleased to advise that it has delivered the first of several planned integrations between digital wallets and its Nuffnang Live Commerce platform, completing the integration of Touch 'n Go eWallet.

Touch 'n Go eWallet is an electronic wallet (eWallet) that holds electronic money (e-money). This service via mobile application is offered by TNG Digital Sdn. Bhd., founded by Touch 'n Go Sdn Bhd and Ant Group, parent company of Alipay, China's largest digital payments platform. With over 16 million<sup>4</sup> users and growing, Touch 'n Go eWallet provides financial services and payments services to both retail users and small to mid-sized businesses, across physical and online infrastructure. For more information, please visit [www.tngdigital.com.my](http://www.tngdigital.com.my).

Touch 'n Go eWallet is a Malaysian digital wallet and online payment platform which allows users to pay for many products and services, including, but not limited to, purchases on eCommerce websites or apps, order food delivery, perform peer-to-peer money transfers, pay for bills, transport services, tolls, street parking, car insurance and make payments at over 360,000<sup>5</sup> merchant touch points via QR code.

Since its establishment in July 2017, Touch 'n Go eWallet's adoption has risen rapidly, with a user base of over 16 million<sup>6</sup>.

<sup>4</sup> TNG Digital Sdn. Bhd. internal source

<sup>5</sup> <https://www.tngdigital.com.my/services/lifestyle/merchant-listing>

<sup>6</sup> TNG Digital Sdn. Bhd. internal source



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Netccentric Executive Chairman, Ganesh Kumar Bangah, said:

*"We are delighted to integrate Touch 'n Go eWallet with our Nuffnang Live Commerce platform and look forward to offering this popular payment option to consumers. Digital wallet integration brings a range of expected benefits, including a simpler user experience, reduction in wait times and cart abandonment, fraud prevention and, most importantly, extending our brands and influencers' addressable markets to include the large and rising cohort of Asian consumers who prefer to transact using digital wallets."*

*"By integrating with Southeast Asia's most widely used and supported digital wallets, we plan to continue to enhance the functionality of our platform and promote growth in engagement, total transaction value and in revenue share to Netccentric."*

This announcement was approved for release by the Netccentric Board of Directors.

**For further information, please contact:**

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**About Netccentric Ltd**

Netccentric Ltd (ASX: NCL) is a pioneering and established provider of social media influencer marketing solutions. The Company provides its diverse client base of leading brands with results-focused growth strategies backed by end-to-end expertise spanning Influencer Marketing, Social Media Marketing, Performance Marketing, Video and Content Creation and Social Commerce.

Listed on the Australian Securities Exchange and based in Malaysia with offices in Malaysia and Taiwan, Netccentric is rapidly commercialising an innovative social commerce platform which turns the engagement between social media influencers and followers into revenue and sales.