

Netccentric Ltd (ASX: NCL)

ASX RELEASE

7 April 2022

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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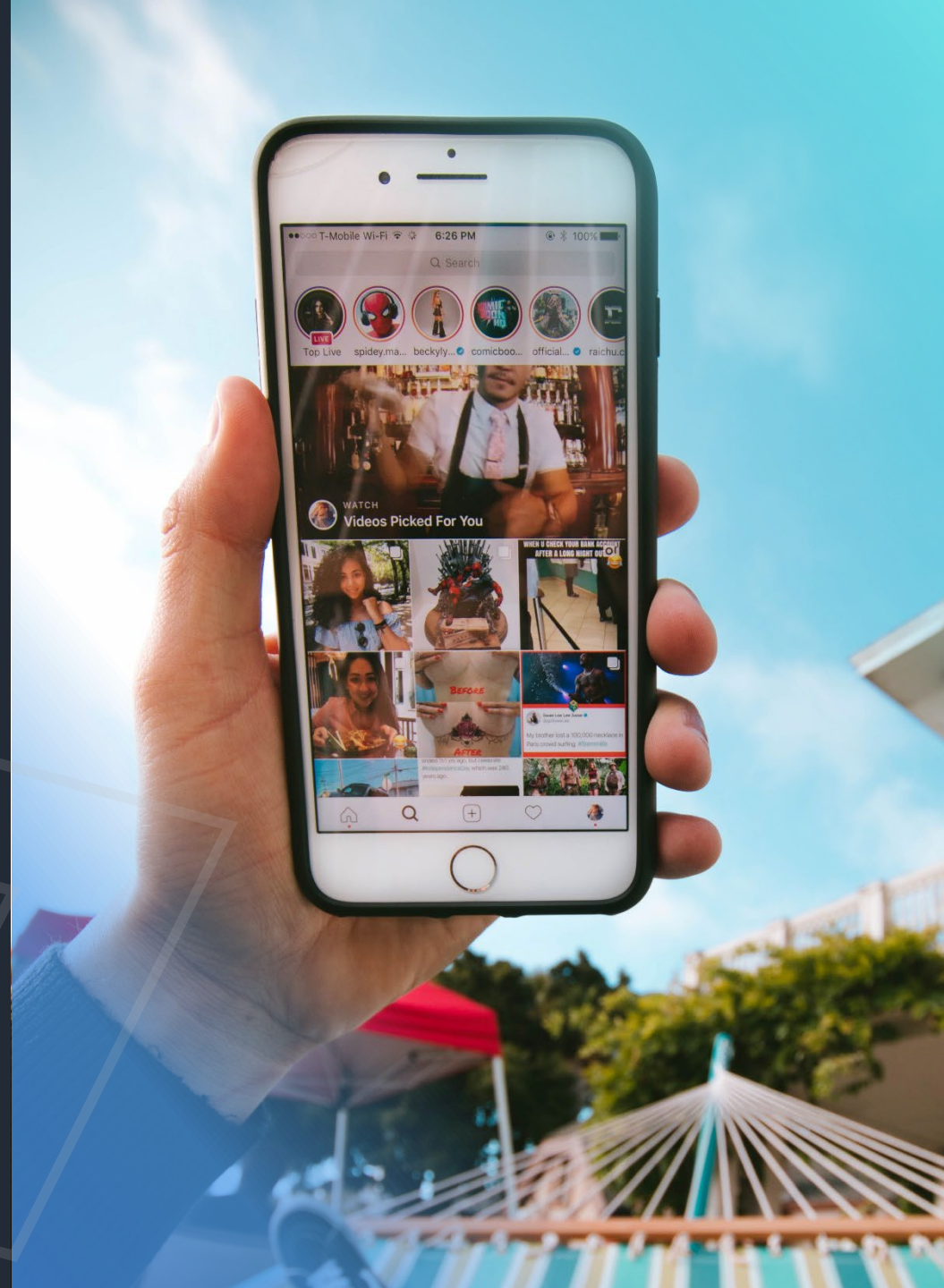
Netccentric
Limited

INVESTOR PRESENTATION

ASIA'S PIONEERING DIGITAL
GROWTH ECOSYSTEM

(ASX: NCL)

APRIL 2022



Disclaimer

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Netccentric Ltd (ASX: NCL)

POSITIVE UNDERLYING EBITDA¹ IN FY2021 WITH A FAST-GROWING BUSINESS: PROVIDING OUR DIVERSE CLIENT BASE OF LEADING BRANDS WITH RESULTS-FOCUSED GROWTH STRATEGIES



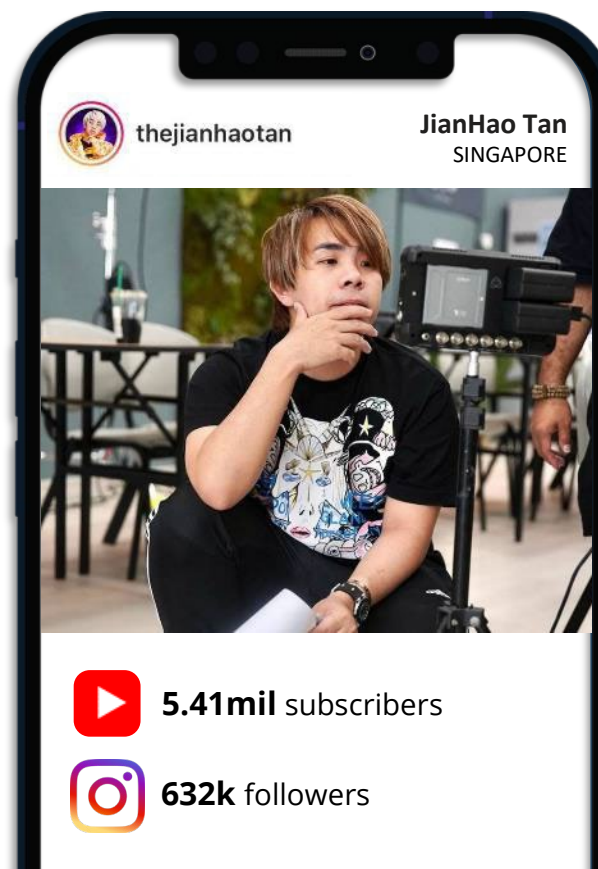
A pioneering and established provider of social media influencer marketing solutions, rapidly commercialising an **innovative social commerce platform**



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

> 15,000 INFLUENCERS

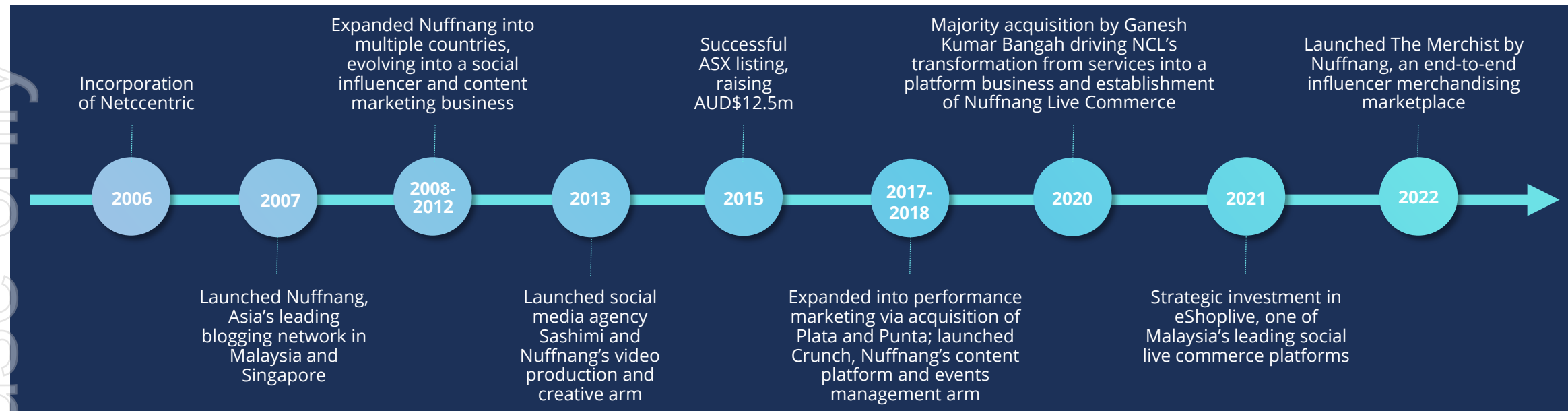
4 OFFICES

>100 EMPLOYEES

¹ EBITDA adjusted for extraordinary items relating to the issue of share options expenses, forex movements and professional fees relating to evaluation of M&A opportunities.

Diverse Blue-Chip Customers

ATTRACTED AND RETAINED OVER 15 YEARS



Panasonic



KFC



NETFLIX



CTBC BANK
中國信託銀行

Johnson's®



AEON



SUZUKI

P&G



astro

DANONE

Our Ecosystem: End-to-End Growth Solutions

NCL PRODUCT	ROLE	FY2021 REVENUE CONTRIBUTION
Nuffnang	Social Influencer and Content Marketing Platform	56%
Plata & Punta	Performance Marketing and Optimisation	22%
Sashimi/Dejitaru	Social Media-Focused Digital Marketing Consultancy	21%
Nuffnang Live	Live Commerce Platform	1%



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

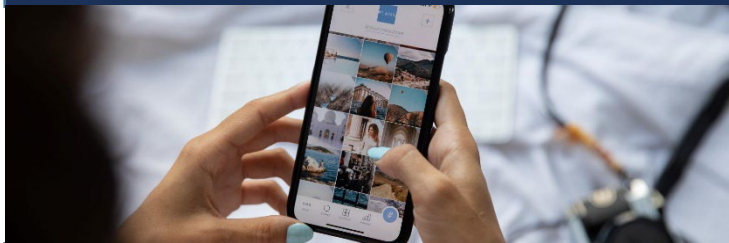


We optimise traffic to **increase revenue**

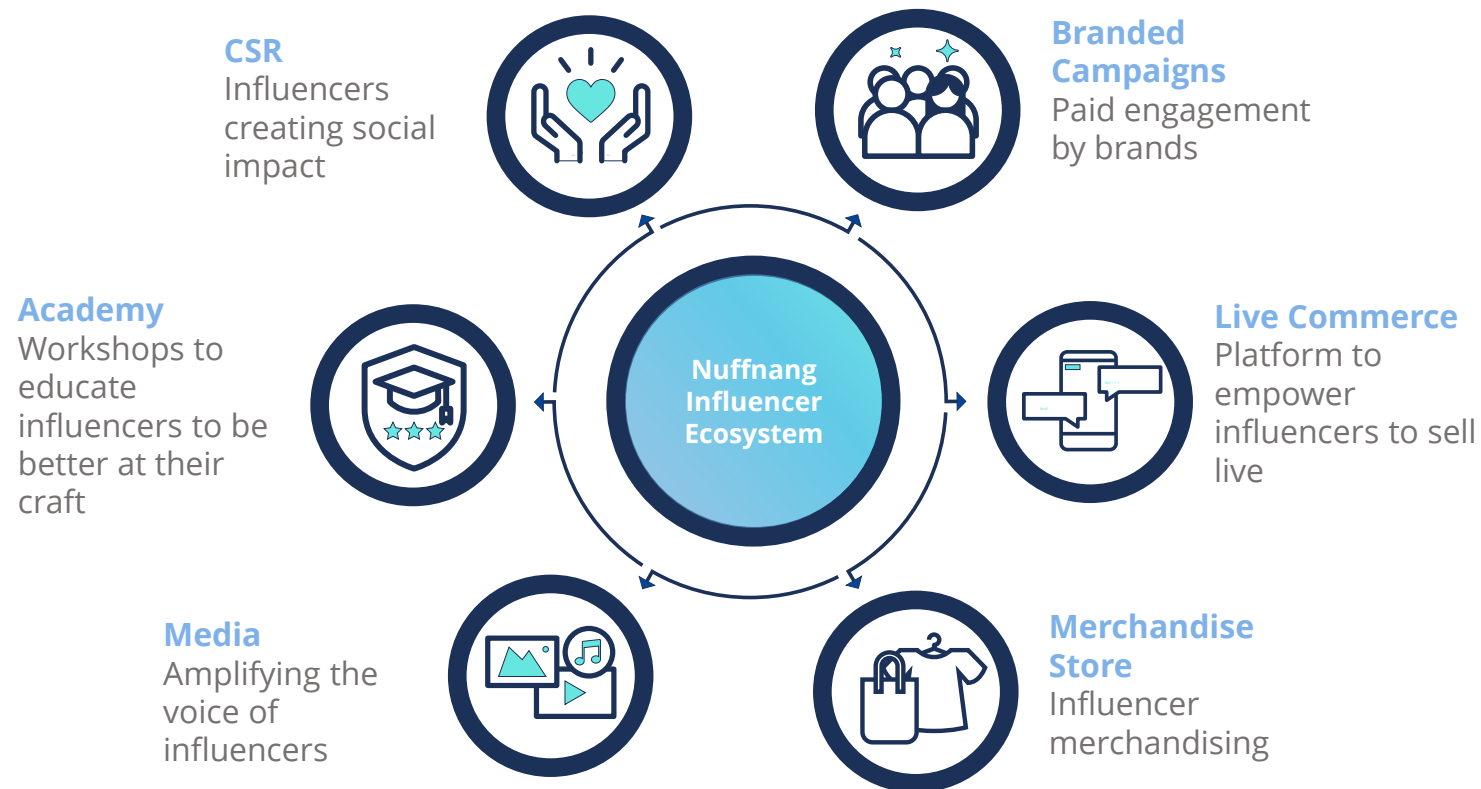
A Comprehensive Platform to Serve A Large Market

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\$6 billion in 2020** to **US\$24.1 billion by 2025**, at a Compound Annual Growth Rate of 32%.



Asia Pacific is set to lead this growth, becoming the **world's largest influencer marketing platform market** by 2025.¹



¹ <https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html>

Competitive Advantage – The Long Tail Of Influencer Marketing

Our value-add: helping brands to navigate a fragmented influencer market

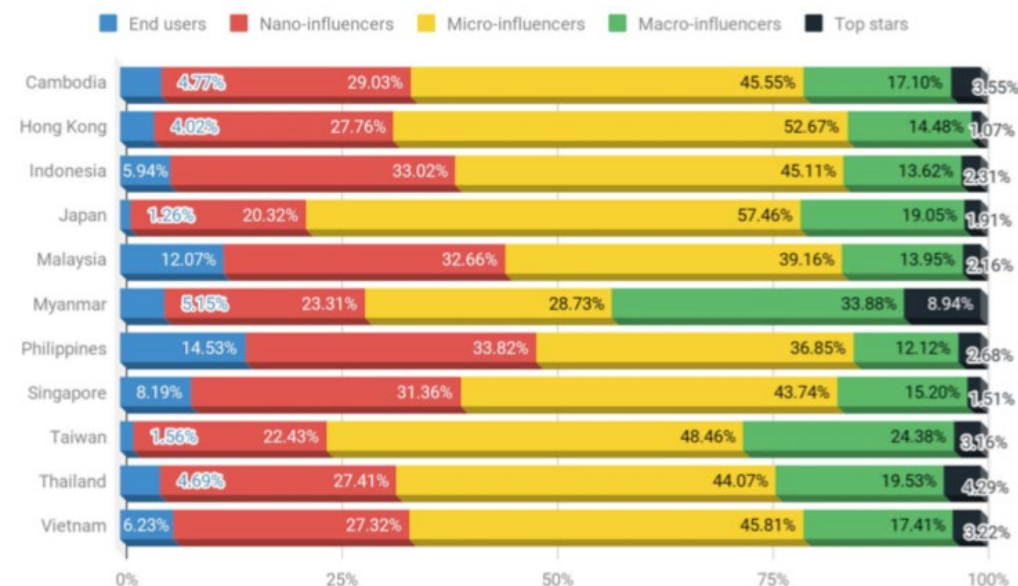
The influencer market has been becoming increasingly fragmented, with **Nano and Micro influencers** dominating a **majority of follower volume**.

Our **database of 15,000 influencers**, built over the last 15 years, enables us to provide the best influencers to suit the demographic requirement of our clients.

This has enabled Nuffnang Malaysia to become a partner of large media agencies and build a base of engaged clients, with **84%** of its FY2021 revenue coming from **existing clients**.

Our competitors are smaller players in our market that lack the depth of data and the expertise and experience we have **built over 15 years**.

Influencers categorised by follower volume



Influencers are categorised as follows:

- End users: 100 - 1k followers
- Nano-influencers: 1k - 10k followers
- Micro-influencers: 10k - 100k followers
- Macro-influencers: 100k - 1m followers
- Top stars: 1m+ followers

Source: CampaignAsia, September 2020:

"Brands in Asia more than doubled influencer CSR campaigns from March"

Building SE Asia's Largest Influencer Marketing Platform



CURRENT

- **Dominant influencer network** leadership position in Malaysia

Preferred Malaysian influencer marketing partner to several leading multinational marketing companies

groupm

ENTROPIA
Part of Accenture Interactive

OMG
Omnicom Media Group

IPG MEDIABRANDS

NEXT 12 TO 24 MONTHS

- Building a **regional influencer marketing network**, from 2 current markets to 4-6 markets; organically and via acquisition
- Building a **centralised technology platform** incorporating data and insights for influencers with innovative social commerce and fintech capabilities

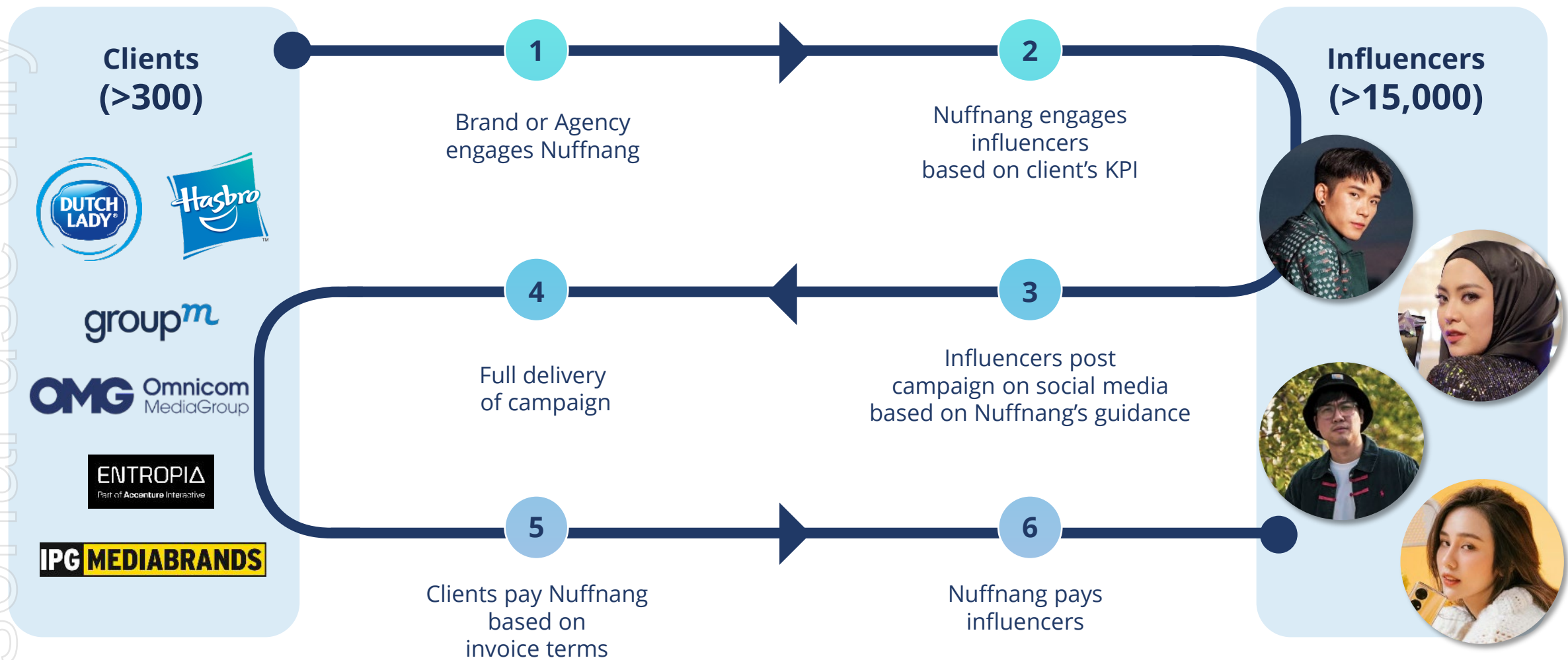


OUR VISION

- **Southeast Asia's largest pan-region influencer marketing platform**
- Regional engagements with **leading global brands** to become their go-to influencer partner throughout Southeast Asia



Nuffnang Business Model and Flow of Funds



Case Studies & Success Stories

NUFFNANG

An **FMCG beverage brand** launched a niche product within a highly competitive category. In order to cut through the noise, we were tasked to curate an enticing campaign communicating to the brand's intended target audience.

THE RESULTS

2.6 MILLION+

Total audience on YouTube, Facebook and Instagram

4-9%

Engagement Rate (Benchmark: 3%-6%)

12K

Saves and Shares (Benchmark: 200-300)

OPTIMISED INVESTMENT

Achieved RM0.13 cost per view (CPV), approximately 40% higher than usual benchmark

POSITIVE AUDIENCE SENTIMENT

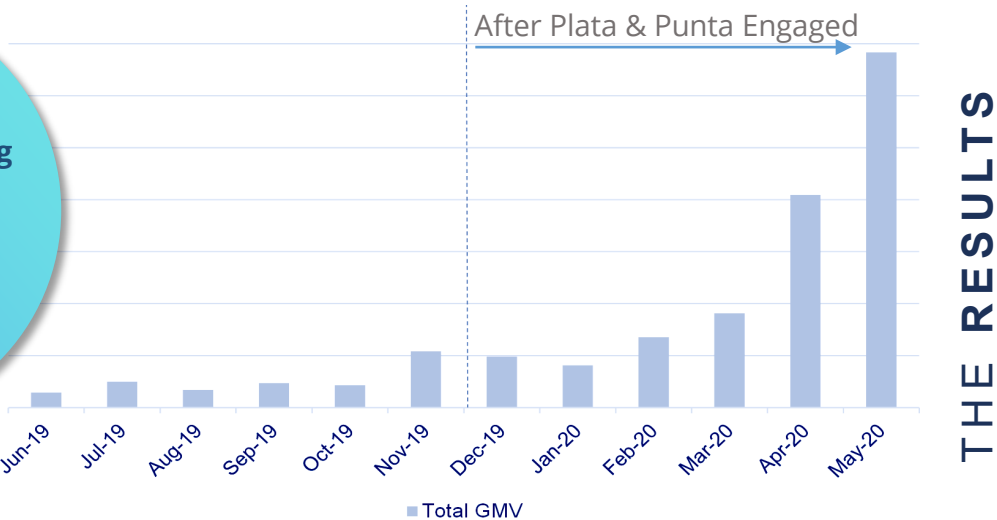
Recorded in postings' comments with users indicating recognition of the brand's niche USP

The content created by our influencers reached over **2.6 million+ audience**, with good indication of an optimised campaign due to a high conversion rate (40%) and indication of strong consumer interest seen by the number of save & share actions.

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

PLATA & PUNTA

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



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.

The Merchist by Nuffnang

END-TO-END MERCHANDISE MARKETPLACE, ALLOWING INFLUENCERS TO SELL THEIR OWN PRODUCTS



The Group recently launched 'The Merchist by Nuffnang', a new influencer merchandising marketplace, which provides influencers and artists with the opportunity to develop and sell their own branded products online.



The Merchist by Nuffnang is a full end-to-end influencer merchandising solution, providing inspiration, print-on-demand products and fulfilment, all free of charge and with no risk to the influencer.



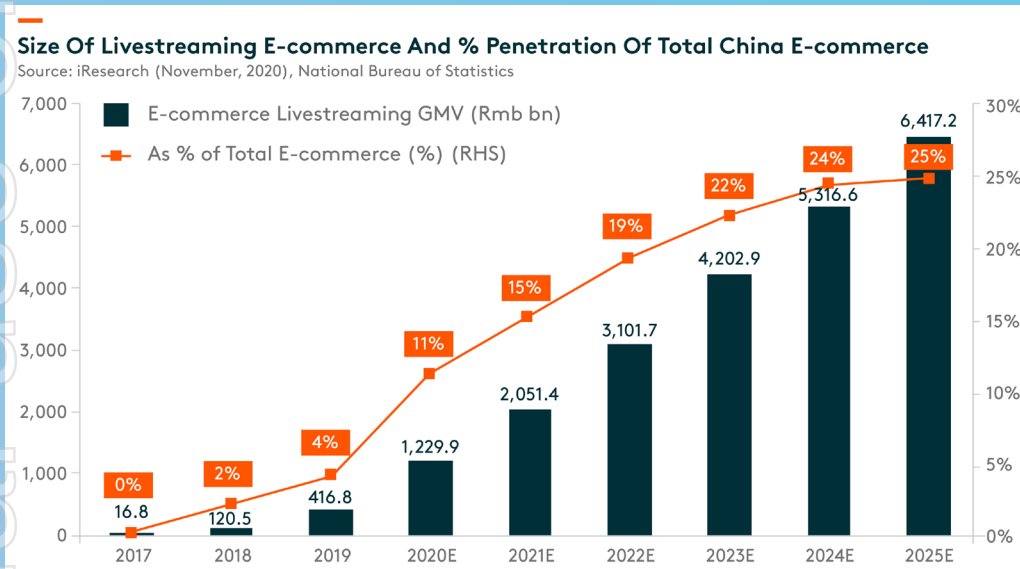
The Merchist allows consumers to deepen their relationships with influencers by buying a range of customised merchandise, which supplements and diversifies revenue influencers earn through branded campaigns.



Initial sales through pilot tests have generated a strong response, providing Netccentric with the confidence to launch The Merchist by Nuffnang to its full network of influencers. 'The Merchist by Nuffnang' is now live at <https://themerchist.com/>.

Strategic Expansion: eCommerce Livestreaming

PROVIDING VALUE TO BRANDS, CONSUMERS AND INFLUENCERS



eCommerce livestreaming first emerged in 2016 as an interactive way to sell products to consumers. According to iResearch (November 2020), the total gross merchandise value (GMV) of livestreaming eCommerce will grow at a CAGR of 39% in the next 5 years, reaching RMB6.4 trillion (~US\$1tn) by 2025e and accounting for 25% of total eCommerce sales in China.

The increasing popularity of eCommerce livestreaming:

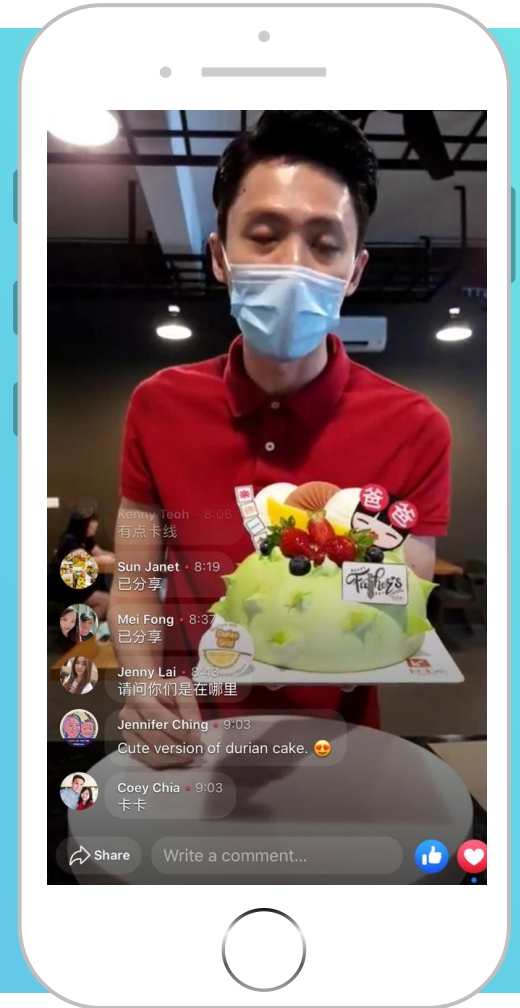
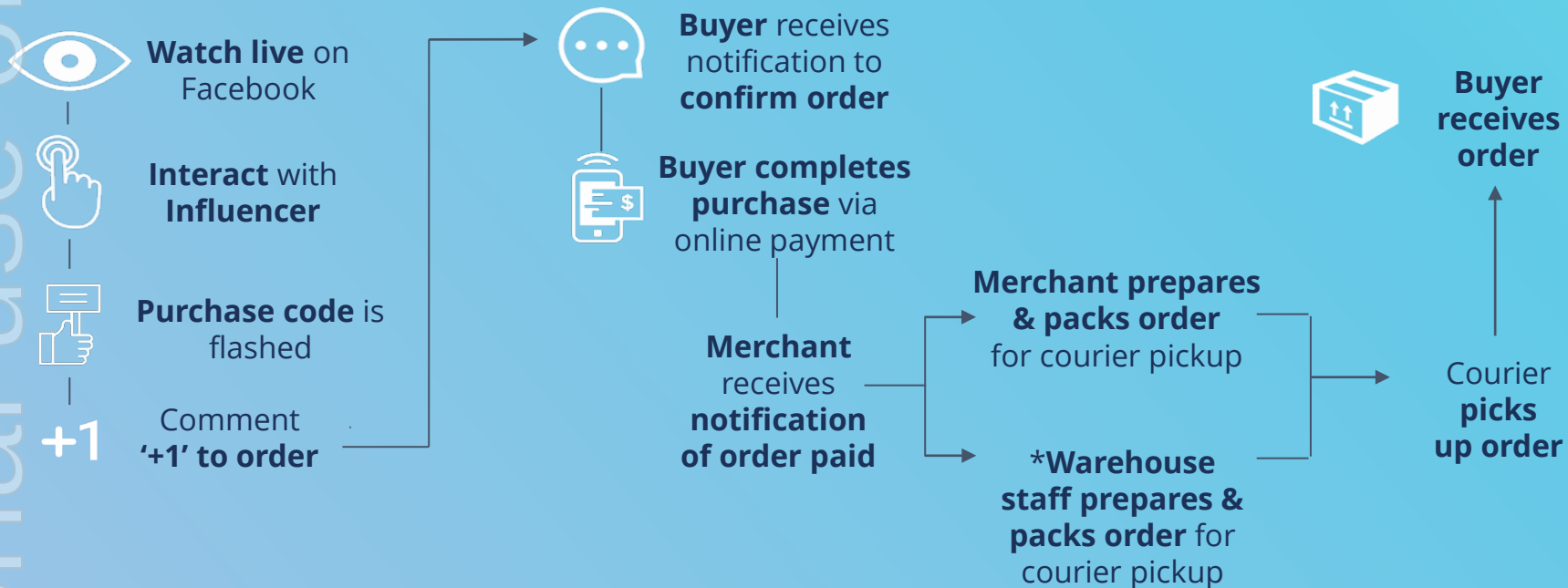
- Is a natural result of rising mobile time and evolving consumer behaviours. As users spend more time on online shopping, it has become a more entertaining and interactive experience
- Helps consumers to make their purchase decisions amid the explosion of products available online
- Provides value to merchants as an effective way to attract, connect, and interact with consumers. Livestreaming also helps merchants sell large volumes of SKUs in a short period of time, leveraging the influence of livestreamers who have large fan bases with strong purchasing power

Source: Mirae Asset Global Investments, 2021

New Growth Driver – 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.



Nuffnang Live Commerce Recent Progress

NETCCENTRIC IS BEGINNING TO GAIN TRACTION WITH THIS INNOVATIVE SOCIAL COMMERCE PLATFORM



Nuffnang Live Commerce began to scale up in FY2021 and successfully tapped into the booming social commerce industry.

During the year, Nuffnang Live Commerce transacted a total of **61,184 orders** with gross merchandise value (GMV) of **S\$4.31 million**.

eShoplive

More than **100k orders** across approx. **500 products from 300 merchant brands** had been sold via the Group's investee company, social commerce platform eShoplive, by end of FY2021. Implemented a VIP membership, to be followed by a reward loyalty scheme, immediately impacting sales.

AEON

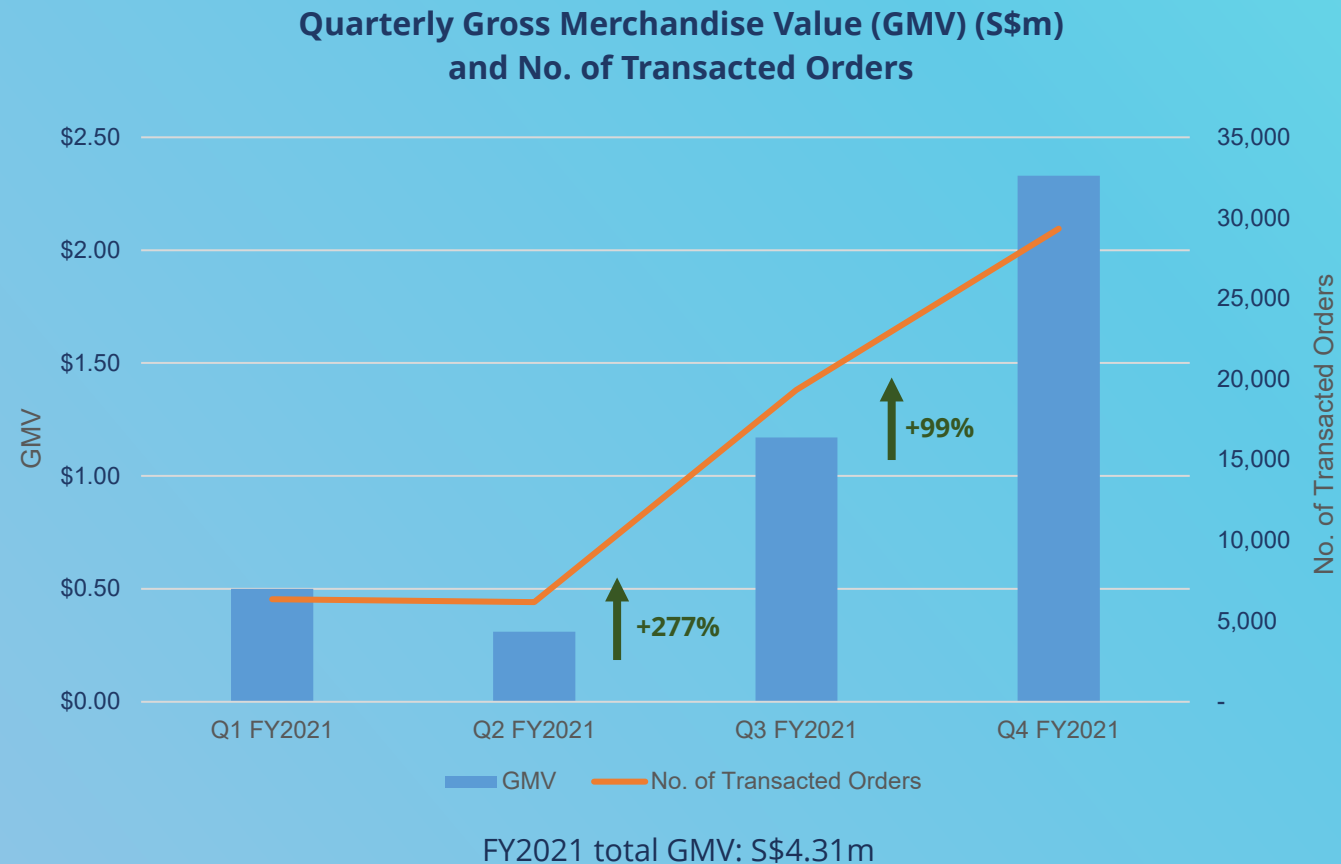
During the September quarter, Nuffnang Live Commerce managed a total end-to-end live commerce campaign for the Malaysian operations of Japanese-listed global retailer AEON Group. The successful campaign delivered **>62k views and >42k engagements**, with viewers placing their orders through the Nuffnang Live Commerce platform via the AEON Retail Malaysia Facebook page.



Live Commerce managed service partnerships became increasingly productive during FY2021. Conducted **12 live commerce sessions** during the December quarter for Malaysia's largest bedding accessories brand, delivering over 82k views and 122k engagements via social media livestreams. This demonstration of the Group's capabilities has brought both revenue and market recognition.

Nuffnang Live Commerce Recent Progress

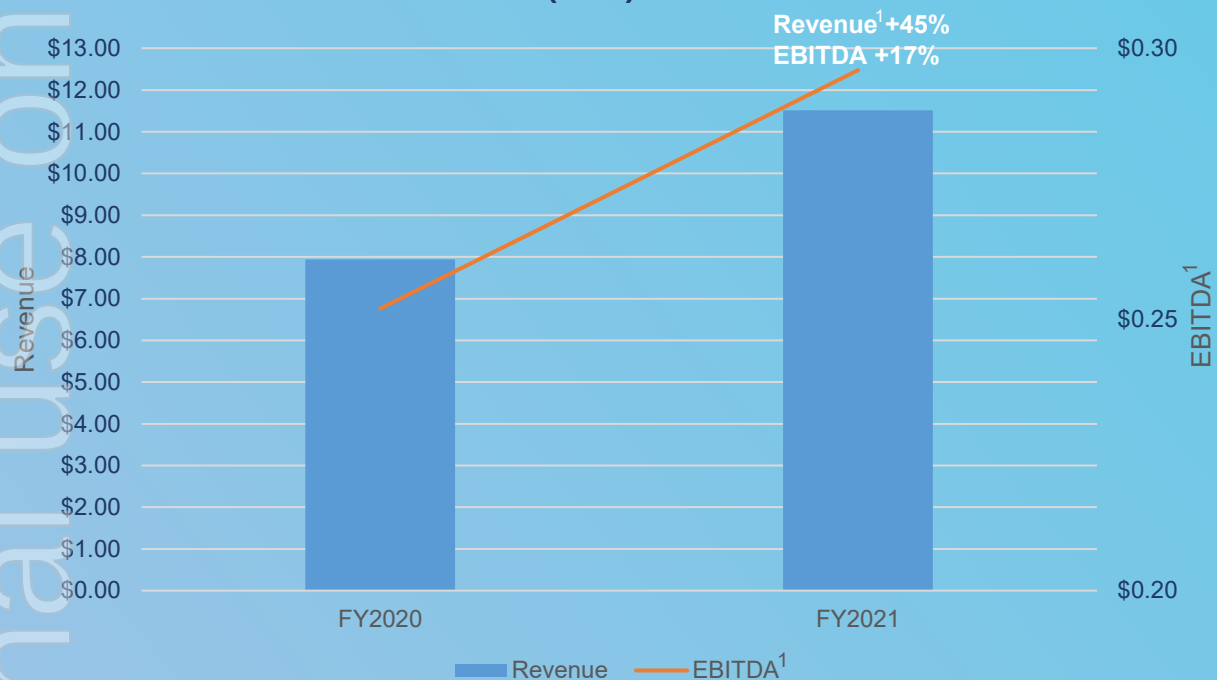
NETCCENTRIC IS GAINING TRACTION WITH THIS INNOVATIVE SOCIAL COMMERCE PLATFORM



FY2021 Financial Highlights

EBITDA¹ PROFITABLE DRIVEN BY STRONG REVENUE GROWTH ACROSS THE GROUP'S BUSINESS UNITS

FY2021 Revenue and EBITDA¹
(S\$m)



Continued financial improvement in FY2021¹:

Strong annual revenue growth in FY2021:

Revenue +45% YoY to S\$11.52 million

EBITDA¹ +17% YoY to S\$0.30 million, maintaining focus on underlying profitability while investing in growth strategies such as **Nuffnang Live Commerce**

Strong liquidity to execute growth strategy, with cash and cash equivalents of **S\$5.41 million** as at 31 December 2021

¹EBITDA adjusted for extraordinary items relating to the issue of share options expenses, forex movements, professional fees relating to evaluation of M&A opportunities and a debt waiver in FY2020.

Operations Breakdown

Strong and diverse growth in FY2021

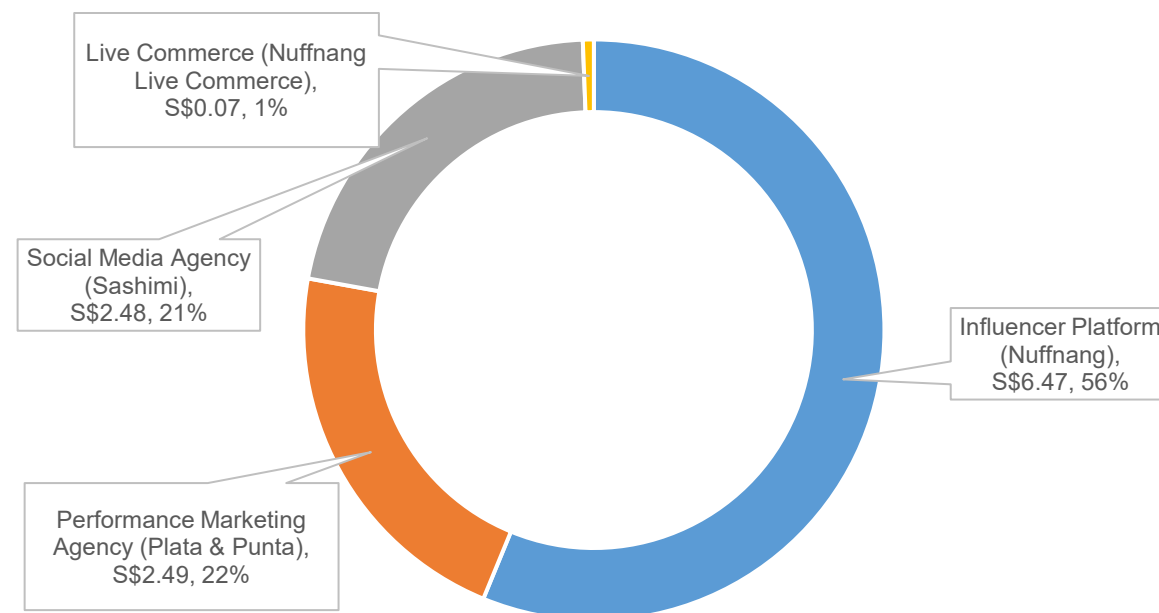
Nuffnang delivered a strong revenue contribution: **S\$6.47 million (+33% YoY)**, contributing 56% to Group revenue

Nuffnang Live Commerce made strong progress, transacting more than **61k orders** in FY2021 with a GMV of **S\$4.31 million**, generating revenue of **S\$0.07 million**

The Group's performance marketing agency, Plata & Punta, delivered strong growth (**+76% YoY** in FY2021).

The Group's social media agency, Sashimi, continued its strong growth trajectory with revenue **+50% YoY**

FY2021 Revenue by Business Unit (S\$m)



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

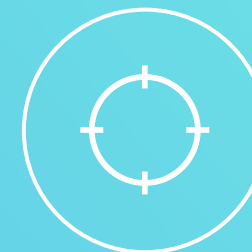
We are well-placed with an established base business and innovative new technology to capture share of this large and growing market.



Scalability through Automation

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

This investment is also expected to **improve productivity** which should **improve net margins** over the medium to long term.



Growth through Potential Acquisitions

Netccentric is actively exploring a number of **potential M&A opportunities to expand throughout Southeast Asia**.

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

Investment Highlights



EBITDA¹ profitable with a **fast-growing** business, operating within the **rapidly emerging 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 with **regional expansion strategy**



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



¹EBITDA adjusted for extraordinary items relating to the issue of share options expenses, forex movements and professional fees relating to evaluation of M&A opportunities.

Appendices

ersonal use only



Corporate Snapshot

Key Statistics

ASX Stock Code	ASX: NCL
FY2021 Revenue (December calendar year end) ¹	A\$11.87M
FY2021 EBITDA ¹	A\$0.39M
Cash Balance (31 December 2021)	A\$5.6M
Debt	Nil
Share Price (3 April 2022)	A\$0.085
Shares on Issue	283.0M
Unquoted Options (18c, 1/9/23, 1.45c, 31/12/24 & 27/5/26)	31.57M
Market Cap (3 April 2022)	A\$24.1M

Top Shareholders

Ganesh Kumar Bangah	218.4M (77.2%)
Citicorp Noms Pty Ltd	10.5M (3.7%)
BNP Paribas Noms Pty Ltd	4.2M (1.5%)
Mr Mark Broglio	2.7M (1.0%)
Tasec Noms (Tempatan) Sdn Bhd	2.5M (0.9%)
Total Top 20	256.5M (90.6%)

¹ EBITDA adjusted for extraordinary items relating to the issue of share options expenses, forex movements and professional fees relating to evaluation of M&A opportunities.

¹ SGD = 1.03 AUD (as at 24 February 2022).

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
Alia Soraya	General Manager, Nuffnang Live Commerce
Desmond Kiu	Founder, Sashimi Asia
Jerry Lim	Founder, Plata & Punta

5-Year 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 25 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 senior consultant and former partner of international law firm, Norton Rose Fulbright Australia, with over 30 years of experience in M&A, ECM and corporate advisory and 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
Non-Executive
Director*



- Board Chair of The Go2 People Ltd (ASX: G02) and Spectur Ltd (ASX: SP3)
- Managing Director of a private consulting business
- Over 26 years' senior executive management experience

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)

Nuffnang – Influencer Platform

Connecting clients to more than 15,000 influencers, key opinion leaders, celebrities and content creators who offer collective reach to more than 20 million engaged social media followers throughout Southeast Asia.

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.



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.

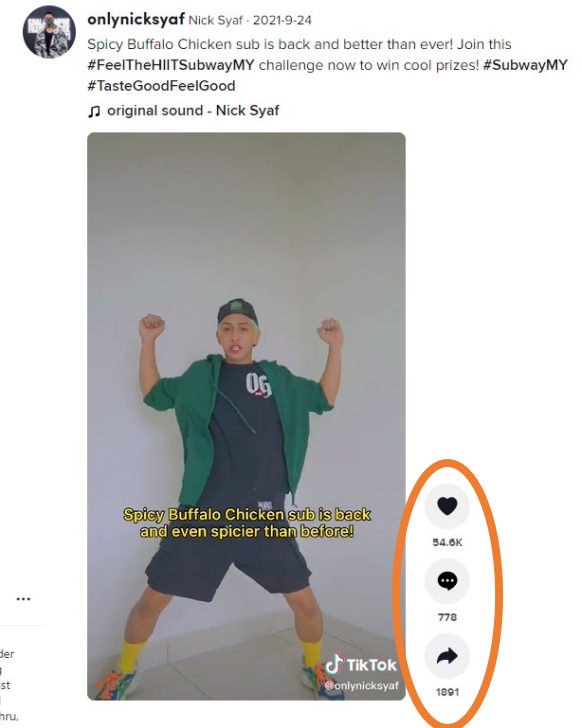
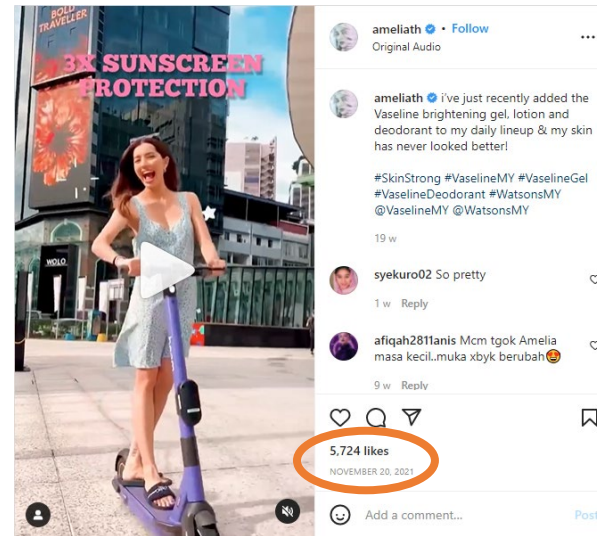
Market Share

Over the past 15 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.

Strong influencer engagement – Sample Campaigns



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.

Revenue is generated from transaction fees, premium monthly subscription fees or volume-based fees.

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 generated through setup fees and margin on product sales.

Nuffnang Live Enterprise

Enabling enterprises to effortlessly scale their Live Commerce operations through automation and end-to-end integrations.

Revenue is generated through volume-based technology fees, transaction-based payment gateway fees and volume-based fulfilment fees.

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.

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**



**Social Media
Management**



**Digital Campaign
Management**



**Content
Development**



Consultation



**Paid Media &
Digital PR**



**Web/App
Developments**



Design



Netccentric
Limited

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