



Netccentric Limited (200612086W)
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ASX RELEASE

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TIKTOK APPOINTS NETCCENTRIC AS MULTI-CHANNEL NETWORK PARTNER

HIGHLIGHTS:

- TikTok, the world's leading platform for short-form mobile videos, has appointed Nuffnang Malaysia as its multi-channel network (MCN) partner
- The partnership will see Nuffnang recruit, engage and manage eCommerce creators from its 15,000-strong influencer network to promote TikTok Shop
- TikTok Shop is a social commerce solution that allows content creators to sell products on behalf of TikTok merchants via social media live streaming
- Nuffnang gains special access to TikTok's social commerce dashboards and will analyse the performance data of creators' content to optimise campaigns
- The first live commerce TikTok Shop campaigns under the partnership generated revenue for brands of close to S\$30,000 through sales of more than 3,000 items in the first 12 hours

Social commerce platform provider Netccentric Ltd (ASX: NCL, "Netccentric" or the "Group") is pleased to advise that TikTok Pte Ltd (Singapore) ("TikTok"), a subsidiary of ByteDance Ltd, has signed an agreement to appoint Nuffnang as a Malaysian multi-channel network (MCN) partner for TikTok, the world's leading platform for short-form mobile videos.

About Nuffnang

Nuffnang is Netccentric's 100%-owned social influencer and content marketing platform. Based primarily in Malaysia, Nuffnang also has influencer presence in Taiwan and Singapore, and has a strategy to expand across the SEA region. Nuffnang collectively contributed 56% of Group revenue in FY2021, making it a core product within Netccentric's comprehensive marketing ecosystem and a key driver of Group revenue growth.



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About TikTok Shop

TikTok Shop is a social commerce solution that allows creators to sell merchants' products through live streaming and recorded sessions hosted on their social media accounts. The most popular and fastest growing feature is TikTok's capability to host livestream shopping; whereby creators can interact with their audience and sell in real time. TikTok Shop allows consumers to complete their shopping experience within the app, giving TikTok a significant advantage over competitors by reducing purchasing friction that ensures that shoppers can check out quickly.

Multi-Channel Network Partnership

The partnership with TikTok represents an important step in Nuffnang's growth journey. Under the partnership agreement, Nuffnang will play a key role in TikTok Shop's growth by recruiting eCommerce creators from its existing network of 15,000+ influencers. Nuffnang will engage and manage these creators to promote TikTok Shop and populate content for the TikTok ecosystem. This partnership will help to generate revenue for TikTok Shop merchants, facilitate growth in creators' reach by curating and produce engaging content for their audiences, as well as identify the next generation of A-list creators for the platform.

As a partner, Nuffnang will gain special access to TikTok's proprietary social commerce dashboards, which provide real time performance data on creators' live and non-live content. This will empower Nuffnang and the influencers in its network to optimise campaigns on-the-go to maximise engagement and sales.

The agreement runs for an initial one-year period, with automatic renewal for additional one-year periods unless either party provides the other party with written notice of its intent not to renew the agreement at least 30 calendar days prior to the end of the then current term.

No material conditions need to be satisfied before the partners become legally bound to proceed with the terms and conditions of the commercial agreement.

Although the Group is unable to forecast potential revenue associated with this partnership, Netccentric views its growing relationship with TikTok as strategically significant, advancing towards the goal of exposing the Group's platforms, influencers and clients to as many potential customers as possible.

First Pilot Campaigns Successfully Delivered

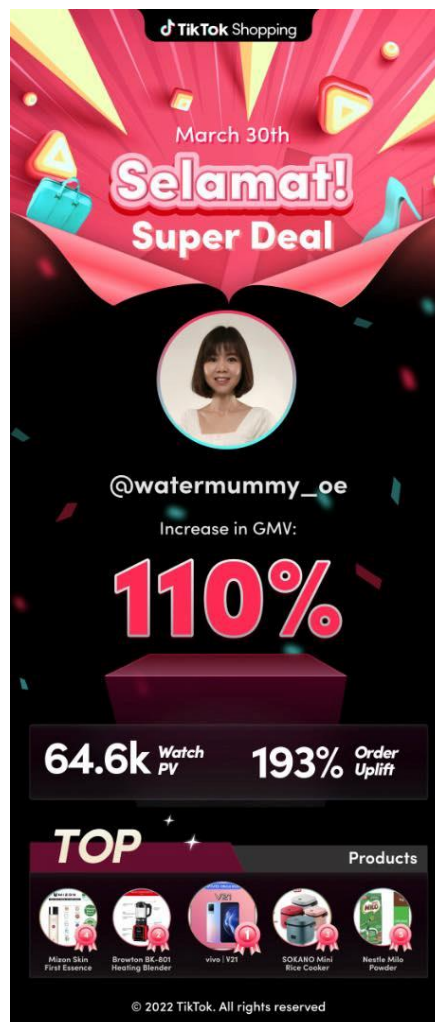
For the first live commerce TikTok Shop pilot campaigns under the partnership, Nuffnang engaged 4 creators to conduct 3 major livestream sessions of 4 hours each in conjunction with the recent Hari Raya festival in Malaysia. All of the TikTok Shop sessions were successful, generating total revenue for brands of close to S\$30,000 through sales of more than 3,000 items, and delivering significant boosts in gross merchandise volume (GMV) transacted by the creators, posts by two of whom can be seen below.



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Netccentric delivered these pilot campaigns prior to the Multi-Channel Network Partnership agreement being signed, with insertion orders agreed stating the campaign deliverables and terms.

Netccentric Executive Chairman, Ganesh Kumar Bangah, said:

"We are proud and excited that TikTok has chosen Netccentric as its multi-channel network partner. We are confident that the experience and capabilities that we have developed through Nuffnang will aid TikTok Shop's growth, as it has done for other social live commerce platforms, and we look forward to building a mutually beneficial strategic partnership with TikTok in the years to come."

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



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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.