



8VI Holdings Limited

# **FY2022**

# **Annual General Meeting**

**25<sup>TH</sup> JULY 2022, 2:00PM SST**



# **FY2022 FINANCIAL REVIEW**

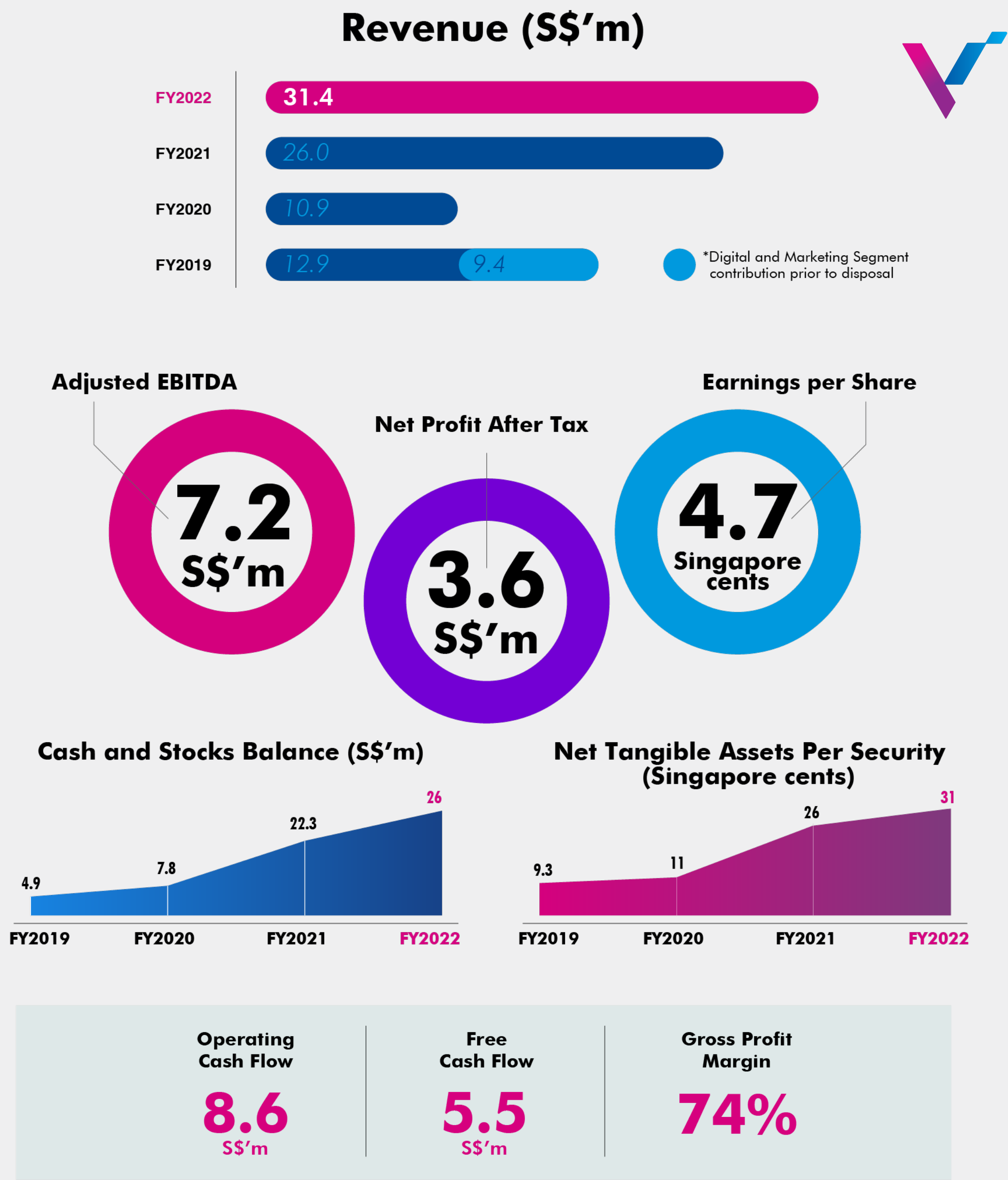


# FY2022 FINANCIAL REVIEW

8VI achieved measured results in FY2022.

Despite exceptional growth from two previous financial years, 8VI has overall grown in FY2022 as compared to results from the pre-pandemic period.

The Group is aware of the global and macro challenges, and is working to refine its business model and strategy in “Bridging to the Future”





# **FY2022 DEVELOPMENTS**



# FY2022 DEVELOPMENTS

## 3-point strategy: Acquisition

- Broaden content creation efforts across regions, multiple languages and localized context
- Build brand equity through investments in content curation and media partnerships

## Edutainment - Media Partnership



Singapore



Malaysia



Taiwan

## Edutainment – Content Series

- Singapore – Talk Money With VI, Dr VI, Inside an Investor's Mind, Women of Wealth, ChooseMe
- Malaysia – Wokao! 我靠理财活下去, Not Experts, 理财E计划
- Taiwan – 即時VI快訊, 大師系列

## Content Engagement (as of end FY2022)

729  
videos



65 million views



2 million hours  
of content watched  
across the globe

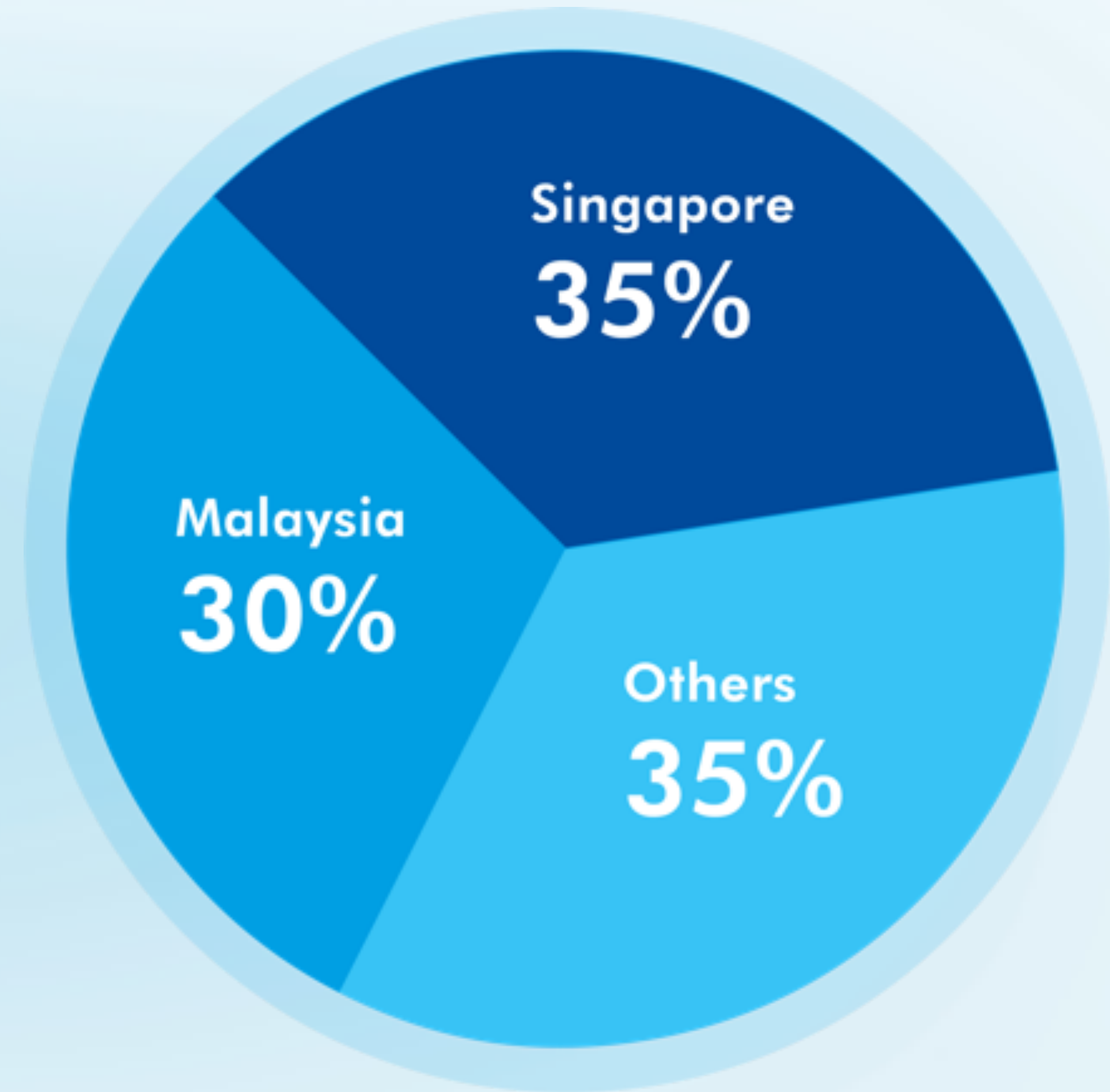
# FY2022 DEVELOPMENTS

## 3-point strategy: Acquisition



### 80 : 20 Strategy

- To work and grow towards having 80% of revenue generated from outside of Singapore
- Business earnings with 80% recurring vs 20% non-recurring



FY2022 Revenue Breakdown

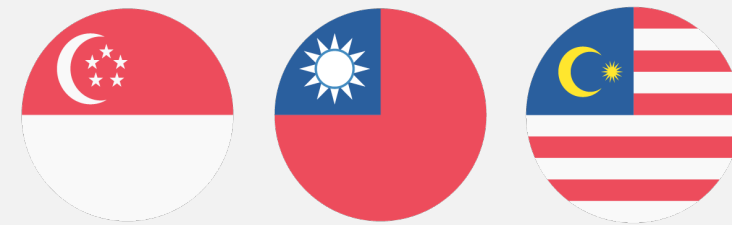


# FY2022 DEVELOPMENTS

## FOCUS IN

**English, Chinese and Malay language-speaking markets**

STREAMLINED BACKEND  
OPERATIONS ACROSS



**Singapore, Malaysia and Taiwan**

**Operations > 90% through  
online channels**



**More than 79,000** graduates to date

**24,069** VI College graduates in FY2022

**Total User Growth Rate 41%\***

**Subscriber Growth Rate –11%\***

\*Last Twelve Months ending March 2022



# FY2022 DEVELOPMENTS

## 3-point strategy: Retention

### FOCUSING ON

- **Customer-centric culture and mindset**
  - **Growing the customer support team for improved user experience.**
  - **Active engagement, content building on VI Social Bubble and on-going support via VI Coaching**
- 

### CRM SYSTEM UPDATE

- **Customer support and service module incorporated**
- **More features and customer touchpoints to come – provide long-term business intelligence and insights through data analytics**





# FY2022 DEVELOPMENTS

## 3-point strategy: Technology Development

**VI App features designed to enhance overall user experience:**

- **New mobile app**
- **Options Screener**
- **Zoom Integration**
- **VI Score**
- **Broker Integration**

### **Blue Ocean Strategy for VI App**

– refined product lineup with new pricing strategy to drive organic customer acquisition

### **Investing in talent**

– growing our team and cultivating their talent





# FY2022 KEY HIGHLIGHTS

## Brokerage integration within VI APP

iFAST



TIGER  
BROKERS

- **iFast Singapore & Tiger Brokers (in 1H FY2023)**
- **Integration of brokerage services into VI App – For Singapore users**
- **To enhance rate of user engagement on platform**
- **Paves way for deeper collaborative opportunities in the region**
- **Explore similar partnerships with other service providers**





# FY2022 KEY HIGHLIGHTS

## New Revenue Vertical



**Valiant Wealth**  
Advisory

- **Growing VI Community brings on a variety of additional needs**
- **Identifiable gaps in the community's overall wealth management journey**
- **Paves way for potential new revenue verticals**
- **Valiant Wealth Advisory to provide ancillary financial services including financial and insurance advisory**
- **Licensing applications in progress in Singapore and Malaysia**





# FY2022 KEY HIGHLIGHTS

## New Revenue Vertical



MetaVI World Pte Ltd

- Entity to grow and expand range of programmes under VI College
- Potential for new revenue stream and recurring revenue
- In line with VI College's efforts to provide continuous education for the public and investing community on the emerging Web 3.0, the Metaverse, Non-Fungible Tokens ("NFTs") and other forms of digital assets.
- METAVI Summit 2022 – more than 5,000 attendees from the Asia-Pacific region



28-29 MAY 2022 | 9AM-6PM (GMT+8) | VIRTUAL EVENT

# METAV SUMMIT

METaverse | NFT | WEB 3.0 | BLOCKCHAIN

**THE EMERGING FUTURE  
AND YOUR INVESTMENT  
OPPORTUNITIES**



# FY2022 KEY HIGHLIGHTS

## New headquarters and office space in Singapore

- Designed with the future in mind
- Tailored to promote collaborative discussion and hybrid working arrangements
- 8VI HQ was awarded the Singapore Good Design (SG Mark) Award 2022 for Interior Design by the Design Business Chamber Singapore.





# FY2022 KEY HIGHLIGHTS

## Bridging our Stakeholders to the Future - 8VI Metaverse Investor Room

- Continuous effort to engage and inspire our stakeholders in innovative ways
- Metaverse space modelled after headquarters office space
- Accessible through:  
<https://8vi.link/8viar2022interactive>







# KEY TO FUTURE GROWTH

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Navigating Turbulence  
and Bridging to the Future



**1**  
**Refinement  
of Business  
Model**

**2**  
**Shift in  
Leadership  
Structure**

**3**  
**Invest Significant  
Resources in  
“Bridging to  
the Future”**



# KEY TO FUTURE GROWTH

Our addressable market

**Do It  
Myself**

I am sophisticated, do my own research & analysis  
using/supplemented by VI App  
(self-directed investing)

**Do It  
With Me**

I want to learn how to invest, will pay for on-going support & case studies  
from coaches. I use VI Analysis to make my investment decisions.

**TAM: 5 Million Users (SG, MY, TW)**  
**Untapped Market: 35 Million Users (ID, VN, CN)**

**Do It For Me**

I like your investment style/philosophy & enjoyed the learning.  
Still prefer someone to invest for me.

TAM: US\$11.9 trillion  
(Asia Pacific e2025 mutual fund AUM)

Source: <https://www.pwc.com/sg/en/asset-management/assets/asset-management-2025-asia-pacific.pdf>

# LOOKING AHEAD



**In the coming 12 to 24 months, we expect difficult times ahead as we take on the macro-economic challenges with China's regulatory tightening and zero-COVID policy, US inflationary pressure and the ongoing Ukraine-Russia war.**