

# Netccentric Ltd (ASX: NCL)

ASX RELEASE

28 July 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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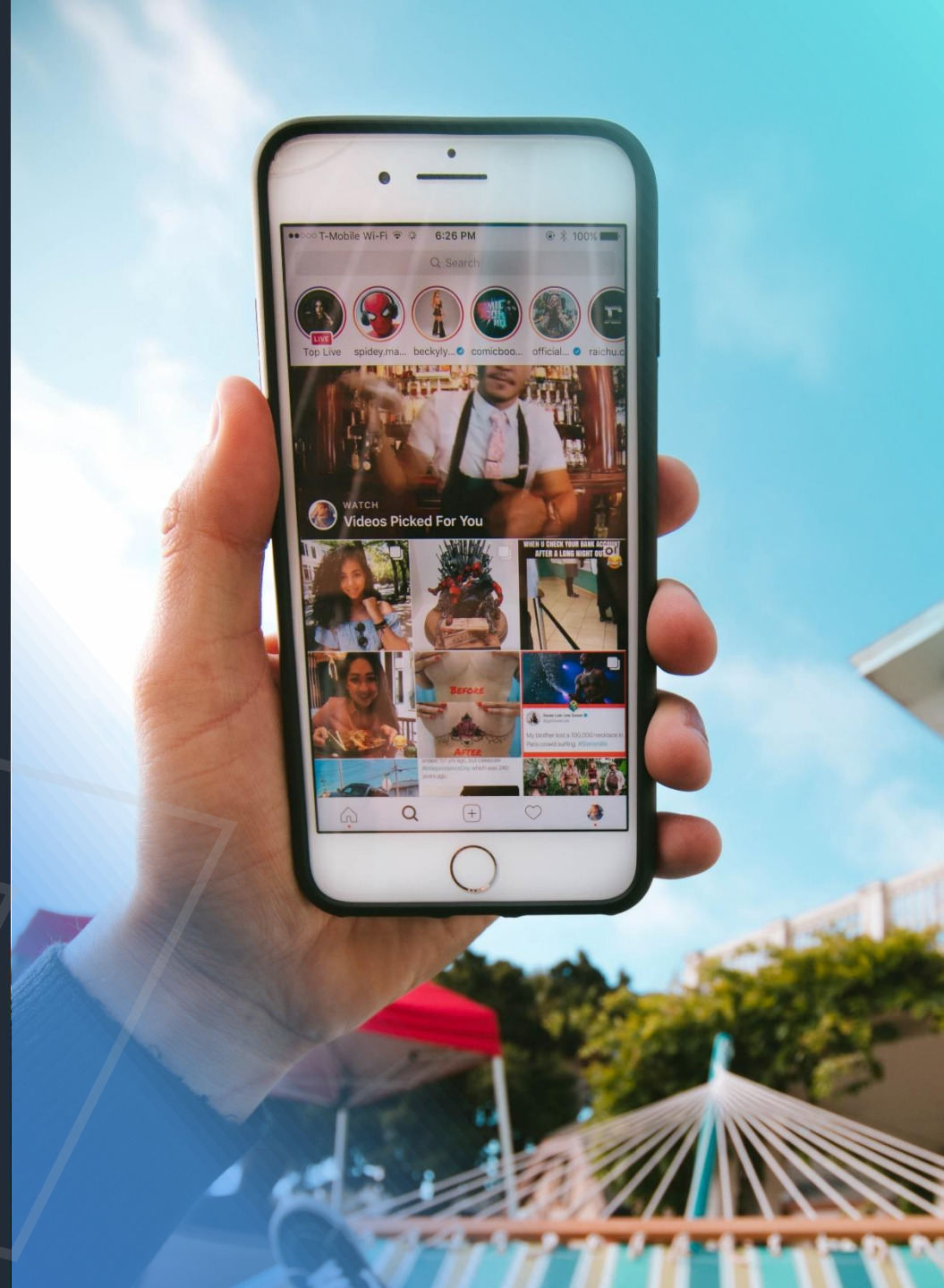
**Netccentric**  
*Limited*

INVESTOR PRESENTATION

ASIA'S PIONEERING DIGITAL  
GROWTH ECOSYSTEM

(ASX: NCL)

JULY 2022 INVESTOR WEBINAR



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# Netccentric Ltd (ASX: NCL)

POSITIVE UNDERLYING EBITDA<sup>1</sup> IN FY2021 WITH A FAST-GROWING BUSINESS: PROVIDING OUR DIVERSE CLIENT BASE OF LEADING BRANDS WITH RESULTS-FOCUSED GROWTH STRATEGIES



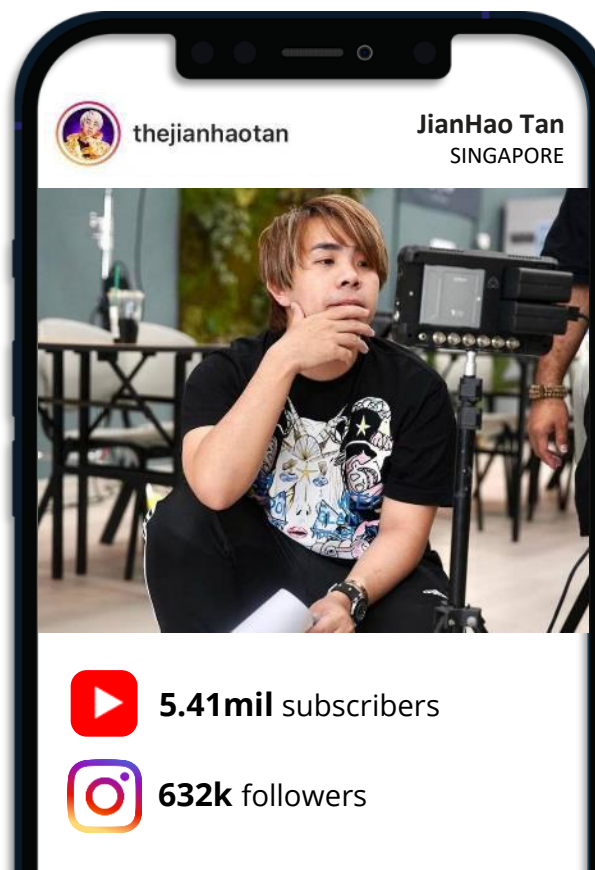
A pioneering and established provider of social media influencer marketing solutions, rapidly commercialising an **innovative social commerce platform**



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

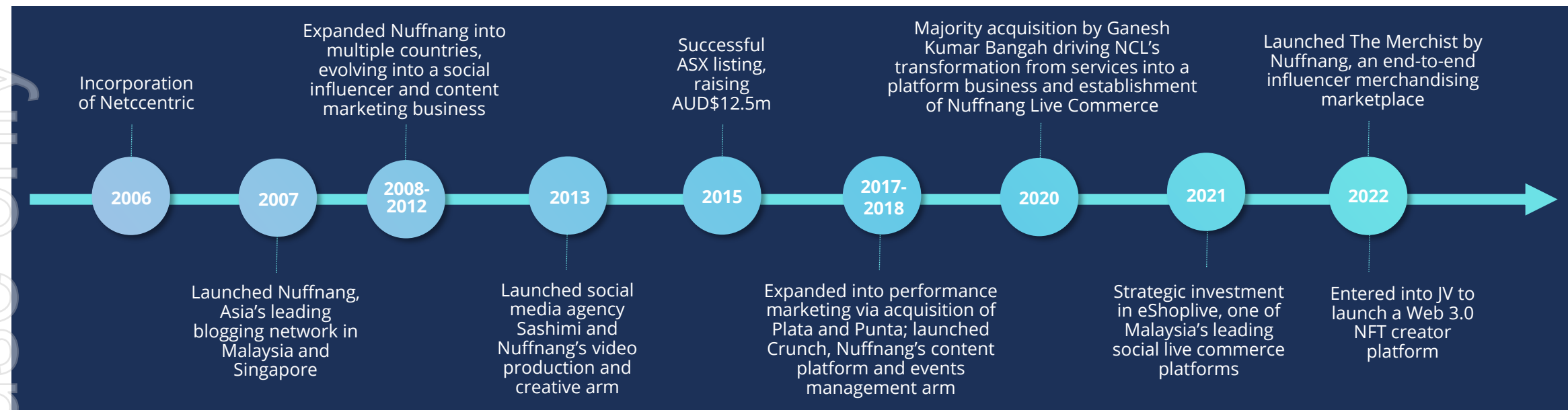
>100 EMPLOYEES

<sup>1</sup> 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

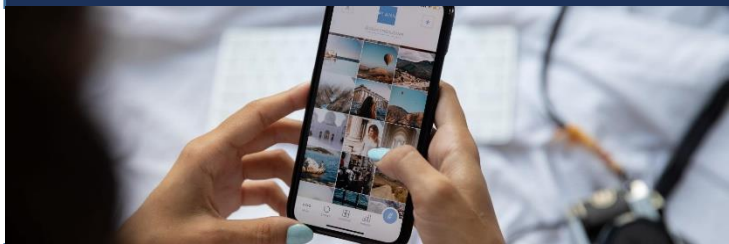
NCL PRODUCT	ROLE	FY2021 REVENUE CONTRIBUTION
Nuffnang	Social Influencer and Content Marketing Platform	56%
Plata & Punta	Performance Marketing and Optimisation	22%
Sashimi/Dejitaru	Social Media-Focused Digital Marketing Consultancy	21%
Nuffnang Live	Live Commerce Platform	1%



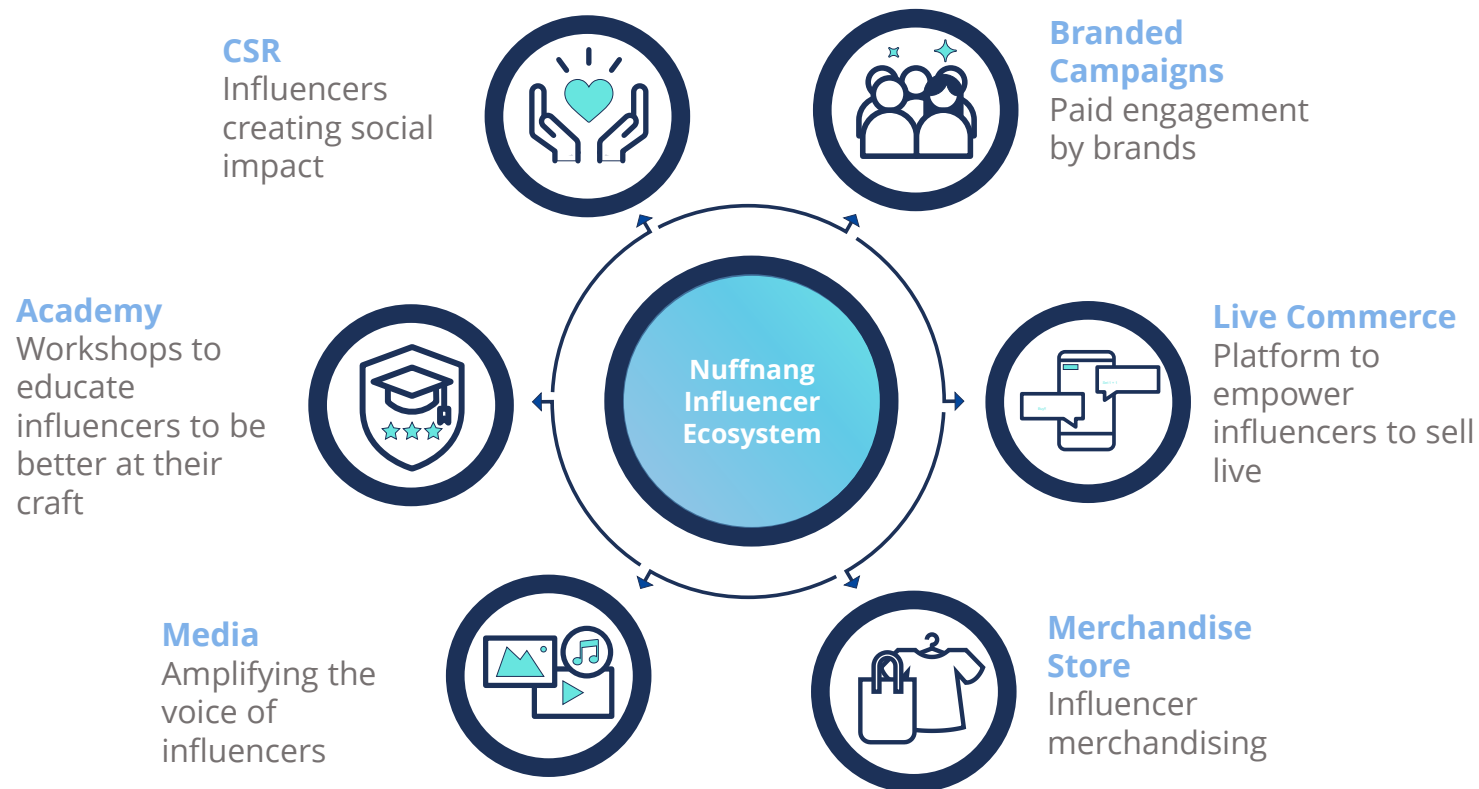
# A Comprehensive Platform to Serve A Large Market

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.<sup>1</sup>



<sup>1</sup> <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

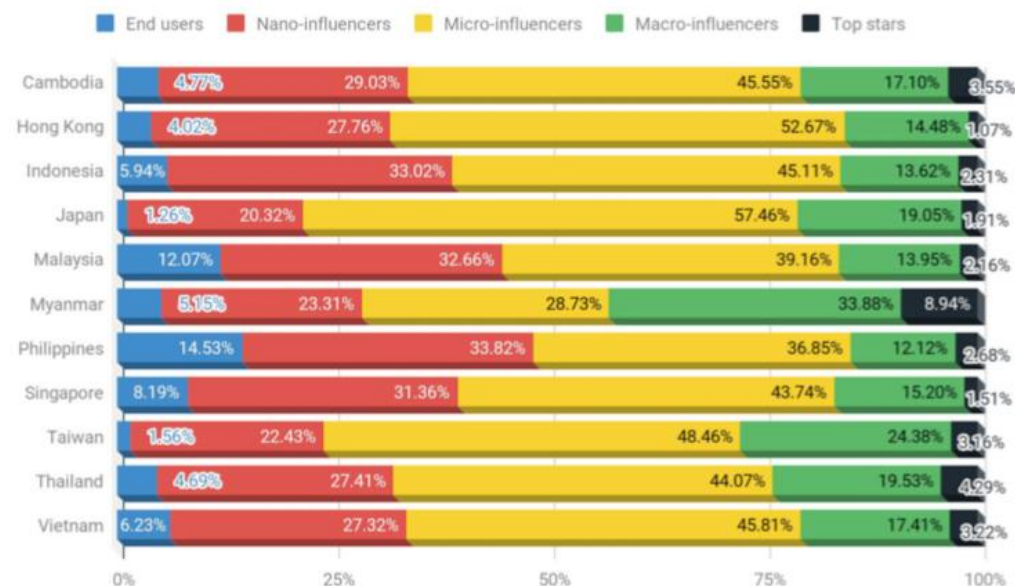
The influencer market has been becoming increasingly fragmented, with **Nano and Micro influencers** dominating a **majority of follower volume**.

Our **database of 15,000 influencers**, built over the past 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



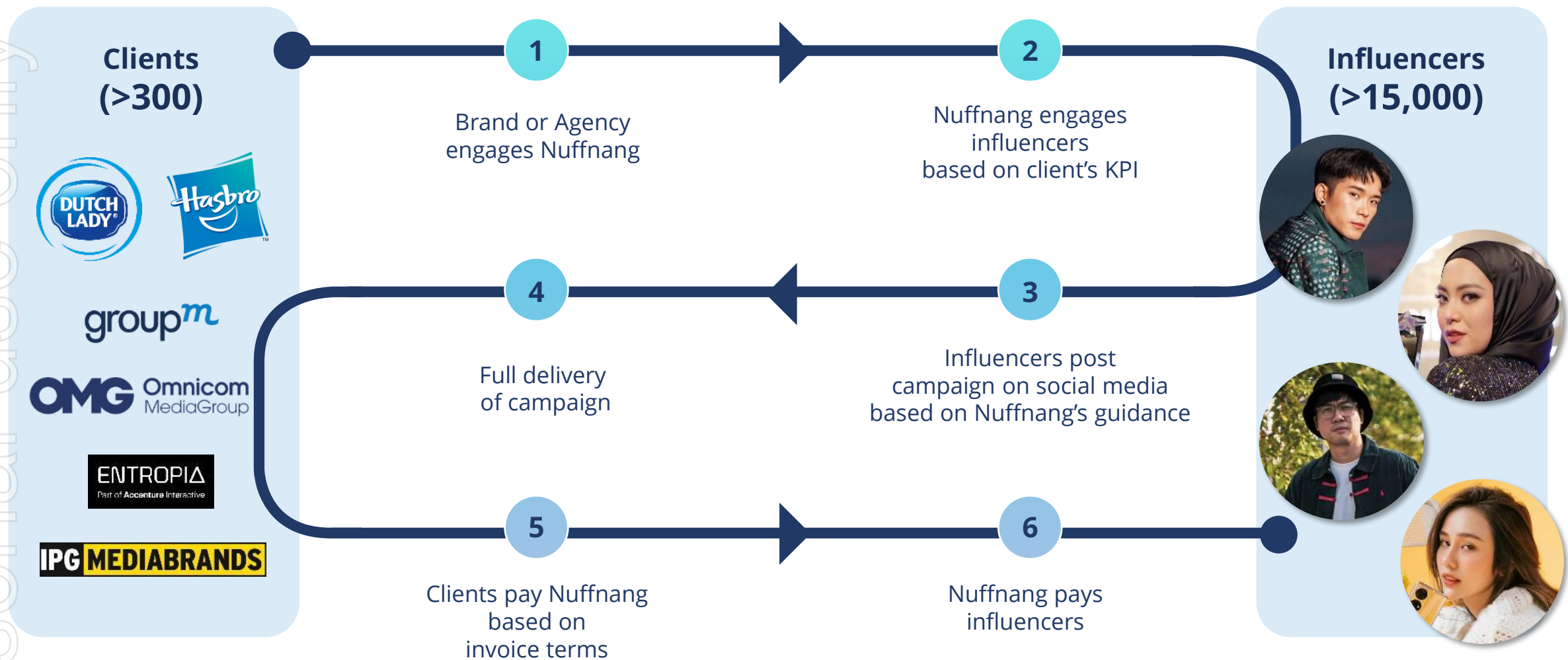
Influencers are categorised as follows:

- 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"



# 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

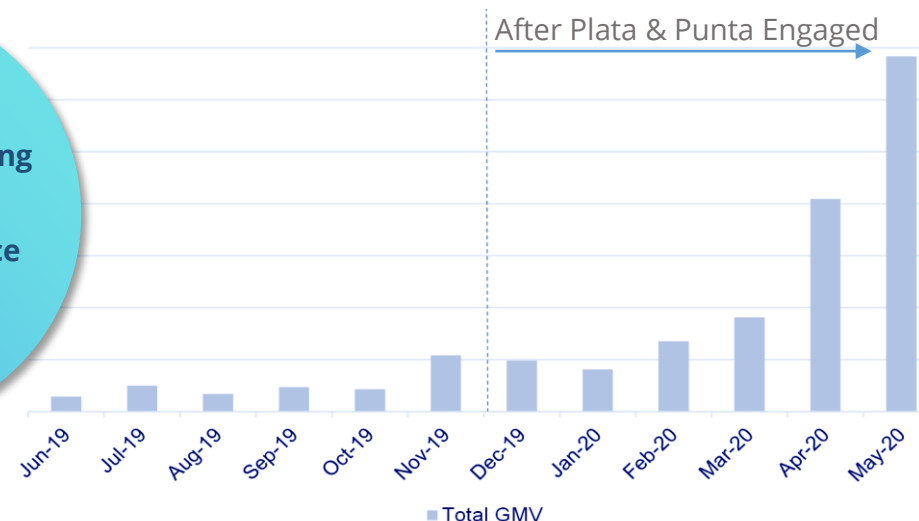
Recorded in postings' comments with users indicating recognition of the brand's niche USP

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.



### 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.

# Case Studies – Multi-Channel Network Partnership

## NUFFNANG & TIKTOK SHOP

TikTok has launched a live shopping function called TikTok Shop for its Malaysian users in Q1 2022, after its recent success stories in the Indonesian market in year 2021.

To ensure a successful launch, TikTok engaged Nuffnang as one of its multi-channel network (MCN) partners to plan and execute a sales-driven influencer marketing campaign in the month of Ramadan.

## THE RESULTS

For this “Selamat Super Deal” campaign, Nuffnang engaged 4 creators to conduct 3 major livestream sessions of 4 hours each in conjunction with the Hari Raya festival in Malaysia.

All our TikTok Shop sessions were successful, generating total revenue for merchants 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.

Further contributing to the success, the usual abandoned cart rate was reduced from 70% to only 15% due to the engaging nature of live shopping combined with a trusting relationship between the creators and their fans.



Seen in photos are Alfred Ong aka Water Daddy; and Imran Bard aka imeringue2 with the Nuffnang team who was behind this campaign.

# 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.

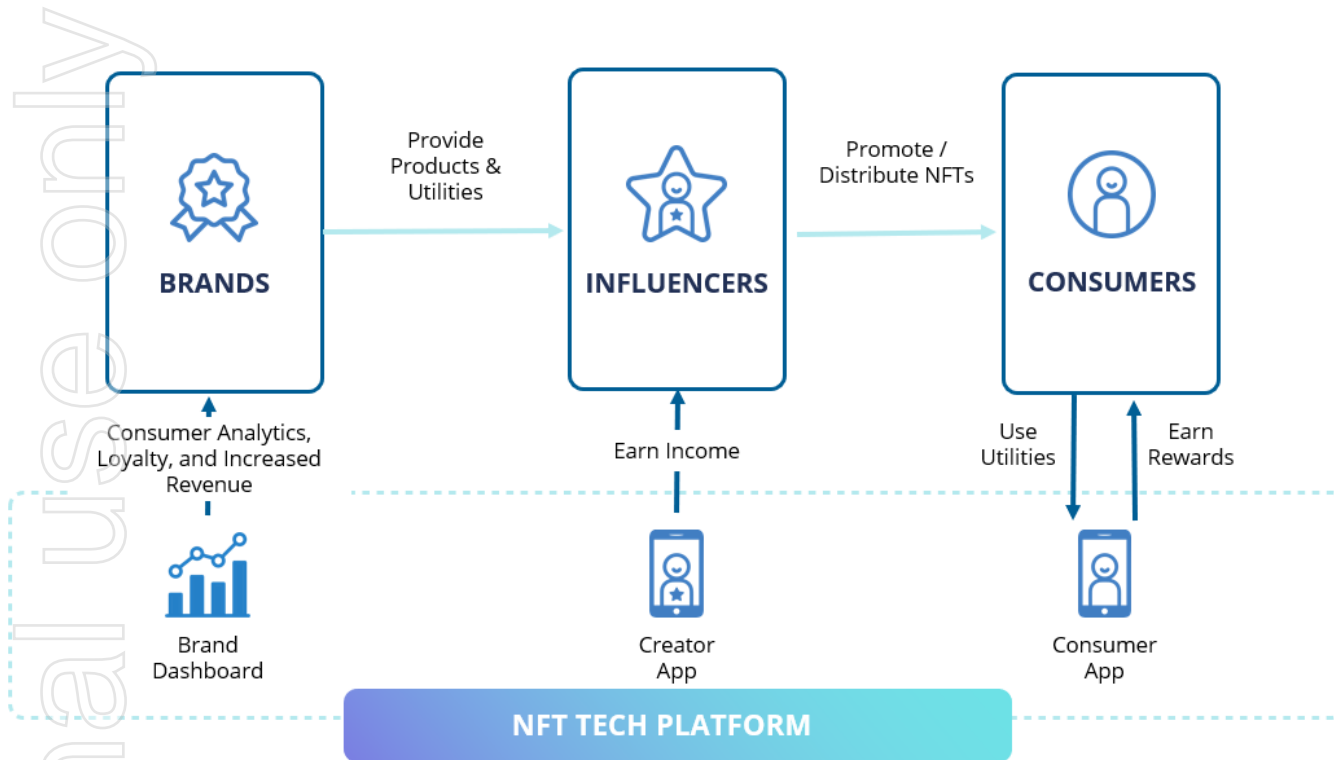


Initial sales through pilot tests have generated a strong response, providing Netccentric with the confidence to launch The Merchist by Nuffnang to its full network of influencers. 'The Merchist by Nuffnang' is now live at <https://themerchist.com/>.



# Launching Our Web 3.0 NFT Creator Platform

## THE NFT TECH ECOSYSTEM



Netccentric is developing a new platform which places the Group at the forefront of the Web 3.0 revolution: NFT Technologies Sdn Bhd ("NFT Tech")

NFT Tech will empower brand owners to issue non-fungible tokens ("NFTs") with real-world utilities in collaboration with influencers in a cost-efficient and user-friendly manner

Two-pronged business model: enterprise managed services to brand owners and a creator SaaS app (both to attract monthly subscription and royalty fees)

NFTs issued by the platform will provide:

### For consumers:

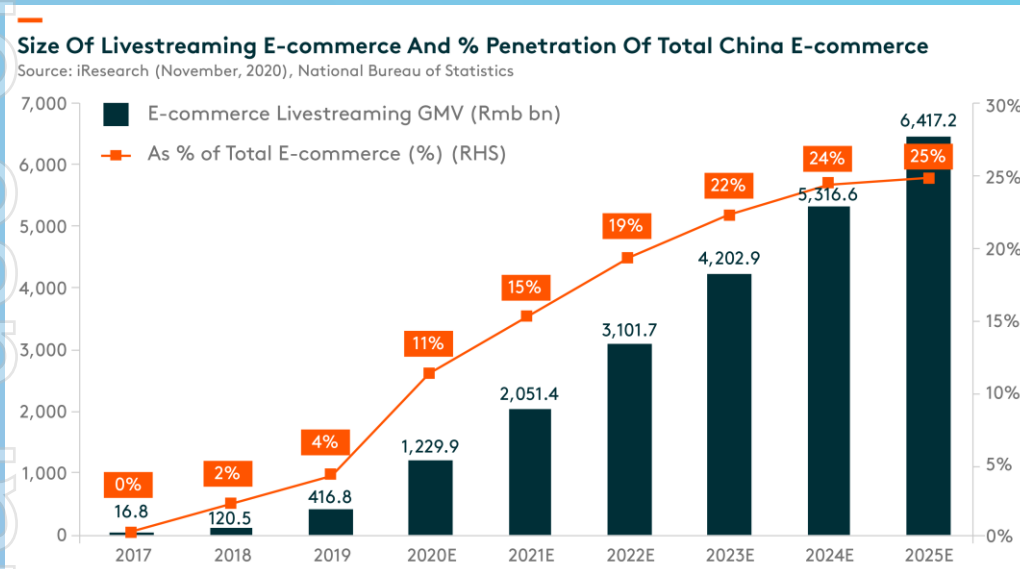
- ✓ Real-world utility
- ✓ Applications to facilitate earning rewards and enjoying unique experiences with influencers

### For brands:

- ✓ Opportunities to increase revenue and build loyalty
- ✓ Gain access to Web 3.0 analytics

# 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.

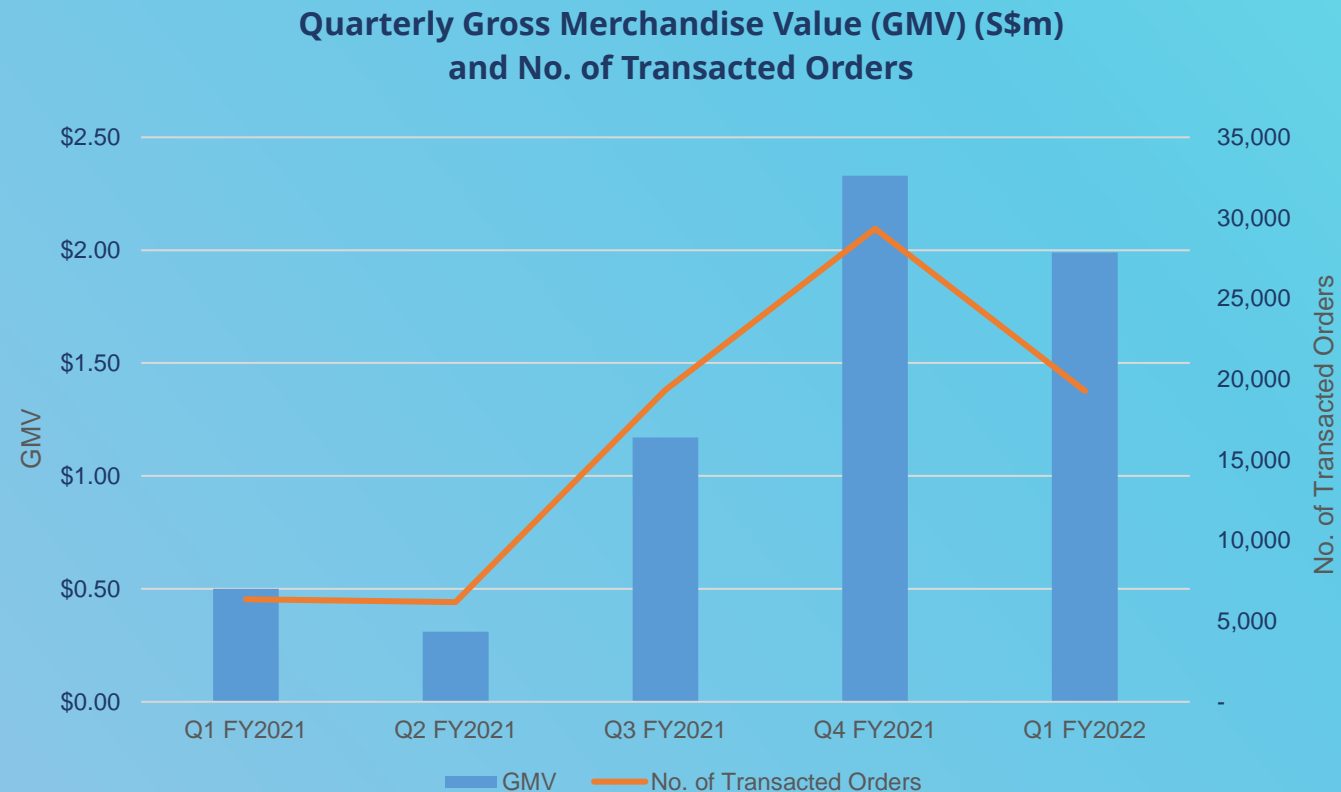


Live Commerce managed service partnerships became increasingly productive during FY2021. Conducted **12 live commerce sessions** during the December quarter for Malaysia's largest bedding accessories brand, delivering over 82k views and 122k engagements via social media livestreams. This demonstration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



# Nuffnang Live Commerce Recent Progress

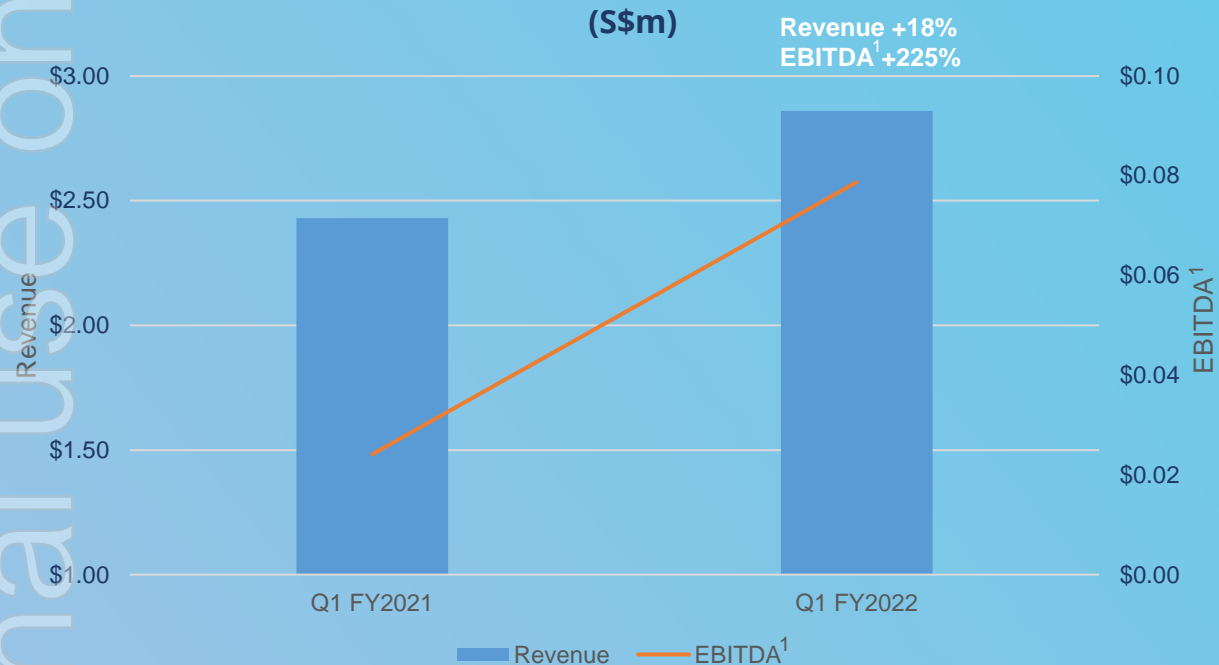
NETCCENTRIC IS GAINING TRACTION WITH THIS INNOVATIVE SOCIAL COMMERCE PLATFORM



# Q1 FY2022 Financial Highlights

EBITDA<sup>1</sup> PROFITABLE DRIVEN BY STRONG REVENUE GROWTH ACROSS THE GROUP'S BUSINESS UNITS

Revenue and EBITDA<sup>1</sup> by quarter  
FY2021 – FY2022  
(S\$m)



## Continued financial improvement in Q1 FY2022:

Strong revenue growth in Q1 FY2022:

**Revenue +18% to S\$2.86 million** compared to previous corresponding period ("PCP")

**Group EBITDA<sup>1</sup> +225% on PCP** from S\$24k in Q1 FY21 to S\$79k in Q1 FY2022, with **profit before tax of S\$14k achieved**

Nuffnang achieved **revenue growth of +15%** vs PCP to S\$1.75m

Strong liquidity to execute growth strategy, with cash and cash equivalents of **S\$5.4 million** as at 31 March 2022

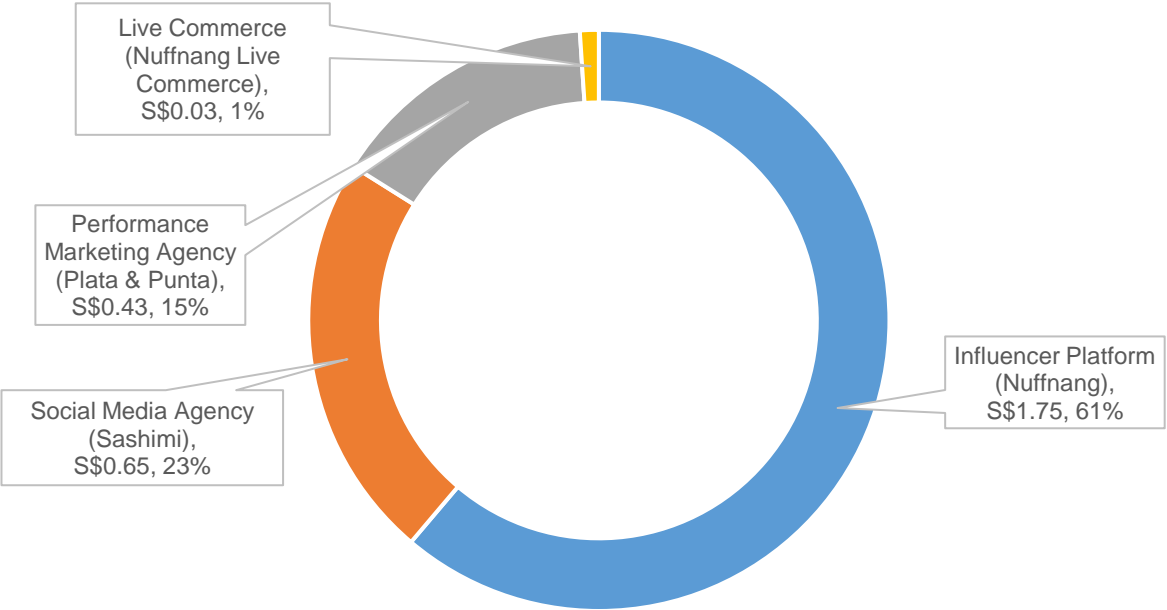
<sup>1</sup>EBITDA adjusted for extraordinary items relating to the issue of share options expenses, forex movements and professional fees relating to evaluation of M&A opportunities.

# Operations Breakdown

## Solid Quarter of Revenue and Earnings in Q1 FY2022

- Nuffnang delivered a strong revenue contribution: **S\$1.75 million (+15% PCP)**, contributing **61%** to Group revenue
- Nuffnang Live Commerce’s activity levels continued to grow in Q1 FY2022 transacting more than **19k orders** with a GMV of **S\$1.99 million**, GMV increased by **294%** in Q1 FY2022 compared to Q1 FY2021
- The Group’s performance marketing agency, Plata & Punta, delivered strong growth (**+34%** in Q1 FY2022 on PCP)
- The Group's social media agency, Sashimi, continued its strong growth trajectory with revenue **+12%** in Q1 FY2022 on PCP

Q1 FY2022 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**.<sup>1</sup>

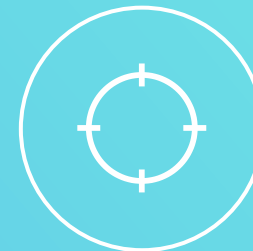
We are well-placed with an established base business and innovative new technology to capture share of this large and growing market.



## 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 exploring **potential M&A opportunities to expand**.

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



# Investment Highlights



**EBITDA<sup>1</sup> 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 **Web 3.0, Social Commerce & Automation** offer potential to deliver scalable growth



<sup>1</sup>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.



# Appendices

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# Corporate Snapshot

## Key Statistics

ASX Stock Code	ASX: NCL
FY2021 Revenue (December calendar year end) <sup>1</sup>	A\$11.87M
FY2021 EBITDA <sup>1</sup>	A\$0.39M
Cash Balance (31 March 2022)	A\$5.4M
Debt	Nil
Share Price (25 July 2022)	A\$0.088
Shares on Issue	283.0M
Unquoted Options (18c, 1/9/23, 1.45c, 31/12/24 & 27/5/26)	31.57M
Market Cap (25 July 2022)	A\$24.9M

## Top Shareholders

Ganesh Kumar Bangah	218.4M (77.2%)
Citicorp Noms Pty Ltd	10.4M (3.7%)
BNP Paribas Noms Pty Ltd	5.4M (1.9%)
Mr Mark Broglio	2.8M (1.0%)
Tasec Noms (Tempatan) Sdn Bhd	2.5M (0.9%)
Total Top 20	257.5M (91.0%)

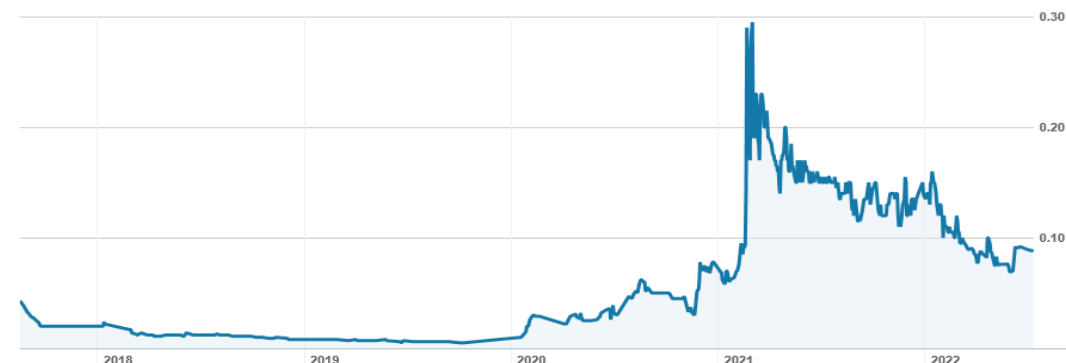
<sup>1</sup> EBITDA adjusted for extraordinary items relating to the issue of share options expenses, forex movements and professional fees relating to evaluation of M&A opportunities.

<sup>1</sup> 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 investment banking, corporate finance, capital markets and corporate advisory services.
- Executive Director of Bowmen Capital Private Limited and Independent Director of companies listed on SGX and NASDAQ.
- A Certified Public Accountant by CPA Australia and a Chartered Accountant under the Malaysian Institute of Accountants.

**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
- More than 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.

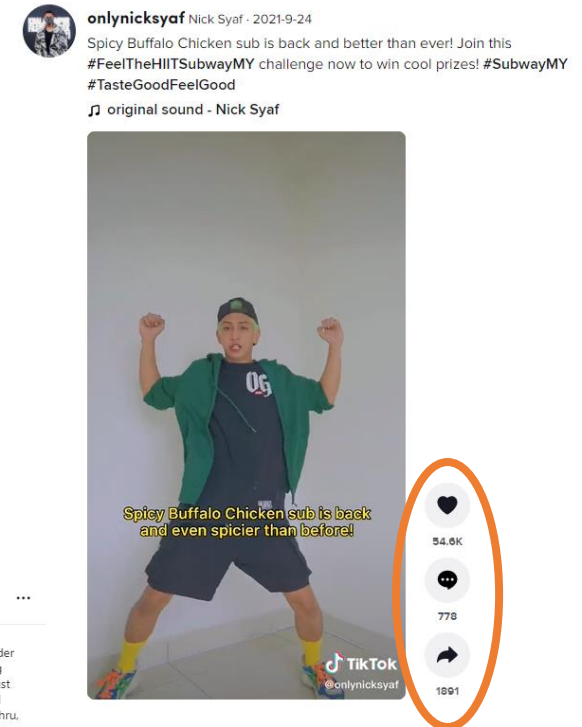
## Market Share

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**



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