

NETCENTRIC

H12015 RESULTS PRESENTATION

DISCLAIMER

This document has been prepared by Netccentric Ltd ("Netccentric") to provide selected parties with a preliminary understanding of the Company. It is provided on a confidential basis, and may not be reproduced in whole or in part, nor may any of its contents be disclosed to any other person, without Netccentric's prior written consent. This document is provided by Netccentric for general information purposes only, without taking into account any potential investors' personal objectives, financial situation or needs. It should not be relied upon by the recipient in considering the merits of any particular transaction. It is not an offer to buy or sell, or a solicitation to invest in or refrain from investing in, any securities or other investment product. Nothing in this document constitutes investment, legal, tax, accounting, financial product or other advice. The recipient should consider its own financial situation, objectives and needs, and conduct its own independent investigation and assessment of the contents of this document, including obtaining investment, legal, tax, accounting and such other advice as it considers necessary or appropriate. This document has been prepared on the basis of publicly available information and certain confidential information. Netccentric has relied upon and assumed, without independent verification, the accuracy and completeness of all such information, including forecasts. It contains selected information and does not purport to be all inclusive or to contain all of the information that may be relevant to the document. The recipient acknowledges that circumstances may change and that this document may become outdated as a result. Netccentric is under no obligation to update or correct this document. Netccentric, its related bodies corporate and other affiliates, and their respective directors, employees, consultants and agents make no representation or warranty as to the accuracy, completeness, timeliness or reliability of the contents of this document. To the maximum extent permitted by law, no member of Netccentric accepts any liability (including, without limitation, any liability arising from fault or negligence on the part of any of them) for any loss whatsoever arising from the use of this document or its contents or otherwise arising in connection with it. Any requests for information in connection with this document should be addressed directly to Netccentric and to no other party.

Forward-Looking Statements

This document contains forward-looking statements which are identified by words such as "believes", "estimates", "expects", "targets", "intends", "may", "will", "would", "could", or "should" and other similar words that involve risks and uncertainties. These statements are based on an assessment of present economic and operating conditions, and on a number of assumptions regarding future events and actions that, as at the date of this Prospectus, are expected to take place. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, the Directors and management of the Company. The Company has no intention to update or revise forward-looking statements, or to publish prospective financial information in the future, regardless of whether new information, future events or any other factors affect the information contained in this Prospectus, except where required by law. The Company cannot and does not give assurances that the results, performance or achievements expressed or implied in the forward-looking statements contained in this document will actually occur and investors are cautioned not to place undue reliance on these forward-looking statements.

All figures stated in Singaporean Dollars unless otherwise stated. The financials are presented in Singapore dollars, which is Netccentric Limited's functional and presentation currency.

CONTENTS



For personal use only

- 1** **PERFORMANCE HIGHLIGHTS**
- 2** **FINANCIAL SUMMARY**
- 3** **GEOGRAPHICAL HIGHLIGHTS**
- 4** **PROGRESS ON COMPLETING PRODUCT SUITE**
- 5** **PROGRESS ON GEOGRAPHICAL EXPANSION**
- 6** **MOBILE APP DEVELOPMENT**

PERFORMANCE HIGHLIGHTS

NETCENTRIC GROUP REVENUE GREW BY 5.5% to SGD5.9M IN H12015

- **SGD12.9M (AUD12.5M) funds raised via successful IPO at AUD0.20 per share**
Shares significantly oversubscribed with strong support from institutional and retail investors
- **H12015 revenue grew by 5.5%**
Driven by solid sales of core product, influencer platforms; Nuffnang and ChurpChurp up by 14% and 6% respectively
- **EBIT down by SGD0.66M**
Led by IPO expenses of SGD0.95M, increase in employee benefits due to new hires and group expansion, and investments in product development across various business units
EBIT expected to continue decreasing, due to utilisation of IPO funds over time. As such, EBIT will not be considered a metric for our growth
- **Certain mature markets saw improved performance**
Singapore revenue up by 43%
Performance offset by macroeconomic conditions in our key market, Malaysia
- **Sustained improvements in growth markets**
Continued in Thailand and the UK; both growing by 47% and 25% respectively
- **Continue to create operational efficiencies within businesses**
Through management restructure and investments in recruitment

LEVERS OF GROWTH

SHORT TERM (6M)

Creating operational efficiencies within business through management restructure

MEDIUM TERM (6M-1Y)

Completion of product suite in existing markets and Geographical Expansion

LONG TERM (>1Y)

User acquisition on the Dayre platform

FINANCIAL SUMMARY

REVENUE
SGD5.9M

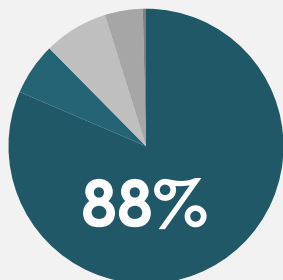
*revenue excludes Ripplewerkz



5.5%

CORE PRODUCTS CONTRIBUTION TO REVENUE

Primary products remain main contributor and key driver of revenue



- Influencer Platforms (Nuffnang/ChurpChurp)
- Display Ad Network (Banner Ads)
- Social Media Agency (Sashimi)
- Digital Asset Production (ReelityTV)
- Others

EBIT

*revenue excludes Ripplewerkz



SGD658K

EBIT expected to continue decreasing, due to utilisation of IPO funds over time. As such, EBIT will not be considered a metric for our growth

ACCOUNT SUMMARY

Six months ended 30 June 2015

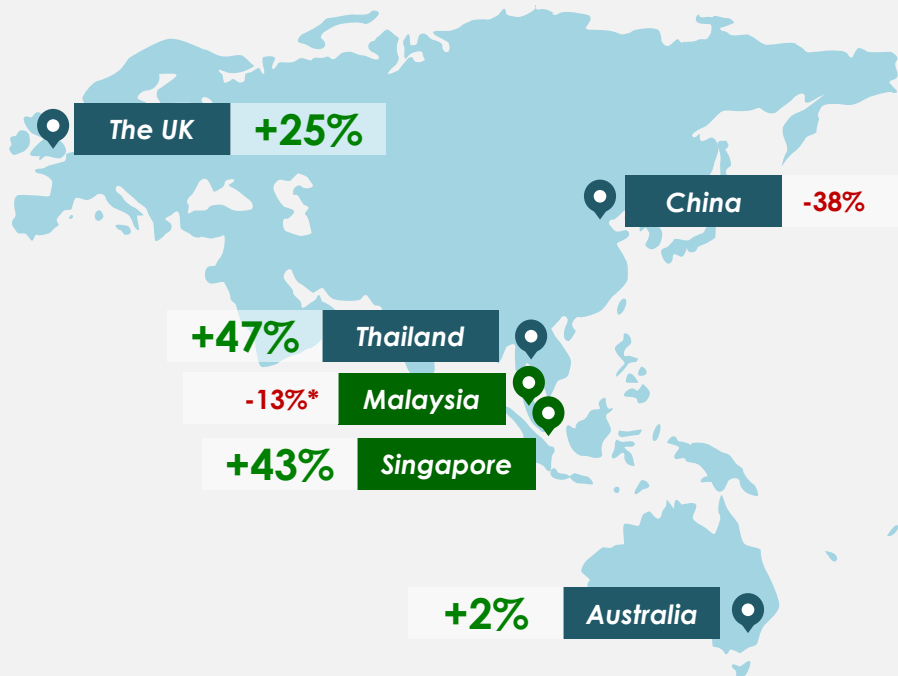
BUSINESS UNITS	JAN-JUN '15 (SGD)	JAN-JUN '14 (SGD)
Influencer Platform (Nuffnang/ChurpChurp)	4,845,911	4,143,076
Display Ad Network (Banner Ads)	365,446	662,542
Digital Asset Production (ReelityTV)	265,190	332,562
Social Media Agency (Sashimi)	450,476	475,758
Others	22,140	23,994
TOTAL (Revenue excluding Ripplewerkz)	5,949,163	5,637,932

All figures stated in Singaporean Dollars unless otherwise stated. The financials are presented in Singapore dollars, which is Netcentric Limited's functional and presentation currency
*The consolidated financials have been prepared to exclude the results of Ripplewerkz; Netcentric has only accounted for its share of profit from Ripplewerkz. Upon NCL's listing on 6 July 2015, NCL has fully acquired Ripplewerkz. Results of Ripplewerkz will be 100% consolidated from July 2015 onwards

GEOGRAPHICAL HIGHLIGHTS

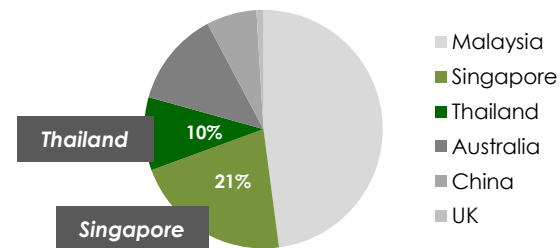
3 out of 4 **GROWTH MARKETS** have seen growth (Thailand, Australia, The UK)

1 out of 2 **MATURE MARKETS** have seen growth (Singapore)

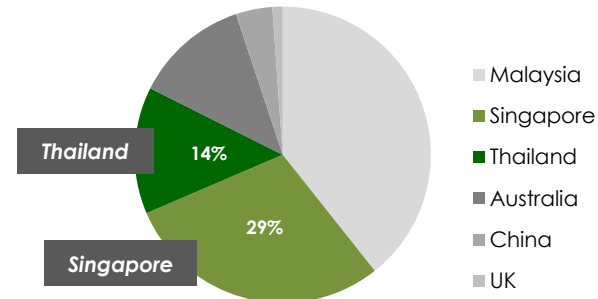


THE GROUP'S INCOME PORTFOLIO HAS BECOME MORE DIVERSIFIED AS OUR GROWTH COUNTRIES INCREASE THEIR REVENUE CONTRIBUTIONS

H12014 REVENUE CONTRIBUTION BY COUNTRY



H12015 REVENUE CONTRIBUTION BY COUNTRY



*Malaysian Ringgit fell 5% against the Singapore Dollar in H12015 as compared to H12014

COMPLETING PRODUCT SUITE

NEWLY HIRED BUSINESS DEVELOPMENT DIRECTOR TO EXECUTE COMPLETION OF PRODUCT SUITE



SHERWAYN TAN

REGIONAL BUSINESS DEVELOPMENT DIRECTOR

KEY EXPERIENCE

- Previously Director of International Markets for a multi national e-commerce company
- Delivered 4X Annual Revenue growth for over seven countries he oversaw
- Deep understanding of digital and social media marketing best practices

PRODUCT SUITE COMPLETION UPDATES



Created and executing strategies to roll out RTV in all countries with unique value proposition



Executing strategy to evolve Ripplewerkz from production to SaaS (Software-as-a-Service) model

GEOGRAPHICAL EXPANSION

NETCENTRIC COO APPOINTED TO LEAD GEOGRAPHICAL EXPANSION OF BUSINESS



TIMOTHY TIAH

CHIEF OPERATING OFFICER

KEY EXPERIENCE

- Shortlisted, assessed and evaluated potential JV partners in markets that are currently revenue contributing markets such as Thailand, the UK and China
- Negotiated key partnerships, such as Nuffnang Insights, and exclusive collaborations with core agencies like GroupM and PHD
- Performed strategic acquisitions of businesses for Nuffnang Thailand

EXPANSION UPDATES INDONESIA, TAIWAN, VIETNAM



Identified Possible Acquisition Targets



Established Roadmap For Penetrating New Markets



Developed Operational Execution Strategies

STANTIVE UPDATES EXPECTED IN Q4

403,832



TOTAL
DOWNLOADS*

404,303



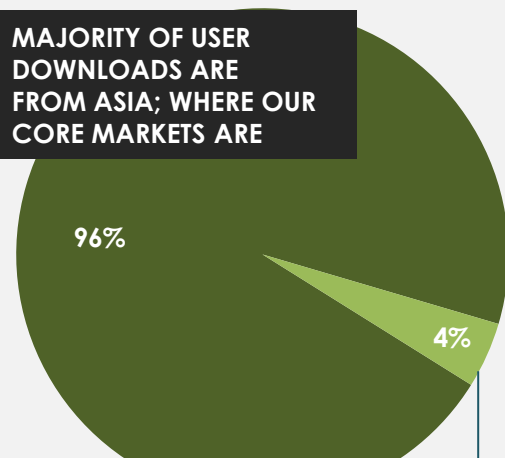
ACTIVE
USERS

(Including Active Web Users)

GLOBAL DISTRIBUTION OF USERS*

■ Asia ■ Others

MAJORITY OF USER
DOWNLOADS ARE
FROM ASIA; WHERE OUR
CORE MARKETS ARE



MARKETS OUTSIDE ASIA
PRESENT UNTAPPED GROWTH
POTENTIAL FOR ADOPTION



CHEO MING SHEN

CHIEF EXECUTIVE OFFICER

PERSONALLY LEADING THE DEVELOPMENT AND USER ACQUISITION STRATEGY FOR THE DAYRE MOBILE APP

1. Developing innovative features to enhance app proposition and value.
2. Driving user acquisition within current talent base, and in International markets

STRATEGIES FOR USER ACQUISITION

1. Forging partnerships with Platform providers
2. Marketing and promotional activities
3. Tapping onto our OWNED talent network regionally

For personal use only



CONTACT
investors@netccentric.com