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# INVESTOR PRESENTATION

NETCENTRIC LIMITED



# NETCCENTRIC LIMITED



ASX CODE: NCL

## ABOUT NETCCENTRIC

A **digital advertising** company with operations in 8 APAC countries

## FINANCIAL INFORMATION

Share Price	AUD 0.05
Market Capitalisation	AUD 13,125,000
Shares on Issue	262,500,000

## BOARD OF DIRECTORS

Martyn Thomas – Non-Executive Chairman  
 Timothy Tiah Ewe Tiam – Non-Executive Director  
 Cheo Ming Shen – Non-Executive Director  
 Pierre Pang Hee Ta – Non-Executive director

Total Revenue YTD	(As at 31/04/2017)	SGD 3,457,199
Cash at Bank	(As at 31/04/2017)	SGD 6,600,000

# WHY COMPANIES ADVERTISE?



## NEW CUSTOMERS

To influence consumers to purchase the product or service for the first time.



## EXISTING CUSTOMERS

To drive existing customers to repeat their purchase and increase basket size.



## LAPSED CUSTOMERS

To encourage lapsed customers to reconsider the brand.



WHAT EXACTLY IS DIGITAL ADVERTISING AND WHAT CAN IT BE USED FOR?

# ABOUT DIGITAL ADVERTISING

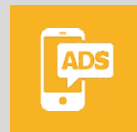
## WHAT IS DIGITAL ADVERTISING

Marketing media that is digitally displayed on the Internet, smart phones and hand-held media devices.

## WHERE DO DIGITAL AD DOLLARS GO TO?



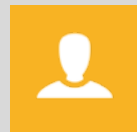
SEARCH ENGINES



WEBSITES



SOCIAL MEDIA



ONLINE  
CELEBRITIES



VIDEO PORTALS



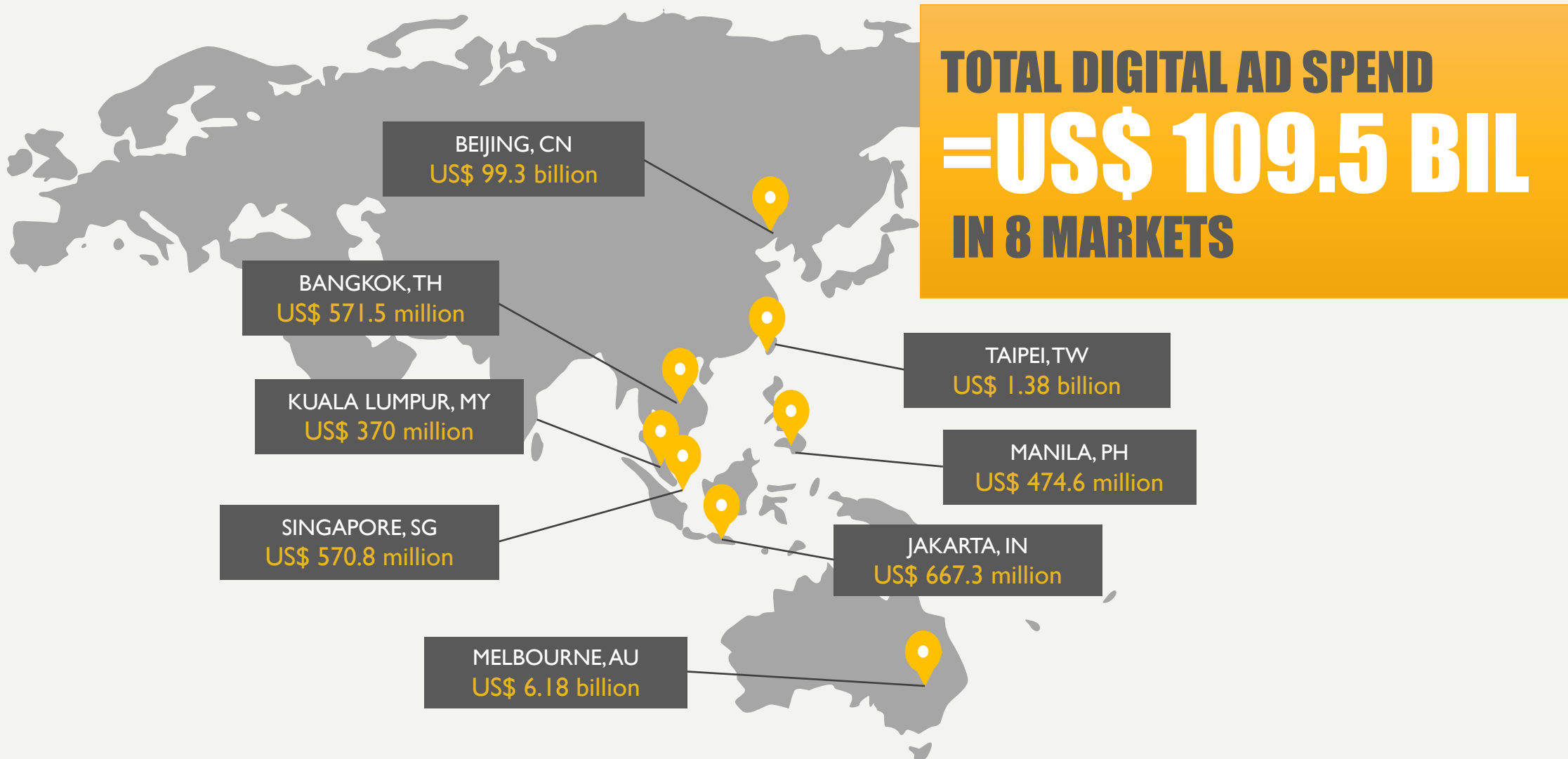
MOBILE APPS



AD  
TECHNOLOGY



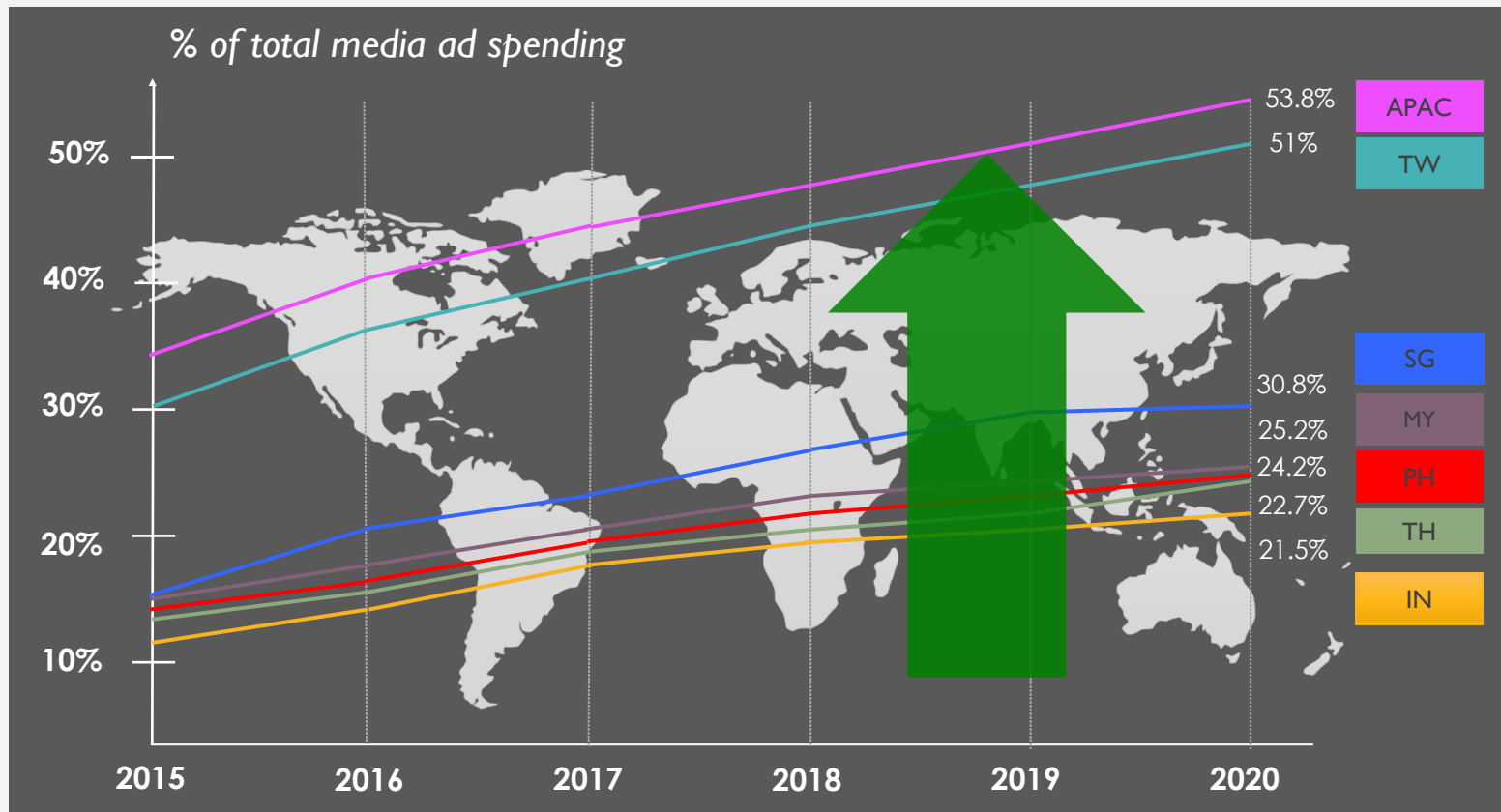
# THE OPPORTUNITY



Reference: E\_marketer\_S.E.Asia Report\_Final\_2017

# AND IT'S STILL GROWING...

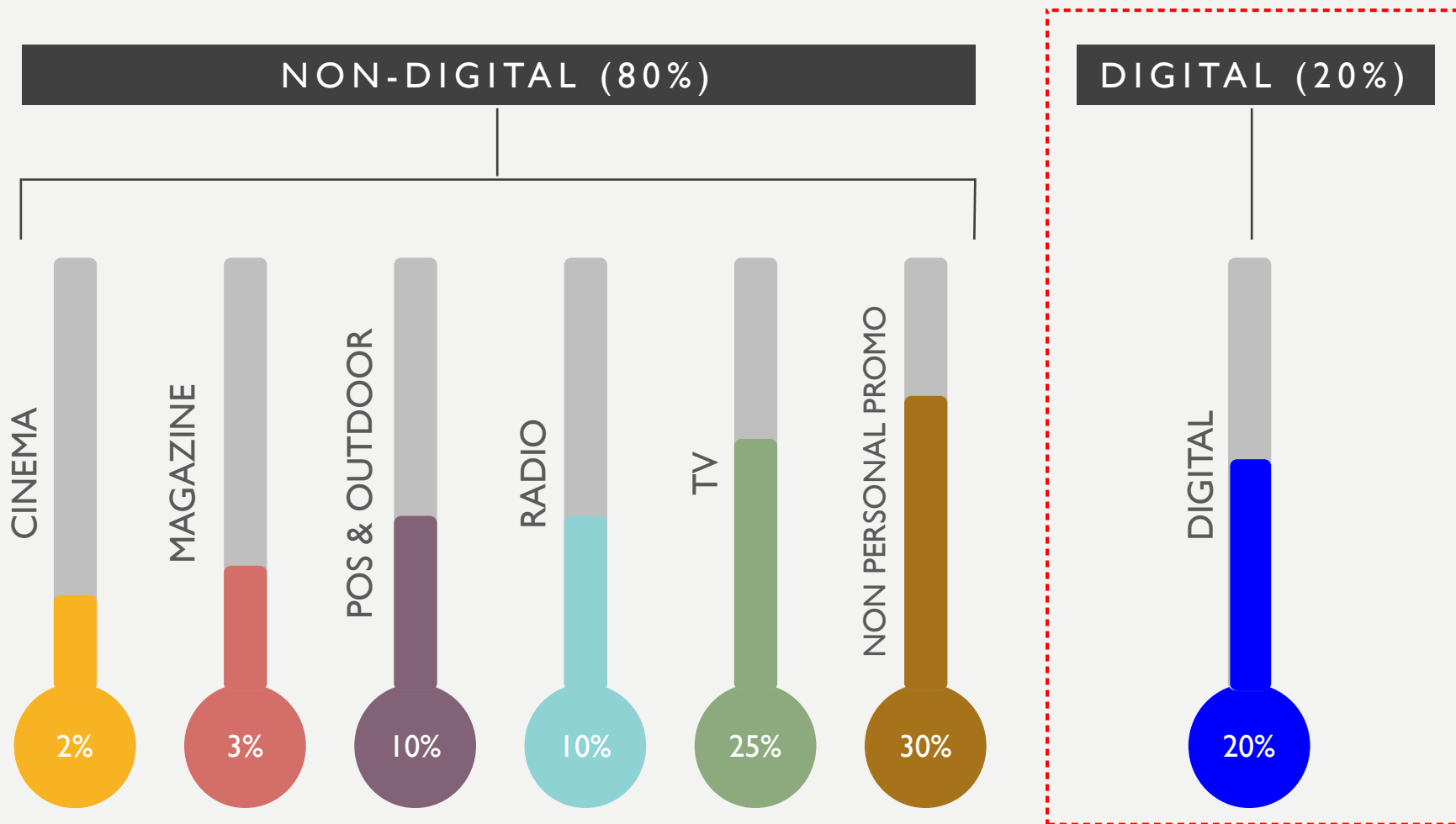
## GROWING DIGITAL AD SPEND SHARE FROM 2015-2020 IN ASIA PACIFIC



### DIGITAL AD SPEND IN EACH COUNTRY

APAC	US \$5.3 bil
TW	US \$1.38 bil
SG	US \$570.8 mil
MY	US \$370 mil
PH	US \$474.6 mil
TH	US \$571.5 mil
IN	US \$667.3 mil

# HOW ADVERTISING DOLLAR IS SPENT







80% of advertising expenditure goes to non-digital media

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However, people are spending **9-10 hours** a day on mobile phones & the internet – in the expense of non digital media like TV & papers.

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**WHY** are marketers not investing more on digital advertising?

# THE PAIN POINTS ARE...



## Lack of skill sets

A challenge to set up an in-house team with all the required skill sets



## Lack of knowledge & data

A lack of knowledge in measuring the impact of digital marketing campaigns



## Lack of tools

A lack of assets and technology to effectively implement digital campaigns

**NETCENTRIC CAN BRIDGE THE GAP THROUGH OUR PRODUCTS & SERVICES**

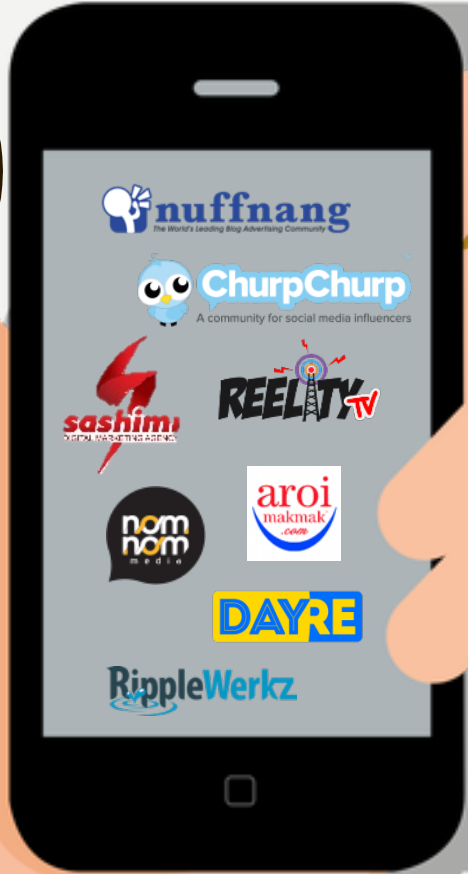




HOW DOES NETCENTRIC FIT IN  
TO BRIDGE THE GAPS OF DIGITAL ADVERTISING?



# WHAT NETCENTRIC HAS TO BRIDGE THE GAP



LACK OF SKILL SETS

120 highly trained and experienced specialists



LACK OF KNOWLEDGE

An experienced leadership team, which has managed more than 300 brands, to lead & consult



LACK OF TOOLS

Technology platforms to effectively implement campaigns and measure

# OUR EDGE OVER COMPETITORS



## LARGEST SCALE

The network that provides marketers the **largest scale** in influencer marketing (in Asia).

Influencer marketing is word-of-mouth (oldest form of advertising) on steroids.



## WIDEST AUDIENCE REACH

In our key markets eg. Malaysia & Singapore, we have the **widest audience reach** after Google & Facebook.



## EXCLUSIVE & PROPRIETARY DATA

Access to **exclusive & proprietary data** (consumer insights) – harvested real time from our base of 1 million consumers – to power our marketing strategies.



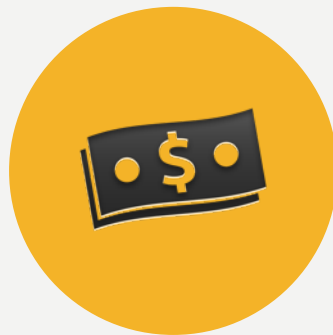
## EXPERIENCED LEADERS

A team of experienced and **seasoned C-level executives** with strong digital advertising background

# OPERATION TURNAROUND



Monetizing Assets



Reducing Operating expenses



Focus On Profitable Units



Restructure Unprofitable Units



# WE HAVE OPTIMIZED EFFICIENCIES

Operation Turnaround implemented  
March 1<sup>st</sup>.

GROUP MONTHLY **NET LOSS**

**80% REDUCTION**

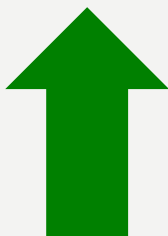
JAN – FEB VS. MAR – APR 2017  
(Post Operation Turnaround VS. Pre  
Operation Turnaround)



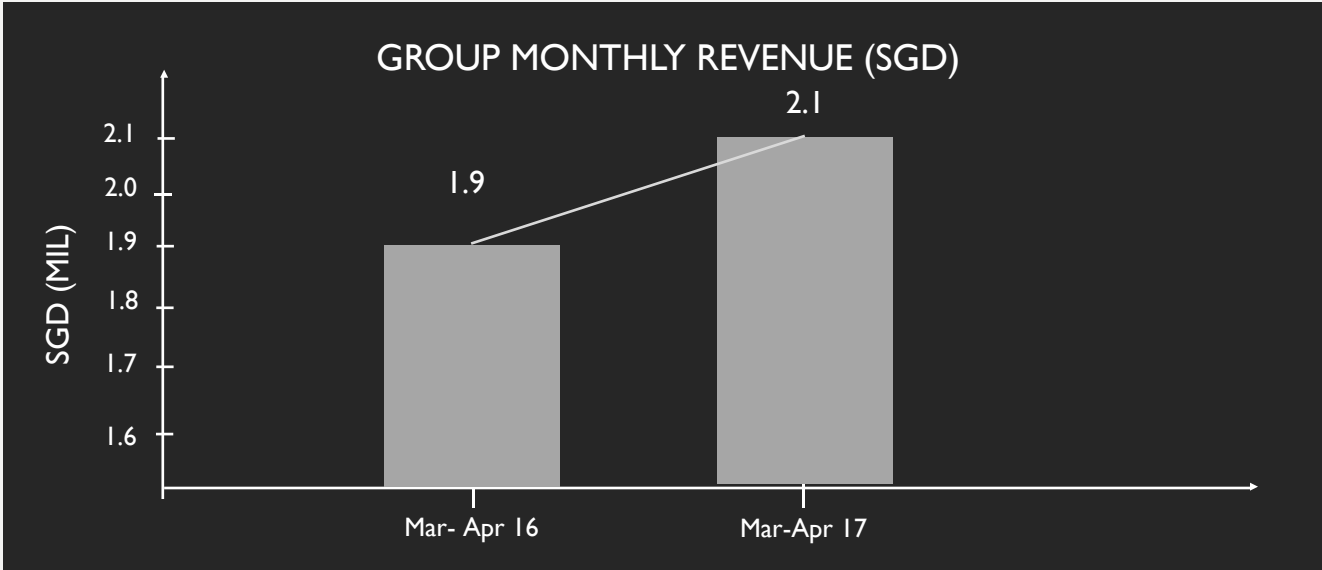
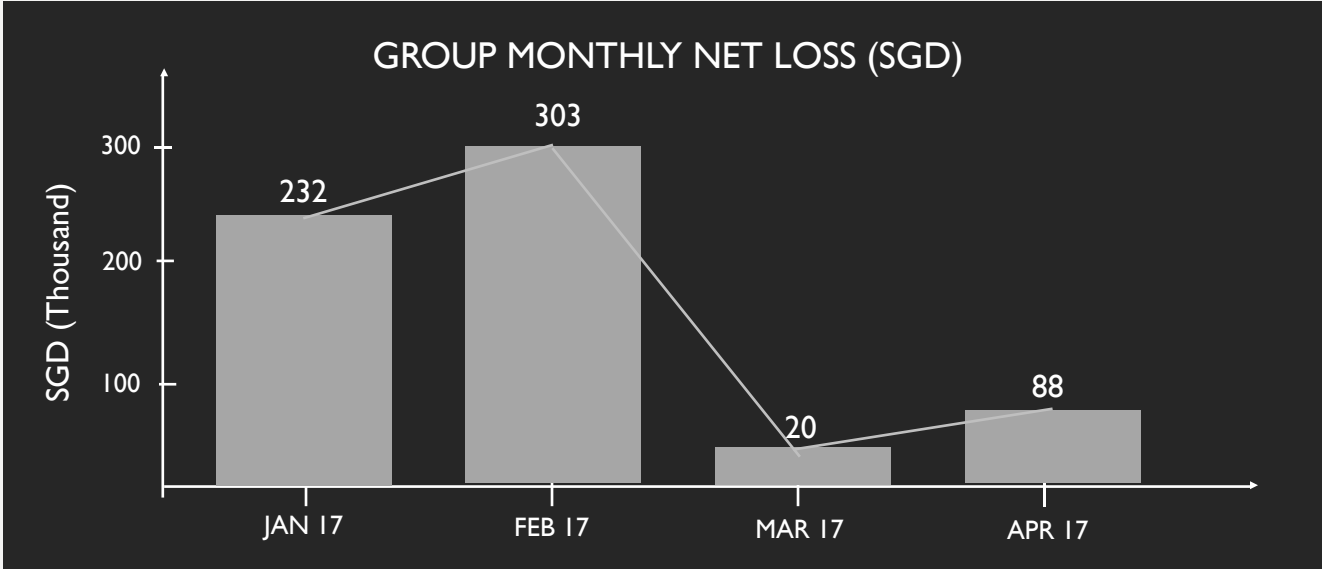
GROUP MONTHLY **REVENUE**

**11% INCREASE**

MARCH – APRIL 17 VS. 16  
(Post Operation Turnaround VS. Pre  
Operation Turnaround)



We are optimizing efficiencies



# AN EXPERIENCED TEAM

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Recruited industry leaders to lead the charge



**Desmond Kiu (CEO)**

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Established the social media business & headed the digital marketing department in GroupM & Mindshare - the largest media consultancy firms in the world. Started 3 successful agency businesses in SEA, including Sashimi.



**Joanne Chen (COO)**

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Invested two decades in WPP, the largest ad group globally. Joanne established the first digital media consultancy unit in GroupM and turned it into the 1st full service digital agency in Malaysia. Joanne also played a key role in setting up Xaxis in Malaysia, the world's largest programmatic media and data-driven platform.



**Edmund Wong (CIO)**

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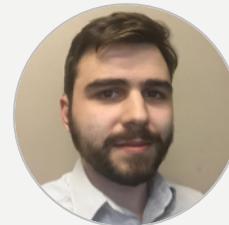
Pioneered the mobile marketing and tech departments in GroupM and spearheaded digital marketing consultancy at Mindshare. Renowned industry thought leader with multiple accolades in the areas of technology and innovation.



**Yii Chin Huang (CTO)**

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17 years of software development experience. Project directed the development and system integrations of the two largest banking systems in Malaysia – Maybank2u and CIMBClicks. Also served as a software engineer at Airbus Defense & Space.



**John Morrison (CFO & Company Secretary)**

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Current CFO of 2 other companies which are listed on the ASX. Significant experience in mergers, acquisitions and fund raising.



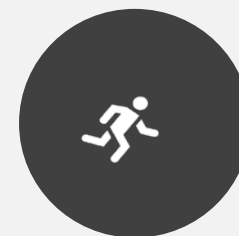
# SUMMARY

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## VISION

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To Be The WPP  
(22B GBP Market Cap On The  
London Stock Exchange) Of  
The Digital Advertising  
World



EXPERIENCE IN THE  
INDUSTRY



COMPETITIVE  
ADVANTAGE

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**Netccentric**

LIVING SOCIAL MEDIA SINCE 2006

**THANK YOU!**

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**Presented By:**  
Desmond Kiu (CEO)

**How To Reach Me:**  
[john@netccentric.com](mailto:john@netccentric.com)  
[desmond@netccentric.com](mailto:desmond@netccentric.com)

