

NETCENTRIC

FY2016 RESULTS PRESENTATION

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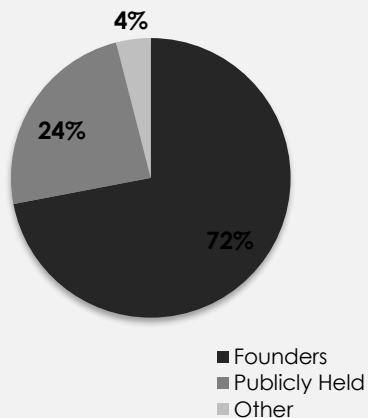
COMPANY OVERVIEW

NETCCENTRIC (ASX:NCL)

Netccentric is an Integrated Social Media Solutions Provider capitalising on the growing Social Media Advertising Market. The Company made its debut on the Australian Securities Exchange via a successful IPO on 6 July 2015.

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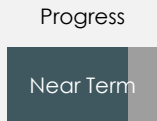
CAPITAL STRUCTURE



FOCUSED GROWTH STRATEGY



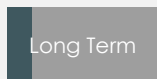
**SCALING
EXISTING
BUSINESSES**



**NEW MARKET
EXPANSION**



**MOBILE
GROWTH
STRATEGY**



ASX	NCL
Share Price	AUD\$ 0.04
Shares	262,500,000
Market Cap	AUD\$ 34.1 Million
Cash & Cash Equivalents	SGD\$7.6 Million

AUD12.5M

Funds raised via successful IPO in July 2015 to fuel growth initiatives and expansion of the business.

PERFORMANCE HIGHLIGHTS

GROUP REVENUE UP 4% TO SGD12.6M

Revenue of SGD12.6M up from FY2015 despite tough macroeconomic challenges

- Revenue driven by sponsored posts accounting for 20% of revenue, increasing performance from influencer platform Churp Churp, with growth of 22% and accounting for 33% of revenue, as well as Flexiroam Partnership

Solid growth (+96%) of digital agency Sashimi contributed 15% of total revenue

EBIT of (SGD5.4M), due to group expansion efforts, which incurred additional administrative and employee expenditure.

- IPO and extraordinary expenses of SGD1.1M which include one-off impairment of goodwill arising from the acquisition of Ripplewerkz Pte Ltd of \$0.9M
- Loss is expected to decrease as investments that did not demonstrate exponential growth potential are scaled down

Release of group vision – ‘Vivid Vision’ and was executed to achieve operational excellence

Growth markets demonstrate immediate revenue potential

- Taiwan created consistent revenue in just four months of operations

GROUP FINANCIAL SUMMARY

REVENUE
12.6M

+4%

EBIT
(SGD5.4M)

**EBIT EXCLUDING
EXTRORDINARY
COSTS**
(SGD4.3M)

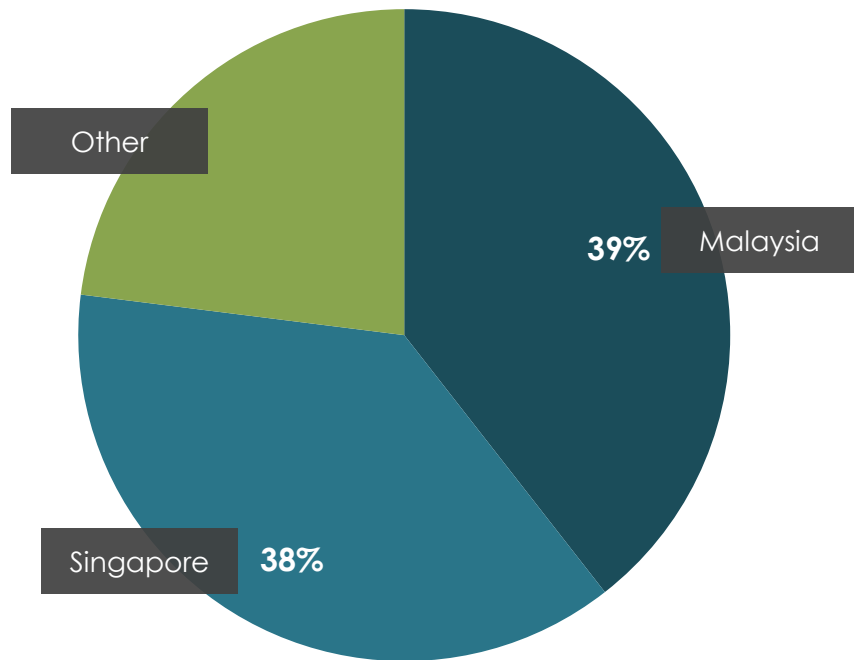
	FY2015 (SGD)	FY2015 (SGD Audited)*	% CHANGE
Revenue	12,589,226	12,078,335	+4%
Cost of sales	(4,585,835)	(4,067,967)	+13%
Gross profit	8,003,391	8,010,368	(0.1%)
Other income	541,697	613,652	(12%)
Admin and operating expenses*	(6,555,833)	(4,403,215)	+56%
Employee benefits expenses	(7,511,541)	(5,560,578)	+35%
Share of profit from equity-accounted associates	153,859	(4,742)	+3344%
Profit/(Loss) before tax	(5,368,427)	(1,344,515)	(297%)
IPO expenses	189,580	897,027	(79%)
Extraordinary expenses	873,251	276,097	+216%
Profit/(Loss) after extraordinary expenses	(4,305,596)	(171,391)	+2395%

*Admin and operating expenses includes advertising expenses due to expansion efforts of Aroi Mak Mak Pte Ltd

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

PERFORMANCE BY REGION | CORE MARKETS

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Singapore and Malaysian markets remain strongest contributors to revenue despite tough macroeconomic conditions.

Singapore and Malaysia contributed to 77% of revenue combined.

📍 Australia accounted for 9% of revenue in FY2016

📍 Thailand accounted for 9% of revenue in FY2016

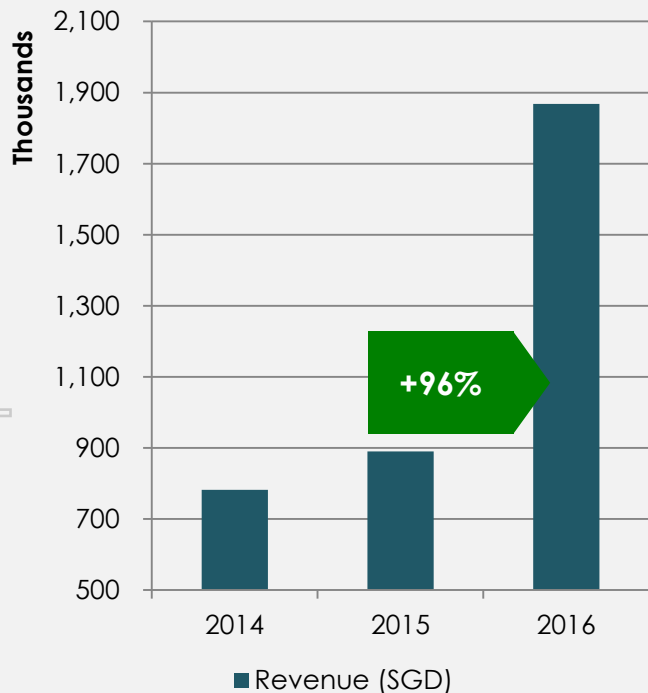
PERFORMANCE BY REGION | INVESTMENT MARKETS

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COUNTRY	GROWTH STRATEGIES	MARKET CONDITIONS	REVENUE CHANGE	SCALING BACK INITIATIVES
AUSTRALIA	Investment in talent to tap the potential of a large, mature, and fragmented market for our core influencer business.	Investments not fully realised. New management appointed to restructure and recover.	-14.2%	Scaled down the team by 70%, adopting a lean philosophy for a more nimble and productive team, aimed at lowering operating cost.
THAILAND	Investment in new leadership to achieve operational excellence. Focused on servicing untapped customer segments in a growing market.	Faced challenges from lowered agency budgets reflective of the entire industry. Doubled direct client spending.	-22.3%	Scaled down the team by 17%, with a focus on improving productivity and profitability. Lowered net loss by 78%.
UK	Expand market share encouraged by modest but consistent revenue generated by a lean team.	Although operating on lean outfit, results did not indicate exponential growth potential.	-23.1%	Review operations in Q1 2017.
CHINA	Organically grow without further investments as China is a unique market.	Faced challenges from platform automation despite reoccurring clients.	-45%	Review operations in 2017.



SASHIMI REVENUE GROWTH (SGD)



SUCCESS DRIVERS AS AN AGENCY PARTNER

Value Extension

Introduced service subsets and complimentary services, enhancing core solutions

Innovating and Evolving Our Solutions

Utilized data and technology, boosting audience experience and delivery of our solutions. This contributed to the up-selling of our services.

Integrating Our Solutions

Leveraged on multiple data points collected from our services. This drove synergy and magnified our value proposition.

GROWTH INITIATIVES |

RIPPLEWERKZ is a web based production company that produces high-quality websites and e-commerce sites.

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GROWTH STRATEGY

Regional team in place team to implement SaaS model – creating increased efficiencies.

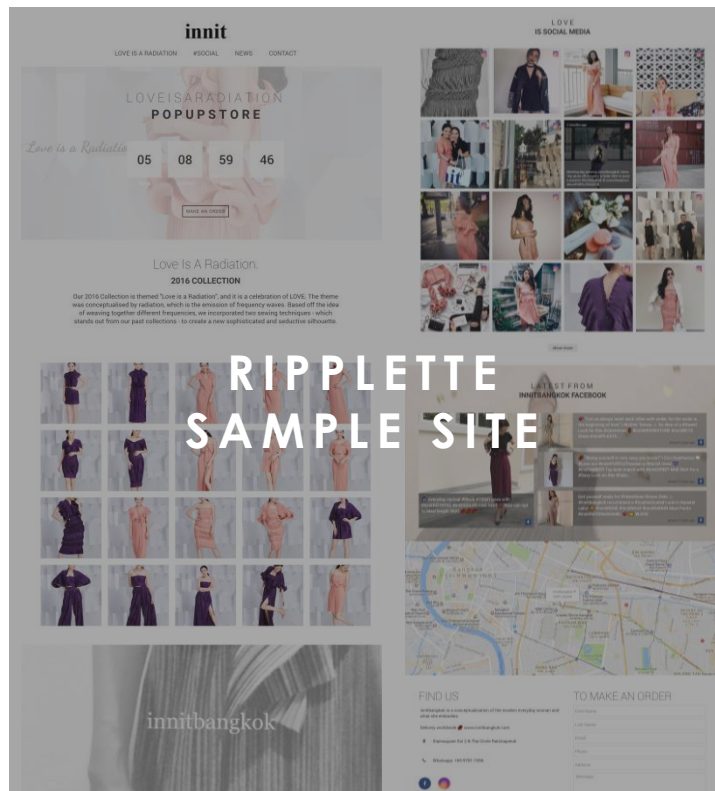
Offering **SaaS (Software as a Service)** pivots our traditional business which was labour reliant, to one that requires labour during development and maintenance phase

SaaS model to enable the business to enter new markets rapidly and effectively

Continual revenue stream with subscription model

DEVELOPMENT UPDATES

- Development completed for beta launch
- In 2017, to embark on monetisation strategies and brand outreach



GROWTH INITIATIVES



AROIMAKMAK is a one-stop travel and lifestyle portal featuring non-English speaking countries

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Aroi Mak Mak started as a one-stop travel guide on Bangkok. Netccentric acquired majority stake of the popular portal, retaining founder Wilbur Suen as Managing Editor.

READERSHIP OF 1.7 MILLION* CONTINUES TO GROW
Showing sticky demand of Aroi Mak Mak's travel content

LOCAL WRITERS, LOCAL CONTENT

Since acquisition expansion of content to two other cities, Aroi Mak Mak has focused on generating authentic and quality content from local writers

MONETIZATION

In 2017, to embark on monetisation strategies and brand outreach

1.78million*

TOTAL READERS

370,000*

MONTHLY READERS



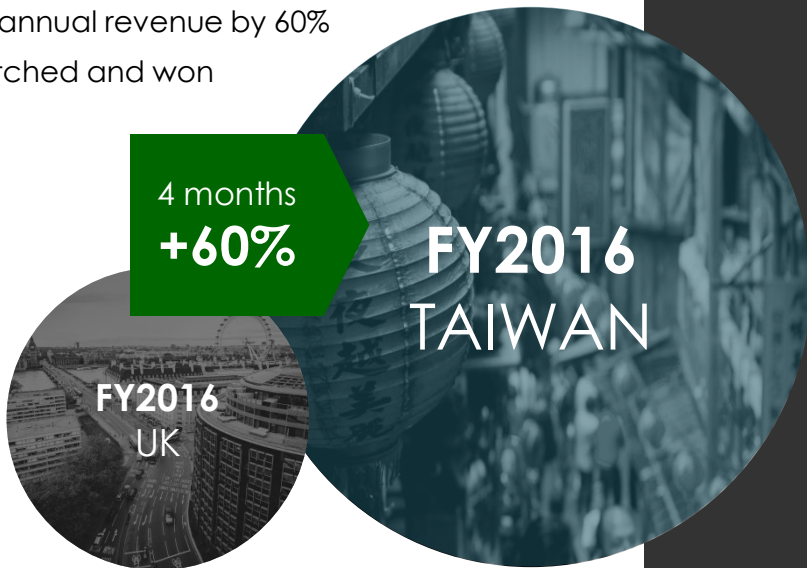
*Source: Google Analytics, Readers refer to users in GA

GROWTH INITIATIVES | NEW MARKET EXPANSION

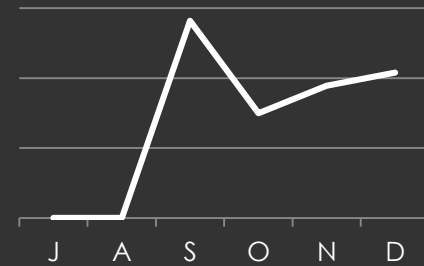
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TAIWAN EMERGES AS A MARKET TO WATCH

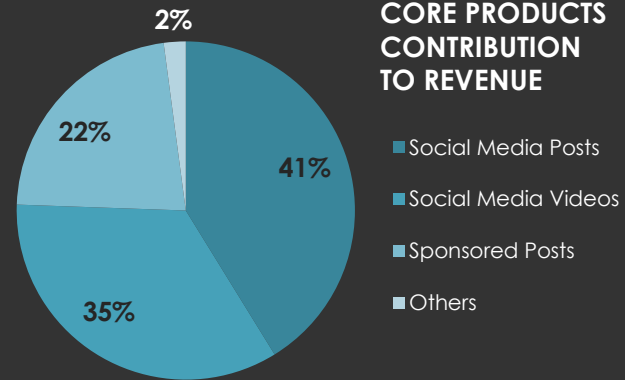
- With a lean team of 8
- In just four months of operations, surpasses UK's annual revenue by 60%
- Successfully pitched and won 37 deals



TAIWAN
FY 2016
REVENUE
BY MONTH



CORE PRODUCTS
CONTRIBUTION
TO REVENUE



GROWTH INITIATIVES



Mobile App Growth and Development

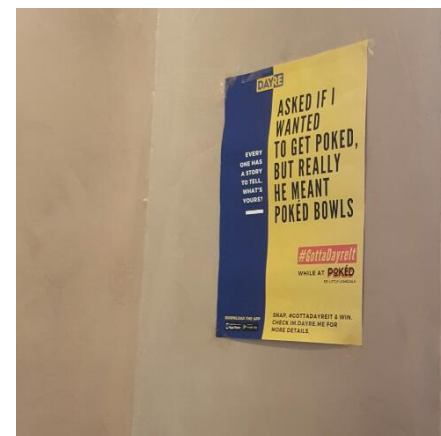
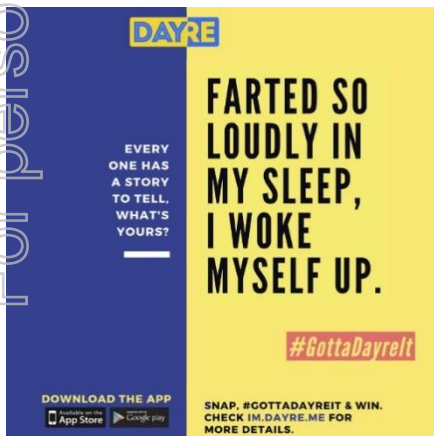
USER ACQUISITION STRATEGY EXECUTION IN AU, TH, MY

Dayre outreach securing 109 ambassadors and creators in Australia, Thailand and Malaysia.

Dayre ambassadors constantly creates content to evangelize new users and create communities

Guerrilla marketing targeted vibrant Melbourne city dwellers with tongue in cheek campaign

449,000*
MONTHLY ACTIVE
USERS (WEB & MOBILE)



*Source: Google Analytics

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CONTACT
investors@netccentric.com