

# Netccentric Ltd (ASX: NCL)

ASX RELEASE

31 August 2021

## 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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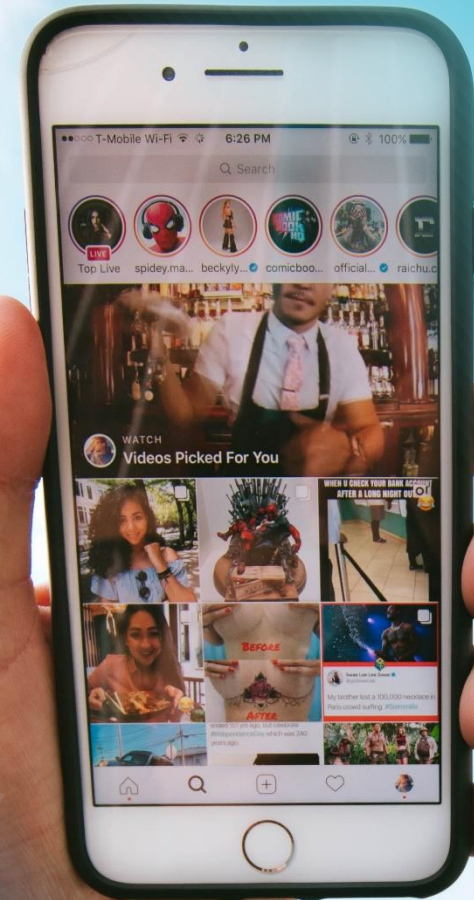
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**Netccentric**  
Limited

INVESTOR PRESENTATION

ASIA'S PIONEERING DIGITAL  
GROWTH ECOSYSTEM



AUGUST 2021

# Netccentric Ltd (ASX: NCL)

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 | 102 employees



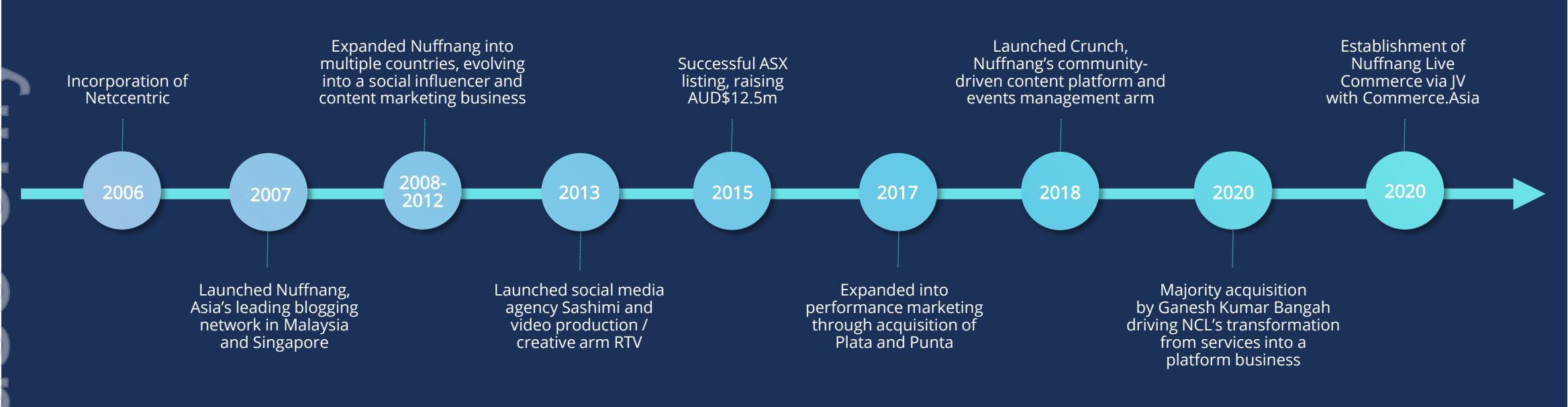
MALAYSIA			SINGAPORE			TAIWAN		
Jestinna Kuan IG @jestinna 231k followers	Aisha Liyana IG @aishaliyana 202k followers	Yana Samsudin IG @yanasamsudin 4.2mil followers	Sonia Chew IG @soniachew 140k followers	Chantalle Ng IG @chantalleng 113k followers	Naomi Neo IG @naomineo 619k followers YT @Naomiluvsyou 441K subscribers	理科太太 Li Ke Tai Tai YT 1 mil followers	這群人TGOP YT 3.2 mil followers FB 1.9 mil followers	Nico品筠&Kim京燁 【那對夫妻】 FB 2.5 mil followers
Mawar Rashid IG @mawarashid 3mil followers	Izzue Islam IG @izzueislam 2.9mil followers	Jordan Yeoh IG @jordanveohfitness 2.56mil subscribers	Bong Qiuqiu IG @bongqiuqiu 290k followers	Tan Jian Hao IG @thejianhaotan 649k followers YT 4.29M subscribers	Yoyo Cao IG @yoyokulala 397k followers	搞神馬 YT 1.1 mil followers	蔡阿嘎 YT 2.4 mil followers FB 1.8 mil followers IG 1.5 mil followers	蔡桃晝 IG 1.3 mil followers

EBITDA profitable<sup>1</sup> in H1 FY2021, delivering half-year revenue of A\$5.2m (+60% YoY) with a fast-growing business: Providing our diverse client base of leading brands with results-focused growth strategies

<sup>1</sup> Excludes the impact of extraordinary expenses relating to the issue of options, M&A activities and forex movements

# Diverse Blue-Chip Customers

ATTRACTED AND RETAINED OVER 14 YEARS



Panasonic



KFC



CTBC BANK  
中國信託銀行



Johnson's



SUZUKI

P&G



astro

DANONE

# 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>

# Operations Breakdown

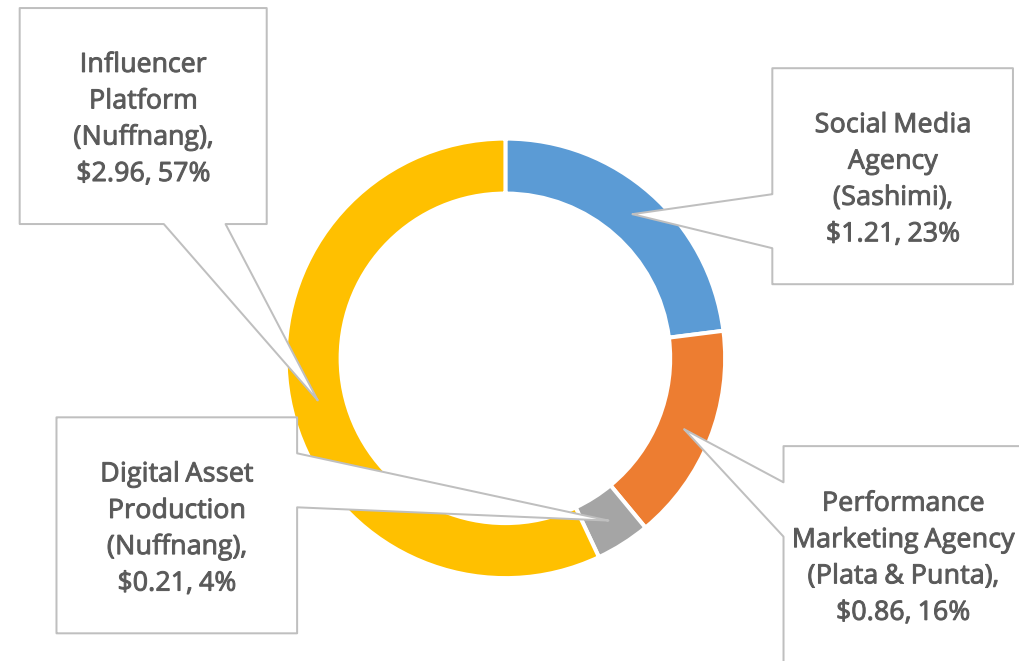
## Strong and diverse growth in H1 FY2021

Nuffnang revenue growth boosted by significantly increased spend from anchor clients including **KFC, Unilever and Dutch Lady Milk Industries**, which increased its spending by 11x YoY in Q2 FY2021

Strong revenue growth for social media agency Sashimi (+52% YoY to S\$1.2M), driven by **data analytics and marketing technology**

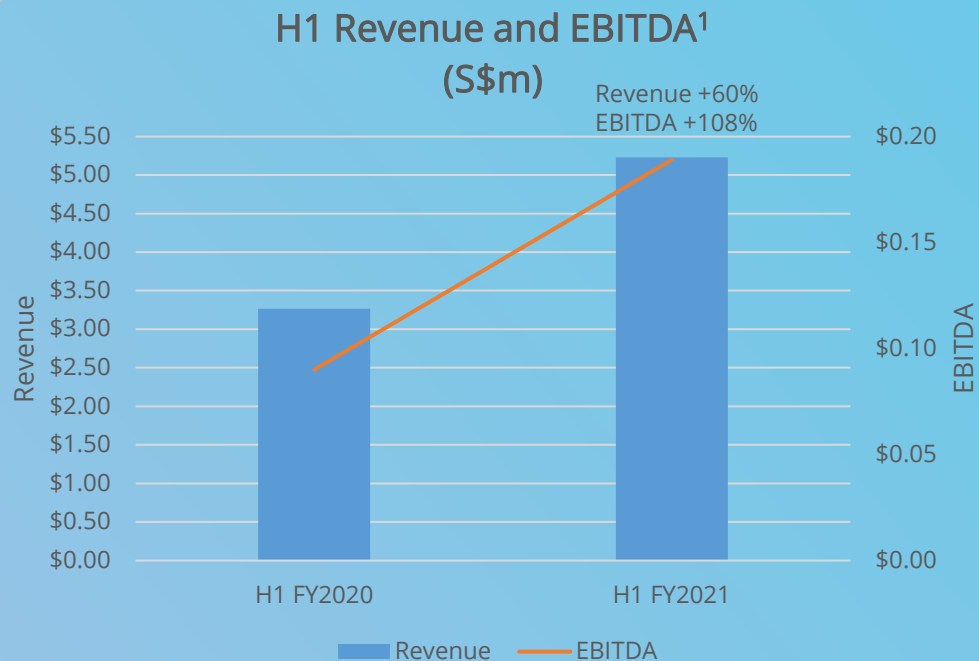
Netccentric's performance marketing agency, Plata & Punta, saw strong revenue growth (+126% YoY to S\$0.9M) driven by **increased media spend from key eCommerce clients**

H1 FY2021 Revenue by Business Unit  
(S\$m)



# H1 FY2021 Financial Highlights

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



Description (\$SGD)	H1 FY2020	H1 FY2021
Revenue	3.3M	5.2M (+60%)
Gross Profit	1.7M	2.2M (+34%)
Gross Margin	50.8%	42.6% (-8.2%)
EBITDA <sup>1</sup>	0.1M	0.2M (+108%)

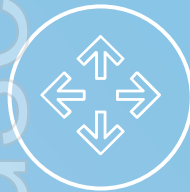
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# H1 FY2021 Financial Highlights

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



Focus on influencer penetration and monetisation is driving strong growth, with **Nuffnang revenue +65% YoY** in H1 FY2021, contributing 57% to HY revenue of S\$5.2M



Greater scale and focus on costs drove **increase in gross profit** of 34% to S\$2.2M, while the business maintained **positive and growing EBITDA<sup>1</sup>** in H1 FY2021



**Nuffnang pipeline continues to grow**, with H1 FY2021 insertion orders signed by clients +88% year-on-year to S\$3.0M

Revenue by half year, FY2019 - FY2021 (S\$m)



<sup>1</sup>Excludes the impact of extraordinary expenses relating to the issue of options, M&A activities and forex movements

<sup>1</sup>SGD = 1.02 AUD (30 Aug 2021)



# Building SE Asia's Largest Influencer Marketing Platform

Current

- Dominant influencer network leadership position in Malaysia

Next 12 to 24 months

- Building a regional influencer marketing network, from 2 current markets to 4-6 markets; via acquisition or organically
- Building a centralised technology platform incorporating data and insights for influencers throughout the region with innovative social commerce and fintech capabilities

Our Vision

- Southeast Asia's largest pan-region influencer marketing platform
- Regional engagements with leading global brands to become their go-to influencer partner throughout Southeast Asia

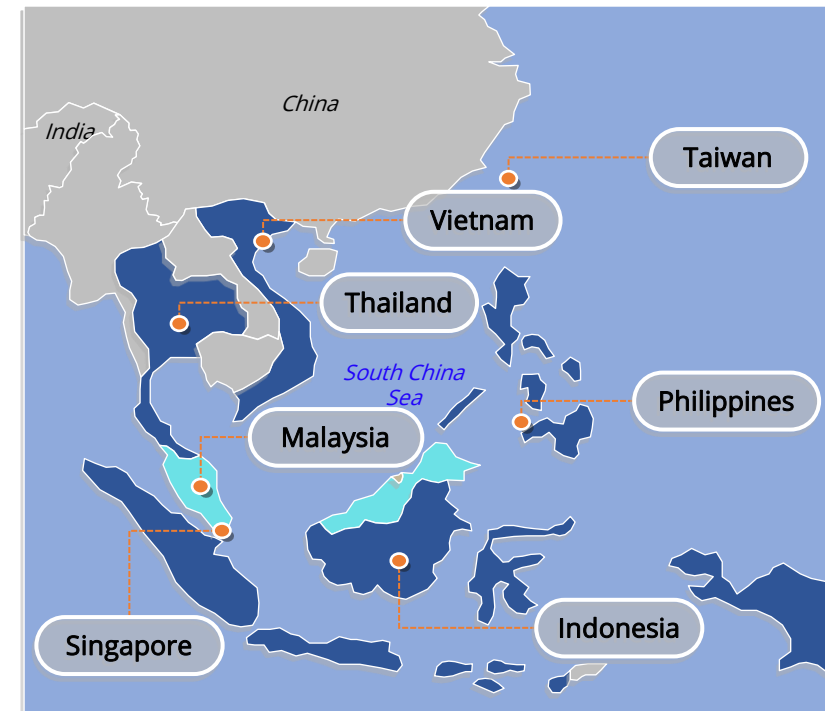
IPG MEDIABRANDS

groupm

OMG  
OmnicomMediaGroup

dentsu

Preferred Malaysian influencer marketing partner to several leading multinational marketing companies



# 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

OUR COMPETITIVE ADVANTAGE

## 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. Charging of premium fees is expected to commence in Q4 CY2021.

## 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.

Expected to launch in Q3 CY2021.

## “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.

# Nuffnang Live Commerce Recent Progress

NETCCENTRIC EXPECTS TO GAIN TRACTION WITH THIS INNOVATIVE SOCIAL COMMERCE PLATFORM IN H2 FY2021



In March 2021 Netccentric successfully completed an **integration between Nuffnang Live Pro and Shopify**, allowing more than a million Shopify merchants to sell their products via live video streaming

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During H1 FY2021 Netccentric ran a **successful Nuffnang Live Business** campaign with new client, global skincare brand NIVEA. The campaign featured NIVEA's first ever live commerce sessions, generating **thousands of engagements and sales that exceeded NIVEA's expectations**

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**Strategic partnership signed with eShoplive.Asia**, a leading and fast-growing Social Live Commerce platform based in Malaysia, to drive volume and transactional fees for Netccentric. Partnership leverages Netccentric's infrastructure and can be replicated at scale with larger eCommerce clients

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Integration completed between Nuffnang Live Commerce and Touch 'n Go eWallet, **Malaysia's leading digital wallet** with a user base of more than 16 million. Netccentric will **integrate additional digital wallets** with Nuffnang Live Commerce and monetise this highly in-demand payment option

# 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

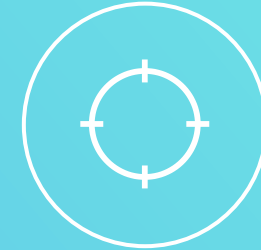
APAC Social Commerce sales reached **US\$2 trillion** in 2019 and are expected to **double by 2024**.<sup>1</sup>

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 **scalable** growth, allowing planned **expansion into the SME** market while driving our continued transformation from a marketing solution business to a **live commerce platform provider**.



## Growth through Potential Acquisitions


Netccentric is actively exploring a number of **potential M&A opportunities** to **expand throughout Southeast Asia**.

<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 profitable<sup>1</sup> 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 Automation & Social Commerce offer potential to deliver scalable growth

<sup>1</sup>Excludes the impact of extraordinary expenses relating to the issue of options, M&A activities and forex movements

# Corporate Snapshot

## Key Statistics

ASX Stock Code	NCL
H1 FY2021 Revenue (December calendar year end)	A\$5.2M
H1 FY2021 EBITDA <sup>1</sup>	A\$0.2M
Cash Balance (30 Jun 21)	A\$5.4M
Debt	Nil
Share Price (27 Aug 21)	A\$0.13
Shares on Issue	283.0M
Unquoted Options (18c, 1/9/23, 1.45c, 31/12/24 & 27/5/26)	32.62M
Current Market Cap	A\$36.8M

## Top Shareholders

Ganesh Kumar Bangah	218.4M (77.2%)
Citicorp Noms Pty Ltd	10.3M (3.7%)
BNP Paribas Noms Pty Ltd	4.8M (1.7%)
Mr Mark Broglio	2.7M (0.9%)
Tasec Noms (Tempatan) Sdn Bhd	2.5M (0.9%)
Total Top 20	258.2M (91.2%)

<sup>1</sup> Excludes the impact of extraordinary expenses relating to the issue of options, M&A activities and forex movements  
<sup>1</sup> SGD = 1.02 AUD (30 Aug 2021)

## 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

## 12-Month 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 24 years of experience in corporate finance and business advisory services
- A Certified Public Accountant by CPA Australia since 1999 and a Chartered Accountant under the Malaysian Institute of Accountants
- Executive Director of Bowmen Capital Private Limited and Independent Director of SGX-listed Teho International Inc Ltd, Excelpoint Technology Ltd and ES Group (Holdings) Limited

ROBERT  
SULTAN



*Independent  
Non-Executive  
Director*

- Former member of the Australian Takeovers Panel as well as former partner of international law firm, Norton Rose Fulbright Australia, with 30 years of experience in M&A, corporate advisory and corporate 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) and Deputy Board Chair of Foundation Housing Ltd
- Managing Director of a private consulting business
- Over 25 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)



# Appendices

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# Our Ecosystem: End-to-End Growth Solutions

NCL PRODUCT	ROLE	H1 FY2021 REVENUE CONTRIBUTION
Nuffnang	Social Influencer and Content Marketing Platform	57%
Sashimi/Dejitaru	Social Media-Focused Digital Marketing Consultancy	23%
Plata & Punta	Performance Marketing and Optimisation	16%
Others	Video Production and Marketing, Events Management	4%
Nuffnang Live	Live Commerce Platform	New Product



Client comes to us with a business need → We consult with clients and propose relevant digital strategies → We distribute and amplify through our technology and various platforms → We generate awareness of brand to consumers → We optimise traffic to increase revenue

# 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 13 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**.

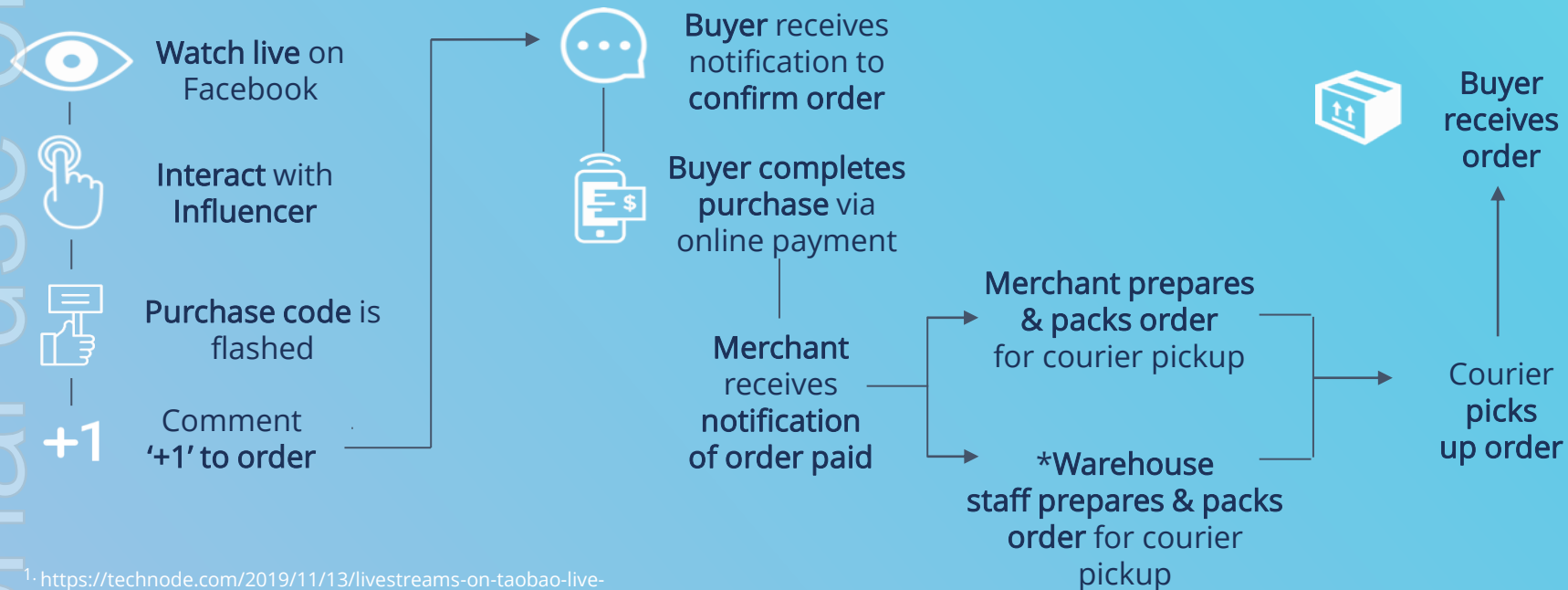
## Ideas First

We do not just 'supply', but we provide idea-driven solutions; **integrating influencers, video, design and content** to leverage the full Netccentric growth ecosystem.

# Strategic Expansion – 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.



<sup>1</sup> <https://technode.com/2019/11/13/livestreams-on-taobao-live-earn-rmb-20-billion-in-sales-on-singles-day/>

**WE EXPECT THIS INDUSTRY TO GROW EXPONENTIALLY IN THE YEARS AHEAD:** In 2018, live commerce generated over RMB100 billion (AU\$20.9 billion) in transactions on Taobao, Alibaba's premier C2C eCommerce marketplace in China. On Singles Day in 2019 alone, live commerce generated RMB20 billion.<sup>1</sup>

# 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



Design

# Case Studies & Success Stories

## NUFFNANG

An FMCG beverage brand's share of voice was under threat during the first COVID-19 lockdowns. We were tasked with strengthening the brand as a versatile commodity amongst consumers.

THE RESULTS

- 2 MILLION+**  
Total audience on Facebook and Instagram
- 20%-22%**  
Engagement Rate (Benchmark: 5%-7%)
- 2K**  
Saves and Shares (Benchmark: 200-300)

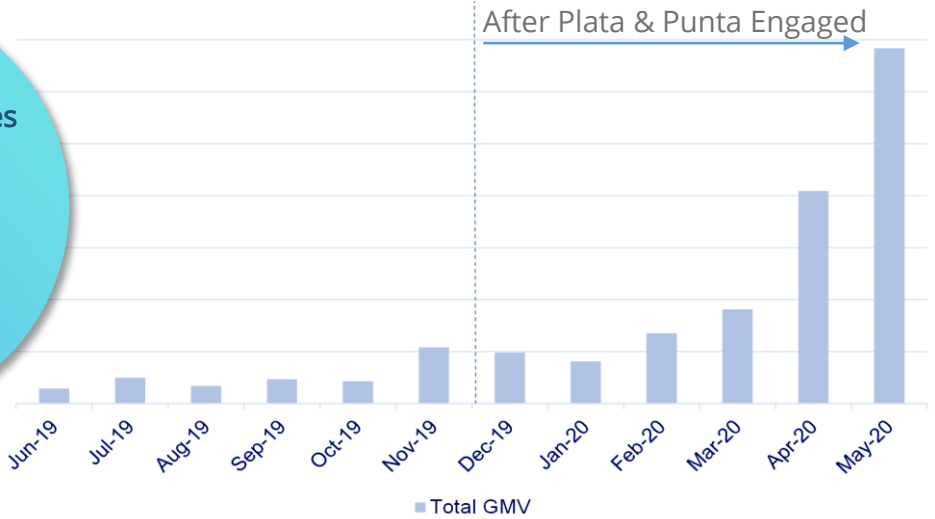
- VIRALITY**  
Postings appearing on audience's Instagram's Explore Page
- POSITIVE AUDIENCE SENTIMENT**  
Recorded in postings' comments with users indicating interest to try recipes

The content created by our influencers reached over an **audience of over 2 million** with strong indicators of consumer interest seen by the number of save & share actions which achieved above 500% of the usual benchmark.

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
<b>Return on Ads Spend (ROAS)*</b>	<b>15.4x</b>

\*ROAS is calculated as incremental revenue divided by marketing investment

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*Limited*

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