

**ASX RELEASE**  
**12 May 2023**

## **NETCENTRIC LIMITED (ASX: NCL)**

### **INVESTOR PRESENTATION**

Netccentric Limited ("NCL") is pleased to enclose the following Investor Presentation.

This release was authorised by the NCL Board of Directors.

For more information, please contact:

**Ms Angeline Chiam**

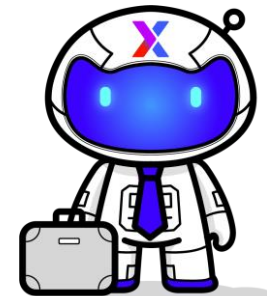
Chief Financial Officer, NCL

Email: [angeline@netccentric.com](mailto:angeline@netccentric.com)

**Ms Gabriella Hold**

Investor Relations, Automic Group

Email: [gabriella.hold@automicgroup.com.au](mailto:gabriella.hold@automicgroup.com.au)



ersonal use only

Assembling  
Communities.

And then some.



# Investor Presentation

May 2023

**xamble**

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# Xamble at a Glance

At Xamble, we help brands, creators and consumers make more effective and informed decisions with an integrated influence strategy.

## We enable brands to:

- Establish stronger and more effective connections with influencers and end consumers.
- Generate more effective influencer marketing, social media marketing, performance marketing, video and content creation and social commerce campaigns.

## We enable influencers to:

- Be matched with brand campaigns that align with their interests.
- Earn additional revenue and manage their earnings directly from a mobile app.



16+  
Years



300+  
Brands



20,000+  
Creators  
(Influencers)

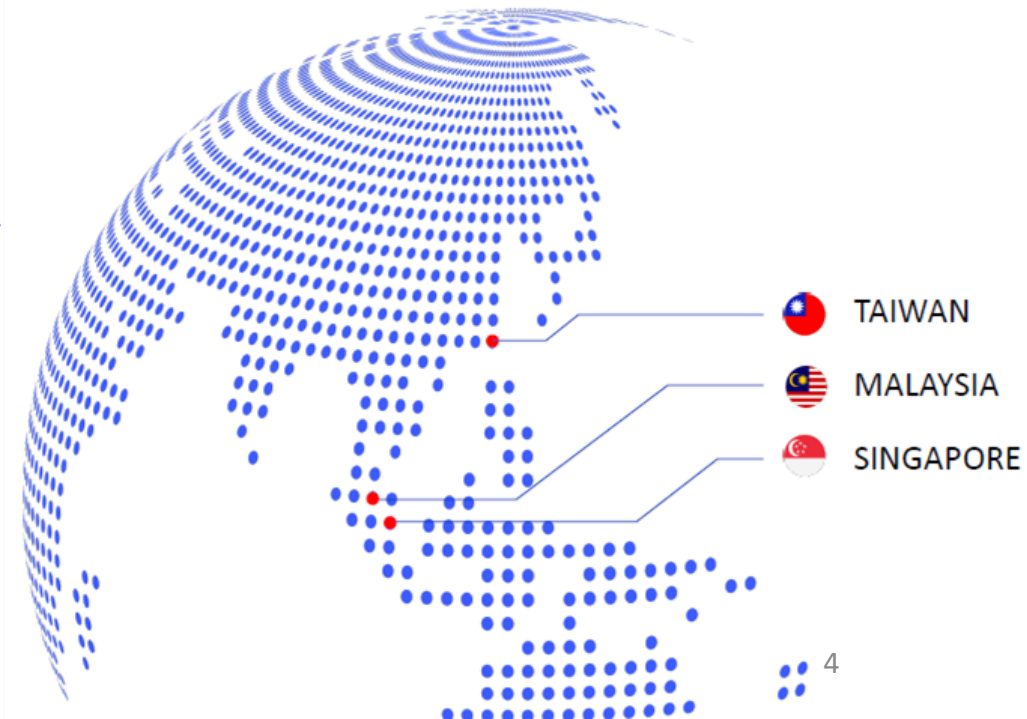


20M+  
Consumers



<sup>1</sup><https://www.insg.co/en/influencer-marketing-southeast-asia/>

We are primarily **focused on the South- East Asian influencer market** as it is expected to **grow very significantly** and estimated to be worth **US\$2.59 billion in 2024<sup>1</sup>**



# The Challenge

- Brands are losing engagement with their target demographics and end consumers via traditional advertising methods as consumer preferences for online penetration increases in developing markets.
- As online penetration increases, consumers are spending more time on social media. Data shows that 59% of the world's population uses social media and the average daily usage is 2 hours and 31 minutes<sup>1</sup>.
- However, the cost of advertising directly on social media is increasing – as at July 2021, Google and YouTube's CPM had increased 108% YoY while TikTok's increased by 92%<sup>2</sup> – showing that social media marketing is becoming an increasingly more expensive and important tool for brands.
- This has made the value proposition of influencer marketing an alternative method to reach social media consumers more appealing and accelerated the growth of the influencer marketing industry.
- Yet, influencer marketing can be complex. Brands often don't have control over what content influencers will produce and the ability to track sales generated from these campaigns is difficult.

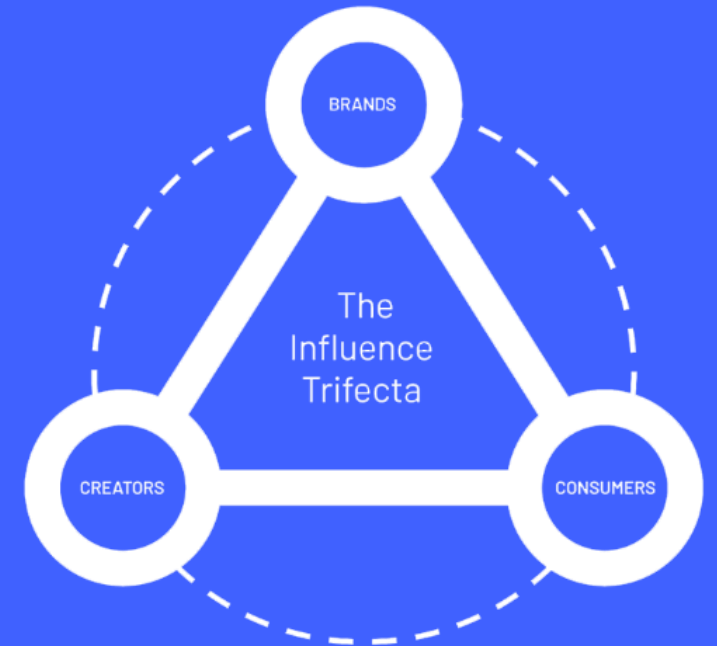


<sup>1</sup><https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

<sup>2</sup><https://www.hunchads.com/blog/facebook-ads-cost>

# Our Solution

Xamble bridges the gap between brands and end consumers by utilising mobile technology and data to match brands with influencers while utilising Blockchain and Generative AI technology to enable more effective and trackable campaigns.



# Market Opportunity

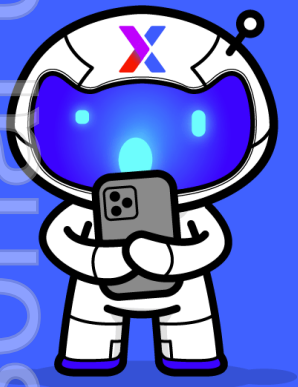
The size of the global influencer marketing platform market is expected to grow to **US\$24.1 billion by 2025**, at a Compound Annual Growth Rate of 32%.<sup>1</sup>

In 2022 alone, **influencer marketing was expected to be worth US\$16.4 billion globally** with more than 75% of brands intending to commit budgets to this marketing channel.<sup>2</sup>

**Asia Pacific** is expected to grow at the **highest Compound Annual Growth Rate** between 2020 and 2025.<sup>3</sup>

Our target market, South-East Asia, enjoys **high rates of internet adaptation and mobile data usage** with the internet economy in the region **on track to hit US\$300 billion in 2025**.<sup>4</sup>

Influencer marketing in South-East Asia is expected **to grow to a whopping US\$2.59 billion in 2024**.<sup>5</sup>



<sup>1, 3</sup> <https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html>

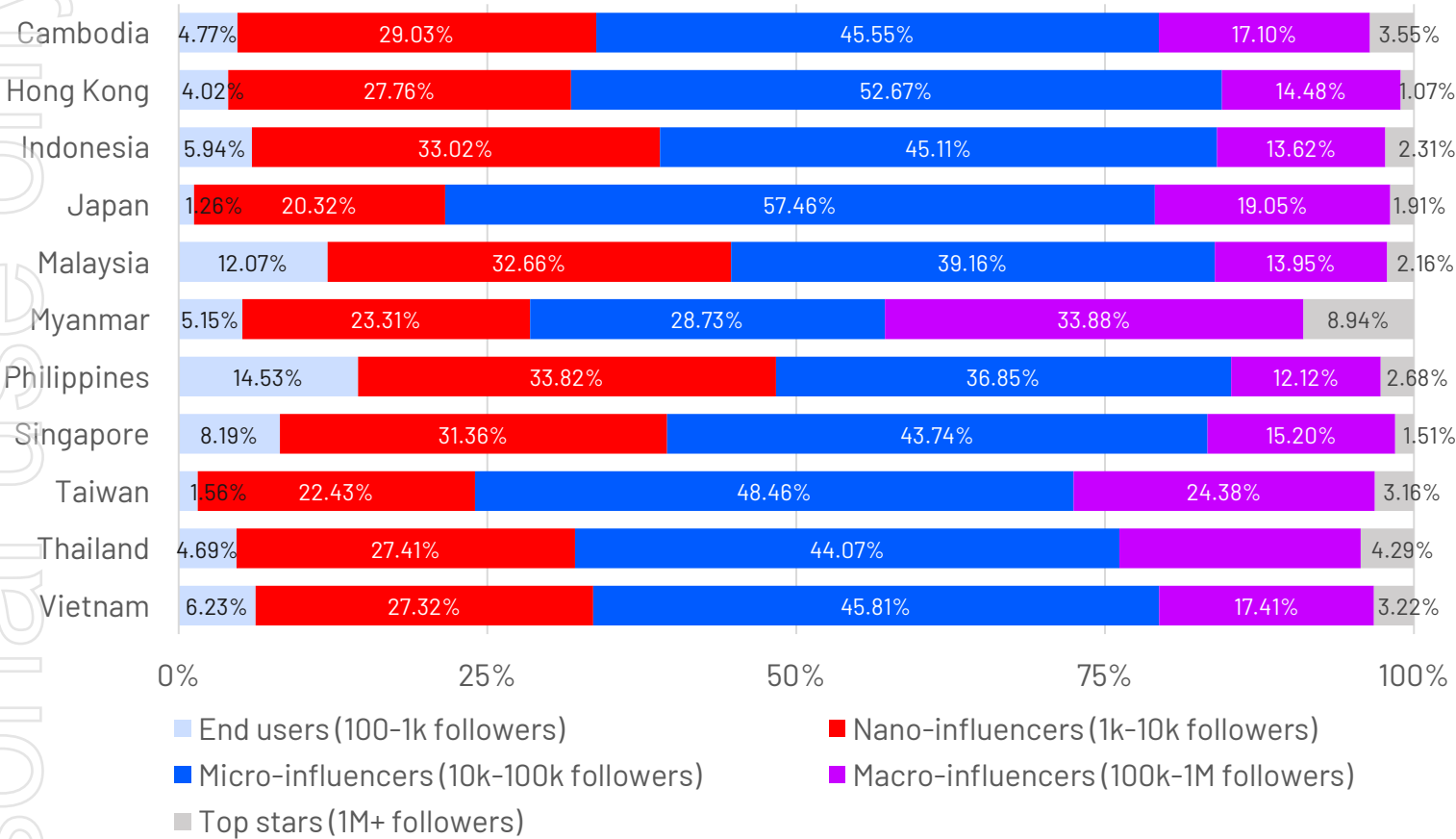
<sup>2, 5</sup> <https://www.insg.co/en/influencer-marketing-southeast-asia/>

<sup>4</sup> <https://www.linkedin.com/pulse/influencer-marketing-southeast-asia-kolsasia/?published=t>

# Targeting Micro and Nano Influencers

These influencers have the most intimate connection with their audience base

## Influencers categorised by follower volume



**Largest influencer category in Asia**  
Micro and nano influencers make up an average of 72.37% of the overall influencer market in Asia<sup>1</sup>.

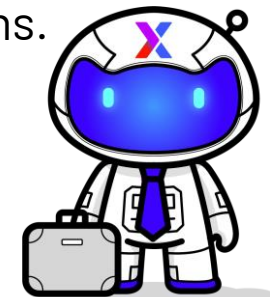
**Expertise of a particular topic**  
Effective strategy to drive action-based promotion of products and services.

**More personal and authentic interactions**  
Have the most intimate connection with their audience base, engaging with them directly more often than other influencer types.



# Why Xamble?

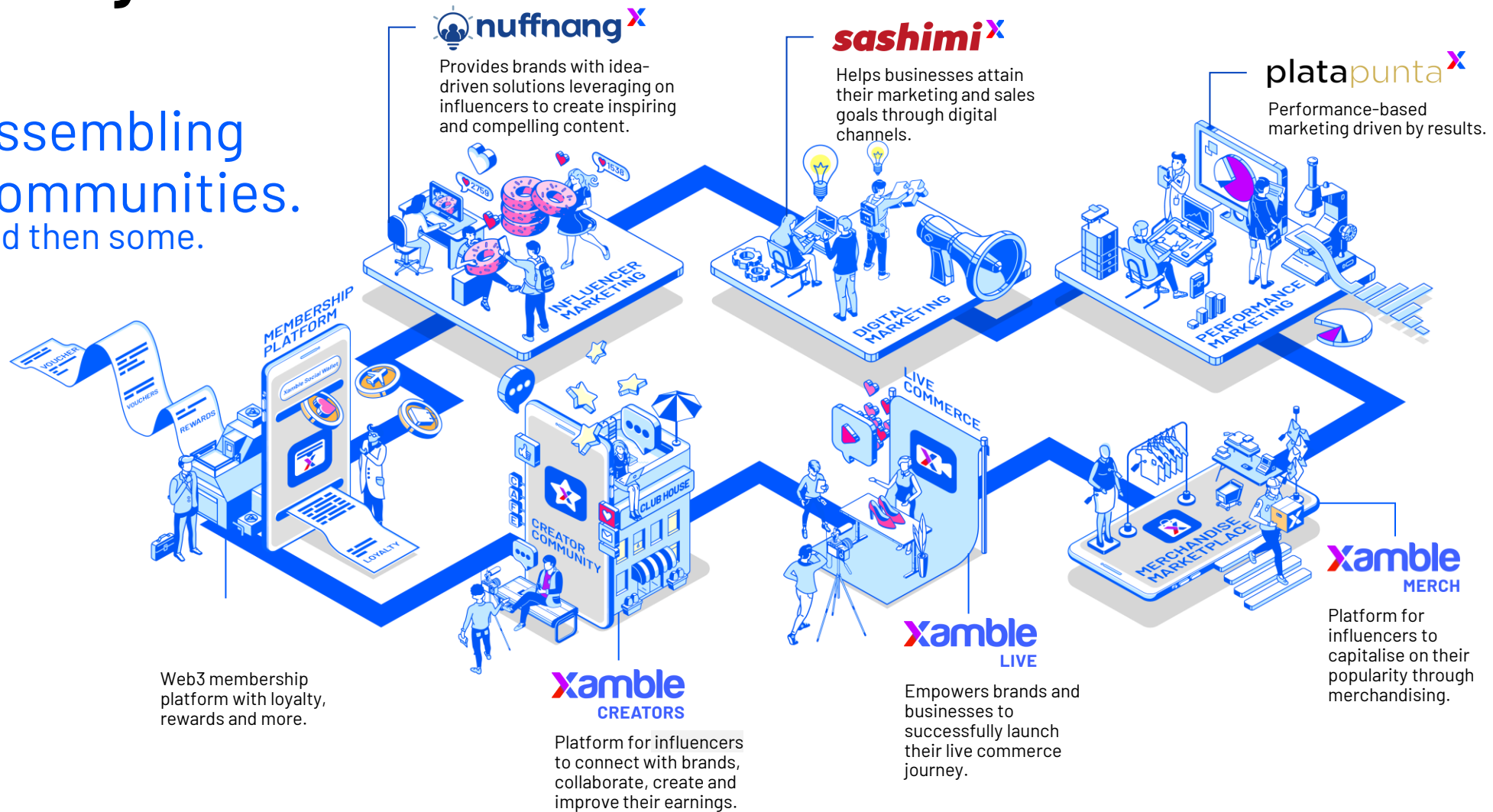
- Xamble provides an end-to-end growth ecosystem spanning [influencer marketing, social media marketing, performance marketing, video and content creation and social commerce](#).
- We have built one of the largest social media influencer communities in Asia with a [network of >20,000 influencers that reach >20 million consumers](#) in Malaysia, Singapore and Taiwan.
- We have [two technology solutions](#) that enhance our ability to connect brands and micro and nano-influencers:
  - [Xamble Creators](#) enables influencers to better monetise their content and networks and allows them to find interest-aligned brands, be invited to participate in exclusive brand campaigns and receive payment for their content.
  - Our unique [Xamble Social Wallet](#) enables influencers and brands to issue memberships to followers and consumers via the blockchain, overcoming the issue of customer data ownership while enabling tracking and attribution of influencer marketing campaigns.
- The [depth of our influencer distribution network](#) drives leading brands to Xamble.





# Our Ecosystem

Assembling  
Communities.  
And then some.



Xamble is the one of only operator at scale to provide such an end-to-end ecosystem in our core markets.



# Xamble Creators

Xamble Creators is a platform that helps creators and brands connect for work opportunities, collaborate on new ideas and create content to earn.



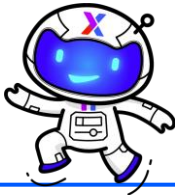
## Connect

Get connected with fellow creators and create great content together.



## Collab

It's cool to work with trusted and well-known brands. We've got your back!



## Create

Curate your portfolio and profile to showcase your creativity.



## Earn

Get paid for your content, hassle-free with no hidden cost.



# Xamble Social Wallet

Membership platform that allows brands and influencers to communicate, retain and reward consumers and followers while providing a secure digital wallet to manage multiple digital memberships in one place.



Build strong and **direct relationships** between brands & consumers, **leveraging on the blockchain**.



Create measurable **online and offline** influencer marketing campaigns with **attribution**.



Create effective **collaborations and promotions** between brands and influencers, **backed by data**.



# Our Core Technology Products



<b>What it is</b>	<ul style="list-style-type: none"> <li>Platform for influencers to connect with brands, collaborate, create and improve their earnings.</li> </ul>	<ul style="list-style-type: none"> <li>Web3 membership platform that allows influencers and brands to reward and retain followers and consumers while providing a digital wallet to manage multiple digital memberships.</li> </ul>	<ul style="list-style-type: none"> <li>Provides end-to-end solutions aiming to empower brands and businesses to successfully launch live commerce activations, enabling them to propel and scale in the fast-growing field of live commerce.</li> </ul>
<b>What it does</b>	<ul style="list-style-type: none"> <li>Matches influencers with aligned brand campaigns; allows them to manage earnings directly via an app.</li> <li>Will provide influencers with suggested posts based on campaign brief and preferred style via ChatGPT.<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>Personalised online and offline memberships enable strong connections between influencers/brands and followers/consumers.</li> <li>Followers and consumers can manage/redeem loyalty points and vouchers in a mobile application.</li> </ul>	<ul style="list-style-type: none"> <li>Provides end-to-end live video commerce solutions via intelligent integration of our influencers, content, and eCommerce know-how.</li> </ul>
<b>Revenue model</b>	<ul style="list-style-type: none"> <li>Subscriptions for brands and influencers.</li> <li>Productivity, product service review and last-minute fee from brands.</li> <li>Early payment financing fee from influencers.</li> </ul>	<ul style="list-style-type: none"> <li>Set-up and subscription fee charged to brands.</li> <li>Activation fee per membership activated.</li> <li>Revenue share on sales generated from collaborations.</li> </ul>	<ul style="list-style-type: none"> <li>Campaign based fee, retainer fee and/or a % of gross merchandise value (GMV).</li> </ul>

<sup>1</sup> Launching end May 2023.

# Our Core Businesses



<b>What it is</b>	<ul style="list-style-type: none"> <li>Influencer and content marketing business.</li> </ul>	<ul style="list-style-type: none"> <li>Digital marketing agency.</li> </ul>	<ul style="list-style-type: none"> <li>Performance marketing agency.</li> </ul>
<b>What it does</b>	<ul style="list-style-type: none"> <li>Provides brands with idea-driven solutions leveraging on influencers to create inspiring and compelling content.</li> </ul>	<ul style="list-style-type: none"> <li>Provides clients with holistic digital marketing solutions for web and mobile.</li> </ul>	<ul style="list-style-type: none"> <li>Provides digital marketing consultation services to clients to build and enhance their marketing strategies, including SEO, Google analytics and paid media.</li> </ul>
<b>How it works with our Xamble technology</b>	<ul style="list-style-type: none"> <li>Xamble Creators enables Nuffnang to scale faster to more markets and industries by enabling it to reach out to influencers more cost effectively.</li> </ul>	<ul style="list-style-type: none"> <li>Xamble Social Wallet will enable Sashimi to provide campaigns that drive engagement and loyalty with consumers.</li> </ul>	<ul style="list-style-type: none"> <li>Xamble Live enables Plata &amp; Punta's clients to generate sales through Facebook and TikTok Live.</li> </ul>
<b>Revenue model</b>	<ul style="list-style-type: none"> <li>Campaign-based fees.</li> </ul>	<ul style="list-style-type: none"> <li>Campaign-based and retainer fees.</li> </ul>	<ul style="list-style-type: none"> <li>Commission-based and/or retainer fees.</li> </ul>

# Diverse Blue-Chip Clients

Being in the industry for over 16 years, we have worked with hundreds of brands, executed thousands of campaigns, and impacted millions of consumers.



In FY2022, 78% of clients are returning clients from the previous financial year.

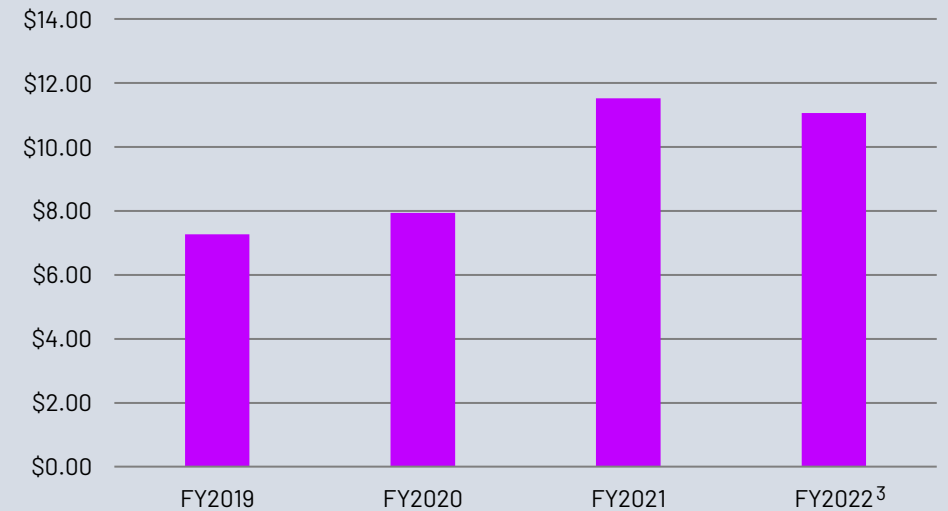


# FY2022 Key Financial Highlights

Financial Year ended 31 December 2022

- FY2022 revenue<sup>1</sup> of S\$11.06m (A\$12.06m<sup>2</sup>)
- Gross profit of S\$4.63m (A\$5.05m<sup>2</sup>)
- Robust gross margin of 42%
- Underlying EBITDA<sup>3</sup> deficit of S\$103k (A\$112k<sup>2</sup>) due to increased overhead costs and salary expenses as the Company geared up for the launch of Xamble Creators and Xamble Social Wallet
- Healthy liquidity position, with cash and cash equivalents of S\$4.31 (A\$4.70) million as at 31 December 2022

Revenue ( S\$ millions)



<sup>1</sup>Assumes exchange rate of 1 SGD = 1.09 AUD.

<sup>2</sup>Underlying EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to options expenses, M&A activities, forex losses and losses from new businesses [Creator SuperApp, Xamble Technologies (formerly know as NFT Technologies) and Nuffnang Live Commerce].

<sup>3</sup>Group revenue was S\$11.06 million in FY2022, representing a decline of 4% from the previous year due to the removal of COVID-19 restrictions which saw a short-term shift in digital advertising spends to non-digital formats. Despite this, the Group continues to see a strong thematic of increased influencer advertising and online shopping.

# FY2022 Revenue Breakdown

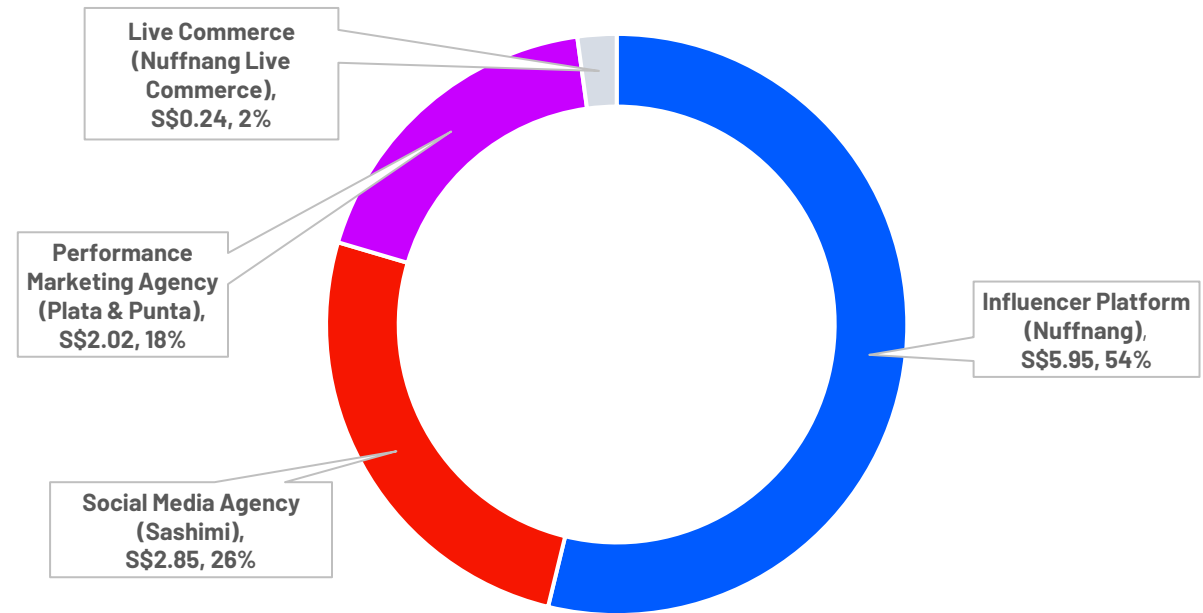
**Nuffnang** delivered revenues of **S\$5.95m** contributing **54%** to Group revenue.

**Nuffnang Live Commerce's** revenue and activity levels showed strong **Gross Merchandise Volume growth of 108%** to **S\$8.67m** and **revenue of S\$239k, more than tripling** on the previous corresponding period (pcp); average basket size per order **increased by 99%**.

The Group's social media agency, **Sashimi**, continued its **strong growth trajectory with revenue +15%** on the pcp to **S\$2.85m** due to an expansion of creative services.

The Group's performance marketing unit, **Plata & Punta (P&P)** contributed revenues of **S\$2.02m**. P&P saw a **6% rise in profits and an increase in gross margins from 16% to 21%** as a result of P&P's focus to grow its fee-based services.

FY2022 Revenue by Business Unit (S\$m)





# Growth Strategy

1

Xamble Creators to **accelerate expansion** from the current core FMCG segment, **scaling to more industries and countries**.

2

Xamble Social Wallet to enable **sign-up of new core clients** by providing capability of tracking brand loyalty and influencer engagement.

3

Xamble Live to **continue rapid growth** driven by **sign-up of new brands** and **growth of TikTok Shop** in the region.

4

**Cross Selling** and **customer expansion** through new unique technology to drive organic growth.

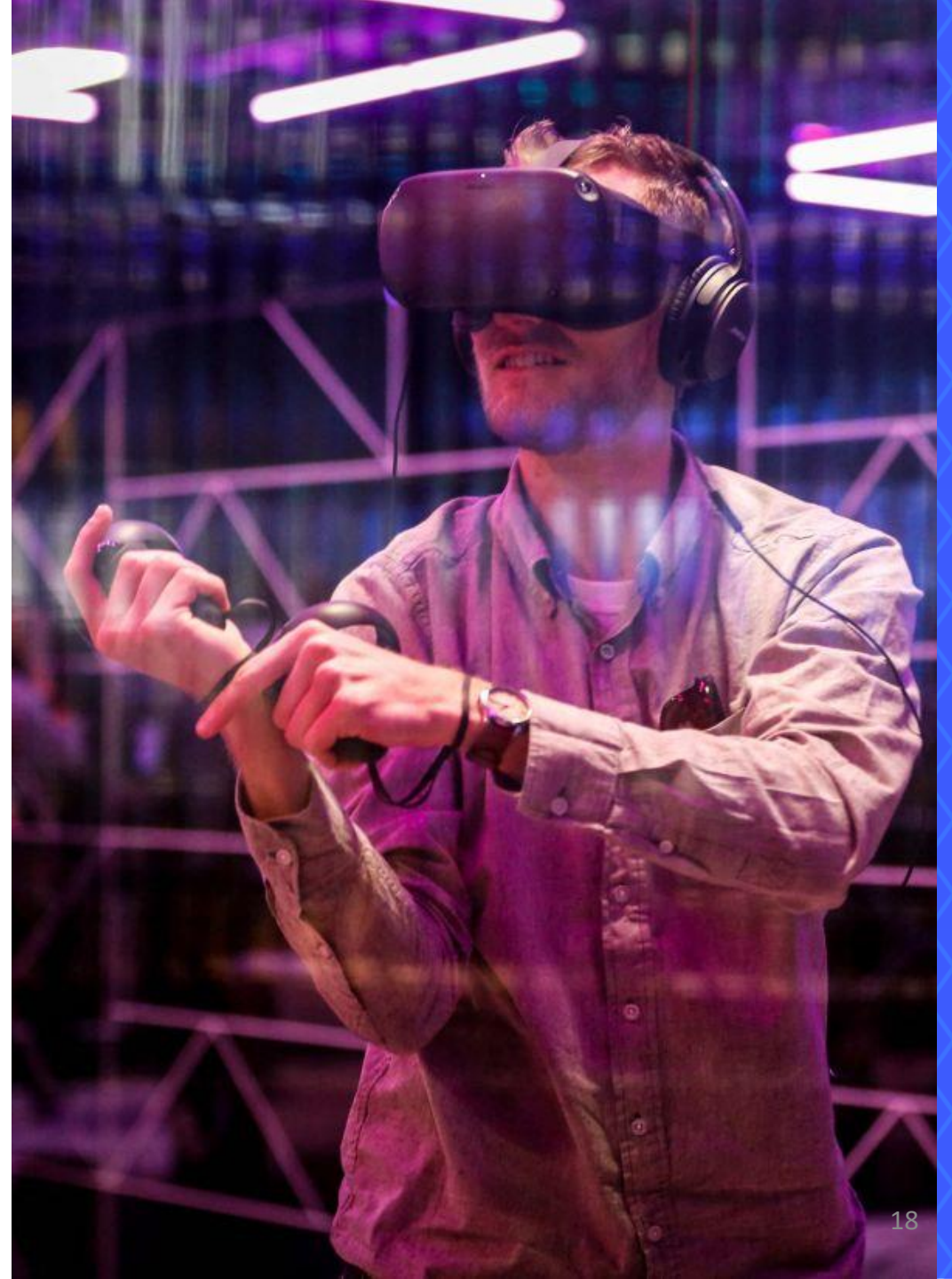
5

**Potential Mergers & Acquisitions in South-East Asia and Australia** to drive growth in the influencer marketing business.



# Outlook

- Upcoming [rebrand to Xamble](#) demonstrates the Group's continued commitment to create a distinct and strong brand proposition for our stakeholders.
- Integration of [Xamble Creators into Open AI's ChatGPT](#) expected in [Q3 FY2023](#) to provide suggested posts to influencers should accelerate downloads and sign-ups for the mobile platform.
- Launch of Xamble Creator's new [Community features](#) expected in [Q3 FY2023](#) will increase stickiness with creators and create a new unique selling proposition for brands.
- [Xamble Social Wallet Launch](#) expected in [Q2/Q3 FY2023](#) will enable brands to leverage on Xamble to build better brand loyalty with end consumers.
- [Xamble Social Wallet](#) to sign-up [several key customers](#) in [H2 FY2023](#).
- The rollout of our technology products, Xamble Creators and Xamble Social Wallet will create new revenue streams for the Group with monetisation through [new software-as-a-service subscriptions and payment/financing revenue](#) expected to be generated in [H1 FY2024](#).



# Investment Highlights



**Key competitive advantage** with new tech platform and complete growth ecosystem, with the **ability to drive incremental value** through **brand acquisition and M&A**.



**First mover advantage and barrier to entry** secured through **a large social media influencer community in Asia**.



Trusted by **leading agencies and over 300 brands**.



**New Generative AI and Web 3.0** technology provides **unique value propositions to** influencers and brands.

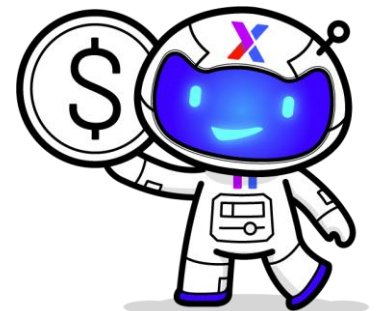


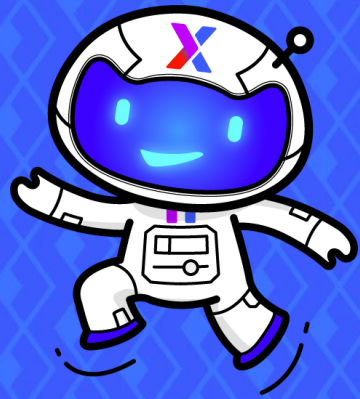
Established track record of **generating traction and revenue**.



Led by a **visionary entrepreneur** supported by an **experienced management team**.

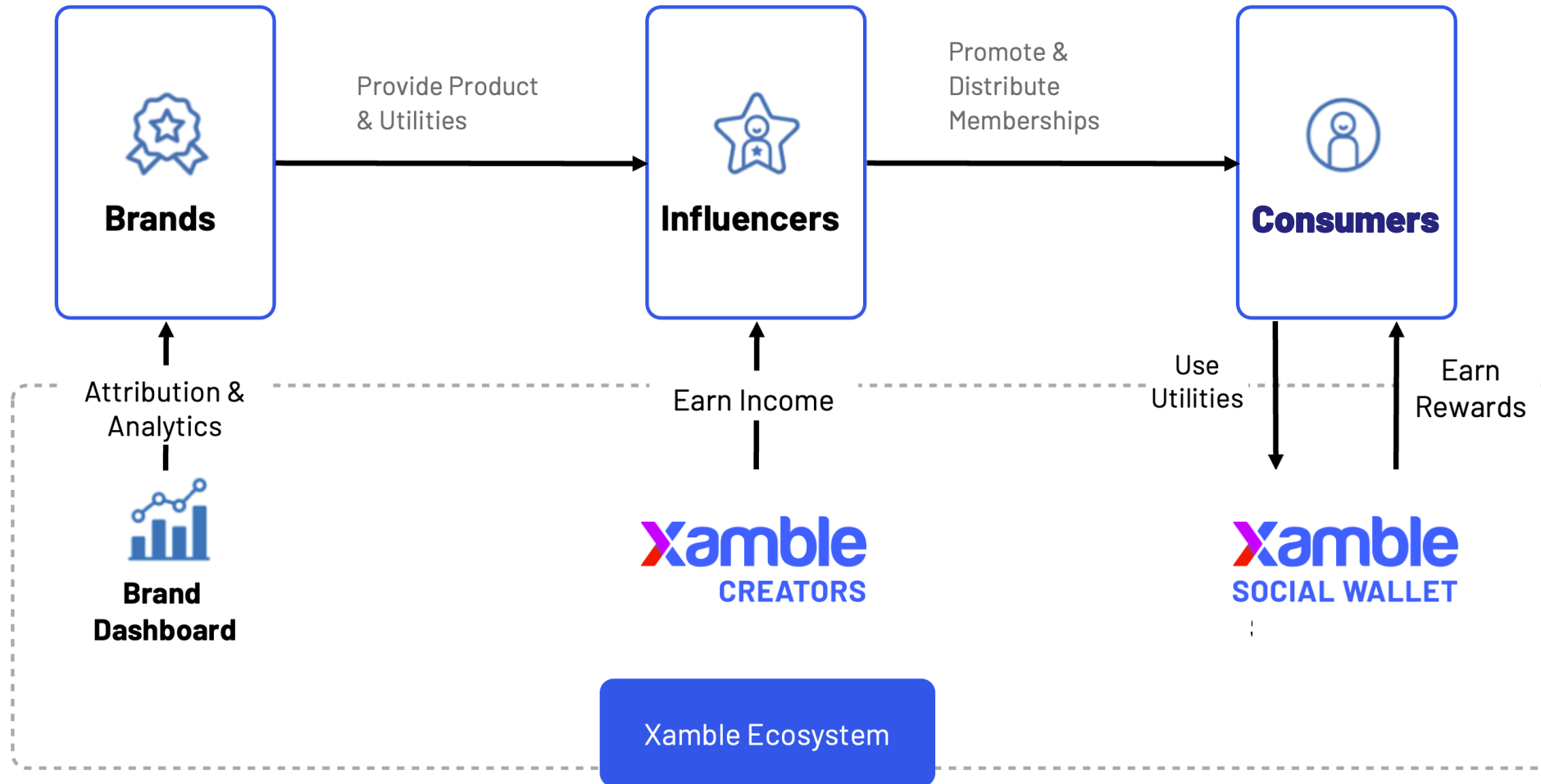
**xamble**





# Appendices

# The Xamble Ecosystem Powered by Influencers



# Xamble Live – Social Commerce Platform

A Fully Integrated And Seamless End-To-End Live Commerce Experience

Our platform solution provides a seamless user interface from live video production and streaming to automated order management, online payment and fulfilment.



# Case Study: Hasbro's My Little Pony's Create a Pony

Hasbro's My Little Pony hosted a social contest to encourage fans to design their own unique expression of a pony that reflects them. The challenge was to garner sufficient interest and participation from Malaysian parents and kids to join the contest.

An influencer activation was put in place to first drive awareness of the social contest; and later paired with an online-to-offline (O2O) strategy to maximise impact.

## THE RESULTS

### 7.0+ MILLION

Total audience reached across Meta platforms.

### >9.0%

Engagement Rate (Benchmark: 3%-6%).

### 5,400+ HYPER ENGAGEMENT

Indicating high intent from audience to participate in social contest (saves, shares, link clicks, etc).

### 600+ ENTRIES

Submissions to social contest, performing 3x better than initial projections.



## RESEARCH & VALIDATION

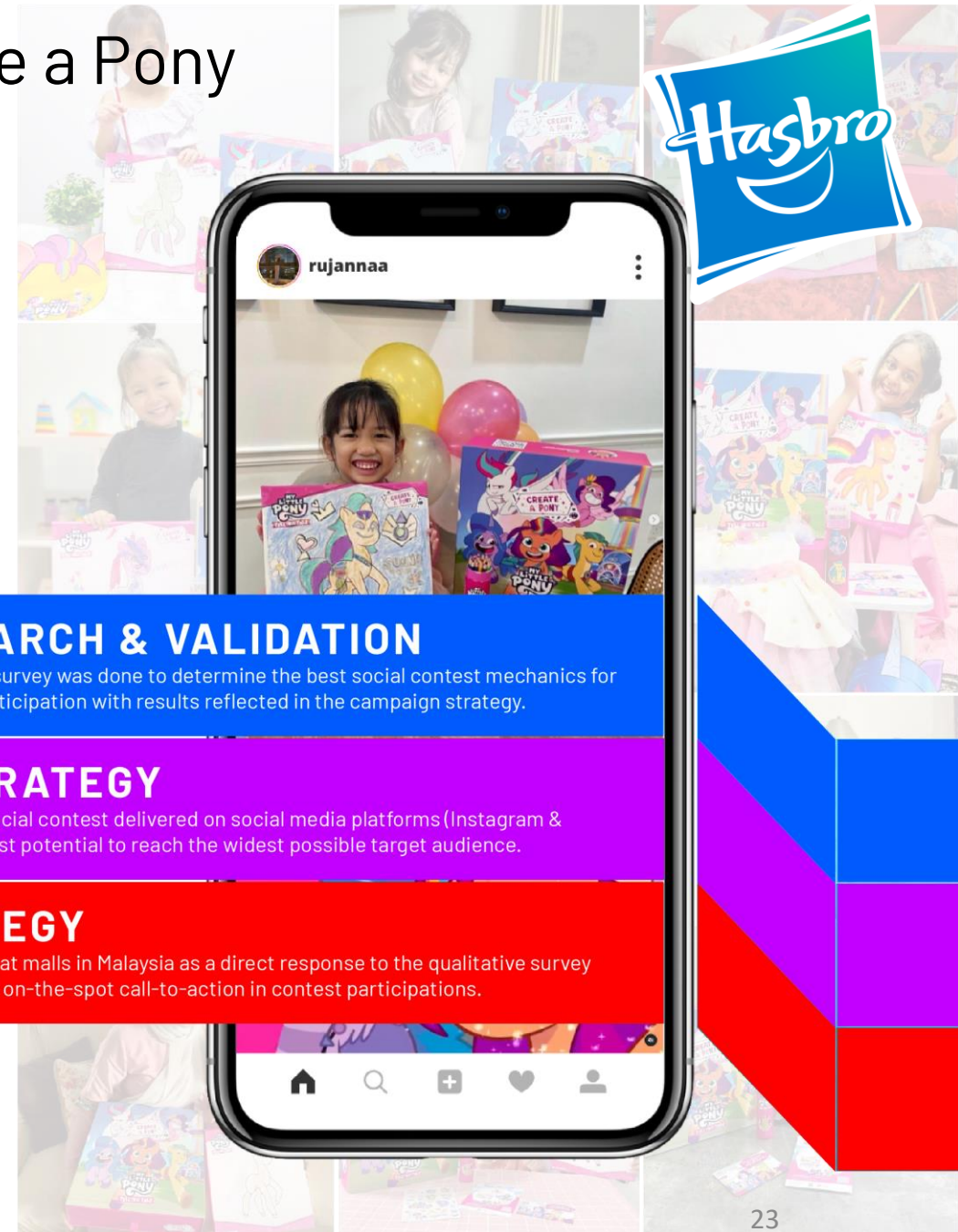
A qualitative survey was done to determine the best social contest mechanics for maximum participation with results reflected in the campaign strategy.

## ONLINE STRATEGY

The initial launch of the social contest delivered on social media platforms (Instagram & Facebook) as it has the best potential to reach the widest possible target audience.

## OFFLINE STRATEGY

Subsequent launch of social contest at malls in Malaysia as a direct response to the qualitative survey executed where audiences preferred on-the-spot call-to-action in contest participations.



# 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 26 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 ASX, 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 27 years' senior executive management experience.



# Management Team

**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).

## For further information, please contact:

**Ms Angeline Chiam**

Chief Financial Officer, Netccentric Limited  
Email: [angeline@netccentric.com](mailto:angeline@netccentric.com)

**Ms Gabriella Hold**

Investor Relations, Automic Group  
Email: [gabriella.hold@automicgroup.com.au](mailto:gabriella.hold@automicgroup.com.au)

