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***Netccentric***

**Investor Presentation  
August 2015**

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# NETCCENTRIC LIMITED OVERVIEW



Netccentric Limited (“**Netccentric**”, “**NCL**” or “**Company**”) is a digital media, marketing and technology business established in 2006 and headquartered in Singapore.

NCL has developed, built and operates a number of marketplaces and associated businesses which connect advertisers (**clients**) across Asia-Pacific with nearly 1 million blogs and over 230,000 social media influencers, who in turn engage their audiences of 41.6 million unique monthly individual viewers.

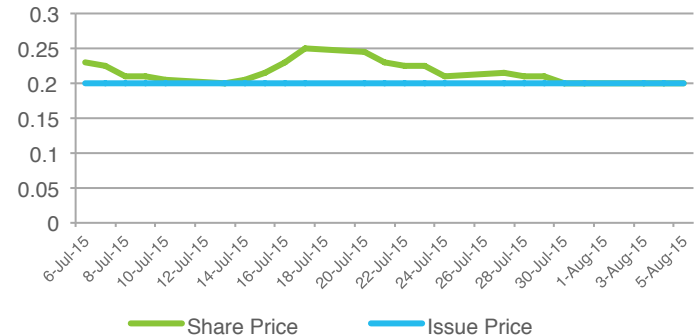
| Shareholder Information    | % Ownership      |
|----------------------------|------------------|
| Ewe Tiam Tiah (Timothy)    | 35.92%^          |
| Ming Shen Cheo (Ming)      | 35.92%^          |
| Thee Kian Tiah (Tony Tiah) | 6.81%**          |
| <b>Top 20 Shareholders</b> | <b>93.45%***</b> |

^12 month voluntary escrow \*\*5.7% under 12 month voluntary escrow \*\*\*84.3% under 12 month voluntary escrow

| ASX                                    | NCL            |
|--|----------------|
| Market Capitalisation @ 7/7/15         | \$52.1 million |
| Share Price high / low (Since Listing) | \$0.27/\$0.20  |
| CDIs                                   | 262,500,000    |
| Unlisted Options*                      | 1,312,500      |

\*The options can be exercised at any time on or before 6 July 2020. The exercise price is 110% of the VWAP for the CDIs at the time of exercise.

## Share Price Performance since listing



# INVESTMENT PROPOSITION



- **Established & Highly Scalable Business** – Netccentric is a leading digital media, marketing and technology business established in 2006. It has developed, built and operates a number of marketplaces and associated businesses with nearly 1 million blogs and over 230,000 social media influencers, who in turn engage their audiences of 41.6 million unique monthly individual viewers.
- **Track Record of Growth** – Since its foundation, Netccentric has shown consistent and solid growth in revenues, reporting \$11.1 million at the end of CY2014 from an initial investment of \$54,902 in 2006.
- **Positioned to Accelerate Growth & Scale Business** – Netccentric has been self-funded to date, recycling profits from the business to grow. It has a clear growth strategy which includes organically growing the size and number of customers currently being serviced, geographically expanding into new markets and implementing a mobile growth plan.
- **Significant Market Opportunity** - Digital ad spending in the APAC region is expected to increase to **A\$56.1 billion in 2016** and network ad spending in the APAC region is expected to increase to **A\$4.1 billion in 2015**
- **Strong Management and Shareholder base** - The founders/management and a number of key shareholders of Netccentric are aligned to the success of the company and have demonstrated their ongoing support through the execution of voluntary escrow agreements for approximately 84.3% of the securities on issue.
- **Well-Funded to Reach its Objectives** – Following its recent IPO, Netccentric has a strong balance sheet to enable it to expand in a growing digital advertising market estimated to be worth A\$39.7bn in Asia-Pacific region in 2014.

*Please note that all dollar references are references to Australian Dollars (unless specified otherwise)*



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# BUSINESS OVERVIEW

# BUSINESS OVERVIEW – SIX SYNERGISTIC SUBSIDIARIES

Netccentric has established South-East Asia's leading integrated digital marketing, media and technology business. It's six subsidiaries operate in synergy to provide clients with a full suite of product offerings.

Nuffnang  
Blogger Marketing



## One of the world's Leading Blog Advertising Community

Advertisers pay for display ad inventory on a cost per impression, cost per click basis and sponsored articles.

ChurpChurp  
Influencer Marketing



## One of South East Asia's Largest Network Of Social Media Influencers

Advertisers pay for each influencer posting on their respective social media platforms.

Reality TV  
Video Production



## South East Asia's Fast Growing Social Video Agency

Advertisers pay for production of video content for distribution through social networks.

RippleWerkz  
Digital Asset Production



## Boutique All-in-one Digital Media Production House

Advertisers pay for production of content be it website design and development, mobile applications, video.

Sashimi  
Distribution, Digital Media Planning & Buying



## South East Asia's Fast Growing Social Media Agency

Specialises in social media strategic planning and community management for advertisers

Dayre  
Mobile Content App



## Global Mobile Blogging Application

Mobile blogging platform - Currently has over 370,000 subscribers derived 100% organically at minimal cost to Netccentric

# OPERATIONAL HIGHLIGHTS



## SUCCESS METRICS

|   |               |
|---|---------------|
| AVERAGE MONTHLY VISITORS                | ~41.6 MILLION |
| TOTAL NUMBER OF CLIENTS                 | 824           |
| NUMBER OF NEW CLIENTS<br>( < 12 Months) | 569           |
| AVERAGE SPEND PER CLIENT                | AUD \$13,419  |
| CLIENT RETENTION                        | 31%           |
| GEOGRAPHIES                             | 7             |

## NETCCENTRIC CREATED THE LOCAL INDUSTRY

“Blogs were once the domain of daily musings, inconsequential chatter and random rantings.

But now, a local company wants to change that by bringing in advertising money for local bloggers” – *Straights Times*  
Publication 29 May 2007

## NETCCENTRIC OWNS ITS INVENTORY

<950,000 BLOGS  
<230,000 SOCIAL  
MEDIA USERS

Source:

1. The Straits Times Publication (offline), 29 May 2007
2. Fully Self Funded <https://www.techinasia.com/nuffinane-timothy-tiah-cheo-ming-shen/>
3. Netccentric Internal Reports 31 December 2014

# FINANCIALS

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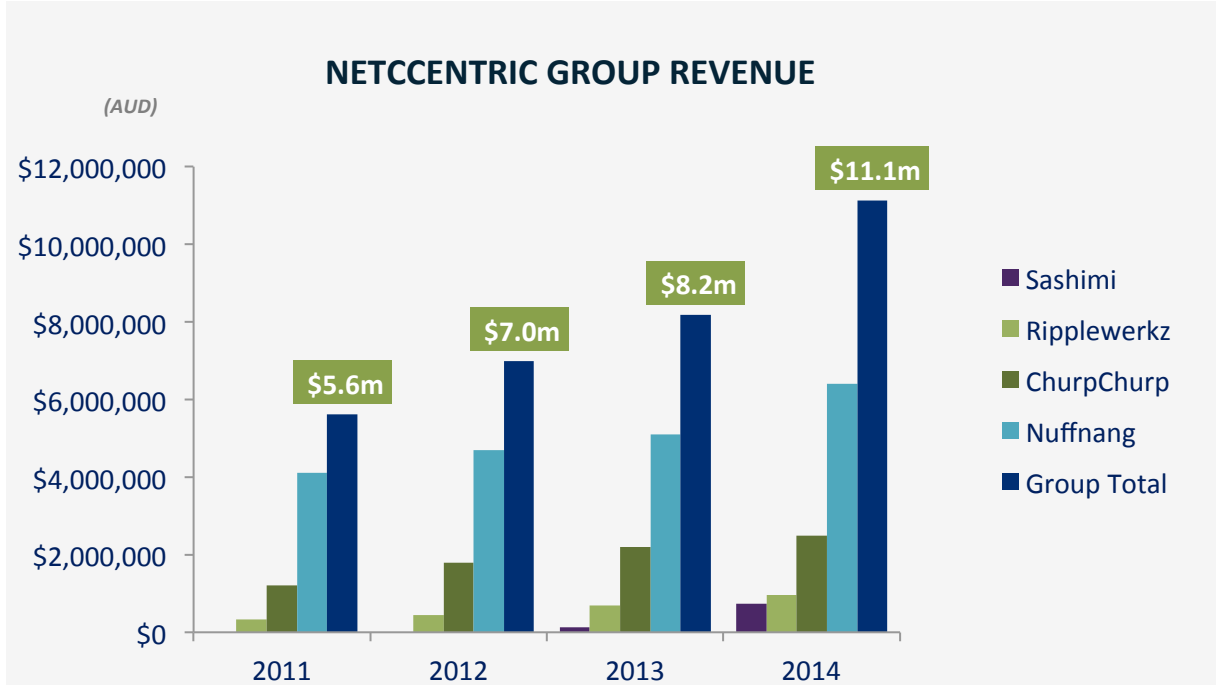
GROUP 2014 REVENUE  
**A\$11.1 MILLION**

GROSS PROFIT MARGIN  
**63%**

GROUP 2014 CASH & CASH EQUIVALENTS  
**A\$1.9 MILLION**

**NO FINANCIAL DEBT**

Refer to Appendix for Financial Summary





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# INDUSTRY LANDSCAPE

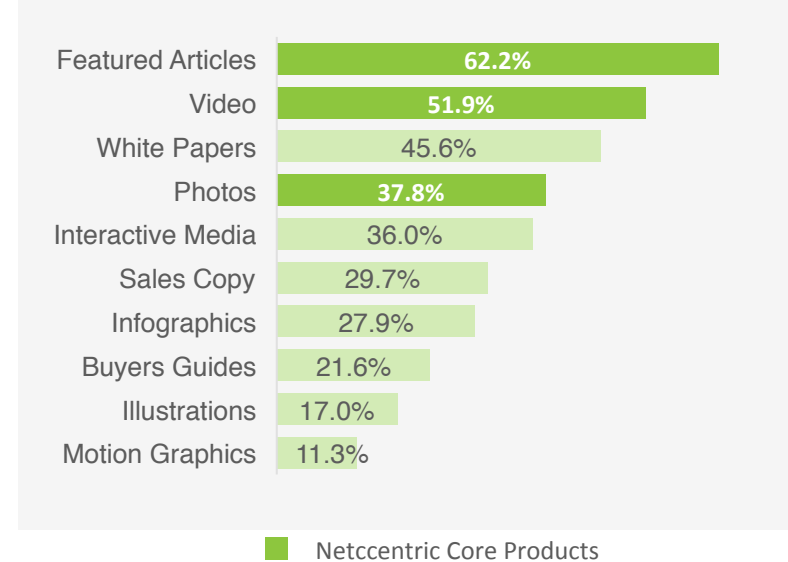
# INDUSTRY LANDSCAPE



- The majority of Netcentric's business operates within the Asia-Pacific region (**APAC**) and its most relevant marketing content includes featured articles, video and photos.
- APAC digital ad spending has grown at an average of 24% p.a. between 2010 and 2014. **In 2014 circa A\$39.7 billion** was estimated to be spent on digital ad spending in the APAC region, which is expected to increase to **A\$56.1 billion in 2016**.
- APAC social network ad spending has grown at an average of 8% p.a. between 2012 and 2014. **In 2014 circa A\$3.6 billion** was spent on social network ad spending in the APAC region which is expected to increase to **A\$4.1 billion in 2015**.

## Content with the Best ROI According to Marketing Professionals Worldwide

Jan 2013 - % of respondents



Source:

<http://www.statista.com/statistics/237941/online-advertising-spending-in-asia-pacific/>  
CopyPress, "2013 State of Content Marketing Study", Feb 2013

# COMPETITIVE LANDSCAPE



NETCCENTRIC GROUP GENERATED 4 TIMES MORE REVENUE THAN ITS DIRECT COMPETITION

|  | NETCCENTRIC                | THE REMARKABLES | GUSHCLOUD      | PERSON EDGE    |
|--|----------------------------|-----------------|----------------|----------------|
| Blogger Marketing                            | ✓                          | ✓               | ✓              | ✓              |
| Influencer Marketing                         | ✓                          | ✓               | ✓              | ✓              |
| Platform Analytics                           | ✓                          |                 |                |                |
| Distribution                                 | ✓                          |                 |                |                |
| Video Production                             | ✓                          |                 | ✓              |                |
| Digital Asset Production                     | ✓                          |                 |                |                |
| Digital Media Planning & Buying              | ✓                          |                 |                |                |
| Mobile Content App                           | ✓                          |                 |                |                |
| Geographical Focus                           | AU, SG, MY, TH, PH, CN, UK | AU              | SG, MY         | MY             |
| <b>2013 Group Revenue<br/>Millions (AUD)</b> | <b>8.2m</b>                | <b>1.1m*</b>    | <b>833,000</b> | <b>127,600</b> |

Source: Netccentric internal reports

\* According to online reports, The Remarkables claim to have made A\$1.1 million in Financial Statement 2013

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# GROWTH STRATEGIES

# GROWTH STRATEGIES



1  
SCALING EXISTING  
BUSINESSES



2  
NEW MARKET  
EXPANSION



3  
MOBILE GROWTH  
STRATEGY

# 1 SCALING EXISTING MARKETS

## DEEPENING PRESENCE IN EXISTING MARKETS

- Netccentric's clients include large blue-chip corporations in the retail, food and beverage and telecommunications sectors, acquired originally through media agencies acting as intermediaries.
- Netccentric is targeting the significant opportunity presented by the much larger, lucrative but fragmented SME market within its existing markets, which until now has been beyond reach logistically.
- IPO funds will be used to aggressively target SMEs via a dedicated marketing team and an automated platform for SME's to engage with.

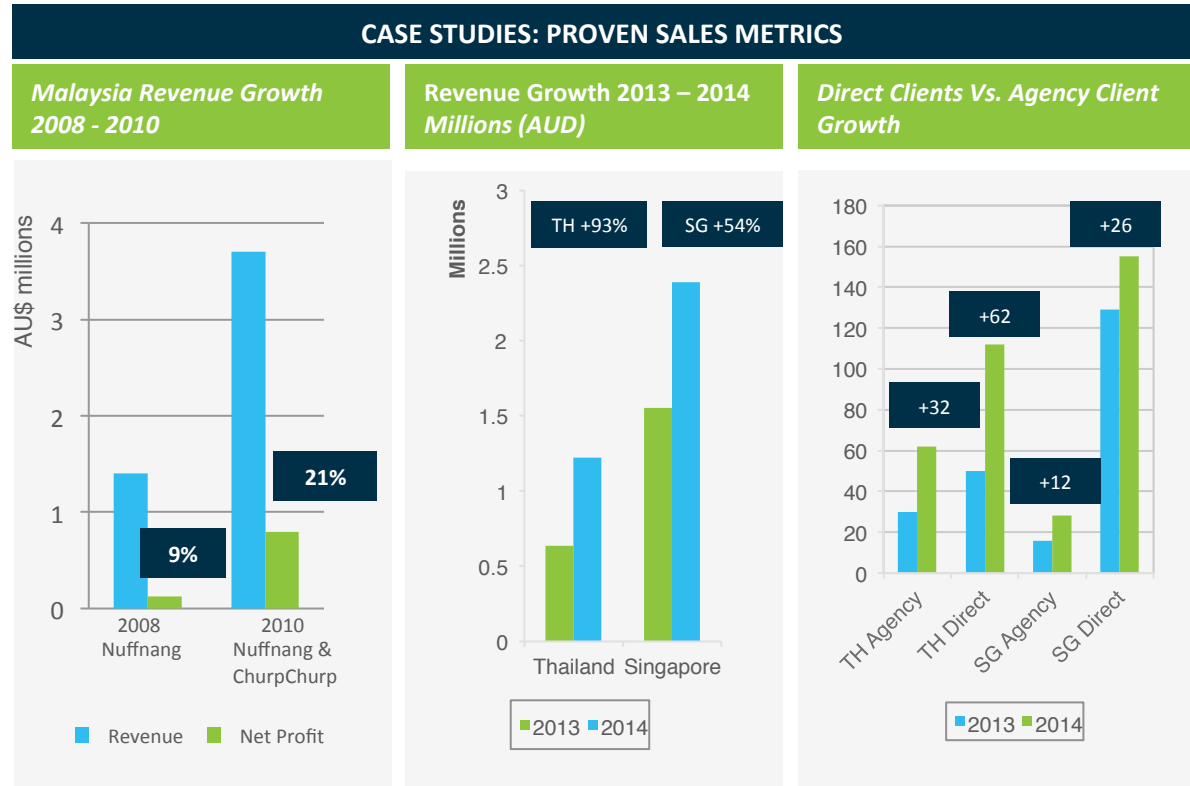


# 1 SCALING EXISTING MARKETS

## DEEPENING PRESENCE IN EXISTING MARKETS

- Between 2013 and 2014, Netccentric Thailand increased its client base by:
  - 62 for direct SME clients.
- Similarly, the Singapore Group increased its advertiser clients by:
  - 26 for direct SME clients.
- This is reflected in the revenue growth of the two markets of 93% in Thailand and 54% in Singapore respectively – highlighting the effect direct client growth has on Netccentric’s revenue profile.
- Between 2008 – 2018 in Malaysia the Company increased its net profit growth by 12% in the region by implementing its diversified, full-service offering in existing markets

Source: Netccentric internal reports








# 1 SCALING EXISTING MARKETS



## DEEPENING PRESENCE IN EXISTING MARKETS

- Netccentric has the opportunity to expand its suite of digital advertising solutions.
- Netccentric can scale its business in existing markets and leverage the organic growth in regional digital advertising, increasing its share of regional digital ad spend.

| 4 GROWTH METRICS         |  THAILAND |  SINGAPORE |  AUSTRALIA |  MALAYSIA |  PHILIPPINES |         |
|--------------------------|---|---|---|--|---|---------|
| TOTAL NUMBER OF CLIENTS  | 2014 Revenue (AUD)  | \$1.2m  | \$2.3m  | \$1.5m   | \$4.3m  | \$1.5m  |
| NUMBER OF NEW CLIENTS    | Revenue Growth (2013 vs 2014)   | 93%   | 54%   | 27%  | 16%   | 14%     |
| AVERAGE SPEND PER CLIENT | EXISTING MARKETS LANDSCAPE  |   |   |  |   |         |
| CLIENT RETENTION         | 2014 Digital Ad Spend (AUD)   | \$231.8m  | \$60.6m   | \$4.6b   | \$187.8m  | \$87.1m |
|                          | 2013 vs 2014 % GROWTH   | 53.10%  | 26%   | 16%  | 3%  | 35%     |
|                          | 2014 Market Penetration   | 0.52%   | 3.80%   | 0.033%   | 2.29%   | 1.72%   |

Source: Netccentric internal reports

<http://www.acronym.com/bebrilliant/global-marketing/26-increase-in-online-ad-spend-in-singapore/>  
<http://www.iabaustralia.com.au/research-and-resources/advertising-expenditure/item/1851-iab-online-advertising-expenditure-report-quarter-ended-dec-2014>  
[http://issuu.com/minteraction/docs/thailand\\_digital\\_playbook\\_2014-5](http://issuu.com/minteraction/docs/thailand_digital_playbook_2014-5)  
<http://www.ecommercemilo.com/2014/09/is-print-media-dying-because-of-digital-ad->
















[spend.html#.VPU37C4obGo](http://www.marketing-interactive.com/immapp-philippine-online-ad-spend-hits-p2-2-billion-2013/)  
<http://www.marketing-interactive.com/immapp-philippine-online-ad-spend-hits-p2-2-billion-2013/>  
<https://stimuluscapitalideas.wordpress.com/2014/02/21/php-3-billion-ad-spend-on-philippine-digital-platforms/>



# 1 SCALING EXISTING MARKETS

## COMPLETE PRODUCT SUITE

- Netccentric is positioned to rapidly complete the expansion of the full suite of product offerings into its existing markets.
- Netccentric has shown significant revenue growth as it expands its business products into new markets.

|                                     |  THAILAND   |  SINGAPORE  |  AUSTRALIA  |  MALAYSIA   |  PHILIPPINES  |
|-------------------------------------|--|--|--|--|--|
| BUSINESS UNITS                      | <br> | <br> | <br> | <br> | <br> |
| TO COMPLETE SUITE                   | 3 BUSINESS UNITS   | 2 BUSINESS UNITS   | 3 BUSINESS UNITS   | 1 BUSINESS UNIT  | 3 BUSINESS UNITS   |
| CURRENT REVENUE 2014 Millions (AUD) | \$1.3m   | \$2.6m   | \$1.6m   | \$4.5m   | \$1.6m   |

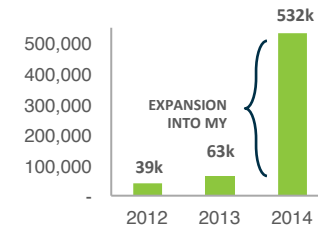
Source: Netccentric internal reports



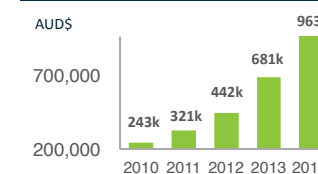
### Case Study:

#### Proven Budding Businesses

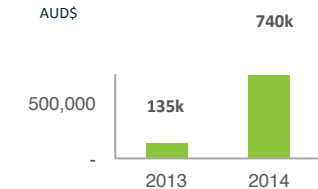
##### RealityTV Revenue



##### Ripplewerkz Revenue

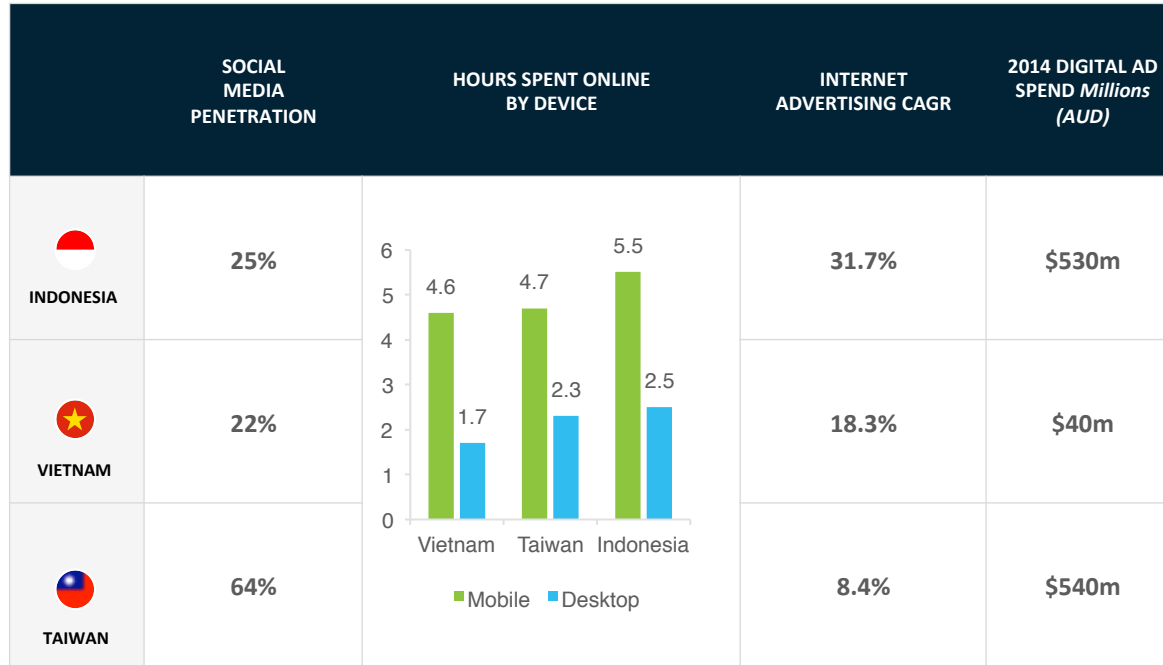


##### Sashimi Revenue



## 2 NEW MARKET EXPANSION

Netccentric has identified key expansion markets with favourable internet usage landscapes and large digital advertising spend into which Netccentric can further deploy its full suite of offerings



IN = Indonesia    VN = Vietnam    TW = Taiwan    AU = Australia  
 SG = Singapore    MY = Malaysia    TH = Thailand

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## 2 NEW MARKET EXPANSION



Netccentric can leverage off its significant experience, established processes and platforms in successfully growing its businesses rapidly into new markets.

### OUR COMPETITIVE EDGE

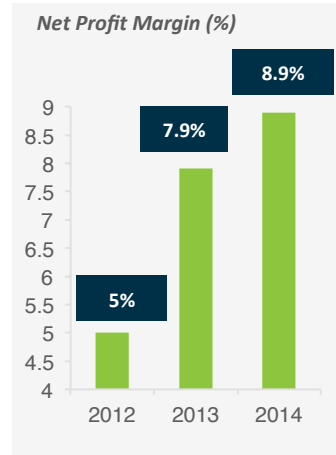
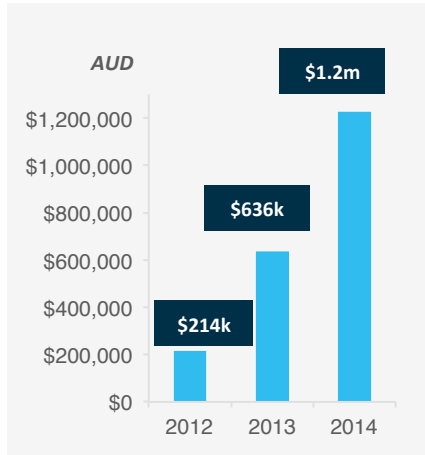


# A CASE STUDY: THAILAND

## A LOCALISED TEST MARKET

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### START UP CAPITAL: A\$160,000



KNOWLEDGE

SEAMLESS SYSTEMS

EXISTING  
TECHNOLOGICAL  
INFRASTRUCTURE

- Regional case studies as proof of concept to clients
- Executed first campaign within 2 months of operations

- **95** local content creators on standardised talent contracts
- Regional Office standardised doctrines and processes across HR, finance, sales, operations & talent management

#### 1<sup>st</sup> first year of operation:

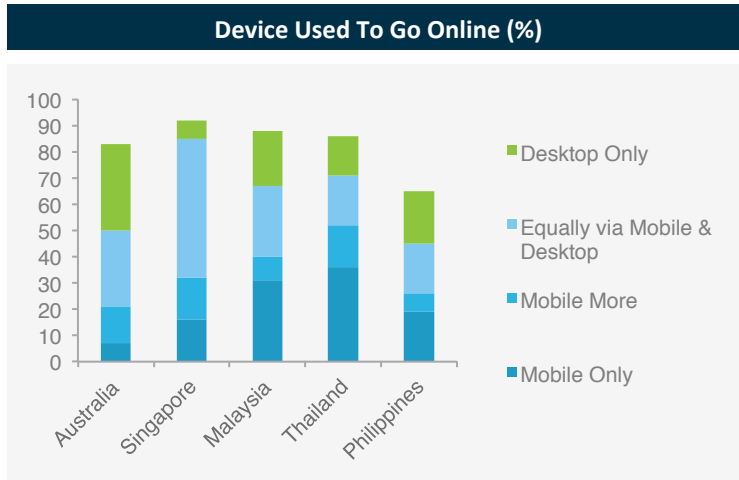
- Supported **506,090** blog sign ups
- Supported **442 million** monthly blog views
- Produced **707** report generations

WITH INCREASED FUNDS, WE AIM TO SHORTEN  
THE INCUBATION PERIOD OF NEW COUNTRIES BY 50%

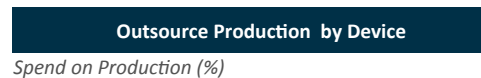
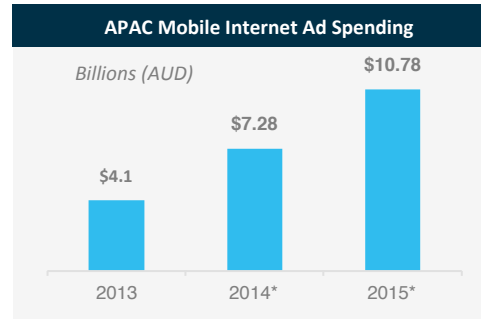
# 3 MOBILE GROWTH STRATEGY

## EVOLVING USER BEHAVIOR TOWARDS MOBILE

- To date, Nuffnang has been restricted to monetising its bloggers through desktop usage by the nature of blogging.
- Netccentric intends to monetise mobile bloggers through its application Dayre.



**AT LEAST 45% OF INTERNET USERS GO ONLINE VIA MOBILE**



**IN-APP ADVERTISING**  
is the most prevalent form of mobile advertising in all Asia Pacific markets.  
– ETC Digital

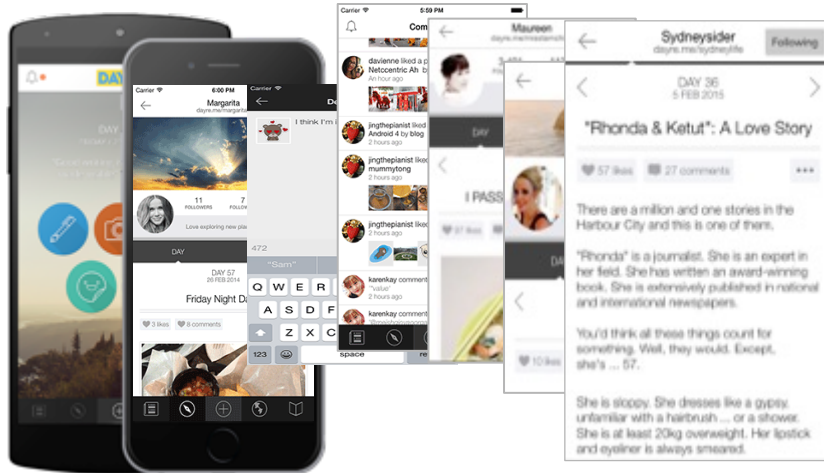
**In 2013,**  
**ALMOST 50%**  
**of Asia Pacific**  
**users**  
**downloaded a mobile app**  
**each month.**  
– Nielsen

# 3 MOBILE GROWTH STRATEGY

- Netccentric’s proprietary application Dayre has had more than 370,000 sign ups since its launch with minimal expenditure on growing the business.
- The growth in social mobile activity and devices across APAC highlights the upside potential for Netccentric and provides another method to facilitate client advertising on blogging platforms.

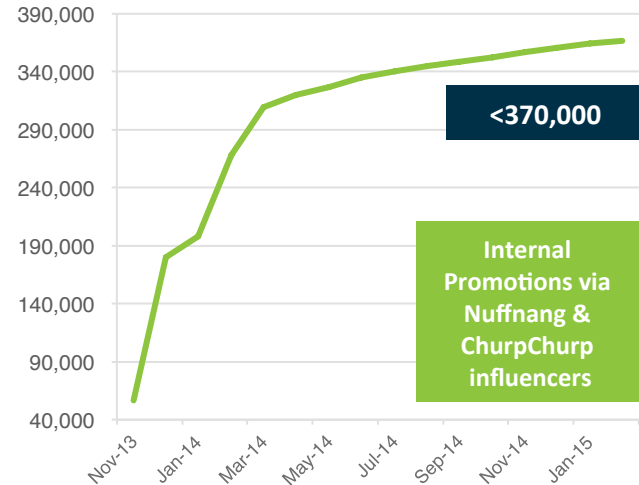


**GLOBAL MOBILE BLOGGING APPLICATION**  
 The mobile app allows users to create narratives, interact with other users and publicise their content












**DAYRE ATTAINED  
 300,000 SIGN UPS IN 6 MONTHS**

Dayre Cumulative Users  
 Thousands



# COMPARABLES

## ASX LEADING SOUTHEAST ASIAN INTERNET /TECHNOLOGY COMPANIES

| Name (Code)   | Market Capitalisation (A\$) | Revenue (A\$) | EV/Revenue | Profit (A\$) | Business Model   |
|---|-----------------------------|---------------|------------|--------------|--|
|  Netcentric Limited <sup>%</sup>   | \$60.37m                    | \$11.06m      | 4.22x      | \$766,263    | Established vertically integrated digital marketing, media and technology business with multiple complementary business segments operating in SE Asia.                   |
|  iProperty Group Limited (ASX:IPP)* | \$469.25m                   | \$21.83m      | 21.40x     | -\$10.73m    | Provides online advertising and other complimentary products to real estate agents and property developers. Operates in Malaysia, Hong Kong, Indonesia and Singapore.    |
|  iCar Asia Limited (ASX:ICQ)*       | \$165.69m                   | \$2.81m       | 55.63x     | -\$16.70m    | ICQ owns a portfolio of automotive websites in Malaysia, Indonesia and Thailand and provides online advertising services and solutions to automotive related industries. |
|  isentia Limited (ASX:ISD)^        | \$676.00m                   | \$110.56m     | 6.81x      | -\$67.38m    | ISD provides a media intelligence service across the Asia-Pacific region, including media monitoring, measurement and analysis.  |
|  Adslot Limited (ASX:ADJ)^          | \$98.28m                    | \$5.69m       | 17.35x     | -\$10.17m    | Australian-based internet marketing company focused on providing products and services in the online media and marketing industry.                                       |
|  REA Group Limited (ASX:REA)^       | \$5,543.87m                 | \$437.46m     | 12.34 x    | \$149.88m    | Digital advertising business focused in real estate services, including the provision of online display advertising on its property websites across Australia and Asia.  |
|  Carsales.com Limited (ASX:CAR)^    | \$2,556.87m                 | \$236.08m     | 11.49x     | \$96.27m     | CAR is an Australian business that delivers online advertising services, including display advertising, on its classified website.                                       |
|  Webjet Limited (ASX:WEB)^         | \$328.833m                  | \$99.53m      | 3.35x      | \$19.13m     | Online travel agency, comparison and booking site for domestic and international travellers.   |
|  Trade Me Group Limited (ASX:TME)^  | \$1,182.73m                 | \$180.10m     | 7.47x      | \$80.11m     | TME is an online marketplace and advertising platform in New Zealand and has smartphone applications and mobile-friendly websites across its multiple platforms.         |

All figures in \$AUD and current as at 16/07/2015. Source: IRESS

\* Based on CY14 Financials

^ Based on FY14 Financials

# Based on 04/15 Prospectus

% Based on post transaction and audited accounts for CY14

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# OUR TEAM



# BOARD AND MANAGEMENT



**Mr Martyn Thomas**  
Non-Executive Chairman

- Has more than 30 years of experience in the media and advertising industry.
- Since 2000, Mr Thomas has served as Managing Director of FRANK Media Pty Ltd, a Melbourne-based integrated full service media agency. FRANK Media has worked with a range of major brands including Ansell, Gaggenau, High Sierra, Samsonite, and Vileda.
- Previously, he was Media Director at The Campaign Palace and Media Group Head at J. Walter Thompson.
- My Thomas has been a Director of Nuffnang Australia Pty Ltd since 2008.



**Ming Shen Cheo**  
CEO & Managing Director - Co-founder

- Created first core suite of businesses for the Netccentric group: Nuffnang, Churp Churp and Ripplewerkz.
- Created the strategy for regional expansion and the horizontal expansion strategies for Netccentric.
- Created defensive strategies for core businesses; eg: the Talent Program of Nuffnang and Churp Churp business that reduced barriers to entry significantly.
- Created the Regional Office as standardization tool and execution arm for Netccentric offices regionally.
- Led the conception and execution of mobile blogging app Dayre.
- Named as one of Asia's 25 best young entrepreneurs by Bloomberg Businessweek (2007).
- Bachelor of Science (Honours) in Government and Economics, London School of Economics.



**Timothy Tiah**  
COO - Co-founder

- Mr Tiah created and executed the monetization strategies Netccentric's core businesses,
- He was responsible for setting up Joint Venture regional offices: Nuffnang Philippines, Thailand and Australia.
- Conceptualised and led execution of new products lines eg: Promoted Content, BlogBuster.
- Established Sashimi & RealityTV as part of Netccentric's horizontal expansion strategies.
- Leads the Regional Office to replicate and execute all strategies across countries.
- Top nominee for Ernst and Young entrepreneur of the year 2014 for Malaysia.
- Businessweek top 25 under 40 in 2008.
- Mr Tiah has a Bachelor of Science in Economics, University College, London.

# BOARD AND MANAGEMENT



**Mr Andrew Bursil**  
CFO & Company Secretary



**Mr Pierre Pang**  
Non-Executive Director



**Mr Kevin Shao-Chung Tsai**  
Non-Executive Director

- Mr Bursill is a principal of Franks & Associates Pty Ltd and has been with the firm for over 17 years, where he has specialised in the provision of outsourced company secretary and finance services.
- During his career Mr Bursill has been a director, company secretary and chief financial officer of numerous ASX listed and unlisted public companies.
- Director and/ company secretary of Argonaut Resources NL, and company secretary of Austral Gold Limited, Aguia Resources Limited, Eagle Nickel Limited, Elk Petroleum Limited Limited.
- Mr Bursill is a member of the Institute of Chartered Accountants in Australia and New Zealand.

- Mr Pang is the Group General Manager of Sales & Marketing of Mamee Double Decker Sdn Bhd. As Group General Manager, he oversees group commercial activities over 80 countries. He also serves as Managing Director of MDD Beverage Sdn Bhd, a beverage subsidiary of Mamee Double Decker.
- Prior to joining Mamee Double Decker and MDD, Mr Pang started and ran a digital and advertising agency, Eightedge Solutions, offering a wide array of new media solutions.
- In 2007, Eightedge Solutions was acquired by Mamee Double Decker, where he continued managing and leading the agency while also assuming a senior marketing role for MDD's snacks division.
- Mr Pang has a Bachelor of Information Systems (Honours) from the University of Melbourne. In 2011 he completed the Program for Leadership Development at Harvard Business School.

- Mr Tsai is the President of Want Want China Times Group (WWCTG).
- WWCTG is a leading Taiwanese multiple platform media company with presence in broadcast television, magazine and newspaper publishing and online.
- He is a Non-Executive Director of Want Want China Holdings Limited, a food and beverage company listed on the Hong Kong Stock Exchange, and Vice Chairman of Union Insurance Company Limited

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CONTACT

[INVESTORS@NETCCENTRIC.COM](mailto:INVESTORS@NETCCENTRIC.COM)