



Dear Shareholder

It is with great pleasure that I write to you on behalf of the directors of Netccentric, as a newly listed entity on the Australian Securities Exchange.

On 6 July 2015, the Company became a publicly listed company, marking an important milestone for the business and our shareholders. The Initial Public Offering was a great success, heavily oversubscribed, raising \$12.5m and securing a number of strategic and high profile investors into the Company.

### **Our Journey So Far**

In 2006, Netccentric was born from a successful partnership of digital online expertise which resulted in the launch of Nuffnang.com, Asia Pacific's first blog advertising community

With initial self-funding of just A\$54,975, the business generated profits within its first year of operations and has reinvested annual profits to grow organically.

Over the years, Netccentric has experienced tremendous organic growth with regional offices opening and the addition of five new ventures: ChurpChurp, a social media advertising network; Reelity.TV, a viral video production arm; Ripplewerkz, an interactive media production house; Sashimi, a social media strategy agency, and Dayre, a mobile blogging application.

Today, we operate a multinational company, running six synergistic businesses across seven countries in the Asia-Pacific region generating revenues of over \$11 million in 2014.

We came to the market in a position of strength and to open up access to available capital required to accelerate our growth and continue the exciting journey we embarked on many years ago. Armed with a solid capital base, our traditional values of fiscal prudence, coupled with ambitious growth strategies, we are confident that the next few years will prove to be the most exciting yet.

### **Our Vision**

Our vision remains the same.

*"To be a leading global social media solutions innovator and provider".*

To achieve this vision in the long term, we will continue to invest in the research and development of new products and services, enhance our current technological platforms and ensure relevance in this dynamic but rewarding space.

Work is ongoing within our tech teams and I will update you on the progress of key projects as we continue to progress this further.

### **Our strategies to accelerate growth in existing businesses**

If you have not had the opportunity to read our prospectus or investors presentation, I encourage you to do so, as it details our strategies for growth moving forward.

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My executive team and I are focussing on 3 areas of strategic growth, which I have allocated key responsibilities accordingly to enhance accountability and ensure results.

**1) *Scaling our existing businesses***

In this area, our regional director, Ms Huiwen Yang, a pioneer member of our management team, has staffed the regional office to enhance our value proposition to clients across the region. There are operational efficiencies to achieve on many levels, as well as a largely untapped SME market from which to grow revenue.

The second part of this strategy is led by our newly hired Business Development Director, Mr Tan Sherwayn. His role is to complete our product suite in all existing markets with an immediate focus to roll out Reelity.TV and Ripplewerkz (via the introduction of a new product) in Singapore, Malaysia, Thailand and Australia.

**2) *Geographic Expansion***

Prior to the IPO, we researched and studied potential new markets to enter into, to complete our Asia Pacific footprint. From this study, we selected three new markets to focus on a preliminary basis - Taiwan, Indonesia and Vietnam.

Our Chief Operating Officer, Mr Timothy Tiah has been tasked with leading the business into these new markets, where he has already made some solid headway.

We expect to deliver some substantive updates on this in the 4<sup>th</sup> Quarter of 2015.

**3) *Tapping on the mobile app growth space***

Last but not least is our foray into the mobile space.

Our mobile blogging app Dayre, which was launched 2 years ago, is now available on iOS and Android platforms, presenting us the opportunity to reach billions of users.

With a small marketing budget, we soft launched in Singapore and Malaysia and achieved 370,000 downloads, the majority of which, within half a year.

We account for approximately 100,000 monthly active users in the community, all of which are creating and consuming content, interacting and communicating, and form a vibrant community.

We have big ambitions for this app, and I am personally focused and positioned to lead the development and user acquisition for Dayre.

I am exploring partnerships, and collaborations, seeking out marketing channels, whilst at the same time refining the user experience and enhancing functions.

This is a medium term to long term project which goes hand in hand with the strategies I described above, and I will keep you all posted when there are major updates.

**Thank you**

On behalf of the board, I want to thank you for your loyalty and support.

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My executive team and I are committed to delivering upon our promises, and I will continue to provide updates to the market on relevant milestones and achievements when accomplished.

A number of our initiatives will drive exceptional growth, given time. We are excited by the opportunities that lay before us as a Company and we strongly believe this will deliver results which will be worth the journey.

In the words of my Alma Mater, "Grow Old Along with me, The Best is Yet to Be!"

Sincerely

*Ming Shen Cheo*  
*Chief Executive Officer*

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