

NETCCENTRIC (ASX:NCL)

AGM PRESENTATION

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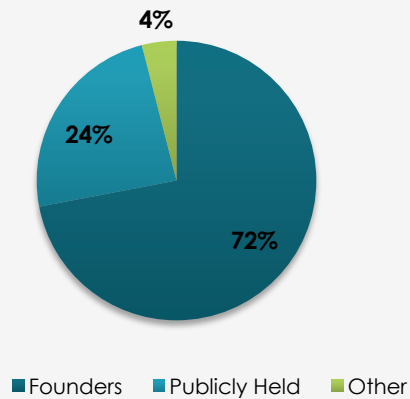
All figures stated in Singaporean Dollars unless otherwise stated. The financials are presented in Singapore dollars, which is Netccentric Limited's functional and presentation currency.

COMPANY OVERVIEW

NETCENTRIC (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.

CAPITAL STRUCTURE



FOCUSED GROWTH STRATEGY



SCALING EXISTING BUSINESSES

Near Term



NEW MARKET EXPANSION

Mid Term



MOBILE GROWTH STRATEGY

Long Term

ASX

NCL

52 WEEK SHARE PRICE

AUD\$ 0.12 - \$ 0.27

SHARES

262,500,000

MARKET CAP

AUD\$ 31.5Million

CASH & CASH EQUIVALENTS

SGD\$12.9 Million

AUD12.5M

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

INTRODUCING YOUR BOARD

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Mr Martyn Thomas

Non-Executive Chairman



Mr Ming Shen Cheo

CEO & Managing Director - Co-founder



Mr Timothy Tiah

COO - Co-founder



Mr Pierre Pang

Non-Executive Director



Mr Kevin Shao-Chung Tsai

Non-Executive Director

AGENDA

- 1 CHAIRMAN'S ADDRESS
- 2 FY2015 REVIEW
- 3 OVERVIEW OF STRATEGY AND OUTLOOK
- 4 FORMAL ITEMS OF BUSINESS
- 5 Q&A

CHAIRMAN'S ADDRESS

- **First year as a listed company** – a pivotal moment and landmark in Company's history.
- **Established a blue chip client base** and solid platform of products from which to expand.
- **Solid financial performance**
 - Total revenue of SGD12.1 million, a significant 17% increase on FY2014.
 - Strong performance in both core and growth markets.
- **Completion of Ripplewerkz acquisition** – a complementary offering to existing product suite.
- **Well funded** following public listing and **well positioned** in a social media advertising market that continues to grow globally.

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FY2015 REVIEW

PERFORMANCE HIGHLIGHTS

GROUP REVENUE GROWTH OF 17% TO SGD12.1M

- **Revenue of SGD12.1M** - representing a significant 17% increase on FY2014 prospectus revenue*.
 - Revenue driven by by: **solid sales of sponsored posts**, accounting for 38% of revenue and **strong performance** from influencer platform **ChurpChurp**, with growth of 19%
 - **Ripplewerkz contributed** 6% of total revenue following completion of acquisition upon listing on 7 July 2015.
 - **Strong growth of content creation (+133%) and promoted content products (+67%).**
- **Improved performance in mature market of Singapore** - revenue up by 39% on FY2014, accounting for 27% of total revenue.
- **Growth markets continue to show potential** – 18% increase in revenue from Thailand and over 94% growth in the UK.
- **SGD12.5M (AUD12.5 M) funds raised via successful IPO at AUD0.20 per share** - Shares significantly oversubscribed with strong support from investors.
- **EBIT of (SGD1.3M)**, led by **IPO and extraordinary expenses of SGD1.2M** and an increase in operating expenses and employee benefits of 58% due to group expansion.
- **Excluding extrodinary costs, EBIT totaled a loss of SGD171K** and is expected to decrease as use of IPO funds are deployed to fuel growth.
- **Well positioned and fully funded** to continue execution of strategic growth initiatives and to fuel expansion.

*Prospectus accounts were reported in AUD and for the purposes of a like-for-like SGD comparison, accounts have been converted back to SGD at AUD 1 = SGD1.0229

GROUP FINANCIAL SUMMARY

REVENUE
SGD12.1M

17%

EBIT
(SGD1.3M)

**EBIT EXCLUDING
EXTRORDINARY
COSTS —
(SGD171K)**

Revenue increase driven by solid sales of sponsored posts, strong performance from influencer platform ChurpChurp and new revenue stream from Ripplewerkz.

IPO and extraordinary expenses contributed to a reduction in EBIT

Management expansion and investment in recruitment to create operational efficiencies resulted in increased admin, operating and employee expenses.

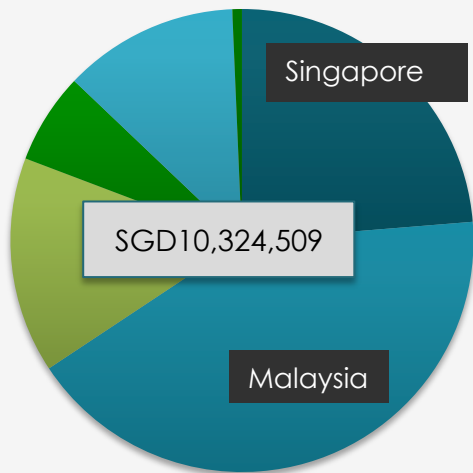
	FY2015 (SGD Audited)	FY2014 (SGD Audited)*	% CHANGE
Revenue	12,078,335	10,324,509	+17%
Cost of Sales	(4,067,967)	(3,982,671)	+2%
Gross Profit	8,010,368	6,341,838	+26%
Other Income	613,652	206,158	+198%
Admin, Operating and Employee Benefits	(9,963,793)	(5,726,733)	+74%
Share of profit from equity-accounted associates	(4,742)	189,189	(103%)
Profit/(Loss) before tax	(1,344,515)	1,010,452	(233%)
IPO and extraordinary expenses	1,173,124	153,160	666%
Profit/(Loss) after extraordinary expenses	(171,391)	1,163,612	(115%)

*Prospectus accounts were reported in AUD and for the purposes of a like-for-like SGD comparison, accounts have been converted back to SGD at AUD 1 = SGD1.0229

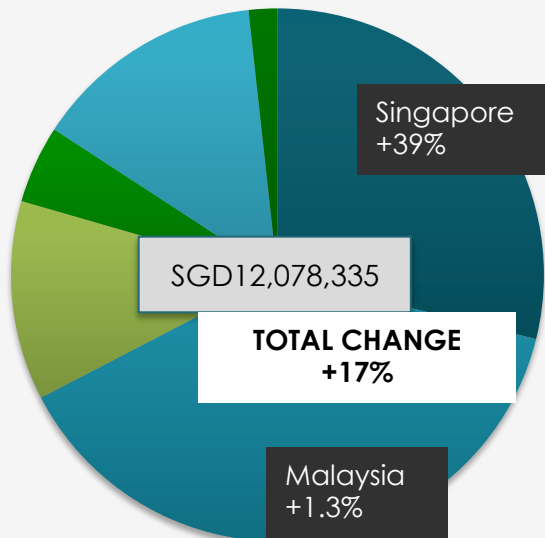
REVENUE PERFORMANCE

CORE MARKETS

FY2014 SGD



FY2015 SGD



Singapore remains a strong market with performance gains due to stable growth in clients and solid team performance.

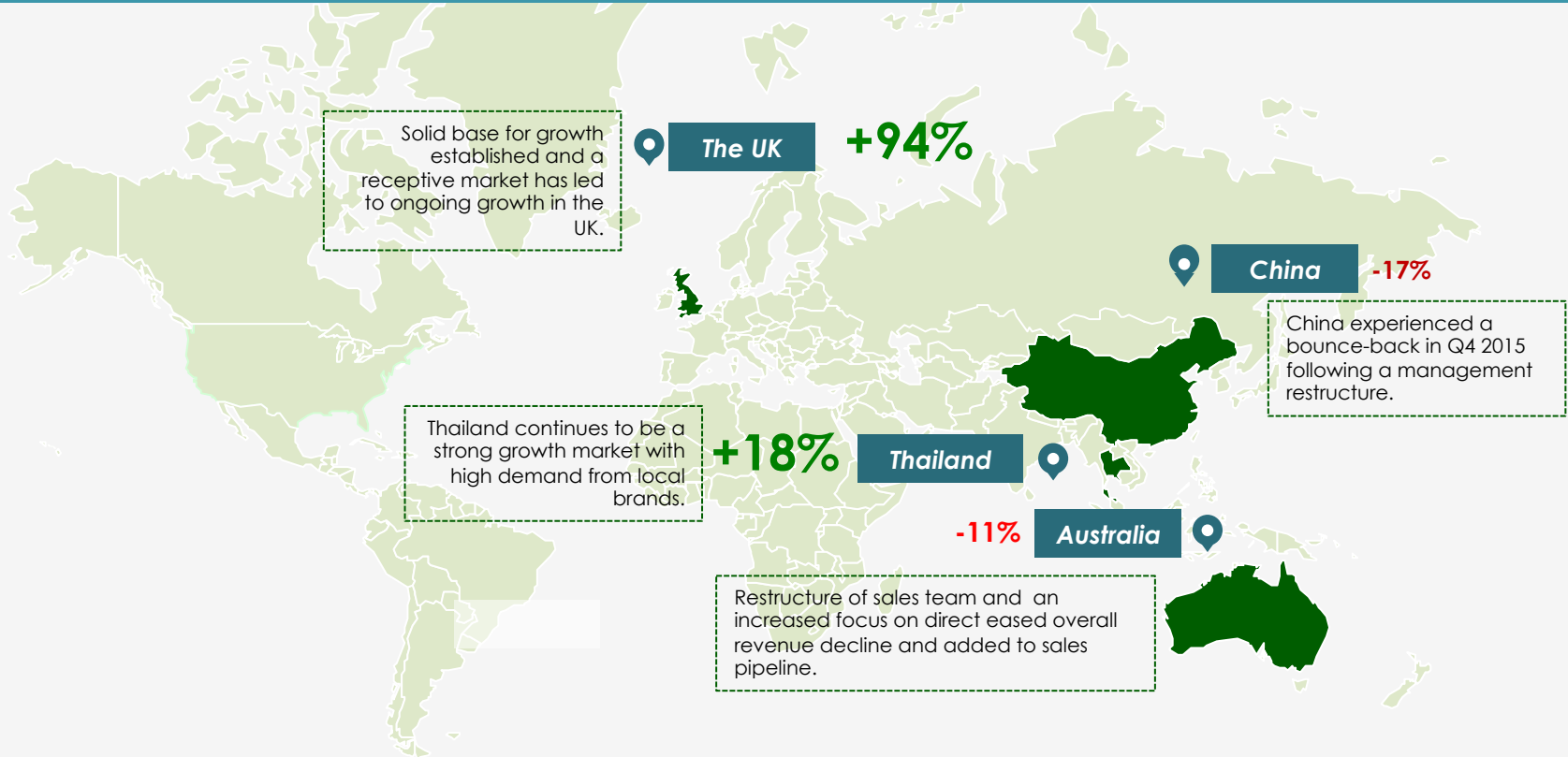
Malaysian market produced growth despite tough macroeconomic conditions and currency depreciation.

- 📍 Singapore accounted for 27% of revenue in FY2015, up from 39% in FY2014
- 📍 Malaysia accounted for 37% of revenue in FY2015, up from 1.3% in FY2014

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GROWTH MARKETS CONTINUE TO PERFORM

DIVERSIFIED INCOME PORTFOLIO, WITH GROWTH MARKETS DEMONSTRATING ONGOING PERFORMANCE



BUSINESS UNIT FINANCIAL SUMMARY

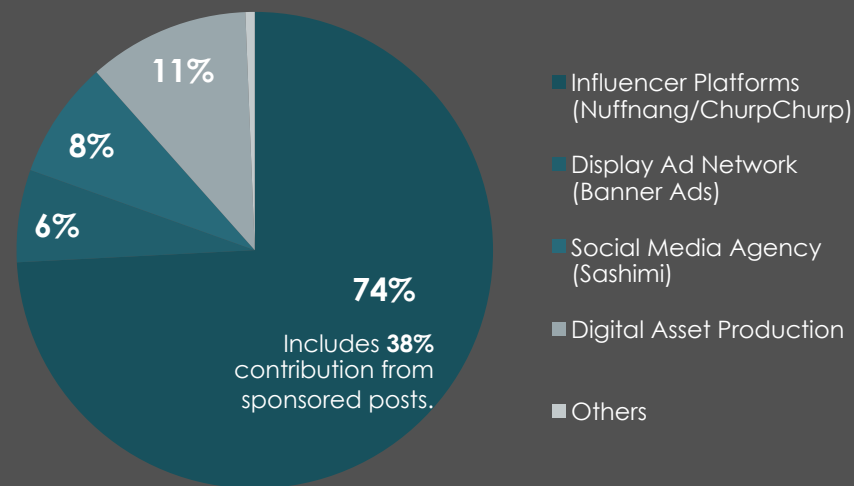
ACCOUNT SUMMARY

Year ended 31 December 2015

BUSINESS UNITS	JAN-DEC '15 (SGD)	JAN-DEC '14 (SGD)	GROWTH %
Influencer Platform (Nuffnang/ChurpChurp)	8,948,885	6,733,914	33%
Display Ad Network (Banner Ads)	755,111	2,288,955	-67%
Digital Asset Production	1,396,919	544,640	156%
Social Media Agency (Sashimi)	970,012	757,000	28%
Others	7,408	-	-
TOTAL	12,078,335	10,324,509	17%

CORE PRODUCTS CONTRIBUTION TO REVENUE

- Influencer platforms continue to be key driver of revenue
- Sponsored posts contribute over 38% of revenue



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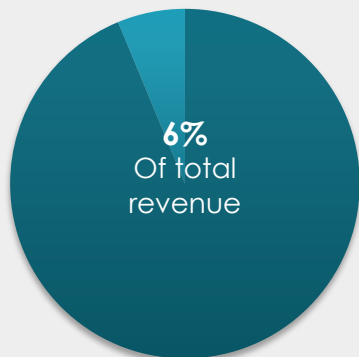
*The consolidated financials in 2015 include the results of Ripplewerkz. Upon NCL's listing on 6 July 2015, NCL has fully acquired Ripplewerkz.

*Prospectus accounts were reported in AUD and for the purposes of a like-for-like SGD comparison, accounts have been converted back to SGD at AUD 1 = SGD1.0229

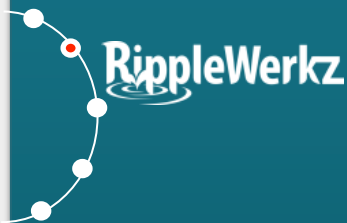
NEW REVENUE STREAM - RIPPLEWERKZ

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

FY2015 PERFMANCE



Revenue of **SGD752K** FY2015



Ripplewerkz is a complementary offering to Netccentric's existing product suite, enabling the business to offer fully integrated digital solutions.

Through Ripplewerkz's high-quality digital production solutions to manage and create online digital assets.

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

The Company acquired the Ripplewerkz business in July 2015, following its successful listing on the ASX.





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OVERVIEW OF STRATEGY AND OUTLOOK

1. GROWTH INITIATIVES & OUTLOOK

COMPLETING PRODUCT SUITE & SCALING IN EXISTING MARKETS

Operational efficiencies created through management restructure and investments in recruitment.

BUSINESS UNITS	MALAYSIA	SINGAPORE	CHINA	AUSTRALIA	THAILAND	PHILIPPINES	UK
	✓	✓	✓	✓	✓	✓	✓
	✓	✓			✓	✓	
	Phase 2	Phase 2		Phase 1	Phase 1		
	N/A	Phase 2	N/A	N/A	N/A	N/A	N/A

RippleWerkz

Executing strategy to evolve Ripplewerkz from production to SaaS (Software-as-a-Service) model. Strategy being driven by a fully staffed regional team.

Phase 1- Product mocks and market testing

Phase 2 – Build and develop platform

Phase 3 – Sales prospecting

Phase 4 – Position for growth



Progress towards completion of business units, with launch of Reelity.TV in Singapore, Malaysia, Thailand and Australia in January 2016. Offered to new and existing clients via Nuffnang network.

Phase 1- Invest in team and equipment

Phase 2 – Educating clients ; Original content roll-out

Phase 3 – Sales prospecting

Phase 4 - Position for future growth

KEY APPOINTMENTS – FULLY STAFFED REGIONAL TEAM

TAN SHERWAYN



REGIONAL BUSINESS DEVELOPMENT DIRECTOR
TASKED WITH COMPLETION OF PRODUCT SUITE

KATE TAN



DAYRE INTERNATIONAL MANAGER
TASKED WITH USER ACQUISITION

YANG HUI WEN

REGIONAL DIRECTOR

REBECCA TEO

REGIONAL MANAGER

SELINA HENG

REGIONAL TALENT MANAGER

FREDERICK TANG



REGIONAL SALES MANAGER

JEREMY PEK



REGIONAL SALES EXECUTIVE

HUI EN LOI



REGIONAL CORE PRODUCTS EXECUTIVE

Further product suites expected to be rolled out in H1 2016

2. GROWTH INITIATIVES & OUTLOOK

NEW MARKET EXPANSION

NETCCENTRIC HAS THE EXPERIENCE, PROCESSES AND PLATFORMS IN PLACE TO RAPIDLY ENTER NEW MARKETS.

Successfully entered six markets to date.

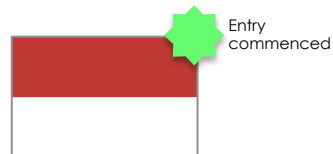
Established strong client base and recognised brands.

Grown revenues across regions.

- ✓ **EXPERIENCE**
- ✓ **PROCESSES**
- ✓ **PLATFORMS**



Taiwan



Indonesia



Vietnam

Nuffnang has been incorporated in Taiwan and Indonesia to facilitate the entry of Netccentric into the region.

Operations to commence with building a network of celebrity talent and Influencers.



Continue to seek partnerships and acquisition targets in Vietnam.

3. GROWTH INITIATIVES & OUTLOOK

MOBILE APP GROWTH & DEVELOPMENT



USER ACQUISITION STRATEGY FOR DAYRE MOBILE APP COMMENCED

US promotional activities commenced

Strong community of US based users building on the Dayre platform

US market represents a significant opportunity with **OVER 180 MILLION SOCIAL MEDIA USERS**¹



5 Things On My Bucket List
@theanematters 292,722



WHAT'S ON OUR CRAZY BUCKETLIST?
@dayrecommunity 136,034

FURTHER INITIATIVES TO ACCELERATE USER ADOPTION

1. Seeking partnerships with platform providers.
2. Further marketing campaigns to commence in 2016 targeting community growth and user acquisition.
3. Ongoing product development to enhance app's user experience.
4. Targeting Netccentric's own talent base.

521,954*



MONTHLY ACTIVE USERS (WEB & MOBILE)

INCREASE FROM 404,303 AUGUST 2015

↑ 29.1%

INCREASE IN ACTIVE USERS

*Source: Google Analytics

SUMMARY – POSITIONED FOR GROWTH

STRATEGICALLY POSITIONED TO EXECUTE ON GROWTH INITIATIVES IN 2016

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Highly scalable platform and product offering to be rolled out into new markets through organic expansion and acquisitions.



Established platform with an impressive client base of blue-chip brands and a dedicated team to drive future growth.



Strong management team in place and restructure completed to drive focused growth strategy.

Proven track record of launching new business units and expansion into new regions.



Well positioned in a growing market, with global social media ad spend estimated to reach US\$36 billion in 2017, with APAC alone totalling US\$12 billion, the second largest market following the U.S.



Well funded with SGD 12.9 million cash and cash equivalents. Strong revenue generation to fuel growth initiatives and expansion.

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FORMAL ITEMS OF BUSINESS

RESOLUTION 1 – ELECTION OF TIAH EWE TIAM AS DIRECTOR

To consider and, if thought fit, to pass with or without amendment, as an ordinary resolution the following :

“That, pursuant to and in accordance with Regulations 84 and 89 of the Constitution and for all other purposes, Tiah Ewe Tiam, Director, retires and being eligible, is elected as a Director on the terms and conditions in the Explanatory Memorandum”

RESOLUTION 2 – ELECTION OF MARTYN THOMAS

To consider and, if thought fit, to pass with or without amendment, as an ordinary resolution the following :

“That, pursuant to and in accordance with Regulations 84 and 89 of the Constitution and for all other purposes, Martyn Thomas, Director, retires and being eligible, is elected as a Director on the terms and conditions in the Explanatory Memorandum”

RESOLUTION 3 – APPROVAL OF APPOINTMENT OF AUDITORS

To consider and, if thought fit, to pass with or without amendment, as an ordinary resolution the following :

*“That, pursuant to and in accordance with Section 205(2) of the Companies Act, Cap. 50 (the “**Act**”) and for all other purposes, RSM Chio Lim LLP, having consented to act as the Company’s auditors, is appointed as the Company’s auditors effective from the date of the Meeting to hold office until conclusion of the next Annual General Meeting of the Company and the Directors be authorised to agree the remuneration.”*

RESOLUTION 4 – APPROVAL OF DIRECTORS' FEES

To consider and, if thought fit, to pass with or without amendment, as an ordinary resolution the following :

“That, pursuant to and in accordance with Section 169 of the Act and for all other purposes, to approve payment of the Directors’ fees of up to A \$100,000/- for the financial year ending 31 December 2016 on the terms and conditions in the Explanatory Memorandum.”

RESOLUTION 5 – APPROVAL OF AUTHORITY TO ISSUE SHARES

To consider and, if thought fit, to pass with or without amendment, as an ordinary resolution the following :

“That, pursuant to and in accordance with Section 161 of the Act and with regard to the Listing Rules, the Directors be authorised to :

- a) issue Shares (whether by way of rights issue, bonus issue or otherwise);*
- b) make or grant offers, agreements, or options (collectively, **Instruments**) that might or would require Shares to be issued, including but not limited to the creation and issue of (as well as adjustments to) options, warrants, debentures, other instruments convertible or exchangeable into Shares; and*
- c) issue Shares in pursuance of any instruments made or granted by the Directors while this Resolution is in force*

provided that :

- a) the aggregate number of Shares to be issued pursuant to this Resolution (including Shares to be issued in pursuance of the Instruments made or granted pursuant to this Resolution and including Shares which may be issued pursuant to any adjustment effected under any relevant Instruments) shall not exceed such limit as may be prescribed under the Listing Rules;*
- b) in exercising the power to make or grant Instruments (including the making of any adjustment under any relevant instrument), the Company shall comply with the Listing Rules and regulations of the ASX for the time being in force (unless such compliance has been waived by ASX) and the Constitution; and*
- c) unless revoked or varied by the Company in general meeting, such authority shall continue in force until the conclusion of the next Annual General Meeting of the Company, or the date by which the next Annual General Meeting of the Company is required by law to be held, whichever is earlier.”*

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Q&A SESSION

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CONTACT
investors@netccentric.com