

NETCENTRIC

FY2015 RESULTS 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.

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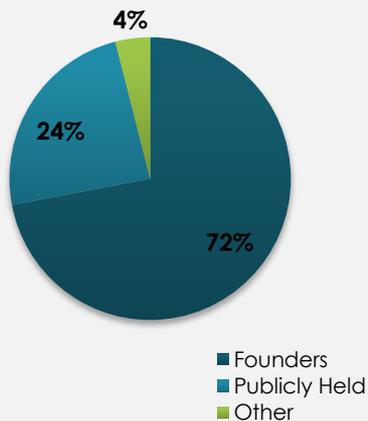
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COMPANY OVERVIEW

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

SHARE PRICE

AUD\$ 0.13

SHARES

262,500,000

MARKET CAP

AUD\$ 34.1 Million

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.

PERFORMANCE HIGHLIGHTS

GROUP REVENUE GROWTH OF 18% TO SGD12.1M

- **Revenue of SGD12.1M** - representing a significant 18% 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 190% 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 (SGD1.6M)**, led by **IPO and extraordinary expenses of SGD1.2M** and an increase in operating expenses and employee benefits of 67% due to group expansion.
- **Excluding extrodinary costs, EBIT totaled a loss of SGD462K** 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

18%

EBIT
(SGD1.6 M)

**EBIT EXCLUDING
EXTRODINARY
COSTS —
(SGD462K)**

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

	FY2015 (SGD)	FY2014 (SGD Audited)*	% CHANGE
Revenue	12,144,607	10,324,509	+18%
Cost of Sales	(4,105,142)	(3,982,671)	+3%
Gross Profit	8,039,465	6,341,838	+27%
Other Income	117,710	199,158	(41%)
Admin, Operating and Employee Benefits	(9,560,798)	(5,719,733)	+67%
Share based payments	(228,000)	-	-
Share of profit from equity-accounted associates	(3,568)	189,189	(102%)
Profit/(Loss) before tax	(1,635,191)	1,010,452	(262%)
IPO expenses	897,027	153,160	-
Extraordinary expenses – impairment of Jipaban	276,097	-	-
Profit/(Loss) after extraordinary expenses	(462,067)	955,116	(148%)

IPO and extraordinary expenses contributed to a reduction in EBIT

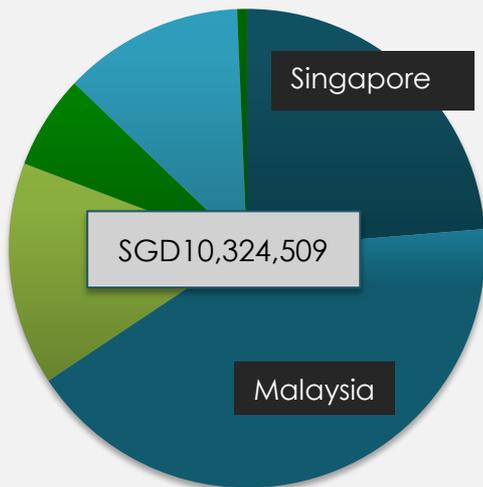
Management expansion and investment in recruitment to create operational efficiencies resulted in increased admin, operating and employee expenses.

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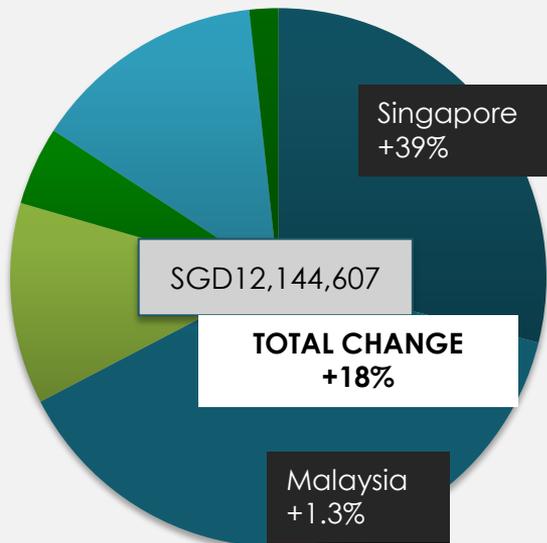
REVENUE PERFORMANCE

CORE MARKETS

FY2014 SGD



FY2015 SGD



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

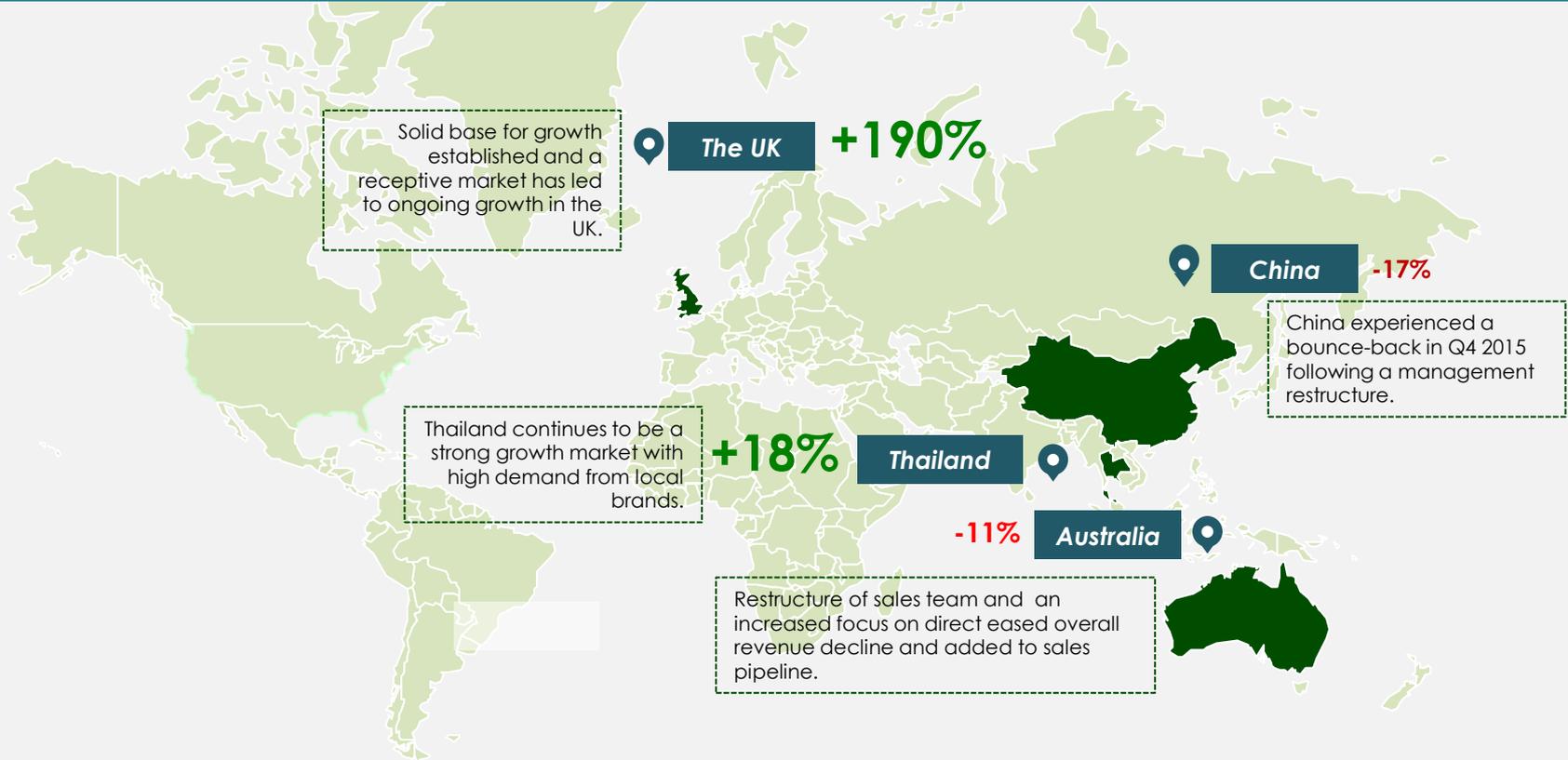
Malaysian market produced growth despite tough macroeconomic conditions and currency depreciation.

- 📍 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

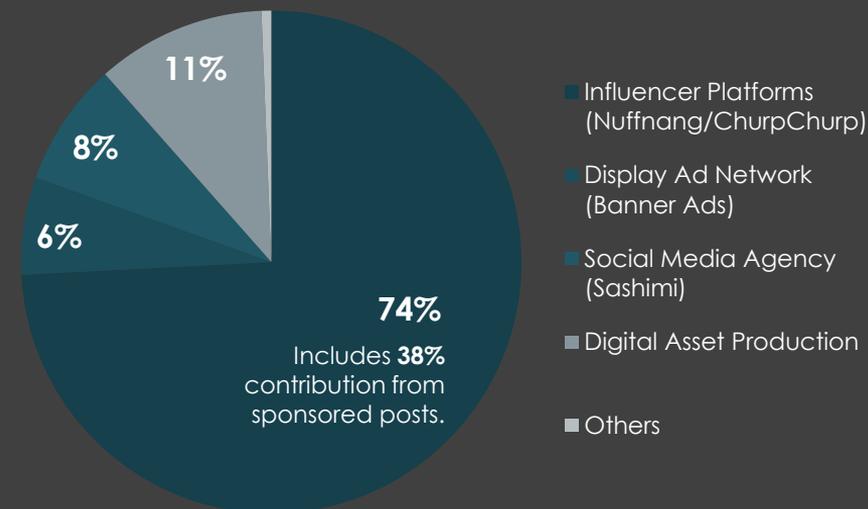
ACCOUNT SUMMARY

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	73,680	-	-
TOTAL	12,144,607	10,324,509	18%

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

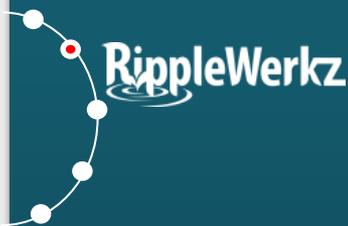
NEW REVENUE STREAM - RIPPLEWERKZ

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.

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

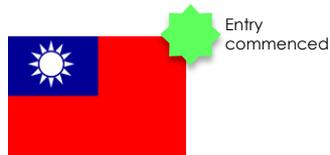
NEW MARKET EXPANSION



South East Asia's award-winning media entertainment company

4 MILLION subscribers
300 CHANNELS managed
1.5 BILLION viewers

- History of establishing local celebrity talent and Influencers
- Ideal partner to accelerate the Company's entry into targeted regions



Taiwan



Indonesia



Vietnam

Executed **Joint Venture (JV)** agreement with **South East Asia's award winning media entertainment company**, Prodigee Media Entertainment to

facilitate the entry of Netccentric into key target and growth markets, **Indonesia and Taiwan** via establishment of a network of celebrity talent and Influencers.

Continue to seek partnerships and acquisition targets in Vietnam.

3. GROWTH INITIATIVES & OUTLOOK

MOBILE APP GROWTH & DEVELOPMENT

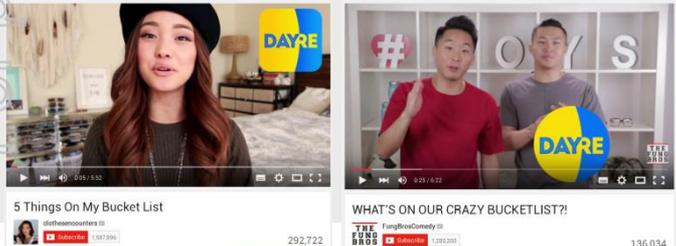


USER ACQUISITION STRATEGY FOR DAYRE MOBILE APP COMMENCED

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



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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