

NETCCENTRIC

H12016 RESULTS PRESENTATION

DISCLAIMER:

This document has been prepared by Netccentric Ltd ("Netccentric") to provide selected parties with a preliminary understanding of the Company. It is provided on a confidential basis, and may not be reproduced in whole or in part, nor may any of its contents be disclosed to any other person, without Netccentric's prior written consent. This document is provided by Netccentric for general information purposes only, without taking into account any potential investors' personal objectives, financial situation or needs. It should not be relied upon by the recipient in considering the merits of any particular transaction. It is not an offer to buy or sell, or a solicitation to invest in or refrain from investing in, any securities or other investment product. Nothing in this document constitutes investment, legal, tax, accounting, financial product or other advice. The recipient should consider its own financial situation, objectives and needs, and conduct its own independent investigation and assessment of the contents of this document, including obtaining investment, legal, tax, accounting and such other advice as it considers necessary or appropriate. This document has been prepared on the basis of publicly available information and certain confidential information. Netccentric has relied upon and assumed, without independent verification, the accuracy and completeness of all such information, including forecasts. It contains selected information and does not purport to be all inclusive or to contain all of the information that may be relevant to the document. The recipient acknowledges that circumstances may change and that this document may become outdated as a result. Netccentric is under no obligation to update or correct this document. Netccentric, its related bodies corporate and other affiliates, and their respective directors, employees, consultants and agents make no representation or warranty as to the accuracy, completeness, timeliness or reliability of the contents of this document. To the maximum extent permitted by law, no member of Netccentric accepts any liability (including, without limitation, any liability arising from fault or negligence on the part of any of them) for any loss whatsoever arising from the use of this document or its contents or otherwise arising in connection with it. Any requests for information in connection with this document should be addressed directly to Netccentric and to no other party.

Forward-Looking Statements

This document contains forward-looking statements which are identified by words such as "believes", "estimates", "expects", "targets", "intends", "may", "will", "would", "could", or "should" and other similar words that involve risks and uncertainties. These statements are based on an assessment of present economic and operating conditions, and on a number of assumptions regarding future events and actions that, as at the date of this Prospectus, are expected to take place. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, the Directors and management of the Company. The Company has no intention to update or revise forward-looking statements, or to publish prospective financial information in the future, regardless of whether new information, future events or any other factors affect the information contained in this Prospectus, except where required by law. The Company cannot and does not give assurances that the results, performance or achievements expressed or implied in the forward-looking statements contained in this document will actually occur and investors are cautioned not to place undue reliance on these forward-looking statements.

All figures stated in Singaporean Dollars unless otherwise stated.

CONTENTS



For personal use only

- 1** **PERFORMANCE HIGHLIGHTS**
- 2** **FINANCIAL SUMMARY**
- 3** **PROGRESS ON COMPLETING PRODUCT SUITE**
- 4** **PROGRESS ON GEOGRAPHICAL EXPANSION**
- 5** **MEDIA BRAND ACQUISITION**
- 6** **MOBILE APP DEVELOPMENT**

NETCENTRIC GROUP REVENUE GROW BY 5% to SGD6.2M IN 1H2016

- **1H2016 revenue grew by 5%**
Driven by solid sales of the Digital Asset Production and Social Media Agency segments; up by 191% and 81% respectively
- **EBIT down by SGD1.8M**
*As forecasted, EBIT continued decreasing, due to utilisation of IPO funds over time. The reduction in EBIT is partly due to an increase in employee benefits expenses by SGD1.1M (of which SGD0.3M was contributed by Ripplewerkz Pte Ltd acquired during the period) caused by group expansion with new hires across various business units. The Group also incurred one-off advertising expenses of SGD1.5M due to expansion efforts of Dayre and Aroi Mak Mak Pte Ltd. In addition, IPO expenses and foreign exchange losses amounted to SGD0.5m (*due to the depreciation of foreign currencies against functional currencies)*
- **Gross Margins improved by 4%**
Gross margins increased from 59% in 2015 to 63% in 2016
- **Strengthened owned production assets through strategic acquisitions**
Acquired lifestyle and travel site Aroi Mak Mak. This move adds a strong content unit to our stable of media brands and proprietary assets
- **Strong growth in Digital Assets Production and Social Media Agency segments**
*Growth of 122% which contributed to 25% of total H12016 revenue
Recent acquisitions Aroi Mak Mak and Ripplewerkz reaped results, alongside improved performance of social media agency Sashimi*
- **Expansion plans cemented for Taiwan and Indonesia**
Market entry preparations in progress for Indonesia and operational set up completed in Taiwan

FINANCIAL SUMMARY

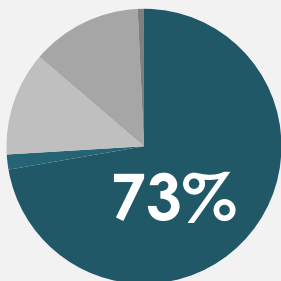
REVENUE
SGD6.2M



5%

CORE PRODUCTS CONTRIBUTION TO REVENUE

Primary products remain main contributor and key driver of revenue

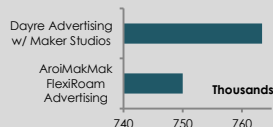


- Influencer Platforms (Nuffnang/ChurpChurp)
- Display Ad Network (Banner Ads)
- Social Media Agency (Sashimi)
- Digital Asset Production
- Others

EBIT*

*revenue excludes Ripplewerkz

*Includes one-off advertising expenses



SGD2.5m

EBIT expected to continue decreasing, due to utilisation of IPO funds over time. As such, EBIT will not be considered a metric for our growth



All figures stated in Singaporean Dollars unless otherwise stated.

*Revenue does not include Ripplewerkz revenue. Acquisition of Ripplewerkz was completed in 2H2016

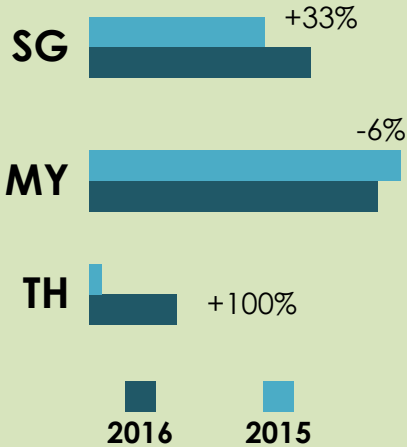
ACCOUNT SUMMARY

Six months ended 30 June 2016

BUSINESS UNITS	JAN-JUN '16 (SGD)	JAN-JUN '15 (SGD)
Influencer Platform (Nuffnang/ChurpChurp)	4,523,121	4,845,911
Display Ad Network (Banner Ads)	111,054	365,446
Digital Asset Production	772,690	265,190
Social Media Agency (Sashimi)	814,920	450,476
Others	20,373	22,140
TOTAL	6,242,158	5,949,163*
CASH AND CASH EQUIVALENTS	2016	SGD 10.9M
	2015	SGD 12.9M

COMPLETING PRODUCT SUITE

REELITY.TV PRODUCT SUITE COMPLETION



COMPLETION UPDATES

SINGAPORE
Increased revenue by 33%

MALAYSIA
Refocused on client retention and long-term video strategy

THAILAND
Identified new demand for social videos

GEOGRAPHICAL EXPANSION

EXPANSION UPDATES

TAIWAN



Completed operational set-up in Taiwan



Experienced team of 5 operationally ready to engage market players and talents



Led by Country Manager Alin Chiu, former GroupOn Taiwan's Head of National Sales. Alin holds more than 17 years of business development and marketing experience

INDONESIA



Joint Venture with DestinAsia Media Group, a leading travel and lifestyle publisher



Market Entrance is lined with access to DestinAsia's stable of magazines and industry connections with celebrities and influencers



Operation execution to commence in Q4

SUBSTANTIAL UPDATES EXPECTED IN Q4

MEDIA BRAND ACQUISITION

AROIMAKMAK

Aroi Mak Mak started as a one-stop travel guide on Bangkok. Netccentric acquired majority stake of the popular portal, retaining founder Wilbur Suen as Managing Editor.

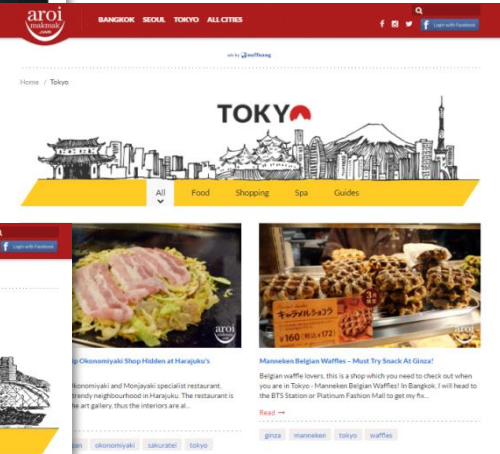
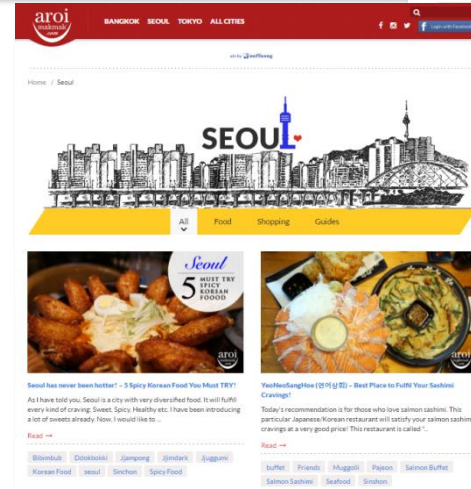
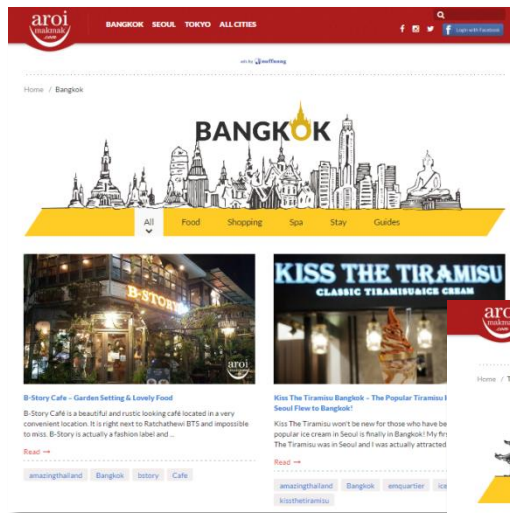
BOASTED 1.1 MILLION READERSHIP IN 2015

Showing increasing demand for websites with holistic information on tourist destinations

Acquisition adds a strong content unit to Netccentric's stable of **MEDIA BRANDS AND PROPRIETARY ASSETS**

Since acquisition, Aroi Mak Mak has **EXPANDED ITS CONTENT TO INCLUDE ANOTHER TWO TOP TRAVEL DESTINATIONS – SEOUL AND TOKYO**

Partnered FlexiRoam Limited to provide its users with Flexiroom's global data roaming networks

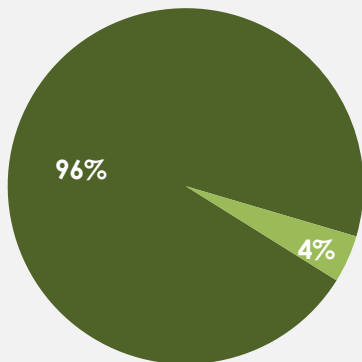


MOBILE APP DEVELOPMENT

For personal use only

2015 H1 DAYRE USER DOWNLOADS

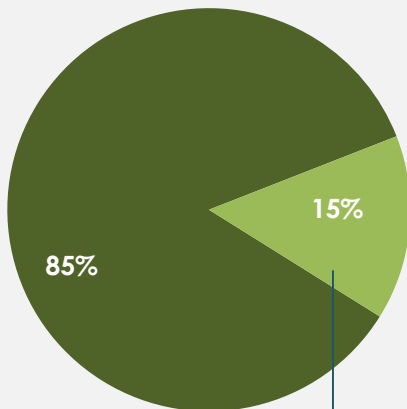
■ Asia ■ Others



IN 2015, MAJORITY OF USER DOWNLOADS WERE FROM ASIA; WHERE OUR CORE MARKETS ARE.

2016 H1 DAYRE USER DOWNLOADS

■ Asia ■ Others



INTERNATIONAL USER BASE INCREASED TO 15% AFTER EFFORTS TO EXPAND INTERNATIONALLY

DAYRE EXPANSION EFFORTS



KATE TAN

INTERNATIONAL MANAGER

Key experience in powering funded start-ups and forging partnerships in regional markets

LED 2 AREAS OF DEVELOPMENT

TEAM EXPANSION

- SET UP LEAN TEAM OF INDIVIDUAL COMMUNITY SPECIALISTS IN MALAYSIA, THAILAND, AUSTRALIA AND THE UNITED KINGDOM

COMMUNITY OUTREACH

- SET UP DAYRE AMBASSADOR PROGRAM WHICH ACQUIRED MORE THAN 60 AMBASSADORS, TO DEEPEN LOCAL ENGAGEMENT AND RECRUIT EVANGELISTS
- EXPLORE ACTIVATION AND PARTNERSHIPS

For personal use only



CONTACT

investors@netccentric.com