



Netccentric Limited (200612086W)

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## ASX RELEASE

# New Business Structure Delivers Improved Performance

**Melbourne, Australia: December 5<sup>th</sup>, 2017:** Leading digital marketing solutions provider Netccentric Limited (ASX: NCL) ("Netccentric" or the "Company") is pleased to provide this company update to shareholders to highlight some exciting developments within the organisation.

The refreshed Board and Management of Netccentric is continuing its strategic review of the company's service offerings, business units, and organisation structure to optimise its operational efficiencies to deliver focused services.

We are pleased to provide the following three key updates and achievements:

- **Significant Growth with New Market and New Offering**

We have experienced a significant uplift in revenue from our operations in Taiwan. For 2017 year-to-date the entity has delivered a 5 times revenue increase\*\* compared with the same period last year. This increase is attributable to improved operating efficiencies and diversification of our services to enhance our value proposition.

We are also receiving immediate results from our July 2017 strategic investment in performance marketing agency, Plata and Punta (P&P). P&P is now the third most profitable business entity in the Netccentric group and is building synergies with other entities to enhance our overall offerings.

*\*\* Unaudited estimates subject to potential change.*

- **Appointment by Dubai Government**

We are excited to announce that one of Netccentric's business arms has been appointed to a key suppliers group for the provision of influencer marketing services on Facebook, Twitter, Instagram, Weibo and YouTube for the Dubai Government.

Achieving this approval from the Dubai Government is a strong endorsement of services Netccentric provides and opens new revenue stream opportunities for the company with this overseas government.

This marks a significant milestone for the Company as we can now tender for major Dubai Government influencer marketing contracts.

- **Consolidation of Operations**

In the interests of consolidating the Company's structure to a more centralised strategy, Netccentric has sold its 59% stake in Nuffnang Australia to the entity's other shareholders. This will enable the then 41% shareholders of Nuffnang Australia to shift the businesses focus to alternative market segments or industries. The disposal of this entity takes effect on November 1, 2017.

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Netccentric will continue to directly support its commercial partners and customers of Nuffnang Australia and future Australian-based opportunities.

For and on behalf of the Company;

Desmond Kiu  
Chief Executive Officer (CEO)  
Netccentric Limited

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