



**Netccentric Limited** (200612086W)  
38 Kinta Road, #02-03, Singapore 219107  
Office +65 6295 5990  
Fax +65 6291 0360  
[www.netccentric.com](http://www.netccentric.com)

## **ASX AND MEDIA RELEASE**

18th April 2017

### **NETCCENTRIC LIMITED OPERATIONAL REVIEW & MARKET UPDATE**

Netccentric Limited (ASX: NCL) (“the Company”) a global market leader in innovation within the spectrum of internet, mobile and social media marketing, has been conducting its review of operational activities as discussed in our previous update. Netccentric CEO Desmond Kiu said the review has to date determined the following near-term strategic outcomes for the Company:

- Immediate review & reduction in overhead costs
- Enhancements of service offerings
- Greater focus on emerging markets such as Indonesia & Taiwan.

“Since I have come on board as the CEO, the Company has proactively attempted to strengthen its balance sheet, reduce operational and overhead costs and monetise its service offerings more effectively and efficiently. We recognised changes had to be made in order to ensure the continuity of the business.

To date, the Company has been successful in reducing its yearly operational and overhead cost by a total of S\$2.5 million. Although we do expect a decline in revenue from these cuts in the short term, we believe that the pivot away from unprofitable ventures and service lines and a more efficient overhead spending model will improve our position in the mid term.

For personal use only



For personal use only



**Netccentric Limited** (200612086W)  
38 Kinta Road, #02-03, Singapore 219107  
Office +65 6295 5990  
Fax +65 6291 0360  
[www.netccentric.com](http://www.netccentric.com)

In the year ahead, we will continue to improve, automate, innovate and develop our operations whilst pursuing new emerging markets such as Indonesia where we see significant opportunity for revenue growth and high profit margins.”

---

**ENDS**

---

If there are any queries please contact the Company office on above number or the Company Secretary on 08 9322 7600.

