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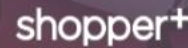
# shopper360 FY2024 Investor Deck

## 26 September 2024



shopper360 group of companies

International



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The contact person for the Sponsor is Ms Leong Huey Miiin, Director, ZICO Capital Pte. Ltd. at 77 Robinson Road, #06-03 Robinson 77, Singapore 068896, telephone: (65) 6636 4201.

# AGENDA:

1.HIGHLIGHTS

2.BUSINESS UPDATES

3.FINANCIAL RESULTS



# HIGHLIGHTS



# Journey to shopper360 2.0

The senior management team had a 4-day retreat to Jakarta, Indonesia in February 2024. Where we engaged with industry experts to learn best practices.

The retreat also included a 2-day strategic dialogue focused on streamlining and aligning the Group's strategies for the future.



# Journey to shopper360 2.0



Following the 'Strategic Dialogue' in Jakarta was a 2-day 'Strategic Leadership Transformation Journey' workshop with the business leaders from all subsidiaries to streamline and align the transformation process towards shopper360 2.0.



# shopper360 NEW VISION & MISSION

Previous

## Our Vision

To be the leading tech-driven shopper marketing experts in Asia.

## Our Mission

Is to help brands and retailers sell smarter. We help them to strategize, plan and execute integrated marketing plans with a greater emphasis on shoppers; from consideration, planning to point of purchase.

Refreshed

## Our Vision

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To be the premier shopper marketing agency in Southeast Asia, leading through innovation, leveraging deep insights into shopper behaviour and infusing every interaction with a human touch.

## Our Mission

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Elevating shopper experiences with smarter selling strategies.

# Integration & Strategic Partnership



Future  
Fields



shopper360



A strategic partnership investment which was initiated since April 2023 was materialised when Future Fields Pte. Ltd. acquired a minority stake in November 2023 and majority stake in Marvel Distribution Sdn. Bhd. in April 2024.



# Renamed Pos Ad Media to Retail Galaxy Plus

In June 2024, we embarked on a journey to merge 2 of our business unit entities, namely Pos Ad Sdn. Bhd. and Retail Galaxy Sdn.Bhd. The purpose is to streamline operations.

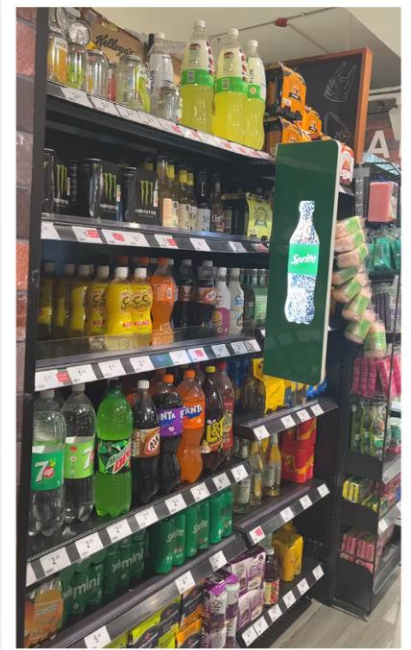




# BUSINESS UPDATES



# shopperplus Singapore Showcase on New Innovations



# Gazelle Activation: New Client Acquisition, Cetaphil Roadshow, Media Launch & Concourse Events





# Jump Retail: New Partnership with Colgate-Palmolive



**COLGATE-PALMOLIVE**

Deployment of 15 supervisors & 250 promodisers  
Coverage: Peninsular Malaysia  
Product: Oral Care



# shopperplus Malaysia: Digital and Activation Maybank Minggu Saham Amanah Malaysia 2024



# shopperplus Malaysia: Contest Management

**PERADUAN SUPERMARKET SWEEP**  
**MENANGI HADIAH BERNILAI RM105,000\***  
 16<sup>th</sup> JUN – 31<sup>st</sup> JULAI 2023

18X HADIAH UTAMA: Membeli belah pertama selama 5 MINIT bernilai RM2,000  
 27X HADIAH KEDUA: Membeli belah pertama selama 4 MINIT bernilai RM1,000  
 45X HADIAH KETIGA: Membeli belah pertama selama 3 MINIT bernilai RM500

630X HADIAH MINGGUAN: Kredit Touch 'n Go eWallet RM30

**CARA-CARA PENYERTAAN**

**BELI** produk NESTLÉ\* terpilih bernilai RM20 dalam satu resit.

**WHATSAPP** gambar resit pembelian berserta nama penuh, no. MyKad & No. telefon ke 011-6937 3282.

Sila layari <https://www.dearnestle.com.my/nestle-supermarket-sweep-2023> untuk maklumat lanjut

**Kotex**  
 WIN\* up to RM30,000 worth of prizes!  
 1st July 2023

2nd Prize x3: Smartwatch  
 Grand Prize x1: Flight tickets to your DREAM destination (Worth RM5,000)  
 Consolation Prize x24: Homecare Dream Kit

HOW TO WIN:  
 BUY: 1 pack of any Kotex Overnight hygiene (in a single receipt)  
 WHATSAPP: your receipt, full name & contact number to 011-2116 1407

**Scott KITCHEN MAKEOVER CONTEST**  
 1st - 31st August 2023

EFFORTLESS CLEANING +40% STRONGER

GRAND PRIZE x3: KITCHEN MAKEOVER (RM10,000 EACH)  
 CONSOLATION PRIZE x 66: HOUSEHOLD APPLIANCES (TOTAL RM20,000)

Buy: 6 VALUE PACK MULTI-PURPOSE TOWEL  
 WhatsApp: 011-2706 5630  
 Win: Grand kitchen to win exciting contest

**HUGGIES Let's Win\* a Vacation, Baby!**  
 1<sup>st</sup> June - 31<sup>st</sup> July 2023

GRAND PRIZE x1: 302N IN SINGAPORE UNIVERSAL STUDIOS FOR 2 ADULTS & 2 KIDS  
 1<sup>ST</sup> PRIZE x1: 302N STAY AT SHANGRI-LA TANGJUNG ARU FOR 2 ADULTS & 2 KIDS

CONSOATION PRIZES x 500: RM5 Touch 'n Go eWallet Reload Pin\*

BUY RM50 AND ABOVE of Huggies® AirSoft® Little Swimmers® / Baby Wipes in a single receipt.  
 WHATSAPP TO 012-961 6843

**Kotex SOFT & SMOOTH BUY & WIN**  
 1 Aug - 30 Sep 2023

GRAND PRIZE x1: Sydney 3D2N Travel Package  
 2ND PRIZE x2: Apple Watch  
 3RD PRIZE x3: Apple AirPods  
 WEEKLY PRIZE: Invox Mini TV

HOW TO WIN:  
 1 BUY: RM15 and above of any Kotex Soft & Smooth range product(s) in a single receipt  
 2 WHATSAPP: a clear photo of your Receipt and Full Name as per NRIC to 011-2706 5630

**HUGGIES Supermamā Buy & Win\* Breastfeeding Kit Contest**  
 1<sup>st</sup> MAY - 30<sup>th</sup> NOV 2023

with minimum purchase of Huggies® Newborn / S size worth RM40

3x MONTHLY WINNERS (worth RM700): Cooler Bag, Egg Pump, Milk Warmer, Air Plus Wearable Breast Pump

JOIN NOW!

A total of 250 contests were managed.

## **The current business, political and economic challenges are significant.**

1. International brands have exited or moved their businesses to local distributors.
2. Importation of products are hampered by governmental controls.
3. The Myanmar Kyat currency deteriorates, whilst there is low liquidity for USD currency.
4. Political unrest in the regions limit business activity within Yangon and other military controlled cities.

The Board has reviewed the sustainability of the Myanmar business and has **decided to cease operations in Myanmar.**

We will work closely with our JV partner, City Holdings Limited, to manage this over the next two months. We are currently assessing the impact of the cessation of our Myanmar business on the Group's earnings per share and net tangible assets per share for the financial year ending 31 May 2025. We will update shareholders if there is a material effect on these figures.



# Historical Performance of shopperplus Myanmar



MYR'000	2018	2019	2020	2021	2022	2023	2024
Revenue	285	5,541	7,563	6,714	7,267	3,961	3,820
PBT	(744)	547	2,260	2,406	3,257	530	(45)



# FINANCIAL RESULTS



# FY2024 FINANCIAL RESULTS



- <sup>1</sup> Financial year ended 31 May 2023
- <sup>2</sup> Earnings before interest, taxes, depreciation and amortisation
- <sup>3</sup> Net profit attributable to equity holders of the Company
- <sup>4</sup> Total Comprehensive Income attributable to Equity Holders of the Company (includes RM2.38 million PB Group write-down and RM4.2 million gain on dilution of shareholdings in Marvel Distribution)

# FY2024 FINANCIAL RESULTS (NORMALISED)

To exclude one-off events in FY2024 and FY2023:

## Profit Before Tax (Audited)

RM4,169,020

-66.9%

FY2023<sup>1</sup>: RM12,601,922

## Profit Before Tax (Normalised)

RM2,320,428<sup>2</sup>

+195%

FY2023<sup>1</sup>: RM786,600<sup>3</sup>

- <sup>1</sup> Financial year ended 31 May 2023
- <sup>2</sup> Excluded PB Group Write-Down of RM2.38 million and deemed gain on dilution of shareholdings in Marvel Distribution of RM4.2 million
- <sup>3</sup> Excluded gain on disposal of Troopers of RM11.8 million

# SEGMENT REVENUE & PROFIT

FY2024	Revenue (RM 000')	Y-o-Y %	Revenue Mix	Drivers
Advertising & Marketing	39,168	-1.7%	22%	Marginal decrease in revenue
Sales Execution & Distribution	141,512	+9.2%	78%	New customers, and expansion of existing services for existing customers
<b>Total</b>	<b>180,680</b>	<b>+6.6%</b>		

FY2024	Profit (RM 000')	Y-o-Y %
Advertising & Marketing	329	+42%
Sales Execution & Distribution	1,080	-18%
Others	577	-94%
<b>Total</b>	<b>1,986<sup>1</sup></b>	<b>-83%</b>

<sup>1</sup> Consolidation Total included "Others" with a segment profit of RM576,900 (includes RM2.38 million PB Group write-down and RM4.2 million gain on dilution of shareholdings in Marvel Distribution)

# FY2024 FINANCIAL RESULTS

## Net Asset Value

RM73,951,972  
+6.2%  
FY2023<sup>1</sup>: RM69,665,953

## Market Cap<sup>3</sup>

S\$10.01 million  
(RM34.8 million)

## PE RATIO

13X

## Return on Equity

3.7%

## Cash and Cash equivalents

RM16,239,982

## Dividend Yield<sup>2</sup>

NIL

<sup>1</sup> Financial year ended 31 May 2023

<sup>2</sup> No dividend has been declared / recommended for FY2024

<sup>3</sup> Market cap of S\$10.01 million (calculated using last price on 31 May 2024 of S\$0.092 X 108,803,600 shares), with a SGD/MYR conversion of 3.4806 as at 31 May 2024 (as stated in the [Bank Negara site](#))

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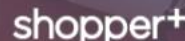
2024/25 LET'S FLOURISH TOGETHER!

# THANK YOU

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