

TRANSFORM  
TO THRIVE

# Shopper360 Investor Presentation

28 September 2022



International:



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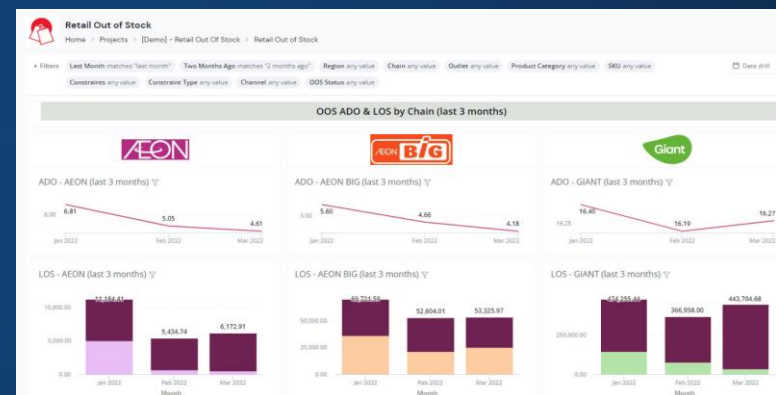
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*The contact person for the Sponsor is Ms Leong Huey Miin, Director, ZICO Capital Pte. Ltd. at 77 Robinson Road, #06-03 Robinson 77, Singapore 068896, telephone: (65) 6636 4201.*

- 1 Business Update
- 2 Financial Results
- 3 FY2022/2023 Guidance

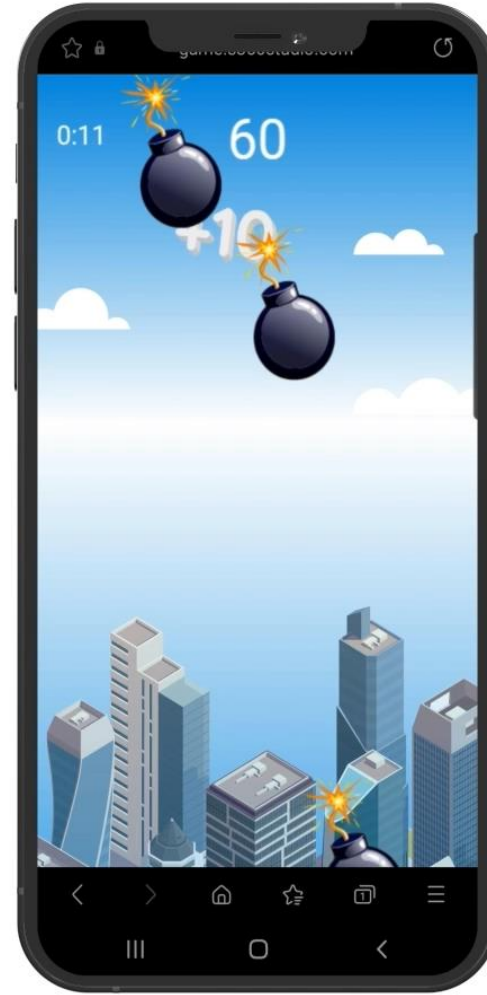
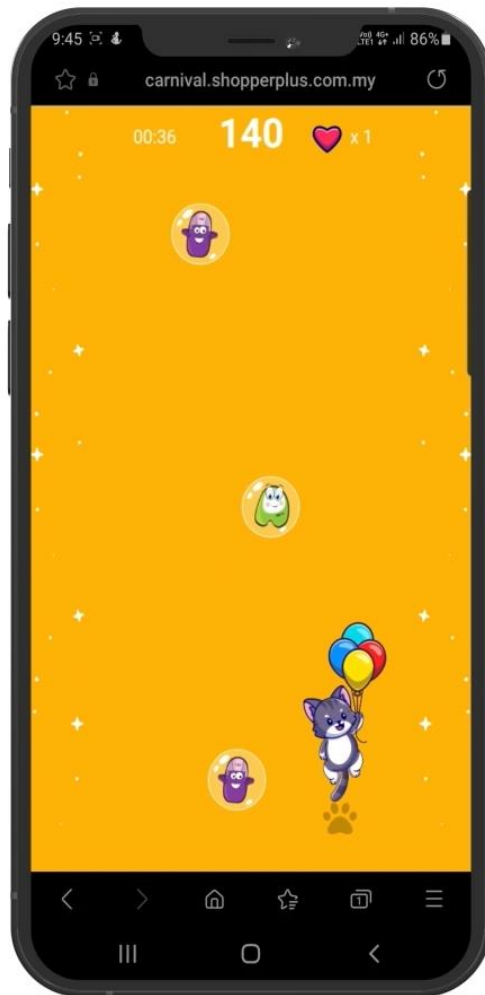
# BUSINESS UPDATE: AVINITY ANALYTICS



On 19 January 2022, shopper360 and Surge Ventures Sdn Bhd incorporated a joint venture, Avinity Analytics Pte Ltd ("AA") in Singapore. Shopper360 invested RM1,002,075 for 40% of AA's shares.



# BUSINESS UPDATE (VIDEO): CONTEST MANAGEMENT, FULFILMENT & GAMIFICATION



# BUSINESS UPDATE: CONSUMER ELECTRONICS GROWTH

- Our consumer electronics customers are made up of Samsung, Huawei, Honor, Xiaomi and Realme.
- Under our sales execution & distribution segment, we manage payroll & recruitment for both the consumer electronics and FMCG clients, such as Colgate & Palmolive, Maxis, Fonterra, GlaxoSmithKline, Hawley & Hazel.
- Payroll & Recruitment business grew by 17% due to the sudden surge in demand for talent to fill the consumer electronics retail business after the easing of Covid-19 restrictions in Q4 2021.

## Payroll & Recruitment

+17%

y-o-y



# BUSINESS UPDATE: ACTIVATION RETURNS

- Face-to-Face events have resumed
- Food tasting & sampling have resumed in-store but at 50% capacity





# BUSINESS UPDATE: ACTIVATION RETURNS







ST  
ACADEMY  
HEINEKEN MALAYSIA

# BUSINESS UPDATE: **NEW DISTRIBUTION BUSINESS**

**Marvel Distribution Van Sales** is a new marketing & distribution arm of shopper360 established in March 2021.



Van sales is considered as the backbone of supply chain management and has been widely adopted by Fast Moving Consumer Goods industry to facilitate increase in distribution touch points.

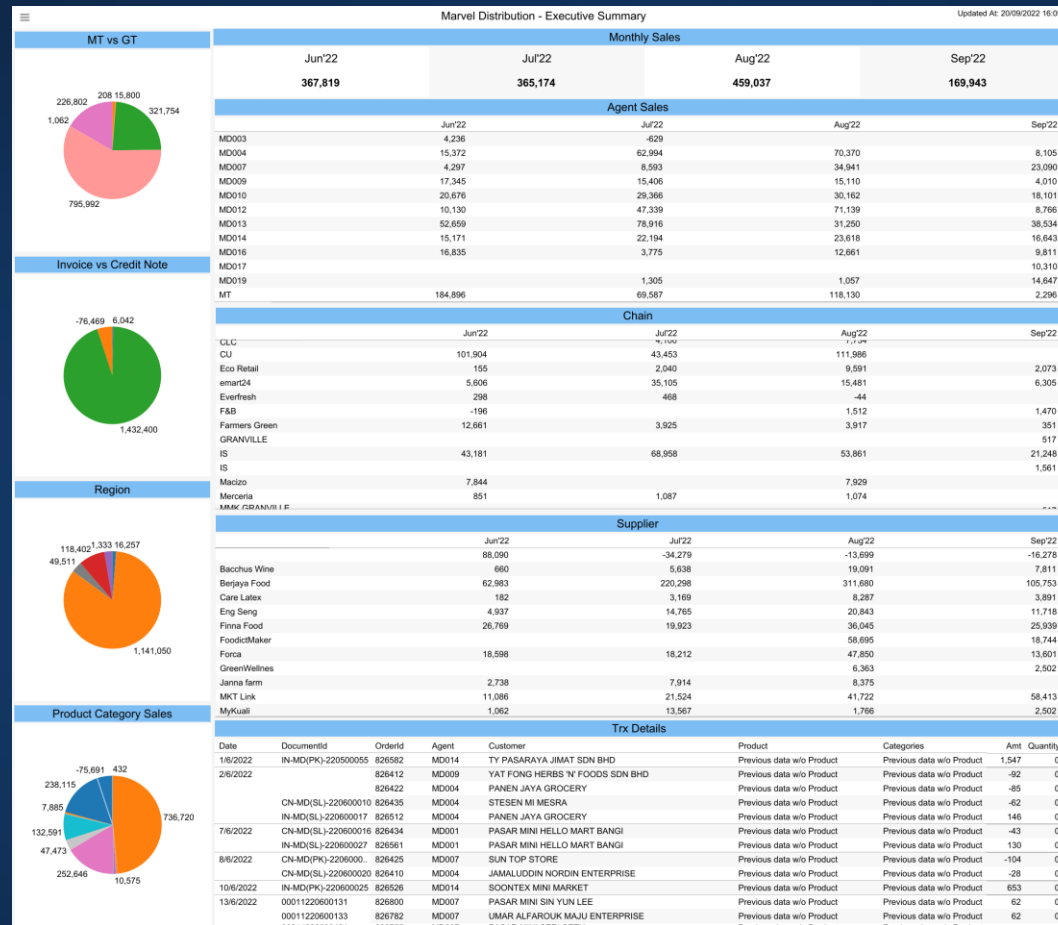
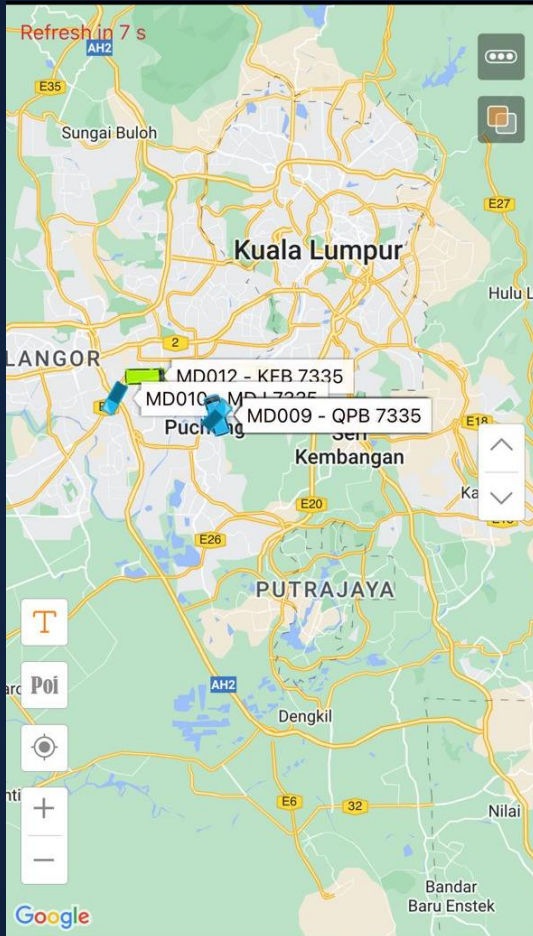
Marvel Distribution is a **tech driven Van Sales** agency that transforms the traditional and rigid form of **shopper360** delivery service to a more cost-efficient form.





# NEW DISTRIBUTION BUSINESS

## ACTIONABLE DATA via Business Intelligence



We use BI Dashboards to derive actionable information so we can optimise route and increase delivery success.

Dashboards derived from our software provider, Boostorder

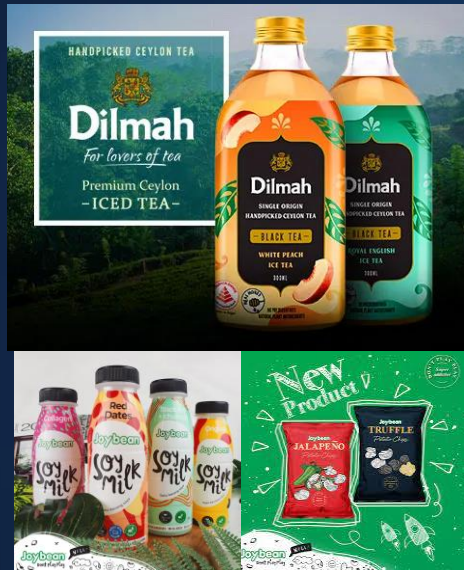


# NEW DISTRIBUTION BUSINESS

## Our Business Partners



Others





# NEW DISTRIBUTION BUSINESS

## Our Retail Partners

### MODERN TRADE

### GENERAL TRADE



### CONVENIENCE STORE

### PETROL MART



Note: Total Distribution Points to date >2,000

# CONTINUOUS ENGAGEMENT WITH STAKEHOLDERS

## Customers Engagement via Virtual Marketing Event

shopper360  
Reframe | Recover | Reinvent

**VIRTUAL MARKETING EVENT**  
2021

Friday, 13th August 2021  
12pm - 1:30pm MYT



**HOW BRANDS HAVE SUCCESSFULLY PIVOTED DURING THE PANDEMIC**


Join our complimentary virtual talk to discover how reframing your business focus on reinvention and leveraging on digital solutions can help your business recover despite the volatile environment.

Our speakers will be sharing real success stories on how appealing digital contests, engaging virtual activations and augmented reality experiences can make your brand come to life and create value for customers.

**MEET THE SPEAKERS**

**TONY LAW**  
Account Director  
Gazelle Activation Sdn. Bhd.

**LEE JUN LING**  
General Manager  
shopperplus Malaysia Sdn. Bhd.



The first 100 registrants will be rewarded with a RM50 PotBoy eVoucher.\*  
\*Attendance at virtual marketing event is required to receive eVoucher.

**REGISTER NOW**

shopper360

**VIRTUAL MARKETING EVENT 2.0**

Friday, 29th October 2021  
12pm - 1pm MYT



**Reinventing Retail  
Visibility & Merchandising**

The Covid-19 pandemic has been a challenging time for businesses – especially for small and medium-sized enterprises. According to Malaysian Entrepreneur Development & Cooperative Minister, Noh Omar, over 37,000 businesses had to cease operations after the third Movement Control Order (MCO 3.0) was enforced in May this year.

In Singapore, 41% of businesses considered closing down from January to August 2021 due to pandemic volatility, according to the second Shop Small Business Recovery Research for Singapore.

That is why it is imperative that SMEs reinvent their visibility and merchandising to be able to hold their own against the "big players".

Join our complimentary virtual talk to discover why retail visibility and merchandising matters, and how you can grow your brand by making every product visible and reachable at all times. Our speakers will share their experience and insights on shared merchandising services, as well as new retail chats and creative initiatives in Singapore.

**MEET THE SPEAKERS**

**May Kim Hui Yee**  
General Manager  
PosAd Media & shopper+ Singapore

**Ray Yeow**  
Business Management Director - Merchandising



The first 100 pax will receive a door gift worth RM50!\*

\*Attendance is required to receive door gift.

**REGISTER NOW**



# CONTINUOUS ENGAGEMENT WITH STAKEHOLDERS

Staff Engagement Via Staff Quarterly Meetings, Regional Branch Visits and Team Building





# CONTINUOUS ENGAGEMENT WITH STAKEHOLDERS

## Future Talent Engagement



*Thank You  
Siek Kher!*



*Thank You  
Adleena!*

## MyCareer@UKK x Kabel

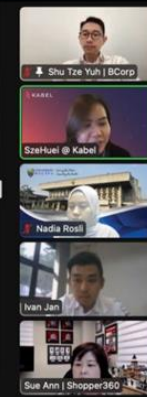


**Don't let opportunities pass you by**

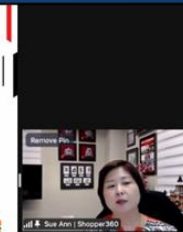
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### OUR RETAILER NETWORK



## Launch Your Career

📍 Career Hub, Sunway University

🕒 8th June, 10am - 4pm

Free Popcorn

- ✔️ Job opportunities from Coca-Cola, airasia Super App, TDCX & shopper360
- ✔️ Mock interview
- ✔️ Resume screening





# CONTINUOUS ENGAGEMENT WITH STAKEHOLDERS

## Talent Acquisition Fairs





# CONTINUOUS CORPORATE SOCIAL RESPONSIBILITY EFFORTS



Filling up 'Food-Banks'

Donated essential items to 5 NGOs within Klang Valley.

## Speaking at Dignity for Children Foundation

Exec Chairman and Group MD, Chew Sue Ann and Exec Director, James Ling speaking to IGCSE graduates at refugee school Dignity for Children Foundation on career progression.



## shopperplus Myanmar visits Tou Chaung Village

Distributed essential items to lower-income families in the community & Obed Home for orphans. The staff of shopperplus Myanmar also topped up their own money to buy treats and gifts for the children.



# FY2022 FINANCIAL RESULTS

## Revenue

RM152,157,777

-0.6%

FY2021<sup>1</sup>: RM153,133,232

## EBITDA<sup>2</sup>

RM10,437,525

-22.6%

FY2021<sup>1</sup>: RM13,492,230

## Profit After Tax

RM4,716,309

-28.1%

FY2021<sup>1</sup>: RM6,562,828

## Total Comprehensive Income<sup>4</sup>

RM5,740,236

+5.8%

FY2021<sup>1</sup>: RM5,426,258

## Gross Profit

RM34,882,713

-8.4%

FY2021<sup>1</sup>: RM38,098,870

## Profit Before Tax

RM7,515,307

-25.4%

FY2021<sup>1</sup>: RM10,069,149

## NPATE<sup>3</sup>

RM3,728,814

-35.9%

FY2021<sup>1</sup>: RM5,815,826

<sup>1</sup> Financial year ended 31 May 2021

<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 fair value gains of financial assets derived from Lapasar Sdn Bhd)

# SEGMENT REVENUE & PROFIT

FY2022	Revenue (RM 000')	Y-o-Y %	Revenue Mix	Drivers
Advertising & Marketing	41,620	-15%	27%	Digital Innovation & Cost-Effective Solutions
Sales Execution & Distribution	110,538	+6%	73%	Reopening of stores and increase in staffing requirements
<b>Total</b>	<b>152,158</b>	<b>-0.6%</b>		

FY2022	Profit (RM 000')	Y-o-Y %
Advertising & Marketing	4,302	+15%
Sales Execution & Distribution	1,877	-52%
<b>Total</b>	<b>4,716<sup>1</sup></b>	<b>-28%</b>

<sup>1</sup> Consolidation Total included "Others" with a segment loss of RM1,462,897



# FY2022 FINANCIAL RESULTS

## Net Asset Value

RM59,818,788  
+4.8%  
FY2021<sup>1</sup>: RM57,103,597

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

RM38.2 million

## PE RATIO<sup>3</sup>

10X

## Return on Equity

6%

## Cash and Cash equivalents<sup>3</sup>

RM24,510,320

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

3.2%

<sup>1</sup> Financial year ended 31 May 2022

<sup>2</sup> Computed based on dividend per share for financial year ended 31 May 2022, over closing market price as at 31 May 2022

<sup>3</sup> As at 31 May 2022

# FY2022/2023 Guidance

- Retail Industry in Malaysia is expected to grow by 13.1% between 2021 and 2022.<sup>1</sup>
- Minimum Wage and Employee Benefits increase the cost of manpower and is a concern for many manufacturers and multinational companies who are our clients as well as retailers. Automation and Digitalisation will be the focus to reduce manpower cost.
- Supply Chain and logistics are still unstable, keeping manufacturers of food cautious in terms of advertising spending
- Myanmar experiences slower growth from International FMCG Brands due to import restrictions and import substitution policies<sup>2</sup>

Note:

<sup>1</sup> <https://www.theedgemarkets.com/article/retail-sales-183-yoy-1q2022-projected-see-257-growth-next-three-months>

<sup>2</sup> <https://fulcrum.sg/myanmar-returns-to-import-substitution-primed-to-fail/>





# TRANSFORM TO THRIVE

shopper360  


POSAD  
MEDIA AD

TRISTAR  
SYNERGY

Gazelle  
ACTIVATION

shopper+  
MALAYSIA

JUMP  
RETAIL

Retail  
GALAXY

MARVEL  
DISTRIBUTION

SHE  
DISTRIBUTION

shopper360  
RECRUITMENT

shopper+  
SINGAPORE

International:

shopper+  
MYANMAR