



# FLOURISH

NURTURING    EMBRACING    THRIVING

Shopper360 FY2023 Investor Deck  
27 September 2023

shopper360 group of companies



International

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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.

# Agenda

1. Highlights
2. Business Updates
3. Financial Results

# Highlight #1: Retail Innovation Showcase in 3 Markets



Scan QR code to view video



# Retail Innovation Showcase – Internal Speakers



## The Missing Piece in Shopper Communications: New Engagements for In-Store Media

12 JULY 2023 | SLOT 2 - 2.30PM-3.00PM  
13 JULY 2023 | SLOT 3 - 11.30AM-12.00PM



### SUE ANN CHEW

Executive Chairman &  
Group Managing Director

*Sue Ann oversees the overall business development & general management of the Group, she's the brains behind the Group's strategic directions & expansion plans.*



## Shopper Engagement & Conversion at Your Fingertips

12 JULY 2023 | SLOT 2 - 3.00PM-3.30PM  
13 JULY 2023 | SLOT 3 - 12.00PM-12.30PM



### LEE JUN LING

General Manager of Shopperplus Malaysia

*Jun Ling has 20 years experience in the creative industry. She has successfully executed numerous innovative & engaging brand campaigns for FMCG's retail & financial institutions. Prior to this, she was with Grey Worldwide for 8 years & Geometry Global for 2 years.*

# Retail Innovation Showcase – External Speakers

**RIS** RETAIL — INNOVATION SHOWCASE

## The Role Of Physical Retail in an Increasingly Digital World

13 JULY 2023 | SLOT 4 - 3.00PM-3.30PM



**PAKEE CHAROENCHAPORN**  
Chief Client Officer of Ipsos Malaysia

Pakee is an accomplished market research professional with over 20 years of experience. His expertise lies in market research across industries including financial services, telecommunications, durables & FMCG. He's also experienced in providing guidance in shopper research and strategy.

**RIS** RETAIL — INNOVATION SHOWCASE

## Digital Innovation in Malaysian Context

12 JULY 2023 | SLOT 1 - 11.30AM-12.00PM



**DANESH JOTHIPRAHASAM**  
Head of Domestic Digital Investment of MDEC

Danesh has garnered over 17 years of leadership & management experience throughout his career. Currently leading MDEC's strategic business team, he aims to move up the value chain in the Digital Economy of Malaysia, specialising in emerging technologies and Digital GBS.

**RIS** RETAIL — INNOVATION SHOWCASE

## Digital Transformation of Retail

13 JULY 2023 | SLOT 4 - 2.30PM-3.00PM



**KENNETH SIOW**  
Regional Director & GM of Malaysia & Singapore for Tencent Cloud International

Ken has over 22 years of experience in sales, business development, sales management, partner development, professional services, and consulting services delivery. Prior to Tencent, he has worked in leadership and functional roles with Google Cloud, Cisco Systems, Intel, and Royal Dutch Shell.

# OUR SPONSORS



## TECH SPONSORS



# PARTNER EXHIBITORS



**SMARTRETAIL**





# Highlight #2: Malaysia, Singapore and Myanmar introduces TOKINOMO as a new media format in-store



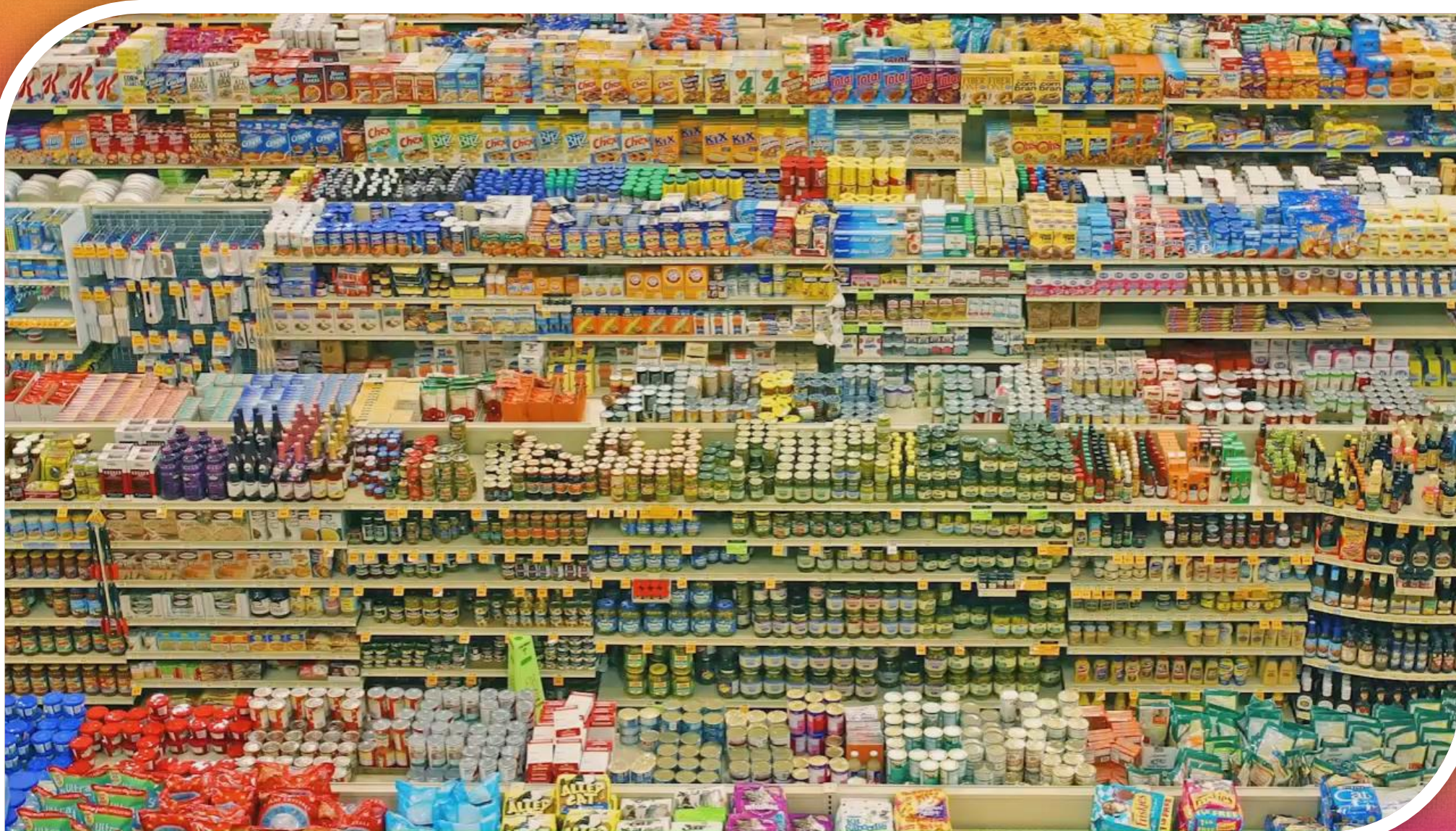
Scan QR code to view video



# Highlight #3: Malaysia, Singapore and Myanmar introduces MOTION DISPLAY as a sustainable point-of-sale material



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view video



# Highlight #4: Ready to scale contest platform regionally

## Data collection

- All contestants' data belongs to the client
- Able to customise desired data required
- Efficiently manage and analyse participants' information
- Download and keep data for future marketing campaigns

## One-Stop Solution

- Web-based contest solution
- Fully optimised for mobile
- Able to create the desired microsite layout & theme
- Admin portal for contest management (verification & draw)
- Reporting Dashboard on campaign performance
- Winner draw integration
- Fulfilment service (optional)
- Creative & media support (optional)
- Prize procurement service (optional)

## Fast & Affordable

- No upfront investment on website development
- Deploy contest immediately after completing the configuration
- Flexibility to modify and update the contest website at any time
- Pay per campaign
- No hidden fees
- Fully secured site

## Easy to use

- No system or server setup
- No IT knowledge required
- No coding and scripting
- Step by step guide for setup
- User friendly UI
- Customised to client's branding and design preferences
- Support by customer success team



# Highlight #4: Self Service Contest Platform launched

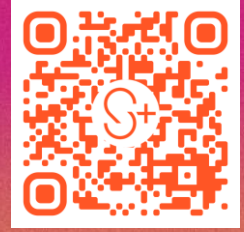


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Proprietary Digital  
Contest Platform

Scan QR to view  
video



[https://youtu.be/9kglaqIAG\\_M](https://youtu.be/9kglaqIAG_M)

**INTRODUCING  
DIY-CONTEST.COM**

# Highlight #5: Ready to scale shopper engagement through gamification



Omnichannel  
Shopper  
Engagement &  
Conversion  
Platform

Scan QR to view  
video



<https://youtu.be/u-pHDsDy3QpA>

**INTRODUCING  
WONDERLAH!**

# Highlight #5: OMNICHANNEL AND PHYGITAL TOOL FOR BRANDS



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**Connect & Engage** with your shopper at home & in-store via branded digital experience

Discover & learn thru games & Trivia

All games played digitally CAN be activated in-store as part of physical ENGAGEMENT

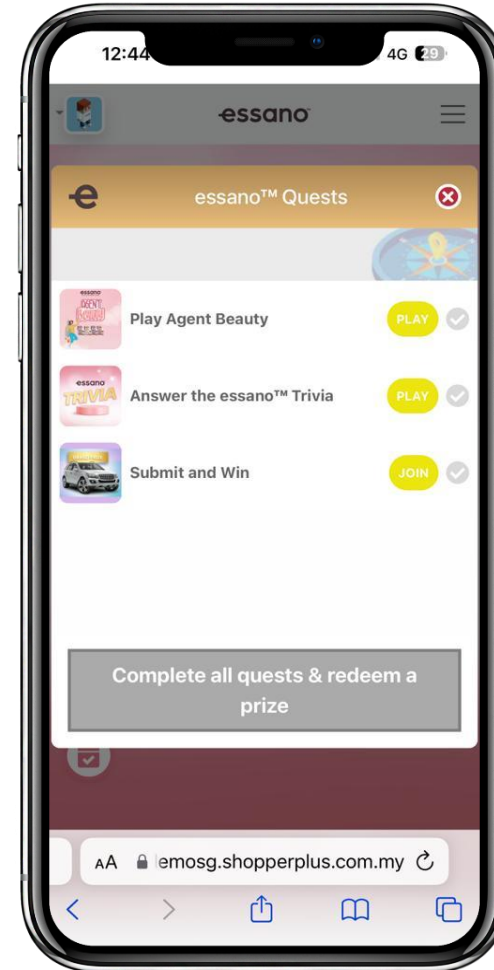
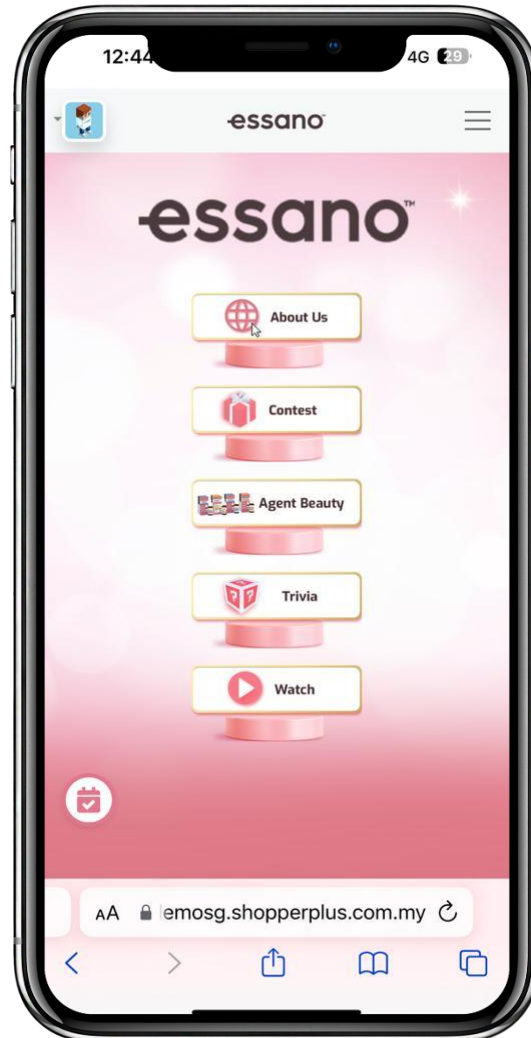


Scan to test demo

**Convert** & start tracking Return on Investment (ROI) via quest to get them to

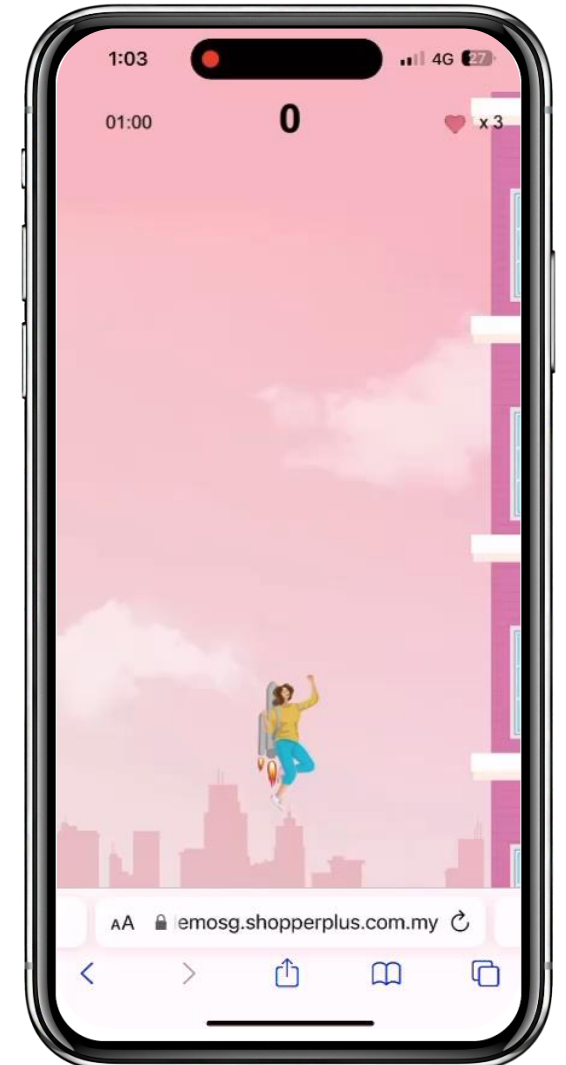
- Join contest OR
- Simply share image of products used (photo of products at home)

HTML 5 WEB BASED BRANDED ENGAGEMENT



QUEST TO MIMIC SHOPPER JOURNEY

OMNICHANNEL GAMIFIED BRANDED EXPERIENCE



# Highlight #5: CREATE LOYALTY AND REDEMPTION FOR BRANDS



FLOURISH

**Connect & Engage** with your shopper at home & in-store via branded digital experience

Discover & learn thru games & Trivia

All games played digitally CAN be activated in-store as part of physical **ENGAGEMENT**



Scan to test demo

**Convert & Continue**

via receipt upload to earn points

Redeem your desired gifts with accumulated points OR get your friend to join and earn additional rewards!

HTML 5 WEB BASED  
BRANDED LOYALTY



COMPLETE REDEMPTION  
JOURNEY

OMNICHANNEL  
REDEMPTION



# Myanmar Update

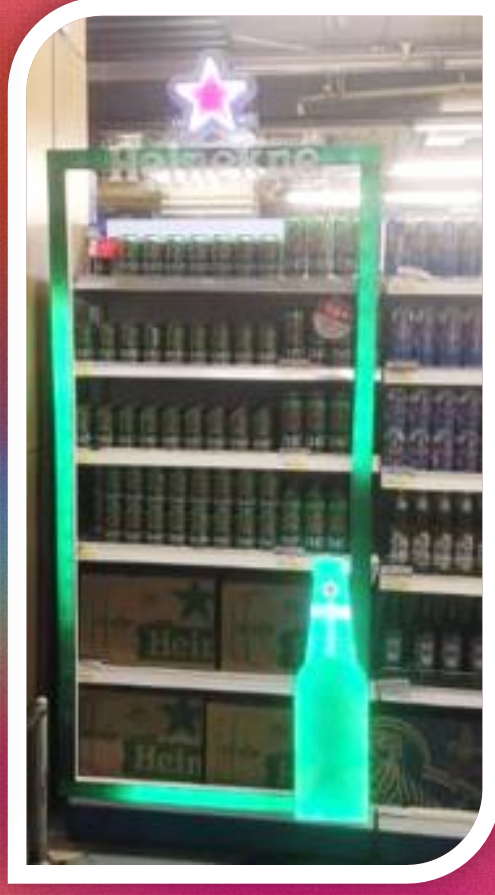
Focusing on local brands and brands with good supply of stocks on shelf





# Myanmar Update

Focusing on local brands and brands with good supply of stocks on shelf



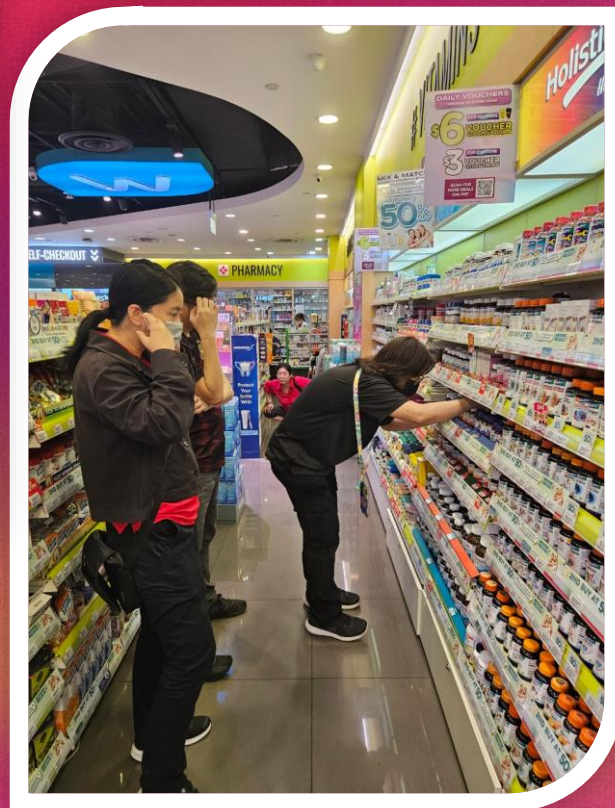
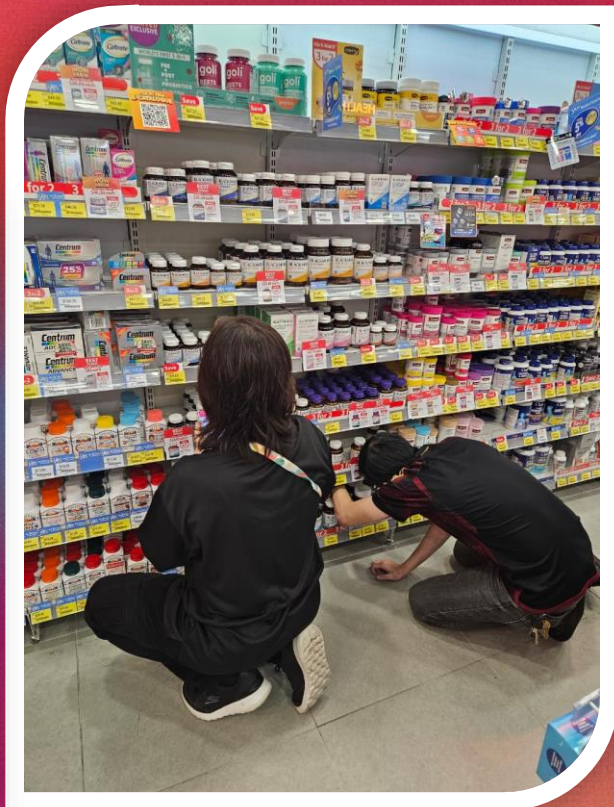
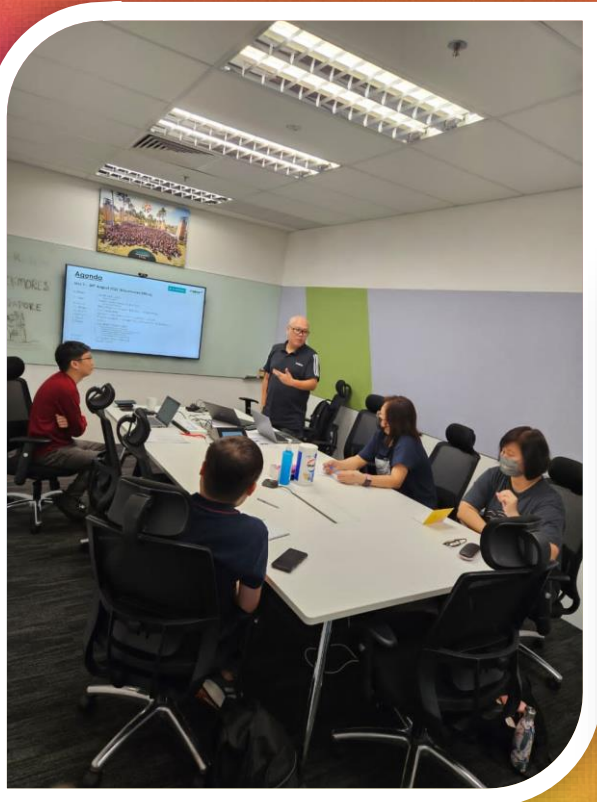
# Singapore Update – In-Store Media

Retail Innovation Showcase Singapore, 25<sup>th</sup> August '23 @ Marina One, West Tower



# Singapore Update – Merchandising Services

shopperplus Singapore's merchandising team conducted their first training on 30th August '23 to kick off our first merchandising project with Blackmores



## M&A Update #1: Divestment of Troopers Innovation



shopper360 sold all of its stake (21.5%) in Troopers Innovation Sdn Bhd to BetterPlace Global Pte. Ltd., at a return of **5.85x the capital it invested**.

We received a cash of RM13.7 million, of which RM9.7 million will be used to subscribe for cumulative, fully and compulsorily convertible non-participating preference shares in BetterPlace Safety Solutions Private Limited. The value of shopper360's stake in Troopers increased from RM2.0 million to RM13.7 million.

# M&A Update #2: Marvel Distribution Strategic Investor



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Signed a Term Sheet to procure investment capital to drive growth for Marvel Distribution



# Corporate Social Responsibility:

# GRAZE MARKET + DIGNITY FOR CHILDREN FOUNDATION



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# Corporate Social Responsibility + Employer Branding

Scholarships and Partnership with IACT COLLEGE to fuel our talent pipeline

shopper360 Career Catalyst Scholarship RM60,000 FY2023 (3 deserving students)	shopper360 Nation Building Scholarship RM40,000 FY2023 (4 deserving students)
RM20,000 per student	RM10,000 per student
Internship + one year employment contract with shopper360 group of companies upon graduation	Internship



## FY2023 FINANCIAL RESULTS

**Revenue**

RM169,463,245

+11.4%

FY2022<sup>1</sup>: RM152,157,777**EBITDA<sup>2</sup>**

RM15,305,453

+48.9%

FY2022<sup>1</sup>: RM10,278,539**Profit After Tax**

RM11,660,514

+147.2%

FY2022<sup>1</sup>: RM4,716,309**Total  
Comprehensive  
Income<sup>4</sup>**

RM11,071,668

+92.9%

FY2022<sup>1</sup>: RM5,740,236**Gross Profit**

RM34,707,580

-0.5%

FY2022<sup>1</sup>: RM34,882,713**Profit Before Tax**

RM12,601,922

+67.7%

FY2022<sup>1</sup>: RM7,515,307**NPATE<sup>3</sup>**

RM11,555,522

+209.9%

FY2022<sup>1</sup>: RM3,728,814<sup>1</sup> Financial year ended 31 May 2022<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 loss of financial assets derived from Lapasar Sdn Bhd)



## SEGMENT REVENUE & PROFIT

FY2023	Revenue (RM 000')	Y-o-Y %	Revenue Mix	Drivers
Advertising & Marketing	39,855	-4%	23%	Decline in advertising from Myanmar Market due to importation policies
Sales Execution & Distribution	129,600	+17%	77%	New customers, and expansion of existing services for existing customers
<b>Total</b>	<b>169,463<sup>1</sup></b>	<b>+11%</b>		

FY2023	Profit (RM 000')	Y-o-Y %
Advertising & Marketing	231	-95%
Sales Execution & Distribution	1,323	-30%
Others	10,106	+709%
<b>Total</b>	<b>11,660<sup>2</sup></b>	<b>+147%</b>

<sup>1</sup> Consolidation Total included "Others" with a segment revenue of RM8,700

<sup>2</sup> Consolidation Total included "Others" with a segment profit of RM10,106,042 (includes RM11.8 million gain on disposal of investment in associated company, Troopers Innovation Sdn Bhd)

## FY2023 FINANCIAL RESULTS

**Net Asset Value**

RM69,665,953  
+16.5%  
FY2022<sup>1</sup>: RM59,818,788

**Market Cap<sup>3</sup>**

S\$10.12 million  
(RM34.5 million)

**PE RATIO<sup>4</sup>**

3X

**Return on Equity**

16.6%

**Cash and Cash  
equivalents<sup>4</sup>**

RM21,629,433

**Dividend Yield<sup>2</sup>**

5%

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

<sup>2</sup> Computed based on dividend per share for financial year ended 31 May 2023, over closing market price as at 31 May 2023

<sup>3</sup> Market cap of S\$10.12 million (calculated using last price on 31 May 2023 of S\$0.093 X 108,803,600 shares), with a SGDMYR conversion of 3.4113 as at 31 May 2023 (as stated in the [Bank Negara site](#))

<sup>4</sup> As at 31 May 2023

# THANK YOU

shopper360



2023/24 LET'S FLOURISH TOGETHER!

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