


# shopper360 FY2025 Investor Deck

## 25 September 2025

shopper360

shopper360 group of companies

Retail Galaxy+ (Formerly known as POS Postpaid) · TRISTAR SYNERGY · Gazelle ACTIVATION · shopper+ · Jump RETAIL

International

shopper+ SINGAPORE

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

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# Meeting Agenda

1. • BUSINESS UPDATES
2. • FINANCIAL RESULTS
3. • FOCUS AREAS

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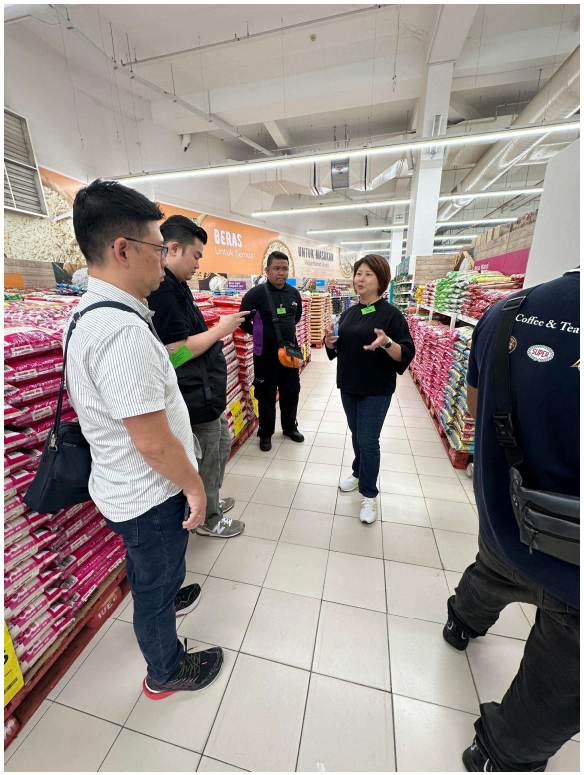
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# BUSINESS UPDATES

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# Business Update
















**The senior managers going on ground and making insightful market visits to understand current market trends and learning new opportunities on how we can provide more value added service to our clients.**

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# Business Updates (Activation)
















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# Business Update - Contest Management










































**120 campaigns**
**103K entries**
**1,000 Winners**

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# Business Update - Michelin Roadshow (May ‘25)

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MICHELIN

PRIMACY 5 EVENT LAUNCH

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# Business Update – Durian in the Sky















| Day | Estimated | Actual | Peak Hours |
|---|---|---|---|
| Friday | 500 | 450 | 6PM–9PM |
| Saturday | 1500 | 1650 | 12PM–2PM, 6PM–10PM |
| Sunday | 1500 | 1700 | 12PM–2PM, 4PM–10PM |
| **Total** | **3500** | **3800** | |

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# Business Update – Nestle Omega Plus

**Date: 13 September ‘25**
**No. of participants: 2000+**
**Location: Perdana Botanical Garden**










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# Business Update: Artificial Intelligence (AI) Training

**Embracing AI**

On 9 and 10 September – We had our AI Training to equip our members on new technology trends to stay ahead and bring smarter, more innovative solutions to aid in our daily tasks.  We aim to achieve a higher level of efficiency with AI tools.








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# Business Update: shopperplus Myanmar Exit

**As updated during last AGM, we have exited Myanmar and ceased business operations on 31 January 2025.**

**The majority of our team members were able to find employment with our JV partner.**

**shopperplus Myanmar is currently undergoing liquidation proceedings.**

**We thank our JV partner City Mart Holdings Limited for their partnership over the years.**





**Farewell dinner with the shopperplus Myanmar Team and City Mart Holdings Limited (JV partnership)**

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# Business Update: Winding up of Marvel Distribution

**Shopper360's JV Partner, Future Fields Pte Ltd, have decided to cease the Marvel Distribution business to focus on other opportunities.**

The business ceased operations in the second half of FY2025.

The business is currently undergoing winding up proceedings and the estimated cash repatriation to shopper360 is around RM2.2 million.



**Appreciation Dinner with the Marvel Distribution Team**

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# 2 FINANCIAL RESULTS

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# Financial Performance Snapshot

## FY2025 vs. FY2024: AT A GLANCE

| RM184.2M | RM29.4M | 15.9% | 59.36 |
|---|---|---|---|
| **Revenue** | **Gross Profit** | **Gross Profit Margin** | **Net Asset Value Per Share (sen)** |
| +2% growth despite market challenges | -22% decline due to changes in service mix | Decline from 20.9% in FY2024 | Previously 67.97 sen in FY2024 |

While top-line growth is positive, profitability was significantly impacted by non-cash fair value losses and a shift in service mix.

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# Normalised FY2025 results

## To exclude one-off events in FY2025 and FY2024:

**(Loss)/Profit before tax**
**[AUDITED]**
(RM12.3m)
> -100%
FY2024[1] : RM4.2m

**Profit before tax**
**[NORMALISED]**
RM0.5m[3]
> -100%
FY2024[1]: RM6.0m[2]

- [1] Financial year ended 31 May 2024
- [2] Excluded PB Group one-off write-down of RM2.38 million, deemed gain on dilution of shareholdings in Marvel Distribution Sdn. Bhd. ("**MD**") of RM4.2 million and MD's loss for the year of RM4.1 million
- [3] Excluded MD's share of loss for the year of RM1.4 million, shopperplus Myanmar ("**S+MM**") foreign exchange losses on settlement of payables of RM1.1 million, fair value loss on financial assets for the compulsorily convertible non-participating preference shares ("**CCCPS**") of RM8.7 million and loss on deconsolidation of S+MM of RM1.6 million.

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# FY2025 Results

**Cash and Cash Equivalents**
**RM8.6 million**

**Equity Attributable to Equity holders of the Company**
**RM64.6 million**

**Market Cap[1]**
**S$7.62 million**
**(RM25.1 million)**

**Positive Working Capital**
**RM42.5 million**

**Minimal Debt Burden**
**RM4.5 million borrowings**

**Dividend Yield**
**Nil**

We maintain a robust balance sheet with strong liquidity. This financial strength provides us with the stability and flexibility to invest confidently in our future growth initiatives while weathering market uncertainties.

[1] Market cap of S$7.62 million (calculated using last price on 31 May 2025 of S$0.070 X 108,803,600 shares), with a SGD/MYR conversion of 3.2899 as at 30 May 2025, being the last full market day in which prices were recorded (as stated in the Bank Negara website)

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# Understanding the Bottom Line

## Bridging the gap from FY2024 Profit to FY2025 Loss

The majority of our loss is attributable to specific, non-recurring accounting events and strategic write-downs, rather than the ongoing performance of our core operations.

| | FY2025 | FY2024 |
|---|---|---|
| | RM'000 | RM'000 |
| (Loss)/Profit before tax | (12,278) | 4,169 |
| Impairment loss of Potboy Group | - | 2,380 |
| Gain on disposal of MD [non-cash] | - | (4,551) |
| MD share of loss & loss for the year | 1,419 | 4,134 |
| S+MM foreign exchange losses | 1,085 | |
| Loss on deconsolidation of S+MM [non-cash] | 1,559 | |
| FV loss on CCCPS [non-cash] | 8,742 | |
| Share of results of Joint Venture | (31) | (96) |
| **Normalised Profit before tax** | **496** | **6,036** |

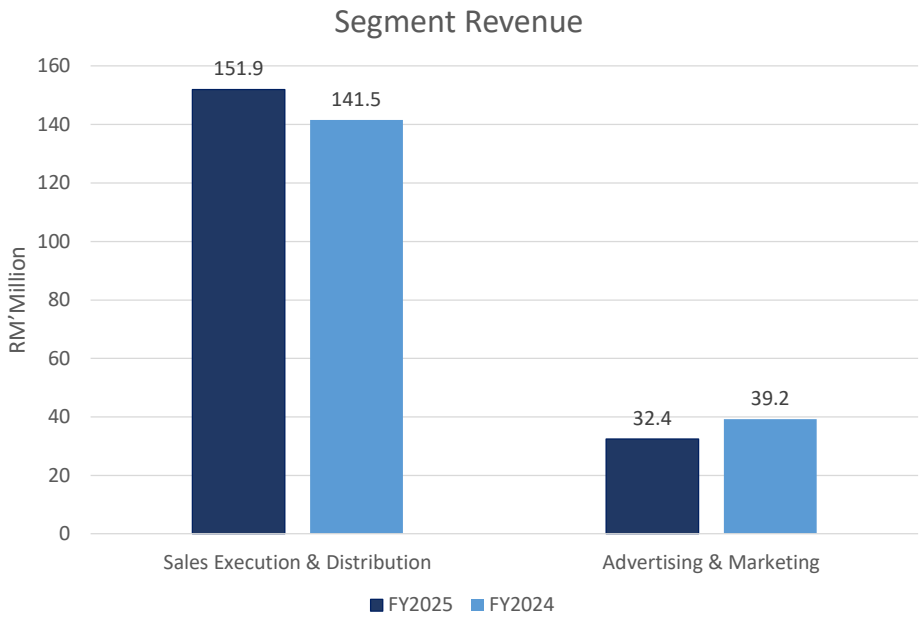
**Key Insight:**

- Approximately RM10.3 million of the loss stems from **strategic portfolio decisions and non-cash adjustments.**
- Our **operational cost** improved by RM5.4 million.
- **Fair value gain on an equity instrument** through Other Comprehensive Income, namely Lapasar, amounted to RM3.5m.

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# Revenue Growth Driven by Sales Execution

## Segment Performance: Revenue Analysis




**Sales Execution & Distribution**

**+7.3% growth** to RM151.9 million

Continued expansion with existing clients and successful new client acquisitions

**Advertising & Marketing**

**-17.4% decline** to RM32.4 million

Impact of geopolitical boycotts affecting global brands and cessation of Myanmar business

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# FY2025 Dividend




**The Board has not proposed a dividend for FY2025.**

Our immediate priority is to strengthen our financial position and reinvest available capital in high-return growth initiatives.

We remain committed to returning value to shareholders once we have successfully executed our strategic transformation and restored consistent profitability.

Our focus is on building a stronger foundation that will support more robust dividend distributions in the future.

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# FOCUS AREAS

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# Making Tough Decisions to Enhance Focus



## Portfolio Optimization

### Divested Non-Core Assets

- Liquidated Myanmar joint venture operations
- Fair value adjustment on CCCPS investment
- Eliminated underperforming market exposure

### Sharpened Strategic Focus

- Core market: Malaysia
- Core segments: Full Field Force, Payroll & Recruitment, Events & Contest Management
- Investment priority: Tech-enabled service capabilities




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# Future: Industry Trends

## Omnichannel Retail Revolution

Brands are increasingly seeking partners who can seamlessly blend physical and digital retail experiences, creating cohesive customer journeys across all touchpoints.

## Data-Driven Decision Making

Growing demand for measurable return-on-investment and actionable insights is driving brands to seek partners with strong analytics and reporting capabilities.

## Experiential Retail Growth

“Retailtainment” and engaging pop-up activations are becoming essential for brand differentiation and customer engagement in competitive markets.

## Outsourced Efficiency

Brands increasingly seek expert partners for merchandising, execution, and campaign management to improve efficiency and reduce overhead costs.











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# SHOPPER360 Strategic Priorities for FY2026

**Tech-Enablement**

Leverage data insights from our Avinity joint venture and invest in comprehensive field-force digitization to enhance service delivery and client reporting capabilities.

**Integrated Solutions**

Bundle merchandising, media planning, and retail activations into comprehensive client solutions that driver higher value and stronger client relationships.

**Operational Excellence**

Drive efficiency improvements across all operations and systematically improve gross margins through process optimization and value-added service offerings.

**Sustainability Integration**

Embed Environmental, Social, and Governance (ESG) principles into our campaign solutions, meeting growing client and consumer demand for responsible business practices.

Our strategy is focused on moving up the value chain, using technology and integration to deliver superior value to our clients and, in turn, generate sustainable returns for our shareholders.

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# Q & A SESSION

**Thank you for your continued trust and support throughout this challenging yet transformative year**

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TRISTAR SYNERGY
Gazelle ACTIVATION
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JUMP RETAIL
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