

# Investors Deck Full Year FY2021

28 September 2021



shopper360 group of companies



International



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*The contact person for the Sponsor is Ms Alice Ng, Director of Continuing Sponsorship, ZICO Capital Pte. Ltd. at 8 Robinson Road, #09-00 ASO Building, Singapore 048544, telephone: (65) 6636 4201.*



## CONTENTS

1.0 Financial Highlights

2.0 Activity Highlights

3.0 Summary

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## Financial Highlights

# 1.0

# FINANCIAL HIGHLIGHTS

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## Top Lines



REVENUE

**RM153.1m**

∨ 6%

FY2020<sup>(1)</sup>: RM162.7m

GROSS PROFIT

**RM38.1m**

∨ 4%

FY2020<sup>(1)</sup>: RM39.7m

## Profitability



EBITDA<sup>(2)</sup>

**RM13.5m**

∧ 27%

FY2020<sup>(1)</sup>: RM10.6m

NPATE<sup>(3)</sup>

**RM5.8m**

∧ 93%

FY2020<sup>(1)</sup>: RM3.0m



PROFIT BEFORE TAX

**RM10.1m**

∧ 44%

FY2020<sup>(1)</sup>: RM7m

PROFIT AFTER TAX

**RM6.6m**

∧ 83%

FY2020<sup>(1)</sup>: RM3.6m



## Business by Segment



### IN-STORE ADVERTISING & DIGITAL MARKETING

REVENUE

**RM29.3m**

∨ 9%

FY2020<sup>(1)</sup>: RM32.1m

PROFIT

**RM1.5m**

∧ 179%

FY2020<sup>(1)</sup>: -RM1.9m

### FIELD FORCE MANAGEMENT

REVENUE

**RM104m**

∨ 3%

FY2020<sup>(1)</sup>: RM107m

PROFIT

**RM4.2m**

∨ 21%

FY2020<sup>(1)</sup>: RM5.3m

### SAMPLING ACTIVITIES & EVENT MANAGEMENT

REVENUE

**RM19.6m**

∨ 17%

FY2020<sup>(1)</sup>: RM23.6m

PROFIT

**RM2.2m**

∧ 450%

FY2020<sup>(1)</sup>: RM0.4m

# KEY FINANCIAL INDICATORS

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## RETURN ON EQUITY

**10%**

^ 4%

FY2020<sup>(1)</sup>: 6%

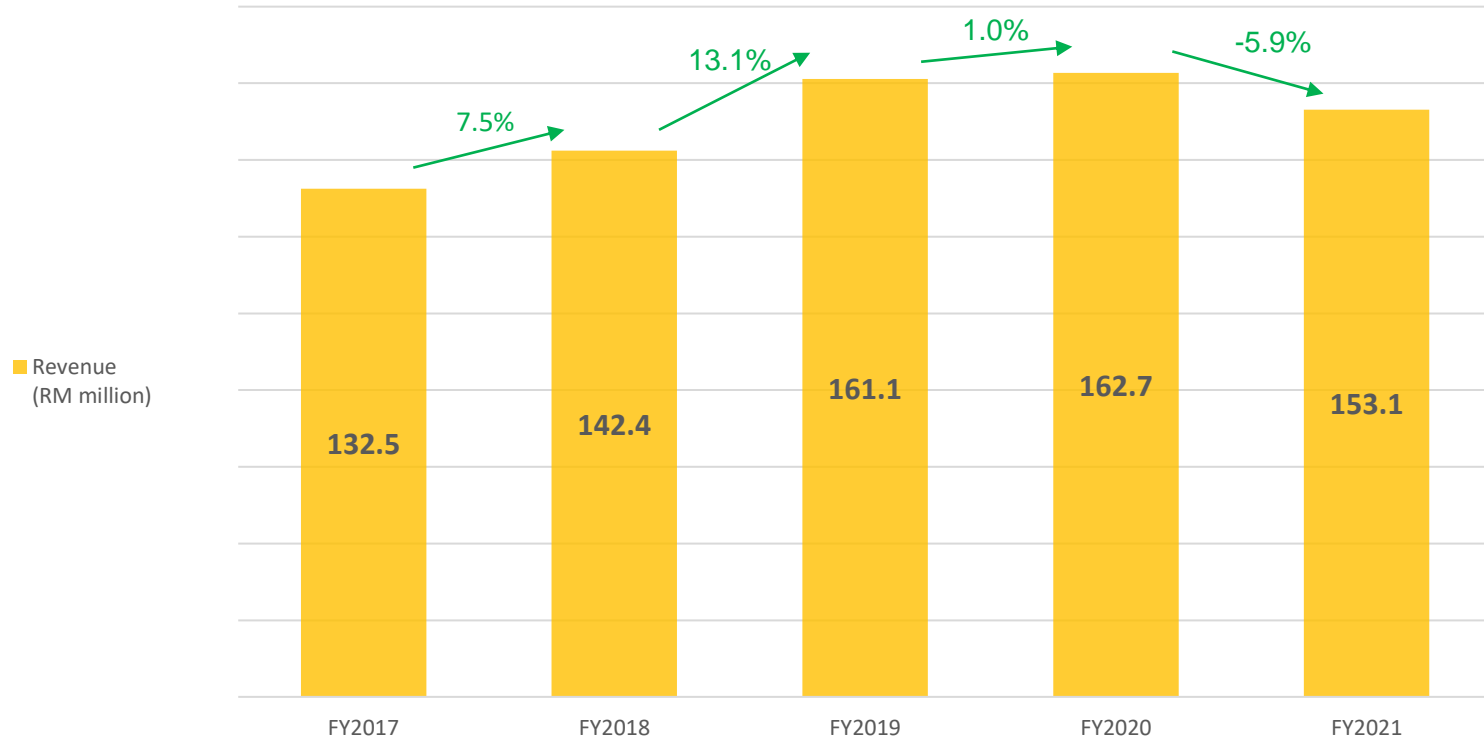
## EARNINGS PER SHARE <sup>(2)</sup>

**5.29 sen**

^ 101.9%

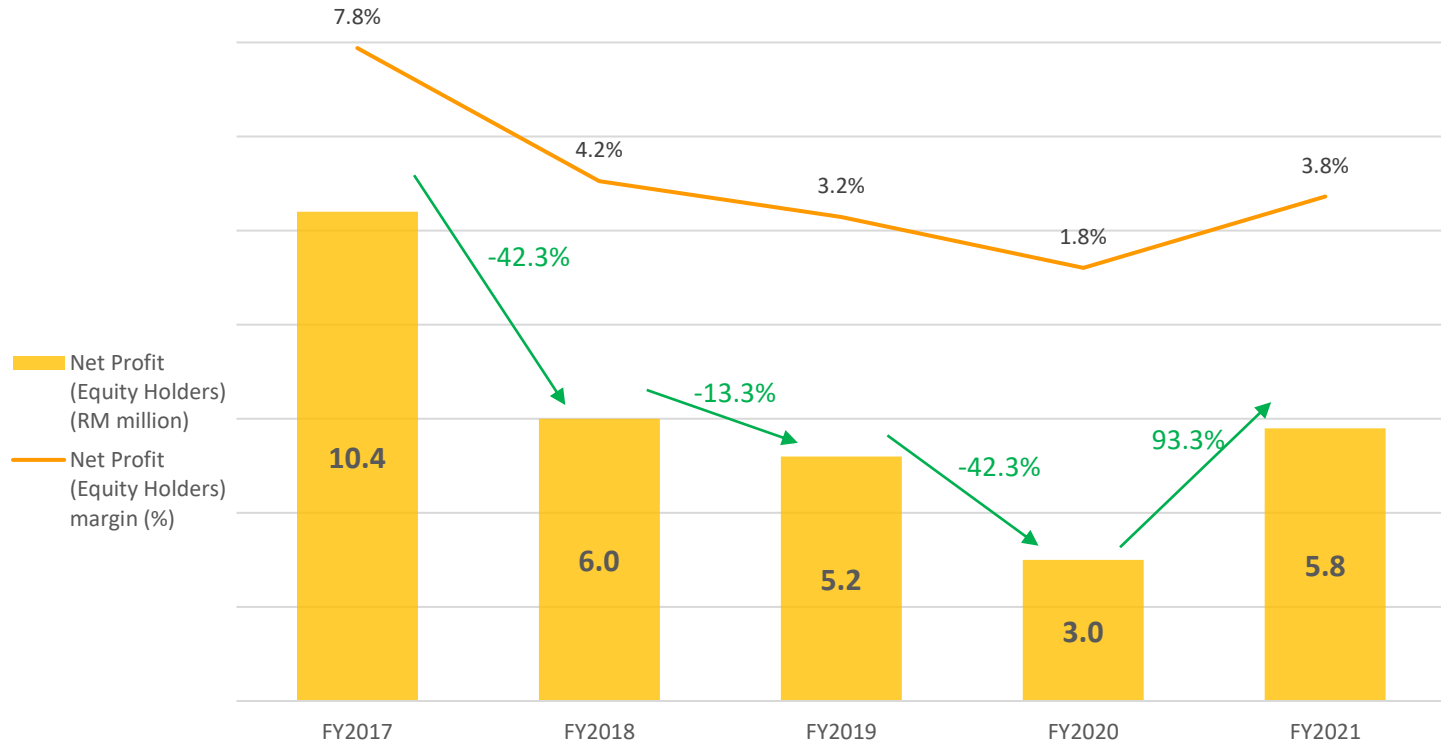
FY2020<sup>(1)</sup>: 2.62 sen

# REVENUE





# NET PROFIT ATTRIBUTABLE TO EQUITY HOLDERS



# DIVIDEND PAYOUT FROM 2017 - PRESENT



	FY2017 <sup>(1)</sup>	FY2018 <sup>(1)</sup>	FY2019 <sup>(1)</sup>	FY2020 <sup>(1)</sup>	FY2021 <sup>(1)</sup>
Dividend per share (SGD cents)	0.30	0.60	0.28	-	0.90 <sup>(2)</sup>
Dividend yield <sup>(3)</sup> (%)	1.0	3.3	2.3	-	9.4
Pay-out ratio <sup>(4)</sup> (%)	22.0	34.5	19.0	-	52.7
Total 1-year shareholder return <sup>(5)</sup> (%)	NM	-36.9	-31.8	-20.8	10.5

SGD: Singapore Dollar  
NM: Not meaningful

(1) Financial year ended 31 May. (2) Subject to shareholders' approval at AGM on 28 September 2021.

(3) Computed based on dividend per share, over closing market price for the respective periods. (4) Computed based on dividend per share, over earnings per share.

(5) Computed based on the increase/(decrease) in closing share prices over the respective periods add dividend per share, over the closing share price at the beginning of the respective periods.

## HEALTHY CASH FLOW

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Even after investing in PB Grocery Group Sdn. Bhd. and Tenderin Sdn. Bhd. (Lapasar.com), the Group's cash and cash equivalents stood at **RM27.6m** at 31 May 2021, and the Group was able to achieve a **net cash inflow of RM5.5m**:

**+RM12.8m** cash generated from operating activities

- +RM12.7m cashflow from operating activities
- +RM0.1m working capital changes

**-RM5.1m** cash used in investing activities

- -RM2.0m purchase of financial assets at FVTOCI
- -RM1.4m purchase of financial assets at FVTPL
- -RM1.1m placement of financial assets at FVTPL
- -RM0.8m purchases of property, plant and equipment
- +RM0.2m other investing activities

**-RM2.5m** cash used in financing activities

- -RM1.5m repayment of lease liabilities
- -RM0.8m purchase of treasury shares
- -RM0.2m other financing activities

**+RM0.3m** arising from the effect of foreign exchange rate changes on its cash & cash equivalents





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Activity Highlights

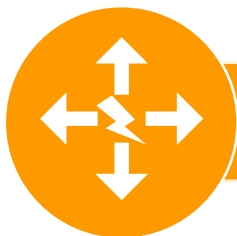
# 2.0

## 3-PRONGED FOCUS FOR FY2021

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CAPITAL DEPLOYMENT TO INVEST IN STARTUPS



PIVOT... FASTER!



EMBRACE THE CHANGE

# CAPITAL DEPLOYMENT: 4.81%<sup>1</sup> MINORITY INVESTMENT (APR 2021)

Tapping into the O2O shopping experience with Potboy Grocery

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# POTBOY GROCERY

E-distribution platform to streamline ordering process to retailers and consumers



## ORDER WITH POTBOY

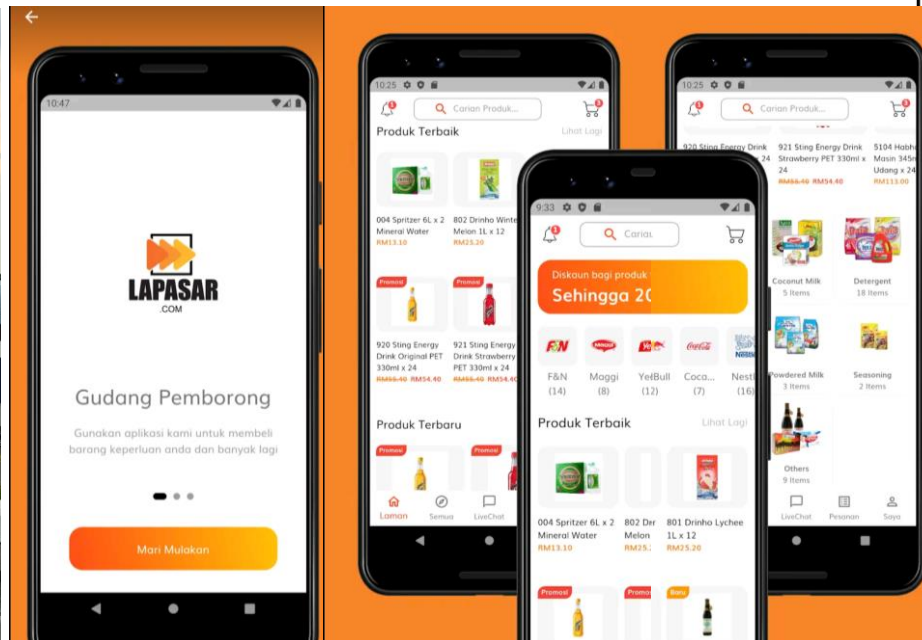
1. Retailers/consumers order via Potboy's online platform
2. Potboy place orders with principal
3. Principal sends stocks to Potboy
4. Potboy delivers stocks to retailers/consumer just-in-time



- Save money
- Enable data-driven marketing
- Optimized inventory capacity
- Reduced working capital

## CAPITAL DEPLOYMENT: 3.81% INVESTMENT (MAY 2021)

Serving the General Trade Stores with one click through [Lapasar.com](https://Lapasar.com), a B2B platform



Ordering with distributors takes **2 days**  
Ordering with wholesalers takes **30 steps**  
**Ordering with Lapasar is one click or message**



Instant ordering through the application.

Aggressively low prices & inventory consistency due to consolidation.



Free Delivery within 24-48 hours.

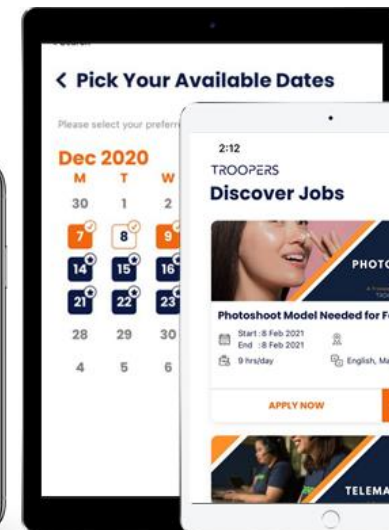
Providing instant lines of credit after 5 orders (based on data). We are taking on the role of CTOS.

CTOS: Credit Tip-Off Service

# CAPITAL DEPLOYMENT: 21.5% INVESTMENT (AUGUST 2021)

Enabling gig work through Troopers Tech Platform in Malaysia

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# TROOPERS

## ON-GROUND ACTIVITIES & EVENTS

Klang Valley Activation – 30,000 meals sold in 3 months



Nationwide Activations – 100,000 new users in 6 months



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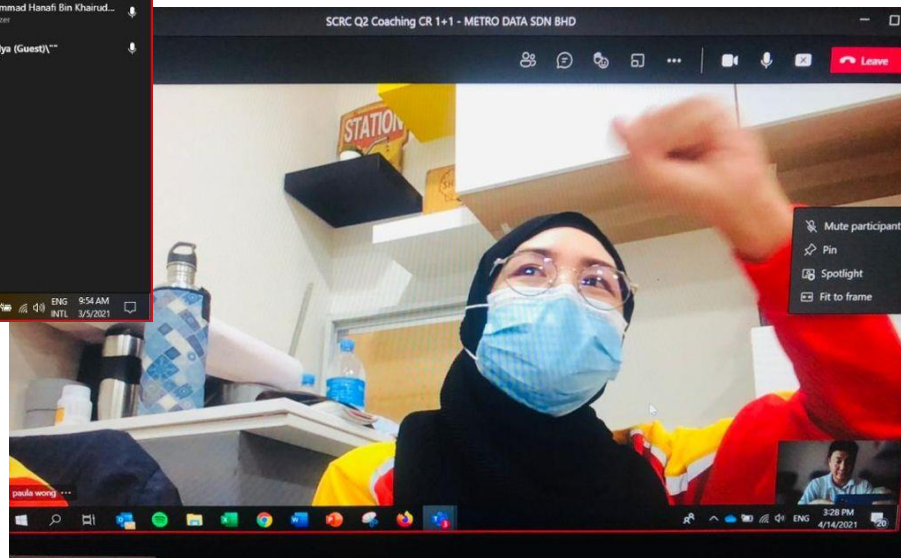
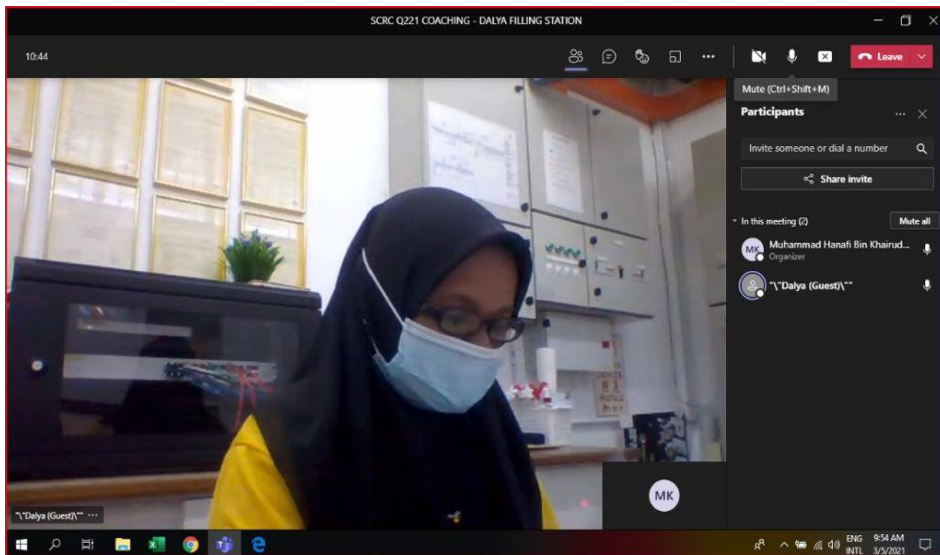
Klang Valley Activations – 25,000 new users in 6 months



# PIVOT... FASTER! RETAIL COACHING SERVICES

Retail Coaching continues with our Petrol Convenience Retail Customer even during lockdown

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# PIVOT...FASTER! DIGITAL ACTIVATION, CONTESTS AND GAMIFICATION

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Link to view video:

<https://www.youtube.com/watch?v=kj28MU05CDs>



# PIVOT... FASTER! AUGMENTED REALITY

Detailing Kit Solution for promoters

Gazelle  
ACTIVATION



Scan the QR code



Scan the Milnutri Sure Engine on the product pack



Animation of KV & USP



Introduction by Tiny Milly



Detailing based on Milnutri Sure 3 Engine components

# PIVOT... FASTER! AUGMENTED REALITY

AR tool to highlight the brand's USP and for shoppers to request a sample.

**Gazelle**  
ACTIVATION



Shoppers to scan QR code via PA, Digital, POSM, Shoppers



Shoppers to then scan the Active DuoBio+ shield to activate AR.



Opening copy entices shoppers to know more about Aptagro. Active DuoBio+ shield comes out of the pack as AR.



A digital screen pops out in AR form, and Aptagro Digital Video plays (6 sec). Shoppers watch until it ends.

# EMBRACE THE CHANGE: FOCUS ON OTHERS



Kotak Kasih CSR Campaign achieved a donation of 10,000 essential goods boxes with the help of partners Saji, Good Virtues Co., The Lost Food Project and Dignity for Children Foundation.





## EMBRACE THE CHANGE: FOCUS ON OTHERS

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Our staff volunteered to deliver 100 'Kotak Kasih' boxes to Dignity for Children Foundation's students and their families who were in dire need.

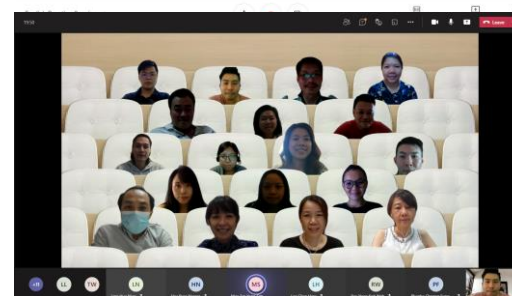
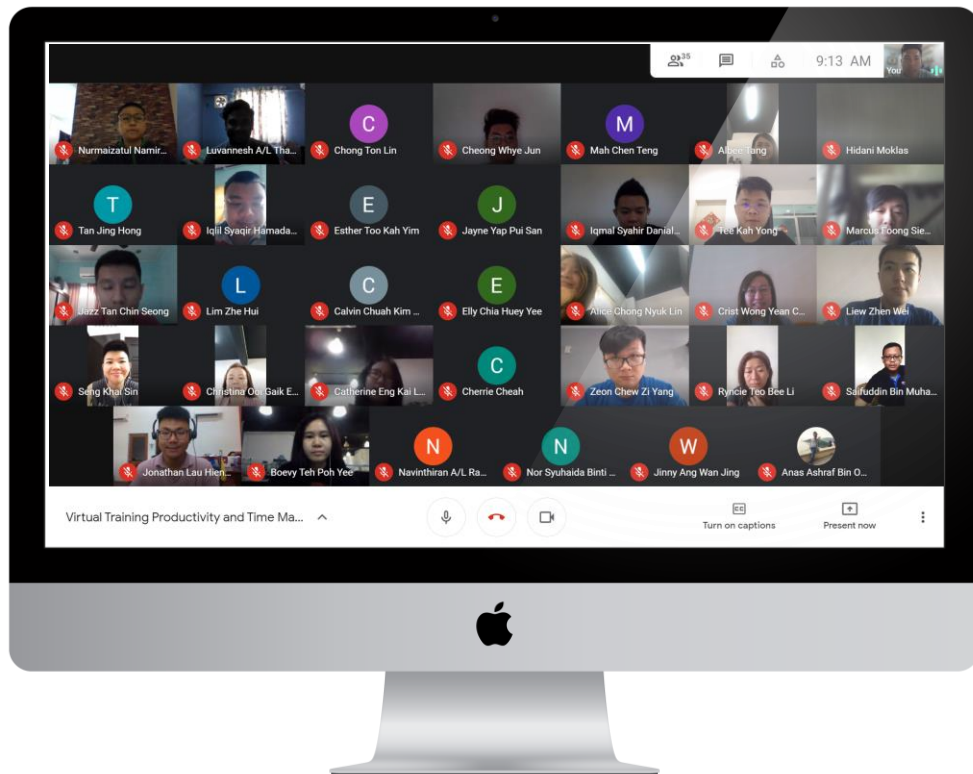


Our staff also paid a visit to **Pertubuhan Kebajikan Anak-Anak Yatim & OKU Mesra Petaling Jaya** with a special meal treat and essential items such as detergent, milk powder, insect repellent, air freshener, rice, sugar & coffee powder were contributed during their visit.

# EMBRACE THE CHANGE: LEARNING TOGETHER

Never waste an opportunity to learn and upskill ourselves

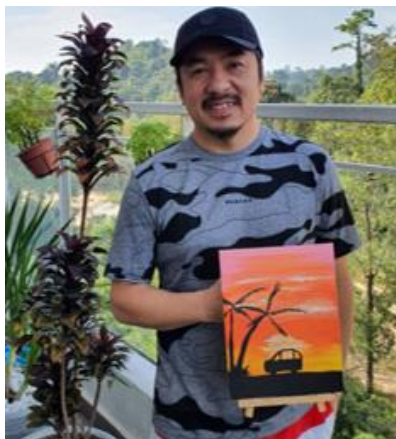
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# EMBRACE THE CHANGE: CONNECTING AND CELEBRATING TOGETHER IN SPITE OF THE PANDEMIC



# EMBRACE THE CHANGE: CONNECTING DURING LOCKDOWN AT THE SENIOR MANAGEMENT LEVEL



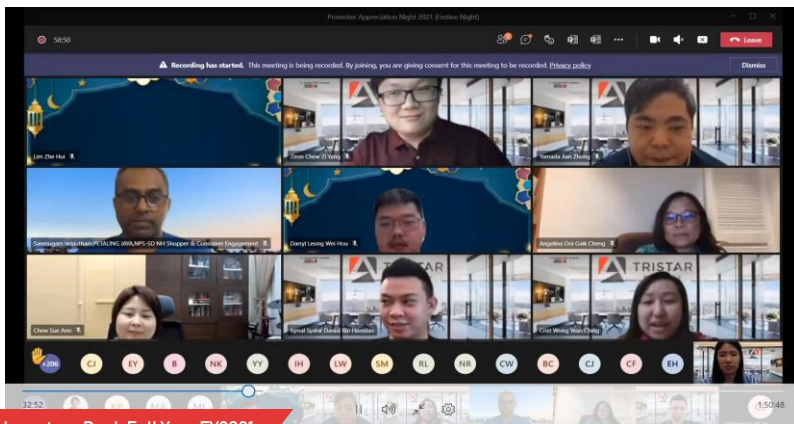
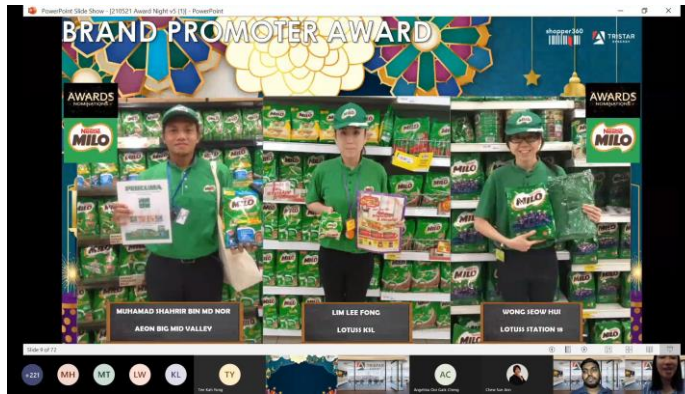
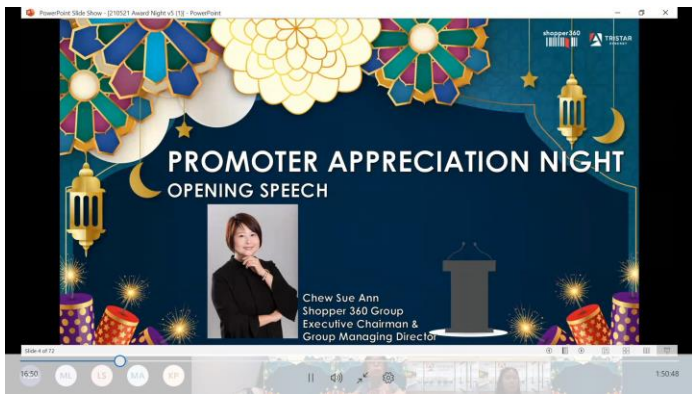
# EMBRACE THE CHANGE: CONNECTING WITH OUR MERCHANDISERS VIRTUALLY

## Merchandiser Appreciation Event



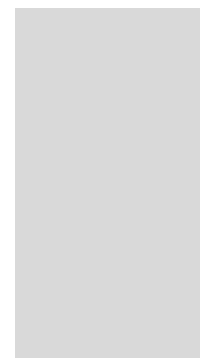
# EMBRACE THE CHANGE: CONNECTING WITH OUR PROMOTERS VIRTUALLY

## Promoter Appreciation Night

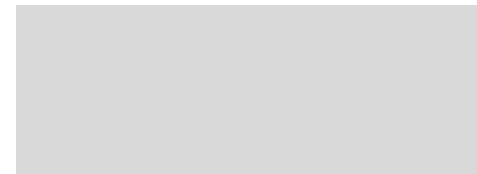


# EMBRACE THE CHANGE: PROTECT & VACCINATE OUR FRONTLINERS

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# EMBRACE THE CHANGE: PROTECT & VACCINATE OUR FRONTLINERS







# 3.0

## CONCLUSION

We will continue to leverage and build upon the shopper360 business ecosystem by adding value to our customers through our core services and investee companies.

Together we will continue to **REFRAME,**  
**RECOVER & REINVENT**



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RECOVER INVENT

THANK YOU



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