



1H FY2018 INVESTOR PRESENTATION

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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.

Our Vision

To be the most valued &
progressive
partner agency for total shopper
marketing services in Asia.

Our Mission



To be a leader in the field of shopper marketing

By providing 360 solution such as integrated digital and offline marketing - omnichannel, in-store advertising, e-commerce, data & insight, merchandising, field force activation, online and on-ground activation and retail technology products and services.

To attract the best talent that fit our culture

of forward thinking, forward doing, collaboration whilst cultivating an environment that promotes passion, develops expertise and celebrates success.

To collaborate and be strategic with our business partners, retailers and customers (brand owners)

in providing solutions to grow their business via sales and marketing efforts on the shopper marketing front.

To create memorable shopper experiences

in the digital and physical retail world.

Our Mission

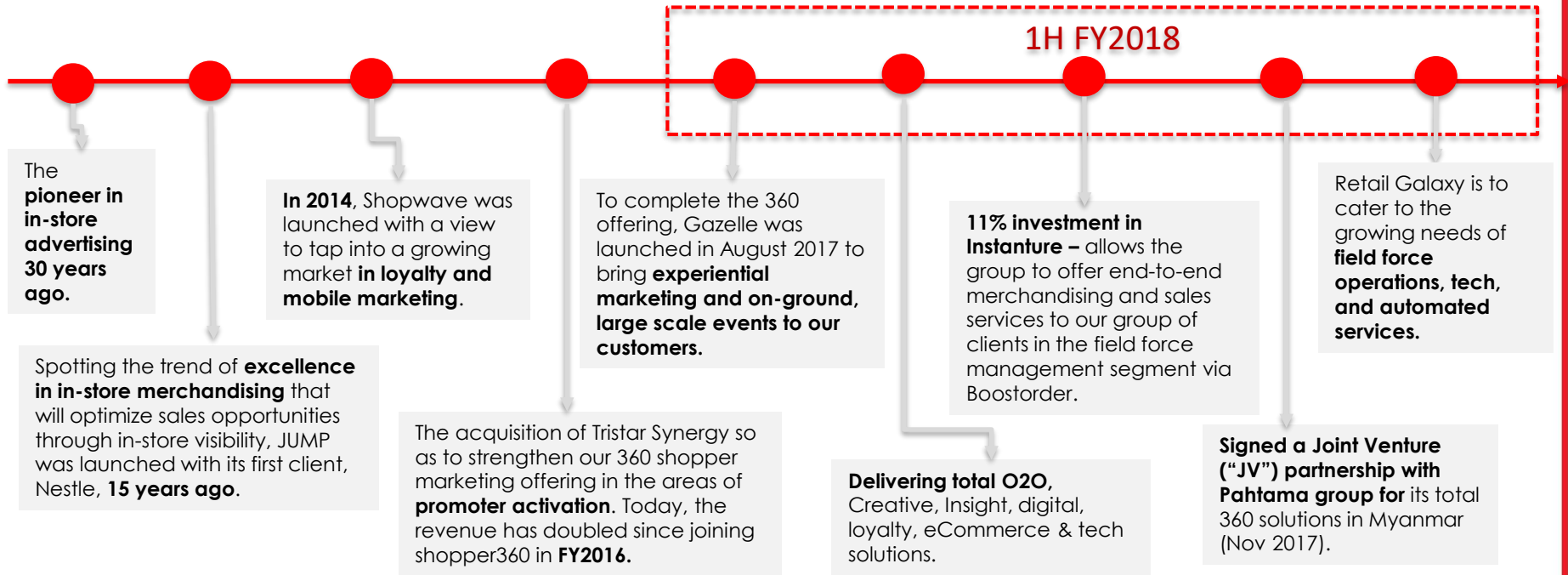


Shopper360 aims to promote & advance our brand promise of helping retailers and brands to

'sell smarter'

Our Milestones

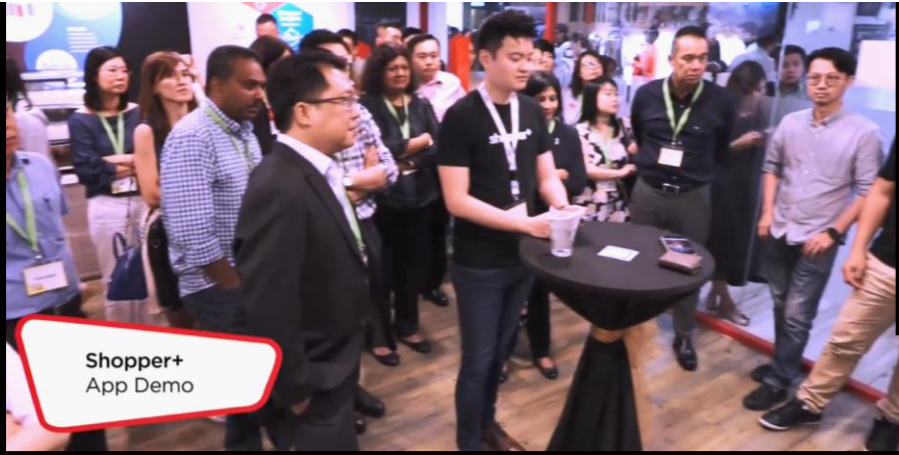
Forward Thinking & Innovative





PR & Marketing: building our brand as a shopper marketing expert

SHOPPER MARKETING SERIES #4 (SEPT '17)



**Shopper+
App Demo**



Sophie Cox - 'Moms and Shopping'
MD, Firestar Research

Brandon Chang
'Activating Brands - The Best Around The Globe'
Client Service Director, Pos Ad



Angelina Ooi - 'Visual Merchandising - A Global View'
CEO Tristar Synergy



Over 500 attendees participated in shopper360's shopper marketing talk which was held in our office. Various topics from global trends on visual merchandising to experiential marketing to a demo on how shoppers can interact with brands via augmented reality was presented at this exciting event.

HR ASIA AWARDS (OCT '17) BEST COMPANIES TO WORK FOR IN MALAYSIA



Shopper360 is the proud recipient of the prestigious award for Best Companies to work for in 2017 by HR Asia. 45 companies out of 320 were chosen to commemorate their efforts in keeping an engaged and committed staff force. Shopper360 will continue to build our community of experts to grow our business with sustainable results.

NEXT CONFERENCE (OCT '17)

The future of shopper marketing in Malaysia



Sue Ann Chew, Executive Chairman of shopper360 shared with 500 marketers and retail partners, the way shoppers are changing in Malaysia and what is needed to bridge the gap between technology and brick & mortar stores, to give shoppers a seamless experience.

EFFIE AWARDS (OCT '17)

Jury Judging and Host



Effie Awards is a global marketing effectiveness award that is annually held in Malaysia to recognize great marketing campaigns. A panel of judges comprising of industry veterans and professionals will judge all entries to determine the winners. This year, Sam Chan, CEO of Pos Ad, shopperplus and Gazelle Activation, participated as one of the judges, while shopper360 hosted the judging event.

CUSTOMER EVENT (Nov '17)

Justice League Dinner & Movie Night



Every year, shopper360 hosts a customer/ business partners event in a casual and fun way to foster better working relationships, making our partnerships much more enjoyable! In November 2017, we hosted a dinner and movie night with the screening of a blockbuster movie "Justice League", at MBO Cinemas. Over 300 people attended this event.

CORPORATE SOCIAL RESPONSIBILITY (Nov '17)

Building an orang asli home



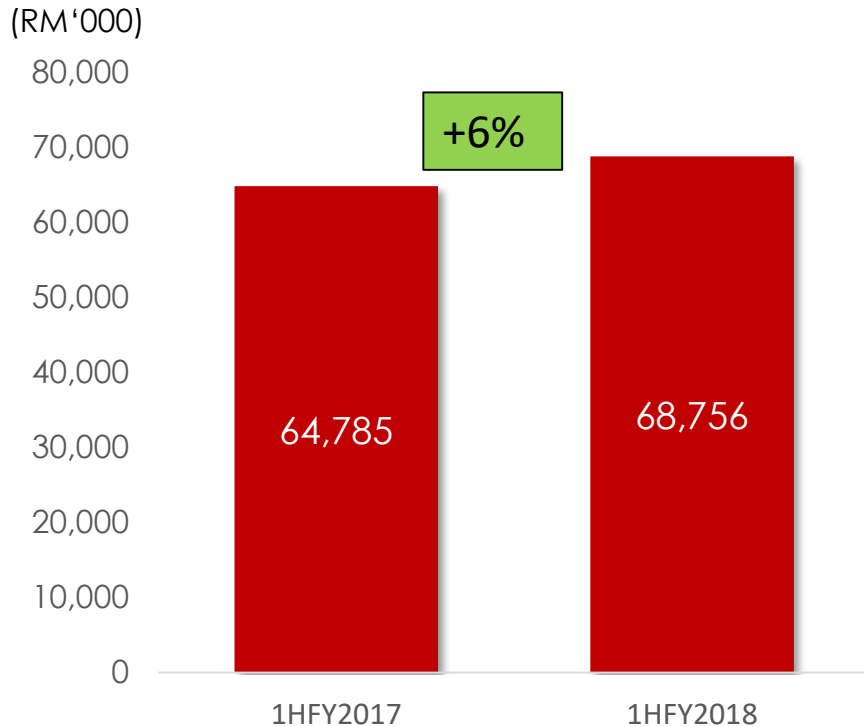
A team of 30 staff from shopper360 attended a 3 days 2 nights team-building event to help an orang asli family build a proper home from scratch. Almost RM100,000 was raised from staff, business customers and retailers, to help make this a reality.



FINANCIAL HIGHLIGHTS

Financial Highlights

Revenue (unaudited)



(RM '000)

10,000

9,000

8,000

7,000

6,000

5,000

4,000

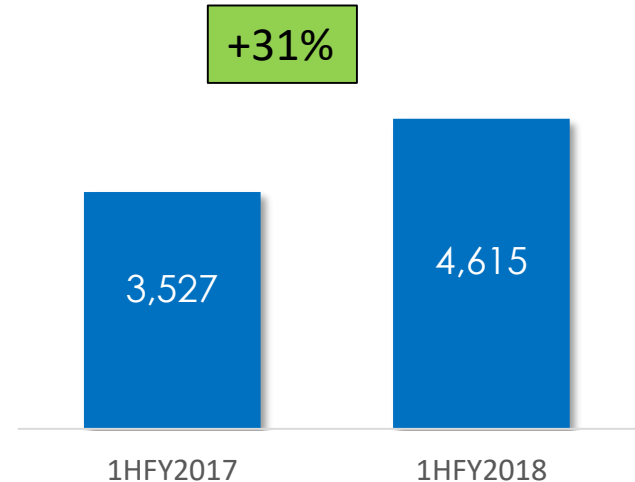
3,000

2,000

1,000

0

Profit attributable to equity holders (unaudited)



1HFY2017

1HFY2018

- Notes:
- (i) "1H FY2017": Half year financial period from 1 June 2016 to 30 November 2016.
 - (ii) "1H FY2018": Half year financial period from 1 June 2017 to 30 November 2017.

Recap: BUSINESS STRATEGIES AND FUTURE PLANS

Expansion of Service Offerings

-  Invent **new innovative mediums**, with a particular focus on digital mediums
-  Increase **design and content** development services, in addition to production and installation services
-  Grow & acquire **new clients & channels for sampling activities and events management** business segment by the end of 2018
-  Ramp up our **research & insights, data analytics and business intelligence** offering to our clients



Recap:


BUSINESS STRATEGIES AND FUTURE PLANS

Expansion of Region, Network of Customers & Retail Partners

 Extend retail advertising beyond in-store


- Pos Ad to explore other Out-of-home channels



 Broaden our client base to different product categories

- Tristar Synergy and Jump Retail to acquire clients in non-food categories



 Expand into Myanmar and Singapore by end 2018



 Explore acquisitions, strategic alliances and/ or joint ventures





1H FY2018 Achievements:

Expansion of service offerings

MYANMAR
SINGAPORE



Geographical expansion of our full suite of services

- (i) JV with Myanmar's leading distributor – **Pahtama Group**
- (ii) **Burger King Singapore** becomes a client.

NEW BUSINESS, NEW SERVICES & ORGANIC GROWTH



Increased scope from existing clients

- (i) **New scope** of services from existing clients
- (ii) **New clients acquisition**
- (iii) **Cross sell** of group services.

BOOSTORDER



Enhancing our services with sales ordering capabilities

Organic growth potential with current clients who engaged us on merchandising

ADVERTISING CHANNEL EXPANSION



Increased our retail advertising **channel from 1900 to 2700 outlets (approx.)**

Expansion into digital and out-of-home channels

1H FY2018 Achievements:

JV with Myanmar's Leading Distributor – Pahtama Group



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MARKETS**
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Select Language

shopper360 in JV to provide marketing services in Myanmar

PC Lee / theedgesingapore.com
September 28, 2017 16:57 pm +08



businessimes.com.sg/companies-markets/shopper360-in-deal-with-pahtama-for-jv-firm-in-myanmar

Recommended by

shopper360 in deal with Pahtama for JV firm in Myanmar

WED, SEP 27, 2017 - 8:06 PM



TAN HWEE HWEE hweetan@sph.com.sg [@HweetanBT](https://twitter.com/HweetanBT)

SHOPPER marketing services provider shopper360 said on Wednesday evening it has entered into a non-binding memorandum of understanding with Pahtama Group Co for the incorporation of a new joint-venture (JV) company in Myanmar.

Shopper360 will hold 60 per cent of the JV company, with Pahtama taking the remaining 40 per cent.

Pahtama is one of the largest and fastest-growing distribution companies in the fast-moving consumer goods sector in Myanmar and is currently the exclusive distributor of the products of many multinational companies.

Shopper360 said the proposed JV will allow it to seize growing business opportunities in Myanmar by providing marketing services in the retail and consumer goods industries there.

The proposed JV is subject to, among other things, approvals of the respective board of directors of the parties involved and the due execution of the definitive agreements relating but not limited to the JV.



Fancy Yellow Diamond 1.23ct, Clarity VSI (GIA Certificate)
Solitaire Diamond 9.18ct, VSI - Colour: I (GIA Certificate)
Necklace Diamonds 13.23ct w/ (17) Emeralds 13.48ctsw
JEWELLERY PUBLIC AUCTION
SEIZED ASSETS - OVER 900 ITEMS
Sunday, 14th January
11am - Auction: 1pm - 6pm
Mandarin Orchard Hotel
333 Orchard Rd - SINGAPORE
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BREAKING NEWS

12:35 PM New 'emotional' robots aim to read human feelings

1H FY2018 Achievements: Gazelle Activation wins Vitagen



Gazelle Activation clinches their first project, launching a giant maze for Vitagen's 40th Anniversary in major mall concourses.

DAILY FRESH NEWS

Gazelle rolls out 40th anniversary campaign for Vitagen



By Admin

Posted on October 23, 2017

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appointed Gazelle Activation, a subsidiary of shopper360, as its activation agency.

ed Vitagen run its media launch event and also developed a highly engaging on-ground idea for Vitagen's 40th Anniversary promise of promoting good gut health.

IN A-MAZE-ING Challenge was conceptualised and executed recently at IOI City Mall, Putrajaya and Queensbay Mall, Penang in October next month.

1H FY2018 Achievements: Burger King Singapore



Development of marketing campaigns and materials for Burger King Singapore, as their agency for creative and content production.

Summary of our growth strategies









PROSPECTS & OUTLOOK FOR 2H FY2018

PROSPECTS & OUTLOOK

Increasing need for shopper insights and planning

-  The fight for sales and more consumption require brands to be more intentional about doing more than just discounting of products at retail.
-  Budgets for trade programs become essential to influence stakeholders (retailer/ dealers/ merchants) who come face to face with customers every day.

Business intelligence & data mining

-  Speed to market and optimizing sales opportunities become more efficient through shopper360's data collection through merchandisers and promoters.
-  Deep-linking Clover* with Boostorder** that adds a new layer to our service – closing the loop between merchandising and sales.

*Clover: proprietary tech automation for operations management, data gathering and reporting.

**Boostorder: proprietary tech automation for sales ordering.

More retailers seeking specialists like Pos Ad



The search for more money to fund their marketing budgets and ease operations lends opportunities for a media specialist like Pos Ad. The addition of a petrol mart chain as a media channel has increased our total network of stores by 30% to approx. 2,700 stores.




The need for a shopper specialist agency to drive foot traffic into their stores through the use of insights and technology.

High receptivity towards a one-stop/ 360 offering agency focusing on retail/ shoppers




Clients are going deeper with shopper360 by engaging 2 or more of our services because of the ease, our speciality and understanding of their brand needs and challenges.

Going for growth in Myanmar & Singapore

 Leveraging on our Malaysian network of clients, we were able to win clients such as Asahi, Nestle, Universal Music, 99speedmart and Spotify outside of Malaysia.

 A first mover advantage in Myanmar with an established distributor group to provide a seamless service for consumer brands and retailers.

Digital and OOH* Media

 Combining our expertise of 'selling smarter' in physical stores to digital, through our win as an exclusive media reseller for a digital content platform which will help give our current customers more opportunities to engage a younger audience.

 Our portfolio of media is not only enhanced but able to capture more media revenue.

*OOH: out-of-home.

THANK YOU



shopper360 group of companies

