

ANNUAL GENERAL MEETING
28 SEPTEMER 2017

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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.



A new milestone – 30 June 2017



AGENDA

Corporate Overview
Business Growth Plans
Financial Highlights


shopper360
Our mission is to help brands
(consumer goods and retailers) to
Sell Smarter

A one-stop shopper marketing agency

shopper360



shopper+

CONNECT
with shoppers O2O using, insight, tech and creative



POSAD MEDIA

ENTICE
shoppers through strategic point of sales media format



Jump RETAIL

MANAGE
customers' field force to provide world class visibility instore



TRISTAR SYNERGY

ENGAGE
through in-store promoters and roadshows



Gazelle ACTIVATION

EXCITE
shoppers and consumers with the best of brand experience through activation

shopper360

Business Growth Plans

Innovation: New Media Format





ePaper Shelf Strips for Call-To-Action messaging

Shopper360 launches two new companies

15 September 2017 Daily Fresh News

Like 0 Tweet G+ Share 5



Adoi TV Highlight





http://www.marketingmagazine.com.my/breaking-news/breaking-news/daily-fresh-news/shopper360-launches-two-new-companies



Innovation: New Offering (Insight, Creative & Tech)

shopper+

Innovation: New Offering (On-ground Activation)

Gazelle ACTIVATION



Geographical Expansion: Myanmar

Blue Mountain (Asahi Loi Hein)



Geographical Expansion: Myanmar

JobNet Myanmar Employer Awards

















PAHTAMA GROUP
Your Reliable Business Partner

shopper360

Signed a non-binding MOU in September 2017 to enter into JV discussion with Pahtama Group for shopper360's entire 360 offering in Myanmar

Geographical Expansion: Singapore

Universal Music Campaigns - Malaysia & Singapore









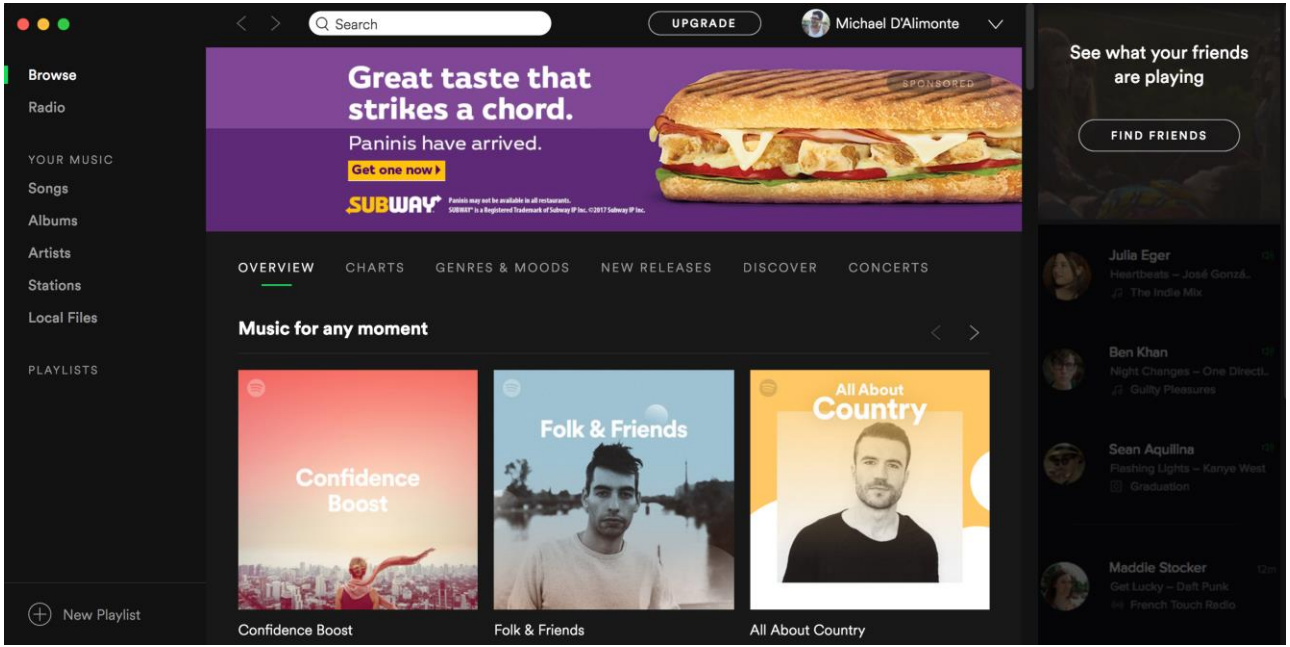




Geographical Expansion: Singapore

shopper360

Spotify Creative Partner for Asia Pac



The strength of 360 Collaboration

shopper360

Deepening our work with existing clients & retailers by offering 360 solutions



Giant

BURGER KING

Nestlé
Good Food, Good Life



Vitagen®
IN SUPPORT OF **GOOD GUT AWARENESS**
CHAMPIONING 40 YEARS OF DIGESTIVE CARE



360 @ WORK: Giant

POSAD MEDIA

JUMP RETAIL

shopper+

TRISTAR SYNERGY

Gazelle ACTIVATION



Giant's "Lock-on-Low" Campaign

Giant had to beat the competition through this campaign by introducing "Everyday Low Price" locked down on 500 items from August 2017 to December 2017.

Shopper360 conceptualized the entire campaign to a 360 implementation on **print ads, below-the-line ads, YouTube, Facebook, out-of-home and in-store**. The entire go-to-market strategy was implemented in 3 weeks.

360 @ WORK: Giant

shopper360

POSAD MEDIA

JUMP RETAIL

shopper+

TRISTAR SYNERGY

Gazelle ACTIVATION











In-store, Print Ads, Posters, Digital Billboards, Facebook & YouTube

360 @ WORK: NESTLE MALAYSIA

POSAD MEDIA

JUMP RETAIL

shopper+

TRISTAR SYNERGY

Gazelle ACTIVATION

Nestlé
Good Food, Good Life

Nescafé Dolce Gusto | Maggi | Nescafé | Nestlé MILO | Every Day

360 shopper marketing services to Nestle Malaysia

- **Merchandising and Promoter Activation** agency of record for **Power Of One** for all International Key Accounts.
- **In-store media** for their key brand in convenience stores, hypermarkets and supermarkets nationwide.
- **Activation Creative** agency for in-store booths and fabrication.
- **Data, Analytics and Business Intelligence** partner.

360 @ WORK: NESTLE MALAYSIA

shopper360

POSAD MEDIA

JUMP RETAIL

shopper+

TRISTAR SYNERGY

Gazelle ACTIVATION



Merchandising in key accounts



Promoter sampling in-store and special events





In-store media nationwide in hypermarkets, supermarkets & convenience stores

360 @ WORK: NESTLE MALAYSIA

POSAD MEDIA

JUMP RETAIL

shopper+

TRISTAR SYNERGY

Gazelle ACTIVATION



The Nestle **POWER OF ONE Team** – providing **merchandising, promoter activation, business intelligence and analytics** by Tristar Synergy & JUMP Retail

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SUSTAINING OUR GROWTH : TALENTS

Our Employee Value Proposition

The S360 Experience						
Our Community	Working With Purpose	Management of experience	Development	Events & Activities	Rewards and Recognition	Grievance
Collaborative	Business Strategy	Benchmarking	Trainings	Independent S.R.C.	Awards	Grievance Channel
Diverse	CSR	Metrics & Evaluation	TTMP	Get-togethers	Children Education Incentive	
Open and Transparent		Processes	Continuous Development Plan	Fitness Programs	Insurance coverage for family	
Sharing			Chairman Series			

Sustainable Growth through our Talent

S ▪ FIT
HEALTH & FITNESS

Stay Fit • Smart Fit • Super Fit

To encourage employees to stay healthy and fit so that they are always at optimal health, allowing them to perform their best in all areas of life.

We actively organise fitness and wellness related activities such as health talks and weekly in-office workout sessions. This also allows employees to gather and have fun while maintaining a healthy lifestyle together

GIVE
C.S.R

Giving• Impacting•Voluntary•Enriching

Our Corporate Social Responsibility initiative that provides a platform to give back to society through various ways.

We place donation jars around the office where employees are free to place a donation, be it money bills or loose change, as every little bit helps. The proceeds collected will then be donated to a charity body.

We also organise voluntary trips and events where our employees are given hands-on opportunity to participate in the cause's activity for a meaningful experience.

STAR SEARCH
TOP TALENT MANAGEMENT PROGRAMME

Our Top Talent Management programme recognises rising talents amongst employees and help them level up in their careers.

We are invested in harnessing and sharpening skills that give our talents a competitive edge and thus, expose them to training, courses, conferences and more so they can achieve greater heights.

R&R
REWARDS & RECOGNITION

An effort to recognise and reward employees who excel in work performance, demonstrate excellent leadership behaviour and embody our core values.

These include a wide variety of awards and incentives given out during our quarterly townhalls or during annual dinners.

F.Y.I
FOR YOUR INSPIRATION

Chairman Series of Talks

To create well-rounded employees through inspirational talks and other related activities to keep them motivated and further develop their life skills.

We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world. On FYI, we're building a individuals lives with free knowledge from the world's most inspired thinkers, motivators, chairmans, speakers — and a community of curious souls to engage with ideas and each other.

SRC
SPORTS RECREATION CLUB

The Sports & Recreation Club is a voluntary Staff Recreational Club that opens opportunities for employee engagement amongst employees of different divisions, backgrounds and cultures to create a livelier work environment.

The club organises events such as annual dinners, festivity gatherings, performances, company trips, sporting events and more that showcases workforce diversity and talent.

Accolade



shopper360 awarded*

HR Asia Best Companies to Work for in Asia (Malaysia) 2017

Judged on the employees' level of emotional engagement; behaviour & advocacy; intent & motivation

**To be awarded on 13 Oct 2017*

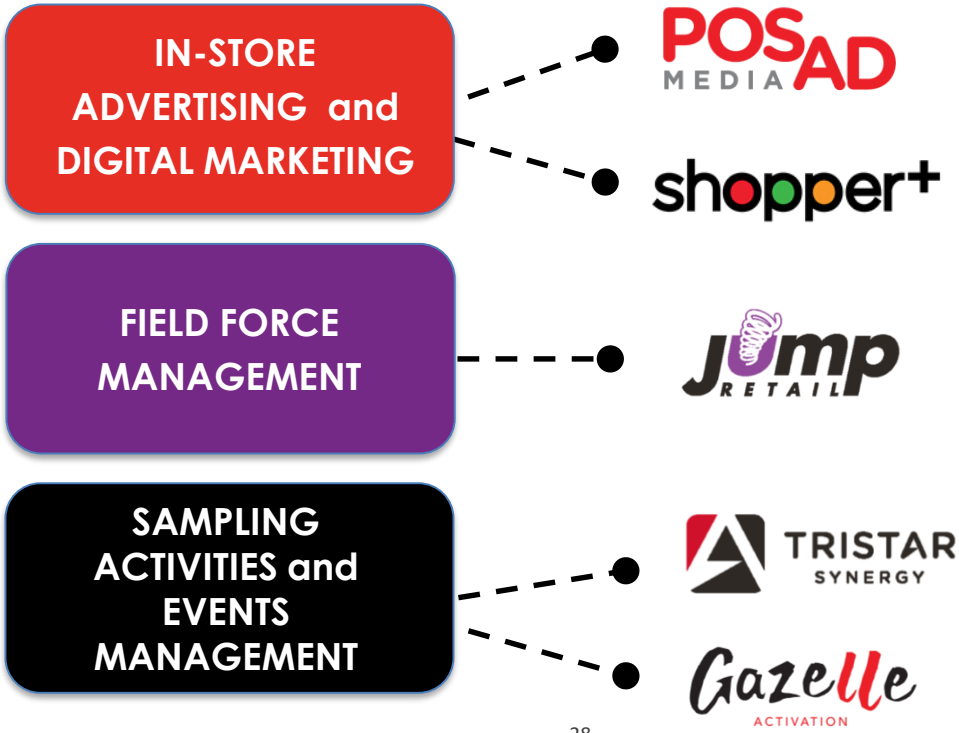
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FINANCIAL HIGHLIGHTS

BUSINESS SEGMENTS

shopper360

Provides Integrated Shopper Marketing Services



FINANCIAL HIGHLIGHTS

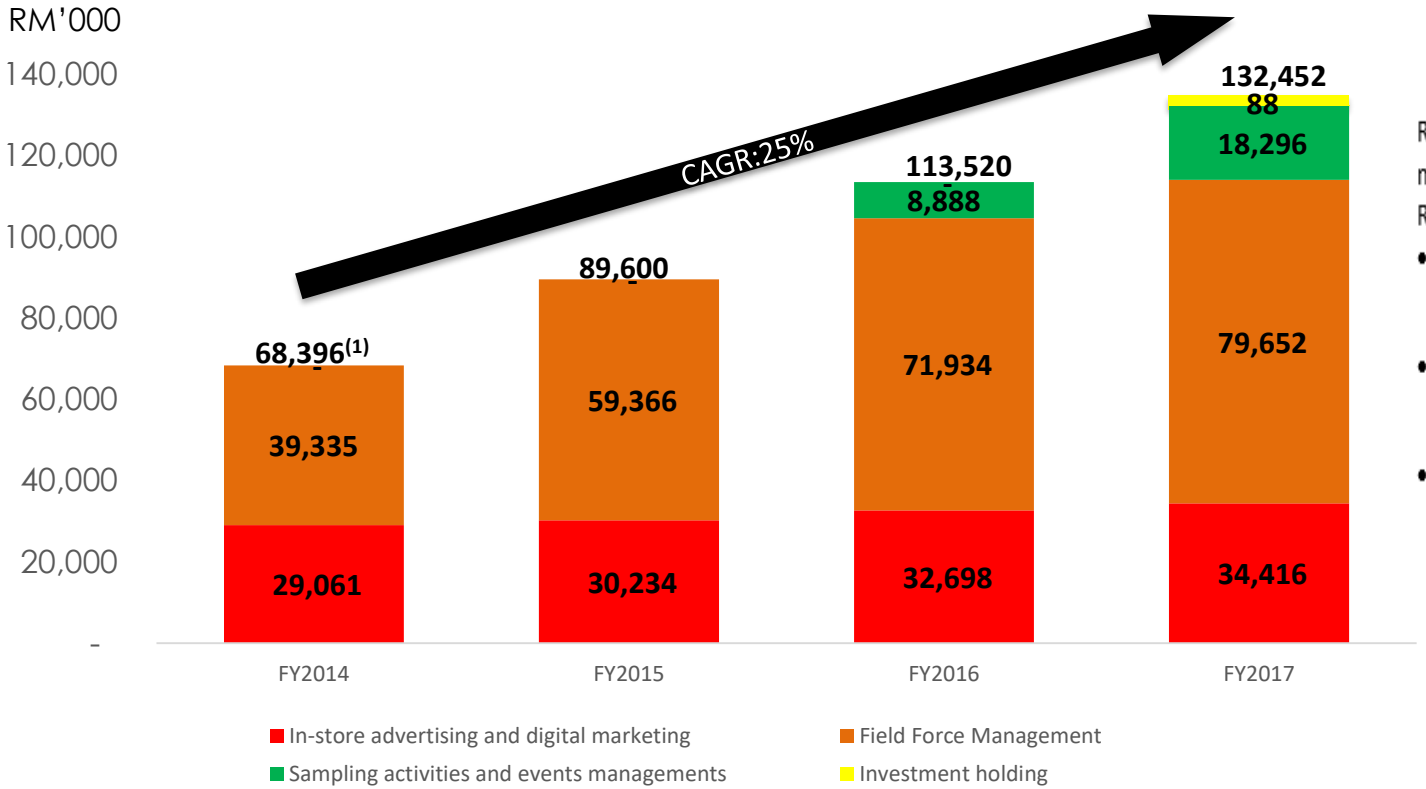
	FY 2017		FY 2016		Change
Summarized Breakdown	**RM'000**	**%[3]**	**RM'000**	**%[3]**	**%**
Revenue	132,452	100.0	113,520	100.0	17.0
Gross Profit	42,060	32.0	34,759	31.0	21.0
EBITDA	19,404[2]	15.0	13,718[1]	12.0	41.0
Profit before taxation from continuing operations	17,809[2]	13.0	12,562[1]	11.0	42.0
Profit after taxation from continuing operations	13,589[2]	8.0	8,966[1]	10.0	52.0
Net Profit Attributable to Equity Holders of the Company	10,365[2]	8.0	8,582[1]	8.0	21.0

(1) Excludes one-off gain on disposal of properties of RM4.7 million.

(2) Includes one-off expenses incurred in respect of the initial public offering of shopper360 ("IPO"), comprising listing expenses of RM 3.9 million and fees paid to a professional adviser of RM1.3 million.

(3) Percentages are in comparison against revenue.

REVENUE

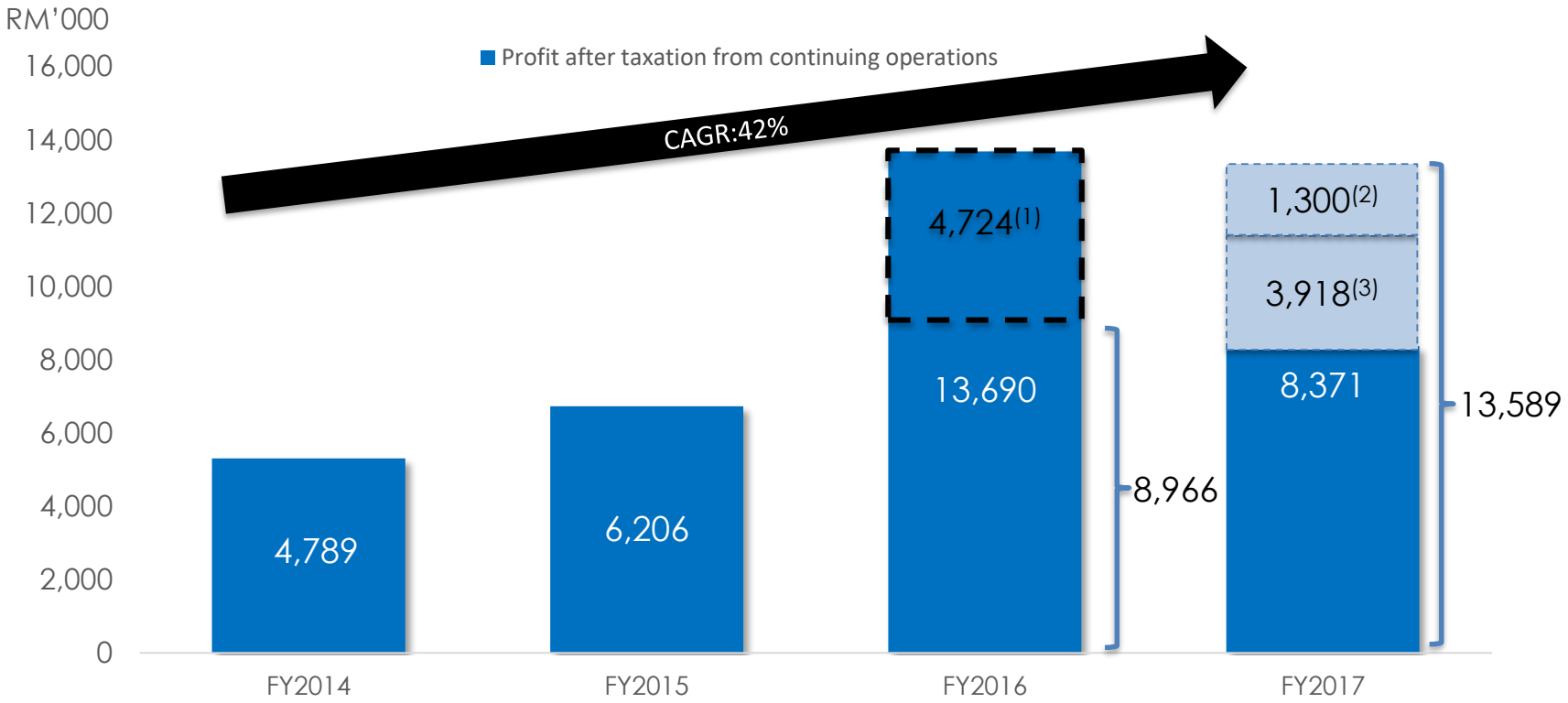


Revenue increased by 17% or RM 19.0 million, from RM 113.5 million in FY2016 to RM 132.5 million in FY2017.

- In-store advertising and digital marketing ↑ RM 1.7 million
- Field Force Management ↑ RM 7.7 million
- Sampling Activities and Events Managements ↑ RM 9.4 million

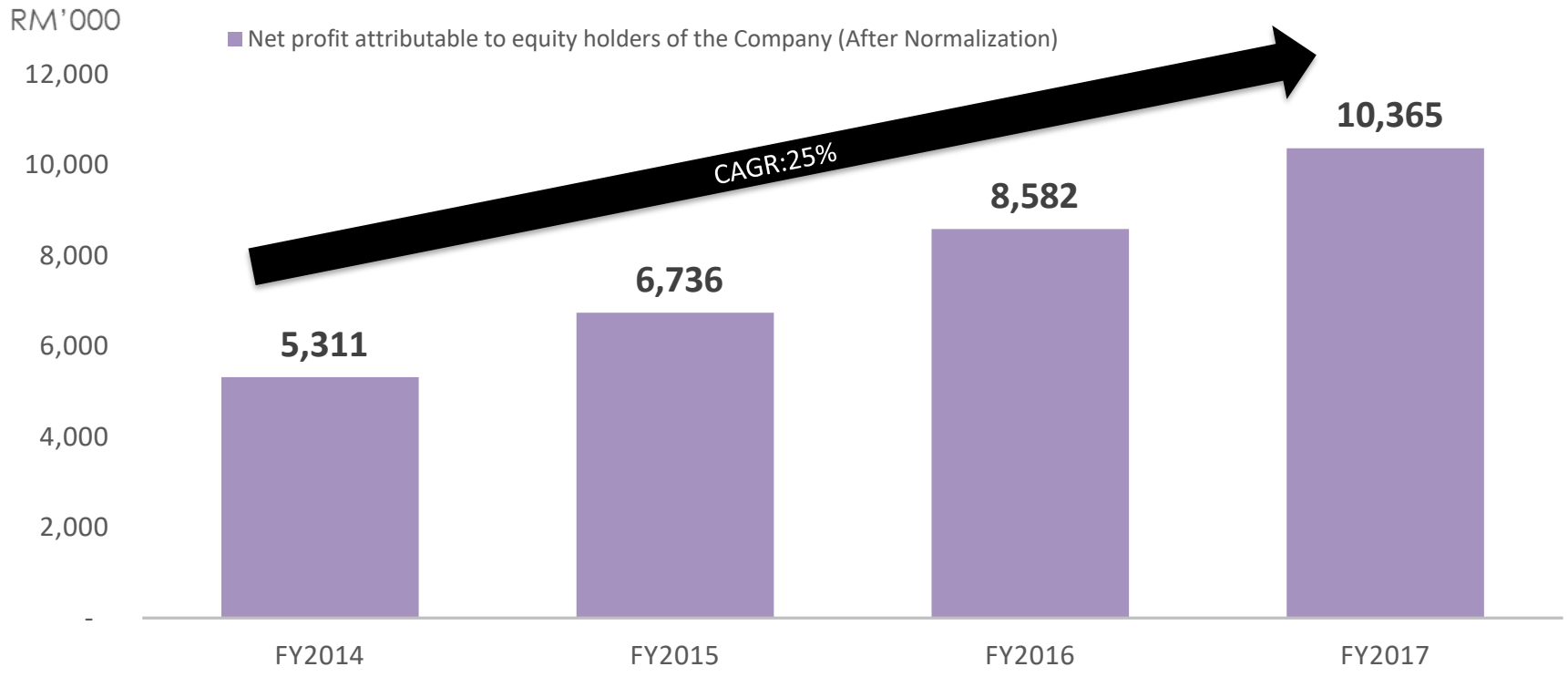
(1) Excludes other revenue of RM4,000 which comprise one-off sales of computer to a former subsidiary of shopper360, Captivate Sdn. Bhd.

PROFIT AFTER TAX FROM CONTINUING OPERATIONS



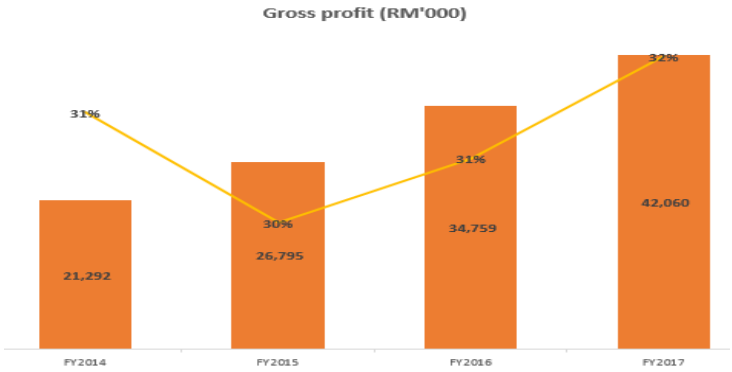
(1) *One-off gain on disposal of properties in FY2016.*
(2) *One-off fees paid to a professional adviser in respect of the IPO.*
(3) *One-off listing expenses incurred in respect of the IPO.*

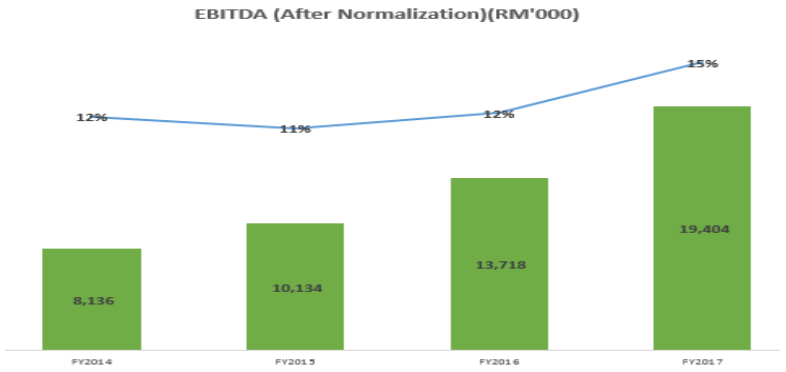
NET PROFIT ATTRIBUTABLE TO EQUITY HOLDERS OF THE COMPANY

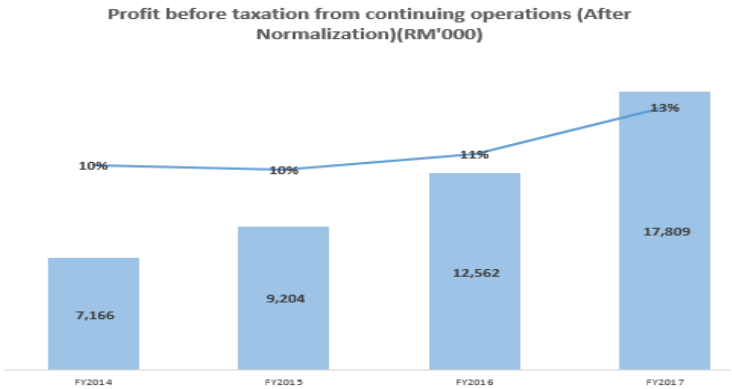


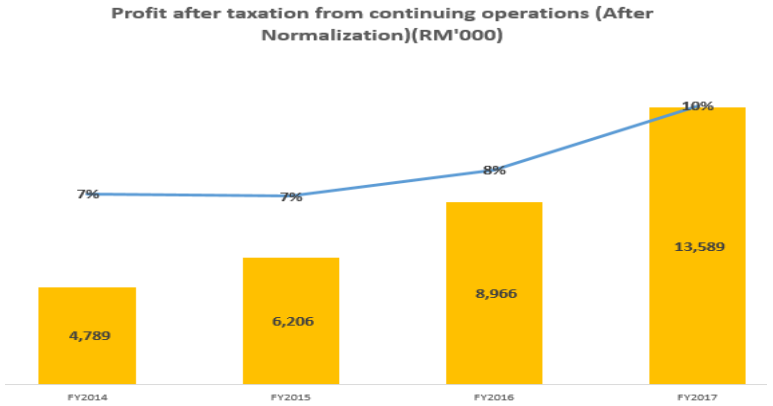
(1) Normalization refers to adjustments of one-time gains/charges, comprising (i) one-off gain on disposal of properties of RM4.7 million in FY2016; and (ii) one-off expenses incurred in respect of the IPO, comprising listing expenses of RM3.9 million and fees paid to a professional adviser of RM1.3 million, in FY2017.

OUR 4 YEAR PERFORMANCE









Percentages are in comparison against revenue

KEY FINANCIAL INDICATORS

	FY 2017	FY 2016
Return on equity [1] (After Normalization)	37%	23%
Return on total assets [1] (After Normalization)	18%	13%
Earnings per share [1][2] (After Normalization)(RM cents)	9.06	7.50

(1) Normalization refers to adjustments of one-time gains/charges, comprising (i) one-off gain on disposal of properties of RM4.7 million in FY2016; and (ii) one-off expenses incurred in respect of the IPO, comprising listing expenses of RM 3.9 million and fees paid to a professional adviser of RM1.3 million, in FY2017.

(2) For comparative purpose, the earnings per share for the respective financial years had been computed based on net profit attributable to equity holders of the Company and the Company's post-initial public offering ("IPO") issued and paid-up share capital of 114,400,000 shares

PROPOSED DIVIDEND PAYOUT



0.3 Singapore cents per ordinary share

Final tax-exempt (one-tier) cash dividend

shopper360

THANK YOU