

CREATE THE
FUTURE

shopper360 Investors Deck

29 Sept 2020



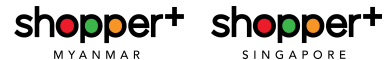
Shopper360 groups of companies



Affiliate



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.

AGENDA

1. Corporate Growth Achievements
2. Financial Highlights
3. Growth Plans

“ONE-STOP” SHOPPER MARKETING SERVICES GROUP

Our mission is to help brands and retailers to **Sell Smarter**.

We help them to **strategize, plan and execute** integrated marketing plans with a greater emphasis on shoppers; from consideration & planning stage to the point of purchase



Retail &
Shopper
Consultancy



Brand
Strategy and
Campaign
Creation



Media
Planning



In-store
Media
Owner



Activation
(Roadshow &
Events)



Promoters &
In Store
Sampling



Merchandising
&
Field Force

Business Segments

Instore Advertising &
Digital Marketing

POSAD
MEDIA

shopper+

Field Force
Management

Jump
RETAIL

Retail
GALAXY

Sampling & Event
Management

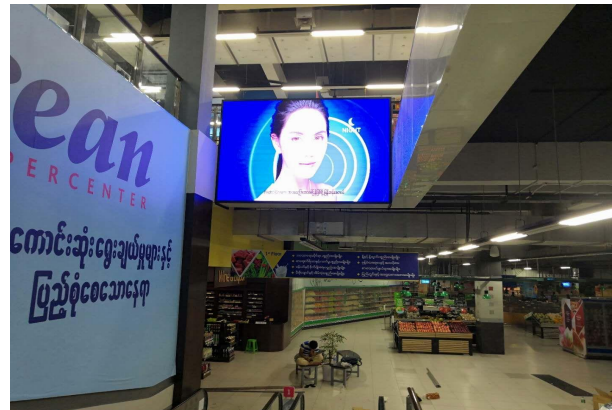
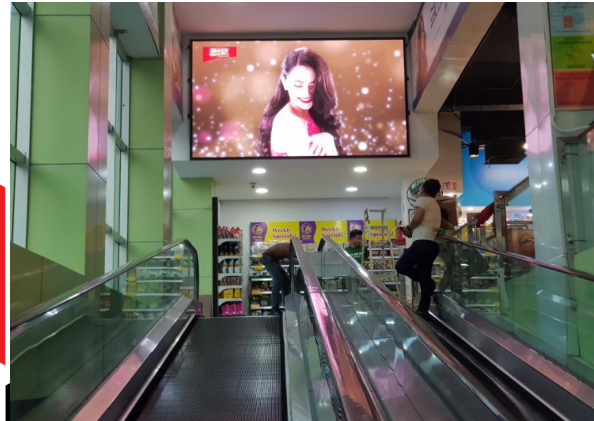
TRISTAR
SYNERGY

Gazelle
ACTIVATION

1. Corporate Growth Achievements

Myanmar launches Digital Screens

In-line with our strategy to scale without adding manpower to our labour services, we have launched formats that are easy to plug & play content.



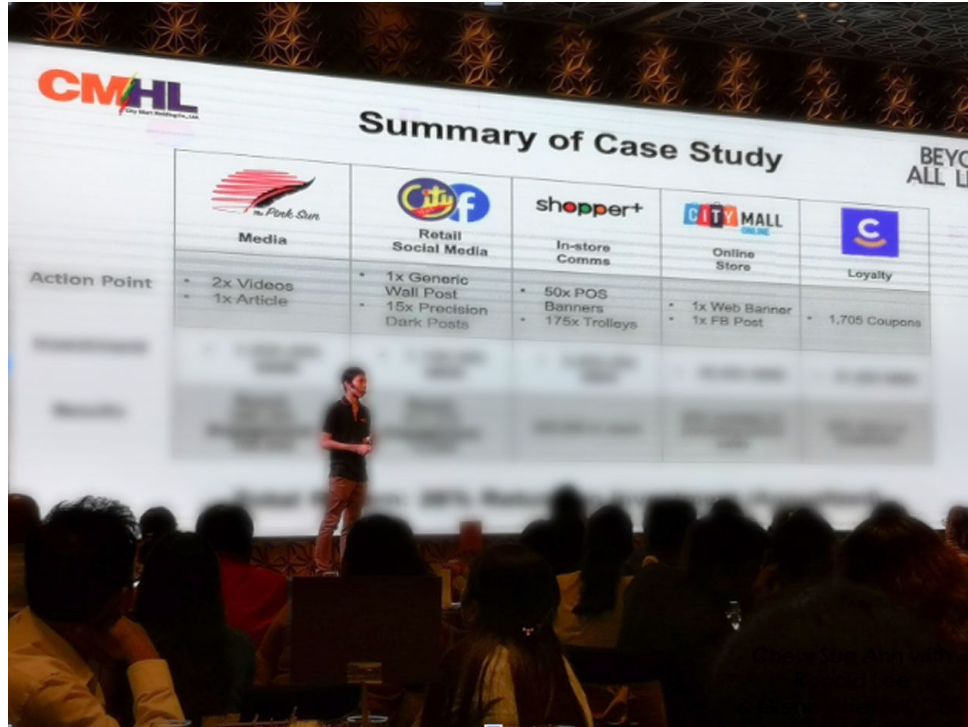
Myanmar successfully launches promoter business

Partnering with distributors to execute sampling executions and launch events



Myanmar: City Mart Holdings Limited promotes shopperplus as a key supplier

A supplier conference with 1,000 participants witnessed a case study shared on our advertising services being offered to brands to increase and uplift sales offtake.



Chew Sue Ann with
Ronald Lee
& Glenn Attewell, CEO
City Mart



Chew Sue Ann with
Daw Win Win Tint
CEO & Founder,
City Mart Holdings

Singapore Business Expands Network

After a year of strong partnership, FairPrice partnership extends to tech mediums as well as Cheers, Unity and FairPrice Finest stores.



LED PosBanner Extra
Control the sequence of your message with this LED Banner.



Video PosBanner Xtra
LED with Digital Screen



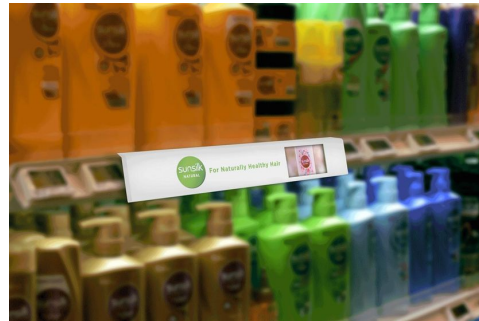
Video PosBanner Hybrid



Mini digital screen



Shelf with 6 mini screens



Video E-Paper



Freezer Dress Up with Video

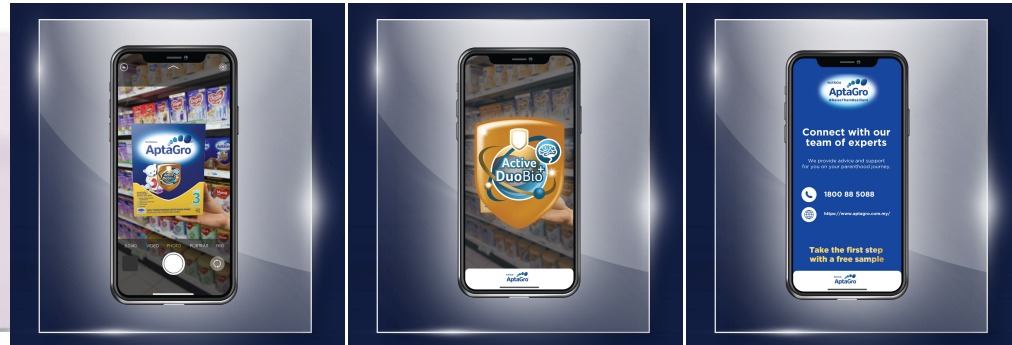
PosAd innovates its offering

- Introducing Digital screens to track data in-store such as reach, gender, age, dwell time.
- Ability to serve responsive ads relevant to target audience



Gazelle successfully introduces Augmented Reality solutions

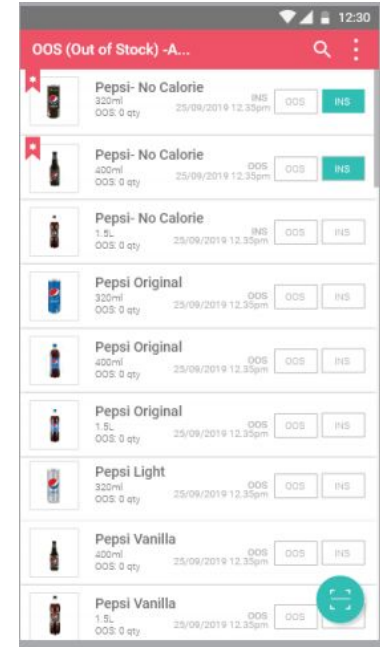
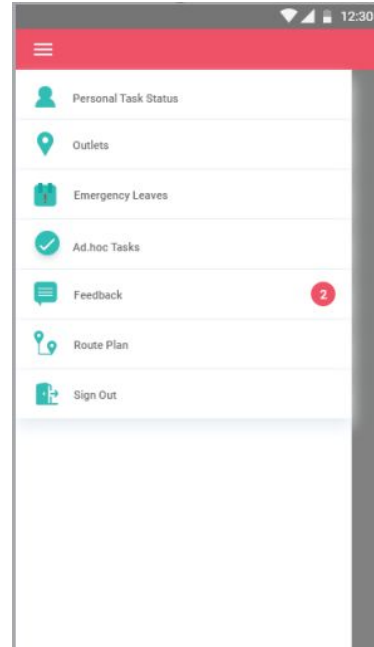
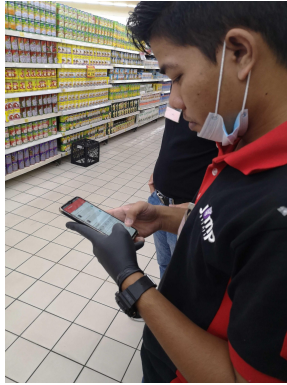
- Using Augmented Reality (AR) to replace the detailing used in store
- Reaching and engaging shoppers digitally during the Movement Control Order (MCO) period in Malaysia



Shopper+ MY engages Malaysians on-ground & on-line

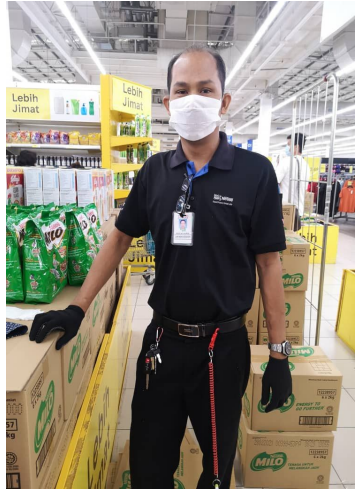
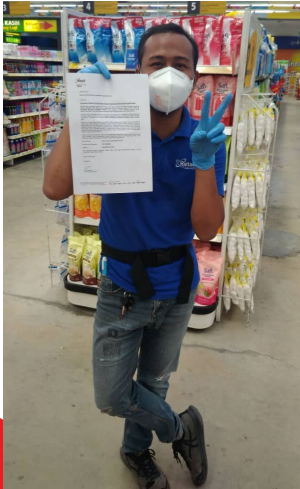


Shopper360 pioneers integrated technology across merchandising and activation

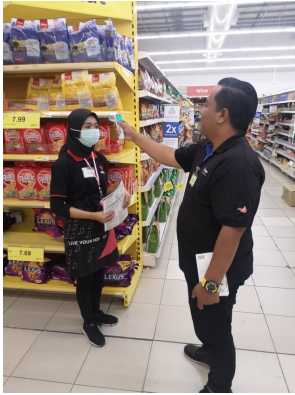


Jump and Retail Galaxy supporting Malaysian shoppers & families throughout MCO

Throughout the MCO period, our merchandisers were actively working in retail outlets nationwide to ensure essential products were sufficiently stocked and replenished



Tristar setting the standard for hygiene and safety in activation



Supervisors also doing temperature checks in their fieldwork

Implementation of COVID-19 precautions – mask & sanitisers



S360 Corporate Social Responsibility Initiatives

shopper360 organised Frozen 2 movie screening aimed to raise funds for Dignity for Children Foundation. Successfully raised RM100,000



shopper360 makes Dignity For Children Foundation the official partner, we provided a corner in the office to sell Dignity's merchandise.



shopperplus Myanmar management & staff visited Obed Children's Home & slum in Myanmar, handing out goodie bags, lunch and contribution



Kotak Kasih - Lending A Helping Hand

An initiative shopper360 put together with our main sponsors Saji & Good Virtues Co, to create 'Kotak Kasih' to help reduce the burden of some of our B40 families who were affected by the impact of Covid -19 pandemic.



TUNJUKKAN KASIH SAYANG
MELALUI KOTAK KASIH



TERIMA KASIH
KEPADA RAKAN KONGSI
KEBAJIKAN KAMI.

dignity

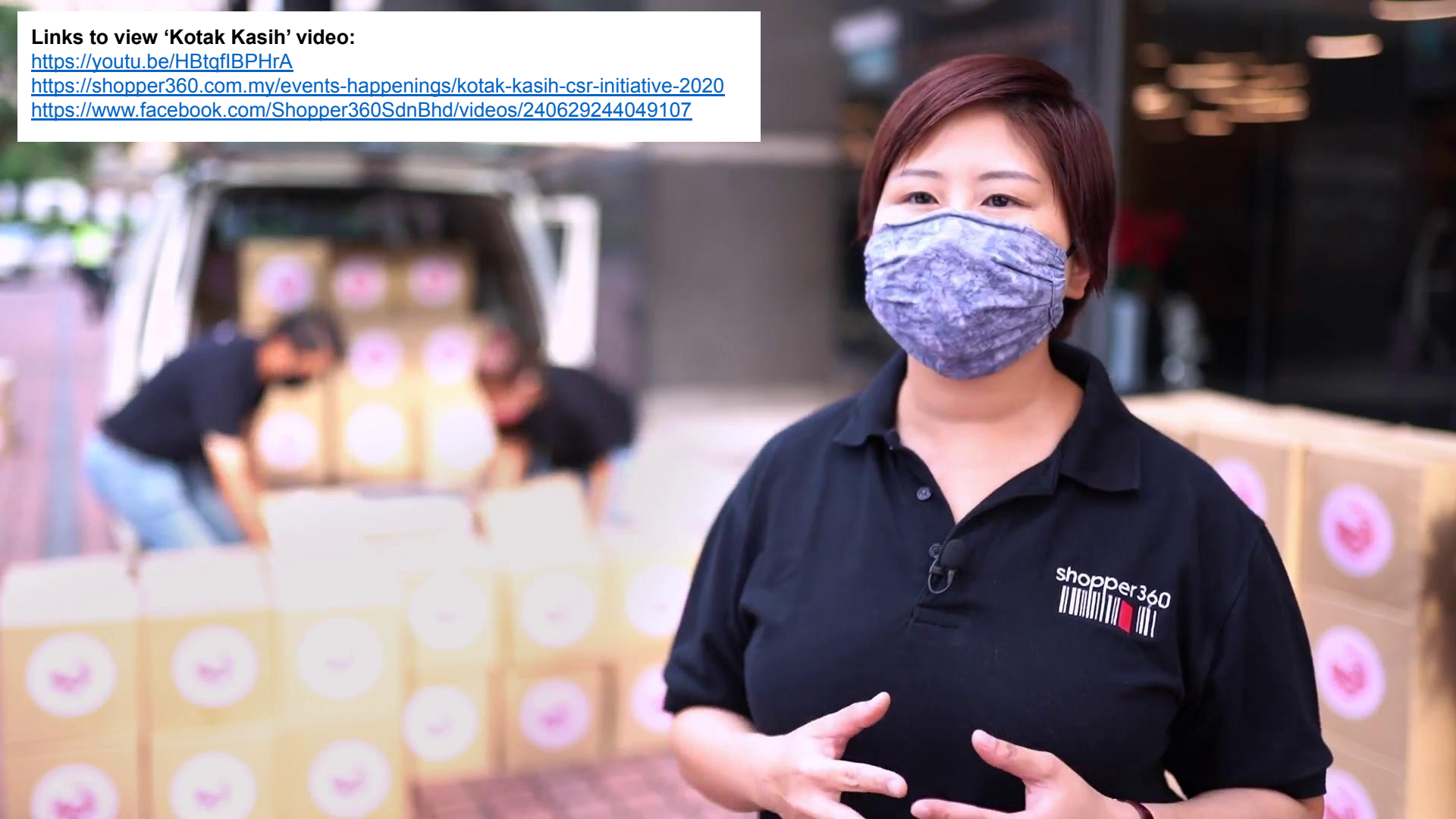


Links to view 'Kotak Kasih' video:

<https://youtu.be/HBtqflBPHrA>

<https://shopper360.com.my/events-happenings/kotak-kasih-csr-initiative-2020>

<https://www.facebook.com/Shopper360SdnBhd/videos/240629244049107>



2. Financial Highlights

Financial Highlights

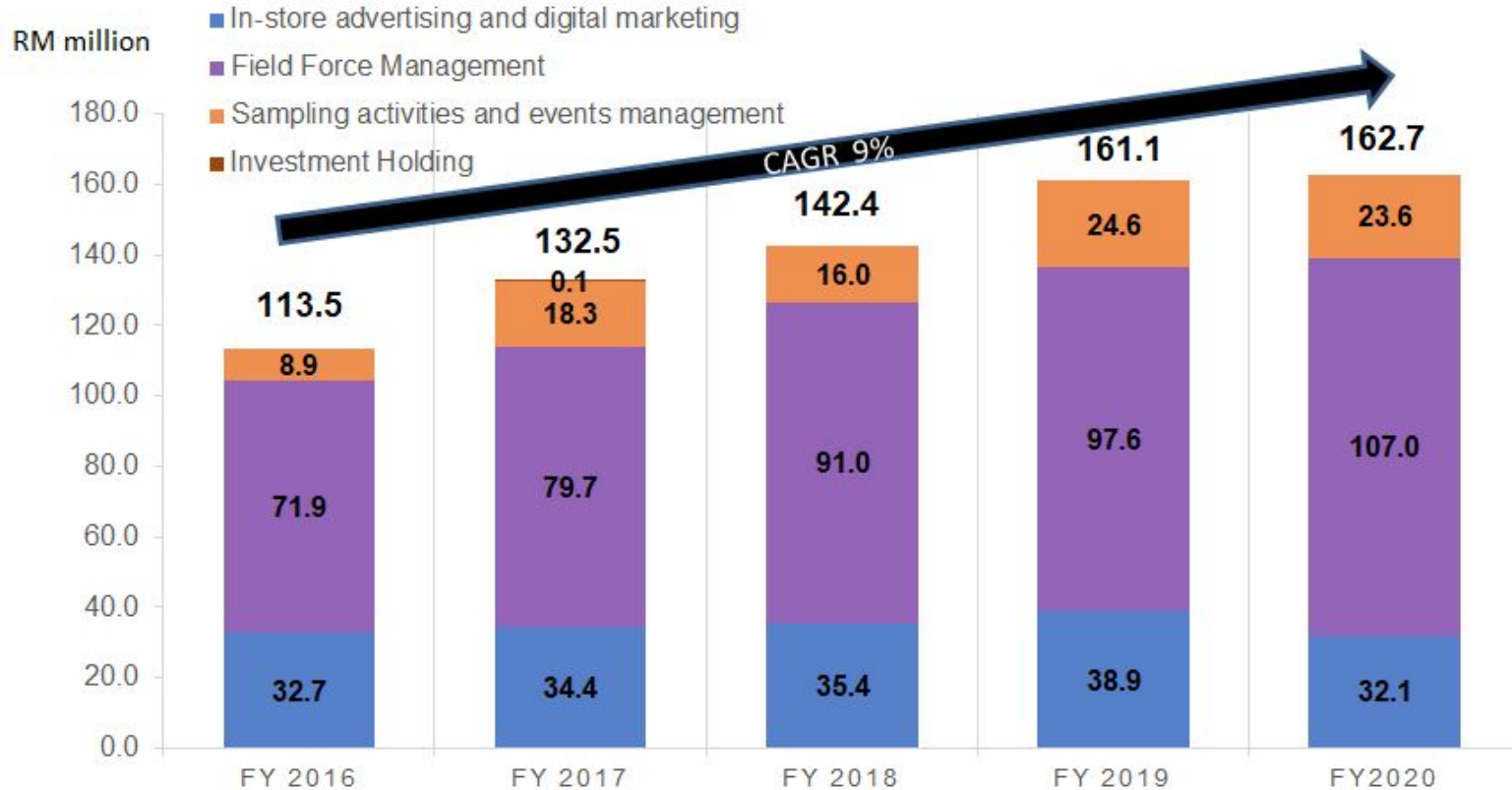
	FY2020 ⁽¹⁾		FY2019 ⁽¹⁾		Change
	RM million	As a percentage of Revenue (%)	RM million	As a percentage of Revenue (%)	%
Revenue	162.7	-	161.1	-	1
Gross Profit	39.7	24	42.6	26	-7
EBITDA	10.6	7	9.9	6	7
Profit before taxation	7.0	4	7.8	5	-10
Profit after taxation	3.6	2	5.4	3	-33
Net Profit Attributable to Equity Holders of the Company	3.0	2	5.2	3	-42

(1) Financial year ended 31 May.

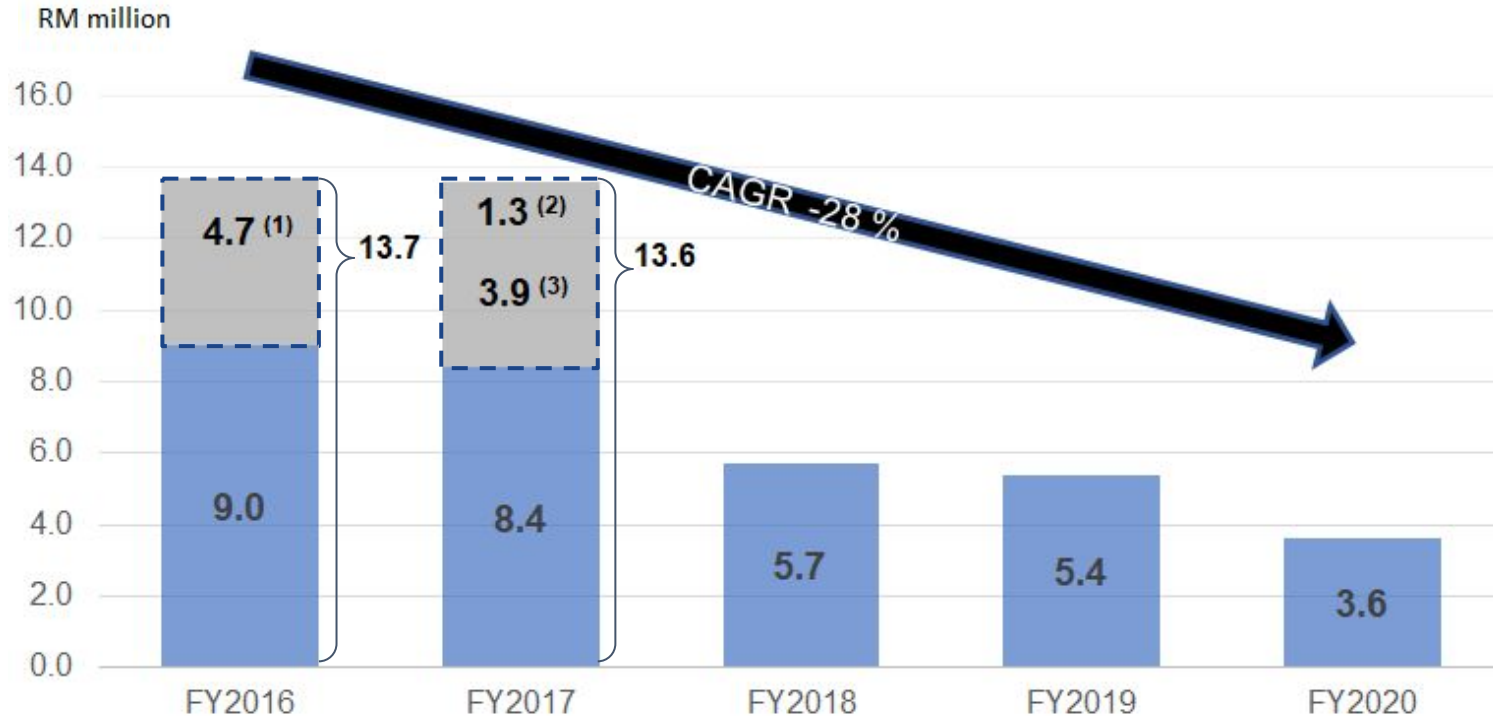
Business Segments

Business Activity	Revenue (RM million)		Change	Profit (RM million)		Change
	FY2020	FY2019	%	FY2020	FY2019	%
In-store advertising and digital marketing	32.1	38.9	-17%	-1.9	-0.5	-280%
Field Force Management	107.0	97.6	10%	5.3	4.7	13%
Sampling activities and events management	23.6	24.6	-4%	0.4	1.3	-69%

Revenue

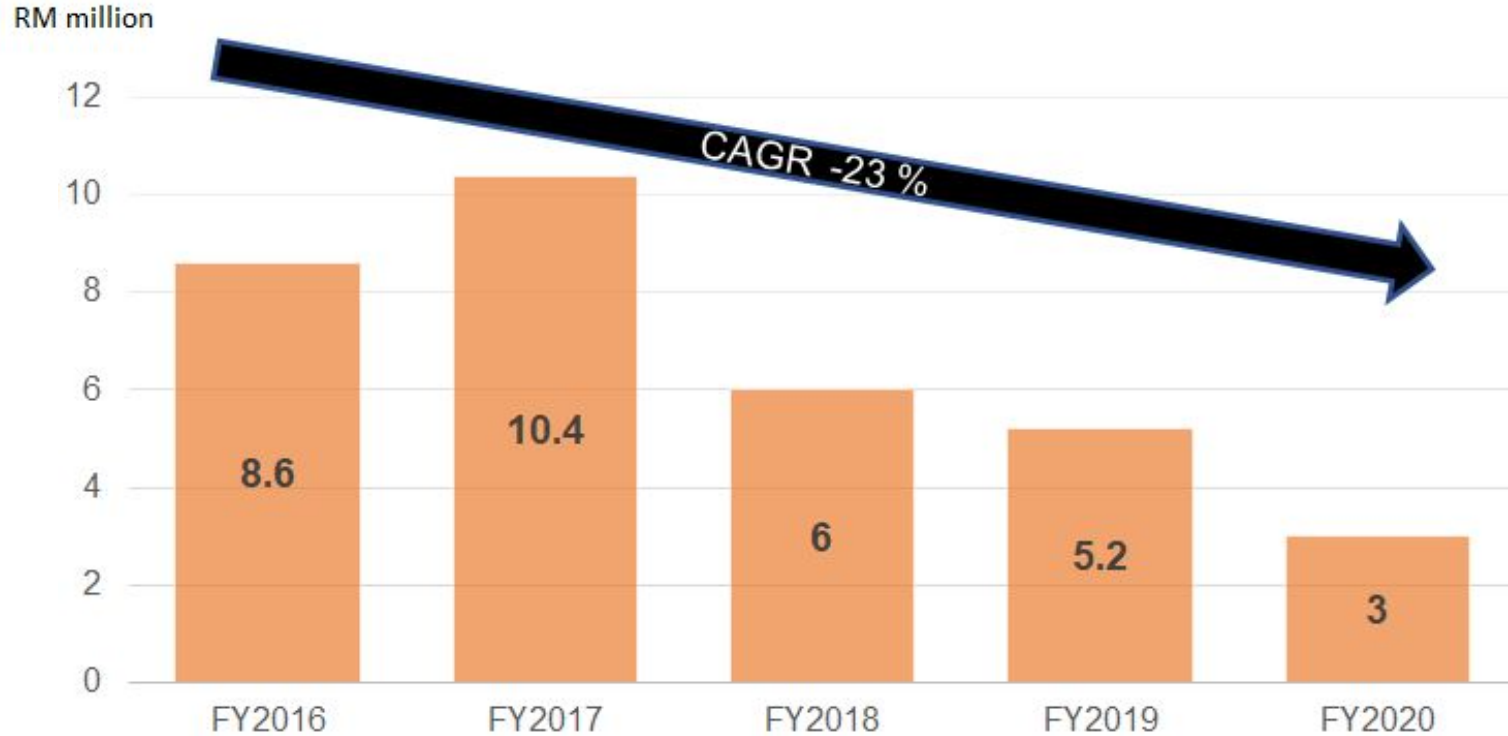


Profit After Tax



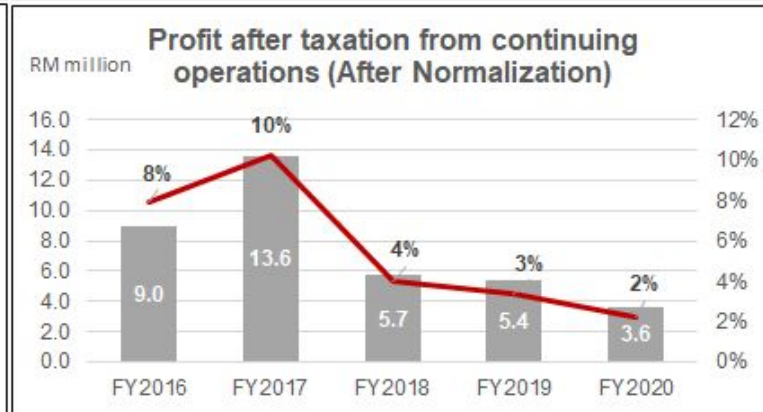
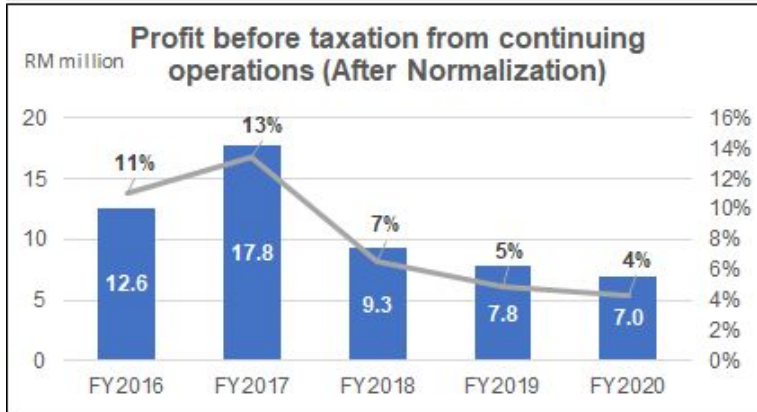
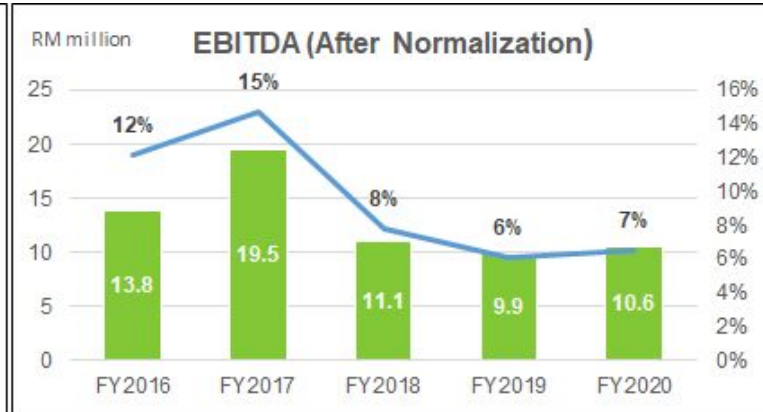
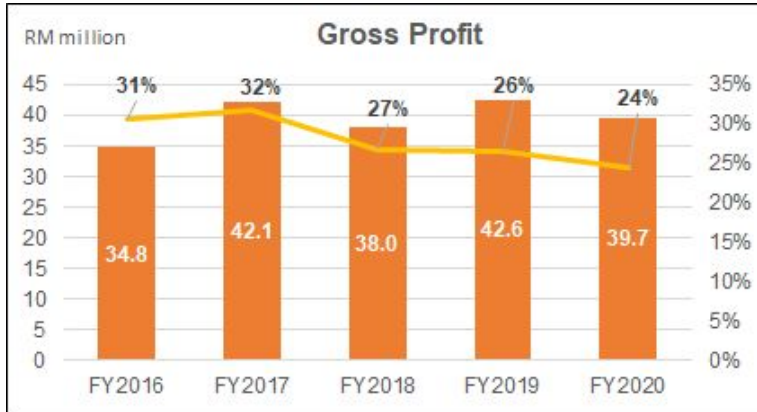
- (1) One-off gain on disposal of properties in FY2016.
- (2) One-off fees paid to a professional adviser in respect of the IPO.
- (3) One-off listing expenses incurred in respect of the IPO.

Net Profit Attributable To Equity Holders



Our 5 Year Performance

* Percentages are in comparison against revenue



Normalization refers to adjustments of one-time gains/charges, comprising one-off expenses incurred in respect of the Company's IPO, comprising listing expenses of RM3.9 million and fees paid to a professional adviser of RM1.3 million, in FY2017

Key Financial Indicators

	FY 2020	FY 2019	FY 2018	FY 2017	FY 2016
Return on equity ⁽¹⁾ (After Normalization)	6%	10%	13%	37%	23%
Earnings per share ⁽¹⁾⁽²⁾ (After Normalization) (RM cents)	2.62	4.53	5.25	9.06	7.50

- 1. Normalization refers to adjustments of one-time gains/charges, comprising 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.*

Dividend Payout for FY 2020

There will be no dividend payout as we want to stand in solidarity with our employees who received no bonus and increment due to COVID-19.

3. Growth Plans

Growth Within Segments

Instore Advertising & Digital Marketing

1. **Vending Machines** services with Digital Screens
2. **Digital screens** in Malaysia, Myanmar and Singapore (for advertising content)

Field Force Management

1. **Continued enhancement on software** to manage merchandiser's performance and on-field supervision
2. **Service Innovation** for greater cost efficiency

Sampling & Event Management

1. **Digital Add-Ons** to events and promoter services
2. **Diversify** client base
3. **Myanmar to** strengthen offerings and build a stronger credential base

Our Focus

1. M&A – Setting aside a pool of funds for investment into complementary services / start-ups

2. Diversify- With Covid-19 impact, we need to look into new streams of revenue

3. Digitalise – Looking at processes that need to be digitalised within each segment which has helped us garner new business because of certain automations which we have implemented.

shopper360



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Affiliate



International

