



shopper360 Limited

Investors Presentation

26th September 2019

shopper360 group of companies

POSAD
MEDIA AD

Jump
RETAIL

shopper+

TRISTAR
SYNERGY

Gazelle
ACTIVATION

Retail
GALAXY

B boostorder

Affiliate:

International:

shopper+
SINGAPORE

shopper+
MYANMAR





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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

KEY MILESTONES



Founding of **POS AD**, an in-store advertising agency

1986

1990

AMCORP Group, a public listed co invests in POS AD



POS AD won **Enterprise 50 Award**

2001

2002

Jump Retail, a full field force management services agency was established



KPF takes a 30% minority stake in the group and increases it to 49% in 2009

2006

2014

POS AD awarded top 10 spot in **SME100 2014** Malaysia's Fast Moving Companies

SHOPWAVE, a mobile app using beacon technology was created



2015

Acquired 49% of **Tristar Synergy**, a promoter and events company; with remaining 51% acquired in 2017



2016

Rebranded from POS AD Group to **shopper360**



KEY MILESTONES

Successful listing on **SGX – CATALIST**
on 30 June 2017

2017 **SGX**



Signs joint venture with **PAHTAMA** Group in Myanmar



City Mart became our first retail network in Myanmar



Invested 11% in **BOOSTORDER**



2018



Wins **HR Asia** award



Appointed as **Spotify** re-seller



360 services with **Shell Petrol**



myNEWS.com joins our retail network

2019



Wins in-store media concession for **FAIRPRICE SG**





GROUP STRENGTH OF 350 PERMANENT STAFF & 2,500 CONTRACT STAFF

“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

shopper360
TECHNOLOGY
CREATE
THE
FUTURE

Instore Advertising &
Digital Marketing

POSAD
MEDIA AD

shopper+

Field Force
Management

JUMP
RETAIL

Retail
GALAXY

Sampling & Event
Management

TRISTAR
SYNERGY

Gazelle
ACTIVATION

1. Corporate Growth Achievements



Myanmar Business Is Profitable

In-Store Advertising is a welcome format amongst advertisers and having first mover advantage in this market contributed to the first year being profitable.



Singapore Business Gaining Traction

Within 5 months, we have gained more than 10 brands as advertisers within the NTUC Fairprice stores



New Clients & New Services (Malaysia & Singapore)

Extending new services to existing clients while acquiring new customers outside existing FMCG¹ client base.



TAYLOR'S
UNIVERSITY
Wisdom • Integrity • Excellence



¹ Fast Moving Consumer Goods (FMCG)

Newly Acquired Clients (Myanmar)

shopper360
VILLAGE III
CREATE
THE
FUTURE



Opportunity to grow with our clients and provide 360 services

Shell continues to work with shopperplus Malaysia to provide retail consultancy, retail audit and contest fulfilment

shopper360
TUMBUH MALAYSIA
**CREATE
THE
FUTURE**



SHELL CONTEST PROJECT

- **More than 60 weeks** combined contest period
- Over **2,000,000+** combined entries
- Over 1,000+ winners



Opportunity to grow with our clients and provide 360 services

Shell utilized our promoter services and back end support for their staff and trade programmes.

Shell Helix Express Promoter Activation



Gazelle
ACTIVATION

Raising awareness of
Shell Helix Express
'Oil change in 15 minutes'

Brand Ambassadors to promote
Shell Helix Express & highlight
promotion offered to induce trial.

SHELL FULFILMENT PROJECT

- Support over 900+ stations and over 4,000+ site staffs
- Scope includes: redemption, sales report processing, reimbursement, system support and reporting



2. Financial Highlights

Financial Highlights

Summarized Breakdown	FY ⁽¹⁾ 2019		FY ⁽¹⁾ 2018		Change
	RM million	As a percentage of Revenue	RM million	As a percentage of Revenue	%
Revenue	161.1	-	142.4	-	13
Gross Profit	42.6	26	38.0	27	12
EBITDA	9.9	6	11.0	8	-10
Profit before taxation	7.8	5	9.3	7	-16
Profit after taxation	5.4	3	5.7	4	-5
Net Profit Attributable to Equity Holders of the Company	5.2	3	6.0	4	-13

(1) Financial year ended 31 May.

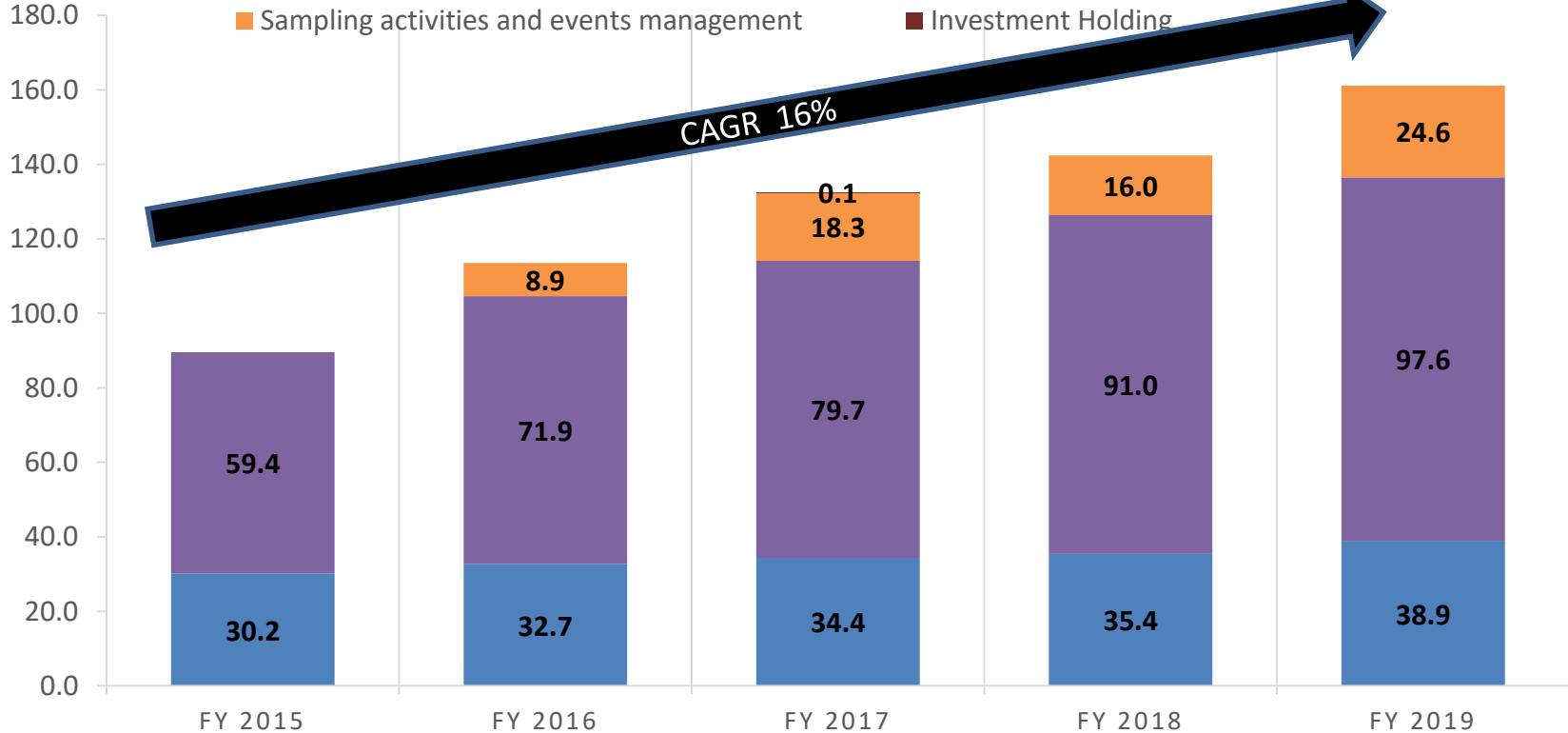
Business Segments

RM million	Revenue		Change	Profit		Change
	FY2019	FY2018	%	FY2019	FY2018	%
In-store advertising and digital marketing	38.9	35.4	10%	-0.5	1.7	-130%
Field Force Management	97.6	91.0	7%	4.7	4.2	12%
Sampling activities and events management	24.6	16.0	54%	1.3	0.4	225%

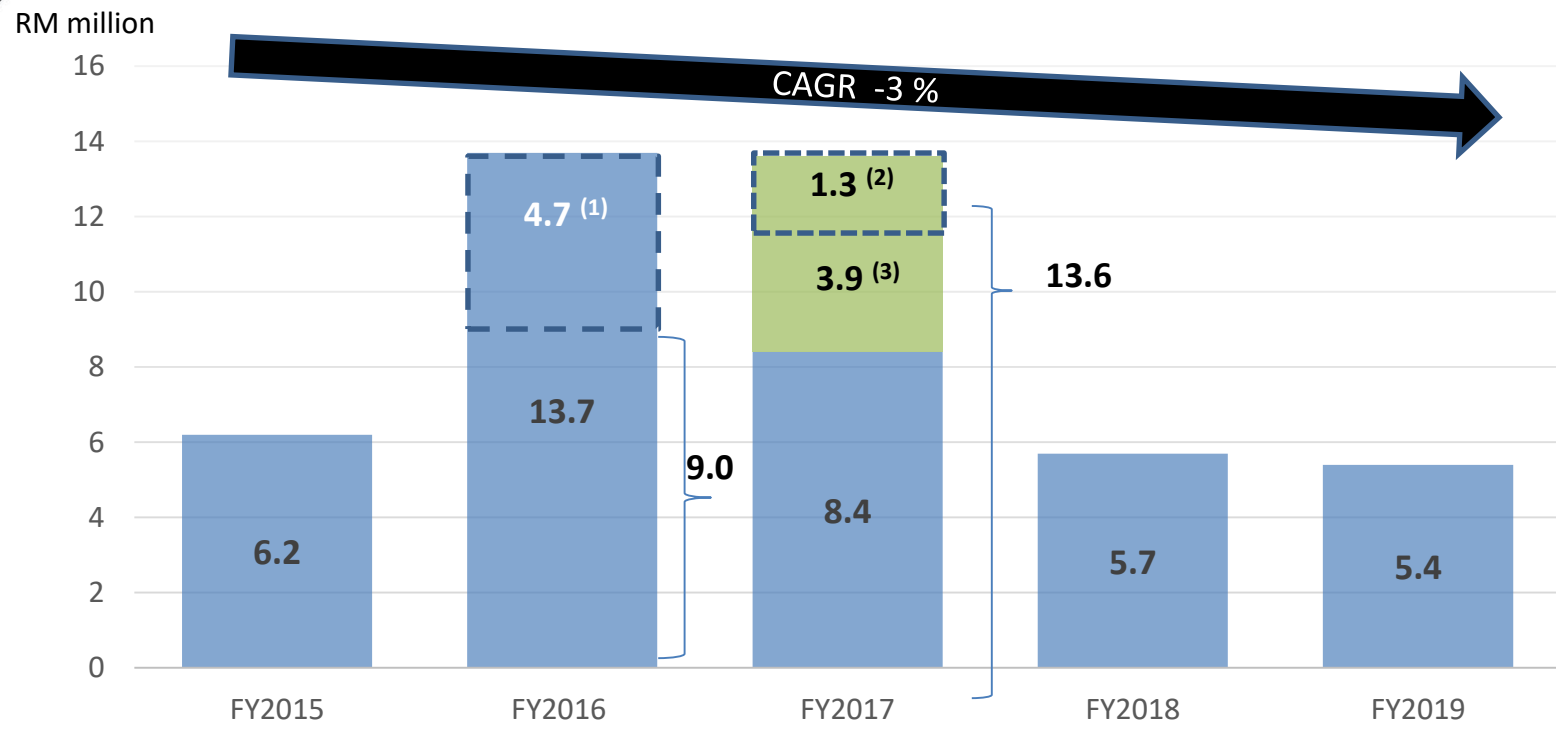
Revenue

RM million

- In-store advertising and digital marketing
- Field Force Management
- Sampling activities and events management
- Investment Holding



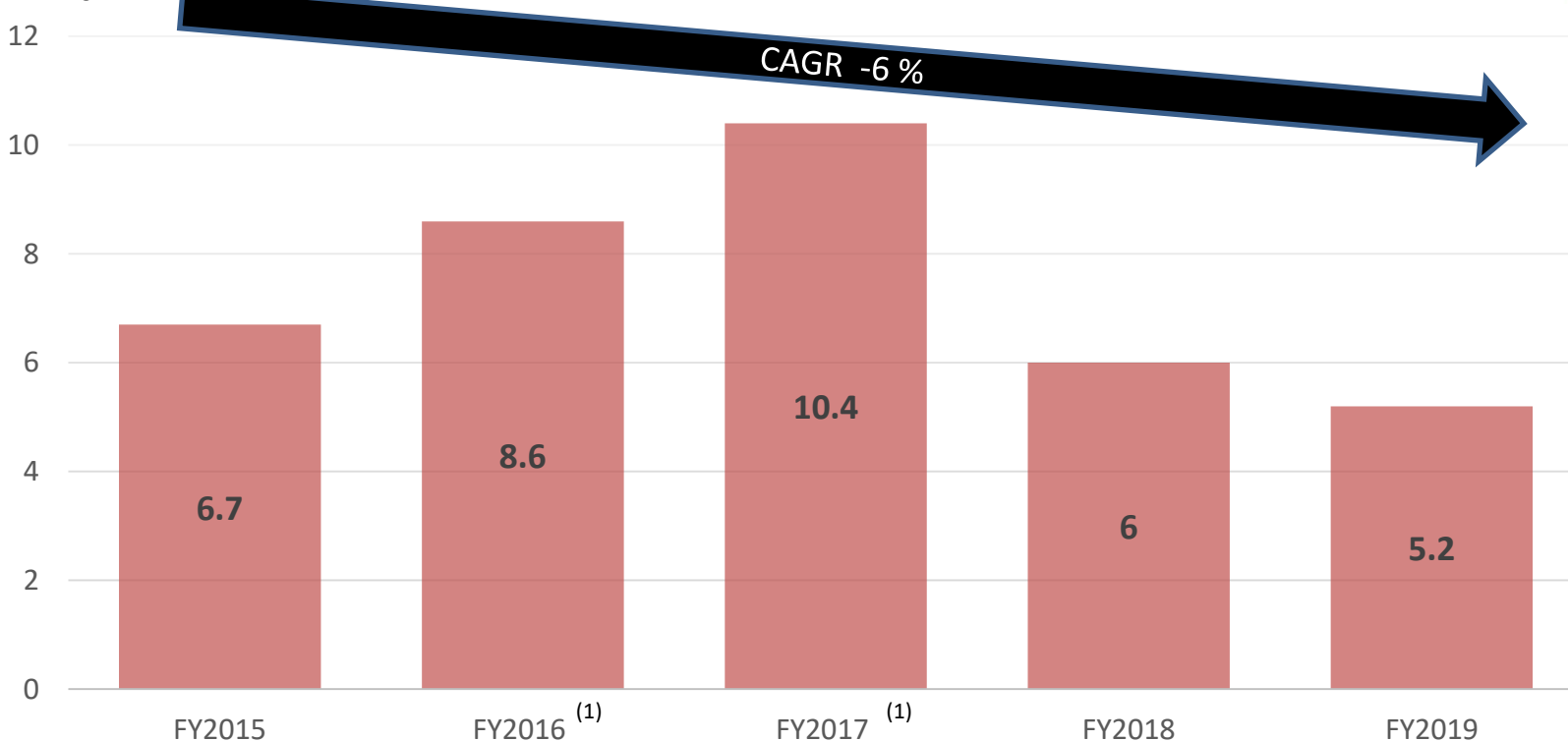
Profit After Tax



(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

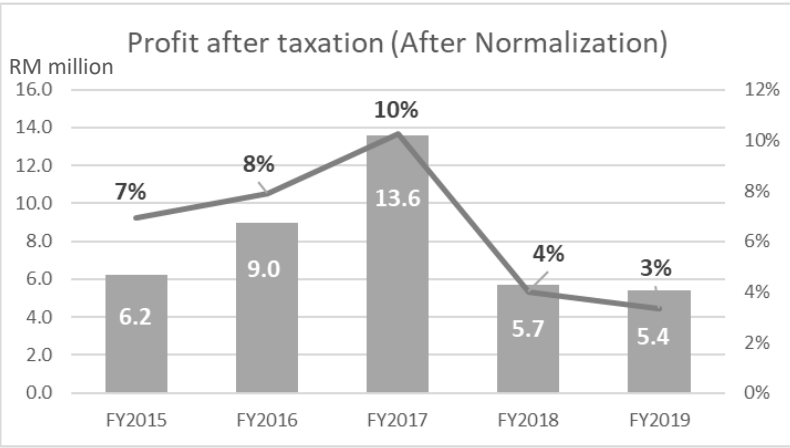
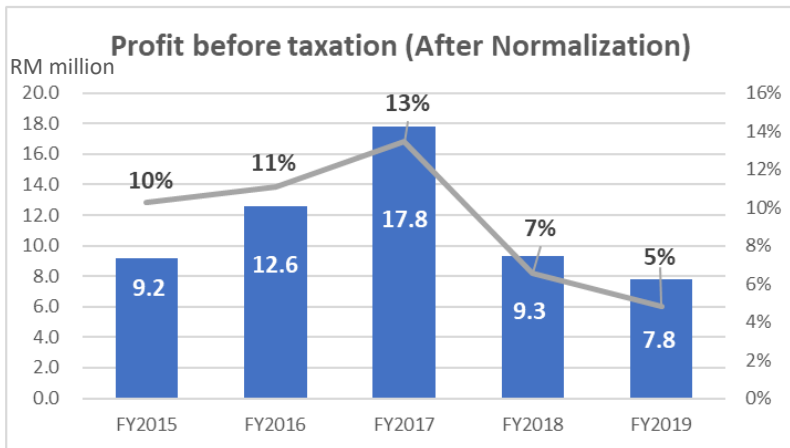
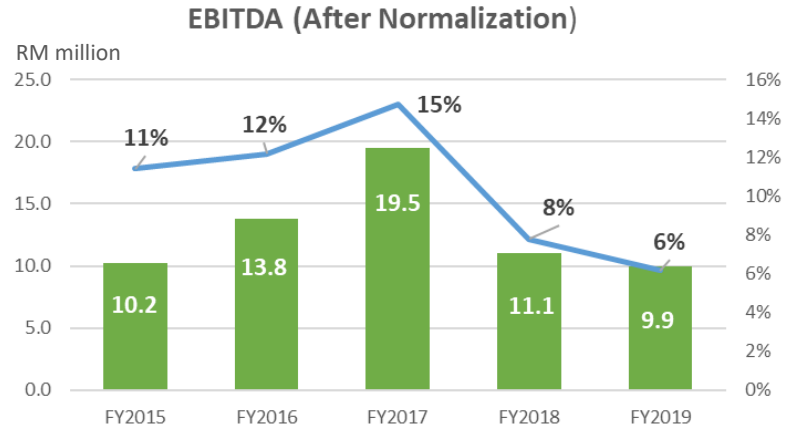
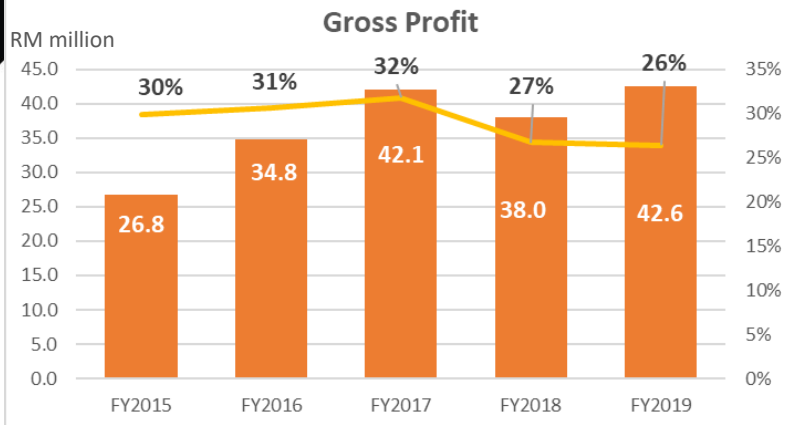
RM million



(1) After normalization. Normalization refers to adjustments of one-time gains/charges, comprising 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 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 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 2019	FY 2018	FY 2017	FY 2016
Return on equity ⁽¹⁾ (After Normalization)	10%	13%	37%	23%
Earnings per share ⁽¹⁾⁽²⁾ (After Normalization) (RM cents)	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.

3. Growth Plans

Growth Within Segments

Instore Advertising & Digital Marketing

- 1. New retailer network:** Aeon Orange, Capital Hypermarket, Grab & Go Convenience stores in Myanmar.
- 2. Large format digital screens** in City Mart Network of Stores

Field Force Management

- 1. New & improved software** to manage merchandiser's performance and on-field supervision
2. Further extending customer base to **non-FMCG¹ customers**

Sampling & Event Management

- 1. Increase services to existing clients**
- 2. Diversify client base**
- 3. Setting up own operations team in Myanmar**

¹ Fast Moving Consumer Goods (FMCG)

Our Focus

- 1. Brand Trust** – Be a service provider customers can continue to put their trust in, by doing what we say we will do, listening to customers and delivering results for our customers.
- 2. Innovation** – Be willing to adapt and adopt new technology to be more effective and efficient in providing our services to our customers.
- 3. Strengthen our core competencies** – Be excellent in the services we provide. Discover gaps as a group and acquire those skills required to help customers grow in their business.



THANK YOU

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