

AGM & Investor Presentation

27 SEPTEMBER 2018

DISCLAIMER

This presentation does not constitute, or form any part of any offer for sale or subscription of, or solicitation of any offer to buy or subscribe for, any securities in shopper360 Limited (“**shopper360**”) in Singapore or any other jurisdiction nor shall it or any part of it form the basis of, or be relied on in connection with, any investment decision, contractor commitment whatsoever in this or any jurisdiction.

This presentation may contain forward-looking statements that involve assumptions, risks and uncertainties. Actual future performance, outcomes and results may differ materially from those expressed in forward-looking statements as a result of a number of risks, uncertainties and assumptions. You are cautioned not to place undue reliance on these forward-looking statements, if any, which are based on the current view of management on future events. If you are in doubt as to the action you should take, you should consult your legal, financial, tax or other professional adviser(s) immediately.

The information contained in this presentation has not been independently verified. No representation or warranty expressed or implied is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Neither shopper360 nor any of its affiliates, advisers or representatives shall have any liability whatsoever (in negligence or otherwise) for any loss howsoever arising, whether directly or indirectly, from any use, reliance or distribution of this presentation or its contents or otherwise arising in connection with the presentation.

The past performance of shopper360 is not indicative of the future performance of shopper360. The value of shares in shopper360 and the income derived from them may fall as well as rise. Shares of shopper360 are not obligations of, deposits in, or guaranteed by, shopper360 or any of its affiliates. An investment in shares of shopper360 is subject to investment risks, including the possible loss of the principal amount invested.

*This presentation has been prepared by shopper360 Limited (the “**Company**”) and its contents have been reviewed by the Company’s sponsor, ZICO Capital Pte. Ltd. (the “**Sponsor**”), for compliance with the Singapore Exchange Securities Trading Limited (“**SGX-ST**”) Listing Manual Section B: Rules of Catalist. The Sponsor has not independently verified the contents of this presentation.*

This presentation has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this presentation, including the correctness of any of the statements or opinions made or reports contained in this presentation.

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 Summary
3. Growth Plans

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

360 solutions: A *one-stop* shopper marketing agency

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

Upstream

Downstream





Corporate Growth Achievements

New Offering: Digital Media with Spotify



- Pos Ad is the media reseller in Malaysia for Spotify, a music streaming app that reaches **2 million active users in Malaysia** ⁽¹⁾
- Spotify users are urban, young, and have a high propensity to spend. **51% of its listeners are aged 18-24 years of age** and spend more than **2hrs a day** on the platform ⁽¹⁾
- As part of its **push for O2O solutions**, Pos Ad provides opportunity for advertisers to reach shoppers before they enter the store through Spotify

(1) Information provided by Spotify

New Channels: myNews.com & Shell Petrol Marts



Shell

more than news

myNEWS.com

- Pos Ad recently added **2 convenience channels (myNews.com & Shell Petrol Marts)** to our network, as part of tapping into the growth of consumers going to these channels for fresh food and food-to-go offerings ⁽¹⁾
- Pos Ad provides in-store advertising services to brand owners of consumer products in over **2,800 hypermarkets, supermarkets, pharmacies, petrol marts and convenience chain stores across 184 towns in Malaysia**
- **In-store media is at 85% reach**, with Malaysians shopping for groceries an average of **2.7 times a month**. Advertising at point of sale tend to encourage shoppers to make **impulsive purchases** and **51%** of them have their purchase decisions influenced by advertisements in supermarket or hypermarket ⁽²⁾

(1) THE FOUR KEY INFLUENCERS OF CONVENIENCE STORE SHOPPERS IN 2018,

<https://www.nielsen.com/eu/en/insights/news/2018/perspectives-four-key-influencers-of-convenience-store-shoppers-in-2018.html>

(2) MALAYSIA MEDIA SUMMARY BY NIELSEN (JAN – DEC 2017)

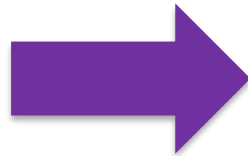
New Offering: Sales Ordering System with Merchandising Software



CLVER

+

 boostorder



Deep link of our merchandising apps with Boostorder sales ordering modules

- Sharing of inventory data for order prompting
- Work in offline environment
- Connectivity between 2 apps
- Pilot run with mattel since mid June 2018

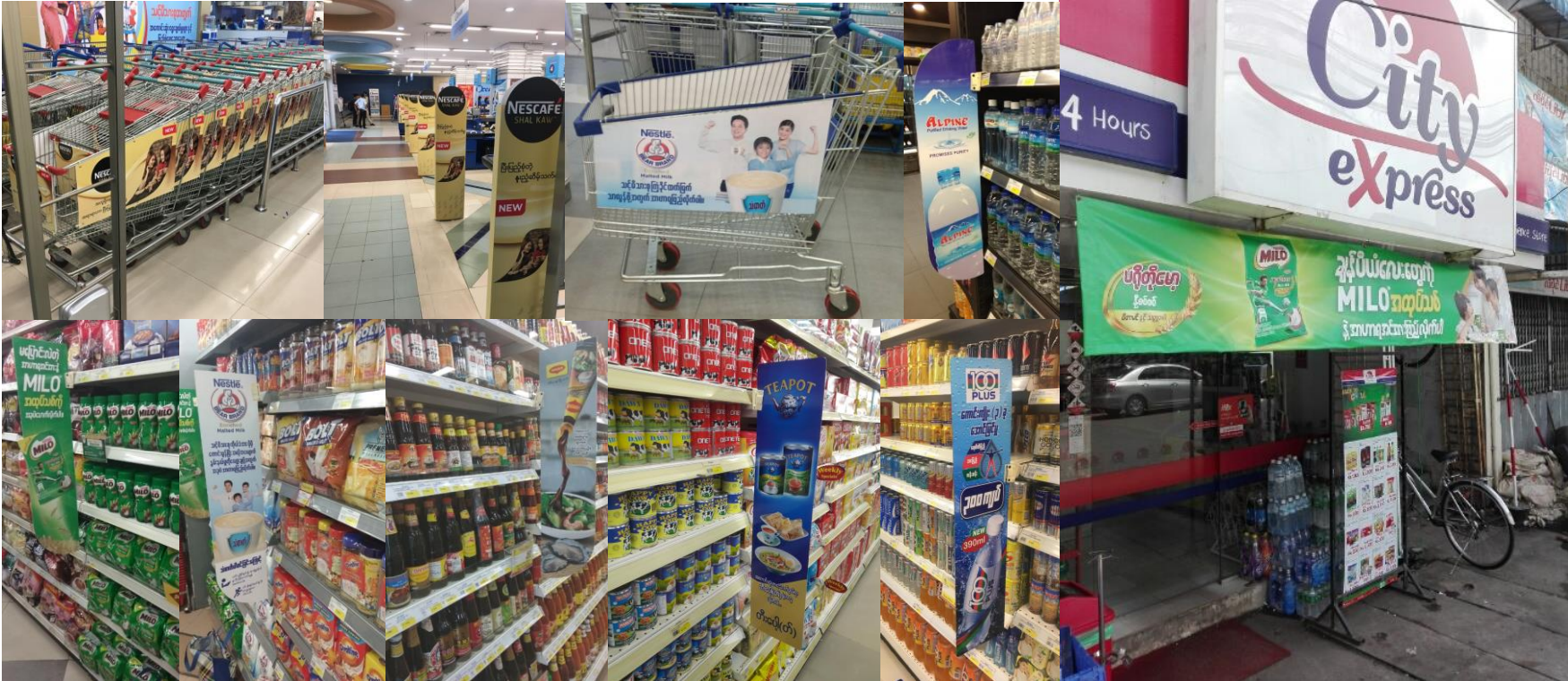
Myanmar Media Business Expansion

Annualised Revenue Secured > USD500K

shopper360



shopper+
MYANMAR



Activation & Visual Merchandising Services



Extending our services to clients of Pahtama Group and Premium Distributor.

Newly Acquired Clients -> Striving for 360

	In-Store Advertising & Digital Marketing	Field Force Management	Sampling Activities and Events Management
SHELL PETROL			
NESTLE			
MEAD JOHNSON MALAYSIA			
DANONE DUMEX			
COTRA			
GCH RETAIL			
BURGER KING MY & SG			
ETIKA			
SPOTIFY			
FERRERO			
LEGO			





Fulfilment: SITE HERO PROGRAM

- Game of Hero - rewards redemption for site hero for completing challenges (upselling, etc)
- Points2go - rewards redemption for service points rewards based on sales achievements

shopper+

CONVENIENCE RETAILING (CR)

Retail Consultancy : SHOP DOCTOR PROGRAM

- Brilliant Basics (4P at retail floor)
- Category Consultation (Opportunity & Gap)
- Layout & Format Alliance (Data & Insight Gatherings)

Jump
RETAIL
A shopper+ company

Instore Media Advertising : Media Sales

- Select Instore Media seller : 539 outlet nationwide
- Chillers & Product Banners at Gondola
- Monolith (200 outlets), our first “OOH”

POSAD
MEDIA



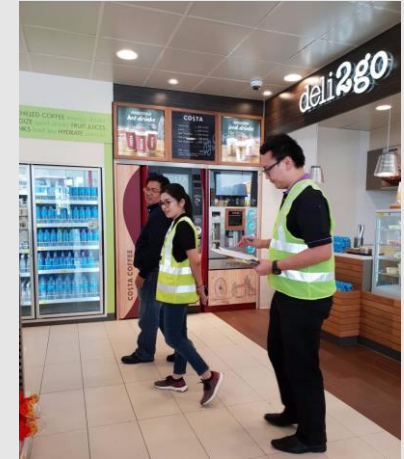
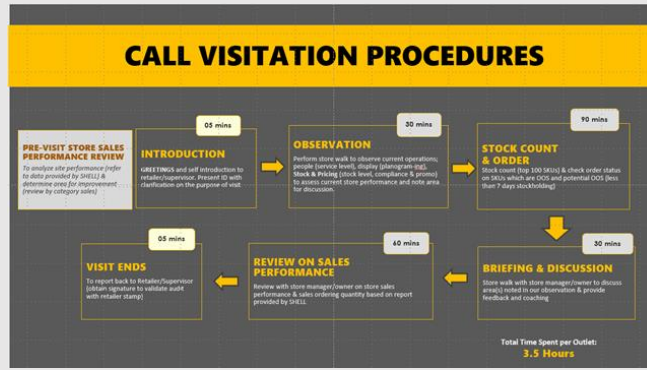
141 sites in Central region
1 visitation per months over 12 months



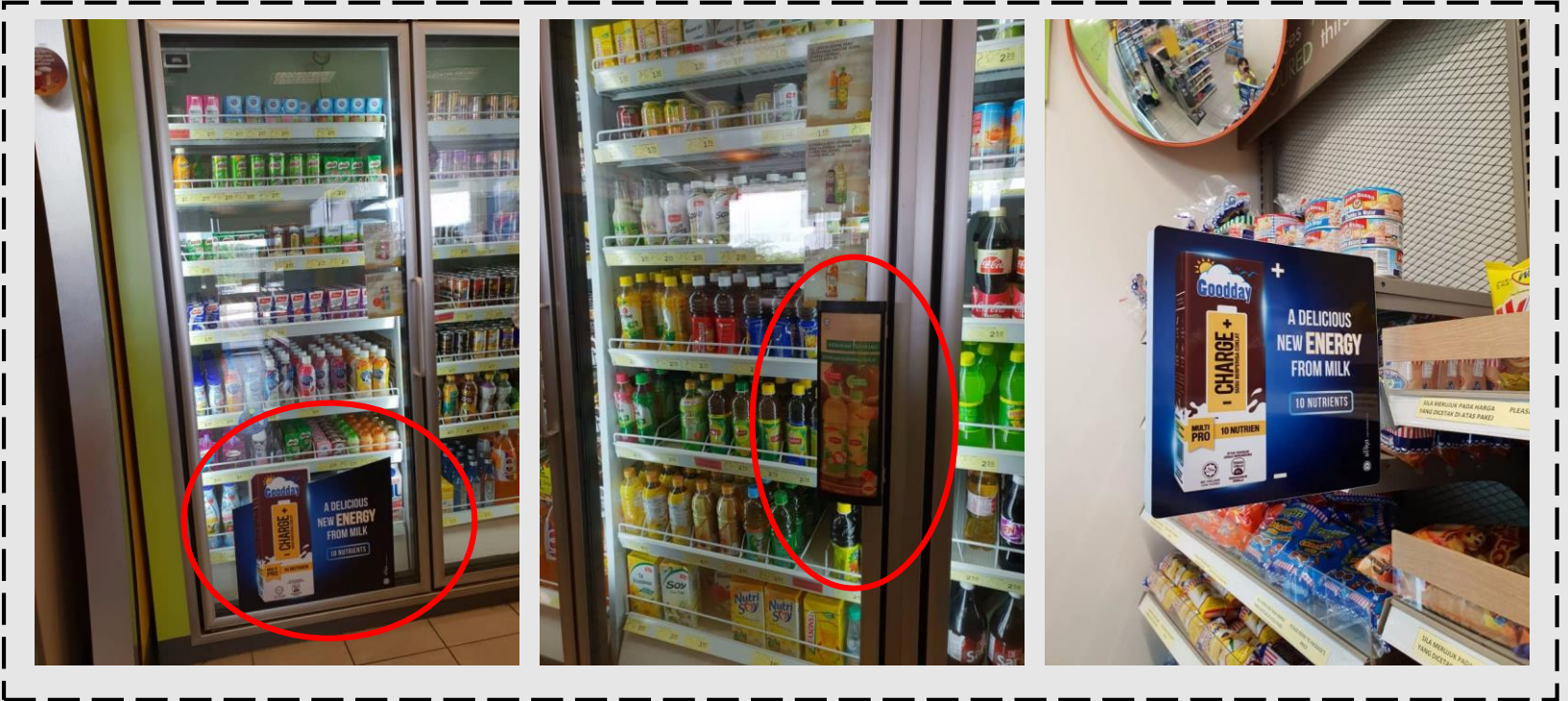
Aggregation of issue(s) and
customizing of solutions roll
out via revisit & SOP



Target to achieve 10% increase in
sales yoy for 141 sites



1st Visitation @ 19 April 2018 at SH Putrajaya



Our 1st media installation for Etika/Pemanis for Goodday & Lipton Ice Tea across 200 shell outlets in Central Region



Commercial Lubs : Fulfilment for Mechanic
Reward Program : Advance4U

- Processing of rewards point via caps collection
- Redemption of rewards

shopper+

LUBRICANTS (LUBS)

Retail Lubs : Contest Management

- Shell Advance Ducati Contest
- Processing of winners rewards including verification & mailing of awards
- Reporting to shell on fulfilment status

shopper+

CSR – Business with a heart



CSR – Business with a heart



Raised
RM78,000 to
build a home
for an Orang
Asli Family in
Gopeng, Perak

A team of **30
Volunteers** took
3D2N of
personal time
to build the
home



Financial Summary

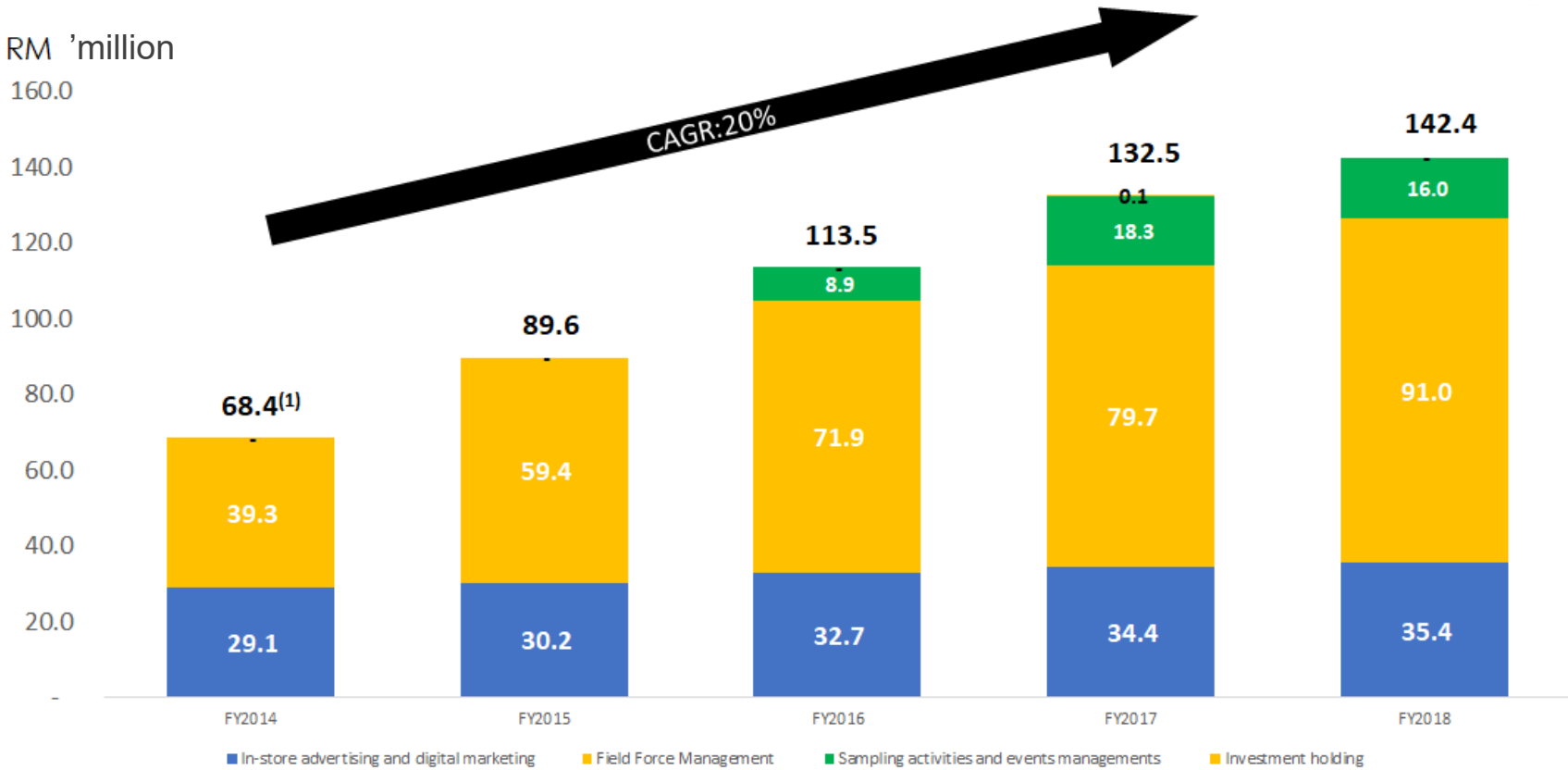
Financial Summary

	FY2018		FY2017		Change
	RM 'million	% ⁽²⁾	RM 'million	% ⁽²⁾	%
Revenue	142.4	100	132.5	100	7
Gross profit	38.0	27	42.1	32	-10
EBITDA	11.0	8	19.4 ⁽¹⁾	15	-43
Profit before taxation from continuing operations	9.3	7	17.8 ⁽¹⁾	13	-48
Profit after taxation from continuing operations	5.7	4	13.6 ⁽¹⁾	10	-58
Net profit attributable to equity holders of the Company	6.0	4	10.4 ⁽¹⁾	8	-42

(1) Includes one-off expenses incurred in respect of the initial public offering of shopper360 ("IPO"), comprising listing expenses of RM3.9 million and fees paid to a professional adviser of RM1.3 million.

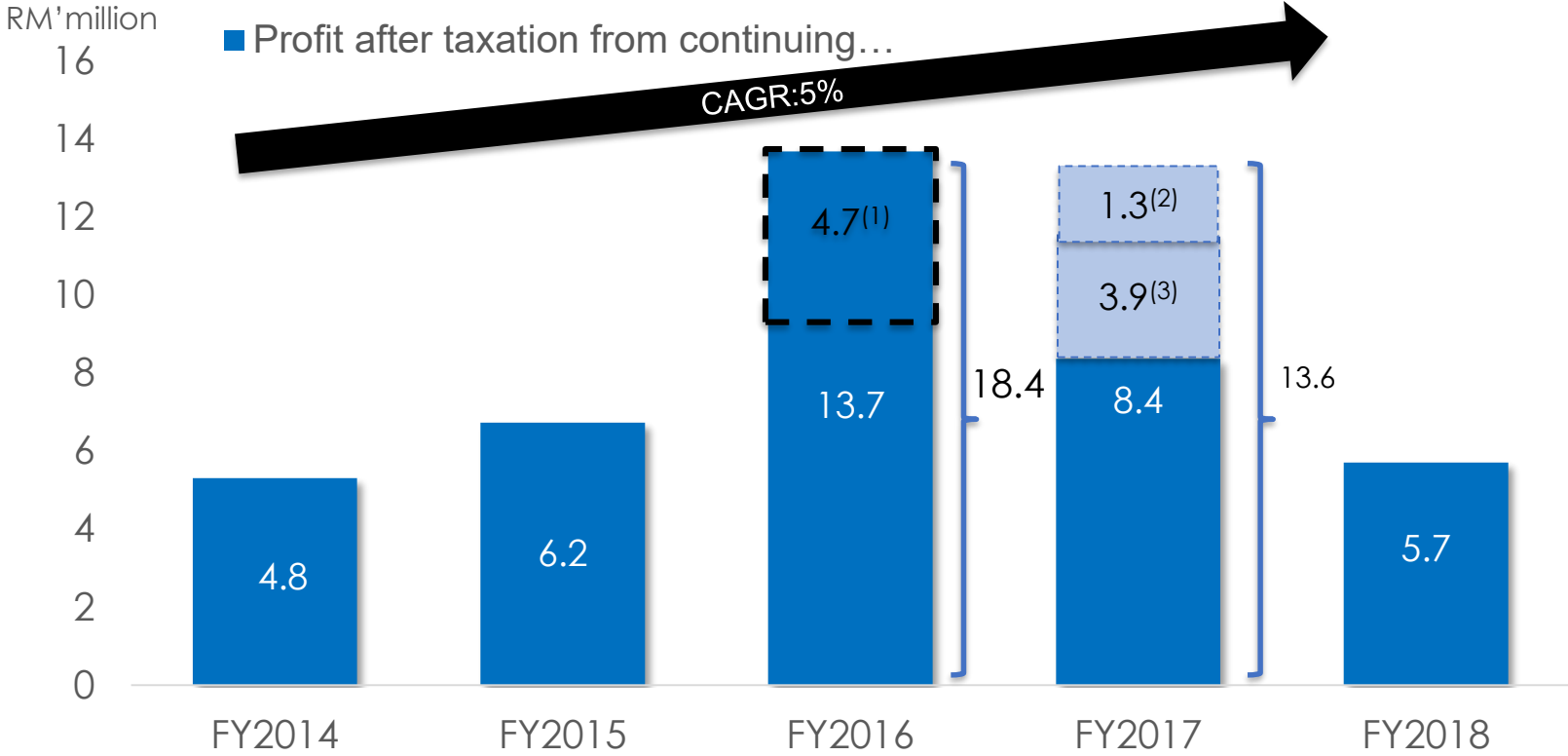
(2) Percentages are in comparison against revenue.

Revenue



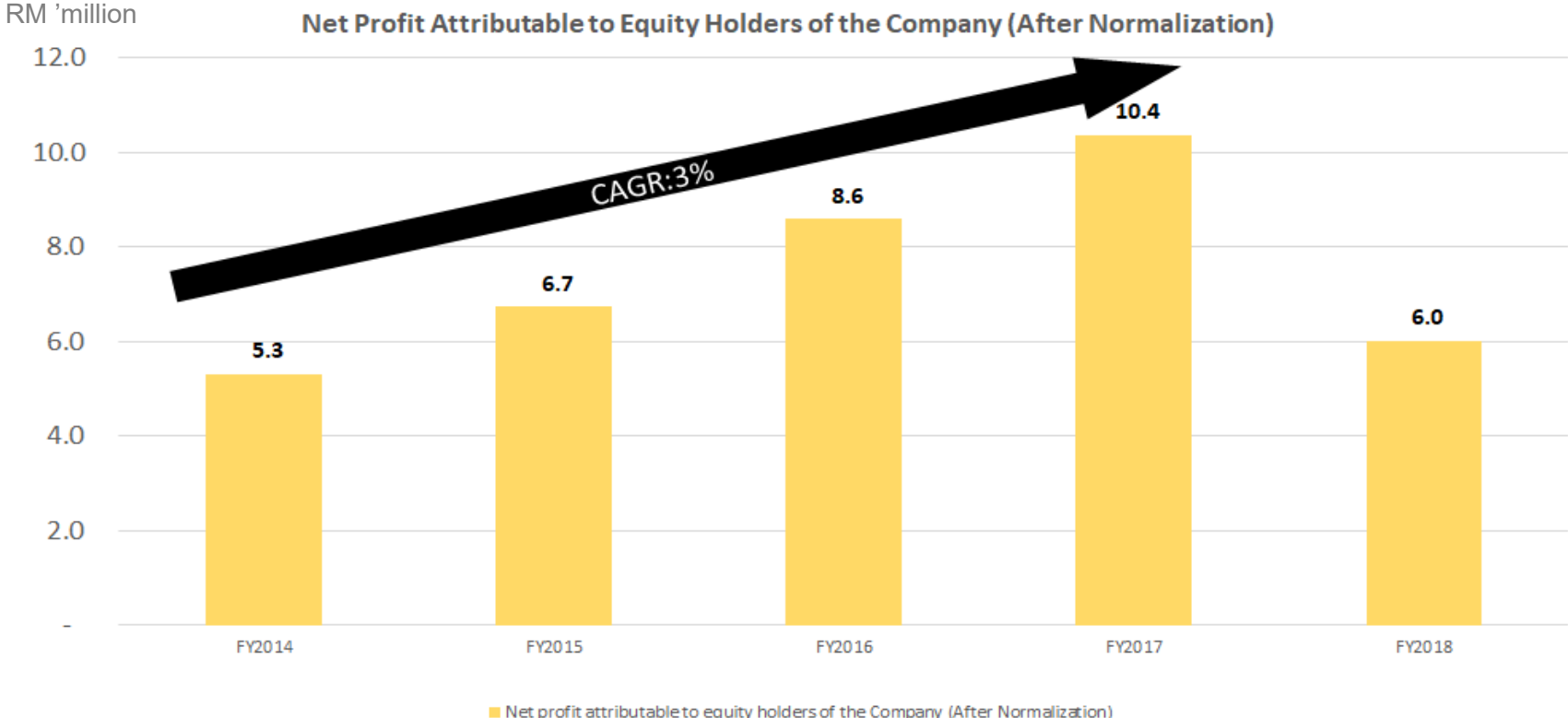
(1) Excludes other revenue of RM4,000 which comprise one-off sales of computer to a former subsidiary of shopper360, Captivate Sdn. Bhd.

Profit After Taxation 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



(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.

	FY2018	FY2017
Return on equity ⁽¹⁾ (After Normalization)	13%	37%
Return on total assets ⁽¹⁾ (After Normalization)	22%	18%
Earnings per share ⁽¹⁾⁽²⁾ (After Normalization)(RM cents)	5.25	9.06
<p>(1) 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.</p> <p>(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 (after normalization) and the Company's post-IPO issued and paid-up share capital of 114,400,000 shares.</p>		

Business Segments

Provides Integrated Shopper Marketing Services

**IN-STORE
ADVERTISING AND
DIGITAL MARKETING**



**FIELD FORCE
MANAGEMENT**



**SAMPLING
ACTIVITIES AND
EVENTS
MANAGEMENT**



Business Segments

Profit After Tax From Continuing Operations

**IN-STORE
ADVERTISING AND
DIGITAL MARKETING**

**FIELD FORCE
MANAGEMENT**

**SAMPLING
ACTIVITIES AND
EVENTS
MANAGEMENT**

FY2017 (RM 'million)	FY2018 (RM 'million)	Notes
6.2	1.7	<ul style="list-style-type: none"> Lower in-store investment from clients due to cautious environment and also store revamp of one retail partner resulted in lower high margin revenue stream which was replaced by new creative revenues which had lower margins Stretched resources during set up of new businesses FY2017 included RM0.5m one-off gain on sale of financial asset
4.3	4.2	<ul style="list-style-type: none"> Higher revenue of RM11.4m with incremental RM10m of cost Offset by higher tax and allocated costs
3.5	0.4	<ul style="list-style-type: none"> Lower revenue of RM2.3m from lower sampling activities by clients Higher allocated costs

DIVIDEND PAYOUT



**0.6 Singapore
cents per
ordinary share**

Final (tax-exempt one-tier) cash dividend

Note: Subject to the approval of shareholders of the Company at the forthcoming annual general meeting of the Company to be held on 27 September 2018



Growth Plans

Group Growth Plans - Organic



Instore Advertising & Digital Marketing

- Monetize shopper insights
- Automate Media Buying
- Regional Clientele via shopper marketing expertise
- Access E-Commerce Marketing Funds



Field Force Management

- Non-FMCG Clientele Acquisition(Ex. Fintech industry)
- SME Client Acquisition
- East Malaysia Expansion
- Data Mining

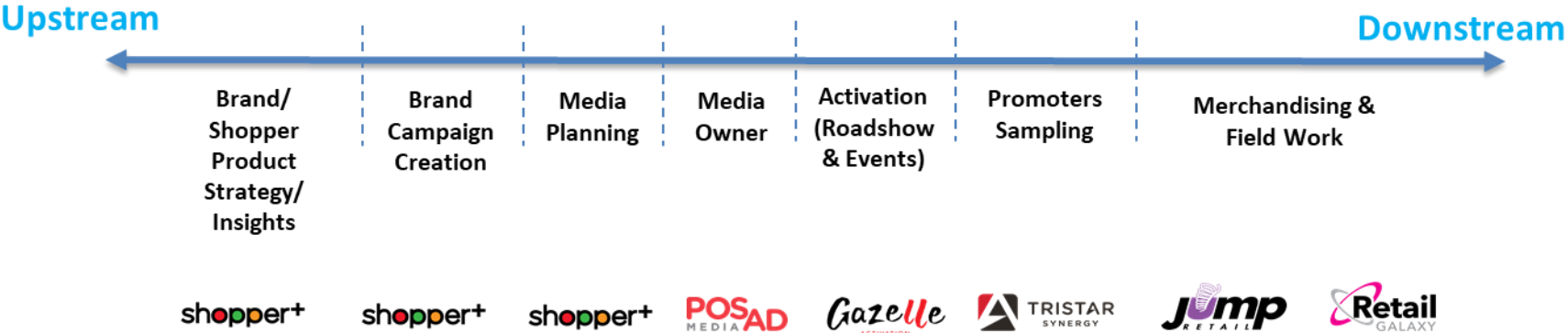


Sampling Activities & Events management

- Leveraging client acquisition via other subsidiaries track record
- Strengthening our team through talent and success planning
- Penetrating Non-FMCG clients such as property developers

Group Growth Plans – M&A

- 1. Acquiring companies whose services extend beyond Singapore, Malaysia and Myanmar
- 2. Acquiring companies in new businesses such as provision of E-Commerce, Retail Design and HR services.
- 3. Strategic Joint Ventures with Retailers to provide in-store advertising and marketing services





THANK YOU