

**AXIATA
DIGITAL**

**ADS Overview
Analyst Briefing**

3 May 2019

ada  boost  apigate

Axiata Digital: The Journey so Far...

2013	2014	2015	2016	2017	2018	2019	2020
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Phase I: Inception and Experimentation

- Innovations and partnerships
- Experimentation on businesses/models
- Investments for learning



Phase II: Growth and Expansion

- Incubate learnings and launch new biz
- Refine business model and scale up
- Expansion across footprint



Phase III: Value Capture

- Synergize and create value
- Attract new strategic/financial investors
- Monetization and exits



Axiata Digital: Building and Operating Winning Business Models



Regional Financial Services Champion

Micro-Payment

(QR Payments, Bill Payments, Prepaid Top-ups, Street Parking, Donations)

Micro-Lending

(Invoice Financing, Supply Chain Credit, Working Capital Loans)

Micro-Insurance

(Personal Accident Cover, Handset Cover)



Largest Independent Digital Agency in SE Asia

Agency Practice

(Media Planning, Digital Creatives, Ad Operations, Growth Hacking)

Media Integration

(Telco, AVOD, Facebook/Google)

Technology

(Data Consulting, Data Enrichment, Audience Center)



Leading Global API Marketplace

apigateAXP

(the acceleration platform for Telco Digitisation)

apigateMint

(end-to-end modern monetization platform)

apigateGo

(API marketplace for Short-tail Developers & Start-ups)

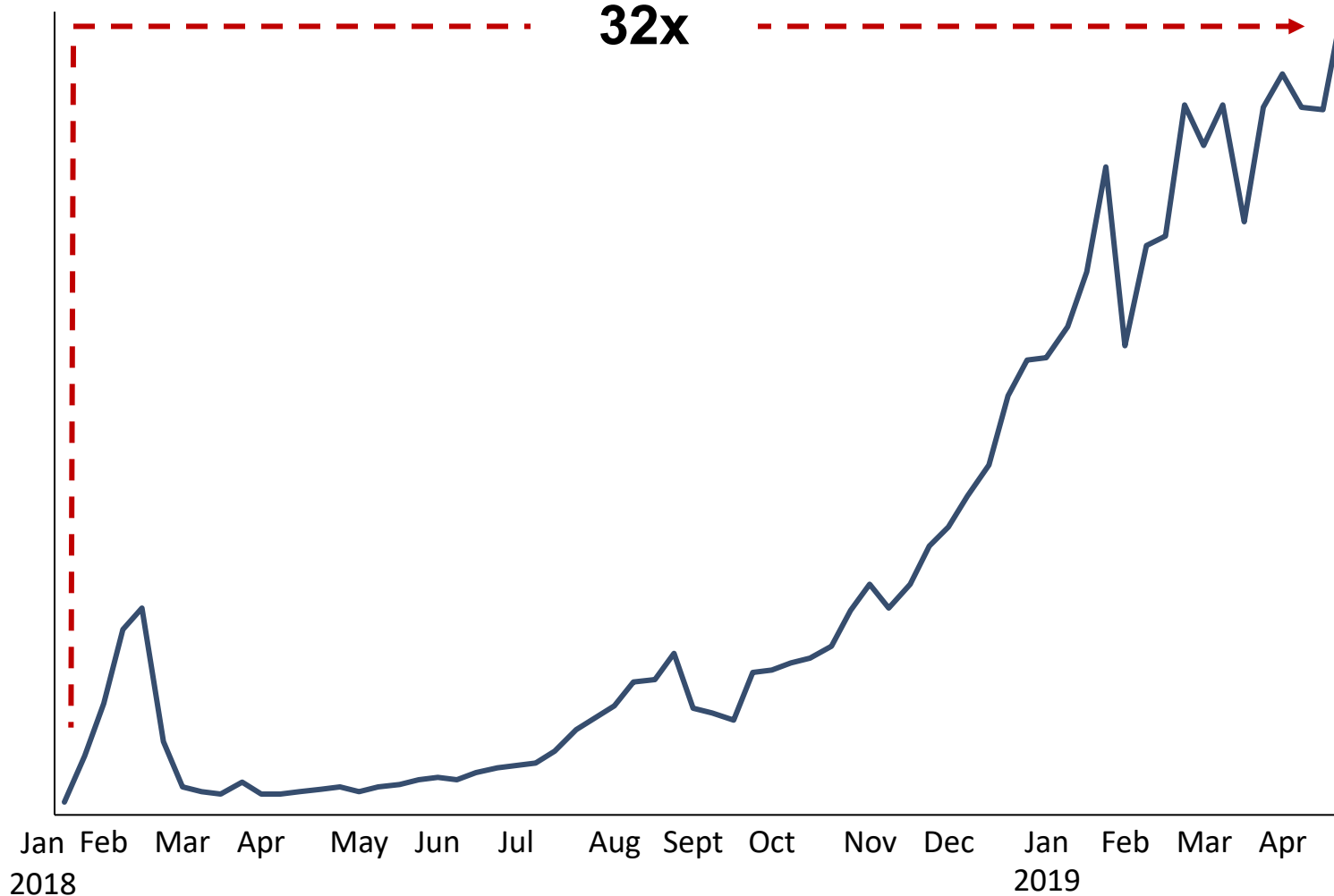


Boost your Life!

Malaysia's Largest E-Wallet with Over 4 Million Users



Boost GTV Trend



As at End April 2019



~ 4.0M Users
5.4x Y-o-Y Growth (2018)



~ 80K Merchant Touchpoints
21x Y-o-Y Growth (2018)

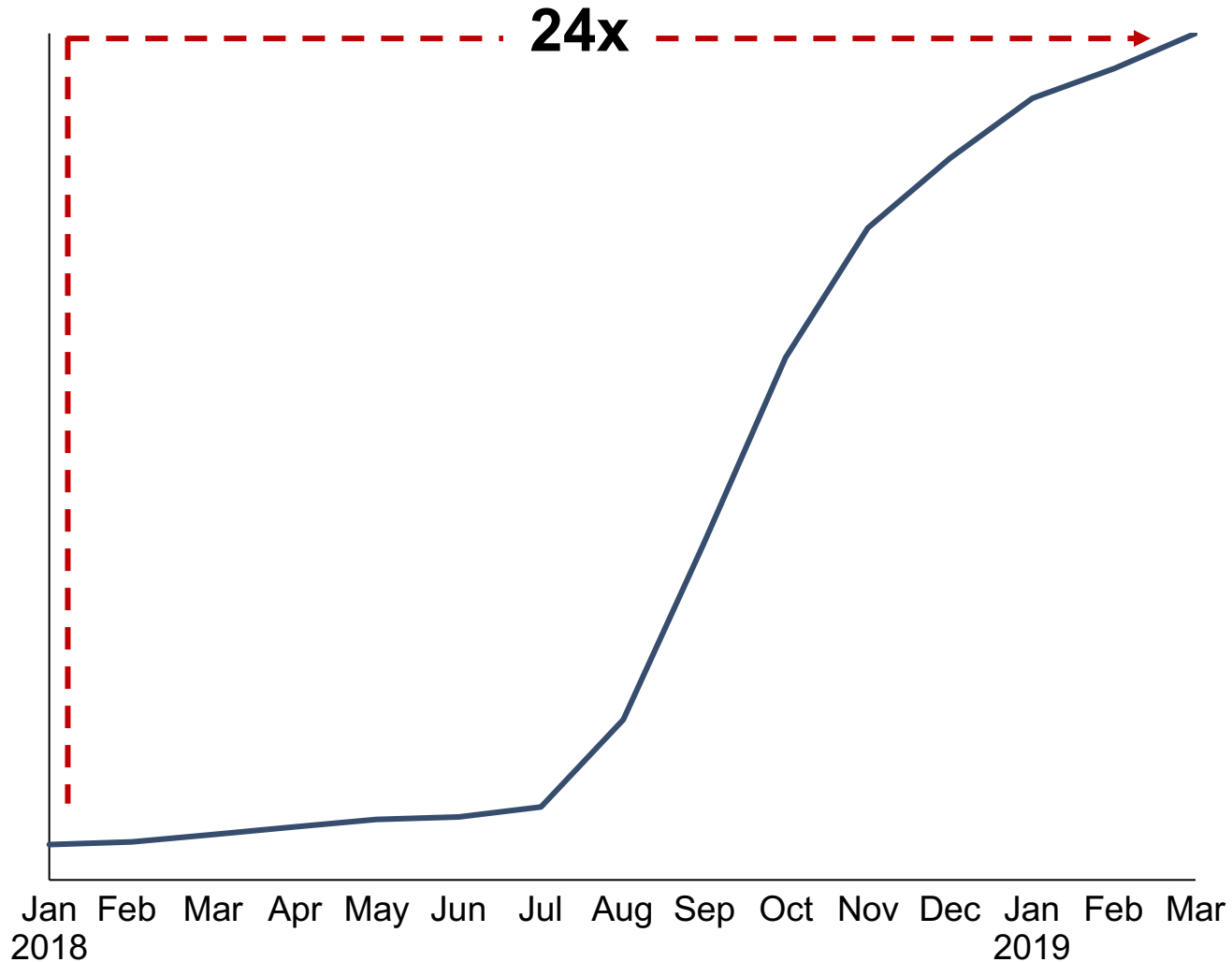


~ 32x Growth in Transaction Value



~ 5.7x Growth in GTV/User

Largest merchant base in Indonesia



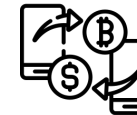
Merchant as a service solution



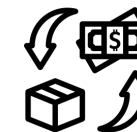
500K+ Merchant Touchpoints



Boost Merchant Solutions



B2B Payments



B2B Finance



Digital Shop

Lending and Insurance: Products Launched

Micro-Lending

Malaysia Working Capital

- Size: RM 500 – RM 20k; Average RM 3,500
- # of Loans Disbursed to Date: 400
- Zero NPL

Indonesia Supply Chain Financing

- Size: \$100 - \$500; Average \$300
- # of Loans Disbursed to Date: 1100
- Zero NPL

Malaysia Invoice Financing

- Size: Up to RM100k; Average RM6,000
- # of Loans Disbursed to Date: 2,400
- Zero NPL

*As at 28th April 2019

Micro-Insurance

Boost Malaysia



Personal Accident Cover Policy for Consumers

- **12,500 Policies** on a loyalty basis
- RM 2 per month premium for a 3 month cover

Minimum Spend of RM 25 on Boost

Boost Indonesia



Personal Accident Cover Policy for Merchants

- **30,000 +** Policies sold on a loyalty basis



Handset Insurance Cover for Merchants

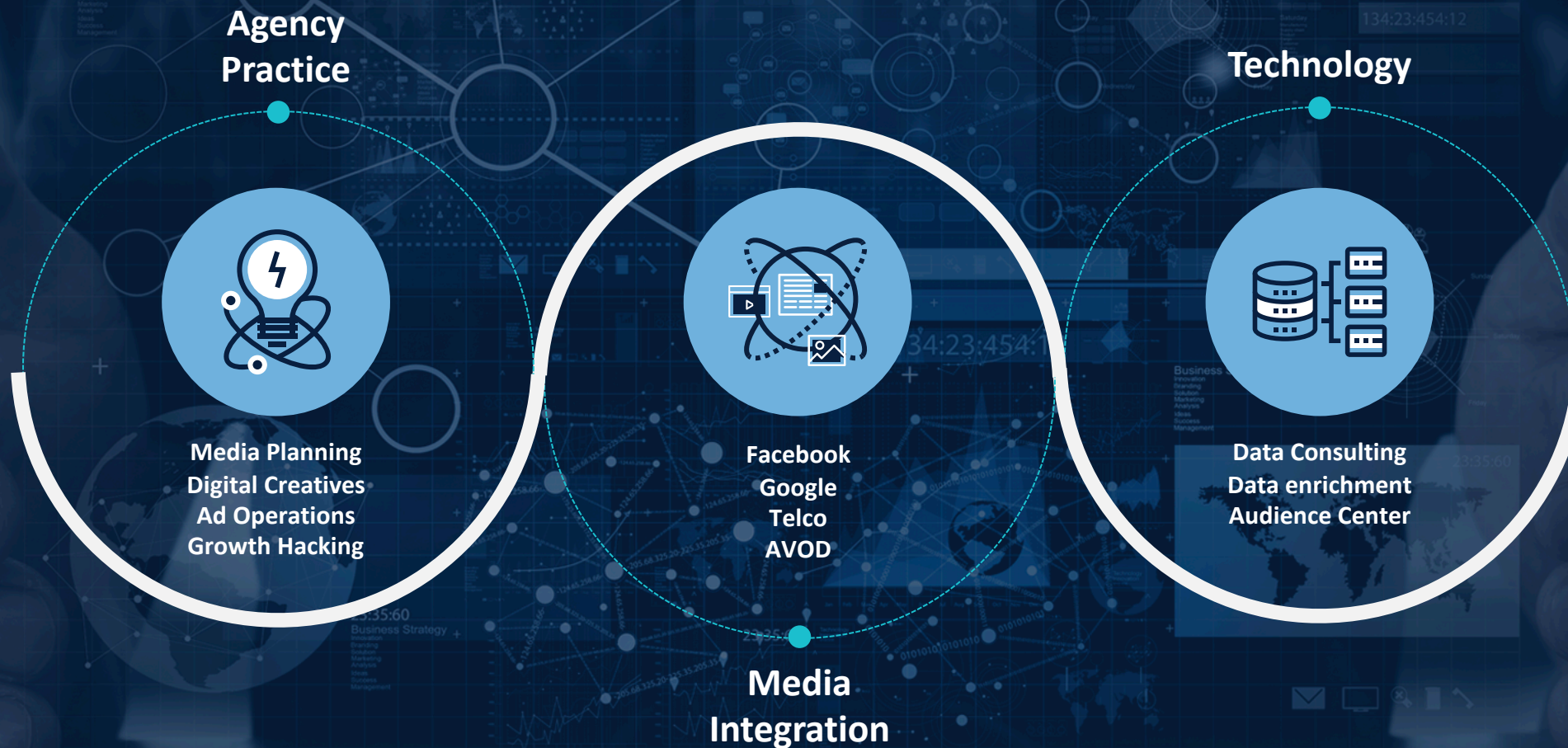
- **18,000 +** policies sold on a loyalty basis

Distribution Partners





ada the “Agency of the Future” Powered by Deep Data Assets with 280 Million Unique Profiles and 200+ Attributes



Powered by our DMP Xact

Industry Focused Approach



Customer Profile Data

- 280M profiles, 200 attributes
- Telco & other data sources; audience center
- Media planning

Content Intelligence

- Video intelligence
- Deep AVOD integration
- Content planning

Digital Acquisition Platform

- Adparlor technology
- Activation platform

Online Offline Attribution

- Suburb/ rural reach
- Geo-fence targeting
- Online to offline attribution

Deep e-commerce Intergration

- 11street (7M unique visitors)
- Boost (3M registered users)



TELCO

- High value customers
- Market share insights
- Dual-simmers
- Demand planning



ELECTRONICS

- Device switchers
- Market share insights



FMCG

- Life stage prediction (Mothers, Millennials)
- Underpenetrated reach
- Future of TV
- E-commerce integration



AUTOMOTIVE

- Car showroom/ Dealer visit analysis
- Advocacy marketing
- Online targeting



FINANCIAL SERV.

- Digital user acquisition
- Branch visit matrix
- Brand affinity
- Scoring/ validation



TRAVEL

- Traveller segmentation
- Travel pattern analytics (route, frequency, type)



RETAIL

- Location-based targeting
- Shopper segmentation
- Online to offline attribution
- Store visit matrix



OIL & GAS

- Convenience store shopper segmentation
- Location-based targeting
- Brand affinity

ada: 2018 at a Glance



Launched 'Agency of Future'

Outcomes, Creative, Programmatic, DaaS AVOD



Major Partnerships

Google, iflix, Hooq, FreedomPop Intelligence Machine

Attracted Industry Talent

Across Agency, Outcomes and Analytics Practice



Won Big Clients

DBS, Yodo, Celcom, Watson, Samsung,...

Awards Won

Google, DMA



Top Line Growth:

Media Spends **2.0x**

Net Revenues **2.3x**

130% growth in Agency practice (Direct) NR

On track to be PAT positive in 2019



Re.CON launch

Regional platform in 5 markets



By Year-end:

Regional footprint in Total of 9 countries

Strategically positioned Integrated Agency, Analytics and Outcomes

Unique approach of Product marketing + Services

Core Values Customer Obsession + People Centricity



MWC19TM
Barcelona

BE FUTURE READY NOW



Born out of Telco.



Bred for the Cloud.



Build to Last.



Telco Disintermediation in a Fragmented Landscape



ICPs need to partner with multiple API providers, in each geography/country



Point Solutions



Fragmented API Layer



Non-MNO Specific API Management players



MNOs need help with digitization

Tencent 腾讯

CMGE
中手游

Google play



IGG
I GOT GAMES



GAMEMINE



We enable Digital Merchants to find the right customer at the right time and the right place



Targeted Acquisition



Anti Fraud



Digital Trust



Increased Conversion/
Retention



Global Reach



Rapid Digitization



Enable New Services
and Business Model



Top-Tier Content



Monetization



We enable MNOs to unlock new sources of revenue

celcom



Smart

Ncell

Dialog

robi

!dea

indosat

vodafone

Telstra

etisalat

mtl

Globe

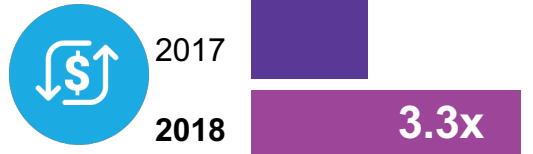
Telefonica



ONE PLATFORM CONNECTED TO 110+ MNOs AND REACHING OVER 3.5B MOBILE USERS

Apigate: 2018 Highlights

Business Consolidation



Gross Transaction Value

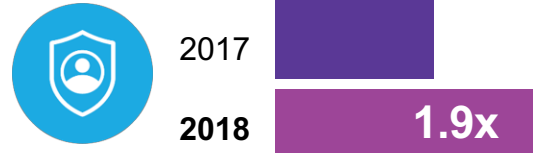


Net Revenue

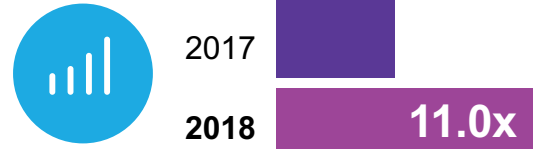
- Consolidation under 1



Partnerships



Merchants



MNOs

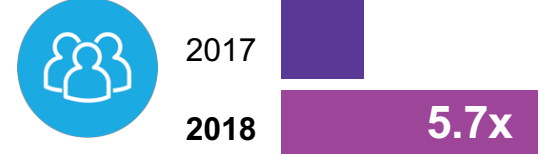


2017

2018

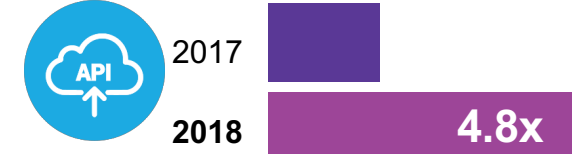
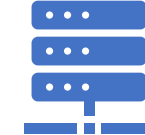
Tier-1 Brands

People



Employees

Products/ Technology



API Calls

- New Product Roadmap: end-to-end **frictionless payment with mobile wallet integration**

**AXIATA
DIGITAL**

Corporate Development

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Axiata Digital: Investment from Mitsui & Co. Key Terms



Key Terms

Investment Structure

- Ordinary Shares
- Primary issuance for capital injection into the Company

Pre-Money Valuation

- USD 500 million (enterprise value)

Mitsui & Co. Stake

- Strategic Minority Stake

Use of Funds

- Business growth, working capital, capital expenditure

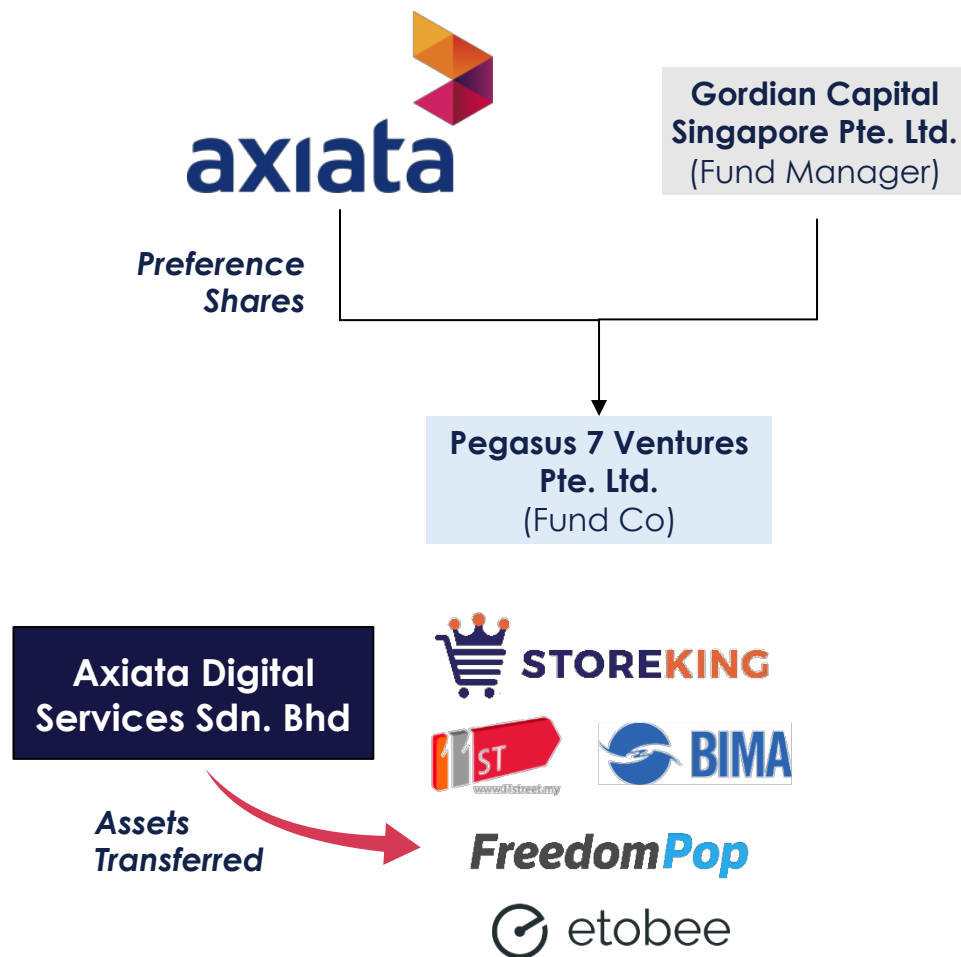
Board

- Mitsui to appoint one Board observer
- Axiata continues to appoint and control the Board

Collaboration

- Mitsui to second personnel to ADS for business collaboration

Axiata Digital: Digital Ventures Spin-Off



Key Terms

Investment Structure

- Non-controlling Preference Shares
- To be held by Axiata Group Subsidiary
- Fund Co has ability to bring in additional investors into the Fund

Transfer Value

- USD 140 million

Fund Manager

- Gordian Capital is Asia's leading independent and institutionally-focused fund manager with over USD 2.2 billion AUM on its platform
- Pegasus 7 Ventures is a sidecar fund of Gordian Capital solely focused on managing the spun-off assets

Synergies with DV companies

- Axiata Group continue to extract synergistic value from the DV portfolio
- Axiata Group to appoint Board Observers on the DV companies' Board where applicable



THANK YOU

The logo for AXIATA DIGITAL. It features the words "AXIATA" and "DIGITAL" stacked vertically in a bold, white, sans-serif font. Above the text is a white curved line that starts from the left and ends in a small white circle. Below the text, a thin white line extends downwards and to the left.

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