# CREATING SHAREHOLDER VALUE AND CHAMPIONING INNOVATION

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FFG - An Internet Ventures Conglomerate In The Making

**CORPORATE PRESENTATION** 





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## CREATING SHAREHOLDER VALUE AND CHAMPIONING INNOVATION



ASX Code: FFG Share Price: 26c 52 Week High: 29c 52 Week Low: 17.5c

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Market Capitalisation: AUD33.5 Mil

Shares Outstanding: 129.6 Mil

Listed Options (FFGO): 129.6 Mil Company Management: 19.52% Of Register

GICS Classification: Diversified Financials

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DUAL HEADQUARTERED IN SINGAPORE AND MELBOURNE

FOCUS ON GROWTH INTERNET MARKETS, INVEST FROM "SEED-TO-EXIT"

ENHANCE VALUE OF INVESTEE THROUGH ITS CAPITAL + NETWORK + RESOURCES OFFERS UNIQUE OPPORTUNITY TO INVESTORS TO INVEST IN DIVERSIFIED PORTFOLIO OF EARLY-STAGE AND GROWTH-STAGE INTERNET BUSINESSES

## OUR SEED-TO-EXIT BUSINESS MODEL



1. **DIGITAL INCUBATOR** DIVISION



2. VENTURE CAPITAL DIVISION



3. CORPORATE **ADVISORY DIVISION** 

Early-stage investment into startups

Typical prototyping or proof-of-concept stage

Early investment at lowest valuation possible

Investment into growth-stage / **Pre-IPO companies** 

Partner with co-investors

Investee needs to be 2-4 years from exit

Also invest into M&A play

**Consulting engagement** high-growth tech companies

Assist clients to identify and execute exit strategy via capital markets

Work closely with investment banks / brokers



FATFISH INTERNET GROUP ASX : FFG

## PARTNERSHIP WITH SOUTHEAST ASIAN GOVERNMENTS

SINGAPORE

Official Incubator of i.jam Reload Funding

Media Development Authority Singapore Investments into digital media startups

Fatfish invests upto SGD100k, MDA invests SGD150k (equity-free) per company

i.e. funding of up to AUD220k per startup

Investments into tech startups

Fatfish invests up to MYR500k, Cradle to match investment up to MYR500k

i.e. funding of up to AUD345k per startup



Official Co-Investment Partner of Cradle, MoF







## KIN-WAI LAU | CEO

Serial entrepreneur that has listed 3 companies, with near perfect hit-rate. He was the founder of a startup that was the first investee-company in SEA of a Softbank associate.



## DATO LARRY GAN | CHAIRMAN

26 years experience in Accenture, including as Managing Partner of Asia and head of its global venture fund. Board members of various including Lotus Sports Cars, Tanjong, AmBank etc.



## DONALD LOW | DIRECTOR

Former securities regulator in Hong Kong. Involved in GLCs of Malaysia as former executive at KUB & Financial Advisor to Pos Malaysia. Was also CEO of London-listed resource company with GBP60m profit annually.



### PETE KELLOCK ENTREPRENEUR-IN-RESIDENCE

Former CEO of Muvee, one of SEA's most successful software companies that shipped more than 100m copies worldwide. Co-invented new category of automatic video editing.



## YEN-LU CHOW DIRECTOR OF INCUBATION

Award-winning Distinguished Scientist at Apple. Was also Venture Partner at Venture TDF. BS and MS degrees from M.I.T.



## STELLAR TEAM WITH WINNING TRACK-RECORD



KIN-WAI LAU | CEO



### YEN-LU CHOW | DIRECTOR OF INCUBATION



#### DATO LARRY GAN | CHAIRMAN



#### Founder and Managing Director

**REGIONAL VOICE AND MOBILE** SOFTWARE SPECIALIST THAT HAD MANY BLUE-CHIP **CLIENTELE INCLUDING AIRASIA**, MAXIS, CELCOM, AND MORE

- Listed on ACE Market of Bursa Malaysia (0050)
- Raised 2 prior VC rounds from Techpacific (Softbank associate) and Mayban Ventures
- IPO 178x over-subscribed, peak market-cap of USD30m



## Venture Partner

WAS VENTURE PARTNER @ THE FAMED VC WITH OPERATIONS IN SINGAPORE AND CHINA

#### • Early investor in Alibaba



#### • - USD 659b peak market cap

• Distinguished Scientist and Chief Speech Scientist @ Apple





• Peak market-cap of AUD700m



Graphene Nanochem

#### Chairman

#### DIGITAL MEDIA SPECIALIST

- Listed on ACE Market of Bursa Malaysia (0173)
- Peak market-cap of USD60m

#### Director

#### **GRAPHENE TECHNOLOGY** SPECIALIST

- Listed on London AIM (GRPH)
- Peak market-cap of GBP50m



#### **Executive Chairman**

**REGIONAL DIGITAL MEDIA OPERATOR WITH OPERATIONS IN SINGAPORE, MALAYSIA & HK IN GAMES PUBLISHING AND AD-NETWORKS** 

- Listed on ACE Market of Bursa Malaysia (0018)
- Peak market-cap of USD20m



## STELLAR TEAM WITH WINNING TRACK-RECORD



PETE KELLOCK | ENTREPRENEUR-IN-RESIDENCE



DONALD LOW | DIRECTOR



#### Founder and CEO

PIONEER IN AUTOMATIC VIDEO EDITING, LICENSING TECHNOLOGY TO LG, SAMSUNG, ETC

- Private company with positive cashflow
- Shipped 100m copies of sofware
- First Chinese Internet company to reach valuation above USD1b



#### AN INVESTMENT HOLDING COMPANY LISTED ON THE MAIN MARKET OF BURSA MALAYSIA

 Operates in the core business of Information, Communications & Technology (ICT), Property, Engineering & Construction, Agro, Food-Related and Energy Industries.



LONDON-LISTED RESOURCE COMPANY, WHICH PRODUCE PALM OIL AND RUBBER.

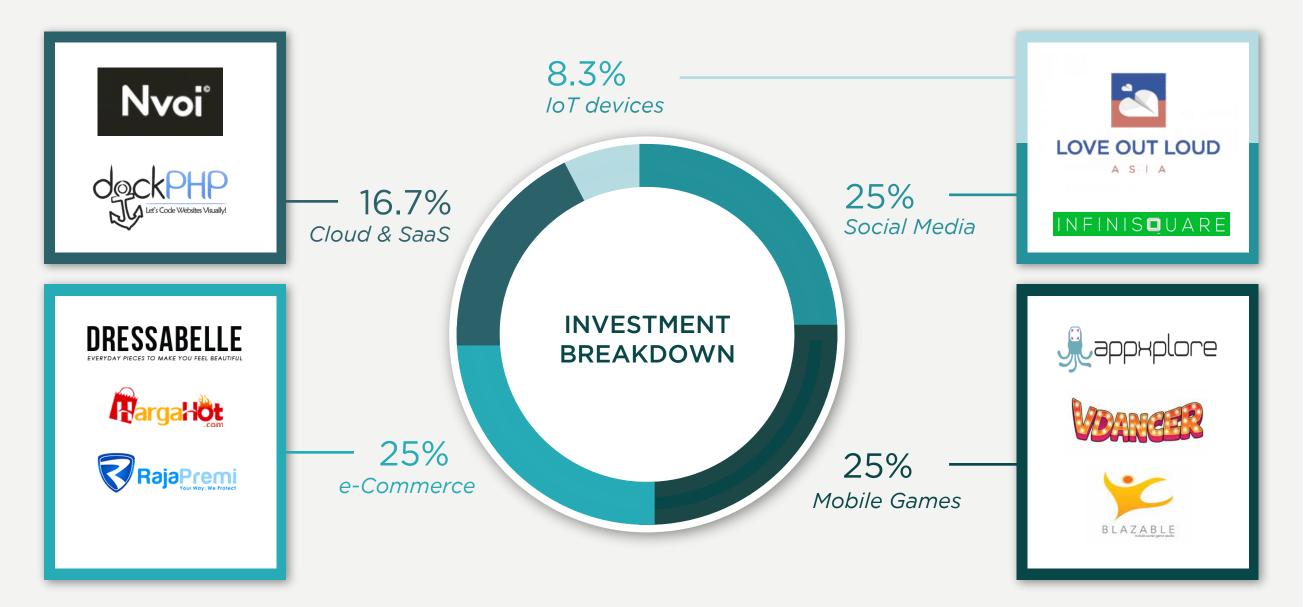
- Developed 42,200 hectares of mature oil palm at 13 plantations across Indonesia and Malaysia
- 678 hectares of established rubber plantations.



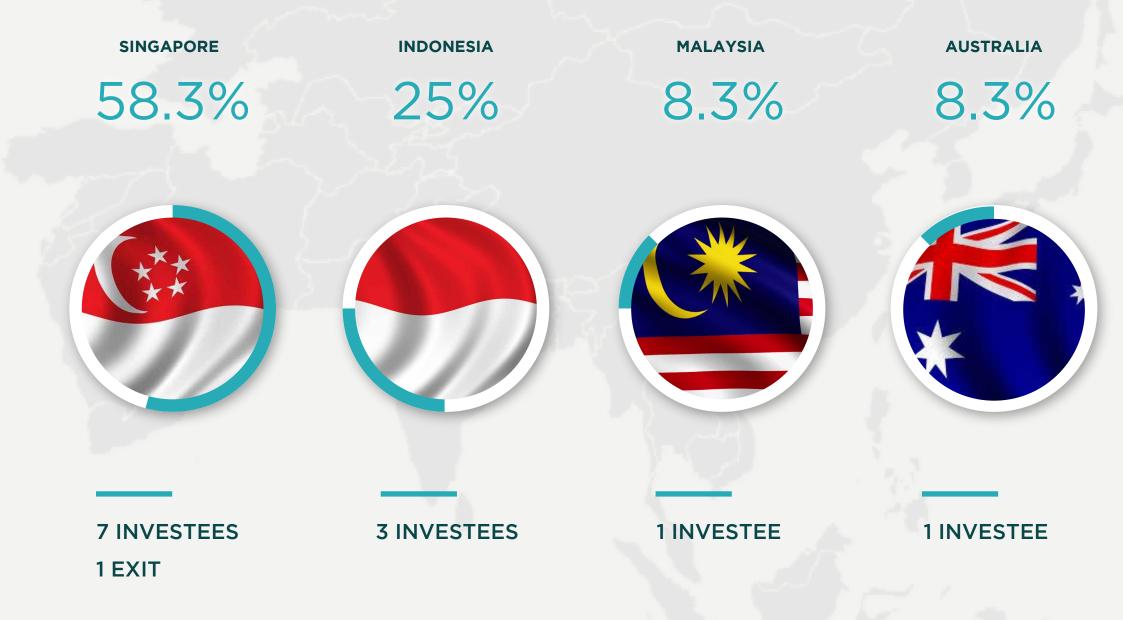
# OUR PORTFOLIO OF INVESTMENTS













## CURRENT PORTFOLIO OF INVESTMENTS - SELECTED INVESTMENT HIGHLIGHT





No.1 insurance online portal of Indonesia.

Mission: to revolutionize how insurance is sold in Indonesia

Currently partnered with 16 insurers to offer various general insurance products online

Market potential:

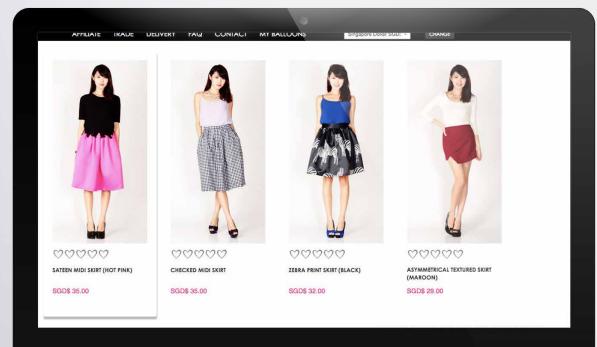
- 60m auto-vehicles (insurance not yet compulsory)
- Health insurance at its infancy

Received investment from strategic financial group Batavia Prosperindo



## CURRENT PORTFOLIO OF INVESTMENTS - SELECTED INVESTMENT HIGHLIGHT







## One of Singapore's top ecommerce sites

## Full-stack A-to-Z online fashion retailer

# Recently received USD1.5m investment from US based VCs and other investors

Continuous strong growth (130% last financial year )

**Expanded to Malaysia and Indonesia** 

## INVESTMENT APPROACH

Equipped to identify, invest and help build successful Internet ventures through comprehensive capabilities.

## **CORPORATE FINANCE**

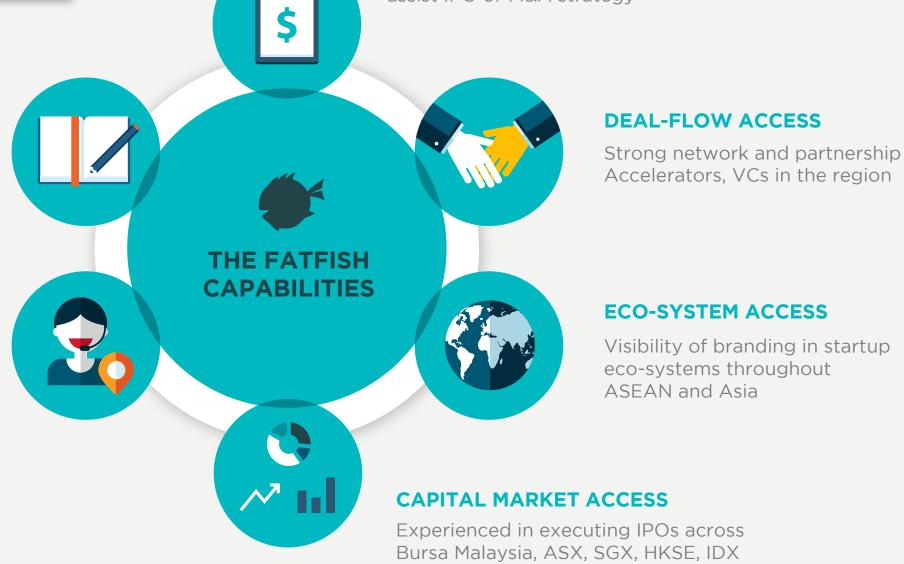
In-house corporate finance teams to assist IPO or M&A strategy

## **MENTORSHIP & ADVISORY**

Experienced team consisting of successful serial entrepreneurs

## **INSTANT REGIONAL REACH**

Offices with local personnel in Malaysia, Indonesia, Singapore, Thailand & Australia



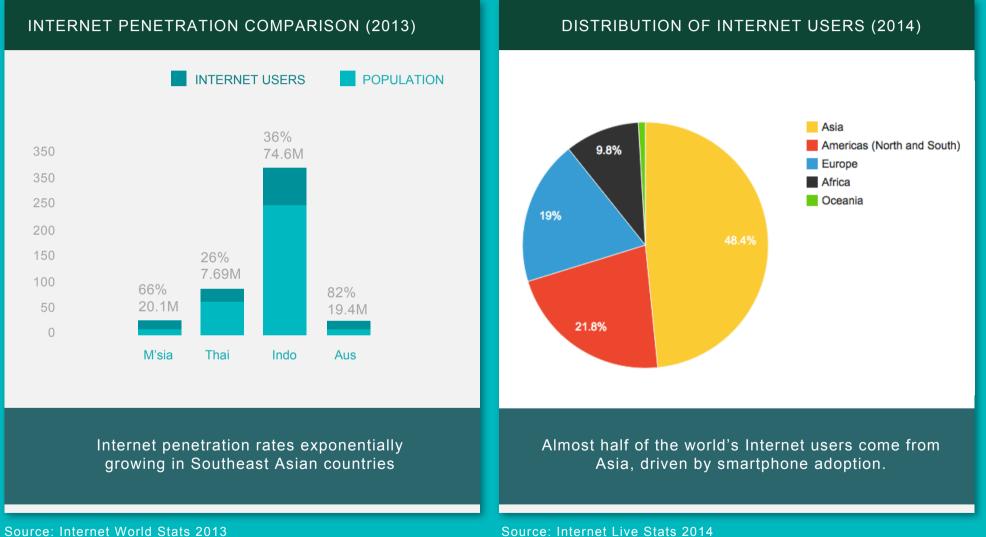
## **ECO-SYSTEM ACCESS**

Visibility of branding in startup eco-systems throughout ASEAN and Asia

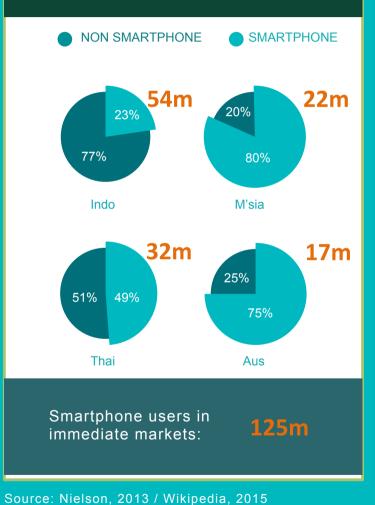
## **CAPITAL MARKET ACCESS**

Experienced in executing IPOs across Bursa Malaysia, ASX, SGX, HKSE, IDX









SMARTPHONE PENETRATION RATE

#### SOUTHEAST ASIA E-COMMERCE SET TO BOOM

Country	Population, millions	Online users, millions (share of population)	Retail sales, in billions of dollars	E-commerce, % of retail	Opportunity, in billions of dollars <sup>®</sup>
Indonesia	244.8	75.9 (31%)	\$100.2	0.1%	\$5
Singapore	5.3	3.9 (74)	29.6	1.0	1.5
Philippines	97.7	33.6 (34.4)	34	0.3	1.7
Vietnam	88.8	31 (35)	79.6	0.1	4
Thailand	67.9	31.2 (46)	94.4	0.2	4.7
Malaysia	29.5	18.5 (62.6)	98.2	0.2	4.9
Aggregate	534	194.2 (36.4)	436	0.2	21.8
China	1,344	618 (46)	3,812	8.0	N/A

(2013)

The Market for online shopping in Southeast Asia could be worth \$21.8 billion, a new UBS report says.

In China, e-commerce currently accounts for 8% of retails sales

Source: UBS



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2014

Jan

2015

Mar

2015

Exit from dating app startup LOLA within 6 months of investing. LOLA was acquired by Lunch Actually Group, the largest match-making and dating service provider in Southeast Asia

1:1 FFG Options (ASX:FFGO) @ A\$0.01, exercise price of AUD0.22. FFGO traded at a high of A\$0.048 at debut.

Announced spin-out mobile games company iCandy Interactive to seek IPO on ASX. Subject to shareholders and authorities' approvals, FFG plans to distribute A\$5.3m worth of iCandy shares to shareholders in-specie. MARKET VISIBILITY

## TECHNOLOGY Fatfish gobbles majority slice of mobile games developer

AN Australian-listed company that invests in internet ventures has bought a majority stake in Malaysian-based mobile games provider AppXplore.

Fatfish Internet Group, which has headquarters in Melbourne and Singapore, has bought a 70 per cent stake in AppXplore through its High Joyful International subsidiary and expects big things from the games maker.

Chief executive Kin-Wai Lau said it hoped to double downloads of AppXplore's products in the next year. "Mobile games developed

from the games maker.

AppXplore will downloaded by more than five by: million smartphone users by the end of this year.

"With the resources and support we are throwing behind the studio, we expect these download numbers to double over the next 12 months," he said.

AppXplore is one of a handful of mobile games "studios" in South-East Asia to have produced several games that have passed the one million downloads mark. It developed the first Malaysian iOS game to feature in Apple's App store.

FATFISH'S SMOOTH DIP INTO MARKET GOES SWIMMINGLY



OMETIMES it takes an outsider's eye to see the potential that is sitting in plain view. Lau Kin Wai's opinion after he That is certainly yesterday floated internet incubator Fatfish Internet Group on the Australian stock

current stakes are in Singaporean companies pushing to become commercial and grow on the international stage, Mr Kin Wai is now keen to add some Australian start-ups to his

provide a bridge for some Australian entrepreneurs who want to reach the really big markets in southeast Asia," he said yesterday after Fatfish relisted at a 10 per cent premium through the shell of Atech Holdings.

"Australia has a great reputation throughout Asia which is why we are listing here and we would like to help overcome the venture capital gap that faces Australian entrepreneurs." Fatfish is the first

significant share market listing out of the Singapore government backed Block 71 a former industrial building that now houses a cluster of more than 200 start-ups.

It is mainly interested in companies in the mobile technology, e-commerce and cloud based software areas, although some flexibility is required to squeeze in a dose

of video game action. Some of Fatfish's existing investments are really interesting, with my favourite being Indonesian vehicle insurance portal AutoDirect.

In a market in which only a quarter of cars and scooters are insured, the portal allows customers to not only compare offerings from various insurers but to progress through to

With official moves encouraging a dramatic increase in the percentage of insured drivers, it is the sort of smartphone friendly approach that could disrupt the

traditional insurance market Another company is internet retailer Dressabelle which uses big data rather than the Milan catwalks to track and stay on top of colour and hemline trends for the dresses it supplies. It is a model that is working

well and is benefiting from Fatfish's co-entrepreneurship

model which helps to push into other markets where it has offices such as Indonesia and Malaysia. Fatfish's aim is to reverse the usual venture capital ratio of 80 per cent failures being offset by the 20 per cent of big

Obviously with only one day of trading behind it it is hard to be decisive but Fatfish goes on to the watch list as a long term, speculative buy in the dips

THE perceived wisdom is that the taxman has decisively ended the debate over the Japanese-style cross shareholdings been

Shares in Fatfish made a posi-

issue price, after trading as high

Fatfish Internet is an internet

investment ventures group that

was founded in Singapore in 2011.

It invests its own funds and

money from the Singapore

government in companies that

are just starting up and in IT ven-

tures that are in a growth stage.

Fatfish has a particular focus

on south-east Asian markets, in-

cluding Singapore, Malaysia, In-

donesia, Thailand and Vietnam.

3-D mobile game VDancer.

Fatfish's internet-based assets

in south-east Asia include cloth-

as 29¢ during the session.

Brickworks a H Soul Pattin I think that given that majo Perpetual is very Melbourne there are other av The first "internet incubator" to pursued that migh list on the Australian Securities inherent value in th Exchange, Singapore's Fatfish companies without) Internet Group, has a couple of the mother of all cap

local deals under consideration. For an investor, the tive debut on the ASX yesterday, thing this battle has she finishing at 22¢, 2¢ above their 20¢ that both Brickworks an Pattinson are trading at significant discounts and Perpetual is happy to hang

Both are significant pluse given that there are some ver attractive businesses that lie within the corporate structure such as TPG Telecom. Soul Pattinson is my pick of the two because it trades at the

biggest discount and has a varied portfolio of copper, coal, pharmaceutical telecommunications and other

# Fatfish reels in slice of Malaysian gamer

AN Australian-listed company

that invests in internet ventures has bought a majority stake in Malaysian-based mobile games provider AppXplore. Fatfish Internet Group, which

has headquarters in both Melbourne and Singapore, has bought a 70 per cent stake in AppXplore through its High Joyful International subsidiary and is expecting big things from the games maker. Chief executive Kin-Wai Lau said the company hoped to double

downloads of AppXplore's products in the next year. "Mobile games developed by

AppXplore will be downloaded by more than five million smartphone users by the end of this year," he said. "With the resources and support we are throwing behind the studio, we expect these download numbers to double over

AppXplore is one of a handful of mobile games "studios" in South-East Asia to have produced several games that have passed the one million downloads mark. It developed the first ever Malaysian iOS game to be featured in Apple's App store, and its most popular titles include Mobfish Hunter, Alien Hive, Sporos and Lightopus.

Based in Kuala Lumpur, App-Xplore produces mobile games for use with iOS, Android, Windows Mobile, Blackberry and other mobile devices.

Fatfish was founded in Singapore in 2011 and listed on the Australian Securities Exchange in July this year.

It invests its own fun money from the Simoney for the Sim

Fatfish nets share gains in first day on boards

businesses that Fatfish had invested in were showing incredible potential, and Fatfish looked forward to adding some Australian ventures to the list. "We haven't done any investment in Australia, but we are looking at a couple of deals now," he said. Mr Kin Wai, a former software engineer, said there was not enough funding and mentoring for the sector in Australia. In contrast, the Singapore government was involved in the funding of the internet sector in Singapore, and there were 12 internet incubators there.

**FATFISH INTERNET** 28 ing retailer Dressabelle, vehicle 26 insurance portal AutoDirect and Fatfish wants to aggressively not the group's brands and webstralasian region 27



exchange While most of Fatfish's roster of high risk/ high reward investments. "We are sure we can

purchasing a policy.



# Fatfish gobbles slice of Malay gamer

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"Mobile games developed by AppXplare will be downloaded by more than

"With the resources and support we are throwing behind the studio, we expect these download numbers to double over the next 12 AppXplore is one of a

handful of mobile games

"studios" in south-east Asia to have produced several games that have passed the one million downloads mark. It developed the first Malaysian iOS game to be featured in Apple's App store and its most popular titles include Moofish Hunter, Alien Hive, Sporos and Lightopus,

itself as a highly talented and successful young group

delivering world-class mobile games to smartphone users," Mr Lau said.

Based in Kuala La AppXplore produces bile games for use with Android, Windows M. Blackberry and other bile devices. Fatfish was founded Singapore in 2011 and lis

on the Australian Securit Exchange in July this year. It invests its own fund and money from the Singa pore government in compa nies that are just starting up and in IT ventures that are in a growth stage.

# Fatfish hooks big stake in promising Malaysian mobile games provider

Semilard 学说一在2013年4月前建度均

有關其景金

AN Australian-listed company that invests in internet ventures has bought a majority stake in Malaysian-based moprovider games bile AppXplore.

人篇。代表一起在2012年8月13月至2013年6月

就看Newcros在舞台理理由之下。

**新新,派练及输掘投资** 

输票站AstoDirect及3D

Fatfish首天上市造價標升

將繼續留意亞洲e商業機會

1日持有股份的按案,

者、直至2015年6月、

Million .

的互聯網公司Farlish Internet Group词二

· 總欄上升,該公司開市報21位,此超增備

Internet Group, Fatfish

which has headquarters in Melbourne and Singapore, has bought a 70 per cent stake in AppXplore through its High Joyful International subsidiary and is expecting big things from the games maker.

Chief executive Kin-Wai

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Fatfolo表示、希望可以在應該

**Fatfoh投資的業務**依今日

期間可以推加一些進展。

公司建設及針鈔入Law Kin Waillin

"Mobile games developed by AppXplore will be down-

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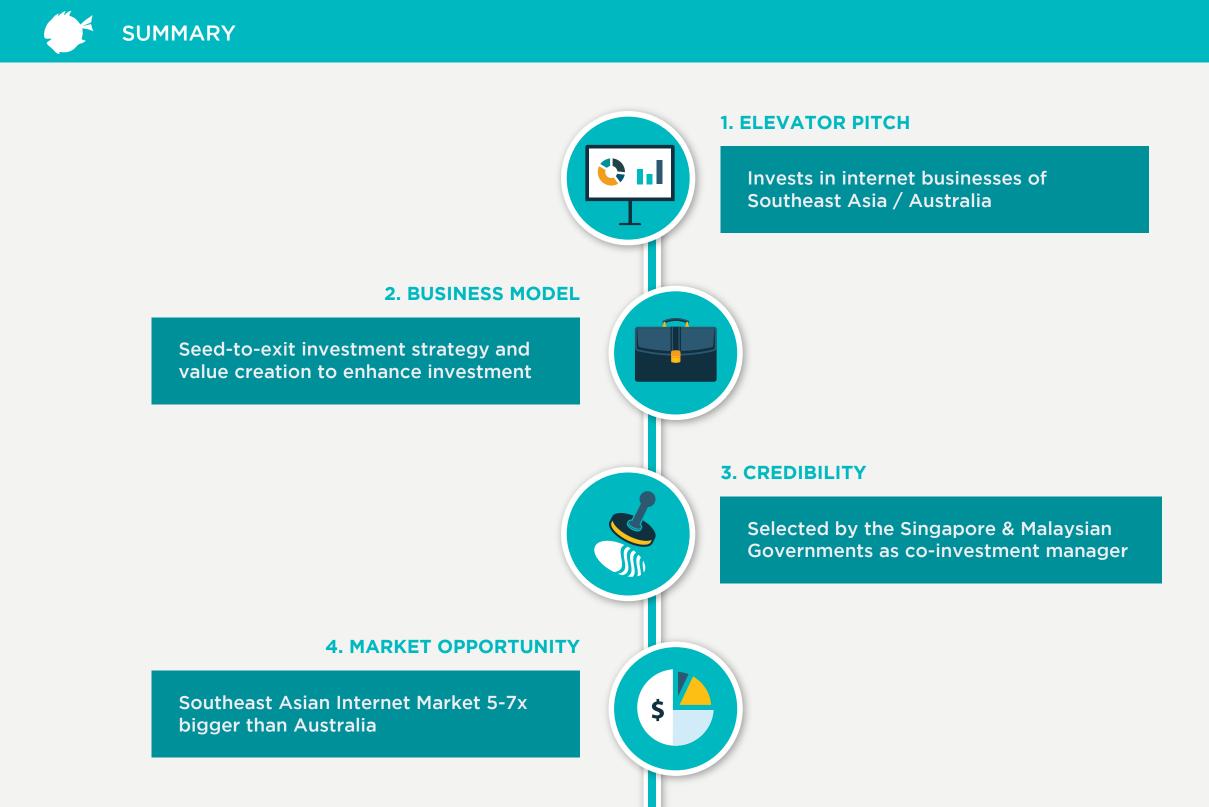
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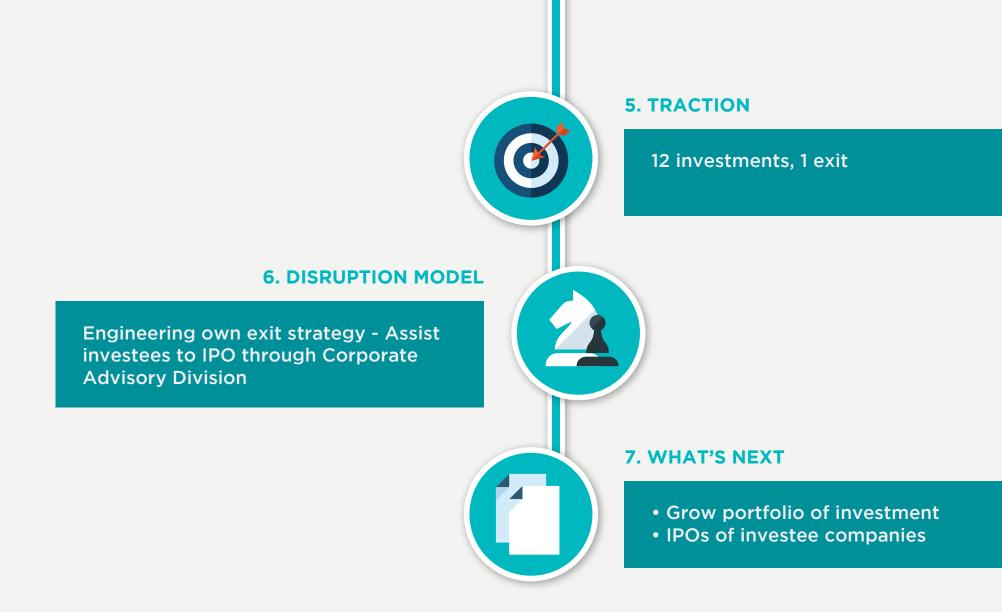
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THANK YOU

**CORPORATE PRESENTATION**