



TREASURE GLOBAL INC

Corporate Overview
July 2025



TREASURE GLOBAL INC

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TREASURE GLOBAL INC

TGL At A Glance

Treasure Global Inc. ("TGL") is a Malaysian solutions provider developing innovative technology platforms.

- **Dual-Facing Business Model:** Targets both consumers and merchants.
- **Proprietary Technology Products:**
 - **ZCITY Super App:** An integrated application that transforms and simplifies the e-payment experience for consumers.
- **AI Integration in Business Landscape:**
 - Utilizes artificial intelligence (AI) across its platforms to drive innovation, improve efficiency, and enhance user engagement. The company leads in technological advancements in various sectors, including AI-powered campus management systems, AI-driven cryptocurrency mining, AI blockchain wallets, and AI-enhanced gaming and e-commerce experiences.
- **Expertise:** Focused on expanding reach, increasing engagement, and improving user retention through the development of additional technology-based products and services.



2,708,000++*

Registered Users



10,000++*

Quarterly Active Users



2,027++*

Registered Merchants/Brands

** Publicly available information as of March 31, 2025*



TREASURE GLOBAL INC

Company Structure



TREASURE GLOBAL INC (TGL)

TGL is a Malaysian solutions provider specializing in the development of innovative technology platforms. By leveraging advanced artificial intelligence (AI) technologies, TGL drives innovation across various sectors. The company's solutions enhance user experiences, optimize operations, and promote digital transformation.

ZCITY SDN BHD

As a wholly owned subsidiary of TGL, ZCITY offers a digital ecosystem that transforms and simplifies the e-payment experience for consumers, utilizing AI-powered features. It enhances user engagement through AI-driven personalization, provides seamless payment solutions, and rewards users, creating a comprehensive and convenient digital experience.



TREASURE GLOBAL INC

ZCITY: An Ecosystem with Rewards

- The ZCITY Super app provides consumers and merchants with solutions to simplify and enhance the shopping experience, driving increased user engagement and data collection.
- Transforming the e-payment experience for consumers, while simultaneously earning rewards through cashless shopping with rebates in both e-commerce (online) and retail outlets (offline), instant rebates, and an affiliate cashback program.





AI-Driven Development in Business Landscape

Transforming Campus Management with Smart Solutions

- Unified IoT platform enabling rapid visualization of energy data.
- Comprehensive energy data insights and advanced device management.
- Optimized resource allocation and enhanced operational efficiency.
- Environmental sustainability through intelligent management.

Decentralized Transactions with AI Blockchain Wallet

- Exclusive partnership for an AI-driven blockchain wallet on Telegram.
- Seamless transfers, deposits, and cross-chain operations on Telegram.
- Enhanced security and user-friendly interface.
- Competitive advantage in the blockchain market.

AI Integration in ZCITY's Gaming World

- Integration of AI to create diverse and interactive gaming experiences.
- AI Game Creator powering engaging mini-games in ZCITY's 3D World.
- Improved user experience and engagement through AI technology.
- Tapping into the booming global gaming market.

AI Robot Redefining E-Commerce Experience

- Seamless collaboration between the AI robot. First-ever AI robot for live commerce on TikTok, breaking language barriers and human hosts for live commerce.
- An immersive and interactive shopping experience for users.
- Leading innovation in the realm of digital shopping experiences.

Innovative Telco Services with AI-Powered Crypto Mining

- AI algorithms are optimizing cryptocurrency mining processes.
- Seamless integration of AI-driven crypto mining in mobile services.
- Optimization of mining processes for efficient and profitable operations.
- Synergy between telecommunications and blockchain technology.

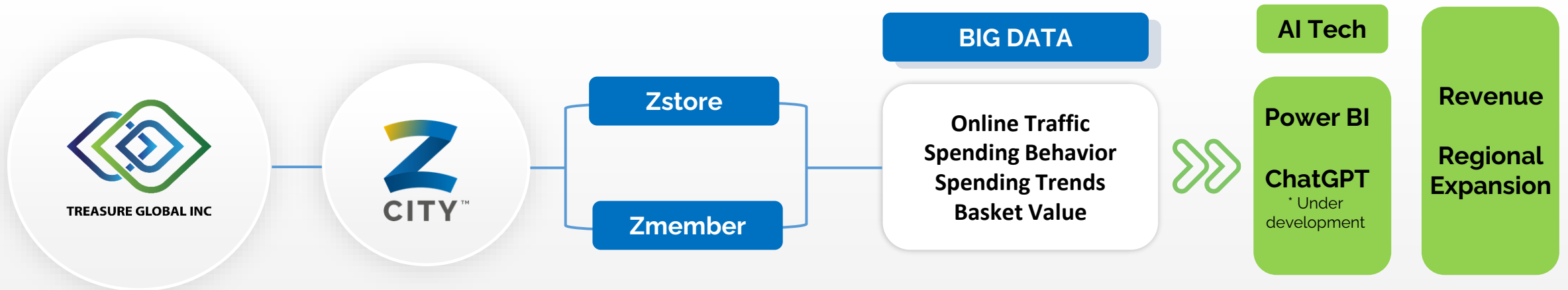
AI and IoT Revolution in Southeast Asia

- Leveraging cutting-edge AI technology to drive industry transformation.
- Integration of AI technology to provide innovative capabilities.
- Capturing a significant market opportunity in Southeast Asia.
- Advancements in AI and IoT applications across various industries.



TREASURE GLOBAL INC

Business Model





Massive Addressable Market Across Southeast Asia

Country	Population (M) (as of January 2025)	Internet Users (M) (as of January 2025)
Malaysia	35.8	34.9
Singapore	5.9	5.6
Brunei	0.5	0.5
Indonesia	285	212
Philippines	116	97.5
Myanmar	54.7	33.4
Thailand	71.6	65.4
Cambodia	17.7	10.8
Vietnam	101	79.8
Laos	7.8	5.0
Total	695.9	544.8



	Malaysia
% with Internet Users (as of January 2025)	97%
TGL - Total Registered Users (M) (as of June 2025)	2.7
User Penetration Rate	≈ 8.0%

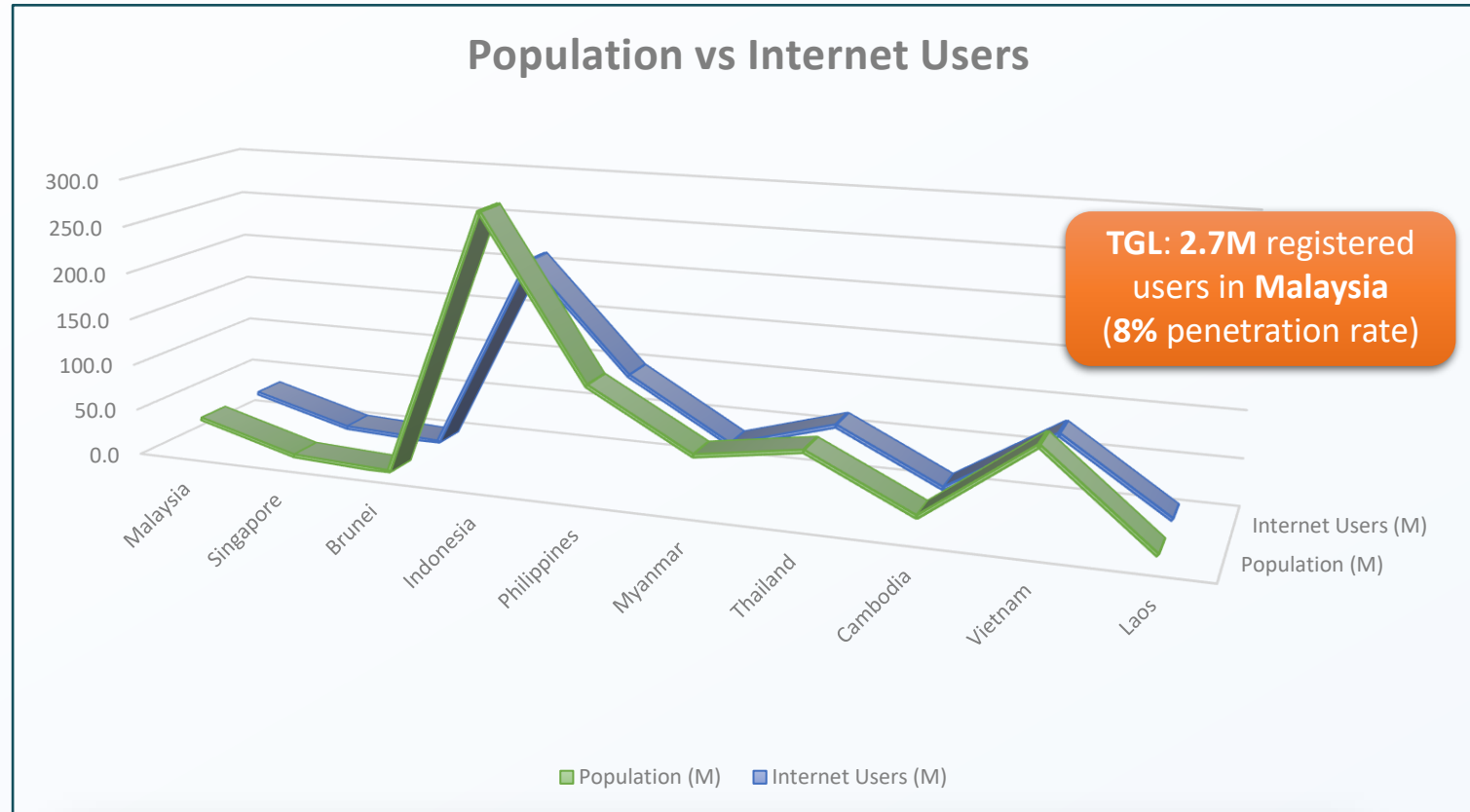
With over **540M** internet users in Southeast Asia and TGL's current market penetration at only **8%** in Malaysia, there is a significant opportunity for scalable user acquisition in the region.

Reference:

<https://datareportal.com/reports/digital-2025-malaysia>
<https://datareportal.com/reports/digital-2025-singapore>
<https://datareportal.com/reports/digital-2025-brunei-darussalam>
<https://datareportal.com/reports/digital-2025-indonesia>
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<https://datareportal.com/reports/digital-2025-vietnam>
<https://datareportal.com/reports/digital-2025-laos>



Massive Addressable Market Across Southeast Asia (cont'd)



SEA = High Digital Readiness + Low Market Saturation

Significant headroom for expansion into Indonesia, Vietnam, Thailand, and the Philippines.



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Strategic Expansion Roadmap

Expansion focus areas for platform rollout, logistics scale, and partnership activation (2025–2028)



SOUTHEAST ASIAN COUNTRIES

Malaysia	Myanmar
Singapore	Thailand
Brunei	Cambodia
Indonesia	Vietnam
Philippines	Laos



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Key Partnerships

Drive user conversion through strategic partnerships with Malaysian businesses & service providers



Merchants

Leading offline F&B brands that own up to 100 franchises in Malaysia



Services Partners

Top multinational essential & lifestyle brands



Local Strategic Partners

1st leading payment and top-up gateways



Local Demands

(i.e., utility bills, assessment tax, network bills, etc.)

Local utility demand to achieve user and retention stickiness



Growth Strategy

Home Market

1

Expand Product and Service Offerings for Consumers and Merchants

Increase market reach by adding a broader range of product lines and offering additional services.

2

Enhance Product Value

Promote new niche and premium products that offer higher profit margins.

3

Increase Transaction Frequency

Implement further improvements and developments to boost the frequency of transactions per user over time.

New Markets

4

Form Strategic Partnerships

Collaborate with like-minded companies to tap into untapped synergies and enter new markets. This can include developing partnerships through co-branding arrangements or M&A.

5

Acquire Businesses for Technical Advancements

Enhance existing offerings with new technologies. Value-added technologies will help TGL maintain its competitive edge.

6

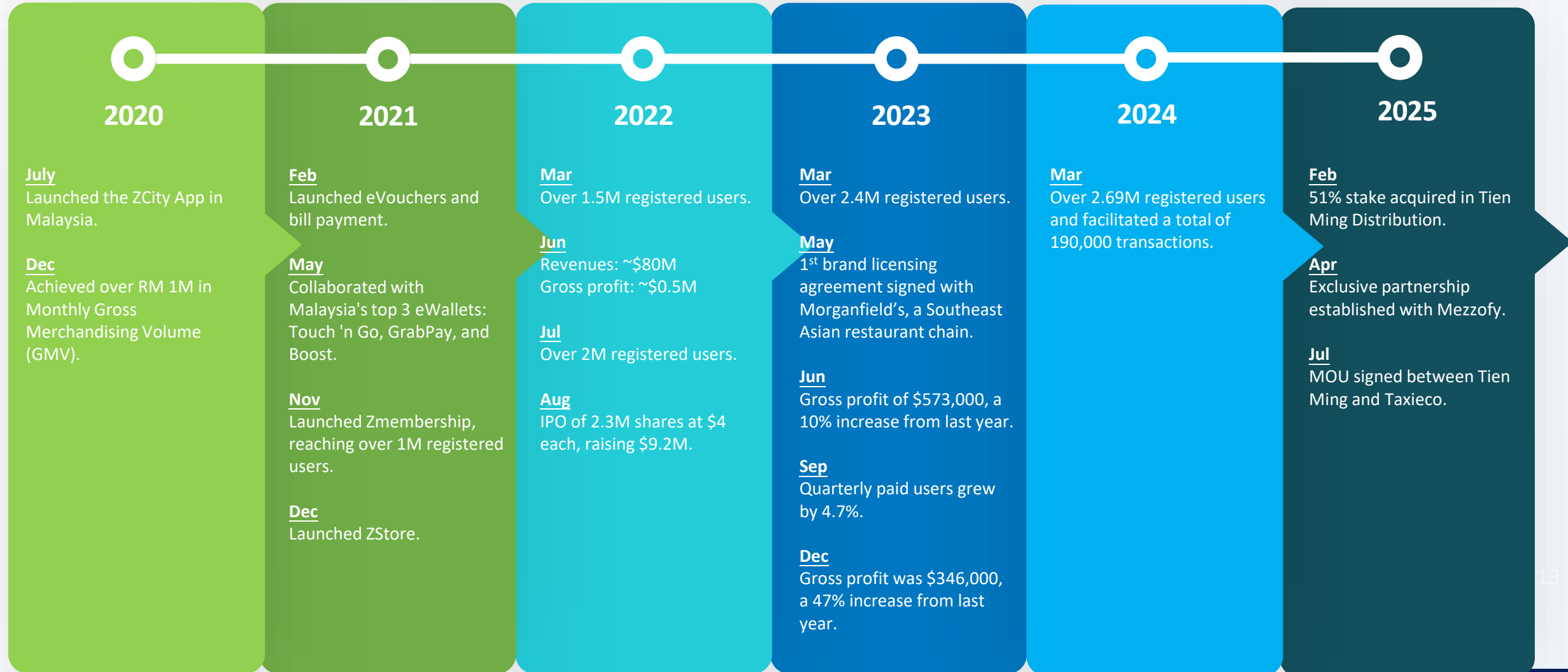
Enter New Markets

Evaluate investment and M&A opportunities to accelerate international expansion, particularly in Southeast Asia and Japan.



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TGL's Key Milestones

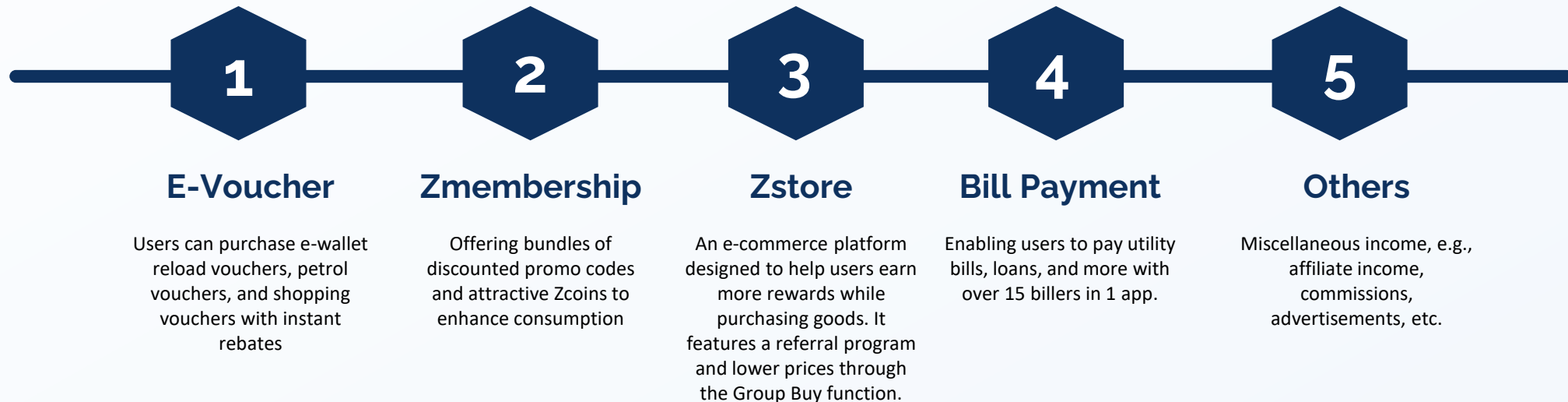




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Revenue Model

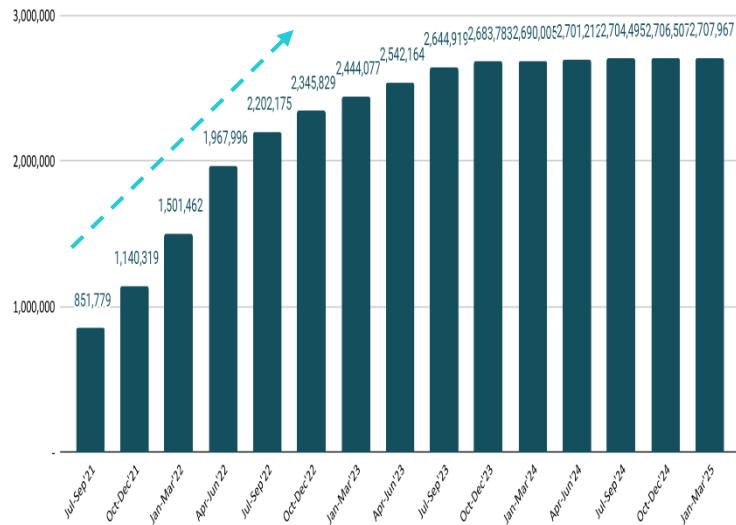
A diversified mix of revenue streams consisting of "Consumer Facing" and "Merchant Facing" revenues



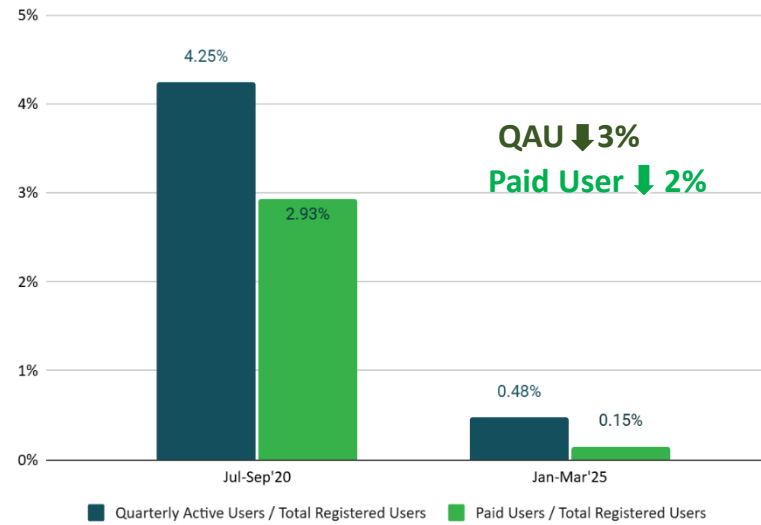


Key User Metrics

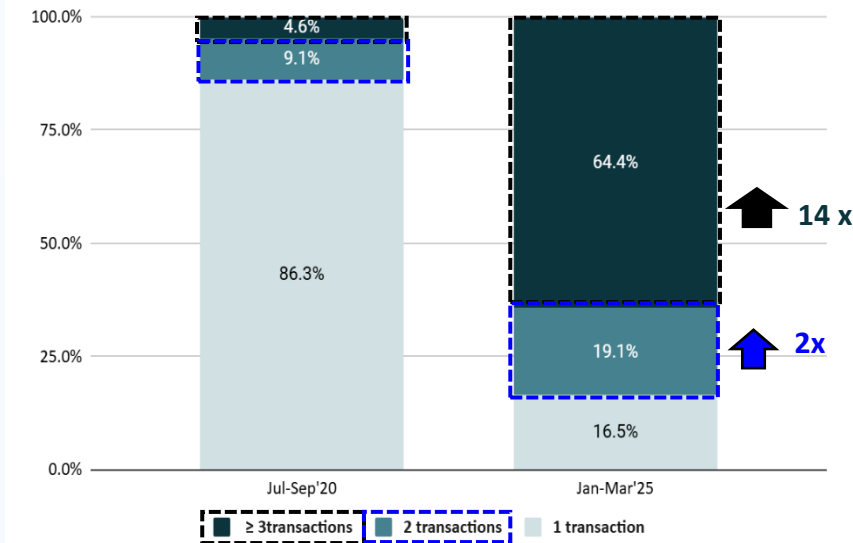
Registered Users
(Accumulated)



Registered Users vs
Quarterly Active Users and Paid Users



% Quarterly Paid Users split by
number of transactions

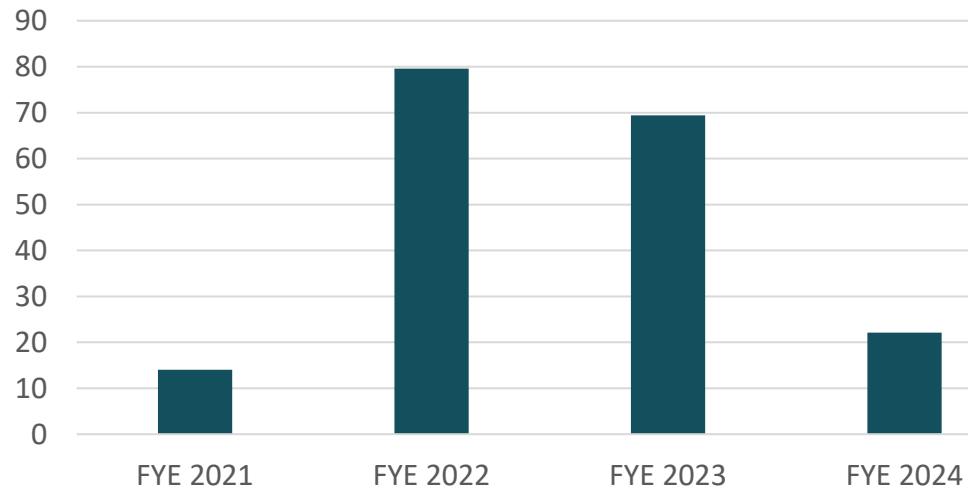


Strategically Focused on User Recruitment and Substantial Growth



Financial Highlights

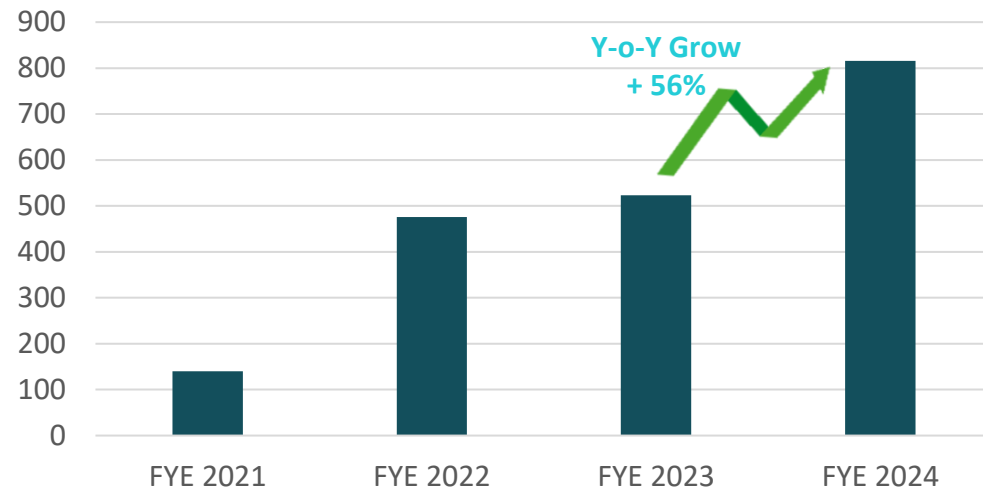
Revenue (USD mil)



Revenue

FYE Jun'24: \$ 22.1mil
FYE Jun'23: \$ 69.4mil
FYE Jun'22: \$ 79.7mil
FYE Jun'21: \$ 14.0mil

Gross Profit (USD k)



Gross Profit

FYE Jun'24: \$816k
FYE Jun'23: \$ 523k
FYE Jun'22: \$ 476k
FYE Jun'21: \$ 140k

Resilient Top-Line and Consistent Gross Profit Growth



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Business Snapshot

2.71 Mil

Registered Users
as of Jun'25

0.36 Mil

Transactions completed
(LTM until Mar'25)

64.4 %

Paid Users transacted
3 times and more in a quarter
for Jan-Mar'25

\$ 22.1 Mil

FYE 2024 Revenues

56 %

Year-to-Year growth in
Gross Profit (FYE 2024)

2.0 k

Registered Merchants
as of Jun'25



Leadership Team



CARLSON THOW
CHIEF EXECUTIVE OFFICER

- Demonstrated ability to identify opportunities for operational efficiency, streamline processes, and implement strategic initiatives.
- Holds degrees in Law and Business Administration, complemented by expertise in mergers and acquisitions, capital markets, and corporate finance.
- Former Group Chief Legal Officer at Nasdaq-listed VCI Global Limited



SYLVIA CHAN
CHIEF FINANCIAL OFFICER

- Extensive working experience across finance roles within publicly listed companies and audit assurance.
- Specializes in financial reporting, taxation, treasury, risk, and sustainability management
- Member of the Malaysian Institute of Accountants (MIA) and a Fellow Member of the Association of Chartered Certified Accountants (FCCA).



TREASURE GLOBAL INC

Board of Directors



CARLSON THOW
EXECUTIVE DIRECTOR

- Demonstrated ability to identify opportunities for operational efficiency, streamline processes, and implement strategic initiatives.
- Holds degrees in Law and Business Administration, complemented by expertise in mergers and acquisitions, capital markets, and corporate finance.
- Former Group Chief Legal Officer at Nasdaq-listed VCI Global Limited



DR. DARREN TAN
NON - EXECUTIVE DIRECTOR

- An innovative leader and founder of multiple technology enterprises.
- Holds a B.A. (Hons) Degree and a Diploma in Building Management from Sheffield Hallam University and an Honorary Doctorate in Strategic Financial Management.
- Specializing in IT by offering a wide range of products and services, including hardware, software, technical education, applications, and blockchain technology.



LEONG WEI PING
NON - EXECUTIVE DIRECTOR

- Specializes in statutory and internal auditing, advisory, including secondary offering, domestic and cross-border mergers and acquisitions
- Experience in international business operations, particularly in emerging markets



CHAN WAI KUAN
NON - EXECUTIVE DIRECTOR

- Over 15 years of expertise in driving significant market expansion and revenue growth
- Founder of Casa Tropical Enterprise



TREASURE GLOBAL INC

Investment Highlights



Innovative And Integrated E-Commerce Ecosystem



Unique Business Model Capturing Additional Market Opportunity



Strong Financial Performance



Large Addressable Market (Malaysia → Southeast Asia → Global)



Experienced Leadership Team



TREASURE GLOBAL INC

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