



TREASURE GLOBAL INC

Corporate Overview
Aug 2024



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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 targeting consumers and merchants
- Proprietary technology products:
 - **ZCITY Super App**, a powerful, unique and integrated app that transforms and simplifies the e-payment experience for consumers
- AI Integration in Business Landscape
 - leverages artificial intelligence (AI) across its platforms to drive innovation, efficiency, and user engagement, positioning itself at the forefront of technological advancements in various sectors. This includes AI-powered campus management systems, AI-driven crypto mining, AI blockchain wallets, and AI-enhanced gaming and e-commerce experiences.
- Know-how and expertise to grow reach, increase engagement and user retention with development of additional/add-on technology-based products and services



2,696,000^{++*}

Registered Users



41,000^{++*}

Quarterly Active Users



2,027^{++*}

Registered Merchants/Brands

** Publicly available information as of March 31, 2024*



TREASURE GLOBAL INC (TGL)
a Malaysian solutions provider
developing innovative technology
platforms.

Leveraging cutting-edge artificial intelligence (AI) technologies, TGL drives innovation across multiple sectors, offering advanced solutions that enhance user experiences, optimize operations, and foster digital transformation.



ZCITY SDN BHD
(Wholly owned subsidiary of TGL)

a unique digital ecosystem that transforms and simplifies the e-payment experience for consumers through advanced AI-powered features.

It enhances user engagement with AI-driven personalization, offers seamless payment solutions, and rewards users, creating a comprehensive and convenient digital experience.



TREASURE GLOBAL INC

ZCITY: 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 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.

AI Robot Redefining E-Commerce Experience

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

Decentralized Transactions with AI Blockchain Wallet

Exclusive partnership for 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

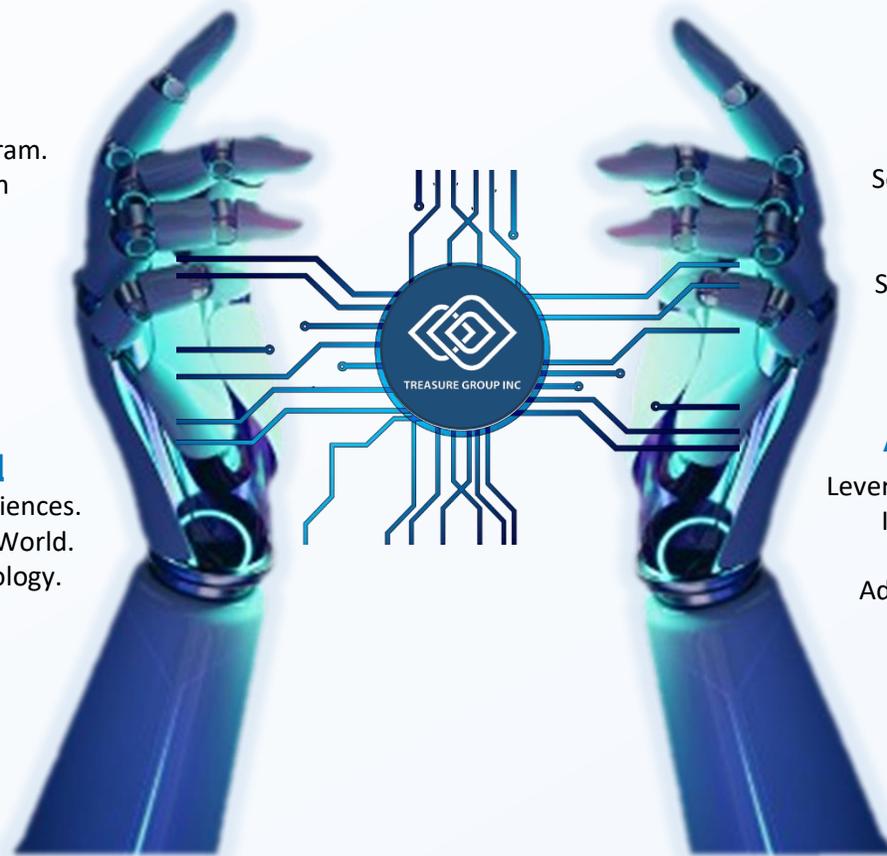
Integration of AI to create diverse and interactive gaming experiences.
AI Game Creator powering engaging mini-games in ZCITY's 3D World.
Improved user experience and engagement through AI technology.
Tapping into the booming global gaming market.

Innovative Telco Services with AI-Powered Crypto Mining

AI algorithms optimizing crypto 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.

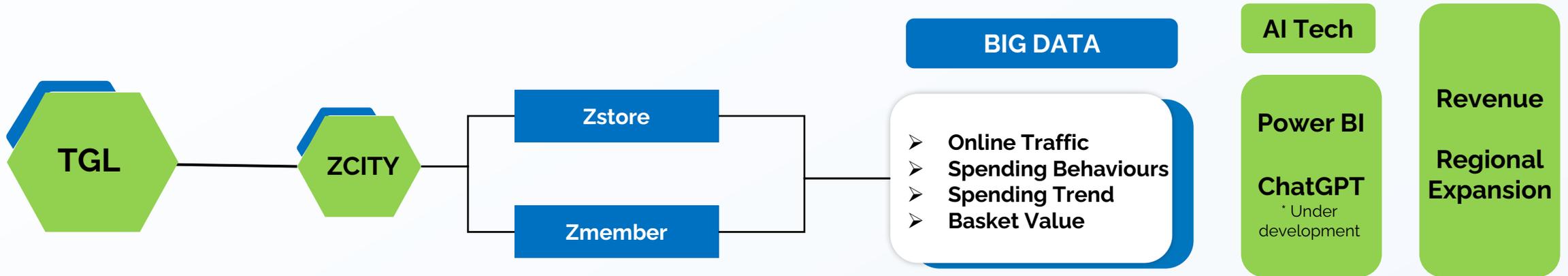
AI and IoT Revolution in Southeast Asia

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.





Business Model





Malaysia F&B SMEs Overview

165,059 #1

Number of F&B SMEs in 2015



Annual Growth Rate – 5.1% #2

233,807 #3

Number of F&B SMEs in 2022

US\$ 11.20 billion #4

Total F&B Transaction Value in 2019

Reference:

#1 <https://www.thestar.com.my/business/business-news/2017/08/30/malaysia-food-and-beverage-sector-shows-steady-growth> & https://www.dosm.gov.my/v1/uploads/files/6_Newsletter/Newsletter%202020/DOSM_BPP_9-2020_Siri-75.pdf
#2 https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=415&bul_id=bUJEdElVOTViR2g3VzZzamFTa1pTZz09&menu_id=b0plV1E3RW40VWRTUkZocEhyZ1pLUT09#:~:text=The%20census%20results%20showed%20that,rate%20of%205.1%20per%20cent
Calculation of the forecast no. for 2019 based on annual growth rate 5.1% , calculated from 2010-2015
#3 Calculation of the forecast no. for 2019 based on annual growth rate 5.1% , <https://docs.google.com/spreadsheets/d/1EurWKd5uPzfbB24MKi9E9N-liTfusPKS/edit#gid=1754329837>
#4 https://www.dosm.gov.my/v1/uploads/files/6_Newsletter/Newsletter%202020/DOSM_BPP_9-2020_Siri-75.pdf
"In 2019, the Food and Beverage sub -sector recorded RM46.4 billion and contributed 5.4% to the Services Sector GDP." [RM46.4 billion = USD11.2 billion (currency conversion rate as of 25/4/2022)]



Large Addressable Market

	Malaysia	Indonesia	Japan	Vietnam	Philippines	Thailand
Population (Millions) <i>(as of January 2023)</i>	34 #1	276 #2	123 #3	99 #4	117 #5	72 #6
% with Internet Users <i>(as of January 2023)</i>	97% #1	77% #2	83% #3	79% #4	73% #5	86% #6
Internet Users (Millions) <i>(as of January 2023)</i>	33 #1	213 #2	102 #3	78 #4	85 #5	61 #6
Total Registered Users (Millions) <i>(as of November 2023)</i>	2.6 #7					
User Penetration Rate <i>(as of September 2023)</i>	≈ 8.0% #8					
User Penetration (Millions) <i>(as of September 2023)</i>		17.0 #8	8.1 #8	6.2 #8	6.8 #8	4.8 #8
Total Merchants (Thousands)	+210 #9 <i>(as of 2020)</i>	+4,100 #10 <i>(as of 2020)</i>	+1,410 #11 <i>(as of 2020)</i>	+30 #12 <i>(as of 2020)</i>	+36 #13 <i>(as of 2020)</i>	+530 #14 <i>(as of 2020)</i>
TGL Registered Merchants (Thousands)	2.0 #15 <i>(as of Sept 2023)</i>					

Reference:

- #1 <https://datareportal.com/reports/digital-2023-malaysia>
- #2 <https://datareportal.com/reports/digital-2023-indonesia>
- #3 <https://datareportal.com/reports/digital-2023-japan>
- #4 <https://datareportal.com/reports/digital-2023-vietnam>
- #5 <https://datareportal.com/reports/digital-2023-philippines>
- #6 <https://datareportal.com/reports/digital-2023-thailand>
- (Compilation of #1 ~ #6 <https://docs.google.com/spreadsheets/d/1EurWKd5uPzfbB24MKi9E9N-liTfusPKS/edit#gid=1024643172>)*
- #7 <https://docs.google.com/spreadsheets/d/1EurWKd5uPzfbB24MKi9E9N-liTfusPKS/edit#gid=2009879582>
- #8 Data extraction: Mar 2023. Projection is based on Malaysia User Penetration (7.3% from Internet User)
<https://docs.google.com/spreadsheets/d/1EurWKd5uPzfbB24MKi9E9N-liTfusPKS/edit#gid=1281575639>

Reference:

- #9 Calculation of the forecast no. for 2019 based on annual growth rate 5.1%, calculated from 2010-2015
<https://docs.google.com/spreadsheets/d/1EurWKd5uPzfbB24MKi9E9N-liTfusPKS/edit#gid=1594081923>
- #10 <https://www.statista.com/statistics/1240159/number-of-food-service-establishments-worldwide-by-country/>
- #11 <https://www.statista.com/topics/7850/restaurant-industry-in-japan/#topicOverview>
- #12 <https://www.gso.gov.vn/wp-content/uploads/2022/08/Sach-Nien-giam-TK-2021.pdf> (Page 326)
- #13 <https://psa.gov.ph/press-releases/id/168619>
- #14 <https://www.statista.com/topics/6734/restaurant-and-food-service-industry-in-thailand/#topicOverview>
- #15 <https://docs.google.com/spreadsheets/d/1EurWKd5uPzfbB24MKi9E9N-liTfusPKS/edit#gid=189880977>



TREASURE GLOBAL INC

Key Partnerships

Drive user conversion through strategic partnerships with Malaysian companies & service partners



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 utilities demand to achieve user stickiness and retention



Growth Strategy

Home Market



1 Broaden range of products and services to both Consumers and Merchants

Reach a wider audience & market through increasing the number of product lines and offering additional services.



2 Increase product selling value

Promote new niche & premium products, which are higher margin.



3 Increase transaction frequency

With further improvements and development, enhance transaction frequency per user over time.

New Markets



4 Form strategic partnerships

Collaborate with like-minded companies where there are untapped synergies to enter new markets. Develop partnerships through co-branding arrangements or M&A.



5 Acquisition of business to increase technical opportunity

Enhance existing offers with new technologies. Value added technologies ensures TGL maintain its competitive advantage.

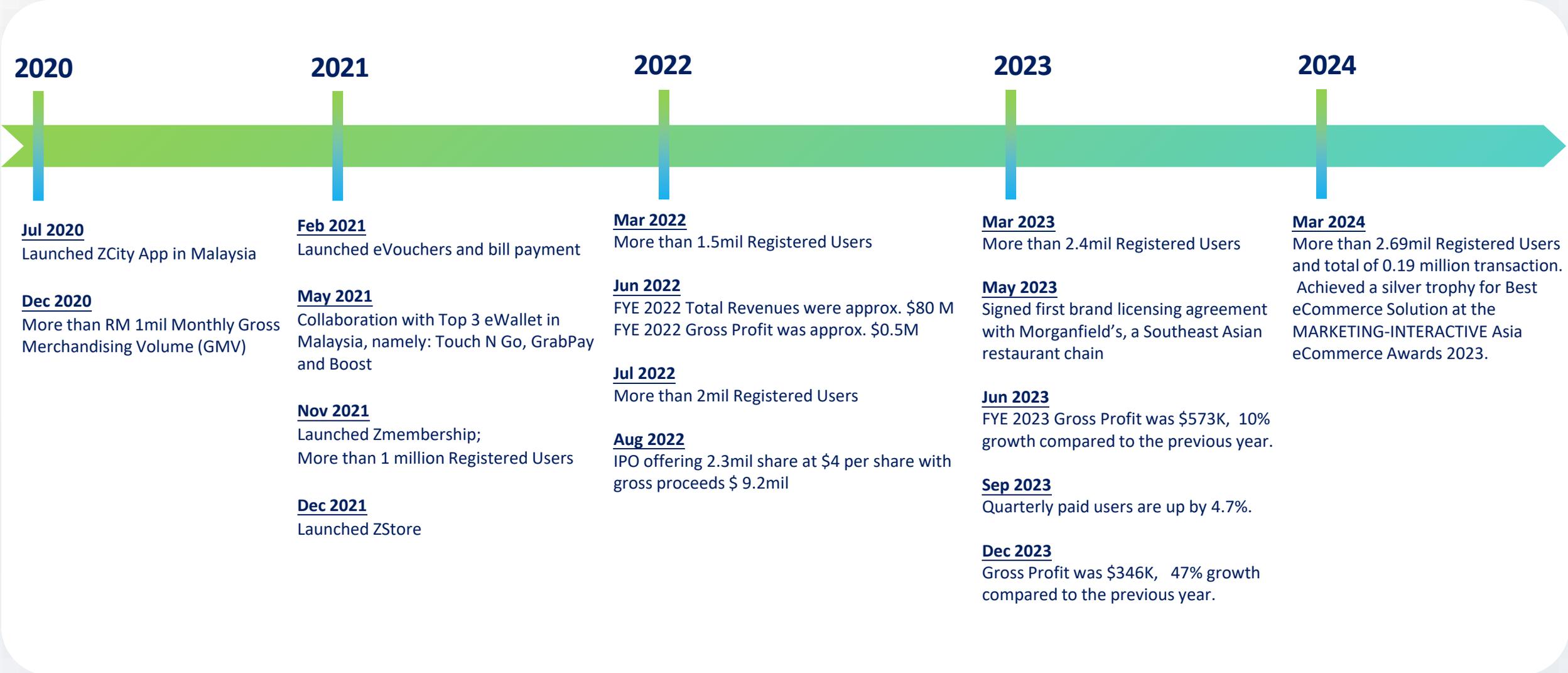


6 Enter new markets

Evaluate investment and M&A opportunities to accelerate international expansion in South-east Asia and Japan.



TGL's Key Milestones





TREASURE GLOBAL INC

Intended Regional Expansion Plan



2022
Malaysia



2023
Indonesia



2024
Thailand



2025
Vietnam



2026
Japan

Revenue Model

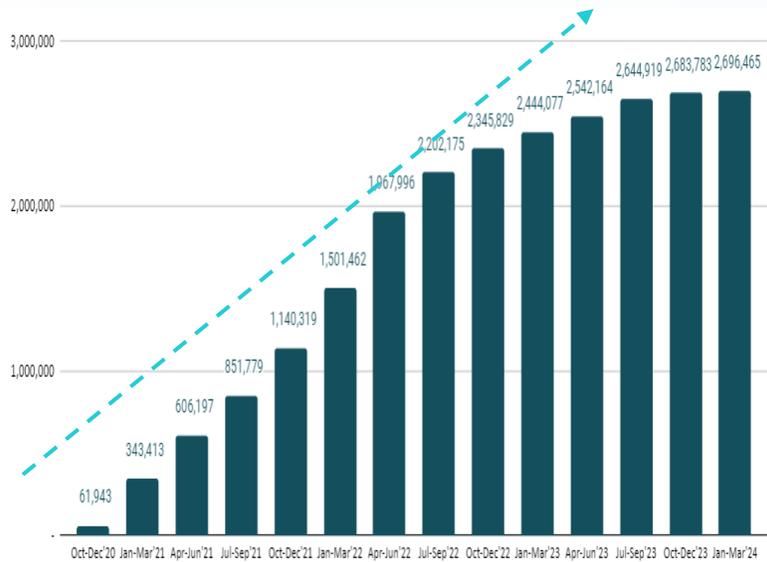
A diversified mix of revenue streams consisting of "Consumer Facing" and "Merchant Facing" revenues



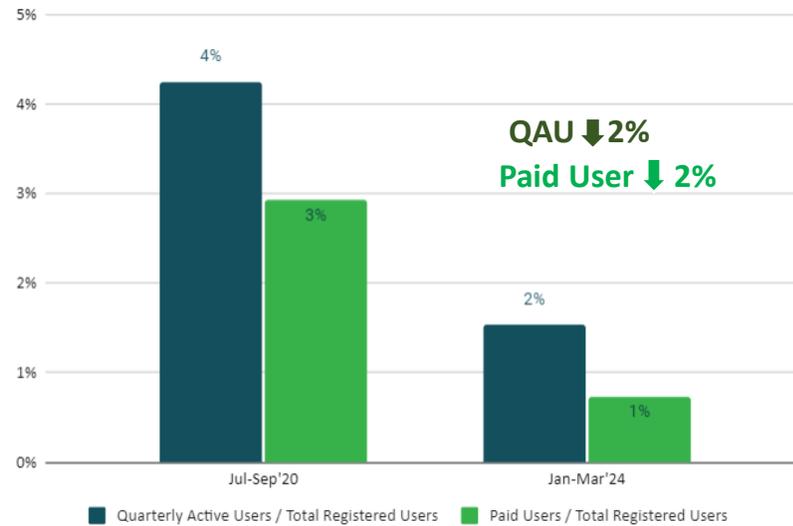


Key User Metrics

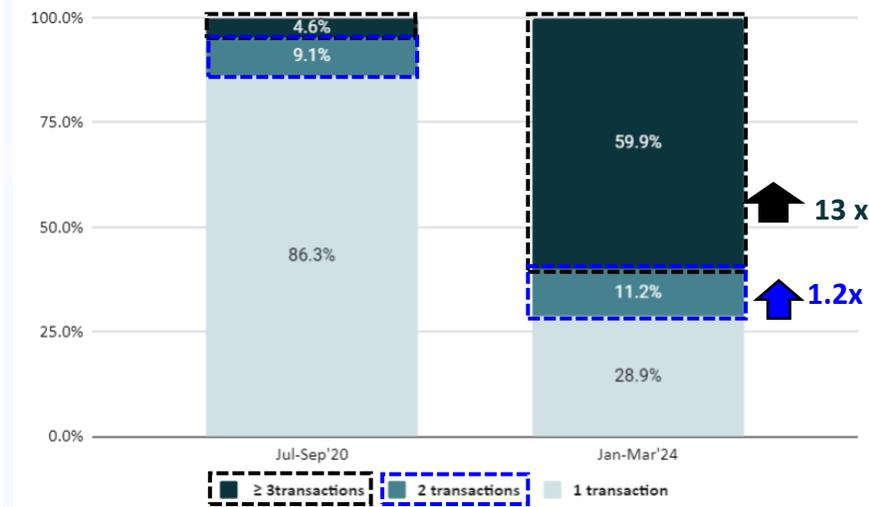
Registered Users (Accumulated)



Registered Users vs Quarterly Active User and Paid User



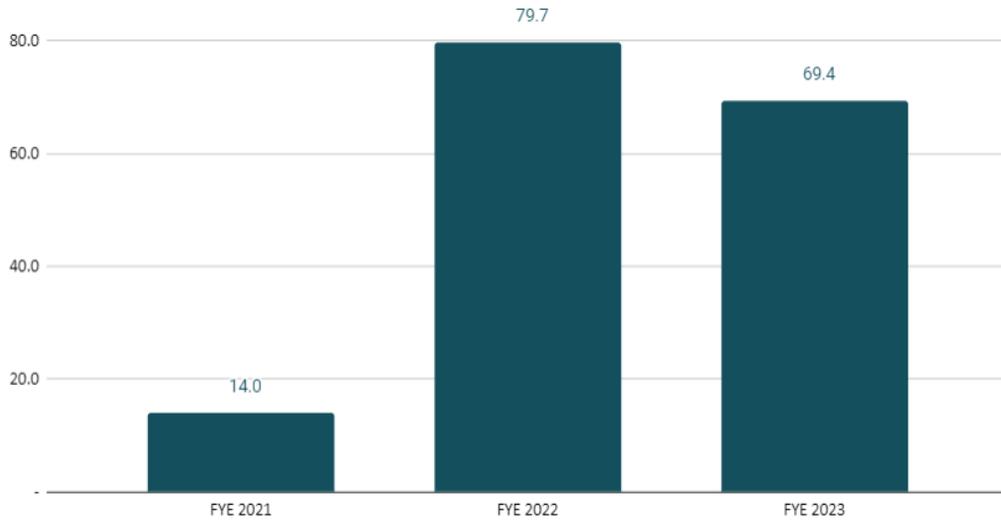
% Quarterly Paid Users split by number of transaction



Strategically Focused on User Recruitment and Substantial Growth

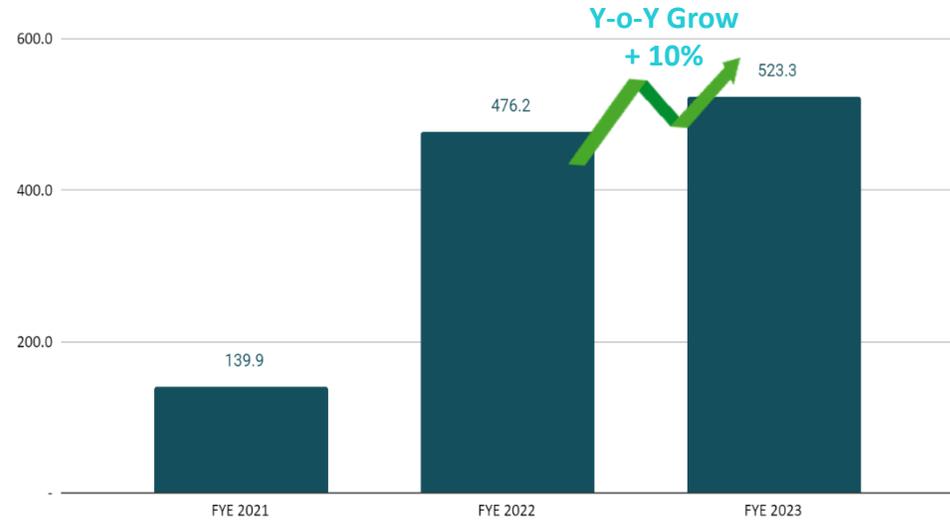
Financial Highlights

Revenue (USD mil)



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

Gross Profit (USD k)



Gross Profit
 FYE Jun'23: \$ 523k
 FYE Jun'22: \$ 476k
 FYE Jun'21: \$ 140k

Resilient Top-Line and Consistent Gross Profit Growth



TREASURE GLOBAL INC

Business Snapshot

2.69 Mil

Registered Users
as of Mar'24

2.95 Mil

Transactions completed
(LTM until Mar'24)

59.9 %

Paid Users transacted
3 times and more in a quarter
for Jan-Mar'24

\$ 69.4 Mil

FYE 2023 Revenues

10 %

Year-to-Year growth in
Gross Profit (FYE 2023)

2.0 k

Registered Merchants
as of Mar'24





TREASURE GLOBAL INC

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



HENRY CHAI
CHIEF OPERATING OFFICER

- Expertise overseeing blockchain technology operations and managing software development for broker systems interfacing with exchange like Bursa Malaysia, SGX, Nasdaq, and NYSE.
- Experienced in technology development, product testing, operational maintenance, and driving new business initiatives.



CHIN SOOK LEE
CHIEF FINANCIAL OFFICER

- Over 12 years in accounts and finance across investment holding, advertising and marketing, and medical industries.
- Member of FCCA and MIA.
- Expertise in financial planning, risk management, and investor relations.



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 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.



BOBBY BANKS
NON - EXECUTIVE DIRECTOR

- 25+ years Investment banking experience
- Ex Goldman Sachs, JP Morgan
- Former Head of ECM for EMEA at JP Morgan



MARCO BACCANELLO
NON - EXECUTIVE DIRECTOR

- Qualified Chartered Accountant
- Ex PwC
- Considerable digital and technology sector experience



JEREMY ROBERTS
NON - EXECUTIVE DIRECTOR

- 25+ years Corporate finance, Investment banking and Principal investment experience
- Ex ABN AMRO, Credit Suisse, Lansdowne Capital
- Operated in US, Asia and Europe



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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