

## Southeast Asian Consumer Data Platform for SMEs



**2013**

Established

**\$3.3M**

2022p Revenue

**\$974.5K**

2022p PBT

### Empowering SMEs with Actionable SE Asian Consumer Analytics



#### Holistic Data Platform

Complete understanding of SE Asian consumer trends and multidimensional analysis with predictive & prescriptive capabilities. Connects to any CRM for data enrichment.



#### Audience Targeting Analytics

One of the only Consumption-based Consumer Profiles localized for specific markets in SE Asia, enabling users to effectively market to their target consumers.



#### E-commerce Customer Analytics

A customer analytics and recommendation engine to enable merchants to understand and monetize their customers.

### Partnered with Malaysia's Largest Media & Entertainment Company

Said media and entertainment company (aka: Media Co) has businesses in TV, print, radio, advertising, content creation and digital media. The partnership offers SMEs the best rates & tool to reach audiences. Benefits include:

- **Larger Collection of Data**  
Media Co will share its entire treasure trove of data with the Company, thus vastly strengthening the Company's collection of data and ability to help SMEs in targeting consumers.
- **Purchasing of Ad Spaces Based on Targeting Criteria**  
Using Media Co's large media business as a platform, the Company will also enable its customers to buy ad spaces based on their targeting criteria.
- **Commission from Media Company**  
The Company will receive commission from Media Co for every one of their customers that use Media Co for advertising (see above).

## Partnered with Malaysia's Leading E-Commerce Platform

The e-commerce platform (aka: E-Com) currently has 5K active merchant users. The partnership offers:

- **Merchants:** the ability to monetize their customers better
- **E-Com:** monetization of their merchant network.
- **The Company:** enrichment of its consumer e-commerce transaction data

## 50+ Years of Combined Experience in Business, Big Data, & Marketing Research

### Chief Executive Officer

- 20+ years of experience in entrepreneurship.
- Well-known figure in entrepreneurship and innovation ecosystem across SE Asia.
- Former CEO of a startup accelerator platform, which successfully nurtured 200+ startups.
- Graduated from one of the top universities in the US, majoring in Finance and Computer Information System.

### Chief Operating Officer

- 30+ years of experience in consumer data operations.
- Former Head of Business Development for a multinational marketing research firm.
- Founder of a data collection company.

### Founder & Chief Intelligence Officer

- Co-Founded a leading marketing research firm in Malaysia.
- Designed analytics modelling for socio economic policies
- Graduated from University of College London.

## USD 10 Billion Market Opportunity

The Company is tapping into the large USD 10 billion Social Digital Advertising & Consumer Analytics market in Southeast Asia.

## Financials (USD)

	2019	2020	2021p	2022p	2023p	2024p	2025p	2026p
Revenue	145.8K	40.0K	509.5K	3.3M	10.1M	15.7M	51.8M	140.5M
Gross Profit	(1.9M)	(813.7K)	300.6K	1.2M	4.5M	8.7M	38.9M	108.7M
PBT	(4.9M)	(2.2M)	(289.4K)	974.5K	1.9M	5.5M	35.1M	104.1M

# Seeking Growth Capital