

# THE SHOPPER MARKETING EXPERTS

shopper360



*behaviour*

*INSIGHTS*

*segmentation*

*communication*

*experiential*

*analytics*

*integration*

*targeting*

*personalisation*

*O2O*

*DATA*

**DRIVING INNOVATION**

**ANNUAL REPORT 2017**

SHOPPER360 LIMITED

## Our Vision

To be the Shopper Marketing Experts in Asia.

## Our Mission

**To be a leader in the field of shopper marketing.** Providing 360 solution such as integrated digital and offline marketing - omnichannel, in-store advertising, e-commerce, data and insight, merchandising, field force activation (sampling), on-ground activation and retail technology products and services.

**To attract the best talent that fit our culture** of forward thinking, forward doing, collaboration whilst cultivating an environment that promotes passion, develops expertise and celebrates success.

**To collaborate and be strategic with our business partners, retailers and customers (brand owners)** in providing solutions to grow their businesses via sales and marketing efforts on the shopper marketing front.

**To create memorable shopper experiences** in the digital and physical retail world.

**In summary, shopper360 aims to promote and advance our brand, promise of helping companies (whether retailer or brand) 'sell smarter'.**

This annual report has been prepared by shopper360 Limited (the "Company") and its contents have been reviewed by the Company's sponsor, ZICO Capital Pte. Ltd. (the "Sponsor"), for compliance with the Singapore Exchange Securities Trading Limited ("SGX-ST") Listing Manual Section B: Rules of Catalyst. The Sponsor has not independently verified the contents of this annual report.

This annual report has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this annual report, including the correctness of any of the statements or opinions made or reports contained in this annual report.

The contact person for the Sponsor is Ms Alice Ng, Director of Continuing Sponsorship, ZICO Capital Pte. Ltd. at 8 Robinson Road, #09-00 ASO Building, Singapore 048544, telephone: (65) 6636 4201.



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**shopper360 Limited** (the “**Company**”, and together with its subsidiaries, “**shopper360**” or the “**Group**”) is a well-established shopper marketing services provider in the retail and consumer goods industries in Malaysia with 30 years of experience in the in-store advertising industry.

The Group offers a comprehensive range of marketing and advertising services that integrate along the entire shopper journey, through in-store experience to loyalty, retention and repeat purchase.

The Group’s history can be traced back to 1986 when Pos Ad Sdn. Bhd. (“**Pos Ad**”) was founded by the late Mr Raymond Chew.

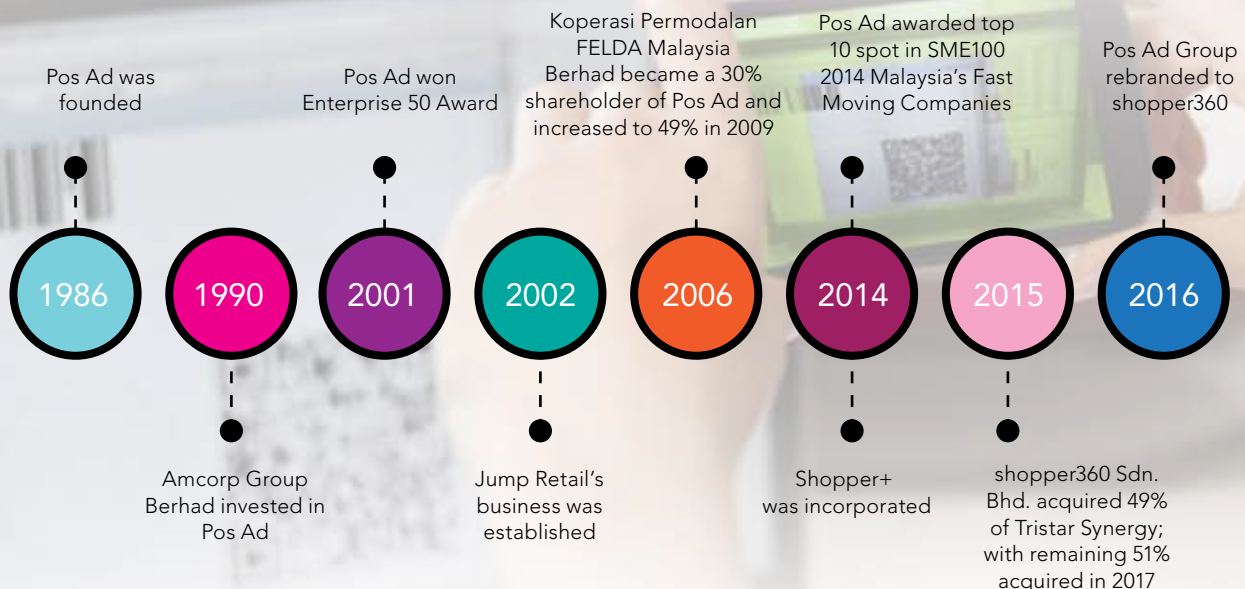


Sound Ads, an in-house supermarket audio advertising programme, was the first medium in Pos Ad’s arsenal. It proved to be a very successful medium of reaching shoppers. As the business continued to expand, Pos Ad needed a larger space and to accommodate this, Pos Ad moved into new offices at Phileo Damansara 2, Petaling Jaya, in 1999. In 2002, Jump Retail Sdn. Bhd. (“**Jump Retail**”) was established to address the merchandising needs of the market with Nestle Malaysia as its first business partner and client. With the world moving into the digital age, Pos Ad added ShopperPlus Sdn. Bhd. (formerly known as Shopwave Sdn. Bhd.) (“**Shopper+**”), a company concentrating on digital marketing, to its group of companies in 2014. Pos Ad acquired a 49% stake in Tristar Synergy Sdn. Bhd. (“**Tristar Synergy**”) in 2015 to expand its business,

bringing a wealth of experience and expertise on promoter services, shopper activation, and market intelligence. In 2016, Pos Ad, together with Jump Retail, Shopper+ and Tristar Synergy, collectively, the “**Pos Ad Group**” revitalized the brand to become shopper360, along with a corresponding ambition to be Malaysia’s shopper marketing expert.

Today, shopper360 connects its customers with its retail partners with a view of reaching out to more shoppers and increasing the visibility of its customers’ products, thereby optimising sales for its customers. The Group has access to in-store advertising to over 1,900 retail outlets, namely hypermarkets, supermarkets, pharmacies and convenience chain stores across 183 towns in Malaysia.

Shopper360’s business comprises three main segments: in-store advertising and digital marketing, field force management, as well as sampling activities and events management. Its current client base of local and multi-national customers includes Nestle, Colgate-Palmolive, F&N Beverage, Fonterra, Samsung, U Mobile and Huawei. The Group has a strong network of retail partners comprising hypermarkets and supermarkets such as Giant, Cold Storage, Eonsave, The Store, Billion, MYDIN, Aeon, and convenience chain store such as 99 Speedmart, as well as pharmacy chains.





## BOARD OF DIRECTORS

Chew Sue Ann  
*(Executive Chairman and Group Managing Director)*  
Ravichandran K Moorthy  
*(Non-Independent and Non-Executive Director)*  
Zaffary Bin Ab Rashid  
*(Non-Independent and Non-Executive Director)*  
Hew Koon Chan  
*(Lead Independent Director)*  
Margaret Au-Yong @ Moh Chuan  
*(Independent Director)*  
Wong Chin Chin  
*(Independent Director)*

## AUDIT COMMITTEE

Hew Koon Chan *(Chairman)*  
Ravichandran K Moorthy  
Wong Chin Chin

## NOMINATIONS COMMITTEE

Wong Chin Chin *(Chairman)*  
Hew Koon Chan  
Zaffary Bin Ab Rashid

## REMUNERATION COMMITTEE

Margaret Au-Yong @ Moh Chuan *(Chairman)*  
Hew Koon Chan  
Ravichandran K Moorthy

## COMPANY SECRETARY

Chua Kern

## COMPANY REGISTRATION NUMBER

201634929Z

## REGISTERED OFFICE

55 Market Street  
#08-01  
Singapore 048941  
Tel: +65 6236 9350  
Fax: +65 6532 9937

## PRINCIPAL PLACE OF BUSINESS

505, 5<sup>th</sup> Floor, Block A  
Phileo Damansara 2  
15 Jalan 16/11  
46350 Petaling Jaya  
Selangor Darul Eshan  
Malaysia  
Tell: +603 7955 1100  
Fax: +603 7954 1818  
Website: <http://www.shopper360.com.my/>

## SHARE REGISTRAR

B.A.C.S Private Limited  
8 Robinson Road  
#03-00 ASO Building  
Singapore 048544

## AUDITORS

Baker Tilly TFW LLP  
600 North Bridge Road  
#05-01 Parkview Square  
Singapore 188778

Partner-in-charge: Joshua Ong Kian Guan  
*(a member of the Institute of Singapore Chartered Accountants)*  
Date of appointment: 13 March 2017

## PRINCIPAL BANKERS

The Hong Kong and Shanghai Banking Corporation Limited, Singapore Branch  
21 Collyer Quay  
HSBC Building Level 1  
Singapore 049320

## SPONSOR

ZICO Capital Pte. Ltd.  
8 Robinson Road  
#09-00 ASO Building  
Singapore 048544







# POS MEDIA AD

## THE LEADING RETAIL MEDIA PROVIDER

More than 30 years of  
**Shopper Solutions**

“  
*Malaysia's Pioneer in  
In-Store Media Advertising*  
”

- Founding company of shopper360
- Since 1986 (30 years proven track record)
- Since then, we have added other services to engage the shopper at every touch point
- Access to more than 1500 leading hypermarkets, supermarkets, pharmacies and convenience stores nationwide







# SPECIALIST IN RETAIL FIELD FORCE MANAGEMENT

## FIELD FORCE OPERATIONS MANAGEMENT

- Merchandising itinerary and route scheduling
- In-class training and field coaching
- KPI (Key Performance Indicator) management and reporting
- Incentives and reward system to drive performance
- POSM (Point-Of-Sale Materials) storage and allocation

## AD-HOC TASK FORCE

Additional ad-hoc resources to support seasonal requirements or customized objective-driven projects such as

- Seasonal blitz
- Festive display setups
- Re-plan-o-gram
- Audits

## PAYROLL & RECRUITMENT MANAGEMENT

- Management of monthly disbursements, incentives, and bonuses
- Administration and documentation handling
- Supply of field operational personnel and talent
- Suitable remuneration according to industry

## FIELD FORCE AUTOMATION SYSTEM & BUSINESS INTELLIGENCE

They say that Information is King. We take this to the next level by providing near real-time information and ground reports to drive retail operations and facilitate strategic planning.







**TRISTAR**  
SYNERGY

# THE LEADING PROMOTER ACTIVATION & EVENTS PROVIDER

- Sampling management
  - Market intelligence and analysis
  - Shopper engagement via creative design and sampling concepts
  - Out of Store Events e.g.: Sports Day, and events at colleges, and mamak/food courts
- 





# shopper+

## POISED FOR THE DIGITAL ECONOMY

Shopwave (an app developed by Shopper+) engages shoppers with rewards in the form of "wave points" when shoppers purchase certain products or scan barcodes of certain products, thereby increasing brand awareness for our brand owners.

### O2O (Online to offline and vice versa)

- Insight
- Consultancy
- Creative
- Content
- Media
- Social Media
- Marketing Implementation

### TECH & DATA

- Automated field force reporting (PRISM, CLOVER)
- Mobile development
- White Label
- Virtual Reality and Augmented Reality
- Shopwave mobile app (Loyalty Platform)





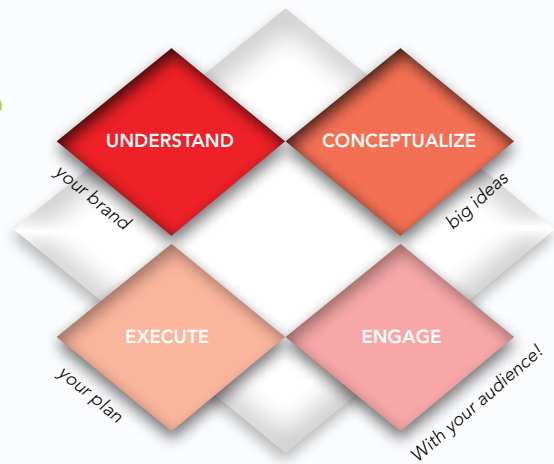
# Gazelle

ACTIVATION

## SPECIALIST IN SHOPPER ACTIVATION

At the heart of Gazelle, we are *fully committed to delivering creative and practical solutions* that will meet all your business goals

We make it our objective to *elevate your brand name*, to **DRIVE** engagement via effective brand activation







# OUR UNIQUENESS & BUSINESS STRENGTHS

Shopper360 operates in highly competitive industries, with competition from local and global companies. However, the Group believes that the barriers to entry in our industries include the need for a large pool of skilled personnel, operational efficiencies, track record, long standing business relationships, reputation and credibility.

For our in-store advertising and digital marketing services, and sampling activities and events management services, we compete for customers primarily on the basis of network size of our retail partners and coverage, location, price, quality and the range of advertising mediums or shopper engagement services that we offer. We also compete against different advertising mediums for overall advertising spending by our customers. These mediums include, but are not limited to, newspapers, television, direct mail, magazines, radio, Internet-based services, mobile devices / applications, broadband wireless, public / outdoor fixtures, billboard and public transport advertising. For our field force management business, we compete for customers primarily based on the size, quality of field force personnel, price and operational expertise. For all our businesses, we also compete based on value-added services such as creative ideas, holistic solutions, market intelligence, employing technology and identifying key areas that add value in increasing sales for our customers' businesses.

We are able to compete effectively due to the following competitive strengths:



## (1) A "ONE-STOP" SHOPPER MARKETING SERVICES GROUP

We are able to provide a full suite of advertising, marketing and shopper engagement services. We complement customers' needs to reach out to shoppers at every touch point through our different business segments, namely in-store advertising and digital marketing, field force management, sampling activities and events management. We have the advantage of sharing of expertise, business information and knowledge across our business segments in order to help our customers achieve their objectives. We constantly innovate and develop new advertising mediums or shopper engagement methods in order to keep up with changes in trends and technologies. We believe that our ability to effectively manage our customers' advertising, marketing and branding requirements will enable us to retain existing customers and attract prospective ones. With our strong operations team, established network of customers and retail partners as well as synergies amongst our different business segments, we believe that we are well positioned to meet the demands of our customers and the industry.



## (2) STRONG ESTABLISHED TRACK RECORD AND REPUTATION SINCE THE 1980'S

We are a pioneer in in-store advertising in Malaysia since 1986 and have expanded into a "one stop" shopper marketing services group offering a full suite of shopper marketing services that are insightful and effective in addressing the needs of our customers and retail partners. We believe that our wealth of experience, professionalism, responsiveness and focus towards delivering consistent quality have been the key to building our customers' loyalty. Over the last 30 years, we have won the Enterprise 50 award twice and top 10 in the SME100 2014 Malaysia's Fast Moving Companies. Enterprise 50 is an annual award programme organised by the SME Corporation Malaysia and Deloitte Malaysia, to celebrate and highlight the achievements of enterprising small and medium companies that are well positioned for the future.



# OUR UNIQUENESS & BUSINESS STRENGTHS



## (3) STRONG RELATIONSHIPS WITH OUR CUSTOMERS

We have over the years established strong relationships with our major customers. Our strong client-centric approach to doing business has allowed us to focus on building the trust and confidence of our customers. This has been evidenced by our high retention rate of our customers, such as Nestle Malaysia, which has been a customer of Jump Retail since 2002. Other long-term customers include brand leaders of various categories in the market, such as Dutch Lady Milk Industries Berhad (Dutch Lady milk), Samsung, Southern Lion (Shokubutsu, Fresh and White, and Systema), Cotra Enterprises (Vitagen, Marigold, and HL Milk) and Fonterra (Anlene and Annum).



## (4) STRONG AND ESTABLISHED NETWORK OF RETAIL PARTNERS IN MALAYSIA

We have established a strong network of retail partners in Malaysia. We help our customers reach out to approximately 7 out of 10 shoppers in Malaysia. We have a strong network of retail partners comprising hypermarkets and supermarkets such as Giant, Cold Storage, Econsave, The Store, Billion, MYDIN, and Aeon, convenience chain stores such as 99 Speedmart, as well as chain pharmacies. We have worked with Giant and 99 Speedmart for more than 5 years. We believe that our wide network of retail partners provides assurance to our customers that our Group is able to maximise their reach to shoppers and increase brand awareness for our customers.



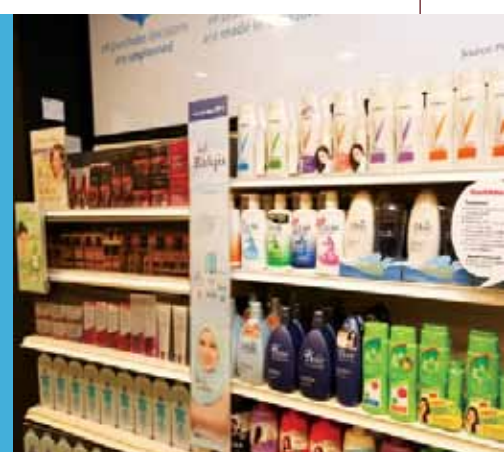
## (5) EXPERIENCED MANAGEMENT TEAM

Our management team comprises qualified and dedicated individuals with extensive experience and track records in in-store advertising, field force management, sampling activities and events management. The core members of our management team are Chew Sue Ann (Executive Chairman and Group Managing Director), Samuel Chan (Executive Officer and CEO of Pos Ad, Shopper+ and Gazelle), Janice Cheah (Executive Officer and CEO of Jump Retail), Angelina Ooi (Executive Officer and CEO of Tristar Synergy), Lee Jun Ling (General Manager of Business Development and Operations) and Chow Siew Bee (Financial Controller). We believe that the management team has been, and will continue to be, instrumental in formulating our business strategies and spearheading the growth of our business operations.



## (6) POISED FOR THE DIGITAL ECONOMY

Digital and mobile marketing has become increasingly important in the shopper's path to purchase. Deployment of marketing through digital channels like mobile and personal computers have become imperative to complement every touchpoint of the shopper with brands and retail partners such as hypermarkets, supermarkets, pharmacies and convenience chain stores, before, during and after their purchases. We have an experienced technology team and digital marketing team to provide solutions on shopper engagement.





# BUSINESS STRATEGIES AND FUTURE PLANS

Our business strategies and future plans for the growth are driven by innovation and creating relevant solutions to our customers whilst being adaptable to the evolving shopper landscape. Our strategies can be described in four main thrusts:

## (A) EXPANSION OF OUR SERVICE OFFERINGS

For our in-store advertising business, we intend to expand our service offerings to customers by introducing new innovative mediums, with particular focus on digital mediums, to be undertaken by our in-store advertising and digital media team at Pos Ad. We also plan to provide design and content development services, in addition to production and installation services. Our in-house team has won several new businesses in creative and content production and will continue to do so.

For our sampling activities and events management business, we intend to expand our operations through various channels such as engaging with food trucks and pop-up stores by the end of 2018. We will assist our customers by securing locations and offering sales personnel and promoters for such new channels.

Shopwave was rebranded as ShopperPlus, to better communicate our scope of services which will involve retail technology, insights, digital content, creative and marketing services.



## (B) EXPANSION OF OUR NETWORK OF CUSTOMERS AND RETAIL PARTNERS

We believe that our proven track record in offering our customers in-store advertising, digital marketing, in-store activation and field force management services as well as our Group's extensive industrial experiences have equipped us well to enable us to secure new customers as well as increasing our non-FMCG clientele base.

In addition, Pos Ad intends to expand its network of retail partners and not be restricted to only hypermarkets, supermarkets, pharmacies and convenience chain stores. Jump Retail and Tristar Synergy will also hunt for more customers in different FMCG segments such as personal care and beauty by the end of 2018.



# BUSINESS STRATEGIES AND FUTURE PLANS



## (C) EXPANSION INTO NEW GEOGRAPHICAL LOCATIONS

We intend to capitalise on our know-how, relationships and positive brand image, as well as our extensive industry experience and expertise to expand our operations locally and into new geographical locations. We have won some digital marketing business in Myanmar and Singapore and we plan to continue to hunt for more through the good works we have completed thus far.



## (D) EXPLORING ACQUISITIONS, STRATEGIC ALLIANCES AND/OR JOINT VENTURES

We will also expand our business to new markets and new customers, through a mixture of possible corporate actions, such as acquisitions, joint ventures and/ or strategic partnerships.



## BUSINESS OUTLOOK

The response from our customers towards our new offerings through Gazelle Activation Sdn. Bhd. (formerly known as Jump Licensing (M) Sdn. Bhd.) ("**Gazelle Activation**") has been encouraging. We believe that customers will continue to place importance in face-to-face engagement or experiential activities whether at supermarkets, hypermarkets or malls. We have seen an increase in interest for our capabilities in executing a full 360 campaigns, deploying instore communications to digital video and social media campaigns.

As the consumer landscape in Malaysia is still considered 'soft', brand owners of FMCG will still be inclined towards adopting shopper-focused activities in-store, to drive sales of their products. This will present an opportunity to the Group to assist these FMCG to conduct more in-store marketing and promotional activities.\*

The Group will continue to focus on expanding its portfolio of clients and scope of services, besides improving work flow processes, manpower utilisation and information technology applications to increase productivity and efficiency.

Suitable opportunities are being explored to expand the business through acquisitions, joint ventures or strategic alliances with partners who can strengthen our market position regionally and value-add to our existing businesses.

\* It was stated in the 2016 annual report of Nestle (Malaysia) Berhad ("**Nestle Malaysia**", a key customer of the Group) that Nestle Malaysia had reported a record high turnover for financial year ended 31 December 2016 despite a soft F&B market in Malaysia – growth driven by product innovations, strong marketing and trade promotions.





**Chew Sue Ann**  
Chairman

## Dear Shareholders,

I am pleased to present to you the Annual Report of the Company for the financial year ended 31 May 2017 ("FY2017").

Shopper360 has achieved several milestones in the past 2 years as we celebrate our 30 years anniversary. Firstly, we completed our 100% acquisition of Tristar Synergy, launched a book detailing the story of our beloved founder, Mr Raymond Chew, refurbished our office which is headquartered in Petaling Jaya, Malaysia, and listed on the Catalyst Board of the Singapore Exchange Securities Trading Limited.

These are huge milestones for us as we move towards becoming a formidable regional agency in the shopper marketing space. We will expand our expertise to ASEAN, starting first with Myanmar and Singapore, and we hope to reap the fruit of our labour for having laid a strong foundation for the business over the last 30 years. We hope that together with our retail partners and our fast-moving consumer goods (FMCG) customers, our business will continue to flourish.

As we embark into our new financial year, we are embracing the theme of "Leveling Up", challenging ourselves to move into new areas of growth, personally and also for the Group. We are in the "people" business and will continue to invest in our people as they are just about the best asset any business

can have. Over the years, as we expand our business and as a listed company now, we have been known to take care of our employees as we have been seen to treat each one like a family member. We recently relaunched our core values and ramped it up across the businesses in order to drive a culture that all of us can be proud of and in unison. The values are "be expert", "forward thinking, forward doing", "collaboration", and "enjoy and respect".

## Be Expert

We have not stopped short in our efforts to be thought leaders in our industry. Whether by attending overseas expo, hosting shopper marketing talks or constantly upskilling our staff through various training programs. For FY2017, shopper360 has achieved an average training hour of 8.3 hours per staff.

This year, we sent a team to Dusseldorf, Germany to attend Euroshop, a retail expo which is held once every three years and is one of the largest retail expos in the world. Through this expo, we were exposed to retail innovations and store concepts that are vibrant and engaging, and have responded well by merging technology to their brick and mortar business. The reality is that physical stores today are still relevant so long as they are able to give shoppers what





e-commerce is not able to do – connecting emotionally with shoppers through an amazing 'experience'. We are convinced that retail stores who know how to use technology and experience to their advantage is very much here to stay and can co-exist with a digital and e-commerce world.

## Forward Thinking, Forward Doing

This year has seen us moving up the value chain with some of our retail partnerships by providing them strategy on how to reposition their stores and deepening our scope of work with our existing clients. Internally, we have also introduced more digitized ways of working particularly in human resource processes.

## Collaboration

We initiated functional roles by getting our staff to different types of roles, sometimes not within their field of expertise. We found that there was a richer working environment within the Company due to cross department sharing as well as partnering together for certain projects. This allowed for a more unified workforce and a better result because of the cross fertilization of ideas from different departments. In essence, we benefitted from a more unified and engaged workforce.

## Enjoy and Respect

"All work and no play makes Jack a dull boy," this has always been our motto from the very beginning. From durian parties, pool tournaments to costume parties, we never fail to inject a bit of fun to build better working relationships with one another. A group that plays together will also work well together. Respecting each person's uniqueness allows for a diverse workforce and that means we will be able to feed off each other's different talent and strengths.

With this, I would like to thank my entire team - all 250 permanent staff, 1,300 merchandisers on the field, 1,000 promoters at any given time in the year, our shareholders, business partners and customers - thank you for making shopper360 a great company to work for. I look forward to building this business to greater heights together with you.

God bless all of you,

## CHEW SUE ANN

*Executive Chairman and Group Managing Director*





## AUGUST 2016

- Jump Retail participates in a team building trip to Phuket, Thailand.
- Executive Chairman and Group Managing Director, Chew Sue Ann, participates as a judge for the Effie Awards. The Effie Awards is a marketing communications award given yearly by Effie Worldwide to honor the most effective marketing communications ideas.
- Pos Ad participates in a team building trip to Bangkok, Thailand.



## SEPTEMBER 2016

- Shopper360 Sdn. Bhd. ("shopper360 Malaysia") participates as a platinum sponsor for Malaysia's Chief Marketing Officer's (CMO) Conference which were attended by more than 500 marketing professionals. Shopper+ also set up an awareness booth at the CMO conference.





## OCTOBER 2016

- Shopper360 Malaysia hosts its third Shopper Marketing Series instalment – Shopper Marketing Series 3. The event was attended by more than 1,000 participants and topics of talk at the event included “Changes in Retail and Shopper Behaviour” by Tim Asquith, Engage Consulting, and “Insights into Malaysian Shopper Marketing Behaviour” by Sophie Cox, Firestar Research.
- Shopper360 Malaysia celebrates its 30th anniversary with retail partners, customers and staff at Nexus Convention Centre, Kuala Lumpur, Malaysia.
- Jump Retail hosts its annual central region merchandiser night with more than 800 participants.



## NOVEMBER 2016

- Shopper360 Malaysia attends the Giant Anniversary Dinner which was planned and organised by Shopper360 Malaysia on behalf of Giant.
- Shopper360 Malaysia participates in the ‘Bowling for Bucks’ charity event, raising money for Dignity for Children foundation.
- Shopper360 Malaysia participates in our customer, Ginvera’s Bio Essence Star Run.





## DECEMBER 2016

- Shopper+ attends a 2-day strategy and brainstorm session at Shorea Resort, Seremban.
- Incorporated the Company under the name of shopper360 Pte. Ltd. in the Republic of Singapore as a private limited company, in preparation for listing on the Catalyst of the Singapore Exchange Securities Trading Limited ("SGX-ST") (the "Listing").

## FEBRUARY 2017

- Chinese New Year celebration at shopper360 Malaysia headquarter.
- Shopper+ ran a nationwide promotion during Valentine's day to increase the usage of its app, Shopwave.





**MARCH 2017**

- Shopper360 Malaysia visits Euroshop, the biggest retail expo in the world at Dusseldorf, Germany. The expo featured the latest retail innovations and technological trends.

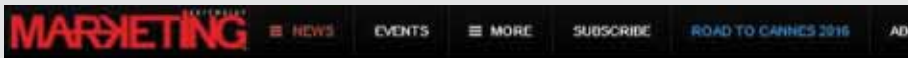


**APRIL 2017**

- Shopper360 Malaysia visits C-Star Solutions and Trends in Retail in Shanghai, China.

**JUNE 2017**

- Completed a restructuring exercise to rationalise the structure of the Company and its subsidiaries in preparation for the Listing
- shopper360 Limited lists on the Catalist of the SGX-ST.



- Daily Fresh News
- Breaking News 2014
- Breaking News 2013
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### RELATED ARTICLES

Malaysia's top retailer calls for a media pitch



The account was formerly held by Mindshare

DAI LY FRESH NEWS

## Building on Her Father's Legacy

23 JUNE 2016



(marketingmagazine.com.my) - A larger-than-life figure, Raymond ran a very successful business distinguished by many personal touches. In many ways he was the last of a breed of men who took care of everything, finding time for clients, who later became friends at whilst being there for his family.

His traits, both personal and professional rubbed off on his daughter Chew Sue Ann who has since taken

## Malaysian Shopper360 lists on Singapore stock exchange

27 July 2017 Daily Fresh News

- Like 8
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Three decades on and local shopper marketing experts Shopper360 finds themselves on the Catalyst board of the Singapore stock exchange.



## shopper360 raises \$11 mil through IPO placement, to commence trading on Friday

By Vivienne Tay

SINGAPORE (June 29) - shopper360 on Wednesday completed its placement of 38 million shares, comprising 18 million new shares and 20 million vendor shares, for 29 cents per share to raise gross proceeds of approximately \$11 million.

ZICO Capital is the sponsor and issue manager for the initial public offering (IPO), with UOB Key-Han as the placement agent.

In a press statement on Thursday, the shopper marketing services provider in Malaysia's retail and consumer goods industries notes that the placement "attracted strong interest from institutional investors and the investing community".

After deducting related expenses, the estimated net proceeds of \$2.4 million will be used to fund business expansion through increasing service offerings, customers and retail partners, expanding into new geographical locations, and forming strategic alliances, equities and joint ventures, aside from general working capital purposes. Based on the post-placement share capital of 114.4 million shares, the group's market capitalisation stands at about \$32.2 million.

While the company does not have a fixed dividend policy, it intends to distribute annual dividends of no less than 20% of its net profit attributable to equity holders of the company, over FY17 and FY18.

"We are encouraged by the enthusiastic response from investors for our IPO. This is a clear sign of confidence in shopper360's investment story. The capital raised from the IPO will go towards our next growth phase which is geared towards the expansion of a group both locally and overseas," says Chew Sue Ann, executive chairman and group managing director of shopper360.

"As a listed company, we are now in a better position to fortify our market position and stay ahead of the competition. The increasing importance for shopper engagement an experience, bolstered by a proliferation of brick-and-mortar retail stores, bode well for us, as the synergistic nature of our business segments enables us to provide integrated solutions to our customers at every touch point - from pre-store, in-store to post-store - the add.

"We also have a strong pipeline to introduce new innovative mediums to our existing suite of services, and are well-placed to capture opportunities in the digital economy."

shopper360 is expected to start trading on the Catalyst board of the SGX at 9am on

**ADVERTISING OPPORTUNITIES NOW AVAILABLE!**



04/10/2016 Mon 12:12 in Malaysia by Rezwana Manjur

## Shopper360 sheds light on shopper marketing scene in Malaysia [GALLERY]

- in
- f
- t
- whatsapp

Earlier this year, Pos Ad Group rebranded as it grew in size, number of clients and its capabilities. The group is now rebranded to Shopper360.



12/05/2016 Thu 10:57 in Malaysia by Vivienne Tay

## Shopper360 nurtures young talent





**NEW LISTING**

## Retail marketing firm Shopper360 raising money for Southeast Asian expansion

**(BY JARVIS HO)**

A 170-million-dollar round of financing for the Singapore-based firm is being led by a consortium of investors, including private equity firms, and is expected to be completed by the end of the year. The money is for a \$1 billion expansion plan, which includes the acquisition of a 50% stake in a Singaporean retail chain, and the launch of a new mobile app for the firm's existing customers. The firm is also planning to launch a new mobile app for the firm's existing customers. The firm is also planning to launch a new mobile app for the firm's existing customers.



26/07/2017 Wed 18:31 in Malaysia by Janice Tan

### shopper360 gets listed on SGX, plans to expand service offerings

shopper360 has raised a \$170 million round of financing to fund its expansion into Southeast Asia. The firm is also planning to launch a new mobile app for the firm's existing customers.

MARKETING NEWS EVENTS MORE SUBSCRIBE ROAD TO CANNES 2016 ADD

Shopper360 is a leading retail marketing firm in Southeast Asia. The firm is also planning to launch a new mobile app for the firm's existing customers. The firm is also planning to launch a new mobile app for the firm's existing customers.

### Shopping for the right insights

on 18 NOVEMBER 2016

MARKETING NEWS EVENTS MORE SUBSCRIBE ROAD TO CANNES 2016 ADD

MARKETING MEDIA DIGITAL SOCIAL MOBILE PEOPLE AGENCIES

MEET WITH OVER 200 CUSTOMER EXPERTS

DIGITAL MARKETING MALAYSIA 2017

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DAILY FRESH NEWS

## Increase your knowledge in Shopper Marketing

on 11 OCTOBER 2016

(Marketingmagazine.com.my) – In celebrating Pos Ad Media's 30th milestone in the industry, shopper360 (formerly known as Pos Ad) will be conducting an exhibition and talks on Shopper Marketing this Thursday (October 13th) from 10am to 4pm at Conexio, Bangsar South.

No stranger to the retail industry, the event will feature the company's journey in the past 30 years, having started with one product to where it is today, a leader in the retail media space with a network of over 1500 retailers and over 50 mediums available.

Apart from gaining knowledge on the company through an interactive exhibition, talks at the event will feature thought leaders in the sector and an insight into the latest retail trends and shopper behavior. Below is the session planned:

MARKETING NEWS FEATURES EVENTS JOBS PEOPLE AGENCIES

Specialised workshops to improve your skills

Pos Ad Media looks to capture retail essence

in f t w





# OUR NEW HOME

RECEPTION



RETAIL LAB



PANTRY



COLLABORATION  
AREAS



GYM







# OUR NEW HOME



CHILL OUT  
AREAS



OPEN  
OFFICE







MEETING AND  
TRAINING ROOMS





# FINANCIAL REVIEW AND HIGHLIGHTS

## (A) Key Data of Operating Results

	FY2014 RM'000	FY2015 RM'000	FY2016 RM'000	FY2017 RM'000
Revenue	68,399	89,600	113,520	132,452
Profit before taxation from continuing operations	7,166	9,204	17,285	12,591
Profit after taxation from continuing operations	4,789	6,206	13,690	8,371
Net profit attributable to equity holders of the Company	5,311	6,736	13,306	5,147
Normalization adjustment <sup>(1)</sup>	-	-	(4,724)	5,218
Net profit attributable to equity holders of the Company (After Normalization)	5,311	6,736	8,582	10,365

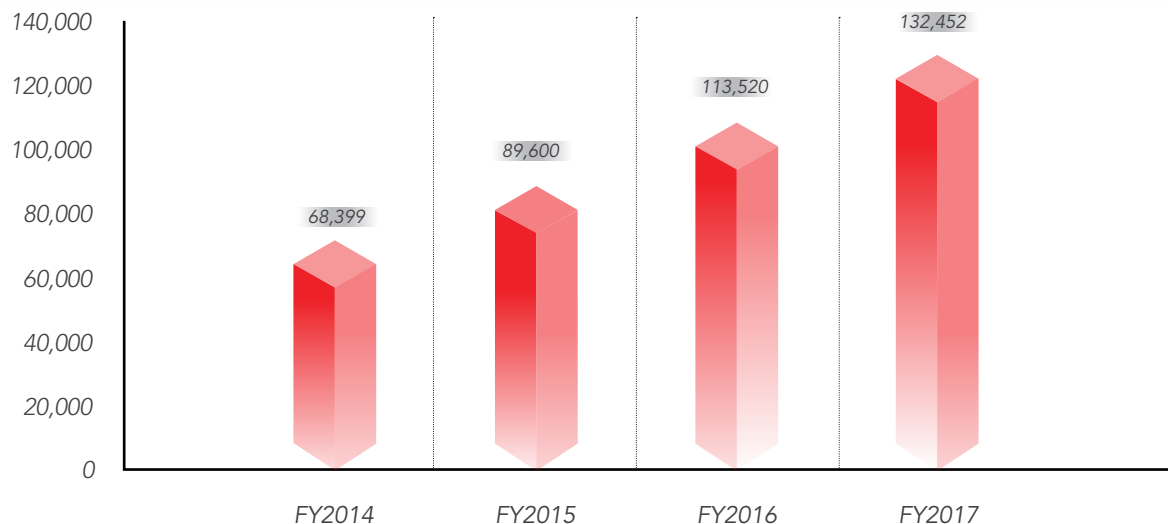
## (B) Financial Indicators

Return on equity	16%	19%	35%	18%
Return on equity (After Normalization)	16%	19%	23%	37%
Earnings per share <sup>(2)</sup> (RM cents)	4.64	5.89	11.63	4.50
Earnings per share <sup>(1)(2)</sup> (RM cents) (After Normalization)	4.64	5.89	7.50	9.06

### Notes

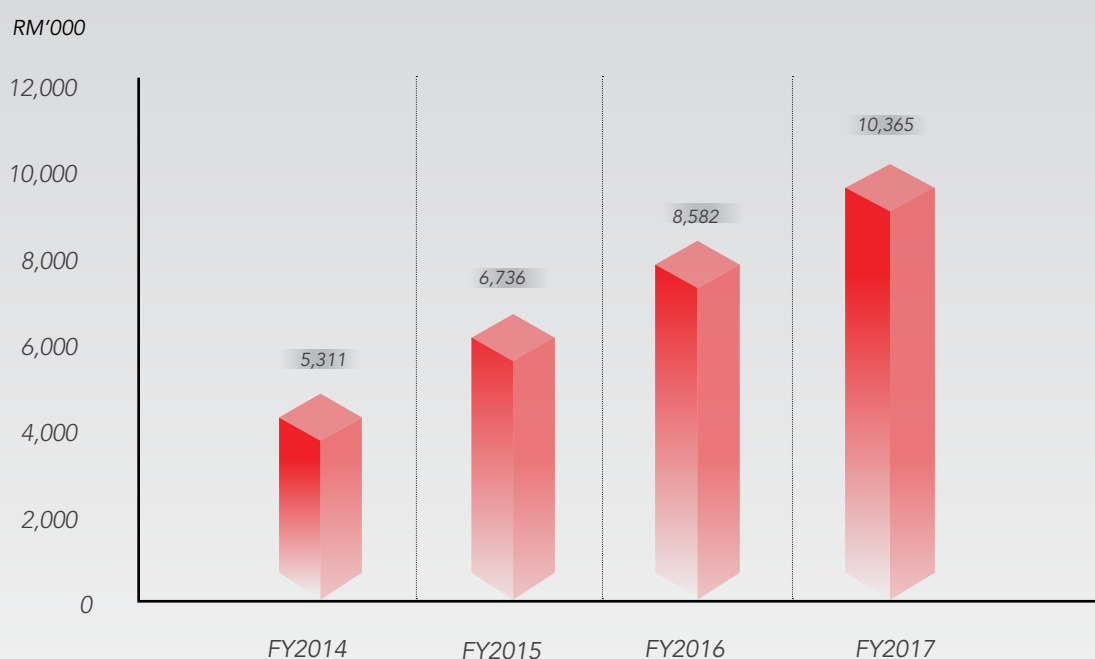
- (1) Normalization refers to adjustments of one-time gains/charges, comprising (i) one-off gain on disposal of properties of RM4.7 million in FY2016; and (ii) one-off expenses incurred in respect of the IPO, comprising listing expenses of RM 3.9 million and fees paid to a professional adviser of RM1.3 million, in FY2017.
- (2) For comparative purpose, the earnings per share for the respective financial years had been computed based on net profit attributable to equity holders of the Company and the Company's post-initial public offering ("IPO") issued and paid-up share capital of 114,400,000 shares.


RM'000



Revenue

# FINANCIAL REVIEW AND HIGHLIGHTS



 Net profit attributable to equity holders of the Company (After Normalization)

## REVIEW OF THE GROUP'S PERFORMANCE

### Revenue

Revenue increased by 17% or RM 19.0 million, from RM 113.5 million in FY2016 to RM 132.5 million in FY2017, due mainly to revenue contributions from all business segments.

### Cost of sales

Cost of sales increased by 15% or RM 11.6 million, from RM 78.8 million in FY2016 to RM 90.4 million in FY2017. The increase was mainly attributable to the increase in staff cost of RM 10.1 million and transportation cost of RM 0.9 million. The increase in cost of sales was in line with the increase in revenue.

### Gross Profit

Gross profit increased by approximately RM 7.3 million or 21%, from RM 34.8 million in FY2016 to RM 42.1 million in FY2017, with gross profit margin improving slightly from 31% in FY2016 to 32% in FY2017.

### Other Income

Other income decreased by RM 4.5 million or 85%, from RM 5.3 million in FY2016 to RM 0.8 million in FY2017. Other income in FY2017 relates largely to a gain on disposal of available-for-sale financial assets of RM 0.46 million and interest income from deposits of RM 0.20 million. Other income in FY2016 relates largely to a one-time gain on disposal of properties of RM 4.7 million and dividends income from available-for-sale financial assets of RM 0.3 million.

### Research and development

Research and development decreased by approximately RM 0.6 million or 64%, from RM 1.0 million in FY2016 to RM 0.4 million in FY2017. Higher research and development costs were incurred in FY2016 as the Group developed its proprietary software, whereas in FY2017, the Group focused on the maintenance and improvement of the proprietary software.





# FINANCIAL REVIEW AND HIGHLIGHTS

## Administrative Expenses

Administrative expense increased by approximately RM 8.2 million or 38%, from RM 21.6 million in FY2016 to RM 29.9 million in FY2017. The increase was mainly due to (i) listing expenses of RM 3.9 million and fees paid to a professional advisor of RM 1.3 million, both incurred in connection with the IPO; (ii) an increase in rental expenses of RM 0.6 million as Pos Ad had incurred rental expenses in FY2017 subsequent to its disposal of properties in FY2016, and (iii) an increase in staff costs of approximately RM 1.4 million due to an increase in headcount for our Sampling Activities and Events Management segment in FY2017.

## Finance Cost

Finance costs decreased marginally by RM 0.02 million or 67%, from RM 0.03 million in FY2016 to RM 0.01 million in FY2017.

## Other Operating Expense

Other operating expenses decreased marginally by approximately RM 0.03 million or 43%, from RM 0.07 million in FY2016 to RM 0.04 million in FY2017.

## Profit before tax

As a result of the above, profit before tax decreased by approximately RM 4.7 million or 27%, from RM 17.3 million in FY2016 to RM 12.6 million in FY2017.

## Loss from discontinued operation, net of tax

Loss from discontinued operation, net of tax, amounted to RM 1.4 million in FY2017 as compared to a profit, net of tax, of approximately RM 0.4 million in FY2016. Loss from discontinued operation relates mainly to the loss on disposal of the subsidiary, Paragon Premiums Sdn. Bhd. amounted to RM 1.2 million in FY2017.

## Profit for the year

On a normalized basis, if excluding gains recorded and losses incurred in FY2016 and FY2017 which were not in the Group's ordinary course of business, comprising (i) the one-off gain on disposal of properties of RM 4.7 million in FY2016; (ii) the one-off expenses incurred in respect of the IPO (comprising both listing expenses of RM 3.9 million and fees paid to a professional adviser of RM1.3 million) in FY2017, the Group's normalized profit after tax of RM 13.6 million in FY2017, would have been 51% above that of RM9.0 million in FY2016.

## REVIEW OF THE GROUP'S FINANCIAL POSITION

### Non-current assets

The Group's non-current assets decreased by RM 1.0 million or 11%, from RM 9.3 million as at 31 May 2016 to RM 8.3 million as at 31 May 2017, mainly due to the disposal of available-for sale financial assets of RM 1.0 million and a decrease of trade and other receivables of RM 0.3 million, and partially offset by an increase in property, plant and equipment of RM 0.3 million. The available-for-sale financial assets relate to the Group's holdings of equity securities quoted on the Bursa Malaysia and the London Stock Exchange. Trade and other receivables decreased from RM 0.5 million as at 31 May 2016 to RM 0.2 million as at 31 May 2017, mainly due to repayment of staff loans of RM 0.2 million.

### Current assets

The Group's current assets decreased by RM 5.9 million or 11%, from RM 55.2 million as at 31 May 2016 to RM 49.3 million as at 31 May 2017. This was mainly due to the decrease in cash and cash equivalents and financial assets at fair value through profit or loss, and partially offset by increase in trade and other receivables as in line with increase from operating activities.

The decrease in cash and cash equivalents of RM 12.9 million and financial assets at fair value through profit or loss of RM 1.2 million was primarily due to dividends paid to equity holders of the Company and non-controlling interests of RM 17.3 million.

The Group recorded a positive net working capital of RM 20.1 million as at 31 May 2017.

### Equity

The Group's equity decreased by RM 9.5 million or 25%, from RM 37.8 million as at 31 May 2016 to RM 28.3 million as at 31 May 2017, mainly due to the Restructuring Exercise. Merger reserve relates to the completion of the acquisition of Pos Ad by the Group. Capital reserve relates to acquisition of the remaining 51% shareholding interests in Tristar Synergy. The decrease was also due to dividends declared to equity owners and non-controlling interest of the Group of RM 17.9 million.

# FINANCIAL REVIEW AND HIGHLIGHTS



## **Current liabilities**

The Group's current liabilities increased by RM 2.9 million or 11%, from RM 26.3 million as at 31 May 2016 to RM 29.2 million as at 31 May 2017, mainly due to the increase in trade and other payables of RM 3.1 million, which is in line with the increase in cost of sales.

## **Non-current liabilities**

The Group's non-current liabilities decreased by RM 0.2 million or 51%, from RM 0.4 million as at 31 May 2016 to RM 0.2 million as at 31 May 2017 due to decrease in deferred tax liabilities and finance lease liabilities (in relation to motor vehicles).

## **REVIEW OF THE GROUP'S CASH FLOW STATEMENT**

Net cash generated from operating activities in FY2017 was RM 4.4 million, due to operating cash flow before changes in working capital of RM 14.6 million and changes in working capital of RM 5.1 million. Changes in working capital were due to (i) decrease in inventories of RM 0.3 million; (ii) decrease in trade and other receivables of RM 9.7 million; and (iii) increase in trade and other payables of RM 4.9 million.

Net cash used in investing activities amounted to RM 0.3 million in FY2017, which mainly relates to (i) purchase of property, plant and equipment of RM 2.2 million; (ii) proceeds from disposal of available-for-sale financial assets of RM 1.4 million; (iii) redemption of financial assets at fair value through profit or loss of RM 1.2 million; and (iv) payment of the contingent consideration for the acquisition of 49% of Tristar Synergy of RM 1.0 million.

Net cash used in financing activities of RM 17.0 million mainly relates to dividend payments of RM 17.3 million, partially offset by proceeds received from the issuance of new shares of RM 0.4 million.

As a result of the above, net cash and cash equivalents decreased by RM 12.9 million in FY2017.



## **CHEW SUE ANN**

*Executive Chairman and Group Managing Director*

Chew Sue Ann is our Executive Chairman and Group Managing Director and was appointed on 27 December 2016. She is the daughter of the founder of the Group, the late Mr. Raymond Chew. She is responsible for overseeing the overall business development and general management of the Group, and formulating the Group's strategic directions and expansion plans. Her involvement in the Group started with her appointment as a member of the board of directors of Pos Ad in 2004. She has also worked in Demo Power Sdn Bhd (which was then a subsidiary of Pos Ad) ("Demo Power"). During her time at Demo Power, she held various roles, starting as a field operations executive where she learnt to execute in-store sampling campaigns in international key accounts and high traffic retail outlets through on-field training and supervision. She was also a client services manager at Demo Power, where she shared key industry insights as well as marketing and brand-building strategies with her customers. She became the executive chairman of Pos Ad in December 2011.

In May 2009, Ms Chew was appointed to the board of directors of IACT College, a college in Malaysia that specialises in offering tertiary education in creative communication. She managed and developed business initiatives, helped increase market penetration through new channels of product distribution (such as online educational portals), developed marketing communications plans, as well as reduced tasks duplication and redundancies through business and strategy reviews to ensure alignment across all departments. She was appointed as the executive chairman of IACT College in December 2011 and subsequently relinquished her executive role on 30 November 2016.

Ms Chew's past experience outside our Group includes her tenure with Temporal Brand Consulting Sdn Bhd from July 2004 to November 2005, where she worked as a brand analyst and gained experience in conducting brand audits, leading branding workshops and producing research for various industries, including the fast-moving consumer goods industry. Between April 2011 and November 2011, she was a category assistant manager at Kraft Foods Singapore Pte Ltd (now known as Mondelez Singapore Pte Ltd), responsible for marketing, sales and promotional planning at retail channels for the chocolate and biscuit category.

Ms Chew graduated cum laude from BIOLA University with a Bachelor of Science in Business Administration in 2003.

## **RAVICHANDRAN K MOORTHY**

*Non-Independent Non-Executive Director*

Ravichandran K Moorthy is our Non-Independent Non-Executive Director and was appointed on 19 May 2017. Mr Moorthy has over 20 years of experience in consumer goods marketing through his employment with The Gillette Company (now merged and subsumed under the Procter & Gamble Group) ("Gillette") in various countries including Malaysia, Indonesia, Singapore and Taiwan. He commenced his career in Gillette Malaysia, holding a finance position and was promoted as the financial controller of Gillette Indonesia in 1980. Mr Moorthy held various managerial positions throughout the years before being appointed as the managing director of Gillette Malaysia in April 1994. He left Gillette in March 1998 and held the position of managing consultant in Right Management Consultants (Malaysia) Sdn Bhd from May 1998 to September 2007. He also established his own consulting partnership, Raviji Consulting, a firm that provides human resource and management consulting services. The firm was first established in July 1998 and Mr Moorthy has held the position of managing partner since then. Mr Moorthy has over 40 years of experience in talent appreciation, career management and business development. He is presently an independent contractor specialising in chief executive officer ("CEO") development with Vistage Malaysia, an international organisation of CEOs and business owners that meet monthly for peer-to-peer reviews of their respective companies' management efficiency. Mr Moorthy is a certified Birkman Method® consultant. He obtained a Masters in Business Administration from the Irish International University, Oxbridge College, London, in 2006.





### HEW KOON CHAN

*Lead Independent Director*

Hew Koon Chan is our Lead Independent Non-Executive Director and was appointed on 19 May 2017. Mr Hew began working as a process engineer in 1986 for Texas Instruments Singapore Pte Ltd, a company that specialises in the manufacturing and sale of memory integrated circuits. In 1988, he was employed as an investment analyst and rose through the ranks to become an investment director at Seavi Venture Services Pte Ltd, a venture capital firm established in the South East Asian region, and is affiliated with Advent International, a global private equity firm headquartered in Boston, USA.

Mr Hew established Integer Capital Pte Ltd in 2004 and carried out the role of managing director, providing business consultancy services on corporate mergers and acquisitions. Mr Hew presently sits on the boards of various companies listed on the Singapore Exchange Securities Trading Limited ("SGX-ST"), namely Roxy-Pacific Holdings Ltd and Nordic Group Ltd, which are listed on the Main Board of SGX-ST, and Far East Group Limited and DeClout Limited which are listed on SGX-ST Catalist.

Mr Hew graduated from the National University of Singapore in 1986 with a Bachelor of Engineering (Mechanical). In 1987, he graduated from the Singapore Institute of Management with a Graduate Diploma in Financial Management and obtained his Certified Diploma in Accounting and Finance from the Association of Chartered Certified Accountants (UK) the following year.



### ZAFFARY BIN AB RASHID

*Non-Independent Non-Executive Director*

Zaffary Bin Ab Rashid is our Non-Independent Non-Executive Director and was appointed on 19 May 2017. He is currently the senior general manager of investments and business at Koperasi Permodalan FELDA Malaysia Berhad ("KPF"). Mr Rashid has 18 years of experience in KPF, an investment co-operative which is entrusted with the responsibility of promoting and consolidating the Federal Land Development Authority of Malaysia's (FELDA) settlers and staff savings. He joined KPF in 1999 as an executive and his responsibilities include identification and evaluation of money market and fixed income investments, and assisting in monitoring investment activities in equity market, venture capital and private equity. He rose through the ranks to become senior general manager of investments and business in 2011. He currently oversees the investment projects of KPF, identifies new business opportunities, leads the structuring and management of transactions, as well as negotiates and finalises business deals.

He is currently a non-executive director of Pos Ad, which is part of Shopper360. He is also a non-executive director of Gold Coin (M) Group Sdn. Bhd., Felda Vegetable Oil Product Sdn Bhd, KPF Palm Oil Mill Sdn Bhd and alternate director of Plastic Centre Sdn Bhd, all incorporated in Malaysia. He graduated from the Southern New Hampshire University, USA (formally known as the New Hampshire College) in 1997 with a Bachelor of Science majoring in Economics and Finance.



## **MARGARET AU-YONG @ MOH CHUAN**

*Independent Director*

Margaret Au-Yong @ Moh Chuan is our Independent Non-Executive Director and was appointed on 19 May 2017. Ms Au-Yong has over 30 years of experience in the media and marketing industry. She started her career at Sin Chew Jit Poh in 1975 as an advertising space sales person. In 1983, she left Sin Chew Jit Poh to join Union45 Sdn Bhd, a local advertising agency in Malaysia, as a media planner where she analysed media research data and prepared presentations for customers. From 1991 to 1998, she was with Saatchi & Saatchi, a renowned global communications and advertising agency network, as a media director where she participated and supported heavily in the development of creativity and production, and developed media related policies and procedures.

Ms Au-Yong left Saatchi & Saatchi in 1998 and was appointed as the managing director of CIA Medianetwork Malaysia Sdn Bhd, the Malaysia arm of CIA Group, a company specialising in media planning, buying and marketing. Following the acquisition of CIA's parent company in 2003 by WPP plc (formerly known as Wire and Plastic Products, a British multinational advertising and public relations company), MEC Global ("MEC") was formed following the merger of The Media Edge and CIA. Ms Au-Yong was then employed under MEC as the chief executive officer for 3 years where she spearheaded creative media solutions, organised and coordinated special projects beyond media scope.

In 2006, she was offered the position (which she still holds today) as the head of media, marketing and facilities for Tune Group Sdn Bhd, a Malaysia conglomerate providing various services including aviation, insurance, telecommunications and hospitality industries. Her main responsibilities include the integration of all marketing activities amongst the Tune group of companies. She also represents Tune group of companies in the Malaysia Retail Chain Association.

Ms Au-Yong is a council member of the Malaysia National Publisher Association (MNPA) since 1990 and a council member of the Malaysian Media Specialist Association since 1998. Between 2010 and 2012, she was the audit chairman and vice president of the Audit Bureau of Circulation ("ABC"), an independent and voluntary organisation consisting of publishers, advertisers and advertising agencies that pioneered the development of audit procedures to certify the circulation figures of publications which are members of ABC. She is currently serving her 2 years term, which commenced in 2016, as the president of the Malaysia Advertisers Association, the representative body of the interests of advertisers in all areas of commercial communications in Malaysia.

Ms Au-Yong graduated from the University of Malaya in May 1972 with a Bachelor of Arts (Hons).

## **WONG CHIN CHIN**

*Independent Director*

Wong Chin Chin is our Independent Non-Executive Director and was appointed on 19 May 2017. She has more than 25 years of experience in legal practice and is currently a partner at Messrs. Adnan Sundra & Low, a law firm in Malaysia. Her practice includes advising financial institutions, insurance companies, manufacturers, wholesalers, retailers and speciality traders, travel and leisure operators and renewable energies companies on their mergers and acquisitions. Ms Wong also has experience advising on privatisation of companies via selective capital reduction, take-over, acquisition of assets and transfer of listing status, as well as restructuring of debt via schemes of arrangements, and has acted for both issuers and underwriters in initial public offerings, and in the rights issue of shares and/or warrants. She previously practised law in other law firms in Malaysia, Chooi & Co and Iza Ng Yeoh & Kit, prior to joining Adnan Sundra & Low in April 1995.

Ms Wong obtained a Bachelor of Laws (Honours) from the University of Sydney, Australia in 1990 and was admitted as a barrister of the Supreme Court of New South Wales, Australia in the same year. She has been an Advocate & Solicitor of the High Court of Malaya since 1991.



**SAMUEL CHAN MUN PAN**

CEO of Pos Ad,  
Shopper+ and Gazelle

Samuel joined our Group as the chief executive officer (“CEO”) of Pos Ad in October 2014 and was also appointed as CEO of Shopper+ in November 2015. He then launched Gazelle Activation in August 2017. Samuel is responsible for the management of Pos Ad, Shopper+ and Gazelle. His duties include monitoring sales and financial performance, business development, operations, talent management, as well as client and merchant business relationship management.

Samuel started his career as an operations manager at Teledirect Sdn Bhd in 1998. During the period from January 2000 to June 2014, he was employed by various companies related to WPP plc (formerly known as Wire and Plastic Products, a British multinational advertising and public relations company), such as OgilvyOne Worldwide Sdn Bhd, Grey Direct Interactive Sdn Bhd, G2 Direct Interactive Sdn Bhd (“G2 Direct Interactive”) and Geometry Global Sdn Bhd (“Geometry Global”). He joined G2 Direct Interactive as an accounts executive, and progressed and assumed the position of general manager of G2 Direct Interactive in December 2008. In September 2013, he was promoted as the managing director of Geometry Global and he led the shopper marketing agency until June 2014, when he left to join Pos Ad. During his years with the WPP plc’s related companies, he had built their capabilities in digital marketing services, customer relationship management and integrated marketing services, from which he gained vast experience in client servicing, business development, advertising, and client relationship management. In November 2015, Samuel assisted our Group in establishing the mobile application “Shopwave” under our subsidiary, Shopper+. He has also developed new business offerings in the form of digital marketing service for our Group. From 2007 to 2009, he was an executive committee member of the Direct Marketing Association of Malaysia.

Samuel graduated with a Diploma in June 1997 (Canadian Pre-University Programme) from Taylor’s College, Malaysia (now Taylor’s University).



**JANICE CHEAH  
BOON CHIN**

CEO of Jump Retail

Janice is the CEO of Jump Retail and has headed the business since January 2011. As the CEO of Jump Retail, Janice is responsible for taking the lead in the strategy, management, operations, administration and business development of Jump Retail. Janice has over 23 years of experience in sales, marketing, operations, advertising, account (retail) management and business development. She started her career as an advertisement executive at Rediffusion Cable Network Sdn Bhd in 1992 and subsequently joined Thomas Cook Group Limited in 1993, moving up the ranks as marketing manager. She joined F&N Coca-Cola (Malaysia) in 1997 and headed the customer channel department whilst driving its channel strategies and plans.

One of the highlights in her career is having achieved a Black Belt certification during her tenure in Philips Lighting from 2000 to 2003 before she became channel development manager for modern retail in ASEAN. She continued to grow into various roles ranging from sales, marketing, operations and channel management in Carlsberg Marketing Sdn Bhd, Colgate-Palmolive Marketing Sdn Bhd, Maxis Communications Berhad and The Western Union Company between October 2003 and January 2011. She left the Western Union Company in January 2011 to join Jump Retail.

She is a certified trainer for Professional Selling Skills and Professional Sales Negotiation (Achieve Global). She has also completed the John C. Maxwell certification program in 2015 and is currently a certified John C. Maxwell trainer. She graduated from the University Science of Malaysia in April 1992 with a second class (upper) Bachelor degree in Communications (Hons).





# LEADERSHIP TEAM



**ANGELINA OOI  
GAIK CHENG**  
*CEO of Tristar*

Angelina has been the CEO of Tristar Synergy since September 2007. As the CEO of Tristar Synergy, her responsibilities include general management and administration, business development, client servicing, and overseeing the implementation of marketing services (such as in-store sampling and roadshows) of Tristar Synergy and market analysis. Angelina has accumulated 25 years of experience in sales, marketing and business development. She started her career as a sales and marketing executive of ACA Pacific Technology (M) Sdn Bhd, a company specialising in the distribution of technology products and solutions in Malaysia, in March 1991. Her core responsibilities and achievements include the expansion and development of the dealer network in North Malaysia and management of all sales and administration related issues for the Penang branch.

In April 1996, Angelina began her engagement with the then EPSON Trading (M) Sdn Bhd ("EPSON") where her career path evolved from being a senior marketing executive to heading the marketing and customer service division. Throughout her career with EPSON, she gained vast experience in executing brand strategies, product management, channel expansion to improve distribution network and overseeing implementation of all products and corporate related marketing activities. She left EPSON in August 2007 and incorporated Tristar Synergy, and subsequently sold a minority interest in Tristar Synergy to shopper360 Malaysia in August 2015. Tristar Synergy was subsequently acquired by shopper360 Malaysia pursuant to a restructuring exercise in connection with the Company's listing on the Catalist. She is currently a non-executive director of Tristar Marketing Sdn Bhd and Global Color Services Sdn Bhd.

Angelina graduated with a diploma in business administration from The Association of Business Executives in 1992.



**CHOW SIEW BEE**  
*Financial Controller*

Chow Siew Bee, the Financial Controller of our Group, has been with our Group for more than 14 years. She is responsible for overseeing the financial and accounting functions of our Group, including financial reporting, internal controls and taxation. She joined Pos Ad in July 2002 and was its finance director from June 2009 to September 2014. Subsequently, she was appointed as the general manager of human resource, administration and finance in Pos Ad in October 2014. She took on the appointment of general manager of human resource, administration and finance in shopper360 Malaysia in June 2016. Since January 2017, Siew Bee has been promoted to the role of Financial Controller of our Group. Prior to her employment with Pos Ad, she was with H.K. Phuah & Co., a mid-tier audit firm in Malaysia from July 1995 to February 2002.

She holds the London Chamber of Commerce and Industry ("LCCI") certification for book-keeping and accounts as well as the LCCI Diplomas certification for accounting, business statistics and cost accounting as well as for advanced business calculations and management accounting. She is a member of the Association of Chartered Certified Accountants and a member of the Malaysia Institute of Accountants.



**LEE JUN LING**  
*General Manager of  
Business Development and  
Operations*

Jun Ling joined our Group as General Manager of Business Development and Operations in May 2017. Jun Ling is responsible for the business development and operations of our Group. She is an accomplished executive with experience in operations, finance, business expansion, vendor relations, human resources and cross functional partnerships. She is a persuasive and agile leader with a proven track record in achieving results by developing strategic business alliances, identifying new business opportunities and developing business processes.

From September 2013 to November 2015, Jun Ling was the chief financial officer and head of business delivery unit of Geometry Global Sdn. Bhd. ("Geometry Global"). She was responsible for implementing cost control measures and operational procedures for Geometry Global in Malaysia. Working as a commercial partner to the chief executive officer of Geometry Global, they successfully launched the combined offerings of OgilvyAction and G2 Direct Interactive as Geometry Global in 2014. She steered greater efficiency to Geometry Global through implementation of improvements in its operational procedures, re-negotiation of existing supplies contract and restructuring of legacy businesses.

Prior to her stint in Geometry Global, Jun Ling was the commercial controller for Grey Worldwide Sdn Bhd and its group of companies in Malaysia ("Grey Group") from February 2005 to August 2013. She successfully consolidated the Grey Group's print management spend and introduced G-Works to the Grey Group that saw the Grey Group partnering with its preferred vendor to manage client color separation and digital retouching works, bringing at least 25% savings on cost to client while improving the Grey Group's bottom-line by another 5%. She was also instrumental in piloting British American Tobacco fees model for G2 network.

Jun Ling graduated with a Bachelor of Commerce from University of Melbourne and is a fellow of CPA Australia.

# CORPORATE SOCIAL RESPONSIBILITY



The late founder of our Group, Raymond Chew, had always been an educator at heart, and we look to honour and continue his legacy in making education a key focus in our corporate social responsibility efforts.

## DOING OUR PART FOR THE COMMUNITY

Our focus has been on enabling underprivileged children to break the cycle of poverty via education, and through Dignity for Children Foundation (“Dignity”), we have been able to support this cause. Dignity has benefitted more than 1000 underprivileged children in Malaysia through their Early Childhood Education Programme, Primary Education Programme and Secondary Education Programme (collectively, the “Dignity Education Programmes”).

The Dignity Education Programmes are based on the national curriculum as prescribed by the Ministry Of Education, Malaysia, and incorporate Montessori principles and philosophies in their teaching methodology. Their students enjoy a range of classes from English, Math, Science and Bahasa Malaysia, to Geography, Moral, Living Skills, History, Sport, Arts and more. The Dignity Education Programmes have been successful in increasing the academic completion rate of the children under their programmes.

For the financial year ended 31 May (“FY”) 2017, we donated RM19,100 to Dignity, through participation in the following programs:

### BOWLING FOR BUCKS 2016

A bowling tournament organised by Dignity that aims to raise funds for Dignity. Our employees had also participated in this event. We sponsored RM6,100 in cash donation and another RM2,900 worth of prize support to further enliven the event. Our staff had also collected goodwill donations from their social circle, donated to Dignity through this event.





# CORPORATE SOCIAL RESPONSIBILITY

## STANDARD CHARTERED KUALA LUMPUR MARATHON 2016 CORPORATE CHALLENGE

We raised RM13,000 for Dignity through this event and 13 employees participated in the marathon.

In addition to the abovementioned activities, we had also diverted some of the proceeds from the book sales of "Everybody loves Ray" to Dignity. We plan to continue developing a long-term strategy on supporting Dignity in a more sustained manner.



## ENGINEERING A "COMMUNITY OF EXPERTS"

We invested significantly in developing people through trainings and development activities. As part of our commitment in upskilling and development of our team, shopper360 Malaysia has allocated 2% of its total salary costs for training and development activities. For FY2016/17, shopper360 Malaysia had achieved an average training hour of 8.3 hours per staff.

## INTERNSHIPS

To develop future experts, shopper360 Malaysia offers a platform to put theory to practice for university and college students by offering internships to them.

## CHILD EDUCATION INCENTIVE AWARD FOR SHOPPER360 MALAYSIA'S EMPLOYEES

Shopper360 Malaysia also looks to encourage academic excellence in the children of shopper360 Malaysia's employees by giving away Child Education Incentive Award. For FY2017, shopper360 Malaysia had awarded 8 children for their academic achievements.





(Company Registration Number: 201634929Z)  
(Incorporated in the Republic of Singapore on 27 December 2016)

shopper360 group of companies



cre8  
Tel: (65) 63278398