



# **Building the Next Generation Digital Ecosystem and Loyalty Platform in Southeast Asia**

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[www.thesocietypass.com](http://www.thesocietypass.com)

May 2022

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# Corporate Summary

<b>COMPANY:</b>	Society Pass Incorporated
<b>EXCHANGE//TICKER//IPO DATE:</b>	Nasdaq Capital Market // SOPA // 09 November 2021
<b>STOCK INDEX:</b>	Russell 2000
<b>PLACE OF INCORPORATION:</b>	Nevada, USA
<b>DATE OF INCORPORATION:</b>	22 June 2018
<b>NUMBER OF SHARES OUTSTANDING:</b>	28,419,450 (fully diluted basis)
<b>MARKET CAPITALISATION:</b>	US\$58.2 million as of 27 April 2022, based on share price of US\$2.05
<b>SHARE PRICE (52 WEEK HIGH - LOW):</b>	US\$ 1.96 - 77.34
<b>CORPORATE HEADQUARTERS:</b>	Singapore
<b>FIELD OFFICES:</b>	Hanoi, Ho Chi Minh City, Manila, and Noida
<b>TRADEMARKS:</b>	USA, Singapore, Vietnam, India, Philippines, Malaysia, Indonesia, and Thailand
<b>EMPLOYEES:</b>	+100



Operating in VIP+T countries (Vietnam, Indonesia, and Philippines, and Thailand) of SEA, SoPa is an acquisition-focused e-commerce holding company operating 8 inter-connected verticals (loyalty, merchant software, lifestyle, F&B delivery, travel, digital media, telecoms and F&B ordering) and 5 unique business units connecting millions of consumers and thousands of merchants in SEA

**+1,675,000**

Reg Consumers

**+5,500**

Reg merchants/brands

**US\$ 0.51 mn**

2021 Group Revenues

**+97,000**

Facebook Followers  
(SoPa only)

**+51,000**

LinkedIn Followers  
(SoPa only)

**+7,000**

Twitter Followers  
(SoPa only)

**+17,000**

2021 Lifestyle Purchases

**+12,000**

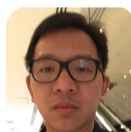
2021 F&B Delivery Bookings

# The Executive Team



**DENNIS NGUYEN**  
FOUNDER/GROUP CEO

- As Singapore-based Founder, Chairman and CEO, founded SoPa in 2018, responsible for strategy, acquisitions and investor relations
- Professor – Univ of Minnesota Law School
- Trustee – UC Irvine Foundation
- Vice Chairman – China Huiyin (1280.HK)
- Director – Wuyi Pharma (1889.HK)
- Director – Sino Env Technology (Y62.SI)
- Director – M Dream (8100.HK)
- Director – VCTG (8228.HK)
- Chairman – New Asia Partners
- Vice President – Daiwa Securities SMBC
- Associate Director – Credit Agricole Indosuez
- Associate – Citigroup
- Analyst – Nortel Networks
- MBA, Univ of Chicago Booth Sch of Business
- MA-Intl Rel, Johns Hopkins Univ SAIS
- JD, Univ of Minnesota Law School
- BA-Economics/BA-Chinese, UC Irvine



**RAYNAULD LIANG**  
GROUP CFO/Singapore GM

- As Singapore-based Chief Financial Officer, manages control, finance, audit, regulatory, compliance and legal functions across all business units. Responsible for all SEC filing matters
- As Singapore General Manager, manages country ops with P&L responsibility
- 20+ years of audit, control, corporate finance and investment experience
- Director – LK Ang Corporate, investment function for Singapore based family office
- Partner – Connex Capital, led investments in four Hong Kong IPOs (2014-18)
- Associate Director – Primeforth Capital
- CFO – Sino Environment Technology Group Limited (Y62.SI)
- Finance Manager – IBM Global Services
- Bachelor of Commerce, Univ of Queensland, Australia



**PAMELA AW-YOUNG**  
GROUP COO

- As Singapore-based Chief Operating Officer, manages HR, supply chain, network planning, comm ops, vendor contracts, and processes across all business units
- Monitors business units, technology, marketing, sales and finance teams to define and implement ops strategy, structure, and processes with defined KPIs
- Leads due diligence on acquisitions and integrates targets teams onto ecosystem
- Director – Diegeo, developed program to deliver supply chain end state vision in Asia
- Vice President – Li & Fung Logistics Global Freight Management, managed US\$21 mn business in SEA and synchronised physical, data and payment flows
- Nike – Product Delivery Director
- BS-Computer Science, Univ of San Francisco



**LOIC GAUTIER**  
GROUP CMO/LEFLAIR CEO

- As Leflair CEO, responsible for corporate strategy, bus dev (revenue gen and consumer acqu), partnerships, lifestyle vertical acqu, marketing, and brand dev
- As Vietnam-based Chief Marketing Officer based, responsible for PR, CRM, SEO, and Social Media across all business units
- Sold Leflair to SoPa in February 2021
- Chief Growth Officer – Maison Retail Group
- Co-founded Leflair in 2015, raised US\$13 mn of venture capital, hired +140 staff, onboarded 2,500 brands, and grew business to US\$20 mn ARR, and +120,000 customers
- Business Dev Manager – Lazada Vietnam, managed Home & Living Category
- Deputy CCO – Groupon France
- MBA, INSEEC School of Busi and Econ, France
- BA – Sales & Mkt, Univ Paris-Est MLV, France

# The Executive Team



**PIERRE-ANTOINE BRUN**  
GROUP CTO/Leflair CTO

- As Vietnam-based Chief Technology Officer, manages software development, product development and analytics teams across all business units. Aligns with Marketing, Sales and Ops teams to ensure tech/product delivery and conduct tech due diligence on acquisitions
- Sold Leflair to SoPa in February 2021
- COO – Maison Retail, oversaw e-com, IT, BI, logistics, cus serv, and marketing w/ 90+ FTEs
- Co-Founder/COO – Leflair, co-founded SEA based e-commerce retailer in 2015. Built warehousing, logistics, comm ops, cus serv, IT product management & development
- Deputy CCO – Lazada Vietnam, set-up structure & team to onboard and manage efficiently a large portfolio of merchants
- Master of Science (MSc) in Management – Strategy, ESSEC Business School, France



**NGO THI CHAM**  
VIETNAM GM/Leflair COO

- As Vietnam-based Leflair COO, oversaw re-launch of Leflair in Sep 2021. Responsible for HR, cus serv, supplier relations, comm ops, logistics, and cross border shipping
- As Vietnam GM, manages country ops w/ P&L responsibility and coordinates with Finance, Ops and Tech teams to conduct due diligence on VN acquisitions
- Sold #HOTTAB to SoPa in November 2019
- Chief Accountant and Head of Admin – #HOTTAB, responsible for admin, legal, HR and accounting functions
- Chief Accountant – Clickable Vietnam
- Operations Manager – Bobby Chinn Group
- Senior Accountant – Apollo Education
- Staff Accountant – PwC Vietnam
- BS-Accounting, Hanoi Univ of Commerce, Vietnam



**ARBIE PAGDANGANAN**  
Philippines GM/Group VP,  
Product Dev

- As Group VP of Prod Dev, responsible for UI/UX design work of websites and apps of all business units. Aligns w/ Marketing, Sales and Operations teams to provide consistent brand message and elevate design system
- As Group Philippines GM, manages country ops w/ P&L responsibility and coordinates with Finance, Ops and Tech teams to conduct due diligence on PH acquisitions
- 11+ years of experience in Visual Design & Branding and UX/Interaction Design Product
- Product Design Head – Leflair
- Product Design Lead – Code & Theory
- Product Design Lead – Zeta Global
- UI/UX Design Lead – CPDone
- UI/UX Design Lead – Plantminer AU
- Bachelor of Fine Arts – Advertising, Technological Univ of the Philippines



**PATRICK SOETANTO**  
INDONESIA GM

- As Group Indonesia GM, manages country ops w/ P&L responsibility
- Identifies and coordinates with Finance, Operations and Technology teams to conduct due diligence on ID acquisitions
- Director – South Pacific Viscose, marketed Tencel/Ecovero brands
- MD, PT Erafista Indah, built export import logistics in trucking and warehousing sectors
- Country Director – Aretae Pte, developed carbon credit market
- Dep GM – Sales/Mktg, PT Pura Golden Lion, built sales of viscose spinning textiles
- Bachelor of Arts – Intl Bus, Loyola Marymount Univ

# The Executive Team



**MICHAEL LIM**  
PUSH DELIVERY CEO

- As Philippines based Push CEO, responsible for corp strategy, bus dev (store onboarding and user acquisition), strategic partnerships and brand dev
- Sold Pushkart to SoPa in Feb 2022
- Founded Pushkart in 2016, built technology, designed UI/UX interface; Increased revenue of by +60% and cash flow positive, onboarded +120,000 reg users and grew app downloads to +20,000 by 2000
- Co-founded Glimsol in 2010, Manila-based digital agency
- Software Developer – goFLUENT
- Bachelor of Information Technology, Univ of Asia and the Pacific, Philippines



**SEO JUN HO**  
HEAD OF BUS UNIT,  
HANDY/#HOTTAB

- As Vietnam-based Handycart Bus Head, responsible for corp strategy, bus dev (store onboarding and user acqui), partnerships, mkt and brand dev
- As #HOTTAB Bus Head, responsible for corp strategy, bus dev (store onboarding), partnerships, mkt and brand dev
- Signed acquisition LOI, expect to sell Handycart to SoPa in Mar 2022
- As a Korean national, founded HANDYCART in 2019, developed tech platform, hired +25 staff, onboarded +45 restaurants and +3,000 registered customers, US\$0.27 mn in revenues
- Bachelor of Business Admin, Univ of Chung-Ang, Korea



**ABRAHAM HO**  
GROUP SOLUTIONS  
ARCHITECT

- As Group Solutions Architect and reporting to Group CTO, responsible for design/ implementation of architecture, incl security, database, frontend, backend and middleware, API, microservices, loyalty and payment gateways
- Software Team Lead – Crown Coffee;
- designed Singapore 1st Robotic Barista Analyst – China CITIC Bank HK; developed Loan Registration System and “inMotion”
- Mobile App Analyst – HKAH Hospital; developed billing, lab, imaging, clinical, payment, data systems
- Analyst – Armitage Tech; developed ERP Analyst – LECCO S.I.; developed ICAC Database Project, Fund Schemes Maintenance System, HKEX report generation
- Analyst – J. Walter Thompson; developed Financial Billing System



**TAN YEE SIONG**  
GROUP FINANCIAL  
CONTROLLER/LEFLAIR CFO

- As Singapore-based Group Financial Controller and reporting to Group CFO, Officer, responsible for control, audit, regulatory, compliance and legal functions across all business units
- As Leflair CFO, manages control, corporate, acquisitions, financial planning & analysis, audit, regulatory compliance and legal functions. Responsible for all SEC filing matters
- 15+ years of audit, internal control, tax , merger & acquisition and risk mitigation experience
- Financial Controller – ISOteam Ltd
- Finance Manager – Hoe Leong Corp
- Bachelor of Commerce, Tunku Abdul Rahman University, Malaysia
- Association of Chartered Certified Accountants, United Kingdom

# Board of Directors



**DENNIS NGUYEN**

CHAIRMAN,  
Society Pass Board  
Executive Comm Chai

Founder/Chairman/CEO  
Society Pass Inc



**TAN BIEN KIAT**

VICE CHAIRMAN,  
Society Pass Board

Chairman  
Titan Capital Pte Ltd



**JEREMY MILLER**

INDEPENDENT DIRECTOR,  
Society Pass Board  
Audit Comm Chair

Chief Financial Officer  
Wm Miller Scrap Iron  
& Metal Co.



**LINDA CUTLER**

INDEPENDENT DIRECTOR,  
Society Pass Board  
Remuneration Comm  
Chair

Former Deputy  
General Counsel  
Cargill Inc



**JOHN MACKAY**

INDEPENDENT DIRECTOR,  
Society Pass Board  
Governance Comm  
Chair

Co-Chairman  
SP Angel Corporate  
Finance LLP

# Corporate History

Jun 2018

Incorporated Society Pass Inc in Nevada, USA;  
Established HCMC, Vietnam office

Nov 2018

Licensed technology platform from Wallet Factory

Dec 2018

Employees totaled +10

Feb 2019

Set up Noida, India office

Nov 2019

Acquired #HOTTAB; Set up Hanoi, Vietnam office

Dec 2019

Employees and revenues totaled +60 and US\$10k

Dec 2020

Employees, revenues, reg consumers, reg merchants/  
brands totaled +20, US\$52k, +0.5k, and +1k

Feb 2021

Acquired Leflair

Sep 2021

Relaunched Leflair; Set up Singapore office

Nov 2021

Completed US\$28 mn IPO on Nasdaq; Stock starts  
trading under SOPA ticker

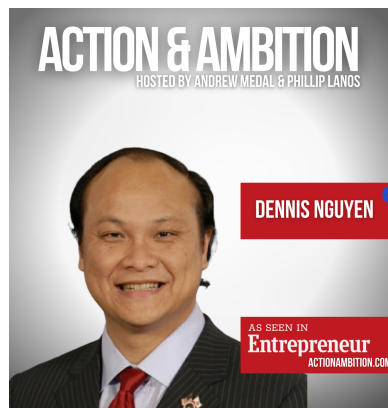
Dec 2021

Employees, revenues, reg consumers, reg merchants/  
brands totaled +90, US\$0.51 mn, 1.5 mn, 3.5k

Feb 2022

Completed US\$11 mn Follow On Offering on Nasdaq  
Acquired Pushkart and Handycart; Set up Manila,  
Philippines office

# SoPa in the Media Spotlight



**Entrepreneur Interview**  
15 Feb 2022



**Vietcetera Interview**  
19 Jan 2022

**BUSINESS / TRADE & ENERGY** / SoPA acquires Pushkart.ph, sets aggressive expansion

**Business, Trade & Energy**

## **SoPA acquires Pushkart.ph, sets aggressive expansion**

Manila Bulletin – 15 Feb 2022

Published February 15, 2022, 3:06 PM  
by [Bernie Cahiles-Magkilat](#)

## **Society Pass (SoPa) Announces Closing of US\$11.5 Million Underwritten Public Offering, Including Full Exercise of the Overallotment Option**

Globe Newswire – 11 Feb 2022

February 11, 2022 15:36 ET | Source: [Society Pass Incorporated](#)

## **Society Pass stock soars 177% after being added to the Russell 2000 index**

Published: Dec. 20, 2021 at 11:45 a.m. ET

By Ciara Linnane

MarketWatch – 20 Dec 2021

## **Society Pass (SoPa) Announces Closing Of \$26,000,000 Initial Public Offering And Closing Of \$2,125,000 Over-Allotment**

TheStreet  
10 Nov 2021

## **Ông Dennis Nguyễn tạo lịch sử, đưa Society Pass vào NASDAQ**

January 8, 2022



**Bài: Đăng Giao/Người Việt**  
**Hình: Khách hàng cung cấp**

**WESTMINSTER, California (NV)** – Ông Dennis Nguyễn, ngày 9 Tháng Mười Một, 2021 đưa Society Pass, còn gọi là SoPa vào NASDAQ (National Association of Securities Dealers Automated Quotation), một sàn giao dịch chứng khoán Hoa Kỳ.



Society Pass directors and shareholders celebrating the Society Pass IPO on NASDAQ trading floor on November 16, 2021.

Ngugi Viet – 08 Jan 2022

# SoPa in the Media Spotlight



Fox Bus Network Interview  
17 Nov 2021



CNBC Interview  
10 Nov 2021

## Society Pass will be first Vietnam company to list on NASDAQ after US\$26M IPO

Going big guns.

By [Dale John Wong](#) November 10, 2021

M SEA – 10 Nov 2021



**Leflair flying high with double-digit weekly growth amid comeback**

VN Investment Review  
22 Sep 2021

BUSINESS > ENTERPRISE

## Vietnam Innovator: Society Pass On Redefining Loyalty And Use Of Data In The F&B Ecosystem

Vietcetera – 28 Apr 2020

## SocietyPass Announces #HOTTAB Acquisition

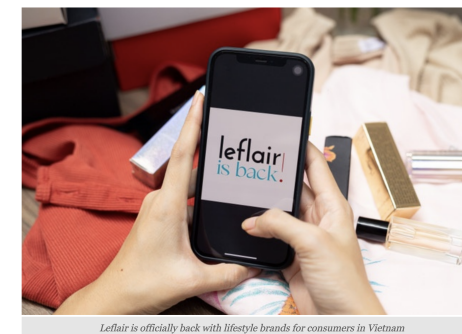
Business Insider – 18 Nov 2019

## Leflair officially makes comeback in Vietnam

September 21, 2021 | 16:38

Like 11 Share Tweet LinkedIn Email Print

US-incorporated technology firm Society Pass announced today that Leflair has officially made a comeback by relaunching its e-commerce platform.



VN Investment Review  
21 Sep 2021

Society Pass 'bắt tay' PayTech nâng cao trải nghiệm khách hàng



**Raynauld Liang**  
Giám đốc điều hành Society Pass



**Ngô Minh Thắng**  
Tổng Giám đốc PayTech

VN Express – 07 Jul 2021

# Integrated Business Model



SoPa opportunistically acquires attractively valued companies in Southeast Asia to synergistically generate additional revenue streams, optimise efficiencies for merchants, and more cost effectively aggregate consumers and merchants through synchronised marketing campaigns. SoPa's ecosystem allows for:

- More revenue generation for merchants leads to creation of customer loyalty;
- More customer loyalty creation leads to more consumers for merchants; and
- More consumers for merchants leads to greater revenues for merchants.

→ **VIRTUOUS CYCLE OF REVENUE GENERATION AND LOYALTY CREATION**

## Society Points : Converting Data Into Loyalty & Revenues

Consumers earn and merchants issue Society Points across our 5 unique business units. SoPa aggregates data across various touch points and builds a realistic view of consumer behaviour and use this behaviour to amplify multiple business models:

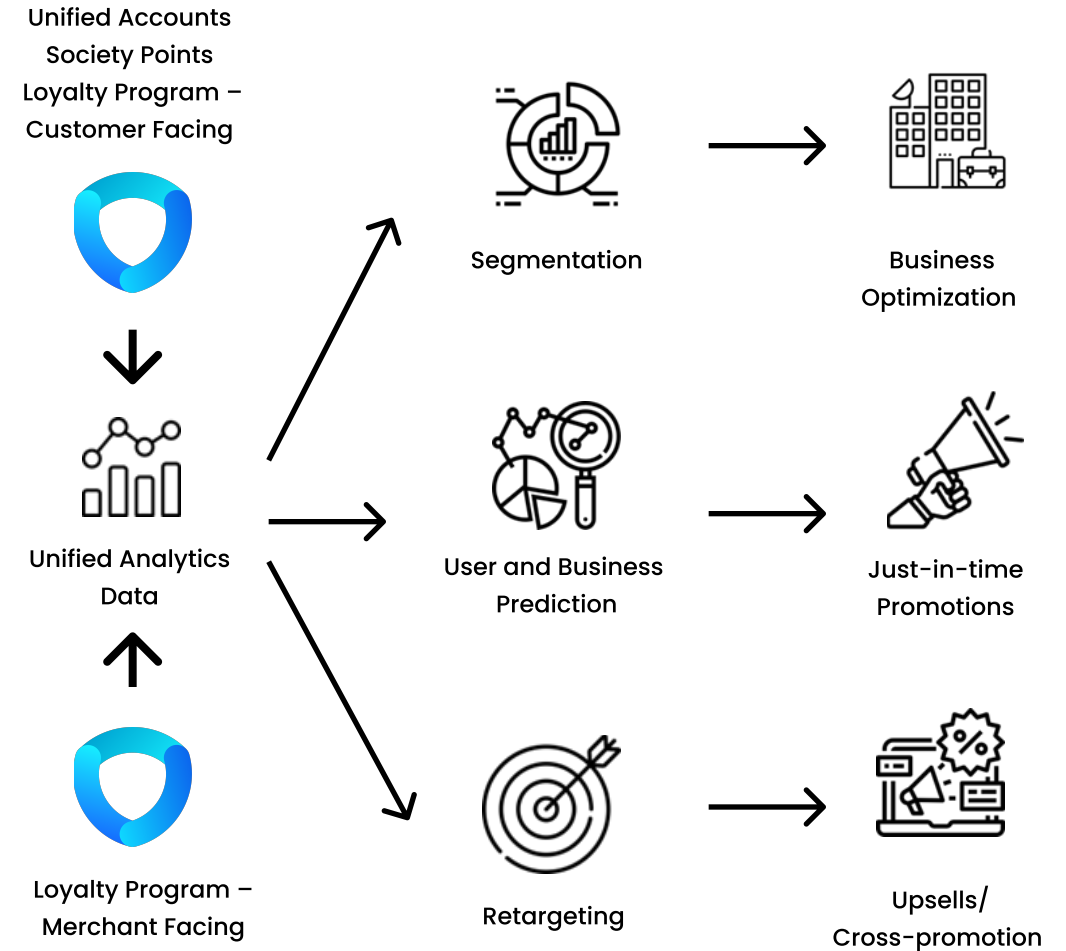
- 1) Cross-pollinate acquired startups with other SoPa verticals
- 2) Customer re-targeting
- 3) Offline and online behavior prediction
- 4) Cross-promotions and loyalty points

Society Pass ecosystem becomes a key enabler for our users by converting this aggregation of DATA into creation of LOYALTY for our merchants and then generation of REVENUES!

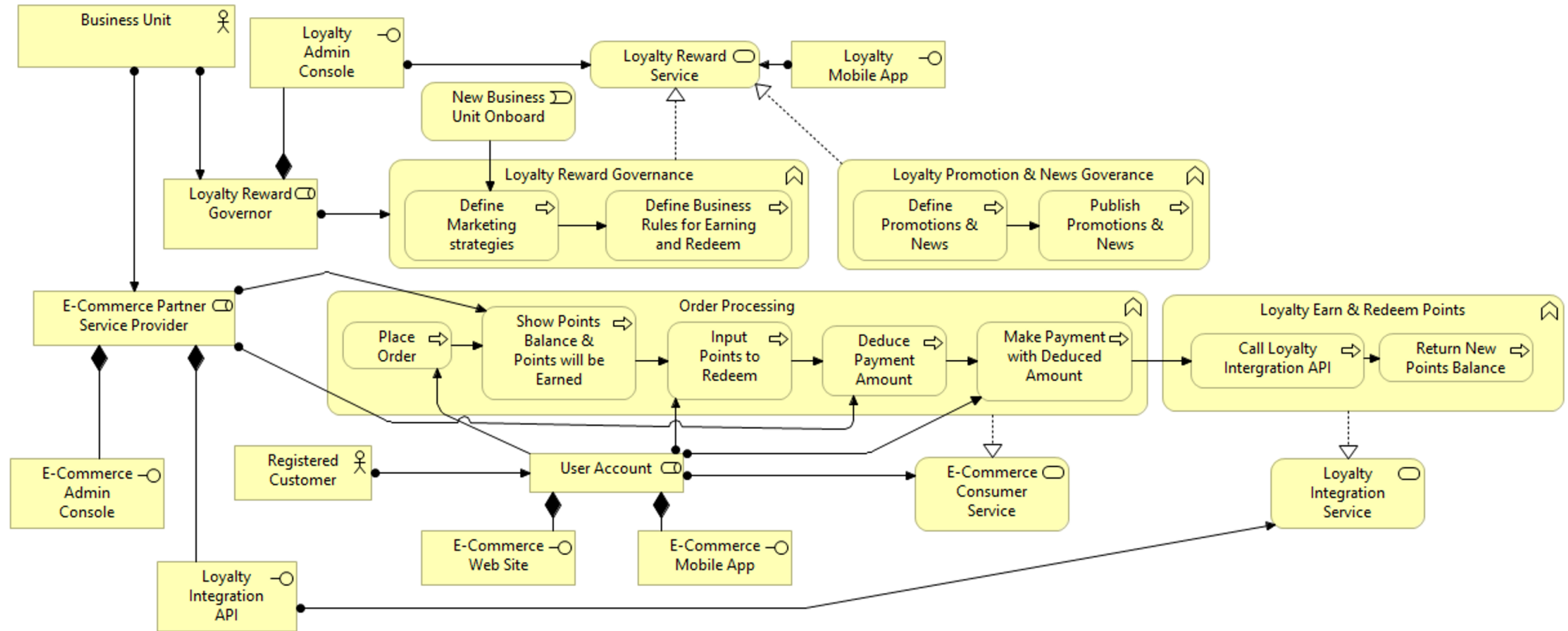
Our marketing tools GENERATE revenues and CREATE loyalty for merchants, who in return allow us to ACCESS their customers data

This virtual cycle improves our re-targeting and analytics

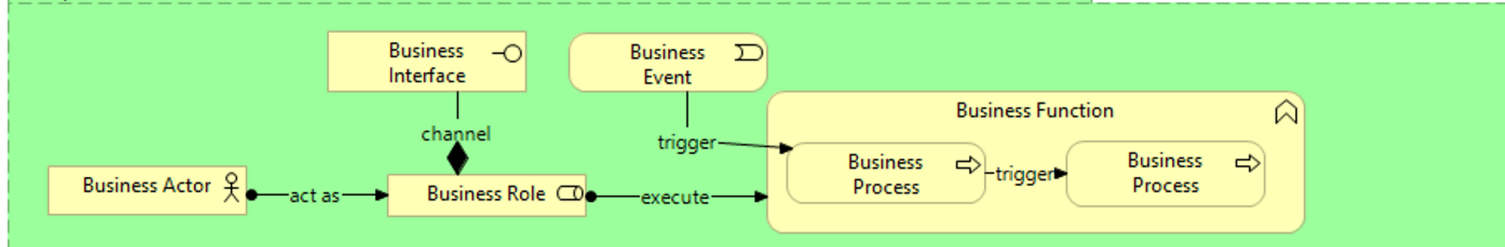
SoPa spent +2 years building a cutting edge, proprietary IT architecture to effectively scale and support our ecosystem's consumers, merchants, and ACQUISITIONS.



# Society Pass Ecosystem Architecture



## Example

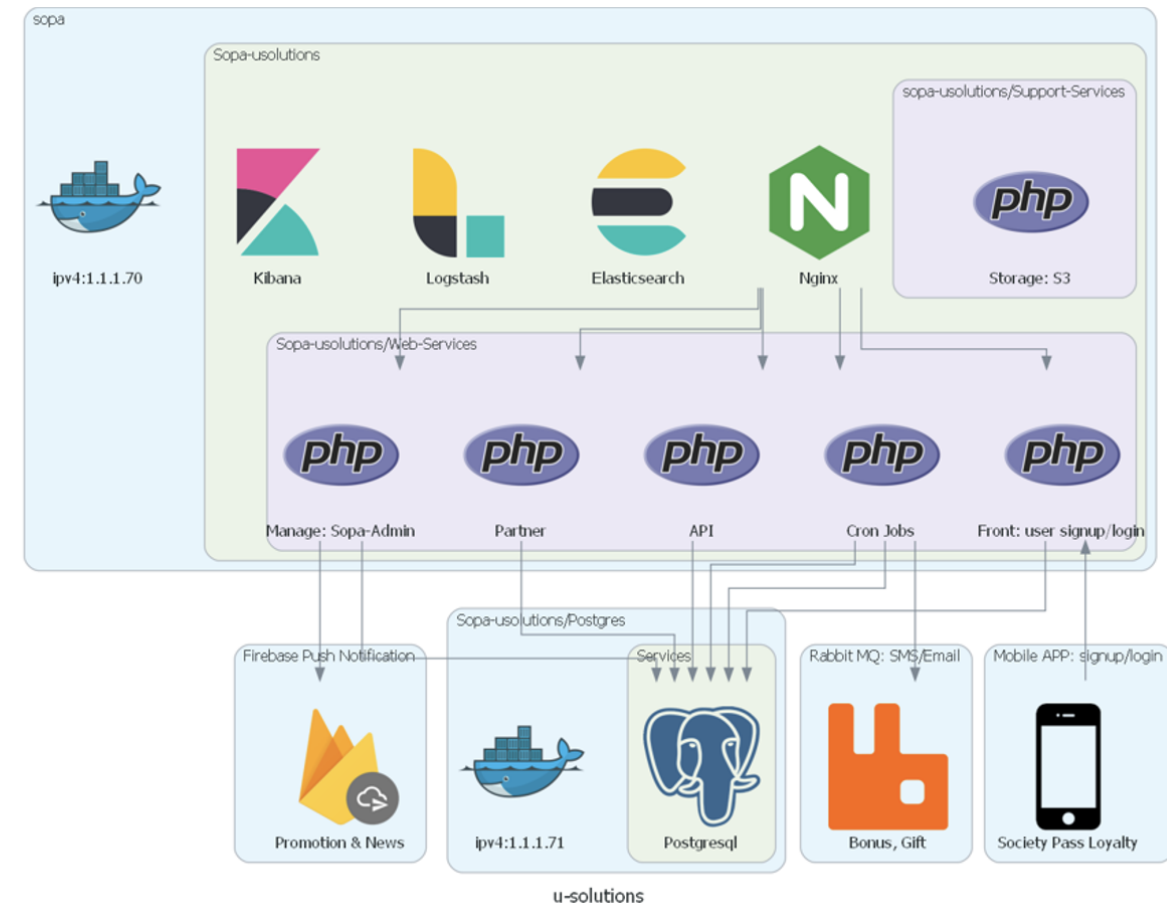


# Society Pass Loyalty Architecture (1)

Consumer facing mobile app and back-end service applying a microservice architecture with integration to all SoPa business units

## Backend Architecture (1/2)

- **Manage Module:** system admin web service to manage all Business Units, including user transactions, product catalogue, promotions, and news
- **Partner Module:** admin web service for partners to manage their own users
- **API Module:** integrate with Business Units, including user signup, login, earn, redeem, and refund points
- **Cron Jobs module:** send Bonus and Gift notifications via Email/SMS by schedule and update dashboard summary to database
- **Front module:** provide WebView for signup, login and reset password



# Society Pass Loyalty Architecture (2)

Consumer facing mobile app and back-end service applying a microservice architecture with integration to all SoPa business units

## Backend Architecture (2/2)

- Yii2 – Object-Oriented Model view Controller framework for PHP
- Nginx – all-in-one load balancer, web server, content cache, and API gateway
- PostgreSQL – the world’s leading object-relational database
- RabbitMQ – the most popular message broker
- Firebase – Realtime Push Notification database
- Elastic EKL – Elasticsearch is a search and analytics engine. Logstash is a server-side data processing pipeline. Kibana is a data visualization tool

## Manage/Partner Web Admin Features

- Dashboard for sales, bonuses, customers, coupons summary
- Filter customer on properties and create customer groups
- Loyalty cards and coupons generation
- Marketing templates for campaigns, promotions and gift bonuses
- Detail Sales Analytics
- Products import by CSV or API
- Maintenance of Customer Transaction Processing Status
- News Publishing
- Localizations – Multi-Language

## User Mobile Application Features

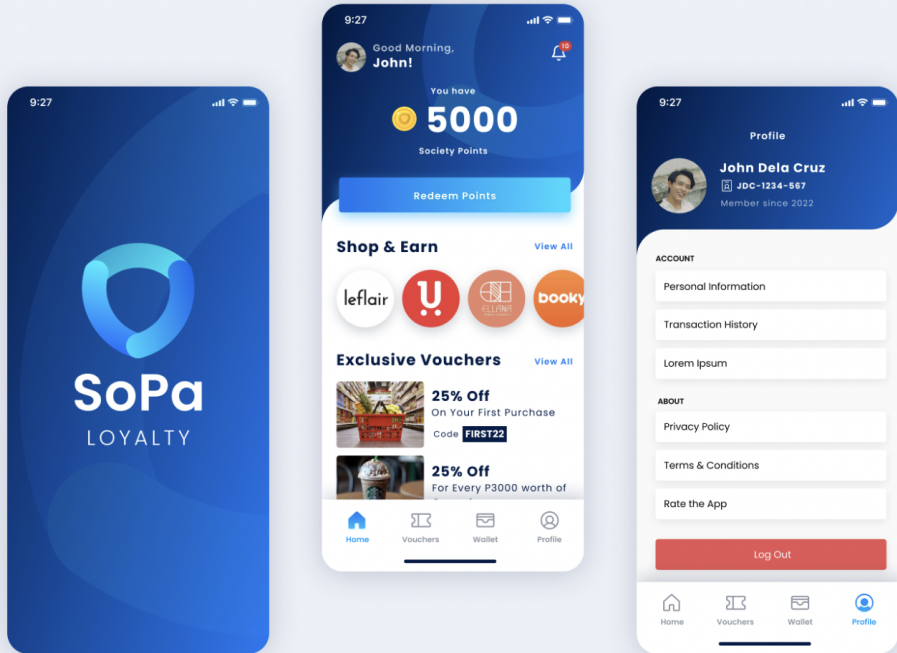
- User can signup and login from the loyalty mobile application
- Check their balance points earned from purchases
- Update their profile / user account
- Check the transaction history with order details, total amount, points earned, and points redeemed
- Check all available promotions and news from all business units
- Receive promotions and news push notification

LOYALTY POINTS

# Society Pass

Discover Society Pass

Loyalty here!



- Society Pass offers an **universal, open loop loyalty platform** to create permanent customer loyalty, generate revenues for merchants, and replace cash discounting
- Society Pass Loyalty's **single UI/UX** integrates with other SoPa ecosystem business units. SoPa Loyalty's **digital wallet** allows users to pay for goods/services by scanning QR Codes and settle payment via credit card, debit card or Society Points.
- Consumers:
  - ♦ Earn/redeem Society Points at **ANY MERCHANT in ANY COUNTRY** on SoPa ecosystem and pay for goods/services in-store or online, app or via website
  - ♦ Redeem Society Points for **other** good/services
  - ♦ Redeem digital offers in-store and online, app or via website
  - ♦ Register, login, view/update profiles, view Society Point balance/transaction history, receive promotions and notifications
  - ♦ View products of other SoPa ecosystem business units
- SoPa Loyalty generates more revenues for merchants by retaining existing customers, attracting new customers, reducing customer turnover and syncing customer data in real-time, personalised marketing campaigns. Merchants:
  - ♦ **Adjust level of issuance** of Society Points based on marketing campaign
  - ♦ Redeem Society Points for cash with funds wired directly to their accounts collect customer information and track customer activity
  - ♦ **Easy-to-set-up** direct marketing (send emails and push notifications)
  - ♦ Multi-location and multi-language support
  - ♦ Send personalised messages directly to customers' SoPa Loyalty screen
  - ♦ Search transaction history

## MERCHANT SOFTWARE

# #HOTTAB

Discover #HOTTAB here!



#HOTTAB functions both online and offline and facilitates transactions and rewards. Merchants only need a smart device to access the #HOTTAB product ecosystem

Hottab.net provides an analytic dashboard for merchants to analyse orders and offers multi-channel communication, marketing functionality, and Live Chat

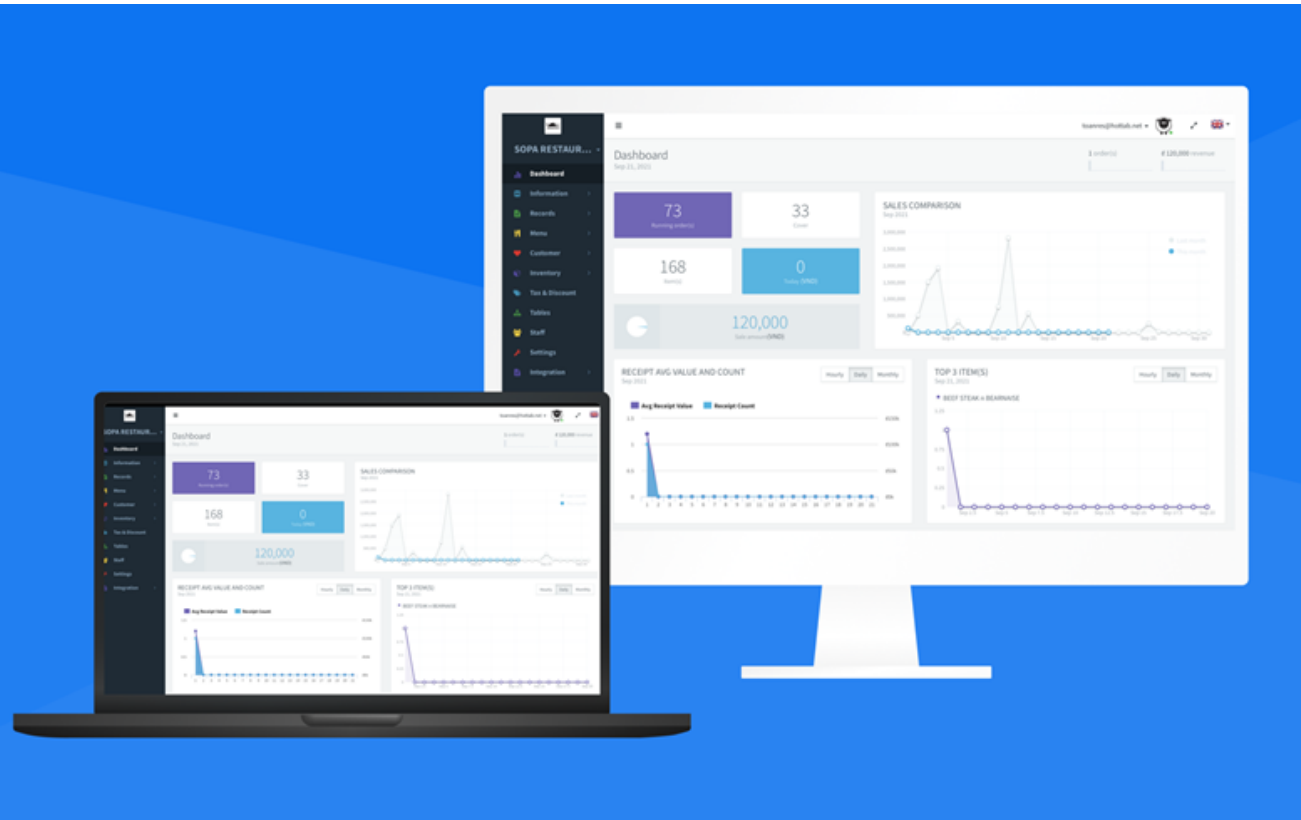


## #HOTTAB BIZ APP

- **Menu and Loyalty Management:** Merchants upload product description and pictures from their smartphone
- **Order Management:** Order summary, consumers' details, payment/delivery methods are all available
- **Merchant Partnership Program:** Optimise costs and increase revenues for merchants

## #HOTTAB POS APP

- **Remote Management:** Receive reports anytime, anywhere
- **Operations:** Track orders and inventory and manage tables
- **Menu and Loyalty Management:** Upload product description and pictures from their smartphone
- **Order Management:** Order summary, consumers' details, payment/delivery methods are all available





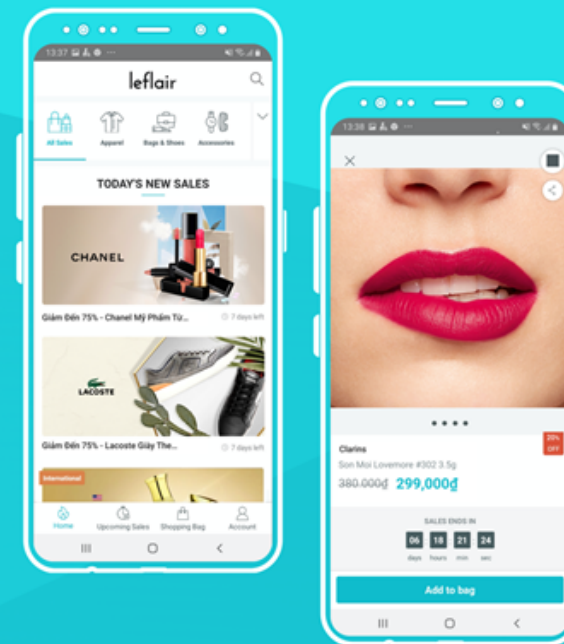
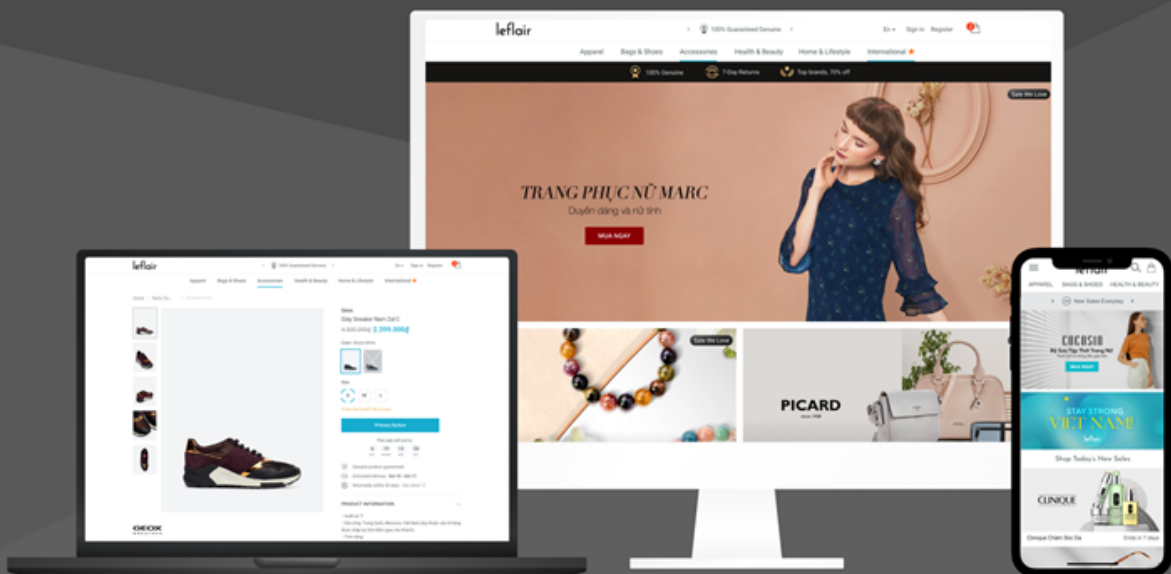
LIFESTYLE

leflair

[Discover Leflair here!](#)

Founded in 2015, acquired by SoPa in Feb 2021 and re-launched it back onto Vietnam marketplace in Sep 2021, Leflair is **lifestyle e-commerce retail platform** focused on selling **international premium branded products** in SEA. By re-engaging customers, re-onboarding suppliers/brands, and re-building technology platform, revenues have grown 25-50% per month since that time

+1,500,000	+3,500	+US\$480,000	US\$54
Reg Consumers	Reg Brands	2021 Revenues	Avg Basket Size
+28,000	+450,000	+279,000	
App Downloads	Facebook Followers	Jan 2022 Unique Visitors	



- Premium Brand Access: +3,500 Vietnamese and international brands in fashion & accessories, beauty & personal care, home furnishings
- Flash Sales: Daily highlighted flash sales events with a curated selection of premium brands, all with guaranteed authenticity
- Expands Markets: Allows local brands to sell internationally and foreign brands to enter new markets
- Sold with premium packaging and brand specific content
- Customised Searches: Filter and search program designed to optimize user experience

F&B Delivery

# Pushkart

Discover Pushkart here!



+125,000	+20,000	US\$650,000
Registered Consumers	App Downloads	2021 Revenues
+12,000	+35,000	+60,000
2021 Orders Fulfilled	Facebook Followers	Total SKUs

- Founded in 2016 in Philippines and acquired by SoPa in Feb 2022, Pushkart has been integrated into our F&B delivery vertical under Push Delivery Pte Ltd
- Managing its **own fleet of delivery vehicles to provide same-day delivery of groceries**, Pushkart is a leading online grocery delivery app in Manila
- **Pushkart will increase merchant coverage to 25 grocery stores and expand to 10 new cities in Philippines in 2022**
- **Pushkart will start a restaurant delivery business in 2H 2022**
- Pushkart aims to expand its technology offering, increase registered users to +300,000, and drive App downloads to +150,000 in 2022

# Handycart

Discover Handycart here!



+3,000  
Reg Consumers

+40  
Reg Restaurants

US\$270,000  
2021 Revenues

+26,000  
Online Orders

+10,000  
App Downloads

+900  
2021 Unique Visitors

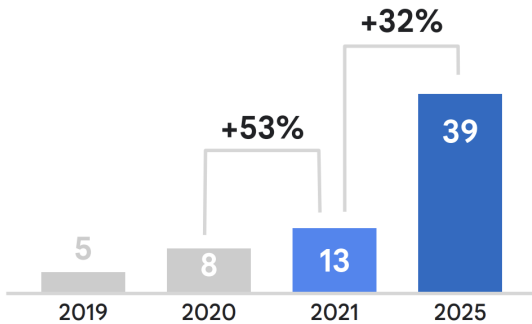
- Founded in 2019, Handycart is a Vietnam-based online grocery delivery app and has its own fleet of delivery vehicles. Handycart focusing on servicing the Korean restaurant market in Hanoi
- Acquired by SoPa in Feb 2022 Handycart has been integrated into our F&B delivery vertical under Push Delivery Pte Ltd
- Handycart will increase merchant coverage to 500 restaurants in Hanoi by the end of 2022 and looks to expand to HCMC in 3Q 2022
- Pushkart will expand its technology offering and aim to increase registered to users to +500,000 and drive App downloads to +200,000 in 2022



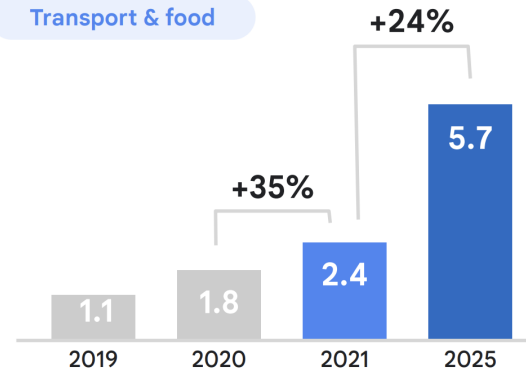
# Market Opportunities – Vietnam Overview

GMV per sector (\$B)

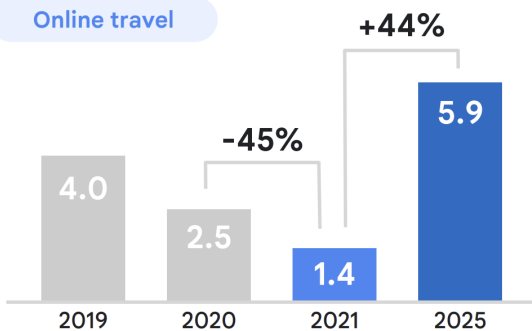
e-Commerce



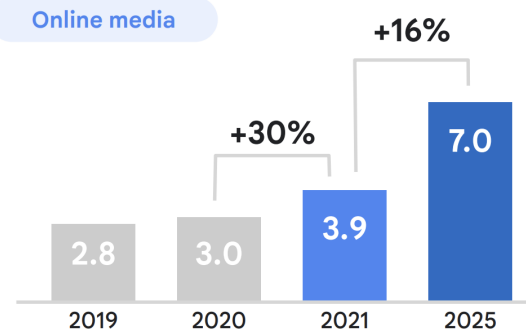
Transport & food



Online travel



Online media



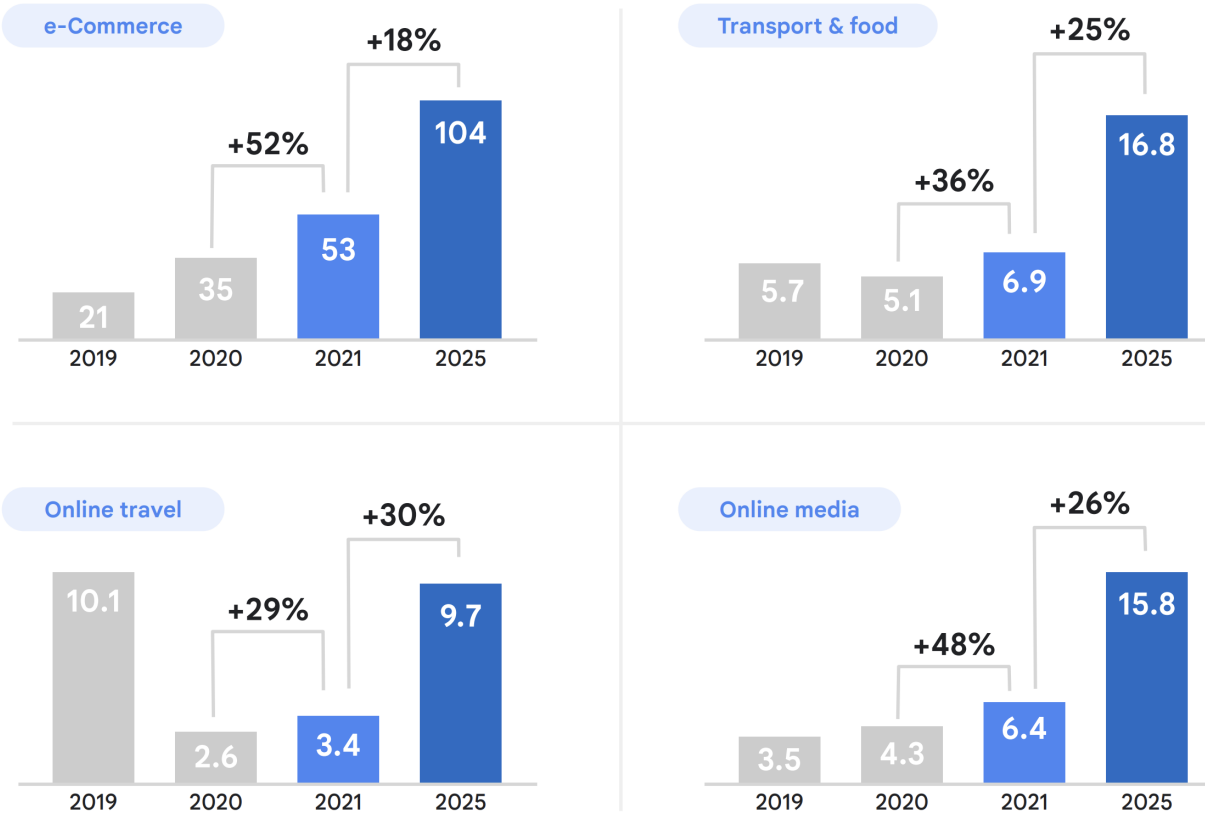
With a population of almost 100 million people and a median age of 32, Vietnam is currently the world's 37th largest economy with a nominal GDP of \$404 billion and per capita GDP \$4,081. The economy is forecast to grow 8% in 2022 versus a growth rate of 2.6% in 2021.

Vietnam's internet penetration rate reached 74% in 2021 and is expected to reach 81% by 2025. Its smartphone penetration rate of 63.1% in 2020 ranked 9th in the world with more than 61 million subscribers. 2021 GMV totaled US\$21 billion – a 31% YoY increase, underpinned by a 53% growth in e-commerce. Looking at 2025, the internet economy is expected to grow at a 29% CAGR to reach US\$57 billion. 8 million new digital consumers joined Vietnam's internet since Jan 2020.

*SoPa operates in Vietnam through Leflair, #HOTTAB and Handycart.*

# Market Opportunities – Indonesia Overview

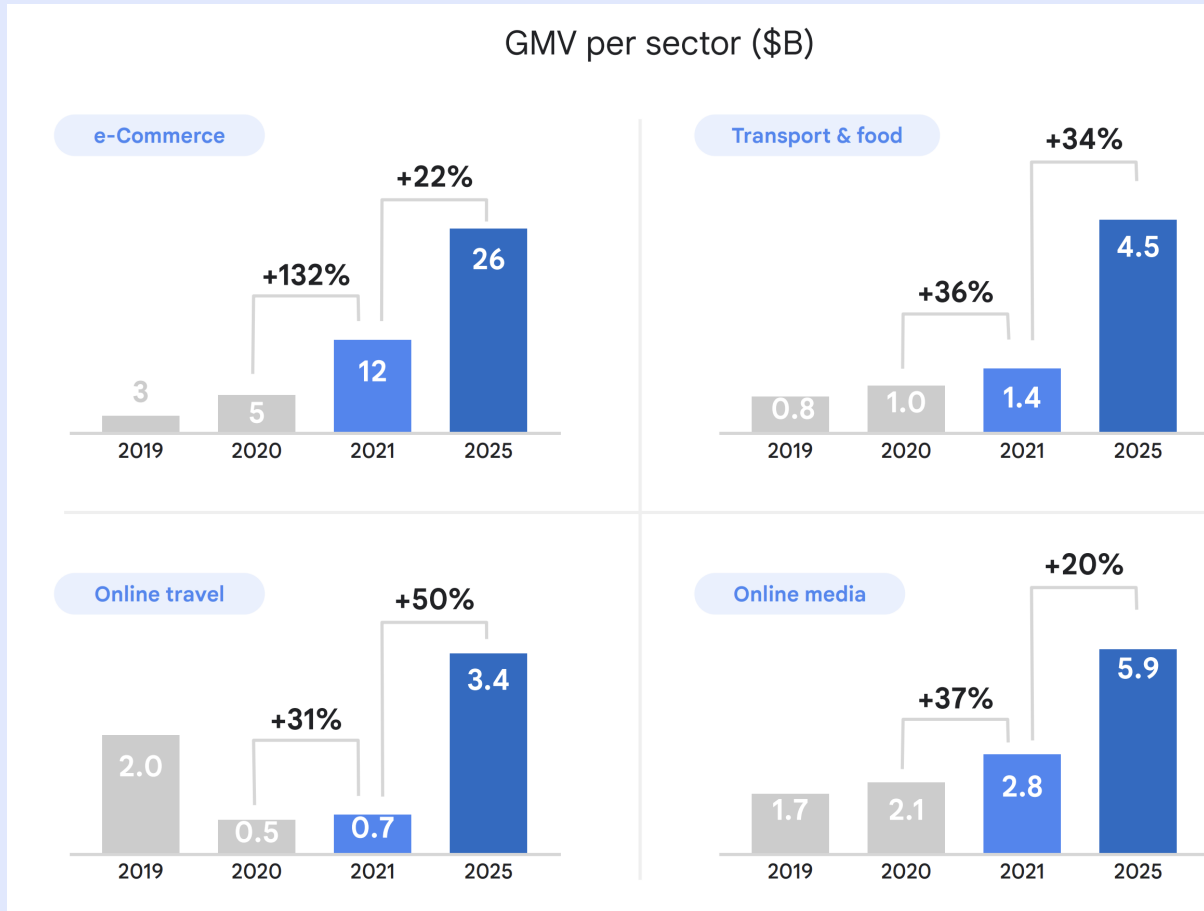
GMV per sector (\$B)



Possessing SEA's largest population of almost 275 million people and a median age of 29, Indonesia is currently the world's 15th largest and SEA's largest economy with a nominal GDP US\$1.25 trillion and per capita GDP of \$4,538. GDP is expected to grow 4.7–5.5% in 2022 compared to GDP growth to 3.7%.

Indonesia's internet penetration rate reached 72% in 2021 and is expected to climb to 81% by 2025. Its smartphone penetration rate reached 58.6% in 2020. Internet GMV totaled US\$70 billion in 2021, representing a 49% YoY increase. E-commerce remains the main growth driver at 52% YoY (\$35B to \$53B), while transport & food and online media grew by 36% and 48% YoY, respectively. Looking at 2025, the overall internet economy will likely reach US\$146 billion in value, growing at 20% CAGR.

# Market Opportunities – Philippines Overview



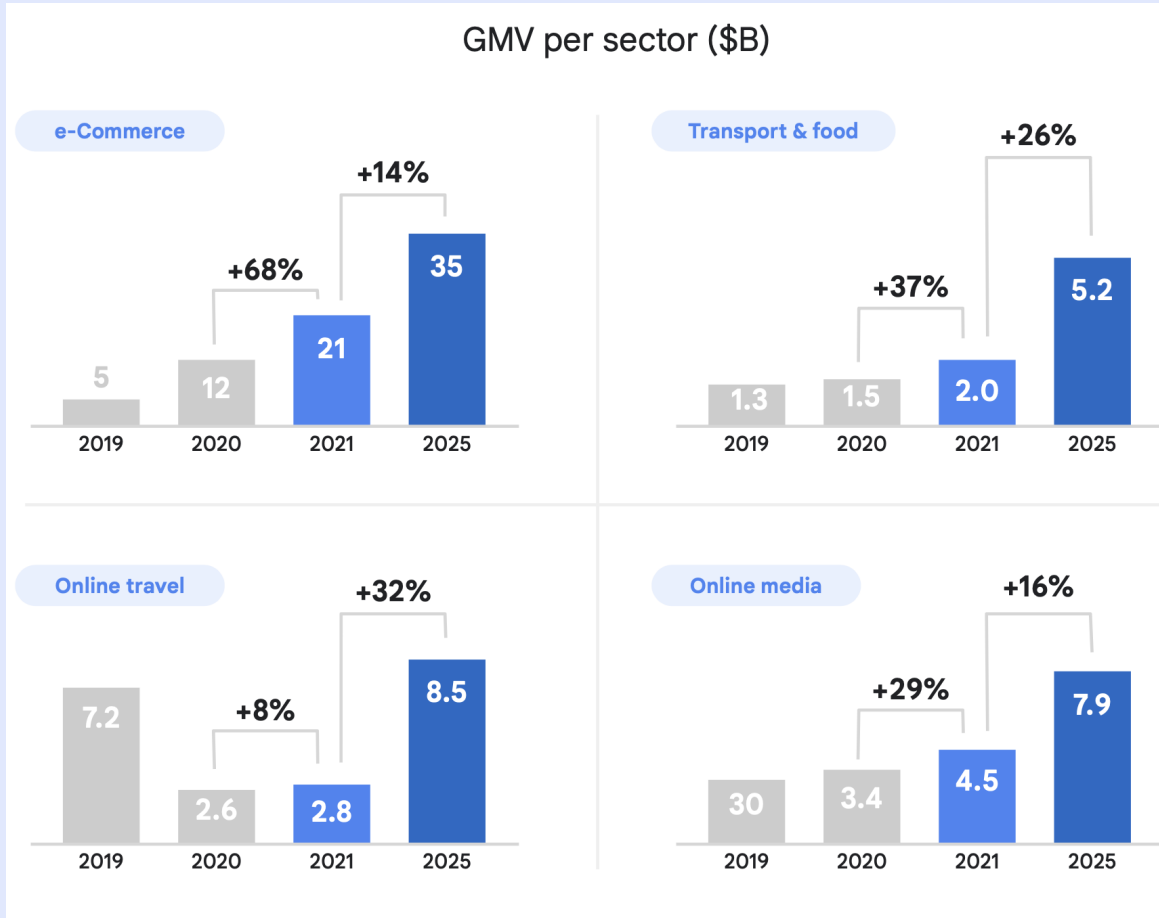
Source: Google-Temasek e-Commerce SEA report 2021

With a population of 120 million people and a median age of 25, Philippines is the world's 32nd largest economy with a nominal GDP of US\$433 billion and a per capita GDP of US\$3,858. The Philippines is expected to grow 6.0% in 2022.

Philippine's internet penetration rate reached 74% in 2021 and is expected to climb to 77% by 2025. Its smartphone penetration rate reached 74.1% in 2021. 2021 GMV totaled US\$17 billion, or a 93% YoY, which was driven by government initiatives and mass digital adoption due to the pandemic. This steep increase in the internet economy is underpinned by a 132% growth in e-commerce. Looking at 2025, the overall internet economy will likely reach \$40B in value, growing at 24% CAGR. 12 million new digital consumers have been added since January 2020.

*SoPa operates in Philippines through Pushkart.*

# Market Opportunities – Thailand Overview



Source: Google-Temasek e-Commerce SEA report 2021

With a population of 70 million people and a median age of 40, Thailand is the world's 23rd largest economy with a nominal GDP of US\$522 billion and a per capita GDP of US\$7,449. The Philippines is expected to grow 3.5-4.5% in 2022.

Thailand's internet penetration rate reached 69% in 2021 and is expected to climb to 83% by 2025. Its smartphone penetration rate reached 99% in 2021. Thailand's 2021 GMV totaled US\$30 bn, or a 51% YoY increase from 2020, underpinned by a 68% growth in e-commerce. Looking at 2025, the internet economy will reach \$57B in value, growing at 17% CAGR.

Thailand saw 9 mn new digital consumers since in 2020, 67% of whom are in non-metro areas. Consumption penetration is the second highest in SEA, with 90% of internet users consuming digital services.

# Financial Summary

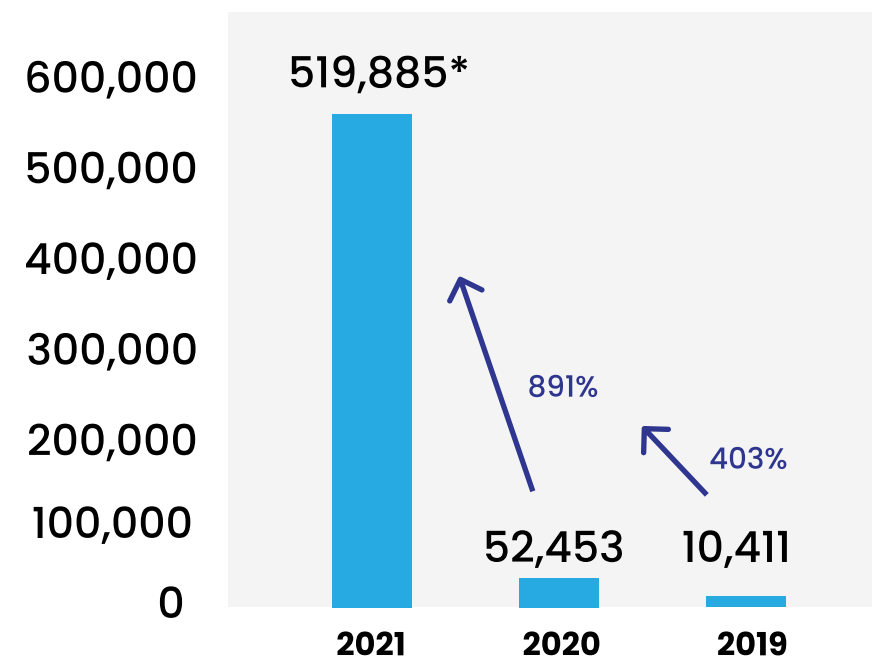
## Balance Sheet

SOCIETY PASS INCORPORATED CONSOLIDATED BALANCE SHEETS			
US\$	31 DEC 21*	31 DEC 20	31 DEC 19
<b>ASSETS</b>			
Cash and cash equivalents	23,264,777	506,666	606,491
Total current assets	6,153,578	62,429	55,111
None-current assets	5,543,670	7,297,178	8,078,498
<b>TOTAL ASSETS</b>	<b>34,955,289</b>	<b>7,866,273</b>	<b>8,740,100</b>
<b>LIABILITIES AND SHAREHOLDERS' DEFICIT</b>			
Total current liabilities	2,439,621	2,991,963	2,312,429
<b>TOTAL LIABILITIES</b>	<b>2,850,674</b>	<b>3,038,416</b>	<b>2,312,429</b>
Shareholders' equity (deficit)	32,104,615	(10,414,722)	(7,049,706)
<b>TOTAL LIABILITIES AND SHAREHOLDERS' DEFICIT</b>	<b>34,955,289</b>	<b>7,866,273</b>	<b>8,740,100</b>

\*Management numbers

## Income Statement

### Net Revenue (US\$)



# Growth Strategies

**Mission Statement: Building SEA's Next Generation Digital Ecosystem and Loyalty Platform in lifestyle, F&B delivery, travel, digital media, merchant software and loyalty verticals**

<p><b>Acquiring Other e-Commerce platforms and apps:</b></p> <p><b>Opportunistically acquire attractively valued acquisition companies</b> in Vietnam, Indonesia, Philippines and Thailand, which drive revenues, consumer and merchant numbers on SoPa ecosystem</p>	<p><b>Launching Society Pass Loyalty Platform:</b></p> <p>Beginning in 3Q 2022, begin marketing our unique merchant agnostic and universal Society Points to <b>generate additional revenues for merchants and create permanent customer loyalty</b> in Southeast Asia</p>	<p><b>Forming Strategic Partnership Loyalty Alliances:</b></p> <p>Strategic partnerships with digital wallets, payment integration platforms, third party retailers provide additional access gateways in a <b>cost effective manner</b> to onboard more consumers and merchants onto SoPa ecosystem</p>
<p><b>Maximising value of consumer transactions:</b></p> <p><b>Growing</b> registered consumer base, <b>converting</b> registered consumers into active ones, <b>increasing</b> transaction frequency, and <b>maximising</b> basket sizes are key growth drivers for our consumer facing verticals</p>	<p><b>Always upgrading our HR talent, especially female executives:</b></p> <p>Investing further in identifying and mentoring <b>female executives</b>, acquiring entrepreneurial talent and hiring gifted software developers and marketing professionals to build the next generation digital ecosystem in Southeast Asia</p>	<p><b>Deepening merchant relations and expanding service offerings:</b></p> <p><b>Growing</b> registered merchant base and serving them with desirable technology and marketing solutions to <b>improve sales, cut costs</b>, and <b>realise operational efficiencies</b></p>

# Investment Highlights

## Powerful and Integrated Ecosystem

- 8 unique verticals (loyalty, merchant software, lifestyle, F&B delivery, travel, digital media, telecoms, and F&B ordering) and 5 separate business units create a highly synergistic ecosystem, **generating additional sales channels, and onboarding increasingly greater numbers of consumers and merchants**
- **Integrated technology platform** and operational efficiencies drives value creation for SoPa ecosystem
- **Multi-faceted revenue model** comprises of e-commerce revenues, delivery fees, brokerage fees, SaaS revenues

## Unique Loyalty Program (Launching in 3Q 2022)

- Society Points **replace cash discounting** and **create permanent customer stickiness**
- As Society Points are **merchant/location agnostic**, they can be earned and redeemed across different business units within SoPa ecosystem
- Society Pass is an additional marketing channel for merchants on SoPa ecosystem to **onboard more customers** and **generate more revenues in a cost efficient manner** for their individual businesses

## Attractive Markets

- **Ample attractively valued, regional acquisition opportunities allow Society Pass to quickly and more efficiently build consumer/merchant scale and expand service offerings**
- SEA, particularly Vietnam, Indonesia, Philippines and Thailand, boasts one of the **fastest growing economies in the world** and the VIP countries comprise close to 85% of SEA's population
- SEA possesses **fast growing middle class, favorable demographics and quick adoption of mobile technology**

## Experienced Management Team

- Senior executives possess **+150 years of on-the-ground**, operational, marketing, software development, legal and financial experience in **local Asia markets** and intimate knowledge of international capital markets
- **Female led and female managed**: +50% of SoPa employees are female
- CEO, CFO, CMO, COO and CTO possess solid track records of **building companies and creating value** for shareholders and other stakeholders



# Thank You!

**Dennis NGUYEN**

Chief Executive Officer

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**Raynauld LIANG**

Chief Financial Officer

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