

Society Pass Inc (NASDAQ:SOPA)

As the world and the global economy evolve, there are new categories of companies that will serve the varied needs of consumers and businesses alike. There is a genuine need for companies working closely on customer loyalty programs and helping businesses unlock hidden value.

One such company is **Society Pass Inc (NASDAQ: SOPA)**, which is currently working on the development of loyalty programs and data-powered marketing platforms.

Focused on the Southeast Asian markets, **SoPa** could eventually become a major force in the rapidly evolving marketing and advertising industry and hence, it maybe a good time for investors to start taking a closer look at these shares. This report will provide investors with a comprehensive look into this innovative company and its operations.

About Society Pass (NASDAQ:SOPA)



Based in Singapore, **Society Pass** operates a Southeast Asia-based, state-of-the-art marketing and e-commerce platform. Some of the countries on which **Society Pass** operates include the Philippines, Vietnam, Indonesia, Thailand and Singapore. These five countries comprise more than 80% of Southeast Asia's ("SEA") population.

Through its eight verticals, **SOPA** operates loyalty, merchant software, lifestyle, food and beverage ("F&B") delivery, telecoms, travel services, digital media applications and F&B ordering.

In November 2021, SOPA completed its initial public

KEY STATISTICS

Price as of 06/08/2022	\$2.38
SHORT-TERM Target	\$7.50
LONG-TERM Target	\$10-\$15
52-Week High- Low	\$1.48-\$77.34
Est. Shares Outstanding	23.71M
Market Capitalization	\$56.61M
Average Volume	3,693,876
Exchange	NASDAQ

Source: Yahoo Finance

RECENT NEWS

May 09, 2022-- Society Pass Incorporated, Southeast Asia's leading loyalty and ecommerce ecosystem, today announced that first quarter 2022 revenues grew 4,582% year on year (from \$9,506 for first quarter ended 31 March 2021 to \$445,090 for first quarter ended 31 March 2022). The Company also reported cash on hand grew over 33% from \$23.3 million on 31 December 2021 to \$31.0 million on 31 March 2022.

April 21, 2022 -- The GrowHub Innovations Company ("The GrowHub") Asia Pacific's only one-stop farm-to-table solution and strategic export partner of premium agri-food products of the government of Western Australia, announces that it has signed a strategic marketing partnership Memorandum of Understanding ("MOU") with South-ea

offering and initiated trading on NASDAQ under the ticker symbol **SOPA**. These shares hit a yearly high of \$77.34 on 10 November 2022. The stock hit a significant milestone in the following month when in December 2021 it was added to **the Russell 2000 index**.

In essence, SOPA offers a loyalty-driven e-commerce platform and is constantly working on improving the product as the market continues to evolve at a rapid pace. While it has started working on a range of verticals, it is also working on creating new verticals which will be another factor that is expected to be a positive on the minds of investors when considering purchasing Society Pass shares.

Key Highlights

Last month **Society Pass** announced its financial results for the first fiscal quarter and reported revenues of \$445,090, which represents year-on-year increase of a staggering 4,600%. The company may not generate such staggering year-on-year growth every year but it is an indication that it has managed to make a big leap and could continue to be a driving factor

At the end of the first fiscal quarter 2022, **Society Pass** reported that it had a cash balance of \$31 million and more importantly, it had no debt on its balance sheet. For a company that is primarily involved in the acquisition commerce businesses and then expanding them, lends a significant positive for the shares. This large cash position enables, Society Pass to fully execute its business model effectively with the company targeting acquisitions comfortably in the near future.

The trajectory of SOPA's growth has also been quite impressive. At the end of March 2022, it has acquired more than 1.6 million registered consumers and more than 5,500 merchants onto its ecosystem. The most strategic platform for **Society Pass's** portfolio is Leflair.com, which sells premium international and domestic brands to local Vietnamese consumers via its Leflair.com platform. The company has expanded rapidly and it is important to note that **Society Pass** is looking to expand its platform to Indonesia and the Philippines in the second half of this year.

Society Pass has made several major acquisitions during the first quarter 2022 and analysts believe these acquisitions could eventually unlock considerable value for the company. One of the acquisitions

RECENTNEWS(Contd.)

st Asia's leading loyalty platform, U.S.-listed Society Pass Incorporated (Nasdaq: SOPA) ("Society Pass"), to provide Society Pass's 1.6 million registered consumers with quality and premium agri-food products from producers in Western Australia.

April 20, 2022 - Society Pass Incorporated announced today the completion of restructuring of Leflair Vietnam's operations into a separate entity – Leflair Inc ("Leflair Group"). Along with this corporate restructuring, SoPa appointed Mr. Loic Gautier to become the new Group Chief Executive Officer of Leflair Group.

was Handycart, which is involved in the restaurant delivery space in Vietnam. The other is Pushkart, which operates its own grocery delivery mobile application in Philippines. Both companies boast of their delivery vehicles. SOPA believes that Handycart could eventually end up delivering orders from more than 500 restaurants in Hanoi in 2022. Society Pass expects Pushkart to get the number of its registered users to more than 500,000 by the end of 2022, with more than 150,000 app downloads.

Technical Analysis

These shares have recently **BROKEN OUT** to the upside surpassing its \$2.28- 50 day moving average. We expect that the \$2.95 - 100 day moving average will be tested shortly. These shares were listed on NASDAQ in November 2021 and peaked at \$77.34 on Nov 10, 2022

Hitting a recent low of \$1.485 these shares have re-bounded from this significantly oversold position. SOPA has a strong balance sheet with \$31 million in cash on hand ready for merger activity. With almost \$1.34 per share of cash on hand and selling for 1 1/2 X cash bargain hunters are playing this hand

With a YTD moving average of \$3.40 and an average daily volume of 3.5 million shares, we see a significant **BEAKOUT** in the coming days. We look for tests of \$3.00 and \$3.50 resistance levels over the next weeks.

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Longer term and with that \$31 million in cash for marketing and acquisitions, we could see tests of the \$5.00 and \$10 levels. We are enthusiastic about **SOPA** and feel that all serious investors should invest at these currently attractive levels. **We place a short term target price of \$7.50 STRONG BUY on these shares, almost a triple from current levels. Brokerage firm Maxim Group has placed a \$5.00 target on SOPA - [REPORT](#)**



Business And Industry

Society Pass is in the early stages of constructing the next generation digital ecosystem in Southeast Asia through its acquisitions-focused business model. Several of its businesses on hold or

diminished by Covid-19 are back at work. Several hotels where Society Pass provided in the past POS services - Food & Beverage may come back on line shortly.

Society Pass acquires and operate e-commerce platforms and mobile applications through its direct and subsidiaries, including but not limited to Society Technology LLC, SOPA Technology Pte Ltd, SOPA Cognitive Analytics Pte Ltd, SOPA Technology Co Ltd, HOTTAB Pte Ltd and HOTTAB Vietnam Co Ltd. Along with HOTTAB Asset Vietnam Co Ltd (currently wholly-owned by one employee of HOTTAB Vietnam Co Ltd and contractually operated by HOTTAB Vietnam Co Ltd), Leflair Incorporated, Push Delivery Pte Ltd, New Retail Experience Incorporated (“NREI”), and Dream Space Co., Ltd (“Dream Space”), these twelve companies form the Society Pass Group (the “Group”). The Group currently markets to both consumers and merchants in Vietnam and Philippines while maintaining an administrative headquarters in Singapore and a software development center, which was located in India but is transitioning to a Manila, Philippines. In February 2021, SOPA acquired an online lifestyle platform of Leflair branded assets (the “Leflair Assets”). SOPA recently acquired NREI and Dream Space in February 2022 and Gorilla Networks Pte Ltd (“Gorilla”) in June 2022. SOPA has integrated the Leflair Assets, NREI, Dream Space and Gorilla onto the Society Pass corporate structure and ecosystem. Society Pass continues to expand its e-commerce ecosystem throughout the rest of SEA by making selective acquisitions of leading e-commerce companies and applications with particular focuses on the VIP countries (Vietnam, Indonesia, Philippines, and Thailand) of SEA.

The business currently comprises of the following eight verticals: loyalty, merchant software, lifestyle, F&B delivery, telecoms, digital marketing, travel, and F&B ordering. The loyalty vertical includes Society Pass App and SoPa.asia website, while the merchant software segment includes #HOTTAB Biz App, #HOTTAB POS App and Hottab.net website. Lifestyle includes Leflair App and Leflair.com website and F&B Delivery includes Pushkart App, Pushkart.ph website, Handycart App, and Handycart.vn website. In addition, the travel vertical includes Gorilla App and website. These e-commerce interfaces are collectively referred to as the “Platform”.

Society Pass's loyalty-focused and data-driven e-commerce marketing platform interfaces connect consumers with merchants in the lifestyle, F&B delivery, and telecoms sectors, assisting local brick-and-mortar businesses to access new customers and markets to thrive in an increasingly convenience-driven economy. The Platform integrates with both global and country-specific search engines and applications and accepts international address and phone number data, providing a consumer experience that respects local languages, address formats and customs. Its strategic partners collaborate with Society Pass to penetrate local markets, while its Platform allows effortless integration with existing technological applications and websites.

[Leflair.com](https://leflair.com) website and Leflair App are marketed in Vietnam. [Pushkart.ph](https://pushkart.ph) website and Pushkart App

are marketed in Philippines. [Handycart.vn](https://handycart.vn) website and Handycart App are marketed in Vietnam. Gorilla is marketed in Singapore.

Branded as “#HOTTAB”, the companies merchant software business helps merchants increase revenues and streamline costs with an online and multilingual store front, fully integrated POS software solution, joint marketing program, payment infrastructure, loyalty administration, customer profile analytics, and SME financing packages. Through #HOTTAB Biz App, #HOTTAB POS and Hottab.net merchant administration website interfaces, #HOTTAB functions both online and offline and facilitates transactions, orders, voucher redemption, and rewards. Merchants only need a smart device in order to quickly access our #HOTTAB product ecosystem. In addition, our Customer Care department provides attentive after-sales service.

Investment Highlights

This section of the report will provide a glimpse into some of the important factors that will drive **Society Pass** shares

Densely Populated And Fast-Growing South Asian E-Commerce Industry

As mentioned in this report previously, Society Pass works in the densely populated and fast-growing SEA e-commerce industry. Its presence in Vietnam, Indonesia, Philippines, Thailand and Singapore allows the company to access more than 80% of the total population in the region. While Society Pass has already added a wide range of businesses to its e-commerce offerings it is also looking to offer far more in the coming years and is constantly looking to acquire additional business segments. The company recognizes that e-commerce is a dynamic business and constant reinvention may be a must for long-term growth.

Impressive Programs

Society Pass has many important layers that may appeal to investors. **Society Pass** integrates these different businesses onto its ecosystem. The company also is launching its **Society Pass** loyalty program by the end of 2Q 2022, which will drive customer retention for merchants going forward. The members of loyalty programs will be able to buy things directly from affiliated **Society Pass** merchants or directly from **Society Pass** itself. Customer-specific promotions are also going to be provided thanks to the data mining prowess of **Society Pass**. Analysts believe that this unique loyalty program is something that could set Society Pass apart from many other comparable companies.

Multiple Customers Targeted

The company not only seeks to make e-commerce work for customers but also for merchants. A platform that can retain and add customers through its loyalty programs could also be highly attractive for merchants.

Merchants are seeking platform partners that offer them a large pool of users. In addition, merchant partners also will be able to access **unique tools**, which boost sales and drive revenue growth.

It is also important to remember that the SEA market is also growing at a significant rate and has a **young population with rising purchasing power.**

In the end, consumer-focused businesses can only hope to grow if it operates in regions that are growing rapidly. The median age of the VIP nations stands in the 25 to 32 years range. On the other hand, International Monetary Fund data reveals that since 2010, the region has cumulatively seen GDP growth of as much as 4.6% compared to 1.7% in the United States and 0.8% in the European Union.

Recent Developments

Gorilla Networks Acquisition-Blockchain Technologies

Recently Society Pass acquired its first Singapore based company, Gorilla Networks. Gorilla Networks is the first BLOCKCHAIN/WEB3-enabled MVNO to offer contract free, on demand mobile service as non-fungible tokens, users converting unused mobile data into digital assets - Gorilla GO tokens. This acquisition is one of several planned in the coming months as **Society Pass** moves its business model forward.

[Gorilla Networks](#) began its journey in late 2019 as a global roaming SIM card company that provided connectivity in over 160 countries. In the mid of 2020, the company shifted its focus from global travel to Singapore local mobile plans. By March 2021, it obtained the Singapore MVNO license and partnered with My Republic and M1 for a connectivity agreement. Finally, in June 2021, Gorilla officially launched its Singapore MVNO products and by the end of the year, started offering an infrastructure and connectivity product suite to its corporate customers. "Over these years, Gorilla has experienced disruption in business operation multiple times. In face of the challenges, we have innovated our business and technological approach. We have listened to our customers, market, and

the industry as a whole, and we will continue to build innovative products in the connectivity and infrastructure space,” asserts Xanne Leo, the co-founder, and CEO of Gorilla.

As Web3-era innovators in the telecommunications space, Gorilla is now set to be a part of the core infrastructure for the metaverse. It aspires to become a core player for real-world connectivity in the metaverse, where users manage and maintain their connectivity directly from the metaverse. It will be part of the metaverse shared economy where users can easily purchase and activate.

“Gorilla’s partners and redistributors can easily collaborate with Gorilla through web3 permissionless-ly. This means Gorilla services will have virtually no downtime due to the extremely distributed nature of blockchain. Users will be able to use a wide range of currency to purchase Gorilla products. Users will truly own Gorilla products and will be able to transfer it to any other web3 user permissionless-ly,” opines Xanne.

GrowHub Collaboration

On 21 April 2022, SOPA announced a collaboration with Singapore-based company The GrowHub. This strategic marketing partnership is a significant one for The GrowHub since it would give it access to more than 1.6 million registered users who are present on the **Society Pass** platform. Those customers would get the opportunity to buy the high-quality and premium products that are offered by GrowHub.

In return, The GrowHub will get access to a large customer base. We note that The GrowHub currently holds a range of exclusive licenses with some of the high-end producers in the state of Western Australia and has exclusive rights to distributing those products in the South East Asian market.

Pushkart Acquisition

We note that the acquisition of **Pushkart** in February was a major purchase for **Society Pass**. The acquisition of **Pushkart.ph** is an attempt by **Society Pass** to further expand its footprint in SEA. For a company that seeks to be dominant in e-commerce and customer loyalty programs in the region, the acquisition could be just the right vehicle.

Society Pass completed this acquisition with the intent on making a major move into the online grocery shopping market in the Philippines which is expected to grow quite rapidly in the coming years. The e-commerce industry in the Philippines has managed to generate massive growth in recent years and by 2025 it is expected to

command a valuation of a staggering \$7.67 billion. Society Pass seeks to provide its customers with additional options whereby they can shop for groceries with ease in the Philippines. In addition, this new acquisition is going to help **Society Pass** in adding even more grocery-related merchants to its platform and bring about a digital revolution in the country.

Management Team

Social Pass Inc has a superior leadership team well experienced in merger and acquisition activities as well as marketing, merchandising, social media, e-commerce and the operations of other complex internet platform activities.

Dennis Nguyen is the SOPA Founder, Chairman and Chief Executive Officer. Based in Singapore, Mr. Nguyen serves as the Chairman of the Board of Directors (the “Board”) of Society Pass Incorporated and chairs the Executive Committee. As our Founder and Chief Executive Officer of our Company since its founding in June 2018, he is responsible for the Company’s overall management and strategic vision as well as driving marketing, sales and investor relations activities. Mr. Nguyen worked at Nortel Networks from 1995 to 1997, rotating through marketing, treasury, legal, and management consultant groups. He then was a M&A banker from 1998 to 2002 at Citigroup, Credit Agricole Indosuez and Daiwa Securities SMBC, all of which were HongKong-based roles. Mr. Nguyen founded New Asia Partners (NAP) in 2002 as a Shanghai based-venture capital boutique focused on investing in small to medium size Asian companies. He led NAP until its closure in 2017. He previously served as Corporate Finance Director of VCTG Holdings Limited (2012-2013), Director of M Dream Holdings Limited (2004-06), Director of Sino Environment Technology Limited (2005-06), Vice Chairman of China Huiyin Pte Limited (2005-08), and Director of Wuyi Pharma Co Limited (2006-08). Since 2009, he has served on the University of California, Irvine Foundation Board of Trustees. From 2009 to 2012, Mr. Nguyen served as an adjunct professor at the University of Minnesota Law School, teaching Corporate Finance and Investment Banking. Mr. Nguyen earned a MBA from The University of Chicago Booth School of Business; a MA in International Studies from The Johns Hopkins University School of Advanced International Studies; a Juris Doctor from the University of Minnesota Law School; and a BA-Economics/BA-Chinese Literature from the University of California, Irvine.

Raynauld Liang reports to the CEO and is based in Singapore. Mr. Liang is the Chief Financial Officer of Society Pass Incorporated and Singapore Country General Manager since May 2019. As CFO, responsible for all corporate finance, accounting, control, legal and compliance activities. In his capacity as Singapore Country General Manager, Mr. Liang manages the Company’s Singapore P&L. Mr. Liang began his career as a Finance Manager at IBM Global Services/IBM Asia Pacific Software Group based in Singapore. Mr. Liang then worked at a Singapore main board listed

company Hyflux Limited as a finance manager from 2005 to 2007. Mr. Liang worked at a China based Singapore listed company Sino Environment Technology Group Limited as Chief Financial Officer from 2007 to 2010. Mr. Liang later joined Prime forth Capital Limited a Singapore-based boutique corporate advisory firm as an investment director to work on startup companies and pre-IPO fund raising activities from 2010 to 2012. He later founded Connex Capital Limited in 2012, a corporate advisory firm with a focus on advising companies with IPOs in Singapore and Hong Kong. He headed the investment function of a family office, L K Ang Corporate Pte Ltd from 2014 to 2019. Mr. Liang earned a Bachelor of Commerce from The University of Queensland in Australia majoring in accounting.

Loic Gautier reports to the CEO and is based in Vietnam, since joining the Company in September 2021, Mr. Gautier is the CMO of Society Pass Incorporated and manages the Company's marketing function and is responsible for defining and executing the Company's overall marketing strategy and growth initiatives. In this regard, he is tasked to identify new partnerships, acquire new consumers and merchants, generate revenue growth and increase the awareness of the various brands within the Society Pass ecosystem. From 2020 to 2021, Mr. Gautier was the Chief Growth Officer of Maison Retail Group in Vietnam, where he spearheaded partnerships, acquisitions and marketing for the Vietnamese retailer. In 2015, Mr. Gautier co-founded Leflair, a Southeast-Asia-based e-commerce retailer and technology firm. As CEO from 2015 to 2020, he focused Leflair to sell international brand names in categories like Fashion, Beauty, and Home, with operations in Vietnam, Philippines, Singapore and Hong Kong. Mr. Gautier was responsible for the overall management, corporate strategy and capital raising for Leflair. In 2014, he joined Lazada Group, a Rocket Internet-founded company and Amazon-like e-commerce platform, in Vietnam to develop new categories of merchandise in various business development roles. Mr. Gautier started his career in technology and eCommerce at Groupon Goods Inc in 2013, taking the roles of strategic planner and deputy Chief Commercial officer. Mr. Gautier holds a MBA from INSEEC School of Business and Economics in Paris and a BA in Sales and Marketing from University Paris- Est MLV.

Pamela Aw-Young reports to CEO and is based in Singapore, since joining the Company in March 2021, Ms. Aw-Young is the Chief Operating Officer and is responsible for all issues relating to supply chain, network planning, operations planning, vendor contracts, and process improvement. In this capacity, she coordinates technology, marketing, sales and finance teams to define and implement operations strategy, structure, and processes. Monitor performance to ensure consistency with established policies, goals and objectives. She conducts due diligence on any new business integration. Previously as VP of Li & Fung Logistics Global Freight Management from 2011 to 2016, she managed US\$21 million business in SEA and synchronized physical, data and payment flows. In addition, she managed First Sales, improving gross margin through

relentless focus on process improvement, optimization of logistics costs and reduced payment cycle time. Prior to Li & Fung, she was Supply Chain Development Director at Diageo in Singapore. Prior to that, she was the Product Delivery Director at Nike in Hong Kong from 2001 to 2007. Ms. Aw-Young earned a BS in Computer Science from the University of San Francisco.

Pierre-Antoine Brun reports to the CEO and is based in Vietnam, since joining the Company in September 2021, Mr. Brun is the Chief Technology Officer of Society Pass Incorporated and is responsible for the Company's strategic technology, product, and data roadmap in support of the Company's vision, and oversees the hiring, development, and mentoring of a set of mid to senior level technical, product, and data staff. He manages technology policies, procedures, and standards to ensure organizational success, and oversees the integration of other technology platforms from acquisitions. In 2020 to 2021, Mr. Brun joined Maison Retail Group, Vietnam's second retail operator and distributor of international fashion brands, where he served as COO and BOD member and directly oversaw technology, product, data, operations, warehousing, logistics, commerce. In 2015, Mr. Brun co-founded Leflair, a Southeast-Asia-based e-commerce retailer and technology firm. As COO from 2015 to 2020, he directly oversaw technology, product, data, operations, warehousing, logistics, customer service, customer experience, and cross border operations. He drove Leflair to reach US\$ 20 million ARR, 2 million monthly visitors, 120,000+ customers and 200 FTEs 4 years post launch. Mr. Brun was an early joiner and builder of Southeast Asia's biggest online department store Lazada (acquired by Alibaba), heading the retail, marketplace, and vendor management divisions as deputy CCO for Vietnam (2013-15). Mr. Brun earned a Master's in Management from ESSEC Business School.

Tan Bien Kiatis the Vice-Chairman of the Board of Directors of the Company since September 2019. Based in Singapore and in his capacity as Vice-Chairman, Mr. Tan assists the management team with constructing and executing the Company's business plan. Leveraging his deep professional contacts, he introduces regional telecommunications operators and institutional investors to the Company. Mr. Tan founded Titan Capital Limited, a Singapore-based private equity investment firm, in 2003, where he acts as Executive Chairman. He was formerly Chairman of the Board of Pacific Internet, a NASDAQ-listed telco services company operating in 8 Asian countries. Mr. Tan was also the Managing Director of the Asian arm of TPG Capital, a leading global private equity firm with US\$80 billion of capital under management. He started and ran TPG's operations in South Asia, South-East Asia and Australia. Prior to that, he was Chief Executive of Ometraco Corporation, a major Indonesian conglomerate which controlled 5 public-listed companies. Mr. Tan's career also includes senior management positions with Booz Allen and AT Kearney, both of which are leading American strategy consulting firms, where he was instrumental in pioneering their Asian franchisees in both Hong Kong and Singapore. Mr. Tan is an international trustee of International House of New York and sits on the management committee of the Lien Centre for

Social Innovation of the Singapore Management University.

Conclusion

Society Pass technically has entered BREAKOUT TERRITORY with significant upside momentum on above average share volume. With \$31 million in cash (\$1.34/shr Cash), by all standards these shares are in an oversold condition and are presently rebounding. Rapid growth by acquisition is now solidly underway with several additional acquisitions planned into the near future. With a superior management team at the helm SocietyPass, we feel could continue its upside BREAKOUT towards our short term target price of \$7.50 and longer term in the \$10-\$15 range.