



# TREASURE GLOBAL INC

Corporate Overview  
February 2024



# Disclaimer

This document is strictly confidential and is being shown to you solely for information purposes in connection with the proposed capital raising by Treasure Global Inc. and its subsidiaries (the “Company”) and may not be recorded, reproduced in any form or further distributed to any other person or published, in whole or in part, for any purpose.

The materials included herein (the “Materials”) merely serve our targeted recipients as a visual aid. They are the introductory summaries in nature and do not purport to be a complete and latest description of the Company, its businesses, operations, results or prospects.

The Materials do not constitute an offer or invitation to subscribe for or to purchase any securities in the Company. Neither the Materials nor anything contained therein shall form the basis of contract, intent or commitment whatsoever. The information contained in the Materials does not constitute any recommendations or investment advice by the Company that any recipient of the Materials should rely upon and/or participate in investment in the Company. Each recipient of the Materials should make its own independent appraisal, evaluation, assessment, consultation and investigation as deemed necessary by such recipient.

The Company and/or its subsidiaries endeavor to ensure the accuracy and reliability for the information contained in the Materials, but do not guarantee its accuracy and the reliability and accept no liability (whether in tort or contract or otherwise) for any loss or damage arising from any inaccuracy or omission or from any decision, action, common-action based on or in reliance upon the information contained in the Materials or any part thereof.

This presentation includes statements that are, or may be deemed, “forward-looking statements.” In some cases, these forward-looking statements can be identified by the use of forward-looking terminology, including the terms “believes,” “estimates,” “anticipates,” “targets,” “expects,” “plans,” “projects,” “intends,” “predicts,” “may,” “could,” “might,” “will,” “should,” “approximately,” “potential” or, in each case, their negative or other variations thereon or comparable terminology, although not all forward-looking statements contain these words.

These statements appear in a number of places throughout this presentation and include statements regarding our intentions, beliefs, projections, outlook, analyses or current expectations concerning, among other things, the market size and market adoption of our services and products, the use of the proceeds from this offering, or regulatory action with respect to, the timing, cost or other aspects of the commercial launch of our products and services.

By their nature, forward-looking statements involve risks and uncertainties because they relate to events, competitive dynamics, and regulatory developments and depend on the economic circumstances that may or may not occur in the future or may occur on longer or shorter timelines than anticipated or at all. Although we believe that we have a reasonable basis for each forward-looking statement contained in this presentation, we caution you that forward-looking statements are not guarantees of future performance and that our actual results of operations, financial condition and liquidity, and the development of the industry in which we operate may differ materially from the forward-looking statements contained in this presentation.



TREASURE GLOBAL INC

# TGL At A Glance

Treasure Global Inc (“TGL”) is a Malaysian solutions provider developing innovative technology platforms.

- Dual-facing business model targeting consumers and merchants
- Proprietary technology products:
  - **ZCITY App**, a powerful, unique and integrated app that transforms and simplifies the e-payment experience for consumers
  - **TAZTE**, a game-changing digital food & beverage (“F&B”) management system
- Adjacent F&B industry business operations through TGL’s subsidiary **Foodlink Global**:
  - Master franchisor holding and managing TGL’s F&B IP and brand licenses.
- Know-how and expertise to grow reach, increase engagement and user retention with development of additional/add-on technology-based products and services



**2,680,000<sup>++\*</sup>**

Registered Users



**157,000<sup>++\*</sup>**

Quarterly Active Users



**2,027<sup>++\*</sup>**

Registered Merchants/Brands

*\* Publicly available information as of December 31, 2023*



TREASURE GLOBAL INC

# ZCITY: Ecosystem with Rewards

- The ZCITY app provides consumers and merchants with solutions to simplify and enhance the shopping experience driving increased user engagement and data collection.
- Transforming the e-payment experience for consumers, while simultaneously earning rewards through cashless shopping with rebates in both e-commerce (online) and retail outlets (offline), instant rebates, and affiliate cashback program.







TREASURE GLOBAL INC

# TAZTE: Automated F&B Management

- TAZTE, an innovative digital F&B management system that improves efficiency of both the front and back operations of the F&B industry.
- Goes beyond traditional POS systems - providing merchants with, among other benefits, inventory management and consumer behavior analysis.





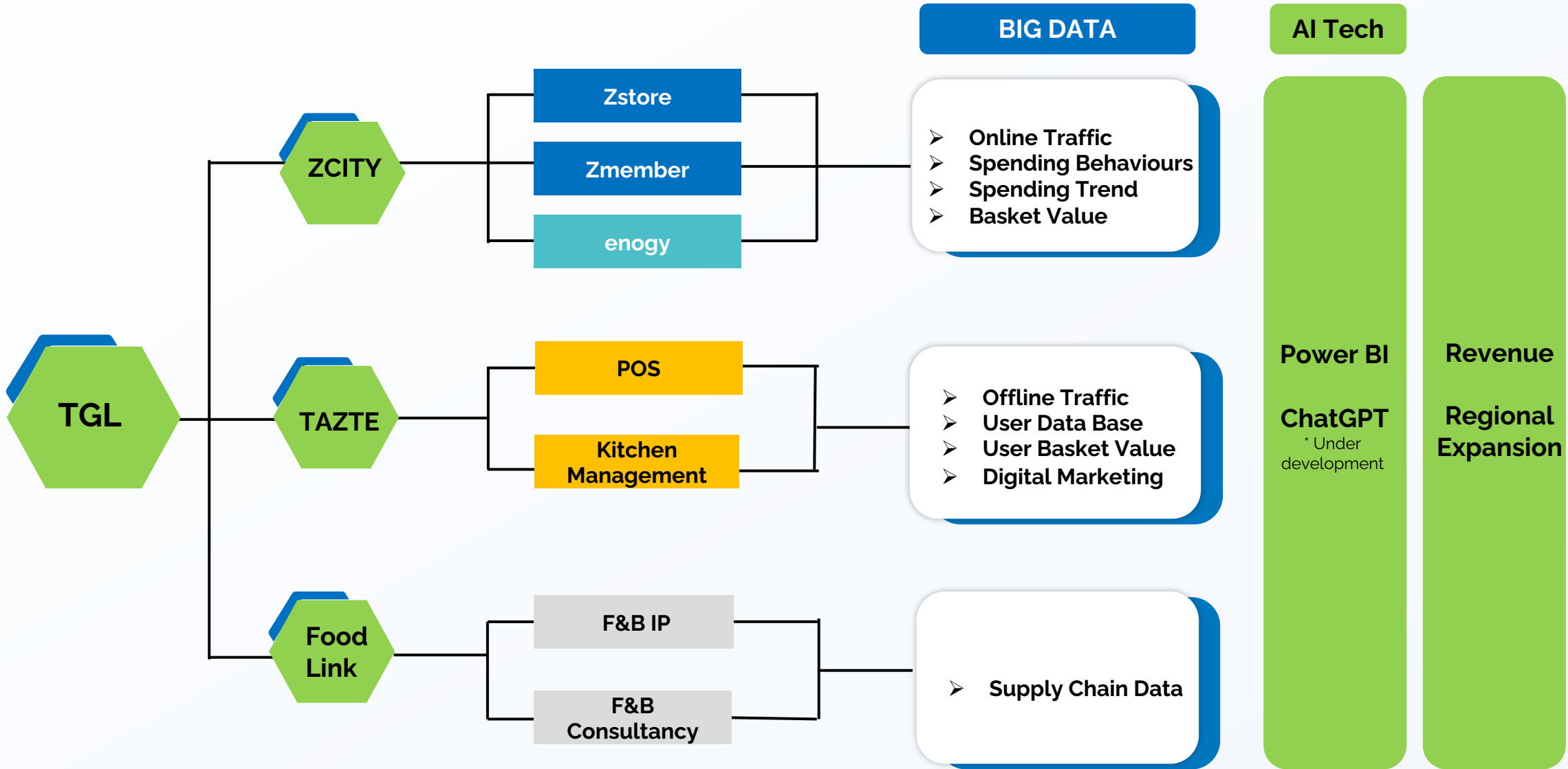
# Foodlink Global

- Foodlink Global was established to house F&B master franchisor activity:
  - Manage all brand royalties and related IP through lease, ownership or JV agreements
  - Provide F&B consulting including market & product optimization as well as supply chain monetization
- First licensing agreement with Morganfield's, a Southeast Asian restaurant chain, granting exclusive sub-licensing of the Morganfield's brand. In conjunction with branding rights, Morganfield's franchisees will adopt TAZTE accelerating adoption of TGL's solution.
- New revenue streams established including start-up fee and monthly licensing fees.
- **TGL plans to replicate this process with additional popular F&B brands in Southeast Asia to become the largest F&B chain, without owning any bricks-and-mortar.**





# Business Model





TREASURE GLOBAL INC

# Malaysia F&B SMEs Overview

165,059 #1

Number of F&B SMEs in 2015



Annual Growth Rate – 5.1% #2

233,807 #3

Number of F&B SMEs in 2022

US\$ 11.20 billion #4

Total F&B Transaction Value in 2019

**Reference:**

#1 <https://www.thestar.com.my/business/business-news/2017/08/30/malaysia-food-and-beverage-sector-shows-steady-growth> & [https://www.dosm.gov.my/v1/uploads/files/6\\_Newsletter/Newsletter%202020/DOSM\\_BPP\\_9-2020\\_Siri-75.pdf](https://www.dosm.gov.my/v1/uploads/files/6_Newsletter/Newsletter%202020/DOSM_BPP_9-2020_Siri-75.pdf)

#2 [https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=415&bul\\_id=bUJEdEIVOTViR2g3VzZamFTa1pTZz09&menu\\_id=b0plV1E3RW40VWRTUkZocEhyZ1pLUT09#:~:text=The%20census%20results%20showed%20that,rate%20of%205.1%20per%20cent](https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=415&bul_id=bUJEdEIVOTViR2g3VzZamFTa1pTZz09&menu_id=b0plV1E3RW40VWRTUkZocEhyZ1pLUT09#:~:text=The%20census%20results%20showed%20that,rate%20of%205.1%20per%20cent)

Calculation of the forecast no. for 2019 based on annual growth rate 5.1% , calculated from 2010-2015

#3 Calculation of the forecast no. for 2019 based on annual growth rate 5.1% , <https://docs.google.com/spreadsheets/d/1EurWKd5uPzfbB24MKi9E9N-liTfusPKS/edit#gid=1754329837>

#4 [https://www.dosm.gov.my/v1/uploads/files/6\\_Newsletter/Newsletter%202020/DOSM\\_BPP\\_9-2020\\_Siri-75.pdf](https://www.dosm.gov.my/v1/uploads/files/6_Newsletter/Newsletter%202020/DOSM_BPP_9-2020_Siri-75.pdf)

“In 2019, the Food and Beverage sub -sector recorded RM46.4 billion and contributed 5.4% to the Services Sector GDP.” [RM46.4 billion = USD11.2 billion (currency conversion rate as of 25/4/2022)]





# Large Addressable Market

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

**Reference:**

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

**Reference:**

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



TREASURE GLOBAL INC

# Key Partnerships

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



### Merchants

Leading offline F&B brands that own up to 100 franchises in Malaysia



### Services Partners

Top multinational essential & lifestyle brands



### Local Strategic Partners

1<sup>st</sup> leading payment and top up gateways



### Local Demands

(i.e., utility bills, assessment tax, network bills, etc.)

Local utilities demand to achieve user stickiness and retention



# Growth Strategy

## Home Market



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

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



### 2 Increase product selling value

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



### 3 Increase transaction frequency

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

## New Markets



### 4 Form strategic partnerships

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



### 5 Acquisition of business to increase technical opportunity

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

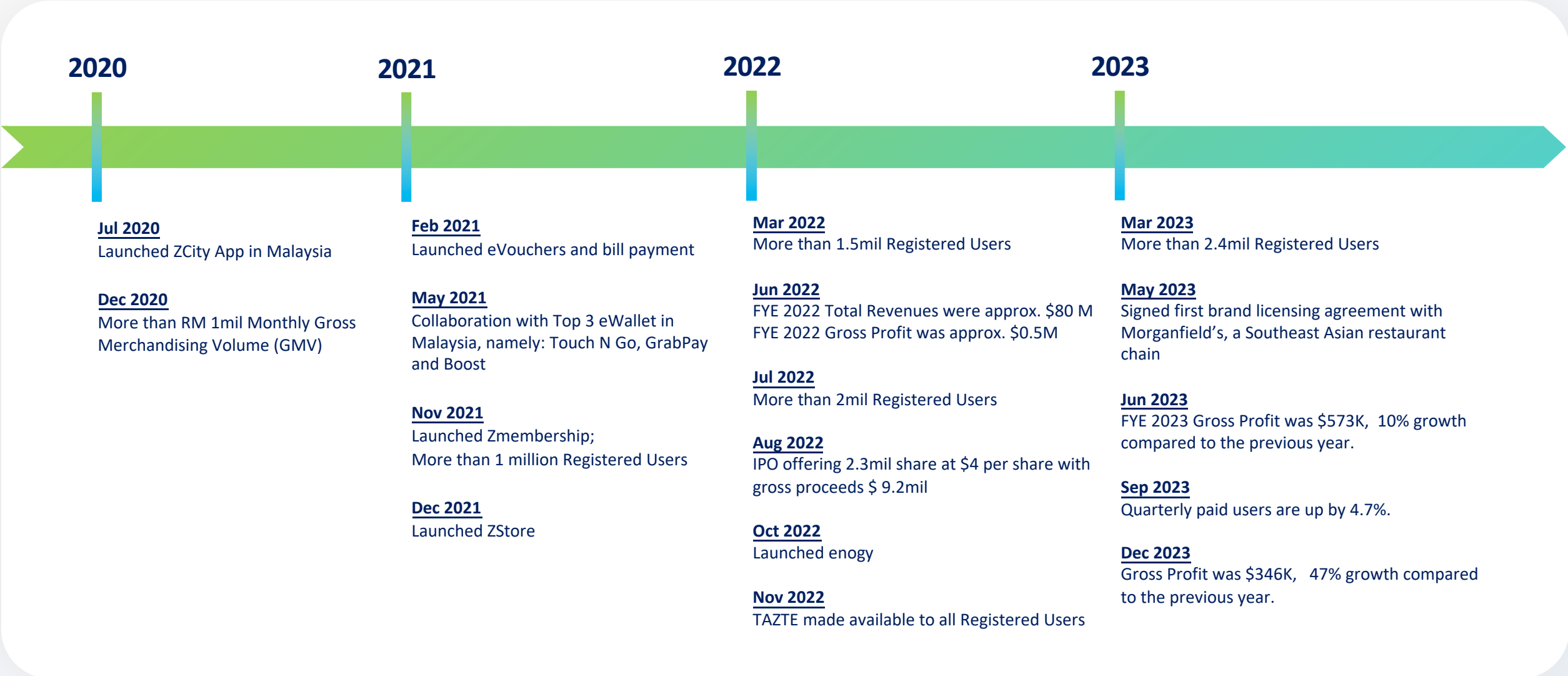


### 6 Enter new markets

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



# TGL's Key Milestones





TREASURE GLOBAL INC

# Intended Regional Expansion Plan



**2022**  
**Malaysia**



**2023**  
**Indonesia**



**2024**  
**Thailand**



**2025**  
**Vietnam**

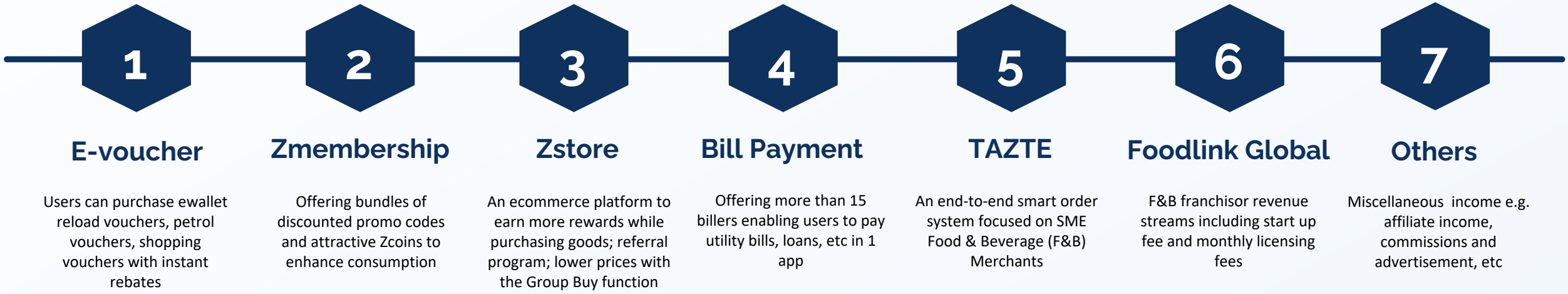


**2026**  
**Japan**



# Revenue Model

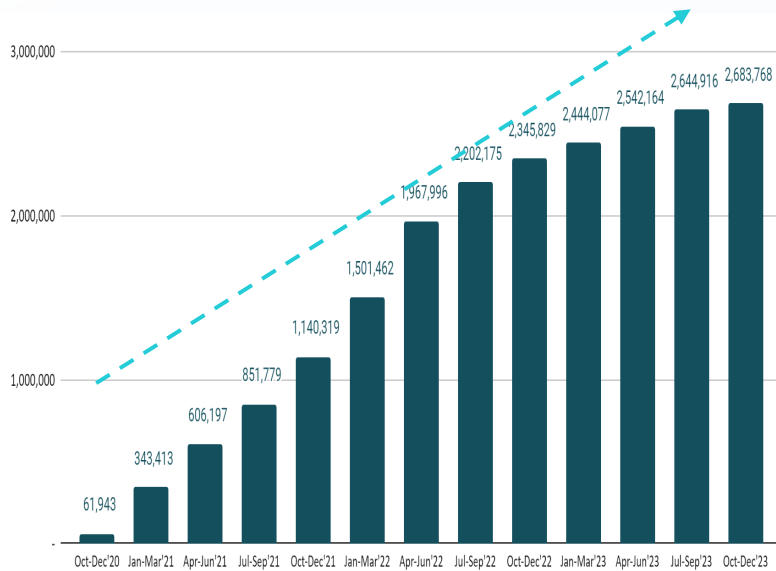
A diversified mix of revenue streams consisting of "Consumer Facing" and "Merchant Facing" revenues



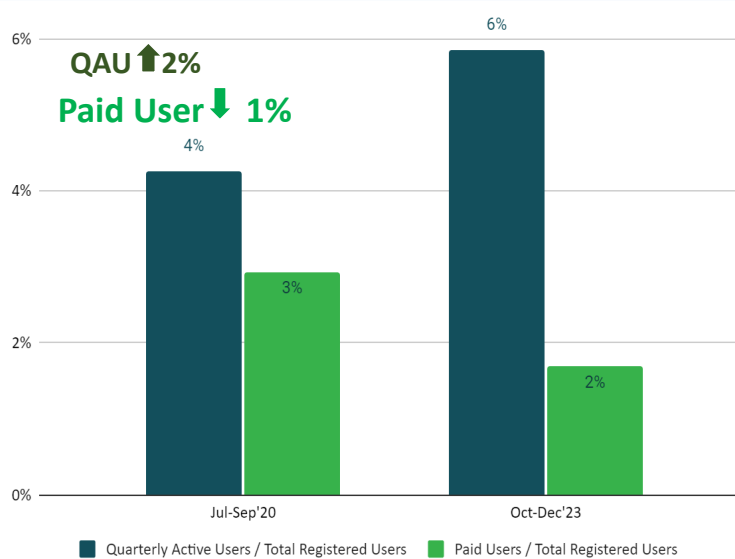


# Key User Metrics

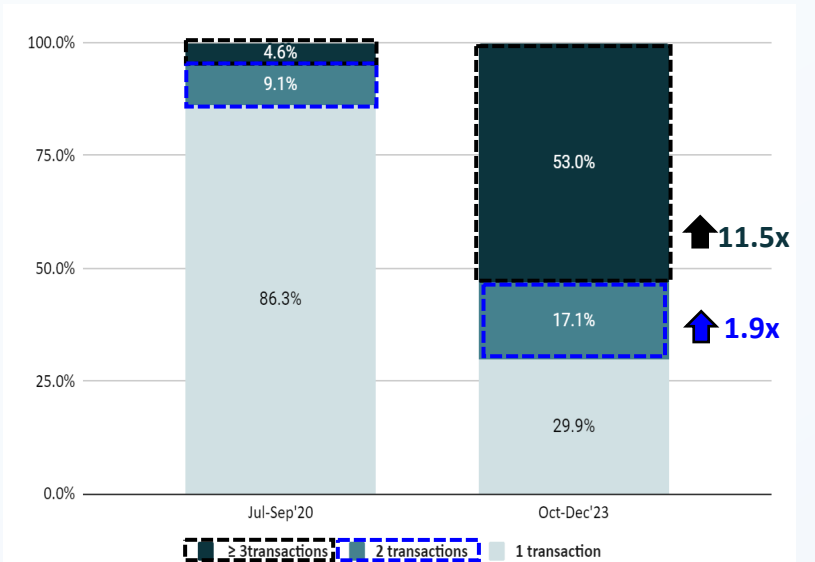
Registered Users (Accumulated)



Registered Users vs Quarterly Active User and Paid User



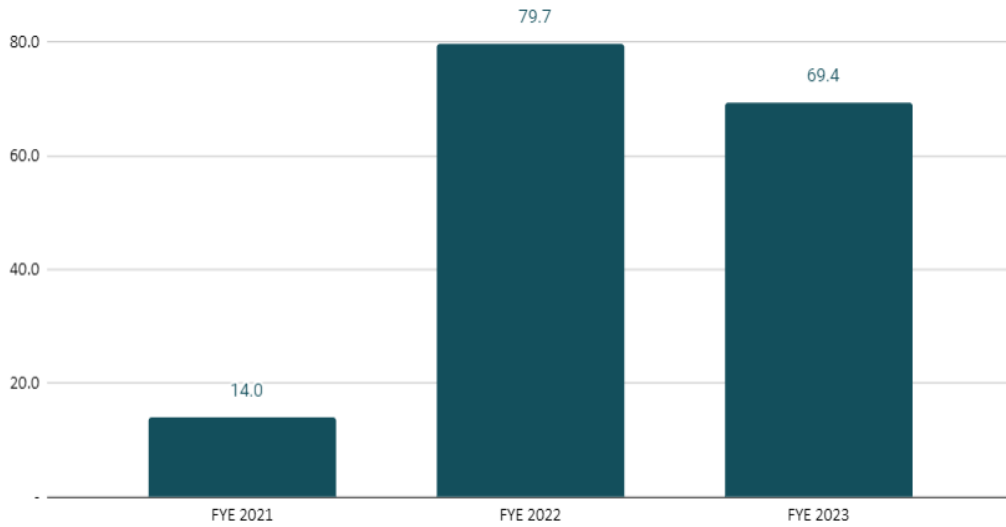
% Quarterly Paid Users split by number of transaction



Strategically Focused on User Recruitment and Substantial Growth

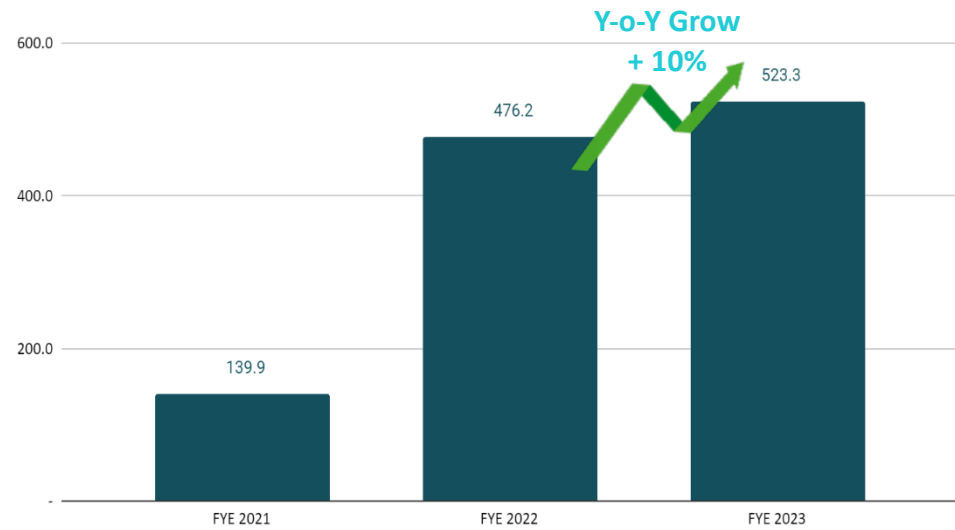
# Financial Highlights

## Revenue (USD mil)



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

## Gross Profit (USD k)



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

**Resilient Top-Line and Consistent Gross Profit Growth**



# Business Snapshot

**2.68** Mil

Registered Users  
as of Dec,'23

**2.8** Mil

Transactions completed  
(LTM until Dec'23)

**53** %

Paid Users transacted  
3 times and more in a quarter  
for Oct-Dec'23

**\$ 69.4** Mil

FYE 2023 Revenues

**10** %

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

**2.0** k

Registered Merchants  
as of Dec,'23



# Leadership Team



**SAM TEO**  
**CHIEF EXECUTIVE OFFICER**

- 15+ years sales and corporate management experience
- Led the team and was awarded “2020 Platinum Business Award (SME Emerging Award)”, “The 7<sup>th</sup> Malaysia Most Impactful Product Award 2020” and “World Chinese Economic Forum 2021 – TOP 10 Young Entrepreneurs Award”



**MICHAEL CHAN**  
**CHIEF FINANCIAL OFFICER**

- 25+ years of experience in financial management, compliance affairs, tax, treasury, mergers and acquisitions, and fundraising
- Ex CFO of publicly-listed companies



**CHANELL CHUAH**  
**CHIEF OPERATING OFFICER**

- 20+ years in Operation and Management experience
- Ex Process Expert, MNC oil and gas company



**SUE CHUAH**  
**CHIEF MARKETING OFFICER**

- 16+ years experience in Advertising and Branding across Technology and e-commerce industries.
- Creating brands and building high-performing marketing teams.



**JERRY OOI**  
**VICE PRESIDENT**

- 16+ years experience in sales and marketing industry



# Board of Directors



**SAM TEO**  
**CHIEF EXECUTIVE OFFICER  
 / DIRECTOR**

- 15+ years sales and corporate management experience
- Led the team and was awarded “2020 Platinum Business Award (SME Emerging Award)”, “The 7<sup>th</sup> Malaysia Most Impactful Product Award 2020” and “World Chinese Economic Forum 2021 – TOP 10 Young Entrepreneurs Award”



**HO YI HUI**  
**EXECUTIVE  
 DIRECTOR**

- 22+ years in compliance & advisory services for audit, tax & company sec and Business consultation & Coaching
- Ex Deloitte KassimChan, Horwath KL, BDO, RSM
- Former Tax Executive Director for BDO and RSM
- Executive Director of Hanz Consulting Group S/B



**BOBBY BANKS**  
**NON – EXECUTIVE  
 DIRECTOR**

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



**MARCO BACCANELLO**  
**NON - EXECUTIVE  
 DIRECTOR**

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



**JEREMY ROBERTS**  
**NON - EXECUTIVE  
 DIRECTOR**

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



TREASURE GLOBAL INC

# Investment Highlights



**Innovative And Integrated E-Commerce Ecosystem**



**Unique Business Model Capturing Additional Market Opportunity**



**Strong Financial Performance**



**Large Addressable Market (Malaysia → Southeast Asia → Global)**



**Experienced Leadership Team**



## TREASURE GLOBAL INC

### Company Info:

276 5<sup>th</sup> Ave, Suite 704 739  
New York, NY 10001

Web: <https://treasureglobal.co/>

### Investor Contact:

Erika Kay  
KCSA Strategic Communications  
Email: [TGL@kcsa.com](mailto:TGL@kcsa.com)