

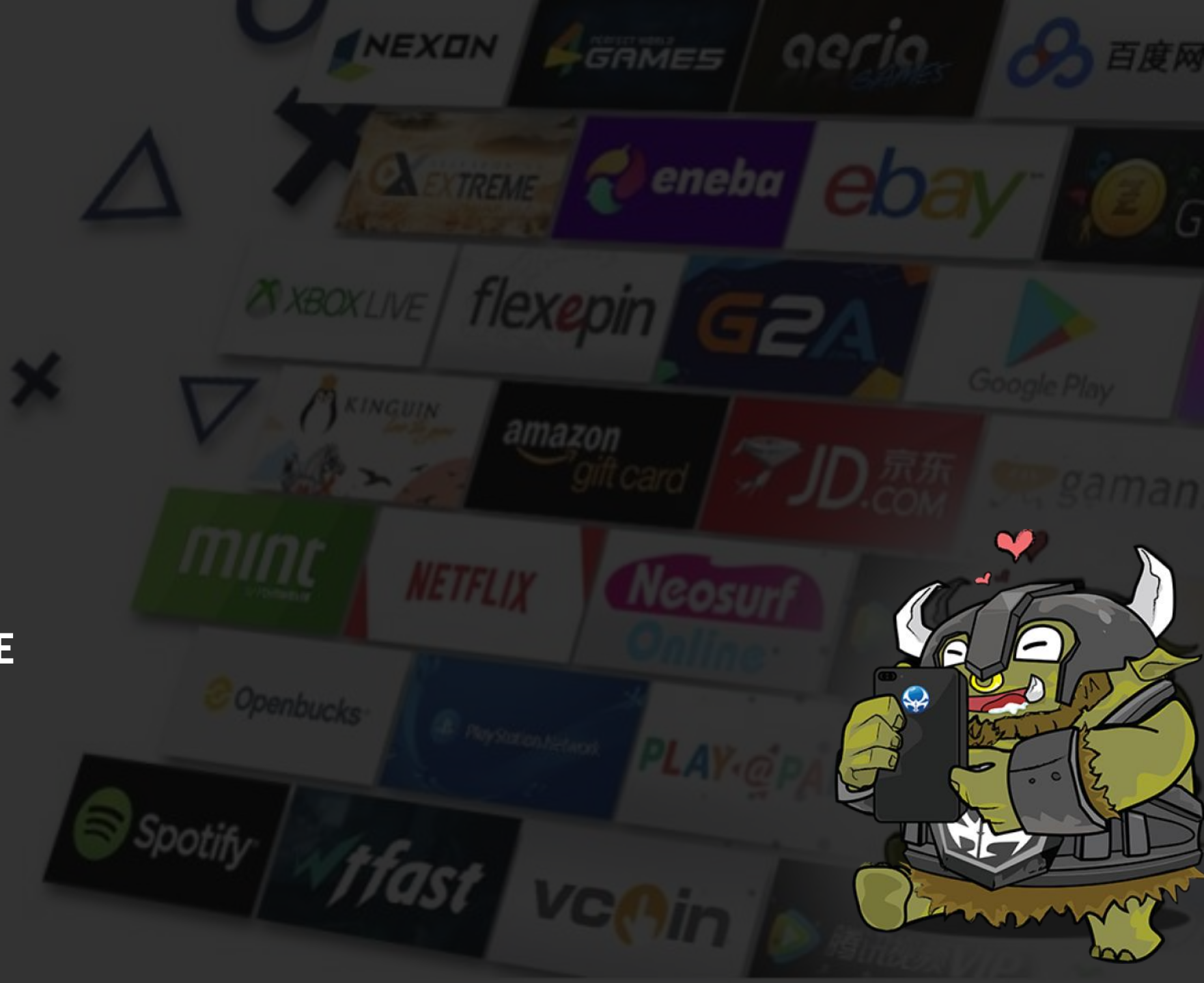


OFFGAMERS
YOUR GAMING ALLIANCE

PRE-IPO CONVERTIBLE NOTE

CONFIDENTIAL

OCTOBER 2021



Investment Highlights



Large, valuable and growing

3 billion people play games, COVID-19 has accelerated this



Global, scalable, asset light

Continuous growth in publishers and content looking to expand globally leveraging OffGamers customers, brand, payment footprint and technology



Robust proprietary technology platform

OffGamers will leverage its platform to expand into new verticals as to deliver its combination of global reach with localised connectivity which leverages fraud management and complex API capabilities.



Established, globally recognised brand

Globally recognised and established, OffGamers Global has significant headroom for growth in tandem with the industry

OffGamers at a glance

\$153m

CY2021 forecast Revenue

\$6.7m

CY2021 forecast EBITDA

52%

3 year EBITDA CAGR
CY2018-2020

300+

Payment Partners

3m

Visitors in CY2020

2.1m

Forecast Transactions in
CY202

51%

Cust from America, Europe,
Oceania

28,000+

Product SKU's

Global Footprint, Established Presence & Tenured Profitability

OffGamers is a leading **digital retail** distribution and **payments platform**, offering game credits and top-ups for computer games, content publishers, education, e-commerce cards and telco top-ups

- Founder led since 2004
- Self funded
- 28,000 SKU's
- 300+ payment integrations
- \$153m CY2021 forecast Revenue
- \$6.7m CY2021 forecast EBITDA



Online Games represent 70% of business, global customers fall into three broad types, each with a different purchase driver



1

Dedicated Gamer: 15-60 years old, loves gaming, has been doing it for years. Wants digital convenience for (very) regular top-ups paid using local payments, appreciates being recognised for loyalty and responds to purchase offers.



2

Parent: Wants to enable their children to play the latest online games and use online education subscriptions. Also wants security and control over their credit card and frequency and amount of payments.



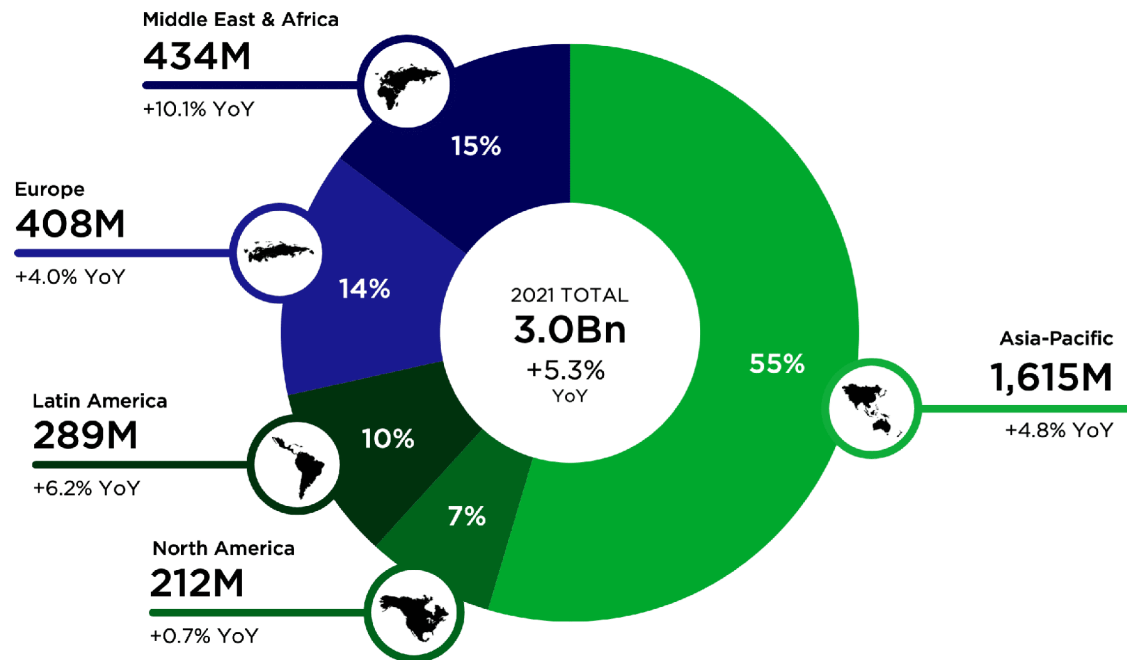
1

Cross-Border User: Examples: An American living in Bali, still wants to access her US iTunes account, but is geo-blocked. The Gamer in Argentina who wants to play a game on Steam, but it's only available to EU users.

2021 Global Games Market, 3 billion players, USD175.8 billion sales

2021 Global Players

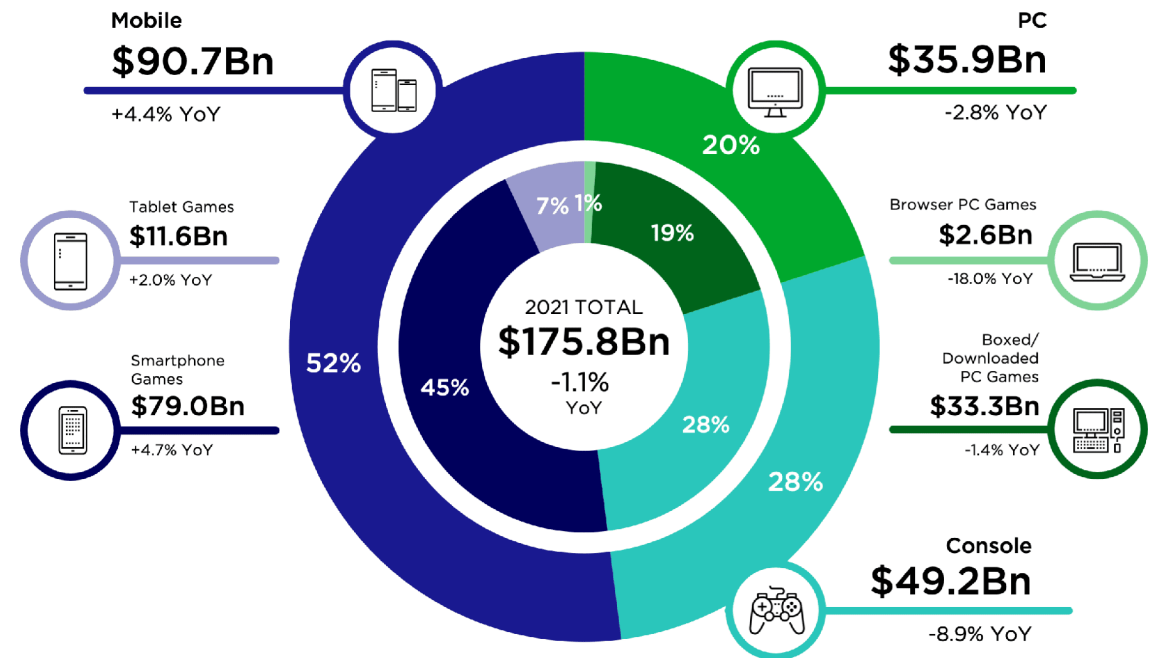
Per Region With Year-on-Year Growth Rates



Source: ©Newzoo | Global Games Market Report | June 2021
newzoo.com/globalgamesreport

2021 Global Games Market

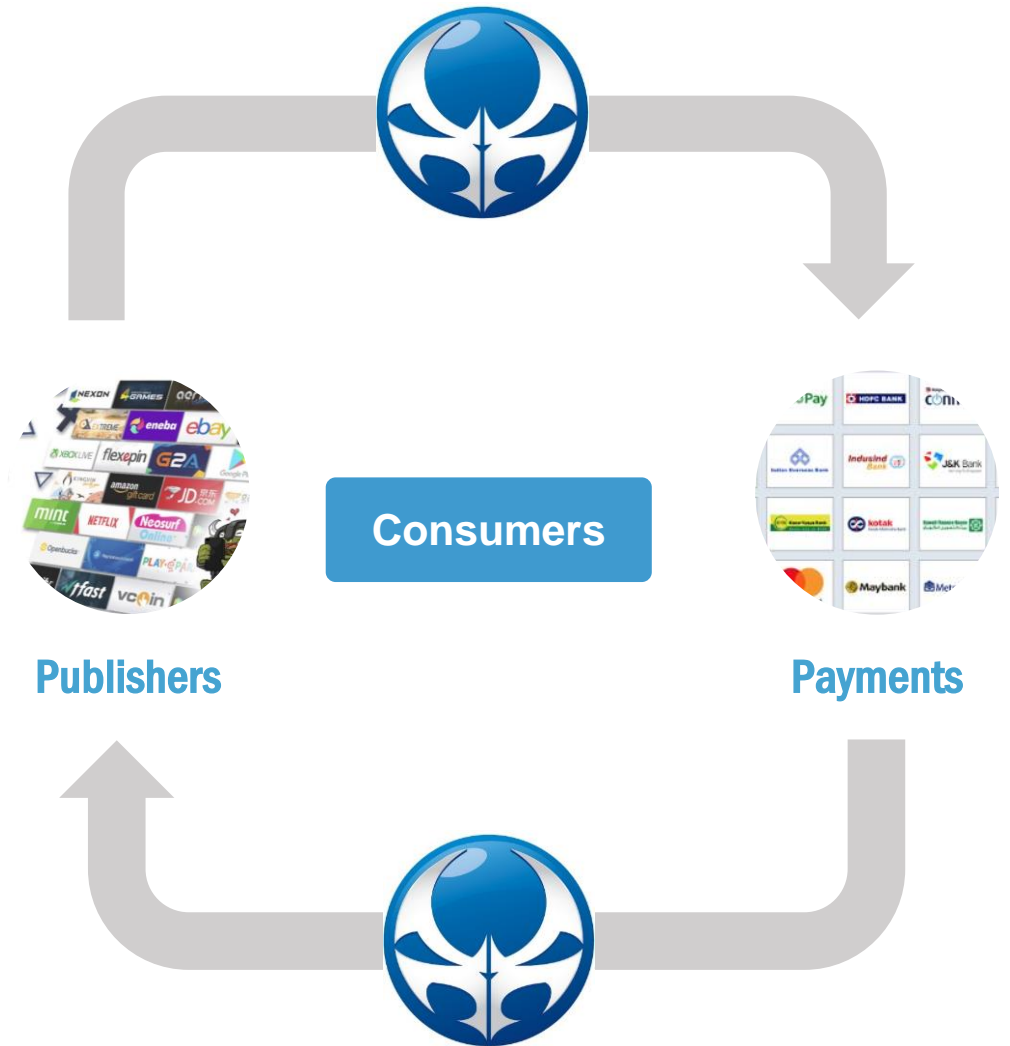
Per Device & Segment With Year-on-Year Growth Rates



Source: ©Newzoo | Global Games Market Report | June 2021
newzoo.com/globalgamesreport

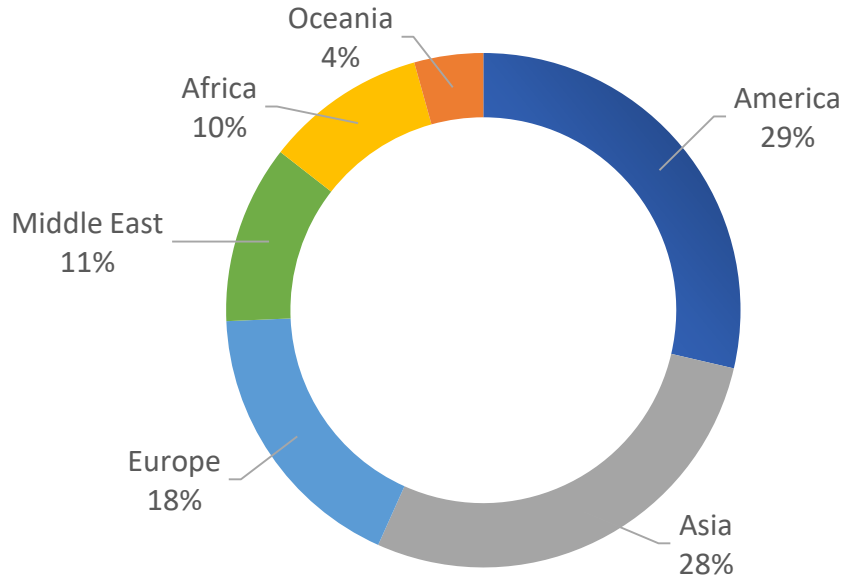
Proprietary Platform connecting Publishers with Integrated Payments for 17 years

- Publishers leverage global distribution
- Consumers want local payment options
- Established security and fraud reduction critical success factors
- 70% of payment integrations are aggregated by PayPal, Adyen and Stripe



Globally customer base selling global products

Revenue by region



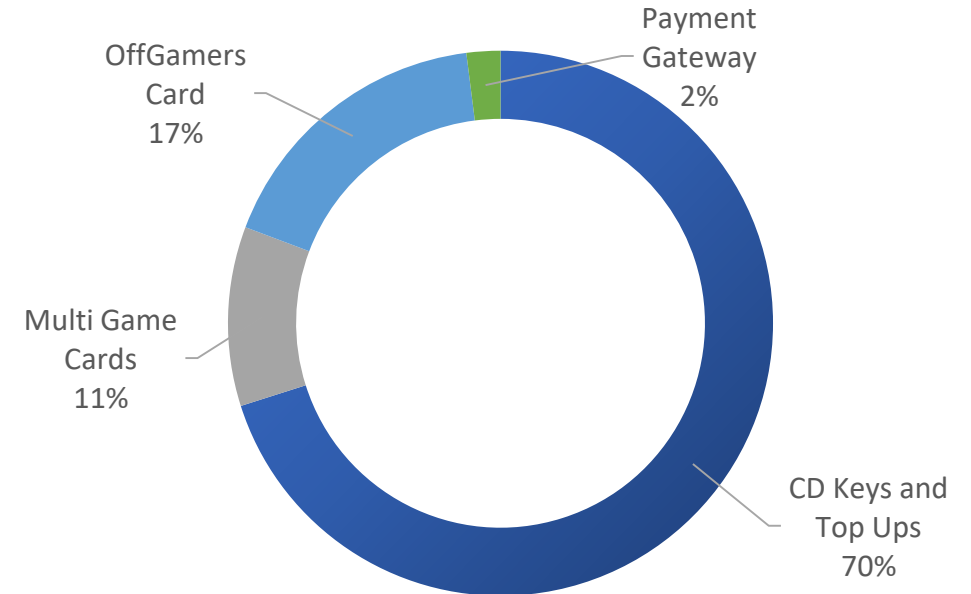
2018

- Flexepin Partnership
- Taobao Launched
- Razer Distribution
- Mintroute Distribution

2019

- Game Keys Launched
- Tencent Partnership
- Netease Partnership
- Unipin Partnership
- Nexon Expansion
- Garena Freefire Distribution
- MENA(iTunes+PSN+Steam)

Revenue by product



2020

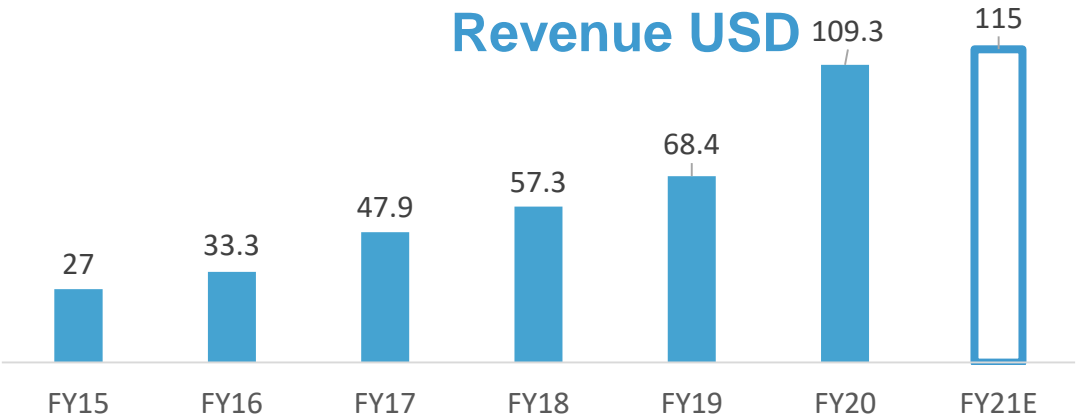
- Google Play Indonesia
- Mobile Recharge & Data
- Openbucks API integration
- GoCash South America
- Google Play, Cultureland & Booknlike Korea

2021

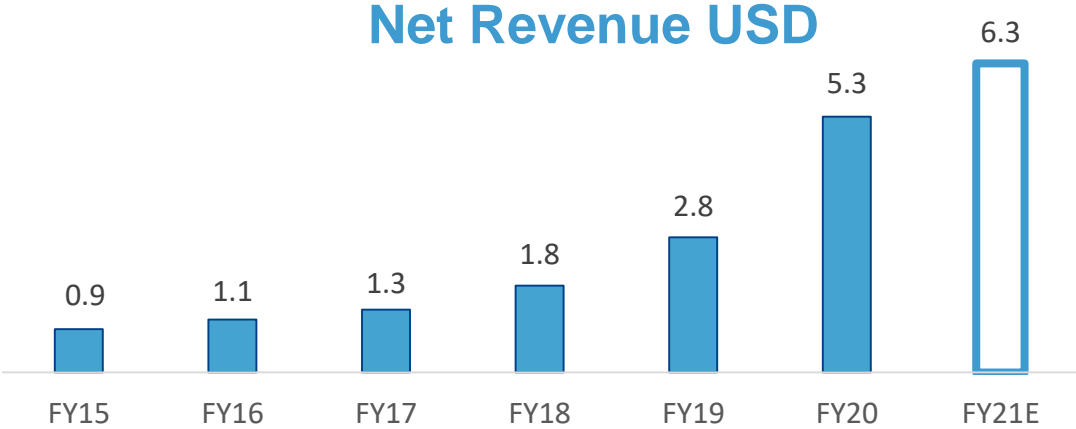
- MENA Expansion
- India Expansion
- Africa Expansion
- Netease Pudding Pay
- Soft-World Taiwan
- Steam Wallet South America

Growing revenue and profits

Revenue USD



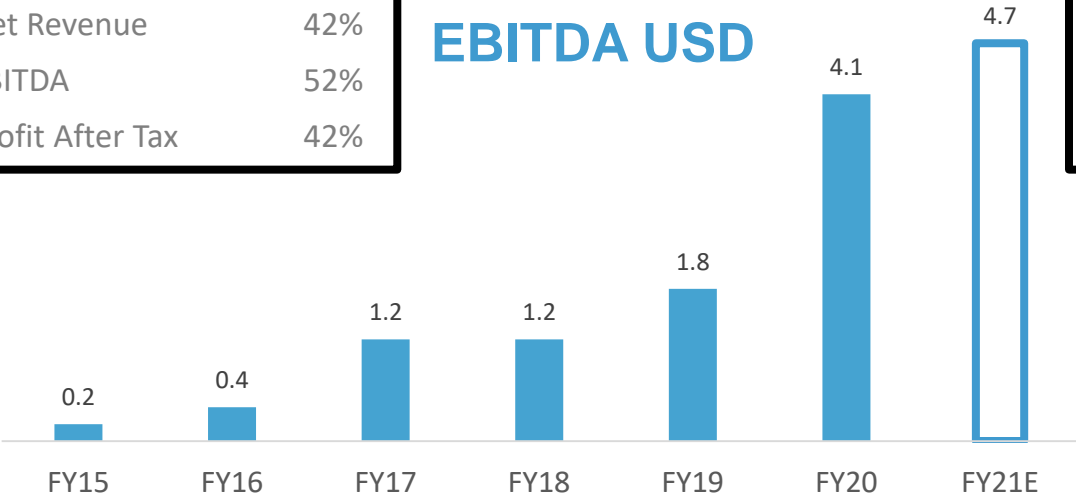
Net Revenue USD



CAGR from 2018 – 2020:

- Sales 24%
- Net Revenue 42%
- EBITDA 52%
- Profit After Tax 42%

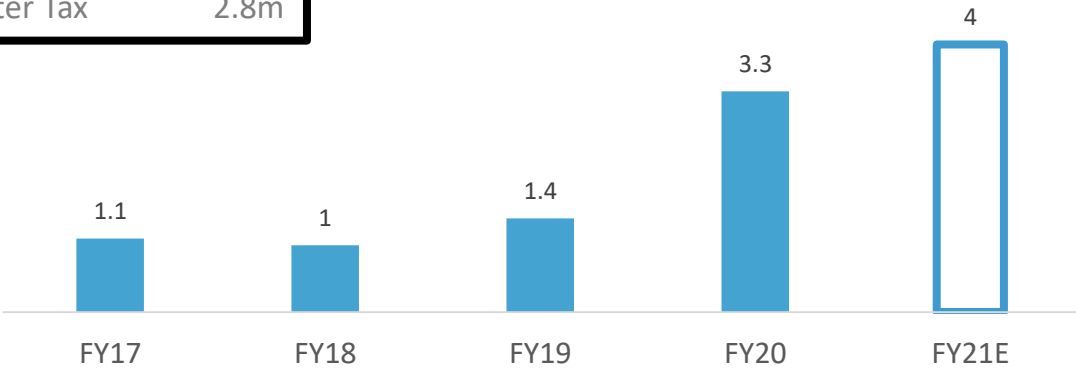
EBITDA USD



Jan – Aug 2021 Financials:

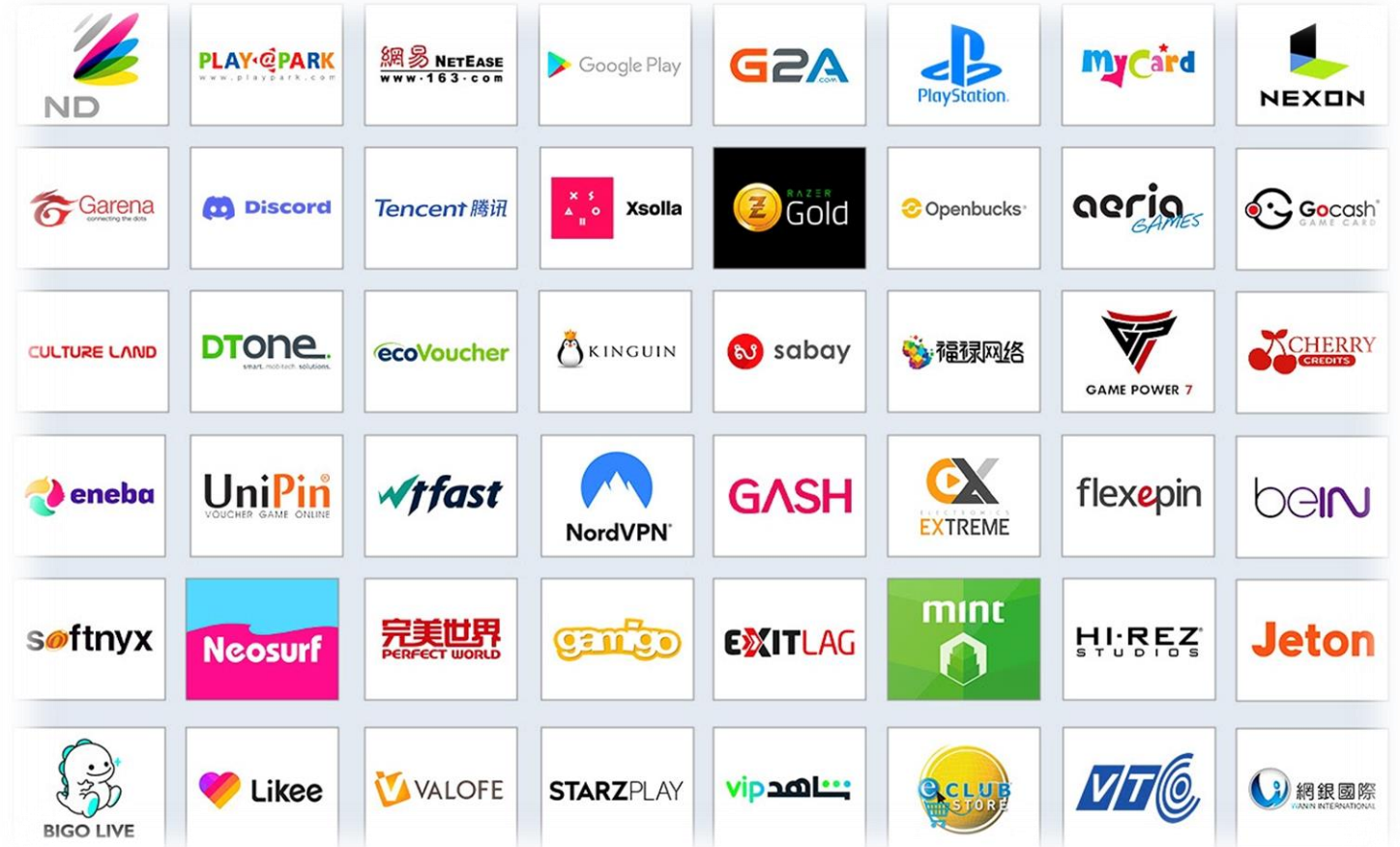
- Sales 77m
- Net Revenue 4.3m
- EBITDA 3.2m
- Profit After Tax 2.8m

Profit After Tax USD
Singapore Corp Tax



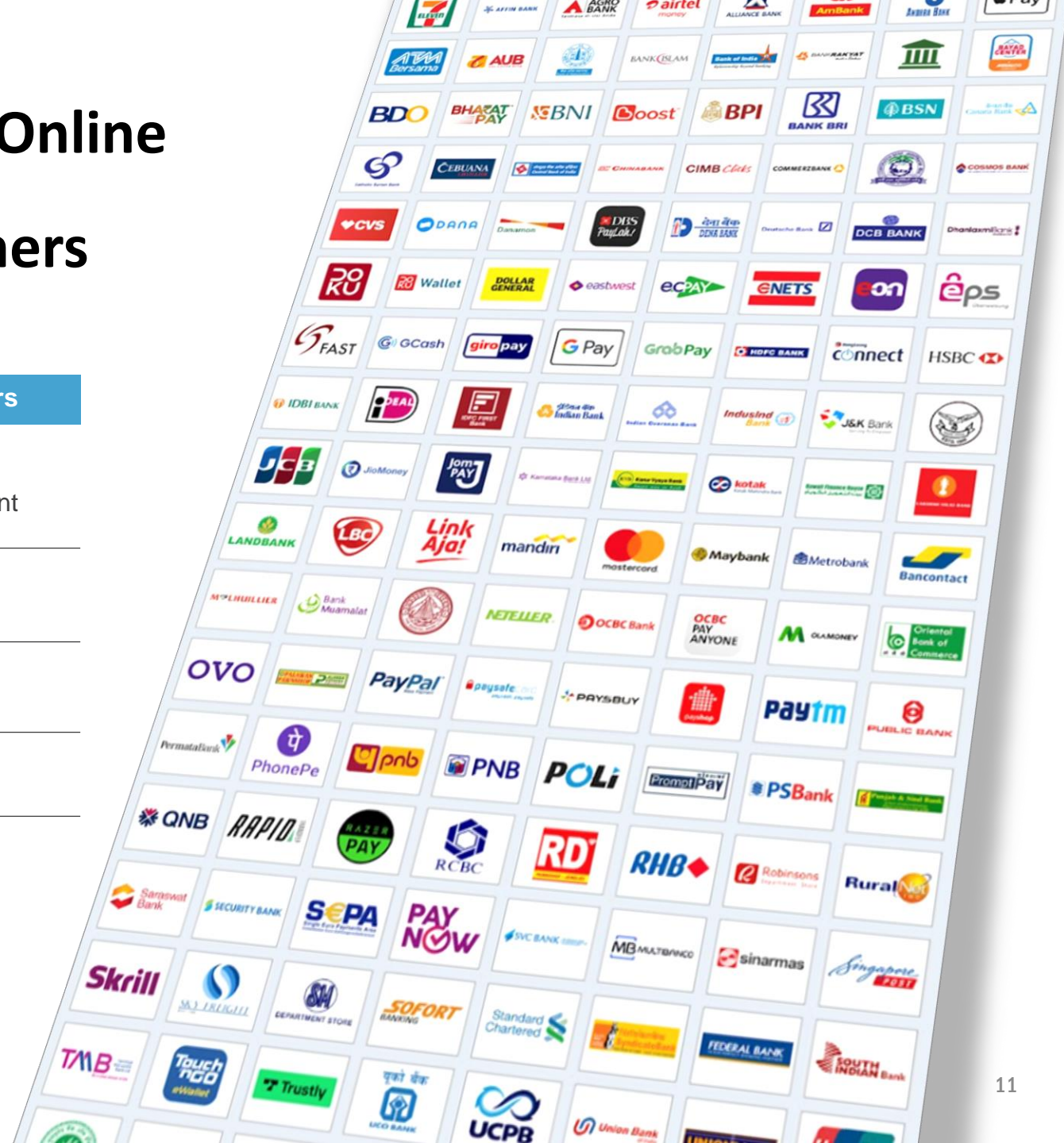
A broad reach

- 427 per minute website visits
- 308 thousand monthly visits
- 3 million visitors in 2020
- 1.4 orders per minute in Jan 2020 to 5.2 orders per minute in May 2021
- 63 thousand active customers (60-day basis)
- 24 thousand newsletter subscribers
- 390 thousand web push subscribers



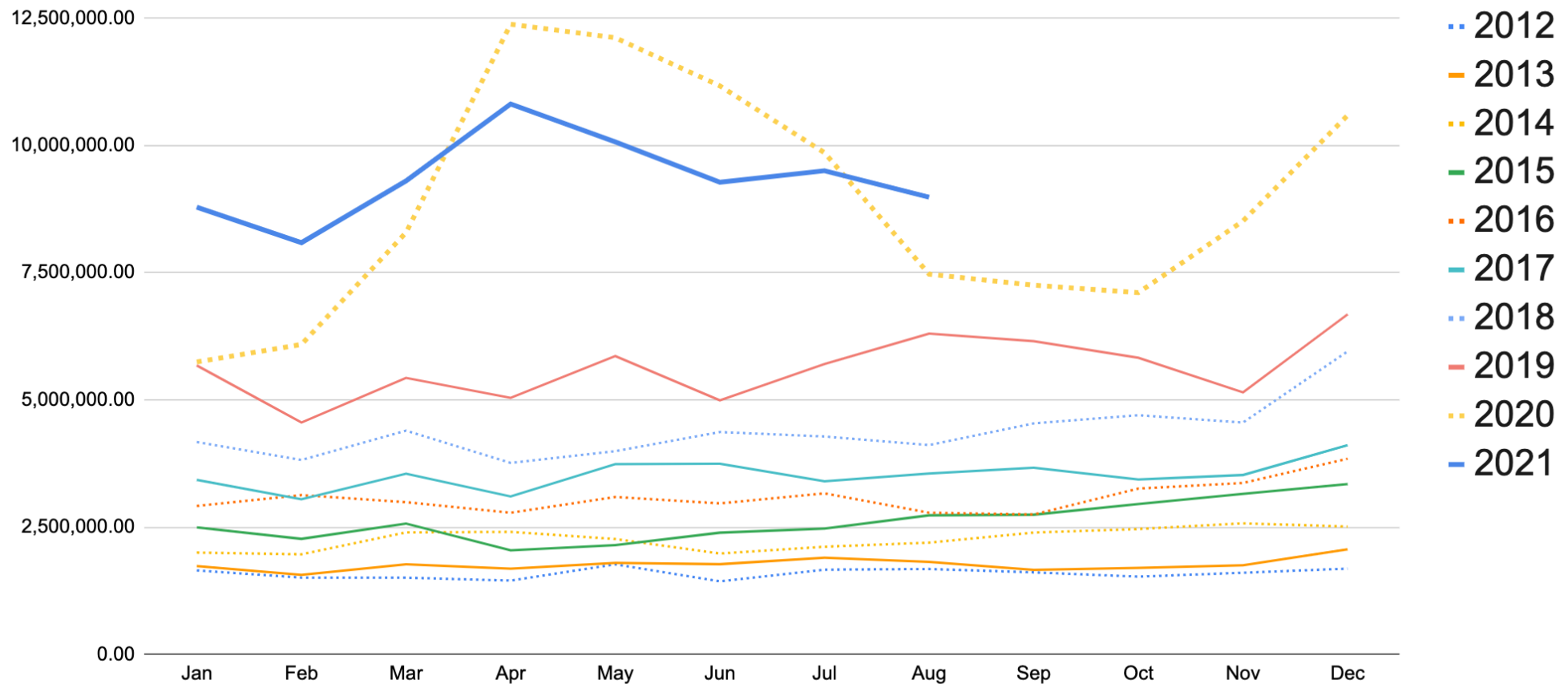
First-Mover Advantage In Global Online Gaming with 300+ Payment Partners

	Offline with Bricks & Mortar	Online with OffGamers
Purchasing	Codes received in physical note to be manually keyed into top-up game content	Codes received digitally or directly paid to game content
Pricing	Suggested Retail Price or HIGHER	Suggested Retail Price or LOWER
Product Range	Local	Global
Payment Method	Local	300+ Payment Partners
Supported Currency	Local	15



Revenues benefiting from COVID have sustained and continue to grow

10 Year Monthly Revenue



Monthly Average Revenue: 2020 (\$8,879,932) vs. Jan to July 2021 (\$9,351,972), YoY +5%

Growth Plans



Increased balance sheet facilitates stronger inventory capability, better margins



Accelerate publisher on-boarding and expand into new content, education and e-Sports



Add more API integrations with publishers



Acquire smaller players in growth regions



A Founder led team managing the platform and business at scale



Leonard Chee
Founder & CEO

Founded OffGamers with his brothers Ken and Stanley in 2003. An avid gamer with a vision to offer gamers, game developers and game publishers a complete distribution eco-system that caters to gamer's needs



Nic Lim
Exec Chair Designate

Founder & Exec Chairman of 8common Limited (ASX:8CO), Managing Partner of 8capita. Co-Founder of Catcha. Finance and Investment Banking at Morgan Stanley, UBS and Credit Suisse



Kim Chin
Coo

Part of the Company since 15 years. Oversees teams that are accountable for the company's finances, logistics, operations, accounting and compliance



Kow Ching Yen
CTO

Leads the tech team. Manages and oversees projects. Maintains the health of the system, and leads the on-going development of new solutions. Has been with the company for three years



Karyn Thng
Strategic Partnership Director

Leads the teams that are responsible for OffGamer's customer support, social networking and strategic partnerships. Has been with the company for over ten years



Alfred Lee
Business Director

Started his professional career at OffGamers, rising his way through the ranks. Responsible for acquiring new business opportunities for OffGamers

Convertible Note Structure & IPO Timeline

Pre-IPO Capital Raise

Convertible Note Raise	A\$10-13m
Discount to IPO	25%
Cash Coupon (per annum)	5%
Convertible Note Post Money Valuation Cap	A\$65m
Automatic Redemption is there is no IPO in 12 months	

Shareholder Registry

Founder	50%
8capita	25%
Others	20%
Employees	5%

Q4 2021

- Pre-IPO transaction completed
- Incorporation of AU ListCo
- Legal, audit and tax advisors appointed
- SG>AU share swap completed

Q1 2022

- IPO transaction process commenced
- Broker, legal, audit and tax advisors appointed
- ASX IPO listing rules compliance

Q2 2022

- Pathfinder Prospectus completed
- ASX approval-in-principle for listing
- IPO bookbuild completed

By 30 June 2022

- Listing and market debut

Financials

	CY 2018	CY 2019	CY 2020	CY 2021E
Revenue	\$78.4m	\$93.6m	\$149.7m	\$152.8m
Net Revenue	\$2.5m	\$3.8m	\$7.2m	\$9.0m
EBITDA	\$1.7m	\$2.6m	\$5.6m	\$6.7m
Profit After Tax	\$1.3m	\$2.0m	\$4.5m	\$5.7m
Gross Margin	3.2%	4.1%	4.8%	5.8%
EBITDA Margin	2.1%	2.7%	3.8%	4.3%

	Jan – August CY2021
Revenue	\$103.0m
Net Revenue	\$5.7m
EBITDA	\$4.3m
Profit After Tax	\$3.7m
Cash - Aug 2021	\$6.9m
Inventory – Aug 2021	\$6.0m

Applications & Indicative Timeline

- Offer opens **Wednesday the 27th of October**
- Firm commitments should be lodged by COB Sydney time **Friday the 5th of November**
- Allocations will be sent through **Monday the 8th of November** with funds due to the Novus Capital Trust account below by **Wednesday the 10th of November**
- **Name:** Novus Capital Trust Account **Bank:** Australia & New Zealand Banking Group Limited
BSB: 012 013 **Account Number:** 306003095 **Reference:** OffGamers <Investment Entity>
ANZ SWIFT Code is: ANZBAU3MANZ **Bank Address:** 5/833 Collins St, Docklands, VIC 3008
- Please send bids through to the lead manager Mr Toby Lei at Novus Capital Limited AFSL 238168
toby.lei@novuscapital.com.au
- ~\$5M AUD in commitments have already been received prior to the opening of the offer – the company reserves the right to close the offer early.
- Bids can be submitted online by scanning the QR code or clicking the [link](#) below

Contact Details



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Corporate Advisory Group

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[Click to Submit Bid](#)

