FATFISH
INTERNET GROUP
ASX : FFG

Corporate Presentation

FFG – A Listed Internet Ventures Investment Firm

Nov 2014

CREATING SHAREHOLDER VALUE AND CHAMPIONING INNOVATION

Disclaimer

The material contained in this presentation is non-specific and is a summary of the background of the Company's activities. As this information is in a summary form it is not intended to be complete. Independent advice should by sort by investors or potential investors. The material does not take into account the investment objectives, financial situation or needs of a particular investor and therefore should not be relied upon as investment advice to to investors or potential investors.

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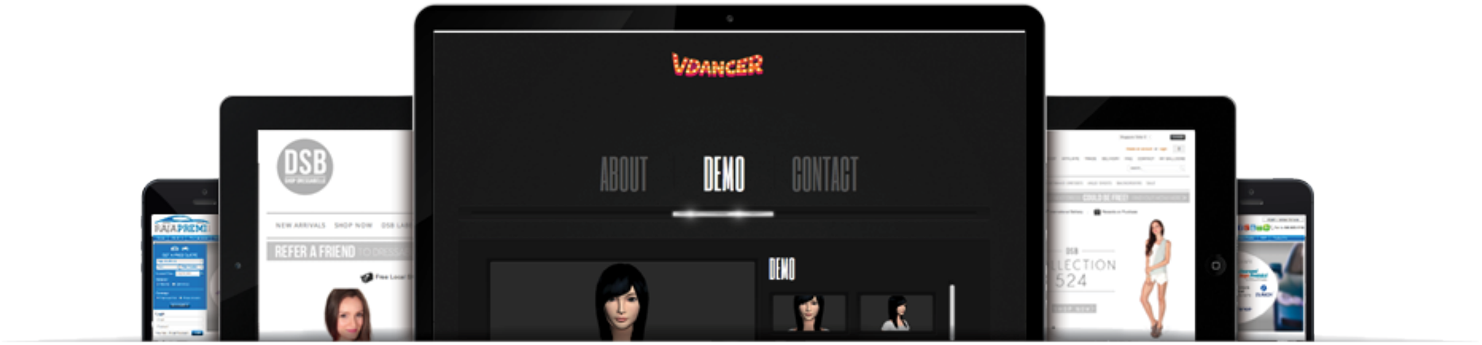

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Who the "Fish" are we?

- Fatfish Internet Group is a internet venture investment firm - first of its kind to list on the ASX.
- Dual headquartered in Singapore and Melbourne
- Run by seasoned entrepreneurs - to provide strategic capital to up & coming entrepreneurs
- Offer unique opportunity to investors to invest in diversified portfolio of early-stage and growth-stage Internet businesses

Company Information

ASX Code: FFG
Share price: 20.5c
52 week high: 29c
52 week low: 17.5c

Shares outstanding: 129.6 million

Company management: 19.52% of register

GICS classification: Divesified Financials

Our 3-pronged Business Model

Digital Incubator Division

- Early-stage investment into startups
- Typical prototyping or proof-of-concept stage
- Early investment at lowest valuation possible

Venture Capital Division

- Investment into growth-stage / Pre-IPO companies
- Partner with co-investors
- Investee need to be 2-4 years from exit
- Also invest into M&A play

Corporate Advisory Division

- Consulting engagement with profitable / high-growth tech companies
- Assist clients to identify and execute exit strategy via capital markets
- Work closely with investment banks / brokers

Enhancing value from Seed to Exit

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Partnership with Southeast Asian Governments

Singapore – Official Incubator of i.jam Reload Funding

- investments into startups of digital media
- Fatfish invests upto SGD100k, MDA invests SGD150k (equity-free) per company
- i.e. funding of up to A$220k per startup

Media Development Authority Singapore

Malaysia – Official Co-Investment Partner of Cradle, MoF

- investments into tech startups
- Fatfish invests upto MYR 500k, Cradle to match investment upto MYR 500k
- i.e. funding of up to A$345k per startup

Cradle Catalysing Sustainable Technopreneurs

MINISTRY OF FINANCE MALAYSIA

New Addition to The Board

Dato Larry Gan
Non-Executive Chairman

Renowned tech investor – Highly experienced and successful across a number of sectors.

Held leadership roles with Accenture Group over a 26 year career including as Managing Partner for Asia. He also spent four years of his tenure overseeing the firm's multibillion dollar Venture Fund, managing investments throughout Australasia.

More recently Dato' Larry was a founding director of ASX-listed iProperty Group Limited which owns and operates a range of real estate websites and investments throughout Asia. The company has experienced very strong growth over the past year with the market cap increasing fourfold to over $600m and Australian real estate giant REA Group Limited acquiring a 17.22% stake in the business.

Currently also serves on the Boards of AmBank Bhd, Tanjong PLC & Lotus International Group Ltd

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Our portfolios

E-commerce	Entertainment	Financial	IoT Devices / Entertainment	SaaS
DSB	appxplore	RAJAPREMI.COM	LOVE OUT LOUD ASIA	dockPHP Let's Code Websites Visually!
HargaHot.com	VDANCER		INFINISQUARE	PEEPLE PASS
	BLAZABLE		Food Diary	

Venture Capital Div. | Digital Incubator Div.

Fatfish Resources Platform

CREATING SHAREHOLDER VALUE AND CHAMPIONING INNOVATION

Our focused sectors

E-commerce

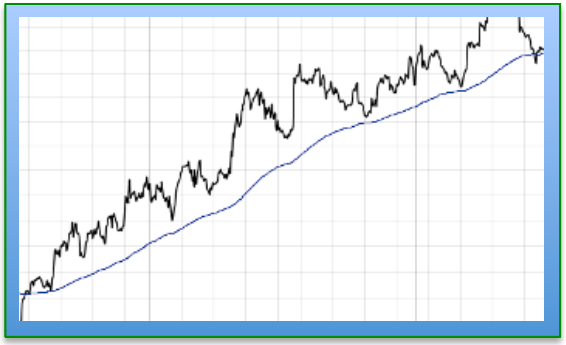
Mobile entertainment / IoT Devices

Cloud based Software Services

Common denominator:

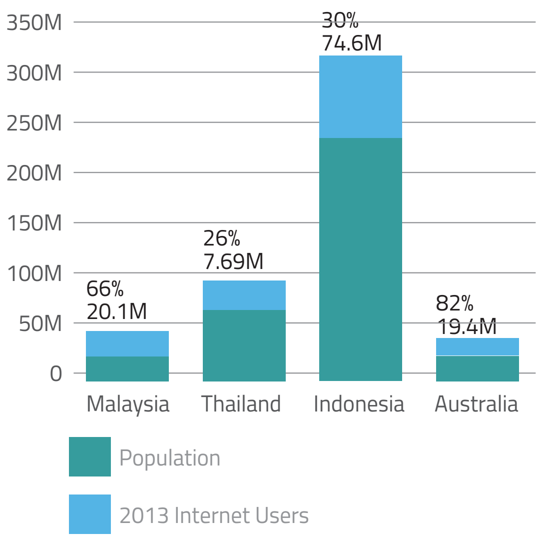
Major global consumer trends.

Can’t go wrong.



Opportunity

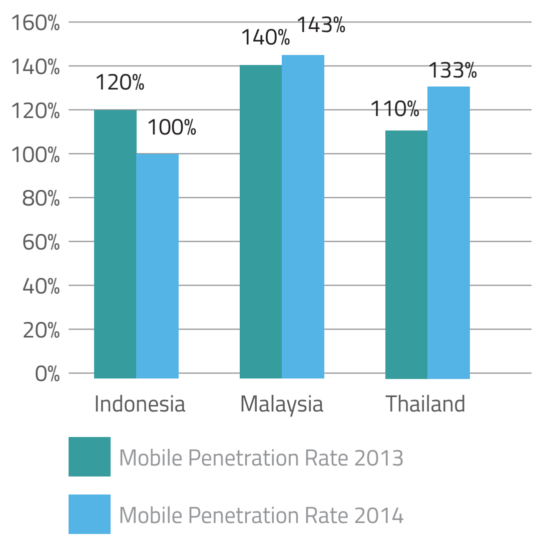
Internet Penetration



Source: Internet World Stats

Internet penetration rates exponentially growing

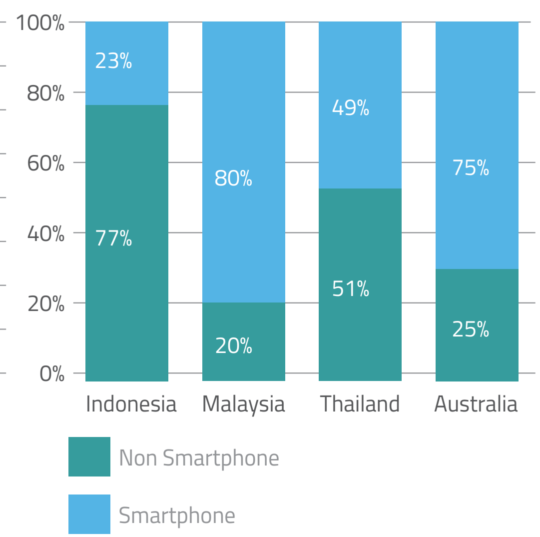
Mobile Penetration Rate



Source: Forest Interactive, 2014

Mobile phones extremely prevalent in ASEAN. On average people own more than one device

Smartphone Penetration Rate



Source: Nielson, 2013

Smartphone penetration is growing rapidly

Southeast Asia eCommerce set to boom

Southeast Asia's E-commerce Market in 2013

The market for online shopping in Southeast Asia could be worth $21.8 billion, a new UBS report says.

Country	Population, millions	Online users, millions (share of population)	Retail sales, in billions of dollars	E-commerce, % of retail	Opportunity, in billions of dollars*
Indonesia	244.8	75.9 (31%)	$100.2	0.1%	$5
Singapore	5.3	3.9 (74)	29.6	1.0	1.5
Philippines	97.7	33.6 (34.4)	34	0.3	1.7
Vietnam	88.8	31 (35)	79.6	0.1	4
Thailand	67.9	31.2 (46)	94.4	0.2	4.7
Malaysia	29.5	18.5 (62.6)	98.2	0.2	4.9
Aggregate	**534**	**194.2 (36.4)**	**436**	**0.2**	**21.8**
China	1,344	618 (46)	3,812	8.0	N/A

*At 5% of retail sales   Source: UBS   The Wall Street Journal

Recent Development

- Aug 2014 – Acquisition of AppXplore, leading mobile game studio of Malaysia with more than 5 million of its games downloaded
- Oct 2014 - Exit from dating app startup LOLA within 6 months of investing. LOLA was acquired by Lunch Actually Group, the largest match-making and dating service provider in Southeast Asia
- Nov 2014 – Indonesian subsidiary PT Dragon Commerce Indonesia acquires 56% of HargaHot.com, leading household and lifestyle e-commerce site serving 47,000 households in Indonesia.

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Market Visibility

TECHNOLOGY

Fatfish gobbles majority slice of mobile games developer

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Chief executive Kin-Wai Lau said it hoped to double downloads of AppXplore's products in the next year.

"Mobile games developed by AppXplore will be downloaded by more than five million smartphone users by the end of this year.

"With the resources and support we are throwing behind the studio, we expect these download numbers to double over the next 12 months," he said.

AppXplore is one of a handful of mobile games "studios" in South-East Asia to have produced several games that have passed the one million downloads mark. It developed the first Malaysian iOS game to feature in Apple's App store.

FATFISH'S SMOOTH DIP INTO MARKET GOES SWIMMINGLY

IN THE BLACK

JOHN BEVERIDGE

SOMETIMES it takes an outsider's eye to see the potential that is sitting in plain view.

That is certainly Lau Kin Wai's opinion after he yesterday floated internet incubator Fatfish Internet Group on the Australian stock exchange.

While most of Fatfish's current stakes are in Singaporean companies pushing to become commercial and grow on the international stage, Mr Kin Wai is now keen to add some Australian start-ups to his roster of high risk/ high reward investments.

"We are sure we can provide a bridge for some Australian entrepreneurs who want to reach the really big markets in southeast Asia," he said yesterday after Fatfish relisted at a 10 per cent premium through the shell of Atech Holdings.

"Australia has a great reputation throughout Asia which is why we are listing here and we would like to help overcome the venture capital gap that faces Australian entrepreneurs."

Fatfish is the first significant share market listing out of the Singapore government backed Block 71 — a former industrial building that now houses a cluster of more than 200 start-ups.

It is mainly interested in companies in the mobile technology, e-commerce and cloud based software areas, although some flexibility is required to squeeze in a dose of video game action.

Some of Fatfish's existing investments are really interesting, with my favourite being Indonesian vehicle insurance portal AutoDirect.

In a market in which only a quarter of cars and scooters are insured, the portal allows customers to not only compare offerings from various insurers but to progress through to purchasing a policy.

With official moves encouraging a dramatic increase in the percentage of insured drivers, it is the sort of smartphone friendly approach that could disrupt the traditional insurance market.

Another company is internet retailer Dressabelle which uses big data rather than the Milan catwalks to track and stay on top of colour and hemline trends for the dresses it supplies.

It is a model that is working well and is benefiting from Fatfish's co-entrepreneurship model which helps to push into other markets where it has offices such as Indonesia and Malaysia.

Fatfish's aim is to reverse the usual venture capital ratio of 80 per cent failures being offset by the 20 per cent of big successes.

Obviously with only one day of trading behind it it is hard to be decisive but Fatfish goes on to the watch list as a **long term, speculative buy in the dips**

THE perceived wisdom is that the taxman has decisively ended the debate over the Japanese-style cross shareholdings between Brickworks and Washington H Soul Pattinson.

I think that's a bit hasty given that major shareholder Perpetual is very patient and there are other avenues to be pursued that might unlock the inherent value in the companies without producing the mother of all capital gains tax bills.

For an investor, the key thing this battle has shown is that both Brickworks and Soul Pattinson are trading at significant discounts and that Perpetual is happy to hang on to its shares.

Both are significant pluses, given that there are some very attractive businesses that lie within the corporate structure such as TPG Telecom.

Soul Pattinson is my pick of the two because it trades at the biggest discount and has a varied portfolio of copper, coal, pharmaceutical, telecommunications and other

Fatfish nets share gains in first day on boards

Melbourne

The first "internet incubator" to list on the Australian Securities Exchange, Singapore's Fatfish Internet Group, has a couple of local deals under consideration.

Shares in Fatfish made a positive debut on the ASX yesterday, finishing at 22¢, 2¢ above their 20¢ issue price, after trading as high as 29¢ during the session.

Fatfish Internet is an internet investment ventures group that was founded in Singapore in 2011. It invests its own funds and money from the Singapore government in companies that are just starting up and in IT ventures that are in a growth stage.

Fatfish has a particular focus on south-east Asian markets, including Singapore, Malaysia, Indonesia, Thailand and Vietnam.

Fatfish's internet-based assets in south-east Asia include clothing retailer Dressabelle, vehicle insurance portal AutoDirect and 3-D mobile game VDancer.

Fatfish wants to aggressively grow the group's brands and websites in the Australasian region through online and social media marketing programs.

Fatfish chief executive and founder Lau Kin Wai said the businesses that Fatfish had invested in were showing incredible potential, and Fatfish looked forward to adding some Australian ventures to the list. "We haven't done any investment in Australia, but we are looking at a couple of deals now," he said.

Mr Kin Wai, a former software engineer, said there was not enough funding and mentoring for the sector in Australia.

In contrast, the Singapore government was involved in the funding of the internet sector in Singapore, and there were 12 internet incubators there.

AAP

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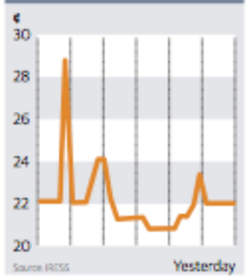

Fatfish reels in slice of Malaysian gamer

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Chief executive Kin-Wai Lau said the company hoped to double downloads of AppXplore's products in the next year.

"Mobile games developed by AppXplore will be downloaded by more than five million smartphone users by the end of this year," he said. "With the resources and support we are throwing behind the studio, we expect these download numbers to double over the next 12 months."

AppXplore is one of a handful of mobile games "studios" in South-East Asia to have produced several games that have passed the one million downloads mark.

It developed the first ever Malaysian iOS game to be featured in Apple's App store, and its most popular titles include Mobfish Hunter, Alien Hive, Sporos and Lightopus.

Based in Kuala Lumpur, AppXplore produces mobile games for use with iOS, Android, Windows Mobile, Blackberry and other mobile devices.

Fatfish was founded in Singapore in 2011 and listed on the Australian Securities Exchange in July this year.

It invests its own funds and money from the Singapore government in companies that are just starting up, and in IT ventures that are in a growth stage. AAP

Fatfish buys into gamer

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Fatfish hooks big stake in promising Malaysian mobile games provider

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Fatfish首天上市造價標升
將繼續留意亞洲e商業機會

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"AppXplore has proven itself as a highly talented and successful young group delivering world-class mobile games to smartphone users," Mr Lau said.

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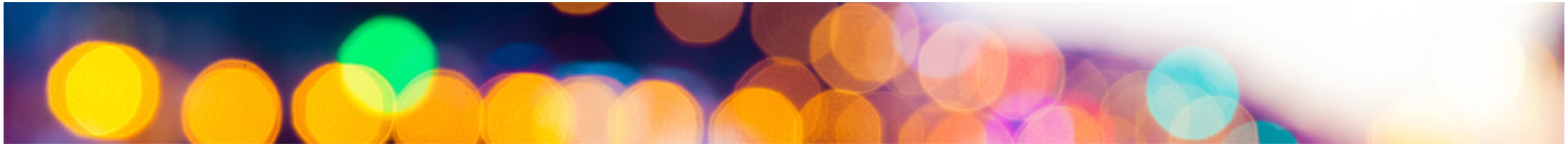


Executive Summary

1 Elevator Pitch

ASX-Listed Internet Venture Investment Firm

- Invests in internet businesses of Southeast Asia / Australia

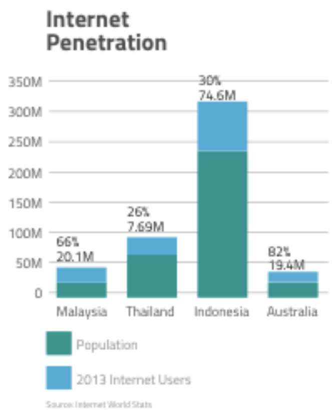
2 Business Model

Value creation via Seed to Exit investment approach

3 Credibility

- Selected by the Singapore & Malaysian Governments as co-investment manager

4 Market Opportunity



Southeast Asian Internet Market 5-7x bigger than Australia

5 Tractions

12 investments,
1 exit

6 Disrupt Model

- Engineering own exit strategy - Assist investees to IPO through Corporate Advisory Division

7 What's Next

- Grow portfolio of investment
- IPOs of investee companies

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Thank you