

NASDAQ: TGL



TREASURE GLOBAL INC

COMPANY OVERVIEW

Treasure Global Inc, (NASDAQ: TGL) an e-commerce trailblazer, merges technology and commerce via its groundbreaking Online-to-Offline (O2O) model, largely facilitated through the ZCITY app. The app offers appealing rebates and cashback schemes, demonstrating notable growth with over 2.6 million cumulative users and more than 2,000 registered merchants/brands as of September 2023. Furthermore, the company diversifies its offerings with TAZTE, an automated solution revolutionizing the food & beverage sector by optimizing operations and dissecting customer behavior, and Foodlink Global, a subsidiary that controls food brand royalties and intellectual property, granting Treasure Global a strategic edge in the F&B arena.

By capitalizing on technology, Treasure Global extends ZCITY's influence and presents a streamlined e-payment gateway replete with attractive deals and rewards. The increasing embrace of e-commerce and the demand for fluid online-to-offline experiences bolster the potential of Treasure Global's O2O model. This unique mix of tech acumen and strategic foresight positions the company as a distinct investment opportunity.

KEY CONSIDERATIONS

- Pioneering Online-to-Offline (O2O) model via the ZCITY app, integrating technology and commerce for seamless transactions.
- Lucrative rebates and cashback programs offered through the ZCITY app, enhancing user experience and savings.
- TAZTE, an automated solution streamlining operations and analyzing customer behavior in the food & beverage (F&B) industry.
- Foodlink Global, managing food brand royalties and intellectual property, providing strategic advantage in the F&B sector.
- Simplified e-payment gateway with attractive deals and rewards, encouraging use and loyalty.

TREASURE GLOBAL: HARNESSING THE POWER OF E-COMMERCE WITH INNOVATIVE SOLUTIONS AND RAPID EXPANSION

SEAMLESSLY BRIDGING ONLINE AND OFFLINE SHOPPING EXPERIENCES

1

REVOLUTIONARY E-COMMERCE APPROACH

Treasure Global's Online-toOffline (O2O) model connects consumers with physical stores for a seamless shopping experience.

2

ZCITY APP - THE CORNERSTONE

The ZCITY app rewards consumers and merchants with instant rebates and cashback programs.

3

REMARKABLE GROWTH OF ZCITY

Since 2020, ZCITY has grown to over 2.6 million cumulative users and more than 2,000 merchants/brands.

4

ADVANCED F&B SOLUTIONS WITH TAZTE

TAZTE helps F&B merchants manage inventory and understand consumer behavior.

5

EFFECTIVE BRAND MANAGEMENT WITH FOODLINK GLOBAL

Foodlink Global proficiently handles F&B brand royalties and intellectual property.

6

PROMISING MARKET POTENTIAL

Treasure Global's O2O model and strategic vision offer a unique investment opportunity in e-commerce.



TREASURE GLOBAL: A SYMBIOTIC BUSINESS ECOSYSTEM

Treasure Global has created a cohesive business ecosystem with its three integral components: ZCITY, TAZTE, and Foodlink Global. These services synergistically ensure everyone involved in the process, from food brand owners to restaurants and consumers, benefits optimally.

ZCITY: Online User Engagement and Lifestyle Solutions

ZCITY is Treasure Global's flagship product, strategically capturing online traffic and building a robust user database through commercial channels. The app enhances the online experience by offering seamless lifestyle solutions and rewards for users, making online shopping more engaging and beneficial.

TAZTE: Empowering Offline Businesses with Data Insights

Launched in December 2022, TAZTE is a dual-facing app aimed at optimizing offline business operations. It captures offline traffic, user/merchant databases, and spending behaviors. Features like POS, Kitchen Management, and Discovery system equip TAZTE with comprehensive F&B industry insights, thus transforming offline operations with data-driven strategies.

Foodlink Global: Efficient Brand Management and Intellectual Property Rights

Treasure Global's wholly-owned subsidiary, Foodlink Global, fortifies its foothold in the F&B industry. The platform manages F&B brand royalties and intellectual property rights through lease agreements, ownership models, and joint ventures, eliminating the need for physical infrastructure.

An Integrated Ecosystem: Bridging Online and Offline Experiences

ZCITY and TAZTE, developed by Treasure Global, form a comprehensive ecosystem that caters to both online and offline F&B industry needs. The combination presents a diversified mix of revenue streams, providing solutions that are both "consumer-facing" and "merchant-facing."

Expansion Strategy: Leveraging Synergies and Aiming for Growth

With Foodlink Global at its strategic core, Treasure Global aims to become the largest F&B chain in Southeast Asia. By maximizing the synergies between ZCITY, TAZTE, and Foodlink Global, the company seeks to revolutionize the industry with its seamless solutions and data-driven approach.

**2,600,000++
MILLION**

Registered Cumulative
Users

378,000++

Monthly Active Users

2,000++

Registered Merchants/
Brands

**\$69.4
MILLION**

FYE 2023 Revenues



TREASURE GLOBAL: AN EXPERIENCED AND PROVEN MANAGEMENT TEAM



Chong Chan "Sam" Teo - Chief Executive Officer and Director

- Seasoned corporate strategist with a robust background in fintech and e-commerce.
- Proven success in building high-performance teams and driving organizational innovation.
- Former Chief Operations Officer and CEO of GEM, demonstrating prowess in strategic business development.
- Holds a Bachelor's degree in Quantity Survey.



Su Chen "Chanell" Chuah - Chief Operating Officer

- Responsible for overseeing project management and ensuring company efficiency.
- Extensive experience in project management and business development from her role as COO for GEM and World Cloud Ventures Sdn Bhd.
- Specializes in marketing strategy planning.
- Holds a Bachelor's degree in Business in Finance and Banking from Charles Stuart University.



Meng Chun "Michael" Chan - Chief Financial Officer

- 30 years of remarkable experience in financial management, compliance affairs, tax, treasury, mergers and acquisitions, and fundraising.
- Michael Chan stands as a highly accomplished financial professional.
- Before stepping into this pivotal role, Michael Chan was the Company's Financial Controller from January 2023, where he handled mergers and acquisitions, fundraising, finance, and accounts matters.



Su Huay "Sue" Chuah - Chief Marketing Officer

- Sets marketing goals and strategies, contributing to the company's overall development.
- Experienced in brand marketing strategies and developing marketing mix from her role as Branding & Communication Director for Click Internet Traffic Sdn Bhd.
- Specializes in defining target consumers.
- Holds a Bachelor's in Mass Communication from Limkokwing University College of Creative Technology.



Chen Hoe "Samuel" Sam - Chief Technology Officer

- Technological leader with a strong vision and strategic development background.
- Oversees all aspects of the company's technological advancements.
- Previous roles include Senior Technical Manager for ARB Development Sdn Bhd and Lead Programmer for World Cloud Ventures Sdn Bhd.
- Holds a Bachelor's degree in Computer Science/Information Technology.



Jau Long "Jerry" Ooi - Vice President

- Serves as the Managing Director of Ezytronic Sdn Bhd, leveraging his expertise in business development and sales.
- Plays a crucial role in driving company growth.
- Holds a Diploma in Computer Science/Information Technology.

