

GS Global Guardian Sdn. Bhd. - Part of Ethis Group



global
sadaqah

Introduction Deck

ETHIS GROUP



Ethis Global
Sdn Bhd

Ethis Ventures
Sdn Bhd (M'sia)

Ethis
Malaysia



PT Ethis Fintek
Indo (Indo)

Ethis
Indonesia



GS Global Guardian
Sdn Bhd (M'sia)

Global
Sadaqah



Ethis Investment
Management

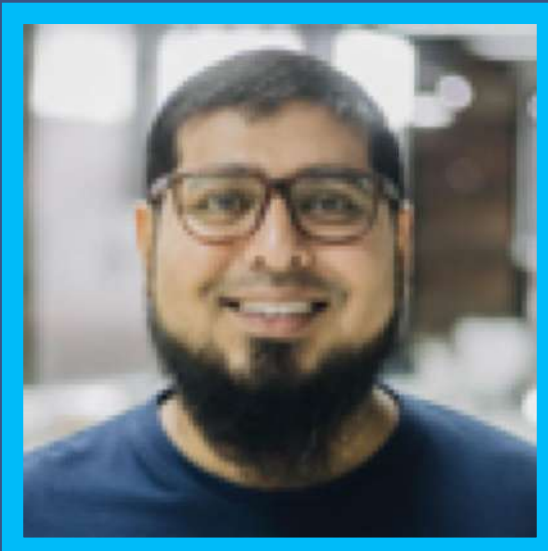
Investment CF in other
markets

Ethis Group **Leadership**



Datuk Mohd Radzif Yunus, Chairman of Advisory Board

Datuk is a proven leader with a demonstrated track record of transforming large business groups and organisations to achieve successful turnarounds. A firm believer in ‘Doing well to be able to do more good’, Datuk sits on various boards of listed companies across healthcare, property and education. Datuk provides leadership to the dynamic founding duo of Umar and Ronald.



Umar Munshi, Ethis Group MD, CEO GlobalSadaqah

A social entrepreneur since 18, with experiences in health-tech, Islamic finance and education that brought him from Singapore to Saudi, a long stint in Indonesia in a partnership with Ronald, and now Kuala Lumpur. Umar is well-connected to the fintech world, as the Chairman of the Islamic Fintech Alliance and a committee member of Fintech Association Malaysia.



Ronald Wijaya, Indonesia Group Head

A social entrepreneur since partnering with Umar a decade ago, Ronald has wide experiences as an entrepreneur and business consultant in various sectors across Indonesia including health-tech, trading, property and manufacturing. Ronald is the president of the Association of Shariah Fintech Indonesia (AFSI), the largest such group globally with >50 startup founders.

Ethis Group **Advisors**



Ridzuan Aziz

SEA

Ridzuan Aziz has 20 years of Commercially—Driven regulatory, compliance and technology experience In Malaysia and Asia—Pacific. He is currently the President Of The Fintech Association Of Malaysia (FAOM).



Rehan Noor Pathan

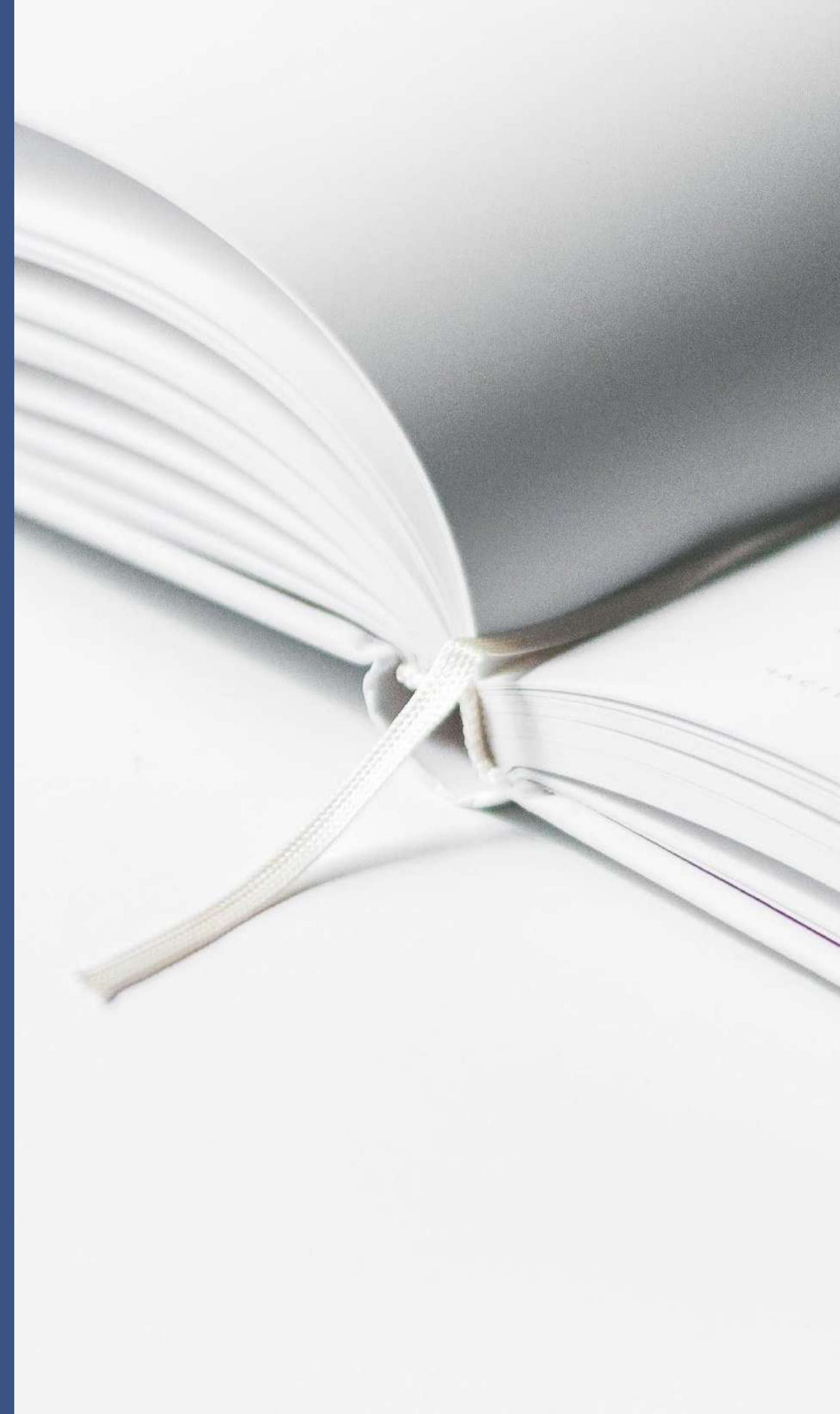
MENA

Over 2 decades of high-level leadership in institutional sales businesses for global institutions and Family Offices.



Ethis Global **Licenses**

- 1 **First Islamic Equity Crowdfunding License in Malaysia**
- 2 **P2P Crowdfunding Approval in Indonesia**
- 3 **First Property Crowdfunding Approval in Dubai**



Dubai Expo Grant

- 1 Ethis won the coveted US\$100,000 **'Innovation for Impact'** grant and will be featured in the **Dubai Expo 2021**



Global Awards

- 1 **Islamic Economy Award 2016** from the Crown Prince of Dubai (EthisCrowd)
- 2 **World Islamic Fintech Awards 2018** for Best Social Impact Islamic Fintech Platform (GlobalSadaqah)
- 3 **World Islamic Fintech Awards 2018** for Best Islamic Peer-to-Peer Finance Platform (EthisCrowd)
- 4 **World Islamic Fintech Awards 2019** for Best Islamic Crowdfunding Platform (Ethis Indonesia)



Media Buzz: Recent Licenses

ETHIS VENTURES RECEIVES MALAYSIA'S FIRST ISLAMIC ECF LICENSE

By Digital News Asia May 21, 2019

- ECF is a true Muslim investment vehicle with shared risk
- Plans to attract private investors to setup and raise capital



المكتب الإعلامي
لحكومة دبي
GOVERNMENT OF DUBAI
MEDIA OFFICE



DLD launches 4 new investment products in Dubai's real estate market



Tuesday, July 02, 2019

Dubai Land Department (DLD) announce Estate Investment Opportunities (REIOs) conference held yesterday. The new initiative will attract private investors from all economic sectors.

Before the launch of the project, a feasibility study and the most prominent international real estate practices were reviewed, and a

Ethis Group of Crowdfunding Platforms to Participate in Dubai Property Development



July 5, 2019 @ 6:49 am By JD Alois

Listen to this article
1:43



Ethis Venture sets up shop in Malaysia

By INTAN FARHANA ZAINUL
intanzainul@thestar.com.my

KUALA LUMPUR: More crowdfunding platform providers are setting up shops in Malaysia, tapping on the growing appetite among startups and SMEs for funding.

The most recent one is the first Islamic equity crowdfunding (ECF) Ethis Venture, which is known for financing social housing projects in Indonesia.

Founder Umar Munshi said there are multiple reasons to choose a crowdfunding model.

"In the past, funding options are mainly through banks and financial institutions or family and friends," he told StarBiz.

In addition, Umar reckons that the crowdfunding offers investors a new asset class that was previously not available to the market, as well as connecting members of the society in supporting projects that have social impact.

"The younger generation nowadays prefer to invest in something that has a social impact."

"They want to be empowered," he said. "In the past, a majority of this kind of investments will flow into venture capital, private equity and high net worth investors."

"But now, all levels and types of investor would have a chance as the minimum investment is low," he added.

According to data by the Securities Commissions, a total of RM550mil has been raised from ECF and peer-to-peer (P2P) platforms since inception in 2014.

There are more than 15,000 people participated in this platform and about 92% of the investment came from retail investors, and 52% are aged below 35 years old.

For Ethis, Umar said the company started its platform in Indonesia in 2014 and has so far raised more than RM30mil to invest mainly in affordable housing projects.

"About 30% of the investments have been disbursed back to investors," he said.

For Malaysian platform, which is expected to be launched in January next year, Umar said the deals would range from SMEs to property, and agriculture-related projects such as vegetable farming, and wakaf.

"In Indonesia, the platform focuses on project financing, while for Malaysia, we will be looking at both SMEs and project financing," he says.

When asked on the liquidity in ECF invest



ISLAMIC FINANCE

Bridging the gap: Malaysian Islamic fintech opens the doors for crypto donations



BY PRESS RELEASE

11 MAY 2020

PRESS RELEASE

The value of Bitcoin around the world collectively stands at around US \$160.4 billion. Bitcoin alone accounts for 0.4% of the world's money. On a conservative assumption that just 5% of this is owned by Muslims, it would easily amount to over US \$8 billion, most of which should be eligible for zakat which will be a total of US\$200 million! This alone has the power to change so many lives around the globe for the better.



Investment Crowdfunding Platform Ethis Receives 3rd Regulatory Approval, Gains Indonesia Authorization



operate in Indonesia marking the third market wide online capital formation.

peer crowdfunding as authorized by the Prior to this approval, Ethis had established pending impact investment, bringing over 1,300 ping more than 8,000 houses in Indonesia.

GlobalSadaqah **Team Members**



Fadhli Khairuddin, Non Operational Director

Diploma in Accounting from UiTM. Unit Trust Advisor qualification from FMUTM. Commercial Pilot License from CAAS.

Additional skills

- Organisational Discipline and Compliance
- Resource Management
- Cross-cultural Communication
- Active Volunteer in Social Work



Ifran bin Tarmizi, Country Manager

Ifran has over a decade of experience in various organisations within the financial services industry. Prior to joining Global Sadaqah, he was heading a Non-Governmental Organisation involved in education and social welfare.

- Cross-cultural leadership and communication
- Active participation in social work

GlobalSadaqah **Team Members**

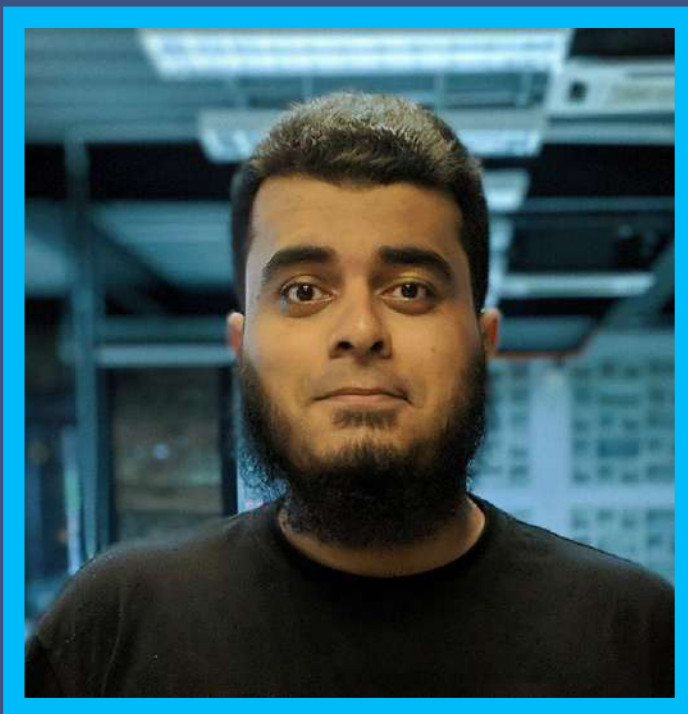


Mohammed Alim, Co-Founder & Chief Product Officer

Masters in Development Management from University of Torino, Italy (joint program with the ILO, United Nations)

Additional skills

- Certified Project Manager (PMD Pro 1,2)
- User Interface Development
- User Experience Design and Research
- R - programming
- Customer analytics



Mohammad Zahid, Business Development

Masters in IT (Project and Change Management) from International Islamic University Malaysia

Additional skills

- Certified Zakat Professional (CeZM)
- Certified Blockchain Associate (CBA)
- Business Analytics
- Computer Architecture and Networks
- IT Strategy and Governance

GlobalSadaqah **Advisors**



Dr Mohammed Obaidullah
SEA, MENA

Founder of IBF Net, maiden online learning and development platform in Islamic business and finance



Daud (David) Vicary
Global

Global Islamic Finance leader and thought-leader. Involved in various corporates, governments and multilaterals



Dr Shamsiah A Karim
SEA, MENA

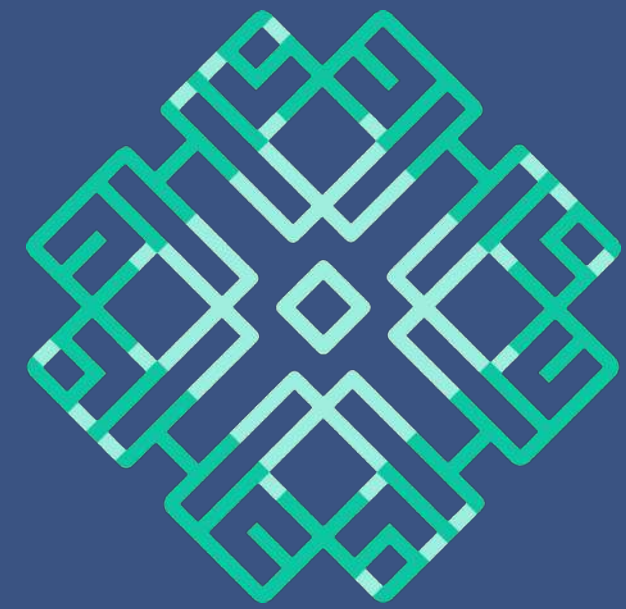
Waqf and Zakat specialist. A former regulator at the Singapore Islamic Religious Authority



Dato' Mohd Fadzli Yusof
SEA, MENA

Dato' pioneered the setting up of first Takaful operation in Malaysia in 1984

GlobalSadaqah **Investors**



Ethis Global
Malaysia



ConexCap SARL
Luxembourg



Accreditation and Standards

1 Islamic Digital Economy (IDE) Miyar Approved (MDEC)

- IDE Standards for Startup Compliant
- IDE Standards for Technology Product & Services Compliant



2 United Nations Global Compact Signatory

- A signatory of the United Nations Global Compact since 2017. We adhere to the UNGC's 10 principles that uphold Human Rights, Labour, Environment and Anti-Corruption.



Why
GlobalSadaqah?



1 Underserved Market

There are few platforms with expertise in Islamic charity nuances, culture and behaviours. HNW charity is rarely served by their financial advisors.

2 Huge Volume of Funds

Global Zakat is estimated to be between \$230bn and \$560bn every year. Only 2-3 percent of this market is being sufficiently served.

3 Demand for Transparency

The global charity system faces increasing pressure to be transparent in its operations. Respondents rank their trust in charities as 5.5/10.

GlobalSadaqah's 3T Focus

1 Trust

We apply a thorough screening process to verify our charity partners. We also advise on program and project implementation.

2 Transparency

Impact tracking is provided through donor dashboards and regular updates on the progress and outcome of the campaigns.

3 Time Efficiency

By matching corporates, donors and charities on a single platform with dynamic content, we provide a fast and easy process of giving.

GlobalSadaqah **Services**

Current Services
(Launched 2018-2020)

Retail Islamic
Social Finance
Crowdfunding

Corporate and
Individual Zakat

Corporate Social
Responsibility

Tainted Funds
from Islamic
finance firms

Upcoming Services
(Planned Launch 2020-2022)

Sustainable
Charity
Programme

E-drafting of
Wasiyah (Wills)

Waqf Projects
and Rejuvenation
Programs

FaaS -
Foundation as a
service

Corporate & Charity
Partners

2

Partnership **Stages**

1 Exploratory Phase

- 12 month project
- RM 100k+
- Basic marketing allocation
- Proof of Concept
- 10 campaigns

2 Rollout Phase

- 12 month project
- RM 500k+
- Larger marketing allocation
- 50 campaigns

3 Expansion Phase

- 12 month project
- RM 1 million+
- Steady marketing allocation
- Major projects or 200 campaigns

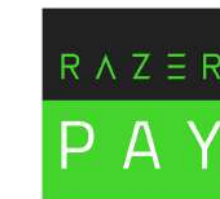
EARLY SUCCESSFUL PILOTS (2018)

- 1 multilateral bank in Saudi Arabia
- 1 prominent retail bank in Malaysia



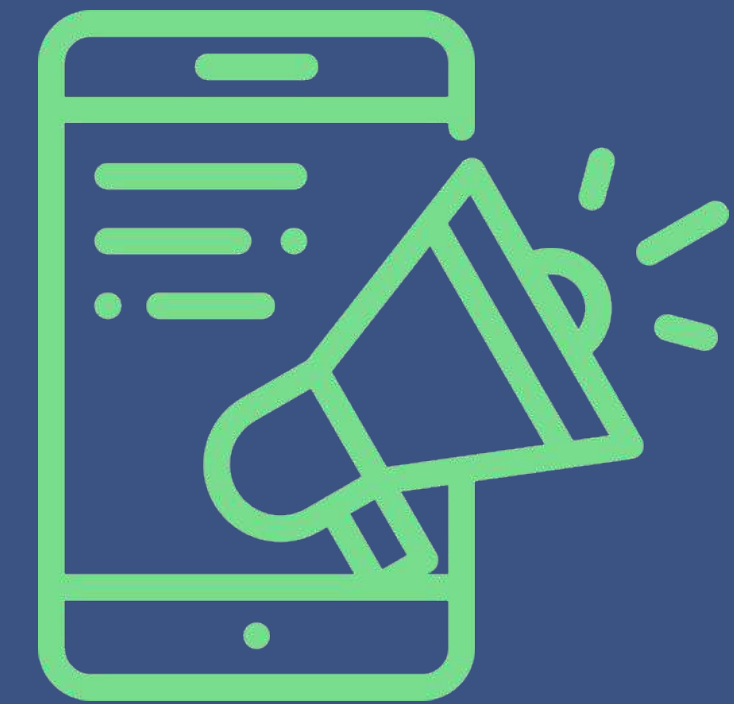
CURRENT ROLLOUT AND EXPANSION

- 3 prominent retail banks in Malaysia
- 7 technology companies in Malaysia
- 1 large foundation for HNW individuals



EXPLORATORY PHASE

- 2 large fund managers in Malaysia
- 4 prominent retail banks in Malaysia
- 2 technology companies in Malaysia



Content Creation and Digital Promotions are sponsored
by **Corporate Donations.**

Corporate Partners have already started providing funds for **marketing allocation**. With injection of funds from investors, GlobalSadaqah **can grow much faster**.

Virtuous Cycle: Faster growth attracts more Corporate Partners and more marketing allocation.

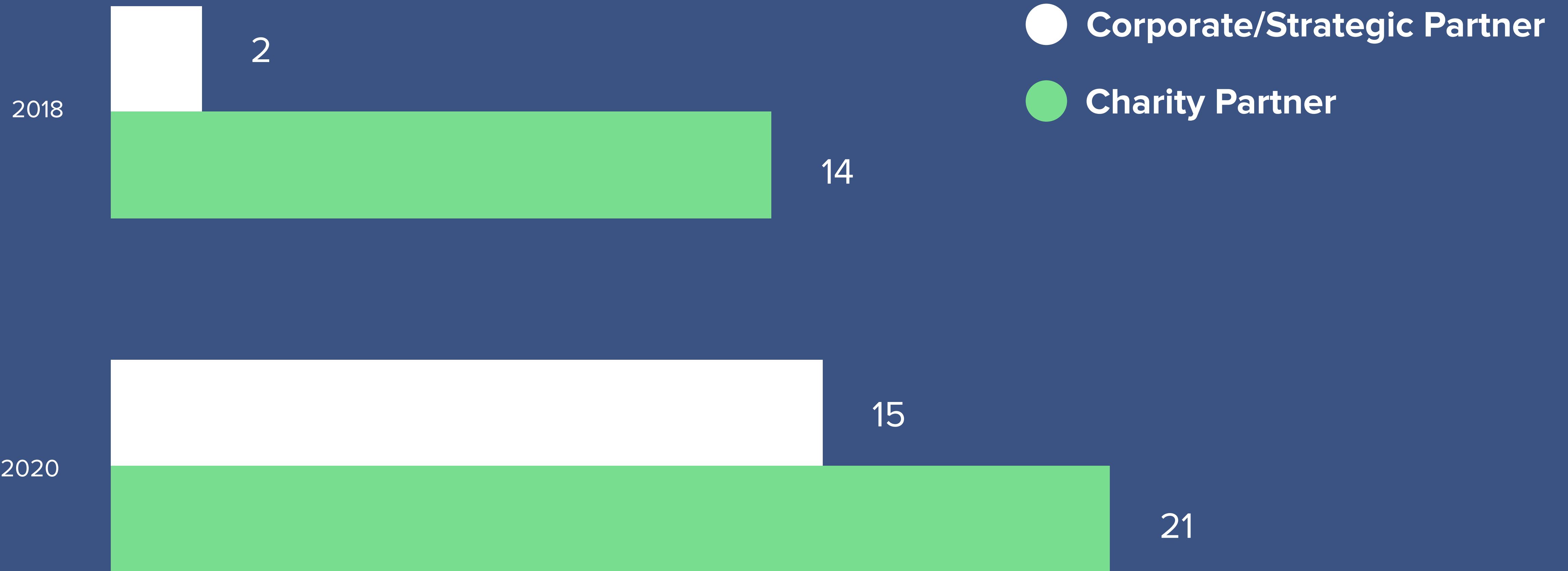
Charity Partners



Traction &
Growth

3

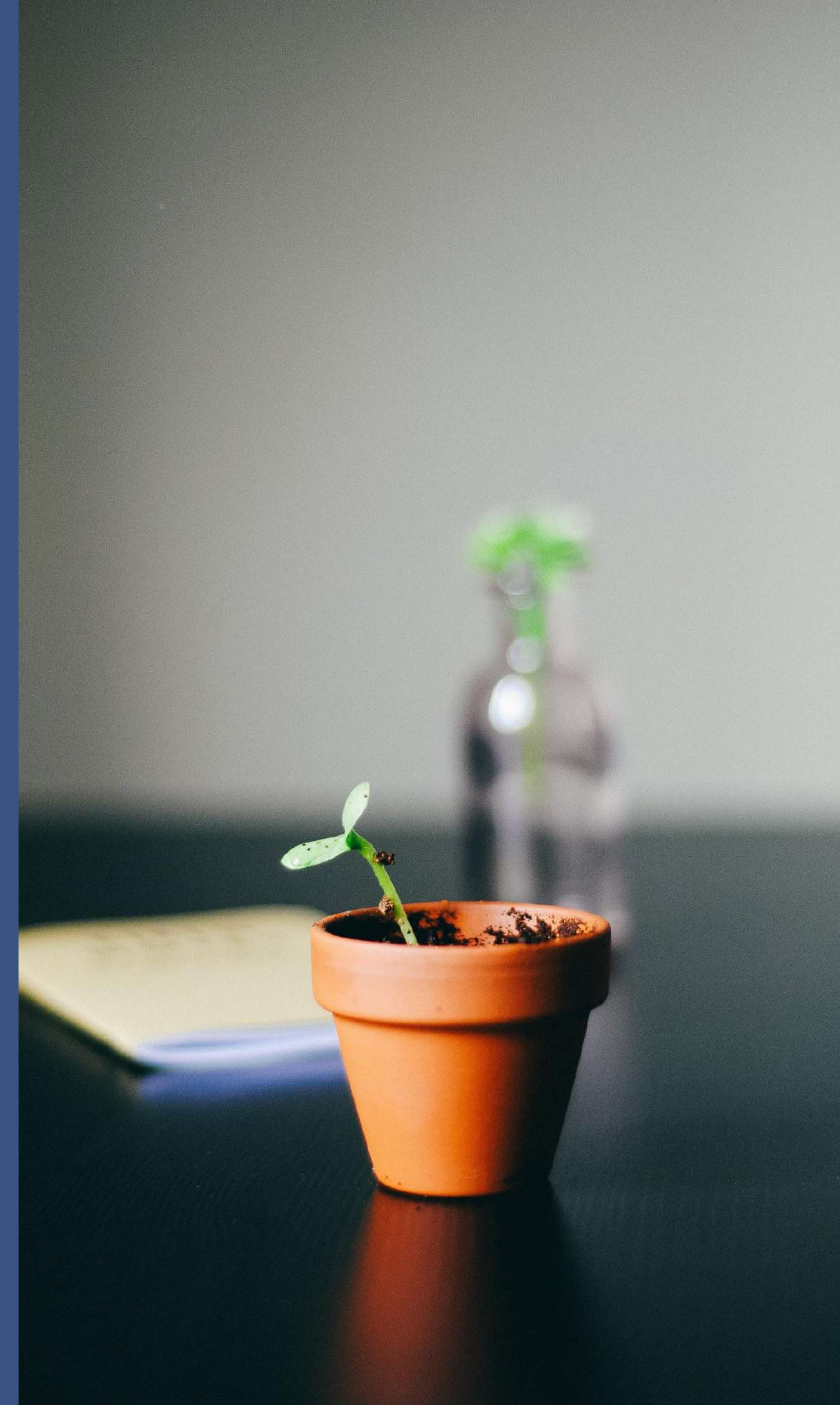
Growth of Partners



Traction

- Raised RM **1.6+ million** in donations
 - RM 600,000 from corporates
 - RM 1 million+ from crowd
- Increasing average donation amount*
 - RM 230 in 2018
 - RM 415 in 2019
 - RM 636 in 2020

*donation amount in RM / number of donations



Unit Economics

● 2018

Spent **RM 116,843** in marketing and promotion to raise **RM 271,245**

Ratio **1 : 2.3**

Total Donors: 1214

Total Donations: 3840

● 2019

Spent **RM 12,519** in marketing and promotion to raise **RM 277,612**

Ratio **1 : 22**

Total Donors: 1575

New Donors: 361

Total Donations: 4805

Increase: 965

● 2020 (until July)

Spent **RM 13,000** in marketing and promotion to raise **RM 481,581**

Ratio **1 : 37**

Total Donors: 2596

New Donors: 1021

Total Donations: 6498

Increase: 1693

Revenue Sources

4

1 Crowdfunders (ongoing)

- Retail, HNWIs, Institutional
- 7.5% platform fee on funds raised
- 3-tiered subscription model in 2022

2 Partners (ongoing)

- Corporate, Charity, Referral, Event, Professional, Agency
- Partner-dependent fees (4%-7.5%)
- 30%-50% pre-marketing fee charged on marketing allocation

3 Zakat Management for HNWIs (pilot)

- 12.5% fee charged on Zakat managed

4 Additional Programmes (pilot)

- 5 to 15% fee charged on total amount for special projects, depending on services offered. Eg: Waqf programme

The
Competition

5



- Total funding \$3.1m
- Donations \$10m
- No forced fee, donor can support Chuffed if they wish
- Anyone can set up project

**General Charity
Crowdfunders**



- Total funding \$10m
- Donations \$800m
- Unpublished fees
- Anyone can set up project
- Embed donations within other websites



- Indonesia based campaigns
- Raised \$56m
- 30,000 campaigns
- 5% platform fee

**Muslim-focused
Charity Crowdfunders**



- 20 countries
- Donations \$100m+
- 5% platform fee, 70% covered by donors
- Project coaches for campaigns

Competitor **Analysis**

1

GlobalSadaqah:

Targets partnerships with Financial and Strategic partners. Multiple verticals such as wealth management, microfinance programme, wasiyah services etc

2

iDonate:

Multiple verticals with growth in the event planning sector. Also partners with other companies to embed donation mechanism within their website

3

Kitabisa:

Works with NGO's and CSR funds, **limited verticals**

4

Chuffed/Launchgood:

Both have massive traction but only in p2p giving/crowdfunding, **limited growth into other verticals**

Networking Capabilities



Completeness of Vision

Competitive **Advantage**

Sponsored Customer Acquisition Cost (CAC)

- Amplifies corporate donation impact and engagement with the public
- Marketing allocation also used for Customer Acquisition

Partners and Relationships

Financial Institutions (Corporate)

- Brand image and credibility
- Large sum donations
- Direct and indirect increase to revenue
- Sponsorships

Strategic Partners

- Virality and goodwill
- Work with charities and projects, not just individuals

Ethis Global Synergy

Intra-group

- Serve users of group platforms
- Economies of scale and lower CACs

Expanding market access

- Physical growth of EVSB accessing new markets

Competitive **Advantage** (contd.)

Expertise in Zakat Management

- Both members from the core team are Certified Zakat Professionals
- Core Advisor is Zakat and Waqf specialist and a former regulator at the Singapore Islamic Religious Authority
- In discussions to channel Zakat directly to Malaysian state religious authorities

High-networth and Islamic finance institutions

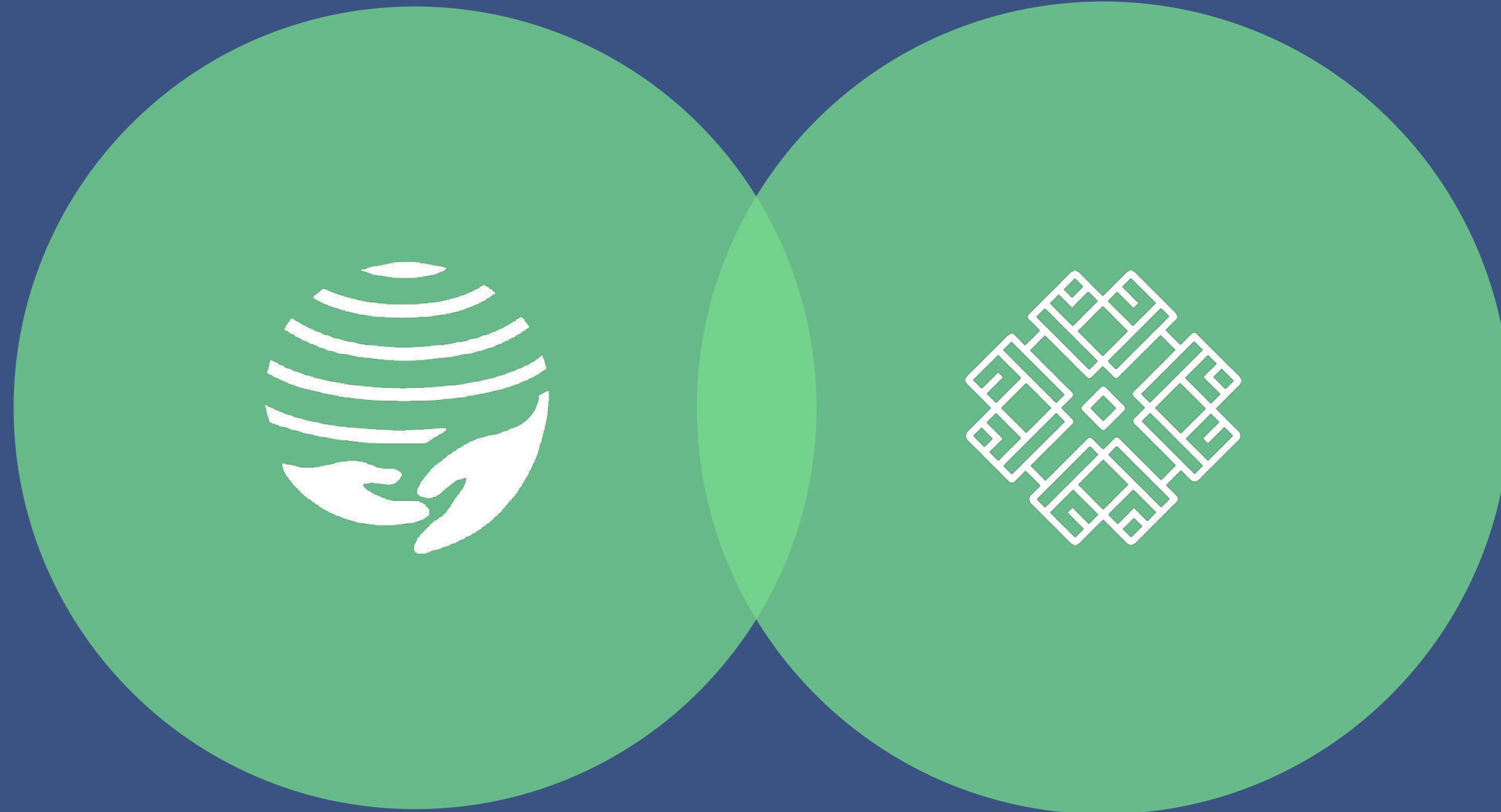
- Deep understanding and access to significant and boutique Islamic finance firms in Malaysia and globally
- Currently working with a HNW foundation which handles the zakat for a group of HNWIs.

Virtual Foundation-as-a-Service

- Currently working with a HNW foundation which handles the zakat for a group of HNWIs.
- An alternative to the traditional foundation with comparable services
- Digital custodian service will allow for large funds to be held in trust for Waqf and other programs

Group
Synergy

6



Clients and Community

- Members of Ethis ecosystem
- Corporates and HNWI's

Market Access

- Ride on licensed access to the Muslim world

Ethis Global Licensed Market Access

Licenses bring access to institutions and government and credibility with retail funders.

They are highly limited and difficult to obtain.

Ethis has current and future licensed access to these regions with significant Muslim populations.



Thank You



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