



One of the Fastest Growing E-Commerce Businesses Nationally

BALOY





01. ABOUT US

Baloy is derived from the Malay word “Baloi” (*which also means worth it*) is the name of our online platform with a unique O2O/M2C business model: an online to offline, manufacturer to customer business model. As part of the company’s mission, Baloy aims to build a healthy buying ecosystem to boost and uplift the ASEAN FMCG industry and, subsequently, the country’s economy.



OUR HISTORY

2019

Baloy started operating as an online e-commerce platform for grocery shopping via www.baloy.com.my

2020

1st March 2020, Baloy opened its first physical store to the public at Seksyen 26, Shah Alam

VISION

To establish a healthy online eco system by reforming the ASEAN's norms and principles of consumption on daily grocery goods (FMCG). Thus, increasing competitive advantages and benefits to relevant parties such as factory, wholesaler, distributor, retailer and consumer.



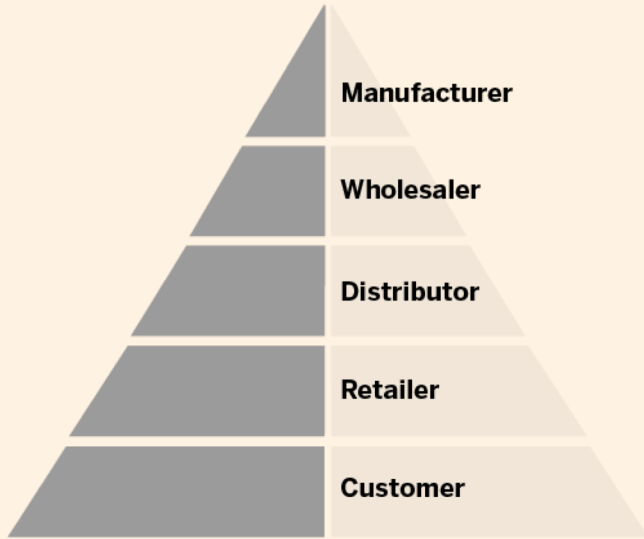
MISSION

To benefit people of ASEAN for their daily needs' purchases with hassle-free, lower price and assurance of product quality.

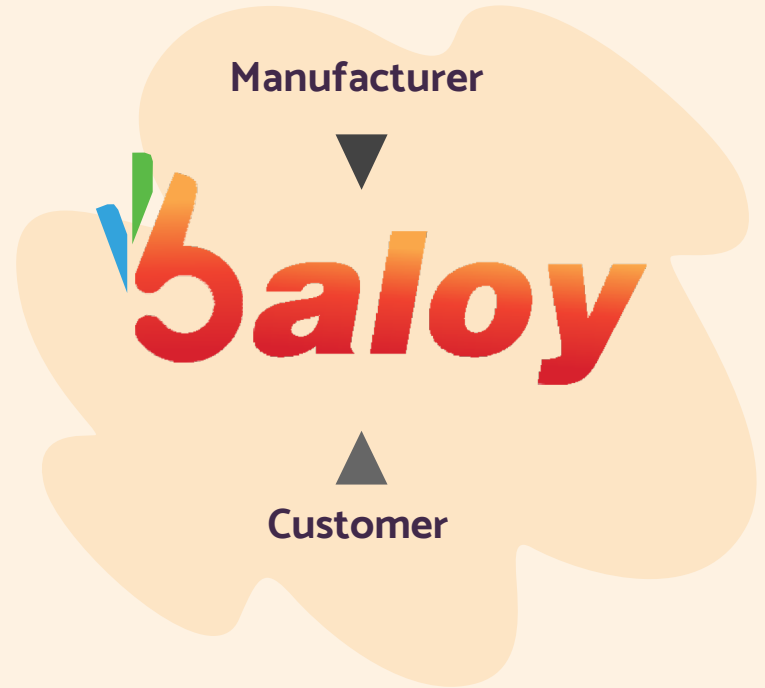


C2M

CUSTOMER TO CLIENT BUSINESS MODEL



Traditional Retail Model

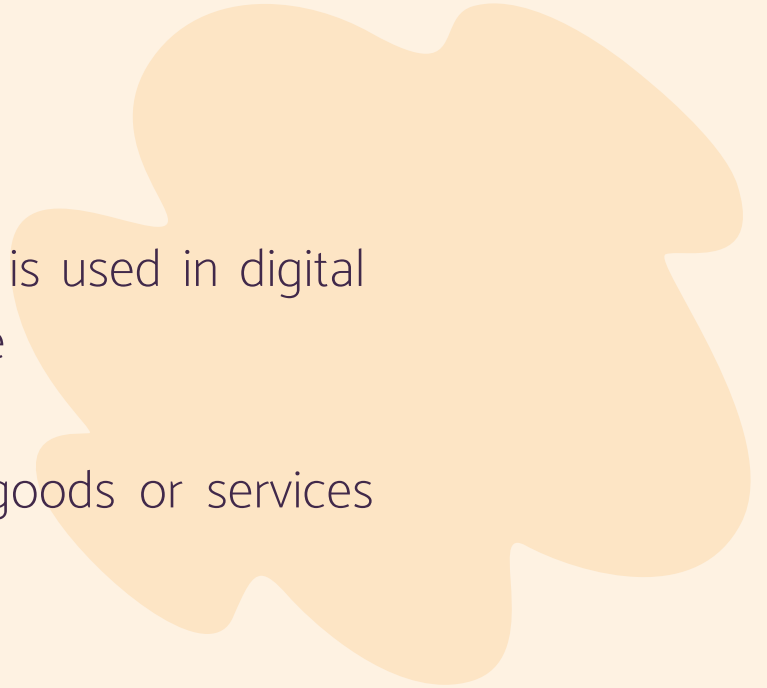


New Retail Model



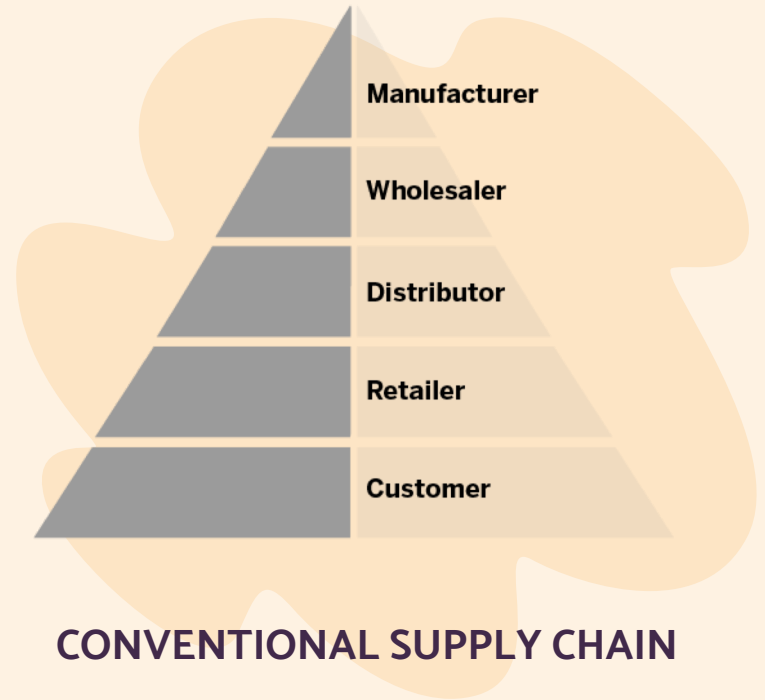
020 ONLINE TO OFFLINE

Online to offline, commonly abbreviated to O2O, is a phrase that is used in digital marketing to describe systems to entice consumers within a digital environment to make purchases of goods or services from physical businesses.



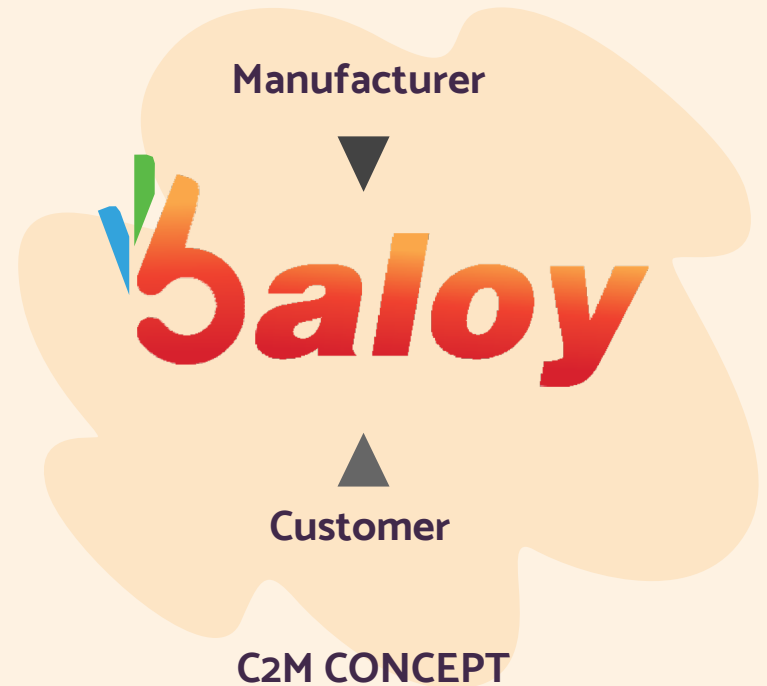
PROBLEM

1. **Cost** inefficiency
2. Lack of **innovative** approach
3. Insufficient **cash flow**
4. Stock purchase costly due to **intermediation**
5. **High start up** threshold



SOLUTIONS

1. **Cash term**
2. **Cost** efficiency
3. **Disintermediation**
4. **Lowest pricing** assurance
5. **Logistic & delivery** capacity
6. **Lowest threshold** for business startup



BUY NOW PAY LATER

Baloy Credit facility for member(s)



Apply

Baloy Member Account through the applications with KYC tools



Receive

Approved applicants will have the Buy Now Pay Later function in their Baloy Member accounts



Spend

Approved Baloy Members can enjoy Buy Now Pay Later up to RM500 at any Baloy Stores online or offline



Repay

Pay later through auto repay or any bank transfer within the period offered

OUR PARTNERS



ManagePay System Berhad a listed company providing payment terminals and e-payment solutions to Giant, KFC, Pizza Hut and many more retailers. Mpay is also the Authorised Agent for Master Card in Malaysia.

BIG DATA

A more accurate representation of data accumulated systematically, analyzed to understand market trends in real-time and predictive analysis provides merchants with sufficient information to formulate and execute marketing strategies with greater accuracy and effectiveness.



A.I. CAPABILITY

Adopted by the company together with the use of Face Recognition System to track user's buying patterns and preferences to intuitively predict a customer's favorite or preferred items based on their shopping and search history. This enhances their shopping experience and saves them browsing and search time.

MARKET VALIDATION (MALAYSIA ONLY)

639 BILLION+

WHOLESALE & RETAIL

108 BILLION+

E-COMMERCE

120,000

NUMBER OF RETAILERS

MARKET SIZE

77.4 BILLION+

HYPERMARKET
AEON

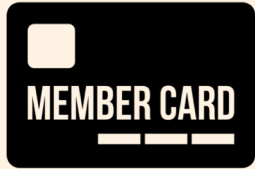
3.5 BILLION+

RETAIL
99 SPEEDMART

13.7 BILLION+

CONSUMERS GOODS E-
COMMERCE MARKET
MALAYSIA

4 MAJOR INCOME SOURCES



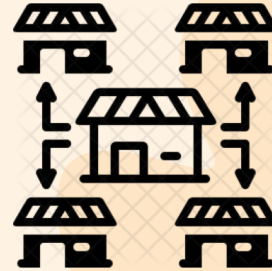
MEMBERSHIP

Member (s) : RM100/annum
Non Member (s) : RM2.50/ bill



BUY NOW PAY LATER

1.5% - 4.5% Premium Charges



LICENSING RECRUITMENT

Unit Licensee ; RM250,000.00
Master Licensee : RM2.5Millions



PRODUCT SALES

Margin 1% - 3%

OUR SERVICES



Online Platform for grocery purchases



Groceries collection at Baloy's authorized Pick-Up Points & Member Marts



Delivery Service within 5km radius from Baloy outlets



Offline Platform for grocery purchases



Cash & eWallet payment accessibilities

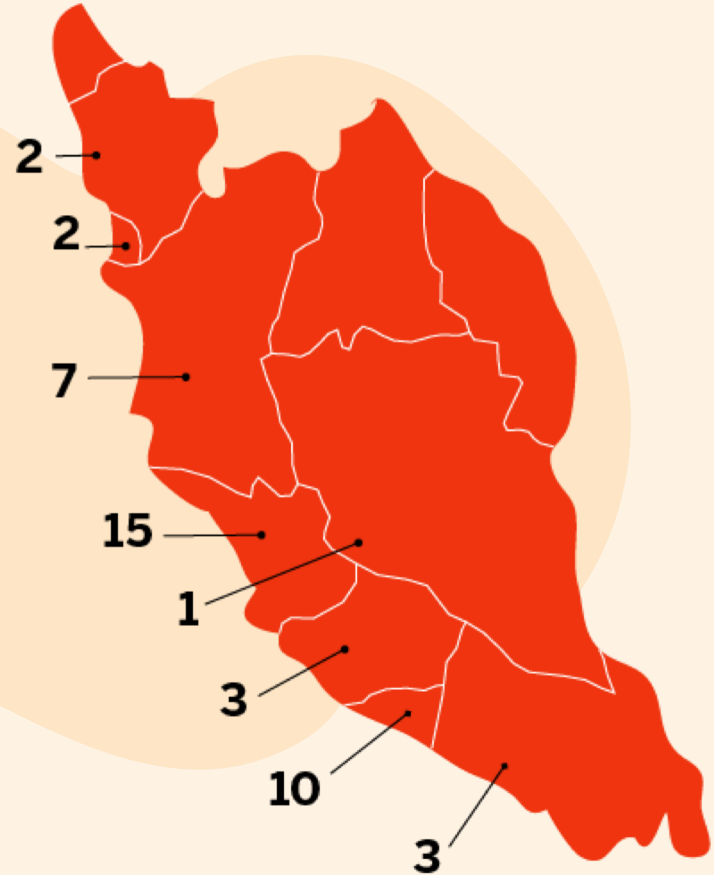
500,000

Number of customers walk-in & visit on average in 2020



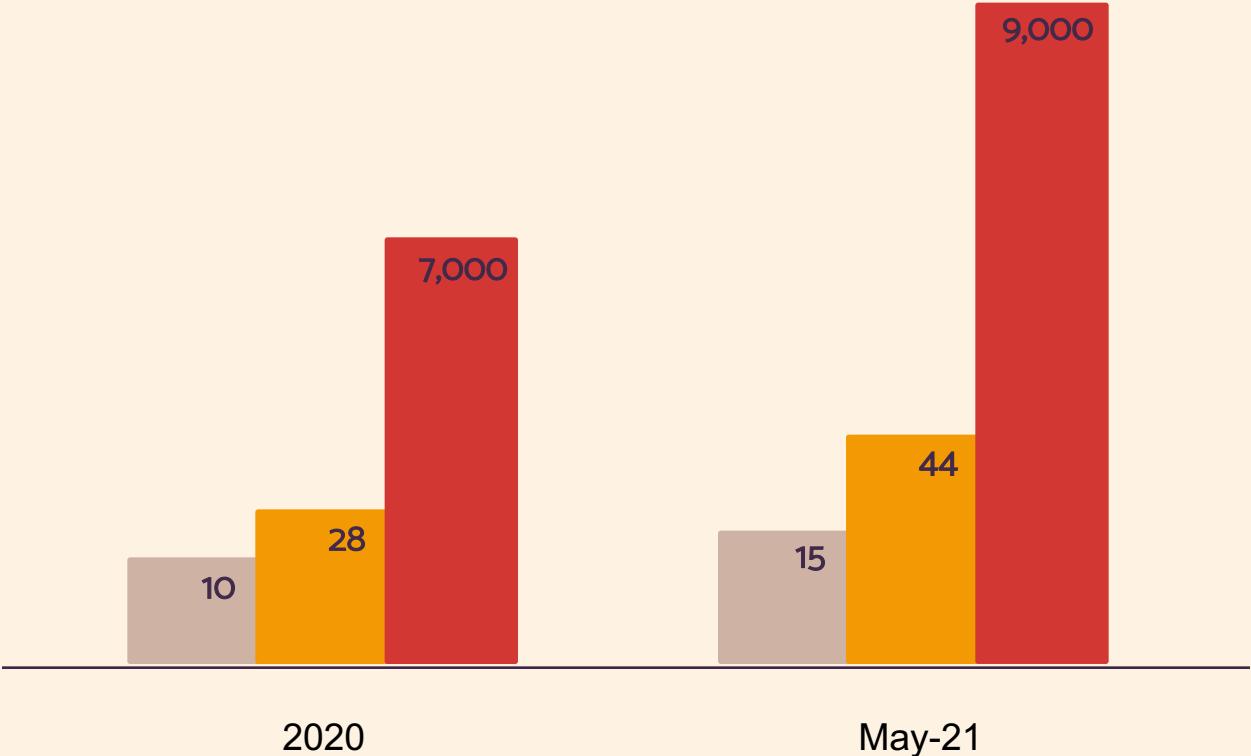
NUMBER OF OUTLETS NATIONWIDE

Baloy has up to date over **43 outlets** and still growing from up **North** region to down **South** region, **East Coast** & **Central** region of Malaysia



MARKET TRACTION & PROGRESS

- Outlet Sales ('000)
- No. of Outlets
- Members ('000)





MOST VISITED OUTLETS



1ST

Baloy Member Mart U5
Shah Alam, Selangor



2ND

Baloy Member Mart Bukit
Baru, Malacca



3RD

Baloy Member Mart Taman
Sri Serdang, KL

Mohd. Ridzuan, 35, Kota Damansara Selangor

“Berbanding dengan kedai runcit lain, harga barang kat Baloy ni amat-amat berpatutan bagi golongan seperti saya”



Mahani Sulaiman, 29, Bukit Baru Melaka

“Senang, cepat dan berbaloi! Pembelian secara online dan pick up terus kat outlet memang sesuai untuk cara kehidupan saya yang sentiasa sibuk”

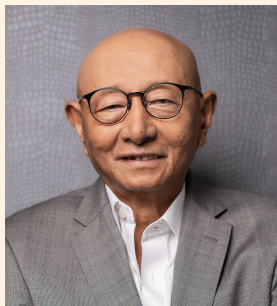
Dina Nadzir @ Singer, TV host & Era.FM radio announcer

“Beli barangan rumah pada harga borong tapi anda tak perlu membeli secara borong. Lagi murah dari borong sebenarnya. Memang terbaik!”



Fizo Omar @ actor, TV host & Entrepreneur

“Memang berbaloi shopping kat Baloy! Macam tak caya lah yang harga dia murah dan jenama-jenama yang dijual pun semua brand yang terkenal!”



**TENGGU AZLAN
IBNI SULTAN ABU
BAKAR**

Chairman



**DATO'
GANESIN
SUPAYAH**

Director



DAN LIM

Co-Founder / Director of Sales

- 8 years experience as business consultant, planner & marketing strategist in FMCG retail sector
- Founder of Dade Sdn. Bhd. & Benri Sdn. Bhd.
- Experience in FMCG retail business / operation setup, strategy planning & digital marketing



INEZ CHENG

Co-Founder / Director of Marketing

- 6 years marketing experience in advertising and franchise
- 5 years experience of business operations, admin, finance & HR in FMCG retail business
- Companies' directors since 2015



YEN CHEE YUNG

Co-Founder / Chief Executive Officer

- 3 years experience as Senior Engineer in MNC electronics sector
- 7 years experience in Franchise operations in Malaysia and Singapore operations
- 10 years experience in FMCG retail business operations

OUR FUNDRAISING

SERIES B TOTAL

PERIOD - JUNE 2021 - MAY 2022

TARGET - RM100,000,000

BY SEPT 2021 – RM42,696,000

BY MAC 2022 – RM57,304,000

	Target Fundraising (RM)
Merchants, Suppliers & Manufacturers	16,348,000.00
Licensees	11,348,000.00
Ethis (ECF)	10,000,000.00
VCs	17,304,000.00
PEs	25,000,000.00
Institutional Investors	20,000,000.00
Total	100,000,000.00

FUND ALLOCATION

OPERATIONS	RM14.7 Millions
MARKETING	RM8.2 Millions
PURCHASE & EXPANSION	RM54.6 Millions
R&D & TECHNICAL	RM7.2 Millions
ASSETS & EQUIPMENT	RM15.3 Millions





5 YEARS FINANCIAL PROJECTION

YEAR	2021	2022	2023	2024	2025
NO. OF MEMBER MART	150	375	795	999	1,234
NO. OF MEMBER	90,000	198,909	352,379	614,741	859,537
REVENUE	78,157,500.00	222,199,281.80	406,538,370.02	648,671,707.35	983,045,612.57
OTHER INCOME	634,585.00	5,542,956.77	10,204,626.92	15,969,457.68	24,161,210.49
COGS	63,458,500.00	184,765,225.81	340,154,230.82	532,315,256.06	805,373,683.01
GROSS PROFIT	15,333,585.00	42,977,012.76	76,588,766.13	132,325,908.97	201,833,140.05
OPERATING EXPENSES	8,860,100.00	23,252,693.41	35,408,046.40	56,280,100.95	74,511,578.87
OPERATING EBITDA	6,273,485.00	19,224,319.35	40,180,719.73	74,045,808.01	124,821,561.18

Note: The above financial figures from 2021 to 2025 are mere forecasts, projections and other predictive statements that represent Baloy's assumptions, indications and expectations in light of currently available information. Baloy's actual performance results may differ from those projected above. Consequently, no guarantee is presented or implied as to the accuracy of specific forecasts, projections or predictive statements contained herein.



OUR TARGET FYE 2022

TOTAL OUTLETS	375
TOTAL MEMBERS	198k
TURNOVER	Rm222.1 Millions (2022)
ACCUMULATED NET PROFIT (PAT)	RM27.0 Millions (2019-2022)
OVERSEA EXPANSION	Indonesia (2022)
IPO	Singapore Catalyst Valuation Of RM300,000,000 @ PE 24.5 (2022)

ECF ETHIS INVESTMENT

ITEM	HEADING	PRINCIPAL TERMS
1	Parties	Baloy Sdn Bhd (“Baloy”) Ethis Ventures Sdn Bhd (“Ethis”) Baloy Limited Liability Partnership (“LLP”)
2	Definitive Agreement & Execution	Issuer Agreement, LLP Agreement and Shareholders Agreements to be entered into amongst Baloy, Ethis and LLP (“Ethis containing amongst others the terms and conditions in this term sheet, and such other terms and conditions as is customary in the agreement of a company”)
3	Fundraising Campaign Target Amount	Minimum: RM6,000,000 Maximum: RM10,000,000
4	Type of Shares to be Issued	Ordinary Shares
5	Company Pre-Money Valuation	RM142,320,000

ECF ETHIS INVESTMENT

ITEM	HEADING	PRINCIPAL TERMS
6	No. of Existing Share(s) Before Funding Exercise	1,250,000
7	Price per Share for Fundraising Campaign	RM113.86
8	Number of New Shares to be Issued for Fundraising Campaign	Minimum: 52,697 Maximum: 87,827
9	Company Post-Money Valuation	Minimum: RM148,320,000 Maximum: RM152,320,000
10	Minimum Investment Ticket Amount	RM5,000
11	Target Dividends	15% yield per annum based on Dividends Milestone

ECF ETHIS INVESTMENT

ITEM	HEADING	PRINCIPAL TERMS
12	Target Redemption Period	36 months after the end of the cooling-off period of the successfully closed campaign date, with the option for Baloy to extend the redemption period for up to another 24 months
13	Purchase Undertaking	Baloy shareholders to provide a unilateral undertaking to purchase shares of the LLP at a target price matching the initial Price per Share during the Fundraising Campaign

APPENDIX I

Milestone Achievement Range Based On Projected <u>Operating EBIDTA</u>	Dividend Commitment to Investors
80% to 100% or Higher	Not less than 15%
60% to 79.9%	Not less than 12%
40% to 59.9%	Not less than 9%
39.9% and below	Not less than 6%

Note: Baloy shall not be declaring any dividends provided there are reasonable grounds that Baloy believes that it does not have sufficient retained earnings OR would be, after the dividend payment(s), unable to pay its liabilities or discharge its obligations as and when they become due.