VIETNAM'S NO.1 MEDIA ECOSYSTEM

Company Presentation |

KEY INVESTMENT HIGHLIGHTS

01 Top-ranked Digital Video Network in Asia

No.1 YouTube network in Vietnam and **Top-ranked** in Asia in terms of views;

13.9% CMGR in views since inception and now at 4.4 billion average views monthly on YouTube

04 Strong Industry Fundamentals & Growth

Tech-savvy and young demographic in Vietnam and Southeast Asia (SEA) – with surging demand for entertainment;

Media industry is shifting towards online platform services and social network interaction;

Digital advertisement spend expected to grow at CAGR of 30% in 2015-2021;

Huge revenue upside stemming from CPM growth in Vietnam and SEA region

02 The Largest Digital & Only Integrated Media Platform in Vietnam

Unique business model from content to creation, curation & aggregation to monetization;

Covering all digital platforms, including 40 self-owned news and social websites, YouTube, Facebook, and Google Ads (Ad Exchange, Ad Sense)

05 Attractive Business Growth

Double-digit growth: Revenue: 57.3%; Gross profit: 34.1% per annum (CAGR in 2013-2017);

Abundant room for further growth via regional expansion and potential M&A

03 Innovation in Ad-Tech

In-house developed, cross-channel data analytics tools and Artificial Intelligence dashboard for optimization of advertising impact

06 Experienced and Committed Team

Experienced Management team with deep understanding of Asia's media industry;

Proven experience in developing best-of-breed talent networks, content and community

YEAH1 GROUP

OVERVIEW

YEAH1 GROUP OVERVIEW

Founded in 2006, Yeah1 Group (YEG) is the largest Fully-Integrated, Multi-Channel media platform in Vietnam.

YEG has successfully built a complete content-to-monetization business model and established strong relationships with some of the world's most reputable brands.

YEG owns the largest digital media platform in Asia, operates the largest YouTube MCN in Asia, and holds the only full Google Certified Publishing Partner (GCPP) License in Southeast Asia.

YEG is expanding into Thailand, Indonesia and Philippines, looking to aggressively increase its global footprint in the international digital media and advertising industry.

Working with
Global Blue-chip Brands

YEAH1 GROUP OVERVIEW

YEG's Quick Facts:

#1	YouTube MCN in Asia by views	450mn	yeah1 Monthly Website Impressions
Top-ranked	YouTube MCN in Asia by views	ONLY	Google GCPP in Southeast Asia
4.4bn	2017's Average Monthly Views on YouTube	640+	Active Websites & Apps Managed
149mn	Subscribers on YouTube	2.3bn+	Google Monthly Impressions
13.9%	Avg. Monthly Viewer Growth	16	High-rating TV Channels under management
1,200+	YouTube Creator Partners	150+	Countries contributing to revenue
68	Affiliate facebook Pages	USD 100mn	2018F Rev
60mn+	Fans on facebook	USD 148mn	2019F Rev

DOMINATING ALL MEDIA CHANNELS

YEG offers its advertising and commercial partners unique access to the **LARGEST digital media ecosystem** in Vietnam and Southeast Asia

TRADITIONAL MEDIA

Pay-TV Channels

Started as the **pioneer of teenage and family-dedicated TV channels** in Vietnam, Yeah1's TV business has become an iconic brand in Vietnam with a loyal viewer base. YEG's channels are **broadcasted nationwide** on the 3 biggest TV cable systems (VTV Cab, SCTV, HCTV).

TV Agency

Owns **TNT Media**, one of Vietnam's Leading TV Media Buying Agencies, allowing Yeah1 Group to sell not only in-house but also third-party ad inventories on 13 TV channels across Vietnam.

Movie Business

A joint venture with CMG Asia which enables YEG to engage its community across multiple platforms, ranging from television to cinema

DIGITAL VIDEO

No. 1 Multi-Channel Network (MCN) in Vietnam & **Top-ranked** in Asia with **4.4 billion average monthly views**, capturing over 25% of all YouTube views in Vietnam

YEAH1 PUBLISHING

First & Only Google Certified Publishing Partner in Southeast Asia, now working with **600+ Active Publishers** and generating over **2.3bn impressions monthly**

Affiliated Facebook Fan Pages with more than **60mn** subscribers and **250mn** reach per week

450mn monthly impressions on its **40** News & Social Websites, with **65% monthly retention**

KEY MILESTONES

Dynamic evolution of business model from Traditional to Digital Media

2006: ESTABLISHMENT

40k active users

Launched www.yeah1.com

USD 150

2008: The LARGEST Community in Vietnam with 400k active users

Launched yeah1 tv the first Vietnamese TV channel for the youth

USD 1.6mn

2010: Launched

yeah1 family TV channel for family

iMOVIE TV TV movie channel

2mn active users on TV

2015

Got YouTube MCN license

YouTube cumulative views: 2.4 bn

Got 2 Play Buttons

Launched YEAH1 CMG

Digital rev: 9.6% of total rev

USD 19mn

2016: Dominant Digital Community

20mn members

YouTube cumulative views: 19.7bn

Digital rev: 41.5% of total rev

USD 25mn

2017: Leading Digital Media Platform

Netlink - Only Google GCPP in Southeast Asia

TNT Leading TV Media Buying agency

YouTube No. 1 in Vietnam MCN ranking

YouTube cumulative views: 56 bn

Have total 12 and 280 Play Buttons

Newly launched Facebook fan pages and websites

48mn fans on facebook

40 self-owned media and social websites

Digital rev: 56.9% of total rev

USD 42mn

2018: Expansion Continues

Expansion through Thailand, Philippines & Indonesia

Exclusive partnership with UNIVERSAL, the world's leading music company

Partnering with AKS Japan to form SGO48

Won **2018 Apex Award** for the Most Excellent Communications Agency

Signed regional content deals

USD 100mn

Revenue

FULLY-INTEGRATED BUSINESS MODEL

Fully-integrated media ecosystem across all media channels, giving advertisers a proposition unrivaled by any other platforms in Vietnam

SELF GENERATED CONTENT & CONTENT PARTNERS

MEDIA CHANNELS

360-degree media penetration, dominating the digital sphere

TRADITIONAL MEDIA

YEAH1 CMG

DIGITAL MEDIA: YOUTUBE

YEAH1 NETWORK

YouTube Multi-Channel Network Business

DIGITAL MEDIA: NON YOUTUBE

Google Ad Publishing
Facebook Pages
Websites
Google Video

CLIENT SOLUTION

Media analysis providing the best client solutions

01 GOING DIGITAL

02 BIG DATA ANALYTICS

03 TARGETED ADS

04 HIGH IMPACT CAMPAIGNS

MONETIZATION

YEG has self-developed traditional and non-traditional approaches to monetize this huge viewership ecosystem

DIRECT ADVERTISERS

Ongoing advertising contracts direct or through agency

One-off targeted campaigns

AGENCIES

As the largest digital media platform in Vietnam, YEG becomes an appealing partner for local and regional agencies

COMMERCIAL PARTNERSHIPS

YEG utilizes its available resources to boost profitability by partnering with leading businesses and brands through joint ventures, where YEG's in charge of production and consumer engagement

YEAH1 ARTIFICIAL INTELLIGENCE (AI) ANALYTICS DASHBOARD

YEG is a **leading innovator in ad-tech** in Southeast Asia with a dedicated team of over 40 engineers, data scientists and media analysts.

Yeah1 AI Dashboard is a proprietary data analytics platform developed in-house for media analysts and sales to **optimize advertising yield** for every dollar spent across multiple platforms.

This frontier technology also allows YEG's content creators and curators to tailor the most effective content to maximize the number and length of views as well as the finance department to **track channel profitability in real time**.

YEAH1 ARTIFICIAL INTELLIGENCE (AI)

ANALYTICS DASHBOARD

Each media channel has its own optimizing, monitoring and controlling tools.

WebFace and Traditional dashboards have been developed in-house.

YouTube MCN Dashboard

Google Ad Publishing Dashboard

Owned Facebook pages & Website Dashboard

Traditional Viewership Data

The **BILLIONS** of daily data points generated from the sub dashboards flow into the master analytics platform, enriching Yeah1's database as the core component of Yeah1's successes.

BIG DATA

1. Ad Spending Maximization

* Cross-platform optimization
* Dynamic campaign adjustment
* Real-time reaction monitoring
* Trend analysis
* Negative response analysis

2. Content & Curation

* Detailed viewer tracking
* Sentiment and reaction analysis
* Viewers' Preferences on titles, periods and length of time
* CPM Maximization algorithms

The technology has been developed for specific use cases by 4 key divisions within YEG across digital and traditional segments.

DIRECT SALES TEAM

MEDIA ANALYSTS

CONTENT CURATION

FINANCE DEPARTMENT

REACHING FURTHER WITH A GIANT GLOBAL PARTNER

In June 2018, YEG signed an **agreement** with **Universal Music Group's (UMG),** the world's leading music company. This collaboration aims to commercialize YEG and UMG's content (audio & video) on all UMG platforms including **Spotify, Apple Music, YouTube and VEVO**.

The agreement also entails comprehensive collaborations in content creation, talent management, event organization for music tours, concerts as well as Joint talent shows.

<u>How will the partnership with UMG propel YEG's growth?</u>

- ✓ Tremendously extends YEG's content and monetization on 50+ digital platforms such as Youku, VEVO, Spotify, iTunes, etc.
- ✓ Accelerates YEG's presence in global markets, especially in developed countries.
- ✓ Increases local viewership and monetization as YEG channels deliver UMG's content to viewers in Vietnam.
- ✓ Significantly boosts YEG's capability in content creation and talent management
- ✓ Enhances YEG's brands through joint campaigns, music tours, concerts, and live shows.
- ✓ Potentially co-develop MCNs in ASEAN markets, e.g., Malaysia, Singapore, Cambodia, Myanmar, Laos and Brunei markets;

UNIVERSAL MUSIC GROUP

EXPERIENCED AND COMMITTED MANAGEMENT TEAM

TONG NGUYEN ANH NHUONG

Chairman of YEG

Founder of Yeah1 Group. A passionate entrepreneur who successfully established many start-ups in the media and entertainment industry in Vietnam;

Currently serving as a Member of the Executive Committee of the Vietnam Youth Federation

TRI DAO PHUC

Group CEO of YEG

Co-founder of Yeah1 Group. Previously Co-founder and Business Development Director at Viet's Top, Vietnam's first entertainment and event organizing complex, and Senior Sales supervisor at San Miguel, focusing on sales and marketing initiatives;

Bachelor's degree of Business Administration from University of Economics, HCMC

NIRAAN DE SILVA

Group Strategy Executive

Formerly an Investment Banker from Merrill Lynch with strong Media and Technology experience, having led several divisions and worked in Asia, Australia and the US

Led Strategy and Investments for one of Vietnam's largest conglomerates that controls Vietjet Air, HD Bank and Phulong Properties

EXPERIENCED AND COMMITTED MANAGEMENT TEAM

DUNG NGUYEN VAN

Charman of Netlink

Founder of Netlink since 2007

Had over 10 years of experience in internet advertising and running startup companies;

The Founder and CEO of Luxstay, the pioneers of handmade hospitality, for stays in the finest homes in the Southeast Asian countries;

HUNG NGUYEN NGOC

CEO of Y1N

Joined YEG in 2008 and held key positions such as Producer and Community Manager of Yeah1 – Super Star Corp;

Founder of Tapmee, a location-based social search mobile platform in Vietnam;

Holds a Bachelor of Laws from HCM Law University and attended Hanoi University of Drama and Cinematography

JASON LOH

Group COO of YEG

Had over 10 years in the creative industry, specializing in Business Process Design and Management, Business Transformation, and Operational Excellence;

Formerly COO of Phibious Vietnam, leading several divisions working across the region including Malaysia, Singapore, Thailand, Korea;

Obtained Bachelor of Arts' degree in Telecommunications Management and Bachelor of Business Administration's degree in Advertising and Promotion from Western Michigan University, USA

DFJ VinaCapital

TRUNG HOANG

Board Member

DFJ VinaCapital, an early investor in Yeah1 Group, is represented by Mr. Trung Hoang, a leading figure head in the media and technology investment landscape in Vietnam.

Ancla Assets Limited

DON LAM

Board Member

Ancla Assets Limited is an SPV of VinaCapital. The SPV is represented by its founder and CEO, Mr. Don Lam.

Mr. Lam is one of Vietnam's most prolific and successful investors, having founded the largest private equity fund in the country.

TRADITIONAL MEDIA

Pioneer of Teenage- & Family-Focused Channels in Vietnam

TRADITIONAL MEDIA OVERVIEW

A multimedia platform with unique programs dedicated to young adults with approximately 46% of viewers less than 35 years old and 2/3 are female.

The television content is mostly produced in-house. YEG also utilizes its TV Media Buying Agency - TNT Media - to monetize its content inventories on other 12 TV channels. Besides, its movie business, Yeah1 CMG, helps diversify YEG's reach and influence across multiple platforms, as well as enhance YEG's brand as the leading media & entertainment company in Vietnam.

Quick Facts

4 Self-owned youth-focused TV channels

16 TV Channels ad inventory in total

Nationwide Coverage via 3 top cable systems

3 Consecutive yrs of highest-grossing movies

USD 16.0mn 2017 Revenue

USD 26.4mn 2018F Revenue

TRADITIONAL MEDIA OVERVIEW

PAY-TV CHANNELS

Yeah1 TV offers a broad concoction of programs for teenagers and young adults, ranging from talk shows, lifestyle and edutainment programs, reality shows, concerts, drama series to foreign and local movies.

UM Channel broadcasts original music content of both Universal Music and Yeah1 Group, including themed music, Billboard, Korean and Vietnamese top songs, as well as short films and music related documentaries.

Yeah1 Family is an everyday lifestyle channel which attracts women and kids across the country with a mix of family appropriate TV shows, game shows and movies.

iMovie TV broadcasts the most popular movies and dramas from Korea, Japan and China, attracting a large number of female viewers.

OTHER TRADITIONAL MEDIA

Yeah1 CMG focuses on three movie business segments: (1) film investment, (2) film marketing, and (3) film production. Yeah1 CMG has produced a number of blockbuster movies including the country's highest-grossing cinema titles.

TNT Media is one of Vietnam's largest TV Media Buying Agencies. The company provides a full range of services including TV Advertising, Co-timeslot on TV channels, Digital Marketing, Media Analysis, and Content License Distribution.

PAY-TV CHANNELS

The 4 Pay-TV channels of Yeah1 Group are broadcasted 24/7, providing appealing programs for local viewers, especially young adults in Vietnam.

TNT Media: TV Media Buying Agency

Acquired in 2017, TNT Media is one of Vietnam's largest TV Media Buying agencies, delivering advertising inventories across a diverse selection of Cable and Public Local TV channels.

TNT Media provides creative and strategic solutions through television campaigns, Social by Design, influencer outreach programs, experiential events, print, digital, outdoor, and branded entertainment.

Currently, TNT Media has developed relationships with over 16 TV channels which enhances YEG's offering to direct advertisers in relation to TV ad inventories.

MANAGING INVENTORY FOR LEADING CHANNELS

PUBLIC/LOCAL TV CHANNELS

HTV7	Entertainment, Musical TV – HTV7
HTV9	Entertainment TV channel – HTV9

CABLE TV CHANNELS

UM	Entertainment, Musical TV – UM Channel (VTVCab15)
yeah1 tv	Entertainment TV channel – Yeah1TV (VTVCab17)
yeah1 family	Entertainment TV channel – Yeah1 Family (VTC4)
iMOVIE TV	Entertainment TV channel – iMove (BTV4 – Binh Duong)
HOME tv	Entertainment TV channel – HomeTV (BPTV2 – Binh Phuoc)
VTVCab 19	Film TV channel – VTVCab19

PUBLIC/LOCAL TV CHANNELS

THTPCT	Can Tho TV Broadcaster – CT43
LA34	Long An TV Broadcaster – LA34
CTV	Ca Mau TV Broadcaster – CTV
NTV	Ninh Thuan Broadcaster - NTV
BTV1	Binh Duong TV Broadcaster – BTV1
BTV2	Binh Duong TV Broadcaster – BTV2
HBTV	Hoa Binh TV Broadcaster – HBTV
YTV	Yen Bai TV Broadcaster – YTV

YEAH1 CMG
CONTENT & MOVIES

Yeah1 CMG is a joint venture established by Yeah1 Group and CMG Asia in 2015. It is known as the country's Top 3 most effective movie studios by producing and promoting a number of blockbuster movies including the country's highest-grossing cinema titles, i.e. Sieu Sao Sieu Ngo, Em Chua 18, Co Gai Den Tu Hom Qua.

Yeah1 CMG aims to capture 50% market share of film production, marketing and investment in the next three years.

2018

HIT RECORD

The country's new box office hit, grossing USD 2.5mn after just 5 days of theater screening

2017 Hit

2015 Hit

YEAH1 NETWORK

YOUTUBE DIGITAL MEDIA

The leading MCN Platform in Asia

OVERVIEW

In 2015, YEG founded its digital arm, Yeah1 Network (Y1N) to capture the rising digital trend in media advertising.

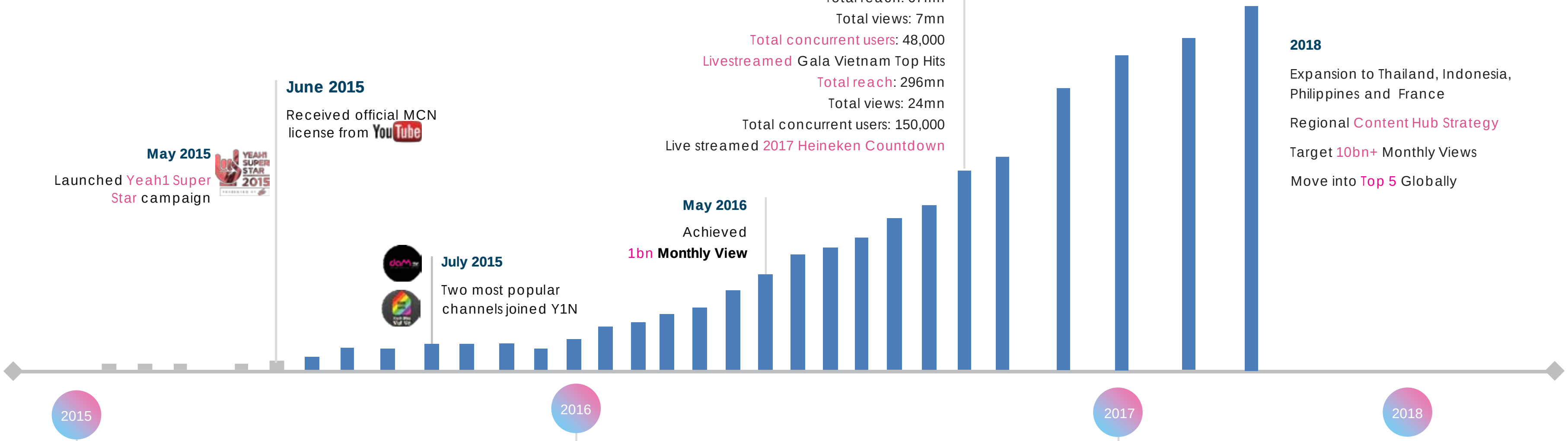
Y1N received its YouTube Multi-Channel Network ("MCN") license in June 2015, allowing the company to partner with and offer services to YouTube channels - content creators. These services include monetization, digital rights management, cross-promoting, target audience development, product development, brand sponsorship collaborations, and additional influencer marketing opportunities.

For the last 3 years, Y1N has been phenomenally successful in both growing and monetizing its network. Y1N's performance achieved incredible growth with the number of views growing at a CMGR of **13.9% per month** from June 2015 to December 2017. Its network accounts for **25% of all YouTube views in Vietnam** and **over 1,000 high quality channels.**

Quick Facts

#1	YouTube MCN in Vietnam by Monthly views
Top-ranked	YouTube MCN in Asia by Views
4.4bn	Average Monthly Views in 2017
149mn	Subscribers in 2017
13.9%	Average Monthly Viewer Growth
1,200+	YouTube Creator Partners
13.7mn	2017 Revenue
23.4mn	2018F Revenue

KEY MILESTONES



May 2015
Launched Yeah1 Super Star campaign

June 2015
Received official MCN license from YouTube

July 2015
Two most popular channels joined Y1N

May 2016
Achieved 1bn **Monthly View**

Dec 2016
Live Streamed Heineken Green Room Events
Total reach: 67mn
Total views: 7mn
Total concurrent users: 48,000
Livestreamed Gala Vietnam Top Hits
Total reach: 296mn
Total views: 24mn
Total concurrent users: 150,000
Live streamed 2017 Heineken Countdown

2018
Expansion to Thailand, Indonesia, Philippines and France
Regional Content Hub Strategy
Target 10bn+ Monthly Views
Move into Top 5 Globally

Jan 2015
Channel received Play Button

Dec 2015
#ynotdance sponsored by
- Total reach: 89mn
- Total views: 21mn

Live Streamed H-Artistry 2015
- Total views: 59mn
- Total concurrent users: 4,000z

Nov 2016
Achieved over 3bn monthly views Became the No. 1 Network in Asia and 17th in the World by view rankings

2017
Achieved over 4.4bn average views monthly
Became No.6 in global MCN rankings
1,000+ YouTube channels
Total 12 channels received Play Button
Acquired a Thailand-based beauty & lifestyle creators network

NOTABLE YOUTUBE CHANNELS

Y1N Owns over 1,200+ Channels with over 4.4 Billion Average Monthly Views

Y1N
YEAH1 NETWORK

Y1N owns 28 Gold Play Buttons, YouTube's award to channels with over 1m subscribers and 363 Silver Play Buttons for channels with over 100k subscribers

ENTERTAINMENT

- **2.2mn** subs. **1,321mn** views
- **1.7mn** subs. **426mn** views
- **1.7mn** subs. **426mn** views
- **1.5mn** subs. **297mn** views

FAMILY & KIDS

★ Growth Focus

- **1.5mn** subs. **1,992mn** views
- **1mn** subs. **1,198mn** views
- **1.4mn** subs. **656mn** views
- **0.9mn** subs. **546mn** views

MUSIC & DANCE

- **1.3mn** subs. **1,502mn** views
- **0.8mn** subs. **245mn** views
- **0.7mn** subs. **410mn** views
- **0.4mn** subs. **109mn** views

WOMEN & BEAUTY

★ Growth Focus

- **0.3mn** subs. **105mn** views
- **0.3mn** subs. **48mn** views
- **0.2mn** subs. **69mn** views
- **0.2mn** subs. **47mn** views

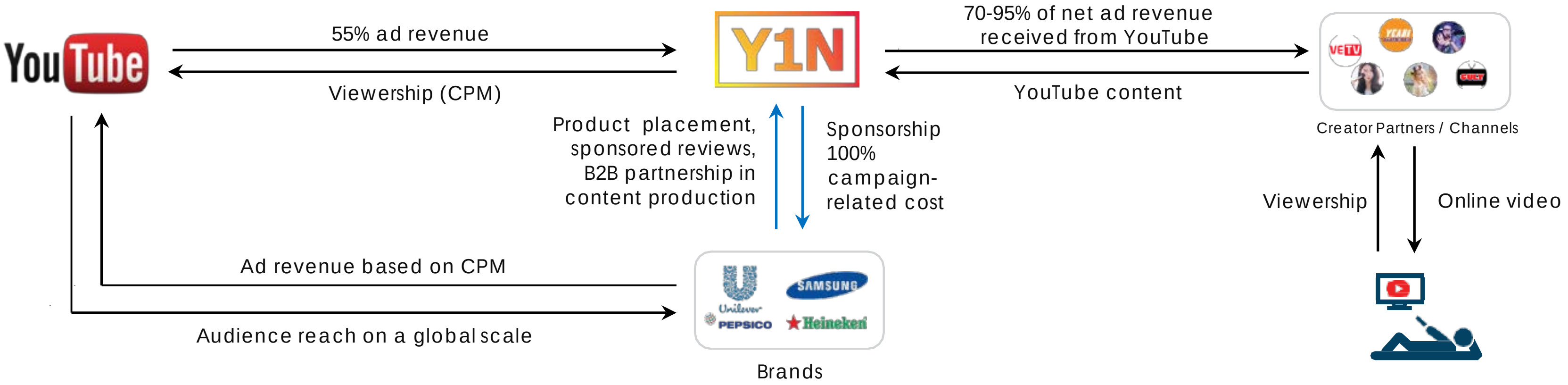
TECH & GAMING

- **1.9mn** subs. **724mn** views
- **0.9mn** subs. **888mn** views
- **1mn** subs. **397mn** views
- **0.8mn** subs. **391mn** views

YOUTUBE BUSINESS MODEL

Y1N typically receives 55% of ad revenue from YouTube and pays 70-95% of this revenue out to its creator partners.

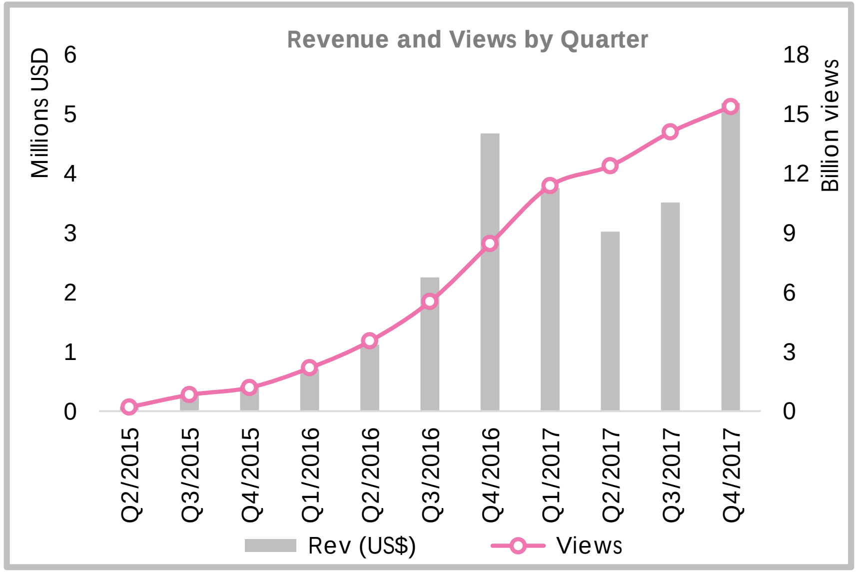
	2015	2016	2017
Average Views/Month	201,579,534	1,645,440,398	4,437,685,549
Accumulated No. of Subscribers	10,502,917	37,926,242	148,934,605
Accumulated No. of Play Buttons	4	4	12
Accumulated No. of Play Buttons	15	79	280



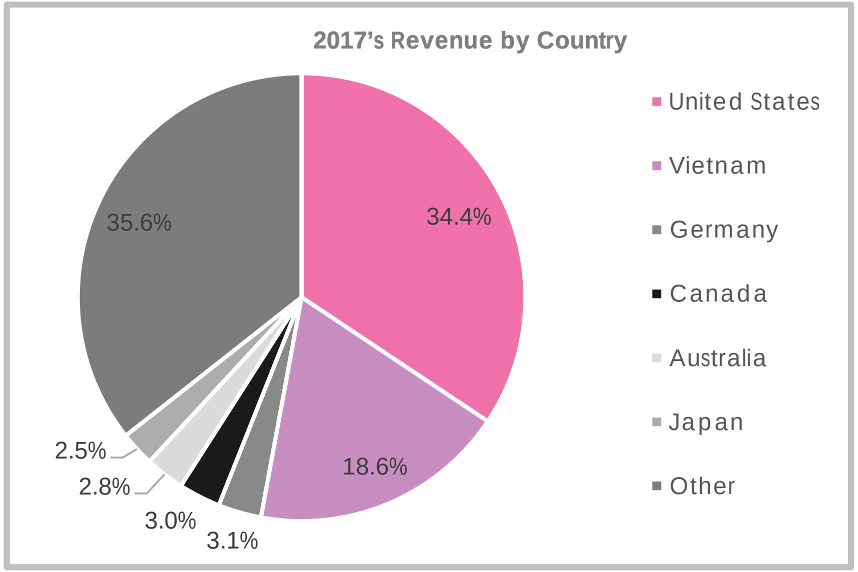
Y1N helps brands and content creators establish valuable connections

ROBUST BUSINESS PERFORMANCE

Strong revenue growth backed by rising viewership



International markets account for over 80% of Y1N's revenue



ON TRACK FOR TOP 3 GLOBALLY

Rank	Grade	Network	Members	Subs (Last 30 Days)	Video Views (Last 30 Days)
1st	A++	BroadbandTV	238,650	+79,050,890	+20,598,097,362
2nd	A++	vevo	12,033	+34,905,814	+20,594,838,428
3rd	A++	AIR	37,478	+25,526,160	+6,959,184,930
4th	A++	Fullscreen Network	68,250	+24,883,709	+6,468,515,556
5th	A++	Yoola	43,579	+22,819,841	+6,053,660,339
6th	A++	Yeah1 Network	4,602	+10,120,658	+4,574,056,617
7th	A++	Maker Studios	9,419	+10,448,974	+4,146,403,455
8th	A+	Believe	71,835	+8,837,073	+4,098,162,497
9th	A+	theorchardmusic	125,952	+7,915,579	+4,054,250,268
10th	A+	Machinima	8,501	+7,222,445	+3,273,129,294

Source: Social Blade as of October 2017

Yeah1 owns the Largest YouTube Multi Channel Network in Asia and one of the Largest in the world

Y1N is the **Number 1** YouTube MCN in Vietnam and the top-ranked in Asia in eher than many well-known global networks, such as Freedom, UUUM, Market Studio, etc.

Y1N's success has been driven by creating value for brands and creators who join Channel management and Cross promotion for brands; Training workshops, content support, and World-class analytics for creators.

Y1N is replicating its success model to other fast-growing markets. In December 2017, Y1N acquired SPRINGme, a Thailand-based Beauty & Lifestyle YouTube MCN. Y1N is now looking to acquire MCN licenses in Philippines and Indonesia.

With the aggressive global expansion plan, Y1N is on track to become the 3rd largest MCN in the world.

KEY TO Y1N'S RAPID RISE TO NO.1 IN ASIA

High Quality Content & Top Talent Creators

On average, one Y1N-owned channel grosses 2.96 million views, surpassing some of the most famous YouTube MCNs worldwide. With YEG's AI analytics functionality, Y1N has the ability to produce trendy content, as well as recruit and develop content curators & influencers which can further drive viewership and ratings.

Targeting the Right Audience

Y1N focuses strongly on key verticals such as Kids and Women & Beauty, two of the most appealing content segments to global viewership. For example, Kids-related content accounts for one third of online video viewership on the Y1N's channels. Focusing on the right audience has been a key success to the rapid growth of Y1N globally.

Strong Ability to Produce more Qualified Content

YEG uploads more than 30,000 videos per month, it also currently produces approximately 300 hours of new content a day, which is more than 13 times that of VTV, the largest TV network in Vietnam.

This allows YEG's client publishers and advertisers to dynamically adapt and curate the suitable content based on real-time analytics. To put simply, YEG give the viewers whatever they want, whenever they want.

A STRATEGIC ASSET OF YEG

With the rapid rise in digital media expenditures, the Multi-Channel Network space has been attracting huge interest as strategic media corporations move into the industry through M&As and investments.

In Asia, Y1N continues to be the top-ranked MCN in terms of views. Meanwhile, similar platforms are either being acquired by strategic investors or going IPO.

As US media players seek to penetrate Asia, YEG is an ostensible strategic partner for Content Distribution as well as advertising need.

Verizon to Acquire 24.5% Stake in AwesomenessTV for $159 Million

DISNEY

Disney to Buy Maker Studios in Deal Worth Up to $950 Million

Victor Luckerson
Mar 25, 2014

Chernin and AT&T Set to Buy Control of Fullscreen YouTube Network

The joint venture will take a majority stake in the YouTube network, valuing it at more than $200 million.

HOME > DIGITAL > GLOBAL JUNE 26, 2013 8:35AM PT

RTL Takes Control of BroadbandTV with $36 Million Investment

Media conglom, which owns FremantleMedia, plans series of investments in YouTube multichannel network company

New listing! UUUM's initial forecast for IPO! YouTuber of Hikakin etc. also shareholders

Update date: 2017/08/31

UUUM MCN RECENT IPO SUCCESS

JAPAN's hottest IPO recently (Aug 30, 2017) was that of UUUM Inc (established in 2013), Japan's Leading YouTube MCN.

Y1N has 2x views and 3x subscribers, while being built up in less than one third of the time. UUUM Inc is currently trading at a market capitalization of USD 539mn.

	UUUM	Y1N
Number of channels	3,870	1,200+
Last 30-day Subscribers	2.6mn	6.9mn
Last 30-day views	2.2bn	4.4bn
2017 Global rankings by SocialBlade	17	6
Views/channel	0.6mn	3.7mn
Market Capitalization*	USD 539mn	TBD

** Based on closing price @ September 24, 2018*

YEAH1 PUBLISHING BUSINESS

The Only Google Certified Publishing Partner in Southeast Asia

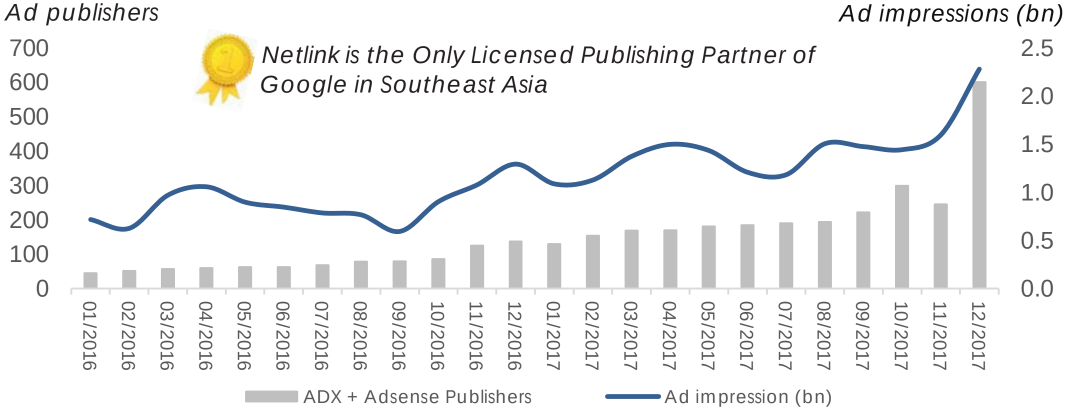
OVERVIEW

YEG's Non-YouTube digital media business includes Netlink (Google's Only Certified Publishing in Southeast Asia) and Webface (managing YEG's owned websites and Facebook fan pages).

Netlink provides **over 600 active publishers** with optimization of their digital strategies and generation of incremental revenue with AdSense, DoubleClick Ad Exchange, and DoubleClick for Publishers.

As Digital Advertising grows and Google AdSense continues to dominate the market in Southeast Asia, Netlink is **well positioned** to continue its rapid ascension to **become the No.1 service provider** for both content creators and advertisers.

Impressions growing at 11.5% per month or 270.7% annually since YEG's acquisition



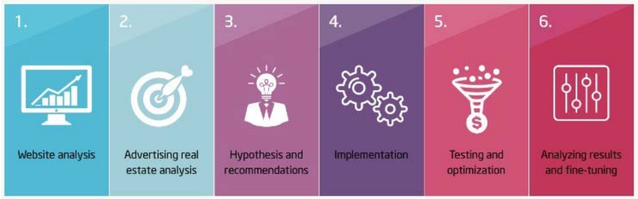
Source: Netllink

** Google Certified Publishing Partner*

Quick Facts

35	Google GCPP globally
ONLY	Google GCPP in SEA
600+	Websites & Apps Managed
2.3bn	Monthly Impressions in Dec 2017
7x	CPM increase in 2017
8.3mn	2017 Revenue
45.0mn	2018F Revenue

Process



Notable Websites Managed by Netlink

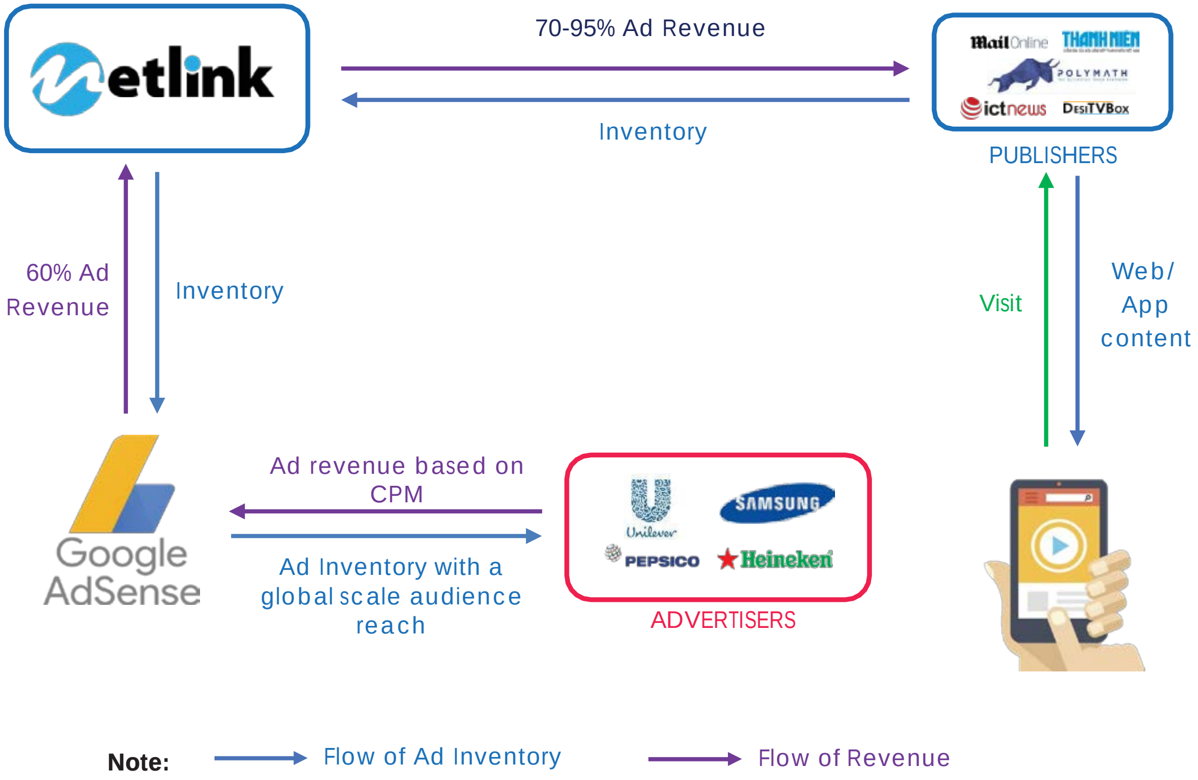
600+ active publishers worldwide

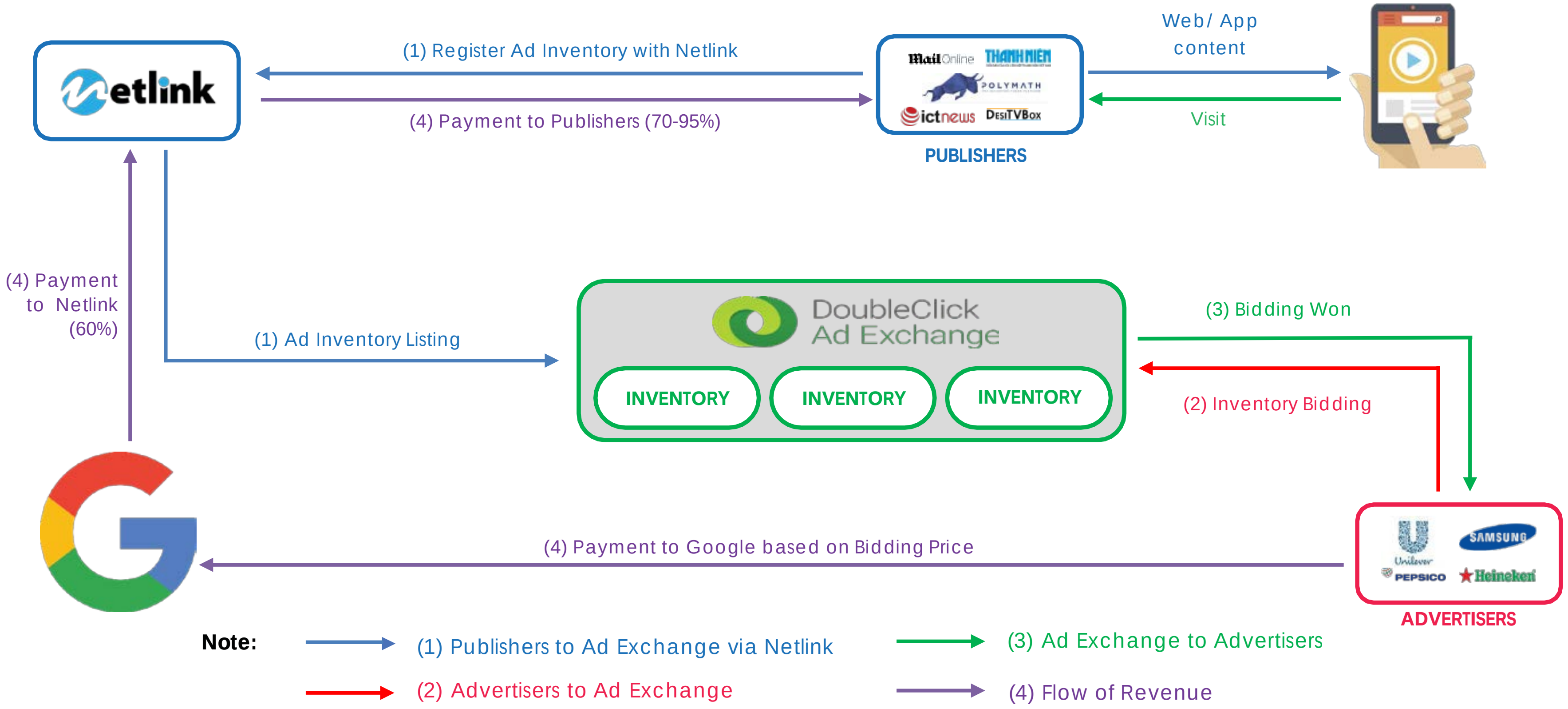
ADSENSE BUSINESS MODEL

Similar to YouTube MCNs, Google Certified Publishing Partners (GCPP) manage AdSense accounts of their clients (publishers). Google has the full discretion of which ad content to be displayed on publishers' websites or apps.

Ad revenue is based on CPM (cost per thousand impressions) or CPC (cost per click). The revenue received by Google is paid to Netlink, followed by payments to Netlink's publishers.

This model typically applies to small publishers.





AD EXCHANGE BUSINESS MODEL

Netlink serves as an Ad Network which acts on behalf of publishers and sells their ad inventories to advertisers. The GCPP license gives Netlink the full rights and capability to access Google's DoubleClick Ad Exchange to ask for best prices for Netlink's publishers. This model typically applies to large publishers.

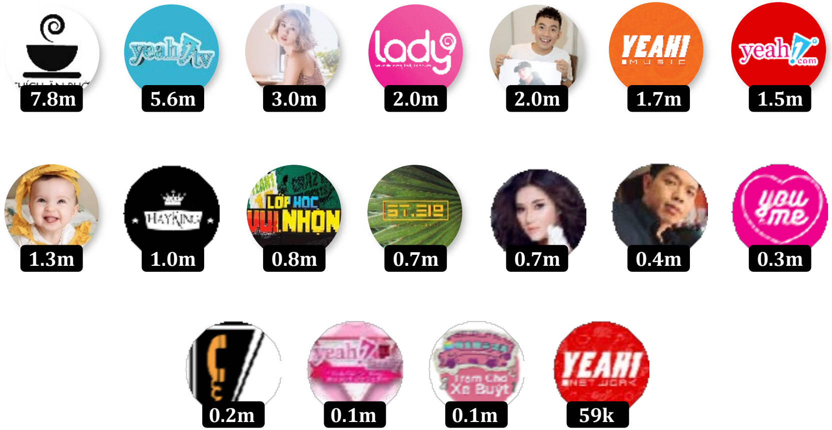
A MULTI-CHANNEL DIGITAL APPROACH

YEG is also one of the largest publishers with presence on all types of digital media, including both web and social media, especially Facebook.

Currently, YEG owns and operates **over 40 websites**, aggregating a total of **450mn monthly views**. In addition, YEG manages a portfolio of popular Facebook fan pages with **over 48mn followers**. YEG's large follower base creates huge potential for further monetization, such as paid views on Facebook videos.

Examples of YEG's most visited Facebook fan pages

of likes



Examples of YEG's most visited websites

www.yeah1.com

103.3mn monthly page views

10.1mn monthly users

31.6% returning users

www.zitu.me

17.3mn monthly page views

8.2mn monthly users

23.4% returning users

www.yeah1music.net

9.5mn monthly page views

3.8mn monthly users

34.5% returning users

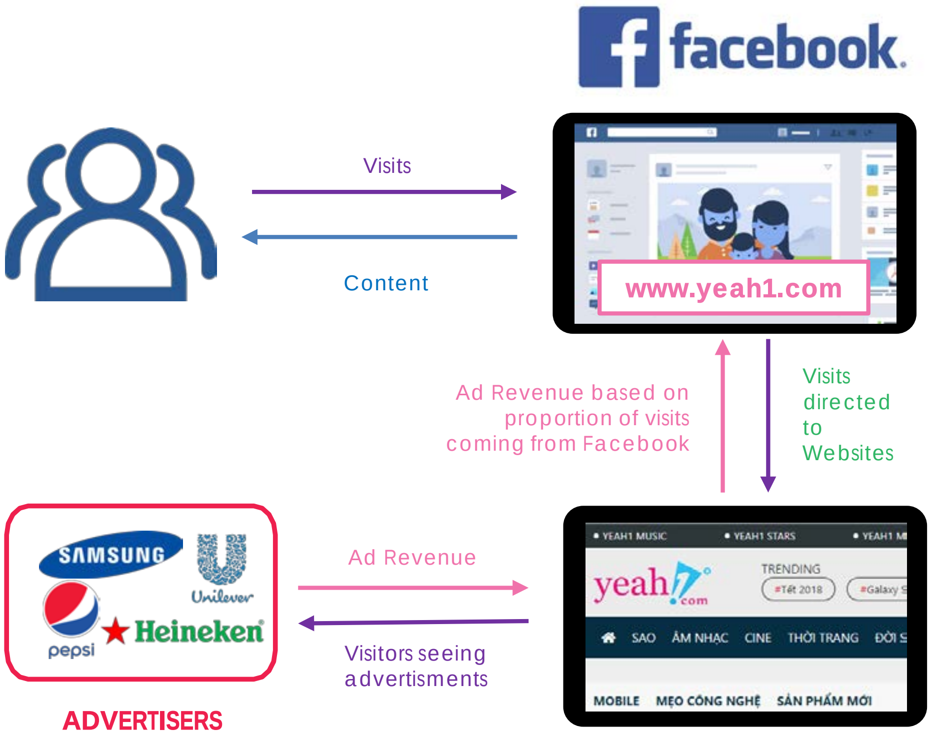
WEBFACE

YEG’S INNOVATIVE APPROACH TO MONETIZE FACEBOOK

Even though Facebook currently does not have a monetization platform for media content creators, YEG has successfully developed technology to monetize our affiliated Facebook fan pages.

Follower traffic on FB fan pages managed by YEG is directed to YEG’s owned and affiliated websites, which generate impressions and ad revenue for YEG.

As Facebook is rolling out a new monetization tool for content creators, YEG is well positioned for a direct revenue stream from Facebook.



MARKET LANDSCAPE

Primed to Dominate the Digital Media Market

RIGHT DEMOGRAPHICS FOR DIGITAL MEDIA

A Young & Tech Savvy Population

YOUNG POPULATION	INTERNET USER	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
45.2 MILLION	49.1 MILLION	46.0 MILLION	124.7 MILLION	41.0 MILLION
vs POPULATION 48%	PENETRATION 52%	PENETRATION 48%	vs POPULATION 131%	PENETRATION 43%

Vietnam’s Annual Growth in 2016-2020

+1.0% total population

+10% Internet user

+25% active social media users

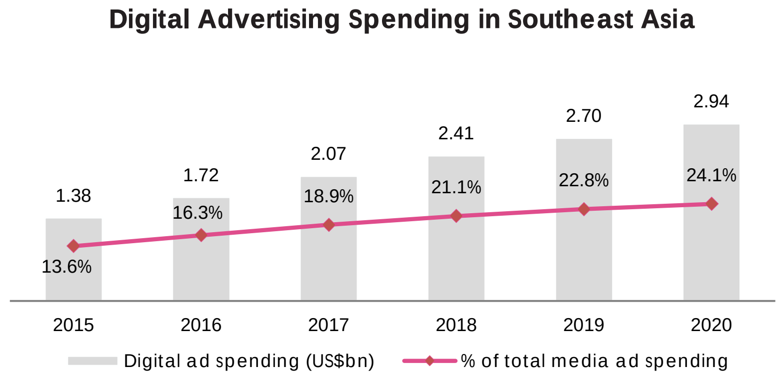
+5% mobile subscription

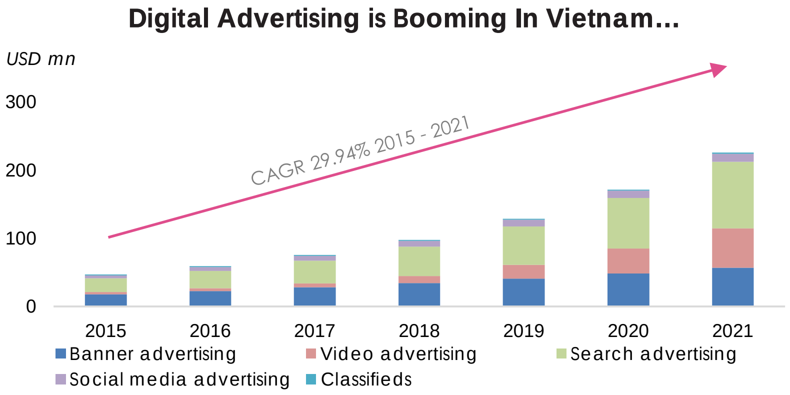
+21% active mobile social users

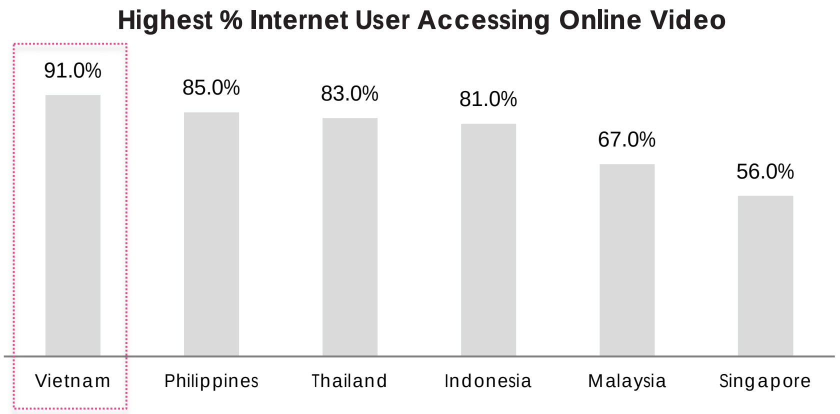
Sources: CIA’s World Factbook, WeAreSocial, Global Rev Gen, World Bank

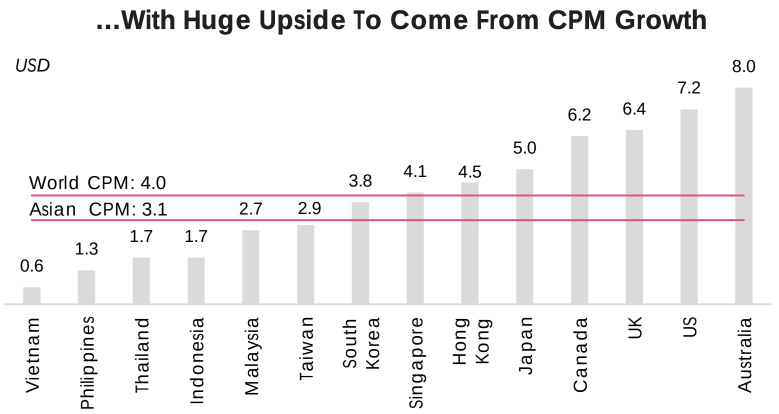
Vietnam has one of the highest smart phone penetration rates in Asia, as well as a young & very social media dependent population

STRONG INDUSTRY GROWTH









Source: eMarketer; Statista; Youtube statistics

VIETNAM'S LARGEST DIGITAL ECOSYSTEM

YEG'S HUGE COMMUNITY

4.4bn average views monthly, 149mn YouTube subscribers

2.3bn Impressions monthly

450mn monthly website views

48mn fans on Facebook

WHY YEG'S COMMUNITY IS VALUABLE & DIFFERENT

1. **Highly Defined and Easily Influenced User Base**

   YEG has developed a young and energetic audience base who are very digitally savvy and eager to follow new trends.

2. **Highly Engaged in Digital Videos and Social Media**

   Digital videos and social media are heavily engrained into Vietnamese youth, allowing YEG to establish deep connections with its community.

3. **High Spending Frequency by YEG's Users**

   As a result of the booming consumerism in Vietnam, young Vietnamese adults have high and impulsive spending habits, creating tremendous monetization opportunities within YEG's community.

4. **Mutual Interaction Between YEG and YEG's Community**

   YEG listens to its community and vice versa. This mutual exchange of information and data enables YEG to consistently improve its content quality and diversity.

5. **Powerful Network Effect leading to Sustained Community Growth & Loyalty**

   Over the years, YEG's unrivaled growth in content creators and followers has created a powerful network effect, which results in a virtuous cycle of better content and more audience.

3-YEAR VISION

To solidify regional leadership in digital content, media and advertising, and
To become Southeast Asia's first unicorn in the media industry

3-YEAR VISION

1 **Become World's Top 3 YouTube MCN with 15 Billion Monthly Views**

2 **Continue Our Expansion Across All Media Channels in Vietnam**

3 **Execute a Regional Content Hub Strategy & Acquire more International Content**

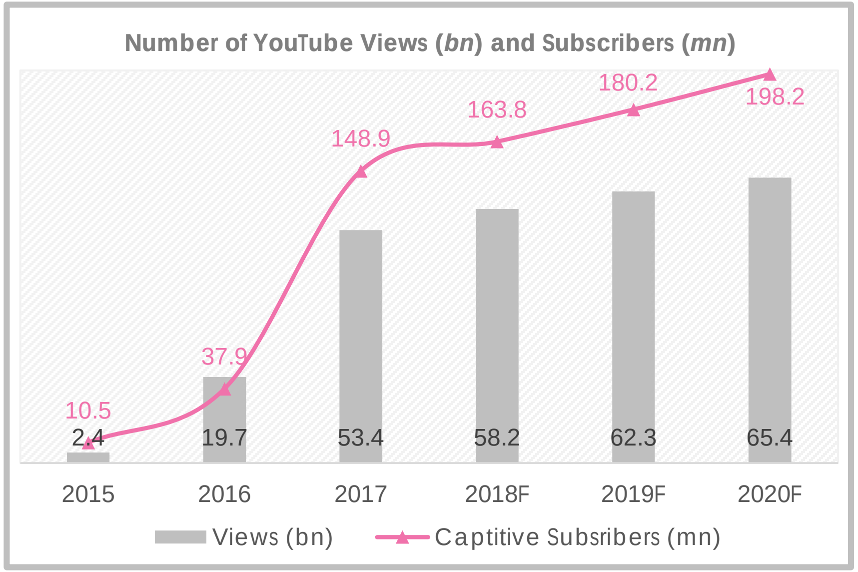
4 **Expansion via M&A into Thailand (Complete), Philippines & Indonesia (Underway)**

5 **Enrich Qualified Content in 4 Key & Profitable Verticals: Kids, Music, Beauty and Gaming**

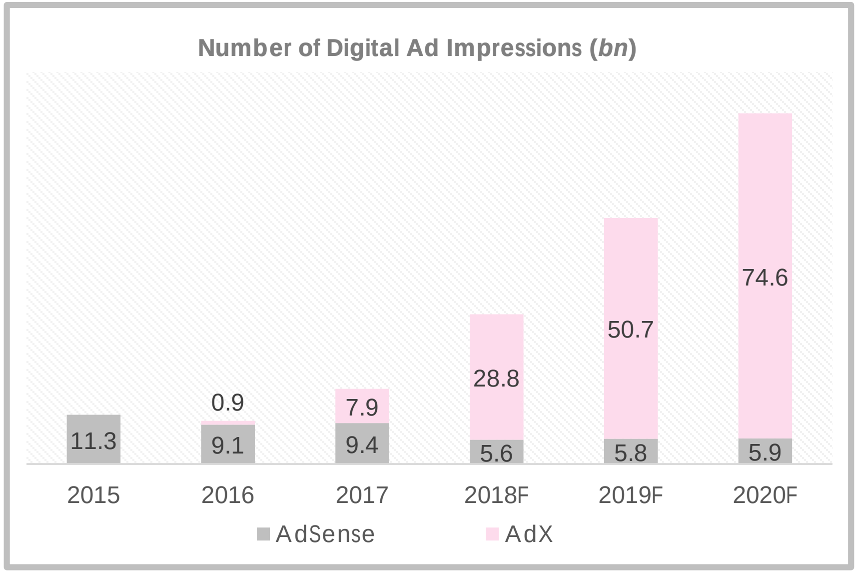
6 **Develop Direct and Strategic Relationships with Advertisers and Reduce Dependency on Agencies**

ROBUST GROWTH TREND IN COMMUNITY

Exponential growth in views and subscribers



Rapid growth in ad impressions



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