

PRESENTATION BY CEO

A dark blue, diagonal shape that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

DISCLAIMER

This presentation does not constitute, or form any part of any offer for sale or subscription of, or solicitation of any offer to buy or subscribe for, any securities in Datapulse Technology Limited (“Datapulse” or the “Company”) in Singapore or any other jurisdiction nor shall it or any part of it form the basis of, or be relied on in connection with, any investment decision, contract or commitment whatsoever in this or any jurisdiction. This presentation may contain forward-looking statements that involve assumptions, risks and uncertainties. Actual future performance, outcomes and results may differ materially from those expressed in forward-looking statements as a result of a number of risks, uncertainties and assumptions. You are cautioned not to place undue reliance on these forward-looking statements, if any, which are based on the current view of management on future events. The information contained in this presentation has not been independently verified. No representation or warranty expressed or implied is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Neither Datapulse or any of its affiliates, advisers or representatives shall have any liability whatsoever (in negligence or otherwise) for any loss howsoever arising, whether directly or indirectly, from any use, reliance or distribution of this presentation or its contents or otherwise arising in connection with this presentation. The past performance of Datapulse is not indicative future performance. The value of shares in Datapulse (“Shares”) and the income derived from them may fall as well as rise. Shares are not obligations of, deposits in, or guaranteed by, Datapulse or any of its affiliates. An investment in Shares is subject to investment risks, including the possible loss of the principal amount invested.



KEY ISSUES

- Circumstances surrounding the Wayco acquisition
- Independence and governance of the Board
- Competence of the Existing Directors
- Dividend quantum
- Outlook and business direction



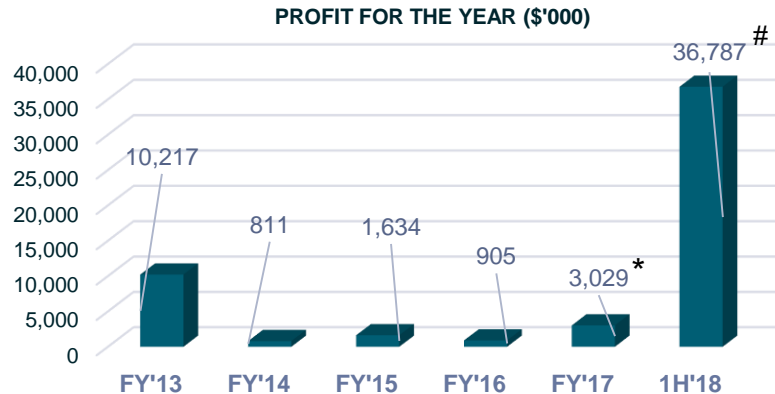
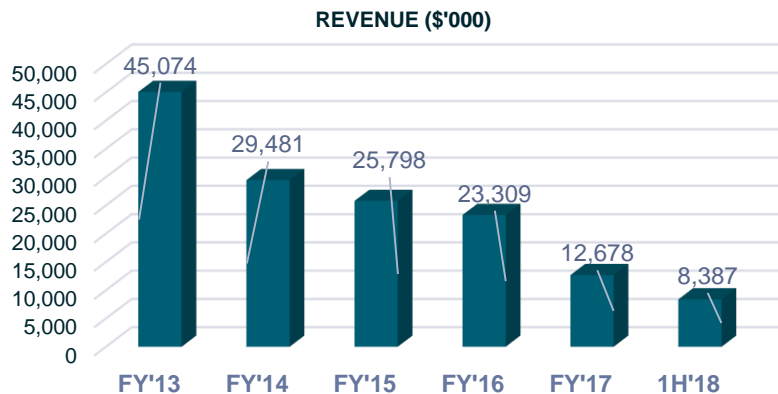
ENHANCING SHAREHOLDER VALUE

- Dividends are not the only form of shareholder return
- Wayco has opportunity to be nurtured and expanded as a platform into the hair care/ personal care business (high margin and high growth)
- CEO has already unveiled an overview of the growth strategy – geographical expansion, value chain enhancement and supply chain management, etc
- Buyback clause for Wayco (exercisable by Dec 14 2018) is strong protection for all shareholders
- Besides Wayco the Company is also diversifying into the investment/property businesses
- Board is committed to deliver sustainable value to all shareholders



FINANCIAL HIGHLIGHTS

- Current core business of media storage products offers limited growth prospects amid more challenging operating conditions
- Financial performance has deteriorated in recent years



- ***FY'17 loss of S\$2.6m** from continuing operations; above chart reflects one-off profit from discontinued operations of **S\$5.6m**
- **# 1H'18 loss before tax of S\$7.4m** excluding a gain on sale of property of **S\$44.6m**
- Results from operations from Wayco's business did not contribute to any such loss



PROPOSED REMOVAL OF EXISTING DIRECTORS (Reso 1 – 4)

The following Existing Directors, whom the requisitionists have proposed to remove, are experienced in various sectors:

- **Low Beng Tin** (General Corporate/Commercial/Industry Experience) MBA (Chinese Program), NUS
- **Thomas Ng Der Sian** (Corporate Finance and Audit/Accounting) Bachelor of Accountancy, NTU
- **Rainer Teo Jia Kai** (Fund/Asset Management) Master in Applied Finance, Monash Business School
- **Wilson Teng Wai Leung** (Sales Management and Strategy) MBA, California State University

The Existing Directors are confident of implementing the proposed business diversification provided most of the Board remains in office.



BOARD'S VIEW OF PROPOSED REMOVAL

- The media storage business has deteriorated for several years; previous Board had already decided to sell Tai Seng Drive factory and cease manufacturing activities before New Board stepped in
- Sequence of events meant the New Board had to decide quickly; stands by merits of Wayco acquisition, supported by EY's strategic review, sufficient protection through buyback arrangement
- Minimal potential conflicts of interest between New Board members and Ms Ng Siew Hong
- Directors exercise independent business judgement
- The New Board has commissioned an internal control review by Lee & Lee relating to circumstances to Wayco acquisition, board appointments and nominations, how to improve internal controls and corporate governance practices; and will adopt any recommendations made
- The New Board remains committed to highest levels of transparency and good governance



PROPOSED APPOINTMENT OF NEW DIRECTORS (Reso 5 – 8)

- **Ng Boon Yew** (former Independent Non-Executive Director of Datapulse from Sept 2001– Jul 2013; Chairman of Raffles Campus Pte Ltd)
- **Loo Cheng Guan** (proposed Independent Director)
- **Ng Bie Tjin @ Djuniarti Intan** (former Executive Director and Finance Director of Datapulse until Nov 2014; controlling shareholder; daughter of Datapulse’s co-founder and former chairman)
- **Koh Wee Seng** (proposed Independent Director; Chief Executive Officer of Aspial Corporation Ltd., where Ms Intan Ng is an Independent Director)



BOARD'S VIEWS ON PROPOSED NEW DIRECTORS

- Potential issues relating to Ms Intan Ng's character, integrity and competence to act as Executive or Non-Executive Director
- Poor investment track record of previous Directors, eg. investment in Raffles Campus
- Questionable degree of independence between Mr Ng Boon Yew, Mr Koh Wee Seng and Ms Intan Ng
- No identified strategy for Datapulse's business direction and future plans
- Further information on the Board's view of the Proposed New Directors disclosed on 27 March 2018 (Appendix A)



PROPOSED BUSINESS DIVERSIFICATION (Reso 9)

- Proposed diversification into consumer and investment business
- Proposed re-exploring property business
- The proposed business diversification is in the interests of the company and shareholder
 - It will reduce reliance on the currently dormant media storage products business and provide flexibility to enter into transactions relating to such new businesses
- The diversification is subject to the Board adopting all recommendations proposed by the Independent Professionals (Lee & Lee) on improvements to internal controls and corporate governance practices
- Mr Wilson Teng, appointed on 19 March 2018 as CEO, has extensive sales management and strategy experience, cultivating and managing business and sales management teams that focused on addressing new markets



Safeguards in Respect of the Proposed Consumer Business, the Proposed Investment Business and the Proposed Property Business

A) Notification to SGX

SGX has required the Company to notify the Exchange in advance of any possible acquisitions involving Mr. Ang Kong Meng.

B) Enhanced Internal Controls

The expansion and diversification of the core business(es) of the Group to include the Proposed Consumer Business and the Proposed Investment Business and any acquisition or investment in relation to the Proposed Property Business are subject to the Company adopting the recommendations set out in the Internal Controls Review.



Safeguards in Respect of the Proposed Consumer Business, the Proposed Investment Business and the Proposed Property Business

C) Shareholders Approval

Even in the event that Shareholders' approval is obtained for the Proposed Business Diversification, the Company will seek Shareholders' approval in the event of any of the following events:

- a) for the first acquisition transaction under the Proposed Consumer Business which results in the relative figure as computed based on the purchase consideration set out in Rule 1006 exceeding 20% ("First Major Consumer Business Acquisition");
- b) for the first acquisition transaction under the Proposed Investment Business which results in the relative figure as computed based on the purchase consideration set out in Rule 1006 exceeding 20% ("First Major Investment Business Acquisition");



Safeguards in Respect of the Proposed Consumer Business, the Proposed Investment Business and the Proposed Property Business

c) if the Company enters into a series of smaller acquisition transactions under the Proposed Consumer Business, for the acquisition transaction (“Relevant Consumer Business Acquisition Transaction”) where the purchase consideration of the Relevant Consumer Business Acquisition Transaction, when aggregated with the purchase consideration of all acquisition transactions in the 12 month period immediately prior to the date of the Relevant Consumer Business Acquisition Transaction, results in the relative figure as computed based on the purchase consideration set out in Rule 1006 exceeding 20% (“First Aggregated Major Consumer Business Acquisition”); or

d) if the Company enters into a series of smaller acquisition transactions under the Proposed Investment Business, for the acquisition transaction (“Relevant Investment Business Acquisition Transaction”) where the purchase consideration of the Relevant Investment Business Acquisition Transaction, when aggregated with the purchase consideration of all acquisition transactions in the 12 month period immediately prior to the date of the Relevant Investment Business Acquisition Transaction, results in the relative figure as computed based on the purchase consideration set out in Rule 1006 exceeding 20% (“First Aggregated Major Investment Business Acquisition”).



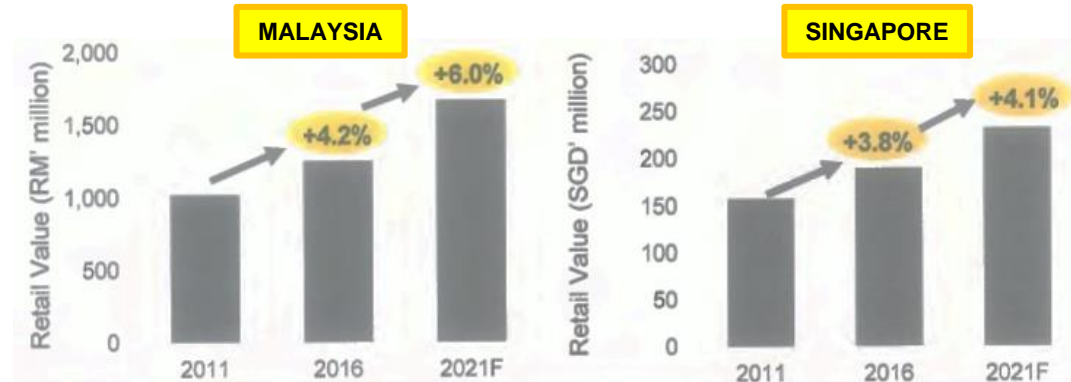
BENCHMARKING OF WAYCO'S BUSINESS (EY DATA)



Competitors	Brands	Market Size
Unilever (M) Holdings Sdn Bhd	Sunsilk, Brylcreem Clear, Dove	27.8%
Wipro Unza (M) Sdn Bhd	Elite, Safi, Gervenne	4.0%
Tohtonku Sdn Bhd	Follow Me	1.5%
Wayco Trading (M) Sdn Bhd	Goodlook, Glorin, Creatic, Seleein	0.03%
L'Oreal (S) Pte Ltd	L'Oreal, Elseve	17.5%
Tohtonku (S) Pte Ltd	Follow Me, Silkpro	3.5%
Way Company Pte Ltd	Goodlook, Glorin, Creatic, Seleein	1.5%

- Hair care in Malaysia** has been experiencing constant and steady growth from 2011 to 2016 at a CAGR of 4.2%. It is expected to grow at a higher CAGR of 6% to reach RM 1.7 billion in 2021.
- Hair care in Singapore** is experiencing lower growth than Malaysia. It recorded a CAGR of 3.8% from 2011 to 2016, and is expected to grow at a CAGR of 4.1% to reach S\$0.23 billion in 2021.
- Way Company Pte. Ltd.** is within the top 10 companies in the hair care market in Singapore in 2015

Source : Euromonitor, EY Analysis





STRATEGIC REVIEW ON THE HAIR CARE BUSINESS

- To evaluate possible options for Wayco to develop sales and distribution capabilities in mid to long-term
- Review will help Company decide whether to independently develop sales and distribution channels of its own or take over existing channels through acquisition of Way Company and/or Way Trading
- Review shows that Wayco is profitable; used to be manufacturing arm of Way Company and Way Trading, has potential to improve business viability if it develops its distribution capabilities and suite of brands assets and products
- For longer-term sustainability, Wayco must shift from standalone manufacturing business to one with distribution capabilities and multiple brands and products to transform into a value chain play; may take advantage of the expected growth in the hair care market to do so

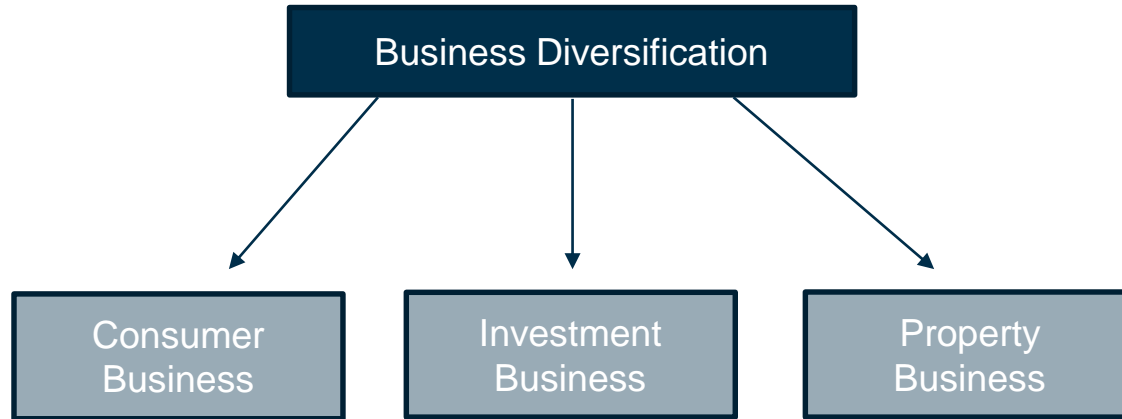


BUYBACK UNDERTAKING (ANNOUNCED 15 DEC 2017)

- Datapulse has the right to require the Vendor to buy back 100% of Wayco at the same effective consideration paid
- Should Datapulse discovers any material adverse matters pertaining to Wayco's business which were not known as at the date of the agreement, it has the right to exercise the Buyback Undertaking by 14 December 2018
- Effectively gives Datapulse the opportunity to continue due diligence investigations into Wayco post-completion of the acquisition for up to 12 months
- Board stands by its decision to acquire Wayco and the merits of the acquisition



DIVERSIFICATION



PROPOSED CONSUMER BUSINESS

- Wayco, which owns the Goodlook leaf trademark, manufactures 71 products spanning six core brands distributed in Singapore and Malaysia under the Way Company
- Assuming Shareholders approve the Proposed Business Diversification, the Board intends to transform Wayco into a value chain play in the hair care market, inter alia, through a multi-product, multi-brand strategy and expanding into manufacturing and distribution business
- As part of a 100-day action plan, the Board will prioritise existing product portfolio to maintain only the strongest products before considering new products
- Wayco is the manufacturing arm of the troika Wayco group of companies that operate the remaining sales and distribution networks
- The Asia Pacific hair care market is projected to attain CAGR of 2.5% Y-o-Y to US\$25 billion by 2020, with Malaysia expected to grow at CAGR of 6% to reach RM1.7 billion by 2021



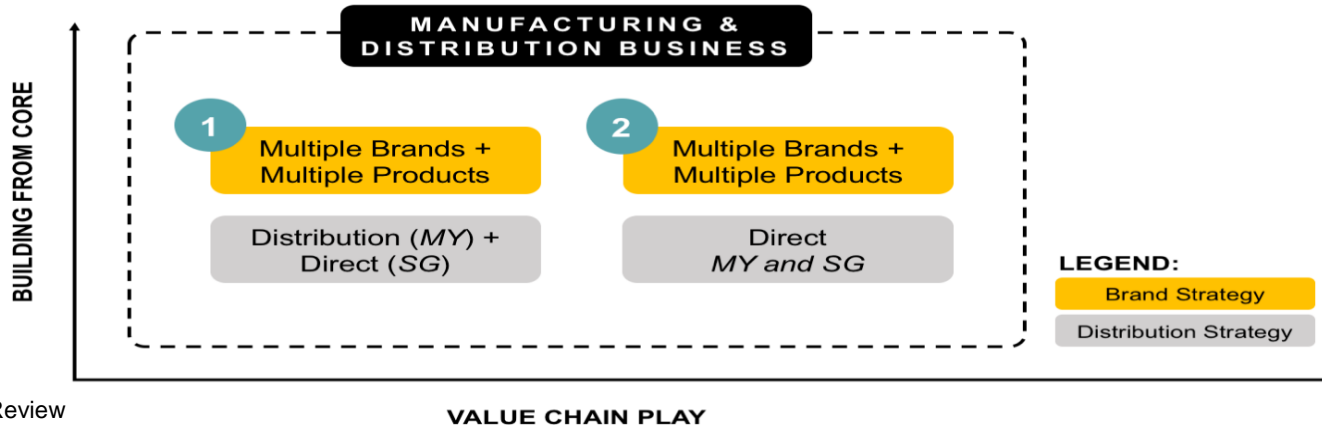
PROPOSED CONSUMER BUSINESS

- Undertakings to include all manufacturing, production, assembly, packaging, storage, sales, marketing, distribution, research and development, design or formulation or licensing for the following products:
- **Hair care products** such as shampoos, conditioners, hair styling products, such as hair gel, hair spray, hair mousse and other products for treatment of hair
- **Personal care products** such as skin care, cosmetic, beauty and body products, including facial and body cleansers, shower gel, soaps, lotions, creams, moisturisers, deodorants and hygiene products
- **Household cleaning and maintenance products** such as floor cleaners, detergents, dishwashing, laundry and other household or home care products
- The profitable Wayco business manufactures hair care, personal care and household chemical products with the opportunity to develop into a regional brand for the fast-growing personal grooming sector



100-DAY BUSINESS PLAN

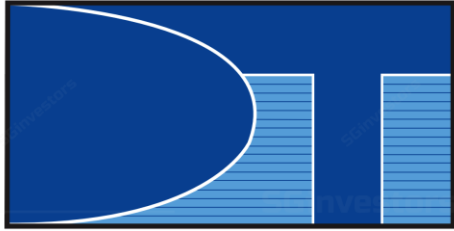
- Taking into consideration the EY review, and assuming the Proposed Business Diversification is approved at the EGM and after the adoption of the recommendations of the Internal Controls Review by the Company, the Board intends to transform Wayco into a value chain play through:
 - **Multi-product, multi-brand strategy**
 - Expand portfolio of hair care Develop or acquire new proprietary brands
 - products to include hair shampoo and hair conditioner in addition to hair styling products
 - Increase market share in Malaysia for proprietary brand products
 - **Manufacturing and distribution business**
 - Expand into manufacturing and distribution business to benefit from higher gross margins



PROPOSED SPECIAL DIVIDEND (Reso 10)

- Announced on 24 January 2018, the proposed distribution of a one-tier tax-exempt special cash dividend of S\$0.01 per share
- Special dividend proposed after sale of Tai Seng factory was completed on 31 January 2018; gain on disposal of S\$44.6 million which was recognised in 2Q FY2018





DATAPULSE TECHNOLOGY

THANK YOU