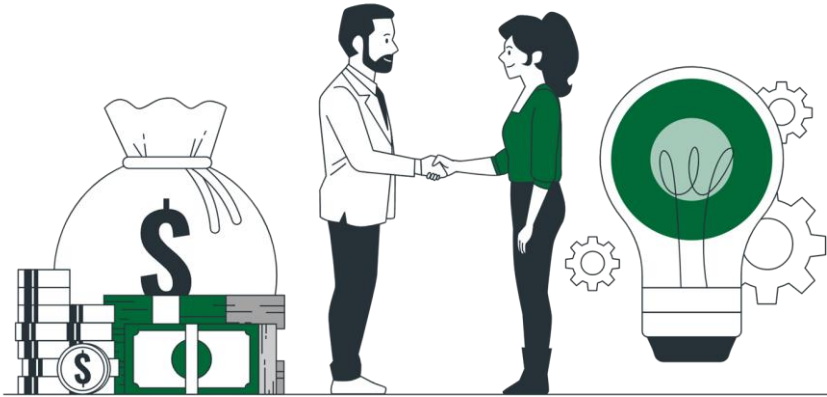




Fundraising and Investing via Equity Crowdfunding on pitchIN

Malaysia's Digital Fundraising & Investment Hub

Who We Are



pitchIN is a **digital investment hub** that connects companies with investors who believe in them. We are registered with the Securities Commission of Malaysia as a **Recognized Market Operator (RMO)** to offer both an Equity Crowdfunding (ECF) as well as an Initial Exchange Offering (IEO) or Token Crowdfunding (TCF) platform.

We also received approval to list Shariah approved based companies and also to operate a Secondary Market to trade shares.

As an alternative financing platform, we help to bridge the funding gap faced by companies.

pitchIN's Journey



One of the first six recipients of the RMO license awarded by the SC to operate an ECF platform



Total of 79 companies raised on pitchIN

- 1 of 2 approved platform to operate an Initial Exchange Offering ("IEO") by the SC
- 1st approved to operate a secondary exchange by the SC
- Commerce.Asia becomes 1st company to raise RM20 mil

1
2023

171 companies raised RM312 mil on pitchIN

2021

- 2nd approved to offer Shariah-compliant ECF by the SC



2020

1
2017

Total of 16 companies raised on pitchIN



signature market

2015

2012

Started as a rewards-based crowdfunding platform

Began as a venture builder – Watch Tower & Friends (WTF)

2010

pitchIN – Building a Digital Capital Market Hub

Equity Crowdfunding (ECF)

Fund raise via equity
(conventional or shariah)

Raise up to RM20 mil
(US\$4.4 mil)

Secondary Market (PSTX)

Secondary trading
market for shares

Buy/sell shares

Initial Exchange Offering/Token Crowdfunding (TCF)

Fund raise via issuance
of digital tokens

Raise up to RM100 mil
(US\$22 mil)

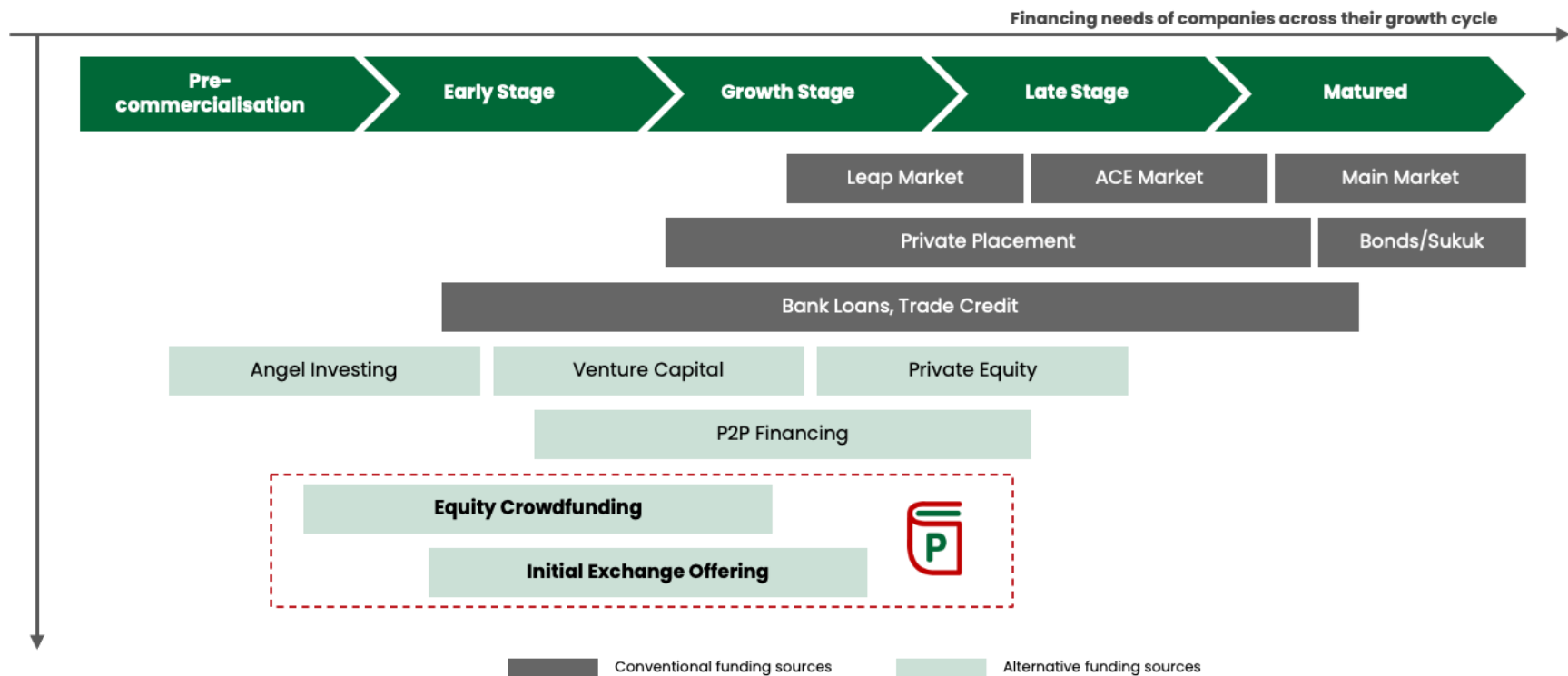
pitchIN Academy

Accelerator, masterclass
and training

Knowledge center

pitchIN is strategically positioned to fill in the funding gap by providing alternative funding to underserved companies

pitchIN is Strategically Positioned to Fill the Gap



Source: Capital Market Masterplan 3, Securities Commission Malaysia; BCG Analysis; Deloitte Financial Services Insight.

pitchIN by the Numbers

177*

Companies
successfully
raised funding on
pitchIN

RM324+
Million*

Funds raised on
pitchIN

18,000+*

Registered
investors on
pitchIN

Awarded '**Best Startup**' by Malaysian Venture Capital Association in 2021

A Full-Fledged Team

Business Unit

ECF (Equity Crowdfunding)

Conventional

Shariah

PSTX (Secondary Market)

IEO (Initial Exchange Offering/Token
Crowdfunding)

Group Resources

Legal & Compliance

Nominee (Investor Relations)

Technology & Product

Marketing

Academy



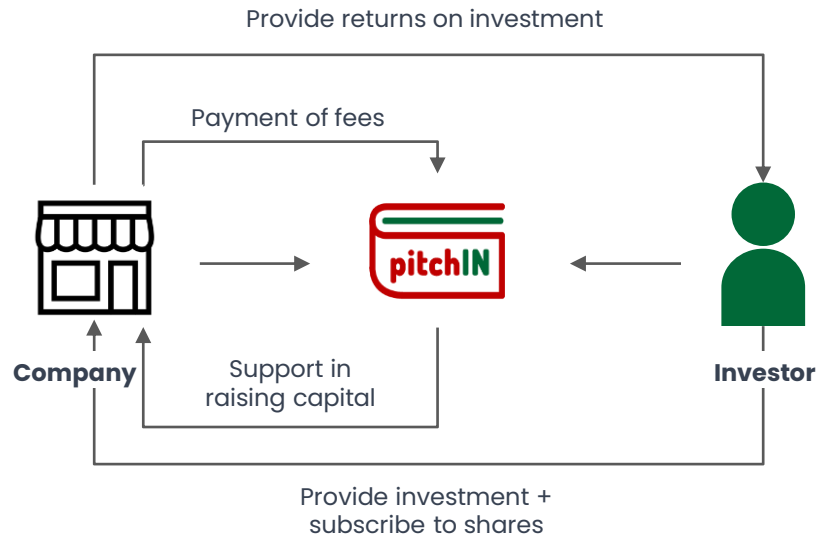
Equity Crowdfunding

General Overview of ECF Model in Malaysia

What is Equity Crowdfunding (ECF)?

- ECF is an alternative fundraising model **regulated by the Securities Commission**.
- It allows businesses to secure capital by offering shares in their company to a large number of retail, angel sophisticated investors or institutional investors.
- Companies (LLP, Sdn Bhd or unlisted Bhd) can raise **up to RM20 million**.
- Companies can be tech or non-tech from early to growth stages.

How the ECF Model Works



Who Can Be An Investor In Equity Crowdfunding



Retail

All other investors apart from Angel or Sophisticated Investors

Investment Limit: Up to RM5,000 per issuer and up to RM50,000 per year



Angel

Tax resident of Malaysia AND

- Total net personal assets >RM3 million or its equivalent in foreign currencies, OR
- Gross total annual income is > RM180,000 or its equivalent in foreign currencies in the preceding 12 months, OR
- Gross total annual income > RM250,000 or its equivalent in foreign currencies in the preceding 12 months (jointly with spouse)

Investment Limit: Up to RM500,000 per year

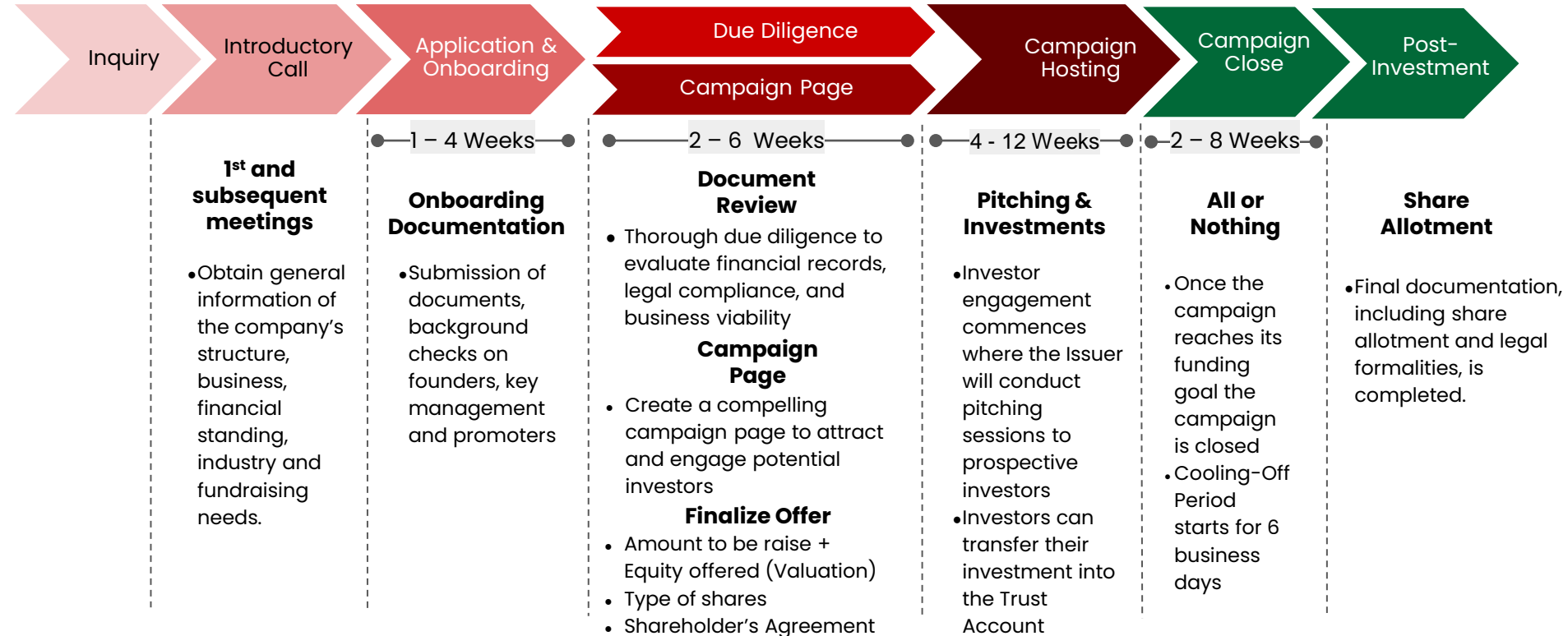


Sophisticated

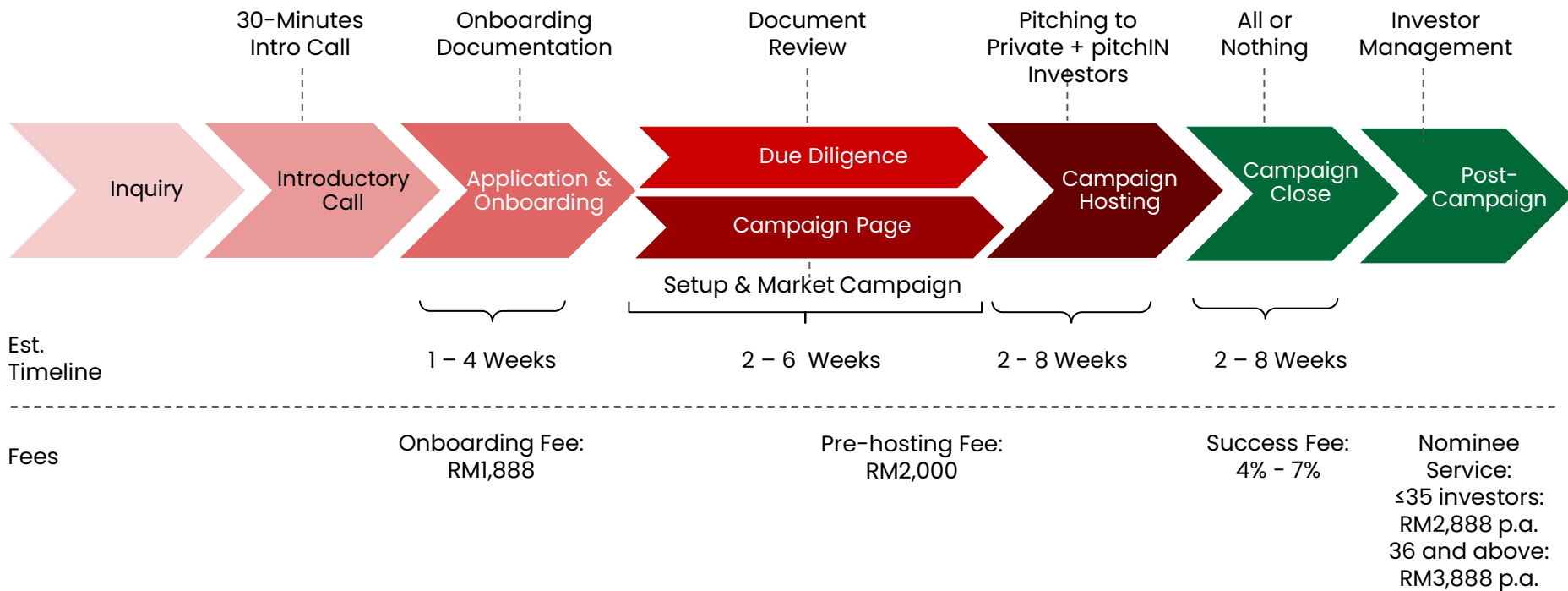
An accredited investor, high-net worth entity or high-net worth individual as defined in the Capital Markets and Services Act 2007 and related regulations

Investment Limit: No Limit

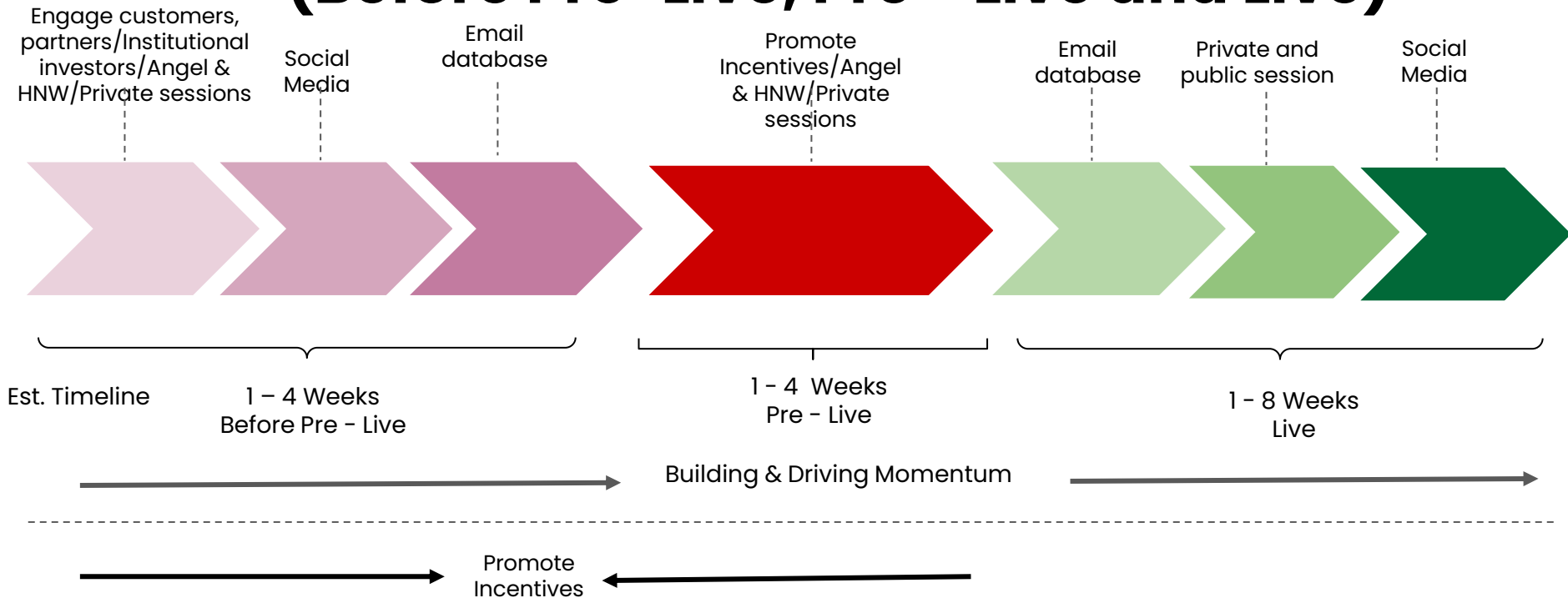
Process of an ECF Campaign



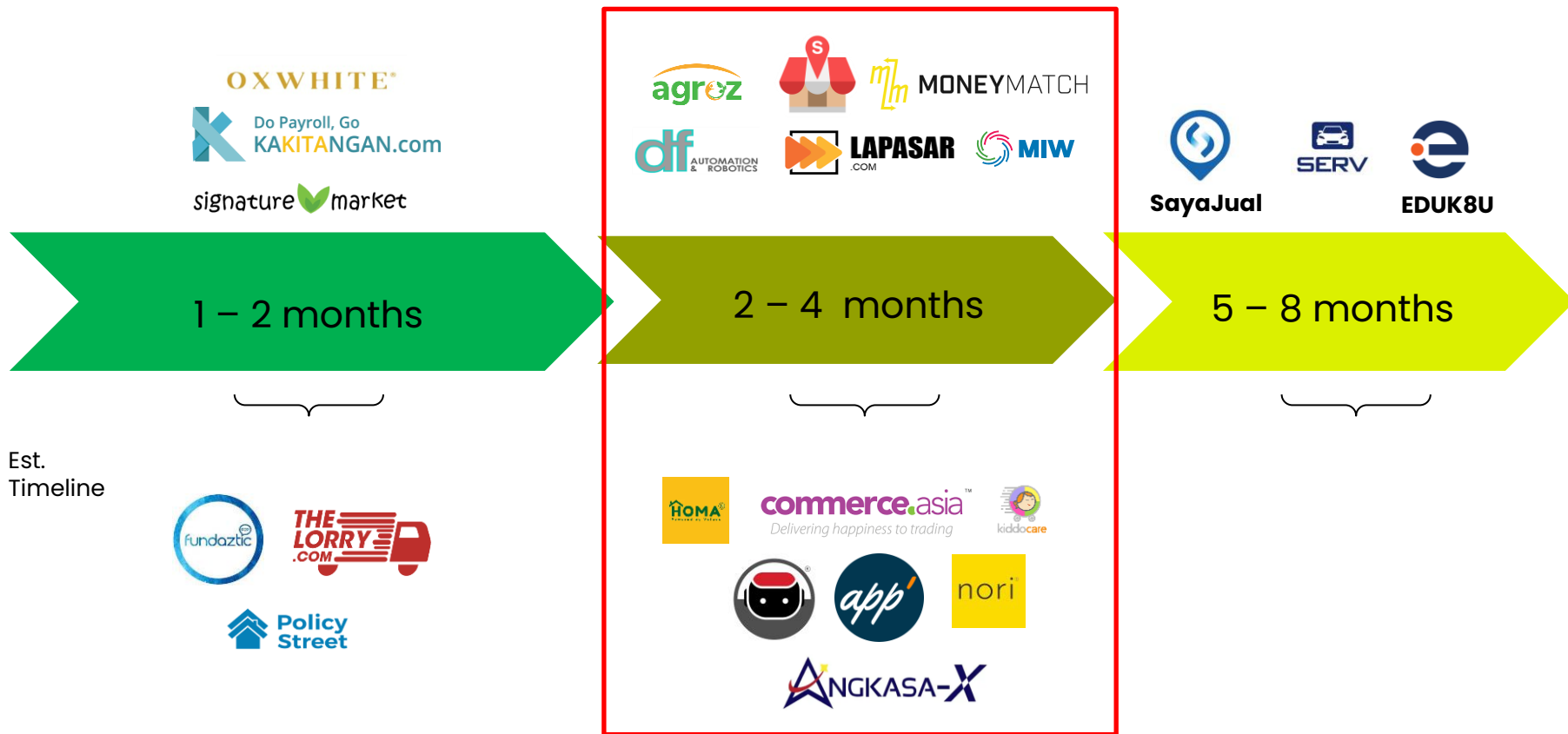
ECF Campaign Fees – Pre & Post



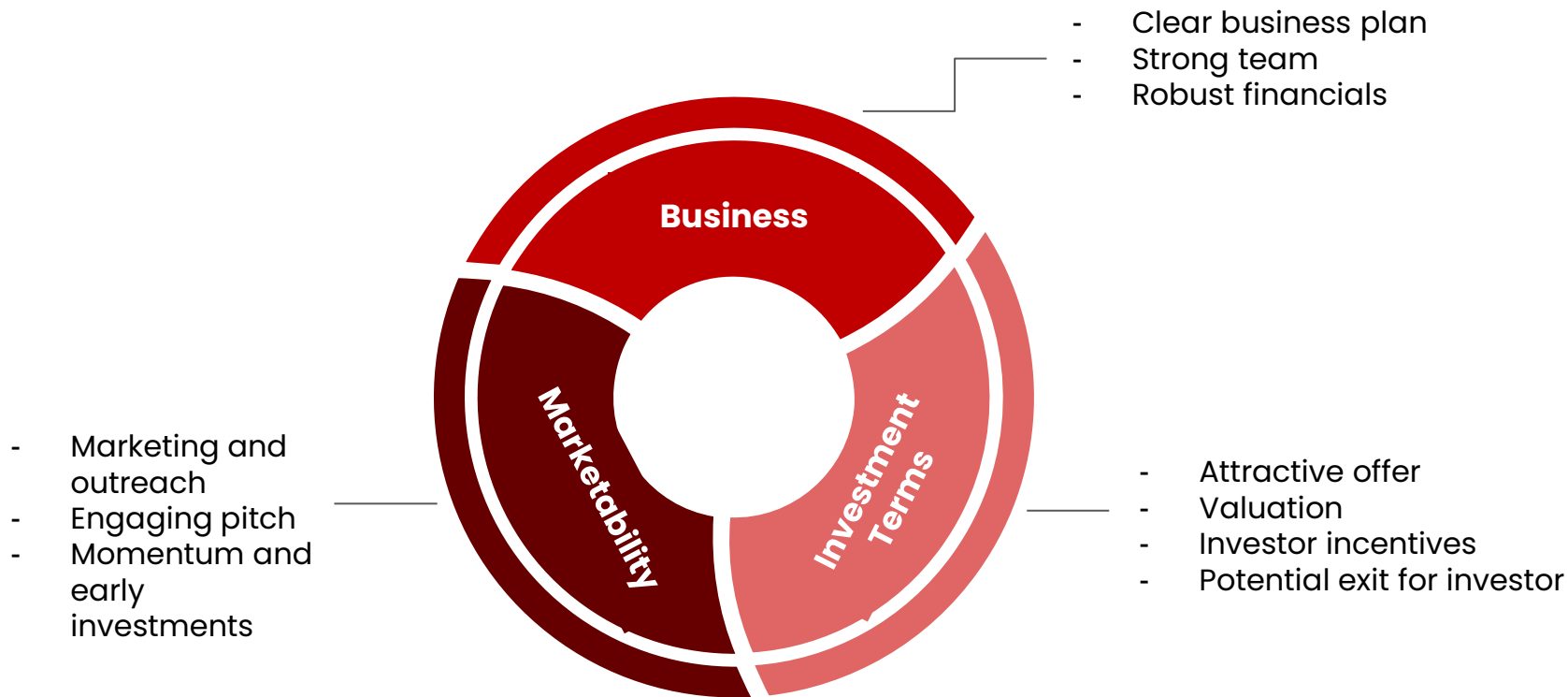
Marketing + Promotion (Before Pre-Live, Pre - Live and Live)



Time Taken to Fundraise



Key Factors For A Successful Campaign



Benefits For Companies & Investors

For Companies

- **Malaysia Co-Investment Fund (MyCIF)**
 - Co-invests at a ratio of 1:4 into companies that successfully raise on ECF platform and a 1:2 ratio into agri-business, ESG and social enterprises
- **Malaysian Technology Development Corporation (MTDC)**
 - A RM10 mil Co-Investment Fund by MTDC for companies that raise on pitchIN
 - Up to RM900K or 30% of the funding per Issuer's campaign
- **Blended Financing**
 - A RM1 Bil fund by BNM via Business Recapitalisation Fund (BRF)¹
 - Financing via debt up to RM5 mil for max tenure of up to 10 years

For Investors

- **Tax incentive**
 - Income tax exemption is given on 50% of the investment amount, up to the maximum exemption of RM50,000 for each assessment year
 - The investment must not be disposed of, in full or in part, within 2 years from the date of investment

Important Matters to Decide Pre Fundraising

1. Valuation – Companies need to justify the valuation they are seeking before going LIVE
2. Type of shares – Ordinary, Preference (RPS/RCPS) or a hybrid of Ordinary and Preference
3. ROI – What are the potential ROIs for investors



Case Studies – ECF

Types Of Companies That Have Raised on pitchIN

e-commerce

agriculture

manufacturing

education

agri-tech

food & beverage

logistics

pharmaceutical

retail

entertainment

blockchain

marketing tech

travel & hospitality

robotics

artificial
intelligence

finance

health &
wellness

insurance

property

fintech

logistics

A Truly Democratizing Platform



Smallest amount raised

Mesolitica (+3 other companies) - RM50,000



Highest amount raised

Commerce.Asia: RM20 mill
Fundaztic: RM17 mill



Most no. of ECF rounds

Speedhome: 3 rounds
Newleaf: 4 rounds

OXWHITE®

Highest no. of investors

OxWhite: 485 investors

Successful Fundraising Campaigns on pitchIN

signature  marketdf
AUTOMATION
& ROBOTICS

OXWHITE*

 Policy
Street LAPASAR
.COM

Industry	E-commerce (Snacks)	Automation & Robotics	E-commerce (Fashion)	Insurance Tech	E-commerce (B2B Marketplace)
Year	2017	2019	2019	2020	2021
Total fund raise	RM1.5 mil	RM3.0 mil	RM5.0 mil	RM5.3 mil	RM7.6 mil
No. of investors	161	177	485	274	18
Campaign highlights	RM400,000 raised in 10 days after they went LIVE on a 30-day campaign, after raising RM1.1 mil during their pre-LIVE. Post ECF, they raised another round with 2 local VCs.	A startup that was born out UTM Sekudai that successfully raised RM3 mil within 45 days of their campaign. Subsequently post ECF, they raised another round from MTDC.	Successfully raised the full amount in 2 weeks after going live. The majority of their investors were their own customers.	Raised 50% in 2 weeks and closed earlier than planned and was oversubscribed. Pitch sessions were done via Zoom due to the Covid-19 lockdown. Recently, they closed a RM70 mil funding from Khazanah.	Raised from High Net Worth investors. Post-ECF, raised successfully from VCs and a PE founder.

Successful Fundraising Campaigns on pitchIN



Industry	SaaS	Retail Tech	E-commerce	Fintech (P2P)	Logistics
Year	2016	2021	2018 & 2022	2018 & 2023	2022
Total fund raise	RM1.5 mil	RM2.88 mil	RM20.0 mil	RM19.6 mil	RM4.14 mil
No. of investors	63	112	171	115	171
Campaign highlights	Oversubscribed. Raised RM1.5 mil in 24 hours after the campaign went live. Post ECF, they raised from 2 VCs	Counts Petronas and Petron as clients. Did most if not all of their marketing via online sessions with investors.	Raised RM3 mil in 2018 and RM17 mil in 2022. Marketing focused on Angel and Sophisticated investors. The 1 st campaign to raise the full RM20 mil	The majority of their investors were their own customers. Marketing was focused to HNW investors.	Fundraising was focused for their Jakarta expansion. Focused on a lot of digital marketing and online sharing sessions during their successful fundraise.

Successful Fundraising Campaigns on pitchIN



Yin's Sourdough Bakery
Natural Levain Bread

Industry	IR4.0, Digital, B2B	Consumer Goods, Beauty & Wellness	IR4.0, Engineering	Food & Beverage
Total fund raise	RM3.2 mil	RM1.05 mil	RM1.8 mil	RM1.1 mil
No. of investors	100	26	64	59
Campaign highlights	Apping Technology is the 1 st Shariah compliant campaign to be listed on pitchIN. The campaign was oversubscribed.	A tightly run campaign that was focused on Angel investors followed by online sharing sessions. The campaign was closed earlier than scheduled as it raised their max amount.	Japanese institutional investor, "Leave a Nest" led the funding round of Robopreneur on pitchIN. 63 other investors followed suit.	Raised their funds entirely via Zoom sessions held at their restaurant during the first Covid-19 lockdown.



FAQs

FAQs for Companies

Question	Answer
Do companies need to submit audited accounts?	Companies raising more than RM500K will need to disclose their audited financial statement. If less than RM500K, management accounts suffice.
What type of companies can raise on ECF?	<ul style="list-style-type: none">- Locally incorporated LLP, Sdn Bhd and Unlisted Berhad companies- VCs registered with SC can raise a microfund on an ECF platform and only from Angel and Sophisticated investors.
What type of companies cannot raise on ECF?	<ul style="list-style-type: none">- Commercially or financially complex structures (i.e. investment fund companies or financial institutions)- Public-listed companies and their subsidiaries- Companies with no specific business plan or its business plan is to merge or acquire an unidentified entity (i.e. blind pool)- Companies other than a microfund that propose to use the funds raised to provide loans or make investment in other entities

FAQs for Companies

Question	Answer
How much can a company raise?	Companies can raise up to RM 20 mil on ECF. They can raise in one go or cumulatively.
What type of shares can I offer?	Companies determine the type of shares that they wish to offer - Ordinary Shares, Preference, etc. Convertible Notes and SAFE are currently not allowed in ECF.
Where are the ECF investors parked?	Sdn Bhd companies can only have 50 shareholders. If the ECF fundraising does well and companies get hundreds of investors, they will be placed under a Nominee company
How is valuation determined?	Companies to determine and justify valuation. pitchIN to share feedback and guide.
Do investors have to be updated?	Investors are updated following an agreed upon reporting timeline.

FAQs for Companies

Question	Answer
Can I raise on more than one ECF platform?	A company is not allowed host concurrent campaigns on multiple ECF platforms. However, a company may be permitted to be hosted on an ECF platform and Peer-to-Peer financing (P2P) platform, at the same time, subject to disclosure requirements.
Where are funds held?	Funds that are invested is parked in a Trust Account in a local Financial Institution (FI) until the results of the fundraising campaign is known.
When can the funds be released?	Release of funds after issuance/allocation of shares to investors.
Where are the ECF investors parked after allotment?	Sdn Bhd companies can only have 50 shareholders. If the ECF fundraising does well and companies get hundreds of investors, they will be placed under a Nominee company.

FAQs for Investors

Question	Answer
Who can invest in ECF?	Anyone can invest – local, foreign or even companies. VCs and Institutional investors are also allowed.
Is there any investor protection?	<ul style="list-style-type: none">- Investors, depending on their category (retail, angel, sophisticated) are advised to invest based on their limit.- 6-day cooling period after campaign closing, where investors are able to change their mind and refund their investment.- Money is held in a trust until campaign is closed.
How does an investor exit?	An investor can exit via pitchIN's secondary market, a trade sale, IPO

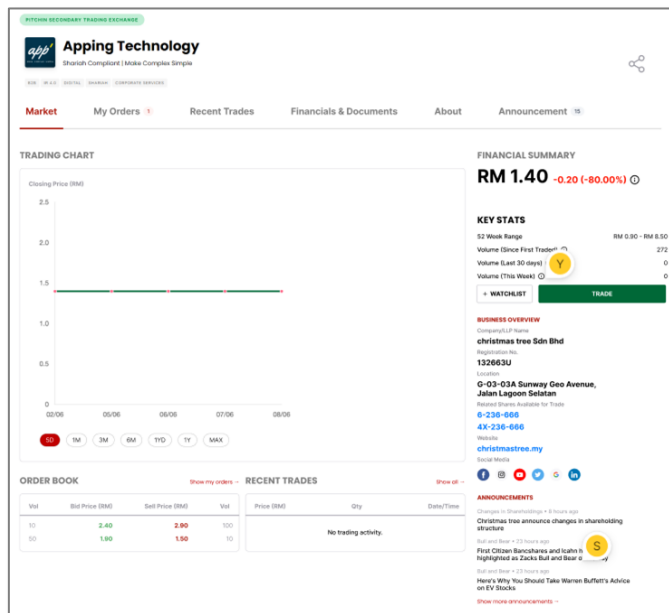


Secondary Market (PSTX)

PSTX – The Evolution Of The Private Equities Industry

Malaysia's First Trading Platform for the Private Market

- PSTX is Malaysia's first trading platform for the private equity market approved by SC Malaysia



PSTX is Beneficial for All

Improves Liquidity



Facilitate meaningful transactions between investors by creating a venue for orders and price matching to be conducted effectively.

Efficient Settlement



Secondary trades on platforms are settled seamlessly as we ensure that transactions and investor records are updated in real-time.

Growing Participation



Enhance market presence as PSTX enables investors from all backgrounds to participate in the secondary market.

How It Works



ECF Investors

Sell ECF Shares on PSTX

Buy additional shares on PSTX

Buy secondary shares on PSTX



New Investors



pitchIN Academy

pitchIN Academy: Cultivating Financial Mastery

About pitchIN Academy

- pitchIN Academy is the educational arm of pitchIN.
- Established to cultivate a culture of fundraising and investment learning by equipping individuals and organisations with the right knowledge, the know-how and tools necessary to raise funds and invest effectively as well as ethically.
- We've successfully helped over 100+ entrepreneurs and investors to equip themselves with the financial knowledge and know-how.

pitchIN Academy: Programmes and Offerings



Fundraising Accelerator

- Designed for entrepreneurs who are new to fundraising.
- Imparts the knowledge and intricacies that makes a business investible
- Help firms to improve their chances of fundraising successfully.

For Entrepreneurs



Investment Workshop

- For new investors or for those who have invested in companies before
- Teaches the fundamentals investing and know-how to make an informed decision before investing

For Investors



Masterclass

- A deep-dive, targeted, expert-led and immersive learning modules covering topics from the Fundraising Accelerator or Investing Workshop
- Covers new fintech products like Bitcoin, Crypto, IEO etc

For Entrepreneurs + Investors



Investor Roadshow

- Showcase of ECF issuers via a live presentation to potential investors.
- Exposes an experience-led learning to founders to give real exposure and generate interest in the company to secure funding and comprehend the "Wisdom of the Crowd"

For Entrepreneurs + Investors



Thank You

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