



STARBOX

Starbox Group Holdings Ltd.

(Nasdaq Ticker: STBX)

Corporate Presentation



Forward-Looking Statements

This presentation contains forward-looking statements that reflect our current expectations and views of future events, all of which are subject to risks and uncertainties. Forward-looking statements give our current expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. You can find many (but not all) of these statements by the use of words such as “approximates,” “believes,” “hopes,” “expects,” “anticipates,” “estimates,” “projects,” “intends,” “plans,” “will,” “would,” “should,” “could,” “may,” or other similar expressions in this presentation. These statements are likely to address our growth strategy, financial results, and product and development programs. You must carefully consider any such statements and should understand that many factors could cause actual results to differ from our forward-looking statements. These factors may include inaccurate assumptions and a broad variety of other risks and uncertainties, including some that are known and some that are not. No forward-looking statement can be guaranteed and actual future results may vary materially. Factors that could cause actual results to differ from those discussed in the forward-looking statements include, but are not limited to: assumptions about our future financial and operating results, including revenue, income, expenditures, cash balances, and other financial items; our ability to execute our growth, and expansion plan, including our ability to meet our goals; current and future economic and political conditions; our capital requirements and our ability to raise any additional financing which we may require; our ability to attract clients and further enhance our brand recognition; our ability to hire and retain qualified management personnel and key employees in order to enable us to develop our business; trends and competition in the cash rebates industry and the digital advertising industry; and other assumptions described in this presentation underlying or relating to any forward-looking statements.

We base our forward-looking statements on our management’s beliefs and assumptions based on information available to our management at the time the statements are made. We caution you that actual outcomes and results may, and are likely to, differ materially from what is expressed, implied or forecast by our forward-looking statements. Accordingly, you should be careful about relying on any forward-looking statements. Except as required under the federal securities laws, we do not have any intention or obligation to update publicly any forward-looking statements after the distribution of this presentation, whether as a result of new information, future events, changes in assumptions, or otherwise.

This prospectus contains data related to the cash rebates industry and the digital advertising industry in Southeast Asia. This industry data includes projections that are based on a number of assumptions, which have been derived from industry and government sources that we believe to be reasonable. The cash rebates industry and the digital advertising industry may not grow at the rate projected by industry data, or at all. The failure of the industries to grow as anticipated is likely to have a material adverse effect on our business and the market price of our Ordinary Shares. In addition, the rapidly changing nature of the cash rebates industry and the digital advertising industry subjects any projections or estimates relating to the growth prospects or future conditions of our industries to significant uncertainties. Furthermore, if any one or more of the assumptions underlying the industry data turns out to be incorrect, actual results may, and are likely to, differ from the projections based on these assumptions.

Equity Snapshot

Ticker Symbol	STBX
Share Price* (2/20/2024)	\$0.32
52 Week Range* (2/20/2024)	\$0.10 - \$4.46
Market Capitalization* (2/20/2024)	approximately \$26.68 million
Shares Outstanding* (2/20/2024)	approximately 92.00 million
Revenue (FY2023)	approximately \$11.74 million
Fiscal Year End	September 30

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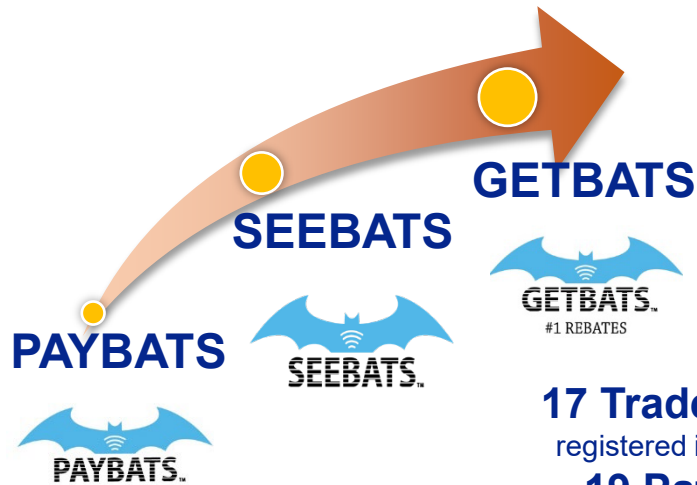
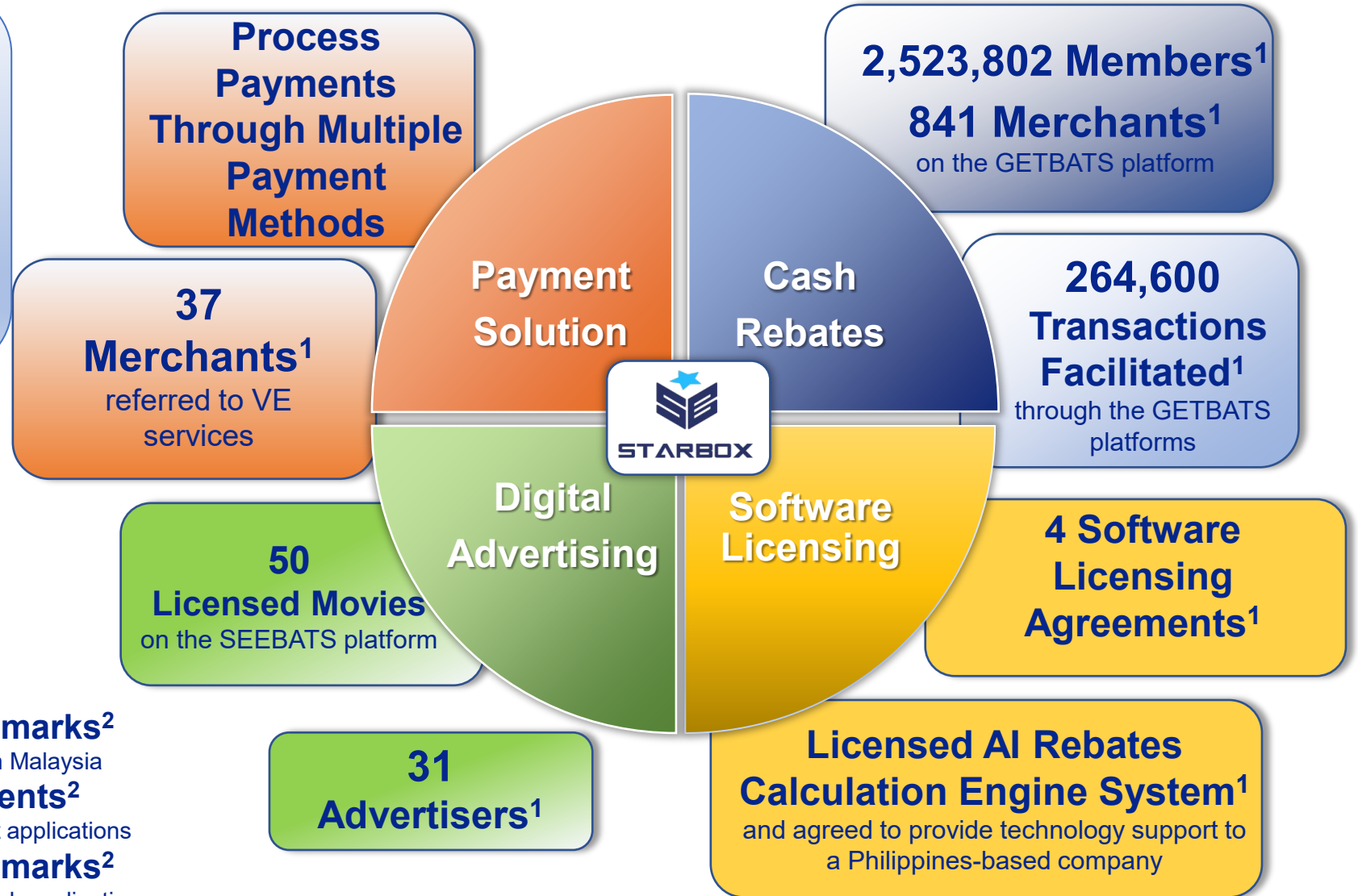


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Part 1: Company Overview

Company Overview

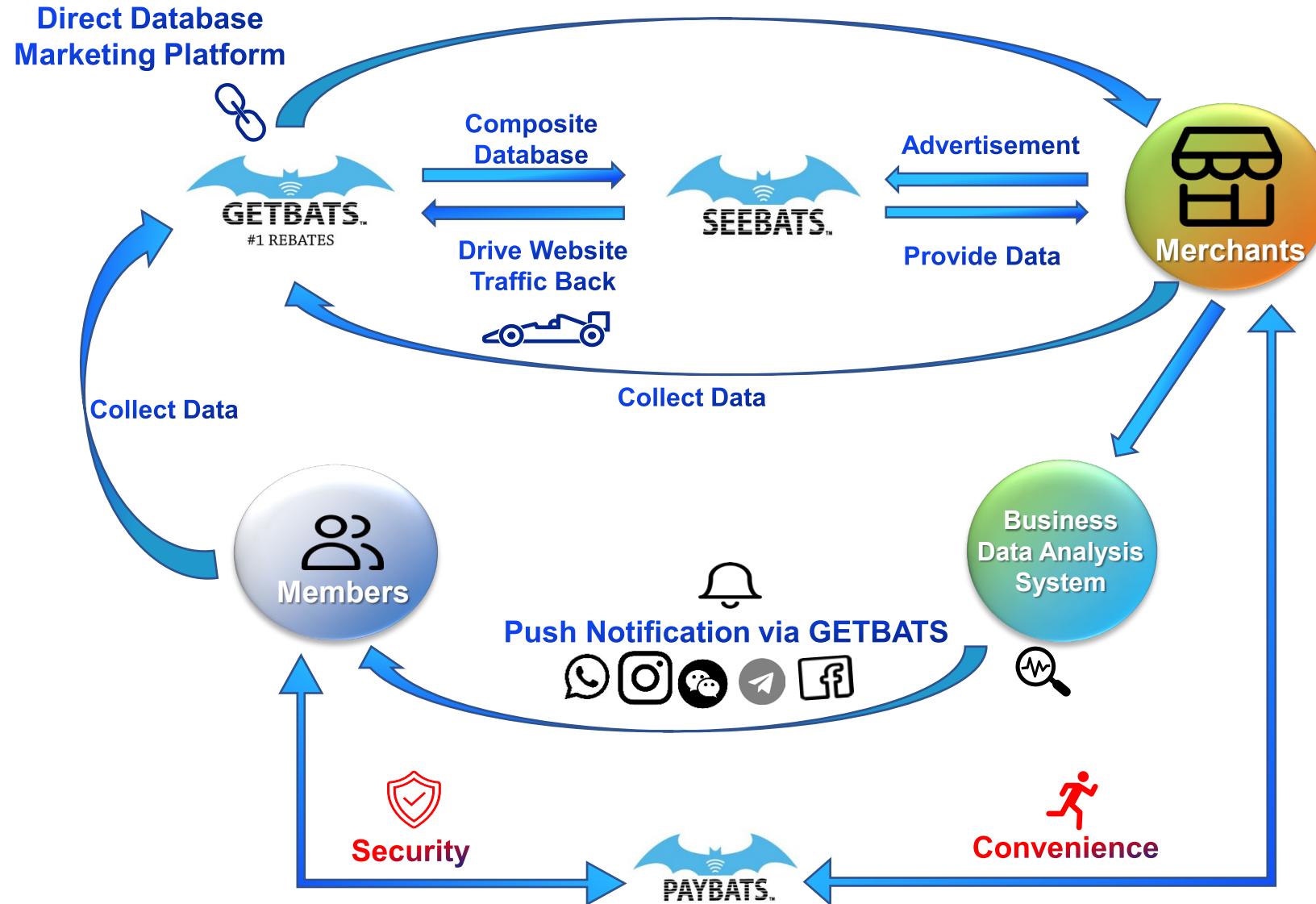
We are Building a **Cash Rebate, Advertising, Payment Solution, and Software Licensing Business Ecosystem** Targeting Micro, Small, and Medium Enterprises.



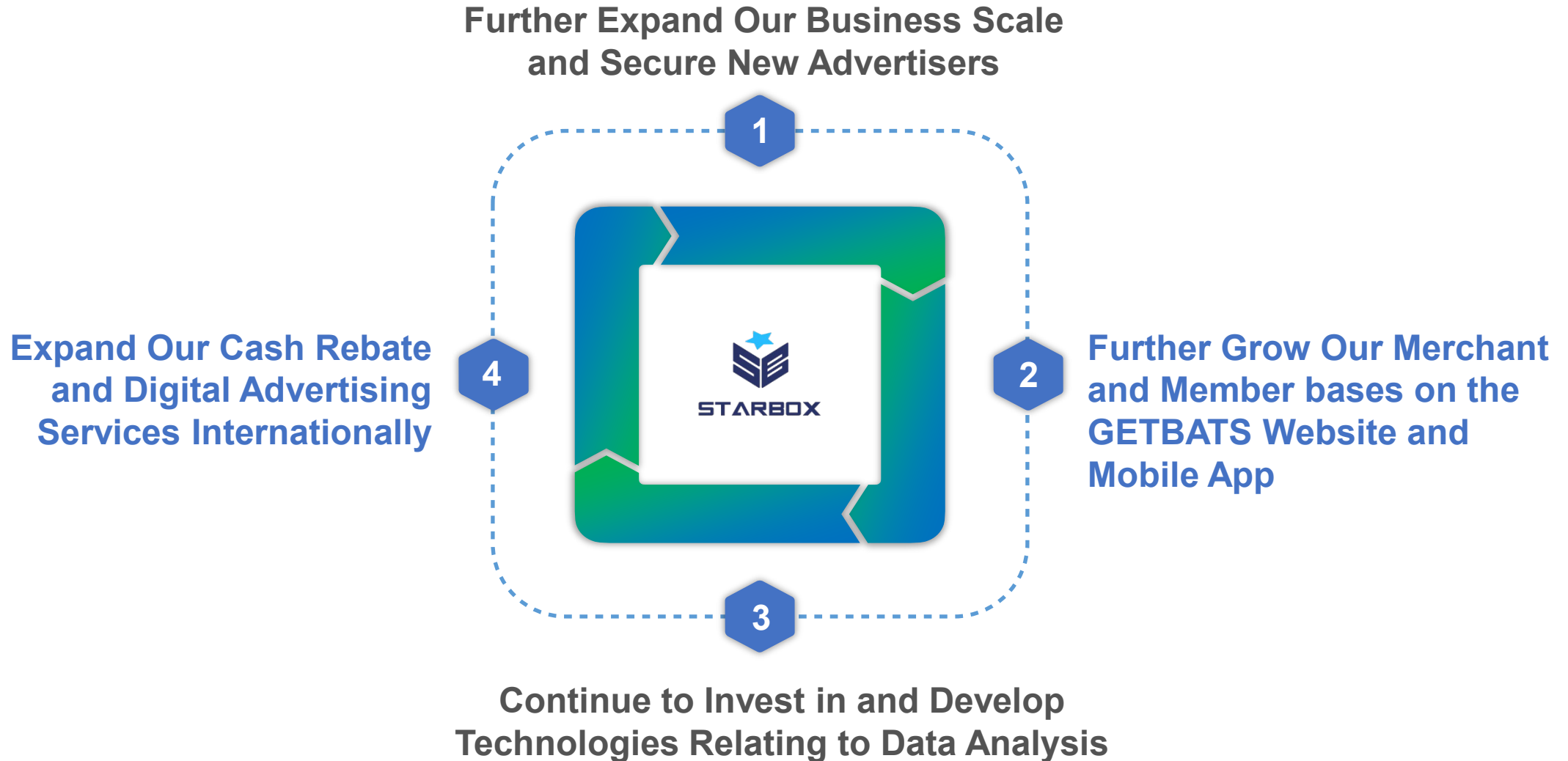
17 Trademarks²
registered in Malaysia
19 Patents²
pending patent applications
69 Trademarks²
pending trademark applications

Note: ¹As of September 30, 2023, ²As of the date of the Annual report

Business Ecosystem



Growth Strategies



Part 2: Investment Highlights

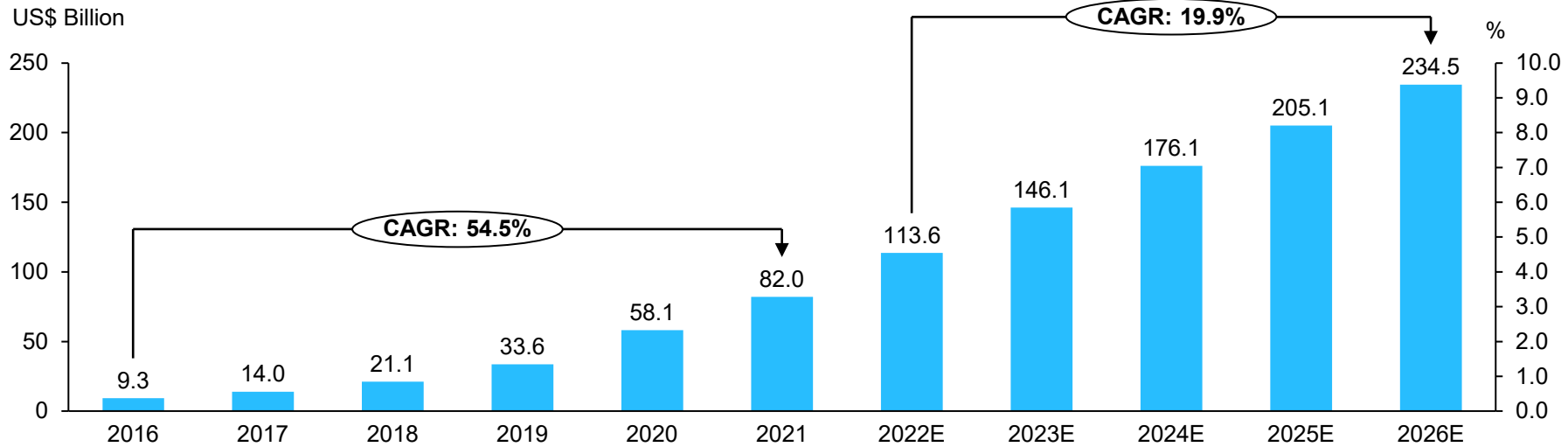
Investment Highlights



Part 3: Industry Overview

Market Size of E-commerce Industry in Southeast Asia

Market Size of E-commerce Industry (Southeast Asia), 2016-2026E



The Number of Internet Users in Southeast Asia Countries

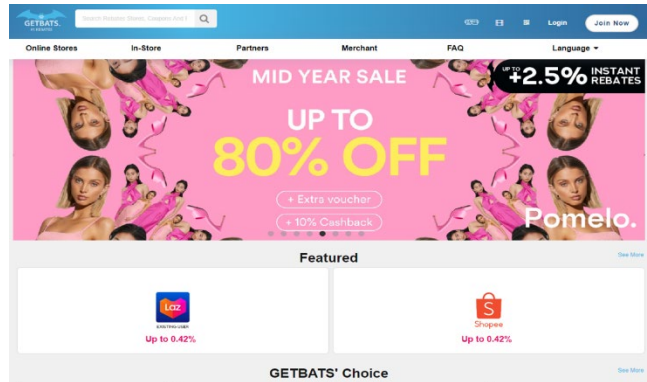
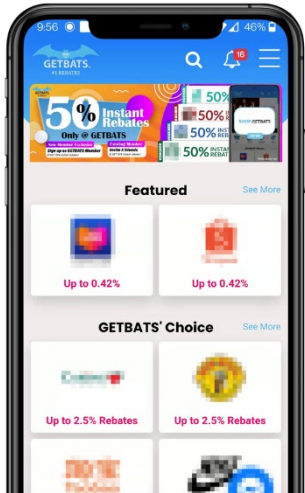
The Market Size of E-Commerce in Southeast Asia Countries



Part 4: GETBATS Overview

GETBATS – Cash Rebates

Free Membership



E-Wallet



Online & Offline

- Members may use the GETBATS website, www.getbats.com, or mobile app as their personal shopping portal and earn cash rebates.

Functions

- Search
- Location-based Services
- Merchant and Deal Spotlight
- Smart Categories
- Member Account Management
- Merchant Account Management



Members

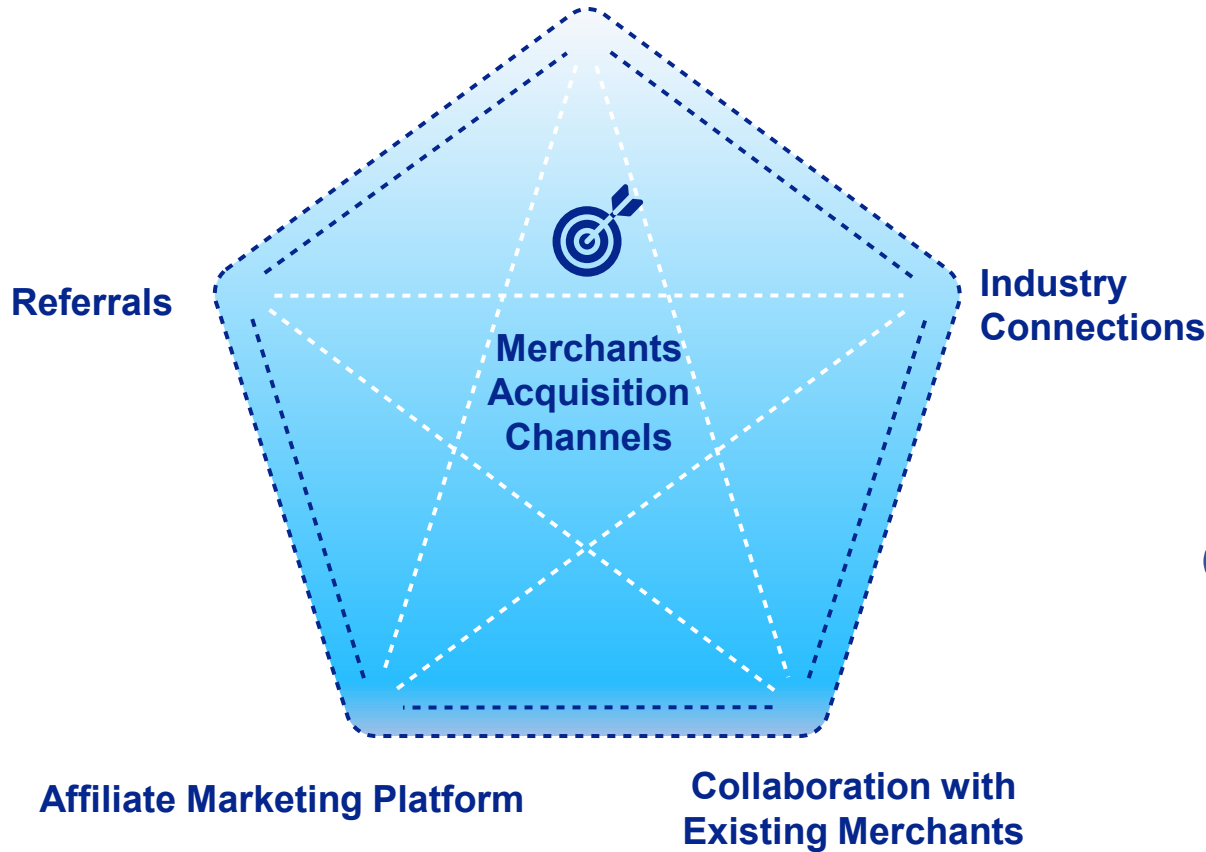
- Grow Member base through marketing initiatives and word-of-mouth.

Merchants

- Merchants from over 20 Industries.

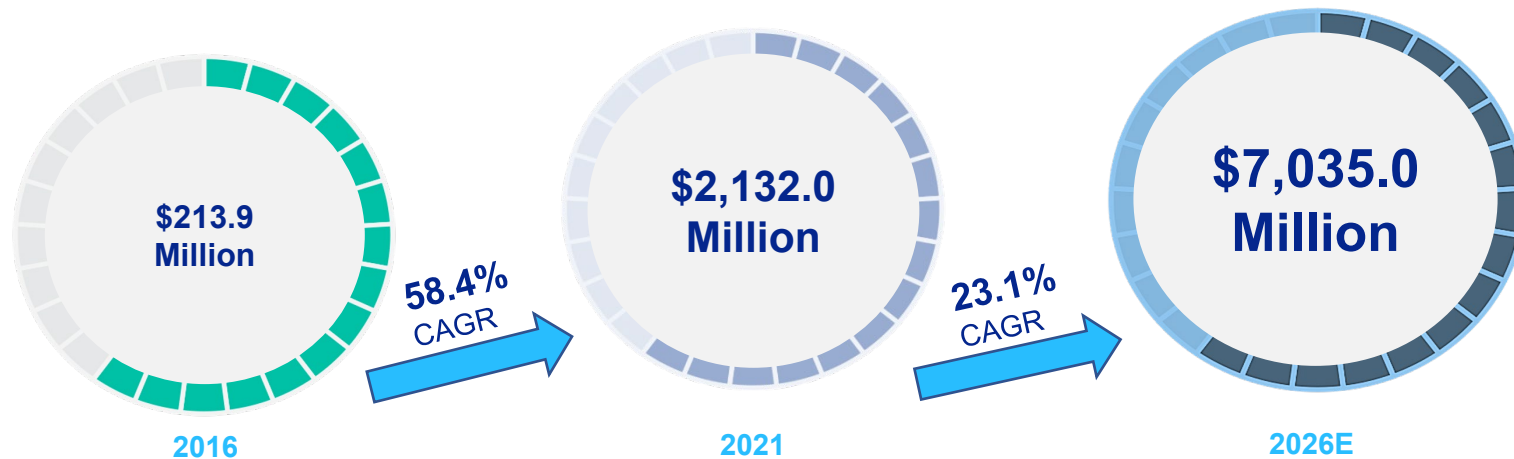
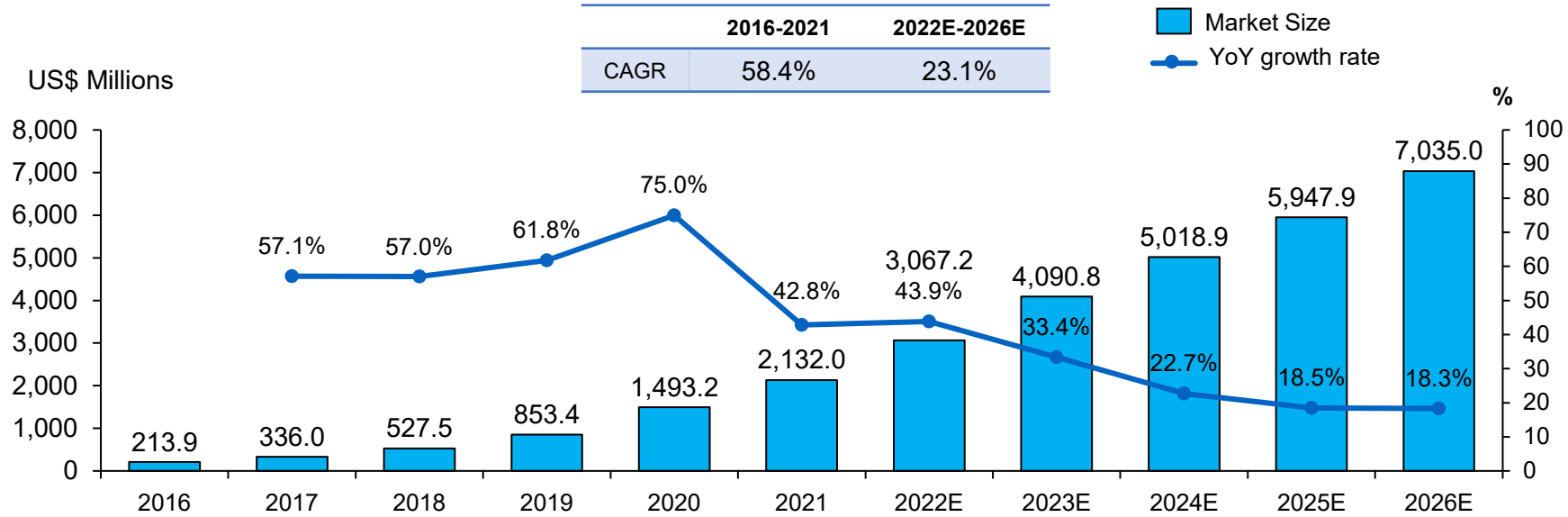
GETBATS – Cash Rebates Acquisition Channels

Market Intelligence & Industry Insights



Market Size of Cash Rebate and Coupon in Southeast Asia

Market Size of Cash Rebate and Coupon in Southeast Asia, 2016-2026E

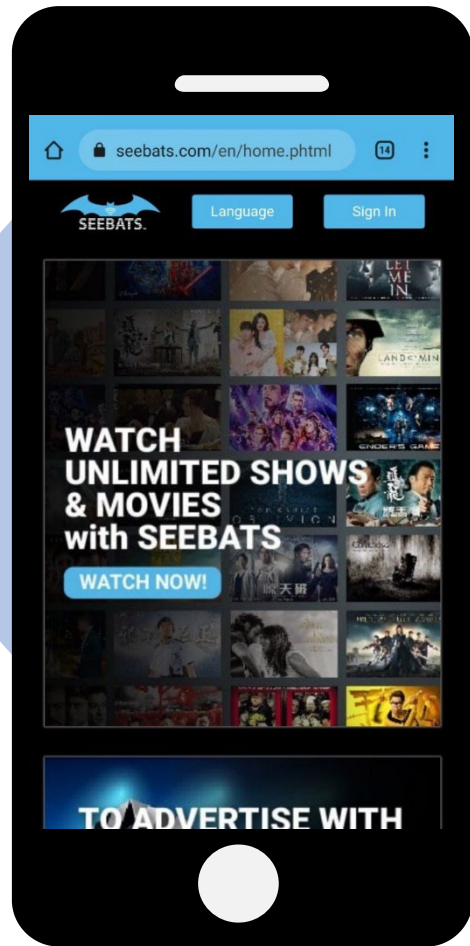


Part 5: SEEBATS Overview

SEEBATS – Digital Advertising

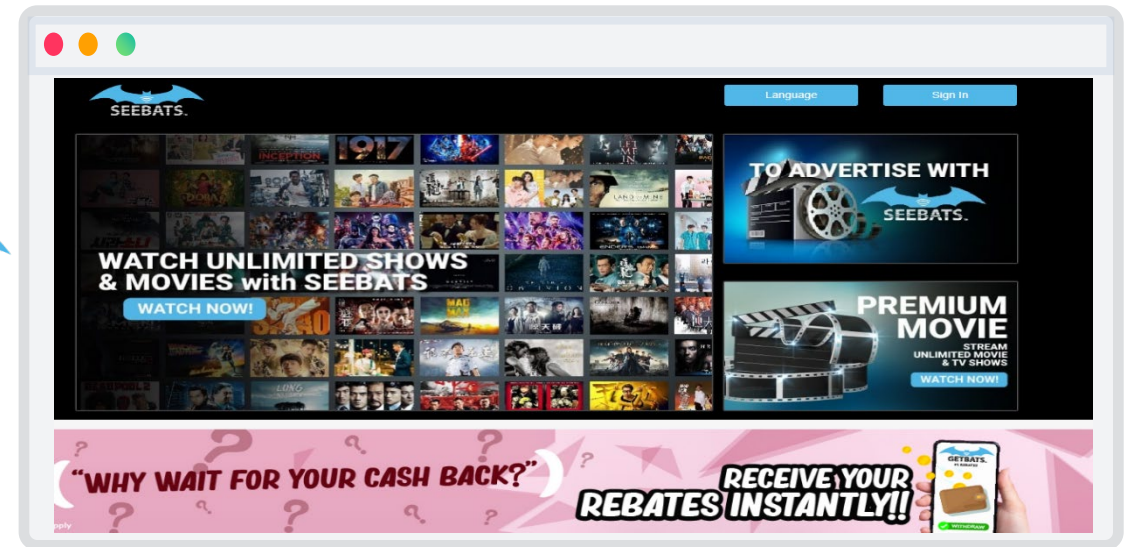
SEEBATS Website and Mobile App: A Video Streaming Platform

Viewers may sign up for a **free membership** and watch movies and television series on our website, www.seebats.com, or our SEEBATS TV mobile app through OTT streaming.



50
Licensed
Movies

12
Tiers
Advertising
Packages



Digital Placement Formats on SEEBATS Website and Mobile App:

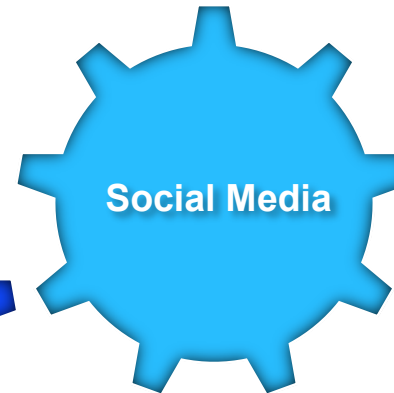
- Banner advertisements on the homepage of our SEEBATS website and mobile app
- Banner advertisements on the video pages
- In-stream video ads played at the beginning or in the middle of videos
- Background advertisements via digital product placements that appear above or below a selected video screen concurrently with a user viewing a video

Digital Advertising Ad Distribution Channels

We offer **12** tiers of digital advertisement distribution packages on our website, www.seebats.com, or our SEEBATS TV mobile app through OTT streaming.



We have built a **diverse advertiser base** from a **broad range of industries**, including luxury property development, medical services, retail jewelry sales, real estate agencies and others.

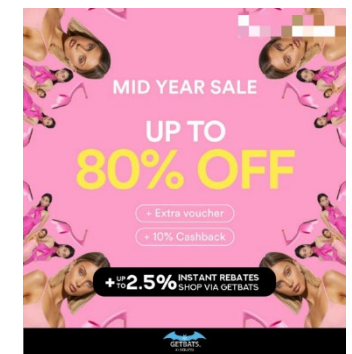
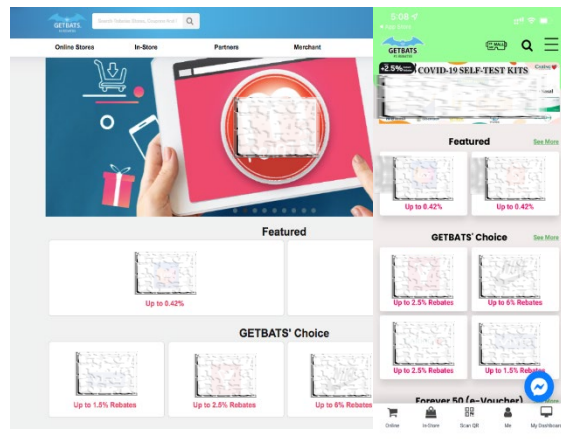
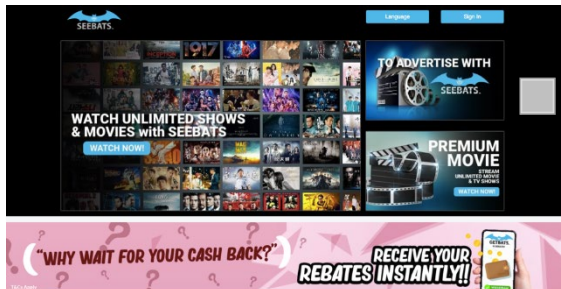


Our social media marketing services generally involve the **design and implementation of creative advertising campaigns** carried out on **social media platforms** through the use of influential social media accounts with suitable target audiences.



We offer **3** types of digital advertising services through our GETBATS website and mobile app:

- **Peer-to-peer influencing tools**
- **Push Notification and Email Marketing**
- **Banner Advertisements**



Acquiring Advertisers

We acquire advertisers through various means, including:

- Approaching potential advertisers based on market intelligence and our industry insights.
- Exploit our industry connections to identify potential advertisers.
- Reaching out to our existing advertisers to explore further business opportunities.
- Referrals by our advertisers.

Pre-Launch

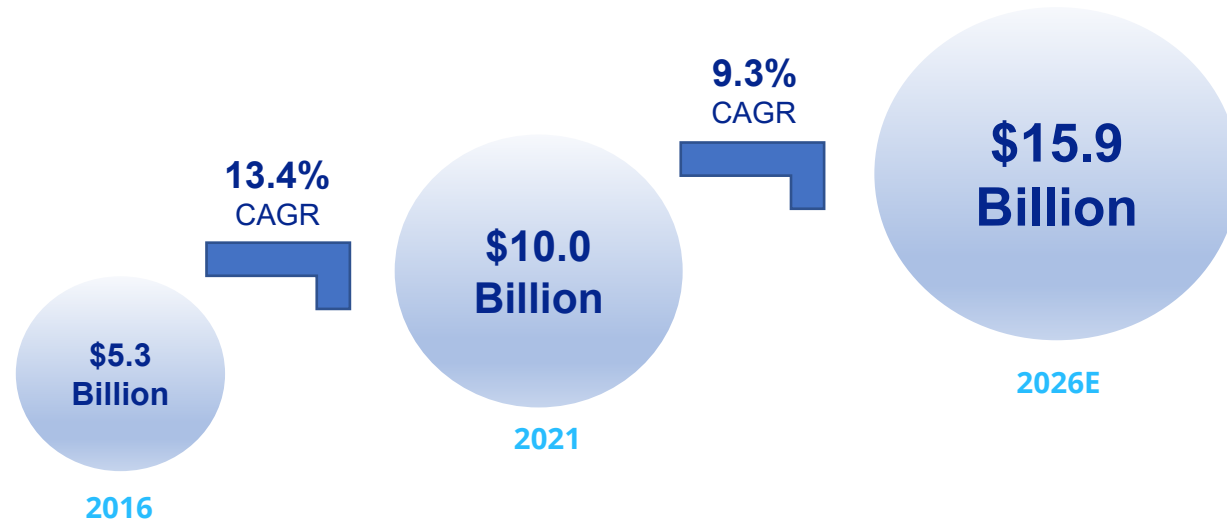
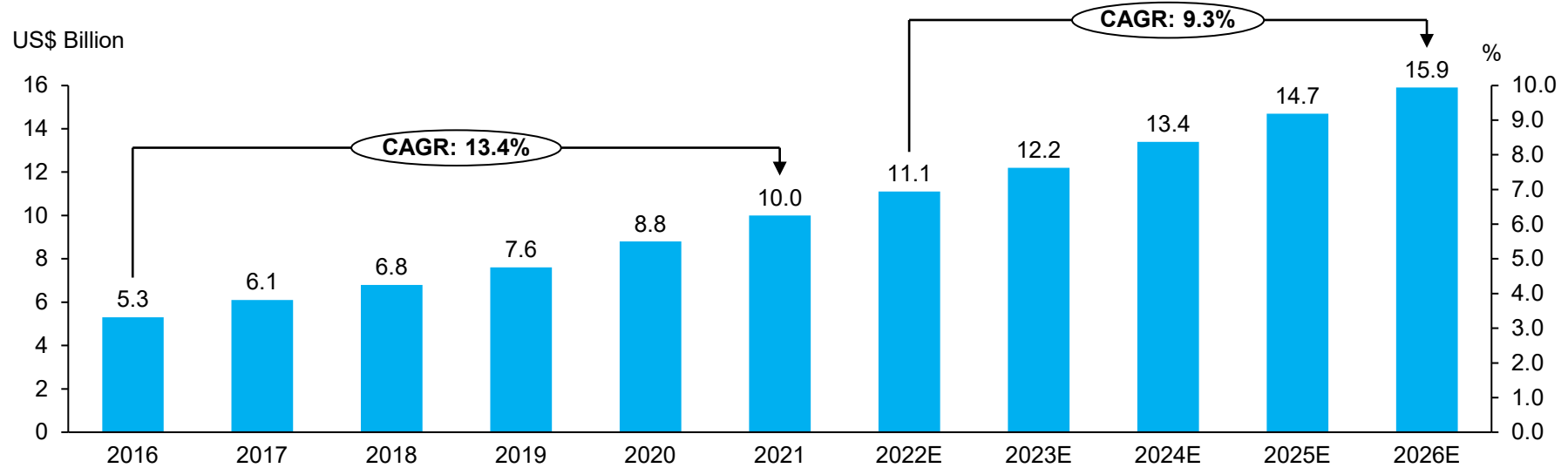
- We discuss with the advertiser to understand its products or services, marketing budget, and marketing objectives.
- We may provide advice and services on advertising strategies and ad optimization, generally covering banner ads, in-stream ads on our SEEBATS website and mobile app, push notification and email ads on our GETBATS website and mobile app, and social media ads.

Campaign Launch and Performance Review

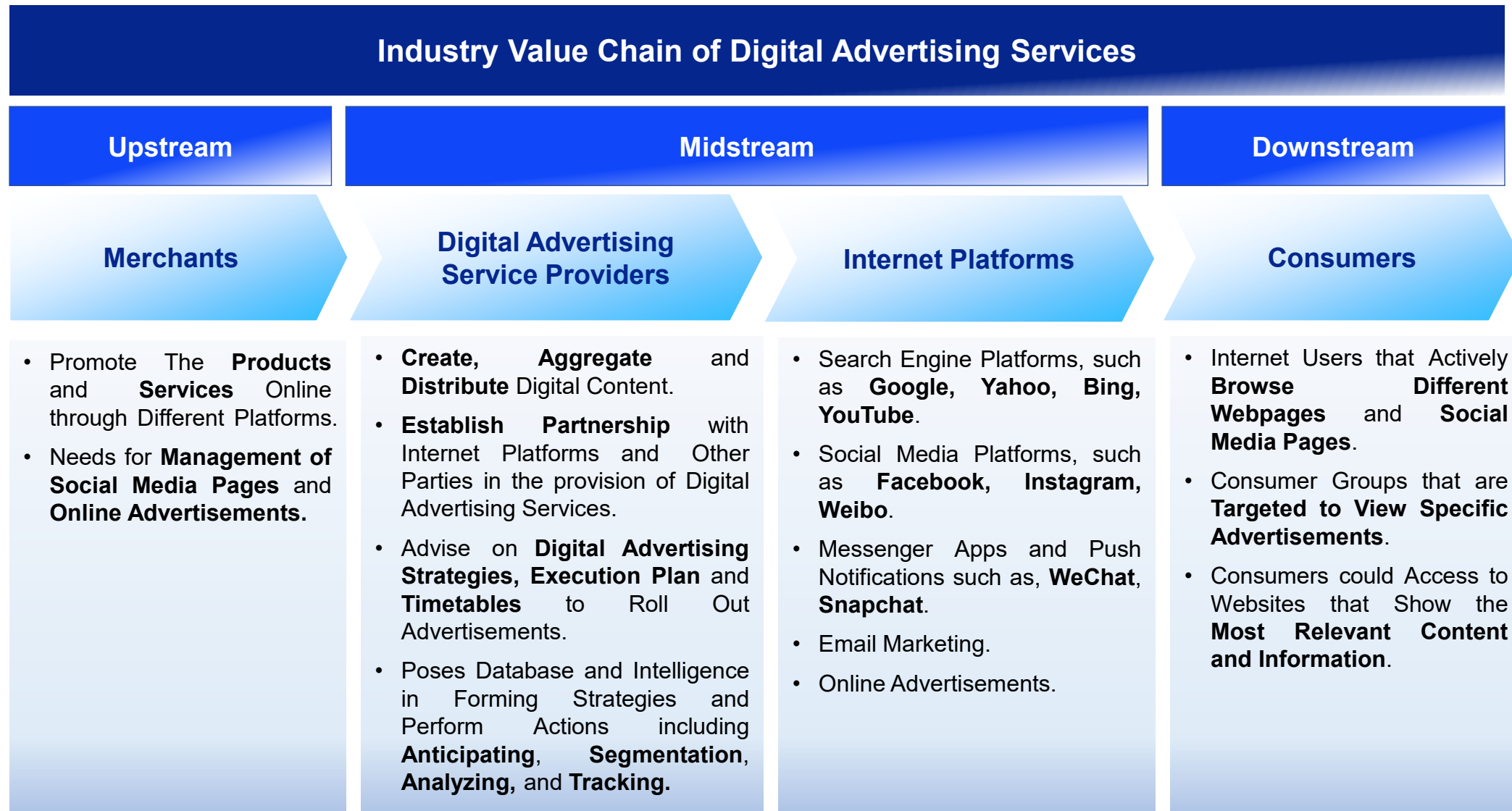
- We have implemented measures to ensure that our ad content does not violate laws and regulations.
- We monitor and assess the overall effectiveness of the advertising campaign, and further advise our advertisers on advertising strategies and optimization to continuously improve the effectiveness of their ad campaigns.

Market Size of Digital Advertising Industry in Southeast Asia

Market Size of Digital Advertising Industry (Southeast Asia), 2016-2026E



Industry Value Chain



Market Drivers & Trend

Advancement of Technologies and Analytic Tools

Leverage **artificial intelligence** and **machine learning** to track customers' information, such as **demographics, locations, purchasing patterns, and preferences.**



Market Driver #1

Thriving Economic Conditions and Increasing Internet Penetration and Usage

The continuous elevation of income has precipitated an **improved living standard** and **increased consumer spending.**
The number of Internet users in Southeast Asia reached **more than 420 million** in 2021.



Market Driver #2

Accessibility and development 5G technology

Increasing varieties of marketing, such as content marketing and live streaming

User experience-oriented services

Market Trend

Supportive Policies in Promoting Online Eco-System

In December 2021, the Association of Southeast Asian Nations ("ASEAN") countries entered into the **ASEAN Agreement on Electronic Commerce.**



Market Driver #3

Emergence of Programmatic Advertisement Buying in Digital Advertising Industry

Programmatic advertisement buying involves **automated buying and selling of digital advertising** through real-time bidding on demand-side platforms.



Market Driver #4

Part 6: PAYBATS Overview

PAYBATS - Payment Solutions



We serve as its independent merchant recruitment and onboarding agent and refer merchants to VE Services (Payment Solution Services) to process payments through multiple payment methods.

Internet Banking (FPX)



E-Wallet



Part 7: Software Licensing Overview

Software Licensing

We grant the clients access to our **Data Management System** or **AI Rebates Calculation Engine System**

Data Management System

The Data Management System is a software-based solution that facilitates the organization, storage, retrieval, and manipulation of data within an organization or across various systems.

AI Rebates Calculation Engine System

The AI Rebates Calculation Engine System utilizes artificial intelligence algorithms to analyze various factors, such as customer purchase history, product data, and market trends, to generate personalized cash rebate offers for users.

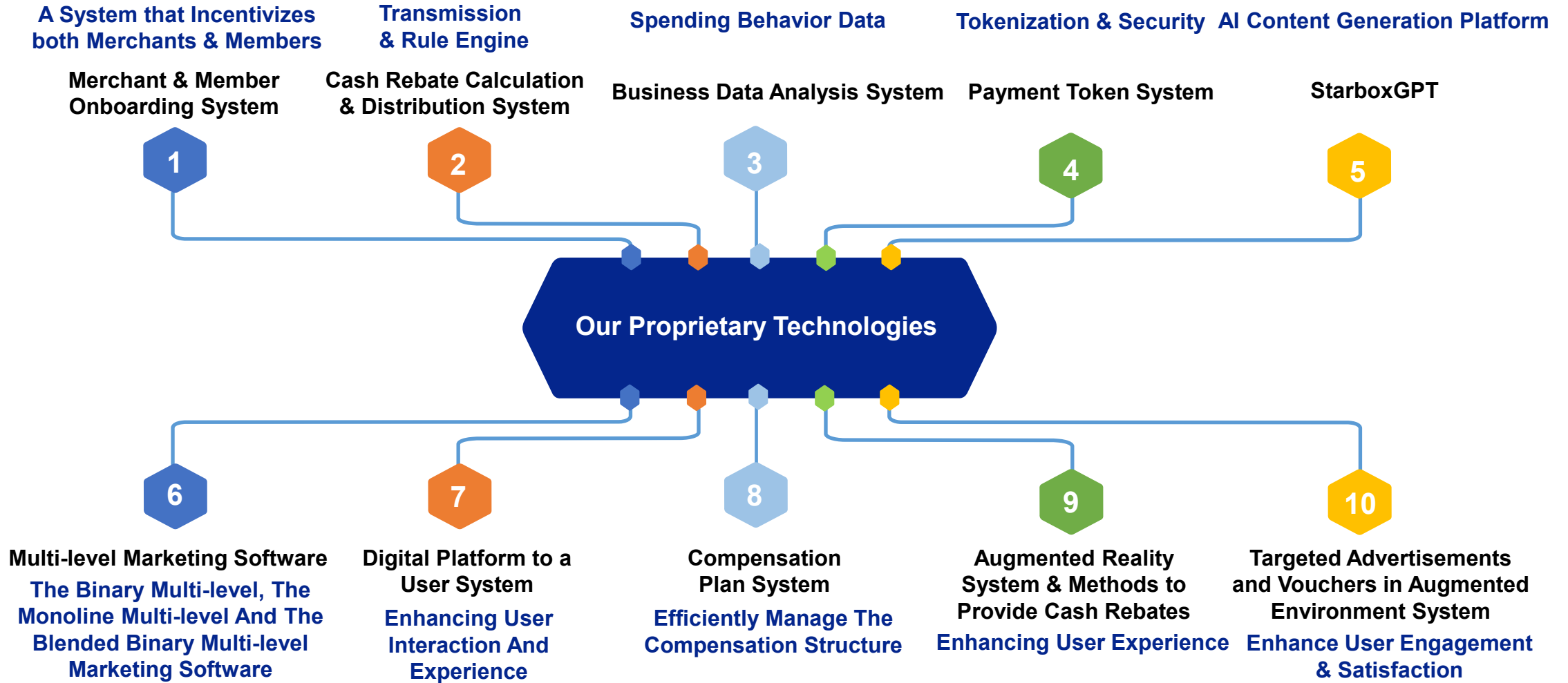


- Automates The Process of Rebate Calculation, Optimizing Incentives
- Incorporate Additional Modules to Expand The Functionality of The Software Systems

March 2023	May 2023	July 2023	August 2023	Future
<ul style="list-style-type: none"> • Brandavision Sdn Bhd – 3-Year Contract • Malaysia-based Company 	<ul style="list-style-type: none"> • 1 Pavilion Property Consultancy Sdn Bhd – 3-Year Contract • Malaysia-based Company 	<ul style="list-style-type: none"> • MY Rebates PH Solutions Corporation– 3-Year Contract • Philippines-based Company 	<ul style="list-style-type: none"> • China Dragon (Silk Road Economic Belt) Co., Limited– 3-Year Contract • Hong Kong-based Company

Part 8: Technology and Data Security

Technology



Data Privacy and Security

Data Collection

- Collect data solely to analyze consumer behaviors and advertising performance.
- Do not collect personally identifiable information without consent from Members.
- Do not disclose information without approval from Members or Merchants.

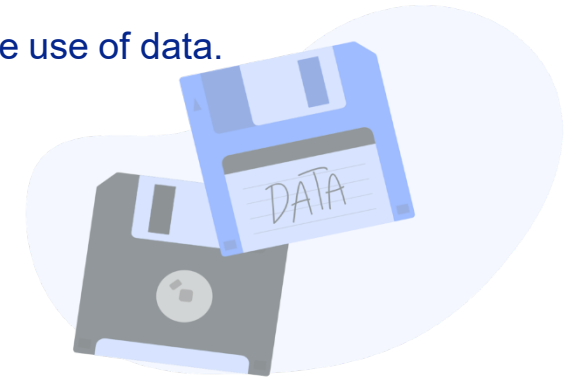
Software Level

- Encrypt important and sensitive data.
- Only authorized personnel may access the backend of our systems.
- Central controls to govern user roles and permissions.



Data Security

- Put in place appropriate physical, electronic, and managerial procedures.
- Prevent unauthorized access.
- Preserve data integrity.
- Ensure the appropriate use of data.



Hardware Level

- Only authorized information technology personnel have access to our servers.
- Data backup is kept inside our company safe box.
- Established a hardware firewall where all traffic is inspected and filtered according to a comprehensive set of rules.

Part 9: Management Team

Management Team



Lee Choon Wooi
Chief Executive Officer

- Mr. Lee has extensive experience in multi-level computation systems.
- Mr. Lee has served as the Chief Executive Officer at Starbox Holdings Berhad since January 2020.
- Mr. Lee served as an Executive Director at Teclutions Sdn. Bhd. from November 2013 to September 2021.
- Mr. Lee received his Bachelor's degree in Business Computing from the University of Southern Queensland in 1995.



Khoo Kien Hoe
Chief Financial Officer

- Mr. Khoo has over 25 years of experience in corporate advisory, auditing, accounting, taxation, and company secretarial matters.
- Mr. Khoo has served as an independent Non-executive Director and the Chairman of the audit committee at Scanwolf Corporation Berhad (KLSE: SCNWOLF), a public listed company in Malaysia since November 2021.
- Mr. Khoo has served as the Chief Financial Officer at Starbox Holdings Berhad since January 2020.
- Mr. Khoo has served as an independent Non-executive Director and the Chairman of the audit committee at Sunzen Biotech Berhad (KLSE: SUNZEN), a public listed company in Malaysia since July 2014. He has also been redesignated as the Chairman of the nomination committee at Sunzen Biotech Berhad in Nov 2023.
- Mr. Khoo is an ACCA Fellowship (FCCA) and a member of MIA in Malaysia (Chartered Accountant) and received his Certificate in Accounting with Business Computing in 1992 and a diploma in Commerce in 1995 from Tunku Abdul Rahman University College.

Board of Directors



Lee Choon Wooi

Director and

Chairman of the Board of Directors

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Khoo Kien Hoe

Director

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Dato' Dr. Lai Kwong Choy

Independent Director

- Dr. Lai has over 29 years of management experience in the healthcare industry.
- Dr. Lai has served as a Director in Imperial Dental Specialist Centre since September 2023.
- Dr. Lai has served as the Medical Officer in charge of the Emergency Department at Cengild G.I. Medical Center in Malaysia since October 2017.
- Dr. Lai has served as a General Practitioner and Partner at Klinik Tanming Jaya since May 1992.
- Dr. Lai received his M.D. degree in Medicine from the National University of Malaysia in 1988, and subsequently obtained a Diploma of Family Medicine in 2014 and participated in the Advanced Training in Family Medicine Program in 2016, both from the Academy of Family Physicians of Malaysia.



Sung Ming-Hsuan

Independent Director

- Ms. Sung has extensive experience in finance and investment and has served as the President at Skyrocket Investments LLC since December 2011.
- Ms. Sung also served as a Director at Taipro Corporation Ltd. from September 2007 to July 2016.
- Ms. Sung served as a Management Consultant at Howard Hotel from September 2005 to August 2007.
- Ms. Sung received her Bachelor's degree in Hospitality Management from the Collins College of Hospitality Management at California State Polytechnic University, Pomona in 2004.



Ooi Bee Lian

Independent Director

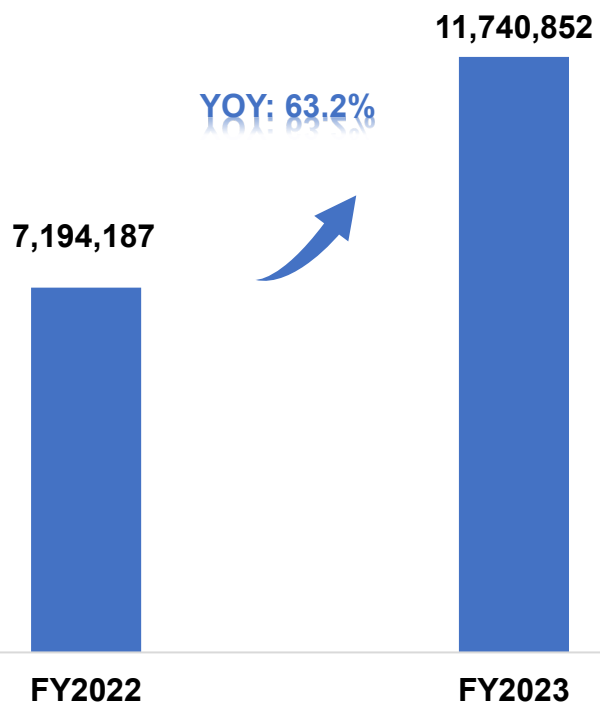
- Ms. Ooi has over 25 years of business and managerial experience in healthcare, nursing, and finance industries.
- Ms. Ooi served as the Deputy Director of Nursing for the Penang Community Haemodialysis Society from January 2015 to March 2022.
- Ms. Ooi is the founder and has served as the Managing Director of JL Signature Sdn. Bhd., since June 2020.
- Ms. Ooi received her Executive Master's in Business Administration degree from Lincoln University College, Malaysia.

Part 10: Financial and Operational Highlights

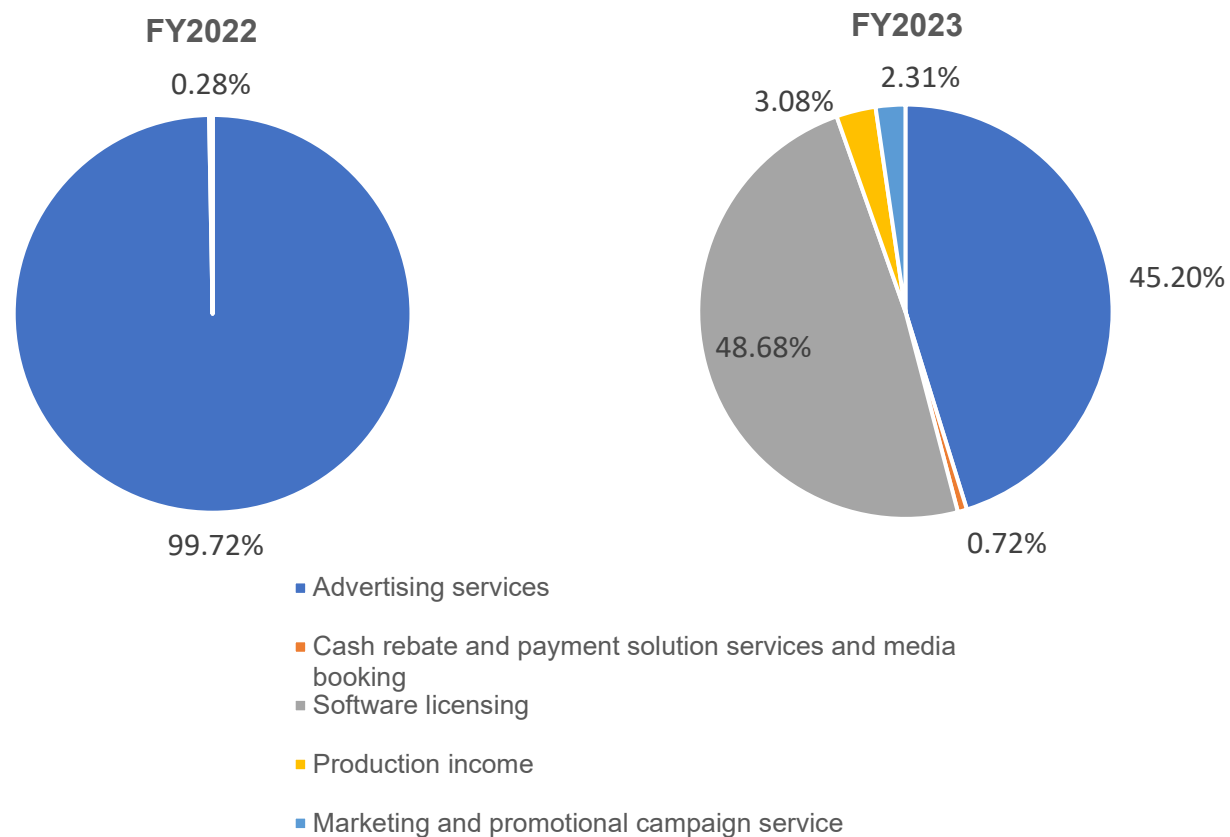
Financial Highlights

Total Revenue

US\$

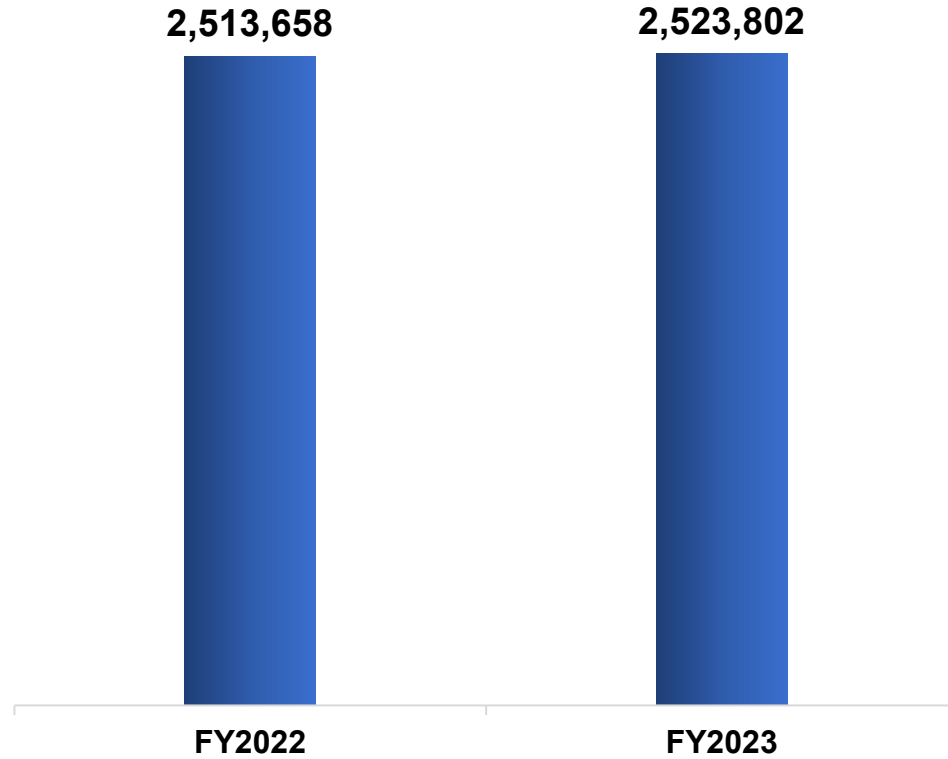


Revenue Disaggregation

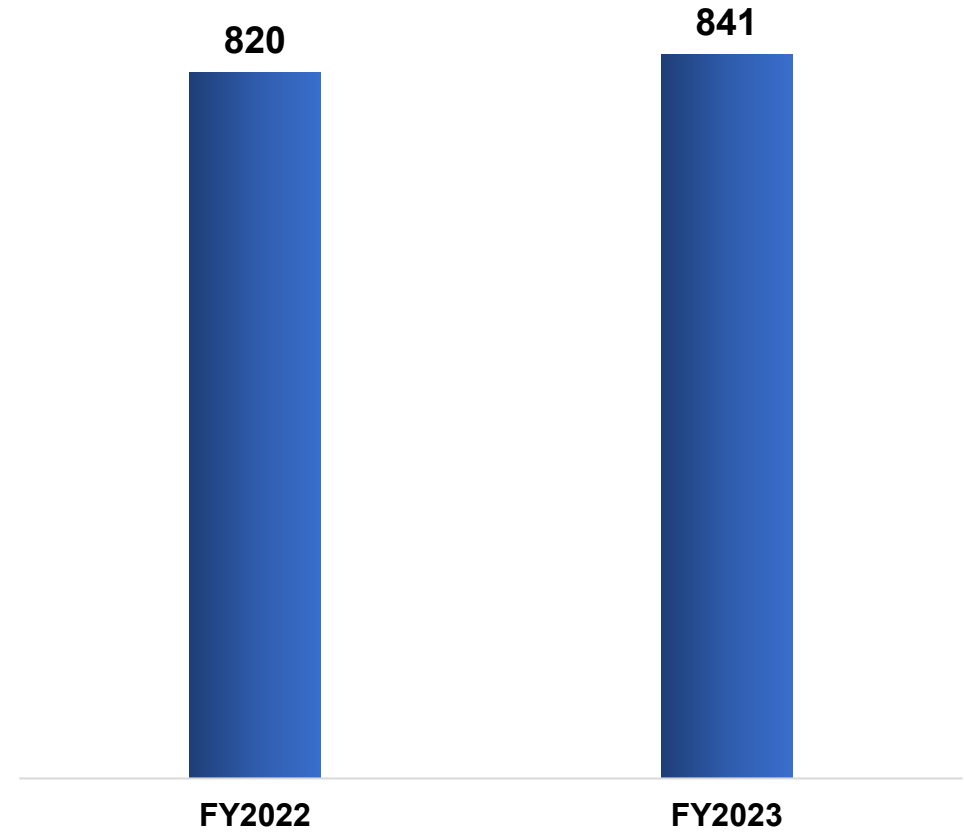


Operational Highlights

Number of Members



Number of Merchants



Part 11: Strategic Development

Acquisition of 51% Shares in One Eighty Holdings Ltd



ONE EIGHTY HOLDINGS SDN BHD

Enabled us to further expand business of **online & offline advertisement**



Brand-building-related Consulting Services

- Market Research
- Advertisement Idea Conceptualization
- Brand Positioning Proposals
- Final Proposals And Solutions



Production Services

- Photography
- Video Recording
- Audio Recording
- Script Development
- Equipment Rental
- Post-production Editing

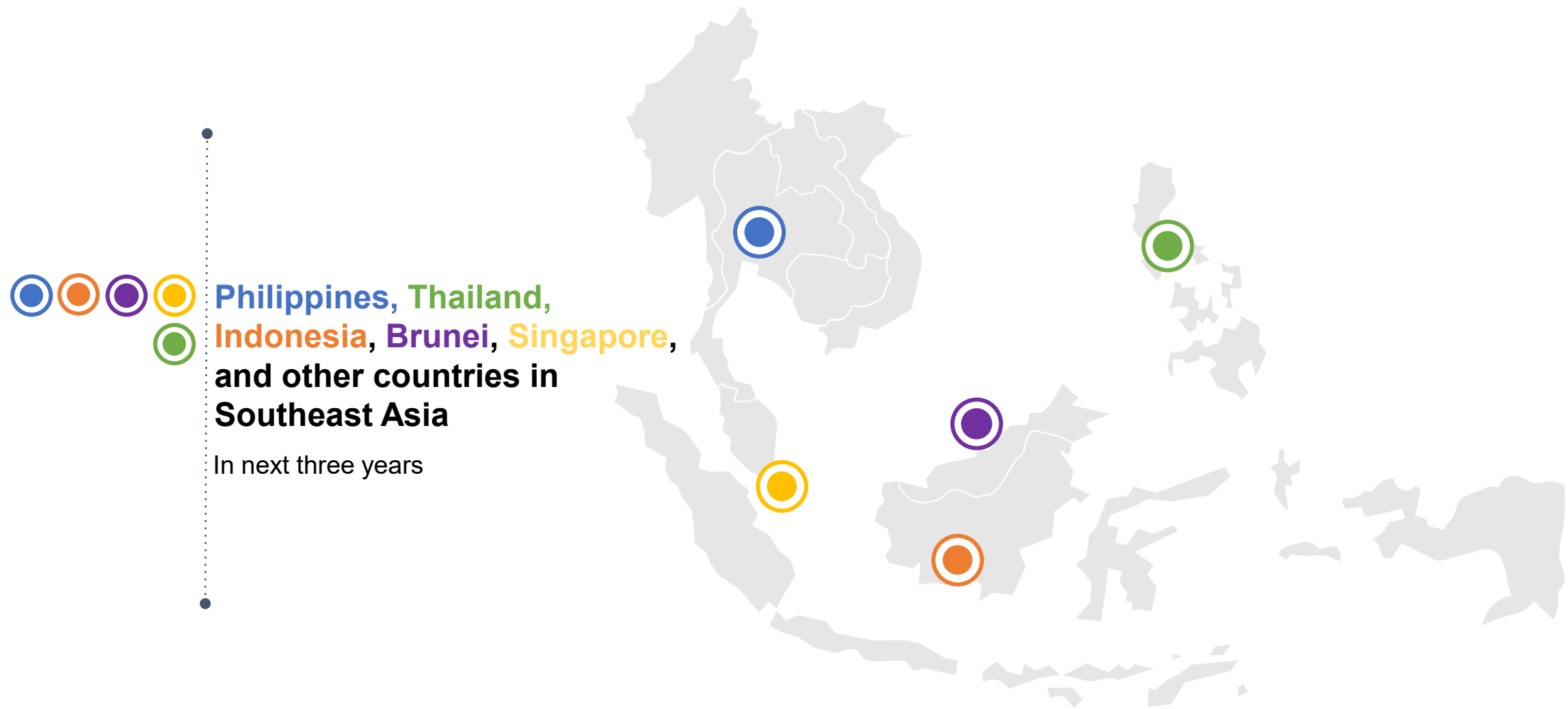


Marketing And Promotional Campaign Services

- Sales Campaign Proposals
- Coordinating With Shopping Mall Owners For Venue Rental
- Assisting Merchant Clients With Rental Equipment
- Advising Merchant Clients On Site Layout Arrangements And Decorations
- Providing Product Display Strategies

Part 12: Blueprint

Expansion Plan



Philippines, Thailand,
Indonesia, Brunei, Singapore,
and other countries in
Southeast Asia

In next three years

Our Vision



To Become a **Comprehensive AI Solutions Provider** within Southeast Asia which Leverage **Business Data Analysis Technology** to Provide **Targeted Advertisements** based on Our Composite Database of Merchants and Members on Our Websites and Mobile Apps.



Contact



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Tina Xiao

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New York, NY 10017 USA