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Wealth and Health
Group in
Greater Bay Area,
China

AGBA

INVESTOR PRESENTATION
Q1 2023 Financial Results

May 2023



Disclaimer and Confidentiality



About This Presentation

In this presentation, the “Group”, “we”, “us” and “our” mean AGBA Group Holding Limited (the “Group” or “AGBA”) and its subsidiaries. All amounts are in U.S. dollars unless otherwise indicated. The information contained herein does not purport to contain all of the information about the Group or AGBA. AGBA or its respective affiliates or representatives does not make any representation or warranty, express or implied, as to the accuracy, completeness or reliability of the information contained in this Presentation.

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The forward-looking information set forth herein reflects expectations as of the date hereof and is subject to change thereafter. The Group disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Undue reliance should not be placed on forward-looking statements. The forward-looking statements contained in this presentation are expressly qualified by this cautionary statement. This presentation is not intended to form the basis of any investment decision and there can be no assurance that any transaction will be undertaken or completed in whole or in part. The delivery of this presentation shall not be taken as any form of commitment on the part of the Group or its shareholders to proceed with any transaction, and no offers will subject the Group or its shareholders to any contractual obligations before definitive documentation has been executed.

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This presentation includes certain financial measures not presented in accordance with GAAP including, but not limited to, Adjusted EBITDA. These non-GAAP financial measures are not measures of financial performance in accordance with GAAP and may exclude items that are significant in understanding and assessing the Group’s financial results. Therefore, these measures should not be considered in isolation or as an alternative to net income, cash flows from operations or other measures of profitability, liquidity or performance under GAAP. You should be aware that the Group’s presentation of these measures may not be comparable to similarly-titled measures used by other companies. The Group believes these non-GAAP measures of financial results provide useful information to management and investors regarding certain financial and business trends relating to the Group’s financial condition and results of operations. The Group believes that the use of these non-GAAP financial measures provides an additional tool for investors to use in evaluating ongoing operating results and trends in and in comparing the Group’s financial measures with other similar companies. These non-GAAP financial measures are subject to inherent limitations as they reflect the exercise of judgments by management about which expense and income items are excluded or included in determining these non-GAAP financial measures.

Industry and Market Data

In this Presentation, AGBA relies on and refers to certain information and statistics obtained from third-party sources which they believe to be reliable. AGBA has not independently verified the accuracy or completeness of any such third-party information. Some data is also based on the good faith estimates of the Company which are derived from their respective reviews of internal sources as well as the independent sources described above. This Presentation contains preliminary information only, is subject to change at any time and, is not, and should not be assumed to be, complete or to constitute all the information necessary to adequately make an informed decision regarding your engagement with the Company.

We Are a One-Stop Financial Supermarket....



Operating Track Record 30 Years

Major Shareholder Mr. Richard Tsai

Workforce 2,600

Products Insurance: 700+
Investment: 1,800+

Product Vendors (100+ in total)



Largest Independent Financial Advisor in Hong Kong

~1,600 financial advisors ~200,000 customers ~US\$160m projected normalized revenue



Largest Healthcare Brand in Hong Kong

~800 affiliated clinics ~1,200 doctors and specialists ~300,000 corporate and individual customers

(1) Source: various internal and external studies

Organized into Four Principal Businesses



Market leader in selling wide range of financial products to retail and corporate customers.



One-stop financial supermarket providing access to unrivaled range of products and supporting services to internal and external distribution partners.

TANDEM



Leading corporate investor in FinTech companies capturing strategic benefits as well as financial rewards.



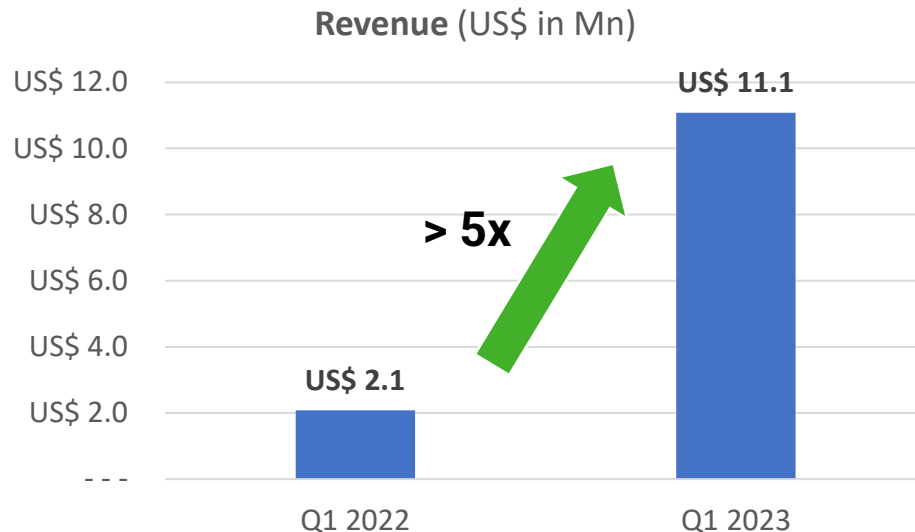
One of the largest providers of healthcare services to corporate customers through an extensive network of doctors and clinics.

Q1 2023 Key Highlights



- **Revenue Growth** – Q1 2023 revenue more than 5x Q1 2022.
- **Continued Tech Deployment** – ongoing enhancement of client and advisor tools.
- **International Expansion** – acquisition of Sony Life Financial Advisers, Singapore based financial adviser and insurance broker.
- **Share Repurchase** – program to repurchase of up to 1m shares.
- **Macro Rebound** - Hong Kong out of recession, borders re-opened.
- **Investor Engagement** – providing extensive information materials.
- **AI Program** – education and application (immediate use cases).

Revenue Growth



New business submissions in March 2023 **highest recorded in three years**, with revenue expected to be generated from these submissions during the second and third quarter of 2023.

Material increase in the number of active financial advisers for the first quarter of 2023.

AGBA continues to be the market leader in the sale of ILAS products (Investment Linked Assurance Scheme, a long-term insurance policy which provides both life insurance protection and investment options).

Growth in sales driven by increases in inbound tourism as well as domestic demand during the first quarter of 2023.

Increase in demand extends beyond life insurance and investments into travel insurance and commercial insurance.

Strong momentum expected to continue into the second quarter of 2023 and beyond.

Continued Tech Deployment



The screenshot displays the ABA OnePlatform website. The left sidebar lists categories: Insurance & MPF¹, Funds², International Properties⁴, and Loan services³. The main content area features a central infographic with a yellow background and a photo of a couple. The infographic highlights key statistics and services: 20+ years of brokerage experience, 1/6+ of the IA licensed TR (broker) in the city⁶, 4 Licences* (SFC⁷, IA⁸, MPFA⁹, Money Lender¹⁰), 200,000+ customers⁵, health protection and wealth management for 200,000+ customers⁵, commitment to serving customers in Greater Bay Area with support in QianHai, widest range of products & services (2,000+ financial products, 10+ product categories, 1,000+ products, 50+ insurance & MPF providers, 800+ funds, nearly 40 fund houses, 50+ alternative products*), a hassle-free customer experience (Hotline, Customer centre, Live chat), and a unique large-scale financial supermarket. The right sidebar, titled 'Powering financial business easy as 1 2 3', includes an 'About OnePlatform' section describing it as an omnichannel one-stop financial business solution platform.

PRODUCTS AND SERVICES

Insurance & MPF¹
Offering brokerage services covering 1,000+ products with over 50 insurance companies and MPF service providers^{##}

Funds²
Distributing over 800 fund choices from nearly 40 renowned fund houses^{##}

International Properties⁴
Providing one-stop sales and purchase and leasing services of international properties in United Kingdom, Japan, Australia, Thailand and Malaysia

Loan services³
Providing retail customers with comprehensive loan services including mortgage loan

A unique large-scale financial supermarket

- 20+ years of brokerage servicing experience⁵
- Serve 1/6+ of the IA licensed TR (broker) in the city⁶
- 4 Licences*
 - SFC⁷
 - IA⁸
 - MPFA⁹
 - Money Lender¹⁰

Provide health protection and wealth management to nearly 200,000 customers⁵

Committed to serving customers in Greater Bay Area, with operations support in QianHai

Widest range of products & services
2,000+ financial products & services covering 10+ product categories from nearly 100 financial product providers⁵

- 1,000+ products
- 50+ insurance & MPF providers
- 800+ funds
- Nearly 40 fund houses
- 50+ alternative products^{*}

A hassle-free customer experience

- Hotline
- Customer centre
- Live chat

Powering financial business easy as 1 2 3

About OnePlatform^{*}
Our unique omnichannel one-stop financial business solution platform, expands business opportunities and enhances business productivity to financial advisors and financial institutions. Financial professionals can plug into OnePlatform easily and power up your business instantly. You get everything necessary from client servicing to backend operations support.

¹ Insurance and MPF schemes brokerage services are provided by OnePlatform Wealth Management Limited (respectively an insurance broker company with FRO Licence No. FRO142 and a principal intermediary with MFR Registration No. K2000076). ² Fund products and service management services are also provided under licensed by OnePlatform Asset Management Limited (a licensed corporation with SFC CE no. 402264). ³ Money lender business (including mortgage loan and personal credit) are provided by OnePlatform Credit Limited (Money Lender Licence Number 50070002). ⁴ Real estate agency business (relating to real estate properties outside Hong Kong) are provided by OnePlatform International Property Limited.

⁵ The numbers above from OnePlatform Wealth Management Limited, its parent company, and other subsidiaries and affiliated company (collectively known as the Group). ⁶ Source: The Market Insurance Authority. ⁷ Operates General and Long Term Insurance Business.

Update: November 2022

ABA one platform
Member of ABA Group Holding Limited

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www.oneplatform.com.hk

- Continued enhancement of our **client portal** to improve our customer journeys.
- Comprehensive, **centralized resource platform for business partners**, designed to simplify business operations. Focus on growing business and serving customers more efficiently.
- OnePlatform now offers a **wide range of tools and information for business partners**, such as product comparisons, marketing analysis, current promotions, and training courses.

International Expansion



Announced in April 2023, AGBA entered into agreement to acquire 100% of Sony Life Financial Advisers, a Singapore based financial adviser and insurance broker.

Along with AGBA expansion into the Greater Bay Area, this marks AGBA's first foray into South-East Asia and a key milestone.

Singapore will become a core market for AGBA due to its position and reputation as a global center for innovation, business and finance.

Singapore is ranked 10th for average income by country and is known to have one of the highest saving rates in the world.

Singapore is also home to one of the largest and fastest growing family office and wealth management centers in the world.

AGBA believes its advanced technology and infrastructure in wealth management will offer the industry compelling solution sets in the long run.

Share Repurchase



Also in April 2023, AGBA announced a program to repurchase up to 1 million shares (up to a maximum value of USD 10 million).

The share repurchase program reflects AGBA's commitment to returning value to its shareholders, while maintaining the financial flexibility to invest in growth opportunities.

The program also reflects confidence in our future prospects.

AGBA's scale, combined with the strength of its business and the significant opportunities arising from China's reopening, enables it to continue investing for the long term, while also opportunistically buying back stock through a repurchase program.

This program is a direct reflection of AGBA's belief that shares at this time are significantly undervalued, and a demonstration of confidence in the business and the long-term opportunity ahead.

Macro Rebound



Hong Kong's economy grew 2.7 per cent in first quarter, John Lee reveals

City leader hails 'golden week' tourism as another boost for economy, projecting 600,000 mainland visitors to converge on city by Wednesday.

2 May 2023 - 10:58PM

Hong Kong insurance industry expected to rebound in 2023

Economics

Hong Kong Exits Recession as Spending Boom Revives Growth

- Economy grew 2.7% in the first quarter from a year earlier
- Expansion beat median estimate of 0.5% by economists

'Worst is over for Hong Kong's economy'

2023-05-02 HKT 18:05

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China Opening Revives Wealth Pipeline to Hong Kong Finance Hub

- HSBC, StanChart see rush of customers opening accounts
- Affluent Chinese coming to buy insurance, make investments



China Tourists Overwhelm Attractions as Travel Explodes After Covid

HK exits recession with 2.7pc growth

Top News | Agencies and staff reporter 3 May 2023



Tourism and consumption have been boosted by large-scale promotional events, spurring the economy. SING TAO, BLOOMBERG

'Worst is over', Citi official says as bank looks to increase staff in Hong Kong

Citigroup, the biggest foreign lender in Hong Kong, will increase staff at its commercial banking unit in the city by 100 to tap growing opportunities in the Greater Bay Area, according to a senior executive.

2 May 2023 - 9:05AM



Comprehensive Disclosures

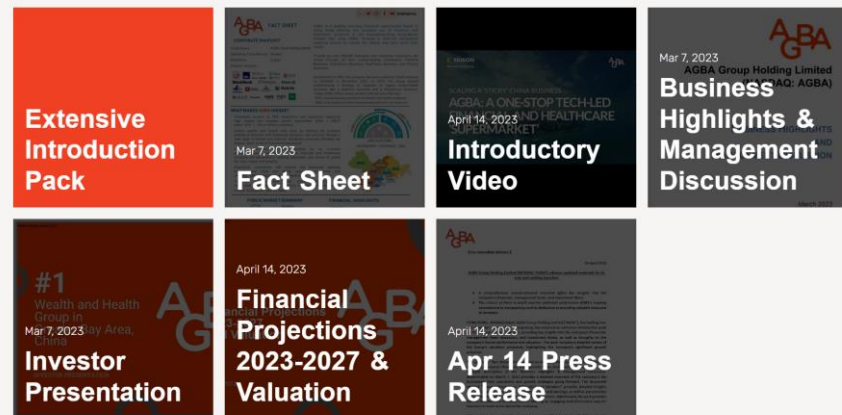


In-depth materials released during Q1 2023 underscore AGBA's ongoing commitment to transparency and dedication to providing valuable resources to investors.

The materials provide key insights into the company's financials, management team discussion, and investment thesis that help investors to understand the value of the company, highlighting the company's significant growth potential.

Introduction Pack

1. Fact Sheet – One-page summary of our Group
2. Introductory Video – An introductory video with answers to frequently asked questions and our Management's viewpoints
3. Business Highlights and Management Discussion – A detailed writeup on our Company, our business strategy as well as a discussion of our key industries
4. Investor Presentation – Our latest update to investors
5. Financial Projection 2023 – 2027 and Valuation – A comprehensive investor-focused overview, offering key insights into our company's projected financials and our perspective on valuation; and
6. Our public disclosures – Additional ad-hoc and regular public filings



Latest Investors Presentation

HealthTech and WealthTech presentation

[Download here](#)



Latest Public Releases

| 09 May 2023

AGBA GROUP HOLDING LIMITED PRESENTS ITS WEALTHTECH AND HEALTHTECH INNOVATIONS PRESENTATION, DEMONSTRATING UNWAVERING COMMITMENT TO INNOVATION AND CUSTOMER EXCELLENCE

| 01 May 2023

AGBA GROUP HOLDING LIMITED EXPECTS HIGH GROWTH TO EXCEED US\$160M REVENUE WITH ITS MARKET-LEADING FRANCHISE

| 18 Apr 2023

AGBA GROUP HOLDING LIMITED ANNOUNCES SHARE REPURCHASE PROGRAM

| 14 Apr 2023

AGBA GROUP HOLDING LIMITED RELEASES UPDATED MATERIALS FOR ITS NEW AND EXISTING INVESTORS

Investor Engagement



We are constantly engaging with our investors, customers and the general public, through resonant and highly successful traditional media and social media campaigns.

EDISON
BRILLIANT KNOWLEDGE
AGBA
SCALING A 'STICKY' CHINA BUSINESS
AGBA: A ONE-STOP TECH-LED FINANCIAL AND HEALTHCARE 'SUPERMARKET'

AGBA
1,727 followers
3w •

Our mission is to offer financial and healthcare products that deliver what the state does not. Watch this introductory video to discover our strategy and how we view our prospects in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA).

3w •

China is the world's second largest economy, yet faces significant challenges in rising Western levels of financial and healthcare security to its 1.4 billion people. ...see more

AGBA
AGBA (NASDAQ: AGBA) is a market-leading wealth and health platform company in Hong Kong and the Greater Bay Area, China.

OnePlatform
1,008 followers
5d • Edited •

Being tired of the traditional sales approach that focuses solely on selling products? As a financial advisor, the role has evolved to become more than just a salesperson. Often hear the new financial advisors express their concerns about the perc ...see more

AGBA @agbagroup - May 4
China's Greater Bay Area is one of the largest economies in the world, and the G.B.A. Development Plan has created incredible opportunities in both the health and wealth sectors. Want to know more? You can find more information through the link in our bio.

\$AGBA

GBA Population: 86 Million
12% of China's GDP
China's GDP.

938 views 0:25 / 0:39

Promote

6 7 8,396

**FINANCIAL ADVISORS TRAINING
LEARN THE 6 STEPS OF
FINANCIAL PLANNING
IN 5 MINUTES**

Over **22M** impressions

Total **40,000 hours** played

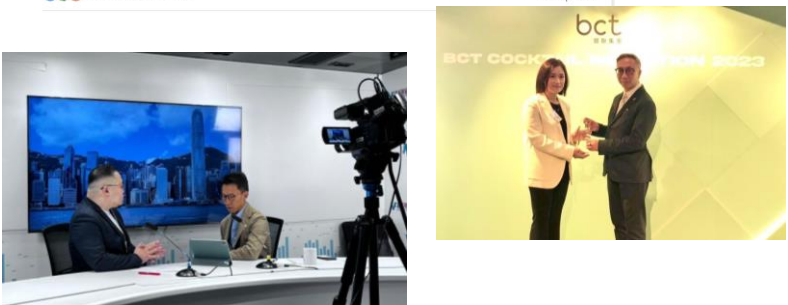
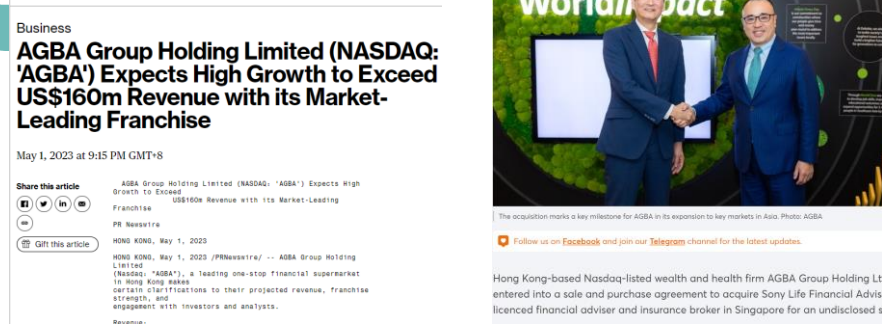
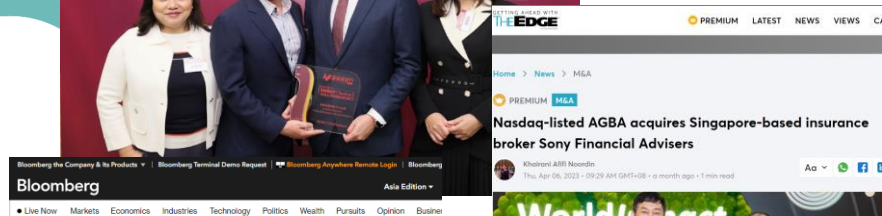
Unique Reach: **5.4M**

in

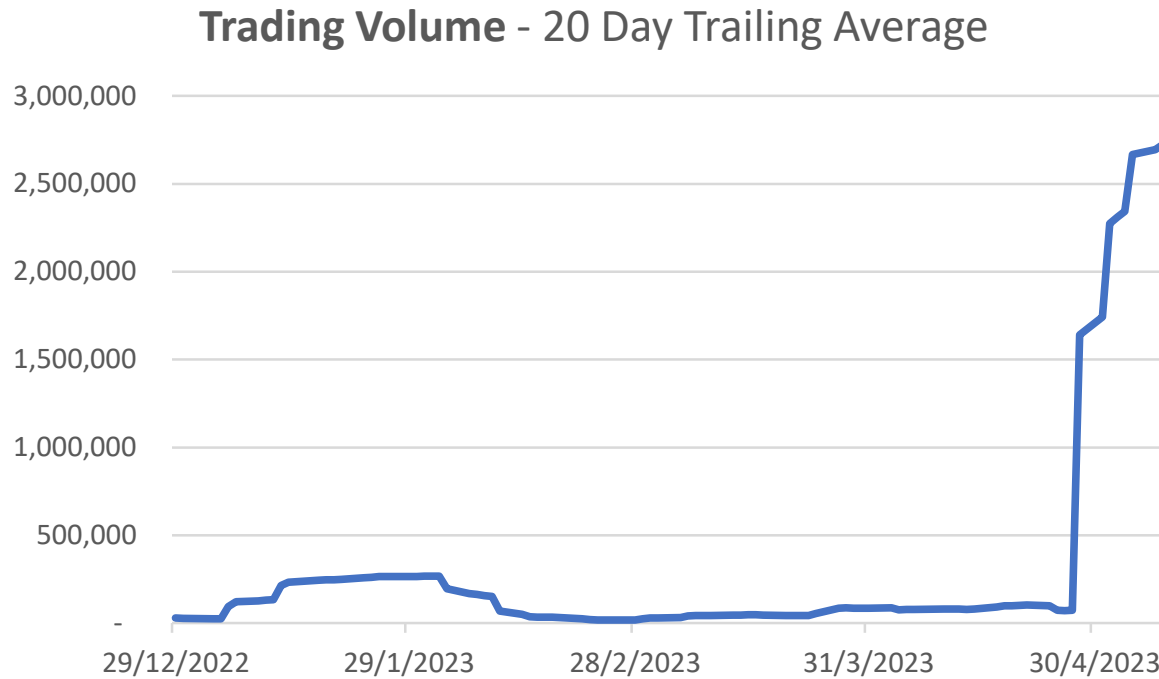
Media and Awards



We have received extensive media coverage and our media campaigns have been recognized with various industry awards.



Improved Share Trading Volume



An enhanced understanding of our company is driving investor interest and enhanced liquidity in our stock.

AI Programs



AGBA - AI Curriculum					
	101 AI Basic	201 AI + Write	202 AI + Slides	301 AI + Analyze	302 AI + Draw
Audience	2500+ General Staff & Financial Advisor located in HK and China				
Objectives	To gain a basic understanding of what AI is and how it works	To learn how to create AIGC	To learn how AI can be used to create visually appealing presentations	To learn how AI can be used to analyze data and generate insights	To learn how AI can be used to create custom illustrations and graphics
Content	<ol style="list-style-type: none"> 1. Introduction to AI: Overview of what AI is and how it works 2. Applications of AI: Explanation of different functions where AI is being used, with real-world examples 3. Implications of AI: Discussion of the potential benefits and challenges of AI 	<ol style="list-style-type: none"> 1. Introduction to AI applications in writing 2. Use AI + Write Tools like a pro 3. Examples of AI-generated writing prompts and exercise 	<ol style="list-style-type: none"> 1. Understanding A.I. and Slides 2. Tools for Creating Slides with A.I. 3. Best Practices for Creating Slides with A.I. 	<ol style="list-style-type: none"> 1. AI and Analysis 2. Easy-to-Use AI Analytical Tools 3. Basic Concepts in AI Analysis 	<ol style="list-style-type: none"> 1. Introduction to AI in Art and Design 2. AI-powered Drawing Tools 3. Collaborative Creativity
	Meet-Up mini-session to further equip and sustain AI skills learned during workshop				
Outcomes	Explain the basic concepts of AI and how it is being used	Generate written content for various purposes	Create presentations with customized design elements and templates	Analyze data and generate insights for various purposes, such as business decision-making	
Master Champion		Victor Lam	Corum Chu	Hugo Leung	

3 AI-Enabled Streams



STAFF PRODUCTIVITY



SERVICING



SALES ASSISTANT

AGBA has one of the richest product databases in Hong Kong with information on more than 1,000+ insurance products and more than 800+ funds from different providers.

We are investigating many powerful AI applications to leverage our product and customer data to empower consultants and improve customer journeys.

Distribution Business



FOCUS 富康

Distribution Business



Who We Are

- Variety of channels distributing insurance, investment and other financial products and services.
- Includes market leading financial adviser distribution channel (Focus) in Hong Kong (>1,600 advisers, >200k end-customers).
- Additional channels includes high-net worth channel and soon-to-be-launched direct to consumer digital channel.

Key Developments in Q1 2023

- Re-launch of Mainland China Visitor (MCV) business as borders with Mainland China re-open.
- Kickstarting the Group's incubation and partnership businesses.
- Preparation for Launch of AGBA Money, the Group's direct-to-consumer digital wealth mobile app.



Platform Business

Platform Business



Who We Are

- One-stop financial supermarket under the OnePlatform brand.
- Providing access to more than 2,000+ financial products and services, plus business operations, administrative and sales tools.
- Decades of investments into industry leading tech infrastructure.
- Already servicing >16% of independent financial advisers in HK.

Key Developments in Q1 2023

- Signed up new 3 new distribution partners, as well as one major bank.
- Added 6 new insurance partners during the first quarter of 2023.
- Launched more than 170 new insurance and investment products.
- Introduced new class of alternative investment products.
- Constant improvement of support tools for end customers as well as consultants.



FinTech Business

Who We Are

- One of the leading names in corporate FinTech investments.
- Have made more than USD 125 million in FinTech investments over the last 5 years.
- Successful exits including sale of Nutmeg to JPMorgan Chase in 2021.
- Close collaborations with investment companies.

Key Developments in Q1 2023

- Fully exited Oscar Health investment.
- Additional commitment to Zai (CurrencyFair) to support expansion plans.
- Continued strong growth, profits and fund raising at Tandem Money.



Healthcare Business



Who We Are

- One of the largest healthcare networks in Hong Kong.¹
- More than 800 affiliated clinics and 1,200 doctors serving around 300,000 patients.
- Long and successful track-record, established in 1973.

Key Developments in Q1 2023

- Preparing for launch of AGBA Health, digital mobile app providing range of digital healthcare services.
- Developed several Mainland Customer Visitor initiatives, including plans to offer vaccination and health test programs.
- Experienced rebound in revenue during Q1 2023.

1. The Healthcare Business is operated through HCMPS Healthcare Holdings Limited ("HCMPS"). The Group holds a 4% minority shareholding in HCMPS and, through one of its subsidiaries, 100% of the management control in HCMPS.



Outlook for 2023

Forward-Looking Plans



#1 Focus: Execution

1. Continue to participate in Hong Kong rebound, especially during 2H 2023 and beyond.
2. Further integrate our Wealth and Health businesses.
3. Expand further into Greater Bay Area and S.E. Asia.
4. Make strategic investments / acquisitions in FinTech and distribution.



THANK YOU

For further information, please visit www.agba.com/ir



Investor Relation Enquires:



ir@agba.com



+852 5529 4500

Q1 2023 Breakdown by Core Business



	Distribution Business	Platform Business	FinTech Business	Healthcare Business	Total
Q1 2023					
Revenue	US\$ 9,687,819	US\$ 1,385,861	---	---	US\$ 11,073,680
Investment Income	---	---	1,723,064	---	1,723,064
Total Assets	4,267,591	57,423,358	35,454,721	519,769	97,665,439
Q1 2022					
Revenue	US\$ 179,931	US\$ 1,896,392	---	---	US\$ 2,076,323
Investment Income	---	---	2,148,935	---	2,148,935
Total Assets	1,571,719	53,922,273	50,338,816	521,053	106,353,861
Change %					
Revenue	5,284%	(27)%	---	---	433%
Investment Income	---	---	(20)%	---	(20)%
Total Assets	172%	6%	(30)%	(0)%	(8)%

Inbound Travel Driving HK Retail Rebound

零售業銷貨量

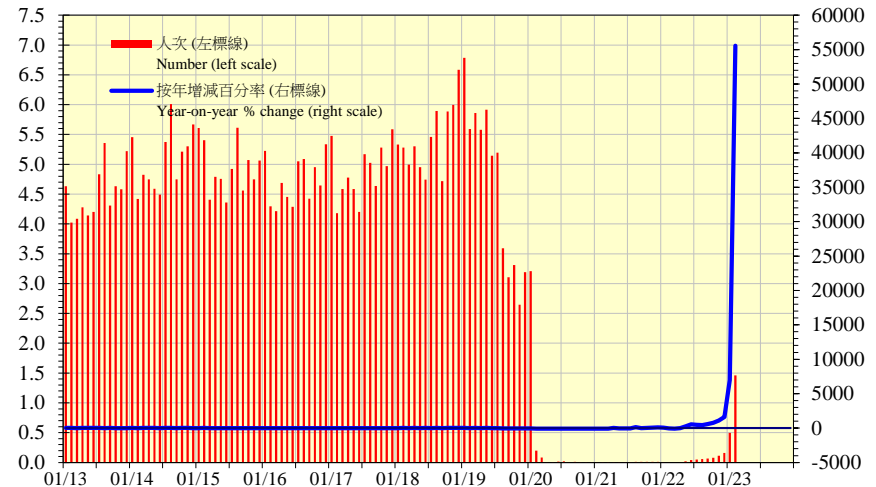
Retail sales in volume terms

總銷貨量增減百分率
Total sales % change in volume terms

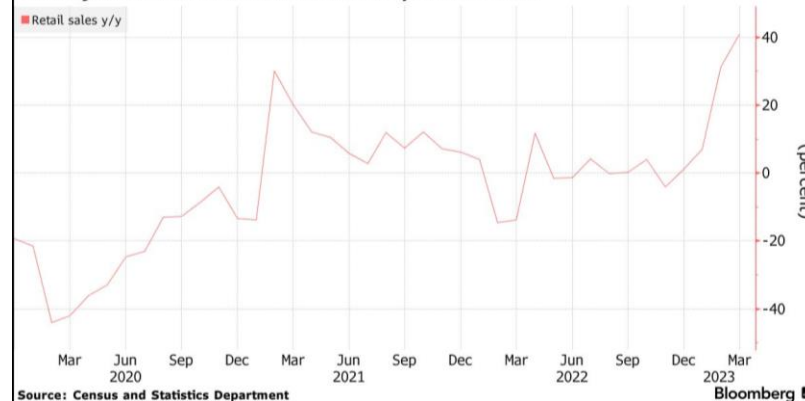


訪港旅客

Visitor arrivals



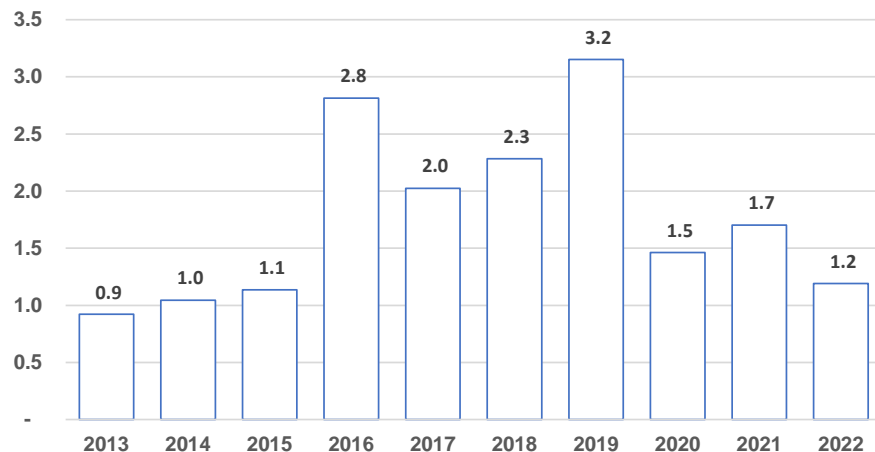
Hong Kong's Retail Sales Reach New Heights
Sales by value accelerated at the fastest pace on record



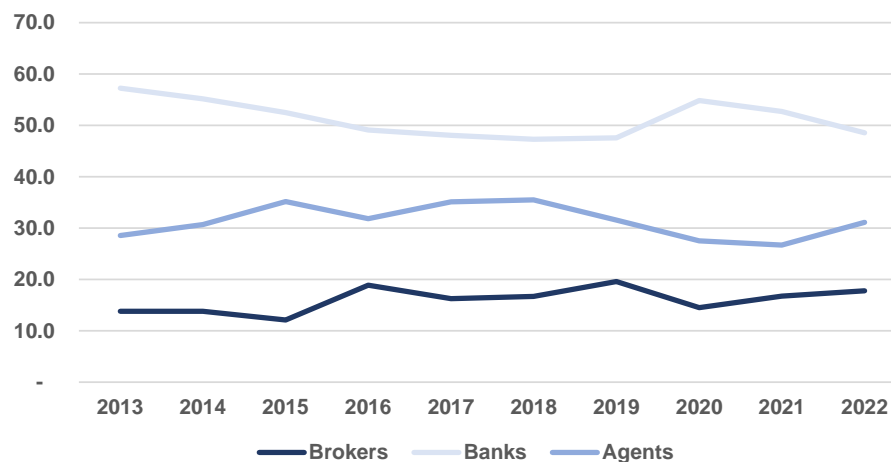
Hong Kong Insurance Industry Poised for Growth



APE New Business Life Insurance - Brokers
(USD in Bn)

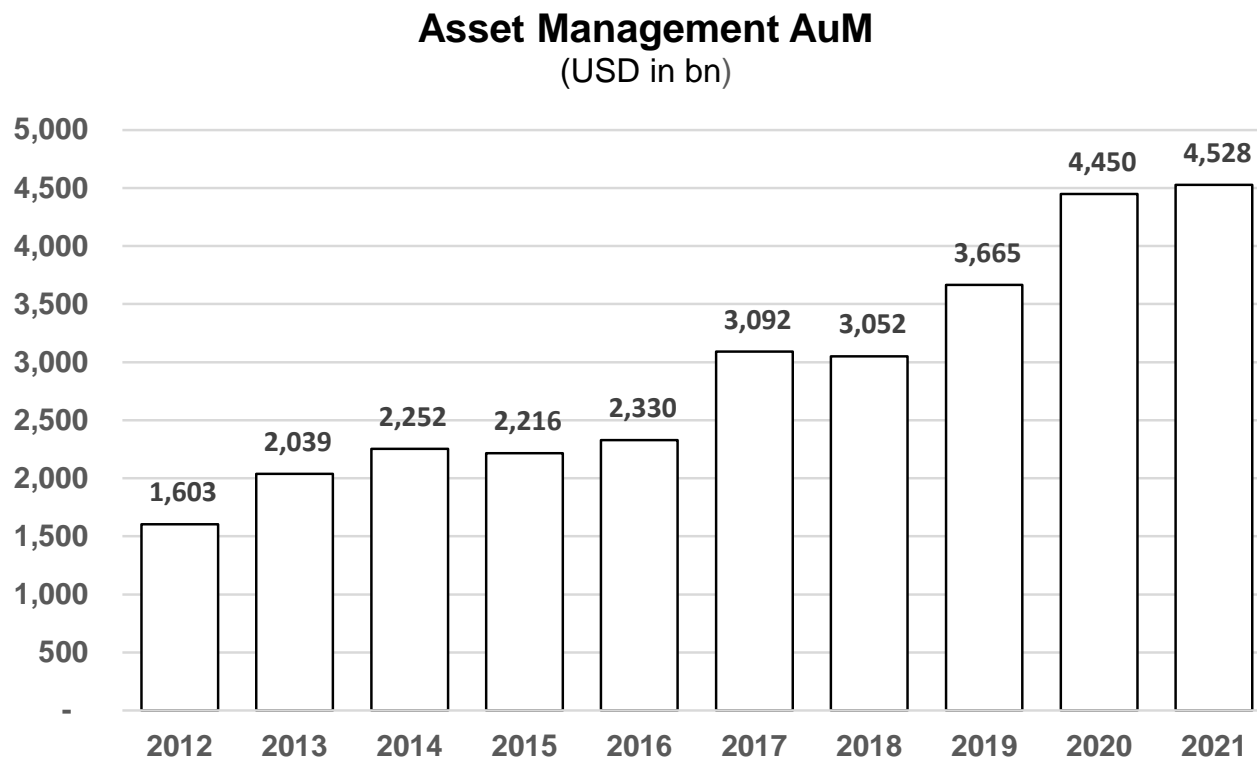


ANP New Business Life Insurance By Channel
(%)



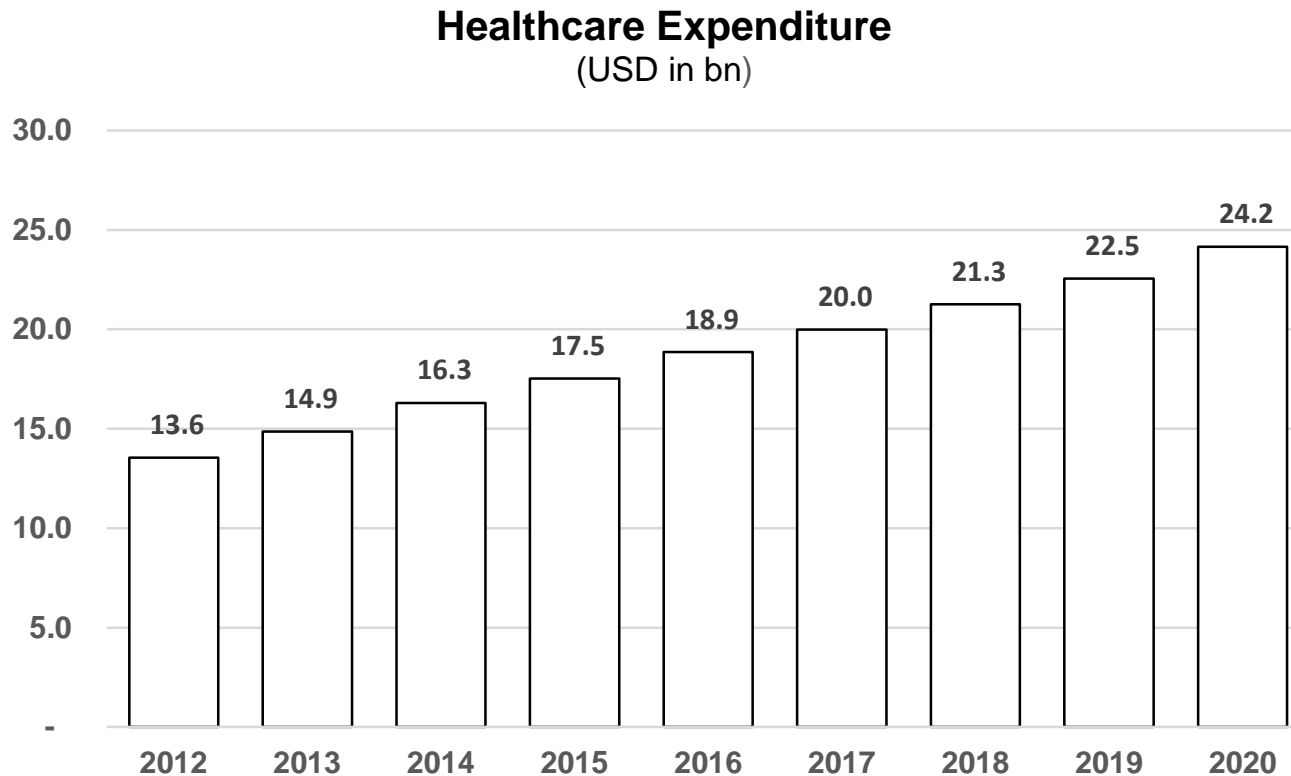
Source: Hong Kong Insurance Authority Statistics

Hong Kong Asset Management Industry Continues to Grow



Source: Hong Kong Securities and Futures Commission Statistics

Hong Kong Healthcare Industry On Steady Path for Continued Expansion



Source: Hong Kong Domestic Account Statistics

Current Enterprise Value



Enterprise Value / Revenue multiple of 0.9x based on Company estimate of full year 2023 revenue.

Benchmark	Value	Footnotes
Share Price	US\$ 1.82	(a)
Fully Diluted Shares Outstanding	78,716,295	(b)
FD Market Capitalization	US\$ 143,263,657	(a)
Total Debt	US\$ 6,251,749	(c)
Cash and Cash Equivalents	US\$ 3,653,778	(c)
Enterprise Value	US\$ 145,861,628	(d)
2023E Revenue	US\$ 159,000,000	(e)
Enterprise Value / Revenue	0.9x	

(a) Closing price as of May 12, 2023.

(b) Includes ordinary shares, warrants, RSUs and shares under the shares award scheme.

(c) Based on audited financial accounts as of March 31, 2023.

(d) Represents FD Market Capitalization plus Total Debt Less Cash and Cash Equivalents.

(e) Company estimate of 2023 full year revenue.