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Wealth and Health
Group in
Greater Bay Area,
China

AGBA

INVESTOR PRESENTATION
Q3 2023 Financial Results

November 2023



Disclaimer and Confidentiality



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Industry and Market Data

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2023 Third-Quarter Financial Results

Key Highlights

- Revenue Growth - 2023 Year-to-Date revenue approximately **2.1x 2022 Year-to-Date**.
- Persistent (China) Macro Challenges.
- But also, increasing level of integration with and support from China.
- Successful launch of various new products and supporting tools.
- Continued Investor Engagement through weekly FAQs.
- Strong Outlook for Final Quarter and 2024.
- Post Q3: Announced Signed Term Sheets for Capital Raising (USD 6.2 million).



Continued Revenue Growth

First Nine Months Revenue (US\$ in Mn)



Third Quarter Revenue (US\$ in Mn)



- 2023 third quarter revenues were flat compared to 2022 third quarter, mainly due to macro-economic environment challenges.
- Year to date, revenue for 2023 is **more than double compared** to 2022 (up 115%).

Macro Economic Challenges in China and Beyond

Bloomberg US

• Live Now Markets **Economics** Industries Tech AI Politics Wealth Pursuits Opinion Businessweek Equality

Economics

China on Brink of Deflation Again Reveals Still-Weak Rebound

- CPI stalls in September while export decline eases a bit more
- More data next week may show how much stimulus is needed

Bloomberg US Edit

• Live Now Markets **Economics** Industries Tech AI Politics Wealth Pursuits Opinion Businessweek Equality Gre

Economics
+ Markets

China Is Having a Hard Time Wooing Foreign Investors Back

- Direct investment liabilities book first drop since 1998: data
- Abrupt regulatory changes have been 'damaging' for sentiment

Bloomberg US Ed

• Live Now Markets **Economics** Industries Tech AI Politics Wealth Pursuits Opinion Businessweek Equality Gr

Economics
Inflation & Prices

China's Consumer Deflation Returns as Recovery Remains Fragile

- Consumer prices fell 0.2% year-on-year in October, data shows
- Weak data supports case for more stimulus, including RRR cut

- China's imports and exports fell more sharply than expected during the third quarter of 2023 due to weaker global demand.
- Translates into ongoing weakness in Hong Kong in trade, travel and tourism.
- Visitor numbers to Hong Kong still only at about 70% of 2018.
- Hong Kong's economic growth for 2023 likely to fall short of estimates.
- Expect annual GDP growth of about 3%.

Increasing Integration and Mainland Support

HKSAR Capital Investment Entrant Scheme

HONG KONG

Hong Kong Policy Address: Continued push for talent sees signature scheme expanded, investment visa revived

To "strengthen the development of our asset and wealth management business, financial services and related professional services," Chief Executive John Lee announced that the government would reintroduce "the Capital Investment Entrant Scheme" to attract high earners.

HONG KONG

Hong Kong to Revitalize Economy with the Reintroduction of Investment-Based Immigration Scheme

Oct 26, 2023 Hubbiss



ECONOMY

Hong Kong to offer residency visa for investors in local markets

Government hopes to stem outflow of talent to Singapore and Japan

- Hong Kong Government Introduce the Capital Investment Entrant Scheme, commonly known as the investment immigration scheme.
- The new scheme strengthen the development of Hong Kong Asset And Wealth Management Business, Financial Services And Related Professional Services.
- Under the Capital Investment Entrant Scheme, eligible investors who make investments of HK\$30 million or above in assets such as stocks, funds, bonds can apply for entry into Hong Kong.
- Piqued the interest of a new generation of mainland Chinese investors presenting Hong Kong as a strategic "stepping stone" to expand their international presence and access global markets.

Key Initiatives in Q3



lots



HAPPY 開心企業
COMPANY



OnePlatform: OnePortal

New Digitization to empower the ease of Conducting Business

Newly Launched: One-stop Shop Distributor Digital Business

1. Anytime, Anywhere, Any Device

- Access as fast as 3 seconds, ALL you NEED at your FINGERTIPS

2. Unleash Distributor Business Potential

- Handy instant information of our financial supermarket (Over 2000+ products, 2,200+ forms, 200+ training course)
- End-to-end sales support are readily available (From policy submission, proposal generation, counter queuing, etc.)

3. OnePlatform OnAir - OnePlatform House View

- Enable solution-based selling with thematic product solution, market trend and sales winning tips

4. Powerful Digital Sales Tools For Efficient Selling

- iCompare - To compare ~ 300 Life Insurance Product
- OneGI - Instant General Insurance Quotation
- Leaderboard - Measure individual and team performance at a glance



Life Insurance: Strategic Product Distribution

Our well-established distribution capability with the leading life insurer, HSBC Life, has enabled us to successfully launch our partnership.

Where we are since the partnership launch in July:

- KEY contributor to the Investment Linked business of HSBC Life
- Set several new records in HSBC Life in ILAS sector, notably in average ticket size

What's more?

- Lead and showcase to the market with significant business growth and market dominance.
- We are able to equip and enable our competent distributor force, to identify customer needs and promote the first-in-market *new 150 investment-linked insurance plan under regulatory regime* which provide better customer protection and values.

What's next...

- Replicate proven winning formula to bolster partnership collaborations and enhance distribution efficiency.

The collage features three main images:

- Top Image:** A family (mother, father, and child) sitting outdoors. Below them is a banner for "AGBA one platform x 滙豐保險 HSBC Life" with the text "AGBA集團旗下OnePlatform環一夥拍 滙豐保險 為客戶提供更全面的產品選擇".
- Middle Image:** A flyer for "產品「開放日」" (Product Opening Day) dated 7月3日2023年. It features the "AGBA one platform x 滙豐保險" logo and mentions "近150項投資相連保險計劃".
- Bottom Image:** A group of people in a meeting room, with one person standing and presenting to a seated audience.

General Insurance: New Initiatives and Product Providers

- We have signed 14 new GI Providers, bringing the total number of 35 General Insurance Providers in the Group.
- This expansion in our network of GI providers allows us to offer a broader range of insurance options to our customers, enhancing their coverage and providing them with more choices.

General Providers	Special Casualty Providers	Global Health Products Providers
Asia Pacific Property & Casualty Insurance Co Ltd	Hawkes Bay Underwriting Ltd	Bupa Global Products via Bupa (Asia) Ltd
Min Xin Insurance Company Ltd	Circle Asia Ltd	AXA Global Healthcare (Hong Kong) Limited via AXA General Hong Kong Ltd
China Taiping Insurance (HK) Company Ltd	AXA XL	April Hong Kong Limited via Liberty International Insurance Ltd
Tugu Insurance Company Ltd		
The People's Insurance Company Of China (Hong Kong) Ltd		
Asia Insurance Co Ltd		
United Builders Insurance Company Ltd		
ABCI Insurance Company Ltd		

Strategic Collaboration with Zurich (HK) Life Insurance

- Strategic collaboration with Zurich HK to further unleash joint business potential and opportunities.
- Our commitment is to provide the best value to our customers by pioneering the promotion of a new *150+ investment-linked insurance plan under the regulatory regime*, offering improved customer protection and value.
- Our proven partnership winning formula will bring us another new heights of success:
 - Mutual commitment to drive
 - Partnership awareness
 - Set sales goal
 - Sponsorship
 - Dedicated team collaboration and platform marketing promotion



Asset Management: Winning Strategies for Investment Business Growth

- **Expanding Product Selection:** Aligning our product selection with clients' investment goals, we continuously enhance our shelf offerings.

Invesco Global Equity Income Advantage Fund
Barings Senior Secured Bond Fund
Launch Zurich DPMS in ILAS Plan

- **Marketing Amplification:** We amplify brand preference through content marketing initiatives.



Finance
OnePlatform Asset Management | 07 Nov 2023

MONEY MARKET FUNDS: A CREDIBLE INVESTMENT AMID CURRENT MARKET CONDITIONS



Finance
OnePlatform Asset Management | 10 Oct 2023

EXPLORING THE PHENOMENAL RISE OF JAPAN'S STOCK MARKET

The markets have been turbulent since the Federal Reserve began raising interest rates last year to combat inflation. This has led to the failure of two significant regional U.S. banks, requiring bailouts, and concerns about a potential recession have spread. In addition, ongoing conflicts in the Middle East and Ukraine have created an atmosphere of unpredictability in the investment world. With numerous uncertainties in the investment market, investors are seeking safe and low-risk investment options, making money market funds (MMFs) an attractive choice. These funds provide an opportunity for upside while preserving capital. In this article, we will delve into the reasons why money market funds are favored investments and further explore their benefits.

Understanding Money Market Funds

Money market funds are investment vehicles that pool money from multiple investors to invest in short-term deposits and high-quality debt securities. These securities typically include Treasury bills, certificates of deposit, commercial paper, and other money market instruments. Money market funds aim to maintain a stable net asset value (NAV) of \$1 per share, making them an attractive choice for risk-averse investors.



- **Education and Empowerment:** Igniting our sales engines, we conduct regular seminars and briefings to educate and empower our financial advisors.



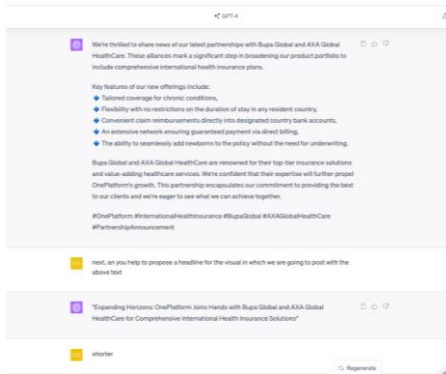
- **Fund Partner Collaboration:** Engaging with our financial advisors, we foster collaboration with fund partners, providing market insights and opportunities.



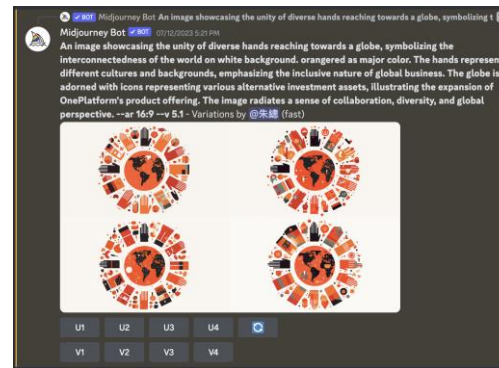
Generative AI Driven Content Marketing for Enhanced Engagement with Stakeholders

AI-enhanced Social Media Engagement

- Our AI-driven content marketing strategy boosted engagement with efficiency while achieving over 15% increase in our social media follower base just in the past quarter.



ChatGPT



MidJourney



Q3 Investor Engagement Update

Latest Disclosure

At AGBA, we are committed to ensuring that our friends can easily grasp the essence of our company, our capabilities and our infrastructure. If you are new to AGBA, we recommend starting with the **following materials** as a valuable introduction:

Description	Date	Download
AGBA Group Entered Into Term Sheets for US\$6.2 Million Private Placement Offering	Nov 08, 2023	View
AGBA Confirms Self-Imposed Lockup Of Two Significant Shareholders	Oct 04, 2023	View
AGBA Address Shareholder Inquiries Every Wednesday in its Q&A Session	Oct 04, 2023	View
AGBA updates Nasdaq and SEC in relation to Irregular Trading Activities by third parties in AGBA Shares	Oct 03, 2023	View
AGBA Group Appoints Bob Diamond as Chairman and Announces Atlas Merchant Capital as Strategic Advisor	Sep 19, 2023	View
Research Report - September 2023	Sep 18, 2023	View
\$50 Million Equity Purchase Agreement with Williamsburg Venture Holdings	Sep 07, 2023	View

MSCI Global Micro-Cap Index

AGBA's OnePlatform Partners

Greater Bay Area: Capabilities

Research Report - May 2023

HealthTech and WealthTech

Financial Projections 2023

Business Highlights Management



FINANCE & VALUATION FAQ

PRODUCT OFFERINGS & OPERATIONS FAQ

SHARE PRICE PERFORMANCE FAQ

COMPANY STRATEGY & FUTURE OUTLOOK FAQ

COMPANY OPERATION & EXPANSION PLANS FAQ

WEALTHTECH & HEALTHTECH INNOVATIONS

- We consistently engage with our investors, customers, and the general public through extensive disclosures and highly successful social media campaigns.
- To foster transparency, we have launched "Q&A Wednesday" on our company website and social media platform, X (formerly Twitter). This interactive campaign allows us to provide detailed insights on various topics such as stock price performance, company operations, and other related financial matters.
- We proactively participated in Investor Conferences and Roadshows, *including the Sidoti Conference, Emerging Growth Conference, Lake Street Big 7 Conference, Maxim Virtual Conference*, and roadshows in the US, Dublin, and London. These engagements aim to strengthen investor relationships, showcase growth potential, and expand the Company's network within the investment community.

AGBA Group Announced Term Sheets for USD 6.2 Million



INVESTOR RELATIONS ANNOUNCEMENT



**AGBA Group Entered
Into Term Sheets for
US\$6.2 Million
Private Placement
Offering**



@agbagroup



www.agba.com/ir

- The Share Placement represents a significant milestone for the Company, as it will be executed at a substantial premium to the Company's current market price. The offering signals confidence in the company's long-term outlook.
- Contemplated Share + Warrant Private Offering.
- New Investor + Group President + Company Management Team is Investing.
- Shares and warrants priced at a substantial premium to the market price.
- Ongoing discussions with investors to expand the offering.
- Capital raised will support growth, accelerate the path to profitability, and fund technology investments.

All Greater Together

Our Commitment on CSR

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- Together we promote our social responsibility, support environmental protection, and build an inclusive society. In 2020, we have contributed over 1,000 volunteering hours to the community.



HKMA award - Award for Excellence in Training and Development 2023 (Special Award)

Awarded for Excellence in Training and Development 2023 (Special Award) - Excellence of Culture Change from The Hong Kong Management Association.



Dress Pink Day 2023

To support for those affected by breast cancer, we rallied our colleagues to participate in "Dress Pink Day" on November 2nd, in support of the Hong Kong Cancer Fund.



LUNCHBOX GREENOPS (WWF X FOODPANDA)

Our AGBA team members enthusiastically embraced sustainability by actively participating in the pioneering closed-loop reusable food packaging program, ECF: Choose to Reuse, organized by WWF and foodpanda.



Eco-Champions Clothes Donation

Generous Eco-Champions brought bags filled with gently used clothes and shoes to donate, paving the way for these items to find new homes with those in need who have endured poverty.



The Zentangle workshop

Our staff wholeheartedly embraced the workshop, relishing in the moments of relaxation, mindfulness, and creativity fostered during the session. By tapping into their imagination and finding inner calmness, it not only contributed to enhancing their overall well-being but also fostered positive mental health resilience.

All Greater Together

AGBA Internal Team Building



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- AGBA promotes a positive and productive work culture at AGBA.
- This includes fostering a supportive and inclusive work environment, promoting open communication channels, and encouraging teamwork and collaboration across departments.



The AGBA Team Building Workshop

The Workshop for Consultancy Leaders unfolded successfully on August 30, 2023. In attendance were key members of AGBA's senior management, consultant team leaders, and our standout producers.



CUC Bowling Tournament 2023

AGBA OnePlatform proudly sponsored the CUC Bowling Tournament 2023, facilitating industry peers to connect in a non-office setting. We value these opportunities to engage with colleagues outside of work, fostering a relaxed and enjoyable atmosphere for team bonding.



Lantern Workshop

We hosted a workshop to celebrate the joyous occasion of the Mid-Autumn Festival. Within a short span of time, we came together, and memories of childhood and family rushed back, enveloping us in a heartwarming atmosphere.



2023 Taiwan Convention

Eighty team leaders and elites had the opportunity to savor authentic Taiwanese snacks, visit Taiwan's latest popular attractions, and engage in various team-building and networking activities.

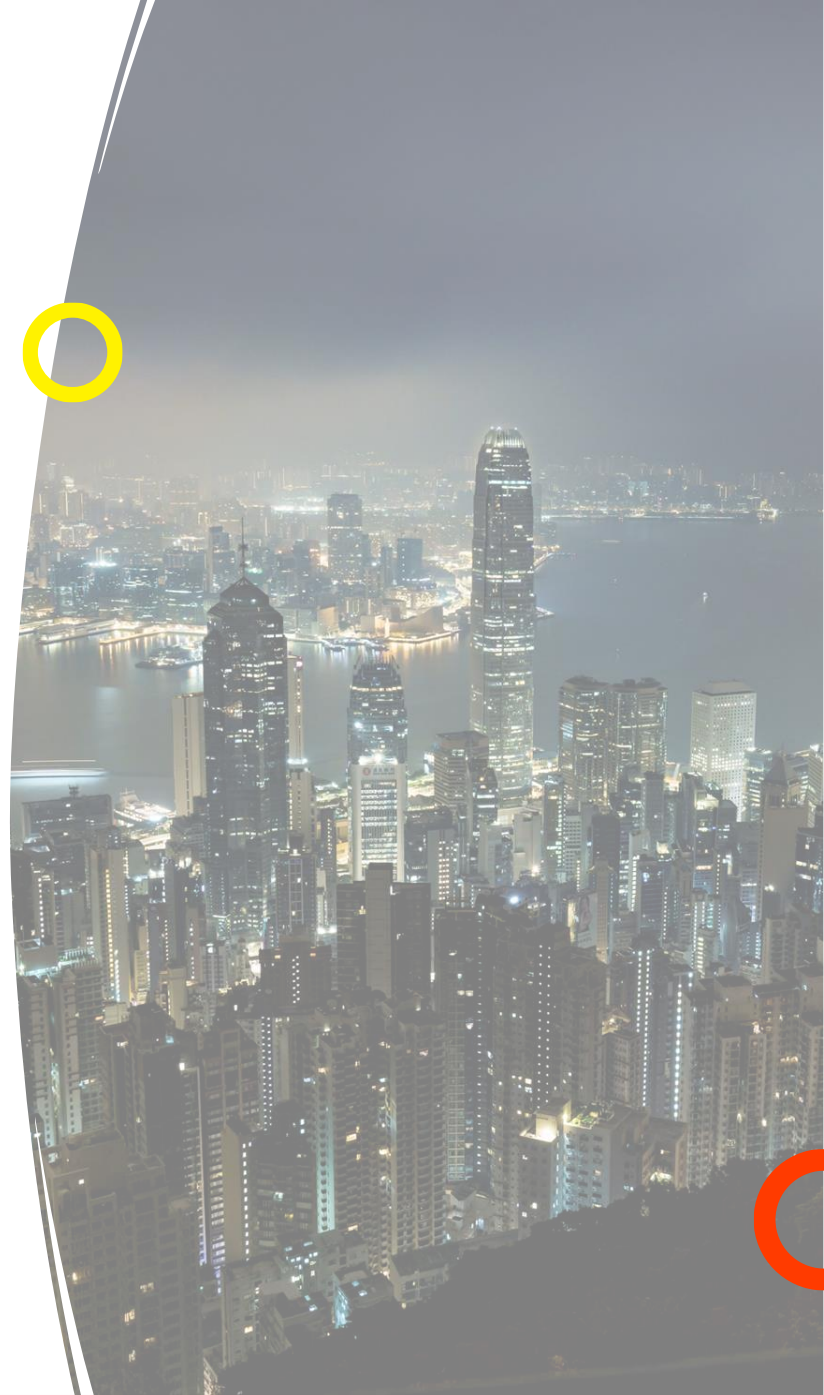


Together with a hundred other delegates from Hong Kong and Taiwan, they used fruit to spell out the slogan "AGBA, All Greater Together."

Forward-Looking Plans

#1 Focus: Execution

1. Capitalize on Hong Kong rebound during remainder of 2023 and into 2024.
2. Profitable by 2024 driven by revenue growth and realized cost savings.
3. Further integrate our Wealth and Health businesses.
4. Expand further into Greater Bay Area and S.E. Asia.
5. Make strategic investments/acquisitions in FinTech and distribution.



THANK YOU

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



Investor Relation Enquires:



Attractive Entry Point Compared to Peers



Category	Enterprise Value to:	
	Sales	EBITDA
Insurance Brokerage	6.3x	20.1x
Tech-Enabled Wealth Platforms	3.3x	16.0x
Healthcare Services	4.1x	42.7x
Wealth Distribution	2.3x	22.6x
China FinTech	3.6x	NM
China Financial Services	1.7x	5.9x
Comparable Universe Average	4.6x	16.3x
AGBA Group	0.5x	NM

Our current valuation is at a substantial discount to various peer groups

- No direct comparable companies publicly traded in the US, Europe or Asia-Pacific region.
- Peer group categories contain companies with business models that overlap with what we do.
- All peer categories trade at substantial premium to AGBA Group current valuation level.

Share prices are as of August 30, 2023.