



#1

Wealth and Health
Group in
Greater Bay Area,
China

AGBA

INVESTOR PRESENTATION
Q4 2023 Financial Results

March 2024



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.

Forward Looking Statements

This presentation contains forward-looking statements with respect to the Group. These forward-looking statements, by their nature, require the Group to make certain assumptions and necessarily involve known and unknown risks and uncertainties that could cause actual results to differ materially from those expressed or implied in these forward-looking statements, including without limitation the successful and timely completion and the commercialization of the products referred to herein. Forward-looking statements are not guarantees of performance. These forward-looking statements, including financial outlooks and strategies or deliverables stated herein, may involve, but are not limited to, comments with respect to the Group’s business or financial objectives, its strategies or future actions, its projections, targets, expectations for financial condition or outlook for operations. Words such as “may”, “will”, “would”, “could”, “expect”, “believe”, “plan”, “anticipate”, “intend”, “estimate”, “continue”, or the negative or comparable terminology, as well as terms usually used in the future and conditional, are intended to identify forward-looking statements. Information contained in forward-looking statements is based upon certain material assumptions that were applied in drawing a conclusion or making a forecast or projection, including perceptions of historical trends, current conditions and expected future developments, as well as other considerations that are believed to be appropriate in the circumstances. These assumptions are considered to be reasonable based on currently available information, but the reader is cautioned that these assumptions regarding future events, many of which are beyond its control, may ultimately prove to be incorrect since they are subject to risks and uncertainties that affect the Group and its business.

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.

This presentation does not constitute an offer to sell, a solicitation of an offer to buy, or a recommendation to purchase any security of AGBA, the Group, or any of their respective affiliates.

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.

2023 Forth-Quarter Financial Results

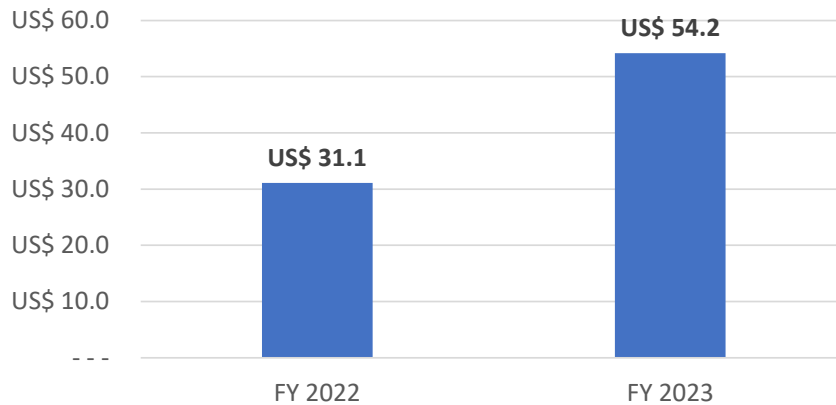
Key Highlights

- Revenue Growth - 2023 revenue approximately **1.7x 2022**.
- 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 2024.
- Near closing of PIPE (USD 6.2 million).

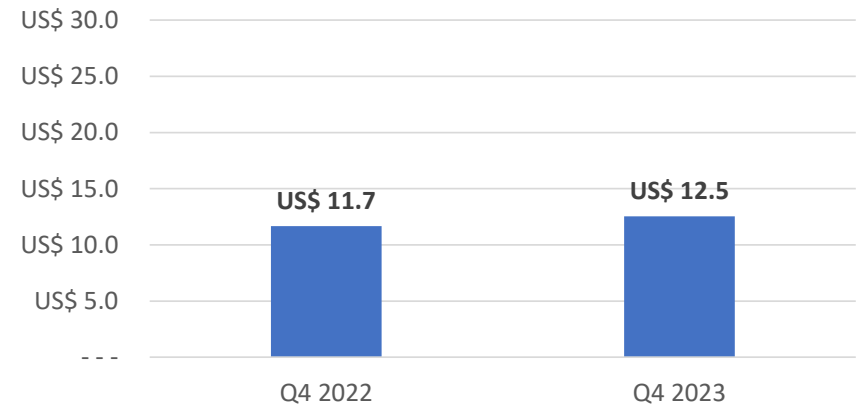


Continued Revenue Growth

Full Year Months Revenue (US\$ in Mn)



Fourth Quarter Revenue (US\$ in Mn)



- 2023 fourth quarter revenues increased by about 7% compared to 2022 fourth quarter.
- Full year revenue for 2023 **improved substantially compared** to 2022 (up 74%).

We are Leaner, Stronger and more Resilient

Looking Forward to 2024

1

Encouraging Macro Environment

- 2023 was a tough year for Hong Kong and China.
- Current macro environment bolstered by emerging signs of a China recovery.
- Plus, support from structural growth from demographics, GBA.

2

AGBA Is Well Positioned For Growth

- Response to external challenges: simplify business model and material cost cuts.
- Raised substantial funds for growth (equity private placement, asset sales).
- Exciting and successful new partnerships.

3

Substantial Share Value to be Unlocked

- Various (technical) factors combined to drive our share price decline.
- Disconnect between share price and underlying business value.
- Opens up substantial valuation gap / upside.

Key Initiatives in Q4



lots




HAPPY 開心企業
COMPANY



OnePlatform: Unlock the Power of Partnership Collaboration

- Revolutionary business platform designed to alleviate client's burdens effortlessly.

	Oct	Nov			Dec	
Thematic Campaign	HSBC WPLP 滙萃 FTLife Mywealth匠心	Zurich Swiss Elite瑞翔 FTLife Mywealth匠心				
	FTLife 匠心 Special Quote – Special Offer (70 Quota only) <div>SOLD OUT</div>	FTLife 匠心 Special Quote – Special Offer (50 Quota only) <div>反應熱烈 再度加推</div>				
Event	HSBC 100 INFORCED CA CELEBRATION # Venue: ParkLane, Date: 11 Dec <div>ACHIEVED</div>	ZURICH PRODUCT LAUNCH LUNCHEL Venue: CHINA CLUB Date: 6NOV <div>FINISHED</div>	ZURICH CELEBRATION Wine Tasting Macallan Whisky engraved with “Zurich” logo <div></div>			
	FTLife CELEBRATION LUNCHOEN Venue: TOWN CLUB HKGTA # Date: mid-Nov <div>ACHIEVED</div>	ZURICH CELEBRATION Venue: TBC Date: TBC <div>NEW</div>				
Platform Marketing Support	HSBC New Business Selling Bible	匠心 Product Teaser	Zurich New Business Selling Bible	Zurich ILAS Fund Tool	Zurich HALL OF FAME	Zurich AGBA LED TV WALL

OnePlatform: Market Unique ILAS Portfolio Report

- Revolutionary business platform designed to alleviate client's burdens effortlessly.

Empower our consultants for Professional Excellence

- Enable Holistic Financial Review from a MULTIPLE providers portfolio
- Deliver Timely Insights
- Access Anywhere Anytime

Unique • Unneed

Unique

All-in One Portfolio View
One View, Infinite Insight. All Your Policies in One Convenient Table.



Unneed

Fund + Policy level Performance

Dive deep into each policy to refine your client portfolio analysis



Unneed

Data Visualization

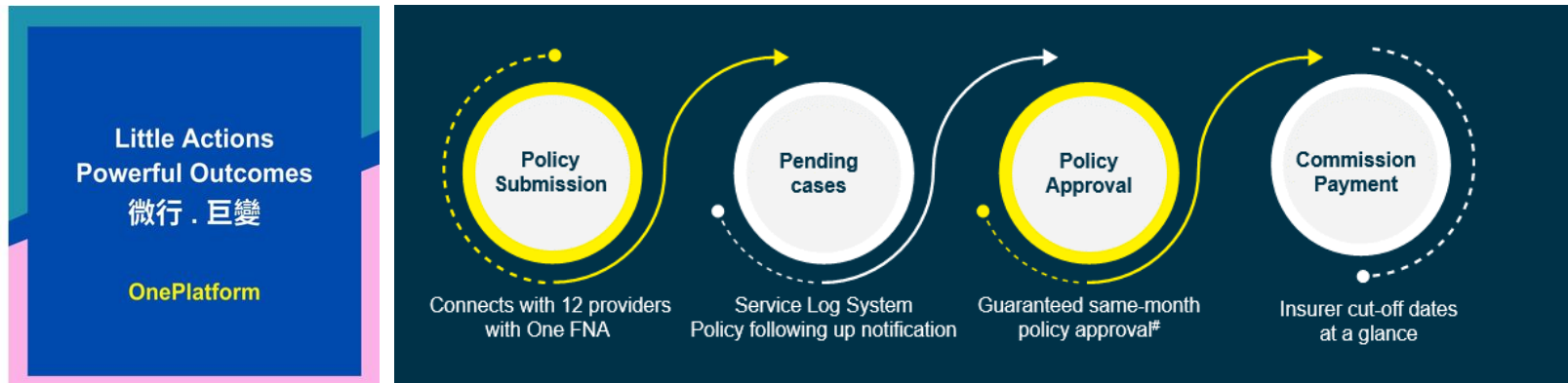
Dazzle Your Clients with Data That Speaks Volumes.



Backbone

10+ data exchange arrangement with upstream product providers under OnePlatform

OnePlatform: Digitalized Life Insurance Application Flow



One System, THE PLATFORM

- Effortless policy navigation and management
- Pre-populated client data upon submission
- Minimize risk of human error

Simplify Daily Business Efforts

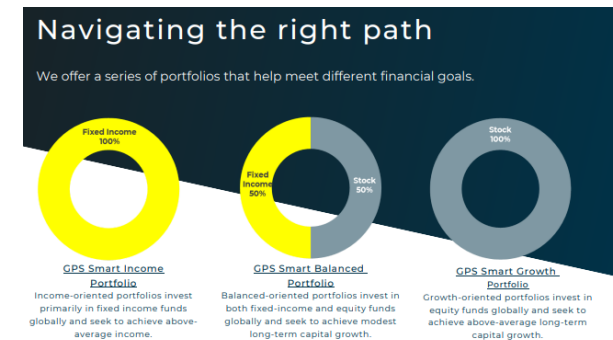
- Effortless Policy Submission and Approval
- Eliminated 50% of application form-filling time
- Timely Policy Submission and Approval
- Effective Policy Record Management

Asset Management: New Product Expansion and Solutions Launch

- Over 900+ new fund products were launched during the fourth quarter in 2023, with new funds being added to the product lineup each month.
- We are continuously adding new products in 2024 Q1, including equity funds, bond funds, and multi-asset funds, to diversify our offering and meet clients' needs.
- Our GPS Solution Brings Outstanding Returns: Our customized fund portfolios solution yielded up to an 11.2% annualized return by the end of Q4.



Global Portfolio Solutions (GPS) are a series of portfolios that provide investors with efficient and effective access to global investment markets. These professionally managed portfolios seek to deliver solid, long-term risk-adjusted returns to meet an individual's investment goals.



Asset Management: New Structured Products Launched to Capture Exponential New Market Potential

ABA one platform
Asset Management 資產管理

結構性產品銷售
Structured Products Sales

Member of ABA Group Holding Limited

Key Features 主要特點

- Regular monthly coupon
每月收取票息
- AutoCall Feature
具自動贖回機制
- Potential physical settlement to receive stock at strike price
接貨機制 - 投資者有機會以行使價收取股票
- Airbag Feature (Optional) - Daily or At-Expiry Airbag
安全氣墊機制 (可選) - 每日或屆滿日安全氣墊
- It is sold at face value
產品以票據面值出售

ABA platform
Asset Management 資產

Invesco Funds

Launch Structured Products to Capture Exponential New Market Potential:

- OAM will distribute structured products designed to provide customers with a range of options to meet their financial goals, whether they are looking for **diversification, tailored solutions, regular income, principal protection, or enhanced returns**.
- We are the one-stop investment hub for our customers to achieve their investment objectives.

Asset Management: Amplification for Investment Business Growth

- **Partnership Collaboration:** Engaged with our financial advisors, we foster collaboration with fund houses, providing market insights and opportunities.
- **Marketing Amplification:** Content marketing to drive brand preference via social networks.
- **Education and Empowerment:** Regular webinars and briefing to ignite our sales engines.



Finance
OnePlatform Asset Management | 10 Oct 2023

EXPLORING THE PHENOMENAL RISE OF JAPAN'S STOCK MARKET

Thus far Japan is one of the stock markets in 2023, has surged more than 33,000 points since 1990! Warren Buffett (BRKA) has been in Japan's five largest resulting in an average



Finance
OnePlatform Asset Management | 07 Nov 2023

MONEY MARKET FUNDS: A CREDIBLE INVESTMENT AMID CURRENT MARKET CONDITIONS

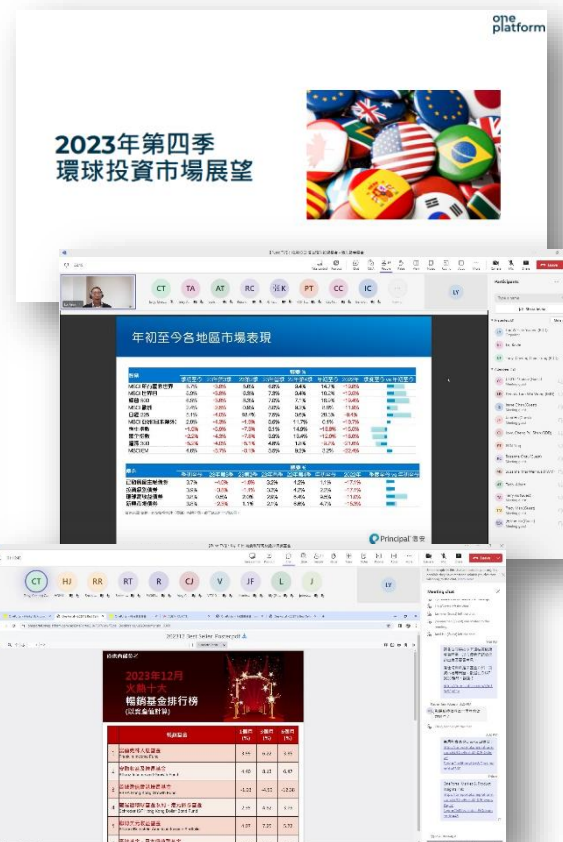
The markets have been turbulent since the Federal Reserve began raising interest rates last year to combat inflation. This has led to the failure of two significant regional U.S. banks, requiring bailouts, and concerns about a potential recession have spread. In



Finance
OnePlatform Asset Management | 06 Dec 2023

EMBRACING MARKET UNCERTAINTY: THE APPEAL OF MULTI-ASSET INVESTMENTS

to cool and the Federal is a possible end to the remains short term. Many or medium- or long-term in this uncertain int. Multi-asset regular choice among in to diversify their



Distribution Business:

Major Achievement – IA CPD Compliance

- The IA CPD compliance rate witnessed a remarkable improvement, soaring from 76.2% in 2021/22 to a perfect 100% in 2022/23.
- This outstanding achievement reflects the company's unwavering dedication to fostering a corporate culture built on professionalism and up-to-date knowledge and expertise. By prioritizing the best interests of its clients, the organization consistently ensures that its team remains equipped with the latest skills and insights.

CPD Non-Compliance League Table

	Name of the top 10 principals	CPD non-compliance ratio
1	Convoy Financial Services Ltd	23.8%
2	Chubb Life Insurance Company Ltd	14.0%
3	China Life Insurance (Overseas) Company Limited	10.2%
4	YF Life Insurance International Limited	9.0%
5	Manulife (International) Limited	8.7%
6	FTLife Insurance Company Limited	8.3%
7	AIA International Limited	8.1%
8	China Taiping Life Insurance (Hong Kong) Company Limited	7.8%
9	AXA China Region Insurance Company (Bermuda) Limited	7.3%
10	BOC Group Life Assurance Company Limited	7.1%



CPD Non-Compliance League Table 2022/23

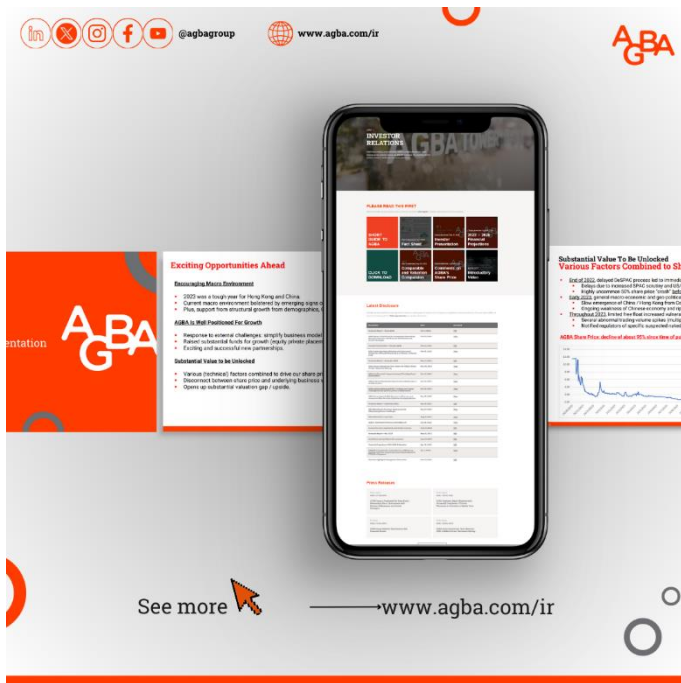
Name of Principal	CPD Non-compliance rate
FWD Life Insurance Company (Bermuda) Limited	2.3%
Bupa (Asia) Limited	1.5%
Sun Life Hong Kong Limited	1.2%
Bolttech Insurance (Hong Kong) Company Limited ³	1.1%
Zurich Insurance Company Ltd	0.6%

Distribution Business: Major Achievement



- Over 100+ of our dedicated consultants have accomplished the prestigious 2024 MDRT Qualification, also known as the Million Dollar Round Table. This remarkable achievement highlights their exceptional expertise and unwavering dedication to excellence in the field.
- Our team's commitment to the company is further exemplified by the overall productivity growth of 10% when comparing the years 2022 and 2023.
- Despite facing challenging macroeconomic conditions, our team remained resilient and focused, consistently delivering outstanding results. This productivity boost is a testament to their unwavering commitment, adaptability, and determination to succeed, driving the company forward even in the face of adversity.

Q4 Investor Engagement Update



- Education is at the heart of our beliefs. We actively engage with investors frequently, fostering transparency and operating as a transparent company. We recognize the significance of corporate governance, and we make it a priority to continually educate and share our story.
- Throughout the year, 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.
- Visit www.agba.com/ir today to delve into our latest disclosure, Investor Presentation, and research report.

New Capital At a Premium to Market Price



INVESTOR RELATIONS ANNOUNCEMENT



**AGBA Celebrates
Major Milestone with
Successful Completion of
Private Placement at a
Premium to Market Price**

- \$5.0m + in new equity capital.
- \$0.70 per share = 60% Premium at Time of Signing.
- From Institutional Investor and AGBA Management.
- AGBA Group, Group President contributes for 53% of the Private Placement.
- The successful completion of our private placement is an accomplishment that speaks volumes about the strength and potential of our business.
- Limited Delisting Risk.



@agbagroup

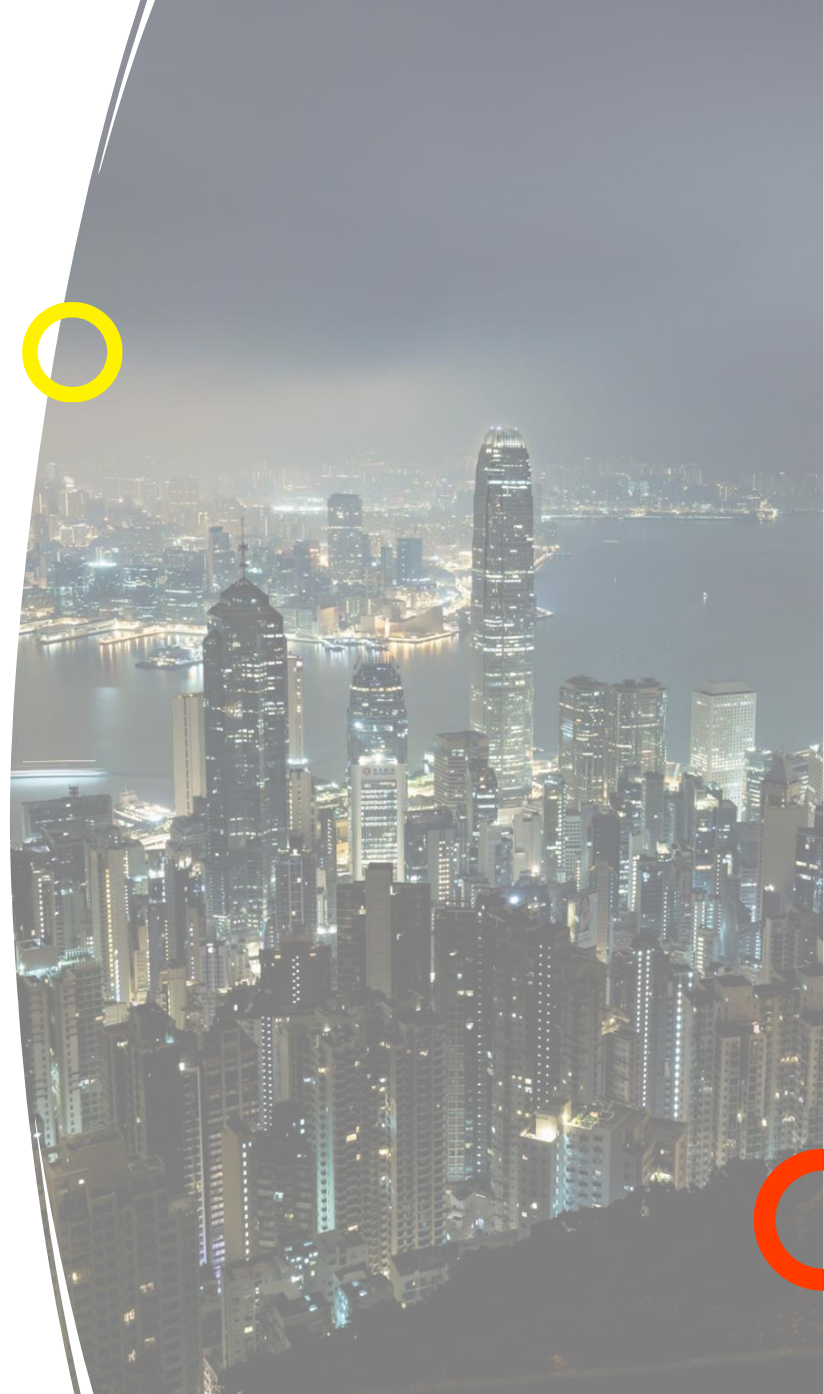


www.agba.com/ir

Forward-Looking Plans

#1 Focus: Execution

1. Capitalize on Hong Kong rebound in 2024.
2. Profitable by end-2024 driven by revenue growth and continued cost savings.
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:

