



SERIOUS MEDIA

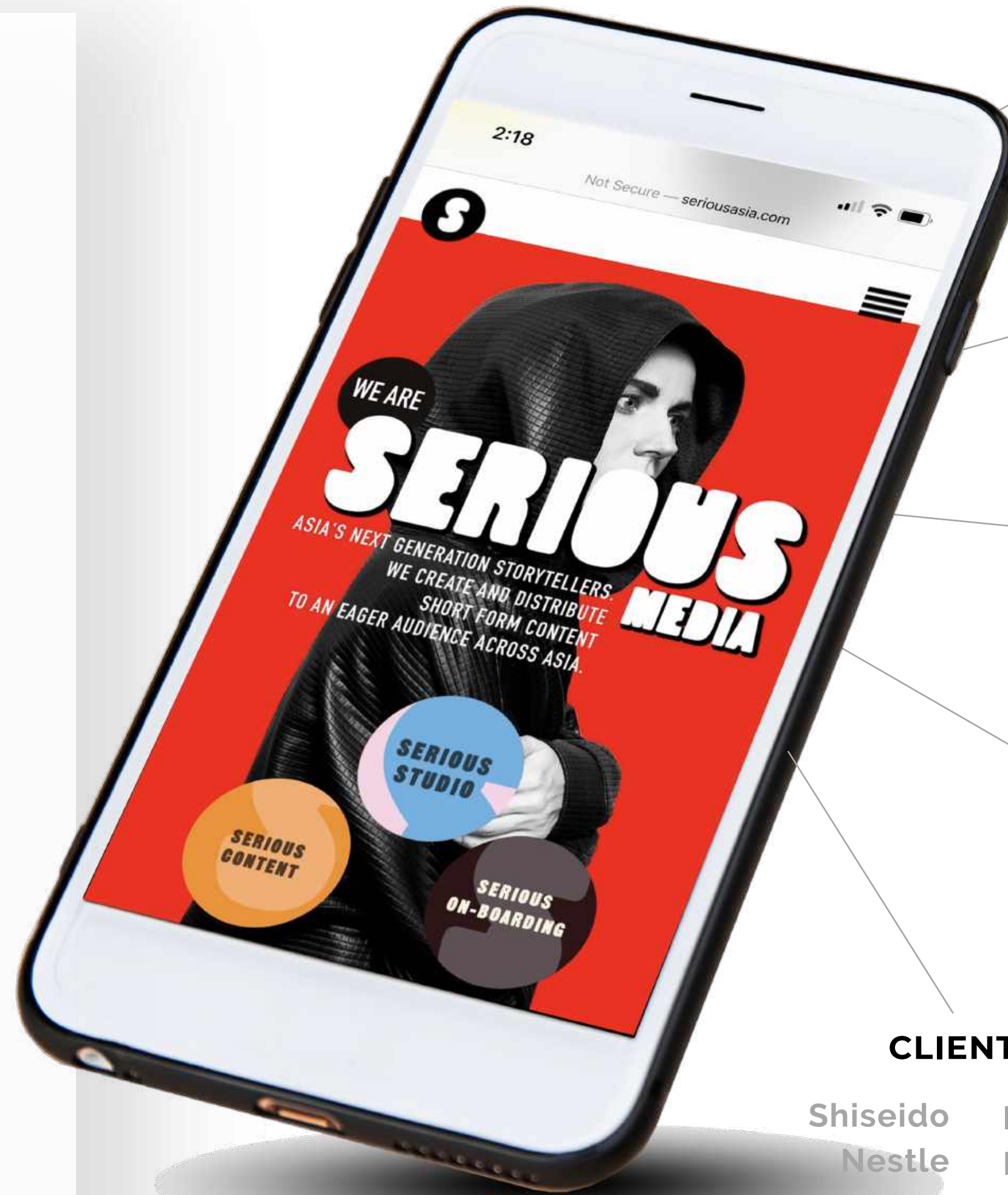
www.seriousasia.com

SCALING UP STORYTELLING IN ASIA

SERIOUS MEDIA – AN INTRODUCTION

SERIOUS
WOMEN

- A Singapore based **branded content company** launched in July 2018 to cater to brands looking to create branded content distributed digitally.
- **Rapid growth over the last two years** to 40 employees across Singapore, Kuala Lumpur and Manila with plans to expand to Jakarta and Bangkok over the next 18 months.
- **300% YOY revenue growth to \$2.4MN in Y2. Tracking to close \$4MN in Y3.** Projected to be profitable at this revenue number. A roster of top notch brands including Nestle, BMW, IKEA and DBS bank among others.
- To expand its branded content offering, **launched its proprietary content brand SERIOUS WOMEN in May 2019**, catering to a female demographic across South East Asia



ORIGINAL IP
Live Action
Social Videos
Animation
Social Content

DISTRIBUTION
Facebook
Instagram
YouTube
Web
OTT (HOOQ)

CLIENTS*

Shiseido	IKEA
Nestle	DBS Bank
Property Guru	Panasonic
BMW	Maybank
UOB Bank	Starbucks

SERVICES
Bespoke Branded Content
Digital On-Boarding
Content Propagation
Social Media Management
Social & Digital Analytics
Media Planning & Placement
Activation Solutions

BUSINESS PERFORMANCE

24 Months – July 2018-June 2020

\$800K Year 1 Revenue

\$2.34 MN Year 2 Revenue

55-60% Gross Operating Margin

50+ Blue Chip Brands On Client Roster

35 Employees Across Three Offices

\$4MN Revenue Run Rate for Year 3

CONTENT PERFORMANCE

20 Months – April 2019-December 2020

223K Fans and Followers

14MN+ Video Views with a 45% Completion Rate

14MN+ Engagements Including 11mn Interactions

186MN+ Total Impressions Delivered

**SERIOUS
WOMEN**

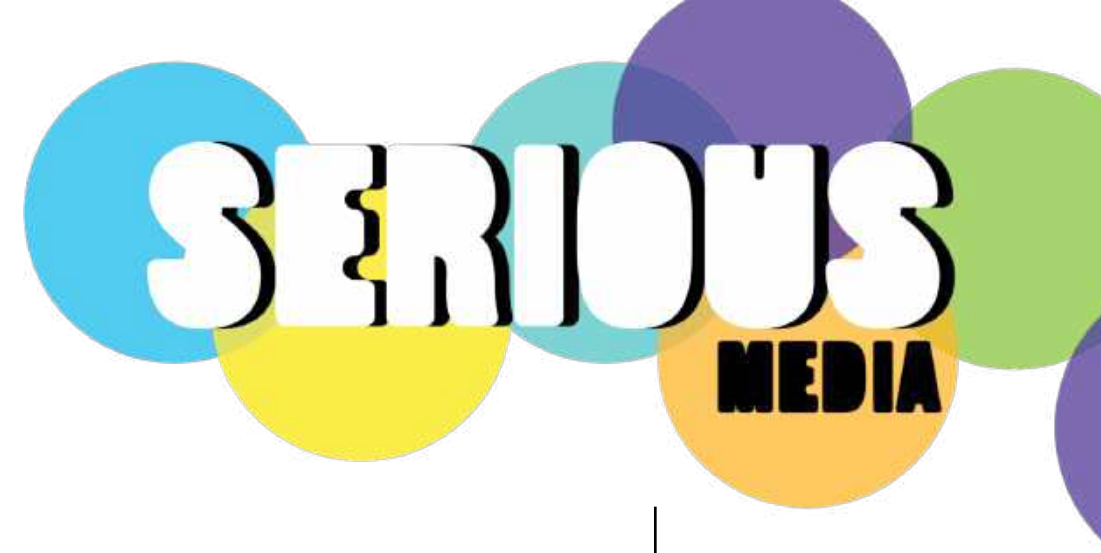
SERIOUS MEDIA – EXPANSION PLANS

Serious Media is now looking to raise expansion capital to scale its business by:

1. Expanding **BRANDED CONTENT** to newer markets (Jakarta, Bangkok)
2. Building a proprietary influencer platform **SERIOUS FLUENCE** that enables running KOL campaigns at scale
3. Scaling up **SERIOUS WOMEN** as a multi-format content destination.

Separately, the company is working on a **D2C creator led platform, SERIOUSLY** focused on shopper marketing that will bring together top, handpicked KOLs and content creators and enable them to monetise their content through shoppable links and micro subscriptions. Being built as a separate unit and business.

WHAT WE ARE BUILDING: BUSINESS STRUCTURE



Incorporated July 2018

CREATIVE SERVICES

CONTENT IP

CURRENT FUND RAISE

BRANDED CONTENT



July 2018 April 2019 August 2020

\$3.8MN REVENUE*

300% YOY Growth,
35 Employees

\$800K fund raise - scaling
current + JKT, BKK

AUTOMATED
KOL/KOC PLATFORM

SERIOUS
fluence

Proprietary technology platform
connecting users, influencers and brands
to run campaigns instantly and at scale

MVP – May 2021
Beta – July 2021

\$900K FUND RAISE

CURATED CONTENT

SERIOUS
WOMEN

After a building a highly successful
social footprint. SW is being scaled
up as a content portal and platform

Website – seriouswomen.com
launches May 2021

\$800K FUND RAISE

CREATOR LED
CONTENT

SERIOUSLY

Short video platform that lets top
creators directly connect and monetize
from their followers and viewers

MVP - June 2021
Test Launch – October 2021

Future FUND RAISE

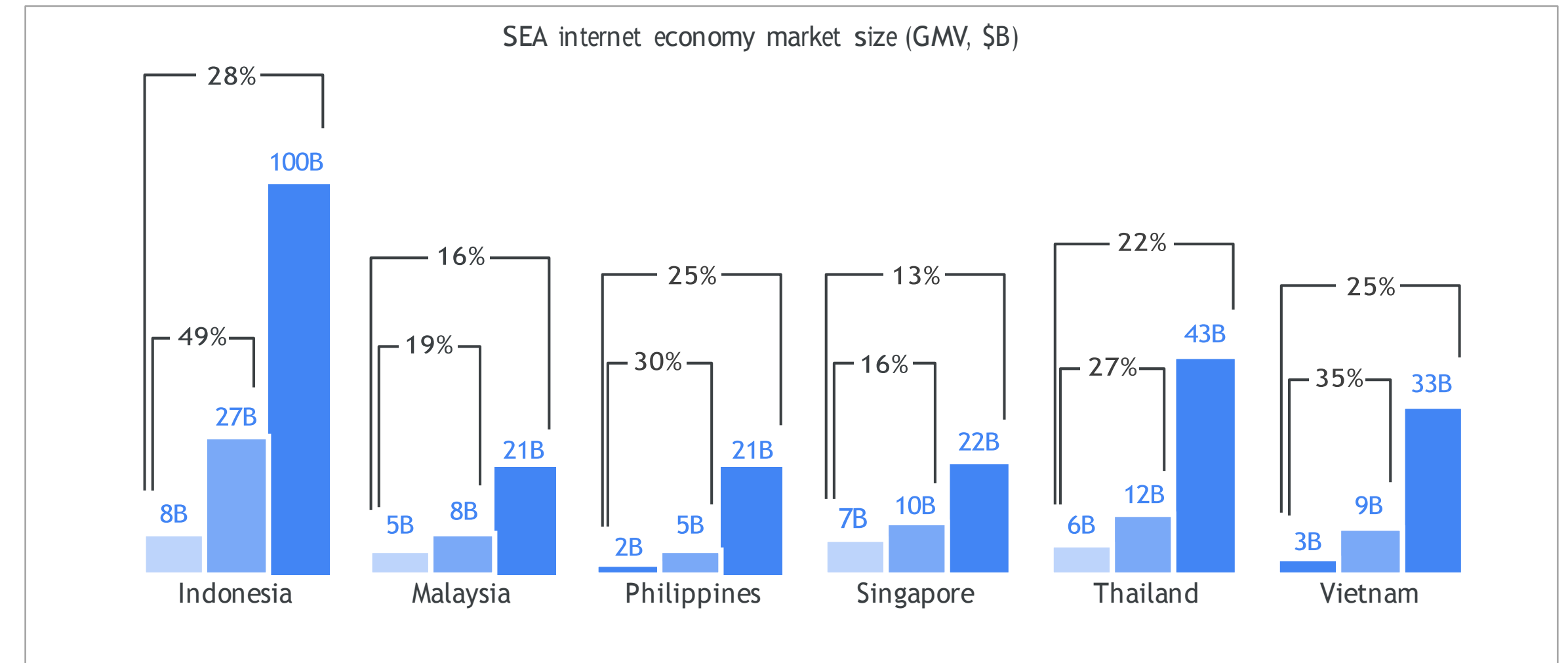
1. EXPANDING **BRANDED CONTENT** INTO NEWER MARKETS

WHY?

1. Branded Content sponsors in SEA are growing in three figure percentages across every single market. And there aren't enough quality creators.
2. A very high margin business model that hits break-even quickly and then becomes self-sustaining and cash generating

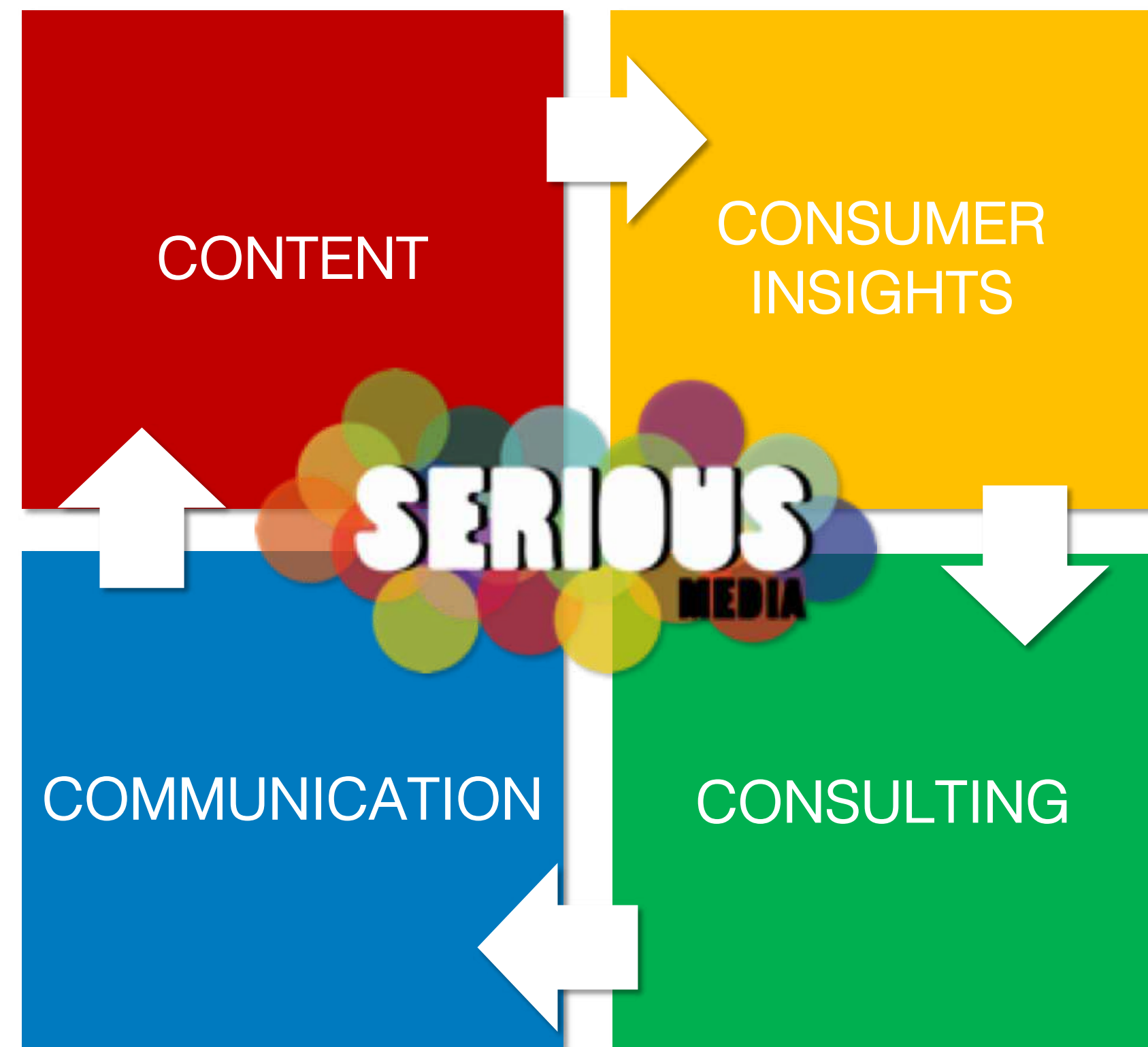
HOW?

- A revenue-first approach and a disruptive cost model lets us scale cheaply and quickly in every market we enter.
- This is further fueled by macro growth trends in digital advertising thus ensuring revenue and robust cashflow for businesses operating in this industry – particularly branded content.
- As traditional advertising agencies find themselves replaced by faster, more efficient digital content creators, a **\$20 billion market by 2025 is ripe for some serious disruption.**
- **Expanding and offering our services across more of these markets makes imminent sense given the strong success we have had so far**



BRANDED CONTENT SOLUTIONS: WE ARE UNIQUELY PLACED TO DELIVER SUPERIOR SOLUTIONS TO BRANDS

The digital ecosystem and new media consumption behavior have rendered the traditional ad agency model uncompetitive and grossly inefficient. We step in to fill the gap.



1

FASTER

We publish a video a day on our own platforms. And up to 20 content pieces a week. Giving us unmatched real-world speed of execution.

2

BETTER

We access unique and exclusive data insights available to us as a content publisher and marketer that we bring to our client projects.

3

CHEAPER

Our volume of content creation gives us phenomenal efficiencies in production and distribution that traditional agencies can't mimic.

BRANDED CONTENT IP: BRIDGING THE GAP BETWEEN CONTENT AND ADVERTISING



A variety of original, proprietary IP –from web series to FB Live – that seamlessly combine entertainment and brand integrations.

Shows like On The House are truly disruptive forces in the ad-funded content space combining new media accountability with traditional media scale and impact

2. BUILDING A PROPRIETARY INFLUENCER PLATFORM – **SERIOUS FLUENCE**

WHY?

1. Within Digital Advertising and Branded Content, Influencer Marketing is the hottest and fastest growing segment
2. Influencer marketing is still mostly manual, offering immense opportunity to anyone who can automate the process
3. While well developed in the west and China, Influencer Marketing is still in its infancy in South East Asia

HOW?

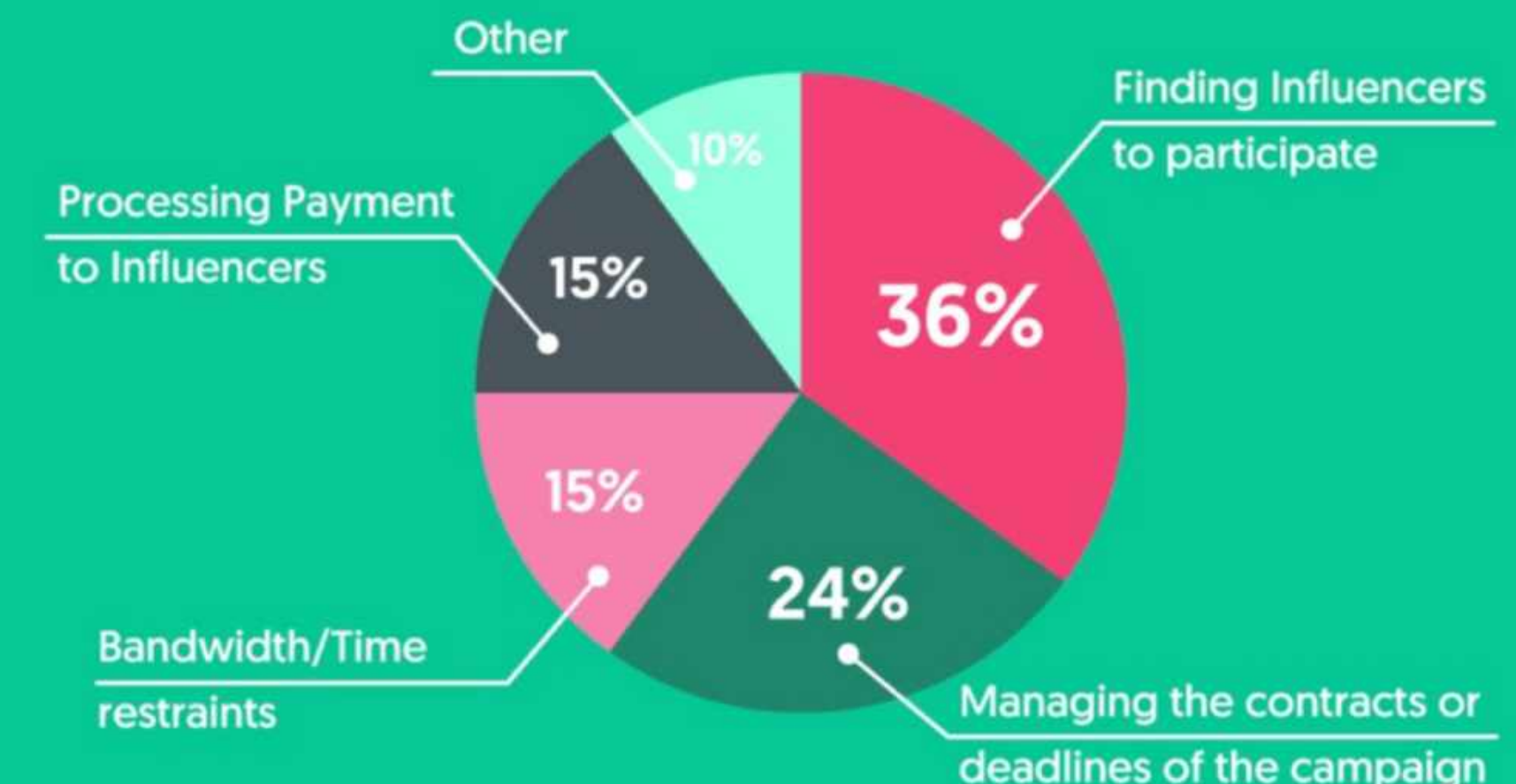
- Our platform will have the ability to run influencer campaigns at scale, almost entirely automated – this totally disrupts the existing norms in the industry
- The dashboard will let brands discover influencers that fit their brands best, recruit them, track their posts and finally pay them – all through a single interface.
- The platform is also designed to tie into e-commerce sales – the influencers who sign in to the platform can discover products that are offering an affiliate commission and feature these products on their feed.
- The dashboard generates unique codes track and monetize sales – all automated.

Influencer marketing market expected to grow to \$15B by 2022



- 70% of millennial consumers are influenced by the recommendations of their peers in buying decisions
- Earned Media Value Averages 5.2x per \$1 Spent

The biggest challenge in managing influencer campaigns are



SERIOUS FLUENCE: UNLEASHING THE POWER OF EVERY USER'S PHONE

Every Person can be an endorser, irrespective of following

Easy sign-up on seriousfluency.com by sharing insta/fb account details

Automated dashboard that instantly sets a per-post price basis followers, engagement and profile

Instant Scale for brands that can activate and manage thousands of endorsers in real-time and instantly

Creative Templates that standardize messaging and make posts easy

SERIOUS
fluency

SERIOUS FLUENCE: PRODUCT AND DASHBOARD FUNCTIONALITY

Find the best creators for your brand

Enriched creator data including interest and brand affinities. Features audience profiles, growth history, and cross-platform content to help find, assess, and qualify all creators before adding them to your network.

Seamless Experience

Create a seamless experience in a single destination for creators who join our network. A flexible, templated workflow lets us configure elements of design and onboarding so we can capture what we need while enabling creators to view and manage all aspects of their campaign opportunities.

Global Payment Options

Execute creator payments within a single platform. Creators can be paid in any country across multiple currency and several payment method options.

Easy Data Access

Link Ad Manager accounts to your profile. Consolidate both Facebook and Instagram paid media data alongside your organic post metrics and use it to optimize your campaign efforts.

Controlled Access

Offer partners and team members a simple way to share creator and campaign information back and forth with permissioned access to selected areas of the platform.



3. SCALING UP **SERIOUS WOMEN** AS A DESTINATION

WHY?

1. Owned Media is a natural segue for growth for any branded content creator with great potential to act as a moat as well as supercharge revenues
2. Serious Women is already a well established social brand with a strong proof of concept.
3. More and more brands in South East Asia are looking for women-centric platforms to work with and support as the earning power of women in the region sky-rockets

HOW?

- Seriouswomen.com launches in January 2021 and will use the extensive social footprint of the brand to drive traffic.
- Branded Content shows and IP launching in Q1 2021 – proof of monetization and scalability across markets
- The extensive client network the business already has will be leveraged to source sponsorship as well as branded content revenue for the site.
- This significantly de-risks the content play compared to traditional publishers who rely purely on traffic based CPMs which never amount to much.



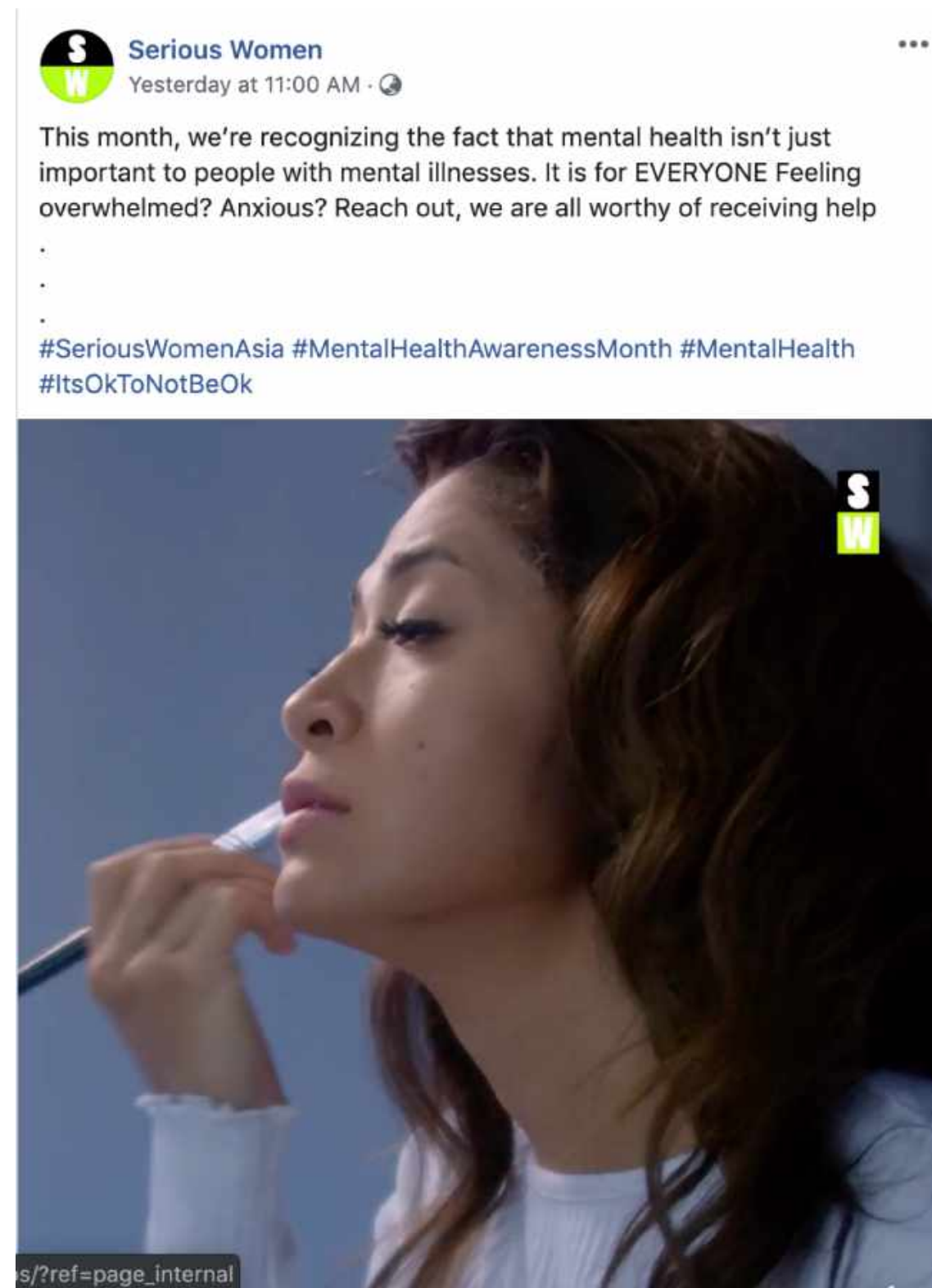
Here women are free to be their beautiful, paradoxical, messy selves.

CONTENT THAT INSPIRES: OUR IP, FORMATS AND THEMES DRIVE A PASSIONATE FOLLOWING



ANIMATION

Mememes that entertain, Illustrations that provoke, Views that inspire. Highly engaging and quickly becoming a SW signature.



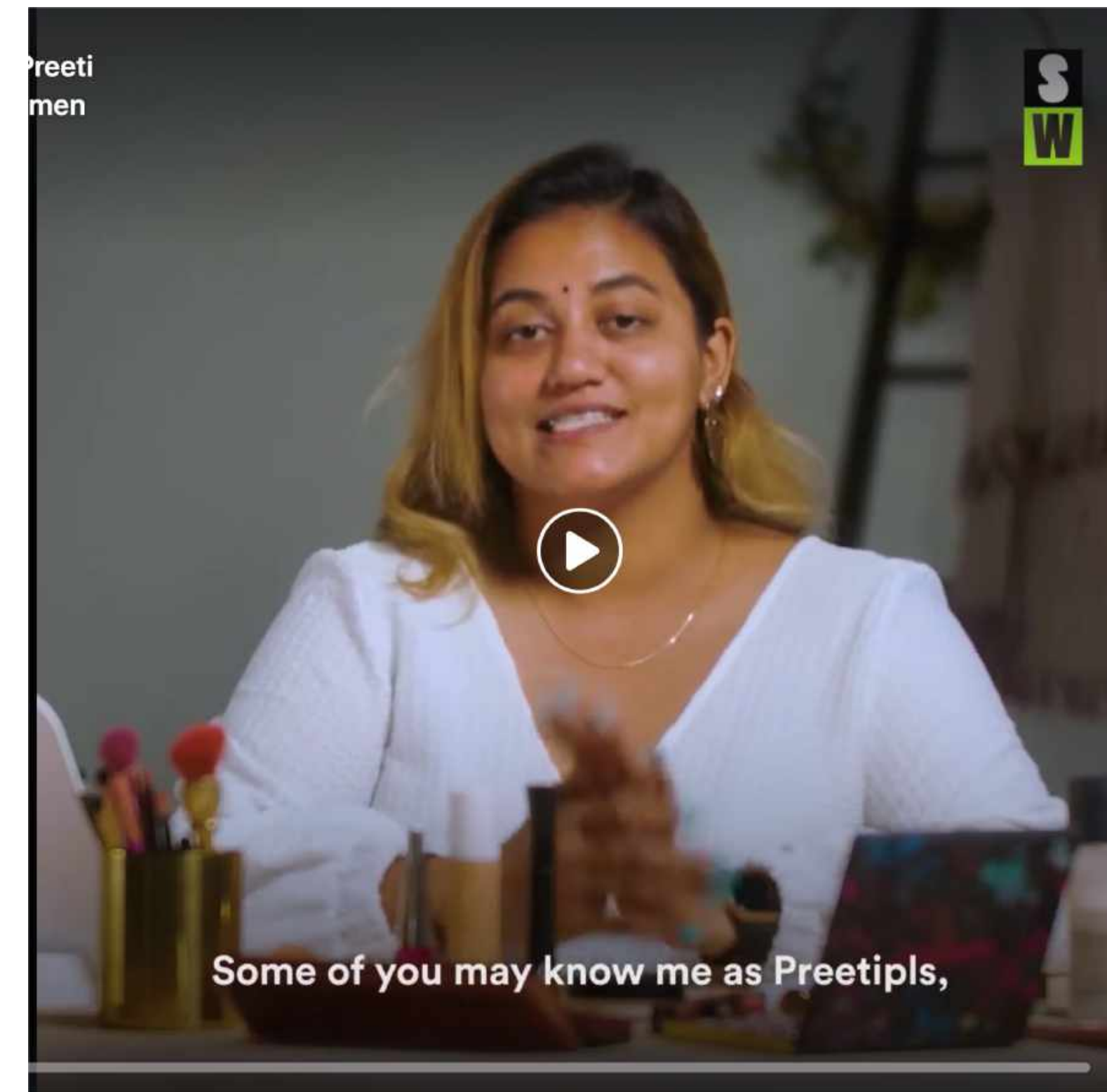
INFLUENCERS

From highly opinionated takes on current hot buttons to CSR initiatives for World Mental Health day, our work with Influencers transcends the mundane and frivolous



INTERACTIVE

Insta-stories, quizzes, interactive posts, contests and giveaways all keep the community engaged and highly involved.



LIVE ACTION

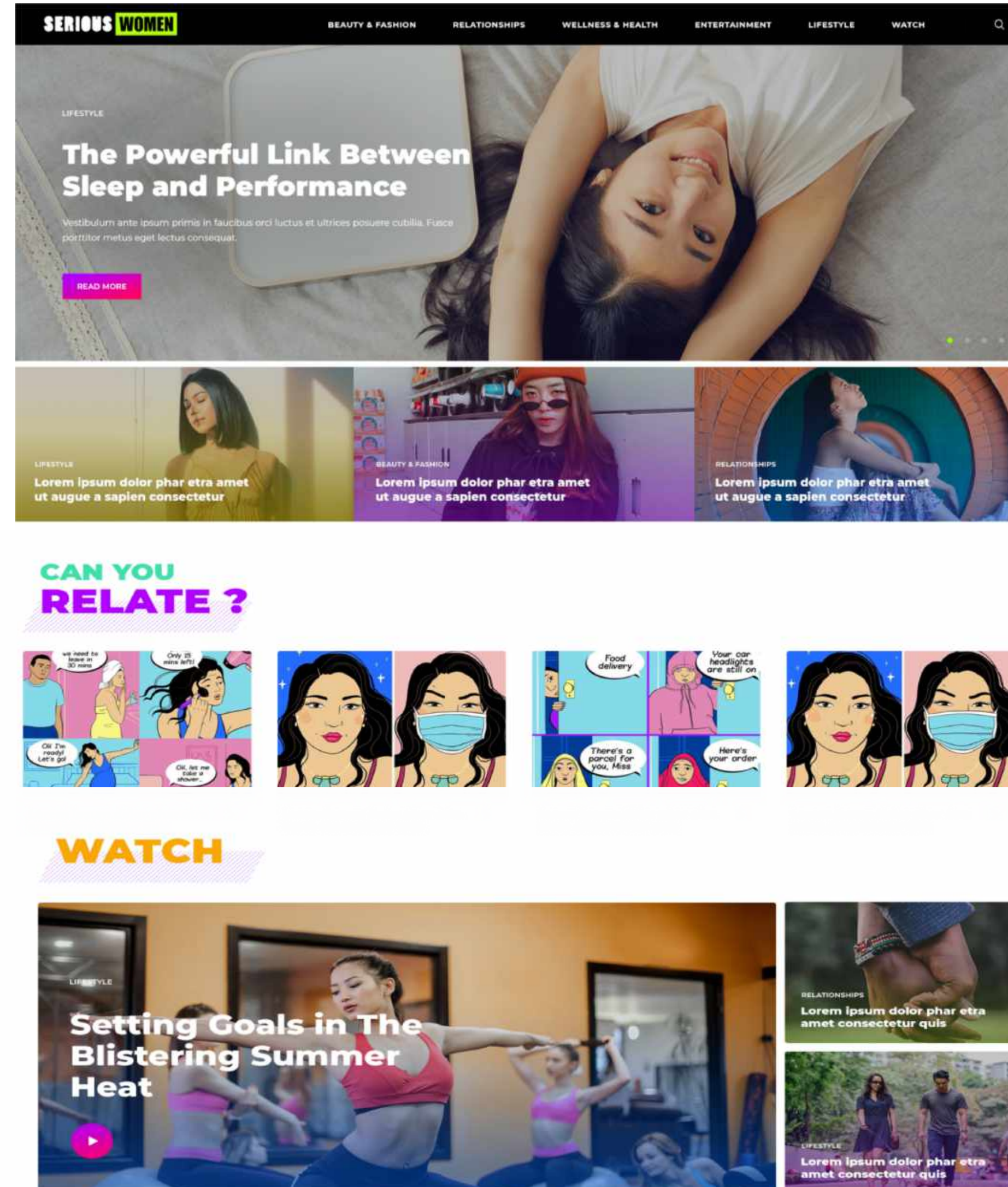
Sitting at the apex of our content pyramid, live action videos cover a variety of topics, issues and stories. Witty, smart and highly watchable, these short videos are at the forefront of the short-form revolution

SERIOUSWOMEN.COM

LAUNCHING DECEMBER 2020 – Owned platform to drive higher monetization

Our website is where we house our **well-received and proven illustration series, memes, videos and articles.**

Longer-form content is distilled into **shareable social content** for propagation on our social media channels.



1. Brand-friendly lifestyle content pillars like beauty, fashion, health and wellness etc.

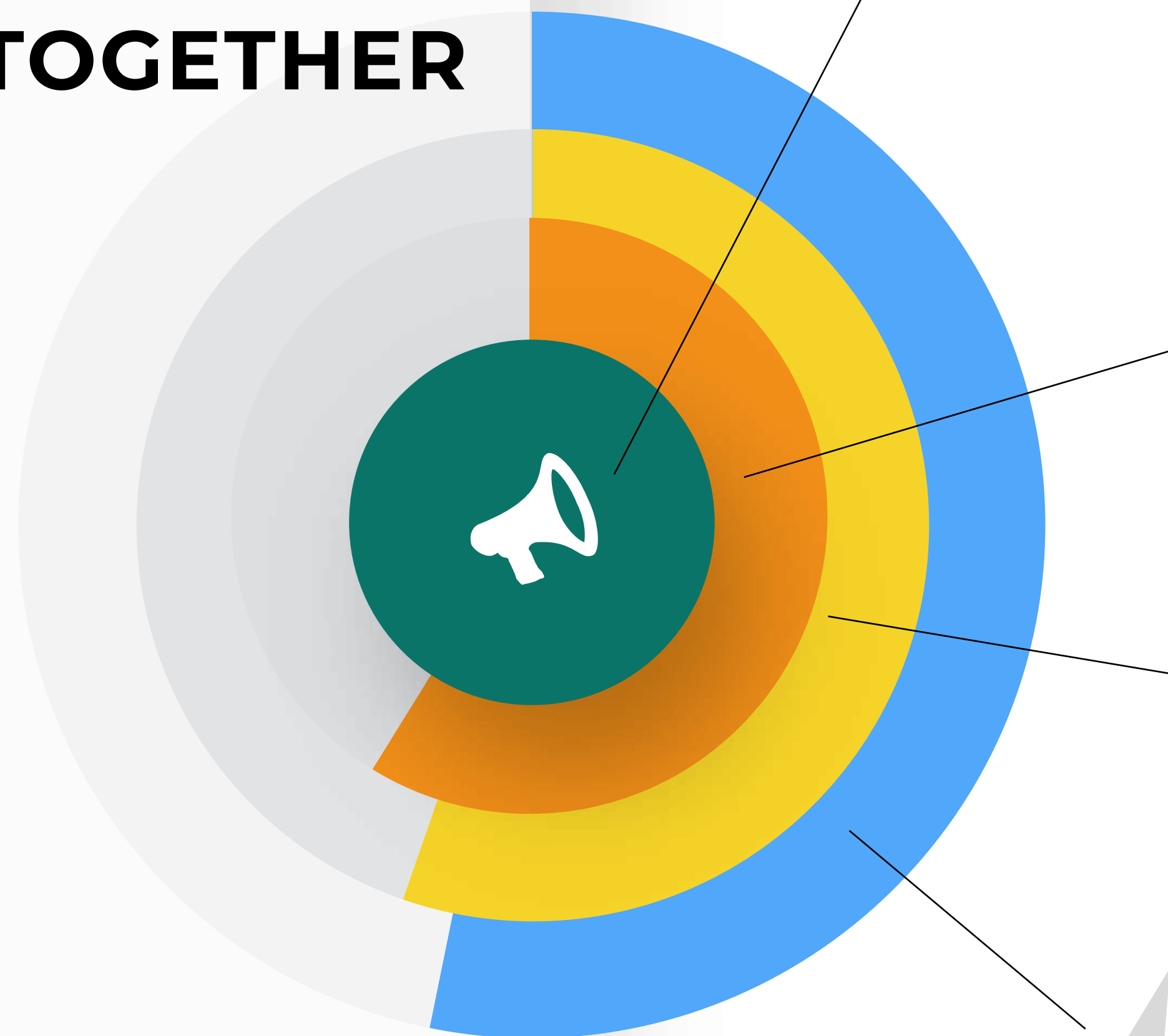
2. Top sponsored content featured as sub-topics on main page

3. Subtle product integrations in relatable illustrations/memes

4. Videos/interviews are prime for product endorsements

BRINGING IT ALL TOGETHER

The four verticals of our business have deep synergies and build off each other. The branded content business is what lets us build deep relationships with sponsors. This lets us adopt a revenue-first approach to all of our other verticals making the path to scale and profitability much easier and a lot quicker.



BRANDED CONTENT

Branded content forms the core of our business at **SERIOUS MEDIA**, letting us bring in sponsors to the other businesses

KOLS AND TALENT

Building a KOL dashboard and talent management system like **SERIOUS FLUENCE** lets us scale our branded content business and bring in newer sponsors

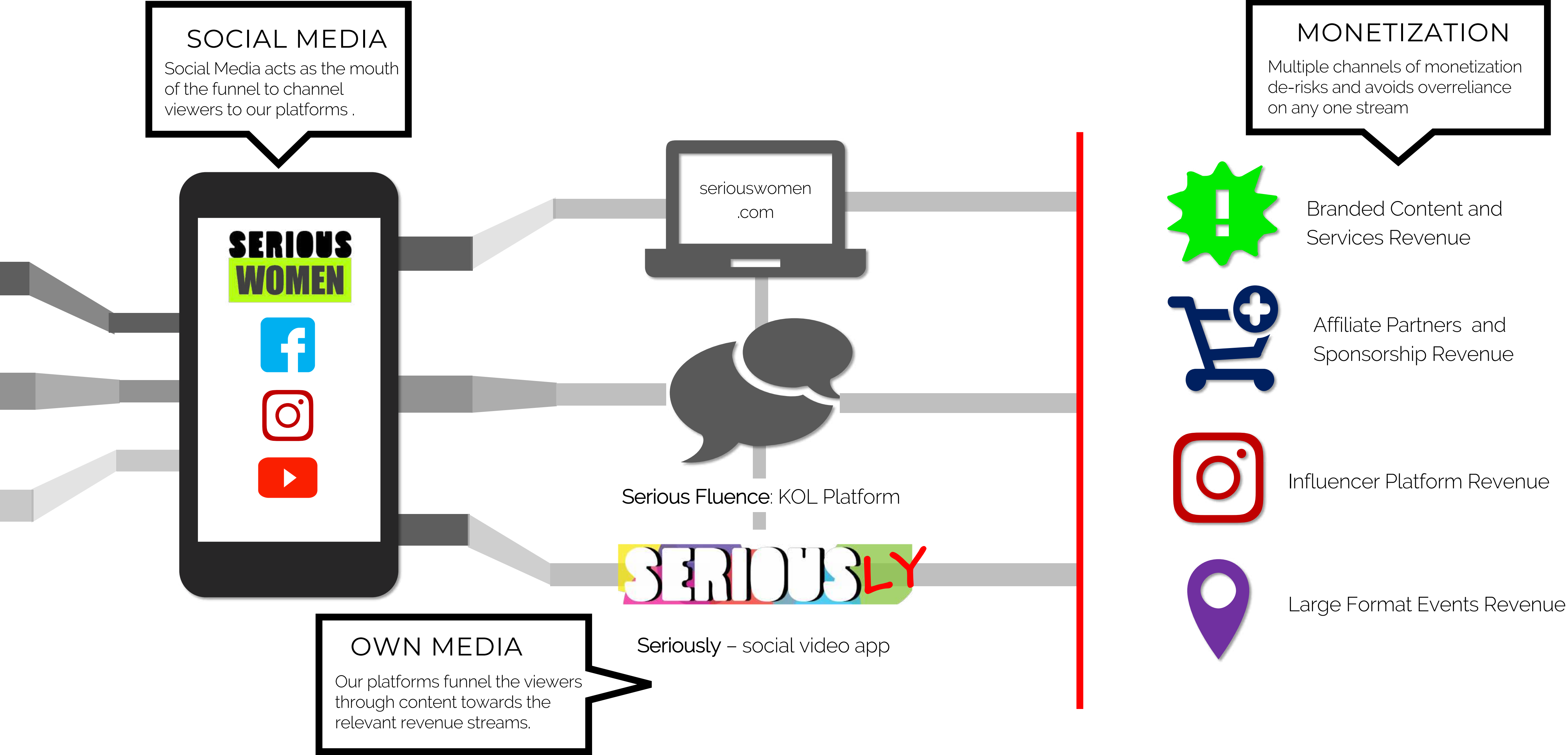
OWNED MEDIA

Owned media platforms like **SERIOUS WOMEN** lets us supercharge our revenue from branded content. It also lets us leverage our KOL relationships to create content and build talent

CONTENT PLATFORM

Finally, a content platform like **SERIOUSLY** brings all of the above together at scale – branded content, key KOLs, sponsorships as well as e-commerce

CONSUMER AND REVENUE FUNNEL



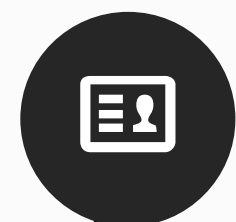
FIVE YEAR REVENUE PROJECTION : FY22 INVESTMENT YEAR

NOTE: DOES NOT INCLUDE REVENUE OR COSTS FOR "SERIOUSLY" – THE SOCIAL VIDEO PLATFORM

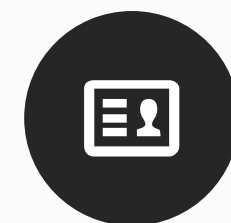
Revenue SGD	FY20 (actuals)	FY21 YTD (6 Months)	FY21 (Full Year)	FY22	FY23	FY24	FY25	FY26
Branded Content	2,232,510	1,149,647	3,200,000	4,800,000	7,550,000	11,200,000	14,800,000	17,400,000
Content Commission	1,190	-	-	165,000	390,000	750,000	1,350,000	2,000,000
Affiliate Marketing & Sponsorships	-	-	-	220,000	596,560	1,155,000	3,236,800	4,500,000
KOC Network	-	163,000	425,000	675,000	1,200,000	3,200,000	7,700,000	10,000,000
Events and Promos	90,000	81,000	81,000	150,000	550,000	1,400,000	2,800,000	4,000,000
Other Income	47,917	43,937	120,000	150,000	172,500	198,375	228,131	262,351
Total Revenue	2,371,617	1,437,584	3,826,000	6,160,000	10,459,060	17,903,375	30,114,931	38,162,351
COS Branded Content	829,598	247,622	1,280,000	2,400,000	3,775,000	4,480,000	5,920,000	6,960,000
COS Content Commission	-	-	-	99,000	234,000	450,000	810,000	1,200,000
COS Affiliate Marketing & Sponsors	-	-	-	66,000	178,968	346,500	971,040	1,350,000
COS KOC Network	-	68,565	212,500	337,500	600,000	1,600,000	3,080,000	4,000,000
COS Events	48,045	38,574	38,574	97,500	357,500	910,000	1,820,000	2,600,000
Content Cost	139,465	-	-	287,500	287,500	287,500	287,500	287,500
Product & Tech Cost	-	-	-	744,000	855,600	983,940	1,131,531	1,301,261
Marketing and Sales	-	-	-	420,000	525,000	656,250	820,313	943,359
Manpower and Admin	1,321,662	746,925	1,493,850	2,919,840	3,649,602	4,661,189	5,829,065	6,703,425
Capex & Overhead	235,112	108,954	217,908	338,400	406,080	487,296	584,755	672,468
TOTAL COSTS	2,573,882	1,210,640	3,242,832	7,709,740	10,869,250	14,862,675	21,254,204	26,018,014
EBIDTA	(202,265)	226,944	583,168	(1,549,740)	(410,190)	3,040,700	8,860,727	12,144,337
EBIDTA %	(8.5)	15.8	15.2	(25.2)	(3.9)	17.0	29.4	31.8



Launch of Philippines operation. **\$2.4 MN** gross revenue with cash +ve exit run-rate



FY 2020



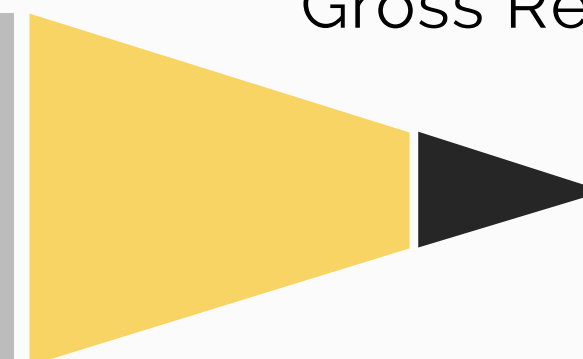
Full scale 5-market operation with full profitability and an EBIDTA of 35%

FY 2025

\$ 38.2 MN



Gross Revenue in Y5



32%



EBIDTA in steady state



FY 2021

Launch of Fluence and Indonesia operations



NOTE: DOES NOT INCLUDE REVENUE OR COSTS FOR "SERIOUSLY" – THE SOCIAL VIDEO PLATFORM

FUNDING AND DEPLOYMENT SUMMARY:

The scale up plan envisages a stable content brand distributed through own and 3rd party platforms. Operations in 5 countries and revenue sources that include Branded Content, KOL platform, Serious Women platform, Events and various Digital Marketing Services.

FUNDING DEPLOYMENT:

Philippines : \$250K
Indonesia/BKK : \$550K
Serious Fluence : \$900K
Serious Women : \$800K

FINANCIALS:

INVESTMENT CASE

FY26 📅
REVENUE - \$38 MN
EBIDTA - \$12.MN

Three different valuation scenarios reflecting possible returns by 2026 on current investment of
\$2.5MN @ \$12MN
pre-money valuation

1

DIGITAL AGENCY VALUATION

Typical digital agency valuations range in the 8-10X trailing EBIDTA range

\$80-100 MN

\$14-17 MN equity value

2

MEDIA BRAND VALUATION

4-6X revenue multiple typify the media brand valuations for the most recent deals

\$100-150 MN

\$17-25 MN equity value

3

PLATFORM VALUATION

12-17X revenue multiple typify the tech platform valuations in recent deals

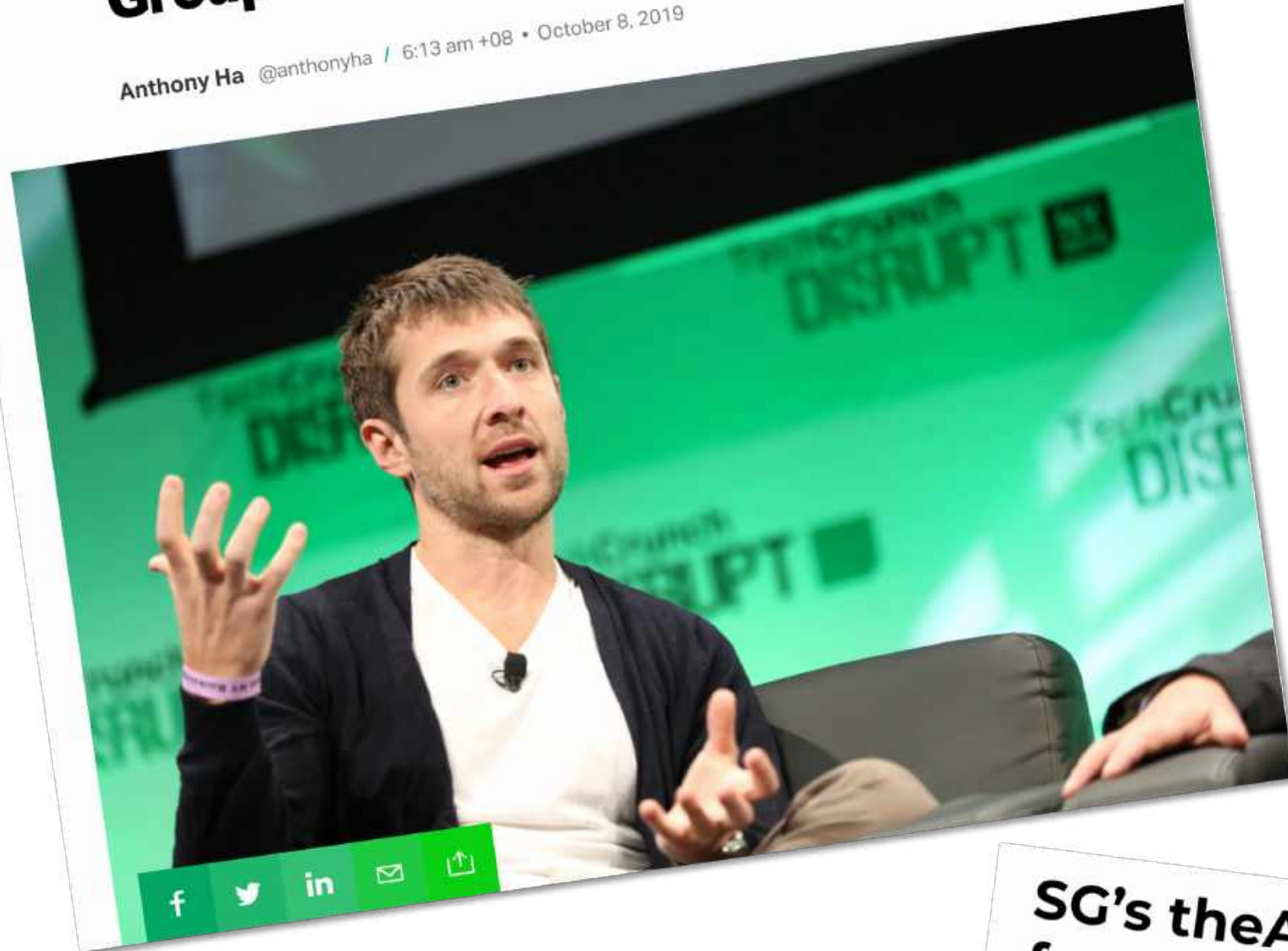
\$120-170 MN

\$20-29 MN equity value

Group Nine acquires PopSugar

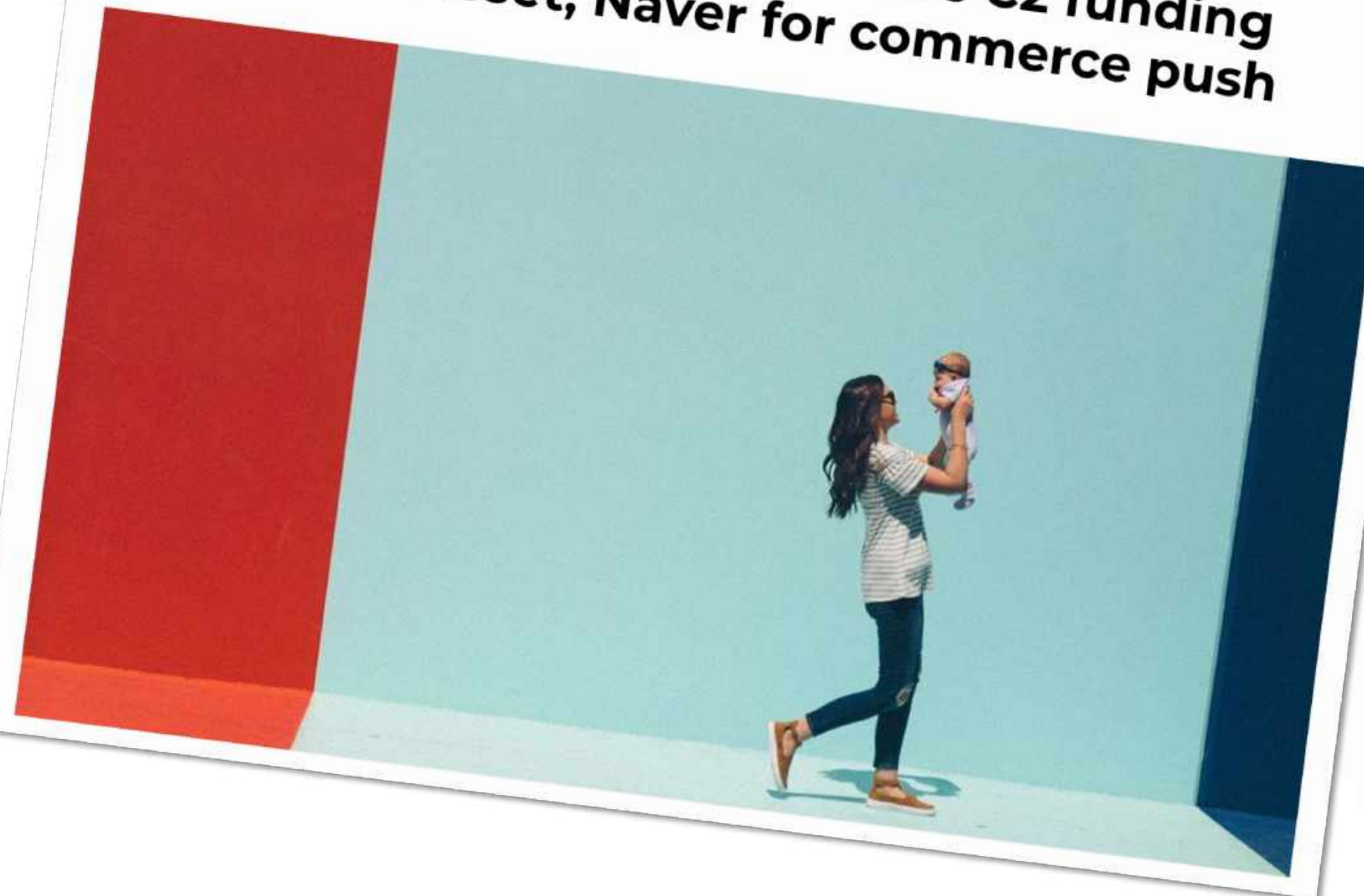
Anthony Ha @anthonyha / 6:13 am +08 • October 8, 2019

Comment



POPSUGAR:
The millennial women focused website was recently acquired by Group Nine at a valuation of \$300 Million

SG's theAsianparent bags Series C2 funding from Mirae Asset, Naver for commerce push



TICKLED MEDIA
Est Revenue: -
Fund raise YTD : \$40MN
Deployment: E-commerce

DEALS IN THE SPACE

Two recent deals stand out in the space in recent times:

The first is teen fashion and lifestyle portal Popsugar which was acquired at a valuation of \$300 Million

The second is a special interest portal focusing on Asian Parents – Tickled Media

Both are indicative of the direction content brands are taking to serve consumers and advertisers equally

WHY WE ARE UNIQUELY PLACED TO SUCCEED



1

REVENUE AND CASH GENERATING

The business has scaled quickly since launch and is projecting \$4MN of revenues this year – and will be profitable and cash generating

2

PROVEN TRACK RECORD

Since launch the business has demonstrated an ability to create, distribute and monetize content across multiple markets quickly.

3

DEEP CLIENT RELATIONSHIPS

Having worked with over 50 blue chip brands since launch, the business is well placed to leverage these relationships for growth in new ventures

4

HIGHLY EXPERIENCED TEAM

The leadership team in each market has over two decades of rich experience across media and other sectors each making it a highly potent, diverse and valuable management team



Ex Deputy Managing Director, A+E Networks Asia. Formerly Executive Vice President and General Manager, STAR TV, India. 20 years of Media and Entertainment experience over a decade of those in leadership roles heading businesses. Chief architect of A+E Digital Studios Asia. Instrumental in driving a 400% increase in ad sales over a 4-year period.



Ex Head of Marketing at A+E networks Asia. Formerly at Discovery networks Asia. 15+ years of Traditional and Digital Media experience in SEA, including work across major Broadcasters. Proven track-record of scaling up content monetization across a variety of platforms. Experienced team leader with domain expertise across marketing and branding in addition to content monetization.

FOUNDERS AND INVESTORS

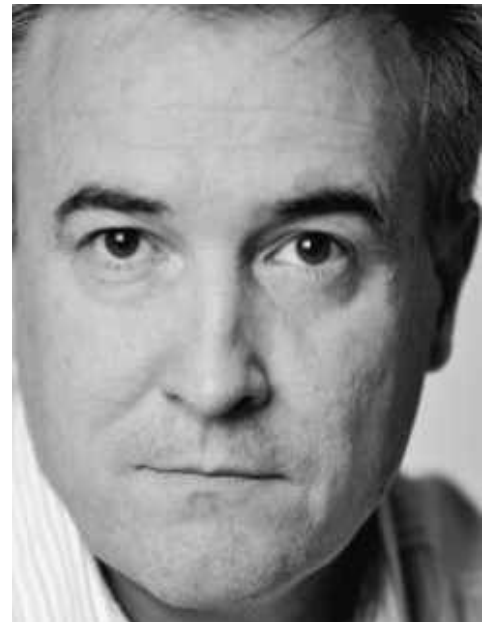
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Ex CFO, Turner Asia Pacific
Ex CFO, Discovery Asia Pacific



GET IN TOUCH



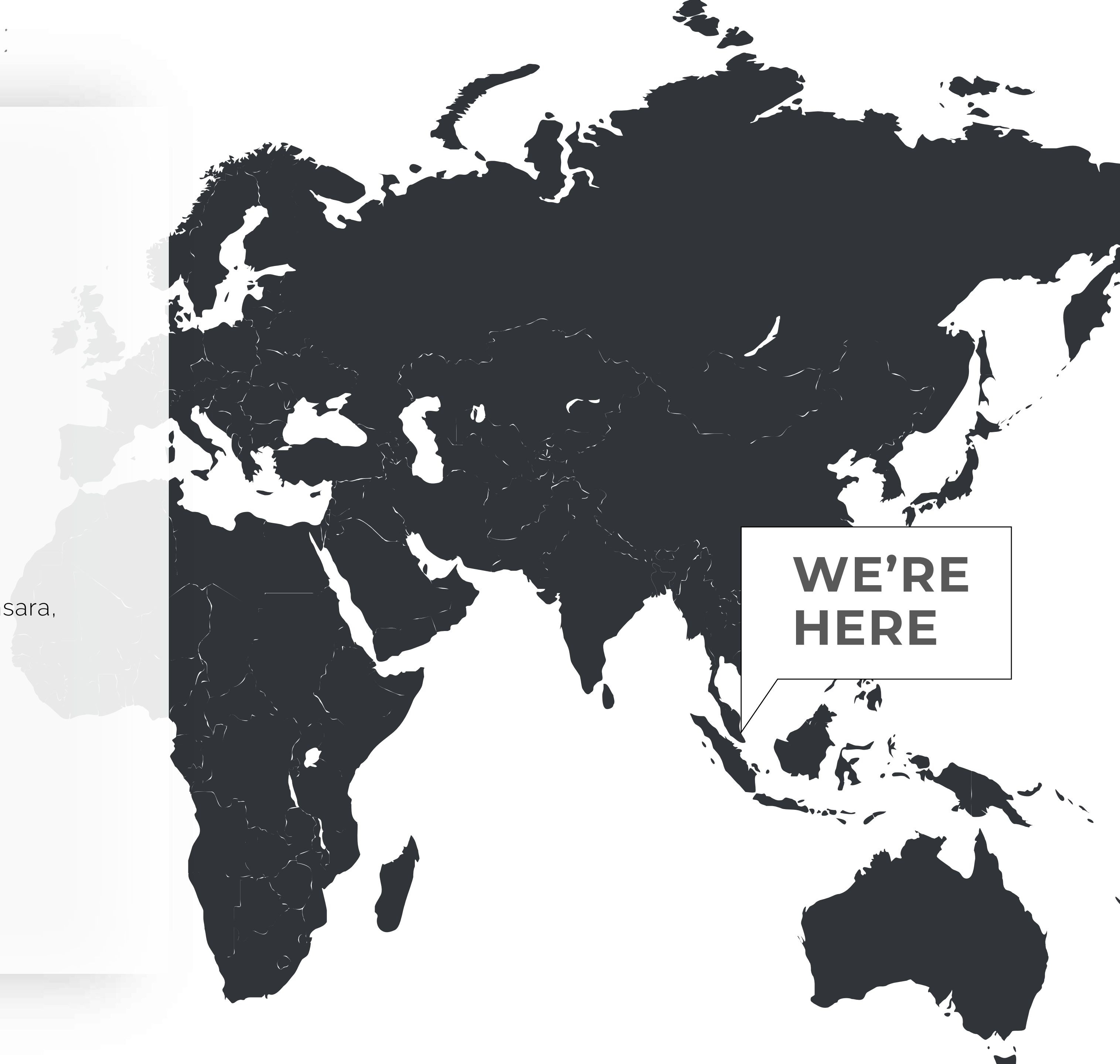
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**WE'RE
HERE**



The future is bright. The future is short.

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