



**investAQ**

Crafting Your Niche

# AQ MEDIA GROUP

## Executive Overview

8 September 2021 | Ver.4.0

*Your Communicator in the Capital Markets*





# AQ MEDIA GROUP

**35**

Combined Years  
Of Experience

**> RM 20M**

Worth of Projects  
Transacted

**80+**

Total Live  
Showcases Impacted

AQ Media Group adds value to our clients' organization by crafting their equity stories, connecting & communicating with the investment community & capital markets.

Our objective is to maximise corporate's equity value to deliver long term shareholder value.





# WHAT WE DO



## FINANCIAL PUBLIC RELATIONS

Financial PR helps build corporate's financial reputation, strengthen relationships with investors, improves credibility and enhance equity value



## INVESTOR RELATIONS

IR integrates governance, compliance, communication and marketing with the aim to effectively control the flow of information between company, investors & stakeholders



## CORPORATE POSITIONING

Positioning is crucial to winning market share, new markets or product launching, and adapting to changing market dynamics like new competitive threats or changing customer demand



## CRISIS MANAGEMENT

Identifying a threat or potential crises to an organization and its stakeholders, and sketch out plans to respond effectively to the threat, and to minimise the impact on the organisation

# OUR GOALS

Desired outcomes when we work with our clients

INVESTAQ provides a full end to end service, from strategy to execution, insights to preparedness of campaigns/ programs that help our clients portfolio to stand out.

WE understand your space, stories that work and voices that matters.

1

## **STRATEGIC POSITIONING**

Making our client to stand out in today's crowded marketplace

2

## **MARKET INTELLIGENCE**

Accessing to accurate and timely information to achieve effective capital raising results

3

## **CRAFT VALUABLE STORY**

Solidifying client's story to deliver appealing impression to strategic investors

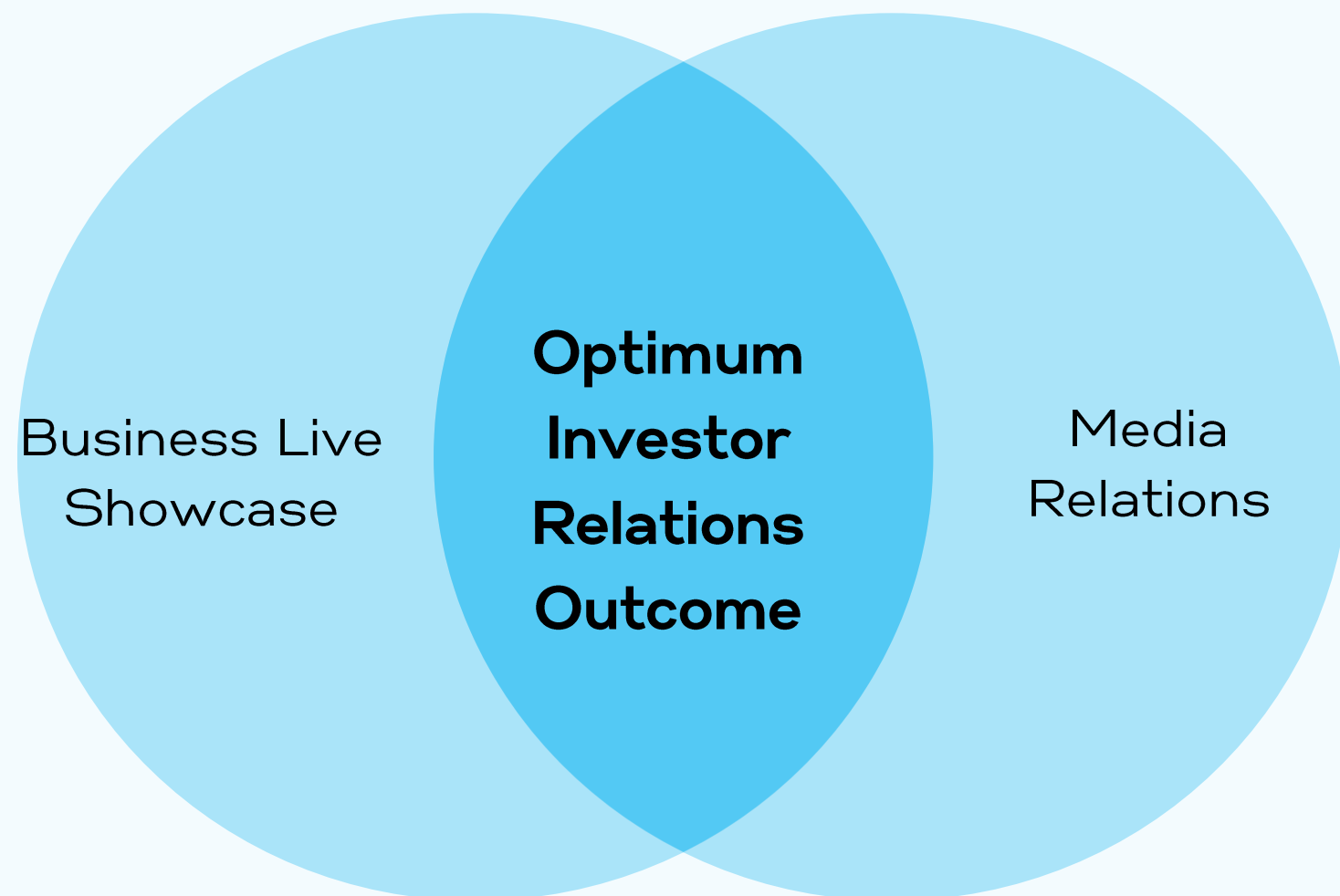
4

## **AMPLIFY YOUR BRAND**

Establish proper channels of communication to reach out to the right and relevant investor community

# OUR METHODOLOGY

We are different, We think out of the box



As our company label speaks the volume by itself, ADAPTABILITY resonates to our heartbeat to keep innovating and adapting to our clients changing needs and what the market has to offer.

Here in this space, we achieve unparalleled track record of helping clients to engage with their dynamic stakeholders & investors by bringing the best of digital and offline communication channels

# GAMEPLAN

Delivering the **RIGHT STORY** to the **RIGHT AUDIENCE** at the **RIGHT TIME**

## STAGE 1

## STAGE 2

## STAGE 3

## STAGE 4

## STAGE 5

### THE FOUNDATION

Create communication structure & policies

Define the goals and objectives with clear milestones & timeline

Determine the target audience

### THE EQUITY STORY

Striking the right note & balance

Drafting out storyboard, flow and corporate positioning

Preparation of documentation & reports

### THE POSITIONING

Build communications blueprint

Conduct financial community audit

Understand industry dynamics & metrics

Develop collateral & market materials

### OUTREACH

Convey key messages consistently

Live showcase on digital platform takes place

Media interviews with media houses & channels

Ongoing outreach & marketing to financial community

### FOLLOW-UP

Maintain momentum & create value

Build credibility through consistent & open communications

Follow up and communicate with potential stakeholders

Review processes and improves efficiency & reach



### Customer Experience - Impact of the Pandemic

How it has changed the contact centre role & the rise of digital

Many of us are glad to leave 2020 behind but pandemic is still raging and while vaccines and hope arrived in 2021, uncertainties remain. One thing for certain is that businesses need to be agile and flexible. Organizations still need to maintain good customer experience despite the pivot to digital channels and the reduction on in-person (face-to-face) interactions. Join us for an informative look into how we can deliver customer experience excellence.



**Dato' Munirah Looi**  
CEO & Founder, Brandt International

**Saravana**  
Head of Customer Service, Shopee Singapore

**Kelly Hoeng**  
Marketing Manager, Patonias Daangan

19 January, Tuesday | 3:00-4:00pm

Brought to you by **InvestAQ** and **brandt INTERNATIONAL**

**#AQMarkets** presents



### Accelerating IoT & IR4.0 to maximise the ROI for Your Business

Digital Transformation Strategies to Grow Your Business



**Koh Lee Ching**  
Founder & CEO

**Sivakumar Madhavan**  
Technical Director

**Muhammad Azlan**  
Hardware Support Manager

**Alagappan Veilappan**  
Software Support Manager

Friday, 28 March 2021  
3pm - 4pm (KL Time)


zoom LIVE

### FUTURE OF INVESTING

FIRST OFFICIAL ECF CAMPAIGN WITH CROWDPLUS ASIA

June 16  
2PM AT FB LIVE

A NEW WAVE  
A.I. 2.0



InvestAQ agriz



**Gerard Lim**  
Founder & CEO, Agroz Group

zoom LIVE

### AGROZ OPPORTUNITY IN FOOD & AGRITECH

Growing Quality & Freshness You Can Trust

22 Jan 2021 | Friday | 3PM

InvestAQ agriz

### EMBRACE THE MODERN APPROACH OF EXPERIENTIAL MARKETING

20<sup>TH</sup> NOV 2020 (FRI) | 3PM - 4PM

zoom LIVE

Times have changed, and we must ADAPT not only to SURVIVE, but THRIVE. Be ready to experience one of the most captivating experiential marketing from this award winning bespoke event curator. The Fame Founder & CEO, Sylvia Tan will showcase how their expertise can help companies & brands gravitate towards envisioning the two ideologies of physical & virtual realities.



InvestAQ THE FAME



**Arthur Tan**  
CEO of InvestAQ

**William Du**  
CSO of InvestAQ

### Capital Raising RoundUp & What's Next in 2021

14 January, Thursday | 830- 930PM

zoom LIVE



### Future of Money is DIGITAL, but is it CRYPTO?

17 MARCH 2020 | WED  
830 - 930PM

zoom LIVE

*Ask Me Anything*

**Nic Chin**  
CEO & CO FOUNDER OF BITTO  
CRYPTO INVESTOR > 10 YEARS

### Women With Grit Finding The Strength During Adversity

10 Feb | Weds | 830- 10PM



**JOANNE KAM**  
Malaysia's Queen of Comedian to Poh Poh's Crack

**JENNIFER ONG**  
HAPA Media Goes Online, JENN TV / HAPA TV/ HAPA Academy

**KIM CHEE**  
CocoDry, Malaysia's First Blow Dry Bar with E-Commerce


Moderated by: **Arthur Tan**  
Co Founder of InvestAQ

zoom LIVE

InvestAQ SERV

### SERVing Towards Sustainable Mobility

LIVE ON: zoom LIVE



**ARIEF IMRAN**  
CEO OF SERV TECHNOLOGY

Follow us as we showcase our journey into digitalizing the automotive sector in Malaysia and elevating our flag to the next level globally

Date: 2 February 2021  
Time: 3PM

InvestAQ



### The Dark Art of Leveraging Disruption for Massive Wealth

3rd March | 830PM- 930PM

zoom LIVE

InvestAQ

### ask us anything!

Capital Raising Investor Relations



**William Du**  
Co Founder, InvestAQ

**Arthur Tan**  
Co Founder, InvestAQ

zoom LIVE

20 JANUARY | WEDNESDAY | 830PM

InvestAQ

### Building Your MVP Fast!

How Startups can Quickly Build & Scale their Minimal Viable Product (MVP)



**Mark Birch**  
Principal Startup Advocate  
Amazon Web Services (AWS)

24 Feb | Thursday | 830PM - 930PM

zoom LIVE



### PADEMIC PROOF BUSINESS

### MAKING PASSIVE INCOME FROM CONVENIENCE STORE

Explore how you can generate passive income through Baloy's exciting business model

FRIDAY, 23RD OCTOBER  
11AM- 12PM

zoom

InvestAQ

### HIT IT UP in 2021!

Discover how to create new revenue streams in times of great uncertainty with Peter Lam, the award winning business coach & author of ProfitMax Your Business



zoom LIVE

4 FEB | THURSDAY | 830-930PM

InvestAQ PETER LAM

### MonSlay Networking

## AQ CONNECTS

LET'S NETWORK & GET CONNECTED

19TH OCTOBER | 3PM- 4PM | ZOOM SESSION

### #AQMarkets

Binding Business Partnership  
We help to market and promote external businesses and connecting to the right buyer/ investor



### DDL DISCOVERY

### IMPACT OF COVID-19

Healthcare: Massive Marketplace & Why Invest in this Huge Potential



**SPEAKER**  
Dr David Ling  
Founder  
DDL Group  
Health & Wellness Co

**PANELIST**  
Dato' Amir  
Firdaus Abdullah  
MD & Group CEO  
Aurelius Healthcare

**PANELIST**  
Victor Chua  
Founder &  
Managing Partner  
Vynn Capital

**MODERATOR**  
Arthur Tan  
Chief Business  
Strategist  
Ingenious Naus  
Group

LIVE WEBINAR  
Saturday  
2 May 2020  
11am Asia time

Only limited to 100 participants. To register, go to LINK IN CAPTION.

www.drdauling.com  
Powered by Ingenious

### UNION

### OPPORTUNITIES IN LUCRATIVE COFFEE BUSINESS

30TH OCTOBER, 2020  
FRIDAY | 11AM - 12PM  
ZOOM



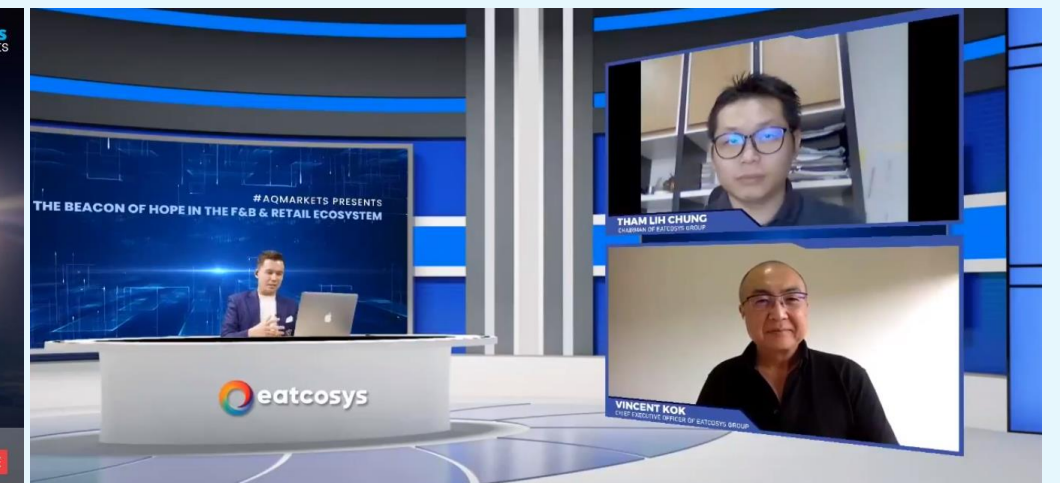
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## EATCOSYS: THE LARGEST ECF AMOUNT RAISED IN MALAYSIA

An integrated platform that offers a one stop solution for the F&B industry; Eatcosys provides merchants and retailers with variety of services- from food delivery and event bookings to kitchenware to loyalty management solutions. As the world continues to order online due to the pandemic induced lockdowns, online platforms will gain massive traction in this USD7.5 tr by 2023.

Upon engaging our corporate positioning service, Eatcosys is the process of raising the largest ECF amount raised in Malaysia.



<https://fb.watch/7U5XMjFz4m/>



<https://fb.watch/7U5S4G0dDg/>



<https://fb.watch/7U5JfCd XS/>



## CHIEFWAY: MALAYSIA'S LEADING SMART GLASS PROVIDER

With the rising demand from the emergence of energy conversation initiatives, such as green buildings, eco friendly structures globally & greater degree of awareness towards the benefits of smart glass amongst the public, this market is growing strongly at 17.5% CAGR within the next 7 years. As results amidst pandemic since early of 2021, Chiefway has grown by 3x in sales volume that leads the company to successfully raised RM 1M via their first round of ECF campaign.



<https://fb.watch/7U6sYs7hzf/>



<https://fb.watch/7U6iU0q44x/>



## BRANDT INTERNATIONAL: LEADING BPO IN MALAYSIA

Brandt International, an establishment since 2004 was generating a total revenue of RM44M with the growth of 37.5% and headcount was growing at 44% YOY to 1130 odd strong team members, amidst Covid-19 pandemic. With many factors leading to Brandt's growth such as growing demand, Malaysia poised to be a favourite BPO destination in this region and change of working dynamics due to the pandemic. Upon engaging our corporate positioning service, Brandt International successfully raised RM 2M via ECF campaign



<https://fb.watch/7U7vFTRpo2/>



<https://fb.watch/7U8rkJMRC2/>



<https://fb.watch/7U8GFa5LFr/>





## Mega Plan

- 3 x 45 mins live show (professional production setup)
- 3 x 5 mins CEO/ C suite bite sized videos
- Crafting equity value & storyboard to suit all types of investors in the market
- Produce show content
- Live show host
- Live show visual design
- Distribution of 3 RECORDED live shows + 3 EDITED bite sized videos
- Broadcast & promotion to InvestAQ investors community
- Distribution of participants database WITH investors' follow up that expressed interest

**RM 45,000**

## Micro Plan

- 2 x 45 mins live show (professional production setup)
- 2 x 5 mins CEO/ C suite bite sized videos
- Crafting equity value & storyboard to suit all types of investors in the market
- Produce show content
- Live show host
- Live show visual design
- Distribution of 2 RECORDED live shows + 2 EDITED bite sized videos
- Broadcast & promotion to InvestAQ community
- Distribution of participants database WITH investors' follow up that expressed interest

**RM 35,000**

## Nano Plan

- 1 x 45 mins live show (professional production setup)
- 1 x 5 mins CEO/ C suite bite sized videos
- Crafting equity value & storyboard to suit all types of investors in the market
- Produce show content
- Live show host
- Live show visual design
- Distribution of 1 RECORDED live shows + 1 EDITED bite sized videos
- Broadcast & promotion to InvestAQ community
- Distribution of investors database WITH investors follow up that expressed interest

**RM 20,000**

# COMMITTED TO DELIVER EXCELLENCE

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**William Du**

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william@investaq.co

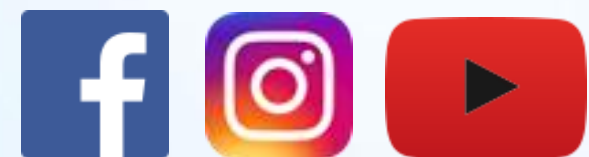
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<https://investaq.co>

**SOCIAL POINT**



@investAQ