



**MALAYSIA'S NO. 1
EQUITY CROWDFUNDING PLATFORM**



HOW WE GOT HERE

Launched
rewards
crowdfunding
platform

2012

Set 2 ASEAN
crowdfunding
records

2014

Obtained equity
crowdfunding
license

2015

Set record for
most backed
ECF deal

2016

Became Malaysia's
No.1 ECF Platform
(100% success
rate, 12 deals, 60%
market share)

2017

Maintained No.1
position & 100%
success rate,
75% market share

2018

WHAT IS EQUITY CROWDFUNDING?

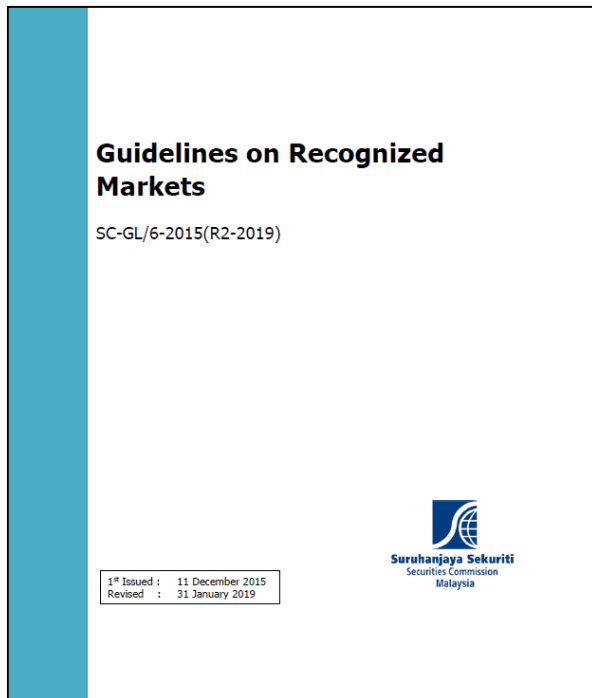


DEMOCRATISING FUNDRAISING & INVESTING

Equity crowdfunding is the raising of capital from the crowd through the issue of shares in a private company



IS IT LEGAL?



REGISTERED MARKET OPERATOR

pitchIN is licensed by the
Securities Commission
to operate equity
crowdfunding platform



PITCHIN'S ROLE



FIND GREAT COMPANIES

pitchIN curates fast-growing companies that are attractive and investible



DUE DILIGENCE

pitchIN verifies companies, directors, financials and business viability



OFFER DOCUMENT

pitchIN assist companies to come up with a standardised offer and valuation



PITCHIN'S ROLE



NOMINEE STRUCTURE

pitchIN pools investors into a nominee structure and represent them at company level



INVESTOR RIGHTS

pitchIN ensures that shareholder agreements are fair to all parties



INVESTOR PROTECTION

pitchIN holds investments in a trust account until deal is successful



WE DO ALL DEAL SIZES



RM50,000

3 investors



RM600,000

36 investors



RM2,500,000

206 investors

SOME PITCHIN SUCCESS STORIES

Kakitangan.com raises RM1m

equity crowdfunding operator reaches maximum target in 24 hours



PETALING JAYA: Human Resource (HR) platform Kakitangan.com has raised RM1mil via pitchIN, a registered equity crowdfunding operator.

Kakitangan.com had set out to raise a minimum of RM500,000, and after 24 hours after the campaign went live, it reached its maximum target of RM1mil.

CEO Shafie believes that this deal will convince investors and potential issuers that “equity crowdfunding is a viable and exciting way to raise funds”.

“Equity crowdfunding is a very well-known platform in Malaysia to bring great deals like Kakitangan.com to investors.

“We are aiming to bring in at least eight more deals this year” said Sam.

Beyond its impressive fund-raising success, Kakitangan.com equity crowdfunding campaign generated strong interest from a mix of investors.

With Kakitangan.com being very well known in the startup ecosystem, it was no surprise that quite a few prominent startup founders invested in the company.

At the same time, this was not just a deal dominated by tech-savvy investors as many regular investors also backed the campaign, lending proof that investors always get a good deal when they see one.

The deal was heavily shared on social media and investors came in fast as they were aware that it was going to be funded.

Kakitangan.com also comes under the Angel Tax Incentive, an initiative approved by the Government to encourage mid-stage investments by the private sector.

This incentive hopes to reduce the tax burden on angel investors who are associated with early stage investments. The exemption to accredited angel investors is being used by Kakitangan.com to attract medium enterprise investors.

“The potential to become a leading player in the software industry is apparent.

“One of the reasons why Kakitangan.com is doing well is because the pitchIN and Kakitangan.com teams worked hard in conveying the deal to the attention of investors.” said Sam.

Kakitangan.com has become the first platform to successfully raise funds from the pitchIN platform.

RAISED RM1.5 MIL FROM 63 INVESTORS IN 24 HOURS



SOME PITCHIN SUCCESS STORIES

**RAISED RM3 MIL FROM
64 INVESTORS IN
38 MINUTES! (ACTUAL
TOTAL: RM4 MIL FROM
66 INVESTORS)**


fundaztic

SOME PITCHIN SUCCESS STORIES



RM3,000,000
191 investors
45 days



RM1,600,000
121 investors
45 days



RM5,000,000
93 investors
45 days



RM2,500,000
206 investors
30 days



RM2,500,000
133 investors
45 days



RM1,500,000
54 investors
40 days

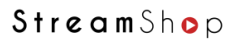


RM1,500,000
161 investors
10 days



RM1,600,000
76 investors
30 days

ALL PITCHIN DEALS





IS ECF INVESTMENT VIABLE?



- ✓ 7 ECF companies have raised further rounds at higher valuations
- ✓ A VC has made an offer to buy all shares from ECF investors at 42% returns just 2 years later
- ✓ 5 companies have increased revenue over 4 times since ECF
- ✓ By far, most pitchIN Issuers are doing well

INVESTING - STEP BY STEP: 1



REGISTER

Register yourself on <https://equity.pitchin.my>. Choose if you're a retail, angel or sophisticated investor



CHOOSE

Go through all of the offers available and choose who to invest in



READ

Go through the Offer Document of the company that you're interested. Ask questions if you have any.



INVEST

Invest the amount you prefer

INVESTING - STEP BY STEP: 2



RECEIVE INSTRUCTIONS

After you have submitted the amount that you'd like to invest, you will receive instructions via email from pitchIN



TRANSFER

Based on the instructions, do the necessary transfers to the company's account



COOLING PERIOD

Once the company achieves its goal, pitchIN will advise investors of the 6-day cooling period



TRANSFER OF SHARES AND FUNDS

Once the funding goals are achieved, pitchIN will send an email to investors requesting their identity documents for the shares to be transferred into the investor's name



WE HOST GREAT DEALS

Register Today

equity.pitchin.my