

PITCH DECK



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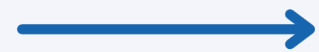
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PAIN POINTS



Pain Points

1

Merchants



- High operation cost
- Inefficiency in managing sales orders and fulfillment to customers
- Difficulty in tracking sales/fulfillment
- Processing time increases during sales peak period
- No verified and credible platform to recruit genuine resellers

2

Resellers



- Unable to get transparency in sales orders, fulfilment, and sales commissions
- Difficulties in getting quality products from reliable merchants
- Lack of sales training, information, and clarity of a product

3

Customers



- Difficulties in trusting online sales channel



WHAT WE DO



What We Do?

Connecting **merchants/product owners** with **resellers**.



What Do We Solve?

Merchant

- FOUNDER
- BUSINESS OWNERS
- GETTING SALES/REVENUE FROM RESELLER BUSINESS MODEL



- 01 High Operating Cost
- 02 No Systematic Approaches To Manage Resellers/Agent/Dropships
- 03 Fulfilment Management & Tracking
- 04 No One To Sell

Reseller

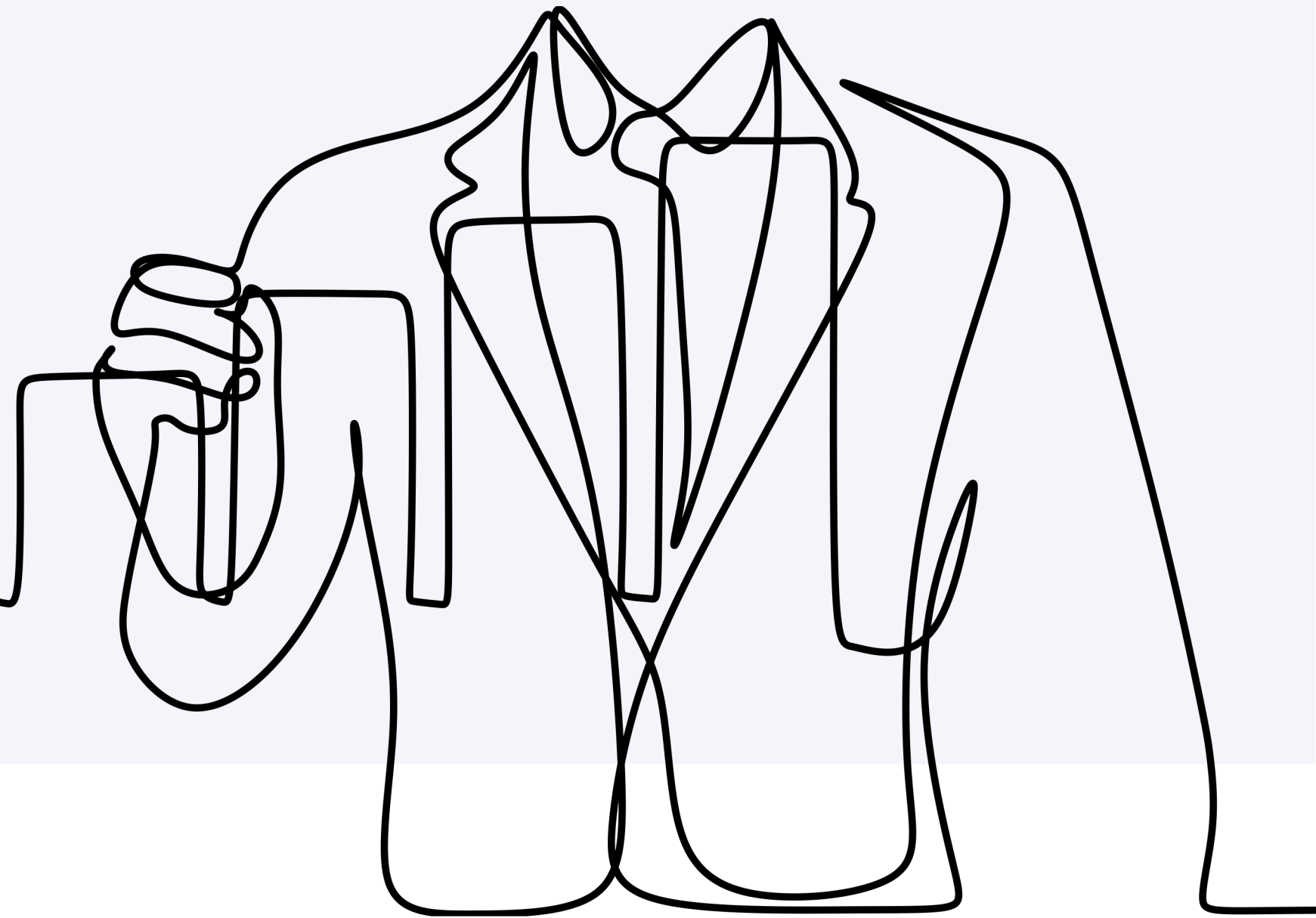
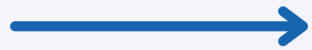
- ANYONE WHO IS EAGER TO EARN EXTRA INCOME
- B40 GROUP



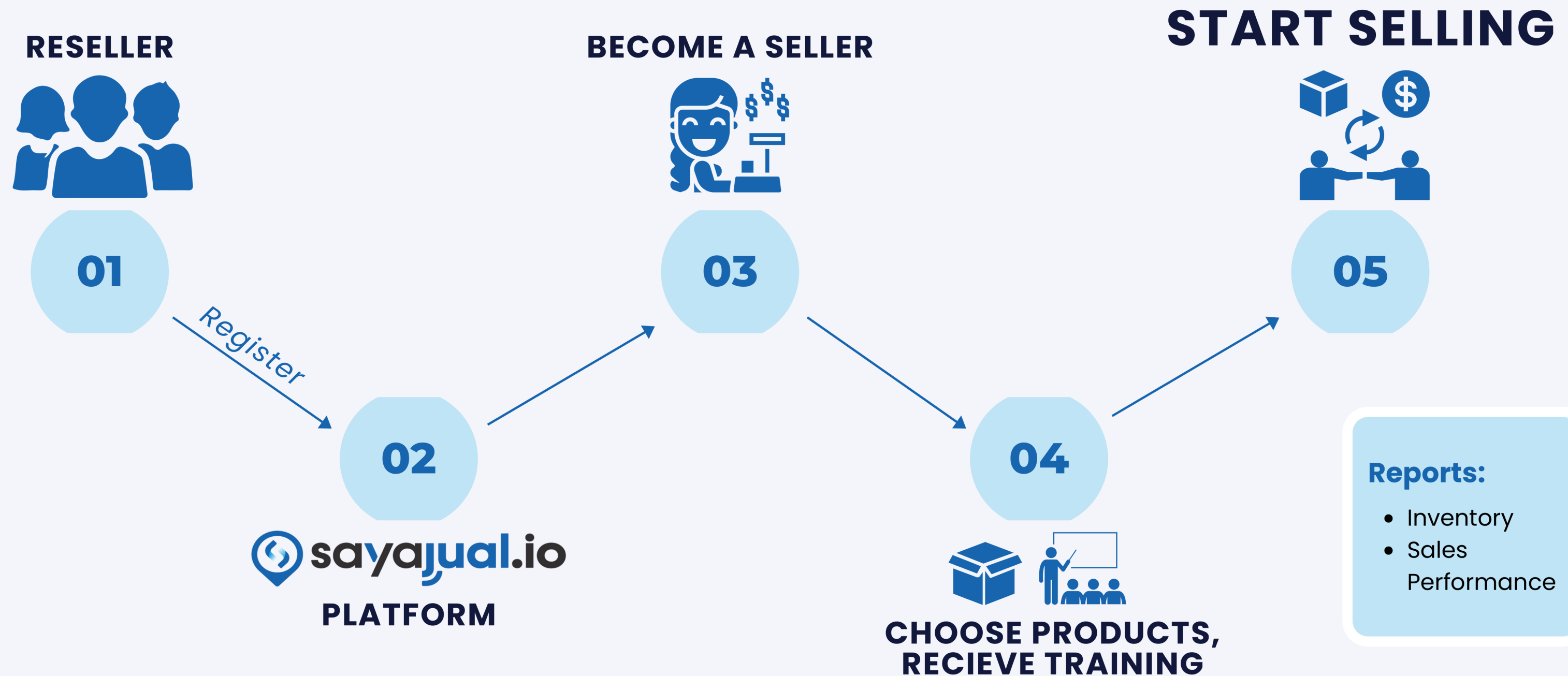
- 01 No Quality Products To Sell
- 02 No Startup Cash
- 03 Lack Of Knowledge In Sales
- 04 Lack Of Support



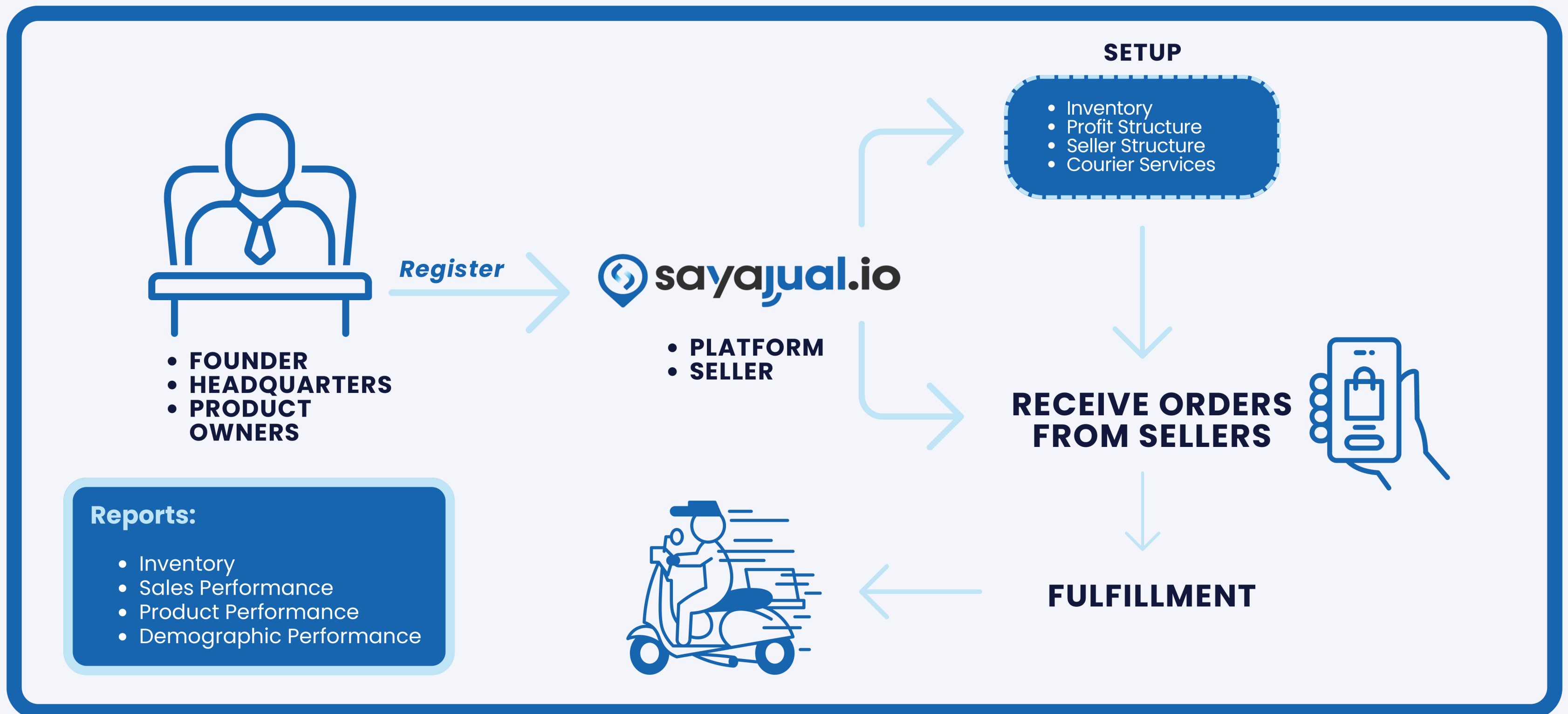
HOW IT WORKS








For Resellers



For Merchants

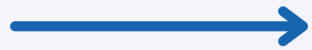


Competitive Landscape

Features/ Business Model					
Upfront Fees	✗	✓	✓	✓	✓
Subscription Fees	✗	✓	✓	✓	✓
Fees Per Item Sold	✓	✓	✗	✗	✗
Unlimited Seller Ranking	✓	✗	✗	✗	✗
Integration With Courier Services	✓	✓	✗	✓	✗
Integration With Payment Gateway	✓	✓	✓	✓	✓
Integration With Shopee / E-Commerce sites	✓	✗	✗	✗	✗
Marketing Booster	✓	✗	✗	✗	✗
Personalized Store For Sellers/Merchants	✓	✗	✗	✗	✗
Customized Reporting	✓	✗	✗	✗	✗
Suitable For New Business	✓	✗	✗	✓	✗
Suitable For Complex Business	✓	✗	✗	✗	✓



MARKET OPPORTUNITY

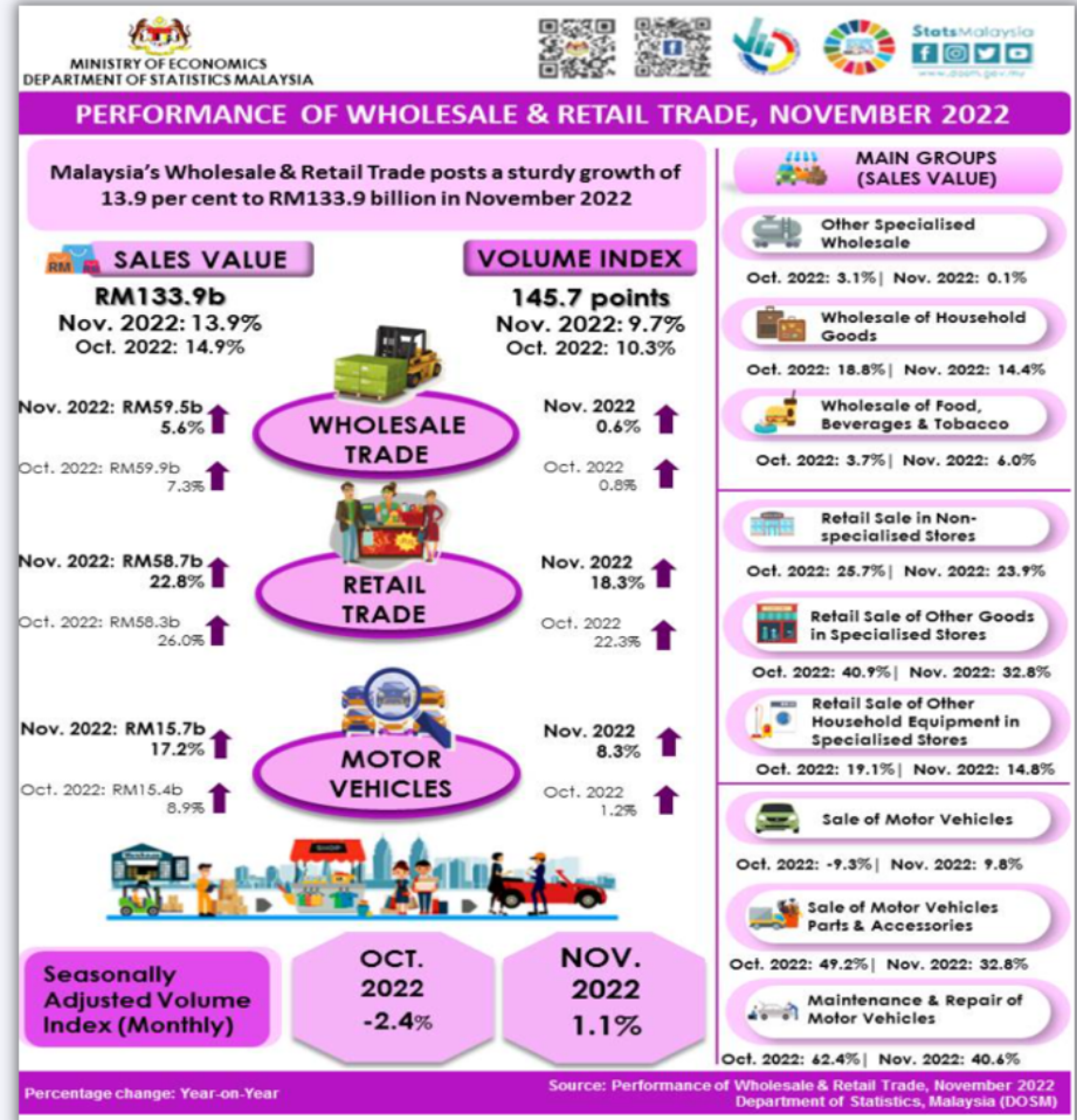


Market Opportunity

1 RM 118.2B (Wholesale & Retail Trade)

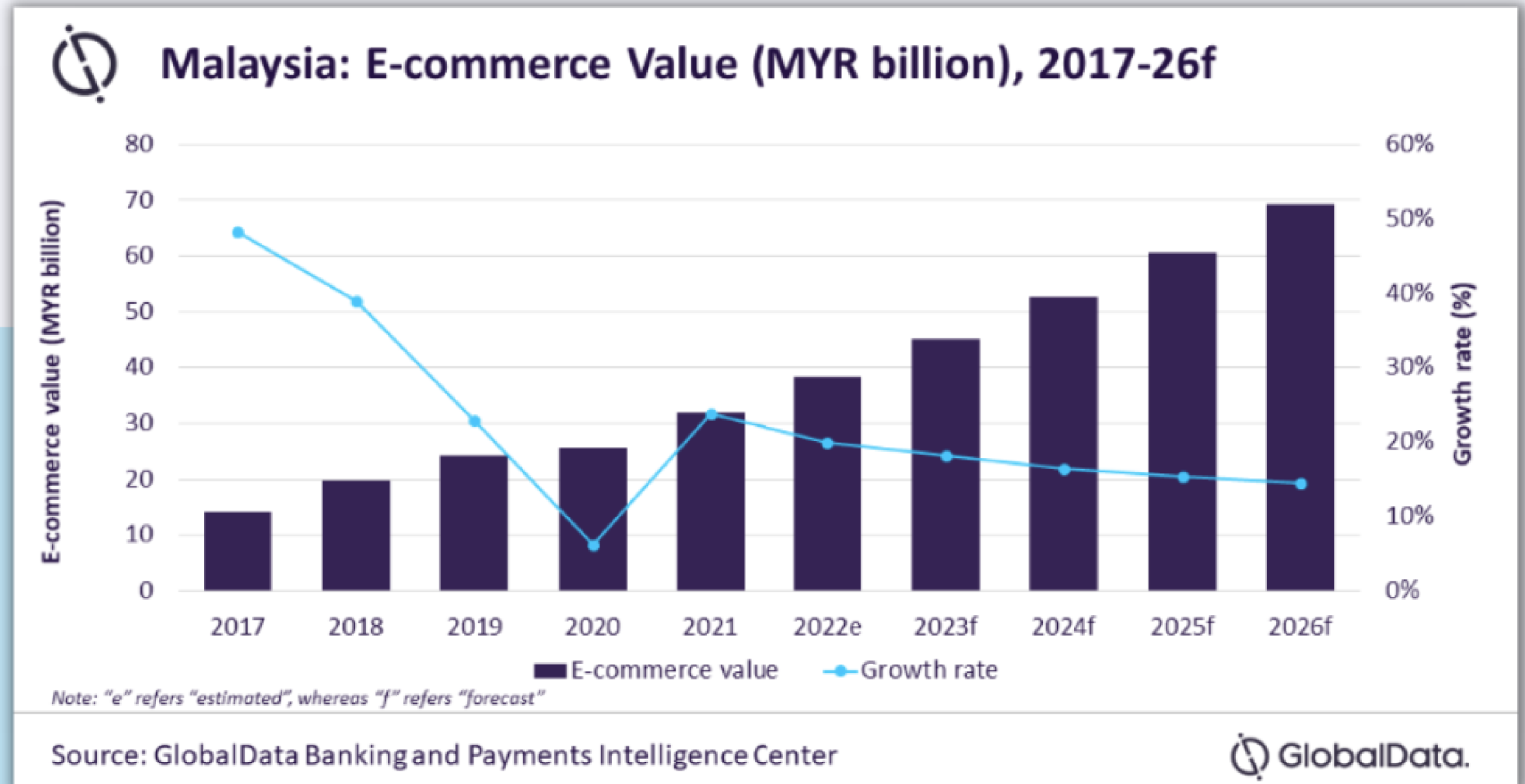
2 13.9% Growth YoY

3 Data as at Nov 2022



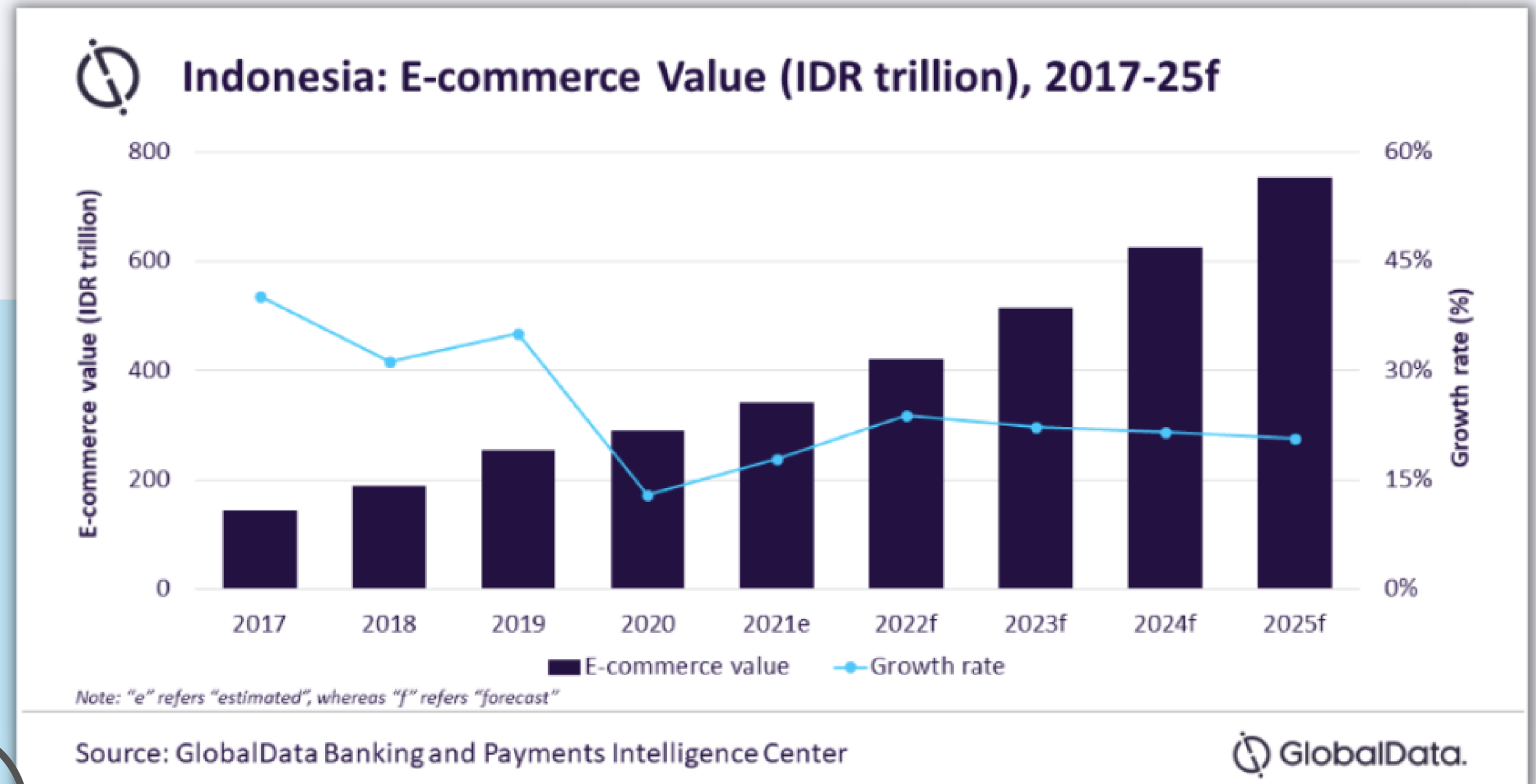
Malaysia: E-Commerce Market

The Malaysian e-commerce market is estimated to register a **growth of 19.9%** to reach **MYR38.2 billion (\$9.2 billion)** in 2022, supported by a rapidly growing shift from offline to online purchasing.



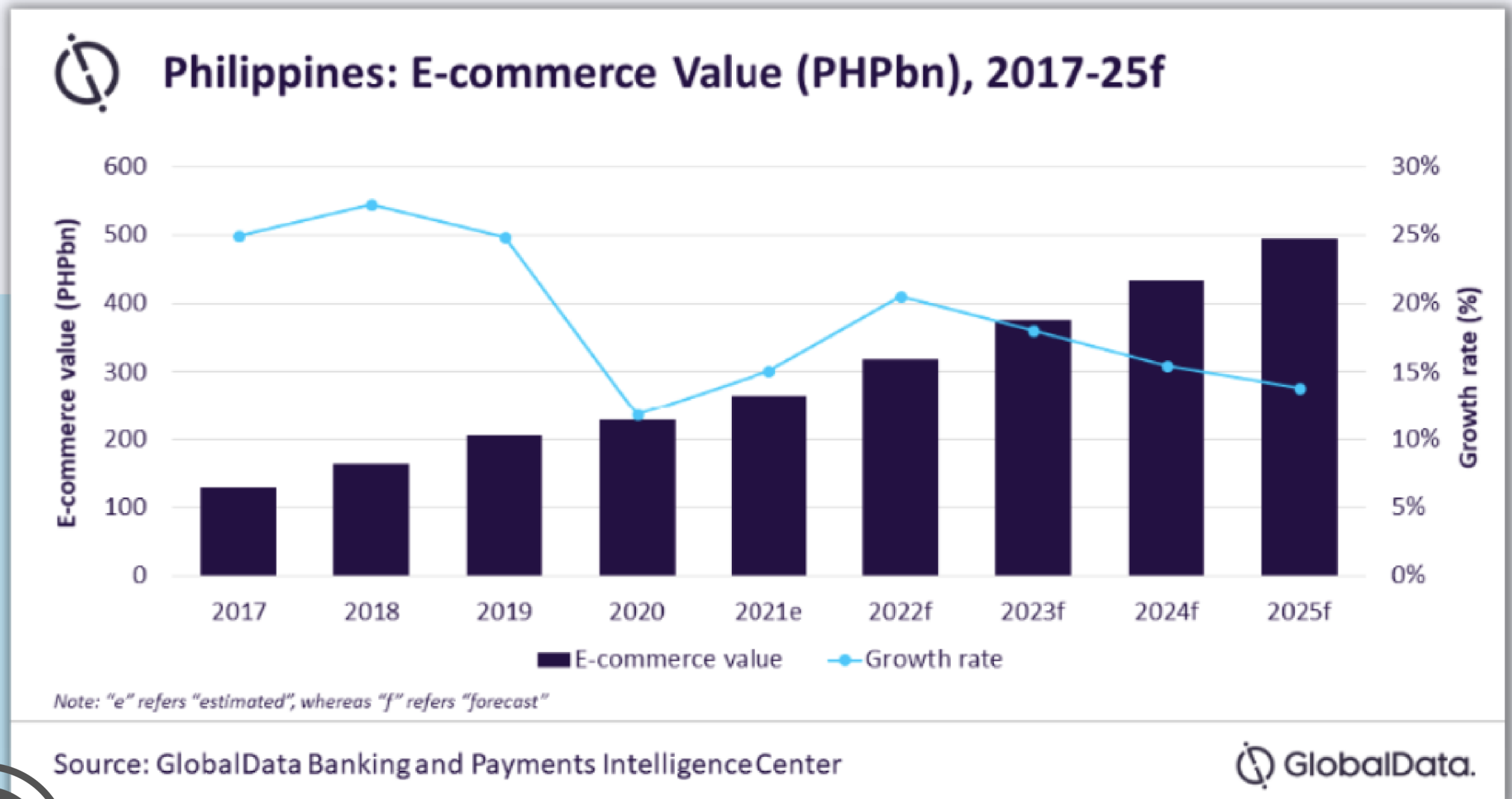
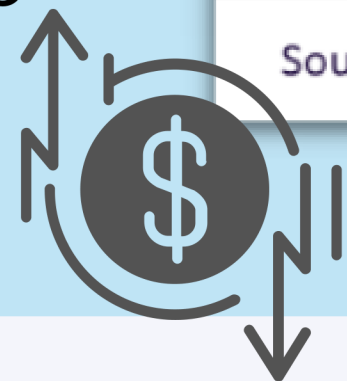
Indonesia: E-Commerce Market

Indonesia e-commerce market is expected to **register a robust 23.8% growth in 2022** and reach **IDR420.8 trillion (\$30bn)** in 2022



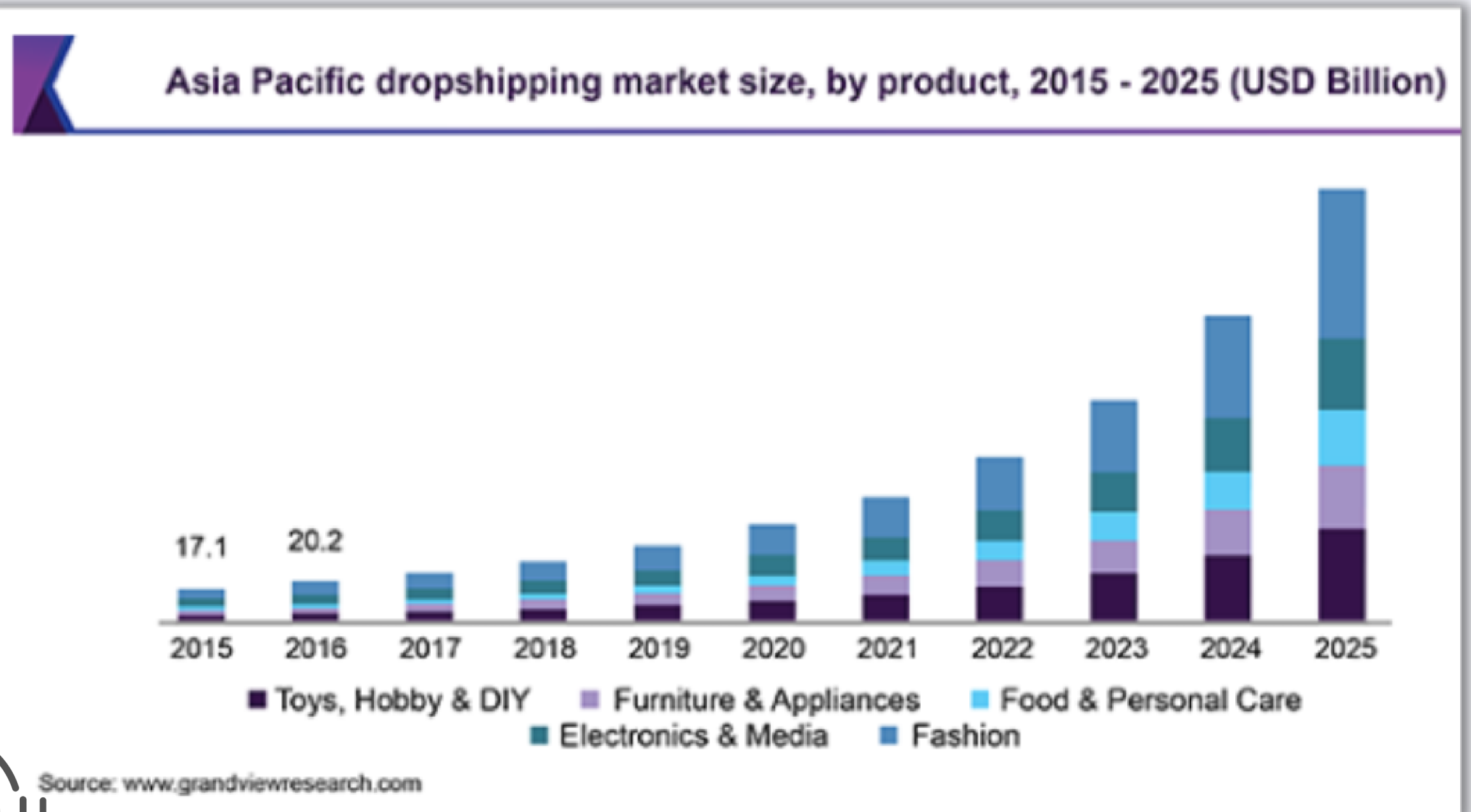
Philippines: E-Commerce Market

E-commerce transaction value in the Philippines **grew by 11.8%** to be valued at **PHP229.8bn (\$4.8bn)** in 2020. It is estimated to **increase by 15.1%** in 2021 to reach **PHP264.5bn (\$5.5bn)**



Asia Pacific: Dropshipping Market

The global dropshipping market size was valued at **USD 102.2 billion** in 2018 and is expected to register a CAGR of 28.8% from 2019 to 2025



Current Traction

Database



Product Owner

31 no. of companies
(67 pending to be onboarded)



Types of Products

200++ no. of products



Seller

15,755 no. of sellers

Transaction Processed



Value (RM)

RM 131,075,769 value of
transactions processed



Quantity (Unit)

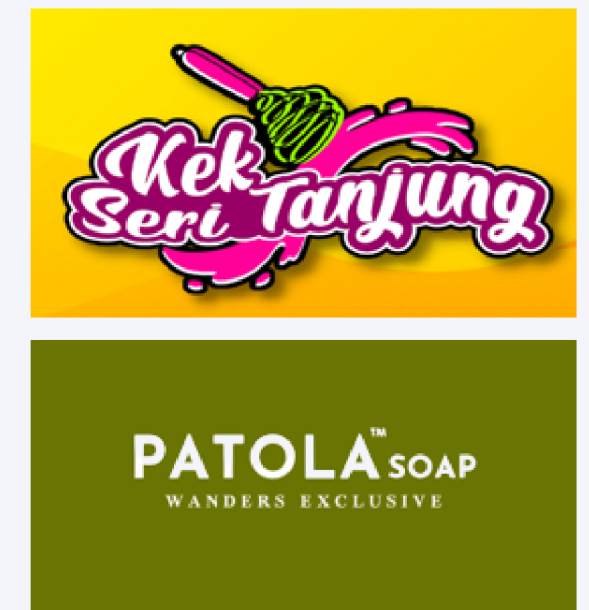
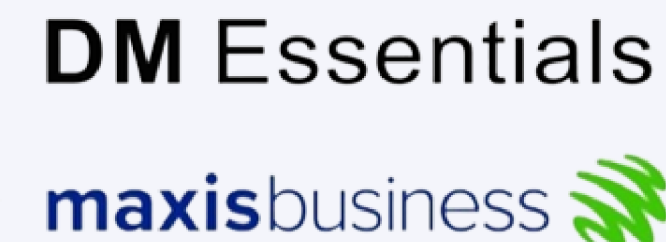
3,096,981 units of products
processed



Commissions Payout

RM 20M

Existing Merchants





BISNES

Sayajual.io bantu usahawan

Oleh Natrah Laili Abdul Aziz
am@hmetro.com.my



SISTEM sayajual.io mampu membantu ramai usahawan meningkatkan jualan syarikat secara sistematik. FOTO

Harian Metro



LAIN-LAIN (BISNES)

SAYAJUAL.IO bantu perniagaan urus ejen, stokis

July 1, 2022 @ 7:08pm




Berita Harian



Home > PubliCT.io

PubliCT.io

Platform SAYAJUAL.IO berupaya melonjakkan nilai jualan berganda melalui pengurusan ejen efektif

June 30, 2022



Kuala Lumpur, 30 Jun 2022- Pembangunan sistem SAYAJUAL.IO berupaya untuk membantu pemilik perniagaan dari segi pengurangan kos

SME





Platform SAYAJUAL.IO Berupaya Lonjakkan Nilai Jualan Berganda Melalui Pengurusan Ejen Efektif

Amira, 4 bulan lalu 3 min read

Kuala Lumpur, 30 Jun 2022- Pembangunan sistem SAYAJUAL.IO berupaya untuk membantu pemilik perniagaan dari segi pengurangan kos operasi sehingga 50 peratus sekali gus menyaksikan peningkatan amat ketara jualan syarikat.

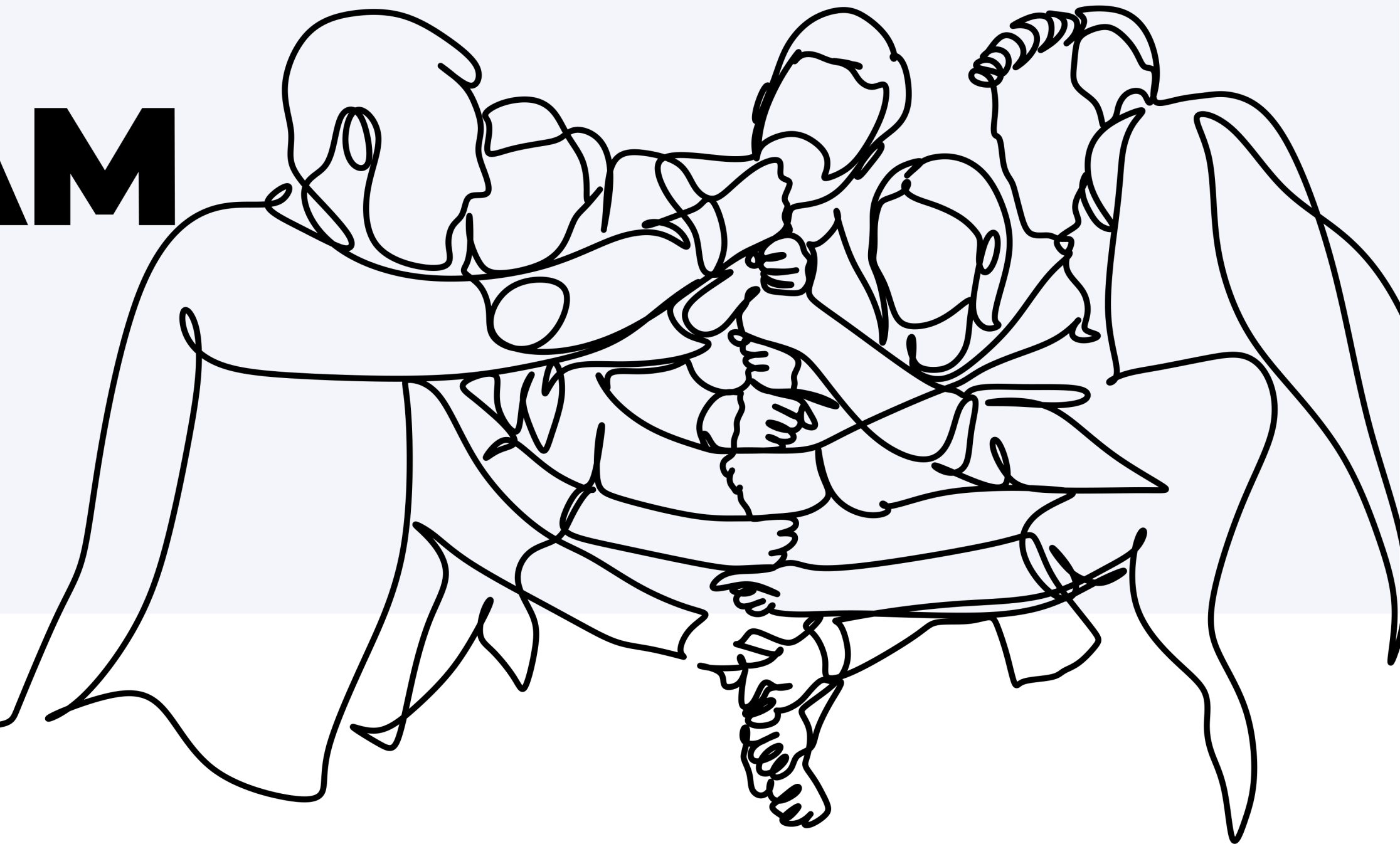
Ketua Pegawai Eksekutif Azor Industries Sdn Bhd

Siakap Keli

News and Initiatives



OUR TEAM



Management Team



**Ts. Azrul Zafri
Bin Azmi**

Chief Executive
Officer (CEO)

- Master in Business Administration (MBA) & Bachelor Degree in Software Engineering.
- More than 15 Years experience in IT Project Management especially in IT Banking & Telecommunication.



**Meor Azimudin (C.A)
Bin Hj Meor Adam**

Chief Finance
Officer (CFO)

- Chartered Accountant with Bachelor Degree in Accountancy.
- 15 years and more experience in Accounting, Tax & Corporate Finance
- especially in Oil & Gas, Marine & Automotive.



**Abdul Hafidz
Bin Hj Johari**

Chief Technology
Officer (CTO)

- Bachelor Degree in Software Engineering.
- More than 17 Years of experience in IT Project Integration, Programming in IT Banking & Telecommunication.



**Mohd Raheemmi
Bin Mohd Yasin**

Chief Digital
Officer (CDO)

- Bachelor Degree in Computer Science.
- More than 11 Years experience in Technology Program Database and Web Application Management System.



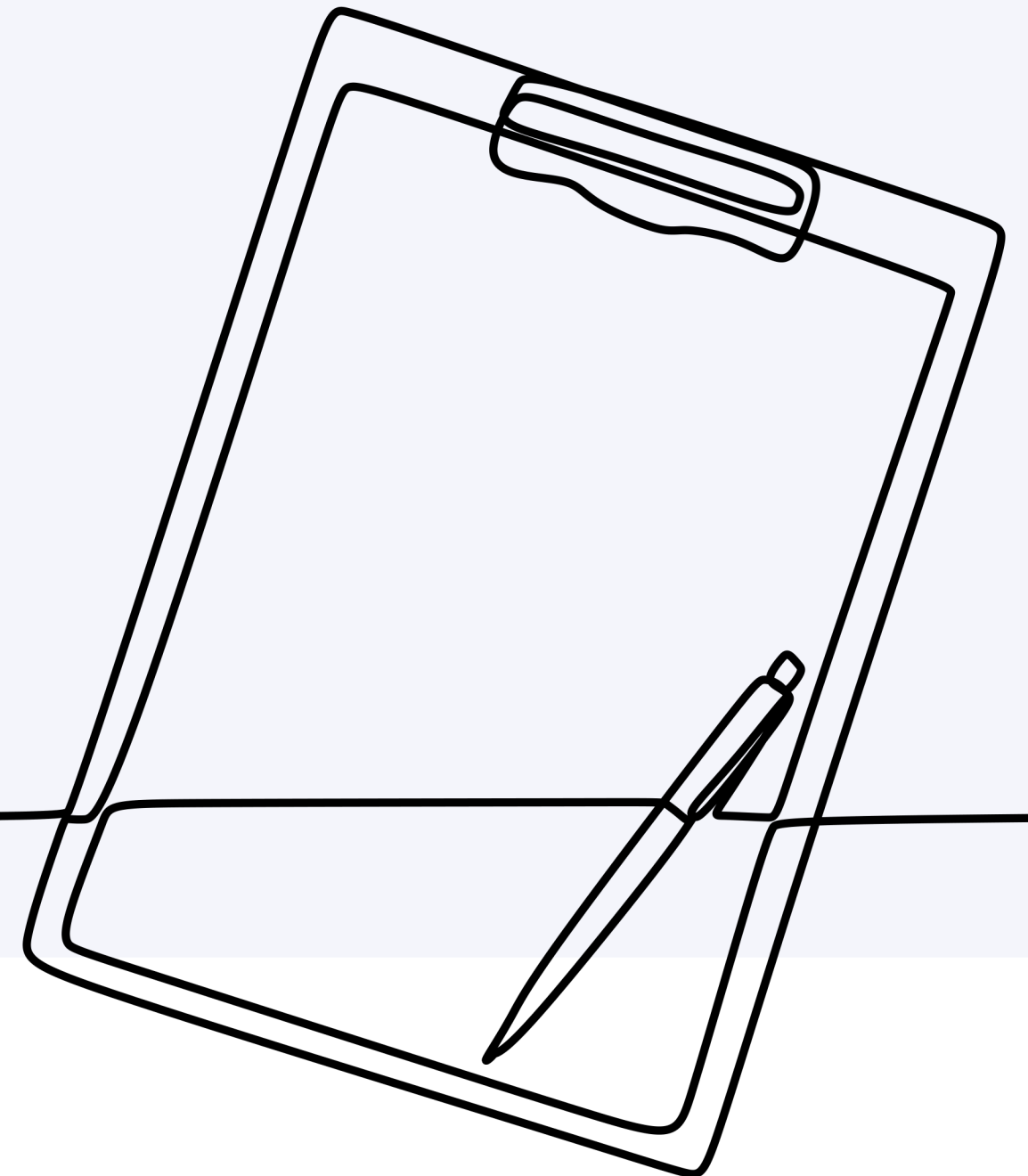
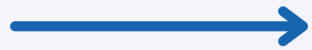
**Muhammad Sharil
Bin Tarmizi**

Chief Marketing
Officer (CMO)

- Diploma in Business Administration
- More than 10 years of experience in Digital Sales & Marketing



PACKAGES & PRICING



Revenue Streams



3 Types of Revenue Streams

- 1** Direct
Direct billed by Sayajual.io to Merchants based on transaction value/volume. (i.e. Model A & Model B)
- 2** Indirect
Indirect revenue to Sayajual.io based on 3rd party plugins/service providers (Commissions/overriding commissions) or Sayajual.io additional services given to Merchants/Resellers.
- 3** Other Income
Any customization (i.e Model C), white label, development fees, annual license fees, invoice financing and micro-financing



A

Merchants with Own Sales Team

- **sayajual.io** manages orders from sellers, stock management & delivery/logistic with real-time data.
- Transaction fees per unit sold.



B

Merchants without Sales Team

- **sayajual.io** manages order from sellers, stocks management & delivery/logistic with real-time data.
- **sayajual.io** will connect merchants with sayajual.io's sellers database.
- Discounted price for each unit of product as a "Transfer Price" mechanism.
- **sayajual.io** will manage & remunerate sellers.



C

Personalised System

sayajual.io will customize for merchant to suit their requirement.

A Merchant With Own Sales Team



Transaction fees within 3 options

A1 Model by Manual Payment (Monthly Billing)



A cut-off date of billing determine in Merchant Agreement



Payment within 3 working days from the invoice date

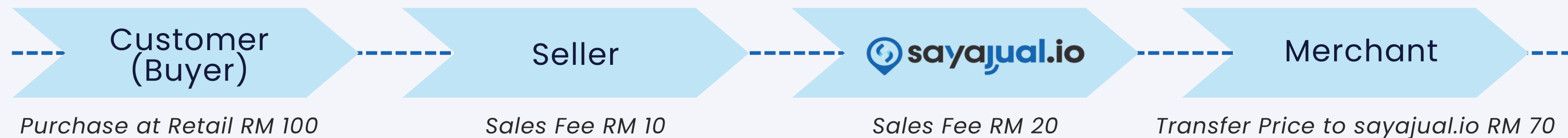
Tier	Sales Transaction Tier (RM)	Fes (%) + RM 1.00
1	First RM 160k	3.75%
2	Next RM 160k	3.50%
3	Next RM 160k	3.25%
4	Next RM 160k	3.00%
5	More than RM 700k per month	To Be Discussed



B Merchant Without Sales Team



Discounted price for each unit of product as a "transfer price" mechanism



- Range of sales margin is between 20% to 40% depending on type of product & volume.



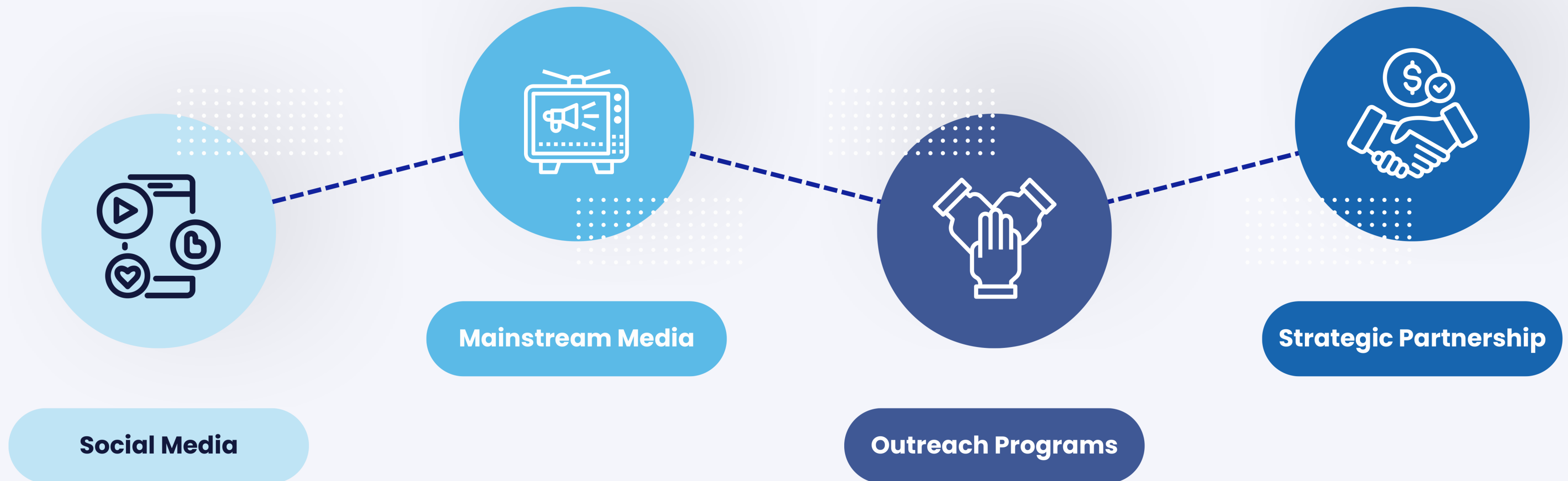
C Personalised System (Development & Licensing)

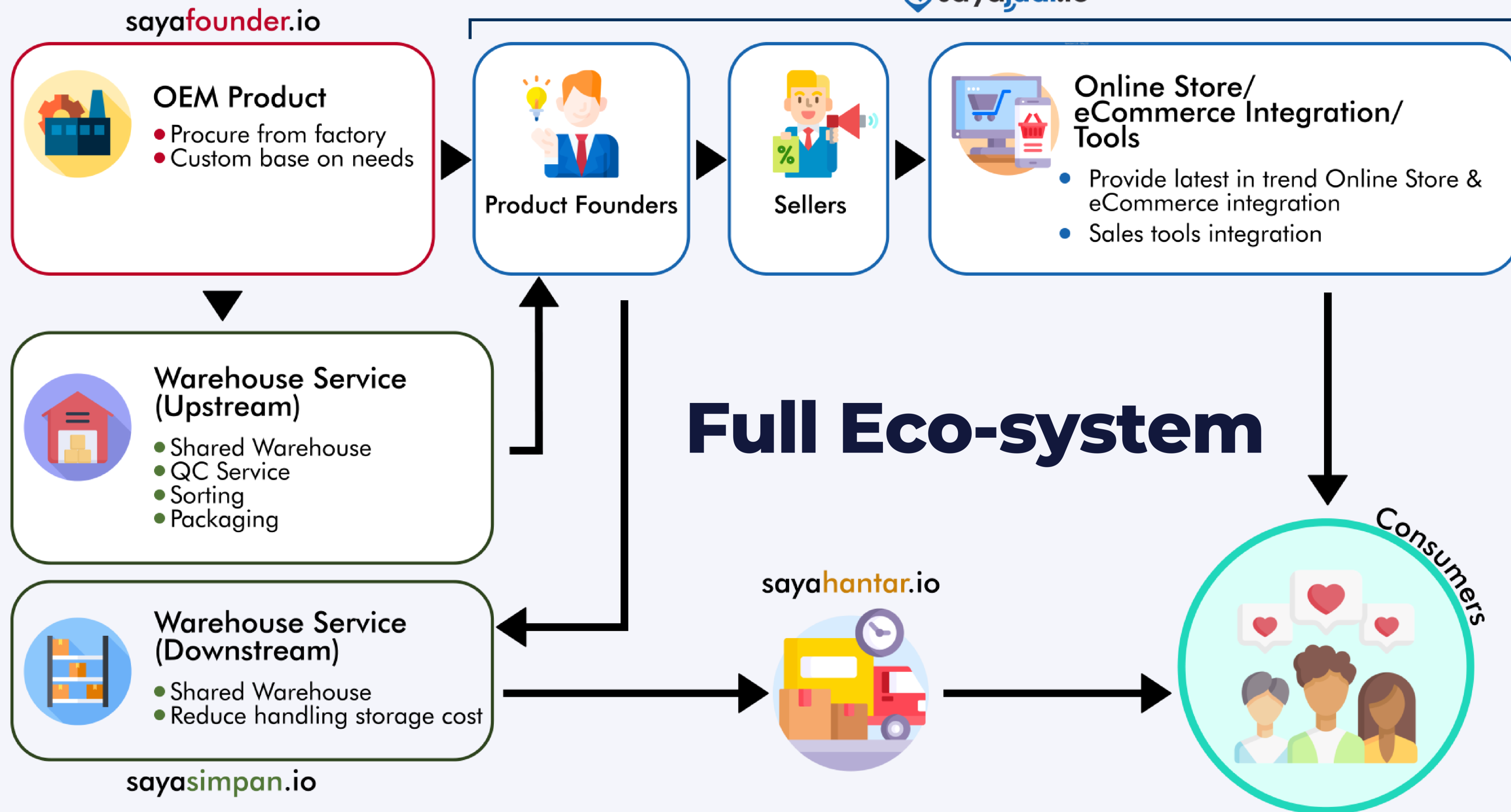


Average cost for customization development fees is around **RM 180,000 to RM 350,000 depending on technical requirements and user interface.**

Yearly licensing fees are either at lump-sum at 15% for customization fees or per transactions.

Sales & Marketing

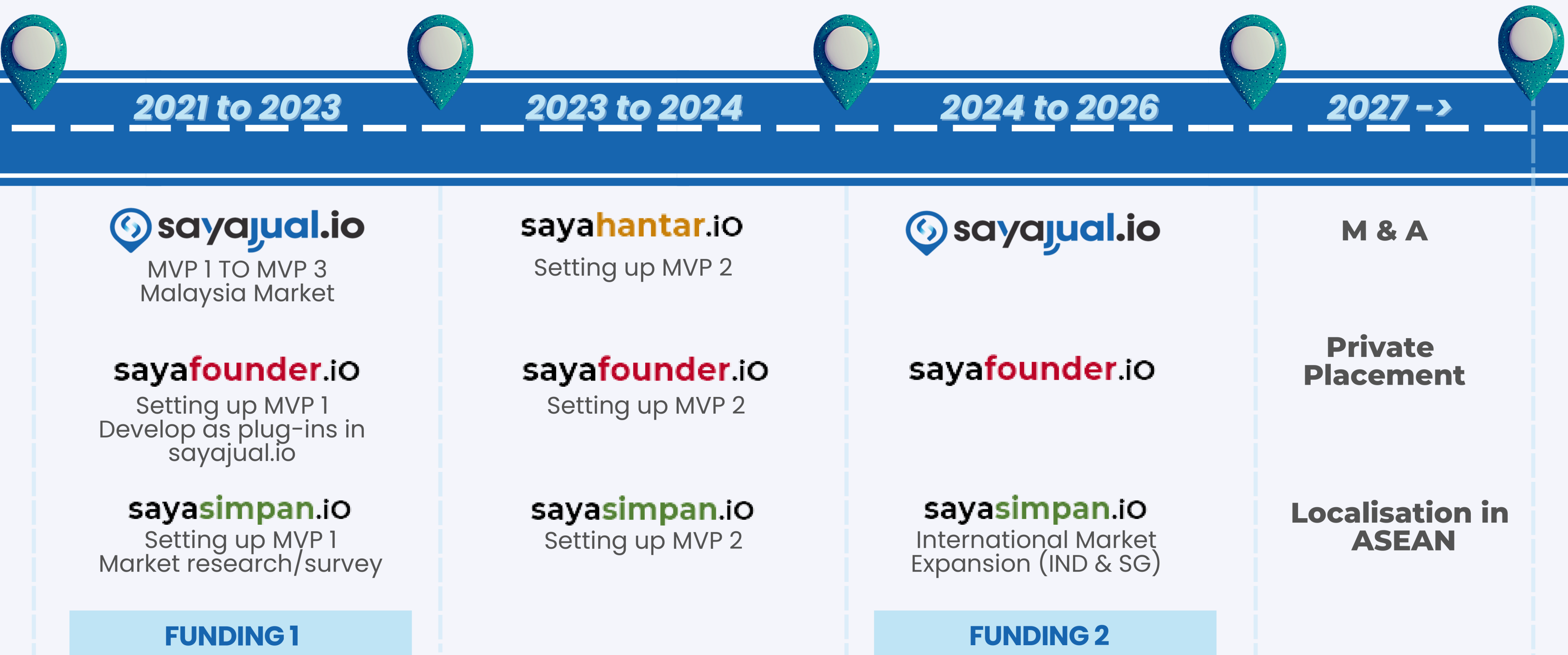




MVP Details by Phases

Area	Phase 1 MVP to Profit	Phase 2 MVP for Growth	Phase 3 MVP for Expansion
Revenue Source	<ul style="list-style-type: none"> ■ Merchants - Transaction Fees ■ Payment Gateway Commission ■ Logistic Commission 	<ul style="list-style-type: none"> + Training Module Packages + Seller Subscription (TBC) 	<ul style="list-style-type: none"> + Value added services purchase (credit method) + Warehousing transaction fees + Fintech + More Plug-ins Fees/Commissions
Key Products/ Functions	<ul style="list-style-type: none"> ■ Agent system (Connects Merchants with Seller) ■ Order submission by seller to merchants ■ Stocks (real-Time) tracking and Shipment Tracking ■ Commission, agent/seller structure ■ FPX payment gateway method 	<ul style="list-style-type: none"> + Seller & Merchant Online Store + Payment Gateway direct from consumer with payment split function. + More payments methods (Credit Cards, Debit Cards, E-wallets) Local & International. + Buy Now Pay Later (BNPL) & Easy 0% Payment Integration. + Shopee, Lazada & e-commerce platform integration. + Seller training packages + Data Analytics 	<ul style="list-style-type: none"> + Sayajual.io plugins for value added service by (credit method purchases) <ul style="list-style-type: none"> a) Logistic b) Packaging & Printing c) Training d) Insurance e) Others + Singapore penetration by integration for logistic & PayNow + Online Marketing, Advertisement & Promotion platform integration. + Warehousing services. (Shared Warehouse) + Indonesia market reach. + Credit Financing. (Product Founder, Resellers & Consumers). - i.e Invoice financing, stock purchase, BNPL & others.

Full Eco-system Roadmap



Equity Funding

01.

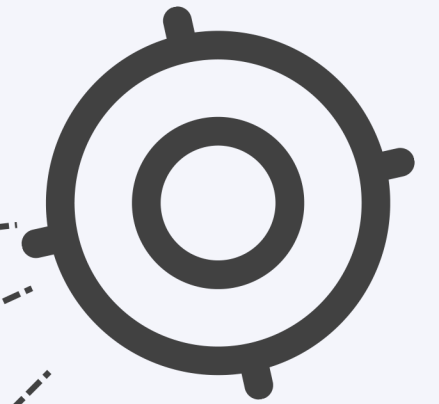
13.33% Ordinary Shares

02.

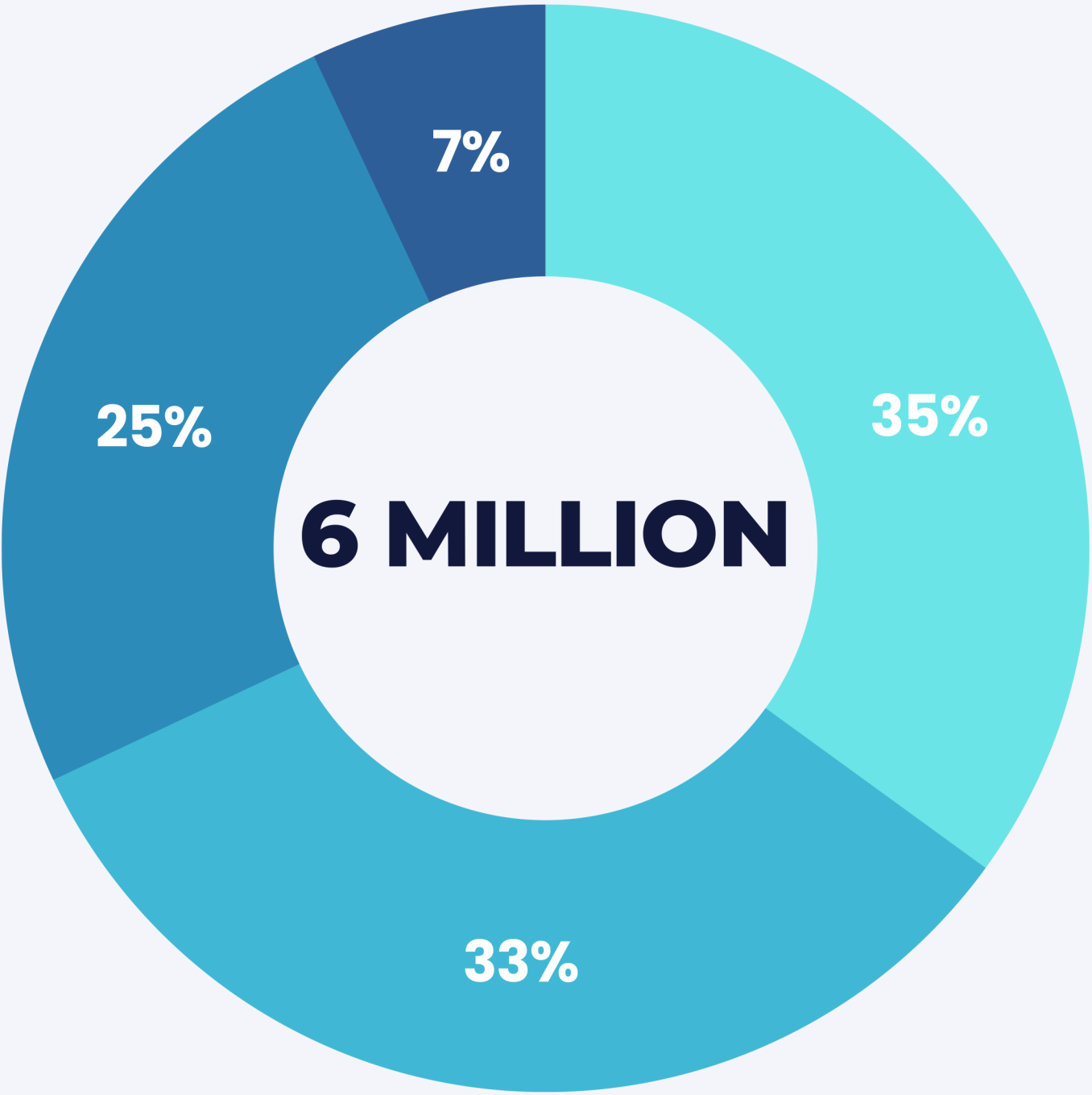
Funding of RM 6M

03.

To Fund Enhancement &
Market Penetration



Investment Usage Plan



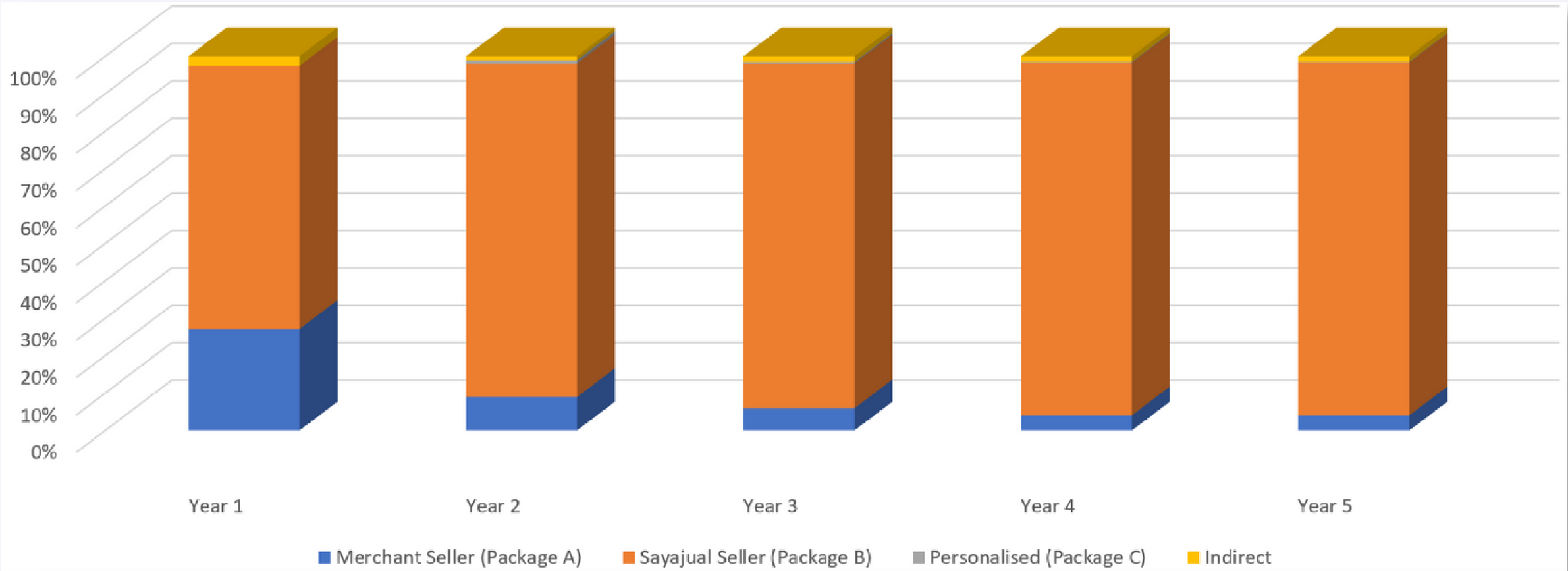
-  Sales & Marketing : 35.00%
-  Technology : 33%
-  Manpower/Talent : 25%
-  Operation : 7%

Category	Investment Usage Plan			%
	Y1	Y2	Total	
Sales & Marketing	1,000,000.00	1,100,000.00	2,100,000.00	35%
Technology	1,527,654.00	450,000.00	1,977,654.00	33%
Manpower/Talent	1,409,826.00	75,000.00	1,484,826.00	25%
Operation	362,520.00	75,000.00	437,520.00	7%
Total	4,300,000.00	1,700,000.00	6,000,000.00	100%

Overview Forecast

	MVP 1	MVP 2	MVP 3		
	Year 1	Year 2	Year 3	Year 4	Year 5
Merchant Seller (Package A)	1,162,755	3,035,340	4,539,645	5,899,163	8,739,225
Sayajual Seller (Package B)	3,014,550	30,353,400	70,616,700	137,647,125	203,915,250
Personalised (Package C)	-	300,000	300,000	300,000	300,000
Indirect	108,710	354,765	1,171,901	2,189,245	3,243,224
Total Revenue	4,286,015	34,043,505	76,628,246	146,035,532	216,197,699
PAT (Profit After Tax)	91,858	13,693,679	32,747,829	63,939,419	96,020,068

% by Revenue Streams



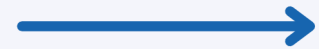
Overview Forecast

	Year 1	Year 2	Year 3	Year 4	Year 5
No of Merchants	78	100	145	190	255
No of Seller	28,400	58,400	101,900	158,900	235,400
80% No of ACTIVE Merchant	49	80	116	152	204
55% No of ACTIVE Seller	13,070	32,120	56,045	87,395	129,470
Transaction Value Processed (RM)	86,130,000	289,080,000	504,405,000	786,555,000	1,165,230,000
Merchant Seller % (Model A)	90%	70%	60%	50%	50%
Sayajual Seller % (Model B)	10%	30%	40%	50%	50%
Transaction Count (Unit)	717,750	2,409,000	4,203,375	6,554,625	9,710,250

Meor Azim:
4 items per week per seller for 50 weeks per year with the average product retail price of RM 60



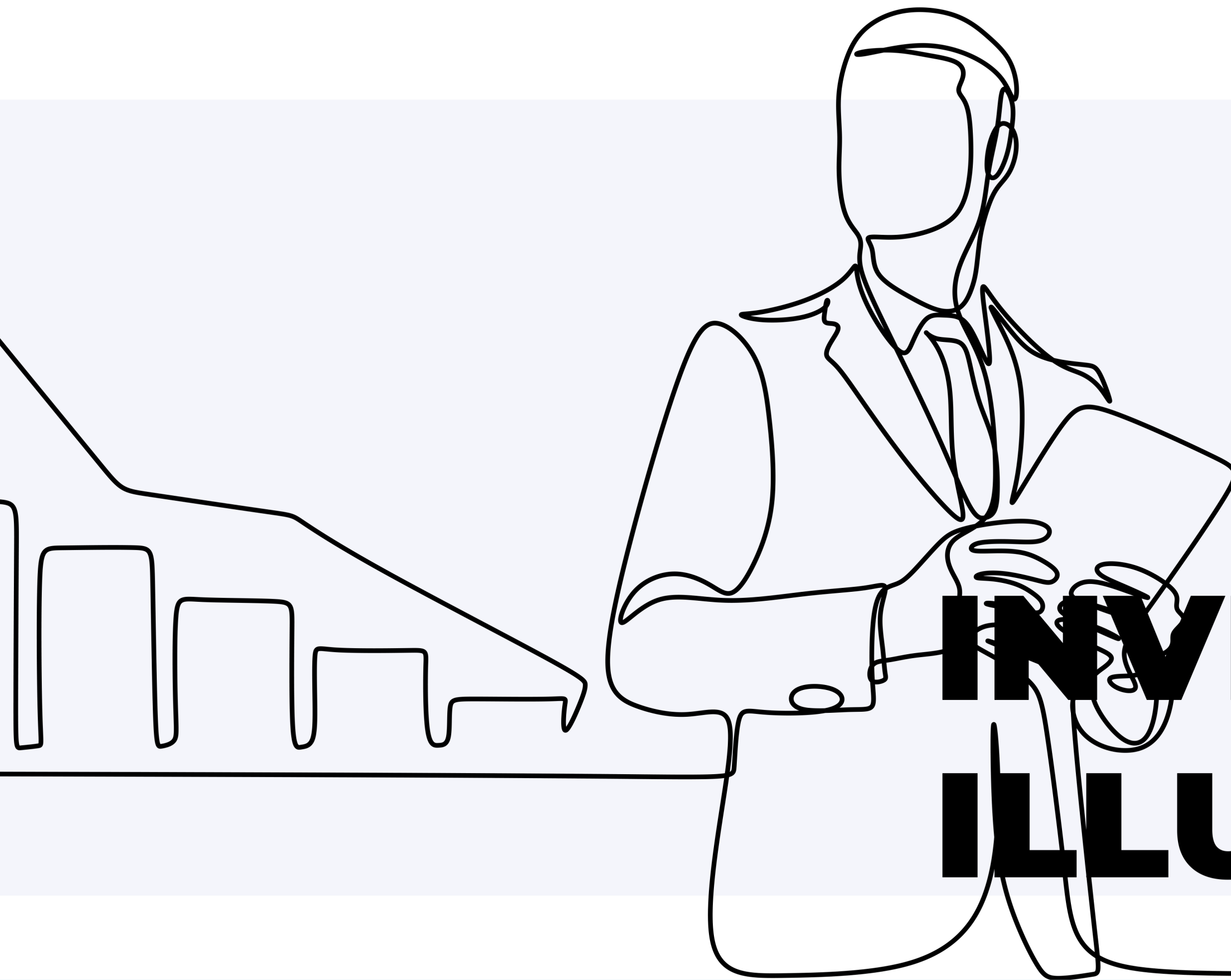
THE OFFER



The Offer

	MINIMUM TARGET	MAXIMUM TARGET
TARGET AMOUNT	MYR 250,635	MYR 6,002,964
TYPE OF SHARES TO BE ISSUED	ORDINARY SHARES	
PRE FUND RAISING VALUATION	MYR 39,001,875	
ISSUED SHARE CAPITAL BEFORE FUNDING EXERCISE	152,500	
PRICE PER SHARE	MYR 255.75	
SHARES TO BE ISSUED	980	23,472
INDICATIVE EQUITY OFFERED	0.64%	13.33%
MINIMUM INVESTMENT (12 SHARES)	MYR 3,069	
INVESTMENT BLOCK (12 SHARES)	MYR 3,069	

Final number of shares issued may vary after adjustments for oversubscription, investment incentives and private placement.



INVESTOR ILLUSTRATION



26 January 2023

CONFIRMATION OF EQUITY CROWDFUNDING CAMPAIGN OF AZOR INDUSTRIES SDN BHD (1385629-D)

We hereby confirm that Azor Industries Sdn Bhd (Sayajual.io) is planning to raise funds via an equity crowdfunding (ECF) campaign on pitchIN. Azor Industries is currently being onboarded onto our platform and their fundraising campaign is subject to due diligence carried out by pitchIN.

ECF is a fundraising method that enables SMEs and start-ups to obtain capital through equity investments on online portals that publicise and facilitate such offers to crowd investors. Only platforms registered with SC Malaysia can offer ECF services in Malaysia. pitchIN, listed as Pitch Platforms Sdn Bhd, is a Recognised Market Operator (RMO) with the Securities Commission (SC).

<https://www.sc.com.my/development/digital/digital-initiatives>

pitchIN is Malaysia's leading equity crowdfunding platform. To date, pitchIN has successfully funded over 145 deals raising over RM270 million, the most among all ECF platforms in Malaysia. Under the Guidelines set by SC, companies carrying out equity crowdfunding campaigns must do so through a trust bank account maintained by the ECF operator.

ECF campaigns in Malaysia can accept investments from both local and foreign investors, who can be either individuals or corporations. We are happy to provide more information on this, if required.

Do take note that investments pledges are confirmed at the end of successful campaigns and are subject to acceptance by the company. Until then, the funds are securely held in the trust account.

pitchIN is ready to assist on any matters related to equity crowdfunding and the investment process.

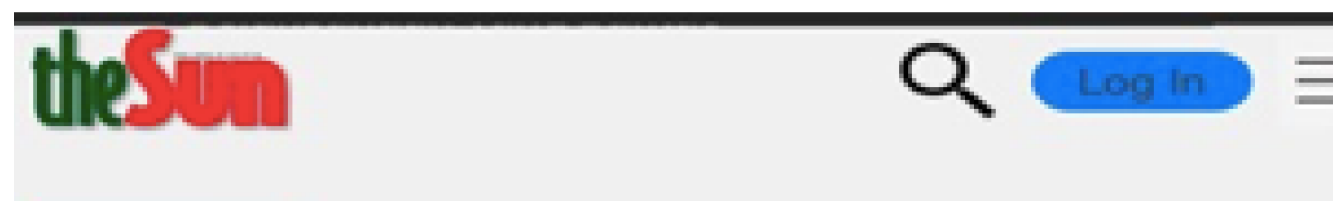
Thank you.

Yours Sincerely,

Kashminder Singh
Chief Strategy Officer
kash@pitchin.my

Pitch Platforms Sdn Bhd
Co No.: 201501033144 (1158464-T)
E-12-08, Menara Suezcap 2,
KL Gateway, No. 2, Jalan Kerinchi
59200 Kuala Lumpur

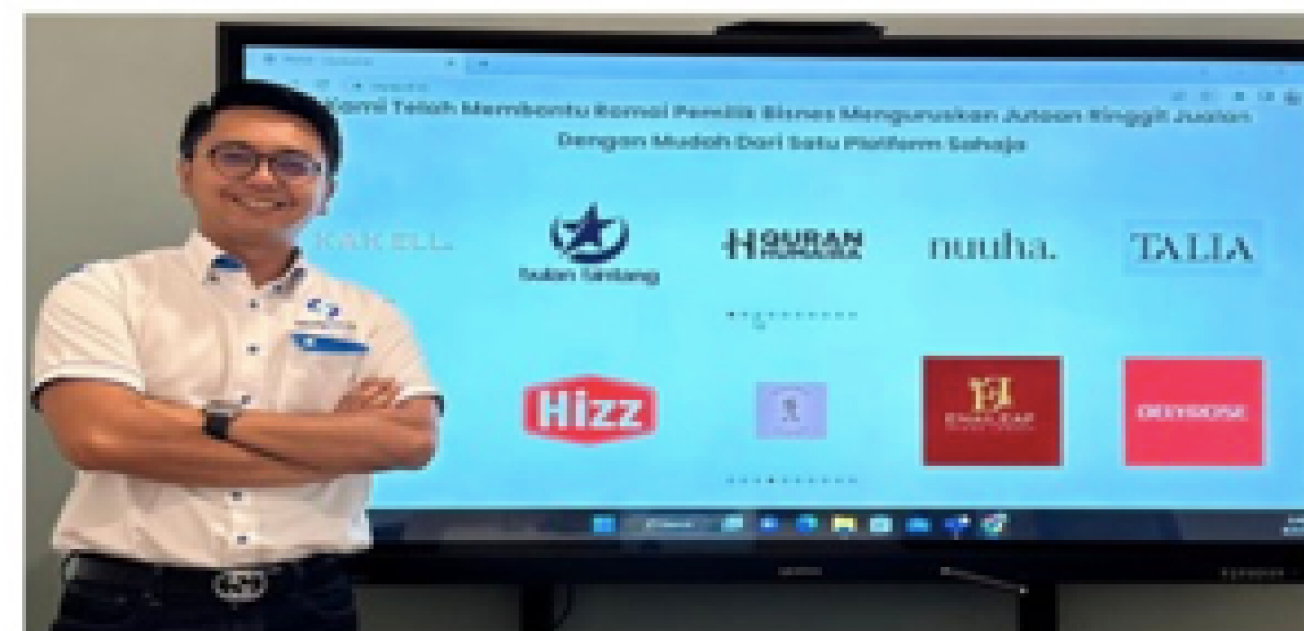
www.pitchin.my



Business

Sayajual.io to raise RM6m in crowd-funding campaign

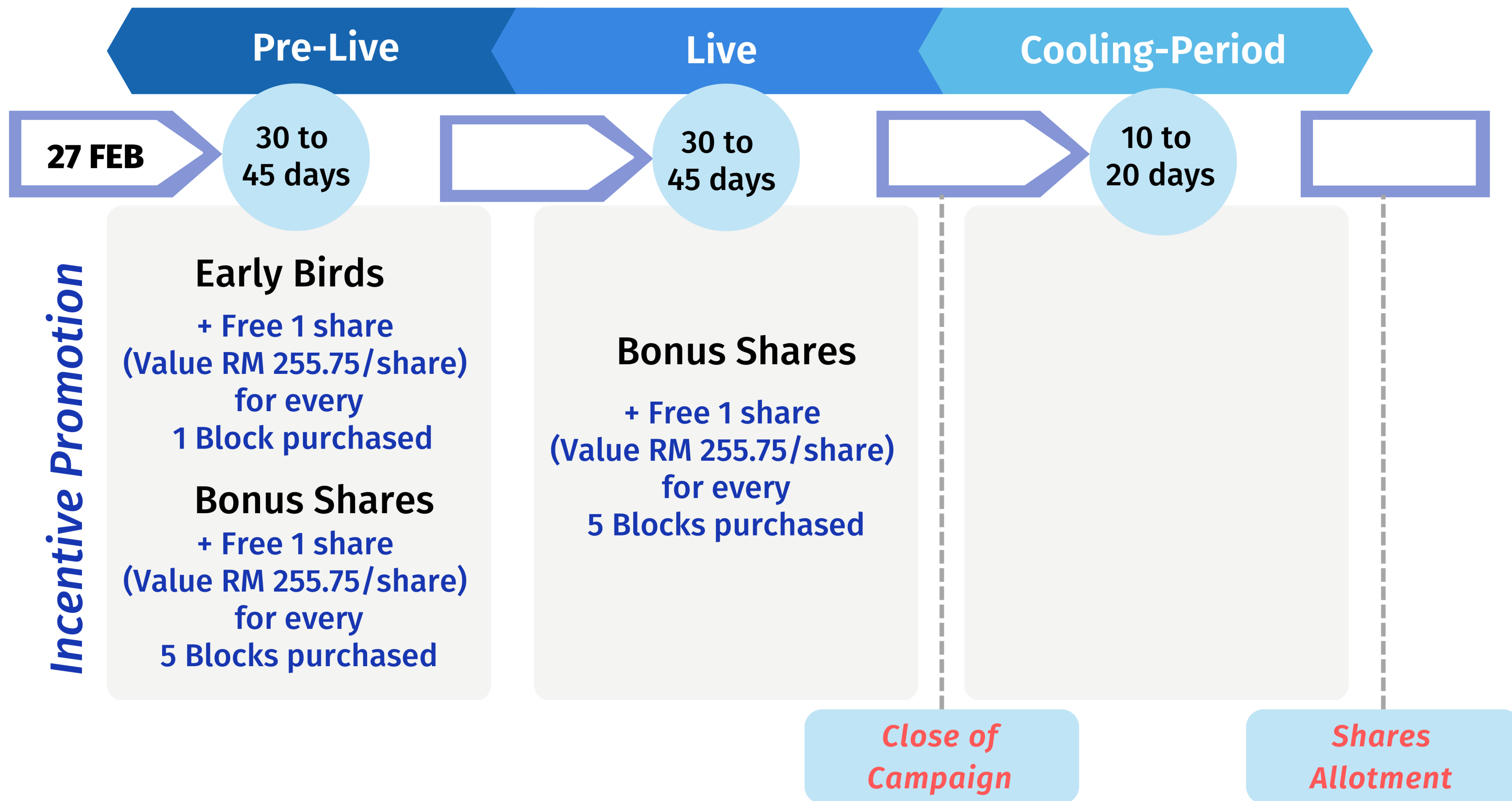
21-02-2023 08:22 PM



PETALING JAYA: Since its inception as a dropship platform in 2021, Sayajual.io has turned heads in the industry.

<https://www.pitchin.my/equity/sayajualio>

High-Level Timeframe & Incentives



Investment Projection For 1 Block (12 Shares)

Purchase 1 Blocks RM 3,069		Dividend Pay-out			Shares Value		
		Normal	Early Birds (EB) <i>+ 1 Share</i>	EB + Bonus Shares <i>N/A</i>	Normal	Early Birds	Bonus Shares
End 2024	Year 2	RM 541.79 <i>18 %</i>	RM 586.94 <i>19 %</i>	<i>N/A</i>			
End 2025	Year 3	RM 1,524.30 <i>50 %</i>	RM 1,661.32 <i>54 %</i>	<i>N/A</i>			
End 2026	Year 4	RM 2,976.16 <i>97 %</i>	RM 3,224.17 <i>105 %</i>	<i>N/A</i>			
End 2027	Year 5	RM 4,469.40 <i>146 %</i>	RM 4,841.85 <i>158 %</i>	<i>N/A</i>	RM 4,319.05 <i>+41% +RM 1,250.05</i>	RM 4,678.97 <i>+52% +RM 1,609.97</i>	<i>N/A</i>
Accumulative Dividend Pay-out		RM 9,511.64 <i>310 %</i>	RM 10,304.28 <i>336 %</i>	<i>N/A</i>			

Illustration of potential return based on Sayajual.io matches all financial projections. (Exclude sayasimpan.io, sayafounder.io & sayahantar.io)

Investment Projection For 5 Block (60 Shares)

		Dividend Pay-out			Shares Value		
Purchase 5 Blocks RM 15,345		Normal	Early Birds (EB)	EB + Bonus Shares	Normal	Early Birds (EB)	EB + Bonus Shares
			+ 5 Share	+ 5 + 1 Shares			
End 2024	Year 2	RM 2,708.94 18 %	RM 2,934.69 19.1 %	RM 2,979.84 19.4 %			
End 2025	Year 3	RM 7,621.48 50 %	RM 8,256.61 54 %	RM 8,383.63 55%			
End 2026	Year 4	RM 14,880.78 97 %	RM 16,120.85 105 %	RM 16,368.86 107%			
End 2027	Year 5	RM 22,346.99 146 %	RM 24,209.24 158 %	RM 24,581.69 160%	RM 21,595.23 +41% +RM 6,250.23	RM 23,394.83 +52% +RM 8,049.83	RM 23,754.75 +55% +RM 8,409.75
Accumulative Dividend Pay-out		RM 47,558.20 310 %	RM 51,521.38 336 %	RM 52,314.02 341%			

Illustration of potential return based on Sayajual.io matches all financial projections. (Exclude sayasimpan.io, sayafounder.io & sayahantar.io)

During Pre-Live (Early Birds + Bonus Shares)

	Shares	Dividend (1 To 5 Years)	Share Value At Year 5	Total Return (Dividend + Share Value)	ROI %
1 BLOCK RM 3,069	(12 + 1)	RM 10,304.28	RM 4,678.97	RM 14,983.25	485%
5 BLOCKS RM 15,345	(60 + 5 + 1)	RM 52,314.02	RM 23,754.75	RM 76,068.77	496%
7 BLOCKS RM 21,483	(84 + 7 + 1)	RM 72,922.57	RM 33,112.68	RM 106,035.25	494%
10 BLOCKS RM 30,690	(120 + 10 + 2)	RM 104,628.03	RM 47,509.50	RM 152,137.53	496%

Illustration of potential return based on Sayajual.io matches all financial projections. (Exclude sayasimpan.io, sayafounder.io & sayahantar.io)

During Live (Bonus Shares Only)

	Shares	Dividend (1 To 5 Years)	Share Value At Year 5	Total Return (Dividend + Share Value)	ROI %
1 BLOCK RM 3,069	(12)	RM 9,511.64	RM 4,319.05	RM 13,830.69	451%
5 BLOCKS RM 15,345	(60 + 1)	RM 48,350.83	RM 21,955.15	RM 70,305.98	458%
7 BLOCKS RM 21,483	(84 + 1)	RM 67,374.11	RM 30,593.24	RM 97,967.35	456%
10 BLOCKS RM 30,690	(120 + 2)	RM 96,701.67	RM 43,910.30	RM 140,611.96	458%

Illustration of potential return based on Sayajual.io matches all financial projections. (Exclude sayasimpan.io, sayafounder.io & sayahantar.io)

During Normal (No Incentives)

	Shares	Dividend (1 To 5 Years)	Share Value At Year 5	Total Return (Dividend + Share Value)	ROI %
1 BLOCK RM 3,069	(12)	RM 9,511.64	RM 4,319.05	RM 13,830.69	451%
5 BLOCKS RM 15,345	(60)	RM 47,558.20	RM 21,595.23	RM 69,153.43	451%
7 BLOCKS RM 21,483	(84)	RM 66,581.48	RM 30,233.32	RM 96,814.80	451%
10 BLOCKS RM 30,690	(120)	RM 95,116.40	RM 43,190.46	RM 138,306.85	451%

Illustration of Potential return based on Sayajual.io matches all financial projections. (Exclude sayasimpan.io, sayafounder.io & sayahantar.io)

High-Level Potential Investment Return

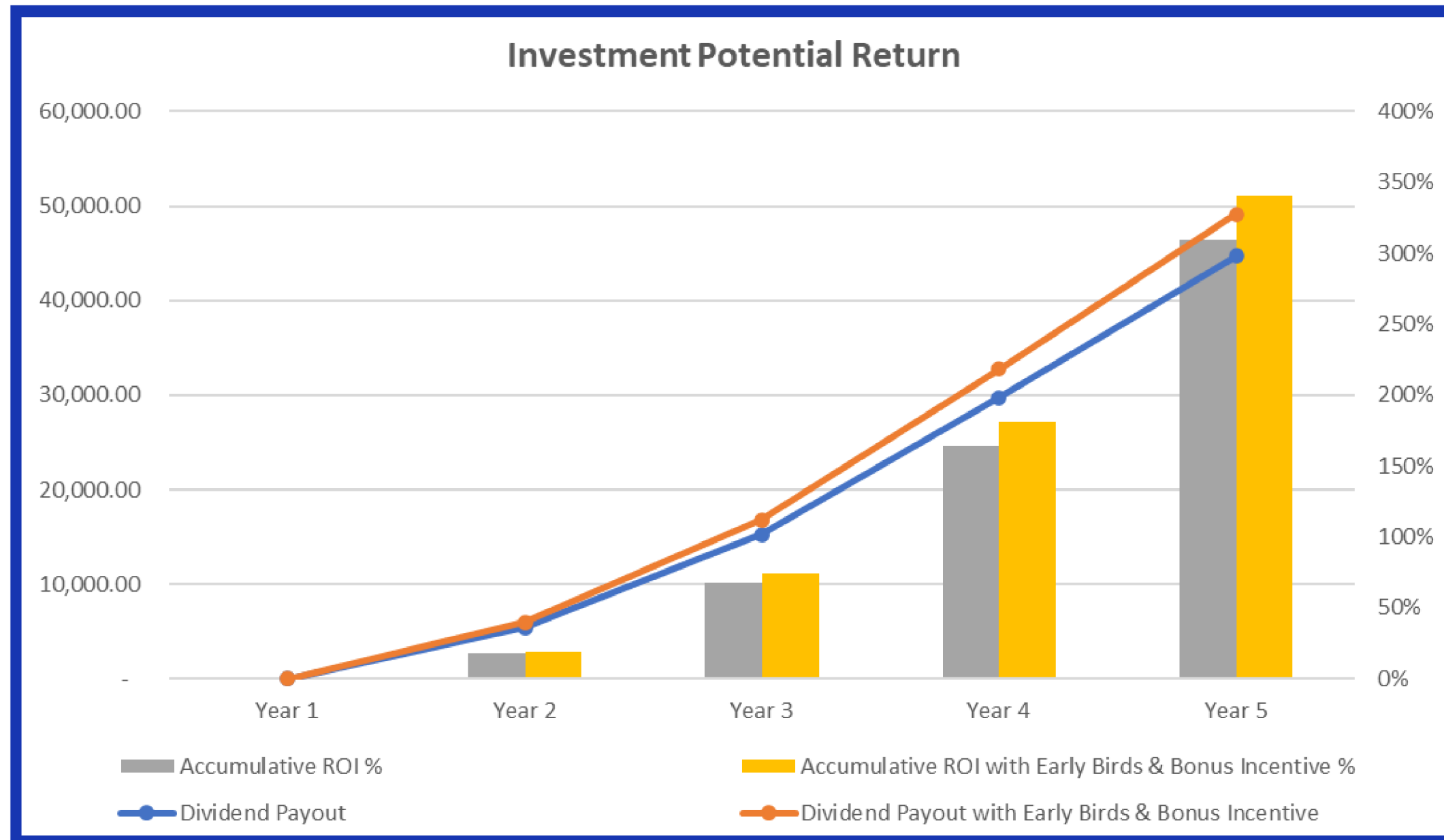


Illustration based on Purchase of 10 Blocks RM 30,690



Based on where Sayajual.io able to match all financial projections.



Normal investment (without Early Birds & Bonus Shares Incentives will have a return on investment approximately 3.5 years to 4 years with the return of 3.1x from investment projected on year 5. (Dividend Pay-Out)



Investor's shares value per share will expected to increase at 41% at year 5.



Higher return for early investors as per illustrated in the table.

	Year 1	Year 2	Year 3	Year 4	Year 5
Dividend Payout	-	5,417.88	15,242.97	29,761.56	44,693.98
Dividend Payout with Early Birds & Bonus Incentive	-	5,959.67	16,767.26	32,737.72	49,163.38
Accumulative ROI %	0%	18%	67%	164%	310%
Accumulative ROI with Early Birds & Bonus Incentive %	0%	19%	74%	181%	341%



THANK YOU

