

IT & Software Services

SOPA – NASDAQ November 15, 2023

Intraday Price 11/15/23 **\$0.28**

Rating: Buy

12-Month Target Price: (Prior: \$1.50) \$0.75

52-Week Range: \$0.24 - \$2.01

Market Cap (M): \$9.3

Shares O/S (M): 32.9

Float: 40.0%

Avg. Daily Volume (000): 591.3

Debt (M): \$0.0

Dividend: \$0.00

Dividend Yield: 0.0%

Risk Profile: Speculative

Fiscal Year End: December

Revenue (\$M)

	2022A	2023E	2024E
1Q	0.4	2.0A	2.5
2Q	0.5	2.2A	3.2
3Q	2.1	2.3A	3.5
4Q	2.6	2.4	3.7
CY	5.6	8.9	12.9
Prior	—	16.5	44.3

Adjusted EBITDA (\$M)

	2022A	2023E	2024E
1Q	(3.4)	(2.7)A	(1.9)
2Q	(4.4)	(2.9)A	(1.0)
3Q	(7.1)	(2.6)A	(0.3)
4Q	(4.0)	(2.6)	0.0
CY	(19.0)	(10.8)	(3.1)
Prior	—	(11.0)	(3.6)



**Company description:** Society Pass operates in SE Asia in areas of ecommerce, food delivery, online travel tickets, and social media.

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Society Pass Incorporated

Buy

3Q23 EBITDA Beat; Remove Pending Acquisition from Estimates, Lower PT to \$0.75; Positive on Organic Growth & M&A – Reiterate Buy

Summary

- On 11/14, post-Market close, SOPA reported 3Q23 results that topped our estimate for EBITDA and matched our estimate on revenue.
- We expect the company to focus on its core growth drivers of social influencing and online travel businesses which combined represent 96% of the company's revenue.
- We remove the acquisition of Inetindo (reseller of Apple products) from our estimates due to uncertainty in the closing of the transaction. We reduce our 2023 and 2024 revenue estimates but narrow our adjusted EBITDA loss estimates on restructuring and cost-cutting initiatives.
- At quarter-end, there was \$8.2M in unrestricted cash (representing close to the company's entire market cap) and immaterial amount of debt. In October, the company entered into a \$40M equity line of credit. Management has been very disciplined with the amount of cash used in acquisitions and reducing cash burn. As such, we do not expect a need to raise capital through 2024.
- SOPA trades at an EV/2024E revenue multiple of 0.1x. Our \$0.75 price target (\$1.50 prior) is based on our 10-year DCF analysis and equates to a 1.3x multiple on our 2024E revenue. Our Buy rating reflects our positive view on SE Asian markets, organic growth, and M&A opportunities.

Details

**3Q23 results highlight early stages of growth.** On 11/14, post-Market close, SOPA reported 3Q23 results and filed its 10-Q with revenue of \$2.3M, up from \$2.1M in the prior year quarter and \$2.2M in 2Q22. Revenue was inline with our estimate of \$2.3M but missed consensus of \$2.6M. We are one of only 3 analysts included in consensus estimates, per LSEG. Digital marketing accounted for 79% of quarterly revenue at \$1.8M, followed by NusaTrip online ticketing and reservation at \$0.4M (17% of revenue) and Leflair, online goods at \$0.1M (4% of revenue). 3Q23 adjusted EBITDA loss of (\$2.6M) was narrower than our estimate of (\$2.9M) and consensus of (\$3.4M) and improved from a loss of (\$7.1M) in the prior year quarter. The restructuring of several businesses is expected to improve revenue and profitability and is focused on the relatively higher margin segments. Operating expenses were down 55% y/y.

**Outlook.** Due to uncertainty in the closing of the Inetindo (reseller of Apple products) transaction, we remove the acquisition from our estimates. We have not modeled any contributions from any acquisitions that have not yet been announced; however, it is likely that management will continue to opportunistically acquire companies in verticals of focus. We also believe many of the businesses can be expanded geographically. We have also not factored in any contributions from Society Points, which launched in June 2023 and could provide upside if it gains traction, given it should be a relatively high and potentially its highest margin segment.

We lower our 2023 revenue estimate to \$8.9M from \$16.5M, up 58% y/y, but narrow our adjusted EBITDA estimate to (\$10.8M) from (\$11.0M) vs. (\$19.0M) in 2022, due to the 3Q23 beat. We expect narrower EBITDA losses in 2023 and 2024 due to cost-cutting, restructuring, and higher margins from mix shift and launch of loyalty, online travel, and social media segments. For 2024, we lower our revenue to \$12.9M up 45%, y/y from \$44.3M, and narrow our 2024 adjusted EBITDA loss to (\$3.1M), from (\$3.6M). We project adjusted EBITDA improving to breakeven in 4Q24. Our projections do not include any unannounced acquisitions. M&A is a big focus of management's strategy.

**Balance sheet.** The company ended 3Q23 with unrestricted cash of \$8.2M (close to the entire market cap of \$9M), down from \$10.8M at the end of 2Q23, and immaterial amount of debt. 3Q23 cash flow from operations was an outflow of (\$2.9M). In October the company entered into a \$40M equity line of credit. With expense reduction plans and newer businesses along with the launch of the Loyalty

program, we expect the cash burn to decline and that current levels of cash should be sufficient to fund organic growth through 2024.

**We highlight growth initiatives of SOPA's 2 core businesses which represent 96% of revenue:**

**1) Digital Advertising.** Thoughtful Media Group is a Thailand-based social media company acquired in July 2022. Business has been expanded to Vietnam, Indonesia, and Thailand. Digital advertising should have relatively higher margins vs. SOPA's other segments, in part due to lower labor costs. In October 2022, Thoughtful Media signed a partnership with Onlive.site (private), a live-streaming and digital content channel platform based in Spain. Onlive's technology allows livestreaming, live video shopping, interactive video and online TV channel platform tools. The company announced the acquisition of More Media, an Indonesia-based digital design and branding agency. More Media provides design and branding to Indonesia companies in beauty, F&B, e-commerce and logistics sectors. In July, **TMG** acquired Newave in Indonesia. The group also launched a concert business in Indonesia, with the first concert expected by the end of 4Q23. In October, management announced plans to spinoff this segment in 2024. Revenue in this segment was \$1.8M for 3Q23.

**2) Online Travel (NusaTrip).** NusaTrip is an Indonesia-based online travel and hotel provider acquired in August 2022. Strategically we expect the company to focus on increasing hotel sales, which have higher margins than airplane tickets. We view Online Travel as one of the areas of key focus for growth both organically and through M&A. In February 2023, a partnership was announced with LuxUrban (LUXH - Buy) to drive SE Asian traffic to LuxUrban's US based hotels. Also in February 2023, NusaTrip signed an MoU (Memorandum of Understanding) with Kerata Cepat Indonesia-China (KCIC - private) to be the preferred online ticket sales partner for Kereta Cepat Jakarta-Bandung (KCJB), the first fast train service between Jakarta and Bandung in Indonesia. In April, NusaTrip acquired Vietnam's VLeisure (private), expanding the online travel segment outside of Indonesia to over 650K registered hotels. In July, SOPA announced the acquisition of IATA Licensed Vietnam International Travel and Service JSC (VIT -private), which is expected to add ~\$2M in gross merchandising value (GMV). In October, management announced plans to spinoff this segment in 2024. In November, NusaTrip partnered with China-based Guangzhou Junwei International Travel Service (private) to grow the travel business for customers in SE Asia and China. Revenue was \$0.4M for 3Q23.

**We reiterate our Buy rating, but lower our price target to \$0.75, from \$1.50.** SOPA trades at an EV/revenue multiple of 0.1x our 2024 revenue estimate vs. the peer average of 2.4x. Based on our lower estimates, we lower our PT to \$0.75, from \$1.50 which is based on our 10-year DCF analysis, which utilizes a 22% discount rate (unchanged), 13x terminal multiple, and 3% terminal growth rate, equating to 1.3x our 2024 revenue estimate. Our prior \$1.50 price target was also based on our DCF analysis and equated to 0.7x our prior 2024 revenue estimate. A discount to the peer average is warranted, in our view due to SOPA's early stage of operation and acquisition integration risk. Our positive outlook is supported by the attractive SE Asian markets and opportunities to consolidate smaller companies.

**Exhibit 1: Variance Table**

(\$ 000s)	3Q23 A	3Q23 E	\$ Diff	% Diff	3Q22 A	\$ Diff	% Diff
Revenue	2,269	2,255	14	0.6%	2,050	219	10.7%
Gross Profit	563	653	(90)	-13.8%	308	255	NM
Gross Margin	24.8%	29.0%	-4.2%		15.0%	9.8%	
Adjusted EBITDA	(2,615)	(2,929)	314	-10.7%	(7,112)	4,497	-63.2%
Adj. EBITDA Margin	-115.2%	-129.9%	14.6%		-346.9%	231.6%	
Operating Profit	(4,143)	(3,429)	(714)	20.8%	(10,100)	5,958	-59.0%
Operating Margin	-182.6%	-152.0%	-30.5%		-492.6%	310.1%	
Net Income	(3,918)	(3,370)	(548)	16.3%	(10,063)	6,145	-61.1%
Non-GAAP Net Inc	(3,041)	(2,995)	(46.52)	1.6%	(8,453.29)	5,411.96	-64.0%
Non-GAAP EPS	(\$0.11)	(\$0.10)	(0.01)	5.4%	(\$0.33)	0.23	-68.0%

Source: Company reports and Maxim Group LLC estimates

**Key recent events.** Events occurring during 3Q23 and year-to-date have focused on diversification and focusing on more profitable businesses.

- **November 2023.** NusaTrip partnered with China-based Guangzhou Junwei International Travel Service to grow travel business for customers in SE Asia and China.
- **October 2023.** Thoughtful Media Group launched concert business in Indonesia with first concert expected in 4Q23.
- **October 2023.** Announced plans to spinout Thoughtful Media and NusaTrip in 2024.
- **October 2023.** Entered into \$40.0M equity line of credit with Strattners FZCO. Limitations of not more than one-third of public float over any 12-month period and shares at 6% discount to the lowest volume-weighted average price during 3 prior trading days.
- **July 2023.** Subsidiary NusaTrip announced the acquisition of IATA Licensed Vietnam International Travel and Service JSC (VIT) (private). Expected to add ~\$2M in gross merchandising value (GMV).
- **July 2023.** Announced planned acquisition of Inetindo (private) which operates 26 "Story-" branded Apple (AAPL - NR) stores in 9 cities across Indonesia. Initial plan was to pay ~\$1.85M for company that has annualized revenue of ~\$28M and gross profit of ~\$3.8M. However, we are now uncertain if the transaction will close as the company is going through due diligence.
- **July 2023.** Thoughtful Media Group, a Thailand based subsidiary of SOPA acquired a second company in Indonesia, Newave (private), a social media and micro influencer company (key opinion leaders with under 100K followers). Newave has over 10K influencers. The company is a social influencer company with over 675K videos and over 80B video views since 2010 and has a current network of 263 YouTube Channels that have onboarded over 85M subscribers. The company had revenue of \$5.8M in 2021. As a result of the acquisition, Thoughtful Media Group has business in Thailand, Vietnam, and Indonesia.
- **June 2023.** Launched loyalty program, Society Points. This will be rolled out across the company's other divisions and should represent the highest margin segment of business.
- **April 2023.** NusaTrp acquired Vietnam's VLeisure (private), expanding the online travel segment outside of Indonesia. Has inventory of over 650K registered hotels. Also provides a hotel technology platform servicing small-to-medium size hotels with customer booking and revenue collection software solutions.
- **November 2022.** Partnered with Stripe (private) to integrate payments platform for merchants and consumers. Stripe has technology that includes antifraud, and is able to accept credit and debit cards in a simple checkout manner.

**Acquisitions.** A key component of the company's strategy revolves around strategic acquisitions in key verticals.

- **Handycart** – acquired 2/25/22, is an online food delivery business based in Hanoi, Vietnam. The purchase price was ~\$100K in cash and 25,000 shares valued at \$2.61/share. The company currently has about 40 restaurants, mainly centered around Korean cuisine, registered on its platform.
- **Pushkart** – acquired 2/14/22, is a grocery delivery service in the Philippines with 125K registered users. The purchase price was \$200K in cash and \$800K in stock, valued at \$3.53/share at the time of the acquisition. The company reported \$65K of revenue in 2021.
- **Guerilla Networks** - acquired 6/03/22, is a Singapore-based mobile virtual network operator (MVNO) for users in SE Asia. SOPA plans to market to business and leisure travelers and expand the MVNO services to Vietnam, Thailand, and Malaysia.
- **Thoughtful Media** - acquired 7/11/22, a Thailand-based social commerce-focused, premium digital media company with operating presence in the U.S., Vietnam, and the Philippines. Revenue was \$5.8M in 2021. According to an August 9, 2022, news article, management expected PF annualized 2022 revenue of \$16.8M (~200% y/y growth).
- **Mangan.ph** - acquired 7/20/22, a Philippines-based restaurant delivery service. Had \$2M in gross merchandising value delivered and management's goal is to increase this several times.
- **NusaTrip** - acquired 8/15/22, an-Indonesian based online travel agency providing travel through 500+ airlines and 200K+ hotels worldwide.
- **More Media** - announced acquisition in December 2022 for Indonesia based creative design and branding agency.
- **VLeisure.** NusaTrp acquired Vietnam's VLeisure, expanding the online travel segment outside of Indonesia. Has inventory of over 650K registered hotels. Also provides a hotel technology platform servicing small-to-medium size hotels with customer booking and revenue collection software solutions.

- **Newave.** A social media and micro influencer company (KOLs with under 100K followers). Newave has over 10K influencers. Acquired by Thoughtful Media Group and their second acquisition in Indonesia.
- **Inetindo Info.** Announced 7/7/23, transaction is still in progress. Operates 26 "Story-I" branded Apple stores across Indonesia. Inetindo is an Indonesia-based Apple premium reseller and authorized education partner as well as an electronic gaming retailer for several gaming companies. Paying \$1.85M (converted from Australian dollars) in cash for 95% of the business which based on 6 months ending 12/31/22 had annualized revenue of \$28M and gross profit of \$3.2M. We removed this acquisition from our estimates due to uncertainty in the deal closing.

**Additional operating verticals.**

**1) Lifestyle.** Leflair provides luxury goods online in Vietnam. Sales from online ordering were \$0.1M in 3Q23, down 86% y/y. We anticipate management will focus on expanding geographically and in other retail categories. The company also changed the app and platform in February 2023 to improve customer experience and potential sales.

**2) Telecom.** Gorilla is a Singapore-based blockchain telecom offering local and travel e-SIM services that was acquired June 2022. This is a relatively small contributor to SOPA revenue, but provides blockchain and Web 3.0 technology that can be expanded to other areas, such as social media interactions on websites and payments.

**3) Online Food and beverage delivery.** SOPA F&B (Vietnam), Handycart (Vietnam) and Pushkart (Philippines). Handycart and Pushkart were bought during 1Q22. Also provide hardware and software solutions to merchants (#HOTTAB). F&B is relatively small contributor today but is strategic in terms of users that can be monetized in other verticals.

**4) Loyalty / Society Points.** The loyalty plan called Society Points was soft launched in June 2022 with a hard launch across all verticals in June 2023. Stripe, a digital wallet, is a partner for payments. In August 2023, a partnership was announced with 2C2P (private), a Singapore based payment provider with customers in the Philippines and Indonesia. While adoption is not certain, we expect Loyalty to be the higher margin of SOPA's verticals.

Table 1. Society Pass Inc. Income Statement  
(\$ in 000s, except per share data)

	2017	2018	2019 A	2020 A	2021 A	Mar A	Jun A	Sep A	Dec A	2022 A	Mar A	Jun A	Sep A	Dec E	2023 E	Mar E	Jun E	Sep E	Dec E	2024 E
<b>Total Revenue</b>	<b>96.1</b>	<b>66.9</b>	<b>10.4</b>	<b>52.5</b>	<b>519.9</b>	<b>445.1</b>	<b>499.1</b>	<b>2,050.3</b>	<b>2,641.1</b>	<b>5,635.6</b>	<b>2,042.6</b>	<b>2,187.2</b>	<b>2,269.1</b>	<b>2,410.0</b>	<b>8,908.9</b>	<b>2,464.0</b>	<b>3,239.5</b>	<b>3,451.6</b>	<b>3,729.0</b>	<b>12,884.1</b>
% Change Yoy		-30.4%	-84.4%	403.8%	891.1%	4582.2%	6312.2%	2354.4%	530.2%	984.0%	358.9%	338.3%	10.7%	-8.8%	58.1%	20.6%	48.1%	52.1%	54.7%	44.6%
<b>Total Cost of revenue</b>	<b>226.0</b>	<b>231.5</b>	<b>0.8</b>	<b>88.7</b>	<b>710.7</b>	<b>459.9</b>	<b>499.2</b>	<b>1,742.3</b>	<b>1,967.2</b>	<b>4,668.6</b>	<b>1,356.3</b>	<b>1,610.1</b>	<b>1,706.5</b>	<b>1,612.5</b>	<b>6,285.4</b>	<b>1,635.1</b>	<b>1,920.2</b>	<b>2,256.2</b>	<b>2,340.8</b>	<b>8,152.3</b>
% Sales	235.1%	346.3%	7.4%	169.0%	136.7%	103.3%	100.0%	85.0%	74.5%	82.8%	66.4%	73.6%	75.2%	66.9%	70.6%	66.4%	59.3%	65.4%	62.8%	63.3%
% Chg Yoy		2.5%	-99.7%	11399.9%	701.5%	2415.1%	476.6%	992.8%	340.7%	556.9%	194.9%	222.5%	-2.1%	-18.0%	34.6%	20.6%	19.3%	32.2%	45.2%	29.7%
<b>Total Gross Profits</b>	<b>(129.9)</b>	<b>(164.7)</b>	<b>9.6</b>	<b>(36.2)</b>	<b>(190.8)</b>	<b>(14.8)</b>	<b>(0.1)</b>	<b>307.9</b>	<b>674.0</b>	<b>967.0</b>	<b>686.2</b>	<b>577.2</b>	<b>562.6</b>	<b>797.5</b>	<b>2,623.5</b>	<b>828.9</b>	<b>1,319.3</b>	<b>1,195.4</b>	<b>1,388.2</b>	<b>4,731.8</b>
Total Gross Margin	-135.1%	-246.3%	92.6%	-69.0%	-36.7%	-3.3%	0.0%	15.0%	25.5%	17.2%	33.6%	26.4%	24.8%	33.1%	29.4%	33.6%	40.7%	34.6%	37.2%	36.7%
<b>Operating Expenses</b>																				
Selling & marketing expenses	9.2	27.3	0.0	3.1	327.2	196.1	253.3	212.7	335.7	997.8	130.7	98.7	236.9	120.5	586.8	147.8	194.4	207.1	223.7	773.0
% Sales	10%	41%	0.2%	6.0%	62.9%	44.1%	50.8%	10.4%	12.7%	17.7%	6.4%	4.5%	10.4%	5.0%	6.6%	6.0%	6.0%	6.0%	6.0%	6.0%
Software development costs	-	242.0	289.2	165.5	95.8	19.5	17.3	19.8	16.4	73.0	13.9	15.2	12.6	14.5	56.2	14.8	19.4	20.7	22.4	77.3
% Sales	0.0%	362.0%	2777.6%	315.5%	23833.1%	4.4%	3.5%	1.0%	0.6%	NM	0.7%	0.7%	0.6%	0.6%	#DIV/0!	0.6%	0.6%	0.6%	0.6%	#DIV/0!
Impairment loss	-	12.6	2,798.4	16.4	200.0	528.6	-	250.4	2,720.9	3,499.9	-	-	-	-	-	-	-	-	-	-
% Sales	0.0%	18.9%	26879.2%	31.2%	49751.2%	118.8%	0.0%	12.2%	103.0%	NM	0.0%	0.0%	0.0%	0.0%	#DIV/0!	0.0%	0.0%	0.0%	0.0%	#DIV/0!
G&A	256.7	466.0	4,212.3	3,529.0	33,398.4	5,840.7	7,345.4	9,925.5	7,440.8	30,552.4	5,991.9	3,879.0	4,455.5	3,955.5	18,282.0	3,696.0	3,239.5	2,416.1	2,274.7	11,626.3
% Sales	267.1%	697.0%	40460.6%	6728.0%	8308060.0%	1312.3%	1471.8%	484.1%	281.7%	NM	293.3%	177.3%	196.4%	164.1%	#DIV/0!	150.0%	100.0%	70.0%	61.0%	#DIV/0!
Total operating expenses	265.9	747.9	7,299.9	3,714.0	34,021.4	6,584.9	7,616.0	10,408.3	10,513.8	35,123.0	6,136.5	3,993.0	4,705.1	4,090.5	18,925.0	3,858.6	3,453.3	2,643.9	2,520.8	12,476.7
% Sales	276.7%	1118.6%	70117.6%	7080.7%	6544.0%	1479.5%	1526.1%	507.7%	398.1%	623.2%	300.4%	182.6%	207.4%	169.7%	212.4%	156.6%	106.6%	76.6%	67.6%	96.8%
<b>Income (loss) from operations</b>	<b>(395.7)</b>	<b>(912.5)</b>	<b>(7,290.3)</b>	<b>(3,750.2)</b>	<b>(34,212.2)</b>	<b>(6,599.7)</b>	<b>(7,616.1)</b>	<b>(10,100.4)</b>	<b>(9,839.8)</b>	<b>(34,156.1)</b>	<b>(5,450.2)</b>	<b>(3,415.8)</b>	<b>(4,142.5)</b>	<b>(3,293.0)</b>	<b>(16,301.5)</b>	<b>(3,029.7)</b>	<b>(2,134.0)</b>	<b>(1,448.5)</b>	<b>(1,132.6)</b>	<b>(7,744.9)</b>
Operating margin	-411.8%	-1364.8%	-70025.0%	-7149.7%	-6580.7%	-1482.8%	-1526.1%	-492.6%	-372.6%	-606.1%	-266.8%	-156.2%	-182.6%	-136.6%	-183.0%	-123.0%	-65.9%	-42.0%	-30.4%	-60.1%
<b>EBITDA</b>	<b>(2,872.2)</b>	<b>(581.7)</b>	<b>(7,282.7)</b>	<b>(2,962.9)</b>	<b>(31,601.8)</b>	<b>(5,779.5)</b>	<b>(6,783.4)</b>	<b>(9,258.6)</b>	<b>(8,941.1)</b>	<b>(30,762.6)</b>	<b>(4,565.3)</b>	<b>(3,295.5)</b>	<b>(3,784.0)</b>	<b>(3,125.3)</b>	<b>(14,774.5)</b>	<b>(2,862.0)</b>	<b>(1,966.3)</b>	<b>(1,280.8)</b>	<b>(964.9)</b>	<b>(7,074.1)</b>
EBITDA margin	-2989.2%	-870.0%	-69952.3%	-5648.6%	-6078.6%	-1298.5%	-1359.2%	-451.6%	-338.5%	-545.9%	-223.5%	-150.7%	-166.8%	-129.7%	-165.8%	-116.2%	-60.7%	-37.1%	-25.9%	-54.9%
<b>Adjusted EBITDA</b>	<b>(2,872.2)</b>	<b>(569.1)</b>	<b>(1,912.6)</b>	<b>(498.2)</b>	<b>(4,898.5)</b>	<b>(3,394.8)</b>	<b>(4,431.0)</b>	<b>(7,111.6)</b>	<b>(4,027.9)</b>	<b>(18,965.3)</b>	<b>(2,678.5)</b>	<b>(2,915.0)</b>	<b>(2,615.0)</b>	<b>(2,625.3)</b>	<b>(10,833.8)</b>	<b>(1,862.0)</b>	<b>(966.3)</b>	<b>(280.8)</b>	<b>35.1</b>	<b>(3,074.1)</b>
Adjusted EBITDA margin	-2989.2%	-851.1%	-18370.5%	-949.8%	-942.2%	-762.7%	-887.9%	-346.9%	-152.5%	-336.5%	-131.1%	-133.3%	-115.2%	-108.9%	-121.6%	-75.6%	-29.8%	-8.1%	0.9%	-23.9%
Total other expense	16.3	(1.6)	(8.1)	(69.4)	(641.4)	9.6	30.3	37.6	67.1	144.7	60.6	107.6	225.2	34.3	423.3	34.3	34.3	34.3	34.3	137.3
Pre-tax income/(loss)	(379.4)	(914.1)	(7,298.4)	(3,819.7)	(34,853.6)	(6,590.1)	(7,585.8)	(10,062.7)	(9,772.8)	(34,011.4)	(5,389.6)	(3,308.2)	(3,917.3)	(3,258.6)	(15,878.2)	(2,995.4)	(2,099.7)	(1,414.2)	(1,098.3)	(7,607.6)
Taxes	-	-	-	8.3	11.1	1.3	0.8	0.7	0.8	3.6	0.6	1.1	0.7	-	2.4	-	-	-	-	-
Tax Rate	0.0%	0.0%	0.0%	-0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Net income/(loss)</b>	<b>(379.4)</b>	<b>(914.1)</b>	<b>(7,298.4)</b>	<b>(3,828.0)</b>	<b>(34,864.7)</b>	<b>(6,591.4)</b>	<b>(7,586.6)</b>	<b>(10,063.5)</b>	<b>(9,773.6)</b>	<b>(34,015.0)</b>	<b>(5,390.2)</b>	<b>(3,309.2)</b>	<b>(3,918.0)</b>	<b>(3,258.6)</b>	<b>(15,880.6)</b>	<b>(2,995.4)</b>	<b>(2,099.7)</b>	<b>(1,414.2)</b>	<b>(1,098.3)</b>	<b>(7,607.6)</b>
Net loss attributable to non controlling						(43.0)	82.3	103.7	86.0	228.9	(95.3)	(6.0)	56.1							
Foreign currency translation gain/loss	(0.1)	9.1	4.0	(59.2)	(2.3)	3.0	60.5	127.7	(85.1)	106.1	(400.4)	141.4	(100.1)							
<b>Comprehensive Loss</b>	<b>(379.5)</b>	<b>(905.0)</b>	<b>(7,294.4)</b>	<b>(3,887.2)</b>	<b>(34,867.0)</b>	<b>(6,588.4)</b>	<b>(7,443.8)</b>	<b>(9,832.1)</b>	<b>(9,772.7)</b>	<b>(33,909.0)</b>	<b>(5,790.6)</b>	<b>(3,173.8)</b>	<b>(3,962.0)</b>	<b>(3,258.6)</b>	<b>(15,880.6)</b>	<b>(2,995.4)</b>	<b>(2,099.7)</b>	<b>(1,414.2)</b>	<b>(1,098.3)</b>	<b>(7,607.6)</b>
<b>Non-GAAP net income / (loss)</b>	<b>(379.4)</b>	<b>(904.6)</b>	<b>(1,928.2)</b>	<b>(2,754.4)</b>	<b>(8,161.4)</b>	<b>(4,802.9)</b>	<b>(5,822.2)</b>	<b>(8,453.3)</b>	<b>(6,088.6)</b>	<b>(22,217.7)</b>	<b>(3,975.1)</b>	<b>(3,023.9)</b>	<b>(3,041.3)</b>	<b>(2,883.6)</b>	<b>(11,970.5)</b>	<b>(2,245.4)</b>	<b>(1,349.7)</b>	<b>(664.2)</b>	<b>(348.3)</b>	<b>(3,607.6)</b>
<b>GAAP EPS - diluted</b>	<b>N/A</b>	<b>N/A</b>	<b>(0.48)</b>	<b>(0.22)</b>	<b>(3.69)</b>	<b>(0.30)</b>	<b>(0.31)</b>	<b>(0.39)</b>	<b>(0.37)</b>	<b>(1.39)</b>	<b>(0.20)</b>	<b>(0.12)</b>	<b>(0.14)</b>	<b>(0.10)</b>	<b>(0.54)</b>	<b>(0.09)</b>	<b>(0.06)</b>	<b>(0.04)</b>	<b>(0.03)</b>	<b>(0.22)</b>
% Change Yoy	N/A	N/A	N/A	N/A	N/A	NA	NA	NA	NA	N/A	NA	NA	NA	NA	N/A	NA	NA	NA	NA	N/A
<b>Non-GAAP-EPS - Diluted</b>	<b>N/A</b>	<b>N/A</b>	<b>(0.13)</b>	<b>(0.16)</b>	<b>(1.52)</b>	<b>(0.22)</b>	<b>(0.24)</b>	<b>(0.33)</b>	<b>(0.23)</b>	<b>(1.03)</b>	<b>(0.15)</b>	<b>(0.11)</b>	<b>(0.11)</b>	<b>(0.09)</b>	<b>(0.45)</b>	<b>(0.07)</b>	<b>(0.04)</b>	<b>(0.02)</b>	<b>(0.01)</b>	<b>(0.13)</b>
% Change Yoy	N/A	N/A	N/A	N/A	N/A	NA	NA	NA	NA	N/A	NA	NA	NA	NA	N/A	NA	NA	NA	NA	N/A
Average shares diluted	N/A	N/A	15,212.3	17,475.3	9,443.7	21,892.1	24,347.6	25,302.2	26,176.2	24,429.5	27,082.8	28,171.5	28,483.9	33,000.0	29,184.6	34,000.0	35,000.0	35,666.7	36,333.3	35,250.0

Source: Company reports and Maxim Group LLC estimates

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		% of Coverage Universe with Rating	% of Rating for which Firm Provided Banking Services in the Last 12 months
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*\*See valuation section for company specific relevant indices*

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**Maxim Group makes a market in Society Pass Incorporated**

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**Price Target and Investment Risks**

**SOPA:** Besides general economic risks, risks specific to Society Pass Incorporated include the following; 1) limited operating history in an evolving industry, 2) not yet profitable, 3) reliance on internet search engines and application marketplaces to drive traffic, 4) commerce market is highly competitive, 5) potential delays in implementation or lack of consumer acceptance of Society Points, 6)

acquisitions and integration risk, 7) all operations are overseas, 8) economic, political or legal risks of Asia Pacific region, 9) exposure to currency changes, 10) high customer concentration, 11) payment processing regulatory rules, 12) regulation of the Internet, 13) the ability to access capital, 14) exposed to liabilities under the Foreign Corrupt Practices Act, if violated, 15) financial controls may not be sufficient, 16) pending litigation, 17) the ability to access capital, if needed, 18) acquisitions may be cancelled or delayed.

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