

CREDIT BUREAU ASIA

(Company Registration Number: 201909251G)
(Incorporated in the Republic of Singapore on 21 March 2019)

Offering in respect of 30,000,000 Offering Shares, comprising:

- (i) 28,500,000 Placement Shares; and
- (ii) 1,500,000 Public Offering Shares, payable in full on application

Offering Price: S\$0.93 per Offering Share

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SINGAPORE PUBLIC OFFER CLOSES
1 DECEMBER 2020
AT 12.00 NOON



A LEADING CREDIT AND RISK INFORMATION SOLUTIONS PROVIDER IN SOUTHEAST ASIA

CORPORATE PROFILE

Credit Bureau Asia Limited ("CBA") is a leading player in the credit and risk information solutions ("CRIS") market in Southeast Asia, providing CRIS to an extensive client base of banks, financial institutions, multinational corporations, telecommunication companies, government bodies and public agencies, local enterprises and individuals across Singapore, Malaysia, Cambodia and Myanmar.

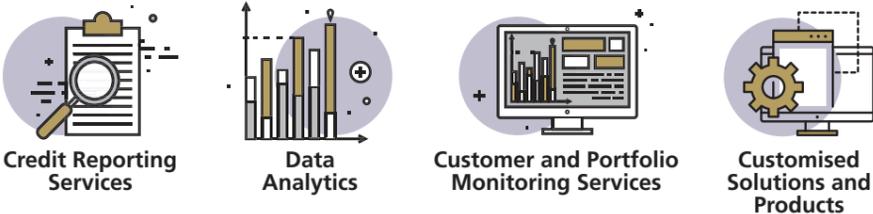
CBA assists its customers to make better-informed, timely decisions by enhancing their risk-assessment and decision-making processes with the help of its products and services which include credit and risk information reports, credit scores, monitoring services, data trends and analytics, and client-specific tailored solutions.



FI DATA BUSINESS

We have established credit bureaus in Singapore, Cambodia and Myanmar through joint ventures with local and international partners. Depending on the territory involved, these credit bureaus operate to provide their subscribing members, mainly banks and financial institutions, with access to consumer and/or commercial credit reports, all of which are generated from up-to-date credit information contributed by subscribing members.

FI Data Business Product Suite



NON-FI DATA BUSINESS

In Singapore and Malaysia, we have established joint venture partnerships with Dun & Bradstreet and operate through our subsidiaries Dun & Bradstreet (Singapore) Pte. Ltd. and Dun & Bradstreet (D&B) Malaysia Sdn Bhd to provide customers with a wide range of business information and risk management services, sales and marketing solutions, commercial insights and other services, using data sourced from a variety of publicly accessible registries and the D&B Worldwide Network as well as information contributed by businesses which subscribe to our payment bureau services.

Non-FI Data Business Product Suite



Sources: Company Filings, Frost & Sullivan (2020)

Notes:

⁽¹⁾ In 2018

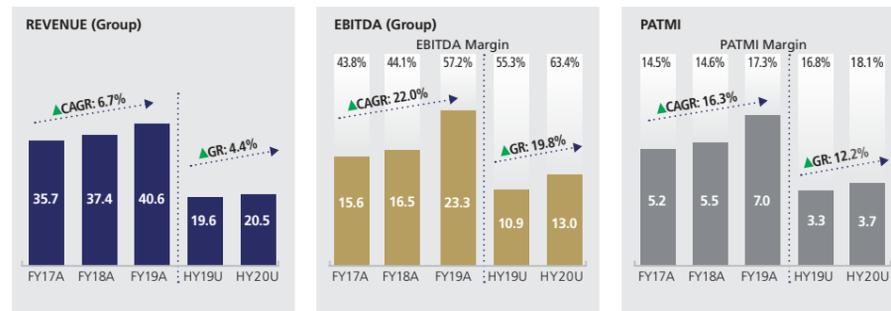
⁽²⁾ In Singapore and Cambodia only, as at June 2020

⁽³⁾ D&B Commercial Database

⁽⁴⁾ Of our net profit after tax attributable to our Shareholders in respect of (i) FY2021 and (ii) FY2022. This is the present intention of our Board and shall not constitute legally binding obligations on our Company and should not be treated as an indication of our Company's future dividend policy

FINANCIAL PERFORMANCE

The Group has delivered consistent growth in its revenue and profitability across the years, with outstanding cash flows which can enable dividend payouts of 90% or more of the net profits after tax attributable to our Shareholders.



BUSINESS STRATEGIES AND FUTURE PLANS

Continuing To Drive Growth Within Our Existing Markets

- Prepare to provide corporate credit reporting under an application for commercial bureau operator licence
- Apply to expand membership of credit bureau services to insurance companies, utilities, moneylenders, leasing companies, and upcoming digital banking businesses
- Launch user-experience and website interface enhancements for individual consumers to access real-time credit data comparisons against other similar consumers
- Enhance market penetration for risk diligence products and services offerings in Singapore Commercial Credit Bureau platform
- To develop, establish and operate the Moneylenders Credit Bureau



- Rollout of additional products/services in tandem with the growth of Cambodia's economy and its credit industry as well as rate of credit penetration
- Introduce services such as know-your-customer checks, employment verification, fraud detection and prevention, and identity verification



- Rollout of product and services based on past successful strategies in Singapore and Cambodia markets
- Introduce credit reports and monitoring services to licensed financial institutions and widen membership to include, among others, non-bank credit providers in the subsequent years

Expanding Into New Markets

- Explore opportunities to expand to other territories in ASEAN region and have right of first refusals in respect of certain credit bureau businesses in Indonesia.

Advancing Technological Capabilities

- Introduce a "Generation 3" credit score for FI Data Business that uses additional data elements to enhance robustness and predictiveness in the second half of 2021
- Develop a new score for Singapore Commercial Credit Bureau platform that leverages on a financial stress score or uses AI to generate scores by the end of 2021
- Develop a proprietary, multi-industry, and full-service "Integrated Credit Bureau Platform" software
- Commence development of technology to facilitate integration and sharing of data to create full-service, multi-industry credit bureau platforms that are customisable by the end of 2020
- Enhance products and services with application of technologies such as artificial intelligence, machine learning, and biometrics
- Train staff in respect of data literacy and using business intelligence tools to enhance the delivery of data-based products and services

IMPORTANT NOTICE

NOT FOR DISTRIBUTION OR PUBLICATION IN THE UNITED STATES OR IN ANY JURISDICTION OUTSIDE SINGAPORE.

The prospectus in respect of the Offering has been lodged with and registered by the Monetary Authority of Singapore on 17 November 2020 and 26 November 2020 respectively (the registered prospectus shall hereinafter be referred to as the "Prospectus"). Copies of the Prospectus, the application forms and envelopes may be obtained on request, subject to availability during office hours, from CGS-CIMB Securities (Singapore) Pte. Ltd. at 50 Raffles Place, #01-01 Singapore Land Tower, Singapore 048623. Capitalised terms used herein, shall, unless otherwise defined, bear the same meanings assigned to them in the Prospectus.

This advertisement does not constitute an offer, invitation or solicitation to subscribe for or purchase the Offering Shares in Singapore or any other jurisdiction nor should it or any part of it form the basis of, or be relied upon in any connection with, any contract or commitment whatsoever. This advertisement is for information purposes only and may contain forward-looking statements that involve assumptions, risks and uncertainties. Accordingly, the information in this advertisement is qualified in its entirety by, and should be read in conjunction with, the full text of the Prospectus. Information contained in this advertisement does not constitute a part of the Prospectus.

Anyone wishing to subscribe for or purchase the Offering Shares should read the Prospectus, and in particular, the section on "Risk Factors" for a discussion of certain factors to be considered, and make his own assessment before deciding whether to subscribe for or purchase the Offering Shares in full and must make an application in the manner set out in the Prospectus. Any decision to subscribe for or purchase the Offering Shares should be made solely on the basis of the information contained in the Prospectus and no reliance should be placed on any information other than that contained in the Prospectus. Further, this advertisement may contain forward-looking statements that involve assumptions, risks and uncertainties. Actual future performance, outcomes and results may differ materially from those expressed in forward-looking statements as a result of a number of risks, uncertainties and assumptions. Certain of the information presented in this advertisement is historical information. Our past performance is not indicative of our future performance.

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This advertisement has not been reviewed by the Monetary Authority of Singapore.

Issue Manager



CIMB Bank Berhad (13491-P)
Singapore Branch (Incorporated in Malaysia)

Underwriter and Placement Agent



CGS-CIMB Securities (Singapore) Pte. Ltd.
(Company Registration No.: 198701621D)
(Incorporated in the Republic of Singapore)