Welcome
Message

"

Welcome to Daythree!
An organisation open enough to see opportunities,
wise enough to be grateful, and
courageous enough to be happy.

I often get asked "Why Daythree?"
Our brand reflects who we are today,
and symbolizes our dynamic future.
It reflects where we want to go.

Paul Raymond Raj Davadass
Managing Director

The Daythree Philosophy

About Daythree

Daythree Is A Leading Business Processes Management (BPM) Service Provider Delivering Insights And Innovation Driven Customer Experience.

Vision

Our Vision is to Build Trusted Brands By Empowering Consumers.

The Daythree Way

At Daythree, every Rockstar is guided by the Daythree Way - Service From The Heart. This explains our service culture and the operating principles on how we grow together.

Mission

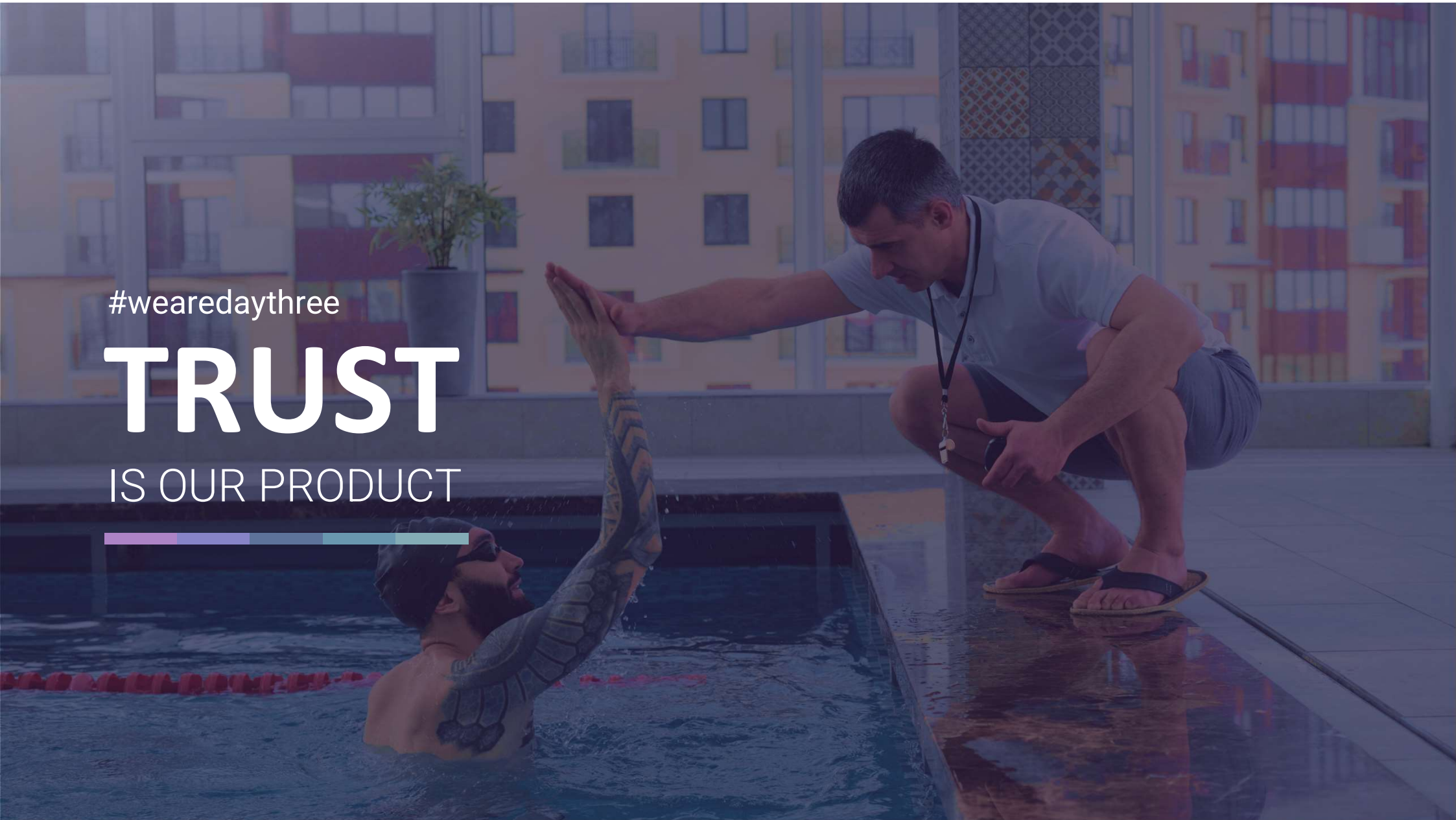We Aim To Achieve This Through Innovation And Use Of Data.

EMPATHY
INNOVATE
PASSION
TRUST
INSIGHT

#wearedaythree

TRUST

IS OUR PRODUCT

Wide Range of CX Lifecycle Management Services

01 Customer Care Support

We provide 24/7 customer care support in multiple languages which involves responding to Customers' general enquiries and concerns as well as to inquire more information thereafter in order to further assist on the Customers' needs.

02 Helpdesk & Technical Support

We provide helpdesks and technical support, available 24/7 and in multiple language, which involves providing more specialised assistance with technical issues that Customers may encounter.

03 Content Moderation

We assist Clients to monitor and filter the social media content for compliance which may affect the CX. We perform assessment and screening of user-generated content that are uploaded to our Clients' social media platforms such as Facebook and Instagram, ensuring that the information published are correct and ensure they are free from errors and any illegal or copyrighted content.

04 Customer Retention Management

We assist Clients in managing their customer's loyalty and satisfaction to improve the customer retention rates. We implement strategies such as offering personalized messages, rewards and discounts, and loyalty program benefits to build customer loyalty among existing Customers and improve their experiences with our Clients' products or services.

Wide Range of CX Lifecycle Management Services   cont'd

05 Revenue Generation

We assist Clients to manage and improve their sales cycles, such as tele-sales to the Customers to inform and update on Clients' new products and promotions launch.

06 Receivables Management

We perform debt monitoring, handles remittance and credit collection processes on behalf of our Clients.

07 Back Office & Transactional Processing

We provide administrative and support function services such as order fulfillment, application processing and validation, billing and collection, and payroll, all of which can increase the efficiency and effectiveness of our Clients' operations.

Wide Range of CX Lifecycle Management Services   cont'd

Insights & Innovation is our Differentiator

08   Process Automation

We enhance workplace tools with human-like abilities   by embedding artificial intelligence (AI) technology.   This helps us manage business processes 20 times faster than the average human.   We offer Clients a reliable implementation of latest automation technology to increase effectiveness and capacity in their teams.

09   Data Analytics & Business Intelligence

We provide research and analysis in the study of the market to help Clients make calculated business decisions.

Our proprietary workplace tool, **Daisy ™** sits at the heart of our business as the eye to our operations, providing data analytics and business intelligence using intelligent bots and artificial intelligence (AI) technology.

Cutting Edge Technologies to Improve Operational Outcomes

Faith™ is our employee engagement web-based application that streamlines scheduling, payroll, communication, and performance feedback. It provides a range of uses in keeping our CX executives connected and engaged, no matter where they are working – from office or remotely.

In short, Faith™ is designed to help sustain positive levels of employee satisfaction and promotes transparency across all stakeholders.

Daisy™ is an AI associate assistant tool with RPA that enables our CX executives to handle Customer's interactions more efficiently across all channels of communications.

It reduces the time required to identify the Customer's data in the system and able to display all necessary details associated with them in one screen. This improves CX while reducing the average interaction duration.

Saige™ is our integrated analytics and reporting platform, embedded with AI digital assistant tool, that gathers data from every Customer's interactions and captures into one analytics platform for analysis, interpretation, and recommendations for improvement.

It provides analytical insights incorporating descriptive analytics, which enable us to forecast future operational performance requirements based on current and historical data.

Our Digital Evolution

1 BUSINESS PROCESS TRANSFORMATION

2 WEB ENGINEERING

3 ARTIFICIAL INTELLIGENCE

4 ONGOING & FUTURE D&D

- Customer Journey Mapping
- Manage Compliance
- Identify & Mitigate Business Risk
- Establish A Service Level Guarantee (SLG) Between Stakeholders

- Developed **STAR** *(now known as FAITH)*
  A web-based solution to track billable hours and mitigate payroll inaccuracy and bridge communication gap in our CX operations.

- Developed **C-LOG** *(now known as DAISY)*
  An application to process data from Customer's interaction via email and focuses on **data analytics**. The **business insights** helped mitigate service delivery failure and improved our CX executive focus on quality emails.

- Setup **Robotic Process Automation (RPA) Center of Excellence** and deployed 51 **digital bots** and thereby establishing the largest bot farm in Malaysia.

- Birth of **DAISY**
  Integration of our C-LOG with **Digital Workforce (RPA)** and **Artificial Intelligence (AI)** saw the birth of DAISY, our award-winning digital solution where all the CX executives will focus on Customer's interactions while DAISY focuses on processing the information and escalating to the relevant stakeholder without the human intervention

- **Blockchain software digital identification** implementation to our digital tools and transactional approval such as claims, payroll summary or leave application. This will further improve the efficiency in transaction approval process, enforce compliance to digital governance and ease of audit.

- **Supervisory Bot** will monitor the performance of a collective of bots in real-time, and to assign task from a malfunction bot to another bot without human intervention, to ensure business continuity.

Clients from Diversified Industries
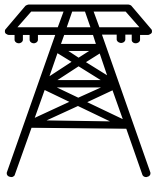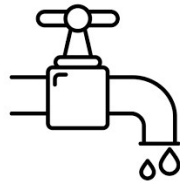
Our Awards attest to the Quality of Our Work

01 **OPERATIONAL EXCELLENCE**

❖ CC-APAC
- Gold Winner 2019 Contact Centre Asia Pacific Awards

❖ GBS Asia Awards
- Contact Centre Operational Excellence 2018, 2019 & 2020

02 **DIGITAL EXCELLENCE**

❖ Singapore Business Review
- Malaysia National Business Awards 2022 - Business Services

❖ STAR Outstanding Business Award (SOBA) 2021
- Best Use of Technology

❖ CCAM Awards
- Best Digital Innovation Award 2019 & 2022 & 2023
- Best Data Security Practices Award 2022 & 2023

❖ GBS Asia Awards
- Best Practices Business Process Transformation 2020 & 2021
- Best Practices Business Continuity Plan 2020
- Best Practices in Information Technology 2020

❖ MDEC & PIKOM
- Malaysian Global Digital Icon Awards 2019 & Data Technology Partner 2018

❖ Top 10 RPA Companies (APAC)

03 **PEOPLE EXCELLENCE**

❖ HR Excellence Awards
- Excellence in Business Transformation 2020

❖ Talent Corp
- Life At Work Awards 2019 for Diversity & Inclusion

❖ Malaysia International HR Awards 2018
- Employer Of Choice

DIGITAL
02

OPERATION
01

PEOPLE
03

ISO 9001:2015

ISO 18295:2017

ISO 27001:2013

PCIDSS: v3.2.1
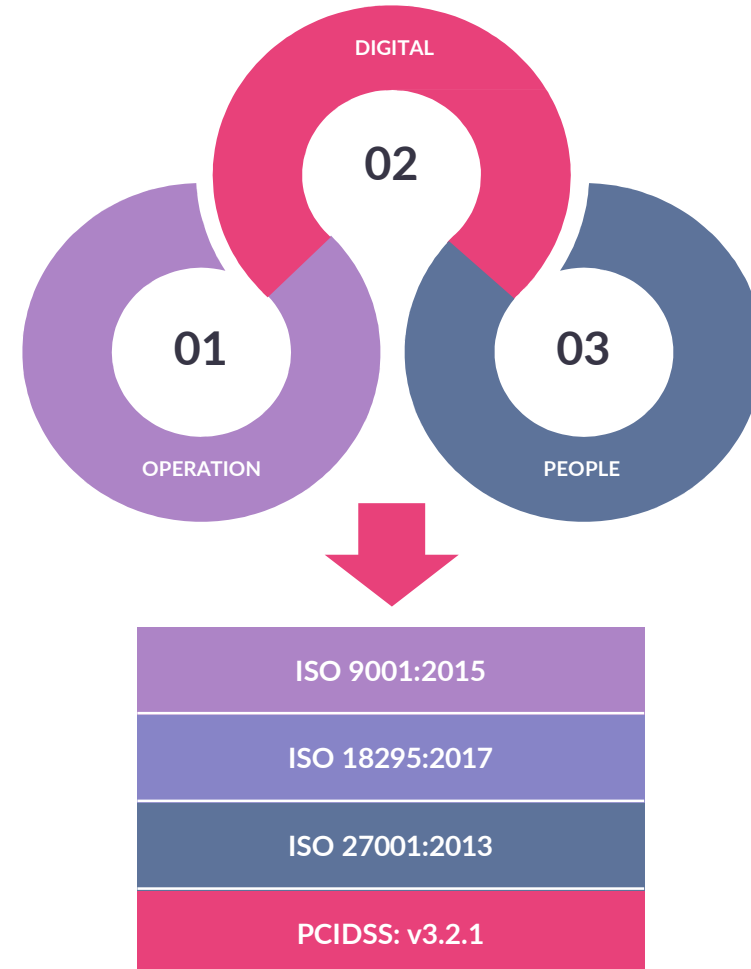
Growth Potential

To ride on digital transformation wave in the GBS Industry

1. More businesses seek the services of GBS providers to achieve leaner capital structures and improved profits and margins.

2. Strong support from the Malaysian government to attain digital economy will lead to more businesses adopting digitisation in their operations, and thus leading to increased demand for GBS services.

3. Large pool of potential demand for GBS from customers with broad range of end-user markets.

4. Malaysia is among one of the preferred locations for business services support due to the country's ability to provide cost effectiveness to both local and foreign businesses.

5. The Malaysian GBS industry is projected to maintain its growth trajectory and is expected to grow from RM24.79 billion in 2023 to reach RM31.74 billion in 2027, representing a CAGR rate of 6.3% during this period.

Source: IMR report by Protégé Association Sdn Bhd

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HIGHLIGHTS
AND OVERVIEW

Key Highlights

For the Financial Year 2023

01 Revenue
YTD revenue at RM 89.9M exceeds FYE 2022's RM 65.1M, reflecting a 38.1% increase

02 Profit
YTD adjusted Profit before Taxation is at RM12.0M; an increase of 26.3% against FYE 2022 PBT of RM9.5M.

03 Net Cash Generated from Operations
YTD net cash generated from operations (before taxation) stands at RM2.9M.

04 Cash & Short-Term Deposits
Cash & short-term deposits stood at RM33.6M in Dec 2023.

05 Earnings per share (sen)
YTD EPS stood at 1.58 sen; an increase of 0.28 sen against FYE 2022

A
Daythree Digital Berhad listed on the ACE Market of Bursa Malaysia on 26 July 2023

B
Total Listing Expenses amounted to RM3.7M; of which RM1.2M has been expensed-off in Q3 2023.

C
Obtained MIDA's approval-in-principle on 18 January 2023 for the exemption of the second 5 years tax exemption. This will retrospectively apply upon the gazettement of the relevant tax exemption provisions. Until such time, statutory taxation shall continue to apply.

Key Highlights

For the Financial Year 2023

06 Growth

Resilient revenue growth despite challenging markets, demonstrating strong execution

- Eight (8) new brands/clients and two (2) new LOBs for an existing client contributing positively to YTD 2023 revenue growth.

- Energy & utilities and fintech & financial services segments revenue increased by 25.3% and 68.6% respectively.

07 Diversification

Continued client growth and Improved client diversification

- Our recently onboarded client, one of Singapore's leading retailers, exhibits promising growth trends and is anticipated to deliver a positive impact in FYE 2024.

- Travel & Hospitality continues to show promising growth and is expected to contribute positively in FYE 2024.

D

Daythree continues to attract attention from the media and analysts post-IPO.

E

Daythree achieved remarkable success, securing a total of fifteen (15) awards in 2023

F

Daythree representing Malaysia been honored with ASOCIO 2023 Outstanding Tech Company Award in Seoul, South Korea. This recognition from the Asian-Oceanian Computing Industry Organization underscores our nation's advancement in the ICT sector
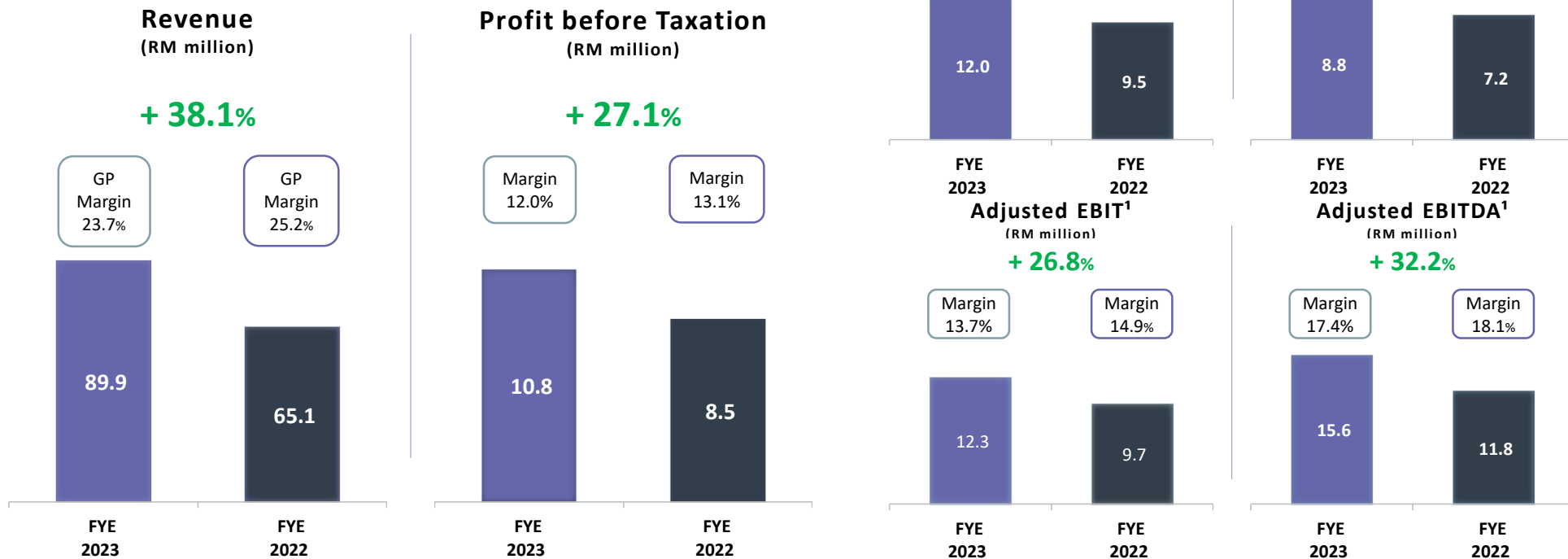
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KEY
FINANCIAL HIGHLIGHTS

FYE 2023 Financial Performance

Revenue
(RM million)

+ 38.1%

GP Margin 23.7%	GP Margin 25.2%

89.9	65.1
FYE 2023	**FYE 2022**

Profit before Taxation
(RM million)

+ 27.1%

Margin 12.0%	Margin 13.1%

10.8	8.5
FYE 2023	**FYE 2022**

Adjusted Profit before Taxation[1]
(RM million)

+ 26.3%

Margin 13.3%	Margin 14.6%

12.0	9.5
FYE 2023	**FYE 2022**

Adjusted EBIT[1]
(RM million)

+ 26.8%

Margin 13.7%	Margin 14.9%

12.3	9.7
FYE 2023	**FYE 2022**

Adjusted PAT for the Period[1]
(RM million)

+ 22.2%

Margin 9.8%	Margin 11.1%

8.8	7.2
FYE 2023	**FYE 2022**

Adjusted EBITDA[1]
(RM million)

+ 32.2%

Margin 17.4%	Margin 18.1%

15.6	11.8
FYE 2023	**FYE 2022**

Key Notes:

1. The Group recorded revenue of approximately RM89.9 million for FYE 2023 mainly contributed by eight (8) new brands/clients and two (2) new LOBs for an existing client .
2. The gross profit margin has decreased from 25.2% in FYE 2022 to 23.7% in FYE 2023.
3. The Group reported a profit before taxation of RM10.8 million for FYE 2023, marking an increase of RM2.3 million compared to FYE 2022, in line with the increase of the revenue.

[1] Excludes listing expenses of RM1.2 million (FYE 2022: RM1.0 million).

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OUR JOB IS TO CONNECT TO PEOPLE,
TO INTERACT WITH THEM IN A WAY THAT
LEAVES THEM BETTER THAN WE FOUND THEM,
MORE ABLE TO GET WHERE THEY'D LIKE TO GO.

SETH GODIN