Prosus

A New Global Consumer Internet Group

August/September 2019

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Prosus is a leading global consumer internet group





Source: Company information

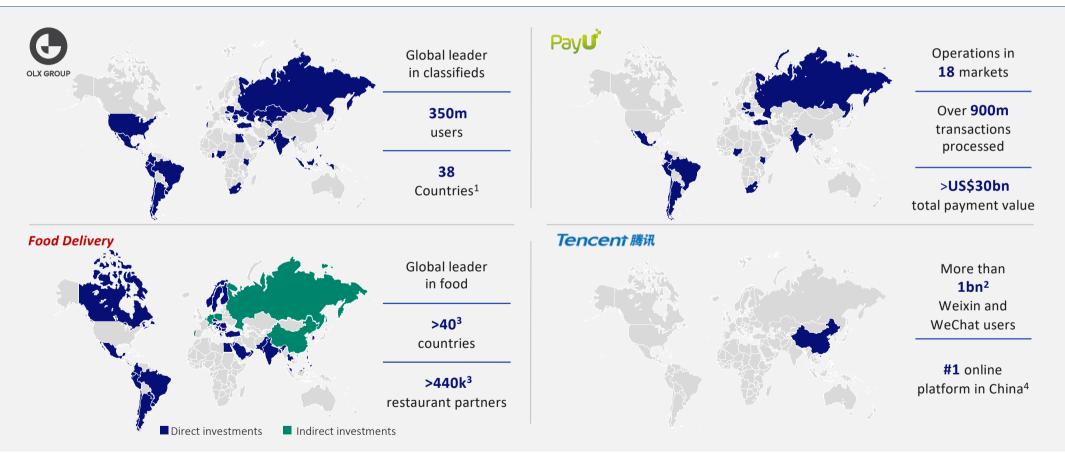
- 1. Revenue based on economic interest basis. Revenue growth represents year-on-year organic FY'18-FY'19 growth in local currency excluding M&A
- 2. Excl. leadership positions of the Group's investments held in Ventures
- Over the 12 year period FY'08 FY'19. Total invested capital is net of dividends and proceeds from disposals
- 4. Over the 12 year period FY'08 FY'19. Total IRR for Naspers portfolio excluding Tencent, excluding

failed and disposed investments and excluding Buscape. The disposal of the Group's interest in Buscape is expected to be completed in CY'19, subject to obtaining the relevant regulatory approvals. The estimated valuations are calculated as at 31 March 2019 using a combination of: (i) prevailing share prices for stakes in listed assets; (ii) valuation estimates derived from the average of sell-side analysts currently covering Naspers for stakes in unlisted assets; and (iii) post-money valuations on sales of these assets or from similar recent transactions for stakes in unlisted assets where analyst econsensus is not available. In respect of (ii) above, the group does not endorse, and did not

participate in, or provide any information for purposes of the preparation of the market valuations calculated by third-party analysts. These valuation estimates have not been confirmed by an independent third party expert, such as an accounting firm or an investment bank. Accordingly, these valuation estimates may not reflect past, present or future fair values, or any potentially achievable fair value in the future and no reliance can be placed on these valuation estimates. 5. Based on Naspers market cap as of August 2019 (CapitallQ)

Helped build some of the world's leading internet businesses





Sources: Company information

1. Countries with lower than 1 000 daily unique listers (7 in total) excluded from 'active country' list

Based on Delivery Hero, iFood and Swiggy data
 Based on share of mobile internet usage (as per QuestMobile)

2. Combined MAU of Weixin and WeChat as at 30 June 2019

Our focused strategy



We partner with local entrepreneurs to build businesses with platform potential...



Note: This slide contains market leading statements. Market position data was derived using various methods, including traffic data from SimilarWeb and Quest Mobile, order volume as per company reports and other public disclosures Sources: IMF. Company information

1. IMF World Economic Outlook, Based on 2019E GDP growth estimates for the countries with over 50 million population

Uniquely positioned as an operator and an investor





OPERATIONAL SUPPORT AND GLOBAL INFRASTRUCTURE

Strategy and M&A	Tech, Product and Growth	Artificial Intelligence	Cybersecurity	HR / Talent acquisition	Finance	Legal, IP and Governance	Public policy & communications

A replicable model that we have deployed with success





Our strategy in action – Classifieds case study



FRONTIER CAR GROUP

TEST

Build portfolio of promising local players

(e.g. OLX Poland)

Mostly founder-led teams

OLX GROUP

Strong local autonomy

INVEST

Create global classifieds group

Committed investments

• Scale cornerstone assets (e.g. Avito)

Avito

- Create local leader (e.g. OLX Brazil)
- Enter new markets (e.g. India, USA)

SCALE

Accelerate tech-driven innovation

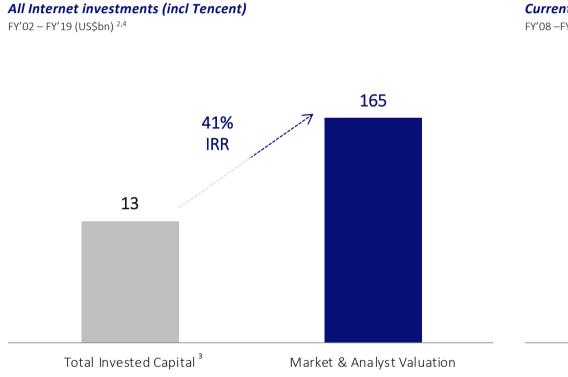
- Global tech platform
- Shared services hub in Berlin
- Global data sciences team

Drive to profitability

Extend into 'convenient transactions' (e.g. FCG)

A strong track record of excellent returns

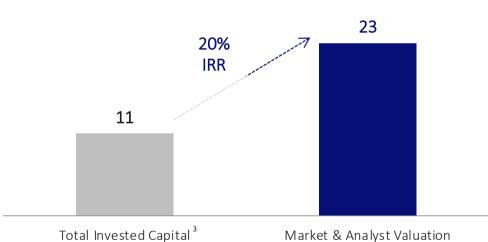




1. Total IRR for Naspers portfolio excluding Tencent, excluding failed and disposed investments and excluding Buscape. The disposal of the Group's interest in Buscape is expected to be completed in CY'19, subject to obtaining the relevant regulatory approvals

 The estimated market valuations are calculated as at 31 March 2019 using a combination of: (i) prevailing share prices for stakes in listed assets; (ii) valuation estimates derived from the average of sell-side analysts currently covering Naspers for stakes in unlisted assets; and (iii) Current Internet companies (ex Tencent)¹

FY'08 - FY'19 (US\$bn)²



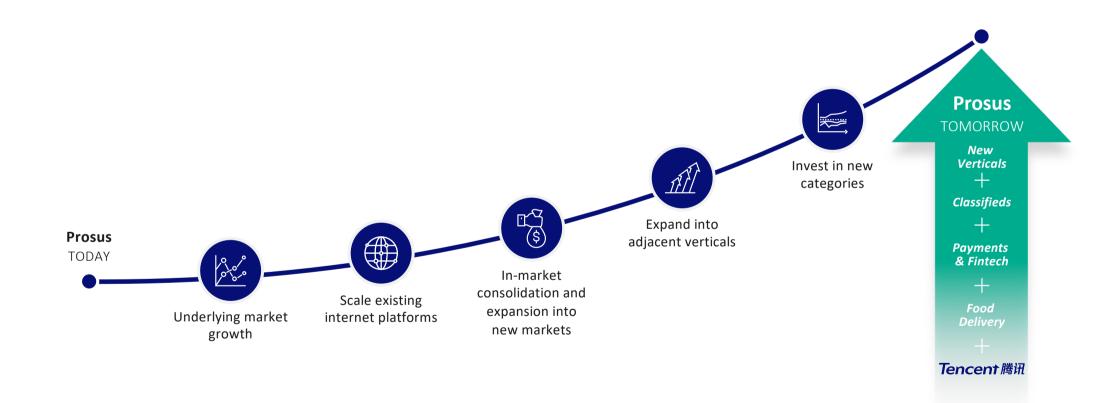
post-money valuations on transactions of these assets or from similar recent transactions for stakes in unlisted assets where analyst consensus is not available

3. Total invested capital is net of dividends

4. Investment in Tencent started in FY'02

We see multiple drivers of long-term sustainable growth





Leading global internet businesses...



CLASSIFIEDS	PAYMENTS & FINTECH		FOOD DELIVERY	
O LX	PayU		ifeed Delivery Hero	
Empowering people to upgrade their lives	A world without financial borders where everyone can prosper		Transform the way people consume, source and experience food	
SOCIAL & INTERNET PLATE	ORMS	VENTURES & OTHER		
<i>Tencent 腾</i> 讯 @ m	ail.ru		tor movile SimilarWeb	

Source: Company information; FactSet 1. In April 2019, the Group announced that, subject to customary closing conditions, including obtaining the requisite regulatory approvals, it will exchange its interest in MakeMyTrip for an interest in Ctrip

...poised for disruptive growth in our prioritised segments



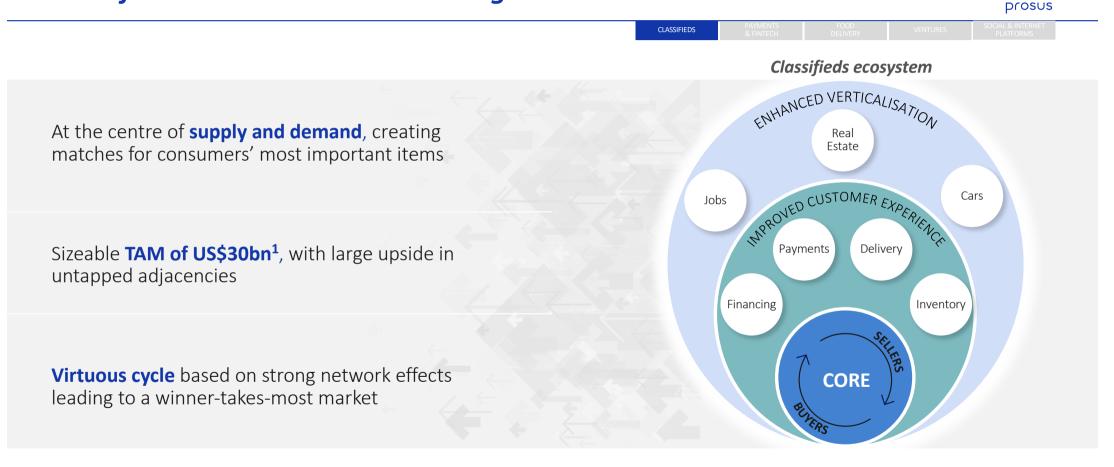
Focus Segments							
CLASS	SIFIEDS	PAYMENTS & FINTECH	FOOD DELIVERY				
OLX		Payu	ifeed Delivery Hero				
		Industry Dynamics					
Total Addressable Market (TAM)	US\$30 ^{bn¹}	US\$1.4 ^{tn²}	US\$331 ^{bn³}				
FY'19 YoY Revenue Growth ⁴	37%	28%	57%				
Industry Peer Average Margin ⁵	40-60%	30-45%	25-40%				

Source: Company information

- 1. Global online classifieds revenue 2023E as per Statista (2019), Digital Market Outlook
- North America and Account Related Liquidity (assuming the same share of Account Related
- Liquidity in North America Payments Revenue in 2017-2022E)
- 3. Online food total addressable market 2022E per Euromonitor International Limited, Consumer Foodservice 2019 ed
- 2. McKinsey Global Payments 2018 report (October 2018); 2022E Payments Revenue excluding 4. Revenue growth represents FY'18-FY'19 year-on-year organic growth in local currency and excluding M&A
 - 5. Based on Scout24, Carsales and REA Group FY'18A EBITDA margin for Classifieds; Adyen,

Wirecard (Payment Processing & Risk Management), Worldpay and PayPal FY'18A EBITDA margin for Payments & Fintech; Just Eat UK, Takeaway NL, Delivery Hero MENA and GrubHub FY'18A EBITDA margin for Food Delivery

Classifieds – Attractive model with great returns



Building the largest Classifieds player in the world

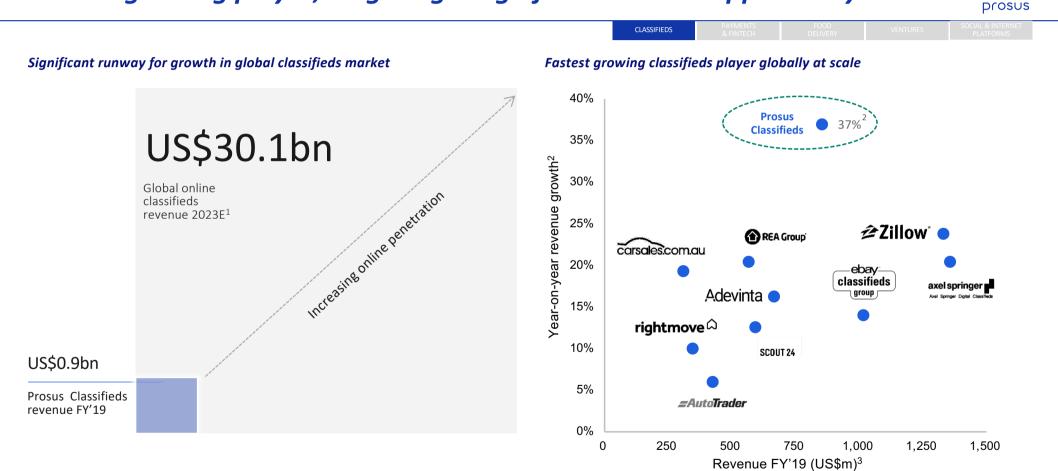




1. Based on daily average users as per SimilarWeb

2. MAU refers to Monthly Active Users

3. Prosus vs. average of carsales.com, REA Group, Zillow, Axel Springer (Digital), Adevinta, ebay (classifieds group), Rightmove, AutoTrader and Scout24 (as per next pages), where Prosus classifieds data reflects FY'18-FY'19 year-on-year revenue growth in local currency excluding M&A, all other growth rates are based on latest filing (in reporting currency)



Fastest growing player, targeting a significant market opportunity

Source: Company information; Public filings; FactSet 30 April 2019

1. Statista (2019), Digital Market Outlook

2. Prosus classifieds data reflects year-on-year FY'18-FY'19 revenue growth in local currency excluding M&A, all other growth rates are based on latest filing (in reporting currency)

3. Prosus classifieds data reflects full year 2019, all other based on latest company filing (based on constant currencies as at 30 April 2019: US\$/GBP1.3037, US\$/EUR1.1207, US\$/AUD\$0.0739)



Attractive economics when at scale

Source: Company information

1. Financial information for Avito and OLX Brazil is reported publicly by other shareholders, while information for OLX Poland is not publicly reported

2. OLX Brazil is a 50:50 joint venture with Adevinta

Profitability improving while gaining scale and operating leverage

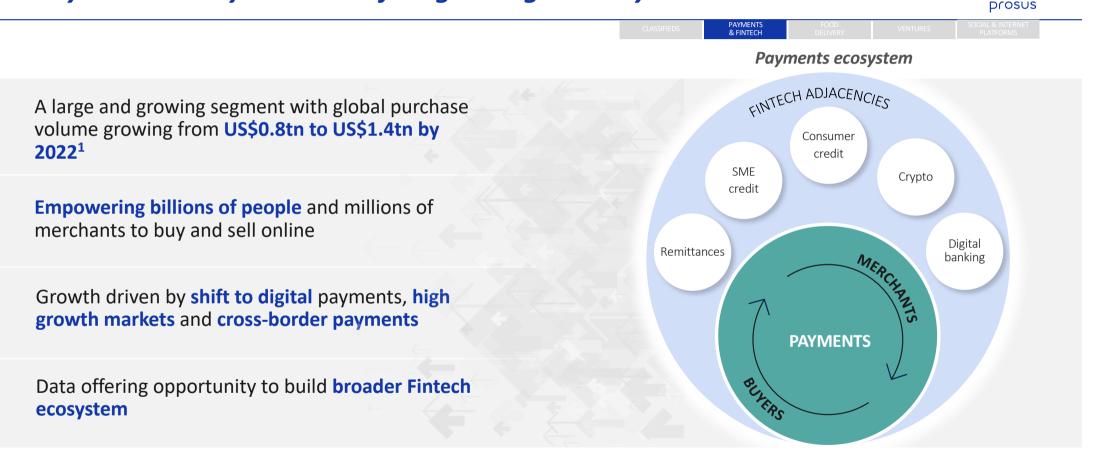


Source: Company information

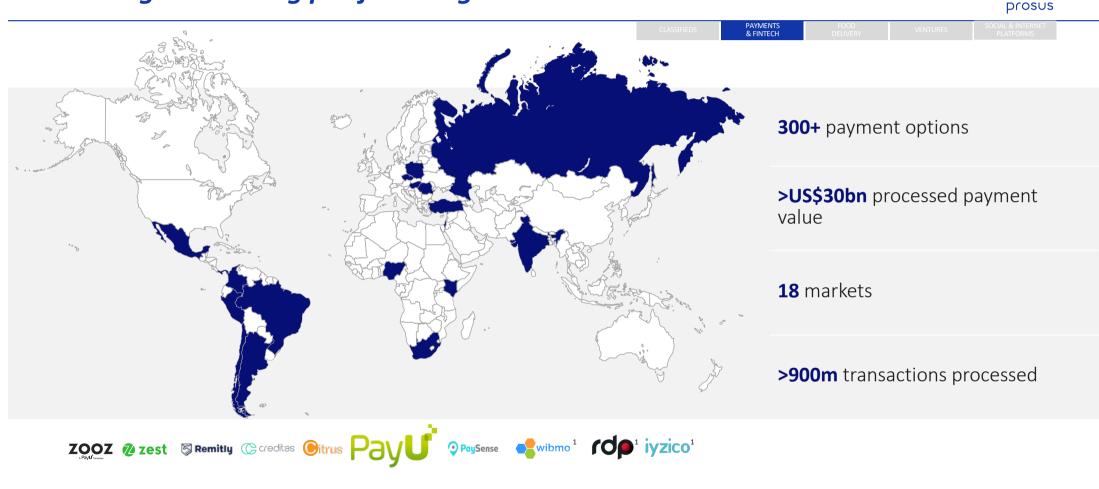
1. Results reported on an economic-interest basis, i.e. equity-accounted investments are proportionately consolidated. Numbers in brackets represent year-on-year growth in local currency excluding M&A

2. Calculated as trading loss on economic interest basis divided by revenue on economic interest basis

Payments – A dynamic and fast growing industry



Building the leading platform in growth markets



Source: Company information

1. Wibmo and Red Dot Payment transactions closed in July 2019. lyzico still pending regulatory approval

PAYMENTS & FINTECH **PAYMENTS: #1 ONLINE PAYMENTS PLAYER CREDIT: # 1 ALTERNATE CREDIT PLATFORM** <10% of Indian Build full suite of Significant headroom Best in class stack population Al driven credit (10x growth in 10 serving 300k+ borrowed products vears)1 merchants formally³ and touching 100m+ unique consumers² T Address 190m adult Leverage US\$15bn volumes, US\$127m revenues in payments people without bank 500m transactions, FY2019⁵, Profitable transaction data account³ 50% CAGR⁴ Pay **U** + Oitrus + Remitly + 📂 LAZYPAY 🕂 🕖 zest money 🕂 🗿 PaySense wibmo

Full digital financial services provider in India

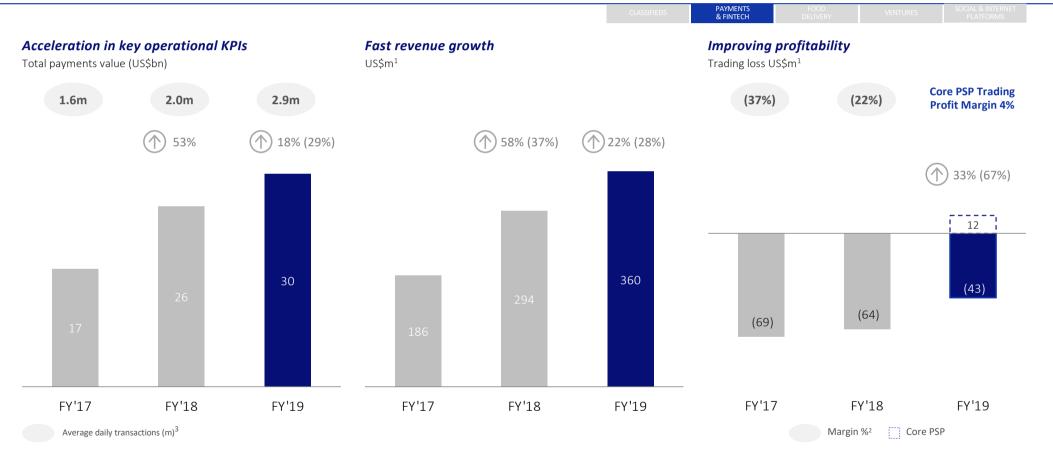
Source: Company information

1. Refers to Indian digital payment market growth between 2017 and 2027 per broker research

2. As of March 2019

- 3. The World Bank: Global Findex Database (2017)
- 4. Based on FY'19 with CAGR measured from FY'17 to FY'19
- 5. Based on Payments India revenue excluding Wibmo and Remitly

Rapid growth in core KPIs and improving monetisation



Source: Company information

1. Results reported on an economic-interest basis, i.e. equity-accounted investments are proportionately consolidated. Numbers in brackets represent year-on-year growth in local currency excluding M&A

2. Calculated as trading loss on economic interest basis divided by revenue on economic interest basis

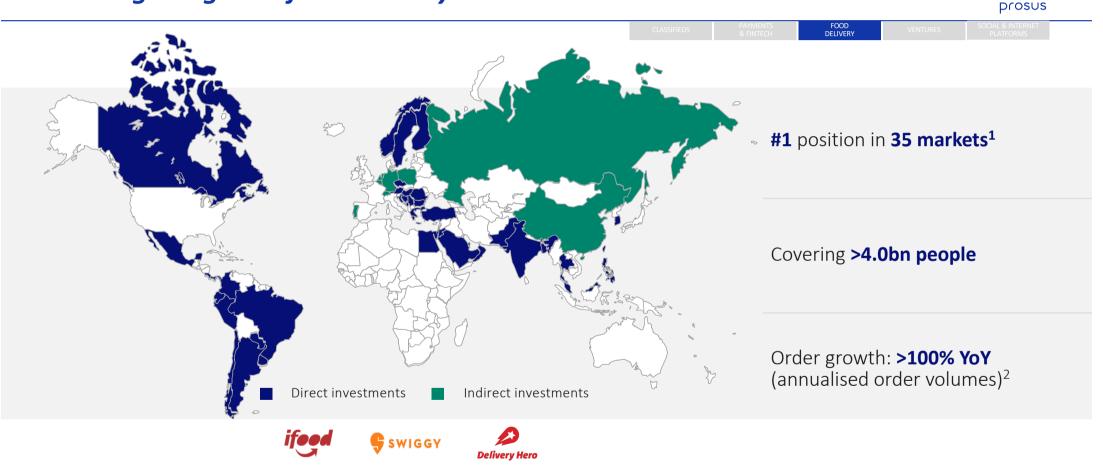
3. Exit month (March) average daily transactions

Food Delivery – Attractive platform addressing societal needs

Food Delivery ecosystem OFEPEN VALUE CHAIN & EXTEND CATEGORI Serving one of the most essential human needs Cloud Multi -Category Kitchens Private Global market opportunity of US\$331bn by 2022¹ Delivery Label BUYERS Payment Financing Multiple geographic expansion and adjacent product possibilities TESTAURANTS CORE Market with significant consumer spend, being ORIVERS disrupted by technology and lacking a global leader



FOOD DELIVERY



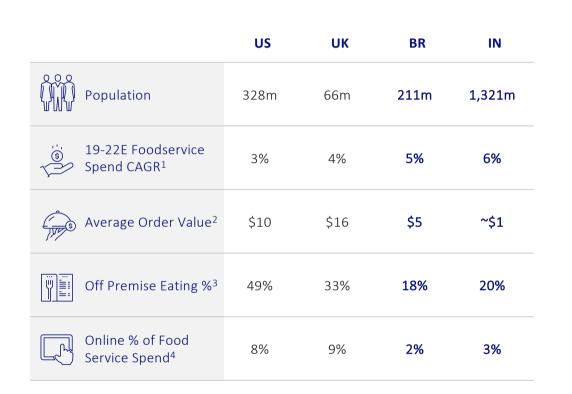
Building the global food delivery leaders

Source: Company information

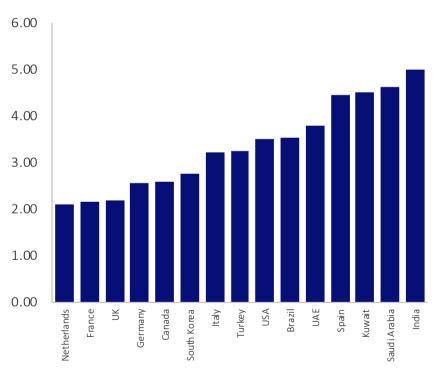
1. Based on direct investments: Delivery Hero (33 markets excluding divested operations in Australia, France, Italy and the Netherlands), iFood (Brazil) and Swiggy (India)

2. Based on direct investments. Delivery Hero's financial year end is December; however data reflects the April 2018 – March 2019 period to align with iFood and Swiggy

Biggest opportunity lies in developing markets



AOV / Country minimum wage (Illustration)



FOOD DELIVERY

Source: Euromonitor; 2018 estimates

1. 19-22E Foodservice spend CAGR is based off of Euromonitor estimates in USD terms

2. Average Order Value is defined as total Foodservice spend divided by total Foodservice transactions, 2018

3. Eat Out / Off Premise % is defined as % of foodservice spend that is eaten off premise (e.g. Takeaway + Home Delivery + Drive Through), 2018

4. Online Penetration % is defined as total Foodservice spend online (e.g. 3rd party apps + direct restaurant online spend) divided by total Foodservice spend, 2018

Leading and profitable at the core, investing to grow the market



Source: Company information 1. List of initiatives followed by either Swiggy or iFood and in many cases both

FOOD DELIVERY ifeed SWIGGY **Delivery Hero** OOD DELIVERY AR Market leader in 33 of 41¹ countries Clear market leader in Brazil Market leader in India In 500 cities in every state in Brazil 130 cities Covering **1.2bn** people 66k restaurant partners 85k restaurant partners +290k restaurant partners 17.4m orders in March 2019 Launched two private brands: The The sail Consolidation with Takeaway.com² K Ś Bowl Company and Homely Annualised orders (m) Annualised orders (m) Orders (m)³ 107% 320% ጥ 55% FY'18 FY'19 FY'18 FY'19 Q1 2018 Q1 2019

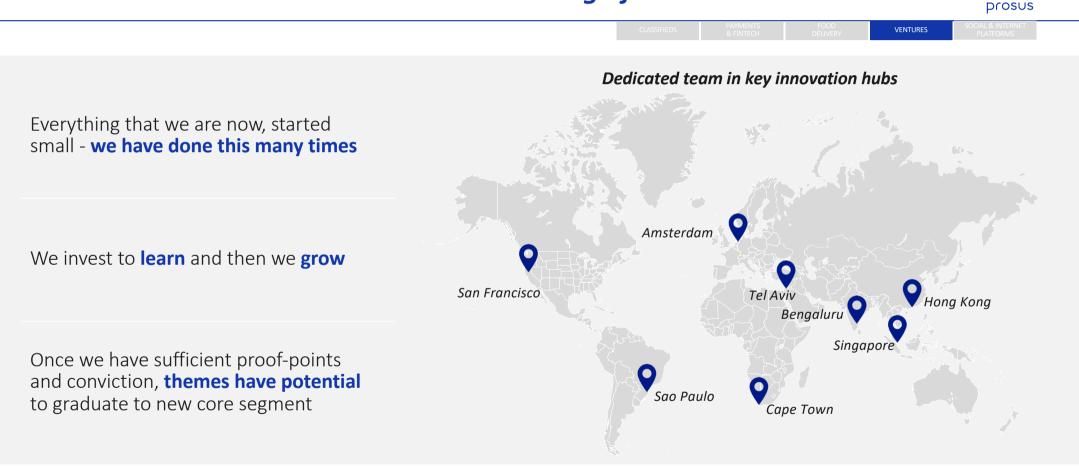
Investments, while early, show returns and future potential

1. Delivery Hero divested operations in Australia, France, Italy and the Netherlands and excluding countries without minority participation are not fully consolidated

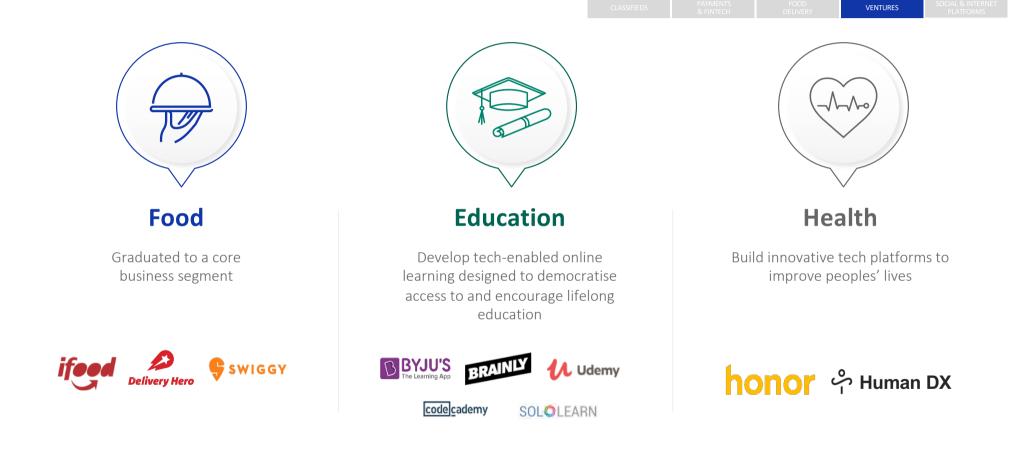
2. Germany is excluded from Delivery Hero KPIs as it was sold for EUR508m and a minority stake in Takeaway.com on 1 April 2019

3. Delivery Hero's financial year end is December, orders reflect January 2019 to March 2019 (Q1) as reported by Delivery Hero in April 2019

Ventures is in our DNA and has unearthed significant value



Investing in new industries disrupted by tech



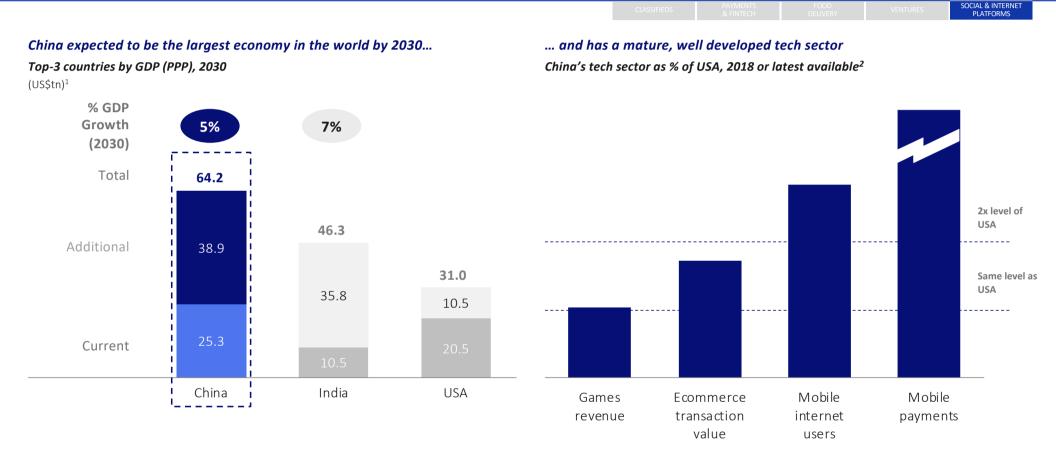


Longstanding and successful relationships with our listed platforms

Source: Company information; CapitalIQ as of August 2019

1. Attributable market cap as per CapitalIQ's total market cap and % effective interest as at 15 August 2019 (Tencent based on an exchange rate of US\$/HK\$ 0.1275)

2. Does not include additional investments made by the group



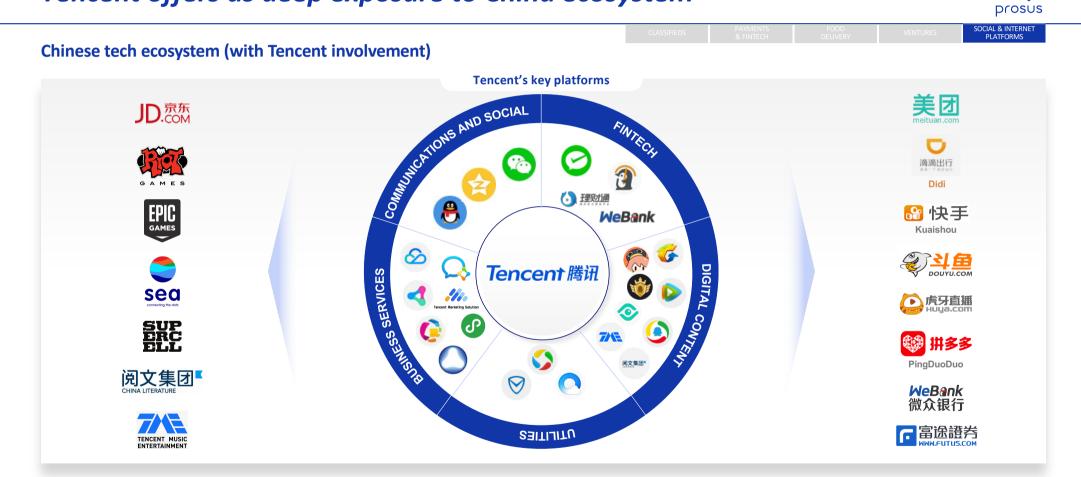
Source: 2018 Global Games Market as per Newzoo (Global Games Market report; April 2019 Quarterly Update); Statista (2019); Other Third Party Source

China is an extremely attractive market

1. 2018 based on IMF data. 2030 based on broker research

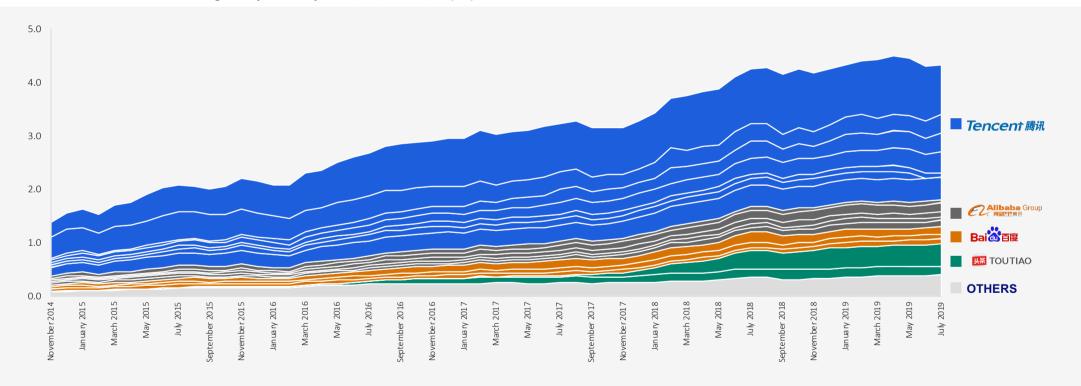
2. 2018 Global Games Market as per Newzoo (Global Games Market report; April 2019 Quarterly Update); Ecommerce transaction value and mobile payments based on The Economist; mobile internet users based on Statista (2019)

Tencent offers us deep exposure to China ecosystem



Tencent's outstanding performance and potential

China mobile internet average daily hours by users, 11/14 – 7/19 (bn)



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SOCIAL & INTERNET PLATFORMS

India represents a key market with significant growth upside prosus PAYMENTS & FINTECH FOOD DELIVERY CLASSIFIEDS VENTURES India is expected to be the second largest economy in the Underlying market drivers represent significant growth potential² world by 2030 Top-3 countries by GDP (PPP), 2030¹ Monthly data consumption per Total number of internet users Number of cashless (m) transactions per person unique connection (US\$tn) 560 18.0 8,320mb Total 64.2 ~2.5x 46.3 Additional Т ~ 100x 239 >8x т 31.0 т 35.8 т

86mb

2014

2018

2014

Source: 2018 Global Games Market as per Newzoo (Global Games Market report; April 2019 Quarterly Update); The Economist; Statista (2019)

10.5

India

USA

н

1. 2018 based on IMF data. 2030 based on broker research

China

Current

2. McKinsey Global Institute

2018

2.2

2014

2018

Prosus is well positioned to target India opportunity prosus PAYMENTS & FINTECH FOOD DELIVERY CLASSIFIEDS VENTURES WE ARE THE FIRST CHOICE **BROAD EXPOSURE ACROSS** STRONG TRACK RECORD **GROWTH INVESTOR IN INDIA** THE INDIAN TECH ECOSYSTEM **OF VALUE CREATION** Investing since 2008, at the inception Classifieds **Payments & Fintech** of the Indian internet: Flipkart 🗾 Pay Flipkart OLX 29% in 2012 Citrus IRR MakeMyTrip / Ibibo make *W* trip **Food Delivery** Edtech in 2007¹ 24% BYJU'S The Learning App Partner of choice for Indian entrepreneurs SWIGGY IRR²

1. Naspers made an initial investment in Indian travel business Ibibo in 2007. In January 2017, the group merged Ibibo with MakeMyTrip

2. In April 2019, the Group announced that, subject to customary closing conditions, including obtaining the requisite regulatory approvals, it will exchange its interest in MakeMyTrip for an interest in Ctrip



A history of **outperformance**



Prosus Summary Financials¹



Source: Company information

1. Combined carve-out financial information of the company. The summary financials should be read in conjunction with Combined Carve-out Financial Statements

2. Results reported on an economic-interest basis, i.e. equity-accounted investments are proportionately consolidated. Numbers in brackets represent year-on-year growth in local currency, excluding M&A

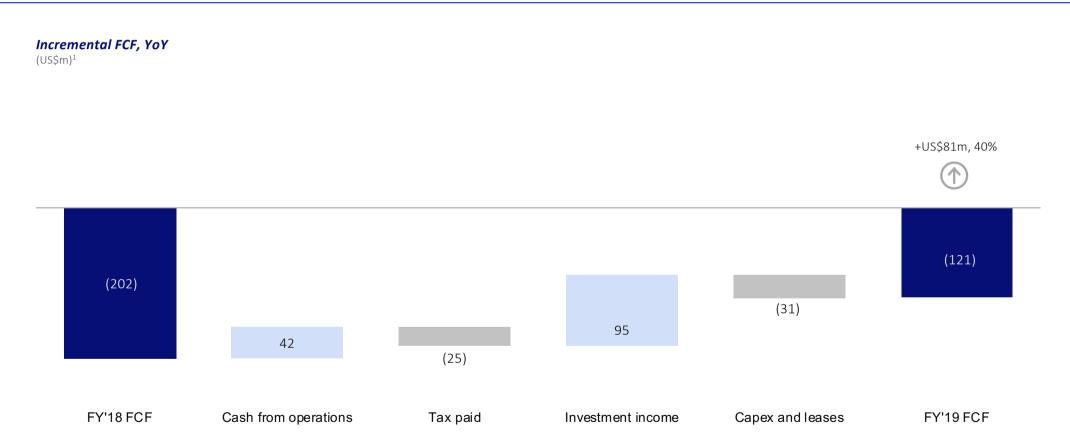
3. Free cash flow represents headline earnings adjusted for (i) equity-settled share-based payment expenses, (iii) amortisation of other intangible assets, (iii) Fair-value adjustments and currency translation differences, (iv) retention option expense and business combination transaction costs

4. Free cash flow represents cash generated from continuing operations, plus dividends received, minus (i) net capital expenditure, (ii) capital finance leases repaid (gross) and (iii) cash taxation paid

37

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40% improvement in FCF

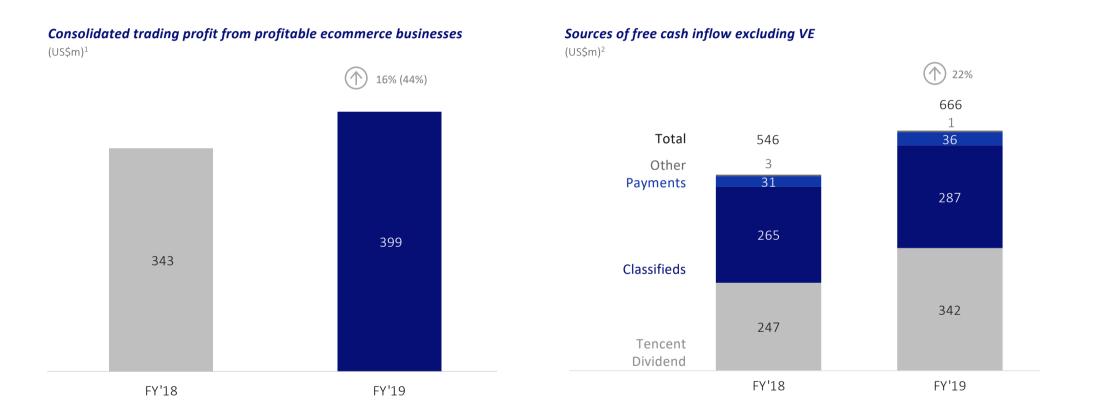


1. FCF defined as EBITDA less adjustments for non-cash items, working capital, taxation, capital expenditure, capital leases repaid and investment income.

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Fast growing business contributing significantly to cash flows

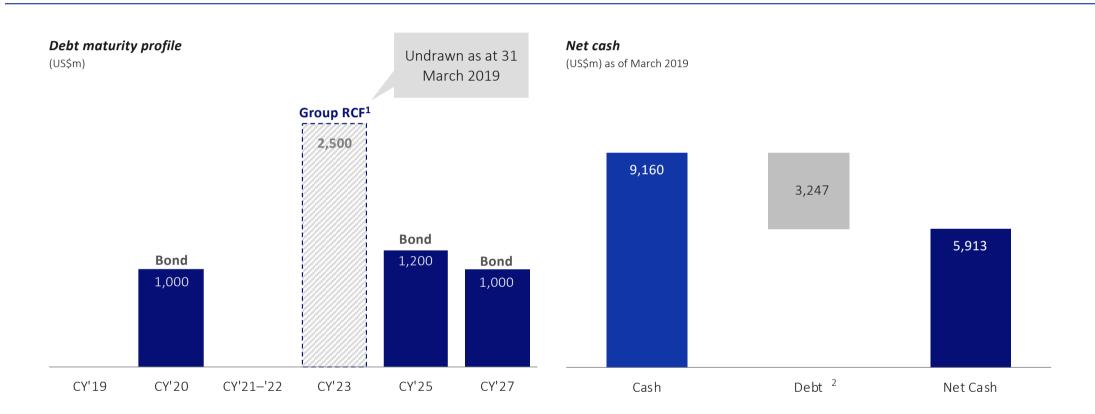




1. Numbers in brackets represent year-on-year growth in local currency, excluding M&A.

2. FCF (Free cash flow) defined as EBITDA less adjustments for non-cash items, working capital, taxation, capital expenditure, capital leases repaid and investment income.

Strong Balance Sheet



Source: Company information

1. Lenders with total commitment of US\$2.28bn agreed to extend the maturity date of their portfolio to April 2024

2. Only includes interest bearing loans and liabilities

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Creating **a more efficient vehicle** to execute **our strategy**



Why now? Listing is a natural progression of a 5 year process





- And drove
 Launched Naspers Ventures to plant seeds for longer term growth
 - Sold ~US\$10bn in Tencent shares to accelerate growth in priority segments⁵

- Source: Company information
- 1. Divestment of non-core assets since FY2015, excluding MultiChoice Group

• Spun off MultiChoice with a separate

2. Unbundling of MultiChoice completed in March 2019

US\$3.5bn listing²

- 3. Based on capital deployed for deals closed between FY'15 and FY'19
- 4. Refers to FY'17-FY'19
- 5. Accelerated bookbuild completed in March 2018

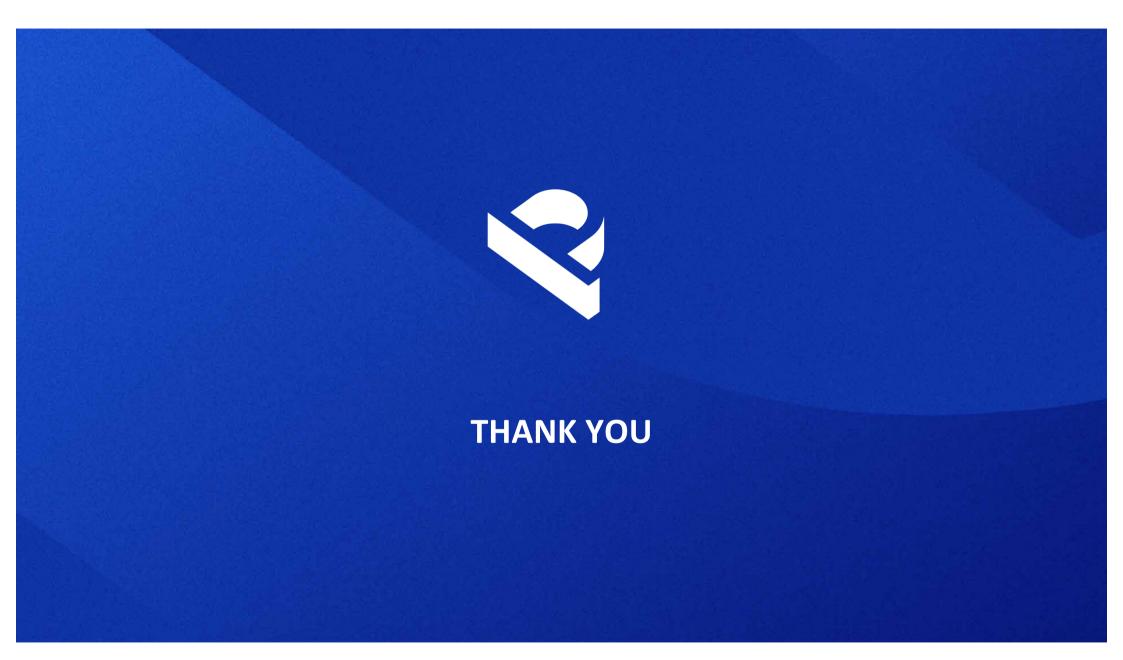
- Accelerated organic revenue growth and drove core segments to profitability
- Deployed US\$9bn in 150+ quality growth investment rounds³

Why Euronext Amsterdam?





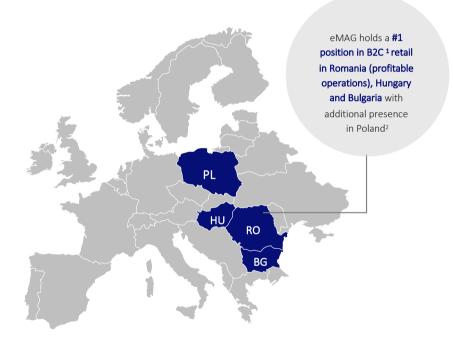
Access to deep investor base comprising Eurozone, United Kingdom and other international investors



eMAG is a leading ecommerce player in Central Eastern Europe



CEE footprint with access to ~75m European Union citizens



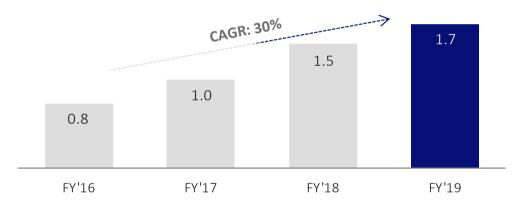
Source: Naspers, eMAG, Euromonitor

1. Based on traffic share as per SimilarWeb among marketplaces excl. alieexpress.com

2. Post planned closing of merger with Extreme Digital in CY'19

eMAG's gross merchandise value has been growing at ~30% p.a. over last 3 years

GMV (US\$bn)



eMAG is on a good trajectory towards profitability

- Balanced mix of 1P (reseller) and 3P (marketplace) models
- Increasing share of non-electronics products in the category mix
- Best-in-class logistics infrastructure (in-house couriers, network of parcel machines and showrooms and large-scale fulfilment warehouse)

Summary Statement of Financial Position¹

Combined assets (US\$m)	FY'17	FY'18	FY'19
Goodwill and other intangible assets	3,185	3,139	2,829
Investment in associates	10,691	16,669	19,746
Investment in joint ventures	66	74	95
Other non-current assets	160	205	211
Non-current Assets	14,102	20,087	22,881
Inventory	94	139	148
Trade receivables	138	169	135
Other current assets	339	376	531
Cash equivalents & short-term investments	3,209	10,809	9,168
Current Assets	3,780	11,493	9,982
Total Assets	17,882	31,580	32,863

Combined liabilities (US\$m)	FY'17	FY'18	FY'19
Total equity	11,573	24,356	27,249
Total debt	2,921	3,285	3,274
Other non-current liabilities	1,978	1,244	790
Non-current liabilities	16,472	28,885	31,313
Trade payables	254	290	244
Other current liabilities	1,156	2,405	1,306
Current Liabilities	1,410	2,695	1,550
Total Liabilities	17,882	31,580	32,863

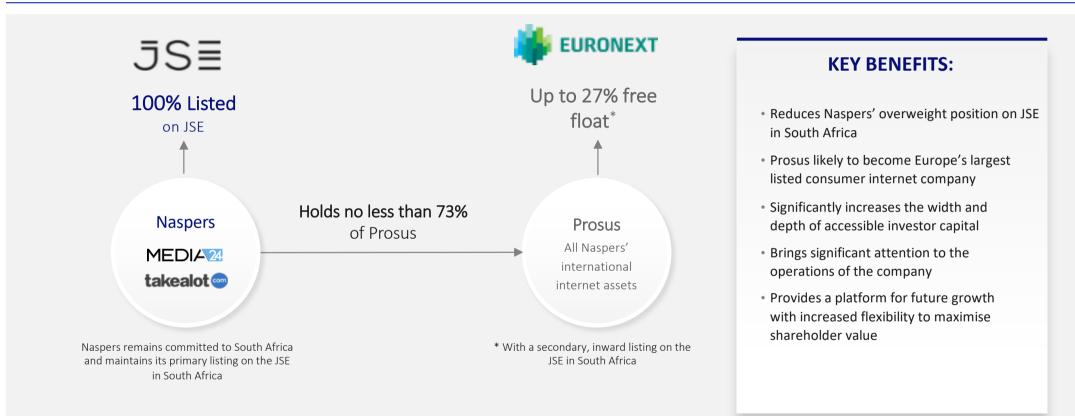
Source: Company information

1. Combined Carve-Out financial information of the company. The summary financials should be read in conjunction with the Combined Carve-out Financial Statements



Creating Prosus, the largest consumer internet company in Europe





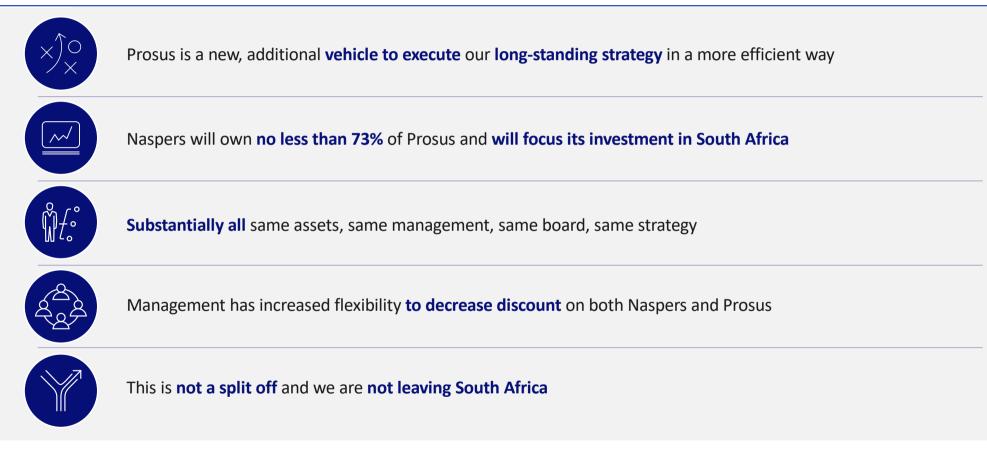
Naspers' ownership of Prosus at various N Share elections



% of Shareholders Electing to Receive N Shares	Number of Naspers N Shares Issued (m)	Naspers' Ownership of Prosus (%)	Prosus Free Float (%)
0.0%	0.0	73%	27%
2.5%	4.1	74%	26%
5.0%	8.1	74%	26%
7.5%	12.2	75%	25%
10.0%	16.2	76%	24%
20.0%	32.4	78%	22%
30.0%	48.7	81%	19%
37.8%	61.3 (1)	83%	17%

Relationship of Naspers and Prosus going forward





We are led by an experienced, entrepreneurial team





BOB VAN DIJK Group CEO 15+ years industry experience



BASIL SGOURDOS Group CFO 20+ years industry experience



MARTIN SCHEEPBOUWER CEO Classifieds 15+ years industry experience



LAURENT LE MOAL CEO payments & Fintech 20+ years industry experience



LARRY ILLG CEO food and Ventures 20+ years industry experience



PATRICK KOLEK COO 20+ years industry experience



AILEEN O'TOOLE CPO 20+ years industry experience



CHARLES SEARLE CEO Listed assets 25+ years industry experience



DAVID TUDOR General Group Counsel 20+ years industry experience

Key dates





