

Your stock investing resource built  
around your needs. |

GET STARTED FREE

0

## STOCK INVESTING AS A LIFE SKILL

TrakInvest

Product Deck

# TrakInvest

#LearnShareEarn

Executive Summary  
Industry Overview  
Product Proposition  
Appendix

Learn, Share, Earn

## GET STARTED IMMEDIATELY



### CHOOSE A SUBSCRIPTION

Free, Premium or Pro packages unlock a range of valuable features and rewards. Start learning.



### BUILD YOUR PORTFOLIO

Use virtual cash to buy and sell stocks at real market prices. Test your investment theories.



### GET REWARDED

Test your skills in regular trading games to win great prizes, including cash and jobs.

# Executive Summary

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# Executive Summary

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- Trakinvest (“TI” or “The Company”) is an online platform focussed on providing education, analytics, social intelligence, and AI tools for trading and investing.
- The Company’s principal lines of business reside in the FinTech and EdTech segments. TrakInvest also owns Hyrd.io, an online recruitment platform to further facilitate TrakInvest’s primary customer base comprising of millennial and university students.
- TI, incorporated in 2013, is headquartered in Singapore with offices in India & Hong Kong. The 20 member team is comprised of technology and finance professionals who have held leadership positions in their respective industries. Collectively the senior management team brings over 100 years of relevant experience.
- TrakInvest in a short period of time has built strong strategic partnerships with technology, media, education and financial brands such as Google, Line, Facebook Messenger, FWD, Religare, and Business World among others. These Companies use TI for lead generations, branding, talent identification, and as a innovative technology partner.
- TrakInvest has a robust and diversified revenue model generating income from both B2B and B2C segments. Primary income generation is from subscriptions, certifications, campaigns, and sale of our proprietary middleware technologies.

# TrakInvest: The Concept

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Millennials' desire to be more empowered investors

Overload of un-curated financial information

Lack of digital teaching tools with practical and relevant



Subscriptions  
(Information and analytics at affordable price points)

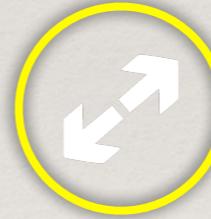
Certification Course

Web, mobile and messenger connectivity

Decreasing retail participation and confidence in finance sector

Disconnect with Millennials target segment

Industry evolution towards usage of big data



Campaigning, Market Engagement, Lead Generation

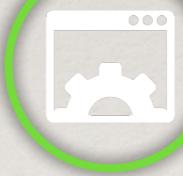
Customer and Talent Acquisition

Big Data and Social Analytics Tools

CSR Implementation

Companies using outdated front and back-end systems

Increasing customer activity in messenger apps - the marketplace of the future



Bespoke Technology Solutions:

Front-end interface

Back-end system

Mobile App

Messenger Chatbot Tech

# TrakInvest Platform

## Simple Yet So Powerful

- TrakInvest provides you access to stock market data and analytics across multiple surfaces
- Fully integrated web and mobile applications on iOS and Android
- AI Chatbot integration via partnerships with Line, Facebook, and Google.

**EDUCATION**  
Easily access relevant, curated information to make better trading decisions and easy to read help guides.

**SOCIAL TOOLS**  
Learn from top investors. Trak them, copy their trades and improve.

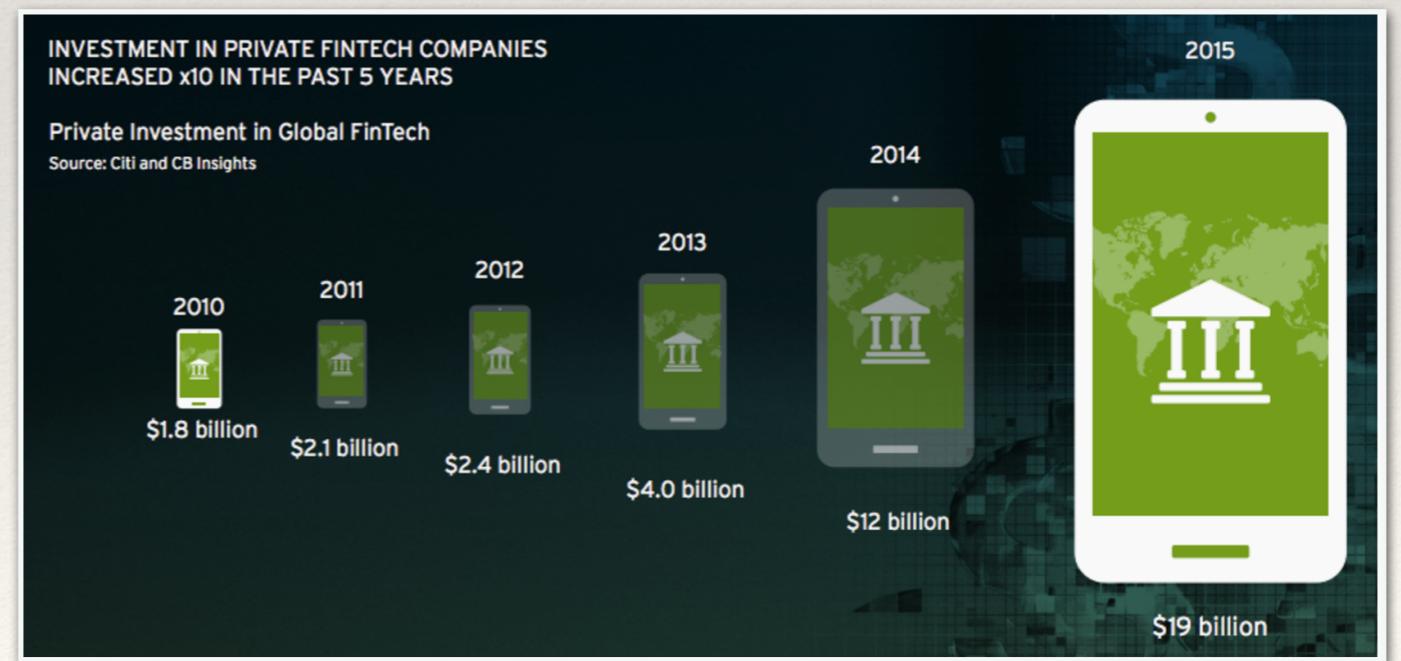
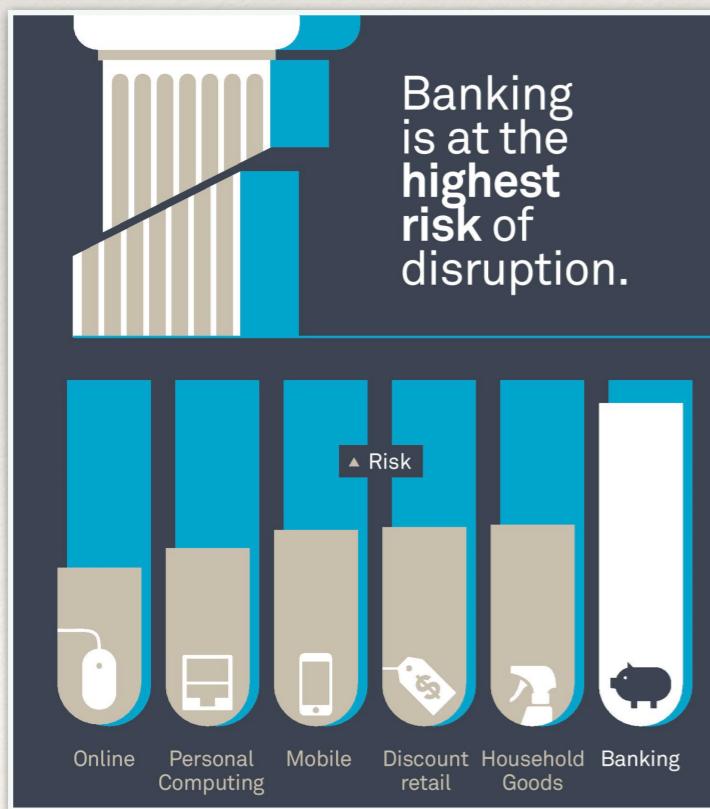
**ANALYTICS TOOLS**  
Keep an eye on stock gainers across markets. Track your performance and performance.

**CONNECTED EXPERIENCE**  
Access TrakInvest's global trading resources and community whenever you need to, wherever you are.

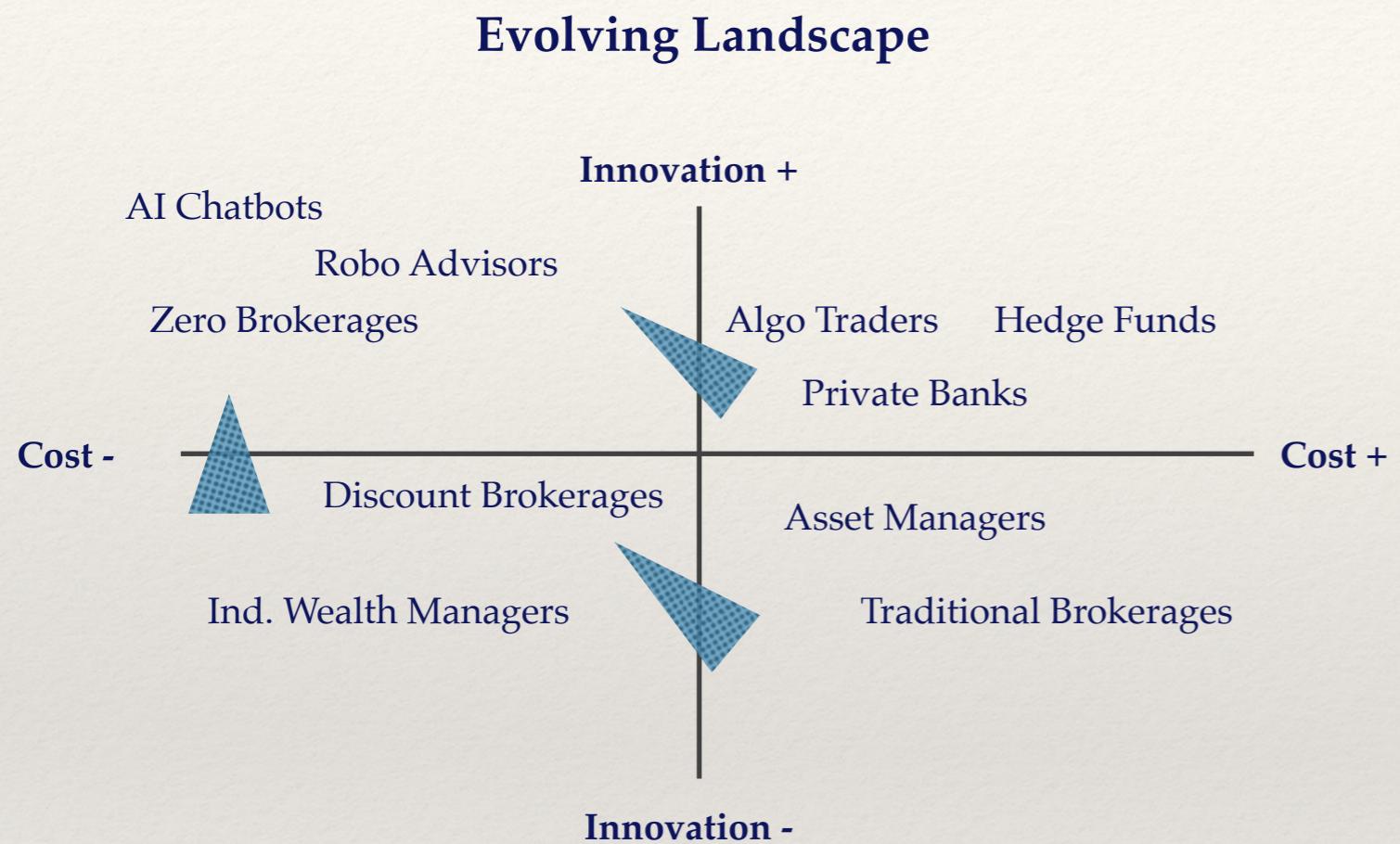
# Industry Overview

# FinTech Sector

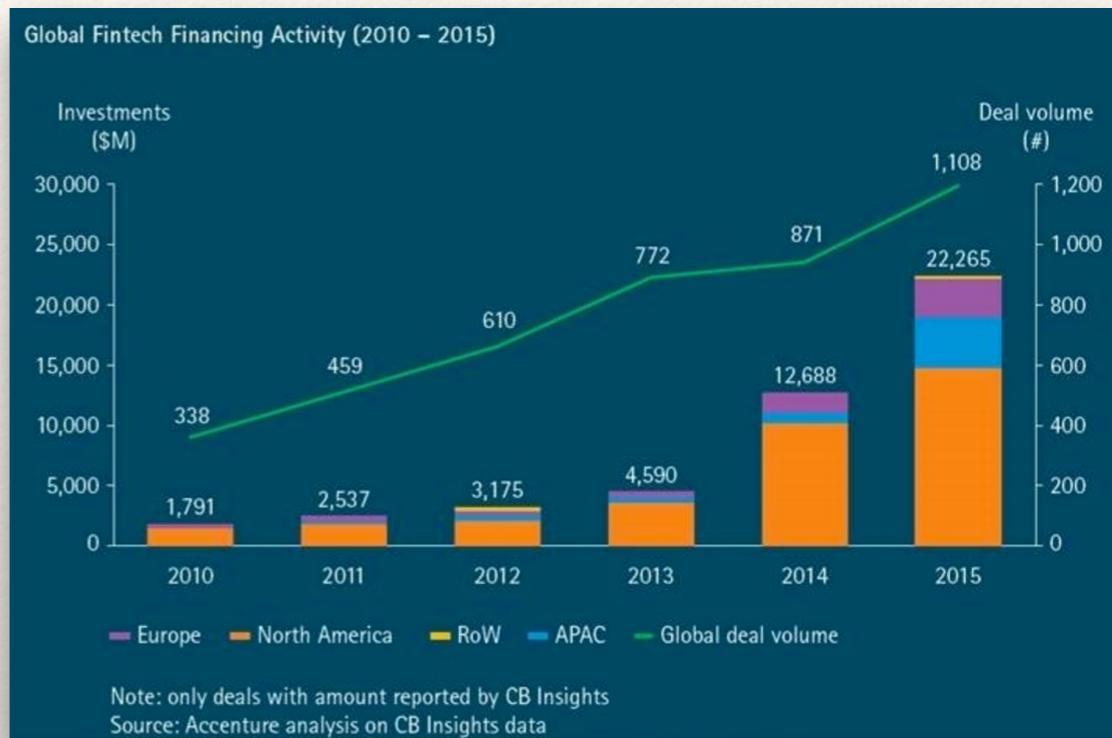
- Financial Services continues to be at the highest risk of disruption. New FinTech Companies are changing the landscape with new product offerings in payments, investments management, insurance, market provisioning, deposits & lending, and capital raising, that are delivering more efficient and cost effective solutions.
- Investments in the Fintech sector have seen a 10x increase between 2010-2015 and are expected to further double by 2020.
- Over the last 4 years VC investment in Fintech has grown 4x faster than overall VC investments.



# FinTech Sector (cont.)

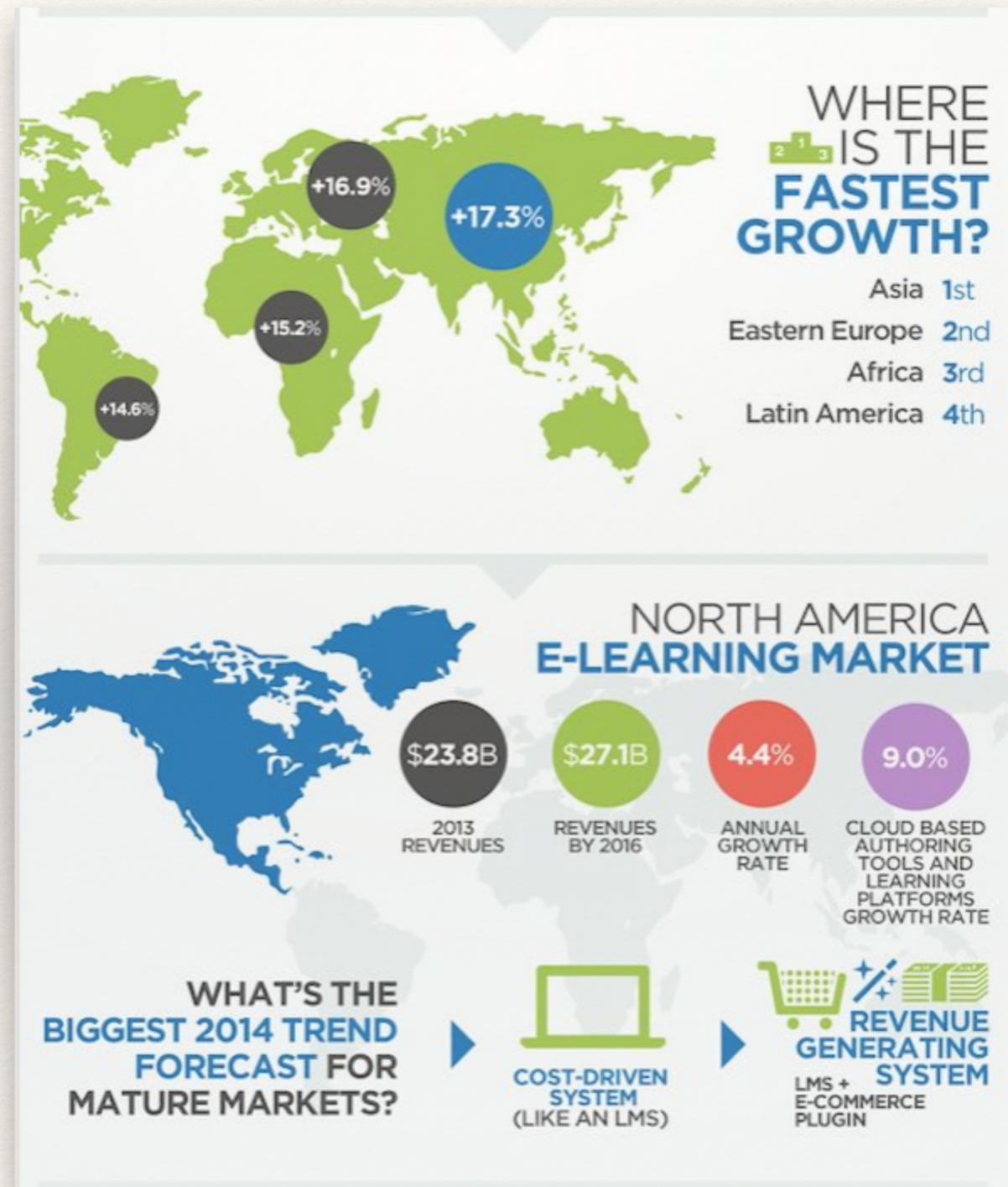


*"FinTech is shaping financial services from the outside in. Customer centricity is fuelling disruption."* (PwC 2016)



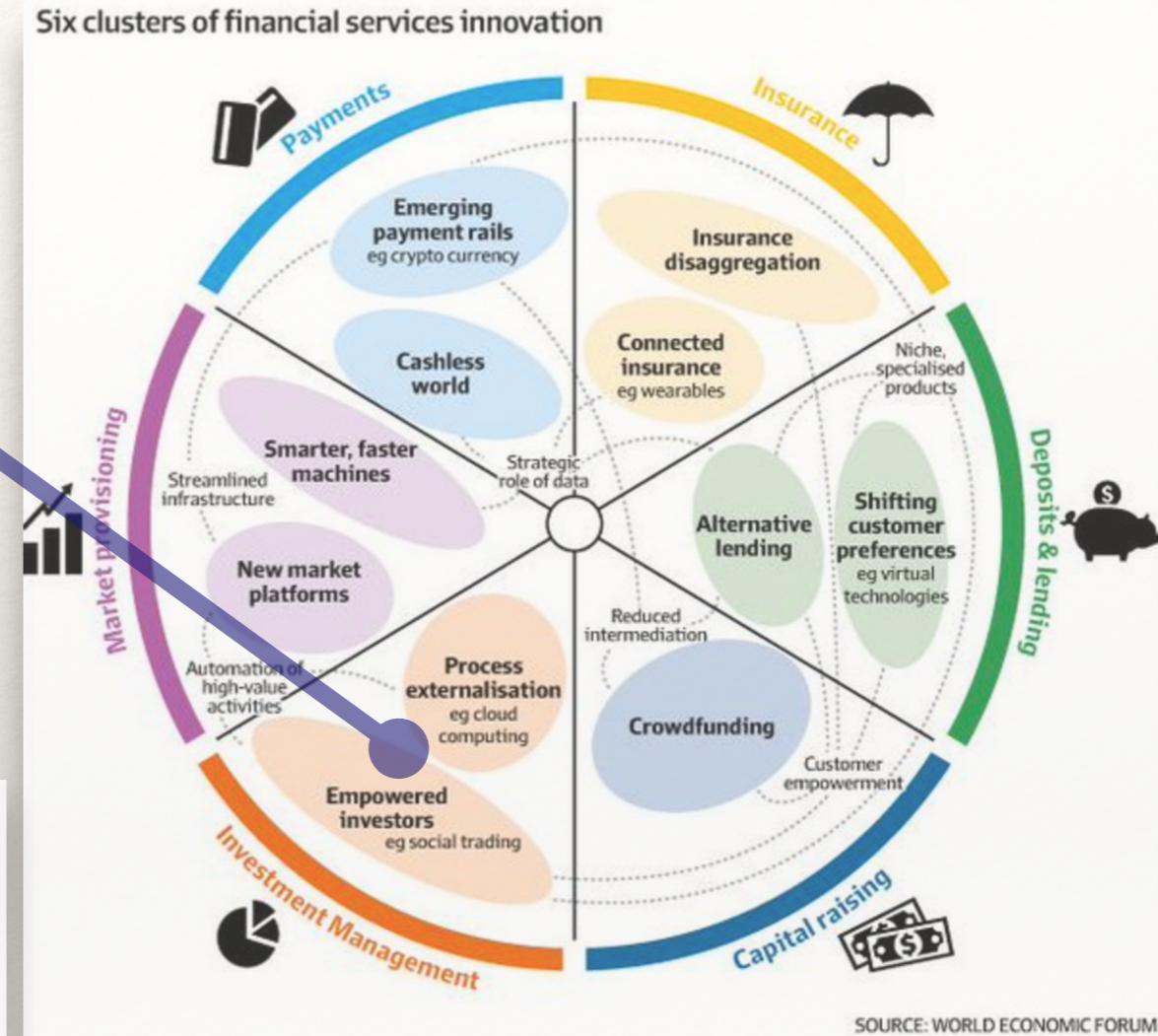
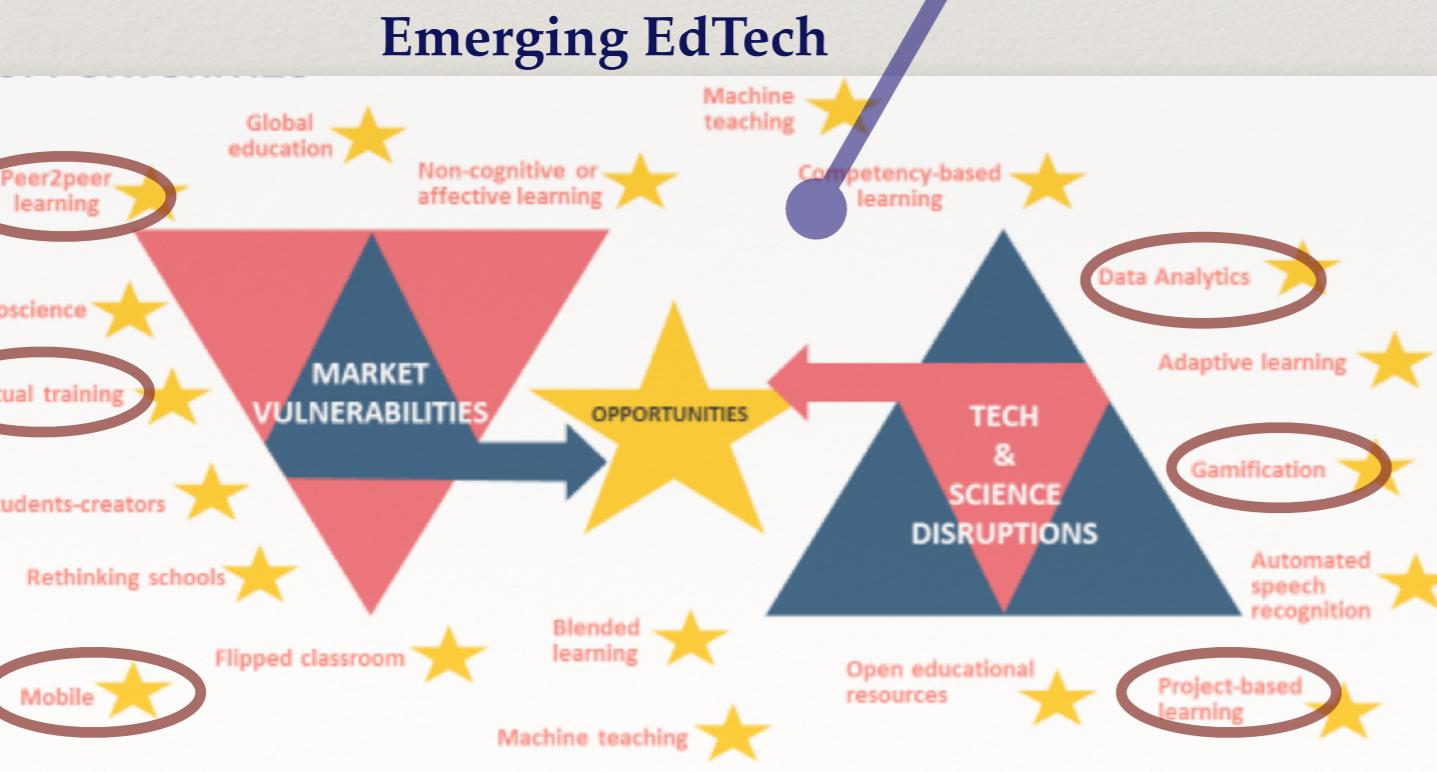
# EdTech Sector

- TrakInvest is squarely positioned between the FinTech & EdTech sectors.
- The EdTech Sector is a \$53 bn market and continues to grow at 7.6% CAGR, with Asia being the fastest growth market.
- EdTech sector has seen \$6 bn+ in investments between 2010 - 2015.



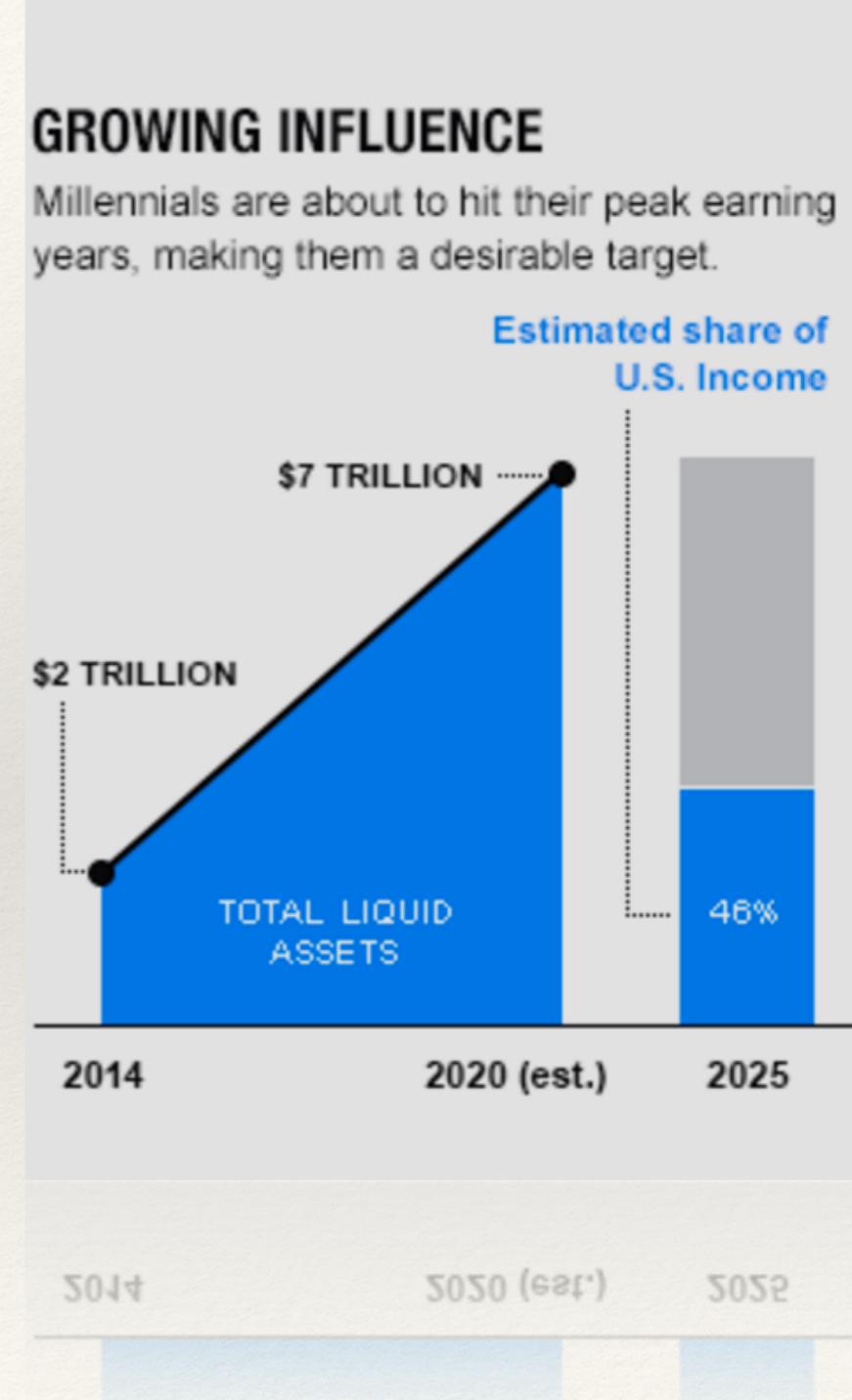
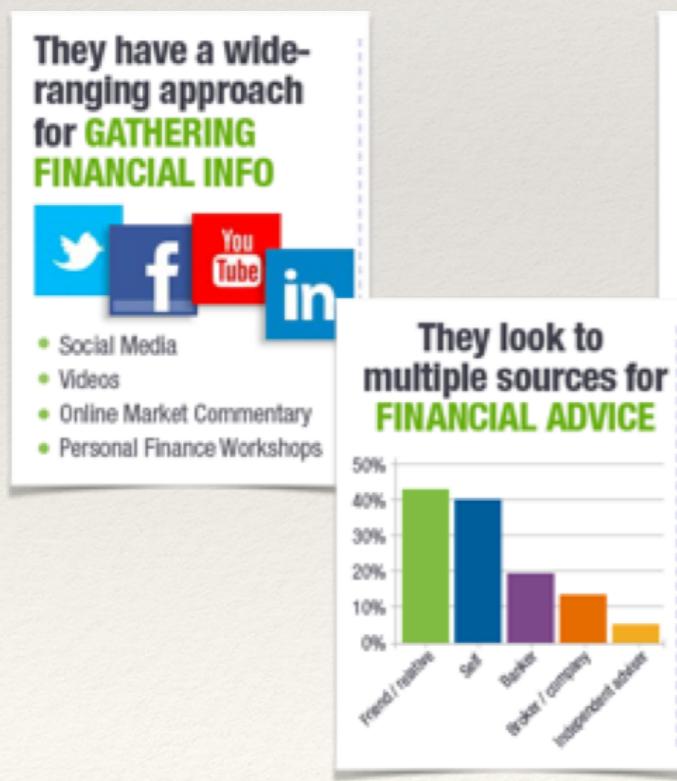
# TrakInvest is Here

- TrakInvest is squarely positioned between FinTech & EdTech sectors.
- In FinTech, we are empowering users through social analytics tools and AI Chatbots.
- TrakInvest uses online skill based investing learning modules coupled with performance tracking and analytical guidance to improve user's performance metrics.



# Target Segment: Millennials

- Millennials are the big disruptors in the FinTech & EdTech segments.
- Gamification, personalization and continued education are being highlighted as the key requirements.
- Recent Bloomberg study showed that 7% of the millennials would use an advisor or broker to make investment decisions.
- The Millennials will have a growing influence over the next years as they inherit USD 30 trillion in assets.



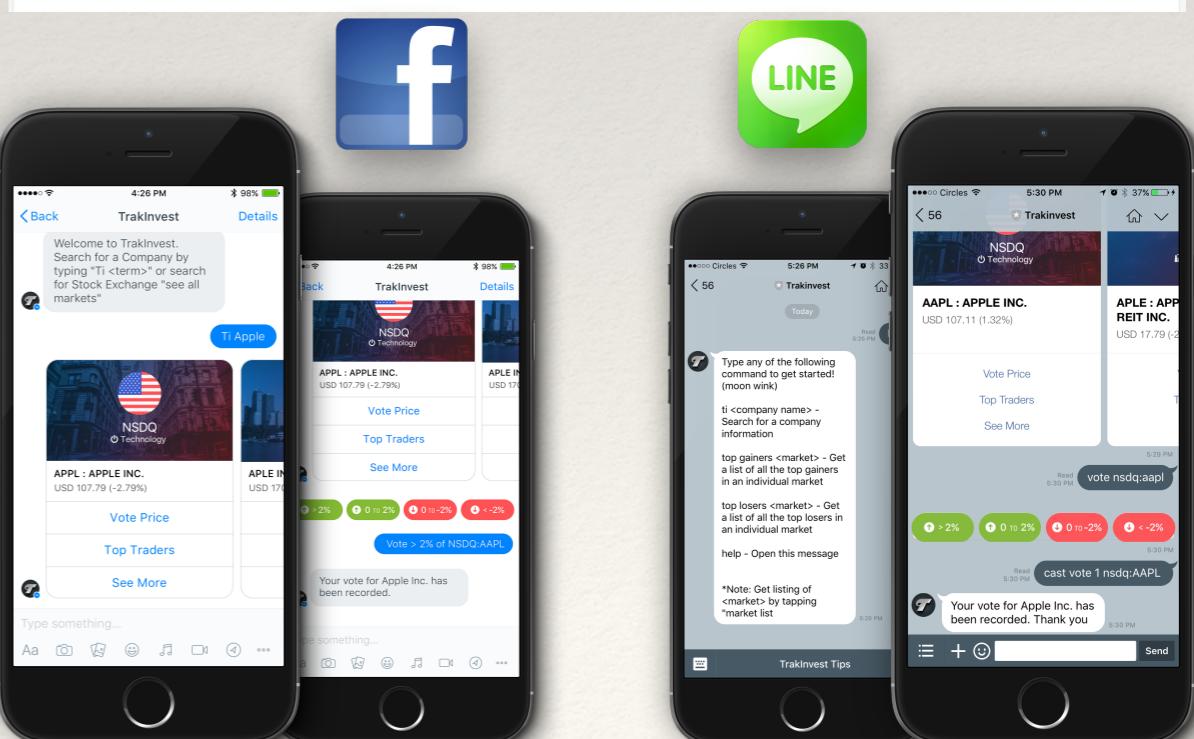
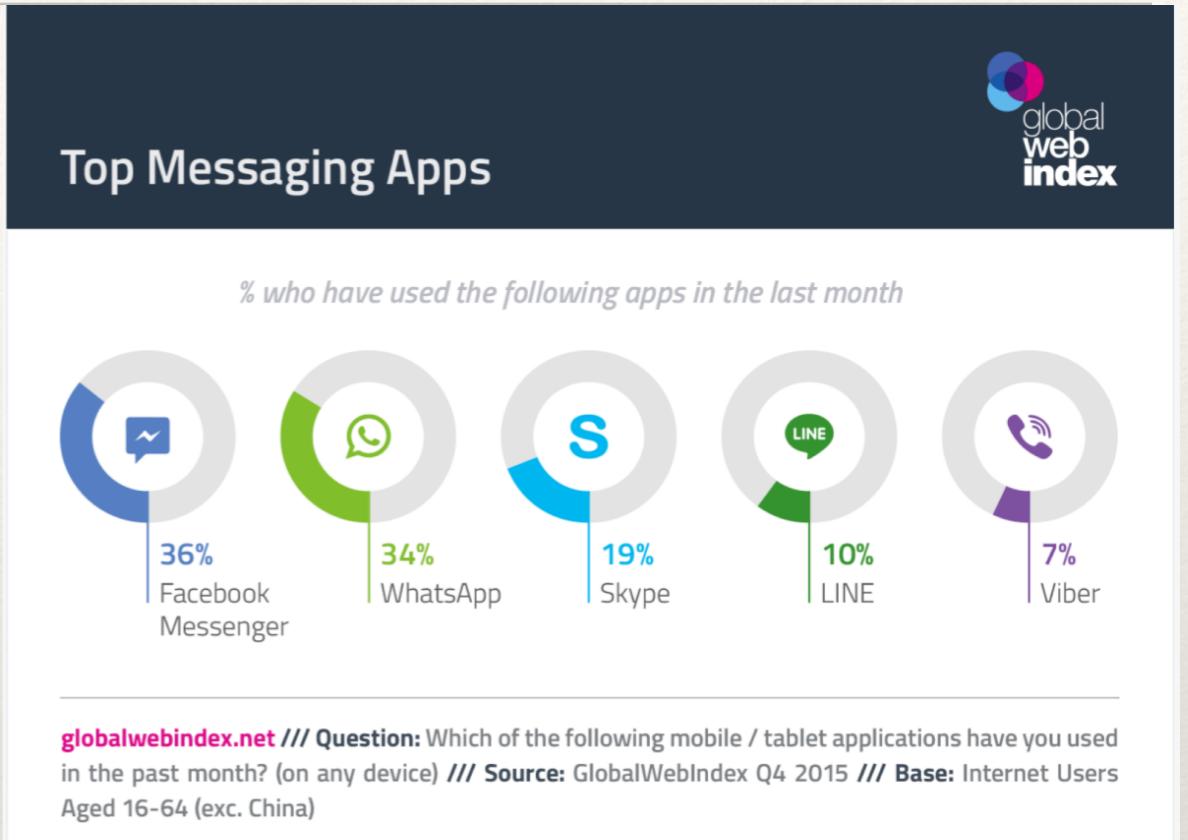
# Connected Experience

TrakInvest has launched its Android and iOS mobile applications, giving its existing and new users access to our web platform's features anytime, anywhere.



Going one step further to stay ahead of the curve, Trakinvest released its Facebook and Line Messenger chatbots in early Q4 2016. Allowing us to reach Millennials where they spend most of their time.

Total Facebook Messenger users - 1 billion  
Total Line Messenger users - 200 million



# Strong Media Presence

## 2016 Global Media Examples

### TrakInvest & Partners Coverage

A key element of TrakInvest's campaigns is media exposure, driven both internally and in collaboration with partner PR departments. The innovative nature of the platform, combined with its use in a wide range of commercial and CSR applications, creates stories of interest to journalists around the world.

#### Trakinvest, ISB launch virtual stock trading competition for B-school students

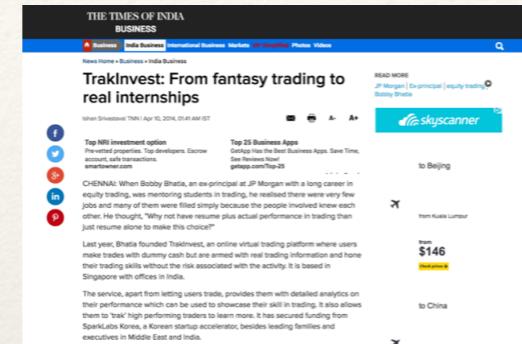
The virtual stock trading competition 'Beat the Street,' is part of the fourth edition of ISB's management fest—Advaita—and will use Trakinvest's virtual trading platform

LIVEMINT.COM | BY DEEPTI GOVIND

Like Comment Share

1,807 others like this.

Shveitta Sethi Sharma, Poly Bhatia, Tejpavan Gandhok and 1,807 others like this.



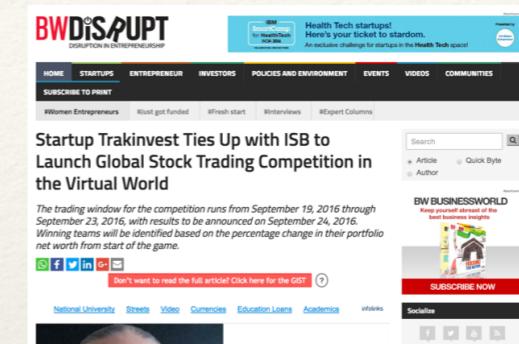
### Times of India



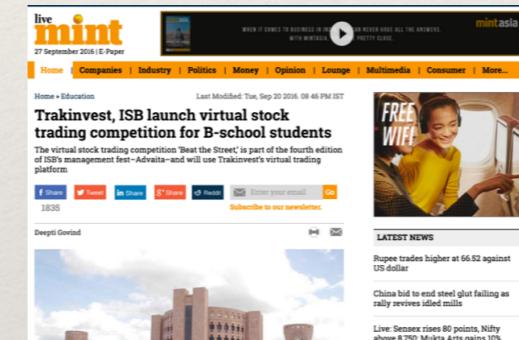
### Ban Muang



### Sky News Australia



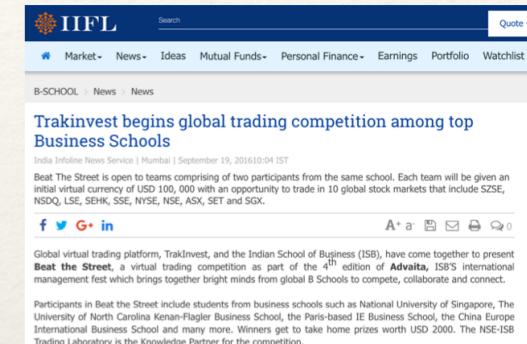
### Businessworld



### Live Mint



### The Australian



### India Infoline

platform giving amateur traders a no-risk way to learn about the markets



### Startup Daily



### Post Today

# Best In Class Technology

- Trakinvest has a **10 person** engineering team based in India & Singapore utilizing **agile software development** practices founded on lean principles.
- The TI platform has a micro service architecture design and has been built utilizing languages and technologies such as **Scala, Akka, Polymer, React.js, and NoSQL database**.
- We also work with Pivotal Labs' and other leading data scientists for knowledge sharing and to create complex **social trading and behavioural analysis engines**.

The image is a composite screenshot of various software interfaces used in the Trakinvest development process:

- Left Panel (Jira Backlog):** Shows a "Current/Backlog" board with 34 items. A specific item is selected: "Token should not be NULL once user activates his account. Generate new token for activated accounts. (AG)" with a due date of 8 Jun and 30 points.
- Middle Panel (Story Detail):** A detailed view of story #95826534 titled "User can specify order execution \*\*price\*\*". It shows the story type as Feature, 5 points, and status as Finished. Requester is Alex Titlyanov and owner is Rajat Batra.
- Right Panel (Mobile App):** A screenshot of the Trakinvest mobile application's dashboard. It features a circular "Team Directory" with profiles for "Rouvin" and "Rajat Batra". Below it is a "Recent Activity" feed showing messages from "pivotaltracker" and "Alex Titlyanov" about bugs and feature requests.
- Bottom Right (Dashboard):** A circular "Team Dashboard" showing various metrics and tasks. It includes sections like "Mobile 5 Review", "Ask for data", and "Ongoing FB prizes".

# Product Proposition

# What Can TrakInvest Do?

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-  Capture, engage, segment, and re-activate customers
-  Drive cross selling of financial products
-  Educate/Train and identify new talent
-  Provide financial services firms the technological and digital edge

# TI as a Campaigning Tool

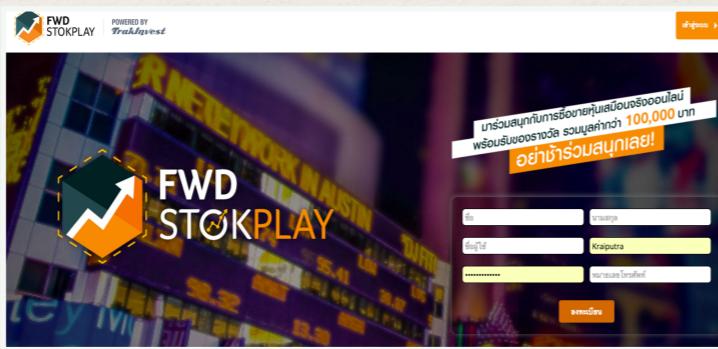
TrakInvest offers campaign solutions to Corporates looking to drive highly cost competitive customer & talent acquisition.

Campaign Cost

INR 700 / per user/ month



THE BUSINESS TIMES



On-platform brand engagement, worldwide.

Since its launch in 2014, Trakinvest has worked with with a fast-growing number of brands in insurance and finance, as well as education institutions around the world.

[WWW.TRAKINVEST.COM](http://WWW.TRAKINVEST.COM)

Virtual trading simulator, advanced interface

Social features build a community

Content and product become front-and-centre

Media and PR generation

# TI as a Training Tool

**TrakInvest offers universities & corporates the ability to set up customized trading labs and a cost effective digital training platform for their students and employees.**

## Training Cost

INR 1750/ per user/ month

## Certification Cost

INR 10,000/ per user



## DIGITAL INTERACTIVE LEARNING



Access to real market data and simulations

Create your own trading lab

Integrate platform features and course content for in-class use

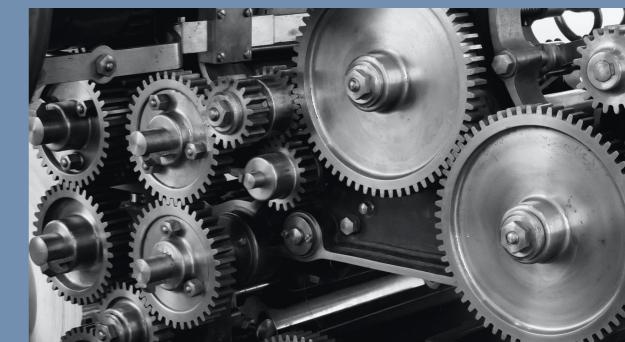
Deliver engaging lectures and tests

## CONNECT STUDENTS WITH INDUSTRY

Identify the cream of the crop from your classes

Insightful performance reports

Link industry partners for merit based talent placement



## MANAGED PLATFORM SOLUTIONS



Access to platform and certification program

Customized landing page with your branding.

Curriculum/Program integration

# TI as a Tech Solutions Provider

TrakInvest offers bespoke tech solutions to financial services firms. Our technology directly impacts cost reduction, results in greater efficiency and improves customer acquisition and retention.

Project Based Costing



Internal Dashboards and Analytics

A screenshot of the TrakInvest Insights web application. It features a top navigation bar with user profile and search options. Below is a main dashboard with several cards: "Samart Payakaroon" (Portfolio Overview), "150 New Orders", "53% Bounce Rate", "44 User Registrations", "16802 Currently Logged-in Users", and "Server Load" metrics. On the left, there's a sidebar with links like "Dashboards", "Holdings &amp; Orders", "Sync", "Notes", "Download", "Upload", "Chat", and "Settings". At the bottom, there are sections for "Account Snapshot" and "Top 10 Holdings by Value" and "Gain".

Robust, state-of-the-art middleware options.

Content, Portfolio & Analytical Tools

A screenshot of a financial trading platform. It includes a "Browse Stocks" section with global markets like SGX, SEHK, NYSE, and ASX. A detailed view for Twitter Inc. shows its price (INR 1,297.90), key metrics (Price in INR, Prev Close, Day's High, Day's Low, Trade Volume), a score recommendation (Buy, Hold, Sell), and a price analytics chart. The right side features news feeds and activity logs.

Native Mobile App & AI Chatbots

A collage of mobile device screens. One shows the TrakInvest mobile application interface with a user profile and market data. Another shows the FWD logo. A third shows the NCDEX logo. A fourth shows the LINE logo.

# Thank You !

We would love to hear from you.

Arjun Chakraborti

President & CEO - India Business

[arjun@trakinvest.com](mailto:arjun@trakinvest.com)

+91 97171 76392

# Appendix

# Explore, Learn and Improve

User get access to curated data from global markets to practice trading, social features and other analytical tools. Users stay engaged through incentives and educational content that helps them build a life skill.

The image displays a composite view of a desktop monitor and a laptop screen, both showing interfaces related to financial trading and learning.

**Desktop Monitor Content:**

- GET STARTED FREE** button.
- PORTFOLIO ANALYSIS**: A donut chart showing asset allocation percentages across various sectors: Financials (6.89%), Consumer Goods (12.26%), Oil Gas (4.19%), Consumer Services (0.73%), Industrials (0.45%), Basic Materials (4.81%), Health Care (5.16%), Telco (2.48%), and Technology (1.64%).
- COPY TRADE**: Two examples of users copying trades:
  - Nitin Rungta bought 10 shares of Apple Inc. on 15 Sep, 09:32 AM. Options to **COPY TRADE**.
  - Kashish Arora bought 100 shares of Apple Inc. on 02 Sep, 10:27 AM. Options to **COPY TRADE**.
- TRADE LONG & SHORT POSITIONS**: A section for setting orders with fields for **LONG: 100**, **SHORT: 0**, **Enter Unit: 12**, **LIMIT: 251**, **Total Price: INR 87,503.01**, and buttons for **SELL** and **BUY**.
- EQUITY SUMMARY SCORE**: A gauge showing a score of 5, with segments for Sell (red), Hold (yellow), and Buy (green).
- TRAK TRADERS**: A profile for John Richards, part of the 74 NETWORK, with a +23.86% performance indicator.
- TECHNICAL CHARTS & PRICE VOTING**: A large chart for Google Inc. (GOOGL) showing price trends, a trendline, and a voting system where 1 user voted for the stock. It also shows currency information in USD.
- CONTENT & CERTIFICATION**: Sections for **QUICK START GUIDE** (TrakInvest Quick Start Guide), **NEW TO TRADING?** (Video - Getting Started), **SHARPEN YOUR SKILLS** (Get certified with the GOTC program!), and **GLOBAL ONLINE TRADING CERTIFICATE**.
- NEWS & ACTIVITIES**: A feed of news items:
  - Why Apple Inc.'s "Modem Gate" Doesn't Matter (13 Nov, 04:05 AM)
  - What Apple Inc. Could Look Like Under President Trump (11 Nov, 10:24 AM)
  - Apple Inc.: This Could Be a Game Changer for AAPL Stock (11 Nov, 06:55 AM)

**Laptop Content:**

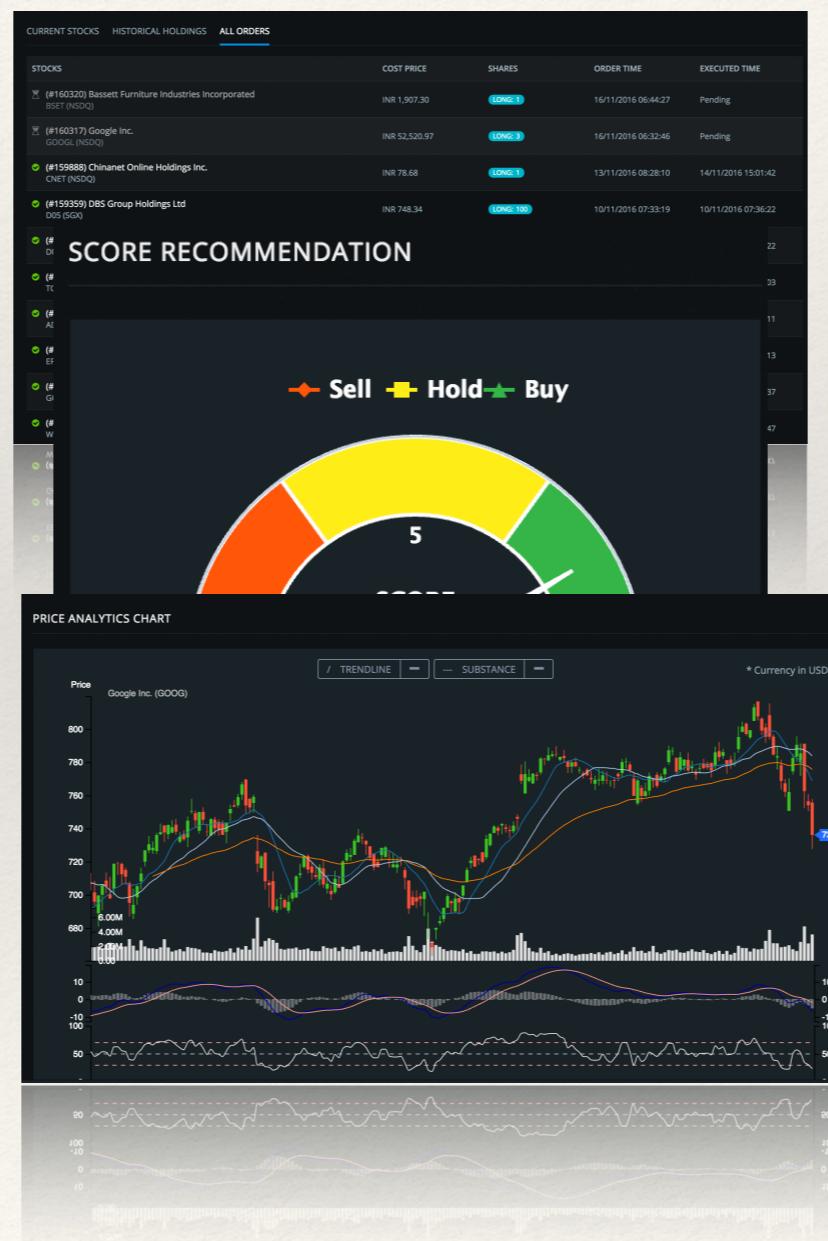
- A chart titled "Price Google Inc. (GOOGL)" showing a price trendline and a voting system where 1 user voted for the stock.
- Text: "Currency in USD"
- Section: "VOTE PRICE":
  - > 2% (green)
  - 0 to 2% (green)
  - 0 to -2% (orange)
  - < -2% (red)
- Text: "1 users voted for this stock."
- Section: "ACCESS 10 EXCHANGES | ORGANIZED BY SECTORS": Shows icons for NSE, LSE, NYSE, SZSE, ASX, SSE, SGX, SEHK, and NASDAQ.
- Text: "MacBook"

# Global Trading Resources For Everyone

## Content

**QUICK START GUIDE**  
HOW TO USE TRAKINVEST & HELP | 27 OCT, 2016  
TrakInvest Quick Start Guide  
1. Start trading and build your portfolio You start at the Trade Lobby. This is where you search for and trade stocks, and manage your virtual portfolio. You'll begin with US\$10,000 or equivalent of virtual cash. Find stocks by clicking on a market in the browser, scrolling down further to...  
  
**SHARPEN YOUR SKILLS**  
GET CERTIFIED WITH TRAKINVEST'S GLOBAL ONLINE TRADING CERTIFICATION PROGRAM.  
  
**FREQ**  
NEWS ACTIVITIES GAMES  
Clinton Group Inc Increased Ralph Lauren Corp (NYSE:RL) by \$11.26 Million as...  
Beazer Homes Reports Fiscal 2016 Results  
Kellogg Company(NYSE:K) Update  
PVH Corp. (PVH) Stock Rating Upgrade by The Zacks Investment Research  
Wynnefield Capital Inc Decreased Stake in Omega Protein Corp (NYSE:OME) by \$30 ...  
Visteon Corp (VSTOW) Rating Reiterate by FBR & Co  
Berkshire Hathaway Inc Increased Wabco Hldgs Inc (NYSE:WBC) by \$14.84 Million ...  
  
Browse Stocks  
IN GLOBAL MARKETS > NYSE > CONSUMER GOODS  
TOP TRADERS IN CONSUMER GOODS  
CW 3 NETWORK Craig Wickson +15.71%  
HARISH KUMAR 1 NETWORK Harish Kumar +7.97%  
HA 7 NETWORK Herdian Atmaja +7.18%  
RMC 8 NETWORK Rajat M Chandan +6.82%  
RAHUL KEDIA 9 NETWORK RAHUL KEDIA +6.61%  
  
TRENDING STOCKS IN CONSUMER GOODS  
STZ (NYSE) BABA (NYSE) AWI (NYSE) MO (NYSE) BWA (NYSE)  
Constellation Brands... + USD 152.43 (3.04%) Alibaba Group Hold... + USD 91.00 (1.38%) Armstrong World In... + USD 40.60 (1.12%) Atria Group + USD 61.81 (1.01%) Borgwarner Inc. + USD 34.46 (0.70%)  
+ USD 125.93 (1.96%) + USD 41.00 (1.26%) + USD 10.00 (1.54%) + USD 8.90 (1.11%) + USD 2.90 (0.20%)  
+ USD 1.25 (1.25%) + USD 1.00 (1.00%) + USD 0.90 (1.00%) + USD 0.80 (1.00%) + USD 0.70 (1.00%)  
+ USD 0.60 (1.00%) + USD 0.50 (1.00%) + USD 0.40 (1.00%) + USD 0.30 (1.00%) + USD 0.20 (1.00%)  
+ USD 0.10 (1.00%) + USD 0.00 (1.00%) + USD 0.00 (1.00%) + USD 0.00 (1.00%) + USD 0.00 (1.00%)

## Analysis



## Social

**Rewards Center**  
UPGRADE. TRADE GLOBALLY. WIN.  
ALL 24 HR. TRADERS  
GAMES ACTIVE OPEN FINISH DURATION STARTS ENDS AVAILABILITY  
Stock Slam - invitation only contest 90 STARTED 2D 08:30:02 JOINED

**ACTIVITIES GAMES**  
Nitin Rungta bought 108 shares of Karur Vysya Bank Limited ① 15 Nov, 10:55 AM COPY TRADE  
Josef Johny bought 100 shares of State Bank Of India ② 09 Nov, 11:15 AM COPY TRADE  
  
**TOP 20 LEADERS**  
Gagan Deepsingh +27.364%  
Malikarjun Reddy +18.689%  
Sachin Ohri +17.507%  
Davis Sandho +15.837%  
Victor Berg ③ 8.891%  
VICTOR BERGKAMP IN INR 5,637,213 +12.74%  
INR 906,223 LATEST CASH BALANCE INR 4,730,990 STOCKS VALUE INR 906,223 AVAILABLE CASH BALANCE  
  
**PORTFOLIO TRAKS PINS**  
TRAKING TRAKERS  
11 NETWORK Josef Johny 6,172,203.40  
16 NETWORK Prashant Kutrapaly 4,056,175.85  
5488 NETWORK Nitin Rungta 18,722,243.39  
13 NETWORK Ricky Silver NaN  
Jayanth Nanjappa 10,513.74  
Christina Brooke 60,531.91  
28 NETWORK Ankit Hamirswala 4,121,514.87  
40 NETWORK Andrew McDermott 48,222.23  
1 NETWORK Justine Zhou 100,543.01  
30 NETWORK Hardik Gupta 5,131,144.21  
3 NETWORK Norbert Binot 74,672.75  
9 NETWORK Akash Mishra 2,243,813.50  
1 NETWORK Ankit Hamirswala 4,121,514.87  
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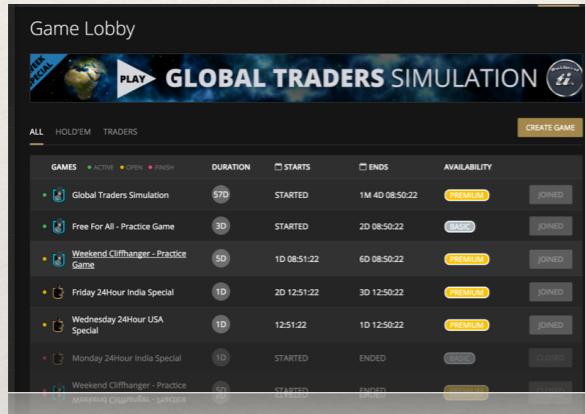
# Dynamic and Flexible Features

## KEY METRICS

\* Price in INR

## SCORE RECOMMENDATION

STOCK PRICE *	4,473.73
PREV. CLOSE *	4,473.73
DAY'S HIGH *	4,497.05



## Branded Trading Simulations

Users compete for highest portfolio returns trading with virtual cash in their own currency. Prizes can be awarded to drive engagement. On platform content delivery options via customised blog, banners, and EDMs.

## Plug and Play with TrakInvest for Business

— Sell ■ Hold ▲ Buy



## Customised Pages

Customers and potential customers can arrive at a fully branded and customised landing page and other custom URLs, along with supplemental content such as videos, tutorials, product catalogues and more.

## ABOUT COMCAST CORPORATION

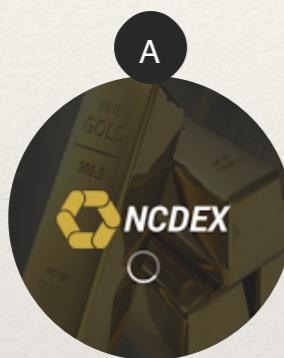
Comcast Corporation, incorporated on December 7, 2001, is a media and technology company. The Company's primary businesses include Comcast Cable and NBCUniversal. The Company's Comcast Cable business operates through Cable

A	B	C	D	E	F	G	H	I	J	K	L	M
1												
2	37900	Kattura Panu Mahathamkul	katturapanu@gmail.com	0850768767	Thailand	86505.4150	0 110567 320 24051 0056 86611.4116 86611.4116 27.680897					
3	36193	Jenith Koen Jasingapadeed	koen.j@gmail.com	0860000533	Thailand	270109.391 263235.977 28159.267 270109.391 3505.86611.4116 86611.4116 24.087409						
4	36194	Arnonnart Srisawat	aronsawat09@gmail.com	0999999999	Thailand	81111.4116 81111.4116 81111.4116 81111.4116 81111.4116 81111.4116 81111.4116 81111.4116						
5	37843	Pawee Panuwit Thepsongsang	panuwit01@gmail.com	0839471181	Thailand	0867885248 181201.851 80937.3842 12307.051 86611.4116 86611.4116 11.516649						
6	36349	Jonathan Arnott Santisukum	arnott.s@pm.me	0867885185	Thailand	086501.703061818.8887 12747.3842 13521.1954 86611.4116 86611.4116 11.516649						
7	36277	mmtrip Satyar Rassorn	m.satyri@gmail.com	0984786395	Thailand	61382.5153 51593.2227 18477.1554 9214.0230 86611.4116 86611.4116 10.088331						
8	38108	Somkien Chanthaprasay	somkien_ch@hotmail.com	0924978100	Thailand	85391.4540 0 9415.770 878.4257 86611.4116 86611.4116 10.133331						
9	36195	Arnonnart Srisawat	aronsawat09@gmail.com	0999999999	Thailand	197921.556 15597.784 50234.083 197921.556 86611.4116 86611.4116 81111.4116 81111.4116 81111.4116 81111.4116 81111.4116 81111.4116						
10	38079	jermyt5555 pengorn hom	pr_pengorn@hotmail.com	0959150883	Thailand	79593.8123 0 8733.8196 795.0232 86611.4116 86611.4116 9.566646						
11	38050	Sopon Daengchok	rungcon@hotmail.com	0821798715	Thailand	83002.5527 0 90837.8035 785.3507 86611.4116 86611.4116 9.023643						
12	38648	Sodauw Polarm	Sodauw@hotmail.com	0840963258	Thailand	67701.2690 0 75551.9455 7650.6746 86611.4116 86611.4116 8.833333						
13	37183	Ekkachai Jongprasarakul	ekkachai.jongprasarakul@gmail.com	0835664553	Thailand	78008.0234 0 85645.955 7577.2460 86611.4116 86611.4116 8.771664						
14	37184	Peet Preeyanon	peet.preeyanon@gmail.com	0835664553	Thailand	84148.0234 0 85645.955 7577.2460 86611.4116 86611.4116 8.771664						
15	36275	Peerawee Paengwacharakorn	peerawee20@gmail.com	0922402842	Thailand	43681.0230 2628.0461 24949.8664 704.8053 86611.4116 86611.4116 8.4465						
16	36965	Noom Pad	Noompad@gmail.com	0973205925	Thailand	156287.838 0 8679.1851 94019.4156 7410.7627 86611.4116 86611.4116 8.550333						
17	37172	U_j_3982 Songkhla Jitphedobodi	u_j_3982@yahoo.com	0961031393	Thailand	509562.479 44049.615 52912.3671 7399.0383 86611.4116 86611.4116 8.545333						
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20	38992	Akira Phuengsri Padeepong	Karinakhr@gmail.com	0832951294	Thailand	382531.793 0 8733.8196 795.0232 86611.4116 86611.4116 8.243333						
21	38050	Vitarn Sirichai	vitarnsirichai@gmail.com	083429.384 3587.052 87284.117 692.5819 86611.4116 86611.4116 8.03887								
22	38510	Iamwanit Iwanwanit	iwewanwanit@gmail.com	0959762000	Thailand	62360.200 0 692.1453 0 828.9145 86611.4116 86611.4116 7.9426						
23	37513	preepreeya phraiphan	preepreeya.phraiphan@gmail.com	0831950687	Thailand	84148.0234 0 85645.955 7577.2460 86611.4116 86611.4116 7.9426						
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25	36492	Keyvivapat Pratimakul	ms_seven@rediffmail.com	081709487	Thailand	67588.3855 0 8733.8196 795.0232 86611.4116 86611.4116 7.809						
26	36276	petchara Patarn-Amarakit	ka_kay@hotmail.com	0846448939	Thailand	51289.1245 2357.799 3450.202 478.9732 86611.4116 86611.4116 8.530333						
27	39338	choncharat choncharat	choncharat@hotmail.com	0821012323	Thailand	80849.9403 674.5624 86611.4116 86611.4116 8.530333						
28	38288	benjita Nasorn Wongthaiang	rapaderd.w@gmail.com	0833712640	Thailand	22065.1765 13477.875 875.0232 478.9732 86611.4116 86611.4116 8.530333						
29	36493	Peerawee Paengwacharakorn	peerawee20@gmail.com	0922402842	Thailand	82679.695 13997.875 0 84942.007 449.6577 86611.4116 86611.4116 7.50087						
30	37030	charoensri Charoensri Phongsat	iw.mynrie.mynrie@gmail.com	0918330779	Thailand	8739.082 3.76 0 8733.8196 795.0232 86611.4116 86611.4116 7.5						
31	37957	natty nongsong	mk344@gmail.com	0823330882	Thailand	80854.9555 649.8577 86611.4116 86611.4116 7.5						
32	38437	greatest Ascharon Srinadh	greatest.sascharon@gmail.com	0862854777	Thailand	86611.4116 86611.4116 86611.4116 86611.4116 86611.4116 7.5						
33	38438	Peerawee Paengwacharakorn	peerawee20@gmail.com	0922402842	Thailand	80854.9555 649.8577 86611.4116 86611.4116 7.5						
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47	38444	Peerawee Paengwacharakorn	peerawee20@gmail.com	0922402842	Thailand	8						

# Global Engagement 2016

## Current Examples

Via Mobile, Education, Web, Social



### NCDEX

The National Commodities and Derivatives Exchange of India exclusively uses TrakInvest technology to power a pricing and communications app for their network of thousands of dealers across India.



### World Class Schools

Dozens of campaigns have engaged students from ISB and IIT (India), UCLA (US), NUS (Singapore), University of Melbourne (Australia), CEIBS (China), UCT (South Africa), IE (Spain) and more.



### FWD

The *StokPlay* campaign designed to engage and empower Thai millennials has seen more than 4000 people sign up in the first 4 weeks, with high return-rates creating a large base of highly engaged potential customers for the firm.



### Global Messenger

With more than 200 million users worldwide, a major messenger app and TrakInvest are now collaborating to bring TrakInvest's technology to their in-app finance channel.

# FWD Case Study 2016

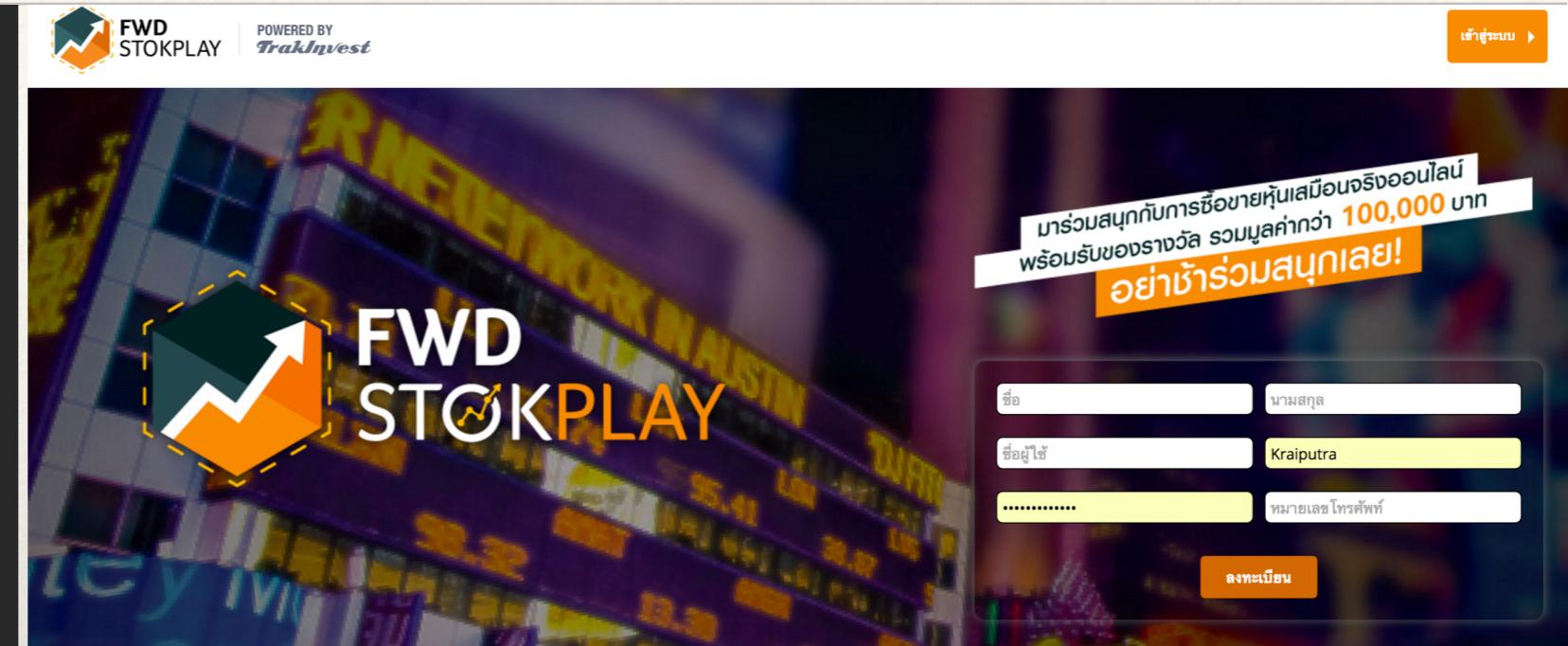
Client

FWD Insurance  
Thailand

Campaign

*StokPlay*  
[fwd.trakinvest.com](http://fwd.trakinvest.com)

Sep - Nov 2016



## Cutting edge digital engagement campaign redefines insurance

An online virtual stock trading game presented by FWD and powered by Trakinvest where players compete against each other for maximum returns on their portfolio of stocks. Each week for 12 weeks, players are awarded prizes along with MAX points to be redeemed via the company's FWD MAX app. The campaign is being hosted and operated by Trakinvest, with both Thai and English language versions of the site available.

Customer Engagement & CSR

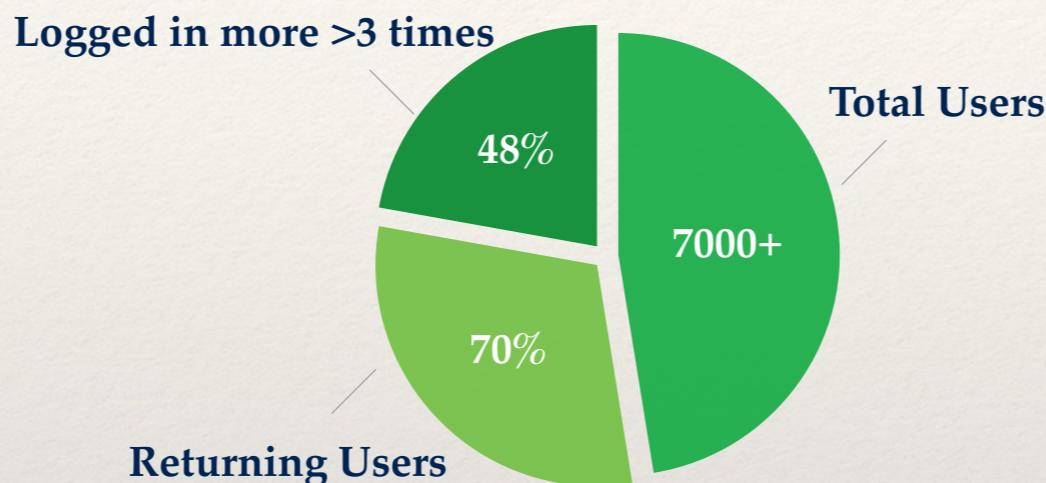
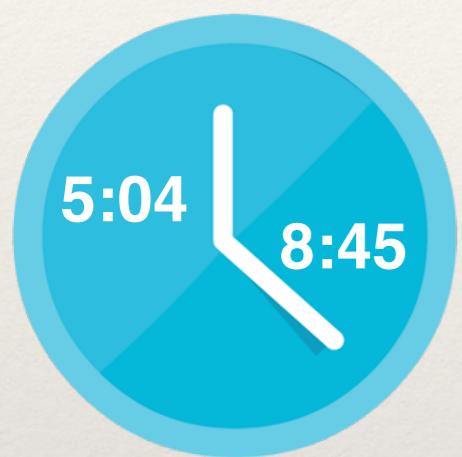
THB 100,000 in prizes over 12 weeks

Push on Facebook, LINE, radio, and TV

Driving much higher ROI on CAC

# FWD Case Study Data (white-label solution)

Time on Site: New vs Returning



Campaign  
StokPlay

Example

Engagement  
Data to Date

\* Target Audience Match

