

2015 9-MONTH
CONTRACT SALES
PRESENTATION

富貴生命國際有限公司
NIRVANA asia LTD



November 2015

DISCLAIMER

These materials may contain projections and forward-looking statements that reflect current views of Nirvana Asia Ltd (“**the Company**”) with respect to future events and financial performance. Readers are cautioned not to place undue reliance on these forward-looking statements, which involve inherent risks, uncertainties and assumptions. No assurance can be given that actual results will be consistent with these forward-looking statements. The Company assumes no obligation to update or revise any forward-looking statements.

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CONTRACT SALES PERFORMANCE HIGHLIGHT

9 months ended 30 September	USD Million			RM Million		
	2015	2014	Change (%)	2015	2014	Change (%)
Contract sales	146.2	153.4	-4.7	552.8	497.2	11.2

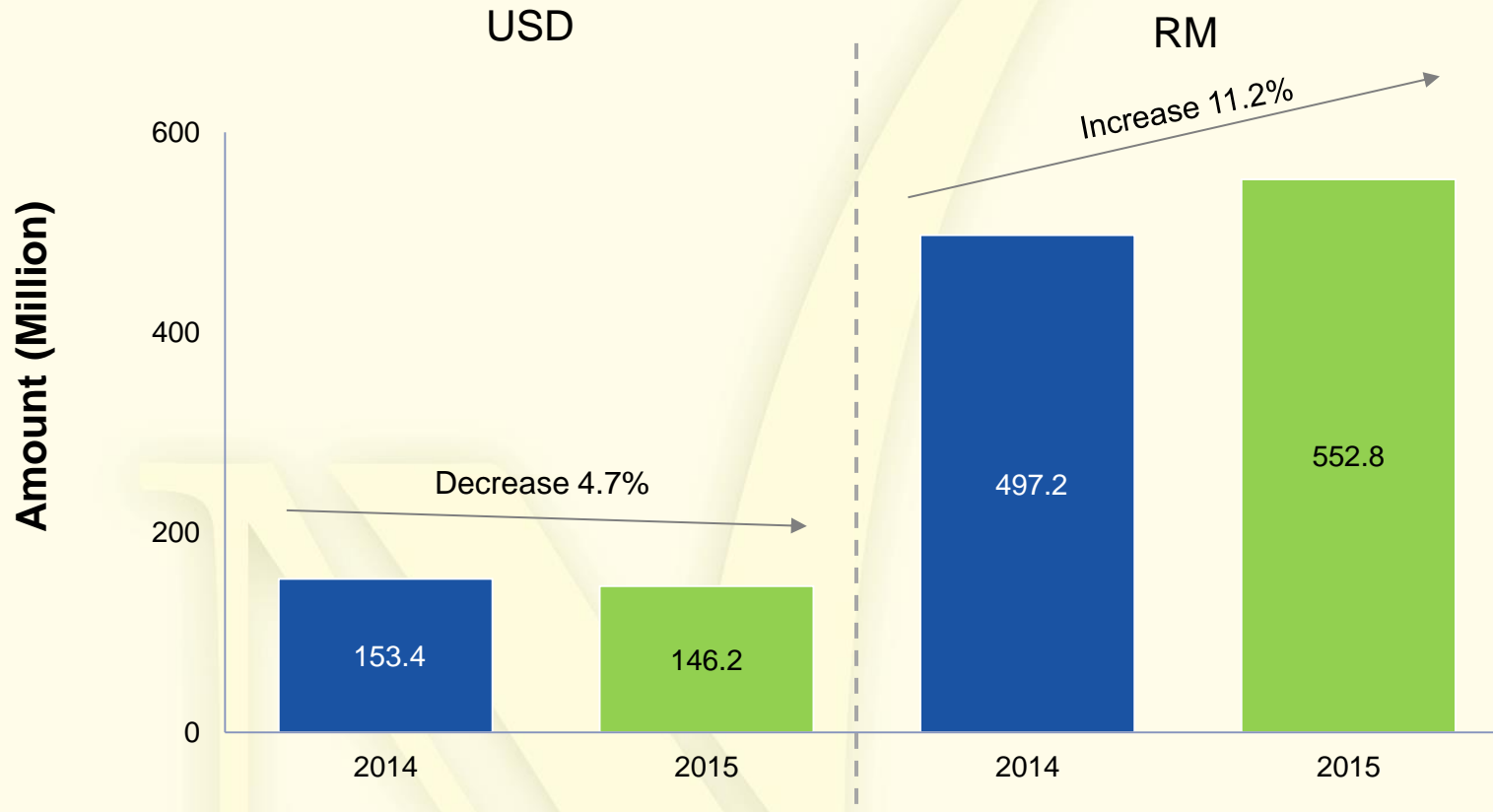
NOTES

The above amounts denominated in RM have been translated into USD at the exchange rates of 3.7796 and 3.2409 for 2015 and 2014, respectively.

The percentage (%) figures stated in this presentation slides are consistent with our announcement to The Stock Exchange of Hong Kong Limited on November 24, 2015.

FINANCIAL HIGHLIGHT

Contract sales for 9 months ended 30 September



- Contract sales decreased by 4.7% in USD terms, but increased by 11.2% with growths recorded for all 4 countries where the Company operates, in RM terms, for 9 months ended 30 September 2015 (“**9M 2015**”) as compared to 9 months ended 30 September 2014 (“**9M 2014**”) (“**YoY**”).

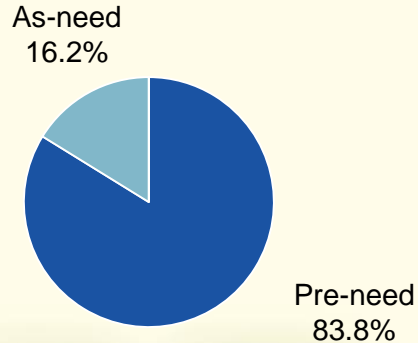
SOLID GROWTH IN CONTRACT SALES

Contract Sales Breakdown

9 months ended 30 September

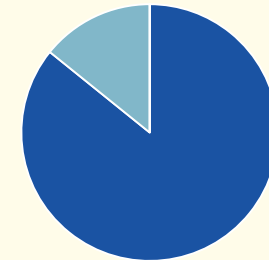
2014

By need type



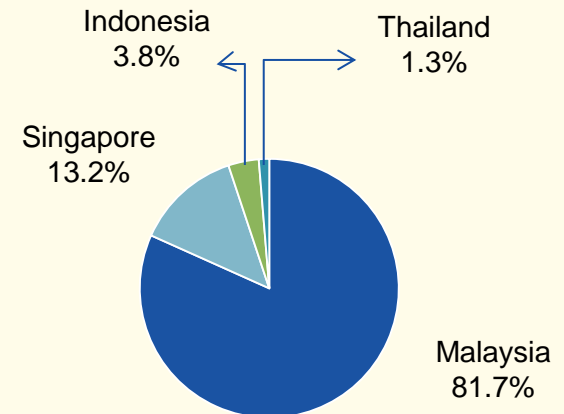
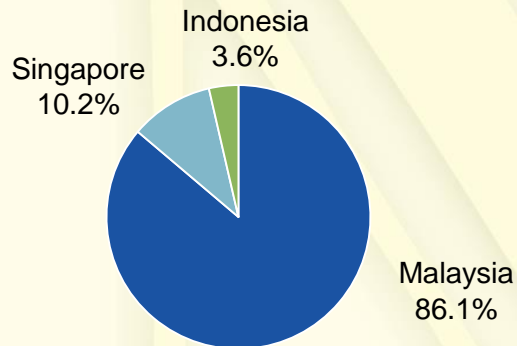
2015

As-need
14.2%



Pre-need
85.8%

By geography



- Contribution from pre-need sales to the Group's overall contract sales continued to grow, with an increase of 2.0 percentage points, from 83.8% to 85.8% YoY.
- Contribution from Singapore, Indonesia and Thailand to the Group's overall contract sales continued to grow, with an increase of 4.5 percentage points, from 13.8% to 18.3% YoY.

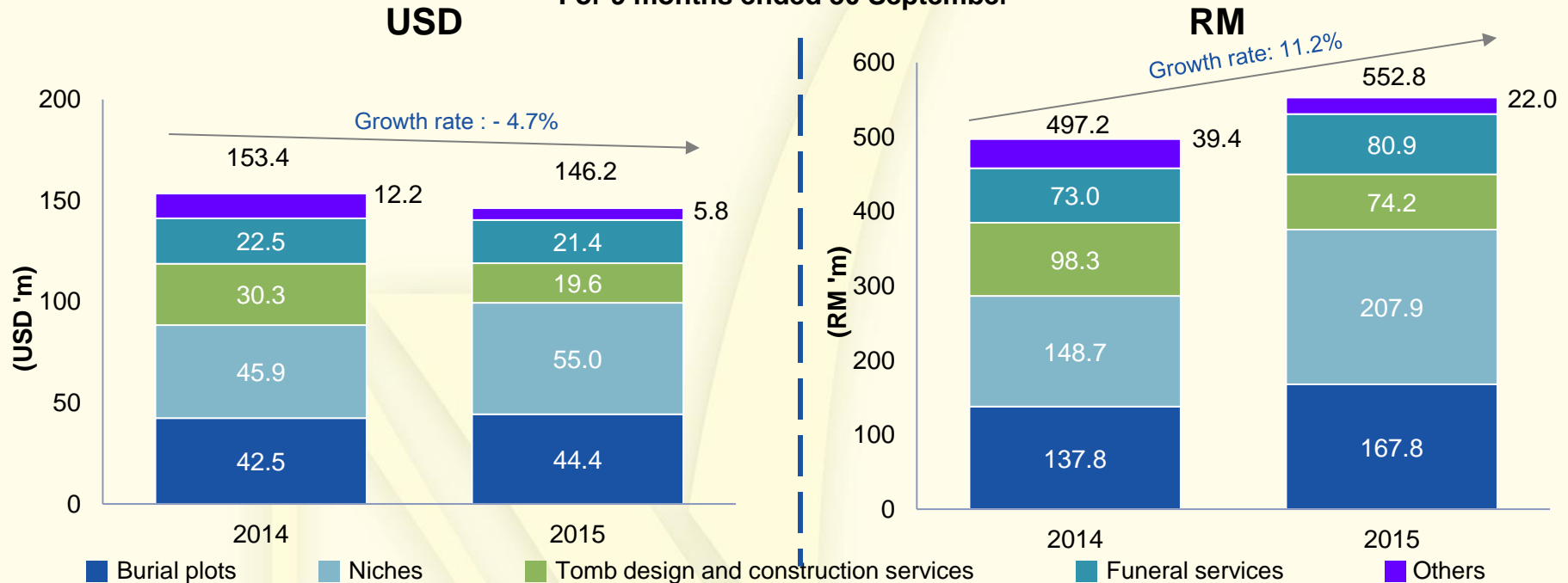
SOLID GROWTH IN CONTRACT SALES

Contract sales and revenue growth has continued to be robust

Due to the nature of our pre-need services and products, under our accounting policies, there is a time lag between the sale of pre-need burial plots, niches and funeral services and the recognition of the corresponding revenue. Due to this time lag, our contract sales will not be fully recognized as revenue in the same reporting period.

Contract sales by Business Segment

For 9 months ended 30 September



- Contract sales from burial plots increased by 4.4% in USD terms and 21.7% in RM terms YoY, primarily due to higher sales from (1) Bukit Mertajam and Kulai, in Malaysia, (2) Indonesia and (3) the newly launched Nirvana Memorial Park, in Thailand.
- Niche sales increased by 19.9% in USD terms and 39.8% in RM terms YoY, largely attributed to the sales growth from Singapore and the newly launched Nirvana Center Kuala Lumpur, in Malaysia.
- The lower contract sales for tomb design and construction services and others were primarily due to promotion activities for pre-need tomb construction which was ideal in conjunction with the auspicious Chinese Lunar Year in 2014.
- Contract sales from funeral services decreased by 5.0% in USD terms due to the strengthening of USD against RM, but increased by 10.8% in RM terms YoY mainly due to higher pre-need funeral services sales.

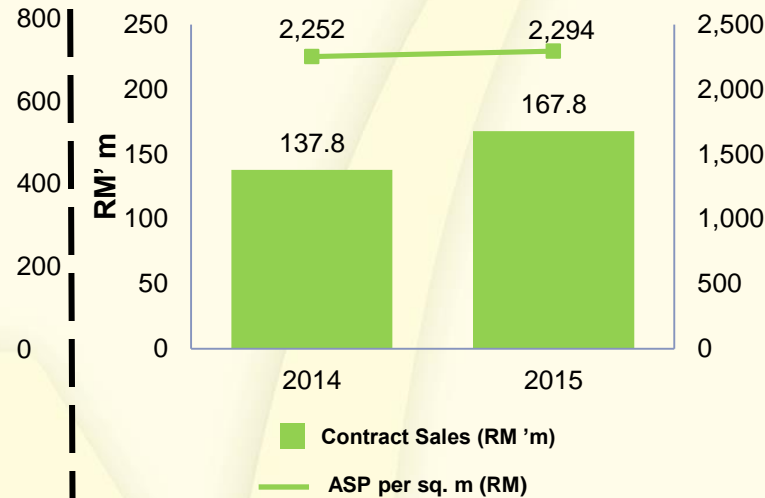
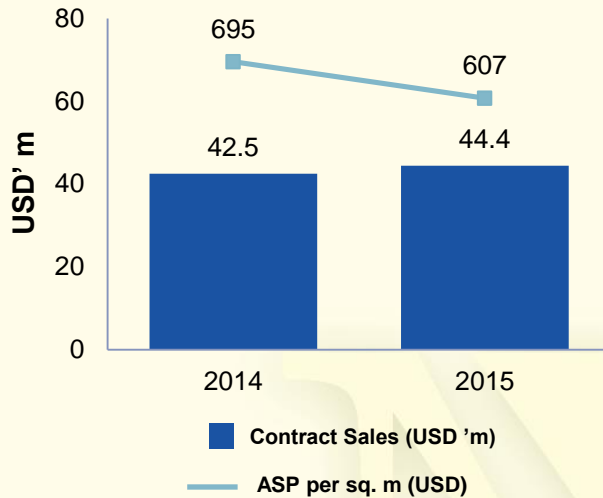
BURIAL PLOTS

- Offer single, double, family-sized and garden lot burial plots in our cemeteries

9 months ended 30 September

USD

RM



Sq.m. sold	2014	2015
Sq.m. sold	61,156	73,133

Sq.m. sold	2014	2015
Sq.m. sold	61,156	73,133

➤ In RM terms:

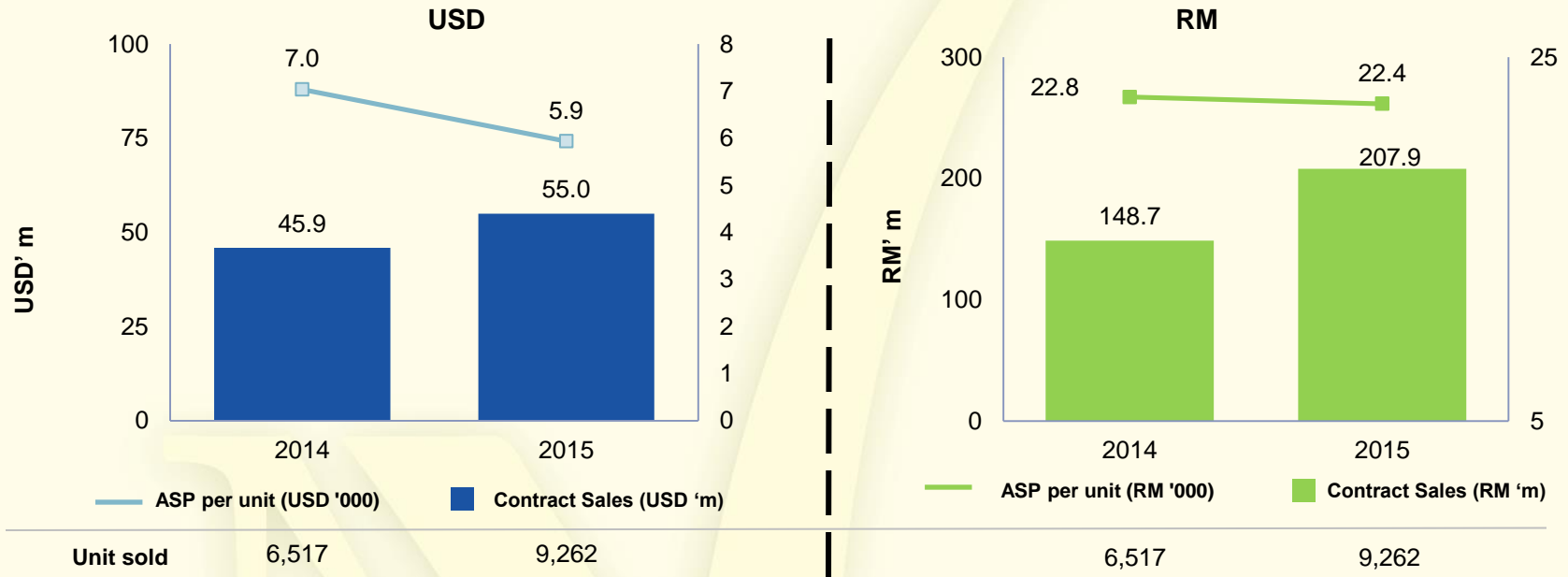
- Average sales price (“**ASP**”) per square meter (“**sq.m**”) for burial plots increased by 1.9% YoY largely due to an increase in sales prices from Semenyih, in Malaysia and Indonesia but partly offset by lower ASP from Thailand during the initial product launch before the site is ready for interment.
- Excluding Thailand, ASP per sq. m for burial plots increased by 7.9% YoY.

- Lower ASP in USD terms for all business segments YoY was primarily due to the strengthening of USD against RM.



NICHES

9 months ended 30 September



The Group sold 9,262 units of niches for 9M 2015 representing an increase of 42.1% YoY.

Marginal reduction in ASP for niches by 1.6% YoY in RM terms primarily due to the more competitively priced Nirvana Center Kuala Lumpur during its initial products launch, as the columbarium is still under construction.

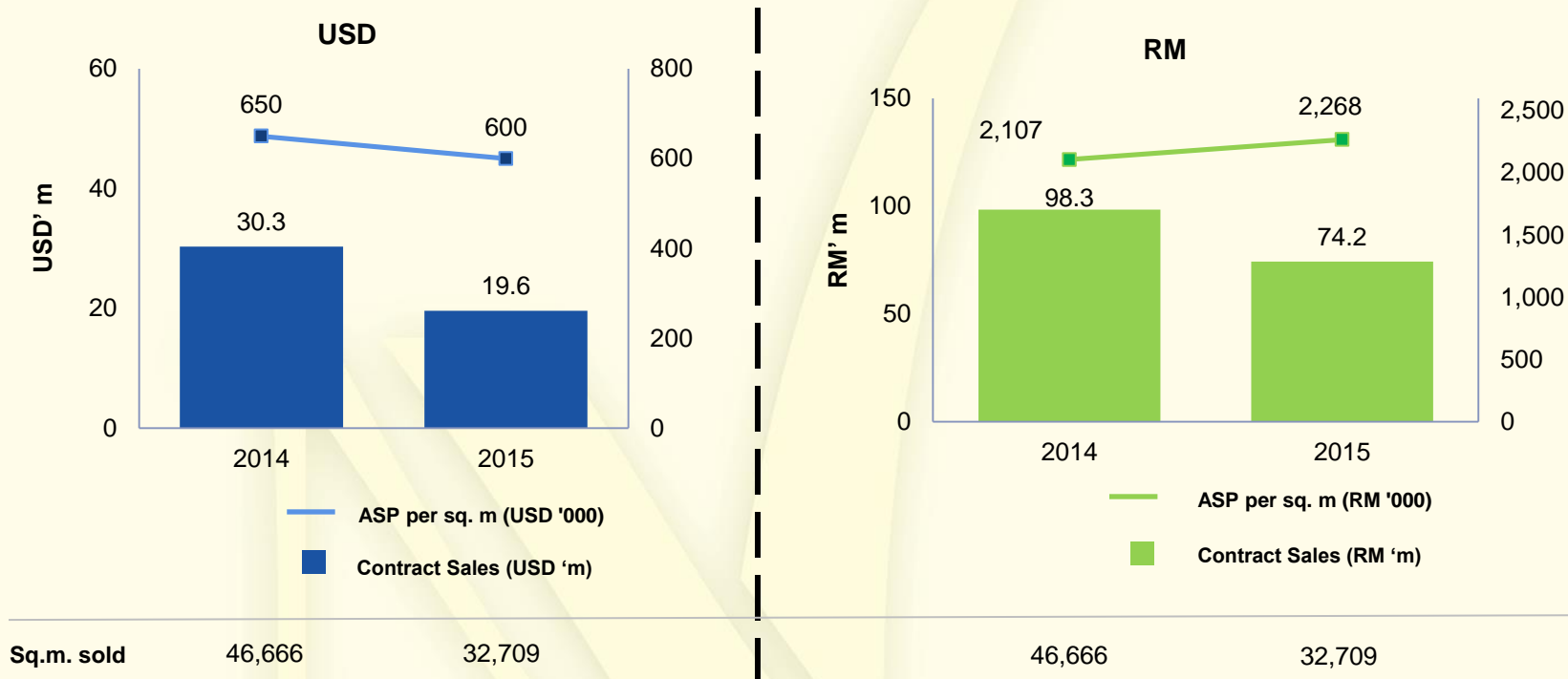


Offer single, double and family-sized niches

TOMB DESIGN & CONSTRUCTION SERVICES

Offer standard and personalized tomb design and construction packages

9 months ended 30 September



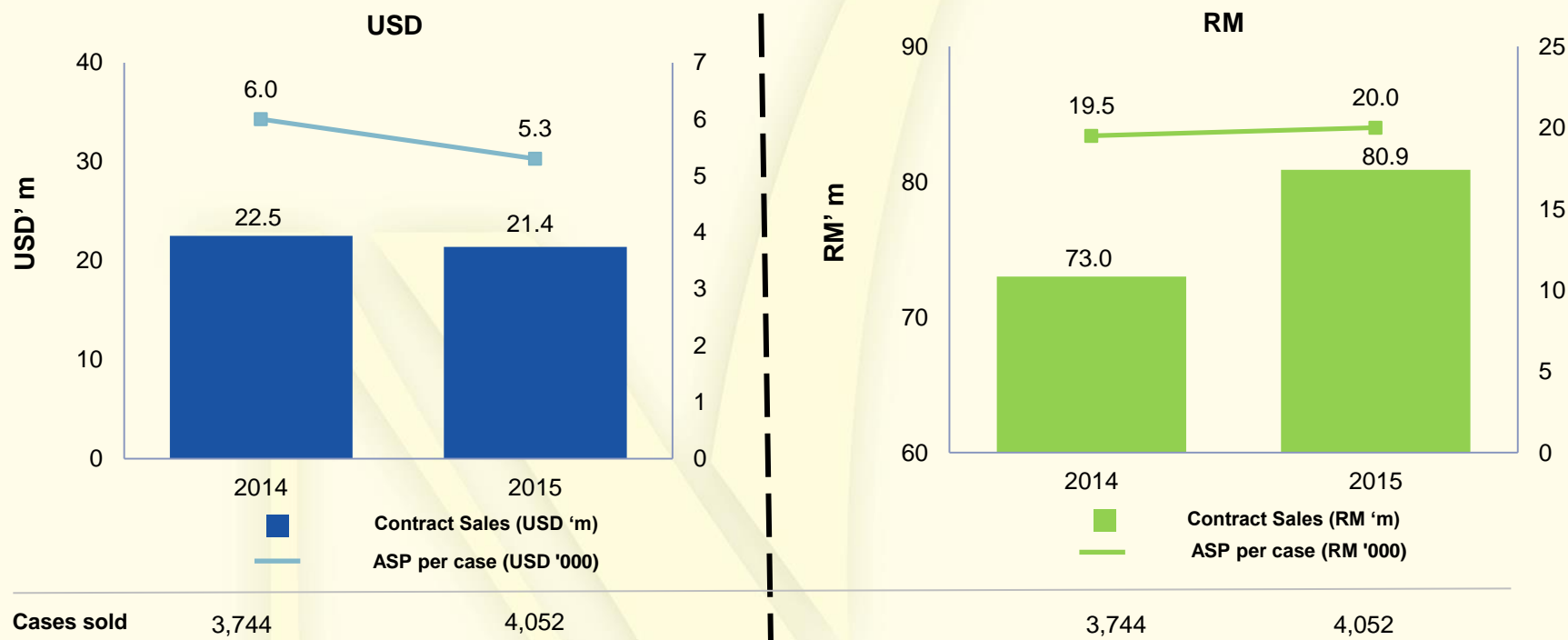
ASP per sq.m for tomb increased by 7.6% YoY in RM terms primarily due to higher sales prices from Semenyih, in Malaysia.

FUNERAL SERVICES

We provide integrated premium funeral services that include funeral consultation and planning, transportation, embalming, cosmetology and preparation for viewing, cremation and funeral ceremonies

Contract sales and ASP per funeral services

9 months ended 30 September



- The Group sold 4,052 funeral services packages for 9M 2015, an increase of 8.2% YoY.
- In RM terms, ASP remained relatively stable with slight growth of 2.4% YoY primarily due to higher ASP for pre-need funeral services.