

2016 3-MONTH  
CONTRACT SALES  
PRESENTATION

富貴生命國際有限公司  
**NIRVANA asia** LTD



May 2016

# DISCLAIMER

These materials may contain projections and forward-looking statements that reflect the Company's current views 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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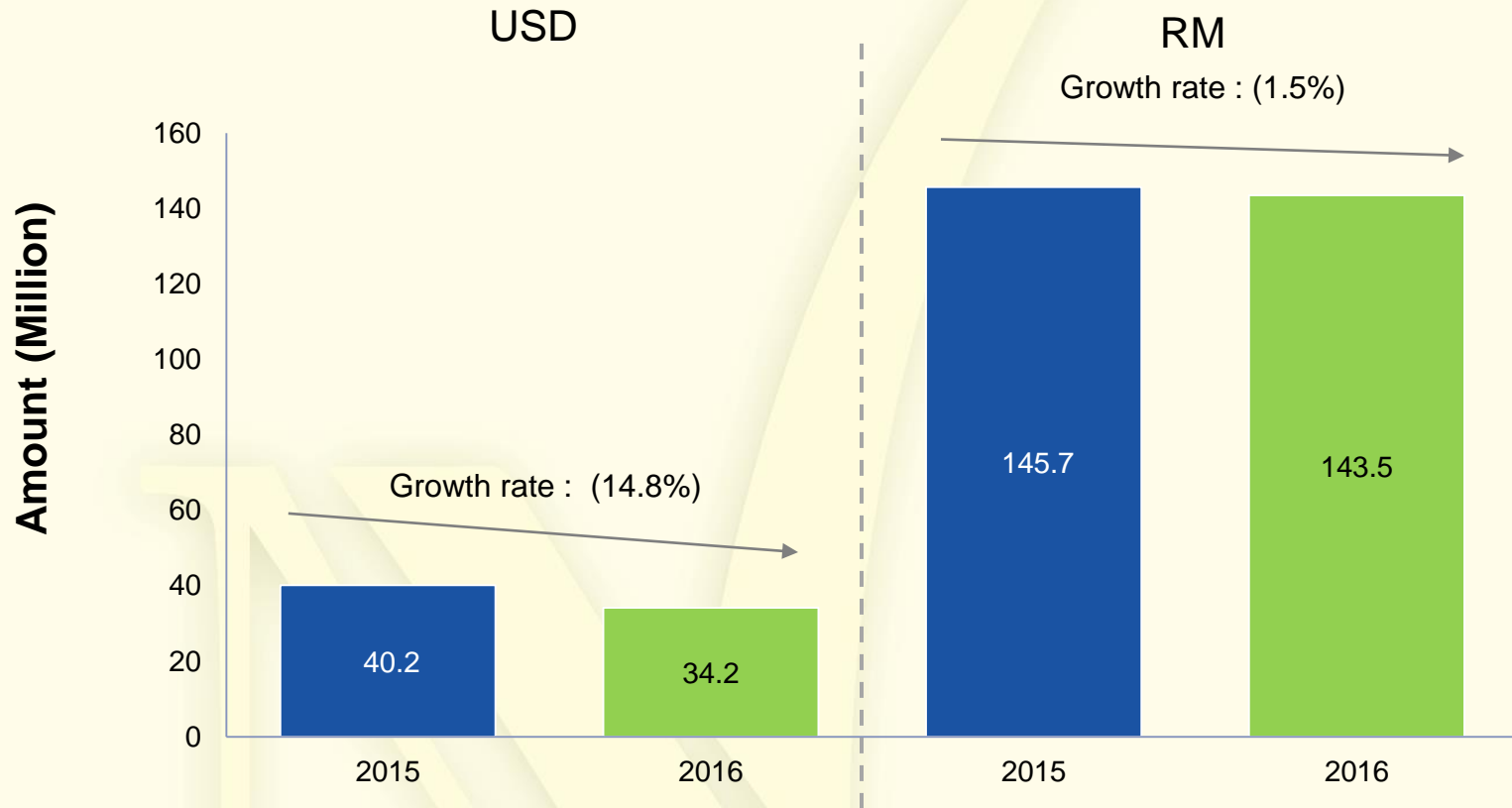
# CONTRACT SALES PERFORMANCE HIGHLIGHT

3 months ended March 31	USD Million			RM Million		
	2015	2016	Change (%)	2015	2016	Change (%)
Contract sales	40.2	34.2	(14.8)	145.7	143.5	(1.5)

The above amounts denominated in RM have been translated into USD at the exchange rates of 4.1906 and 3.6224 for 3 months ended 31 March 2016 (“**1Q16**”) and 3 months ended 2015 (“**1Q15**”) respectively.

The percentage (%) figures stated in this presentation slides are consistent with our announcement to The Stock Exchange of Hong Kong Limited on May 26, 2016.

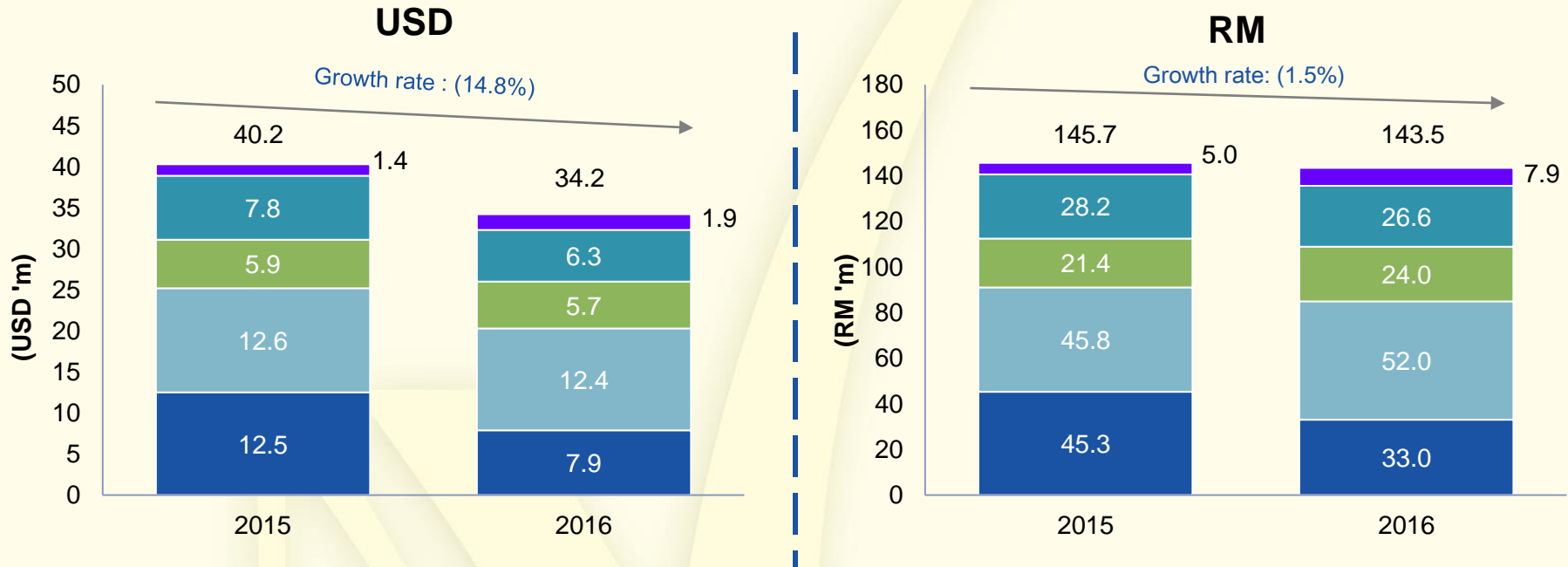
# CONTRACT SALES FOR 3 MONTHS ENDED MARCH 31



- The Group's contract sales decreased by 14.8% quarter-over-quarter (“QoQ”) in USD terms but remained relatively stable in RM terms with a marginal reduction of 1.5% to RM143.5 million.
- The decrease was primarily due to lower sales from burial plots and funeral services.
- Lagging in USD terms due to the strengthening of USD against RM.

# CONTRACT SALES BY BUSINESS SEGMENT

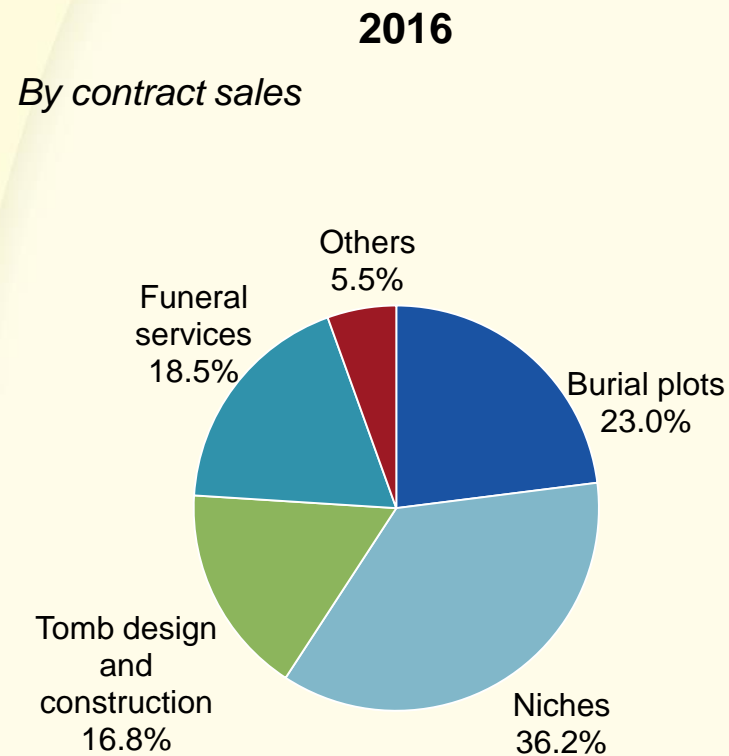
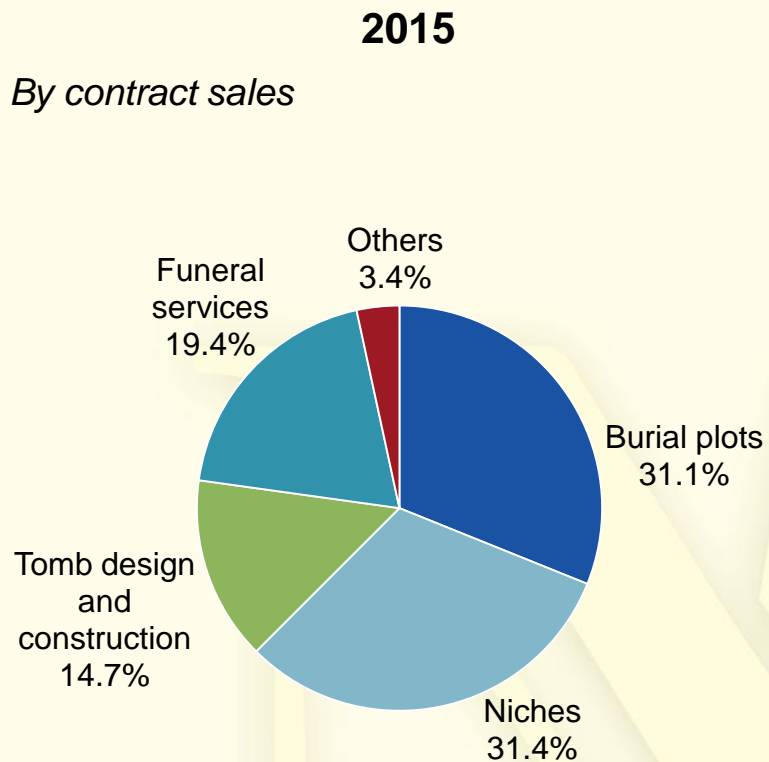
For 3 months ended March 31



- Contract sales from burial plots decreased 36.9% in USD terms, and 27.0% in RM terms QoQ primarily due to lower sales from Semenyih and Bukit Mertajam, in Malaysia, and Indonesia.
- Niche sales increased by 13.4% in RM terms QoQ, primarily attributed to sales growth from Singapore, and Nirvana Center Kuala Lumpur and Penang Island in Malaysia. Lower sales in USD terms was primarily due to the strengthening of USD against RM.
- Increase in contract sales from tomb design and construction and others in RM terms was primarily due to higher sales from Semenyih, Malaysia.
- Contract sales from funeral services decreased 5.8% in RM terms mainly due to lower sales from pre-need funeral services.

# BUSINESS SEGMENT

3 months ended March 31

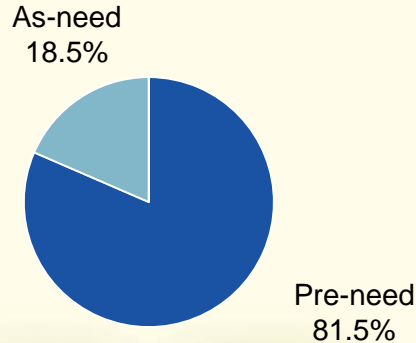


# CONTRACT SALES BREAKDOWN

3 months ended March 31

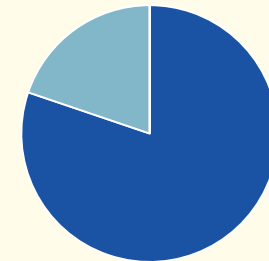
2015

*By need type*



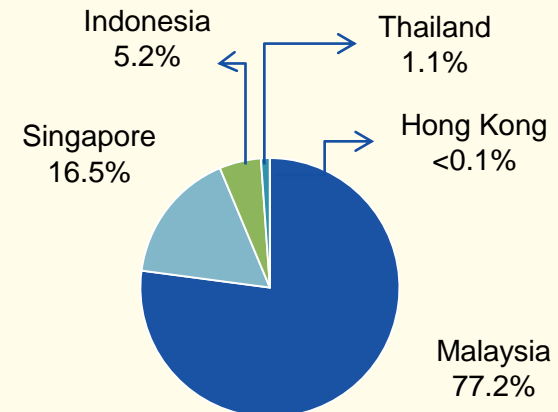
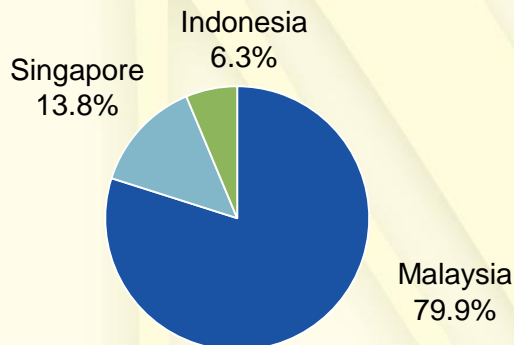
2016

As-need  
19.8%



Pre-need  
80.2%

*By geography*



- The proportion of as-need and pre-need sales contribution remains relatively stable QoQ. The decrease in pre-need contract sales in RM terms was primarily due to lower contract sales for pre-need burial plot from Semenyih, Malaysia.
- Ex-Malaysia sales contribution increased by 2.7 percentage points QoQ to 22.8% in 1Q16. Singapore contributed the highest contract sales growth of 17.8% in RM terms QoQ, while Thailand recorded contract sales of RM1.5 million in 1Q16 following its sales launch in May 2015.

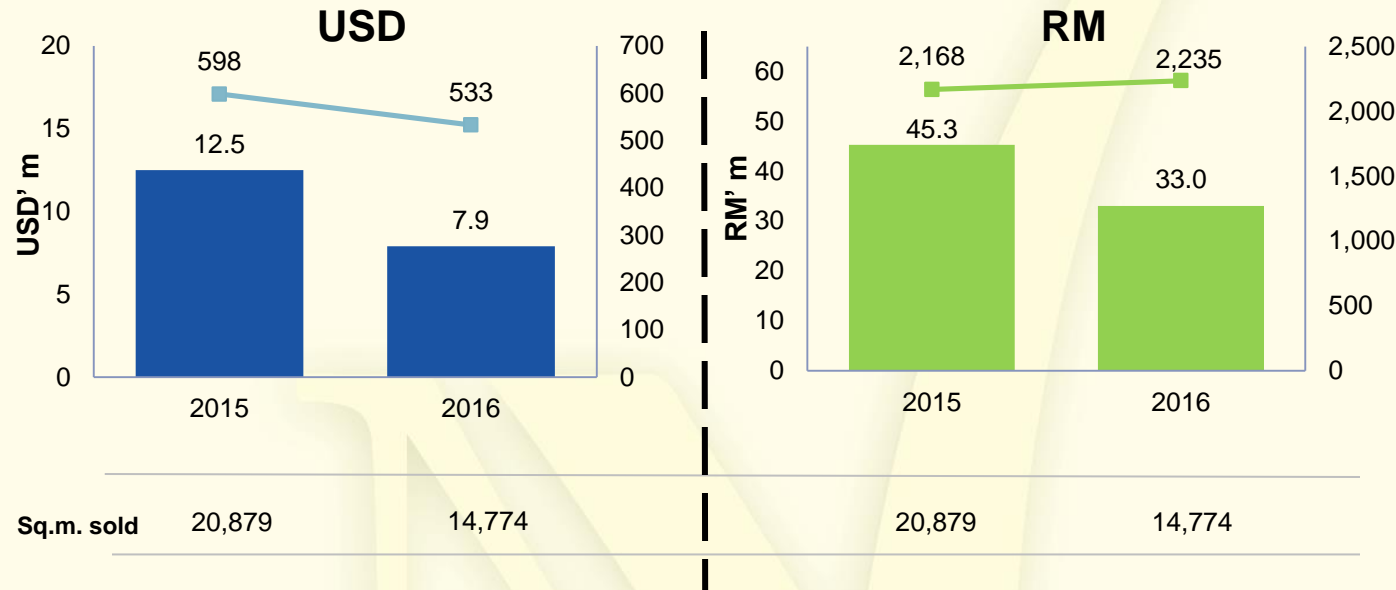


# BURIAL SERVICES

## Burial plots

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

3 months ended March 31



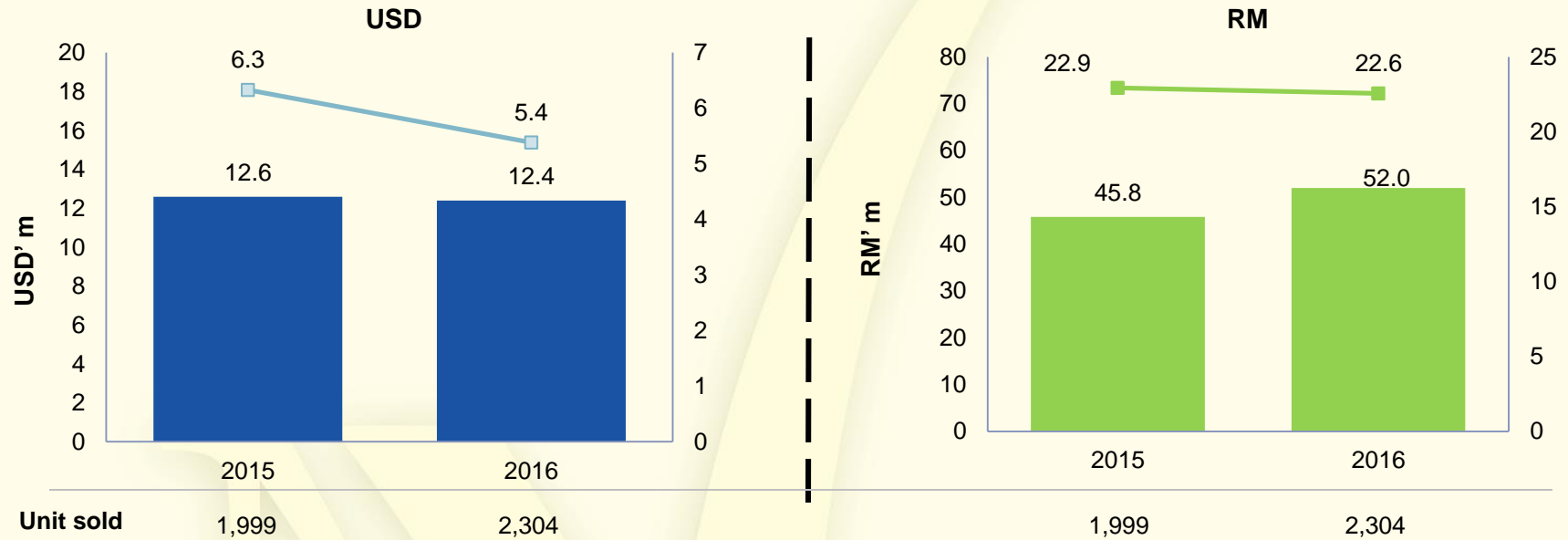
- The higher average sales prices (“ASP”) for burial plots in RM terms was primarily due to the increase in sales prices for Semenyih, Malaysia.
- Excluding Thailand, ASP per square meter for burial plots increased by 8.6% in RM terms QoQ.
- Lower ASP in USD terms was due to the strengthening of USD against RM.



# BURIAL SERVICES

## Niches

3 months ended March 31



- ASP for niches remained relatively stable with a slight reduction of 1.6% QoQ in RM terms, mainly due to the more competitively priced niches launched in Penang Island, Malaysia.
- Lower ASP in USD terms was due to the strengthening of USD against RM.

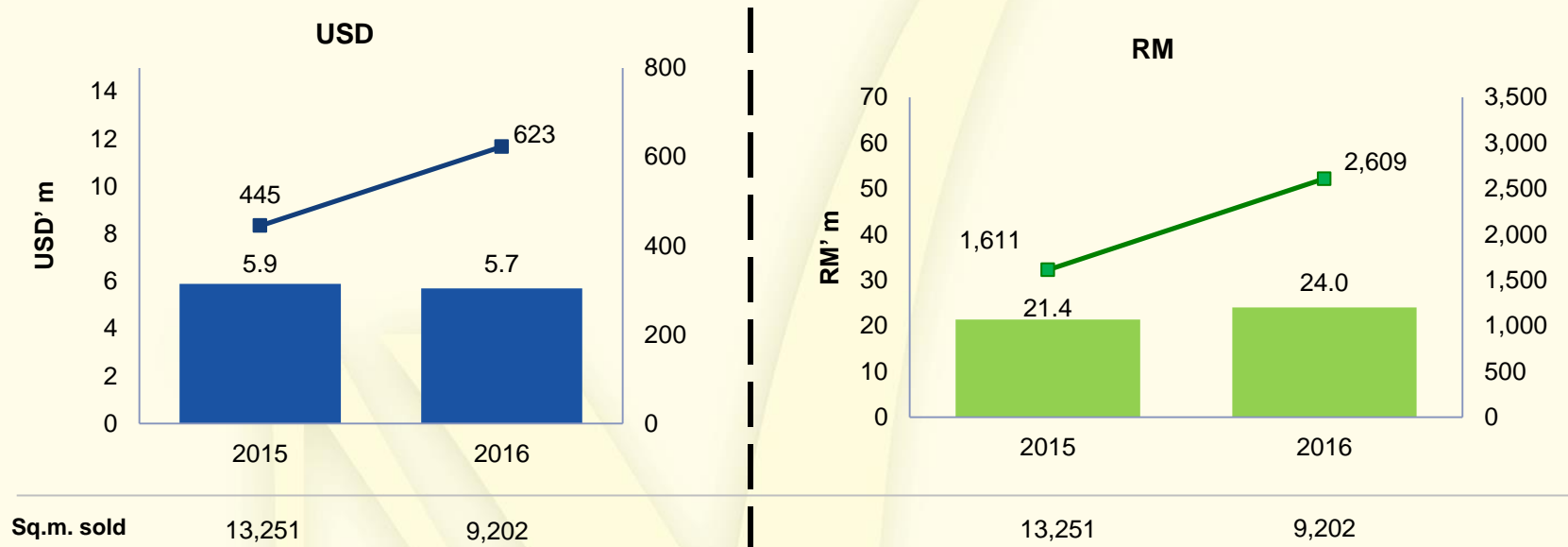


# BURIAL SERVICES

## Tomb design and construction services

Offer standard and personalized tomb design and construction packages

3 months ended March 31

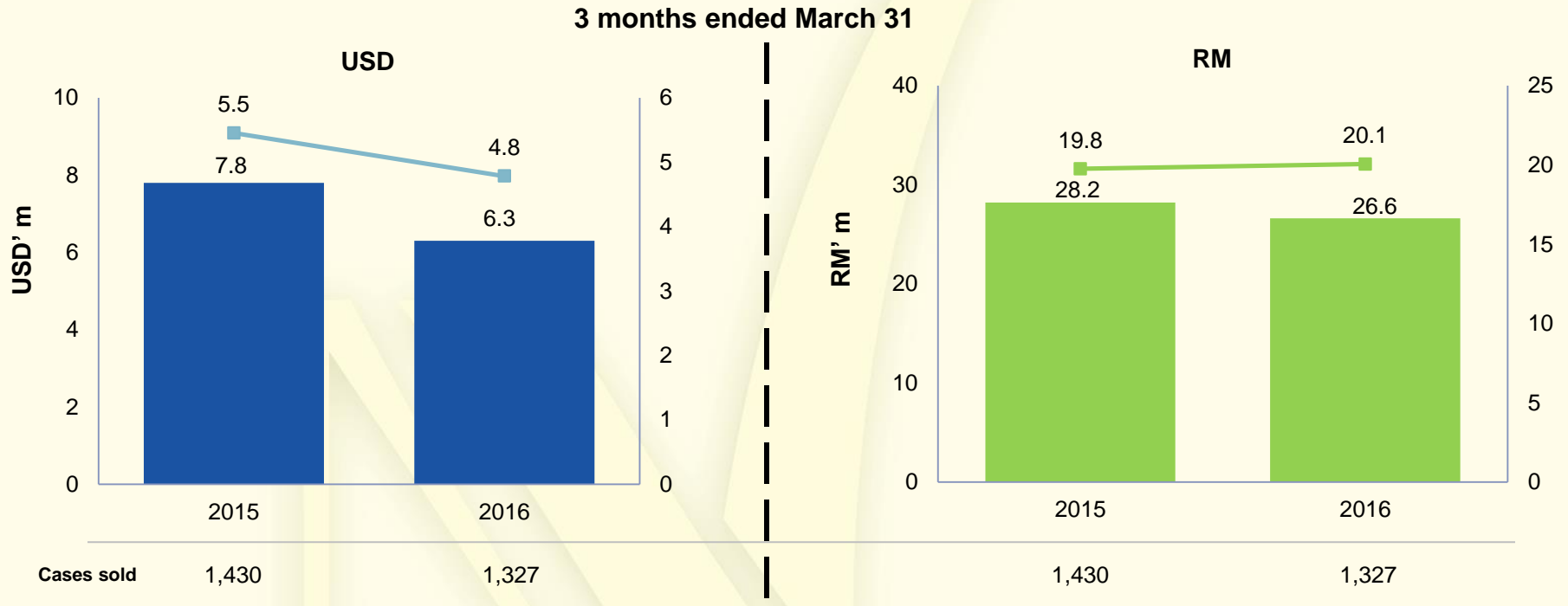


- ASP for tomb design and construction increased by 61.9% QoQ in RM terms, primarily due to the increase in sales prices for Semenyih, Malaysia and Jakarta, Indonesia.
- Lower ASP in USD terms was due to the strengthening of USD against RM.

# 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



- ASP for funeral services remained relatively stable with a slight increase of 1.5% in RM terms, predominantly due to higher sales price for pre-need funeral services sold.
- Lower ASP in USD terms was due to the strengthening of USD against RM.