
GETLINKS

Connecting Biz+Talents between GBA and SEA

HKSIA Workshop (August 2023)

A 'Financial Solutions' Company for Asia's largest Digital Talents Network,
empowering Digital and ESG transformation globally

[GetLinks.com](https://getlinks.com)
[GetLinks.io](https://getlinks.io)

Group CEO - Keenan Kwok (Keenan@getlinks.com)

What is GetLinks

- Keenan - (CEO Cofounder) Hong Kong national in SEA for 2 decades.
- GetLinks - a talents platform helping businesses growth in SEA (DT and ESG-T)
- The Journey to get to where we at:
 - Digital Talents for Startups
 - Digital Talents for Corporates/Governments
 - Helping Corporates/Governments for faster DT/ESG-T
- We need more solutions (Enterprise SAAS, talents, expertise, etc)
- People + Technology

What is ASEAN

- Southeast Asia / India / Australia
- Thailand, Vietnam, Indonesia, Philippines, Malaysia, SG, Cambo, Myanmar
- Economies:
 - Traditional
 - New Economies
 - Trade war to Internal Politics
 - Startups and ESG ramp up
- Others: Tax, Clusters, licenses, etc.

ASEAN and YOU

- **“Selling into” OR “Cheaper Cost of Production”**
- Is your product and services ready?
- How:
 - Roadshow
 - Speak to upstream/downstream
 - Find partners
 - First contract
 - Formulate strategy and milestones
 - Divide up roles
- Your first step or iteration to existing SEA roadmap.
- Avoiding Pitfalls

Thailand

- **Traditional:**
 - Manufacturing
 - Trade
 - Agriculture
 - Financial and Professional Services
 - Tourism Medical
 - Startups, Web3, ESG
- New Government
- New Clusters:
 - EV and Battery
 - Web3 and Fintech
 - Medical Tourism

Financial Solutions OS for Talents

World's First Web3.0 blockchained "Digital Public Profile" with eKYC'd Digital Wallet



Maria dela Cruz
Graphic Designer & Digital Marketing Expert
Manila, Philippines



Website Banner Design



Amazon Product Listing Design

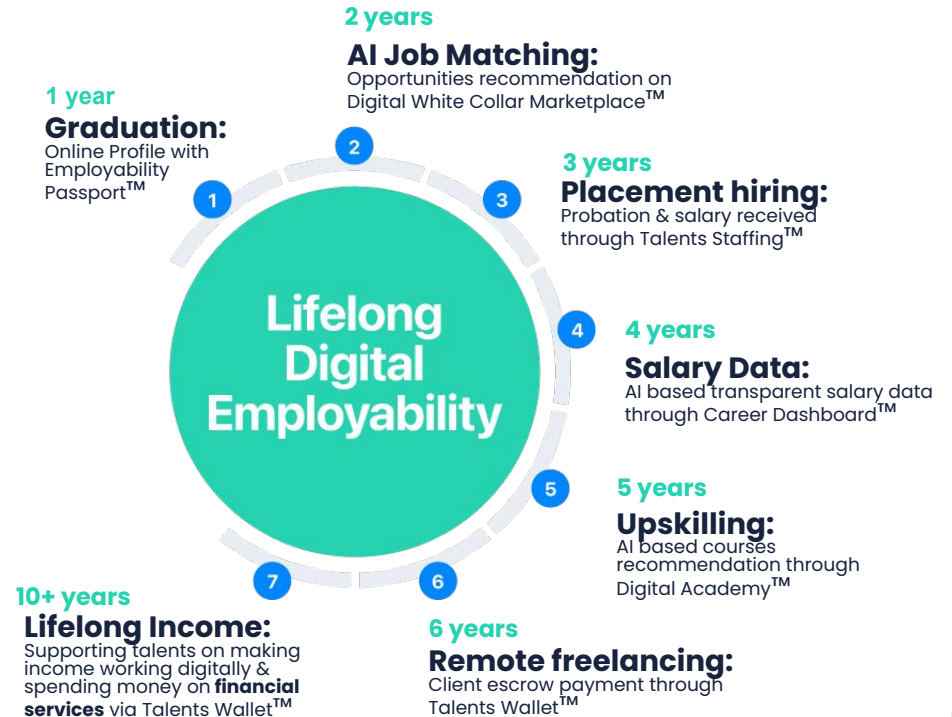


Social Media Campaigns

\$626,080 12 years income GMV created

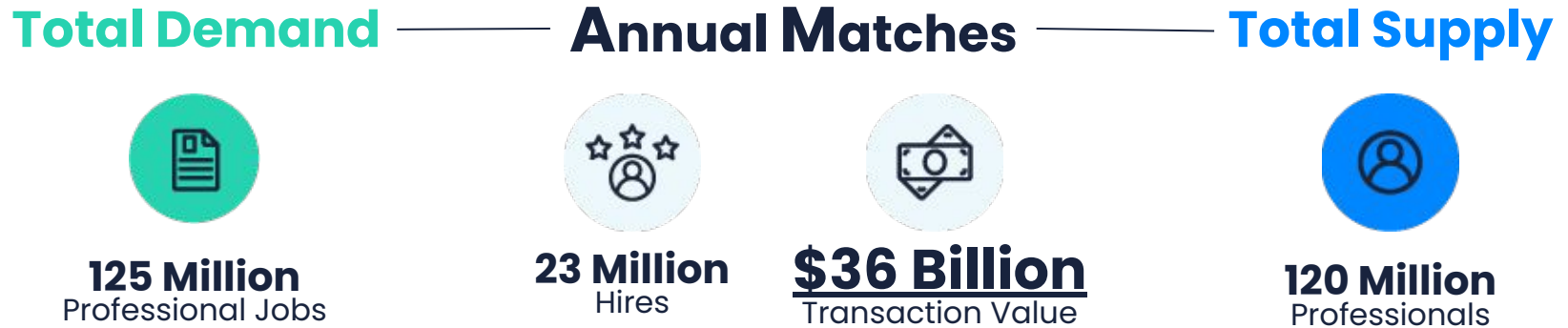
\$75,350 12 years User Net LTV

37 Jobs Matched over 10y.



Southeast Asia Job Market is Massive

We are in 4 of the largest SEA markets, and inbound East Asia (GBA, Japan and Korea)**



** Inbound markets investors/partners: GBA - Alibaba, New World Group, Cyberport, HengQin Chinese Gov; Japan - CyberAgent, MyNavi; and Korea - Hyundai.

Southeast Asia is too Underserved

A Multi-billion human capital company will emerge from Southeast Asia

EUROPE

Realized Market Cap:
USD 91 Billion



CHINA

Realized Market Cap:
USD 21 Billion



UNITED STATES

Realized Market Cap:
USD 61 Billion



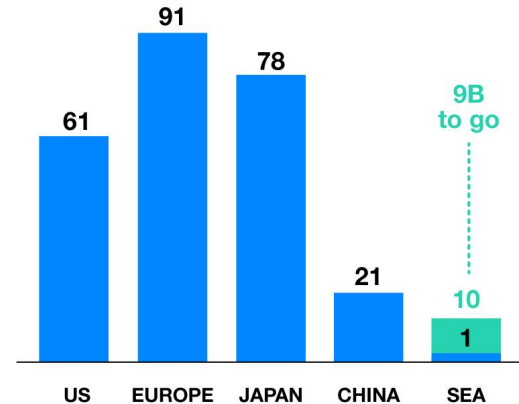
JAPAN

Realized Market Cap:
USD 78 Billion



USD 10B Opportunity in SEA

Realized Market Cap



SOUTHEAST ASIA

Realized Market Cap:
USD 1 Billion

JobStreet.com®
Asia's Best Talent Sourcing Partner

HRnetGroup

FREELANCER MARKET
Realized Market Cap:
USD 15 Billion

BPO MARKET
Realized Market Cap:
USD 30 Billion

Southeast Asia

- 10% of the world's population
- Less than 1% of the world's realized ~\$252 billion HR market cap

AI + Web 3.0 is the future of employability



\$ 45b (Listed) \$ 6b (Listed) \$ 1b (2017)

- Talents from Job board talents are low quality
- 70% of fresh grads or “jobs Jumpers”

\$ 10b \$ 11b \$ 5b

\$ 26b (2016) \$ 3b sales

- 74% of LinkedIn DAU are Recruiters.
- AVG InMail answer time on LinkedIn is 14 days.

ASIA USA CHINA

- Use AI to replace screening matching recruiting work.
- Bring flexibility, transparency and real time.
- Web3.0 in digital profiling

WHY US?

Gartner states 48% of employees will do some remote and freelance work versus 20% before the pandemic.

GetLinks is a Financial Solutions Platform

Helping Talents to EARN MORE AND SPEND WISER

WHY NOW?

- **Digital and ESG Transformation** of every existing economy businesses is inevitable and highly accelerated.
- **New Economy**: Healthcare, Ecommerce, Automation, Logistics, Blockchain, Cyber-security and Metaverse will all 100X in Southeast Asia in next 3-5 years.
- **Businesses and Talents** are quick to optimise the mode of work to increase productivity, remuneration in order to survive and beat inflation.
- **Earning opportunities** are shifting to Metaverse, and GetLinks is first to bring our talents to 'Play and Earn' there.

Building with Top Industry & Financial Backers



SEEK
Ronnie Fink
MD Corp Dev



New World Group
Adrian Cheng
CEO & Exec-Vice Chair



Alibaba
Cindy Chow
Executive Director



Cyberport
HK Gov
Johnny Chan



Da HengQin
China Gov
David Liu



InnoSpace
Thai Gov
Tortrakul W.



CyberAgent
VC
Nobuaki K.



AERA
VC
Derek Handley



SCG
Add Ventures
Dusit Chairat



Thank you