

# Electrifying Southeast Asia's Future

Mall-Based EV Ecosystem | Green Mobility | Impact Investment



# Executive Summary



## Vision

300 malls across 11 ASEAN countries by 2028, establishing the region's leading mall-based EV ecosystem



## Current Stage

5 Jakarta malls secured with SGD 1.25M pilot funding to validate our proven model



## Assets Per Mall

15 EV cars, 45 electric bikes, and 6 charging stations creating a comprehensive mobility hub



## Target Returns

13 - 15% IRR with DSCR  $\geq 1.25\times$ , backed by collateralised assets and proven demand

Our mission is to decarbonise urban mobility whilst simultaneously reviving mall economies across Southeast Asia. By leveraging existing infrastructure, we minimise capital expenditure whilst maximising impact and returns.

# The ASEAN EV Opportunity

## Market Size & Growth Trajectory

Southeast Asia represents one of the world's fastest-growing electric vehicle markets, driven by government incentives, environmental concerns, and rapidly improving infrastructure.

# \$250B

### EV Ecosystem Value

Projected market size by 2030 across ASEAN region

# \$320B

### Renewables Investment

Supporting infrastructure and clean energy transition

# \$10B

### Carbon Credits

Additional revenue opportunity from sustainability initiatives



Sources: Asian Development Bank, McKinsey & Company, Bain & Company

# Why Green Gold Asia Wins

## Multi-Product Ecosystem

Our comprehensive offering spans four verticals: EV Bikes (EVB), EV Charging (EVC), EV Parts & Services (EVP), and EV Vans (EVV). This diversification reduces risk whilst capturing multiple revenue streams within the urban mobility sector.

## Capital-Efficient Model

By partnering with existing malls, we eliminate the need for costly standalone facilities. Our showrooms leverage high-footfall retail spaces, dramatically reducing both initial investment and ongoing operational costs compared to traditional dealerships.

## Secured Supply Chain

Exclusive partnerships with leading OEMs including Sunra, Zytec, Enine, and Kinma ensure reliable inventory, competitive pricing, and priority access to new models. These relationships provide a sustainable competitive advantage.

## Digital-First Operations

Our Odoo ERP system integrated with a customer-facing mobile application enables seamless booking, payments, maintenance scheduling, and fleet management. This technology stack ensures scalability and operational excellence.

# Funding Allocation: SGD 1.25M Across 5 Malls

Strategic deployment of capital to maximise asset utilisation and market penetration in our pilot phase.



■ EV Inventory

■ Renovation

■ Operations

■ Marketing

01

## EV Inventory (65% | SGD 813K)

Procurement of 15 cars, 45 bikes, and 6 charging stations per mall, totalling 75 vehicles and 30 chargers across all locations

02

## Renovation (10% | SGD 125K)

Professional showroom fit-out including branded signage, display areas, customer service zones, and charging infrastructure installation

03

## Operations (15% | SGD 187K)

Staff recruitment and training, after-sales support infrastructure, logistics setup, and initial working capital requirements

04

## Marketing (10% | SGD 125K)

Launch campaigns, digital marketing, mall partnerships, test drive events, and brand awareness initiatives across target demographics

# Single Mall Economics

## Revenue Model Per Location

Each mall generates multiple revenue streams through vehicle sales, charging services, parts and accessories, and after-sales maintenance contracts. Our conservative projections are based on validated demand from pilot operations.



**Annual Revenue**

Per mall location



**GGA Share**

After mall partnership fees



**Payback Period**

Months to full recovery



These figures represent conservative estimates based on market research and comparable operations in similar markets. The 24 - 30 month payback period provides investors with rapid capital recovery whilst maintaining sustainable growth.





# Five-Mall Financial Snapshot

**\$1.96M    \$785K    13-15%**

**Total Annual  
Revenue**

Across all five pilot  
locations

**Gross Annual  
Profit**

40% margin after direct  
costs

**Internal Rate of  
Return**

Attractive risk-adjusted  
returns

**1.25x**

**Debt Service  
Coverage**

Strong financial resilience

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Our financial model demonstrates robust unit economics with strong margins and rapid scalability. The pilot phase will validate assumptions before aggressive expansion, whilst the DSCR of 1.25x provides comfortable debt servicing capacity and downside protection for investors.



# Scaling Plan: 2025–2028

Aggressive yet achievable growth trajectory across Southeast Asia's highest-potential markets.

**1**

## **2025: Pilot Phase**

**5 malls | SGD 1.25M**

Jakarta focus, proof of concept, operational refinement, and KPI validation

**2**

## **2026: Regional Launch**

**50 malls | SGD 30M**

Expand to Singapore, Malaysia, Thailand. Establish regional supply chain and management structure

**3**

## **2027: Market Leadership**

**150 malls | SGD 100M**

Enter Vietnam, Philippines. Build brand dominance and achieve economies of scale

**4**

## **2028: ASEAN Dominance**

**300 malls | SGD 150M**

Complete 11-country footprint. Position for Series B or strategic acquisition

This phased approach balances growth ambition with operational discipline, ensuring each wave of expansion builds upon proven success whilst maintaining quality standards and investor returns.



# Impact & ESG Alignment



## Measurable Environmental & Social Impact

Green Gold Asia delivers compelling financial returns whilst creating substantial positive externalities. Our model directly addresses climate change, economic development, and sustainable urbanisation challenges facing ASEAN nations.



### 30% CO<sub>2</sub> Reduction Target

Each EV replaces petrol-powered vehicles, cutting emissions by approximately 2.5 tonnes annually. At scale, our 300-mall network will eliminate over 110,000 tonnes of CO<sub>2</sub> per year.



### 1,000+ Green Jobs Created

Sales staff, technicians, charging operators, and support roles across ASEAN, with priority given to local hiring and skills development programmes.



### UN SDG Alignment

Directly supports SDG 7 (Clean Energy), SDG 9 (Industry & Innovation), SDG 11 (Sustainable Cities), and SDG 13 (Climate Action).

# Investment Highlights & Next Steps

**Asset-Backed Security**  
≥65% of funding deployed into tangible, collateralised EV inventory with strong residual values and liquid secondary markets

**Flexible Structure**  
Convertible option available for equity upside participation alongside debt-like downside protection

**Attractive Returns**  
13 - 15% IRR with clear 24-month exit pathway through refinancing or trade sale

## Strategic Partners

**OEM Suppliers:** Sunra, Zytec, Enine, Kinma

**Charging Infrastructure:** Bitean, Natural Smart

**Mall Networks:** Season City, Cempaka Mas, Tamini Square, Detos, Mangga Dua

## Leadership Team

**Leonard Ho** - Founder & CEO

**Vincent Petersen** - Chief Operating Officer

**Regional Leads** - Indonesia | Malaysia | Singapore



Join us to electrify Southeast Asia

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