



STRATEGY UPDATES

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International Expansion

Canada

AsiateL Outsourcing is making Canada the launchpad for its international growth. With a proposed TSXV listing and newly identified Vancouver sales office, we are well positioned to penetrate startups, SME's and Junior Companies.

Strong early traction: 4 Canadian clients onboarded in 6 months without sales push.

TSXV Listing

Platform for International Expansion

Canada Market Potential:

- 1.22M SMEs (97% of employer businesses)
- Vibrant startup ecosystem (Toronto, Vancouver, Montreal, Waterloo)
- ~3,600 junior listed companies across TSX/TSXV/CSE



Sales Office

Park Place, Burrard Street, Vancouver



Leadership

Craig Goodwin, VP North America

Sales Initiatives

- Lead gen support from Philippines team
- Direct market presence adds credibility, accelerates deal closures
- Pilot digital marketing campaign underway
- Functional expertise: Abigail Sapnu rejoined on Sept 1, 2025

International Expansion

Australia & New Zealand

Asiatel's global expansion extends beyond Canada, with a new strategic presence in Australia and New Zealand. Through partnership with Custom Outsourcing Pty Ltd, we will strengthen client confidence, expand into logistics outsourcing, and showcase our capabilities at the Australia Business Show in November 2025.

Strategic Partnership

Custom Outsourcing Pty Ltd

- Darren Smith, CEO, representing Asiatel in Australia/NZ
- Agreement signed

Market Entry Advantages

- Local presence strengthens client engagement & credibility
- Niche expertise in logistics outsourcing

Business Show 2025 (Nov, Australia)

- **Franchise of a global expo** that runs in other countries, particularly the **USA and Singapore**.
- 6,000+ entrepreneurs from startups, SMEs, and mid-sized companies
- Asiatel Booth + Speaking Slot to showcase its service offerings



Public Market 360° Overview

- **Opportunity:** Junior issuers face recurring challenges in accounting, compliance, and investor visibility.
- **Solution:** Public Markets 360° – outsourced accounting, compliance, investor relations, and allied services.
- **Differentiator:** 50%+ cost savings via Philippines delivery model.
- Canada Office being established in Vancouver (Craig Goodwin, VP North America).
- **Sales push:** lead generation + digital campaigns targeting junior issuers.
- **Potential Partnerships:**
 - Capiche
 - Fractional CFOs such as John de Costa & Eason Cheng
 - Business as a Force for Good (BAAFFG)
- **Going Forward:** Parlee McLaws can be a potential partner for Legal Solutions



Strategy Update

Artificial Intelligence

Asiatel Outsourcing is driving AI adoption in the BPO industry through strategic alliances, new revenue streams, and continuous exploration of emerging technologies to stay future-ready.



fileAI Partnership (July 2025)

3 agreements to be signed next week:

- Strategic Alliance – Co-branded BPO sales in PH
- Reseller Agreement – Global market
- Referral Agreement – Select opportunities



Revenue Opportunities

Two-fold growth approach:

- a. Offer existing fileAI use cases
(Insurance Claims, KYC, Payment Reconciliations)
- b. Build AI products tailored for BPO operations →
Resell to smaller BPOs globally



AI Penetration and Future Alliances

- Ongoing market scan for AI partners
- Antler VC introduced 3 potential partners:
 - Cavos – cavos.io
 - Origa – origa.io
 - Persona Studios – personastudios.ai

First meetings underway with Fintech & Insurance sectors



I dread success. To have succeeded is to have finished one's business on earth, like the male spider, who is killed by the female the moment he has succeeded in his courtship. I like a state of continual becoming, with a goal in front and not behind



George Bernard Shaw