Empowering Digitization For Businesses
We help brands reach their prospects at the right time through **Programmatic Advertising Solutions**.
Started Vertoz journey as an ad-network with Mumbai (India) and San Francisco (USA) office.

10 Employees

2012

Did first international exhibition – ad:tech NY

2013

Started developing media monetization platform

30 Employees

2014

Started office in London.

2015

Started office in New York, USA

Launched media buying platform – Ingenious Plex

Team expansion in USA

2016

Vertoz Listed at NSE

Launched media monetization platform to IncrementX

2017

Launched pDOOH as an advertising channel.

2018

Vertoz moved to main board at NSE India

2019

2020

Launched PubNX, Adzurite, Admozart, Kraft
The most effective advertising is targeted.
Consistently Growing And Delivering Substantial Profitability

Revenue (INR MN)
- 2016 - 17: 203.03
- 2017 - 18: 368.39
- 2018 - 19: 462.32
- 2019 - 20: 422.86
- 2020 - 21: 590.38

Operating Expenses (INR MN)
- 2016 - 17: 152.3
- 2017 - 18: 288.61
- 2018 - 19: 358.37
- 2019 - 20: 338.81
- 2020 - 21: 447.08

PAT (INR MN)
- 2016 - 17: 30.59
- 2017 - 18: 57.37
- 2018 - 19: 73.38
- 2019 - 20: 40.5
- 2020 - 21: 81.84

- 2012 Founded
- 2021 Revenue: 590.38 (Mn)
- 2021 Gross Spend: 447.09 (Mn)
- 2021 EBITDA: 143.29 (Mn)
- 2021 Net Income: 81.84 (Mn)
Investor Presentation, May 2021

We offer Media Buying Platform For Reaching Prospects Digitally

Programmatic Advertising
Programmatic Advertising is the algorithmic purchase and sale of advertising space in real time.

Inventory Representation
Reaching genuine prospects was never easier! With our high-quality inventories, advertisers can directly connect with millions of potential customers.

1. Branding Solutions
74.92% of Revenue for FY 20-21

Campaign Management
Act on the insights collected from your data over time. Use it to increase performance, delivering highly personalized ads at all stages of the customer journey.

2. Performance Solutions
23.58% Of Revenue for FY 20-21

Performance Advertising
Our premium network of publishers & affiliates connect advertisers to a global pool of audience to fulfill advertisers’ performance goals. Our aim is to help brands achieve the desired ROI.

3. Enterprise Solutions

1.50% Of Revenue for FY 20-21

Digital Transformation Services
360° digital agency equipped with various tools and technologies to help businesses scale up their digital marketing efforts.
**Branding Solutions**

**Vertoz Offerings**
- Programmatic Advertising
- Inventory Representation
- Campaign Management

**Our Transparent and Brand Safe Advertising Solutions**
- Advanced DMP for Precise Audience Targeting
- AI & ML Fueled
- Brand Safe
- Fraud Prevention Mechanism

**References**: eMarketer, Statista
Programmatic Advertising Makes Media Buying Much More Efficient

**Demand Side Platform**
- Automated Form Of Buying Digital Ad Space
- Bidding Is Done In Real-time (RTB)
- Minimum Human Intervention
- Highly Accurate Targeting

**Supply Side Platform**
- Maximum eCPMs With Vertoz’s Yield Optimizer
- Header Bidding And Private Marketplace (PMP) Deals For Publisher, Helping Them Earn Better Revenue
- Better Fill Rates And Brand Safe Ads

**Vertoz Programmatic Advertising**
- AI & ML Fueled
- Premium Ad Space
- Brand Safe & Fraud Safe
- Dedicated Account Managers
- Vertoz provides programmatic solutions to both the sides, demand and supply.
- Advanced Data Management Platform for accurate audience profiling and targeting

**Our Supply Partners**
- Google
- KarOS
- Synacor
- Mobfox
- RhythmOne
- Smaato

**Our Demand Partners**
- BID Switch
- Admixer
- Gotham
Through Programmatic Advertising We Align Agencies And Their Brands
A Perfect Advertising Campaign Starts With Personalization

Inventory Representation

Vertoz helps advertisers to precisely target and optimize biddable media campaigns to earn better ROI.

Advertisers can reach the target audience and promote their brand using Google Ads, Facebook, Instagram, Twitter, LinkedIn, etc.

Types of Ad Campaigns

- Search Ads
- Product Ads - ecommerce
- Video Ads / YouTube Ads
- Display Ads
- Native Ads
- Retargeting & Dynamic Retargeting

Client

Vertoz helps advertisers to precisely target and optimize biddable media campaigns to earn better ROI.

Advertisers can reach the target audience and promote their brand using Google Ads, Facebook, Instagram, Twitter, LinkedIn, etc.

Swiggy is India’s leading food tech platform having a Presence in 500+ cities pan India with 40 MM orders / month pan India Double digit month of month growth

Looking to target the foodie community? We bring you access to one of the largest food communities across the world. Target according to their liking, location and many other factors.

The commute can be a great time to talk to your customers. Vertoz brings you the perfect place to reach more than 150 million such customers in 120+ cities during their daily commute.

Inventory Representation

zomato

Swiggy is India’s leading food tech platform having a Presence in 500+ cities pan India with 40 MM orders / month pan India Double digit month of month growth

Vertoz helps advertisers to precisely target and optimize biddable media campaigns to earn better ROI.

Advertisers can reach the target audience and promote their brand using Google Ads, Facebook, Instagram, Twitter, LinkedIn, etc.
Performance Solutions

- ROI based revenue model
- Precision targeting of consumers by the brands and of customers by the corporates
- Dedicated RMs are allotted to each customer
- ROI goals are set for RMs. This drives more digital advertising which is a revenue spinner for the company
- Marketing budgets are moving towards performance marketing converting from traditional marketing budgets like print, TV and outdoor
- Ensures highly convertible leads for corporates to target along with high conversion rates

INTEGRATED WITH
- TUNE
- AFFISE
- AppsFlyer
- Apsalar
- adjust
- KOCHAVA

VERTOZ POWERS THE WORLD'S FASTEST GROWING BRANDS
- Amazon
- QATAR Airways
- HDB Financial
- BEHRouz
- Colors
- InterBets
- Exide Life Insurance
- Goody
- Cadbury
- NewsmaxTV
- Hyatt Regency
- Mahindra
- Muthoot Finance
- AMFI
A 360° DIGITAL AGENCY

Equipped with various tools and technologies to help businesses scale up their digital marketing efforts.

We, at Zkraft, work towards boosting sales and enhancing your relationship with the consumers while you focus on bettering your product.
Our Strategic Business Units & What They Do

**Ingenious Plex**
We Help Advertisers Efficiently Reach The Prospects, Digitally

**IncrementX**
Empowering Publishers For Smarter Monetization

**AdMozart**
A Contextual Advertising Marketplace

**Adzurite**
A Performance Marketing Gem

**ZKraft**
A 360° Digital Consulting Agency

**Advertising Solutions**
Ingenious Plex
Adzurite
AdMozart

**Ensuring Transparency**
Fraud Prevention
Brand Safety
Real-Time Reporting

**Campaigns to Reach Prospects**
Brand
Performance
Ecommerce
Retargeting
App Installs
In-App
Advertising
Native Ads
Video Ads
Location
Targeting
Audience
Targeting
pDOOH
When it comes to data-driven advertising, machine learning can help make predictions about:

**Who** the right audience is,

**What** content to serve,

**When, & Which** channel is ideal.

Data-driven advertising

#SmarterAds
Our Global Audience

1.6 BN+ Audience With Over 25 Data Points For Each

We Cover over 90% of North American Audience And 30% Of Total Global Audience
Top Clients Across The Globe

Revenue growth from top 10 customers
On consolidated basis - Rs. (MN)

Revenue contribution from top 10 customers as % of FY 2021 on consolidated basis

Top 10 Customers 30.49%
Others 69.51%
Ashish Shah
Founder and Whole-Time Director

Ashish is a classic case of a trained commerce mind coupled with a natural flair for product insight. A rare and perfect recipe for entrepreneurship.

26+ years spent in setting up and running multiple companies. Hiren has been instrumental in getting Vertoz to be India’s first ad tech company listed on the NSE.

Hiren looks at data as a source of truth. His focus is to build data driven platforms that can be leveraged for marketing and beyond.

Hiren Shah
Founder and Whole-Time Director

Hiren is a hands-on entrepreneur, accessible to his clients and employees alike.

Key Members

Mitchell Jones
Director of Sales
US - Vertoz

Gaurav Modi
Director - Business Development – AdMozart

Sonia Coutinho
Business Head
Strategy Initiative - Vertoz

Akshay Sonar Parolkar
Chief Financial Officer (CFO) - Vertoz

Satyaprakash Mishra
Head of Technology - Vertoz

Nikhil Kurup
Associate Director
International- Adzurite

Ankit Palrecha
Business Head - Adzurite
The Future of Digital Media is Programmatic Ads
Industry Dynamics

The US market has matured in digital advertising to serve ads programmatically.

The Indian market has a huge growth potential for programmatic advertising!

Bell Curve - Digital Advertising in the USA and India shows that India is growing and has huge potential.

Our Contribution

Vertoz has an advantage of having foreign presence - first access to trends and technology. It is first to introduce DMP on a programmatic platform in India.

We understand market potential and needs. Latest product launch - Programmatic Digital Out-Of-Home (pDOOH)

Reference: Statista
Global Market Analysis

**Internet Users by 2021 (In Mn)**
- **Global**: 4720
- **USA**: 298
- **India**: 761

**Digital Advertising Spends (Rs. In Bn)**
- **Global**: 32,781.0
- **USA**: 13,752.0
- **India**: 189.4

**Programmatic Growth Rate %**
- **Global**: 20%
- **USA**: 24%
- **India**: 20%

*References: eMarketer, Statista*
The COVID-19 Crisis has accelerated the digitization of customer interactions by several Years
Digital Customer Interaction Covid Effects

- **Global Adoption Acceleration 3 Years**
  - Jun 2017: 20
  - May 2018: 20
  - Dec 2019: 36
  - Jul 2020: 58

- **Asia Pacific Adoption Acceleration 4 Years**
  - Jun 2017: 22
  - May 2018: 19
  - Dec 2019: 32
  - Jul 2020: 53

- **Europe Adoption Acceleration 3 Years**
  - Jun 2017: 18
  - May 2018: 19
  - Dec 2019: 32
  - Jul 2020: 55

- **North America Adoption Acceleration 3 Years**
  - Jun 2017: 20
  - May 2018: 20
  - Dec 2019: 36
  - Jul 2020: 58

Reference: McKinsey
2021 Bring for AdTech

An increase in online consumers
Programmatic advertising
First-party data
Artificial Intelligence
Constantly changing media environments
Focus on Emerging Market: India

Contribution to revenue from emerging market to increase in the coming years
Growth Drivers

01. Contextual Targeting for Audience Addressability. Our Proprietary Contextual Targeting Solution has emerged as the answer to Extinction of third-party cookies and mobile identifiers.

02. Digital Transformation due to Covid increased Digital Ad Spends. Covid-19 is the major driving factor for quick digital transformation.

03. 90.76% revenue comes from International markets and 9.24% revenue comes from India.

04. Vertoz is expected to grow 20%-25% Y-o-Y in next two years.

05. Performance business has fueled the revenue. Increase in the mobile apps and KPI driven brand budgets in BFSI and health industry.

06. Increase in Regional Video Targeting Budgets. Regional Targeting Strategy of the Brands to build better connect with their Audience has exponentially increased.

Reference: eMarketer
Financial Summary

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>Revenue (Mn)</th>
<th>Operating Expenses (Mn)</th>
<th>Operating Expenses%</th>
<th>EBITDA(Mn)</th>
<th>EBITDA%</th>
<th>PAT(Mn)</th>
<th>PAT%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020-21</td>
<td>₹ 590.38</td>
<td>₹ 447.08</td>
<td>75.72%</td>
<td>₹ 143.29</td>
<td>24.27%</td>
<td>₹ 81.84</td>
<td>13.89%</td>
</tr>
<tr>
<td>2019-20</td>
<td>₹ 422.81</td>
<td>₹ 343.32</td>
<td>81.19%</td>
<td>₹ 79.49</td>
<td>18.8%</td>
<td>₹ 42.06</td>
<td>9.95%</td>
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</table>

Key Ratios

<table>
<thead>
<tr>
<th>FY 20</th>
<th>FY 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working Capital Ratio</td>
<td>0.66</td>
</tr>
<tr>
<td>Quick Ratio</td>
<td>0.66</td>
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<tr>
<td>Price-Earnings (P/E) Ratio</td>
<td>16.93</td>
</tr>
<tr>
<td>Debt-Equity Ratio</td>
<td>0.19</td>
</tr>
<tr>
<td>Return on Assets</td>
<td>5.65%</td>
</tr>
<tr>
<td>Diluted EPS (₹)</td>
<td>3.38</td>
</tr>
<tr>
<td>ROCE</td>
<td>12.03%</td>
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<tr>
<td>ROE</td>
<td>8.14%</td>
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<tr>
<td>Receivable days</td>
<td>84</td>
</tr>
</tbody>
</table>
# Financial Statements | P&L

<table>
<thead>
<tr>
<th>Particulars (INR MN)</th>
<th>FY20</th>
<th>FY 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue from Operations</td>
<td>405.31</td>
<td>570.04</td>
</tr>
<tr>
<td>Other Income</td>
<td>17.55</td>
<td>20.34</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>422.86</strong></td>
<td><strong>590.38</strong></td>
</tr>
<tr>
<td>Total Expenses</td>
<td>338.81</td>
<td>447.09</td>
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<tr>
<td><strong>EBITDA</strong></td>
<td><strong>84.05</strong></td>
<td><strong>143.29</strong></td>
</tr>
<tr>
<td>EBITDA Margin (%)</td>
<td>19.87%</td>
<td>24.27%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>20.96</td>
<td>36.92</td>
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<tr>
<td><strong>EBIT</strong></td>
<td><strong>63.09</strong></td>
<td><strong>106.37</strong></td>
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<tr>
<td>Finance Cost</td>
<td>10.84</td>
<td>12.99</td>
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<tr>
<td>PBT with Exceptional Item</td>
<td>52.25</td>
<td>93.38</td>
</tr>
<tr>
<td>Exceptional Items</td>
<td>-</td>
<td>-</td>
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<tr>
<td><strong>PBT</strong></td>
<td><strong>52.25</strong></td>
<td><strong>93.38</strong></td>
</tr>
<tr>
<td>Tax</td>
<td>11.75</td>
<td>11.54</td>
</tr>
<tr>
<td>PAT before Minority Interest</td>
<td>40.50</td>
<td>81.84</td>
</tr>
<tr>
<td><strong>PAT</strong></td>
<td><strong>40.50</strong></td>
<td><strong>81.84</strong></td>
</tr>
<tr>
<td>PAT Margin %</td>
<td>9.58%</td>
<td>13.89%</td>
</tr>
<tr>
<td>Other Comprehensive income</td>
<td>0.41</td>
<td>0.53</td>
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<tr>
<td><strong>Total Comprehensive Income</strong></td>
<td><strong>40.91</strong></td>
<td><strong>82.37</strong></td>
</tr>
<tr>
<td>Equity &amp; Liabilities (INR MN)</td>
<td>FY20</td>
<td>FY 21</td>
</tr>
<tr>
<td>------------------------------</td>
<td>-------</td>
<td>--------</td>
</tr>
<tr>
<td>Equity</td>
<td></td>
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</tr>
<tr>
<td>Equity Share Capital</td>
<td>119.70</td>
<td>119.70</td>
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<tr>
<td>Others Equity</td>
<td>378.21</td>
<td>457.61</td>
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<tr>
<td>Total Equity</td>
<td>497.91</td>
<td>577.31</td>
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<tr>
<td>Liabilities</td>
<td></td>
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<tr>
<td>Non-Current Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Borrowings</td>
<td>7.12</td>
<td>15.35</td>
</tr>
<tr>
<td>Lease Liabilities</td>
<td>12.75</td>
<td>9.22</td>
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<tr>
<td>Provisions</td>
<td>4.24</td>
<td>5.07</td>
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<tr>
<td>Deferred Tax Liabilities</td>
<td>2.29</td>
<td>1.26</td>
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<tr>
<td>Total Non-Current Liability</td>
<td>26.40</td>
<td>30.90</td>
</tr>
<tr>
<td>Current Liabilities</td>
<td></td>
<td></td>
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<tr>
<td>Borrowing</td>
<td>90.18</td>
<td>108.18</td>
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<tr>
<td>Trade Payable</td>
<td>65.02</td>
<td>61.68</td>
</tr>
<tr>
<td>Other Financial Liabilities</td>
<td>17.91</td>
<td>20.76</td>
</tr>
<tr>
<td>Current Tax Liabilities</td>
<td>13.93</td>
<td>20.63</td>
</tr>
<tr>
<td>Provisions</td>
<td>4.18</td>
<td>15.73</td>
</tr>
<tr>
<td>Other Current Liabilities</td>
<td>1.60</td>
<td>3.29</td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>192.82</td>
<td>230.27</td>
</tr>
<tr>
<td>Total</td>
<td>717.14</td>
<td>838.48</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assets (INR MN)</th>
<th>FY20</th>
<th>FY21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Current Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property, Plant &amp; Equipment</td>
<td>8.81</td>
<td>5.35</td>
</tr>
<tr>
<td>Other Intangible Assets</td>
<td>565.80</td>
<td>551.44</td>
</tr>
<tr>
<td>Right of use Assets</td>
<td>11.74</td>
<td>7.82</td>
</tr>
<tr>
<td>Other Non-Currents Assets</td>
<td>1.69</td>
<td>6.11</td>
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<tr>
<td>Total of Non-Current Assets</td>
<td>588.04</td>
<td>570.73</td>
</tr>
<tr>
<td>Current Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade Receivable</td>
<td>92.67</td>
<td>232.12</td>
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<tr>
<td>Cash &amp; Cash Equivalent</td>
<td>29.74</td>
<td>29.62</td>
</tr>
<tr>
<td>Loans</td>
<td>1.44</td>
<td>0.39</td>
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<tr>
<td>Other Current Assets</td>
<td>5.25</td>
<td>5.62</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>129.10</td>
<td>267.75</td>
</tr>
<tr>
<td>Total</td>
<td>717.14</td>
<td>838.48</td>
</tr>
</tbody>
</table>
Industry Initiatives

We regularly conduct free programmatic workshops, to spread the knowledge about the emerging, data-driven and futuristic advertising technique of programmatic advertising.

Philanthropy Activities

We believe that giving back to the society is a fundamental responsibility of any corporate institution. We are fulfilling our responsibilities towards the society through these social contributions.
Accolades

DIGIXX 2021  MOBEXX 2021  DIGIXX 2020  DIGIXX 2019  DIGIXX 2018  ABP Brand Excellence Award 2018  MOBEXX 2018

Brands Of India Awards 2019

Emerging Brand of The year 2020

Accreditation

[Images of accolades and accreditation logos]
## Exhibitions

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ad:tech</strong></td>
<td>Mumbai</td>
</tr>
<tr>
<td><strong>INDIA AFFILIATE SUMMIT</strong></td>
<td>Delhi - India</td>
</tr>
<tr>
<td><strong>DIGIPUB WORLD</strong></td>
<td>Delhi - India</td>
</tr>
<tr>
<td><strong>iab.</strong></td>
<td>California</td>
</tr>
<tr>
<td><strong>imedia</strong></td>
<td>Jaipur - India</td>
</tr>
<tr>
<td><strong>CES</strong></td>
<td>Cologne - Germany</td>
</tr>
<tr>
<td><strong>AFFILIATE SUMMIT</strong></td>
<td>Las Vegas - USA</td>
</tr>
<tr>
<td><strong>PROGRAMMATIC I/O</strong></td>
<td>New York - USA</td>
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<tr>
<td><strong>ATS SINGAPORE</strong></td>
<td>Singapore</td>
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<tr>
<td><strong>TECHDAY</strong></td>
<td>Bangkok - Thailand</td>
</tr>
<tr>
<td><strong>VERTO2</strong></td>
<td>New York - USA</td>
</tr>
</tbody>
</table>
Certain statements in this document may be forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Vertoz Advertising Ltd will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.
Investor Relations

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Email : compliance@vertoz.com

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