



MAdTech Company



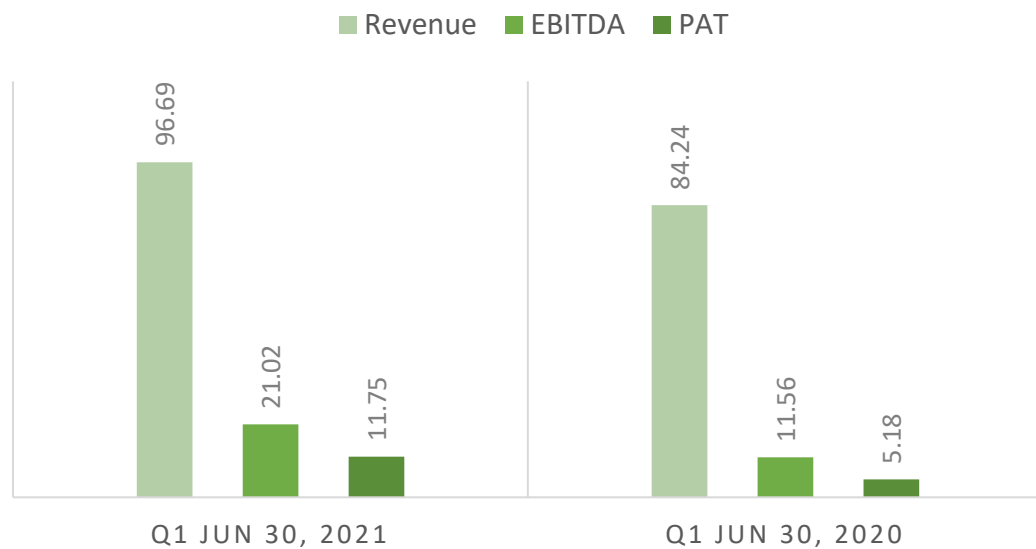
Q1 FY2022 Earning Presentation, For The Period Ended 30th June 2021

We Consistently Invested In Our Technology And Build It In A Way It Can Serve Thousands Of the Businesses.

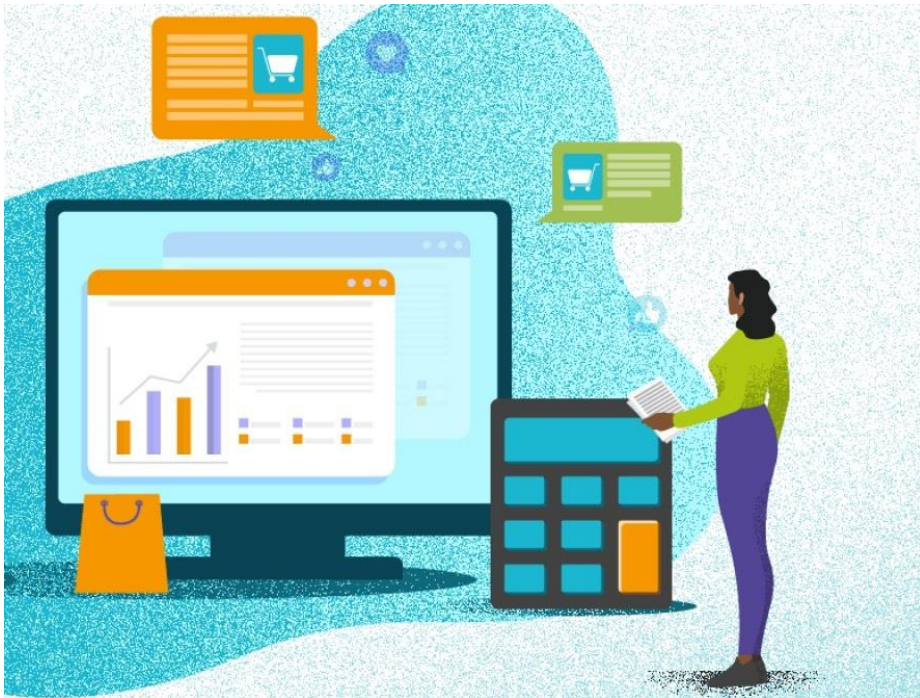


Particulars (Rs. In Mn)	Q1 June 30, 2021	Q1 June 30, 2020
Revenue	96.69	84.24
EBITDA	21.02	11.56
PAT	11.75	5.18

QUARTERLY REVENUE AND PROFITABILITY



Our Strategic Business Unit



Ingenious Plex

We Help Advertisers Efficiently Reach The Prospects, Digitally

VERTOZ
IngeniousPlex

VERTOZ
Adzurite

Adzurite

A Performance Marketing Gem

VERTOZ
IncrementX

VERTOZ
Admozart

VERTOZ
ZKRAFT

IncrementX

Empowering Publishers For Smarter Monetization

AdMozart

A Contextual Advertising Marketplace

ZKraft

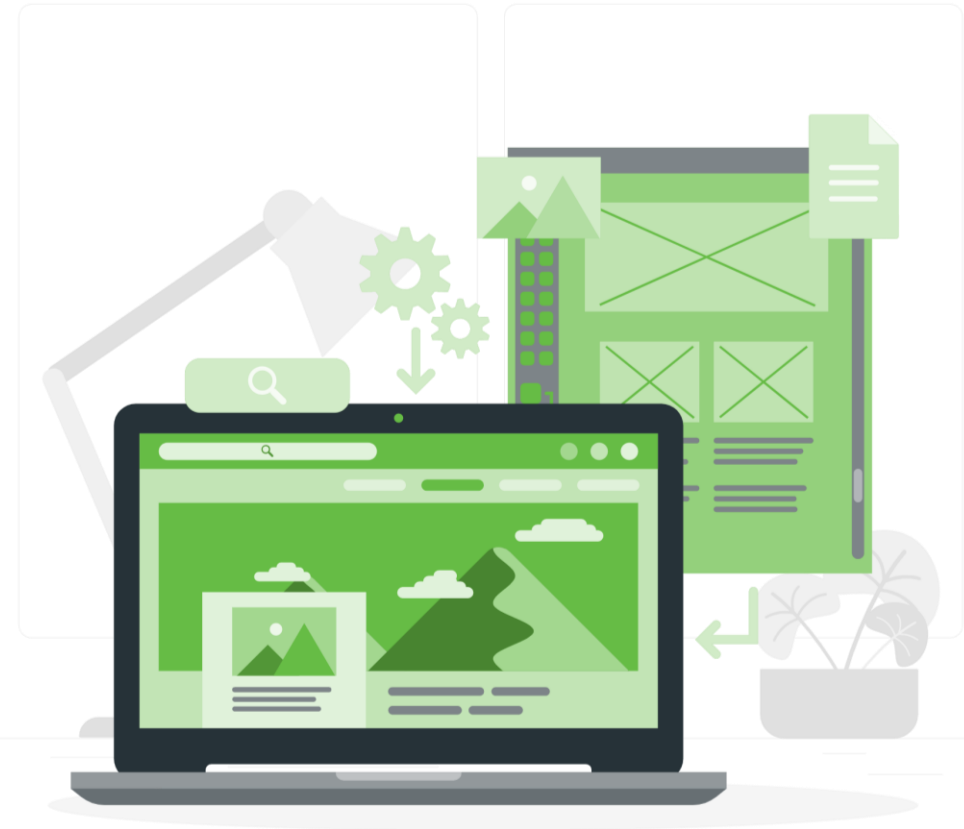
A 360° Digital Consulting Agency

Digital Advertising Globally

Globally, by 2027 the Advertising Industry will be \$1 Trillion which is Rs. 75 lac crore.

India Context

- Third largest economy
- Rapidly digitizing: 1 bn internet users by 2025
- 439mn smart phone users; 622mn internet users.
- 14.6 GB Monthly data consumption per smartphone
- Fastest growing digital ad market in the world growing at +20% CAGR
- India now has more rural internet users than the urban ones.
- The low-cost data revolution and the government's digital push have made desi internet more diverse and inclusive.
- Millennials and Gen Z who spend most of their time on digital platforms.

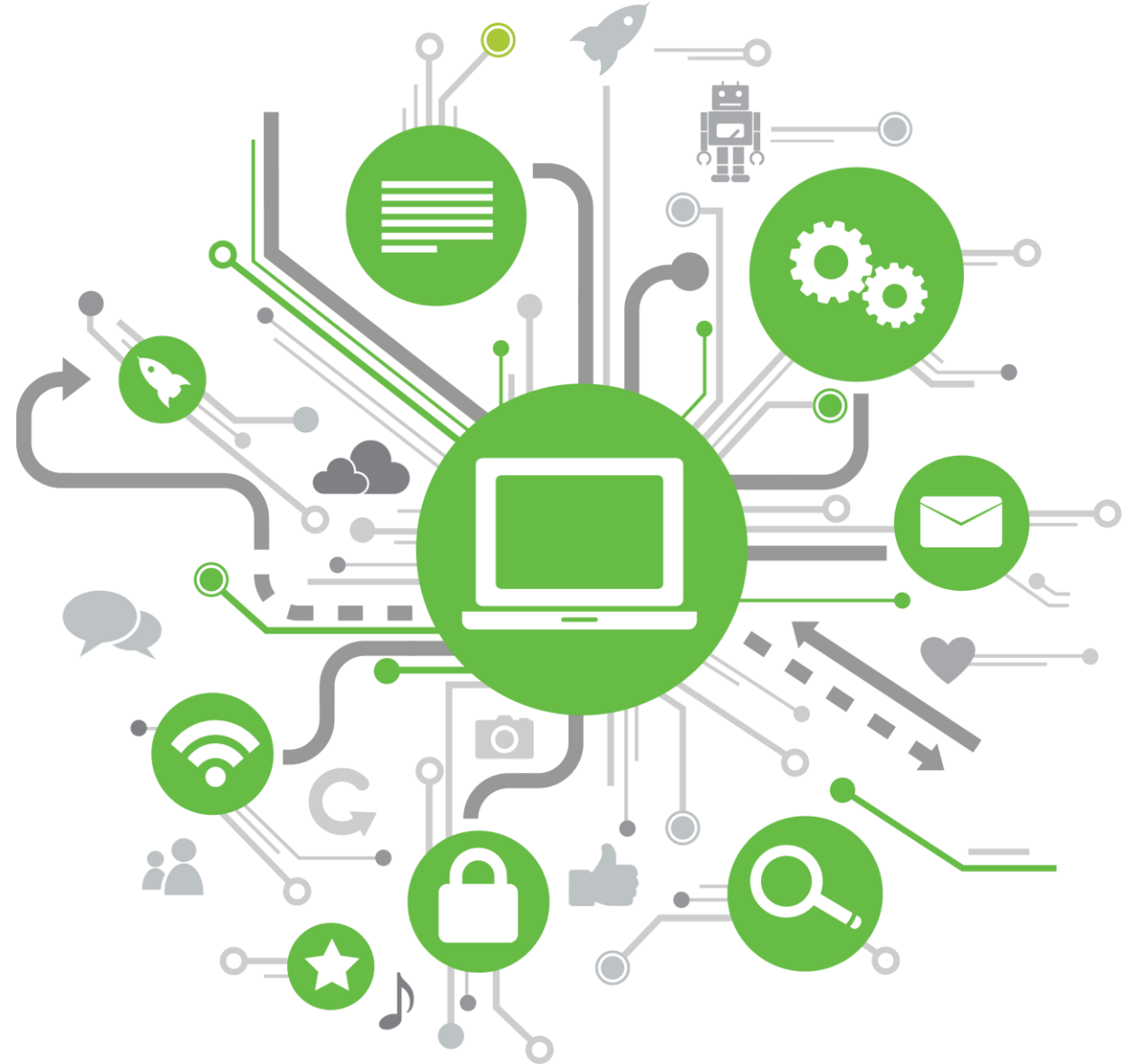


Digital Advertising Growth

India's digital ad expenditure is expected to grow 10 times over the next decade and will likely account for 70-85% of the total ad market which currently stands at 33%, according to estimates by management consultancy Redseer. The digital advertising market is expected to touch \$25-35 billion by 2030 from \$3 billion in 2020



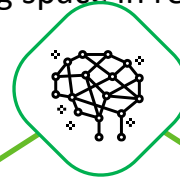
Digital Transformation is Driving Unprecedented



Conglomerate of Digital Marketing & Advertising Technology Products and Services

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

66.02%

of Revenue for June Quarter

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.



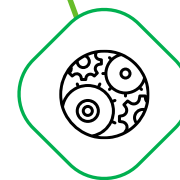
2. Performance Solutions

24.50%

Of Revenue for June Quarter

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.



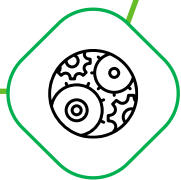
3. Enterprise Solutions

9.49%

Of Revenue for June Quarter

Digital Transformation Services

360° digital agency equipped with various tools and technologies to help businesses scale up their digital marketing efforts.



Our Global Audience



We Cover over 90% of North American Audience And 30% Of Total Global Audience

Leadership Pool



Hiren Shah

Founder and
Whole-Time Director

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



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.

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

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

Consolidated Financial Summary

Particulars (INR MN)	Q1 FY 2021-22	Q1 FY 2020-21
Revenue from Operations	92.93	83.77
Other Income	3.76	0.47
Total Revenue	96.69	84.24
Total Expenses	75.67	72.68
EBITDA	21.02	11.56
EBITDA Margin (%)	21.74%	13.72%
Depreciation	4.47	4.23
EBIT	16.55	7.33
Finance Cost	2.63	1.58
PBT with Exceptional Item	13.92	5.75
Exceptional Items	-	-
PBT	13.92	5.75
Tax	2.17	0.57
PAT before Minority Interest	11.75	5.18
PAT	11.75	5.18
PAT Margin %	12.15%	6.15%

Disclaimer

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.



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