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.
## Q1 FY 2021-22 June Performance Highlights

### Quarterly Revenue and Profitability

<table>
<thead>
<tr>
<th>Particulars (Rs. In Mn)</th>
<th>Q1 June 30, 2021</th>
<th>Q1 June 30, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>96.69</td>
<td>84.24</td>
</tr>
<tr>
<td>EBITDA</td>
<td>21.02</td>
<td>11.56</td>
</tr>
<tr>
<td>PAT</td>
<td>11.75</td>
<td>5.18</td>
</tr>
</tbody>
</table>

### Quarterly Revenue and Profitability Chart

- **Revenue**: Q1 JUN 30, 2021 - 96.69 Mn, Q1 JUN 30, 2020 - 84.24 Mn
- **EBITDA**: Q1 JUN 30, 2021 - 21.02 Mn, Q1 JUN 30, 2020 - 11.56 Mn
- **PAT**: Q1 JUN 30, 2021 - 11.75 Mn, Q1 JUN 30, 2020 - 5.18 Mn
Our Strategic Business Unit

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
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.
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

2. Performance Solutions

24.50% of Revenue for June Quarter

3. Enterprise Solutions

9.49% 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.

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.

Digital Transformation Services

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

- 350MN North America
- 200MN Europe
- 125MN Middle East & Africa
- 200MN India
- 85MN Others (Japan, Korea & Australia)
- 200MN Southeast Asia
- 1.6 BN+ Audience With Over 25 Data Points For

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

Revenue Bifurcation

- Domestic: 78.90%
- International: 21.10%
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

<table>
<thead>
<tr>
<th>Particulars (INR MN)</th>
<th>Q1 FY 2021-22</th>
<th>Q1 FY 2020-21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue from Operations</td>
<td>92.93</td>
<td>83.77</td>
</tr>
<tr>
<td>Other Income</td>
<td>3.76</td>
<td>0.47</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>96.69</strong></td>
<td><strong>84.24</strong></td>
</tr>
<tr>
<td>Total Expenses</td>
<td>75.67</td>
<td>72.68</td>
</tr>
<tr>
<td>EBITDA</td>
<td>21.02</td>
<td>11.56</td>
</tr>
<tr>
<td><strong>EBITDA Margin (%)</strong></td>
<td><strong>21.74%</strong></td>
<td><strong>13.72%</strong></td>
</tr>
<tr>
<td>Depreciation</td>
<td>4.47</td>
<td>4.23</td>
</tr>
<tr>
<td><strong>EBIT</strong></td>
<td><strong>16.55</strong></td>
<td><strong>7.33</strong></td>
</tr>
<tr>
<td>Finance Cost</td>
<td>2.63</td>
<td>1.58</td>
</tr>
<tr>
<td>PBT with Exceptional Item</td>
<td>13.92</td>
<td>5.75</td>
</tr>
<tr>
<td>Exceptional Items</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>PBT</strong></td>
<td><strong>13.92</strong></td>
<td><strong>5.75</strong></td>
</tr>
<tr>
<td>Tax</td>
<td>2.17</td>
<td>0.57</td>
</tr>
<tr>
<td>PAT before Minority Interest</td>
<td>11.75</td>
<td>5.18</td>
</tr>
<tr>
<td><strong>PAT</strong></td>
<td><strong>11.75</strong></td>
<td><strong>5.18</strong></td>
</tr>
<tr>
<td><strong>PAT Margin %</strong></td>
<td><strong>12.15%</strong></td>
<td><strong>6.15%</strong></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.
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(Formerly Known as Vertoz Media Pvt. Ltd. & Vertoz Media Ltd.)
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