



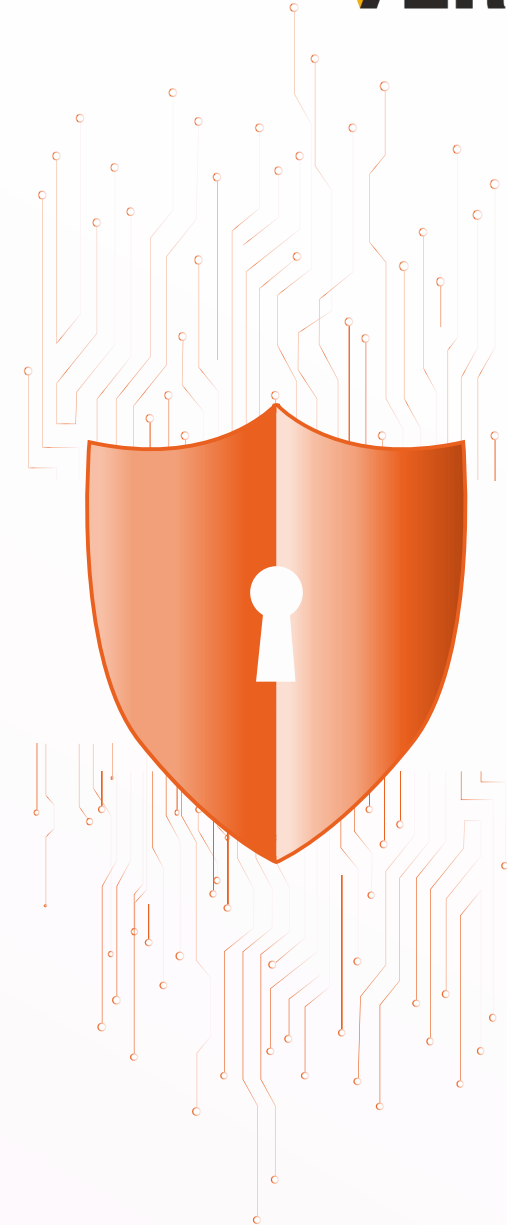
VERTOZ

Corporate Presentation - 2023

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Vertoz is a Technology Platform Enterprise

Vertoz (NSEI: VERTOZ) empowers organizations to thrive in today's digital landscape with proprietary new-age technology **platforms** for Digital Marketing, Advertising and Monetization.

Vertoz platforms cater to businesses, digital marketers, advertising agencies, digital publishers, and other technology companies. Our Key Platforms **include IngeniousPlex, IncrementX, Adzurite & AdMozart.**



What Drives Us?



Purpose

Empowering organizations to thrive in the digital landscape with proprietary new-age technology platforms for Digital Marketing, Advertising, and Monetization



Vision

To be a Great Instrumental in Inspiring Organization's Digital landscape

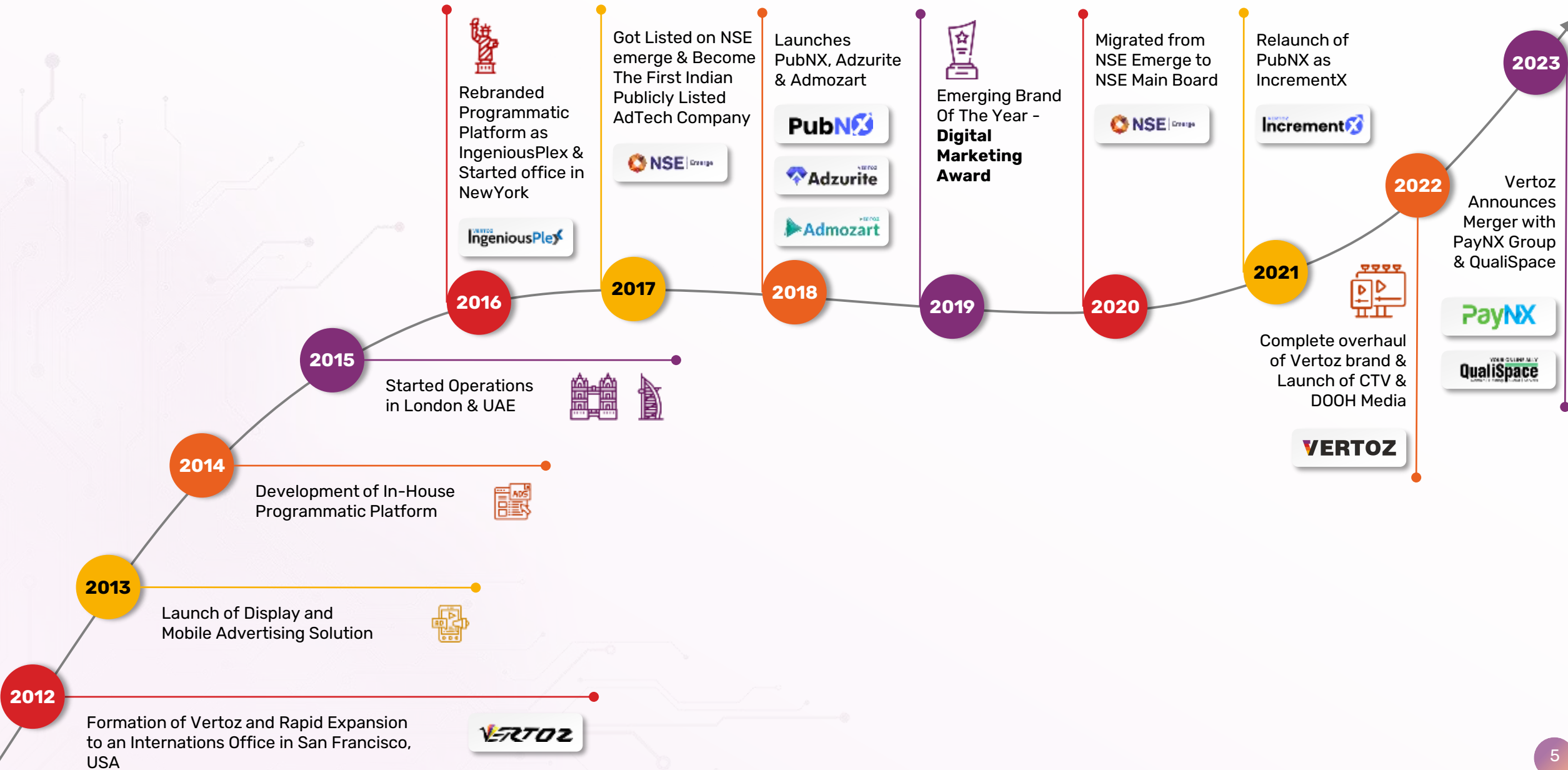


Mission

Discover, build, employ, and Integrate various platforms, data points, strategies, and services for the business's data-driven Marketing, Advertising & Monetization landscape



Journey So Far



Industries Served

VERTOZ



E-commerce



Education



Banking & Finance



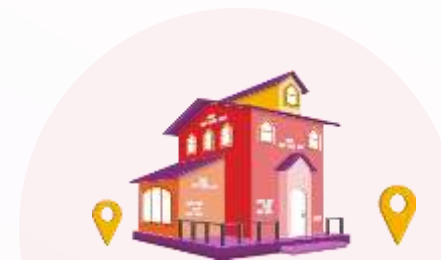
Automobile



Healthcare &
Pharma



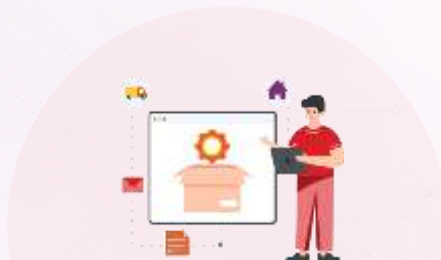
Retail



Real Estate



Technology



AdTech & MarTech



Hospitality



FMCG / CPG

Vertoz at a Glance



Team Size
100+



Data Centres
5



Audience Segments
800+



Partners
250+



Daily Data Processed (Data Size)
1.2 Petabytes



Daily Bids Processed (QPS)
1 Million



Audience Reach
350+ Million

Our Platforms

Marketing and Advertising
Technology (MADTech)
Cloud Platform for
Marketers & Ad agencies

VERTOZ
IngeniousPlex

VERTOZ
Increment X

Niche Audience
Representation Platform
for Publishers

Performance Marketing
Platform for Marketers,
Publishers, and Affiliates

VERTOZ
Adzurite

VERTOZ
Admozart

Real-time Ad Exchange
Platform for Demand and
Supply Partners of the
AdTech Ecosystem

Digital Landscape We Provide

Demand

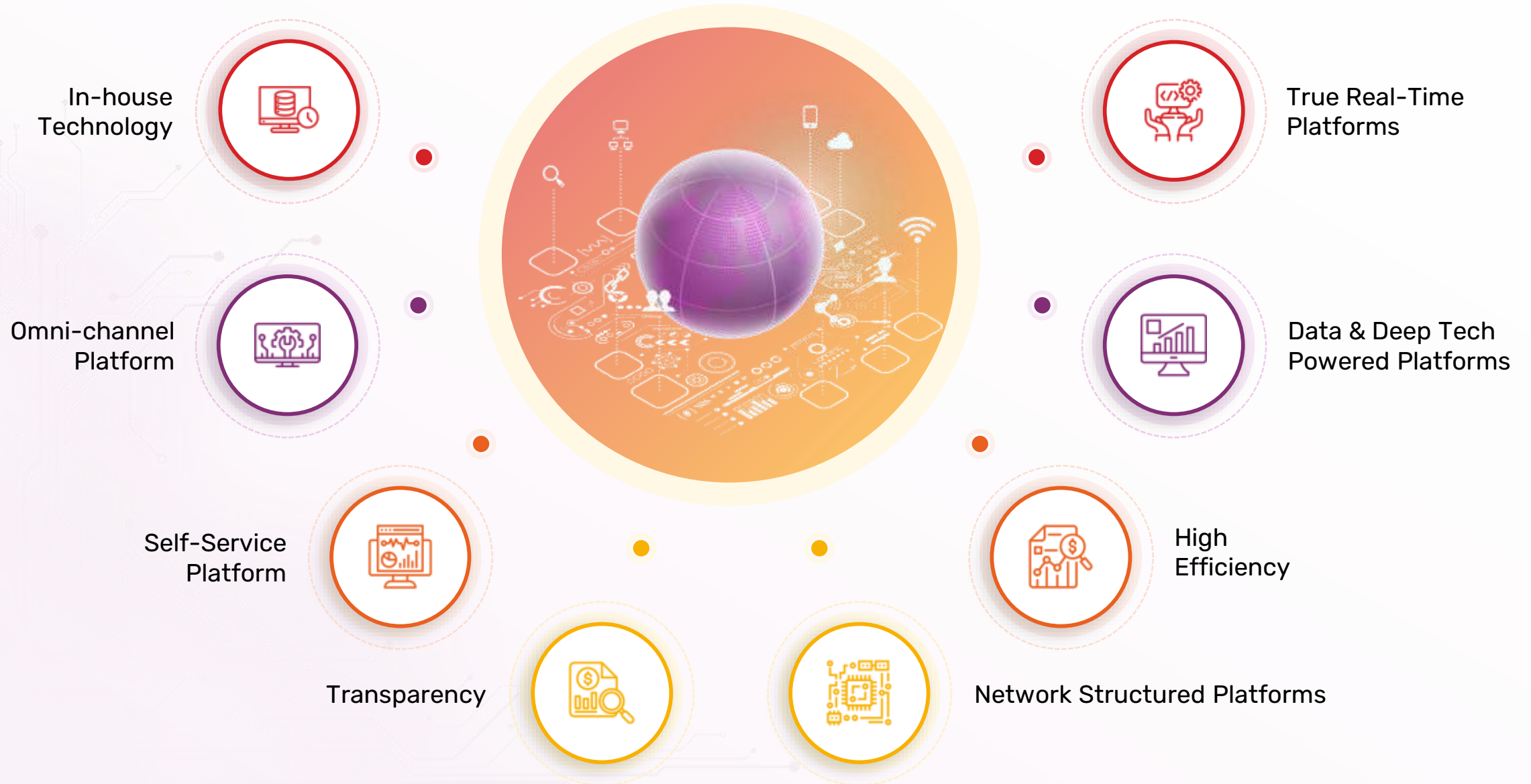
Digital First Startups
 Agencies
 Enterprises
 SMB'S
 Platforms
 Partners



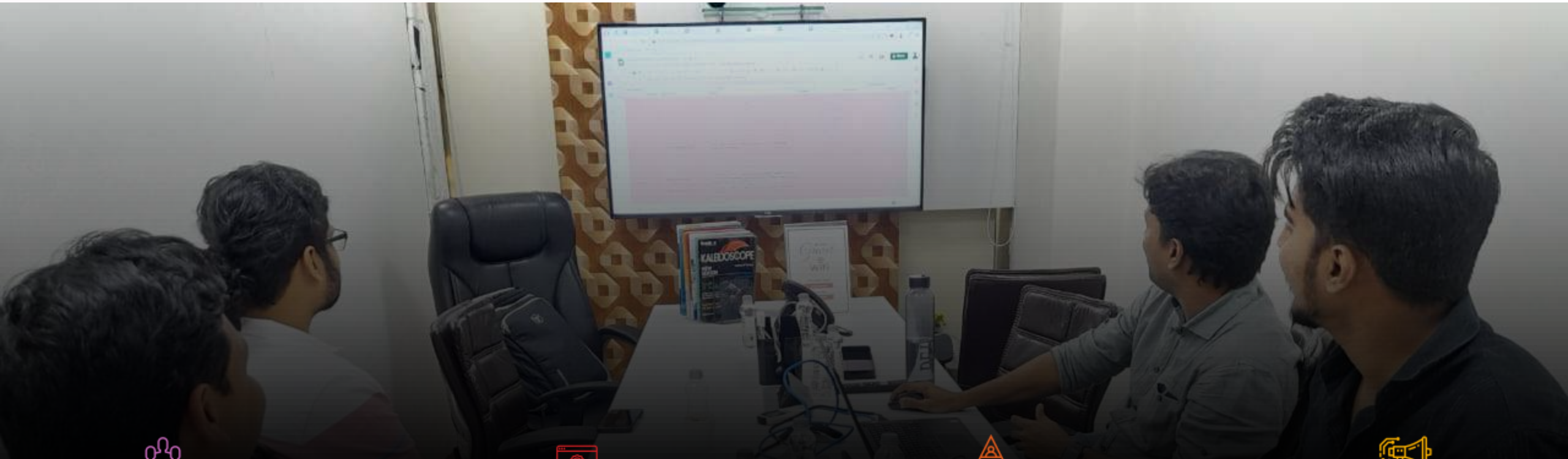
Supply

Publishers
 Platforms
 Partners

Growth Driven by Technology



Our Strong tech lineup for Audience, Targeting, & Monetization



Contextual Audience Targeting



Award Winning Media Buying Platform



Niche Multicultural Audience



AI Driven Yield Optimizer



Industry Leading Demand & Supply Path Optimization



Largest Multi-Channel Ad Exchange - Processing over 1 Mn QPS



Campaign/Offers Distribution Engine



MARKET EXPANSION

Expanding the Operations in Vietnam and Hong Kong to penetrate in Asian Markets



ACQUISITIONS

Vertoz Proposed Merger Of PTPL and QWSPL to complement and expand the Vertoz's Platforms



INVESTMENTS

Vertoz did Minority Investments in Cheerio and actively sourcing opportunities which complements Vertoz's Vision of Inspiring Organization's Digital landscape



VERTOZ IngeniousPlex

Cutting-edge MADTech Cloud platform, utilizing AI, machine learning, and programmatic advertising for data-driven decisions, workflow automation, and real-time campaign optimization



Offerings



Managed Buying Desk



Unified Reporting



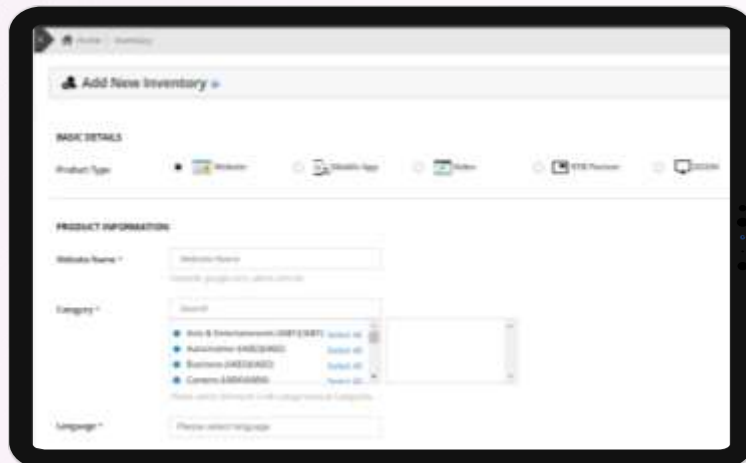
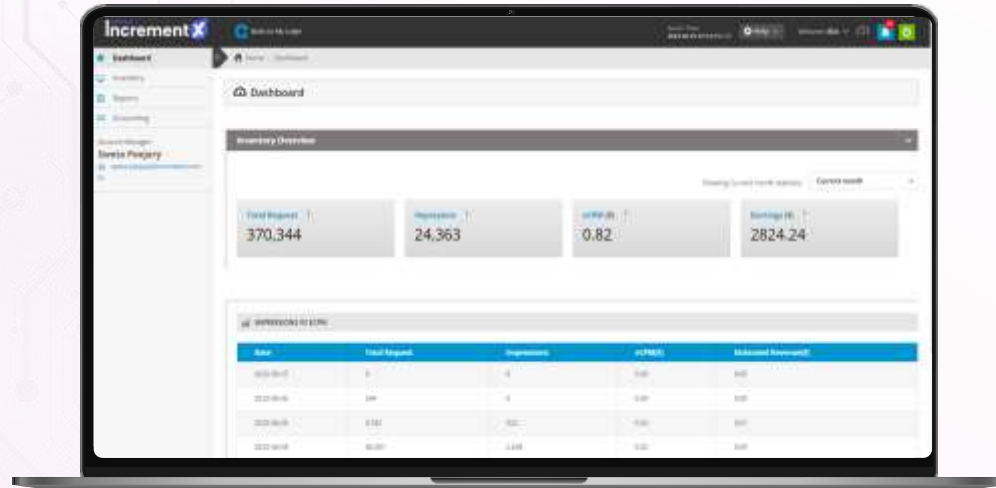
Audience Intelligence



Target Audience -
Marketers & Advertising Agencies



Technology-led media platform connects Asian & Western digital publishers, facilitating targeted reach to niche audiences through programmatic and direct brand advertising



Offerings



Programmatic Monetization



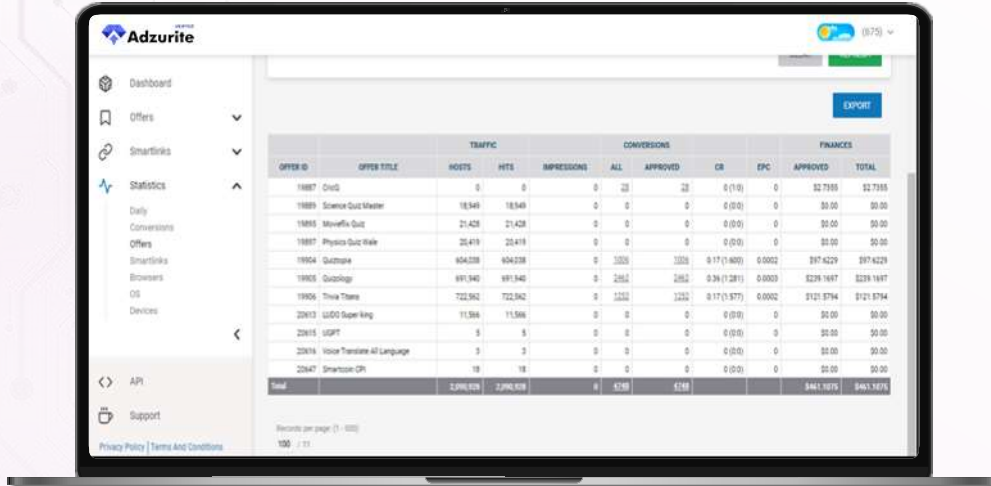
Direct Brand Solution



Target Audience -
Multicultural Agencies, Direct Brand Markets, Premium Publishers



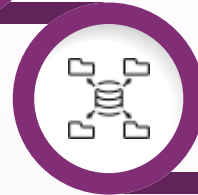
A performance marketing platform that adopts an omnichannel approach to develop customized media execution plans, aligning with clients unique marketing objectives



Offerings



Outcome Based Marketing



Major Source of Traffic



Affiliate Network

ID	OFFER	ADVERTISER	TRAFFIC			APPROVED		
			HITS	CLICKS	TRAFFICBACK	QTY	REVENUE	CR
21289	ibuangpocia	Intarnof/Wertez	20,590	20,525	4,249	210	\$0.00	1.11(1.90)
21994	Guimaps	Intarnof/Wertez	51,972	51,972	25,807	4	\$0.00	0.68(1.47)
21296	Rummy culture GP	Intarnof/Wertez	118	174	29	3	\$12.12	2.1(1.44)
21295	Rummy culture APK	Intarnof/Wertez	2	2	3	1	\$0.00	100(1.1)
21294	Erinaca_CSE_ID_CPE	Advercal	0	0	0	0	\$0.00	0(0.0)
21293	Pocket Genes US-OS	Accordnabi	0	0	0	0	\$0.00	0(0.0)
21292	Pocket Genes US-ACS	Accordnabi	0	0	0	0	\$0.00	0(0.0)
21286	Estlora - Android - ID HARL	Accordnabi	0	0	0	0	\$0.00	0(0.0)
21283	TAPP Android (L FMS) CPE	Accordnabi	0	0	0	0	\$0.00	0(0.0)
21282	Light in the box IOS AU_E	Accordnabi	0	0	0	0	\$0.00	0(0.0)
21281	Light in the box-Android _	Accordnabi	0	0	0	0	\$0.00	0(0.0)

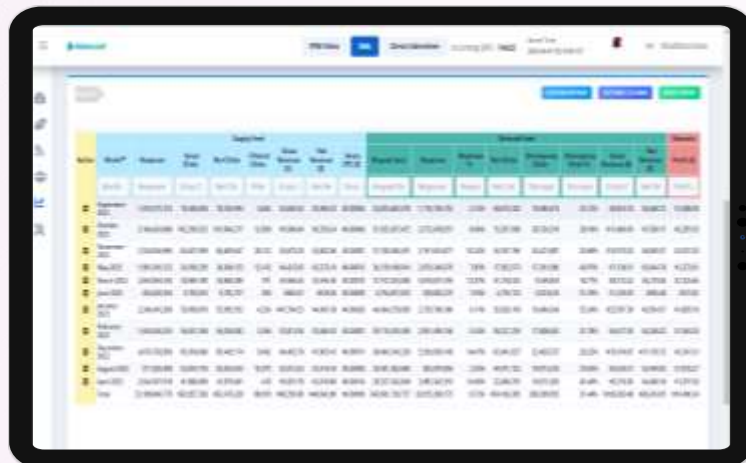
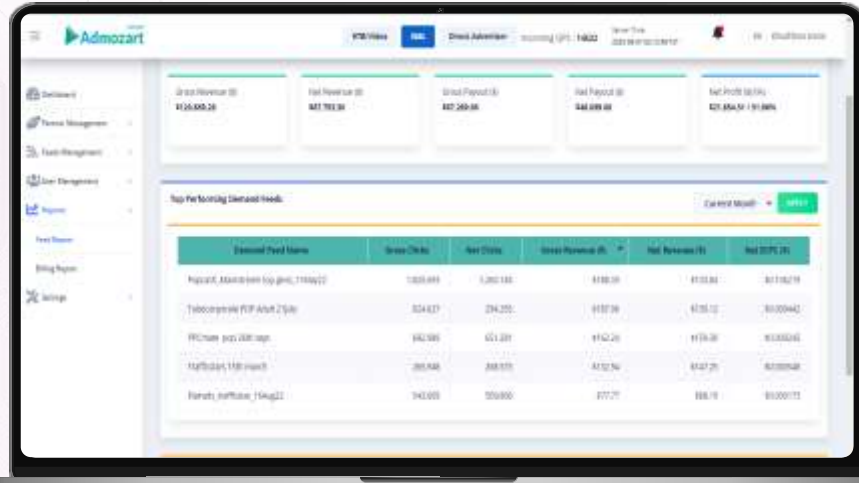


Target Audience -

Modern Marketers, Advertising Agencies, Publishers & Affiliates



Real-time Advertising Exchange (Ad Exchange) platform connects the world's leading demand and supply partners of the digital advertising ecosystems



Offerings



Display, Video, Native, CTV, DOOH and Search Channels



Open RTB, Prebid & XML /JSON Feeds



AI and ML Driven Demand & Supply Path Optimization



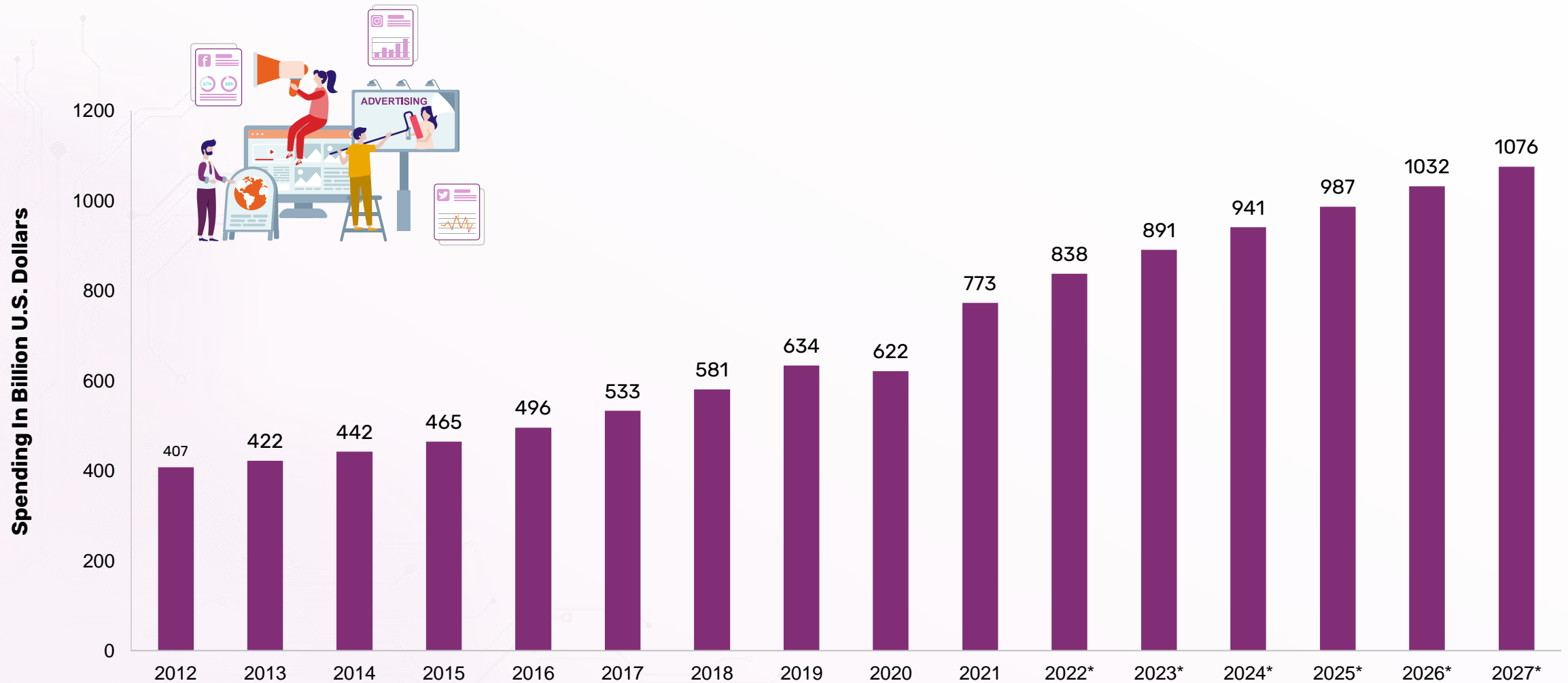
Target Audience -
Demand and Supply Side Platforms, Ad Networks and Affiliate Networks

OUR INDUSTRY

Advertising Media Owners Revenue Worldwide from 2012 to 2027

(In Billion U.S. Dollars)

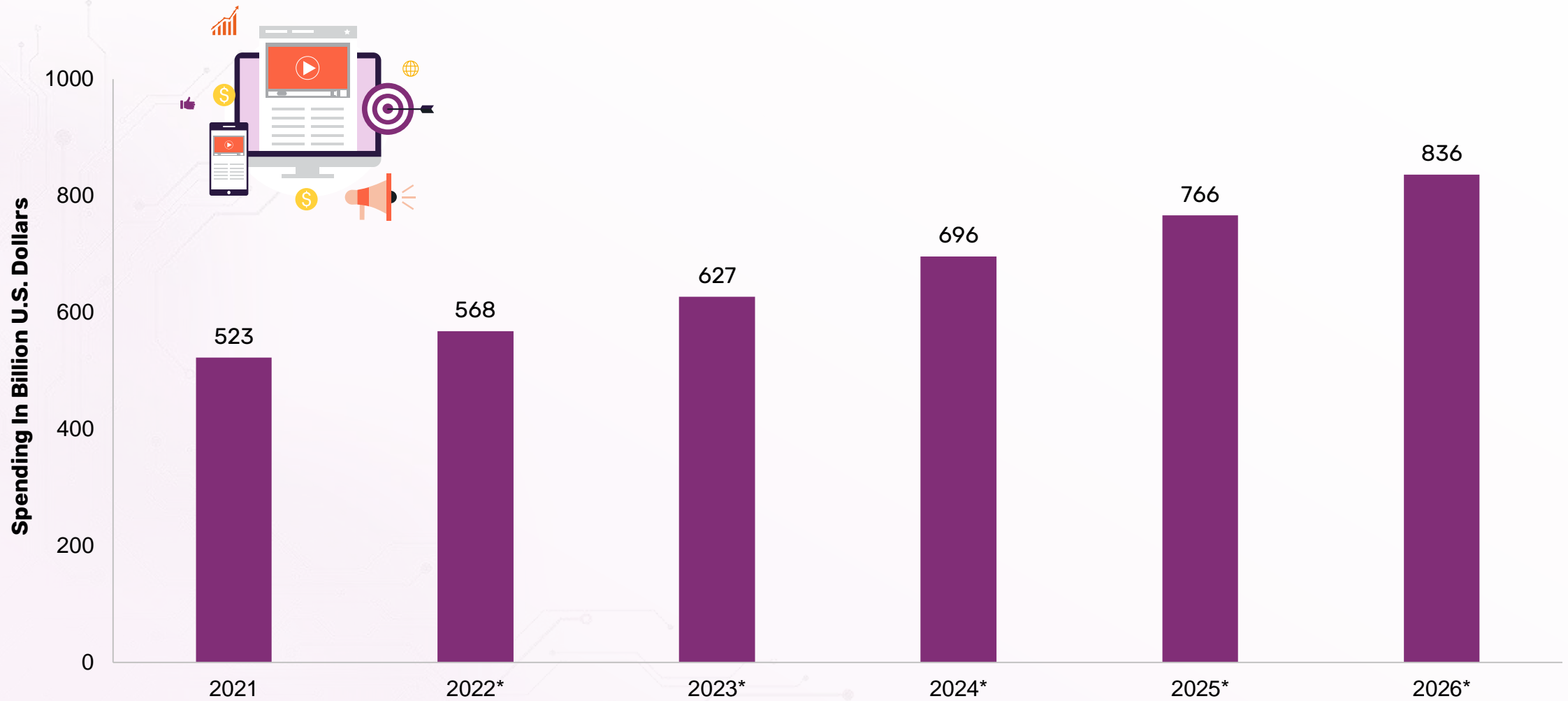
Global Advertising Revenue 2012-2027



Source: [Statista](#)

Digital Advertising Spending Worldwide from 2021 to 2026

Digital Advertising Revenue 2021-2026

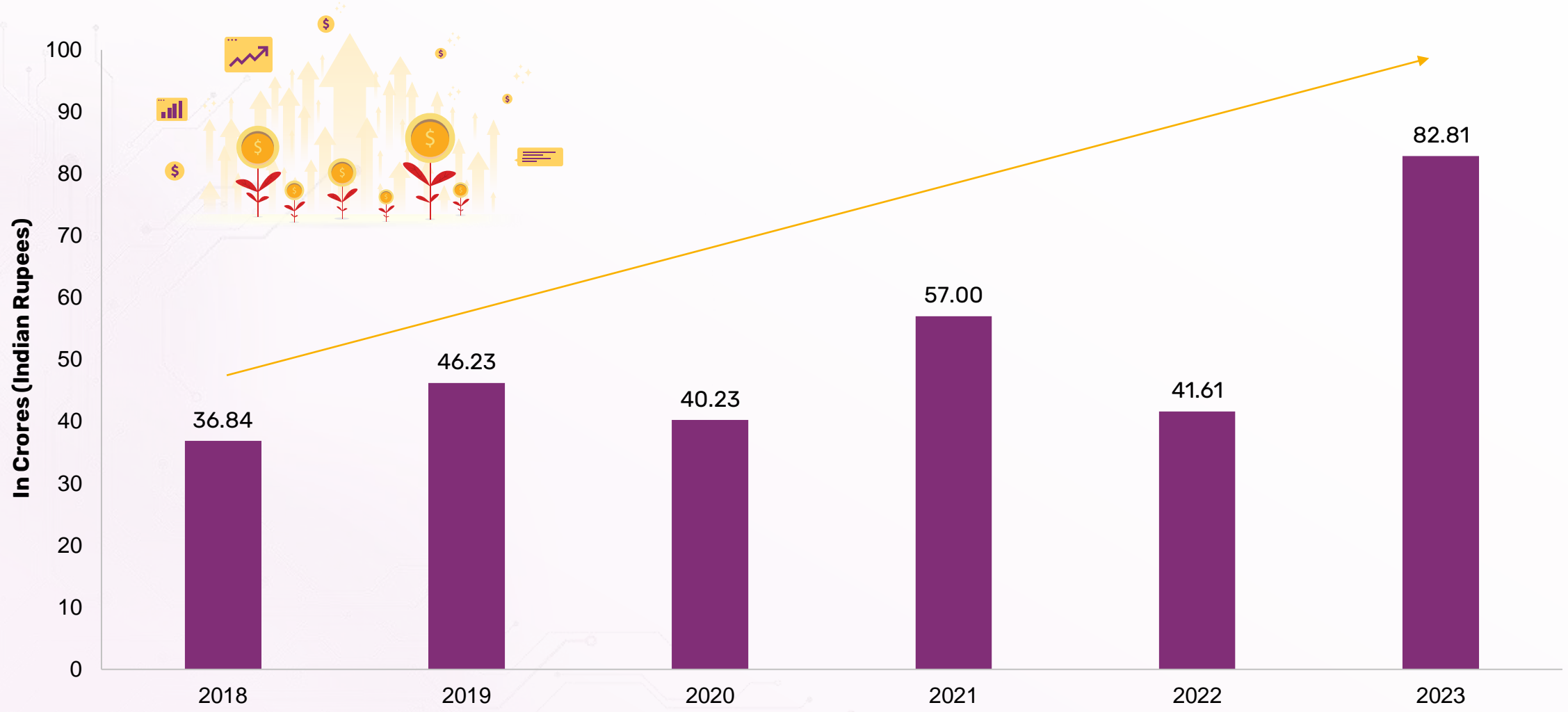


Source: [Statista](#)

FINANCIALS

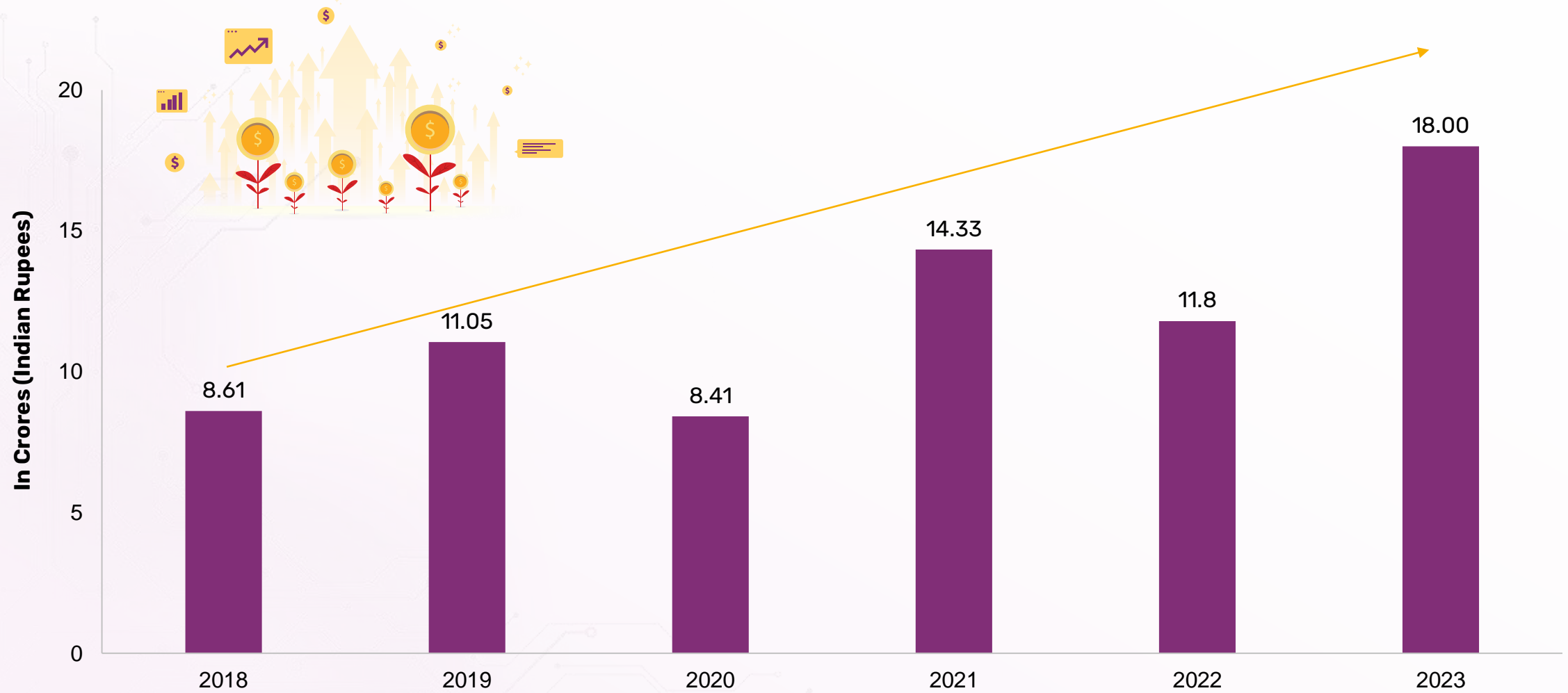
Annual: Proven Revenue Growth (CAGR 32%)

Compound Annual Growth Rate



Consistent Growth

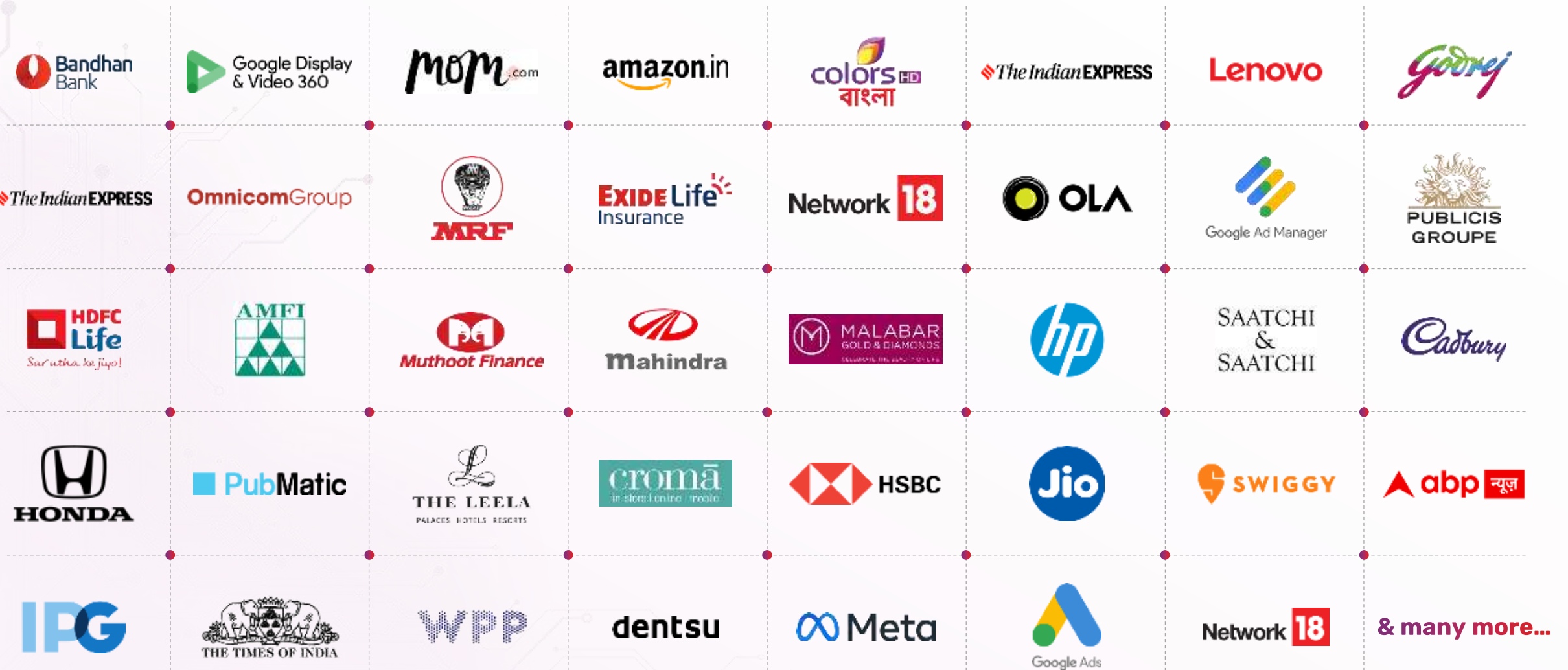
EBITDA



Why Vertoz?



Key Clients and Partners



Awards & Recognition



Mid-Day Icons

Iconic MADTech
Company Award



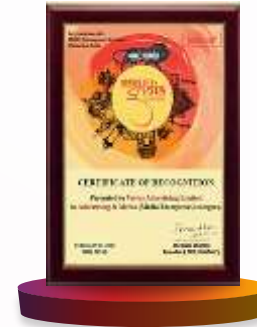
DIGIXX

Digital Marketing Excellence
Media Technology/ Platform



MOBEXX

Most Outstanding
Programmatic Platform
for Mobile Advertising



Brands of India Awards

By YourStory &
Ministry of MSME in
Advertising & Media



ABP News

Most Outstanding
Programmatic Advertising





Hiren Shah

Promoter &
Whole-time Director



Ashish Shah

Promoter
& Director



SP Mishra

Technology Head
(Engineering)



Gaurav Modi

Business Head
(Ad Exchange)



Sonia Coutinho

Business Head
(MADTech Cloud)



Vikram Rathod

Business Head
(DOOH & CTV)



Ashish Aggarwal

Business Head
(Representation)



Akshay Parolkar

CFO

VERTOZ

A Technology Platform Enterprise

Thank You



IR Team



ir@vertoz.com

