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VERTOZ

AI-powered MadTech and CloudTech platform

Q1 FY2025

EARNINGS PRESENTATION

Empowering Digital Landscape

Safe Harbour

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Table of Contents

- Company Overview
- Business Overview
- Financial Highlights
- Way Ahead



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What We Do

Vertoz is an AI Powered MadTech and CloudTech Platform

Vertoz (NSEI: VERTOZ) offers Digital Advertising, Marketing and Monetization **(MadTech)** & Digital Identity, and Cloud Infrastructure **(CloudTech)** catering to Businesses, Digital Marketers, Advertising Agencies, Digital Publishers, Cloud Providers, and Technology companies.

Our platforms offer Omnichannel Advertising, Monetization and representation, Performance Advertising, Ad Exchange, Digital Media Properties, Domain Name, Cloud Hosting and Services, etc.

OUR VISION

Inspiring and shaping the digital landscape through technology & innovations.

OUR MISSION

To foster a sustainable, data-driven digital landscape for businesses by nurturing, discovering, innovating, building, employing, and integrating diverse platforms, data points, strategies, and services.

OUR PURPOSE

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



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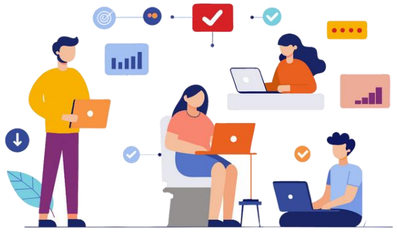
Vertoz At A Glance



Team Size

300+



Data Centres

5



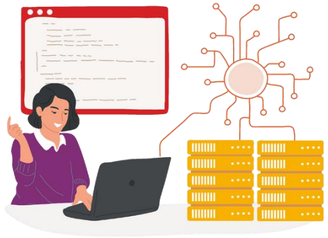
Partners

250+



Audience Reach

350+ Million



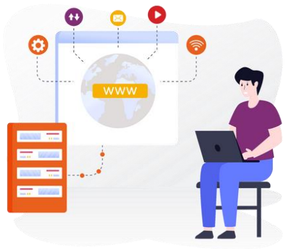
Daily Data Processed
(Data Size)

1.2 Petabytes



Bids Processed (QPS)

1 Million



Domains Registered

2.1 Million



Owned &
Operated Properties

100+

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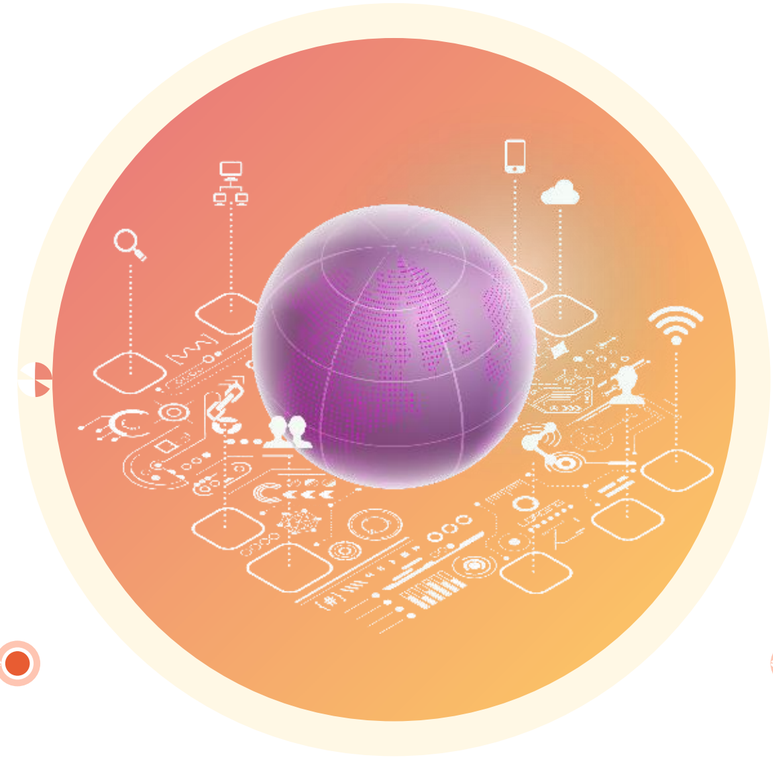
Key Strengths

150+ Years of Management Experience

Committed Leadership

Strong Market Potential

Diversified Revenue Sources



Robust Profitability

Customer & Partner Centric Approach

Advanced AI Technology

Global reach with Presence in High-Growth Markets

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Our Business Offerings

MadTech



CloudTech



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Our Business Verticals (MadTech)

Key Platforms

Self-Service Media Buying Platform for Marketers & Ad agencies



Performance Marketing Platform for Marketers, Publishers, & Affiliates



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



Niche Audience Representation & monetization Platform for Publishers



Business Verticals

Marketing & Advertising

Vertoz's advanced Marketing & Advertising platforms help businesses achieve their marketing and advertising goals by leveraging data-driven insights, innovative strategies, and cutting-edge technology to deliver targeted campaigns, optimize performance, and maximize ROI.

Media & Monetization

Vertoz's Media & Monetization platforms bridge the gap between publishers and advertisers, offering essential tools for easy monetization. Leveraging advanced AI technology, we strengthen revenue for our publishers, while enhancing the impact of ad spends for advertisers.

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MadTech Business

We Work with

- Businesses
- Advertising Agencies
- Digital Publishers
- MadTech/AdTech Players



What We Offer

- Multi-Platform Marketing & Advertising Cloud
- Monetization & Representation Technology
- Mobile & OTT/CTV Advertising
- Large-Scale Ad Exchange
- Digital Media Properties
- White label MadTech PaaS
- Out-of-Home Advertising
- Affiliate Network
- Performance Advertising

Key Platforms

VERTOZ IngeniousPlex | VERTOZ Adzurite | VERTOZ IncrementX | VERTOZ Admozart

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Our Business Verticals (CloudTech)

Key Platforms

Domain & Web Presence Product Distribution Network

VERTOZ CONNECT RESELLER
THE DOMAIN NAME REGISTRAR

Vertoz Cloud Solutions

VERTOZ QualiSpace
Cloud | Server | Hosting Domain | Email

Business Verticals

Digital Identity

Vertoz's Digital Identity Platforms provide essential domain name solutions, forming the cornerstone of any business's online presence. Our offerings ensure secure and reliable domain management, empowering businesses to establish a strong digital footprint and build trust with their audience.

Cloud Infrastructure

Vertoz's Digital Identity Platforms provide essential domain name solutions, forming the cornerstone of any business's online presence. Our offerings ensure secure and reliable domain management, empowering businesses to establish a strong digital footprint and build trust with their audience.

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CloudTech Business

We Work With

- Businesses
- Digital Agencies
- Cloud Service Providers
- Software Companies
- Domain Registry
- Domain Investors



What We Offer

- Digital Identity –Domain Name
- Cloud Infrastructure
- DevOps /Managed Services
- Email & Workspace
- Security Products
- Web Presence Products

Key Platforms

VERTOZ CONNECT RESELLER
THE DOMAIN NAME REGISTRAR

VERTOZ QualiSpace
Cloud | Server | Hosting Domain | Email

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Industries We Serve



E-commerce



Education



BFSI/ FinTech



Automobile



Healthcare & Pharma



Retail



Real Estate



Technology



AdTech & MarTech



Hospitality



FMCG / CPG



Government

and More...

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Key Clients & Partners



Empowering Digital Landscape

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Recognitions & Accreditations



HT Achievers

Ad-Tech Achievement Awards



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

Hindustan Times

YOURSTORY

afaqs!

moneycontrol

Entrepreneur INDIA

ET BRAND EQUITY An initiative of The Economic Times

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iab.

A member of the

Interactive Advertising Bureau

tag REGISTERED

Accredited by the

Trustworthy Accountability Group

APNIC

A member of the

Apnic

ICANN Accredited Registrar

Accredited Registrar

ICANN, Arin

ARIN American Registry for Internet Numbers

A member of the

Arin

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Management Commentary



HIREN SHAH

Promoter & Managing Director

I am glad that Vertoz, has closed this fiscal year on a positive note, despite macro-economic headwinds across the globe. In FY24, our revenue increased **87.6% YoY to Rs. 155.4 crores.** The growth was primarily driven by investment in talent pool and ad inventories.

We have entered the new fiscal year on a strong footing, and I am thankful to shareholders, employees, and partners for their unwavering support and commitment. Altogether, I am confident that we will continue to achieve new heights of success and innovation.



ASHISH SHAH

Promoter & Director

This quarter has been quite exciting for us! We've reached a major milestone with the consolidation of two other businesses, our offerings can be categorized into MadTech and CloudTech now. This addition makes Vertoz a one-stop-shop for businesses looking to grow with digital technologies.

We saw impressive growth this year, with our **EBITDA and PAT increasing by 25.9% and 46.0%, reaching Rs. 21.5 crores and Rs. 16.1 crores,** respectively. We also landed some exciting new projects, like an online coupon campaign with Zomato, from Happilo.

Our focus on innovation keeps us ahead in the industry, and we're committed to creating lasting value for our stakeholders.

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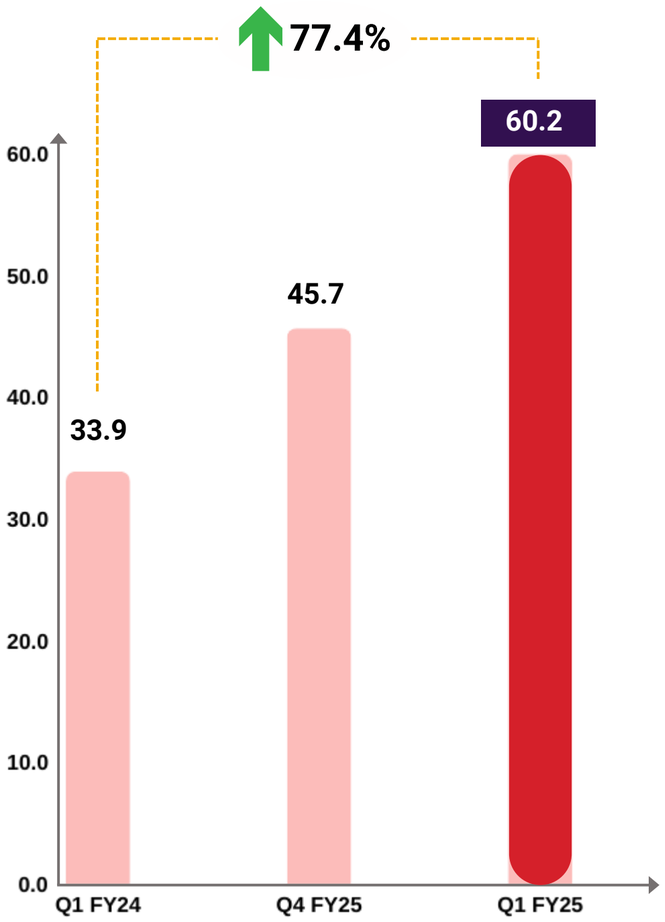
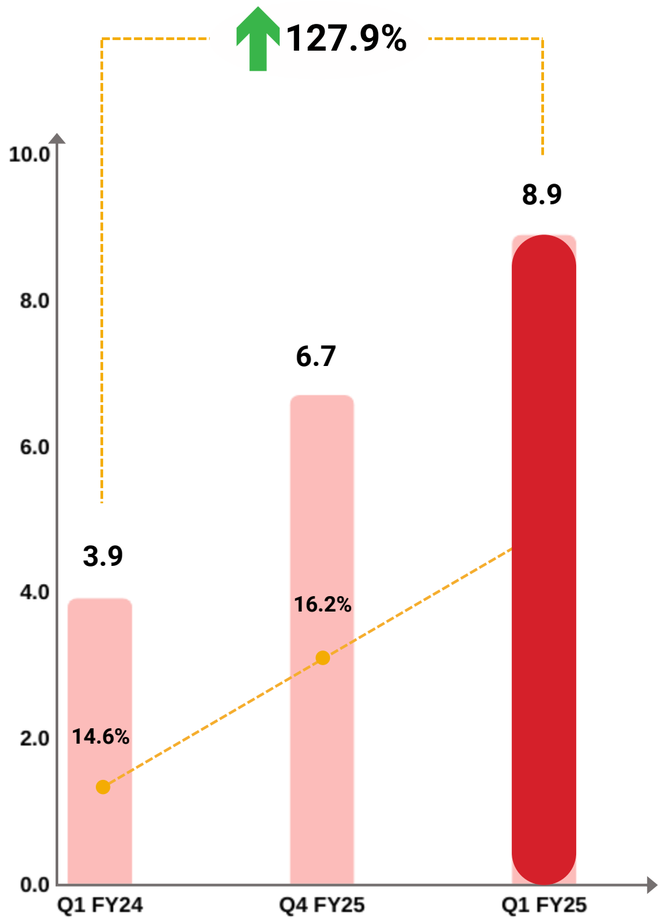
Financial Performance Highlights

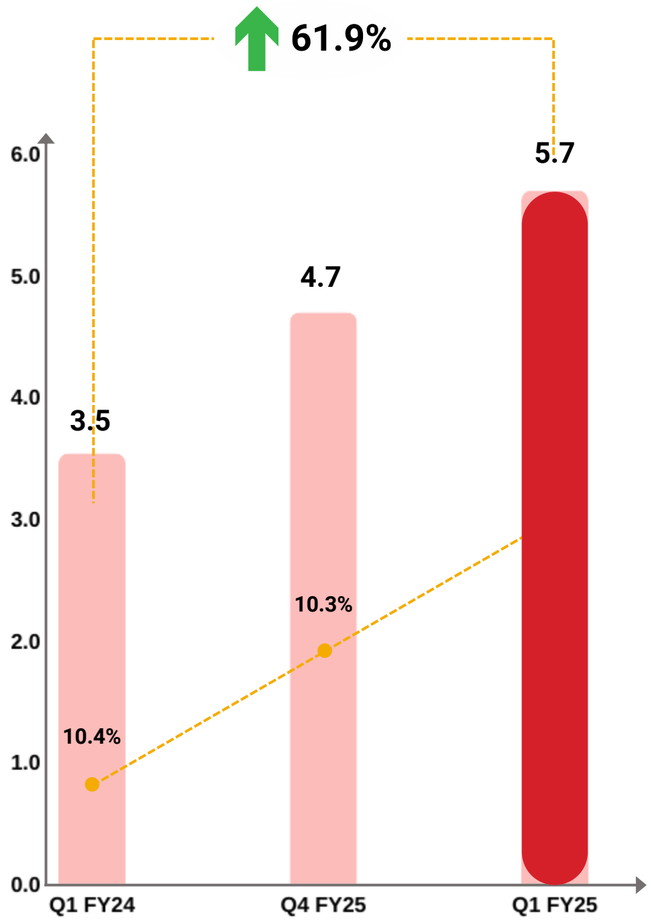
Revenue (₹Crores)



EBITDA (₹Crores)



PAT (₹Crores)



Growth% (kt) Revenue (₹Crores)

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Quarterly Financial Performance (Consolidated)

Particulars (INR in Crores)	Q1 FY25	Q1 FY24	YoY%	Q4 FY24	QoQ%	FY24	FY23	YoY%
Revenue from Operations	**60.17**	**33.92**	**77.40%**	**45.66**	**31.78%**	**155.37**	**82.81**	**87.61%**
Direct Service Expense	45.17	25.41		32.81		113.56	49.46	
Employment Benefit Cost	4.10	2.59		3.88		12.59	8.54	
Others	1.96	2.00		2.31		7.73	7.76	
Total Expenses	51.24	30.00		39.00		133.89	65.76	
EBITDA	***8.94***	***3.92***	***127.85%***	***6.66***	***34.22%***	***21.48***	***17.06***	***25.93%***
EBITDA %	***14.85%***	***11.56%***	***329 bps***	***14.58%***	***28 bps***	***13.82%***	***20.60%***	
Other Income	0.15	1.08		0.17		1.58	0.95	
Finance Costs	0.45	0.50		0.18		1.53	1.46	
Depreciation and Amortization	2.79	0.62		2.93		5.69	2.62	
PBT before share of profit / (loss) from associate	**5.84**	**3.88**	**50.79%**	**3.72**	**57.25%**	**15.84**	**13.92**	**13.81%**
Tax Expenses	0.11	0.33		-0.98		(0.27)	2.88	
PAT	***5.74***	***3.54***	***61.94%***	***4.69***	***22.26%***	***16.12***	***11.04***	***46.04%***
PAT %	***9.53%***	***10.44%***	***-92 bps***	***10.28%***	***-75 bps***	***10.37%***	***13.33%***	

- **Rise in top line driven by strong organic and inorganic growth.**
- **Investment in talent, software optimization & marketing initiatives, impacted margins.**

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Growth Strategy-Acquisitions, Market Expansion & Fund Raise



Vertoz Successfully Executes Coupon Campaign for Happilo Garnering Over **100K+** Coupon Redemption



Vertoz Leads Groundbreaking Influencer Campaign for Himalaya's Turmeric Face Care Range-Reaching **134Million Audience**



IncrementX partners with Loop Media to enhance CTV & DOOH monetization

This integration combines IncrementX's monetisation technology and premium demand partnerships with Loop Media's broad business location network

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Key Growth Drivers



MARKETING & ADVERTISING

- Multi-Cultural Advertising
- Biddable Media
- Performance Advertising
- DOOH & Phygital



DIGITAL IDENTITY

- After Market Domain
- Domain Names



MEDIA & MONETIZATION

- Connected-TV Video
- Monetization Programmatic
- Monetization

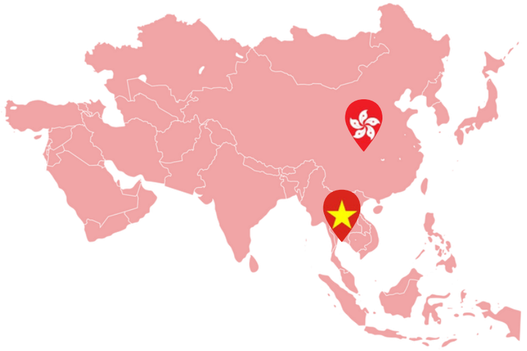


CLOUD INFRASTRUCTURE

- Managed Services
- Public Cloud
- Enterprise Email Solutions
- Hybrid Cloud

Rapid Advancement Ahead: Fueling Growth In The Coming Quarters

Growth Strategy-Acquisitions, Market Expansion & Fund Raise



Geographical Market Expansion

- Company actively scouting for new client/project opportunities in International markets
- Expanding Operations overseas, e.g. in Vietnam and Hong Kong, to penetrate further in Asian Markets



Inorganic Expansion & Fund Raise Initiatives

- Vertoz recently merged PayNX Technologies and Qualispace Web Services to complement its Digital Advertising Solutions with Cloud Services
- Company planning next leg of expansion through inorganic opportunities to support organic growth
- Considering fund raise to fuel organic as well as inorganic opportunities



CloudTech Integration & Other Investments

- Company recently integrated Cloud Services (CloudTech) into its solutions portfolio –aim to be one-stop-shop for digitally enabling businesses
- Venture into Cloud security as a high-potential vertical
- Actively seeking investment opportunities which complement Company's Vision of enhancing Digital landscape

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AI-powered MadTech and CloudTech platform

Thank You



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