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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

- **Formation of Vertoz and Rapid Expansion**
  - to an Internations Office in San Francisco, USA
  - 2012

- **Development of In-House Programmatic Platform**
  - 2014

- **Launch of Display and Mobile Advertising Solution**
  - 2013

- **Started Operations in London & UAE**
  - 2015

- **Got Listed on NSE emerge & Become The First Indian Publicly Listed AdTech Company**
  - 2016

- **Rebranded Programmatic Platform as IngeniousPlex & Started office in New York**
  - 2016

- **Launches PubNX, Adzurite & Admozart**
  - 2017

- **Emerging Brand Of The Year - Digital Marketing Award**
  - 2018

- **Started Operations in London & UAE**
  - 2018

- **Developed In-House Programmatic Platform**
  - 2019

- **Migrated from NSE Emerge to NSE Main Board**
  - 2020

- **Got Listed on NSE emerge & Become The First Indian Publicly Listed AdTech Company**
  - 2017

- **Relaunch of PubNX as IncrementX**
  - 2020

- **Emerging Brand Of The Year - Digital Marketing Award**
  - 2020

- **Migrated from NSE Emerge to NSE Main Board**
  - 2021

- **Complete overhaul of Vertoz brand & Launch of CTV & DOOH Media**
  - 2021

- **Vertoz Announces Merger with PayNX Group & QualiSpace**
  - 2022

- **Vertoz Announces Merger with PayNX Group & QualiSpace**
  - 2023
Industries Served

- 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

Performance Marketing Platform for Marketers, Publishers, and Affiliates

Niche Audience Representation Platform for Publishers

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

- Publisher Representation
- Devops Services
- MADTech Cloud
- Ad Server
- Ad Network
- Ad Exchange
- Data Platform
- Creative Agencies
- Mediation Platforms
- Performance Marketing
- Measurement Platforms
- Creative Optimization
- Media Buying Platform
- White Label MADTech
- Domain Name
- SSP
- Cloud Infra
- DSP
Growth Driven by Technology

- In-house Technology
- Omni-channel Platform
- Self-Service Platform
- Transparency
- Network Structured Platforms
- True Real-Time Platforms
- Data & Deep Tech Powered Platforms
- High Efficiency
Our Strong tech lineup for Audience, Targeting, & Monetization

- Contextual Audience Targeting
- Award Winning Media Buying Platform
- Niche Multicultural Audience
- Industry Leading Demand & Supply Path Optimization
- Largest Multi-Channel Ad Exchange - Processing over 1 Mn QPS
- AI Driven Yield Optimizer
- 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
Global Presence

SERVING AUDIENCE ACROSS THE GLOBE

Locations:
- London
- New York
- San Francisco
- Dubai
- Delhi
- Hong Kong
- Navi Mumbai
- Mumbai
- Singapore

Offices and Centers:
- HEAD OFFICE
- REGIONAL OFFICE
- DATA CENTER
Our Platforms

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

Target Audience - Marketers & Advertising Agencies
Our Platforms

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
Our Platforms

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

Target Audience - Modern Marketers, Advertising Agencies, Publishers & Affiliates
Our Platforms

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)

Source: Statista
Digital Advertising Spending Worldwide from 2021 to 2026

Digital Advertising Revenue 2021-2026

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending in Billion U.S. Dollars</th>
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<tbody>
<tr>
<td>2021</td>
<td>523</td>
</tr>
<tr>
<td>2022*</td>
<td>568</td>
</tr>
<tr>
<td>2023*</td>
<td>627</td>
</tr>
<tr>
<td>2024*</td>
<td>696</td>
</tr>
<tr>
<td>2025*</td>
<td>766</td>
</tr>
<tr>
<td>2026*</td>
<td>836</td>
</tr>
</tbody>
</table>

Source: Statista
FINANCIALS
Compound Annual Growth Rate

Annual: Proven Revenue Growth (CAGR 32%)

In Crores (Indian Rupees)

- 2018: 36.84
- 2019: 46.23
- 2020: 40.23
- 2021: 57.00
- 2022: 41.61
- 2023: 82.81

2018 2019 2020 2021 2022 2023

20 40 60 80 100

82.81
Consistent Growth

EBITDA

In Crores (Indian Rupees)

2018: 8.61
2019: 11.05
2020: 8.41
2021: 14.33
2022: 11.8
2023: 18.00
Why Vertoz?

- Scalable Business Model
- Robust Financial
- Global Reach
- Presence in High Growth Markets
- Strategic Growth Plans (Organic and Inorganic)
- First Generation Founders
- Thriving in Market from Two Decades
- In-house Tech Expertise
- Robust Financial
Key Clients and Partners

Bandhan Bank
Google Display & Video 360
 mom.com
amazon.in
colors
The Indian Express
Lenovo
GoDaddy
The Indian Express
Omnicom Group
MRF
Exide Life Insurance
Network 18
OLA
Google Ad Manager
PUBLICIS GROUPE
HDFC Life
AMFI
Mulmoot Finance
Mahindra
MALABAR HERITAGE BANK LTD
hp
SAATCHI & SAATCHI
Cadbury
Honda
PubMatic
THE LEELA
Malabar Heritage Bank Ltd
cromä
HSBC
Jio
SWIGGY
abp
IPG
THE TIMES OF INDIA
WPP
dentsu
Meta
Google Ads
Network 18
& many more...
Leadership

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
A Technology Platform Enterprise

Thank You

IR Team

ir@vertoz.com