Q2 FY 2020 Earning Presentation, For The Period Ended 30th September 2020
We Have Consistently Invested In Our Technology And Build It In A Way It Can Serve Thousands Of the Businesses.
## Q2 FY 2020 September Performance Highlights

<table>
<thead>
<tr>
<th>Particulars (Rs. In Mn)</th>
<th>Q2 September 30 2020</th>
<th>Q1 June 30 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>104.77</td>
<td>84.24</td>
</tr>
<tr>
<td>EBITDA</td>
<td>35.51</td>
<td>16.59</td>
</tr>
<tr>
<td>PAT</td>
<td>13.03</td>
<td>5.17</td>
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</tbody>
</table>
Our Strategic Business Unit
Digital Advertising Future
Acceleration due to Covid19

By 2022, digital advertising will represent 56% of total media ad spend Worldwide at $457 Bn

India Context
• Third largest economy
• Rapidly digitizing: 1 bn users by 2030
• 390 mn smart phone users; 460 mn internet users.
• 11GB data consumed per user (doubling each year)
• Fastest growing digital ad market in the world growing at +20% CAGR
Digital Advertising Growth

In 2020, $384.9 Billion digital ad spend surpassed traditional advertising for the first time while growing to $517.5 Billion in 2023.

Source: https://www.emarketer.com/content/global-digital-ad-spending-2019
Digital Transformation is Driving Unprecedented
VERTOZ
At A Glance

6000+ Active Campaigns
1.3BN+ Active Audience
50BN+ Impression/Mo
6 Workplaces
195+ Countries
Conglomerate of Digital Ad Tech 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
78.95% of Revenue for September Quarter

2. Performance Solutions
21.05% Of Revenue for September 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

New Feather To Our Wings Which Will Have Numbers From Next 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.

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

298MN
North America

180MN
Europe

100MN
Middle East & Africa

400MN
India

150MN
South East Asia

120MN
Others

82MN
Japan, Korea & Australia

1.3 BN+ Audience With Over 20 Data Points For Each

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

Leadership Pool

Hiren Shah
Founder and Chairman

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 CEO

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>
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</thead>
<tbody>
<tr>
<td>Revenue from Operations</td>
<td>86.15</td>
<td>83.77</td>
<td>169.91</td>
<td>216.99</td>
<td>70.45</td>
<td>287.45</td>
</tr>
<tr>
<td>Other Income</td>
<td>18.62</td>
<td>0.46</td>
<td>19.09</td>
<td>1.74</td>
<td>0.067</td>
<td>1.809</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>104.77</td>
<td>84.24</td>
<td>189.00</td>
<td>218.73</td>
<td>70.52</td>
<td>289.25</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>69.26</td>
<td>67.65</td>
<td>136.91</td>
<td>168.17</td>
<td>55.91</td>
<td>222.95</td>
</tr>
<tr>
<td>EBITDA</td>
<td>35.51</td>
<td>16.59</td>
<td>52.09</td>
<td>50.56</td>
<td>14.61</td>
<td>66.3</td>
</tr>
<tr>
<td>EBITDA Margin (%)</td>
<td>33.89%</td>
<td>19.69%</td>
<td>27.56%</td>
<td>23.11%</td>
<td>20.71%</td>
<td>22.92%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>9.20</td>
<td>9.26</td>
<td>18.46</td>
<td>6.16</td>
<td>4.69</td>
<td>10.85</td>
</tr>
<tr>
<td>EBIT</td>
<td>26.31</td>
<td>7.32</td>
<td>33.63</td>
<td>44.4</td>
<td>9.92</td>
<td>55.45</td>
</tr>
<tr>
<td>Finance Cost</td>
<td>2.9</td>
<td>1.58</td>
<td>4.48</td>
<td>1.37</td>
<td>1.95</td>
<td>3.32</td>
</tr>
<tr>
<td>PBT with Exceptional Item</td>
<td>23.41</td>
<td>5.75</td>
<td>29.15</td>
<td>43.05</td>
<td>7.97</td>
<td>52.13</td>
</tr>
<tr>
<td>Exceptional Items</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>PBT</strong></td>
<td>23.41</td>
<td>5.75</td>
<td>29.15</td>
<td>43.03</td>
<td>7.97</td>
<td>52.13</td>
</tr>
<tr>
<td>Tax</td>
<td>10.38</td>
<td>0.57</td>
<td>10.95</td>
<td>7.82</td>
<td>0.61</td>
<td>8.43</td>
</tr>
<tr>
<td>PAT before Minority Interest</td>
<td>13.03</td>
<td>5.17</td>
<td>18.2</td>
<td>35.21</td>
<td>7.36</td>
<td>43.7</td>
</tr>
<tr>
<td><strong>PAT</strong></td>
<td>13.03</td>
<td>5.17</td>
<td>18.2</td>
<td>35.21</td>
<td>7.36</td>
<td>43.7</td>
</tr>
<tr>
<td>PAT Margin %</td>
<td>12.43%</td>
<td>6.14%</td>
<td>9.62%</td>
<td>16.09%</td>
<td>10.43%</td>
<td>15.10%</td>
</tr>
</tbody>
</table>
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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