



**We Help Advertisers Efficiently Reach
The Prospects, Digitally**



Corporate Presentation, September 2019

Corporate Overview



Vertoz | Vertex In Ad-Tech

Vertoz is an ad tech company focusing on providing transparent and state-of-art, yet simple digital advertising solutions.

Our Vision - To be a global leader in the ad tech ecosystem.

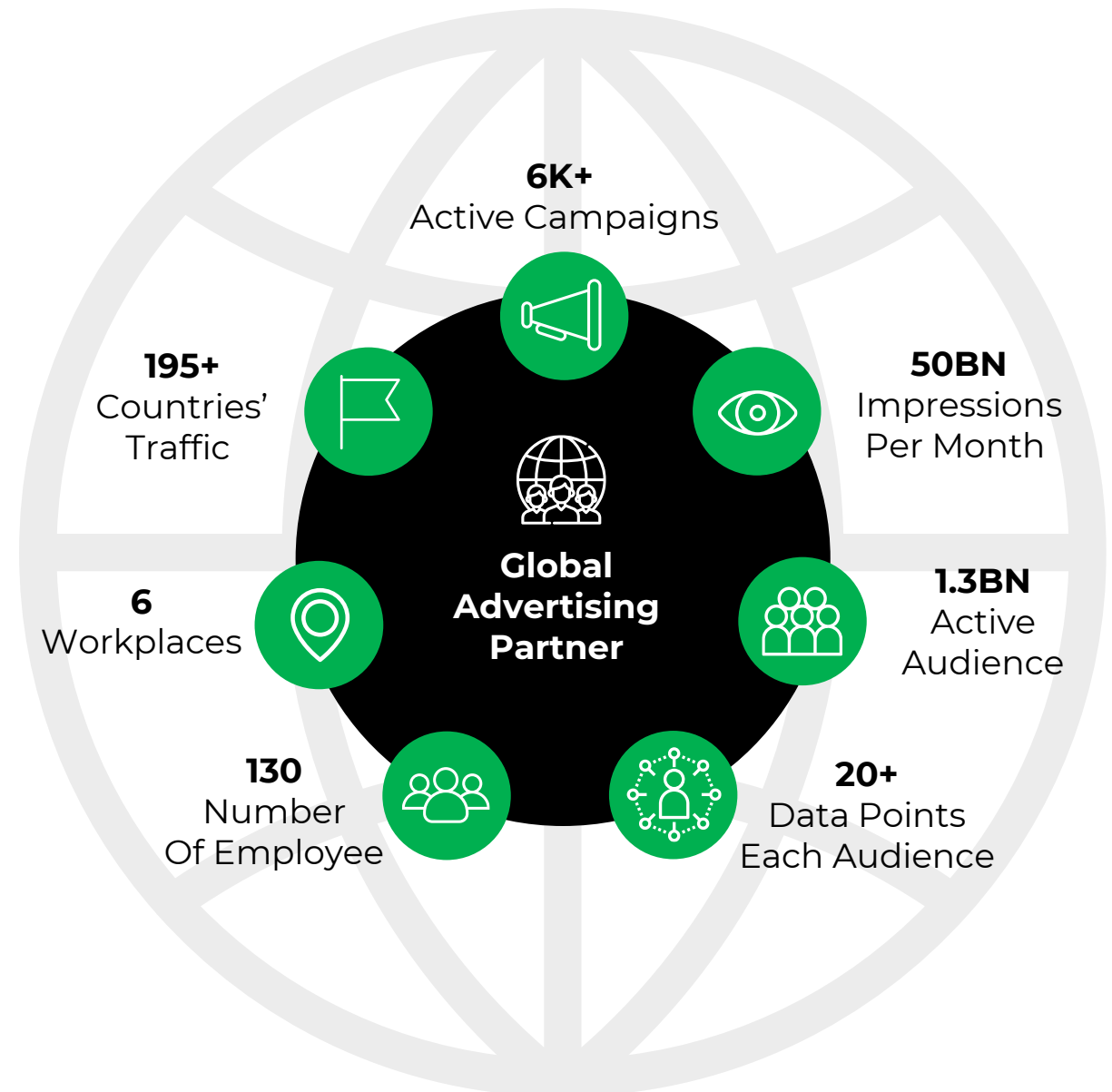
Our Mission - Discover and employ tools, technologies & data points to automate buying and selling of digital media.



Business Segments

Branding Solutions | 80.23% of Revenue for FY 18-19

Performance Solutions | 19.77% of Revenue for FY 18-19



Chapter I Our Business



Business Segments

**1. Branding
Solutions**

**2. Performance
Solutions**

**3. Our Global
Audience**

**4. Top Clients Across
The Globe**

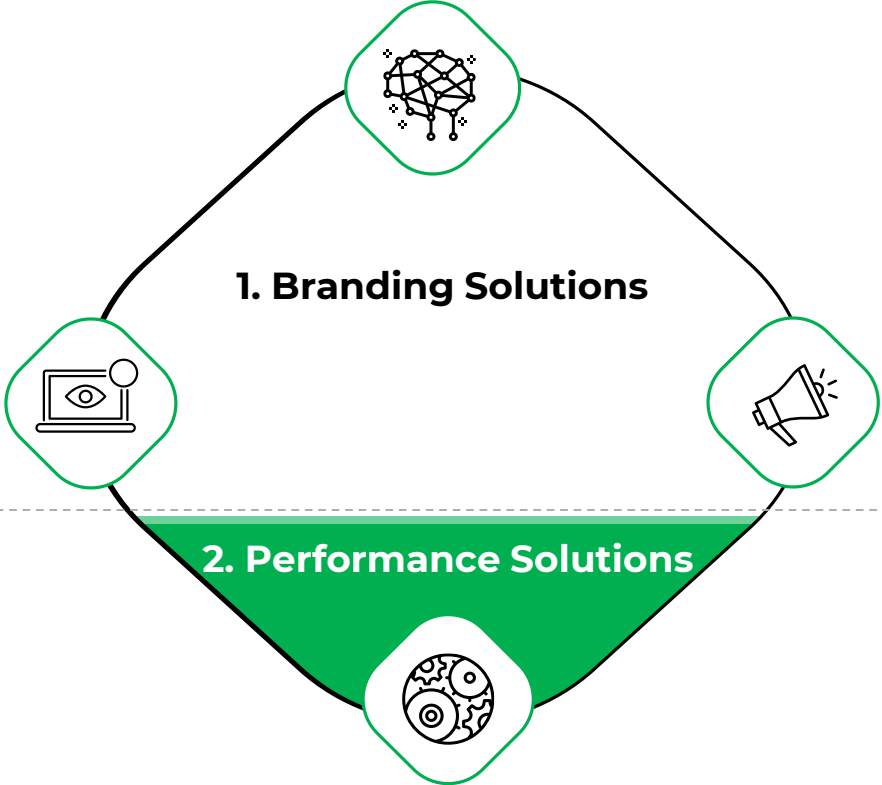
**5. Business
Strategy**

**6. Strength
By Strength**

Vertoz Offerings

Programmatic Advertising

AI Fueled Media Buying Platform For Reaching Prospects Digitally By Leveraging The Power Of Programmatic Advertising



Inventory Representation

Reaching genuine prospects was never easier!
With our high-quality inventories, advertisers can directly connect with millions of potential customers.

Campaign Management

Leverage the expertise of our media planners, campaign managers and data scientists who work towards meeting brand goals

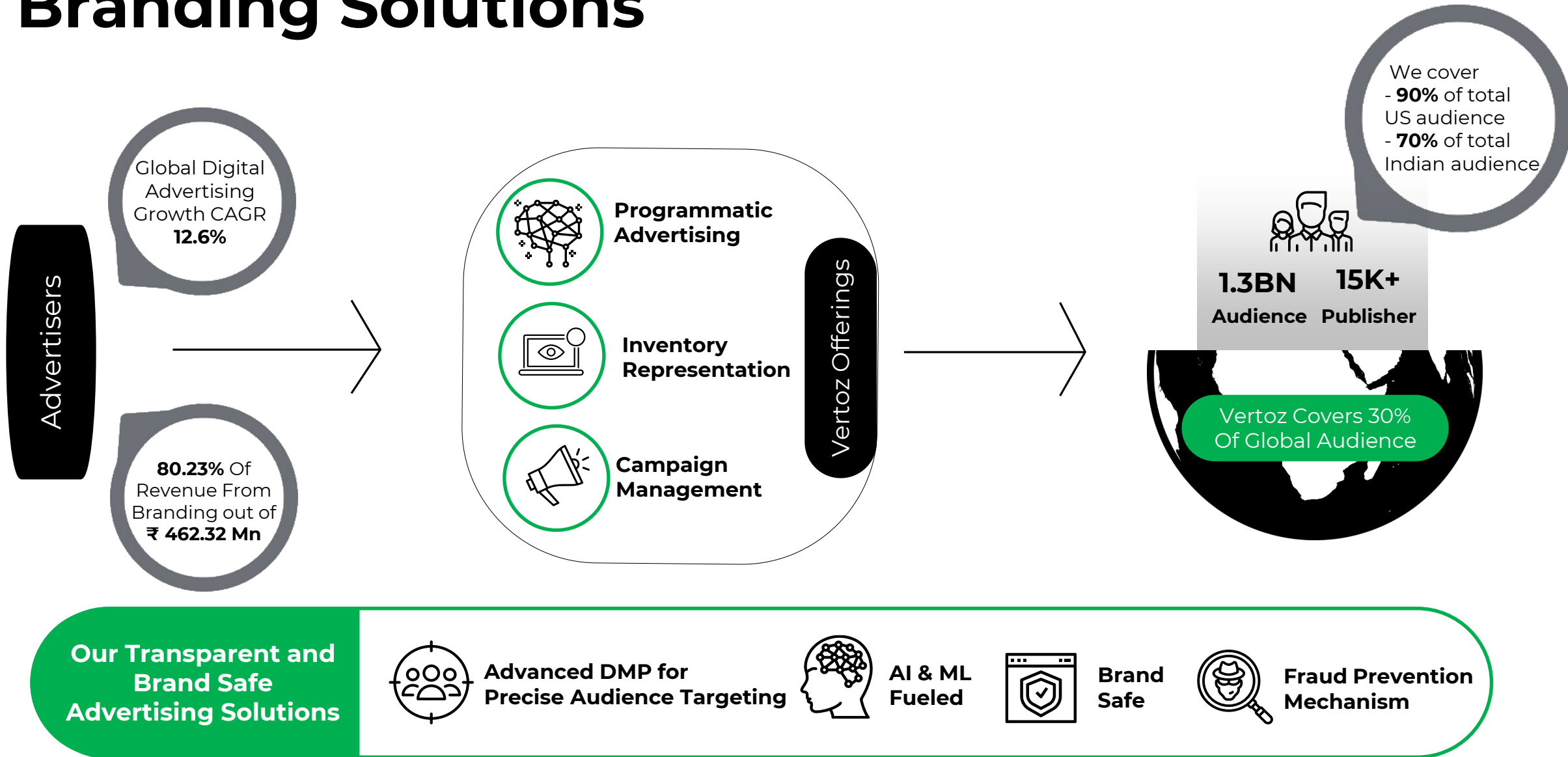
Performance Advertising

Our premium network of publishers & affiliates connects advertisers to a global pool of audience to fulfill advertisers' performance goals. Our aim is to help brands achieve the desired ROI.

1. Branding Solutions

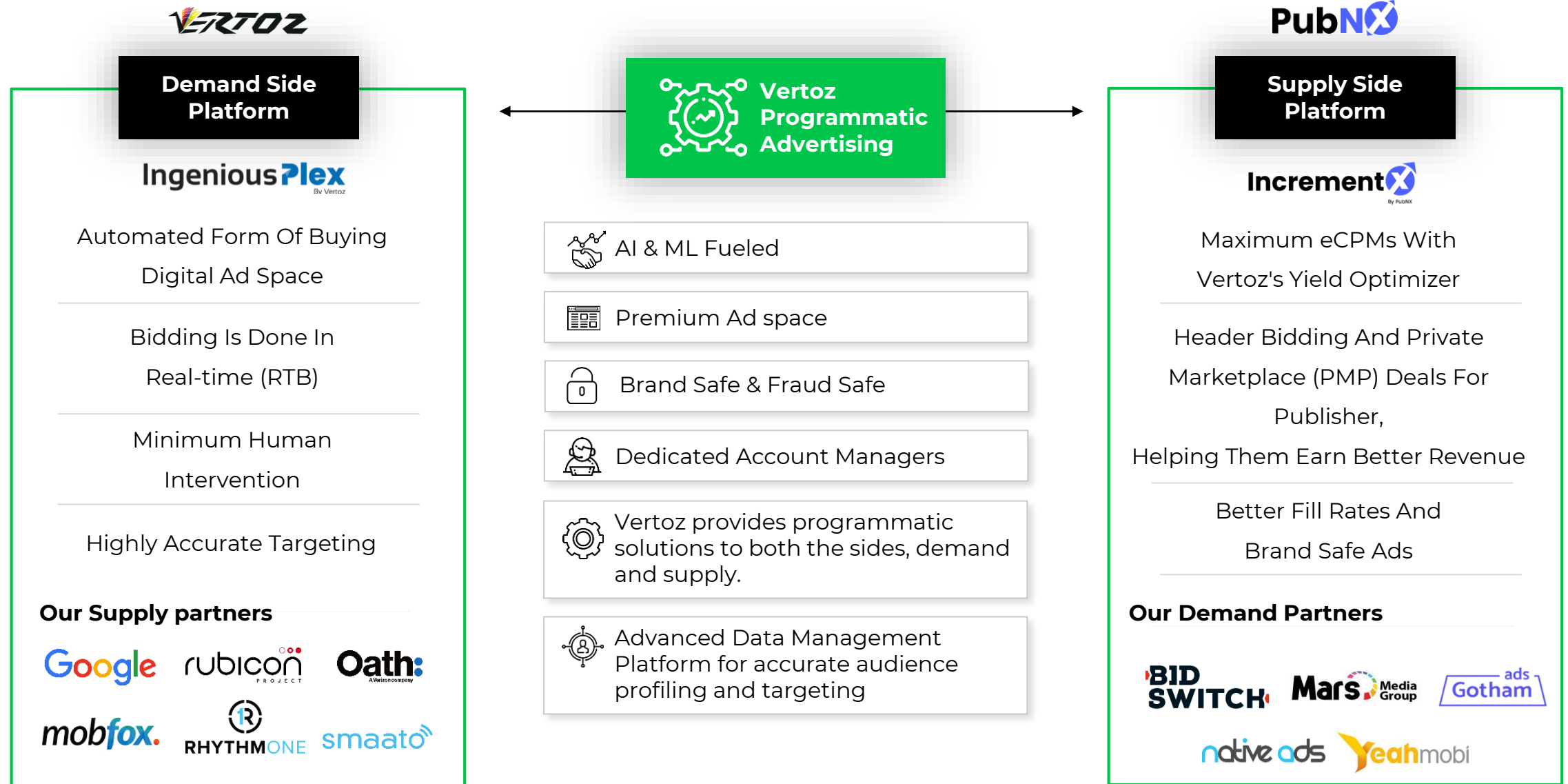


Branding Solutions

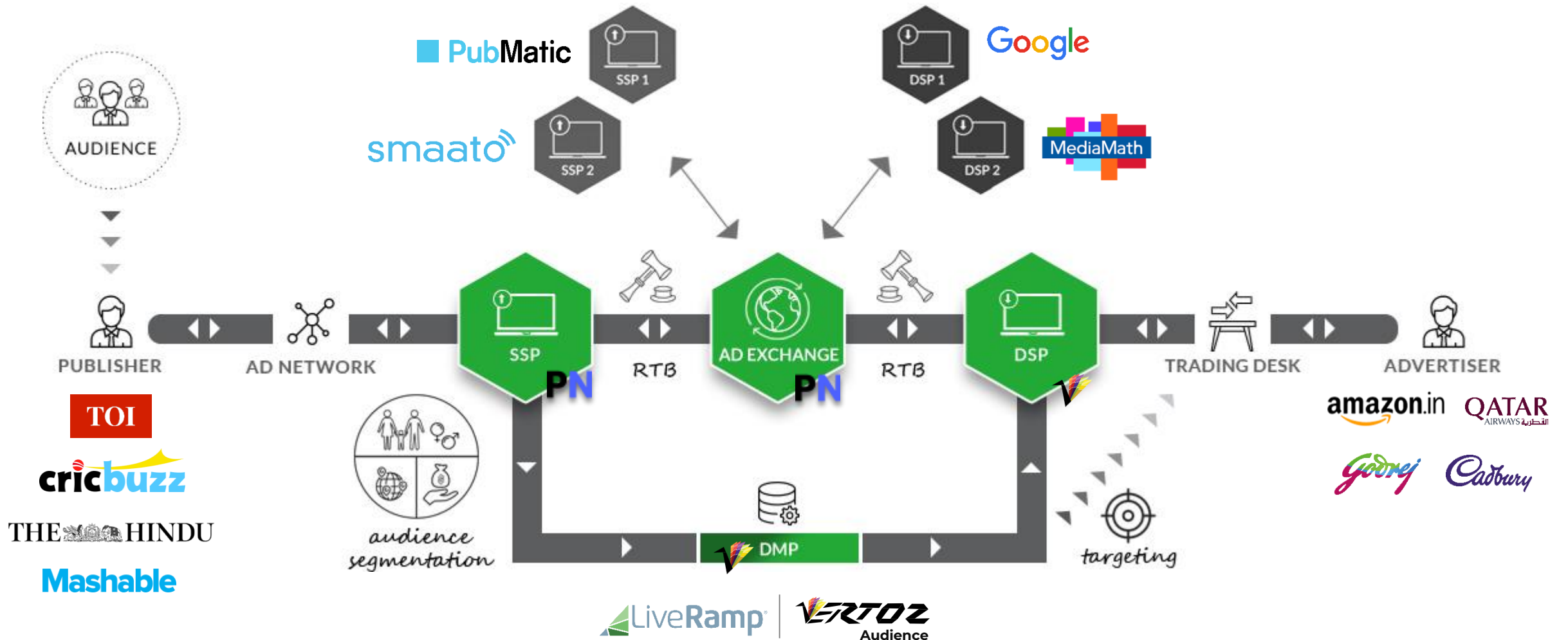


References : eMarketer, Statista

1.1 Vertoz Position in Programmatic Advertising



1.1 Vertoz Position in Programmatic Advertising



1.2 Inventory Representation

OLA APP & IN-CAB ADVERTISING

The commute can be a great time to talk to your customers. VertoZ brings you the perfect place to reach more than 150 million such customers in 120+ cities during their daily commute.



TRIPADVISOR

Want to reach the Globetrotters and travel enthusiasts? Tripadvisor has everything you are looking for. Right from frequent flyers to luxury travellers and budget tourists, our platform facilitates you to reach your desired audience.

Zomato

Looking to target the foodie community? We bring you access to one of the largest food communities across the world. Target according to their liking, location and many other factors.

zomato



Topper Learning

A premier study destination that's home to millions of children who are studying. Target children ranging from a wide range of age groups depending on their interest areas.






1.3 Campaign Management









Vertoz helps advertisers to precisely target and optimize biddable media campaigns to earn better ROI

Advertisers can reach the target audience and promote their brand using Google Ads, Facebook, Instagram, Twitter, LinkedIn, etc.

Vertoz Advantage

-  Team Of Experts
-  Intelligent Campaign Structuring
-  Use Of Artificial Intelligence And Machine Learning
-  In-depth Optimization
-  Thorough Data Analysis

Types of Ad Campaigns

-  Search Ads
-  Product Ads - ecommerce
-  Video Ads / YouTube Ads
-  Display Ads
-  Native Ads
-  Retargeting & Dynamic Retargeting



Client



2. Performance Solutions



2. Performance Advertising



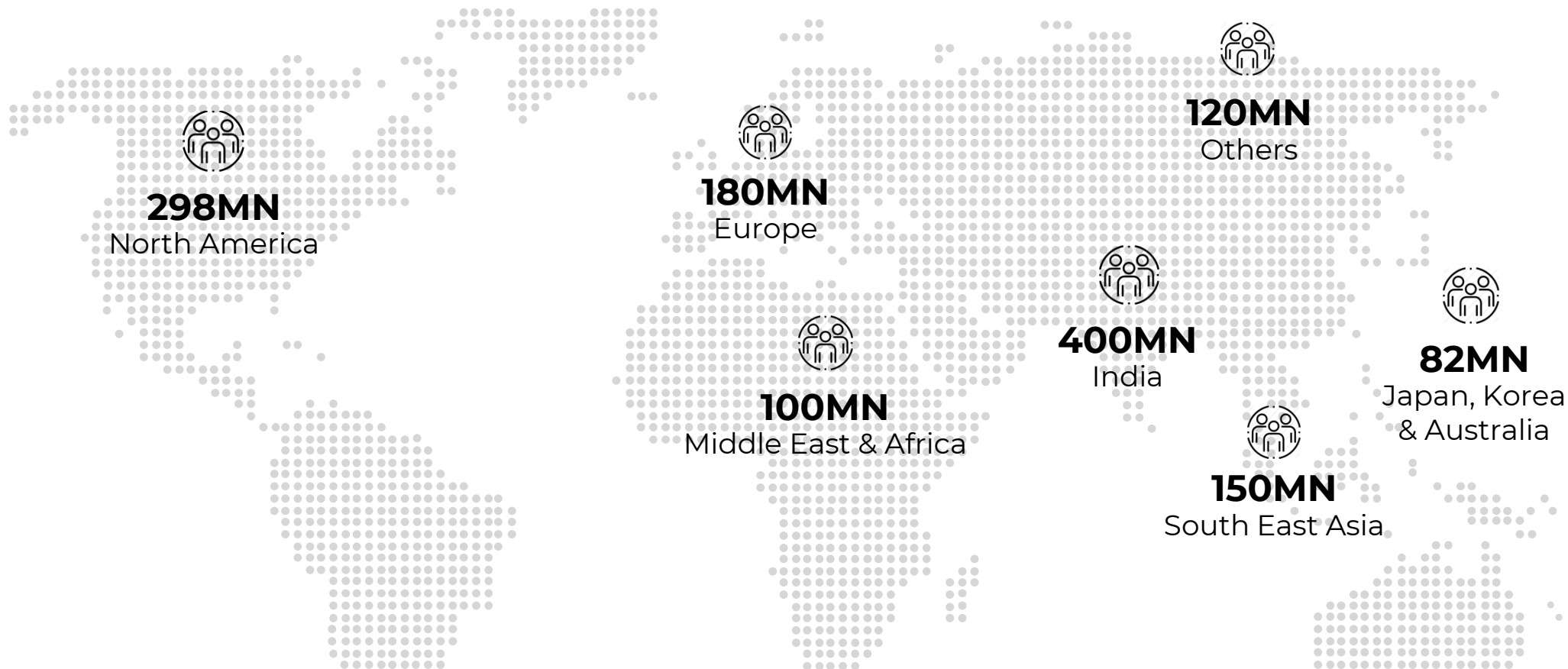
INTEGRATED WITH



VERTOZ POWERS THE WORLD'S FASTEST GROWING BRANDS



3. Our Global Audience



1.3 BN+ Audience With Over 20 Data Points For Each

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

4. Top Clients Across The Globe

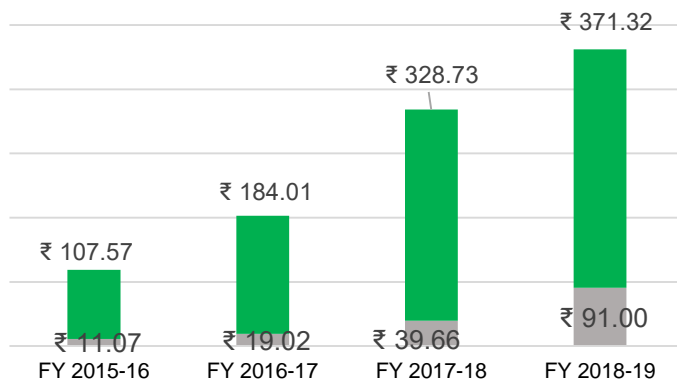
Brands



Revenue growth from top 10 customers

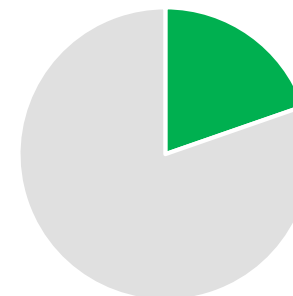
On consolidated basis - Rs. (MN)

■ Top 10 Clients ■ Remaining Clients



Revenue contribution from top 10 customers as % of FY 2019 on consolidated basis

Others
80.32%



Top 10
Customers
19.68%

Agencies



5. Business Strategy



To increase market share for deeper penetration



Increase geographical footprint; Emerging market



Building robust growth engine driving profitability



To grow our audience & their data points



To focus on direct relationship with the advertisers



To scale up the business; consolidating new business and technological partners



To graduate corporates on digital advertising



Growth strategy through meaningful acquisition



Vertoz strive for operational excellence



To increase our value for clients and partners



To focus on go-to-market approach to serve clients better

6. Strength By Strength

Strong in-house
R&D team

Competitive Moats:
In-house developed
robust technology for
data driven results

Proven Track record:
Revenues accruing from
the western geography.

Attractive Financial
Profile: High profitability
& strong cash flow

Integrated
technological platforms:
DSP, SSP & Exchange

ROI based revenue
models for advertiser

Dedicated RM
to each client

Strong understanding
of audience demeanor

Asset Light Model:
Capex is relatively lower
compared to revenue
growth

Launched
New Product :
pDOOH- Programmatic
Digital Out-Of-Home

First to introduce DMP
on a programmatic
platform: India

Chapter II

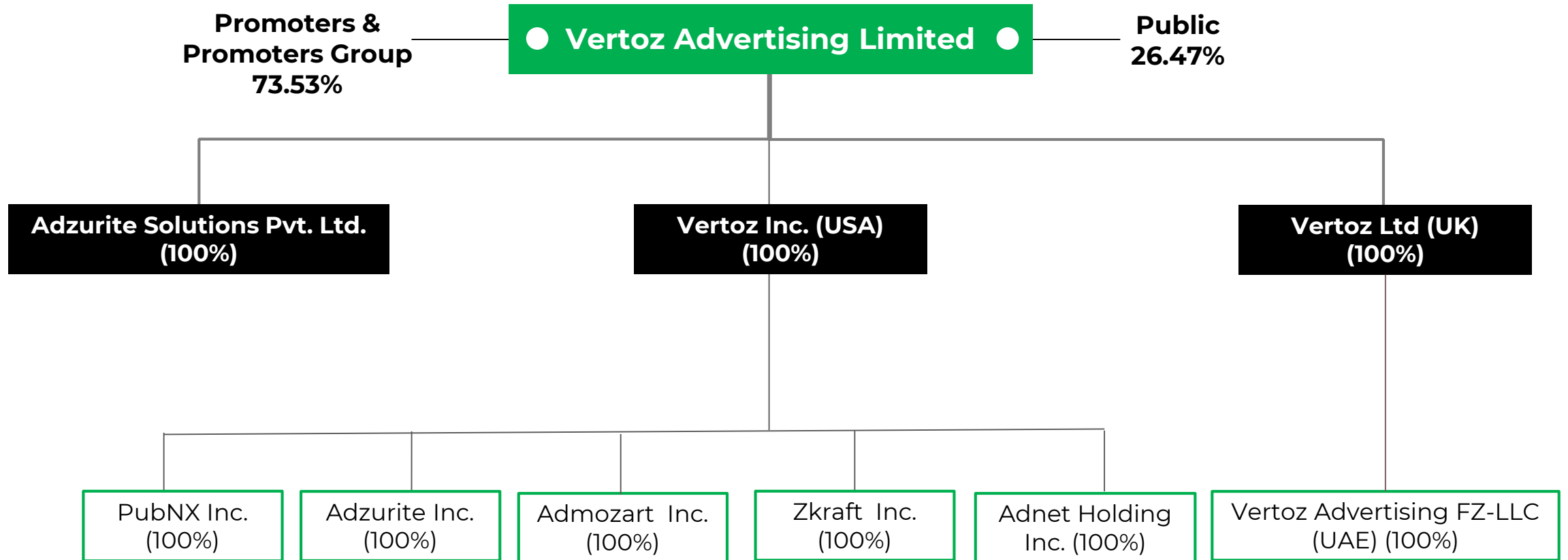
Corporate Structure & Leadership Pool



1. Corporate Structure

2. Leadership Pool

1. Corporate Structure



2. 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

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



Anand Dixit

Chief Technology
Officer - VertoZ



Sonia Coutinho

Business Head
Strategy Initiative
- VertoZ



Amarnath N.

Associate Director
of Sales - VertoZ



Gaurav Modi

Director -Business
Development –
AdMozart



Amit Gandhi

Director - Adzurite



**Akshay Sonar
Parolkar**

Chief Financial Officer
(CFO)- VertoZ



Mitchell Jones

Director of Sales
US - VertoZ



Abhay Mokal

Marketing Head
Vertoz



Nikhil Kurup

Associate Director
International- Adzurite



Vedavyas Badri

Head- PubNX

Chapter III

Our SBUs & Achievements



**1. Our Strategic
Business Units**

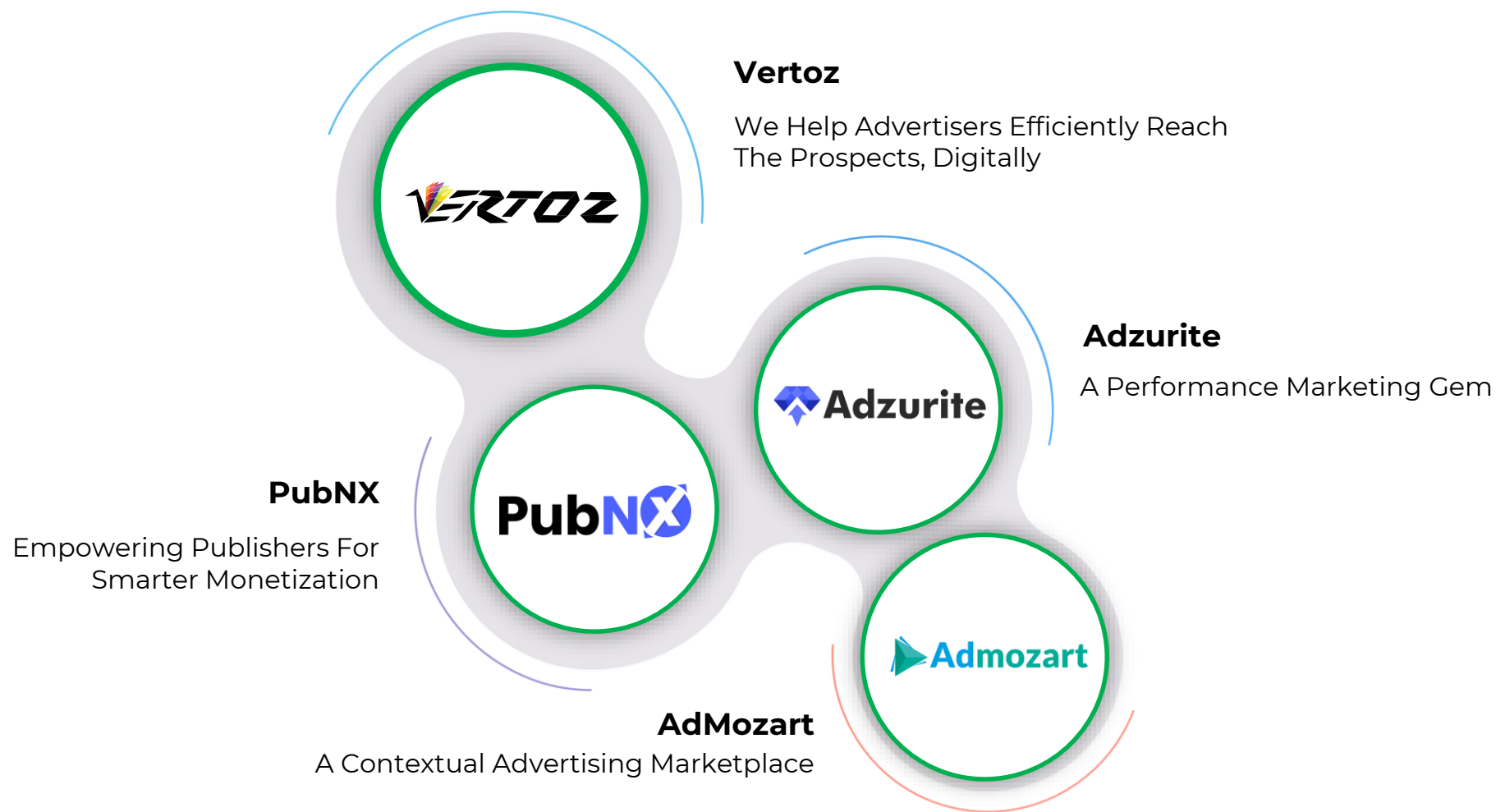
**2. What Our
SBUs Do?**

**3. Our
Uniqueness**

4. Accolades

5. Exhibitions

1. Our Strategic Business Units



2. What Our SBUs Do?



3. What Makes Vertoz Unique?



Holistic Media Buying

Ingenious Plex allows you to run campaigns for multiple advertising platforms under one roof and get great results with the power of AI & ML.



Personalized Targeting

Gone are the days of homogeneous advertising. Considering the diverse target audience, a heterogeneous and personalized targeting strategy yield best results.



One-Stop Reporting

No worrying about managing different platforms for optimization and reporting. As advertisers can set up campaigns on multiple platforms from Ingenious Plex, reporting is also under one roof.



State-of-the-art Servers

Highly advanced servers play an important role in our robust advertising platform. We have servers in every major region like the Indian subcontinent, USA, APAC.



Multi-Device and Multi-platform

Customers consume content through multiple devices like websites, mobiles & tablets. It is, therefore, essential to reach them on each platform. That's exactly what our multi-platform support enables.



Campaign Audience Analysis

We manage publishers' first-party data & third-party data for advanced targeting. We also provide you with detailed campaign insights & audience analysis for better understanding of your market.



Transparent And Safe

Vertoz make sure, you get to track results of every penny you spent on advertising. Our fraud prevention mechanism safeguards you from pilferage.



Result Oriented

Artificial Intelligence and Machine Learning power our platform to do the advanced number crunching and to learn ways to achieve your advertising goals in the shortest possible duration.



Brand Safety

Our brand safety partners ensure that the ads are not placed alongside undesirable content which can harm the advertiser's brand image.

4. Accolades



DIGIXX 2019



Brands Of India Awards 2019



ABP Brand Excellence Award 2018



MOBEXX 2018



DIGIXX 2018



Accreditation



5. Exhibitions



ad:tech

Mumbai | Delhi | Singapore
New York | San Francisco



Delhi - India

DIGIPUB
WORLD

Delhi - India

iab.

California | New York

i:media

Jaipur - India



Cologne - Germany



Las Vegas - USA

AFFILIATE
SUMMIT

New York | Las Vegas

PROGRAMMATIC I/O

New York - USA



Singapore

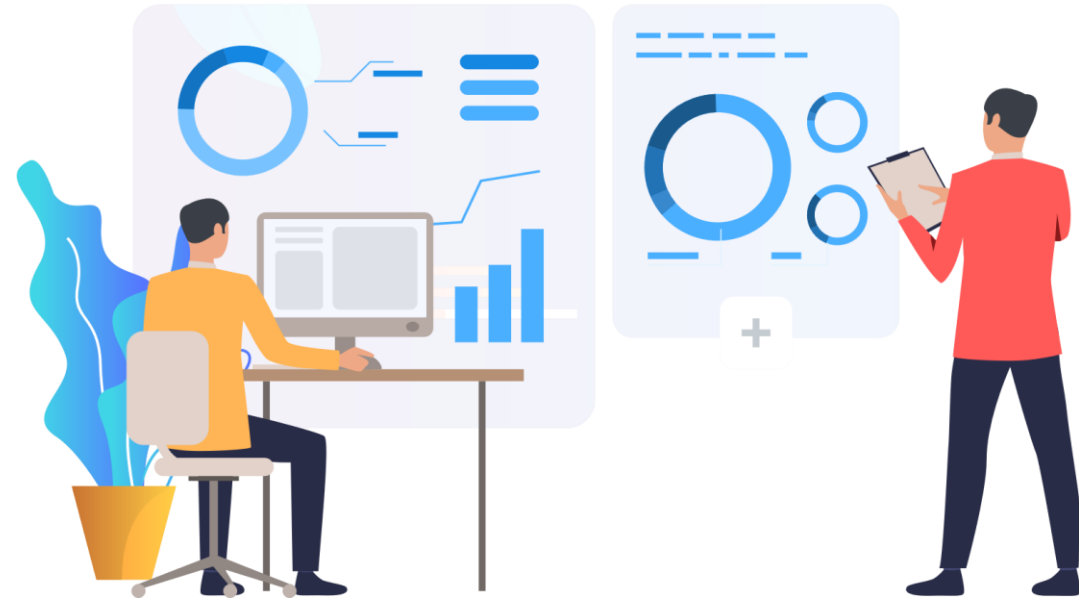


Bangkok - Thailand

TECHDAY

New York - USA

Chapter IV Market Overview

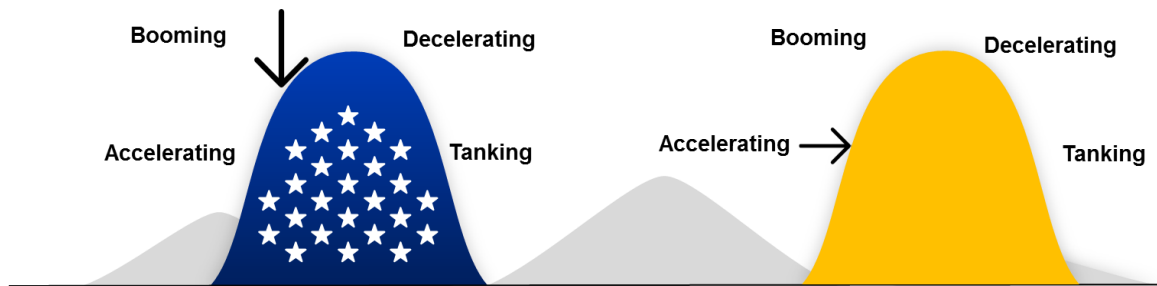


1. Industry Dynamics

2. Global Market Analysis

3. Focus On Emerging Market

1. Industry Dynamics



The US Market has matured in digital advertising to serve ads programmatically

The Indian Market has a huge growth potential for programmatic advertising!

Bell Curve - Digital Advertising In The USA and India shows that India is growing and has huge potential

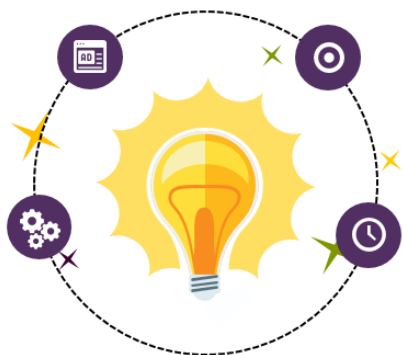


India Internet Users by 2019- 627 Mn

Smartphone Users- 500 Mn

Huge potential in Indian Market
Total Internet users - 627MN | 10MN New users added every month

Our Contribution



Vertoz has an advantage of having western presence - First access to trends and technology. First to introduce DMP on a programmatic platform in India




pDOOH

We understand market potential and needs.
Latest Product launch Programmatic Digital Out-Of-Home (pDOOH)

Reference : Statista

2. Global Market Analysis

TRENDS 
Internet Users
Digital Advertising Spends 2019
Digital Advertising 2019 CAGR%
Programmatic Growth Rate 2019



GLOBAL

4437 Million by 2019

₹ 23328 BN

12.6%

19%



USA

292 Million by 2019

₹ 7380.8 BN

19%

28%



INDIA

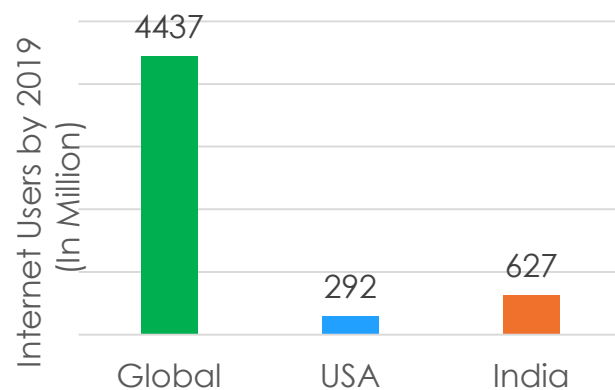
627 Million by 2019

₹ 144.1 BN

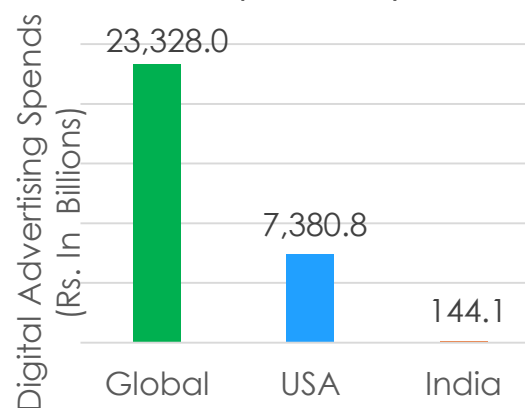
32%

38%

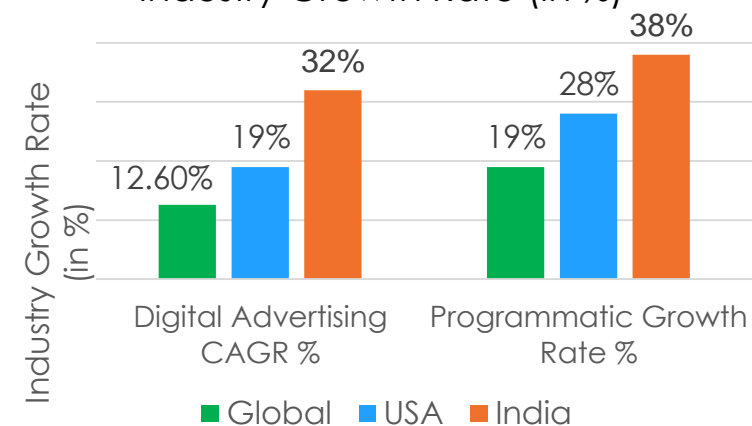
Internet Users by 2019 (In Mn)



Digital Advertising Spends (Rs. In Bn)



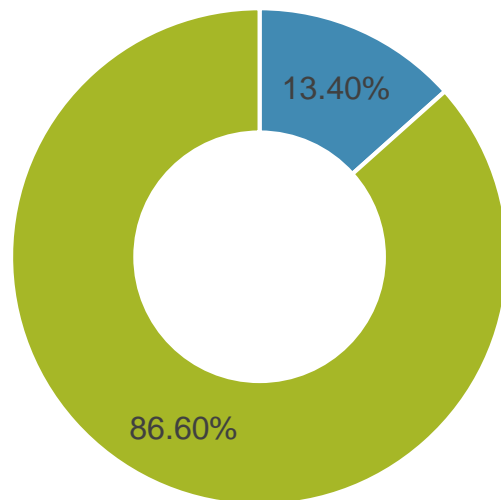
Industry Growth Rate (in %)



*References : eMarketer, Statista

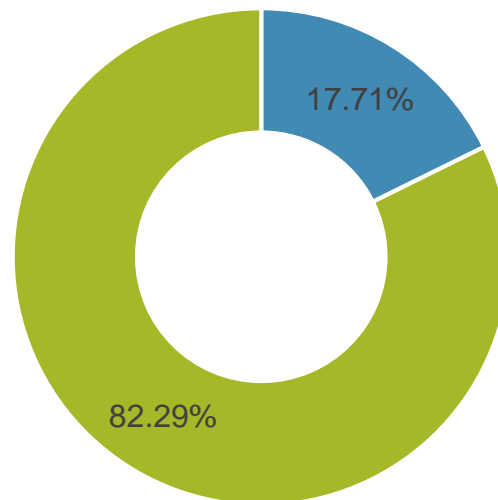
3. Focus on Emerging Market : India

FY 18 (Audited)



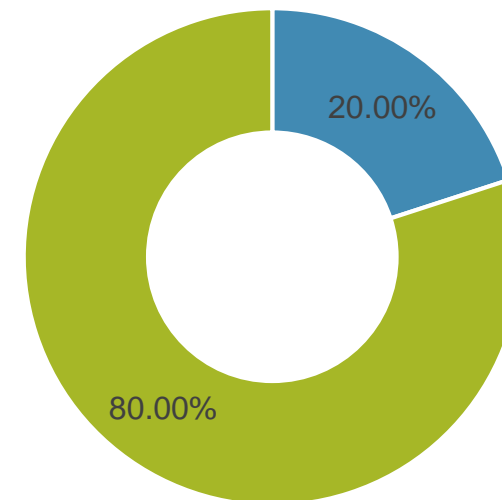
■ Domestic Sales ■ Export Sales

FY 19 (Audited)



■ Domestic Sales ■ Export Sales

FY 20 (Estimated)



■ Domestic Sales ■ Export Sales

Contribution to revenue from emerging market to increase in the coming years

Chapter V

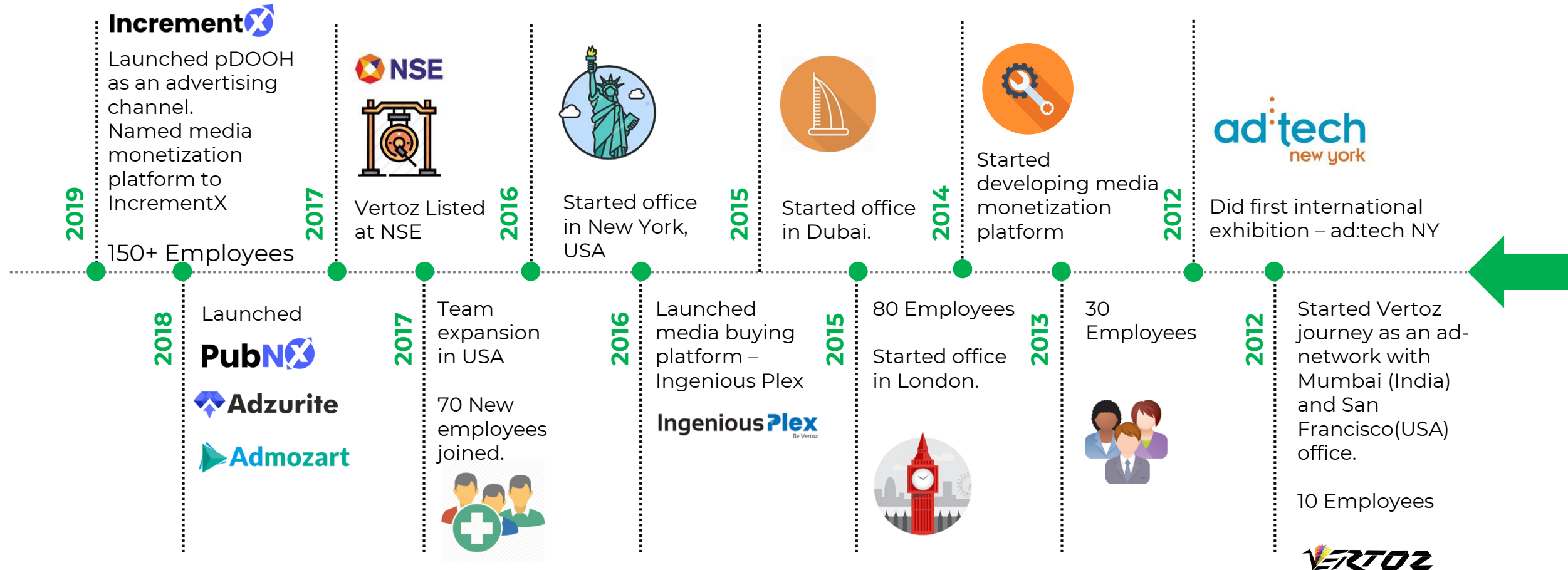
Our Growth Story



1. Milestones

2. Growth Drivers

1. Milestones



2.1. Growth Drivers

82.29% revenue comes from International markets and **17.71%** revenue comes from India

Product Innovations and Upgrades to match the ever-evolving market dynamics

Expanded operations in New York where the company is targeting international brands and premium publishers



Digital Advertising is growing exponentially in Indian market at CAGR of **32%**

Vertoz is expected to grow **25%-30%** Y-o-Y in next two years.

Scaling up the business by adding new partners, premium supply and high spending demand.

Reference : eMarketer

2.2. Inorganic Growth Plan

Acquisition



Revenue Growth (1+1=3)

- Combined revenue from both the companies
- Cross selling and upselling opportunity to existing customer base



Business & Technology Partners

- Creates an opportunity to get into the partnership with the partners of the acquired business
- Vertoz and the acquired company will have advantage of utilizing tech partners of each other. This will bring tech enhancement for our advertising offerings.



Audience Pool & Data Accuracy

Combined audience pool will multifold the audience reach, and the cookie sync will provide more granular audience segments



Reduced Cost of Operations

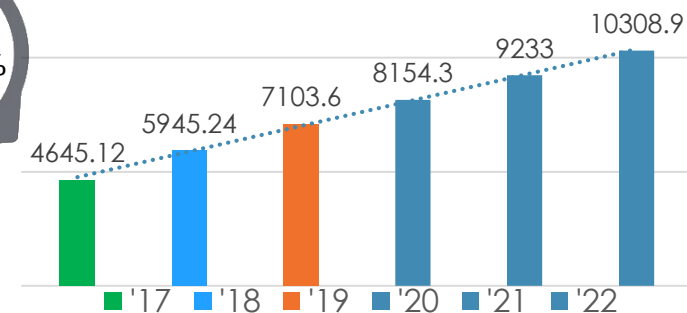
- Our proprietary tech will enhance acquired company's offerings.
- Vertoz having operational headquarters out of India will provide skilled and low-cost manpower

Market Expansion

Asian Market's Potential



Asia Total Internet Users 2019 TD – **1.64 Bn**
Excluding India



Total Digital Ad Spends (₹ Bn)



Planning to open office in
**Singapore, Hongkong,
China and Indonesia**

Reference : Statista , Internet World Stats

Chapter VI Financials



1. Financial
Summary

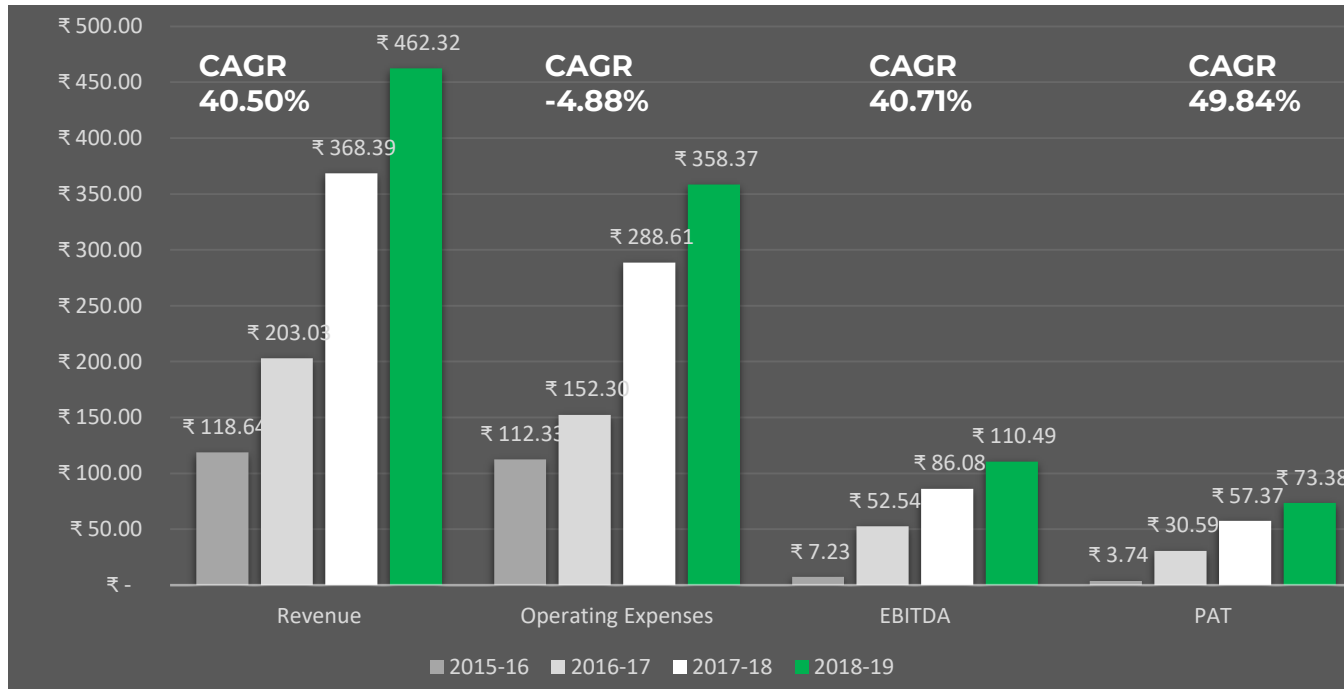
2. Financial
Statements

3. Shareholding &
Market Indicator

4. Financial
Profile

5. Financial Outlook &
Guidance

1. Financial Summary



Key Ratios	FY 18	FY 19
Diluted EPS (₹)	9.59	12.26
ROCE	30.61%	30.62%
ROE	20.23%	20.21%
P/E (x)	20.18	15.78
P/B (x)	4.08	3.19
EV/EBITDA (x)	12.15	10.23
Market Cap to Sales	3.09	2.47
EV / Sales	2.79	2.41

PERIOD	Revenue (Mn)	Operating Expenses (Mn)	Operating Expenses %	EBITDA(Mn)	EBITDA%	PAT(Mn)	PAT%
2018 - 19	₹ 468.86	₹ 358.37	77.51%	₹ 110.49	23.90%	₹ 73.38	15.65%
2017 - 18	₹ 374.69	₹ 288.61	78.34%	₹ 86.08	23.36%	₹ 57.37	15.31%
2016 - 17	₹ 204.84	₹ 152.30	75.01%	₹ 52.54	25.88%	₹ 30.59	14.93%

2.1 Financial Statements | P&L

Particulars (INR MN)	FY17	FY18	FY19
Revenue from Operations	203.03	368.39	462.32
Other Income	1.81	6.29	6.53
Total Revenue	204.84	374.69	468.86
Total Expenses	166.24	307.38	380.93
EBITDA	68.78	86.07	110.49
EBITDA Margin (%)	33.58%	22.97%	23.57%
Depreciation	8.64	13.66	18.80
Finance Cost	21.54	5.10	3.77
PBT with Exceptional Item	38.60	67.31	87.93
Exceptional Items	-	-	-
PBT	38.60	67.31	87.93
Tax	8.01	9.94	14.55
PAT before Minority Interest	30.59	57.37	73.38
PAT	30.59	57.37	73.38
PAT Margin %	14.93%	15.31%	15.65%

2.2 Financial Statements | Balance Sheet- Liabilities

Liabilities (INR MN)	FY17	FY18	FY19
Shareholders Fund			
Share Capital	0.20	59.85	59.85
Reserve and Surplus	37.38	223.75	303.33
Money Received against Share Warrant/Share Application Money Pending	-	-	-
Total Shareholders Fund	37.58	283.60	363.18
Minority Interest	0.00	-	-
Non-Current Liabilities			
Long term Borrowing	13.47	9.55	6.12
Other Financial Liabilities	-	-	-
Deferred Tax Liabilities	2.41	1.56	0.29
Other Long term Liabilities	2.25	3.13	3.51
Long Term Provision	-	-	-
Total Non Current Liability	18.14	14.24	9.92
Current Liabilities			
Short Term Borrowing	31.43	20.65	45.07
Trade Payable	61.04	68.97	71.05
Other Current Liabilities	5.14	11.30	16.21
Other Financial Liabilities	-	-	-
Short Term Provision	8.68	14.73	15.59
Total Current Liabilities	106.29	115.65	147.92
Total	162.01	413.48	521.02

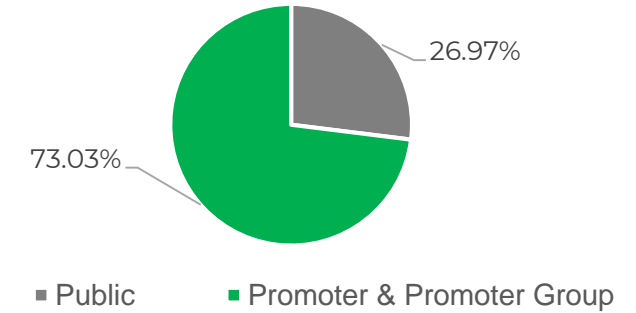
2.3 Financial Statements | Balance Sheet- Assets

Assets (INR MN)	FY17	FY18	FY19
Fixed Assets			
Tangible Assets	56.17	96.92	87.60
Intangible Assets	-	-	-
Total Fixed Assets	56.17	96.92	87.60
Non-Current Investment & Other Financial Asset	-	-	-
Long Term Loans and Advances	1.79	3.45	3.77
Other Non-Currents Assets	0.08	-	-
Current Assets			
Current Investment			-
Inventories	-	-	-
Trade Receivable	71.31	177.67	133.72
Cash & Cash Equivalent	31.30	126.29	36.99
Short term loans and Advances	1.34	8.82	258.93
Other Current Assets	0.01	0.35	-
Total Current Assets	103.96	313.12	429.65
Total	162.00	413.48	521.02

3. Shareholding & Market Indicator

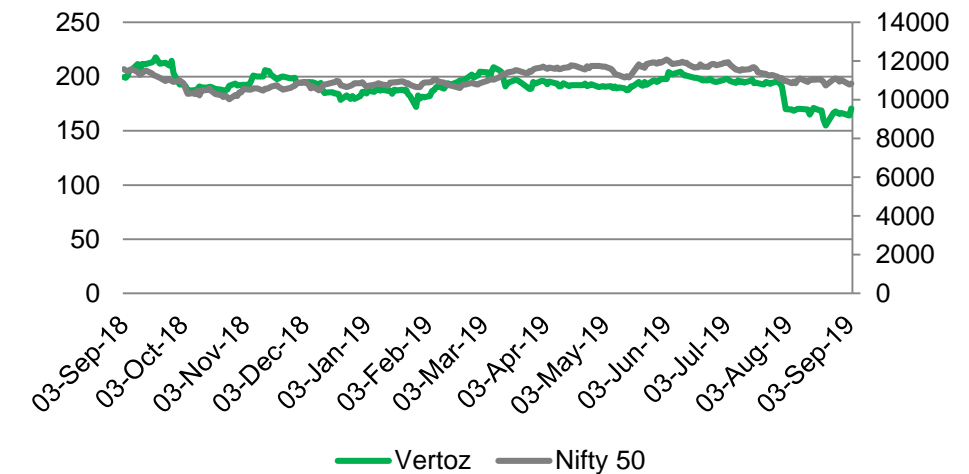
Shareholding Pattern (%)	As on March 2019		
Category of Shareholder	No of shareholders	No of shares held	Percentage
(A) Promoter & Promoter Group	7	43,71,074	73.03%
(B) Public	350	16,13,926	26.97%
Grand Total	357	59,85,000	100%

Shareholding Pattern(%)

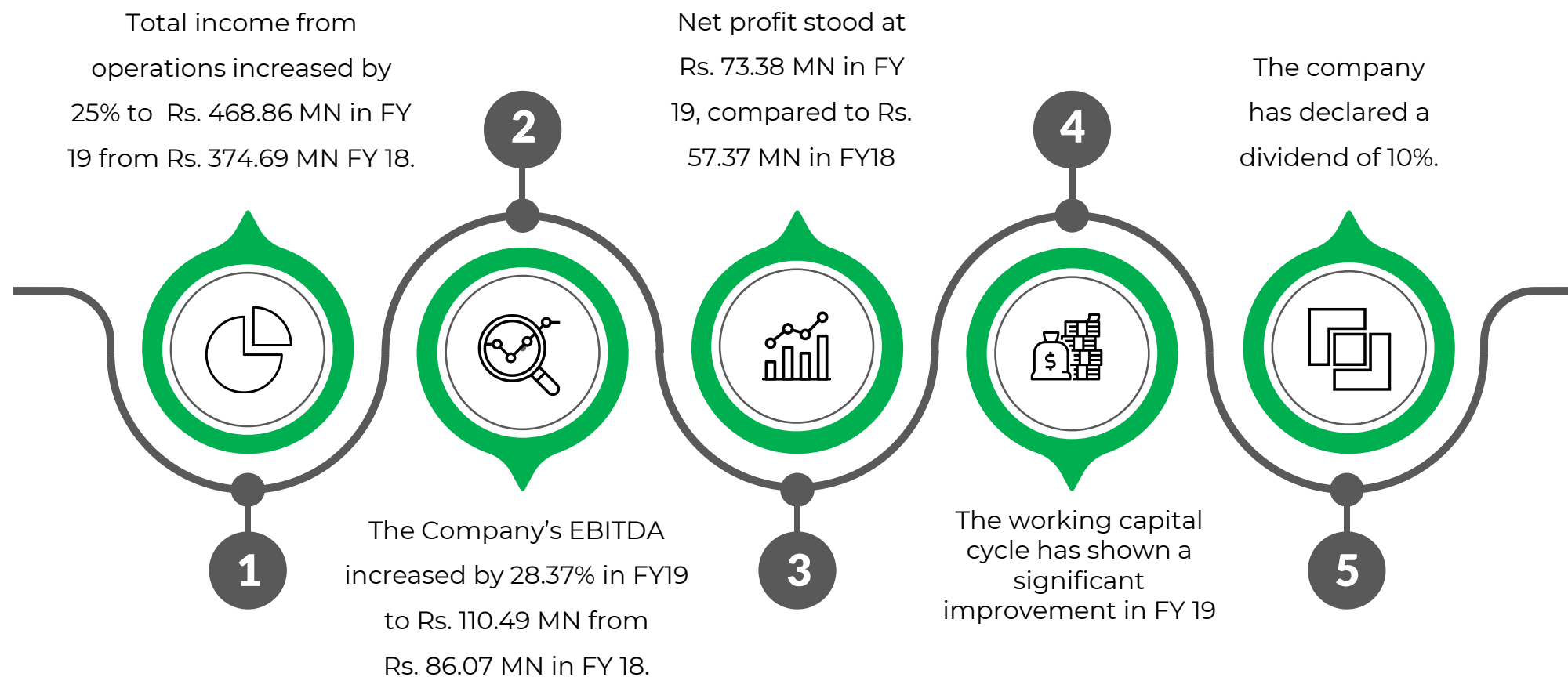


Market Indicator	
No of Equity shares	59,85,000
Face Value (INR)	10.00
Market Price (on 31/03/19)	193.45
52 weeks high / low (In INR)	220.70/151.25
Market Cap (in Mn)	1,157.80

Relative Price Performance



4. Financial Profile



5. Financial Outlook And Guidance

Vertoz's earnings to witness a YoY growth of 25-30% over FY 20-21E

Vertoz has a strong technological edge & hence we believe that the future for Vertoz looks very strong over the next 2-3 years.

Vertoz has already launched a product pDOOH (Programmatic Digital Out-Of-Home), we expect a better contribution from this product in coming years.

The company's focus is on broadening its product portfolios

The company intends to invest in technology in technology to stay ahead of the competition.

Margin will expand further in FY 2020 by 100bps, on the back of operational efficiency

The company intends for meaningful acquisition to fuel its growth strategy

Chapter VII

Our Initiatives



1. Industry Initiatives

2. Philanthropy Activities

1. Industry Initiatives



We regularly conduct free programmatic workshops, to spread the knowledge about the emerging, data-driven and futuristic advertising technique of programmatic advertising

2. Philanthropy Activities



We believe that giving back to the society is a fundamental responsibility of any corporate institution. We are fulfilling our responsibilities towards the society through these social contributions.

Chapter VIII

Miscellaneous



1. Glossary

2. References

3. Disclaimer

1. Glossary

Term/Abbreviation	Meaning/Full form
Advertiser	An advertiser is the person who wants his potential customers to know about a brand or a product.
AI	Artificial Intelligence
APAC	Asia Pacific
BFSI	Banking, financial services and insurance
BSE	Bombay Stock Exchange
CAGR	Compound Annual Growth Rate
DMP	Data Management Platform
DSP	Demand Side Platform
EBITDA	Earnings Before Interest, Taxes, Depreciation, and Amortization
eCPMs	Effective cost per Mille or effective cost per Mille

Term/Abbreviation	Meaning/Full form
ML	Machine Learning
P&L	Profit & Loss Statement
PAT	Profit After Tax
PBT	Profit Before Tax
PMP	Private Marketplace
Publisher	Publisher is the owner of a website who wants to run an ad on his/her website and earn a good revenue from it.
ROI	Return on Investment
RTB	Real Time Bidding
SBU	Strategic Business Units
SSP	Supply Side Platform

2. References

- **Statista.com**

Slide 27: Indian Internet Users and Smart Phone Users

Slide 28: Internet Users – Global, USA and India

Slide 28: Programmatic Growth Rate 2019 - Global, USA and India

Slide 33: Digital Ad Spends Asia & Growth CAGR%

- **eMarketer.com**

Slide 6: Digital Advertising 2019 CAGR% - Global, USA and India

Slide 28: Digital Advertising Spends 2019 – Global, USA and India

Side 28: Digital Advertising 2019 CAGR% - Global, USA and India

- **Market.us - Global Internet Advertising report**

- **Internetworldstats.com**

Slide 33: Asian Internet Users

3. 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.



Vertoz Inc

1250 Broadway, Suite
3611, New York City,
New York 10001, USA.

T +1 646 895 6969



Vertoz Inc

50 California Street
Suite 1500,
San Francisco,
CA 94111 USA.

T +1 415 300 4333



Vertoz Ltd

Kimberley House, 31
Burnt Oak Broadway,
Edgware, Greater
London – HA8 5LD, UK

T +44 20 3318 4422



Vertoz Advertising
FZ-LLC

EX-34,
Ground Floor, Bldg 16,
Dubai Internet City,
Dubai – 73000, UAE



Vertoz Advertising
Limited

602, Avior, Nirmal
Galaxy, LBS Marg,
Mulund West,
Mumbai – 400080, India

T +91 22 6142 6030

Investor Relations

Mr. Akshay Ashok Sonar (Parolkar)- CFO

Vertoz Advertising Limited

(Formerly Known as Vertoz Media Pvt. Ltd. & Vertoz Media Ltd.)

602, Avior, Nirmal Galaxy L.B.S. Marg,
Opp. Johnson & Johnson, Mulund (W) Mumbai – 400080.

CIN L74120MH2012PLC226823

Phone : +91 22 6142 6030

Email : compliance@vertoz.com

Mr. Vinayak Shirodkar / Mr. Krunal Shah

Captive IR Strategic Advisors (P) Ltd

Office 111, Bajaj Bhavan, Barrister Rajni Patel Marg,
Nariman Point Mumbai – 400 021 INDIA

CIN U74999MH2018PTC318461

Phone : +91 22 4347 2247

Email : vinayak@cap-ir.com | krunal@cap-ir.com