We Help Advertisers Efficiently Reach The Prospects, Digitally

Corporate Presentation, September 2019
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
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.

1. **Branding Solutions**

2. **Performance Solutions**

**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

Programmatic Advertising
Inventory Representation
Campaign Management

Vertoz Offers:
- Advanced DMP for Precise Audience Targeting
- AI & ML Fueled
- Brand Safe
- Fraud Prevention Mechanism

Our Transparent and Brand Safe Advertising Solutions

References: eMarketer, Statista

Global Digital Advertising Growth CAGR 12.6%

80.23% of Revenue From Branding out of ₹ 462.32 Mn

Vertoz Covers 30% Of Global Audience

1.3BN Audience, 15K+ Publisher

We cover:
- 90% of total US audience
- 70% of total Indian audience
1.1 Vertoz Position in Programmatic Advertising

Vertoz provides programmatic solutions to both the sides, demand and supply.

- **AI & ML Fueled**
- **Premium Ad space**
- **Brand Safe & Fraud Safe**
- **Dedicated Account Managers**
- Vertoz provides programmatic solutions to both the sides, demand and supply.
- **Advanced Data Management Platform** for accurate audience profiling and targeting

**Our Supply partners**
- Google
- Rubicon
- Oath
- Mobfox
- RhythmOne
- Smaato

**Our Demand Partners**
- BID Switch
- Mars
- Media Group
- ads
- Gotham
- Native Ads
- Yeahmobi

**ECPMs**

- Maximum eCPMs With Vertoz’s Yield Optimizer
- Header Bidding And Private Marketplace (PMP) Deals For Publisher,
- Helping Them Earn Better Revenue
- Better Fill Rates And Brand Safe Ads
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.

**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

- ozonegroup
- Resultrix
- HDFC Life
- The Leela
- Tata Housing
2. Performance Solutions
2. Performance Advertising

- ROI based revenue model
- Precision targeting of consumers by the brands and of customers by the corporates
- Dedicated RMs are allotted to each customer
- ROI goals are set for RMs. This drives more digital advertising which is a revenue spinner for the company
- Marketing budgets are moving towards performance marketing converting from traditional marketing budgets like print, TV and outdoor
- Ensures highly convertible leads for corporates to target along with high conversion rates

INTEGRATED WITH

VERTOZ POWERS THE WORLD’S FASTEST GROWING BRANDS

[List of brands and logos]
3. 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
4. Top Clients Across The Globe

Revenue growth from top 10 customers
On consolidated basis - Rs. (MN)

<table>
<thead>
<tr>
<th>Years</th>
<th>Top 10 Clients</th>
<th>Remaning Clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2015-16</td>
<td>₹ 107.57</td>
<td>₹ 11.07</td>
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<td>FY 2016-17</td>
<td>₹ 184.01</td>
<td>₹ 19.02</td>
</tr>
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<td>FY 2017-18</td>
<td>₹ 328.73</td>
<td>₹ 39.66</td>
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<tr>
<td>FY 2018-19</td>
<td>₹ 371.32</td>
<td>₹ 91.00</td>
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</table>

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

- Others: 80.32%
- Top 10 Customers: 19.68%
## 5. Business Strategy

<table>
<thead>
<tr>
<th>Objective</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>To increase market share for deeper penetration</td>
<td>To graduate corporates on digital advertising</td>
</tr>
<tr>
<td>Increase geographical footprint; Emerging market</td>
<td>Growth strategy through meaningful acquisition</td>
</tr>
<tr>
<td>Building robust growth engine driving profitability</td>
<td>Vertoz strive for operational excellence</td>
</tr>
<tr>
<td>To grow our audience &amp; their data points</td>
<td>To increase our value for clients and partners</td>
</tr>
<tr>
<td>To focus on direct relationship with the advertisers</td>
<td>To focus on go-to-market approach to serve clients better</td>
</tr>
<tr>
<td>To scale up the business; consolidating new business and technological partners</td>
<td></td>
</tr>
</tbody>
</table>
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
- First to introduce DMP on a programmatic platform: India
Chapter II
Corporate Structure & Leadership Pool

1. Corporate Structure
2. Leadership Pool
1. Corporate Structure

Vertoz Advertising Limited

Promoters & Promoters Group 73.53%

Vertoz Inc. (USA) (100%)

Vertoz Ltd (UK) (100%)

Public 26.47%

Adzurite Solutions Pvt. Ltd. (100%)

Adzurite Inc. (100%)

Admozart Inc. (100%)

Zkraft Inc. (100%)

Adnet Holding Inc. (100%)

Vertoz Advertising FZ-LLC (UAE) (100%)
2. Leadership Pool

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.

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.

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

Vertoz
We Help Advertisers Efficiently Reach The Prospects, Digitally

Adzurite
A Performance Marketing Gem

PubNX
Empowering Publishers For Smarter Monetization

AdMozart
A Contextual Advertising Marketplace
2. What Our SBUs Do?

- **Vertoz | Ingenious Plex**
  - Fraud Prevention
  - Brand Safety
  - Real-Time Reporting

- **Adzurite**
  - Ensuring Transparency

- **AdMozart**
  - Campaigns to Reach Prospects
    - Branding
    - Performance
    - Ecommerce Retargeting
    - App Installs
    - In-App Advertising
    - Native Ads
    - Video Ads
    - Location Targeting
    - Audience Targeting
    - pDOOH

- **Publisher**
  - PubNX | IncrementX
  - Inventory Representation
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

- **INDIA AFFILIATE SUMMIT**
  - Delhi - India

- **DIGIPUB WORLD**
  - Delhi - India

- **iab.**
  - California | New York

- **imedia**
  - Jaipur - India
  - Cologne - Germany

- **CES Consumer Technology Association**
  - Las Vegas - USA

- **AFFILIATE SUMMIT**
  - New York | Las Vegas

- **PROGRAMMATIC I/O**
  - New York - USA

- **ATS SINGAPORE**
  - Singapore

- **TECHDAY**
  - Bangkok - Thailand
  - 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.

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

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

Our Contribution

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

- **Internet Users by 2019 (In Mn)**
  - Global: 4437
  - USA: 292
  - India: 627

- **Digital Advertising Spends (Rs. In Bn)**
  - Global: ₹23,328 BN
  - USA: ₹7,380.8 BN
  - India: ₹144.1 BN

- **Digital Advertising CAGR%**
  - Global: 12.6%
  - USA: 19%
  - India: 28%

- **Programmatic Growth Rate**
  - Global: 19%
  - USA: 28%
  - India: 32%

### USA

- **Internet Users by 2019 (In Mn)**
  - Global: 292 Million by 2019

- **Digital Advertising Spends (Rs. In Bn)**
  - Global: ₹7,380.8 BN

- **Digital Advertising CAGR%**
  - Global: 19%

- **Programmatic Growth Rate**
  - Global: 28%

### INDIA

- **Internet Users by 2019 (In Mn)**
  - Global: 627 Million by 2019

- **Digital Advertising Spends (Rs. In Bn)**
  - Global: ₹144.1 BN

- **Digital Advertising CAGR%**
  - Global: 19%

- **Programmatic Growth Rate**
  - Global: 28%

*References: eMarketer, Statista*
3. Focus on Emerging Market: India

- Domestic Sales
- Export Sales

<table>
<thead>
<tr>
<th>FY 18 (Audited)</th>
<th>FY 19 (Audited)</th>
<th>FY 20 (Estimated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>86.60%</td>
<td>82.29%</td>
<td>80.00%</td>
</tr>
<tr>
<td>13.40%</td>
<td>17.71%</td>
<td>20.00%</td>
</tr>
</tbody>
</table>

Contribution to revenue from emerging market to increase in the coming years
Chapter V
Our Growth Story

1. Milestones
2. Growth Drivers
1. Milestones

- **IncrementX**
  - Launched pDOOH as an advertising channel.
  - Named media monetization platform to IncrementX
  - 150+ Employees

- **NSE**
  - Vertoz Listed at NSE
  - 2019

- **US**
  - Started office in New York, USA
  - 2016
  - Team expansion in USA
  - 70 New employees joined.

- **Dubai**
  - Started office in Dubai.
  - 2014

- **London**
  - Started office in London.
  - 2013
  - 80 Employees

- **Ingenious Plex**
  - Launched media buying platform – Ingenious Plex
  - 2015

- **India**
  - Started Vertoz journey as an ad-network with Mumbai (India) and San Francisco (USA) office.
  - 2012
  - 10 Employees

- **USA**
  - Did first international exhibition – ad:tech NY
  - 2012
  - 30 Employees

- **2018**
  - Launched PubN
  - Adzurite
  - Admozart

- **2017**
  - 2017
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 the Indian market at CAGR of **32%**.

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

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

Reference: eMarketer
2.2. Inorganic Growth Plan

**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

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**Market Expansion**

**Asian Market's Potential**
- Asia Total Internet Users 2019 TD – **1.64 Bn**
  - Excluding India
- **Growth CAGR 15%**

**Total Digital Ad Spends (₹ Bn)**
- 2017: 4645.12
- 2018: 5945.24
- 2019: 7103.6
- 2020: 8154.3
- 2021: 9233
- 2022: 10308.9

**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

<table>
<thead>
<tr>
<th></th>
<th>FY 18</th>
<th>FY 19</th>
</tr>
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<tbody>
<tr>
<td>Diluted EPS (₹)</td>
<td>9.59</td>
<td>12.26</td>
</tr>
<tr>
<td>ROCE</td>
<td>30.61%</td>
<td>30.62%</td>
</tr>
<tr>
<td>ROE</td>
<td>20.23%</td>
<td>20.21%</td>
</tr>
<tr>
<td>P/E (x)</td>
<td>20.18</td>
<td>15.78</td>
</tr>
<tr>
<td>P/B (x)</td>
<td>4.08</td>
<td>3.19</td>
</tr>
<tr>
<td>EV/EBITDA (x)</td>
<td>12.15</td>
<td>10.23</td>
</tr>
<tr>
<td>Market Cap to Sales</td>
<td>3.09</td>
<td>2.47</td>
</tr>
<tr>
<td>EV / Sales</td>
<td>2.79</td>
<td>2.41</td>
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## Periodly Summary

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>Revenue (Mn)</th>
<th>Operating Expenses (Mn)</th>
<th>Operating Expenses %</th>
<th>EBITDA(Mn)</th>
<th>EBITDA%</th>
<th>PAT(Mn)</th>
<th>PAT%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 - 19</td>
<td>₹ 468.86</td>
<td>₹ 358.37</td>
<td>77.51%</td>
<td>₹ 110.49</td>
<td>23.90%</td>
<td>₹ 73.38</td>
<td>15.65%</td>
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<tr>
<td>2017 – 18</td>
<td>₹ 374.69</td>
<td>₹ 288.61</td>
<td>78.34%</td>
<td>₹ 86.08</td>
<td>23.36%</td>
<td>₹ 57.37</td>
<td>15.31%</td>
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<tr>
<td>2016 – 17</td>
<td>₹ 204.84</td>
<td>₹ 152.30</td>
<td>75.01%</td>
<td>₹ 52.54</td>
<td>25.88%</td>
<td>₹ 30.59</td>
<td>14.93%</td>
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## 2.1 Financial Statements | P&L

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

<table>
<thead>
<tr>
<th>Liabilities (INR MN)</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
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<tbody>
<tr>
<td>Shareholders Fund</td>
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<tr>
<td>Share Capital</td>
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<td></td>
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<tr>
<td>Reserve and Surplus</td>
<td>37.38</td>
<td>223.75</td>
<td>303.33</td>
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<tr>
<td>Money Received against Share Warrant/Share Application Money Pending</td>
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<td>-</td>
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<tr>
<td>Total Shareholders Fund</td>
<td>37.58</td>
<td>283.60</td>
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<tr>
<td>Minority Interest</td>
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<tr>
<td>Non-Current Liabilities</td>
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<tr>
<td>Other Financial Liabilities</td>
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<tr>
<td>Deferred Tax Liabilities</td>
<td>2.41</td>
<td>1.56</td>
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<td>Other Long term Liabilities</td>
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<td>Long Term Provision</td>
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<td>Current Liabilities</td>
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<tr>
<td>Short Term Borrowing</td>
<td>31.43</td>
<td>20.65</td>
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<td>Trade Payable</td>
<td>61.04</td>
<td>68.97</td>
<td>71.05</td>
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<td>Other Current Liabilities</td>
<td>5.14</td>
<td>11.30</td>
<td>16.21</td>
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<tr>
<td>Other Financial Liabilities</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Short Term Provision</td>
<td>8.68</td>
<td>14.73</td>
<td>15.59</td>
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<tr>
<td>Total Current Liabilities</td>
<td>106.29</td>
<td>115.65</td>
<td>147.92</td>
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<tr>
<td>Total</td>
<td>162.01</td>
<td>413.48</td>
<td>521.02</td>
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# 2.3 Financial Statements | Balance Sheet - Assets

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<thead>
<tr>
<th>Assets (INR MN)</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fixed Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible Assets</td>
<td>56.17</td>
<td>96.92</td>
<td>87.60</td>
</tr>
<tr>
<td>Intangible Assets</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Fixed Assets</strong></td>
<td>56.17</td>
<td>96.92</td>
<td>87.60</td>
</tr>
<tr>
<td><strong>Non-Current Investment &amp; Other Financial Asset</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Long Term Loans and Advances</td>
<td>1.79</td>
<td>3.45</td>
<td>3.77</td>
</tr>
<tr>
<td>Other Non-Currents Assets</td>
<td>0.08</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Investment</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Inventories</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Trade Receivable</td>
<td>71.31</td>
<td>177.67</td>
<td>133.72</td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalent</td>
<td>31.30</td>
<td>126.29</td>
<td>36.99</td>
</tr>
<tr>
<td>Short term loans and Advances</td>
<td>1.34</td>
<td>8.82</td>
<td>258.93</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>0.01</td>
<td>0.35</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>103.96</td>
<td>313.12</td>
<td>429.65</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>162.00</strong></td>
<td><strong>413.48</strong></td>
<td><strong>521.02</strong></td>
</tr>
</tbody>
</table>
### 3. Shareholding & Market Indicator

#### Shareholding Pattern (%)

<table>
<thead>
<tr>
<th>Category of Shareholder</th>
<th>No of Shareholders</th>
<th>No of shares held</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Promoter &amp; Promoter Group</td>
<td>7</td>
<td>43,71,074</td>
<td>73.03%</td>
</tr>
<tr>
<td>(B) Public</td>
<td>350</td>
<td>16,13,926</td>
<td>26.97%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>357</td>
<td>59,85,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

#### Market Indicator

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No of Equity shares</td>
<td>59,85,000</td>
</tr>
<tr>
<td>Face Value (INR)</td>
<td>10.00</td>
</tr>
<tr>
<td>Market Price (on 31/03/19)</td>
<td>193.45</td>
</tr>
<tr>
<td>52 weeks high / low (In INR)</td>
<td>220.70/151.25</td>
</tr>
<tr>
<td>Market Cap (in Mn)</td>
<td>1,157.80</td>
</tr>
</tbody>
</table>

#### Shareholding Pattern (%)

- Public: 26.97%
- Promoter & Promoter Group: 73.03%

#### Relative Price Performance

- **Vertoz**: Graph showing relative price performance against Nifty 50.
4. Financial Profile

1. The Company’s EBITDA increased by 28.37% in FY19 to Rs. 110.49 MN from Rs. 86.07 MN in FY 18.

2. Total income from operations increased by 25% to Rs. 468.86 MN in FY 19 from Rs. 374.69 MN FY 18.

3. The working capital cycle has shown a significant improvement in FY 19.

4. Net profit stood at Rs. 73.38 MN in FY 19, compared to Rs. 57.37 MN in FY18.

5. The company has declared a dividend of 10%.
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

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

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