

Vertoz Advertising Limited

CIN: L74120MH2012PLC226823

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

H1 FY2020 Earning Updates

Revenue from Operations reported at Rs. 100.12 Mn

EBITDA at Rs. 32.10 Mn

PAT at Rs. 19.67 Mn

Mumbai, 18th November 2019: Vertoz Advertising Limited (VERTOZ) has announced that the Company in its Meeting of the Board of Directors held on 14th November 2019 has inter-alia considered and approved the following, subject to the approval of the Members of the Company through Postal Ballot including Voting by electronic means and the National Stock Exchange of India Limited (NSE) as intimated to the National Stock Exchange of India Limited (NSE):

- *Issue of Bonus Shares in the proportion of 1:1 i.e. 1 (One) Bonus Equity Share of ₹ 10/- each for every 1 (One) fully paid-up Equity Share held as on the Record Date. The Record Date for reckoning eligible Shareholders entitled to receive Bonus Shares will be fixed in due course.*
- *Migration of the Company from EMERGE Platform of National Stock Exchange of India Limited to the Main Board of National Stock Exchange of India Limited subject to necessary approvals.*

Vertoz Advertising Limited, an Ad Tech Company with a focus on providing transparent and state-of-art simple Digital Advertising solutions, also announced its Financial Results for the half year ended on September 30, 2019 in the above-referred Board Meeting.

Financial Statement

Particulars (INR MN)	Standalone		Consolidated*
	FY 20 H1	FY 19 H1	FY 20 H1
Revenue from Operations	100.12	92.63	287.45
Other Income	1.73	12.15	1.78
Total Revenue	101.85	104.78	289.23
Total Expenses excl. Fin. Cost & Depn.	69.75	78.56	223.90
EBITDA	32.10	26.22	65.33
EBITDA Margin (%)	32.06%	28.31%	22.73%
Depreciation	1.76	2.96	8.75
Finance Cost	3.08	1.16	3.32
PBT with Exceptional Item	27.25	22.11	53.26
Exceptional Items	-	-	-
PBT	27.25	22.11	53.26
Current Tax	7.76	5.70	8.61
Deferred Tax	-0.17	0.28	-0.17
Tax	7.59	5.98	8.44
PAT	19.67	16.13	44.82
PAT Margin %	19.65%	17.41%	15.59%

** The Company have first time opted to give its consolidated financial results for 1st Half. Therefore, comparison with previous year could not be ascertained in this Earning update.*

Financial Performance H1 FY'20 Vs H1 FY'19 Standalone Comparison

- Revenue from operation is INR 100.12 Mn, an increase of 8% from INR 92.63 Mn in H1 FY 19.
- EBITDA at INR 32.10 Mn, an increase of 22.40% from INR 26.22 Mn in H1 FY 19. EBITDA margin up by ~600bps to 31.51% from 25.03% in H1 FY 19.
- PAT Stood at INR 19.67Mn, an increase of 21.91%; PAT margin up by 391bps to 19.31% from 15.40% in H1 FY 19.

Management Comments

Commenting on the results, Mr. Hirenkumar Shah, Chairman & Whole-time Director, Vertoz Advertising Limited, said:

"We have begun the year on a positive note with continued growth from the entire business segment.

We are gradually, guiding the corporates & the Advertising Agencies through our industrial training programs for branding their products on digital platform. We expect the pie of digital advertising to expand consistently in the years to come.

Over the years we have built a reputable and successful portfolio of brands by nurturing well-positioned and home-grown brands. Our focus would be to strengthen its presence in existing markets while enabling penetration in new geographic.

We have launched a new product pDOOH (Programmatic Door-Out-Of-Home); and are expecting good response from the market.

We believe that the Issue of Bonus Shares and Migration to the Main Board of NSE is likely to improve the liquidity and will provide ease of trading for our Shareholders."

Indian Industry Overview:

- India Internet Users by 2019 - 627 Mn Smartphone Users – 500 Mn
- Huge potential in Indian Market Total Internet users – 627 Mn | 10Mn New users added every month
(source: www.statista.com)

About Vertoz Advertising Limited

Vertoz Advertising Limited an Ad Tech company with a focus on providing transparent and state-of-art simple digital advertising solutions. Incorporated & promoted by Mr. Hirenkumar Shah, First Generation Entrepreneur in the year 2012. Under his able leadership, Vertoz has already left its mark on both western and eastern geographies by covering 90% of the North American audience and 30% of the global audience. Vertoz business segment comprises of a) Branding solutions b) Performance solutions. The company controls traffic in more than 195+ countries. It has 6 workplaces across the globe. It has approximately 1.3Bn Active audiences, with 20 data points for each audience.

For further information on the Company, please visit www.vertoz.com

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