Digital Advertising Made Easy, Fast & Effective

Vertoz Advertising Limited

Investor Presentation, July 2020
We help brands reach their prospects at the right time through **PROGRAMMATIC ADVERTISING SOLUTIONS**.
Vertoz started its journey as an ad-network with Mumbai (India) and San Francisco (USA) offices in 2012. It had 10 employees. In 2013, Vertoz started developing the media monetization platform with 30 employees. In 2014, it started an office in Dubai with 80 employees. In 2015, Vertoz started an office in New York, USA. In 2016, Vertoz launched a media buying platform called Ingenious Plex. The team in the USA expanded in 2016 with the addition of 70 new employees. In 2017, Vertoz listed at NSE, and the team expansion continued with the addition of Admozar in 2018 and PubN and Adzurite in 2019. In 2020, Vertoz moved to the main board at NSE India. Vertoz launched its pDOOH as an advertising channel in 2017 and named its media monetization platform IncrementX in 2018. By 2020, Vertoz had a team of 150+ employees.
VERTOZ
At A Glance

6000+ Active Campaigns

1.3BN+ Active Audience

50BN+ Impression/Mo

6 Workplaces

195+ Countries
Data-driven advertising is “Ready, Aim, Fire” mentality with higher levels of targeting, personalization, placement and timing.
### Consistently Growing And Delivering Substantial Profitability

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (Mn)</th>
<th>Operating Expenses (Mn)</th>
<th>PAT (Mn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-17</td>
<td>203.03</td>
<td>152.3</td>
<td>30.59</td>
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<tr>
<td>2017-18</td>
<td>368.39</td>
<td>288.61</td>
<td>57.37</td>
</tr>
<tr>
<td>2018-19</td>
<td>462.32</td>
<td>358.37</td>
<td>73.38</td>
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<tr>
<td>2019-20</td>
<td>422.81</td>
<td>343.32</td>
<td>42.06</td>
</tr>
</tbody>
</table>

- **2012**: Founded
- **2020**: Revenue 422.81 (Mn), Gross Spend 343.32 (Mn), Net Income 42.06 (Mn), EBITDA 79.49 (Mn), Global Employees 140+
We offer Media Buying Platform For Reaching Prospects Digitally

**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**
77.67% of Revenue for FY 19-20

**2. Performance Solutions**
22.33% of Revenue for FY 19-20

**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.

**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.
Branding Solutions

Global digital advertising growth CAGR 12.6%

77.67% of revenue from branding out of ₹ 405.31 Mn

Our Transparent and Brand Safe Advertising Solutions
- Advanced DMP for Precise Audience Targeting
- AI & ML Fueled
- Brand Safe
- Fraud Prevention Mechanism

We cover:
- 90% of total US audience
- 70% of total Indian audience

Vertoz Covers 30% Of Global Audience
1.3BN Audience
15K+ Publisher

Advertisers

Vertoz Offerings

Programmatic Advertising
Inventory Representation
Campaign Management

References: eMarketer, Statista
Programmatic Advertising Makes Media Buying Much More Efficient

**Demand Side Platform**
- Automated Form Of Buying Digital Ad Space
- Bidding Is Done In Real-time (RTB)
- Minimum Human Intervention
- Highly Accurate Targeting

**Vertoz Programmatic Advertising**
- 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

**Supply Side Platform**
- 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

**Our Demand Partners**
- Google
- Rubicon
- Oath
- Mobfox
- RhythmOne
- Smaato
- BID SWITCH
- Mars Media Group
- ads Gotham
- native ads
- Yeahmobi

**Our Supply Partners**
- PubNix
- Increment
- PubNix

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Through PA We Align Agencies And Their Brands
A Perfect Advertising Campaign Starts With Personalization

Inventory Representation

**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.

**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 travelers and budget tourists, our platform facilitates you to reach your desired audience.

**Types of Ad Campaigns**
- Search Ads
- Product Ads - ecommerce
- Video Ads / YouTube Ads
- Display Ads
- Native Ads
- Retargeting & Dynamic Retargeting

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.
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

- TUNE
- AFFISE
- AppsFlyer
- Apsalar
- adjust
- KOCHAVA

VERTOZ POWERS THE WORLD’S FASTEST GROWING BRANDS

- Amazon
- QATAR Airways
- HDB Financial
- BEHROUZ
- Colors
- InterBets
- Exide Life
- Gojek
- Castlery
- NEWSMAXTV
- HYATT Regency
- Mahindra
- Muthoot Finance
- AMF
Our Strategic Business Units & What They Do

Vertoz
We Help Advertisers Efficiently Reach The Prospects, Digitally

PubNX
Empowering Publishers For Smarter Monetization

Adzurite
A Performance Marketing Gem

AdMozart
A Contextual Advertising Marketplace

Vertoz
Ingenious Plex

Adzurite

AdMozart

Ensuring Transparency

Fraud Prevention

Brand Safety

Real-Time Reporting

Publisher

PubNX | IncrementX

Inventory Representation

Campaigns to Reach Prospects

Real-Time Reporting

Branding

Performance

Ecommerce

Retargeting

App Installs

In-App Advertising

Native Ads

Video Ads

Location Targeting

Audience Targeting

pDOOH
“When it comes to data-driven advertising, machine learning can help make predictions about

**Who** the right audience is,

**What** content to serve,

**When**, & **Which** channel is ideal”
Our Global Audience

298MN
North America

180MN
Europe

100MN
Middle East & Africa

400MN
India

120MN
Others

82MN
Japan, Korea & Australia

150MN
South East Asia

1.3 BN+ Audience With Over 20 Data Points For Each

We Cover 90% of North American Audience And 30% Of Total Global Audience
Top Clients Across The Globe

### Revenue Growth from Top 10 Customers

On consolidated basis - Rs. (MN)

- **Top 10 Clients**
  - FY 2015-16: ₹107.57
  - FY 2016-17: ₹184.01
  - FY 2017-18: ₹328.73
  - FY 2018-19: ₹371.32
  - FY 2019-20: ₹300.54

- **Remaning Clients**
  - FY 2015-16: ₹107.57
  - FY 2016-17: ₹150.02
  - FY 2017-18: ₹39.66
  - FY 2018-19: ₹91.00
  - FY 2019-20: ₹104.77

### Revenue Contribution from Top 10 Customers as % of FY 2020 on Consolidated Basis

- **Top 10 Customers**: 25.85%
- **Others**: 74.15%

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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.

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

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
The Future Of Media Is DIGITAL
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 foreign presence - first access to trends and technology. It is first to introduce DMP on a programmatic platform in India.

Our Contribution

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

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

Reference: Statista
Global Market Analysis

**TRENDS**
- Internet Users
- Digital Advertising Spends 2020
- Programmatic Growth Rate 2019

<table>
<thead>
<tr>
<th>GLOBAL</th>
<th>USA</th>
<th>INDIA</th>
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<tr>
<td>4648 Million by 2020</td>
<td>288 Million by 2020</td>
<td>688 Million by 2020</td>
</tr>
<tr>
<td>₹ 28,872 BN</td>
<td>₹ 10,125 BN</td>
<td>₹ 173.7 BN</td>
</tr>
<tr>
<td>19%</td>
<td>28%</td>
<td>38%</td>
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</table>

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

Contribution to revenue from emerging market to increase in the coming years
TRADITIONAL OFFLINE Channels Are Well On Their Way To Become DIGITIZED too.
Growth Drivers

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

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

03. 82.44% revenue comes from International markets and 17.56% revenue comes from India.

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

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

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

Reference: eMarketer
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

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**Market Expansion**

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

**Total Digital Ad Spends (₹ Bn)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Ad Spends</th>
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<tbody>
<tr>
<td>'17</td>
<td>4645.12</td>
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<tr>
<td>'18</td>
<td>5945.24</td>
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<tr>
<td>'19</td>
<td>7103.6</td>
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<tr>
<td>'20</td>
<td>8154.3</td>
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<tr>
<td>'21</td>
<td>9233</td>
</tr>
<tr>
<td>'22</td>
<td>10308.9</td>
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</tbody>
</table>

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

Reference: Statista, Internet World Stats
Financial Summary

PERIOD | Revenue (Mn) | Operating Expenses (Mn) | Operating Expenses % | EBITDA(Mn) | EBITDA% | PAT(Mn) | PAT%
--- | --- | --- | --- | --- | --- | --- | ---
2019-20 | ₹422.81 | ₹343.32 | 81.19% | ₹79.49 | 18.8% | ₹42.06 | 9.95%
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%

Key Ratios

<table>
<thead>
<tr>
<th>FY 18</th>
<th>FY 19</th>
<th>FY 20</th>
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<tbody>
<tr>
<td>Diluted EPS (₹)</td>
<td>9.59</td>
<td>12.26</td>
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<tr>
<td>ROCE</td>
<td>24.31%</td>
<td>24.31%</td>
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<tr>
<td>ROE</td>
<td>35.73%</td>
<td>22.69%</td>
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Receivable days

<table>
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<tr>
<th>2016-17</th>
<th>2017-18</th>
<th>2018-19</th>
<th>2019-20</th>
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<tr>
<td>27.7%</td>
<td>31.13%</td>
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<tr>
<td>203.03</td>
<td>462.32</td>
<td>368.39</td>
<td>20.00</td>
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<tr>
<td>152.38</td>
<td>422.81</td>
<td>358.37</td>
<td>100.00</td>
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<tr>
<td>288.61</td>
<td>343.32</td>
<td>343.32</td>
<td>150.00</td>
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<tr>
<td>374.69</td>
<td>462.32</td>
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<td>374.69</td>
<td>462.32</td>
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<tr>
<td>374.69</td>
<td>462.32</td>
<td>358.37</td>
<td>500.00</td>
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</table>

Revenue | Operating Expenses | EBITDA | PAT
## Financial Statements | P&L

<table>
<thead>
<tr>
<th>Particulars (INR MN)</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
</tr>
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<tbody>
<tr>
<td>Revenue from Operations</td>
<td>203.03</td>
<td>368.39</td>
<td>462.32</td>
<td>405.31</td>
</tr>
<tr>
<td>Other Income</td>
<td>1.81</td>
<td>6.29</td>
<td>6.53</td>
<td>17.49</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>204.84</strong></td>
<td><strong>374.69</strong></td>
<td><strong>468.86</strong></td>
<td><strong>422.81</strong></td>
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<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>
<td>79.49</td>
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<td><strong>EBITDA Margin (%)</strong></td>
<td><strong>33.58%</strong></td>
<td><strong>22.97%</strong></td>
<td><strong>23.57%</strong></td>
<td><strong>18.8%</strong></td>
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<td>18.80</td>
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<td>EBIT</td>
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<td>Finance Cost</td>
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<td>PBT with Exceptional Item</td>
<td>38.60</td>
<td>67.31</td>
<td>87.93</td>
<td>53.81</td>
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<td>Exceptional Items</td>
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<td><strong>PBT</strong></td>
<td><strong>38.60</strong></td>
<td><strong>67.31</strong></td>
<td><strong>87.93</strong></td>
<td><strong>53.81</strong></td>
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<td>Tax</td>
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<tr>
<td>PAT before Minority Interest</td>
<td>30.59</td>
<td>57.37</td>
<td>73.38</td>
<td>42.06</td>
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<td><strong>PAT</strong></td>
<td><strong>30.59</strong></td>
<td><strong>57.37</strong></td>
<td><strong>73.38</strong></td>
<td><strong>42.06</strong></td>
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<tr>
<td>PAT Margin %</td>
<td>14.93%</td>
<td>15.31%</td>
<td>15.65%</td>
<td>9.95%</td>
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## Financial Statements

### BALANCE SHEET

<table>
<thead>
<tr>
<th>Liabilities (INR MN)</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
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</thead>
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<tr>
<td>Shareholders Fund</td>
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<td></td>
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<tr>
<td>Share Capital</td>
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<td>59.85</td>
<td>119.70</td>
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<td>Reserve and Surplus</td>
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<td>223.75</td>
<td>303.33</td>
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<td>283.60</td>
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<td>Non-Current Liabilities</td>
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<td>Long term Borrowing</td>
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<td>Deferred Tax Liabilities</td>
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<td>Other Long term Liabilities</td>
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<td>3.51</td>
<td>4.23</td>
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<td>Total Non Current Liability</td>
<td>18.14</td>
<td>14.24</td>
<td>9.92</td>
<td>59.18</td>
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<tr>
<td>Current Liabilities</td>
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<td></td>
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<tr>
<td>Short Term Borrowing</td>
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<td>20.65</td>
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<td>Trade Payable</td>
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<td>11.30</td>
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<td>Short Term Provision</td>
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<td>14.49</td>
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<td>115.65</td>
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<td>147.13</td>
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<td>413.48</td>
<td>521.02</td>
<td>706.48</td>
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<table>
<thead>
<tr>
<th>Assets (INR MN)</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
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<tbody>
<tr>
<td>Fixed Assets</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible Assets</td>
<td>56.17</td>
<td>96.92</td>
<td>87.60</td>
<td>574.61</td>
</tr>
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<td>Intangible Assets</td>
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<td>-</td>
<td>-</td>
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<td>Total Fixed Assets</td>
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<td>Non-Current Investment &amp; Other Financial Asset</td>
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<td>Long Term Loans and Advances</td>
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<td>93.75</td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalent</td>
<td>31.30</td>
<td>126.29</td>
<td>36.99</td>
<td>29.74</td>
</tr>
<tr>
<td>Short term loans and Advances</td>
<td>1.34</td>
<td>8.82</td>
<td>258.93</td>
<td>6.69</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>0.01</td>
<td>0.35</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>103.96</td>
<td>313.12</td>
<td>429.65</td>
<td>130.18</td>
</tr>
<tr>
<td>Total</td>
<td>162.00</td>
<td>413.48</td>
<td>521.02</td>
<td>706.48</td>
</tr>
</tbody>
</table>
Industry Initiatives

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

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.
Accolades

DIGIXX 2020
DIGIXX 2019
DIGIXX 2018
ABP Brand Excellence Award 2018
MOBEXX 2018

Brands Of India Awards 2019
Emerging Brand of The year 2020

Accreditation

iab
IAMAL
TAG
## Exhibitions

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>ad::tech</td>
<td>Mumbai, Delhi, Singapore, New York, San Francisco</td>
</tr>
<tr>
<td>EXTRA AFFILIATE SUMMIT</td>
<td>Delhi, India</td>
</tr>
<tr>
<td>DIGIPUB WORLD</td>
<td>Delhi, India</td>
</tr>
<tr>
<td>iab.</td>
<td>California, New York</td>
</tr>
<tr>
<td>imedia</td>
<td>Jaipur, India</td>
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<tr>
<td>dmexco</td>
<td>Cologne, Germany</td>
</tr>
<tr>
<td>CES</td>
<td>Las Vegas, USA</td>
</tr>
<tr>
<td>AFFILIATE SUMMIT</td>
<td>New York, Las Vegas</td>
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<tr>
<td>PROGRAMMATIC I/O</td>
<td>New York, USA</td>
</tr>
<tr>
<td>ATSSINGAPORE</td>
<td>Singapore</td>
</tr>
<tr>
<td>TECHDAY</td>
<td>Bangkok, Thailand</td>
</tr>
<tr>
<td></td>
<td>New York, USA</td>
</tr>
</tbody>
</table>
Our goal is to emerge as a much stronger company from the current environment and we believe, we will navigate our way through this global crisis. We will continue to invest in our business by enduring near-term impacts.
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.
Investor Relations

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