



Digital Ad-Tech Company



Q2 FY 2020 Earning Presentation, For The Period Ended 30<sup>th</sup> September 2020

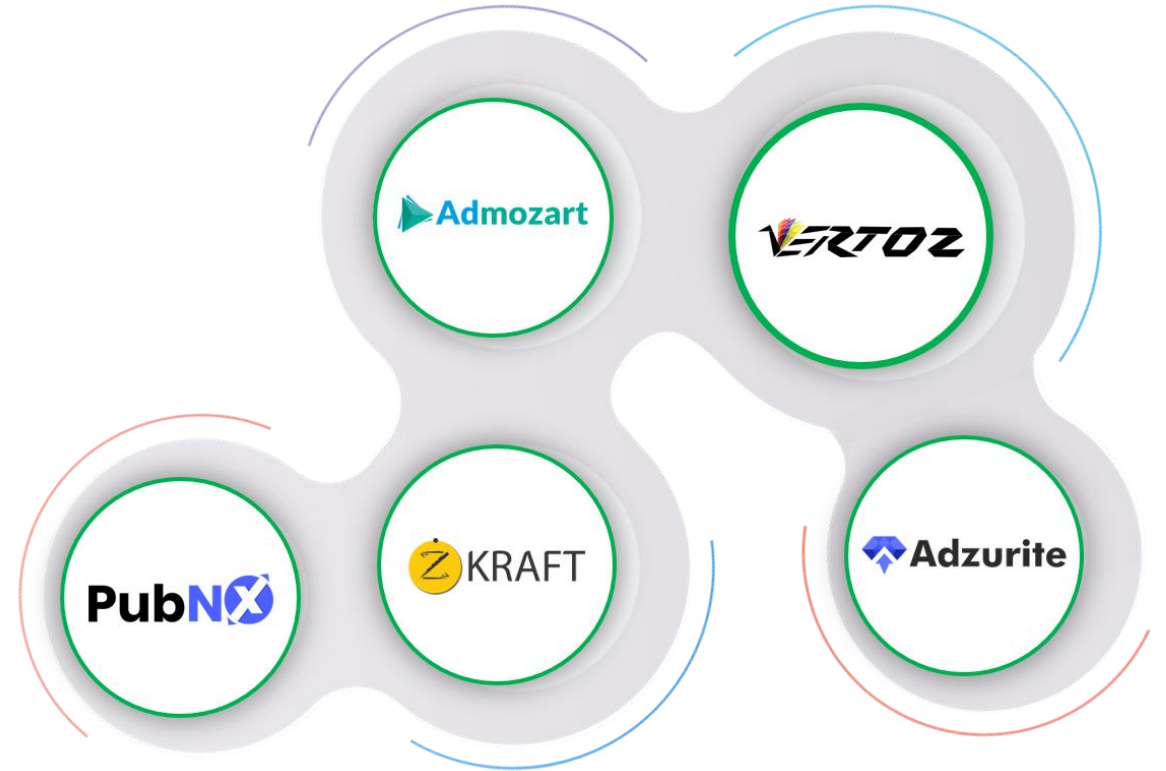
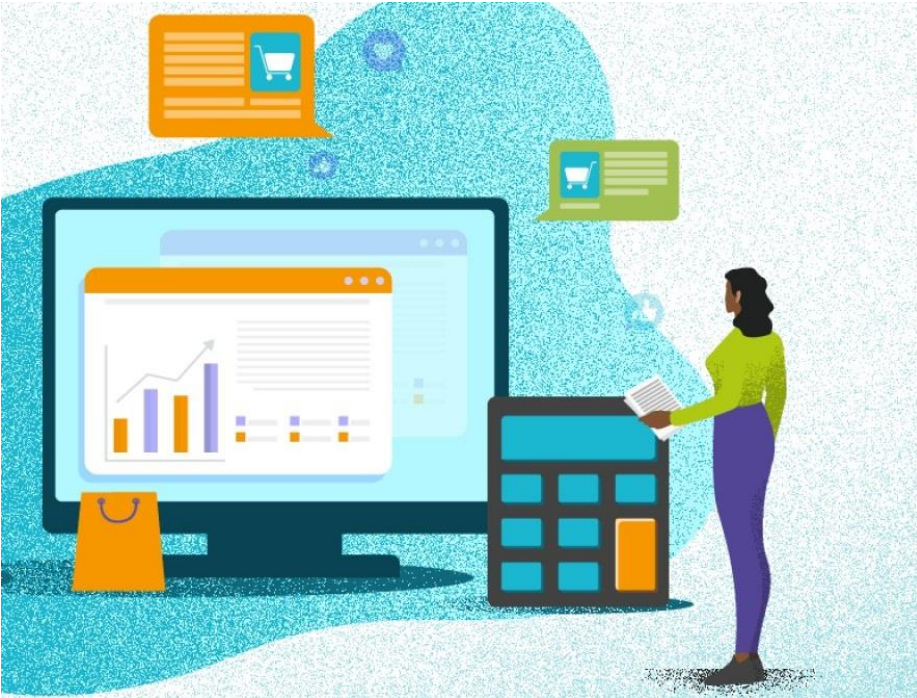
**We Have Consistently  
Invested In Our Technology  
And Build It In A Way It Can  
Serve Thousands Of the  
Businesses.**



Particulars (Rs. In Mn)	Q2 September 30 2020	Q1 June 30 2020
Revenue	104.77	84.24
EBITDA	35.51	16.59
PAT	13.03	5.17



# Our Strategic Business Unit

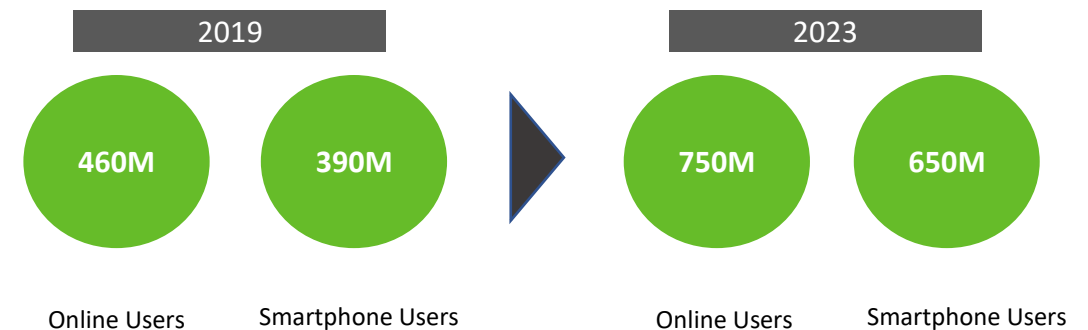
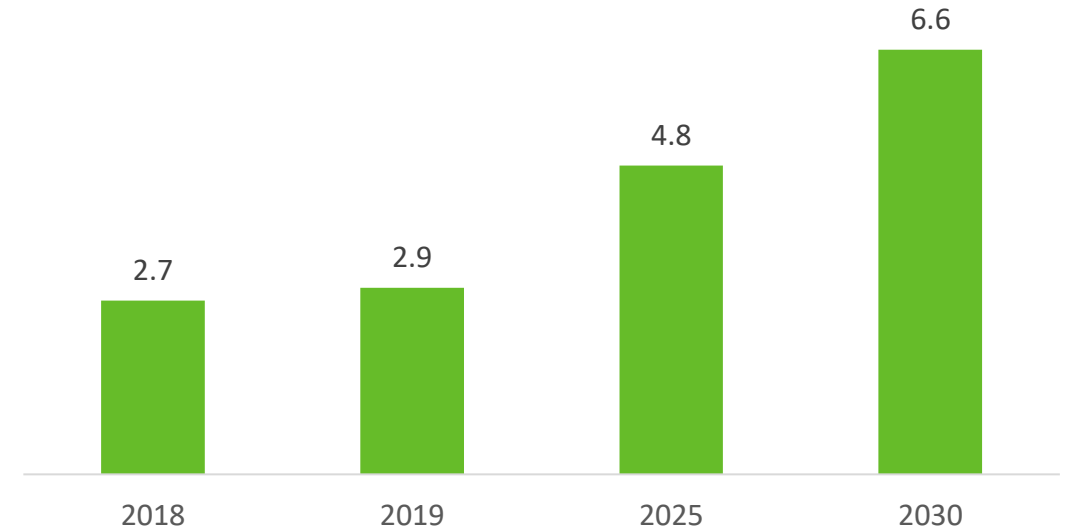


# Digital Advertising Future Acceleration due to Covid19

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

## India Context

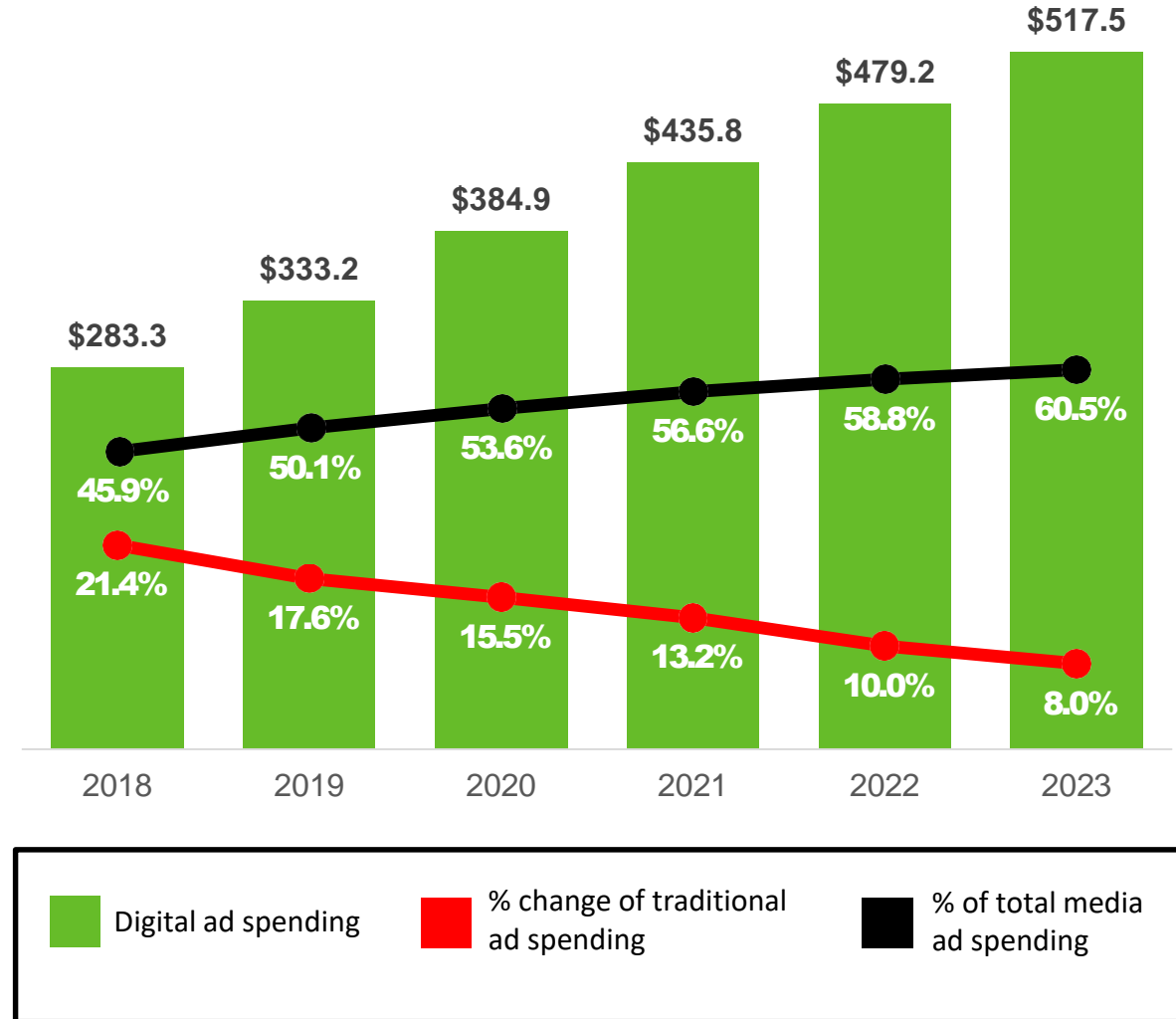
- Third largest economy
- Rapidly digitizing: 1 bn users by 2030
- 390 mn smart phone users; 460 mn internet users.
- 11GB data consumed per user (doubling each year)
- Fastest growing digital ad market in the world growing at +20% CAGR



# 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

Digital Ad Spending Worldwide, 2018-2023  
(Billions)



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

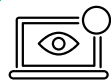
## Programmatic Advertising

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

## 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.



### 2. Performance Solutions

**21.05%**

Of Revenue for September Quarter



### 3. Enterprise Solutions



## Performance Advertising

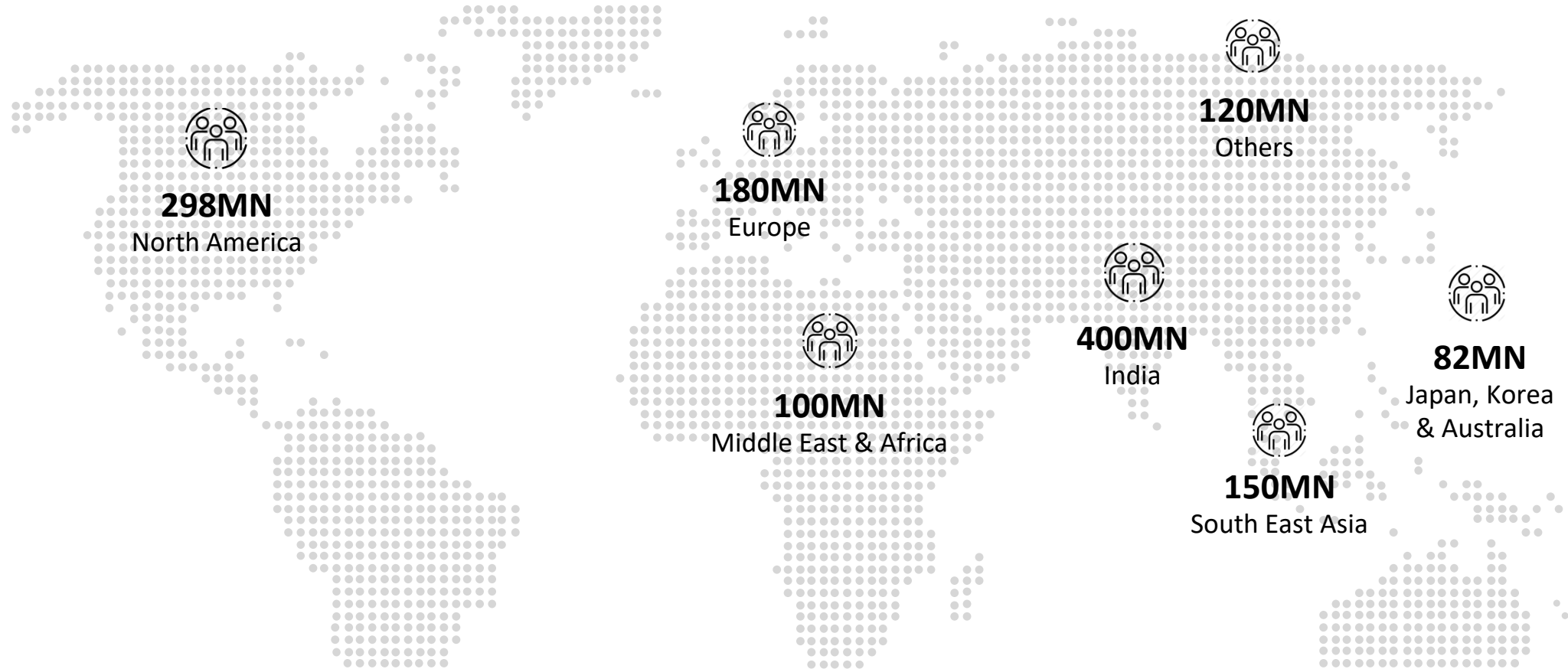
Our premium network of publishers & affiliates connect advertisers to a global pool of audience to fulfill advertisers' performance goals. Our aim is to help brands achieve the desired ROI.

## Digital Transformation Services

360° digital agency equipped with various tools and technologies to help businesses scale up their digital marketing efforts.

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

# 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

# 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



**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 Summery

Particulars (INR MN)	Q2 2020	Q1 2020	Y2D (Apr-Sept) 2020	Q2 2019	Q1 2019	Y2D (Apr-Sept) 2019
Revenue from Operations	86.15	83.77	169.91	216.99	70.45	287.45
Other Income	18.62	0.46	19.09	1.74	0.067	1.809
<b>Total Revenue</b>	<b>104.77</b>	<b>84.24</b>	<b>189.00</b>	<b>218.73</b>	<b>70.52</b>	<b>289.25</b>
<b>Total Expenses</b>	<b>69.26</b>	<b>67.65</b>	<b>136.91</b>	<b>168.17</b>	<b>55.91</b>	<b>222.95</b>
<b>EBITDA</b>	<b>35.51</b>	<b>16.59</b>	<b>52.09</b>	<b>50.56</b>	<b>14.61</b>	<b>66.3</b>
<b>EBITDA Margin (%)</b>	<b>33.89%</b>	<b>19.69%</b>	<b>27.56%</b>	<b>23.11%</b>	<b>20.71%</b>	<b>22.92%</b>
Depreciation	9.20	9.26	18.46	6.16	4.69	10.85
<b>EBIT</b>	<b>26.31</b>	<b>7.32</b>	<b>33.63</b>	<b>44.4</b>	<b>9.92</b>	<b>55.45</b>
Finance Cost	2.9	1.58	4.48	1.37	1.95	3.32
PBT with Exceptional Item	23.41	5.75	29.15	43.05	7.97	52.13
Exceptional Items	-	-	-	-	-	-
<b>PBT</b>	<b>23.41</b>	<b>5.75</b>	<b>29.15</b>	<b>43.03</b>	<b>7.97</b>	<b>52.13</b>
Tax	10.38	0.57	10.95	7.82	0.61	8.43
PAT before Minority Interest	13.03	5.17	18.2	35.21	7.36	43.7
<b>PAT</b>	<b>13.03</b>	<b>5.17</b>	<b>18.2</b>	<b>35.21</b>	<b>7.36</b>	<b>43.7</b>
<b>PAT Margin %</b>	<b>12.43%</b>	<b>6.14%</b>	<b>9.62%</b>	<b>16.09%</b>	<b>10.43%</b>	<b>15.10%</b>



# 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 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

Ms. Rasika Sawant – Strategy & Investor Relations

### 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 9594457518

**Email** : rasika.sawant@vertoz.com