



Investor Presentation

August 9th, 2021



Agenda

1. Company & Products

2. Financials

Cautionary statement

This presentation may contain statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to OnMobile Global Limited’s (OnMobile Global or the Company) future business developments and economic performance.

While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

OnMobile Global undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.

Company & Products

onmobile

OnMobile has global presence and scale in mobile entertainment

Provides end-to-end mobile entertainment solutions that include platform, apps, content partnerships, value-added services and professional services to telecom carriers across the globe



97 Customers
across the globe



80.05 Million
monthly users



0.49 Million
gross subscribers
Challenges Arena



58 Countries
global presence



21.41 Million
App Installs
Tones



7 Million
monthly users
Videos & Editorials

We are executing against our strategic pillars

EXISTING CORE B2B PRODUCTS

Tones
Videos & Editorial

Digitizing operating model

- Digital Tones Install base grew 54% YoY, 8% QoQ
- Digital Tones revenue grew 16.7% YoY & 12.5% QoQ

NEW/ EMERGING MOBILE GAMING PRODUCTS

CHALLENGES
ARENA

Launched Mobile Quiz Games app

- B2B - distributed through Telcos & OTTs
- Launched April '21
- Strong traction & customer pipeline

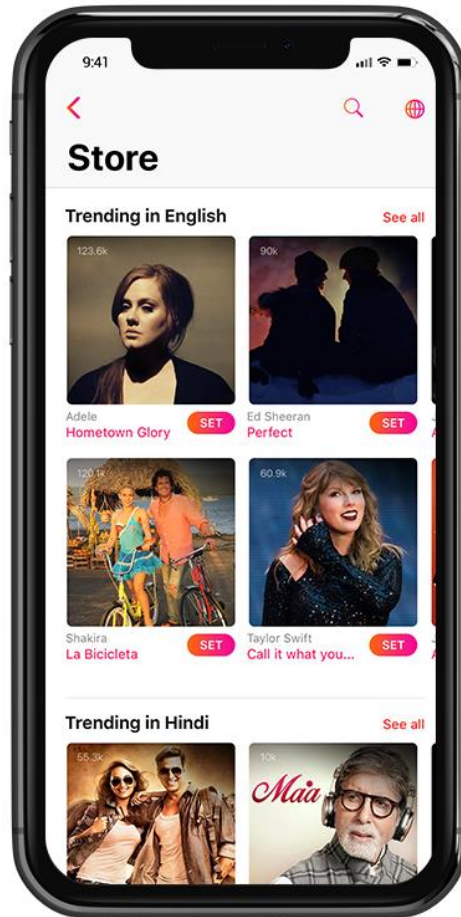
OMMO[®]

Launching Cloud Gaming platform

- Virtual currency launched May '21
- Cash battles launch in Sep 2021
- Telco launch Q3 – strong customer interest

Existing core B2B Products

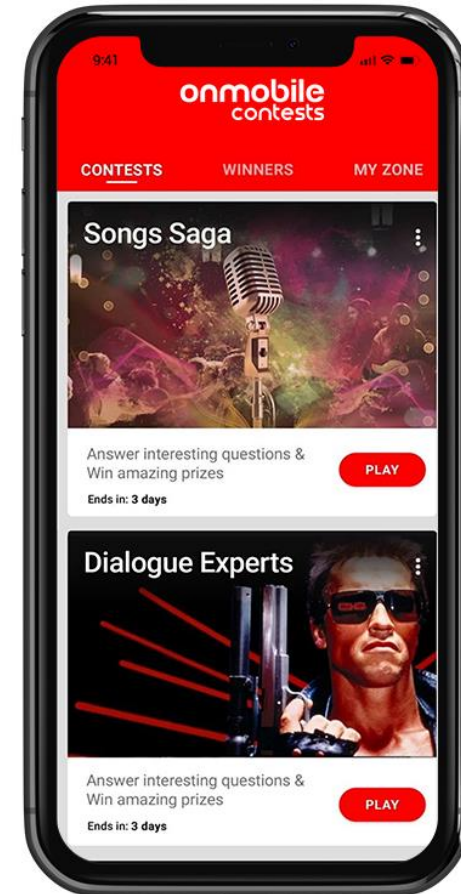
TONES



VIDEOS & EDITORIAL

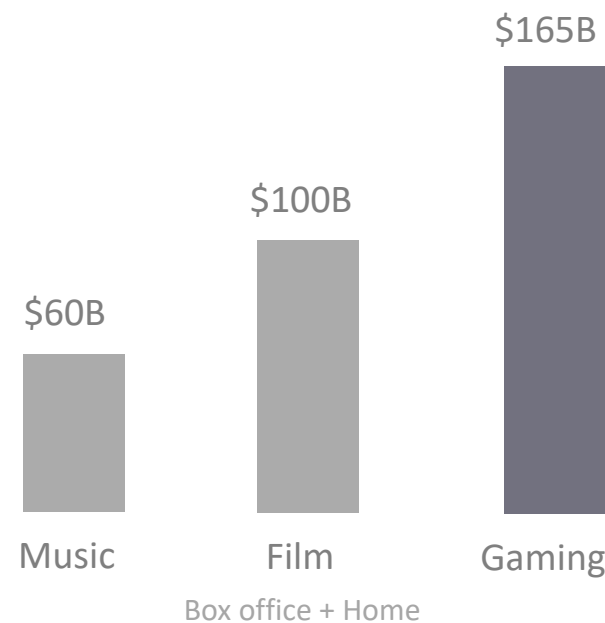


CONTESTS

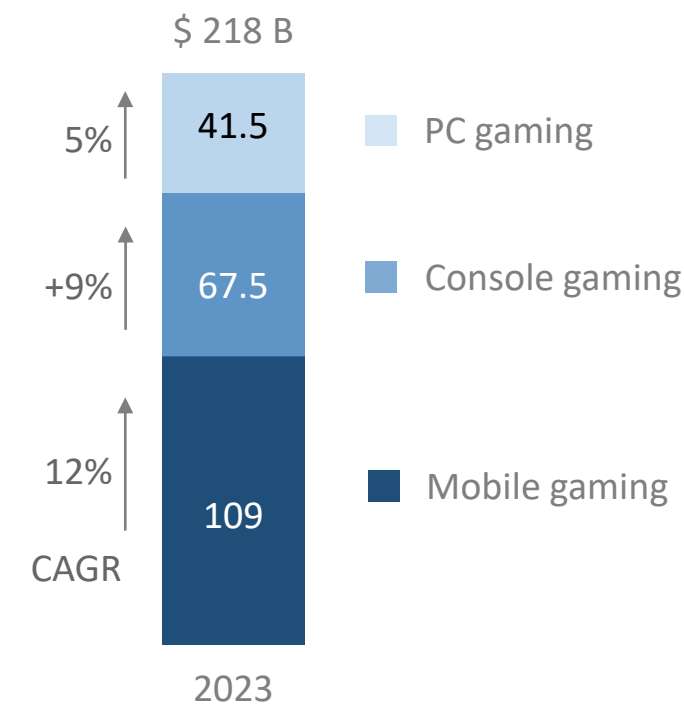


The global mobile gaming market is large & growing

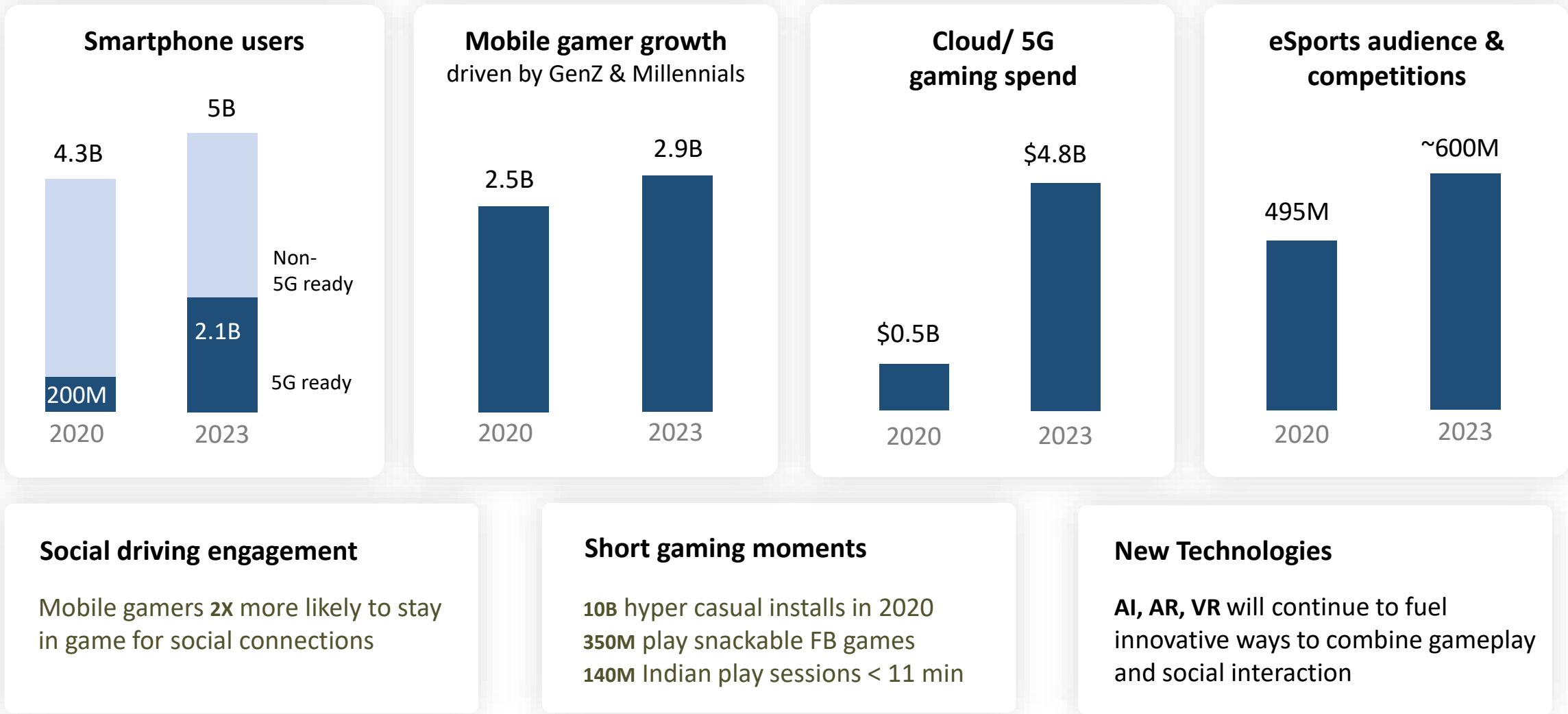
Gaming leads the Global Media Entertainment sector (Year 2020)



Mobile Gaming is the largest and fastest growing globally



Key trends impacting growth of mobile gaming



OnMobile's gaming products leverage these technologies & trends

CHALLENGES ARENA

Content

- 1000s of Quiz & Puzzles
- Multiple languages

Technology

- Downloadable apk
- Progressive Web App

Distribution

- Telcos & OTTs globally

Monetization

- Subscription
- Ads

OMMO[®]

- Short, best game moments
- 1000s of challenges

- Vision AI (Artificial Intelligence)
- Cloud streaming on PWA

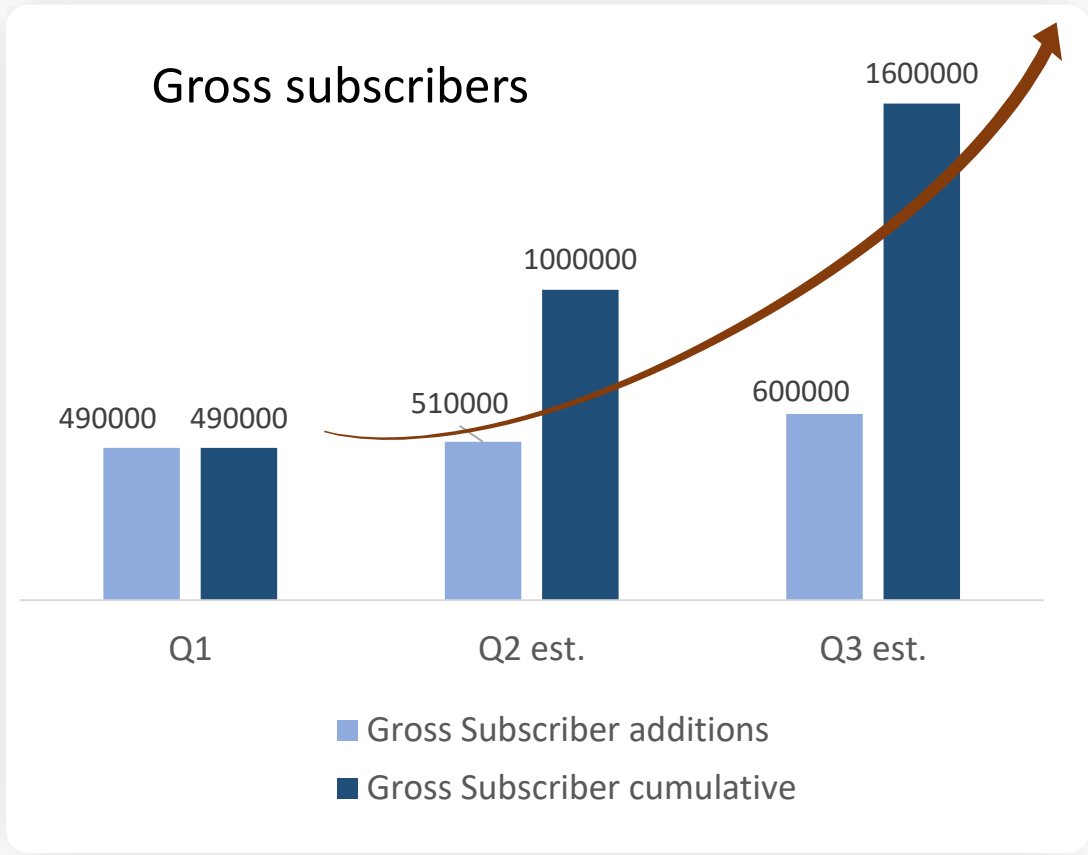
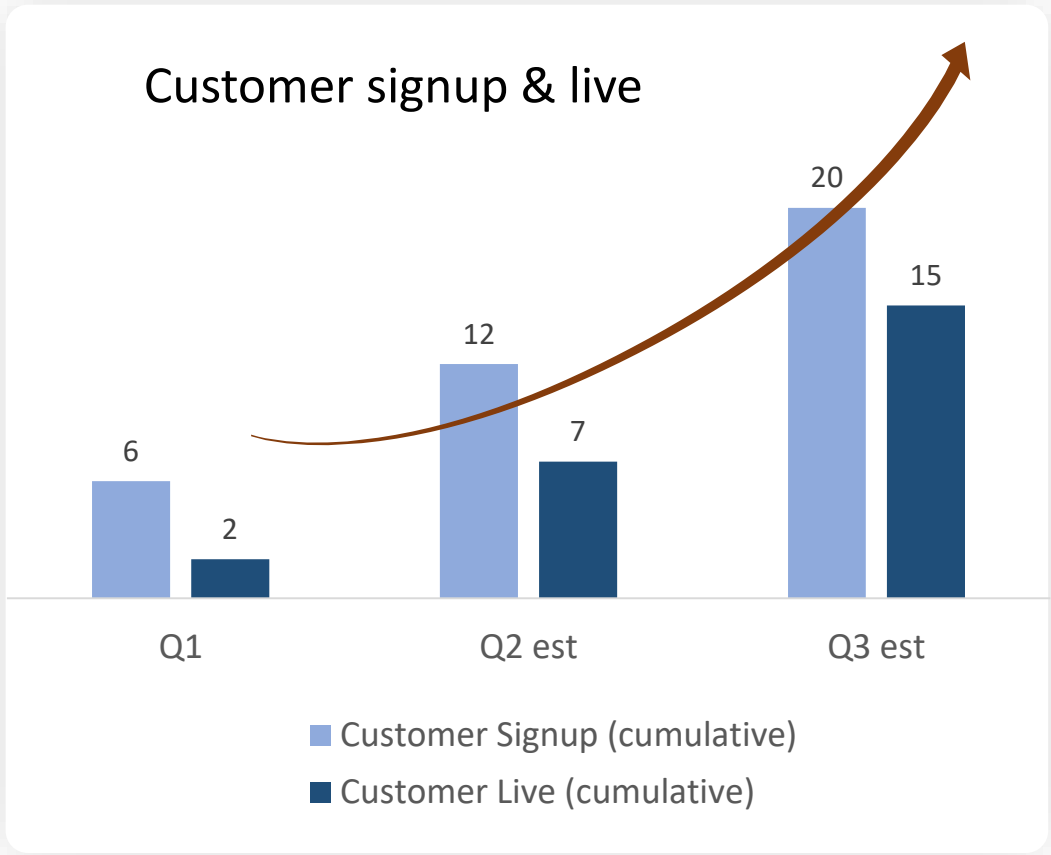
- Telcos globally
- Direct to Consumer

- Real Money battles
- Subscription

We are investing in an industry projected to grow rapidly

Challenges Arena is seeing great traction since Q1 2022 launch

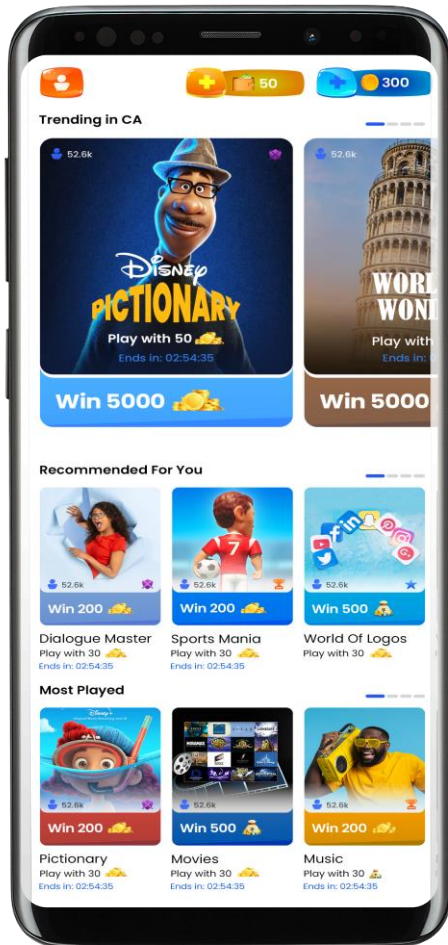
On track for 25 customer signups and 20 live customers by Q4 FY22



Massive subscriber penetration opportunity across several global telecom operators

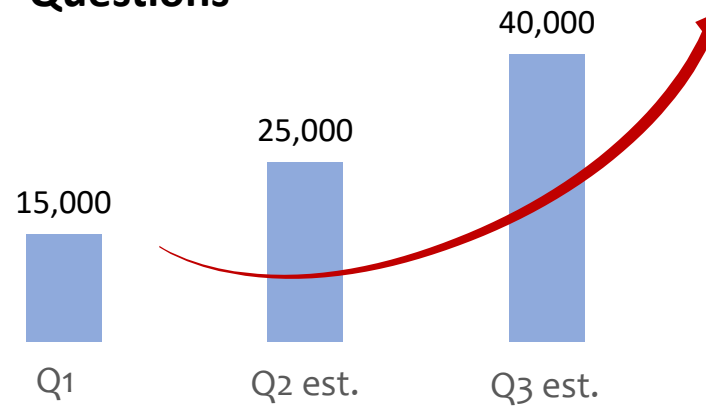
We continue to enhance Challenges Arena and make it a compelling experience

Quiz challenges across categories



Added thousands of questions and in more languages

Questions



Languages

Malayalam
Kannada
Swahili

English
Hindi
Tamil
Telugu

European languages coming next

Feedback from Telcos



Challengers Arena is a cutting-edge product. There are many features we liked especially gamified experience.

\$50Bn global telco

We tried Challenges Arena and the consumer experience was really good

\$14B regional telco

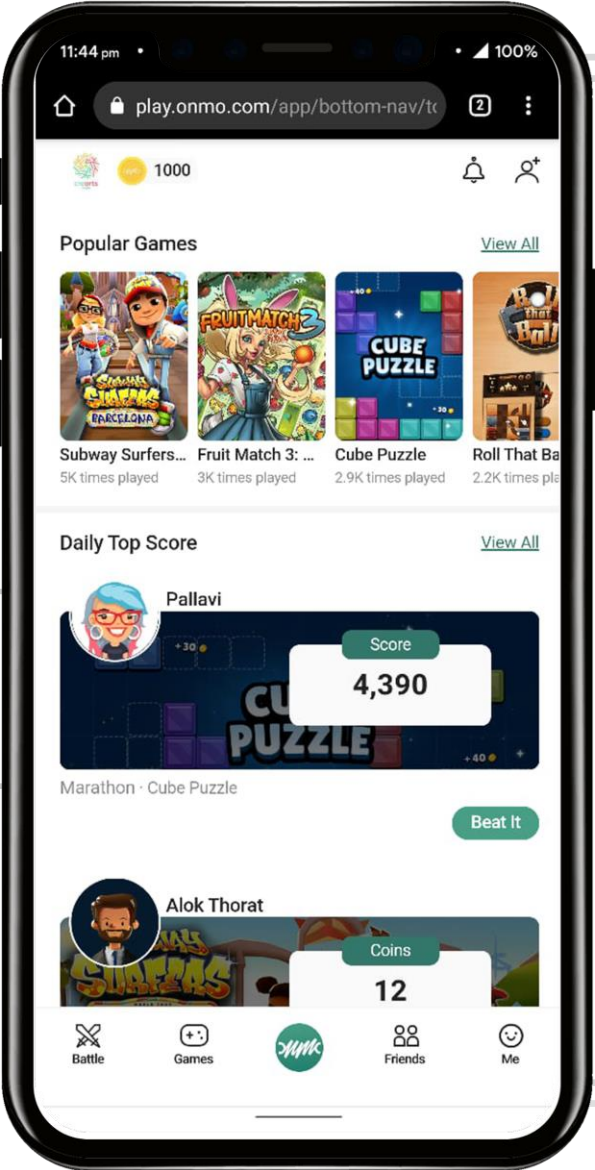
We launched **ONMO beta** built on key emerging trends & technologies

SHORT GAMING

CASUAL ESPORTS

SOCIAL PLAY

Work in process

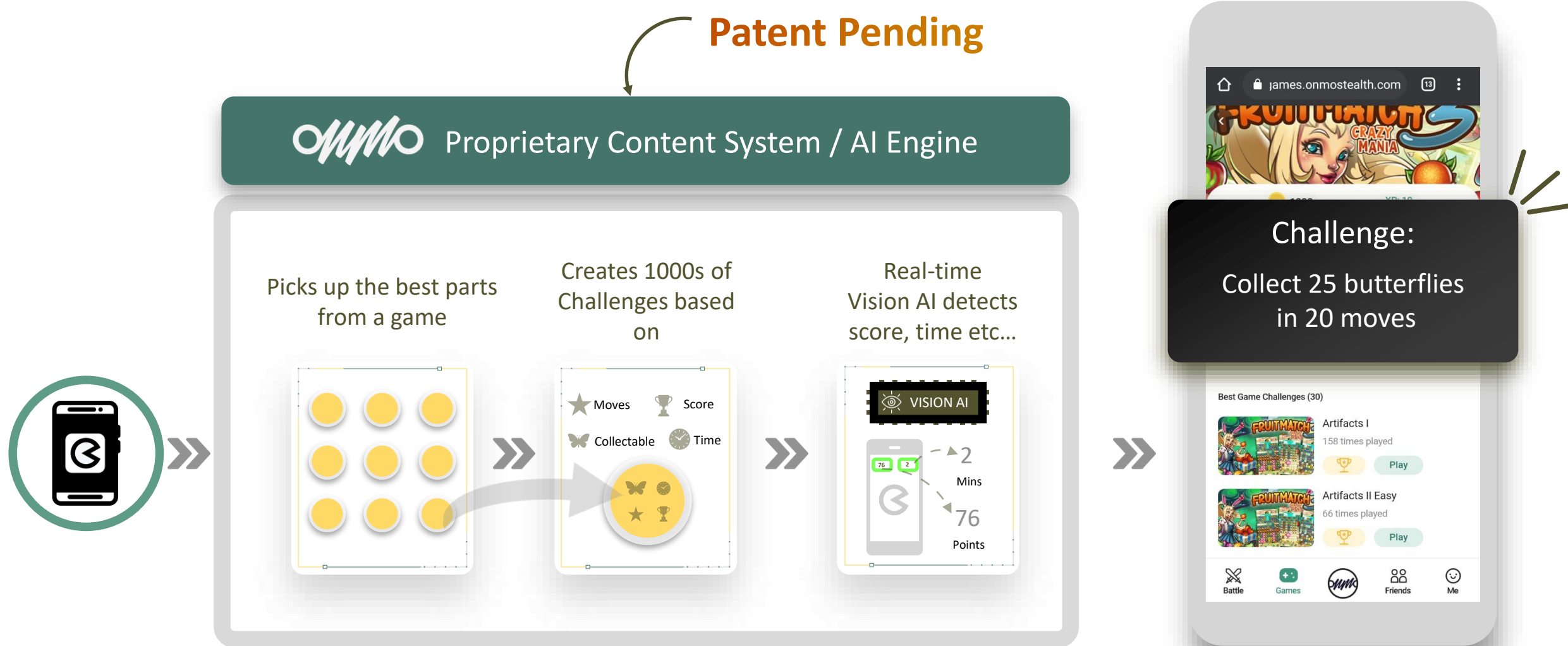


AI TECH



CLOUD STREAMING

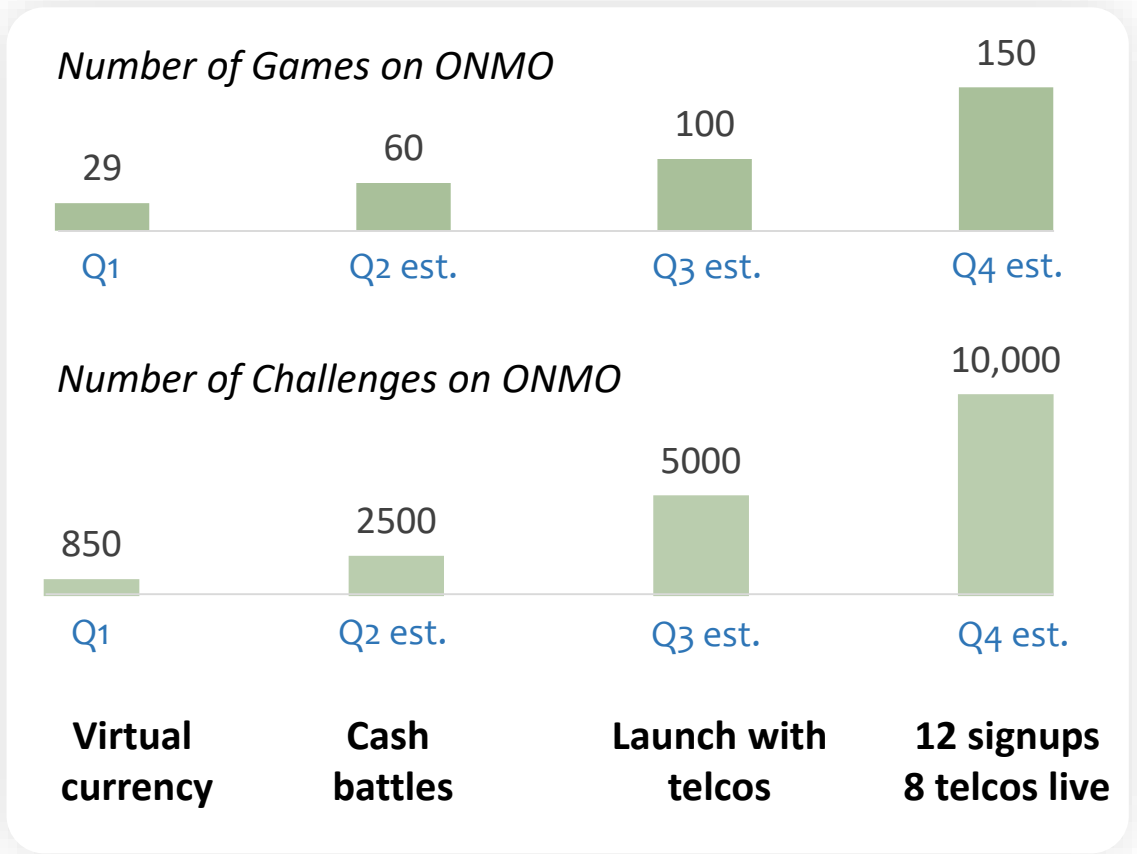
It is the world's first challenge creation AI / Artificial Intelligence engine



ONMO has made terrific progress on product & partnerships – telco launch in Q3

PRODUCT: 50+ games & 2500+ challenges on platform. Built AI engine and cloud technology

TELCO PARTNERSHIPS: advanced conversations with 15 telcos & sign-up stage with 3 telcos across Europe, Asia & Middle East



Feedback: Strong interest to launch ONMO due to differentiated features & futuristic technology

ONMO has a unique positioning focused on cloud gaming, short competitions and sharing: **\$50Bn global telco**

Moments, short gaming feature and share controls which you are building are unique for mobile casual games. These are differentiators compared to other cloud gaming services: **\$15Bn European telco**

Investment Rationale

Stability and dominance in current products

- Global Reach
- Dominating market share in Tones business

Investing in transformational mobile gaming sector

- Investment, focus & execution on mobile gaming with world-class global team
- Huge opportunity globally
- Emerging turnaround story

Financials

- Solid cash position
- Healthy cash flow from operations
- Debt free

Key Management

François-Charles Sirois

EXECUTIVE CHAIRMAN

François-Charles Sirois is currently President & CEO of Telesystem, a family-owned media & technology holding, Executive Chairman of OnMobile Global, and Chairman of Zone 3, one of Canada's largest creator and producer of content.

François-Charles Sirois is also co-founder of Stingray Digital Group and has more than 20 years of experience in corporate mergers, acquisitions & venture capital.

Before joining Telesystem, Mr. Sirois started his career building start-up companies in e-commerce and mobile payment services.

Krish Seshadri

CHIEF EXECUTIVE OFFICER

Krish joined OnMobile in August 2020 as CEO. He has two decades experience in mobile, consumer internet and gaming across US, Europe, APAC & Middle East

Most recently, he was CEO of Monster.com's APAC and Middle East operations.

Previously, he held leadership roles at social gaming pioneer Zynga, Facebook & digital content leader AOL-Verizon.

He has an engineering degree from Stanford University and MBA from London Business School

Sanjay Baweja

GLOBAL GROUP CFO

Sanjay was Independent Director on OnMobile's Board from September 2015. In May 2020, Board appointed him as Global Group CFO of OnMobile.

Sanjay has extensive experience in strategy, finance and Investor relations across sectors.

Previously, he was Group President at Bhartiya group, Group CFO at Suzlon, Flipkart and Tata Communications.

Sanjay is a Chartered Accountant and Cost and Work Accountant.

Financials

onmobile

Financial Highlights

- Revenue remains stable QoQ.
- Our cost rationalization efforts are continuing and have yielded savings with a reduction of 11.8% QoQ and 11.6% YoY in manpower costs.
- Other Opex cost declined by 22.3% YoY; however the last quarter numbers were lower due to one time reversal of accumulated lease rentals on account of giving up of rented space.
- EBITDA at INR 145 Mn continues to remain in double digits with a margin of 11.3% for the quarter
- Operating Profits of INR 119 Mn;9.2%.
- PBT grew by 12.5% QoQ and 16.3% YoY to INR 224 Mn including an exceptional gain of INR 73 Mn this quarter.
- PAT grew by 9.8% QoQ and 35.8% YoY to INR 164 Mn.
- DSO improved to 122 days in Q1FY22 vs 137 days in Q1FY21.

P&L Q1 FY22

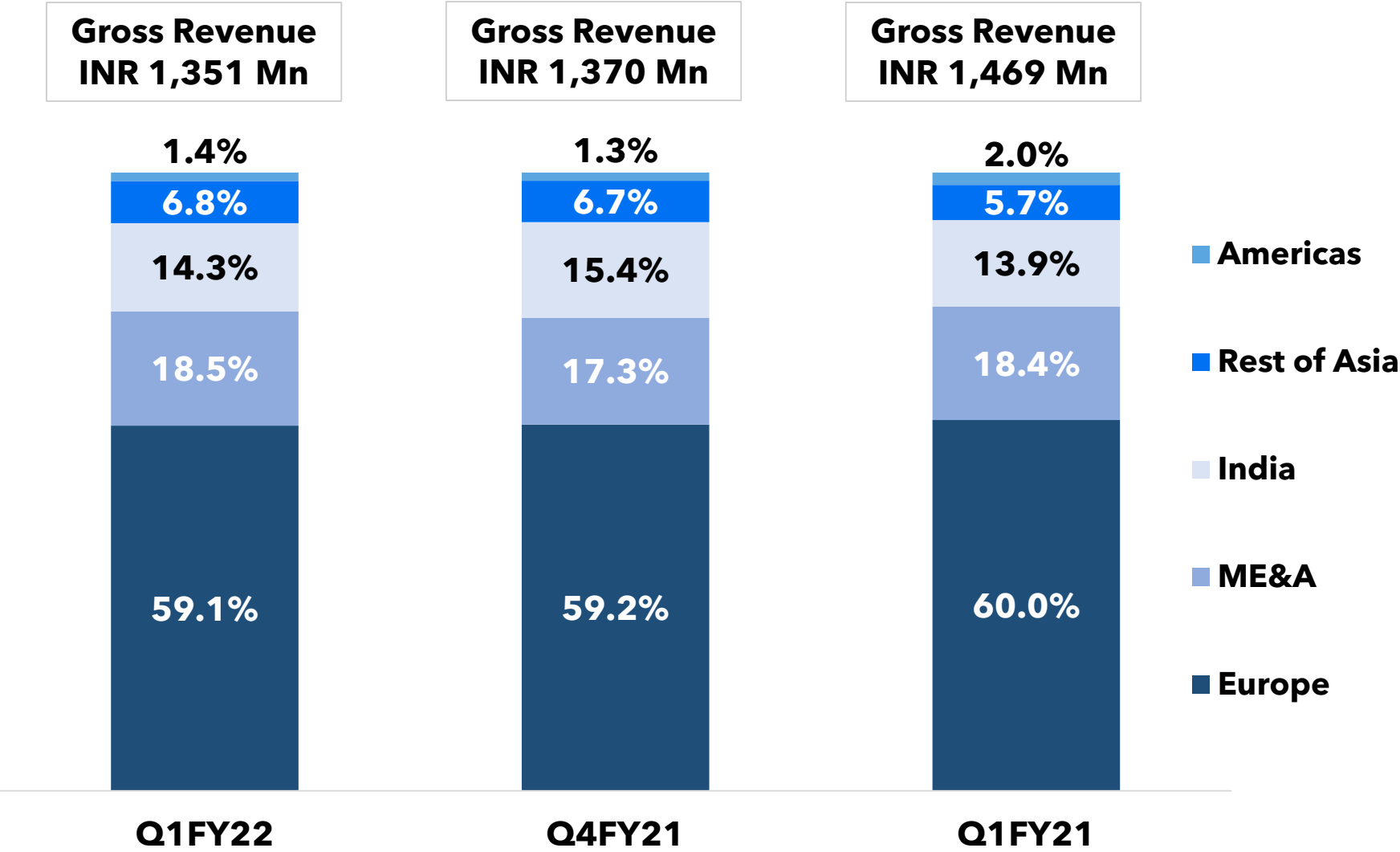
P&L (INR Mn)	Q1 FY22	Q4 FY21	QoQ Gr %	Q1 FY21	YoY Gr %
Revenue	1,351	1,370	(1.4%)	1,469	(8.0%)
*COGS & UFF	711	710	0.1%	731	(2.8%)
Gross Profit	640	660	(2.9%)	738	(13.2%)
Margin (%)	49.7%	50.5%		52.4%	
Manpower Cost	300	340	(11.8%)	339	(11.6%)
Marketing Cost	80	61	30.3%	52	52.7%
Other Opex	115	104	10.4%	148	(22.3%)
EBITDA	145	154	(5.6%)	198	(26.5%)
Margin (%)	11.3%	11.8%		14.0%	
Depreciation	26	28	(7.0%)	34	(21.6%)
Operating Profit	119	125	(5.3%)	164	(27.5%)
Margin (%)	9.2%	9.6%		11.6%	
Profit After Tax	164	149	9.8%	121	35.8%
Margin (%)	12.7%	11.4%		8.6%	
EPS (Diluted)	1.54	1.42	8.5%	1.16	32.8%
Cash Profit	115	116	(0.7%)	155	(25.5%)

*COGS & UFF refers to Content Cost, Contest / Gratification Cost and Customer Acquisition Cost

Financial Summary Q1 FY22 Actual

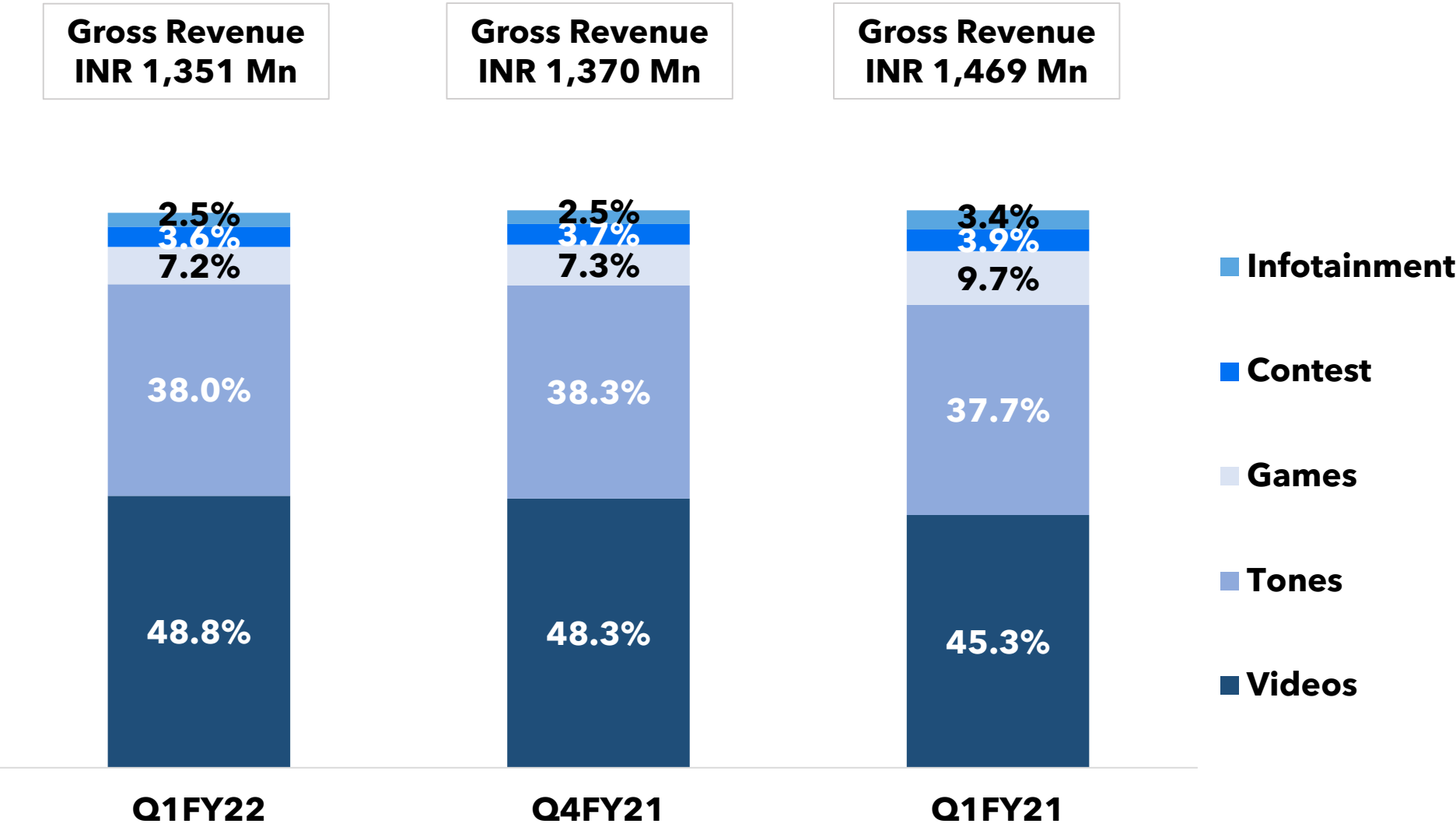
Gross Revenue	Manpower cost	Opex	EBITDA
INR 1,351 Mn <div><div></div> 8.0% YoY <div></div> 1.4% QoQ</div>	INR 300 Mn <div><div></div> 11.6% YoY <div></div> 11.8% QoQ</div>	INR 115 Mn <div><div></div> 22.3% YoY <div></div> 10.4% QoQ</div>	INR 145 Mn <div><div></div> 26.5% YoY <div></div> 5.6% QoQ</div> EBITDA Margin 11.3%
Operating Profit	PAT	Cash Profit	DSO
INR 119 Mn <div><div></div> 27.5% YoY <div></div> 5.3% QoQ</div> Op. Profit Margin 9.2%	INR 164 Mn <div><div></div> 9.8% YoY <div></div> 35.8% QoQ</div> PAT Margin 12.7%	INR 115 Mn <div><div></div> 25.5% YoY <div></div> 0.7% QoQ</div>	122 Days <div><div></div> 15 Days YoY <div></div> 6 Days QoQ</div>

Revenue by Geography



Note: Americas include – Latin America and North America

Revenue by Products



Cash Position

INR Mn	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21	Q1 FY22
Gross Cash	2,344	2,525	2,745	2,659	2,323	2,736	2,662	2,272
Less: Total Debt	-	-	-	-	-	-	-	-
Net Cash	2,344	2,525	2,745	2,659	2,323	2,736	2,662	2,272

Dividend payout
for FY'19: INR
191 Mn

Net Cash
decreased in
Q1FY21 due to:-
a) Rob0 Investment of
INR 54.2 Mn
b) Buyback of
Equity Share for
INR 65.2 Mn

Net Cash
decreased in
Q2FY21 due to:-
a) Customer contract
acquisition cost
payment of INR
363 Mn
b) Buyback of
Equity Share for
INR 2.5 Mn

Collection
efficiency

Higher
content
payouts

Net Cash
decreased in
Q1FY21 due
to:-
a) Chingari
Investment
of INR 318
Mn
b) Other R&D
Cost of INR
71 Mn

Ratio Analysis

Ratio Analysis	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21	Q1 FY22
Profit and Loss									
International revenue / revenue	84%	85%	84%	84%	86%	86%	85%	85%	86%
Gross profit / revenue	56%	55%	55%	51%	52%	52%	51%	50%	50%
Revenue per Employee (INR'000)	1,838	2,022	2,120	2,161	2,107	2,076	2,084	1,984	2,005
EBITDA per Employee (INR'000)	51	146	158	171	284	221	253	229	216
Aggregate employee costs / revenue	31%	29%	28%	25%	24%	26%	25%	26%	23%
Operating profit / revenue	0%	4%	5%	6%	12%	9%	10%	10%	9%
Profit before tax (PBT) / revenue*	2%	5%	7%	10%	14%	8%	12%	11%	12%
Balance sheet									
Current ratio	1.85	1.84	1.79	2.12	2.14	2.10	2.24	2.03	2.05
Day's sales outstanding (Days)	143	155	140	144	137	140	120	116	122
Liquid assets / total assets (%)	55%	53%	55%	58%	57%	53%	53%	51%	48%
Liquid assets / total sales ratio	3.5	3.4	3.4	3.5	3.6	3.3	3.3	3.5	3.4

*PBT before Exceptional Gains

Balance Sheet

INR Mn	Jun'21	Mar'21
Shareholders' Funds	6,450	6,261
Non-Current Liabilities	197	198
Trade Payables	1,812	1,862
Current Liabilities	568	675
Total Liabilities	9,027	8,996
Fixed Assets	549	520
Goodwill	621	596
Right to use Assets	72	77
Investments in Associates	369	56
Financial Assets	21	54
Deferred Tax Assets	568	570
Non-Current Assets	1,950	1,966
Cash and Cash Equivalents	2,272	2,662
Trade Receivables	2,052	1,970
Other Current Assets	553	525
Fixed Assets	549	520
Total Assets	9,027	8,996

For any queries mail us at
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