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Global Leader in Mobile Entertainment

Propelling Mobile Gaming & Entertainment

INVESTOR PRESENTATION

August 04th, 2022

The future is

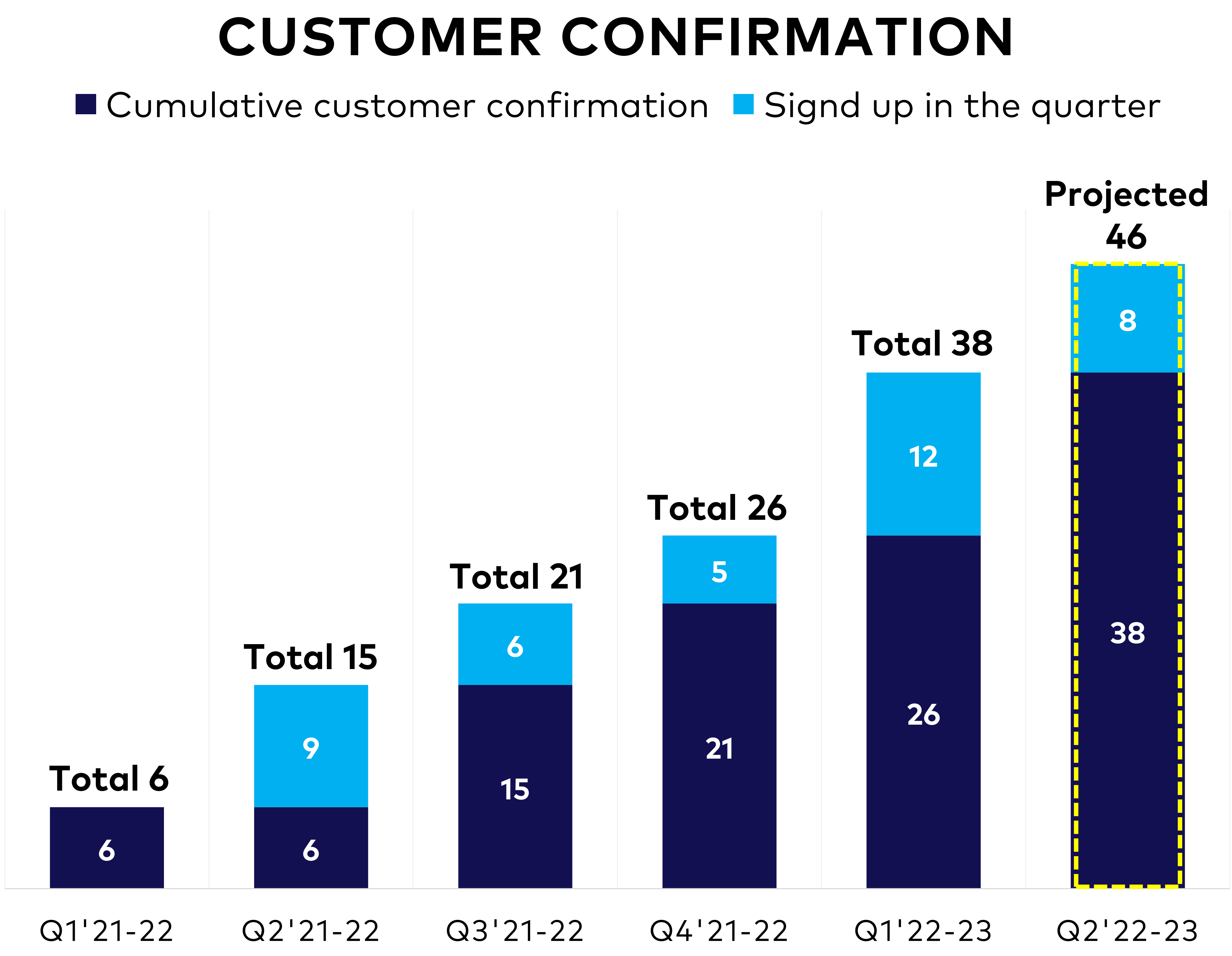
GAMING

CHALLENGES ARENA

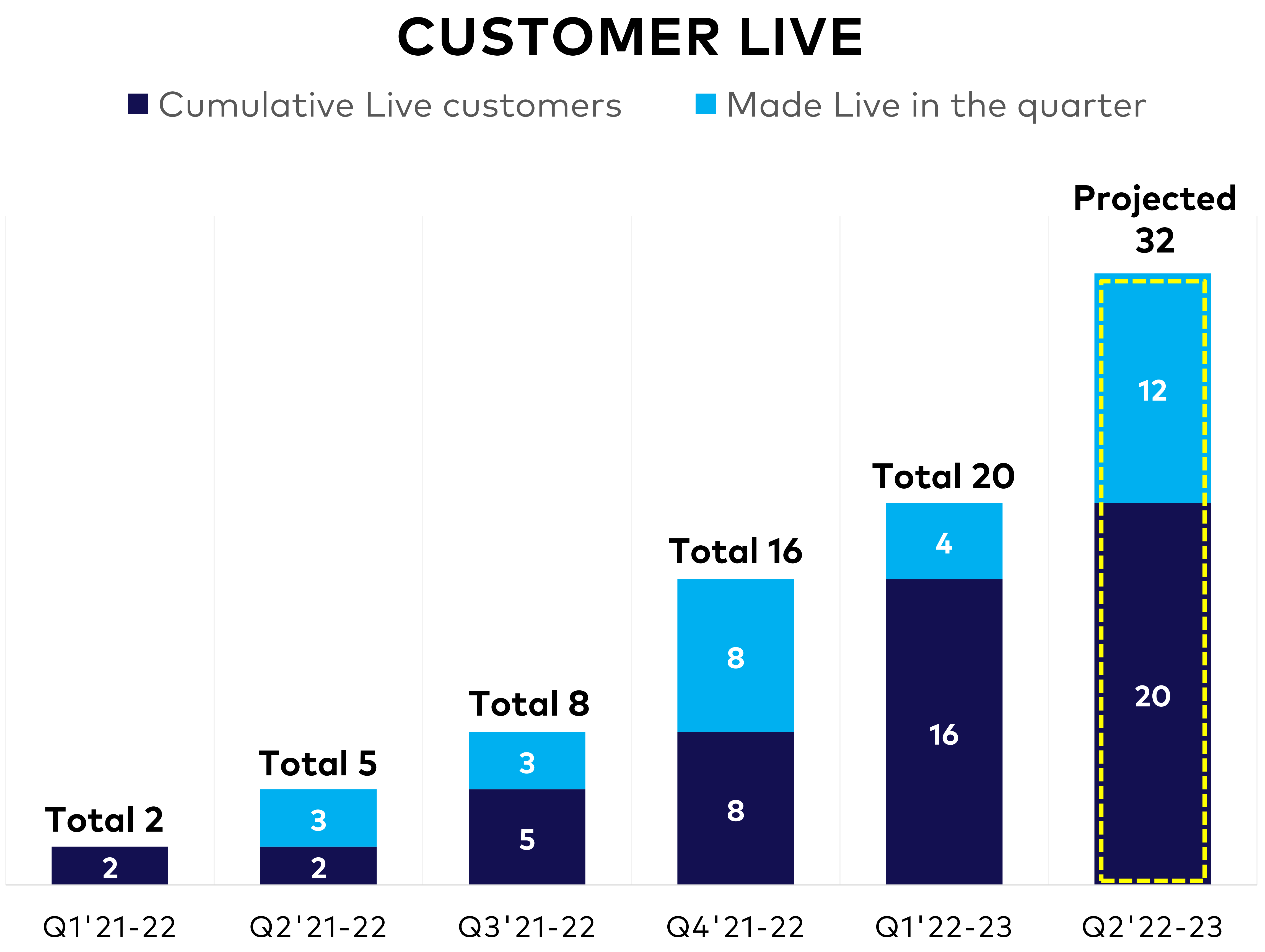
Tapping into the

Global Trivia Gaming Market

Challenges Arena: Quarter wise progress – Customer Confirmation and Customer Live (Q2 projected)

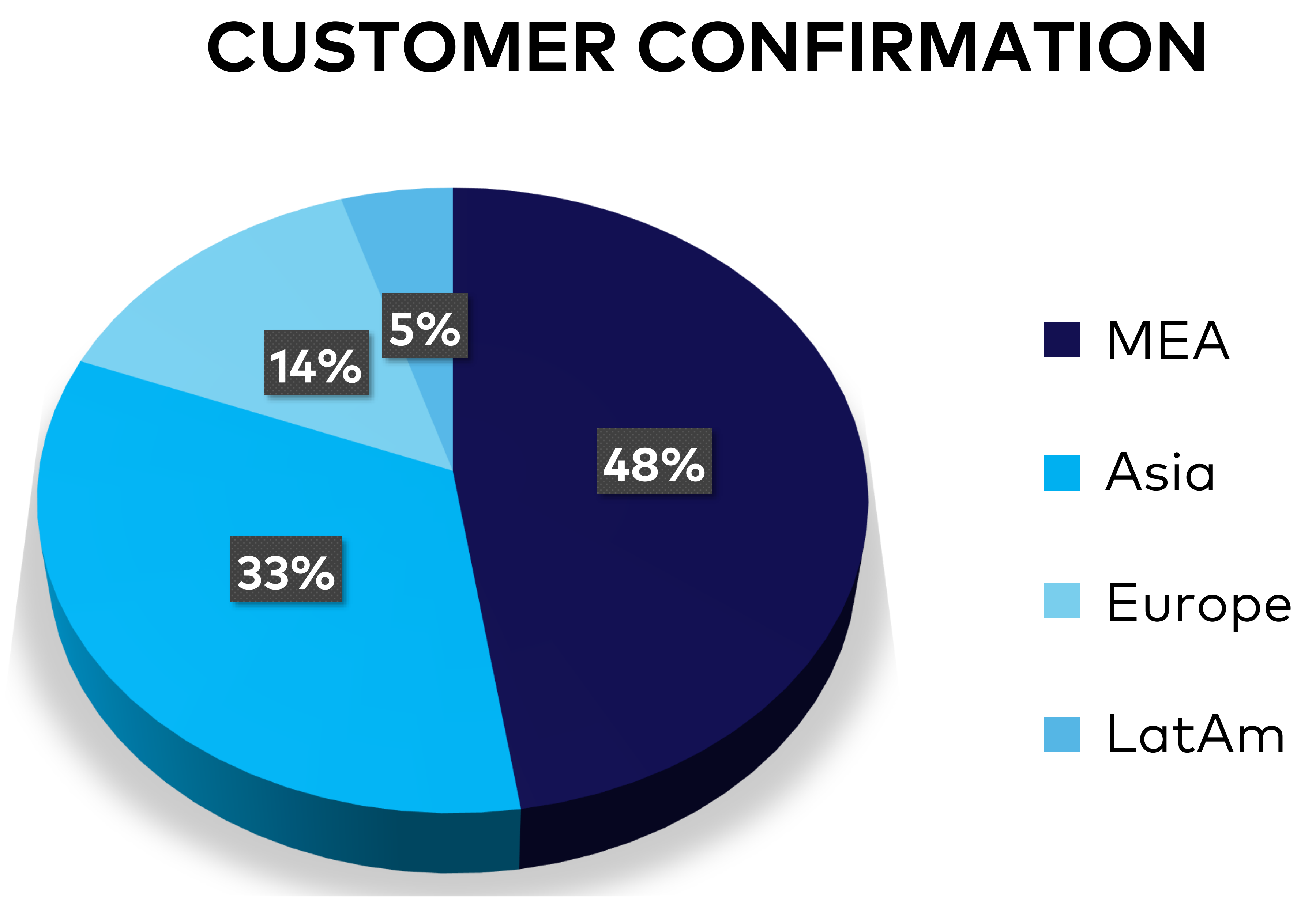


Q1 was the most successful quarter for sales. Successful outbound sales efforts in Q2-Q4FY22 leading to higher sales in FY23



Go live picking up momentum in Q2

Challenges Arena: Geo wise split & New Logos split (till July'22)



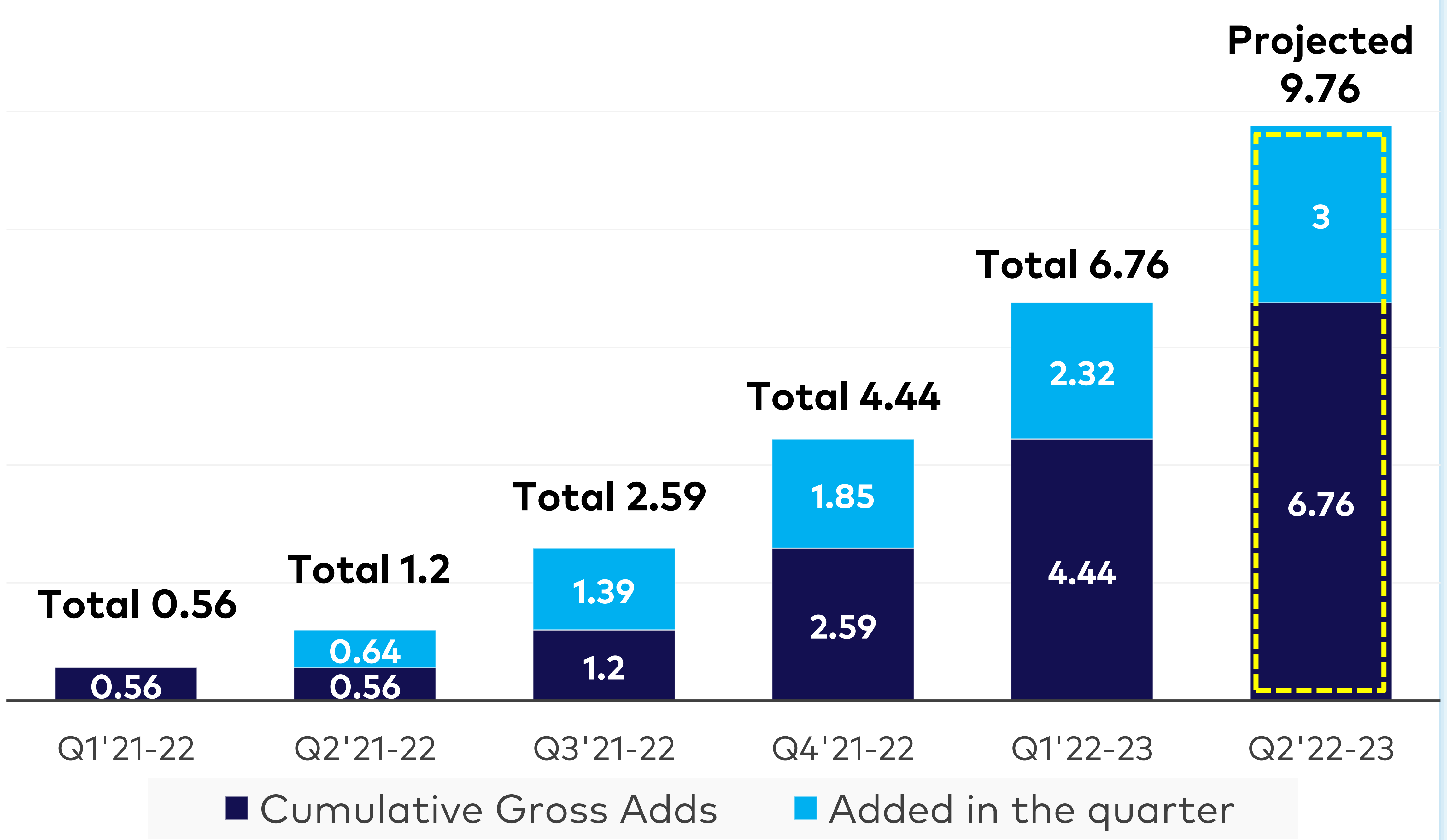
Asia:14 MEA:20 Europe:6 LatAm:2

28 out of 42 customer are new logos (67%)

New Countries: Portugal, Romania, Indonesia, Myanmar, Thailand, Cambodia, Cameroon, Ethiopia

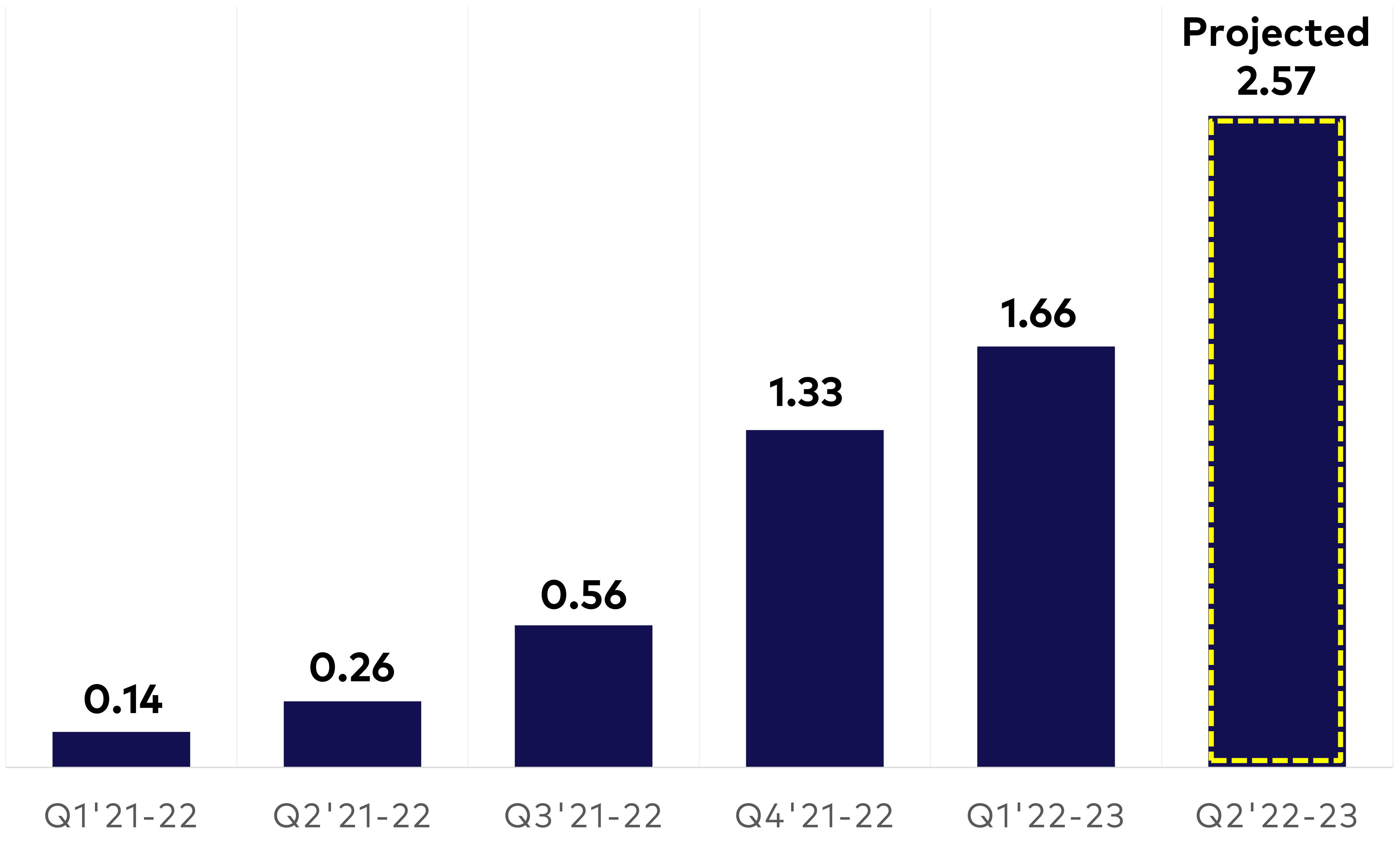
Challenges Arena: Quarter wise progress on Subscribers (Q2 projected)

CUMULATIVE GROSS ADDITIONS (IN MN)



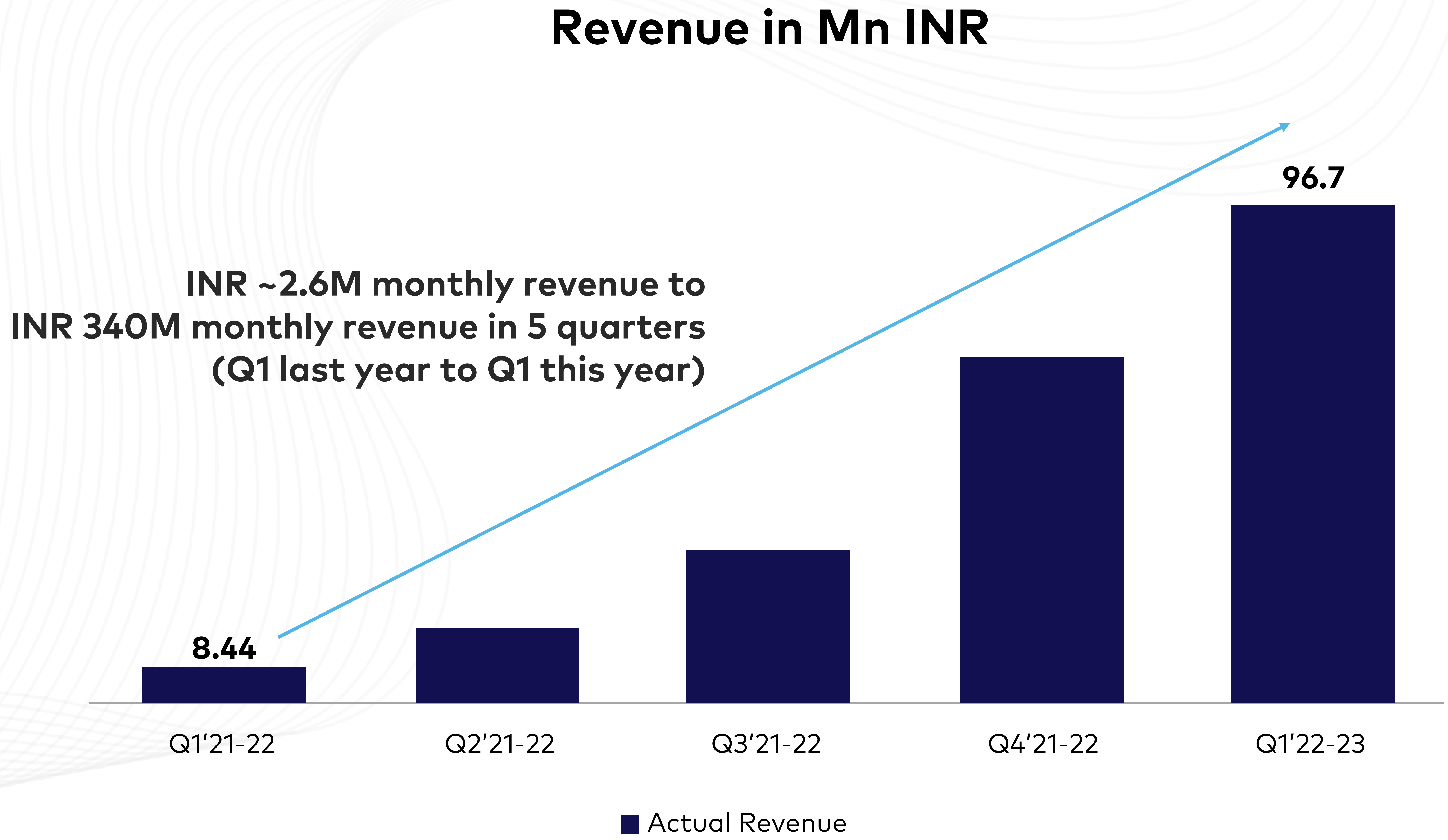
Highest Gross Adds in Q2

NET ACTIVE SUBSCRIBERS



First 1Mn active base in 4 quarters,
next 1Mn in less than 2 quarters

Challenges Arena: Quarter wise progress in Revenue



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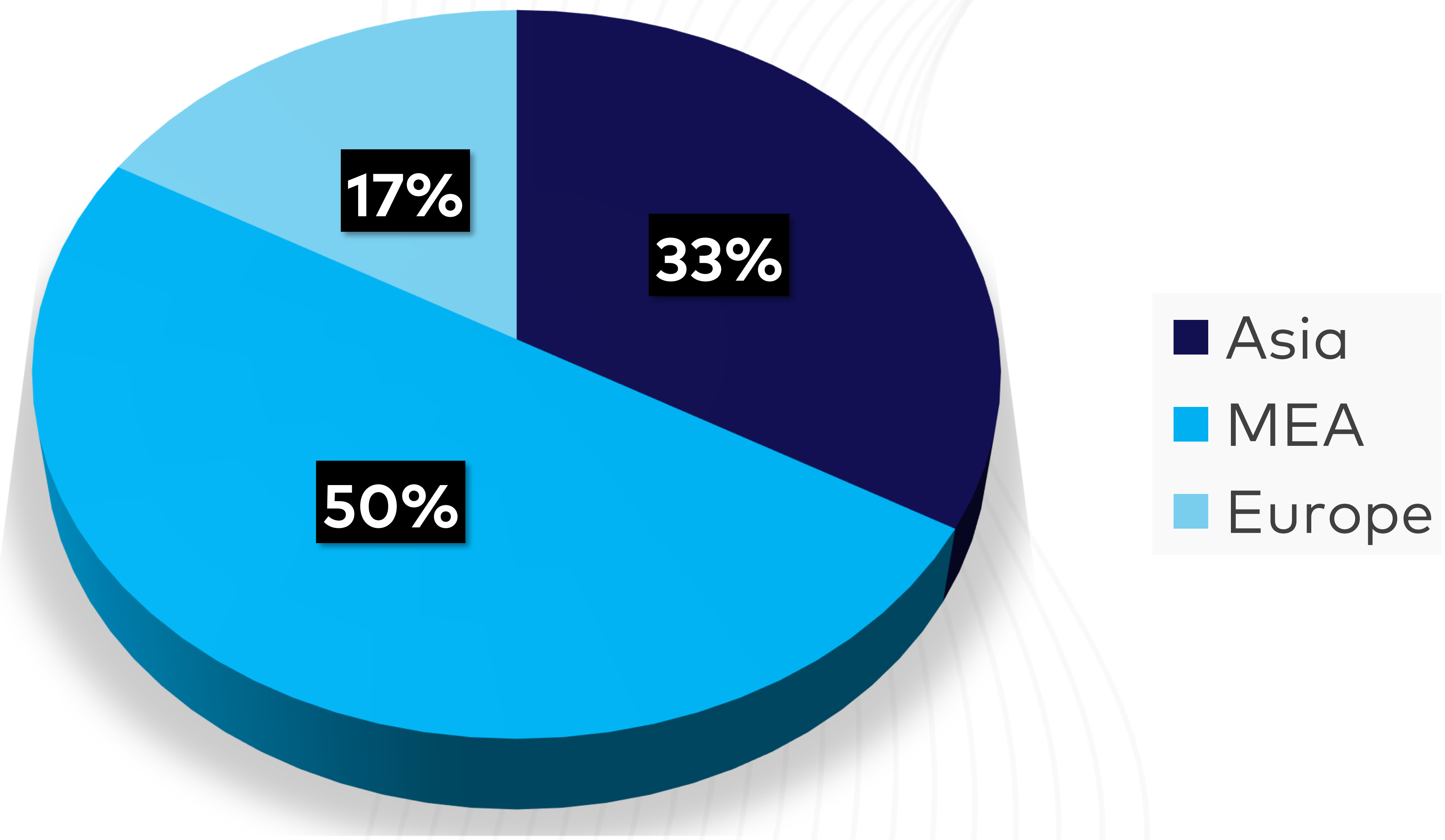
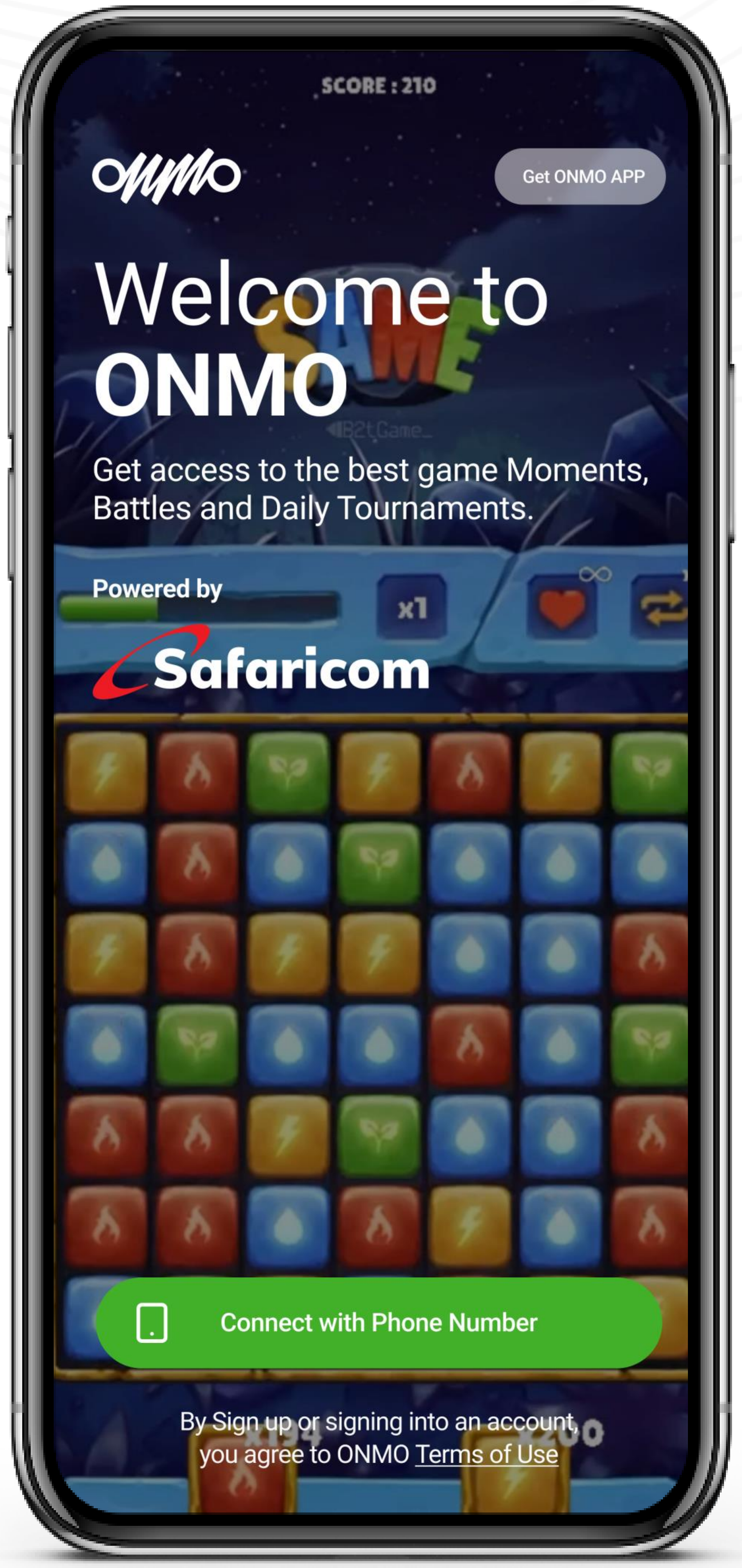
Social Esports for everyone

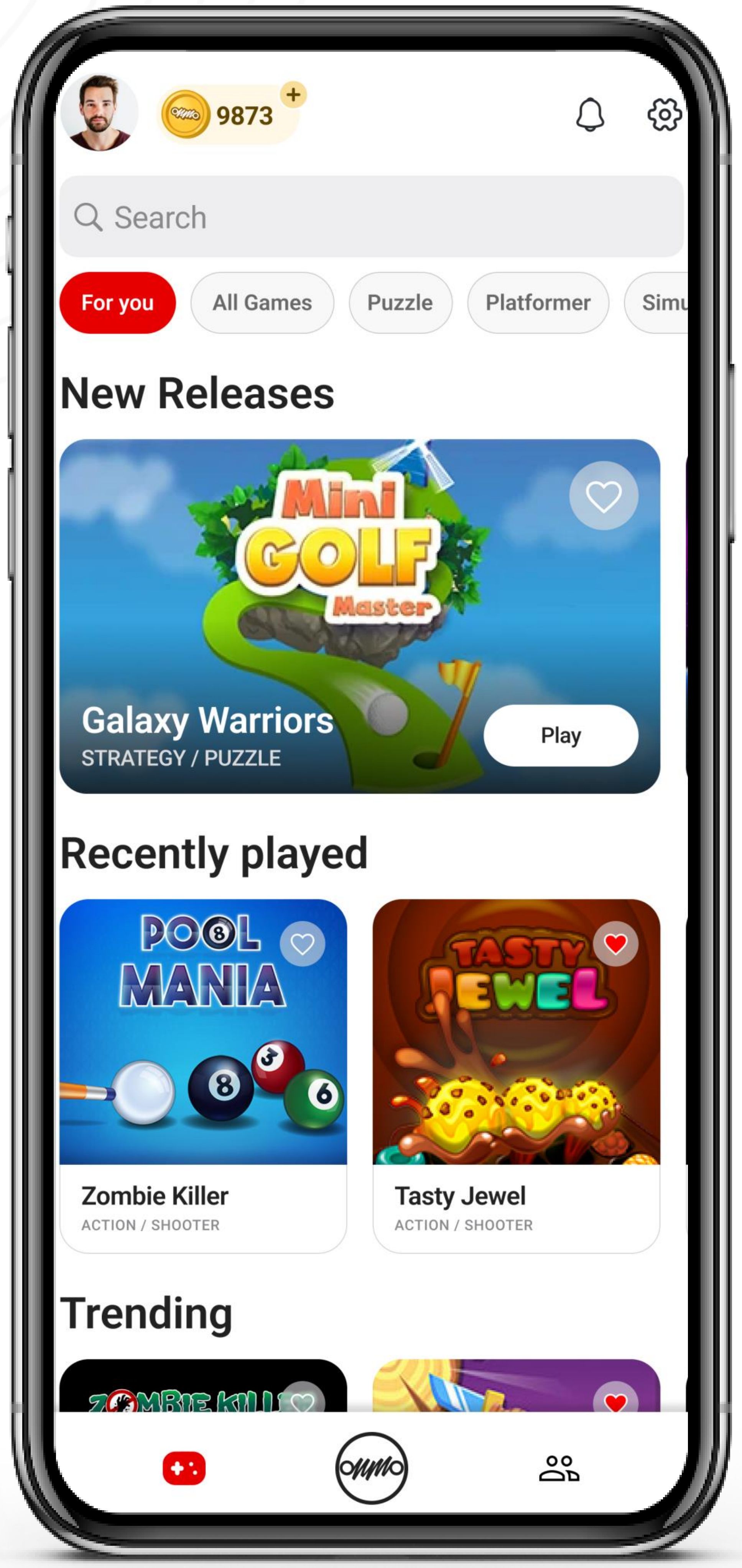
ONMO B2B

Geo Split of customer



- 12 customers confirmed, 3 live





ONMO Q1 Highlights

- **Launched marketing campaign in India**

3.5M Reach (IG)	8M+ Impressions (IG)	6.05M+ Views (YT)

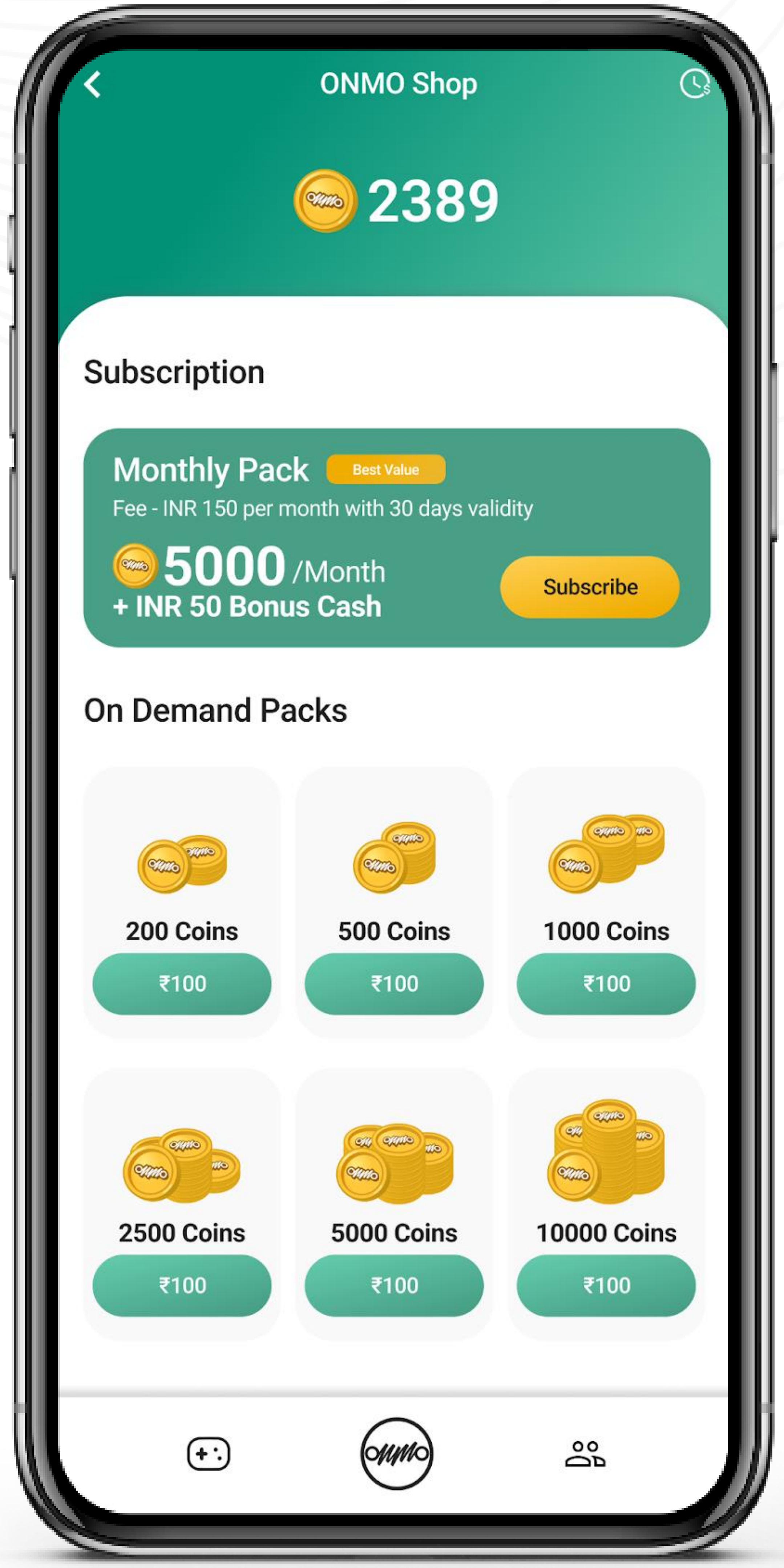
- **Product and Marketing Focus**
  - Create product and brand awareness
  - Get users to experience instant gameplay through free 'Just Beat It' section
  - Continually improve product performance with scale and optimize streaming platform to lower costs

- **Key KPIs**

2.1M New Users (AMJ)	440K Registered Users (Till End June)	22% Registrations via Chingari (Till End June)

Plan Ahead

- Focus on monetisation
- Growth in game library to cater to interests of consumers across demographic segments & age groups
- Expand B2B centric features and deployment capacity
- Social features to be added to further increase engagement
    - Share your play experience with friends **LIVE**
    - Hop to next moment in **'Playlist mode'**
    - **'Co-play'** tournaments with friends



ONMO Shop

Social Features

FINANCIALS

Financial Summary Q1 FY23 Actual

Gross Revenue	Manpower cost	Marketing cost	Opex
INR 1,410 Mn	INR 321 Mn	INR 162 Mn	INR 129 Mn
+5.9% QoQ +4.4% YoY	+15.3% QoQ +6.9% YoY	+15.7% QoQ +103.7% YoY	+3.1% QoQ +12.0% YoY

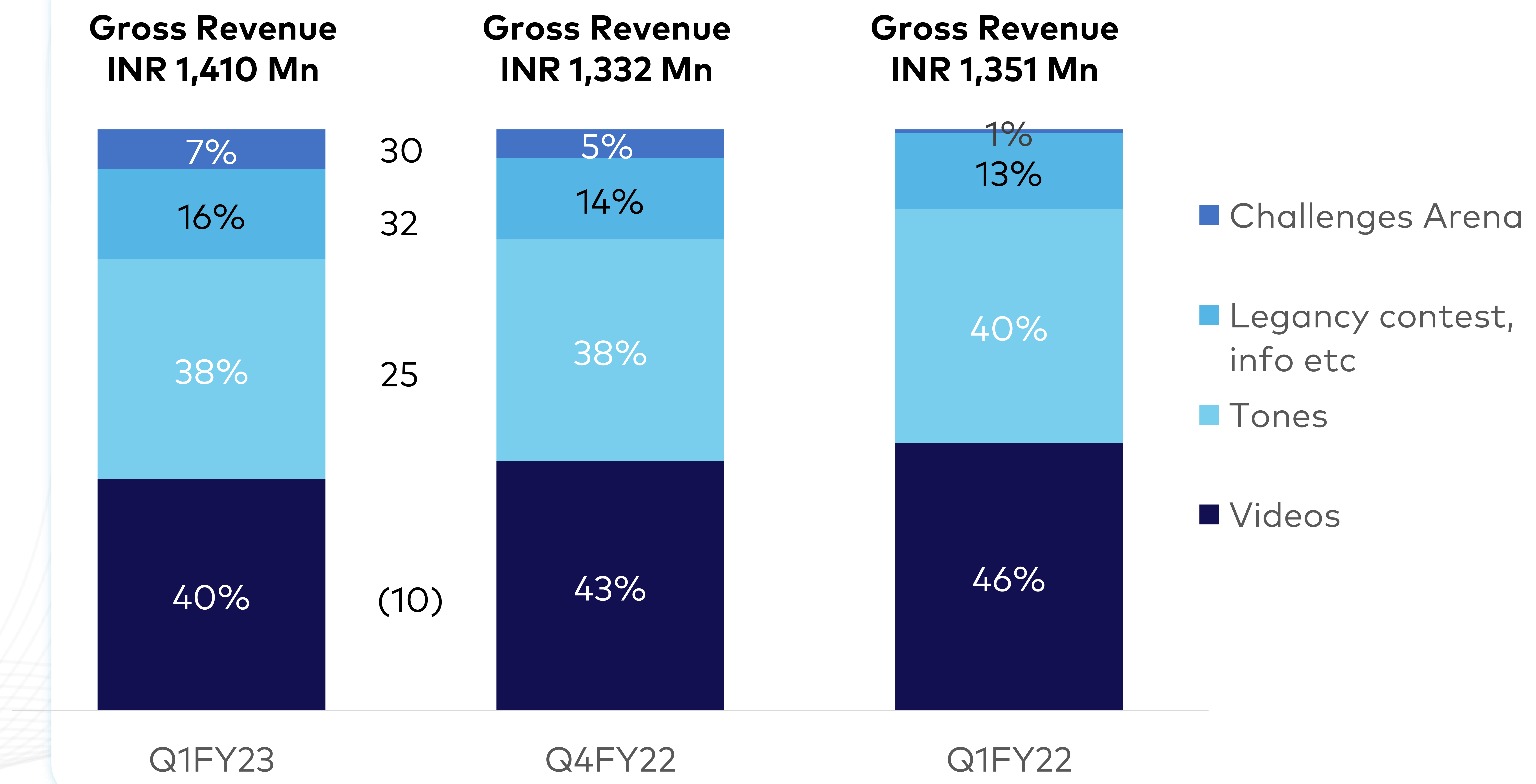
EBITDA	Operating Profit	PAT	DSO
INR 78 Mn (5.8%)	INR 53 Mn (3.9%)	INR 41 Mn (3.0%)	134Days
-12.9% QoQ -46.4% YoY	-17.3% QoQ -55.3% YoY	-11.7% QoQ -75.0% YoY	+8 Days QoQ +11 Days YoY

P&L Q1 FY23

P&L(INR Mn)	Q1 FY23 Act	Q4 FY22 Act	QoQ Gr %	Q1 FY22 Act	YoY Gr %
Gross Revenue	1,410	1,332	5.9%	1,351	4.4%
COGS	720	698	3.0%	711	1.3%
Gross Profit	**690**	**633**	**9.0%**	**640**	**7.8%**
Margin (%)	***51.1%***	***49.8%***		***49.7%***	
Manpower Cost	321	278	15.3%	300	6.9%
Marketing Cost	162	140	15.7%	80	103.7%
Other Opex	129	125	3.1%	115	12.0%
EBITDA	**78**	**89**	**-12.9%**	**145**	**-46.4%**
Margin (%)	***5.8%***	***7.0%***		***11.3%***	
Depreciation	25	25	-1.8%	26	-6.4%
Operating Profit	**53**	**64**	**-17.3%**	**119**	**-55.3%**
Margin (%)	***3.9%***	***5.0%***		***9.2%***	
Profit After Tax	**41**	**47**	**-11.7%**	**165**	**-75.0%**
Margin (%)	***3.0%***	***3.7%***		***12.8%***	
EPS (Diluted)	0.4	0.4	-12.0%	1.5	-74.7%
Cash Profit	**67**	**68**	**-1.9%**	**117**	**-43.1%**

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

Revenue by Products



Financial Highlights for the first quarter 22-23

- Revenue increased by 5.9% QoQ and 4.4% YoY
- Gross profit increased by 9.0% on QoQ basis
- Revenue from the Challenges Arena increased by more than 11x on YoY basis
- 38 cumulative customer agreements for Challenges Arena by June'22 (20 live as on Q1FY23)
- ONMO B2B: 12 Customers confirmed (3 live)
- Marketing cost grew by 15.7% QoQ and 103.7% YoY primarily due to investments in new launches

Cash Position

INR Mn	Q2 FY21	Q3 FY21	Q4 FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	Q1 FY23
Gross Cash	2,323	2,736	2,662	2,272	1,778	1,445	1,352	1,200
Less: Total Debt	-	-	-	-	-	-	-	-
Net Cash	2,323	2,736	2,662	2,272	1,778	1,445	1,352	1,200

Changes in Q1 due to:-

a) Chingari Investment of INR 318 Mn
b) ONMO Prod devpt cost INR 71 Mn

Changes in Q2 due to:-

a) Customer acquisition cost payment of INR 365 Mn
b) ONMO Prod devpt cost of INR 109 Mn
c) RobO acquisition INR 31 Mn

Changes in Q3 due to:-

a) Chingari Investment of INR 110 Mn
b) ONMO Prod devpt cost of INR 149 Mn
c) Dividend paid of INR 158 Mn

Changes in Q4 due to Prod devpt cost of INR 108 Mn

Changes in Q1 due to Prod devpt cost of INR 150 Mn

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Ratio Analysis

Ratio Analysis	Q2 FY21	Q3 FY21	Q4 FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	Q1 FY23
Profit and Loss								
International revenue / revenue	86%	85%	85%	86%	85%	83%	80%	77%
Gross profit / revenue	52%	51%	50%	50%	50%	52%	50%	51%
Revenue per Employee (INR'000)	2,076	2,084	1,984	2,088	2,226	2,496	2,382	2,500
EBITDA per Employee (INR'000)	221	253	229	225	147	240	160	138
Aggregate employee costs / revenue	26%	25%	26%	23%	25%	25%	22%	24%
Operating profit / revenue	9%	10%	10%	9%	5%	8%	5%	4%
Profit before tax (PBT) / revenue*	8%	12%	11%	17%	4%	9%	6%	4%
Balance sheet								
Current ratio	2.1	2.2	2.0	2.0	1.7	1.6	1.8	1.7
Day's sales outstanding (Days)	140	120	116	122	128	128	125	134
Liquid assets / total assets (%)	53%	53%	51%	48%	44%	38%	38%	37%
Liquid assets / total sales ratio	3.3	3.3	3.5	3.4	3.1	2.6	2.6	2.5

*PBT before Exceptional Gains

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