

**onmobile**

Global Leader in Mobile Entertainment

# Propelling Mobile Gaming & Entertainment

EARNINGS DECK





# Financial Summary Q2 FY25

<b>Gross Revenue</b>	<b>People cost</b>	<b>Marketing</b>	<b>Opex</b>
<b>INR 1,319 Mn</b> ■ +4.7% QoQ	<b>INR 304 Mn</b> ■ +5.5% QoQ	<b>INR 233 Mn</b> ■ +1.6% QoQ	<b>INR 107 Mn</b> ■ +2.0% QoQ
<b>EBITDA</b>	<b>PAT</b>	<b>Mobile Gaming Revenue</b>	<b>Mobile Entertainment Revenue</b>
<b>INR 18 Mn (1.4%)</b> ■ +104.6% QoQ	<b>INR (121) Mn</b>	<b>INR 322 Mn</b> ■ +27.3% QoQ	<b>INR 997 Mn</b> ■ -1.0% QoQ

# Financial Summary H1 FY25

<div>Gross Revenue</div> <div>INR 2,579 Mn</div> <div><div></div> -6.5% YoY</div>	<div>People cost</div> <div>INR 592 Mn</div> <div><div></div> +7.7% YoY</div>	<div>Marketing</div> <div>INR 463 Mn</div> <div><div></div> +5.2% YoY</div>	<div>Opex</div> <div>INR 211 Mn</div> <div><div></div> -16.0% YoY</div>
<div>EBITDA</div> <div>INR 27 Mn (1.1%)</div> <div><div></div> -89.1% YoY</div>	<div>PAT</div> <div>INR (274) Mn</div> <div></div>	<div>Mobile Gaming Revenue</div> <div>INR 574 Mn</div> <div><div></div> +36.0% YoY</div>	<div>Mobile Entertainment Revenue</div> <div>INR 2005 Mn</div> <div><div></div> -14.2% YoY</div>



# OnMobile's Product Journey Over Years





# 20 Years Legacy with Tones

01.

Enhanced experience with AI integration & Video Tunes

02.

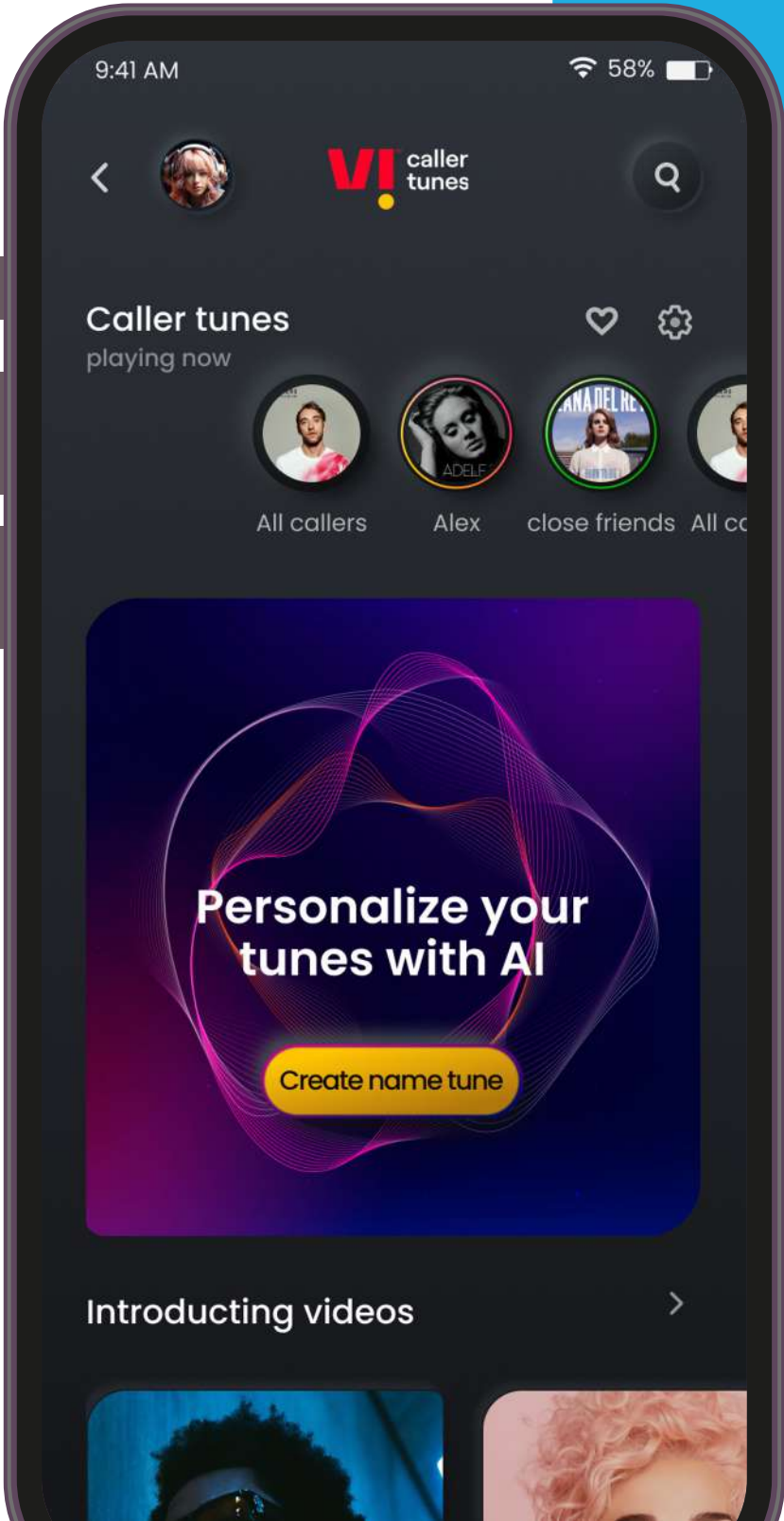
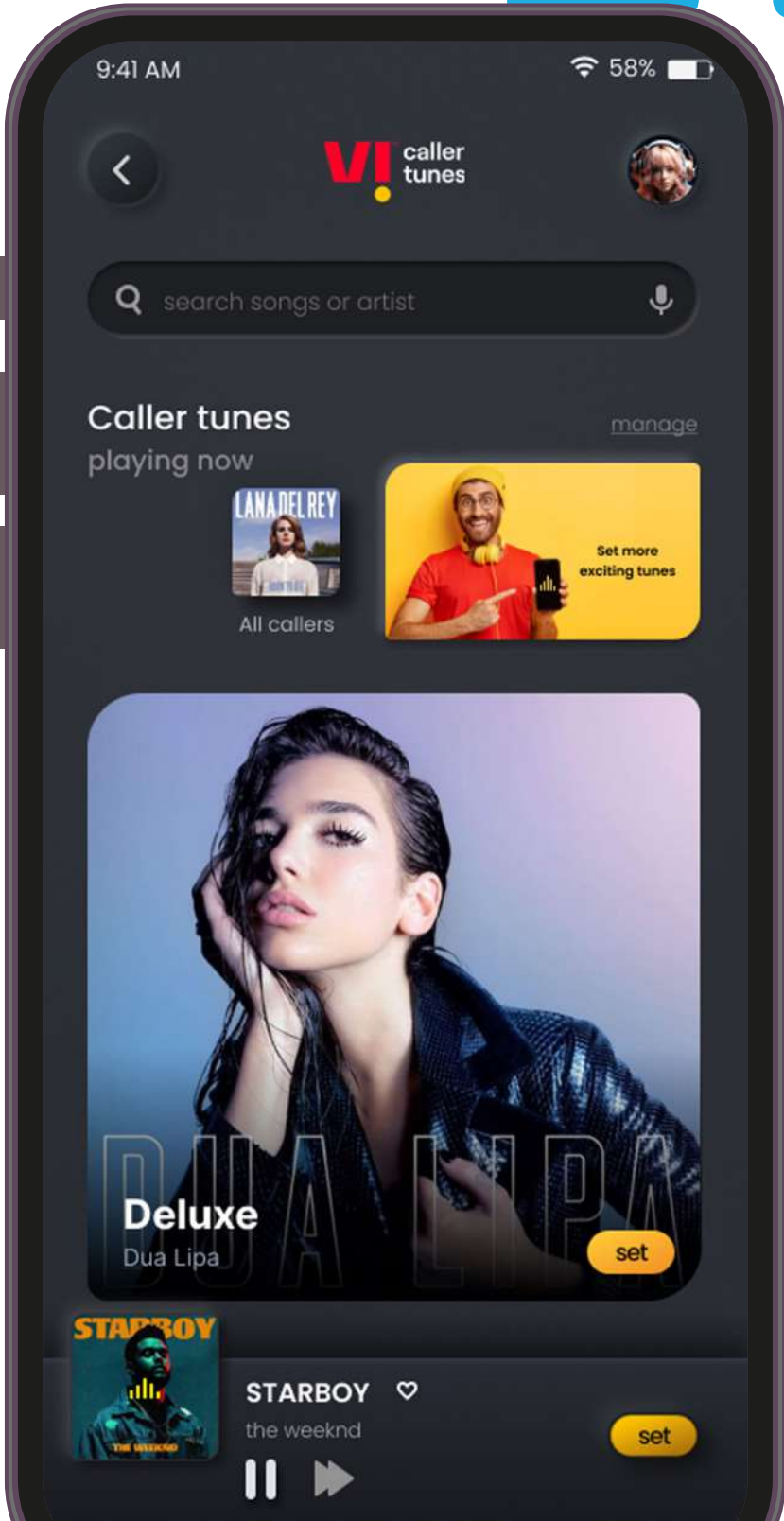
Exclusive Connectivity with 2,500 Servers Inside Mobile Operators' Networks

03.

Tones Network and Infrastructure Was Our Main Pivot into Cloud Gaming

150Bn

song bytes played to over 1Bn individuals in FY24



Launch  
2004



Active  
Subscribers

54.37  
Million



Live  
Telcos

35



Monetization  
Model

Subscription



# Videos & Infotainment

01.

Categories

News  
Beauty  
Sports  
Health  
Leisure

02.

Sources

In-house Editors  
Live Feeds  
AI Powered



Premium Videos

## Kids



01.

Content


Educational  
Videos &  
Games for  
Kids

01.


Special  
Features

Parental  
Controls

Launch  
2007

  
Active  
Subscribers  
1.29  
Million

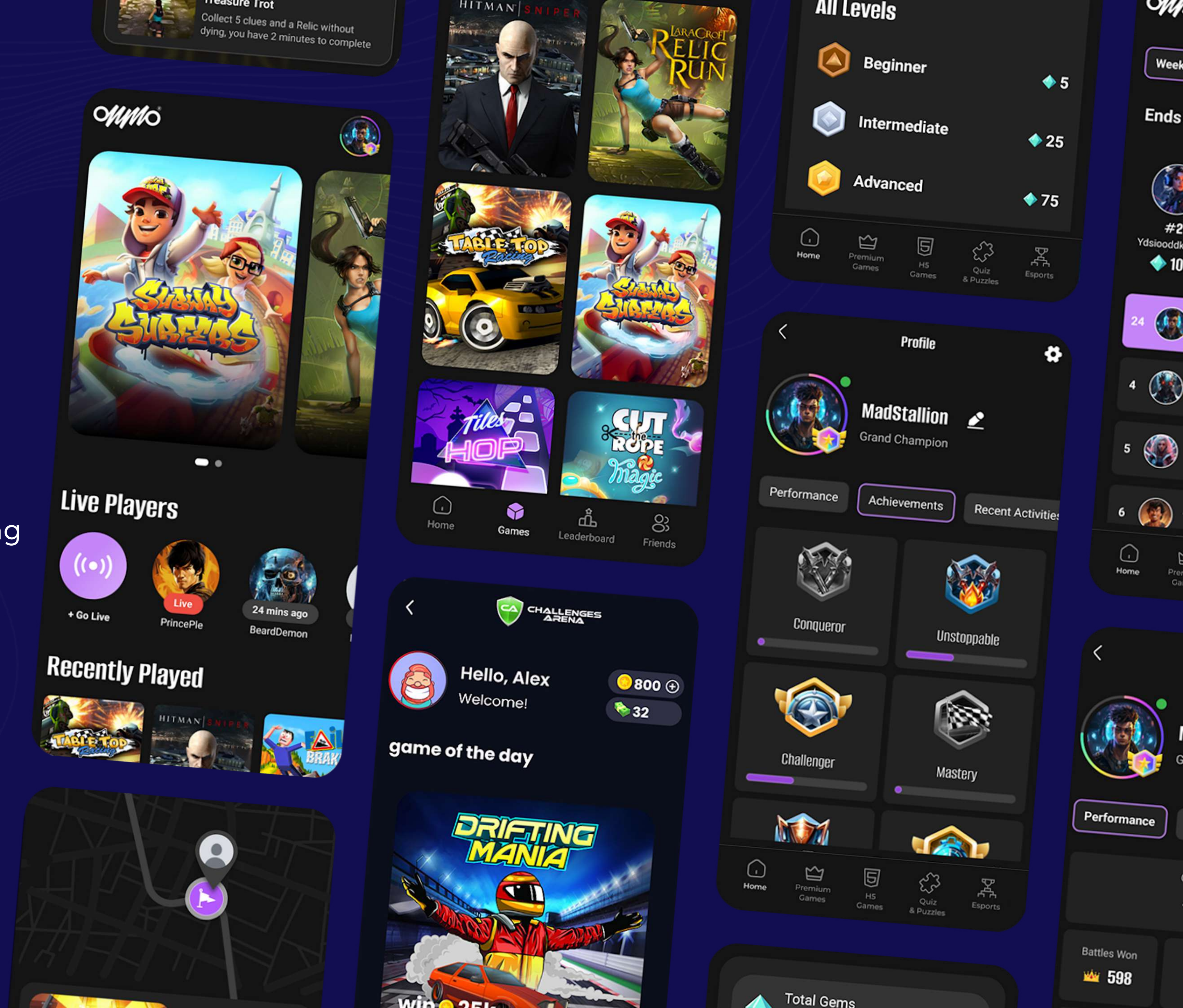
  
Live  
Telcos  
22

  
Monetization  
Model  
Subscription



# OnMobile's Gaming Strategy

Leading in Cutting Edge Mobile Gaming for Gamers Across Diverse Markets





# Key Gaming Trends Indicate...

Rising Demand for Instant, Social Gaming Experiences on Mobile



01. Gaming is booming and is expected to keep growing

**\$665 Billion**

gaming is projected to hit by 2030

**13.2%**

expected CAGR between 2023 to 2030



02. Mobile is the largest and fastest growing gaming segment

**~50%**

of gaming revenues contributed by Mobile Games

**79%**

of all gamers play on mobile amounting to 1.9 Billion mobile players globally

**63%**

of total mobile app revenues come from games



03. Players demanding instant access, social engagement, and competitions on Mobile

**2X**

Impact on adoption, engagement and retention due to community

**2.9X**

More likelihood for gamers to play just to beat friends

**5X**

Potential higher ARPPU in games with competitive elements and purchases related to social elements like skins, boosts and characters.



# Challenges Arena – Instant Play With Rewards

Capturing the First Wave of Gamers on Low-End Devices Across Emerging Markets

01.

One Tap Play

Light weight,  
low learning  
curve HTML5  
games
02.

Content Formats

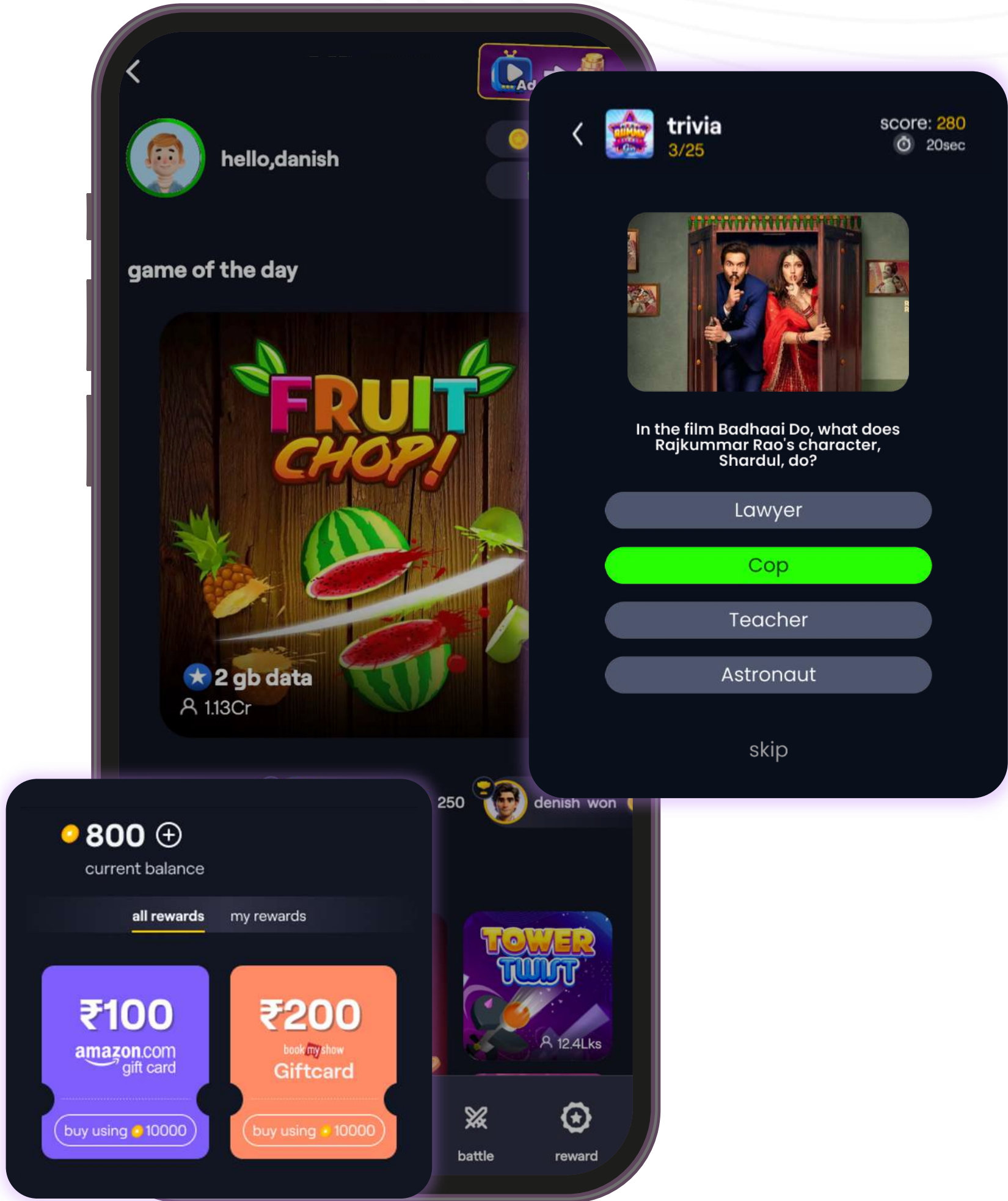
Arcade,  
Words, Trivia,  
Puzzles, Cards
03.

18+

Languages  
Supported
04.

35

Countries  
With Localized  
Content



Launch  
2021

  
Active  
Subscribers

5.85  
Million



Live  
Telcos

74



Monetization  
Model

Subscriptions



# ONMO – Premium Social Gaming

Pioneering Cloud Technology for Mobile Games With Short Streaming

The Only Solution Where Gamers Can Compete in Popular Games and Socialize Live with Friends

1000s  
of Moments From  
Popular Games



2 Disruptive  
Technologies

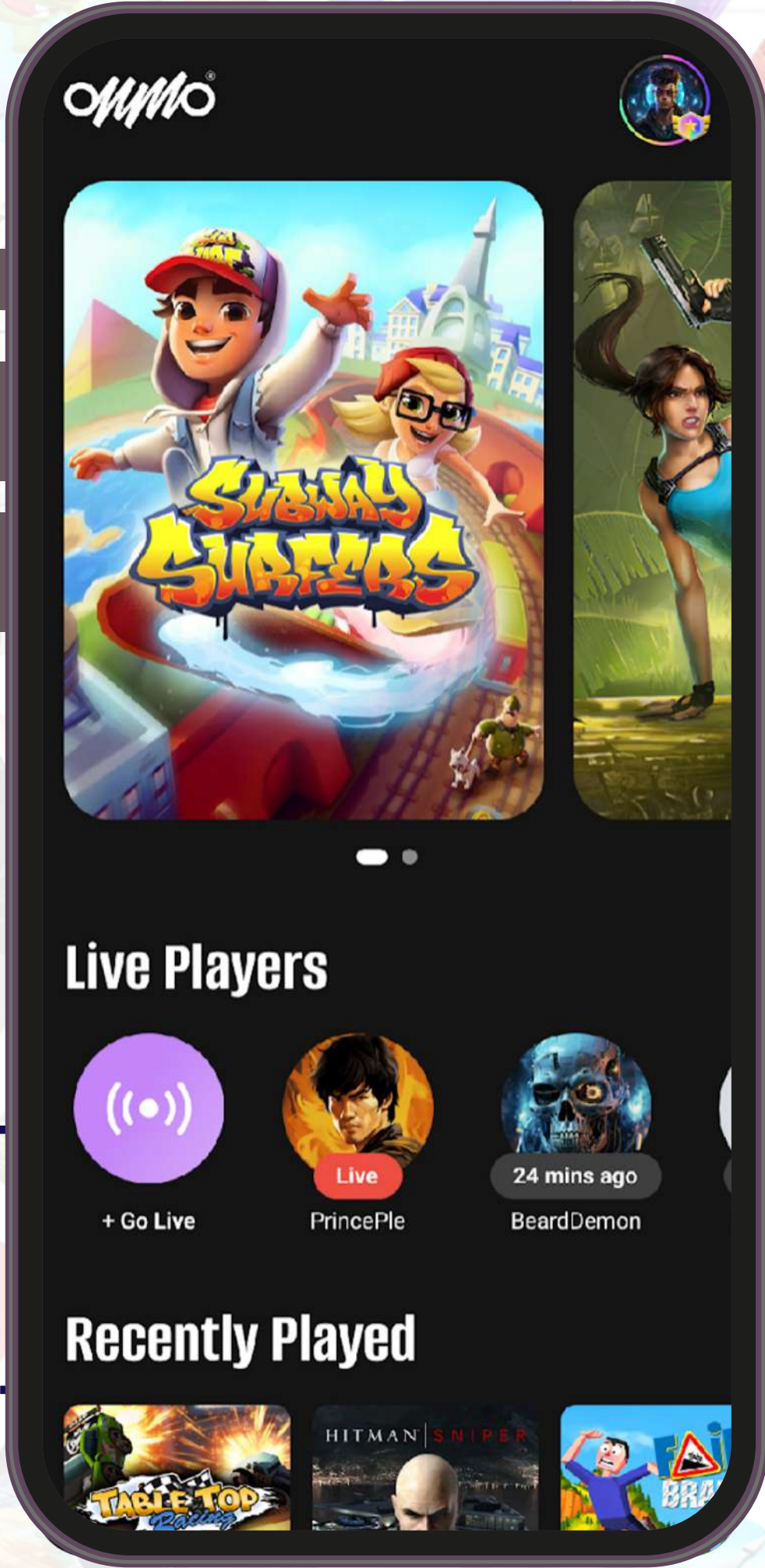


3 Key Mobile  
Gaming Trends

SHORT  
FORMAT  
GAMING

SOCIAL

ESPORTS



AI VISION AI

CLOUD  
GAMING

Launch  
2022

Active  
Subscribers

2.64  
Million



Live  
Telcos  
40



Monetization  
Model

Subscriptions



# Building a Global Gaming Network and Infrastructure

Twice the Performance at 6X Infrastructure Cost Efficiency

Launch  
2024

- 01. All servers connected to MyDeOS Federation
- 02. Highly scalable by extracting idle capacity from existing OnMobile and Telco production infrastructure
- 03. Same capacity to be extended to streaming services



30+

Gaming-ready POPs and 1000s of servers mostly **concentrated in emerging markets**



Monetization  
Model

Platform Licensing  
+  
Utilization Based Pricing



# The Gaming Platform – Single Destination For All Gaming Services

Redefining App Stores for Consumers, Developers and Telcos

Launch  
2025

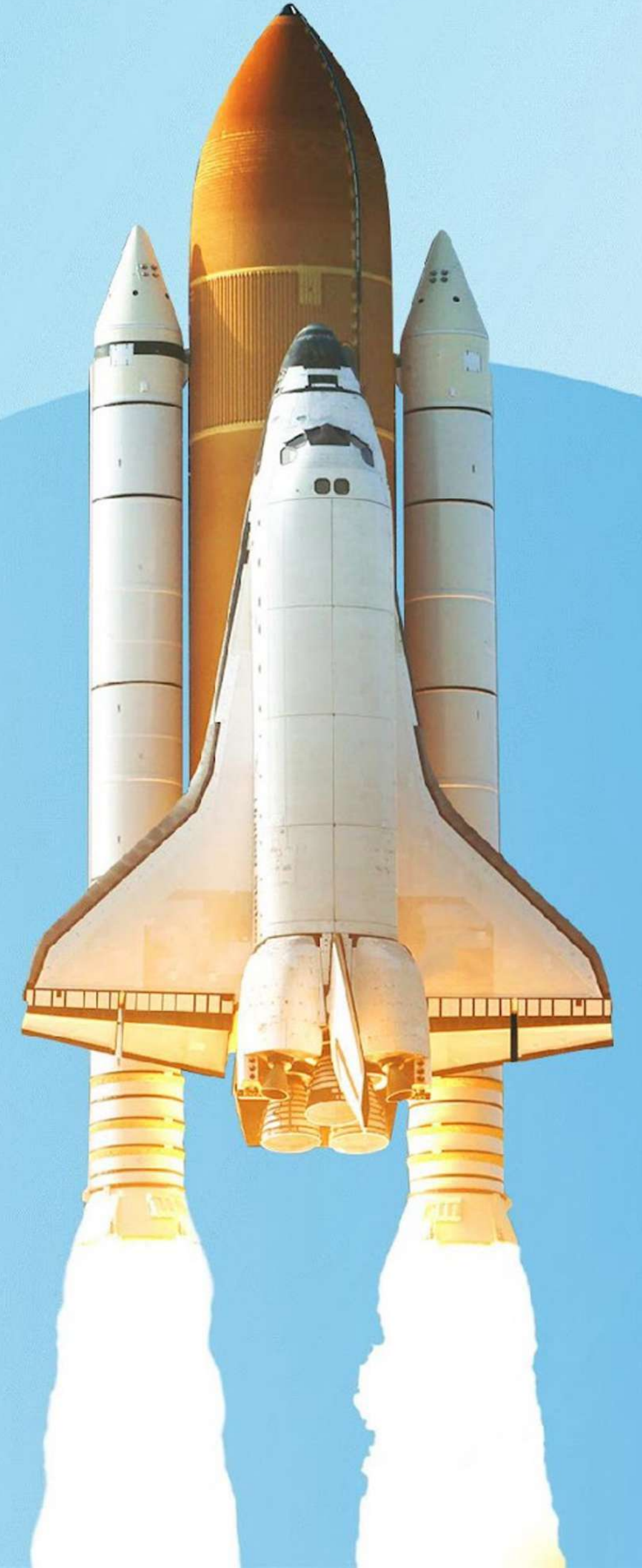


**Monetization Model**

Platform Licensing  
+  
In App Purchases



# Performance





# Live in 114 Deployed Customers Across The Globe

Marketing optimised accounts increased from 46 in Q1 to 53 in Q2

robi

Safaricom

vodafone

Telefónica

ooredoo

airtel

true  
move

bKash

Omantel

AIS

Dialog

VI

DITO  
TELECOMMUNITY

Telia

entel

MTN

ATOM

cellcard

ethio telecom  
ኢትዮ-ቴሌኮም

telcel

3

LEBARA

etisalat by e2

Claro

vodacom

orange

STARHUB

nuuday

COSMOTE  
Ένας κόσμος, καλύτερος για όλους.

tigo

mobifone  
KẾT NỐI GIÁ TRỊ - KHƠI DÂY TIỀM NĂNG

MEO

TURKCELL

VIVA

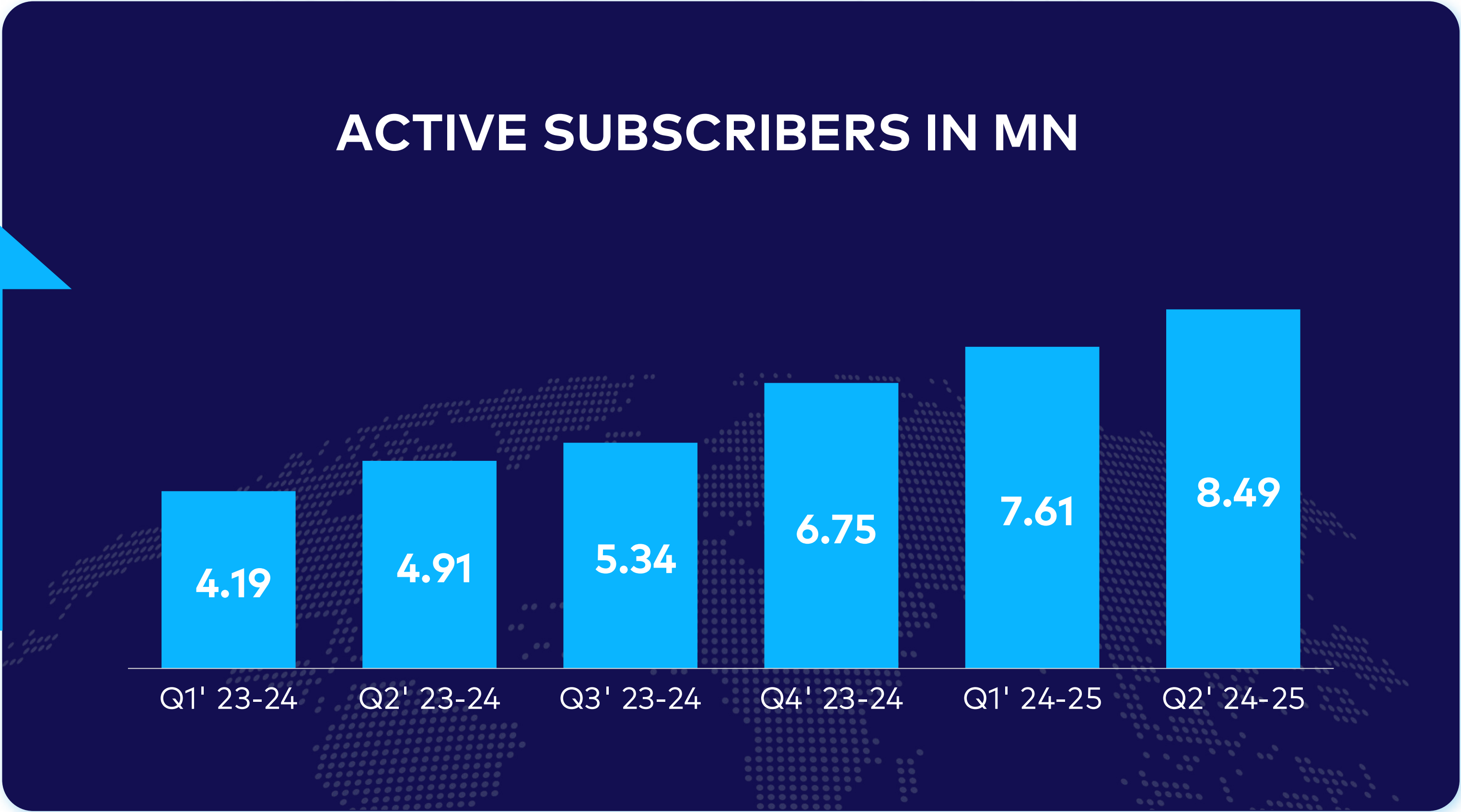
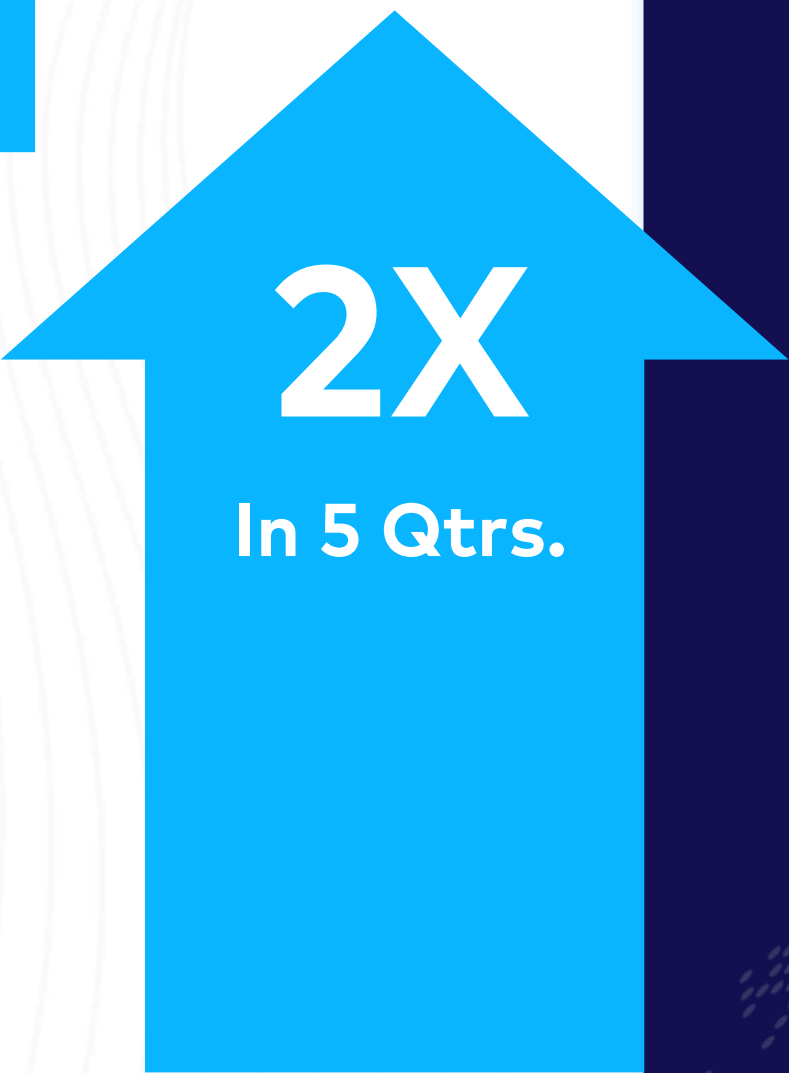
Telkom



# Mobile Gaming: Active base increased to 8.49Mn in Q2 FY25

**+4.3M**

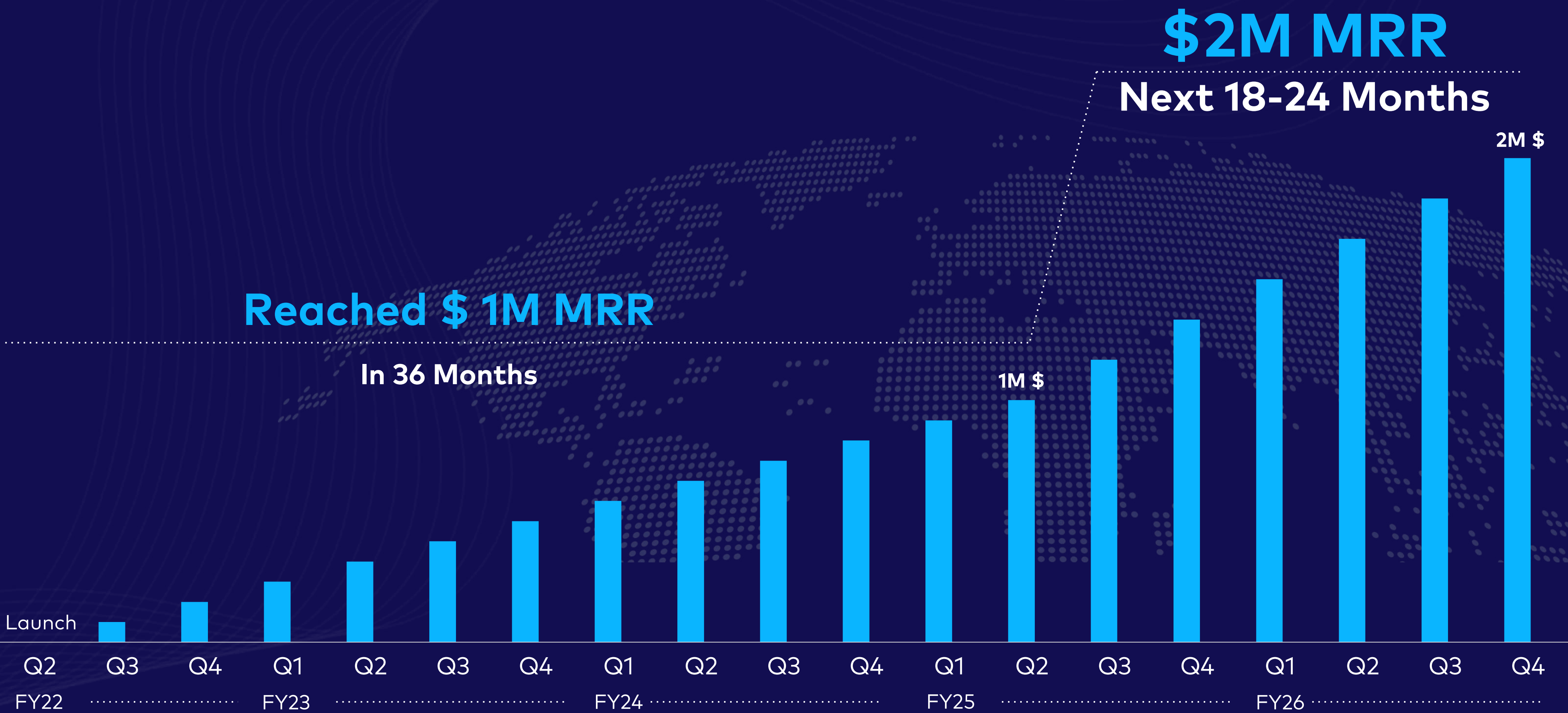
**Additional  
Active gaming  
subscribers in  
last 5 quarters**





# Mobile Gaming: Subscription Revenues to Double

Target to Reach \$2M MRR in Next 18-24 Months



Monthly Recurring Revenue (MRR)



# Gaming Revenue Mix

Today

**100%**  
Subscription

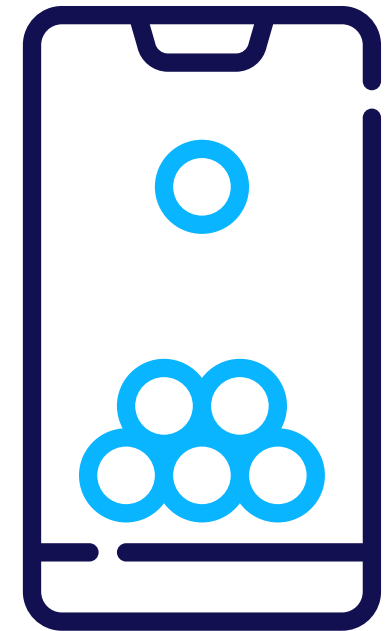
FY26

**45%**  
Platforms

**55%**  
Subscription

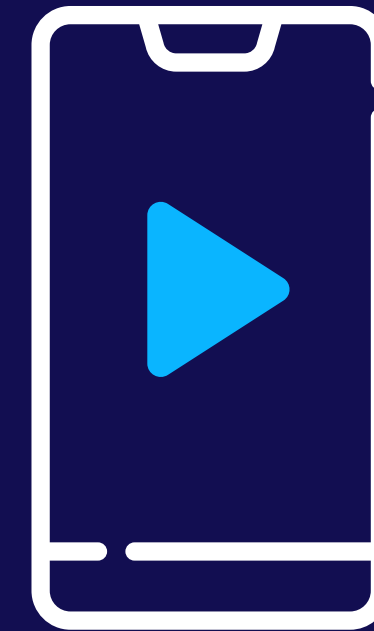


# Strong Financials



## Mobile Gaming

- ✓ Fast growing revenue
- ✓ **~90%** Gross Margin
- ✓ CM Breakeven FY25
- ✓ Target of 50% OnMobile Revenues in FY26



## Mobile Entertainment

- ✓ Solid revenue base
- ✓ **~50%** Gross Margin
- ✓ **~18%+** CM FY25





# FINANCIALS



# P&L Q2 FY25

P&L(INR Mn)	Q2 FY25	Q1 FY25	QoQ Gr %	Q2 FY24	YoY Gr %
Gross Revenue	1,319	1,260	4.7%	1,363	-3.2%
COGS*	657	629	4.4%	646	1.7%
<b>Gross Profit</b>	<b>662</b>	<b>631</b>	<b>4.9%</b>	<b>717</b>	<b>-7.6%</b>
<b>Margin (%)</b>	<b>51.2%</b>	<b>51.1%</b>		<b>53.6%</b>	
People Cost	304	288	5.5%	268	13.2%
Marketing	233	230	1.6%	200	16.5%
Opex	107	105	2.0%	124	-14.3%
<b>EBITDA</b>	<b>18</b>	<b>9</b>	<b>104.6%</b>	<b>124</b>	<b>-85.3%</b>
<b>Margin (%)</b>	<b>1.4%</b>	<b>0.7%</b>		<b>9.2%</b>	
Depreciation	81	80	0.8%	29	183.0%
<b>Operating Profit</b>	<b>(63)</b>	<b>(71)</b>	<b>-12.1%</b>	<b>95</b>	<b>-166.1%</b>
<b>Margin (%)</b>	<b>-4.9%</b>	<b>-5.8%</b>		<b>7.1%</b>	
<b>Profit After Tax</b>	<b>(121)</b>	<b>(153)</b>	<b>-</b>	<b>85</b>	<b>-</b>
<b>Margin (%)</b>	<b>-9.4%</b>	<b>-12.4%</b>		<b>6.4%</b>	
EPS (Diluted)	(1.1)	(1.4)	-	0.8	-
<b>ONMO Exp. Capitalized</b>	<b>30</b>	<b>38</b>	<b>-21.0%</b>	<b>185</b>	<b>-83.7%</b>

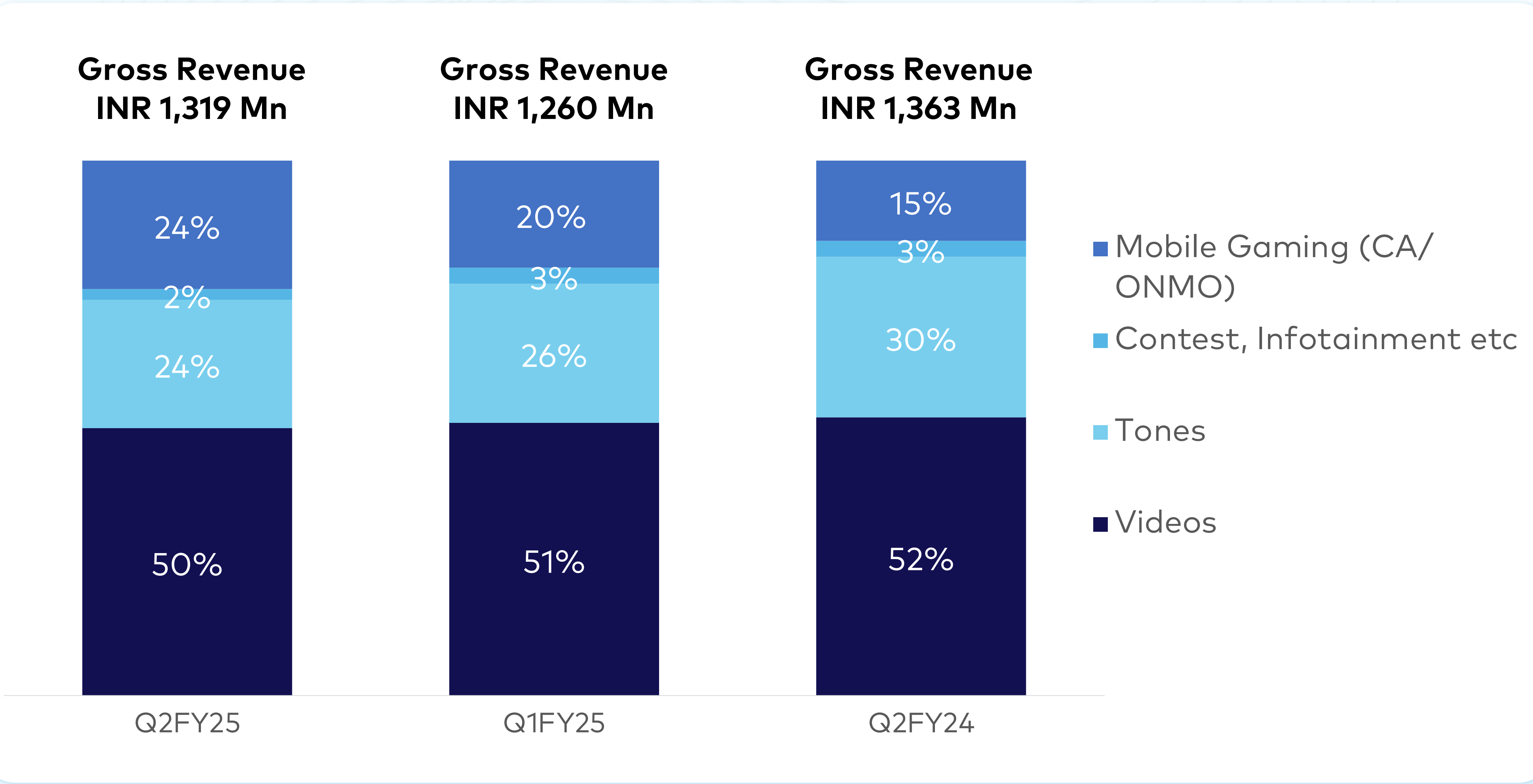


# P&L H1 FY25

P&L(INR Mn)	H1 FY25	H1 FY24	YoY Gr %
Gross Revenue	2579	2759	-6.5%
COGS*	1286	1271	1.2%
<b>Gross Profit</b>	<b>1293</b>	<b>1488</b>	<b>-13.1%</b>
<b>Margin (%)</b>	<b>51.2%</b>	<b>54.9%</b>	
People Cost	592	549	7.7%
Marketing	463	440	5.2%
Opex	211	251	-16.0%
<b>EBITDA</b>	<b>27</b>	<b>247</b>	<b>-89.1%</b>
<b>Margin (%)</b>	<b>1.1%</b>	<b>9.1%</b>	
Depreciation	161	57	181.3%
<b>Operating Profit</b>	<b>-134</b>	<b>190</b>	<b>-170.8%</b>
<b>Margin (%)</b>	<b>-5.3%</b>	<b>7.0%</b>	
<b>Profit After Tax</b>	<b>(246)</b>	<b>243</b>	<b>-</b>
<b>Margin (%)</b>	<b>-9.7%</b>	<b>9.0%</b>	
EPS (Diluted)	(2.5)	1.7	-
<b>ONMO Exp. Capitalized</b>	<b>68</b>	<b>362</b>	<b>-81.2%</b>



# Revenue by Products





# Cash Position

INR Mn	Q3 FY23	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25
Cash Balance	736	864	549	879	577	637	688	413

Reduction in Q3 due to Prod devpt cost of INR 199 Mn;  
  
Dividend paid of INR 158 Mn

Increase in Q4 Cash due to better customer collections

Reduction in Q1 Cash due to continued investments in ONMO R&D and increase in receivables

Increase in Q2 Cash due to better collections

Reduction in Q3 Cash due to Prod devpt cost of INR 150 Mn

Increase in Q4 Cash due to better collections

Increase in Q1 Cash due to better collections

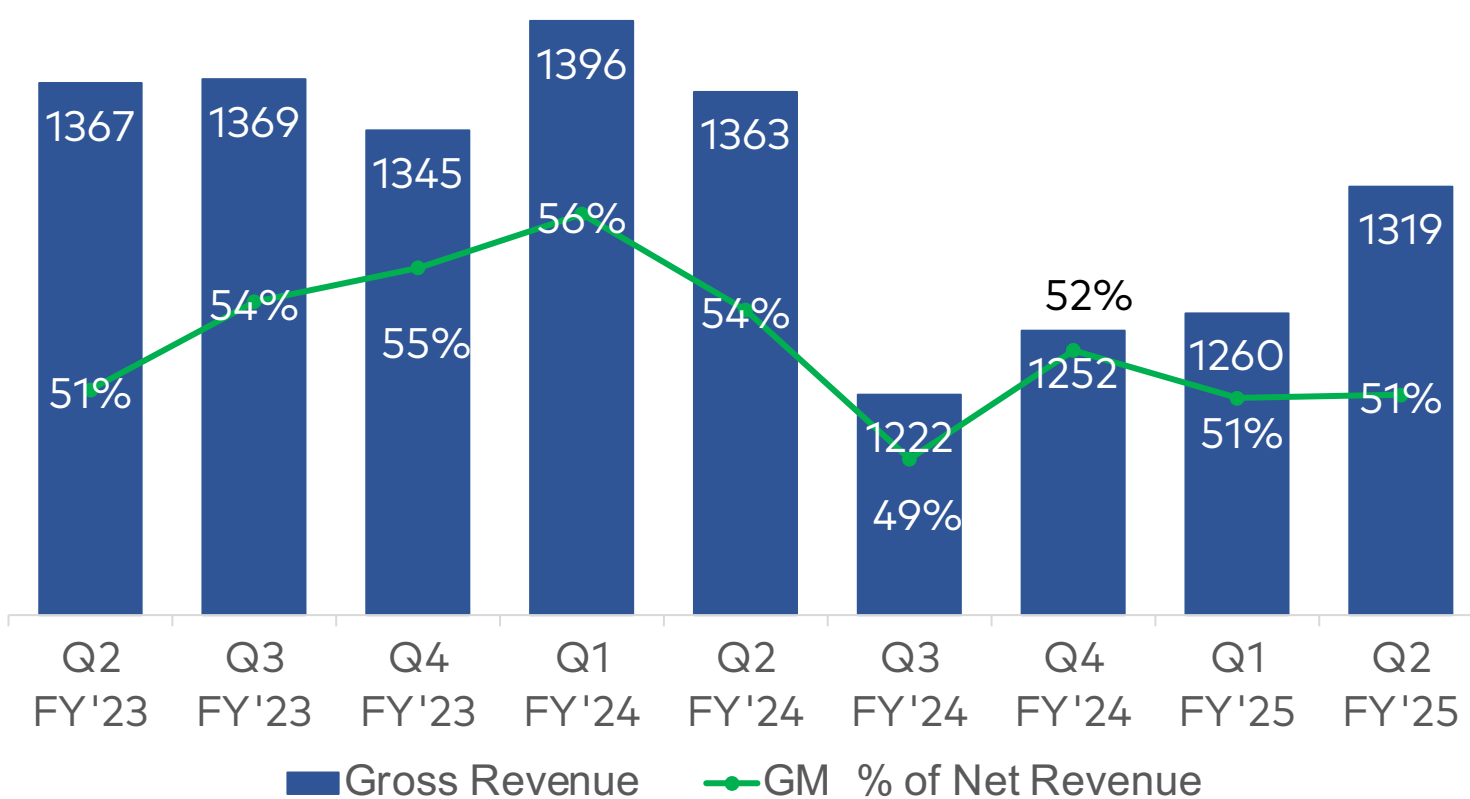
Reduction in Q2 Cash due to delay in customer collection in sept which was collected in Oct'24



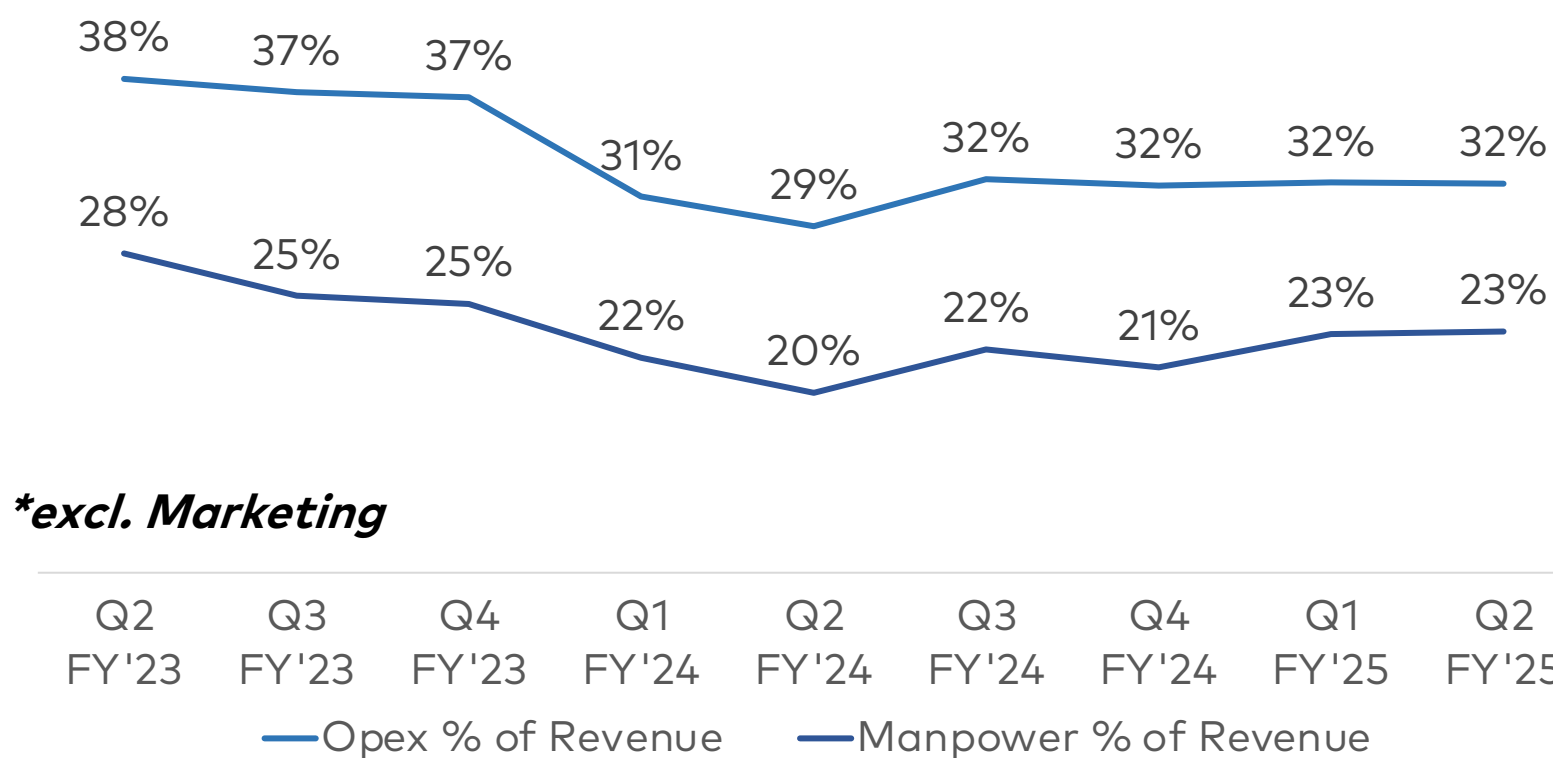
# Financial Analysis & Trends: Profit & Loss

In INR Mn

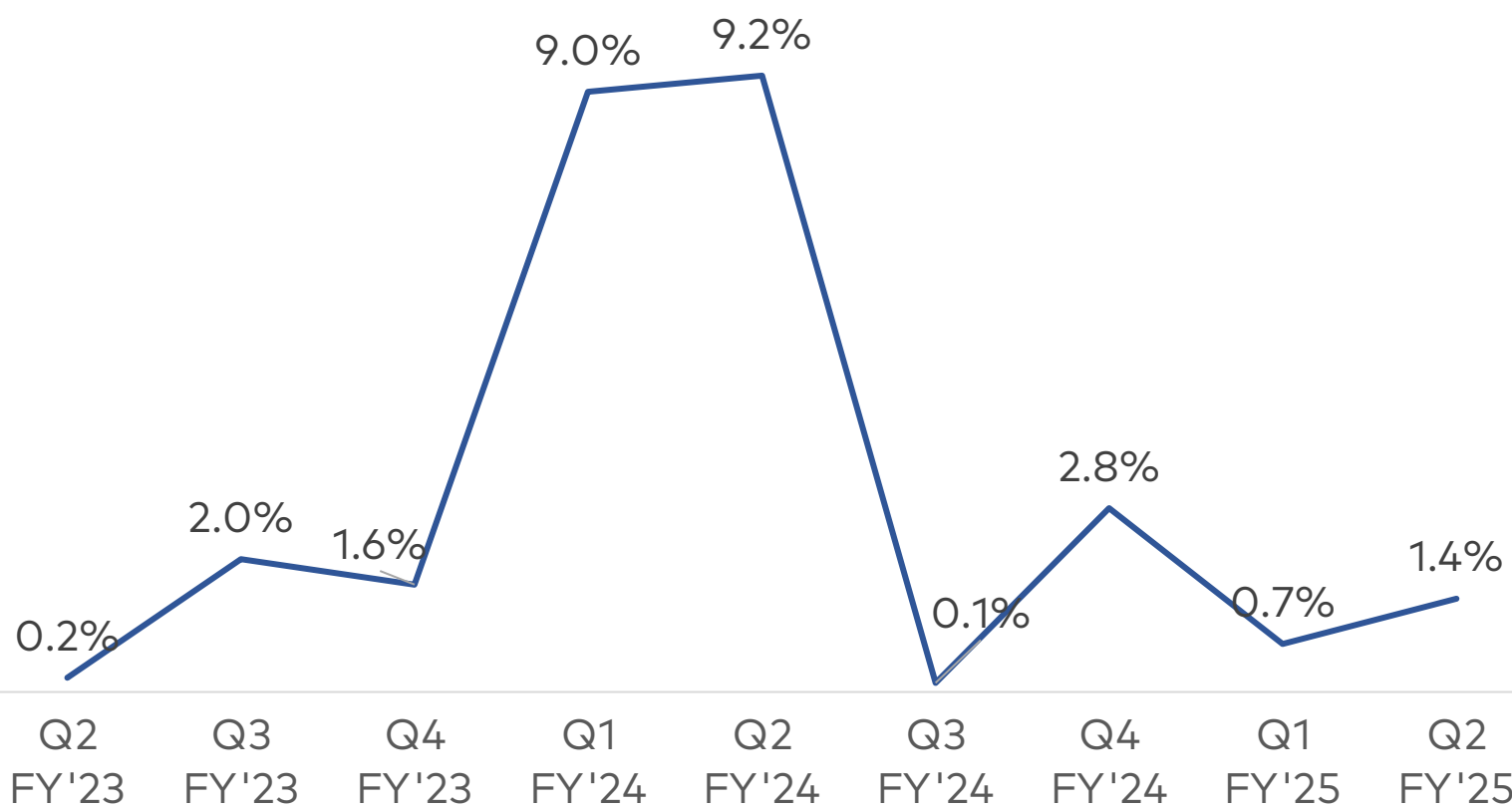
Revenue and GM (%) of Net Revenues



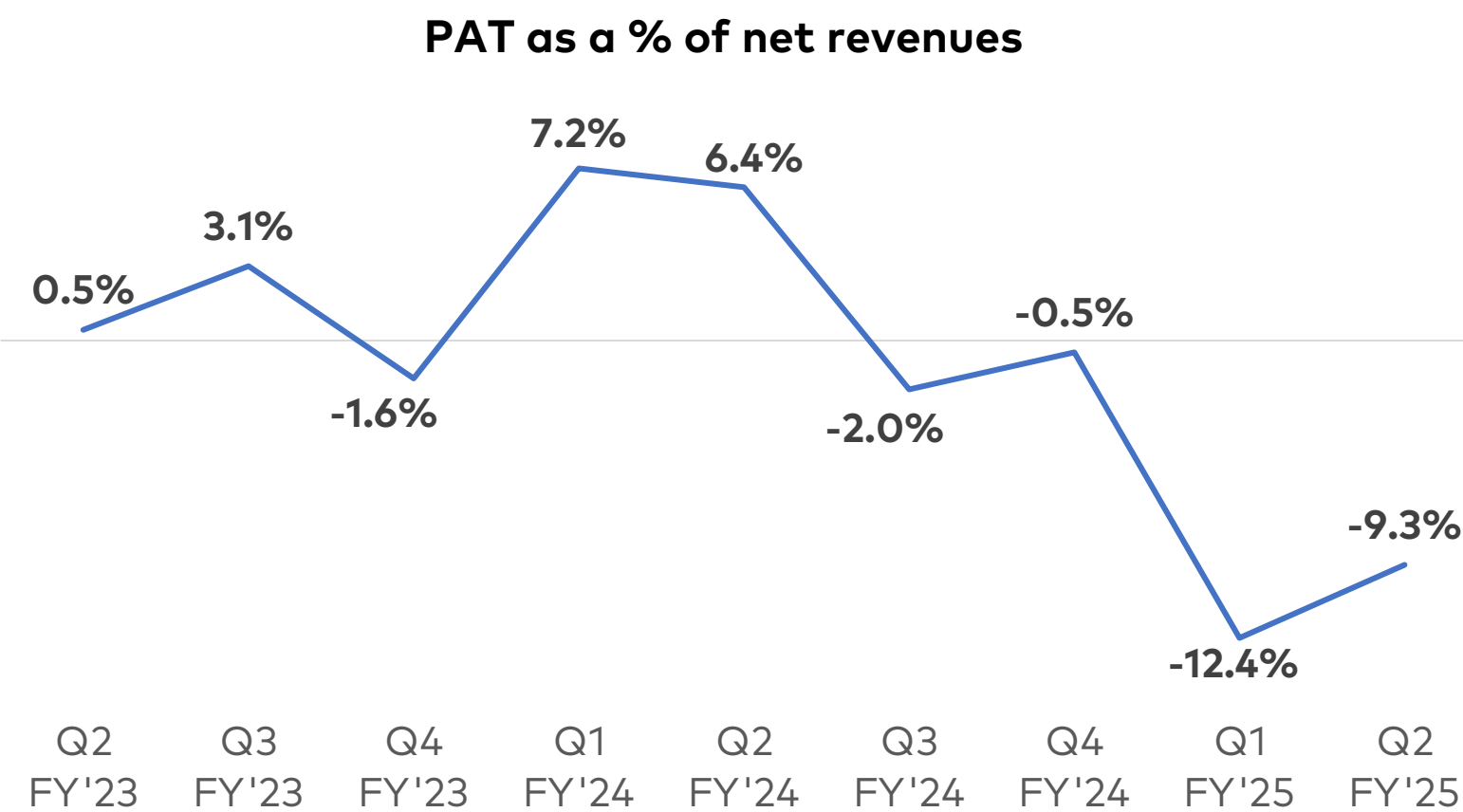
Opex\* and People Cost % of Revenues



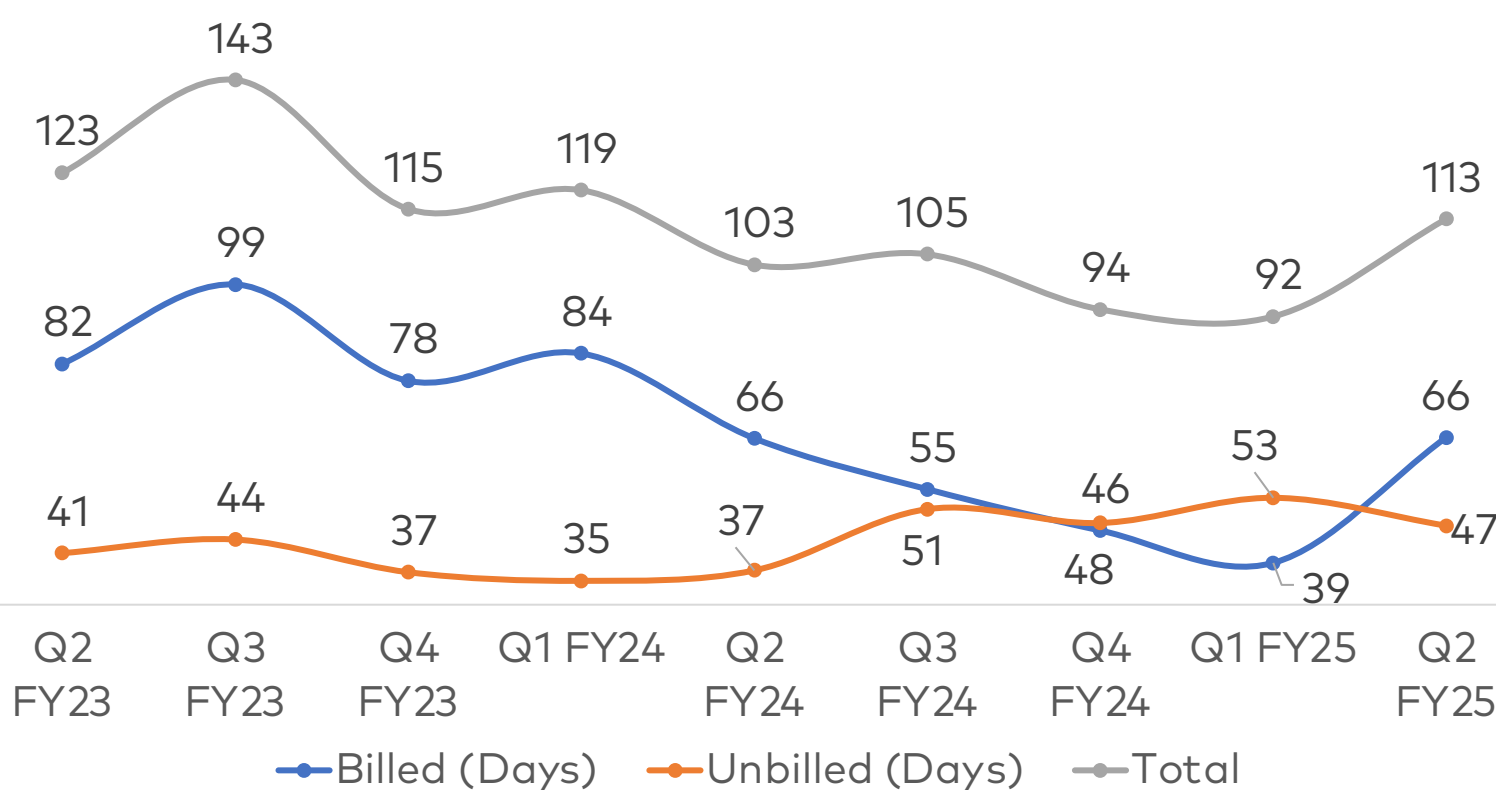
EBITDA %



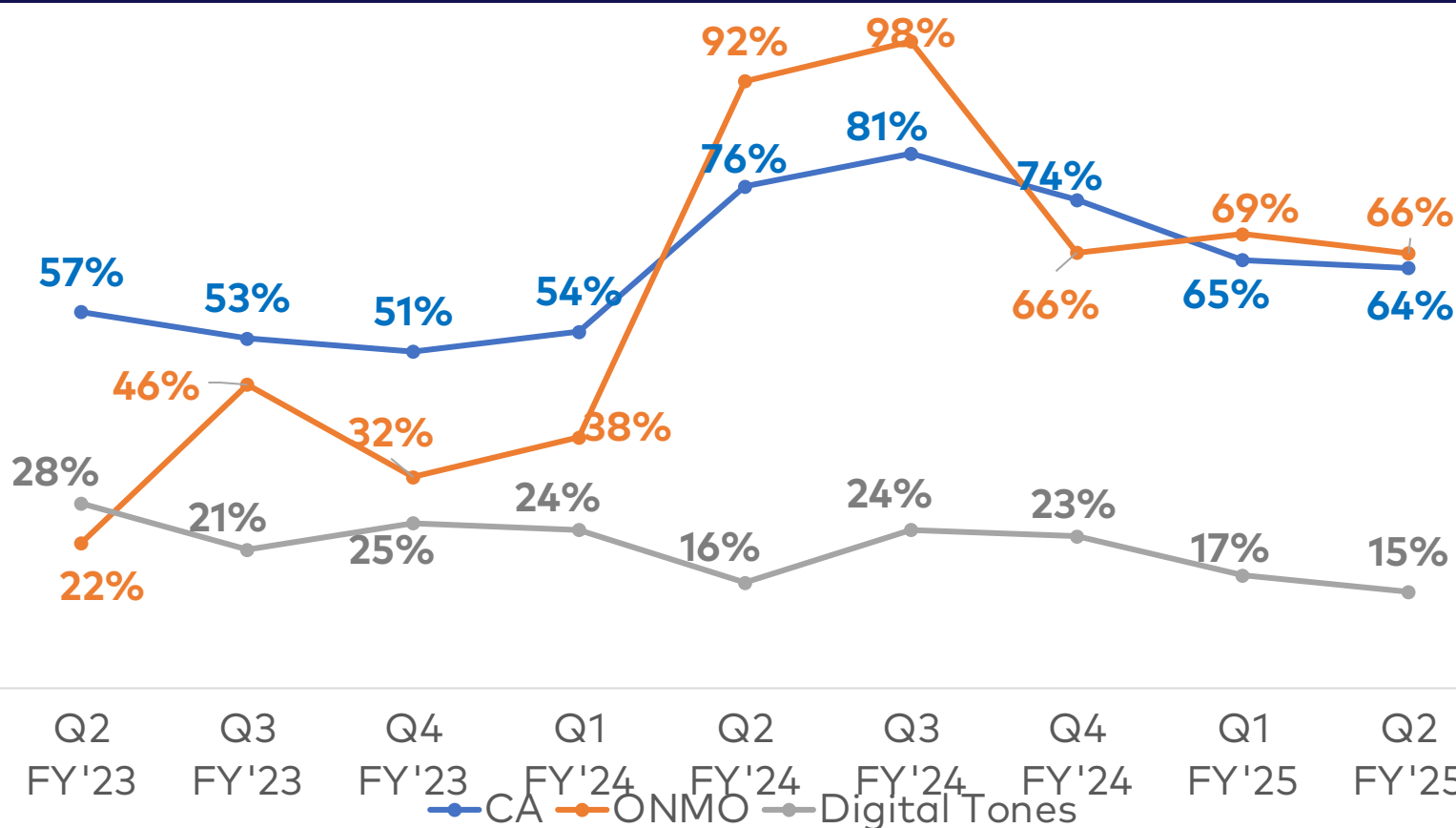
PAT (%)



DSO (in Days)



Marketing % of Net Revenue





# Ratio Analysis

Ratio Analysis	Q3 FY23	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25
<b>Profit and Loss</b>								
International revenue / revenue	79%	78%	79%	91%	92%	94%	94%	95%
Gross profit / revenue	54%	55%	56%	54%	49%	52%	51%	51%
Revenue per Employee (INR'000)	2,507	2,372	2,932	3,184	2,924	3091	3142	3461
EBITDA per Employee (INR'000)	48	36	259	289	4	84	22	48
Aggregate employee costs / revenue	25%	25%	20%	20%	22%	21%	23%	23%
Profit before tax (PBT) / revenue	5%	-6%	9%	9%	0%	1%	-11%	-8%
<b>Balance sheet</b>								
Current ratio	1.5	1.5	1.4	1.3	1.2	1.3	1.2	1.2
Day's sales outstanding (Days)	143	115	119	103	105	94	91	113
Liquid assets / total assets (%)	32%	29%	27%	27%	23%	22%	22%	23%
Liquid assets / total sales ratio	2.2	2.0	1.7	1.8	1.8	1.6	1.6	1.6



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## For any inquiries contact

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