

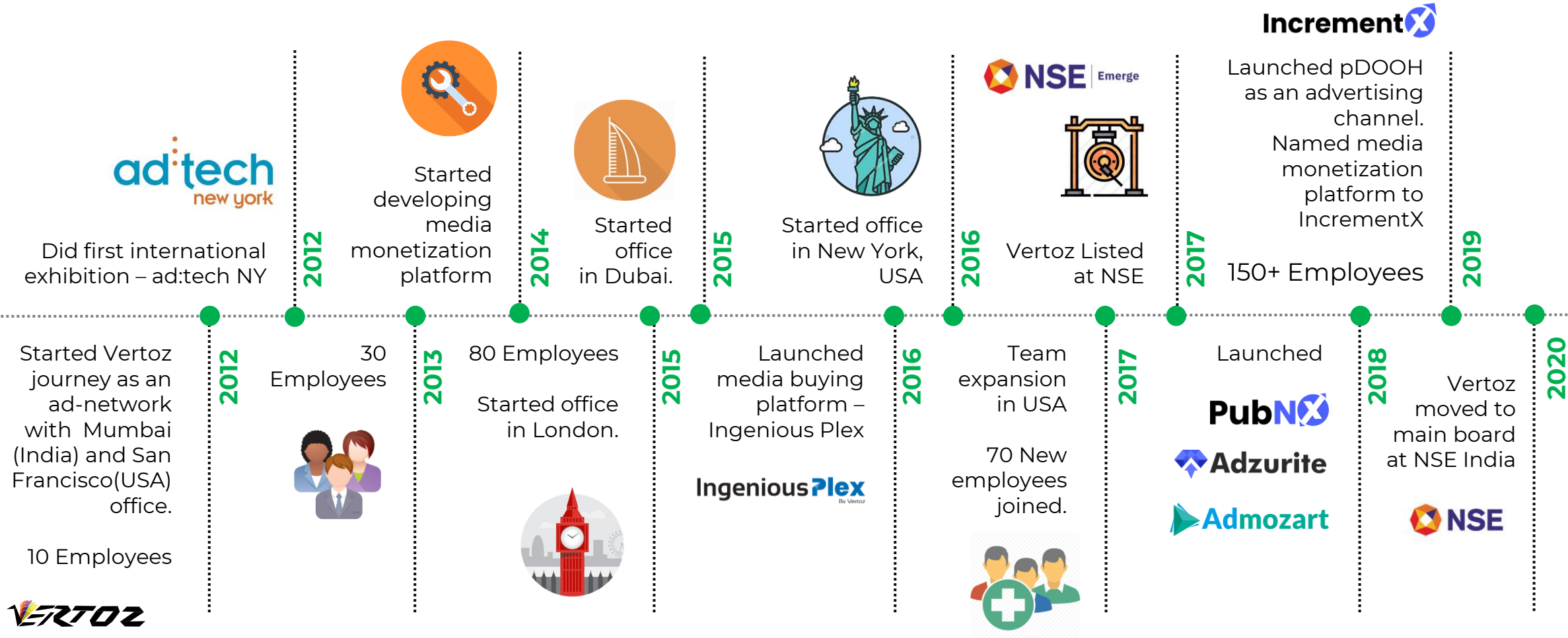
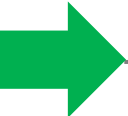


**Digital Advertising
Made
Easy,
Fast &
Effective**



Advertising Limited

Investor Presentation, July 2020



VERTOZ

At A Glance



6000+
Active Campaigns



1.3BN+
Active Audience



50BN+
Impression/Mo



6
Workplaces

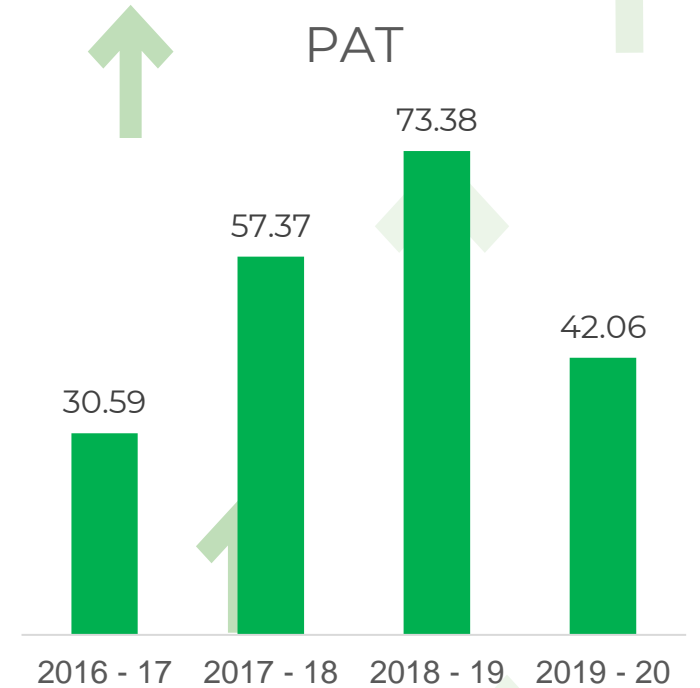
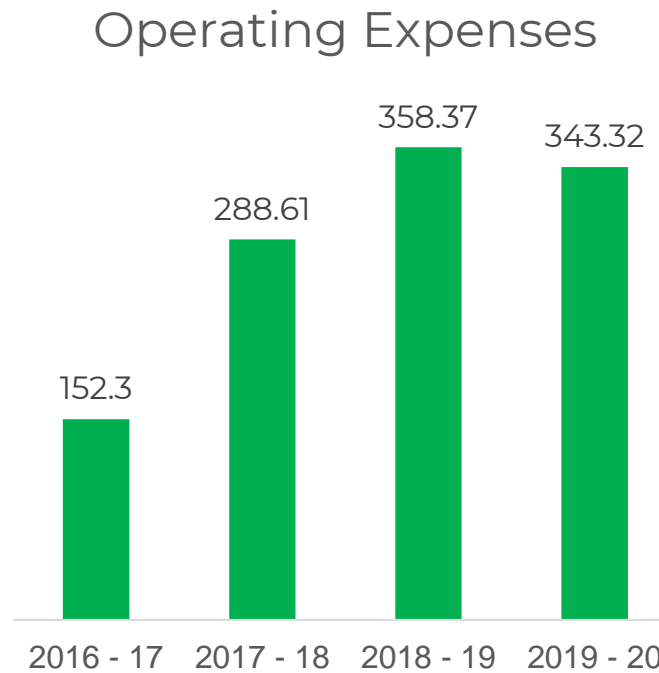
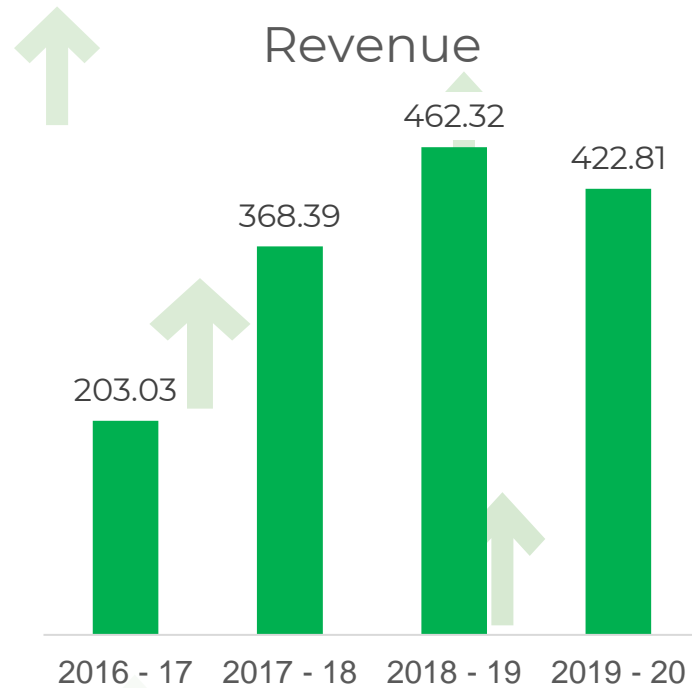


195+
Countries

Data-driven advertising is
“Ready, Aim, Fire”
mentality with higher levels of
targeting, personalization,
placement and timing.



Consistently Growing And Delivering Substantial Profitability



2012
Founded

422.81 (Mn)
2020 Revenue

343.32 (Mn)
2020 Gross Spend

42.06 (Mn)
2020 Net Income

79.49 (Mn)
2020 EBITDA

140 +
Global Employees

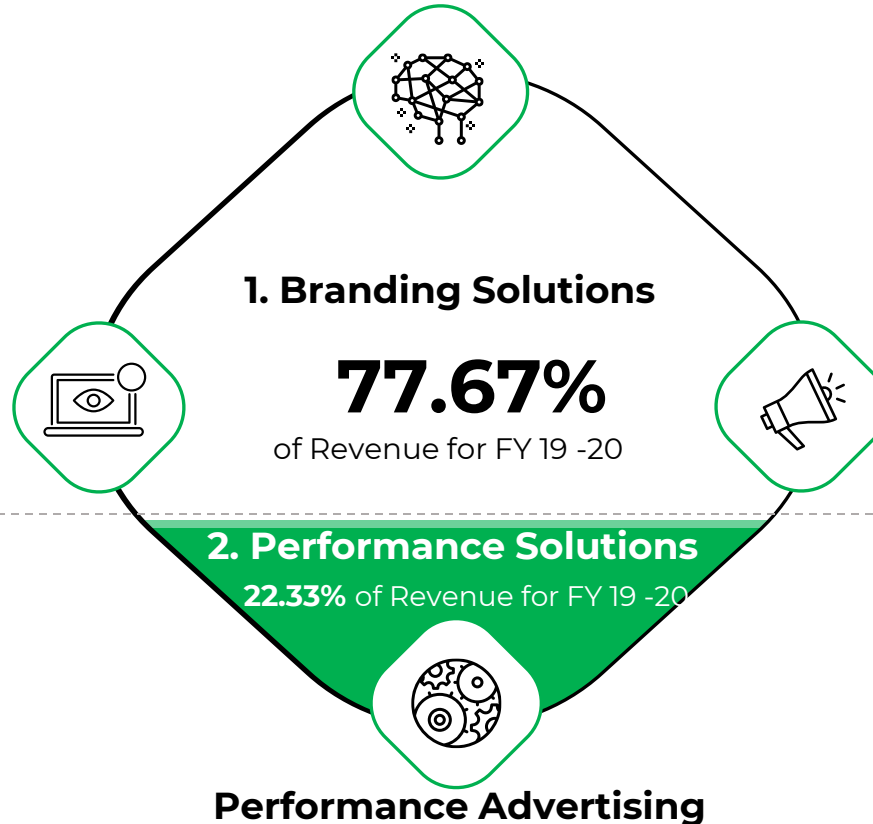
We offer Media Buying Platform For Reaching Prospects Digitally

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.



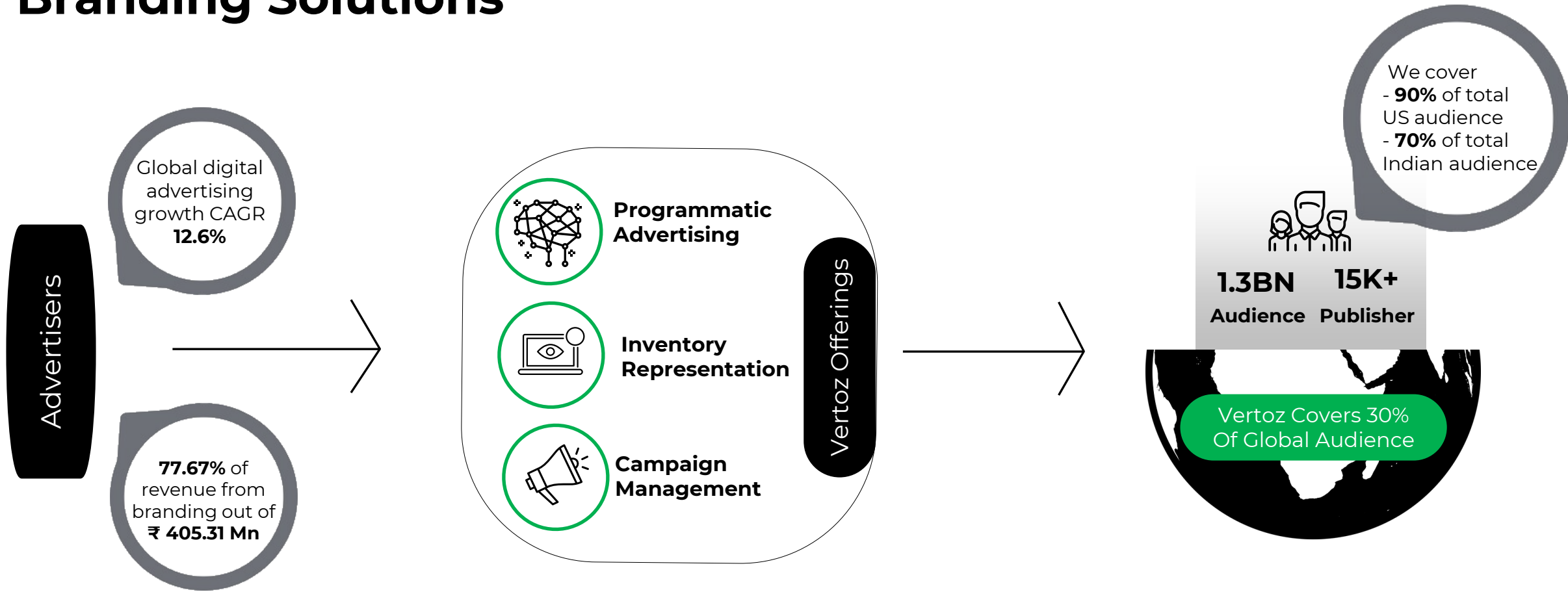
Campaign Management

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



Our Transparent and Brand Safe Advertising Solutions



Advanced DMP for Precise Audience Targeting



AI & ML Fueled



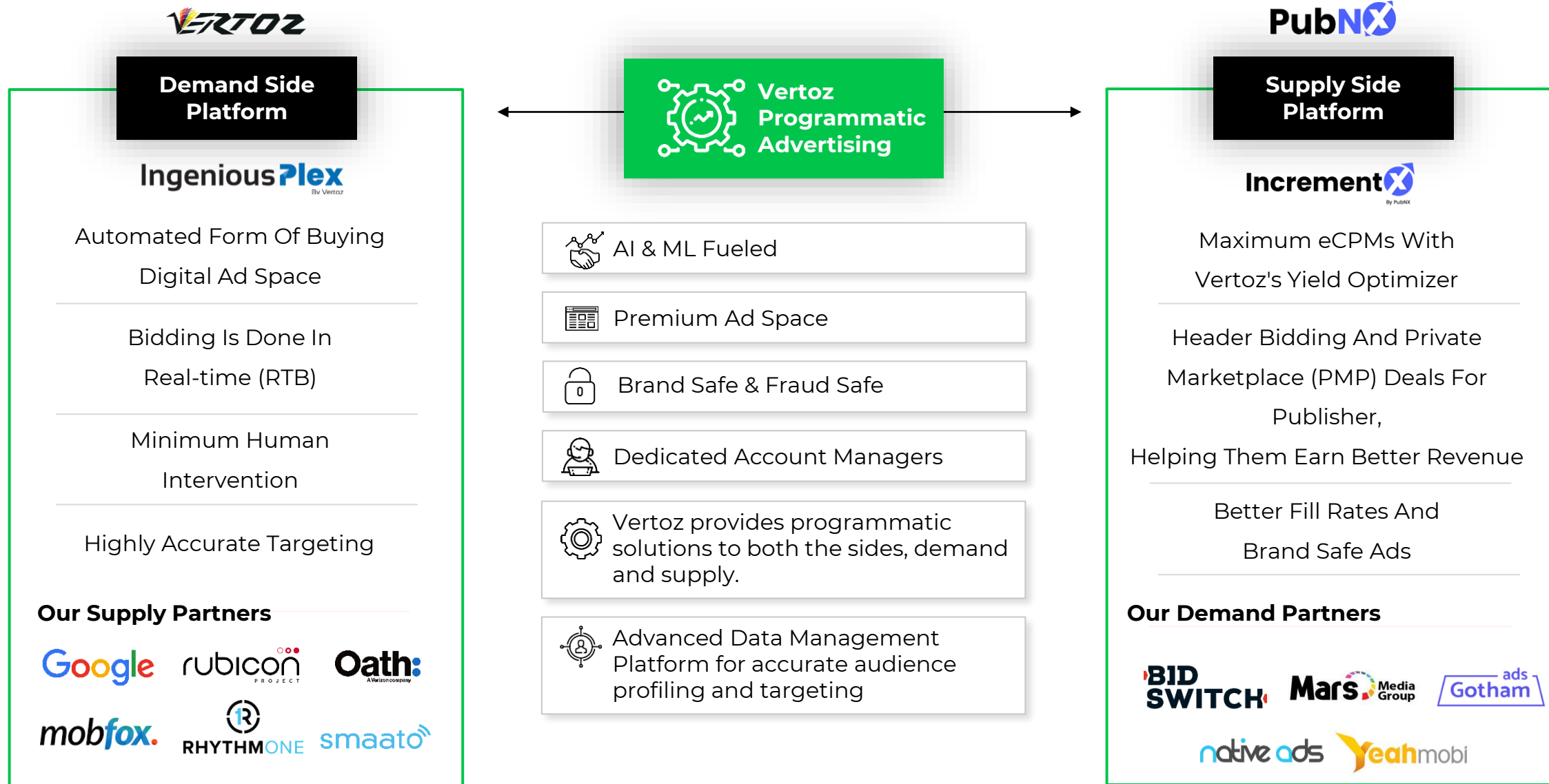
Brand Safe



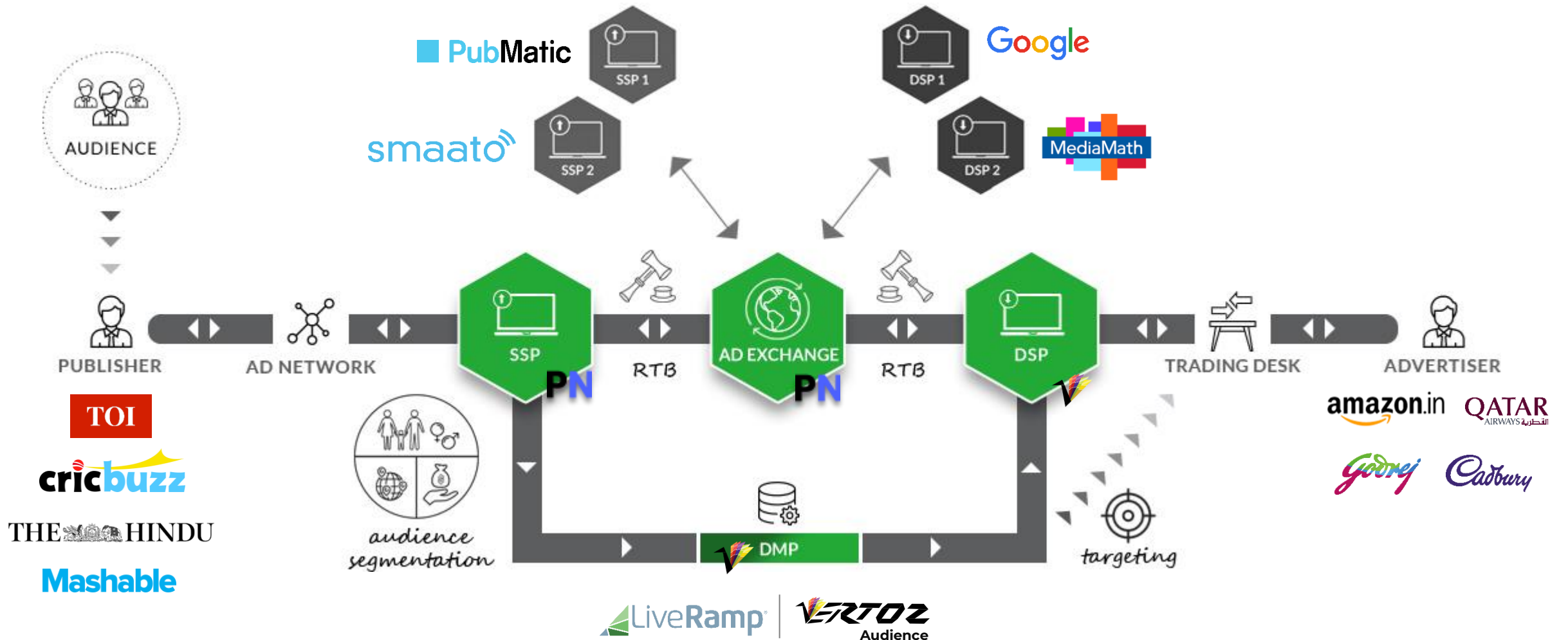
Fraud Prevention Mechanism

References : eMarketer, Statista

Programmatic Advertising Makes Media Buying Much More Efficient



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



Client



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



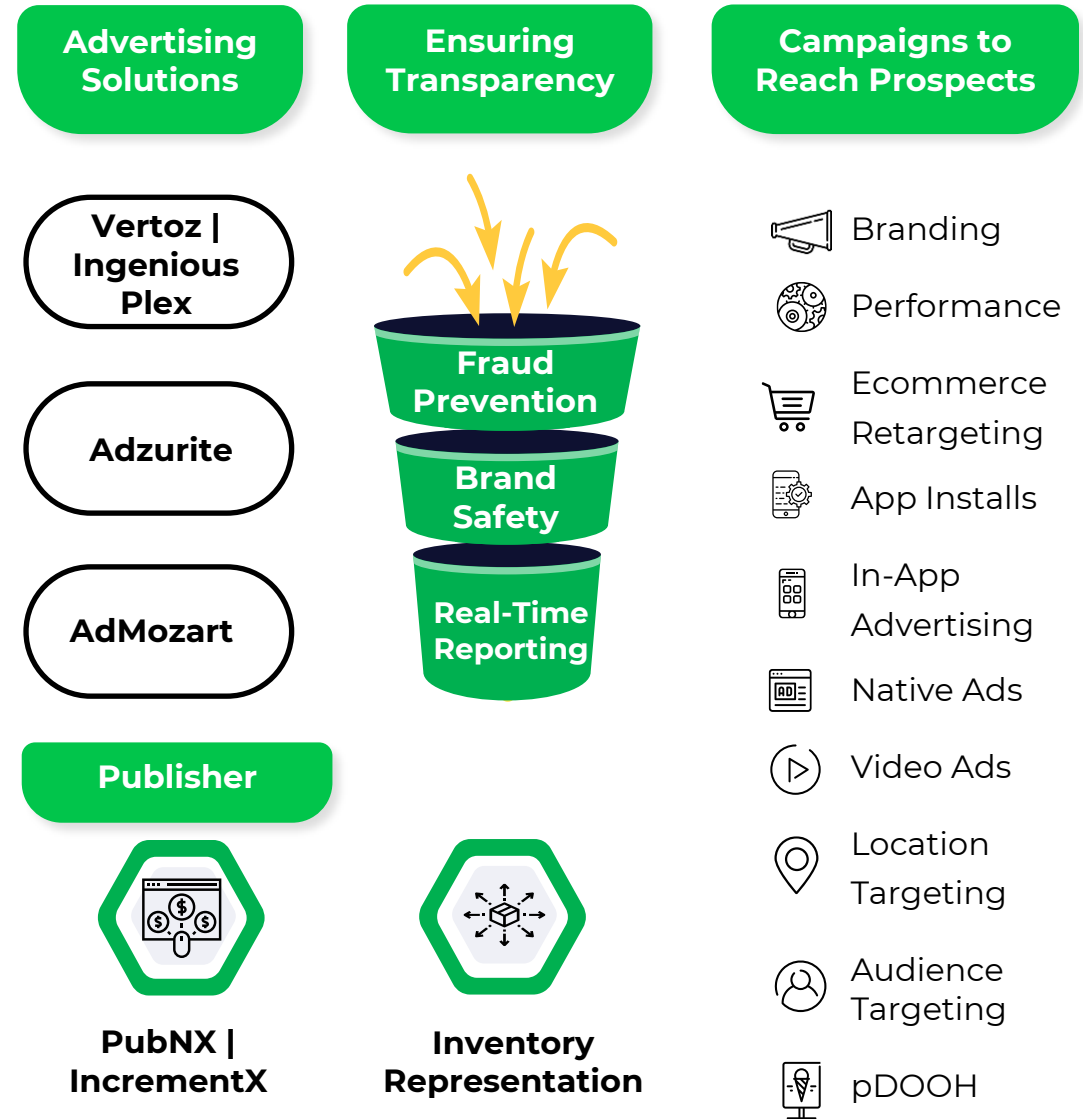
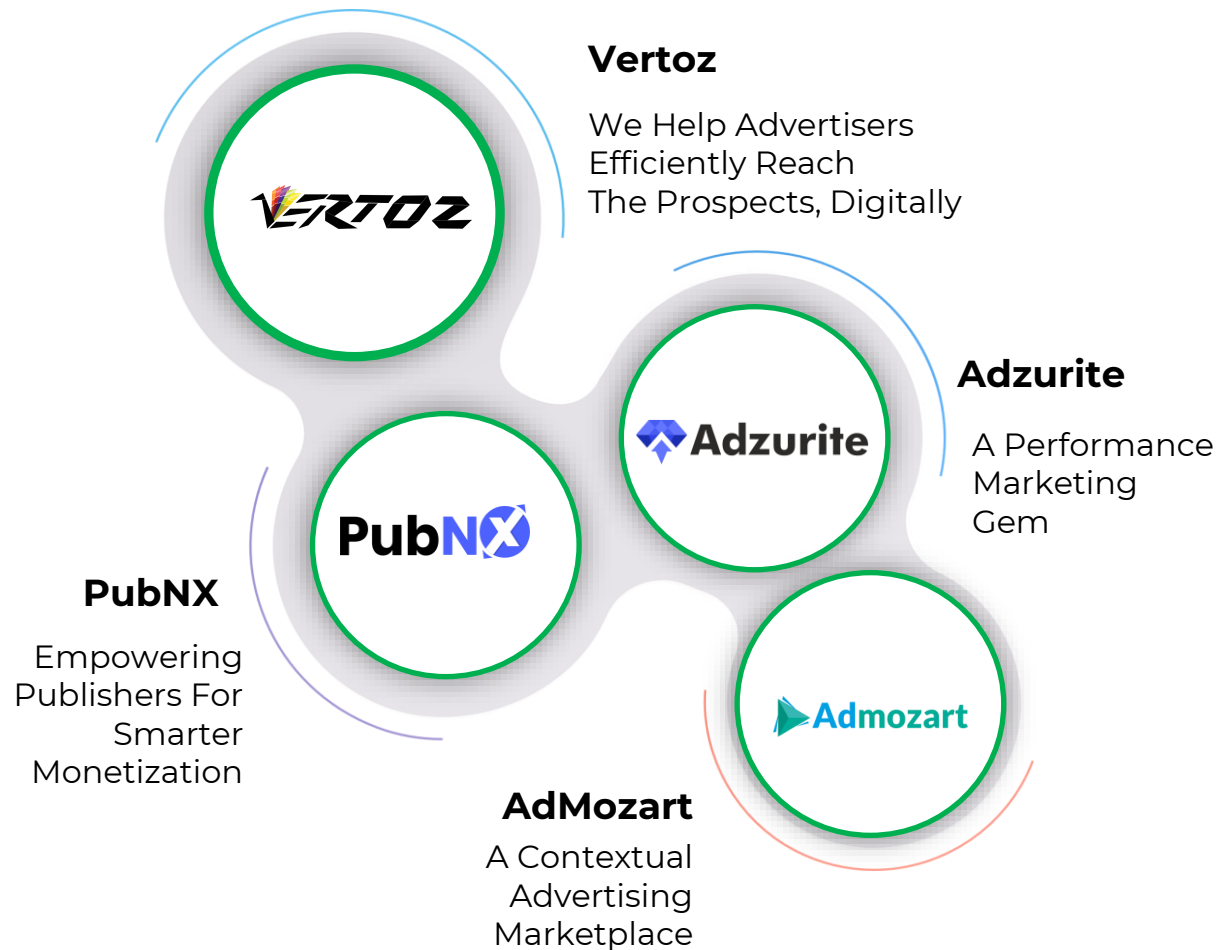
INTEGRATED WITH



VERTOZ POWERS THE WORLD'S FASTEST GROWING BRANDS



Our Strategic Business Units & What They Do





Data-driven advertising

#SmarterAds

“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



1.3 BN+ Audience With Over 20 Data Points For Each

We Cover 90% of North American Audience And 30% Of Total Global Audience

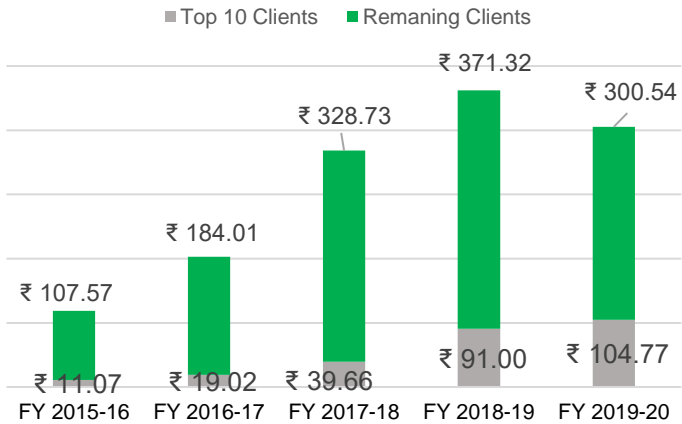
Top Clients Across The Globe

Brands



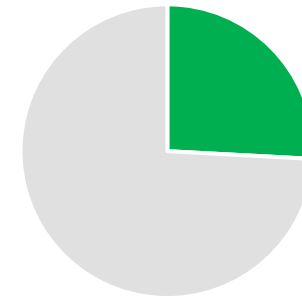
Revenue growth from top 10 customers

On consolidated basis - Rs. (MN)



Revenue contribution from top 10 customers as % of FY 2020 on consolidated basis

Others
74.15%



Top 10
Customers
25.85%

Agencies



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

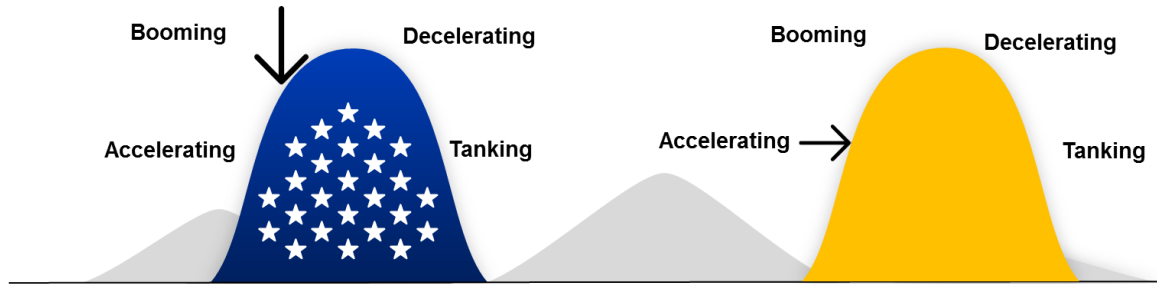


Ankit Palrecha
Business Head - Adzurite

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.



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

Our Contribution



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.




pDOOH

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

GLOBAL

4648 Million by 2020

₹ 28872 BN

19%

USA

288 Million by 2020

₹ 10125 BN

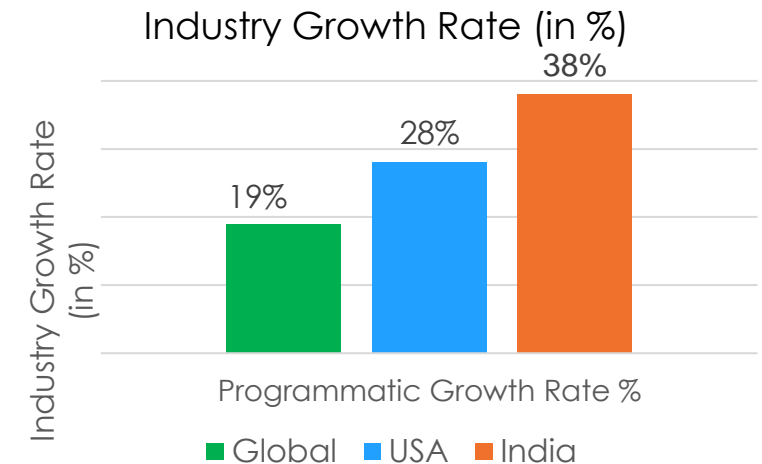
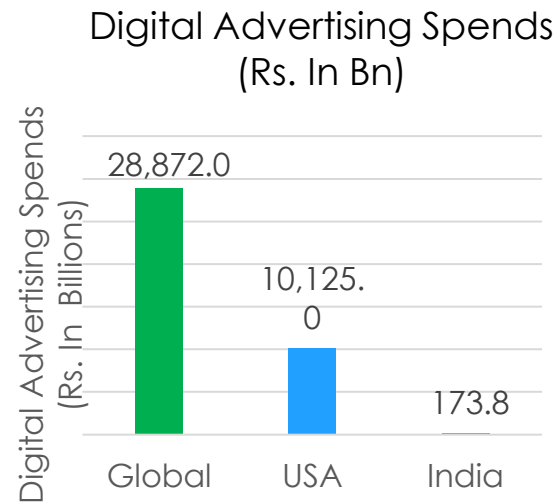
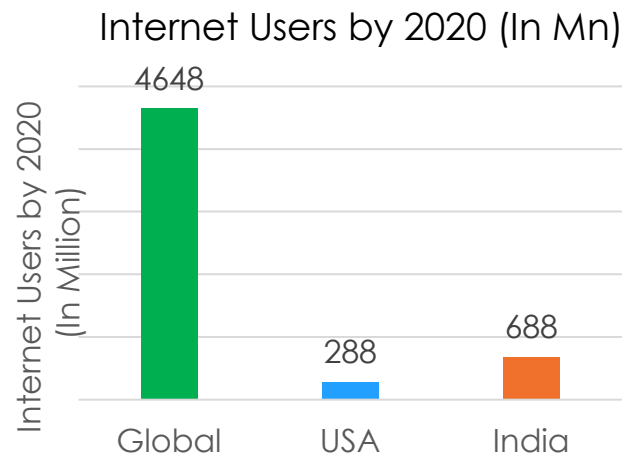
28%

INDIA

688 Million by 2020

₹ 173.7 BN

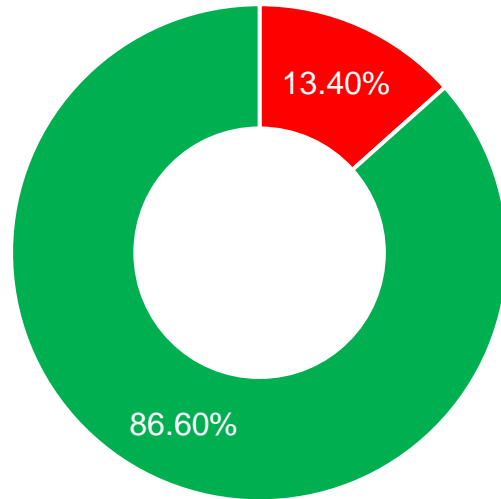
38%



*References : eMarketer, Statista

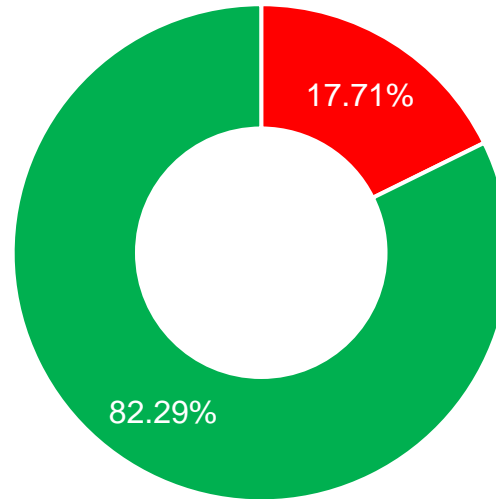
Focus on Emerging Market : India

FY 18 (Audited)



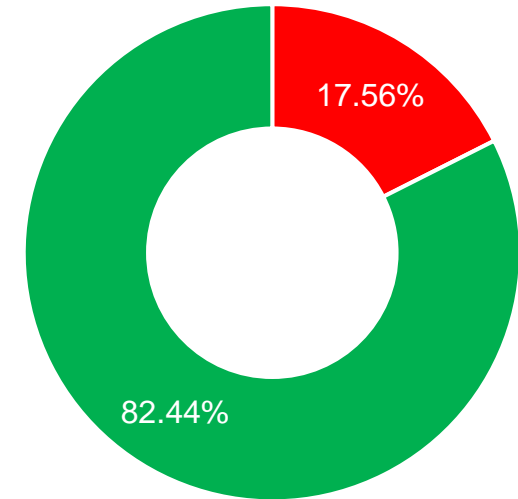
■ Domestic Sales ■ Export Sales

FY 19 (Audited)



■ Domestic Sales ■ Export Sales

FY 20 (Audited)

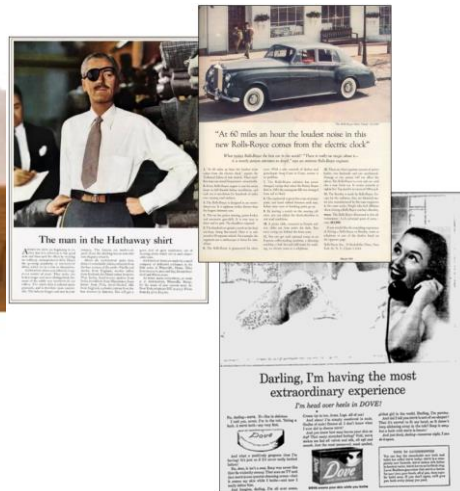


■ Domestic Sales ■ Export Sales

Contribution to revenue from emerging market to increase in the coming years



TRADITIONAL OFFLINE Channels Are Well On Their Way To Become DIGITIZED too.



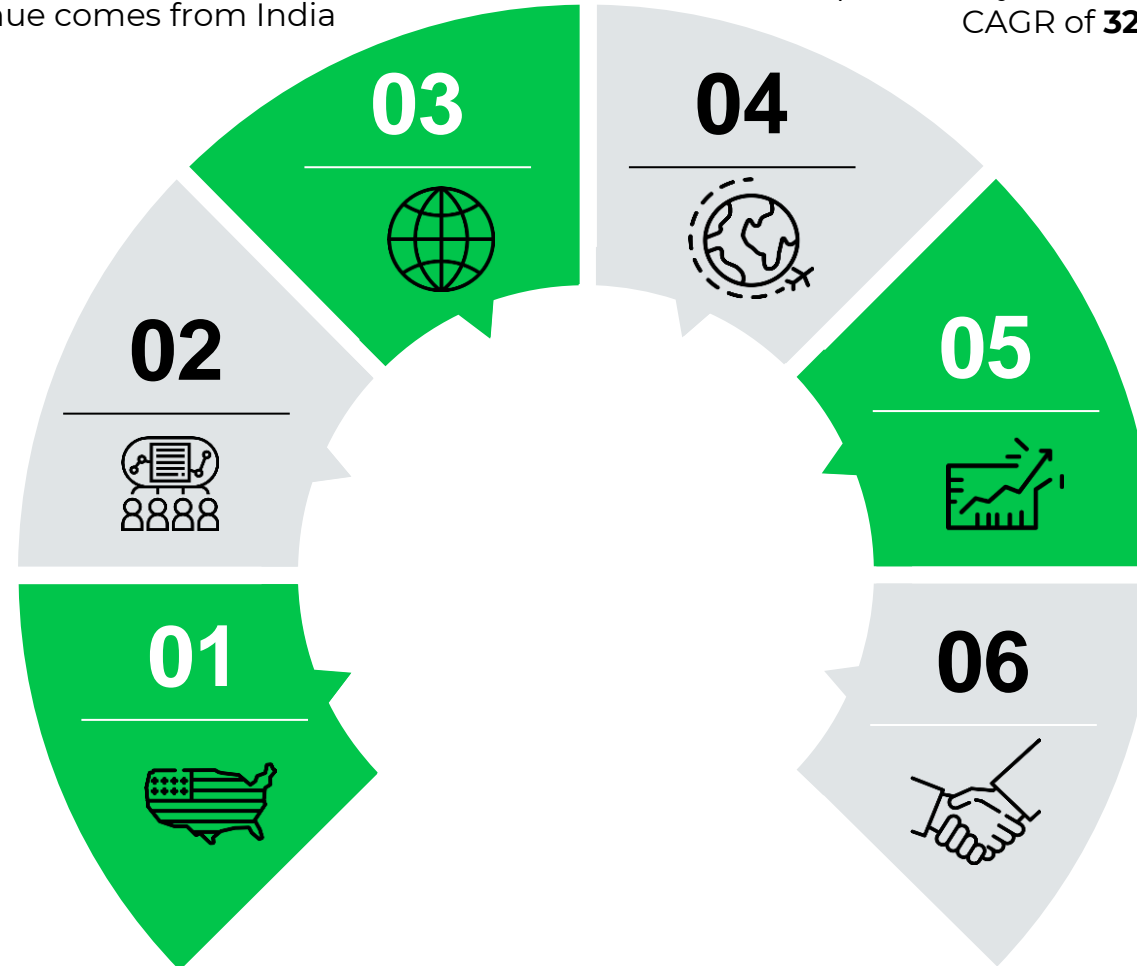
Growth Drivers

82.44% revenue comes from International markets and **17.56%** revenue comes from India

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

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

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



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

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

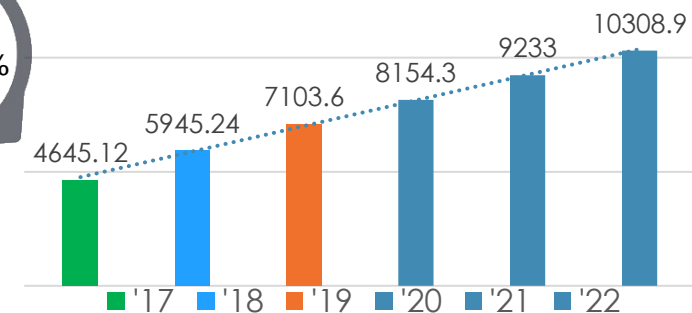
- Our proprietary tech will enhance acquired company's offerings.
- Vertoz having operational headquarters out of India will provide skilled and low-cost manpower

Market Expansion

Asian Market's Potential



Asia Total Internet Users 2019 TD – **1.64 Bn**
Excluding India



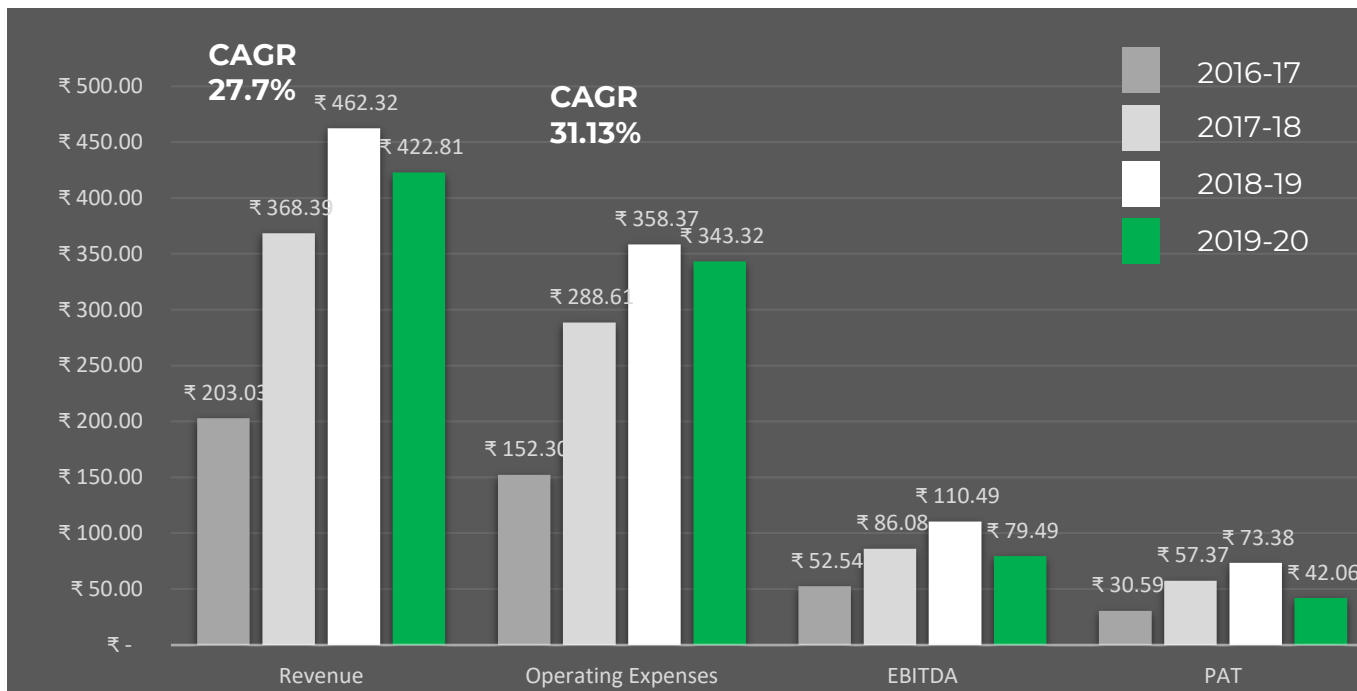
Total Digital Ad Spends (₹ Bn)



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

Reference : Statista , Internet World Stats

Financial Summary



Key Ratios	FY 18	FY 19	FY 20
Diluted EPS (₹)	9.59	12.26	3.51
ROCE	24.31%	24.31%	11.22%
ROE	35.73%	22.69%	9.75%
Receivable days	176	105	84

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%

Financial Statements | P&L

Particulars (INR MN)	FY17	FY18	FY19	FY20
Revenue from Operations	203.03	368.39	462.32	405.31
Other Income	1.81	6.29	6.53	17.49
Total Revenue	204.84	374.69	468.86	422.81
Total Expenses	166.24	307.38	380.93	369.00
EBITDA	68.78	86.07	110.49	79.49
EBITDA Margin (%)	33.58%	22.97%	23.57%	18.8%
Depreciation	8.64	13.66	18.80	16.75
EBIT	60.14	72.41	91.69	62.74
Finance Cost	21.54	5.10	3.77	8.93
PBT with Exceptional Item	38.60	67.31	87.93	53.81
Exceptional Items	-	-	-	-
PBT	38.60	67.31	87.93	53.81
Tax	8.01	9.94	14.55	11.74
PAT before Minority Interest	30.59	57.37	73.38	42.06
PAT	30.59	57.37	73.38	42.06
PAT Margin %	14.93%	15.31%	15.65%	9.95%

Financial Statements | BALANCE SHEET

Liabilities (INR MN)	FY17	FY18	FY19	FY20
Shareholders Fund				
Share Capital	0.20	59.85	59.85	119.70
Reserve and Surplus	37.38	223.75	303.33	380.44
Total Shareholders Fund	37.58	283.60	363.18	500.14
Minority Interest	0.00	-	-	-
Non-Current Liabilities				
Long term Borrowing	13.47	9.55	6.12	52.66
Deferred Tax Liabilities	2.41	1.56	0.29	2.29
Other Long term Liabilities	2.25	3.13	3.51	4.23
Total Non Current Liability	18.14	14.24	9.92	59.18
Current Liabilities				
Short Term Borrowing	31.43	20.65	45.07	47.74
Trade Payable	61.04	68.97	71.05	65.02
Other Current Liabilities	5.14	11.30	16.21	19.88
Short Term Provision	8.68	14.73	15.59	14.49
Total Current Liabilities	106.29	115.65	147.92	147.13
Total	162.01	413.48	521.02	706.48

Assets (INR MN)	FY17	FY18	FY19	FY20
Fixed Assets				
Tangible Assets	56.17	96.92	87.60	574.61
Intangible Assets	-	-	-	-
Total Fixed Assets	56.17	96.92	87.60	574.61
Non-Current Investment & Other Financial Asset				
Long Term Loans and Advances	1.79	3.45	3.77	1.69
Other Non-Currents Assets	0.08	-	-	-
Current Assets				
Current Investment	-	-	-	-
Inventories	-	-	-	-
Trade Receivable	71.31	177.67	133.72	93.75
Cash & Cash Equivalent	31.30	126.29	36.99	29.74
Short term loans and Advances	1.34	8.82	258.93	6.69
Other Current Assets	0.01	0.35	-	-
Total Current Assets	103.96	313.12	429.65	130.18
Total	162.00	413.48	521.02	706.48

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



Exhibitions



ad:tech

Mumbai | Delhi | Singapore
New York | San Francisco



Delhi - India

DIGIPUB
WORLD

Delhi - India

iab.

California | New York

i:media

Jaipur - India



Cologne - Germany



Las Vegas - USA

AFFILIATE
SUMMIT

New York | Las Vegas

PROGRAMMATIC I/O

New York - USA



Singapore



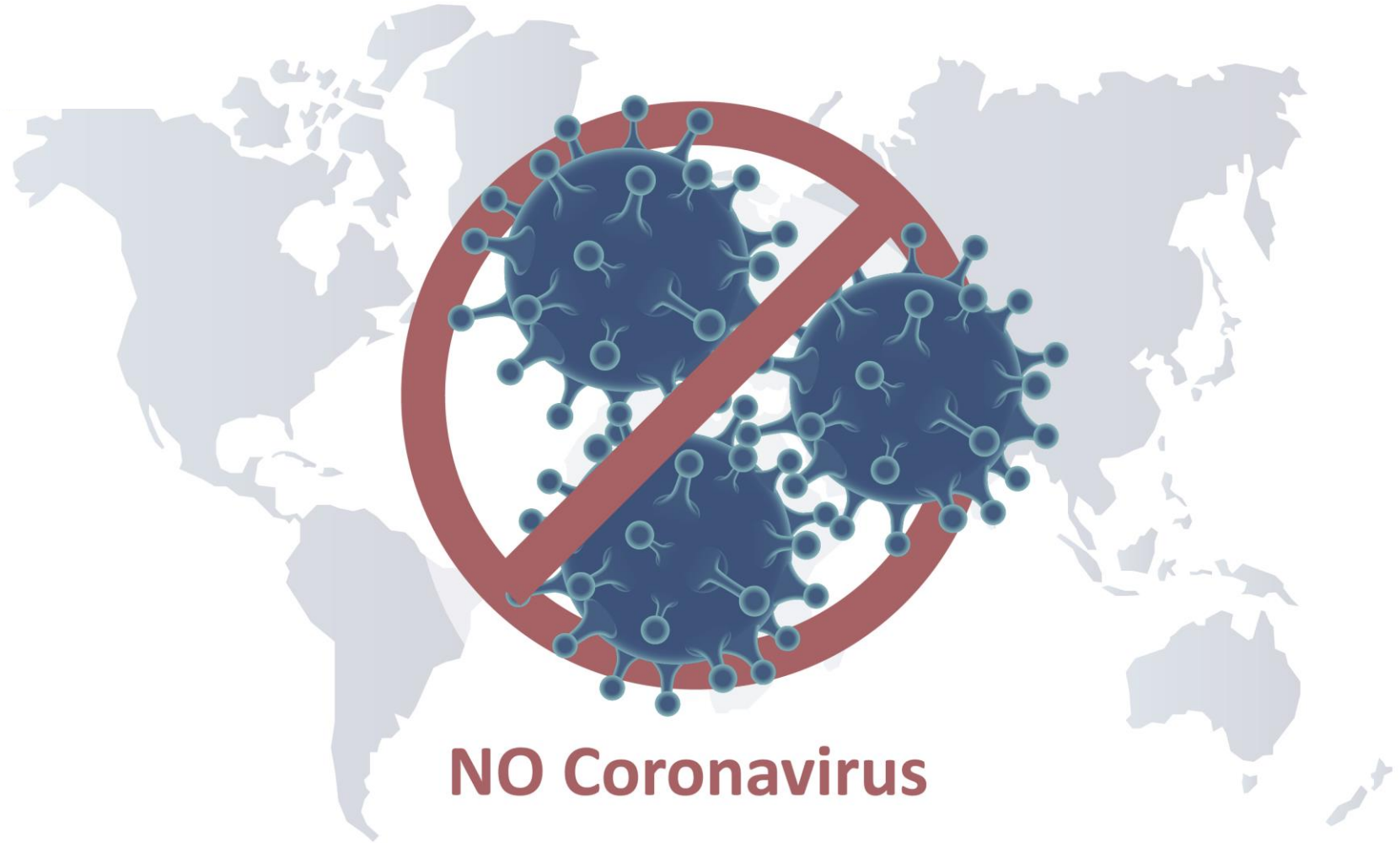
Bangkok - Thailand

TECHDAY

New York - USA

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.



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.



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Vertoz Advertising Limited

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