



Infibeam Incorporation Limited

2016 Financial Results Conference Call Slides

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SNAPSHOT



Scale

53,633

Registered merchants¹

8.1 Mn

Active Users on Infibeam.com²

15 Mn+

SKUs offered on infibeam.com¹

Revenue

Rs 1,028 Mn

Service Revenue¹

Rs 2,341 Mn

Product Revenue¹

Rs 3,369 Mn

Total Revenue¹

Impact

62%

EBITDA Margin in FY16

0.8%

Gross Profit³ in FY16

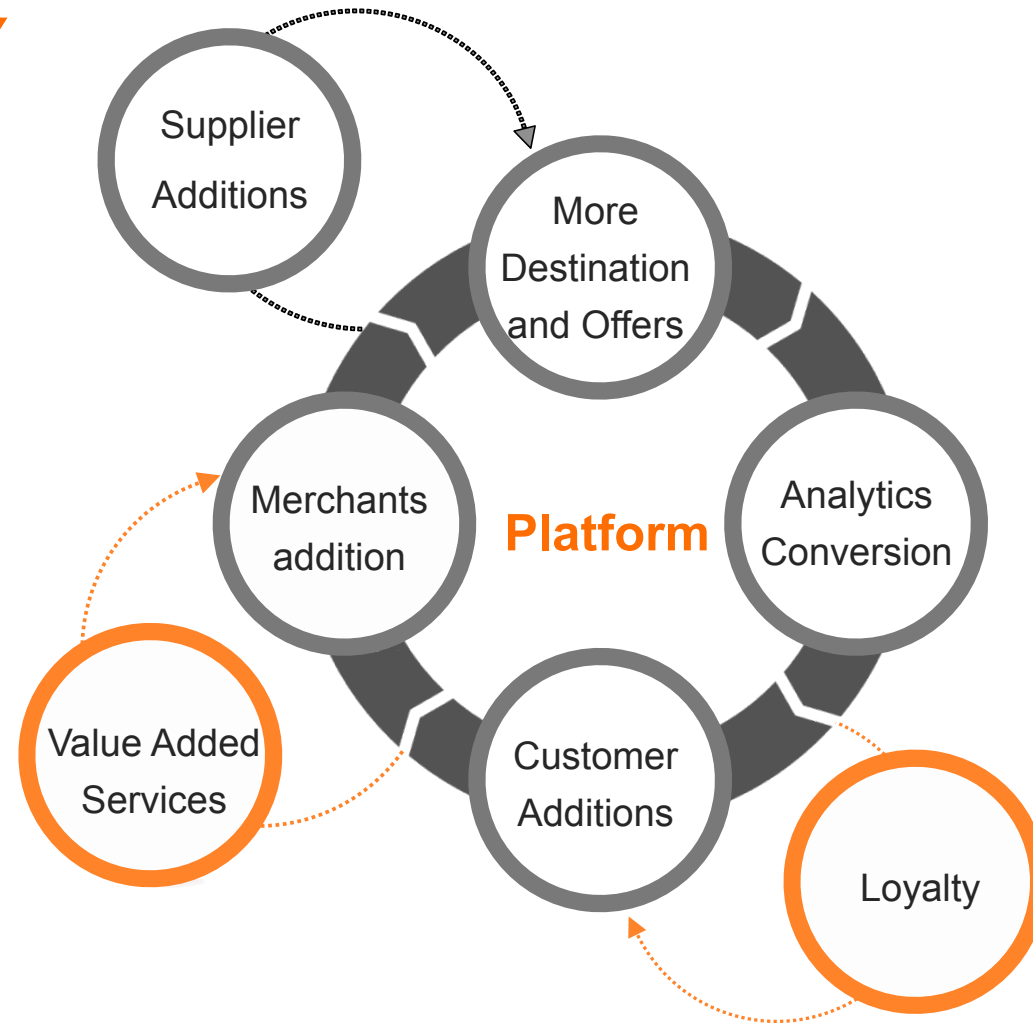
31%+

Gross Margins³ in FY16

Note : (1) As of March 31, 2016; (2) As of March 31, 2016 , based on last login in the immediately preceding 12 months; (3) Gross Margin computed as (Revenue – COGS)



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GROWTH CYCLE WITH A STRONG FOCUS ON PROFITABILITY



INFIBEAM: A DIFFERENTIATED MARKETPLACE



	Inventory Led E-retail	Managed Marketplace	Infibeam Marketplace
 Online Presence	Usually Single Storefront	Usually Single Storefront	Multiple Storefronts
 Customer Ownership	Platform Owns the Customer	Platform Owns the Customer	Platform & Merchant Owns the Customer ¹

Infibeam Marketplace Advantage:

- Merchants gets to control and define Product Prices on their own Storefront
- Merchants also owns the Customer on their own Storefront
- Merchants may list products on 3rd party marketplaces using their Storefront backend and compete for added Sales

Note : (1) Merchants own Customers only for customer registered on their own Merchant Storefront using Buildabazaar Platform
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VALUEPROPOSITION: WHAT WE DO



Merchants @
Infibeam.com

Merchant.com

Affiliate/
Syndicated

VAS
Technology /
Marketing



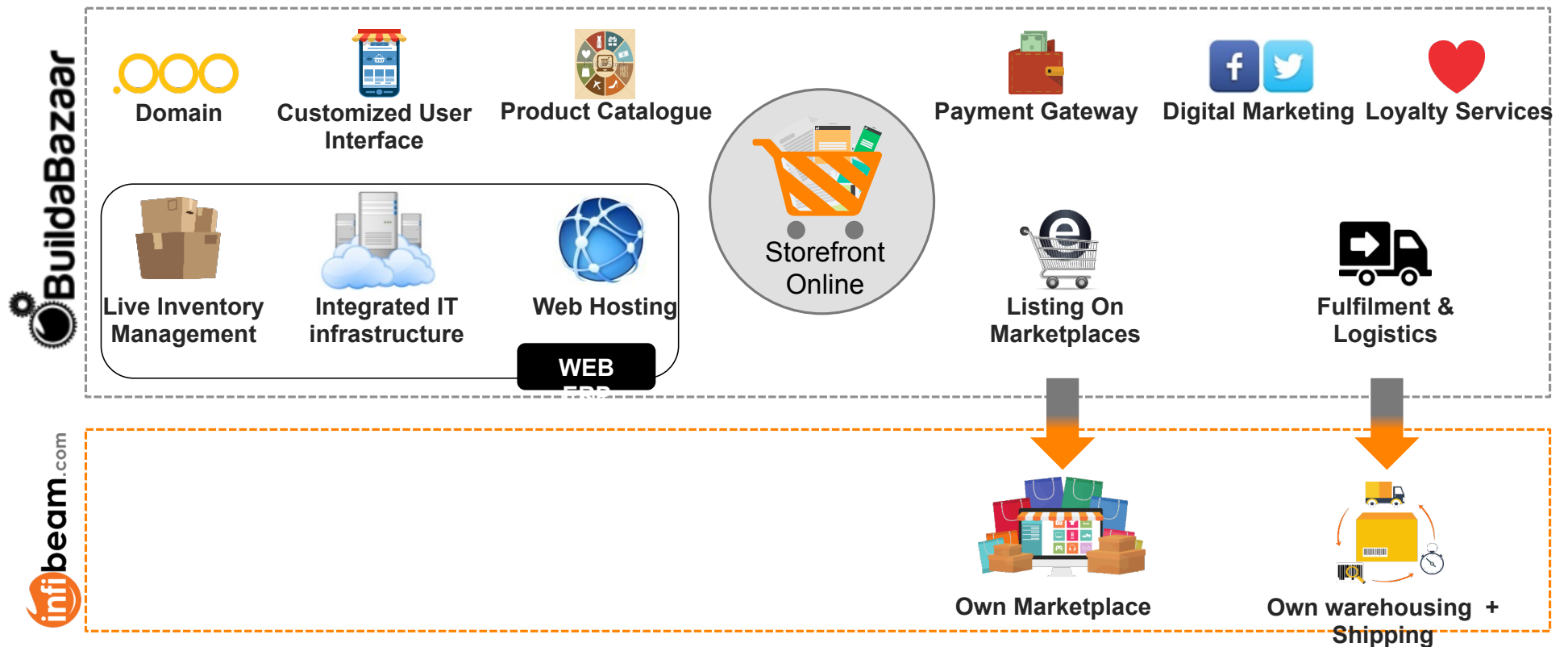
Merchant Product Selection Into
Infibeam.com

Merchant E-Commerce on
Infibeam Technology under
Separate merchant URL

Store Fronts Under Merchant
Brand also featured on
Infibeam.com

Experience / Customer
Acquisition

TECHNOLOGY ENABLED MARKETPLACE



INTERNET AND ONLINE RETAIL SIZE IN INDIA

India Internet Scales



3rd

largest internet
user base in the
world



144 Mn

broadband users in
India by 2019, up from
86 mn in 2014



40%

internet penetration by
2020, up from 19% in
2014

Online Retail Size



US\$ 44 Bn

E-tail market size by 2020, up from US\$ 7
bn in 2015

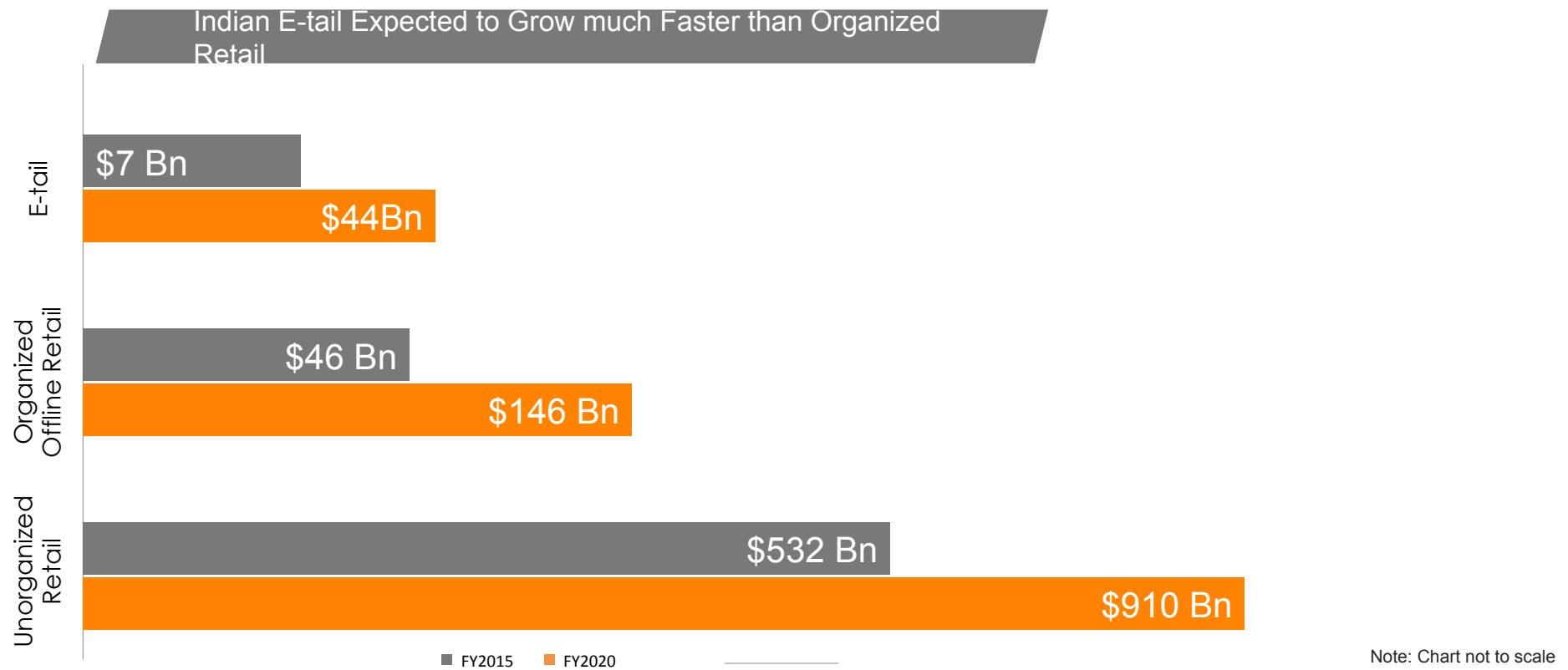


2.3 Mn

number of non-grocery merchants

Significant shifts in technology, innovation and connectivity are driving the convergence of physical and digital transactions in the world of commerce

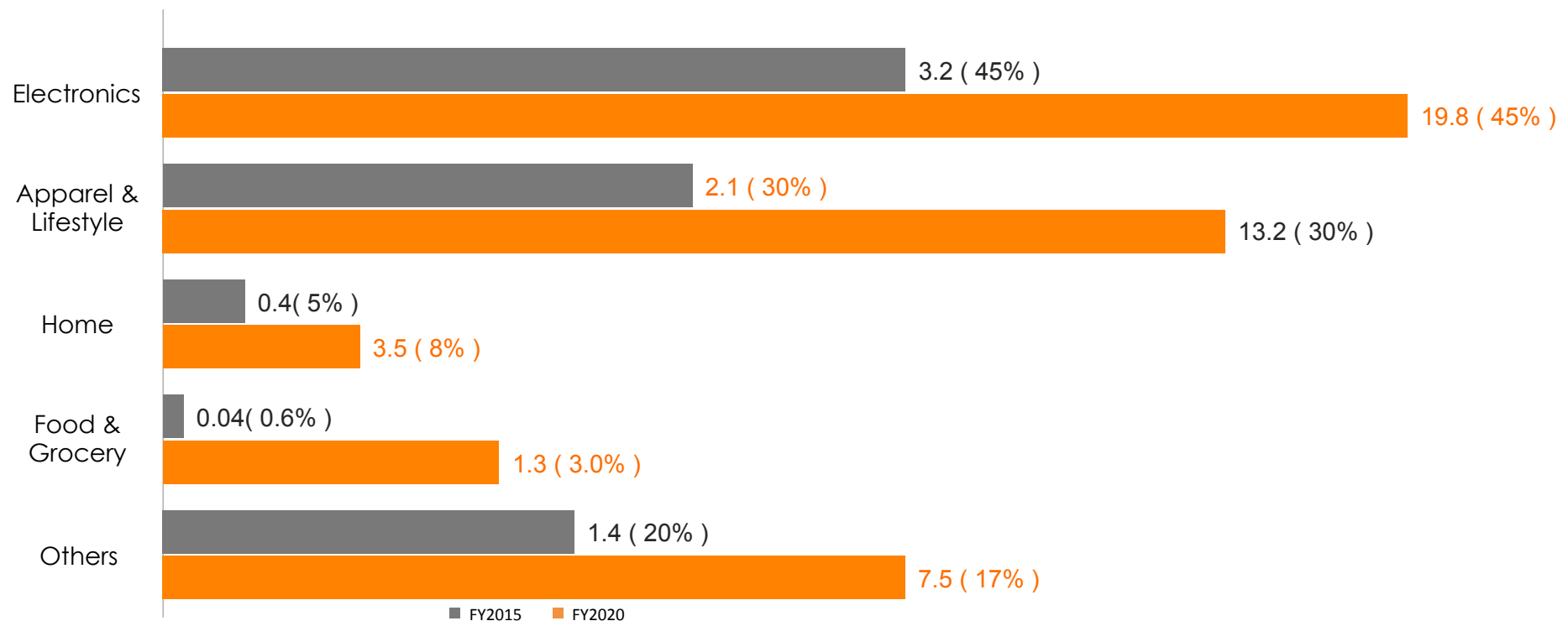
E-RETAIL EXPECTED TO BE US\$ 44BN BY 2020



Significant Headroom for Accelerated Growth in e-tail

ELECTRONICS AND APPAREL & LIFESTYLE TO DOMINATE THE E-TAIL SEGMENT

Category wise Share of E-tail Market in India



Note: Amount break-up derived based on total e-tail market size

Based on Gross Merchandise Value (GMV) of all transactions on all e-tailing websites; Apparel and Lifestyle will include categories like footwear, bags, belts, wallets, watches etc.

Source: Technopak Report 2015

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Note: Chart not to scale

FOCUS ON PROFITABLE GROWTH AND SCALE



Brief Description



53,633 registered merchants on Infibeam's marketplace (Buildabazaar)¹
31% Revenue from Services¹ vs. **23%** previous year and EBITDA of **62%**¹



40 product categories¹
8.1 million active users²

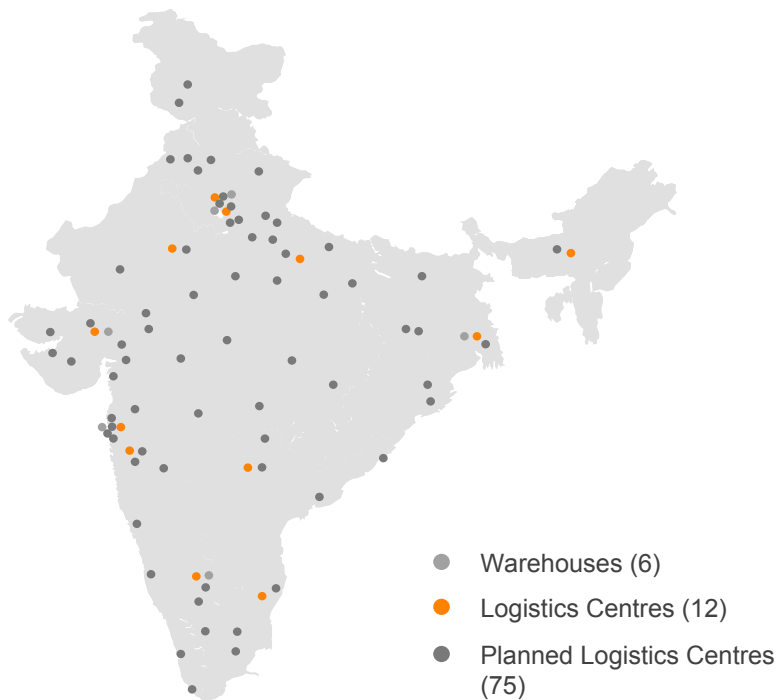
Strong Traction with Large Branded Customers

CROSSWORD



Note: (1) As of March 31, 2016; (2) As of March 31, 2016, based on last login in the immediately preceding 12 months.
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FULFILMENT AND LOGISTICS NETWORK BUILDOUT



In House Cash on Delivery collection



Magic Box & Hot Deals
– For efficient liquidation



Coverage across 16,000 pin codes



Shipdroid – Live integration with
logistics service providers

Strategic
Initiatives

Add 75
logistics
centers

Own fleet of
delivery vehicles

Centralized
logistics and
delivery control
processes

Rationalize
delivery
routes

Optimize
load
factors

integrated & cost
effective fulfilment
services to merchants

PLATFORM IS THE CORE OF INFIBEAM



Investment in Technology

Significant investments in technology development so far with an additional planned allocation.



Team

Software engineers with deep domain experience



Strong Analytics Engine

Big data analytics across millions of users to improve customer buying behaviour



Competitive Advantage

Building sustainable competitive advantage by driving deep user engagement, personalization and loyalty



Integrated Technology Platform

Focus on simplifying and integrating technology for merchants



Continuous Products Innovation

Launched .ooo – global top level domain registry

GROWTH STRATEGIES



Focus on Merchant Acquisition

Partner with multiple service providers to access their merchant base and introduce high margin products and services



Drive Customer Growth & Retention

Loyalty program for across the entire Infibeam platform to retain and provide greater value to customers transacting within the Infibeam ecosystem



Increase Merchant Wallet Share

Increase **revenue per merchant** by offering multiple **Value added Services**

Enhance Logistics Infrastructure

Strengthen logistics and warehousing capabilities to offer comprehensive fulfillment solutions



Technology Product Innovation

Enhance Cloud based Infrastructure
Launch innovative products such as the Live Streaming Platform (Indent)

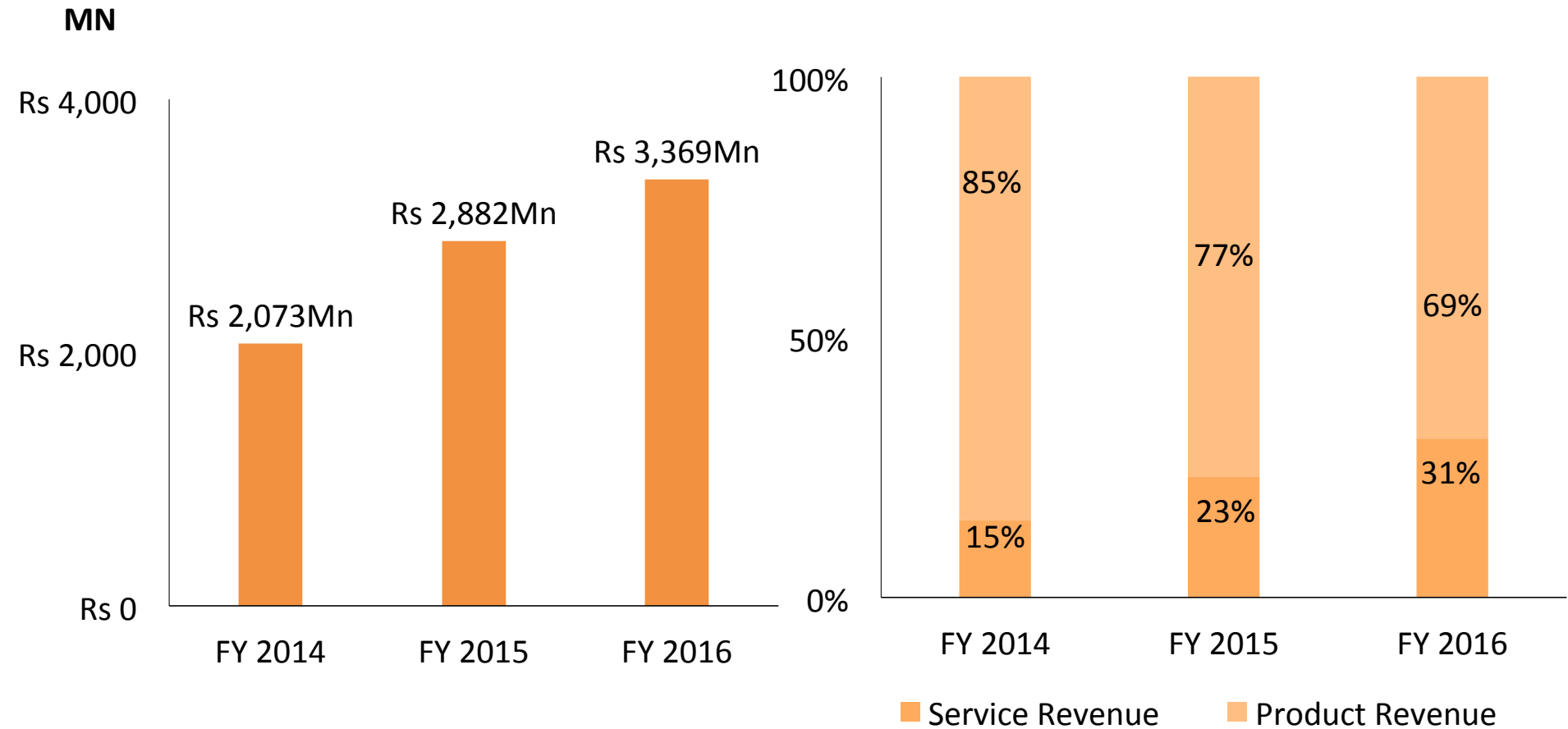


International Expansion

Target Emerging Economies, Europe and Middle East Plan to expand across key geographies globally Strategic arrangements with global service providers

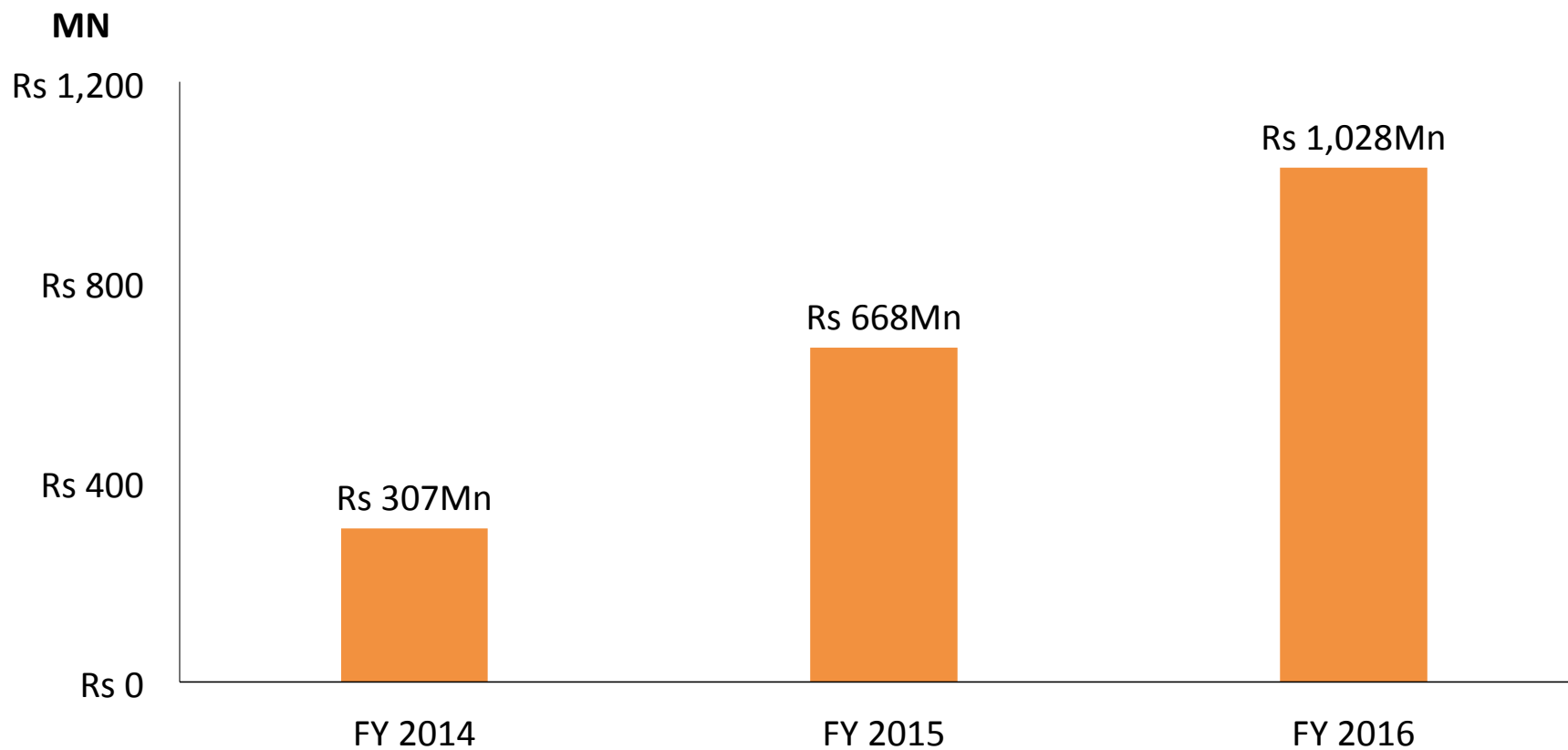


CONSOLIDATED REVENUE



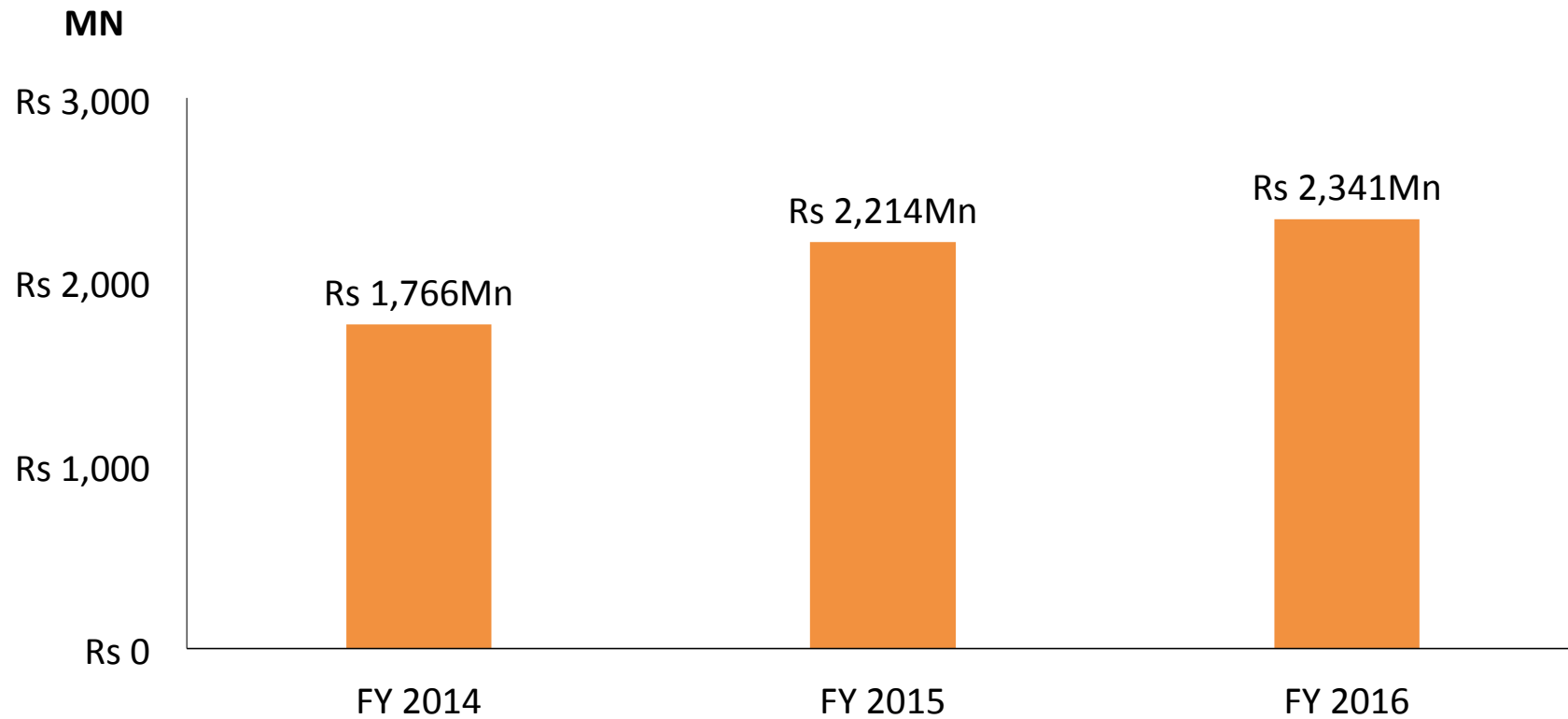
Note: Revenue from Operations.
The bar graph may not visually appear in proportion to scale.
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CONSOLIDATED REVENUE – SERVICES SEGMENT



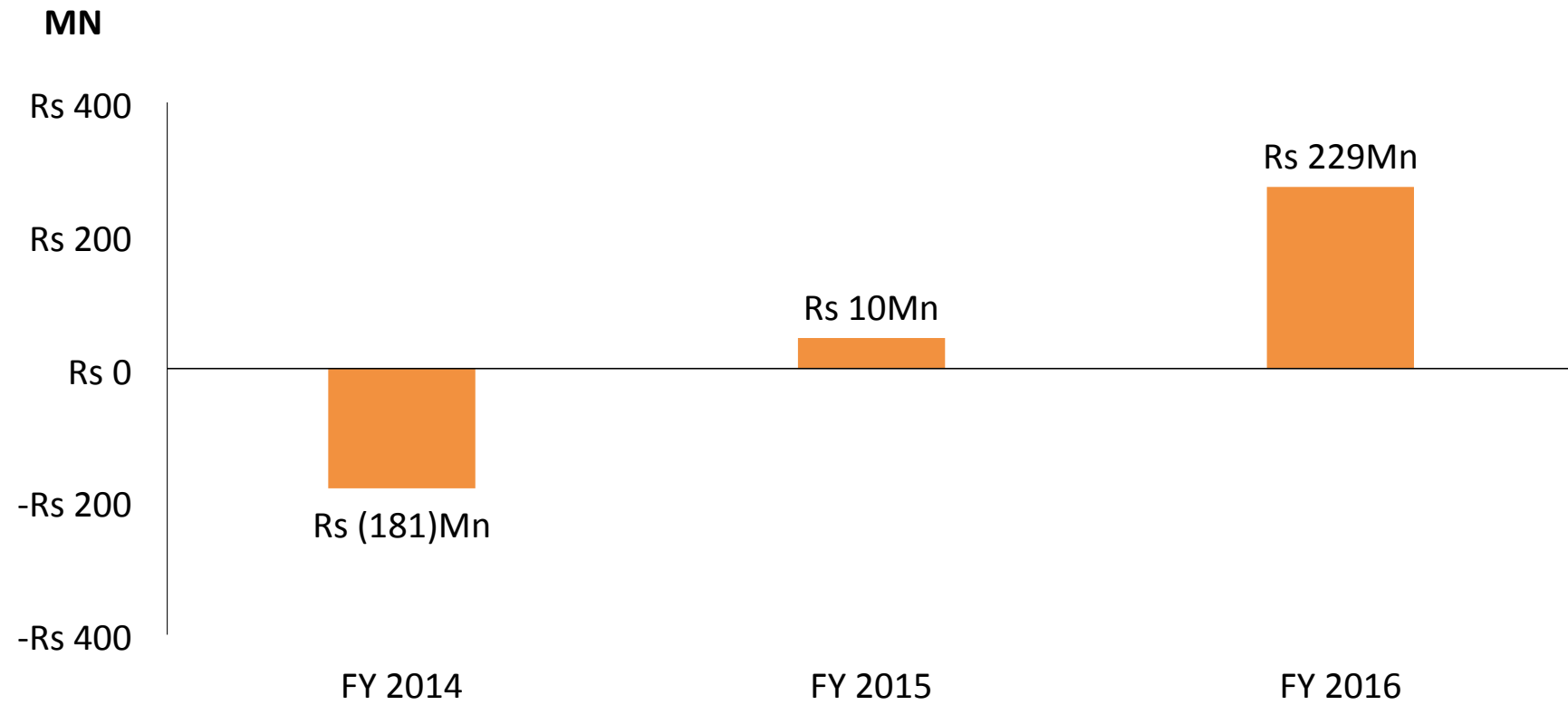
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CONSOLIDATED REVENUE – PRODUCT SEGMENT



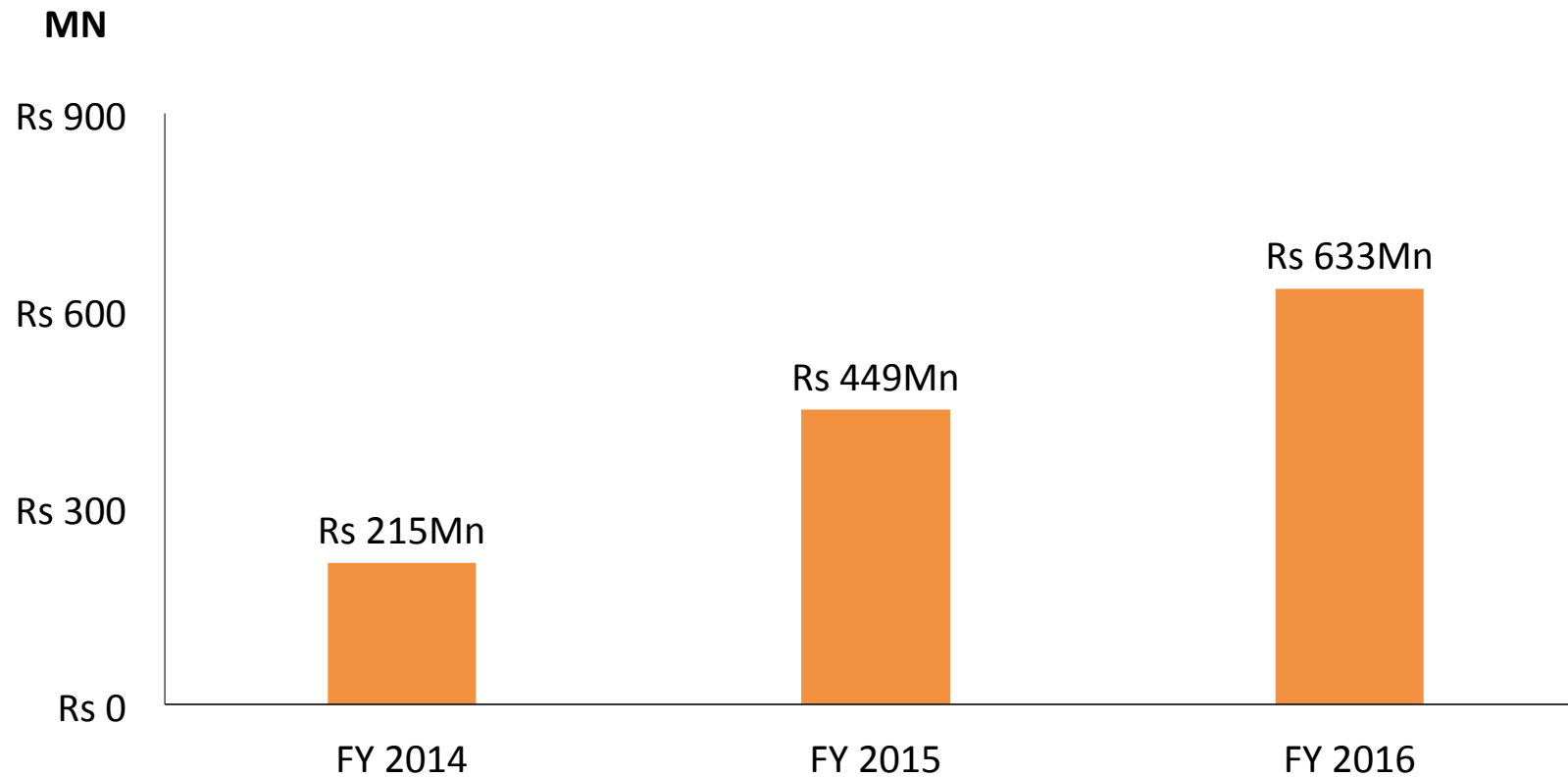
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CONSOLIDATED EBITDA



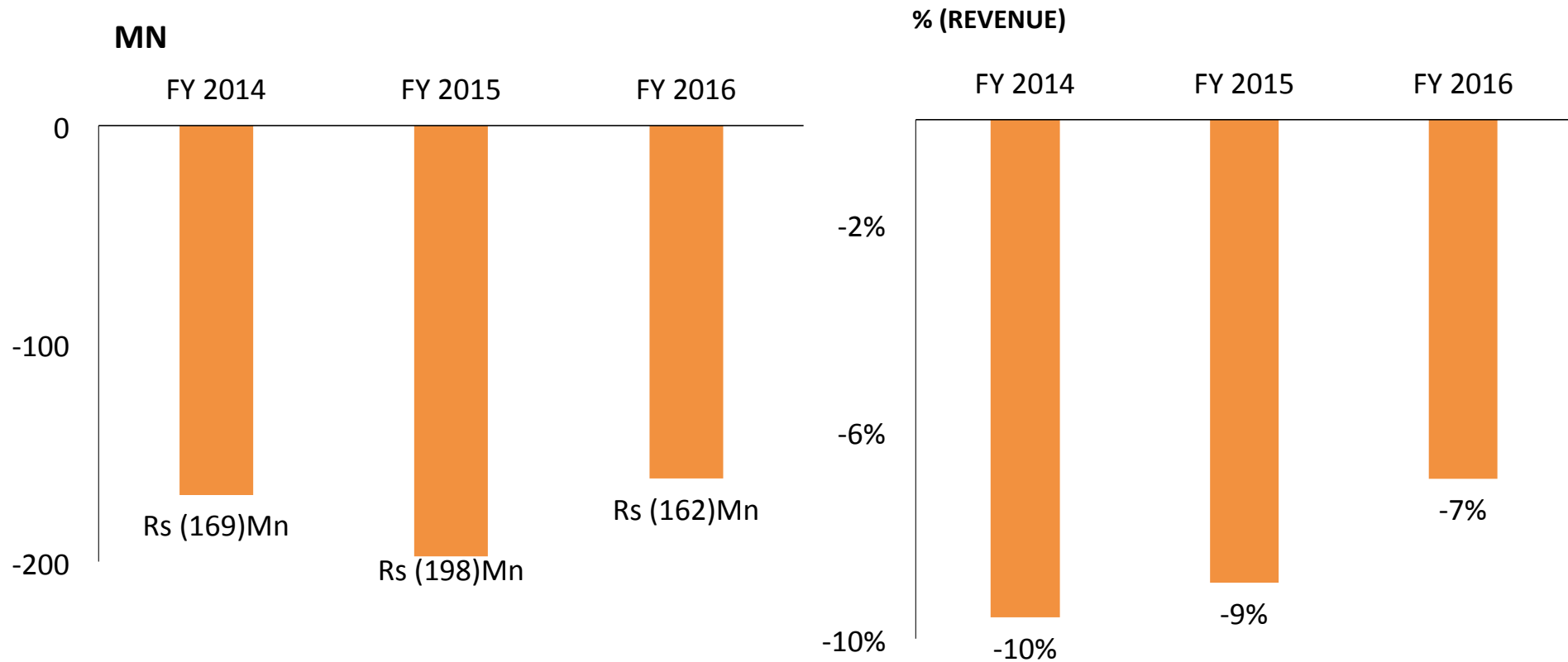
Note: EBITDA excludes other income
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CONSOLIDATED EBITDA – SERVICES SEGMENT



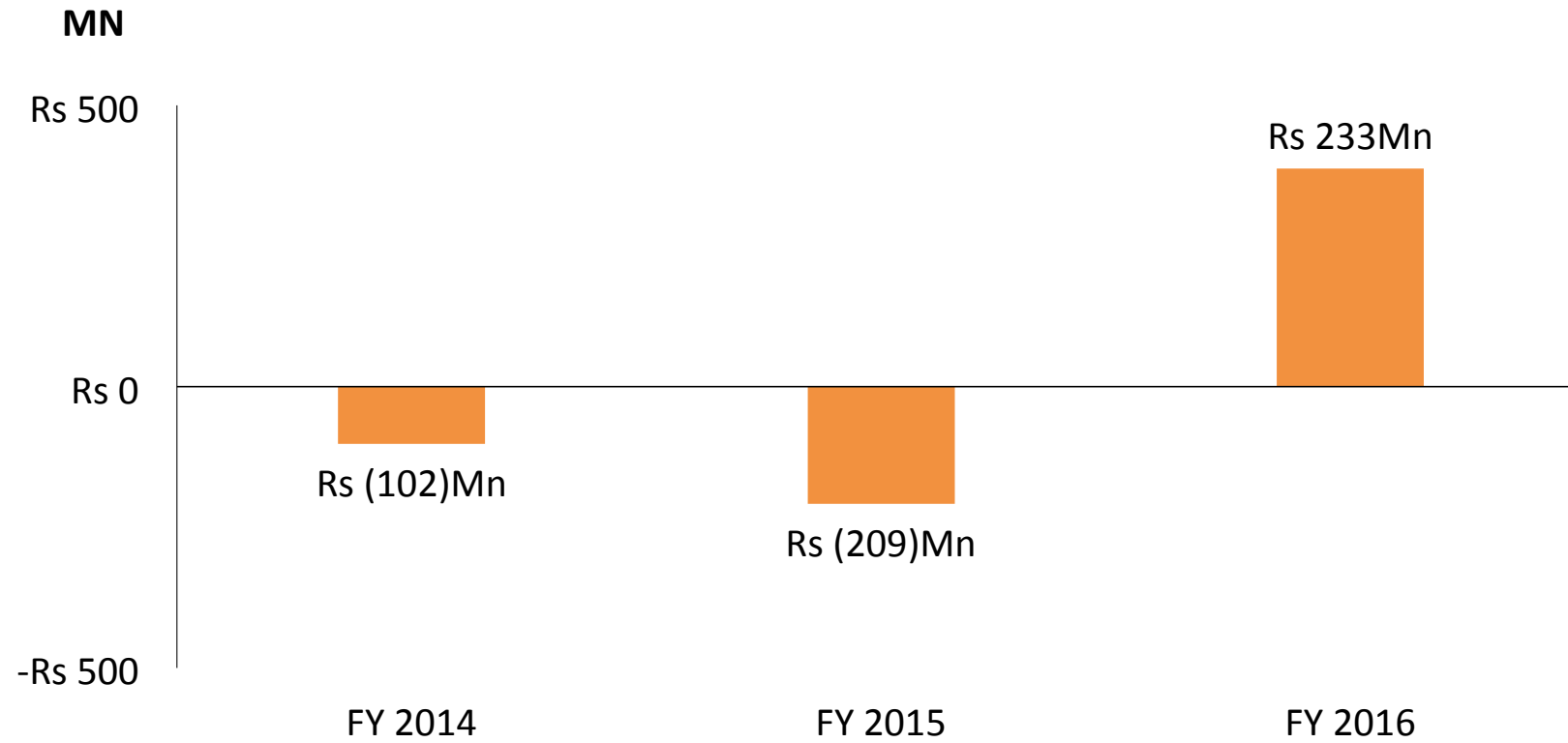
The bar graph may not visually appear in proportion to scale.
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CONSOLIDATED EBITDA – PRODUCT SEGMENT



The bar graph may not visually appear in proportion to scale.
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CONSOLIDATED OPERATING CASHFLOW



The bar graph may not visually appear in proportion to scale.
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APPENDIX

2016 Financial Results
Conference Call Slides

Consolidated Results for Financial Year 2016



Statement of consolidated audited financial results for the quarter and year ended on 31 March 2016

(Rs. In lakhs except per share data)

Sr. No	Particulars	Three months ended on	Year ended on	
		31-Mar-16	31-Mar-16	31-Mar-15
		(Unaudited)	(Audited)	(Audited)
1	Income from operations			
	(a) Net Sales/Income from operations	7,475.3	33,614.2	28,820.2
	(b) Other operating income	80.8	80.8	-
	Total income from Operations (net)	7,556.1	33,695.0	28,820.2
2	Expenses			
	(a) Purchase of stock-in-trade	5,563.9	24,369.4	22,628.0
	(b) Changes in inventories of finished goods, work-in-progress and stock-in-trade	(863.7)	(1,149.5)	(365.2)
	(c) Employee benefits expense	862.3	2,774.0	2,107.7
	(d) Depreciation and amortisation expense	510.2	1,753.8	1,309.5
	(e) Other expenses	1,334.9	5,522.2	4,711.7
	Total Expenses	7,407.7	33,269.9	30,391.7
3	Profit / (Loss) from operations before other income, finance costs and exceptional items (1-2)	148.5	425.1	(1,571.5)
4	Other Income	99.2	549.5	694.5
5	Profit / (Loss) from ordinary activities before finance costs and exceptional items (3 + 4)	247.6	974.6	(877.0)
6	Finance costs	47.5	114.8	136.8
7	Profit / (Loss) from ordinary activities after finance costs but before exceptional items (5 + 6)	200.1	859.8	(1,013.8)
8	Exceptional items	-	-	-
9	Net Profit / (Loss) from ordinary activities before tax (7 + 8)	200.1	859.8	(1,013.8)
10	Tax expenses	4.0	(6.3)	(2.5)
11	Net Profit / (Loss) from ordinary activities after tax (9 + 10)	196.1	866.1	(1,011.3)
12	Extraordinary items	-	-	-
13	Net Profit / (Loss) for the period (11 + 12)	196.1	866.1	(1,011.3)
14	Share of Profit / (Loss) of associates	-	-	(57.1)
15	Minority interest	(0.8)	58.6	57.1
16	Net Profit / (Loss) after taxes, minority interest and share of profit / (loss) of associates (13 + 14 + 15)	195.3	924.7	(1,011.3)
17	Paid-up equity share capital (face value of Rs. 10 each)	5,309.1	5,309.1	4,256.0
18	Reserve excluding revaluation reserves, annualised	-	59,875.6	16,963.4
19 i.	Earnings per share (before and after extraordinary items) (of Rs. 10 each) (not annualised):			
	(a) Basic - Rs.	0.46	2.17	(2.47)
	(b) Diluted - Rs.	0.45	2.14	(2.47)

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