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## Ybrant Digital Announces Fourth Quarter and Fiscal Year 2014 Results

Hyderabad, May 29, 2014

*Annual consolidated revenue at **Rs. 1673.37 Crores***

*Annual consolidated EBIDTA at **Rs.368.49 Crores** and PAT of **Rs.220.96 Crores***

*Digital Segment Revenues grow by **41%** from last year.*

[Ybrant Digital Limited](#) (BSE: 532368, 'YBRANTDIGI' or the company), the leading global digital marketing company today announced its audited results for the quarter ended March 31st and fiscal year 2014.

The Company posted an annual revenue of **Rs.1673.37 crores** and net profit of **Rs.220.96 crores** against the previous year revenue of **Rs.1601.05 crores** and net profit of **Rs. 50.99 crores** respectively. The digital segment revenues grew by **41%** and overall revenue growth is about **5%** compared to last year.

The details of the results can be viewed at the company's website [www.ybrantdigital.com](http://www.ybrantdigital.com) in the Investors' section.

*"We are extremely pleased with the growth rate of our Digital business," said [Suresh Reddy](#), Chairman of Ybrant Digital. "This was an year of consolidation and refocus for Ybrant. We ended it with another solid quarter. The significant increase in our reach, user engagement and revenues is the result of our strategy of focusing on the core competence and peeling out the unnecessary. As the world gets ready to be enthralled with more apps, devices and wearables, here is what future means to us and our users – Simplify your Digital Life. And we are working towards it."*

### **Business highlights:**

- New Ybrant Mobile website was launched with more focus on traffic monetization and mobile apps.

- Ybrant Digital acquired minority stake in Israel listed company, Jobokit Holdings Ltd., (through Ybrant Digital Israel) in April 2014 to exclusively represent Jobokit (www.Jobokit.com ) and affiliates' websites for the next 30 months for their online advertising needs. Ybrant has the right to extend the Representation Agreement for two more years based on performance. As a leading destination for users of varied interests globally, Jobokit is an important strategic addition to Ybrant.
- Ybrant's Social Media team attended the F8 Facebook Developers Conference in April at SF to understand the various new features that were announced by Facebook.

### **Conference Call Details:**

Ybrant will host a conference call on Saturday, May 31, 2014, at 2:00 pm Indian Standard Time to discuss the financial results. Call-in details will be available from the Investor Relations page of the company's website at: <http://www.ybrantdigital.com/english/investors.html>

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### **About Ybrant:**

**Ybrant Digital Limited** is the new-age digital media company offering Digital Marketing solutions to businesses, agencies, and online publishers worldwide.

Founded in 2000 and headquartered in India, Ybrant Digital holds 24 offices worldwide, including the US, Argentina, Brazil, Chile, Uruguay, Mexico, the UK, France, Germany, Italy, Ukraine, Sweden, Serbia, Israel, China, Thailand, Panama, India, Emirates, Russia and Australia, and with representatives or partners in Spain, South Africa, and The Netherlands.

**Ybrant Digital** services leading blue chip advertisers network including MTV, Samsung, Viacom, Maruti Suzuki, Bharati Airtel, Sony India, Coco Cola, Star India, Vodafone, Samsung Electronics, Lenovo, ING, British Airways, Qatar Airways, Titan, Unilever, P&G, Hyundai Motors, ICICI Bank, LIC, and ITC.

Besides proprietary media such as Lycos, Gamesville, getMedia in Latin America and several

travel websites in Australia, Ybrant Digital partners with top global publishers such as Facebook, MSN and Yahoo! For more information, visit:

[www.ybrantdigital.com](http://www.ybrantdigital.com)

#### **Disclaimer**

This press release contains “forward-looking statements” – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “should” or “will.” Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behavior of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.