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## Lycos Reports Stronger Q2 Results

Hyderabad, October 29, 2014: [Lycos Internet Limited](#) (formerly Ybrant Digital Limited, BSE: 532368, 'YBRANTDIGI' or the company), the leading digital media company, today announced its unaudited financial results for the quarter ended 30<sup>th</sup> September, 2014.

The Highlights:

- Q2 consolidated revenue of Rs. 460.19 crores
- Q2 consolidated EBIDTA of Rs. 140.55 crores, up 60% year-over-year
- Q2 profit after tax of Rs. 82.47 crores
- Q2 consolidated earnings per share (EPS) of Rs 1.73.

Revenue for Q2 FY2014-15 was Rs. 460.19 crores, an increase of 0.86% Q-o-Q and 14.30% Y-o-Y. EBIDTA for Q2 FY2014-15 was Rs. 140.55 crores, a Increase of 3.19% Q-o-Q and increase of 60% Y-o-Y. PAT for Q2 FY2014-15 was Rs. 82.47 crores, a decrease of 1.27% Q-o-Q and increase of 42.80% Y-o-Y.

Revenue from Digital Marketing Segment for Q2 FY2014-15 was Rs. 344.52 crores, an increase of 0.99% Q-o-Q and an increase of 22.23% Y-o-Y. PBT from Digital Marketing Segment for Q2 FY2014-15 was Rs. 123.30 crores, an increase of 3.2% Q-o-Q and an increase of 95.14% Y-o-Y. Revenue from Software Development Segment for Q2 FY2014-15 was Rs. 115.56 crores, an increase of 0.46% Q-o-Q and a decrease of 4.20% Y-o-Y.

[Suresh Reddy](#), Chairman of Lycos said, "The team delivered a super second quarter 60% increase in EBIDTA from last year is just fantastic. This is a result of renewed focus on digital business and amazing technologies implemented over the 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.

### Financial Highlights

	Q2 2014-15	Q1 2014-15	Q2 2013-14	QOQ	YOY	Year Ended 31st March 2014
Revenue	460.19	456.26	402.6	0.86%	14.30%	1673.37
EBITD A	140.55	136.21	87.88	3.19%	60%	368.65
PAT	82.47	83.54	57.75	-1.28%	42.81%	220.96

All in Rupees Crores

### Business Update:

**Ybrant Digital** was officially renamed to Lycos Internet Limited.

**Video** - During Q2, we have signed a deal with “Yashi” – A platform focused on programmatic video advertising on large-players, targeting the geographies US, UK, CA, AU. The activity with Yashi is expected to expand significantly in Q3 and Q4. We are also cooperating with most of the leading Video Advertisers and Video Ad Networks (Including: Tremor, BrightRoll, SpotXchange, Adap.Tv and Live Rail).

**BrightRoll Video Summit** - The participation and sponsorship of this event has enabled the company to get the latest insights from advertisers when it comes to implementing programmatic buying and viewability. With a strong and growing relationship with BrightRoll which is a major player on the Online Video Advertising industry, Ybrant presented its latest developments on the video advertising arena for a large audience comprising of brand marketers, top agency executives and top quality publishers and technology providers.

**Media Buy (Publishers)** - The Media division has added strategically valuable direct Publishers to its portfolio. Among these publishers are “Daily News” which is one of the top US news magazines; “MyFoxTV”, a top entertainment US website; “NY Post” who’s one of US’s top portals; and “Medula Networks”, a big LATAM Media House that operates major websites across Latin America.

**Exchanges Trading** - We have joined AOL’s marketplace as a premium traffic provider through their AdTech exchange. Within this activity, we are able to sell traffic to some of the biggest Demand Side Platforms (DSP) in the industry, such as Turn, DoubleClick (Google), MediaMath, Casale Media, RocketFuel and more. The deal with AOL will expose Ybrant Digital to many new opportunities within the industry.

**Brands (direct customers)** - The company signed agreements with “eBay” a leading eCommerce arena and Mobileye”, world leader for vehicle safety technology.

**Ed Noel** appointed as new GM of Lycos Media (US)

**Lycos TV** – With Lycos TV implementation, we have added new channel for gaming using Socialtron feed.

### Technology Update

**Compass (OneTag)** - Compass is the new name of OneTag, our in-house solution for managing publishers using a new-generation system, providing a turn-key solution that simplifies the publisher’s integration and monetization tracking through a single platform and single tag. The Compass solution enables traffic monetization through different platforms on a single click. Our Account managers are now able to manage all their publishers’ traffic in one place instead of managing their activity on multiple platforms, such

as different ad servers and trading exchanges. The platform also has advanced automatic capabilities to handle technical and optimization related tasks.

**Sequential Targeting** - We have implemented Sequential Targeting ability to match the one announced by Facebook last quarter. The next leap in advertising is literally the ability to leap across screens. Picture a brand's multipart marketing story that begins on your tablet and ends on your smartphone.

**Business Intelligence** - This integration allows pulling and presenting important data that could be analyzed in one place. The new BI solution saves crucial time on manual work - mainly when it comes to analysis and optimization of multiple data sources. We competed our first BI integration platform for its Display and Video divisions using cutting edge technology and end-to-end solution on Google eco system. The platform includes advanced DB technology (using Google Big Quarry) and is integrated with multiple tech platforms. Ybrant division is expected to release several more BI solutions during Q3 and during 2015.

**Yield optimization platform (Waterfall)** – A new-generation platform that open the doors to premium marketplaces (including tier 1 & tier 2 worldwide publishers). This new solution will enable Ybrant and its publishers to increase their profitability and to get higher results.

#### **Conference Call Details:**

Lycos will host a conference call on 30<sup>th</sup> of October, 2014, at 2.00pm 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>

#### **About Lycos:**

Lycos is one of the original and most widely known Internet brands in the world, evolving from one of the first search engines on the web, into a comprehensive digital media destination for consumers across the world.

Lycos has been a pioneer in intelligent spidering search technology, combining its proprietary technology with other best in class services to provide a simple yet a powerful internet experience to its users and clients.

Times change, and Lycos has changed with them, evolving into digital media power house with two major divisions.

Lycos Media, is a network of easy-to-use community and social sites. Lycos's award-winning products and services include tools for blogging, web publishing and hosting, online games, e-mail, and search. The Lycos Network of sites and services include Lycos.com, Tripod, Angelfire, HotBot, Gamesville, WhoWhere, and Lycos Mail. Integrated, these sites help in bringing people together to interact, conduct commerce, have fun, and experience the best the Internet has to offer, is in our DNA. We offer 40 Local Sites in 120 Languages with a community spanning across 177 Countries.

Ybrant Digital, services businesses, agencies, and online publishers worldwide in meeting their Digital marketing needs. Our clients include leading blue chip advertisers including

MTV, Samsung, Viacom, Maruti Suzuki, Airtel, Sony, Coco Cola, Star India, Vodafone, Samsung Electronics, Lenovo, ING, British Airways, Qatar Airways, Titan, Unilever, P&G, Hyundai Motors, ICICI Bank, LIC, and ITC. We partner with top global publishers such as Facebook, Twitter, LinkedIn, MSN and Yahoo! besides proprietary media such as Lycos, Gamesville, getMedia in Latin America and several travel websites in Australia. We serve between 35 to 40 billion impressions every month across the Web.

Lycos employs over 500 people working out of 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.

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

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### **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.