



**FIRST QUARTER FY 2015 – 2016
BUSINESS & FINANCIAL
INVESTOR UPDATE**

DISCLAIMER

Certain Statements in this release reflecting our future growth prospects are forward – looking statements which involve a number of risks and uncertainties that could cause result to differ materially from those in such forwarding looking statements. The risks and uncertainties relating to these statements include but are not limited to risks and uncertainties with respect to fluctuation in earnings, our ability to manage growth, intense competition in online advertising including these factors which may affect our cost advantage, cost of resources and introduction of regulations that might impact the prospects, our ability to successfully complete the planned projects, general economic conditions affecting our industry. The company does not undertake to update any forward looking statements that may be made from time to time by or on behalf of the company.

FINANCIAL HIGHLIGHTS

- Revenue for Q1 FY2015-16 was Rs.498.64 Crores, an increase of 12.08% Q-o-Q and 9.29% Y-o-Y.
- EBIDTA for Q1 FY2015-16 was Rs.154.15 Crores, an increase of 5.8% Q- o-Q and 13.17% Y-o-Y.
- PAT for Q1 FY2015-16 was Rs.90.69 Crores, an increase of 17.27% Q-o-Q and 8.56% Y-o-Y.
- Revenue from Digital Marketing Segment for Q1 FY2015-16 was Rs.388.71 Crores, an increase of 23.33% Q-o-Q and 13.95% Y-o-Y.
- PBT from Digital Marketing Segment for Q1 FY2015- 16 was Rs. 145.7 Crores, a decrease of 1.47% Q-o-Q and an increase of 21.6% Y-o-Y.
- Q1 consolidated earnings per share (EPS) of Rs 1.90.

FINANCIAL HIGHLIGHTS

In INR Lakhs

Particulars	3 Months ended 30th June 2015	3 Months ended 31st March 2015	3 Months ended 30th June 2014	Year Ended 31st March 2015
	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
Income from Operations				
Total Income from Operations(net)	49,863.62	44,488.28	45,626.27	1,95,700.36
Expenditure				
Cost of Goods/Services	28,385.05	21,558.31	26,749.52	1,10,656.86
Employee benefit expenses	3,021.50	2,686.01	2,186.57	9,942.13
Depreciation & Amortization Expense	960.58	1,466.10	775.18	4,137.70
Other expenses	3,346.57	6,683.44	3,182.68	17,929.34
Total Expenses	35,713.70	32,393.86	32,893.95	1,42,666.03
Earnings Before other income finance cost Interest and Exceptional Items	14,149.92	12,094.42	12,732.32	53,034.33
Other Income	304.91	1,010.37	113.42	1,416.96
Earnings before Finance Costs and Exceptional Items	14,454.83	13,104.79	12,845.74	54,451.29
Finance Costs	394.80	295.28	575.94	2,252.30
Profit (+)/Loss(-) from Ordinary Activities before tax	14,060.03	12,809.51	12,269.80	52,198.99
Tax Expense (Included Deferred Tax)	4,991.24	5,076.01	3,915.91	17,977.22
Net Profit (+) /Loss(-) for the period	9,068.79	7,733.50	8,353.89	34,221.77

BUSINESS HIGHLIGHTS

LYCOS Advertising

- Media Buying (Publishers): Leading global publishers from various verticals such as entertainment, life-style, gaming, news, travel and more were added.
- Video Advertising: New RTB integration with one of the leading demand partners in US and partnership with Google were added for our video solutions.
- Mobile video advertising witnessed new partners.
- We also sponsored the 'BrightRoll summit' that took place in New York during April and participated in 'Ad-tech San Francisco' in order to meet new customers and to capitalize on new opportunities. Technology.
- Business Intelligence: Platforms enabled by integration of first party data to online campaigns to optimize several video players were added.
- Media Buying operation: New enhanced solution to understand, evaluate and improve their performance on a daily basis was introduced.

- Auto-tools development: New auto tools, enabling advanced abilities were introduced for managing multiple publishers and advertisers with an added advantage of bid optimization which automatically finds the optimal bid in different demand side platforms.
- Compass: This quarter's investments on our in-house tool were focused on the deployment of the new Real Time Bidding technology as part of Compass Version 5.

LYCOS MEDIA

- Improving on enhanced search advertising and the increase in revenue has been noteworthy from last quarter.

LYCOS LIFE

- The new division focused on consumer internet products (IoT) was launched in June 2015.
- LYCOS launched its IoT-enabled suite of products under the LYCOS Life label – The Band and the Ring along with an Android-based App.
- In July, LYCOS announced its LYCOS Life Band compatible to iOS devices with advanced fitness features. The LYCOS Life activity tracker allows users to easily monitor steps, calories burned, speed and heart rate. LYCOS Life helps users meet goals and its reminders motivate them to get up and get moving.



THE RING

- Tap the ring to your phone to unlock the phone and apps instantly
- Personal Security Manager and advanced options for mobile device security
- Wireless Tap to Transfer Function (T2T)
- Unlocks phone with no password, just a Tap of the ring
- Instantly and wireless read/write to the ring with
- Tap 2 Transfer from your ring to your friends: Addresses, Websites, Apps, Phone Numbers, vCard and many more.
- App pairing with advanced capabilities for Android users

THE BAND

The adjustable Life Band fits comfortably on any size wrist. The interactive smart band impacts a range of facets in your everyday life.

- Personal Security Manager and advanced options for mobile device security
- Wireless Tap to Transfer Function (T2T)
- Unlocks phone with no password, just a Tap of the band
- Advanced Fitness Monitor
- Pedometer and calorie counter are utilized to help you reach your Life fitness goals
- EKG/ECG Live Readout to monitor health
- Monitor the quality and duration of your sleep with Automatic Sleep Tracking
- 10-14 day battery life depending on usage; 31 days memory
- Bluetooth BLE 4.0



- LYCOS LIFE products are sold on Amazon.in
- We have received positive response from the users

3 of 3 people found the following review helpful

★★★★☆ **Awesome product to manage ones health and timings**

By [Bhaskar](#) on 12 July 2015

Awesome product to manage ones health and timings..The only problem with the tap2tfr functionality... sometimes...it is little slow....other than the performance...rest seems ok....still trying all the features....starting hickups....

A nice product....hope in futures the speed factor would be addressed also add more features...

Was this review helpful to you?

2 of 2 people found the following review helpful

★★★★★ **Great Band with great Added features**

By [Danson](#) on 14 July 2015

Great Band with great Added features.Value for Money, compared to other bands which provide only limited Features. The App too is very user friendly and helps you to manage your Passwords and your credit card data as well.. WAY TO GO!!!LYCOS!

Was this review helpful to you?

1 of 1 people found the following review helpful

★★★★★ **Superb Quality Life Bands from Lycos!**

By [Murali Kaimal](#) on 11 July 2015

Lycos Life has recently brought out Life Band and I feel it supercedes all the existing life bands of Xiaomi or Fitbit make in terms of its performance, operation swiftness and accuracy of its readings. Great performance indeed!

Was this review helpful to you?

★★★★★ **Worth a buy !**

By [Ankur](#) on 11 July 2015

Awesome band with lots of features. Used fitbit band earlier, lycos band is far better than fitbit.

Thanx Lycos :)

Was this review helpful to you?



Thank You

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