

onmobile

Investor presentation

May 2019

onmobile

Cautionary statement

This presentation may contain statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to OnMobile Global Limited’s (OnMobile Global or the Company) future business developments and economic performance.

While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

OnMobile Global undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.

Agenda

- History and milestones
- Product portfolio
- Strategy FY19
- Financials Q4 FY19 and FY19

A woman with short brown hair, wearing a blue textured jacket and a beaded necklace, is smiling and looking at her smartphone. The background is blurred, showing green foliage on the left and a dark structure on the right. The entire image has a dark blue overlay.

onmobile

**The Global Leader in
Mobile Entertainment**

Global presence

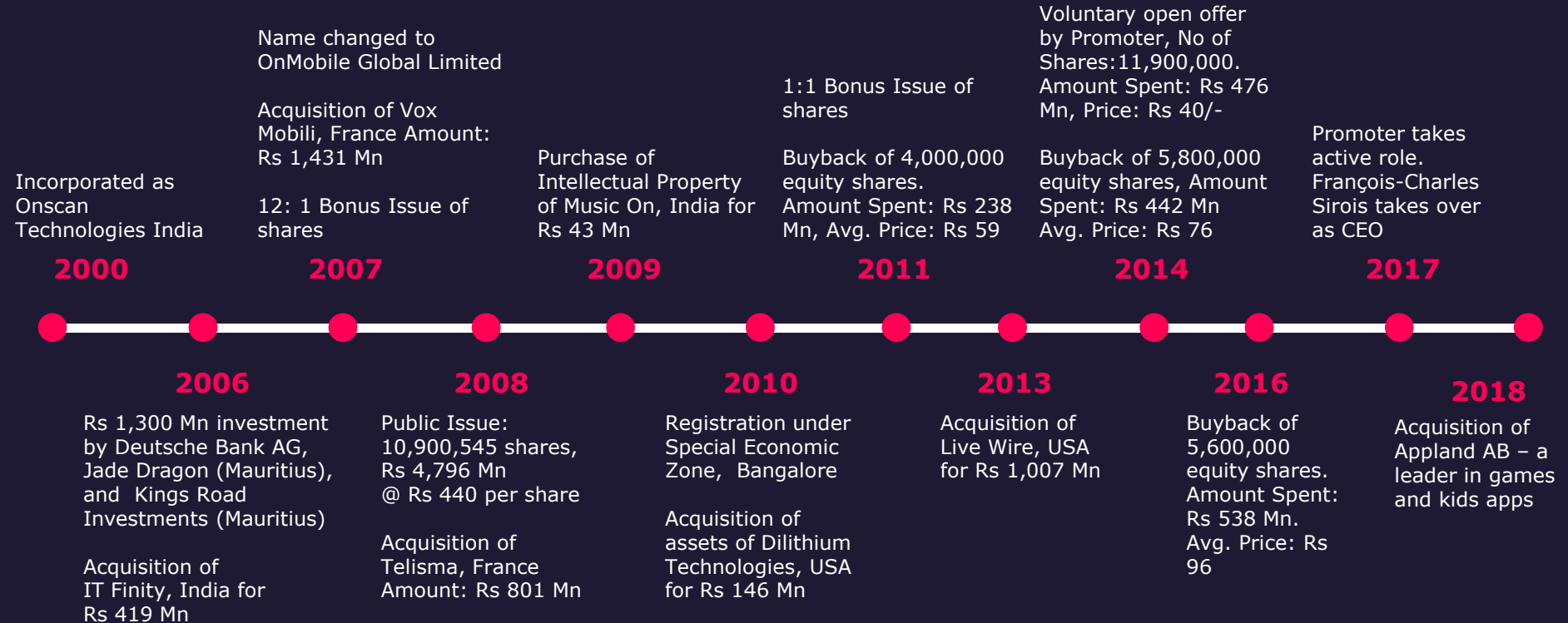
74+
COUNTRIES

113+
OPERATORS

1.5 Bn
MARKET REACH



History and milestones



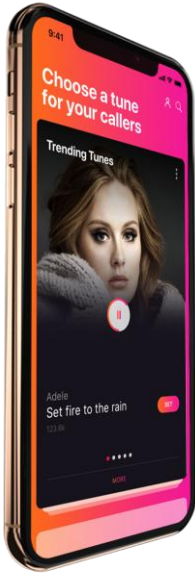
Investor Highlights

- Global Reach
- Dominating market share in Tones business
- Investment in growth products
- Emerging turnaround story
- Solid cash position
- Healthy cash flow from operations
- Debt free
- High dividend yield

Product portfolio



Suite of products



OMMO
tones



OMMO
games



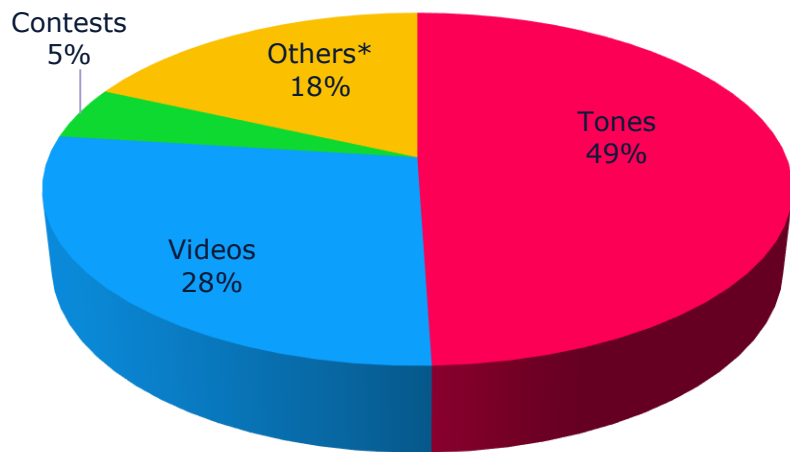
OMMO
videos



OMMO
contests

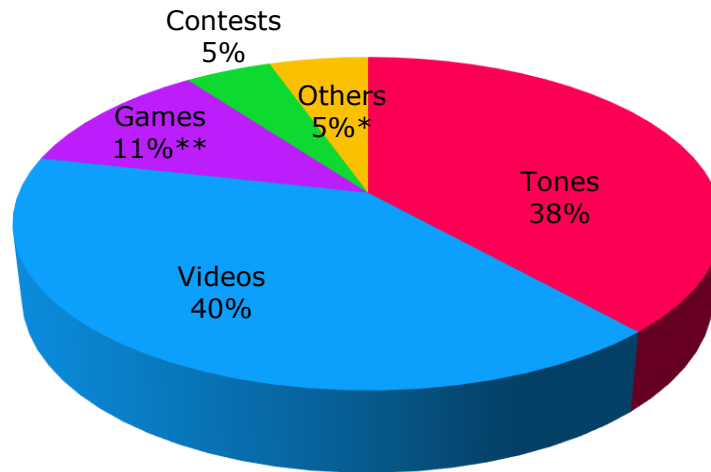
Revenue by products

FY'15



■ Tones ■ Videos ■ Contests ■ Others*

FY'19



■ Tones ■ Videos ■ Games ■ Contest ■ Others

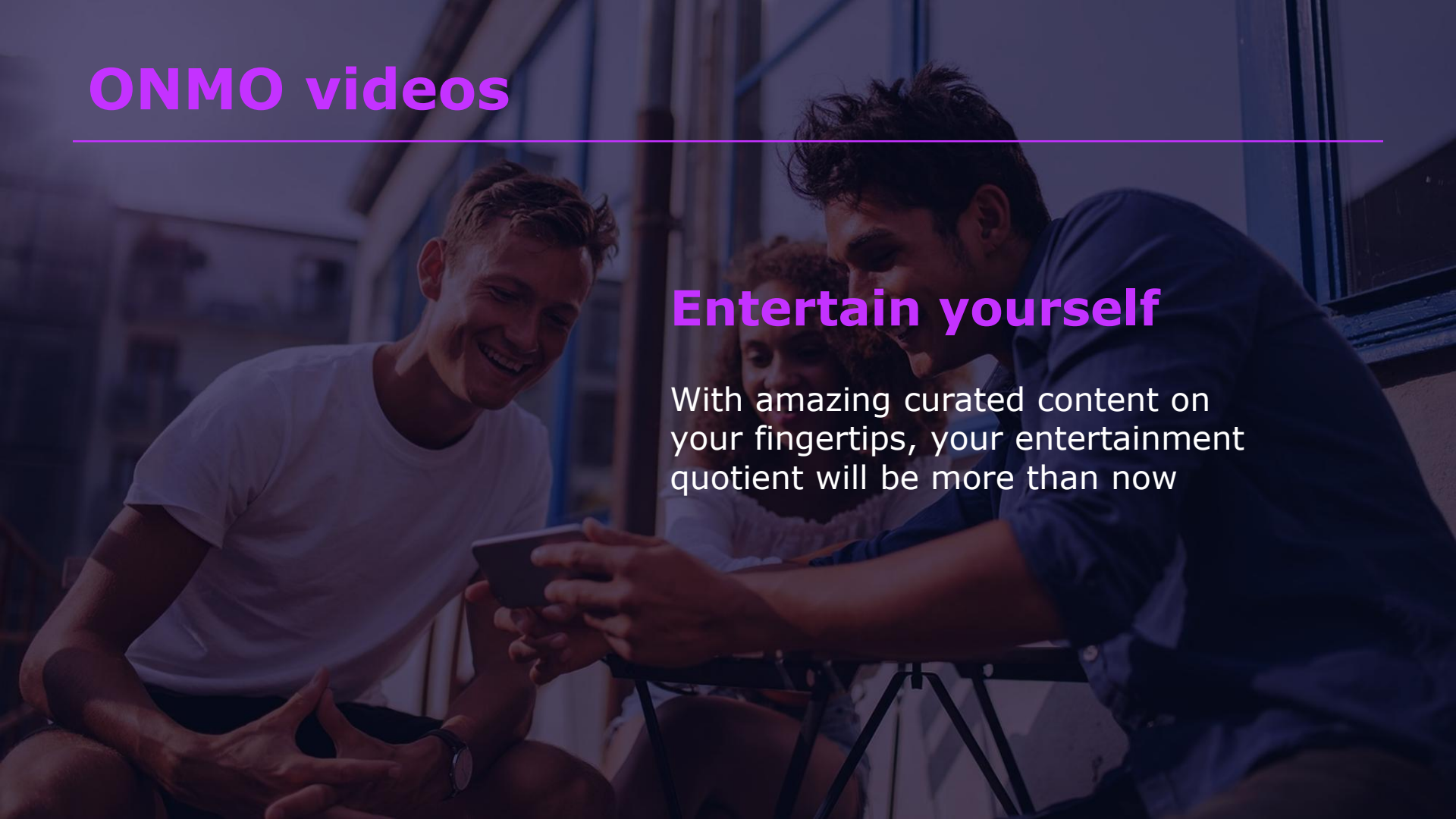
Strategy FY19

- **Grow Videos**
- **Launch & Expand Games**
- **Stabilize Tones**
- **Digitize Contests**
- **Beyond Operator Wallet**

ONMO videos

Entertain yourself

With amazing curated content on your fingertips, your entertainment quotient will be more than now



Grow Videos

Europe

- Introduced two new verticals 'Beauty and Health' and 'Freetime' under the Emocion banner for a major operator in Spain
- New project for Kids in Vodafone Spain – Launched in April'19
- Launched sport editorial portal in Italy, product launch planned in Q2 FY20

Latin America

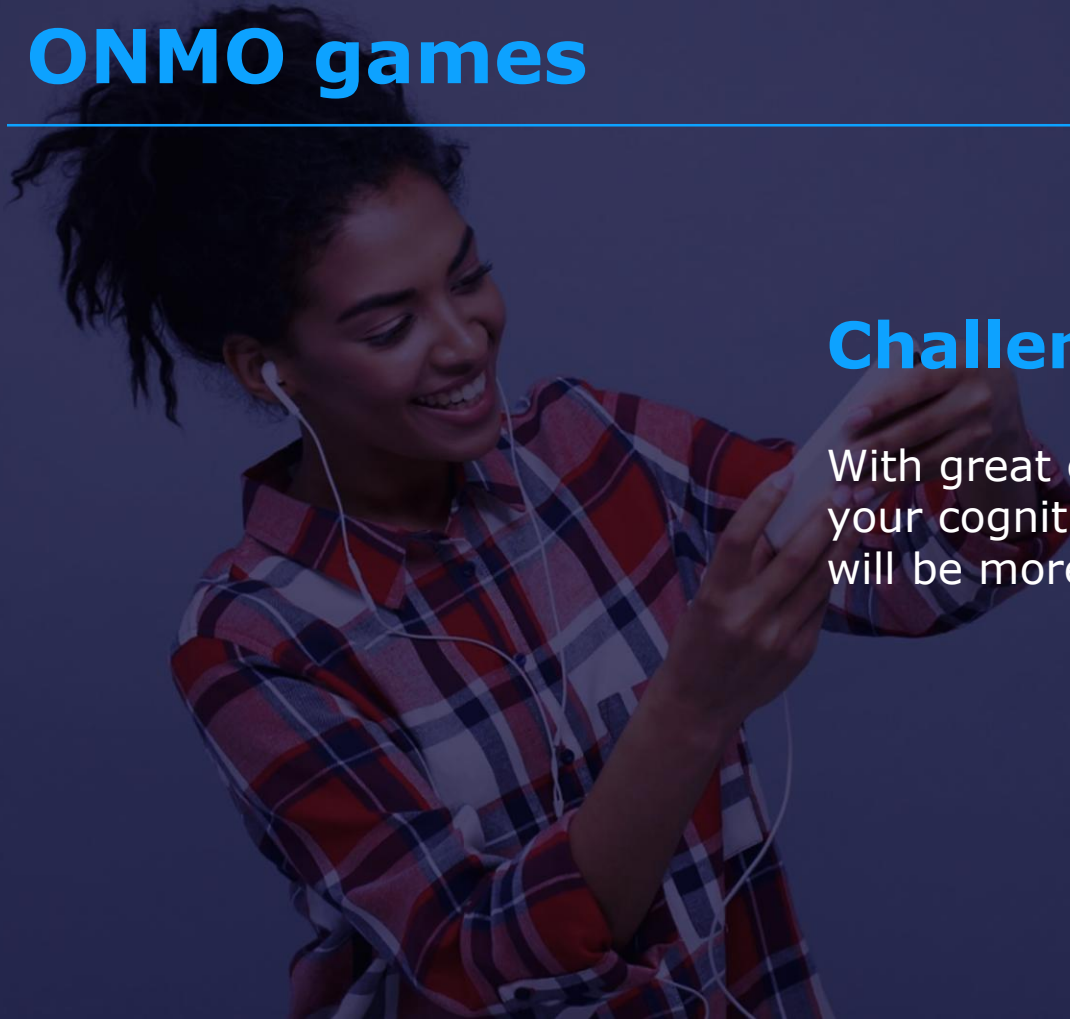
- Won a deal for Kids in Mexico, product launch planned for in Q2 FY20
- Won a deal for managing operator digital entertainment store in Mexico, launch planned for in Q2 FY20



ONMO games

Challenge yourself

With great games to challenge your cognitive abilities, your zeal will be more than now



Launch & expand Games

Europe

- Games for leading operator in Spain crossed 22,000 subscribers
- Introduced HTML5 games
- Won a deal for Games in Greece, product launch planned for in Q2 FY20
- Won a deal for Games in Italy, product launch planned for in Q2 FY20

India

- Games product launched with a leading India operator

Latin America

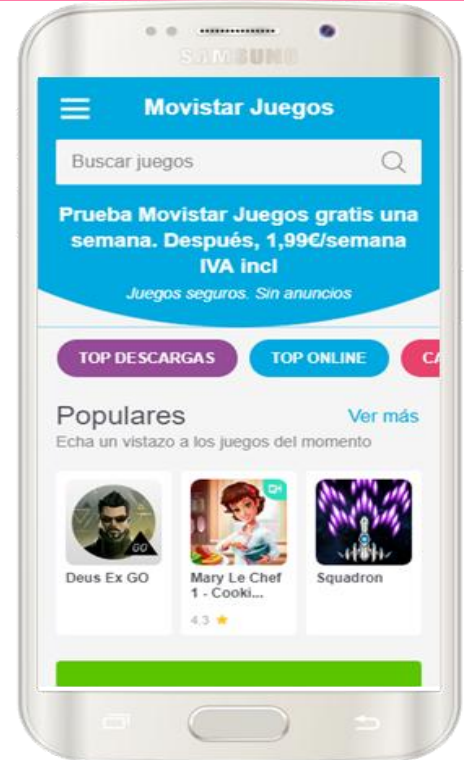
- Launch of Games in Brazil and Mexico planned for in June 19

Middle East and Africa

- Games product launched with a leading operator in Kenya
- Projects under deployment in Ghana and Oman, expected to go live in Jun 19

Appland

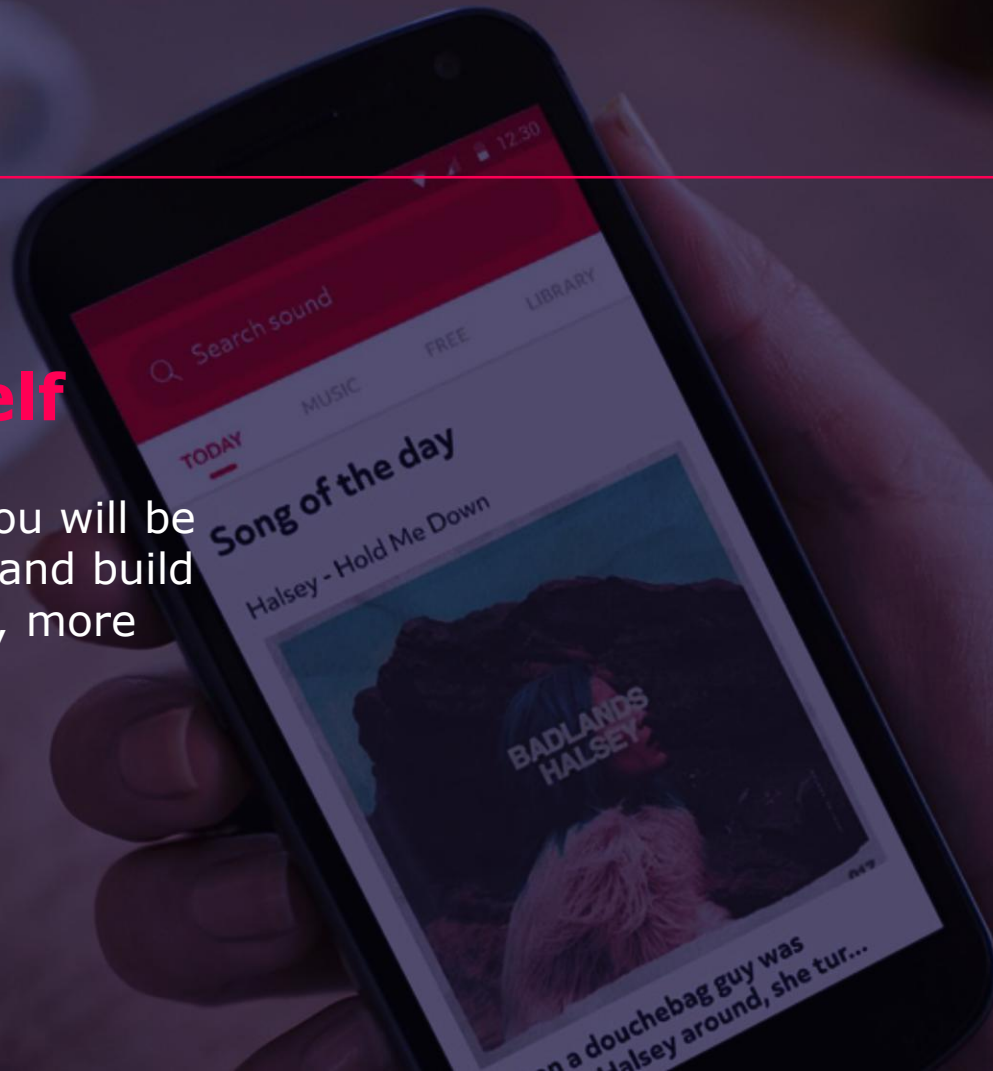
- Launched 7 new subscription clubs this quarter
- Live with 2 new operators this quarter in Myanmar & Iraq



ONMO tones

Express yourself

With our ONMO tones, you will be able to express yourself and build meaningful relationships, more than now



Stabilize Tones

Asia

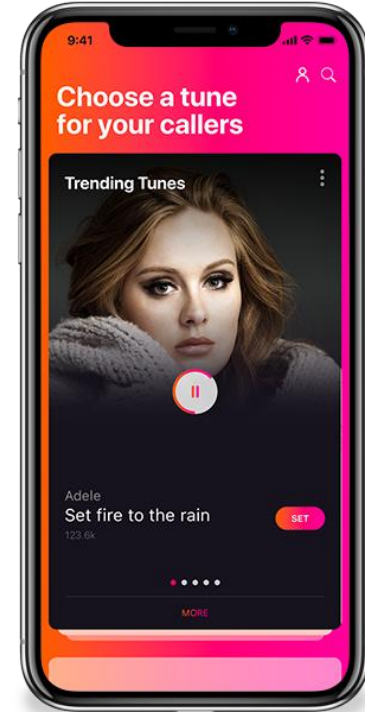
- RBT app crossed 8 million installs in India generating higher ARPUs

Europe

- Launched re-branded RBT service Tonos De Espara with new app for a leading telco in Spain
- Launched a new RBT app version for another telco in Spain

MEA

- Launched RBT service & RBT digital storefronts with a leading operator in Bahrain
- RBT master services agreement signed with a large telco player in Middle East - opportunity to expand RBT services across various countries in the region



ONMO contests

Reward yourself

With grand prizes to win from our impressive trivia based quizzes, your enthusiasm will be more than now



Digitize Contests

Asia

- Launched voting option for major app in India
- Signed contract to run contest services app for a large OEM in India

MEA

- Contest product launched in Middle East experiencing good traction
- 6 Audis prizes to winners of “World of Prizes” concluded contests in Qatar



A low-angle, upward-looking shot of several modern skyscrapers with glass facades, reaching towards a bright blue sky with scattered white clouds. The perspective creates a sense of height and scale. The buildings are arranged in a circular pattern around the center of the frame.

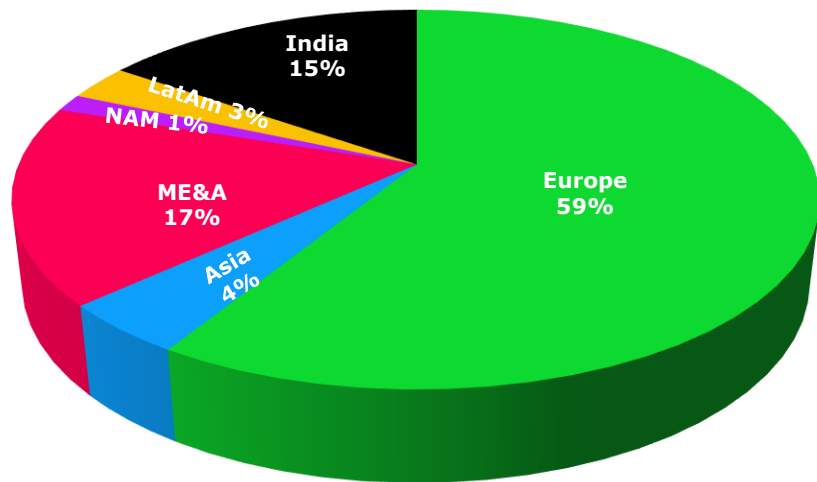
Financials

Q4 FY2019 Key Highlights

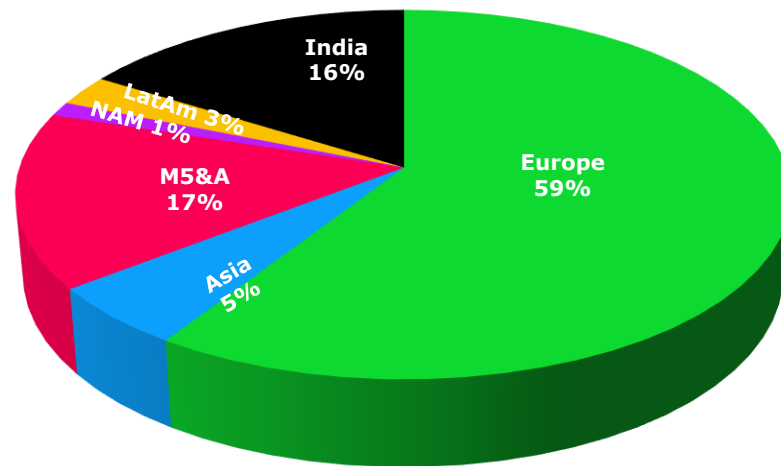
- Growth in EBITDA Q-o-Q: 23%
- Growth in Operating Profit Q-o-Q: 191%
- Cash from Operations: INR 91 Mn
- Reduction in Manpower (Q-o-Q): from 812 to 797
- Highest ever EPS of INR 1.79 over last 5 years
- Dividend of 15% recommended by Board in line with dividend policy

Total revenue by geography (Q-o-Q)

Q3 FY 19



Q4 FY 19

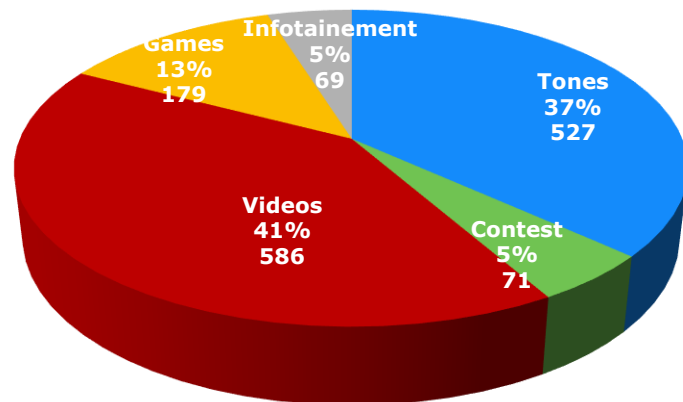
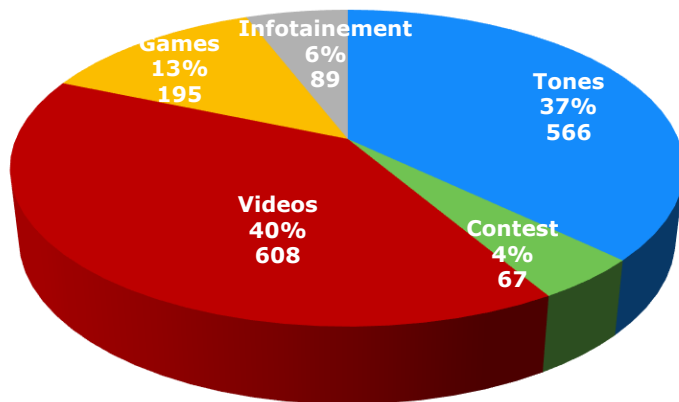


Revenue by products (Q-o-Q)

Q3 FY 19

Q4 FY 19

INR Mn



P&L Q4 FY2019

P&L(INR Mn)	Q4 FY19	Q3 FY19	% Growth
Net Revenue	1,433	1,525	-6%
Content	589	638	-8%
Other COGS	74	66	11%
Gross Profit	771	822	-6%
Margin (%)	53.8%	53.9%	
Manpower Cost	399	437	-9%
Severance cost	11	8	43%
Marketing Cost	84	111	-24%
Other Opex	192	197	-3%
EBITDA	84	69	23%
Margin (%)	6%	5%	
Depreciation	58	60	-3%
Operating Profit	27	9	191%
Margin (%)	2%	1%	
Other Income	36	33	7%
Exchange gain (Loss)	(17)	(48)	nm
Profit before Tax	45	(6)	nm
Tax	23	22	4%
Profit After Tax	22	(28)	nm
Margin (%)	2%	(2%)	

P&L FY2019

P&L(INR Mn)	FY19*	FY18	% Growth
Net Revenue	5,939	6,356	-7%
Content	2,442	2,443	0%
Other COGS	277	365	-24%
Gross Profit	3,220	3,548	-9%
Margin (%)	54.2%	55.8%	
Manpower Cost	1,709	1,858	-8%
Severance cost	62	32	93%
Marketing Cost	338	223	51%
Other Opex	754	750	1%
EBITDA	358	685	-48%
Margin (%)	6%	11%	
Depreciation	272	479	-43%
Operating Profit	86	206	-58%
Margin (%)	1%	3%	
Other Income	96	86	12%
Exchange gain (Loss)	131	(14)	nm
Profit before Tax	313	277	13%
Tax	124	164	-24%
Profit After Tax	189	114	66%
Margin (%)	3%	2%	

*Includes Appland for six months

Cash position

INR Mn	Jun 30, 2017	Sept 30, 2017	Dec 31, 2017	Mar 30, 2018	June 30, 2018	Sept 30, 2018	Dec 31, 2018	Mar 31, 2019
Gross Cash	2,866	2,782	2,843	3,052	3,169	3,486	2,672	2,723
Less: Total Debt	-	-	-	-	-	-	-	-
Net Cash	2,866	2,782	2,843	3,052	3,169	3,486	2,672	2,723

Cash flow

INR Mn

Particulars	Q1 FY'19	Q2 FY'19	Q3 FY'19	Q4 FY'19
EBIDTA	107	97	69	84
- Operating non cash items	35	31	23	(6)
Operating profit before working capital changes	142	128	92	78
Working Capital Changes:				
(Increase)/ Decrease in Trade Receivables	(61)	(40)	34	64
Increase/ (Decrease) in Trade Payables	10	230	(152)	135
(Increase)/ Decrease in Other assets	8	11	(55)	(169)
Increase/ (Decrease) in Other Liabilities	24	(51)	12	(17)
Cash generated from operations	123	278	(68)	91
Taxes (Paid)/Refund	(78)	(45)	(96)	(55)
(Purchase)/ Sale of fixed assets	(19)	(12)	(15)	(15)
Acquisition of Appland	-	-	(415)	-
Dividend/Interest income/ Capital Appreciation	22	30	38	34
Cash generated during the period	48	250	(556)	55
Sale of Mumbai Property	62	-	-	-
Other Financing activities				
- Finance cost	(0.43)	(0)	(0.33)	-
- Dividend Paid	-	-	(191)	-
- Others	0.20	4	-	-
Fx Impact on Cash balances	8	63	(67)	(5)
Net increase/(decrease) in cash/cash equivalents	118	317	(814)	50
Opening Cash balance	3,052	3,169	3,486	2,672
Closing Cash balance	3,169	3,486	2,672	2,723

Balance sheet

INR Mn	As at Mar 31, 2019	As at Dec 31, 2018
Shareholders' Funds	5,658	5,670
Non-Current Liabilities	39	52
Trade Payables	2,117	2,034
Current Liabilities	912	901
Total Liabilities	8,726	8,658
Fixed Assets	1,200	1,290
Financial Assets	65	64
Deferred Tax Assets (Net)	522	485
Non-Current Assets	1,432	1,369
Cash and Cash Equivalents	2,723	2,672
Trade Receivables	1,651	1,739
Other Current Assets	1,132	1,038
Total Assets	8,726	8,658

Dividend & buyback

(INR Mn)	March 15	March 16	March 17	March 18	March 19
Dividend Payout (Incl. Tax)	197	195	188	190	191
Dividend %	15%	15%	15%	15%	15%
Buyback (shares in Mn)	5.8	-	5.6	-	-
Buyback amount utilized	442	-	538	-	-

Dividend Policy : 75% Dividend payout or 15% Dividend, whichever is higher

Equity Snapshot

Particulars	Details
Script code (on NSE)	ONMOBILE
Share Price (INR)*	42
Shares outstanding (in Mn)**	105
Market Capitalization (INR Mn)**	4,410
Net Debt***	0
Cash and Cash equivalents (INR Mn)**	2,723

Notes:

*Closing share price as on 29th March, 2019.

** Shares outstanding, Market Cap, Cash and cash equivalents as on 31st March, 2019

*** Net Debt as on 31st March, 2019

For any queries mail us at:

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