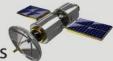
# Captive audience, customized content & audited displays

are attracting a growing number of in-cinema advertisers wishing for better recall amongst audiences







India's largest digital cinema distribution network and in-cinema advertising platform\*



<sup>\*</sup> in terms of number of screens.

## Safe Harbour



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## **UFO Moviez at a Glance**



### India's Largest Digital Cinema Network and In-Cinema Advertising Platform

Indian Film Industry's Largest Content Distribution Highway

India's Largest In-cinema
High Impact Advertising Platform

4,984\*
Digital Screens in India

~2.15 million
Seating capacity per show

Digitally Delivered ~422 Movies for ~1,206 Distributors in Q3FY16

Across 1,912 Locations 3,726
In Cinema Advertising Screens

with an average weekly seating capacity of ~50 million

~1,076 Advertisers in Q3FY16

Across 1,898 Locations

Data as on December 31, 2015

<sup>\*</sup> Nepal forms a part of the Indian Film Territory, hence the # of digital screens includes 108 screens in Nepal

## **UFO's Innovative Solution for Analog Cinema Market**



# Analog Cinema Era beset with Issues...





- × Staggered release
- × Poor distribution
- × Piracy leakage
- **X** Lower box office collections
- X Damaged reels

#### ... UFO's Innovative Solution

Satellite Delivery of Cinema

#### **Satellite**



Pan India movie release through satellite transfer



**Exhibitor** 

- √ Low cost
- ✓ Immediate
- √ Flexible

'Solution provider', not 'Product provider'

#### Solution



End to end technology solution to accelerate uptake



**Exhibitor** 

- ✓ End to end
- ✓ Reliable
- ✓ Greater monetization

# In-cinema Advertising proposition

#### **Viewers**



## Connect cinema audience with advertisers

Government of India

Johnson & Johnson

Honda Motorcycle

Google

Coca Cola

Vodafone

ICICI Pru Life

**HDFC** Bank

#### **Advertisers**

- ✓ Pan-India reach
- √ Single reliable platform
- ✓ Transparent

## Philosophy – Value Creation Across the Value Chain



Digitization has redefined film economics by enabling pan-India releases on day one and improving viewing experience. Aggregated ad inventory across a fragmented exhibitor base has created a unique ad platform with high effectiveness and reach.

#### **UFO Proposition**

#### Stakeholder Impact

**Exhibitors** 

- Enable digitization of screens
  - Provides installation, investment and maintenance services for digital cinema systems
  - Receive fresh / "first-day first-show" content
  - Access to almost all films released historically
- Effectively monetize ad inventory

- Content variety clubbed with high quality viewing experience
- Higher theatrical revenues given day and date release
- Operational flexibility & simplicity
- Ad revenue upside

**Content Owner** / Distributor

- Pan-India release
- Fully secure, encrypted signal
- Pay per show model
- Low cost distribution even for under-served smaller markets
- Increased box office revenues.
- Reduced piracy
- Reduced distribution costs

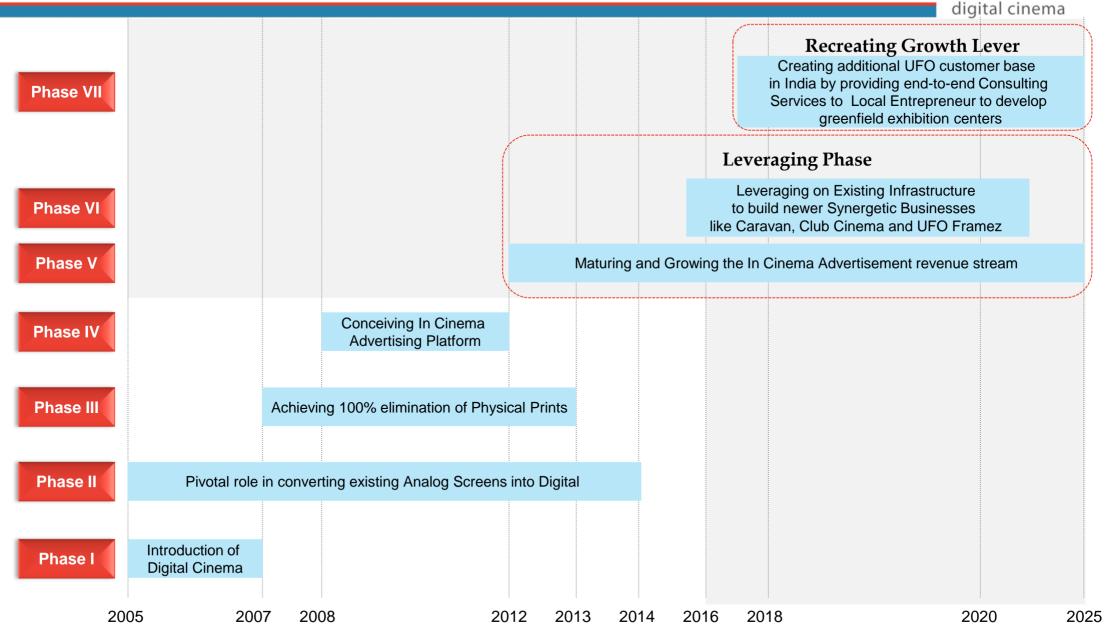
**Advertisers** 

- Aggregate ad inventory in 3,726 screens (including 336 D-Cinema screens); seating capacity of ~1.78 million viewers per show across India as on December 31, 2015
- Centralized scheduling
- Flexible and customizable ad platform

- Growing usage by advertisers
  - Targeted advertising
  - High impact medium
  - Transparency
  - Multi-language flexibility

## **Our Vision**





## **Shareholder Value Creation**



Capital Intensity

Initial high capital intensity over; poised to generate higher revenues with lower incremental capex.

Capital Efficiency

Network Effect and Operational Efficiencies lead to increasing RoCE.

Capital Allocation

Intent to grow only in synergistic businesses with low content risk.

Capital Distribution

Intent to distribute ≥ 25% of PAT, starting FY16.

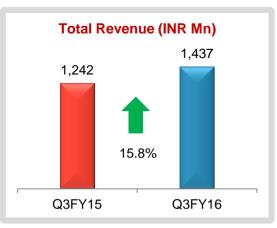


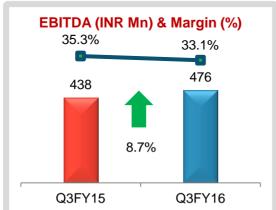
# **Financial and Operating Highlights**

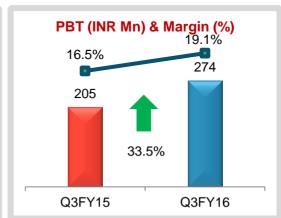
## Financial Highlights – Q3FY16

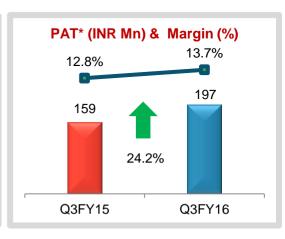


### Core Business Q3FY16 (Consolidated, excluding VDSPL)

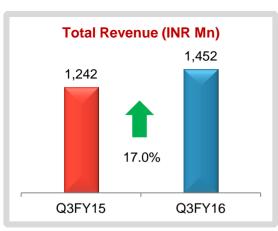


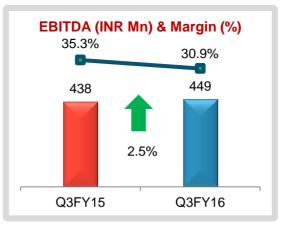




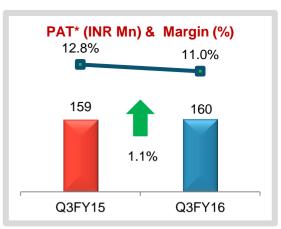


#### **Consolidated Q3FY16**







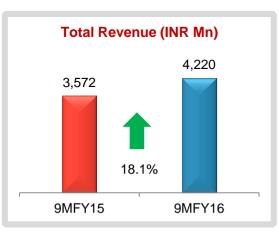


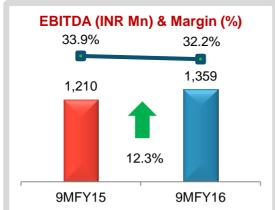
\*PAT after Minority Interest Core Business excludes VDSPL (Caravan Talkies and Club Cinema)

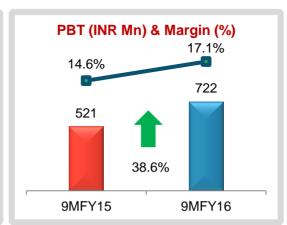
## Financial Highlights – 9MFY16

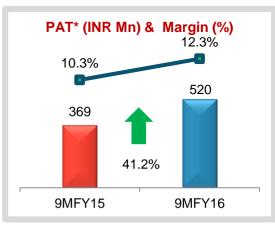


#### Core Business 9MFY16 (Consolidated, excluding VDSPL)

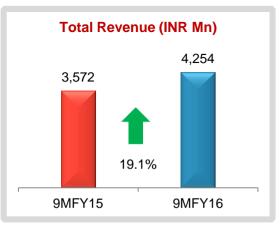




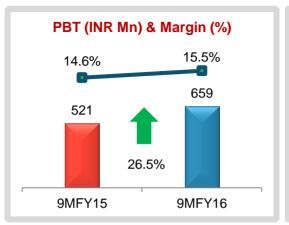


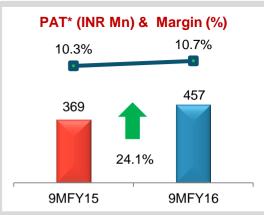


#### **Consolidated 9MFY16**









\*PAT after Minority Interest Core Business excludes VDSPL (Caravan Talkies and Club Cinema)

# **Driving Wide Spread Release of Movies on UFO Network**



#### **Top 10 Hindi**

Release Date	Movie	# of Screens
13-Nov	PREM RATAN DHAN PAYO	2,924
18-Dec	DILWALE	2,817
18-Dec	BAJIRAO MASTANI	2,473
2-Oct	SINGH IS BLIING	2,351
4-Dec	HATE STORY 3	2,178
23-Oct	SHAANDAAR	2,051
27-Nov	TAMASHA	2,019
16-Oct	PYAAR KA PUNCHNAMA 2	1,721
9-Oct	JAZBAA	1,678
9-Oct	RUDHRAMADEVI	1,233

#### **Top 10 Tamil**

Release Date	Movie	# of Screens
2-Oct	PULI	742
13-Nov	VEDALAM	404
23-Oct	10 ENDRADHUKKULLA	348
13-Nov	THOONGAAVANAM	298
18-Dec	THANGAMAGAN	244
23-Oct	NAANUM ROWDYDHAAN	209
25-Dec	PASANGA 2	204
11-Dec	EETTI	197
27-Nov	INJI IDUPPAZHAGI	166
25-Dec	BHOOLOHAM	149

#### **Top 10 Telugu**

Release Date	Movie	# of Screens
16-Oct	BRUCE LEE - THE FIGHTER	867
11-Dec	BENGAL TIGER	739
13-Nov	AKHIL - THE POWER OF JUA	601
9-Oct	RUDHRAMADEVI	541
18-Dec	LOFAR	412
25-Dec	SOWKHYAM	386
20-Nov	KUMARI 21 F	368
23-Oct	KANCHE	310
23-Oct	RAAJU GARI GADHI	301
2-Oct	SHIVAM	294

#### Top 10 Marathi

Release Date	Movie	# of Screens
13-Nov	KATYAR KALJAT GHUSLI	413
13-Nov	MUMBAI PUNE MUMBAI 2 LAGNALA YAYCHACH	413
2-Oct	DAAGADI CHAWL	376
27-Nov	URFI	340
11-Dec	CARRY ON DESHPANDE	190
23-Oct	KHWADA	189
6-Nov	VEERAT VEER MARATHA	164
9-Oct	BIKERS ADDA	143
30-Oct	BEDARDI	127
16-Oct	CITIZEN	119

# of screens reflects the # of screens the movie released on UFO network across the lifetime of the Movie

Continued...

# **Driving Wide Spread Release of Movies on UFO Network**



#### **Top 10 Gujarati**

Release Date	Movie	# of Screens
20-Nov	CHHELLO DIVAS A NEW BEGINNING	259
13-Nov	AVTAR DHARINE AAVU CHHU	83
25-Dec	BEWAFA SAJAN	47
2-Oct	THE LADY DABANG	42
23-Oct	TARO SUR MARA GEET	24
23-Oct	DHARTI PARNA KHEL	16
2-Oct	MUSAFIR CHHU YAARO	13
16-Oct	JAWANI DIWANI	6
23-Oct	THANK YOU JIGA	5
30-Oct	ODHANI ODHILE GORI MARA NAAMNI	5

#### **Top 10 Malyalam**

Release Date	Movie	# of Screens
16-Oct	AMAR AKBAR ANTHONY	207
23-Oct	KANAL	160
13-Nov	ANARKALI	155
25-Dec	CHARLIE	155
9-Oct	PATHEMARI	148
20-Nov	RAJAMMA @ YAHOO	122
6-Nov	SALT MANGO TREE	96
20-Nov	SU SU SUDHI VATHMEEKAM	94
9-Oct	RUDRAMADEVI	88
25-Dec	ADI KAPPYARE KOOTTAMANI	79

#### **Top 10 Kannada**

Release Date	Movie	# of Screens
2-Oct	AIRAAVATHA	229
25-Dec	MASTER PIECE	209
4-Dec	RATHAAVARA	168
13-Nov	RAM LEELA	143
30-Oct	MUMTAZ	129
27-Nov	1ST RANK RAJU	117
27-Nov	ROCKET	112
6-Nov	VAMSHODHARAKA	105
30-Oct	BETHANAGERE	105
23-Oct	GANGA	89

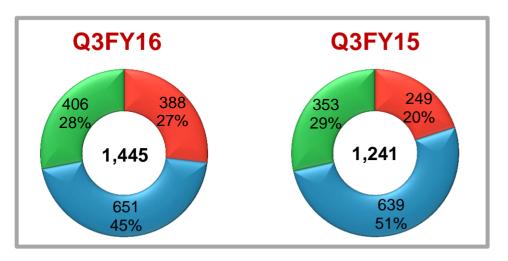
#### Top 10 Bhojpuri

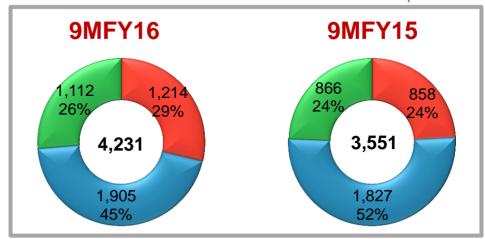
Release Date	Movie	# of Screens
16-Oct	GHULAMI	207
20-Nov	KHAKI WARDIWALA	110
16-Oct	MUQABLA	98
20-Nov	LAAGI TOHSE LAGAN	60
27-Nov	BARSAAT	42
11-Dec	TERE ISHQ ME HO GAYA MAIN ISHQBAAZ	26
27-Nov	BAHURANI	18
25-Dec	SAAJAN KI BAHON ME	14
4-Dec	KAAT KE RAKHDEB	11
30-Oct	BALAM RASIYA	10

# of screens reflects the # of screens the movie released on UFO network across the lifetime of the Movie

## **Consolidated Revenue Mix**









**Exhibitors Revenue** 



Distributor Revenue



QMEV16

Advertisement Revenue

Growth

(INR Million)	Q3FY16	Q3FY15	Growth
Advertisement revenue	406	353	14.8%
Virtual Print Fees - E-Cinema	256	237	7.9%
Virtual Print Fees - D-Cinema	381	384	-0.8%
Lease rental income - E-Cinema	100	91	9.5%
Lease rental income - D-Cinema	37	35	6.7%
Other Operating Revenues	66	48	36.6%
Total Sale of Services	1,247	1,150	8.4%
Total Sales of Products	198	91	118.5%

SIMILII	91411111	Growth
1,112	866	28.4%
740	668	10.8%
1,120	1,109	0.9%
292	268	9.2%
118	111	6.0%
157	120	31.2%
3,539	3,142	12.6%
004	440	00.00/
691	410	68.8%
4,231	3,551	19.1%

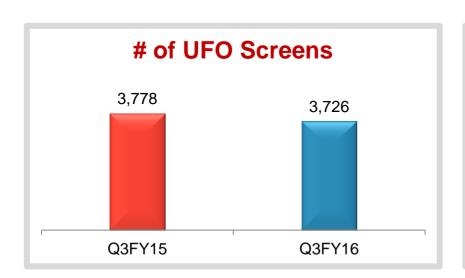
QMEV15



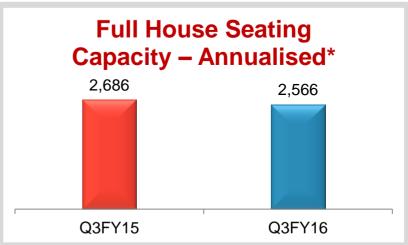
# In Cinema Advertising Performance

## **In Cinema Advertisement Operating Parameter**





#### in Million Seats

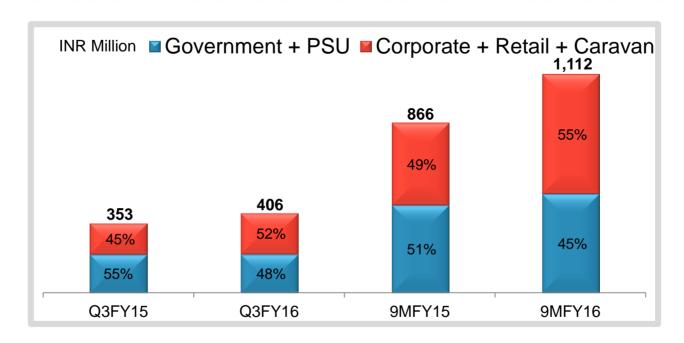


025746	Top 50 Cities		Rest of India	
Q3FY16	Multiplex	Single	Multiplex	Single
# of UFO Screens	369	498	486	2,373
*Full House Seating Capacity – Per Show All Screens	95,660	310,049	135,684	1,240,347
Seating Capacity Per Screen Per Show	259	623	279	523
Full House Seating Capacity Annualised (in Million Seats)	138	446	195	1,786

<sup>\*</sup>Full house seating capacity – Annualised is calculated by multiplying full house seating capacity per show x 4 shows a day x 30 days x 12 months

## **Advertisement Revenue Analysis**





In Cinema Advertisement	Q3FY16	Q3FY15	9MFY16	9MFY15
Ad Revenue / Screen for the period (Avg) (Rs.)	105,976	93,760	288,960	235,067
Average # of minutes sold / show / Ad Screen	4.36	3.97	3.97	3.30
# of In Cinema Advertising Clients	1,076	766	2,182	1,551

Average # of minutes sold / show / Ad Screen is calculated by dividing total # of advertisement minutes sold by average # of Screens with Ad Rights during the period Average # of Advertising Screens = (Sum of # of Opening Advertisement Screens and # of Closing Advertisement Screens) / 2

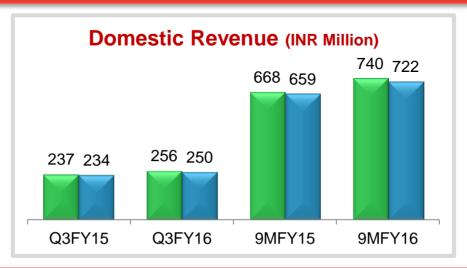


# **Theatrical Revenues**

## Theatrical revenues from Distributors

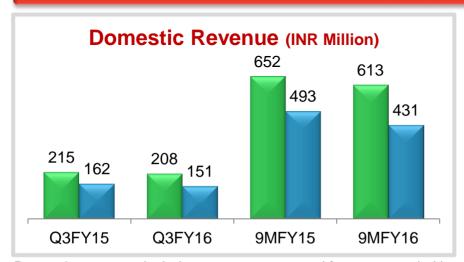


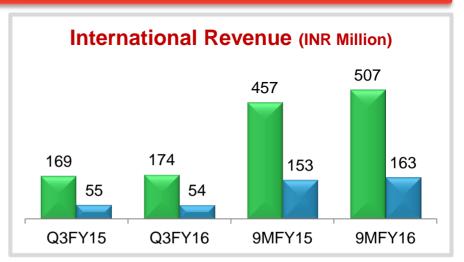






#### D - Cinema - VPF





Domestic revenues include revenues generated from screens in Nepal Net Revenue = Gross Revenue less Revenue Share with the Exhibitors

# **Operating Parameter – VPF Revenue India**



# of Screens	Q3FY16	Q3FY15	9MFY16	9MFY15
E – Cinema	3,531	3,552	3,531	3,552
D – Cinema	1,453	1,465	1,453	1,465
Total	4,984	5,017	4,984	5,017

# of Screens as on December 31, 2015

VPF Revenue / Screen (Average**) (in Rs.)	Q3FY16	Q3FY15	9MFY16	9MFY15
E – Cinema Gross	73,094	66,659	208,806	193,689
E – Cinema Net	71,437	65,789	203,842	191,158
D – Cinema Gross	142,769	147,805	418,237	445,970
D – Cinema Net	103,779	111,391	293,988	337,248

<sup>\*\*</sup>Average # of Screens = (Sum of # of Opening Screens and # of Closing Screens) / 2

# **Operating Parameter – VPF Revenue International**



Number of Screens	Q3FY16	Q3FY15	9MFY16	9MFY15
Total	895	837	895	837

# of Screens as on December 31, 2015

VPF Revenue / Screen (Average**) (in Rs.)	Q3FY16	Q3FY15	9MFY16	9MFY15
D – Cinema Gross	196,276	203,949	585,396	557,180
D – Cinema Net	61,357	66,236	187,648	186,421

Total number of Screens includes Middle East and Israel only

<sup>\*\*</sup>Average # of Screens = (Sum of # of Opening Screens and # of Closing Screens) / 2

# **Progress of Caravan Talkies**



#### Strong growth in number of vans

• Added 67 vans during the period ended December 31, 2015

#### **Caravan revenues gradually gaining momentum**

Revenues during 9MFY16 stood at Rs. 26.1 million

#### **Outlook**

- Expect modest increase in operating losses in Q4
- Caravan Talkies is expected to cash breakeven in H2FY17

Date	# of Caravans	Presence Across
March 31, 2015	24	24 Districts in 3 States
June 30, 2015	30	30 Districts in 4 States
September 30, 2015	69	Non-operational due to monsoons
December 31, 2015	91	91 Districts in 6 States



# **Financial Performance**

## **Consolidated Results**



(INR Million)	Q3FY16	Q3FY15	Growth
Revenue from Operations	1,445	1,241	16.5%
Other Income	7	1	611.4%
Total Revenue	1,452	1,242	17.0%
Total Expenses	1,003	804	24.8%
EBITDA	449	438	2.5%
Depreciation and Amortisation	193	194	-0.4%
EBIT	256	244	4.8%
Finance Cost	32	52	-36.9%
Finance Income	14	13	10.7%
PBT	238	205	15.7%
Tax	84	41	102.4%
PAT	154	164	-6.1%
Profit from Associates	12	6	105.8%
Minority Interest	6	11	-44.8%
PAT, Profit from Associates & Minority Interest	160	159	1.1%
Basic EPS	6.17	6.12	0.8%

9MFY16	9MFY15	Growth
4,231	3,551	19.1%
23	21	13.9%
4,254	3,572	19.1%
2,937	2,362	24.4%
1,317	1,210	8.8%
583	569	2.4%
734	641	14.5%
110	157	-30.2%
35	37	-6.5%
659	521	26.5%
212	127	66.8%
447	394	13.5%
28	12	125.3%
18	37	-53.2%
457	369	24.1%
17.64	13.04	35.3%

# **Consolidated Expenditure Analysis**



Expenses as a % of Total Revenue	Q3FY16	Q3FY15	9MFY16	9MFY15
1) Total Operating Direct Cost	43.2%	37.1%	44.3%	39.2%
Key Operating Direct Cost Components				
i) Advertisement revenue share payment	8.0%	<u>8.3%</u>	<u>8.1%</u>	<u>8.1%</u>
ii) VPF D-Cinema share payment to D-Cinema Exhibitors	<u>12.5%</u>	<u>13.7%</u>	12.8%	<u>13.2%</u>
iii) Purchase of Equipment, Lamps and Spares	<u>11.5%</u>	<u>5.6%</u>	13.6%	9.2%
2) Employee Benefit Expenses	12.1%	12.5%	11.8%	12.1%
3) Other Expenses (SG&A )	13.8%	15.1%	12.9%	14.8%
Total Expenses	69.1%	64.7%	69.0%	66.1%
EBITDA Margin	30.9%	35.3%	31.0%	33.9%

## **Core Business Financial Performance**



## Reconciliation to Core EBITDA (Consolidated, excluding VDSPL)

(INR Million)	Q3FY16	Q3FY15	Growth	9MFY16	9MFY15	Growth
Reported EBITDA	449	438	2.5%	1,317	1,210	8.8%
Margin	30.9%	35.3%		31.0%	33.9%	
Adding VDSPL losses	27	-		42	-	
Core EBITDA	476	438	8.7%	1,359	1,210	12.3%
Margin	33.1%	35.3%		32.2%	33.9%	

### Reconciliation to Core PAT (Consolidated, excluding VDSPL)

(INR Million)	Q3FY16	Q3FY15	Growth	9MFY16	9MFY15	Growth
Reported PAT*	160	159	1.1%	457	369	24.1%
Margin	11.0%	12.8%		10.7%	10.3%	
Adding VDSPL losses	37	-		63	-	
Core PAT*	197	159	24.2%	520	369	41.2%
Margin	13.7%	12.8%		12.3%	10.3%	

# **Shareholding**



(% of Total # of shares)	December 31, 2015
Promoters	28.58%
Foreign Venture Capital Investors	20.06%
FII	8.26%
DII	15.13%
Corporate Bodies	6.82%
Foreign Bodies	11.37%
Others	9.77%
Total # of Shares *	26,184,349

### **Marquee Institutional Investors**

SBI Mutual Fund
Reliance Capital Asset Management
Wellington International Management
Max Life Insurance
Grandeur Peak Global Advisors
Amundi Asset Management
Nomura Singapore
Pinebridge Investment
Bharti Axa Life Insurance

### **About Us**



#### **UFO Moviez India Limited**

UFO Moviez India Limited (BSE Code: 539141; NSE Code: UFO) is India's largest digital cinema distribution network and in-cinema advertising platform in terms of number of screens. UFO operates India's largest satellite-based, digital cinema distribution network using its UFO-M4 platform, as well as India's largest D-Cinema network. As on December 31, 2015, UFO's global network, along with subsidiaries and associates, spans 6,636 screens worldwide, including 4,984 screens across India and 1,652 screens across the Middle East, Israel, Mexico and the USA.

UFO's digitization and delivery model has been a key driver of extensive digitization of Indian cinemas and has enabled wide-spread, same day release of movies across India. UFO adds value to all stakeholders in the movie value chain, spanning movie producers, distributors, exhibitors and the cinema-going audience. UFO provides value to movie producers and distributors by reducing distribution costs, providing reach to a wide network, providing a faster method of delivery of content and reducing piracy through encryption and other security measures. We provide value to movie exhibitors throughout India by providing access to first day release of movies on our digital platform. Audiences benefit from faster access to new movie releases and a consistently high quality viewing experience.

UFO has created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights to 3,726 screens, with an aggregate seating capacity of approximately 1.78 million viewers and a reach of 1,898 locations across India, as on December 31,2015. UFO's in-cinema advertising platform enables advertisers to reach a targeted, captive audience with high flexibility and control over the advertising process. UFO's in-cinema advertising platform also allows small exhibitors who otherwise are not able to effectively monetise their advertising inventory due to their limited scale and reach to receive a greater share of advertisement revenue than they are able to using traditional advertising methods.

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