Infibeam Incorporation Limited

2016 Financial Results
Conference Call Slides
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<table>
<thead>
<tr>
<th>Scale</th>
<th>Revenue</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>53,633 Registered merchants&lt;sup&gt;1&lt;/sup&gt;</td>
<td>Rs 1,028 Mn Service Revenue&lt;sup&gt;1&lt;/sup&gt;</td>
<td>62% EBITDA Margin in FY16</td>
</tr>
<tr>
<td>8.1 Mn Active Users on Infibeam.com&lt;sup&gt;2&lt;/sup&gt;</td>
<td>Rs 2,341 Mn Product Revenue&lt;sup&gt;1&lt;/sup&gt;</td>
<td>0.8% Gross Profit&lt;sup&gt;3&lt;/sup&gt; in FY16</td>
</tr>
<tr>
<td>15 Mn+ SKUs offered on infibeam.com&lt;sup&gt;1&lt;/sup&gt;</td>
<td>Rs 3,369 Mn Total Revenue&lt;sup&gt;1&lt;/sup&gt;</td>
<td>31%+ Gross Margins&lt;sup&gt;3&lt;/sup&gt; in FY16</td>
</tr>
</tbody>
</table>

Note: (1) As of March 31, 2016; (2) As of March 31, 2016, based on last login in the immediately preceding 12 months; (3) Gross Margin computed as (Revenue – COGS)

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GROWTH CYCLE WITH A STRONG FOCUS ON PROFITABILITY

- Supplier Additions
- More Destination and Offers
- Merchants addition
- Analytics Conversion
- Value Added Services
- Customer Additions
- Loyalty

Platform

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### INFIBEAM: A DIFFERENTIATED MARKETPLACE

<table>
<thead>
<tr>
<th></th>
<th>Inventory Led E-retail</th>
<th>Managed Marketplace</th>
<th>Infibeam Marketplace</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online Presence</strong></td>
<td>Usually Single Storefront</td>
<td>Usually Single Storefront</td>
<td>Multiple Storefronts</td>
</tr>
<tr>
<td><strong>Customer Ownership</strong></td>
<td>Platform Owns the Customer</td>
<td>Platform Owns the Customer</td>
<td>Platform &amp; Merchant Owns the Customer</td>
</tr>
</tbody>
</table>

**Infibeam Marketplace Advantage:**

a. Merchants gets to control and define Product Prices on their own Storefront

b. Merchants also owns the Customer on their own Storefront

c. Merchants may list products on 3rd party marketplaces using their Storefront backend and compete for added Sales

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Note: (1) Merchants own Customers only for customer registered on their own Merchant Storefront using Buildabazaar Platform.

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VALUEPROPOSITION: WHAT WE DO

- Merchant Product Selection Into Infibeam.com
- Merchant E-Commerce on Infibeam Technology under Separate merchant URL
- Store Fronts Under Merchant Brand also featured on Infibeam.com
- Experience / Customer Acquisition
TECHNOLOGY ENABLED MARKETPLACE

- Domain
- Customized User Interface
- Product Catalogue
- Live Inventory Management
- Integrated IT infrastructure
- Web Hosting
- Payment Gateway
- Digital Marketing
- Loyalty Services
- Listing On Marketplaces
- Fulfilment & Logistics
- Own Marketplace
- Own warehousing + Shipping

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INTERNET AND ONLINE RETAIL SIZE IN INDIA

India Internet Scales

- **3rd** largest internet user base in the world
- **144 Mn** broadband users in India by 2019, up from 86 mn in 2014
- **40%** internet penetration by 2020, up from 19% in 2014

Online Retail Size

- **US$ 44 Bn** E-tail market size by 2020, up from US$ 7 bn in 2015
- **2.3 Mn** number of non-grocery merchants

Significant shifts in technology, innovation and connectivity are driving the convergence of physical and digital transactions in the world of commerce


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E-RETAIL EXPECTED TO BE US$ 44BN BY 2020

Indian E-tail Expected to Grow much Faster than Organized Retail

E-tail
- $7 Bn
- $44Bn

Organized Offline Retail
- $46 Bn
- $146 Bn

Unorganized Retail
- $532 Bn
- $910 Bn

Significant Headroom for Accelerated Growth in e-tail

Source: Technopak Report 2015
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**ELECTRONICS AND APPAREL & LIFESTYLE TO DOMINATE THE E-TAIL SEGMENT**

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2015</th>
<th>FY2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronics</td>
<td>1.3</td>
<td>3.2</td>
</tr>
<tr>
<td>Apparel &amp; Lifestyle</td>
<td>0.4</td>
<td>2.1</td>
</tr>
<tr>
<td>Home</td>
<td>3.5</td>
<td>0.4</td>
</tr>
<tr>
<td>Food &amp; Grocery</td>
<td>0.04</td>
<td>1.3</td>
</tr>
<tr>
<td>Others</td>
<td>1.4</td>
<td>7.5</td>
</tr>
</tbody>
</table>

**Note:** Amount break-up derived based on total e-tail market size. Based on Gross Merchandise Value (GMV) of all transactions on all e-tailing websites; Apparel and Lifestyle will include categories like footwear, bags, belts, wallets, etc.

**Source:** Technopak Report 2015

**Note:** Chart not to scale.
FOCUS ON PROFITABLE GROWTH AND SCALE

Brief Description

53,633 registered merchants on Infibeam’s marketplace (Buildabazaar)¹
31% Revenue from Services¹ vs. 23% previous year and EBITDA of 62%¹

40 product categories¹
8.1 million active users²

Note: (1) As of March 31, 2016; (2) As of March 31, 2016 , based on last login in the immediately preceding 12 months
FULFILMENT AND LOGISTICS NETWORK BUILDOUT

- Warehouses (6)
- Logistics Centres (12)
- Planned Logistics Centres (75)

**In House Cash on Delivery collection**

**Magic Box & Hot Deals**
- For efficient liquidation

**Coverage across 16,000 pin codes**

**Shipdroid – Live integration with logistics service providers**

- Strategic Initiatives
- Add 75 logistics centers
- Own fleet of delivery vehicles
- Centralized logistics and delivery control processes
- Rationalize delivery routes
- Optimize load factors
- Integrated & cost effective fulfilment services to merchants
PLATFORM IS THE CORE OF INFIBEAM

- **Investment in Technology**
  Significant investments in technology development so far with an additional planned allocation.

- **Team**
  Software engineers with deep domain experience

- **Strong Analytics Engine**
  Big data analytics across millions of users to improve customer buying behaviour

- **Competitive Advantage**
  Building sustainable competitive advantage by driving deep user engagement, personalization and loyalty

- **Integrated Technology Platform**
  Focus on simplifying and integrating technology for merchants

- **Continuous Products Innovation**
  Launched .ooo – global top level domain registry
GROWTH STRATEGIES

Focus on Merchant Acquisition
Partner with multiple service providers to access their merchant base and introduce high margin products and services

Drive Customer Growth & Retention
Loyalty program for across the entire Infibeam platform to retain and provide greater value to customers transacting within the Infibeam ecosystem

Increase Merchant Wallet Share
Increase revenue per merchant by offering multiple Value added Services

Enhance Logistics Infrastructure
Strengthen logistics and warehousing capabilities to offer comprehensive fulfillment solutions

Technology Product Innovation
Enhance Cloud based Infrastructure
Launch innovative products such as the Live Streaming Platform (Indent)

International Expansion
Target Emerging Economies, Europe and Middle East Plan to expand across key geographies globally Strategic arrangements with global service providers
CONSOLIDATED REVENUE

Note: Revenue from Operations.
The bar graph may not visually appear in proportion to scale.
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CONSOLIDATED REVENUE – SERVICES SEGMENT

The bar graph may not visually appear in proportion to scale.
Infibeam Incorporation Limited
CONSOLIDATED REVENUE – PRODUCT SEGMENT

<table>
<thead>
<tr>
<th></th>
<th>FY 2014</th>
<th>FY 2015</th>
<th>FY 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>Rs 1,766Mn</td>
<td>Rs 2,214Mn</td>
<td>Rs 2,341Mn</td>
</tr>
</tbody>
</table>

The bar graph may not visually appear in proportion to scale.

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CONSOLIDATED EBITDA

Note: EBITDA excludes other income
The bar graph may not visually appear in proportion to scale.
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CONSOLIDATED EBITDA – SERVICES SEGMENT

The bar graph may not visually appear in proportion to scale.

Infibeam Incorporation Limited
CONSOLIDATED EBITDA – PRODUCT SEGMENT

<table>
<thead>
<tr>
<th></th>
<th>FY 2014</th>
<th>FY 2015</th>
<th>FY 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>MN</td>
<td>Rs (169)Mn</td>
<td>Rs (198)Mn</td>
<td>Rs (162)Mn</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>FY 2014</th>
<th>FY 2015</th>
<th>FY 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>% (REVENUE)</td>
<td>-10%</td>
<td>-9%</td>
<td>-7%</td>
</tr>
</tbody>
</table>

The bar graph may not visually appear in proportion to scale.

Infibeam Incorporation Limited
The bar graph may not visually appear in proportion to scale.
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## Consolidated Results for Financial Year 2016

Statement of consolidated audited financial results for the quarter and year ended on 31 March 2016

(Rs. in lakhs except per share data)

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Particulars</th>
<th>Three months ended on</th>
<th>Year ended on</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>31 Mar 16</td>
<td>(Audited)</td>
</tr>
<tr>
<td>1</td>
<td>Income from operations</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(a) Net Sales/Income from operations</td>
<td>7,475.3</td>
<td>33,614.2</td>
</tr>
<tr>
<td></td>
<td>(b) Other operating income</td>
<td>80.8</td>
<td>80.8</td>
</tr>
<tr>
<td></td>
<td>Total income from Operations (net)</td>
<td>7,556.1</td>
<td>33,695.0</td>
</tr>
<tr>
<td>2</td>
<td>Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(a) Purchase of stock-in-trade</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(b) Changes in inventories of finished goods, work-in-progress and stock-in-trade</td>
<td>5,585.0</td>
<td>24,885.4</td>
</tr>
<tr>
<td></td>
<td>(c) Changes in inventories of work-in-progress</td>
<td>(365.7)</td>
<td>(1,149.5)</td>
</tr>
<tr>
<td></td>
<td>(d) Employee benefits expense</td>
<td>925.3</td>
<td>3,774.0</td>
</tr>
<tr>
<td></td>
<td>(e) Depreciation and amortisation expense</td>
<td>130.2</td>
<td>1,758.5</td>
</tr>
<tr>
<td></td>
<td>(f) Other expenses</td>
<td>1,334.0</td>
<td>5,522.2</td>
</tr>
<tr>
<td></td>
<td>Total Expenses</td>
<td>7,407.7</td>
<td>33,269.9</td>
</tr>
<tr>
<td>3</td>
<td>Profit / (Loss) from operations before other income, finance costs and exceptional items (1-3)</td>
<td>148.5</td>
<td>425.3</td>
</tr>
<tr>
<td>4</td>
<td>Other Income</td>
<td>99.2</td>
<td>549.5</td>
</tr>
<tr>
<td>5</td>
<td>Profit / (Loss) from ordinary activities before finance costs and exceptional items (4 + 5)</td>
<td>247.6</td>
<td>974.6</td>
</tr>
<tr>
<td>6</td>
<td>Finance costs</td>
<td>47.5</td>
<td>114.4</td>
</tr>
<tr>
<td>7</td>
<td>Profit / (Loss) from ordinary activities after finance costs but before exceptional items (5 + 6)</td>
<td>200.1</td>
<td>850.1</td>
</tr>
<tr>
<td>8</td>
<td>Exceptional items</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Net Profit / (Loss) from ordinary activities before tax (7 + 8)</td>
<td>200.1</td>
<td>850.1</td>
</tr>
<tr>
<td>10</td>
<td>Tax expenses</td>
<td>40.0</td>
<td>(62.9)</td>
</tr>
<tr>
<td>11</td>
<td>Net Profit / (Loss) from ordinary activities after tax (9 - 10)</td>
<td>159.1</td>
<td>787.2</td>
</tr>
<tr>
<td>12</td>
<td>Extraordinary items</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Net Profit / (Loss) for the period (11 + 12)</td>
<td>159.1</td>
<td>787.2</td>
</tr>
<tr>
<td>14</td>
<td>Share of Profit / (Loss) of associates</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Minority interest</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Net Profit / (Loss) after tax, minority interest and share of profit / (Loss) of associates (13 - 14 - 15)</td>
<td>159.1</td>
<td>787.2</td>
</tr>
<tr>
<td>17</td>
<td>Paid-up equity share capital (Face value of Rs. 10 each)</td>
<td>5,309.3</td>
<td>5,309.3</td>
</tr>
<tr>
<td>18</td>
<td>Reserve excluding provision reserves, statutory</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>39,875.6</td>
<td>14,965.4</td>
</tr>
<tr>
<td>19</td>
<td>Earnings per share (before and after extraordinary items) of Rs. 10 each (not annualised):</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(a) Basic - Rs.</td>
<td>0.46</td>
<td>2.17</td>
</tr>
<tr>
<td></td>
<td>(b) Diluted - Rs.</td>
<td>0.45</td>
<td>2.14</td>
</tr>
</tbody>
</table>
THANK YOU.

ir@infibeam.ooo