Financial Results
Q1 FY17
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VALUE PROPOSITION: EMPOWERING DIGITAL ENTERPRISE

- 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
- Supplier Product Selection Into Infibeam.com with managed logistics
- Experience / Customer Acquisition/ .ooo registry
Note: 3rd party marketplace include integrations with companies that operate as marketplace for buyers to meet sellers. Advertisers include Google, Facebook and other large advertising networks.
PLATFORD 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
FOCUS ON PROFITABLE GROWTH AND SCALE

**Brief Description**

- **Buildabazaar**
  - 57,482 registered merchants on Infibeam’s marketplace (Buildabazaar)\(^1\)
  - 31% Revenue from Services\(^1\) with EBITDA of 61%\(^1\) vs. 27% previous year

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**infibeam.com**

- 40 product categories\(^1\)
- 8.2 million active users\(^2\)

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**Strong Traction with Large Branded Customers**

- CROSSWORD
- ADVENTURE ISLAND
- HIDESIGN
- EROS GROUP
- Gulf
- Chhatrapati Shivaji International Airport

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**Note:** (1) As of qtr ended June 30, 2016; (2) As of qtr ended June 30, 2016, based on last login in the immediately preceding 12 months

Infibeam Incorporation Limited
## OPERATIONS SNAPSHOT

<table>
<thead>
<tr>
<th>Scale</th>
<th>Revenue</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>57,482</strong> Registered merchants&lt;sup&gt;1&lt;/sup&gt;</td>
<td><strong>Rs 322 Mn</strong> Service Revenue (Apr-Jun FY17)</td>
<td>61% EBITDA Margin in Q1 FY17</td>
</tr>
<tr>
<td><strong>8.2 Mn</strong> Active Users on Infibeam.com&lt;sup&gt;2&lt;/sup&gt;</td>
<td><strong>Rs 709 Mn</strong> Product Revenue (Apr-Jun FY17)</td>
<td>5%+ Gross Profit&lt;sup&gt;3&lt;/sup&gt; in Q1 FY17</td>
</tr>
<tr>
<td><strong>15 Mn+</strong> SKUs offered on infibeam.com&lt;sup&gt;1&lt;/sup&gt;</td>
<td><strong>Rs 1,031 Mn</strong> Total Revenue (Apr-Jun FY17)</td>
<td>35% Gross Margins&lt;sup&gt;3&lt;/sup&gt; in Q1 FY17</td>
</tr>
</tbody>
</table>

Note: (1) As of qtr ended June 30, 2016; (2) As of qtr ended June 30, 2016, based on last login in the immediately preceding 12 months; (3) Gross Margin computed as (Revenue - COGS)

Infibeam Incorporation Limited
Consolidated Results for Q1 FY17

STATEMENT OF UNAUDITED CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER ENDED ON 30 JUNE 2016

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Consolidated</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Quarter ended on 30 June 2016 (unaudited)</td>
<td>Quarter ended on 30 June 2015 (unaudited)</td>
</tr>
<tr>
<td>1 Income from operations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Net Sales/ Income from Operations</td>
<td>10,310.4</td>
<td>8,425.3</td>
</tr>
<tr>
<td>(b) Other Operating Income</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total Income from operations (net)</td>
<td>10,310.4</td>
<td>8,425.3</td>
</tr>
<tr>
<td>2 Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Purchase of stock-in-trade</td>
<td>7,229.0</td>
<td>5,694.0</td>
</tr>
<tr>
<td>(b) Changes in inventories of finished goods, work-in-progress and stock-in-trade</td>
<td>(519.7)</td>
<td>287.1</td>
</tr>
<tr>
<td>(c) Employee benefits expense</td>
<td>789.5</td>
<td>608.2</td>
</tr>
<tr>
<td>(d) Depreciation and amortisation expense</td>
<td>501.9</td>
<td>407.2</td>
</tr>
<tr>
<td>(e) Other expenses</td>
<td>1,545.4</td>
<td>1,352.3</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>9,546.1</td>
<td>8,348.8</td>
</tr>
<tr>
<td>3 Profit/(Loss) from Operations before other income, finance costs and exceptional items (1-2)</td>
<td>764.3</td>
<td>76.5</td>
</tr>
<tr>
<td>4 Other Income</td>
<td>423.8</td>
<td>222.9</td>
</tr>
<tr>
<td>5 Profit / (Loss) from ordinary activities before finance costs and exceptional items (3 + 4)</td>
<td>1,188.1</td>
<td>299.4</td>
</tr>
<tr>
<td>6 Finance Costs</td>
<td>(18.7)</td>
<td>(19.7)</td>
</tr>
<tr>
<td>7 Profit / (Loss) from ordinary activities after finance costs but before exceptional items (5 + 6)</td>
<td>1,169.4</td>
<td>279.7</td>
</tr>
<tr>
<td>8 Exceptional Items</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>9 Net Profit / (Loss) from ordinary activities before tax (7 + 8)</td>
<td>1,169.4</td>
<td>279.7</td>
</tr>
<tr>
<td>10 Tax expense (charge) / credit</td>
<td>(208.6)</td>
<td>5.2</td>
</tr>
<tr>
<td>11 Net Profit / (Loss) from ordinary activities after tax (9 + 10)</td>
<td>960.8</td>
<td>284.9</td>
</tr>
<tr>
<td>12 Extraordinary items</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>13 Net Profit / (Loss) for the period (11+12)</td>
<td>960.8</td>
<td>284.9</td>
</tr>
<tr>
<td>14 Share of Profit / (loss) of associates</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>15 Share of Profit / (loss) of minority</td>
<td>25.9</td>
<td>11.9</td>
</tr>
<tr>
<td>16 Net Profit / (Loss) after taxes, minority interest and share of profit / (loss) of associates (13 + 14 + 15)</td>
<td>986.7</td>
<td>296.8</td>
</tr>
<tr>
<td>17 Other comprehensive income</td>
<td>0.6</td>
<td>7.3</td>
</tr>
<tr>
<td>18 Total Comprehensive Income</td>
<td>987.3</td>
<td>304.1</td>
</tr>
<tr>
<td>19 Paid-up equity share capital (face value of Rs.10 each)</td>
<td>5,309.1</td>
<td>4,256.0</td>
</tr>
<tr>
<td>20 Earnings Per Share (before and after extraordinary items) (of Rs.10 each) (not annualised):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Basic</td>
<td>1.86</td>
<td>0.70</td>
</tr>
<tr>
<td>(b) Diluted</td>
<td>1.82</td>
<td>0.68</td>
</tr>
</tbody>
</table>
CONSOLIDATED REVENUE Q1FY17

Note: Revenue from Operations.
The bar graph may not visually appear in proportion to scale.

Infibeam Incorporation Limited
Q1FY17 REVENUE - PRODUCT & SERVICE SEGMENT

**PRODUCT SEGMENT**

- **Jun-15**: Rs. 617 Mn
- **Jun-16**: Rs. 709 Mn

**SERVICE SEGMENT**

- **Jun-15**: Rs. 225 Mn
- **Jun-16**: Rs. 322 Mn

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

Infibeam Incorporation Limited
Q1FY17 EBITDA & OPERATING PROFIT

Note: Consolidated EBITDA excludes other income

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

Infibeam Incorporation Limited
Q1FY17 PROFIT AFTER TAX

Profit After Tax

- Jun-15: 28 Mn
- Jun-16: 96 Mn

Increase: 237%

Earnings Per Share

- Jun-15: Rs. 0.70
- Jun-16: Rs. 1.86

Increase: 166%

The bar graph may not visually appear in proportion to scale.
Agreement with world largest milk producer Gujarat Cooperative Milk Marketing Federation (GCMMF) for developing online and mobile framework to enable Amul products “direct to home”

Saudi Telecom Company selected Infibeam technology platform “Buildabazaar” to Build its next generation mobile experience “Jawwy” (www.jawwy.sa)

Investment in payment Solution Company: CC Avenue, a leading payment processing solution provider in India

International Expansion
Setting up wholly owned subsidiary company in Dubai
**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.
**IPO PROCEEDS UPDATE**

- **Setting up of cloud data center and purchase of property for setting up registered and corporate office of our company:** Company has started investment to acquire 0.457 Mn square feet in GIFT City. The advance made so far is 400 Mn and the balance amount is payable as mentioned in the prospectus. The equipment for data center is expected to be purchased within this financial year.

- **Setting up of Logistics Centre:** Company plans to expand across additional 75 centers within the next 3 years at an estimated capital cost of Rs. 375 Mn. The investment is expected to result into cost efficiencies and incremental revenue from services. The company will be reporting the progress on Capex as and when they are incurred on quarterly basis under the terms stated in prospectus.

- **Purchase of Software:** As stated in prospectus, the purchase of software from third party for providing mobile ad framework, the work has been started and software is expected to be purchased and put to use in a phase wise manner over a period of 3 years. The company will be reporting the progress in successive quarters.

- **General Corporate Purpose:** As stated in prospectus, the IPO & Advertisement expenses have been incurred and accounted for in the full year Financial statement of March 31, 2016. The company, through its fully owned subsidiary, made an investment in CC Avenues as a part of long term strategy.
CONSOLIDATED REVENUE FOR PRIOR 3 YEARS

Note: Revenue from Operations.
The bar graph may not visually appear in proportion to scale.
Infibeam Incorporation Limited

<table>
<thead>
<tr>
<th>Year</th>
<th>Service Revenue</th>
<th>Product Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2014</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>FY 2015</td>
<td>23%</td>
<td>77%</td>
</tr>
<tr>
<td>FY 2016</td>
<td>31%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Revenue from Operations.
THANK YOU.
ir@infibeam.ooo