



Infibeam Incorporation Limited

Financial Results
Q1 FY17

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VALUE PROPOSITION: EMPOWERING DIGITAL ENTERPRISE



**Merchants @
Infibeam.com**

Merchant.com

**Affiliate/
Syndicated**

**Supplier
@Infibeam /
Logistics**

**VAS/ Technology
Marketing**



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

INFIBEAM – POWERING DIGITAL ENTERPRISE



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

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

FOCUS ON PROFITABLE GROWTH AND SCALE



Brief Description



57,482 registered merchants on Infibeam's marketplace (Buildabazaar)¹

31% Revenue from Services¹ with EBITDA of 61%¹ vs. **27%** previous year



40 product categories¹

8.2 million active users²

Strong Traction with Large Branded Customers



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

OPERATIONS SNAPSHOT

	Scale	Revenue	Impact
SERVICE	57,482 Registered merchants ¹	Rs 322 Mn Service Revenue (Apr-Jun FY17)	61% EBITDA Margin in Q1 FY17
PRODUCT	8.2 Mn Active Users on Infibeam.com ²	Rs 709 Mn Product Revenue (Apr-Jun FY17)	5%+ Gross Profit ³ in Q1 FY17
TOTAL	15 Mn+ SKUs offered on infibeam.com ¹	Rs 1,031 Mn Total Revenue (Apr-Jun FY 17)	35% Gross Margins ³ in Q1 FY17

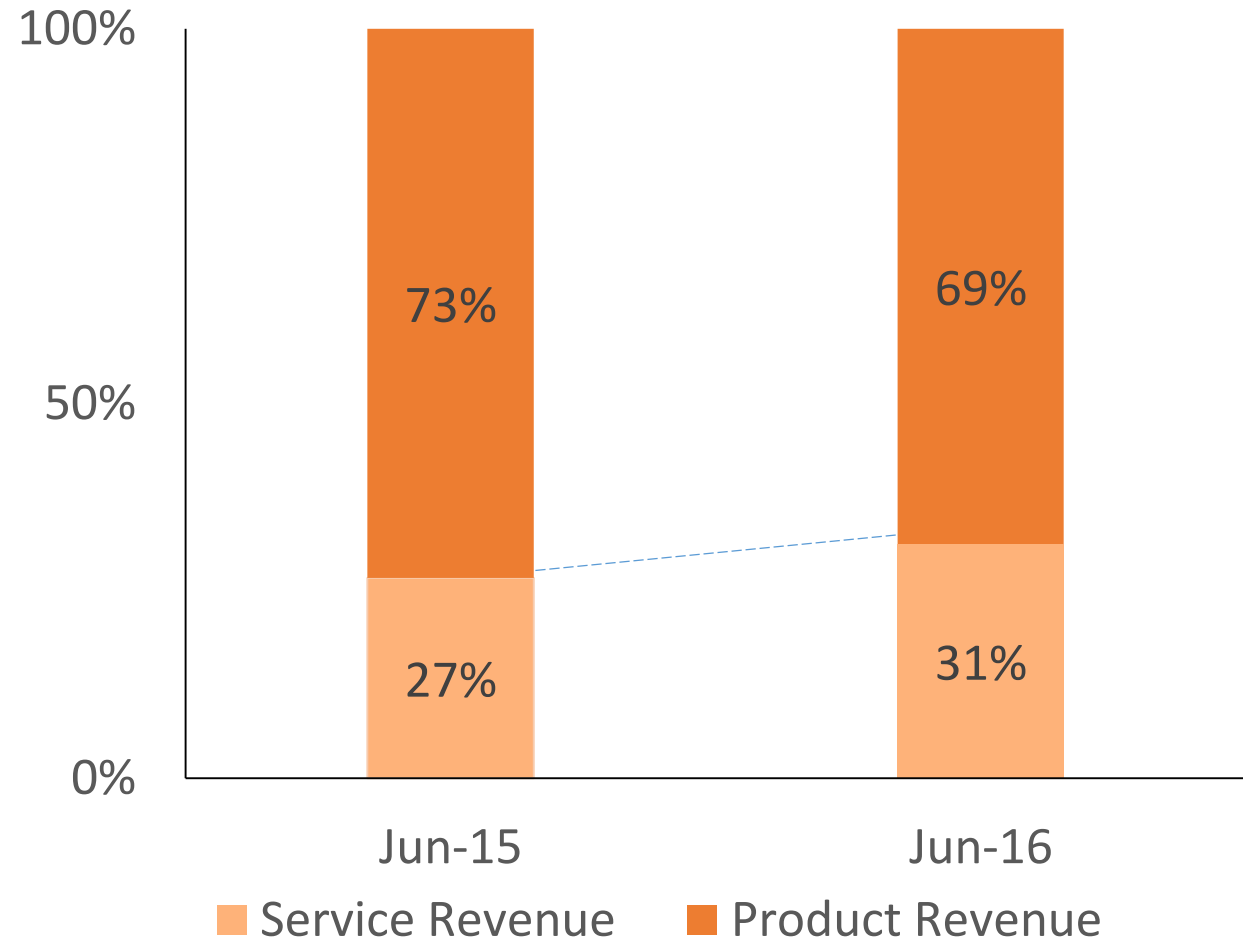
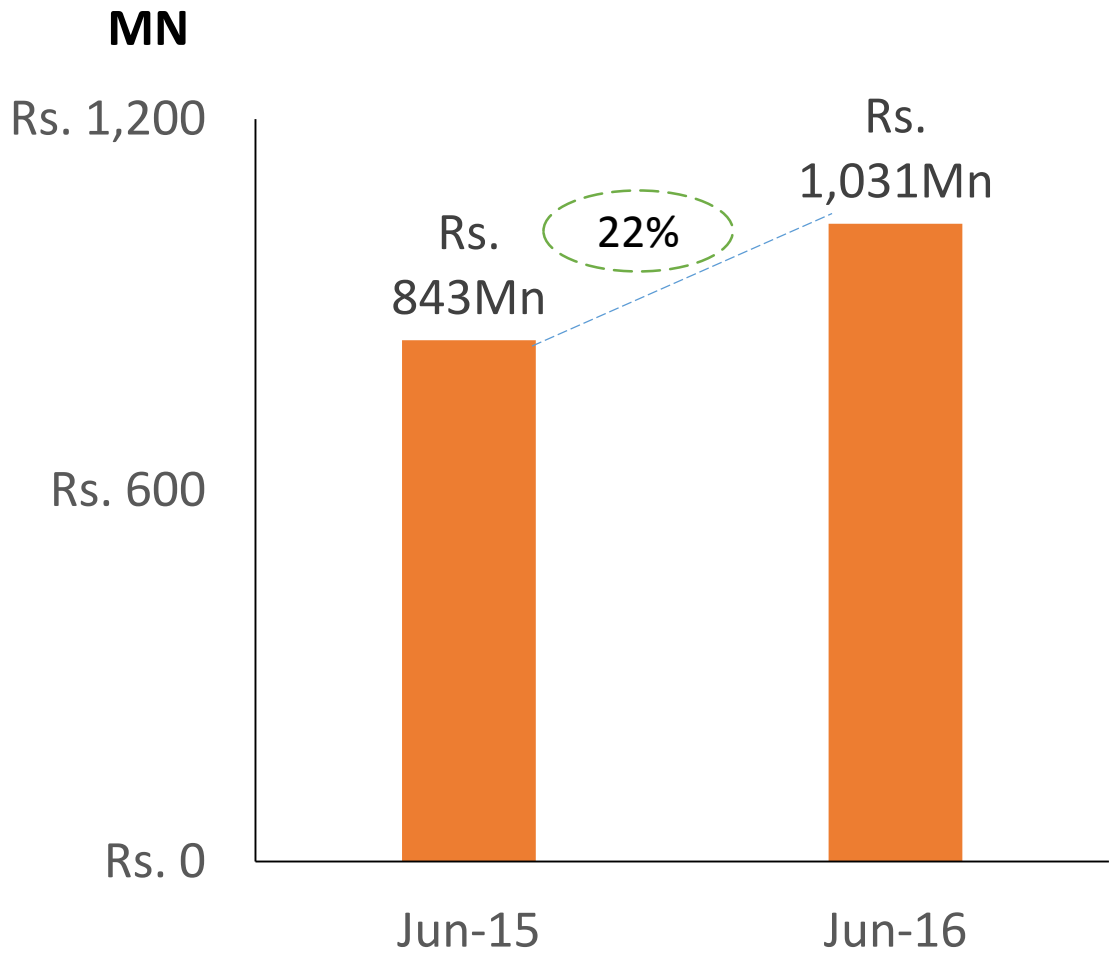
Note : (1) As of qtr ended June 30, 2016; (2) As of qtr ended June 30, 2016 , based on last login in the immediately preceding 12 months; (3) Gross Margin computed as (Revenue - COGS)

Consolidated Results for Q1 FY17



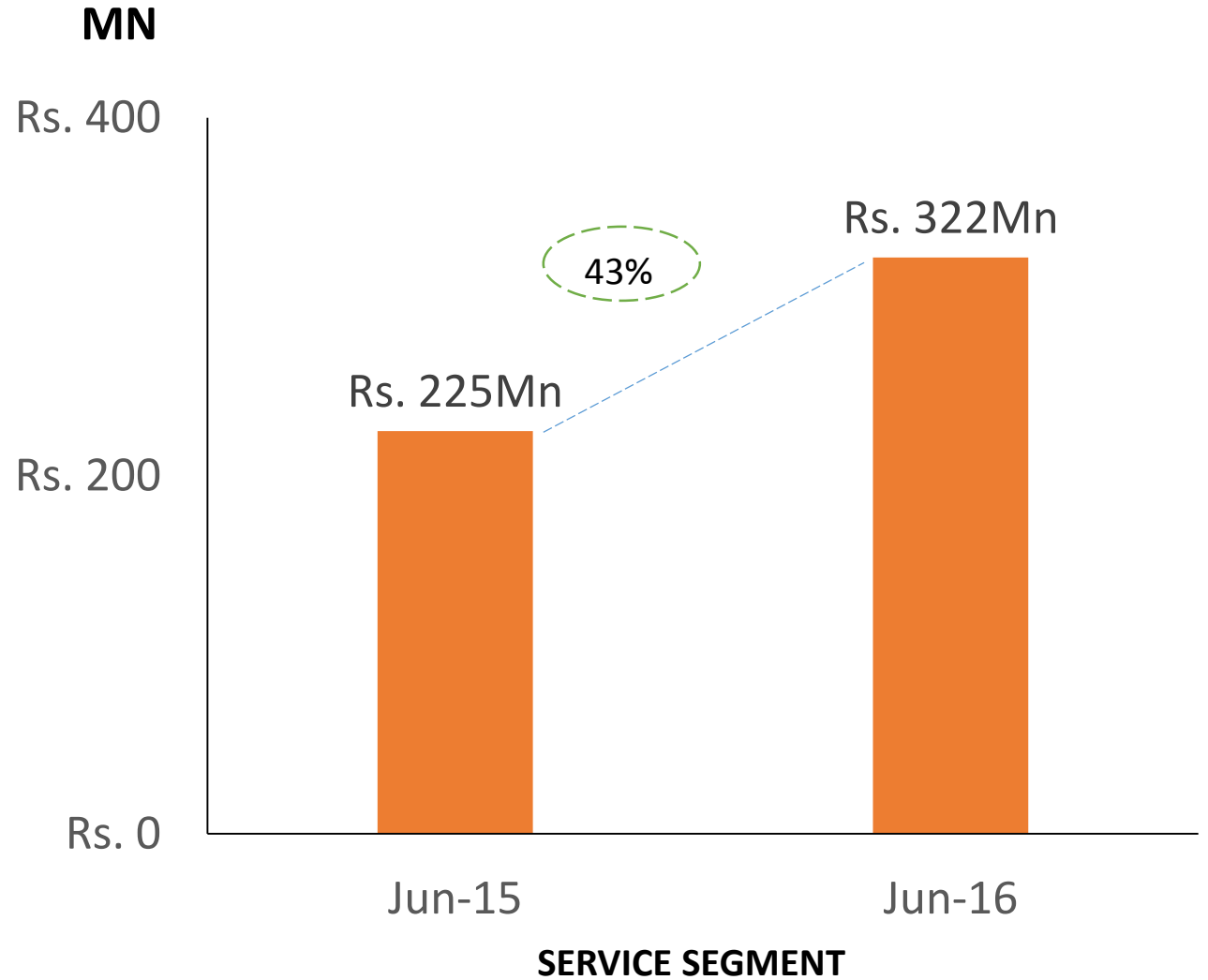
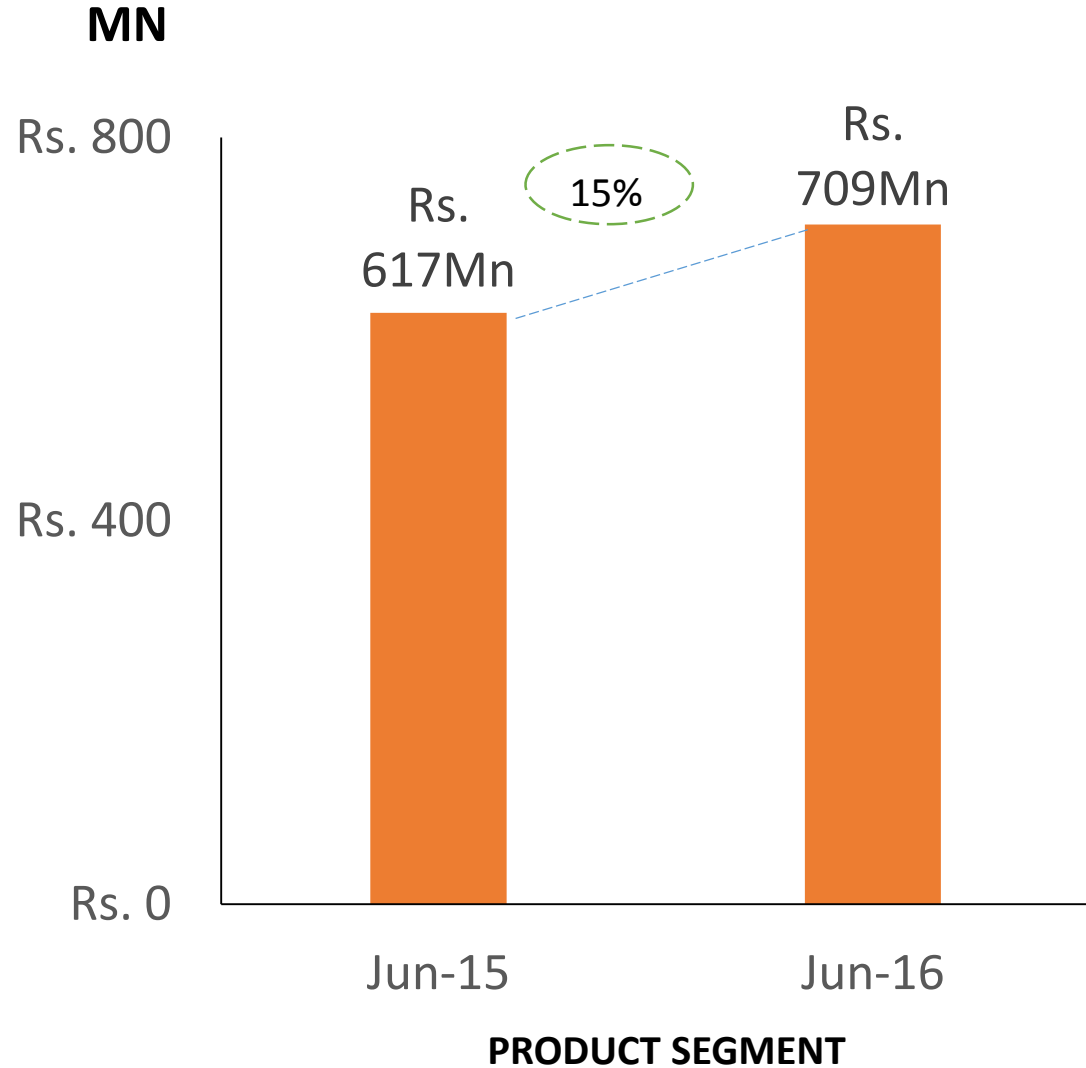
STATEMENT OF UNAUDITED CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER ENDED ON 30 JUNE 2016			
		(Rupees in lakhs, except for share data and if otherwise stated)	
		Consolidated	
	Particulars	Quarter ended on 30 June 2016 (unaudited)	Quarter ended on 30 June 2015 (unaudited)
1	Income from operations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

CONSOLIDATED REVENUE Q1FY17



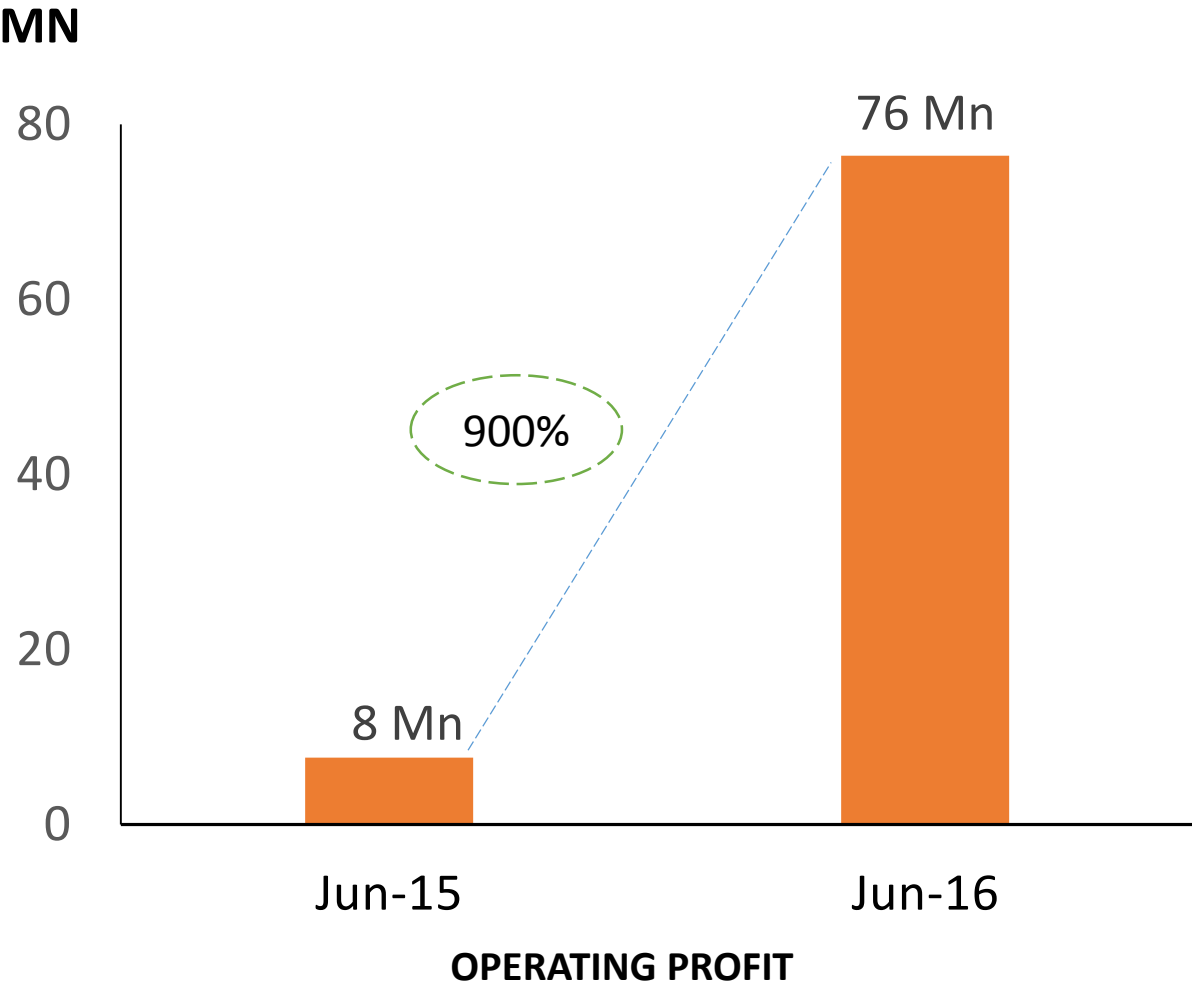
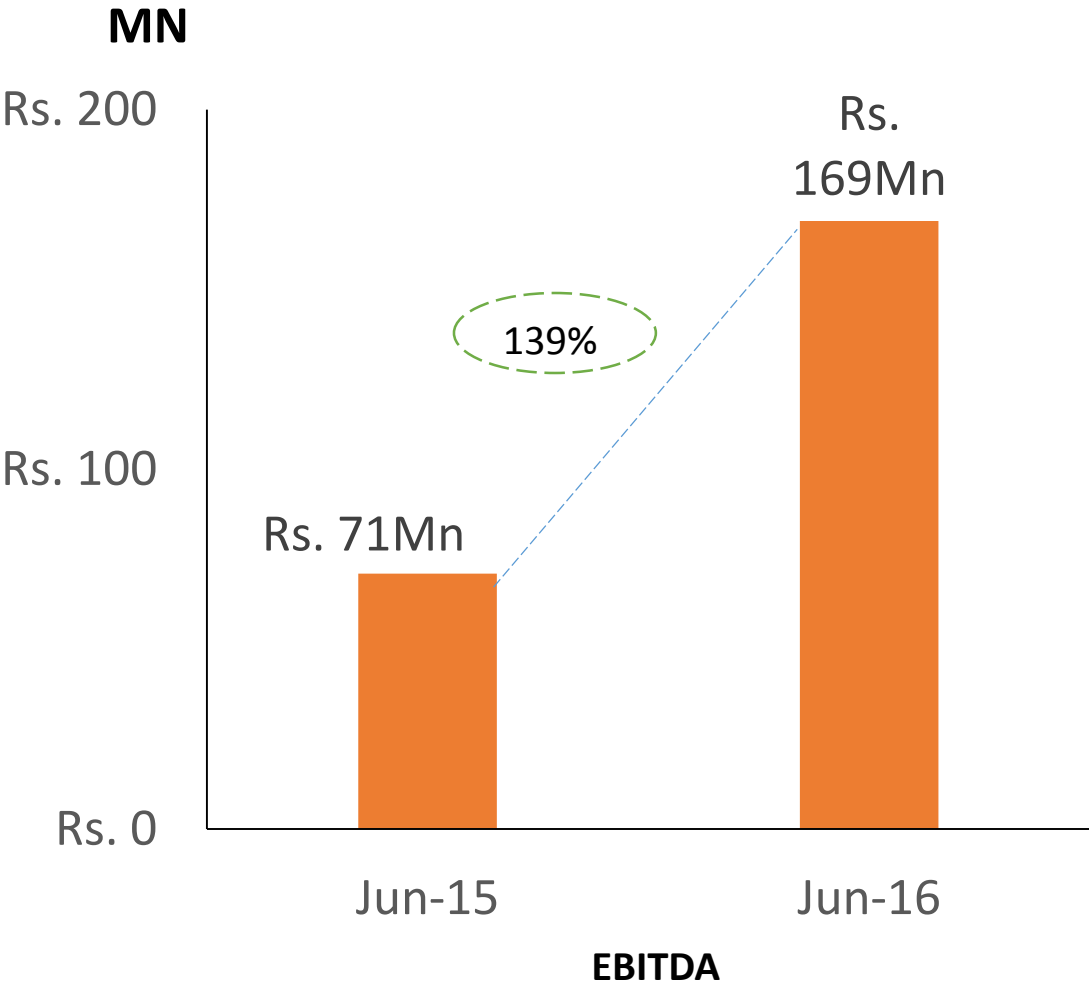
Note: Revenue from Operations.
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Q1FY17 REVENUE – PRODUCT & SERVICE SEGMENT



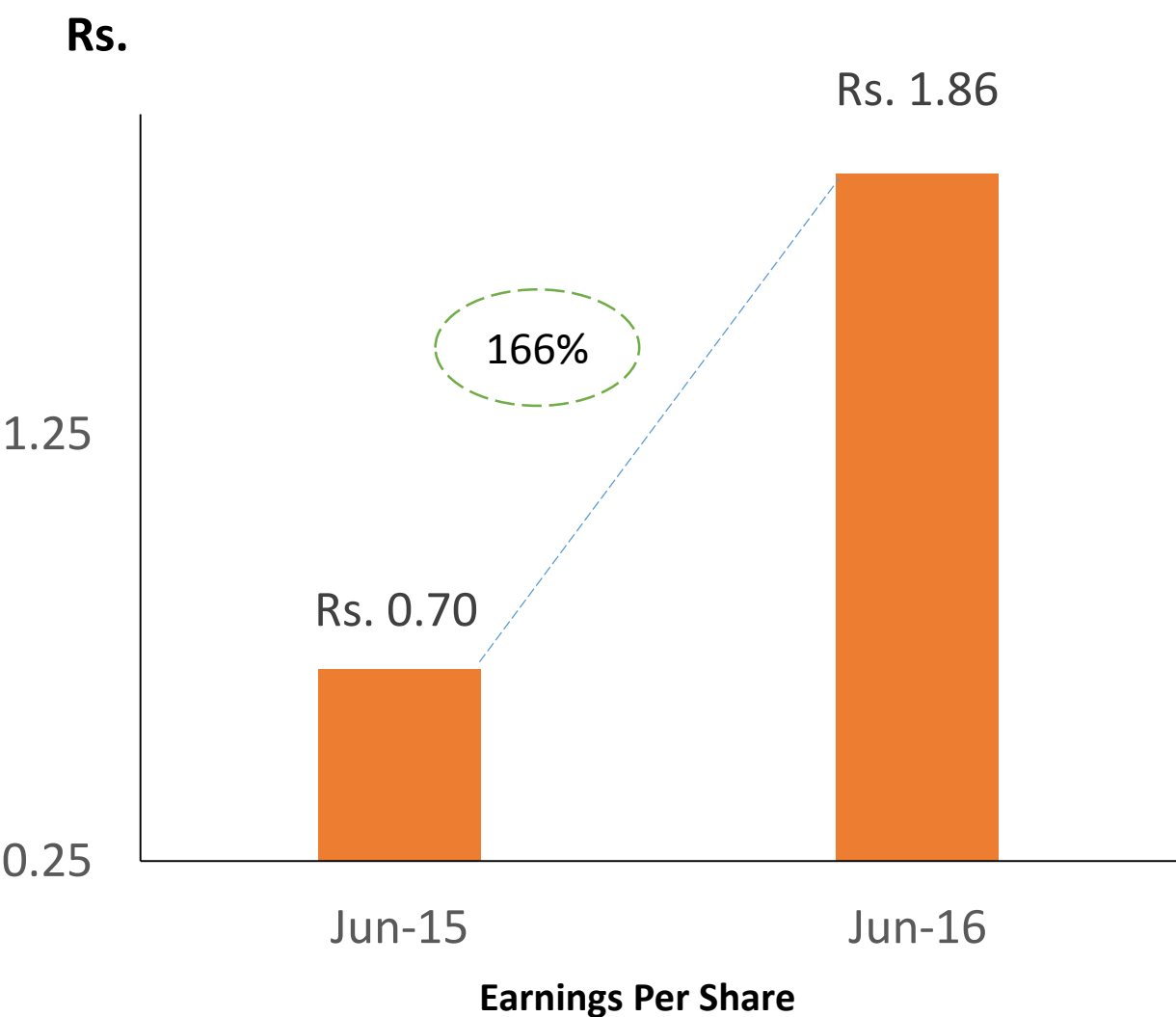
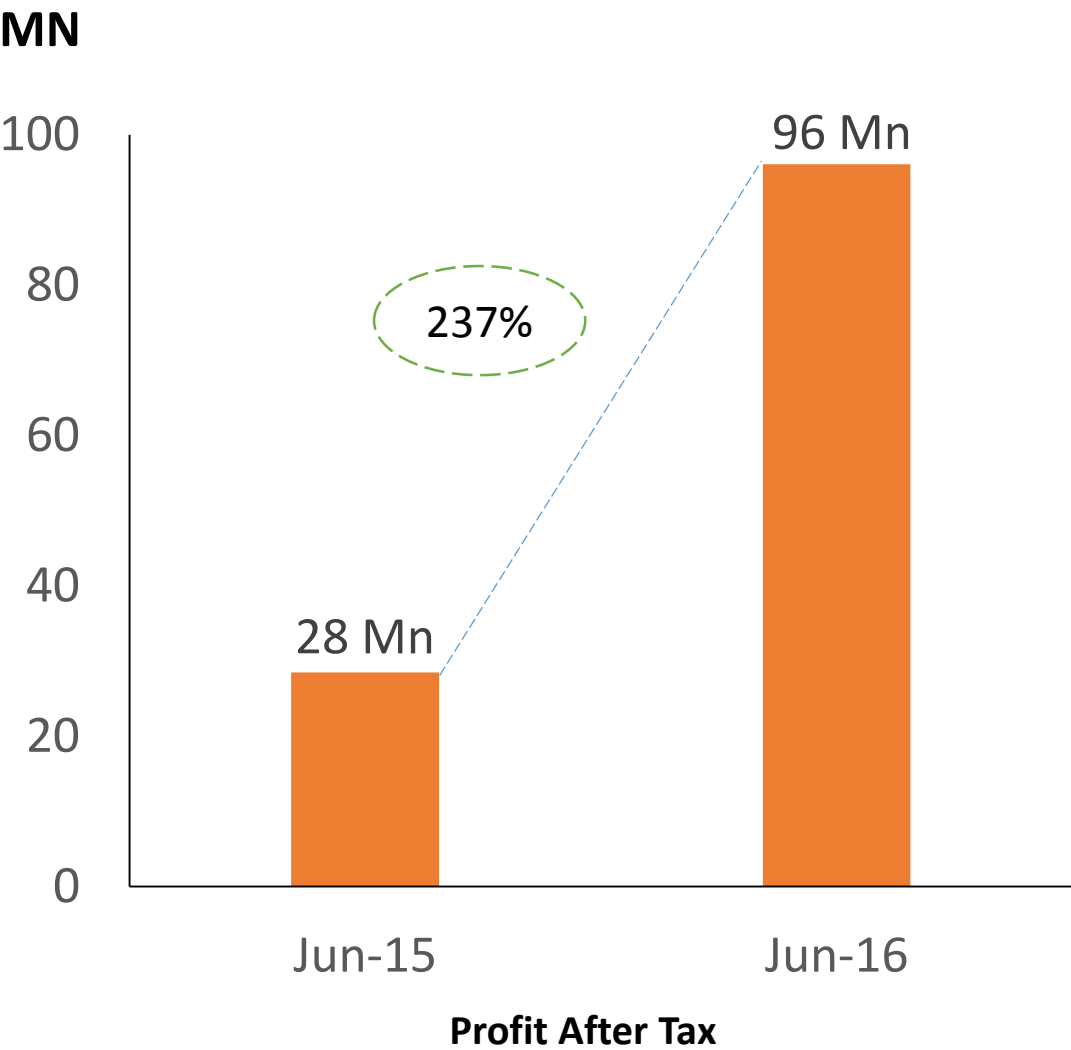
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Q1FY17 EBITDA & OPERATING PROFIT



Note: Consolidated EBITDA excludes other income
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Q1FY17 PROFIT AFTER TAX



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

NEW DEVELOPMENT IN FIRST QTR FY 17



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



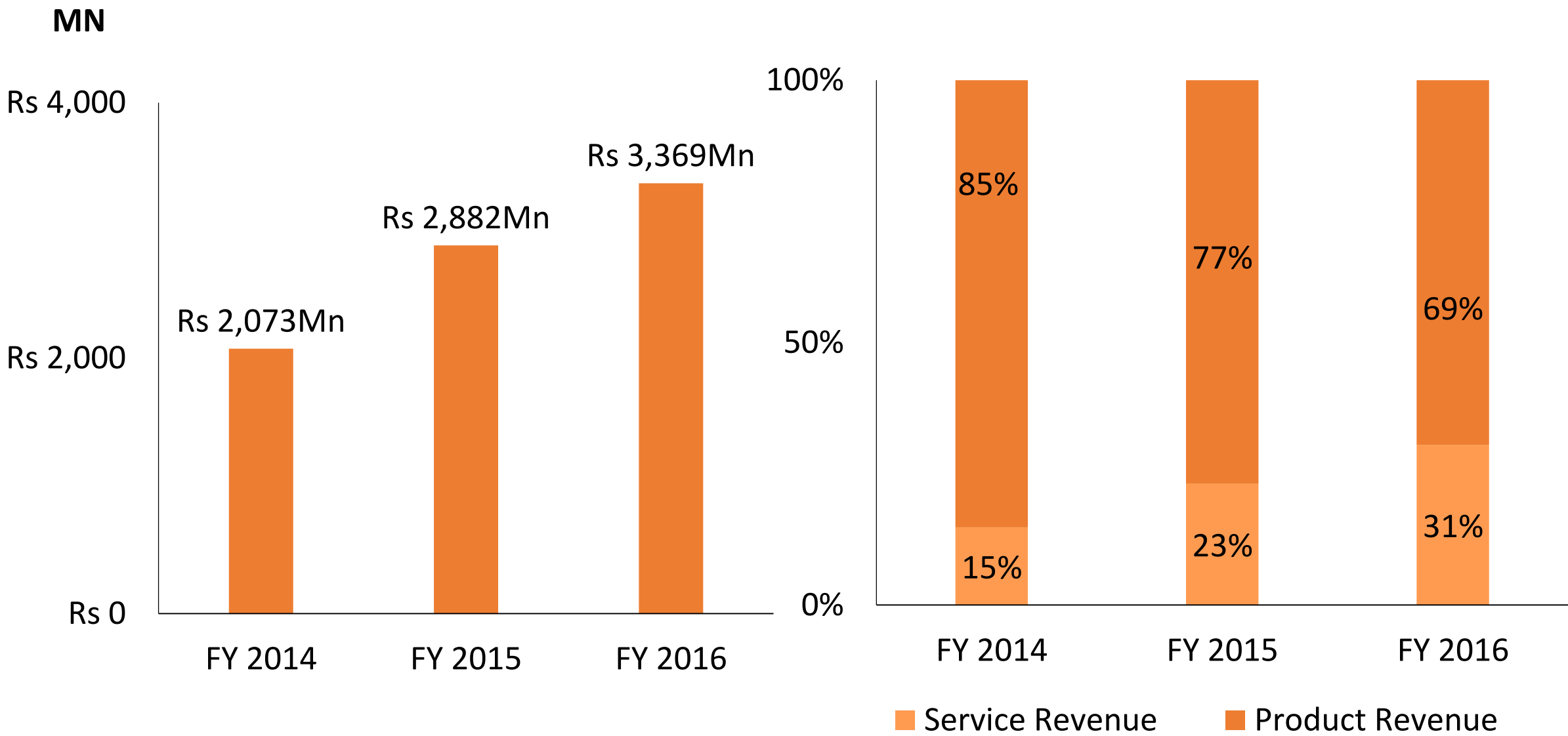
IPO PROCEEDS UPDATE

- **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.

APPENDIX

2016 Financial Results

CONSOLIDATED REVENUE FOR PRIOR 3 YEARS



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

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