February 15, 2018

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400 001

Company Code No.: 539807

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Company Symbol: INFIBEAM

Dear Sir/ Madam,

Sub: Investors Presentation on Unaudited Financial Results for the Quarter ended on December 31, 2017

Please find enclosed herewith Investors Presentation on Unaudited Financial Results for the Quarter ended on December 31, 2017.

Please take the same on records and acknowledge the receipt.

Thanking you,

Yours faithfully,

For Infibeam Incorporation Limited

Shyamal Trivedi
Vice President & Company Secretary

Encl: As Above
"Digital Transactions driving growth"
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AGENDA

1. Infibeam Web Services (IWS) - Platform for Ecommerce Transactions
2. Business Development
3. Financial Performance
4. New Business Opportunities
Infibeam Web Services (IWS) -
A Platform for Ecommerce Transactions

Infibeam’s Web Services Framework; a transformational growth opportunity for the company
Internet Economy Driven By Platforms Globally ...
... Platforms Are Asset Light & Scalable

**E-Commerce Services**
- Infibeam - CCAvenue
  - No. of txn: 100+ Mn
  - FY18E NPV#: $ 3+ Bn
- Shopify
- Baozun

**Payments**
- Paypal
- Alipay

**Social Media**
- WhatsApp
- Facebook
- Instagram

**Utility**
- Uber
- AirBnB
- Netflix

# Net Processing Value (NPV) of Digital Payments through Infibeam’s payment gateway ‘CC Avenue’
## IWS Scalable Opportunities

<table>
<thead>
<tr>
<th>Infibeam Businesses</th>
<th>Current</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscription / Transaction platform</td>
<td>BuildaBazaar: SaaS Ecommerce ERP Platform</td>
</tr>
<tr>
<td></td>
<td>• 88K+ merchants</td>
</tr>
<tr>
<td>Transaction platform</td>
<td>CCAvenue: Digital Payment Gateway</td>
</tr>
<tr>
<td></td>
<td>• US$ 3+ billion NPV for FY18E</td>
</tr>
<tr>
<td></td>
<td>• 100 million Yearly transactions</td>
</tr>
<tr>
<td></td>
<td>• 240+ payment options incl. UPI &amp; Rupay</td>
</tr>
<tr>
<td>Buildabazaar GeM: Online Procurement for Government purchase</td>
<td>• INR 45 billion+ since launch</td>
</tr>
<tr>
<td></td>
<td>• ~0.5 million products available</td>
</tr>
<tr>
<td>BillAvenue: Interoperable unified bill payments</td>
<td>• Services just Launched</td>
</tr>
<tr>
<td></td>
<td>• 5 lakh agents registered</td>
</tr>
<tr>
<td></td>
<td>• Revenue to be earned for every BillAvenue registered Agent and Biller</td>
</tr>
</tbody>
</table>

Infibeam Will Earn On Every Transaction And The Revenue Opportunity Is Significant
BUSINESS DEVELOPMENT UPDATES

Increasing Focus on Transaction based services
Can GeM Become The Largest Marketplace In India ... :

**GeM e-commerce is powered by Infibeam Web Services**

- Infibeam’s scalable ecommerce platform has been offered to Indian Government for its **estimated public procurements worth US$ 100+ billion**
- Infibeam’s **revenue is linked to the order value of every transaction**

### GeM statistics (www.gem.gov.in)

<table>
<thead>
<tr>
<th>New Version</th>
<th>Procurements*</th>
<th>No. of States</th>
</tr>
</thead>
<tbody>
<tr>
<td>GeM 3.0</td>
<td>INR 6-7 Tn</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>US$ 100 bn</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Products</th>
<th>Services</th>
<th>Orders</th>
</tr>
</thead>
<tbody>
<tr>
<td>456,837</td>
<td>8,808</td>
<td>282,094</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Buyers</th>
<th>Sellers</th>
<th>Order Value #</th>
</tr>
</thead>
<tbody>
<tr>
<td>16,522</td>
<td>73,480</td>
<td>INR 44 Bn</td>
</tr>
</tbody>
</table>

### What’s New on GeM 3.0
- New Rating for Buyers and Vendors
- Improved Catalogue Management
- Smart Business Intelligence / Analytics
- Order value rose from INR 22 Bn to INR 44 Bn
- Orders rose from 0.12 Mn to 0.28 Mn

* Estimated Annual Procurement Value by the Government of India based on current procurement in the country
# As of Feb 2018;
Digital Payments Scaling Up Rapidly; *We are just getting started*

**KEY FACTS**

- **100+ Mn** successful payments transactions in the last 12 months
- **Majority of Top Performing Merchants** processing through us
- **Avg. 100+ merchants** added everyday
- Merchant **MDR for Debit Cards dropping to 0** can lead to an exponential leap in Debit Cards usage
- Big merchants like IRCTC, Odisha Govt. Tax Collection, Bharat Gas, Hindustan Petroleum, FasTag National Highway Toll Collection, are **already live with us**

These developments will significantly contribute to both transaction volumes and value
THE BHARAT BILL PAY SYSTEM ... *A Game Changer In The Billing Ecosystem*

- Opportunity to **earn on every transaction** done through BillAvenue’s on-boarded Agents and Billers
- With the BBPS in place, a customer gains instant access to Bills across various utilities at one location and can pay the bills and get receipts instantly... a **classic one stop shop model**
- For the Biller the payment collection is more **efficient and cost effective** reducing costs and human error
BillAvenue’s Network ... *Empowers Customers To Pay Bills Anywhere in India*

**BillAvenue Network**
- **Lakhs of agents** registered across India
- **Over a dozen billers** registered
- **On-going registration** of agents and billers

**Growth Drivers**
- **Tie up with the best Agent networks** in the country
- **Generous commercial terms** will make us the preferred choice of Operating Unit
- With easier access for customers and the availability of all major **bills at one access point**, bill payments will see immense traction
- Large sections of the country still uses cash to pay bills. These **access points will help grow numbers**
120 Mn Daily Bills Generated in India ...

Significant Revenue Opportunity From Daily Bill Payments

Revenue has started accruing from Jan 2018

Source: Bharat Bill Pay, NPCI, RBI
Hospitality Industry ... *Transaction Based Opportunity for Digital Payments*

**Global**

- The retail value of the global hotel industry was US$ 550 billion in 2016.

- The Middle East and Africa are the most expensive regions for hotel room rates with a $165.97 US dollar daily room rate on average.

**India**

<table>
<thead>
<tr>
<th>Year</th>
<th># of Rooms</th>
<th>Possible Annual Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2012</td>
<td>84313</td>
<td>30,774,245</td>
</tr>
<tr>
<td>FY 2015</td>
<td>107695</td>
<td>39,308,675</td>
</tr>
<tr>
<td>FY 2016</td>
<td>113622</td>
<td>41,472,030</td>
</tr>
<tr>
<td>FY 2021 E</td>
<td>170433</td>
<td>62,208,045</td>
</tr>
</tbody>
</table>

Source: CARE Ratings
Hospitality Industry ... Transaction Based Opportunity for Digital Payments

Offering

- A subscription based Centralised Reservation System platform offering real-time inventory management for empowering hoteliers to maximise sales
- Inbuilt payment tool for hoteliers drives transaction based digital payments growth

Market Opportunity

- Considering avg. occupancy rates at 70% for India, we expect an annual 43.4 Mn room nights by FY 2021
- 50% more rooms in the branded hotel category by FY 2021 is expected to be added
- Growth driven by the mid-market segment, will account for 45% of new inventory
- Tier-II towns (Mass Market) will witness a sharp rise in the number of branded hotel rooms by FY 2021

Source: CARE Ratings
**P2P Remittance Platform ...**

*Transaction Based Opportunity from Online International Remittances*

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**B2B**, bank grade, customized remittance platform for banks/financial institutions

White Label remittance platform built for top banks and Fis in India

More in the pipeline

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**B2C**, global remittance / payment solution

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**Global Consumer Remittance Market is Enormous**

- **$586 Bn**
  - Est. global consumer remittances in 2015

- **$260 Bn**
  - Flowing to the top 10 countries (#1 India, #2 China, #3 Philippines)

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- **5%**
  - Annual growth rate in global remittances in near term

- **90%**
  - Est. market share with traditional players. Less than 15% is digital

---

Digital remittance players will win the market
FINANCIAL PERFORMANCE

Revenue growth buoyed by increasing transactions on the platform
Rising Profits leads to maiden dividend declaration

• Infibeam rewards its shareholders for trusting the company with their investments

• Infibeam declares interim dividend
  – One of the only profitable companies in India in the e-commerce and digital payments sector to reward its shareholders/investors

• Board of Directors have recommended a maiden interim dividend of INR 0.10 per equity share (10%) having face value of INR 1 each
Strong Q3 FY18 Performance ... led by increasing transaction business’ growth

- **Key Financial highlights during Q3 FY18**
  - Consolidated Q3 FY18 revenue grew 108% YoY to Rs. 2,135 million
    - Revenue boosted by Platform and Payments growth; IWS Revenue up 252% YoY, EBITDA up 162% YoY
  - Consolidated Q3 FY18 EBITDA grew 132% YoY to Rs. 485 million
  - Consolidated Q3 FY18 PAT grew 146% YoY to Rs. 308 million

- **Key Operational Highlights**
  - No. of transactions processed on our platform in Q3 FY18 were 23.5 million
  - Net Processing value amounted to Rs. 54,140 Mn
  - Number of Merchants on the platform at 88,993; up 34.6% year-on-year
  - Bharat Bill Pay Service (BBPS) launched under the brand, BillAvenue
  - GeM 3.0 launched with new interface and new features; 20 States incl. Union Territories signed MoU with Centre

- **Maiden Interim Dividend: 10%**

- **Network18 Group through its Subsidiary Company invests in Infibeam**

- **CCAvenue Merger with Infibeam: SEBI and CCI approval received.**
## Q3 FY18 - Financial Performance Snapshot

<table>
<thead>
<tr>
<th>Scale</th>
<th>Revenue</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SERVICE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>54.14 Bn</td>
<td><strong>1,415 Mn</strong></td>
<td><strong>45%</strong></td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td><strong>720 Mn</strong></td>
<td><strong>(2.58)%</strong></td>
</tr>
<tr>
<td><strong>Product</strong></td>
<td><strong>2,135 Mn</strong></td>
<td><strong>22.7%</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Scale</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Processed Transactions Value (INR)</strong></td>
<td><strong>Segment Result in Q3 FY18</strong></td>
</tr>
<tr>
<td><strong>23.5 Mn</strong></td>
<td><strong>45%</strong></td>
</tr>
<tr>
<td><strong>Active Users on Infibeam.com</strong>&lt;sup&gt;2&lt;/sup&gt;</td>
<td><strong>Gross Margin in Q3 FY18</strong></td>
</tr>
<tr>
<td>8.09 Mn</td>
<td><strong>(2.58)%</strong></td>
</tr>
<tr>
<td><strong>SKUs offered on infibeam.com</strong>&lt;sup&gt;1&lt;/sup&gt;</td>
<td><strong>EBITDA Margins in Q3 FY18</strong></td>
</tr>
<tr>
<td>15 Mn+</td>
<td><strong>22.7%</strong></td>
</tr>
</tbody>
</table>

Note: (1) As of qtr. ended December 31, 2017, Registered merchants are 88,993 (2) As of qtr ended December 31, 2017, based on last login in the immediately preceding 12 months; (3) as reported in financials.
Q3 FY18 Consolidated Financial Performance... led by IWS growth

### Revenue (Rs. Mn) and Composition %

<table>
<thead>
<tr>
<th></th>
<th>Products</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3FY17</td>
<td>1,027</td>
<td>61%</td>
</tr>
<tr>
<td>Q2FY18</td>
<td>2,017</td>
<td>39%</td>
</tr>
<tr>
<td>Q3FY18</td>
<td>2,135</td>
<td>34%</td>
</tr>
</tbody>
</table>

### EBITDA (Rs. Mn) and EBITDA Margin (%)

<table>
<thead>
<tr>
<th></th>
<th>EBITDA</th>
<th>EBITDA Margin (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3FY17</td>
<td>212</td>
<td>20.6%</td>
</tr>
<tr>
<td>Q2FY18</td>
<td>407</td>
<td>20.0%</td>
</tr>
<tr>
<td>Q3FY18</td>
<td>485</td>
<td>22.7%</td>
</tr>
</tbody>
</table>

### Profits Before Tax (Rs. Mn)

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Q3FY17</td>
<td>153</td>
<td>128%</td>
<td>YoY</td>
</tr>
<tr>
<td>Q2FY18</td>
<td>286</td>
<td>22%</td>
<td>QoQ</td>
</tr>
<tr>
<td>Q3FY18</td>
<td>349</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Profits After Tax (Rs. Mn) and EPS (Rs.)

<table>
<thead>
<tr>
<th></th>
<th>PAT</th>
<th>EPS</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3FY17</td>
<td>125</td>
<td>0.24</td>
<td>(YoY)</td>
<td>146%</td>
<td></td>
</tr>
<tr>
<td>Q2FY18</td>
<td>216</td>
<td>0.35</td>
<td>(QoQ)</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Q3FY18</td>
<td>308</td>
<td>0.53</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q3 FY18 - Key Segmental Highlights

**Services Segment Result (Rs. Mn)**

- Q3 FY18 Revenue grew 252% YoY to Rs. 1,415 million
- Q3 FY18 EBITDA grew 162% YoY to Rs. 631 million

**Infibeam.com – Marketplace Platform**

- Q3 FY18 revenue grew 15% YoY to Rs. 720 million
- Q3 FY18 Gross Margin at (2.58%) compared to 2% in Q3 FY17

**Product EBITDA (as % of Revenue)**

- Q3 FY17: -3.00%
- Q2 FY18: 0.20%
- Q3 FY18: -9.70%
NEW BUSINESS OPPORTUNITIES

Value Added Services
“.OOO” Domain Registry …

Opportunity To Scale To Millions of Domains Internationally

- Most widely used domains are getting saturated and hence getting expensive
- .OOO is a gTLD that can be used in any part of the world
- We are already integrated into >100 registrars globally
- It serves as a land bank for Infibeam

Opportunity / Growth Drivers
- Will serve as a low cost merchant acquisition channel to offer our ecommerce platform solutions
- Can be bundled to offer platforms along with domains
- Focus is to acquire merchants and thrive revenue through transactions
- .OOO domain to be extended to advertising and create a huge advertising revenue stream
".OOO" Subscription ...

Bundle IWS Platform framework with domain for customer acquisition

- About 300 mn domain names registered across all TLDs to date
- Infibeam being a web-service platform company is in best position to offer ".OOO" domains through registrars and direct to consumers
- We are already integrated into >100 registrars globally
- We have created a Unique & Verified Digital Identity Platform on the .OOO Domain for citizens of various states in India

Opportunity / Growth Drivers
- Low cost of maintaining .OOO allows to bundle domain and platforms at marginal annual subscription to acquire millions of customers globally
- Operating cost has reduced significantly making it suitable to scale from thousands to millions
- Large availability of .OOO domain names otherwise difficult and expensive in popular domains
- Companies transitioning towards online model; offers huge opportunity to sell domains

Top gTLDs-
- .com, .net, .org ...

... own majority share with 200 Mn domains sold

Can ‘.OOO’ be amongst the top level domain worldwide?
Computing Capacity Update: Last Mile Logistics

Data Center Salient features:
- Certified Tier III Datacenter for Captive Usage
- Virtualization with Backup and Disaster Recovery
- Enables Scaling of Platform & Payments Web Services
- Target to become functional by this Calendar year

- Strategy to focus on last mile logistics & connect merchants to delivery agents through our in-house logistics platform
- Revenue to be earned for offering last mile connectivity and for platform services

Shipdroid – Live integration with logistics service providers
Network18 Group to Invest in Infibeam

Deal
- Network18 Group’s subsidiary to make strategic investment in Infibeam
- Infibeam plans to integrate multiple platforms of Network18 Group assets to build large customer base with its differentiated offerings
- Various mutual cooperation strategies will be explored specifically in digital space
- Preferential issue of Fully Convertible Warrants, convertible into equivalent number of Equity Shares to be issued at a conversion price of Rs. 186.91/- per Equity Share, for an aggregate consideration of not exceeding INR 400 million

About Network18
- Network18 is one of the India’s leading media and entertainment conglomerate with interests in television, internet, magazines, mobile content and allied businesses.
- The group houses strong media brands such as CNBC, News18, ETV, Moneycontrol, Firstpost and more.
- Television properties of the group reach about 555 million people, while its digital assets reach about 100 million people each month.
THANK YOU

For more information on company visit:
www.Infibeam.ooo
www.ccavenue.com

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+91 9930554588