

February 16, 2023

The Manager Corporate Relationship Department BSE Limited Floor 25, Phiroze Jeejeebhoy Tower Dalal Street, Mumbai-400001	The Manager – Listing Department National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C/1, G Block, Bandra Kurla Complex, Bandra(E), Mumbai-400051
BSE Scrip Code: 532341	NSE Symbol: IZMO

Dear Sir/Madam,

Subject: Investors Presentation.

In terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), we submit herewith a copy of Investors Presentation with respect to Business Overview of Izmo Limited (“the Company”).

Further a copy of the same is also available on the website of the Company, viz., **www.izmoltd.com**.

Kindly take the same on record.

Thanking You

Yours faithfully,
for **IZMO Limited**

DANISH REZA
Digitally signed
by DANISH REZA
Date: 2023.02.16
12:58:00 +05'30'

Danish Reza
Company Secretary and Compliance Officer

Enc: As Above

izmo Ltd.

177/2C, Bilekahalli Industrial Area,
Bannerghatta Road, Bangalore-560 076, India

www.izmoltd.com

CIN: L72200KA1995PLC018734



IZMO Limited

Result Update **Presentation**
Q3 & 9M FY23





Disclaimer

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01
Consolidated
Financial Highlights



**Commenting on the results,
Mr. Sanjay Soni, Managing
Director, IZMO Ltd said :**

"I am glad to report a strong performance in Q3 FY23 based on tailwinds in the overall markets for us. Despite fluctuation in interest rates in the US impacting economic growth, the Company has continued to grow through the quarter.

In fact this has been one of the best quarters in terms of client additions for our Frog Data suite of products. This reflects the value proposition that our products offer for our customers even during volatile market phases.

In the quarter ended December 31st 2022, we reported a 12.8% year-on-year growth in top line at Rs. 39.7 crores. EBITDA excluding other income grew 34.1% year-on-year to Rs. 9.5 crores while PAT grew 4.0% year-on-year to Rs. 6.5 crores. Growth in top line came from several new clients additions across the US & Europe. We added 123 clients in the US market including Higher Gear Media & Autolist Inc., and 30 new clients in Europe including PSA Automobile SA, Auto Guadeloupe Development & Carpro.

Operational efficiencies offset the impact of sales & promotional costs, as well as workforce additions, boosting EBITDA margins. We also issued ESOPs for our employees during this period.

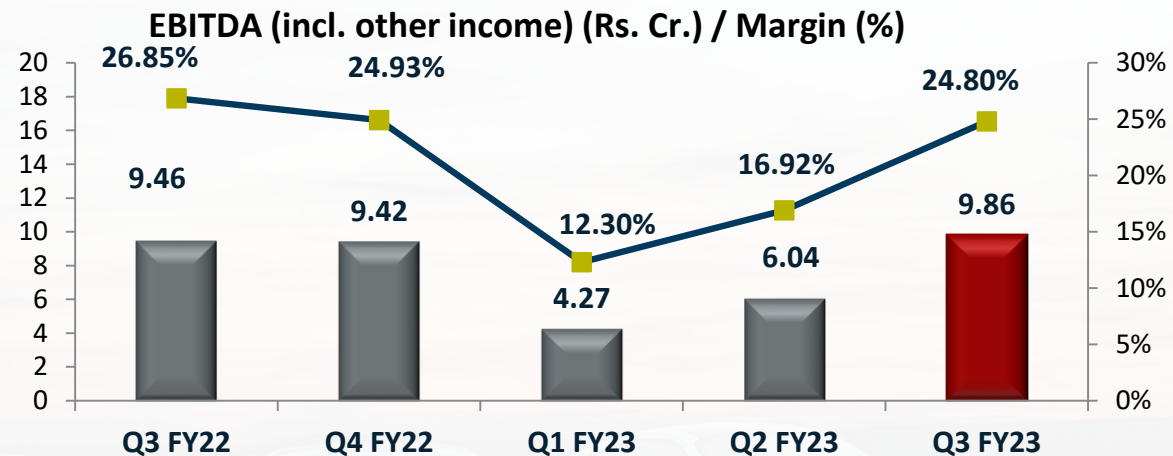
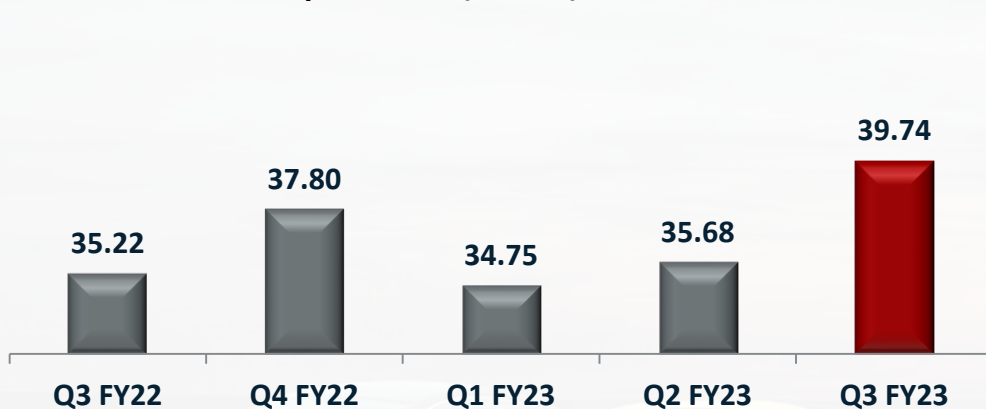
While izmoEmporio continues to gain traction across markets, we are also gradually gaining foothold in the Spain market with our existing bouquet of products. These endeavors are in line with our strategy to expand our product portfolio as well as geographical reach.

With our focus on penetrating newer markets with existing and new products, we aim to further strengthen our position as the go-to solutions providers for auto dealerships and OEMs. I would like to thank the entire Izmo team and all our stakeholders, for their untiring effort and support, which drives the Company forward."

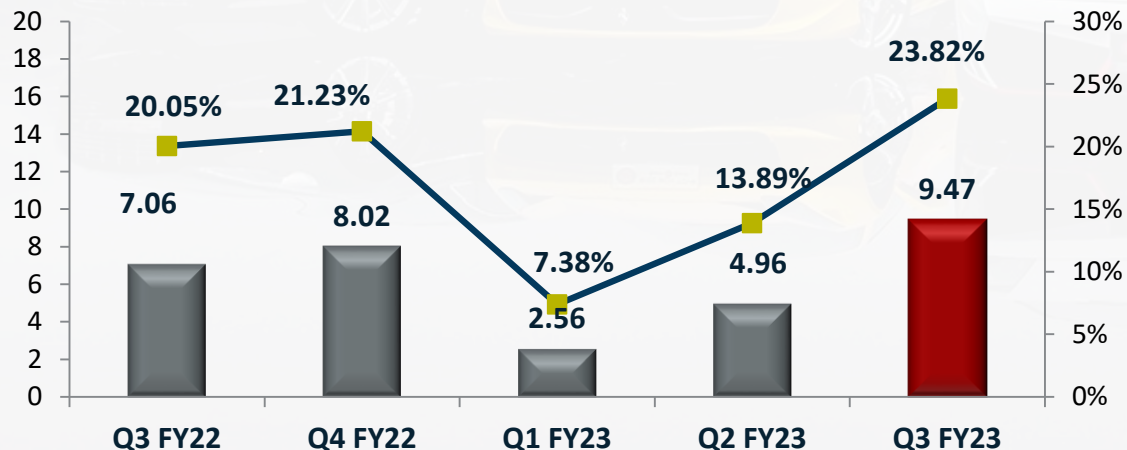


Consolidated Quarterly Financial Highlights

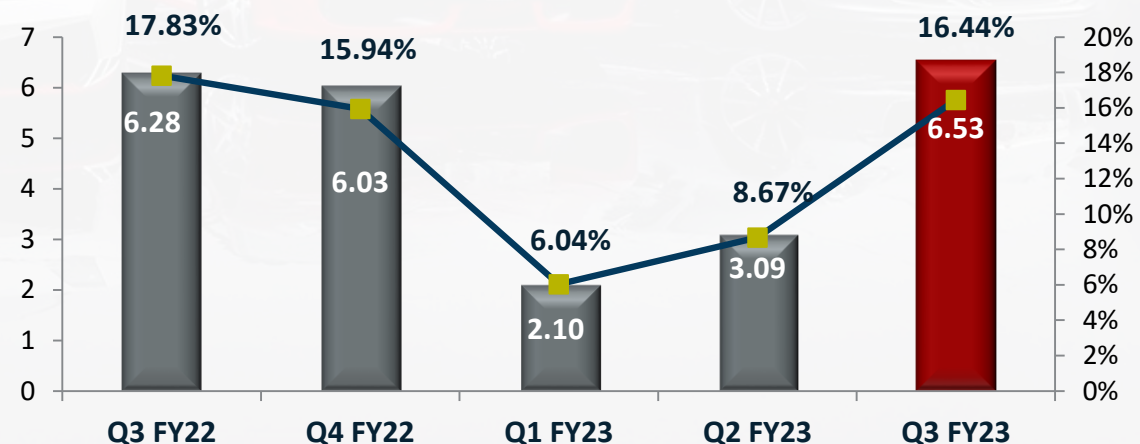
Revenue from Operations (Rs. Cr.)



EBITDA (excl. other income) (Rs. Cr.) / Margin (%)



PAT (Rs. Cr.) / Margin (%)





Consolidated Quarterly Financial Highlights

izmoltd.

Rs. Crs	Q3 FY23	Q3 FY22	YoY%	Q2 FY23
Income from Operations	39.74	35.22		35.68
Other Operating Income	0.00	0.00		0.00
Total Income from Operations	39.74	35.22	12.83%	35.68
Raw Material Expenses	0.13	0.07		0.28
Employee Cost	17.87	13.54		17.37
Other Costs	12.27	14.55		13.07
Total Expenditure	30.28	28.16		30.72
EBITDA (excluding other income)	9.47	7.06	34.06%	4.96
EBITDA Margin %	23.82%	20.05%	377 bps	13.89%
Other Income	0.39	2.40		1.08
Depreciation	3.27	3.10		2.71
Interest	0.06	0.08		0.06
Profit Before Tax	6.53	6.28		3.26
Tax	0.00	0.00		0.17
Profit After Tax	6.53	6.28	4.00%	3.09
PAT Margin %	16.44%	17.83%	(139 bps)	8.67%
EPS in Rs.	4.88	4.70	3.83%	2.31

- *New client additions in key markets of US & Europe, drove revenue growth*
- *Among highest clients additions in a quarter for Frog Data*
- *EBITDA margins improved despite issue of ESOPs, strengthening workforce and higher marketing costs*



Consolidated Nine Months Financial Highlights

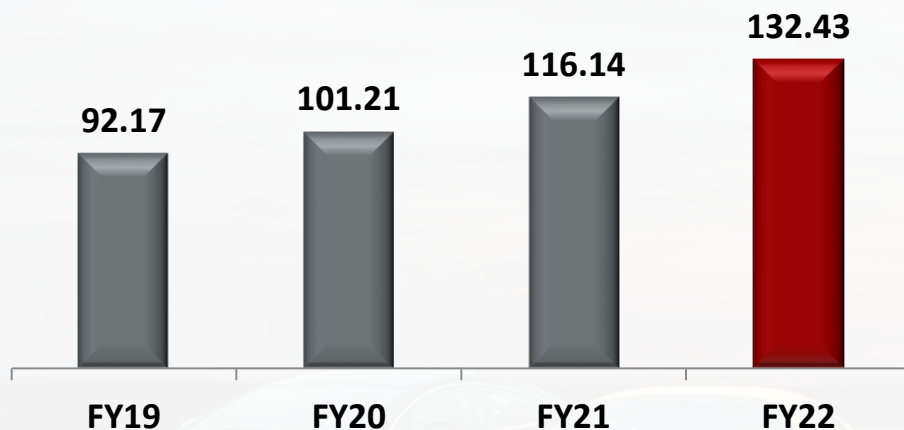
izmoltd.

Rs. Crs	9M FY23	9M FY22	YoY%
Income from Operations	110.17	94.63	
Other Operating Income	0.00	0.00	
Total Income from Operations	110.17	94.63	16.41%
Raw Material Expenses	0.50	0.36	
Employee Cost	51.51	42.32	
Other Costs	41.17	36.35	
Total Expenditure	93.18	79.03	
EBITDA (excluding other income)	16.99	15.60	8.87%
EBITDA Margin %	15.42%	16.49%	(107 bps)
Other Income	3.18	4.10	
Depreciation	8.10	9.24	
Interest	0.17	0.41	
Profit Before Tax	11.89	10.06	18.25%
Tax	0.17	0.05	
Profit After Tax	11.72	10.01	17.10%
PAT Margin %	10.64%	10.58%	6 bps
EPS in Rs.	8.78	7.53	16.47%

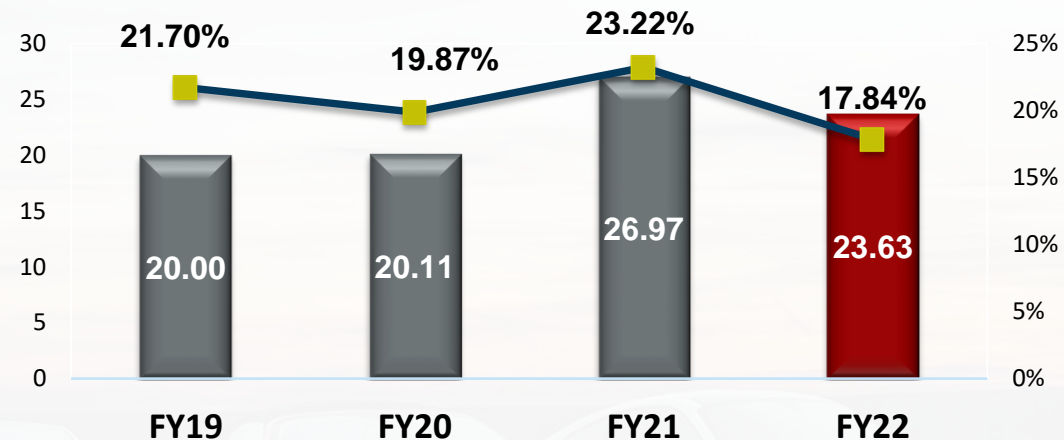


Consolidated Annual Financial Highlights

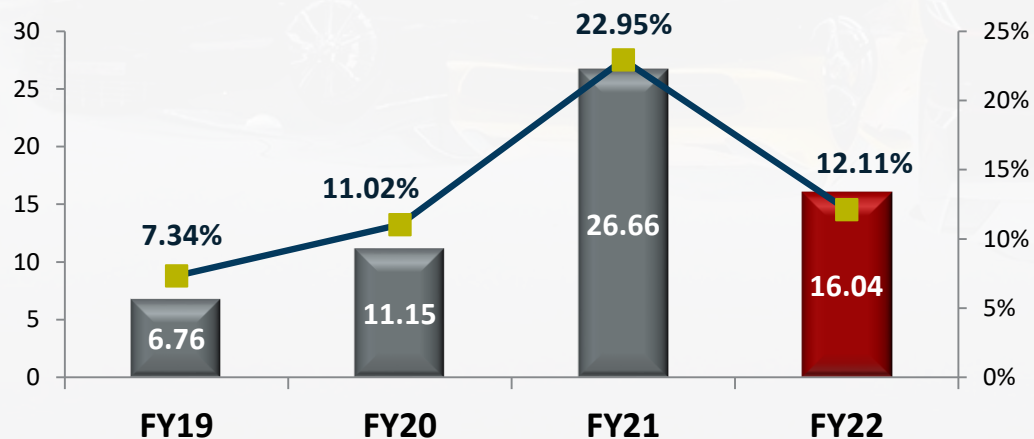
Revenue from Operations (Rs. Cr.)



EBITDA (excl. other income) (Rs. Cr.) / Margin (%)



PAT (Rs. Cr.) / Margin (%)



Basic EPS (Rs.)





Consolidated Annual Financial Highlights

izmoltd.

Rs. Crs	FY22	FY21	YoY %
Income from Operations	132.43	116.14	
Other Operating Income	0.00	0.00	
Total Income from Operations	132.43	116.14	14.02%
Raw Material Expenses	0.81	2.19	
Employee Cost	56.54	46.76	
Other Costs	51.45	40.22	
Total Expenditure	108.81	89.17	
EBITDA (excluding other income)	23.63	26.97	(12.41%)
EBITDA Margin %	17.84%	23.22%	(538 bps)
Other Income	5.50	22.80	
Depreciation	12.48	22.06	
Interest	0.47	0.87	
Profit Before Tax	16.18	26.84	(39.71%)
Tax	0.14	0.18	
Profit After Tax	16.04	26.66	(39.84%)
PAT Margin %	12.11%	22.95%	(1084 bps)
EPS in Rs.	12.04	20.38	(40.92%)

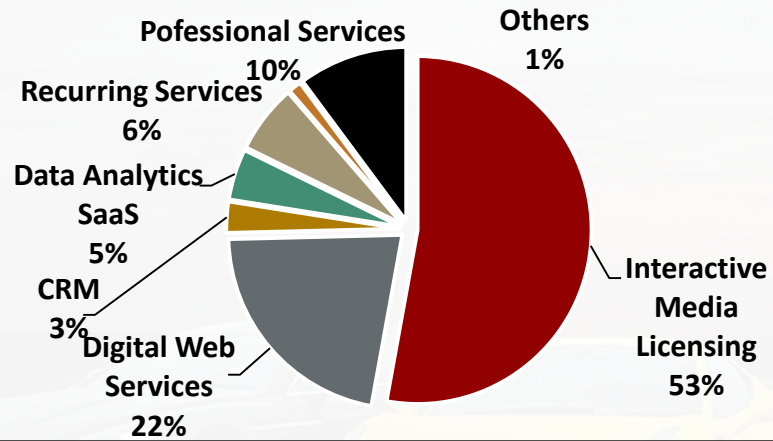
- *Strong growth in top line driven by rising demand from new and existing customers*
- *Higher investment in skilled workforce had bearing on margins*
- *Significant reduction in debt levels*



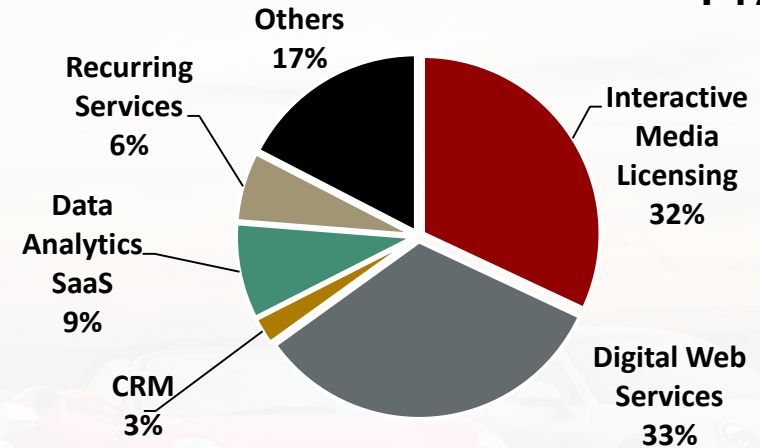
Consolidated Segmental Revenue – FY22 vs FY21

By Product

FY22

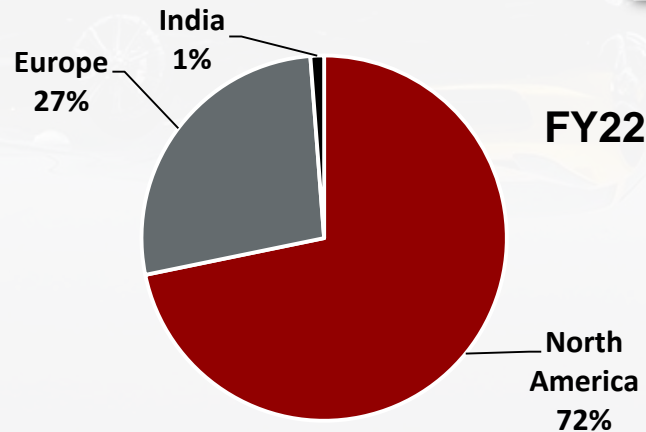


FY21

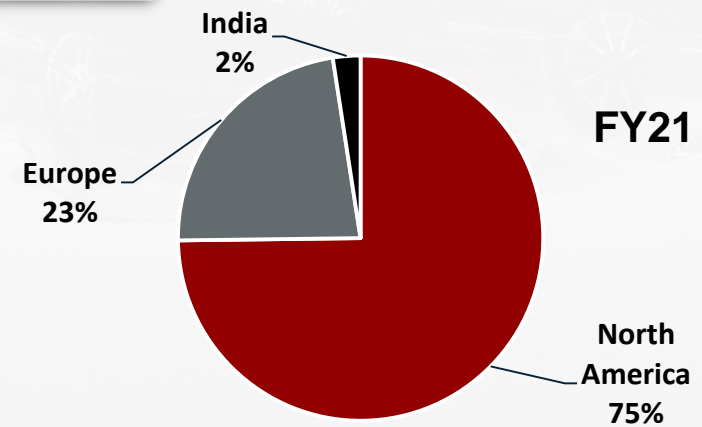


By Geography

FY22



FY21





Consolidated Balance Sheet Highlights

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Rs. Cr.	31 st Mar' 2022	30 th Sept 2022
Shareholders Funds	252.31	257.65
Share Capital	13.36	13.39
Other Equity	238.95	244.26
Non Current Liabilities	8.76	7.86
Financial Liabilities		
LT Borrowings	5.99	5.21
LT Provisions	2.77	2.65
Current Liabilities	37.62	31.32
Trade Payables	3.26	3.31
Other Financial Liabilities	3.97	3.06
ST Provisions	0.39	0.37
Other Current Liabilities	29.67	24.52
Current Tax Liabilities (Net)	0.33	0.07
Total Equity & Liabilities	298.69	296.83

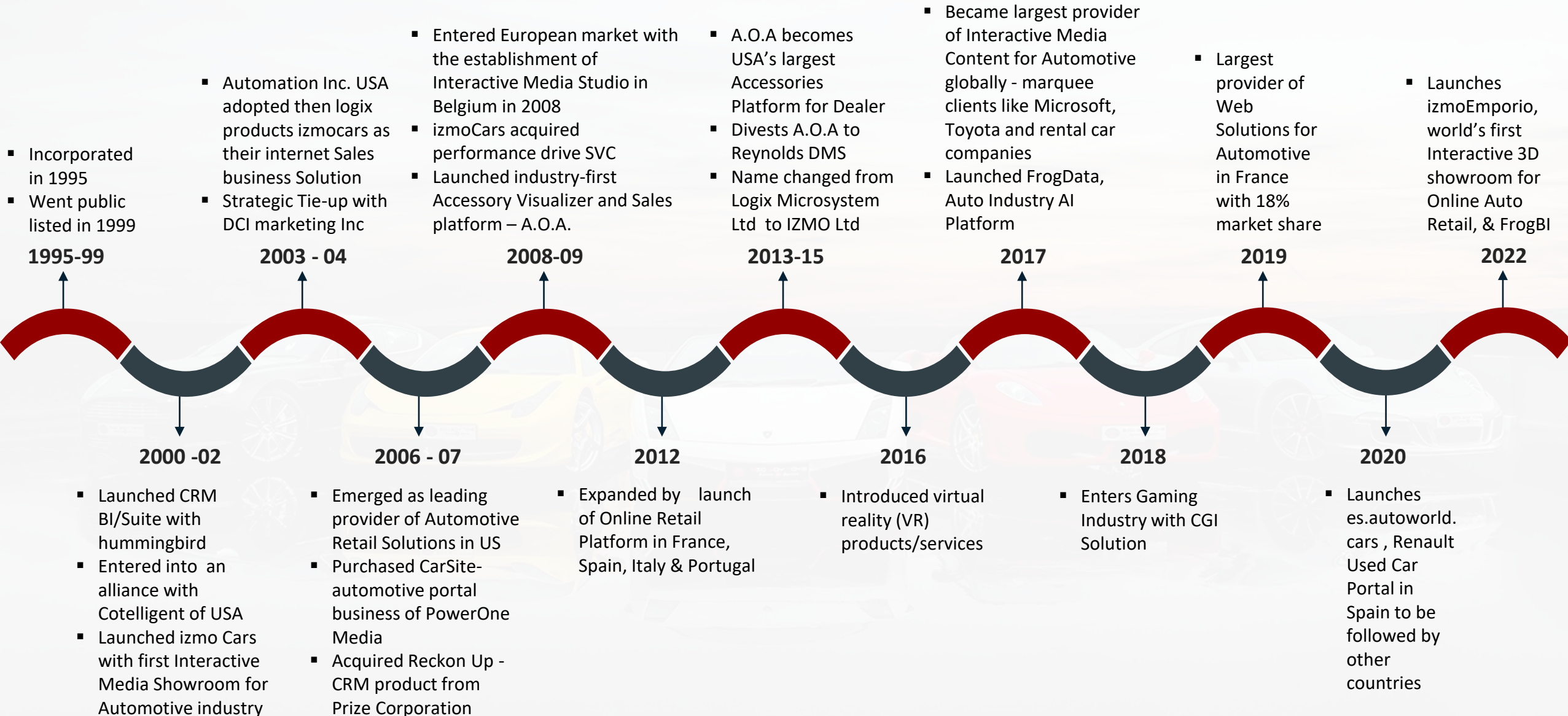
Rs. Cr.	31 st Mar' 2022	30 th Sept 2022
Non Current Assets	234.14	241.43
Property Plant & Equipment	3.44	3.45
Capital work in progress	0.00	0.00
Investment Property	1.73	1.68
Other Intangible Assets	223.66	231.28
Deferred Tax Assets	0.58	0.48
Other Non-Current Assets	4.74	4.55
Current Assets	64.55	55.40
Inventories	0.05	0.05
Trade receivables	36.73	29.93
Cash & Cash equivalents	11.32	10.40
Other Financial Assets	16.45	15.02
Total Assets	298.69	296.83



02 Company Overview



Our Journey So Far...



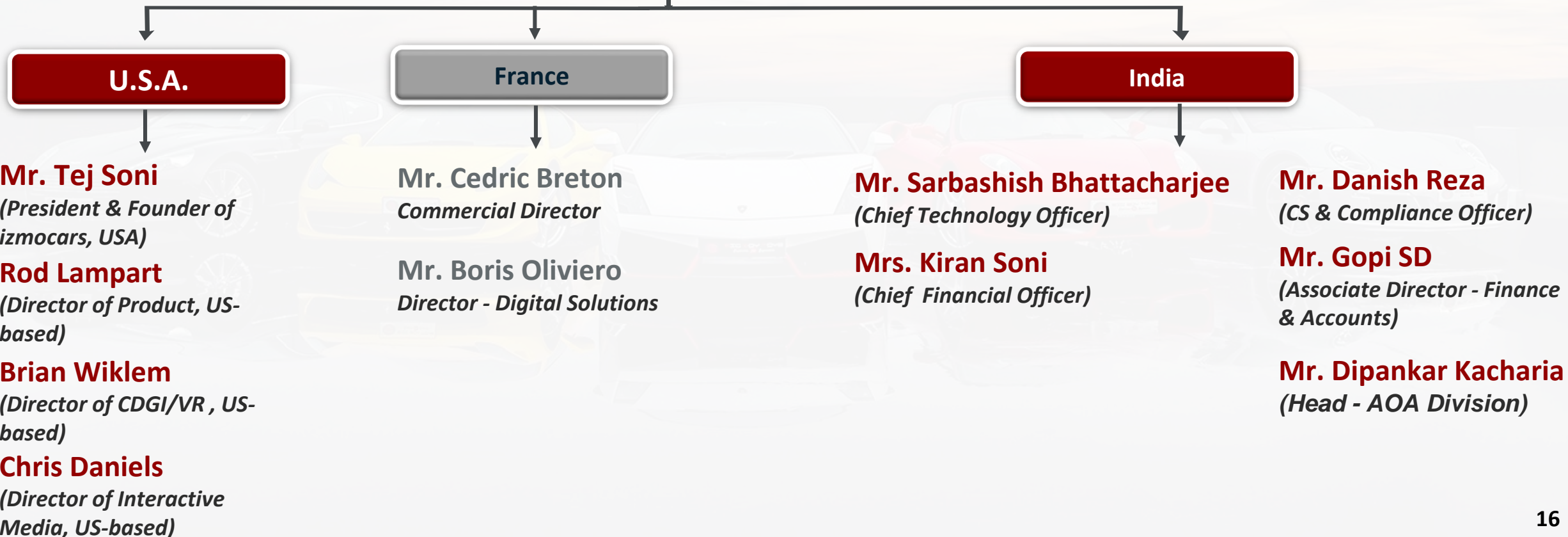


Core & Experienced Management



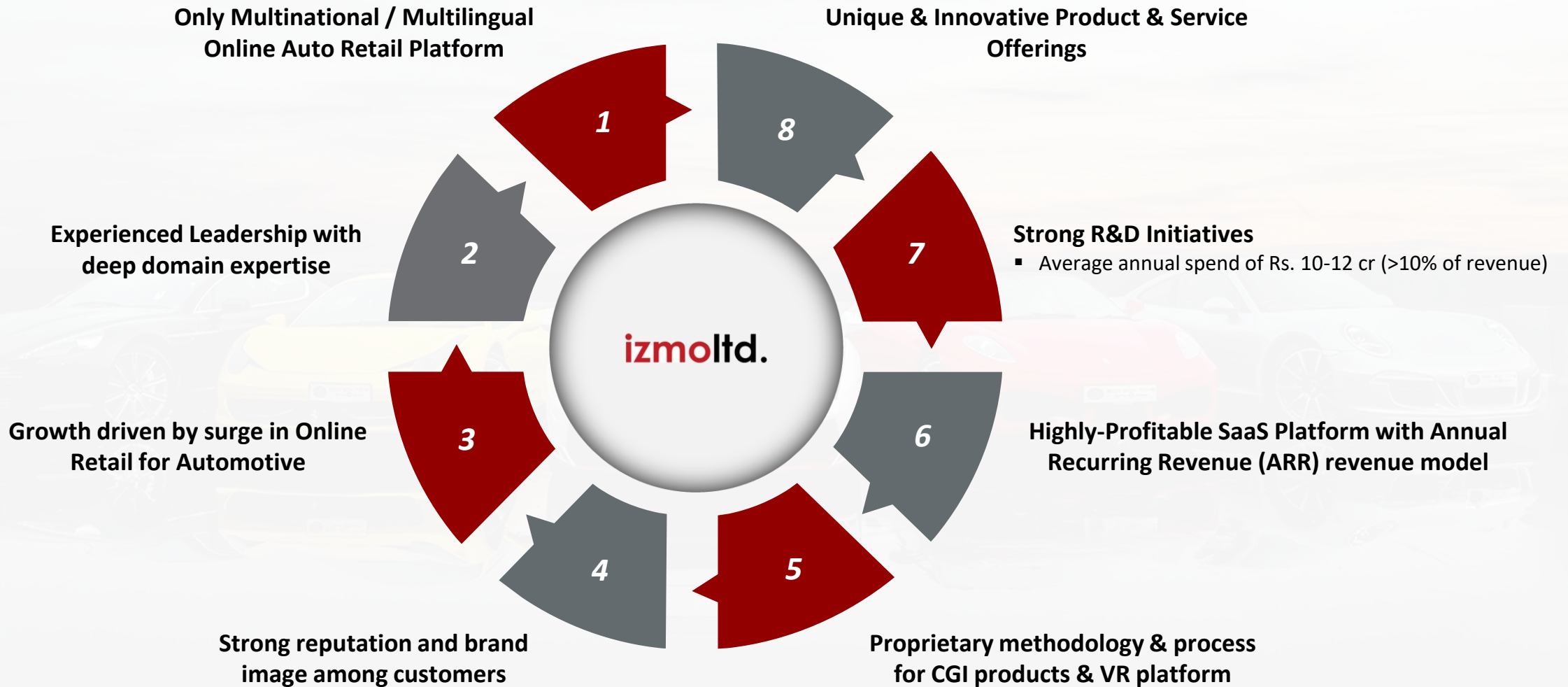
Mr. Sanjay Soni
(MD & Promoter)

- Founder of Logix Microsystem later changed into IZMO
- Over 17 years experience in automotive industry with several publications in computer science
- Postgraduate from IIM Bangalore





Key Strengths





03 Business Overview



Business Divisions



Frogdata

Big Data Platform for Automotive
Data Aggregation, analytics and Artificial Intelligence (AI) services

- Most advanced platform for Automotive Data Analytics
- Integration with major platforms in the Industry
- Next Generation Ai applications



izmo Studio

Interactive Media Products
Exhaustive library of automotive images, videos and animations

- Global Leader in Interactive Automotive Content
- Photography, CGI, Video, VR Studios
- Low-cost production center in India



izmo Cars

Online Auto Retail Solution
Specialized e-marketing SaaS solution for automotive traders

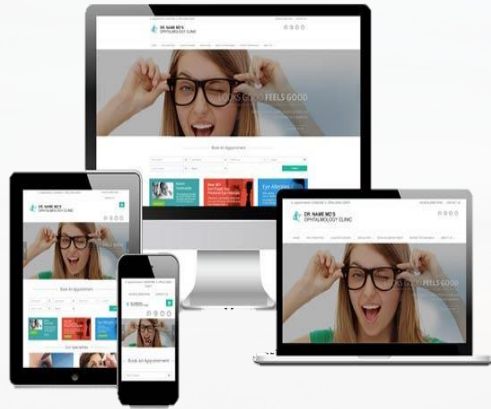
- Multinational presence with multilingual platform
- Recognized brand and domain experts since 2002
- Solid customer base with low churn





izmo Cars

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izmo Web

Automotive Web Platform

- Multi-lingual Web Platform for Automotive
- Proprietary Automotive Web Platform for Tier I & II clients
- Largest provider in Mexico and France
- More than 2,000 dealers worldwide use izmoweb
- Clients include OEM Networks, Large & Small Dealer Groups



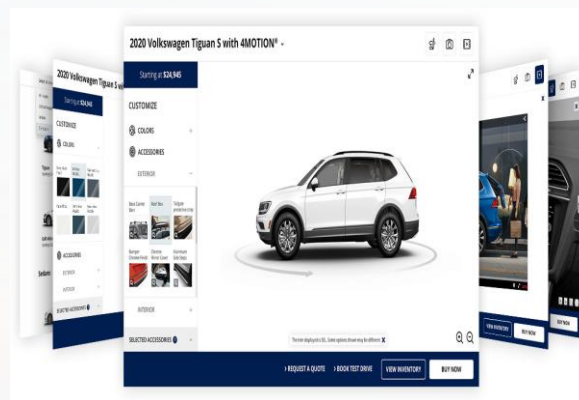
izmo TheAgency

- Google Partner
- Comprehensive AdWords & Social Media Marketing
- Verified Leads Program for lead qualification



PartsVelocity CRM

- SaaS based Parts Distribution Sales & Marketing CRM
- Integration with major DMS systems
- PSA Alliance (Peugeot) Standard for Distributors
- Comprehensive platform for Parts Distribution Management
- Integration with major DMS systems in Europe



izmo Stock

- Global Automotive Image Library
- #1 in Automotive Stock Images
- Tier 1 Client List
- 2% Client Churn

izmo FX

- CGI Development Services
- 3D Virtual Showroom with Accessories
- Kinetic CGI - Interactive Product Experience Platform

izmo VR

- Automotive VR Platform
- izmoVR Lead Generation Kiosk
- Virtual Reality Experience Apps



FrogPlus Advanced Reporting Platform

- Integrated with major DMS Systems
- Many Systems, One Dashboard
(DMS, CRM, Google, Service)
- Data Analytics Platform for Auto Retail



FrogData Lake – Data Repository for Dealers

- Normalization and migration of DMS data
- Single Repository for all data



FrogAI Factory

- Next generation apps and automation for dealers
- Alexa Apps, Pre-Pencil Tool, Service Upsell enablement



Other Key Products / Services

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izmoEmporio *3D CGI Virtual Showroom*

- High user engagement & conversion rate >90%
- Increased Online Sales
- Content available for all countries
- Unique product with no competition
- One line integration with any dealer website
- Low cost, high-volume production capacity



izmoVR **Virtual Car Test Drive**

- New concept in Auto Retailing – Virtual Test Drives
- Innovative & Immersive User Experience
- One of the largest content library in the world, being repurposed for VR
- Build Content, Distribute, Monetize
- Easy to scale in any country
- Potential to launch in App Store for private viewing
- Facilitates better Lead generation for sales



Strong R&D Team

izmoltd.

01

Developed CGI technology for Rapid 3D Modeling for Automotive using On-Site Laser Scanning and AI based modeling process

Developed WebGL based 3D Interactive Platform for personalization of cars with accessories

02

Developed industry first CGI based Virtual Reality & Augmented Reality Platform for Auto Retailing

03

Developed AI Big Data Platform for Decision Analytics based on Integrated Data Model with Heuristic Algorithms for quick analysis

04

Developed Used Car Price Optimizer - AI based Used Car Pricing platform

05



Global Presence

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99% Revenue from Exports



Marquee Clients

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Recognition from Reputed News Entities

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Economic Times ranked izmo Ltd.
112th in “India Growth Champions
2022” rankings list

Financial Times ranked izmo Ltd.
465th in “High Growth Companies –
Asia Pacific, 2022”

**THE
ECONOMIC
TIMES**

INDIA'S
**GROWTH
CHAMPIONS**
2022

Ranked 112

**FINANCIAL
TIMES**

**HIGH-GROWTH
COMPANIES**
Asia-Pacific
2022

Ranked 465



04
Industry Overview



Business Software Market

- Global business software & services market valued at \$389.86 billion in 2020 and forecasted to grow at CAGR of 11.3% during 2021-28
- Growing automation of business processes and increase in enterprise data are driving growth in this industry
- COVID-19 pandemic further expedited this growth as demand for SaaS based services and products increase across sectors

E-Marketing Industry

- Global digital marketing vertical valued at approximately \$300 billion in 2019, and reached \$330-340 billion in 2020, growing at CAGR of 12.8%
- Rising investments in online video and mobile advertising have fueled overall digital marketing expenditure in North America and Western Europe
- Mobile ad expenditure contributes to approximately 39-42% of digital spend in Western European markets such as the UK, Germany, and Spain and expected to have reach 55-60%



Automotive Dealer Market

Market Opportunity

- Base Platform Billing Per Dealer: \$1,500 – \$2,000/month
- Add Consulting: \$500/month
- Add Derivative Products: \$1,000/month
- Total: \$3,500/month
- Market Size: \$840 million



Auto Dealer Industry Size

- Auto sales in 2018: 20 Million
- Sales Revenue > \$ 1 Trillion
- No. of Car Dealers: 20,000
- Avg. Dealership:
 - \$60M Sales/ Year
 - Employs 100 people
 - Monthly Marketing Spend: \$600/car = \$60,000/month



Global Trends & US Automotive Sector

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- Strong growth in online Auto retail
- Interactive Media content fast gaining popularity
- Online spend by Auto dealers on rise
- Consumers demanding better content before buying decision
- Very few players offering interactive media content for automotive

Prevailing Global Trends



US Auto Sector



- Total Dealerships: 16,682
- Total Advertising Spend: \$9.2 billion
- Advertising Budget / Vehicle: \$640
- Sales: 17.1 million / \$1.02 Trillion
- Online Spend: 56% of total
- Average Annual Internet Spend/
Dealer: \$310,127



05
Way Ahead



Way Ahead

Focus on New Products in Existing Geographies

- **izmoEmporio** - 3D Virtual Showroom for dealers – US/ EU
- **izmoVR** – VR Lead Generation Platform for Automotive
- **Kinetic CGI** – CGI Product Visualization
- **EV S/W** – Software for electric vehicles & mobility solutions. Dedicated R&D efforts to be supported by strong sales & service network

Expanding Data Repository and Auto Dealers Subscriptions

- Focus on updating repository of data with latest and state-of-the-art imagery and information



Focus on Growing Existing Products in Existing Geographies

- **izmoStudio** – Driven by growth in online auto sales
- **izmocars** – French market continues to grow
- **FrogData** – Data Analytics boom fuels growth

Focus on Existing Products in New Geographies

- izmoweb to be re-introduced in **USA**
- Full Suite Digital Solutions in **Germany, Spain & Switzerland**



Thank You

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