

**August 25, 2023**

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

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 for the quarter ended June 30, 2023 of Izmo Limited (“the Company”).

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

Kindly take the same on record.

Yours faithfully,

for **IZMO Limited**

SONAL JAJU  
 Digitally signed  
 by SONAL JAJU  
 Date:  
 2023.08.25  
 18:07:26  
 +05'30'

**Sonal Jaju**

*Company Secretary and Compliance Officer*

*Encl: As above*

**izmo Ltd.**

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

www.izmold.com

CIN: L72200KA1995PLC018734



# IZMO Limited

Result Update **Presentation**  
**Q1 FY24**





# Disclaimer

**izmoltd.**

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# Table of Contents

- 01 Financial Highlights
- 02 Company Overview
- 03 Business Overview
- 04 Industry Overview
- 05 Way Ahead





**01**  
**Consolidated**  
**Financial Highlights**

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

*"I am happy to say that we have begun the new fiscal year on a strong note. As the impact of interest rate fluctuations in the US waned, the Company performed well based on tailwinds in its key markets, continuing its growth trajectory.*

*We are witnessing robust demand for many of our offerings, especially the Frog Data suite of products. Based on this, we are ramping up our sales and fulfilment teams across geographies, to cater to the rise in demand.*

*In the quarter ended June 30<sup>th</sup> 2023, we reported a 19.40% year-on-year growth in top line at Rs. 41.49 crores. EBITDA excluding other income grew 222.9% year-on-year to Rs. 8.28 crores while PAT grew 138.8% year-on-year to Rs. 5.01 crores. Growth in top line came from many new clients additions across the US & Europe. We added 130 new clients in the US market including clients for AI enabled Frog Data suite of products. We also on-boarded 51 new clients in Europe including Mozart Autos and Elysee Automobiles.*

*While we continue to invest in our skilled workforce during the period, operational efficiencies helped boost EBITDA margins.*

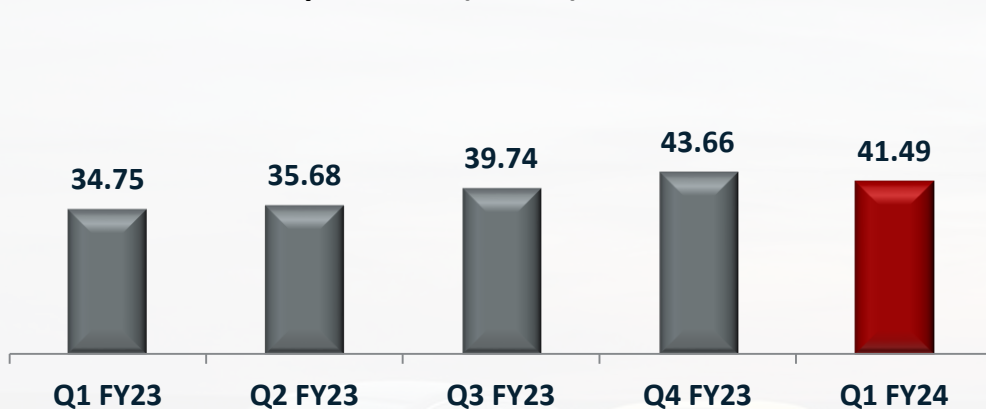
*We invest continuously in R&D and new product development to stay ahead of the technology trends. As part of this, we are expanding our AI solutions in terms of decision analytics, and developing a VR-based solution for virtual test drive simulation.*

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

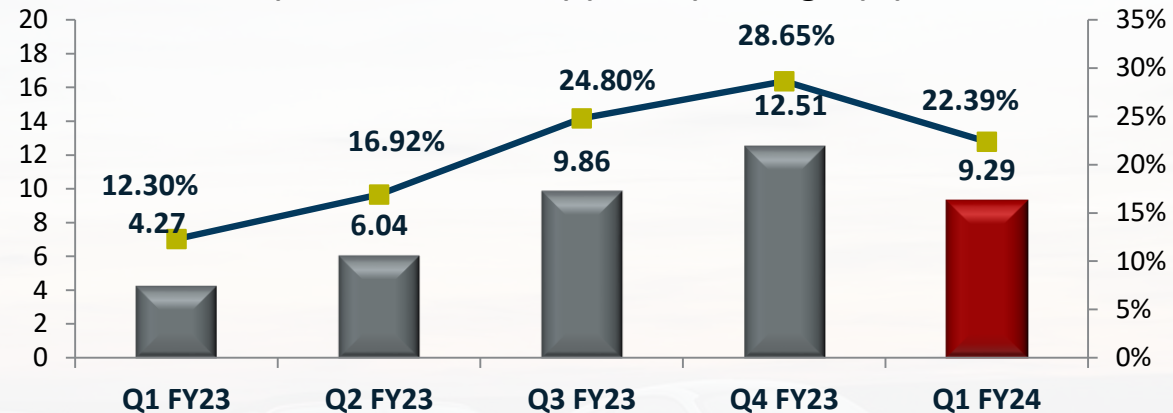


# Consolidated Quarterly Financial Highlights

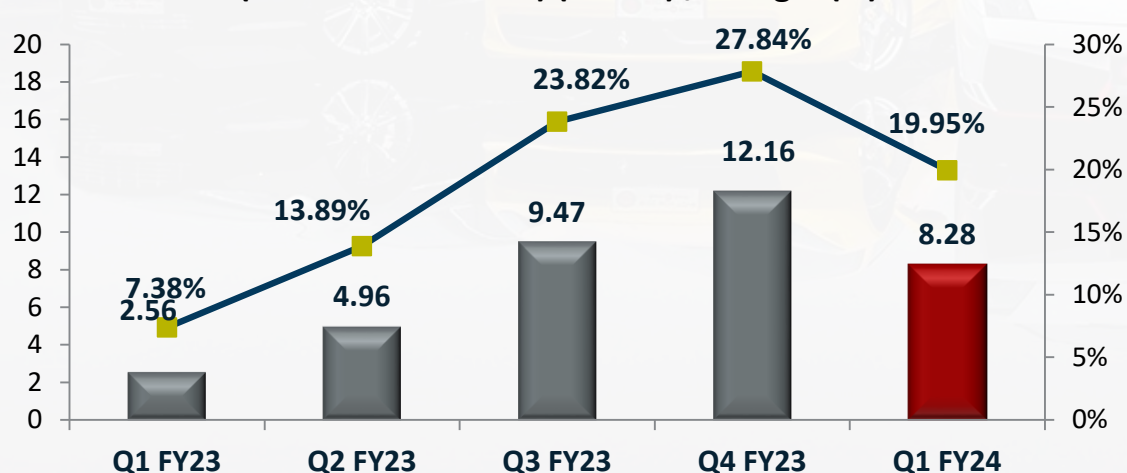
### Revenue from Operations (Rs. Cr.)



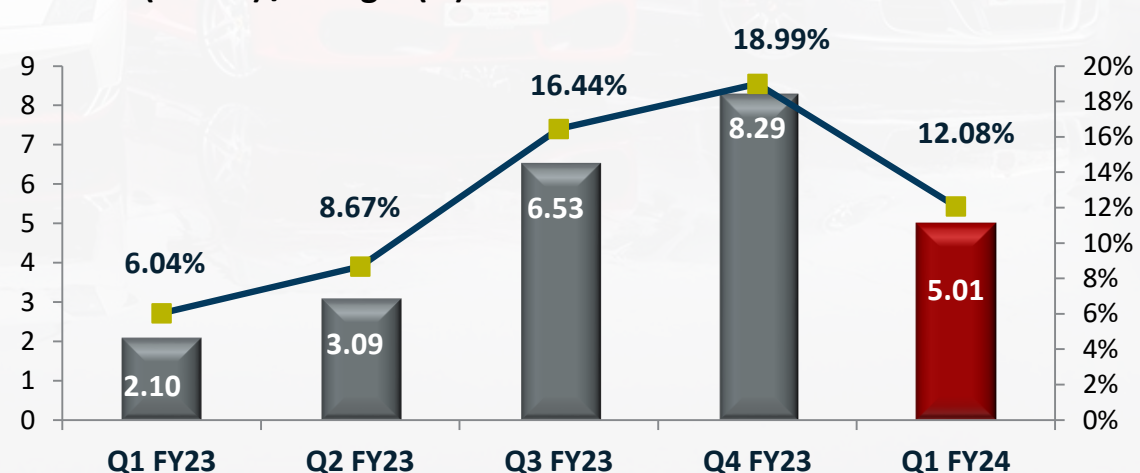
### EBITDA (incl. other income) (Rs. Cr.) / Margin (%)



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



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





# Consolidated Quarterly Financial Highlights

**izmoltd.**

Rs. Crs	Q1 FY24	Q1 FY23	YoY%	Q4 FY23
Income from Operations	41.49	34.75		43.66
Other Operating Income	0.00	0.00		0.00
<b>Total Income from Operations</b>	<b>41.49</b>	<b>34.75</b>	<b>19.40%</b>	<b>43.66</b>
Raw Material Expenses	0.17	0.09		0.13
Employee Cost	19.48	16.26		18.53
Other Costs	13.56	15.83		12.85
Total Expenditure	33.21	32.18		31.51
<b>EBITDA (excluding other income)</b>	<b>8.28</b>	<b>2.56</b>	<b>222.91%</b>	<b>12.16</b>
<b>EBITDA Margin %</b>	<b>19.95%</b>	<b>7.38%</b>	<b>1257 bps</b>	<b>27.84%</b>
Other Income	1.01	1.71		0.35
Depreciation	4.02	2.12		3.53
Interest	0.26	0.06		0.17
<b>Profit Before Tax</b>	<b>5.01</b>	<b>2.10</b>		<b>8.81</b>
Tax	0.00	0.00		0.52
<b>Profit After Tax</b>	<b>5.01</b>	<b>2.10</b>	<b>138.77%</b>	<b>8.29</b>
<b>PAT Margin %</b>	<b>12.08%</b>	<b>6.04%</b>	<b>604 bps</b>	<b>18.99%</b>
EPS in Rs.	3.73	1.57	137.58%	6.19

- *New client additions in key markets of US & Europe drove revenue growth*
- *Better realizations & cost controls helped improve EBITDA margins*
- *Company ramping up sales & fulfilment teams globally to cater to rising demand*





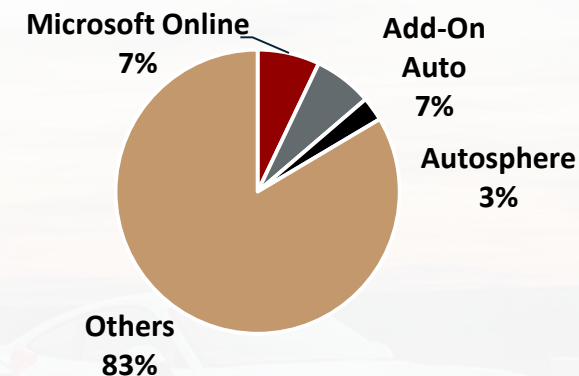
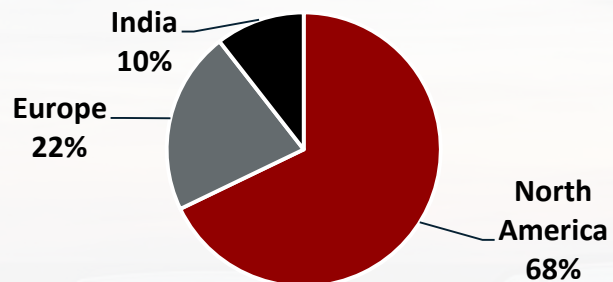
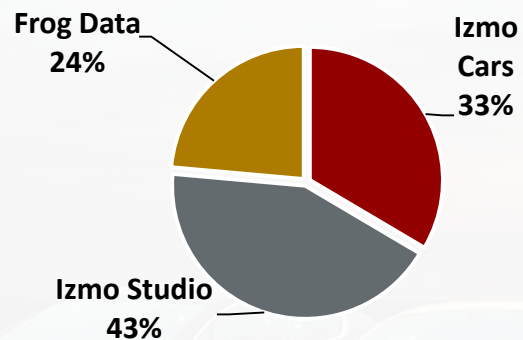
# Revenue Bifurcations

### By Business Divisions

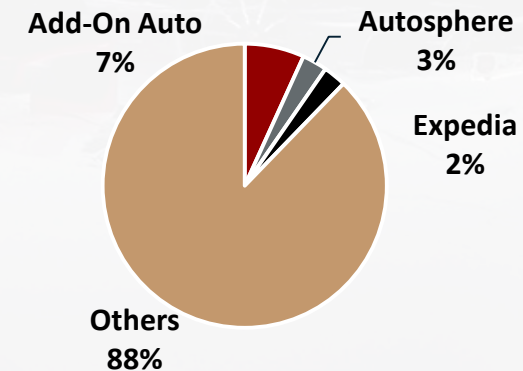
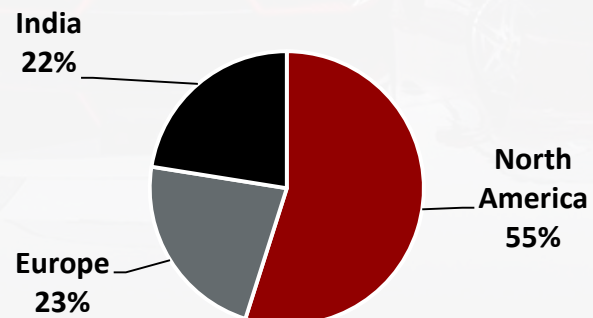
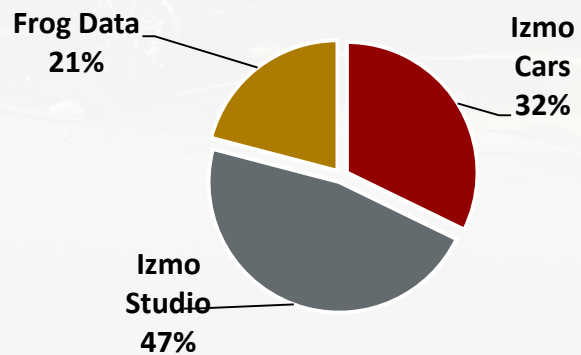
### By Geography

### Top Customers

Q1 FY24



FY23

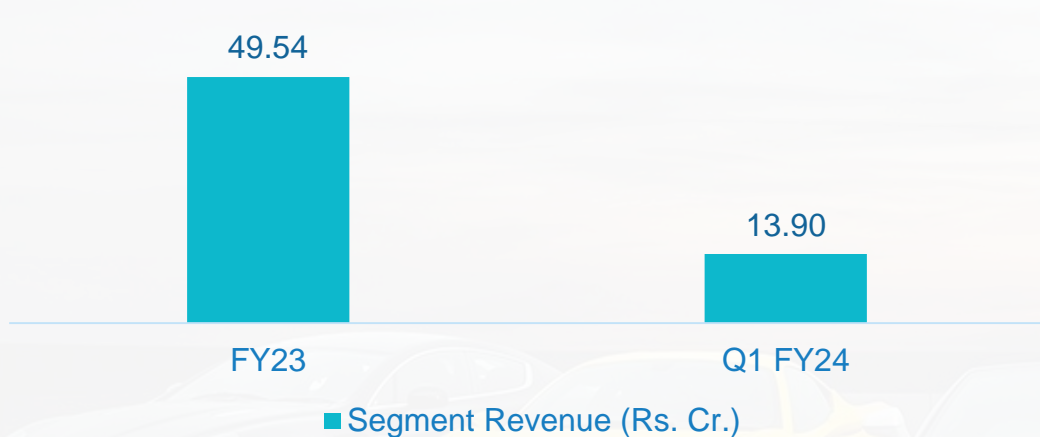




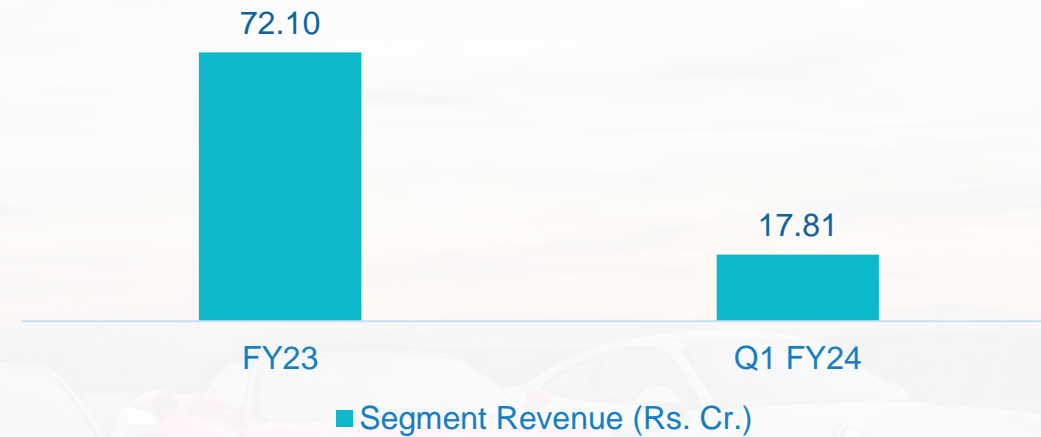
# Consolidated Segmental Revenue

**izmoltd.**

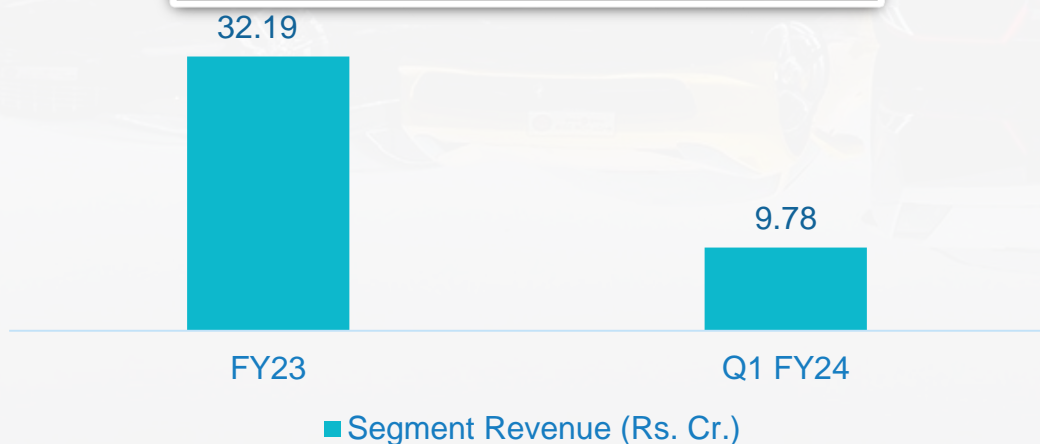
## Izmo Cars



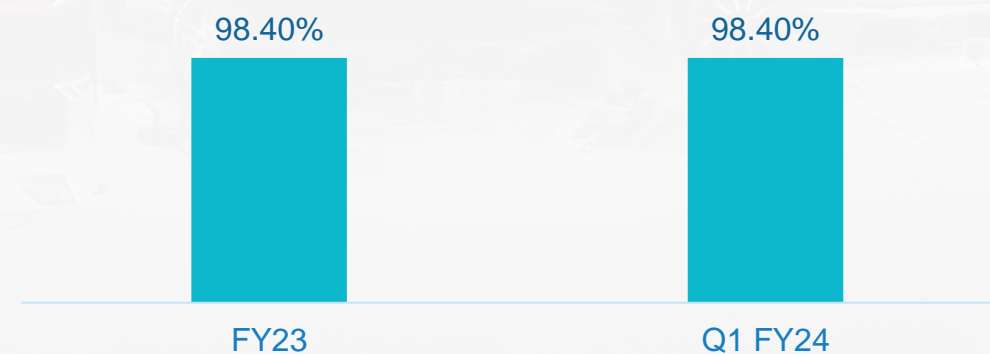
## Izmo Studio



## Frog Data



## Gross Revenue Retention (GRR %)

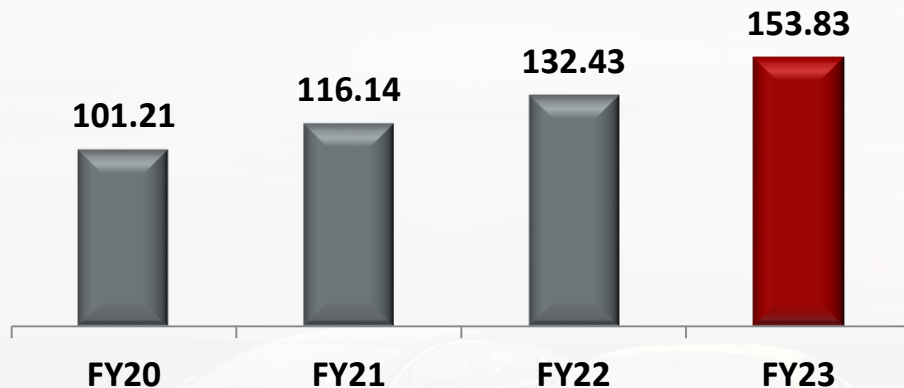


GRR – Percentage of renewed revenue

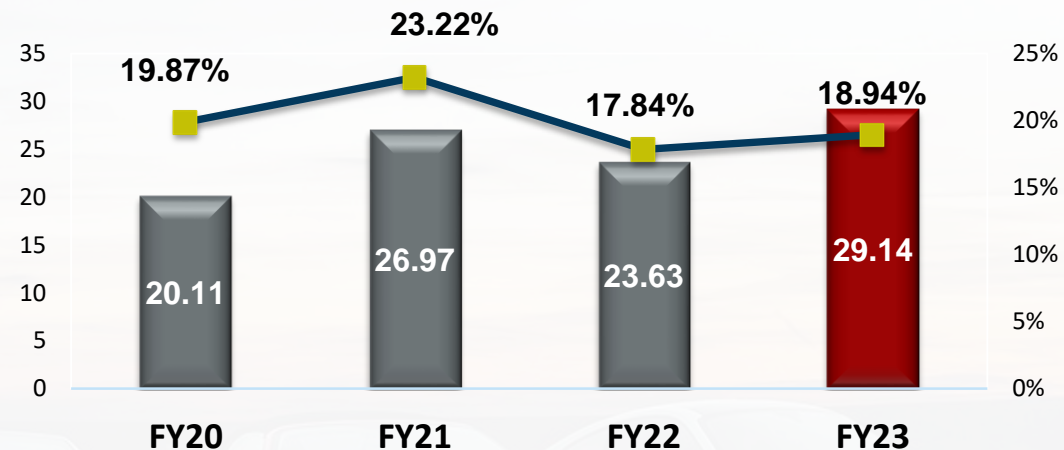


# Consolidated Annual Financial Highlights

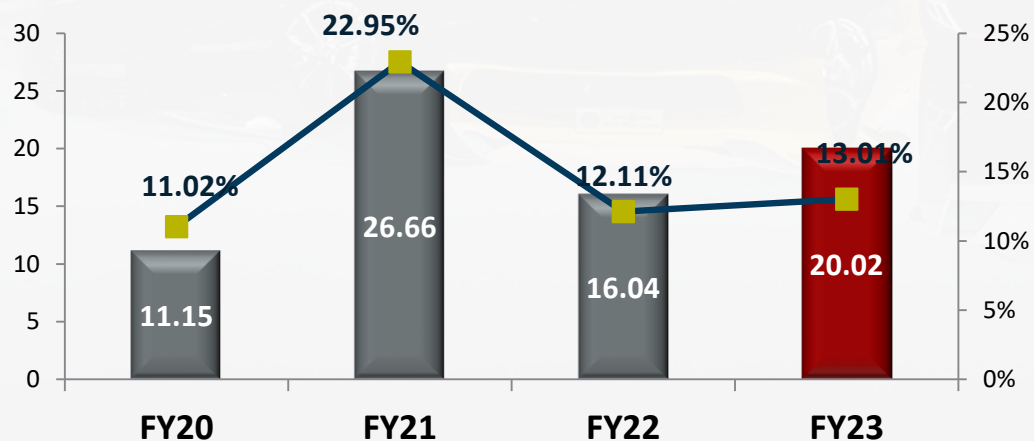
Revenue from Operations (Rs. Cr.)



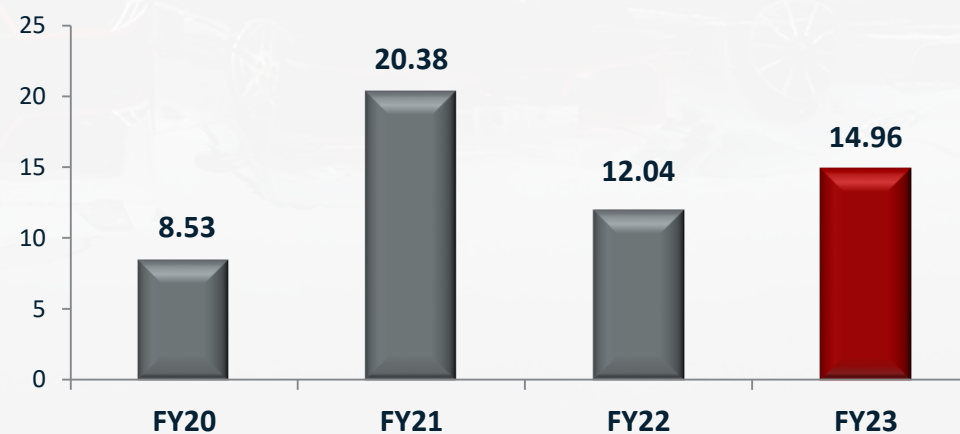
EBITDA (excl. other income) (Rs. Cr.) / Margin (%)



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



Basic EPS (Rs.)





# Consolidated Annual Financial Highlights

**izmoltd.**

Rs. Crs	FY23	FY22	YoY %
Income from Operations	153.83	132.43	
Other Operating Income	0.00	0.00	
<b>Total Income from Operations</b>	<b>153.83</b>	<b>132.43</b>	<b>16.16%</b>
Raw Material Expenses	<b>0.63</b>	<b>0.81</b>	
Employee Cost	70.03	56.54	
Other Costs	54.02	51.45	
Total Expenditure	124.69	108.81	
<b>EBITDA (excluding other income)</b>	<b>29.14</b>	<b>23.63</b>	<b>23.35%</b>
<b>EBITDA Margin %</b>	<b>18.94%</b>	<b>17.84%</b>	<b>110 bps</b>
Other Income	3.53	5.50	
Depreciation	11.63	12.48	
Interest	0.34	0.47	
<b>Profit Before Tax</b>	<b>20.71</b>	<b>16.18</b>	
Tax	0.69	0.14	
<b>Profit After Tax</b>	<b>20.02</b>	<b>16.04</b>	<b>24.81%</b>
<b>PAT Margin %</b>	<b>13.01%</b>	<b>12.11%</b>	<b>90 bps</b>
EPS in Rs.	14.96	12.04	

- *Strong growth in top line driven by rising demand from new and existing customers*
- *Cost control measures helped offset employee expenses, benefiting margins*
- *Significant improvement in working capital cycle*



# Consolidated Balance Sheet Highlights

**izmoltd.**

Rs. Cr.	31 <sup>st</sup> March 2023	31 <sup>st</sup> March 2022
<b>Shareholders Funds</b>	<b>272.91</b>	<b>252.31</b>
Share Capital	13.39	13.36
Other Equity	259.52	238.95
<b>Non Current Liabilities</b>	<b>8.72</b>	<b>8.76</b>
<b>Financial Liabilities</b>		
LT Borrowings	5.95	5.99
LT Provisions	2.78	2.77
<b>Current Liabilities</b>	<b>41.47</b>	<b>37.62</b>
Trade Payables	2.12	3.25
Other Financial Liabilities	5.62	3.97
ST Provisions	0.55	0.39
Other Current Liabilities	32.75	29.67
Current Tax Liabilities (Net)	0.43	0.33
<b>Total Equity &amp; Liabilities</b>	<b>323.10</b>	<b>298.69</b>

Rs. Cr.	31 <sup>st</sup> March 2023	31 <sup>st</sup> March 2022
<b>Non Current Assets</b>	<b>252.13</b>	<b>234.14</b>
Property Plant & Equipment	3.24	3.44
Capital work in progress	0.00	0.00
Investment Property	1.62	1.73
Other Intangible Assets	242.29	223.66
Deferred Tax Assets	0.39	0.58
Other Non-Current Assets	4.59	4.74
<b>Current Assets</b>	<b>70.97</b>	<b>64.55</b>
Inventories	0.05	0.05
Trade receivables	29.13	36.73
Cash & Cash equivalents	11.64	11.32
Other Financial Assets	30.16	16.45
<b>Total Assets</b>	<b>323.10</b>	<b>298.69</b>



## 02 Company Overview

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# About Us



## World leader in Automotive Interactive Marketing Solutions

- Founded in 1995
- Global footprint with operations in 7 countries across Americas, Europe and Asia; clients spread worldwide
- Product Specialists in e-marketing solutions for automotive sector
- Go-to provider of bespoke SaaS solutions for auto dealers targeted to boost productivity and sales
- Comprehensive repository of auto images, interactive media content and VR products
- izmo.ai platform for AI solutions for Automotive

## Business Mix

- **Automotive Solutions** – Enterprise Platform for Digital Retail, CRM for After Sales Automotive, Performance Consulting for Automotive Retail excellent
- **Interactive Media Solutions** – Offers world’s largest library of automotive images and animation, 3D Virtual Showroom, Virtual Reality & Video Platform.
- **AI Platform (New)** – . izmo.ai platform for Nexgen customer engagement & intelligent marketing.

## Rich Management Experience

- Experienced Management backed by diverse and skilled team with a right mix of operational & technical expertise combined with dedicated and skilled employee base
- Dynamic & rich experience across business verticals

## Marquee Clients

- **Automotive** – Stellantis France, Emil Frey, Microsoft, Hertz, Europcar, Renault, SONY, Ford.
- **Information Technology** – Microsoft, Infosys, Wipro, Dataone, Rambus and IBM
- **Telecommunication** – Airtel and Idea



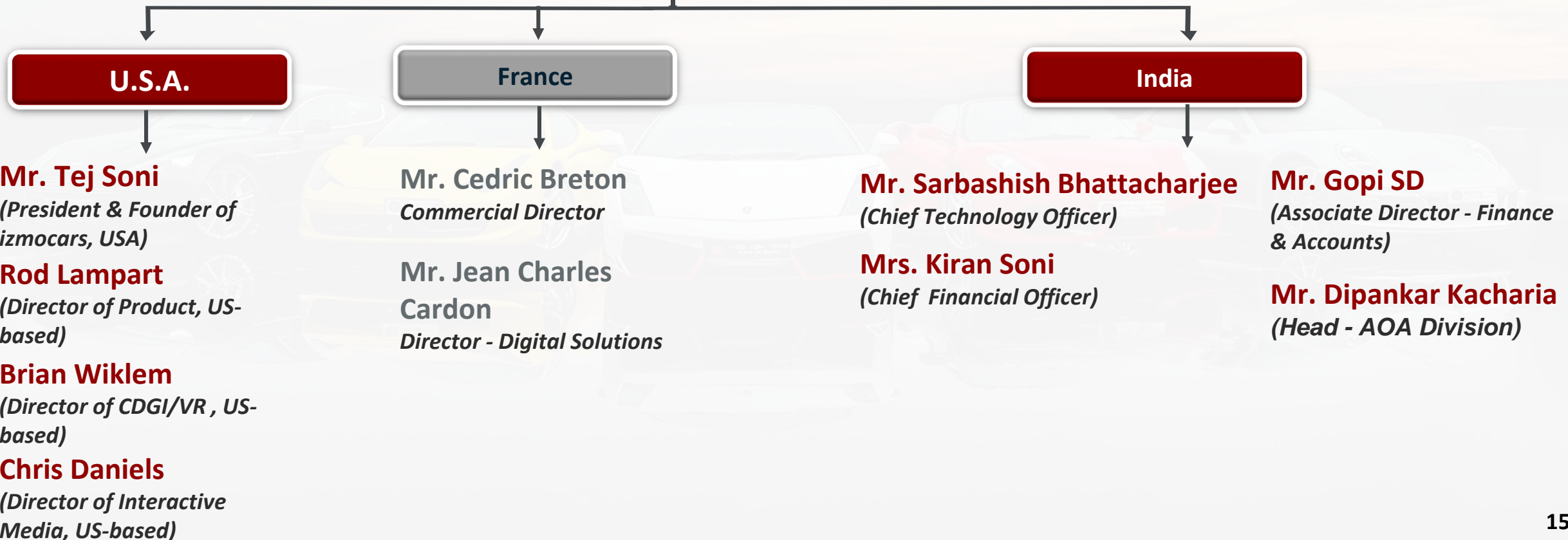


# Core & Experienced Management



**Mr. Sanjay Soni**  
(Managing Director)

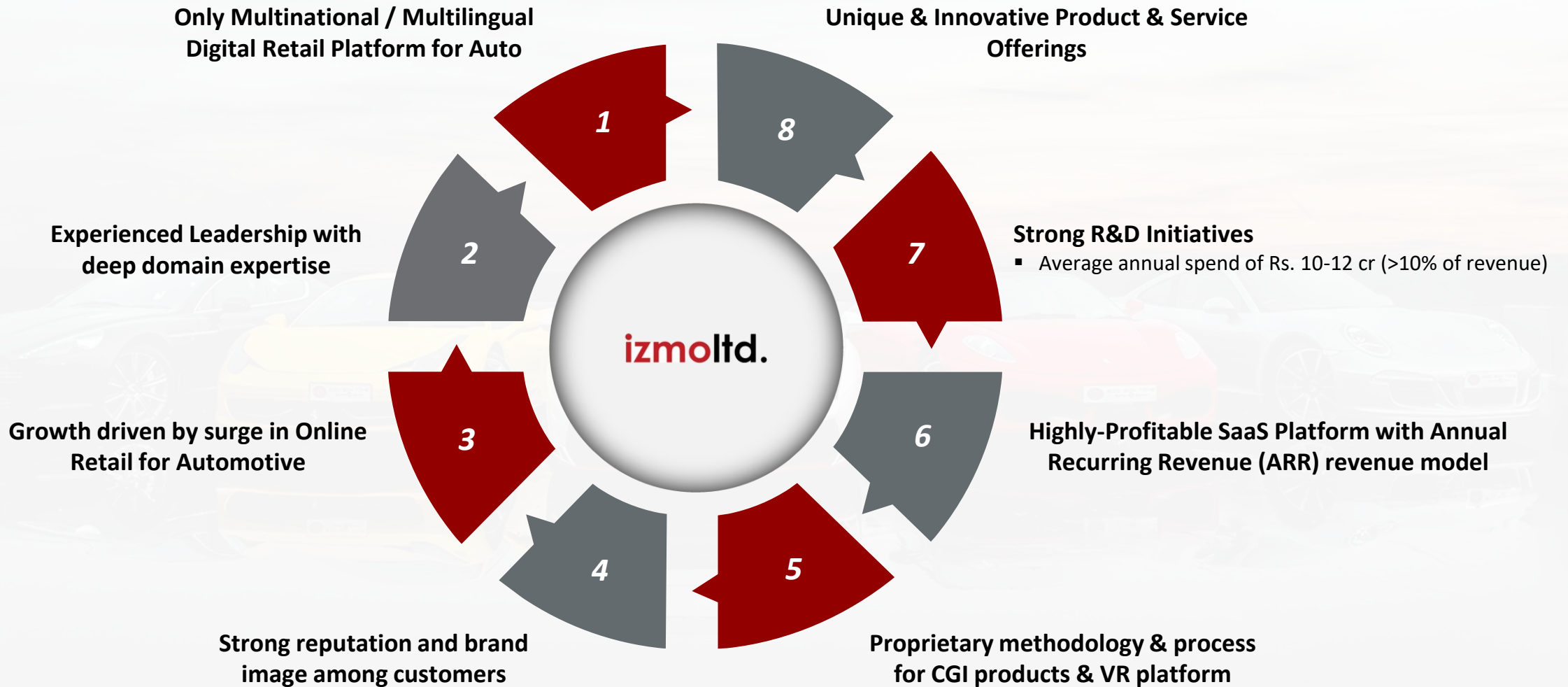
- Founder of Logix Microsystem later changed into IZMO
- Over 17 years experience in automotive industry with several publications in computer science
- Postgraduate from IIM Bangalore







# Key Strengths





# 03 Business Overview

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# Business Divisions



## Frogdata

### AI Platform for Automotive Decision Intelligence Platform

- Most advanced platform for Automotive Decision Analytics
- Integration with major platforms in the Industry
- AI Solutions for Automotive Retail Operations



## 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

### Digital Retail Platform for Auto Specialized e-marketing SaaS solution for automotive traders

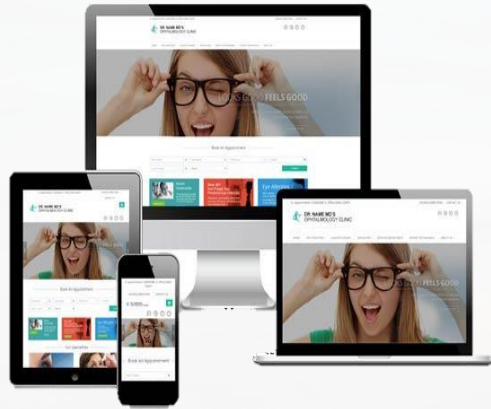
- Multinational presence with multilingual platform
- Recognized brand and domain experts since 2002
- Solid customer base with low churn





izmo Cars

izmoltd.



**izmoauto**

### Digital Retail Platform

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



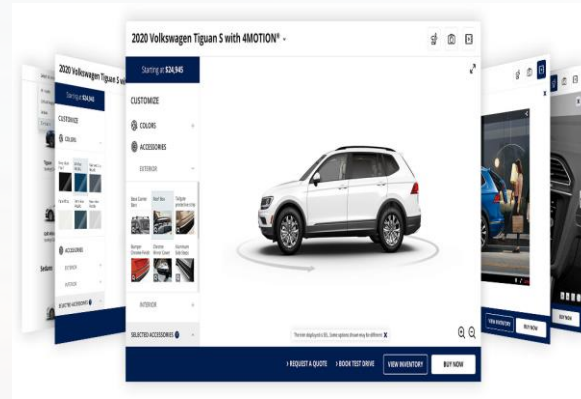
**izmo.ai**  
(New)

- AI based marketing platform
- Data aggregation, pricing tools, intelligent customer targeting
- Analytics driven Media Marketing



### 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



## FrogAI Plus Decision Analytics Platform

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



## FrogData Lake Data Repository for AI

- Seamless Integration with any system
- Managed pipelines for data migration
- Single normalized repository for all data



## FrogAI Factory

- AutoGPT for next generation apps and automation for dealers
- WarrantyBoost+ - AI based warranty rate analysis
- WarrantyMind - AI based warranty claims processing
- Autominds – AI driven used car pricing engine



# 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

**izmoltd.**



**~ 80% Revenue from Exports**



# Marquee Clients

**izmoltd.**



RENAULT





## Recognition from Reputed News Entities

**izmoltd.**

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

Financial Times ranked izmo Ltd.  
465<sup>th</sup> 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

izmoltd.

## 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

**izmoltd.**

## Focus on New Products in Existing Geographies

- **izmoEmporio** - 3D Virtual Showroom for dealers – US/ EU
- **izmoVR** – VR Lead Generation Platform for Automotive
- **izmo.ai** – AI Solutions for customer targeting
- **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** – AI & Data Analytics boom fuels growth

## Focus on Existing Products in New Geographies

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



# Thank You

**Investor Relations Advisors :**

**Adfactors PR Pvt. Ltd.**

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**Mr. Rahul Trivedi**

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[www.adfactorspr.com](http://www.adfactorspr.com)