

August 12, 2022

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.

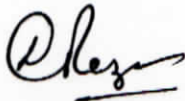
In terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), we submit herewith a copy of Investors Presentation with respect to Business Overview of Izmo Limited ("the Company").

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.

Yours faithfully,

for **IZMO Limited**



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**
Q1 FY23

Disclaimer



izmoltd.

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Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

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Company Overview



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
- Industry leader in software solutions for automotive e-marketing, CRM and VR graphics

Business Mix

- **Automotive Solutions** – Internet solutions to automotive industry worldwide, partnering with dealer & dealer groups, OEMs, finance, insurance, & leasing companies, and leading portals to deliver compelling marketing and customer experiences online
- **Interactive Media Solutions** – Offers world’s largest library of automotive images and animation, virtual brochures, video brochures with voice over, and state-of-the-art CGI graphics
- **Enterprise Products** – Provides packaged product solutions that meet enterprise requirements in connectivity, security and interoperability

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

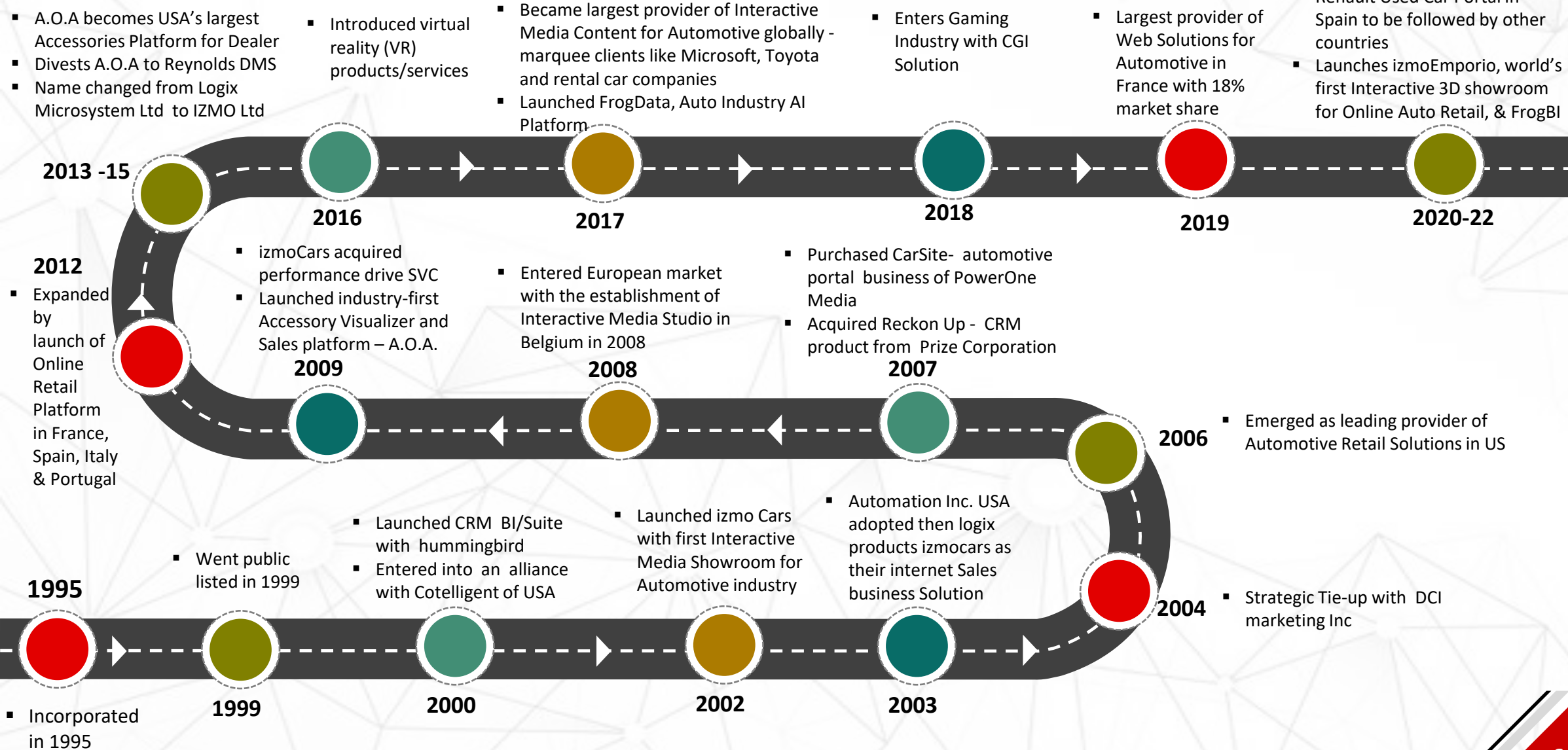
Marquee Clients

- **Automotive** – PSA France (Peugeot Citroen), Sony Gaming, Mitsubishi Motors, Toyota, Ford, Lexus, Renault, Nissan, Hyundai, Siemens, Europcar, Avis, Jato, Hertz, Arval, GM, Vehicullum, MeinAuto.de, Lamirault, AutoSCOUT24, Mobilede, DME automotive, 12Auto, Autotrader, Multilease, Emil Frey, Stellantis (PSA Group) and Automotive.com
- **Information Technology** – Microsoft, Infosys, Wipro, Dataone, Rambus and IBM
- **Telecommunication** – Airtel and Idea





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



Mr. Tej Soni
(President & Founder of izmocars, USA)

Rod Lampart
(Director of Product, US-based)

Brian Wiklem
(Director of CDGI/VR, US-based)

Chris Daniels
(Director of Interactive Media, US-based)

Mr. Cedric Breton
Commercial Director

Mr. Boris Oliviero
Director - Digital Solutions

Mr. Sarbashish Bhattacharjee
(Chief Technology Officer)

Mrs. Kiran Soni
(Chief Financial Officer)

Mr. Danish Reza
(CS & Compliance Officer)

Mr. Gopi SD
(Associate Director - Finance & Accounts)

Mr. Dipankar Kacharia
(Head - AOA Division)



Key Strengths

Only Multinational / Multilingual
Online Auto Retail Platform

01

Experienced Leadership with
deep domain expertise

03

Growth driven by surge in Online
Retail for Automotive

05

Strong reputation and brand
image among customers

07

02

Unique & Innovative Product & Service
Offerings

04

Strong R&D Initiatives

- Average annual spend of Rs. 10-12 cr (>10% of revenue)

06

Highly-Profitable SaaS Platform with
Annual Recurring Revenue (ARR)
revenue model

08

Proprietary methodology & process
for CGI products & VR platform



Industry Overview

Market Scenario



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



Prevailing Global Trends

- 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



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



Business Overview





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 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



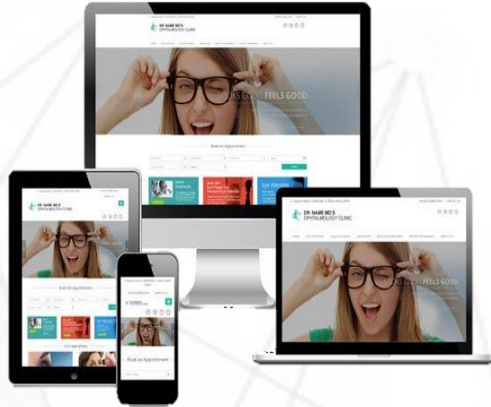
izmo Studio

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



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

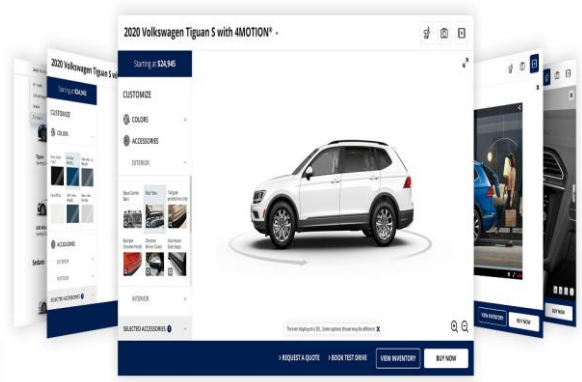
- Google Partner
- Comprehensive AdWords & Social Media Marketing
- Verified Leads Program for lead qualification



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 Studio



izmo Stock

izmo FX

izmo VR

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

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

- 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

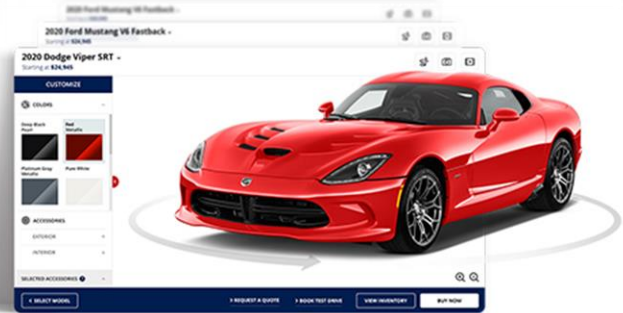


FrogAI Factory

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



Other Key Products/Services



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

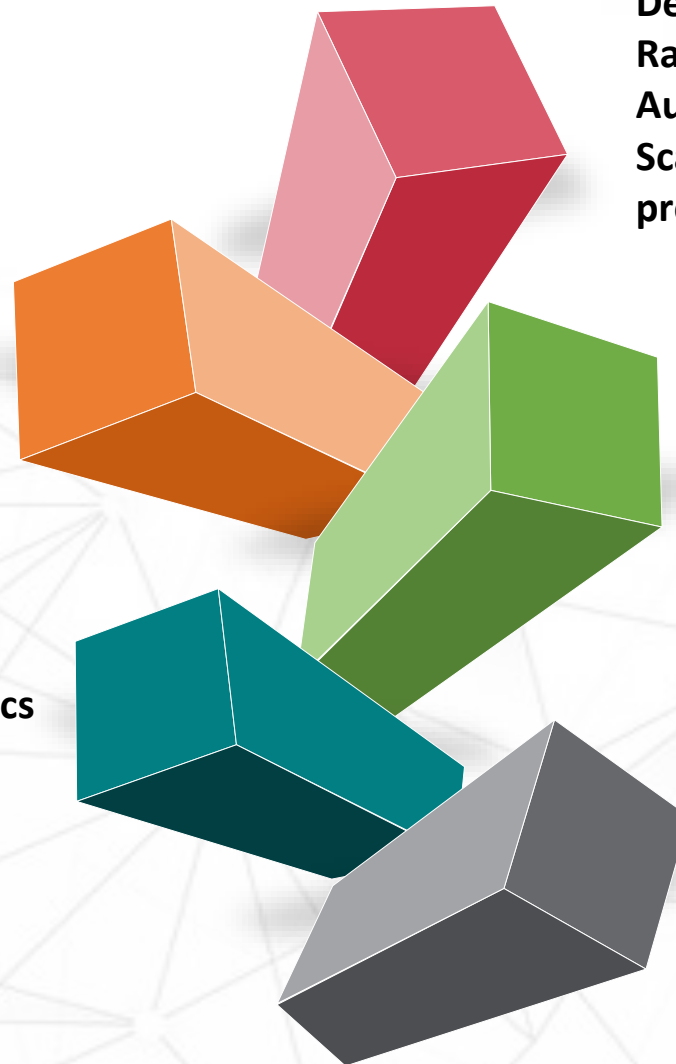
Developed WebGL based 3D Interactive Platform for personalization of cars with accessories

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

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

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

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





Global Presence



99% Revenue from Exports

Marquee Clients



izmoltd.





Recognition from Reputed News Entities

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



Consolidated Financial Highlights



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

“The first quarter of this financial year has been in line with our expectations. The geo-political unrest and gradual recovery in consumer spending post the pandemic have kept the market relatively flat in the recent months.

In the quarter ended June 30th 2022, we reported an 18.41% year-on-year growth in top line at Rs. 34.75 crores. EBITDA excluding other income stood at Rs. 4.27 crores while PAT grew 22.84% year-on-year to Rs. 2.10 crores. This growth in revenue came in from several new client additions across the US and Europe. We added 120 clients in the US market including Step One Automotive and Buckeye Honda, and 22 new clients in Europe including AGI and Autodefi.

Higher marketing expenses pertaining to our recent product launch, along with employee appraisals, had a bearing on EBITDA margin. We also issued ESOPs for our employees during this period.

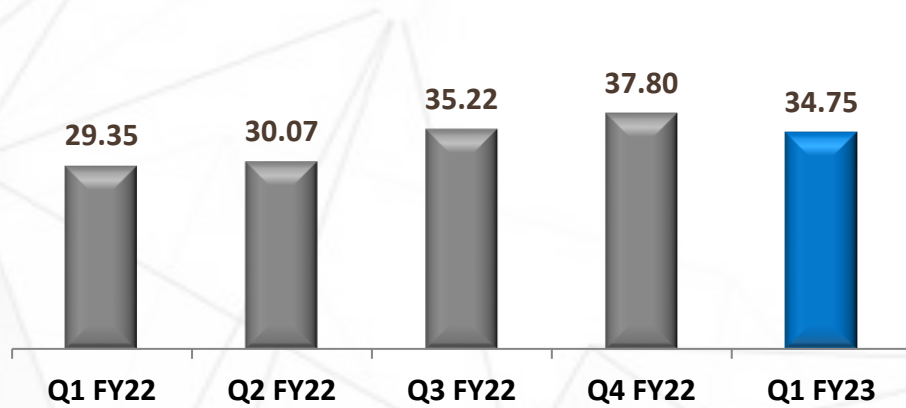
I am happy to share that our newly launched product izmoEmporio is being well received in the market and fetching great feedback. It was recently featured on Automotive News, a popular automotive publication in the US, wherein it was highly appreciated by one of our new clients. Such developments further reaffirm our dedication in making innovative products that stand ahead of the industry and fetch higher returns for our customers.

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

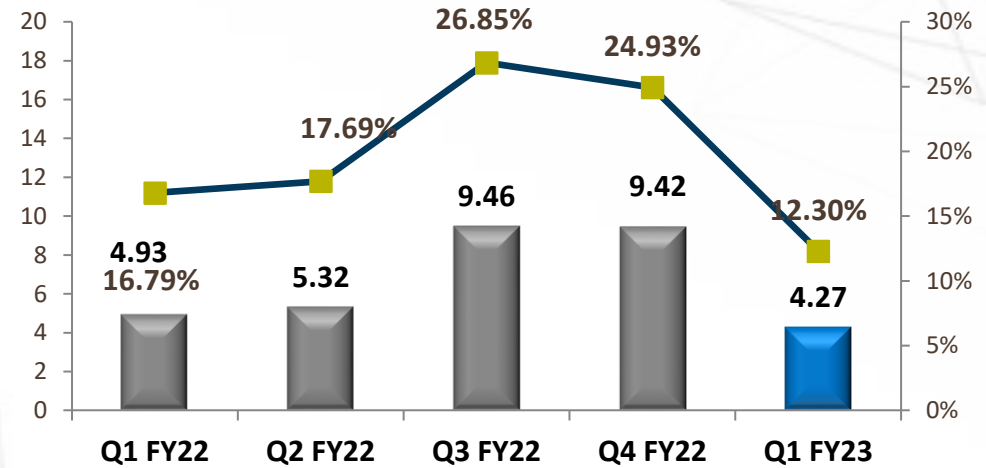
Consolidated Quarterly Financial Highlights



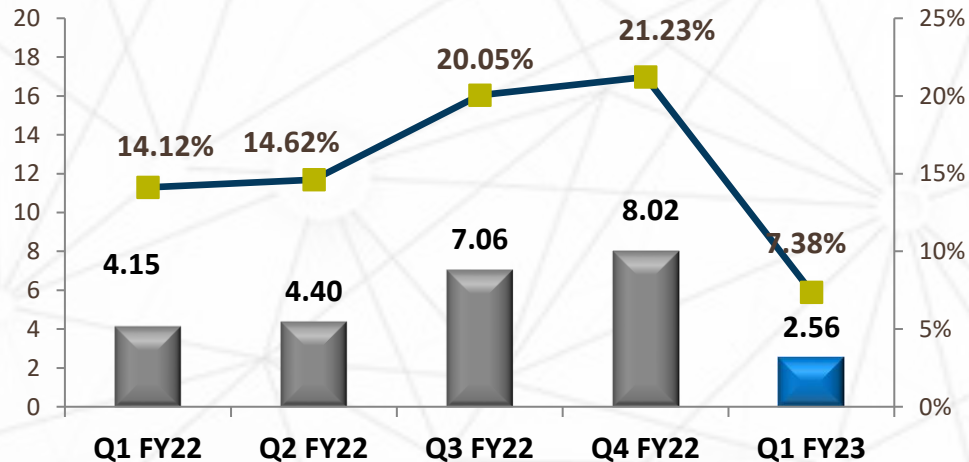
Revenue from Operations (Rs. Cr.)



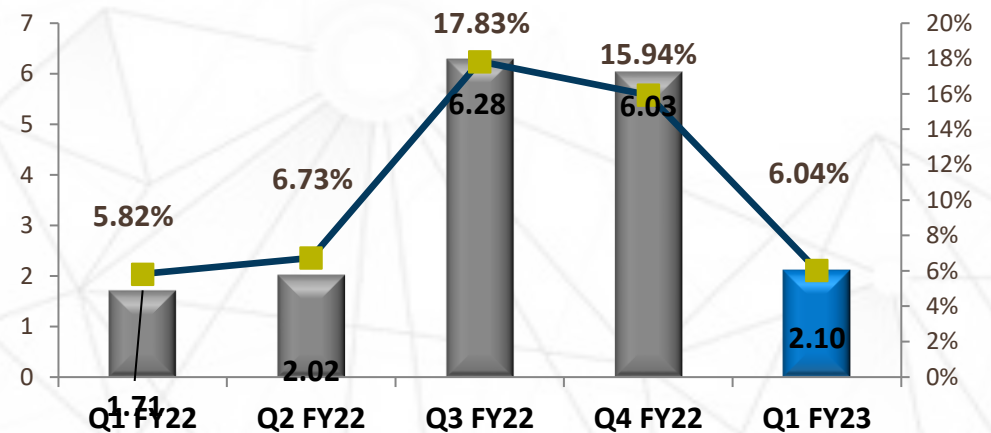
EBITDA (incl. other income) (Rs. Cr.) / Margin (%)



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



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



Consolidated Quarterly Financial Highlights



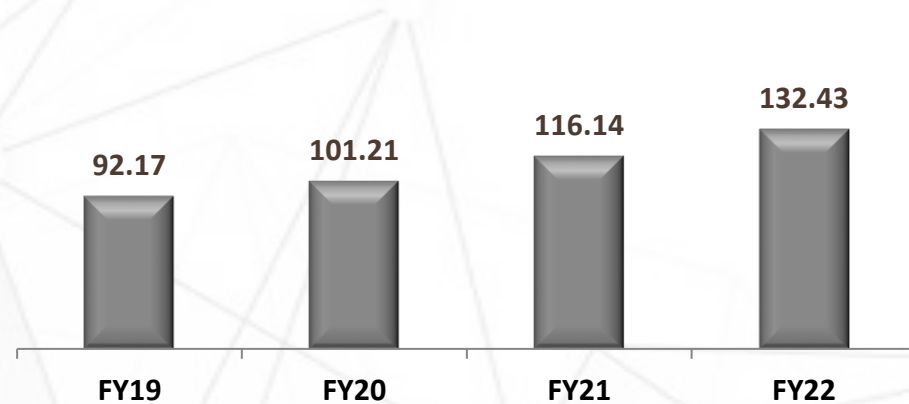
Rs. Crs	Q1 FY23	Q1 FY22	YoY%	Q4 FY22
Income from Operations	34.75	29.35		37.80
Other Operating Income	0.00	0.00		0.00
Total Income from Operations	34.75	29.35	18.41%	37.80
Raw Material Expenses	0.09	0.10		0.45
Employee Cost	16.26	14.30		14.22
Other Costs	15.83	10.80		15.10
Total Expenditure	32.18	25.20		29.77
EBITDA (excluding other income)	2.56	4.15	(38.15%)	8.02
EBITDA Margin %	7.38%	14.12%	(674 bps)	21.23%
Other Income	1.71	0.78		1.40
Depreciation	2.12	3.05		3.24
Interest	0.06	0.17		0.06
Profit Before Tax	2.10	1.71	22.84%	6.12
Tax	0.00	0.00		0.10
Profit After Tax	2.10	1.71	22.84%	6.03
PAT Margin %	6.04%	5.82%	22 bps	15.94%
EPS in Rs.	1.57	1.30	20.77%	4.51

- Revenue growth driven by new client additions from key markets such as the US & Europe
- Workforce appraisals and higher marketing costs for new product launches impacted EBITDA margins

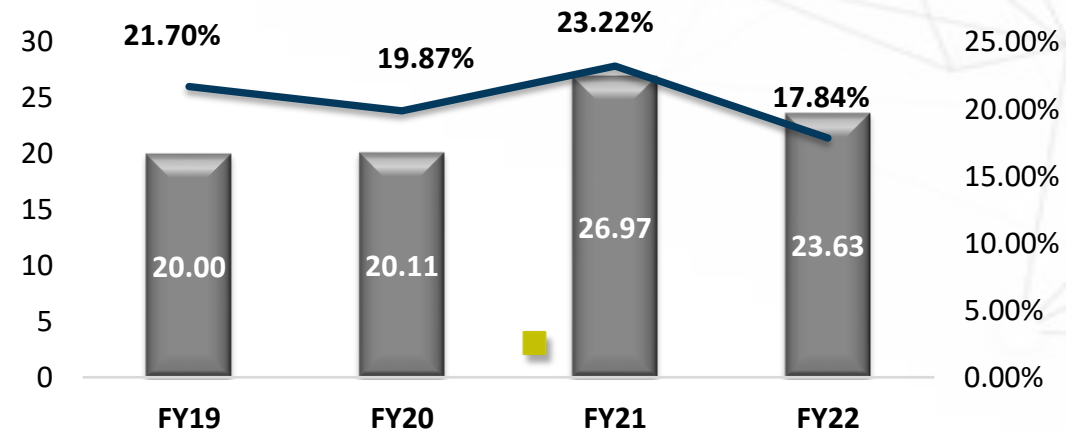


Consolidated Annual Financial Highlights

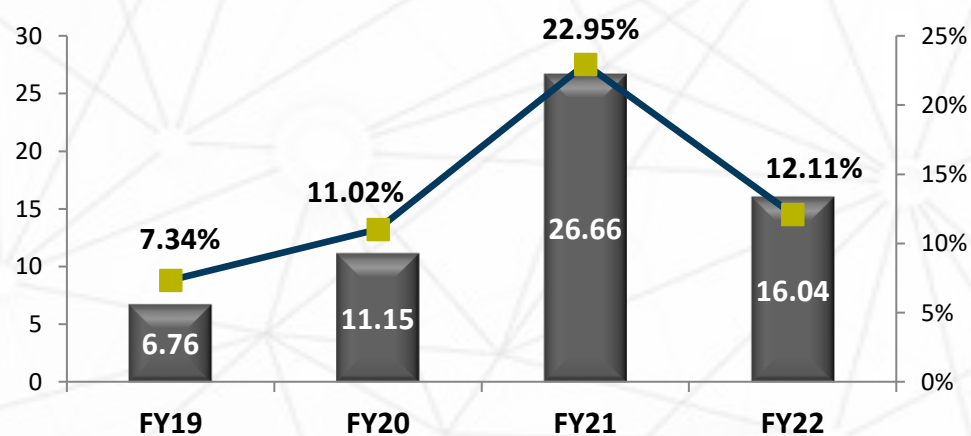
Revenue from Operations (Rs. Cr.)



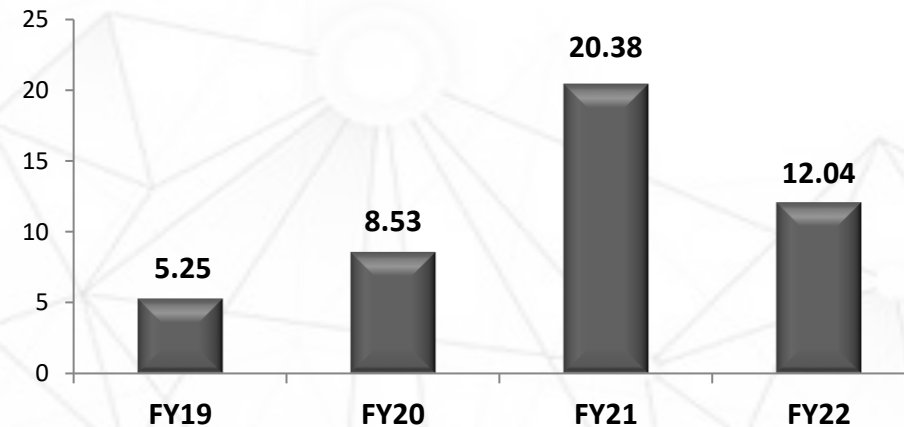
EBITDA (excl. other income) (Rs. Cr.) / Margin (%)



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



Basic EPS (Rs.)



Consolidated Annual Financial Highlights – FY22



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%)

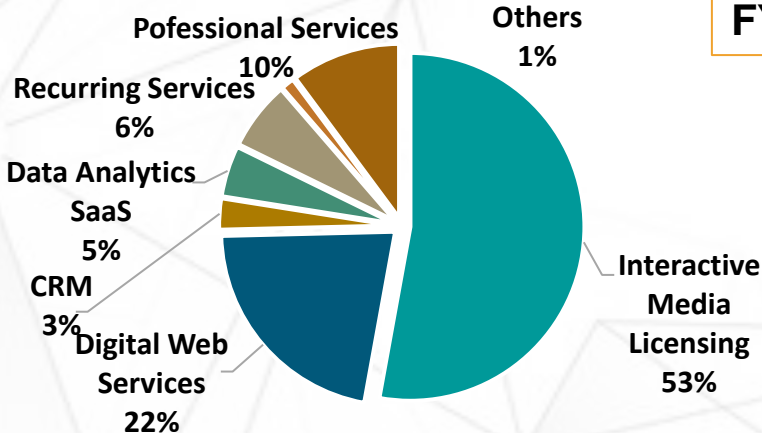
- *Strong growth in top line driven by rising demand from new and existing customers*
- *Higher investment in skilled workforce had bearing on margins*
- *Significant reduction in debt levels*

Consolidated Segmental Revenue – FY22 vs. FY21

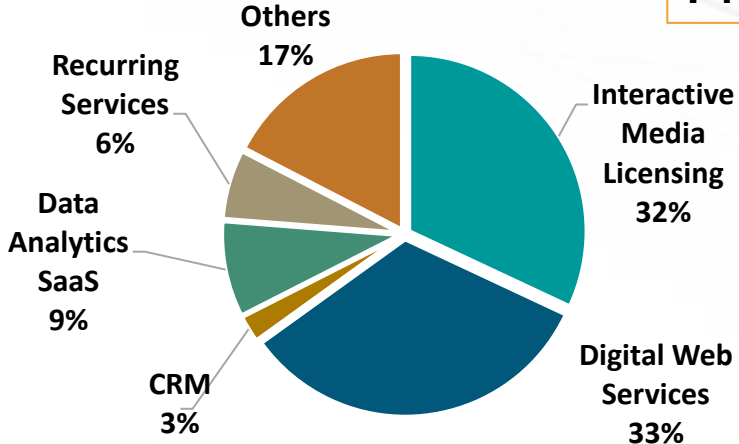


By Product

FY22

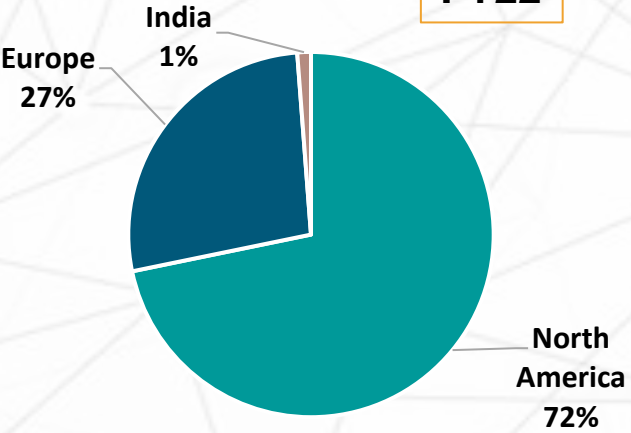


FY21

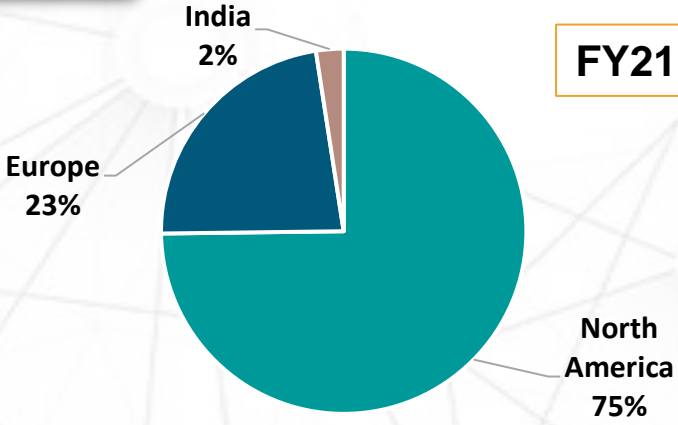


By Geography

FY22



FY21





Consolidated Balance Sheet Highlights

Rs. Cr.	31 st Mar' 2022	31 st Mar' 2021
Shareholders Funds	252.31	235.54
Share Capital	13.36	13.19
Other Equity	238.95	222.35
Non Current Liabilities	8.76	13.67
Financial Liabilities		
LT Borrowings	5.99	11.24
LT Provisions	2.77	2.43
Current Liabilities	37.62	38.63
Trade Payables	3.26	3.84
Other Financial Liabilities	3.97	8.00
ST Provisions	0.39	0.32
Other Current Liabilities	29.67	26.43
Current Tax Liabilities (Net)	0.33	0.04
Total Equity & Liabilities	298.69	287.84

Rs. Cr.	31 st Mar' 2022	31 st Mar' 2021
Non Current Assets	234.14	223.96
Property Plant & Equipment	3.44	2.61
Capital work in progress	0.00	2.48
Investment Property	1.73	1.84
Other Intangible Assets	223.66	212.14
Deferred Tax Assets	0.58	0.42
Other Non-Current Assets	4.74	4.48
Current Assets	64.55	63.88
Inventories	0.05	0.05
Trade receivables	36.73	27.71
Cash & Cash equivalents	11.32	22.88
Other Financial Assets	16.45	13.23
Total Assets	298.69	287.84



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

Focus on Growing Existing Products in Existing Geographies

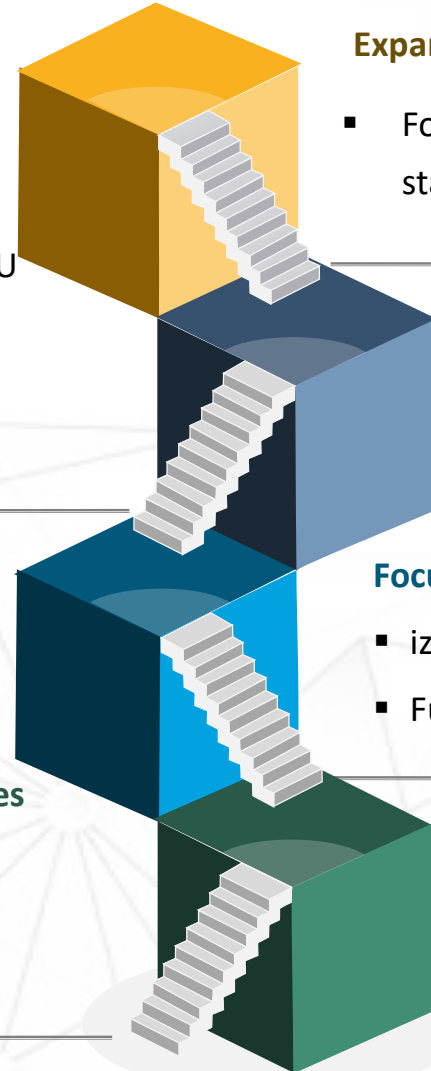
- **izmoStudio** – Driven by growth in online auto sales
- **izmocars** – French market continues to grow
- **FrogData** – Data Analytics boom fuels growth

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 Existing Products in New Geographies

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



Thank You

izmoltd.

For further information, please contact:

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Email: savli@bridge-ir.com, rahul@bridge-ir.com

Website : www.bridge-ir.com