

ONMOBILE GLOBAL LIMITED  
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Email - investors@onmobile.com  
[www.onmobile.com](http://www.onmobile.com)

November 02, 2020

To  
Department of Corporate Services,  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001  
Scrip Code: **532944**

The Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza,  
Bandra Kurla Complex, Bandra (East)  
Mumbai - 400 051  
Scrip Code: **ONMOBILE**

Dear Sir/Madam,

**Sub: Investor Presentation- Q2 FY 2020-21**

Pursuant to Regulation 30 & 46 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the Investor Presentation on the Financial Results of the Company for the quarter and half-year ended September 30, 2020, which is made available on Company's website: [www.onmobile.com](http://www.onmobile.com).

Request you to kindly take the same on record.

Yours sincerely,  
For OnMobile Global Limited

*P. V. Venuprasad*

P V Varaprasad  
Company Secretary



Encl: a/a



# Investor Presentation

November 3, 2020



# Agenda

1. Company Overview
2. Products & Solutions
3. Financials

# Cautionary statement

This presentation may contain statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to OnMobile Global Limited’s (OnMobile Global or the Company) future business developments and economic performance.

While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

OnMobile Global undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.

# 1. Company Overview

onmobile

# Global presence and scale in mobile entertainment

**2.52 Billion**

consumer reach

OnMobile provides end-to-end mobile entertainment solutions that include platform, apps, content partnerships, and professional services to carriers across the globe

**1.40 Billion**

digital reach

**107 Million**

monthly active users

**110 Customers**

across the globe



# Products & Strategy

## B2B PRODUCTS

**Digitized core products and operating model**

- Tones
- Contests
- CVAS/ Videos

## TECH INVESTMENTS

**Invested in AI & Cloud Streaming**

- Rob0
- Appland

## B2C PRODUCT

**Launching Gaming platform by Dec '20/Jan '21**

- Social
- Cloud Streaming
- eSports
- AI

# Key Management

## **François-Charles Sirois**

EXECUTIVE CHAIRMAN

François-Charles Sirois is currently President & CEO of Telesystem, a family-owned media & technology holding, Executive Chairman of OnMobile Global, and Chairman of Zone 3, one of Canada's largest creator and producer of content.

François-Charles Sirois is also co-founder of Stingray Digital Group and has more than 20 years of experience in corporate mergers, acquisitions & venture capital.

Before joining Telesystem, Mr. Sirois started his career building start-up companies in e-commerce and mobile payment services.

## **Krish Seshadri**

CHIEF EXECUTIVE OFFICER

Krish joined OnMobile in August 2020 as CEO. He has two decades experience in consumer internet & tech space across US, Europe, APAC & Middle East

Most recently, he was CEO of Monster.com's APAC and Middle East operations.

Previously, he held leadership roles at gaming pioneer Zynga, Facebook & content leader AOL-Verizon

He has an engineering degree from Stanford University and MBA from London Business School

## **Sanjay Baweja**

GLOBAL GROUP CFO

Sanjay was Independent Director on OnMobile's Board from September 2015. In May 2020, Board appointed him as Global Group CFO of OnMobile.

Sanjay has extensive experience in strategy, finance and Investor relations across sectors.

Previously, he was Group President at Bhartiya group, Group CFO at Suzlon, Flipkart and Tata Communications.

Sanjay is a Chartered Accountant and Cost and Work Accountant.

## **Sanjay Bhambri**

CHIEF OPERATING OFFICER

Sanjay is a global leader with deep expertise in leading sales & operations across industries.

He re-joined OnMobile in 2012, as Regional VP and played a critical role in driving growth in India, APAC & Middle East & Africa.

Prior to this, he was in leadership roles at Enzen Global Solutions and Hughes Network.

Sanjay has an MBA from FMS and holds an executive certification from Harvard Business School.



# Investment Rationale

## **Stability and dominance in current products**

- Global Reach
- Dominating market share in Tones business

## **Investing in transformational mobile sectors**

- Investment and focus on cloud and social gaming, a massive opportunity
- Emerging turnaround story

## **Financials**

- Solid cash position
- Healthy cash flow from operations
- Debt free
- High dividend yield

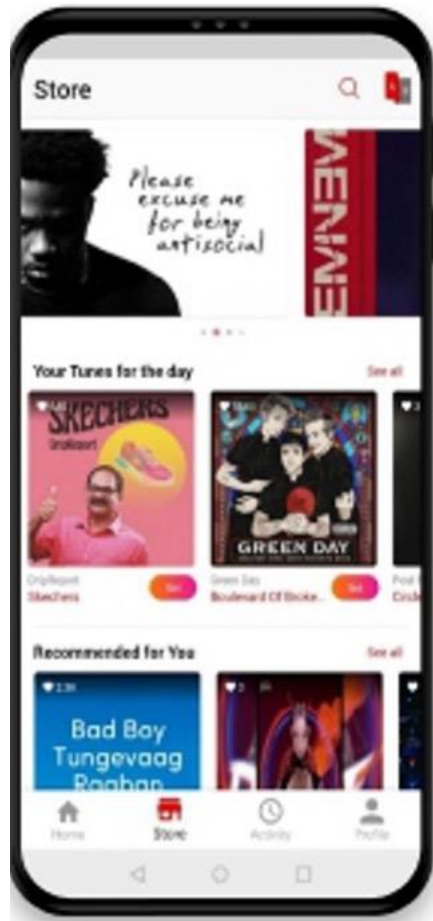
## 2. Products & Solutions

Consolidating and Digitizing our core B2B products



# Core Products deployed at carriers

TONES



CONTESTS



VIDEOS

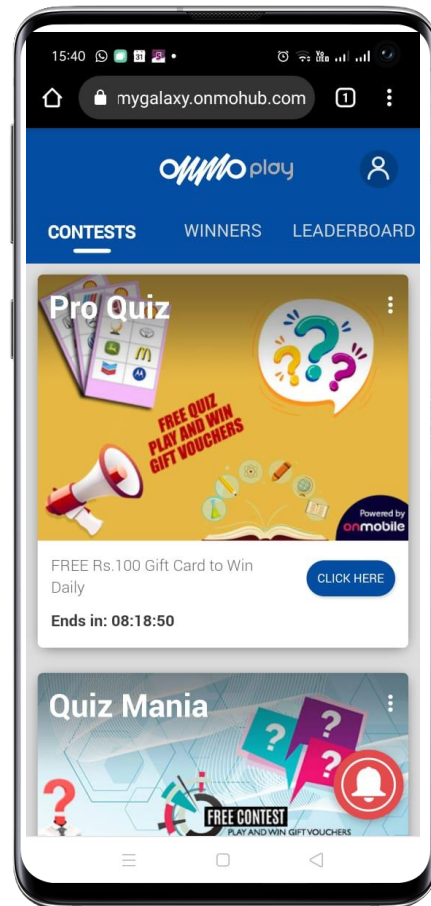


GAMES

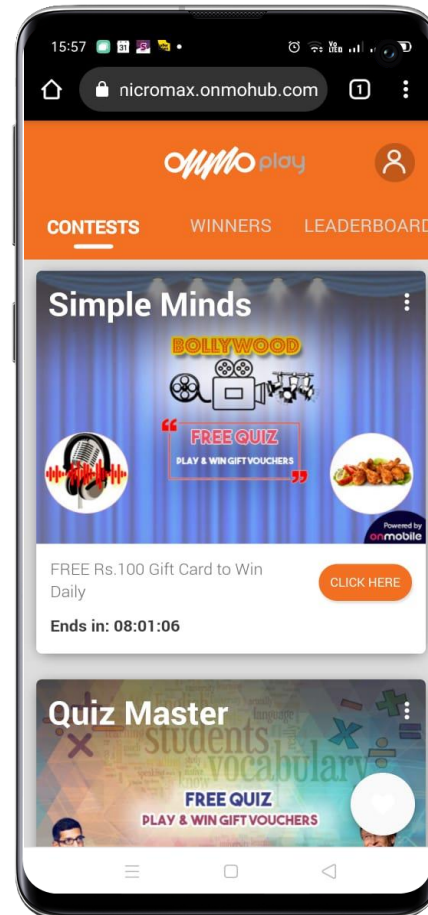


# Products deployed with non-telco/ digital players

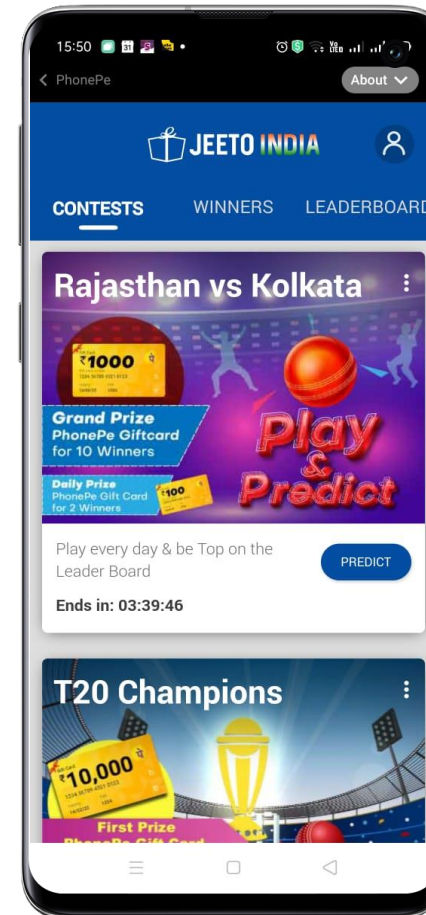
Samsung Galaxy



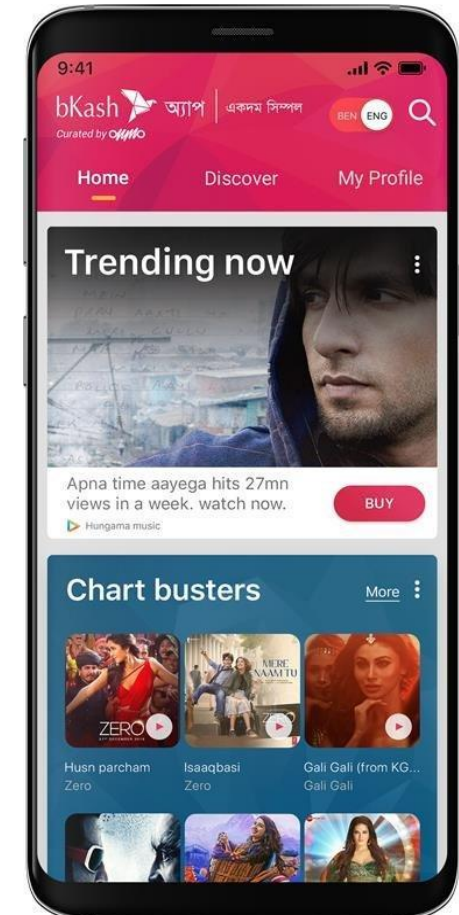
Micromax



PhonePe



bKash



# 3. Financials

# Financial Highlights

- Revenues remains stable QoQ; YoY revenue reduction of 1.5% is from Africa & Middle East region.
- Gross margin remains stable at 52.2% as compared to 52.4% in Q1FY21.
- EBITDA excluding one time items in previous quarter grew by 12.5% QoQ.
- EBITDA, Operating Profits grew by 43.4% and 101.3% respectively on YoY basis. This is mainly due to cost optimization efforts.
- PAT at INR 78 Mn grew more than 7 times YoY basis.
- Cash stood at INR 2,323 Mn. This is after customer contract cost payment of INR 361 Mn and Buyback of INR 2.5 Mn during the quarter.
- For 6 months ended period Revenue grew by 2%. EBITDA, Operating Profit and PAT grew by 98%, 348% and 522% respectively over last year.

# P&L Q2 FY21

P&L(INR Mn)	Q2 FY21	Q1 FY21	QoQ Gr %	Q2 FY20	YoY Gr %
<b>Gross Revenue</b>	<b>1,462</b>	<b>1,469</b>	<b>-0.5%</b>	<b>1,484</b>	<b>-1.5%</b>
Less Customer acquisition cost as per the new contract	(62)	(60)	2.7%	(46)	34.1%
<b>Net Revenue</b>	<b>1,400</b>	<b>1,408</b>	<b>-0.6%</b>	<b>1,438</b>	<b>-2.6%</b>
Content	654	660	-0.8%	633	3.4%
Other COGS	14	11	28.0%	14	-0.8%
<b>Gross Profit</b>	<b>731</b>	<b>738</b>	<b>-0.9%</b>	<b>791</b>	<b>-7.5%</b>
<b>Margin (%)</b>	<b>52.2%</b>	<b>52.4%</b>		<b>55.0%</b>	
Manpower Cost	365	332	9.8%	407	-10.4%
Severance cost	3	7	-53.3%	14	-76.4%
Marketing Cost	82	52	56.6%	80	1.8%
Other Opex	127	148	-14.1%	182	-30.0%
<b>EBITDA</b>	<b>154</b>	<b>198</b>	<b>-22.2%</b>	<b>107</b>	<b>43.4%</b>
<b>Margin (%)</b>	<b>11.0%</b>	<b>14.0%</b>		<b>7.5%</b>	
Depreciation	33	34	-2.4%	47	-30.2%
<b>Operating Profit</b>	<b>121</b>	<b>164</b>	<b>-26.3%</b>	<b>60</b>	<b>101.3%</b>
<b>Margin (%)</b>	<b>8.6%</b>	<b>11.6%</b>		<b>4.2%</b>	
Other Income	15	24	-37.3%	22	-30.3%
Exchange gain (Loss)	(19)	4	-541%	(11)	80%
<b>Profit before Tax</b>	<b>117</b>	<b>193</b>	<b>-39.5%</b>	<b>71</b>	<b>64.0%</b>
Tax	39	72	-45.9%	61	-35.9%
<b>Profit After Tax</b>	<b>78</b>	<b>121</b>	<b>-35.7%</b>	<b>10</b>	<b>642.2%</b>
Profit / (Losses)from Associates	(2)	-	100.0%	-	100.0%
<b>Profit attributable to Group</b>	<b>76</b>	<b>121</b>	<b>-37.1%</b>	<b>10</b>	<b>626.3%</b>
<b>Margin (%)</b>	<b>5.4%</b>	<b>8.6%</b>		<b>0.7%</b>	



# P&L H1 FY21

P&L(INR Mn)	H1 FY21	H1 FY20	Change	YoY Gr %
<b>Gross Revenue</b>	<b>2,930</b>	<b>2,878</b>	<b>52</b>	<b>1.8%</b>
Less Customer acquisition cost as per the new contract	(122)	(47)	(76)	162.5%
<b>Net Revenue</b>	<b>2,808</b>	<b>2,832</b>	<b>(24)</b>	<b>-0.8%</b>
Content	1,314	1,214	100	8.2%
Other COGS	25	34	(9)	-25.7%
<b>Gross Profit</b>	<b>1,469</b>	<b>1,584</b>	<b>(115)</b>	<b>-7.3%</b>
<b>Margin (%)</b>	<b>52.3%</b>	<b>55.9%</b>		
Manpower Cost	697	820	(123)	-15.0%
Severance cost	11	36	(25)	-70.4%
Marketing Cost	134	154	(20)	-13.2%
Other Opex	276	395	(120)	-30.2%
<b>EBITDA</b>	<b>351</b>	<b>178</b>	<b>174</b>	<b>97.7%</b>
<b>Margin (%)</b>	<b>12.5%</b>	<b>6.3%</b>		
Depreciation	67	114	(48)	-41.6%
<b>Operating Profit</b>	<b>285</b>	<b>64</b>	<b>221</b>	<b>347.9%</b>
<b>Margin (%)</b>	<b>10.1%</b>	<b>2.2%</b>		
Other Income	40	52	(12)	-23.9%
Exchange gain (Loss)	(15)	(14)	(1)	10%
<b>Profit before Tax</b>	<b>309</b>	<b>102</b>	<b>207</b>	<b>203.8%</b>
Tax	111	70	41	58.2%
<b>Profit After Tax</b>	<b>199</b>	<b>32</b>	<b>167</b>	<b>522.5%</b>
Profit / (Losses)from Associates	(2)	-	(2)	100.0%
<b>Profit attributable to Group</b>	<b>197</b>	<b>32</b>	<b>165</b>	<b>517.2%</b>
<b>Margin (%)</b>	<b>7.0%</b>	<b>1.1%</b>		



# Financial Summary Q2 FY21

## Gross Revenue

INR 1,462 Mn

↓ 1.5% YoY  
↔ 0.5% QoQ

## Gross Profit

INR 731Mn

↓ 7.5% YoY  
↔ 0.9% QoQ  
Gross Profit Margin 52.2%

## EBITDA

INR 154 Mn

↑ 43.4% YoY  
↓ 22.2% QoQ  
EBITDA Margin 11.0%

## Operating Profit

INR 121Mn

↑ 101.3% YoY  
↓ 26.3% QoQ  
Op. Profit Margin 8.6%

## PAT

INR 77 Mn

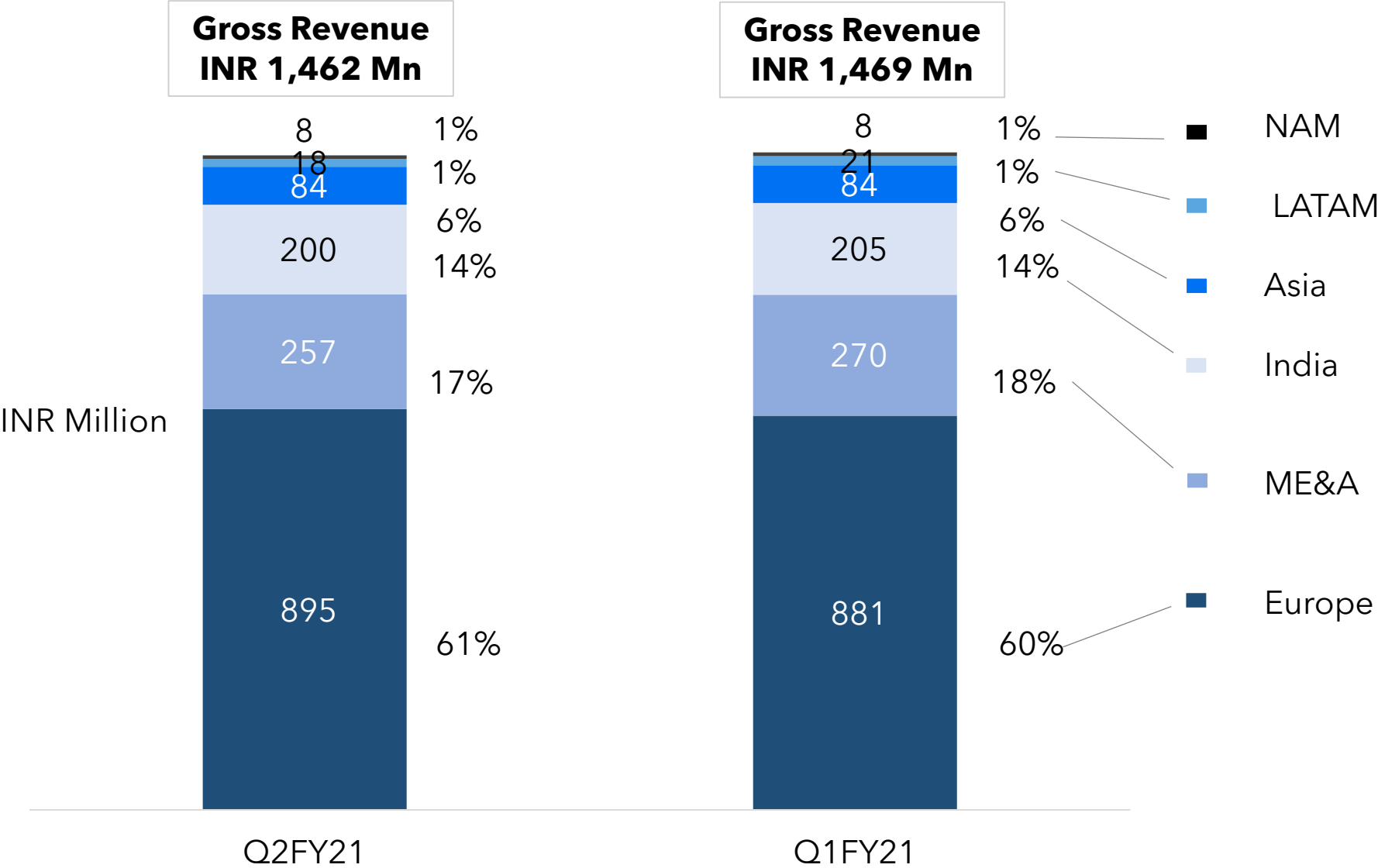
↑ 638.2% YoY  
↓ 36.0% QoQ  
PAT Margin 5.5%

## Net Cash

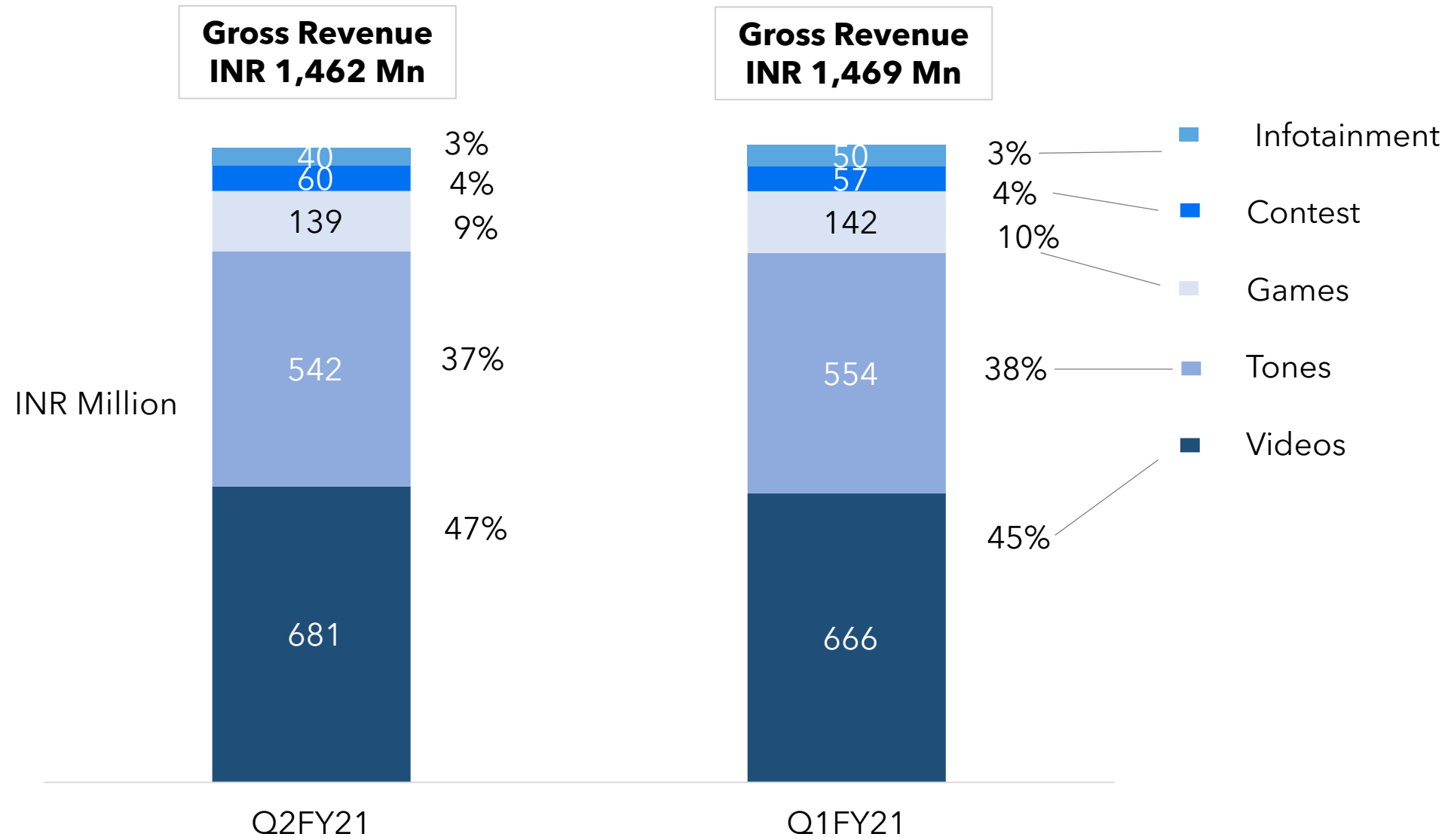
INR 2,323 Mn

Post customer contract cost  
payment of INR 361.2 Mn and  
Buyback of INR 2.7 Mn

# Revenue by geography – (QoQ)



# Revenue by products – (QoQ)



# Cash position

INR Mn	Q3 FY19	Q4 FY19	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21
Gross Cash	2,672	2,723	2,510	2,344	2,525	2,745	2,659	2,323
Less: Total Debt	-	-	-	-	-	-	-	-
Net Cash	2,672	2,723	2,510	2,344	2,525	2,745	2,659	2,323

Contract acquisition cost paid in Q2 FY'20: INR 323 Mn

Dividend payout for FY'19: INR 191 Mn

Net Cash decreased in Q1FY21 due to:-  
a) Rob0 Investment of INR 54.2 Mn  
b) Buyback of Equity Share for INR 65.2 Mn

Net Cash decreased in Q2FY21 due to:-  
a) Customer contract acquisition cost payment of INR 363 Mn  
b) Buyback of Equity Share for INR 2.5 Mn

# Ratio Analysis

Ratio Analysis	Q3 FY19	Q4 FY19	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21
<b>Profit and Loss</b>								
International revenue / revenue	84%	83%	84%	85%	84%	84%	86%	86%
Gross profit / revenue	57%	57%	56%	55%	55%	51%	52%	52%
Revenue per Employee (INR'000)	1,832	1,758	1,795	1,959	2,039	2,080	2,021	2,011
EBITDA per Employee (INR'000)	45	66	51	146	158	171	284	221
Aggregate employee costs / revenue	29%	28%	31%	29%	28%	25%	24%	26%
Operating profit / revenue	1%	2%	0%	4%	5%	6%	12%	9%
Profit before tax (PBT) / revenue*	0%	3%	2%	5%	7%	10%	14%	8%
Effective tax rate - Tax / PBT*	nm	51%	30%	85%	34%	37%	37%	34%
<b>Balance sheet</b>								
Current ratio	1.86	1.82	1.85	1.84	1.79	2.12	2.15	2.10
Day's sales outstanding (Days)	141	139	143	155	140	144	137	140
Liquid assets / total assets (%)	51%	50%	55%	53%	55%	58%	56%	53%
Liquid assets / total sales ratio	2.9	3.1	3.5	3.4	3.4	3.5	3.5	3.3

\* PBT considered before Exceptional items

# Balance Sheet

INR Mn	Sept'20	Mar'20
Shareholders' Funds	5,949	5,900
Non-Current Liabilities	188	229
Trade Payables	2,037	2,242
Current Liabilities	637	439
<b>Total Liabilities</b>	<b>8,810</b>	<b>8,810</b>
Fixed Assets	394	354
Goodwill	582	534
Right to use Assets	95	136
Investments in Associates	53	-
Financial Assets	58	60
Deferred Tax Assets	604	621
Non-Current Assets	1,399	1,366
Cash and Cash Equivalents	2,323	2,745
Trade Receivables	2,328	2,320
Other Current Assets	974	674
<b>Total Assets</b>	<b>8,810</b>	<b>8,810</b>

For any queries mail us at  
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