

**November 16, 2022**

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 of Izmo Limited (“the Company”).

Further a copy of the same is also available on the website of the Company, viz., **[www.izmoltd.com](http://www.izmoltd.com)**.

Kindly take the same on record.

Thanking You

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](http://www.izmoltd.com)

CIN: L72200KA1995PLC018734



# IZMO Limited

Result Update **Presentation**  
**Q2 & H1 FY23**





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**izmoltd.**

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

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

*“We witnessed continued growth in our business during the second quarter. Despite geo-political unrest and economic sluggishness in the US, the Company has performed well during this period.*

*In the quarter ended September 30<sup>th</sup> 2022, we reported an 18.66% year-on-year growth in top line at Rs. 35.68 crores. EBITDA excluding other income, and PAT grew 12.75% and 52.92% year-on-year to Rs. 4.96 crores and Rs. 3.09 crores, respectively. The growth in revenues came in from several new client additions across the US and Europe. We added 104 clients in the US market including Wolf Motors, Jackie Cooper Group and the Lake Group, and 10 new clients in Europe including AKI Automotive and Scoiete Club-Auto SAS; to mention a few.*

*We invested in strengthening our workforce and in marketing and promotional efforts for our recent product launch – izmoEmporio, that impacted EBITDA margins. We also issued ESOPs for our employees during this period.*

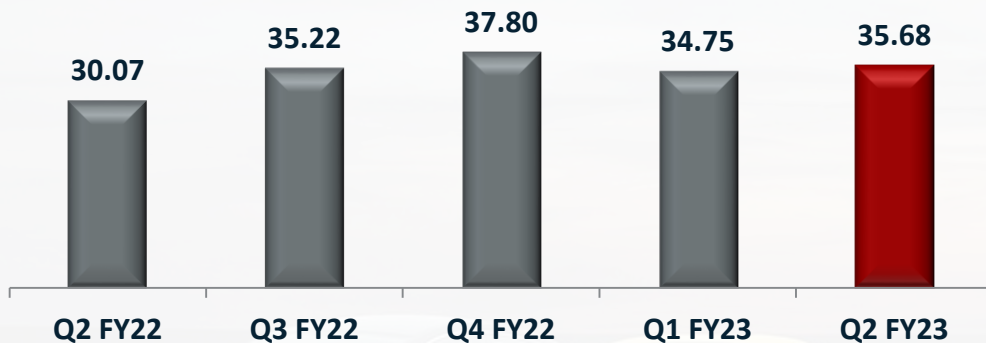
*izmoEmporio is gaining traction across markets and fetching great feedback. On another note, we are gradually entering the Spain market with our existing bouquet of products, while developing a VR platform for our existing markets. These endeavors are in line with our strategy to expand our product portfolio as well as geographical reach.*

*With our focus on penetrating newer markets with existing and new products, we aim to further 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.”*

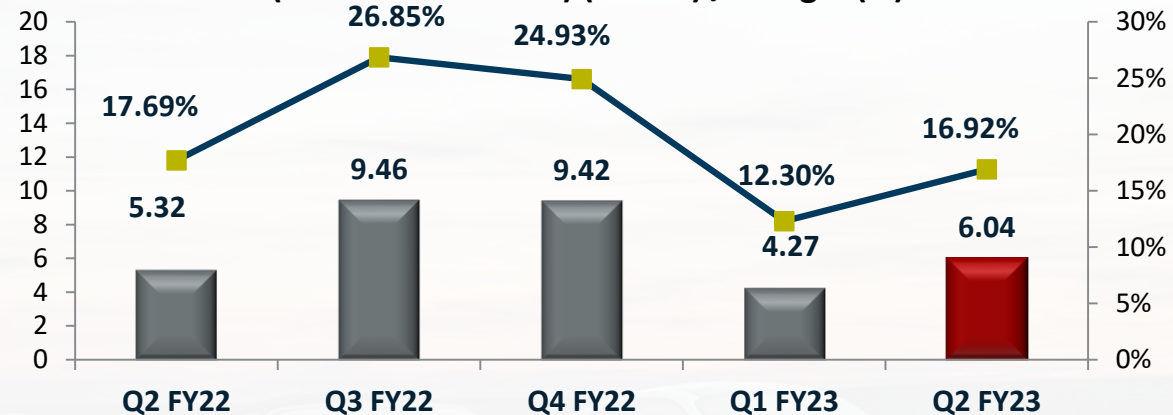


# Consolidated Quarterly Financial Highlights

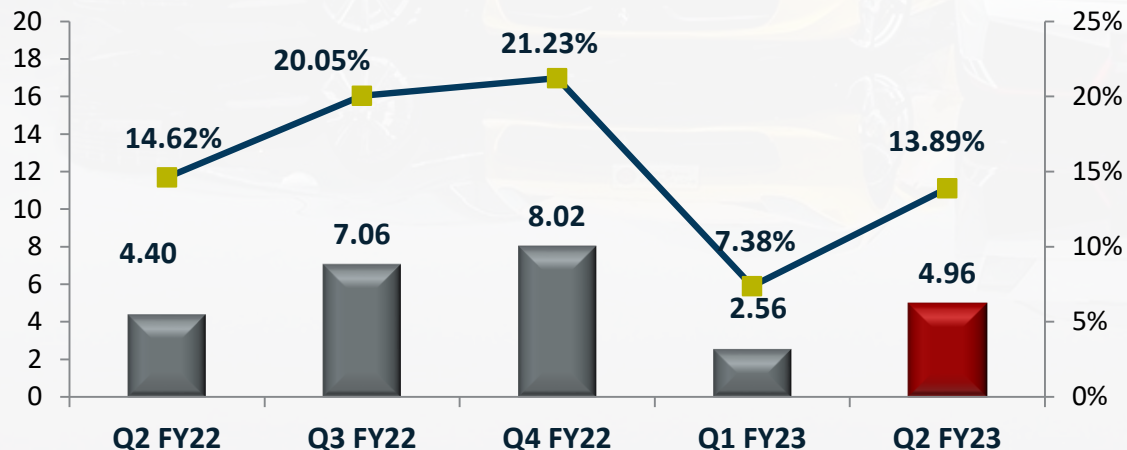
### Revenue from Operations (Rs. Cr.)



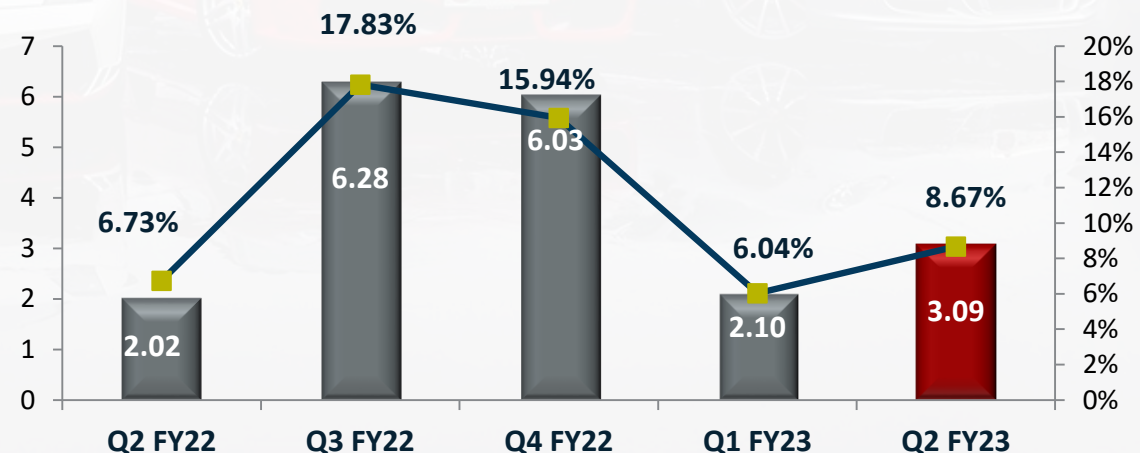
### EBITDA (incl. other income) (Rs. Cr.) / Margin (%)



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



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





# Consolidated Quarterly Financial Highlights

**izmoltd.**

Rs. Crs	Q2 FY23	Q2 FY22	YoY%	Q1 FY23
Income from Operations	35.68	30.07		34.75
Other Operating Income	0.00	0.00		0.00
<b>Total Income from Operations</b>	<b>35.68</b>	<b>30.07</b>	<b>18.66%</b>	<b>34.75</b>
Raw Material Expenses	<b>0.28</b>	<b>0.19</b>		<b>0.09</b>
Employee Cost	17.37	14.47		16.26
Other Costs	13.07	11.01		15.83
Total Expenditure	30.72	25.67		32.18
<b>EBITDA (excluding other income)</b>	<b>4.96</b>	<b>4.40</b>	<b>12.75%</b>	<b>2.56</b>
<b>EBITDA Margin %</b>	<b>13.89%</b>	<b>14.62%</b>	<b>(73 bps)</b>	<b>7.38%</b>
Other Income	1.08	0.92		1.71
Depreciation	2.71	3.09		2.12
Interest	0.06	0.16		0.06
<b>Profit Before Tax</b>	<b>3.26</b>	<b>2.07</b>		<b>2.10</b>
Tax	0.17	0.05		0.00
<b>Profit After Tax</b>	<b>3.09</b>	<b>2.02</b>	<b>52.92%</b>	<b>2.10</b>
<b>PAT Margin %</b>	<b>8.67%</b>	<b>6.73%</b>	<b>194 bps</b>	<b>6.04%</b>
<b>EPS in Rs.</b>	<b>2.31</b>	<b>1.51</b>	<b>52.98%</b>	<b>1.57</b>

- Revenue growth driven by addition of new clients in key markets of US & Europe

- Issue of ESOPs, strengthening workforce and higher marketing costs for new product launch impacted EBITDA margins





# Consolidated Half Yearly Financial Highlights

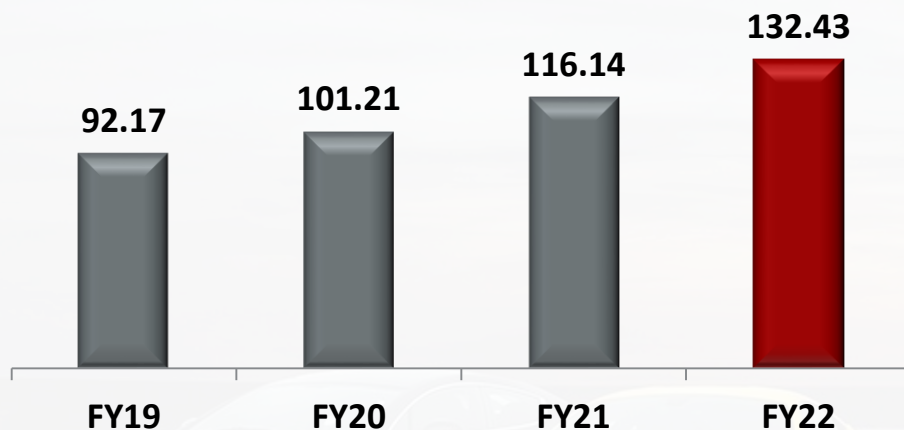
**izmoltd.**

Rs. Crs	H1 FY23	H1 FY22	YoY%
Income from Operations	70.42	59.41	
Other Operating Income	0.00	0.00	
<b>Total Income from Operations</b>	<b>70.42</b>	<b>59.41</b>	<b>18.53%</b>
Raw Material Expenses	<b>0.37</b>	<b>0.29</b>	
Employee Cost	33.63	28.78	
Other Costs	28.90	21.81	
Total Expenditure	62.91	50.87	
<b>EBITDA (excluding other income)</b>	<b>7.52</b>	<b>8.54</b>	<b>(11.95%)</b>
<b>EBITDA Margin %</b>	<b>10.68%</b>	<b>14.37%</b>	<b>(369 bps)</b>
Other Income	2.79	1.71	
Depreciation	4.83	6.14	
Interest	0.12	0.33	
<b>Profit Before Tax</b>	<b>5.36</b>	<b>3.78</b>	<b>41.95%</b>
Tax	0.17	0.05	
<b>Profit After Tax</b>	<b>5.19</b>	<b>3.73</b>	<b>39.15%</b>
<b>PAT Margin %</b>	<b>7.37%</b>	<b>6.28%</b>	<b>109 bps</b>
<b>EPS in Rs.</b>	<b>3.89</b>	<b>2.81</b>	<b>38.43%</b>

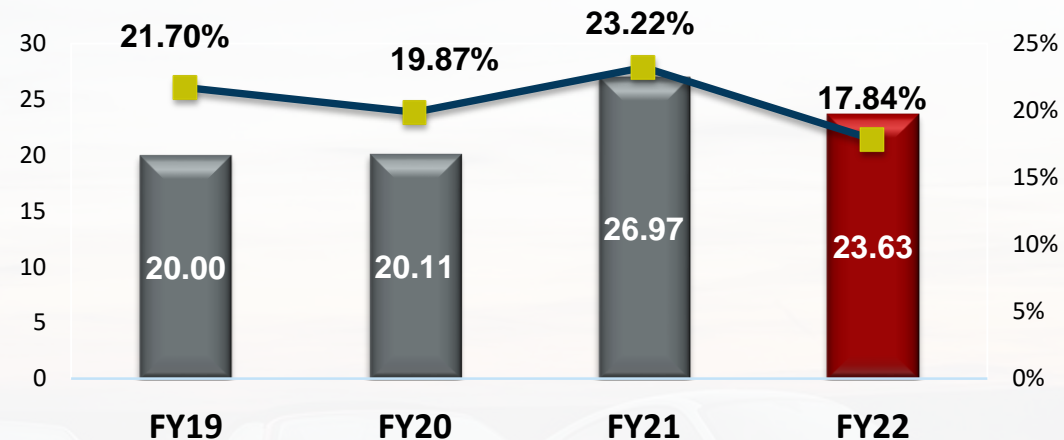


# Consolidated Annual Financial Highlights

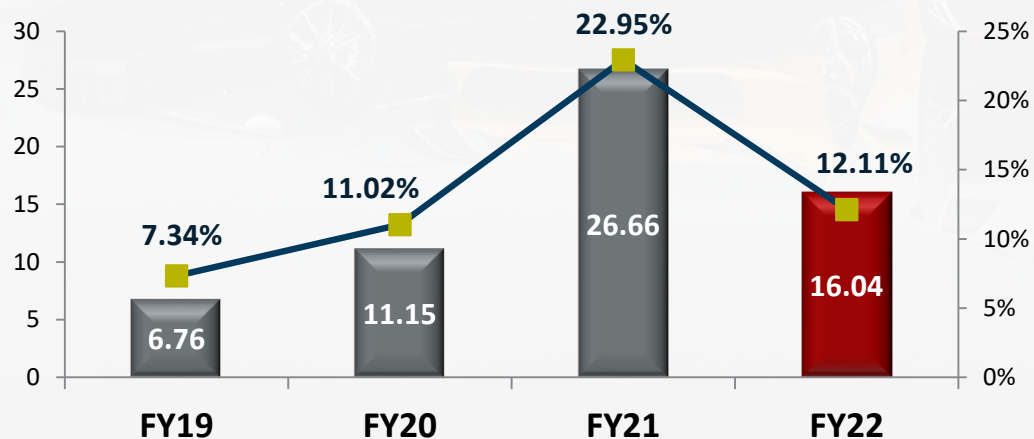
Revenue from Operations (Rs. Cr.)



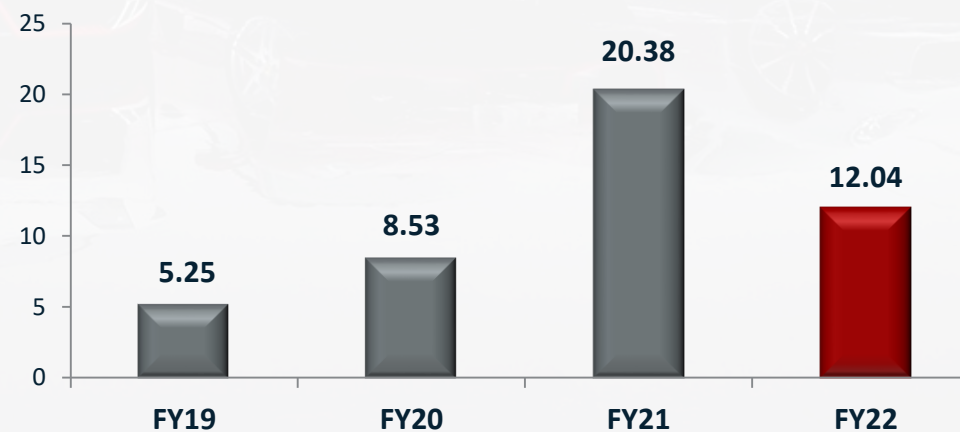
EBITDA (excl. other income) (Rs. Cr.) / Margin (%)



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

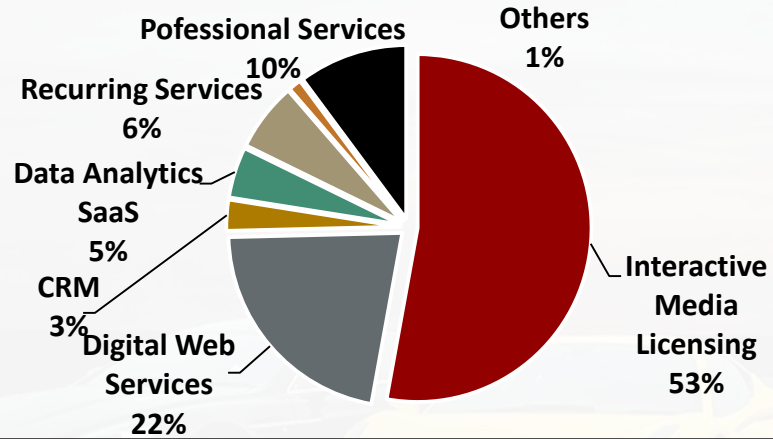
- *Strong growth in top line driven by rising demand from new and existing customers*
- *Higher investment in skilled workforce had bearing on margins*
- *Significant reduction in debt levels*



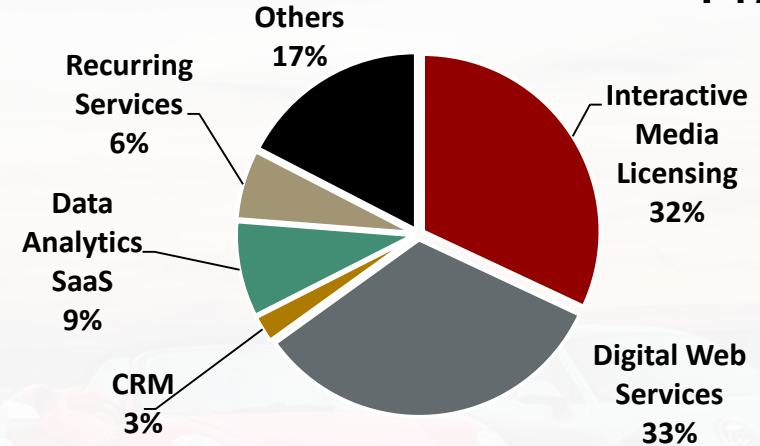
# Consolidated Segmental Revenue – FY22 vs FY21

## By Product

FY22

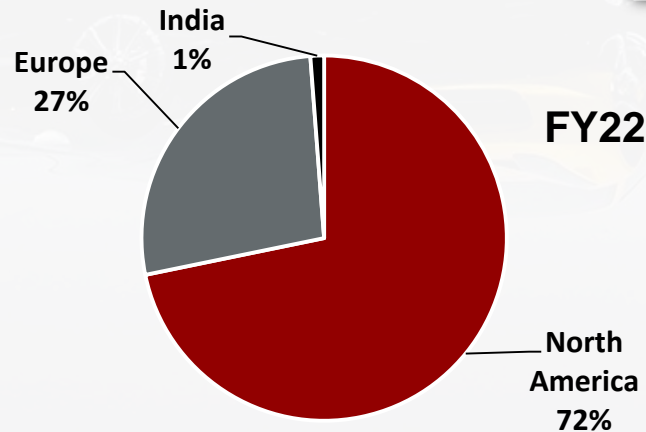


FY21

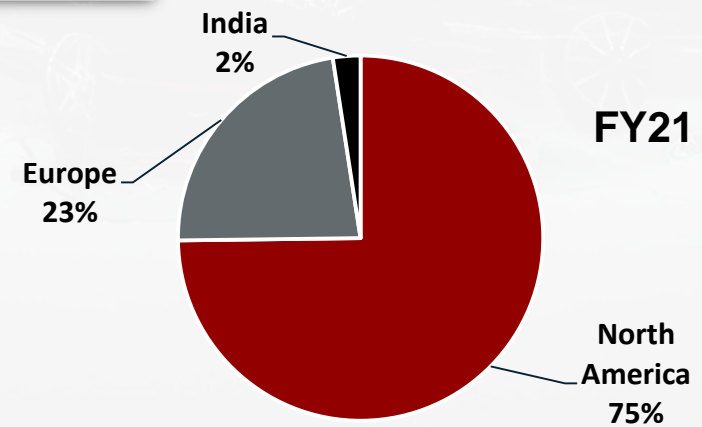


## By Geography

FY22



FY21





# Consolidated Balance Sheet Highlights

**izmoltd.**

Rs. Cr.	31 <sup>st</sup> Mar' 2022	30 <sup>th</sup> Sept 2022
<b>Shareholders Funds</b>	<b>252.31</b>	<b>257.65</b>
Share Capital	13.36	13.39
Other Equity	238.95	244.26
<b>Non Current Liabilities</b>	<b>8.76</b>	<b>7.86</b>
<b>Financial Liabilities</b>		
LT Borrowings	5.99	5.21
LT Provisions	2.77	2.65
<b>Current Liabilities</b>	<b>37.62</b>	<b>31.32</b>
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
<b>Total Equity &amp; Liabilities</b>	<b>298.69</b>	<b>296.83</b>

Rs. Cr.	31 <sup>st</sup> Mar' 2022	30 <sup>th</sup> Sept 2022
<b>Non Current Assets</b>	<b>234.14</b>	<b>241.43</b>
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
<b>Current Assets</b>	<b>64.55</b>	<b>55.40</b>
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
<b>Total Assets</b>	<b>298.69</b>	<b>296.83</b>



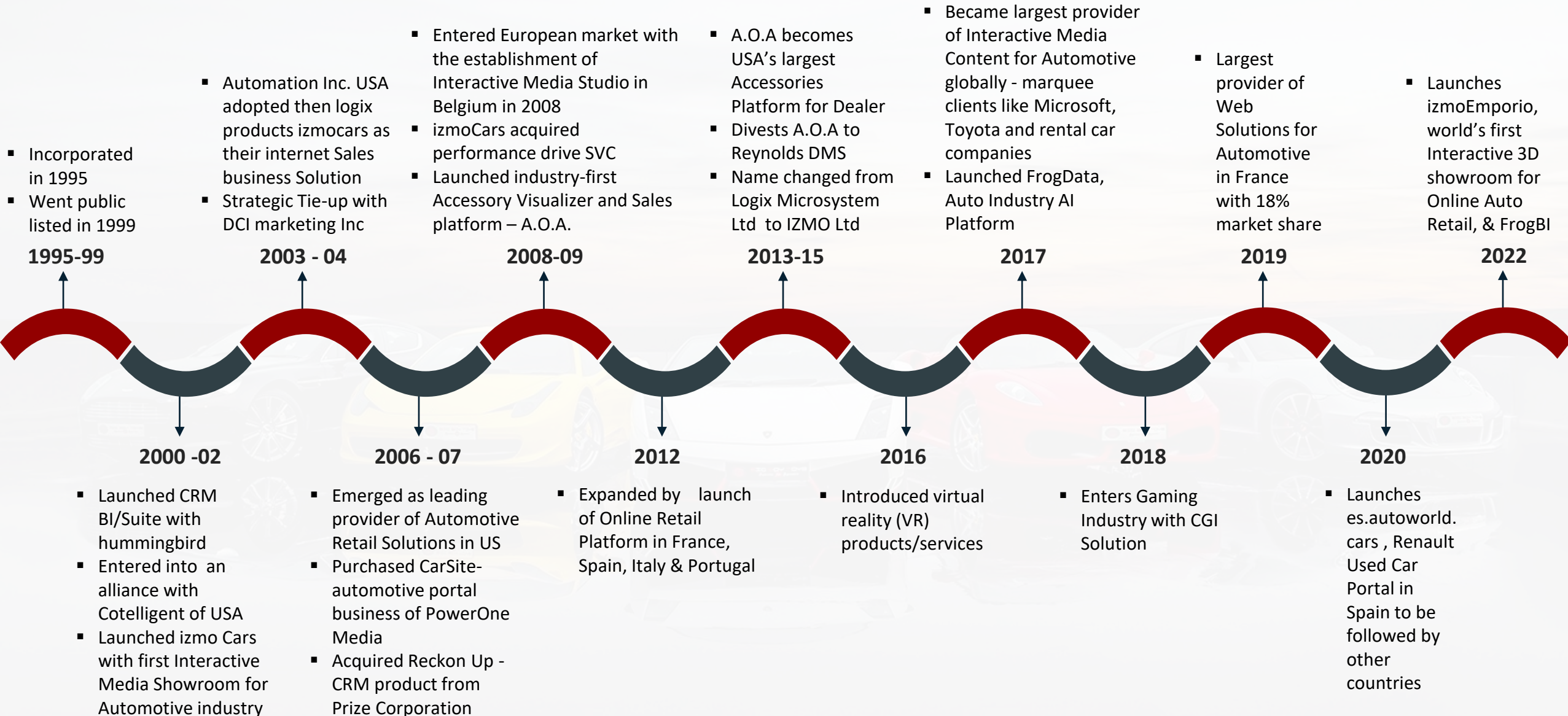
## 02 Company Overview

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# Our Journey So Far...





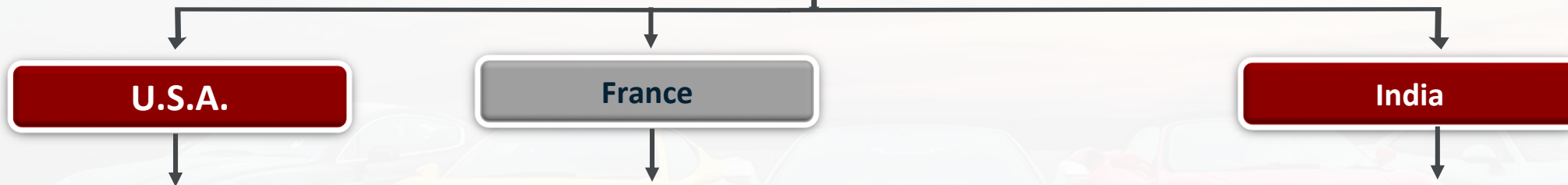


# Core & Experienced Management



**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)

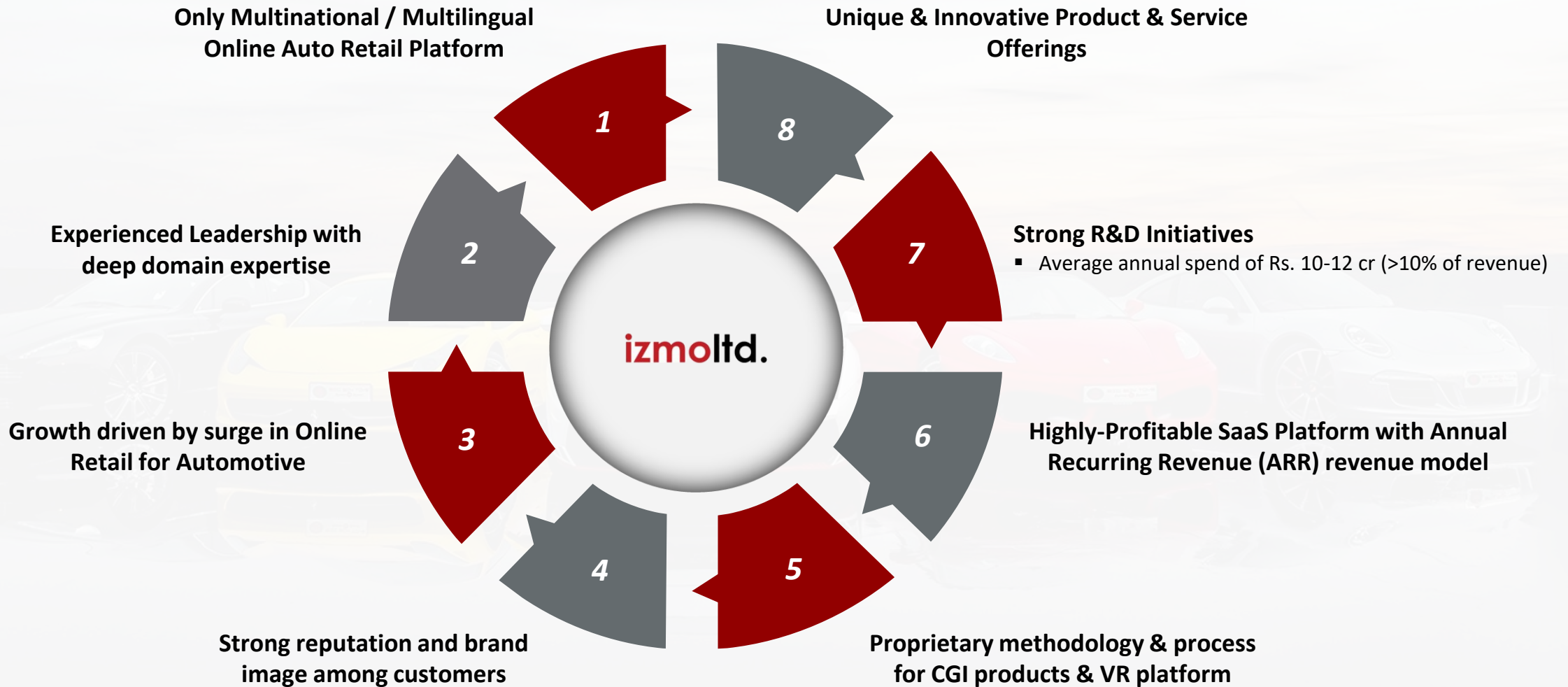
**Mr. Danish Reza**  
(CS & Compliance Officer)

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

**Mr. Dipankar Kacharia**  
(Head - AOA Division)



# Key Strengths





# 03 Business Overview

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# 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

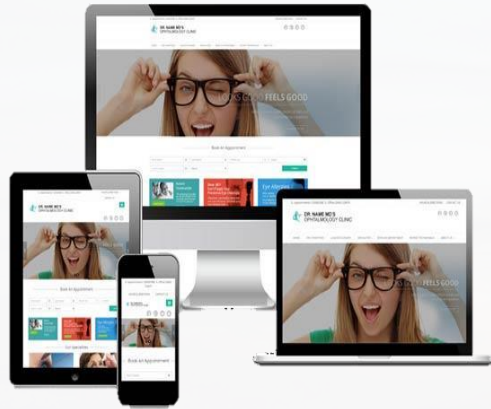
- Multinational presence with multilingual platform
- Recognized brand and domain experts since 2002
- Solid customer base with low churn





izmo Cars

izmoltd.



**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



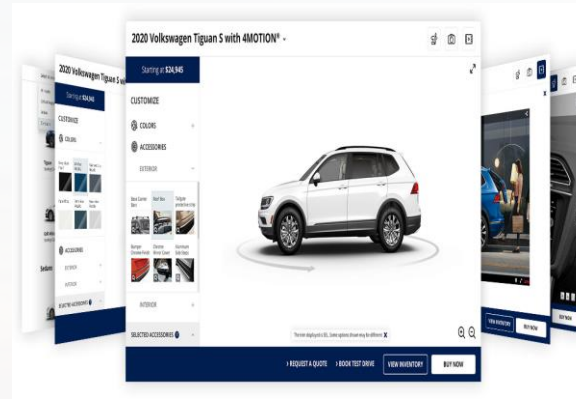
**izmo TheAgency**

- 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

**izmoltd.**

### **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.**



**99% Revenue from Exports**



# Marquee Clients

izmoltd.





## 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

## 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

**izmoltd.**

- 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

**Investor Relations Advisors :**

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