

January 13, 2021

The Manager, Listing Department, BSE Limited, Phiroze Jeejeebhoy Tower, Dalal Street, Mumbai 400 001 Tel No.: 22721233 BSE Scrip Code: 540776	The Manager, Listing Department, The National Stock Exchange of India Ltd., Exchange Plaza, 5 Floor, Plot C/1, G Block, Bandra - Kurla Complex, Bandra (E), Mumbai 400 051 Tel No.: 2659 8235 NSE Symbol: 5PAISA
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Dear Sir/Madam,

Sub: Investor Presentation on the Unaudited Financial Results for the quarter and nine months ended December 31, 2020

We enclose herewith the Investor Presentation for the quarter and nine months ended December 31, 2020.

Kindly take the above on records and oblige.

Thanking You,

Yours faithfully,

For 5paise Capital Limited

A handwritten signature in blue ink is written over a circular purple stamp. The stamp contains the text '5paise Capital Ltd.' and a star symbol.

**Namita Godbole
Company Secretary**

Email ID: csteam@5paise.com

Encl: as above

5paise Capital Limited

Corporate Identity Number: L67190MH2007PLC289249

Corporate Office/Regd. Office: 5paise Capital Limited, Sun Infotech Park, Road No. 16V, Plot No. B-23, Wagle Estate, Thane 400604. Tel: +91 22 41035000 • E-mail: csteam@5paise.com • Website: www.5paise.com



Investor Presentation

Quarter ended December 2020 (Q3FY21)

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5paisa: An overview

5Paisa Capital: India's fastest growing online broker



Mobile-first online broking platform



6th largest broker as on Dec 2020*



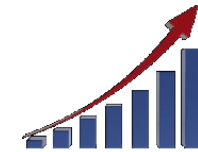
6 Mn+ app downloads with a sustained 4.2 Star rating



0.79 Mn+ Active Customers **YoY 144%**



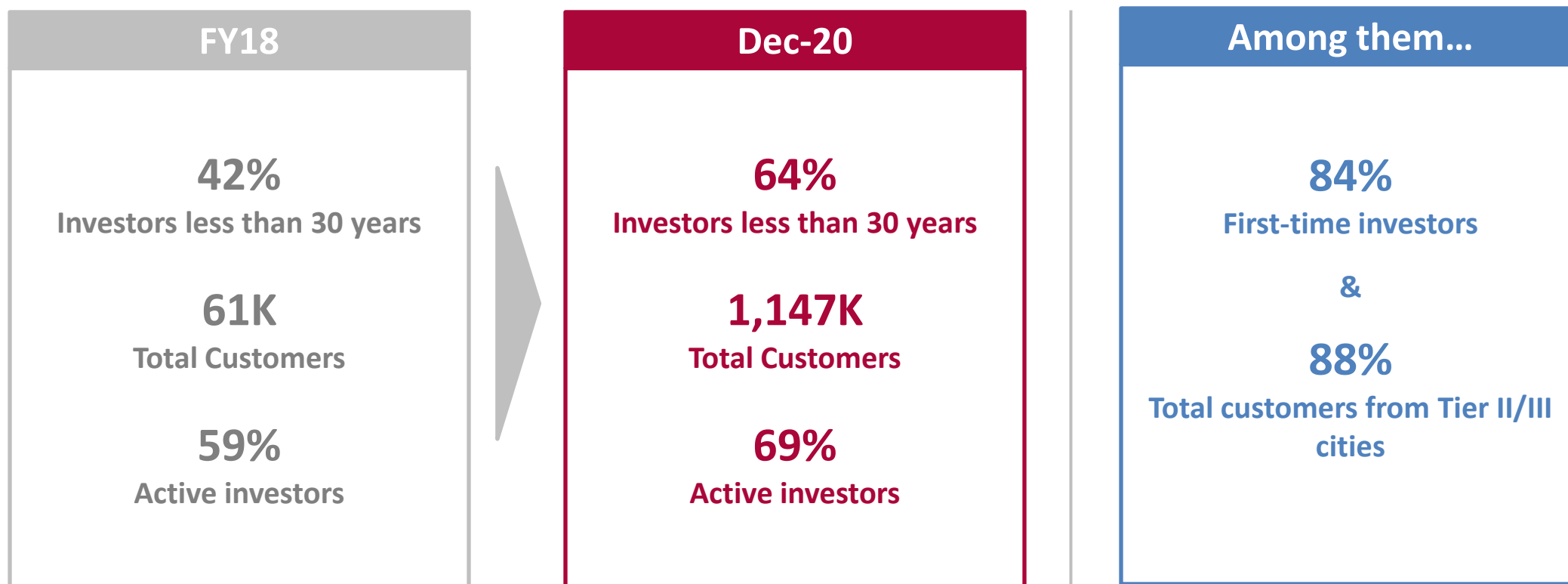
5.6 % Retail Cash ADTO Market Share in Q3FY21



Crossed **INR 1Bn** Revenues in FY20 **YoY 78%**

* As per active customer base . Source : NSE

Reliable investment platform servicing the young and first-time investors



Total customers includes all operational customers
% Active investors based on total operational customers of the company
Active investors are those who have transacted atleast once in the preceding 12 months

Offers a wide bouquet of investment and lending solutions...

Online Trading

- ✓ Stock, F&O, Commodity & Currency trading
- ✓ INR 20 flat fee per order

Mutual Funds

- ✓ Instant & lifetime free Demat account
- ✓ Access to Direct Plans
- ✓ Customised portfolio of schemes

Insurance

- ✓ Compare & Buy from leading Insurers
- ✓ Launch in 2021*

P2P Lending

- ✓ Paperless & Instant disbursal
- ✓ Loans at attractive interest rate with low processing fee and no pre-closure penalty

International Investing

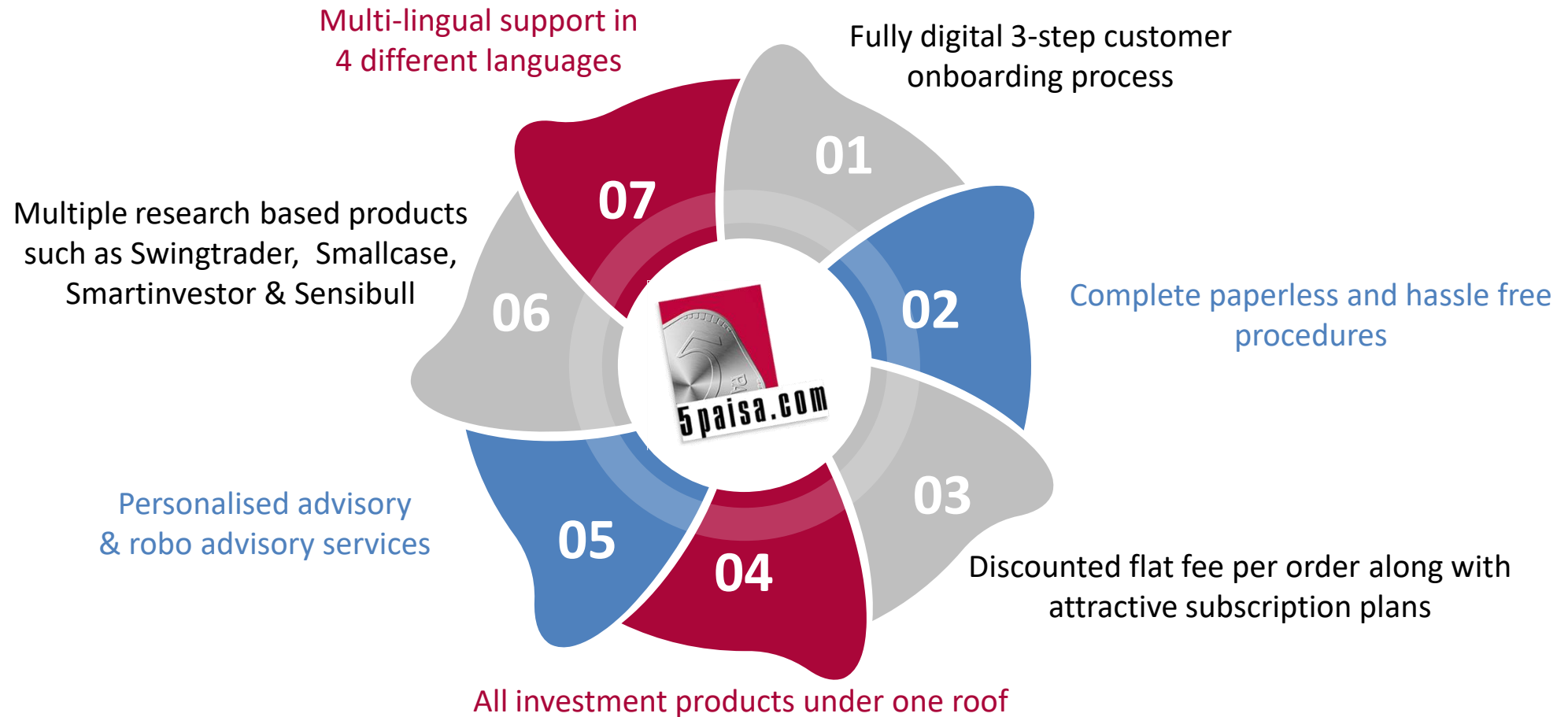
- ✓ Easy way to invest in global brands
- ✓ Free Investments in US stock with no brokerage charges

Digital Gold, PMS, Sensibull & Others

- ✓ Unique Research based products assist investors

* Subject to IRDA approval

...with service offering focussed on ease of trading

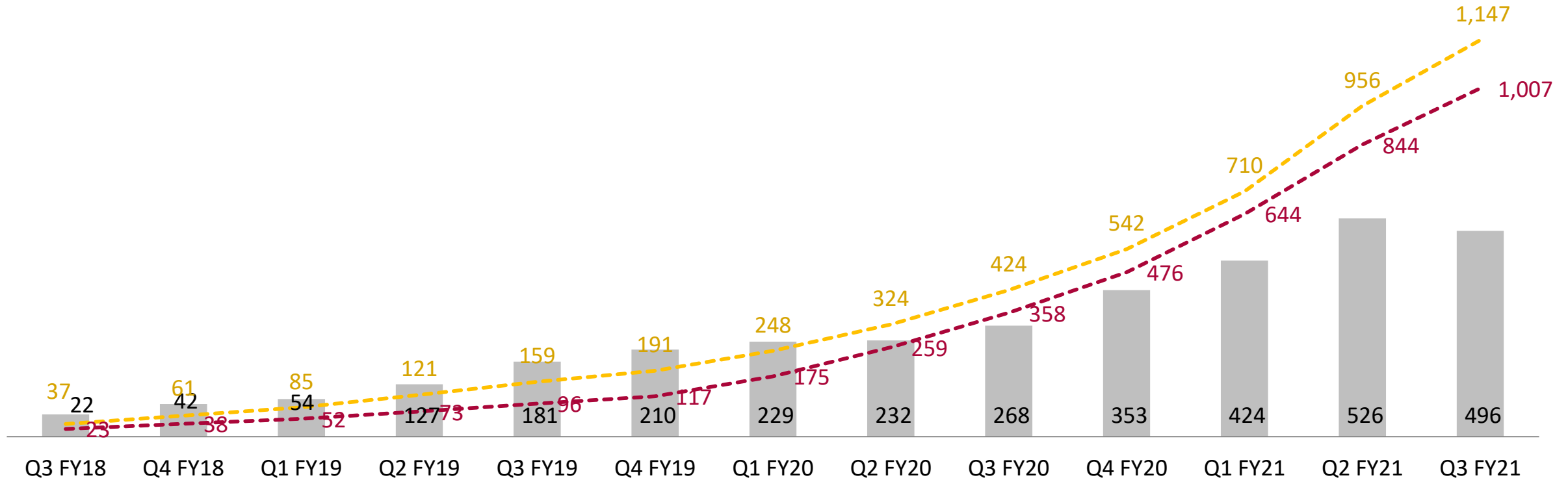


All services offered via customer friendly app

Rapid and consistent growth in customers and revenue

“Revenues crossed INR 1 Bn in first 4 years”

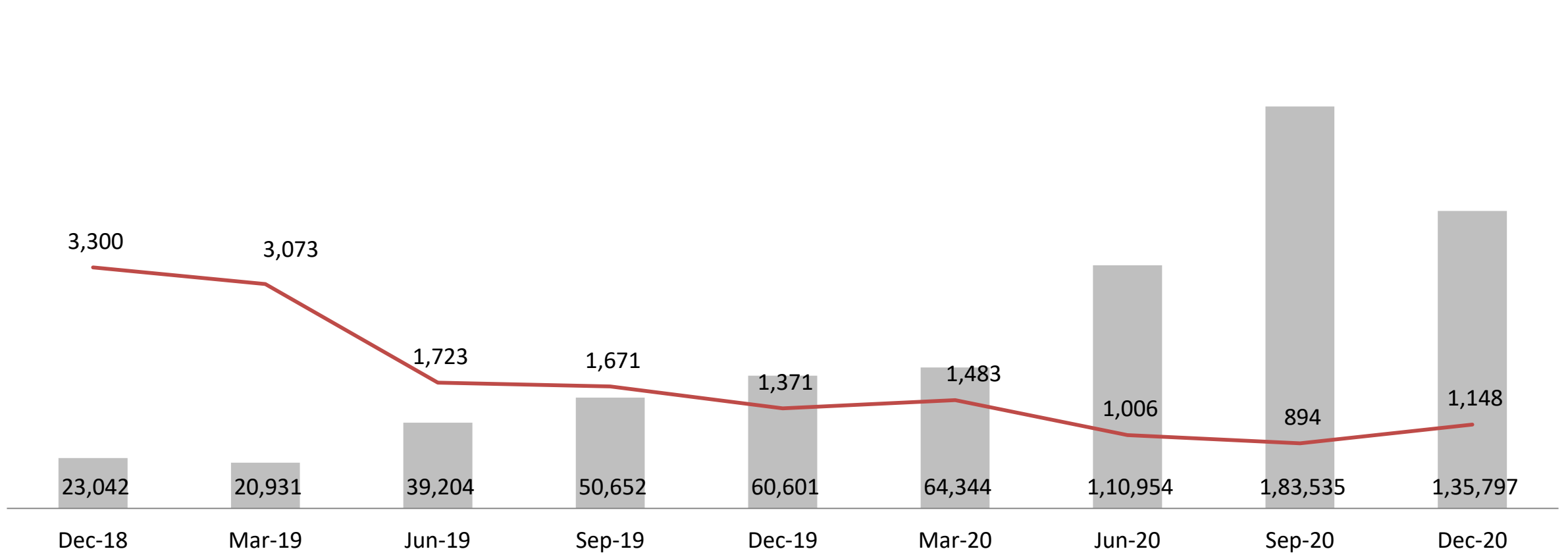
■ Revenue (INR Mn) - - - Ever-active customers* ('000s) - - - Total customers ('000s)



* Ever-active customers are those who have transacted atleast once on the platform

Increasing organic investors leading to consistent reduction in CAC

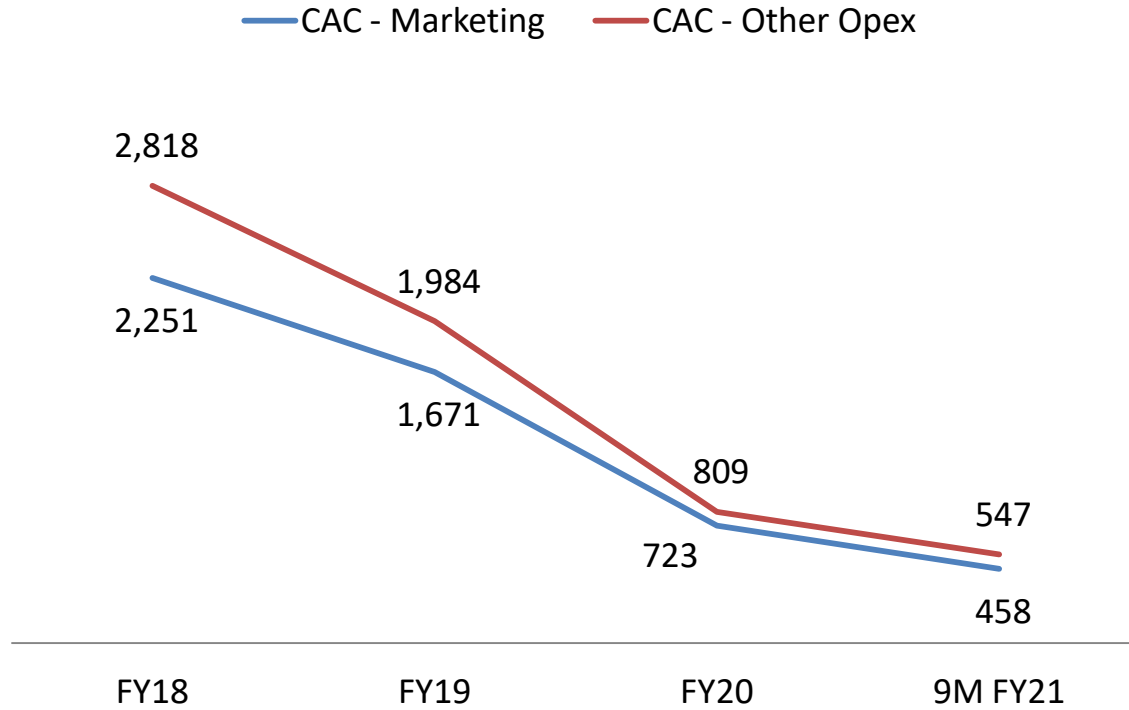
Organic Investors CAC (INR)



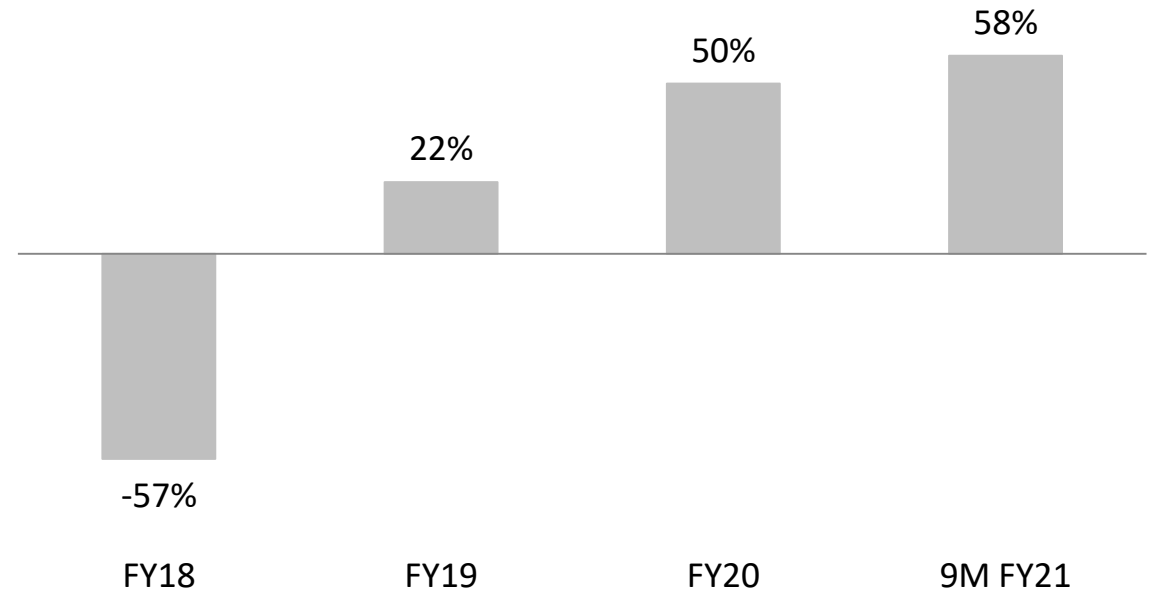
Note: CAC = Marketing spend on customer acquisition + Sales team salary cost + Other opex cost for sales team

...with improving unit economics

Reducing CAC YoY

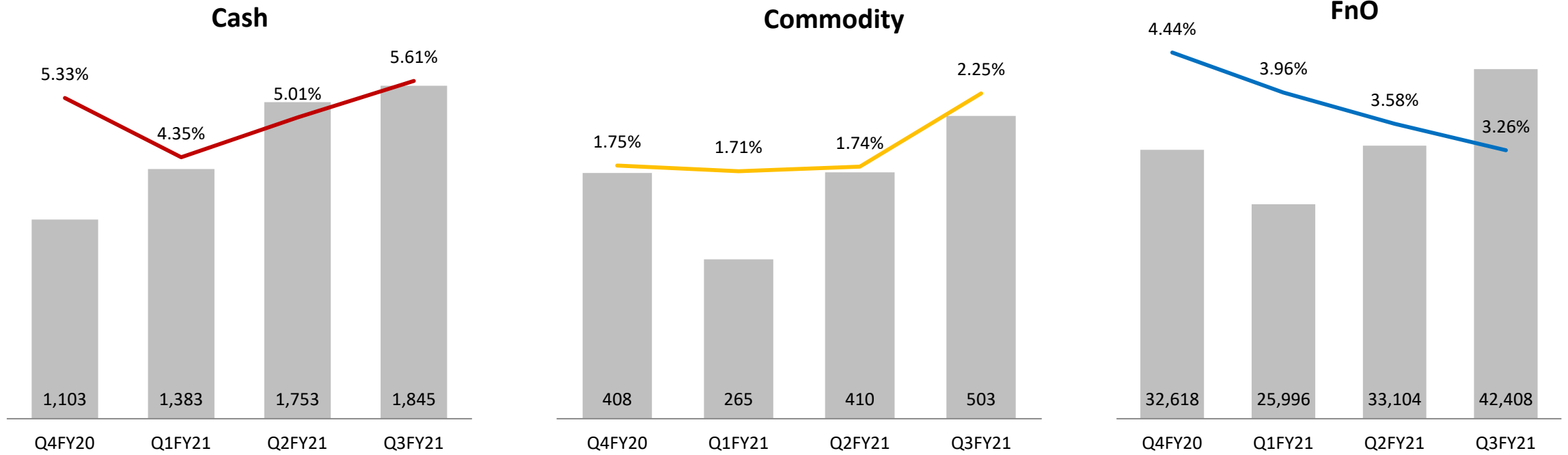


Increasing Gross Margins %



Note: CAC – Other Opex = Sales team salary cost + Other operational cost for sales team
Gross Margin = Total Revenue – Marketing spend on customer acquisition – Sales team salary cost
– Other operational cost for sales team

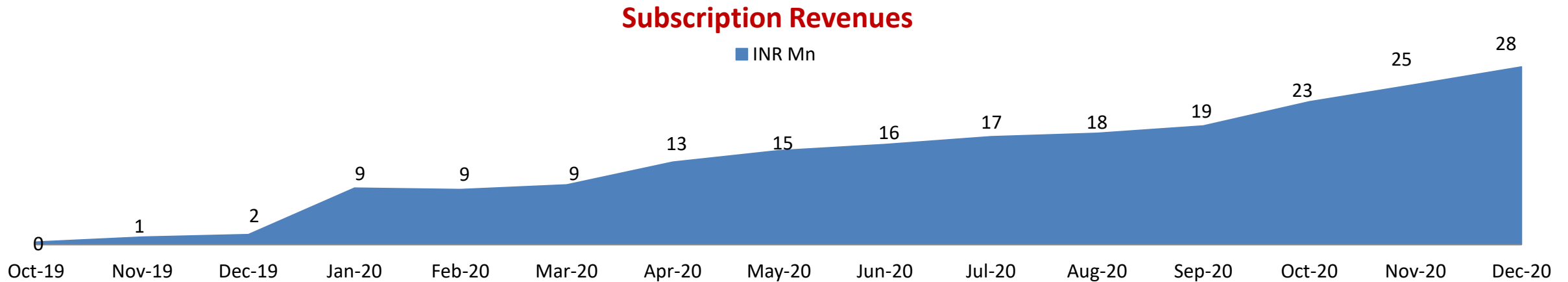
Our ADTO & Retail Market Share



— Cash Market Share — F&O Market Share
— Commodity Market Share ADTO

Subscription model to provide recurring revenues

Monthly subscription revenues has grown ~24x since launch



Wide range of research based products to aid customers reach their investment goals



Swing Trader

An equity tool that combines fundamental and technical analysis for short term trading



Smart Investor

Build your portfolio with stock handpicked by Spaisa's expert research team



Portfolio Analyser

Advance analytical tools to track portfolio performance and analyse decisions



Screeners

Track and trade stocks on Fundamental, Technical, Price/Volume, Shareholding and multiple rules based on indicators to gain edge in market



smallcase

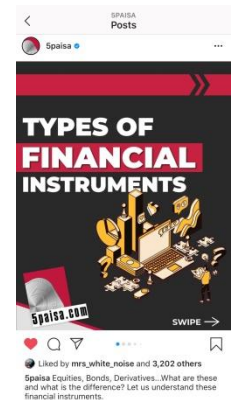
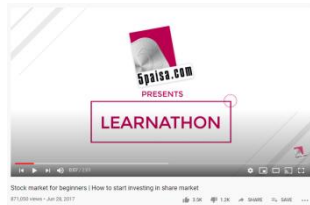
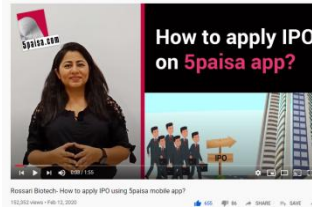
Modern way to invest in portfolios of stocks or ETFs



Sensibull

One step solution for all option trading

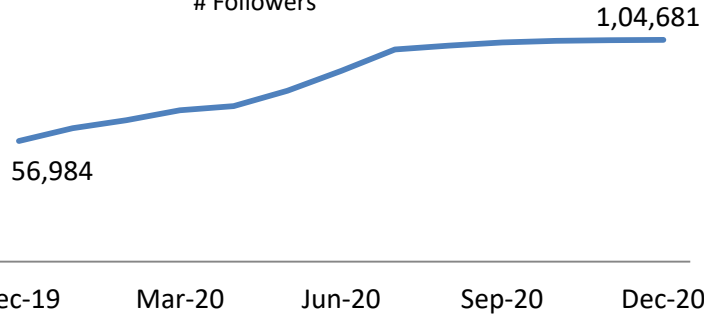
Active presence in social media for customer engagement



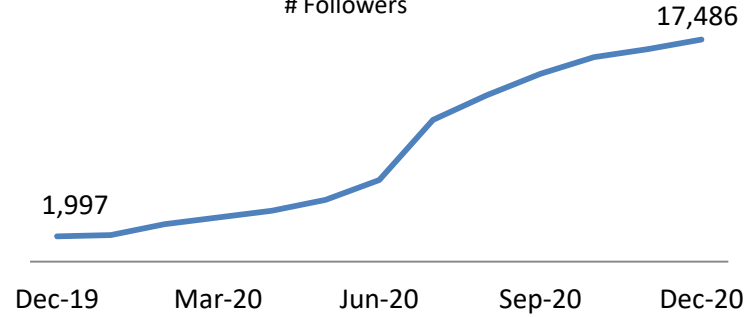
...leading to increasing brand awareness



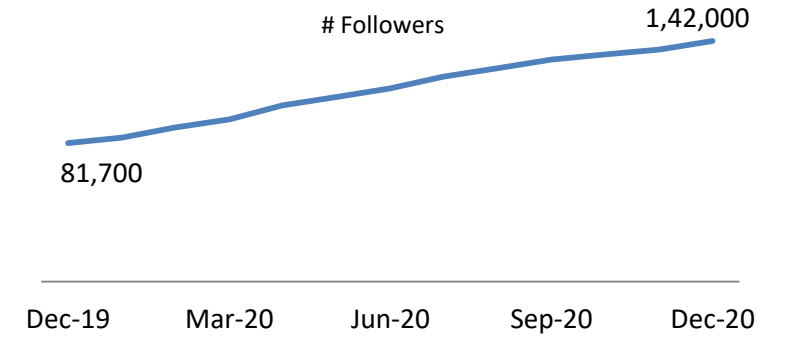
Followers



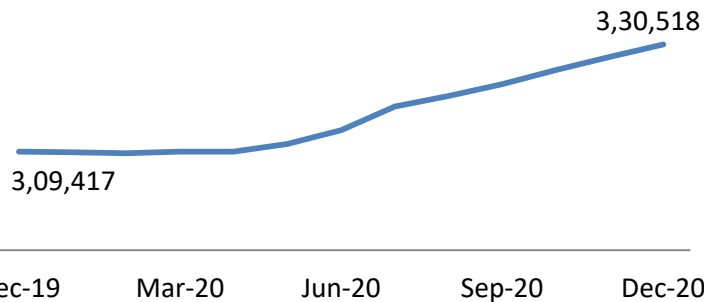
Followers



Followers

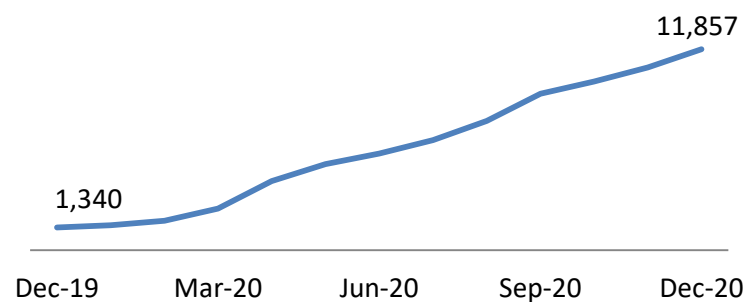


Followers

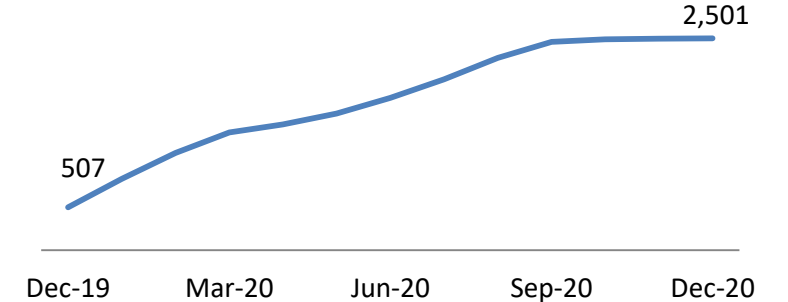


Instagram

Followers



Followers



Our growth is supported by a fast, reliable and scalable digital platform

Scalable & Reliable

- ✓ Handled maximum of 1.2Mn orders in a single trading day
- ✓ Trading platform capable of Auto scaling (Both up and down) to handle sudden spurts in market activity
- ✓ Infrastructure is hosted on public cloud with 99.9% uptime
- ✓ Just 1 downtime in 1,020 trading days

Secure

- ✓ We are ISO/IEC 27001 :2013 certified company
- ✓ Next gen security tools like Akamai for cloud firewalls and Zscaler for cloud VPN
- ✓ Continuous monitoring processes for vulnerability, domain & reputation and access management
- ✓ Robust Risk Management with multiple tools to alert market fluctuations

Advanced Technology

- ✓ Multi Cloud approach to leverage best of world
- ✓ Micro service architecture for resilience
- ✓ Agile with collaborative tools
- ✓ 100% transactions processed online including trading, funds transfer and cross sales

5paise advantage

Traditional Broker



Higher people involvement



Small and less active customers hardly get any service



Physical branch requirement constraint in pace of growth and expanding deeper



Higher transaction cost

5paise



End-to-end digital process



Democratized customer service



Ability to grow faster and penetrate markets deeper



Low transaction costs

Customer growth drivers

01

Increasing investor awareness and growing young population

02

Rising popularity of mobile trading along with smartphone penetration and cheaper data

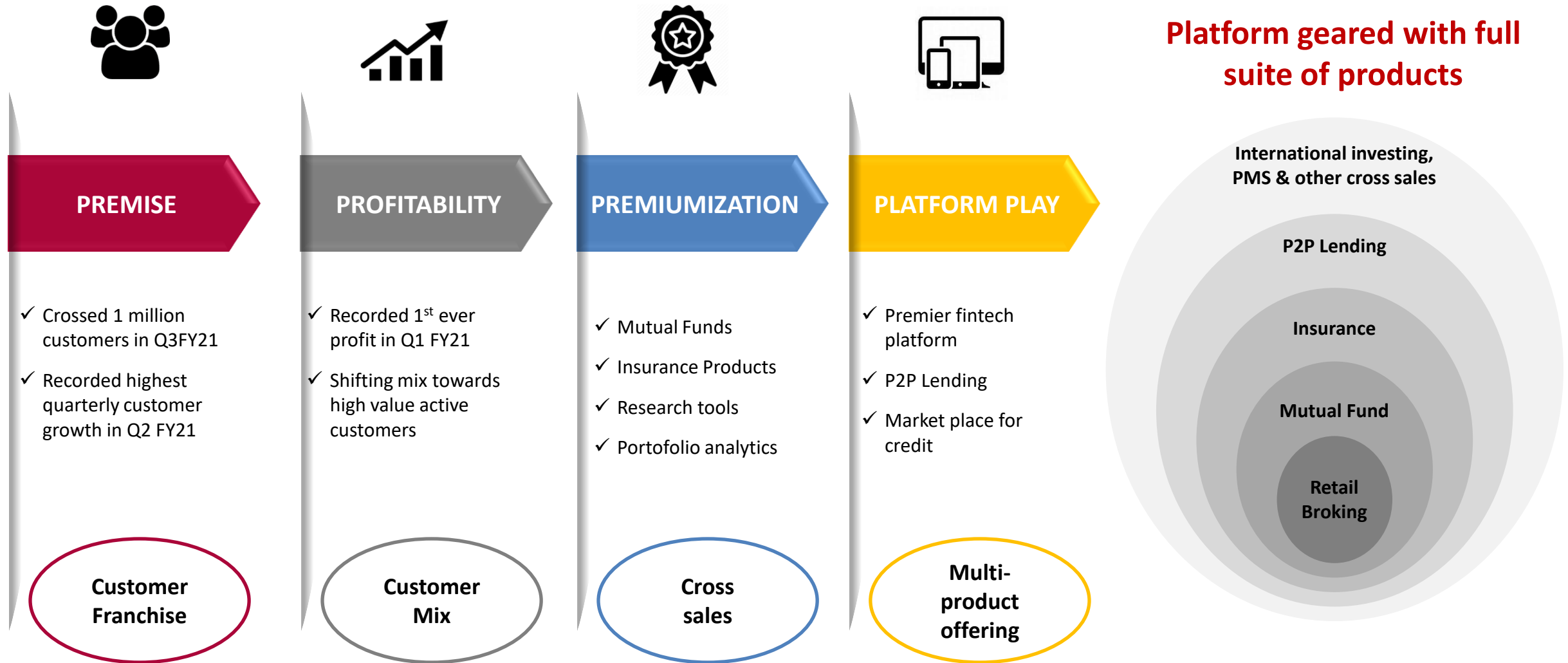
03

Convenience for investors in tier 2/3 cities due to 100% digital process

04

Discount brokers attracting first time investors more than ever due to a stable and cheaper product

5Paisa has multiple growth levers in play to create a digital platform



Strategy going ahead



01

Focus on market share and assets

- ✓ Customer acquisition, strategic partnerships and organic channels focussed on growing market share, assets as foundation for long term profitable growth

02

Improving unit economics

- ✓ Increase ARPUs through cross sales with new lines of businesses – P2P lending, Insurance, International investing, etc.

03

Customer engagement & retention

- ✓ Focus on research products, service for superior customer experience
- ✓ Continue to grow social media presence to increase brand awareness

04

Build a quality tech platform for financial products distribution

- ✓ Improved data analytics and machine learning capability to drive better customer engagement, growth and cross sales

Financial Information – Consolidated

Consolidated Profit & Loss quarter ended December 2020

INR Mn	Quarter Ended			Quarterly Variances	
	Q3FY21	Q2FY21	Q3FY20	Q-o-Q	Y-o-Y
<i>A. Income From Operations</i>					
Brokerage Income	196	215	122	-8%	61%
Allied Broking Income	160	201	80	-20%	101%
Cross Sales Income	76	52	28	45%	175%
P2P Loan Commission	2	3	-	-21%	-
Other Operating Income	62	55	39	13%	59%
Total Income from operations (A)	496	526	269	-6%	84%
Employee Cost	94	100	68	-6%	38%
Advertising and Marketing expenses	121	121	92	0%	31%
Others Expense	185	187	96	-1%	93%
Total Expenses (B)	400	408	256	-2%	56%
EBITDA (A-B)	96	118	13	-19%	618%
<i>EBITDA margin %</i>	<i>19%</i>	<i>23%</i>	<i>5%</i>		
Depreciation, amortisation & impairment	11	13	12	-15%	-10%
Finance cost	40	67	30	-41%	34%
PBT	45	38	-29	16%	255%
Tax expense	13	10	-7	30%	280%
PAT	32	28	-22	11%	240%
<i>PAT margin %</i>	<i>6%</i>	<i>5%</i>	<i>-8%</i>		

Consolidated Profit & Loss for 9 months ended December 2020

INR Mn	Nine Months Ended		Nine months ended	Year Ended
	Dec 31, 2020	Dec 31, 2019	variances	Mar 31, 2020
			Y-o-Y	
<u>A. Income From Operations</u>				
Brokerage Income	615	327	88%	478
Allied Broking Income	492	267	84%	352
Cross Sales Income	173	88	97%	133
P2P Loan Commission	5	-	-	-
Other Operating Income	162	49	232%	120
Total Income from operations (A)	1,447	731	98%	1,083
Employee Cost	281	219	28%	292
Advertising and Marketing expenses	341	221	54%	339
Others Expense	510	232	120%	359
Total Expenses (B)	1,132	672	68%	990
EBITDA (A-B)	315	59	430%	93
<i>EBITDA margin %</i>	22%	8%		9%
Depreciation, amortisation & impairment	35	34	4%	39
Finance cost	159	99	60%	151
PBT	121	-74	264%	-97
Tax expense	33	-12	380%	-18
PAT	88	-62	242%	-79
<i>PAT margin %</i>	6%	-8%		-7%

Consolidated Balance Sheet

INR Mn	FY19	FY20	As on Sep 30,2020
Assets			
<u>Financial assets</u>			
Cash and cash equivalents	622	201	802
Bank Fixed deposit balance (other than above)	532	2,505	4,272
Loans/Client funding book	998	916	1,929
Other financial assets	416	2,260	207
Sub-total	2,568	5,882	7,210
Deferred tax assets	213	232	213
Non-financial assets	40	163	147
Sub-total	253	395	360
Total Assets	2,821	6,277	7,570
Liabilities and Equity			
<u>Financial liabilities</u>			
Borrowings	920	2,192	2,124
Other financial liabilities	1,414	2,639	3,970
Sub-total	2,334	4,831	6,094
Non-financial liabilities	38	63	30
<u>Equity & Reserves</u>			
Equity share capital	127	255	255
Other equity	322	1,128	1,191
Sub-total	449	1,383	1,446
Total Liabilities & Equity	2,821	6,277	7,570

Thank You

5paise Capital Limited

CIN: L67190MH2007PLC289249

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Website: www.5paise.com