



ONMOBILE GLOBAL LIMITED,  
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Email - investors@onmobile.com

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

October 29, 2018

To,  
The Secretary  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort  
Mumbai-400 001  
**BSE Symbol: 532944**

The Secretary  
**National Stock Exchange of India Limited**  
Bandra Kurla Complex  
Bandra East  
Mumbai – 400 051  
**NSE Symbol : ONMOBILE**

Dear Sir/Madam,

**Sub: Earnings Presentation- Q2 FY 2018-19**

Pursuant to Regulation 30 & 46 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the Earnings Presentation on the Financial Results of the Company for the quarter ended September 30, 2018 which is made available on Company's website: [www.onmobile.com](http://www.onmobile.com).

Request you to kindly take the same on record.

Thanking you,

Yours sincerely,  
For OnMobile Global Limited

*P. V. Varaprasad*  
P.V. Varaprasad  
Company Secretary

Encl: a/a





# Investor presentation

October 2018



# Cautionary statement

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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.

# Agenda

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- History and milestones
- Product portfolio
- Strategy FY19
- Financials FY18



**onmobile**

**The Global Leader in  
Mobile Entertainment**

# Global presence

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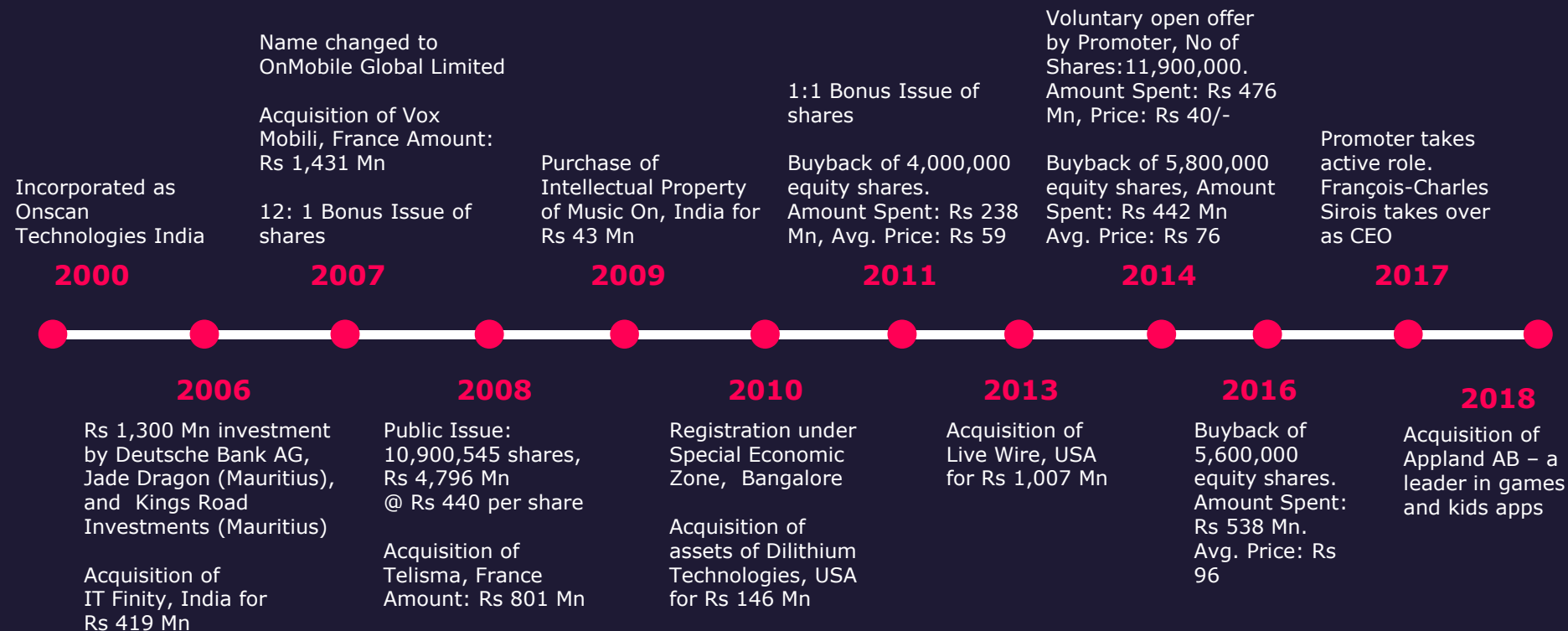
**50+**  
COUNTRIES

**90+**  
OPERATORS

**1.5 Bn**  
MARKET REACH



# History and milestones



# Investor Highlights

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- Global Reach
- Dominating market share in Tones business
- Investment in growth products
- Emerging turnaround story
- Solid cash position
- Healthy cash flow from operations
- Debt free
- High dividend yield



# Product portfolio

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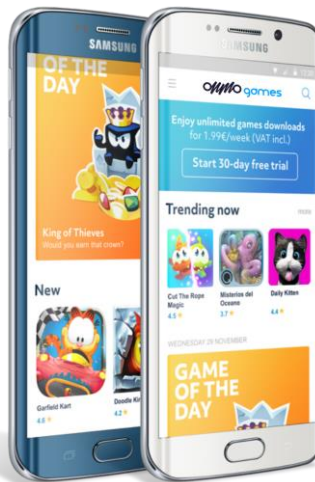


# Suite of products

**onmo**  
tones



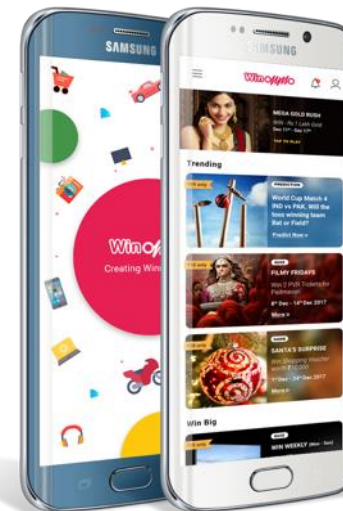
**onmo**  
games



**onmo**  
videos

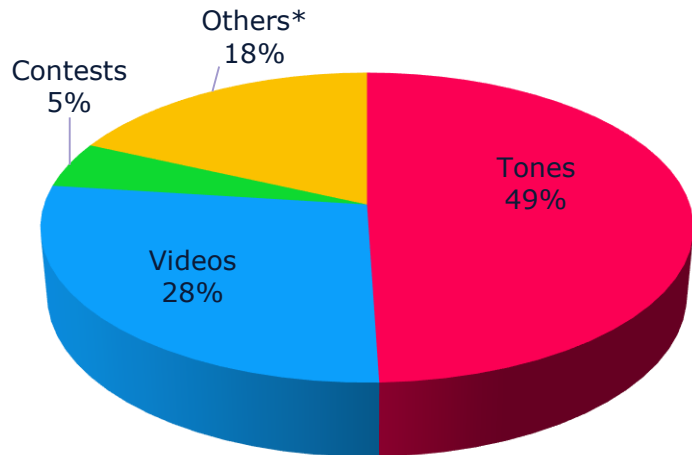


**onmo**  
contests



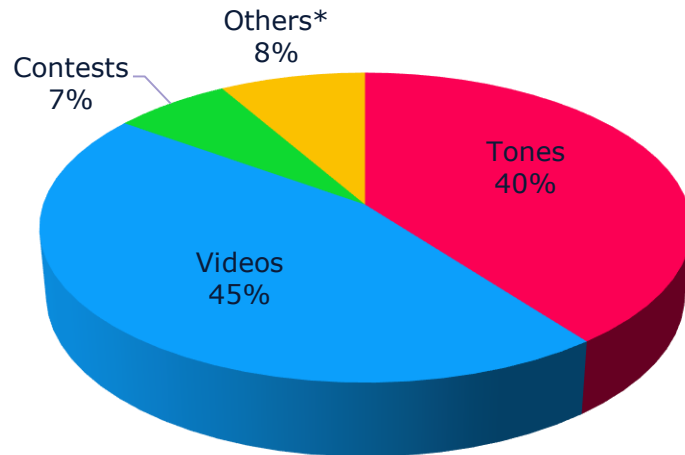
# Revenue by products

**FY 14-15**



■ Tones ■ Videos ■ Contests ■ Others\*

**FY 17-18**



■ Tones ■ Videos ■ Contests ■ Others\*

# Strategy FY19

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- Grow Videos
- Launch & Expand Games
- Stabilize Tones
- Digitize Contests
- Beyond Operator Wallet

# ONMO videos

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Entertain yourself  
**MORE THAN NOW**

With amazing curated content on  
your fingertips, your entertainment  
quotient will be more than now.

# Grow Videos

## India

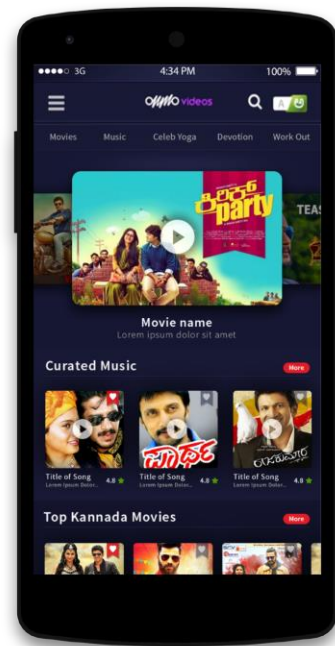
- Launched regional video portal in Vodafone India
- Short video content across 12 categories and in 5 languages to start with
  - Telugu, Tamil, Kannada, Malayalam & Bengali

## Middle East and Africa

- Launching short format video services across Middle East and Africa

## North America

- Quick build & launch of video content stores
- Working with Content Delivery Networks to ensure video download/streaming speed is optimized
- Launched an online web based interface for journalists/ columnists  
Content providers can upload video content fast on the digital content portal

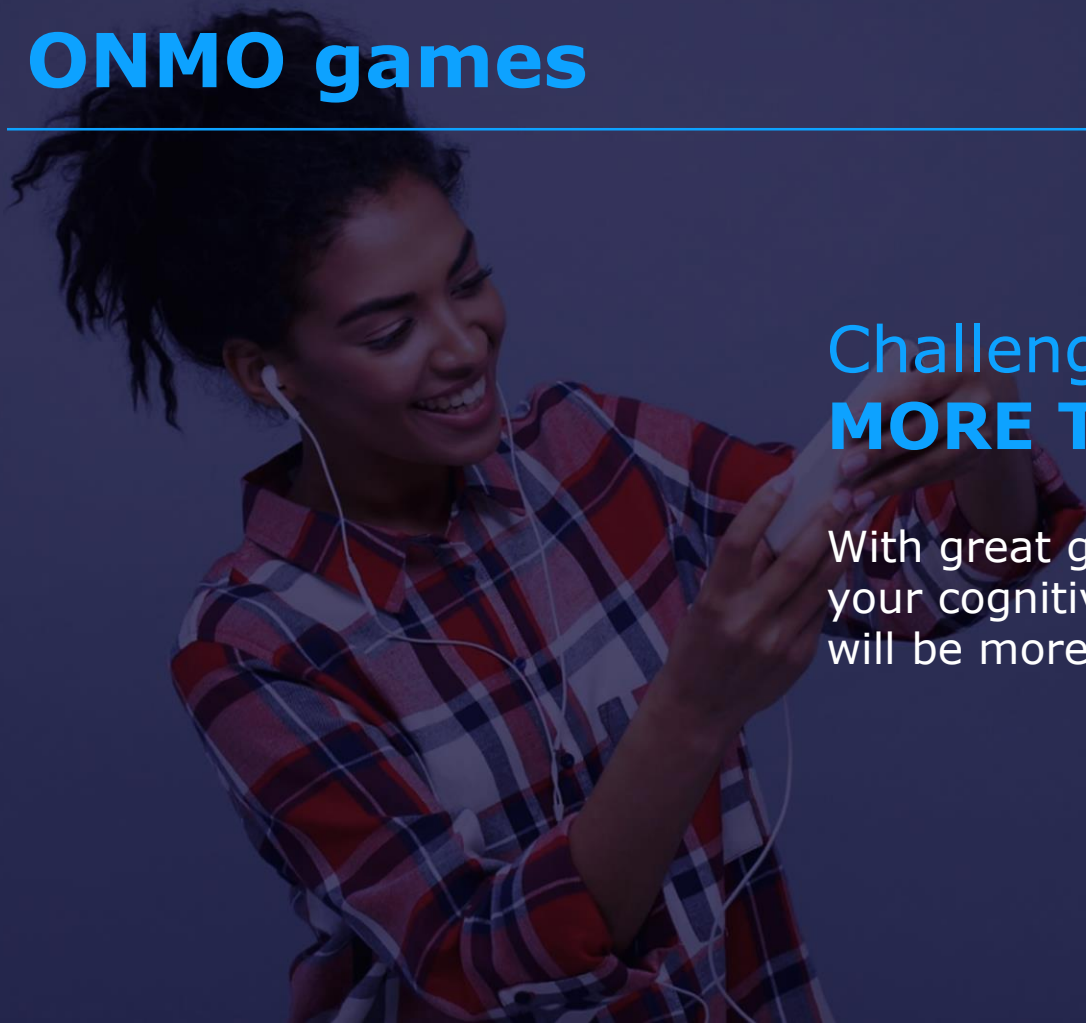


# ONMO games

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Challenge yourself  
**MORE THAN NOW**

With great games to challenge  
your cognitive abilities, your zeal  
will be more than now.



# Launch & expand Games

## Acquisition of Appland AB

- Acquired Appland AB – a leader in Games and Kids Apps

## Europe

- All You Can Eat (AYCE) service with no in-app purchases & no ads
- Curated Games (games rated above +4 and with more than 1M downloads)
- Parental Control and Family Plan
- Movistar games service launched in April with Movistar Spain under the name and brand “Movistar Juegos” – crossed 14,000 subscribers
- Won deal with Vodafone for Kids games; Commercial launch in Q3

## Latin America

- Our portfolio powers various gaming formats like downloads, HTML5 games, pay per downloads, freemium & premium games
- Launched a quick web based games store builder

## Middle East and Africa

- Contract closed for Games & Sports portal with largest operator in Kenya with 70% market share and 30 million subscribers



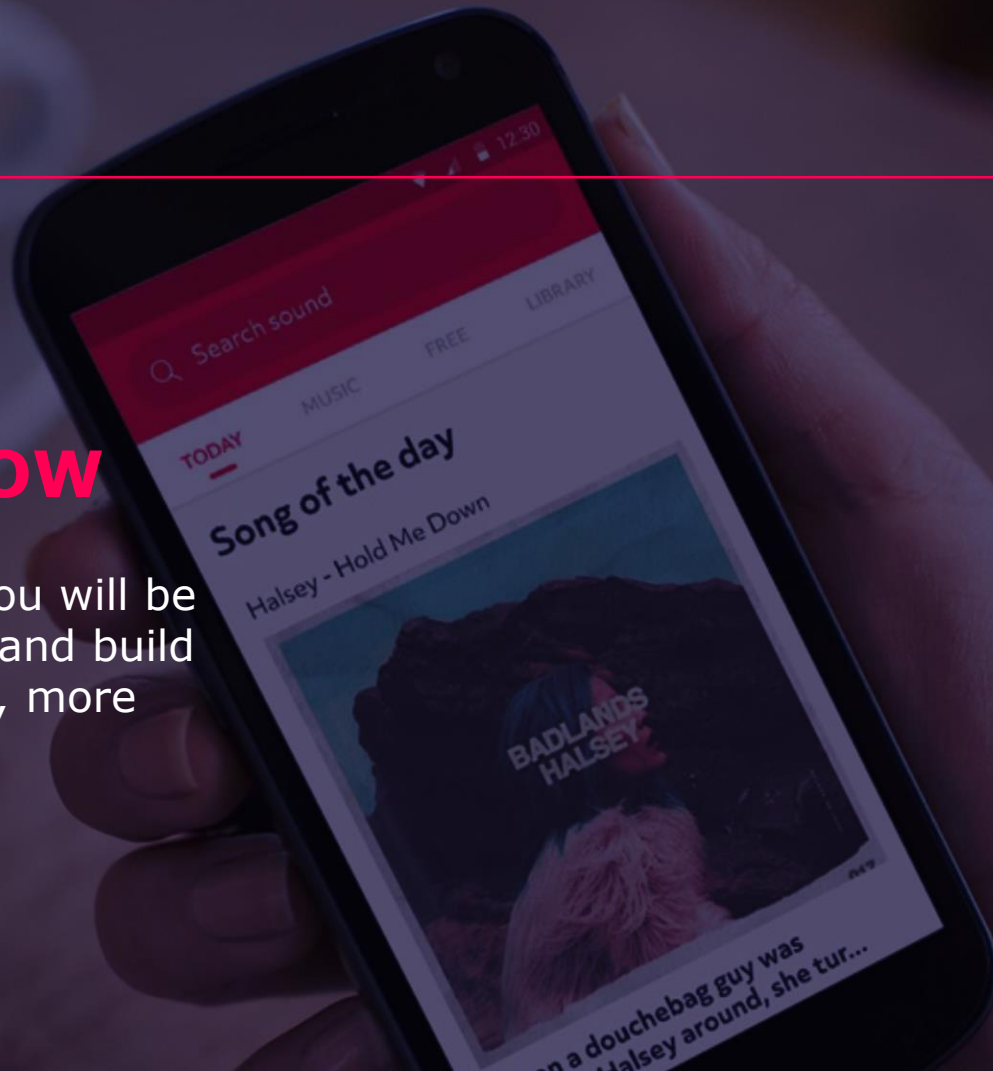


# ONMO tones

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## Express yourself **MORE THAN NOW**

With our ONMO tones, you will be able to express yourself and build meaningful relationships, more than now.



# Stabilize Tones

## India

- Launched Bundled Pack across Idea, Airtel and BSNL

## Americas

- AYCE being targeted for all regions that are on traditional model.
- Focus on Digital marketing to drive new Ring Back Tones (RBT) acquisitions for the region.

## Middle East and Africa

- Focus on rolling out RBT App across large RBT markets targeting high-end subscribers

## Europe

- Yavoy Lite - Low AYCE pricing model launched successfully in Telefonica Spain



# ONMO contests

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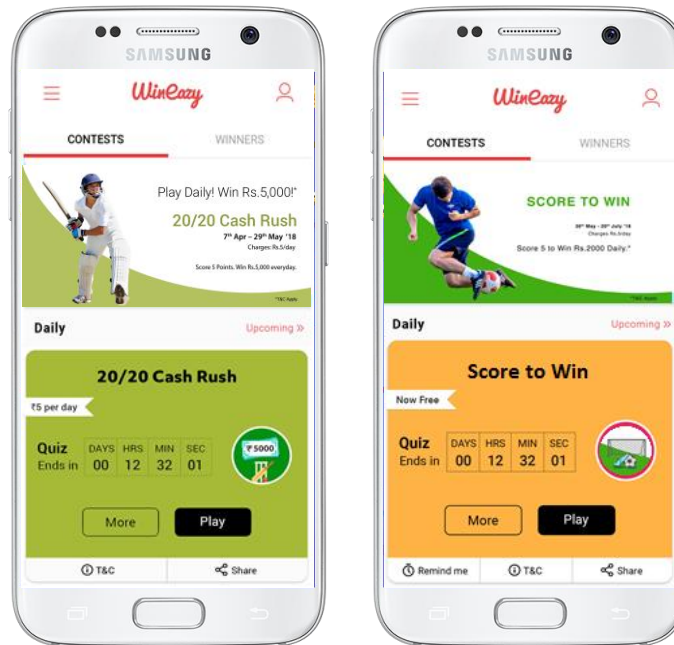
## Reward yourself **MORE THAN NOW**

With grand prizes to win from our impressive trivia based quizzes, your enthusiasm will be more than now.



# Digitize Contests

- **Launched Contests for IPL Lovers**
- **Launched Contest For FIFA Enthusiasts**
- **Launching contest in one of the major operators in Qatar – Our first contest deployment outside India**
- **To create an immersive experience through rich content, social engagement and rewards.**
- **Transform Contests from:**
  1. Traditional to Digital
  2. Single player to Multiplayer
  3. Trivia based to Agility



# FY19 Priorities

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## OPEX Rationalization

- Closure of dormant legal entities
- Exiting high cost offices
- Bringing Americas back to profitability
- Manpower optimization through automation

Convert content deals from fixed fee to revenue share model

Increasing yield from investments & repatriation of funds to India

Reduction in effective tax rate

A low-angle, upward-looking perspective of several modern skyscrapers with glass facades, reaching towards a bright blue sky with scattered white clouds. The perspective creates a sense of height and scale.

# Financials

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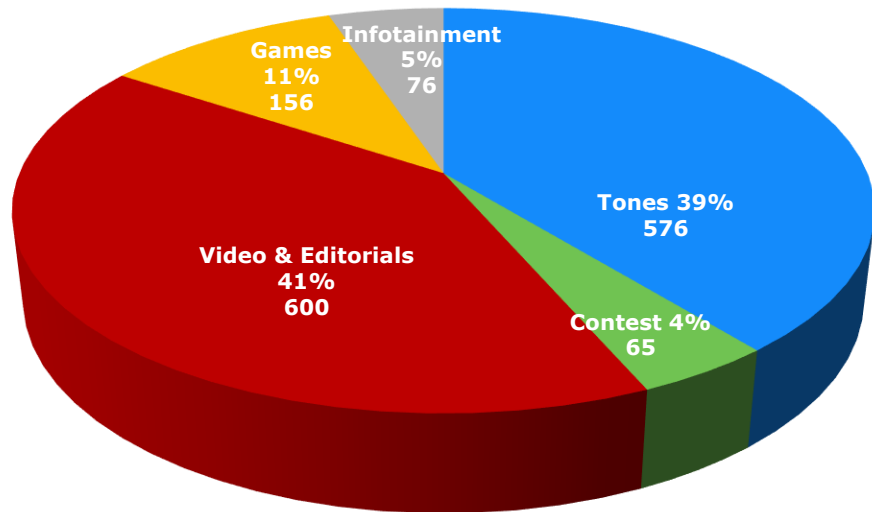
# Q2 FY2019 Key Highlights

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- Appland acquisition successfully completed – will power growth in Games
- Signed bKash deal gaining entry into the space of non-operator wallet
- Vodafone Spain Kids RFP won with a TCV of \$ 5 Mn
- Growth in Games revenue Q-o-Q: 10%
- Reduction in Manpower (Q-o-Q): from 857 to 829
- Ongoing efforts in rationalization of spend has ensured an opex reduction of 4.3% Q-o-Q
- Significant increase in Operating Profit – more than 4 times of Q1
- Cash generated from Operations: INR 278 Mn with cash touching an all time high of INR 3,486 Mn

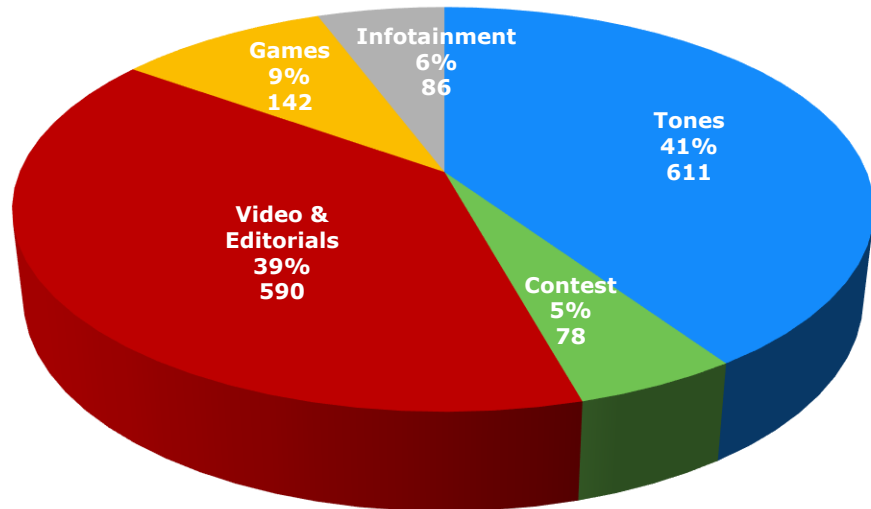
# Revenue by products (Q-o-Q)

**Q2 FY 19**



**Q1 FY 19**

INR Mn





# P&L Q2 FY2019

P&L(INR Mn)	Q2 FY19	Q1 FY19	% Growth
<b>Net Revenue</b>	<b>1,474</b>	<b>1,507</b>	<b>-2%</b>
Content	613	603	2%
Other COGS	59	78	-24%
<b>Gross Profit</b>	<b>802</b>	<b>825</b>	<b>-3%</b>
<b>Margin (%)</b>	<b>54.4%</b>	<b>54.8%</b>	
Manpower Cost	413	460	-10%
Severance cost	28	15	93%
Marketing Cost	85	58	47%
Other Opex	178	186	-4%
<b>EBITDA</b>	<b>98</b>	<b>107</b>	<b>-9%</b>
<b>Margin (%)</b>	<b>7%</b>	<b>7%</b>	
Depreciation	55	99	-44%
<b>Operating Profit</b>	<b>43</b>	<b>8</b>	<b>444%</b>
<b>Margin (%)</b>	<b>3%</b>	<b>1%</b>	
Other Income	31	(6)	>100%
Exchange gain (Loss)	167	32	425%
<b>Profit before Tax</b>	<b>240</b>	<b>33</b>	<b>618%</b>
Tax	48	31	59%
<b>Profit After Tax</b>	<b>192</b>	<b>3</b>	<b>6426%</b>
<b>Margin (%)</b>	<b>13%</b>	<b>0%</b>	

# Cash position

INR Mn	Jun 30, 2017	Sept 30, 2017	Dec 31, 2017	Mar 30, 2018	June 30, 2018	Sept 30, 2018
Gross Cash	2,866	2,782	2,843	3,052	3,169	3,486
Less: Total Debt	-	-	-	-	-	-
Net Cash	2,866	2,782	2,843	3,052	3,169	3,486

# Cash flow

INR Mn	Q1 FY'19	Q2 FY'19
<b>EBIDTA</b>	<b>107</b>	<b>97</b>
- Operating non cash items	35	31
<b>Operating profit before working capital changes</b>	<b>142</b>	<b>128</b>
<b>Working Capital Changes:</b>		
(Increase)/ Decrease in Trade Receivables	186	(254)
Increase/ ( Decrease) in Trade Payables	10	230
(Increase)/ Decrease in Other assets	(240)	224
Increase/ (Decrease) in Other Liabilities	24	(51)
<b>Cash generated from operations</b>	<b>123</b>	<b>278</b>
Taxes (Paid)/Refund	(78)	(45)
(Purchase)/ Sale of fixed assets	(19)	(12)
Dividend/Interest income	22	30
<b>Cash generated during the period</b>	<b>48</b>	<b>250</b>
Sale of Mumbai Property	62	-
Other Financing activities	-	-
- Finance cost	(0.43)	-
- Others	0.20	3.76
Fx Impact on Cash balances	8	63
<b>Net increase/(decrease) in cash/cash equivalents</b>	<b>118</b>	<b>317</b>
<b>Opening Cash balance</b>	<b>3,052</b>	<b>3,169</b>
<b>Closing Cash balance</b>	<b>3,169</b>	<b>3,486</b>

# Dividend & buyback

(INR Mn)	March 14	March 15	March 16	March 17	March 18
Dividend Payout ( Incl. Tax)	200	197	195	188	190
Dividend %	15%	15%	15%	15%	15%
Buyback (shares in Mn)	-	5.8	-	5.6	-
Buyback amount utilized	-	442	-	538	-

**Dividend Policy :** 75% Dividend payout or 15% Dividend, whichever is higher

# Balance sheet

INR Mn	As at Sep 30, 2018	As at Jun 30, 2018
Shareholders' Funds	6022	5783
Non-Current Liabilities	34	37
Trade Payables	2176	1902
Current Liabilities	474	479
<b>Total Liabilities</b>	<b>8706</b>	<b>8201</b>
Fixed Assets	540	472
Deferred Tax Assets (Net)	458	464
Non-Current Assets	1406	1414
Cash and Cash Equivalents	3486	3169
Trade Receivables	1827	1517
Other Current Assets	989	1165
<b>Total Assets</b>	<b>8706</b>	<b>8201</b>

# Equity Snapshot

Particulars	Details
Script code (on NSE)	ONMOBILE
Share Price (INR)*	33.95
Shares outstanding (in Mn)**	106
Market Capitalization (INR Mn)**	3,588
Net Debt***	0
Cash and Cash equivalents (INR Mn)**	3,486

## Notes:

\*Closing share price on NSE on 28th September, 2018.

\*\* Shares outstanding, Market Cap, Cash and cash equivalents as on 30th September, 2018.

\*\*\* Net Debt as on 30th September, 2018.

For any queries mail us at:

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**investors@onmobile.com**