

November 17, 2023

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 for the quarter and half year ended September 30, 2023 of Izmo Limited (“the Company”).

Further a copy of the same is also available on the website of the Company, viz., **www.izmoltd.com**.

Thanking You

Yours faithfully,
for **IZMO Limited**

SONA
L JAJU

Digitally signed
by SONAL JAJU
Date: 2023.11.17
14:53:35 +05'30'

Sonal Jaju
Company secretary and Compliance Officer

Encl: 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**
Q2 & H1 FY24





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01
Consolidated
Financial Highlights



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

"I'm glad to report that we continued our growth trajectory in the second quarter of this fiscal year. As the impact of macro-economic volatility in the US waned, the Company performed well based on tailwinds in its key markets.

We are witnessing strong demand for many of our offerings, especially the AI-enabled Frog Data suite of products.

In the quarter ended 30th September 2023, we reported a 25.45% year-on-year growth in top line at Rs. 44.76 crores. EBITDA excluding other income grew 82.60% year-on-year to Rs. 9.05 crores while PAT grew 65.53% year-on-year to Rs. 5.12 crores. Growth in top line was driven by several new clients additions across the US & Europe. We added 150 new clients in the US market, of which 137 were for our AI enabled Frog Data platform. We also on-boarded 48 new clients in Europe.

We continued to invest in our skilled workforce and issued ESOPs during the period; despite this, operational efficiencies helped boost EBITDA margins.

We invest continuously in R&D and new product development to stay ahead of technology trends. As part of this, we are expanding our AI solutions in terms of decision analytics, and developing a VR-based solution for virtual test drive simulation.

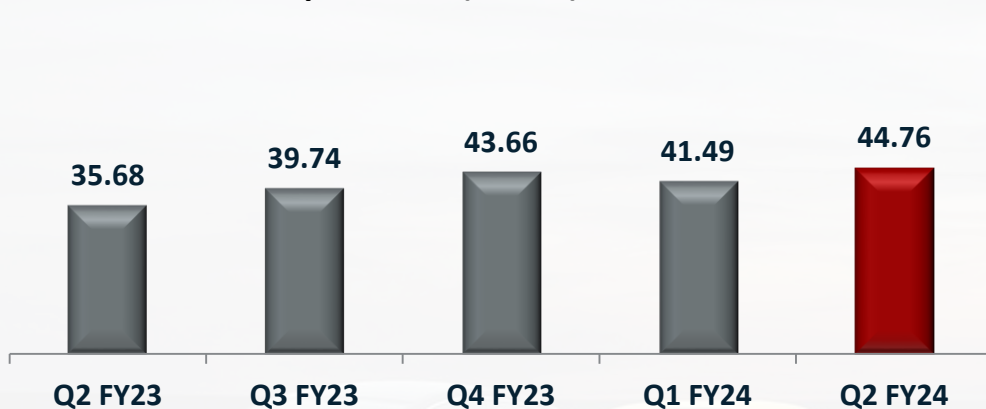
With our focus on penetrating new markets with existing and new products, we aim to strengthen our position as the go-to solutions providers for auto dealerships and OEMs. I would like to thank the Izmo team and all our stakeholders, for their support, which drives the Company forward."



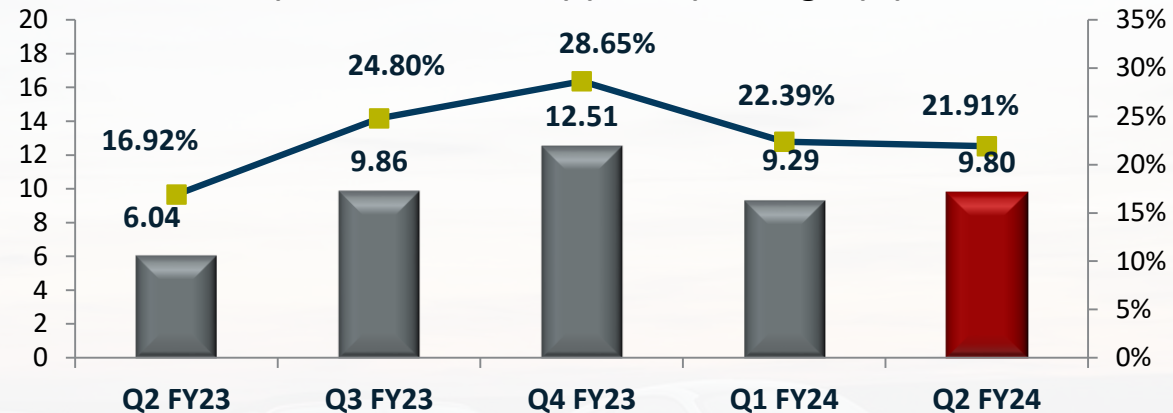
Consolidated Quarterly Financial Highlights

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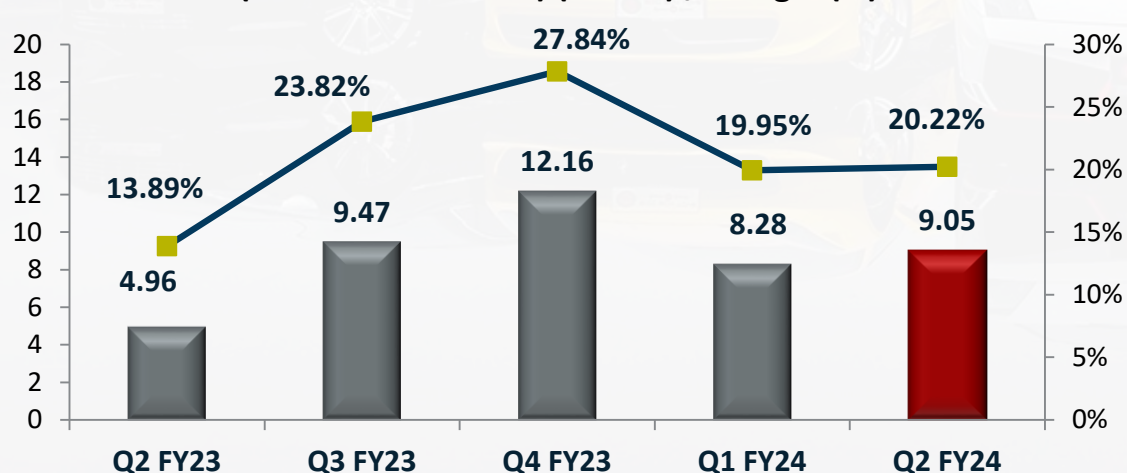
Revenue from Operations (Rs. Cr.)



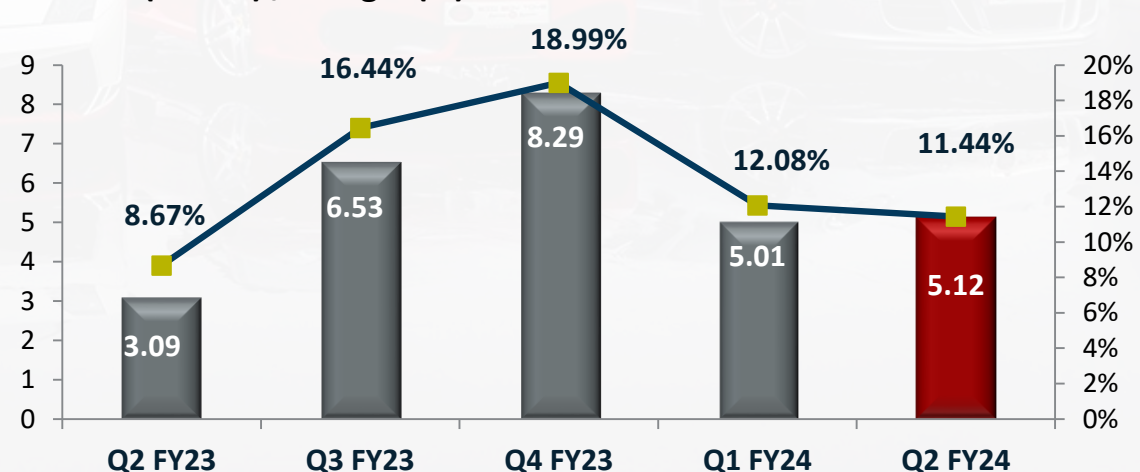
EBITDA (incl. other income) (Rs. Cr.) / Margin (%)



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



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





Consolidated Quarterly Financial Highlights

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Rs. Crs	Q2 FY24	Q2 FY23	YoY%	Q1 FY24
Income from Operations	44.76	35.68		41.49
Other Operating Income	0.00	0.00		0.00
Total Income from Operations	44.76	35.68	25.45%	41.49
Raw Material Expenses	1.37	0.28		0.17
Employee Cost	20.06	17.37		19.48
Other Costs	14.27	13.07		13.56
Total Expenditure	35.71	30.72		33.21
EBITDA (excluding other income)	9.05	4.96	82.60%	8.28
EBITDA Margin %	20.22%	13.89%	633 bps	19.95%
Other Income	0.75	1.08		1.01
Depreciation	4.08	2.71		4.02
Interest	0.26	0.06		0.26
Profit Before Tax	5.46	3.26		5.01
Tax	0.34	0.17		0.00
Profit After Tax	5.12	3.09	65.53%	5.01
PAT Margin %	11.44%	8.67%	277 bps	12.08%
EPS in Rs.	3.81	2.31		3.73

- *New client additions in key markets of US & Europe drove revenue growth*
- *Better realizations & cost controls helped improve EBITDA margins*
- *Robust demand for AI-based FrogData platform*



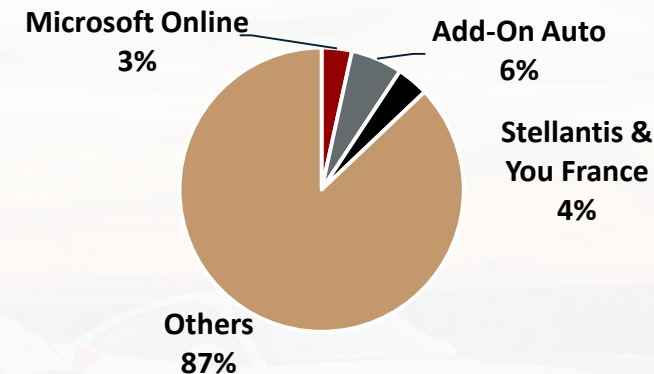
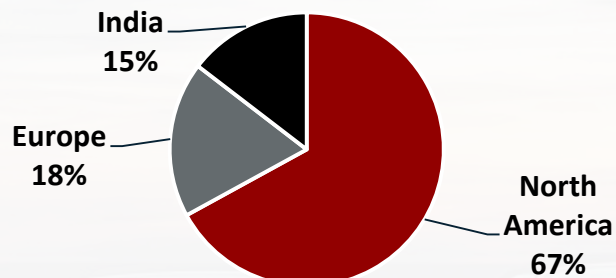
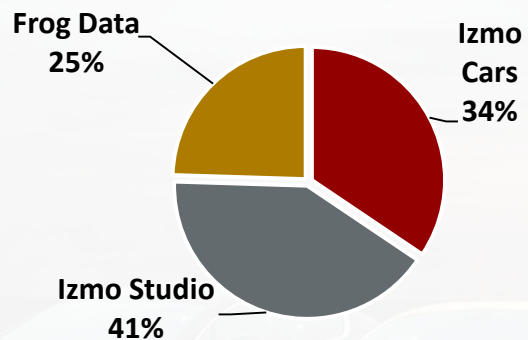
Revenue Bifurcations

By Business Divisions

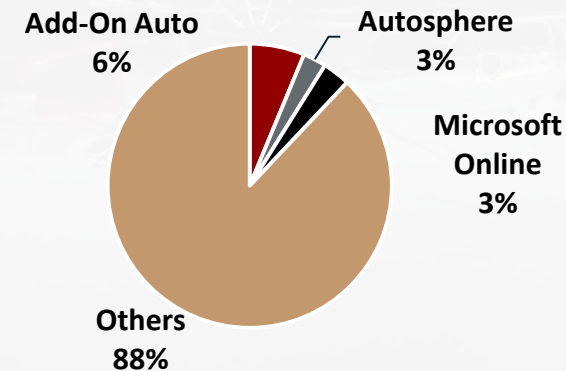
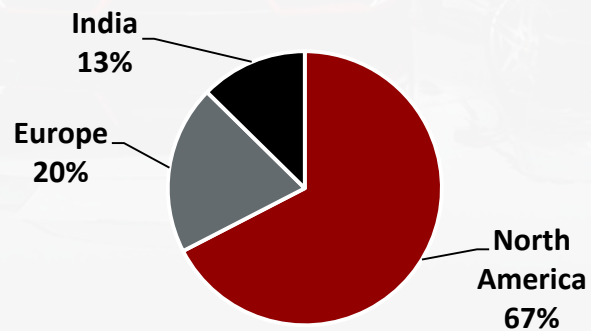
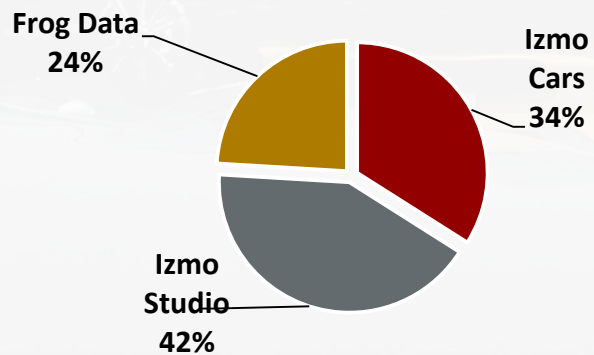
By Geography

Top Customers

Q2 FY24



H1 FY24

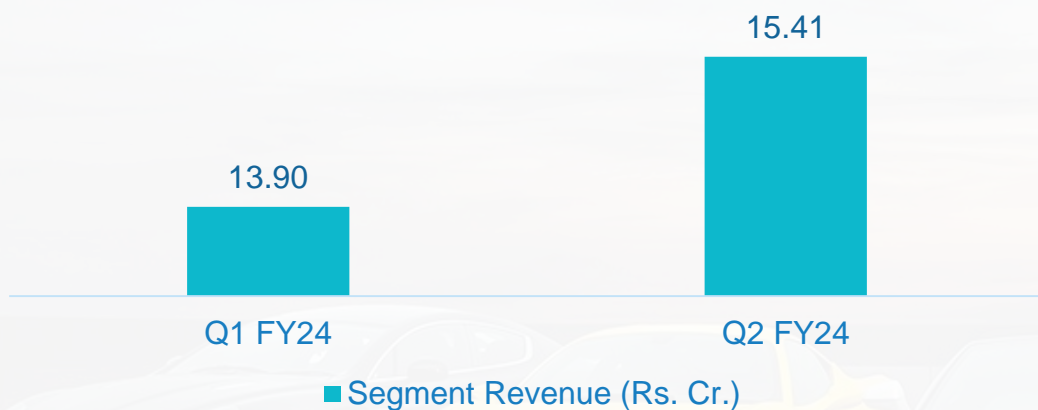




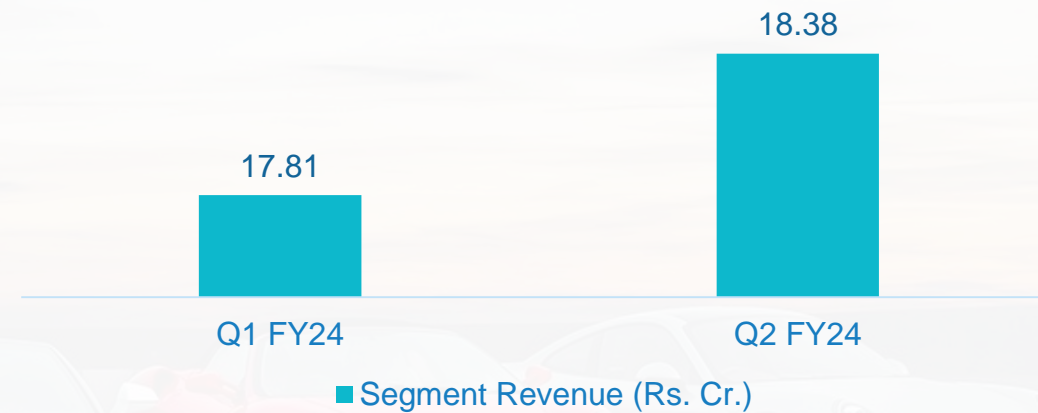
Consolidated Segmental Revenue

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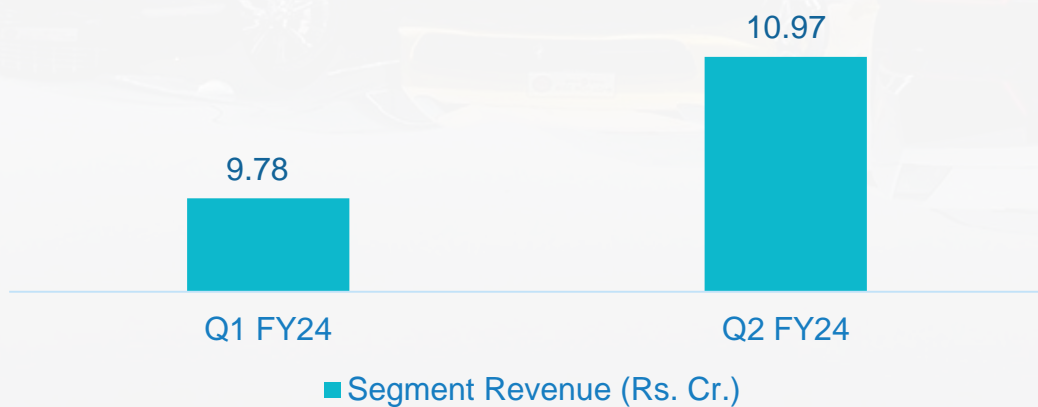
Izmo Cars



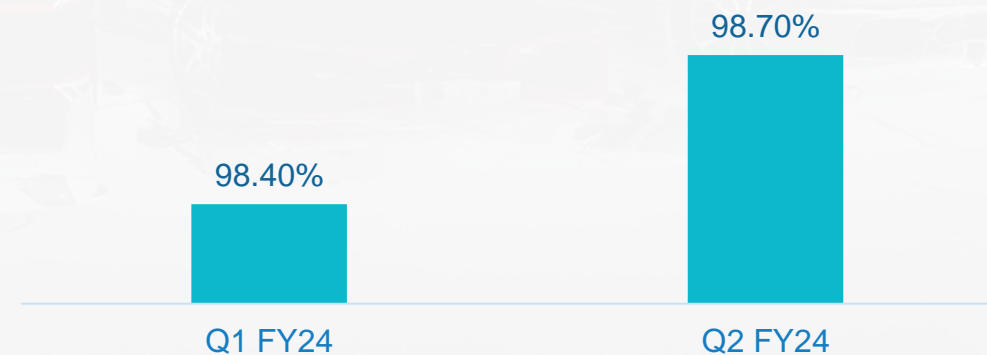
Izmo Studio



Frog Data



Gross Revenue Retention (GRR %)



GRR – Percentage of renewed revenue



Consolidated Half Yearly Financial Highlights

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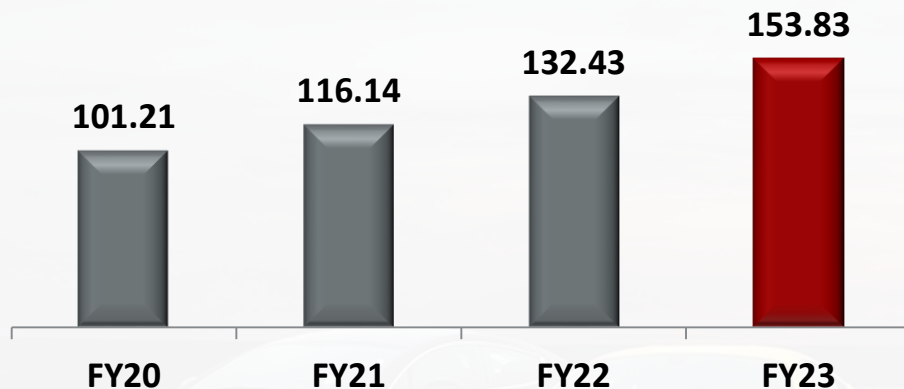
Rs. Crs	H1 FY24	H1 FY23	YoY %
Income from Operations	86.25	70.42	
Other Operating Income	0.00	0.00	
Total Income from Operations	86.25	70.42	22.47%
Raw Material Expenses	1.54	0.37	
Employee Cost	39.54	33.63	
Other Costs	27.84	28.90	
Total Expenditure	68.92	62.91	
EBITDA (excluding other income)	17.33	7.52	130.44%
EBITDA Margin %	20.09%	10.68%	941 bps
Other Income	1.76	2.79	
Depreciation	8.10	4.83	
Interest	0.52	0.12	
Profit Before Tax	10.47	5.36	
Tax	0.34	0.17	
Profit After Tax	10.13	5.19	95.14%
PAT Margin %	11.75%	7.37%	438 bps
EPS in Rs.	7.55	3.89	

- *Strong growth in top line driven by rising demand from new and existing customers*
- *Cost control measures helped offset employee expenses, benefiting margins*
- *FrogData gaining momentum in US market*

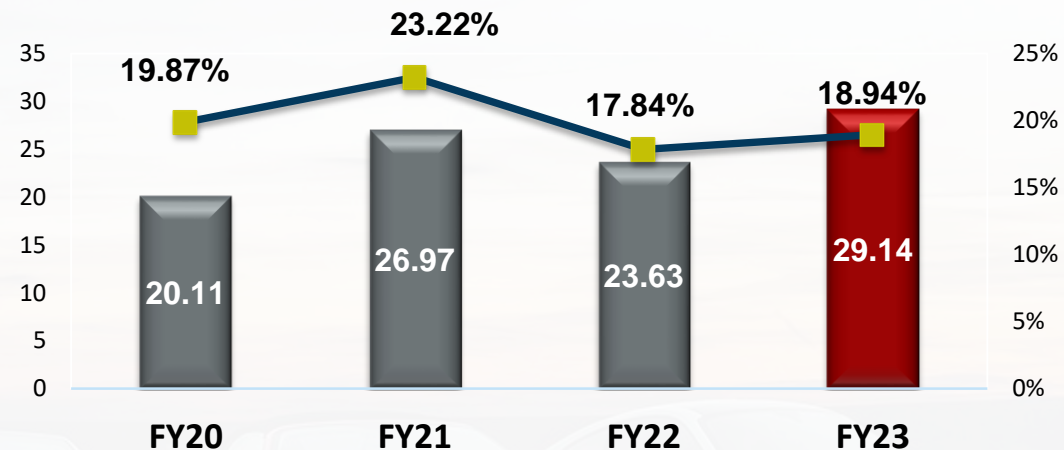


Consolidated Annual Financial Highlights

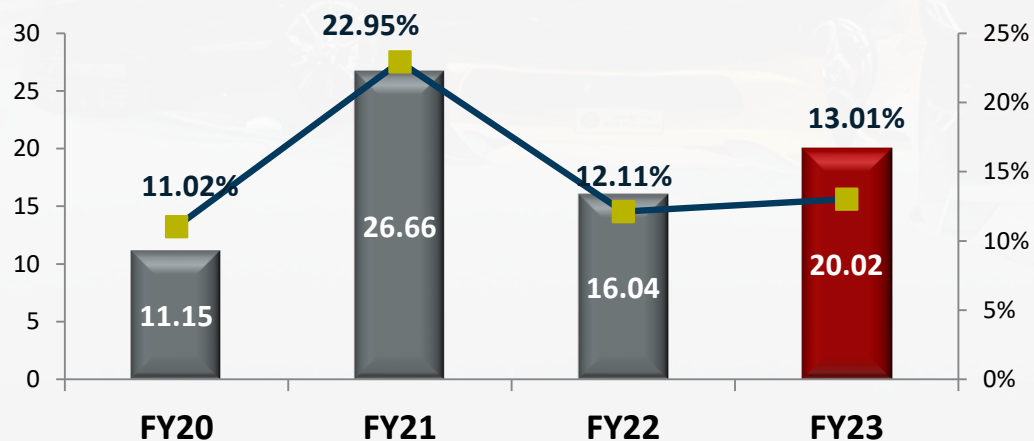
Revenue from Operations (Rs. Cr.)



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



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



Basic EPS (Rs.)





Consolidated Balance Sheet Highlights

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Rs. Cr.	31 st March 2023	30 th Sept 2023
Shareholders Funds	272.91	283.69
Share Capital	13.39	13.42
Other Equity	259.52	270.27
Non Current Liabilities	8.72	7.92
Financial Liabilities		
LT Borrowings	5.95	4.98
LT Provisions	2.78	2.95
Current Liabilities	41.47	42.83
Trade Payables	2.12	5.09
Other Financial Liabilities	5.62	4.33
ST Provisions	0.55	0.58
Other Current Liabilities	32.75	32.47
Current Tax Liabilities (Net)	0.43	0.35
Total Equity & Liabilities	323.10	334.44

Rs. Cr.	31 st March 2023	30 th Sept 2023
Non Current Assets	252.13	258.57
Property Plant & Equipment	3.24	3.03
Capital work in progress	0.00	0.00
Investment Property	1.62	1.57
Other Intangible Assets	242.29	248.93
Deferred Tax Assets	0.39	0.42
Other Non-Current Assets	4.59	4.62
Current Assets	70.97	75.87
Inventories	0.05	0.05
Trade receivables	29.13	36.22
Cash & Cash equivalents	11.64	12.13
Other Financial Assets	30.16	27.47
Total Assets	323.10	334.44



02
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
- izmo.ai platform for AI solutions for Automotive

Business Mix

- **Automotive Solutions** – Enterprise Platform for Digital Retail, CRM for After Sales Automotive, Performance Consulting for Automotive Retail excellent
- **Interactive Media Solutions** – Offers world’s largest library of automotive images and animation, 3D Virtual Showroom, Virtual Reality & Video Platform.
- **AI Platform (New)** – . izmo.ai platform for Nexgen customer engagement & intelligent marketing.

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** – Stellantis France, Emil Frey, Microsoft, Hertz, Europcar, Renault, SONY, Ford.
- **Information Technology** – Microsoft, Infosys, Wipro, Dataone, Rambus and IBM
- **Telecommunication** – Airtel and Idea



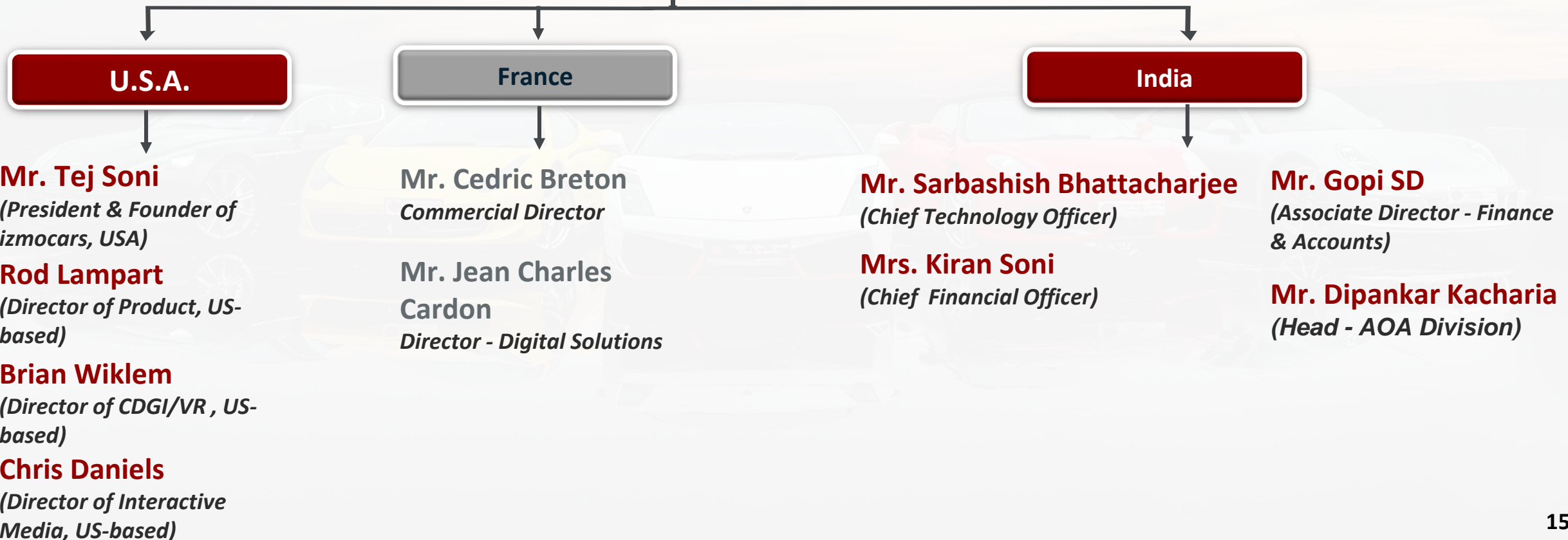


Core & Experienced Management



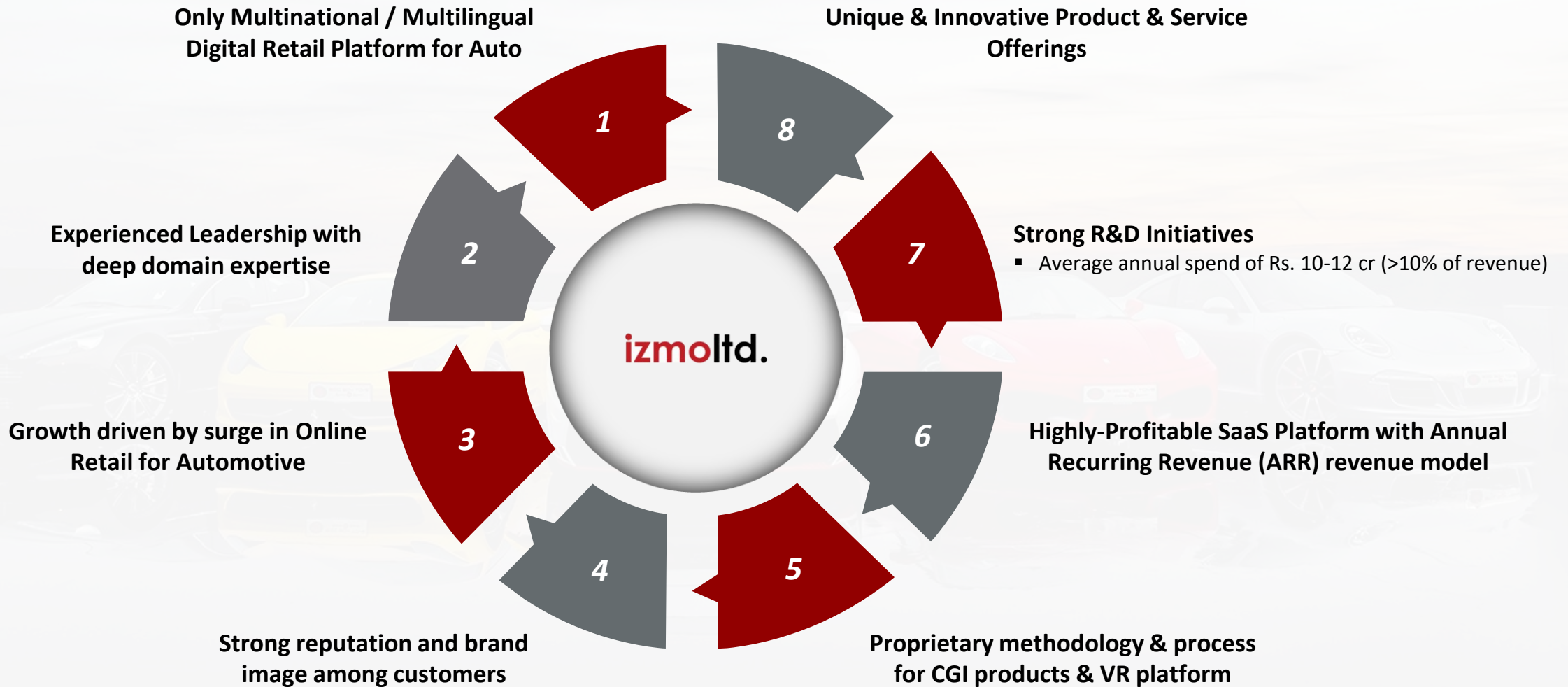
Mr. Sanjay Soni
(Managing Director)

- 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





Key Strengths





03 Business Overview



Business Divisions



Frogdata

AI Platform for Automotive Decision Intelligence Platform

- Most advanced platform for Automotive Decision Analytics
- Integration with major platforms in the Industry
- AI Solutions for Automotive Retail Operations



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

Digital Retail Platform for Auto
Specialized e-marketing SaaS solution for automotive traders

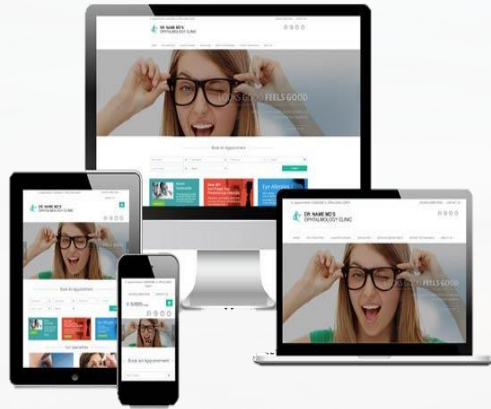
- Multinational presence with multilingual platform
- Recognized brand and domain experts since 2002
- Solid customer base with low churn





izmo Cars

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izmoauto

Digital Retail Platform

- Multi-lingual Web Platform for Automotive
- Proprietary Automotive Web Platform for Tier I & II clients
- Largest provider in France
- More than 2,000 dealers worldwide use izmo solutions
- Clients include OEM Networks, Large & Small Dealer Groups



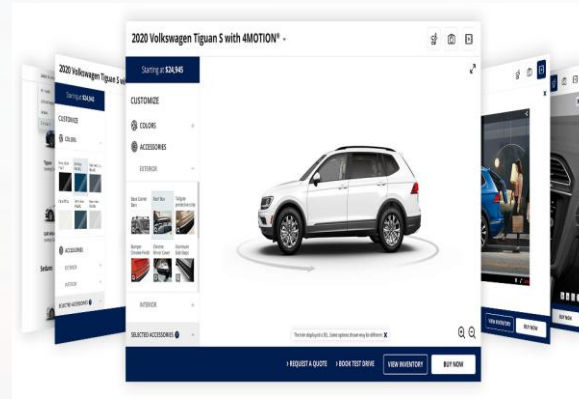
izmo.ai
(New)

- AI based marketing platform
- Data aggregation, pricing tools, intelligent customer targeting
- Analytics driven Media Marketing



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



FrogAI Plus Decision Analytics Platform

- Integrated with major DMS System
- Many Systems, One Dashboard (DMS, CRM, Google, Service)
- Data Analytics Platform for Auto Retail



FrogData Lake Data Repository for AI

- Seamless Integration with any system
- Managed pipelines for data migration
- Single normalized repository for all data



FrogAI Factory

- AutoGPT for next generation apps and automation for dealers
- WarrantyBoost+ - AI based warranty rate analysis
- WarrantyMind - AI based warranty claims processing
- Autominds – AI driven used car pricing engine



Other Key Products / Services

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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

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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

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~ 80% Revenue from Exports



Marquee Clients

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RENAULT





Recognition from Reputed News Entities

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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



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

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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

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- 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

izmoltd.

Focus on New Products in Existing Geographies

- **izmoEmporio** - 3D Virtual Showroom for dealers – US/ EU
- **izmoVR** – VR Lead Generation Platform for Automotive
- **izmo.ai** – AI Solutions for customer targeting
- **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** – AI & Data Analytics boom fuels growth

Focus on Existing Products in New Geographies

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



Thank You

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