

November 08, 2023

To,  
**Listing Compliance Department**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai - 400 001.  
**Scrip Code: 543280**

**Listing Compliance Department**  
**National Stock Exchange of India Limited**  
Exchange Plaza, Plot No. C/1. G Block,  
Bandra -Kurla Complex, Bandra (East),  
Mumbai- 400051.  
**Scrip Symbol: NAZARA**

Dear Sir/Madam,

**Subject: Intimation of Investor Presentation for the quarter ended September 30, 2023**

In pursuance to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, please find enclosed herewith the Investor Presentation for the quarter ended September 30, 2023.

This is for your information and records.

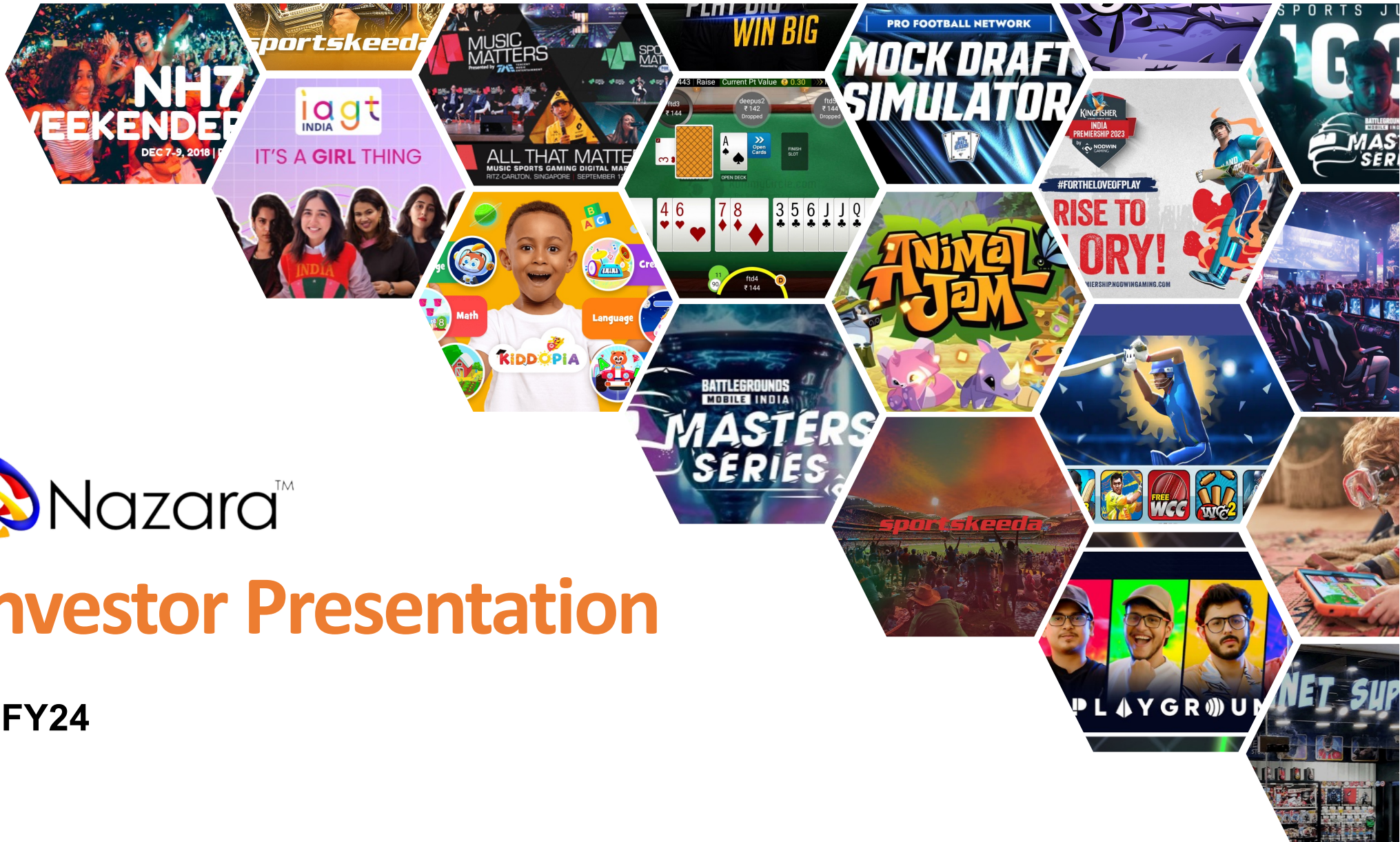
Thanking You,

Yours faithfully,

**For Nazara Technologies Limited**

**Varsha Vyas**  
**Company Secretary and Compliance Officer**  
**M. No. A57238**

Encl. As above



Nazara™

# Investor Presentation

Q2FY24

## Safe Harbour

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## Q2FY24: 30% EBITDA and 53% PAT growth in Q2; H1FY24 EBITDA margin of 11.1%



We are delighted to report consistent year-on-year growth in both revenue and profit for Q2 and H1FY24. Our strategic focus remains strong as we lay a robust foundation not only for the remainder of FY24 but also for FY25.

We recognize the substantial 'Make In India' potential within the gaming industry, where Indian developers have the opportunity to create top-tier games for both the domestic and international markets. Our newly launched initiative, 'Nazara Publishing,' is geared to offer capital and support services to empower developers in delivering high-quality games to the expanding consumer base.

During this quarter, we successfully secured fresh capital of INR 510 crore from investors like Nikhil Kamath, a prominent tech entrepreneur in India, and SBI Mutual Fund, the country's largest mutual fund. With a consolidated cash position of around INR 1,300 crore, Nazara is exceptionally well-positioned to seize acquisition opportunities and expedite our growth in the years ahead."

We wish you all a Happy Diwali!

**Nitish Mittersain**  
Joint MD and CEO



## 13% revenue growth, 30% EBITDA and 53% PAT growth in Q2FY24



<i>(All figures in INR Cr)</i>	Q2FY24	Q2FY23	YoY%	H1FY24	H1FY23	YoY%
<b>Revenue from operations</b>	<b>297.2</b>	<b>263.8</b>	<b>13%</b>	<b>551.7</b>	<b>486.9</b>	<b>13%</b>
Purchases, Content, event and web server	130.5	101.7		216.8	172.9	
Advertising and promotion	47.4	71.3		93.1	146.3	
Commission	16.7	14.6		34.5	25.8	
Employee benefits	48.9	34.4		94.3	62.8	
Others	25.8	20.4		52.1	36.7	
<b>Total expenses</b>	<b>269.4</b>	<b>242.4</b>		<b>490.7</b>	<b>435.5</b>	
<b>EBITDA</b>	<b>27.9</b>	<b>21.4</b>	<b>30%</b>	<b>61.0</b>	<b>51.4</b>	<b>19%</b>
<b>EBITDA%</b>	<b>9.4%</b>	<b>8.1%</b>		<b>11.1%</b>	<b>10.6%</b>	
Impairment Loss	1.2	7.6		1.3	7.6	
Finance costs	2.7	0.9		3.9	1.3	
Depreciation and amortization	15.1	11.9		30.3	26.2	
Other income	12.3	23.2		24.0	29.8	
<b>PBT before share of profit / (loss) from associate</b>	<b>21.2</b>	<b>24.2</b>		<b>49.5</b>	<b>46.1</b>	
Tax expenses	-1.3	8.9		6.2	15.0	
<b>PAT before share of profit / (loss) from associate</b>	<b>22.5</b>	<b>15.3</b>		<b>43.4</b>	<b>31.2</b>	
Share of profit / (loss) from associates	0.0	0.0		0.0	0.0	
Profit from Discontinued Operations	1.7	0.5		1.7	0.5	
<b>Final PAT</b>	<b>24.2</b>	<b>15.8</b>	<b>53%</b>	<b>45.0</b>	<b>31.7</b>	<b>42%</b>
<b>PAT%</b>	<b>8.1%</b>	<b>6.0%</b>		<b>8.2%</b>	<b>6.5%</b>	

# Cash balance of INR 820+ Cr as of Sep-23, Proforma Cash of INR 1,300+ Cr post Fund Raise



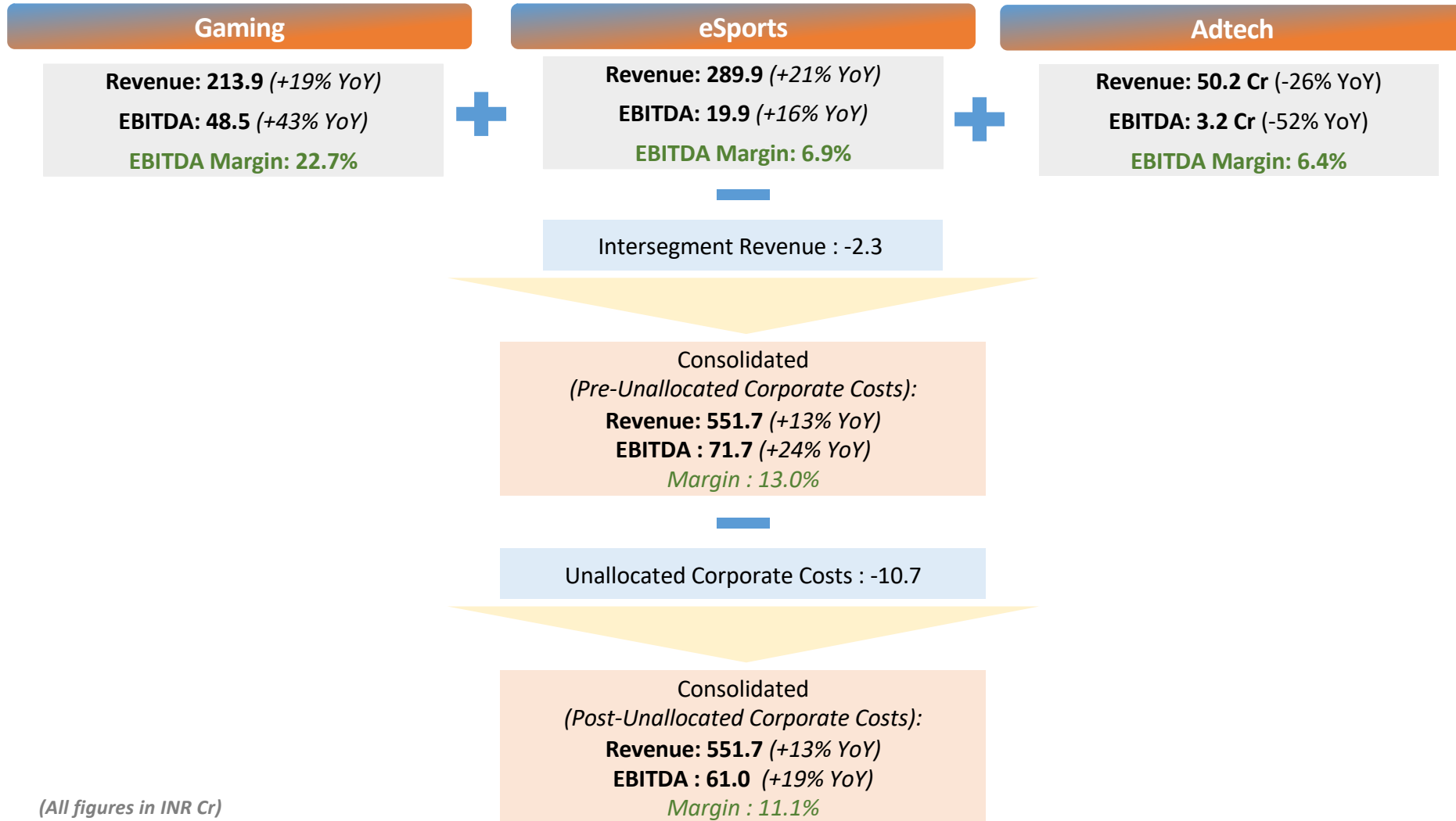
(All figures in INR Cr)

Assets	Sep-23	Mar-23
Property, Plant and Equipment	7.2	7.1
Goodwill & other intangible assets	591.0	576.0
Non-current Financial Assets & Other Assets	73.2	68.4
Income Tax & Deferred Tax Asset	17.7	20.6
Cash balance, Bank FDs and Current Investments	829.2	628.3
Other Current Assets	428.6	401.4
<b>Total Assets</b>	<b>1,946.9</b>	<b>1,701.8</b>
Liabilities	Sep-23	Mar-23
Equity Share capital & other Equity	1,176.0	1,104.9
Non Controlling Interest	311.8	211.7
Non-current Financial Liabilities & Provisions	19.6	10.4
Current & Deferred Tax Liabilities	40.6	50.6
Borrowings	90.8	30.4
Other Current Liabilities	308.1	293.8
<b>Total Equity and Liabilities</b>	<b>1,946.9</b>	<b>1,701.8</b>

Breakup of Cash & cash equivalents	Sep-23	Mar-23
Nazara	311.4	360.6
Paperboat	141.0	92.9
Nodwin	226.2	47.8
Absolute	54.4	49.9
Publishme	2.6	1.3
Openplay	47.2	40.5
Nextwave	15.2	14.5
Datawrkz	19.5	18.5
Wildworks	11.9	2.4
<b>Total</b>	<b>829.2</b>	<b>628.3</b>

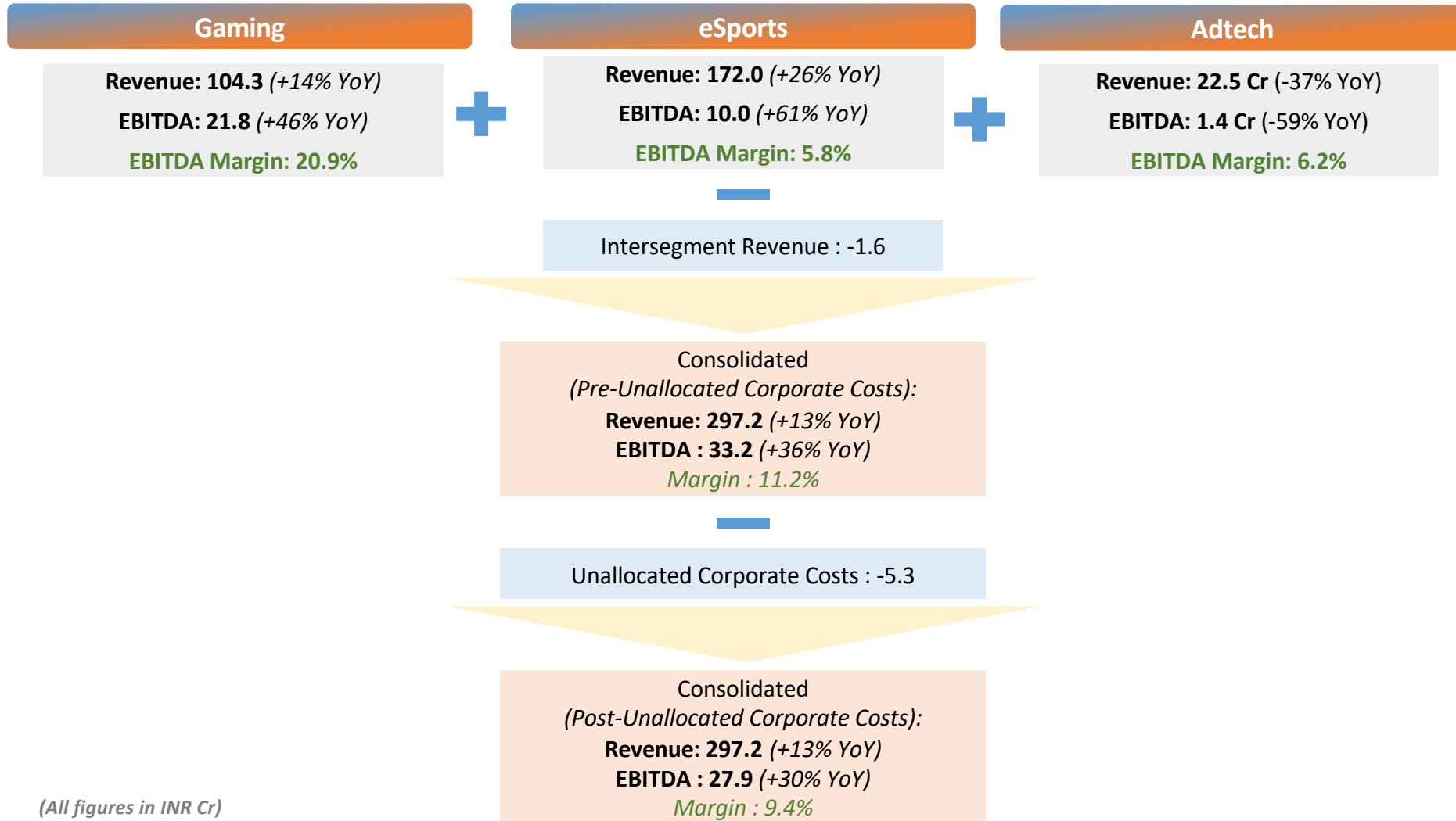
Cash on 30<sup>th</sup> Sep: 829.2  
Fund Raise through Pref: 510.0  
Proforma Cash: 1,339.2

## H1FY24 : Gaming margin at 22.7%, eSports at 6.9%, Adtech at 6.4% in H1FY24



(All figures in INR Cr)

## Q2FY24: Gaming margin at 20.9%, eSports at 5.8%, Adtech at 6.2%



(All figures in INR Cr)



A person is shown from the chest up, holding a smartphone with both hands. The phone screen displays a colorful mobile game, likely a strategy or action game, with various characters and elements on a green field. The person is wearing a light blue long-sleeved shirt. The background is blurred, suggesting an indoor setting. The overall image has a blue tint.

**A DIVERSIFIED & PROFITABLE**

# **SPORTS & GAMING**

**ECOSYSTEM**

# Core tenets on which Nazara ecosystem is built

## Core Nazara DNA



Focused IP driven play



Profitable growth in a capital efficient manner



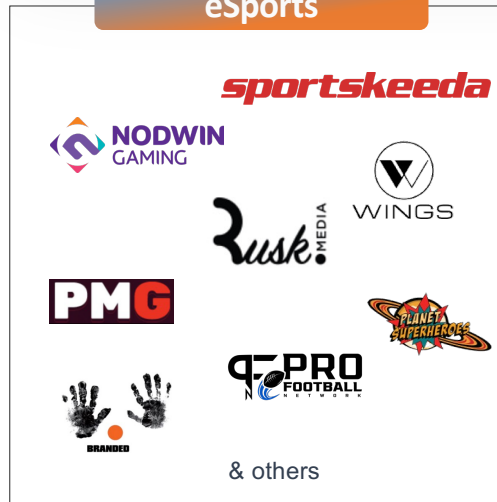
Reinvestments stemming from healthy internal cashflows



Intrinsic defensibility against macro shocks

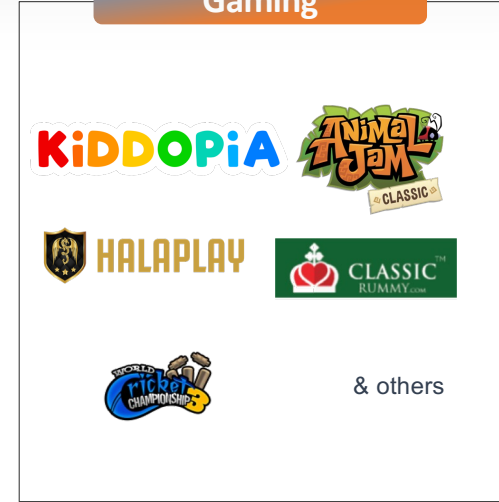
## Our ecosystem

### eSports



Logos for eSports ecosystem: sportskeeda, NODWIN GAMING, WINGS, Rusk MEDIA, PMG, PLANET SUPERHEROES, PRO FOOTBALL, and BRANDED.

### Gaming



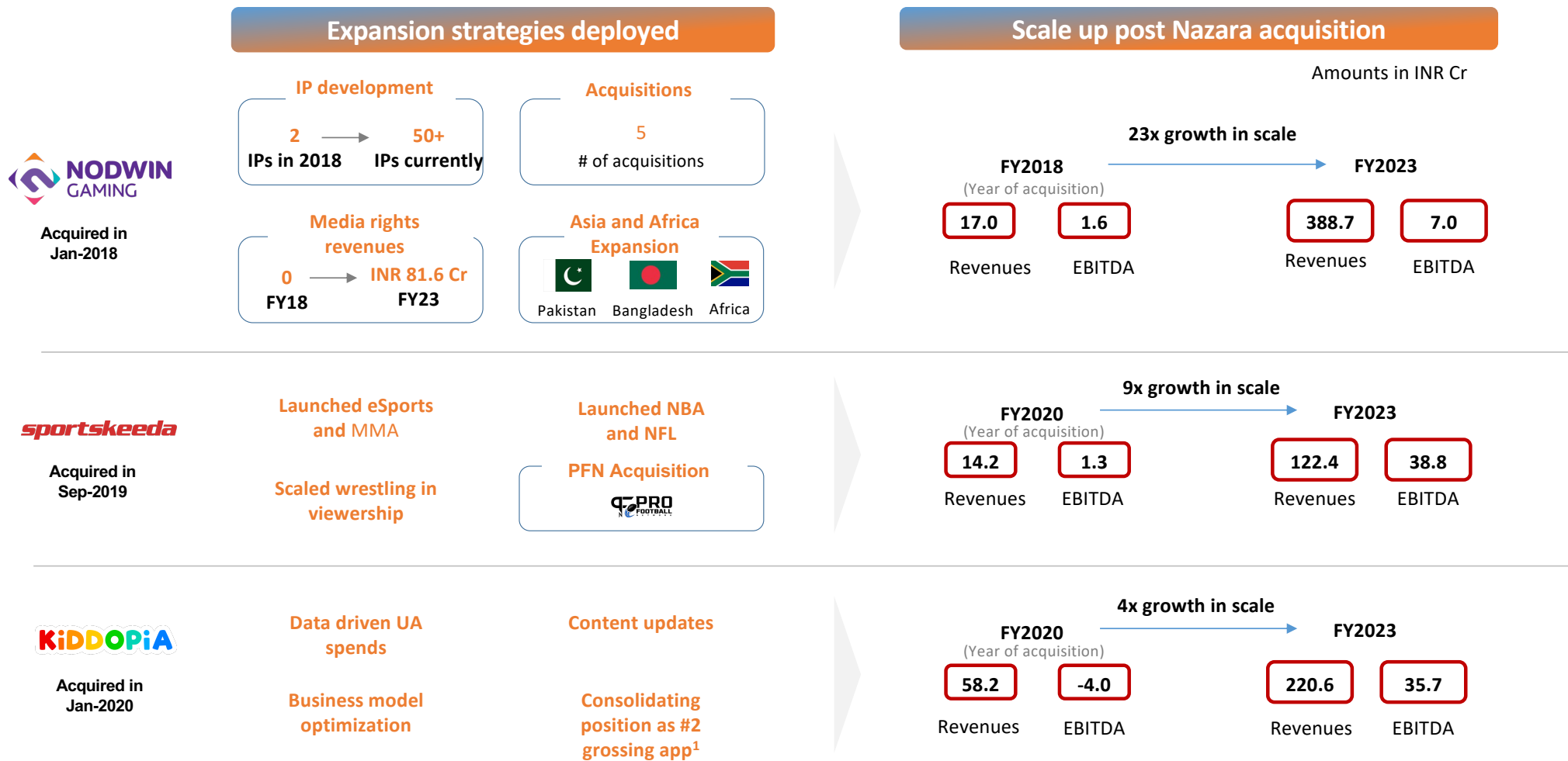
Logos for Gaming ecosystem: KIDDOPIA, ANIMAL JAM CLASSIC, HALAPLAY, CLASSIC RUMMY, and others.

### Adtech



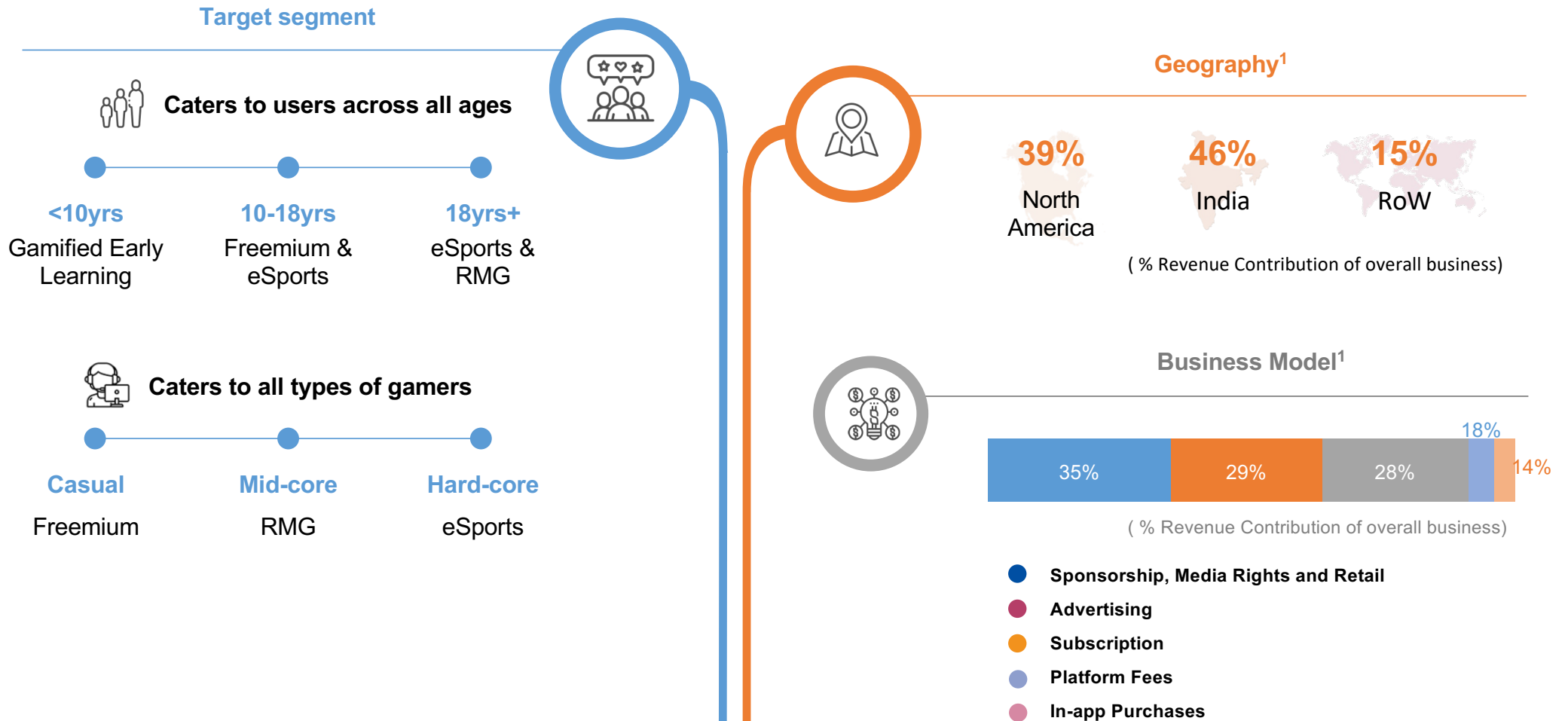
Logo for Adtech ecosystem: datawrkz.

# Track record of successfully scaling assets to leadership positions



Note: UA - User acquisition ; 1. Source: Industry report in gaming & programmatic advertising by Redseer

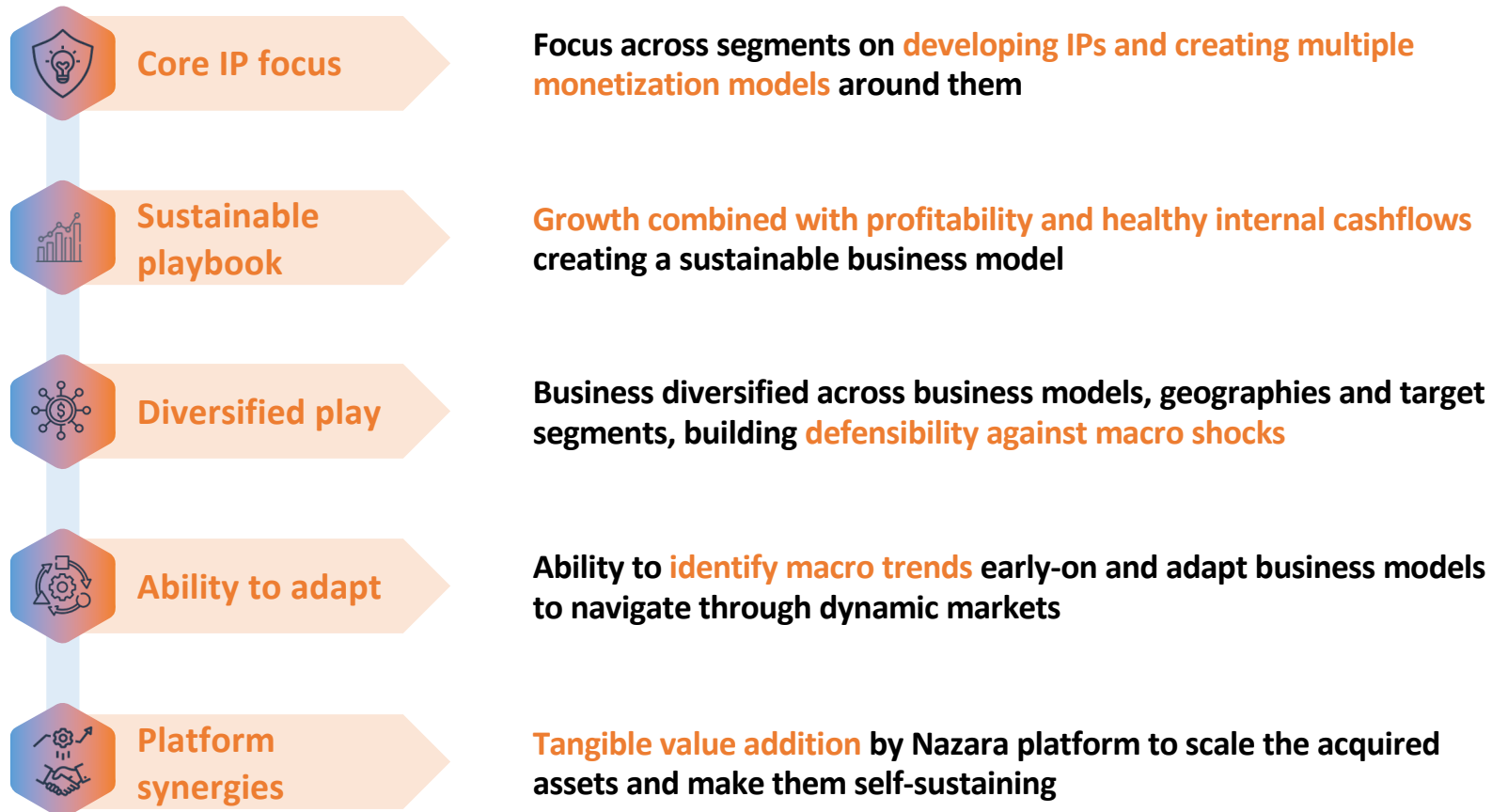
# Nazara is well diversified across demographics, geography and business models



Note: 1. Revenue contribution across businesses for H1FY24; RoW – Rest of the World; RMG – Real Money Gaming

# OUR GROWTH PLANS

## Growth Strategy: Stage set for acceleration of growth and profits



# We have raised INR 510 crores from SBI MF and Zerodha Co-founder Nikhil Kamath



## Nazara Tech raises ₹410 crore from SBI Mutual Fund

1:39 Estimated 346 Words EN Language

Updated - September 07, 2023 at 08:49 PM. |

**The fund will own 7.83% stake in Nazara & the dilution for this fundraise is 10%**

Gaming and media firm Nazara Technologies said it is raising ₹410 crore from SBI Mutual Fund.

The company's board approved the issue of 57.4 lakh equity shares (57,42,296 equity shares) for ₹714 per share to SBI Mutual Fund, by way of preferential issue on a private placement basis.

The funds will be invested via three schemes of SBI Mutual Fund — SBI Multicap Fund, SBI Magnum Global Fund, and SBI Technology Opportunities Fund.






## Nazara Tech to raise Rs 100 crore from Zerodha's Nikhil Kamath, will issue 14 lakh equity shares

2:22 Estimated 496 Words EN Language

**Nazara Technologies is proposing to issue 14,00,560 equity shares of face value of Rs 4 each at a price of Rs 714 per equity share aggregating to Rs 999,999,840 (Issue) proportionately to Kamath Associates and NKSquared.**

# M&A Strategy: Our focus is to acquire game studios with established IP and profitability



Target Genres	Target Evaluation Matrix	Nazara Acceleration Platform
 <p>Casual (Puzzle, Simulation)</p>	<p><b>Engagement</b></p> <p><b>Scale :</b> Downloads, MAU, DAU  <b>Engagement :</b> Time spent  <b>Retention :</b> D1, D7, D30..</p>	<p><b>Leverage Internal Synergies:</b>            Harness the collective skills of our diverse internal talent and state-of-the-art tools to fuel organic growth.</p>
 <p>Social Games (Free to play games)</p>	<p><b>RoAS</b></p> <p><b>LTV/CAC for paid users</b>  <b>RoAS by channel/ campaigns</b></p>	<p><b>Data-Driven Decision Making:</b>            Utilize BI and Analytics to gain insights and support sustained growth trajectories</p>
 <p>Women &amp; Kids Centric IPs</p>	<p><b>Studio Features</b></p> <p><b>Multiple IPs</b>  <b>Scaled business- Stable/ Growing Revenues and EBITDA profitability</b></p>	<p><b>Monetization Strategies:</b>            Craft compelling in-game monetization loops to enhance user experience and revenue</p>
 <p>Midcore (Strategy, Shooter)</p>		<p><b>Community Engagement:</b>            Develop retention patterns that promote active community interaction and foster brand loyalty</p>
 <p>Skill based RMG</p>	<p><b>Monetization</b></p> <p><i>Paying conversion funnel, Paying user churn, ARPU, ARPDAU, Ad Monetization, eCPM</i></p>	<p><b>Ecosystem Relationship:</b>            Better access to ecosystem players, engage in knowledge exchange</p>
<p>In addition, we will also continue to look at M&amp;A opportunities in eSports and Adtech segments</p>		



# Nazara Publishing: We have launched India's first comprehensive game publishing platform (1/2)



Nazara to partner with **Global developers** to localize and publish their games for the regional markets; as well as partnering with **Indian developers** to publish their games globally

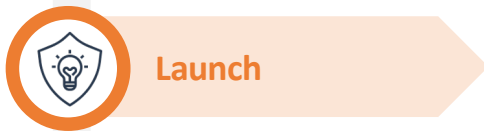
## Our goal:

- To empower the next generation of leaders in India's gaming industry, utilizing Nazara's extensive experience in elevating prominent gaming enterprises and profound expertise in the gaming domain
- To bring best of the world's games to India and other regional markets



Game Developers will engage in game development and engineering required for improvement, localization and Live Ops etc

# Nazara Publishing: We have launched India's first comprehensive game publishing platform (2/2)



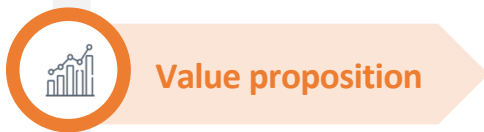
Launch

Outreach to Indian developers launched at India's leading event for the developer community (IGDC) received a good response



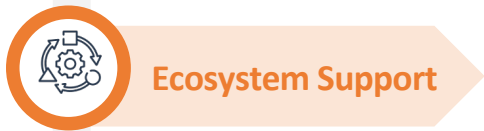
Investment

Nazara will commit a **minimum of INR 1 Crore per game** and aims to publish up to 20 games over the next 18 months



Value proposition

**Scale games leveraging Nazara's capabilities** on game design, localization (including regionally within India), data analytics, beta testing and quality assurance, user acquisition (including performance marketing and influencer marketing), enhanced monetization and strong distribution



Ecosystem Support

**Holistic support** of industry experts, mentors, Nazara's partner organizations will empower game studios



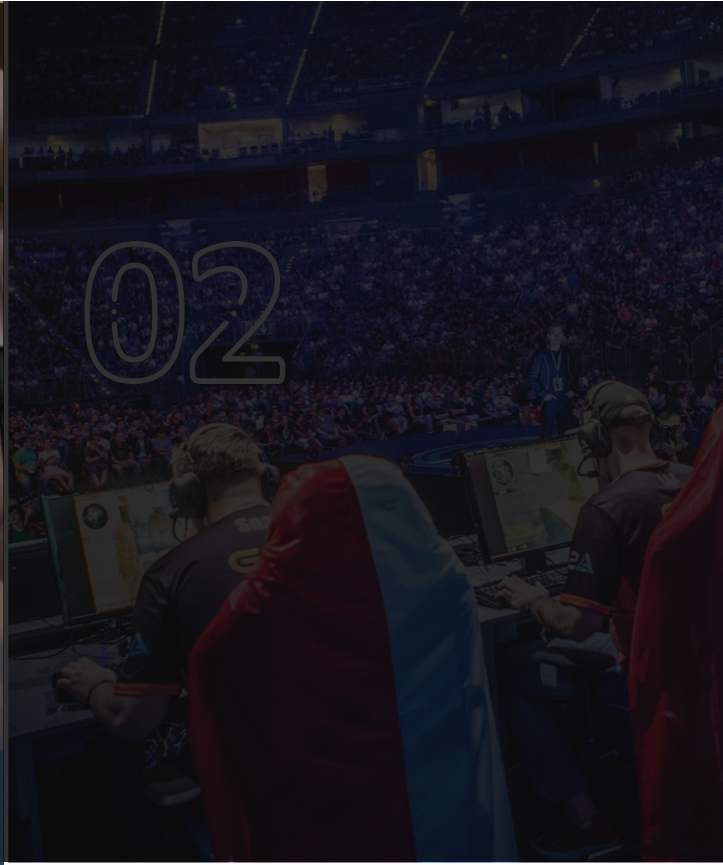
Launch of Nazara Publishing at IGDC 2023



## Gaming

Revenues: INR 213.9 Cr

EBITDA: 22.7%



## eSports

Revenues: INR 289.9 Cr

EBITDA: 6.9%



## Adtech

Revenues: INR 50.2 Cr






EBITDA: 6.4%

Note: Revenue and EBITDA for H1FY24

# Gaming: Building leading IPs to capture the large gaming market opportunity



**H1FY24: Revenue: 213.9 Cr YoY Growth: 18.6% EBITDA Margin: 22.7%**

Brand / IP	Sub-segment	Demographics	Key Market	Monetization Model	Market Positioning	Financials H1FY24, INR Cr
 	Gamified Early Learning	Kids- 2-12 years of age	US (80%+)	In-App Purchases, Subscription	#1 Grossing app in its category <sup>1</sup> #2 Grossing app in its category <sup>2</sup>	Revenue: 157.8 EBITDA: 39.0 Margin: 24.7%
	Freemium	13-45 years old	South Asia (96%)	Advertising, In-App Purchases	World's largest cricket simulation game	Revenue:12.6 EBITDA: 3.6 Margin: 28.6%
	Skill based Real Money Gaming (RMG) <sup>3</sup>	18-45 years old	India (100%)	Platform Fees	Among Top 10 players in Rummy in India	Revenue: 25.2 EBITDA: 3.3 Margin: 13.2%
	Telco Distribution	18-45 years old	Middle East, Africa	Subscription	Preferred partner for Telcos and game developers	Revenue: 18.2 EBITDA: 2.6 Margin: 14.3%

Note: 1 Based on App Annie Top Grossing rank for Kids under 5 in the United States (iPhone)

2. Based on App Annie Top Grossing rank for Kids between 9-11 years in the United States (iOS devices)

# Gaming -> Kiddopia: #2 Grossing\* App for Kids (Under 5 years) in the US



Gamified  
Early Learning

Geographies: USA 80+%; RoW 20%  
Audience: 2-8 years old  
Revenue Model: Subscription



## Top Grossing

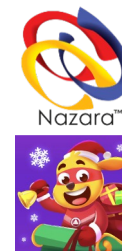
United States - Ages 5 & Under (Kids) Last Update: ( May 3, 2023 1:00am UTC-7 ) | © Data delivery schedule

Select objects to compare  Heatmap

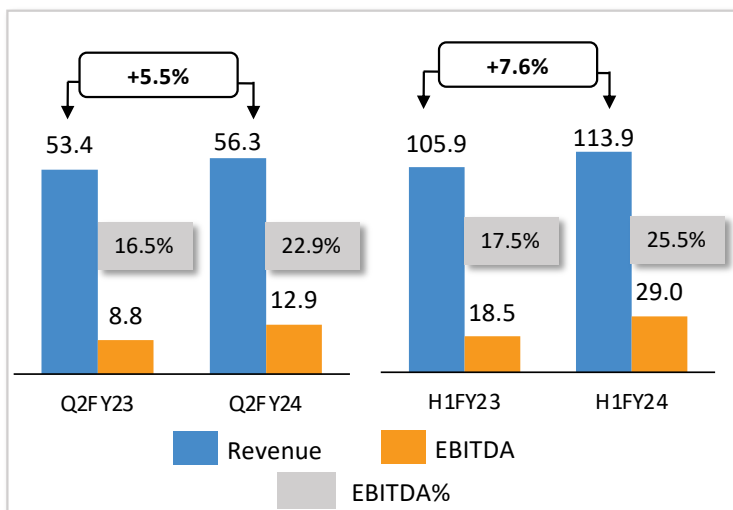
#	App	App Category	Grossing
1	ABCmouse.com Age of Learning	Education (Applications)	1 =
2	Kiddopia Paper Boat	Education (Applications)	2 =
3	Lingokids - Play and Learn Lingokids	Education (Applications)	3 =
4	Noggin Preschool Learning App Nickelodeon	Education (Applications)	4 =

Note: \* Based on App Annie Top Grossing rank for Kids under 5 in the United States (iPhone)

## Gaming -> Kiddopia: Continued revenue and EBITDA growth



### Q2FY24: EBITDA margins at 22.9%



### Quarterly KPIs

Key Metrics	Q2FY23	Q3FY23	Q4FY23	Q1FY24	Q2FY24
CPT <sup>1</sup> (\$)	\$37.9	\$37.3	\$35.9	\$39.3	\$38.9
Marketing Spend (Mn)	\$3.1	\$3.4	\$3.2	\$2.6	\$2.7
Avg. Activation Rate	70%	70%	68%	68%	66%
Avg. ARPU	\$6.77	\$6.76	\$6.81	\$6.77	\$6.63
Avg. Churn	6.5%	5.9%	6.4%	5.9%	6.2%
Subscribers	299,965	310,981	311,758	301,714	292,488
Subs. Growth (QoQ)	-0.6%	3.7%	0.2%	-3.2%	-2.7%

- We have continued to focus on acquiring customers at an optimal cost to ensure healthy EBITDA margins, resulting in margin expansion to 25.5% in H1FY24
- Seasonally weak quarter (back to school post summer break) coupled with inability to scale up spends has led to decline in subscribers
- We are working closely with various ad networks to enhance scale of user acquisition spends within optimal range of CPT
- Minor decrease in ARPU on account of summer win back offers

Note:

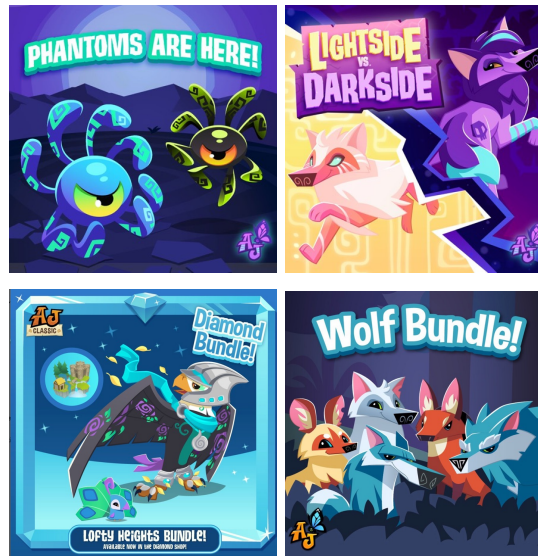
1. Metrics for iOS
2. CPT= Cost per Trial

# Gaming -> Animal Jam: #1 Grossing\* App for Kids (9-11 years) in the US

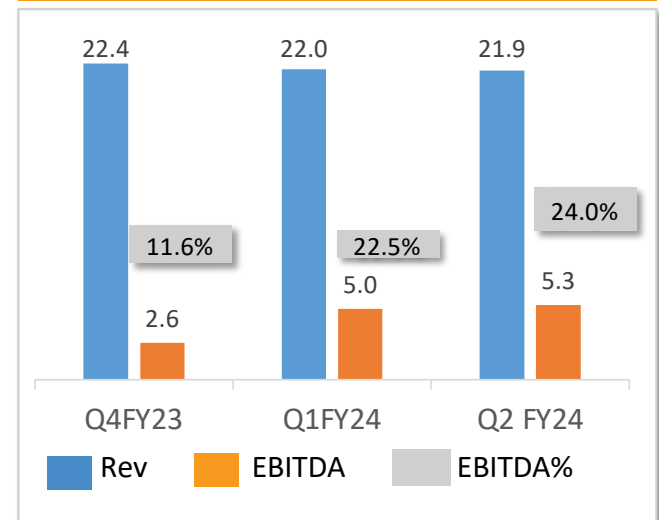


## Gamified Early Learning

Geographies: USA 80% RoW 20%  
 Audience: 8-12 years old (Majority girls)  
 Revenue Model: IAP, Subscription



## Quarterly Financials (INR Cr)



Focus so far has been on optimizing costs to deliver EBITDA margin. We have also improved monetization loops within the game which should support revenue growth going forward

Note: Ranking Based on App Annie Top Grossing rank for Kids between 9-11 years in the United States (iOS devices)

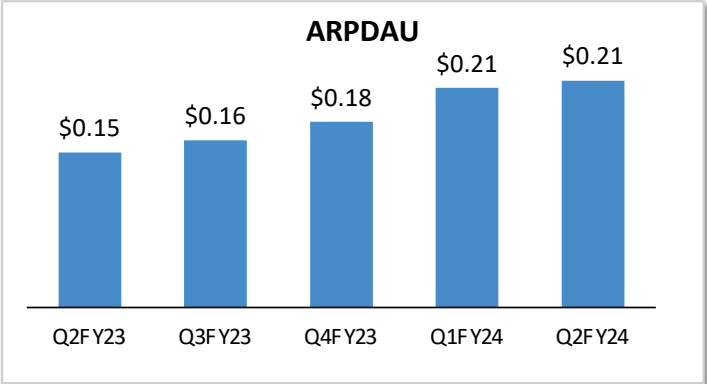
# Gaming -> Animal Jam: Strategic transformation of a cherished IP



## Key recent business updates

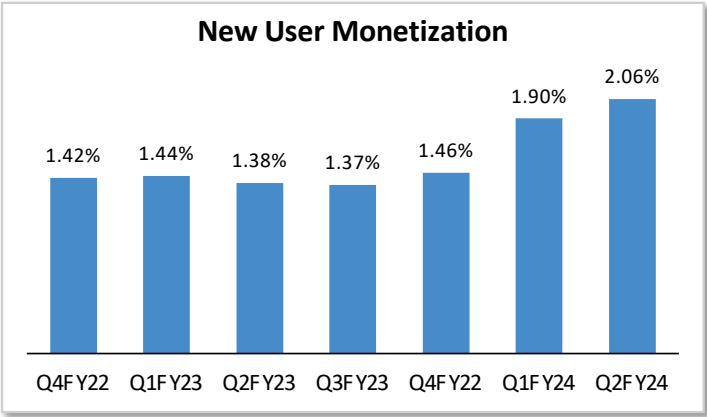
ARPPDAU

- Animal Jam enjoyed an ARPPDAU improvement over 46% from Q2FY23 to Q2FY24
- Due to significant increases in compelling IAPs that resonated with players, the average revenue per daily active user has risen by 35% since acquisition



Improved New User Monetization

- Improvement in new user experience and prominent monetization placement including trials & welcome bundles
- D30 monetization of paid users has increased from 1.4% to 2.0% since our acquisition
- Introduction of rewarded ads is underway to capitalize on the high user engagement





# Gaming -> WCC: India's leading Cricket Simulation game



Freemium

Geographies: India- 65% of MAU  
Audience: 13-45 years old  
Revenue Model: Advertisement, IAP

Note:1. Source: [Udonis Blog](#)

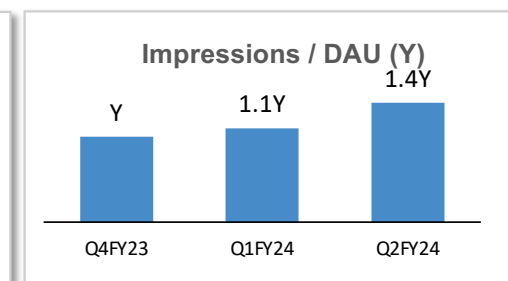
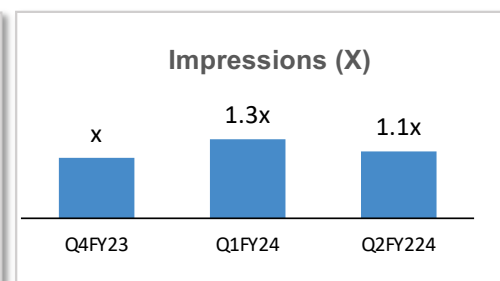
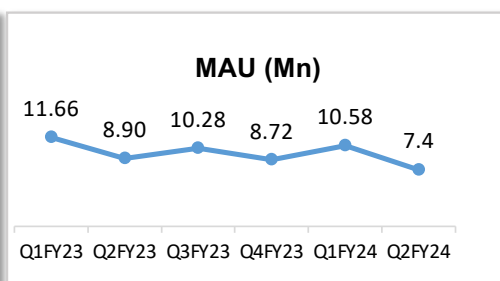
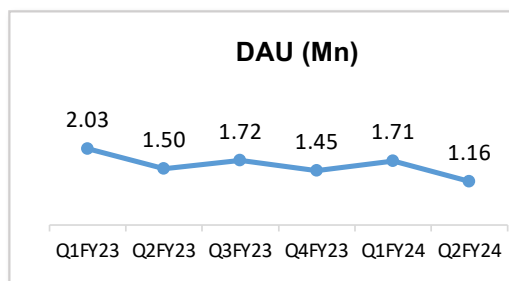
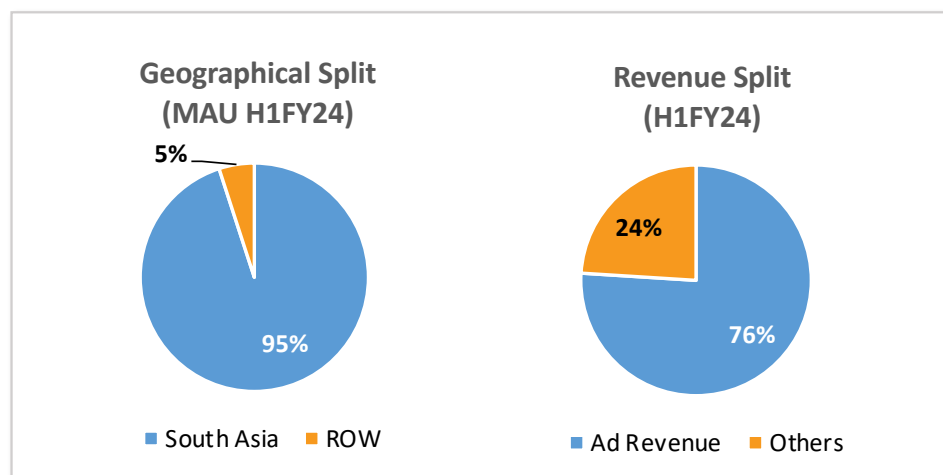
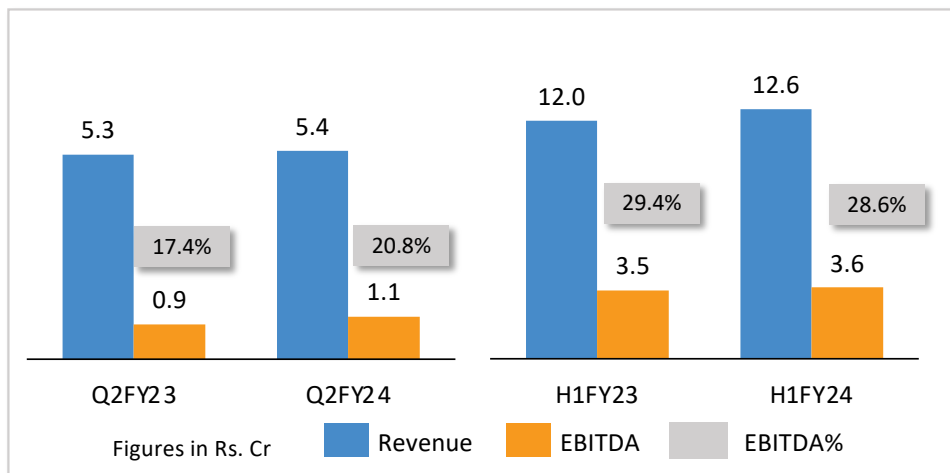
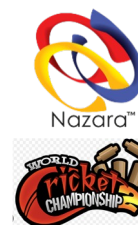
# Gaming -> WCC: Disrupting the Status Quo of the WCC Franchise



Key recent business updates	
User Acquisition	<ul style="list-style-type: none"> <li>Scaling up user acquisition in markets with higher concentration of Indian diaspora – with focus on UK, Middle East &amp; North America</li> <li>Focus on targeting users with higher propensity for In-App Purchases</li> </ul>
Product	<ul style="list-style-type: none"> <li>Transitioned to online only mode of game play</li> <li>Improving ad monetization stack and introducing new ad networks</li> <li>Reduced file sizes, gameplay improvements, new live ops feature,</li> </ul>
Live Ops	<ul style="list-style-type: none"> <li>World Cup '23 Live Ops exclusive content and challenges with lucrative rewards</li> <li>New Implementation of licensed players in WCC3 (Star League Tournaments)</li> <li>Scaling UA budgets for higher new user acquisition</li> </ul>
WCC Blitz	<ul style="list-style-type: none"> <li>Push of easy to play / more casual version of WCC for a broader audience base</li> <li>Currently in production with an exciting new core loop and redesigned game mechanics, to be launched starting Jan</li> </ul>

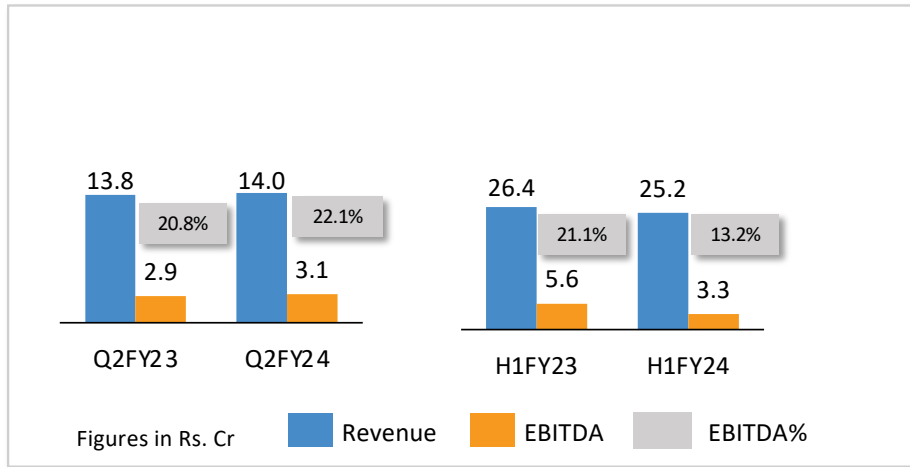


# Gaming -> WCC: Maintaining Revenue and profitability while setting the stage for future growth

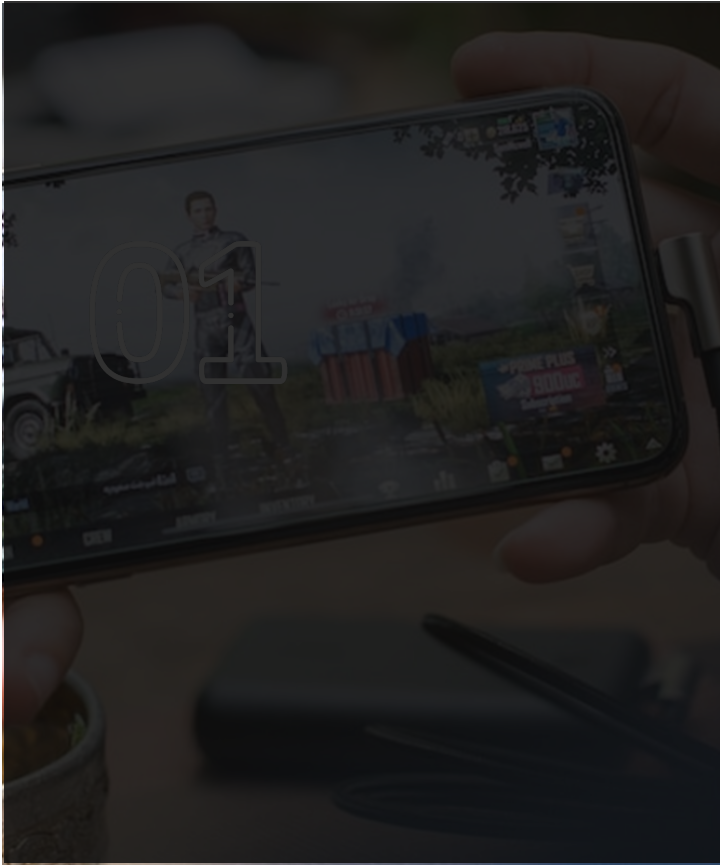


In Q2, we transitioned our main titles WCC2 and WCC3 to "online-only" mode, where customers who want to play offline have to pay and/or watch a rewarded video ad. This resulted in lower daily (and monthly) active users, but no dip in ad revenue. Further, this gives us more clarity on the true LTV of our players, so we can increase spend on user acquisition (which in turn allows us to drive higher revenue in coming months).

## Gaming -> Classic Rummy: GST regime kicked in from 1<sup>st</sup> October 2023



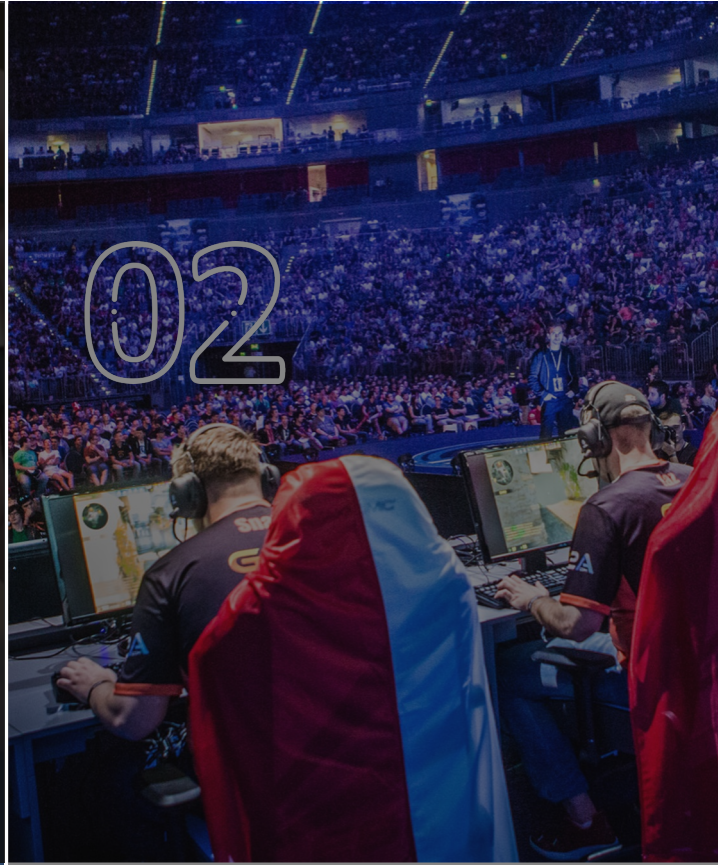
- In July 2023, the GST Council decided to levy a 28% tax on the entry fees of real money games. This has come into effect from 1st October, 2023.
- Due to implementation of new GST tax rate from Oct 1, we expect Classic Rummy to post an EBITDA loss in Q3FY24, before stabilising to break even by Q4FY24
- Now that there is much more clarity on taxation, Nazara will be actively seeking consolidation opportunities in this sector



## Gaming

Revenues: INR 213.9 Cr

EBITDA: 22.7%



## eSports

Revenues: INR 289.9 Cr

EBITDA: 6.9%



## Adtech

Revenues: INR 50.2 Cr

EBITDA: 6.4%

Note: Revenue and EBITDA for H1FY24

# eSports -> Nodwin: #1 eSports company in India with a 360 degree offering for the eSports fan



## Robust Flanking Strategy to expand offerings / adjacencies across markets



## M&A driven expansion of offerings / adjacencies across emerging markets

# eSports -> Nodwin Gaming: Multiple IPs conducted in the last few months



# eSports -> Nodwin Gaming: Gearing up for H2 with multiple key IPs announced



**DREAMHACK HYDERABAD** | **NODWIN GAMING**

**IT'S A CARNIVAL!**

FESTIVAL TICKET START **₹1499** | DRIVEN BY intel | MONSTER | HYUNDAI | TICKETING PARTNERS | GET TICKETS ON insider | paytm | MeraEvents

**BACARDI WERKEN DER** | **PUNE 1-3 DEC**

**M.I.A.**

EZRA COLLECTIVE - JAI WOLF  
PRIYA RAGU - ROMARE (LIVE)  
MEMBRA - BEAR  
CARTEL MADRAS  
EUPHORIA 25  
AARIFAH - ALO WALA  
BEBHUMIKA - CHIRAG TODI  
GORNER GAFE CHRONICLES  
DORWIN JOHN  
JAHNERATION - KATOPTRIS  
LAVI & FOENIX - MADSTARBASE  
MARY ANN ALEXANDER - RAJ  
SECOND SIGHT  
THE FANCULOS  
THE LIGHTYEARS EXPLODE  
THE SPINDOCTOR PRES. HIP-HOP SHEHER  
TRICKSINGH

MORE ARTISTS TO BE ANNOUNCED SOON

Snapdragon PRO SERIES | Powered by SAMSUNG Galaxy

**ACT FAST!**

REGISTRATION ENDS TODAY

[bit.ly/SPScodmDH](http://bit.ly/SPScodmDH)

CALL OF DUTY MOBILE

**NODWIN GAMING COMMUNITY CUP**

**SHOW YOUR FIFA PASSION!**

**CUP THIS WEEKEND**

REGISTER NOW!

[CHALLENGERMODE.COM/S/NODWINAFRICA](http://CHALLENGERMODE.COM/S/NODWINAFRICA)

**INDIA SERIES**

**DIVE INTO THE ACTION!**

WATCH LIVE TODAY 1 PM ONWARDS

JIOCINEMA | @KRAFTONINDIAESPORTS

**Red Bull MEOW SEASON 3**

**OPEN TO ALL WON BY ONE**

REGISTER NOW

QUALIFIER #1 LAST DATE TO REGISTER 24<sup>TH</sup> SEPTEMBER

QUALIFIER #2 LAST DATE TO REGISTER 2<sup>ND</sup> OCTOBER

**OMEN VALORANT CAMPUS QUEST**

**QUEST TO FIND THE BEST VALORANT COLLEGE SQUAD!**

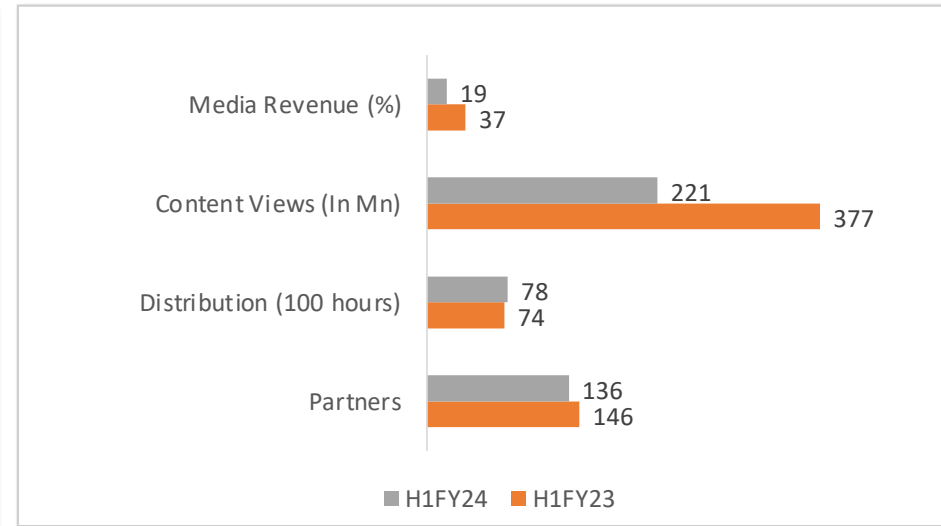
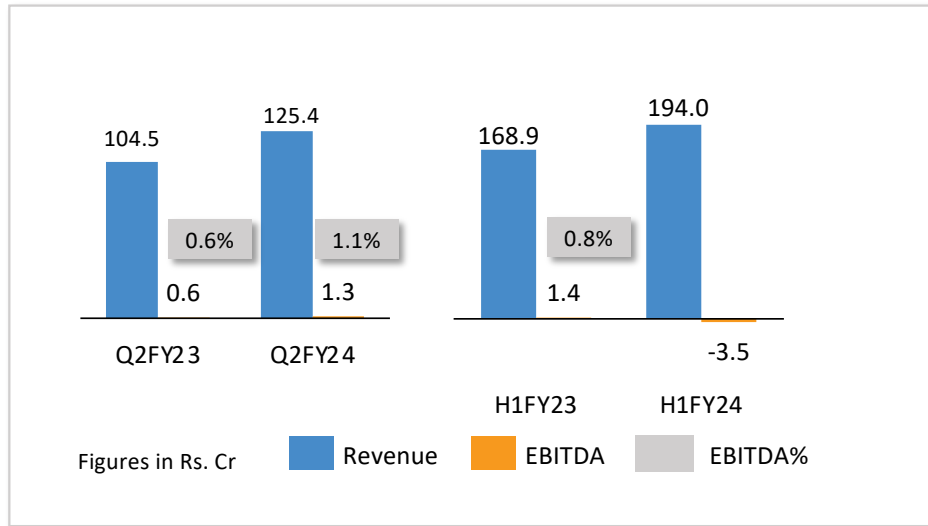
COLLEGE TEAMS MATCHES DONE!

CITY WINNERS EMERGED

MORE CITIES TO GO!



# eSports -> Nodwin Gaming: 20% revenue growth in Q2FY24; stage set for future growth



- A significant development in H1FY24 was the return of BGMI. Nodwin conducted the second season of BGMI Master Series for India, which was telecast on Star Sports and Rooter. Multiple events including PUBG MOBILE Club Open (PMCO) and the PUBG MOBILE Pro League South Asia (PMPL) were held in international markets.
- In addition, new season of acquired IPs such as All That Matters were also conducted
- New IPs such BGMI India Series along with prominent IPs including Dreamhack and NH7 Weekender are on the calendar for H2FY24.
- Furthermore, in anticipation of the festive period, Wings is amplifying its marketing initiatives to enhance the visibility of our imminent product releases, which feature an array of gaming-centric laptops, innovative smartwatches, and audio products

1. includes Rusk Distribution, Superhero and Brandscale (Wings) financials

Note: Nodwin exercises control over Brandscale and hence Brandscale has been consolidated as a subsidiary

# eSports -> Sportskeeda: Proven Operational Success in India and US



## The Sportskeeda Playbook

### Differentiated Approach

- Process led setup to consistently drive efficiencies with each sport having its own P&L
- Sharp focus on a data-driven approach to dispassionate decision making across all business functions
- **Robust operating playbook perfected over time; replicable at scale and pace across sports and platforms**

**sportskeeda**

### Key Pillars of Playbook



# eSports -> Sportskeeda: PFN ranked as the #2 NFL-focused website in the US for September 2023



## Acquisition Rationale: Growing US Footprint

- Leading voice in NFL (ranked #3); multi-format publisher
- Exclusive contracts with celebrity NFL journalists
- Doubling SK's NFL presence (4mn to 10mn in MAUs)
- Attractive entry point (valued at ~1.2x LTM sales) with clear path to profitability



### SK Content Playbook

Lean on Sportskeeda's capabilities to enhance content throughput

### Tech Intervention

Leverage SK's proprietary technology to enhance SEO, user acquisition

### Cost Optimization

Overhead reduction across business functions

## Initial Results Successful

- PFN (Pro Football Network) reached #2 NFL ranking in September as per Similar web
- First month of EBITDA profitability in September
- Significant scale up in user base (100%+ YoY Growth)

### Offerings

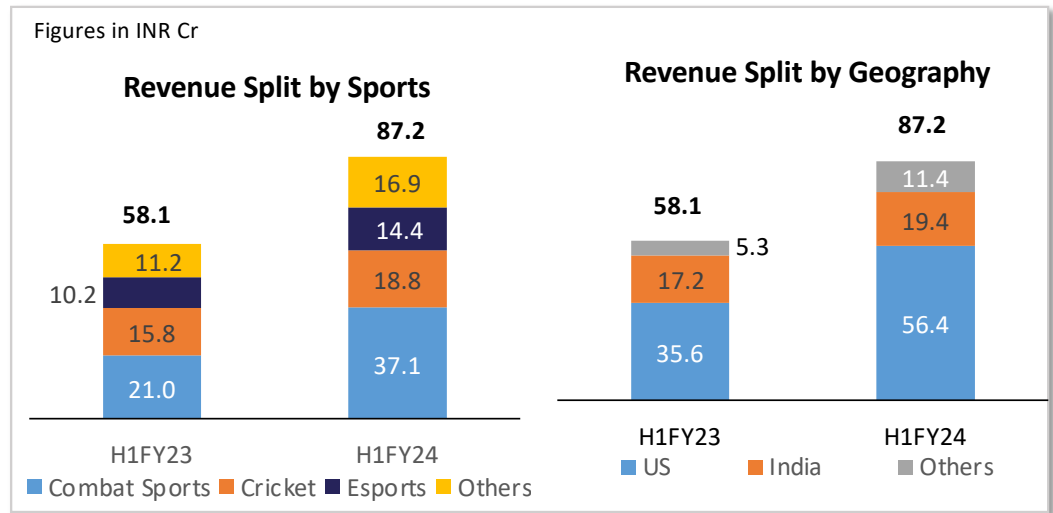
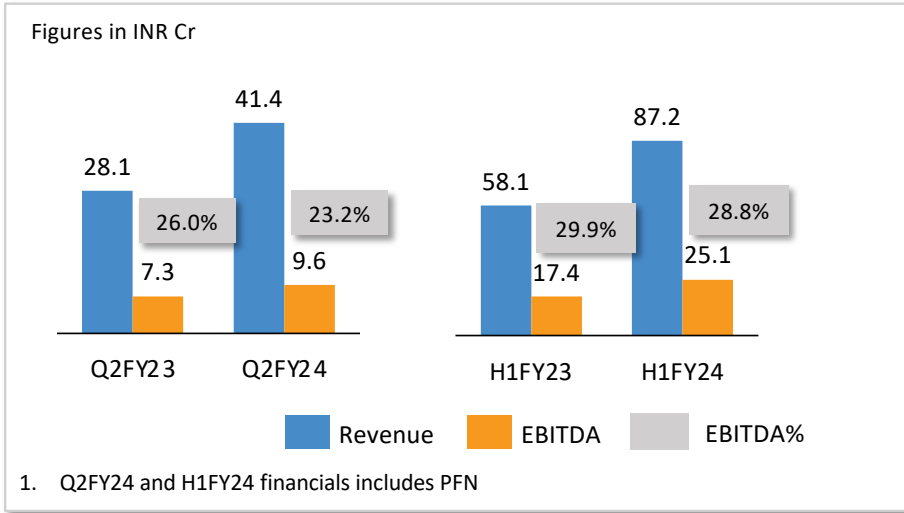


**NFL MOCK DRAFT SIMULATOR**  
MORE ANALYSIS AT [PROFOOTBALLNETWORK.COM](https://profootballnetwork.com)

Source:

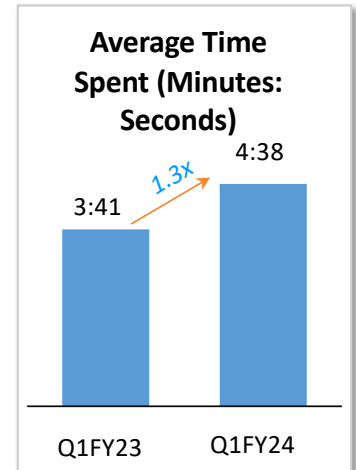
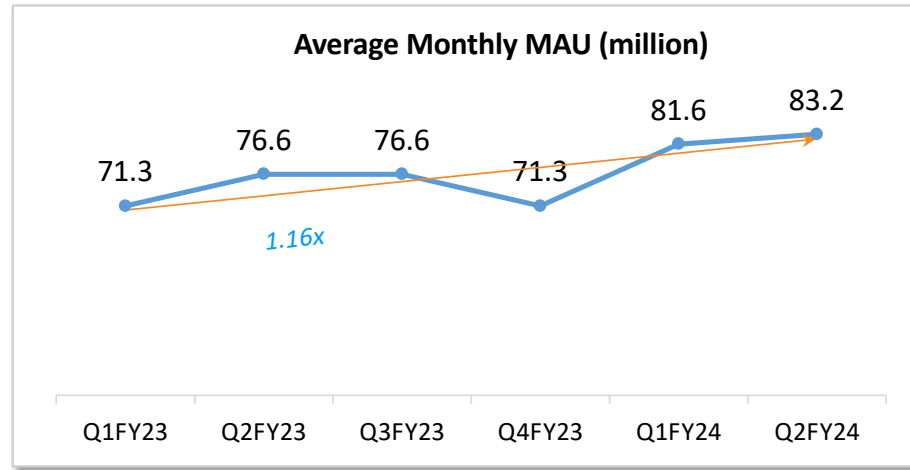
1) Ranking based on unique visitors

# eSports -> Sportskeeda: 50% revenue and 44% EBITDA growth in H1FY24



Sportskeeda EBITDA margin declined due to PFN, which reported a loss in Q2FY24. PFN turned profitable in September 2023

Sportskeeda crossed the 100 million active users in September 2023



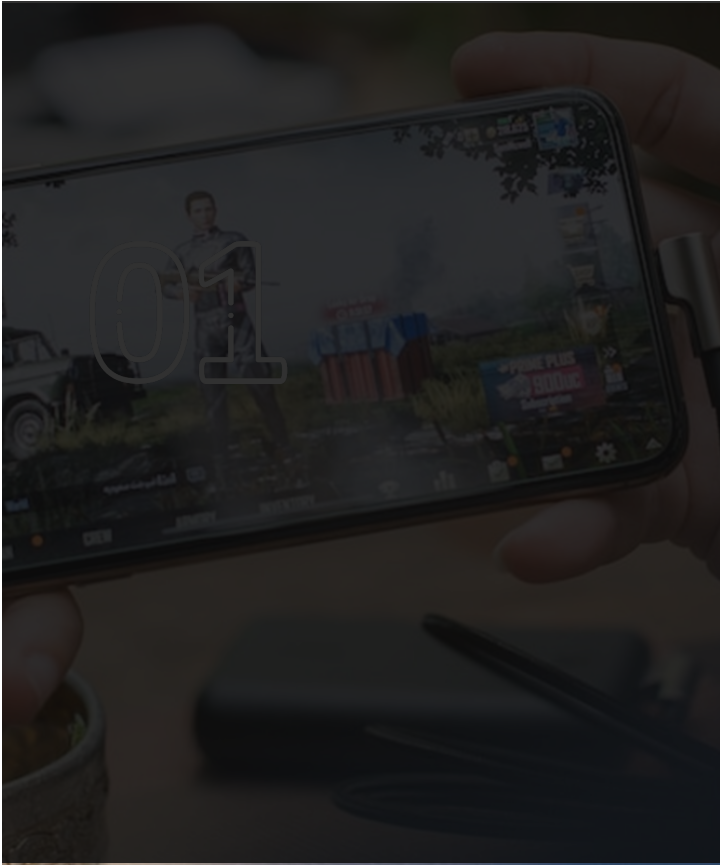
## Sportskeeda Heroes of Tomorrow – Supporting talent at grassroots level



**Harmilan Bains**  
*(Winner of Silver Medals in  
800M and 1500M at the  
2023 Asian games)*

Harmilan Bains was part of the Sportskeeda "Heroes of Tomorrow" initiative since well before the Asian Games, and we're proud our support helped her achieve her goals!

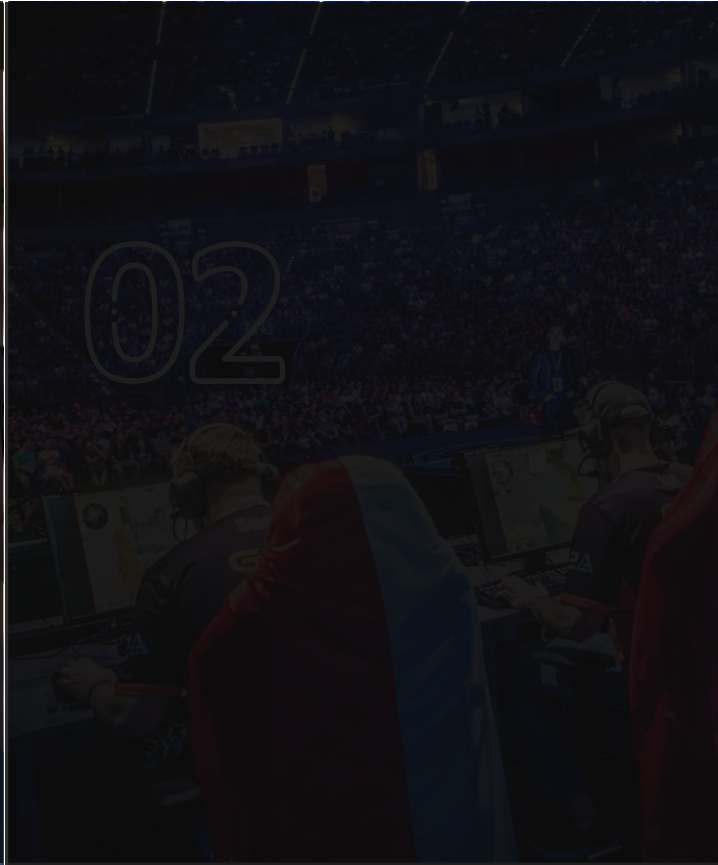
**'Heroes of Tomorrow' initiative** focuses on the development of sports talent at grassroots levels. We directly support athletes and also partner with foundations that share our vision, such as Anju Bobby Sports Foundation and Nurturing Excellence in Sports Trust (NEST)



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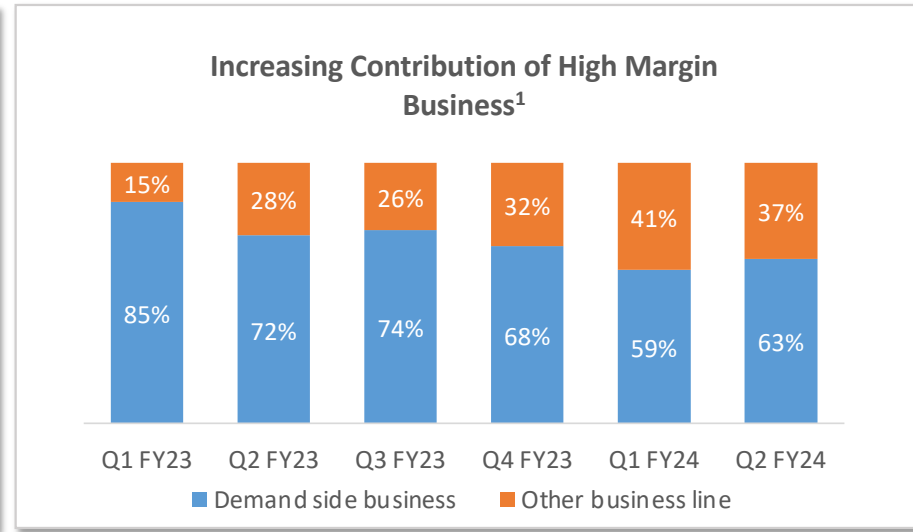
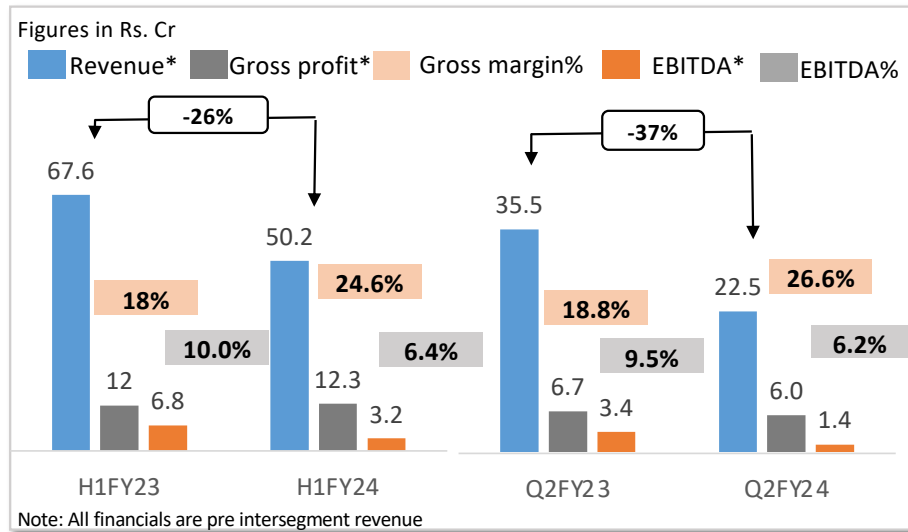
## Adtech

Revenues: INR 50.2 Cr

EBITDA: 6.4%

Note: Revenue and EBITDA for H1FY24

## Adtech -> Datawrkz: Focused efforts for future EBITDA growth



- Datawrkz, our Adtech business was acquired in April 2022. Over the last year, we've been focusing on reducing low-margin work and moving towards higher-margin business clients and simultaneously expanding our client base to minimize dependency on a few customers. This has resulted in a Y-o-Y decline of revenue from 67.6 Cr for H1FY23, compared to 50.2 Cr for H1FY24. However, the gross margin percentage has sharply improved from 18.0% to 24.6%, and total gross margins have also increased from 12.0 Cr to 12.3 Cr in the same period, showing that this revised approach is beginning to pay off.
- While gross margins have improved, Datawrkz's EBITDA has declined from 6.8 Cr in H1 FY23 to 3.2 Cr in H1FY24. This reflects a significantly higher investment in our sales and marketing efforts – in the form of team overheads as well as marketing events. These investments in marketing during Q2 FY24 and the ongoing efforts in the current third quarter have significantly bolstered our pipeline, and started leading to a higher conversion rate from our sales pipeline and the formation of key partnerships.
- Additionally, we've recently welcomed a senior marketing head who will spearhead marketing initiatives across all verticals
- Mediawrkz, the dedicated Publisher Monetization Solutions Division of Datawrkz, has earned the prestigious Google Certified Publishing Partner (#GCPP) certification. This is expected to help with increased market penetrations in conjunction with new ad monetization products being rolled out by Mediawrkz

Note: 1. Gross Profit Contribution by business line

Note: Nazara exercises control over Datawrkz and hence Datawrkz has been consolidated as a subsidiary post 13-April-2022 when Nazara acquired 33% stake. Nazara has sent intimation in Dec-22 to Datawrkz to acquire additional 22% stake as per SHA (expected to be completed by Aug-23)

## Contact Us

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