



ONMOBILE GLOBAL LIMITED  
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Email - investors@onmobile.com

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

May 19, 2022

To,  
Department of Corporate Services,  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001  
Scrip Code: **532944**

The Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza,  
Bandra Kurla Complex, Bandra (East)  
Mumbai - 400 051  
Scrip Code: **ONMOBILE**

Dear Sir/Madam,

**Sub: Investor Presentation- Q4 FY 2021-22**

Pursuant to Regulation 30 & 46 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the Investor Presentation on the Financial Results of the Company for the quarter and year ended March 31, 2022, 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. Venuprasad*

P V Varaprasad  
Company Secretary



Encl: a/a

# Cautionary statement

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 future business developments and economic performance of OnMobile Global Limited including its subsidiaries (OnMobile or the Company).

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 undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.

This presentation does not constitute an offer or invitation to purchase or deal or subscribe for any shares in the Company and neither any part of it shall form the basis of or be relied upon in connection with any contract or commitment whatsoever.



Global Leader in Mobile Entertainment

# Propelling Mobile Gaming & Entertainment

INVESTOR PRESENTATION

May 20th, 2022



With worldwide presence across

**58 Countries**

in partnership with

**100+ Mobile Operators**

and counting





Leading in

# Cutting-Edge Mobile Gaming



...with **two breakthrough products** in mobile gaming...

## QUIZZES & PUZZLES

## SOCIAL ESPORTS



# ...a gamification platform (GPAAS) for enterprises and top brands...



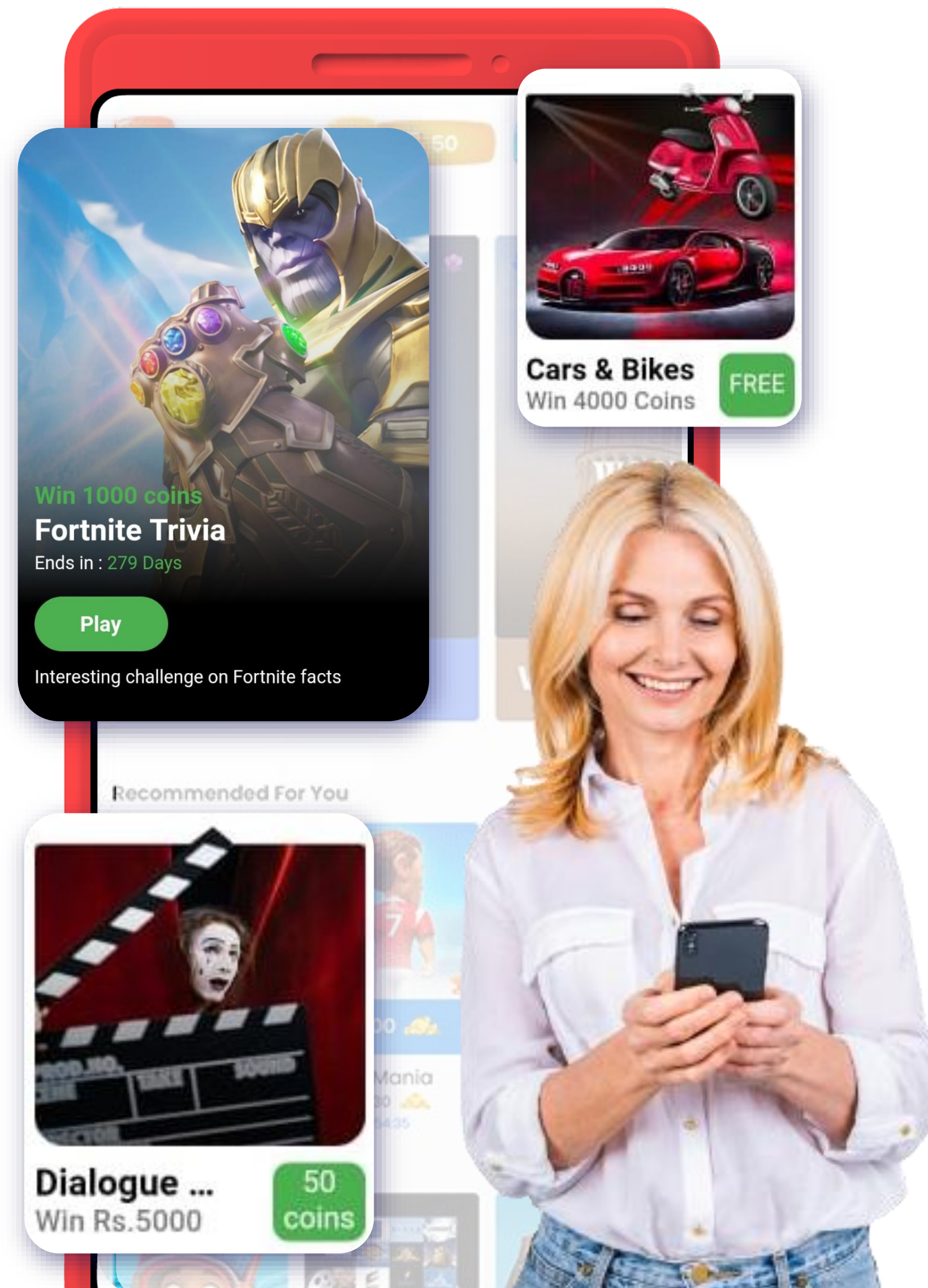
## IMMERSIVE CONTENT



## MULTILINGUAL

Multiple Indian & international languages.

More than 35 languages



## DYNAMIC INTERFACE

Multiple Themes, Lively Experience



## GAMIFICATION

Immediate ranking, Score, Leaderboard & Winnings



## ENGAGING FORMATS

Open, Pool, Group & Predictions based tournament formats



## OMNICHANNEL

Experience across legacy & digital channels



## INSTANT GRATIFICATION

No tricks. No wait. Prizes are instantly rewarded.

Capturing market share in the

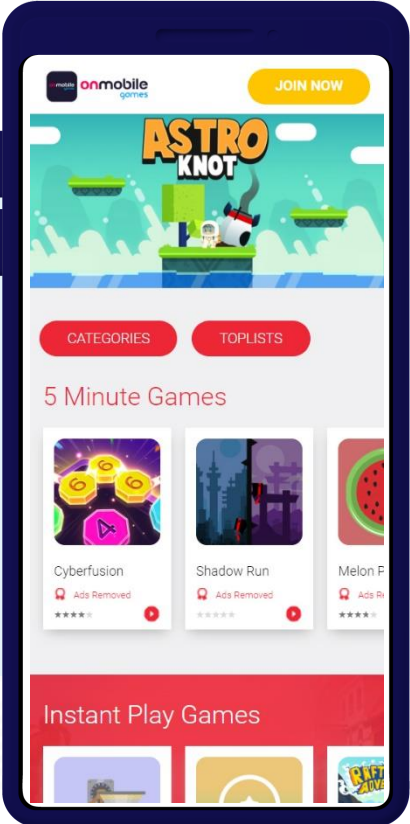
**\$100+ Billion**

**mobile gaming &  
entertainment market**



# Adding D2C while strengthening B2B2C

**D2C**  
Products

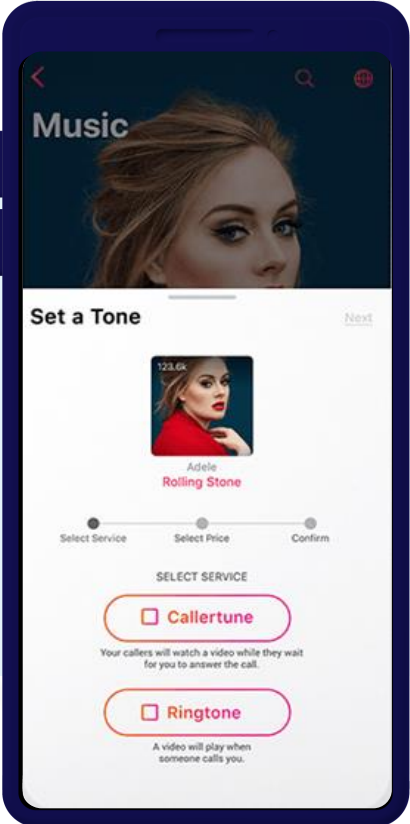


## VIDEOS

Gaming videos and subscription

Cutting Edge Gaming Platforms

**B2B2C**  
Products

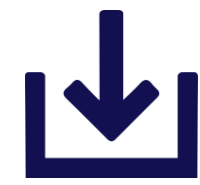


## TONES

New, attractive digital first models with gamification

# Why #D2CFirst ?

**3 Billion**  
Mobile players  
worldwide (by 2023)



**80Bn**  
Mobile game  
downloads



**18%**  
Year-on-year  
growth



**78%**  
Casual games  
downloads on app store



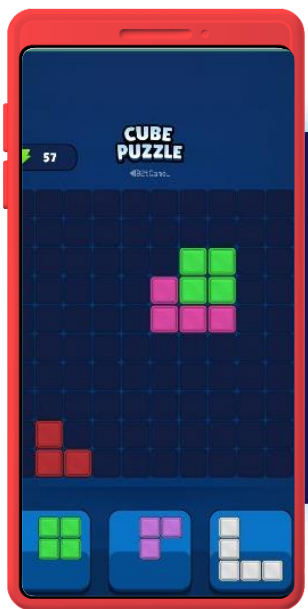
**90%**  
Smartphone usage time  
spent on apps & games

**\$138Bn**  
Players spend on  
mobile games  
(By 2025)



The future is  
**GAMING**

# Fastest growing gaming segments



## Short Gaming

**10Bn**

Downloads of hyper casual games in 2020

**600Mn**

Global players of simple hyper casual games



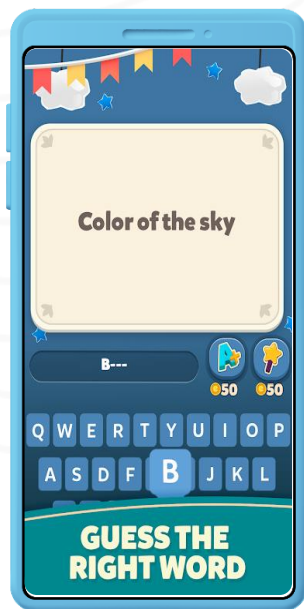
## Mobile Esports

**600Mn+**

Mobile esports followers by 2025

**2Bn+**

Casual mobile competitions played each year



## Trivia Gaming

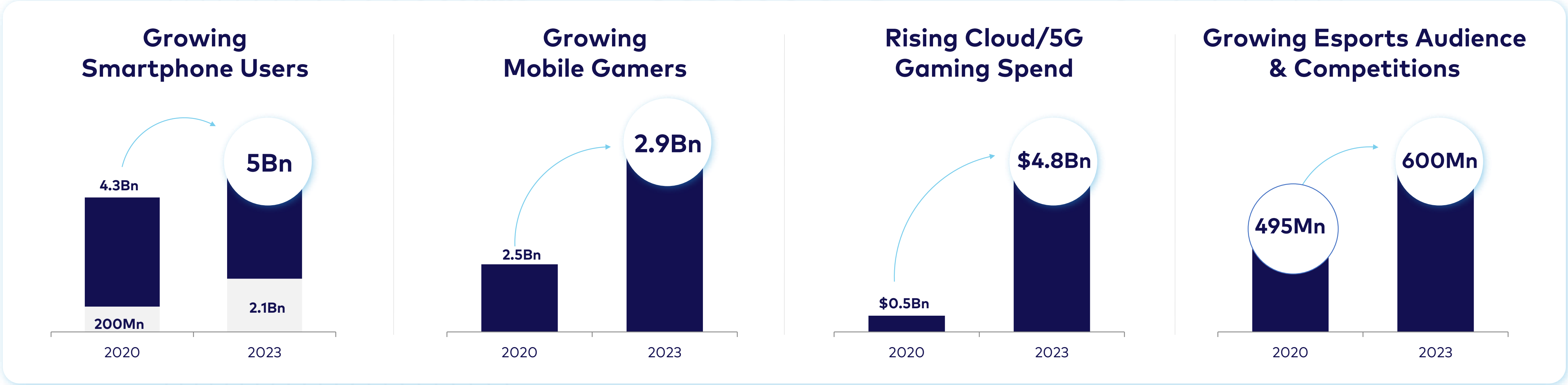
**\$320Mn+**

Market volumes from Trivia Gaming by 2026

**\$1,365Mn+**

Downloads in trivia games to reach in 2022

# Key Trends Impacting Growth of Mobile Gaming





### Social Play Driving Engagement

- Mobile gamers **2x more likely to stay in game for social connections**



### Short Gaming Moments

- 10Bn** hyper casual installs in 2020
- 140Mn** Indian play sessions < 11 min



### New Technologies

- AI, AR, VR** will continue to fuel innovative ways to combine gameplay & social interaction

# Leveraging technologies & trends using

## CHALLENGES ARENA

- 18k of Quiz & Puzzles
- 15+ multiple languages

- Downloadable APK
- Progressive **Web App**

- Telcos & OTTs **globally**

- **Subscription**
- **Ads**



## Content



## Technology



## Distribution



## Monetization

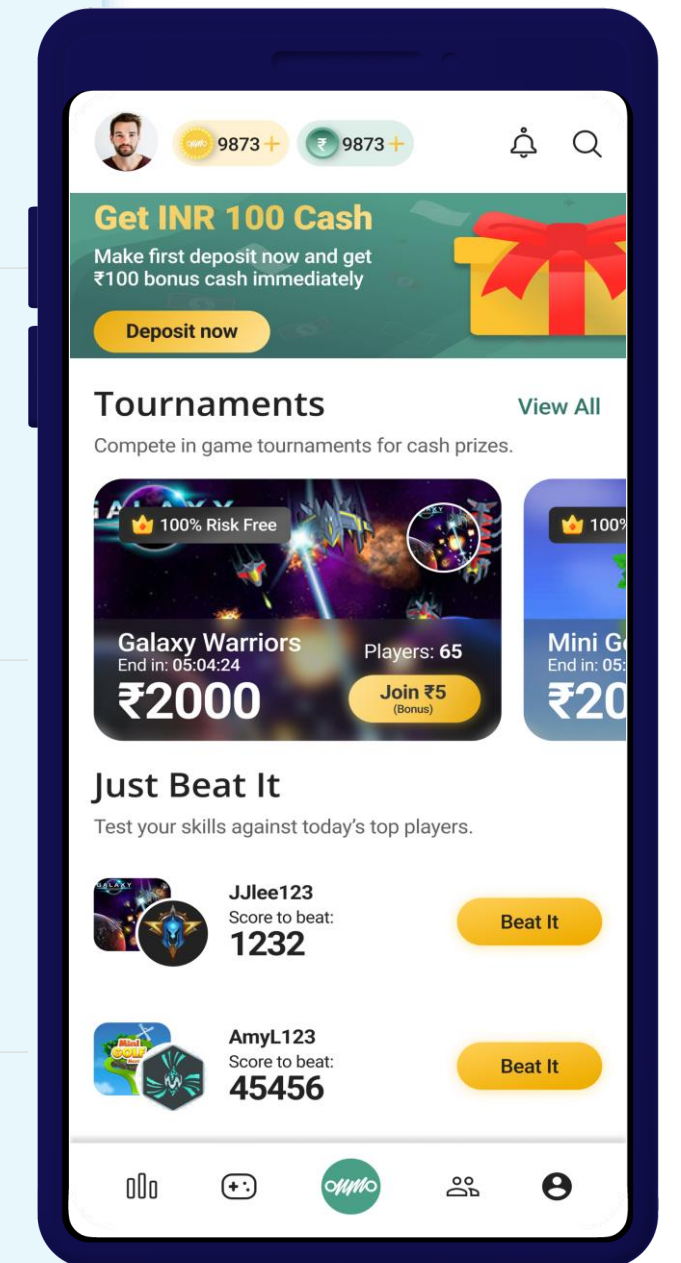
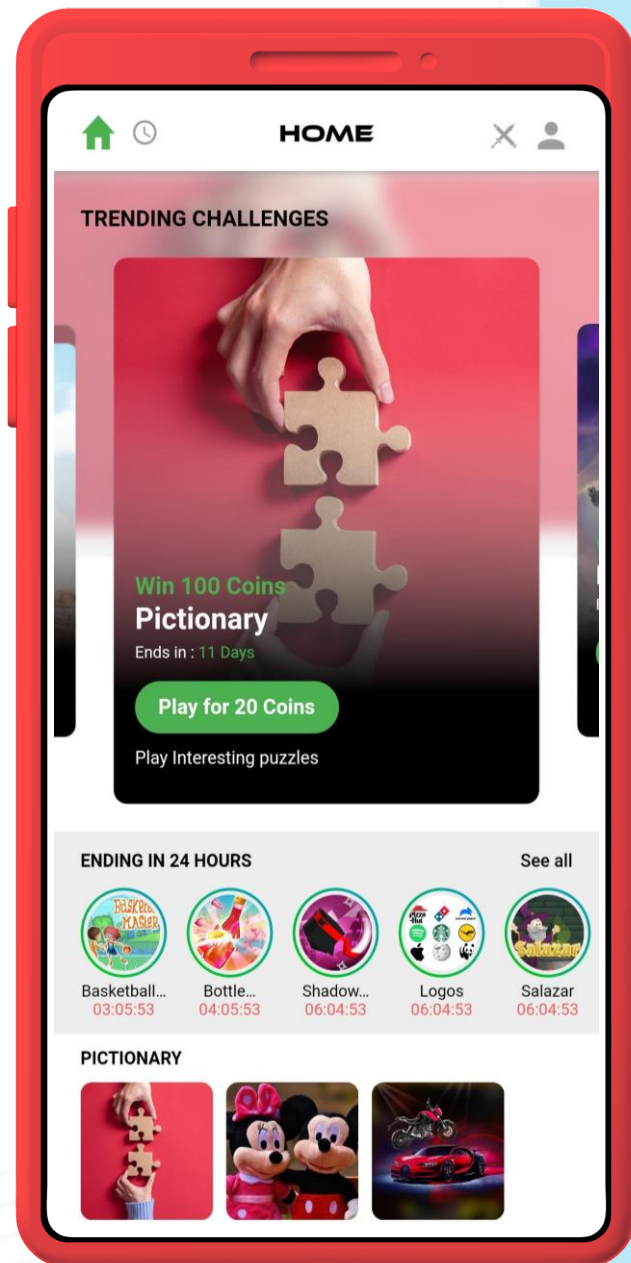


- **Short, curative game moments**
- ~4000 challenges

- **Vision AI** (Artificial Intelligence)
- **Cloud Gaming** on PWA

- Telcos **globally**
- Direct to Consumer

- **Real Money battles**
- **Subscription**



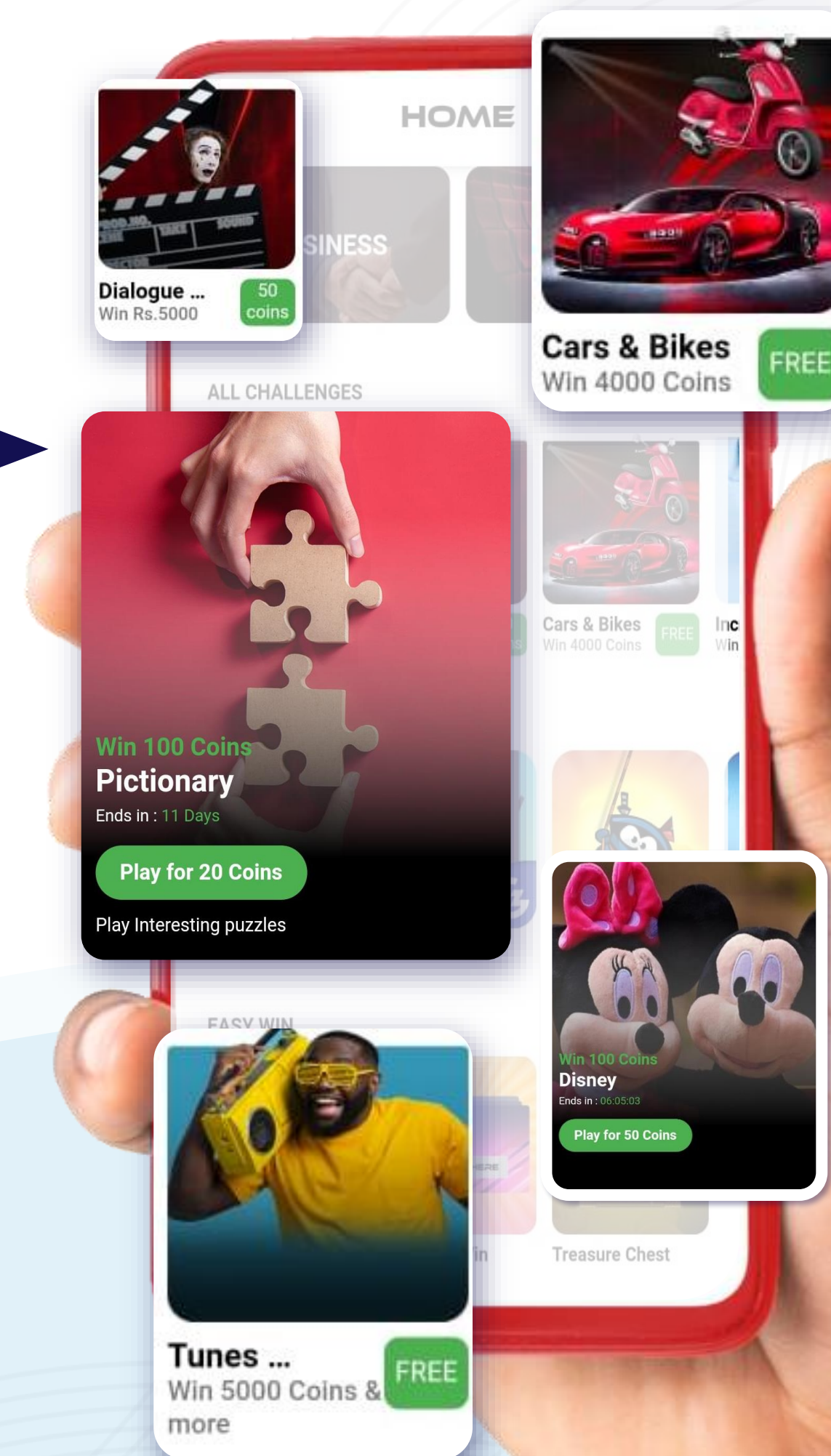
# CHALLENGES ARENA

## Tapping into the **Global Trivia Gaming Market**



# CHALLENGES ARENA

Single destination  
to play  
**QUIZ  
& PUZZLES**

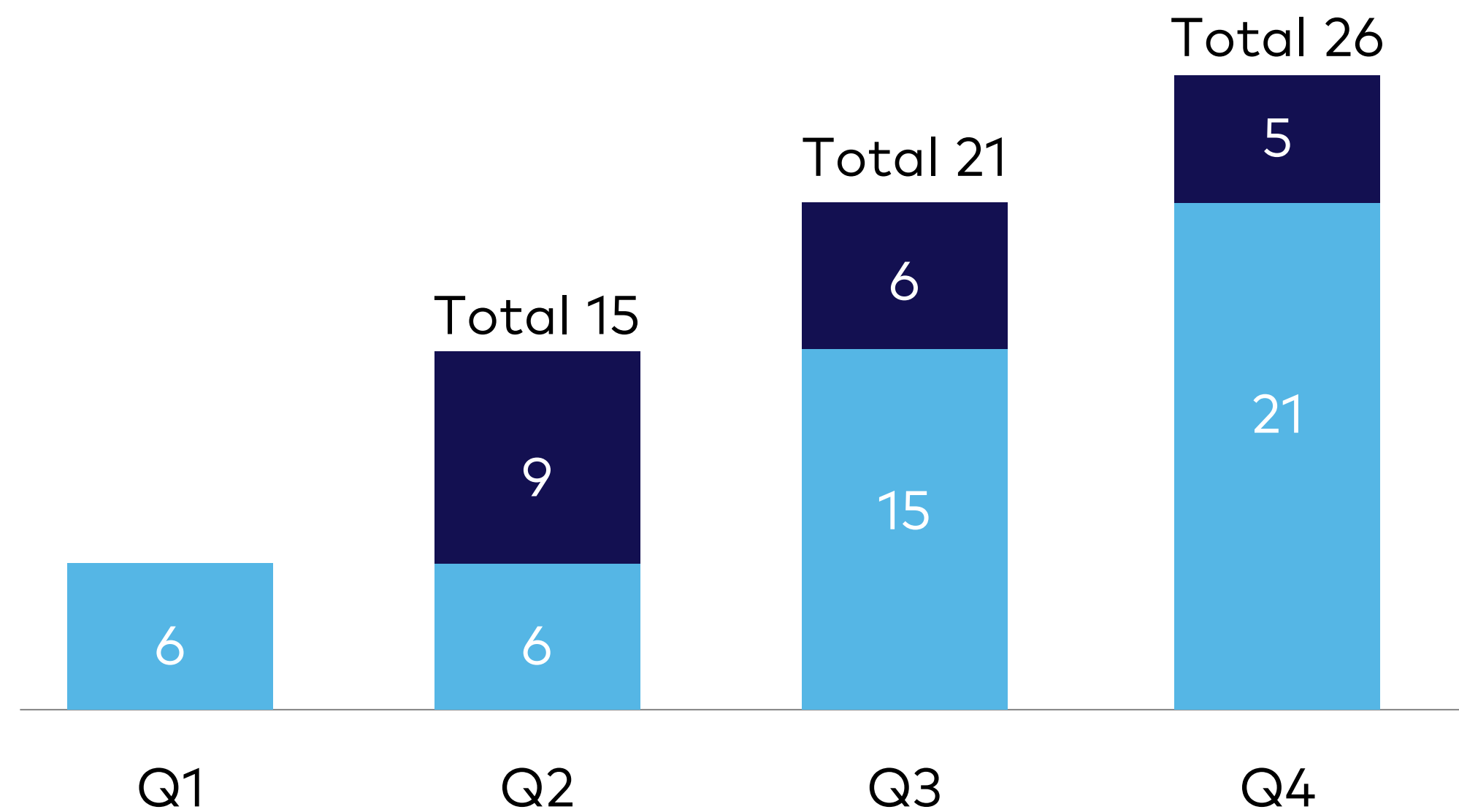


...with an  
unparalleled gamified  
**WINNING  
EXPERIENCE**

# Challenges Arena: QoQ– Customer Agreements and Live

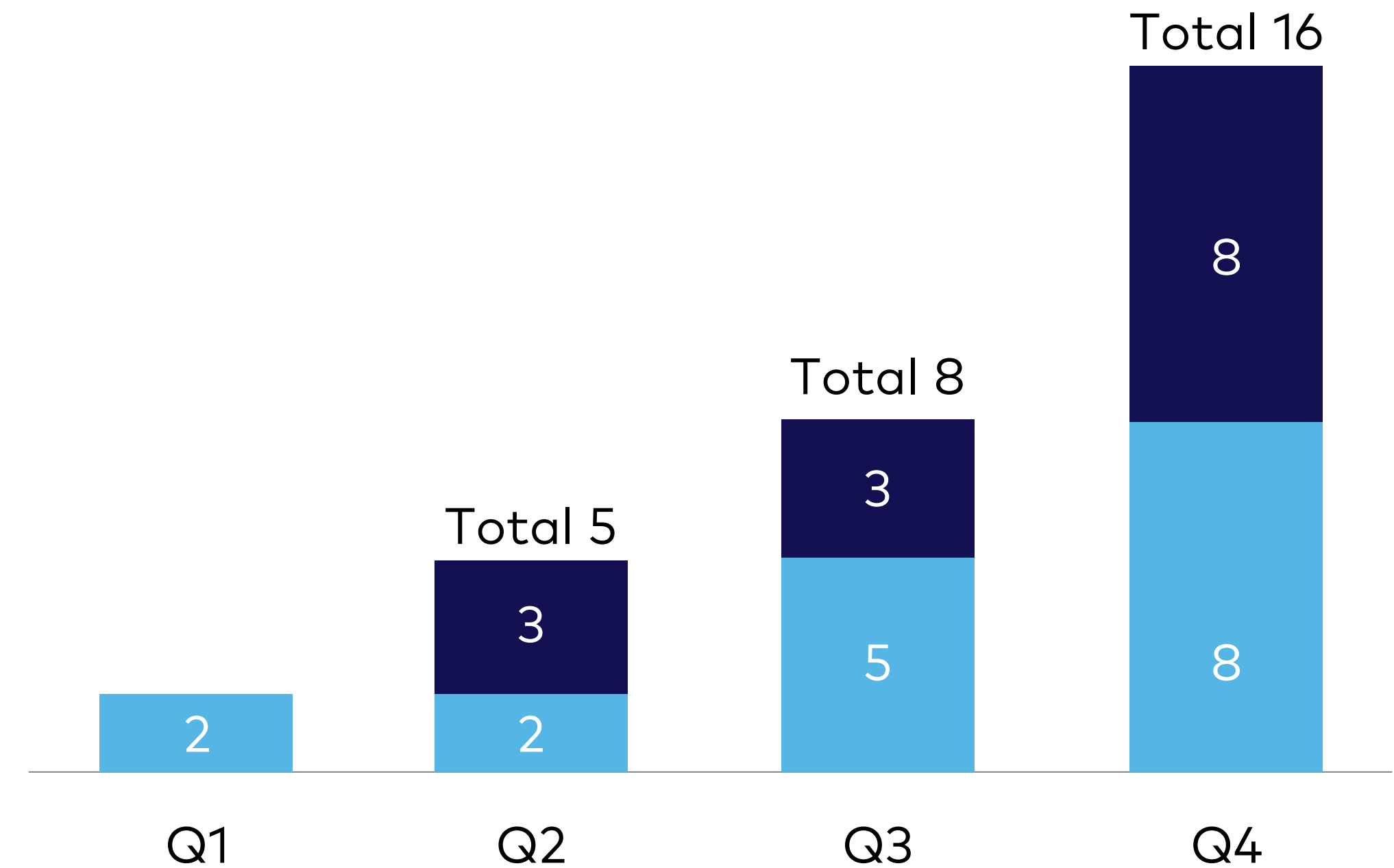
## CUSTOMER SIGNUPS / CONFIRMATIONS

■ Agreements Signed   ■ Customers confirmed



## CUSTOMER LIVE

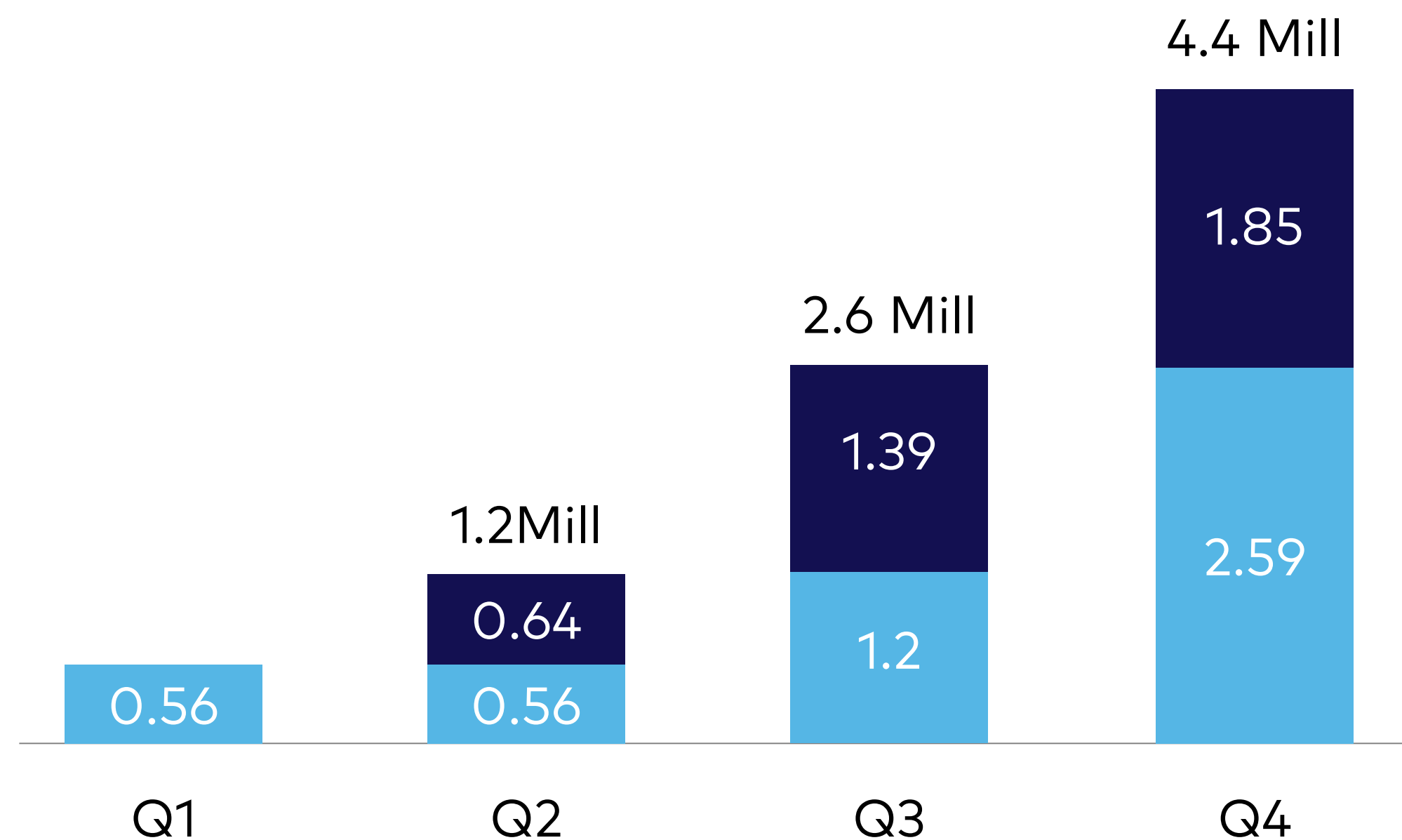
■ Cumulative Live customers   ■ Live in the quarter



# Challenges Arena: Quarterly Subscribers

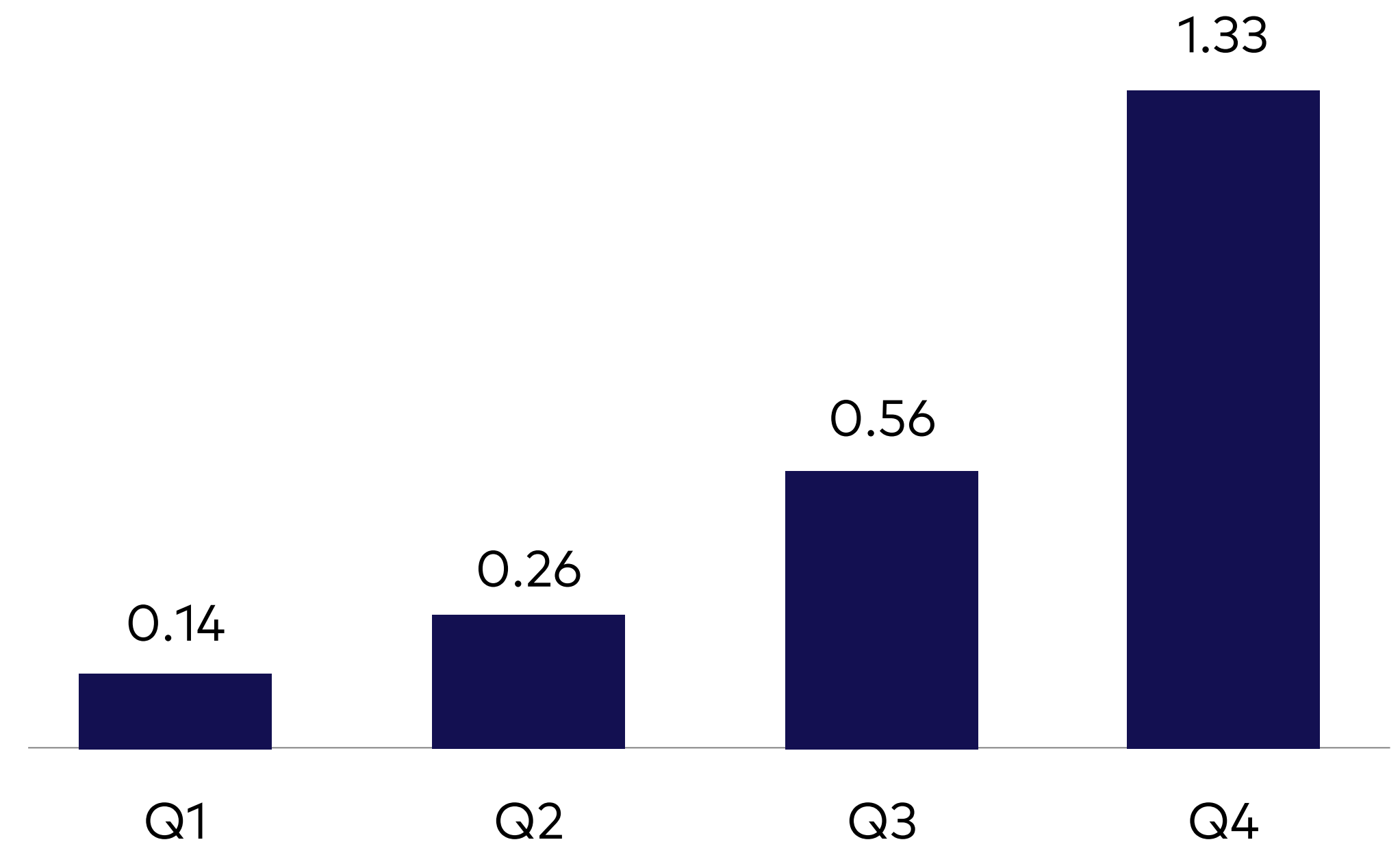
## CUMULATIVE GROSS ADDS

■ Cumulative Gross Adds ■ Added in the quarter



**~1 Mill Gross Adds every month**

## NET ACTIVE (IN MILL)

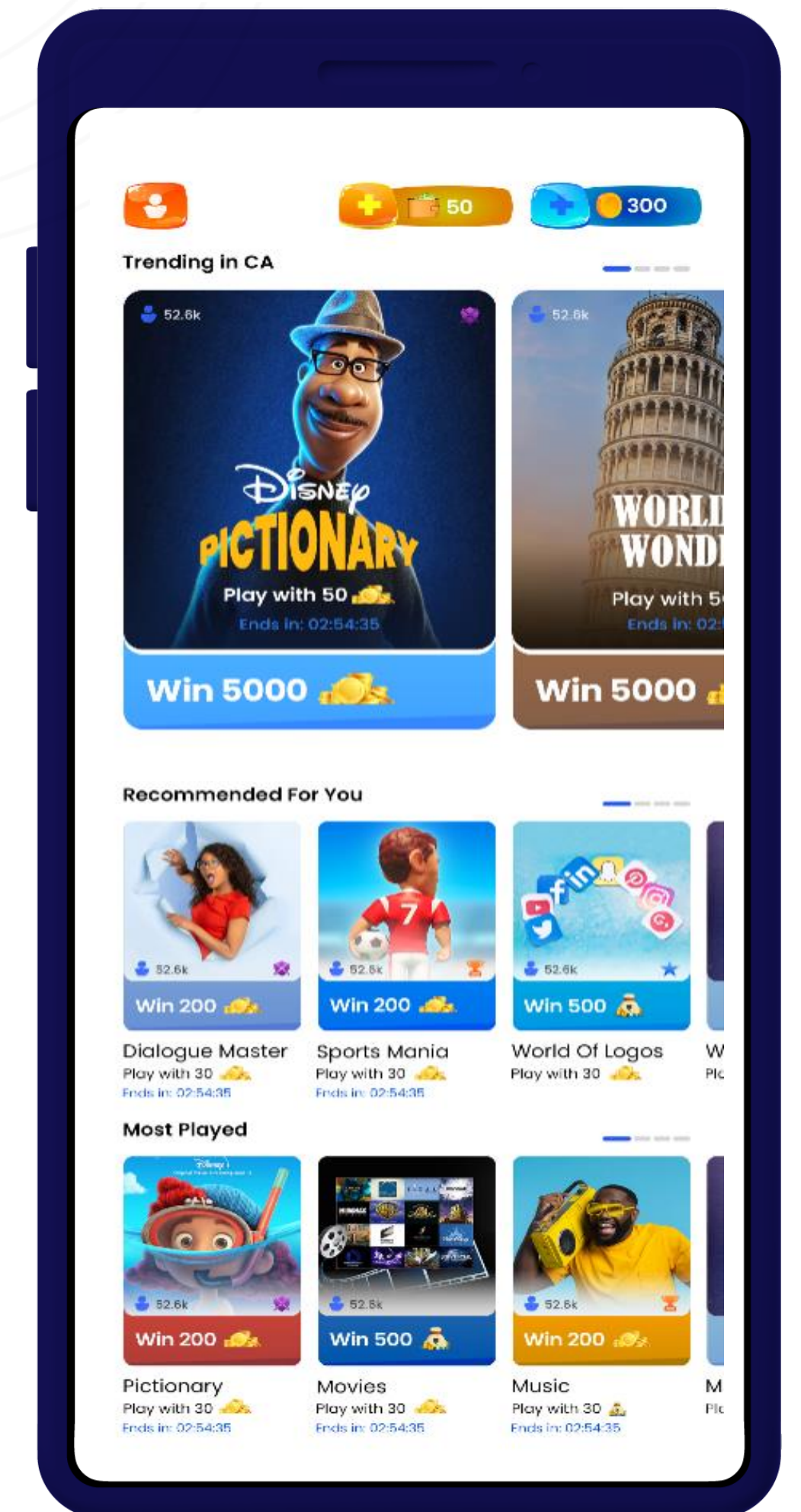


**Net Active Base doubled every quarter in FY21-22**

# Terrific growth in Q4 across all key metrics

	Q1 FY '22	Q2 FY '22	Q3 FY '22	Q4 FY '22	QoQ growth	Q1 FY '23 (target)
<b>Cum. Customer agreements</b> (end of qtr)	6	15	21	26	+24%	35
<b>Cum. Customers live</b> (end of qtr)	2	6	8	16	+100%	24
<b>Cum. Gross Payers</b> (end of qtr)	561k	1.2M	2.6M	4.4M	+69%	7.5M
<b>Net payers</b> (end of qtr)	138k	256K	556K	1.33M	+137%	1.9M
<b># Cum. Game/battle/Trivia Plays</b>	502k	2.2M	4.8M	8.8M	+83%	

## CHALLENGES ARENA





**Social Esports**  
for everyone



# ONMO is built on

3 Key mobile gaming trends

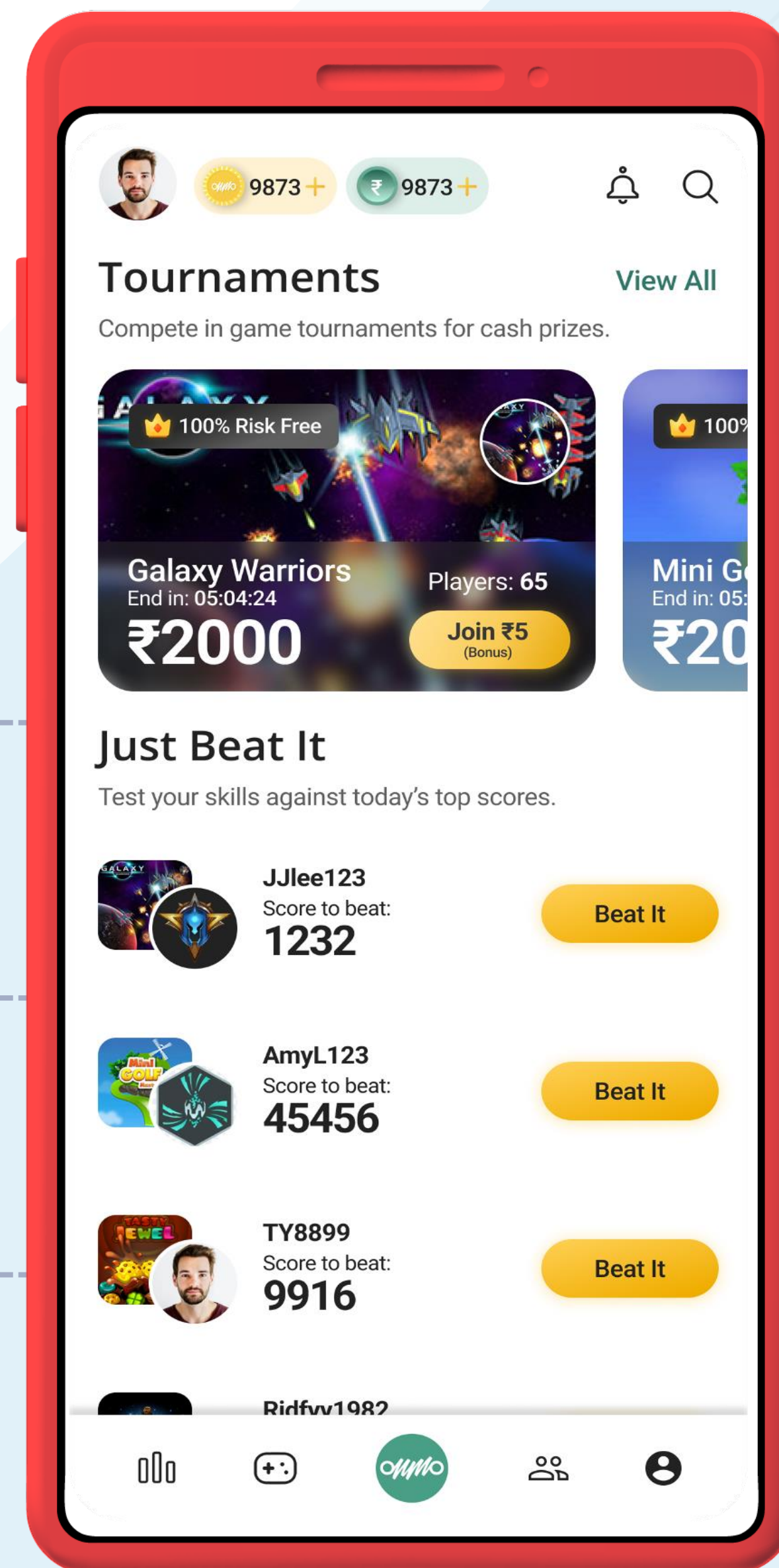


2 Disruptive technologies

Short Gaming

Social

Esports



AI

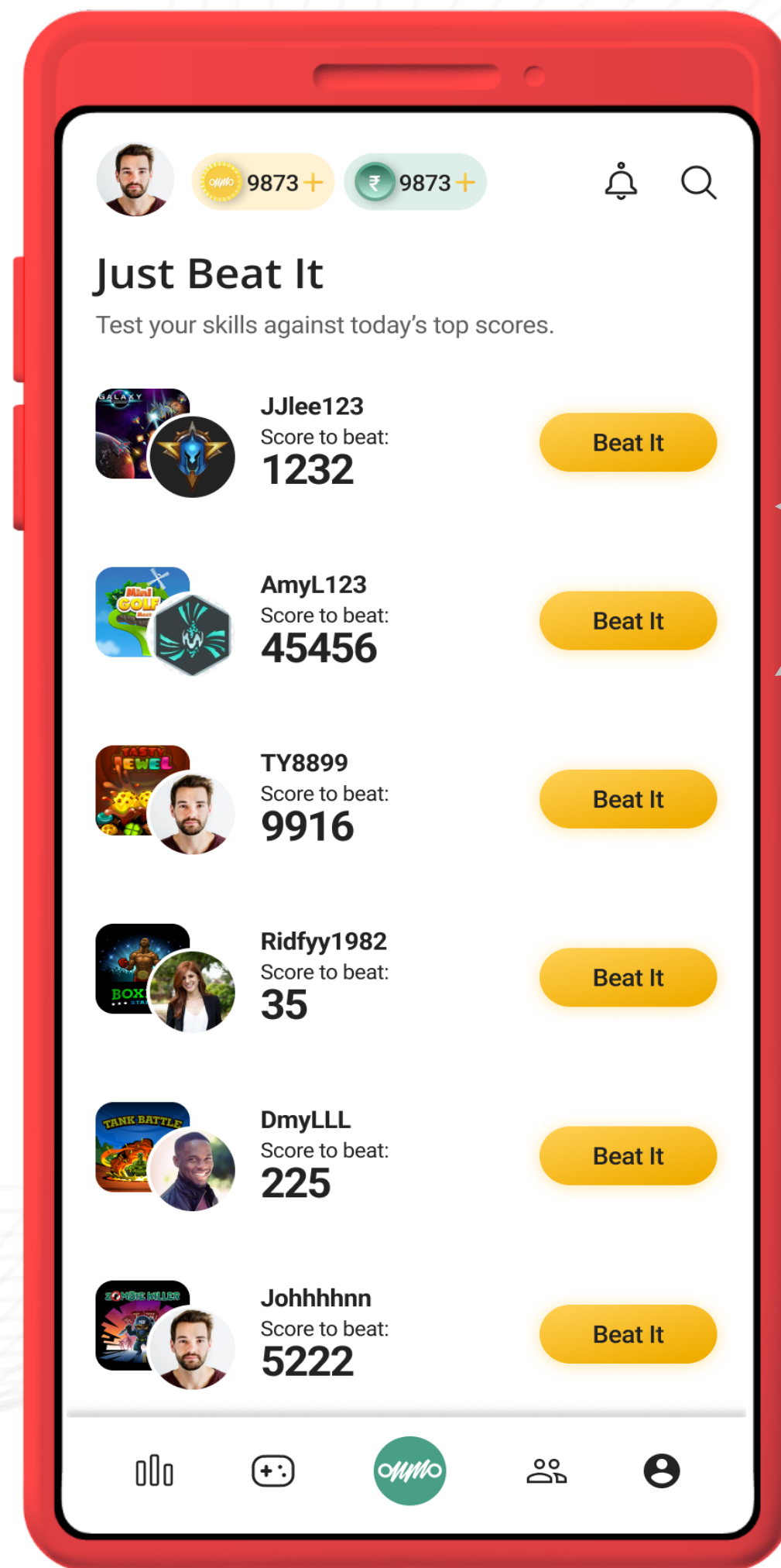
VISION AI



CLOUD GAMING

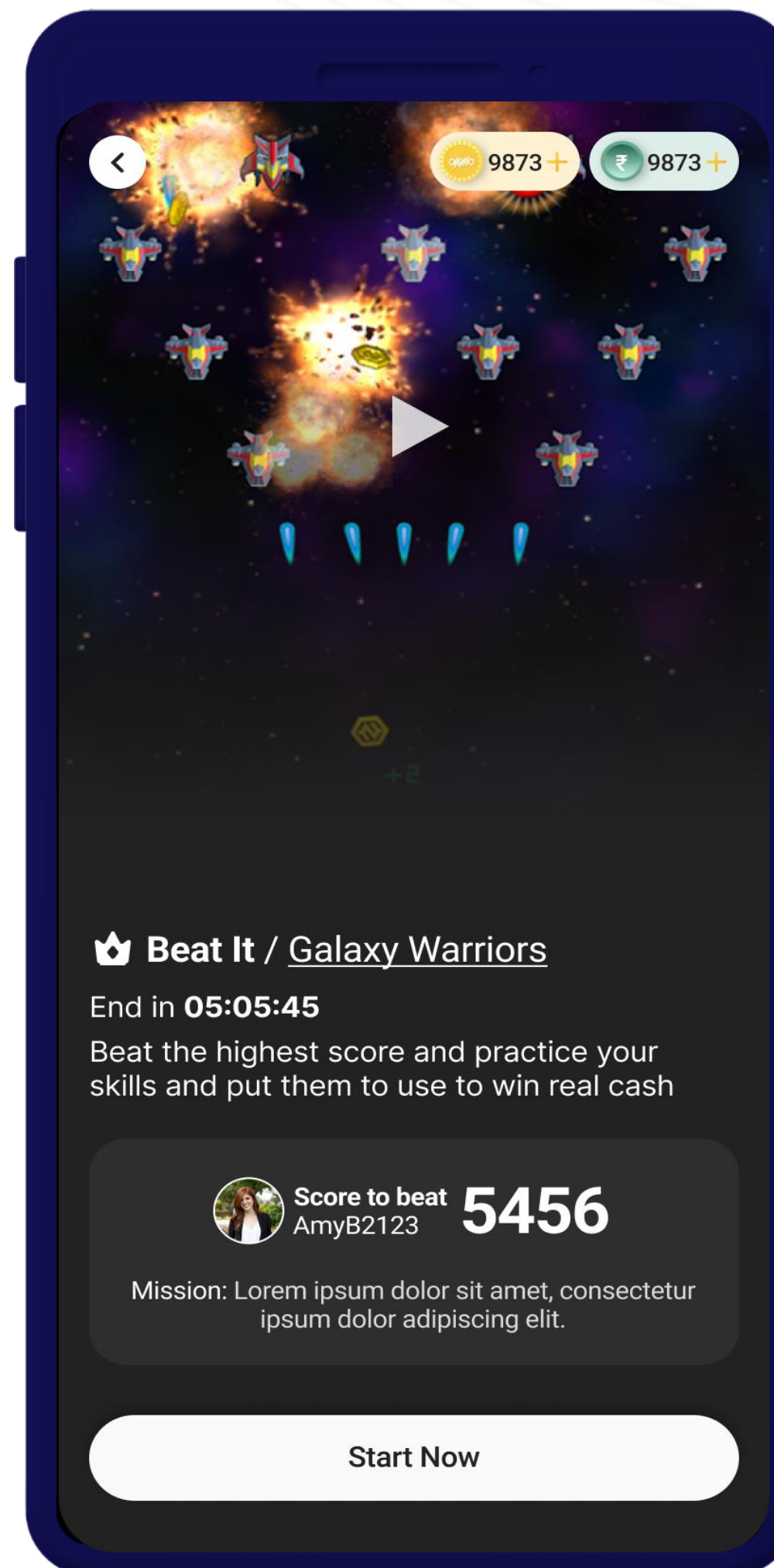
# Play Beat It esports in your personalized smart feed

## Personalized Beat It feed

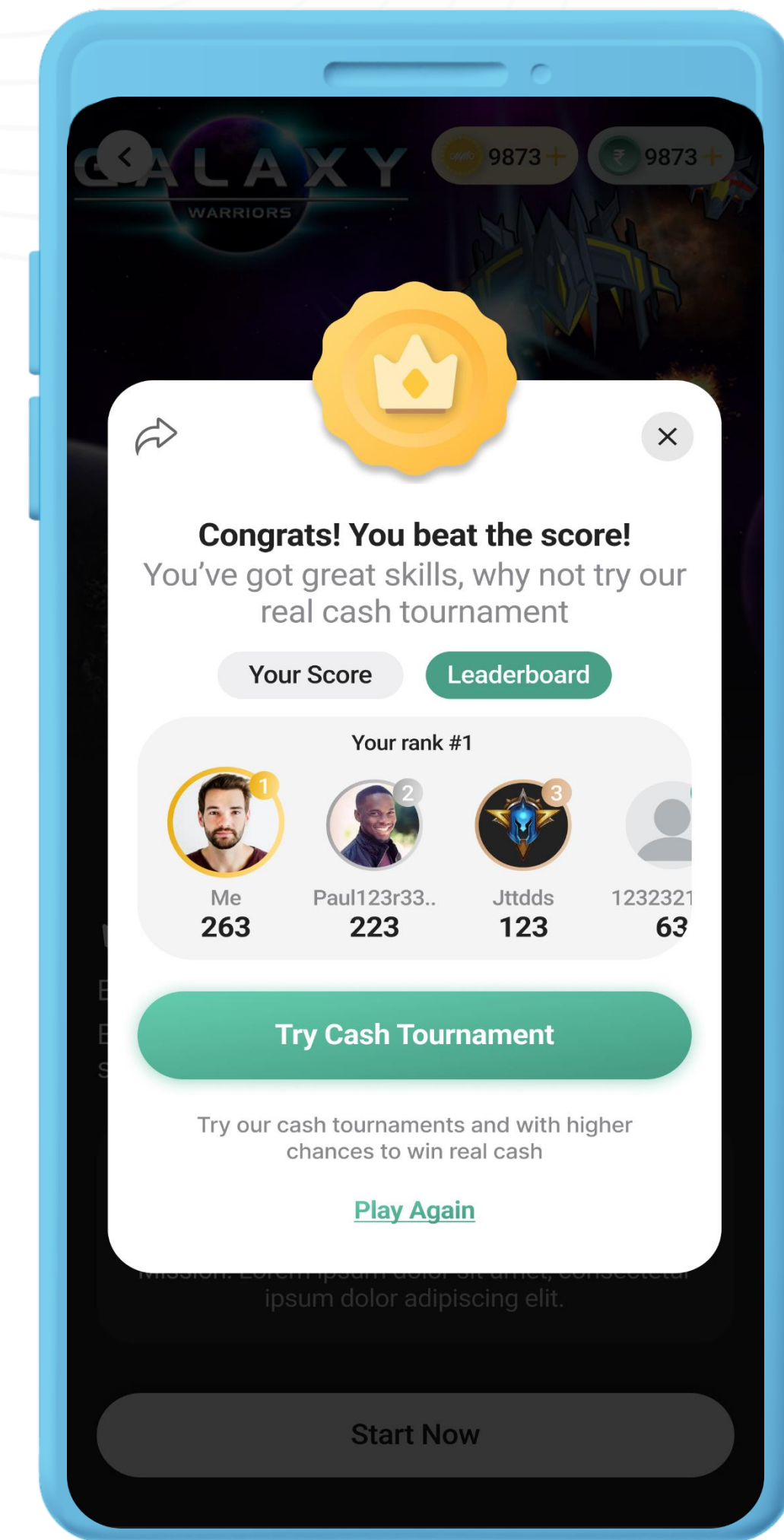


*Beat the top score in each game and get published in daily feed*

## Play & Win



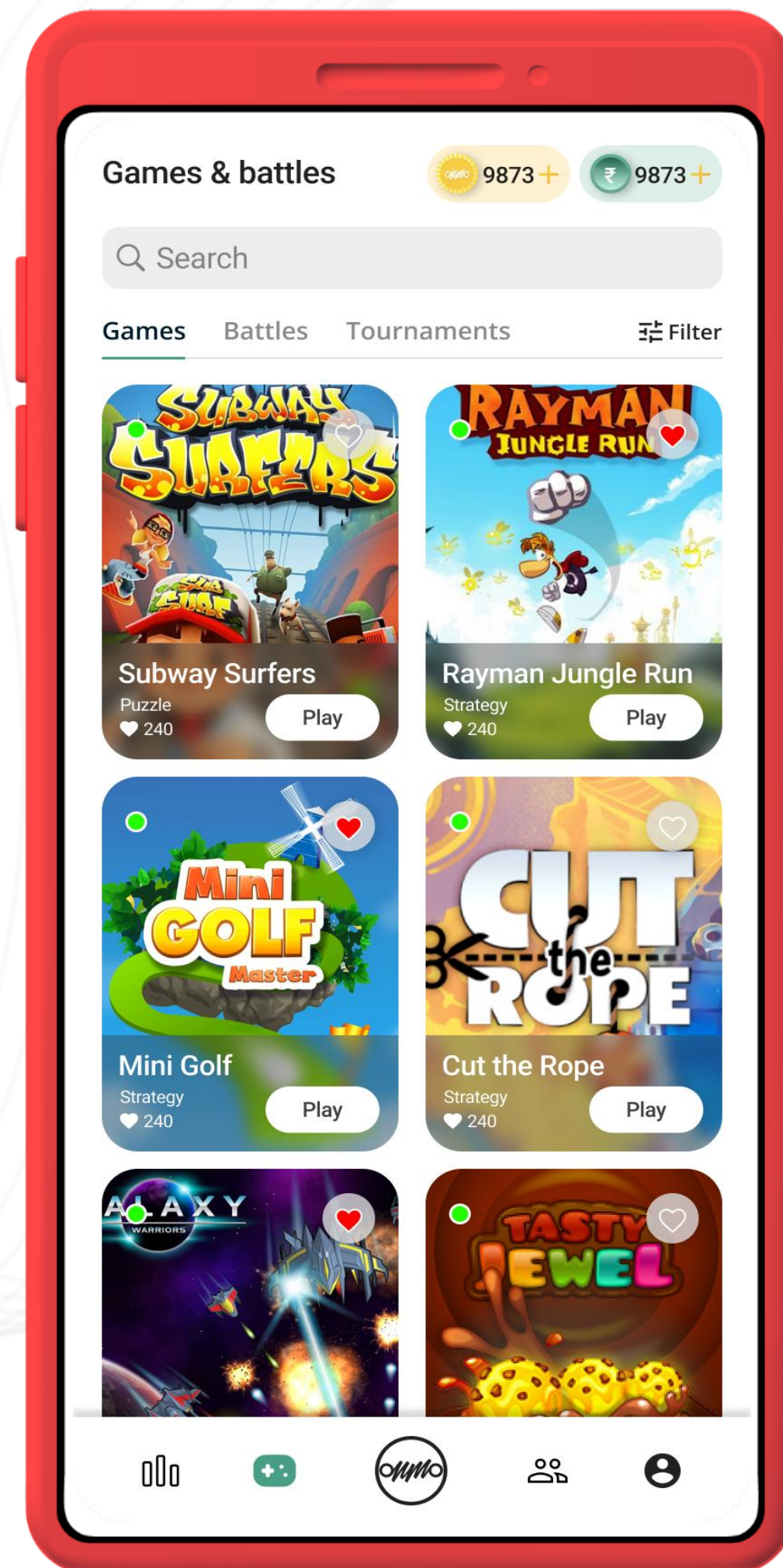
## Leaderboard Rankings



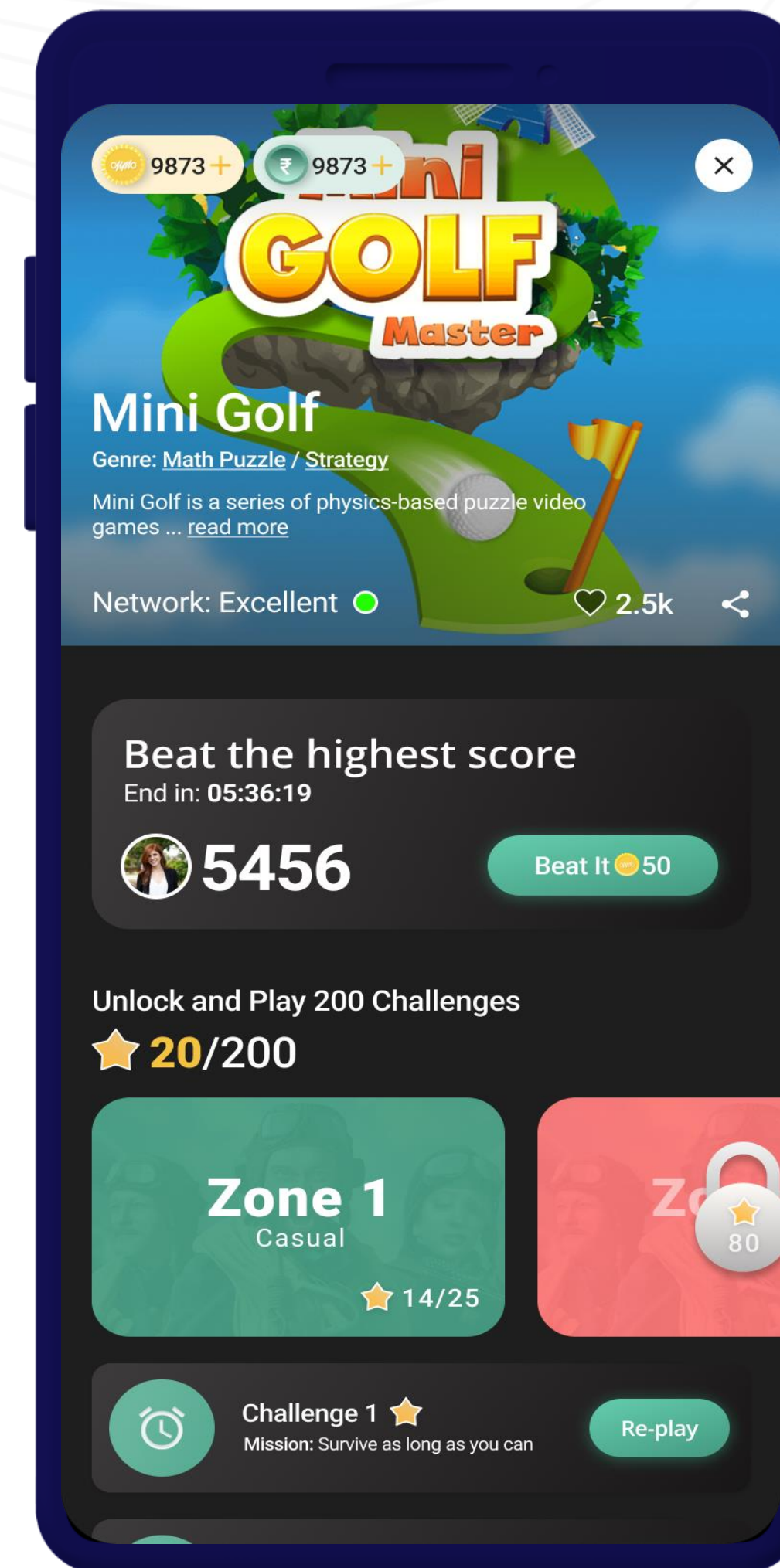
*Nudges player to play BEAT IT again to get published.*

# Discover & play thousands of Challenges from popular games

Popular games  
to choose from

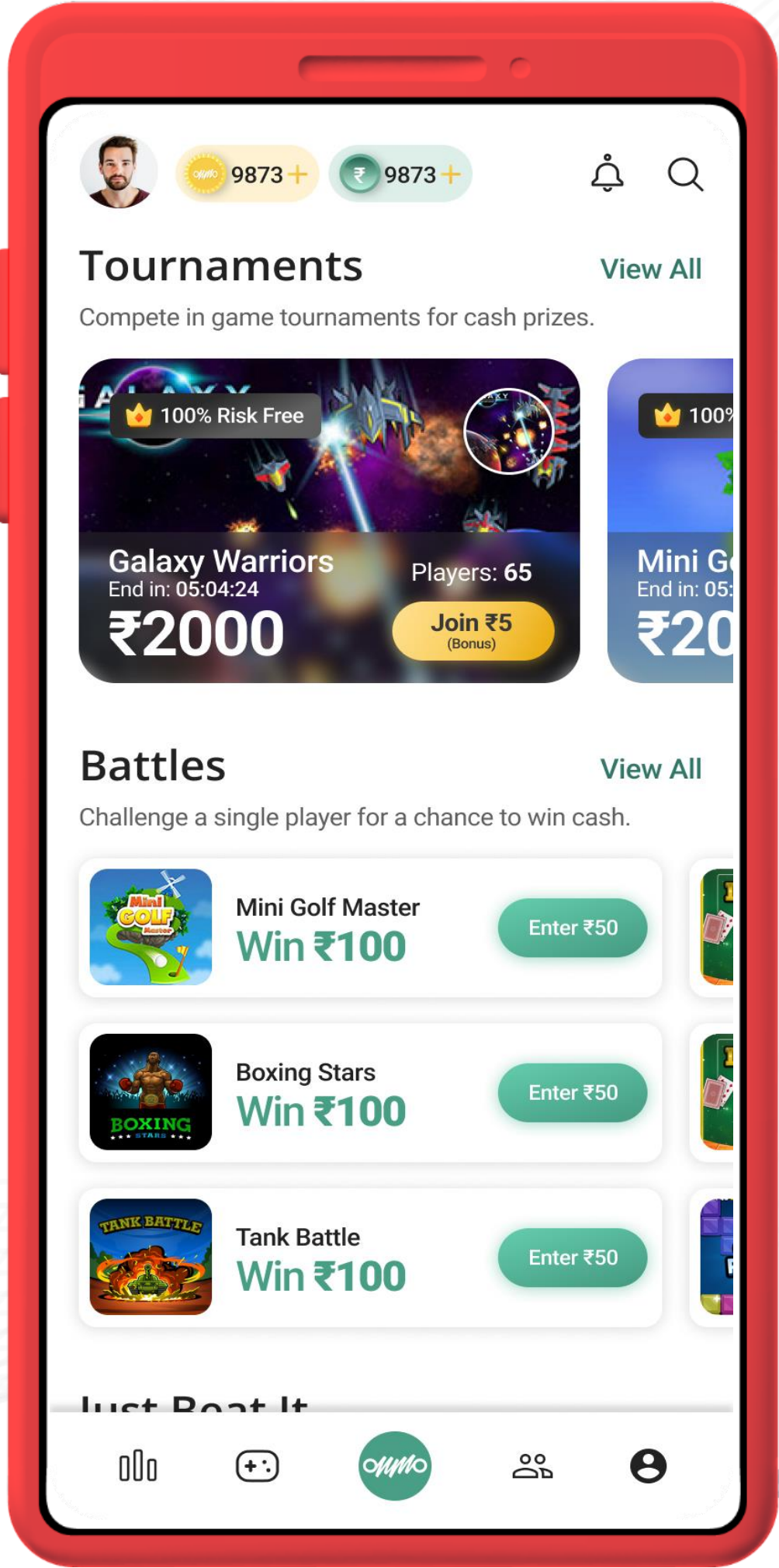


Unlock Challenges &  
progress

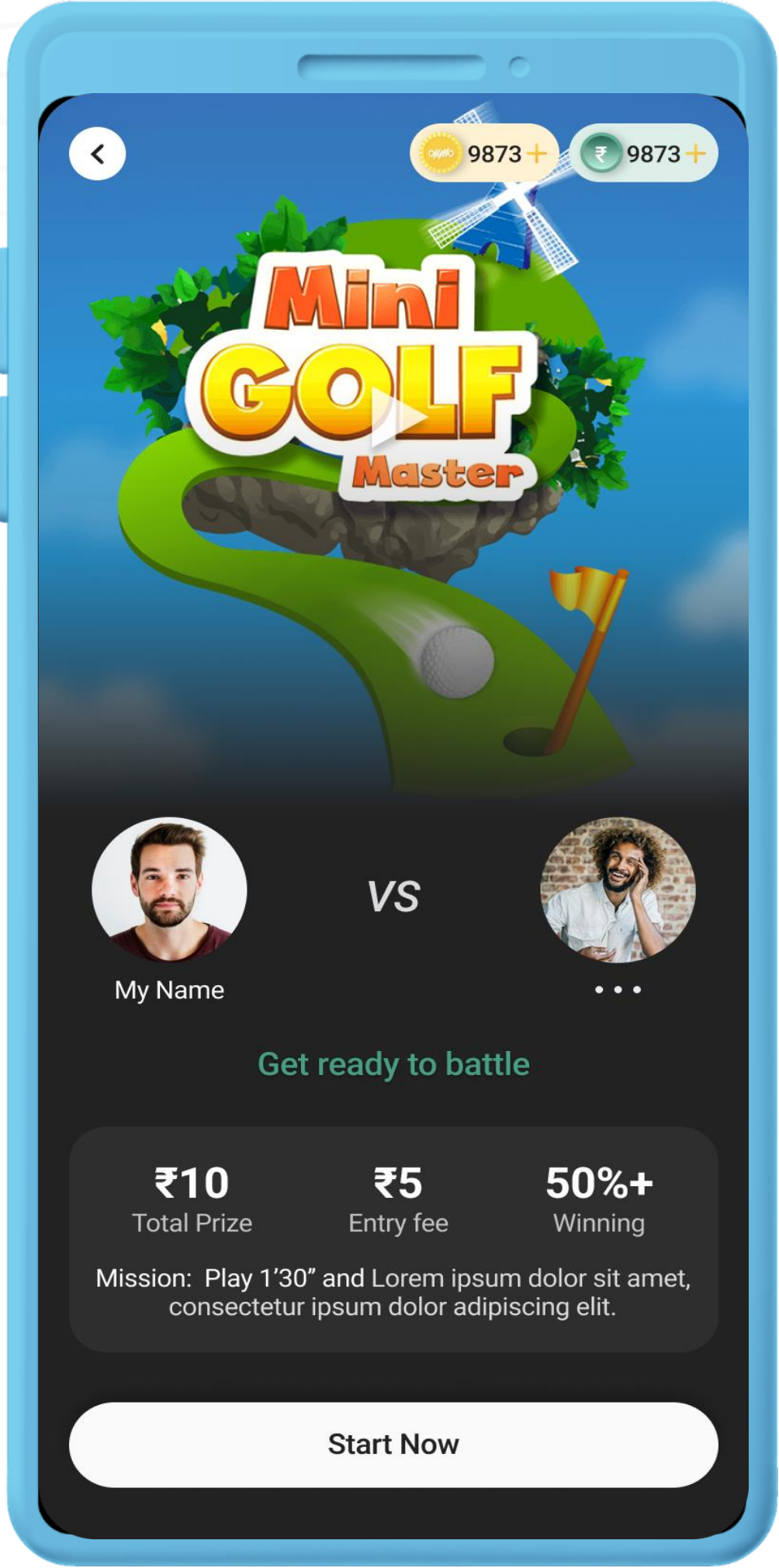
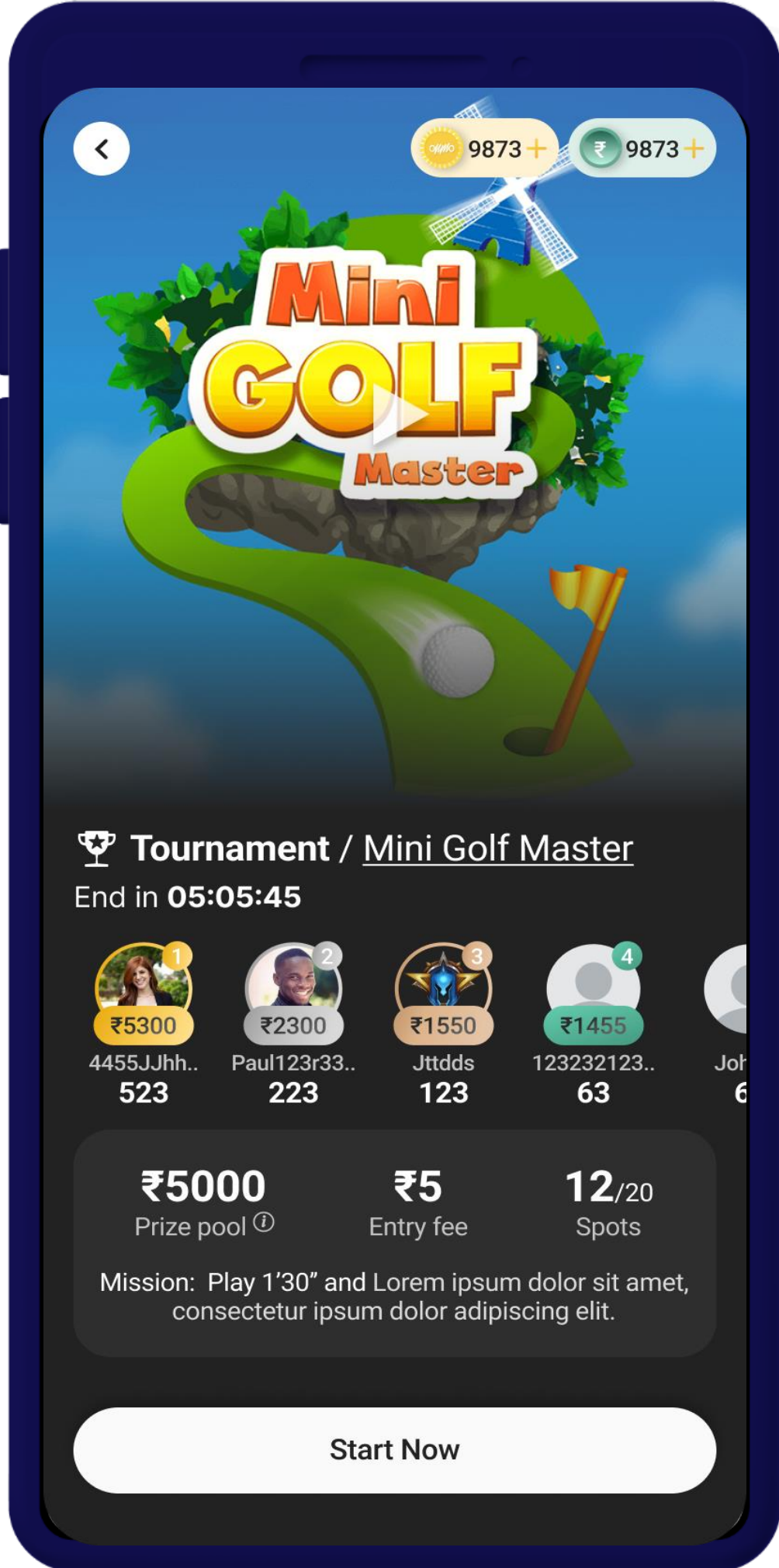


# Play Real Money Tournaments & Battles with friends in INR

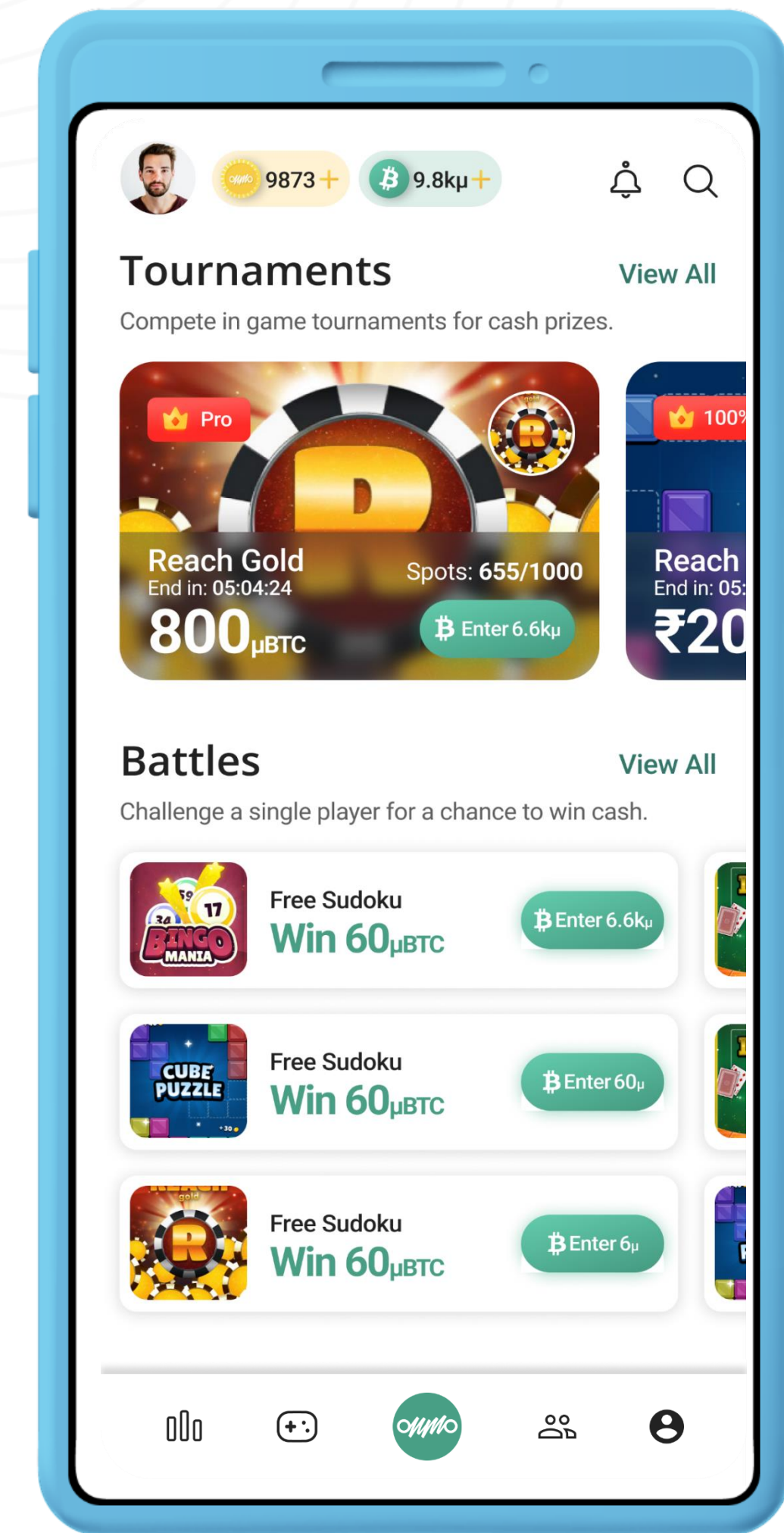
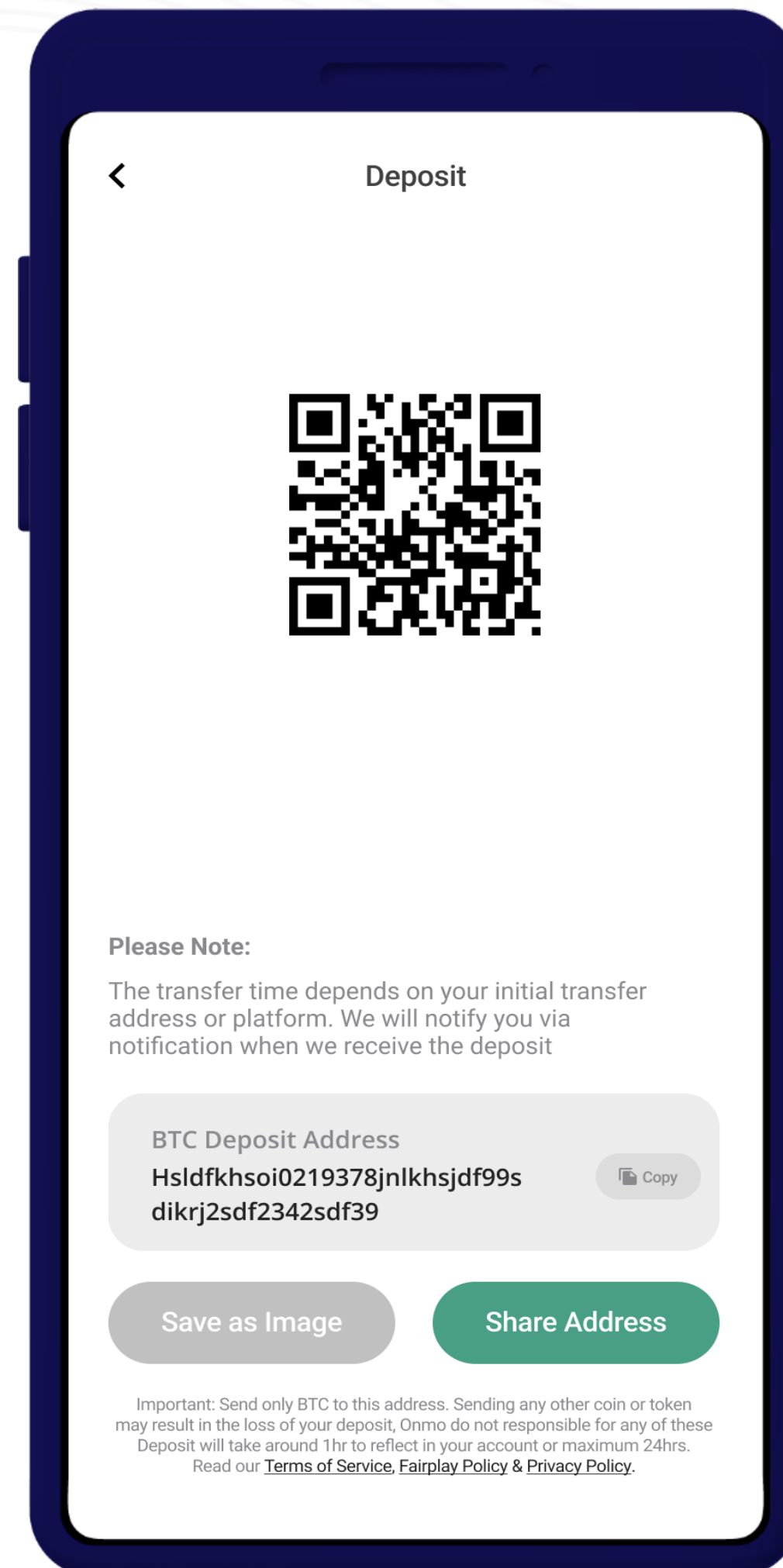
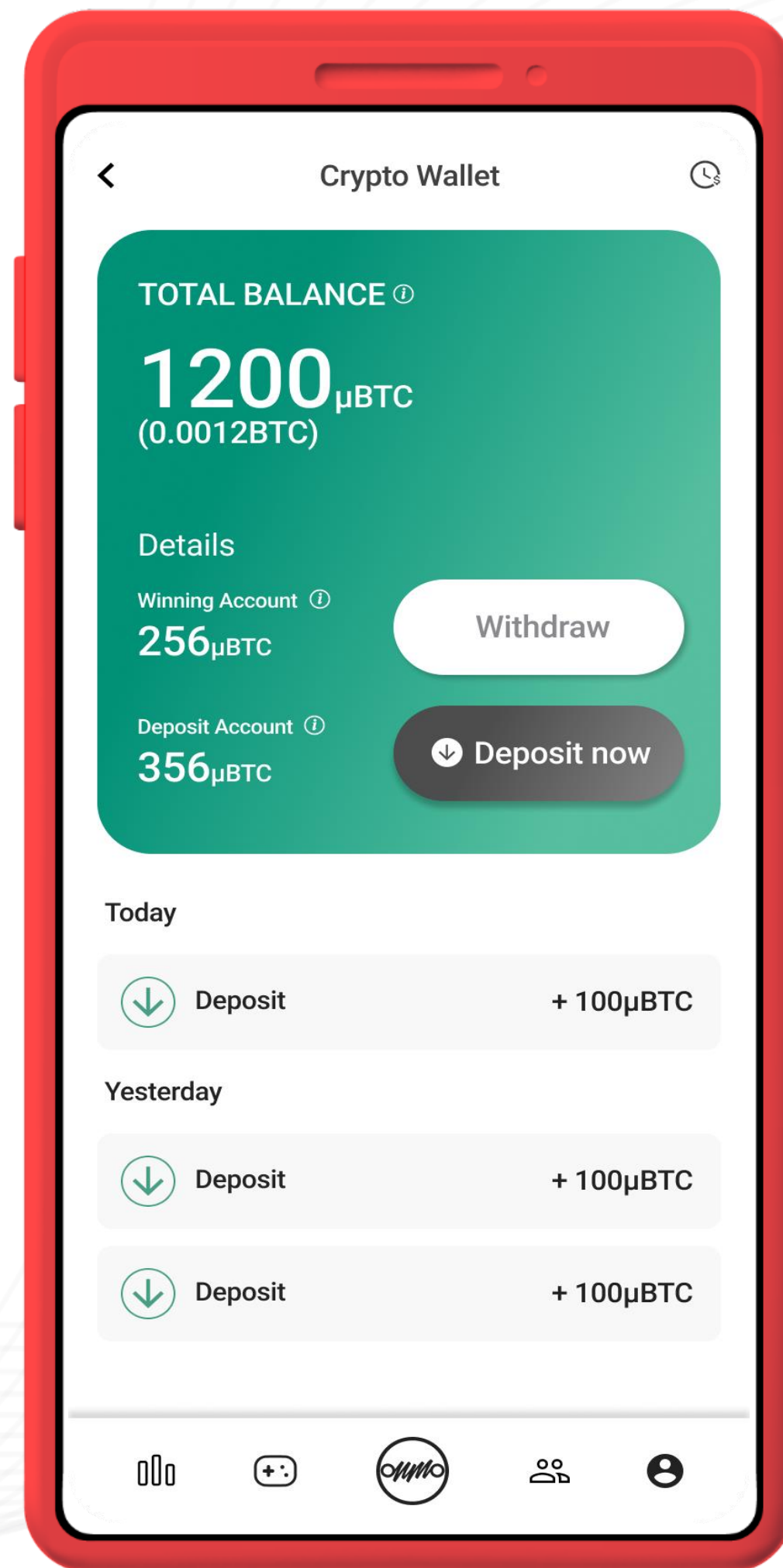
## Cash Tournaments



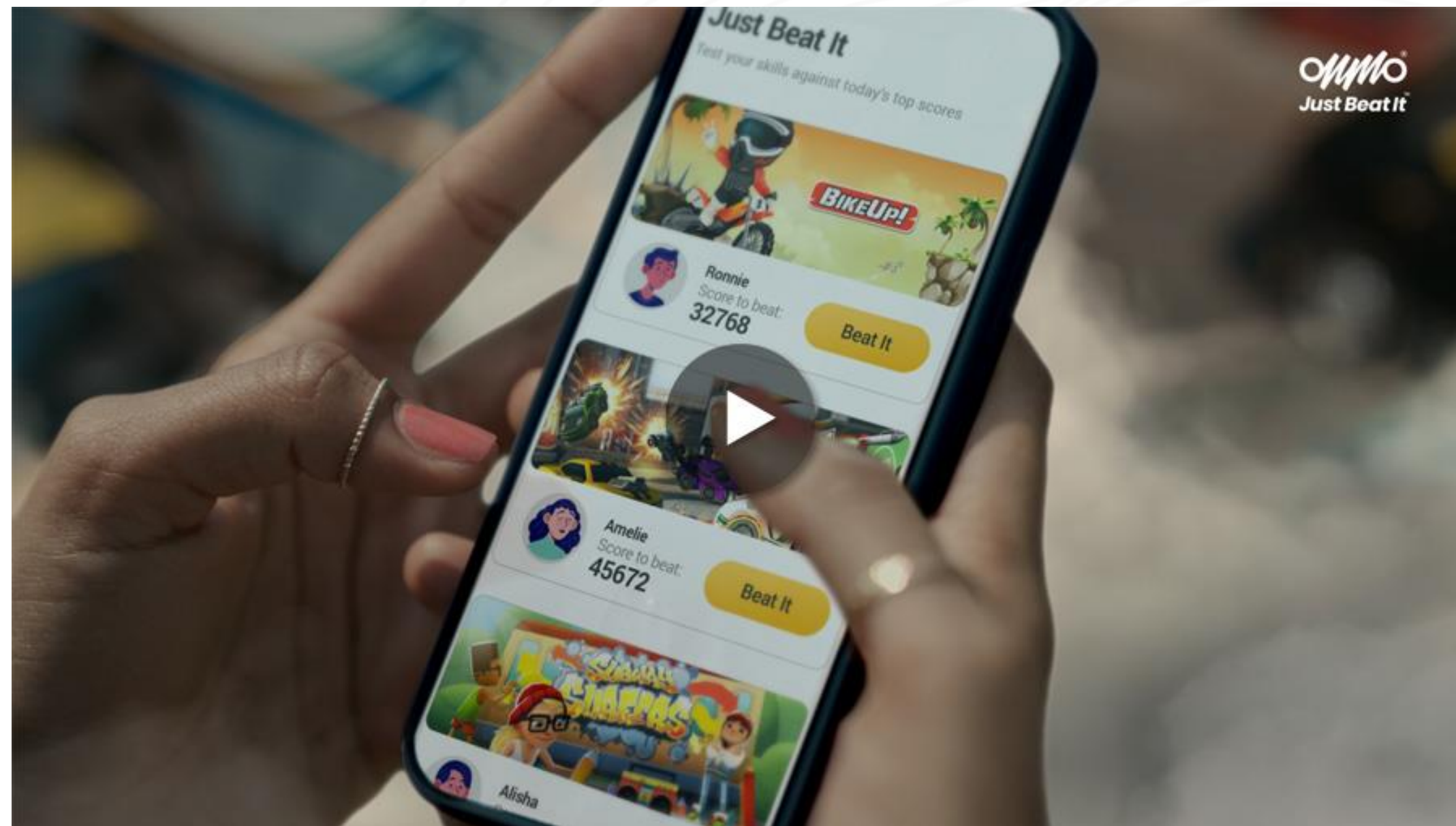
## Cash Battles



# Play using Bitcoins (BTC) across the Globe



## - Branding and global trademark



<https://www.youtube.com/watch?v=EH5ZsHLkHWg>

- ▶ Registered to use "Just Beat It" as tagline globally including #JustBeatIt
- ▶ Launched ONMO's first ad campaign with "Just Beat It" integral to the theme



- ▶ Promoted "Just Beat It" through Influencer Marketing with Top Gamers & Digital Creators

# Building the world's largest Edge Computing & Cloud Gaming Network

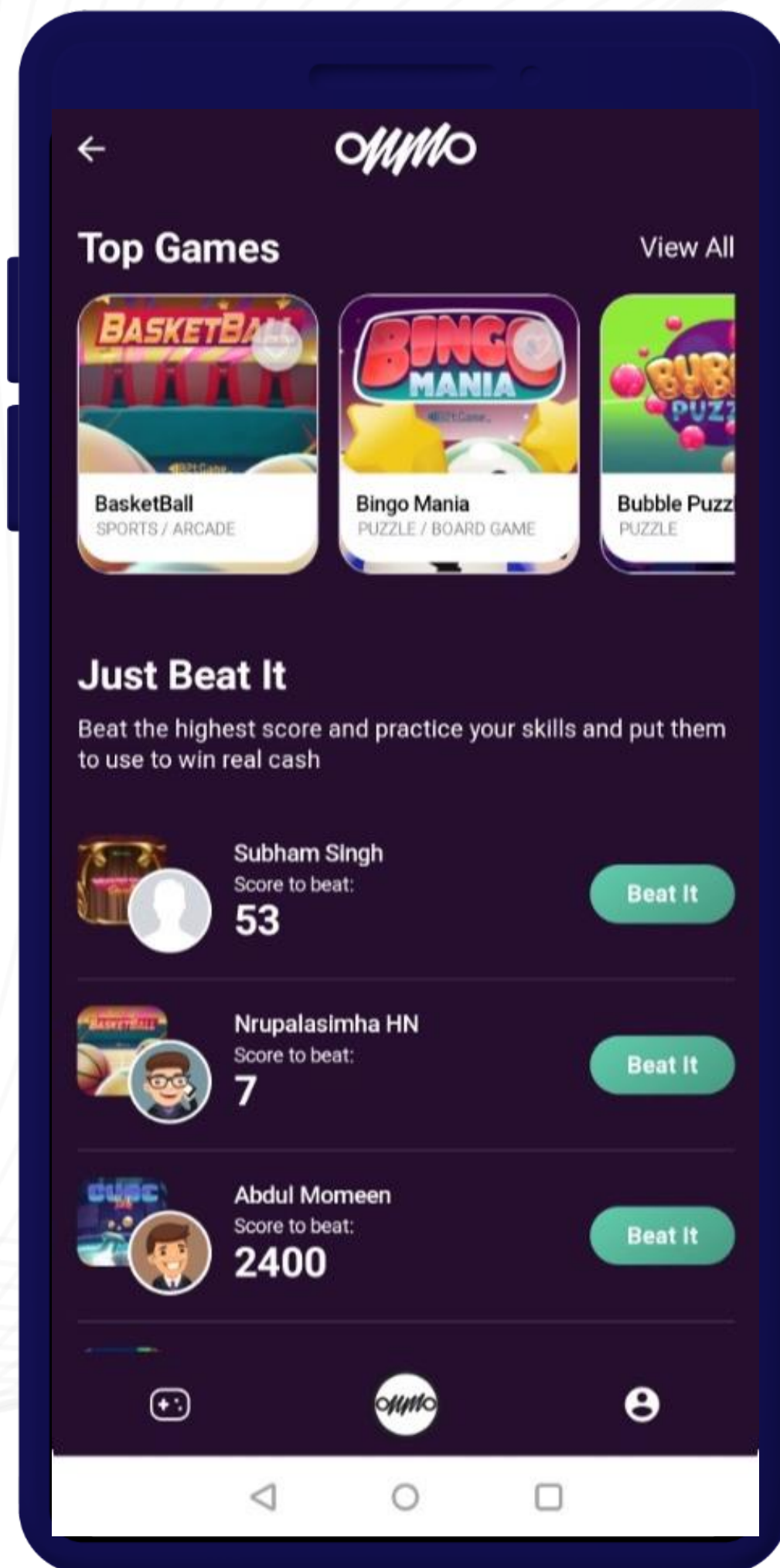


## Legend

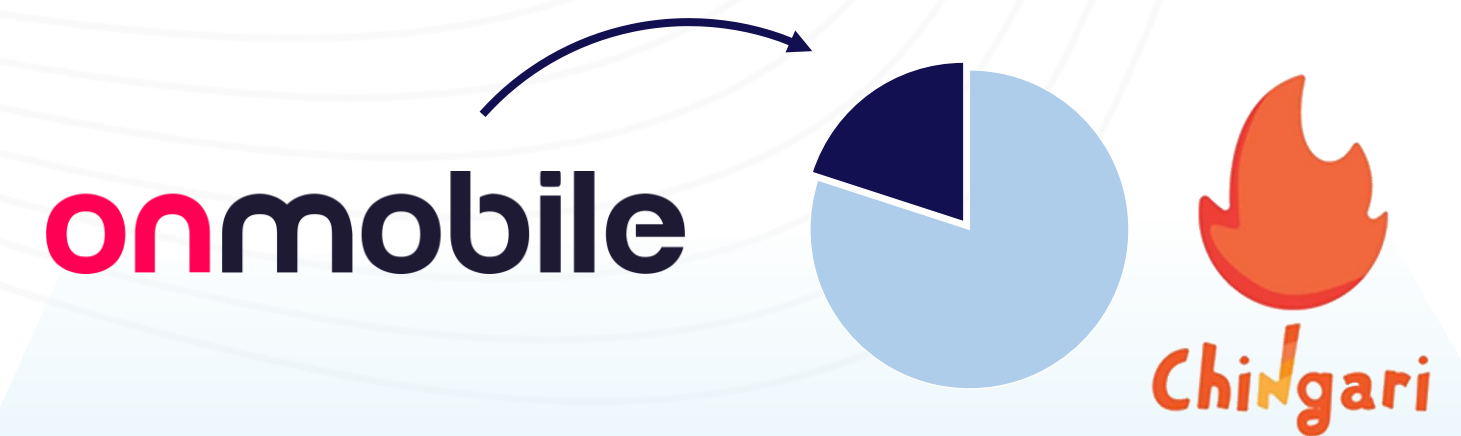
-  Amazon data center
-  Deployments planned within Mobile Operator's Network as of May 15th
-  Co-location data center

# Chingari Investment and Partnership

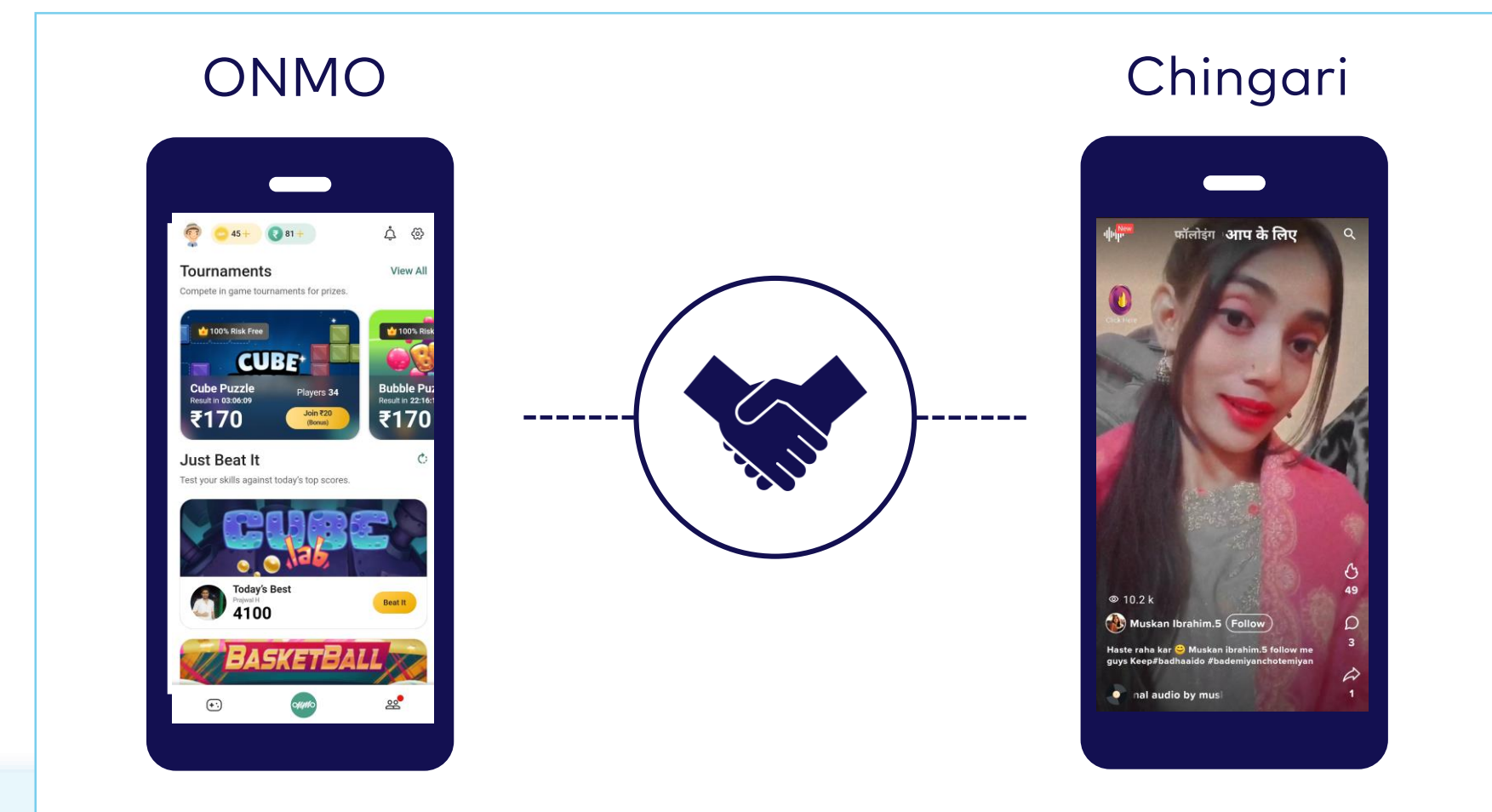
## ONMO in Chingari app



## Stake acquisition in Chingari



Access to 100Mn+ subscribers



- Equity investment in Chingari doubled in the last year
- Partnership provides ONMO with ~\$15M in marketing value over the next 5 years



# FINANCIALS

# Financial Summary Q4 FY22 Actual

<b>Gross Revenue</b>  <b>INR 1,332 Mn</b>  ■ -4.4% QoQ ■ -2.8% YoY	<b>Manpower cost</b>  <b>INR 278 Mn</b>  ■ -14.8% QoQ ■ -18.2% YoY	<b>Marketing cost</b>  <b>INR 146 Mn</b>  ■ +59.3% QoQ ■ +139.2% YoY	<b>Opex</b>  <b>INR 119 Mn</b>  ■ -13.4% QoQ ■ +14.4% YoY
<b>EBITDA</b>  <b>INR 89 Mn (7.0%)</b>  ■ -33.4% QoQ ■ -41.9% YoY	<b>Operating Profit</b>  <b>INR 64 Mn (5.0%)</b>  ■ -41.5% QoQ ■ -48.9% YoY	<b>PAT</b>  <b>INR 47 Mn (3.7%)</b>  ■ -46.5% QoQ ■ -68.8% YoY	<b>DSO</b>  <b>125 Days</b>  ■ -3 Days QoQ ■ +9 Days YoY

# Financial Summary FY22 Actual

<b>Gross Revenue</b>	<b>Manpower cost</b>	<b>Marketing cost</b>	<b>Opex</b>
<b>INR 5,443 Mn</b> ■ -5.5% YoY	<b>INR 1,231 Mn</b> ■ -12.2% YoY	<b>INR 398 Mn</b> ■ +50.9% YoY	<b>INR 529 Mn</b> +7.4% YoY
<b>EBITDA</b>	<b>Operating Profit</b>	<b>PAT</b>	<b>DSO</b>
<b>INR 459 Mn (8.8%)</b> ■ -32.7% YoY	<b>INR 355 Mn (6.8%)</b> ■ -35.9% YoY	<b>INR 325 Mn (6.2%)</b> ■ -29.4% YoY	<b>125 Days</b> ■ +9 Days YoY

# P&L Q4 FY22

P&L(INR Mn)	Q4 FY22 Act	Q3 FY22 Act	QoQ Gr %	Q4 FY21 Act	YoY Gr %
Gross Revenue	1,332	1,393	-4.4%	1,370	-2.8%
COGS	698	702	-0.6%	710	-1.6%
<b>Gross Profit</b>	<b>633</b>	<b>690</b>	<b>-8.3%</b>	<b>660</b>	<b>-4.0%</b>
<b>Margin (%)</b>	<b>49.8%</b>	<b>51.8%</b>		<b>50.5%</b>	
Manpower Cost	278	326	-14.8%	340	-18.2%
Marketing Cost	146	92	59.3%	61	139.2%
Other Opex	119	138	-13.4%	104	14.4%
<b>EBITDA</b>	<b>89</b>	<b>134</b>	<b>-33.4%</b>	<b>154</b>	<b>-41.9%</b>
<b>Margin (%)</b>	<b>7.0%</b>	<b>10.1%</b>		<b>11.8%</b>	
Depreciation	25	25	2.9%	28	-11.3%
<b>Operating Profit</b>	<b>64</b>	<b>110</b>	<b>-41.5%</b>	<b>125</b>	<b>-48.9%</b>
<b>Margin (%)</b>	<b>5.0%</b>	<b>8.2%</b>		<b>9.6%</b>	
<b>Profit After Tax</b>	<b>47</b>	<b>87</b>	<b>-46.5%</b>	<b>149</b>	<b>-68.8%</b>
<b>Margin (%)</b>	<b>3.7%</b>	<b>6.5%</b>		<b>11.4%</b>	
EPS (Diluted)	0.4	0.3	75.4%	1.1	-59.4%
<b>Cash Profit</b>	<b>68</b>	<b>104</b>	<b>-34.4%</b>	<b>119</b>	<b>-42.9%</b>

\*COGS & UFF refers to Content Cost, Contest / Gratification Cost and Customer Acquisition Cost

# P&L FY22

P&L(INR Mn)	FY'22 Act	FY'21 Act	Growth %
Gross Revenue	5,443	5,760	-5.5%
COGS	2,826	2,919	-3.2%
<b>Gross Profit</b>	<b>2,617</b>	<b>2,841</b>	<b>-7.9%</b>
<b>Margin (%)</b>	<b>50.4%</b>	<b>51.5%</b>	
Manpower Cost	1,231	1,402	-12.2%
Marketing Cost	398	264	50.9%
Other Opex	529	492	7.4%
<b>EBITDA</b>	<b>459</b>	<b>682</b>	<b>-32.7%</b>
<b>Margin (%)</b>	<b>8.8%</b>	<b>12.4%</b>	
Depreciation	104	128	-19.0%
<b>Operating Profit</b>	<b>355</b>	<b>554</b>	<b>-35.9%</b>
<b>Margin (%)</b>	<b>6.8%</b>	<b>10.1%</b>	
<b>Profit After Tax</b>	<b>325</b>	<b>460</b>	<b>-29.4%</b>
<b>Margin (%)</b>	<b>6.2%</b>	<b>8.3%</b>	
EPS (Diluted)	3.1	4.4	-29.4%
<b>Cash Profit</b>	<b>353</b>	<b>543</b>	<b>-35.0%</b>

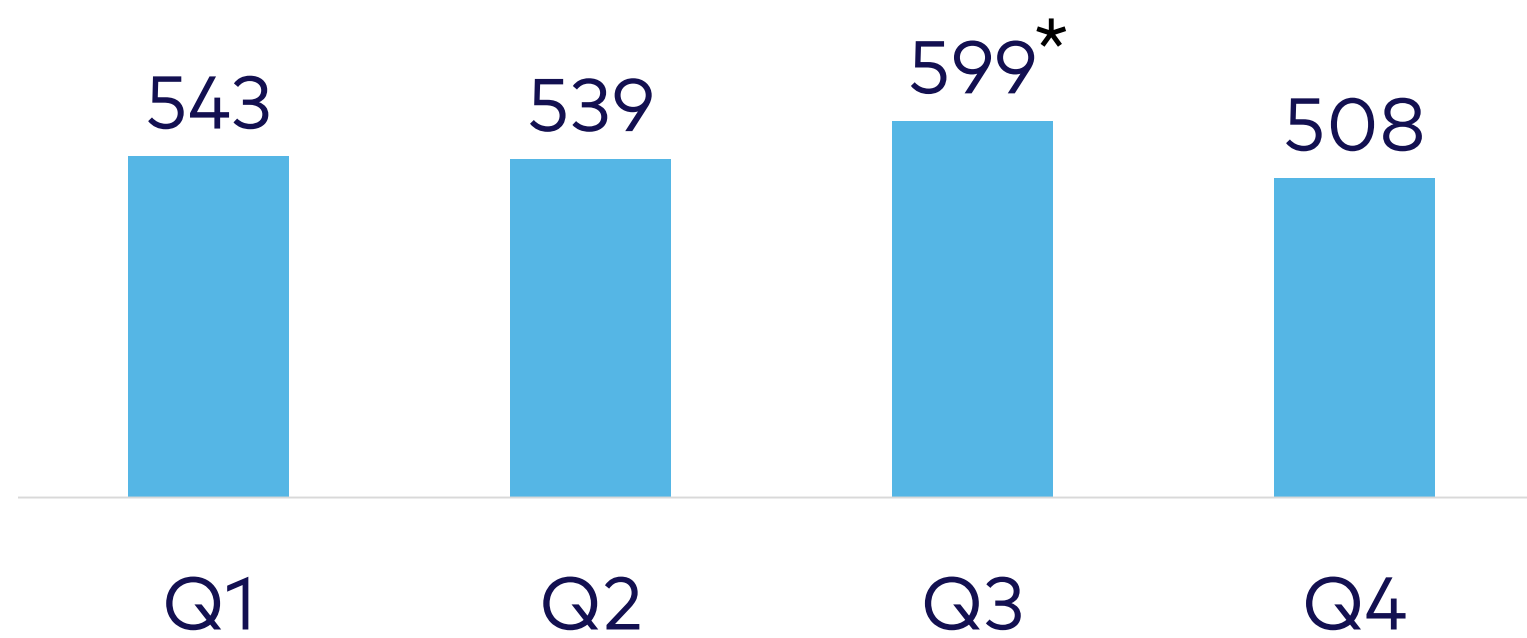
*\*COGS & UFF refers to Content Cost, Contest / Gratification Cost and Customer Acquisition Cost*

# Financial Highlights for the full year 21-22

- Challenges arena revenue has been doubling QoQ; achieved mark of over INR 35 Mn monthly revenue in March'22
- Full year revenues impacted by Euro depreciation and customer driven policies in Spain which have since been mitigated
- Chingari investments : valuation doubled as compared to the initial investment
- 26 cumulative customer agreements for Challenges Arena by March'22
- ONMO B2C Cash battles launched in India
- Savings of 12.2% in manpower costs for FY'22
- Marketing cost grew by 50.9% (13 Crs INR) for FY'22 on account of marketing investment in 16 new customer launches with revenues flowing in the coming quarters
- EBITDA at INR 459 Mn at 8.8%; lower due to marketing investment

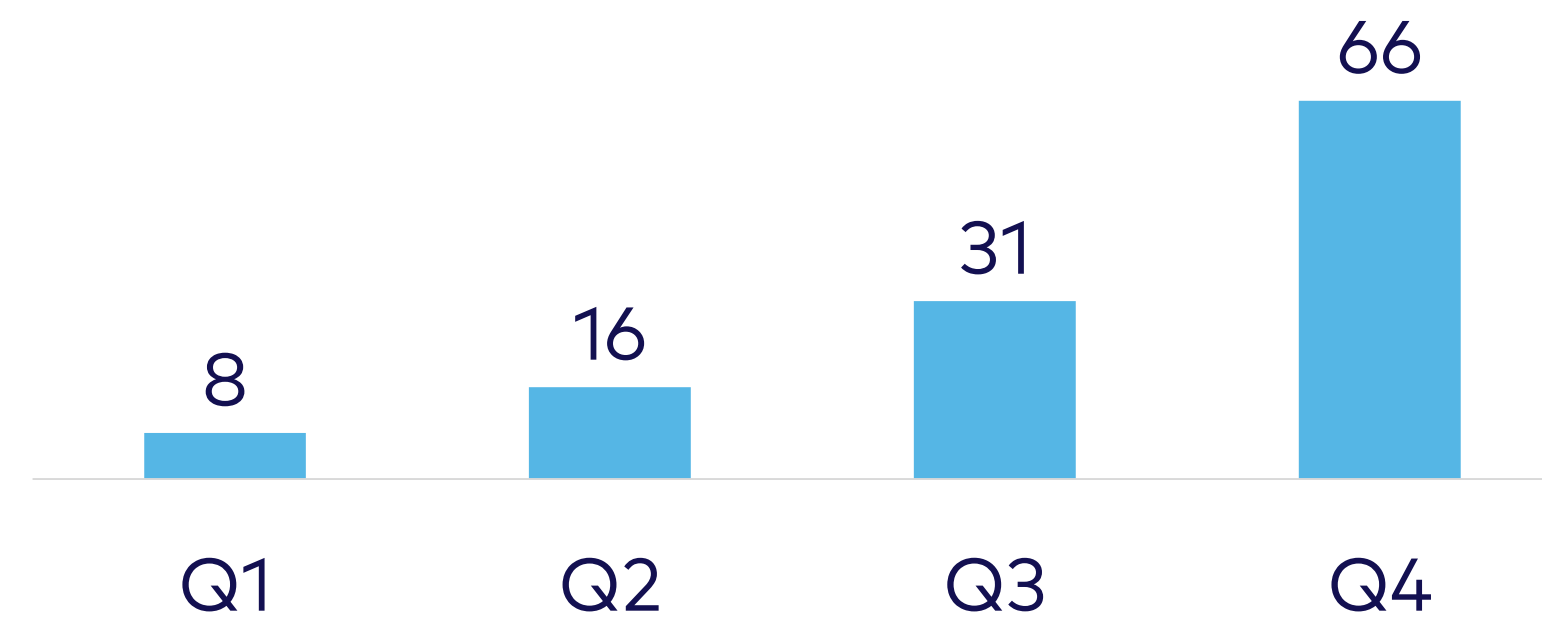
# Revenue by Product (in INR Mn)

## Tones



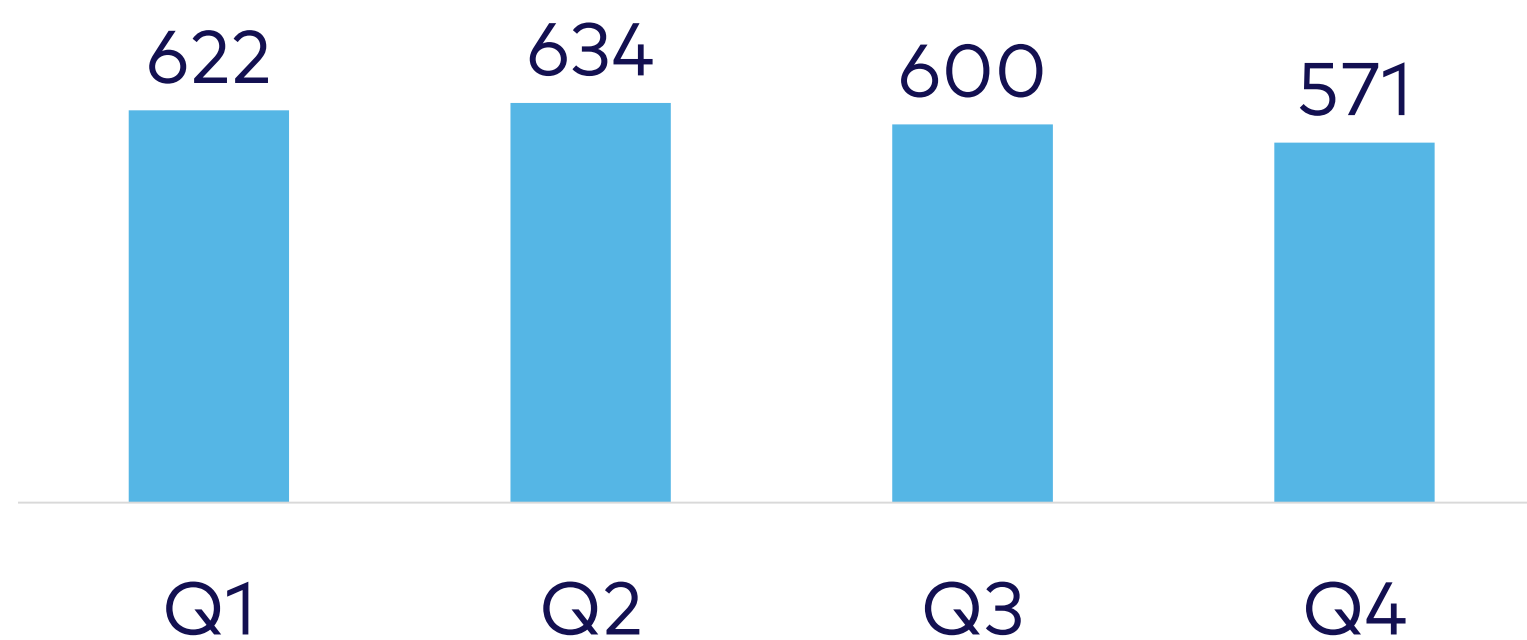
- Stable revenues considering a onetime contract of INR 56 mn in Q3

## Challenges Arena



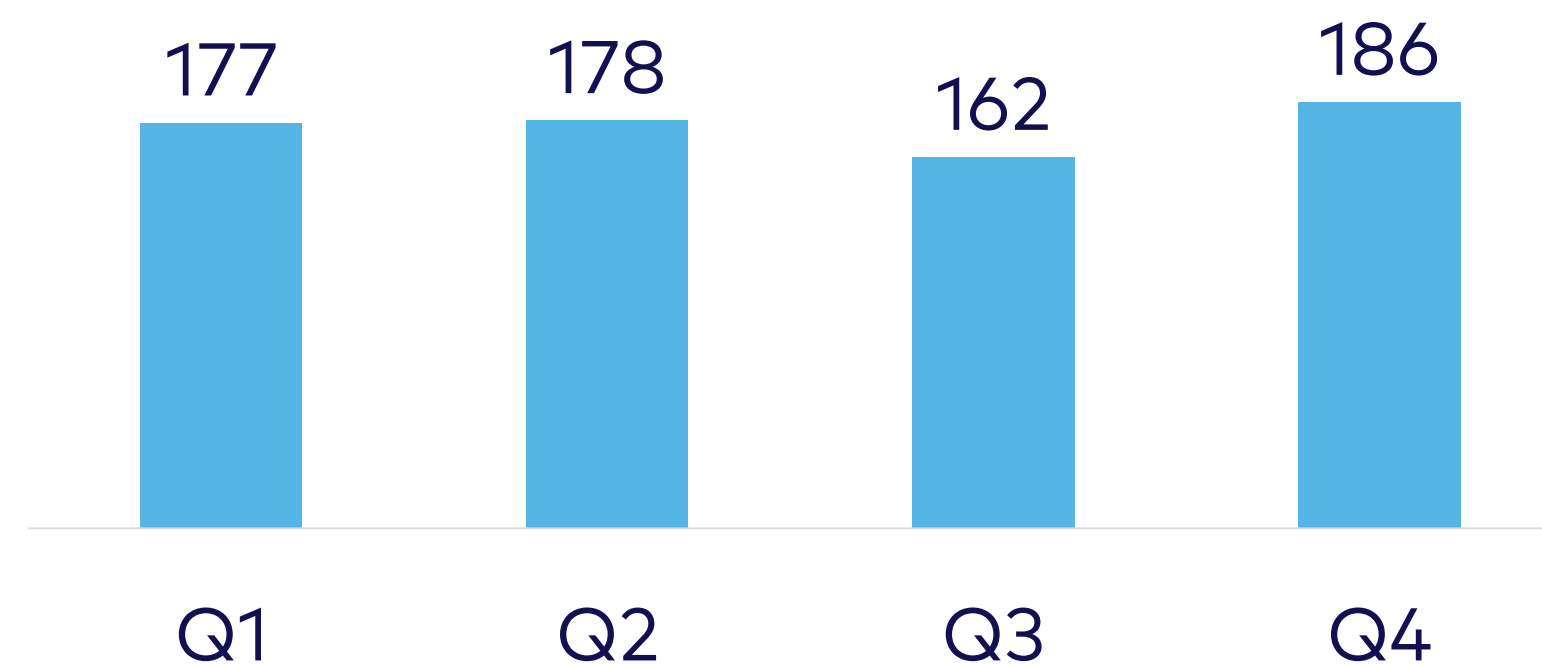
- 100% growth per quarter

## Videos



- Operator policies limiting sub acquisition and increased refunds, now stabilized

## Legacy Contests and Games



- Transitioning towards CA & ONMO

# Cash Position

INR Mn	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY'22
Gross Cash	2,659	2,323	2,736	2,662	2,272	1,778	1,445	1,352
Less: Total Debt	-	-	-	-	-	-	-	-
Net Cash	2,659	2,323	2,736	2,662	2,272	1,778	1,445	1,352

Changes in Q1  
due to:-

- a) Chingari Investment of INR 318 Mn
- b) ONMO Prod devpt cost INR 71 Mn

Changes in Q2  
due to:-

- a) Customer acquisition cost payment of INR 365 Mn
- b) ONMO Prod devpt cost of INR 109 Mn
- c) RobO acquisition INR 31 Mn

Changes in Q3  
due to:-

- a) Chingari Investment of INR 110 Mn
- b) ONMO Prod devpt cost of INR 149 Mn
- c) Dividend paid of INR 158 Mn

Changes in Q4  
due to Prod devpt  
cost of INR 108  
Mn

# Ratio Analysis

Ratio Analysis	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22
<b>Profit and Loss</b>								
International revenue / revenue	86%	86%	85%	85%	86%	85%	83%	80%
Gross profit / revenue	52%	52%	51%	50%	50%	50%	52%	50%
Revenue per Employee (INR'000)	2,107	2,076	2,084	1,984	2,088	2,226	2,496	2,382
EBITDA per Employee (INR'000)	284	221	253	229	225	147	240	160
Aggregate employee costs / revenue	24%	26%	25%	26%	23%	25%	25%	22%
Operating profit / revenue	12%	9%	10%	10%	9%	5%	8%	5%
Profit before tax (PBT) / revenue*	14%	8%	12%	11%	17%	4%	9%	6%
<b>Balance sheet</b>								
Current ratio	2.1	2.1	2.2	2.0	2.0	1.7	1.6	1.8
Day's sales outstanding (Days)	137	140	120	116	122	128	128	125
Liquid assets / total assets (%)	57%	53%	53%	51%	48%	44%	38%	38%
Liquid assets / total sales ratio	3.6	3.3	3.3	3.5	3.4	3.1	2.6	2.6

\*PBT before Exceptional Gains

# Investment Rationale

## 20 Years of Experience



Forging partnerships with mobile operators



Launching & managing telco grade operations

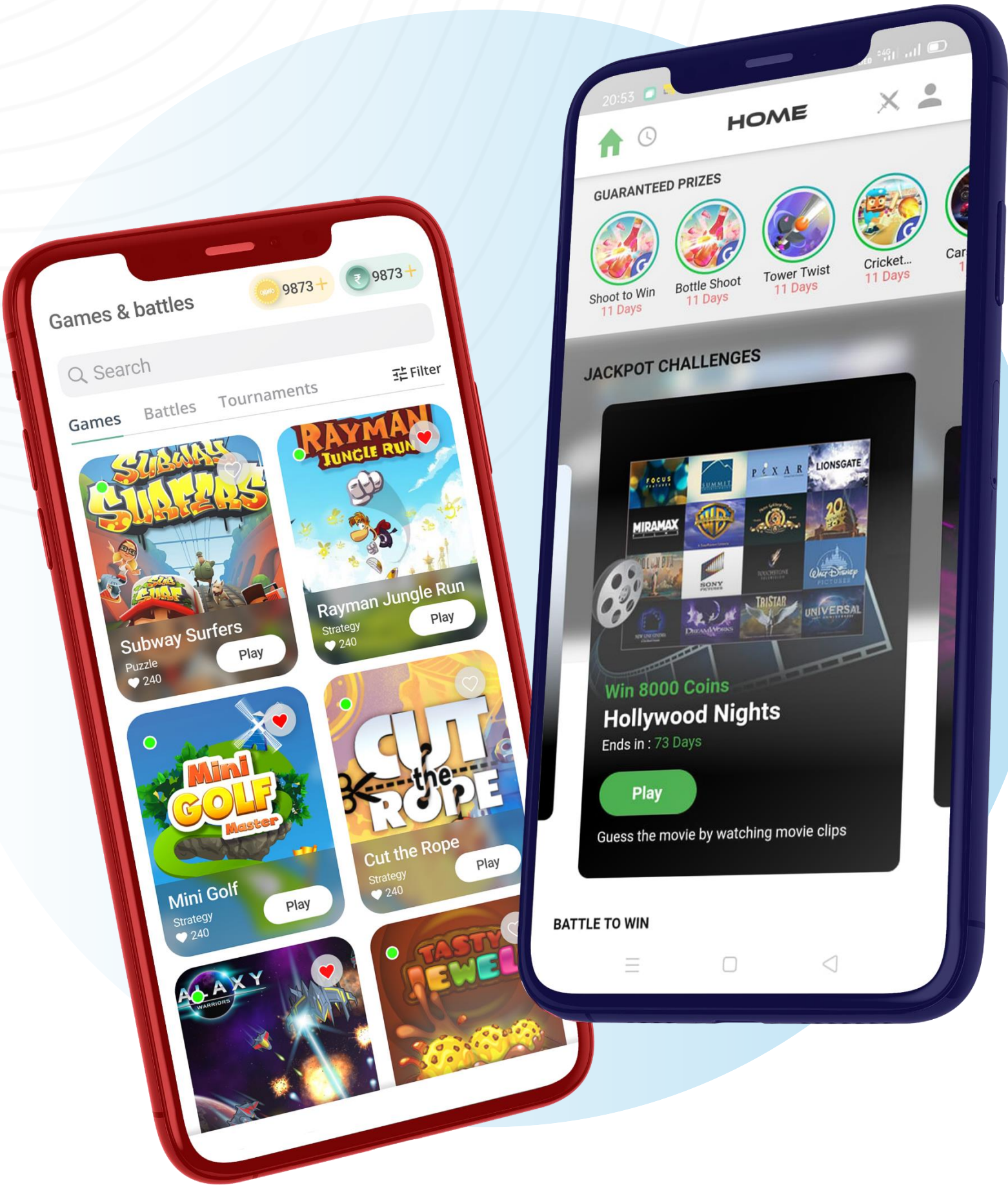


Activating and managing billions of subscribers over the years



Capturing the gaming space with robust products:

**B2B2C & D2C**



## Key Enablers



Active in  
**101**  
Mobile Operators



**2978**  
Servers deployed inside Telco's Network



**320**  
Sales & Tech Team (Mobile Operators dedicated)



**75M**  
Monthly paying users

# Vision 2025

Leaders in cutting-edge

## Mobile Gaming & Entertainment

200

### Mobile Operators

Sign 200 mobile operators and deploy our gaming services

1000

### Enterprises

Extend our gaming platform (GPAAS) to over 1000 enterprises & top brands in the next 5 years

250M

### Active Users

Grow to over 250 Million active users across our B2B2C & D2C products

1000s

### Edge servers

Create the world's largest Edge Computing Network with thousands of ONMO servers installed directly inside operators nodes

# Established Team



**François-Charles Sirois**

**Executive Chairman  
OnMobile Global**

**Expertise**

Entrepreneur par-excellence, immense experience in corporate mergers, acquisitions and financing with talent for developing successful joint ventures with innovative partners.

**Leadership Positions**



**Sanjay Baweja**

**MD & Global CEO  
OnMobile Global**

**Expertise**

An experienced business professional adept at running industry agnostic businesses as well as startups. A turnaround and M&A strategist, he worked in leadership positions in Flipkart, Tata Communications Ltd, Bhartiya Group, Emaar MGF etc.

**Leadership Positions**



**Krish Seshadri**

**Chief Executive Officer,  
ONMO**

**Expertise**

A seasoned leader with over two decades of experience in building and scaling products while leading global businesses across India, Asia-Pacific, USA and Europe.

**Leadership Positions**



**Asheesh Chatterjee**

**Global Group  
CFO**

**Expertise**

An accomplished business leader, growth partner, and change enabler with decades of experience in multiple aspects of finance and multi-industry experience in broadcast media, digital media, OTT, manufacturing, and film/TV production.

**Leadership Positions**





Global Leader in Mobile Entertainment

For any queries  
mail us at

 [investors@onmobile.com](mailto:investors@onmobile.com)

