



ONMOBILE GLOBAL LIMITED
Tower #1, 94/1 C & 94/2,
Veerasandra Village, Attibele Hobli,
Anekal Taluk, Electronic City Phase-1,
Bangalore - 560100, Karnataka,
India

P: +91 80 4009 6000 | F: +91 80 4009 6009
CIN - L64202KA2000PLC027860
Email - investors@onmobile.com

www.onmobile.com

November 09, 2021

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- Q2 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 half year ended September 30, 2021, which is made available on Company's website: 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

November 10th, 2021



Agenda

1. Company & Products

2. Financials

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 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.

Company & Products

onmobile

OnMobile has global presence and scale in mobile entertainment

Provides end-to-end mobile entertainment solutions that include platform, apps, content partnerships, value-added services and professional services to telecom carriers across the globe



99 Customers
across the globe



80 Million
monthly users



1.2 Million
Cum. gross additions
Challenges Arena



59 Countries
global presence



23.2 Million
App Installs
Tones



7.2 Million
monthly users
Videos & Editorials

We are executing against our strategic pillars

EXISTING CORE B2B PRODUCTS

Tones
Videos & Editorial

Digitizing operating model

- Digital Tones Install base grew 8.2% QoQ
- Digital Tones revenue grew 6.5% QoQ

NEW/ EMERGING MOBILE GAMING PRODUCTS

CHALLENGES
ARENA

Mobile Quiz Games App

- Strong traction & customer pipeline
- 9 customer signups in Q2 (total 15 customer signups)
- 766k gross payers added in Q2

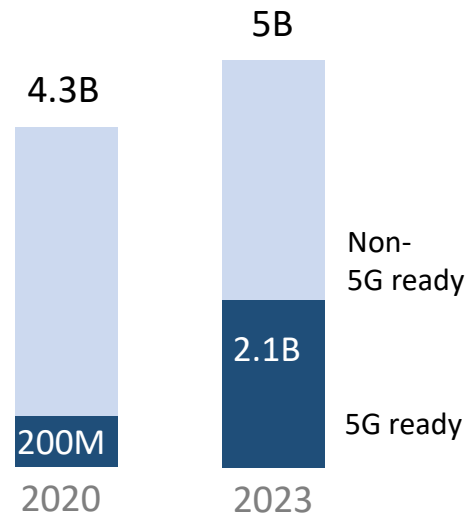
OMMO[®]

Launched Cloud Gaming platform

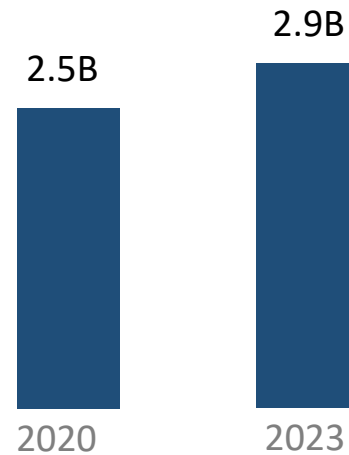
- B2B telco: launched with 1 telco and signed-up 3 customers
- B2C: launched Cash battles & tournaments in India

Key trends impacting growth of mobile gaming

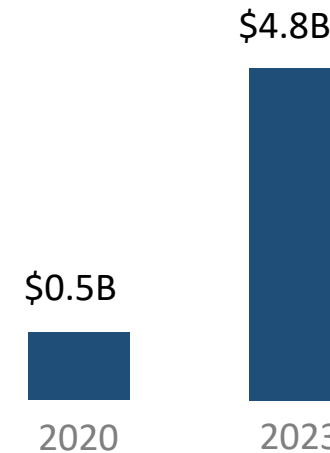
Smartphone users



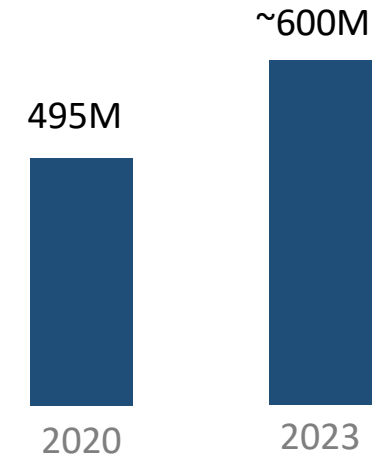
Mobile gamer growth driven by GenZ & Millennials



Cloud/ 5G gaming spend



eSports audience & competitions



Social driving engagement

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

Short gaming moments

10B hyper casual installs in 2020
350M play snackable FB games
140M Indian play sessions < 11 min

New Technologies

AI, AR, VR will continue to fuel innovative ways to combine gameplay and social interaction

OnMobile's gaming products leverage these technologies & trends

CHALLENGES ARENA

Content

- 1000s of Quiz & Puzzles
- Multiple languages

Technology

- Downloadable apk
- Progressive Web App

Distribution

- Telcos & OTTs globally

Monetization

- Subscription
- Ads

OMMO[®]

- Short, best game moments
- 1000s of challenges

- Vision AI (Artificial Intelligence)
- Cloud streaming on PWA

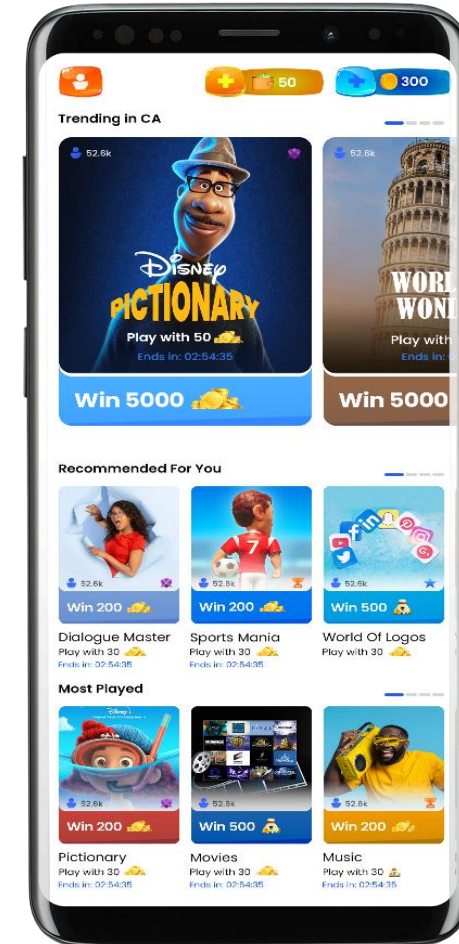
- Telcos globally
- Direct to Consumer

- Real Money battles
- Subscription

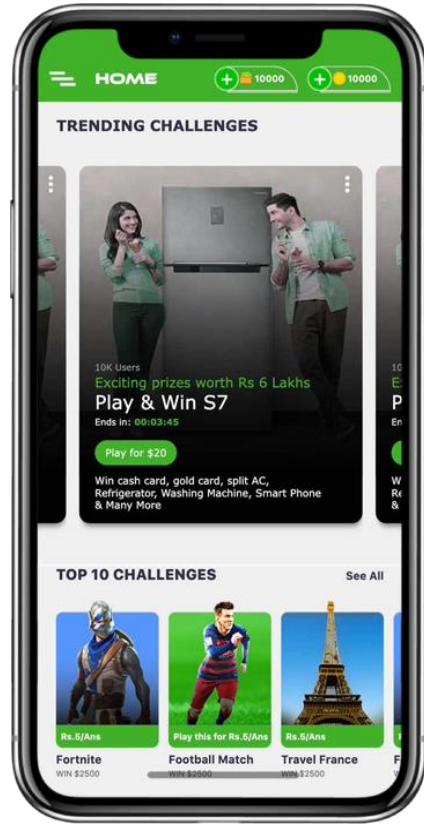
We are investing in an industry projected to grow rapidly

Challenges Arena saw terrific growth in Q2 across all key metrics

	Q1 FY '22	Q2 FY '22	QoQ growth
Cum. Customer signups in quarter	6	15	+150%
Cum. Customers live	2	6	+200%
Cum. Gross Payers (end of qtr)	561k	1.2M	+114%
Net payers (end of qtr)	138k	256K	+86%



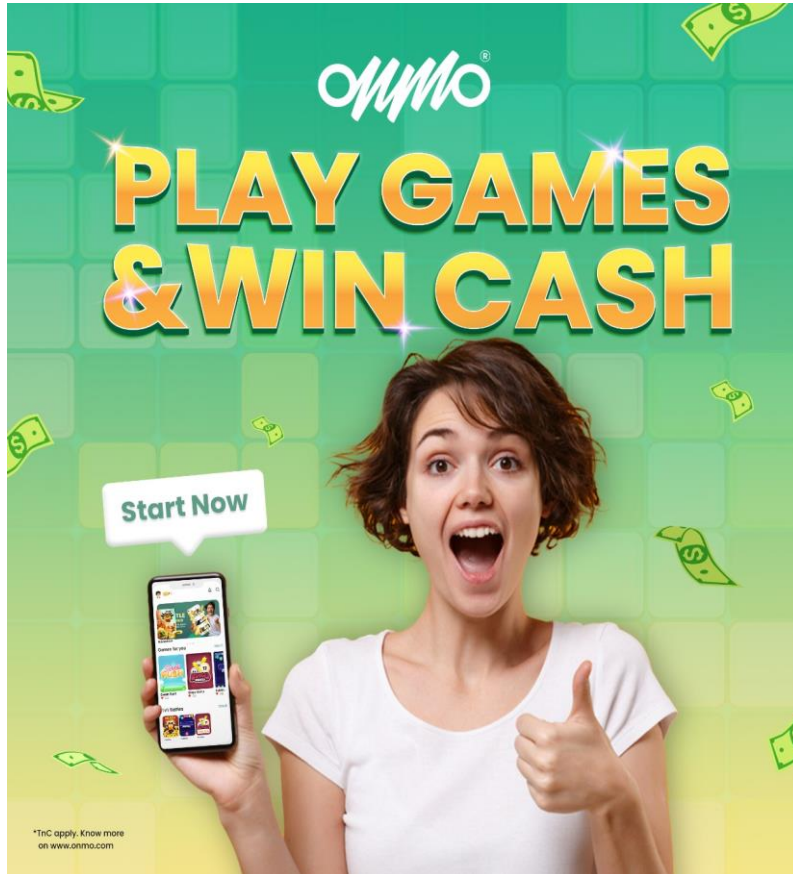
Challenges Arena – Live Customers Screen Shots



ONMO D2C - Cash Beta Launched in India on 3rd Nov'21



Digital Ad Campaign



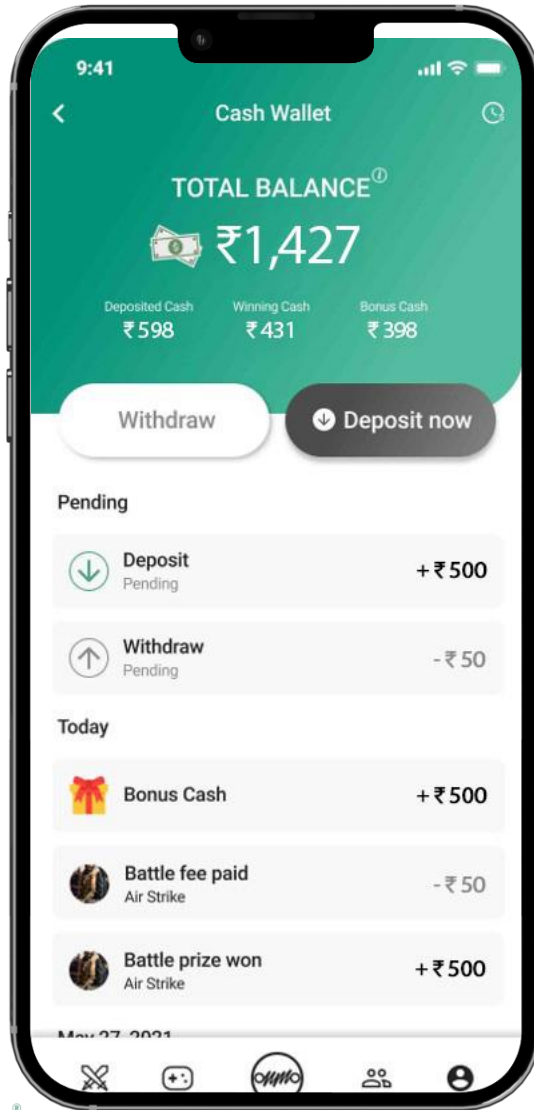
Social Media



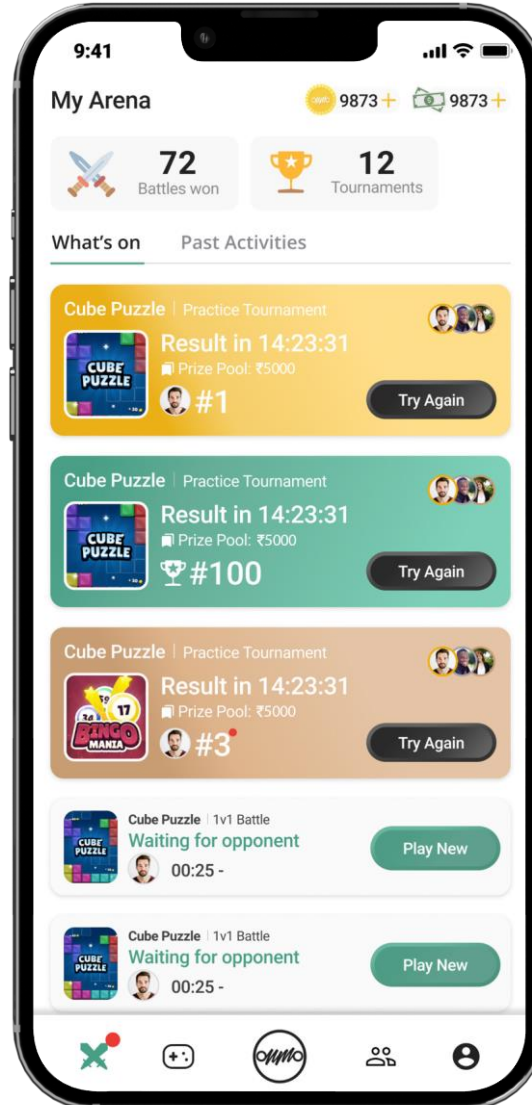
Product screen



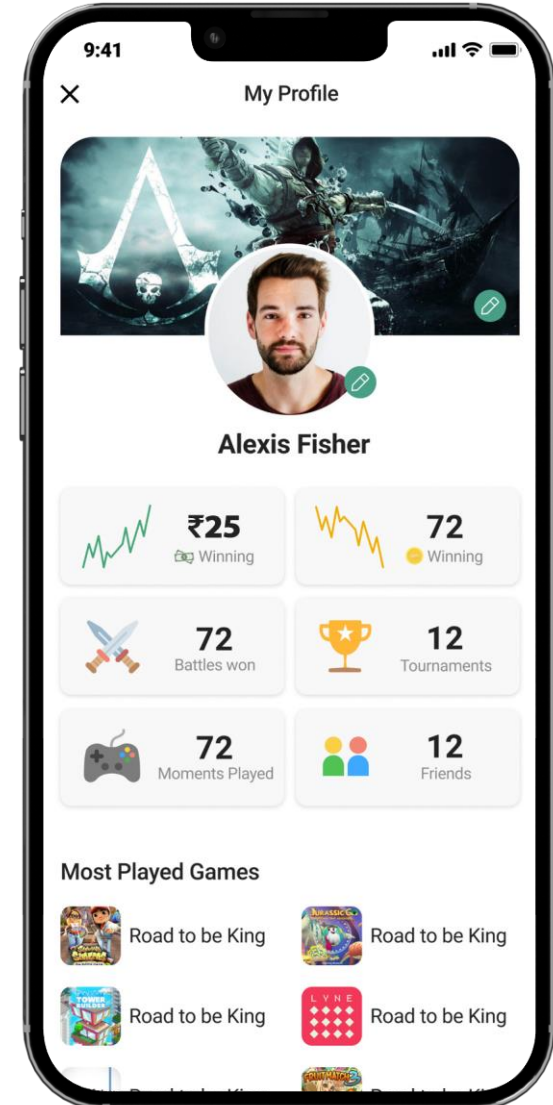
Wallet



Activities



Profile or Friends page



ONMO B2B partnerships: strong interest from telcos globally



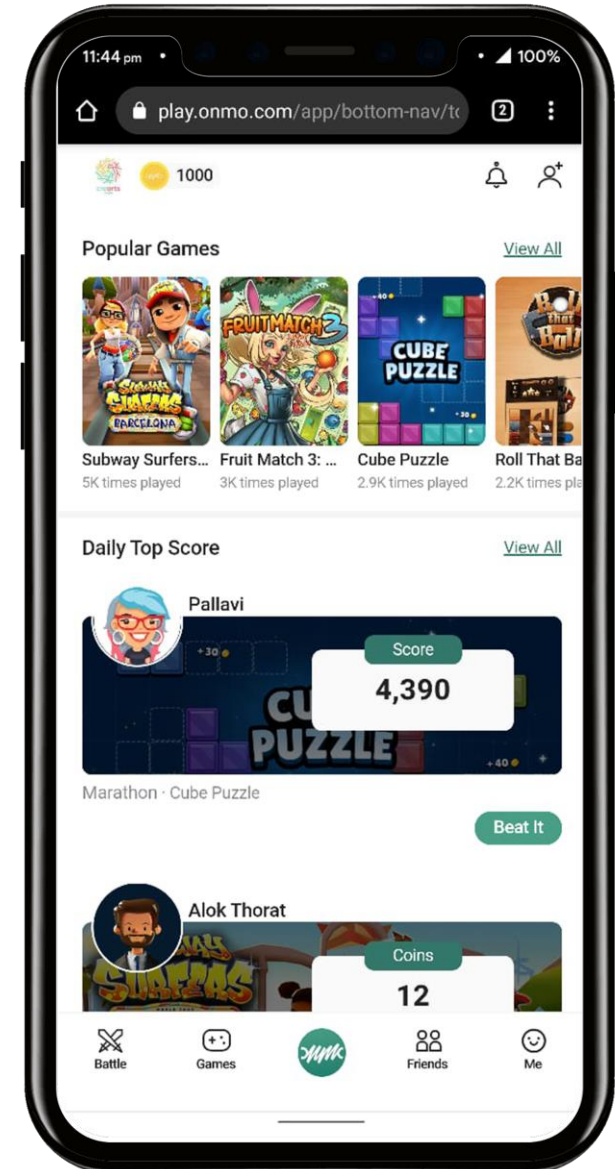
Strong interest from telcos globally as they see ONMO's Short Game Moments & Cloud Streaming as truly different from any other platform

Status Update

First co-branded launch completed with a 5G customer on 5th November 2021

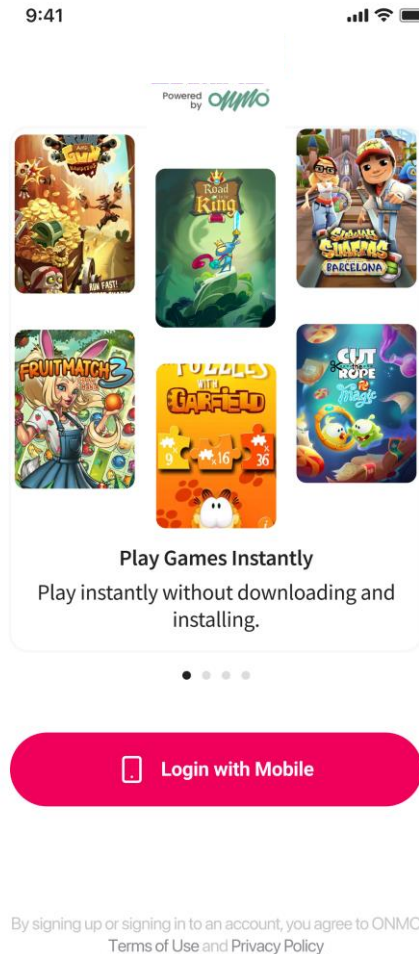
Signed-up 3 additional customers

ONMO B2B will see a similar growth trajectory like Challenges Arena

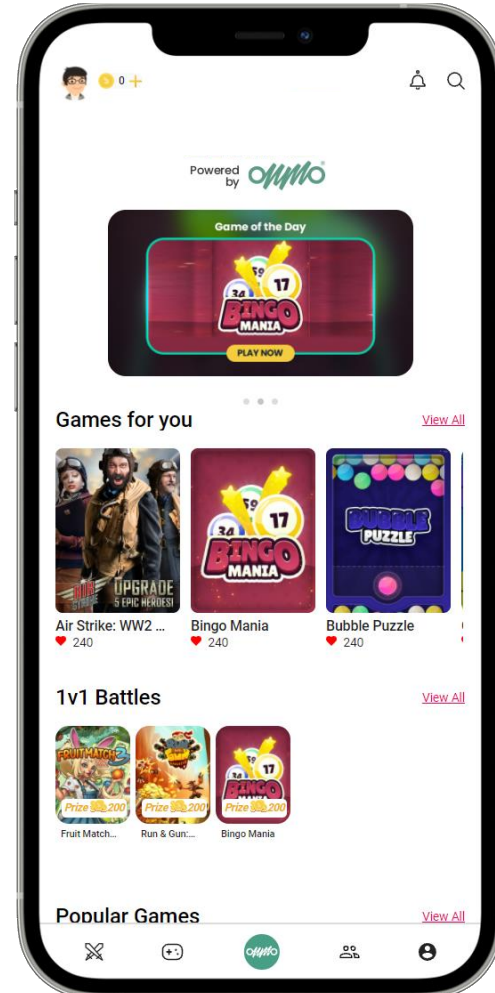


ONMO B2B – Product Screen Shots

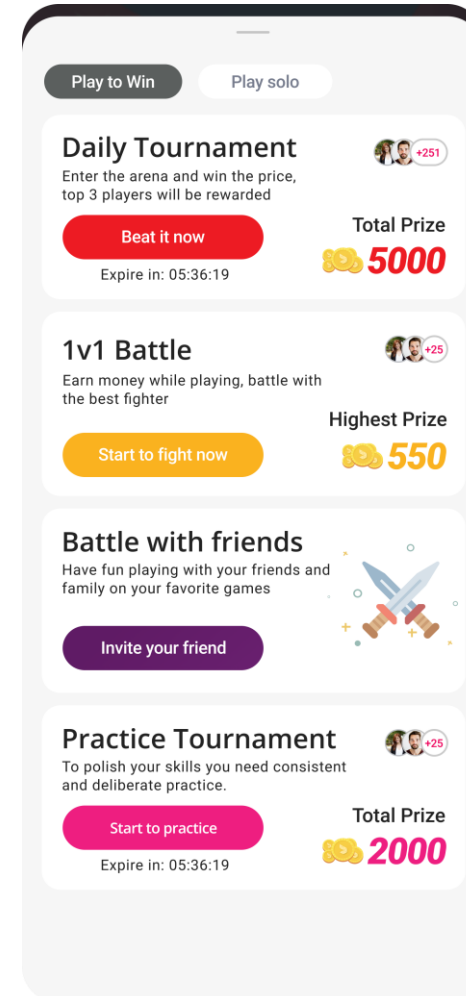
Login Screen



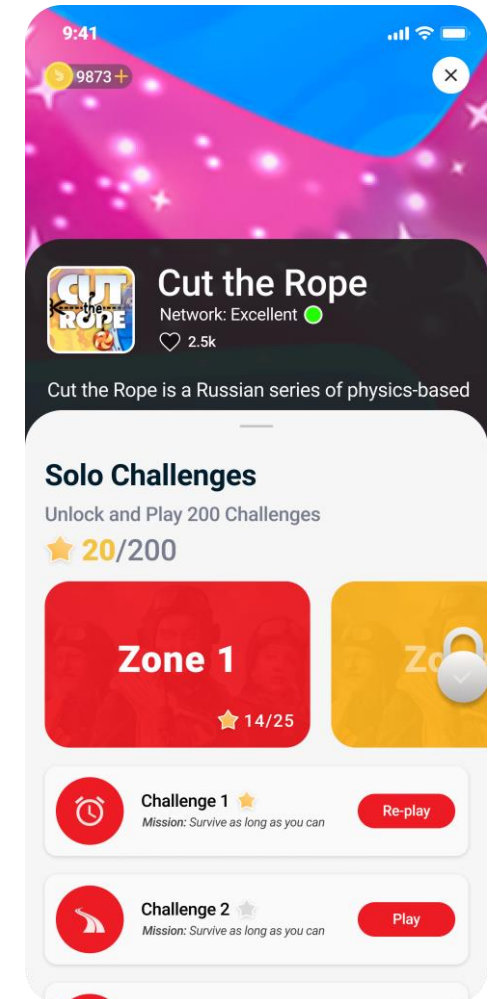
Discover Screen



Battle Screen



Challenge Screen



Investment Rationale

Stability and dominance in current products

- Global Reach
- Dominating market share in Tones business

Investing in transformational mobile gaming sector

- Investment, focus & execution on mobile gaming with world-class global team
- Huge opportunity globally
- Emerging turnaround story

Financials

- Solid cash position
- Healthy cash flow from operations
- Debt free

Key Management

François-Charles Sirois

EXECUTIVE CHAIRMAN

François-Charles Sirois is currently President & CEO of Telesystem, a family-owned media & technology holding, Executive Chairman of OnMobile Global, and Chairman of Zone 3, one of Canada's largest creator and producer of content.

François-Charles Sirois is also co-founder of Stingray Digital Group and has more than 20 years of experience in corporate mergers, acquisitions & venture capital.

Before joining Telesystem, Mr. Sirois started his career building start-up companies in e-commerce and mobile payment services.

Sanjay Baweja

MD & GLOBAL CEO, ONMOBILE

Sanjay was an Independent Director on the Board of OnMobile from September 2015 May 2020 and Global CFO since June 2020.

Sanjay has extensive experience in strategy, finance and Investor relations across sectors and has played key roles in mergers and acquisitions across geographies

Previously, he was Group President at Bhartiya group, Group CFO at Suzlon, Flipkart and Tata Communications.

Sanjay is a Chartered Accountant and Cost and Work Accountant.

Krish Seshadri

CEO, ONMO

Krish joined OnMobile in August 2020. He has extensive experience in mobile, consumer internet & gaming across US, Europe, APAC & Middle East

Prior to OnMobile, he was CEO of Monster.com's APAC & Middle East operations.

Previously, he held leadership roles at gaming pioneer Zynga, Facebook & digital content leader AOL-Verizon.

He has an engineering degree from Stanford University and MBA from London Business School

Financials



Financial Summary Q2 FY22 Actual

<p>Gross Revenue</p>	<p>Manpower cost</p>	<p>Opex</p>	<p>EBITDA</p>
<p>INR 1,367 Mn</p> <p>- 6.5% YoY + 1.2% QoQ</p>	<p>INR 326 Mn</p> <p>- 11.5% YoY + 8.6% QoQ</p> <p>One time Severance pay (INR 30 Mn); Normalized costs: down by 19.1% YoY and 1.4% QoQ</p>	<p>INR 156 Mn</p> <p>+ 22.3% YoY + 35.2% QoQ</p> <p>On a normalized basis, opex would be flat YoY and higher by 10.9% QoQ</p>	<p>INR 90 Mn (6.9%)</p> <p>- 41.2% YoY - 37.8% QoQ</p> <p>Normalized EBITDA: INR 148 Mn @ 11.4% Margin</p>
<p>Operating Profit</p>	<p>PAT</p>	<p>Cash Profit</p>	<p>DSO</p>
<p>INR 63 Mn (4.8%)</p> <p>- 47.9% YoY - 47.0% QoQ</p> <p>Normalized Operating profit : INR 121 Mn @ 9.3% Margin</p>	<p>INR 27 Mn (2.0%)</p> <p>- 65.1% YoY - 83.8% QoQ</p> <p>Normalized PAT : INR 83 Mn @ 6.4% Margin</p>	<p>INR 70 Mn</p> <p>- 35.8% YoY - 39.3% QoQ</p> <p>Normalized Cash Profit : INR 126 Mn with 16.0% YoY and 9.1% QoQ growth.</p>	<p>128 Days</p> <p>- 12 Days YoY + 6 Days QoQ</p>

Financial Summary H1- FY22 Actual

<p>Gross Revenue</p> <p>INR 2,718 Mn</p> <p>- 7.2% YoY</p> <p>95.7% AOP Ach.</p>	<p>Manpower cost</p> <p>INR 626 Mn</p> <p>- 11.5% YoY</p> <p>One time Severance pay (INR 30 Mn); Normalized cost: down by 15.8% YoY</p>	<p>Opex</p> <p>INR 271 Mn</p> <p>- 1.7% YoY</p> <p>On a normalized basis, opex is down by 11.9% YoY.</p>	<p>EBITDA</p> <p>INR 236 Mn (9.1%)</p> <p>- 32.9% YoY</p> <p>Normalized EBITDA: INR 294 Mn @ 11.3% Margin</p>
<p>Operating Profit</p> <p>INR 182 Mn (7.0%)</p> <p>- 36.2% YoY</p> <p>Normalized Operating profit : INR 240 Mn @ 9.3% Margin</p>	<p>PAT</p> <p>INR 191 Mn (7.4%)</p> <p>- 3.2% YoY</p> <p>Normalized PAT : INR 248 Mn with a growth of 25.8% YoY (at 9.6% Margin)</p>	<p>Cash Profit</p> <p>INR 185 Mn</p> <p>- 29.7% YoY</p> <p>Normalized Cash Profit : INR 242 Mn with a de-growth of 8.1% YoY</p>	<p>DSO</p> <p>128 Days</p> <p>- 12 Days YoY</p>

Financial Highlights

- Revenue grew by 1.2% QoQ. Signed cumulative 15 customers for Challenges Arena. This has huge growth potential as we see exponential increase in MAU. QoQ revenues doubled for Challenges Arena.
- ONMO D2C Cash beta launched on 3 rd November'21 across permissible states in India
- ONMO's first B2B 5G Telco launched on 5th November'21
- Our cost rationalization efforts are continuing and have yielded savings with a reduction of 11.5% YoY in manpower costs. However, it grew by 8.6% QoQ mainly due to one time severance pay of INR 30 Mn
- Other Opex cost increased by 35.2% QoQ and 22.3% YoY primarily due to one time costs
- EBITDA at INR 90 Mn with a margin of 6.9% for the quarter. The decline in EBITDA was due to increase in severance cost of INR 30 Mn and Opex cost in the quarter. Normalized EBITDA INR 148 Mn @ 11.4% Margin
- Operating Profits of INR 63 Mn with a margin of 4.8%. Normalized EBITDA INR 121 Mn with a margin of 9.3%
- DSO improved to 128 days in Q2FY22 vs 140 days in Q2FY21.

P&L Q2 FY22

P&L(INR Mn)	Q2 FY22	Q1 FY22	QoQ Gr %	Q2 FY21	YoY Gr %
Gross Revenue	1,367	1,351	1.2%	1,462	-6.5%
COGS	714	711	0.5%	730	-2.2%
Gross Profit	653	640	1.9%	731	-10.7%
Margin (%)	50.0%	49.7%		52.2%	
Manpower Cost	326	300	8.6%	368	-11.5%
Marketing Cost	80	80	0.8%	82	-1.8%
Other Opex	156	115	35.2%	127	22.3%
EBITDA	90	145	-37.8%	154	-41.2%
Margin (%)	6.9%	11.3%		11.0%	
Depreciation	28	26	3.9%	33	-16.5%
Operating Profit	63	119	-47.0%	121	-47.9%
Margin (%)	4.8%	9.2%		8.6%	
Profit After Tax	27	164	-83.8%	76	-65.1%
Margin (%)	2.0%	12.7%		5.4%	
EPS (Diluted)	0.3	1.5	-83.6%	0.7	-65.9%
Cash Profit	70	115	-39.3%	109	-35.8%

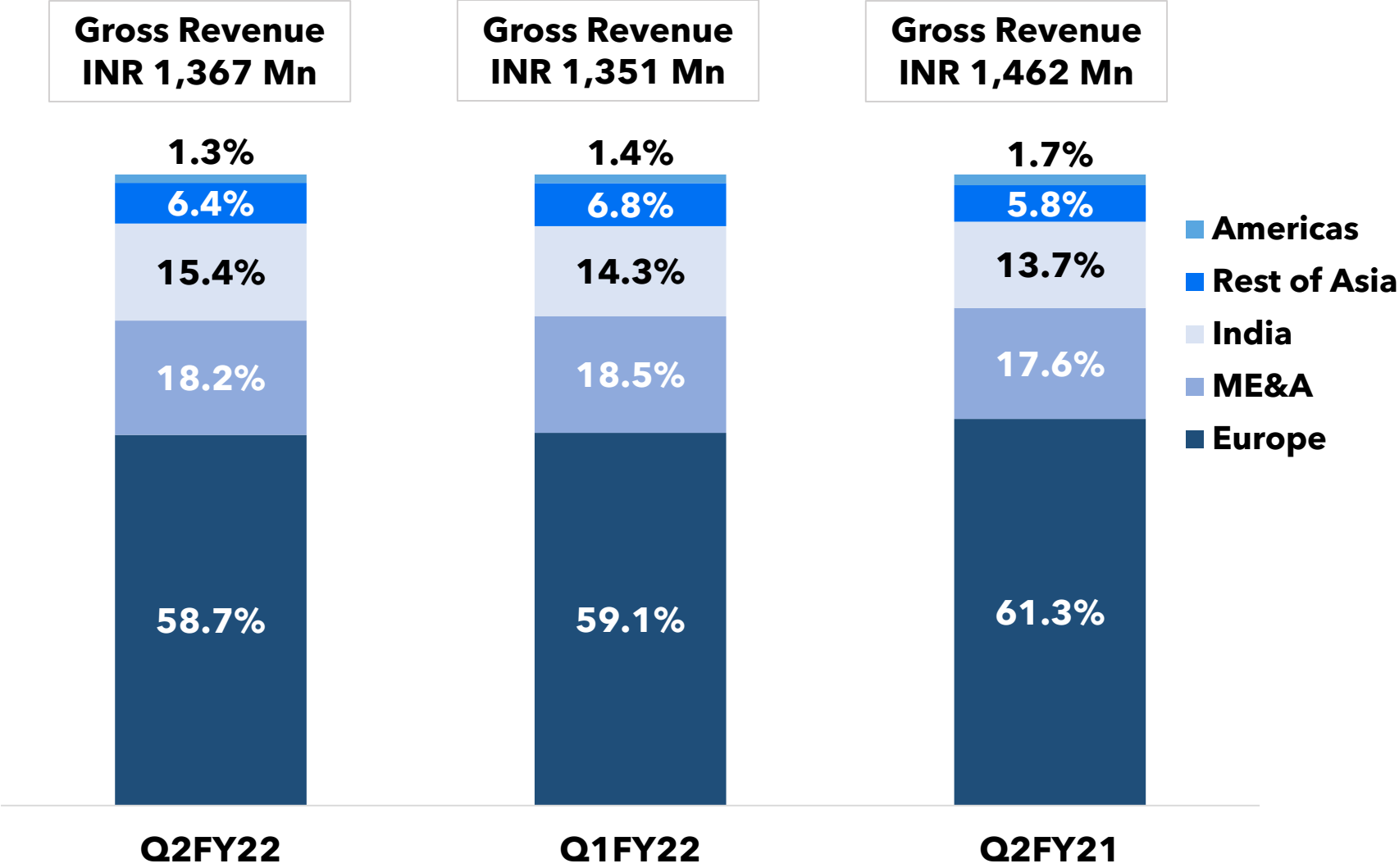
*COGS & UFF refers to Content Cost, Contest / Gratification Cost and Customer Acquisition Cost

P&L H1 FY22

P&L(INR Mn)	1H FY22	1H FY21	Growth %
Gross Revenue	2,718	2,930	-7.2%
COGS	1,425	1,461	-2.5%
Gross Profit	1,293	1,469	-12.0%
Margin (%)	49.9%	52.3%	
Manpower Cost	626	708	-11.5%
Marketing Cost	160	134	19.4%
Other Opex	271	276	-1.7%
EBITDA	236	351	-32.9%
Margin (%)	9.1%	12.5%	
Depreciation	54	67	-19.0%
Operating Profit	182	285	-36.2%
Margin (%)	7.0%	10.1%	
Profit After Tax	191	197	-3.2%
Margin (%)	7.4%	7.0%	
EPS (Diluted)	1.8	1.9	-4.7%
Cash Profit	185	264	-29.7%

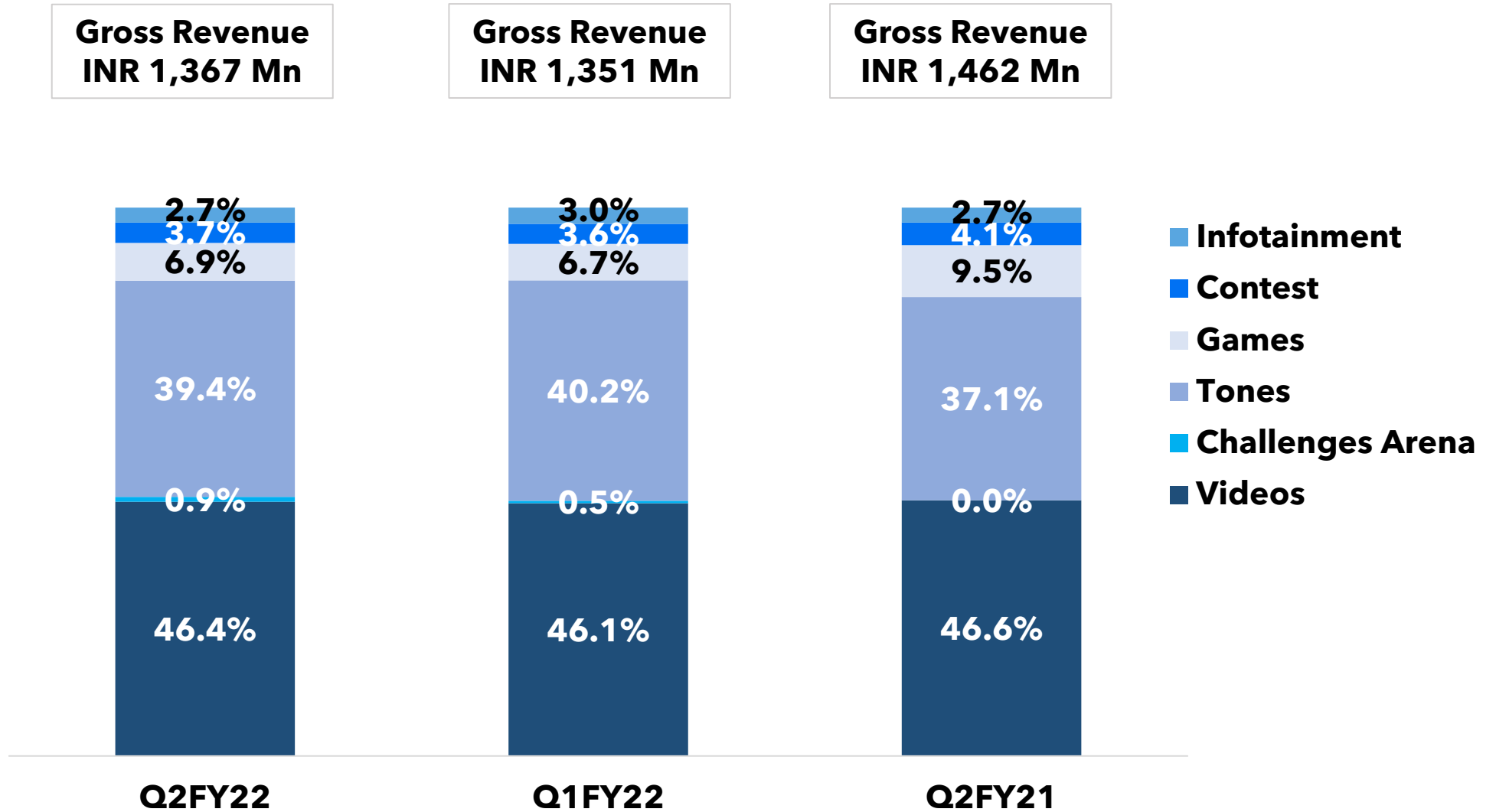
*COGS & UFF refers to Content Cost, Contest / Gratification Cost and Customer Acquisition Cost

Revenue by Geography



Note: Americas include - Latin America and North America

Revenue by Products



Cash Position

INR Mn	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21	Q1 FY22	Q2 FY22
Gross Cash	2,525	2,745	2,659	2,323	2,736	2,662	2,272	1,778
Less: Total Debt	-	-	-	-	-	-	-	-
Net Cash	2,525	2,745	2,659	2,323	2,736	2,662	2,272	1,778

Dividend payout for FY'19: INR 191 Mn

Net Cash decreased in Q1FY21 due to:-
 a) Rob0 Investment of INR 54.2 Mn
 b) Buyback of Equity Share for INR 65.2 Mn

Net Cash decreased in Q2FY21 due to:-
 a) Customer contract acquisition cost payment of INR 363 Mn
 b) Buyback of Equity Share for INR 2.5 Mn

Collection efficiency

Higher content payouts

Net Cash decreased in Q1FY21 due to:-
 a) Chingari Investment of INR 318 Mn
 b) Other R&D Cost of INR 71 Mn

Net cash decreased due to
 a) Customer acquisition cost payment of INR 365 Mn
 b) R&D in Stealth INR 109 Mn
 c) Rob0 acquisition INR 31 Mn

Ratio Analysis

Ratio Analysis	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21	Q1 FY22	Q2 FY22
Profit and Loss										
International revenue / revenue	84%	85%	84%	84%	86%	86%	85%	85%	86%	85%
Gross profit / revenue	56%	55%	55%	51%	52%	52%	51%	50%	50%	50%
Revenue per Employee (INR'000)	1,838	2,022	2,120	2,161	2,107	2,076	2,084	1,984	2,088	2,226
EBITDA per Employee (INR'000)	51	146	158	171	284	221	253	229	225	147
Aggregate employee costs / revenue	31%	29%	28%	25%	24%	26%	25%	26%	23%	25%
Operating profit / revenue	0%	4%	5%	6%	12%	9%	10%	10%	9%	5%
Profit before tax (PBT) / revenue*	2%	5%	7%	10%	14%	8%	12%	11%	17%	4%
Balance sheet										
Current ratio	1.85	1.84	1.79	2.12	2.14	2.10	2.24	2.03	2.05	1.76
Day's sales outstanding (Days)	143	155	140	144	137	140	120	116	122	128
Liquid assets / total assets (%)	55%	53%	55%	58%	57%	53%	53%	51%	48%	44%
Liquid assets / total sales ratio	3.5	3.4	3.4	3.5	3.6	3.3	3.3	3.5	3.4	3.1

*PBT before Exceptional Gains

Balance Sheet

INR Mn	Sept'21	Mar'21
Shareholders' Funds	6,294	6,261
Non-Current Liabilities	191	198
Trade Payables	1,786	1,862
Current Liabilities	801	675
Total Liabilities	9,072	8,996
Fixed Assets	288	337
Goodwill	679	597
Intangible asset under Development	398	183
Right to use Assets	68	77
Investment	319	56
Financial Assets	54	54
Deferred Tax Assets	555	570
Non-Current Assets	2,228	1,966
Cash and Cash Equivalents	1,778	2,662
Trade Receivables	2,207	1,970
Other Current Assets	499	525
Total Assets	9,072	8,996

For any queries mail us at
investors@onmobile.com

onmobile