



ONMOBILE GLOBAL LIMITED,  
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CIN - L64202KA2000PLC027860  
Email - investors@onmobile.com

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October 30, 2019

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

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

Dear Sir/Madam,

**Sub: Investor Presentation- Q2 FY 2019-20**

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 ended September 30, 2019 which is made available on Company's website: [www.onmobile.com](http://www.onmobile.com).

Request you to kindly take the same on record.

Thanking you,

Yours sincerely,  
For OnMobile Global Limited

*P. V. Varaprasad*

P.V. Varaprasad  
Company Secretary



Encl: a/a

**onmobile**

# **Investor presentation**

October 2019

onmobile

# Cautionary statement

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This presentation may contain statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to OnMobile Global Limited’s (OnMobile Global or the Company) future business developments and economic performance.

While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

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

# Agenda

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- **History and milestones**
- **Product portfolio**
- **Strategy FY20**
- **Financials Q2 FY20**



**onmobile**

**The Global Leader in  
Mobile Entertainment**

# Global presence

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**1.68 BILLION**

CONSUMER REACH

**79 CUSTOMERS**

ACROSS THE GLOBE

**900 MILLION**

DIGITAL REACH

**100+ MILLION**

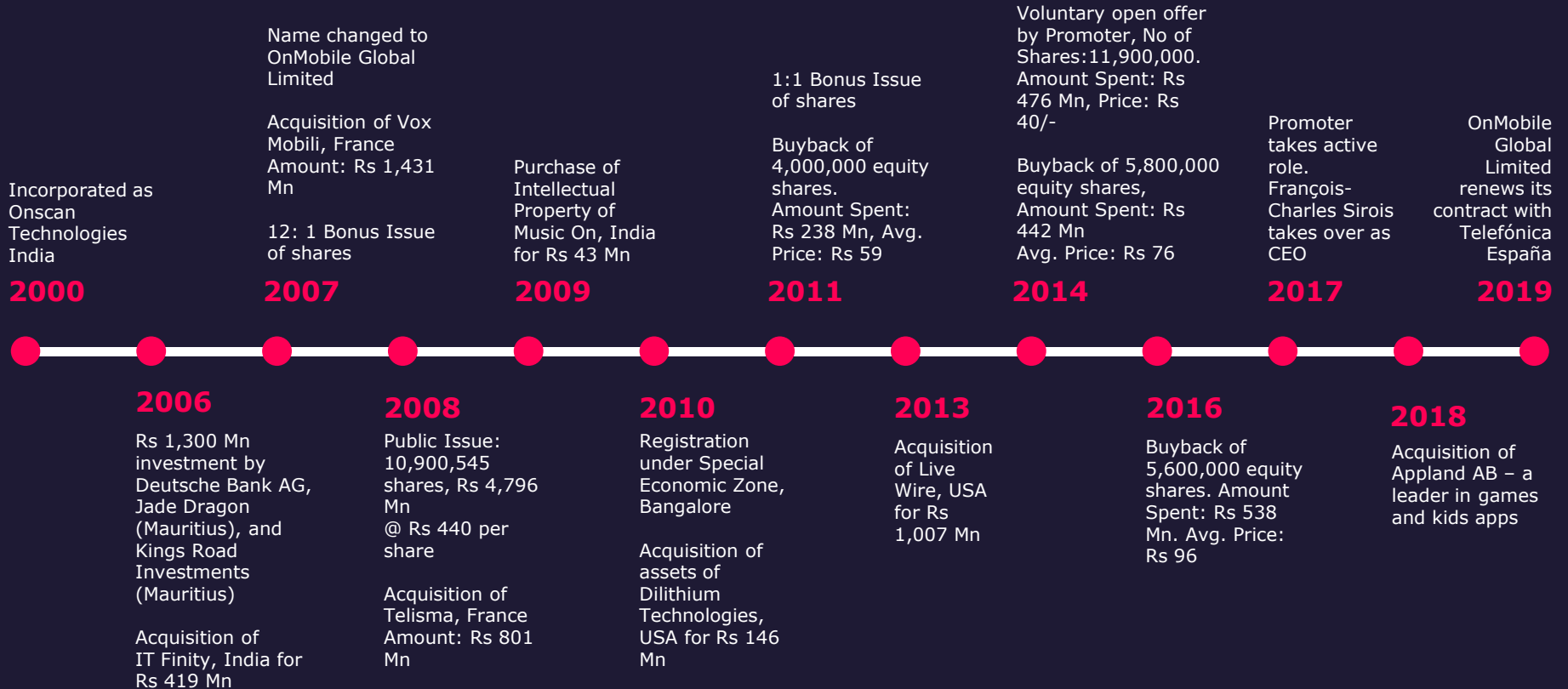
MONTHLY ACTIVE USERS ACROSS ALL  
PRODUCTS

**10+ MILLION**

APP INSTALLS



# History and milestones



# Investor Highlights

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

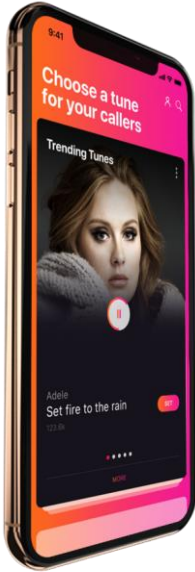


# Product portfolio

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# Suite of products



**OMMO**  
tones



**OMMO**  
games



**OMMO**  
videos



**OMMO**  
contests

# Strategy FY20

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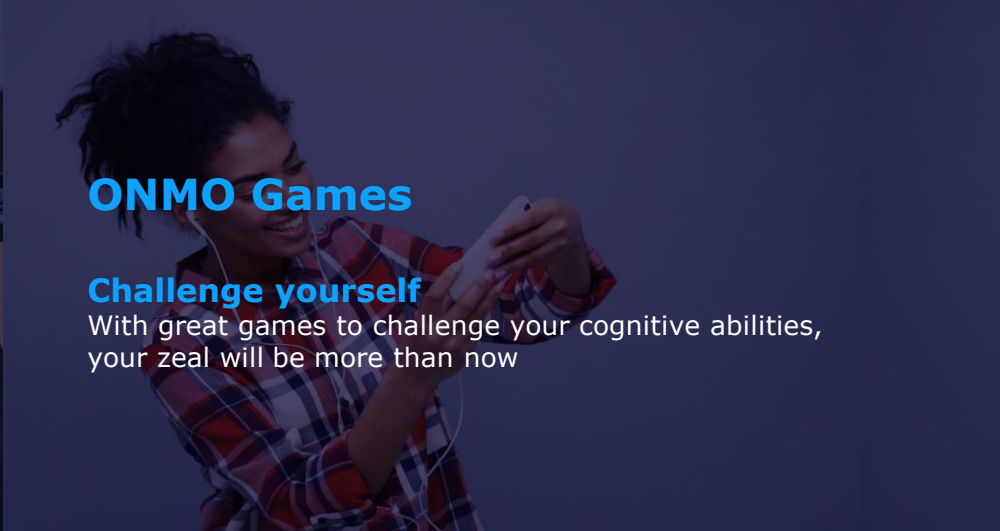
- **Grow Videos**
- **Expand Games**
- **Leverage Tones**
- **Digitize contests**
- **Beyond operator wallet**



## ONMO Videos

### Entertain yourself

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



## ONMO Games

### Challenge yourself

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



## ONMO Tones

### Express yourself

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



## ONMO Contests

### Reward yourself

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

# Q2 Update

Grow Videos	Expand Games	Leverage Tones	Digitize Contests
<p><b>Europe</b></p> <ol style="list-style-type: none"> <li>1. Won a deal to launch ONMO Kids with a large operator in Italy, launch planned in Q3 FY20.</li> <li>2. Vodafone Spain Kids Planet reached 10K user sub base in Sept'19 within 4 months of launch</li> </ol>	<p><b>Europe</b></p> <p>Launched ONMO Games with an operator in Greece</p> <p><b>Middle East</b></p> <p>Launched Games with leading operators in Qatar and Sudan</p> <p><b>Appland:</b></p> <p>Launched two B2C games club in Serbia and Bulgaria</p> <p><b>Latin America:</b></p> <p>Launched Games in July with a leading Operator in Brazil</p>	<p><b>India</b></p> <ol style="list-style-type: none"> <li>1. Introduced Non-Telco wallet payment option through Tones app</li> <li>2. Launched Progressive Web Application to expand the digital reach for Tones</li> <li>3. Caller tunes App touched 5 Mn installs with a leading Operator in India</li> <li>4. Signed SMS / WAP agreement with one of leading operators for 1 year in India</li> </ol> <p><b>Europe</b></p> <p>Revamped "Tonos de Espara" service touched 40K users within 3 months of launch</p> <p><b>Middle East</b></p> <p>Started distributing Tones app with Arabic support to offer localized experience</p>	<p><b>India</b></p> <ol style="list-style-type: none"> <li>1. Launched contests with a leading handset manufacturer in India. Monthly 200K active users. High engagement with 11.2 page views/session Vs industry benchmark of 3.8.</li> <li>2. New business model of Ad-funded contest launched; integrated with couple of ad-networks</li> <li>3. Launched 6 theme based contests on cricket, movies, logos, math`s, music etc.</li> <li>4. Won 2 deals for contest launches with two leading OEMs, product launch planned in Q3 FY20</li> <li>5. Partnership with Bharti Airtel to power contests on Thanks app.</li> </ol>



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

# Financials

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# Q2 FY2020 Key Highlights

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**Revenue:** Gross revenue registered a growth of 6.4% on a QoQ basis. Gross revenue is reduced by contract acquisition cost of INR 46 Mn which is being set off against revenue from FY20 onwards due to introduction of accounting standard IND AS 115

**Product wise revenue:** All major product lines witnessed QoQ revenue growth –  
- Tones +4.6% ; Video +13.1% ; Games +1.2%

**Manpower:** Exit headcount for this quarter stood at 734 as against 758 people last quarter. Headcount rationalization in international geographies with outsourcing of work to lower cost countries have resulted in manpower cost savings in the current quarter.

**Opex:** Focus on cost optimization and closure of loss making entities continues resulting in a 15% reduction in opex.

**EBITDA:** On a like for like basis, without the IND AS 115 adjustment, EBITDA margin at 10.3% has more than doubled in the current quarter

**Profit Before Tax:** PBT at INR 71 Mn has grown by 131% from last quarter despite higher forex losses and lower income from investment

**Profit After Tax:** Lower PAT for the quarter due to higher tax outflow. Tax outflow was higher due to reversal in deferred tax asset arising out of adoption of lower tax rate in India

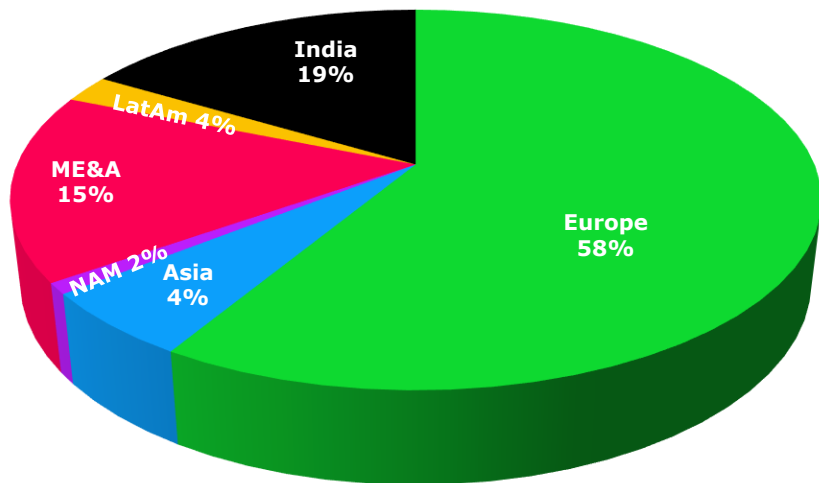
# P&L Q2 FY2020

P&L(INR Mn)	Q2 FY20	Q1 FY20	% Growth
<b>Revenue</b>	<b>1,484</b>	<b>1,395</b>	<b>6%</b>
Less: Contract acquisition cost	(46)	-	
<b>Net Revenue</b>	<b>1,438</b>	<b>1,395</b>	<b>3%</b>
Content	633	582	9%
Other COGS	57	69	-17%
<b>Gross Profit</b>	<b>748</b>	<b>744</b>	<b>0%</b>
<b>Margin (%)</b>	<b>52.0%</b>	<b>53.3%</b>	
Manpower Cost	407	413	-2%
Severance cost	14	22	-34%
Marketing Cost	80	74	9%
Other Opex	139	164	-15%
<b>EBITDA</b>	<b>107</b>	<b>71</b>	<b>51%</b>
<b>Margin (%)</b>	<b>7%</b>	<b>5%</b>	
Depreciation	47	67	-30%
<b>Operating Profit</b>	<b>60</b>	<b>4</b>	<b>1596%</b>
<b>Margin (%)</b>	<b>4%</b>	<b>0%</b>	
Other Income	22	30	-27%
Exchange gain (Loss)	(11)	(3)	nm
<b>Profit before Tax</b>	<b>71</b>	<b>31</b>	<b>131%</b>
Tax	61	9	554%
<b>Profit After Tax</b>	<b>10</b>	<b>21</b>	<b>-51%</b>
<b>Margin (%)</b>	<b>1%</b>	<b>2%</b>	

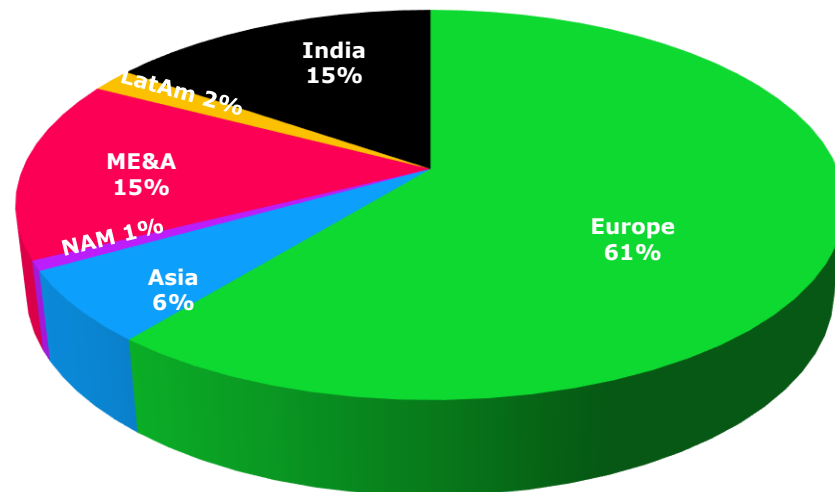


# Total revenue by geography (Q-o-Q)

## Q1 FY'20



## Q2 FY'20

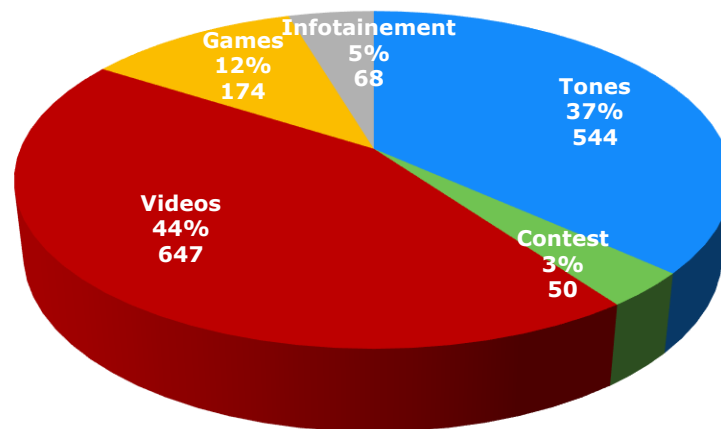
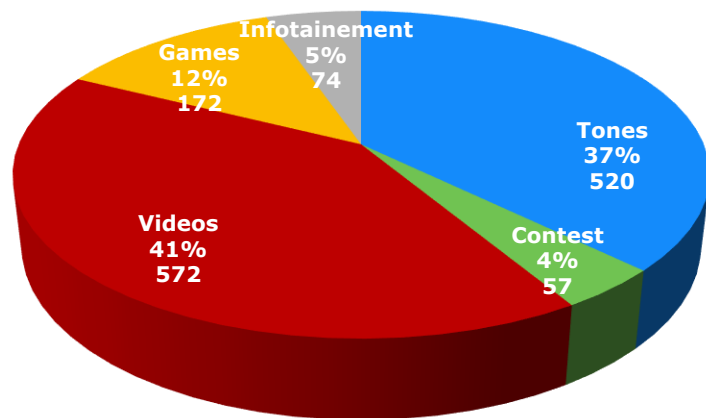


# Revenue by products (Q-o-Q)

Q1 FY'20

Q2 FY'20

INR Mn



# Cash position

INR Mn	Dec 31, 2017	Mar 30, 2018	June 30, 2018	Sept 30, 2018	Dec 31, 2018	Mar 31, 2019	Jun 30, 2019	Sept 30, 2019
Gross Cash	2,843	3,052	3,169	3,486	2,672	2,723	2,510	2,344
Less: Total Debt	-	-	-	-	-	-	-	-
Net Cash	2,843	3,052	3,169	3,486	2,672	2,723	2,510	2,344

# Cash flow

INR Mn

Particulars`	Q1 FY'20	Q2 FY'20
<b>EBIDTA</b>	<b>71</b>	<b>107</b>
- Operating non cash items	(4)	(2)
<b>Operating profit before working capital changes</b>	<b>67</b>	<b>105</b>
<b>Working Capital Changes:</b>		
(Increase)/ Decrease in Trade Receivables	(78)	(206)
Increase/ ( Decrease) in Trade Payables	(207)	242
(Increase)/ Decrease in Other assets	(14)	(312)
Increase/ (Decrease) in Other Liabilities	36	121
<b>Cash generated from operations</b>	<b>(196)</b>	<b>(50)</b>
Taxes (Paid)/Refund	(27)	(69)
(Purchase)/ Sale of fixed assets	(27)	(42)
Acquisition of Appland	-	-
Dividend/Interest income/ Capital Appreciation	37	28
<b>Cash generated during the period</b>	<b>(213)</b>	<b>(133)</b>
Other Financing activities		
- Finance cost	(4)	(3)
- Dividend Tax Paid	-	(33)
- Others	-	-
Fx Impact on Cash balances	4	3
<b>Net increase/(decrease) in cash/cash equivalents</b>	<b>(213)</b>	<b>(166)</b>
<b>Opening Cash balance</b>	<b>2,723</b>	<b>2,510</b>
<b>Closing Cash balance</b>	<b>2,510</b>	<b>2,344</b>

# Balance sheet

INR Mn	As at Sept 30, 2019	As at Mar 30, 2019
Shareholders' Funds	5,525	5,658
Non-Current Liabilities	445	275
Trade Payables	2,154	2,117
Current Liabilities	990	676
<b>Total Liabilities</b>	<b>9,114</b>	<b>8,726</b>
Fixed Assets	372	438
Goodwill	738	763
Right to use Assets	160	-
Financial Assets	63	65
Deferred Tax Assets	553	522
Non-Current Assets	1,452	1,432
Cash and Cash Equivalents	2,344	2,723
Trade Receivables	1,847	1,651
Other Current Assets	1,585	1,132
<b>Total Assets</b>	<b>9,114</b>	<b>8,726</b>

# Dividend & buyback

(INR Mn)	March 15	March 16	March 17	March 18	March 19
Dividend Payout ( Incl. Tax)	197	195	188	190	191
Dividend %	15%	15%	15%	15%	15%
Buyback (shares in Mn)	5.8	-	5.6	-	-
Buyback amount utilized	442	-	538	-	-

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

# Equity Snapshot

Particulars	Details
Script code (on NSE)	ONMOBILE
Share Price (INR)*	36
Shares outstanding (in Mn)**	106
Market Capitalization (INR Mn)**	3,780
Net Debt***	0
Cash and Cash equivalents (INR Mn)**	2,344

## Notes:

\*Closing share price as on 30th September, 2019

\*\* Shares outstanding, Market Cap, Cash and cash equivalents as on 30th September, 2019

\*\*\* Net Debt as on 30th September, 2019

For any queries mail us at:

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