

February 06, 2024

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 December 31, 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 December 31, 2023.

This is for your information and records.

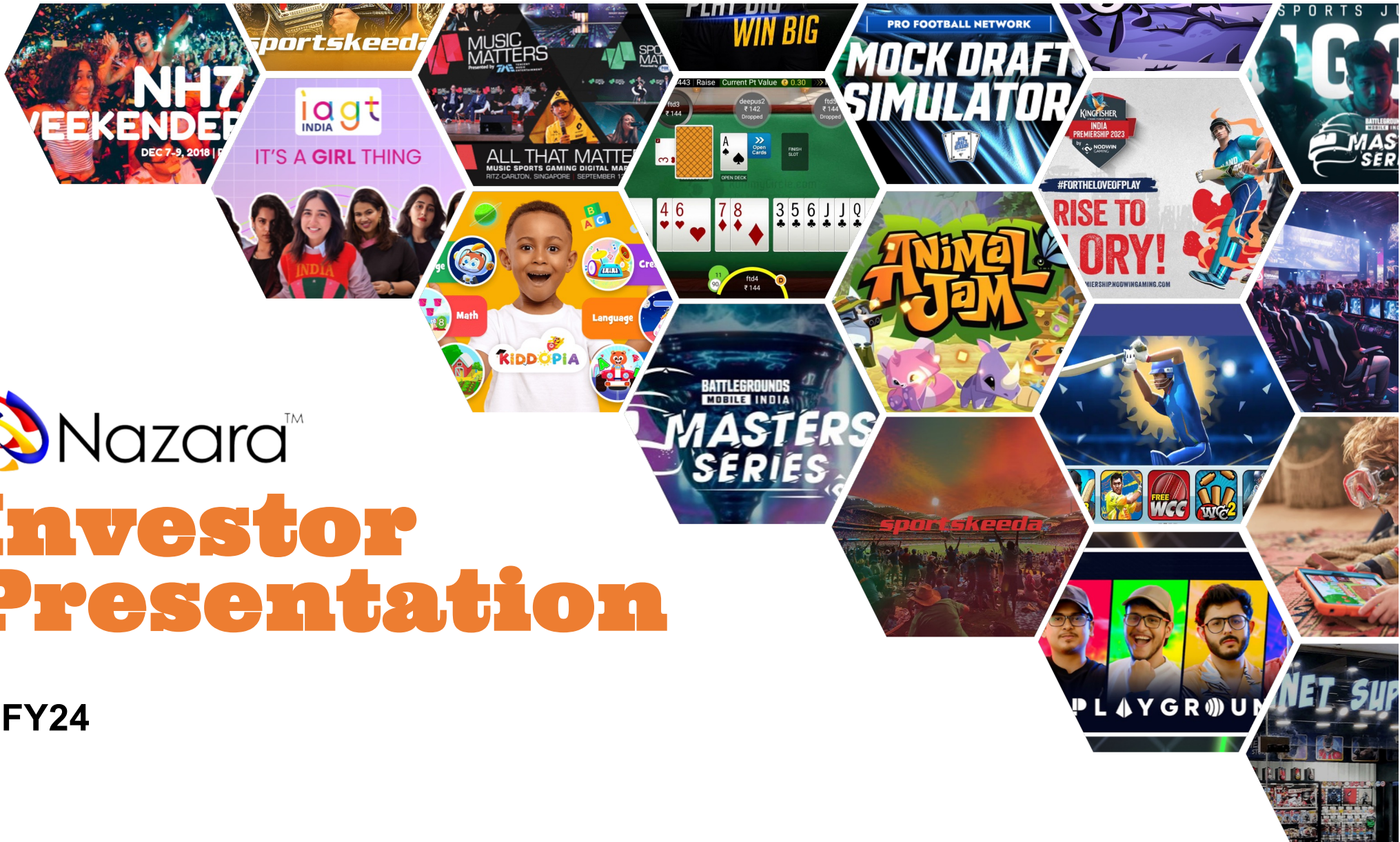
Thanking You,

Yours faithfully,

**For Nazara Technologies Limited**

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

Encl. As above



Nazara™

# Investor Presentation

Q3FY24

## Safe Harbour

---



*This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Nazara Technologies Ltd.** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.*

*This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.*

*This presentation contains certain forward-looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward-looking statements become materially incorrect in future or update any forward-looking statements made from time to time by or on behalf of the Company.*

## Q3FY24: EBITDA margin of 11.8%, EBITDA growth of 24% in Q3FY24



We saw healthy growth in Animal Jam and Sportskeeda resulting in our EBITDA increasing by 24% year-on-year despite softer revenue growth due to a decline in Datawrkz & Openplay revenues. Our EBITDA margin increased from 9.7% in Q3FY23 to 11.8% in Q3FY24, with our esports segment witnessing a remarkable 79% EBITDA growth.

Our approach of acquiring global gaming IPs and leveraging focused user acquisition alongside data-driven product innovation is starting to pay off, as demonstrated by Animal Jam's performance in Q3. We are optimistic that this strategy will enable substantial scale-up opportunities we can replicate in the future.

We have also completed our FY24 fundraising goal, securing INR 760 crores through a preferential placement to marquee investors. With significant cash reserves, we're in an excellent position to pursue the exciting acquisition opportunities our team has identified, aiming for strategic expansion in the upcoming quarters.

Our Nazara Publishing division has hit the ground running, with its inaugural set of games going live soon. This March, we're proud to lead the Indian delegation at GDC San Francisco, the world's premier gaming conference, and co-host the first ever "India pavilion" marking a significant milestone for us and the Indian gaming community.

**Nitish Mittersain**  
Joint MD and CEO





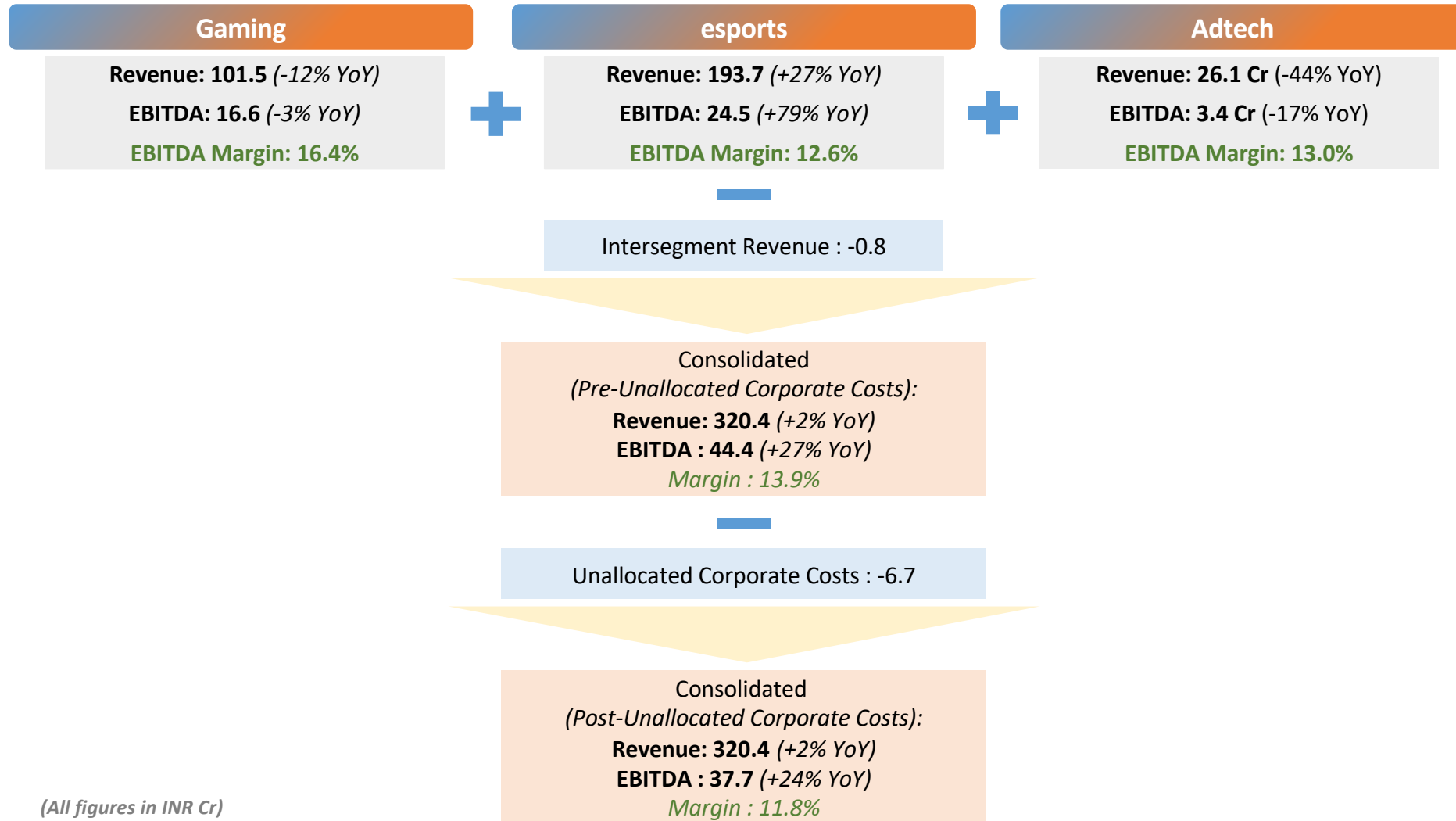
## 11.8% EBITDA margin, 24% EBITDA growth and 47% PAT growth in Q3FY24



<i>(All figures in INR Cr)</i>	Q3FY24	Q3FY23	YoY%
<b>Revenue from operations</b>	<b>320.4</b>	<b>314.8</b>	<b>2%</b>
Purchase, Content, event and web server	144.3	139.1	
Advertising and promotion	41.1	56.3	
Commission	17.7	18.5	
Employee benefits	47.5	43.6	
Others	32.0	26.9	
<b>Total expenses</b>	<b>282.7</b>	<b>284.3</b>	
<b>EBITDA</b>	<b>37.7</b>	<b>30.5</b>	<b>24%</b>
<b>EBITDA%</b>	<b>11.8%</b>	<b>9.7%</b>	
Impairment Loss	1.4	0.5	
Finance costs	2.0	0.5	
Depreciation and amortization	15.2	14.9	
Other income	17.9	11.5	
<b>PBT before share of profit / (loss) from associate</b>	<b>37.0</b>	<b>26.1</b>	<b>42%</b>
Tax expenses	8.0	6.0	
<b>PAT before share of profit / (loss) from associate</b>	<b>29.0</b>	<b>20.1</b>	<b>44%</b>
Share of profit / (loss) from associates	-	-	
Profit/(loss) from discontinued ops.	0.5	0.0	
<b>Final PAT</b>	<b>29.5</b>	<b>20.1</b>	<b>47%</b>
<b>PAT%</b>	<b>9.2%</b>	<b>6.4%</b>	

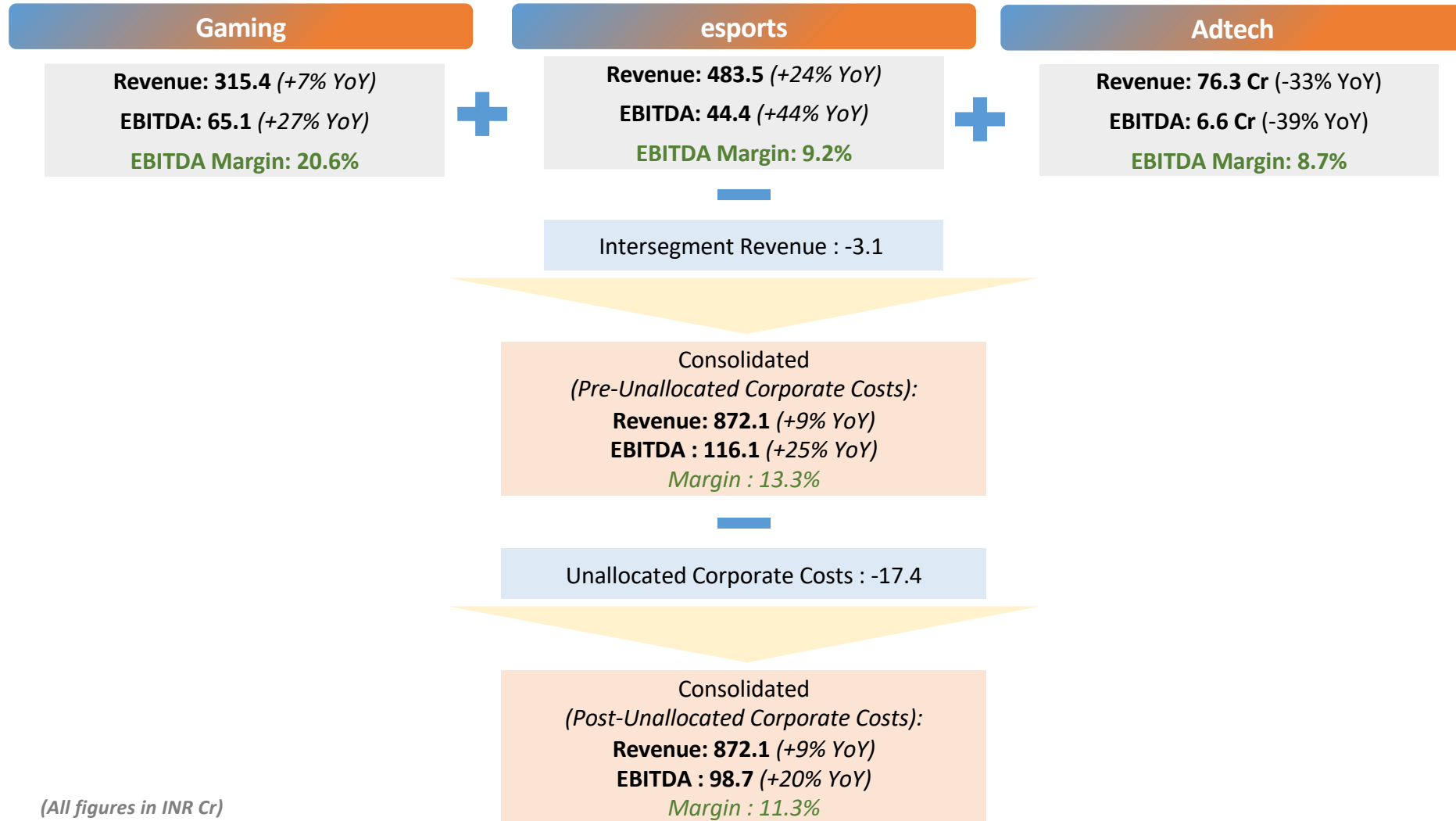
9MFY24	9MFY23	YoY%
<b>872.1</b>	<b>801.7</b>	<b>9%</b>
361.1	312.0	
134.2	192.6	
52.2	45.3	
141.8	106.4	
84.1	63.5	
<b>773.4</b>	<b>719.8</b>	
<b>98.7</b>	<b>81.9</b>	<b>20%</b>
<b>11.3%</b>	<b>10.2%</b>	
2.6	8.1	
6.0	1.8	
45.5	41.1	
41.9	41.3	
<b>86.5</b>	<b>72.3</b>	<b>20%</b>
14.1	21.0	
<b>72.4</b>	<b>51.3</b>	<b>41%</b>
-	-	
2.2	0.5	
<b>74.6</b>	<b>51.8</b>	<b>44%</b>
<b>8.5%</b>	<b>6.5%</b>	

## Q3FY24: Gaming margin at 16.4%, esports at 12.6%, Adtech at 13.0%



(All figures in INR Cr)

## 9MFY24 : Gaming margin at 20.6%, esports at 9.2%, Adtech at 8.7% in 9MFY24



(All figures in INR Cr)

A close-up photograph of a person's hands holding a smartphone, playing a colorful mobile game. The game screen shows a vibrant, cartoonish landscape with various characters and objects. The text "OUR STRATEGY" is overlaid in large, white, sans-serif capital letters across the center of the image. Two thin white horizontal lines are positioned above and below the text. The background is a blurred, dark blue-grey color.

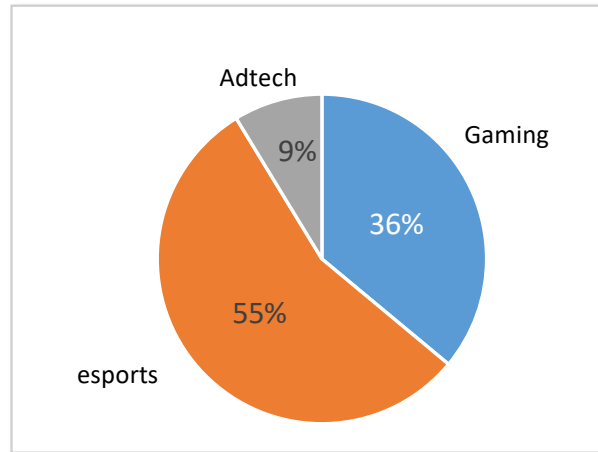
# OUR STRATEGY



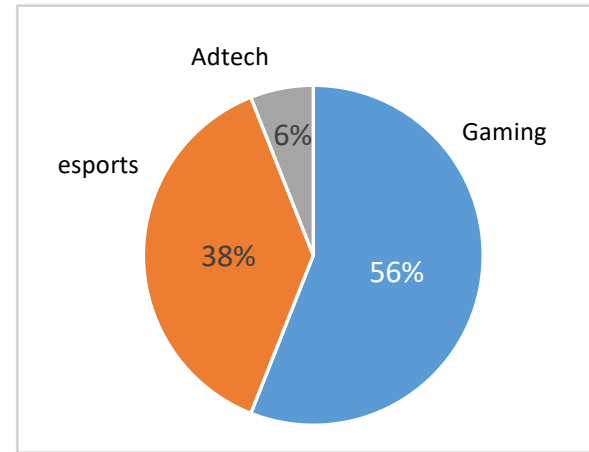
# Nazara is well diversified across demographics, geography and business models



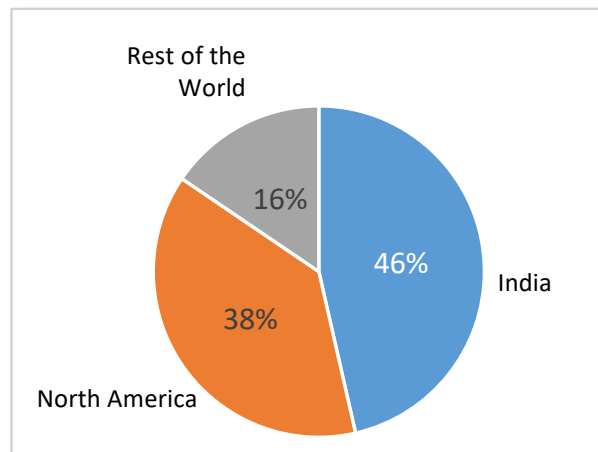
Revenue by Segment (9MFY24)



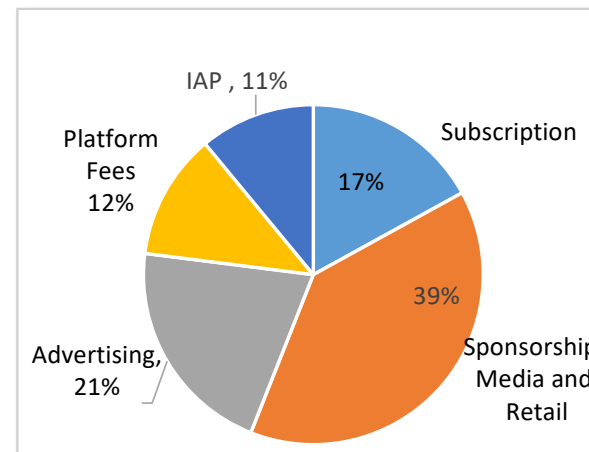
EBITDA by Segment (9MFY24)\*



Revenue by Geography (9MFY24)



Revenue by Business Model (9MFY24)

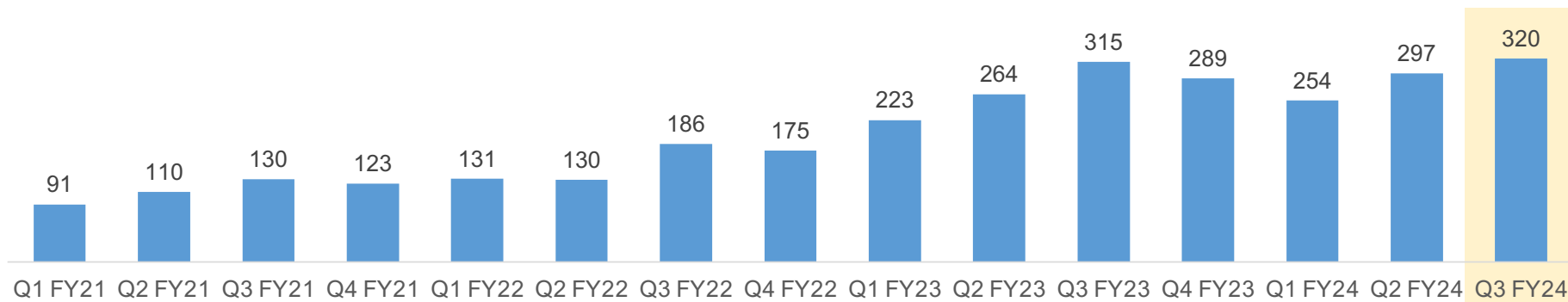


\*as a % of EBITDA (Pre-Unallocated Corporate Costs)

# Continued growth trajectory since our IPO

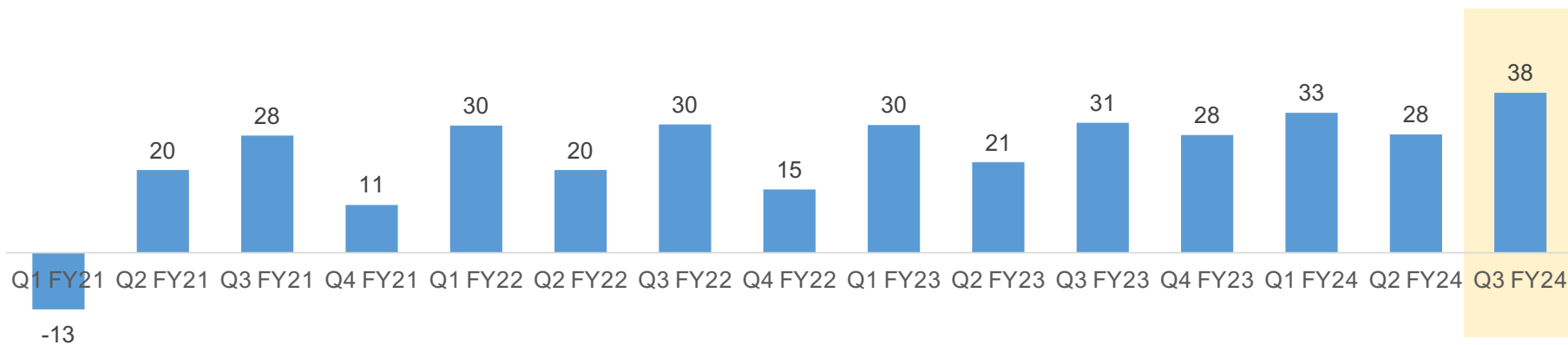


## Quarterly Revenue



**Q3FY24:  
Highest  
Quarterly  
Revenue  
and  
EBITDA**

## Quarterly EBITDA



(All figures in INR Cr)

# We are well positioned to continue our growth journey for many years to come..



## **Strengthen core business:**

- Optimised return from user acquisition spends
- Enhance revenue predictability and repeatability
- Improve ad monetization stack
- Implement product modifications to boost player conversion, ARPPU, and IAP propensity
- Streamline overhead costs
- Enhance governance and reporting processes

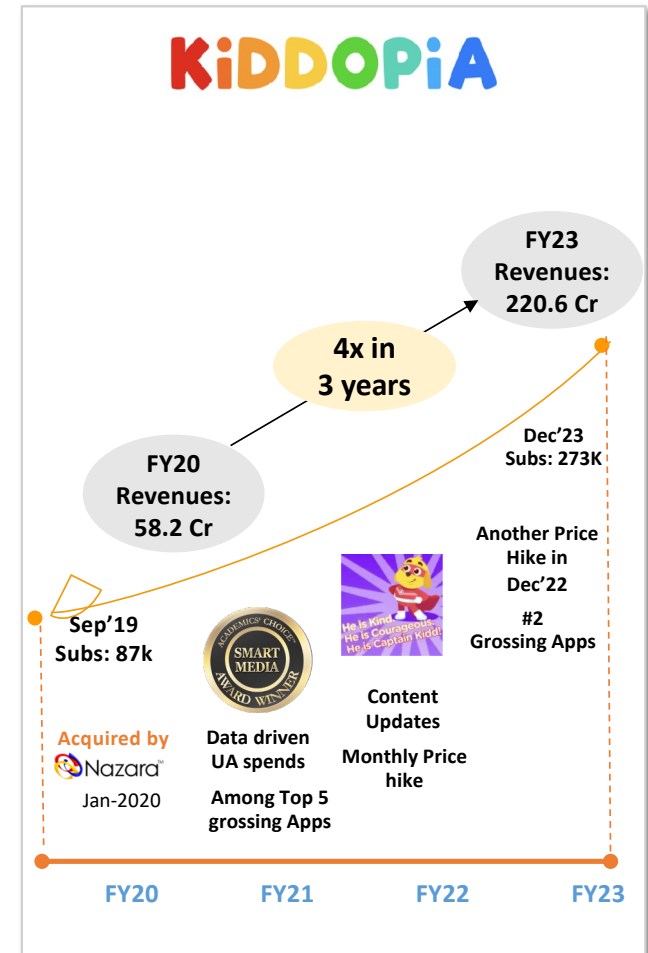
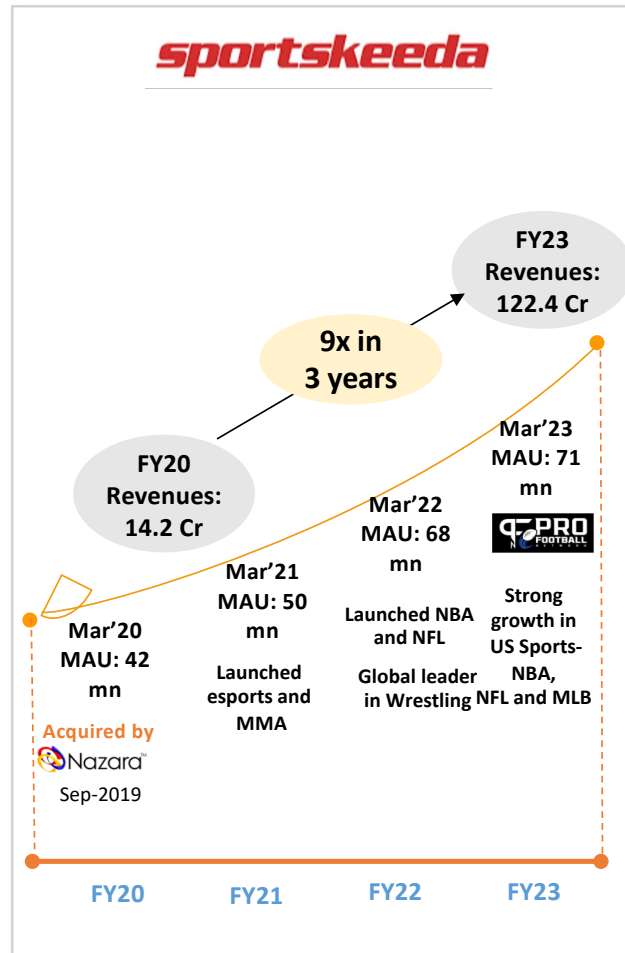
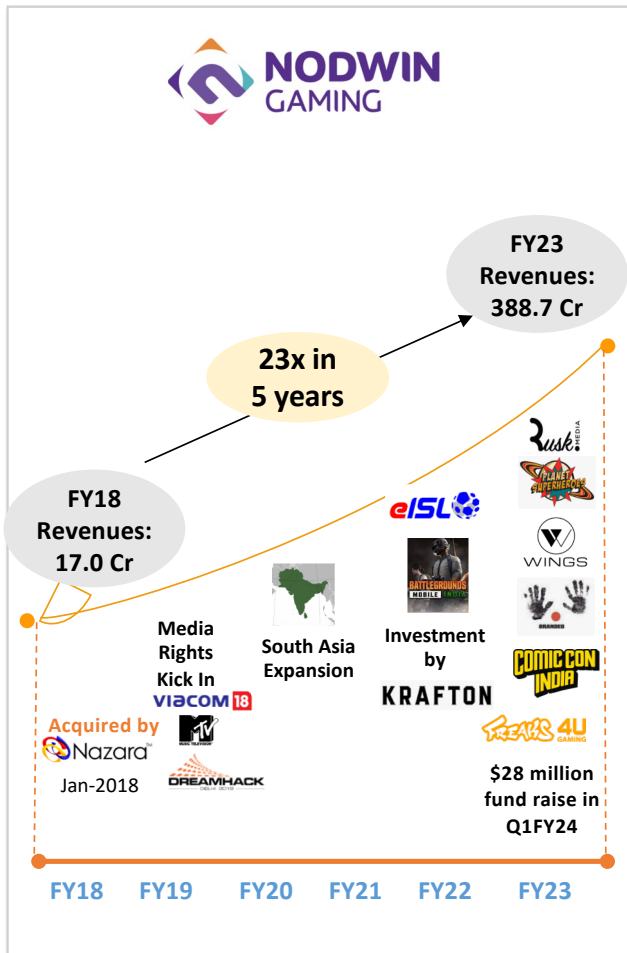
## **Scale:**

- Fortify and expand current game franchises
- Leverage specialized expertise across group and cross fertilize successful/ innovative approaches
- Work closely with ecosystem partners
- Provide analytical backup to support ramp in user acquisition spends
- Pioneer adoption of cutting-edge technologies to drive scale

## **Acquire:**

- Thesis-led, strategic M&A that aims to build scale in segments where we have unique knowledge/ experience
- Acquire established gaming IPs and capabilities
- Double down on segments that offer multi year growth potential, and go deep into those opportunities
- Maintain focus on building long term stakeholder value

# Track record of successfully scaling assets to leadership positions



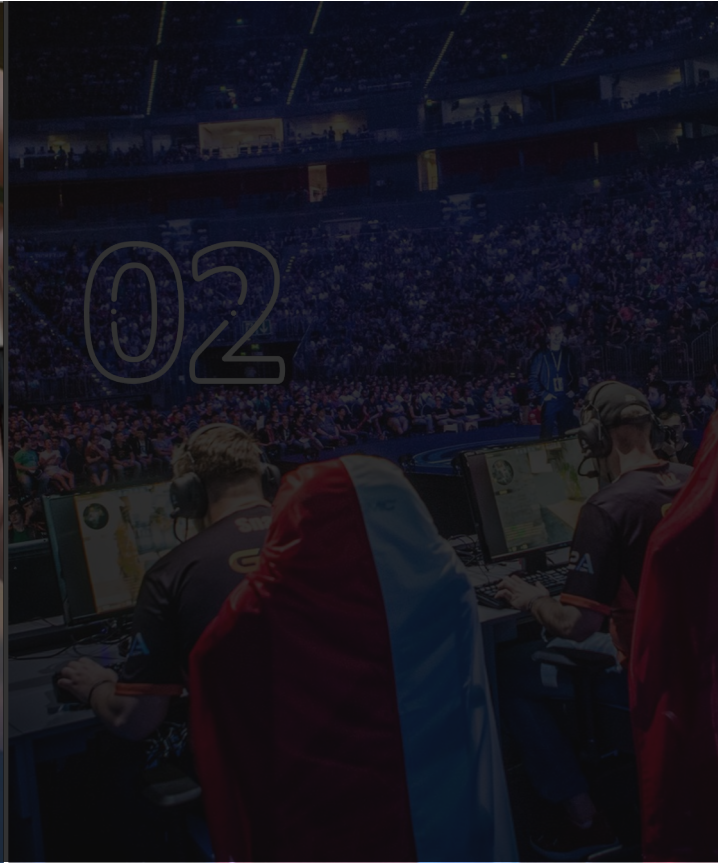




## Gaming

Revenues: INR 315.4 Cr

EBITDA: 20.6%



## esports

Revenues: INR 483.5 Cr

EBITDA: 9.2%



## Adtech

Revenues: INR 76.3 Cr






EBITDA: 8.7%

Note: Revenue and EBITDA for 9MFY24

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



9MFY24: Revenue: INR 315.4 Cr YoY Growth: 6.5% EBITDA Margin: 20.6%

Brand / IP	Sub-segment	Demographics	Key Market	Monetization Model	Market Positioning	Financials 9MFY24, 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: 239.3 EBITDA: 60.3 Margin: 25.2%
	Freemium	13-45 years old	South Asia (96%)	Advertising, In-App Purchases	World's largest cricket simulation game	Revenue:18.0 EBITDA: 4.3 Margin: 23.7%
	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: 32.9 EBITDA: 0.8 Margin: 2.6%
	Telco Distribution	18-45 years old	Middle East, Africa	Subscription	Preferred partner for Telcos and game developers	Revenue: 25.2 EBITDA: -0.3

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



Award Winning App, Award Winning Entrepreneurs

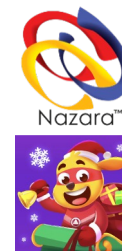


Geographies where top 2 rank achieved

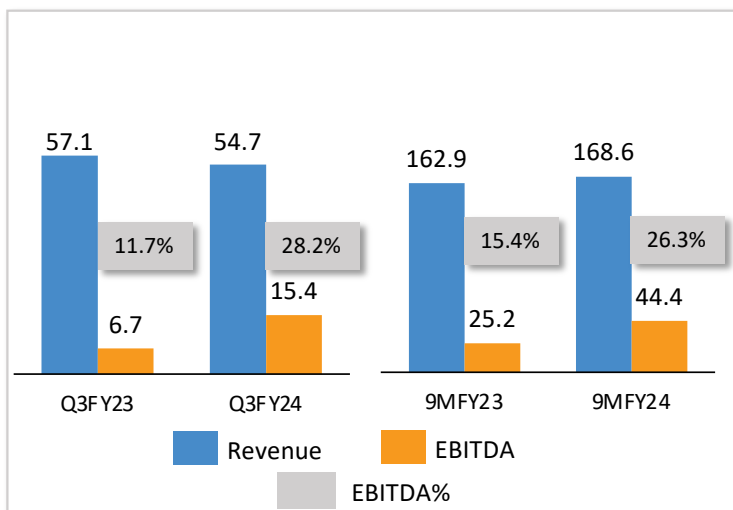


Note: \* Based on App Annie Top Grossing rank for Kids under 5 in the United States (iPhone)

## Gaming -> Kiddopia: EBITDA margin for Q3FY24 at 28.2%



### Q3FY24: EBITDA margins at 28.2%



### Quarterly KPIs

Key Metrics	Q3FY23	Q4FY23	Q1FY24	Q2FY24	Q3FY24
CPT <sup>1</sup> (\$)	\$37.3	\$35.9	\$39.3	\$38.9	\$40.9
Marketing Spend (Mn)	\$3.4	\$3.2	\$2.6	\$2.7	\$2.3
Avg. Activation Rate	70%	68%	68%	66%	67%
Avg. ARPU	\$6.76	\$6.81	\$6.77	\$6.63	\$6.82
Avg. Churn	5.9%	6.4%	5.9%	6.2%	6.7%
Subscribers	310,981	311,758	301,714	292,488	273,249
Subs. Growth (QoQ)	3.7%	0.2%	-3.2%	-2.7%	-6.5%

- Due to an increase in user acquisition costs and lower marketing spends, we experienced a higher rate of subscriber base decline in this quarter. However, due to control on the CPT, we delivered higher EBITDA margin of 28.2% in Q3FY24
- We made a hard switch between our preferred user acquisition channels in Dec '23 to improve performance in the coming quarters
- ARPU saw an increase of around 3% QoQ in Q3FY24
- We are working on alternate growth opportunities (e.g., IP licencing) which can break through the current user acquisition logjam

Note:

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

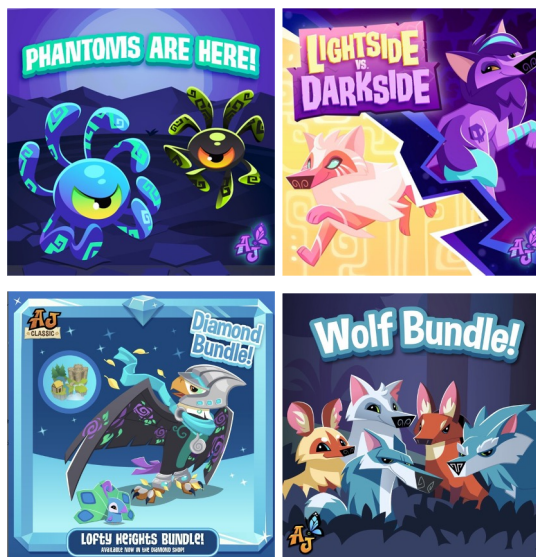


# Gaming -> Animal Jam: #1 Grossing\* App for Kids (9-11 years) in the US

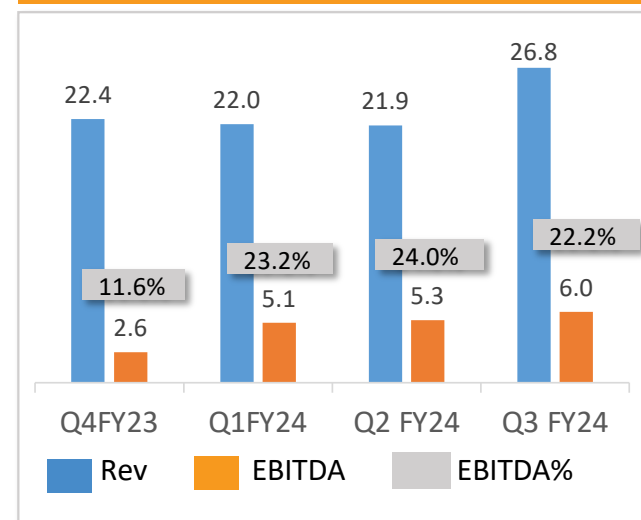


## Gamified Early Learning

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



## Quarterly Financials (INR Cr)

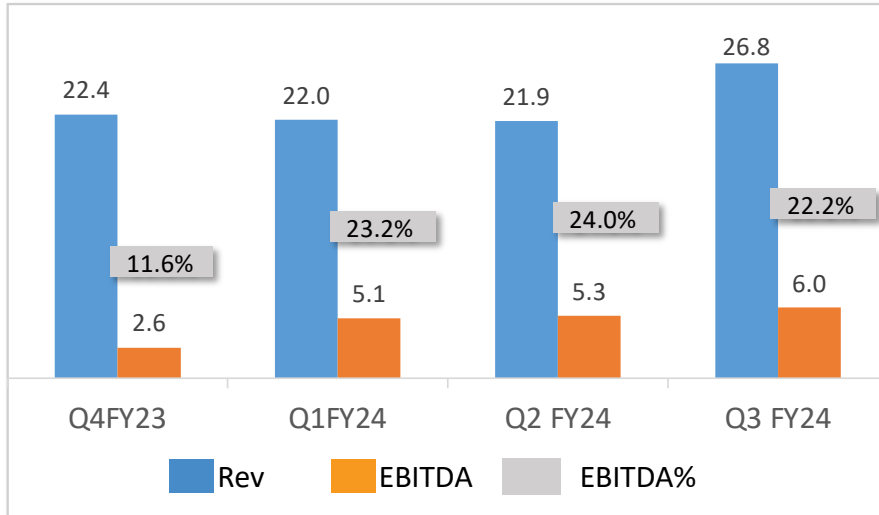


Focus has been on EBITDA optimisation and revenue growth by marketing and product optimizations

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

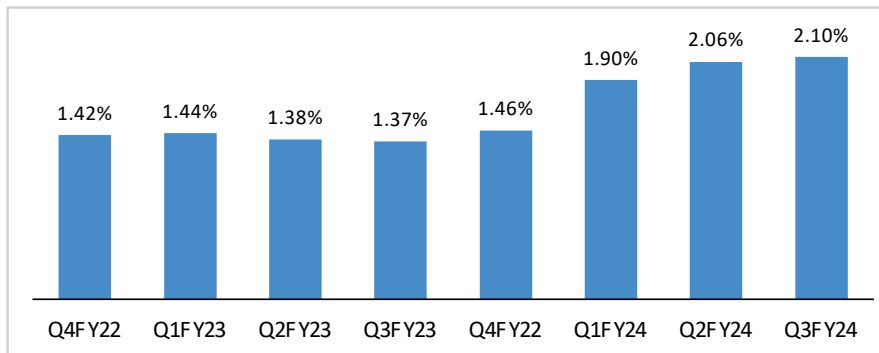
## Gaming -> Animal Jam: Best quarterly performance since acquisition

### Quarterly Financials (INR Cr)



- Animal Jam delivered its highest quarterly revenue and EBITDA numbers since Nazara acquired it
- This growth was driven by a very successful set of in app events across the quarter, culminating in a “Wishing well” event that was very enthusiastically received by our community of young gamers
- In addition to ongoing performance marketing, Animal Jam also started experimenting with other user acquisition methods, including a campaign on TikTok with mini- influencers, coinciding with the holiday season
- More broadly, Animal Jam's growth over the year was driven by product development and better UA driven by deeper analytics. The success of Animal Jam gives confidence to us for deploying a similar playbook with other popular global gaming IPs

### New User Monetization



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

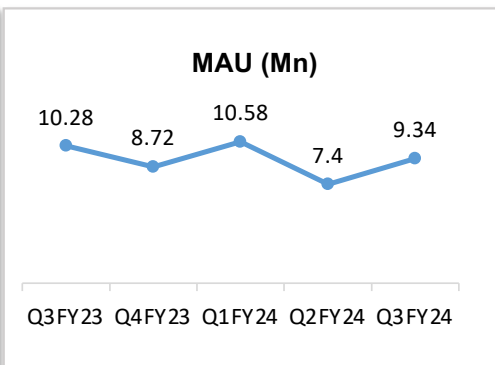
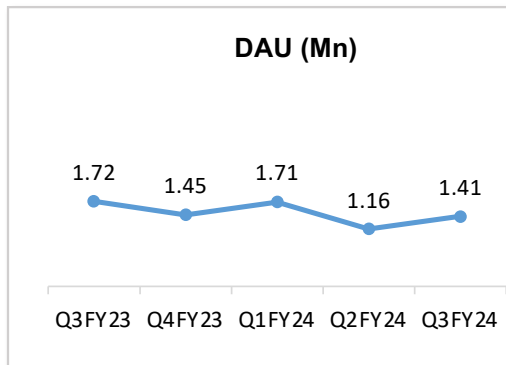
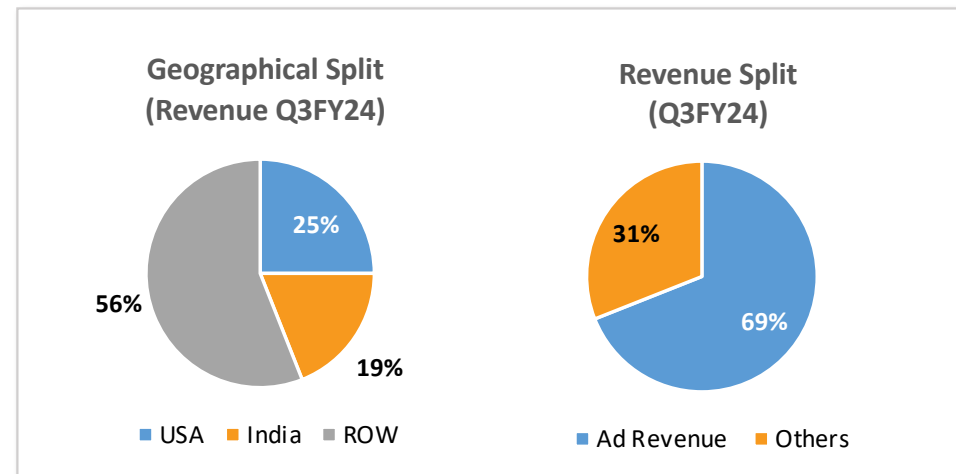
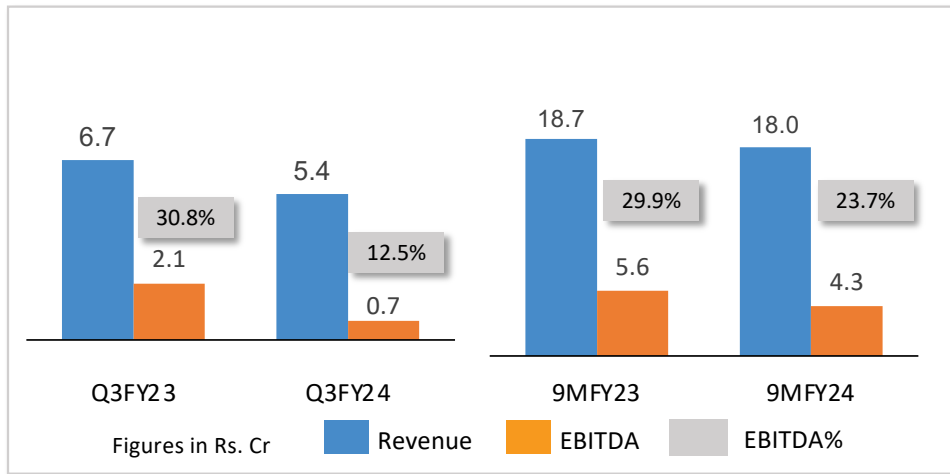


Freemium

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



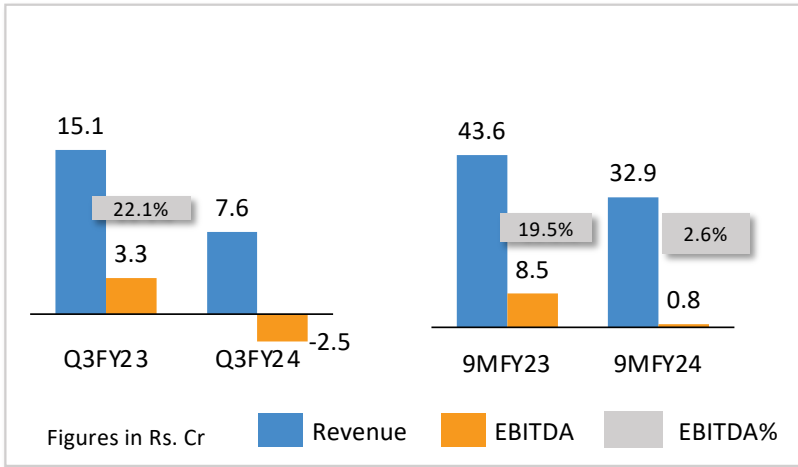
# Gaming -> WCC: Reinventing the franchise to position it for future growth



- As we shared in Q2, Nextwave is reinventing the WCC franchise to position it for growth and help it break out of its current scale
- The initial set of actions have been taken over Q2 and Q3, including a revamp of Nextwave’s ad monetization, live ops, brand sales, and user acquisition operations
- Product related changes will continue through Q4. This includes changes to the existing games WCC2 and WCC3, as well as a new game to be launched in Q1 FY25



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



#Figures for 9MFY23 and 9MFY24 include Halaplay numbers for comparison purposes.

**New GST Policy:** In July 2023, a 28% tax on entry fees for real money games was implemented, effective from October 1, 2023. The impact of increased GST cost has largely been absorbed by all industry players including Classic Rummy – while player deposits are inclusive of 28% GST (paid to the government), the player still gets the full amount via a loyalty promotion bonus which can be used in the game.

### Impact of new GST policy on Classic Rummy:

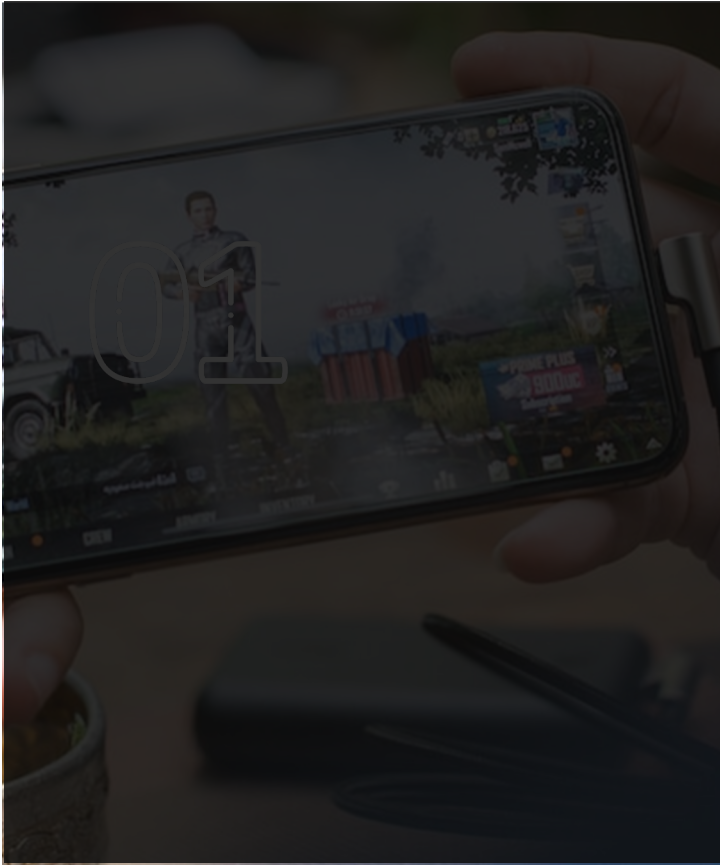
- Gross revenue (before netting loyalty promotion bonuses) is steady – i.e., player activity has not reduced
- However, net revenue is lower due to higher loyalty promotion expense.
- The added GST cost led to an EBITDA loss in Q3FY24.

### Operations Efforts:

- Absorbed GST impact to protect players liquidity.
- Increased player retention and reactivation through focused CRM campaigns
- Implemented product initiatives to enhance player engagement and reduce deposit churn; initiated several cost optimization measures

### Future Outlook / Nazara's strategy:

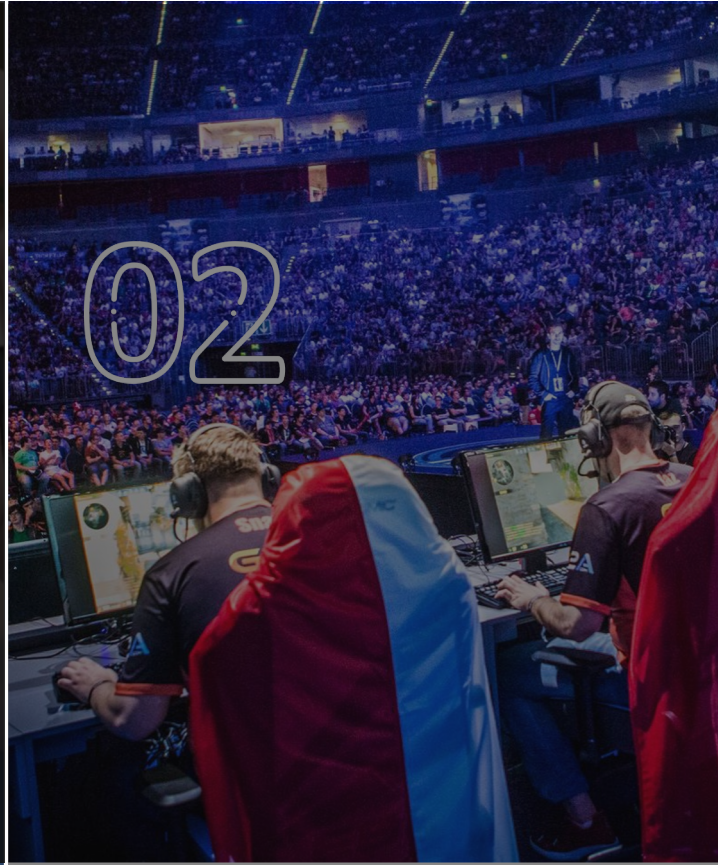
- With clear GST policy guidelines, Nazara will actively seek consolidation opportunities in the sector



## Gaming

Revenues: INR 315.4 Cr

EBITDA: 20.6%



## esports

Revenues: INR 483.5 Cr

EBITDA: 9.2%



## Adtech

Revenues: INR 76.3 Cr

EBITDA: 8.7%

Note: Revenue and EBITDA for 9MFY24

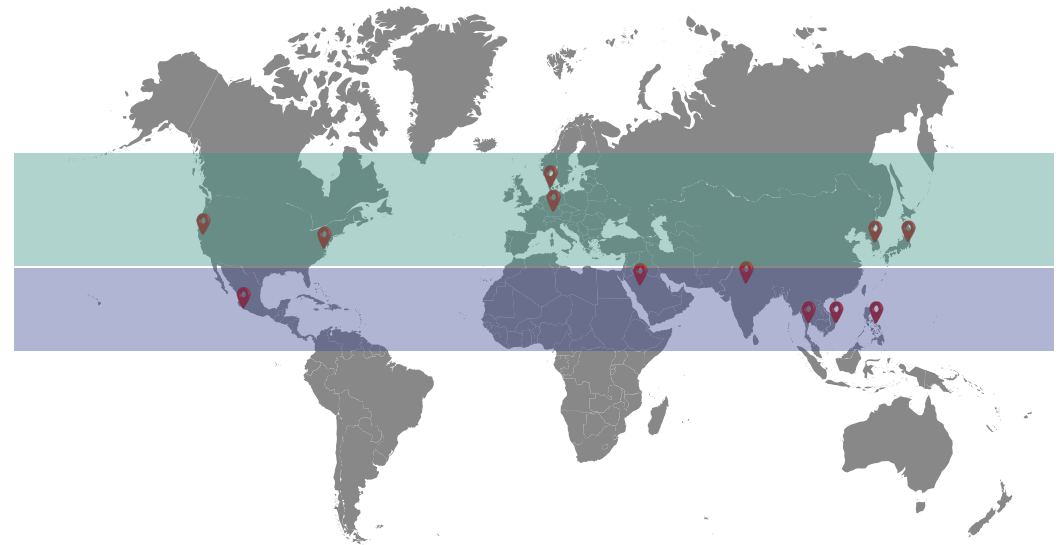
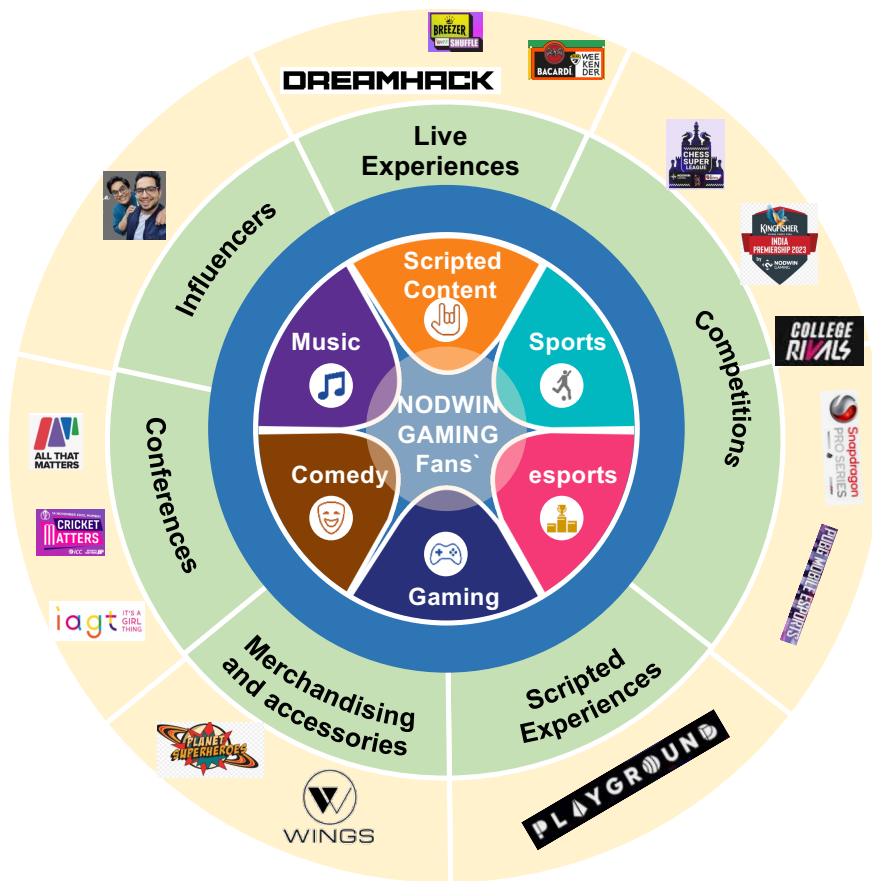
# esports -> Nodwin: #1 esports company in India with a 360° offering for esports fan



## NODWIN GAMING's vision of gaming for the 21st century

Offering for the Nodwin Gaming Fans

Building a distributed Revenue and Delivery Network



Europe Americas,  
Korea, Japan  
Middle East

Higher Contract Values, GM  
Beach-head for Global Brands Relationship

India, South Asia  
Turkey, South East  
Asia

Enables Distributed Delivery Model  
Growth markets, of high interest to Global Brands & Publishers

## esports -> Nodwin Gaming: Recent acquisitions are propelling the expansion of product offerings and market presence



- In October 2023, Nodwin has acquired a 100% stake in game marketing agency PublishME for a sum of US\$ 2 million from its existing shareholders Nazara Technologies Limited and Ozgur Ozalp
- This acquisition will provide the essential tailwinds for NODWIN Gaming to drive its mission of leading the emerging market sports media landscape



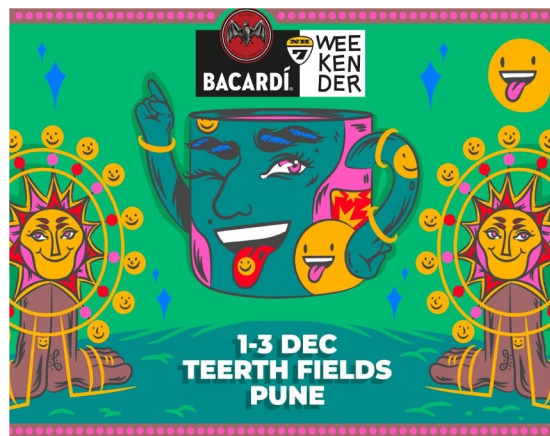
- In December 2023, Nodwin invested INR 33 Cr in Freaks 4U Gaming, a marketing services company for gaming and esports, delivering its services across the world especially in PC games. In January 2024, Nodwin increased its stake to 13.51% with total investment of €8m into the company. NODWIN has the option to acquire majority control of Freaks 4U in the future
- The new investment into Freaks 4U will give Nodwin access to Freaks 4U's network in developed markets such as Europe and North America, while Freaks 4U will get access to Nodwin's infrastructure across the emerging markets Nodwin is present in.



- In Jan-24, NODWIN Gaming has announced acquisition of 100% stake in Comic Con India through a cash and stock deal valued at INR 55 Cr
- With this buyout, NODWIN not only looks to diversify its youth portfolio but also to strategically expand its presence in the global entertainment space
- The merger of Comic Con India into NODWIN Gaming will create a unique platform for gaming and pop culture enthusiasts, aiming to expand festivals to more cities and markets



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

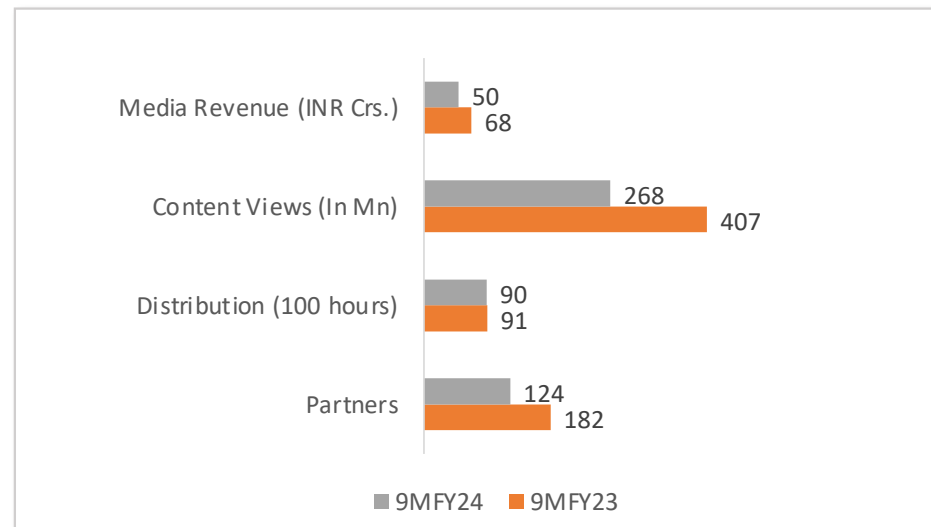
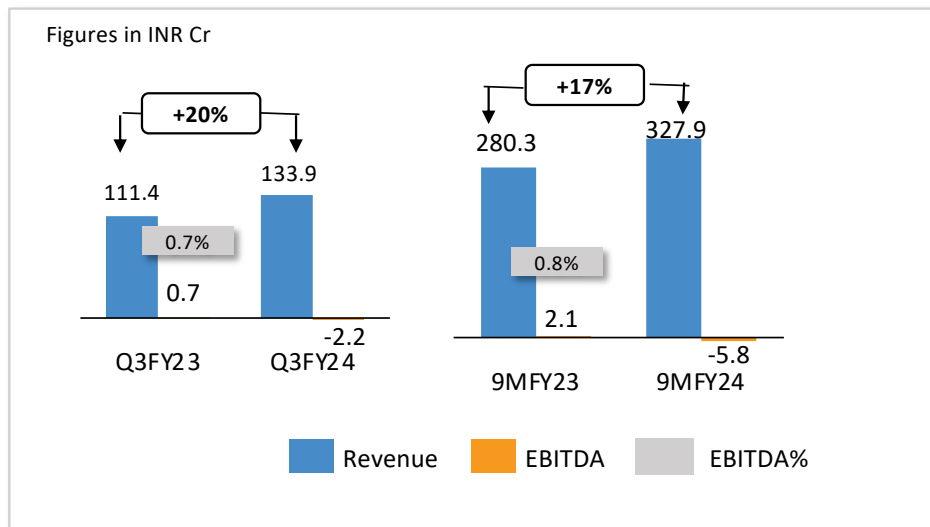




# esports -> Nodwin Gaming: Gearing up for Q4 with multiple key IPs announced



## esports -> Nodwin Gaming: Q3 and 9M FY24 saw a 20% and 17% revenue growth resp.



#9MFY24 numbers are inclusive of PublishMe numbers for Q3FY24 after the acquisition of PublishMe by Nodwin Singapore in Q3FY24

- The EBITDA loss during Q3FY24 is attributed to the gaming accessories business (Brandscale Innovations, which houses the brand 'Wings')
  - To support upcoming product launches and expand into new markets, including laptops, Brandscale requires a substantial injection of fresh capital for marketing and branding efforts
  - Nodwin has chosen to forego further investment and relinquish control, enabling Brandscale to seek growth capital from new investors
  - Nodwin's shareholding remains unchanged, but Brandscale will be treated as an associate in consolidated financial reporting from February 3<sup>rd</sup> 2024
- Large media rights deals have been deferred out owing to consolidation in the media, TV and OTT industries. However, Nodwin has been able to secure independent media rights deal for individual properties. Each of these independent media rights are higher than previous years
- Revenue per partner has increased from 1.63 crores per revenue partner in 9MFY23 to 2.71 crores per revenue partner in 9MFY24
- Nodwin remains committed to its vision of becoming one of the top three esports companies globally. The growth trajectory will be sustained through both organic expansion and strategic M&A, aimed at enhancing capabilities in emerging and developed markets

# 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



# Sportskeeda: PFN – Massive Scale-Up Post Acquisition; Achieved Profitability in Q3FY24



## Post Acquisition Actions\*

Application of Sportskeeda Content Playbook

- Demand-led content development
- Data Feedback-loop and application of effective content analytics

Operational Efficiency

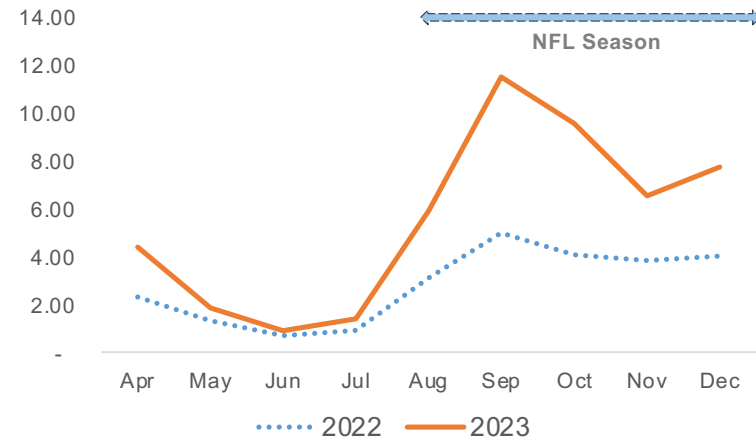
- Targeted cost optimization across the PFN business
- Organizational restructuring to achieve higher yield on human capital

B2C Tech Tool Development



## Initial Results

PFN MAU Growth – 2023 vs 2022 (Millions)



- **Market Position:** PFN maintains #3 NFL ranking in Q3 FY24 as per Similarweb\*\*
- **Revenue Growth:** Organic growth expected to be 45%+ for FY24
- **Profitability:** Achieved profitability in Q3 FY24

Source: Similarweb, Company Data  
\* PFN Acquisition was completed in Mar '23

\*\* Relative ranking based on unique visitors

## esports -> Sportskeeda: Sportskeeda & PFN continue to grow in the US sports media market



### Sportskeeda- #6 Rank in Sports Domains in the US

Domain	Unique Visitors (mn)
espn.com	62.7
si.com	42.1
nfl.com	30.9
dickssportinggoods.com	29.8
cbssports.com	27.7
<b>Sportskeeda.com</b>	<b>19.8</b>
Fubo.tv	17.6
Sports.yahoo.com	17.1
marca.com	14.2
Rei.com	13.3

### PFN- #3 Rank in American Football Domains in the US

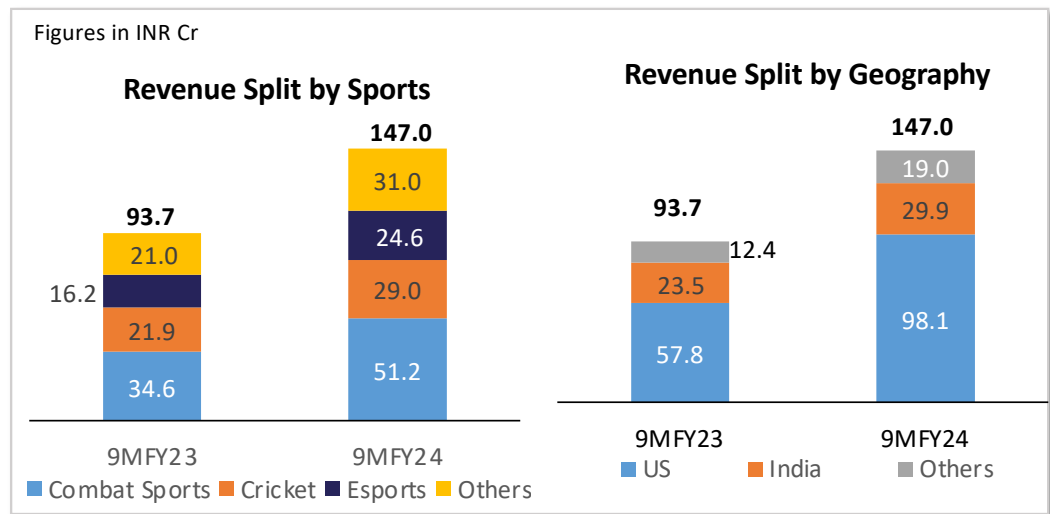
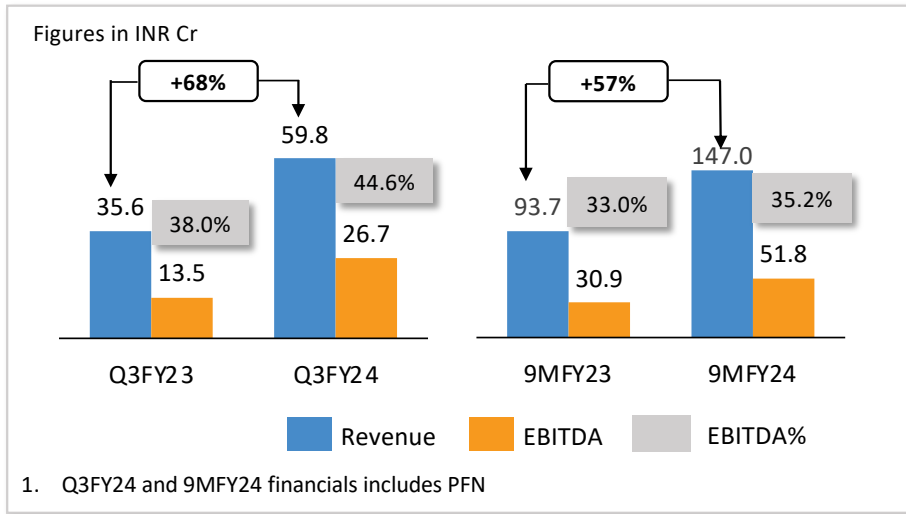
Domain	Unique Visitors (mn)
nfl.com	30.9
thesportsdrop.com	9.4
<b>profootballnetwork.com</b>	<b>5.2</b>
Pro-football-reference.com	4.8
newsnationnow.com	4.3
atozsports.com	3.8
wisportsheroics.com	3.2
fbschedules.com	2.9
saturdaydownsouth.com	2.4
dallascowboys.com	2.0

Source:

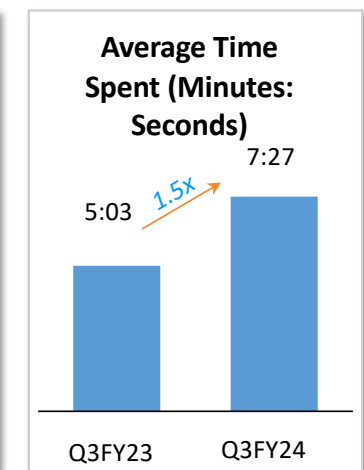
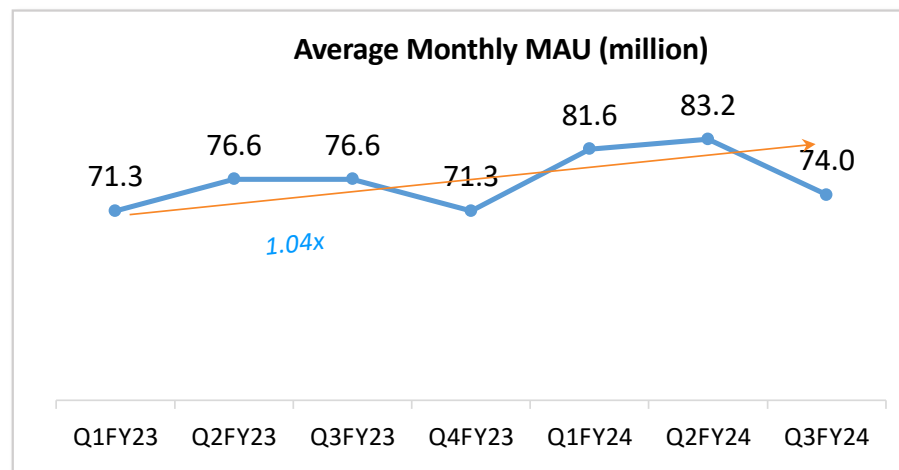
1) Ranking as per Unique Visitors in the US as per Similarweb for the month of December 2023

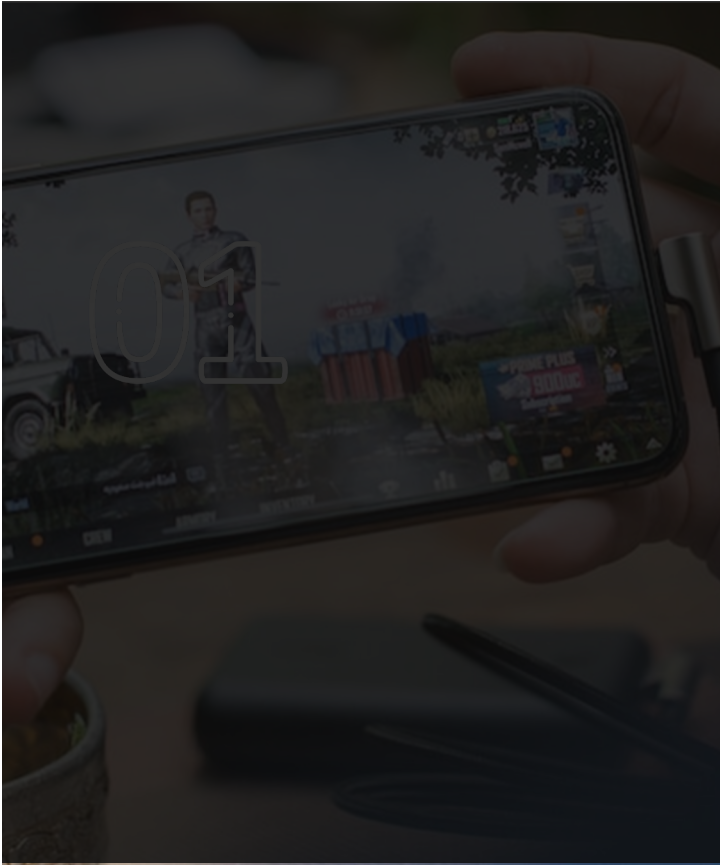


# esports -> Sportskeeda: Stellar performance -> 68% revenue and 97% EBITDA growth in Q3FY24



While Sportskeeda continued to grow its revenue and EBITDA, in Q3 FY24 its subsidiary PFN also reported a healthy margin, bolstered by the ongoing NFL season

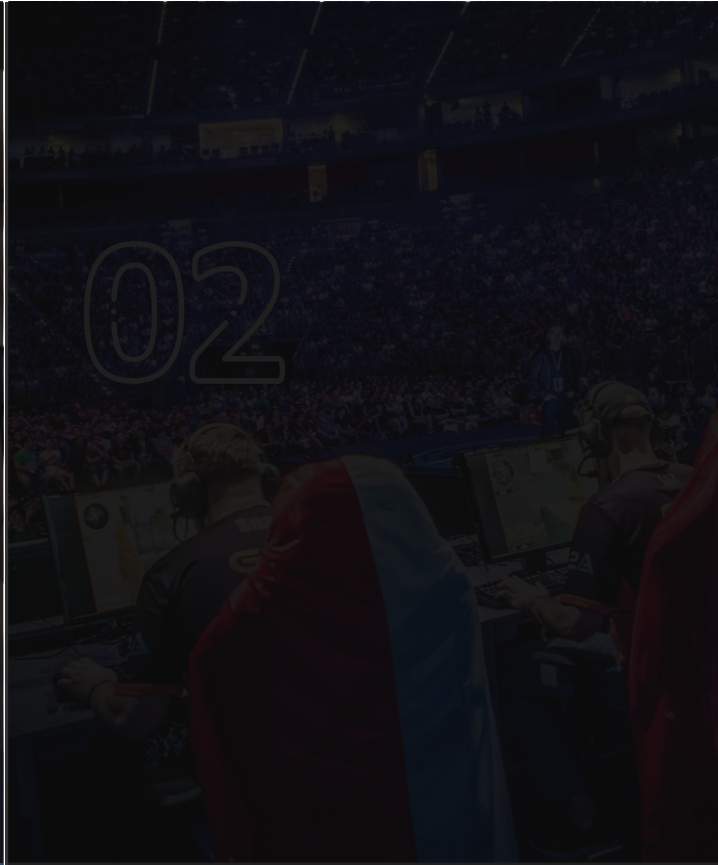




## Gaming

Revenues: INR 315.4 Cr

EBITDA: 20.6%



## esports

Revenues: INR 483.5 Cr

EBITDA: 9.2%



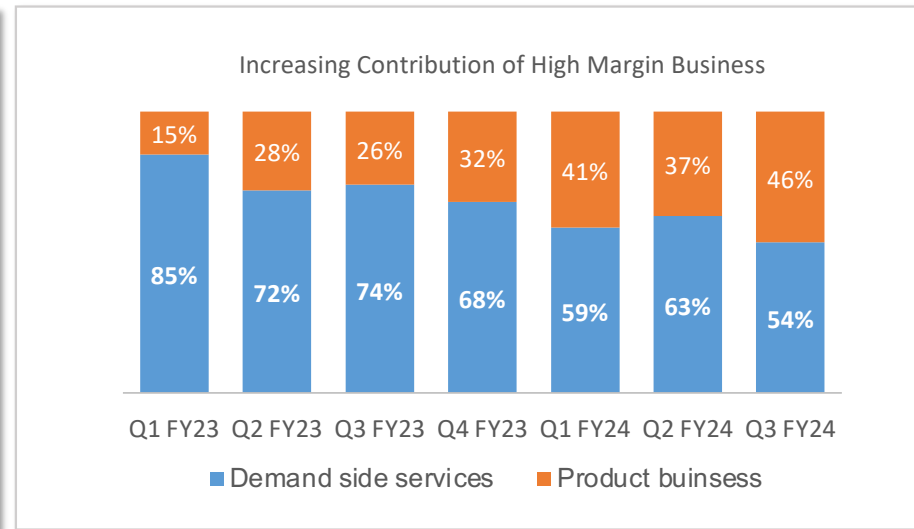
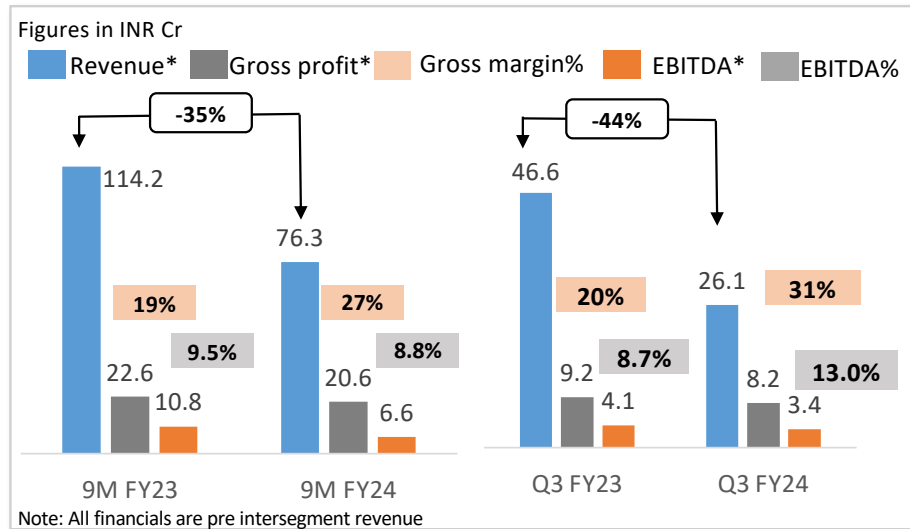
## Adtech

Revenues: INR 76.3 Cr

EBITDA: 8.7%

Note: Revenue and EBITDA for 9MFY24

## Adtech -> Datawrkz: EBITDA margin of 13.0% in Q3FY24 as contribution from high margin business increases



- Over the past year, we've shifted focus from low-margin work to securing higher-margin business clients while diversifying our client portfolio to reduce reliance on a few key customers. This strategic pivot resulted in a year-over-year revenue drop to INR 76.3 crore in 9MFY24 from INR 114.2 crore in 9MFY23. Despite this, our gross margin percentage saw a significant increase from 19% to 27%, indicating the effectiveness of our strategy.
- Although our gross margins have improved, Datawrkz EBITDA fell to INR 6.6 crore in 9MFY24 from INR 10.8 crore in 9MFY23. This decrease reflects our heightened investment in sales and marketing, including team overheads and promotional events. These investments, particularly during Q3 FY24, have significantly enhanced our sales pipeline, leading to improved conversion rates and the establishment of crucial partnerships.

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

## Contact Us

---



---

### Company :



**Nazara Technologies Limited**  
CIN: U72900MH1999PLC122970

**Mr. Rakesh Shah**  
*Chief Financial Officer*  
**Ms. Anupriya Sinha Das**  
*Head of Corporate Development*

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

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

---

### Investor Relations Advisors :

**SGA** Strategic Growth Advisors

**Strategic Growth Advisors Private Limited**

Rahul Agarwal / Karan Thakker  
[rahul.agarwal@sgapl.net](mailto:rahul.agarwal@sgapl.net) /  
[karan.thakker@sgapl.net](mailto:karan.thakker@sgapl.net)  
+91 982143 8864 / +91 81699 62562

[www.sgapl.net](http://www.sgapl.net)