

**November 15, 2021**

The Manager Corporate Relationship Department <b>BSE Limited</b> Floor 25, Phiroze Jeejeebhoy Tower Dalal Street, Mumbai-400001	The Manager – Listing Department <b>National Stock Exchange of India Limited</b> Exchange Plaza, 5 <sup>th</sup> Floor Plot No. C/1, G Block, Bandra Kurla Complex, Bandra(E), Mumbai-400051
BSE Scrip Code: <b>532341</b>	NSE Symbol: <b>IZMO</b>

Dear Sir/Madam,

**Subject: Investors Presentation.**

In terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), we submit herewith a copy of Investors Presentation with respect to Business Overview of Izmo Limited ("the Company").

Further a copy of the same is also available on the website of the Company, viz., [www.izmoltd.com](http://www.izmoltd.com).

Kindly take the same on record.

Yours faithfully,

for **IZMO Limited**



**Danish Reza**

*Company Secretary and Compliance Officer*



Enc: As Above

**izmoltd.**



**IZMO Limited**  
Investor Presentation  
Q2 & H1 FY22

## Disclaimer



izmoltd.

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## **Company Overview**



# About Us

## World leader in Automotive Interactive Marketing Solutions

- Founded in 1995
- Global footprint with operations in 7 countries across Americas, Europe and Asia; clients spread worldwide
- Product Specialists in e-marketing solutions for automotive sector
- Go-to provider of bespoke SaaS solutions for auto dealers targeted to boost productivity and sales
- Comprehensive repository of auto images, interactive media content and VR products
- Industry leader in software solutions for automotive e-marketing, CRM and VR graphics

## Business Mix

- **Automotive Solutions** – Internet solutions to automotive industry worldwide, partnering with dealer & dealer groups, OEMs, finance, insurance, & leasing companies, and leading portals to deliver compelling marketing and customer experiences online
- **Interactive Media Solutions** – Offers world’s largest library of automotive images and animation, virtual brochures, video brochures with voice over, and state-of-the-art CGI graphics
- **Enterprise Products** – Provides packaged product solutions that meet enterprise requirements in connectivity, security and interoperability

## Rich Management Experience

- Experienced Management backed by diverse and skilled team with a right mix of operational & technical expertise combined with dedicated and skilled employee base
- Dynamic & rich experience across business verticals

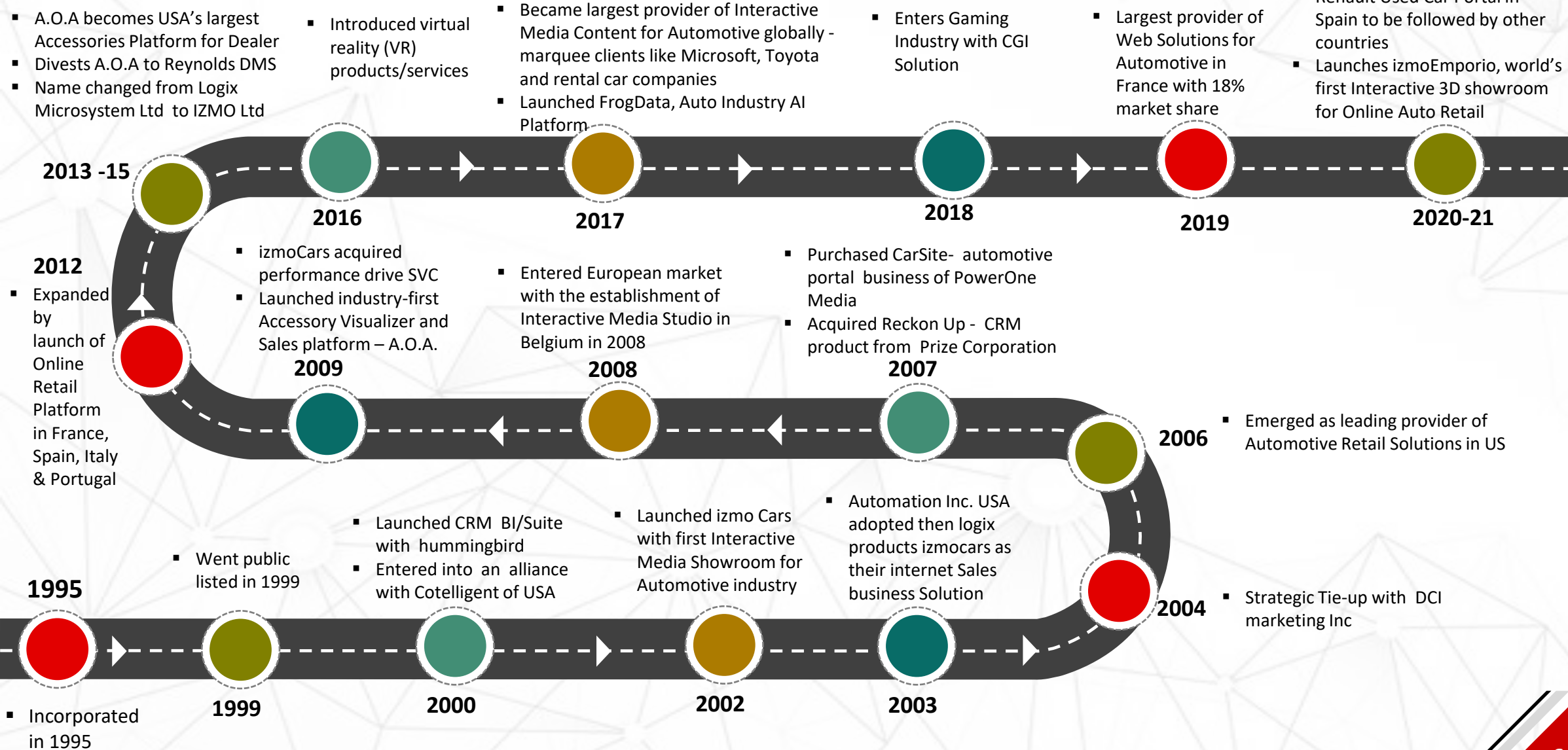
## Marquee Clients

- **Automotive** – PSA France (Peugeot Citroen), Sony Gaming, Mitsubishi Motors, Toyota, Ford, Lexus, Renault, Nissan, Hyundai, Siemens, Europcar, Avis, Jato, Hertz, Arval, GM, Vehicullum, MeinAuto.de, Lamirault, AutoSCOUT24, Mobilede, DME automotive, 12Auto, Autotrader, Multilease, Emil Frey, Stellantis (PSA Group) and Automotive.com
- **Information Technology** – Microsoft, Infosys, Wipro, Dataone, Rambus and IBM
- **Telecommunication** – Airtel and Idea





# Our Journey so far...





# Core & Experienced Management



**Mr. Sanjay Soni**  
(MD & Promoter)

- Founder of Logix Microsystem later changed into IZMO
- Over 17 years experience in automotive industry with several publications in computer science
- Postgraduate from IIM Bangalore

**U.S.A.**

**France**

**India**

**Mr. Tej Soni**  
(President & Founder of izmocars, USA)

**Mr. Cedric Breton**  
Commercial Director

**Mr. Sarbashish Bhattacharjee**  
(Chief Technology Officer)

**Mr. Danish Reza**  
(CS & Compliance Officer)

**Rod Lampart**  
(Director of Product, US-based)

**Mr. Boris Oliviero**  
Director - Digital Solutions

**Mr. Srinivasan Vaidyanathan**  
(VP Operations)

**Mr. Gopi SD**  
(Associate Director - Finance & Accounts)

**Brian Wiklem**  
(Director of CDGI/VR, US-based)

**Mr. Ganesh Kumar B**  
(Director - Engineering)

**Mr. Akula Satya Kiran**  
(Head - Web Division)

**Chris Daniels**  
(Director of Interactive Media, US-based)

**Mrs. Kiran Soni**  
(Chief Financial Officer)

**Mr. Dipankar Kacharia**  
(Head - AOA Division)





## Key Strengths

Only Multinational / Multilingual  
Online Auto Retail Platform

01

Unique & Innovative Product & Service  
Offerings

02

Experienced Leadership with  
deep domain expertise

03

Strong R&D Initiatives

- Average annual spend of Rs. 10-12 cr  
(>10% of revenue)

04

Growth driven by surge in Online  
Retail for Automotive

05

Highly-Profitable SaaS Platform with  
Annual Recurring Revenue (ARR)  
revenue model

06

Strong reputation and brand  
image among customers

07

Proprietary methodology & process  
for CGI products & VR platform

08



# Industry Overview

## Market Scenario



### Business Software Market

- Global business software & services market valued at \$389.86 billion in 2020 and forecasted to grow at CAGR of 11.3% during 2021-28
- Growing automation of business processes and increase in enterprise data are driving growth in this industry
- COVID-19 pandemic further expedited this growth as demand for SaaS based services and products increase across sectors

### E-Marketing Industry

- Global digital marketing vertical valued at approximately \$300 billion in 2019, and reached \$330-340 billion in 2020, growing at CAGR of 12.8%
- Rising investments in online video and mobile advertising have fueled overall digital marketing expenditure in North America and Western Europe
- Mobile ad expenditure contributes to approximately 39-42% of digital spend in Western European markets such as the UK, Germany, and Spain and expected to have reach 55-60%



# Automotive Dealer Market

### Market Opportunity

- Base Platform Billing Per Dealer: \$1,500 – \$2,000/month
- Add Consulting: \$500/month
- Add Derivative Products: \$1,000/month
- Total: \$3,500/month
- Market Size: \$840 million



### Auto Dealer Industry Size

- Auto sales in 2018: 20 Million
- Sales Revenue > \$ 1 Trillion
- No. of Car Dealers: 20,000
- Avg. Dealership:
  - \$60M Sales/ Year
  - Employs 100 people
  - Monthly Marketing Spend: \$600/car = \$60,000/month

# Global Trends & US Automotive Sector



## Prevailing Global Trends

- Strong growth in online Auto retail
- Interactive Media content fast gaining popularity
- Online spend by Auto dealers on rise
- Consumers demanding better content before buying decision
- Very few players offering interactive media content for automotive



## US Auto Sector

- Total Dealerships: 16,682
- Total Advertising Spend: \$9.2 billion
- Advertising Budget / Vehicle: \$640
- Sales: 17.1 million / \$1.02 Trillion
- Online Spend: 56% of total
- Average Annual Internet Spend/  
Dealer: \$310,127



## **Business Overview**





## Frogdata

**Big Data Platform for Automotive**  
Data Aggregation, analytics and Artificial Intelligence (AI) services

- Most advanced platform for Automotive Data Analytics
- Integration with major platforms in the Industry
- Next Generation Ai applications



## izmo Studio

**Interactive Media Products**  
Exhaustive library of automotive images, videos and animations

- Global Leader in Interactive Automotive Content
- Photography, CGI, Video, VR Studios
- Low-cost production center in India



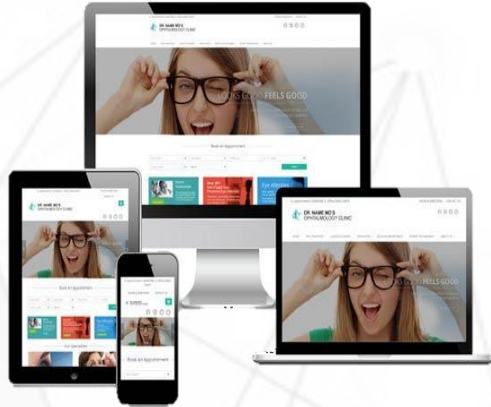
## izmo Cars

**Online Auto Retail Solution**  
Specialized e-marketing SaaS solution for automotive traders

- Multinational presence with multilingual platform
- Recognized brand and domain experts since 2002
- Solid customer base with low churn



## izmo Cars



## izmo Web

### Automotive Web Platform

- Multi-lingual Web Platform for Automotive
- Proprietary Automotive Web Platform for Tier I & II clients
- Largest provider in Mexico and France
- More than 2,000 dealers worldwide use izmoweb
- Clients include OEM Networks, Large & Small Dealer Groups



## izmo TheAgency

- Google Partner
- Comprehensive AdWords & Social Media Marketing
- Verified Leads Program for lead qualification



## PartsVelocity CRM

- SaaS based Parts Distribution Sales & Marketing CRM
- Integration with major DMS systems
- PSA Alliance (Peugeot) Standard for Distributors
- Comprehensive platform for Parts Distribution Management
- Integration with major DMS systems in Europe

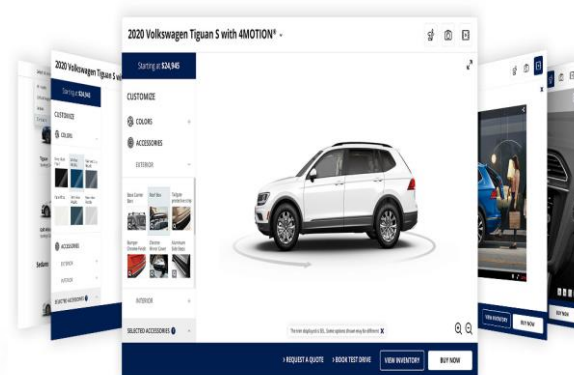


## izmo Studio



## izmo Stock

- Global Automotive Image Library
- #1 in Automotive Stock Images
- Tier 1 Client List
- 2% Client Churn



## izmo FX

- CGI Development Services
- 3D Virtual Showroom with Accessories
- Kinetic CGI - Interactive Product Experience Platform



## izmo VR

- Automotive VR Platform
- izmoVR Lead Generation Kiosk
- Virtual Reality Experience Apps



## FrogPlus Advanced Reporting Platform

- Integrated with major DMS Systems
- Many Systems, One Dashboard  
(DMS, CRM, Google, Service)
- Data Analytics Platform for Auto

Retail



## FrogData Lake – Data Repository for Dealers

- Normalization and migration of DMS data
- Single Repository for all data

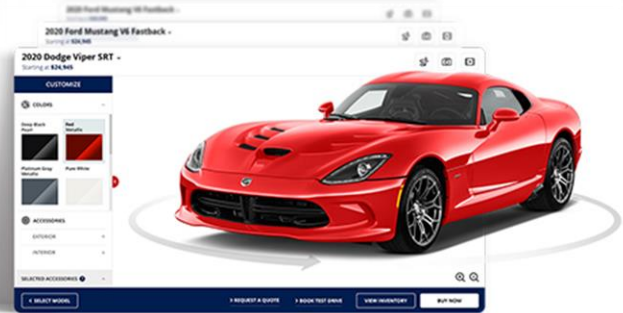


## FrogAI Factory

- Next generation apps and automation for dealers
- Alexa Apps, Pre-Pencil Tool, Service Upsell enablement



## Other Key Products/Services



### **izmoEmporio** *3D CGI Virtual Showroom*

- High user engagement & conversion rate >90%
- Increased Online Sales
- Content available for all countries
- Unique product with no competition
- One line integration with any dealer website
- Low cost, high-volume production capacity



### **izmoVR** **Virtual Car Test Drive**

- New concept in Auto Retailing – Virtual Test Drives
- Innovative & Immersive User Experience
- One of the largest content library in the world, being repurposed for VR
- Build Content, Distribute, Monetize
- Easy to scale in any country
- Potential to launch in App Store for private viewing
- Facilitates better Lead generation for sales



## **Strong R&D Team**

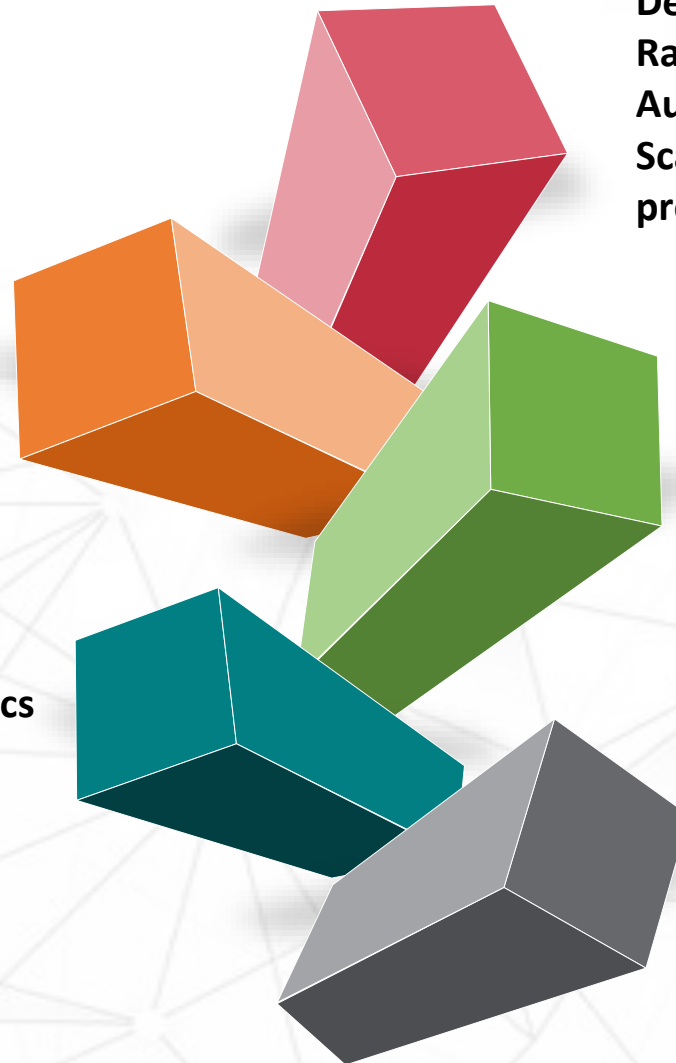
**Developed WebGL based 3D Interactive Platform for personalization of cars with accessories**

**Developed AI Big Data Platform for Decision Analytics based on Integrated Data Model with Heuristic Algorithms for quick analysis**

**Developed CGI technology for Rapid 3D Modeling for Automotive using On-Site Laser Scanning and AI based modeling process**

**Developed industry first CGI based Virtual Reality & Augmented Reality Platform for Auto Retailing**

**Developed Used Car Price Optimizer - AI based Used Car Pricing platform**





## Global Presence



**98% Revenue from Exports**

# Marquee Clients



izmoltd.





## Recognition from Reputed News Entities

Economic Times ranked izmo Ltd. 71<sup>st</sup> in “India Growth Champions 2021” rankings list

Financial Times ranked izmo Ltd. 363<sup>rd</sup> in “High Growth Companies – Asia Pacific, 2021”





## **Consolidated Financial Highlights**





**Commenting on the results, Mr. Sanjay Soni, Managing Director, IZMO Ltd said :**

*"The post-COVID recovery continues to be seen in global markets over the last few months, especially in our industry. Despite the second wave hampering industries in several countries during the initial months of this half year, overall market scenario and consumer sentiment has been gradually improving.*

*In the six months ended 30th September, we reported a 11.83% year-on-year rise in revenue at Rs. 59.41 cr, with EBITDA and PAT at Rs. 10.25 cr and Rs. 3.73 cr, respectively. Growth in the top line has been supported by a consistent increase in clients and projects. This reflects our Company's product appeal and geographical reach, which enables us to navigate turbulent market conditions. Moreover, we issued ESOPs for our employees during the second quarter while also expanding our talent base, which had some bearing on the margins.*

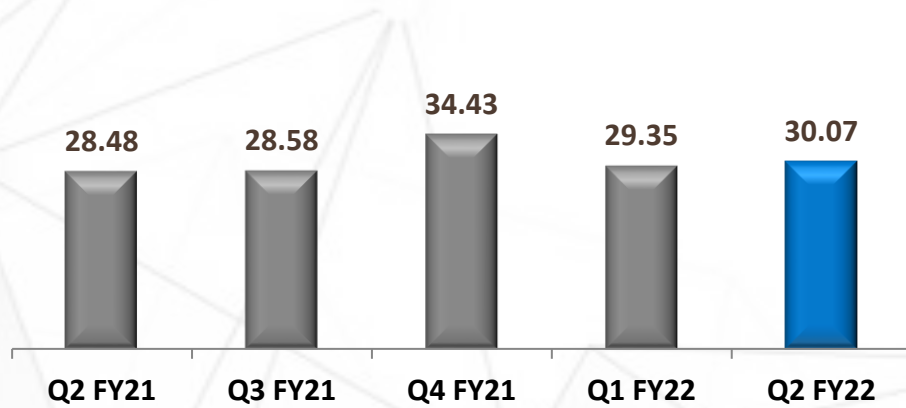
*However, this will only prepare us better to take on new opportunities as the markets improve globally. I am glad to announce that we are looking at opportunities in EV software development and mobility solutions. With our strong international network, and R&D efforts in this direction, we see this as a high growth potential business for us in the future.*

*Looking ahead, the pandemic has expedited the shift of business operations to online platforms among many dealers as well as end consumers. In this paradigm shift, digital content and SaaS products are playing a key role, and this reflects in the number of new contracts we are getting. I would like to thank the entire team of izmo and all our stakeholders, for their untiring efforts and support, which drives the Company forward."*

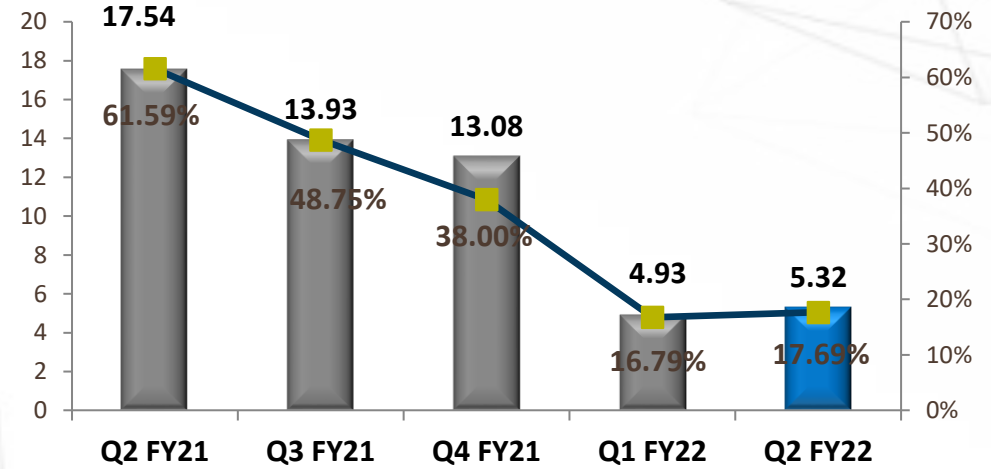
# Consolidated Quarterly Financial Highlights



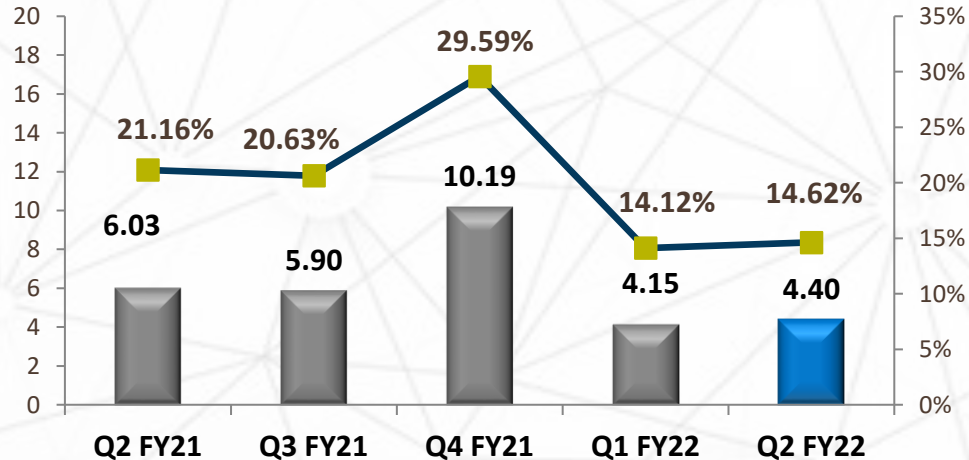
Revenue (Rs. Cr.)



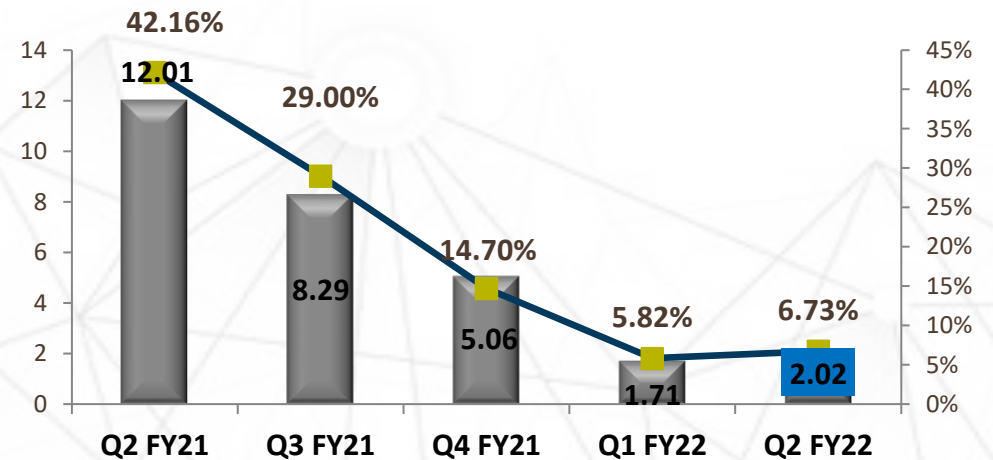
EBITDA (incl. other income) (Rs. Cr.) / Margin (%)



EBITDA (excl. other income) (Rs. Cr.) / Margin (%)



PAT (Rs. Cr.) / Margin (%)



## Consolidated Quarterly Financial Highlights



Rs. Crs	Q2 FY22	Q2 FY21	YoY%	Q1 FY22
Income from Operations	30.07	28.48		29.35
Other Operating Income	0.00	0.00		0.00
<b>Total Income from Operations</b>	<b>30.07</b>	<b>28.48</b>	<b>5.59%</b>	<b>29.35</b>
Raw Material Expenses	0.19	0.35		0.10
Employee Cost	14.47	12.29		14.30
Other Costs	11.01	9.81		10.80
<b>Total Expenditure</b>	<b>25.67</b>	<b>22.45</b>		<b>25.20</b>
<b>EBITDA (including other income)</b>	<b>5.32</b>	<b>17.54</b>	<b>(69.67%)</b>	<b>4.93</b>
<b>EBITDA Margin %</b>	<b>17.69%</b>	<b>61.59%</b>	<b>(4390 bps)</b>	<b>16.79%</b>
Other Income	0.92	11.51		0.78
Depreciation	3.09	5.47		3.05
Interest	0.16	0.14		0.17
<b>Profit Before Tax</b>	<b>2.07</b>	<b>11.93</b>		<b>1.71</b>
Tax	0.05	(0.08)		0.00
<b>Profit After Tax</b>	<b>2.02</b>	<b>12.01</b>	<b>(83.16%)</b>	<b>1.71</b>
<b>PAT Margin %</b>	<b>6.73%</b>	<b>42.16%</b>	<b>(3543 bps)</b>	<b>5.82%</b>
<b>EPS in Rs.</b>	<b>1.51</b>	<b>9.19</b>	<b>(83.57%)</b>	<b>1.30</b>

- Rise in revenue supported by new client additions in key markets such as the US
- Issue of ESOPs, salary hikes & expanding talent-base in US, Europe & India, led to higher employee expenses

## Consolidated Half-Yearly Financial Highlights



Rs. Crs	H1 FY22	H1 FY21	YoY%
Income from Operations	59.41	53.13	
Other Operating Income	0.00	0.00	
<b>Total Income from Operations</b>	<b>59.41</b>	<b>53.13</b>	<b>11.83%</b>
Raw Material Expenses	0.29	0.51	
Employee Cost	28.78	23.57	
Other Costs	21.81	18.17	
<b>Total Expenditure</b>	<b>50.87</b>	<b>42.24</b>	
<b>EBITDA (including other income)</b>	<b>10.25</b>	<b>22.76</b>	<b>(54.97%)</b>
<b>EBITDA Margin %</b>	<b>17.25%</b>	<b>42.83%</b>	<b>(2558 bps)</b>
Other Income	1.71	11.87	
Depreciation	6.14	9.17	
Interest	0.33	0.36	
<b>Profit Before Tax</b>	<b>3.78</b>	<b>13.23</b>	
Tax	0.05	(0.08)	
<b>Profit After Tax</b>	<b>3.73</b>	<b>13.31</b>	<b>(71.97%)</b>
<b>PAT Margin %</b>	<b>6.28%</b>	<b>25.05%</b>	<b>(1877 bps)</b>
<b>EPS in Rs.</b>	<b>2.81</b>	<b>10.19</b>	<b>(72.42%)</b>

- Higher other expenses from legal costs incurred in pursuing copyright infringement claims, which would bring returns in next half year
- Sustainable improvement in working capital cycle

# Consolidated Annual Financial Highlights – FY21 vs. FY20



14.75%

Revenue from Operations  
Rs. 116.14 Crore



74.11%

EBITDA (including other income)  
Rs. 49.77 Crore



1461 bps

EBITDA Margin  
42.85%



139.05%

PAT  
Rs. 26.66 Crore



1193 bps

PAT Margin  
22.95%



138.92%

Basic EPS  
Rs. 20.38

## Consolidated Annual Financial Highlights – FY21



Rs. Crs	FY21	FY20	YoY %
Income from Operations	116.14	101.21	
Other Operating Income	0.00	0.00	
<b>Total Income from Operations</b>	<b>116.14</b>	<b>101.21</b>	<b>14.75%</b>
Raw Material Expenses	2.19	0.43	
Employee Cost	46.76	44.19	
Other Costs	40.22	36.48	
<b>Total Expenditure</b>	<b>89.17</b>	<b>81.10</b>	
<b>EBITDA (including other income)</b>	<b>49.77</b>	<b>28.59</b>	<b>74.11%</b>
<b>EBITDA Margin %</b>	<b>42.85%</b>	<b>28.24%</b>	<b>1,461 bps</b>
Other Income	22.80	8.47	
Depreciation	22.06	15.62	
Interest	0.87	1.04	
<b>Profit Before Tax</b>	<b>26.84</b>	<b>11.93</b>	
Tax	0.18	0.78	
<b>Profit After Tax</b>	<b>26.66</b>	<b>11.15</b>	<b>139.05%</b>
<b>PAT Margin %</b>	<b>22.95%</b>	<b>11.02%</b>	<b>1,193 bps</b>
<b>EPS in Rs.</b>	<b>20.38</b>	<b>8.53</b>	<b>138.92%</b>

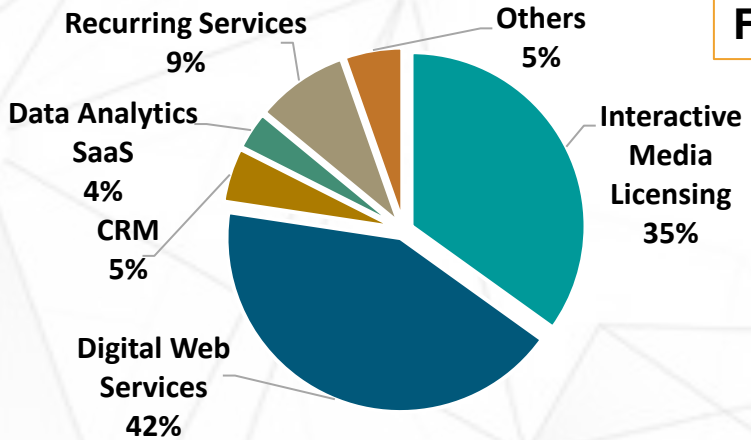
- *Strong growth driven by rising demand from new and existing customers*
- *Increasing number of customers moving operations online*
- *Stringent control on costs supported growth in profit margins*

# Consolidated Segmental Revenue – FY21 vs. FY20

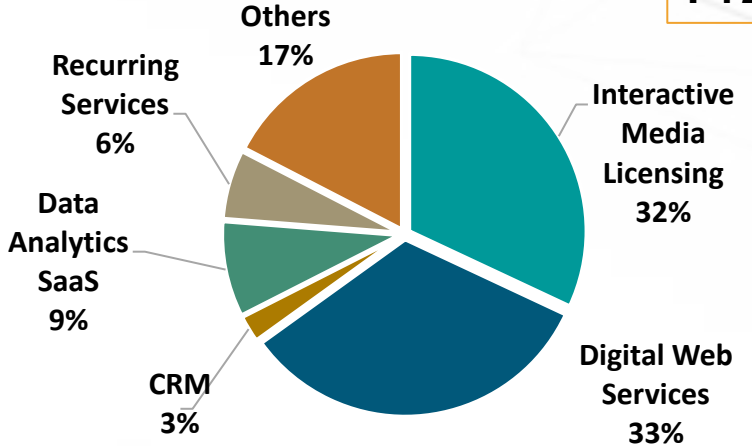


## By Product

FY20

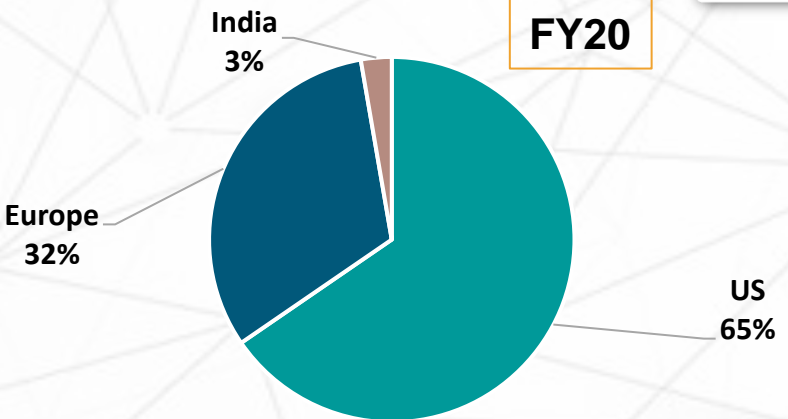


FY21

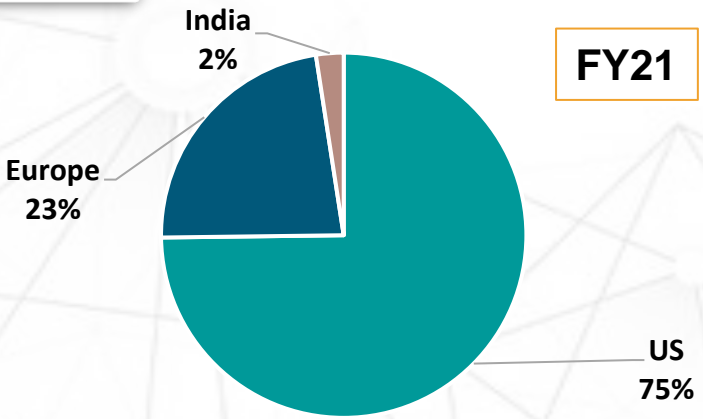


## By Geography

FY20



FY21





## Consolidated Balance Sheet Highlights

Rs. Cr.	30 <sup>th</sup> Sept' 2021	31 <sup>st</sup> Mar' 2021
<b>Shareholders Funds</b>	<b>239.89</b>	<b>235.54</b>
Share Capital	13.36	13.19
Other Equity	226.53	222.35
<b>Non Current Liabilities</b>	<b>11.46</b>	<b>13.67</b>
<b>Financial Liabilities</b>		
LT Borrowings	8.90	11.24
LT Provisions	2.56	2.43
<b>Current Liabilities</b>	<b>28.24</b>	<b>38.63</b>
Trade Payables	1.22	3.84
Other Financial Liabilities	6.13	8.00
ST Provisions	0.33	0.32
Other Current Liabilities	20.51	26.43
Current Tax Liabilities (Net)	0.04	0.04
<b>Total Equity &amp; Liabilities</b>	<b>279.59</b>	<b>287.84</b>

Rs. Cr.	30 <sup>th</sup> Sept' 2021	31 <sup>st</sup> Mar' 2021
<b>Non Current Assets</b>	<b>227.77</b>	<b>223.96</b>
Property Plant & Equipment	2.67	2.61
Capital work in progress	2.50	2.48
Investment Property	1.78	1.84
Other Intangible Assets	215.82	212.14
Deferred Tax Assets	0.37	0.42
Other Non-Current Assets	4.63	4.48
<b>Current Assets</b>	<b>51.81</b>	<b>63.88</b>
Inventories	0.05	0.05
Trade receivables	17.23	27.71
Cash & Cash equivalents	18.65	22.88
Other Financial Assets	15.88	13.23
<b>Total Assets</b>	<b>279.59</b>	<b>287.84</b>





**Way Ahead**

# Way Ahead



## Focus on New Products in Existing Geographies

- **izmoEmporio** - 3D Virtual Showroom for dealers – US/ EU
- **izmoVR** – VR Lead Generation Platform for Automotive
- **Kinetic CGI** – CGI Product Visualization
- **EV S/W** – Software for electric vehicles & mobility solutions. Dedicated R&D efforts to be supported by strong sales & service network

## Expanding Data Repository and Auto Dealers Subscriptions

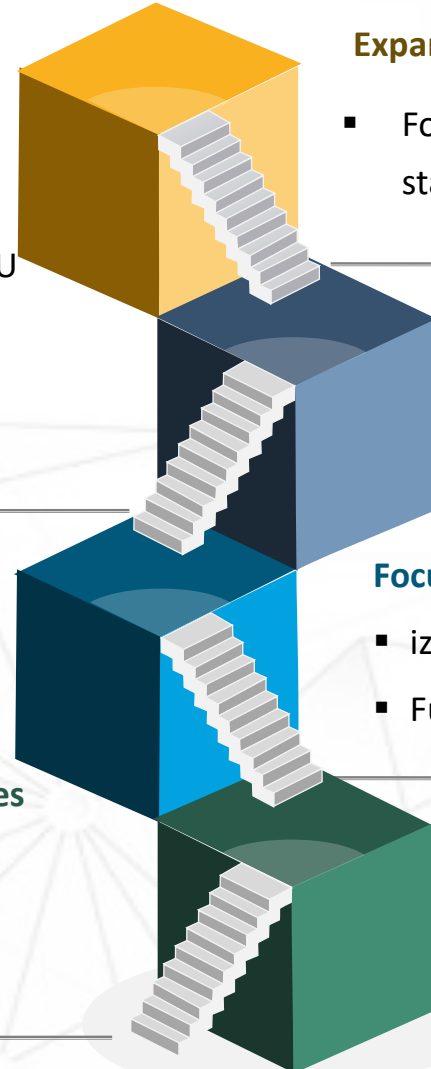
- Focus on updating repository of data with latest and state-of-the-art imagery and information

## Focus on Existing Products in New Geographies

- izmoweb to be re-introduced in **USA**
- Full Suite Digital Solutions in **Germany, Spain & Switzerland**

## Focus on Growing Existing Products in Existing Geographies

- **izmoStudio** – Driven by growth in online auto sales
- **izmocars** – French market continues to grow
- **FrogData** – Data Analytics boom fuels growth



**Thank You**

**izmoltd.**

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**For further information, please contact:**

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