



Date: 02.06.2016

**BSE Ltd.**  
P. J. Towers, Dalal Street,  
MUMBAI - 400 001.

**National Stock Exchange of India Ltd.**  
Exchange Plaza, Bandra Kurla Complex,  
Bandra East, Mumbai-400051.

**Scrip Code: BSE: 532368 & NSE: LYCOS**

Dear Sir,

**Sub: Analyst/ Investor Presentation**

With reference to the above cited subject, please find the enclosed copy of F.Y.2015-16 Business & Financial Investor Presentation.

Kindly update the above disclosed information in your records.

Thanking You.

Yours truly,  
for LYCOS INTERNET LIMITED

**V. SRI LAKSHMI**  
**COMPANY SECRETARY**



---

**LYCOS INTERNET LIMITED**

(Formerly Ybrant Digital Limited)  
Plot # 7A, MLA Colony, Road # 12, Banjara Hills, Hyderabad - 500034.  
Tel: +91 (40) 45678999, efax : +91 (22) 66459677  
CIN: L64203TG1999PLC030996



# LYCOS INTERNET LIMITED

**ENABLES EXCITEMENT.**

FY 2016 BUSINESS & FINANCIAL  
INVESTOR PRESENTATION



## DISCLAIMER

“ Certain Statements in this release reflecting our future growth prospects are forward – looking statements which involve a number of risks and uncertainties that could cause result to differ materially from those in such forwarding looking statements. The risks and uncertainties relating to these statements include but are not limited to risks and uncertainties with respect to fluctuation in earnings, our ability to manage growth, intense competition in online advertising including these factors which may affect our cost advantage, cost of resources and introduction of regulations that might impact the prospects, our ability to successfully complete the planned projects, general economic conditions affecting our industry. The company does not undertake to update any forward looking statements that may be made from time to time by or on behalf of the company.

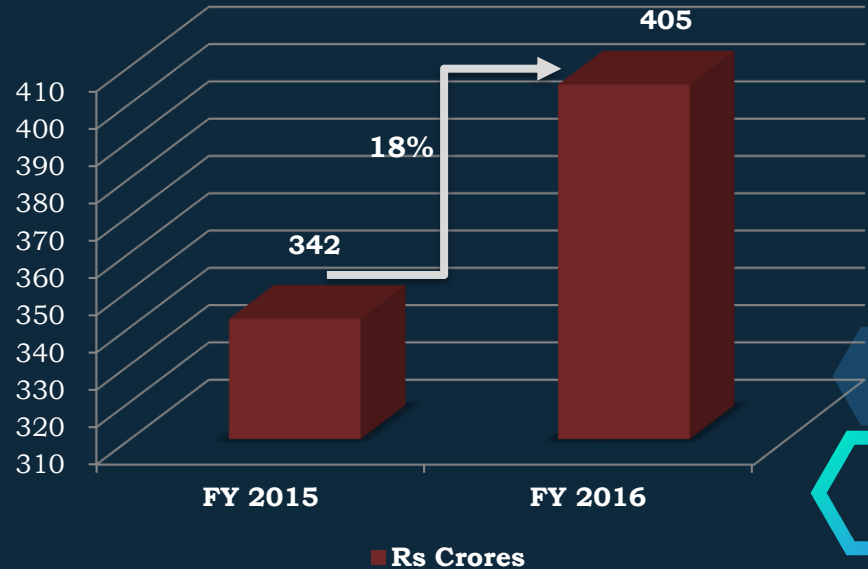
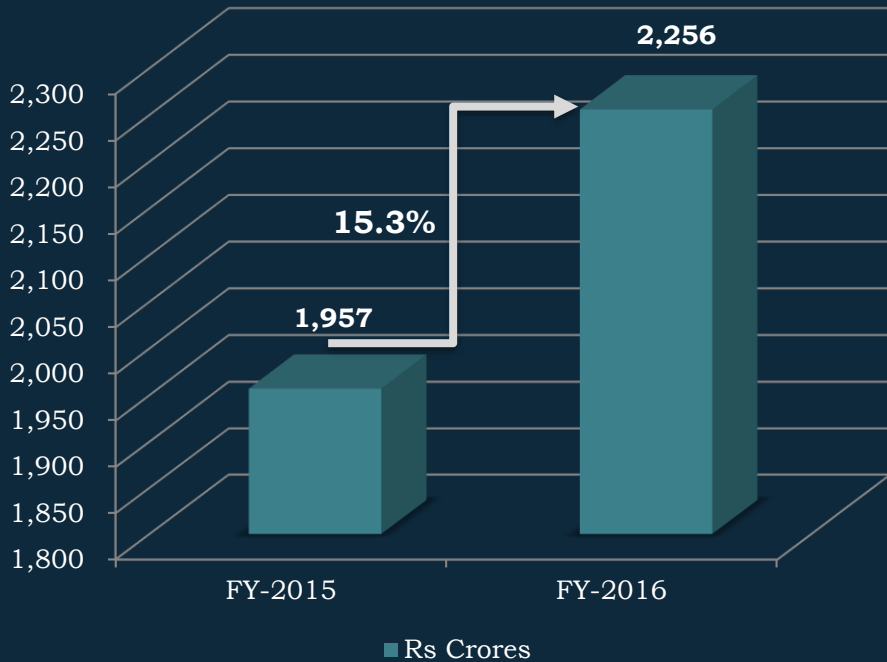
# Key Highlights

- ◇ Revenue grew 15.3% YoY to Rs 2,256 Cr
- ◇ Net Profit grew 18% YoY to Rs 405 Cr
- ◇ Digital revenue grew by 22%
- ◇ EPS grew from Rs 7.19 to Rs 8.50
- ◇ Revenue & net profit grew 7.7% & 10.6% in US\$ terms



# FINANCIALS

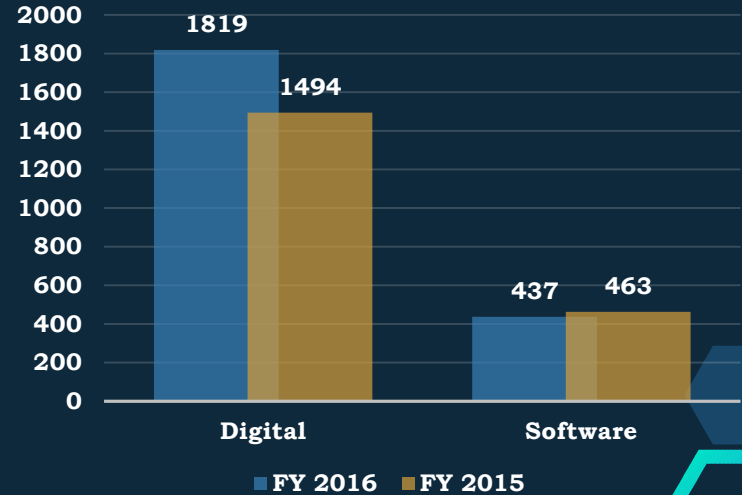
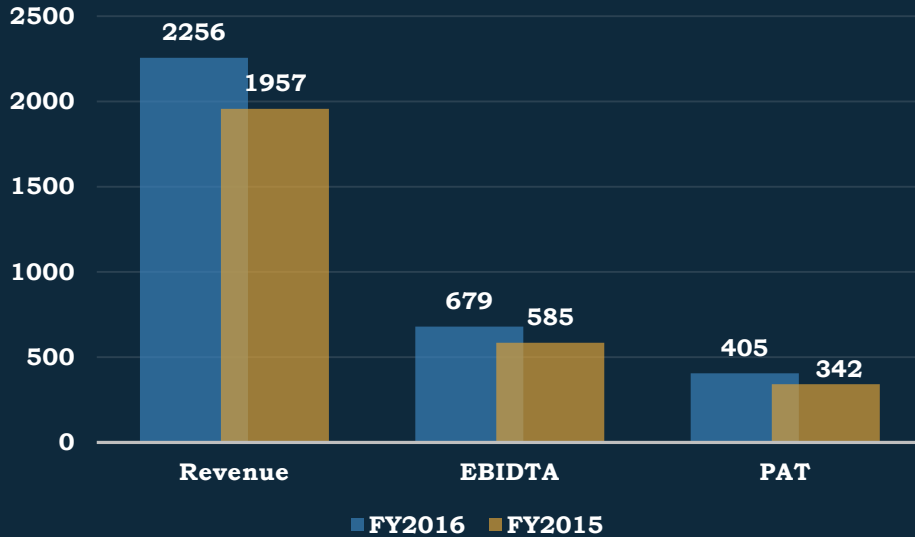
Annual Revenue grew 15.3% YoY and Net Profit grew 18% YoY





# FINANCIALS

In Rs Crores



◇ Digital revenue grew by 22%

◇ Share of Digital revenue grew from 76% to 81%



# Key Parameters

EBIDTA/ Sales & PAT/Sales Ratios  
– Maintained at the same level



FY 2015 Particulars	USD Mn				
	Q1	Q2	Q3	Q4	Year Total
<b>SALES</b>	76.34	75.95	96.08	72.75	<b>320.03</b>
<b>Growth (QoQ)</b>		-0.5%	26.5%	-24.3%	-
<b>EBITDA</b>	22.79	23.20	26.36	23.83	<b>95.81</b>
<b>EBITDA/Sales</b>	29.9%	30.5%	27.4%	32.8%	<b>29.9%</b>
<b>PAT</b>	13.98	13.61	15.95	12.64	<b>55.96</b>
<b>PAT on Sales %</b>	18.3%	17.9%	16.6%	17.4%	<b>17.5%</b>

FY 2016 Particulars	USD Mn				Year Total
	Q1	Q2	Q3	Q4	
<b>SALES</b>	78.53	87.06	108.94	72.40	<b>344.62</b>
<b>Growth (QoQ)</b>	7.9%	10.9%	25.1%	-33.5%	-
<b>Growth (YoY)</b>	2.9%	14.6%	13.4%	-0.5%	<b>7.7%</b>
<b>EBITDA</b>	24.28	28.15	30.33	21.81	<b>103.83</b>
<b>EBITDA/Sales</b>	31%	32%	28%	30%	<b>30%</b>
<b>PAT</b>	14.28	16.20	18.98	12.84	<b>61.88</b>
<b>PAT on Sales %</b>	18.2%	18.6%	17.4%	17.7%	<b>18.0%</b>





# Key Investments

## Products

- Video traffic for Compass (VAST)
- Brightcom – Programmatic solution
- VoloMP – Content Marketing module
- LIFE band version 2

## Brand Development & Re-organization

- Brightcom sales offices
- Brightcom trade show/PR/Corporate Identity

## Business acquisition and enhancements through affiliate investments







# Business Update



# New Initiatives Launched



**LYCOS  
LIFE**

**LIFE hai, chill maro**



**brightcom**  
powered by **LYCOS**



**APOLLO LYCOS**





# Appointments

Mr. Ramesh Reddy joined as ED (Finance) and Group CFO.

Dr. Jayalakshmi Kumari was appointed as Independent Director.

Ms. Gali Arnon was appointed as the CEO of Brightcom Media.



# LYCOS Advertising

## Technology

Our technology platform Compass added a new VAST engine to sell video traffic to DSPs via RTB.

A header bidding solution to manage publishers' auctions and pre-bid partner participation was developed.

Enhancements were made to data management and optimization tools.

## Media Buying (Publishers)

Started Microsoft ad operations for the Latin American Pan Regional Market.

Started operating inventory of Medula, a 100% publisher owned and operated, and one of the largest editorial houses in Latin America

Two products were introduced to the publishers - anti-ad blockers solution and search in-site engaging solutions.



# LYCOS Media

Partnered with Ezoic as part of the global Google relationship

Renewed the agreement with Yahoo for contextual advertising

Launched additional local ad feed with Dex Media

The local search revenue has gone up 500% QoQ and is expected to grow further

Exploring a sports site partnership to include unique content at 'sports.lycos.com' with a startup out of Toronto , Canada



# LYCOS LIFE

The bands are now available on all leading online shopping portals – Amazon, Flipkart and Snapdeal.

Significant progress in the development of the marketing messaging for the brand 'LIFE' and the products.



# Thanks!

Any questions?

Mail us at:

◇ [ir@lycoscorp.com](mailto:ir@lycoscorp.com)

