



Earnings Update

Q1 FY22-23

INVESTOR PRESENTATION
JUNE 29, 2022



Safe Harbor

Certain statements mentioned in this presentation concerning our future growth prospects are forward looking statements (the “Forward Statements”) and are based on reasonable expectations of the management, which involves a number of risks, and uncertainties that could cause actual results to differ materially from those in such Forward Statements. The risks and uncertainties relating to these Forward Statements include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, fluctuations in foreign exchange rates, revenue and profits, our ability to generate and manage growth, competition in CPaaS globally, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price and fixed time frame contracts, industry segment concentration, our ability to manage our international operations, our revenues being highly dependent on clients in the United States of America, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, withdrawal of fiscal governmental incentives, political instability, adverse impact of global pandemics (including COVID-19 impact), war, legal restrictions on raising capital or acquiring companies, unauthorized use of our intellectual property(ies) and general economic conditions affecting our businesses and industry. We may, from time to time, make additional written and oral Forward Statements . We do not undertake to update any Forward Statements that may be made from time to time by us or on our behalf, unless required under the law.

Route Mobile - Industry Leading Global CPaaS Platform

RML offers a scalable and flexible **Omnichannel CPaaS** platform to enterprises across industry verticals, globally



Strong industry tailwinds: Global CPaaS market will grow to **\$34.2bn** in 2026, from \$8.7bn in 2021 ⁽¹⁾

280+ direct MNO connects, overall access to **900+** MNOs (**Super Network**)



₹23,535mn LTM June 2022 Revenue
33% Revenue CAGR FY 2019 – FY 2022

Global footprint across **20+ locations**;
2,100+ active billable clients; **200+** new customer onboarded in Q1 FY 22-23



₹2,945mn LTM June 2022 EBITDA
44% EBITDA CAGR FY 2019 – FY 2022

Infrastructure comprising **18 data centers** and **6 SMSCs** globally



125% Net revenue retention in Q1 FY 22-23

ESG leader, rated **“A”** by a reputed ESG rating agency



c. 25bn Billable transactions processed in Q1 FY22-23

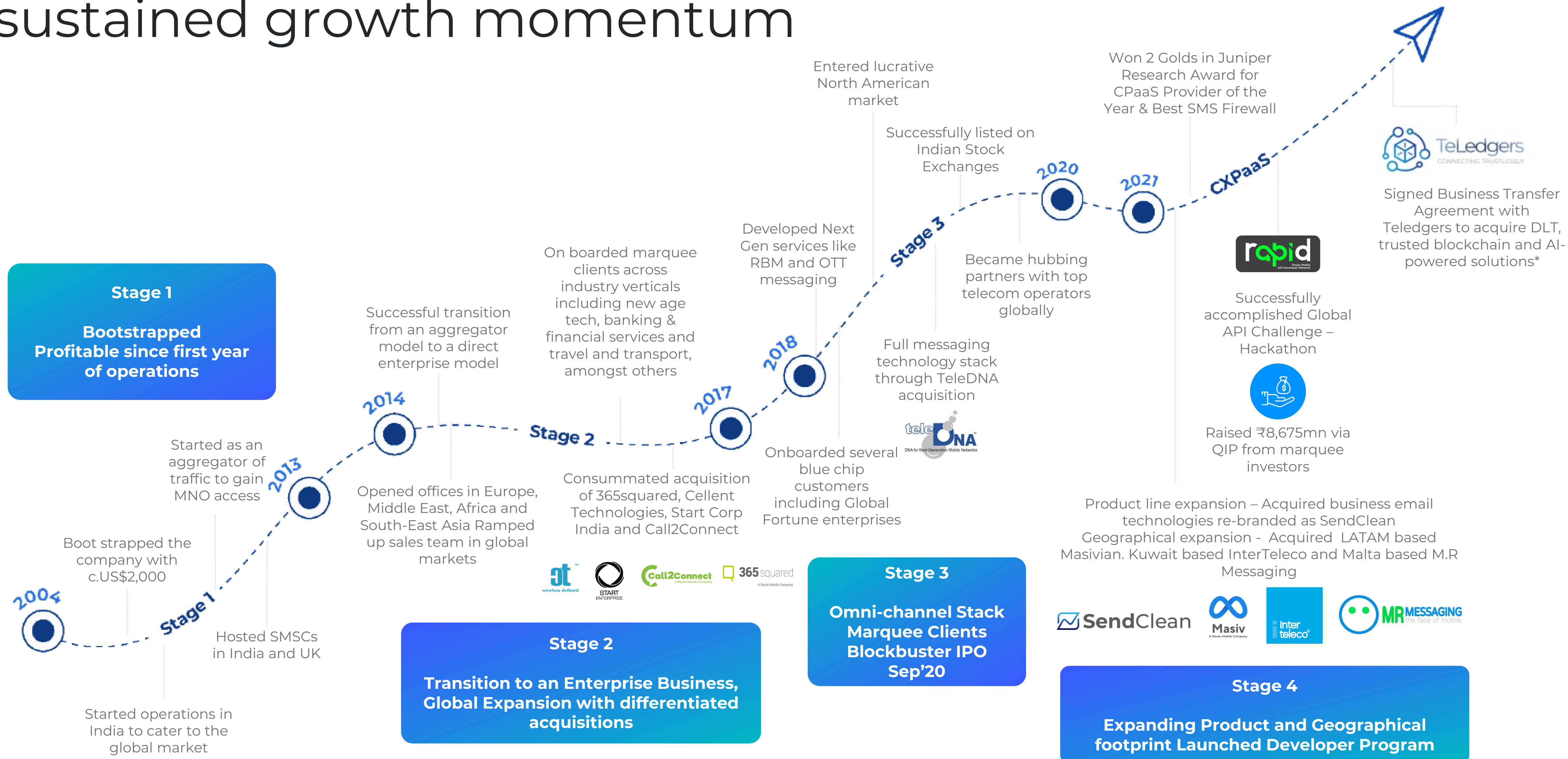
Recognized as “Established Leader” – **Juniper**,
“Top Tier 1 A2P SMS vendor” – **Rocco**,
“Representative Vendor” - **Gartner** for CPaaS



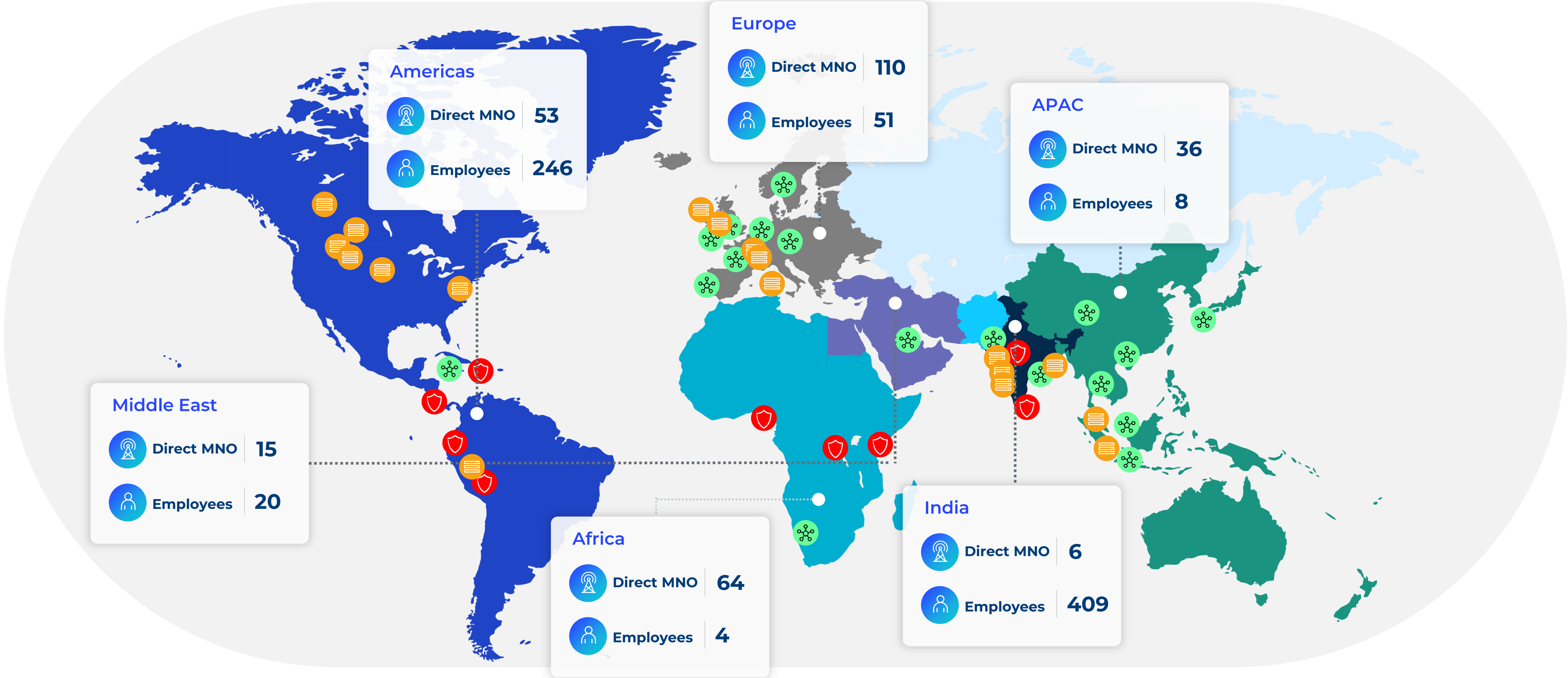
700+ employees spread across 5 continents



Systematic roadmap to create sustained growth momentum



Global Diaspora - Footprint & Super Network



 9 Firewall deployments;
1 upcoming (contract signed)

 18 virtualized Data Centers

 18 Hubs

 **700+** Global Employees base

 **280+ Super Network**
Widespread global distribution & reach

Diverse customer base

Revenue contribution from select industries in Q1 FY22-23

Digital native

Social/ Internet; Edtech and Technology companies

19%

Tier 1 CPaaS partners

Top tier 1 CPaaS partners across the globe

16%

Ecommerce

Increasing use of communication APIs to drive customer engagement

13%

FinServ

Digital communication solutions for Banking, Insurance and Payment gateways

10%

Telecom & allied Services

MNOs and telecom OEMs

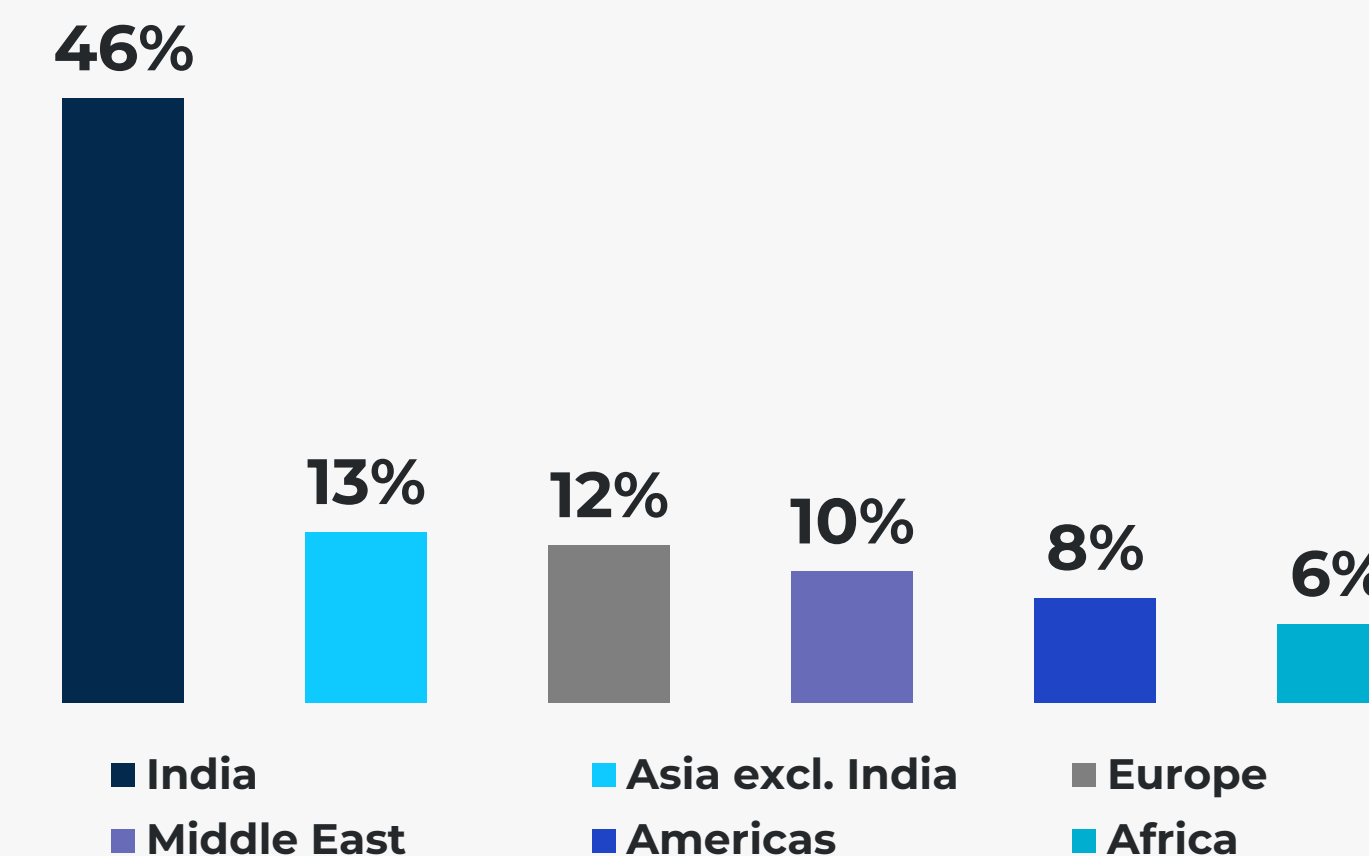
8%

Retail, Travel & Hospitality

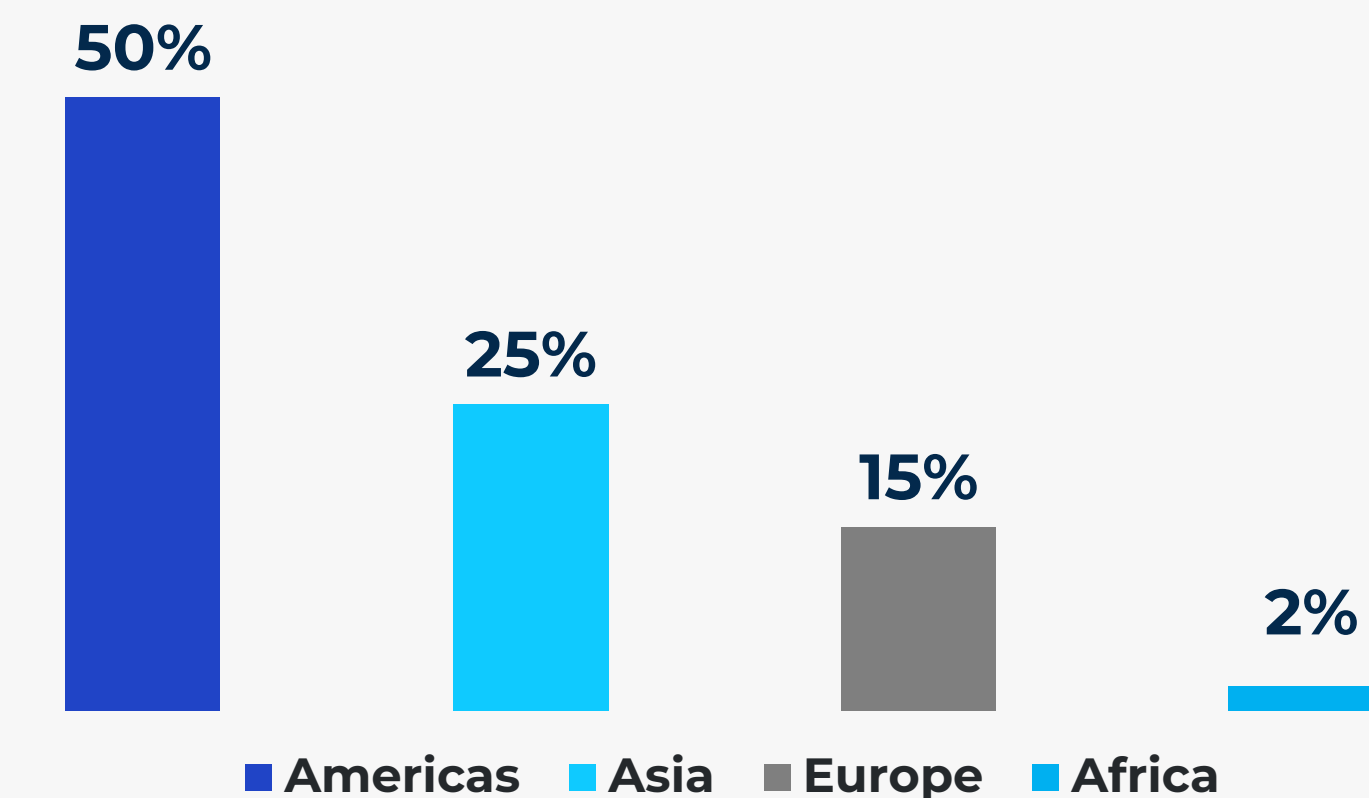
Increasing use of communication APIs to drive customer engagement

3%

Revenue for Top 50 countries by termination⁽¹⁾

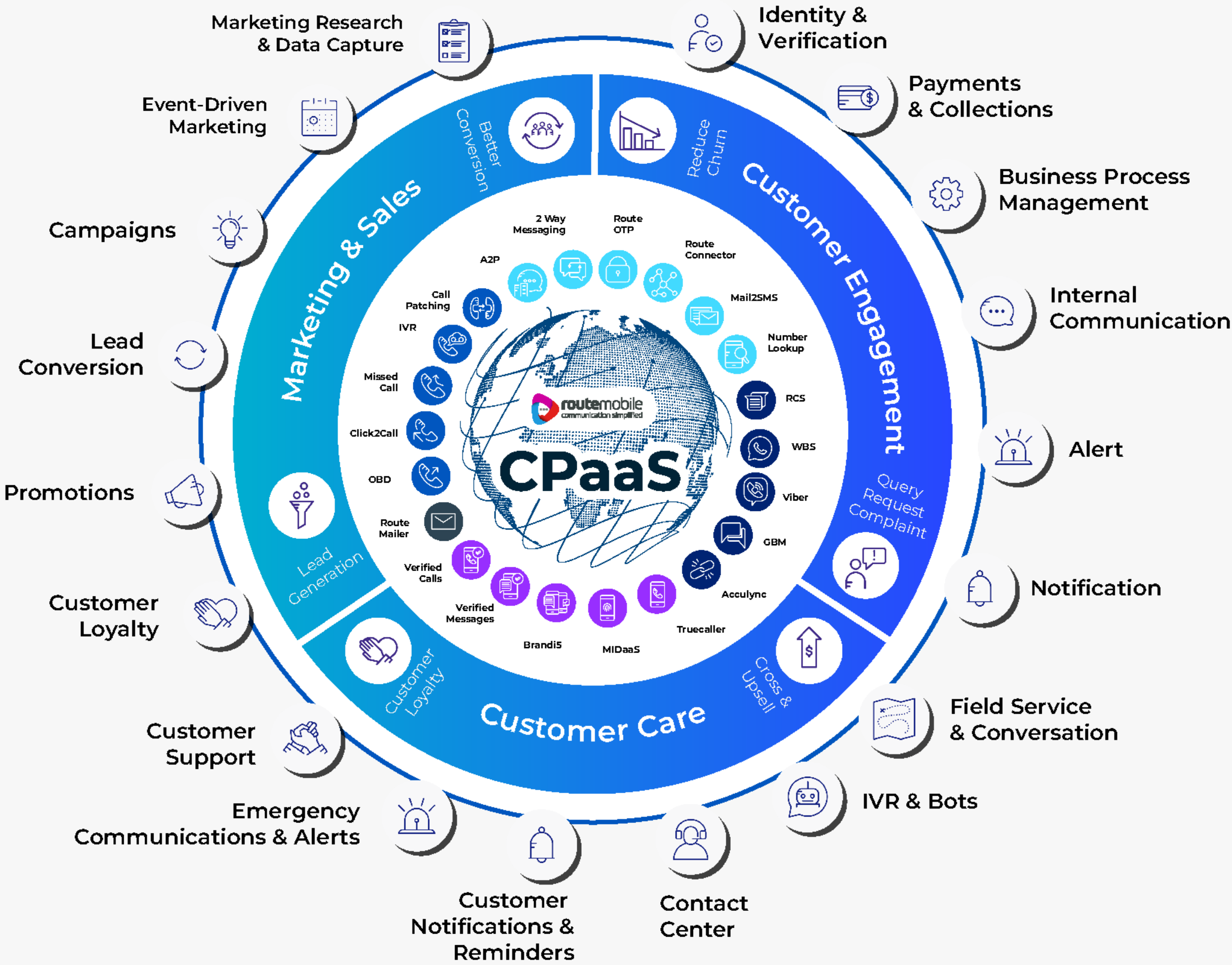


Revenue by customer HQ (continent)⁽²⁾



⁽¹⁾ Top 50 countries contribute c.96% of Q1 FY22-23 revenue from operation | ⁽²⁾ Based on Top 150 customers - contributes c. 92% of Q1 FY22-23 revenue from operation

Systematic Roadmap to Create Sustained Growth Momentum





Key Developments

Key Developments in Q1 FY22-23

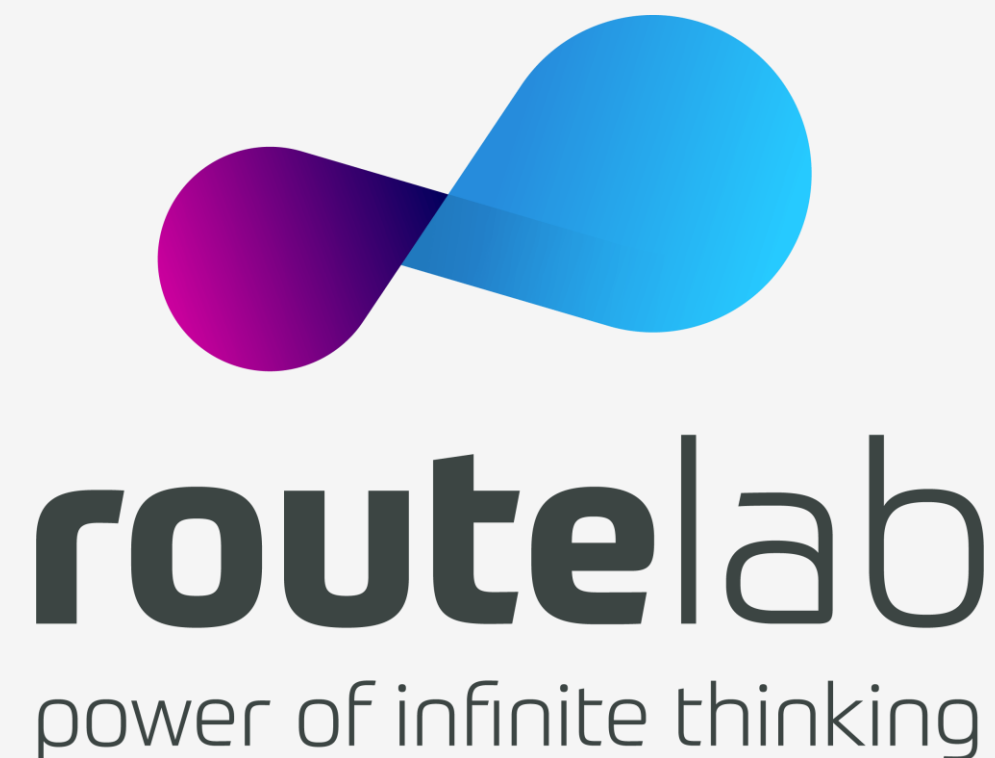


Route Mobile Limited
listed in the Tier 1 position
in both MNO and
Enterprise edition A2P
SMS Messaging Vendor
Benchmarking Report
2022 - ROCCO Research

- **Buyback**, via “Open Market” route through the stock exchange mechanism, approved by the Board of Directors on June 28, 2022
- Buyback Price not exceeding ₹ 1,700 per equity share and for an aggregate amount not exceeding ₹ 1,200mn
- No participation by promoters, promoter group and persons who are in control of the Company
- Buyback commenced on July 11, 2022

Status of buyback as on July 28, 2022

Total amount earmarked	₹ 1,200mn
Cumulative amount utilised	₹ 498mn
Cumulative number of shares bought back	384,505 Equity Shares



RouteLab
Centre of Excellence for
research & development
to develop innovations in
AI, ML, Mobile Identity &
Blockchain in Bengaluru

Coca-Cola UAE automates their Customer Engagement using Conversational Commerce

Solution:

- Deliver a smooth conversational experience
- Automating the ordering process
- Seamless integration with their own payment system
- Enable adding products from catalogue, quick reply and interactive list to get user input

Highlights:

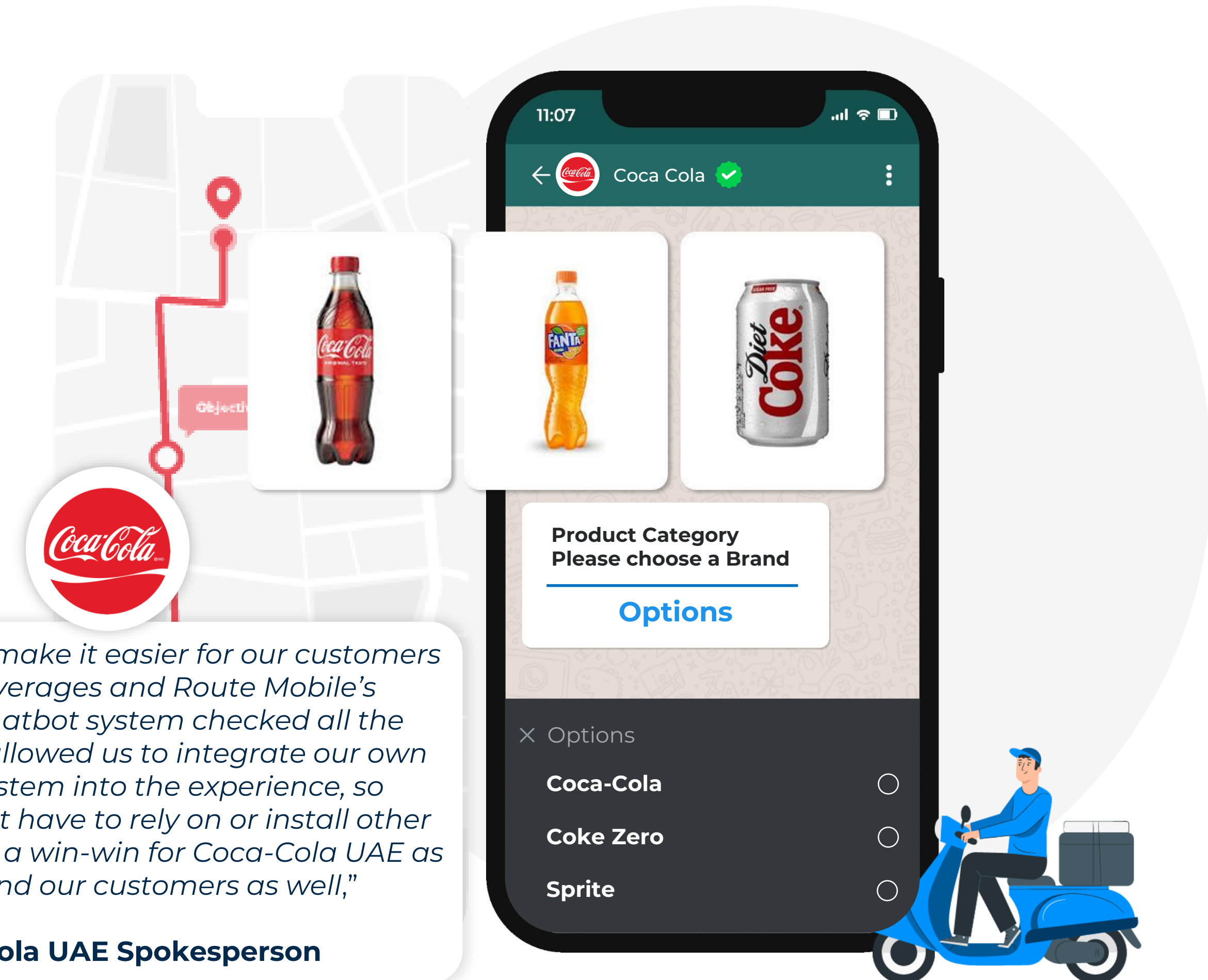
**Digitization of
ordering process
on an OTT App**

**Enabling
Commerce for
online
transactions**

**Enhanced
customer
engagement &
experience**

"We wanted to make it easier for our customers to order beverages and Route Mobile's WhatsApp chatbot system checked all the boxes. It even allowed us to integrate our own payment system into the experience, so customers don't have to rely on or install other apps, leading to a win-win for Coca-Cola UAE as a brand and our customers as well,"

Coca-Cola UAE Spokesperson



Government of Assam delivers Critical Communications to 1mn+ citizens

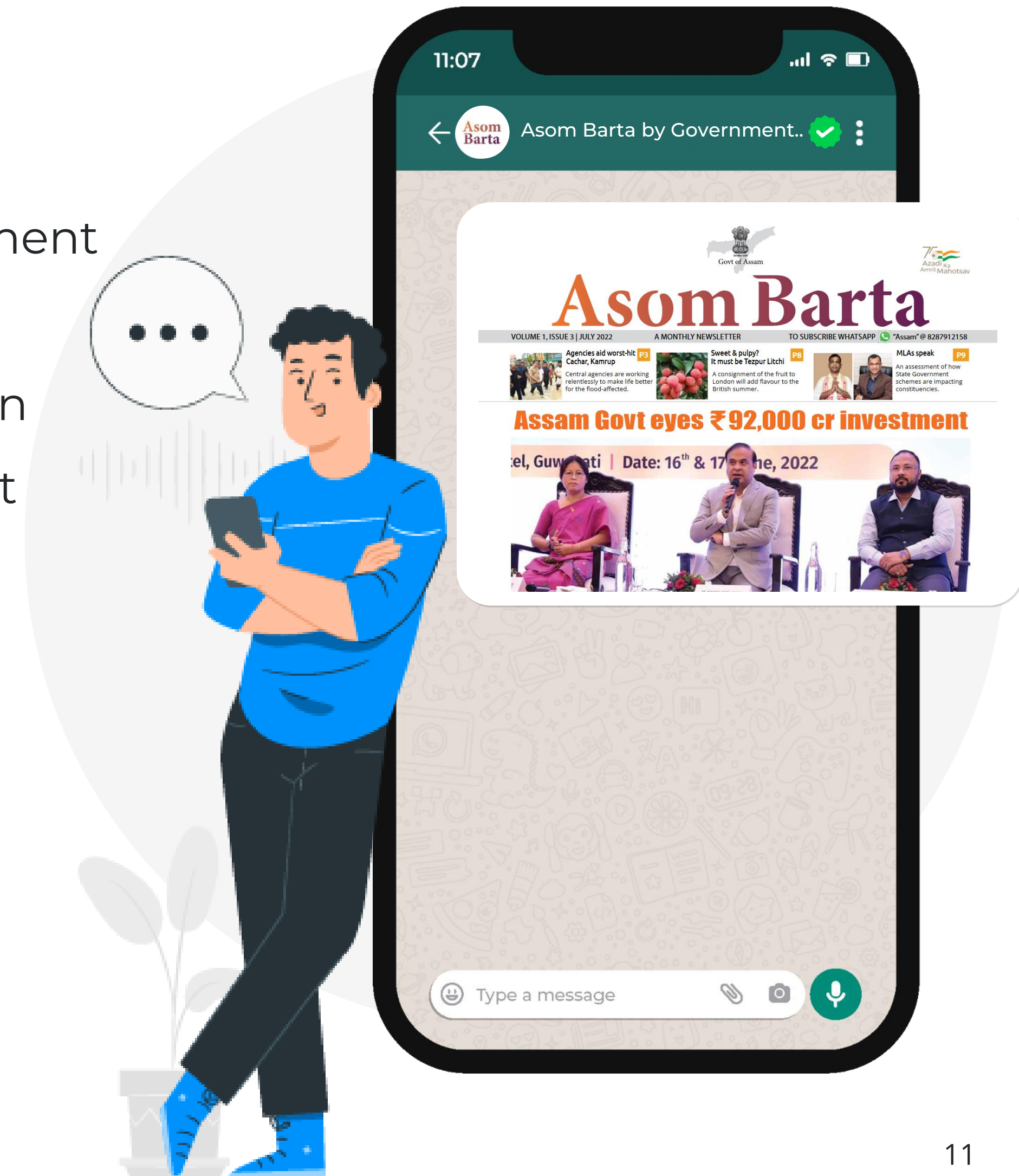
Solution:

- Digitize State communications activities
- Citizen Awareness via Monthly Newsletter to update about government initiatives, activities on developments in a hassle-free manner
- Flood Relief Campaign to communicate critical and SOS information
- Replacing paper with digital bills in order to reduce carbon footprint
- Ability to engage and connect with customers and then collect feedback, share offers, and increase app installation

Highlights:

Connected over a million people in a over a short span of time

Enhanced customer engagement & experience



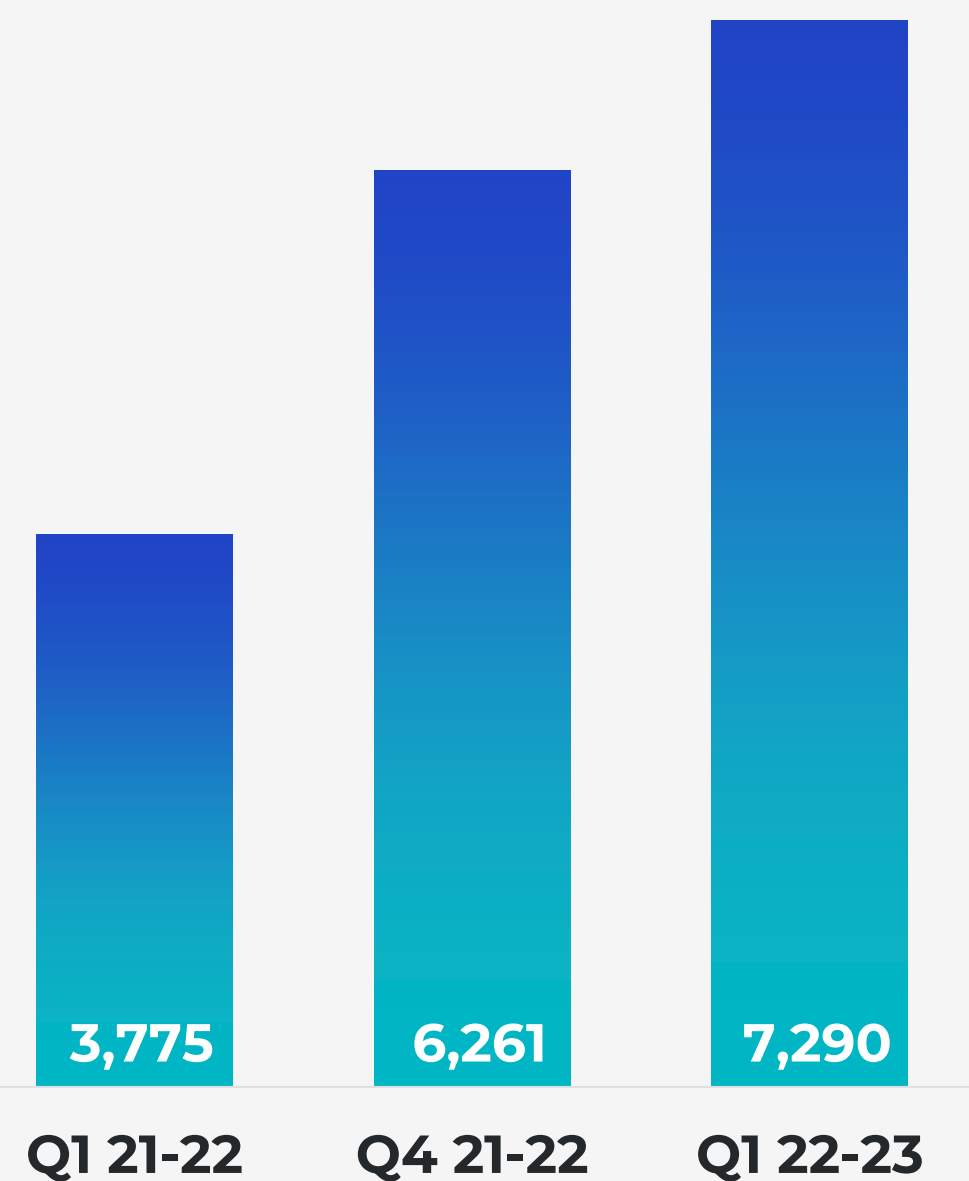


Financial Highlights



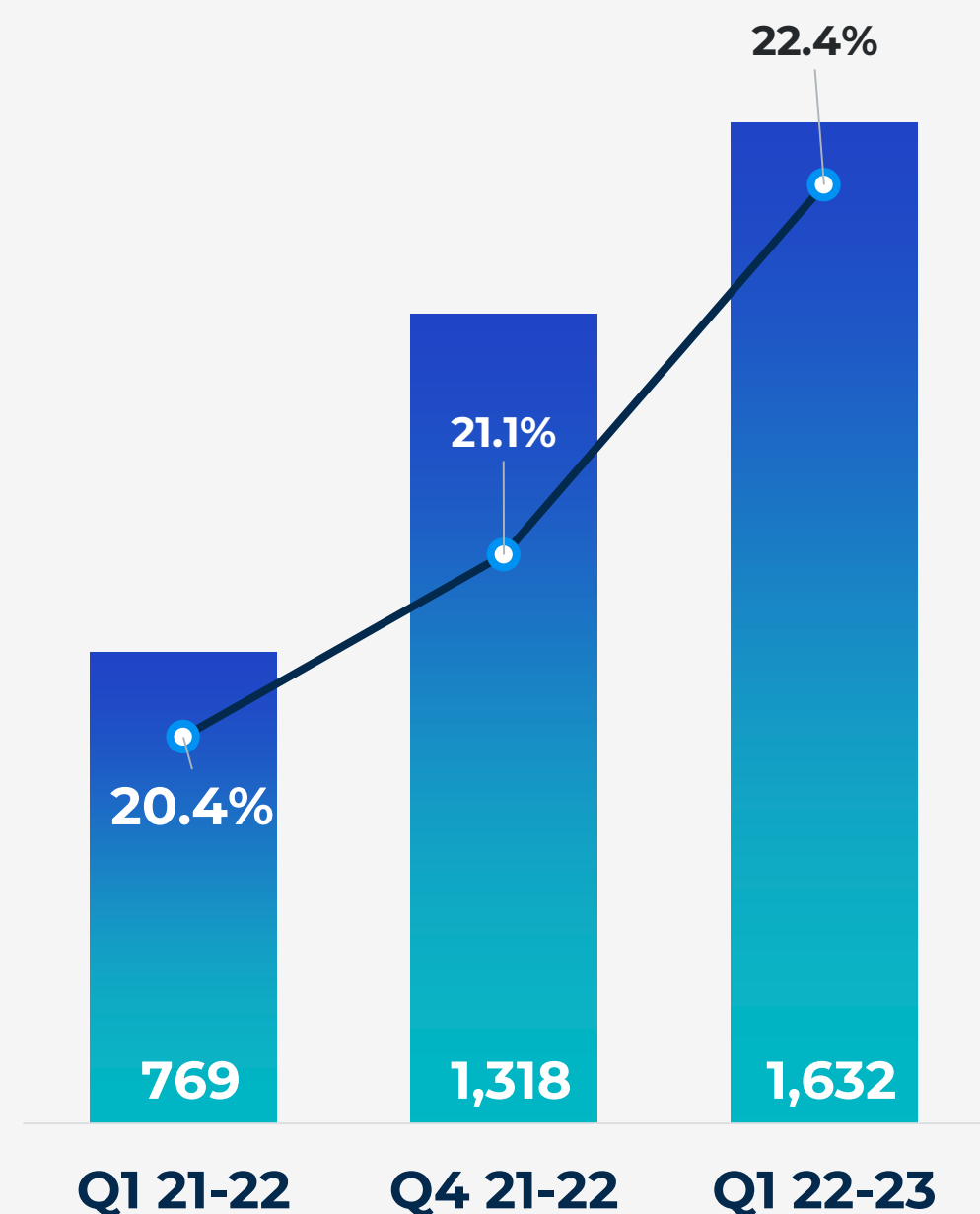
Q1 FY22-23 Snapshot

Revenue from Operations (in ₹ mn)



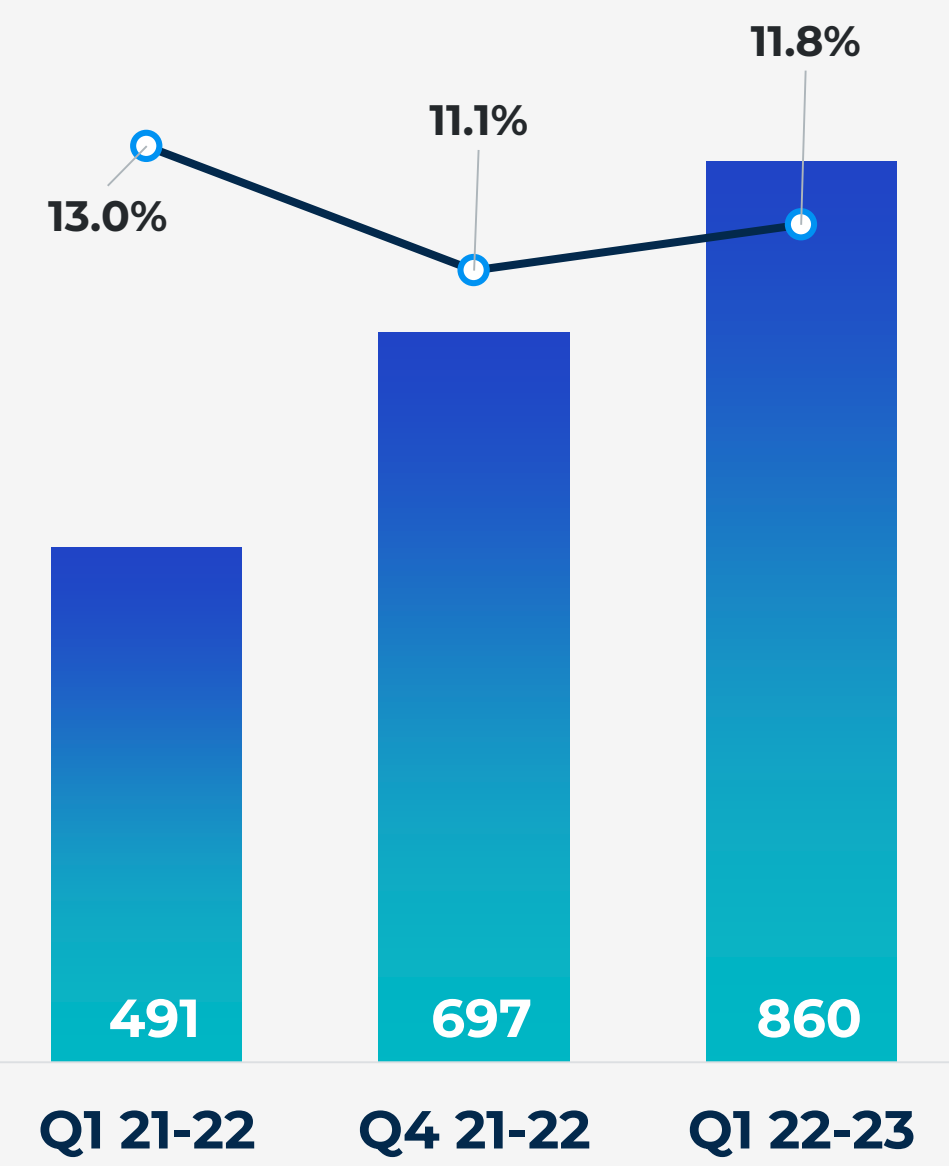
93% Y-o-Y growth
16% Q-o-Q growth

Gross Profit (In ₹ mn) & Gross Profit Margin (%)



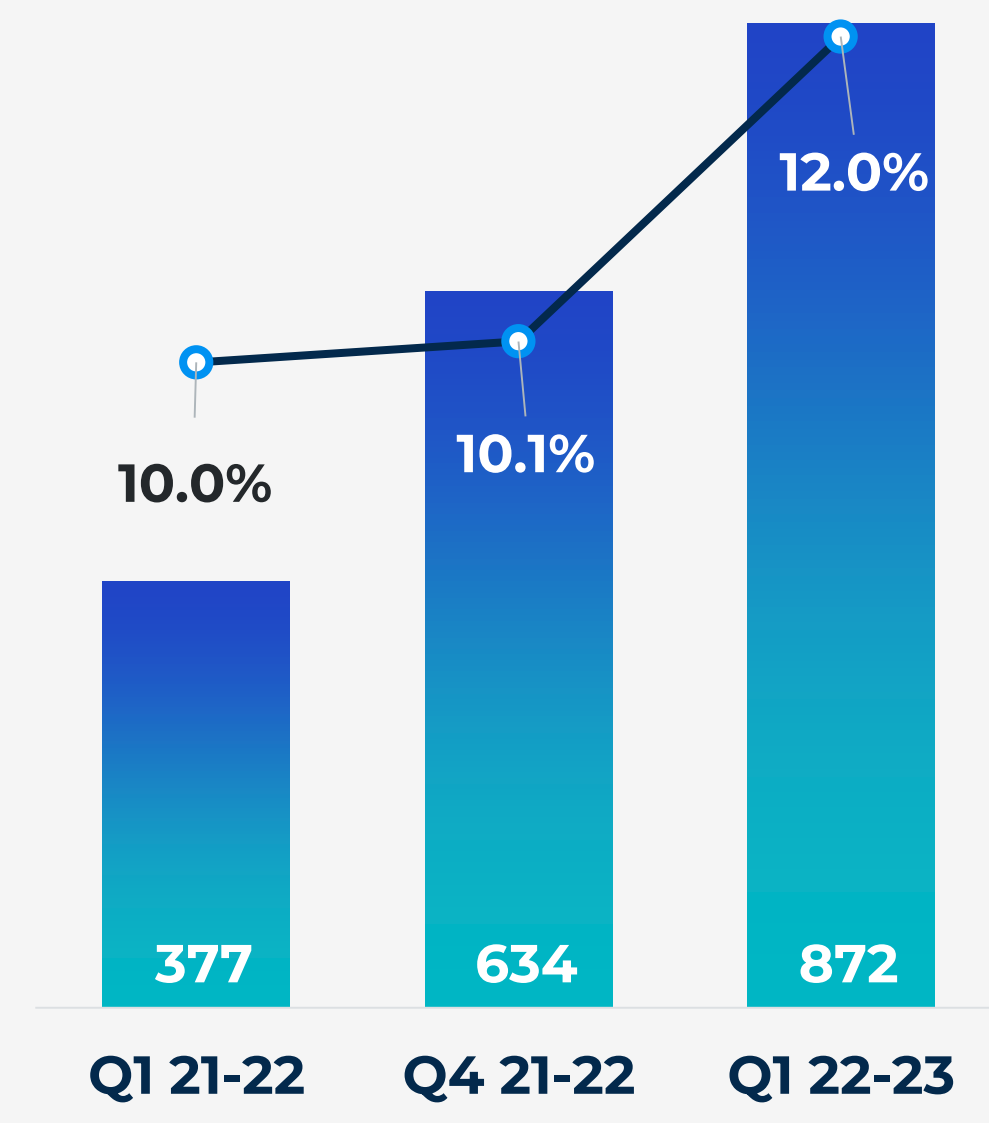
112% Y-o-Y growth
24% Q-o-Q growth

EBITDA⁽¹⁾ (In ₹ mn) & EBITDA Margin (%)



75% Y-o-Y growth
23% Q-o-Q growth

Adj. PAT⁽²⁾ (In ₹ mn) & Adj. PAT Margin (%)



131% Y-o-Y growth
38% Q-o-Q growth

1) Net loss on FX transactions and translation is excluded from EBITDA, amounting to ₹38mn and ₹36mn for Q4 FY21-22 and Q1 FY21-22 respectively. For Q1 FY22-23 and Q4 FY21-22 ESOP benefit expenses (non cash) amounting to ₹72mn and ₹95mn respectively and Intangible assets under development of ₹ 59mn (in Q1 FY22-23) were adjusted from EBITDA

2) PAT has been for adjusted for ESOP benefit expenses; non-cash amortization associated with the intangible assets added as a result of purchase price allocation for acquisitions; tax refund pertaining to prior period for 365squared amounting to ₹38mn (in Q4 FY21-22) and Intangible assets under development of ₹ 59mn (in Q1 FY22-23)

Financial Highlights for Q1 FY22-23

- Closed Q1 FY22-23 with revenue from operations of **₹7,290mn** compared to **₹6,261mn** in Q4 FY21-22 and **₹3,775mn** in Q1 FY21-22
- Y-o-Y growth of **93.1%** and sequential growth of **16.4%** in revenue

- Recorded Gross Profit of **₹1,632mn** in Q1 FY22-23 compared to **₹1,318mn** in Q4 FY21-22 and **₹769mn** in Q1 FY21-22
- Y-o-Y growth of **112.2%** and sequential growth of **23.8%** in Gross Profit
- Gross Profit margin of **22.4%, 21.1%, and 20.4%** in Q1 FY22-23, Q4 FY21-22 and Q1 FY21-22 respectively

- EBITDA of **₹860mn** in Q1 FY22-23 compared to **₹697mn** in Q4 FY21-22 and **₹491mn** in Q1 FY21-22
- Y-o-Y growth of **75.0%** and sequential growth of **23.4%** in EBITDA
- EBITDA margin of **11.8%, 11.1% and 13.0%** in Q1 FY22-23, Q4 FY21-22 and Q1 FY21-22 respectively

- Recorded Profit After Tax of **₹711mn** in Q1 FY22-23 compared to **₹474mn** in Q4 FY21-22 and **₹343mn** in Q1 FY21-22
- Y-o-Y growth of **107.2%** and sequential growth of **50.0%** in Profit After Tax

- Adjusted Profit After Tax of **₹872mn** in Q1 FY22-23 compared to **₹634mn** in Q4 FY21-22 and **₹377mn** in Q1 FY21-22
- Adjusted for ESOP benefit expenses; non-cash amortization associated with the intangible assets added as a result of purchase price allocation for acquisitions; tax refund pertaining to prior period for 365squared amounting to ₹38mn (in Q4 FY21-22) and Intangible assets under development of ₹ 59mn (in Q1 FY22-23)
- Adjusted Profit After Tax margin of **12.0%, 10.1% and 10.0%** in Q1 FY22-23, Q4 FY21-22 and Q1 FY21-22 respectively

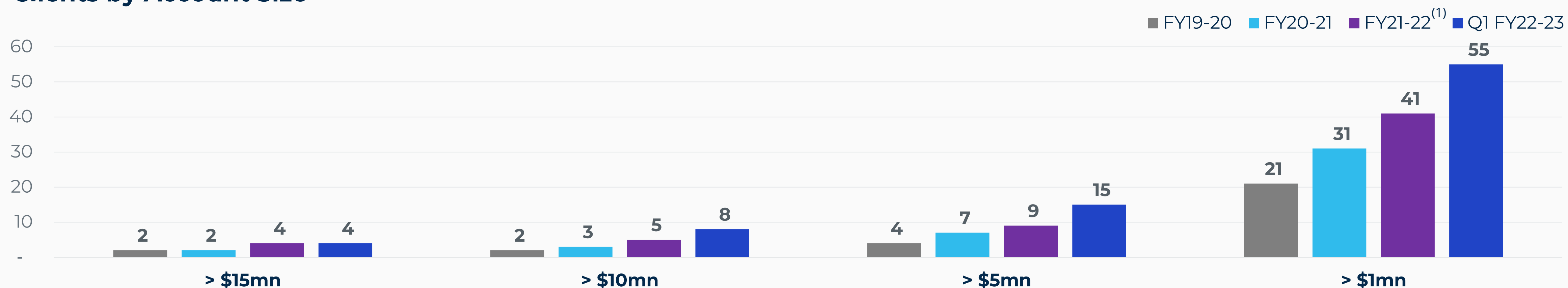
EBITDA and Adjusted PAT – Non GAAP

Particulars (In ₹ mn)	Quarter Ended			Year Ended
	30.06.2022	31.03.2022	30.06.2021	31.03.2022
Profit before tax (Ind AS)	757.4	468.1	429.2	1,952.2
(-) Other income	147.9	84.1	44.7	200.6
(+) Finance costs	41.7	33.9	4.8	51.6
EBIT	651.1	417.9	389.3	1,803.2
(+) Depreciation and amortisation expense	195.7	145.3	65.7	383.2
(+) Employee stock option expense (non cash)	72.0	95.4	-	188.7
(+) Net loss on foreign currency transactions and translation	-	38.3	36.3	201.3
(-) Intangible assets under development	58.8	-	-	-
EBITDA (Non-GAAP)	860.2	696.9	491.4	2,576.4
EBITDA margin % on a Non-GAAP basis	11.8%	11.1%	13.0%	12.9%
Profit for the period (Ind AS)	710.7	474.2	343.1	1,700.8
(+) Employee stock option expense (non-cash)	72.0	95.4	-	188.7
(-) Tax refund for prior period - 365sqared	-	37.8	-	37.8
(+) Amortization related to intangibles identified on account of acquisitions	148.3	102.6	34.2	233.1
(-) Intangible assets under development	58.8	-	-	-
Adjusted PAT (Non-GAAP)	872.3	634.4	377.3	2,084.8
Adjusted PAT margin % on a Non-GAAP basis	12.0%	10.1%	10.0%	10.4%

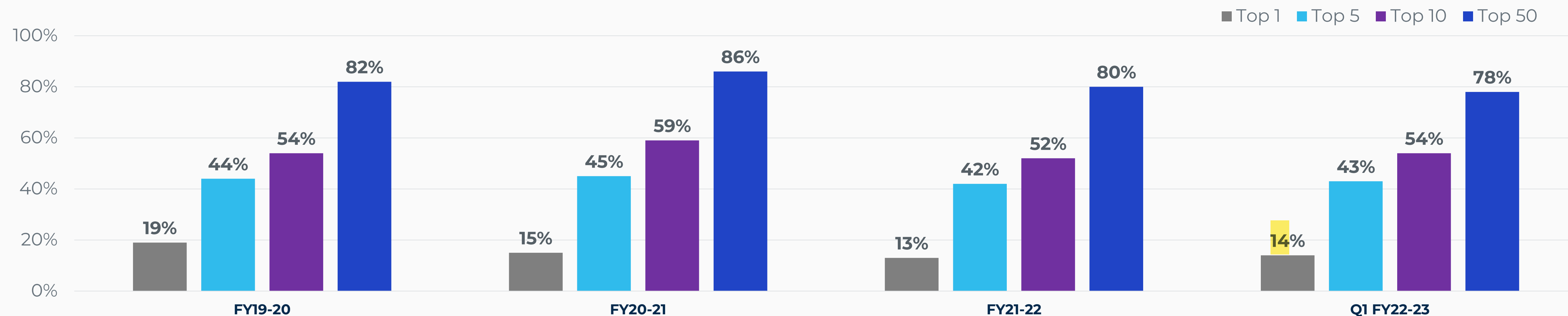
Management uses the non-GAAP financial information, collectively, to evaluate its ongoing operations and for internal planning and forecasting purposes. Non-GAAP financial information is presented for supplemental informational purposes only, should not be considered a substitute for financial information presented in accordance with Indian Accounting Standard (Ind AS), and may be different from similarly-titled non-GAAP measures used by other companies.

Growing number of Multi-million dollar accounts with Improving Client Diversification

Clients by Account Size



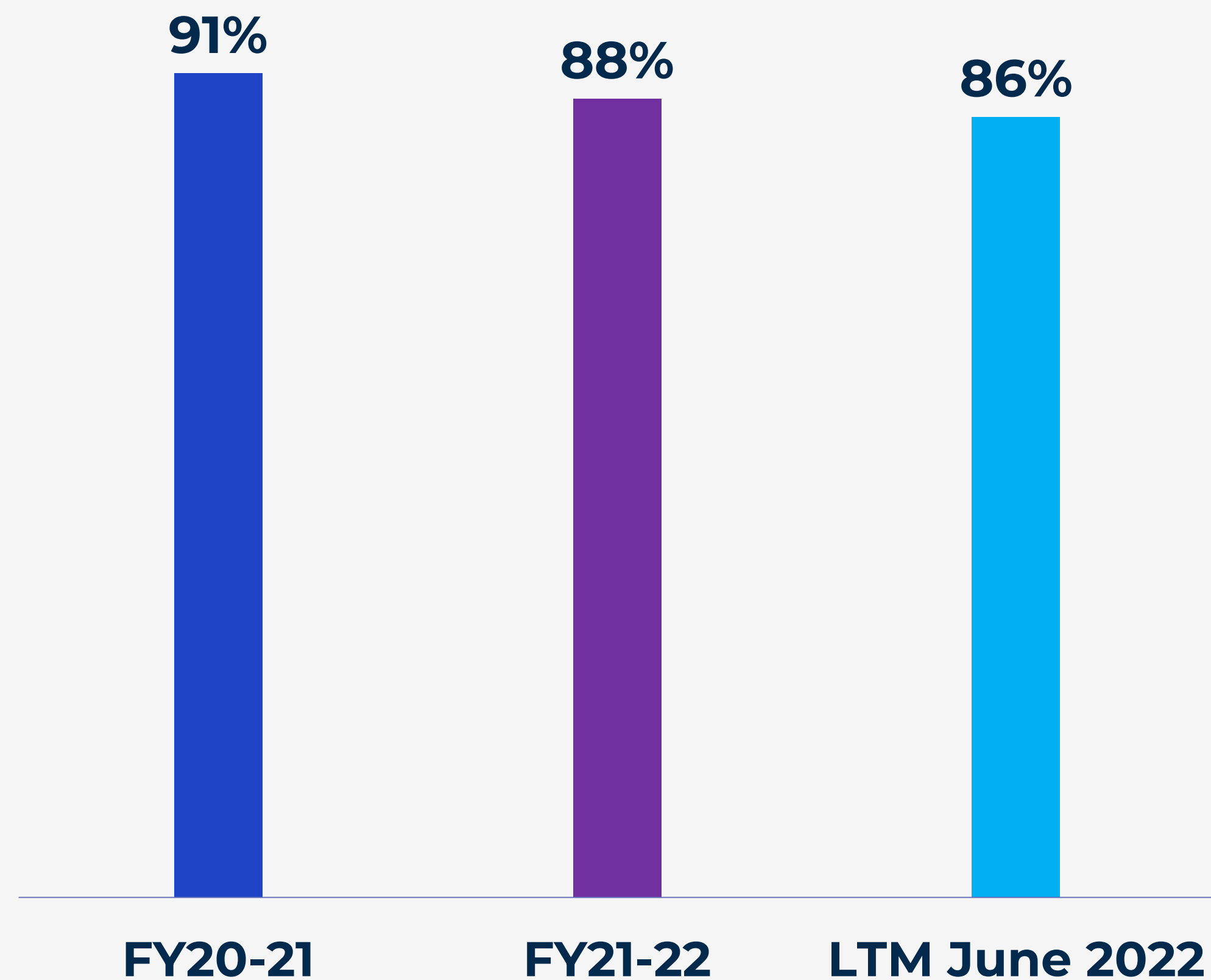
Client Concentration



(1) Excludes MRM (one of the clients of RML) from this analysis post acquisition

Strong Recurring Revenue

Recurring Revenue⁽¹⁾ as % of Operating Revenue



Net revenue retention⁽²⁾

Deep Customer engagement driving high recurring revenues

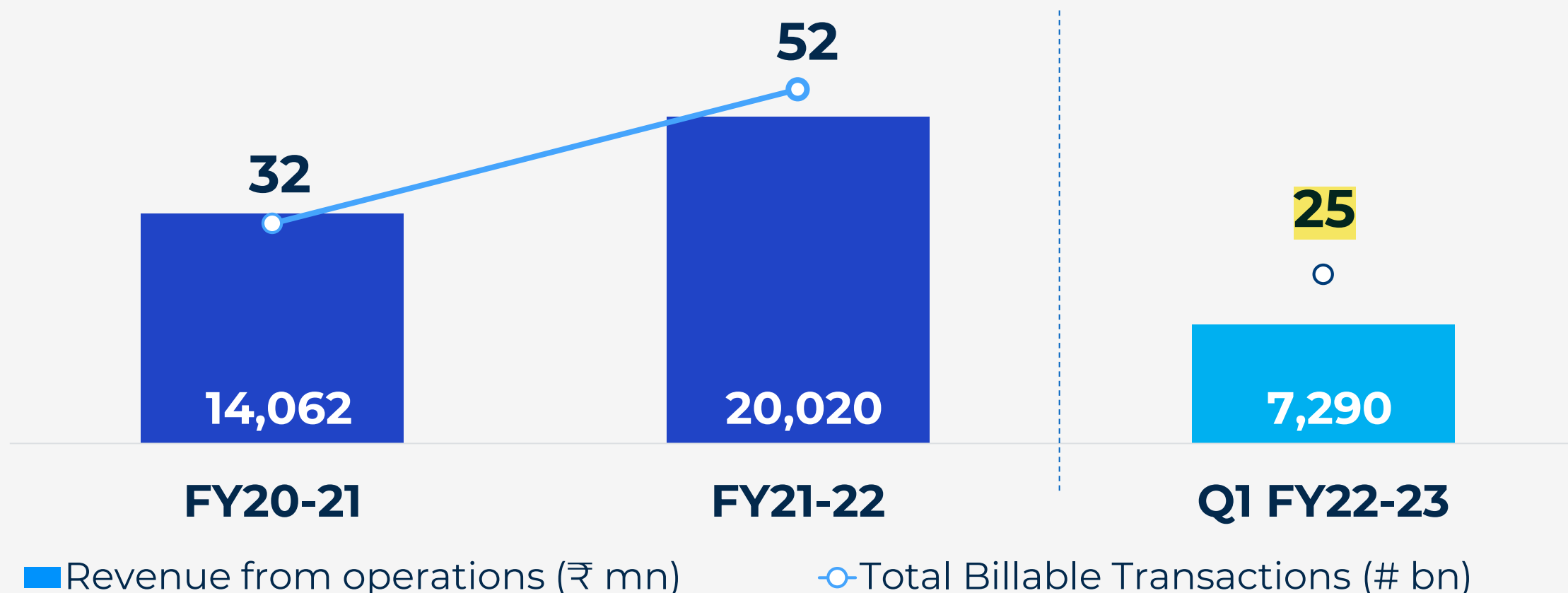
(1) Recurring customers defined as customers that have been billed in each of the months over the respective period. For instance, a customer billed each month over July 1, 2022 – June 30, 2022 is a recurring customer for LTM June 2022.

(2) Net revenue retention calculated based on comparison of Q1 FY21-22 revenue with Q1 FY22-23 revenue.

M.R Messaging and Masivian customers are not included for like to like comparison.

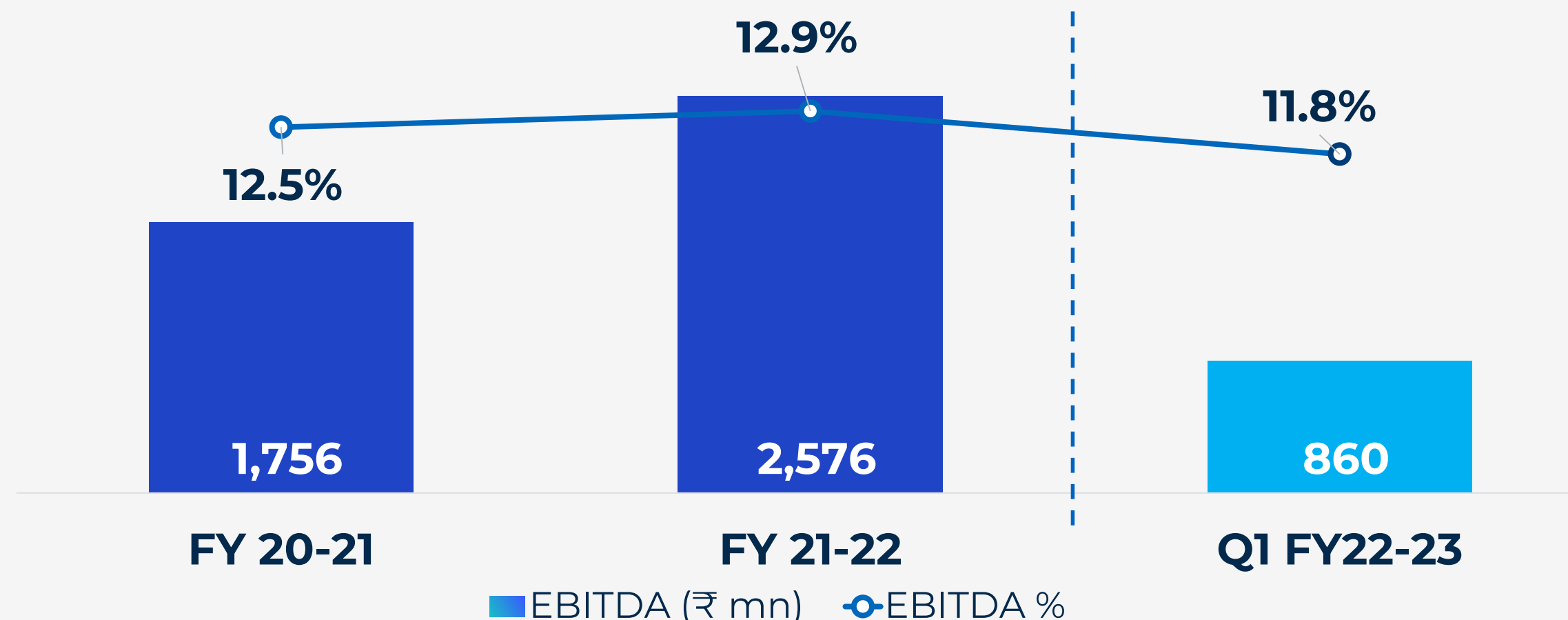
Robust growth momentum

Revenue from operations & Total Billable Transaction



Robust growth momentum
93% Y-o-Y growth in Q1 FY22-23
34% CAGR over past 5 years
(FY16-17 to FY21-22)

EBITDA and EBITDA margin



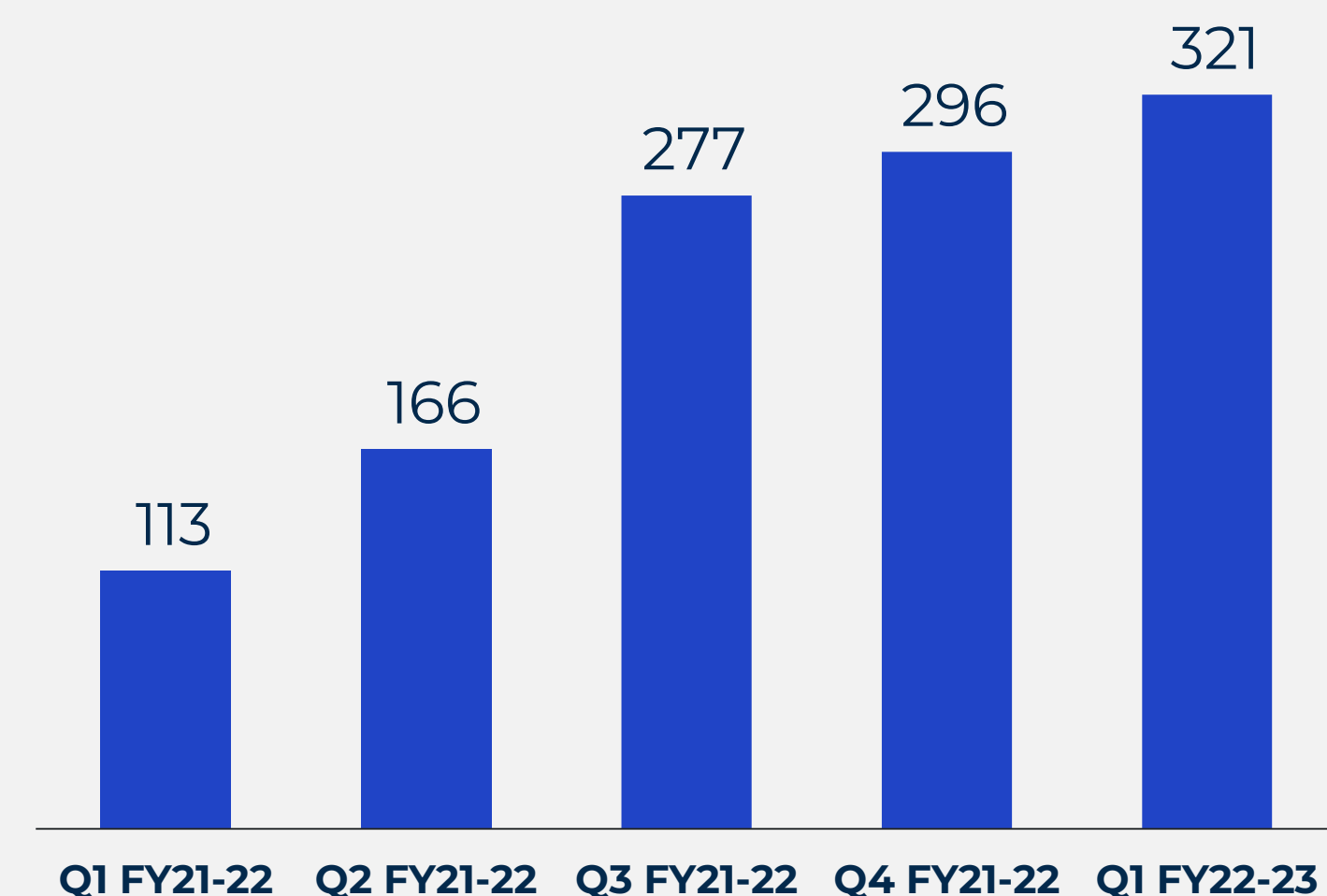
Non-linear business model creates
high operating leverage

EBITDA as % of Gross Profit increased from
63% in FY20-21 to **61%** in FY21-22 and **53%** in
Q1 FY22-23

New Product Revenue Momentum across Geographies



Quarterly New Product Sales (₹ mn)



Q1 FY22-23 growth

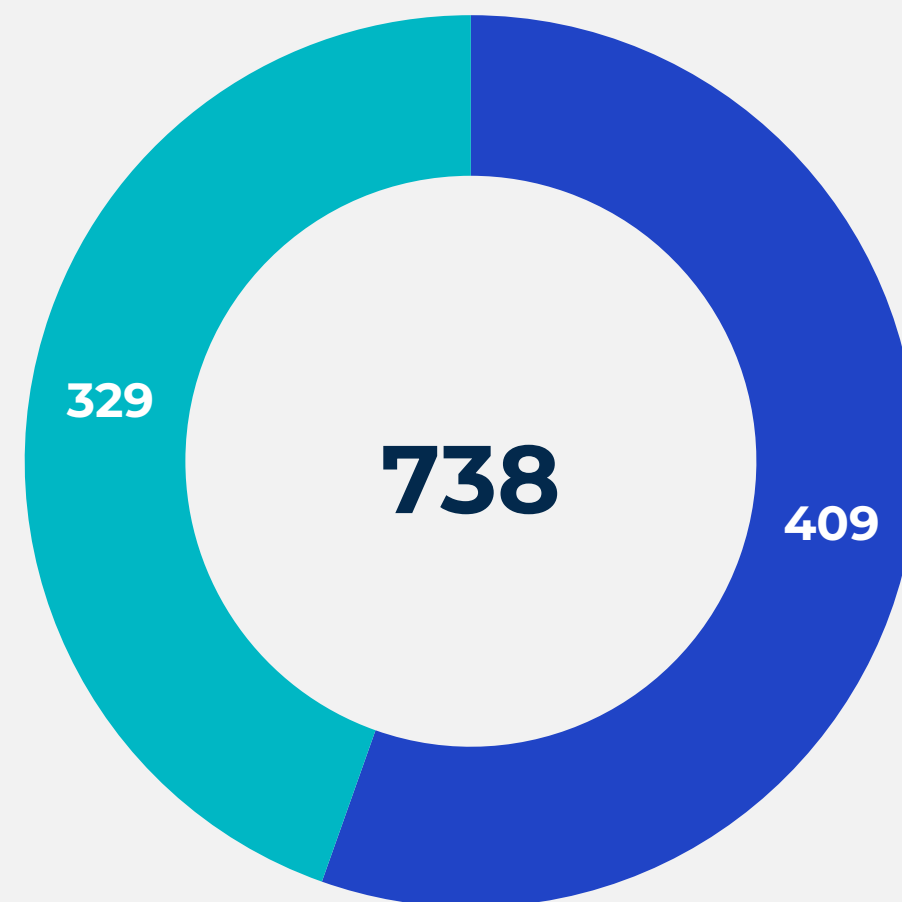
✓ 184% Y-o-Y

✓ 8% Q-o-Q

Revenue from new products
in LTM June 2022
₹ 1,060mn

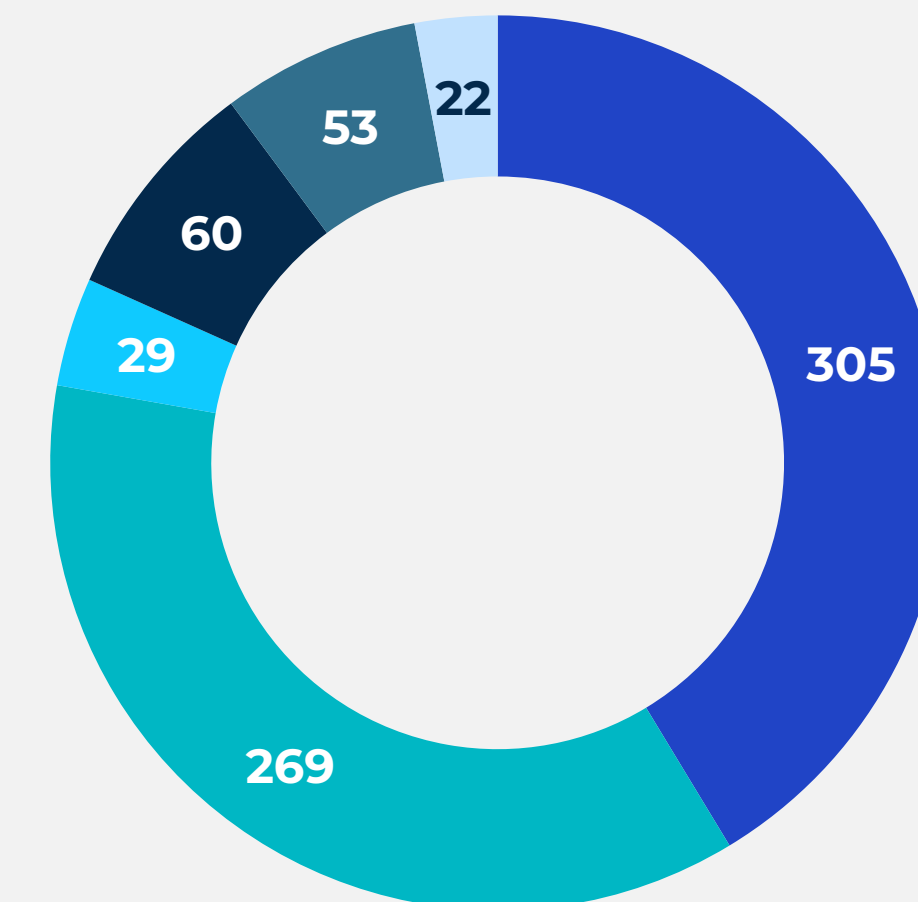
Human Resource Capital

Location wise break-up



■ India ■ International

Function wise break-up



■ Tech & Tech Support
■ Sales & Marketing
■ Firewall & other operator solutions
■ General & Admin
■ Strategy, Accounts & Finance
■ Corporate-Business Heads

76 New Employees joined in Q1 FY22-23,

66 Employees resigned in Q1 FY22-23.

Glossary

2FA	Two-Factor Authentication	MNO	Mobile Network Operator
A2P	Application to Person	OBD	Out-Bound Dialling
API	Application Programming Interface	rapid	Route Mobile API developer
AI / ML	Artificial Intelligence / Machine Learning	RBM	RCS Business Messaging
CPaaS	Communication Platform as a Service	RCS	Rich Communication Services
CRM	Customer Relationship Management	RML	Route Mobile Limited
CxPaaS	Customer Experience Platform as a Service	ROCE	Return on Capital Employed
DLT	Distributed Ledger Technology	ROE	Return on Equity
ESG	Environmental, Social, and Governance	SIs	System Integrators
GBM	Google Business Messaging	SMS	Short Message Service
IVR	Interactive Voice Response	SMSC	Short Message Service Center
ME	Middle East	UCaaS	Unified Communications as a Service
MIDaaS	Market Insights Data as a Service	VBM	Viber Business Messaging
MMSC	Multimedia Messaging Service Center	WBS	WhatsApp Business Solution



Thank You

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