

Date: May 20, 2025

To.

National Stock Exchange of India Limited	BSE Limited
Exchange Plaza, C-1, Block G	Phiroze Jeejeebhoy Towers
Bandra Kurla Complex	Dalal Street, Mumbai – 400 001
Bandra (E), Mumbai – 400 051	
Symbol: MOBIKWIK	Scrip Code: 544305

Sub: Investor Presentation for the quarter and year ended March 31, 2025

Dear Sir/Madam,

Further to our letter dated May 14, 2025 and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with Schedule III thereto, please find enclosed herewith presentation on the financial results (Earnings Presentation) to be made to analysts/investors for the quarter and year ended March 31, 2025.

Please access the live webcast of conference call scheduled to be held on Tuesday, May 20, 2025 at 17:00 hours IST (India Standard Time) at:

 $\underline{https://services.choruscall.in/DiamondPassRegistration/register?confirmationNumber=7445202\&linkSecurityString=359ffb765e\ .$

The presentation is also made available on the website of the Company at https://www.mobikwik.com/ir/financial-statements .

We request you to kindly take the same on record.

Thanking you,

For One MobiKwik Systems Limited

Ankita Sharma

Company Secretary and Compliance Officer

Membership No.: A37518



Earnings Presentation

For the year & quarter ending March 2025



Trusted by: 176 mn+ Indians





Our Foundation









Our Business

Business Model Allows For Significant Scaleup Profitably





Primary business - consistently strong user acquisition without marketing spends

- Serving 17.6 Cr+ Users: Wallet, UPI, Pocket UPI, Bill Payments, Merchant Payments
- Serving 46 Lac+ Merchants: QR, Soundbox, EDC, Online Checkout

Payments

Payment GMV ₹ 1,159 Bn



Demonstrated execution in cross-selling credit to payments customer for margin expansion

- Unsecured Products: Personal Loan, Merchant Cash Advance
- · Secured Products: First Card, Loan against Mutual Funds
- Risk Free Distribution: Credit card, Personal Loan

Credit Distribution

Digital Credit GMV ₹ 54 Bn



Building new investing category to create a hook for users and aid smart cross-sell

- With personal finance tool Lens.ai (built on Account Aggregator)
- Bouquet of products such as high yield FDs, MFs, daily gold SIP, provident fund tracking

Wealth Distribution

Wealth AUA ₹ 110 Bn



Building new B2B payment aggregator (PA) business to serve fast-growing internet startups

- Final license to operate as Online PA from RBI received in April 2025
- Driving growth with Innovative products and Strong Sales push



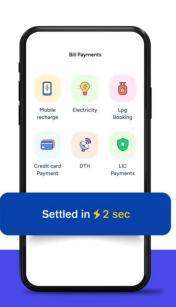
2-Sided Payments Business: Users Merchants



Users pay via UPI, wallet, & cards for everyday expenses
Merchants (eCommerce & Offline) accept payments via our Checkout, QR, soundbox & EDC products











E-Commerce

Payment options on checkout screens

Peer-to-peer transfers & UPI Payments

Pay a contact, mobile number, any UPI ID or bank transfer via UPI

Bill Payments

Mobile, Broadband, TV, Electricit FastTag & many more

Large Format Stores

User acquisition via large merchan

Mom & Pop Stores

QR Based Payment at POS/Cashier

Diversified Credit Offerings



DLG Model

For Consumers



Higher ticket, higher tenure personal loan. Allows consumers to get unsecured credit

> INR 10,000 - INR 2,00,000 Credit Limit

3 to 24 monthly EMIs Interest Bearing (18% to 36%)

For Merchants



Merchant Cash Advance (MCA)

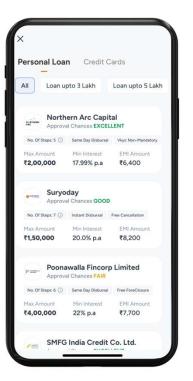
Flagship product providing affordable credit to merchants who use MobiKwik's payment solutions

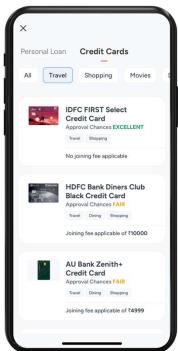
INR 10,000 - INR 2,00,000 Credit Limit

3 to 24 monthly EMIs

Interest Bearing (18% to 36%)

Marketplace Model



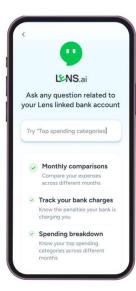


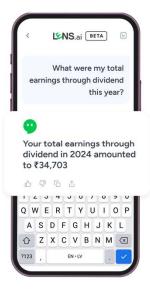
Deepening User Engagement with Wealth Offerings

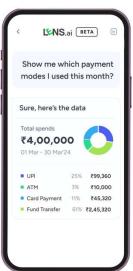


LENS.ai

- Personal financial management product using AA framework
- An Al-powered chatbot that helps users understand their finances by analyzing spending, tracking bills, and setting financial goals.



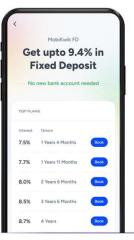


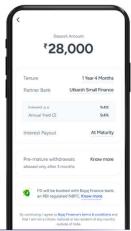


Fixed Deposit

Invest in fixed deposit with RBIregistered NBFCs and banks

- Invest between INR 1,000 to INR 2,00,000
- Tenure between 6 months to 60 months
- Withdraw anytime within seven days of booking





Other Products

- Mutual Funds
- · Digital Gold
- · Provident Funds Tracking





Yearly Performance

MobiKwik – India's Largest Wallet





Key User Statistics 176.4 Mn

Registered User Base 31 Mar 2025

+13.2% YoY

4.6 Mn

Merchants 31 Mar 2025

+13.1% YoY

20.6 Mn Users 530 K Merchants

Newly added in FY25



Operational Metrics

INR 1,158.7 Bn

Payments GMV FY25

+203.4% YoY

INR 53.6 Bn

Digital Credit GMV FY25

(41.1)% YoY

0.66%

Payment Take Rate FY25

Stable



Financial Metrics

11,924.9 | 8,903.2

Total Income (INR Mn) FY25 | FY24

+33.9% YoY Growth

30.3% | 37.3%

Contribution Margin⁽¹⁾ FY25 | FY24 (6.7)% 4.2%

EBITDA Margin⁽¹⁾ FY25 | FY24



Rankings

#1
Wallet

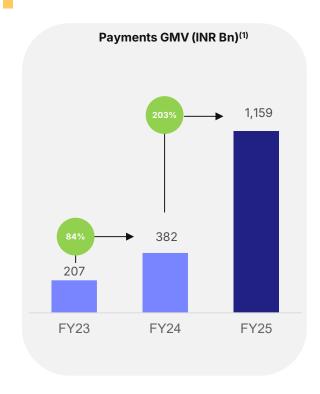
#6
Bill Payments

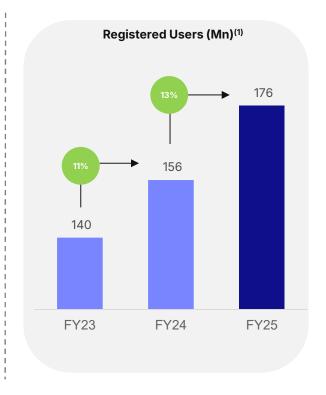
#16 UPI App®

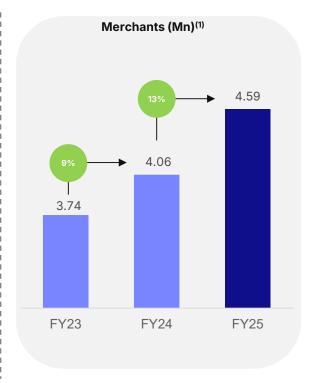
- 1) As a (%) of Total Incon
- 2) By GTV of Digital Wallet as of Mar'25 (source: RBI Entity-wise PPI Statistics)
- 3) By GTV as of Mar'25
- 4) All Figures Refer to FY24–25

FY25 Payments GMV All-time High - Surpasses INR 1 Lakh Crore









Exponential growth in Payments Spends... Payments GMV – 203% YoY in FY25

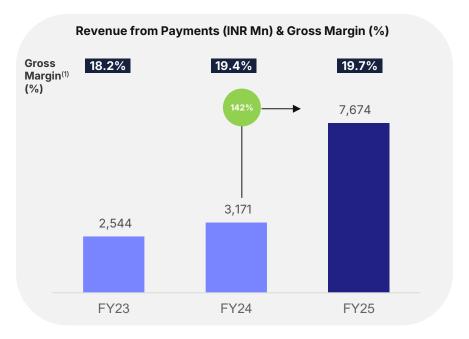
..driven by significant growth in the Registered User base.. User base at 176 Mn – 20.56 Mn new users onboarded during FY25

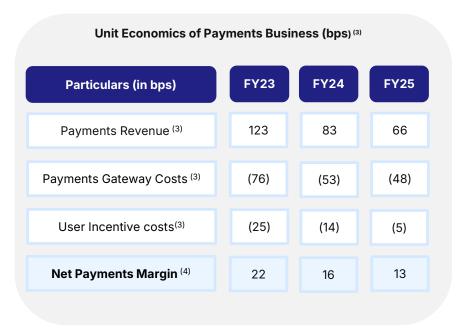
...along with a growing Merchant Base
Merchant base reached 4.59 million, with 0.53 million
new additions in FY25

10

142% YoY Growth in Payments Revenue, with Best-in-Class Gross Margin of 19.7%







Sustained, Strong Growth Across Key Metrics in FY25

- Achieved an industry-leading gross margin of 19.7%, calculated as Payments Revenue minus Payments Gateway and User Incentive expenses
- Gross margin improvement driven by optimization of direct costs:
 - 62% YoY reduction in User Incentives(3)
 - 9% YoY reduction in Payment Gateway costs(3)

¹⁾ As a (%) of Payments Revenue, Best –in-Class (Source: Redseer Report)

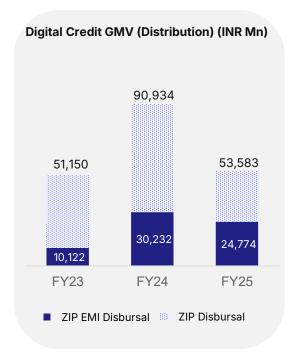
²⁾ All Figures Refer to FY24-25

³⁾ All numbers in % of Payments GMV

⁴⁾ Net Payments Margin-Profit earned from processing payments

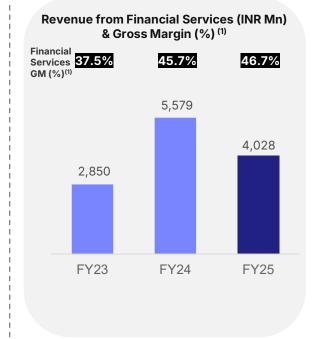
Positive Momentum Building in Unsecured Lending Ahead





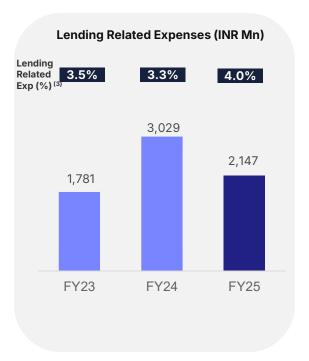


- Focus is solely on longer-tenure ZIP EMI
- Future growth tied to new products and partnerships
- Zip is paused due to low lender appetite



...reflecting in the Financial Services Revenue...

- 41% drop in disbursements led to only 28% revenue decline, signaling better unit economics
- Revenue take rate up to 7.5% (vs. 6.1% in FY24)
- Key partners: Poonawalla Fincorp, ABFL, Piramal, SMFG, Northern Arc, Suryoday SFB



.. leading to a slight increase in Lending Related Expenses

- Growth revival expected post Q2FY26; early signs emerging
- Increase in Lending Expenses (% of Digital Credit GMV) attributable to: Lower disbursements in FY25
 - Shift to new DLG contracts, front-loading costs while deferring revenue



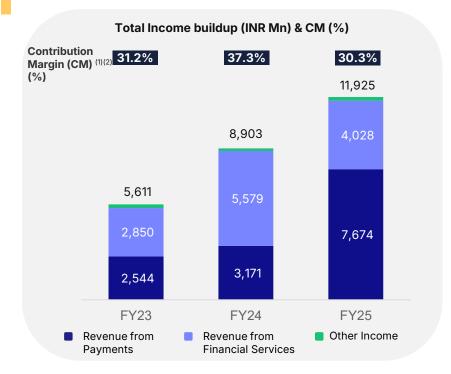
^{1) %} of Financial Services Revenue

²⁾ All Figures Refer to FY24-25

³⁾ As a % of Digital Credit GMV

Payments Revenue Surged 142%, Fuelling Overall Revenue Growth







- However, revenue mix tilted towards Payments
- Leading to a lower portfolio contribution margin



5.4% QoQ reduction in Fixed Cost

Fixed Costs (% of Total Income) slightly higher in FY25, but declined in Q4FY25

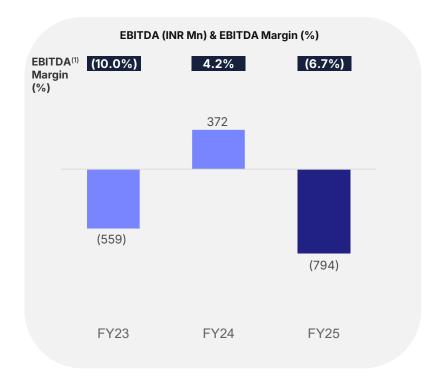
¹⁾ As a (%) of Total Income

²⁾ Contribution margin is computed as Total Income less Direct Cost (Payments Gateway Expenses, User Incentives, and Lending Related Expenses). User Incentive expenses amounted to INR 514.2 Mn in FY23, INR 540.0 Mn in FY24 and INR 621.8 Mn in FY25

³⁾ All Figures Refer to FY24–25

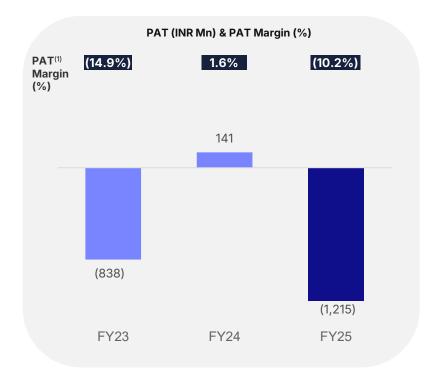
Revenue Mix Shift Towards Payments Leading to Lower Portfolio Margins





Lower CM lead to Moderation in EBITDA...

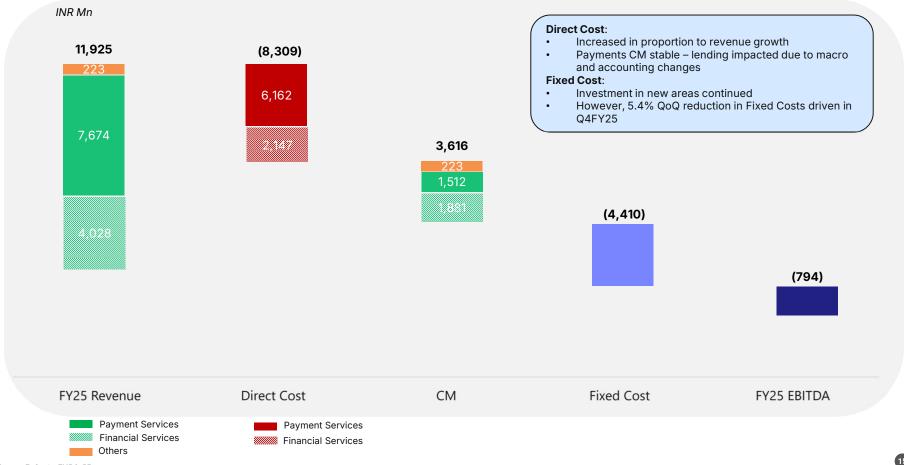
EBITDA margins impacted due to lower contribution margins because of lower FS revenue and slightly higher fixed costs on YoY basis



...Consequently flowing through PAT PAT impacted due to lower CM and EBITDA

With continuing payments business growth and inflection in FS business, operating leverage to kick in

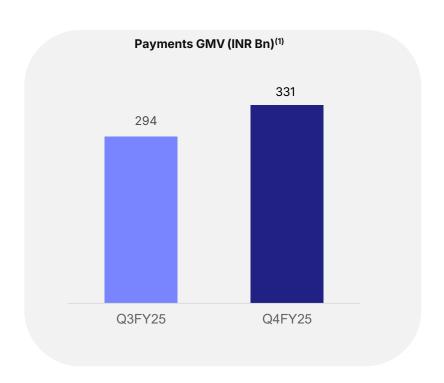


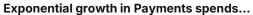


Quarterly Performance

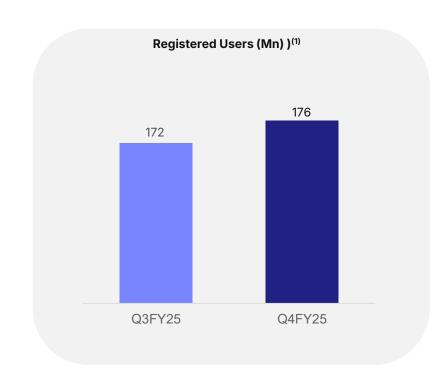
Consistently Achieving Record-High GMV in Recent Quarters







- Payments GMV 129% YoY in Q4FY25
- 12.3% QoQ growth in GMV

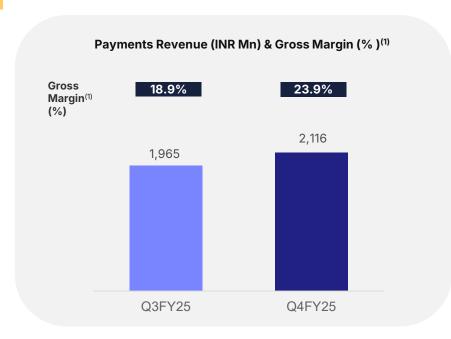


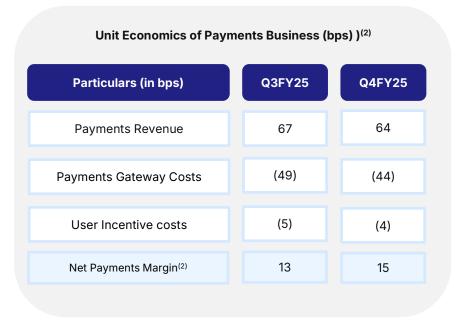
..driven by significant growth in the Registered User base

- User base at 176 Mn 4.45 Mn new users onboarded during Q4FY25
- Merchant base at 4.59 Mn 76K new merchants added in Q4FY25

Record High Payments GMV with Best-in-Class Gross Margin of 23.9%







...leading to strong Payments Revenue growth

- Payments Revenue 100% YoY in Q4FY25
- Industry leading Payments Gross margin at 23.9% (Payments Revenue less Payments Gateway and User Incentive expenses)
- Gross margin improvement driven by optimization of direct costs:
 - User Incentives reduced by 20% QoQ, even as revenue grew by 8%⁽²⁾
 - 10% QoQ reduction in Payments Gateway costs(2)

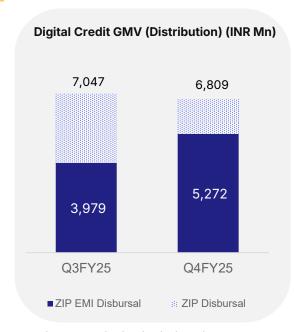
¹⁾ As a (%) of Payments Revenue, Best –in-Class (Source: Redseer Report)

²⁾ as a % of Payments GMV, Net Payments Margin-Profit earned from processing payments

³⁾ All Figures Refer to FY24-25,

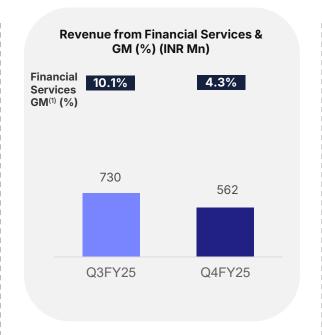
Growth Revival Expected Post Q2FY26: Early Green Shoots Visible





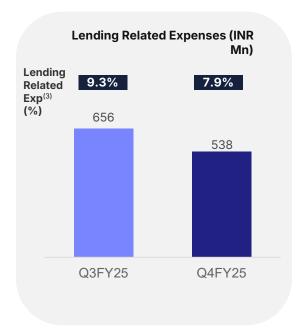


- 32% QoQ growth in ZIP EMI disbursals
- Focus is solely on long-tenure ZIP EMI
- Future growth anchored by new products & partnerships
- Zip is paused due to low lender appetite



...reflecting in the Financial Services Revenue...

- The take rate stands at 7.5%, with a slight dip likely if risk-free distribution increases
- New Products Launched
 - Secured Products: First Card, Loans against MFs
 - Risk Free Distribution: Credit Cards, Personal Loan



.. resulting in higher Lending Related Expenses

- Increase in Lending Expenses (% of Digital Credit GMV) Attributable to:
 - Lower disbursements in FY25
 - Shift to new DLG contracts, front-loading costs while deferring revenue



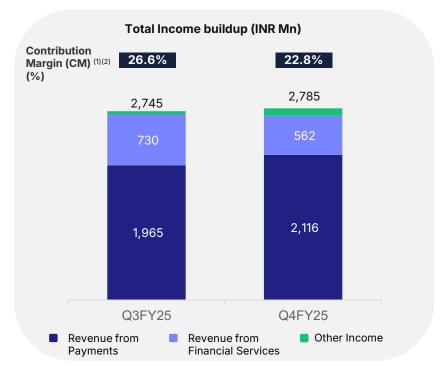
¹⁾ Financial Services Gross Margin (% of FS Revenue) and Lending Related Expenses (%) for Q3FY25 have been adjusted to reflect normalized operational performance after excluding the impact of an updated commercial agreement of the Company with one of its lending partners as disclosed under Note 6 of the financial statements

²⁾ All Figures Refer to FY24-25

³⁾ As a % of Digital Credit GMV

Payments Revenue Share Rises as Fixed Costs Decline







- Payments revenue grew 8% QoQ, but overall growth was lower due to a slowdown in Financial Services
- Resulting in compression of the Overall Contribution Margin⁽¹⁾⁽²⁾ (%)



5.4% QoQ improvement in Fixed Costs

Emerging trends in cost reduction and revenue expansion point toward improved profitability in future



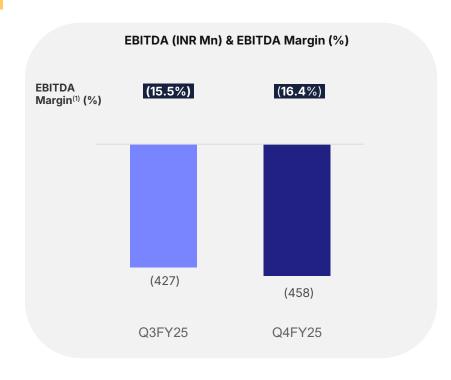
As a (%) of Total Income

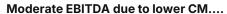
²⁾ Contribution margin is computed as Total Income less Direct Cost (Payments Gateway Expenses, User Incentives, and Lending Related Expenses). User Incentive expenses amounted to INR 157.2 in Q3FY25 and INR 140.4 Mn in Q4FY25

³⁾ All Figures Refer to FY24–25

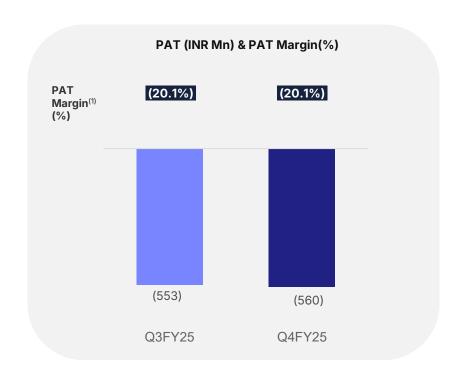
Operating Leverage on Fixed Costs to Drive Future Profitability







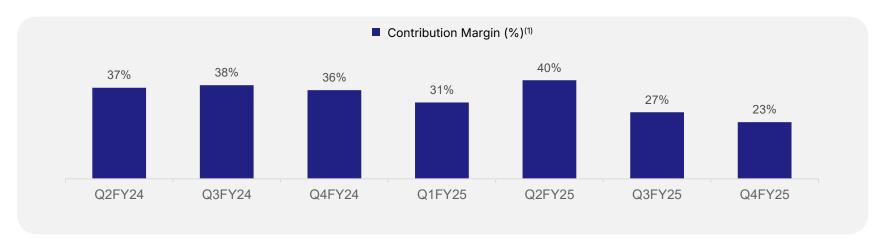
- EBITDA margins impacted primarily due to lower contribution margins
- Fixed costs seen a 5.4% QoQ improvement

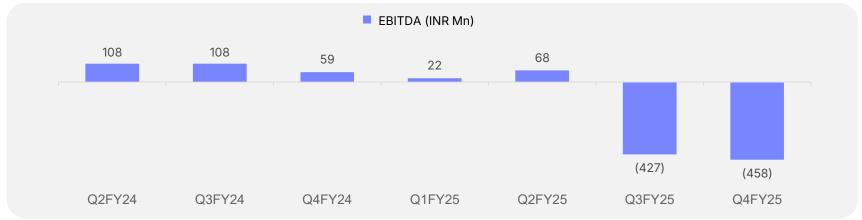


leading to lower PAT

PAT remained subdued due to compressed CM and EBITDA

Demonstrated sustainable model historically, CM revival will drive future profitability WobiKwik





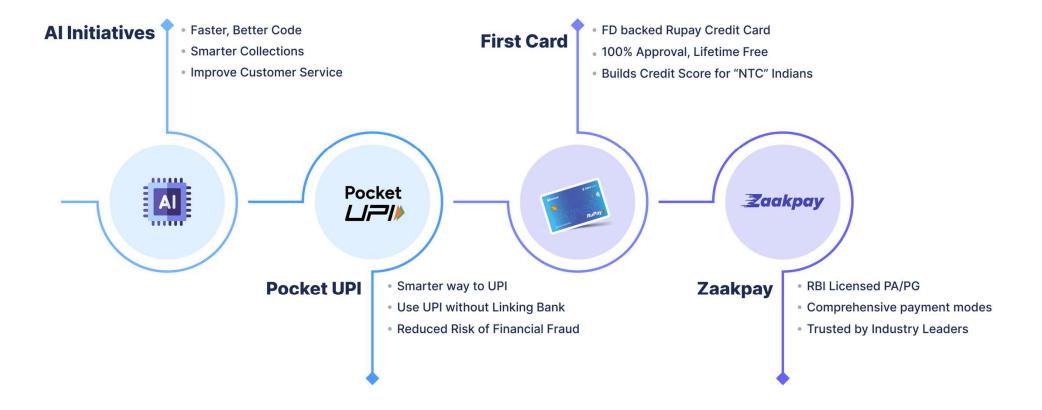
¹⁾ As a (%) of Total Income

2) All Figures Refer to FY24-25

Key Growth Areas

Unlocking Value: Key Growth Levers





Al as a Catalyst to Scale faster, Collect Smarter & Serve Better in FY26



Al Assisted Product Development



- Achieve up to 30% faster development through coding tools
- Improve code quality and testing coverage using Al-driven suggestions
- Automate repetitive coding tasks to allow focus on innovation

Efficient Collections



- Launch of KWIK Collect, integrated with CRM for streamlined recovery
- Al-powered recommendations for agent efficiency, timing, and borrower profiling
- Higher collections through predictive follow-ups and personalized messaging

Driving Customer Delight



- Enable real-time CSAT tracking across all user touchpoints (calls, emails, tickets, social)
- Use Al insights to boost agent productivity, monitor performance, and train effectively
- Assist agents with Al-suggested responses and summaries

The above initiatives drive faster GTM, higher revenue growth and margin expansion

Driving UPI growth through Pocket UPI



India's First **Truly Pocket-Sized UPI**Revolution



Redefining UPI for Bharat:

"The Smarter Way to UPI"

- No Bank Account linking needed
- Reduced financial exposure
- · Clutter-free Bank statements
- PIN-less & Instant payments
- Plan monthly budgets smartly



Powerful Combination = Largest Wallet (MobiKwik) x Largest Merchant network (UPI)



Potential for generating revenue in future through **PPI** on **UPI MDR**



Driving UPI growth through First Card





Newly launched FD backed Rupay Credit Card

- Widely accepted on UPI Network
- Only revenue generating product on UPI today



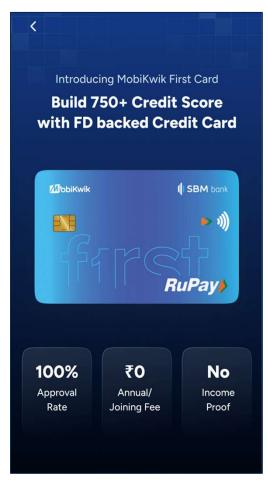
Drives financial inclusion

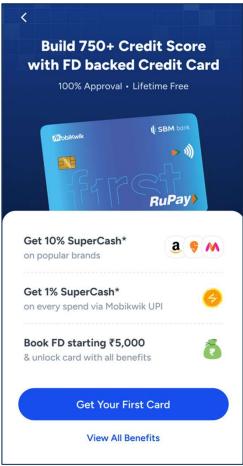
- First Credit Card for every Indian
- Builds credit score for 'New to Credit' users



Engaging users at scale

- · Cater to large user base for daily spends,
- Become the hero small ticket product replacing Zip







Newly Licensed **Zaakpay** is ready to go





Safe, innovative and **compliant** B2B payment products to power fast-growing internet startups



Key Products:

Conversational Commerce (in-chat) payments, Affordability stack (Credit & Debit Card EMIs) on checkout, Instant daily settlements, Invoicing, UPI Autopay, etc.



Already winning the trust of **industry leaders** in Transit, E-commerce, Healthcare, Lending, etc.



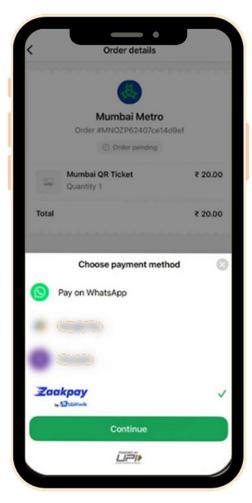


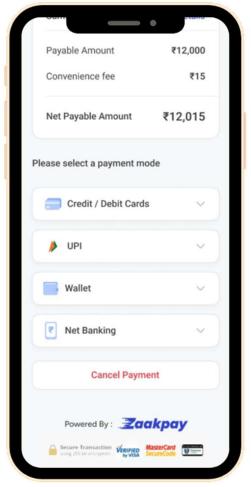




Uber for Business







Annexure

Payments Business – Quarterly Key Performance Indicators (KPIs)



Key Performance Indicator	Unit	For the quarter ended 31-Mar-25	For the quarter ended 31-Dec-24
Payments GMV	INR Mn	3,30,663	2,94,456
Payment gateway GMV	INR Mn	8,965	9,432
Platform Spend GMV	INR Mn	3,41,166	3,06,956
Registered Users	Mn	176.4	172.0
New Registered Users	Mn	4.4	5.0
Customer Acquisition Cost	INR	32.3	37.2
Merchants	Mn	4.6	4.5
Offline Merchants	Mn	4.4	4.4
Online Merchants	Mn	0.2	0.1
Billers	#	463	463

Financial Services Distribution Business - Quarterly Key Performance Indicators (KPIs)



Key Performance Indicator	Unit	For the quarter ended 31-Mar-25	For the quarter ended 31-Dec-24
Digital Credit GMV	INR Mn	6,809	7,047
ZIP EMI GMV (Disbursements)	INR Mn	5,272	3,979
Activated - Zip EMI Users	Mn	1.2	1.2
ZIP EMI Ticket Size	INR	10,000 to 2,00,000	10,000 to 2,00,000
Credit - Partner AUM	INR Mn	12,977	16,341
MobiKwik ZIP GMV (Disbursements)	INR Mn	1,538	3,068
MobiKwik ZIP Pre- approved Users	Mn	34.4	34.4
Activated - MobiKwik Zip Users	Mn	6.5	6.5
Repeat MobiKwik Zip Users ⁽¹⁾	%	99.9%	96.9%
MobiKwik ZIP Active Merchants(2)	#	22	2,054
MobiKwik ZIP Ticket Size	INR	7,672	4,835
Digital Credit Active Users	Mn	7.7	7.7
Wealth - AUA	INR Mn	1,09,889	1,15,771

¹⁾ No new users were provided ZIP lines hence all transactions in Q4 related to existing users.

²⁾ The low number of active merchants (22) is because ZIP was disabled for all Online Business merchants.

Financial Statements - Quarterly Key Performance Indicators (KPIs)



Key Performance Indicator	Unit	For the quarter ended 31-Mar-25	For the quarter ended 31-Dec-24
Payments Take Rate	%	0.6%	0.7%
Financial Services Take Rate	%	8.3%	10.4%
Revenue from operations	INR Mn	2,678	2,695
Gross Margin - Payments Services (%)	%	23.9%	18.9%
Lending Related Expenses	%	7.9%	9.3% ⁽¹⁾
Gross Margin - Financial Services (%)	%	4.3%	10.1% ⁽¹⁾
Contribution Margin	%	22.8%	26.6%
Employee Cost (%)	%	15.5%	16.2%
EBITDA	INR Mn	-457.6	-426.7
EBITDA Margin	%	-16.4%	-15.6%
Profit after tax	INR Mn	-560.4	-552.8

¹⁾ Financial Services Gross Margin (%) and Lending Related Expenses (%) for Q3FY25 have been adjusted to reflect normalized operational performance after excluding the impact of an updated commercial agreement of the Company with one of its lending partners as disclosed under Note 6 of the financial statements

Payments Business - Annually Key Performance Indicators (KPIs)



Key Performance Indicator	Unit	For the year ended 31-Mar-25	For the year ended 31-Mar-24
Payments GMV	INR Mn	11,58,681	3,81,955
Payments gateway GMV	INR Mn	56,943	34,121
Platform Spend GMV	INR Mn	12,44,433	4,76,777
Registered Users	Mn	176.4	155.8
New Registered Users	Mn	20.6	16.0
Customer Acquisition Cost	INR	34.5	32.9
Merchants	Mn	4.6	4.1
Offline Merchants	Mn	4.4	3.9
Online Merchants	Mn	0.2	0.1
Billers	#	463	463

Financial Services Distribution Business - Annually Key Performance Indicators (KPIs)



Key Performance Indicator	Unit	For the year ended 31-Mar-25	For the year ended 31-Mar-24
Digital Credit GMV	INR Mn	53,583	90,934
ZIP EMI GMV (Disbursements)	INR Mn	24,774	30,232
Activated - Zip EMI Users	Mn	1.2	0.9
ZIP EMI Ticket Size	INR	10,000 to 2,00,000	10,000 to 2,00,000
Credit - Partner AUM	INR Mn	12,977	23,840
MobiKwik ZIP GMV (Disbursements)	INR Mn	28,809	60,702
MobiKwik ZIP Pre- approved Users	Mn	34.4	34.3
Activated - MobiKwik Zip Users	Mn	6.5	5.9
Repeat MobiKwik Zip Users	%	94.7%	87.6%
MobiKwik ZIP Active Merchants	#	24,512	32,898
MobiKwik ZIP Ticket Size	INR	6,582	5,562
Digital Credit Active Users	Mn	7.7	6.8
Wealth - AUA	INR Mn	1,09,889	59,810

Financial Statements – Annually Key Performance Indicators (KPIs)



Key Performance Indicator	Unit	For the year ended 31-Mar-25	For the year ended 31-Mar-24
Payments Take Rate	%	0.7%	0.8%
Financial Services Take Rate	%	7.5%	6.1%
Revenue from operations	INR Mn	11,702	8,750
Gross Margin - Payments Services (%)	%	19.7%	19.4%
Lending Related Expenses	%	4.0%	3.3%
Gross Margin - Financial Services (%)	%	46.7%	45.7%
Contribution Margin	%	30.3%	37.3%
Employee Cost (%)	%	14.3%	13.0%
EBITDA	INR Mn	(794.0)	372.2
EBITDA Margin	%	-6.7%	4.2%
Profit after tax	INR Mn	(1,215.3)	140.8

Thank you



Disclaimer



By attending the any earnings-related event or by reading the presentation slides you agree to be bound as follows:

This Presentation is prepared by One MobiKwik Systems Limited ("Company") are solely for information purposes, without regard to any specific objectives, financial situations or informational needs of any particular person. The contents are intended, but not guaranteed, to be correct, complete, or absolutely accurate. This presentation may contain certain words or phrases which are not statements of historical facts and may be described as "forward-looking statements".

All forward-looking statements are subject to risks, uncertainties, expectations and assumptions about us that could cause actual results to differ materially from those contemplated by the relevant forward-looking statement. Actual results may differ materially from those suggested by the forward-looking statements due to risks or uncertainties associated with our expectations with respect to, but not limited to, regulatory changes pertaining to the industry in which our Company operates and our ability to respond to them, our ability to successfully implement our strategy, our growth and expansion, technological changes, our exposure to market risks, general economic and political conditions in India and globally which have an impact on our business activities, investments, or the industry in which we operate, the monetary and fiscal policies of India, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices, the performance of the financial markets in India and globally, changes in domestic laws, regulations, taxes, changes in competition in the industry in which we operate and incidents of any natural calamities and/or acts of violence.

Forward-looking statements reflect the current views of our Company as of the period of these results and are not a guarantee of future performance. These statements are based on our management's beliefs, assumptions, current plans, estimates and expectations, which in turn are based on currently available information. Although we believe the assumptions upon which these forward-looking statements are based are reasonable, any of these assumptions could prove to be inaccurate, and the forward-looking statements based on these assumptions could be incorrect. We undertake no obligation or liability to update forward-looking statements to reflect events or circumstances after the date there.

We as the Company herein, or any of our affiliates, shareholders, directors, employees, or advisors, as such, make no representations or warranties, express or implied, as to, and do not accept any responsibility or liability with respect to (including but not limited to) the fairness, accuracy, completeness or correctness of any information or opinions contained herein and accept no liability whatsoever for any loss, howsoever, arising from any use or reliance on this Presentation or its contents or otherwise arising in connection therewith. The information contained herein is subject to change without any obligation to notify any person of such revisions or change and past performance is not indicative of future results.

This document has not been and will not be reviewed or approved by a regulatory authority in India or by any stock exchange in India. No rights or obligations of any nature are created or shall be deemed to be created by the contents of this Presentation. Therefore, under no circumstance shall regulatory authority in India or by any stock exchange in India be liable for the content of this Presentation.

This presentation uses financial amounts in different denominations and hence there could be some totalling / casting anomalies in the numbers due to rounding off.

This presentation is for general information purposes only.