#### TRACXN TECHNOLOGIES LIMITED

(Formerly Known as "Tracxn Technologies Private Limited")

August 01, 2023

To,

BSE Limited National Stock Exchange of India Ltd.

Phiroze Jeejeebhoy Towers, Exchange Plaza, Plot no. C/1, G Block, Dalal Street, Bandra-Kurla Complex,

Mumbai- 400001 Bandra (E), Mumbai - 400051 Company Code: 543638 Company Code: TRACXN

#### Sub: Intimation of Investor Presentation for the quarter ended June 30, 2023

This is in continuation to our letter dated July 26, 2023 wherein we had informed regarding an Earnings Call scheduled with Analysts / Investors on Tuesday, August 01, 2023 at 6:00 P.M. (IST) to discuss the Un-Audited Financial Results for the quarter ended June 30, 2023 (Q1 Results).

Pursuant 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 said Earnings Call.

This is for your information and records.

Thanking you.

Yours faithfully, For **Tracxn Technologies Limited** 

Megha Tibrewal Company Secretary and Compliance Officer Membership No. A39158

Encl.: A/a



**Private Market Intelligence Platform** 

Q1 FY24 Investor Presentation 1st August 2023

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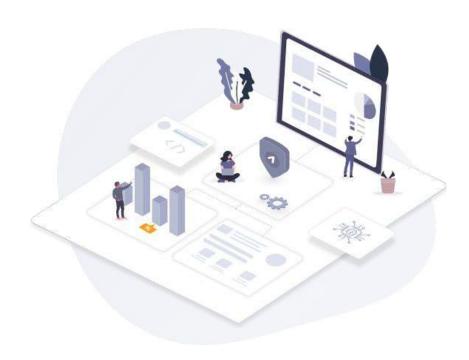
This Presentation may contain, words or phrases that are forward-looking statements that involve risks and uncertainties and are based on certain beliefs, plans, and expectations of the Company. Although the Company believes that such forward-looking statements are based on reasonable assumptions, it can give no assurance that such expectations will be met. Actual future performance, outcomes, and results may differ materially from those expressed in forward-looking statements because of several risks, uncertainties including but not limited to our ability to implement our strategy successfully, the market acceptance of and demand for our offering, technological changes, volatility in global capital markets, pandemic and international and domestic events having a bearing on the Company's business. You must not place undue reliance on these forward-looking statements, which are based on the current views of the Company's management.

The operating metrics reported in this Presentation are calculated using internal Company data based on the operational activities. While these numbers are based on what the Company believes to be reasonable estimates for the applicable period of measurement, there are inherent challenges in measuring across some operational metrics. The methodologies used to measure these metrics require considerable judgment and are also susceptible to an algorithm or other technical errors. The Company systematically reviews its processes for calculating these metrics from time to time and may discover inaccuracies in the metrics or may make adjustments to improve their accuracy, which can result in adjustments to previously disclosed metrics. In addition, the Company metrics may differ from estimates published by third parties due to differences in methodology.

To facilitate understanding, some non-GAAP metrics are used and financial amounts are converted from ₹ Lakhs into ₹ Crores for this Presentation hence, there could be some totalling anomalies in the numbers.



## **Tracxn Overview**



# Tracxn is a Data & Software platform for the <a href="Private Markets">Private Markets</a> globally

We work with Venture Capital Firms, Private Equity Firms, Investment Banks - as well as M&A & Innovation teams of large Corporates

Global Platform, customers span 50+ countries



**Q1 FY24 Financial Performance** 

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## **Q1 FY24: Financial Performance Summary**

Revenue grew at a slower pace, marginal impact on margins

REVENUE PROFITABILITY OTHER

**Revenue from Operations** 

19.8 Cr.

▲ 8% YoY

**Total Income** 

20.8 Cr.

**▲ 9%** YoY

**EBITDA** 

0.02 Cr.

0.17 Cr. YoY, down from Q1 FY23

PAT

0.7 Cr.

**0.1 Cr.** YoY, down from Q1 FY23

**EBITDA Margin** 

0.1%

Margin reduced by **0.9%** from Q1 FY23

**PAT Margin** 

3.5 %

Margin reduced by 1.1% from Q1 FY23

Free Cash Flow<sup>2</sup>

0.6 Cr.

• 0.9 Cr. YoY, down from Q1 FY23

Cash & Cash Equivalents<sup>1</sup>

61.9 Cr.

▲ 30% YoY

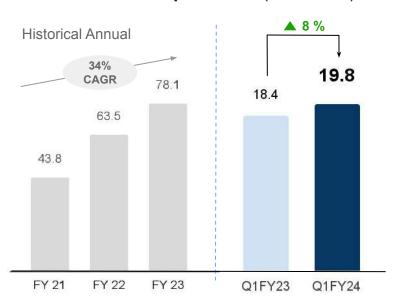
▲ 14.1 Cr. YoY

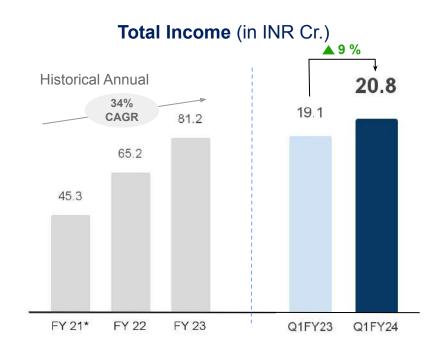
In INR



## **Q1 FY24: Continued Revenue Growth Momentum**

#### **Revenue from Operations** (in INR Cr.)

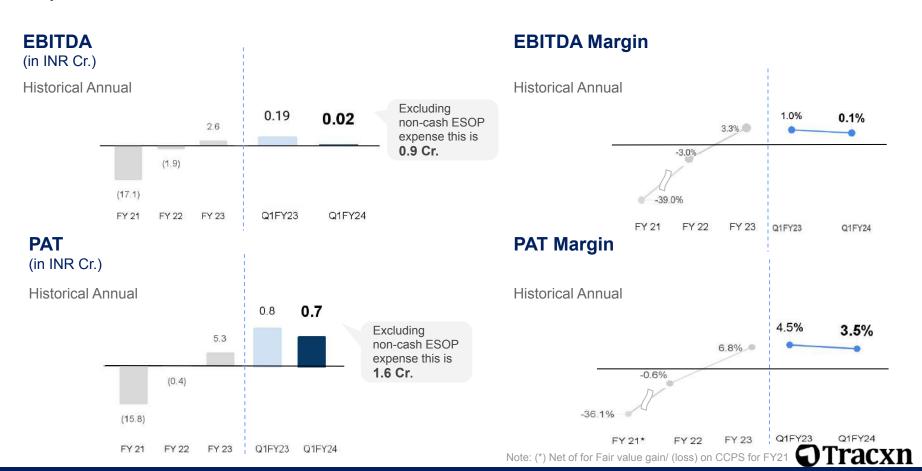




Revenue from operations grew at 8% YoY for Q1FY24



## Q1 FY24: EBITDA & PAT



## **Incremental Revenue going into Bottomline**

			Hi	istorical Annual:		
	Q1FY23	Q1FY24		FY 21	FY 22	FY 23
Revenue from operations	18.4	19.8		43.8	63.5	78.1
Incremental Revenue from Operations ( $\Delta$ )		+1.4		+6.4	+19.7	+14.7
EBITDA excl IPO Expense	0.2	0.02		(17.1)	(1.9)	2.6
Incremental EBITDA excl IPO Expense (Δ)		(0.2)		+5.4	+15.1	+4.5
Incremental EBITDA as a % of				0.40/	770/	240/
Incremental Revenue from Operations				84%	77%	31%

(in INR Cr.)

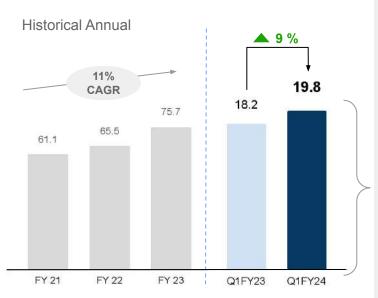
Incremental revenue offset by increase in employee and overhead expenses



## Q1 FY24: Expense Breakup

#### **Total Expense**

(in INR Cr.)



#### **Total Expense - Breakup** (for Q1FY24)

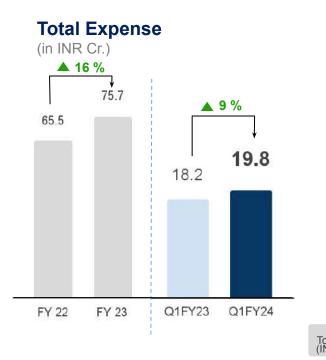
(in INR Cr.)

Employee Benefit Expenses	17.4 Cr.	87.6%
Salaries, Wages & Bonus*	16.1 Cr.	81.1%
Employee stock option expense	0.9 Cr.	4.5%
Other Employee Benefit Expenses	0.4 Cr.	1.9%
Depreciation Expense	0.04 Cr.	0.2%
Other Expenses	2.4 Cr.	12.2%
Cloud Hosting Charges	0.7 Cr.	3.4%
Rent for Building	0.5 Cr.	2.5%
Remaining Other Expenses	1.3 Cr.	6.3%
Total Expenses	19.8 Cr.	100%

- **Bulk** or 88% of total expense is **emp. cost** (this was 89%, 88% in FY22 & FY23)
- Cloud Hosting charges are the 2<sup>nd</sup> largest expense after emp. benefit expenses
- **No large digital marketing spend** for customer acquisition (since we are a data company, we are able to use in-house content to generate organic traffic)



## **Expense growth eased**

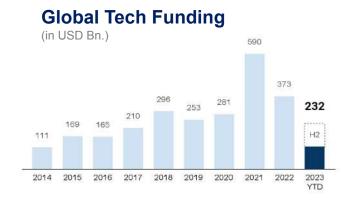


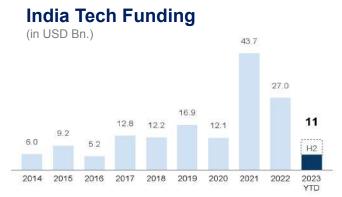
#### Avg. Headcount\* Trend for last 5 Quarters



Expense growth got eased. Headcount had increased last year due to growth initiatives, and subsequently has been optimized due to automation & efficiency initiatives as indicated last Quarter

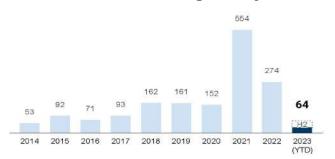
## **Private Markets - Quick snapshot**



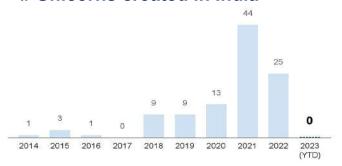


GLOBAL TECH FUNDING: at a 5yr low

#### # Unicorns created globally



#### # Unicorns created in India



LATE-STAGE FUNDING:

(proxy # new unicorn rounds)

Decline is more stark, at a 9yr low

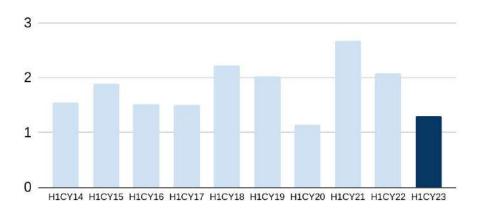


## **Private Markets - Quick snapshot**

Global M&A deal value and IB fees at its lowest

## Global M&A

(in USD Tn.)

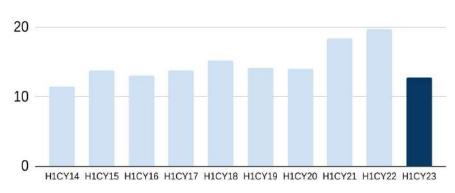


#### **GLOBAL M&A:**

Lowest in 10yr, after 2020

### M&A advisory fees

(in USD Bn.)



IB M&A ADVISORY FEES:

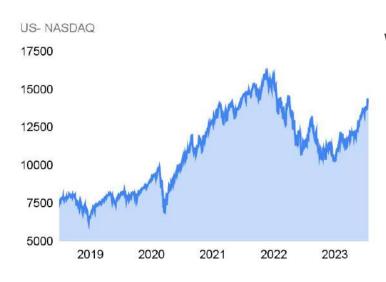
One of the lowest in the last 10yr



Reference: Financial Times

## **Private Markets - Quick snapshot**

Public markets have recovered this year



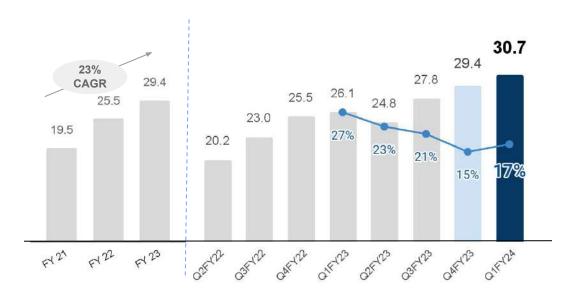
When will private markets bounce back?

- Typically there is a lag of 2-3Qs between public tech and private market
- With public markets having recovered this year, likely to see some recovery in private tech soon



## **Seeing some greenshoots**

Deferred Revenue (in INR Cr.) and its YoY growth



Deferred revenue growth saw acceleration in Q1FY24



## Platform engagement looks healthy

Usage has been increasing consistently

Trend of platform usage metrics in terms of # of Exports and Myanalyst queries



Despite lower external deal activity, customer's platform engagement still looks very healthy and increasing.

(Customer exports & myanalyst queries have nearly **doubled** over the last 2 yrs)



## **Growth Initiatives**

**GTM Funnel** 

LEAD GENERATION: Marketing

LEAD CLOSURE: Sales

SUPPORT

Customer Support

& EXPANSION

Customer

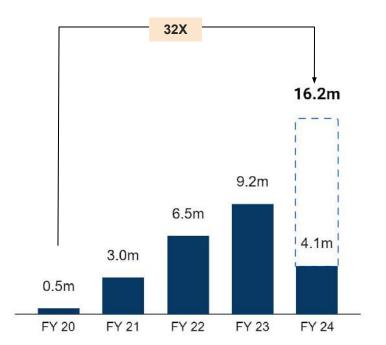
Success

- Also, we have been investing across various growth initiatives
- These span across the Go-to-market funnel of marketing, sales and account expansion
- We believe as the markets open up further, we should see more acceleration than previously in new customer acquisition as well as customer expansion



## **Select Recent Growth Initiatives**

## Organic Search Traffic\* (in millions)



## 1 Scaling Organic Traffic & Inbound Leads Pipeline

- We have built a large organic inbound traffic funnel
- Over 9 Million visits in FY23, current run-rate of 16 Million
- ~20X increase in 3 years
- We expect this organic traffic to further increase by 30X in FY24, thereby increasing inbound leads pipeline





## Select Recent Growth Initiatives

**Increased Press Mentions:** 

Through various media partnerships, data contributions, reports, etc.

Hospitality and travel industry saw 63% dip in investments in FY23: Tracxn data

#### Forum Gandhi

After an outick in insergments in the hospitality and troval in dustry in PY22, it has dropped from \$359.7 million in P122 to \$133 million in FV23, Invest ments continue to remain wa \$1.8 billion in PYXO, according to access to data from Tracer. According to the data, in FY19, transactions to the tass of \$1.5 billion had taken place

and in FV30, \$1.8 billion, In worth \$1.00 0 million. In PY22 when things started to mick up worth \$359.7 million had ma-

However, in FY23, transac lion, which was 63 per cent losser than the previous your, substantially and even lower than the trans-He explained that during actions in PY21. Coxid, in order to deleverage their portfolios, the bigger



of transactions in the sector will go up this fiscal

pert, Shobbit Aggerval, MD players sold off a churck of their years prior to Could, several trease to reduce delet on their pools. That contains the transitions took place. Lemon Tree was listed, IHCL had its OFF Brookfield hought out vious fiscal. Clause that a lot of meet, there were listings and barrened in the empious transactions. These one a few fiscal, we dishn't see a lot of acbig transactions which rose tion during this year," Aggre walesplained

'NOT GLOOMY'

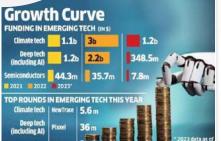
likely to go up in FY24, given that Average Room Rates, ochour been at an all time bish 'All of a sudden, hospitality and toward inchreteion large by corne a favorerable sector to in vest in," another industry ex pert explained, requesting

In a record current Descript Upadhyny, Director, Cristl Rat ings, said Indian travel operat ors are likely to see a bright P124, regardless of high air fames, thus to stiene business trayel, increasing return to of fice, preference for face to face meetings, and increasing

HVS Anarock's report also midthe lampitality sector is exnected to cross the average or cupancy of 70 per cent in 2024 a feat that has not been achieved since 2008. This will be followed by a steady growth **\*\*\* \*\*\***

**Press Mentions** 

across media\*





TECH FUNDING SNAPSHOT

STAGEWISE FUNDING

TOTAL FUNDING (\$)



Total funding raised by environment tech

Environment technology start-ups in India raised \$2.1 billion in FY23, according to data from Trackn, a market intelligence platform.

This comes at a time when the start-up world is going through afunding slowdown.

Late-stage deals account for 55 percent of the total investments at \$1.2 billion, while early-stage funding made up 39 per cent of the share with these start-ups raising\$831 million.

Some of the highest funded companies include Serentica Renewables, which raised \$400 million in November last year, Ampere Vehicles and Greaves Electric Mobility also raised \$220

millioneach. We Founder Circle, an angel investment platform for early-stage founders, emerged as the most active investor, betting on a total of 11 in companies like BluSmart, Zypp Electric, Oben EV, and EVIndia, among others. Blume Ventures was the runner up with six investments while Venture We Founder Circle Catalysts took the third spot





#### Fintech funding shows early signs of recovery, hits \$1.2 bn in O1

#### Bergaluni, April 13

INDIA'S FINTECH SPACE, control rest to be the second-largest funded occowstem after the US, witagainst an uptick in funding from ments worth \$1.2 billion in OI pared with \$513 million calcul in compiled by market intelligence respectively.

months of 2023, a spike of 325% company with 04 2022 but a drop Early stage funding for fintech

startups during the quarter was rore Q4 2022 and Q1 2022 respectively. Seed-stage funding of this quarter, a fall of 21% and 74% from Q4 2012 and Q1

Secreta Conitol Assett in and V However, the total funds raised Combinator were the most active were 55% lower than \$2.6 billion in belaz fasted space. Y taleed in Q1 2022. The number of Combinator, Let-Wenting, and Prefunding rounds in Q1 2023 also implement were the top invavious in experienced a drop of 57% and OL 2023, Y Combington, 1000, W. against Q4 1022 and Q1 and Leplenture were the top seed



13, respectively stage treesfors. Xeedaren, Telisma white Priorial treest, General The finitech securiosserved star \$151 million, respectively, during and principle fusion. Tracing further used that the user Family Office, and Courtnielvi. Atlantie, and TVE Capital Funds \$100-million funding rounds in the quarter.

Companies such as PhonePe. to renmote a rachiess eronom Mintify, Insurance Deldio and rediffee pased funds above \$100

million during the narras. sempanion from the finisch space west public in Q1 2023, and there uptick in acquisitions. The sector 003, against six acquisitions in Q4

companies in Regulation took the reard by Marmbai and Gunarram.

combined with cising internet pen-etration in both rural and urban terms of IPOs and unicorns. No courgers Tincan said is its report

> processed in January 2023 along access to eser data, among other

Eq. Report coverage

ea. Regular Columns in newspapers

ea. Others

Source: Tracket

Venture Catalysts 5

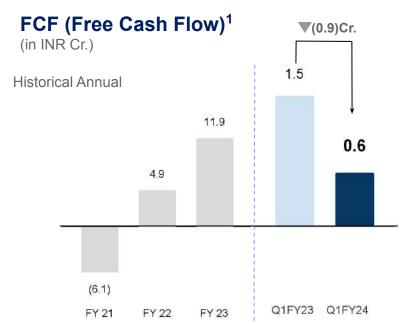
## **Select Recent Growth Initiatives**

- 3 Expanding coverage of Company Financials & Captables
  - Currently cover private company financials across 15+ countries and captables across 10+ countries
  - Seeing demand for this data especially from Private Equity (PE) and Investment Banking (IB) segments among others
  - For illustration An investor is looking to scan an upcoming space like "single speciality hospital chain" or "D2C, Internet-first brands" in a particular country, and in addition to interesting companies, market landscape, also those with >50Cr. revenue scale
  - Hence, increasing coverage of these datasets. Bulk of the increments required for this (eg. team size increase) is already done
  - We believe this will help us accelerate revenue growth and increase our penetration within the customer segments especially PE & IB





## Q1 FY24: FCF lower on YoY basis



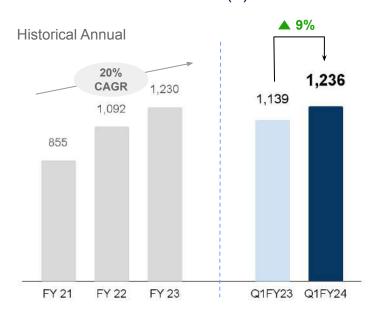
Revenue increased by 8%, collections increased but FCF lower due to increased employee, rent and other expense

Cash & Cash Equivalents<sup>1,2</sup> (in INR Cr.) 61.9 Cr. Added 14.1 Cr. YoY 14.1Cr. ▲ 30% YoY 30% 61.9 60.3 47.8 45.8 39.4 FY 21 FY 22 FY 23 Q1FY23 Q1FY24

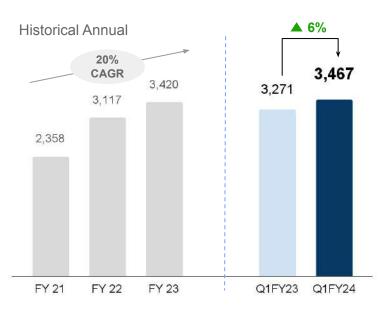
Note: (1) Free Cash Flow and Cash & Cash eqv excludes tax amounts received from employees against ESOP exercise as on 30th June 2023 (2) Cash & Cash eqv = Cash & Cash eqv, Investments & FDs, Security Deposit towards listing as on 30th June 2023.

## **Q1 FY24: Other KPIs (1/2)**

#### **Customer Accounts (#)**



#### Users (#)

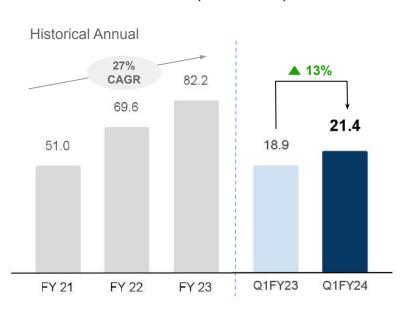


User count got optimized also due to tightening of logins

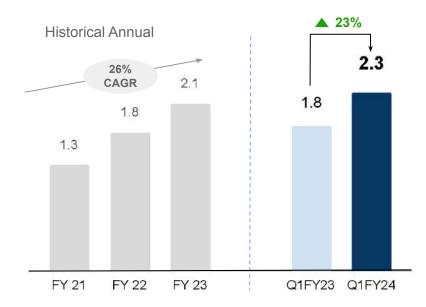


## Q1 FY24: Other KPIs (2/2)

#### **Contract Price** (in INR Cr.)



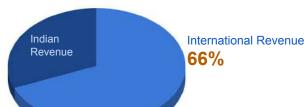
#### **Entities Profiled**, on platform (in millions)





## **Global Customer Base**

#### ~66% international revenue in Q1 FY24





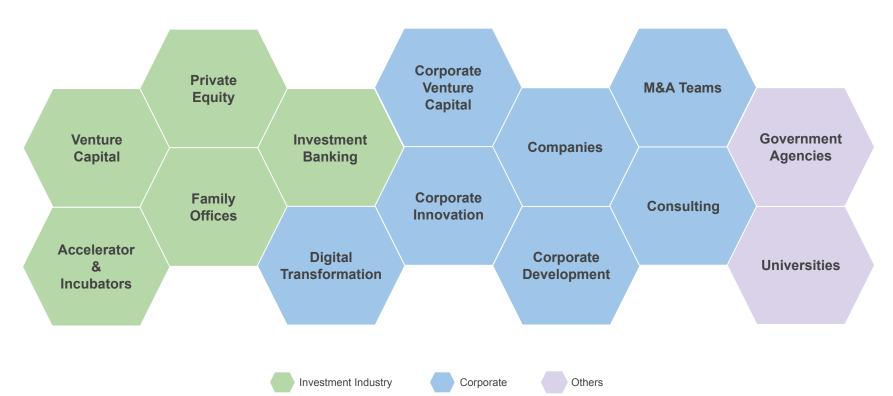
#### Customers span over 50+ countries\*

Top 5 countries by #customer accounts\*: India, USA, Singapore, Germany, UK





## **Diverse Customer Base**





## **Business Overview**



## **Our Journey**



incorporated





NRJN Family Trust

#### 2015-16

- 'Top 100 Analytics Startups of 2015' -Forbes
- One of the 'Coolest Startups of India' -Business Today (2016)

#### Accel PRIME



SEQUOIA╚



My Boards Boards Shared with one

#### 2017-19

- Launched 'Tracxn Score', reports and live chat features
- Launched personalised dashboards on our platform
- Launched a portfolio tracker and an acquisitions database on our platform



#### 2020-21

- Crossed customers in 50 countries
- Launched advanced search feature within platform
- Launched a collection of sector-based newsletters on the platform

#### Listed on



#### 2021-22

- Became a publicly listed company on 20<sup>th</sup> Oct 2022
- Launched updated Home Dashboard with personalised feed

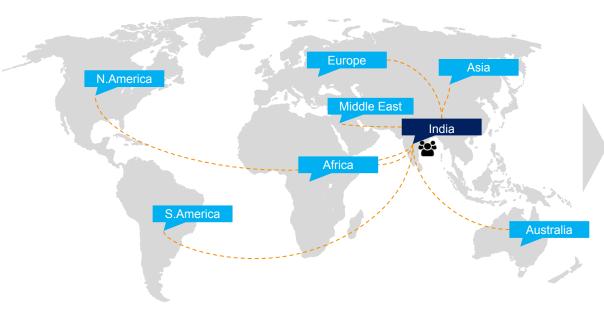
#### **Current**

- Among the Leading global market intelligence providers for private company data^
- One of the largest global coverage of private companies in the emerging technology sectors^





# Significant cost advantages from India-based operations



Significant cost advantage due to **make-in-India**. Especially:

- Data-production & technology platform is built from India
- Global sales happens from India (sales & support teams work across all time zones)
- Very efficient content-driven customer acquisition flywheel

These give us a significant and long-lasting cost advantage



## **Experienced Promoters & Board of Directors**



**Neha Singh**Chairperson and Managing
Director

- B.Tech. & M.Tech. from IIT Bombay
   & MBA from Leland Stanford Junior University
- Worked previously at BCG & Sequoia Capital
- Recognitions
  - Outstanding Woman (Business Outlook – 2016)
  - 'The 40 who matter in the Indian start-up ecosystem '(Mint – 2016)
  - Part of '40 under 40' (Fortune India - 2018 & 2019)



Abhishek Goyal
Vice Chairman and
Executive Director

- B.Tech. from IIT Kanpur
- Worked previously at Accel, 3i Infotech, Amazon, Yahoo, Andale & Erasmic
- Recognitions
  - Part of '40 under 40' (Fortune India - 2018 & 2019)



**Brij Bhushan** Independent Director

- B.Tech. from Maharshi Dayanand
   University & PGP from IIM Bangalore
- Co-Founder & CEO of Smart Technologies
- Worked previously at Bain, Flextronics, Infosys & Nexus India



Nishant Verman
Independent Director

- B.S. from University of Michigan & MBA from Northwestern University
- CEO of Overleap Networks
- Worked previously at Flipkart & Canaan Advisors



Payal Goel
Independent Director

- BA from University of Delhi & PGPM from ISB. Hvderabad
- Corporate Development Manager at Google India
- Worked previously at Peepul Capital, Aspada Investment & Flipkart



Rohit Jain
Independent Director

- B.Tech. from IIT Delhi & MS from University of North Carolina at Chapel Hill
- Managing Partner at JSM Advisors
- Worked previously at Microsoft, IBM, Google & SAIF Partners

**O**Tracxn

## Supported by Senior Management Team Backed by **Marquee Investors**



**Prashant Chandra** Chief Financial Officer



**Amit Agarwal** Chief Operating Officer



Neeraj Chopra Chief Technology Officer



Bhaskar Sharma Chief Product Officer

- B.Tech. from IIT Kanpur & MBA from IIM Lucknow
- Worked previously at Infosys & Amdocs



 B Tech from MNNIT-Allahabad & MBA from XLRI

 Worked previously at Amba research, Emanation, GS & Centrum

- MS from University of Pune
- Worked previously at Amazon, Decho, Arcot & Roam Space

- B.Tech, from IIT Kharagpur & PGPM from ISB
- Worked previously at CEAT, Nomura & FlexAlgo

#### Investors who backed us in private journey



ELEVATION

SEQUOIA╚







Chairman Emeritus - TATA Sons



**NRJN Family** Trust

## Ratan N Tata



Sachin Bansal Co-Founder -Flipkart



**Binny Bansal** Co-Founder -**Flipkart** 



Girish Mathrubootham Founder & CEO -Freshworks



Neeraj Arora VH Capital Ex-Whatsapp



Anand Rajaramnan Milliwavs Fund Founder - Junglee



Founder -Slideshare



**Amit Ranian** 

#### Investors who backed us in IPO Anchor Book

Abakkus

**BNP Paribas** 

ICICI Prudential

Kotak Mahindra MF

Kotak Mahindra Life Insurance

Motilal Oswal

Nippon

Reliance General Insurance

Tara Emerging Fund

WhiteOak Capital



## **Robust Technology Platform**

#### Wide range of business and workflow tools -

Inbuilt CRM tool, custom dashboard builder, tools for sourcing, tracking companies, portfolio tracking, API support, browser extensions, ability to save searches and provide alerts and export tools

Enterprise grade support – for customer queries with personalized support over chat, email and instant messaging applications

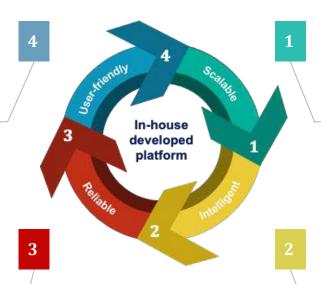
**Hosted on cloud servers –** ensures minimum downtime

**Advanced security –** in-built security features provided by the cloud infrastructure provider

**Virtual private cloud** – allows to establish a secure internal network & a safe gateway to enable communication of internal resources

Industry grade HTTPS – for encrypted communication over the internet

**Periodic checks –** tools to periodically check on potential security threats



**Scalable backend framework –** based on open source technologies

**Automated** – based on web crawling and data engine to track millions of web domains, track data points across digital footprint of entities and add several companies to database

Flexible platform - aids launching of new features

In-house data mining engine – automate discovery of new-age companies by tracking 700 mn+ domains across emerging technology sectors and sector classification of entities tracked

Multiple products introduced on platform since inception – soonicorn coverage, personalized dashboards, Tracxn Score, live chat, and others



## **Large & Growing Market**

Multiple large companies have been created in the financial data markets





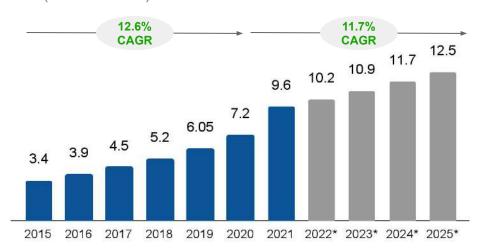
**Cumulative Revenue of Financial Market Data Companies for 2022**\*



## **Large & Growing Market**

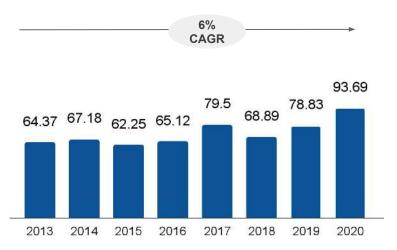
#### Private Market AUM Growth<sup>1</sup>

(in USD trillion)



#### **Public Market Capitalization<sup>2</sup>**

(in USD trillion)



Cumulative market capitalization of listed domestic companies across all the countries converted to USD

Private market AUM has crossed \$9T, and is growing at ~12%



**Q1 FY24 Detailed Financial Statements** 

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## **Profit & Loss Statement (1/2)**

Particulars	Q1 FY24	Q4 FY23	Q1 FY23	FY23
Income				
Revenue from operations	19.82	20.34	18.40	78.11
Other income	0.20	0.24	0.27	1.31
Other gains/(losses) - net	0.75	0.49	0.41	1.76
Total Income	20.77	21.07	19.08	81.18
Expenses				
Employee benefit expense	17.38	17.58	16.17	66.98
Depreciation expense	0.04	0.07	0.02	0.19
Other expenses	2.43	2.07	2.05	8.55
Total Expenses	19.85	19.71	18.24	75.72
Profit / (Loss) before tax and exceptional items	0.92	1.36	0.84	5.46
Current tax	0.05	0.12	-	0.12
Deferred Tax	0.18	(23.26)	-	(23.26)
Exceptional Items - IPO Expenses	-	-	-	(4.49)
Profit / (loss) for the period	0.69	24.50	0.84	33.09



## **Profit & Loss Statement (2/2)**

Particulars	Q1FY24	Q4FY23	Q1FY23	FY23
Profit / (loss) for the period	0.69	24.50	0.84	33.09
Less: Other Income	0.20	0.24	0.27	1.31
Less: Other gains/(losses) - net	0.75	0.49	0.41	1.76
Add: Depreciation expense	0.04	0.07	0.02	0.19
Add: Current tax	0.05	0.12	-	0.12
Add: Deferred tax expense	0.18	(23.26)	-	(23.26)
EBITDA	0.02	0.69	0.19	7.06
EBITDA Margin	0.08%	3.42%	1.01%	9.04%
Add: Exceptional items - IPO expenses, reimbursable	-	-	-	(4.49)
EBITDA excl IPO expense	0.02	0.69	0.19	2.57
EBITDA Margin excl IPO expense	0.08%	3.42%	1.01%	3.29%
Profit / (loss) for the period	0.69	24.50	0.84	33.09
Add: Exceptional items - IPO expenses, reimbursable	-	-	-	(4.49)
Add: Deferred tax expense	-	(23.26)	-	(23.26)
PAT excl IPO expense and Deferred Tax	0.69	1.25	0.84	5.34
PAT Margin excl IPO expense and Deferred Tax	3.48%	6.12%	4.54%	6.84%



## **Definitions**

- (1) **Customer Accounts** refers to the distinct contracts entered into by our Company with each customer, at the time of measurement. A customer account may include access for a single or multiple number of Users.
- (2) **Users** refers to the number of activated user accesses on the platform at the time of measurement and does not include bulk users like university/educational institutes accounts
- (3) **Contract Price** is net invoicing done in a given period adjusted for unbilled revenue for the period, till the time of measurement
- (4) **Entities Profiled** refer to the profiles published and available on the platform to the user at the time of measurement.
- (5) **EBITDA** is a non-GAAP financial metric, calculated as Profit/(loss) for the period minus Other Income and Other gains/ (losses) net, plus Depreciation and Amortization Expenses, plus Finance Costs, if any plus Income Tax Expense
- (6) **EBITDA excluding IPO expense** is a non-GAAP financial metric, calculated as EBITDA plus Exceptional items IPO expenses, reimbursable to the company
- (7) **PAT excluding IPO expense and Deferred Tax** is calculated as Profit/(loss) for the period plus Exceptional items IPO expenses, reimbursable to the company plus Deferred Tax
- (8) PAT excluding IPO expense, Deferred Tax and CCPS is calculated as Profit/(loss) for the period plus Exceptional items IPO expenses, reimbursable to the company plus Deferred Tax minus Fair value gain/ (loss) on CCPS measured at fair value through profit or loss. Fair value gain/ (loss) on CCPS adjustment has been made only for FY20 & FY21 in this presentation
- (9) **Free Cash Flow** is calculated as Net Cash Flow from/ (used in) Operating Activities less Capex (payments for purchase of property, plant and equipment)
- (10) Organic Search Traffic Traffic originating from an organic search result
- (11) **Existing Customer** An account which had also contributed to the accrued revenue prior to the given financial year / period.
- (12) New Customer An account contributing to the accrued revenue for the first time in the given financial year/ period
- (13) **Headcount** Number of employees on the company payroll as on the date of measurement.



## **Thank You**

#### **Company Information**

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**Corporate Presentation: Link** 

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