



Investor presentation

February 2019



Cautionary statement

This presentation may contain statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to OnMobile Global Limited’s (OnMobile Global or the Company) future business developments and economic performance.

While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

OnMobile Global undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.

Agenda

- History and milestones
- Product portfolio
- Strategy FY19
- Financials Q3 FY19



onmobile

**The Global Leader in
Mobile Entertainment**

Global presence

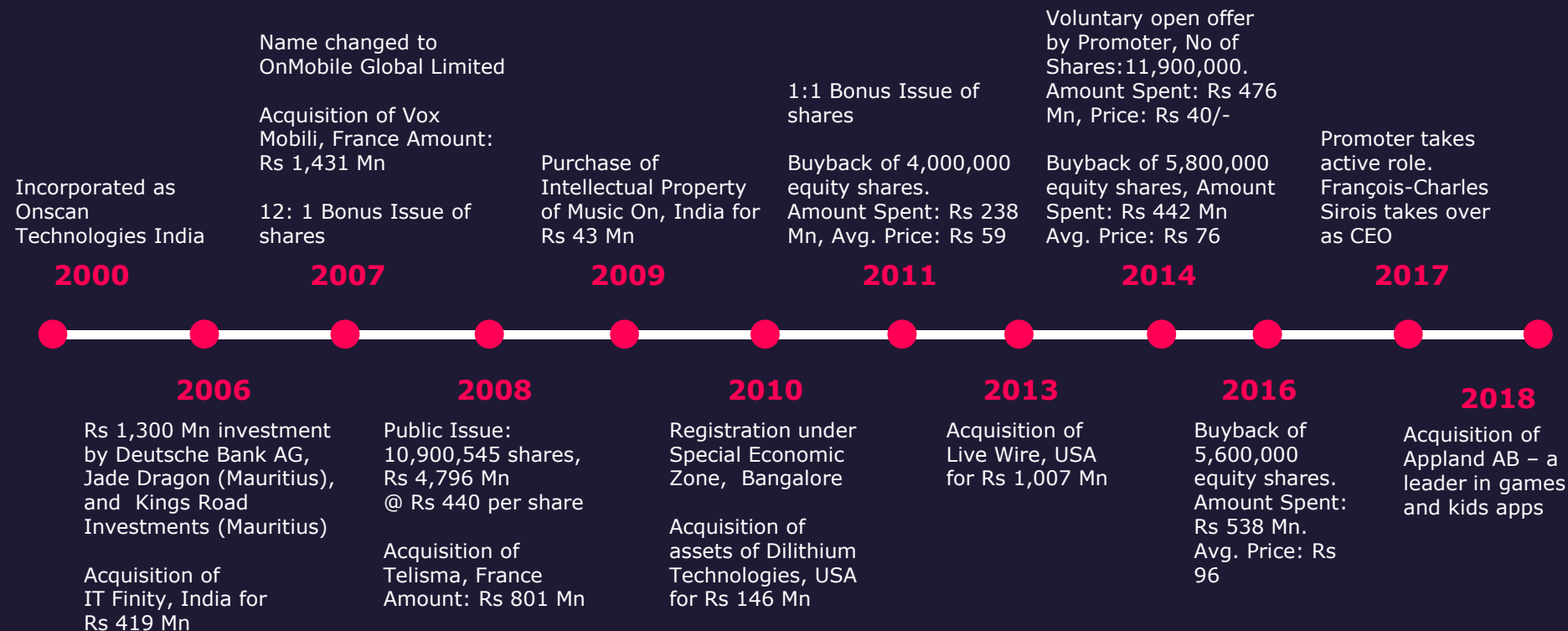
74+
COUNTRIES

113+
OPERATORS

1.5 Bn
MARKET REACH



History and milestones



Investor Highlights

- Global Reach
- Dominating market share in Tones business
- Investment in growth products
- Emerging turnaround story
- Solid cash position
- Healthy cash flow from operations
- Debt free
- High dividend yield

Product portfolio

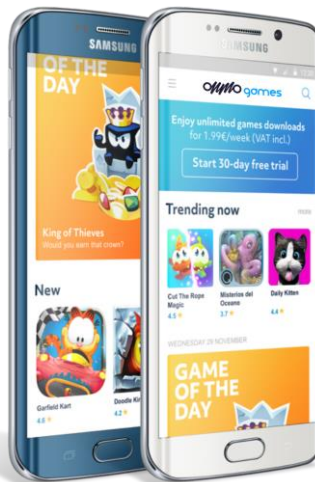


Suite of products

onmo
tones



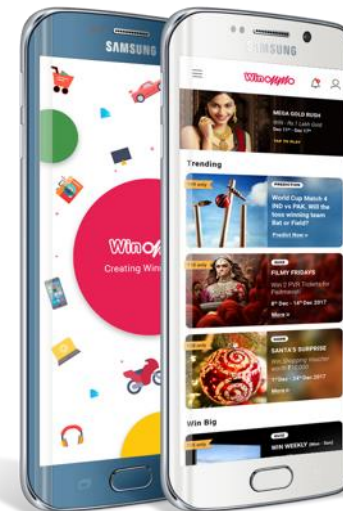
onmo
games



onmo
videos

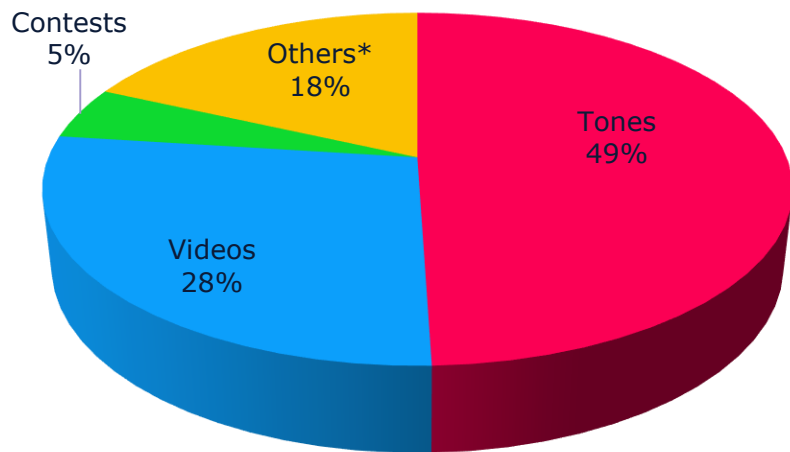


onmo
contests



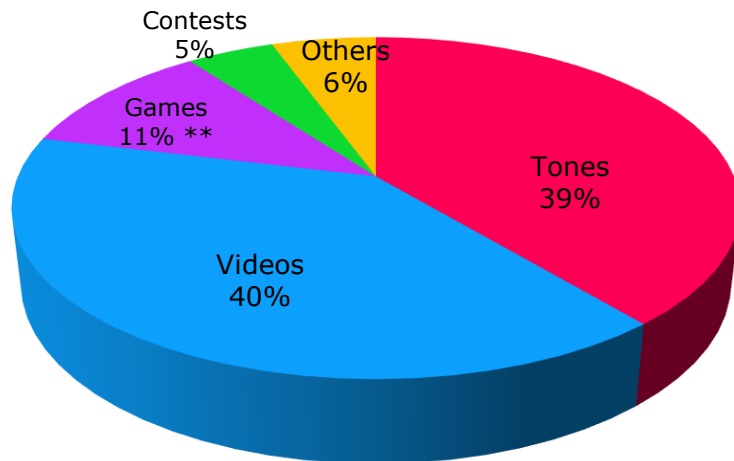
Revenue by products

FY 14-15



■ Tones ■ Videos ■ Contests ■ Others*

Dec'18 YTD



■ Tones ■ Videos ■ Games ■ Contest ■ Others

Strategy FY19

- Grow Videos
- Launch & Expand Games
- Stabilize Tones
- Digitize Contests
- Beyond Operator Wallet

ONMO videos

Entertain yourself
MORE THAN NOW

With amazing curated content on
your fingertips, your entertainment
quotient will be more than now.

Grow Videos

Europe

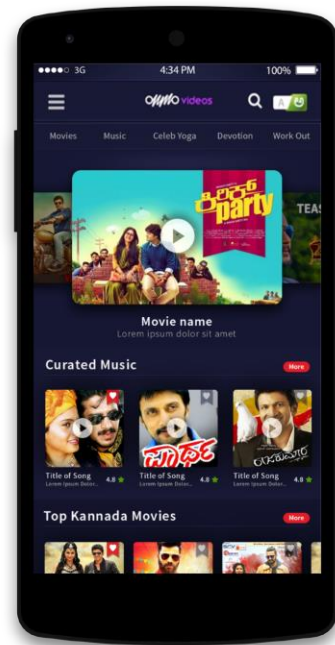
- Launched Videos in the year 2012
- Exclusively curated video content being provided to subscribers under the banner "Emocion" through a major operator in Spain
- Categories offered under this are Humor, Kids, Women , News, Sports etc
- Agreement renewed with Telefonica Spain for 5 years (signed in Jan'19)

India

- Launched regional video portal in Vodafone India
- Short video content across 12 categories and in 5 languages to start with
 - Telugu, Tamil, Kannada, Malayalam & Bengali

Middle East and Africa

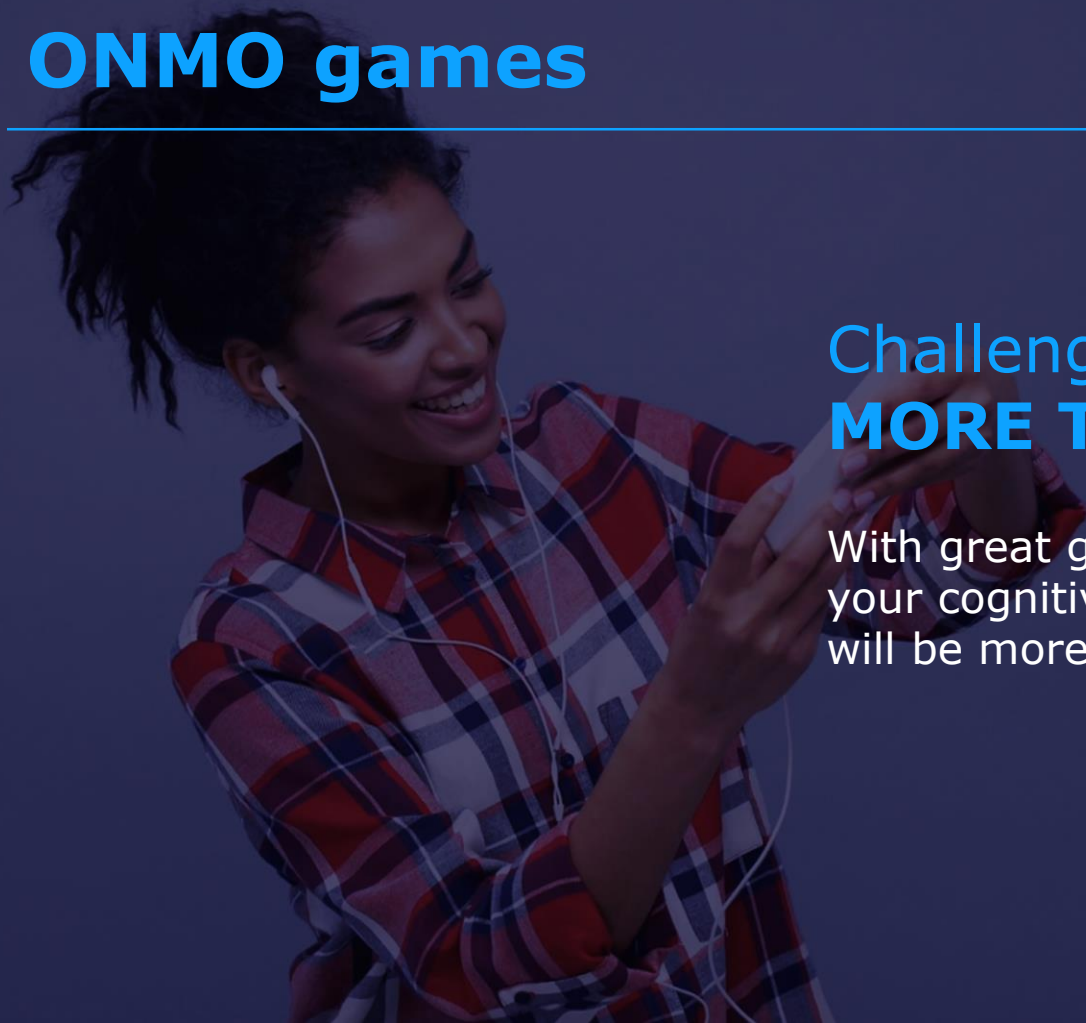
- Launched video services in Egypt in Q3



ONMO games

Challenge yourself
MORE THAN NOW

With great games to challenge
your cognitive abilities, your zeal
will be more than now.



Launch & expand Games

Acquisition of Appland AB

- Acquired Appland AB – a leader in Games and Kids Apps
- Launched 2 new clubs in Myanmar and Lebanon in Q3
- Launching games clubs directly with billing aggregators in Netherlands & UK

Europe

- Movistar games service launched in April with Movistar Spain under the name and brand “Movistar Juegos” – crossed 17,000 subscribers
- Kids games service launched with a major operator in Spain
- Closed new Football service deal with two operators in Italy; service to go live in April’19

Middle East and Africa

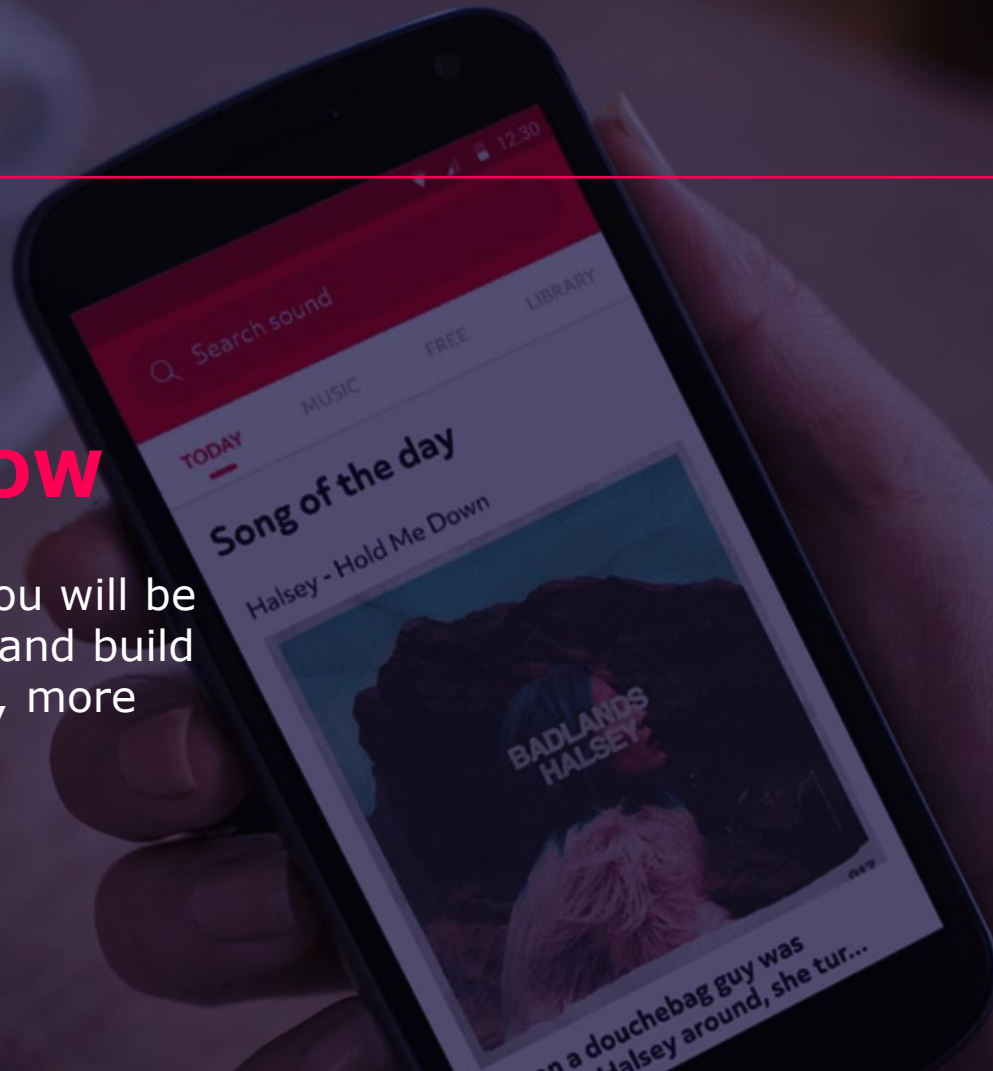
- Appland Game Subscription game portal went live under Brand of Glo in Nigeria



ONMO tones

Express yourself **MORE THAN NOW**

With our ONMO tones, you will be able to express yourself and build meaningful relationships, more than now.



Stabilize Tones

India

- Vodafone caller tunes app reached 3 Mn downloads – 25% growth Q-o-Q
- BSNL: Renewed of IVR Services agreement for 2 years

Americas

- Focus on Digital marketing to drive new Ring Back Tones (RBT) acquisitions for the region is gaining traction as we witness an increase in subscriber base in Brazil - all set to generate corresponding revenue growth in coming quarters

Asia

- With our strategic launch of new price point with Auto renewal, subscriber base is up from 2.2 Mn to 3 Mn and revenue grew by 21% (Q-o-Q) with a major operator in Bangladesh



ONMO contests

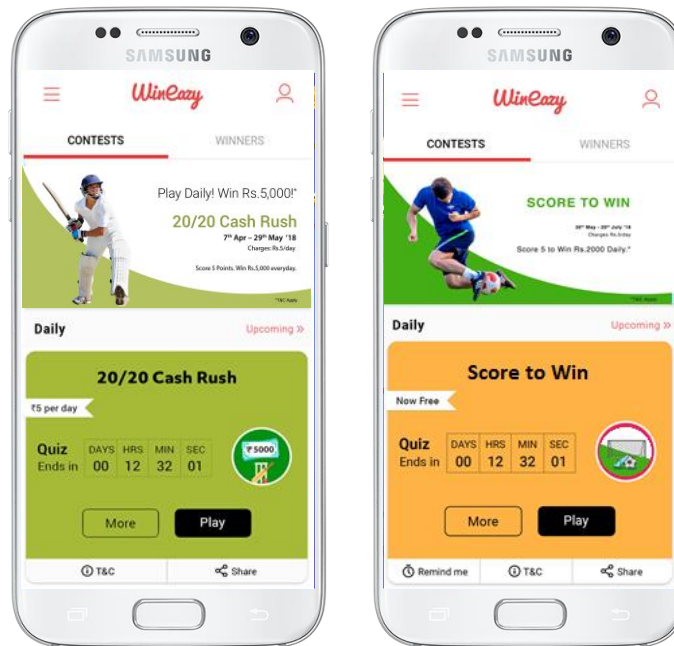
Reward yourself **MORE THAN NOW**

With grand prizes to win from our impressive trivia based quizzes, your enthusiasm will be more than now.



Digitize Contests

- **Successfully launched contest in one of the major operators in Qatar – Our first contest deployment outside India and achieved 100k subscribers i.e. around 7% of Operator subscriber base**
- **Collaboration with handset manufacturers to install contest app in handsets for better subscriber engagement**



A low-angle, upward-looking shot of several modern skyscrapers with glass facades, reaching towards a bright blue sky with scattered white clouds. The perspective creates a sense of height and scale.

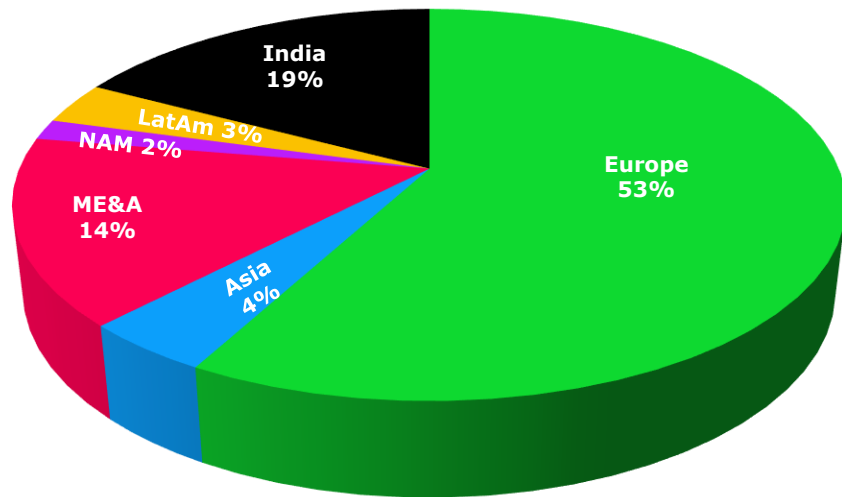
Financials

Q3 FY2019 Key Highlights

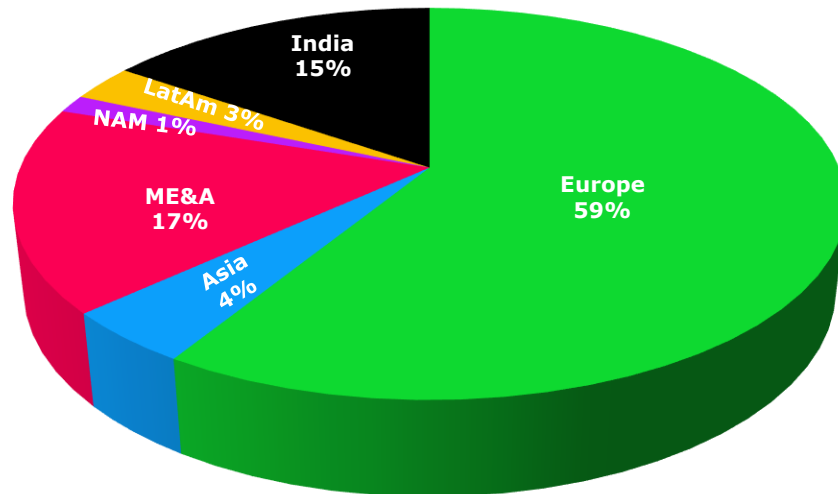
- Appland integration successfully completed and debt liquidated
- Launched 2 new operators in Middle East and Africa
- Overall revenues up by 3.5% QoQ
- Growth in Games revenue Q-o-Q: 24%
- Contract with Telefonica Spain renewed for 5 years
- Reduction in Manpower (Q-o-Q): from 829 to 805
- DSO down from 151 days last quarter to 141 days in current quarter
- Gross Profit up by 2%
- Marketing investment of Rs 25 Mn in Brazil in Q3 – expecting significant future revenue growth

Total revenue by geography (Q-o-Q)

Q2 FY 19



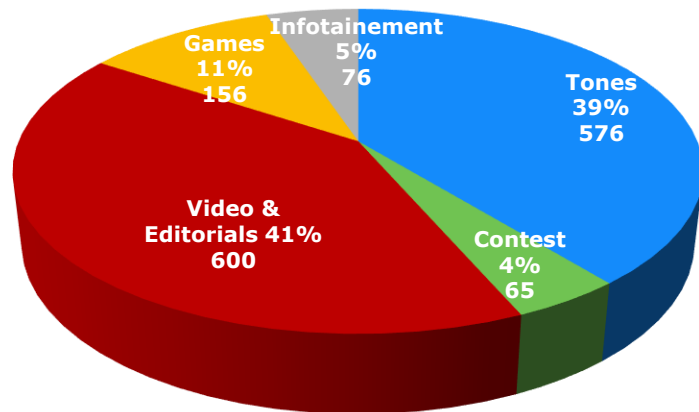
Q3 FY 19*



**Includes Appland*

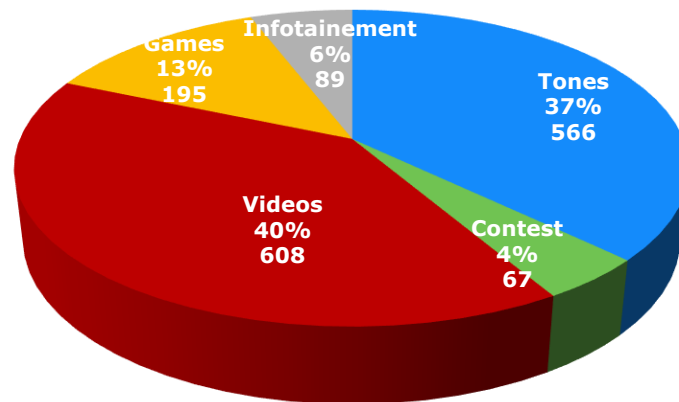
Revenue by products (Q-o-Q)

Q2 FY 19



Q3 FY 19*

INR Mn



**Includes Appland*

P&L Q3 FY2019

P&L(INR Mn)	Q2 FY19	Q3 FY19*	% Growth
Net Revenue	1,474	1,525	3%
Content	613	638	4%
Other COGS	59	66	11%
Gross Profit	802	822	2%
Margin (%)	54.4%	53.9%	
Manpower Cost	413	437	6%
Severance cost	28	8	-73%
Marketing Cost	85	111	30%
Other Opex	178	197	11%
EBITDA	98	69	-30%
Margin (%)	7%	5%	
Depreciation	55	60	8%
Operating Profit	43	9	-78%
Margin (%)	3%	1%	
Other Income	31	35	13%
Exchange Gain / (Loss)	167	(50)	nm
Profit before Tax	240	(6)	nm
Tax	48	22	-54%
Profit After Tax	192	(28)	nm
Margin (%)	13%	(2%)	

*Includes Appland

Cash position

INR Mn	Jun 30, 2017	Sept 30, 2017	Dec 31, 2017	Mar 30, 2018	June 30, 2018	Sept 30, 2018	Dec 31, 2018*
Gross Cash	2,866	2,782	2,843	3,052	3,169	3,486	2,672
Less: Total Debt	-	-	-	-	-	-	-
Net Cash	2,866	2,782	2,843	3,052	3,169	3,486	2,672

Reduction in cash attributed to Appland purchase, dividend payout and liquidation of Appland debt

**Includes Appland*

Cash flow

INR Mn

Particulars`	Q1 FY'19	Q2 FY'19	Q3 FY'19
EBIDTA	107	97	69
- Operating non cash items	35	31	23
Operating profit before working capital changes	142	128	92
Working Capital Changes:			
(Increase)/ Decrease in Trade Receivables	(61)	(40)	34
Increase/ (Decrease) in Trade Payables	10	230	(152)
(Increase)/ Decrease in Other assets	8	11	(55)
Increase/ (Decrease) in Other Liabilities	24	(51)	12
Cash generated from operations	123	278	(68)
Taxes (Paid)/Refund	(78)	(45)	(96)
(Purchase)/ Sale of fixed assets	(19)	(12)	(15)
Acquisition of Appland	-	-	(415)
Dividend/Interest income/ Capital Appreciation	22	30	38
Cash generated during the period	48	250	(556)
Sale of Mumbai Property	62	-	-
Other Financing activities	-	-	-
- Finance cost	(0.43)	(0)	(0.33)
- Dividend Paid	-	-	(191)
- Others	0.20	4	-
Fx Impact on Cash balances	8	63	(67)
Net increase/(decrease) in cash/cash equivalents	118	317	(814)
Opening Cash balance	3,052	3,169	3,486
Closing Cash balance	3,169	3,486	2,672

Dividend & buyback

(INR Mn)	March 14	March 15	March 16	March 17	March 18
Dividend Payout (Incl. Tax)	200	197	195	188	190
Dividend %	15%	15%	15%	15%	15%
Buyback (shares in Mn)	-	5.8	-	5.6	-
Buyback amount utilized	-	442	-	538	-

Dividend Policy : 75% Dividend payout or 15% Dividend, whichever is higher

Equity Snapshot

Particulars	Details
Script code (on NSE)	ONMOBILE
Share Price (INR)*	37.00
Shares outstanding (in Mn)**	106
Market Capitalization (INR Mn)**	3,911
Net Debt (INR Mn)***	0
Cash and Cash equivalents (INR Mn)**	2,672

Notes:

*Closing share price on NSE on 31st December, 2018.

** Shares outstanding, Market Cap, Cash and cash equivalents as on 31st December, 2018.

*** Net Debt as on 31st December, 2018.

Balance sheet

INR Mn	As at Sep 30, 2018	As at Dec 31, 2018 *
Shareholders' Funds	6,022	5,670
Non-Current Liabilities	34	52
Trade Payables	2,176	2,034
Current Liabilities	474	901
Total Liabilities	8,706	8,658
Fixed Assets	540	1,354
Deferred Tax Assets (Net)	458	485
Non-Current Assets	1,406	1,369
Cash and Cash Equivalents	3,486	2,672
Trade Receivables	1,827	1,739
Other Current Assets	989	1,038
Total Assets	8,706	8,658

**Includes Appland*

For any queries mail us at:

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