



Investor presentation

August 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 FY20
- Financials Q1 FY20



onmobile

**The Global Leader in
Mobile Entertainment**

Global presence

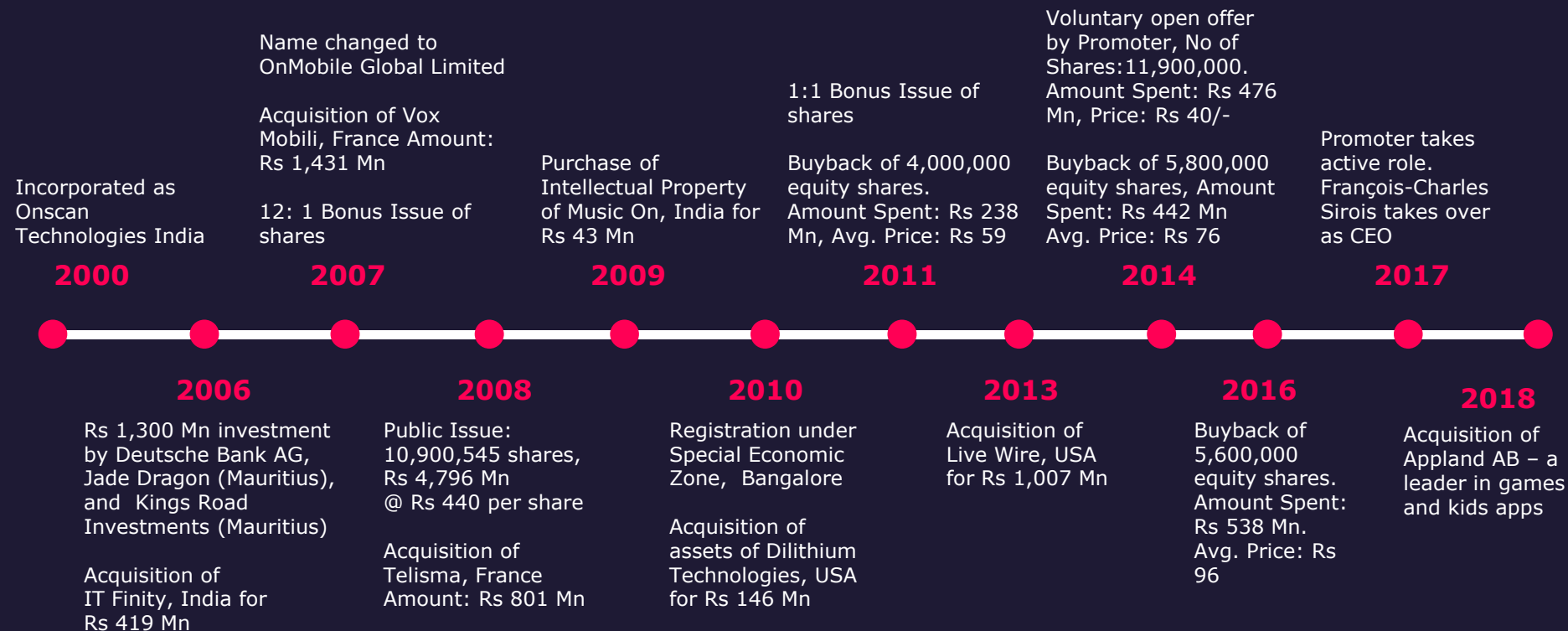
74+
COUNTRIES

113+
OPERATORS

1.5 Bn
MARKET REACH



History and milestones



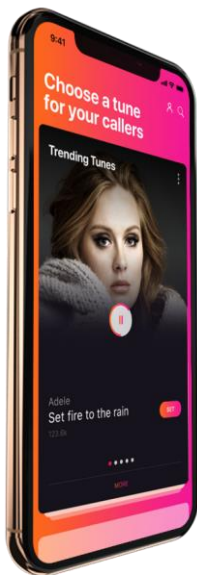
Investor Highlights

- 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

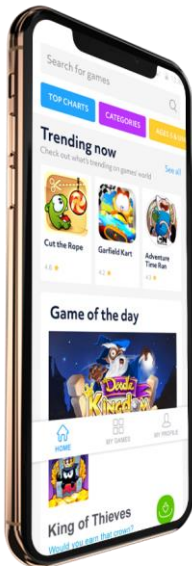
Product portfolio



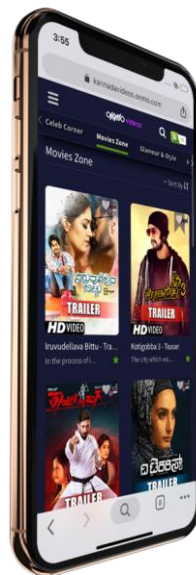
Suite of products



onmobile
tones



onmobile
games



onmobile
videos



onmobile
contests

Strategy FY20

- **Grow Videos**
- **Expand Games**
- **Leverage Tones**
- **Digitize contests**
- **Beyond operator wallet**

ONMO videos

Entertain yourself

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

Grow Videos

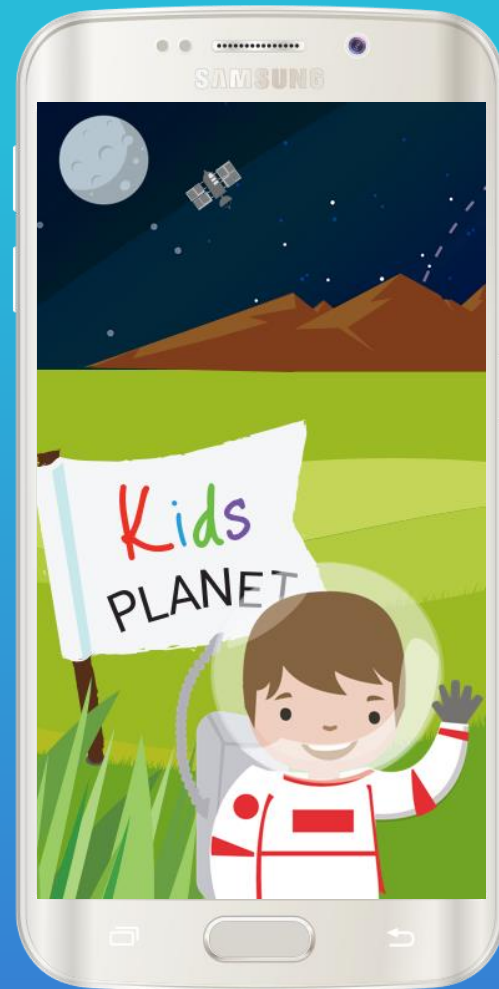
Europe

- Redefined user interface of Emocion and selected categories for enriched consumer experience and engagement
- Launched edutainment proposition for Kids with a leading operators in Spain with parental control capabilities



Latin America

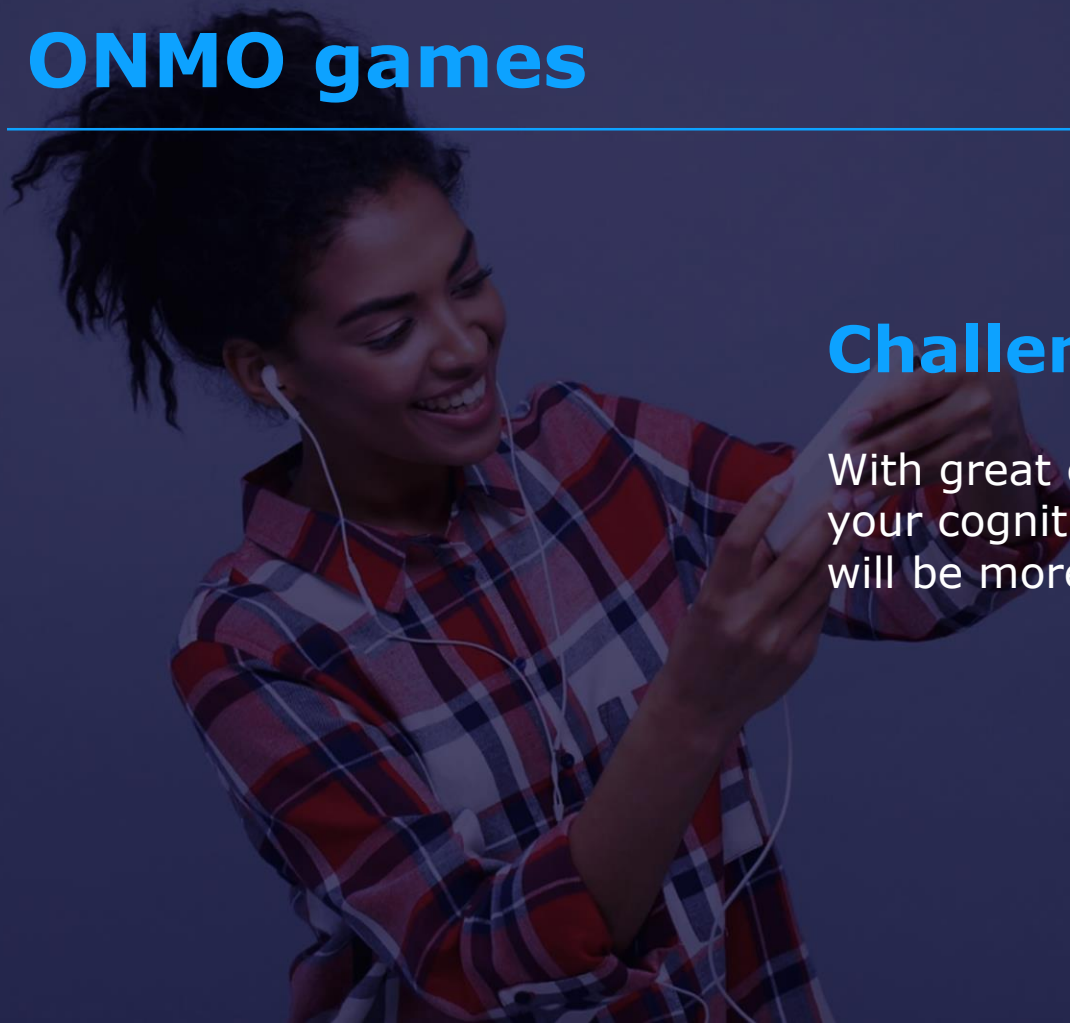
- Launched lifestyle destination with a leading operator in Mexico for users to consume credit rewards from operator



ONMO games

Challenge yourself

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



Expand Games

Europe

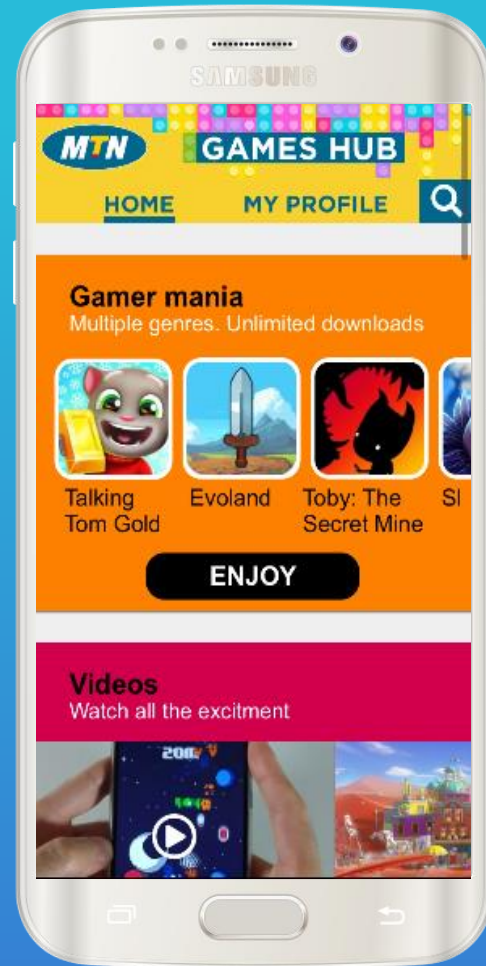
- Awarded POC for Three Games Hub to manage gaming ecosystem for Three Group. POC is for Austria

Latin America

- Launched games with leading operators in Brazil and Mexico

Appland

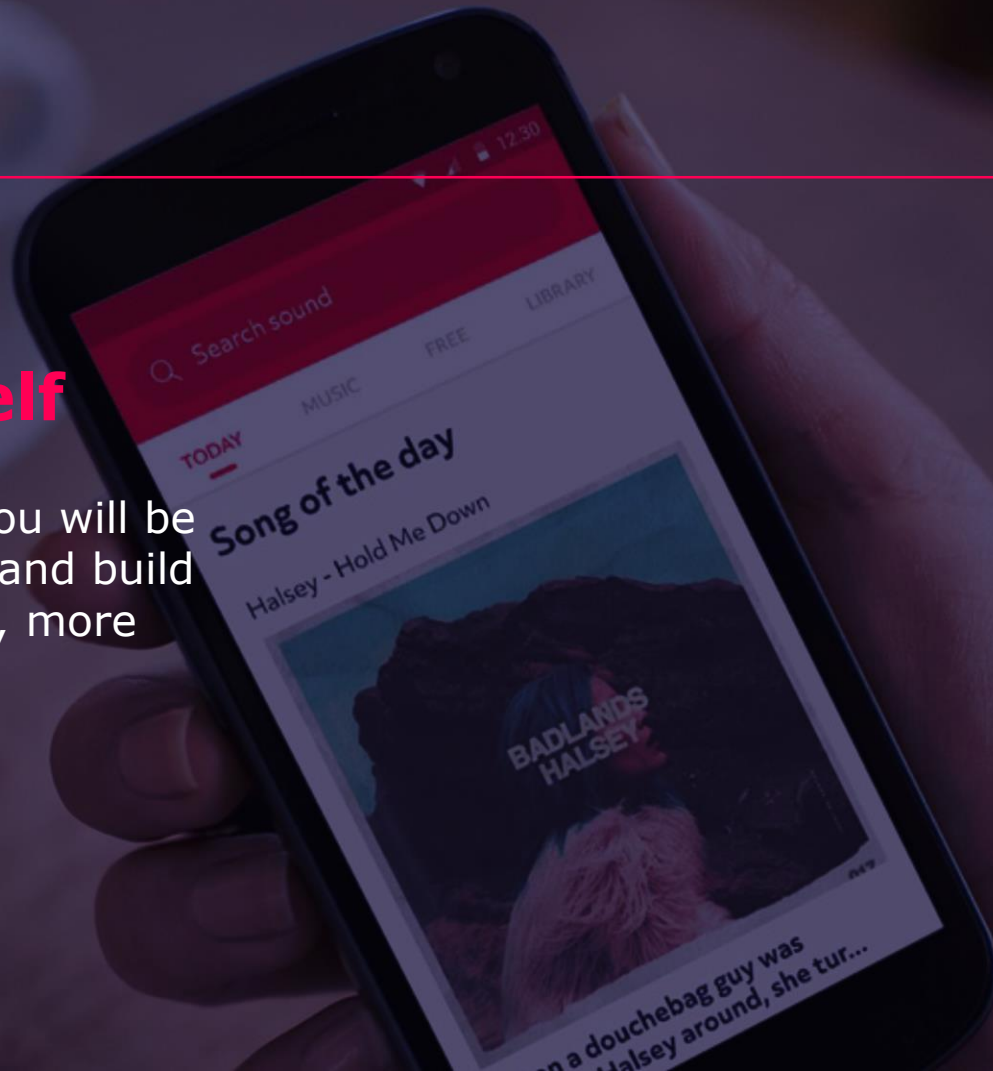
- Appland added 5 clubs across the globe i.e, in Netherlands, Ireland, Iraq, Kenya and India
- Signed a contract with the largest games studio in the world to provide inbuilt games in branded tablets



ONMO tones

Express yourself

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



Leverage Tones

Asia

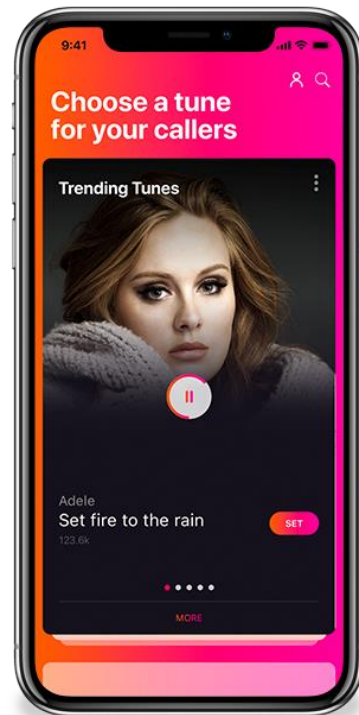
- RBT App installs crossed 10 Mn with two major operators in India
- Launched DialerTones service with a major Indian operator for self care app through RBT SDK contributing 20% of service activation revenue
- Demonstrated network independent Video RBT PoC app

Europe

- Launched re-branded RBT service Tonos De Espara with new app with one of the leading operators in Spain
- Launched a new RBT app version with one of the leading operators in Spain.

MEA

- Launched RBT service in three new countries in Middle East region. With this launch, we are now present in 5 out of 6 GCC countries



ONMO contests

Reward yourself

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



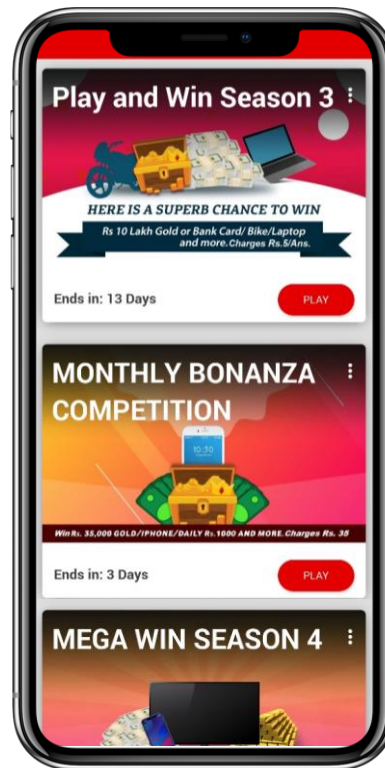
Digitize Contests

Asia

- Launched the digital contest on PWA (Progressive Web App) for a leading operator in India
- Launch of event based contest in India
- Digital contest support for multimedia content
- Cricket world cup theme based “Predict n Win” contest to build user engagement
- Launched UnR contest based on recharge top-ups with a leading operator in Asia

MEA

- Won a deal for contest in Middle east with product launch planned for in Q2 FY20



A low-angle, upward-looking perspective of several modern skyscrapers with glass facades. The buildings are arranged in a way that they converge towards the top of the frame, creating a sense of height and scale. The sky is a deep blue with scattered white clouds. The overall color palette is dominated by blues and greys, with a slight purple tint in the upper left corner.

Financials

Update on Q1 FY20

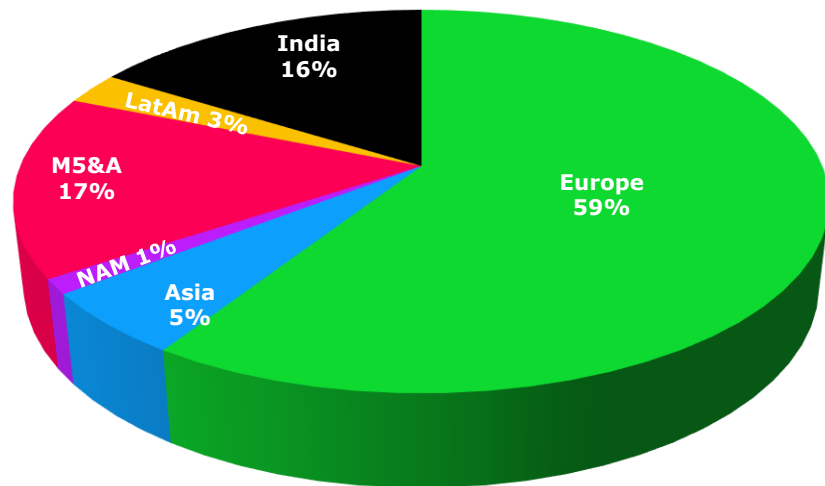
- Signed / launched new products & services with 16 customers
- Q1 revenue impacted due to
 - INR appreciation versus USD and Euro – impact of 1.3%
- Games subscription revenue grew by 46% QoQ
- 3.9% QoQ decline in overall Games revenue due to one time revenue reversal with one customer.
- Headcount decreased from 797 in Q4 to 759 in Q1 with savings expected to accrue in remaining part of the year
- Increase in depreciation due to application of new accounting standard (IndAS 116) – reclass of lease rent of INR 11 Mn from Opex to Depreciation

P&L Q1 FY2020

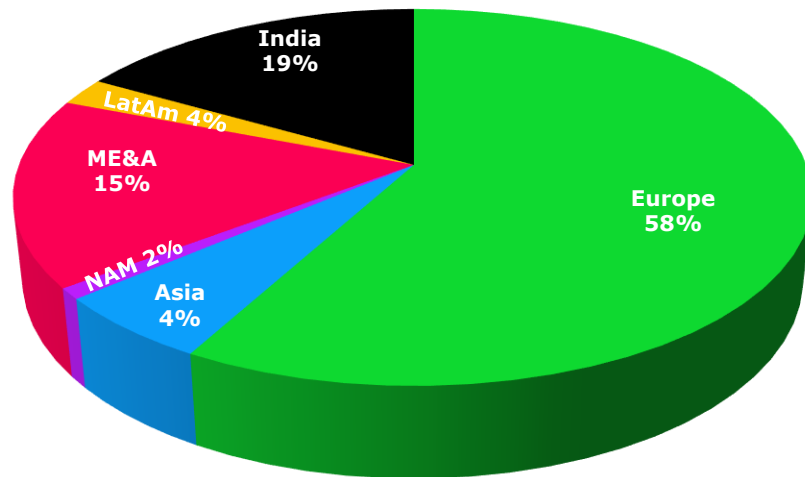
P&L(INR Mn)	Q1 FY20	Q4 FY19	% Growth
Net Revenue	1,395	1,433	-3%
Content	582	589	-1%
Other COGS	69	74	-6%
Gross Profit	744	771	-3%
Margin (%)	53.3%	53.8%	
Manpower Cost	413	399	4%
Severance cost	22	11	96%
Marketing Cost	74	84	-12%
Other Opex	164	192	-15%
EBITDA	71	84	-16%
Margin (%)	5%	6%	
Depreciation	67	58	17%
Operating Profit	4	27	-87%
Margin (%)	0%	2%	
Other Income	30	36	-16%
Exchange gain (Loss)	(3)	(17)	nm
Profit before Tax	31	45	-32%
Tax	9	23	-60%
Profit After Tax	21	22	-4%
Margin (%)	2%	2%	

Total revenue by geography (Q-o-Q)

Q4 FY 19

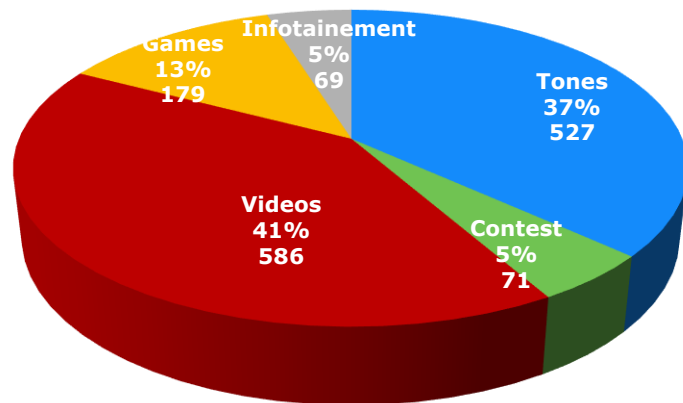


Q1 FY 20



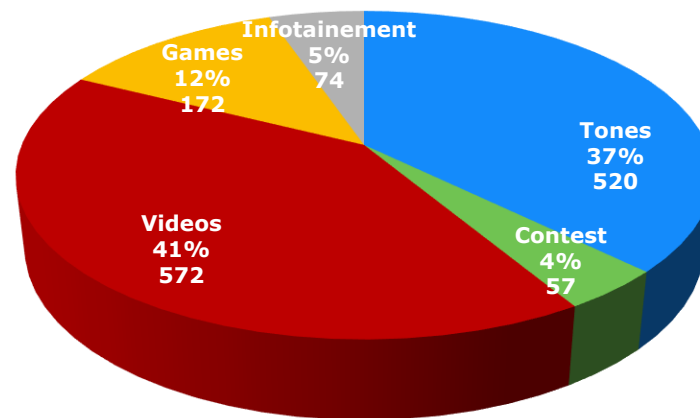
Revenue by products (Q-o-Q)

Q4 FY 19



Q1 FY 20

INR Mn



Cash position

INR Mn	Sept 30, 2017	Dec 31, 2017	Mar 30, 2018	June 30, 2018	Sept 30, 2018	Dec 31, 2018	Mar 31, 2019	Jun 30, 2019
Gross Cash	2,782	2,843	3,052	3,169	3,486	2,723	2,723	2,510
Less: Total Debt	-	-	-	-	-	-	-	-
Net Cash	2,782	2,843	3,052	3,169	3,486	2,723	2,723	2,510

Cash flow

INR Mn

Particulars	Q4 FY'19	Q1 FY'20
EBIDTA	84	71
- Operating non cash items	(6)	(2)
Operating profit before working capital changes	78	69
Working Capital Changes:		
(Increase)/ Decrease in Trade Receivables	64	(78)
Increase/ (Decrease) in Trade Payables	135	(207)
(Increase)/ Decrease in Other assets	(169)	(14)
Increase/ (Decrease) in Other Liabilities	(17)	36
Cash generated from operations	91	(194)
Taxes (Paid)/Refund	(55)	(27)
(Purchase)/ Sale of fixed assets	(15)	(26)
Acquisition of Appland	-	-
Dividend/Interest income/ Capital Appreciation	34	34
Cash generated during the period	55	(213)
Other Financing activities	-	-
- Finance cost	-	(4)
- Dividend Paid	-	-
- Others	-	-
Fx Impact on Cash balances	(5)	4
Net increase/(decrease) in cash/cash equivalents	50	(213)
Opening Cash balance	2,672	2,723
Closing Cash balance	2,723	2,510

Balance sheet

INR Mn	As at Jun 30, 2019	As at Mar 31, 2019
Shareholders' Funds	5,684	5,658
Non-Current Liabilities	38	39
Trade Payables	1,909	2,117
Current Liabilities	1,066	861
Total Liabilities	8,697	8,675
Fixed Assets	396	437
Goodwill	760	763
Right to use Assets	165	-
Financial Assets	65	65
Deferred Tax Assets	537	522
Non-Current Assets	1,270	1,432
Cash and Cash Equivalents	2,510	2,723
Trade Receivables (Billed + Un-billed)	2,296	2,215
Other Current Assets	698	518
Total Liabilities	8,697	8,675

Dividend & buyback

(INR Mn)	March 15	March 16	March 17	March 18	March 19
Dividend Payout (Incl. Tax)	197	195	188	190	191
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)*	32
Shares outstanding (in Mn)**	106
Market Capitalization (INR Mn)**	3,414
Net Debt***	0
Cash and Cash equivalents (INR Mn)**	2,510

Notes:

*Closing share price as on 28th June, 2019

** Shares outstanding, Market Cap, Cash and cash equivalents as on 30th June, 2019

*** Net Debt as on 30th June, 2019

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