



Global Leader in Mobile Entertainment

Propelling Mobile Gaming & Entertainment

INVESTOR PRESENTATION

May 20th, 2022



With worldwide presence across

58 Countries

in partnership with

100+ Mobile Operators

and counting





Leading in

Cutting-Edge Mobile Gaming



...with **two breakthrough products** in mobile gaming...

QUIZZES & PUZZLES

SOCIAL ESPORTS



...a gamification platform (GPAAS) for enterprises and top brands...



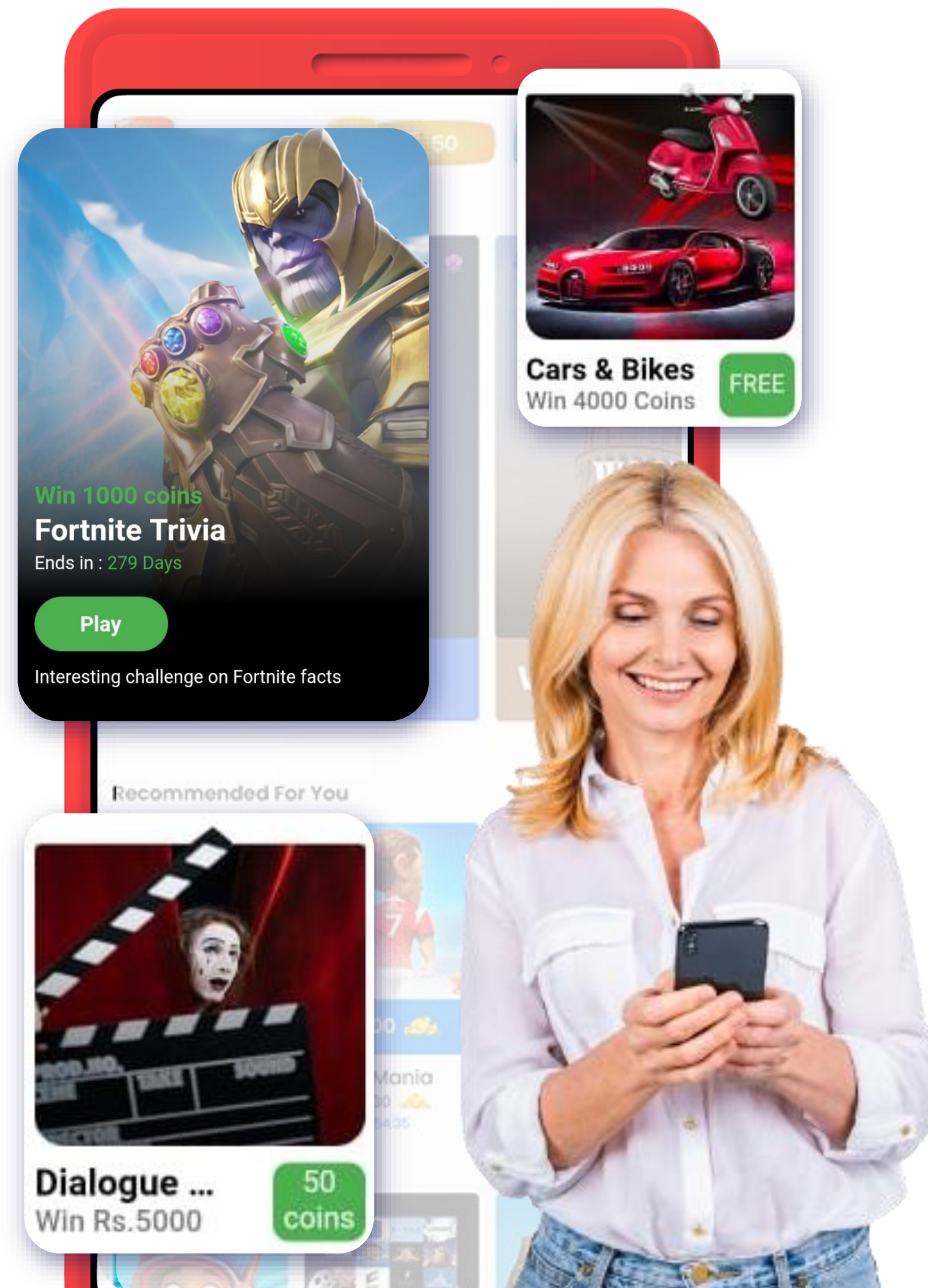
IMMERSIVE CONTENT



MULTILINGUAL

Multiple Indian & international languages.

More than 35 languages



DYNAMIC INTERFACE

Multiple Themes, Lively Experience



GAMIFICATION

Immediate ranking, Score, Leaderboard & Winnings



ENGAGING FORMATS

Open, Pool, Group & Predictions based tournament formats



OMNICHANNEL

Experience across legacy & digital channels



INSTANT GRATIFICATION

No tricks. No wait. Prizes are instantly rewarded.

Capturing market share in the

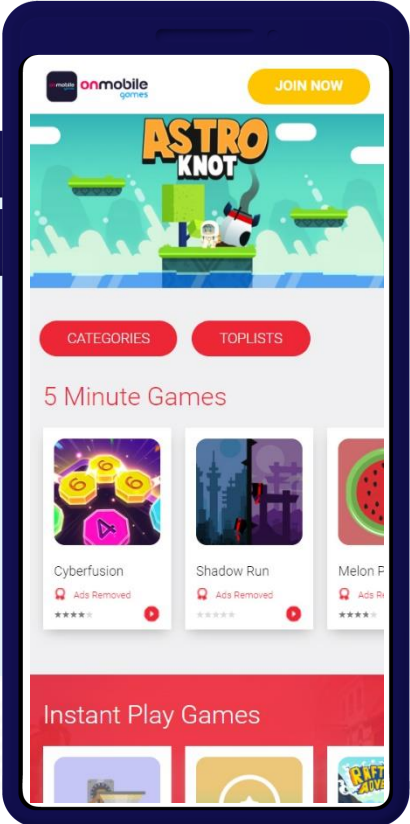
\$100+ Billion

**mobile gaming &
entertainment market**



Adding D2C while strengthening B2B2C

D2C
Products

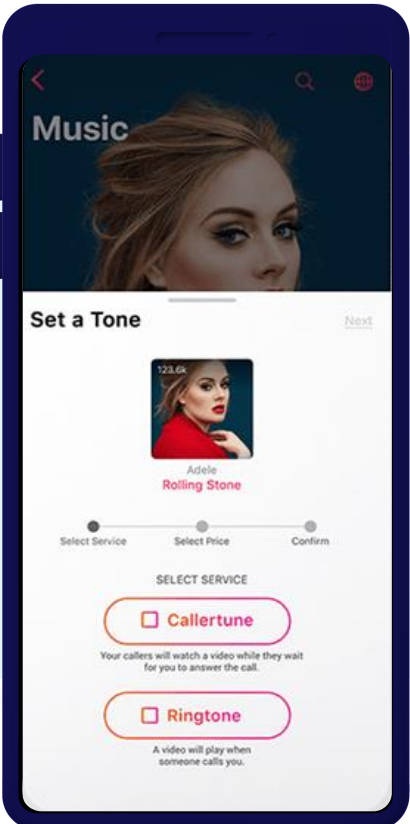


VIDEOS

Gaming videos and subscription

Cutting Edge Gaming Platforms

B2B2C
Products



TONES

New, attractive digital first models with gamification

Why #D2CFirst ?

3 Billion
Mobile players
worldwide (by 2023)



80Bn
Mobile game
downloads



18%
Year-on-year
growth



78%
Casual games
downloads on app store



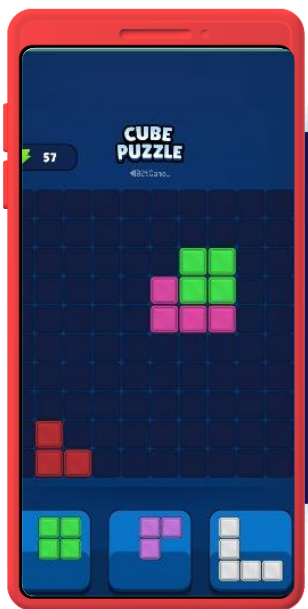
90%
Smartphone usage time
spent on apps & games

\$138Bn
Players spend on
mobile games
(By 2025)



The future is
GAMING

Fastest growing gaming segments



Short Gaming

10Bn

Downloads of hyper casual games in 2020

600Mn

Global players of simple hyper casual games



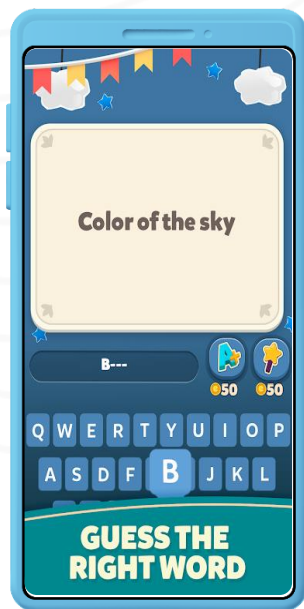
Mobile Esports

600Mn+

Mobile esports followers by 2025

2Bn+

Casual mobile competitions played each year



Trivia Gaming

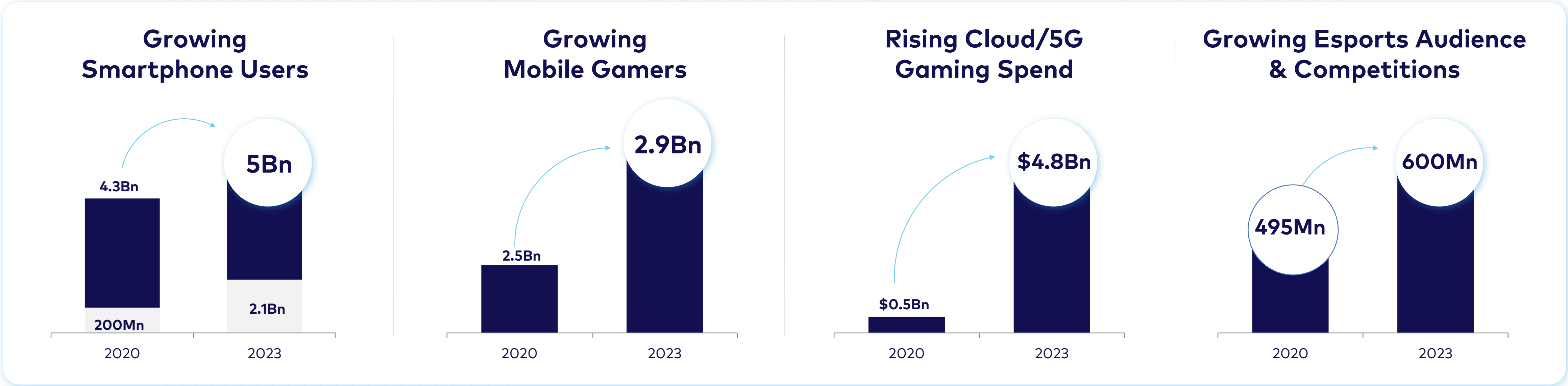
\$320Mn+

Market volumes from Trivia Gaming by 2026

\$1,365Mn+

Downloads in trivia games to reach in 2022

Key Trends Impacting Growth of Mobile Gaming





Social Play Driving Engagement

- Mobile gamers **2x more likely to stay in game for social connections**



Short Gaming Moments

- 10Bn** hyper casual installs in 2020
- 140Mn** Indian play sessions < 11 min



New Technologies

- AI, AR, VR** will continue to fuel innovative ways to combine gameplay & social interaction

Leveraging technologies & trends using

CHALLENGES ARENA

- 18k of Quiz & Puzzles
- 15+ multiple languages

- Downloadable APK
- Progressive **Web App**

- Telcos & OTTs **globally**

- **Subscription**
- **Ads**



Content



Technology



Distribution



Monetization

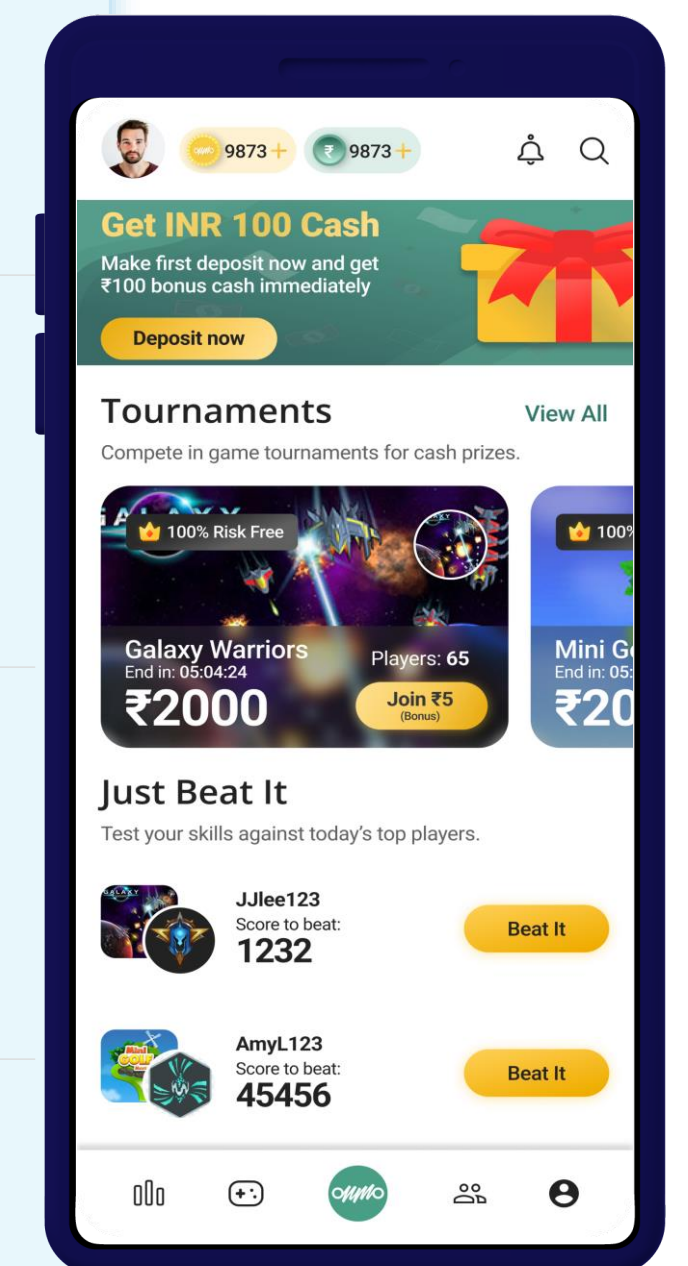
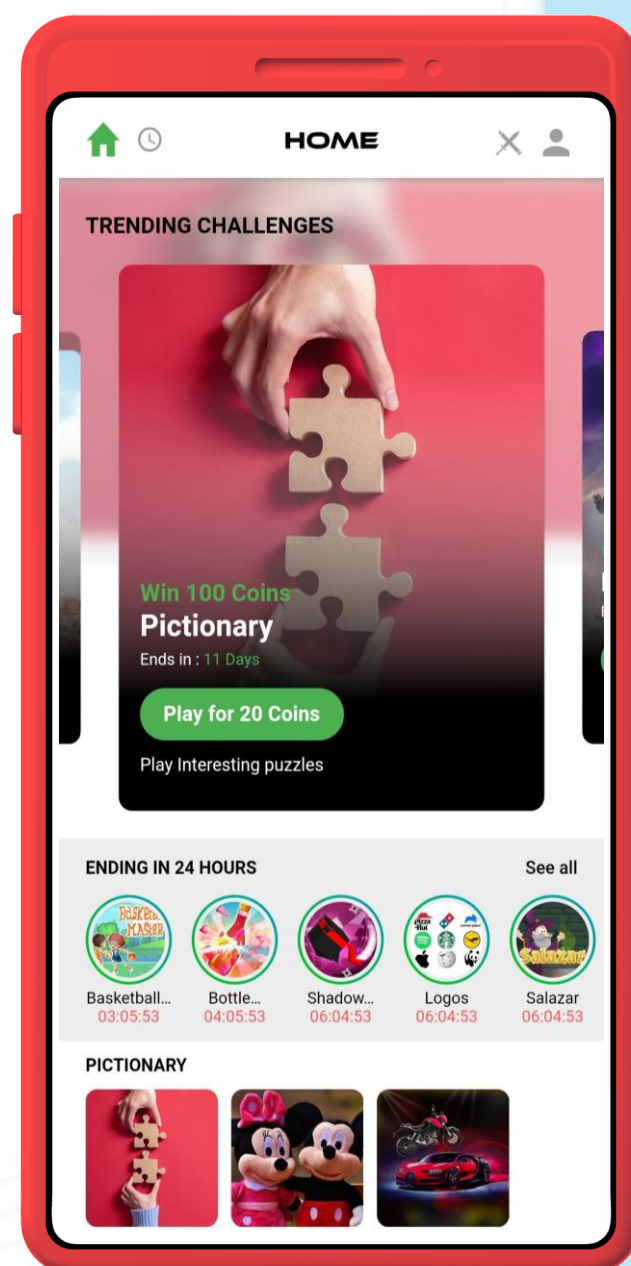


- **Short, curative game moments**
- ~4000 challenges

- **Vision AI** (Artificial Intelligence)
- **Cloud Gaming** on PWA

- Telcos **globally**
- Direct to Consumer

- **Real Money battles**
- **Subscription**



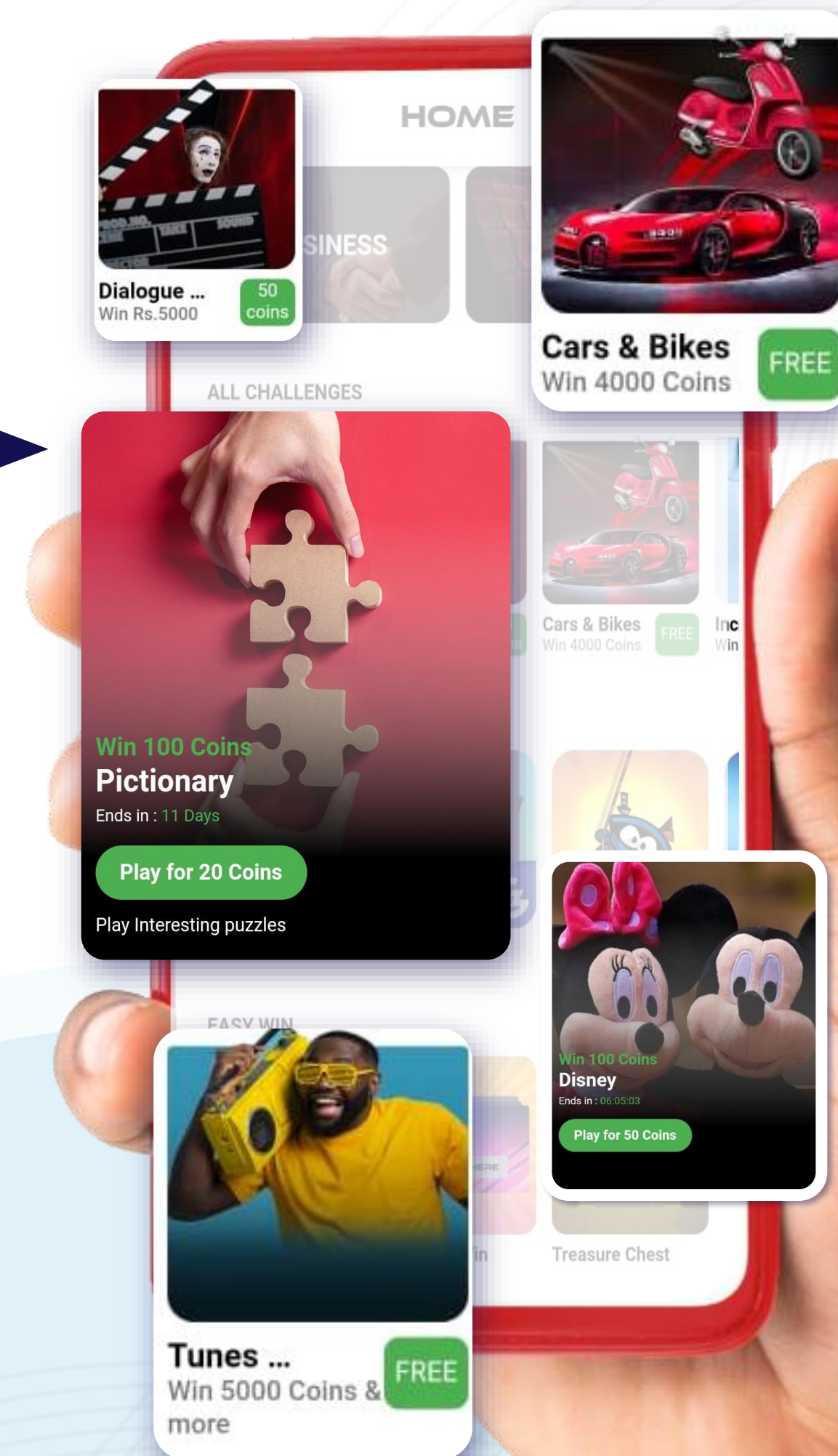
CHALLENGES ARENA

Tapping into the **Global Trivia Gaming Market**



CHALLENGES ARENA

Single destination
to play
**QUIZ
& PUZZLES**

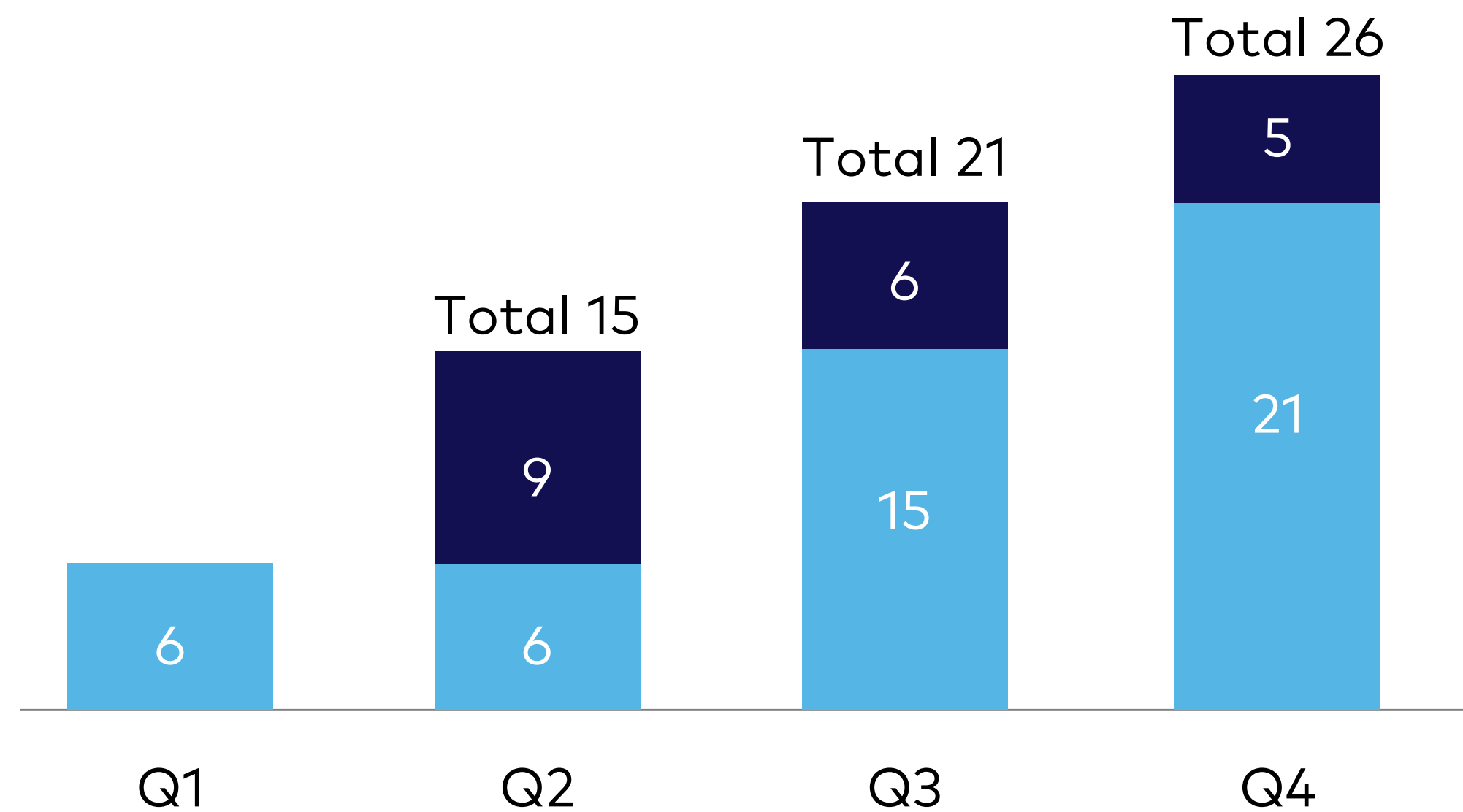


...with an
unparalleled gamified
**WINNING
EXPERIENCE**

Challenges Arena: QoQ– Customer Agreements and Live

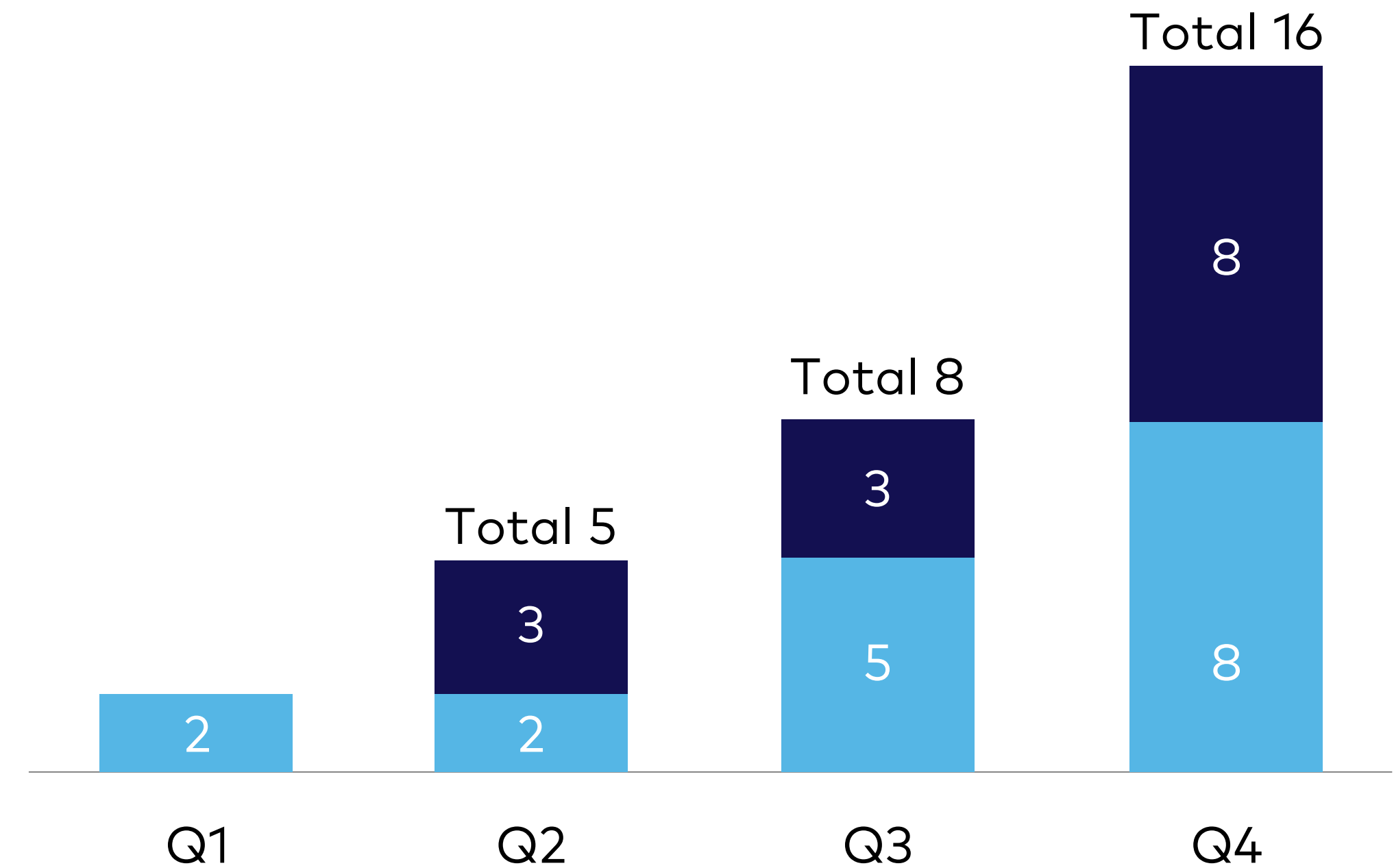
CUSTOMER SIGNUPS / CONFIRMATIONS

■ Agreements Signed ■ Customers confirmed



CUSTOMER LIVE

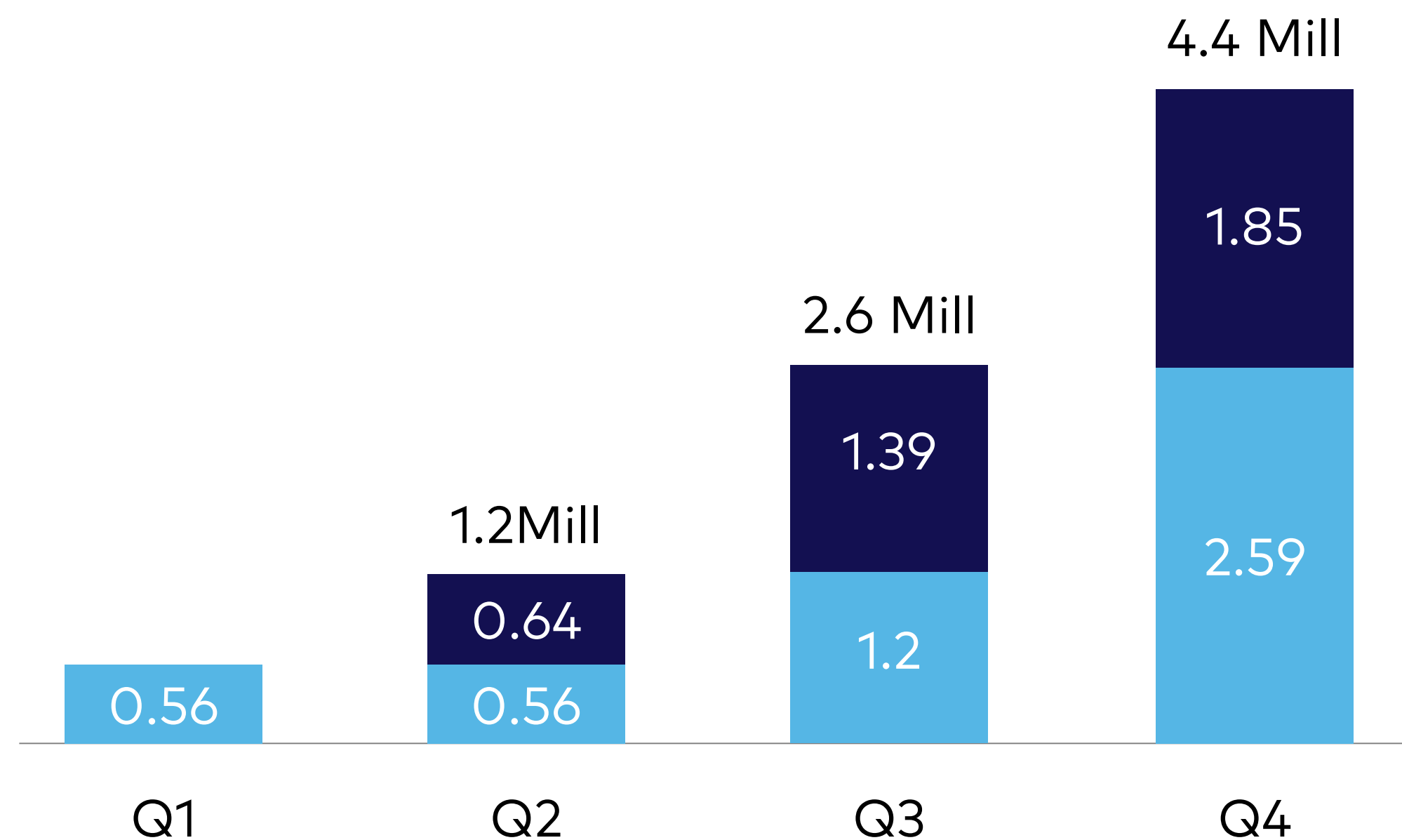
■ Cumulative Live customers ■ Live in the quarter



Challenges Arena: Quarterly Subscribers

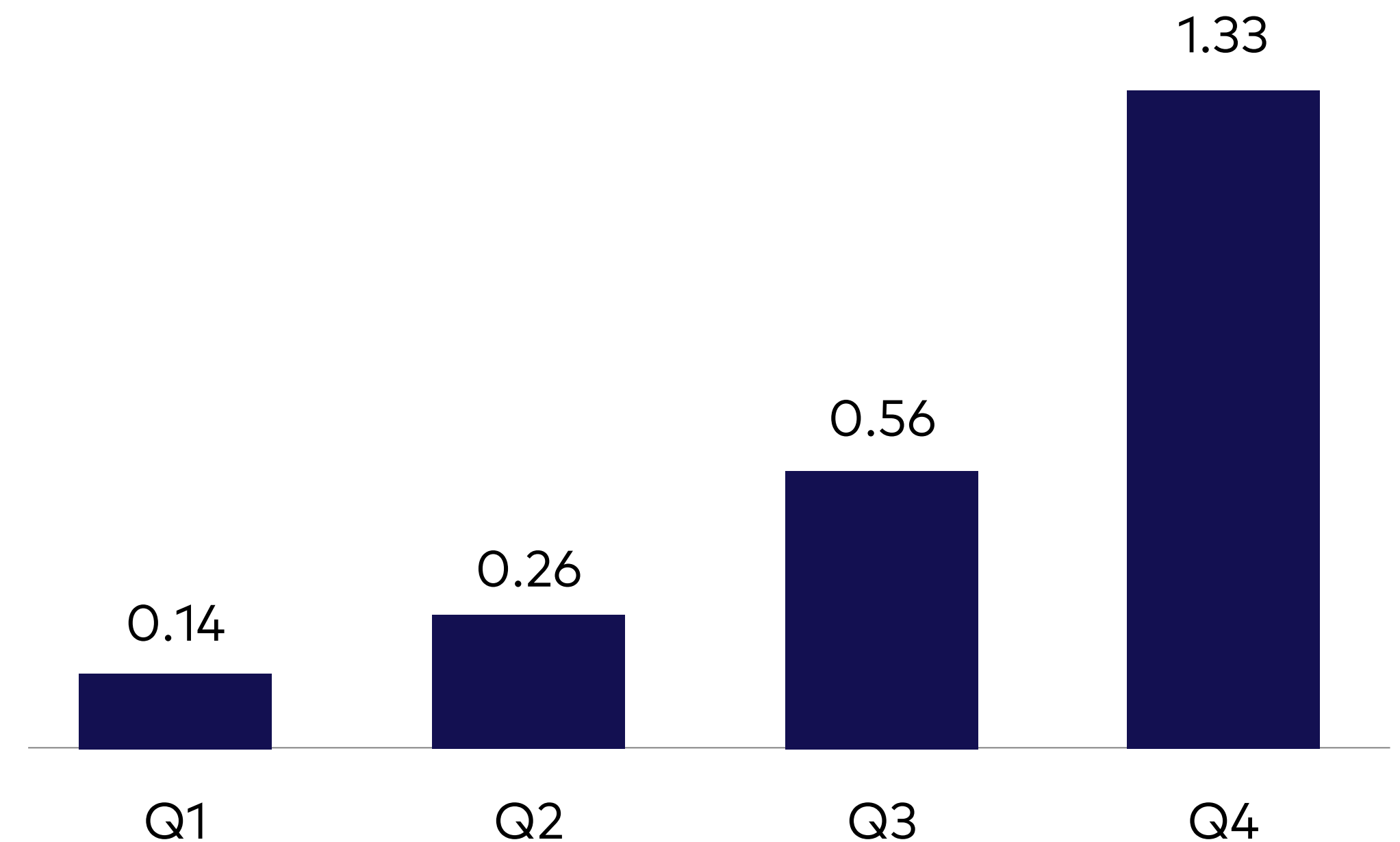
CUMULATIVE GROSS ADDS

■ Cumulative Gross Adds ■ Added in the quarter



~1 Mill Gross Adds every month

NET ACTIVE (IN MILL)

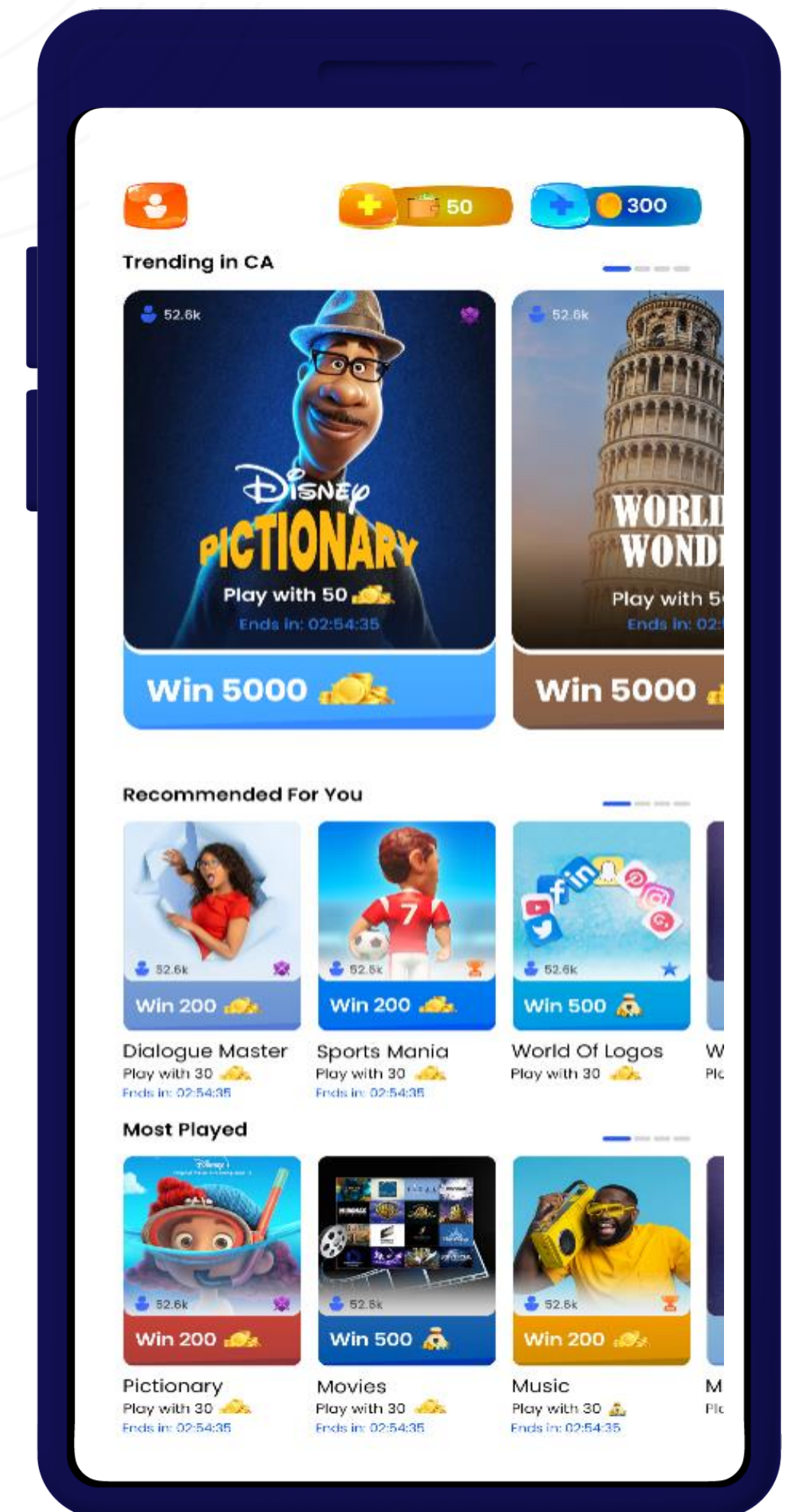


Net Active Base doubled every quarter in FY21-22

Terrific growth in Q4 across all key metrics

	Q1 FY '22	Q2 FY '22	Q3 FY '22	Q4 FY '22	QoQ growth	Q1 FY '23 (target)
Cum. Customer agreements (end of qtr)	6	15	21	26	+24%	35
Cum. Customers live (end of qtr)	2	6	8	16	+100%	24
Cum. Gross Payers (end of qtr)	561k	1.2M	2.6M	4.4M	+69%	7.5M
Net payers (end of qtr)	138k	256K	556K	1.33M	+137%	1.9M
# Cum. Game/battle/Trivia Plays	502k	2.2M	4.8M	8.8M	+83%	

CHALLENGES ARENA





Social Esports
for everyone



ONMO is built on

3 Key mobile gaming trends

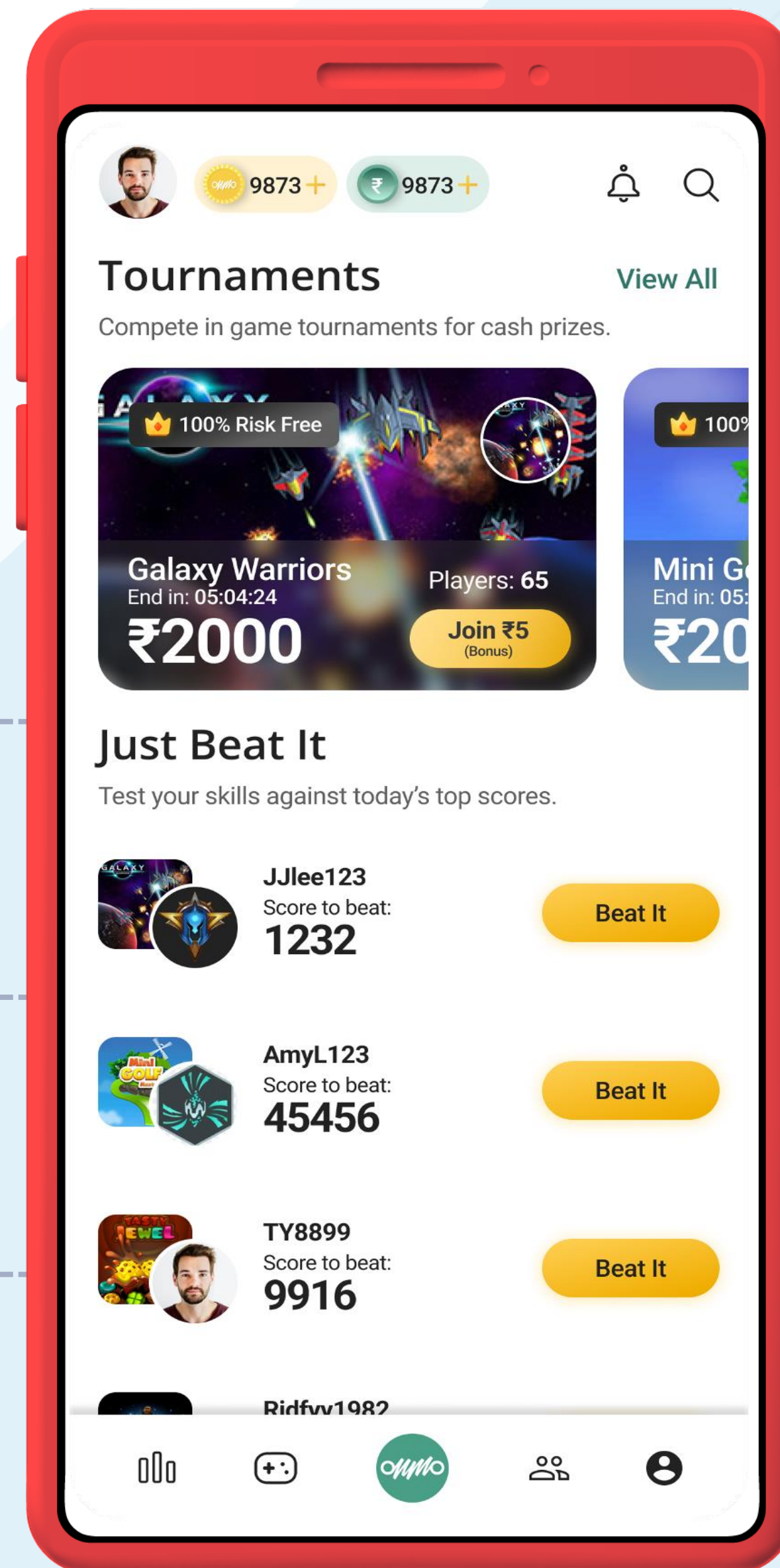


2 Disruptive technologies

Short Gaming

Social

Esports



AI

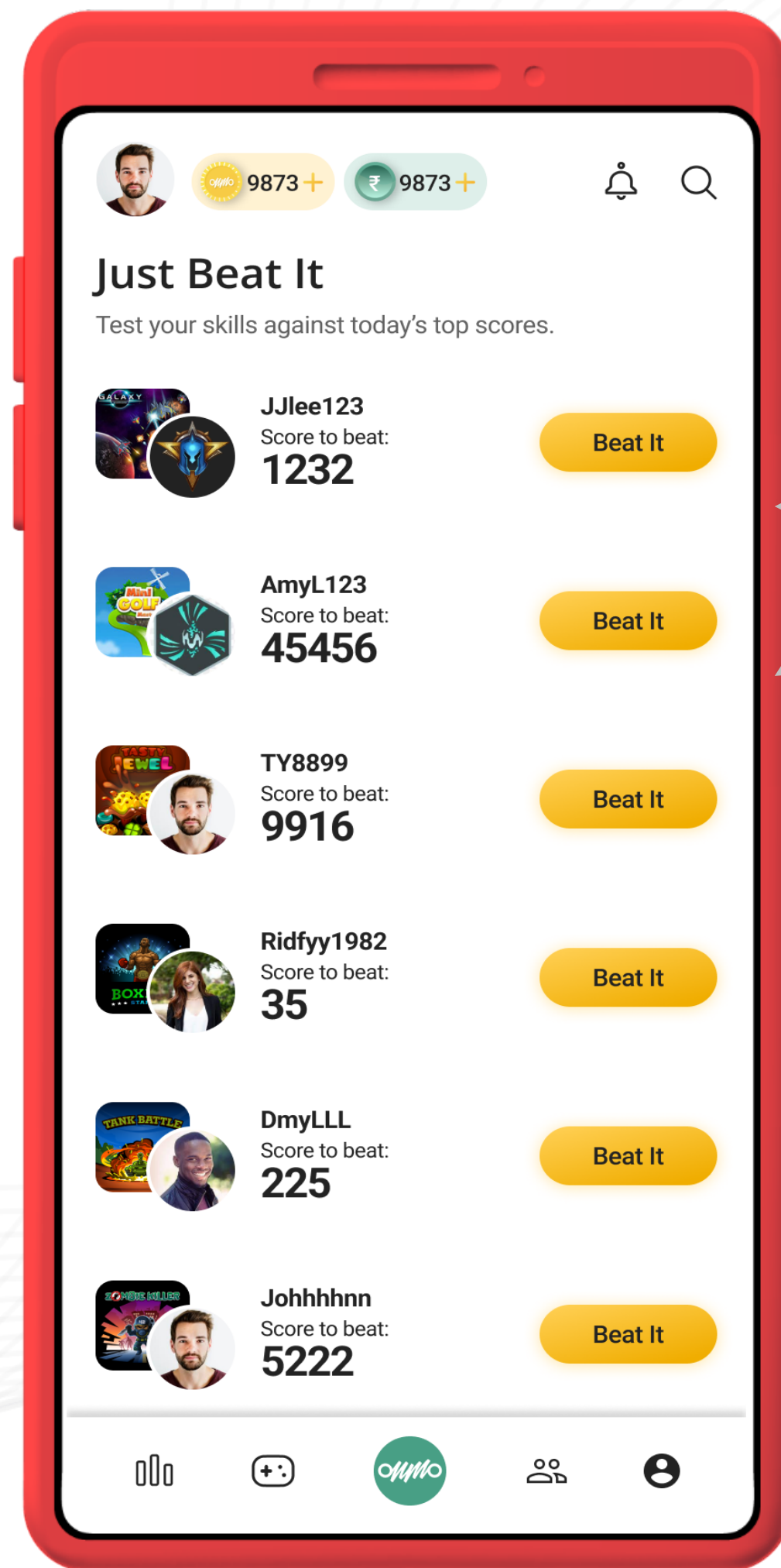
VISION AI



CLOUD GAMING

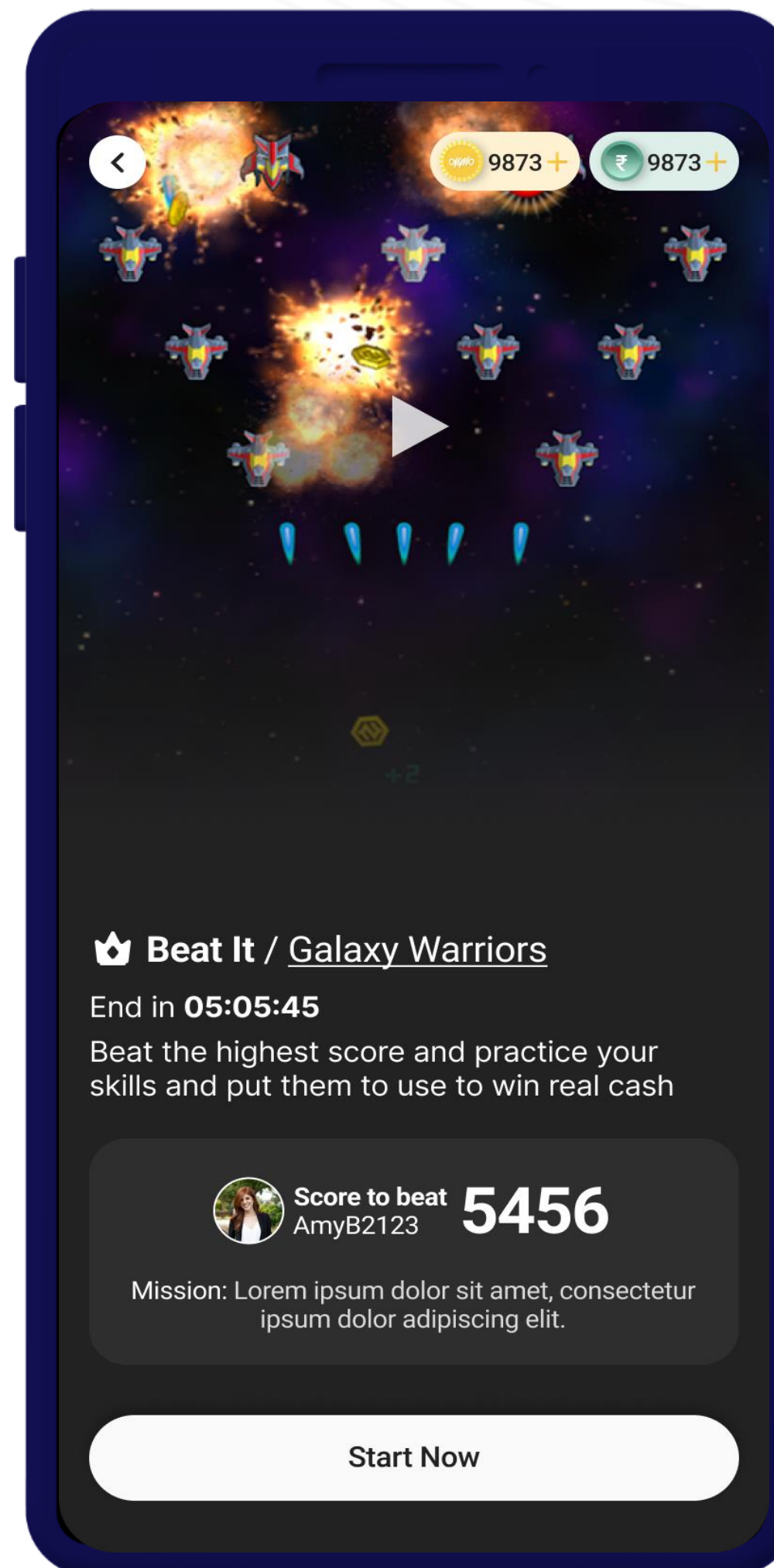
Play Beat It esports in your personalized smart feed

Personalized Beat It feed

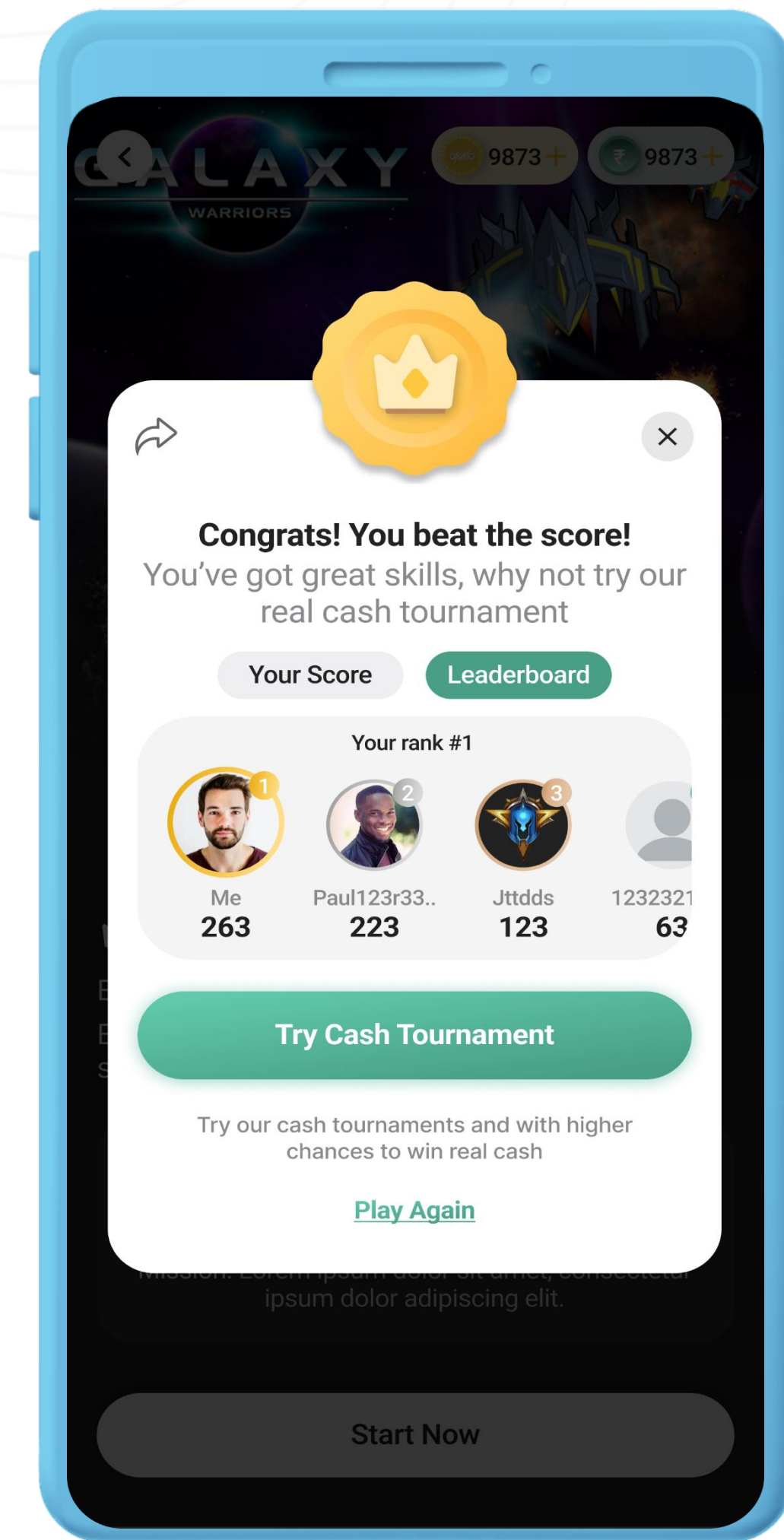


Beat the top score in each game and get published in daily feed

Play & Win



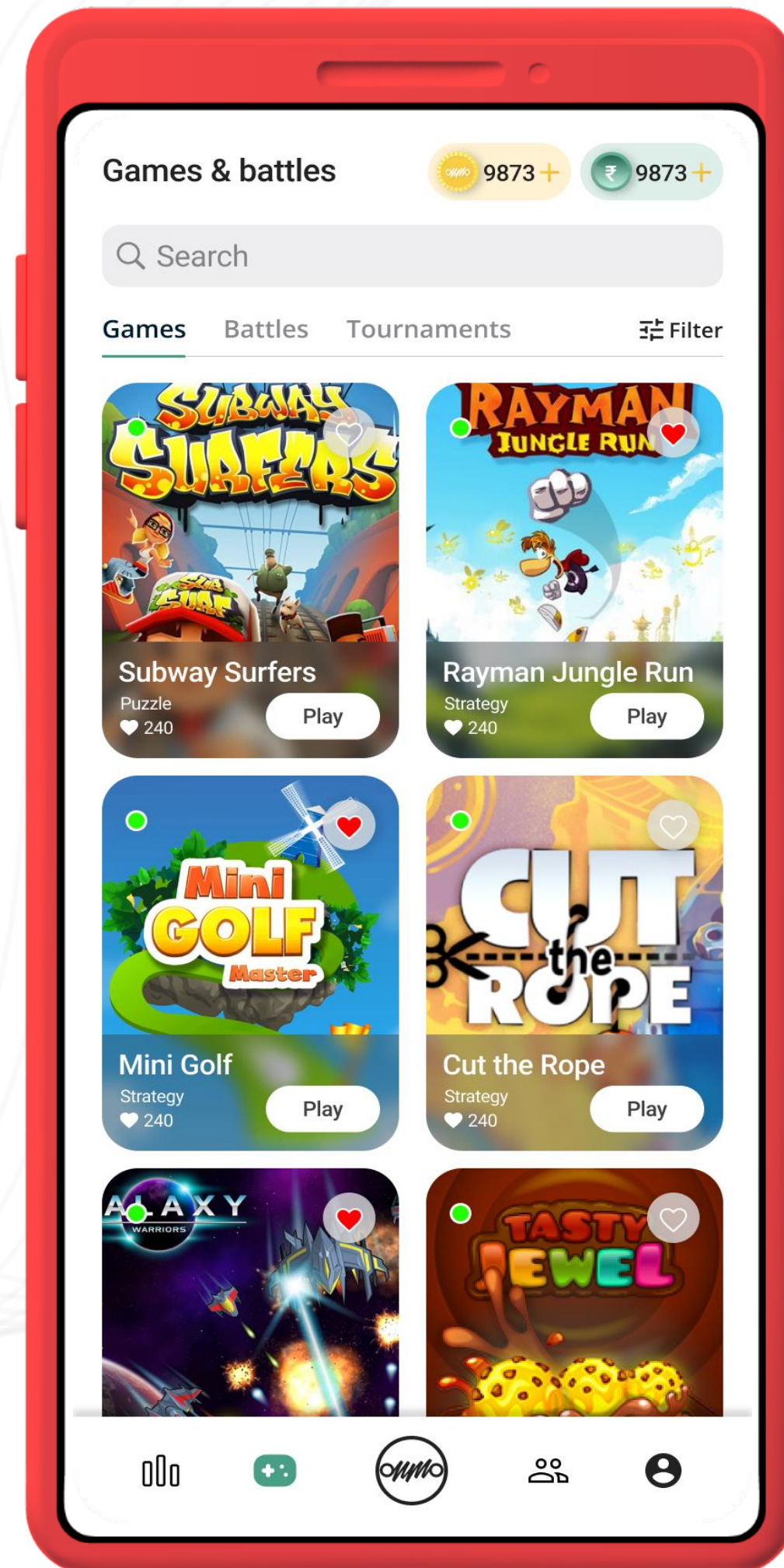
Leaderboard Rankings



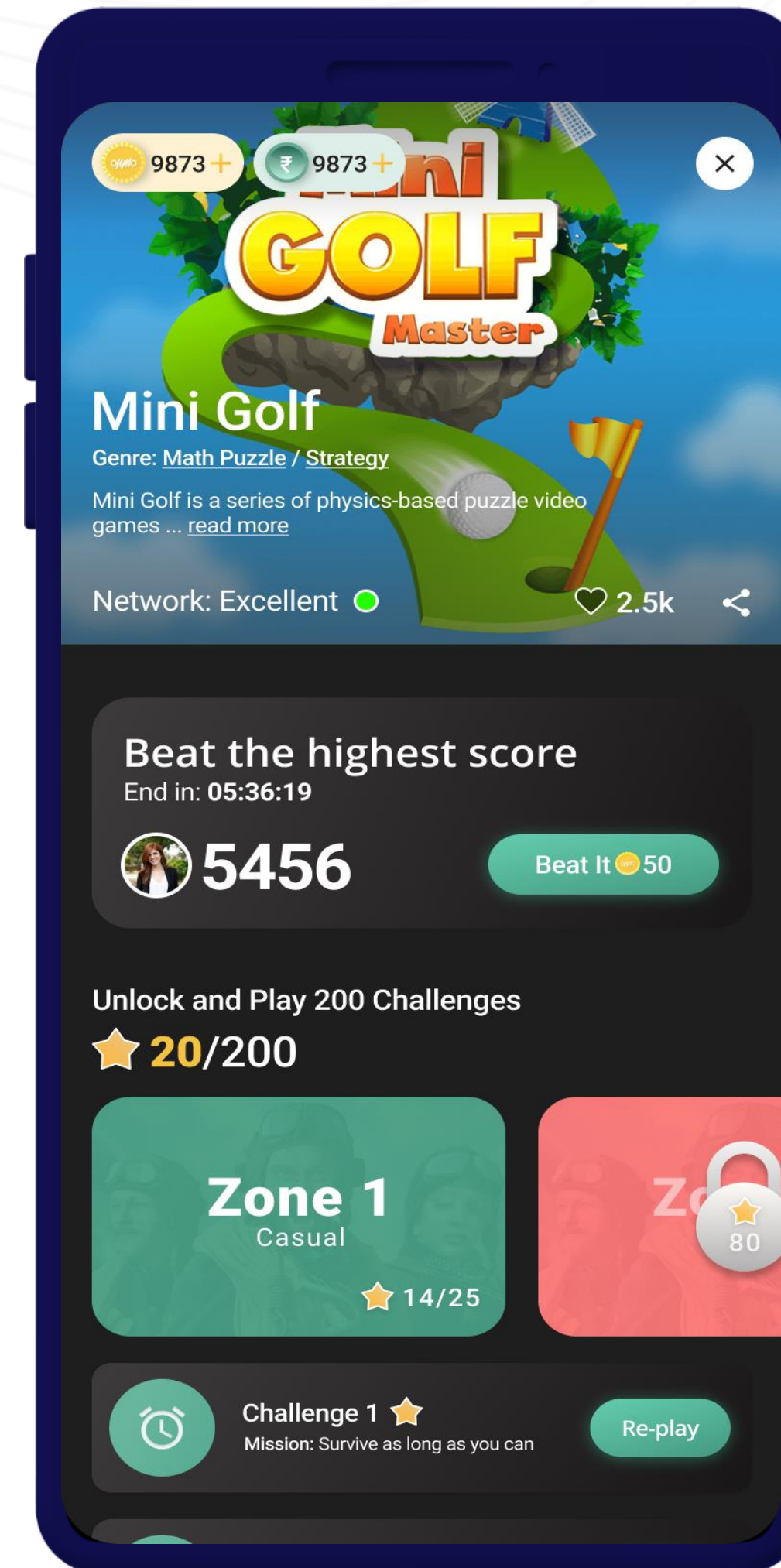
Nudges player to play BEAT IT again to get published.

Discover & play thousands of Challenges from popular games

Popular games
to choose from

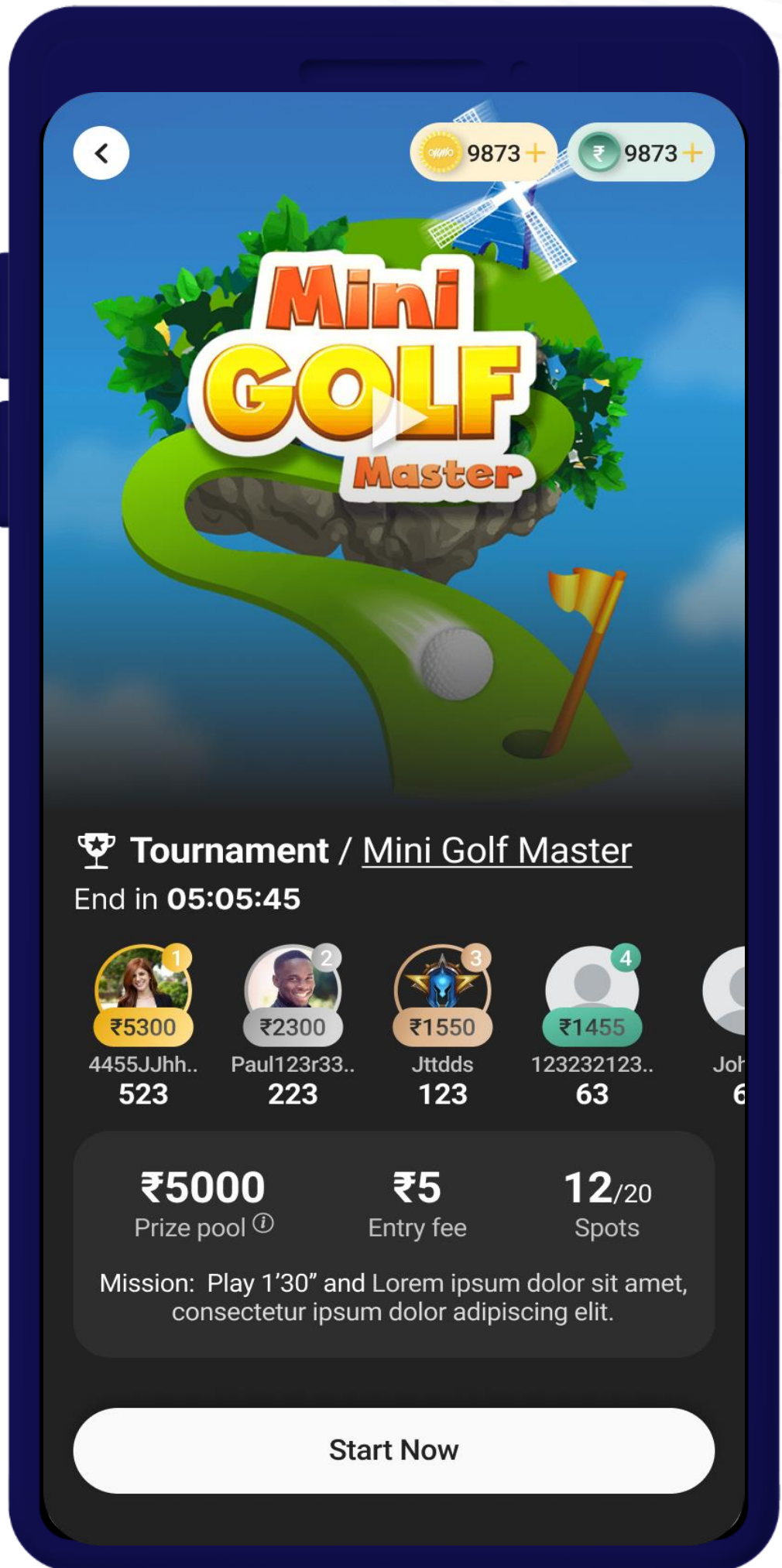
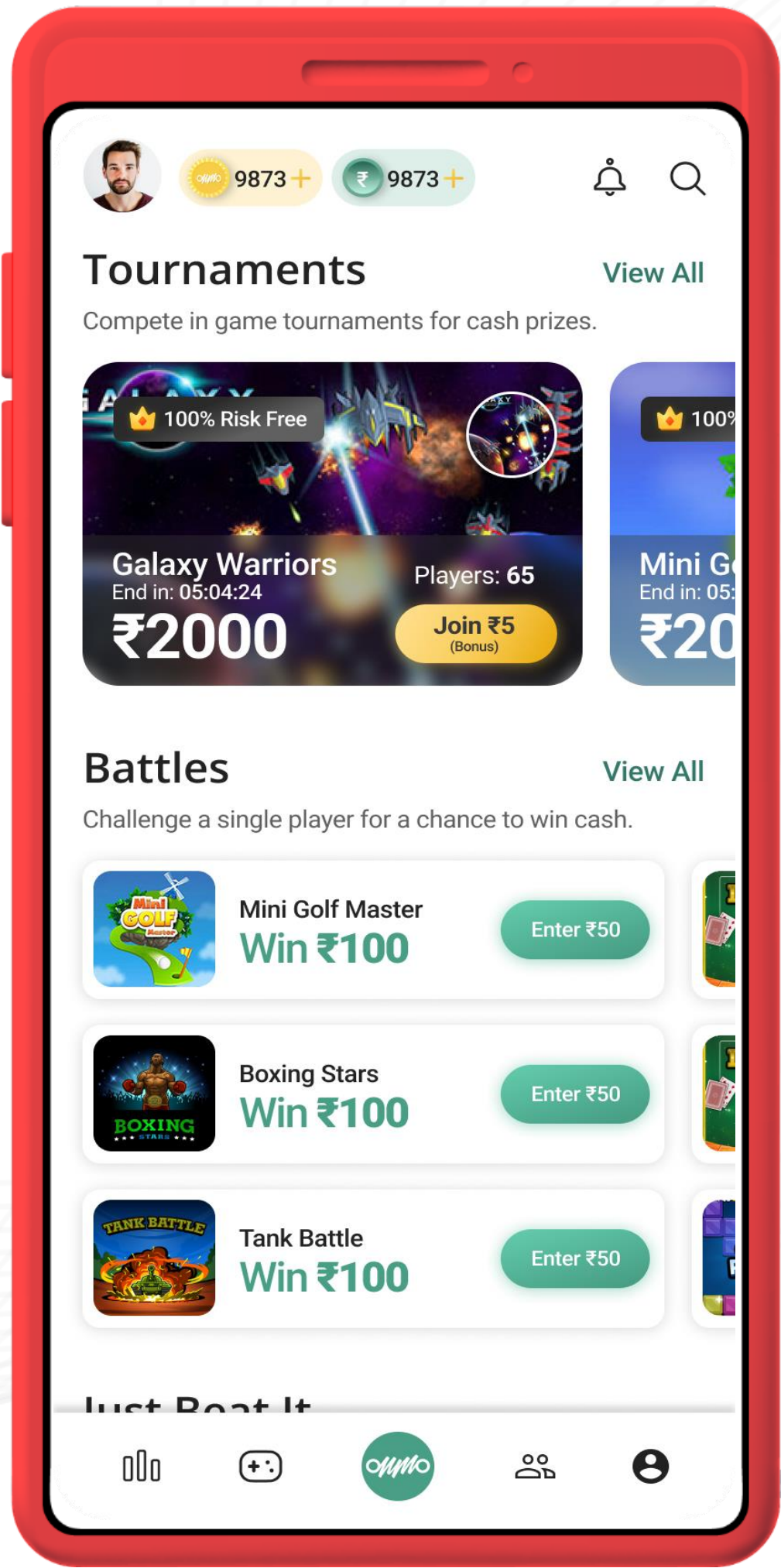


Unlock Challenges &
progress

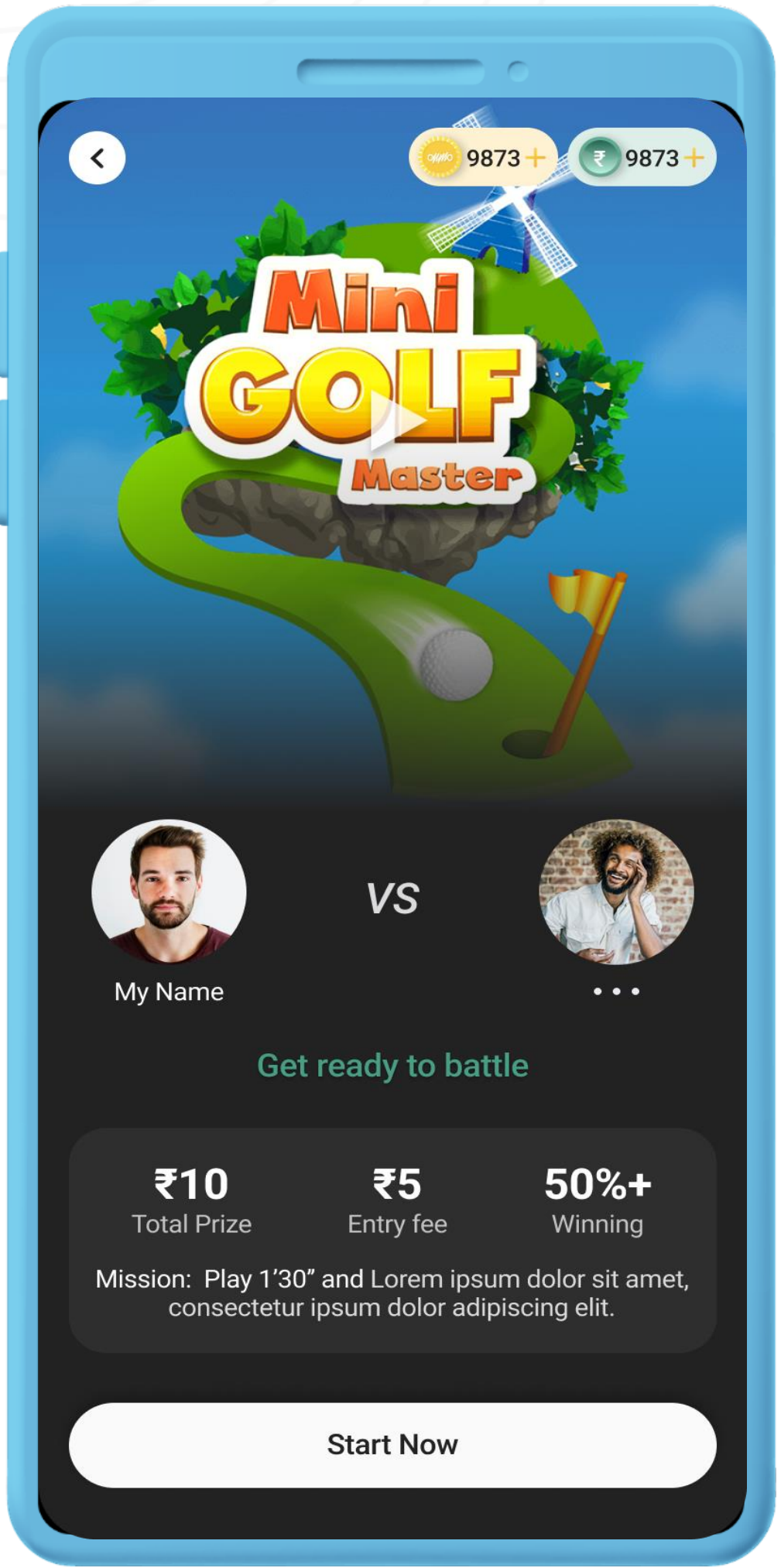


Play Real Money Tournaments & Battles with friends in INR

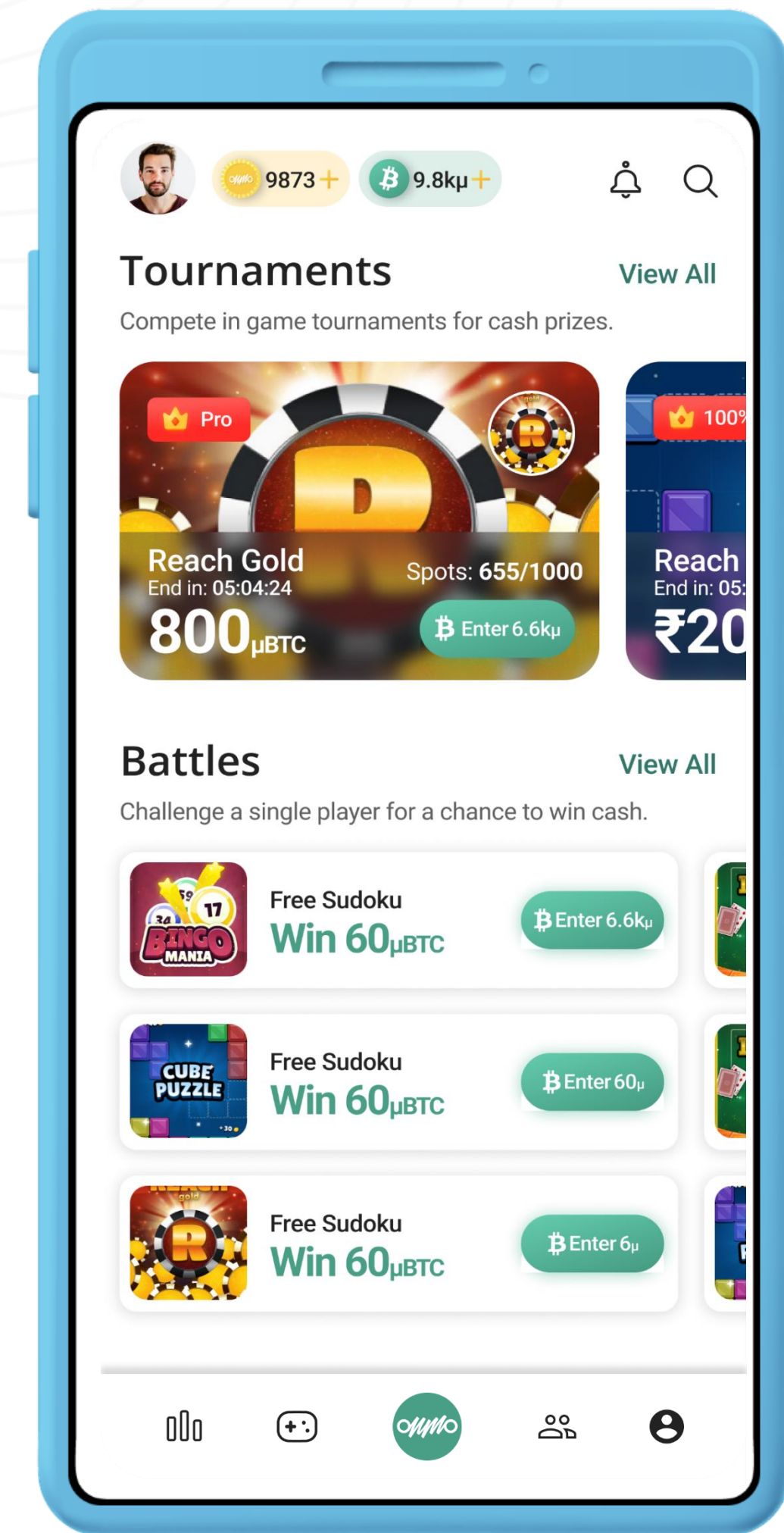
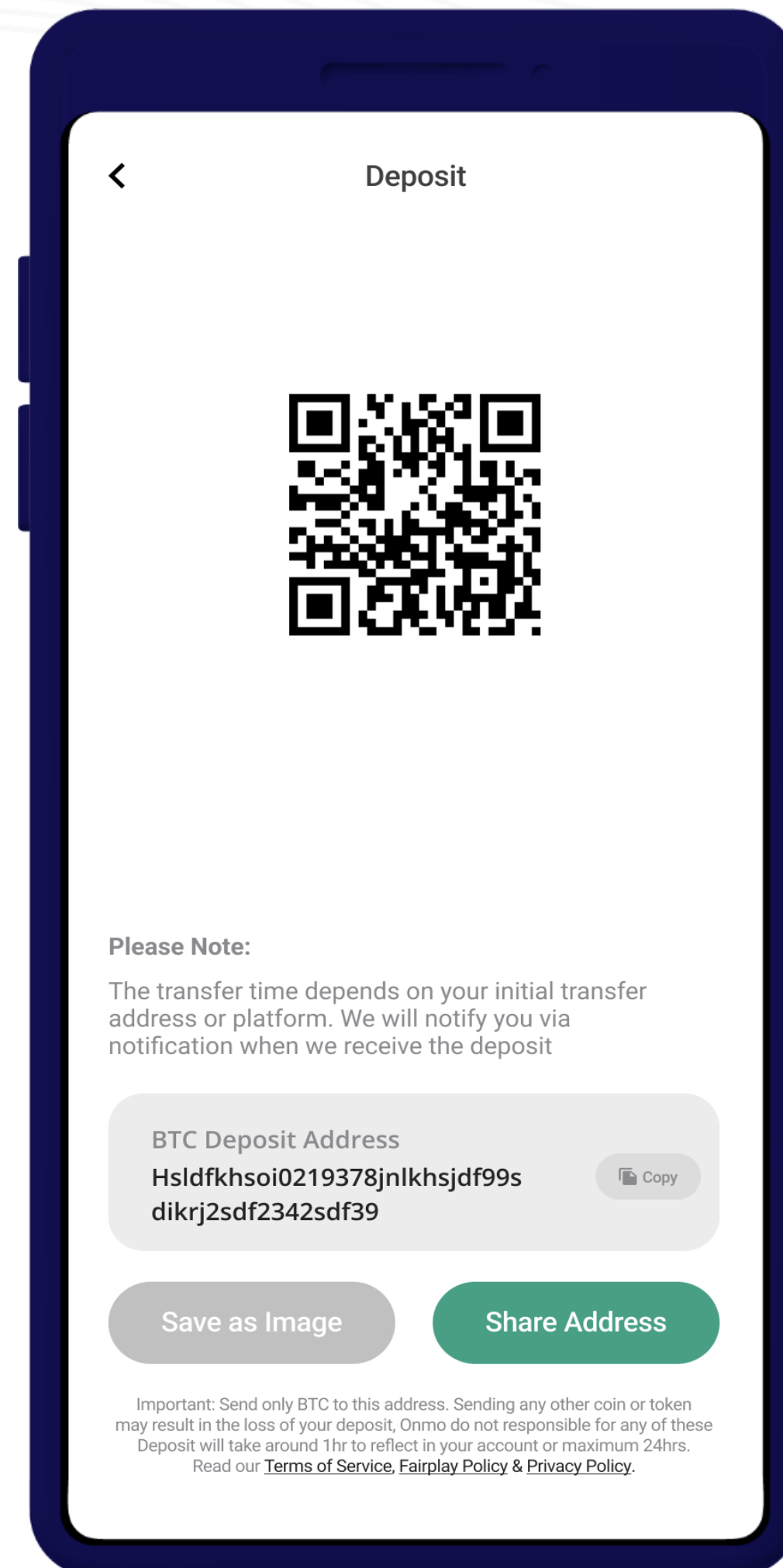
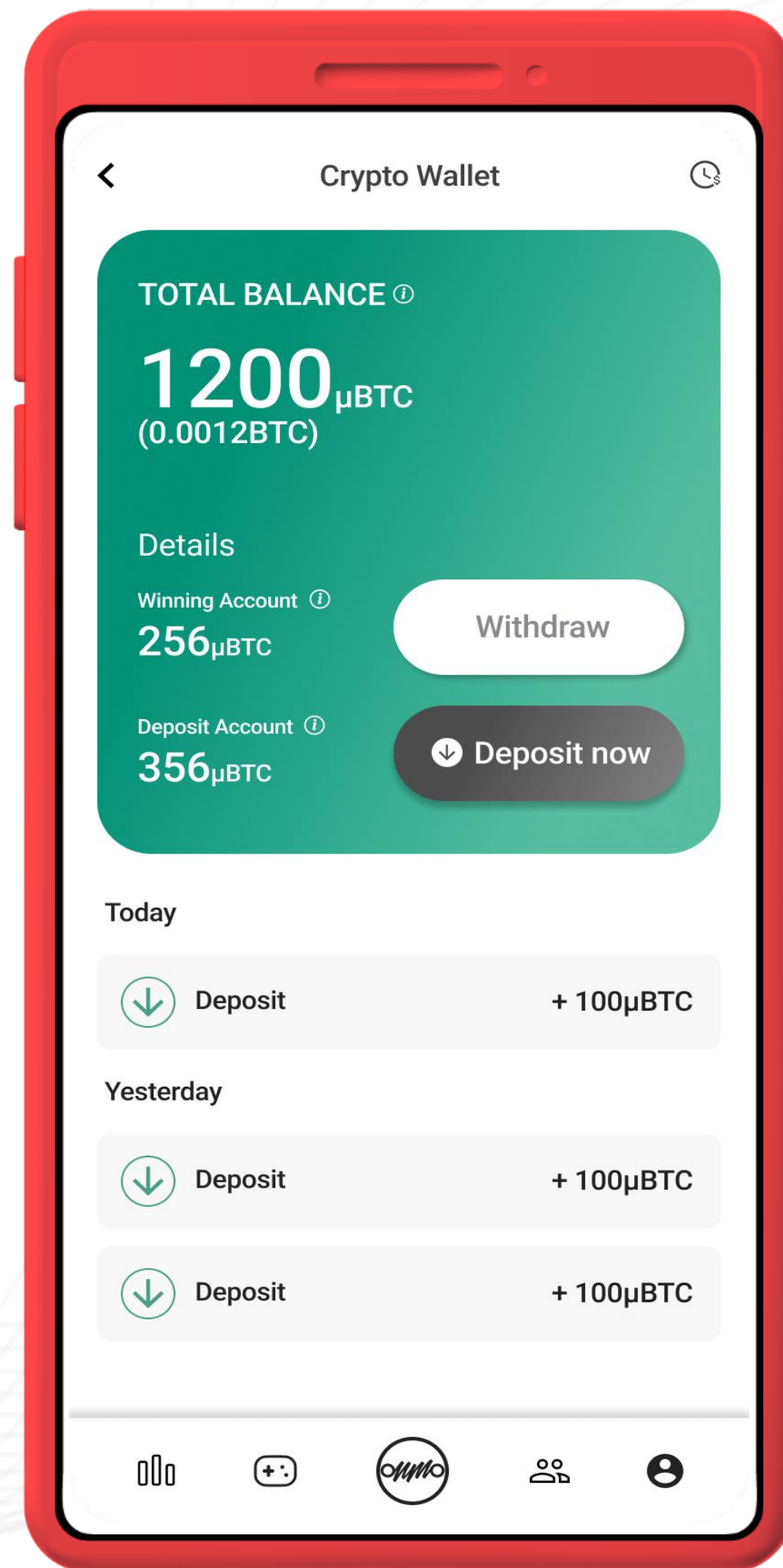
Cash Tournaments



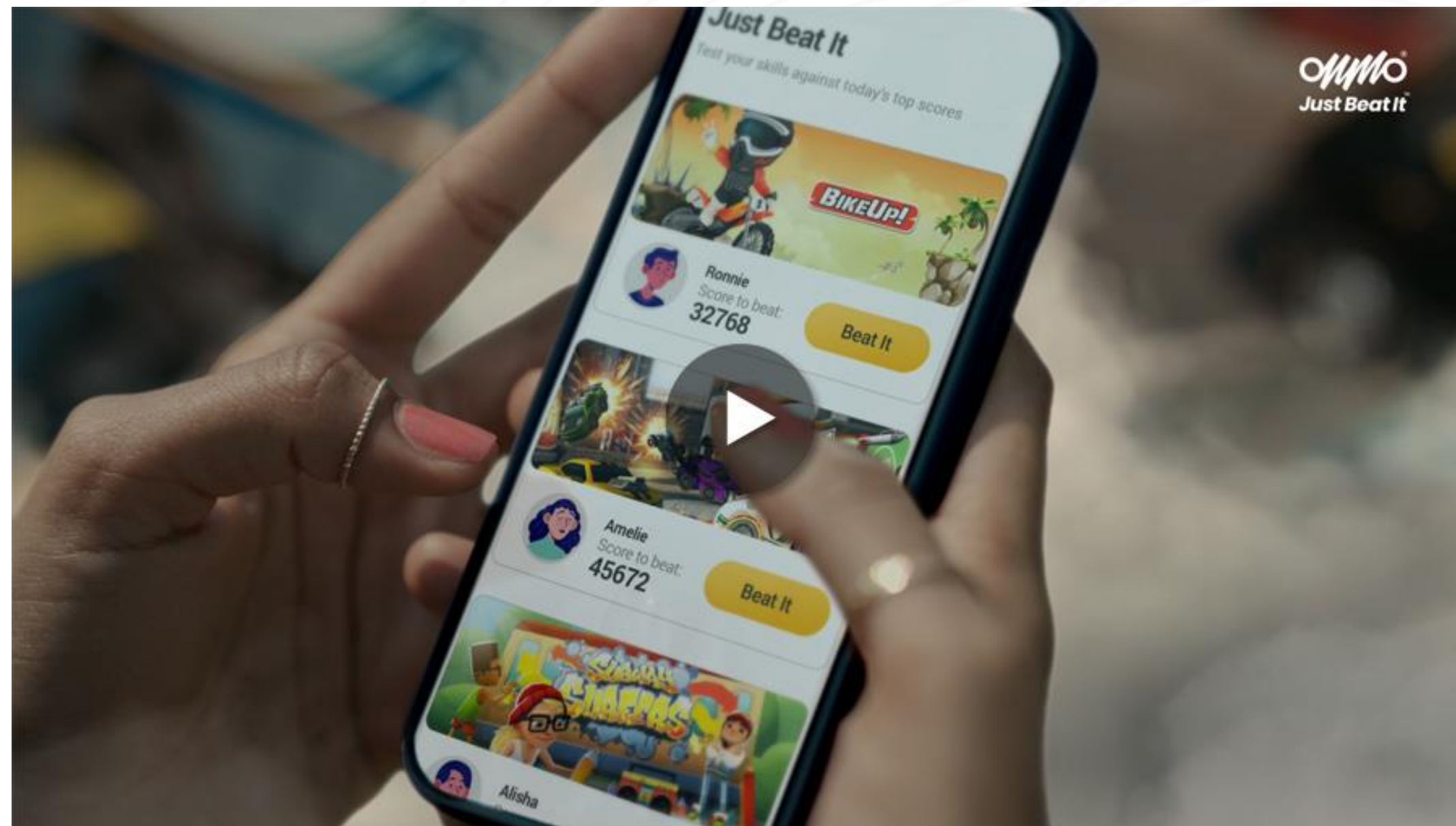
Cash Battles



Play using Bitcoins (BTC) across the Globe



- Branding and global trademark



<https://www.youtube.com/watch?v=EH5ZsHLkHWg>

- ▶ Registered to use "Just Beat It" as tagline globally including #JustBeatIt
- ▶ Launched ONMO's first ad campaign with "Just Beat It" integral to the theme



- ▶ Promoted "Just Beat It" through Influencer Marketing with Top Gamers & Digital Creators

Building the world's largest Edge Computing & Cloud Gaming Network

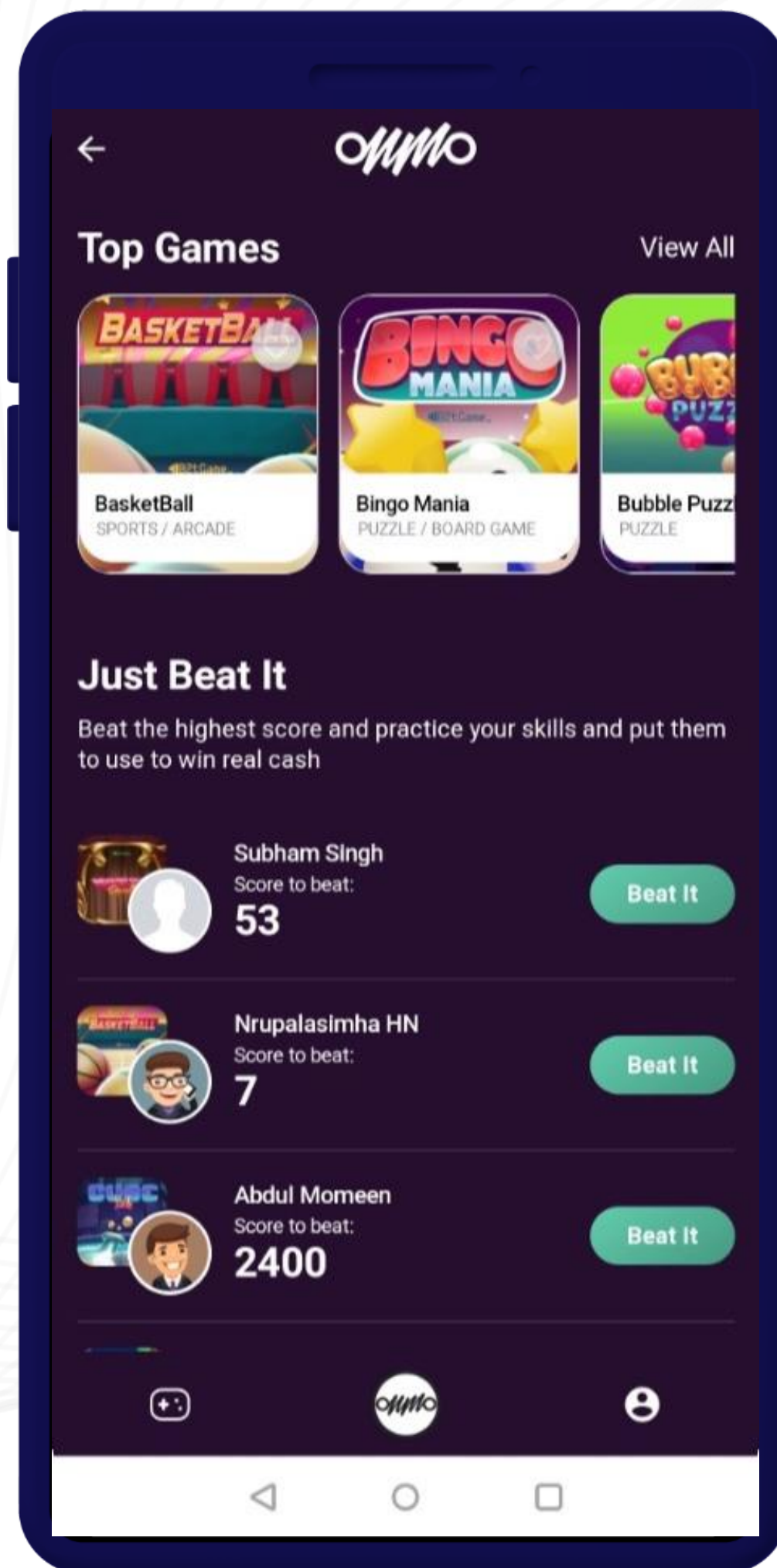


Legend

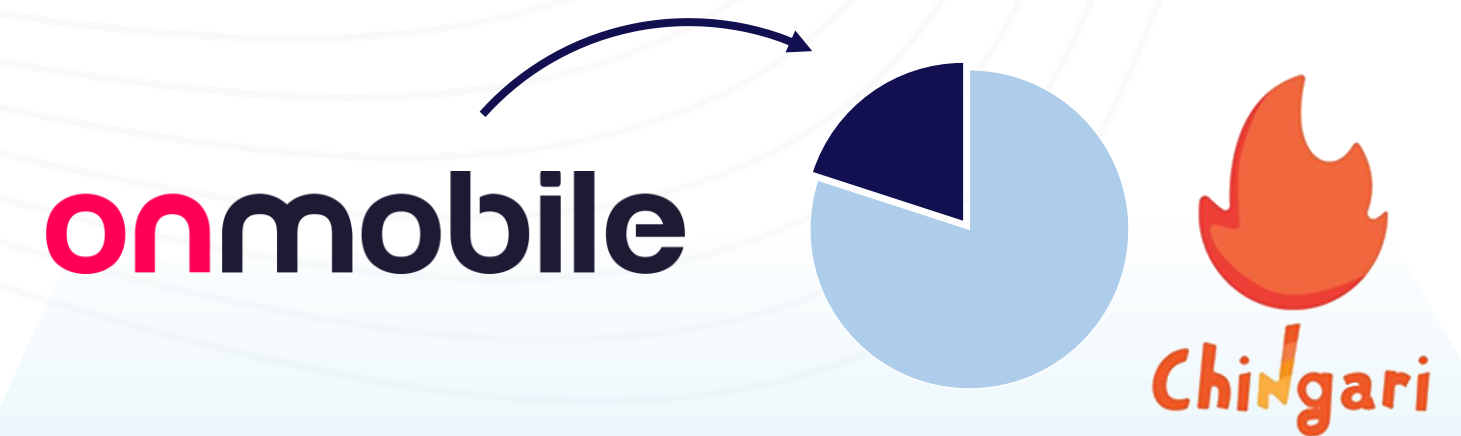
-  Amazon data center
-  Deployments planned within Mobile Operator's Network as of May 15th
-  Co-location data center

Chingari Investment and Partnership

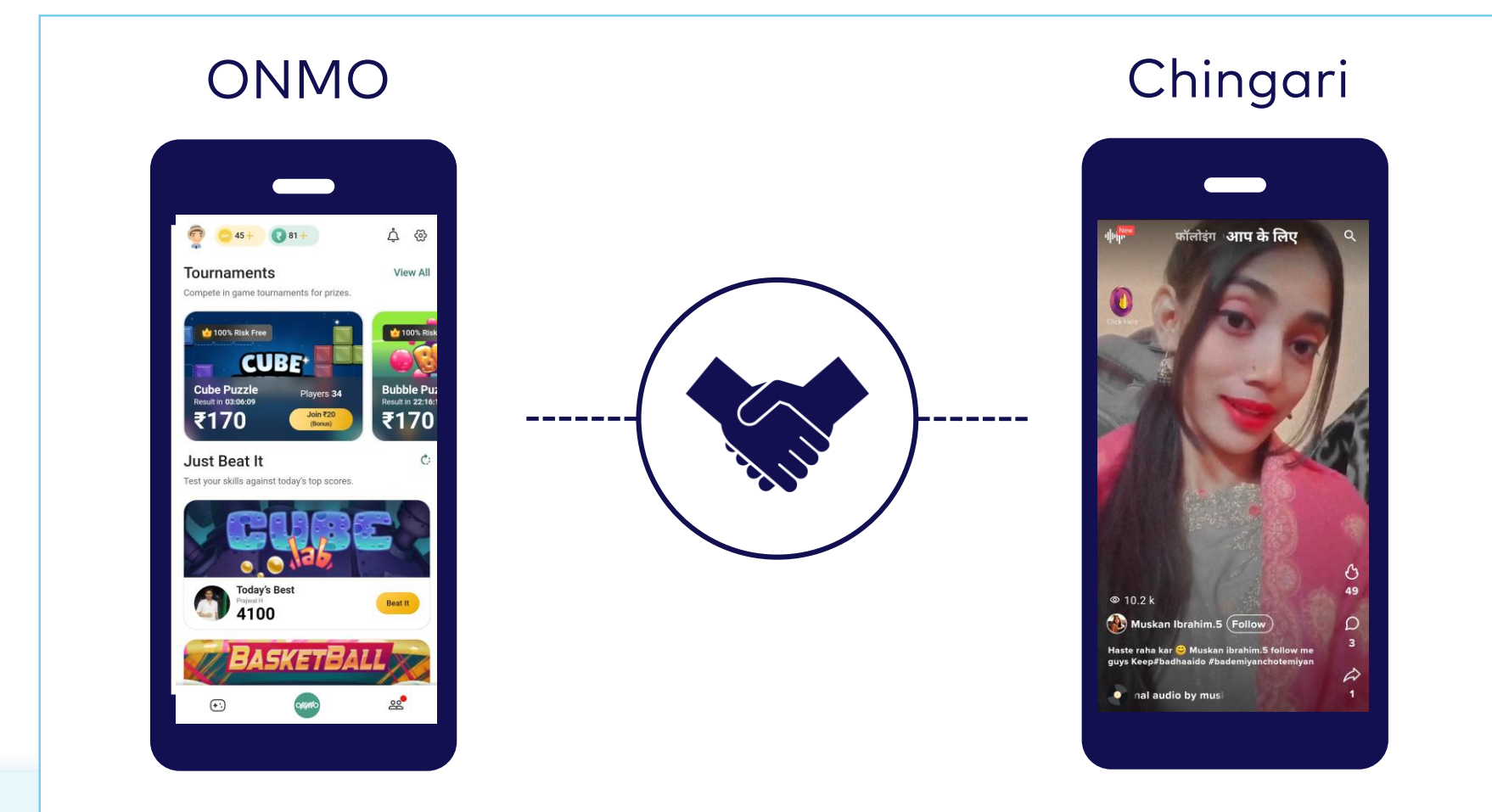
ONMO in Chingari app



Stake acquisition in Chingari



Access to 100Mn+ subscribers



- Equity investment in Chingari doubled in the last year
- Partnership provides ONMO with ~\$15M in marketing value over the next 5 years



FINANCIALS

Financial Summary Q4 FY22 Actual

Gross Revenue INR 1,332 Mn ■ -4.4% QoQ ■ -2.8% YoY	Manpower cost INR 278 Mn ■ -14.8% QoQ ■ -18.2% YoY	Marketing cost INR 146 Mn ■ +59.3% QoQ ■ +139.2% YoY	Opex INR 119 Mn ■ -13.4% QoQ ■ +14.4% YoY
EBITDA INR 89 Mn (7.0%) ■ -33.4% QoQ ■ -41.9% YoY	Operating Profit INR 64 Mn (5.0%) ■ -41.5% QoQ ■ -48.9% YoY	PAT INR 47 Mn (3.7%) ■ -46.5% QoQ ■ -68.8% YoY	DSO 125 Days ■ -3 Days QoQ ■ +9 Days YoY

Financial Summary FY22 Actual

Gross Revenue INR 5,443 Mn ■ -5.5% YoY	Manpower cost INR 1,231 Mn ■ -12.2% YoY	Marketing cost INR 398 Mn ■ +50.9% YoY	Opex INR 529 Mn +7.4% YoY
EBITDA INR 459 Mn (8.8%) ■ -32.7% YoY	Operating Profit INR 355 Mn (6.8%) ■ -35.9% YoY	PAT INR 325 Mn (6.2%) ■ -29.4% YoY	DSO 125 Days ■ +9 Days YoY

P&L Q4 FY22

P&L(INR Mn)	Q4 FY22 Act	Q3 FY22 Act	QoQ Gr %	Q4 FY21 Act	YoY Gr %
Gross Revenue	1,332	1,393	-4.4%	1,370	-2.8%
COGS	698	702	-0.6%	710	-1.6%
Gross Profit	633	690	-8.3%	660	-4.0%
Margin (%)	49.8%	51.8%		50.5%	
Manpower Cost	278	326	-14.8%	340	-18.2%
Marketing Cost	146	92	59.3%	61	139.2%
Other Opex	119	138	-13.4%	104	14.4%
EBITDA	89	134	-33.4%	154	-41.9%
Margin (%)	7.0%	10.1%		11.8%	
Depreciation	25	25	2.9%	28	-11.3%
Operating Profit	64	110	-41.5%	125	-48.9%
Margin (%)	5.0%	8.2%		9.6%	
Profit After Tax	47	87	-46.5%	149	-68.8%
Margin (%)	3.7%	6.5%		11.4%	
EPS (Diluted)	0.4	0.3	75.4%	1.1	-59.4%
Cash Profit	68	104	-34.4%	119	-42.9%

*COGS & UFF refers to Content Cost, Contest / Gratification Cost and Customer Acquisition Cost

P&L FY22

P&L(INR Mn)	FY'22 Act	FY'21 Act	Growth %
Gross Revenue	5,443	5,760	-5.5%
COGS	2,826	2,919	-3.2%
Gross Profit	2,617	2,841	-7.9%
Margin (%)	50.4%	51.5%	
Manpower Cost	1,231	1,402	-12.2%
Marketing Cost	398	264	50.9%
Other Opex	529	492	7.4%
EBITDA	459	682	-32.7%
Margin (%)	8.8%	12.4%	
Depreciation	104	128	-19.0%
Operating Profit	355	554	-35.9%
Margin (%)	6.8%	10.1%	
Profit After Tax	325	460	-29.4%
Margin (%)	6.2%	8.3%	
EPS (Diluted)	3.1	4.4	-29.4%
Cash Profit	353	543	-35.0%

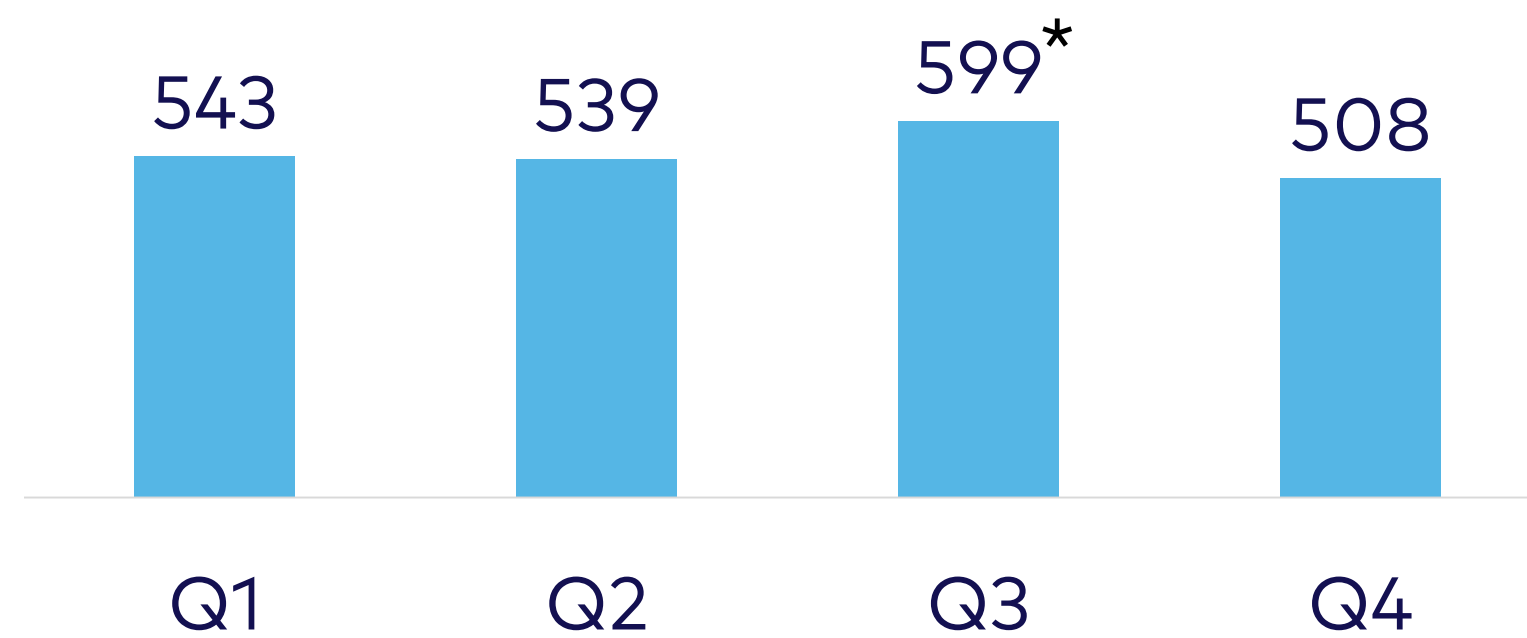
**COGS & UFF refers to Content Cost, Contest / Gratification Cost and Customer Acquisition Cost*

Financial Highlights for the full year 21-22

- Challenges arena revenue has been doubling QoQ; achieved mark of over INR 35 Mn monthly revenue in March'22
- Full year revenues impacted by Euro depreciation and customer driven policies in Spain which have since been mitigated
- Chingari investments : valuation doubled as compared to the initial investment
- 26 cumulative customer agreements for Challenges Arena by March'22
- ONMO B2C Cash battles launched in India
- Savings of 12.2% in manpower costs for FY'22
- Marketing cost grew by 50.9% (13 Crs INR) for FY'22 on account of marketing investment in 16 new customer launches with revenues flowing in the coming quarters
- EBITDA at INR 459 Mn at 8.8%; lower due to marketing investment

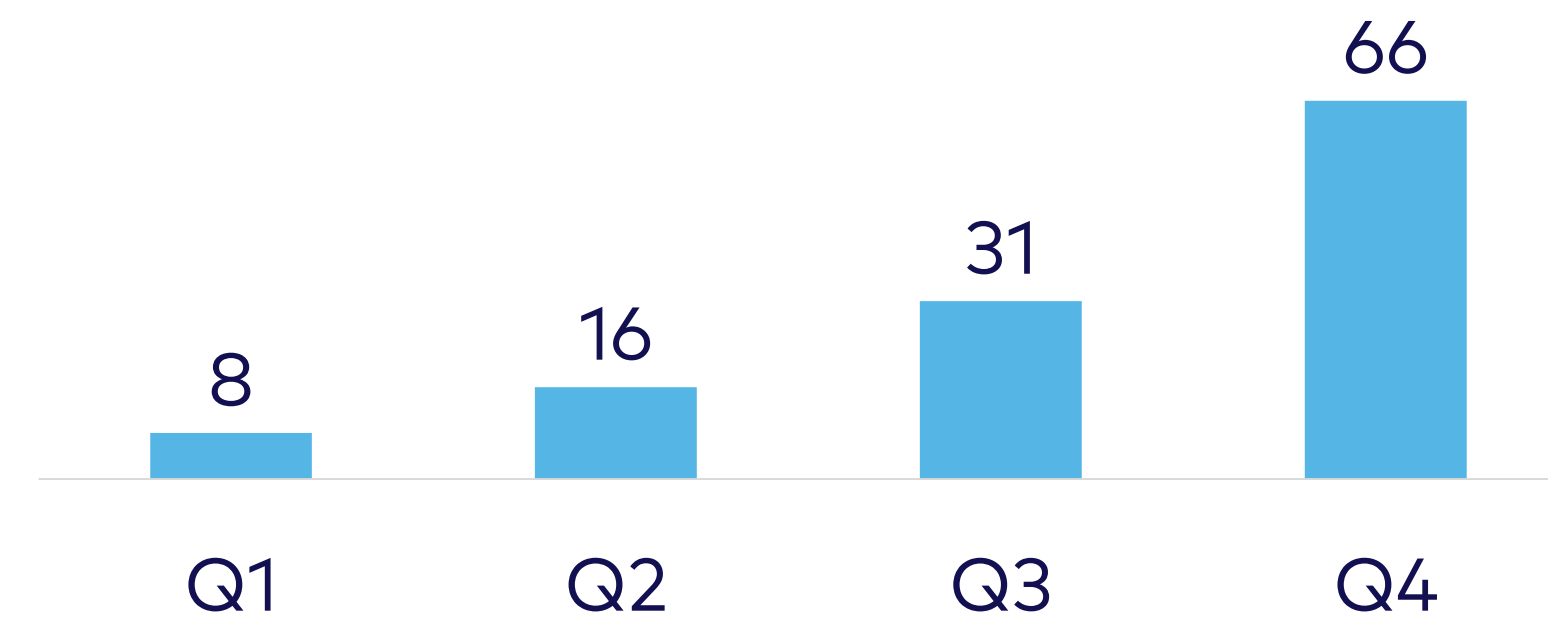
Revenue by Product (in INR Mn)

Tones



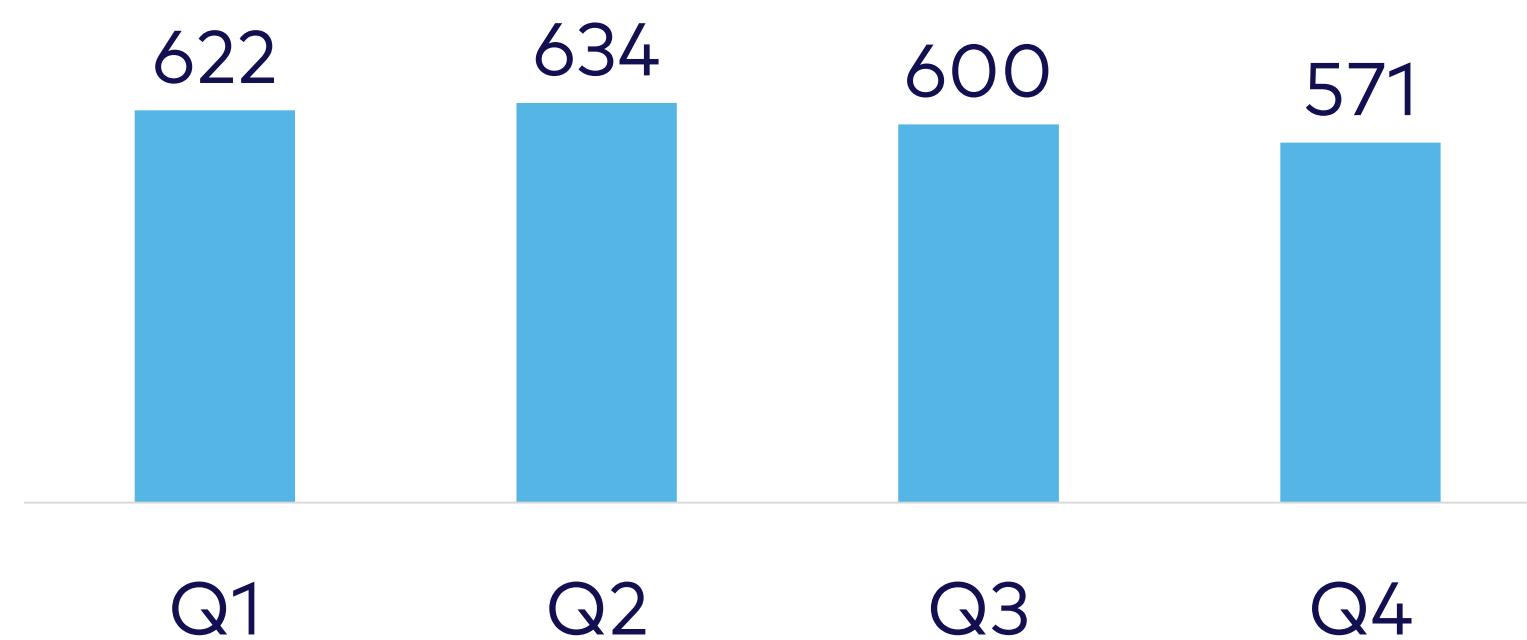
- Stable revenues considering a onetime contract of INR 56 mn in Q3

Challenges Arena



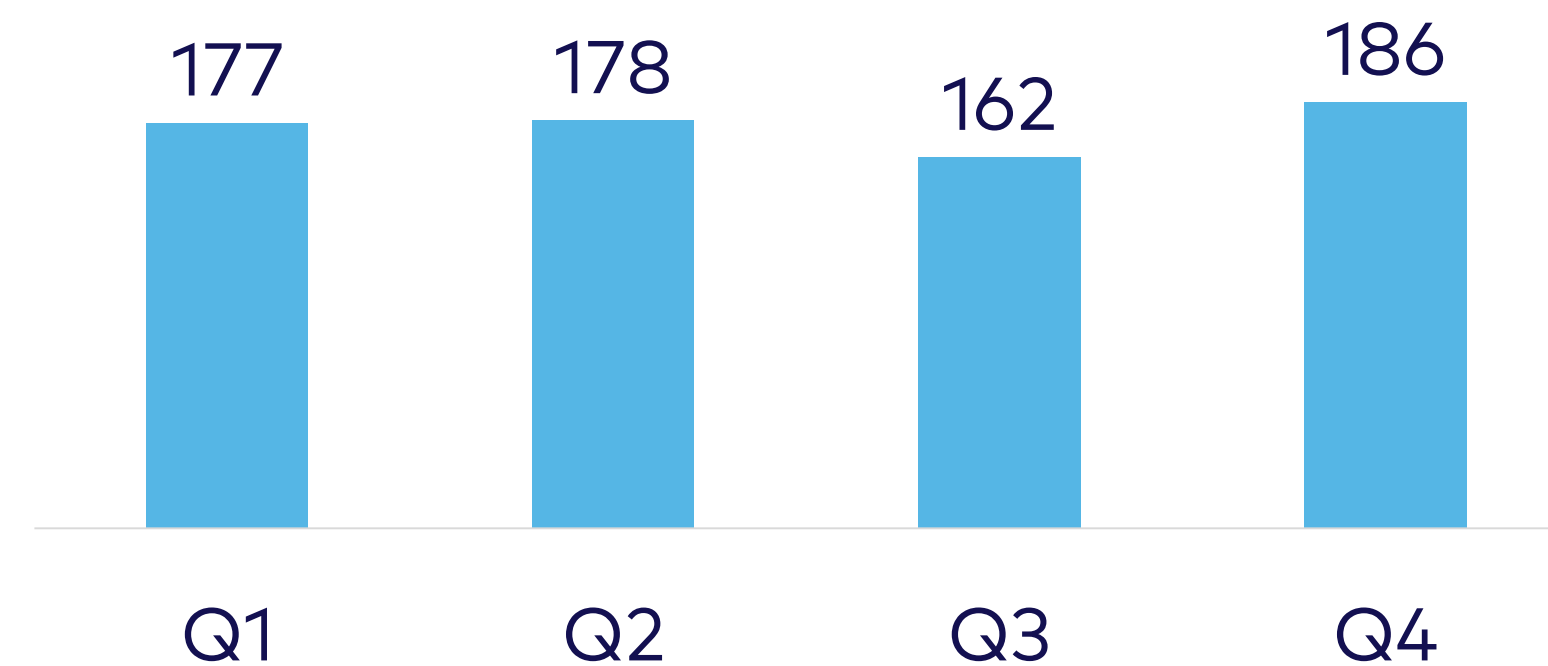
- 100% growth per quarter

Videos



- Operator policies limiting sub acquisition and increased refunds, now stabilized

Legacy Contests and Games



- Transitioning towards CA & ONMO

Cash Position

INR Mn	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY'22
Gross Cash	2,659	2,323	2,736	2,662	2,272	1,778	1,445	1,352
Less: Total Debt	-	-	-	-	-	-	-	-
Net Cash	2,659	2,323	2,736	2,662	2,272	1,778	1,445	1,352

Changes in Q1
due to:-

- a) Chingari Investment of INR 318 Mn
- b) ONMO Prod devpt cost INR 71 Mn

Changes in Q2
due to:-

- a) Customer acquisition cost payment of INR 365 Mn
- b) ONMO Prod devpt cost of INR 109 Mn
- c) RobO acquisition INR 31 Mn

Changes in Q3
due to:-

- a) Chingari Investment of INR 110 Mn
- b) ONMO Prod devpt cost of INR 149 Mn
- c) Dividend paid of INR 158 Mn

Changes in Q4
due to Prod devpt
cost of INR 108
Mn

Ratio Analysis

Ratio Analysis

Q1 FY21 Q2 FY21 Q3 FY21 Q4 FY21 Q1 FY22 Q2 FY22 Q3 FY22 Q4 FY22

Profit and Loss

International revenue / revenue	86%	86%	85%	85%	86%	85%	83%	80%
Gross profit / revenue	52%	52%	51%	50%	50%	50%	52%	50%
Revenue per Employee (INR'000)	2,107	2,076	2,084	1,984	2,088	2,226	2,496	2,382
EBITDA per Employee (INR'000)	284	221	253	229	225	147	240	160
Aggregate employee costs / revenue	24%	26%	25%	26%	23%	25%	25%	22%
Operating profit / revenue	12%	9%	10%	10%	9%	5%	8%	5%
Profit before tax (PBT) / revenue*	14%	8%	12%	11%	17%	4%	9%	6%

Balance sheet

Current ratio	2.1	2.1	2.2	2.0	2.0	1.7	1.6	1.8
Day's sales outstanding (Days)	137	140	120	116	122	128	128	125
Liquid assets / total assets (%)	57%	53%	53%	51%	48%	44%	38%	38%
Liquid assets / total sales ratio	3.6	3.3	3.3	3.5	3.4	3.1	2.6	2.6

*PBT before Exceptional Gains

Investment Rationale

20 Years of Experience



Forging partnerships with mobile operators



Launching & managing telco grade operations

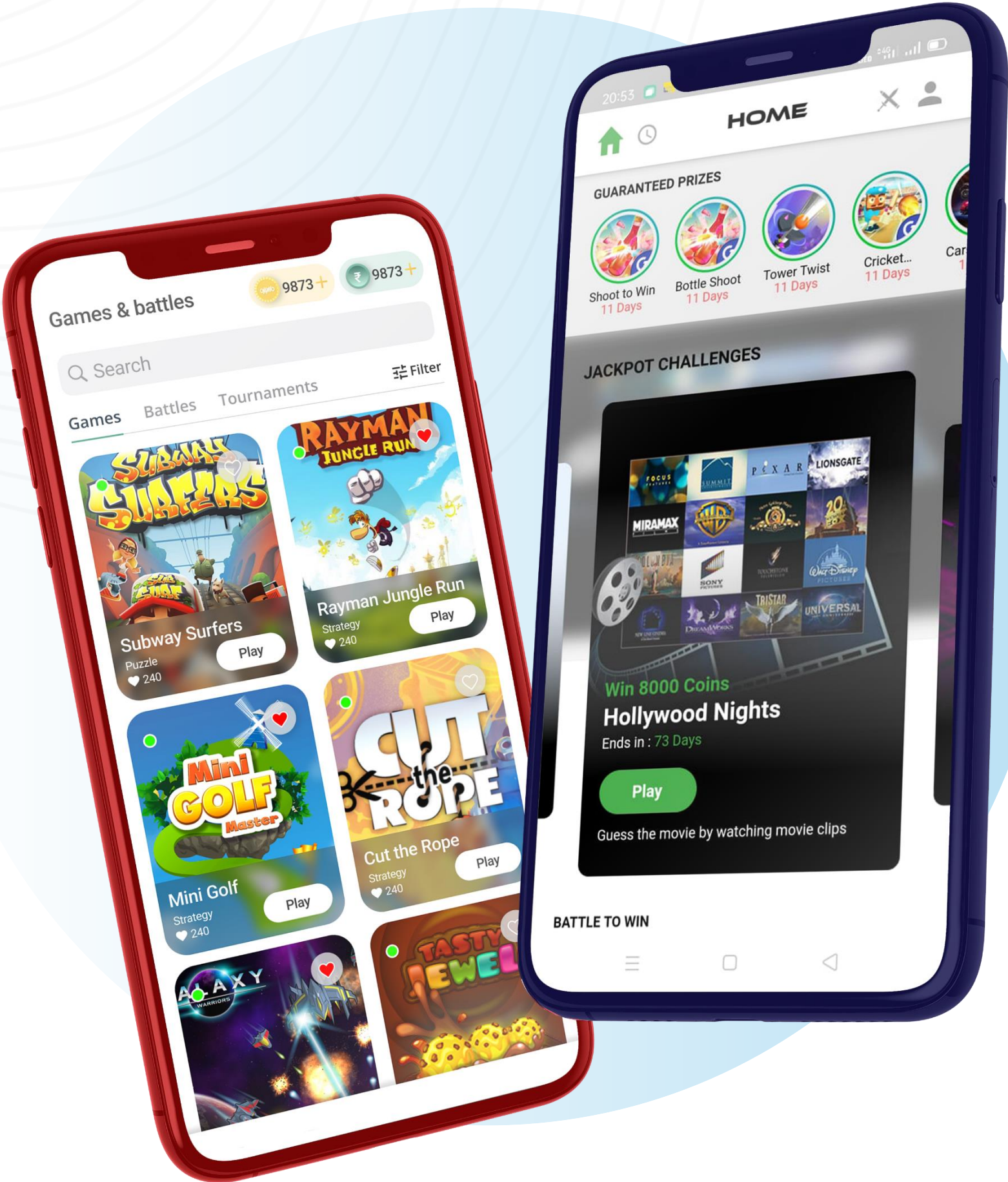


Activating and managing billions of subscribers over the years



Capturing the gaming space with robust products:

B2B2C & D2C



Key Enablers



Active in
101
Mobile Operators



2978
Servers deployed
inside Telco's
Network



320
Sales & Tech Team
(Mobile Operators
dedicated)



75M
Monthly paying
users

Vision 2025

Leaders in cutting-edge

Mobile Gaming & Entertainment

200

Mobile Operators

Sign 200 mobile operators and deploy our gaming services

1000

Enterprises

Extend our gaming platform (GPAAS) to over 1000 enterprises & top brands in the next 5 years

250M

Active Users

Grow to over 250 Million active users across our B2B2C & D2C products

1000s

Edge servers

Create the world's largest Edge Computing Network with thousands of ONMO servers installed directly inside operators nodes

Established Team



François-Charles Sirois

**Executive Chairman
OnMobile Global**

Expertise

Entrepreneur par-excellence, immense experience in corporate mergers, acquisitions and financing with talent for developing successful joint ventures with innovative partners.

Leadership Positions



Sanjay Baweja

**MD & Global CEO
OnMobile Global**

Expertise

An experienced business professional adept at running industry agnostic businesses as well as startups. A turnaround and M&A strategist, he worked in leadership positions in Flipkart, Tata Communications Ltd, Bhartiya Group, Emaar MGF etc.

Leadership Positions



Krish Seshadri

**Chief Executive Officer,
ONMO**

Expertise

A seasoned leader with over two decades of experience in building and scaling products while leading global businesses across India, Asia-Pacific, USA and Europe.

Leadership Positions



Asheesh Chatterjee

**Global Group
CFO**

Expertise

An accomplished business leader, growth partner, and change enabler with decades of experience in multiple aspects of finance and multi-industry experience in broadcast media, digital media, OTT, manufacturing, and film/TV production.

Leadership Positions





Global Leader in Mobile Entertainment

For any queries
mail us at

 investors@onmobile.com

