

Dreamfolks Services Ltd.

#501, Tower-2, Fifth Floor, Worldmark Sector-65, Gurugram - 122018 Haryana, India | 0124-4037306 www.dreamfolks.in | info@dreamfolks.in CIN: L51909DL2008PLC177181

Date: August 08, 2024

To,

Corporate Relationship Department

BSE Limited

P, J. Tower, Dalal Street

Mumbai – 400001

Scrip Code: 543591

To,

National Stock Exchange of India Limited

Exchange plaza, C-1, Block G,

Bandra Kurla Complex,

Bandra (E), Mumbai- 400051

Script Symbol: DREAMFOLKS

Dear Sir/Madam,

<u>Sub: Investor Presentation on Unaudited Quarterly Financial Results for the quarter ended</u> <u>June 30, 2024</u>

Dear Sir/ Madam,

Pursuant to Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in continuation to our letter dated August 08, 2024 intimating the outcome of the Board Meeting held today, Investor Presentation for the Investors' call scheduled for today i.e. August 08, 2024 at 05:00 P.M. on the Unaudited Quarterly Financial Results of the Company for the quarter ended June 30, 2024 is attached herewith this letter.

This is for your information and records.

Thanking You

For Dreamfolks Services Limited

Rangoli Aggarwal

Company Secretary & Compliance Officer

Encl: A/a







Q1FY25 Performance highlights





Page 4

Declaring the results, Liberatha Kallat, Chairperson and Managing Director, commented:

"We are pleased to announce a strong start to FY25, marked by a notable Revenue growth of 20.5% YoY in Q1FY25. Our commitment to margin enhancement has yielded positive results, with gross margins rising to 11.7% this quarter, up from 10.7% in Q1FY24. Our initial two quarters see a margin compression compared to H2 and we expect the margins to witness an expansion in the later quarters, owing to seasonality and contract renewal cycle. However, on a full-year basis, the Gross Margins would remain in the 11-13% range, as per our guidance. We witnessed a growth of 2.8% YoY in DreamFolks' pax, to reach 2.7 million paxes, despite implementation of the spend-based models by most of the clients.

We have been focusing on increasing the share of services beyond the "India Airport Lounge" offerings, and I'm pleased to report that these services have gained significant traction. Our golf services, in particular, are seeing strong demand. In the domestic market, we have launched golf programs at new locations and added six new clubs that provide access to golf games, lessons, or both. We have also expanded existing services by adding new products such as Medicine on Call and Doctor Consultation through our partnerships.

With all our allied industries expected to witness solid momentum, coupled with our continuous strategic efforts towards achieving our vision, as well as our proprietary state-of-the-art technology platform; we have positioned ourselves correctly and are confident will continue to deliver positive results in future."

Q1FY25

3,208

Revenue * (Rs. Mn) 20.5%

Revenue Growth Y-o-Y

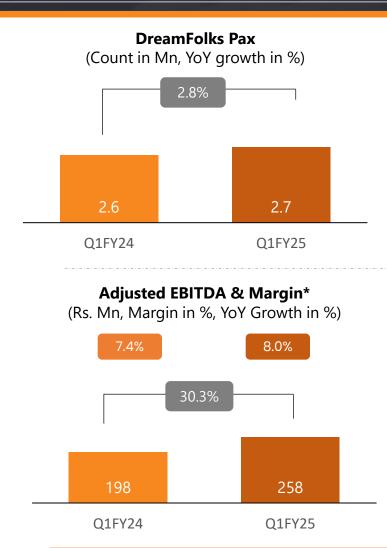
Q1FY25 Performance highlights

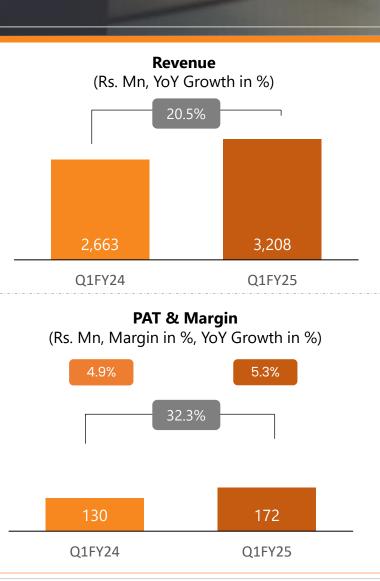


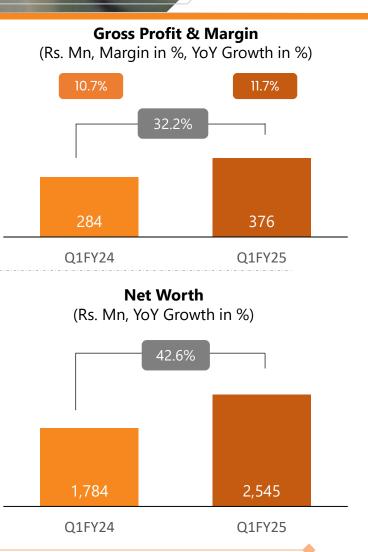
	Revenue **	Gross Profit & Margin	Adjusted EBITDA & Margin*	PAT & Margin	Net Worth
Q1	FY25				
	Rs. 3,208 Mn	Rs. 376 Mn	Rs. 258 Mn	Rs. 172 Mn	Rs. 2,545 Mn
	↑ 20.5% Y-o-Y	↑ 32.2% Y-o-Y	↑ 30.3% Y-o-Y	↑ 32.3% Y-o-Y	↑ 42.6% Y-o-Y
		Margin 11.7%	Margin 8.0%	Margin 5.3%	
Q1	FY24				
	Rs. 2,663 Mn	Rs. 284 Mn	Rs. 198 Mn	Rs. 130 Mn	Rs. 1,784 Mn
		Margin 10.7%	Margin 7.4%	Margin 4.9%	

Key Operational Metrics & Financials









Consolidated Profit & Loss Statement Q1FY25



	Quarter ended		Year ended	
Particulars (Rs. Mn)	30/06/2024	30/06/2023	31/03/2024	31/03/2023
Revenue from operations	3,208.0	2,663.2	11,350.1	7,732.5
Other income	17.5	10.7	33.3	33.0
Total income	3,225.5	2,673.9	11,383.4	7,765.5
Cost of Services	2,832.4	2,379.1	9,981.7	6,453.8
Employee benefits expenses	103.7	74.9	284.9	178.3
Other expenses	43.1	33.0	143.6	111.2
Adjusted EBITDA*	258.0	198.1	1,033.4	1,046.1
Adjusted PBT *	246.2	187.4	984.6	998.3
Profit After Tax	171.5	129.6	686.4	725.3

Q1FY25 Business Updates (1/2) New Enterprise Clients



Onboarded prominent names in Loyalty, Travel, Hospitality and Events solutions



Evolve Brands

► Evolve Brand is a decade old Loyalty Programs service provider . They manage flagship accounts across industries like IT, FMCG, Automobile, etc. by providing services like Loyalty, CRM, Rewards, etc.



Signature Journeys

► A&S Signature Journeys specializes in offering customized travel and tour services. Their luxury itineraries are tailor-made to meet individual tastes and desires for a truly memorable holiday.



Tahini Hospitality

► Tahini Hospitality manages lifestyle membership for leading 5-star hotels in Maharashtra.



Story Experiences

▶ Incorporated in 2007, STORY is a MICE & loyalty company led by loyalty program & experiential marketing experts. They have created over 1500+ world-class events and manage loyalty programs for major MNCs.

Q1FY25 Business Updates (2/2) New Services added along with few touch points



New Airport Lounges additions to our network during the quarter

India

- ► 5 New Lounges at Domestic terminals of the Nagpur, Vizag, Ranchi, Bagdogra, and Gwalior Airport
- ► 1 New Lounge at International terminal at Amritsar Airport



Outside India

▶ Added 41 Global lounges in the portfolio

Added New Products under Healthcare services

- ► Online delivery of Medicines
- ► Online Doctor Consultancy

Added 2 new spa location at Airports

- ▶ 1 at the International terminal of Cochin Airport
- ▶ 1 at the International terminal of Lucknow Airport



GolfKlik Highlights

- ▶ 6 new Golf clubs added in India
- ► Started Golf programs at new locations for a major client In India

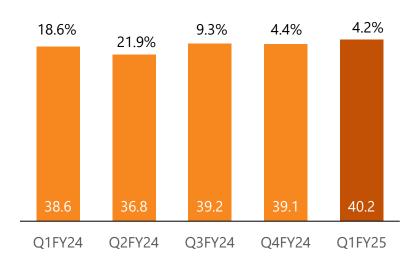
Q1FY25 Key Industry Parameters

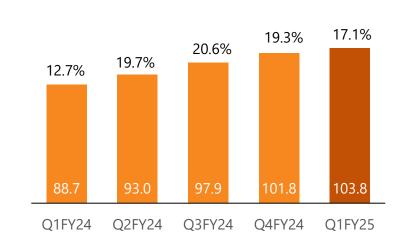


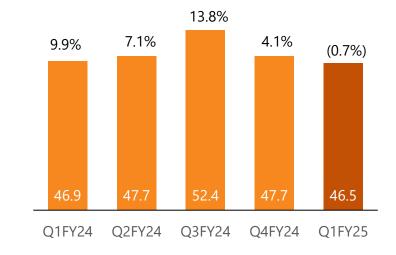
Domestic Passenger Traffic (Count in Mn, YoY growth in %)

Credit Cards in Circulation (As at end of Quarter) (Count in Mn, YoY growth in %)

Average Spend Per Credit Card
(Rs. Thousand, YoY Growth in %)







Source: 1. DGCA 2.RBI



DreamFolks: More than just a Lounge Services Provider



DreamFolks is India's leading Lifestyle Services Aggregator providing services through an in-house proprietary technology platform ensuring scalability and customized solutions to clients such as Banks, Card Networks, Airlines, OTAs and Enterprises

The Pioneer of Lounge Access Industry



Focused on becoming a Travel and Lifestyle services provider

100%

Coverage across Airport & Railway Iounges In India ~11 Mn

Passengers accessing lounge services through DreamFolks in FY24



Manages Lounge Benefits for Top Banks & Network Providers in India



Global Coverage in 100+ Countries



1,500+ Touchpoints

Unlocking new avenues of growth by providing additional services:













Meet & Assist

Spa & Wellness Airport Transfer Golf Games & Lessons

Visa services

E-Sim

& Other services



Rs. 11,350 Mn

FY24 Revenue*

Rs. 1,033 Mn

FY24 Adjusted

Rs. 686 Mn

FY24 PAT

38.1%

FY24 ROCE

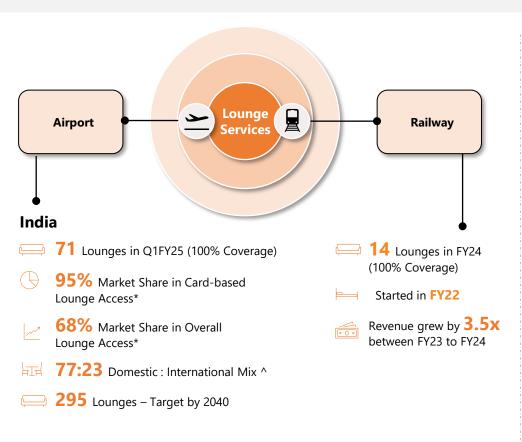
FY24 ROE

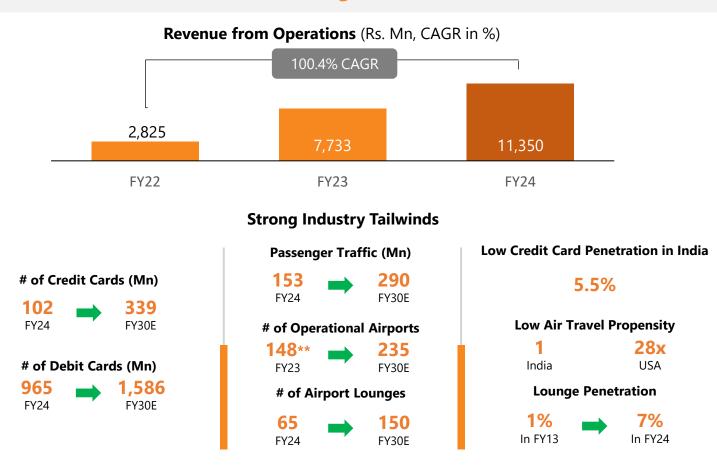
34.9%

Dominant Player in Airport & Railway Lounge Services



DreamFolks is the leading player in the Indian lounge aggregation industry, with a 100% Coverage in both Airports & Railway



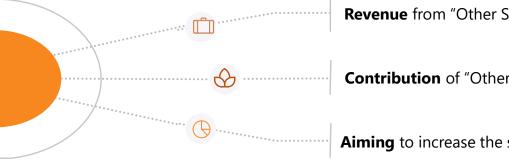


Increasing Wallet Share with Clients



Identifying cross-selling opportunities within our diversified set of services





Revenue from "Other Services" other than India Airport lounge increased by ~14x from FY22 to FY24

Contribution of "Other Services" other than India Airport lounge increased to 6% in FY24 from less than 2% in FY22

Aiming to increase the share of "Other Services" other than India Airport lounge to 15-20% in the next 4-5 years

Deep Focus on Growing Other Services, through Tie-ups

Dream**Folks**

Acquisition of **GolfKlik** to allow access to golf games & lessons at golf clubs in India & globally

Expanded **Airport Transfer services** through partnership with **Eco Mobility**

Added Pathology **Testing services** through our partnership with **Healthians**

Added access to **Premium Lounges at VFS Visa Centres** across the country along with Visa at your **Doorstep Services**















Strategic partnership with RedBeryl to provide ultra-luxury experiences including access to 3000+ exclusive members-only club across 150+ countries, and many more luxury experiences

Added E-Sim services through partnership with Matrix, one of the largest network providers

Added Salon Services through partnership with **Looks Salon** chain offer beauty and grooming services to its clients

Added **Gifting Services** though our collaboration with My Flower Tree, allowing customers to send flowers, cakes, planters, etc.

Expanding Footprints in New Geographies







Strategic partnership with
Plaza Premium Group, to
include 340+ Plaza Premium
Lounges in 70+ major
airports into the DreamFolks
network



Entered Malaysia and onboarded one of the key players in airport lounge space by offering technology w.r.t. card-based lounge benefit management

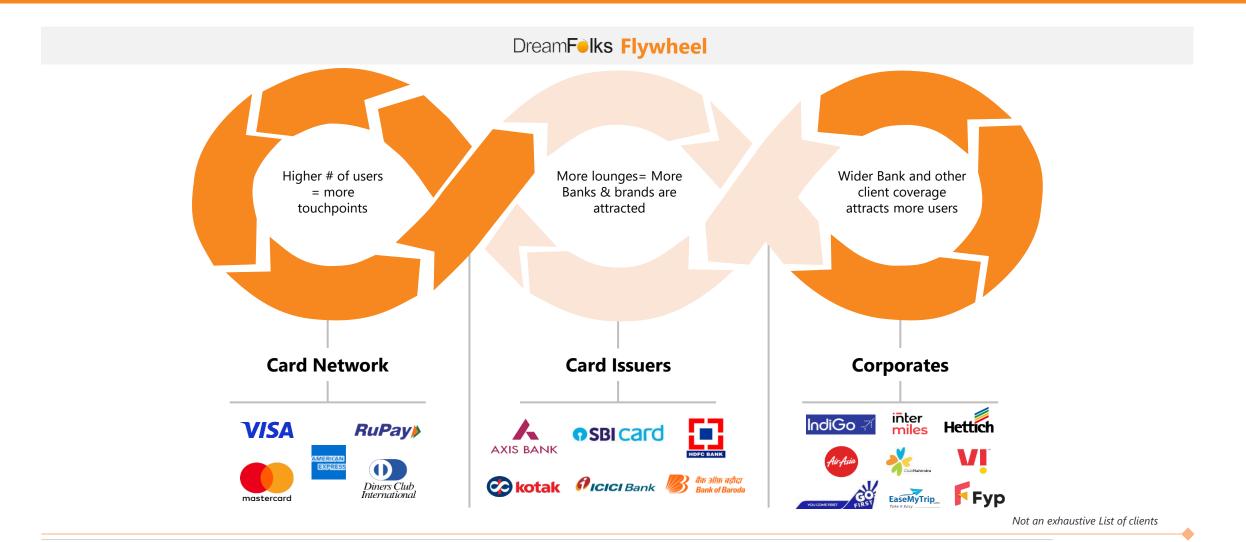


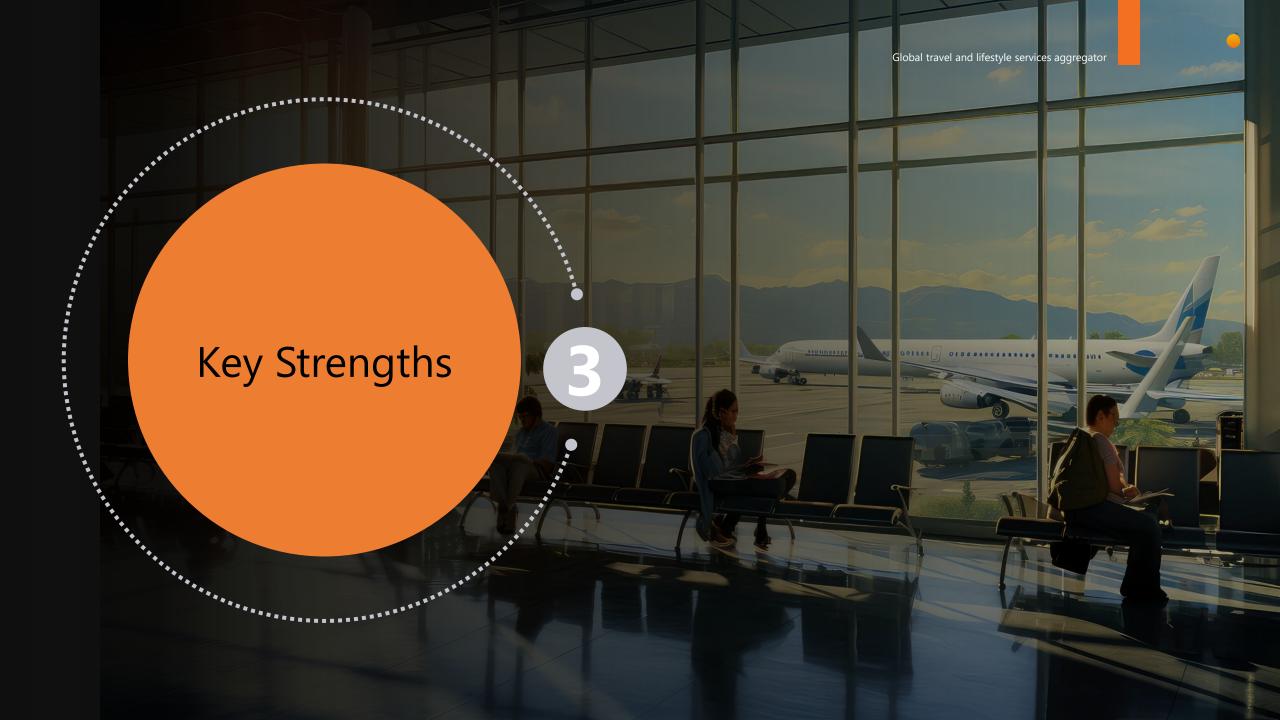
Looking to expand into new geographies

- ▶ Replicating our deep knowledge of the industry, technology innovation, process expertise, and business model across new high growth markets.
- ► Leveraging our well-entrenched relationships with our global Clients for expanding our footprint
- ▶ Targeting CEMEA and South-East Asia

Diversifying Client Base to reduce Customer Concentration







Robust Business Model backed by State-of-the-art Technology Platform



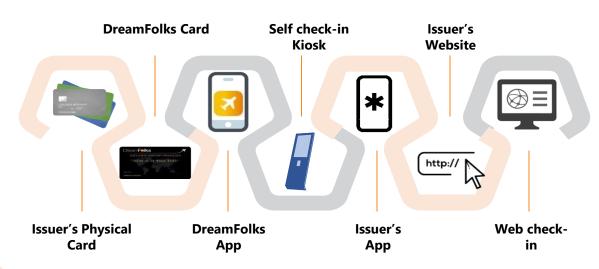
Robust Business Model

Clients

(Card Issuers/ Card Network Providers/ Airlines/ OTAs/ Enterprises)
tie-up with DreamFolks

...to enable their end-Consumers access services via

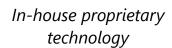
Omni-Channel Mode through Hybrid Model



...to get multiple services during their journey at the Airport

State-of-the-art Technology Platform







Offering technology solutions



Multiple options for access



Client-centric customised products



Deeper client integration

Certifications

- ISO/IEC 27001 (international standard to manage information security)
- PCIDSS version 4 (Payment Card Industry Data Security Standard)
- SOC1 Type 2; SOC2 Type 2, SOC2 Type 1
- LEED Gold Certification





Liberatha Peter Kallat Promoter, Chairperson and Managing Director

- ▶ With company since 2014
- ▶ 24+ Years of Experience
- Worked at Organisations like Taj GVK Hotels & Resorts, PepsiCo India, Pernod Ricard India



Mukesh Yadav

Promoter & Non-Executive Director

- ▶ With company since 2011
- ▶ 30+ Years of Experience
- Worked at organisations like Whistling Heights Resorts Pvt. Ltd., Urban Land Management Pvt. Ltd., and Yashna Infratech Pvt. Ltd.



Dinesh Nagpal

Promoter & Non-Executive Director

- ▶ With company since 2011
- ▶ 30+ Years of Experience
- Worked at organisations like Ankur Propmart Pvt. Ltd., Urban Land Management Pvt. Ltd., and Yashna Infratech Pvt. Ltd.



Balaji Srinivasan

Chief Technology Officer & Executive Director

- ▶ With company since 2019
- ► 26+ Years of Experience
- ► Worked at organisations like Genpact and Fareye



Giya Diwaan

Chief Financial Officer

- ▶ With company since 2021
- ▶ 24+ Years of Experience
- Worked at organisations like PwC, Times Internet, Itz Cash Card (now EBIX Cash), and Deloitte Sub.



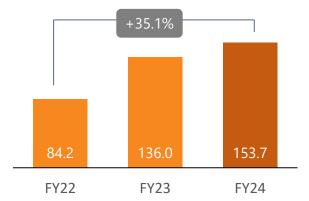
Sandeep Sonawane

- **Chief Business Officer**
- ▶ With company since 2023
- ► 26+ Years of Experience
- Worked at organisations like Adani Airport Holdings, Pernod Ricard, PepsiCo India, Dabur India

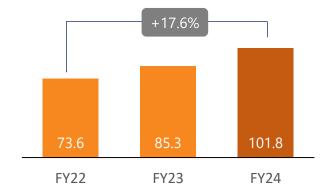
Strong Industry Tailwinds



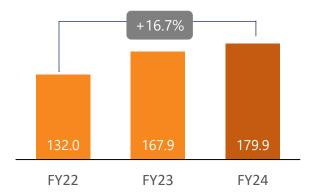




Credit Cards in Circulation (As at end of Year) (Count in Mn, CAGR Growth in %)



Average Spend Per Credit Card ² (Rs. Thousand, CAGR Growth in %)



Key Highlights

- ▶ India has seen a strong rise in demand for domestic travel driven by growing middle class and increase in disposable income
- ► The country's attractiveness as a global travel destination has been further enhanced by its geopolitical stability, world-class infrastructure, and the government's renewed focus on expanding tourism sector
- ► For our clients like banks, card issuers, card network providers, providing lounge access to their consumers is increasingly becoming a key aspect of their customer acquisition and loyalty programs
- ▶ India has witnessed a remarkable increase in digital payments, driven by factors such as demonetization, government initiatives and the proliferation of smartphones, which has been instrumental in driving the growth of the card industry
- ▶ The Average Spend per Credit Card, which is an important criteria for being eligible for lounge access, has been rising for the last few years, which also showcases the growing adoption of Credit Cards in India

The global lounge industry is expected to grow at a CAGR of 7.5% from 2023-2033, as per Spherical Insights Report (Jan'24)

The MOATS that will help DreamFolks achieve its vision

Dream**Folks**

A dominant player in the Indian lounge aggregation industry with strong tailwinds



Deep-rooted relationships with marquee Clients developed on the back of long-term associations

Proprietary technology platform providing scalability and tailor-made client solutions

Ability to leverage an expanding consumer base without direct acquisition costs

Key Operational Metrics & Financials







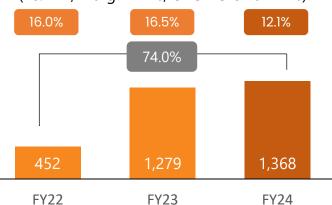
(Rs. Mn, CAGR Growth in %)



Revenue

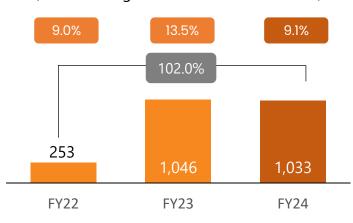
Gross Profit & Margin

(Rs. Mn, Margin in %, CAGR Growth in %)



Adjusted EBITDA & Margin*

(Rs. Mn, Margin in %, CAGR Growth in %)



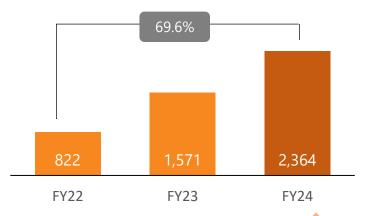
PAT & Margin

(Rs. Mn, Margin in %, CAGR Growth in %)

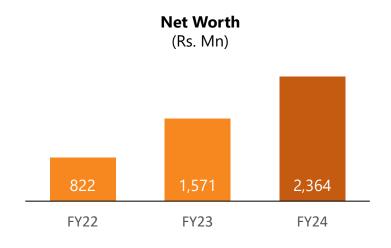


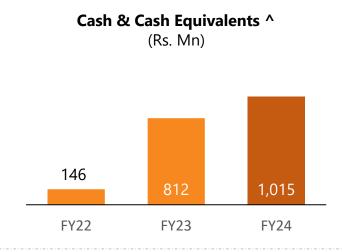
Net Worth

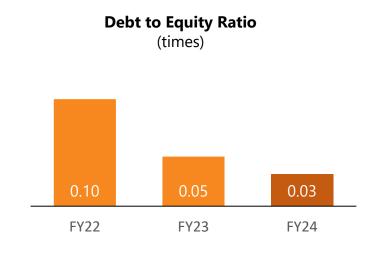
(Rs. Mn, CAGR Growth in %)

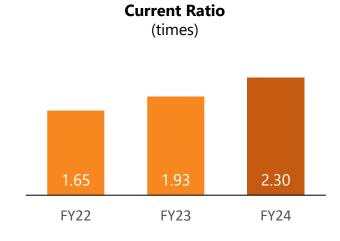












[^] Includes Cash & Case Equivalents, Other Bank Balances and Short-term Investments

Profit & Loss statement



Particulars (Rs. Mn)	FY2022	FY2023	FY2024	CAGR
Revenue from operations	2,825.0	7,732.5	11,350.1	100.4%
Other income	14.9	33.0	33.3	
Total income	2,839.9	7,765.5	11,383.4	100.2%
Cost of Services	2,372.7	6,453.8	9,981.7	
Employee benefits expenses	165.5	178.3	284.9	
Other expenses	61.0	111.2	143.6	
Adjusted EBITDA *	253.3	1,046.1	1,033.4	102.0%
Adjusted PBT *	217.4	998.3	984.6	112.8%
Profit After Tax	162.5	725.3	686.4	105.5%

Particulars (Rs. Mn)	As at 31/03/2024	As at 31/03/2023
ASSETS		
Property, plant and equipment	31.2	30.5
Capital work in progress	-	0.4
Intangible assets	18.6	30.9
Right of use assets	43.7	52.9
Investment property	16.2	17.1
Goodwill	8.9	8.9
Other financial assets	43.3	39.0
Deferred tax assets (net)	45.1	24.8
Other non-current assets	1.9	5.9
Total non - current assets	208.9	210.3
Investments	438.7	444.1
Trade receivables	2,649.9	2,018.9
Cash and cash equivalents	284.0	189.6
Other bank balances	292.3	178.7
Other financial assets	105.6	131.6
Other current assets	109.6	42.0
Current tax assets (net)	97.0	13.9
Total current assets	3,977.2	3,018.8
Total assets	4,186.1	3,229.2

Particulars (Rs. Mn)	As at 31/03/2024	As at 31/03/2023
EQUITY AND LIABILITIES		
Share capital	106.1	104.5
Other equity	2,257.7	1462.6
Non-controlling Interest	0.3	4.0
Total equity	2,364.1	1,571.1
N		
Non - current liabilities	0.4	0.0
Borrowings	2.1	8.8
Lease Liabilities	48.3	56.7
Provisions	41.4	29.4
Total non - current liabilities	91.8	94.9
Financial liabilities		
Borrowings	2.3	1.4
Lease Liabilities	8.4	6.1
<u>Trade payables</u>		
(i) Total outstanding dues of M&SE	77.1	718.1
(ii) Total outstanding dues of creditors other than M&SE	1,552.5	675.1
Other financial liabilities	21.0	89.5
Other current liabilities	64.9	70.6
Provisions	4.0	2.4
Total current liabilities	1,730.2	1,563.2
Total equity and liabilities	4,186.1	3,229.2

Cash Flow Statement



Particulars (Rs. Mn)	Period ended 31/03/2024	Period ended 31/03/2023
Cash Flow from Operating Activities		
Profit / (loss) before tax	924.5	974.4
Adjustments for Non-Operating Items	78.6	46.9
Operating Profit before Working Capital changes	1,003.1	1,021.2
Changes in Working Capital	(444.8)	(337.3)
Cash (used)/generated from Operating	558.3	683.9
Less: Direct Tax paid	(339.1)	(187.8)
Net Cash from Operating Activities	219.2	496.1
Net Cash from Investing Activities	(149.6)	(302.0)
Net Cash from Financing Activities	24.7	(20.6)
Net increase / (decrease) in cash & cash equivalents	94.3	173.5
Cash and cash equivalents at the beginning of the period	189.6	10.9
Add: Cash and Cash Equivalents on acquisition of Subsidiary	_	5.2
Cash and cash equivalents at the end of the period	283.9	189.6



Journey to being the Leading Airport Services Aggregator

Dream**Folks**

► Launch of flagship 'Lounge Access Programme' with one of world's largest Card Networks



2013



2016

- ► Tied up directly with prominent Indian Card Issuers for lounge programs
- ► Got ISO 27001 & PCI DSS certification for the first time
- ► Tied up with prominent Indian Corporate Clients including a prominent airline company

➤ DreamFolks' Membership card unveiled as part of the Global lounge program with a prominent Card Issuer



2018



2019

- ► Launched our in-house technology platform
- Launched real time voucher issuance through APIs
- ► Launched first program for a prominent telecom company with complimentary lounge benefits as part of mobile billing plan.



2023



2024

- ► Launched Self check-in Kiosks at major Indian Airports
- Acquired Golfklik Private Limited to present golf services as premium segment offerings to clients
- ► Launched the 'web-access' tool that allows the end users to seamlessly check benefits and generate access QRs digitally.

- Expanded our Global footprint by entering the Malaysia Market
- ► Launched our exclusive membership program – The DreamFolks Club
- Strategic Partnership with RedBeryl



2022

- ► Forayed into the railways sector to provide lounge access at 12 railway stations in India
- ► Listed on NSE and BSE

Initial Phase

Expansion Phase

2020

Clients.

► Expanded into a new

► Launched first In-app

integrated solution for

global operating model

with direct contracts with

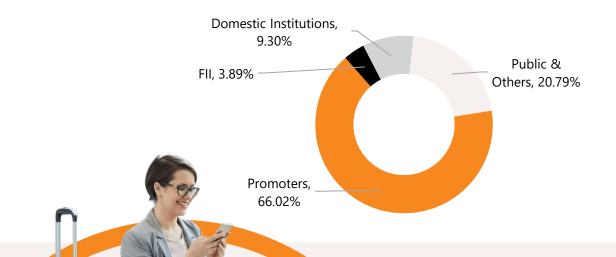
operators across the globe

Growth Phase

Shareholding Information



Shareholding Pattern



Shareholder Information as on 30th June 2024		
BSE Ticker	543591	
NSE Symbol	DREAMFOLKS	
Market Cap (Rs Mn)	25,325.2	
% Free- float	33.98%	
Free Float Market Cap (Rs. Mn)	8,605.5	
Shares Outstanding (Mn)	53.0	
3M ADTV (Shares)	2,23,450	
3M ADTV (Rs. Mn)	112.4	

Top Institutions

- ► Motilal Oswal Mutual Fund
- ► Invesco India Mutual Fund
- ► Mobius Funds
- ▶ PNB MetLife India Insurance Company Ltd.

- ► Mirae Asset Funds
- ► Govt. of Singapore
- ► Abu Dhabi Investment Authority
- ► Kitara India Growth Fund

Awards and Accolades





Payments Reloaded DreamFolks



India Banking Summit & Awards
DreamFolks



Economic Times Liberatha Kallat, CMD



Digital Transformation Summit Balaji Srinivasan, ED & CTO



The Moodie Davitt Report
DreamFolks



India CX Summit & Awards
DreamFolks



Economic Times Liberatha Kallat, CMD



WCRCINT Group Liberatha Kallat, CMD



Economic Times Liberatha Kallat, CMD



ET Ascent Liberatha Kallat, CMD



Indian Achievers' Forum Liberatha Kallat, CMD



India CX Summit & Awards Liberatha Kallat, CMD



WCRCINT Group DreamFolks



ET Ascent DreamFolks



Economic Times
DreamFolks



Elets Banking & Finance Balaji Srinivasan, ED & CTO



Women Empowerment Summit Giya Diwaan - CFO



Economic Times
DreamFolks

Safe Harbour

- ▶ This presentation and the accompanying slides (the "Presentation"), which have been prepared by DreamFolks Services Limited (the "Company"), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.
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- ▶ The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.





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Investor Relations Team

Email id: investor.support@dreamfolks.in

www.dreamfolks.in



Ernst & Young LLP

Diwakar Pingle / Rohit Anand / Riddhant Kapur

Email id: Diwakar.Pingle@in.ey.com / Rohit.Anand4@in.ey.com / Riddhant.Kapur@in.ey.com

