

August 19, 2024

The Manager Corporate Relationship Department BSE Limited Floor 25, Phiroze Jeejeebhoy Tower Dalal Street, Mumbai-400001	The Manager – Listing Department National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C/1, G Block, Bandra Kurla Complex, Bandra(E), Mumbai-400051
BSE Scrip Code: 532341	NSE Symbol: IZMO

Dear Sir/Madam,

Subject: Investors Presentation.

In terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), we submit herewith a copy of Investors Presentation with respect to Business Overview for the first quarter ended June 30, 2024 of Izmo Limited (“the Company”).

Further, a copy of the same is also available on the website of the Company, viz., **www.izmoltd.com**.

Kindly take the same on record.

Yours faithfully,

for **IZMO Limited**

Sonal Jaju

Company Secretary and Compliance Officer

Encl: As above

izmo Ltd.

177/2C, Bilekahalli Industrial Area,
Bannerghatta Road, Bangalore-560 076, India

www.izmoltd.com

CIN: L72200KA1995PLC018734



IZMO Limited

Investor Presentation

Q1 FY25





Disclaimer

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01
Consolidated
Financial Highlights



Commenting on the results, Mr. Sanjay Soni, Managing Director, IZMO Ltd said :

"I am happy to share that we have continued to charter our upward trajectory this quarter. Performance has been in line with expectations, marking a good start to the fiscal year. We are witnessing rising demand for our products across our key markets.

Client accretion continues to expand, especially in FrogData, based on which we have been investing in sales and fulfilment teams across various geographies.

In the quarter ended 30th June 2024, we reported a 14.67% year-on-year growth in revenue at Rs. 47.58 crores. EBITDA excluding other income grew 12.34% year-on-year to Rs. 9.30 crores while PAT grew 20.29% year-on-year to Rs.6.03 crores. Increase in sales prices, coupled with new client additions helped boost top line. In this quarter alone, we added 166 new clients in the US, 135 of which were for FrogData, including CarGurus Inc. and Polk Advertising. In Europe we added 89 clients, which is our highest ever client addition in Europe in a quarter.

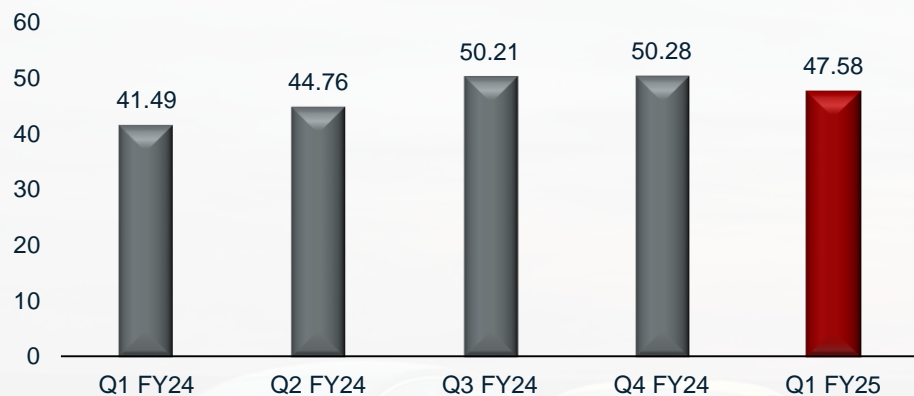
This quarter also saw a significant milestone with the successful acquisition of Geronimo Web in the UK. Geronimo is a leader in digital marketing programs for auto dealers and OEMs. This acquisition brings a host of new clients across Europe and Latin America under our umbrella, and makes Izmo amongst the largest automotive digital web platform providers globally.

With our focus on penetrating new markets with existing and new products, we aim to strengthen our position as the go-to solutions providers for auto dealerships and OEMs. I would like to thank the Izmo team and all our stakeholders for their support, which pushes the Company forward."

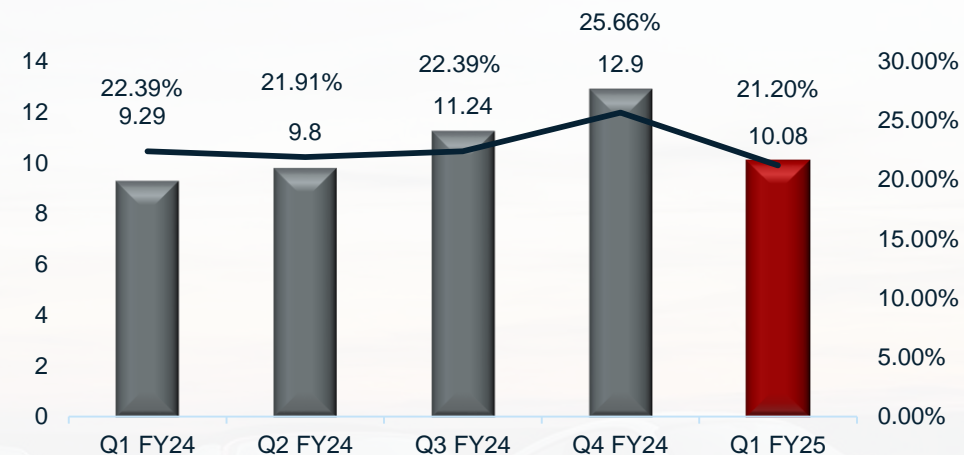


Consolidated Quarterly Financial Highlights

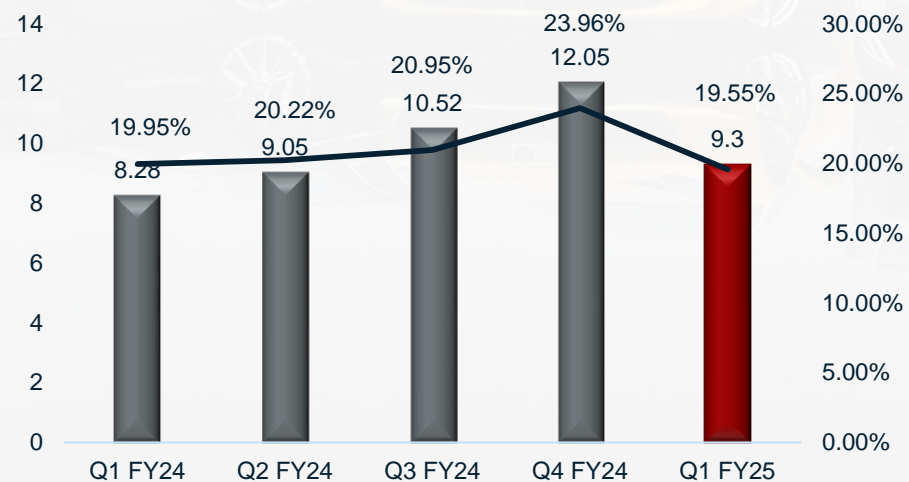
Revenue from Operations (Rs. Cr.)



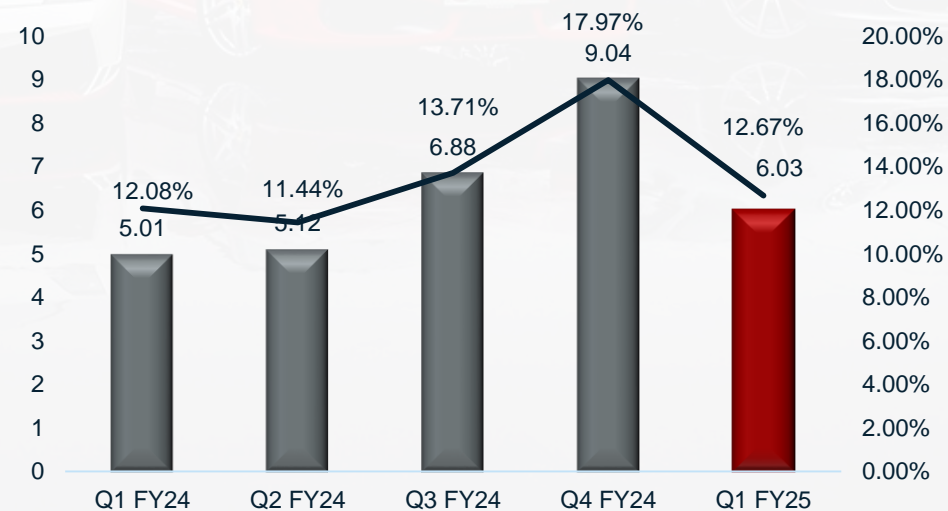
EBITDA (incl. other income) (Rs. Cr.) / Margin (%)



EBITDA (excl. other income) (Rs. Cr.) / Margin (%)



PAT (Rs. Cr.) / Margin (%)





Consolidated Quarterly Financial Highlights

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Rs. Crs	Q1 FY25	Q1 FY24	YoY%	Q4 FY24
Income from Operations	47.58	41.49		50.29
Other Operating Income	0.00	0.00		0.00
Total Income from Operations	47.58	41.49	14.67%	50.29
Raw Material Expenses	0.00	0.00		0.00
Employee Cost	23.25	19.48		22.43
Other Costs	14.02	13.56		14.52
Total Expenditure	38.28	33.21	15.26%	38.24
EBITDA (excluding other income)	9.30	8.28	12.34%	12.05
EBITDA Margin %	19.55%	19.95%	(40 bps)	23.96%
Other Income	0.78	1.01		0.86
Depreciation	3.88	4.02		3.20
Interest	0.18	0.26		0.23
Profit Before Tax	6.03	5.01	20.29%	9.47
Tax	0.00	0.00		0.44
Profit After Tax	6.03	5.01	20.29%	9.04
PAT Margin %	12.67%	12.08%	59 bps	17.97%
EPS in Rs.	4.27	3.73	14.48%	6.40

- Revenue growth driven by expanding clientele across the US and Europe coupled with higher sales prices

- Investment in skilled workforce offset the impact of cost efficiencies undertaken

- Revenue share of FrogData continues to grow



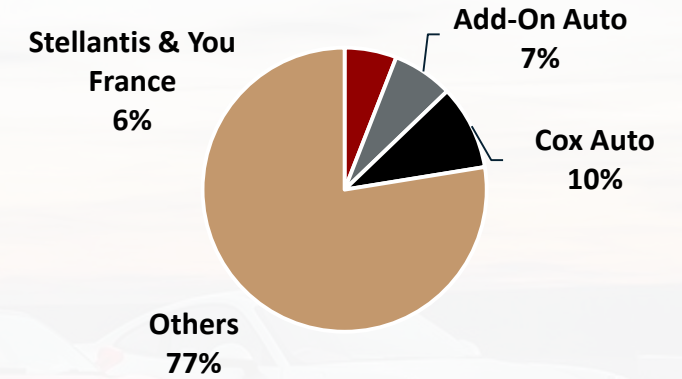
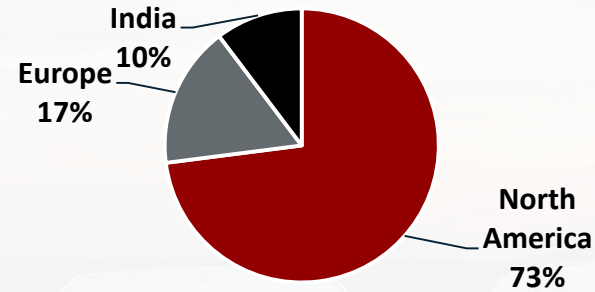
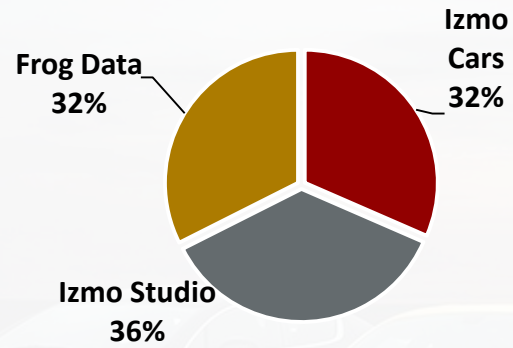
Revenue Bifurcations

By Business Divisions

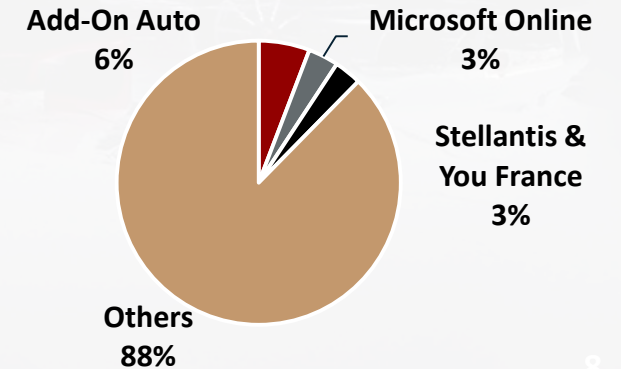
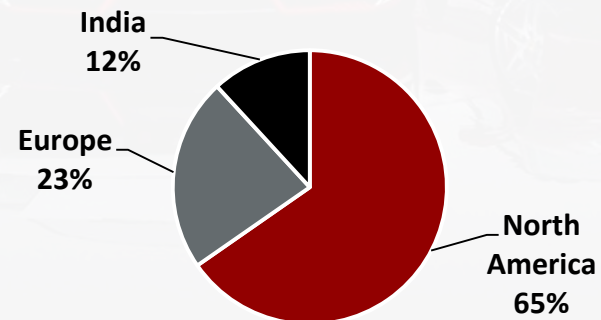
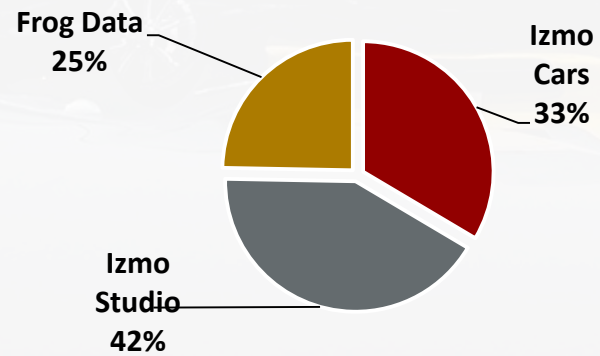
By Geography

Top Customers

Q1 FY25



FY24

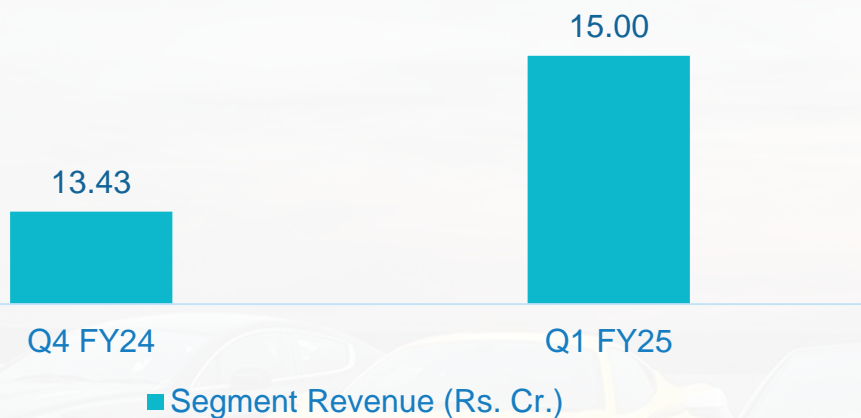




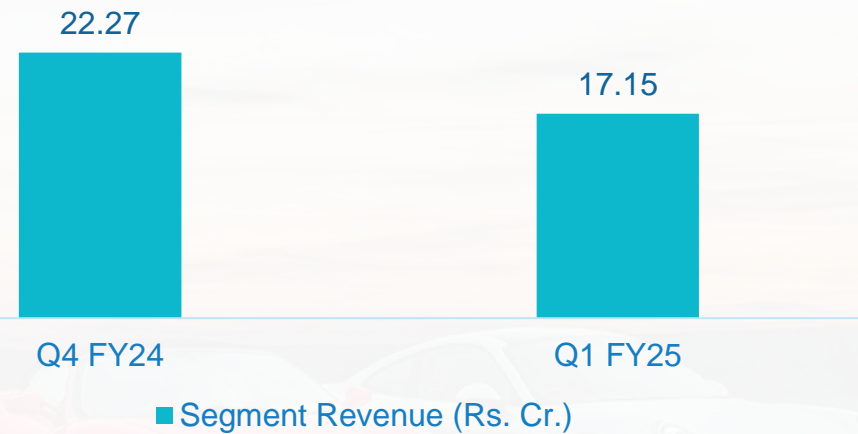
Consolidated Segmental Revenue

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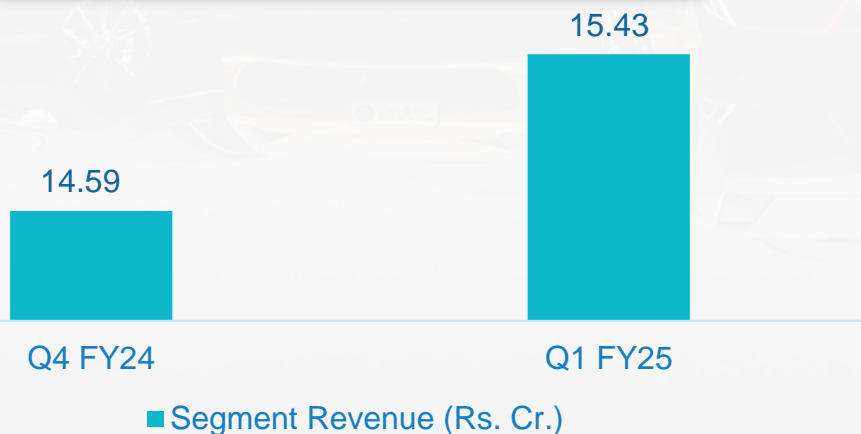
Izmo Cars



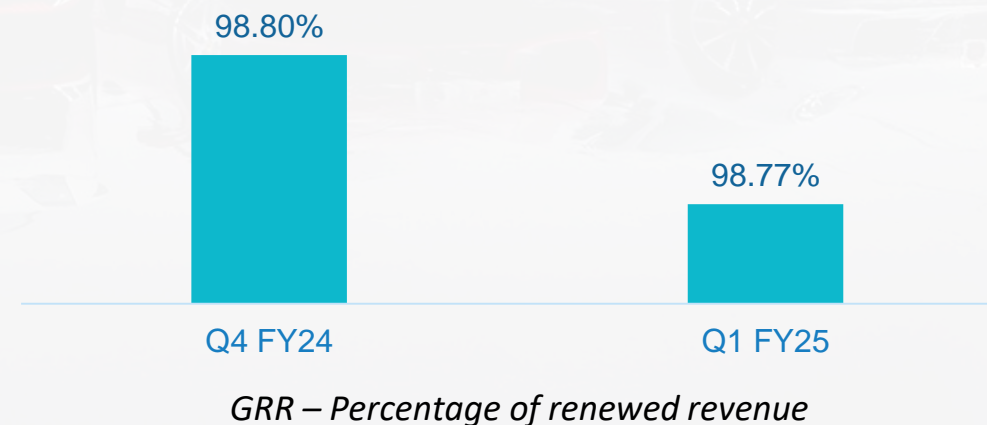
Izmo Studio



Frog Data



Gross Revenue Retention (GRR %)





Consolidated Annual Financial Highlights

izmoltd.

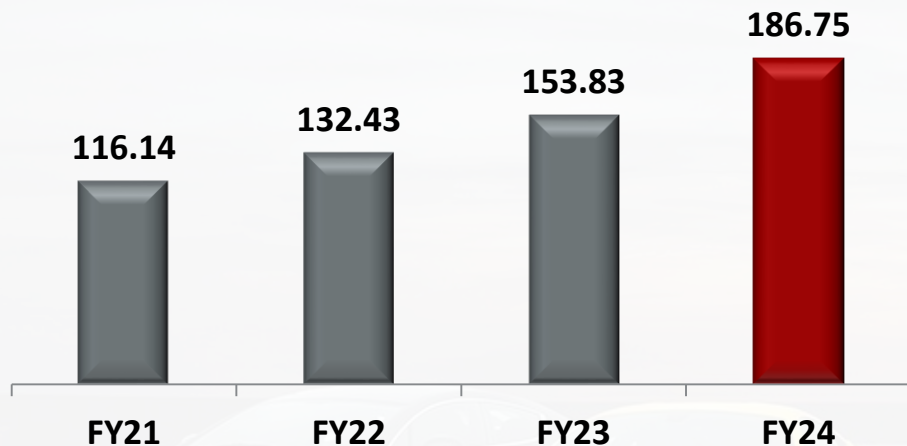
Rs. Crs	FY24	FY23	YoY %
Income from Operations	186.75	153.83	
Other Operating Income	0.00	0.00	
Total Income from Operations	186.75	153.83	21.40%
Raw Material Expenses	0.00	0.63	
Employee Cost	84.25	70.03	
Other Costs	58.50	54.02	
Total Expenditure	146.85	124.69	17.78%
EBITDA (excluding other income)	39.90	29.14	36.91%
EBITDA Margin %	21.36%	18.94%	242 bps
Other Income	3.34	3.53	
Depreciation	15.44	11.63	
Interest	0.97	0.34	
Profit Before Tax	26.83	20.71	29.58%
Tax	0.78	0.69	
Profit After Tax	26.05	20.02	30.15%
PAT Margin %	13.95%	13.01%	94 bps
EPS in Rs.	19.30	14.96	29.01%

- *Growth in top line on the back of rising demand from new & existing customers*
- *Cost control measures helped offset employee expenses, benefiting margins*
- *FrogData continues to gain momentum*

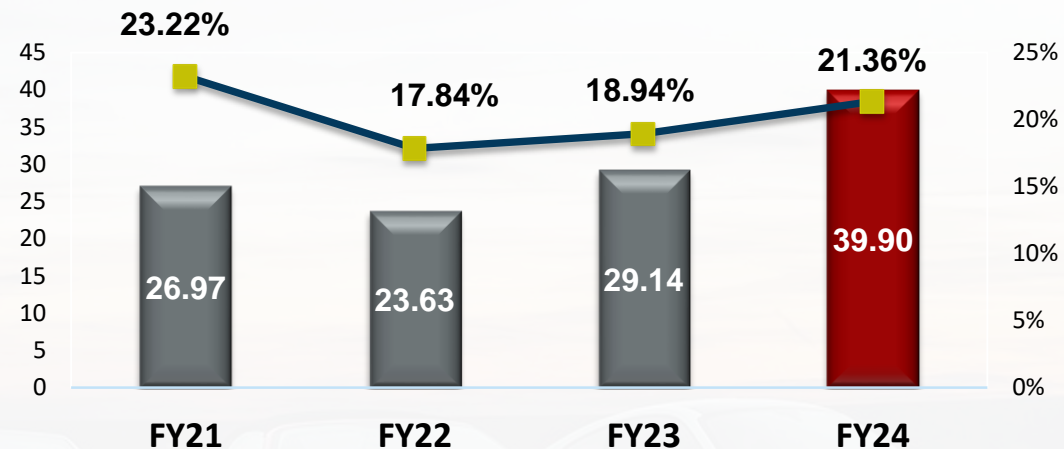


Consolidated Annual Financial Highlights

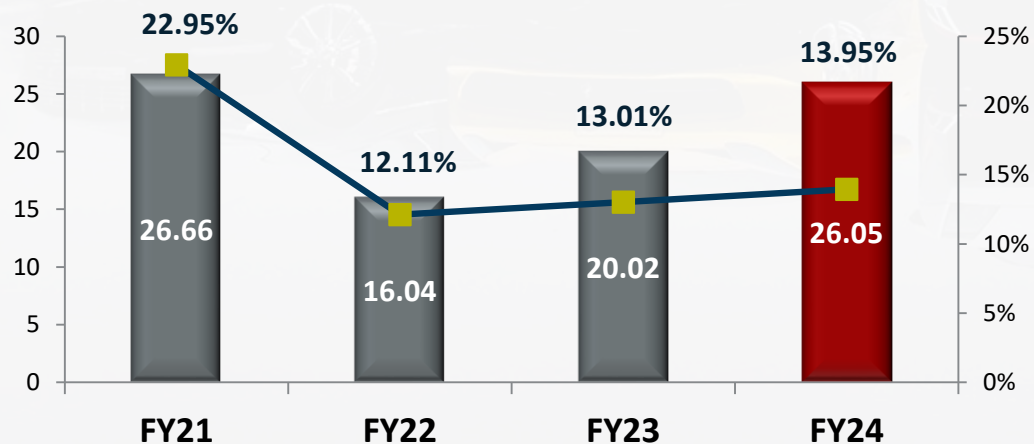
Revenue from Operations (Rs. Cr.)



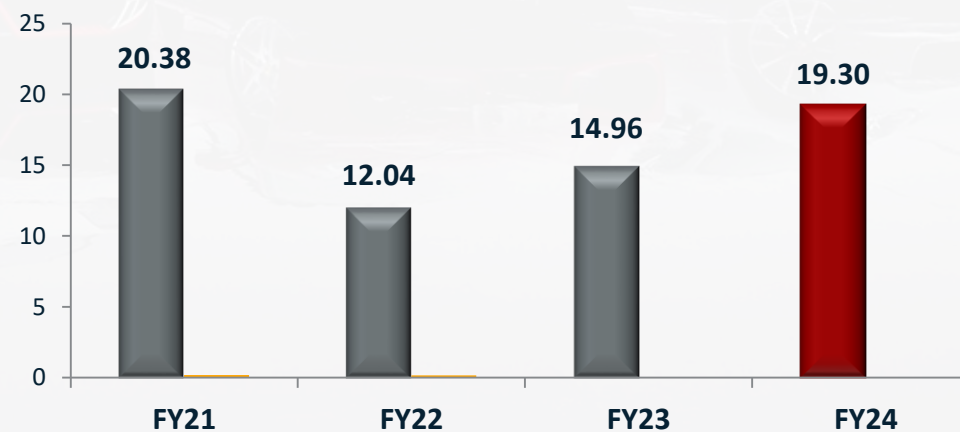
EBITDA (excl. other income) (Rs. Cr.) / Margin (%)



PAT (Rs. Cr.) / Margin (%)



Basic EPS (Rs.)





Consolidated Balance Sheet Highlights

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Rs. Cr.	31 st March 2023	31 st March 2024
Shareholders Funds	272.91	306.45
Share Capital	13.39	14.11
Other Equity	259.52	292.34
Non Current Liabilities	8.72	7.61
Financial Liabilities		
LT Borrowings	5.95	4.41
LT Provisions	2.78	3.20
Current Liabilities	41.47	49.61
Trade Payables	2.12	4.45
Other Financial Liabilities	5.62	4.89
ST Provisions	0.55	0.61
Other Current Liabilities	32.75	38.87
Current Tax Liabilities (Net)	0.43	0.81
Total Equity & Liabilities	323.10	363.68

Rs. Cr.	31 st March 2023	31 st March 2024
Non Current Assets	252.13	266.48
Property Plant & Equipment	3.24	3.58
Capital work in progress	0.00	0.00
Investment Property	1.62	1.51
Other Intangible Assets	242.29	255.98
Deferred Tax Assets	0.39	0.47
Other Non-Current Assets	4.59	4.94
Current Assets	70.97	97.20
Inventories	0.05	0.00
Trade receivables	29.13	56.31
Cash & Cash equivalents	11.64	16.92
Other Financial Assets	30.16	23.96
Total Assets	323.10	363.68



02 Company Overview

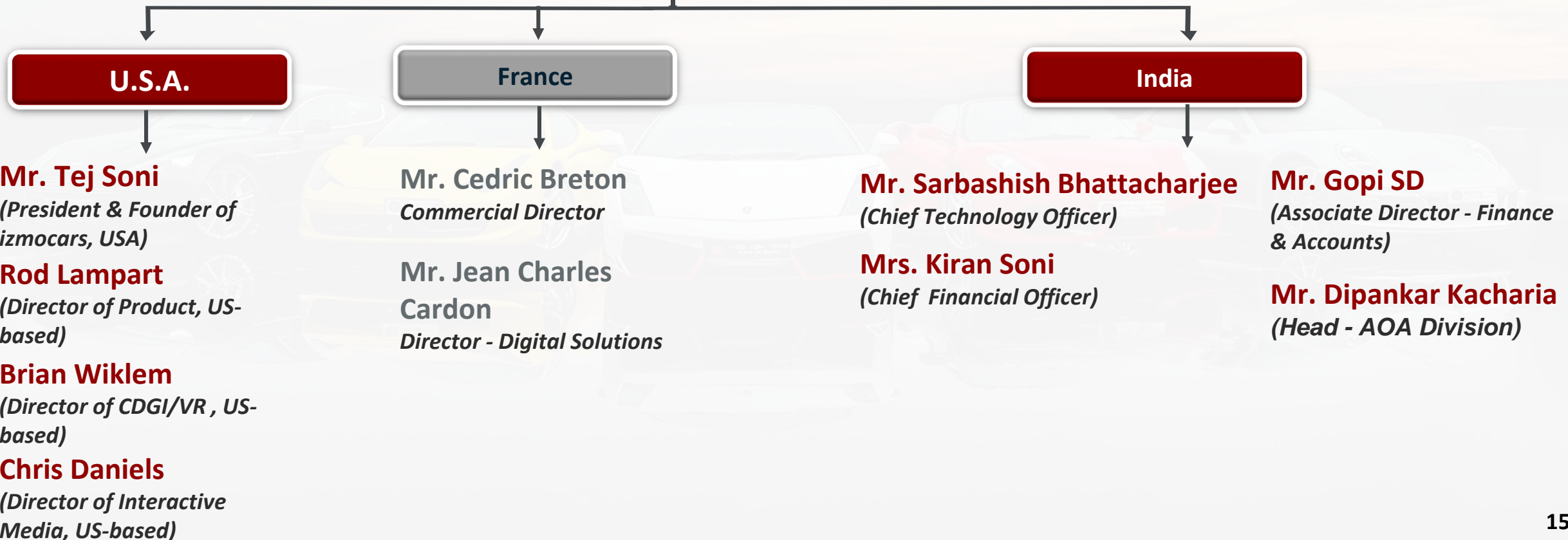


Core & Experienced Management



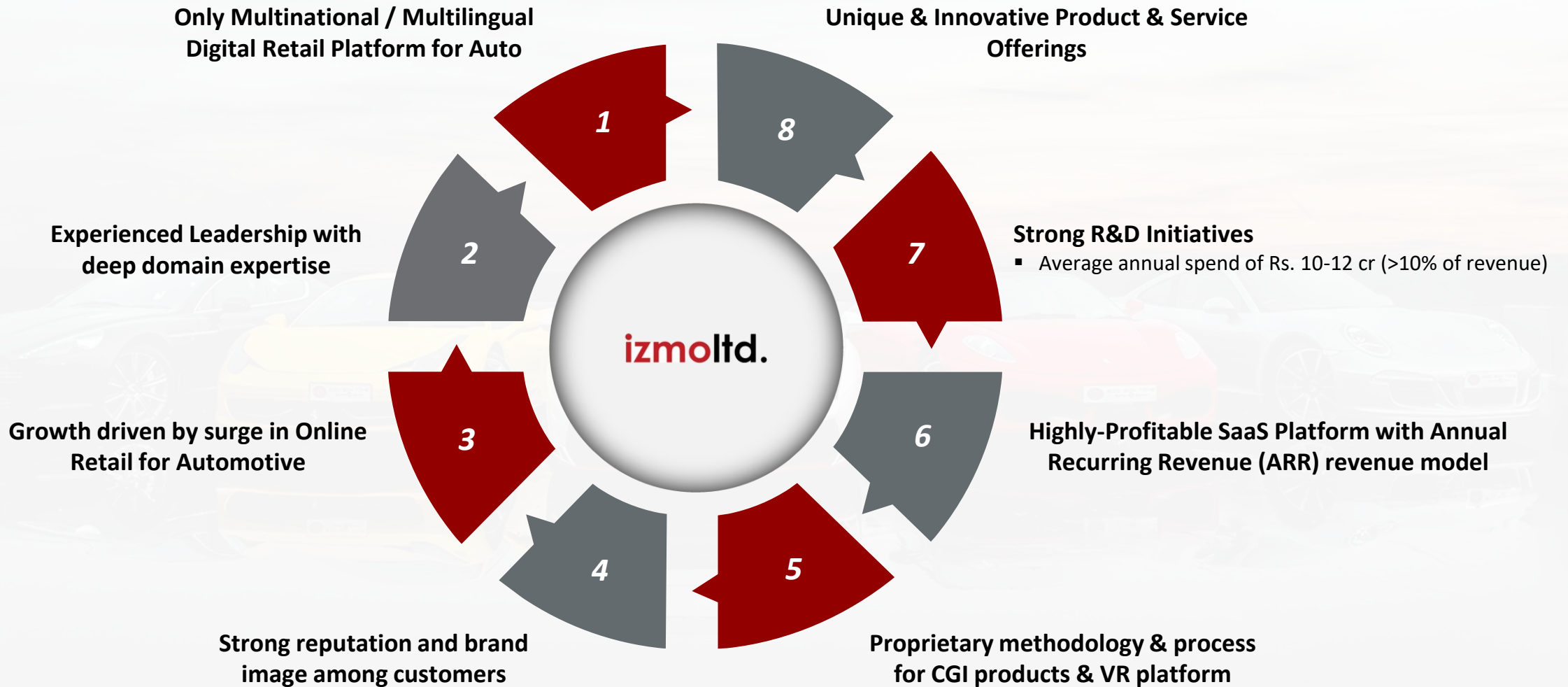
Mr. Sanjay Soni
(Managing Director)

- Founder of Logix Microsystem later changed into IZMO
- Over 17 years experience in automotive industry with several publications in computer science
- Postgraduate from IIM Bangalore





Key Strengths





03 Business Overview



Business Divisions



Frogdata

AI Platform for Automotive Decision Intelligence Platform

- Most advanced platform for Automotive Decision Analytics
- Integration with major platforms in the Industry
- AI Solutions for Automotive Retail Operations



izmo Studio

Interactive Media Products

Exhaustive library of automotive images, videos and animations

- Global Leader in Interactive Automotive Content
- Photography, CGI, Video, VR Studios
- Low-cost production center in India



izmo Cars

Digital Retail Platform for Auto
Specialized e-marketing SaaS solution for automotive traders

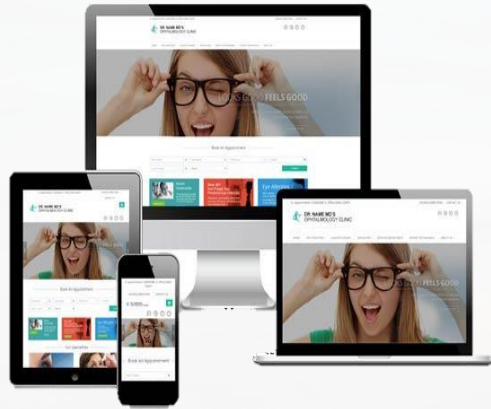
- Multinational presence with multilingual platform
- Recognized brand and domain experts since 2002
- Solid customer base with low churn





izmo Cars

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izmoauto

Digital Retail Platform

- Multi-lingual Web Platform for Automotive
- Proprietary Automotive Web Platform for Tier I & II clients
- Largest provider in France
- More than 2,000 dealers worldwide use izmo solutions
- Clients include OEM Networks, Large & Small Dealer Groups



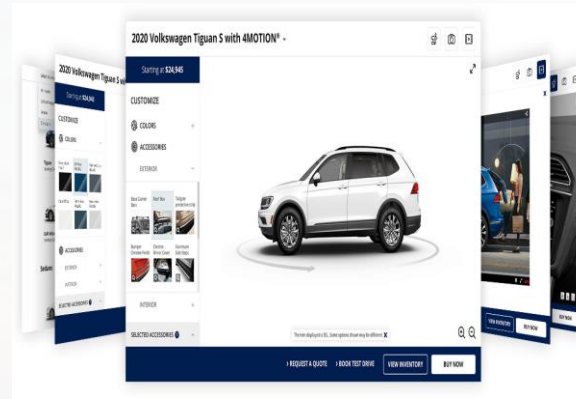
izmo.ai
(New)

- AI based marketing platform
- Data aggregation, pricing tools, intelligent customer targeting
- Analytics driven Media Marketing



PartsVelocity CRM

- SaaS based Parts Distribution Sales & Marketing CRM
- Integration with major DMS systems
- PSA Alliance (Peugeot) Standard for Distributors
- Comprehensive platform for Parts Distribution Management
- Integration with major DMS systems in Europe



izmo Stock

- Global Automotive Image Library
- #1 in Automotive Stock Images
- Tier 1 Client List
- 2% Client Churn

izmo FX

- CGI Development Services
- 3D Virtual Showroom with Accessories
- Kinetic CGI - Interactive Product Experience Platform

izmo VR

- Automotive VR Platform
- izmoVR Lead Generation Kiosk
- Virtual Reality Experience Apps



FrogAI Plus Decision Analytics Platform

- Integrated with major DMS System
- Many Systems, One Dashboard (DMS, CRM, Google, Service)
- Data Analytics Platform for Auto Retail



FrogData Lake Data Repository for AI

- Seamless Integration with any system
- Managed pipelines for data migration
- Single normalized repository for all data



FrogAI Factory

- AutoGPT for next generation apps and automation for dealers
- WarrantyBoost+ - AI based warranty rate analysis
- WarrantyMind - AI based warranty claims processing
- Autominds – AI driven used car pricing engine



Other Key Products / Services

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izmoEmporio *3D CGI Virtual Showroom*

- High user engagement & conversion rate >90%
- Increased Online Sales
- Content available for all countries
- Unique product with no competition
- One line integration with any dealer website
- Low cost, high-volume production capacity



izmoVR **Virtual Car Test Drive**

- New concept in Auto Retailing – Virtual Test Drives
- Innovative & Immersive User Experience
- One of the largest content library in the world, being repurposed for VR
- Build Content, Distribute, Monetize
- Easy to scale in any country
- Potential to launch in App Store for private viewing
- Facilitates better Lead generation for sales



Strong R&D Team

izmoltd.

01

Developed CGI technology for Rapid 3D Modeling for Automotive using On-Site Laser Scanning and AI based modeling process

Developed WebGL based 3D Interactive Platform for personalization of cars with accessories

02

Developed industry first CGI based Virtual Reality & Augmented Reality Platform for Auto Retailing

03

Developed AI Big Data Platform for Decision Analytics based on Integrated Data Model with Heuristic Algorithms for quick analysis

04

Developed Used Car Price Optimizer - AI based Used Car Pricing platform

05



Global Presence

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~ 88.5% Revenue from Exports in FY24



Marquee Clients

izmoltd.



RENAULT





Recognition from Reputed News Entities

izmoltd.

Economic Times ranked izmo Ltd.
116th in “India Growth Champions
2023” rankings list

Financial Times ranked izmo Ltd.
465th in “High Growth Companies –
Asia Pacific, 2022”

THE ECONOMIC TIMES
INDIA'S
GROWTH
CHAMPIONS
2023 

FINANCIAL
TIMES | **HIGH-GROWTH**
COMPANIES
Asia-Pacific
2022

Ranked 465



04
Industry Overview



Business Software Market

- Global business software & services market was valued at \$389.86 billion in 2020 and forecasted to grow at CAGR of 11.3% during 2021-28
- Growing automation of business processes and increase in enterprise data are driving growth in this industry
- COVID-19 pandemic further expedited this growth as demand for SaaS based services and products increase across sectors

E-Marketing Industry

- Global digital marketing sector, valued at ~ \$321 billion in 2022, reached \$366.1 billion in 2023, growing 14%; and is forecast to reach \$671.8 billion by 2028
- Rising investments in online video and mobile advertising have fueled overall digital marketing expenditure in North America and Western Europe
- Mobile ad expenditure contributes to ~ 39-42% of digital spend in Western European markets such as the UK, Germany, and Spain, and expected to grow to 55-60%



Automotive Dealer Market

Market Opportunity

- Base Platform Billing Per Dealer: \$1,500 – \$2,000/month
- Add Consulting: \$500/month
- Add Derivative Products: \$1,000/month
- Total: \$3,500/month
- Market Size: \$840 million



Auto Dealer Industry Size

- Auto sales in 2023: ~75 Million
- Sales Revenue > \$ 1 Trillion
- No. of Car Dealers: 20,000
- Avg. Dealership:
 - \$60M Sales/ Year
 - Employs 100 people
 - Monthly Marketing Spend: \$600/car = \$60,000/month



Global Trends & US Automotive Sector

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- Strong growth in online Auto retail
- Interactive Media content fast gaining popularity
- Online spend by Auto dealers on rise
- Consumers demanding better content before buying decision
- Very few players offering interactive media content for automotive

Prevailing Global Trends



US Auto Sector



- Total Dealerships: 16,682
- Total Advertising Spend: \$9.2 billion
- Advertising Budget / Vehicle: \$640
- Sales: 17.1 million / \$1.02 Trillion
- Online Spend: 56% of total
- Average Annual Internet Spend/
Dealer: \$310,127



05
Way Ahead



Way Ahead

izmoltd.

Focus on New Products in Existing Geographies

- **izmoEmporio** - 3D Virtual Showroom for dealers – US/ EU
- **izmoVR** – VR Lead Generation Platform for Automotive
- **izmo.ai** – AI Solutions for customer targeting
- **EV S/W** – Software for electric vehicles & mobility solutions. Dedicated R&D efforts to be supported by strong sales & service network

Expanding Data Repository and Auto Dealers Subscriptions

- Focus on updating repository of data with latest and state-of-the-art imagery and information



Focus on Growing Existing Products in Existing Geographies

- **izmoStudio** – Driven by growth in online auto sales
- **izmocars** – French market continues to grow
- **FrogData** – AI & Data Analytics boom fuels growth

Focus on Existing Products in New Geographies

- **izmoauto** to be re-introduced in **USA**
- Full Suite Digital Solutions in **Germany, Spain & Switzerland**



Thank You

Investor Relations Advisors :

Adfactors PR Pvt. Ltd.

Ms. Savli Mangle

savli.mangle@adfactorspr.com

Mr. Rahul Trivedi

rahul.trivedi@adfactorspr.com

www.adfactorspr.com