

August 16, 2021

The Manager Corporate Relationship Department Bombay Stock Exchange 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 of Izmo Limited ("the Company").

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

Yours faithfully,

for **IZMO Limited**



Danish Reza
Company Secretary and Compliance Officer



Enc: As Above

izmoltd.



IZMO Limited
Investor Presentation
August 2021

Disclaimer



izmoltd.

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Company Overview



About Us

World leader in Automotive Interactive Marketing Solutions

- Founded in 1995
- Global footprint with operations in 7 countries across Americas, Europe and Asia; clients spread worldwide
- Product Specialists in e-marketing solutions for automotive sector
- Go-to provider of bespoke SaaS solutions for auto dealers targeted to boost productivity and sales
- Comprehensive repository of auto images, interactive media content and VR products
- Industry leader in software solutions for automotive e-marketing, CRM and VR graphics

Business Mix

- **Automotive Solutions** – Internet solutions to automotive industry worldwide, partnering with dealer & dealer groups, OEMs, finance, insurance, & leasing companies, and leading portals to deliver compelling marketing and customer experiences online
- **Interactive Media Solutions** – Offers world’s largest library of automotive images and animation, virtual brochures, video brochures with voice over, and state-of-the-art CGI graphics
- **Enterprise Products** – Provides packaged product solutions that meet enterprise requirements in connectivity, security and interoperability

Rich Management Experience

- Experienced Management backed by diverse and skilled team with a right mix of operational & technical expertise combined with dedicated and skilled employee base
- Dynamic & rich experience across business verticals

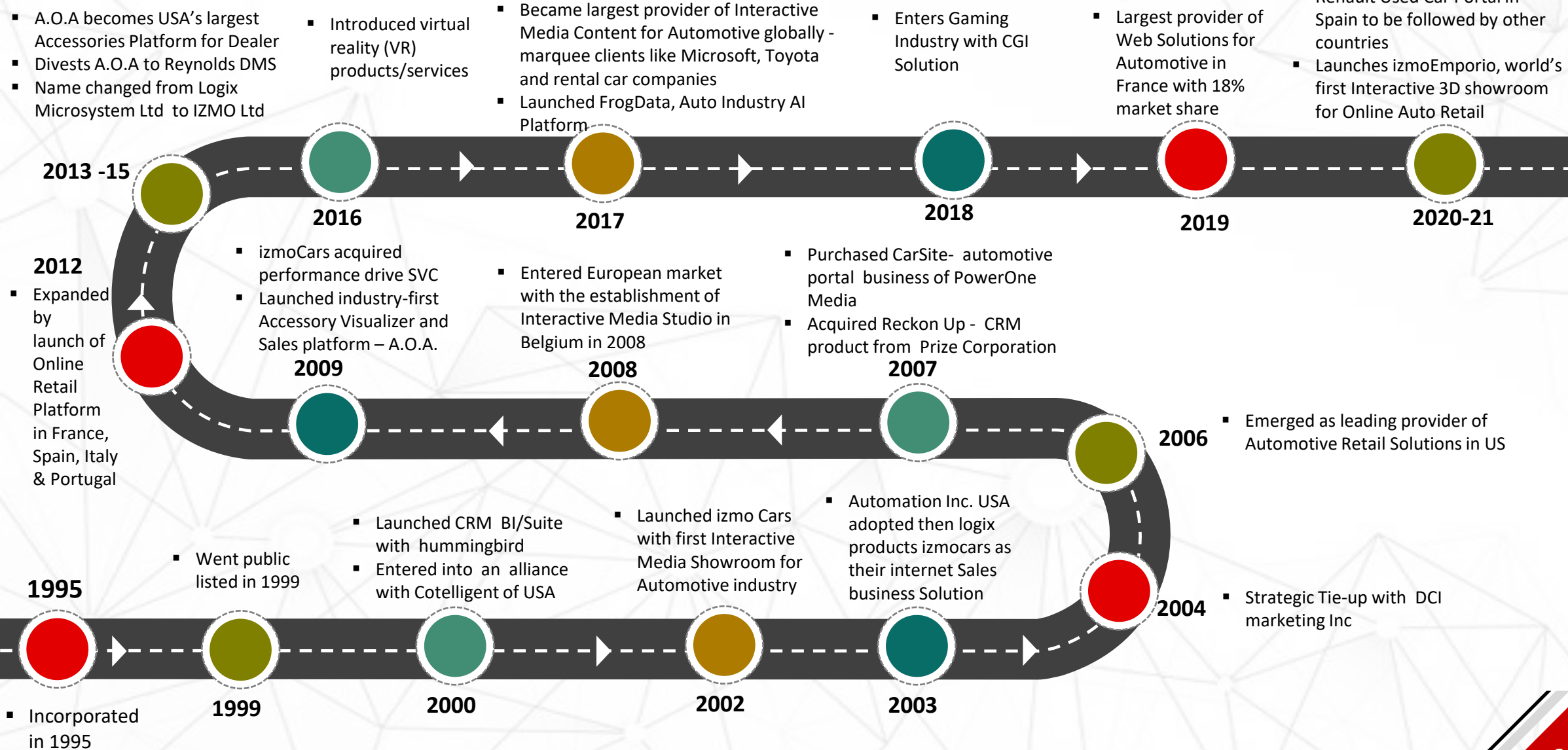
Marquee Clients

- **Automotive** – PSA France (Peugeot Citroen), Sony Gaming, Mitsubishi Motors, Toyota, Ford, Lexus, Renault, Nissan, Hyundai, Siemens, Europcar, Avis, Jato, Hertz, Arval, GM, Vehicullum, MeinAuto.de, Lamirault, AutoSCOUT24, Mobilede, DME automotive, 12Auto, Autotrader, Multilease, Emil Frey, Stellantis (PSA Group) and Automotive.com
- **Information Technology** – Microsoft, Infosys, Wipro, Dataone, Rambus and IBM
- **Telecommunication** – Airtel and Idea





Our Journey so far...





Core & Experienced Management



Mr. Sanjay Soni

(MD & Promoter)

- 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

U.S.A.

France

India

Mr. Tej Soni
(President & Founder of izmocars, USA)

Rod Lampart
(Director of Product, US-based)

Brian Wiklem
(Director of CDGI/VR, US-based)

Chris Daniels
(Director of Interactive Media, US-based)

Mr. Cedric Breton
Commercial Director

Mr. Boris Oliviero
Director - Digital Solutions

Mr. Sarbashish Bhattacharjee
(Chief Technology Officer)

Mr. Srinivasan Vaidyanathan
(VP Operations)

Mr. Ganesh Kumar B
(Director - Engineering)

Mrs. Kiran Soni
(Chief Financial Officer)

Mr. Danish Reza
(CS & Compliance Officer)

Mr. Gopi SD
(Associate Director - Finance & Accounts)

Mr. Akula Satya Kiran
(Head - Web Division)

Mr. Dipankar Kacharia
(Head - AOA Division)



Key Strengths

Only Multinational / Multilingual
Online Auto Retail Platform

01

Unique & Innovative Product & Service
Offerings

02

Experienced Leadership with
deep domain expertise

03

Strong R&D Initiatives

- Average annual spend of Rs. 10-12 cr
(>10% of revenue)

04

Growth driven by surge in Online
Retail for Automotive

05

Highly-Profitable SaaS Platform with
Annual Recurring Revenue (ARR)
revenue model

06

Strong reputation and brand
image among customers

07

Proprietary methodology & process
for CGI products & VR platform

08



Industry Overview

Market Scenario



Business Software Market

- Global business software & services market 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 vertical valued at approximately \$300 billion in 2019, and reached \$330-340 billion in 2020, growing at CAGR of 12.8%
- 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 approximately 39-42% of digital spend in Western European markets such as the UK, Germany, and Spain and expected to have reach 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 2018: 20 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



Prevailing Global Trends

- 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



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



Business Overview





Frogdata

Big Data Platform for Automotive
Data Aggregation, analytics and Artificial Intelligence (AI) services

- Most advanced platform for Automotive Data Analytics
- Integration with major platforms in the Industry
- Next Generation Ai applications



izmo Cars

Online Auto Retail Solution
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 Studio

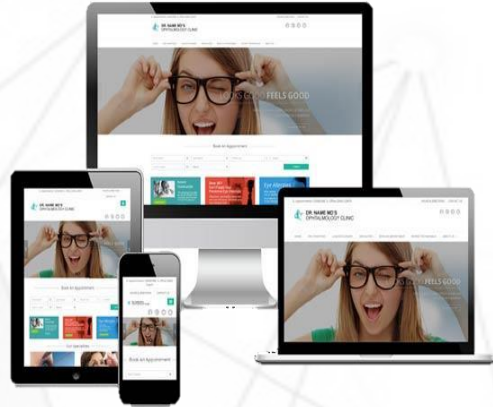
Interactive Media Products
Exhaustive library of automotive images, videos and animations

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





izmo Cars



izmo Web

Automotive Web Platform

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



izmo TheAgency

- Google Partner
- Comprehensive AdWords & Social Media Marketing
- Verified Leads Program for lead qualification



PartsVelocity CRM

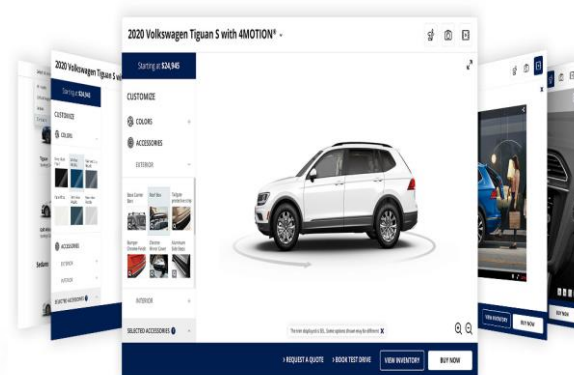
- SaaS based Parts Distribution Sales & Marketing CRM
- Integration with major DMS systems
- PSA Alliance (Peugeot) Standard for Distributors
- Comprehensive platform for Parts Distribution Management
- Integration with major DMS systems in Europe

izmo Studio



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



FrogPlus Advanced Reporting Platform

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

Retail



FrogData Lake – Data Repository for Dealers

- Normalization and migration of DMS data
- Single Repository for all data

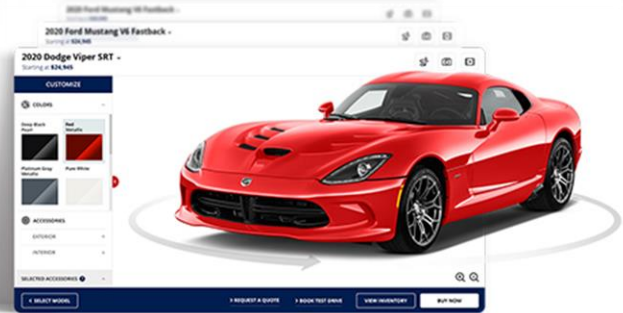


FrogAI Factory

- Next generation apps and automation for dealers
- Alexa Apps, Pre-Pencil Tool, Service Upsell enablement



Other Key Products/Services



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

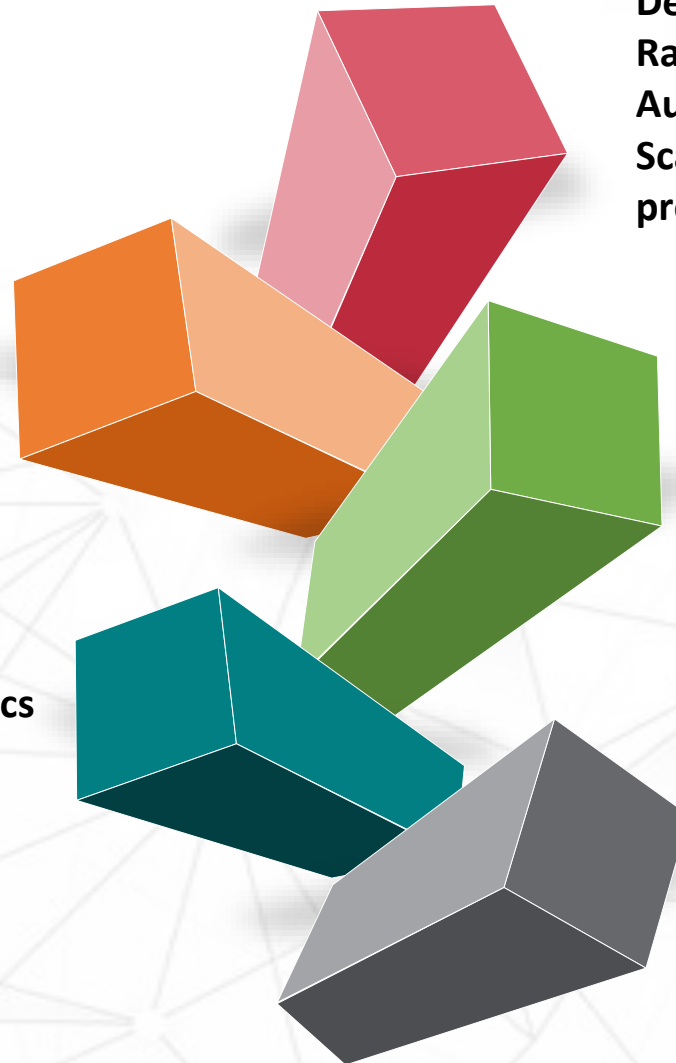
Developed WebGL based 3D Interactive Platform for personalization of cars with accessories

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

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

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

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





Global Presence



98% Revenue from Exports

Marquee Clients



izmoltd.





Recognition from Reputed News Entities

Economic Times ranked izmo Ltd. 71st in “India Growth Champions 2021” rankings list

Financial Times ranked izmo Ltd. 363rd in “High Growth Companies – Asia Pacific, 2021”





Consolidated Financial Highlights



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

“While the last financial year was stricken by the COVID pandemic impacting industries worldwide, we have seen a strong recovery in global markets over the last few months in our industry. Despite the second wave hampering industries in several countries, overall market scenario and consumer sentiment has been improving.

In the first quarter ended June 2021, we reported a 19.03% year-on-year rise in revenue at Rs. 29.35 cr, with EBITDA and PAT at Rs. 4.93 cr and Rs. 1.71 cr, respectively. This represents our Company’s resilience, product appeal and geographical reach, which enables us to navigate turbulent market conditions and remain in an upward trajectory. New contracts and client additions in Europe & US boosted the top line. However, continued fixed expenses and salary hikes given during the period had some bearing on the margins.

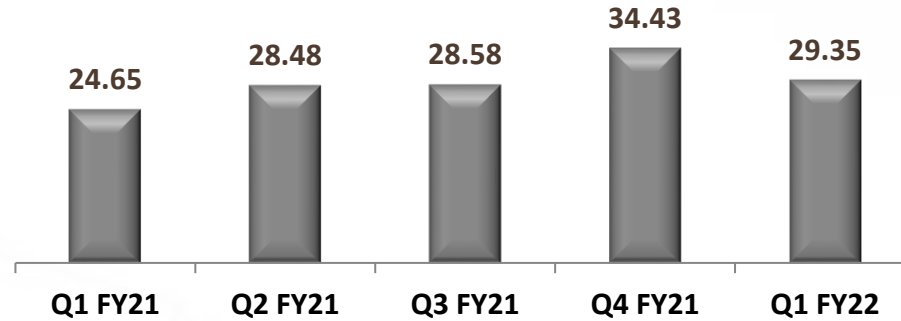
However, growth came in from existing as well as new customers, especially from the US market, many of which are moving operations online. The ongoing pandemic has expedited the shift of business operations to online platforms among many dealers across countries. Similar trend can be witnessed among consumers as well, who are increasingly making their buying decision online. In this paradigm shift, digital content and SaaS products are playing a paramount role, and we see this reflected in the number of new contracts we have been getting.

In line with our strategy, we continue to invest in R&D and innovation to stay ahead of the market. I would like to thank the entire team of izmo and all our stakeholders, for their untiring efforts and support, which drives the Company forward.”

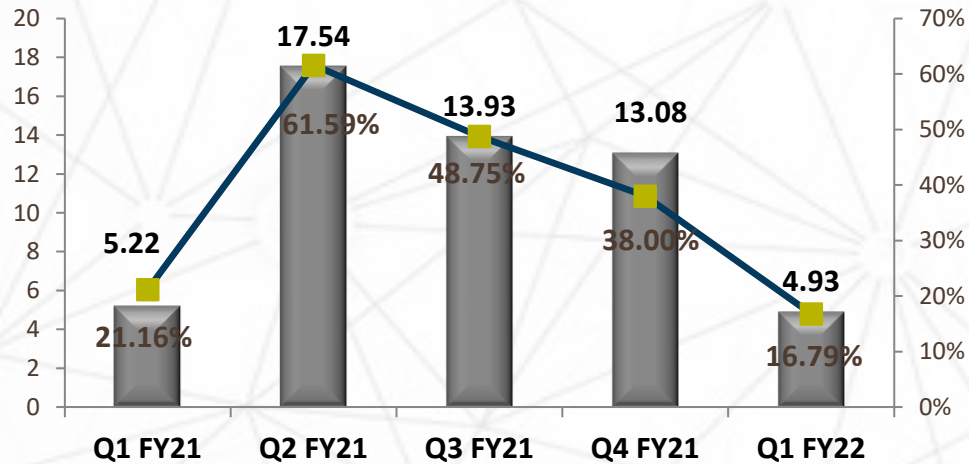
Consolidated Quarterly Financial Highlights



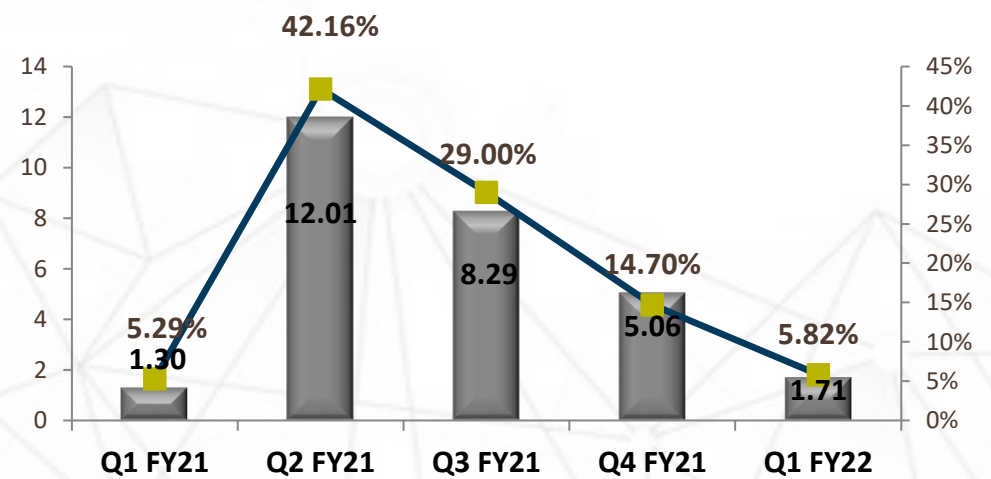
Revenue (Rs. Cr.)



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



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



Consolidated Quarterly Financial Highlights



Rs. Crs	Q1 FY22	Q1 FY21	YoY%	Q4 FY21
Income from Operations	29.35	24.65		34.43
Other Operating Income	0.00	0.00		0.00
Total Income from Operations	29.35	24.65	19.03%	34.43
Raw Material Expenses	0.10	0.16		0.79
Employee Cost	14.30	11.28		11.28
Other Costs	10.80	8.36		12.18
Total Expenditure	25.20	19.79		24.25
EBITDA (including other income)	4.93	5.22	(5.55%)	13.08
EBITDA Margin %	16.79%	21.16%	(437 bps)	38.00%
Other Income	0.78	0.36		2.89
Depreciation	3.05	3.70		7.43
Interest	0.17	0.22		0.33
Profit Before Tax	1.71	1.30		5.32
Tax	0.00	0.00		0.26
Profit After Tax	1.71	1.30	31.04%	5.06
PAT Margin %	5.82%	5.29%	53 bps	14.70%
EPS in Rs.	1.30	1.00	30.00%	3.84

- *Won 32 new contracts in Europe and 41 client additions in the US*
- *Revenue growth driven by new contracts and client additions in the US and Europe*
- *Continued fixed expenses and salary increments offered during quarter impacted margins*

Consolidated Annual Financial Highlights – FY21 vs. FY20



14.75%

Revenue from Operations
Rs. 116.14 Crore



74.11%

EBITDA (including other income)
Rs. 49.77 Crore



1461 bps

EBITDA Margin
42.85%



139.05%

PAT
Rs. 26.66 Crore



1193 bps

PAT Margin
22.95%



138.92%

Basic EPS
Rs. 20.38

Consolidated Annual Financial Highlights – FY21



Rs. Crs	FY21	FY20	YoY %
Income from Operations	116.14	101.21	
Other Operating Income	0.00	0.00	
Total Income from Operations	116.14	101.21	14.75%
Raw Material Expenses	2.19	0.43	
Employee Cost	46.76	44.19	
Other Costs	40.22	36.48	
Total Expenditure	89.17	81.10	
EBITDA (including other income)	49.77	28.59	74.11%
EBITDA Margin %	42.85%	28.24%	1,461 bps
Other Income	22.80	8.47	
Depreciation	22.06	15.62	
Interest	0.87	1.04	
Profit Before Tax	26.84	11.93	
Tax	0.18	0.78	
Profit After Tax	26.66	11.15	139.05%
PAT Margin %	22.95%	11.02%	1,193 bps
EPS in Rs.	20.38	8.53	138.92%

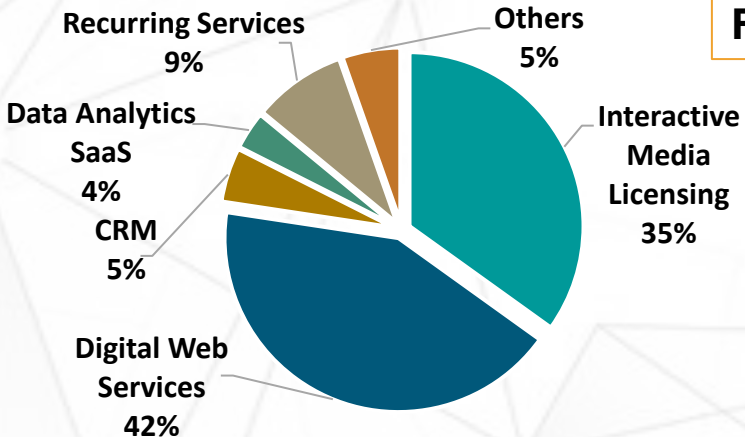
- *Strong growth driven by rising demand from new and existing customers*
- *Increasing number of customers moving operations online*
- *Stringent control on costs supported growth in profit margins*

Consolidated Segmental Revenue – FY21 vs. FY20

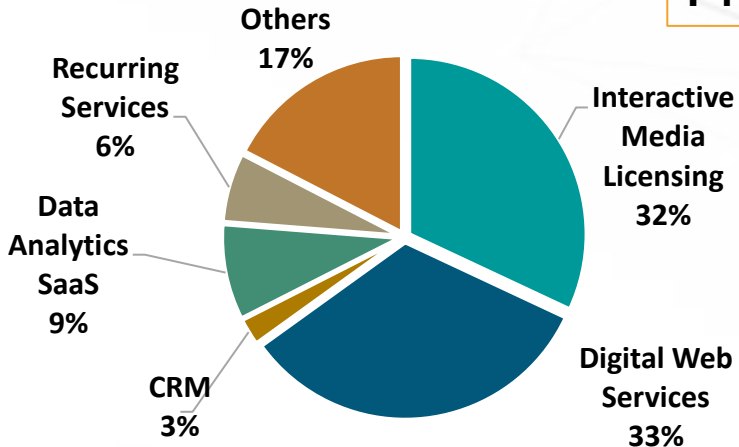


By Product

FY20

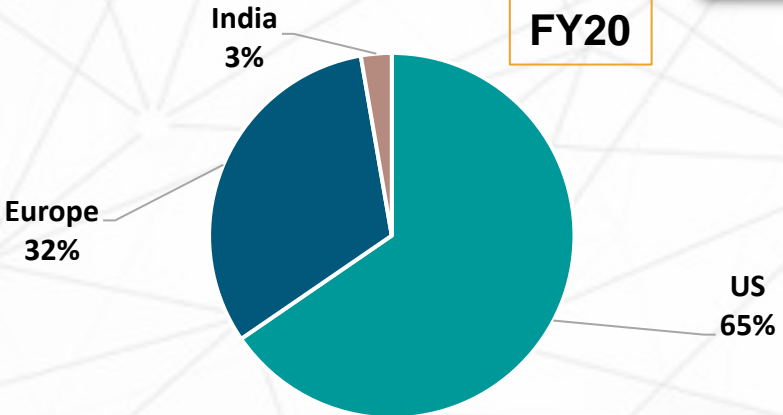


FY21

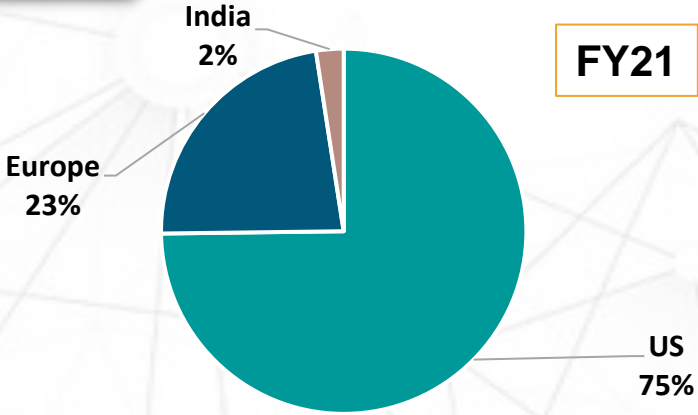


By Geography

FY20



FY21





Consolidated Balance Sheet Highlights – FY21

Rs. Cr.	31 st Mar' 2020	31 st Mar' 2021
Shareholders Funds	208.91	235.54
Share Capital	13.07	13.19
Other Equity	195.84	222.35
Non Current Liabilities	6.54	13.67
Financial Liabilities		
LT Borrowings	4.49	11.24
LT Provisions	2.04	2.43
Current Liabilities	71.06	38.66
Trade Payables	41.07	3.84
Other Financial Liabilities	6.05	8.00
ST Provisions	0.27	0.32
Other Current Liabilities	23.47	26.47
Current Tax Liabilities (Net)	0.19	0.04
Total Equity & Liabilities	286.51	287.88

Rs. Cr.	31 st Mar' 2020	31 st Mar' 2021
Non Current Assets	221.89	223.96
Property Plant & Equipment	2.57	2.61
Capital work in progress	4.48	2.48
Investment Property	1.95	1.84
Other Intangible Assets	207.83	212.14
Deferred Tax Assets	0.51	0.42
Other Non-Current Assets	4.56	4.48
Current Assets	64.61	63.91
Inventories	0.05	0.05
Trade receivables	45.72	27.75
Cash & Cash equivalents	3.62	22.88
Other Financial Assets	15.22	13.23
Total Assets	286.51	287.88



Way Ahead



Focus on New Products in Existing Geographies

- **izmoEmporio** - 3D Virtual Showroom for dealers – US/ EU
- **izmoVR** – VR Lead Generation Platform for Automotive
- **Kinetic CGI** – CGI Product Visualization

Focus on Growing Existing Products in Existing Geographies

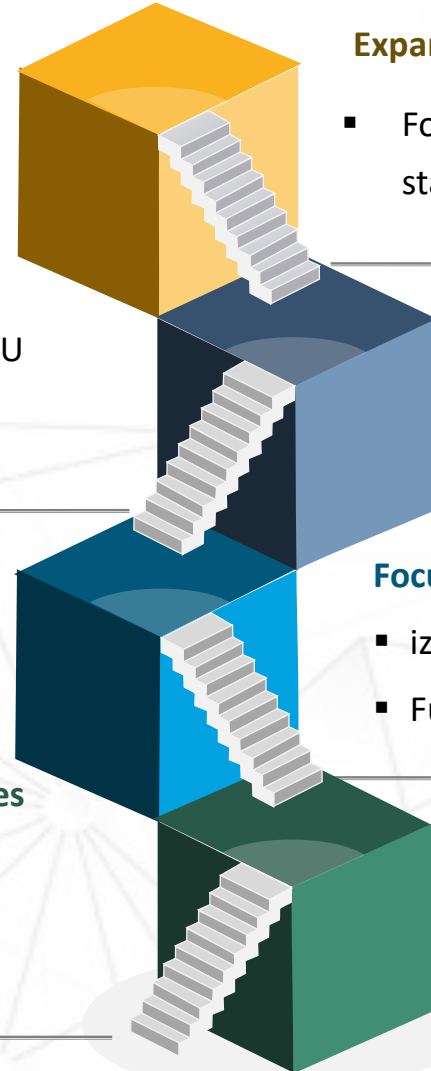
- **izmoStudio** – Driven by growth in online auto sales
- **izmocars** – French market continues to grow
- **FrogData** – Data Analytics boom fuels growth

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 Existing Products in New Geographies

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



Thank You

izmoltd.

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