



ONMOBILE GLOBAL LIMITED  
Tower #1, 94/1 C & 94/2,  
Veerasandra Village, Attibele Hobli,  
Anekal Taluk, Electronic City Phase-1,  
Bangalore - 560100, Karnataka,  
India  
P: +91 80 4009 6000 | F: +91 80 4009 6009  
CIN - L64202KA2000PLC027860  
Email - investors@onmobile.com  
[www.onmobile.com](http://www.onmobile.com)

May 30, 2023

To,  
Department of Corporate Services,  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001  
Scrip Code: **532944**

The Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza,  
Bandra Kurla Complex, Bandra (East)  
Mumbai - 400 051  
Scrip Code: **ONMOBILE**

Dear Sir/Madam,

**Sub: Investor Presentation- Q4 FY 2022-23**

Pursuant to Regulation 30 & 46 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the Investor Presentation on the Financial Results of the Company for the quarter and year ended March 31, 2023, which is made available on Company's website: [www.onmobile.com](http://www.onmobile.com).

Request you to kindly take the same on record.

Thanking you,

Yours sincerely,  
For OnMobile Global Limited

P V Varaprasad  
Company Secretary

Encl: a/a

# 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 future business developments and economic performance of OnMobile Global Limited including its subsidiaries (OnMobile or the Company).

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 undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.

This presentation does not constitute an offer or invitation to purchase or deal or subscribe for any shares in the Company and neither any part of it shall form the basis of or be relied upon in connection with any contract or commitment whatsoever.



# onmobile

Global Leader in Mobile Entertainment

# Propelling Mobile Gaming & Entertainment

INVESTOR PRESENTATION

May 30<sup>th</sup>, 2023





# Key Highlights

- Q4 FY23 revenues at INR 1345 Mn; FY23 revenue at INR 5,490 stable YoY
- As of 22<sup>nd</sup> May FY23, Challenges Arena has 48 live customers out of 71 cumulative customer agreements. Revenue from Challenges Arena in Q4 FY23 increased by more than 3x on YoY basis; and it has grown close to 22x in the last 8 quarters;
- As of 22<sup>nd</sup> May FY23, ONMO has 10 live customers out of 23 cumulative customer agreements. Revenue from ONMO in Q4 FY23 increased by 99% on QoQ basis;
- Improved Gross Profit margins up 54.8% from 53.8% QoQ
- Overall profitability impacted on account of one-time severance cost
- Overall DSO improved to 115 days in Q4FY23 v/s 143 in Q3FY23.
- Gamize: Launched first-ever SaaS-based gamification platform for brands across industries. Revenue impact of this will start small in Q2/Q3 FY24





The future is  
**GAMING**



# CHALLENGES ARENA

## Tapping into the **Global Trivia Gaming Market**



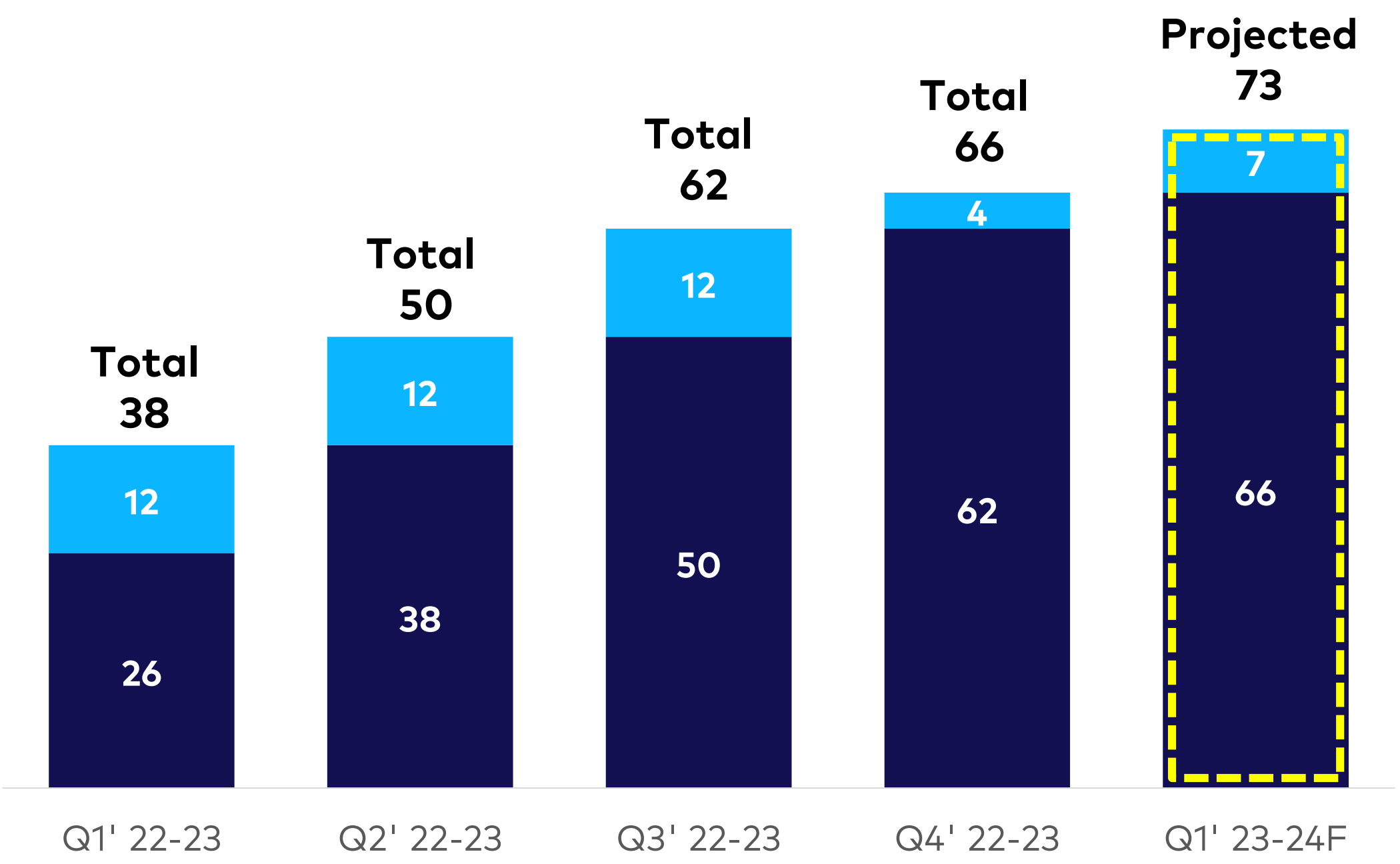


# Challenges Arena: Quarter wise progress – Customer Confirmation and Live Customer (Q1 projected)



## CUSTOMER CONFIRMATION

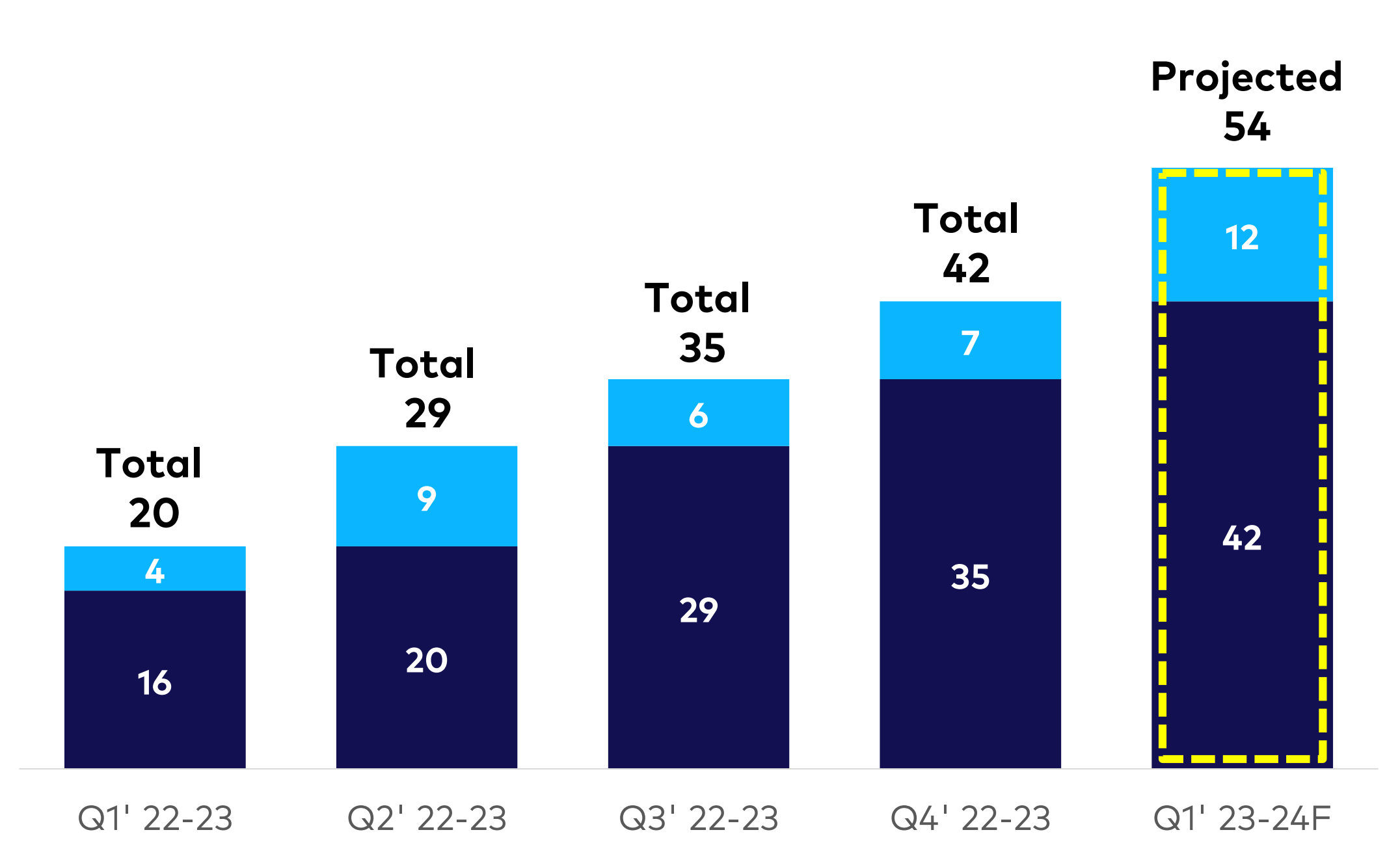
■ Customer confirmation    ■ Signed during in the quarter



Continued sales focus on getting customer confirmations

## LIVE CUSTOMERS

■ Cumulative live customers    ■ Went live during the quarter



Average target addition of 4 new customers per month in Q1 FY24F

As at 22<sup>th</sup> May, Customer confirmations 71, Live customers 48

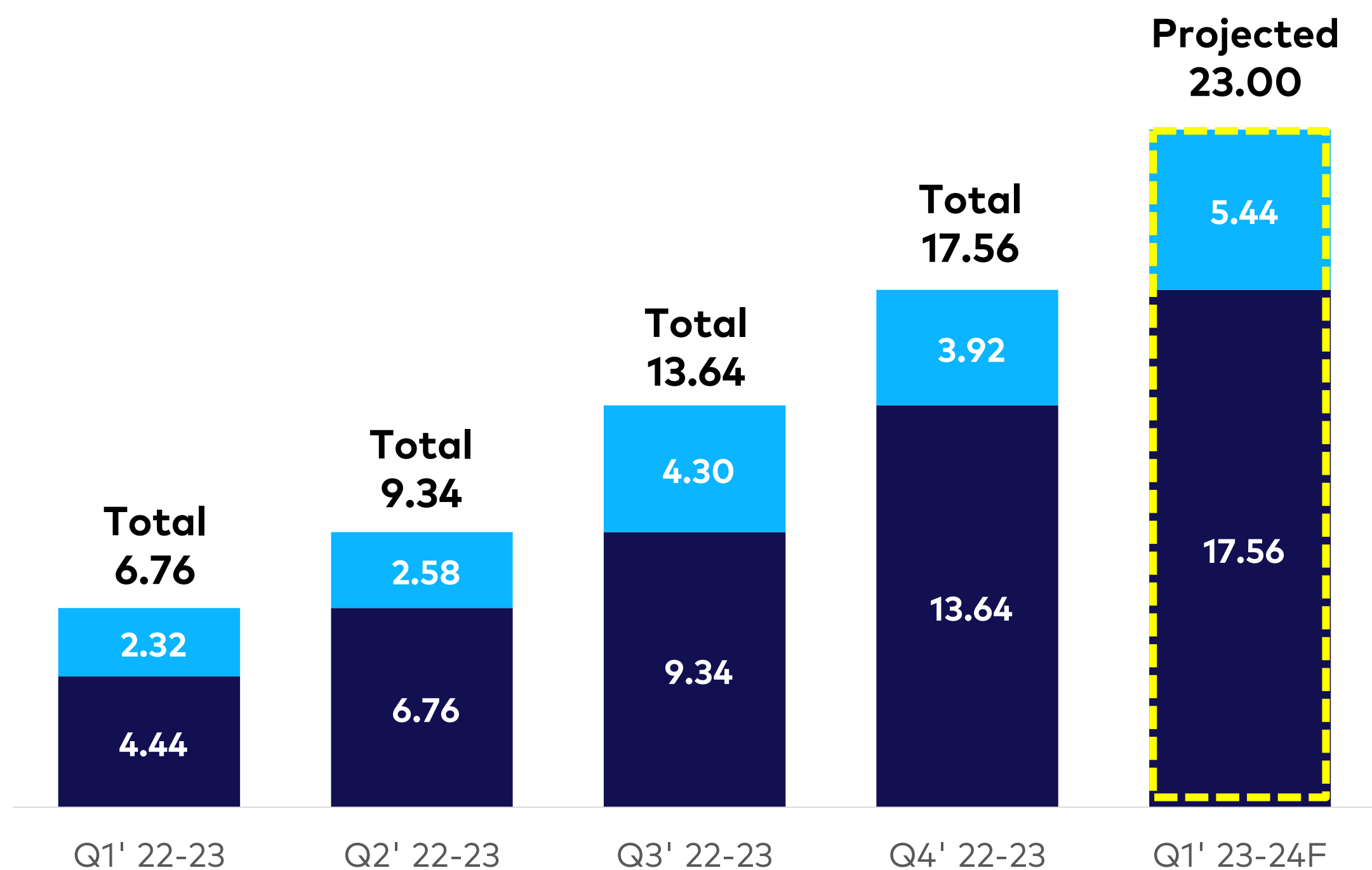


# Challenges Arena: Gross and Net Active Subscribers (Q1 FY24 projected)



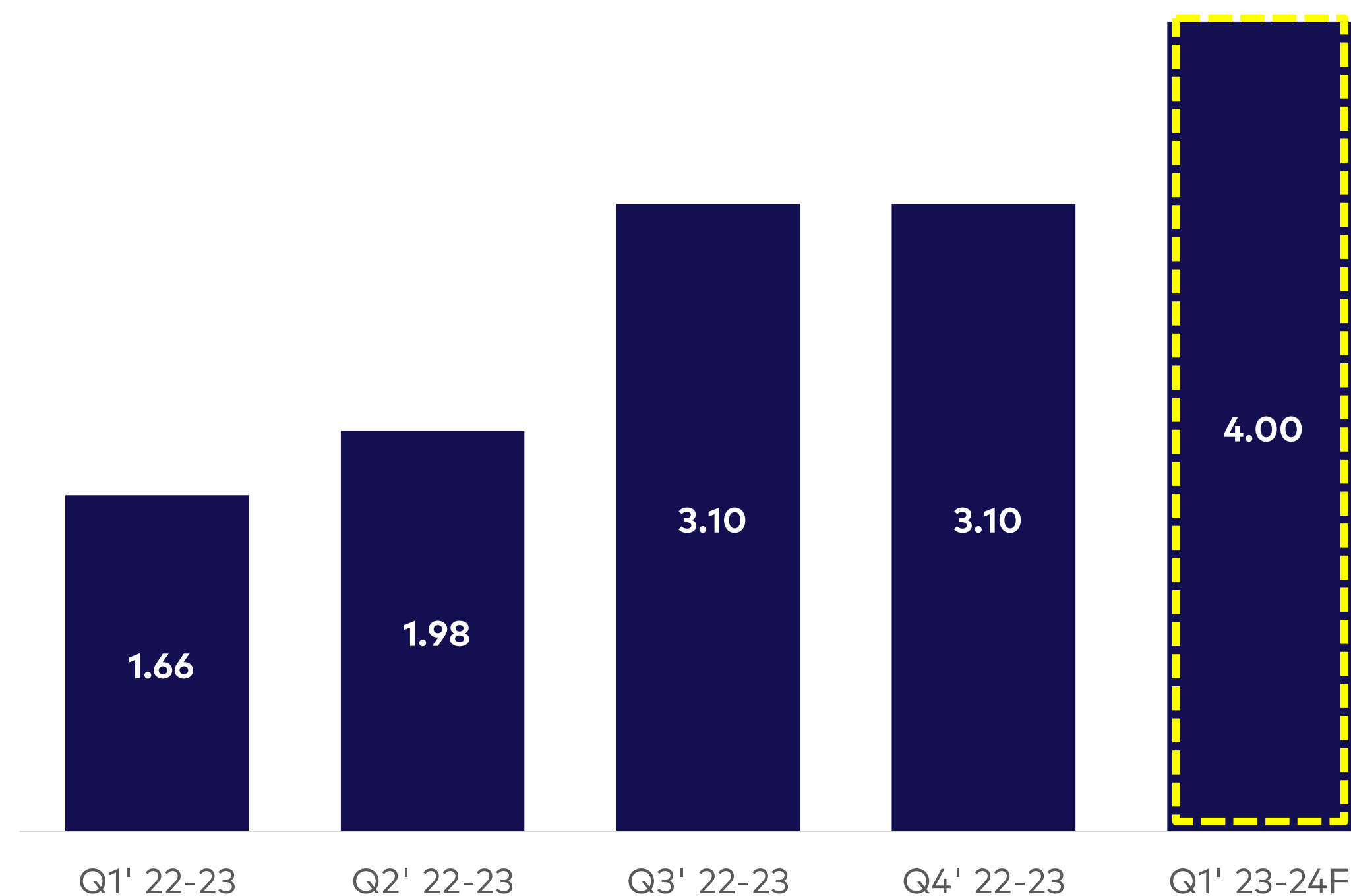
## GROSS ADDS

■ Cumulative Gross Adds   ■ Added during the quarter



>1Mn Gross Subscribers are added every month now since Q3

## NET ACTIVE SUBSCRIBERS



Increase in Q1 FY24F due to 12 new cust. and base normalization in existing customers

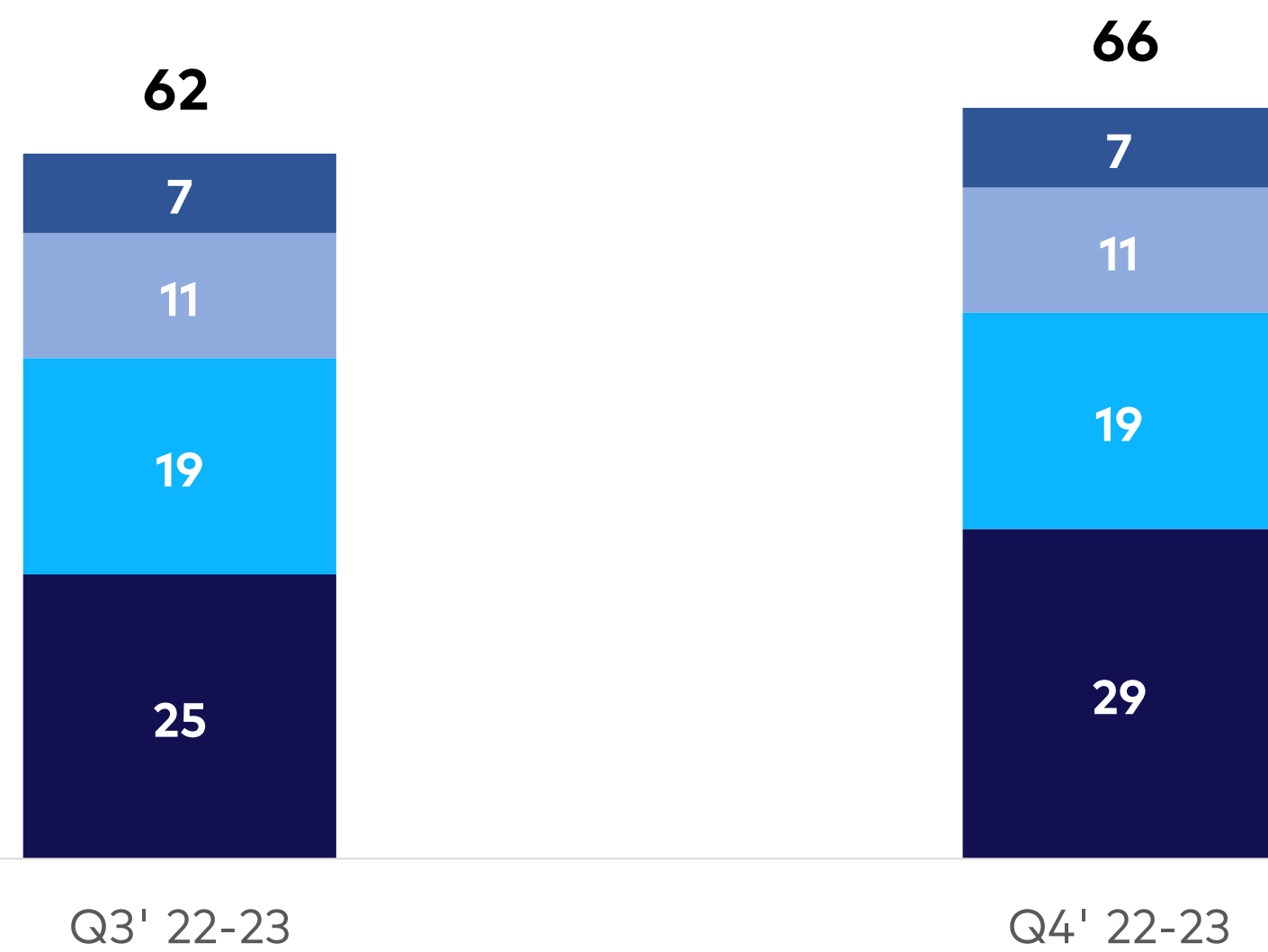


# Challenges Arena: Geo wise split & New Logos split (till Q4'FY23)



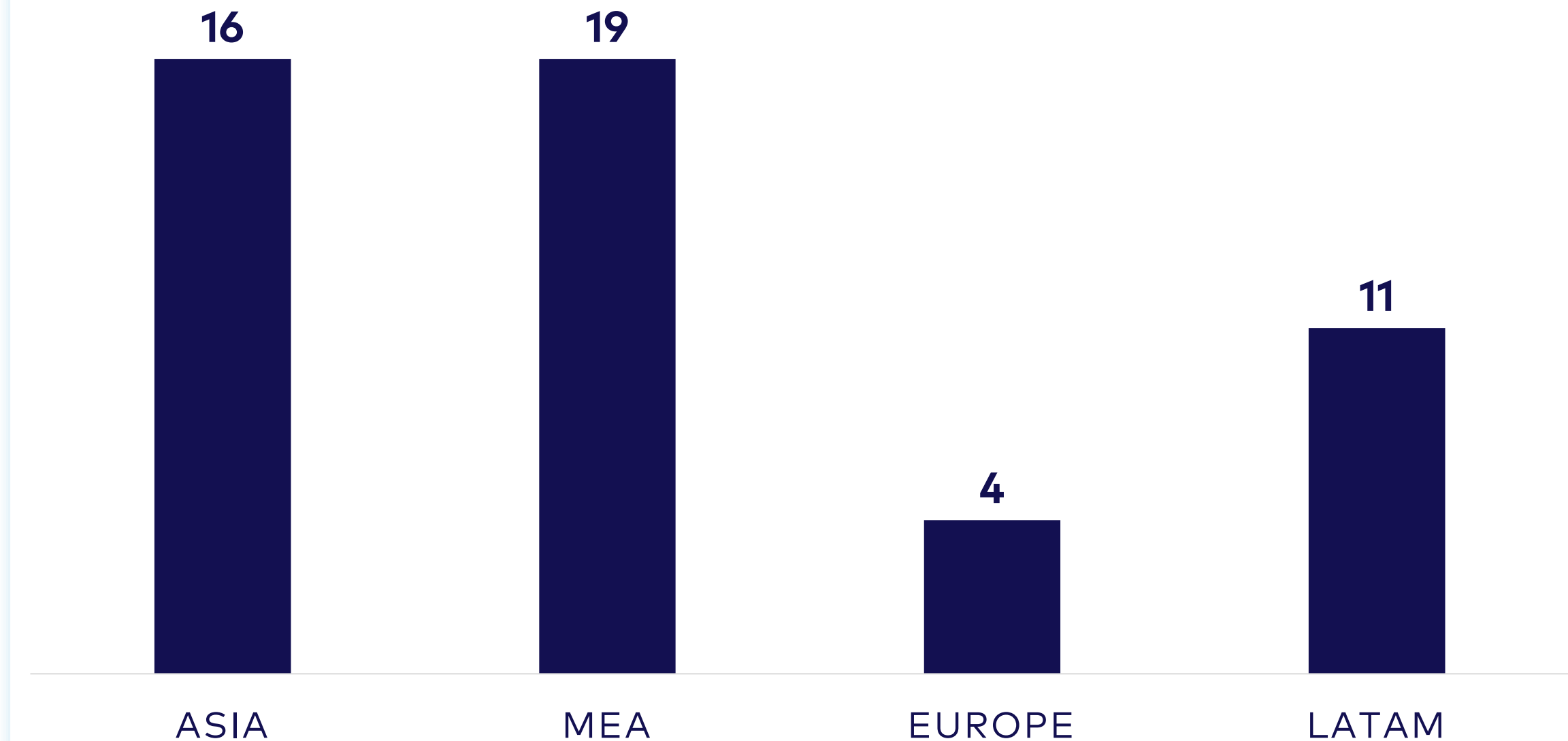
## CUSTOMER CONFIRMATION- 66

■ MEA ■ Asia ■ LATAM ■ Europe



Plan to focus in MEA & Asia and explore the untapped markets in LatAm and Europe

## NEW LOGOS - 50

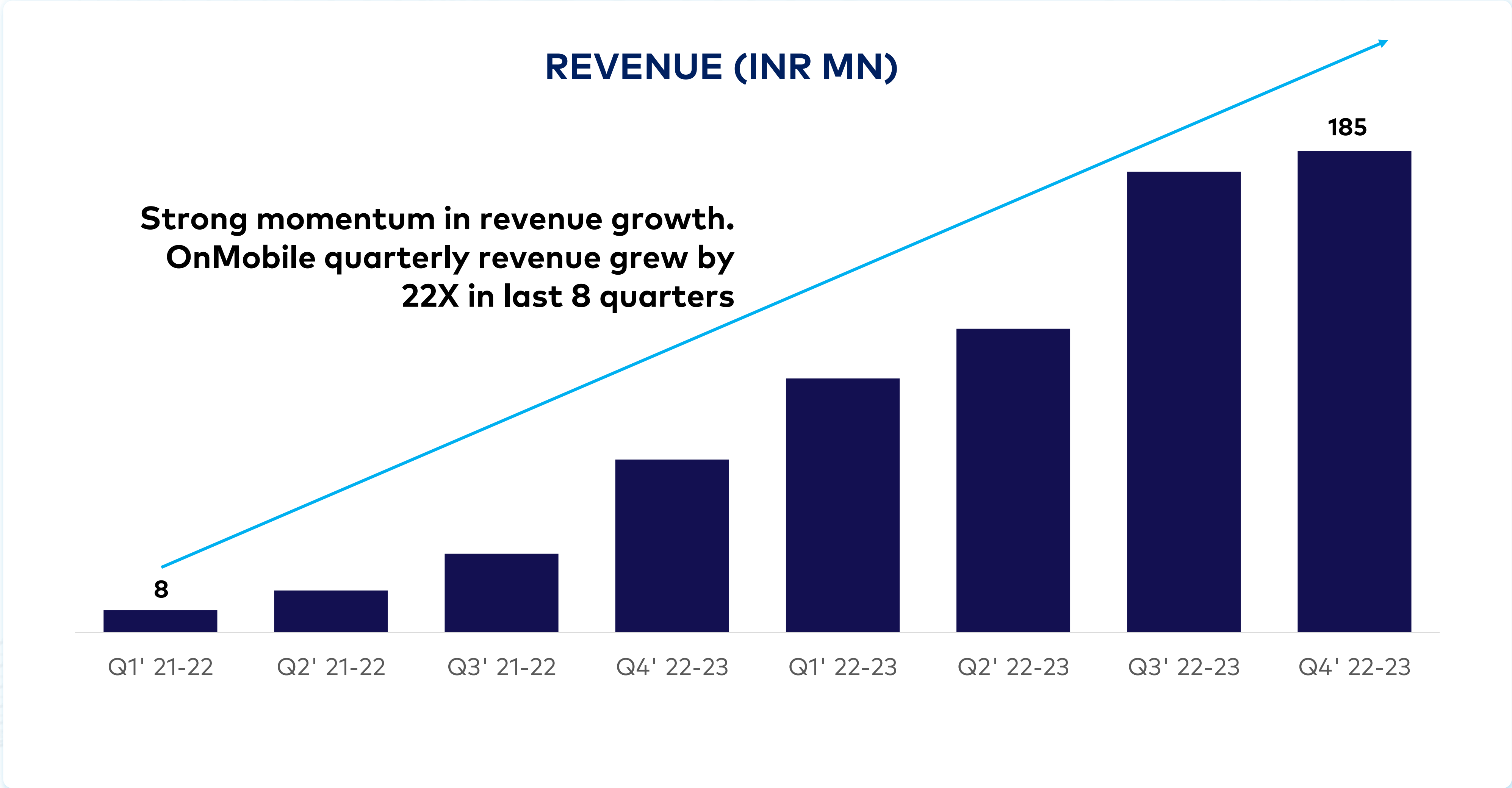


76% out of total 66 customers are new logos

**New Countries:** Thailand, Myanmar, Cambodia, Indonesia, Portugal, Romania, Ivory Coast, Cameroon, Ghana, Uruguay, Colombia



# Challenges Arena: Quarter-wise Progress in Revenue





**OMMO<sup>®</sup>**

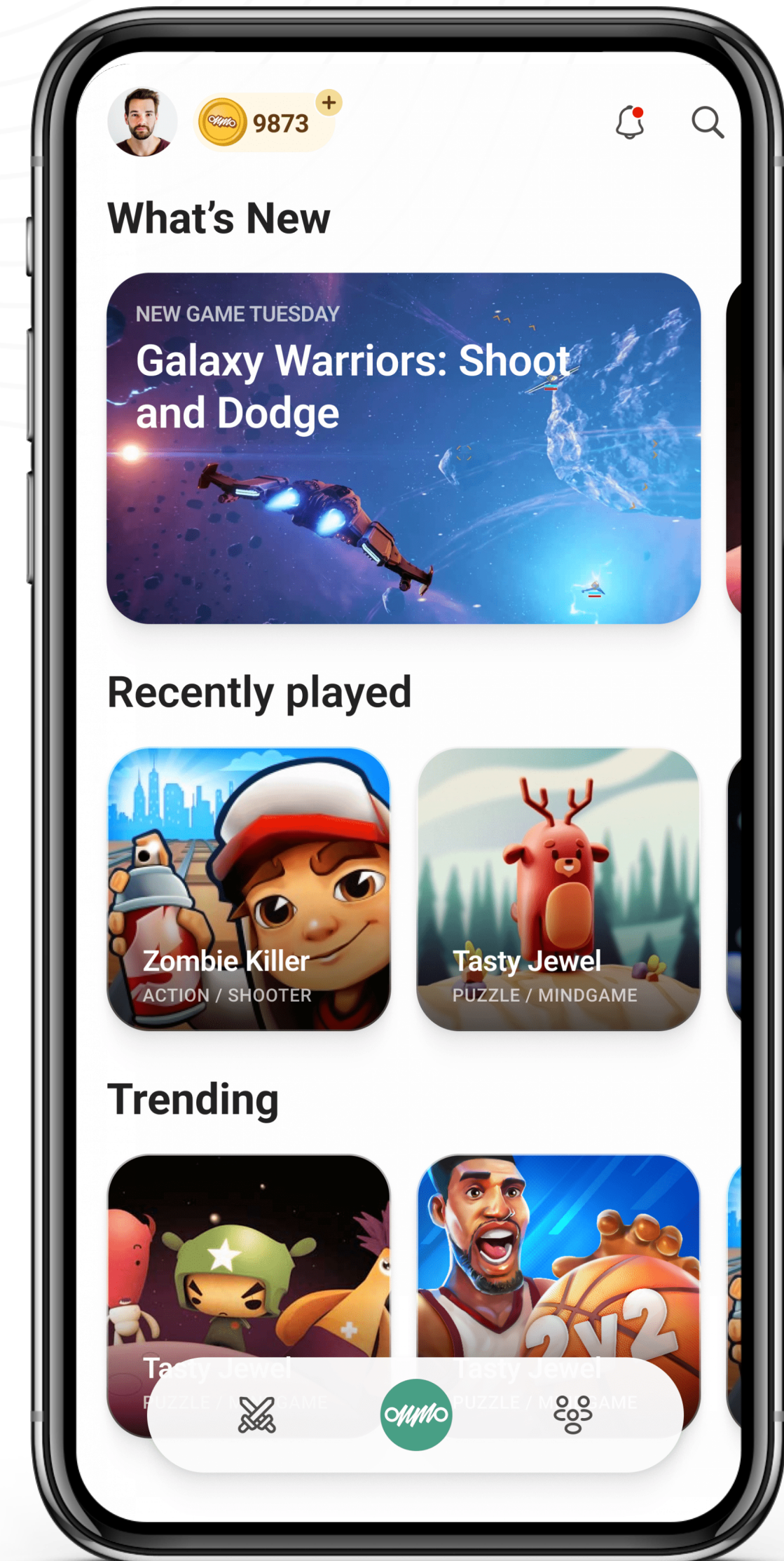
**Social Esports**  
for everyone





# ONMO: Key Highlights

- ONMO is now live with 10 customers, and expected to go up to 14 by the end of the quarter
- We have crossed the 500k subscribers' line and expected to go up to 1 Mn within two quarters



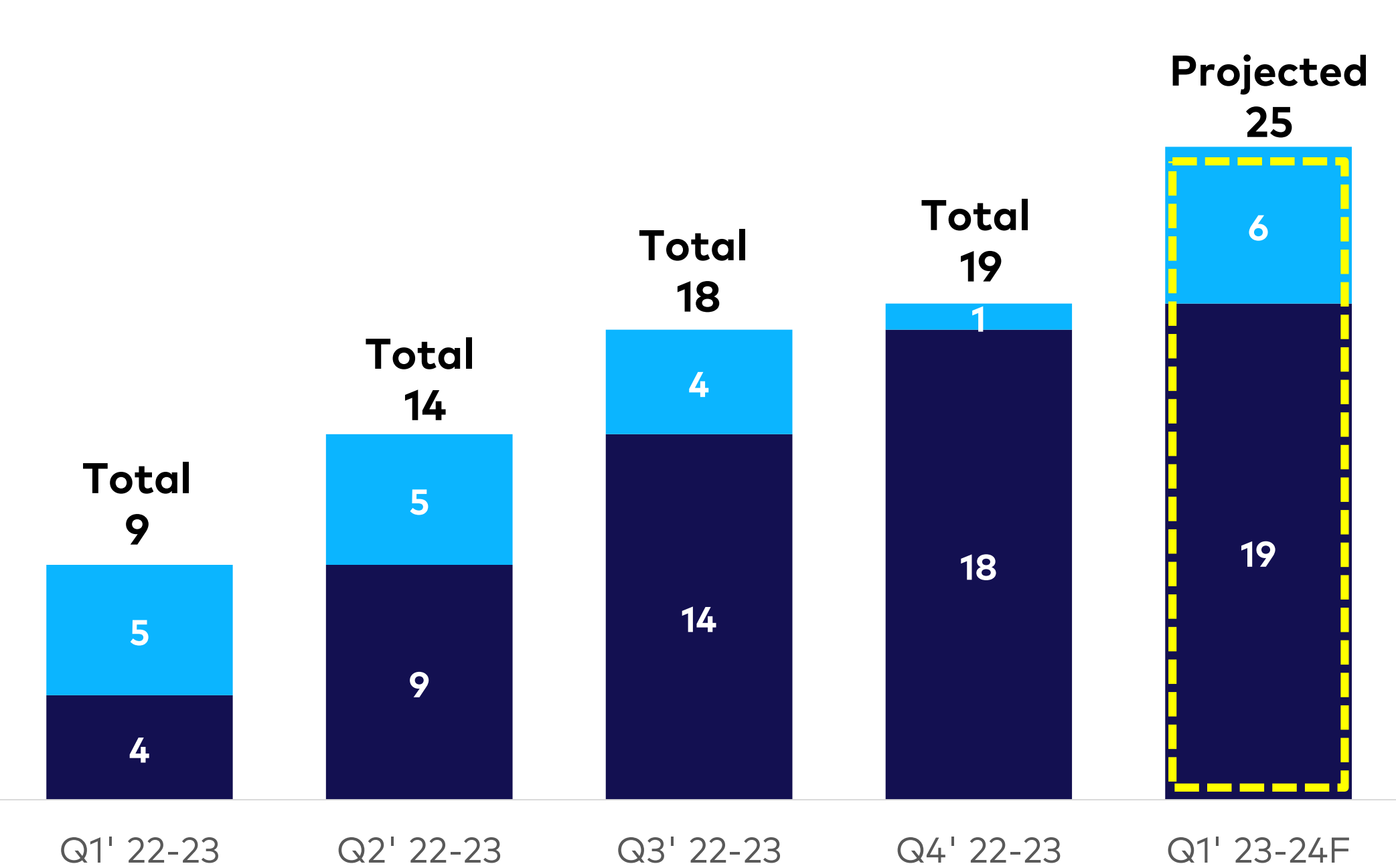


# ONMO: Quarter wise progress – Customer Confirmation and Live Customer (Q1 projected)



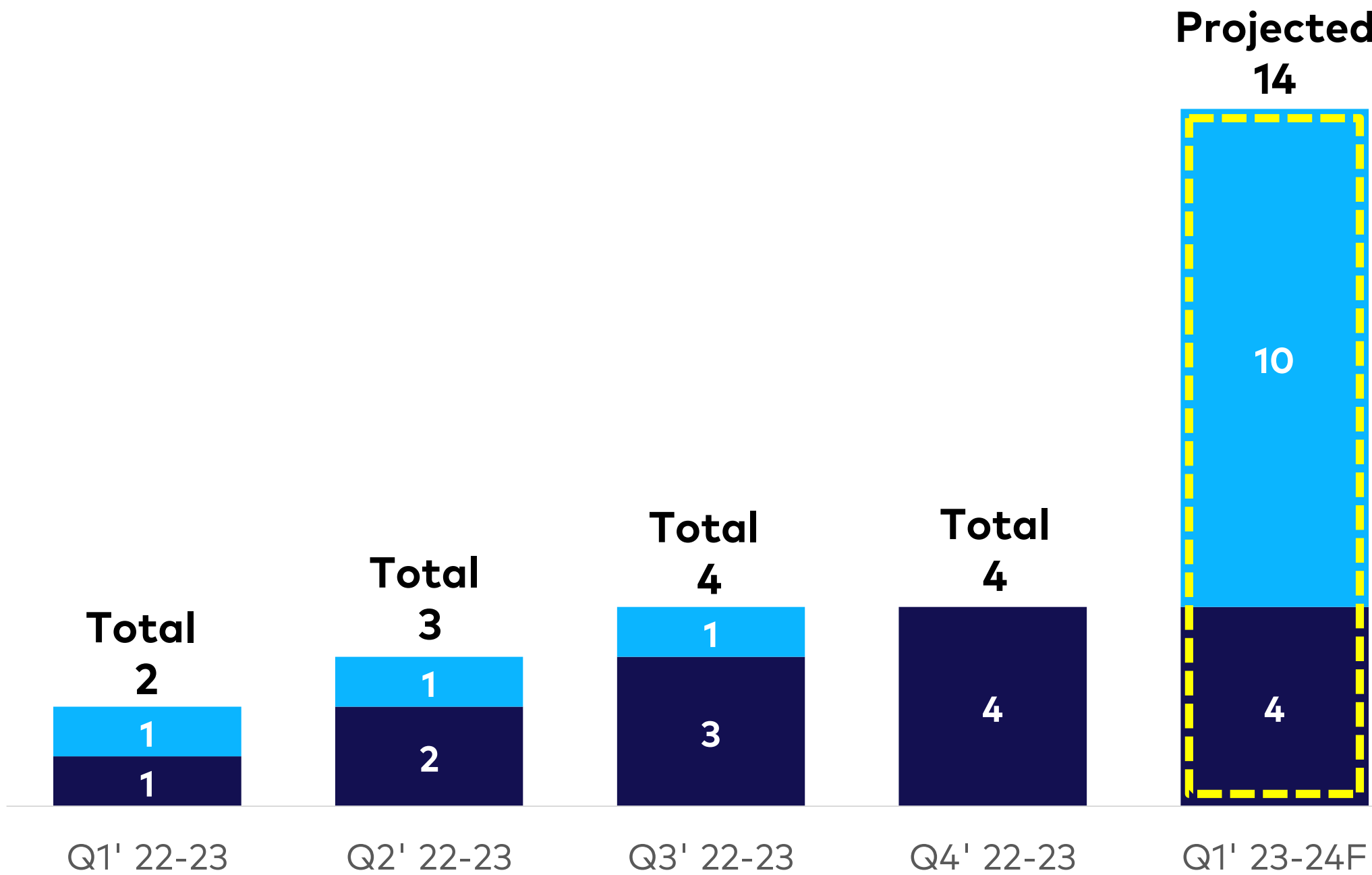
## CUSTOMER CONFIRMATION

■ Customer confirmation   ■ Signed up during the quarter



## REVENUE LIVE CUSTOMERS

■ Cumulative live customers   ■ Went live during the quarter



As at 22<sup>nd</sup> May, Customer confirmations 23, Live customers 10





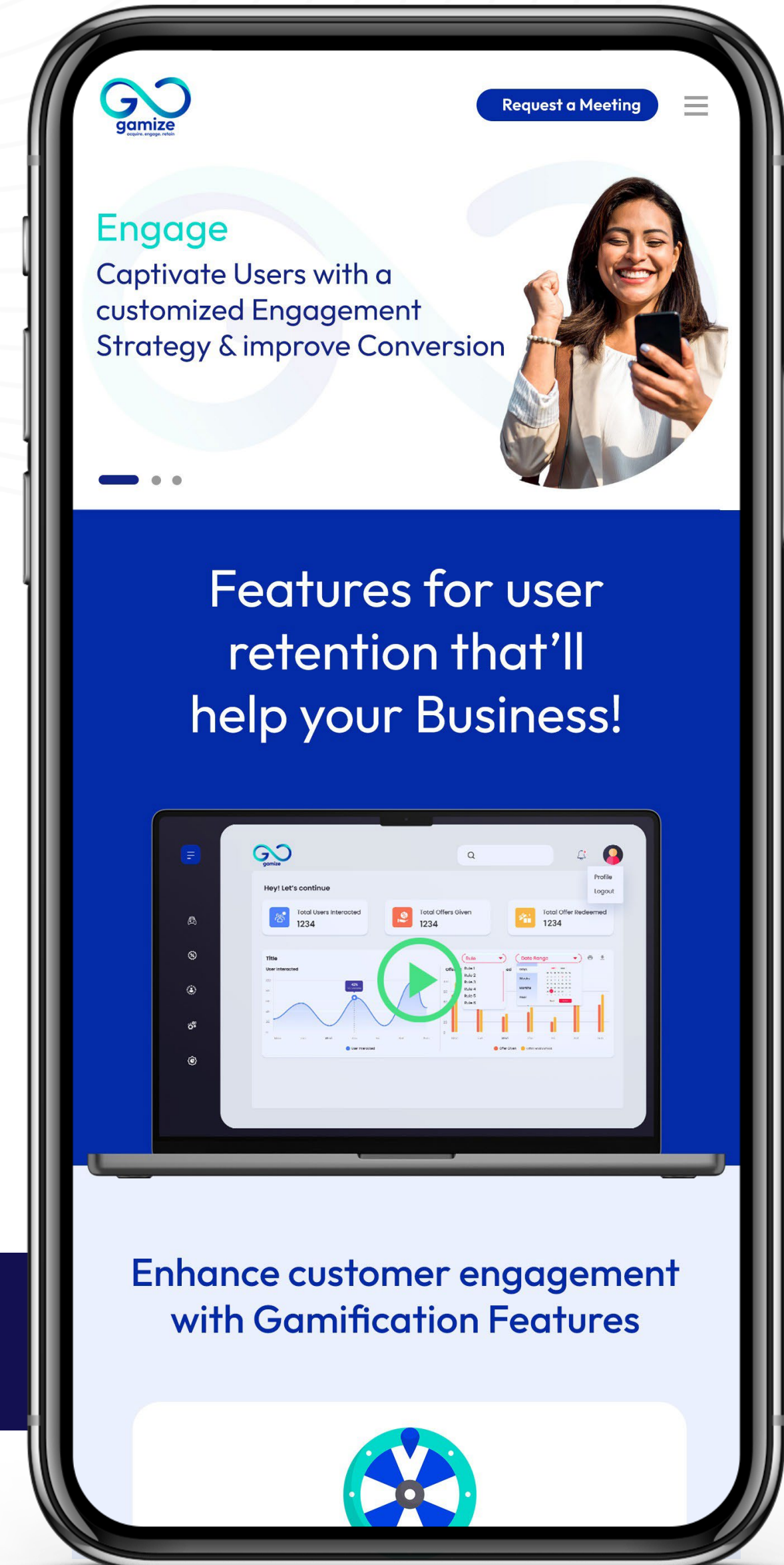


# Gamize Value Proposition



**A customizable gamification platform for enterprises to launch campaigns to acquire, engage and retain users instantly.**

Objective: 20 customers FY24





# Features



Smooth Onboarding



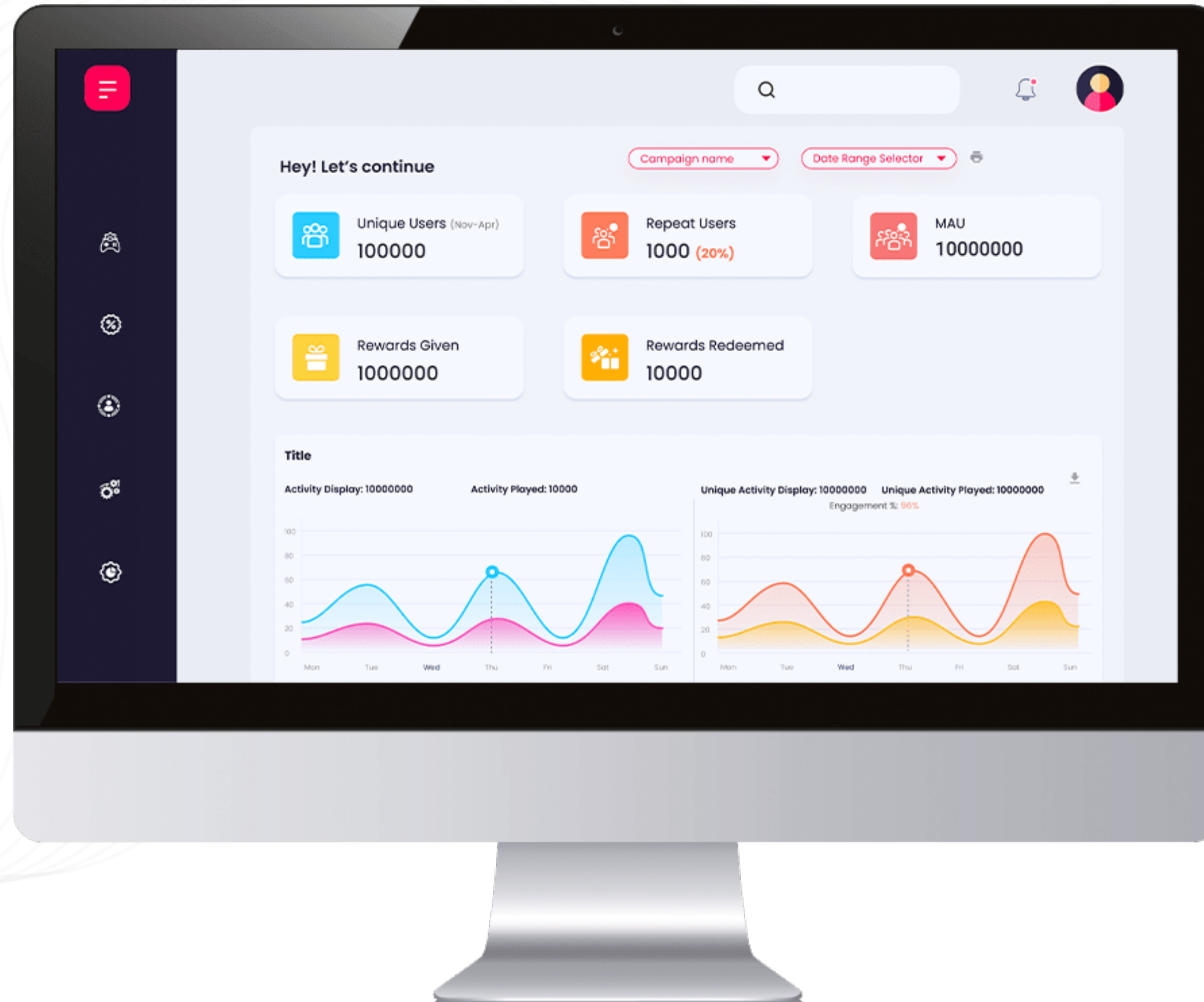
Self Serve UI



Host of various prebuilt Gamification Template



Short format Games



Offer Manager



Intuitive Rule Engine



Real time user segmentation



Smart Dashboards to give 360° view





# FINANCIALS



# Financial Summary FY23

|  |  |                                   |                                  |
|--|--|-----------------------------------|----------------------------------|
| <b>Gross Revenue</b>                     | <b>People cost*</b>  | <b>Marketing</b>                  | <b>Opex</b>                      |
| <b>INR 5,490 Mn</b><br>■ Flat YoY        | <b>INR 1,339 Mn</b><br>■ +8.8% YoY<br><i>*excl. Severance cost INR 52 Mn</i>               | <b>INR 756 Mn</b><br>■ +89.8% YoY | <b>INR 558 Mn</b><br>■ +5.6% YoY |
| <b>EBITDA</b>                            | <b>PAT*</b>  | <b>CA Revenue</b>                 | <b>ONMO Revenue</b>              |
| <b>INR 127 Mn (2.4%)</b><br>■ -72.3% YoY | <b>INR 68 Mn (1.3%)</b><br>■ -79.1% YoY<br><i>*incl. One time Severance cost INR 52 Mn</i> | <b>INR 574 Mn</b><br>■ +4.7X YoY  | <b>INR 99 Mn</b>                 |



# Financial Summary Q4 FY23

|   |   |   |  |
|---|---|---|--|
| <p><b>Gross Revenue</b></p> <p><b>INR 1,345 Mn</b></p> <ul style="list-style-type: none"> <li>-1.7% QoQ</li> <li>+1.0% YoY</li> </ul> | <p><b>People cost*</b></p> <p><b>INR 321 Mn</b></p> <ul style="list-style-type: none"> <li>-3.7% QoQ</li> <li>+15.3% YoY</li> </ul> <p><i>*excl. Severance cost</i></p>               | <p><b>Marketing</b></p> <p><b>INR 213 Mn</b></p> <ul style="list-style-type: none"> <li>+8.5% QoQ</li> <li>+45.3% YoY</li> </ul>                                | <p><b>Opex</b></p> <p><b>INR 148 Mn</b></p> <ul style="list-style-type: none"> <li>-0.7% QoQ</li> <li>+24.0% YoY</li> </ul>                    |
| <p><b>EBITDA</b></p> <p><b>INR 21 Mn (1.6%)</b></p> <ul style="list-style-type: none"> <li>-20.6% QoQ</li> <li>-76.9% YoY</li> </ul>  | <p><b>PAT*</b></p> <p><b>INR -21 Mn</b></p> <ul style="list-style-type: none"> <li>-150.2% QoQ</li> <li>-143.9% YoY</li> </ul> <p><i>*incl. One time Severance cost INR 52 Mn</i></p> | <p><b>CA Revenue</b></p> <p><b>INR 185 Mn</b></p> <ul style="list-style-type: none"> <li>+4.8% QoQ</li> <li>+3X YoY</li> </ul> <p>42 live in Q4 vs 35 in Q3</p> | <p><b>ONMO Revenue</b></p> <p><b>INR 52 Mn</b></p> <ul style="list-style-type: none"> <li>+98.9% QoQ</li> </ul> <p>4 live in Q4 vs 4 in Q3</p> |



# P&L FY23

| P&L(INR Mn)             | FY23         | FY22         | Growth %      |
|-------------------------|--------------|--------------|---------------|
| Gross Revenue           | 5,490        | 5,443        | 0.9%          |
| COGS*                   | 2,710        | 2,826        | -4.1%         |
| <b>Gross Profit</b>     | <b>2,780</b> | <b>2,617</b> | <b>6.3%</b>   |
| <b>Margin (%)</b>       | <b>52.9%</b> | <b>50.4%</b> |               |
| People Cost             | 1,339        | 1,231        | 8.8%          |
| Marketing**             | 756          | 398          | 89.8%         |
| Opex                    | 558          | 529          | 5.6%          |
| <b>EBITDA</b>           | <b>127</b>   | <b>459</b>   | <b>-72.3%</b> |
| <b>Margin (%)</b>       | <b>2.4%</b>  | <b>8.8%</b>  |               |
| Depreciation            | 103          | 104          | -1.1%         |
| <b>Operating Profit</b> | <b>25</b>    | <b>355</b>   | <b>-93.0%</b> |
| <b>Margin (%)</b>       | <b>0.5%</b>  | <b>6.8%</b>  |               |
| <b>Profit After Tax</b> | <b>68</b>    | <b>325</b>   | <b>-79.1%</b> |
| <b>Margin (%)</b>       | <b>1.3%</b>  | <b>6.2%</b>  |               |
| EPS (Diluted)           | 0.6          | 3.1          | -79.2%        |
| <b>Cash Profit</b>      | <b>220</b>   | <b>353</b>   | <b>-37.7%</b> |

\*COGS & UFF refers to Content Cost \*\*Marketing cost includes Contest / Gratification Cost and Customer Acquisition Cost



# P&L Q4 FY23

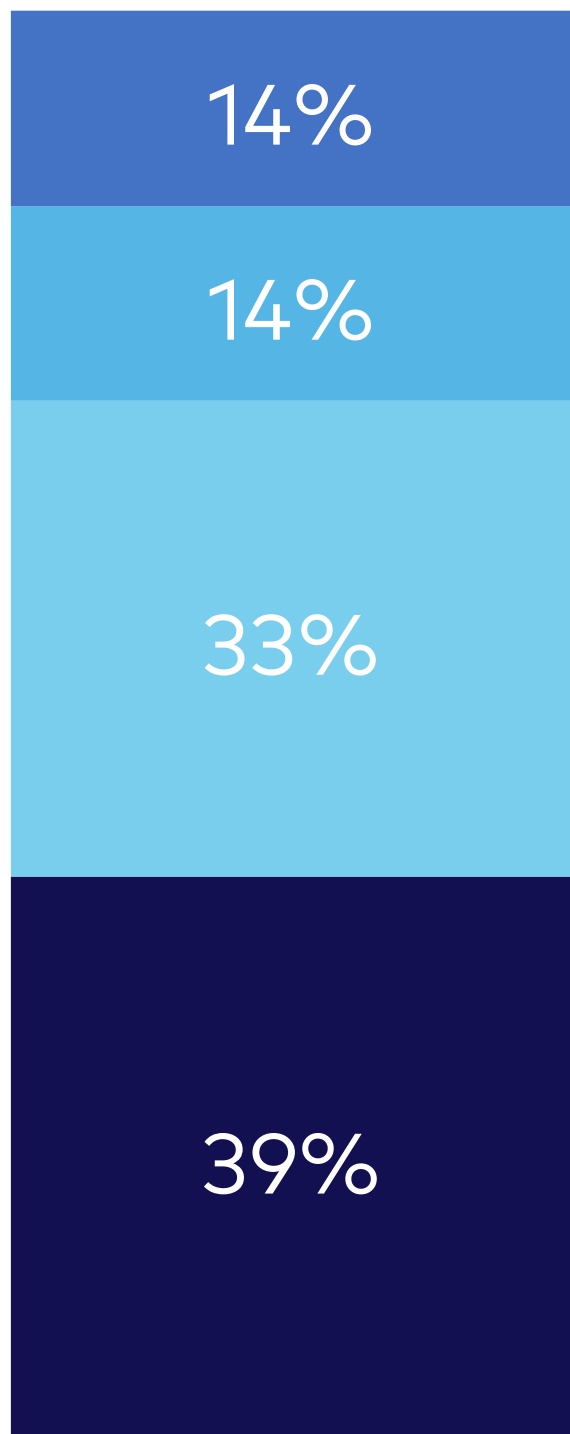
| P&L(INR Mn)             | Q4 FY23      | Q3 FY23      | QoQ Gr %      | Q4 FY22      | YoY Gr %      |
|-------------------------|--------------|--------------|---------------|--------------|---------------|
| Gross Revenue           | 1,345        | 1,369        | -1.7%         | 1,332        | 1.0%          |
| COGS*                   | 643          | 664          | -3.2%         | 698          | -8.0%         |
| <b>Gross Profit</b>     | <b>702</b>   | <b>704</b>   | <b>-0.3%</b>  | <b>633</b>   | <b>10.9%</b>  |
| <b>Margin (%)</b>       | <b>54.8%</b> | <b>53.8%</b> |               | <b>49.8%</b> |               |
| People Cost             | 321          | 333          | -3.7%         | 278          | 15.3%         |
| Marketing**             | 213          | 196          | 8.5%          | 146          | 45.3%         |
| Opex                    | 148          | 149          | -0.7%         | 119          | 24.0%         |
| <b>EBITDA</b>           | <b>21</b>    | <b>26</b>    | <b>-20.6%</b> | <b>89</b>    | <b>-76.9%</b> |
| <b>Margin (%)</b>       | <b>1.6%</b>  | <b>2.0%</b>  |               | <b>7.0%</b>  |               |
| Depreciation            | 26           | 27           | -3.3%         | 25           | 2.1%          |
| <b>Operating Profit</b> | <b>(5)</b>   | <b>(1)</b>   | -             | <b>64</b>    | -             |
| <b>Margin (%)</b>       | -            | -            |               | <b>5.0%</b>  |               |
| <b>Profit After Tax</b> | <b>(21)</b>  | <b>41</b>    | -             | <b>47</b>    | -             |
| <b>Margin (%)</b>       | -            | <b>3.1%</b>  |               | <b>3.7%</b>  |               |
| EPS (Diluted)           | (0.2)        | 0.4          | -             | 0.4          | -             |
| <b>Cash Profit</b>      | <b>72</b>    | <b>63</b>    | <b>13.8%</b>  | <b>68</b>    | <b>5.5%</b>   |

\*COGS & UFF refers to Content Cost \*\*Marketing cost includes Contest / Gratification Cost and Customer Acquisition Cost



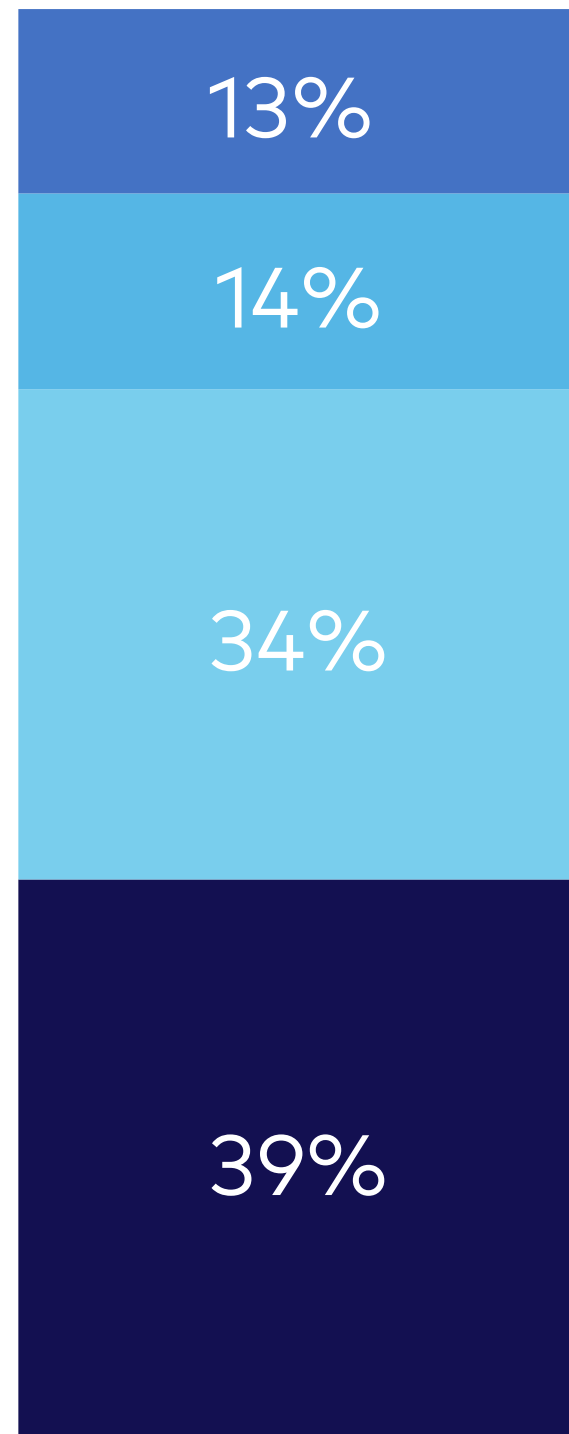
# Revenue by Products

Gross Revenue  
INR 1,345 Mn



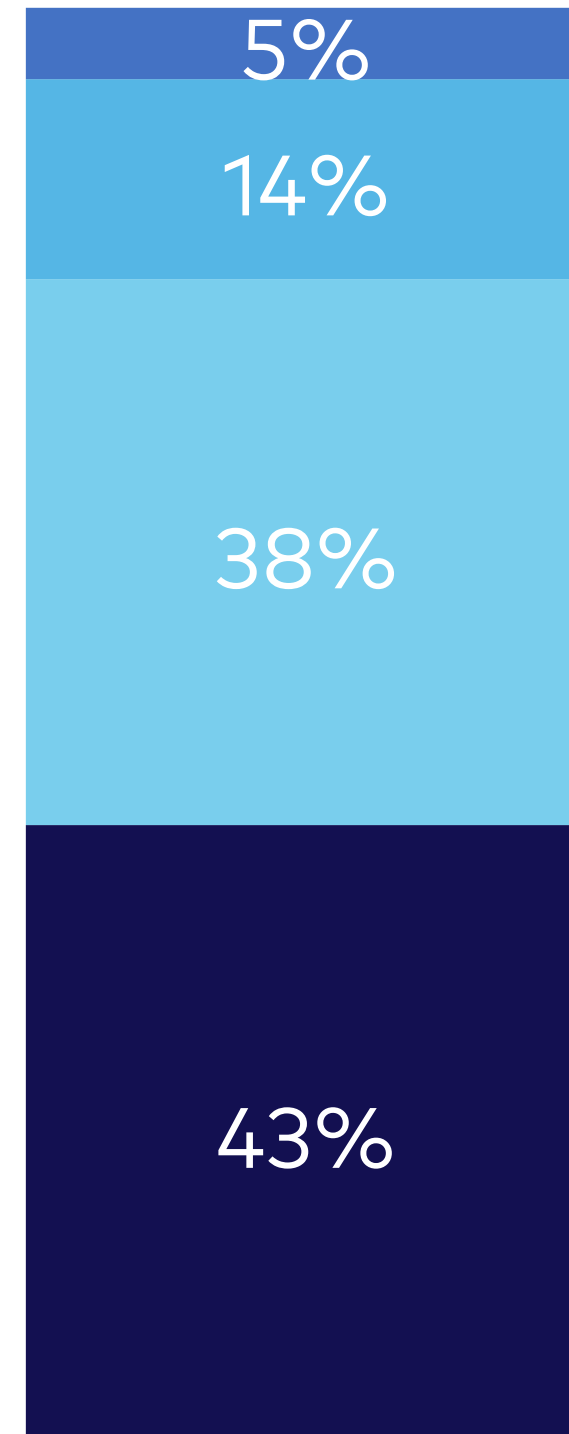
Q4FY23

Gross Revenue  
INR 1,369 Mn



Q3FY23

Gross Revenue  
INR 1,332 Mn



Q4FY22

- Challenges Arena
- Legacy contest, info etc
- Tones
- Videos

8  
(4)  
(22)  
(6)



# Cash Position

| INR Mn   | Q1 FY22 | Q2 FY22 | Q3 FY22 | Q4 FY22 | Q1 FY23 | Q2 FY23 | Q3 FY23 | Q4 FY23 |
|----------|---------|---------|---------|---------|---------|---------|---------|---------|
| Net Cash | 2,272   | 1,778   | 1,445   | 1,352   | 1,200   | 1,130   | 736     | 784     |

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) Rob0 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

Changes in Q1 due to Prod devpt cost of INR 150 Mn

Reduction in Q2 due to Prod devpt cost of INR 160 Mn offset by higher collections

Reduction in Q3 due to Prod devpt cost of INR 199 Mn;  
Dividend paid of INR 158 Mn

Increase in Q4FY23 Cash due to better customer collections



# Ratio Analysis

## Ratio Analysis

Q1 FY22 Q2 FY22 Q3 FY22 Q4 FY22 Q1 FY23 Q2 FY23 Q3 FY23 Q4 FY23

### Profit and Loss

|                                    |       |       |       |       |       |       |       |       |
|------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| International revenue / revenue    | 86%   | 85%   | 83%   | 80%   | 77%   | 79%   | 79%   | 78%   |
| Gross profit / revenue             | 50%   | 50%   | 52%   | 50%   | 51%   | 52%   | 54%   | 55%   |
| Revenue per Employee (INR'000)     | 2,088 | 2,226 | 2,496 | 2,382 | 2,500 | 2,503 | 2,507 | 2,372 |
| EBITDA per Employee (INR'000)      | 225   | 147   | 240   | 160   | 138   | 5     | 48    | 36    |
| Aggregate employee costs / revenue | 23%   | 25%   | 25%   | 22%   | 24%   | 28%   | 25%   | 25%   |
| Profit before tax (PBT) / revenue  | 17%   | 4%    | 9%    | 6%    | 4%    | 1%    | 5%    | -6%   |

### Balance sheet

|                                   |     |     |     |     |     |     |     |     |
|-----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|
| Current ratio                     | 2.0 | 1.7 | 1.6 | 1.8 | 1.7 | 1.5 | 1.5 | 1.5 |
| Day's sales outstanding (Days)    | 122 | 128 | 128 | 125 | 134 | 123 | 143 | 115 |
| Liquid assets / total assets (%)  | 48% | 44% | 38% | 38% | 37% | 35% | 32% | 29% |
| Liquid assets / total sales ratio | 3.4 | 3.1 | 2.6 | 2.6 | 2.5 | 2.4 | 2.2 | 2.0 |



# onmobile

Global Leader in Mobile Entertainment

## For any queries mail us at

 [investors@onmobile.com](mailto:investors@onmobile.com)

