



FY 2014 - 2015 BUSINESS & FINANCIAL INVESTOR UPDATE

DISCLAIMER

Certain Statements in this release reflecting our future growth prospects are forward – looking statements which involve a number of risks and uncertainties that could cause result to differ materially from those in such forwarding looking statements. The risks and uncertainties relating to these statements include but are not limited to risks and uncertainties with respect to fluctuation in earnings, our ability to manage growth, intense competition in online advertising including these factors which may affect our cost advantage, cost of resources and introduction of regulations that might impact the prospects, our ability to successfully complete the planned projects, general economic conditions affecting our industry. The company does not undertake to update any forward looking statements that may be made from time to time by or on behalf of the company.



FINANCIAL HIGHLIGHTS

Revenue at Rs. 1957 Crores vs. Rs 1673 Crores in FY 2014, growth at 17.7%

Net profit at Rs 342 Crores vs. Rs 262* Crores in FY 2014, growth at 30.36%

Digital Marketing Revenue at Rs 1494 Crores vs. Rs 1215 Crores in FY 2014, growth at 22.22%

Digital Marketing PBT at Rs 541 Crores & Software Services PBT at Rs 3.5 Crores

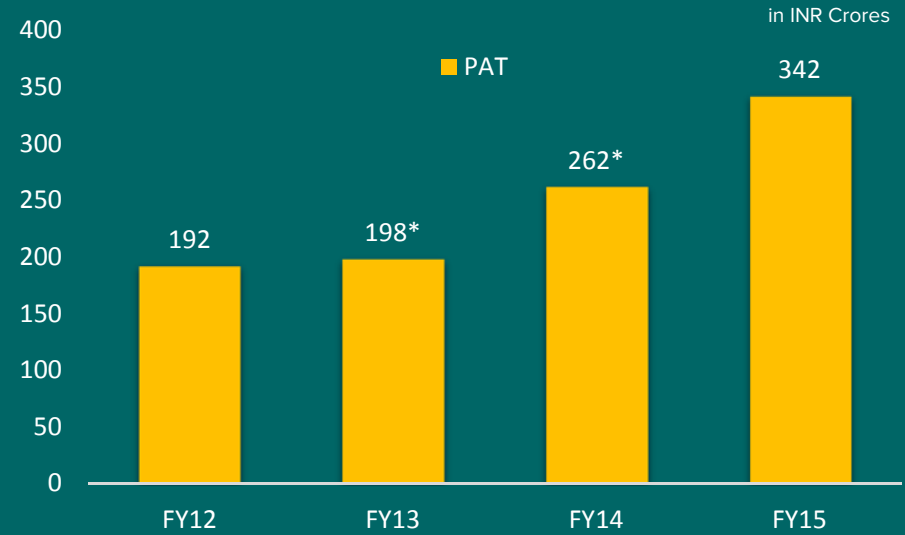
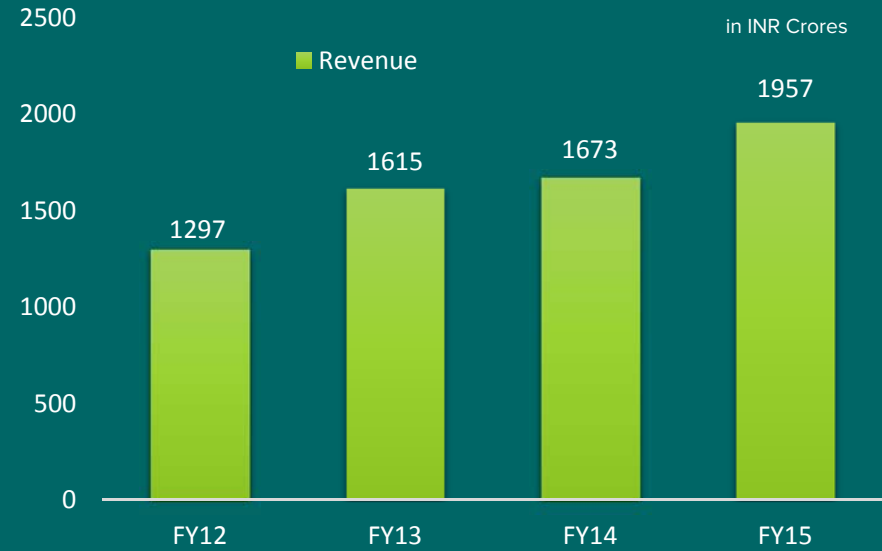
Software Services Revenue at Rs 463 Crores vs. Rs 457 Crores in FY 2014, growth at 1%

Receivables days decreased by 2 weeks from 171 days to 157 days.

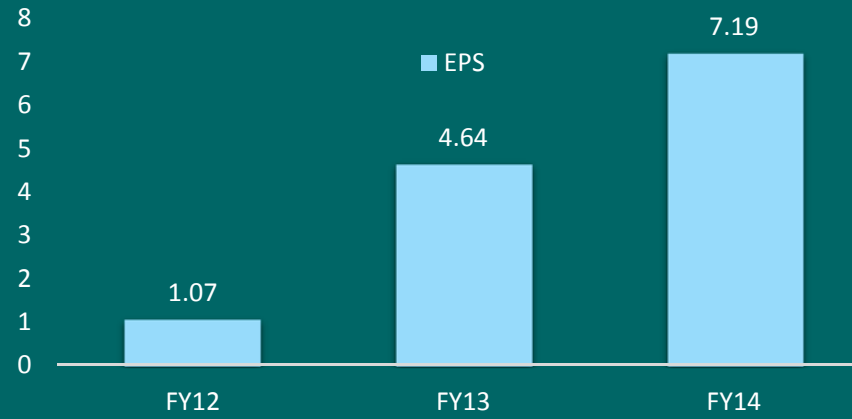
Debt decreased from Rs 164 Crores to 96 Crores.



FINANCIAL HIGHLIGHTS



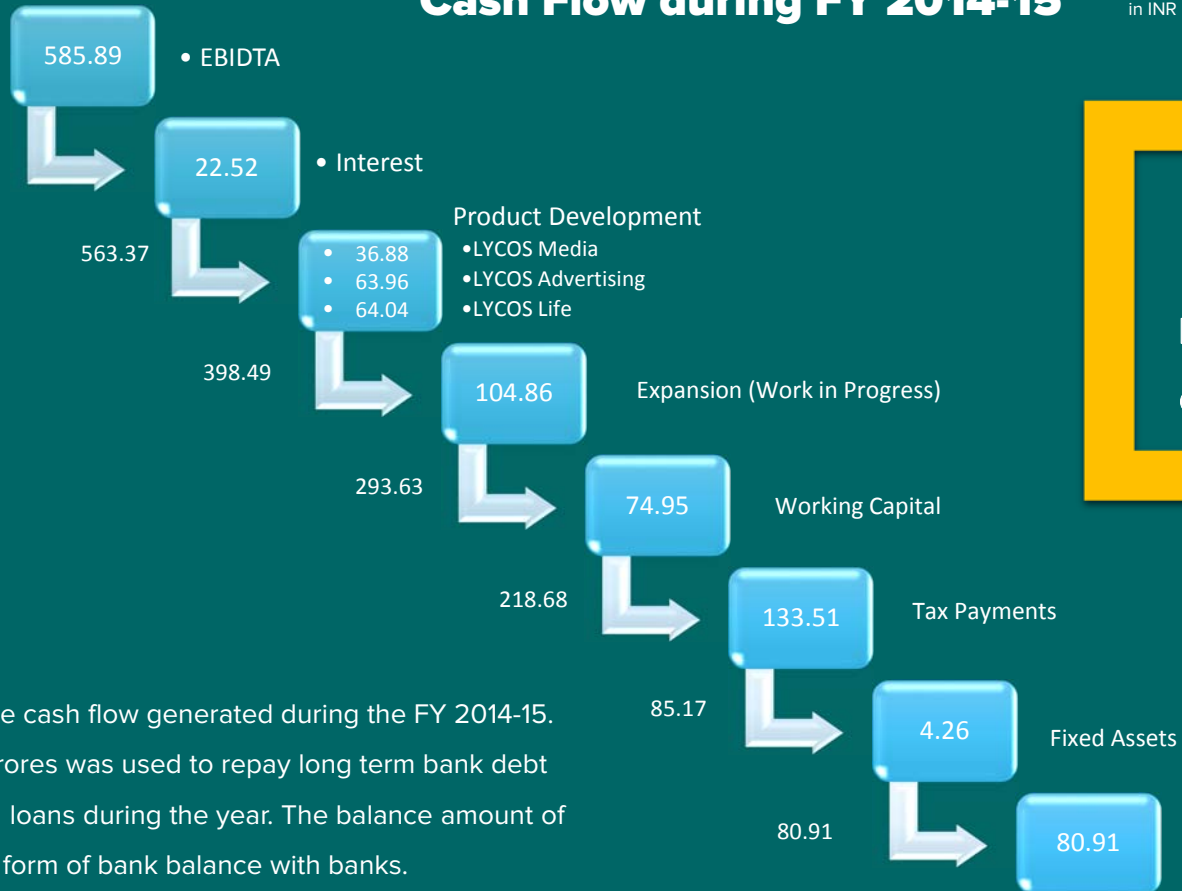
* Excluding write - off



FINANCIAL HIGHLIGHTS

Cash Flow during FY 2014-15

in INR Crores



Generated free cash flow of Rs 80.91 Crores during the year.

Note:

- Rs.80.91 Crores is the free cash flow generated during the FY 2014-15. Out of which Rs. 67.85 Crores was used to repay long term bank debt and bank working capital loans during the year. The balance amount of Rs. 13.06 Crores is in the form of bank balance with banks.



FINANCIAL HIGHLIGHTS

Trade Receivables- Calculation of number of days

Particulars	As on 31-03-2014	As on 31-03-2015	Digital As on 31-03-2014	Digital As on 31-3-2015	Software As on 31-03-2014	Software As on 31-3-2015
Sales in Crores	1,673	1957	1,215	1,494	457	463
AR in Crores	786	845	365	433	420	412
No of days AR	171	158	110	106	336	325

Receivables days in digital division decreased from 110 to 106.

Receivables days in software division decreased from 336 to 325 days.

Note:

- On consolidated basis the number of days Account Receivables is reduced from 171 days to 158 days.
- For digital division the number of days Account Receivables is reduced from 110 days to 106 days.
- For Software division the number of days Account Receivables is reduced from 336 days to 325 days



CONSOLIDATED FINANCIAL DATA

In INR lakhs

	Q4 31st March 2015 (Unaudited)	Q3 31st Dec 2014 (Unaudited)	Q4 31st March 2014 (Unaudited)	31st March 2015 (Audited)	31st March 2014 (Audited)
Revenue from Operations	44,488.28	59,566.78	40,801.57	195,700.36	167,337.38
Other Income	618.75	-	602.03	654.54	612.95
Foreign Exchange	391.62	(75.13)	(1,729.64)	762.42	(463.05)
TOTAL REVENUE	45,498.65	59,491.65	39,673.96	197,117.32	167,487.28
EXPENDITURE					
Cost of Goods/Services	21,558.31	35,385.76	20,928.60	110,656.86	99,704.45
Employee benefit expenses	2,686.01	2,887.77	2,291.16	9,942.13	12,775.47
Other expenses	6,683.44	4,876.26	6,954.72	17,929.34	18,142.37
TOTAL EXPENSES	30,927.76	43,149.79	30,174.48	138,528.33	130,622.29
EBIDTA	14,570.89	16,341.86	9,499.48	58,588.99	36,864.99
Depreciation	1,466.10	918.88	4,613.06	4,137.70	6,883.36
Finance Costs	295.28	541.93	174.58	2,252.30	2,694.40
Profit Before Tax	12,809.51	14,881.05	4,711.84	52,198.99	27,287.23
Tax Expense	5,076.01	4,994.41	1,197.62	17,977.22	5,190.95
Profit After Tax	7,733.50	9,886.64	3,514.22	34,221.77	22,096.28
EPS (Basic)	1.62	2.08	0.74	7.19	4.64



SEGMENTWISE FINANCIAL DATA

In INR lakhs

Particulars	3 Months ended 31st March 2015 (Unaudited)	3 Months ended 31st Dec 2014 (Unaudited)	3 Months ended 31st March 2014 (Unaudited)	Year Ended	
				31st March 2015 (Audited)	31st March 2014 (Audited)
Segment Revenue					
Digital Marketing Segment	31,518.67	49,308.52	29,798.47	149,392.54	121,571.97
Software Development Segment	12,969.61	10,258.26	11,003.10	46,307.82	45,765.41
Total Revenue	44,488.28	59,566.78	40,801.57	195,700.36	167,337.38
Profit Before Tax & Interest					
Digital Marketing Segment	14,787.04	14,246.95	7,652.23	54,102.29	27,692.14
Software Development Segment	(1,682.26)	1,176.03	(2,765.81)	349.00	2,289.48
Profit Before Tax & Interest	13,104.78	15,422.98	4,886.42	54,451.29	29,981.62
Less: Interest	295.28	541.93	174.58	2,252.30	2,694.40
Total Profit Before Tax	12,809.50	14,881.05	4,711.84	52,198.99	27,287.22
Capital Employed					
Digital Marketing Segment	160,011.15	126,836.99	104,349.31	160,011.15	104,349.31
Software Development Segment	31,117.85	34,050.84	33,884.27	31,117.85	33,884.27
Total Capital Employed	191,129.00	160,887.83	138,233.58	191,129.00	138,233.58



OPERATIONAL HIGHLIGHTS

LYCOS Advertising

- Media Buying (Publishers/DSPs) – Some of the of leading publishers we added this quarter:
- PlayBuzz’ which is one of the most popular social content publishing platforms.
- ‘The Denver Post’ the leading daily newspaper in Colorado and one of the largest circulated newspapers in the US.
- ‘Gannett Broadcasting’, one of the largest local content providers in the US.
- ‘MediaMath’, one of the largest programmatic DSP’s worldwide.

Video Advertising

- Our journey towards becoming one of the larger video advertising players continues, in addition our mobile video advertising activity increased significantly in this fast growing segment.



OPERATIONAL HIGHLIGHTS

Technology

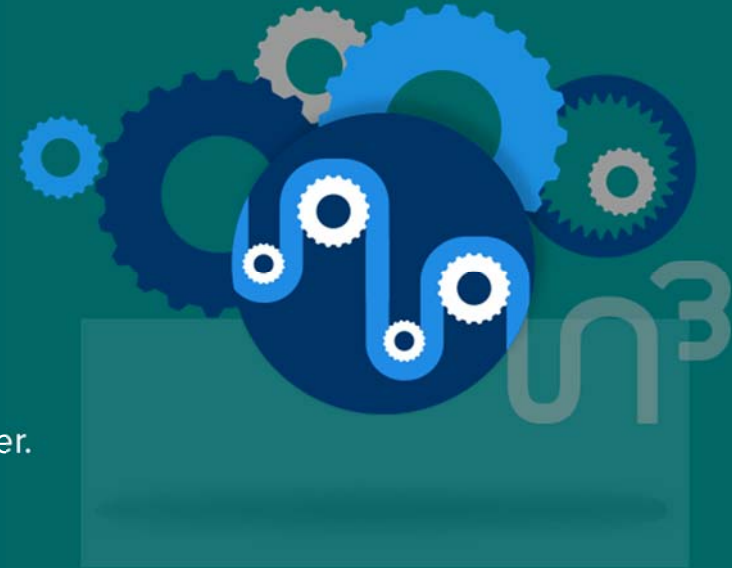
- Business Intelligence: Enabled the integration of first party data to our online campaigns.
- Compass: During the last quarter we reached the final stage of development which included the integration of Real Time Bidding technology that will uplift the rates we offer to our partners

LYCOS Media

- Enhanced search advertising has reported a 12% increase in revenue from last quarter.

LYCOS Life

- New division focussed on consumer internet products (IOT) is getting ready for a launch in June 2015.



Thank You

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