



Simplify your Digital Life

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## LYCOS Announces Very Positive Q1 Results

Hyderabad, August 11, 2015

LYCOS (NSE & BSE: 'LYCOS' or the company), one of the most widely known Internet brands in the world and one of the first search engines on the web, today announced its unaudited financial results for the quarter ended 30<sup>th</sup> June, 2015.

The Highlights:

- Q1 consolidated revenue of Rs.498.64 Crores, up 9.29% year-over-year.
- Q1 consolidated EBITDA of Rs.154.15 Crores and PAT of Rs.90.69 Crores.
- Q1 consolidated earnings per share (EPS) of Rs 1.90.

Revenue for Q1 FY2015-16 was Rs.498.64 Crores, an increase of 12.08% Q-o-Q and 9.29% Y-o-Y. EBITDA for Q1 FY2015-16 was Rs.154.15 Crores, an increase of 5.8% Q- o-Q and 13.17% Y-o-Y. PAT for Q1 FY2015-16 was Rs.90.69 Crores, an increase of 17.27% Q-o-Q and 8.56% Y-o-Y.

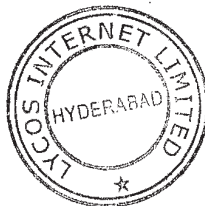
Revenue from Digital Marketing Segment for Q1 FY2015-16 was Rs.388.71 Crores, an increase of 23.33% Q-o-Q and an increase of 13.95% Y-o-Y. PBT from Digital Marketing Segment for Q1 FY2015-16 was Rs.145.7 Crores, a decrease of 1.47% Q-o-Q and an increase of 21.6% Y-o-Y.

"We had a great quarter, and trending towards expected growth numbers for the financial year. With the launch of LYCOS Life division, our entry into IOT space opens new avenues." said Suresh Reddy, Chairman of LYCOS.

### Business highlights:

#### LYCOS Advertising

- Media Buying (Publishers): Leading global publishers from various verticals such as entertainment, life-style, gaming, news, travel and more were added.
- Video Advertising: New RTB integration with one of the leading demand partners in US and partnership with Google were added for our video solutions.
- Mobile video advertising witnessed new partners.
- We also sponsored the 'BrightRoll summit' that took place in New York during April and participated in 'Ad-tech San Francisco' in order to meet new customers and to capitalize on new opportunities.



For LYCOS INTERNET LIMITED

  
M. SURESH KUMAR REDDY  
Chairman & Managing Director

## Technology

- Business Intelligence: Platforms enabled by integration of first party data to online campaigns to optimize several video players were added.
- Media Buying operation: New enhanced solution to understand, evaluate and improve their performance on a daily basis was introduced.
- Auto-tools development: New auto tools, enabling advanced abilities were introduced for managing multiple publishers and advertisers with an added advantage of bid optimization which automatically finds the optimal bid in different demand side platforms.
- Compass: This quarter's investments on our in-house tool were focused on the deployment of the new Real Time Bidding technology as part of Compass Version 5.

## LYCOS Media

- Improving on enhanced search advertising and the increase in revenue has been noteworthy from last quarter.

## LYCOS Life


- The new division focussed on consumer internet products (IoT) was launched in June 2015. LYCOS launched its IoT-enabled suite of products under the LYCOS Life label – The Band and the Ring along with an Android-based App.
- In July, LYCOS announced its LYCOS Life Band compatible to iOS devices with advanced fitness features. The LYCOS Life activity tracker allows users to easily monitor steps, calories burned, speed and heart rate. LYCOS Life helps users meet goals and its reminders motivate them to get up and get moving.
- Presently, the LYCOS Life products are available for purchase at: [http://www.amazon.in/s/ref=nb\\_sb\\_noss\\_2?url=search-alias%3Daps&field-keywords=lycos+band](http://www.amazon.in/s/ref=nb_sb_noss_2?url=search-alias%3Daps&field-keywords=lycos+band)

## Conference Call Details:

LYCOS will host a conference call on Wednesday, August 12, 2015, at 2:00 pm Indian Standard Time to discuss the financial results. Call-in details will be available from the Investor Relations page of the company's website at: <http://corp.lycos.com/investors/>

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For LYCOS INTERNET LIMITED  
  
M. SURESH KUMAR REDDY  
Chairman & Managing Director

**About LYCOS:**

LYCOS is one of the original and most widely known Internet brands in the world, evolving from one of the first search engines on the web, into a comprehensive digital media destination for consumers across the world.

LYCOS has been a pioneer in intelligent spidering search technology, combining its proprietary technology with other best-in-class services to provide a simple yet a powerful internet experience to its users and clients.

Times change, and LYCOS has changed with them, evolving into a digital media powerhouse with three major divisions.

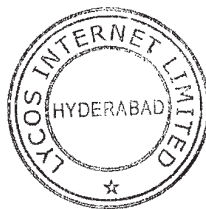
LYCOS Media, is a network of easy-to-use community and social sites. LYCOS' award-winning products and services include tools for blogging, web publishing and hosting, online games, e-mail, and search. The LYCOS Network of sites and services include Lycos.com, Tripod, Angelfire, HotBot, Gamesville, WhoWhere, and LYCOS Mail. Integrated, these sites help in bringing people together to interact, conduct commerce, have fun, and experience the best the Internet has to offer, is in our DNA. We offer 40 Local Sites in 120 Languages with a community spanning across 177 Countries.

LYCOS Advertising, services businesses, agencies, and online publishers worldwide in meeting their Digital marketing needs. Our clients include leading blue chip advertisers including MTV, Samsung, Viacom, Maruti Suzuki, Airtel, Sony, Coco Cola, Star India, Vodafone, Samsung Electronics, Lenovo, ING, British Airways, Qatar Airways, Titan, Unilever, P&G, Hyundai Motors, ICICI Bank, LIC, and ITC. We partner with top global publishers such as Facebook, Twitter, LinkedIn, MSN and Yahoo! besides proprietary media such as LYCOS, Gamesville, getMedia in Latin America and several travel websites in Australia. We serve between 35 to 40 billion impressions every month across the Web.

LYCOS Life, is the new consumer products division. LYCOS Life is dedicated to the future of communication and information management in which everyday objects will be connected to the internet, also known as the 'Internet of Things'(IoT).

LYCOS employs over 500 people working out of 24 offices worldwide, including the US, Argentina, Brazil, Chile, Uruguay, Mexico, the UK, France, Germany, Italy, Ukraine, Sweden, Serbia, Israel, China, Thailand, Panama, India, Emirates, Russia and Australia, and with representatives or partners in Spain, South Africa, and The Netherlands.

[www.lycos.com](http://www.lycos.com)

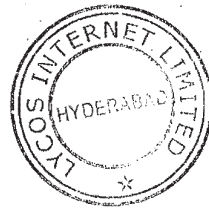


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## Disclaimer

This press release contains "forward-looking statements" – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "should" or "will." Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behavior of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.



For LYCOS INTERNET LIMITED

  
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