



Date: 23.02.2016

**BSE Limited**  
P. J. Towers, Dalal Street,  
MUMBAI - 400 001.

**National Stock Exchange Limited**  
Exchange Plaza, Bandra Kurla Complex,  
Bandra East, Mumbai-400051.

**Scrip Code: BSE: 532368 & NSE: LYCOS**

Dear Sir,

**Sub: Quarterly updates of the Q3 results.**

With reference to the above cited subject, please find the enclosed copy of quarterly updates of the Q3 results of F.Y.2015-16.

Kindly update the above disclosed information in your records.

Thanking You.

Yours truly,  
for **LYCOS INTERNET LIMITED**

  
**V. SRI LAKSHMI**  
**COMPANY SECRETARY**



**LYCOS INTERNET LIMITED**

(Formerly Ybrant Digital Limited)  
Plot # 7A, MLA Colony, Road # 12, Banjara Hills, Hyderabad - 500034.  
Tel: +91 (40) 45678999, efax : +91 (22) 66459677  
CIN: L64203TG1999PLC030996



**LYCOS**

**LYCOS INTERNET LIMITED**

**Third Quarter Financial Results  
FY 2015-2016**



## **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



- Q3 consolidated revenue of Rs.718.27 Crores, up 20.58% Y-o-Y
- Q3 consolidated EBITDA of Rs.199.94 Crores, up 22.35% Y-o-Y
- Q3 profit after tax of Rs.125.17 Crores, up 26.60% Y-o-Y
- Q3 Digital Marketing Segment was Rs.609.35 Crores, up 23.58% Y-o-Y
- Q3 consolidated earnings per share (EPS) of Rs.2.63

# FINANCIAL HIGHLIGHTS



Particulars	Quarter Ended	Quarter Ended	Year to Date		Year Ended
	31-Dec-2015	31-Dec-2014	31-Dec-2015	31-Dec-2014	31-Mar-2015
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
<b>Total Income</b>	<b>71,826.94</b>	<b>59,566.78</b>	<b>178,198.98</b>	<b>151,212.08</b>	<b>195,700.36</b>
<b>Expenditure</b>					
Cost of Goods/Services	43,226.25	35,385.76	103,796.67	89,098.55	110,656.86
Employee benefit expenses	3,320.37	2,887.77	8,906.20	7,256.12	9,942.13
Depreciation & Amortization Expense	1,832.23	918.88	4,607.31	2,671.60	4,137.70
Other expenses	5,465.09	4,876.26	12,604.68	11,245.90	17,929.34
<b>Total Expenses</b>	<b>53,843.94</b>	<b>44,068.67</b>	<b>129,914.86</b>	<b>110,272.17</b>	<b>142,666.03</b>
<b>Profit/(Loss) before Other Income &amp; Finance costs</b>	<b>17,983.00</b>	<b>15,498.11</b>	<b>48,284.12</b>	<b>40,939.91</b>	<b>53,034.33</b>
Other Income	178.66	(75.13)	790.05	406.59	1,416.96
<b>Profit/(Loss) before Finance</b>	<b>18,161.66</b>	<b>15,422.98</b>	<b>49,074.17</b>	<b>41,346.50</b>	<b>54,451.29</b>
Finance Costs	387.89	541.93	1,191.22	1,957.02	2,252.30
<b>Profit/(Loss) before tax</b>	<b>17,773.77</b>	<b>14,881.05</b>	<b>47,882.95</b>	<b>39,389.49</b>	<b>52,198.99</b>
Tax	5,257.17	4,994.41	15,781.38	12,901.21	17,977.22
<b>Net Profit /(Loss)</b>	<b>12,516.60</b>	<b>9,886.64</b>	<b>32,101.57</b>	<b>26,488.28</b>	<b>34,221.77</b>
<b>EPS</b>	<b>2.63</b>	<b>2.08</b>	<b>6.74</b>	<b>5.56</b>	<b>7.19</b>

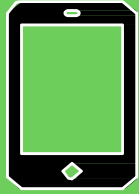
In INR Lakhs except EPS

# BUSINESS HIGHLIGHTS



## LYCOS Advertising

- Media Buying (Publishers) : Our participation in Adtech New York brought forth new businesses from existing publisher groups in expanding our business in more territories.
- Programmatic buying became an important part of our media supply.



## Video Advertising

- A New video product: Vid-In was launched. Vid-In is an O&O placement, above the fold with good viewability and customization. It's one of the premium video products in the market.
- We also developed our mobile activity with the launch of mobile app supply.



# TECHNOLOGY



- **Business Intelligence:** We are able to now optimize yield based on Ad types and formats of the video players for our advertisers.
- **Auto-tools development:** This quarter we proceeded with the development of auto tools, enabling advanced alert capabilities for best pricing on media. The tools also enable bid optimization which automatically finds the optimal bid in different demand side platforms. This solution has already been launched at of one of our larger client installs of Compass.

- **Compass:** We released the header bidding solution to both manage a publisher's auctions and participate in it as pre-bid partner.





## LYCOS LIFE

- The new edition of the Band and the Ring help users quickly & easily manage their online life.
- The most noticeable change users will experience is a new, customizable dashboard allowing people to see most of the features on a single screen.
- Significant progress in the development of the marketing messaging for the brand 'LIFE' and the products. Initial testing started through Facebook and other stake holders through email.

## LYCOS MEDIA

- Team is working on a major relaunch of the site and services across the network.





## Apollo Lycos NetCommerce (APLY)

- A new company website was launched [www.aplyindia.com](http://www.aplyindia.com)
- A new product website was launched [www.aplymart.com](http://www.aplymart.com)
- Demo of the platform for online stores is now open to all visitors.
- The first client is on board for cross-border commerce from the leather apparels/accessories segment.



my

## mysms™ Acquisition

- mysms™ is a messenger that synchronizes SMSes and instant messages between a wide range of mobile, web and desktop platforms – all through a single cloud-based account. This fast growing product already has three million users and synchronizing several hundred millions of messages.
- SPH Wien is a content management and analytics platform for video.
- Kika Social is an unified platform for social media listening, engaging and measurement.

SMS ANYWHERE, ANYTIME & ON ANY DEVICE!



- This is an all stock deal, where LYCOS will issue 2.848 crore additional shares in return for the 100% ownership of the company. and is subject to various regulatory and shareholder approvals.
- This acquisition brings in cloud based framework to LYCOS that can tie multiple nodes such as SMSes, instant messages, wearables, cars and appliances with the consumer through multiple devices such as smart phones, Tablets, laptops and OTTs .
- This also gives the large user base of mysms™ messenger an opportunity to access all the services in the LYCOS eco system.



**THANKS!**