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VANCOUVER

Date: November 15, 2017

To,
The National Stock Exchange of India
Listing Department,
Exchange Plaza,
Bandra Kurla Complex
Bandra East,
Mumbai - 400 051
Fax Nos.: 26598237 / 26598238

To,
BSE Limited
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax Nos.: 22723121/2037/2039

Ref: Scrip Code: BSE - 532748/NSE - PFOCUS

Sub: Presentation to the Analyst / Institutional Investor on un-audited financial results for the quarter and half year ended September 30, 2017

Dear Sir/ Madam,

Please find enclosed the Presentation to the Analyst / Institutional Investor on un-audited financial results for the quarter and half year ended September 30, 2017.

Kindly acknowledge the receipt and take the same on record.

Thanking you.

**Yours Faithfully,
For Prime Focus Limited**

Authorised Signatory



Encl: as above



Prime Focus Limited

Q2 FY18 Investor Presentation

November 2017

Safe Harbor



Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements.

Prime Focus will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



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Shareholding pattern	33

The background is a solid red color with a white grid pattern. The grid consists of concentric circles and radial lines, creating a target-like or radar-like appearance. In the center, there is a small, dark circular graphic that looks like a stylized eye or a sensor. The text "Q2 FY18 Performance" is centered in the lower half of the image in a white, sans-serif font.

Q2 FY18 Performance

Best September quarter in PFL History



Robust Revenue growth & significantly higher profitability

Q2FY18

Consolidated Income

5,686



4,837

Adjusted EBITDA* /Margin

1,421 / 25.0%



924 / 19.1%

PAT / Margin

219 / 3.8%



(395) / (8.2%)

TTM

Consolidated Income

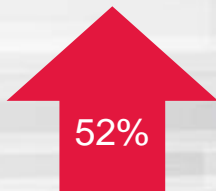
22,597



19,689

Adjusted EBITDA* /Margin

5,633 / 24.9%



3,707 / 18.8%

Net Debt/EBITDA

3.7



2.4

*Adjusted for Non-Cash ESOP charges

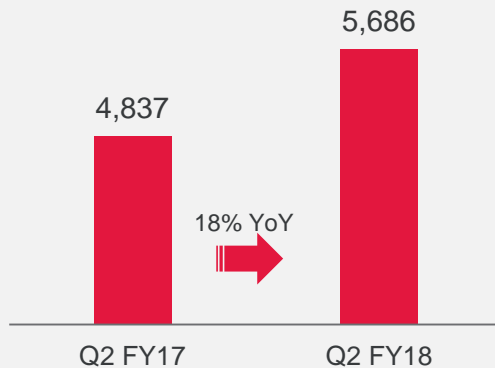


Robust quarter driven by growth in Creative Services with increased delivery from cost advantageous locations

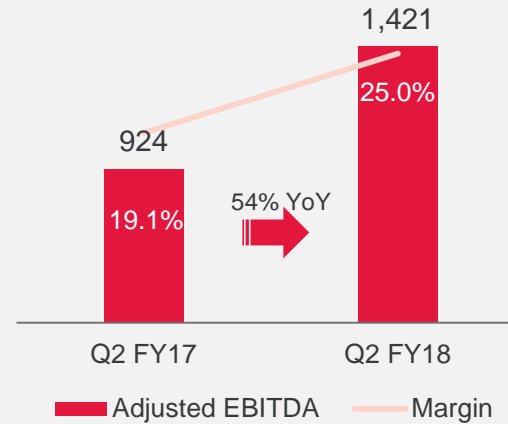


Figures in Rs Million; Consolidated financials

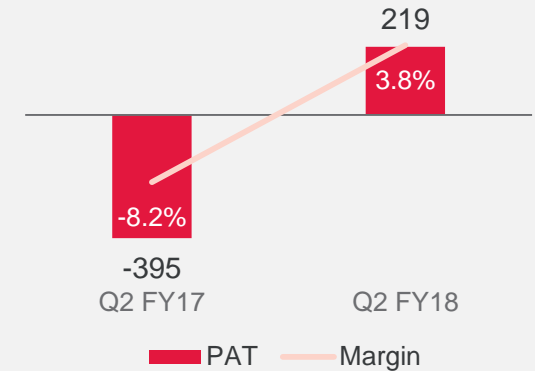
Consolidated Income



*Adjusted EBITDA / Margin



PAT



- Consolidated revenues up 18% YoY led by robust growth in Creative Services
 - Creative and Tech/Tech Enabled Services contributed 77% and 15%, respectively
- Adjusted EBITDA up 589bps, driven by higher profitability in Creative Services with increased delivery from cost advantageous locations
 - Personnel cost as percentage of revenue declined to 56% from 61% in Q2FY17
- PAT [pre-minority] of Rs. 219 mn with PAT margin of 3.8%
 - Non-Cash ESOP charge of Rs. 139 mn for the quarter
 - Depreciation charge of Rs. 708 mn includes Rs. 307mn on account of intangibles; faster amortization of which is expected to smoothen by Mar'18
 - Finance costs at Rs.362mn – transient impact of amortization of fees & non-cash charges; expect this to come down by Q1 FY19E

*Adjusted for Non-Cash ESOP charges

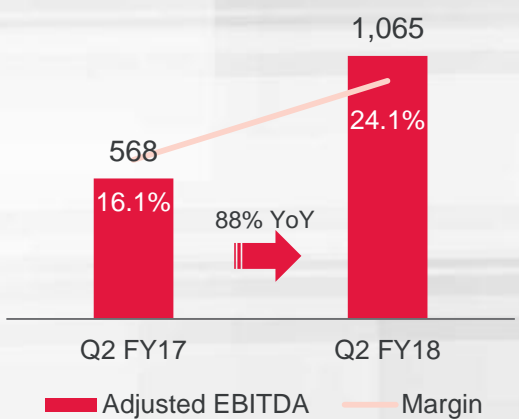


Creative Services EBITDA Margin increases to 24%



Figures in Rs Million; Consolidated financials

Revenue Adjusted EBITDA / Margin



- Best September quarter historically, EBITDA Margin expands significantly, up 791 bps with increased delivery from cost advantageous locations
- Delivered movies like *Dunkirk*, *Geostorm*, *Blade Runner 2049*, *American Assassin* and *Final Portrait*, among others
- Order book at \$250 mn+ with projects like *The New Mutants*, *Ant-Man and the Wasp*, *Avengers: Infinity War*, *M:I 6 - Mission Impossible*, *Godzilla: King of Monsters*, *Pacific Rim: Uprising*, *Justice League* and *Fantastic Beasts and Where to Find Them 2* among others
- DNeg TV continue to gain strong traction on the back of exclusive content offered by OTT Platforms like Netflix, Sky, etc.
- Opened new facilities in Chennai (India) and Montreal (Canada), in line with strategic initiatives to increase delivery from cost advantageous locations

*Adjusted for Non-Cash ESOP charges



Worked on marquee Hollywood projects



Dunkirk



Geostorm



Blade Runner
2049



American Assassin



Final Portrait



Robust Order book of \$250 mn+



Justice League



Pacific Rim: Uprising



M:I 6 - Mission Impossible



Godzilla: King of Monsters



The New Mutants



Avengers: Infinity War



Fantastic Beasts and Where to Find Them 2



Ant-Man and the Wasp

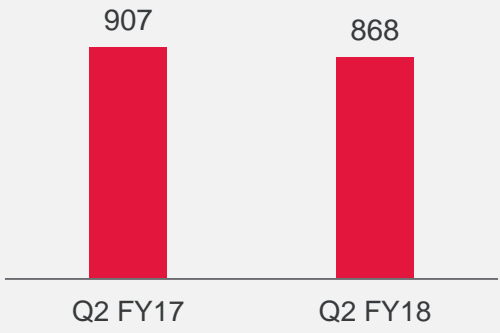


Tech/Tech Enabled Services sustain 25%+ EBITDA Margin

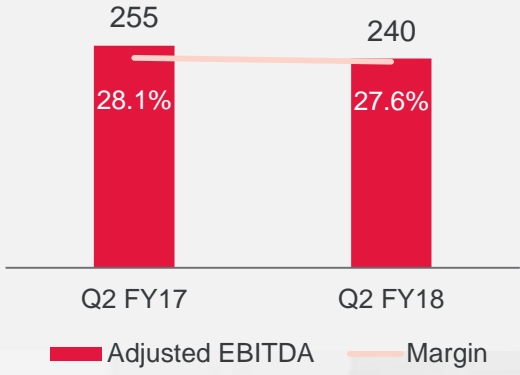


Figures in Rs Million; Consolidated financials

Revenue



Adjusted EBITDA / Margin



- EBITDA Margin at 27.6%, continues to be above 25%
- Steady Order book at \$200 mn to be executed over next 3-5 years
- Key focus on revamping Sales team overseas and launch of fully Integrated DAX suite; migration expected in Q3

Industry accolades:

- Launched new functionality of end-to-end Work Order Management at IBC 2017
- Ramki, was featured as a technocrat in the M&E industry for the second time in a row by Digital Studio in July 2017
- Ramki won NewBay's Industry Innovator Award in Nov 2017
- Best of Show Award for Interoperable Master Format (IMF) Media Player at IBC 2017

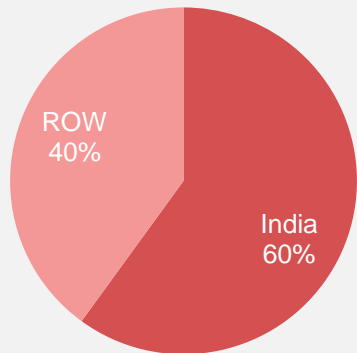
Note: Adjusted for Non-Cash ESOP charges



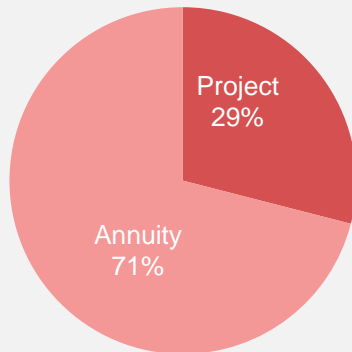
Tech/Tech Enabled Services Operational Highlights



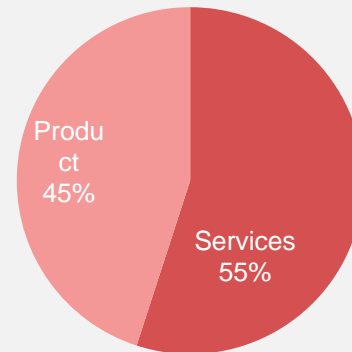
Q2 FY18 Revenue Analysis



By Geography



By Contract type



By Product Mix

Clients update:

- In International markets added clients like Take 5 Productions, Nordisk, TERN International and Arkansas Educational Television Network (AETN)
- In APAC, signed new contracts with existing clients such as BCCI, IMG Reliance, Sony Pictures Network, Sony Music, Lionsgate, and HOOQ
- Brand services grew with additions like Big Bazaar, Xiaomi MI, TVS, Red Label, Maybelline NY, Reliance Home Finance, QYOU; Produced 3 films for MAMI festival for TATA Sky and did Successful rebranding of Star Bharat

Certifications:

- CLEAR™ Media ERP Solution is now DPP/AMWA Certified

Other Highlights

- Netflix certified for IMF deliveries

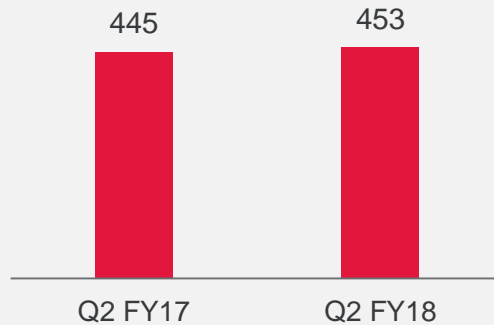


India FMS sustains EBITDA margin ~ 40%, bracing macro headwinds

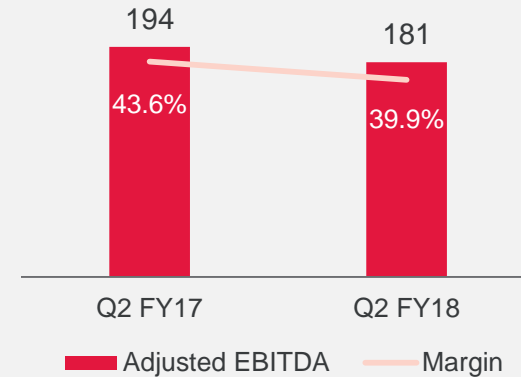


Figures in Rs Million; Consolidated financials

Revenue



Adjusted EBITDA* / Margin



- Delivered several marquee projects including *Judwaa 2*, *A Gentleman*, *Daddy*, *Baadshaho*, *Bareilly ki Barfi*, *Simran*, *Bhoomi*, etc.
- Robust Order book with movies like *Padmavati*, *Brahmastra*, *2.0*, *Manikarnika: The Queen of Jhansi* and *Parmanu: The Story of Pokhran*, etc.
- Bollywood getting excited about VFX & franchise driven projects post success of *Bahubali*; Multiple other VFX heavy super hero / mythology driven projects being launched
- Effects of Demonetization and GST waning; expecting the entire Industry to revive with the holiday seasons coming in Q3 and Q4 and few big budget releases

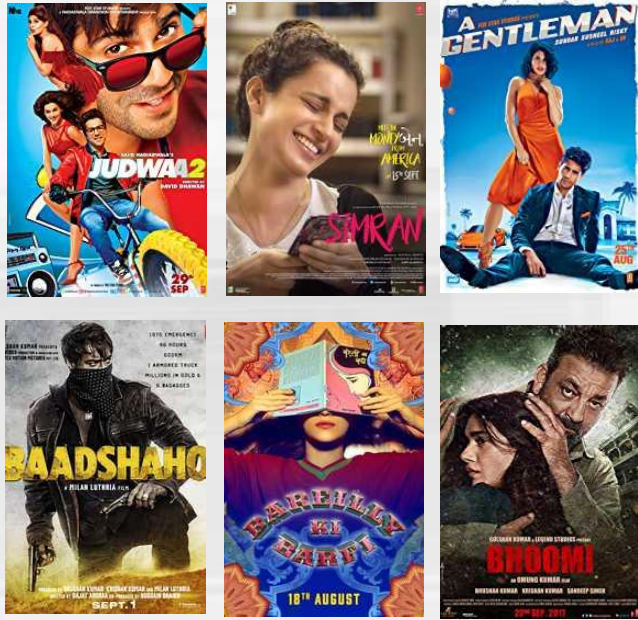
Note: Adjusted for Non-Cash ESOP charges



Working with current and upcoming Bollywood films



Movies delivered in Q2 FY18



Strong Order Book



TVCs

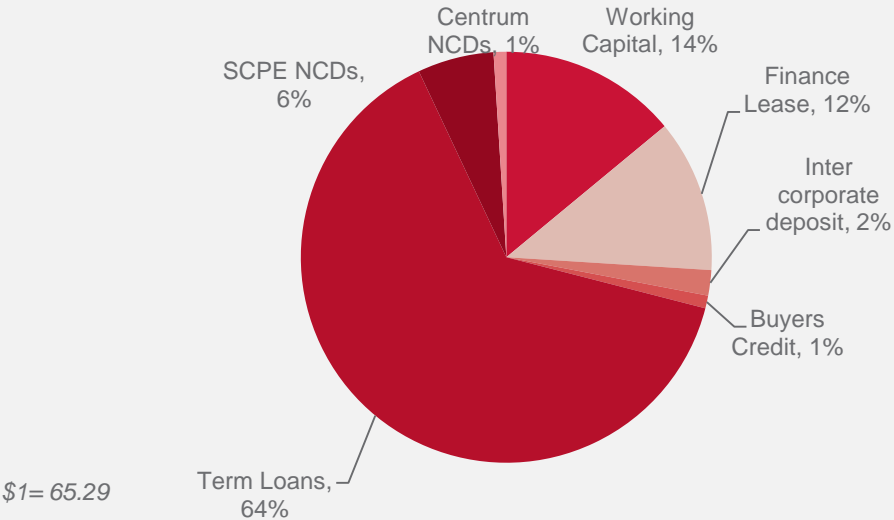


Debt profile

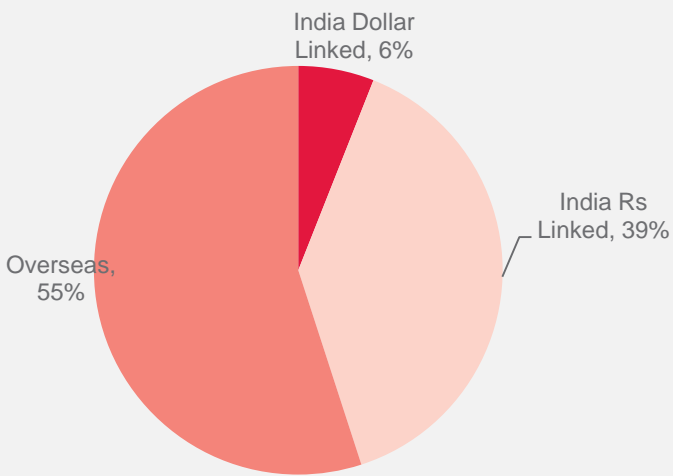


- Consolidated Net Debt at Rs 13.69 bn
- Successfully Redeemed Non-Convertible Debentures amounting Rs 1.9 bn to Standard Chartered Private Equity ahead of time
- Right sizing the Balance Sheet; continued efforts towards reduction in Interest cost with more Dollar based loans
- Net Debt to EBITDA ratio of 2.4x down from 3.7x as on Sep'16

Debt Composition



Geographical Breakup



Note: Equity Instruments of Horizon Coast, Macquarie and Ambit PE is not included



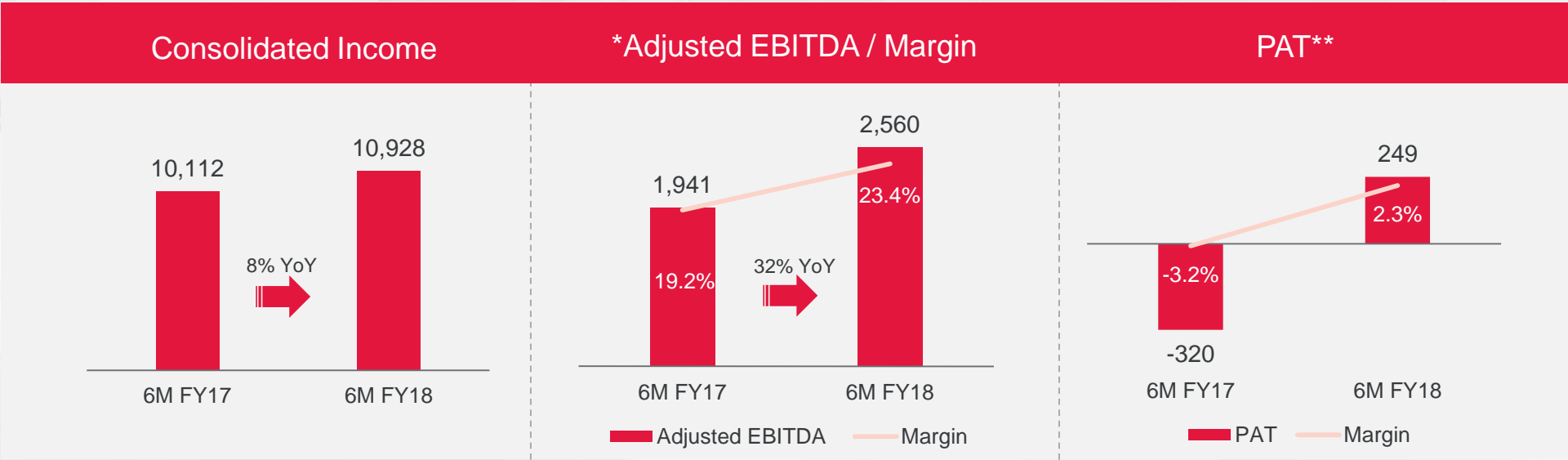


6M FY18 Performance

6M FY18 reports significantly higher profitability



Figures in Rs Million; Consolidated financials



- Consolidated revenues up 8% YoY on account of strong growth in Creative Services
 - Creative and Tech/Tech Enabled services contributed 77% and 15%, respectively
- Adjusted EBITDA up 423bps, Creative Services sees significant work delivered from India
- PAT [post-minority] of Rs. 187 mn with PAT margin of 1.7%
 - Non Cash ESOP charge of Rs. 255 mn for the period as against Rs. 59 mn YoY

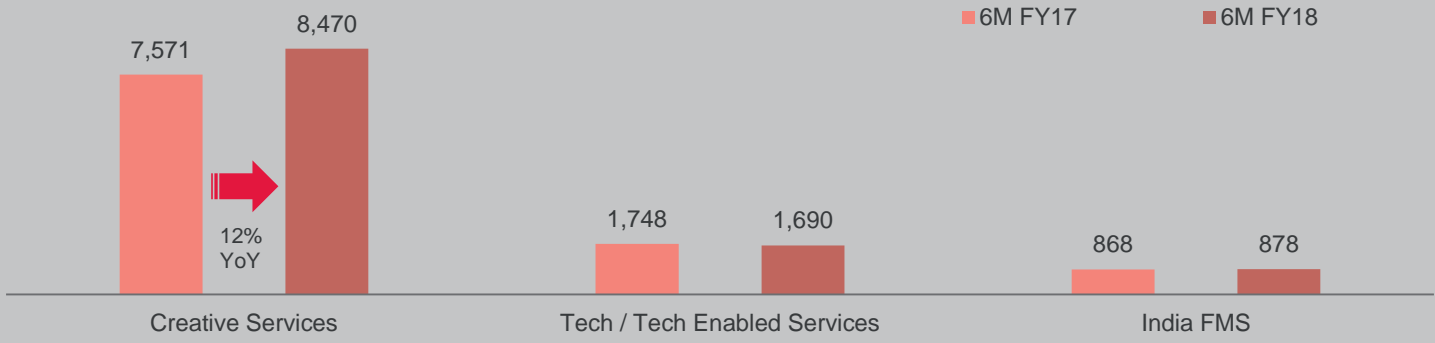
*Adjusted for Non-Cash ESOP charges, ** 6MFY17 loss after tax is adjusted for Exceptional gain



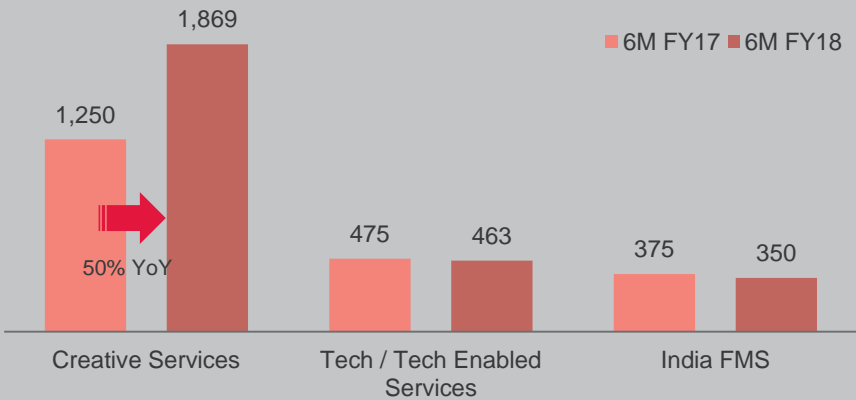
6M FY18: Business wise Analysis



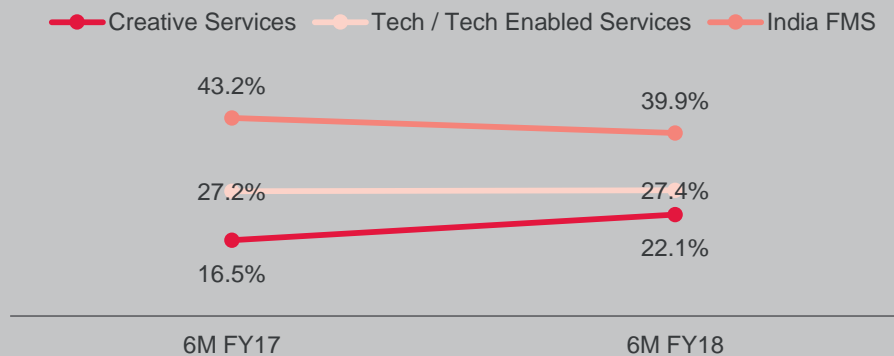
Segment-wise revenues



Segment-wise Operating EBITDA



Segment-wise Operating EBITDA Margins



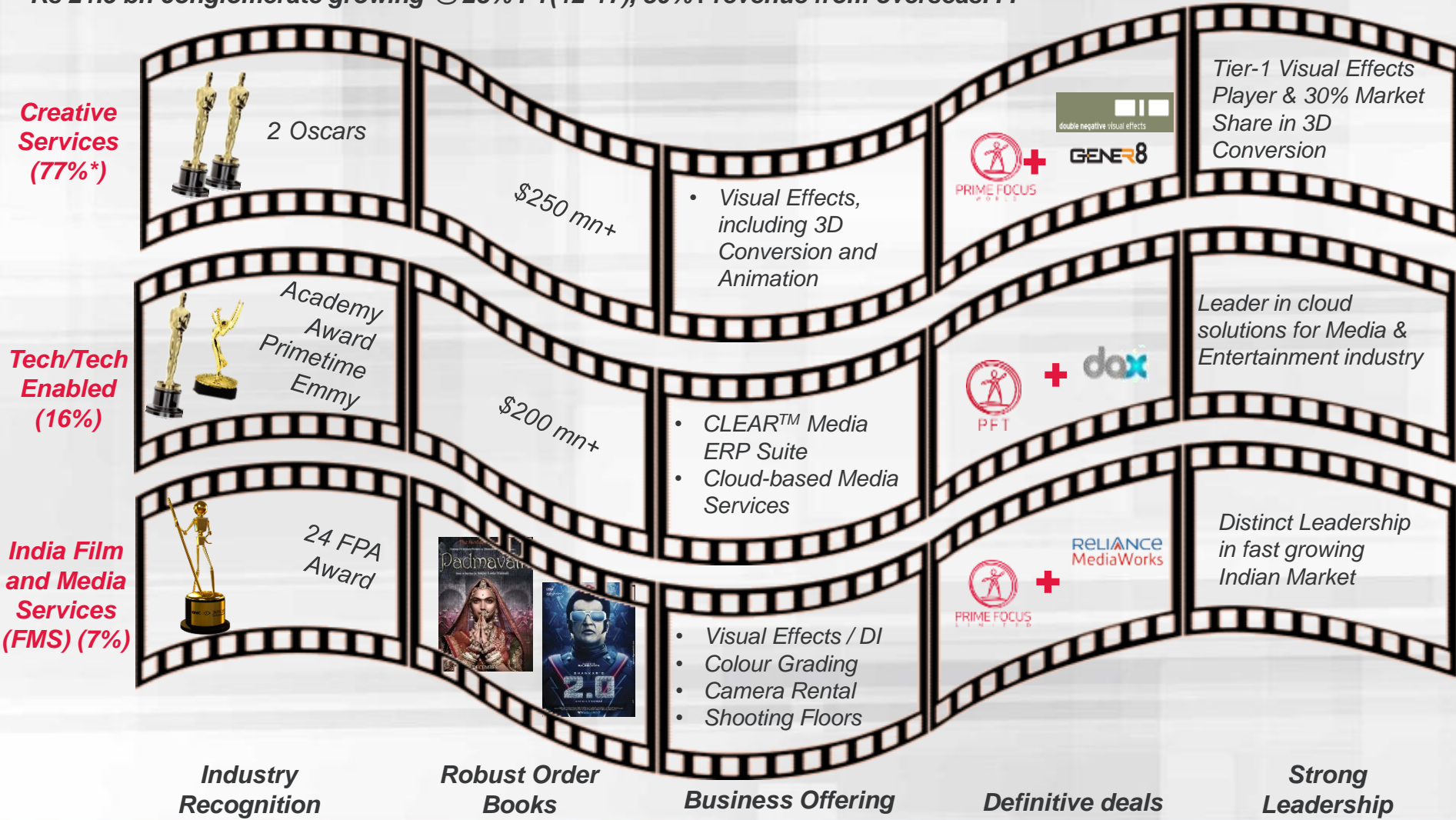


About Prime Focus

PFL - one of the world's largest independent & integrated media services players



Rs 21.5 bn conglomerate growing @ 23% FY(12-17), 80%+ revenue from overseas. . .



Industry Recognition

Robust Order Books

Business Offering

Definitive deals

Strong Leadership

* Revenue contribution for FY17



Creative Svcs: World's No. 1 independent Tier 1 player



Strong Leadership

Tier-1 Visual Effects Player

House of choice for visually enhanced services

Proven Expertise



2 consecutive Oscar wins for *Interstellar* & *Ex Machina*

Top Grossers

					
\$1,143 mn	\$1,068 mn	\$814 mn	\$1,153 mn	\$1,405 mn	\$873 mn

Unprecedented scale

Rs 16.7 bn (FY17), Revenues, up 17% YOY	6,500+ personnel across 8 facilities	77% contribution in FY17 revenues	Higher visibility in Order book, over \$250 mn
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Deeper engagement with leading studios

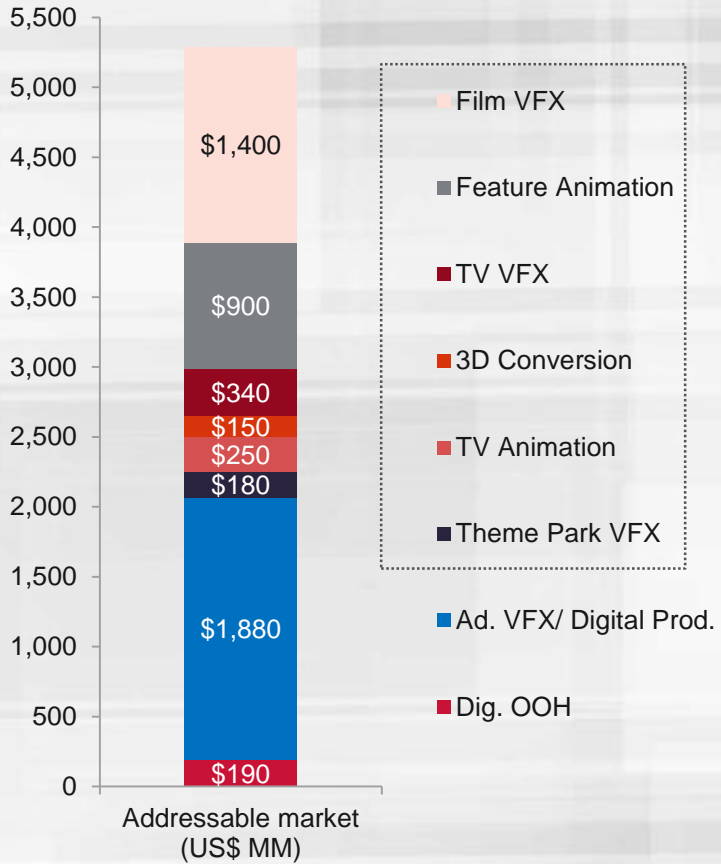


Poised for Profitable growth

- Increasing cross-sell via Bundled offering (VFX / 3D conversion / Animation services)
- Robust model – reduced seasonality, lower dependence on individual projects
- Margin expansion via scale economics and delivery from global locations



Market opportunity: Huge untapped opportunity and growing rapidly!



Sources: DRAFT FTI report, based on CY15 data; Prime Focus World research; IMDb; The-Numbers.com

VFX segments already serviced by PFW

Over US\$3.2 Bn market already being serviced, being a Tier 1 player in the market dominated by Top 4 players

Netflix, Amazon Prime, Hulu, Apple among other OTT payers are estimated to spend over US\$24 Bn on content in 2019E, with over 35% of it being new Original content

Huge potential for value creation in the underserved sections of this market segment

Prime Focus World, being one of the leading Tier 1 visual entertainment services Company and is best placed to capitalise on this market opportunity



Key demand drivers for Creative Services



Demand for Technology-Enabled Digital Content

- *Top Hollywood as well as International movies performing on box office are increasingly reliant on digital content to serve consumer demand*
- *59% of the movies made over 2014-17 (Aug) were VFX heavy movies, representing 73% of the total production spend*

Content monetization of Franchisee movies

- *Successive franchisee films are increasingly spending on differentiating through premium content enabled by visual effects*
- *Apart from the recurring movie revenue, franchisee movies also provide studios with ancillary avenues of content monetization- Toys, theme rides, merchandise, etc.*

Emerging Tech for Content monetization

- *3D Conversion of content provides opportunity for monetizing ready content through enhancing viewer experience- PFW is the global market leader*
- *Film and feature animation and virtual reality markets present multi-billion dollar opportunities*

OTT further leading to unprecedented demand

- *OTT players are fast displacing traditional Broadcasters are the medium for viewership*
- *Rush to differentiate content – massive spending budgets towards Original content*
- *Lot of content expected to be VFX heavy*



PFT: Pioneer & leader in cloud solutions for M&E industry



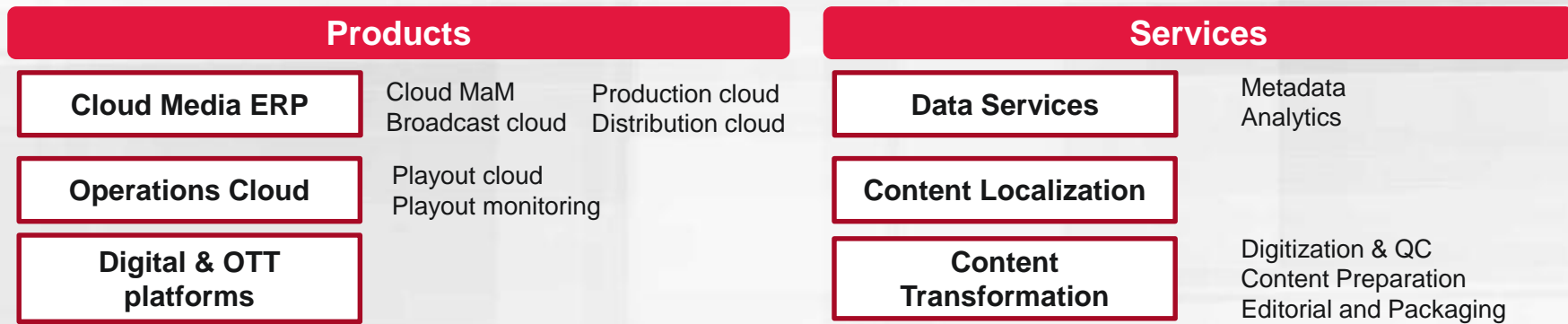
Owns & operates World's **only hybrid cloud enabled Media ERP platform** – CLEAR™

Robust order book of **\$200 mn** to be executed over next 2-3 years.

Robust growth in revenue, up **10.3x** at **Rs. 3.4 mn** in last 5 years

Strong revenue model with **74% Annuity** contribution & **35% from International** markets

Unique & Comprehensive **PRODUCT + SERVICES** approach



Continued to receive industry accolades:

- CLEAR™ Media ERP's Promo Operations Module wins TV Technology's 'Best of Show Awards' at IBC 2016 and the 'StudioDaily Prime Award' at NAB 2017
- Dax® Production Cloud wins 'Best of Show Award' at NAB 2017



Tech/Tech Enabled Services servicing Marquee Clients



PFT in numbers

Over **1.5 million** hours of Content Under Management

Over **200k** of new TV episodes a year

4 Workflow Patents in US

100,000 hours of content digitized annually

Powered over **1.8 million** concurrent streams for OTT platform

Over **70%** of Prime Time shows in Hollywood use PFT's product

Marquee Clients



India FMS: Dominating on home turf



Offering complete media services across the spectrum. .



Leading player in fast growing Indian M&E market

Owns India's largest integrated studio with ~25% capacity of Mumbai studio market

High Margin in range of 30-40%
Margin in price competitive Bollywood market, testimony to PFL's Quality work

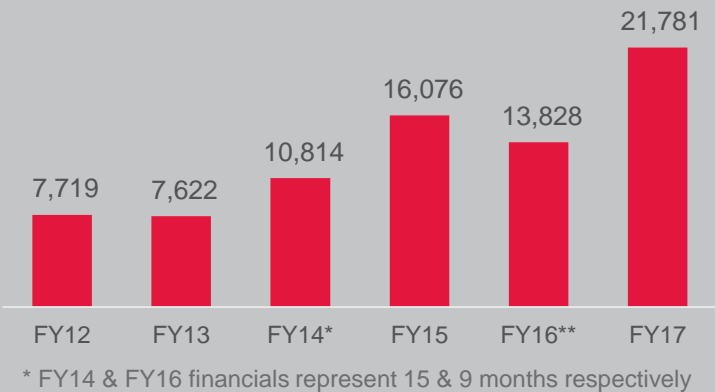
Excellent relationships with Indian studios & broadcasters. .



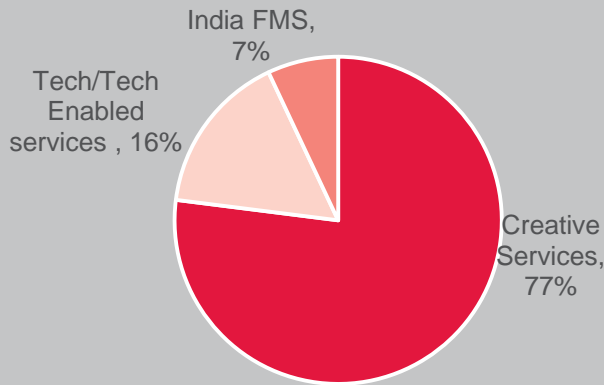
Robust financial performance. . .



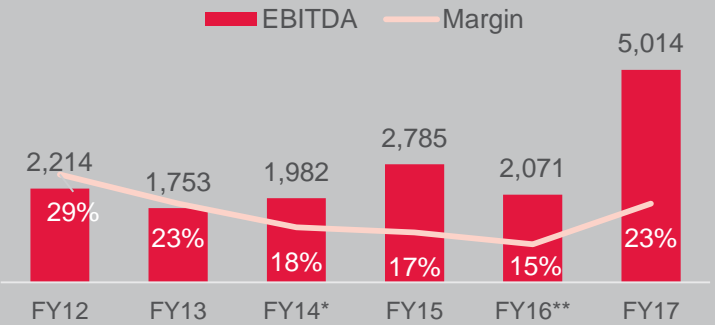
Revenue



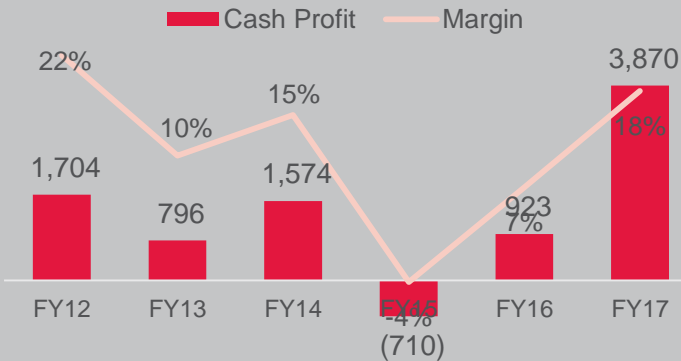
Business wise Contribution



EBITDA



Cash Profit (PAT + Dep)



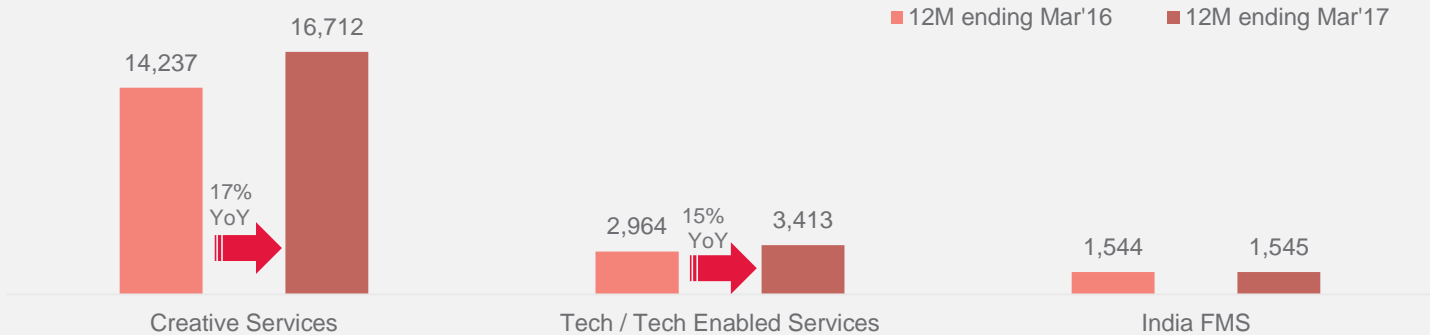
FY 12 to FY 16 numbers are reported audited numbers non IND AS compliant



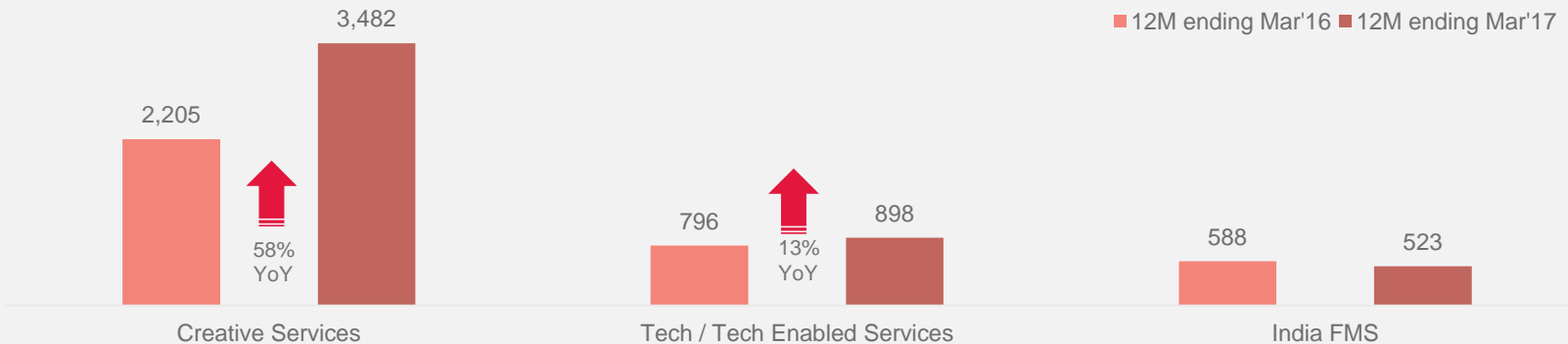
FY17: Business wise Analysis



Business-wise revenues



Business-wise Adjusted EBITDA



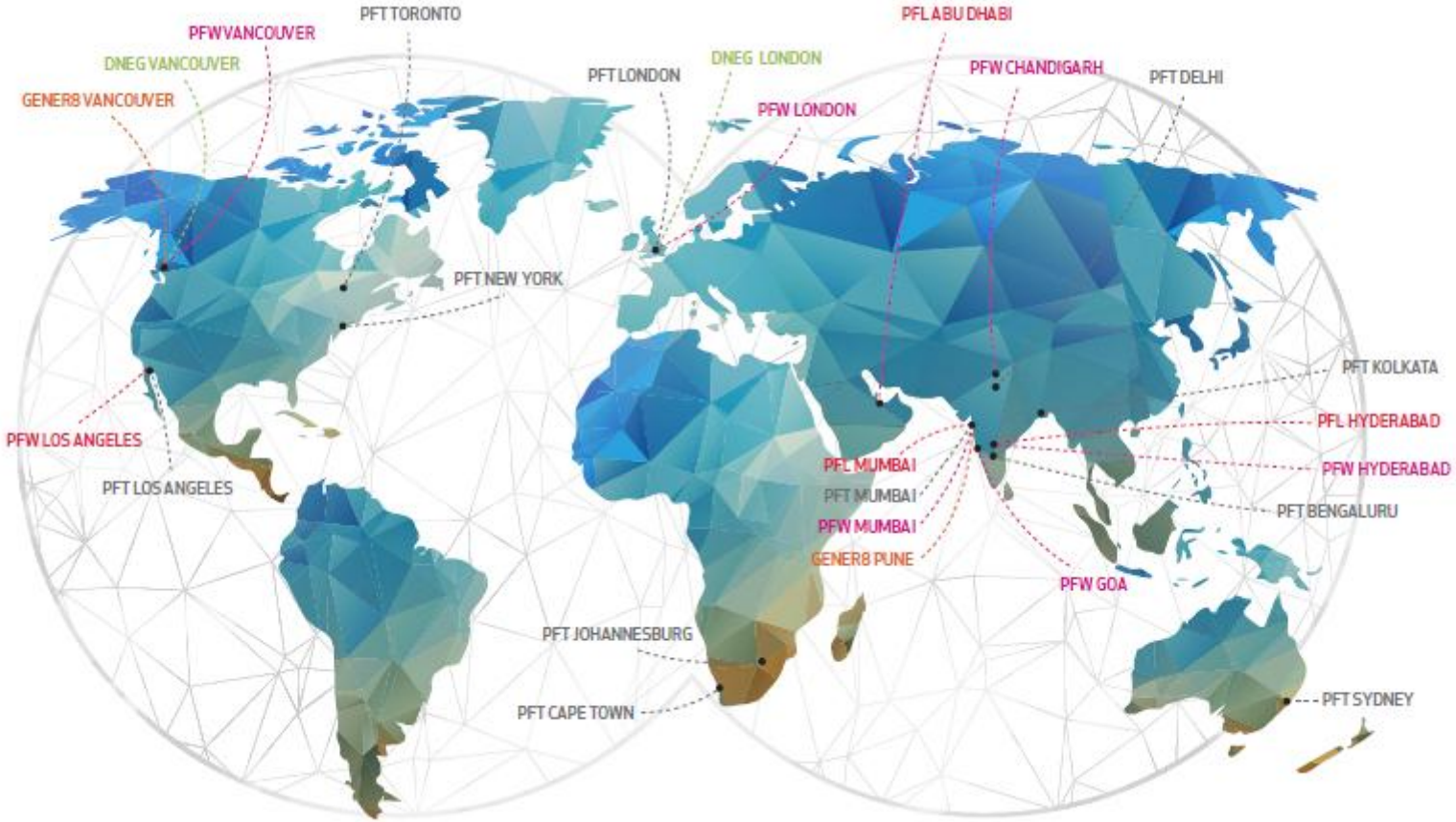
Note: Mar'16 figures are restated in compliance with Ind AS





'WorldSourcing' model = unmatched competitive edge

Global network providing highest quality, fastest time to market & most efficient pricing



5 continents | 7 time zones | 19 locations | 24/7 – 365 days



The background is a solid red color with a white grid pattern. The grid consists of concentric circles and radial lines, creating a circular, tunnel-like effect. In the center, there is a dark circular area with a white dot. The word "Annexure" is written in white, sans-serif font in the lower-left quadrant.

Annexure

Consolidated Profit & Loss Statement



Particulars (Rs Million)	Q2FY18	Q2FY17	% YoY Variance	Q1FY18	% QoQ Variance	6M FY18	6M FY17	% YoY Variance
Net sales / income from operations	5,473	4,665	17%	5,135	7%	10,608	9,927	7%
Other Income	65		NM	85	-24%	150	184	-19%
Operating Foreign exchange gain	149	172	-13%	22	NM	170		
Total Revenue	5,686	4,837	18%	5,242	8%	10,928	10,112	8%
Total Expenditure	4,265	3,913	9%	4,102	4%	8,368	8,171	2%
Personnel Cost (including technician fees)	3,162	2,943	7%	3,057	3%	6,219	6,202	0%
Other Expenditure	1,103	970	14%	1,045	6%	2,149	1,968	9%
EBITDA	1,421	924	54%	1,140	25%	2,560	1,941	32%
Non Operating Foreign exchange loss		-96	NM		NM	-	-86	NM
EBITDA (including Exch. Gain (net))	1,421	828	72%	1,140	25%	2,560	1,855	38%
Depreciation & amortization	708	701	1%	645	10%	1,354	1,391	-3%
ESOP Charges	139	65	115%	115	21%	255	59	329%
EBIT	573	62	NM	379	51%	951	405	135%
Interest & Finance charges	362	325	11%	376	-4%	739	629	17%
PBT Before Exceptional Items	211	-264	NM	2	NM	213	-224	NM
Exceptional Items- Expenditure/ (Income)		41	NM	-	NM	-	-977	NM
PBT	211	-305	NM	2	NM	213	753	-72%
Tax Expense	-8	90	NM	-28	NM	-36	95	NM
PAT before Minority	219	-395	NM	31	NM	249	658	-62%
Minority Interest	41	-34	NM	21	94%	62	-3	NM
PAT	178	-361	NM	9	NM	187	661	-72%

Key Ratios	Q2FY18	Q2FY17	Q1FY18	6M FY18	6M FY17
EBITDA Margin	25.0%	19.1%	21.7%	23.4%	19.2%
EBITDA (including Exch. Gain (net))	25.0%	17.1%	21.7%	23.4%	18.3%
Net Margin	3.8%	-8.2%	0.6%	2.3%	6.5%
Total Expenditure/ Revenues	75.0%	80.9%	78.3%	76.6%	80.8%
Personnel Cost/ Total Operating Income	55.6%	60.9%	58.3%	56.9%	61.3%
Other Expenditure/ Total Operating Income	19.4%	20.0%	19.9%	19.7%	19.5%



Consolidated Balance Sheet Statement



Particulars	As at Sept 30, 2017	As at March 31, 2017
ASSETS		
1. Non-current assets		
(a) Property, plant and equipment	7,140	7,298
(b) Capital work-in-progress	34	27
(c) Goodwill	9,808	9,719
(d) Other intangible assets	5,231	5,457
(e) Intangible assets under development	403	170
(g) Financial assets		
(i) Investments	41	40
(ii) Other financial assets	681	645
(h) Deferred tax assets (net)	527	446
(i) Other non-current assets	1,085	943
Total non-current assets	24,949	24,744
2. Current assets		
(a) Inventories	5	5
(b) Financial assets		
(i) Trade receivables	2,544	2,694
(ii) Cash and cash equivalents	332	1,060
(iii) Bank balance other than (ii) above	231	199
(iv) Other financial assets	4,898	2,755
(c) Other current assets	1,423	2,001
Total current assets	9,434	8,714
Total assets	34,383	33,458

Particulars	As at Sept 30, 2017	As at March 31, 2017
EQUITY AND LIABILITIES		
Equity		
(a) Equity share capital	299	299
(b) Other equity	5,626	5,266
Equity attributable to equity holders of the Parent	5,925	5,565
Non-controlling interests	1,202	1,141
Total Equity	7,127	6,706
Liabilities		
(1) Non-current liabilities		
(a) Financial liabilities		
(i) Borrowings	9,529	10,107
(ii) Other financial liabilities	3,222	3,064
(b) Provisions	89	60
(c) Deferred tax liabilities (net)	1,056	1,132
(d) Other non-current liabilities	17	17
Total non-current liabilities	13,912	14,380
(2) Current liabilities		
(a) Financial liabilities		
(i) Borrowings	1,805	1,584
(ii) Trade payables	1,308	1,297
(iii) Other financial liabilities	5,767	4,598
(b) Provisions	15	197
(c) Current tax liabilities (net)	265	212
(d) Other current liabilities	4,184	4,485
Total current liabilities	13,344	12,372
Total liabilities	27,256	26,752
Total equity and liabilities	34,383	33,458



Standalone Profit & Loss Statement



Particulars (Rs Million)	Q2FY18	Q2FY17	% YoY Variance	Q1FY18	% QoQ Variance	6M FY18	6M FY17	% YoY Variance
Net sales / income from operations	396	420	-6%	348	14%	744	815	-9%
Operating Foreign exchange gain	15					13		
Other Income	42	25	66%	77	-46%	119	52	126%
Total Revenue	452	445	1%	425	6%	875	868	1%
Total Expenditure	271	251	8%	256	6%	527	493	7%
Personnel Cost (including technician fees)	128	134	-4%	122	5%	249	262	-5%
Other Expenditure	143	118	22%	134	7%	278	232	20%
EBITDA	181	194	-7%	169	7%	348	374	-7%
Non Operating Foreign exchange (loss)/Gain		-63	NM	-2	NM		-61	NM
EBITDA (including Exch. Gain (net))	181	131	39%	167	8%	348	313	11%
Depreciation & amortization	83	77	7%	76	8%	159	154	3%
ESOP Charges	68	48		100		168	48	
EBIT	30	5	NM	-10	NM	21	111	-82%
Interest & Finance charges	93	77	21%	99	-6%	192	160	20%
Other income			NM		NM			NM
PBT Before Exceptional Items	-63	-72	NM	-109	NM	-172	-49	NM
Exceptional Items- Expenditure/ (Income)		-185	NM		NM		-185	NM
PBT	-63	113	NM	-109	NM	-172	135	NM
Tax Expense	-4	54	NM	-7	NM	-11	59	NM
PAT	-58	59	NM	-102	NM	-161	76	NM

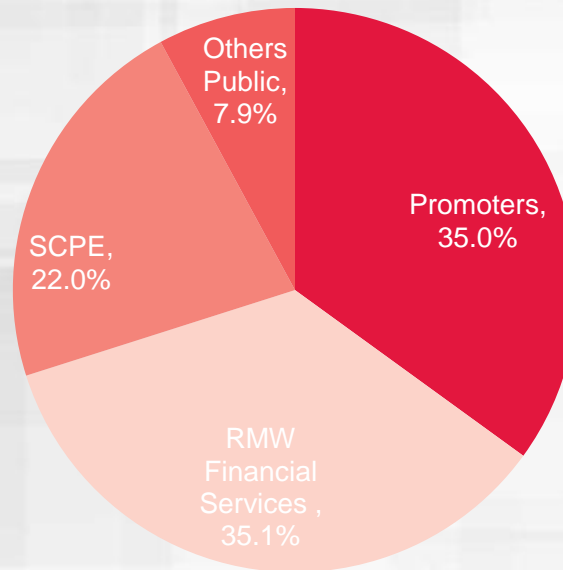
Key Ratios	Q2FY18	Q2FY17	Q1FY18	6M FY18	6M FY17
EBITDA Margin	40.1%	43.6%	39.7%	39.8%	43.2%
EBITDA (including Exch. Gain (net))	40.1%	29.3%	39.3%	39.8%	36.1%
Net Margin	-12.9%	13.1%	-24.1%	-18.4%	8.8%
Total Expenditure/ Revenues	59.9%	56.4%	60.3%	60.2%	56.8%
Personnel Cost/ Total Operating Income	28.3%	30.0%	28.6%	28.5%	30.2%
Other Expenditure/ Total Operating Income	31.7%	26.4%	31.6%	31.7%	26.7%



PFL Shareholding Pattern



As on 30th September- 2017
Outstanding shares – 299mn



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About Prime Focus Limited

Prime Focus Limited (PFL), the world's largest independent integrated media services powerhouse, employs over 9,000 professionals in 19 cities across 5 continents and 7 time zones. We provide end-to-end creative services (visual effects, stereo 3D conversion and animation), technology products & services (CLEAR™ Media ERP Suite and Cloud-enabled media services), production services (equipment rental) and post-production services (Digital Intermediate and picture post) to the Media & Entertainment industry.

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