LYCOS INTERNET LIMITED

Q2 FY 2016-2017
RESULTS & INVESTOR PRESENTATION



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.



KEY HIGHLIGHTS

- ✓ Q2 Revenue Rs.588.52 Crores, up 10.66% Q-o-Q and 4.15% Y-o-Y
- ✓ Q2 EBIDTA Rs.180.70 Crores, up 12.33% Q-o-Q and a decrease of 1.11% Y-o-Y
- ✓ Q2 PAT Rs.106.20Crores, up 12.58% Q-o-Q and 0.99% Y-o-Y.
- ✓ Q2 Revenue from Digital Marketing Segment Rs.473.19Crores, an Up 11.91% Q-o-Q and an increase of 3.23% Y-o-Y.
- ✓ Q2 PBT from Digital Marketing Segment Rs.152.57Crores, up 9.39% Q-o-Q and a decrease of 6.01% Y-o-Y.
- ✓ Q2 Revenue from Software Development Segment Rs.115.32Crores, up 5.82% Q-o-Q and 8.08% Y-o-Y.



BUSINESS HIGHLIGHTS

Brightcom, Powered by LYCOS

- Brightcom comes in at number 4, global ranking in the Video Seller Trust Index for Programmatic buying by Pixalate Inc.
- ✓ Brightcom has been chosen as a Top Alternative Ad Network in MonetizeMore's 2016 roundup.
- ✓ The Brightcom programmatic team participated in the VideoNuze 2016 Programmatic Summit held in NYC.
- The Brightcom team has moved into a new space.
- ✓ In October, the team participated in Digiday publishing summit in Miami.
- In November, the team participated in Programmatic Video and TV advertising summit in NY.



TECHNOLOGY

Yield Optimization & Ad Management Platform. Compass is Brightcom's technological "brain" designed and developed to offer an end-to end solution which enables premium publishers to better monetize their entire inventory - optimally, programmatically and across display and video advertising demand.

Compass offers:

- Ad server capabilities
- ✓ Real-time bidding (RTB)
- √ Tag integration
- Header Bidding
- Flexibility





TECHNOLOGY

- Brightcom's Compass Platform was nominated as finalist for Best Ad Tech Tool at Cynopsis Model D Awards 2016.
- Improvisation on the 'Compass' advertising technology has helped advertisers to connect directly with our SSP platform if they have RTB capability, and get closer to their audience.
- ✓ Brightcom released a new ad format Anchored Ads. These high-impact ad units are anchored, meaning they remain visible even as users scroll up or down. They guarantee 70%-100% viewability, user-friendly, and a visible "x" closes the ad.



LYCOS MEDIA

- LYCOS Media introduced its LYCOS Sports app.
- LYCOS Sports was powered by Breaking Data to offer personalized game reporting, team news and social commentary. LYCOS Sports app will have selections that include professional sports, specific teams, key players, game reporting and related news. As part of the partnership, LYCOS will introduce its sports application on all smart phones and tablets. The LYCOS Sports App will have a simple and consolidated view as per the needs of every user. One can track the teams and players they love, their stats and news very easily.
- LYCOS Media has witnessed an increase in traffic across many of the countries in which it operates. Advertisers can now choose between multiple formats to capitalize on the increased inventory being generated by these properties. Visitors to LYCOS' sites have the comfort of choosing between the various segments of content at one place, from news, mail & videos to networking.



There has been an increase in its visitor traffic as the holiday season arrives resulting from the addition of various new features and modern browsing experiences to its online properties, namely, Tripod, LYCOS Domains, LYCOS Videos, LYCOS News, LYCOS Search and Angelfire.

LYCOS LIFE

- ✓ LYCOS Life band features in '10 best fitness bands in India 2016' by IOTIndiaMag.com
- ✓ Branding campaigns on Social Media continues.



Thank You

Any questions?
Mail us at: ir@lycoscorp.com