



LYCOS[®]

Investor Presentation

overview

LYCOS

Legendary Internet brand.

Operates through a network of consumer services like Search, Tripod, Gamesville, Lycos Mail, Angelfire and WhoWhere.

Most visited internet destination in the world in 1999.

 **Ybrant**
DIGITAL

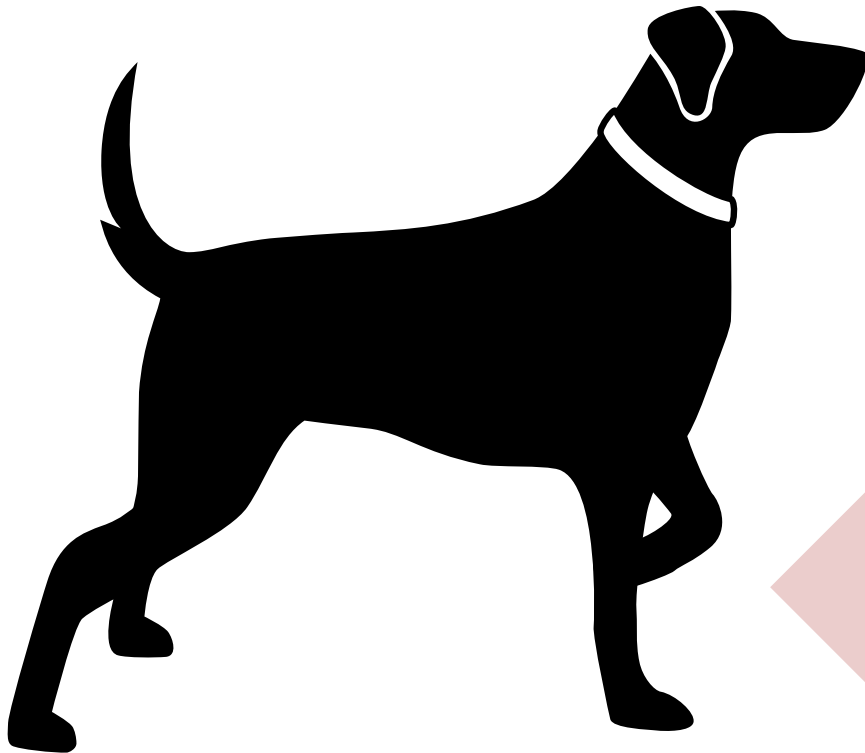
Markets digital media through a global footprint across 24 countries

Full range of digital marketing services with deep agency relationships.

Successfully acquired and Integrated 10 complementary businesses.

Raised about \$100 million (about Rs. 500 crores) from top tier Institutional Investors.

the brand



LYCOS®

Lycos is one of the oldest and most ubiquitous internet search brands in the world.

Characterized by its trade mark black Labrador icon, Lycos has great brand attributes which communicate its core element effectively.

Lycos got listed on NASDAQ in 1996 and became part of NASDAQ-100 index by 1999.

Late 90s witnessed rapid growth of the business through nearly two dozen acquisitions including TRIPOD, Angelfire, Gamesville, WhoWhere and Wired Digital.

history



Lycos Inc. was formed to be an advertising-supported web portal.

1995

Completed the fastest IPO from inception to offering in NASDAQ history

1996

Acquired by Terra Networks for \$12.5 BN

2000

Founded in USA as USA Greetings

Sold to Daum Communications for \$95 Mn

2004

Transitioned to Ybrant, offering tools and services to digital ad networks

Introduced several media services line
LYCOS Mail and LYCOS MIX

2005

2006

Acquired Two Display Ad Networks in US
MediosOne and AdDynamix.

2007

Acquired Online Media Solutions in
Israel. Expanding to Europe.

2008

Entered the APAC and Latin America markets
by acquiring Max Interactive. and dream ad
respectively.

Acquired by Ybrant Digital

2010

Acquired LYCOS from Daum
Communications

The LYCOS logo, consisting of the word "LYCOS" in a bold, black, sans-serif font.

snapshot

FY14 Topline
Rs.1674 crores PAT
Rs. 221 crores.

Represent Microsoft
Ads across majority
of LATAM.

35 billion impressions
with 100 million
unique visitors.

One of the largest
international partners
of Facebook.

TRIPOD.

Angelfire

Gamesville

HOTBOT

LYCOS MAIL

LYCOSTV

WHOWHE

NET.ORG

Agencies

JWT Starcom

ZenithOptimedia
The ROI Agency

mec:
Active Engagement

OgilvyOne
worldwide

HAVAS
DIGITAL

SAATCHI & SAATCHI

TBWA

MEDIACOM
People first, better results

neo@Ogilvy

MINDSHARE

media
contacts

initiative

OM² UM

Advertisers

vodafone

airtel

chrome

TTC Limited

KIA
KIA MOTORS

Reckitt
Benckiser

hp

HSBC

ICICI Bank

BRITISH AIRWAYS

LIC
भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

KLM
Royal Dutch Airlines

STAR

amazon.com

ICICI Bank

LYCOS Internet Limited

BSE : YBRANTDIGI / 532368

Revenue (FYE14)

Rs. 1674 Crores

Profit After Tax (FYE14)

Rs. 221 Crores

Share Price & Market Cap
(Dec 30, 2014)

Rs. 45.95 & Rs 2,188 Crores

EPS (TTM)

Rs 5.61

Revenue Geography wise

Revenue Geography wise	
USA	58.20%
UK	2.85%
Europe	16.88%
India	3.41%
Asia Pacific	1.08%
Australia	2.82%
Latin America	11.65%
RoW	3.11%

Revenue Segment Wise

Revenue Segment Wise	
Digital Marketing	
Rich Media, Video & Mobile	42.79%
Search	14.78%
Email Marketing	2.77%
Platforms	12.32%
Total	72.65%
Software Development	27.35%

Segment Wise - Revenue

Segment Wise - Revenue	
Cost Per Action (CPA)	26.34%
Cost Per Click (CPC)	33.86%
Cost Per Mile (1000) (CPM)	39.80%

digital revenues

FYE March	No Employees	Revenue (In INR Crs)
2010	350	334.51
2011	415	445.04
2012	427	603.01
2013	442	849.29
2014	460	1215.71

Non-Linear Business Model with respect to headcount

group - divisions

LYCOS MEDIA

 **TRIPOD.**

Gamesville

Angelfire 

HOTBOT 

LYCOS.MAIL


LYCOSTV




Ybrant
DIGITAL

 | **Ybrant Display**

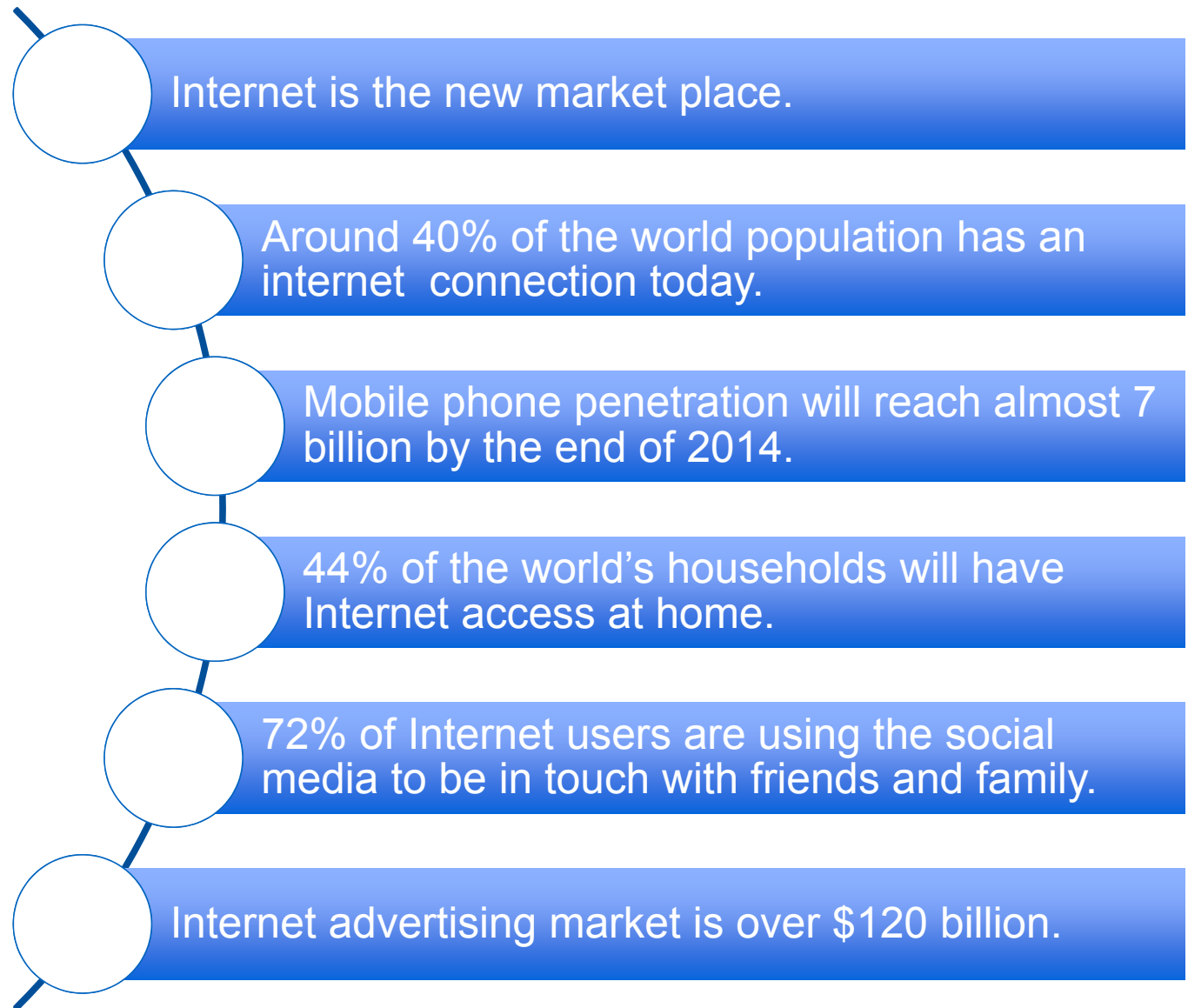
 | **Ybrant Social**

 | **Ybrant Video**

 | **Ybrant Mobile**

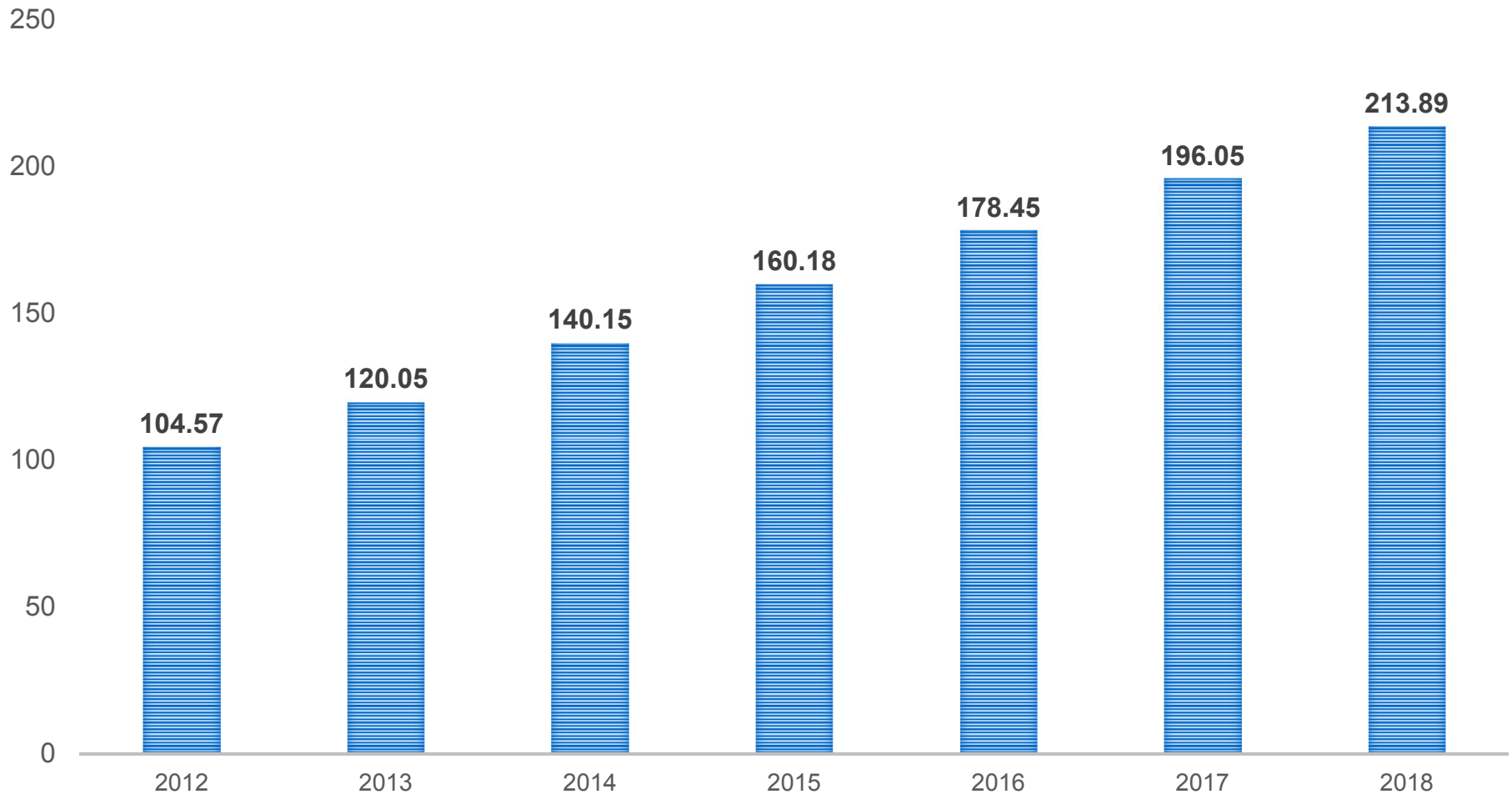
 | **Ybrant Search**

internet



online ad spending

DIGITAL AD SPENDING WORLDWIDE (US\$ BILLIONS) PROJECTIONS



products - media



Whether it's for a small business, organization, or personal website, Tripod provides the tools you need to easily build the website you want.



A premiere destination for people who want to build free websites for their personal passions, small businesses, or anything else under the sun.



Lycos Mail is a premium web-based email service that offers 5 GB of storage, POP3/IMAP access, advanced spam filtering, and domain and address blocking.



A quick and easy search tool for finding the best content, images, video and news on the web.

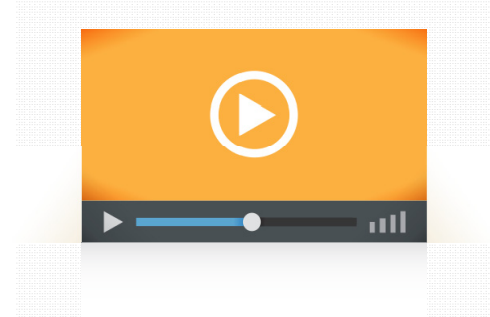


Play free games with — and against — other people to win real cash and other prizes. Find our games at Gamesville.com or on Facebook!

products - advertising



Display Advertising



Online Video Advertising



Social Media Marketing



Mobile Marketing



Search Engine Marketing



Email Marketing

technology and methodology



Compass (OneTag) - Compass is the big data/CouchBase based scalable tag management and revenue optimization tool for our publishers.

Pangea - Special tool to manage Facebook and other social campaigns at the next level of granularity.

Business Intelligence - We completed our first BI integration platform for its Display and Video divisions using cutting edge technology and end-to-end solution on Google eco system.

Yield optimization platform (Waterfall) - A new-generation platform that open the doors to premium marketplaces (including tier 1 & tier 2 worldwide publishers).

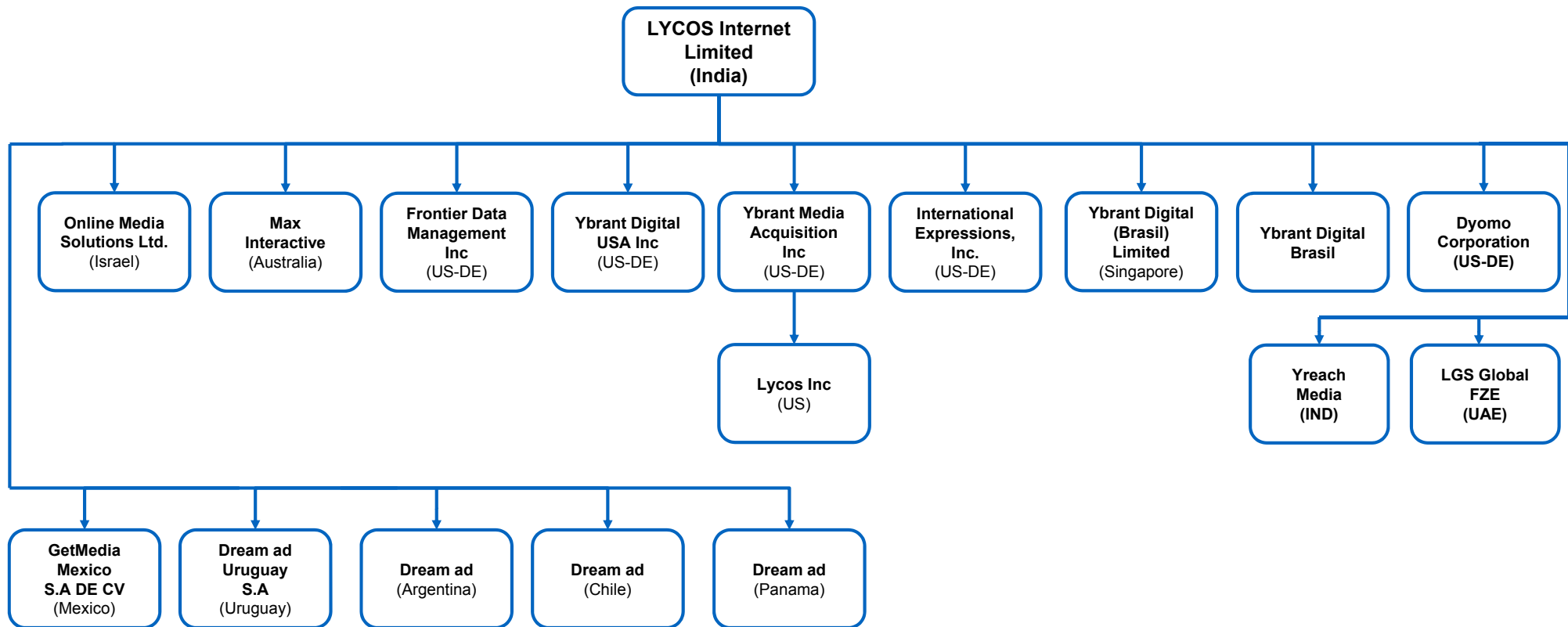
Programmatic video buying - We engaged with platforms like BrightRoll, AdapTV, LiveRail, Tremor Media amongst others to actively participate in online video advertising revolution.



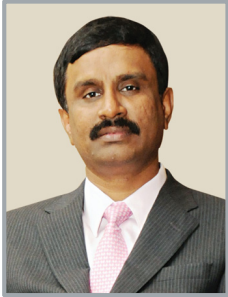
SWOT - analysis

Strengths	Weakness	Opportunities	Threats
Global footprint	Higher dependency on developed economies	Digital media channels spends is appx.10% of overall global advertising spends.	Acquisitions involve numerous risks, any of which could harm our business, financials and our future growth plans, if not executed in line with our plans.
Growth through acquisitions			
Demonstrated edge in integrating acquired companies.	Technologies restricting the receipt of internet advertisements, like filter software, by internet users may affect the reach and penetration of internet advertisements. Which may have an effect on the operations and financial position of the Company.	Changing landscape of the Internet with IOT, Crypto-currencies and cross-country ecommerce.	
Deep domain knowledge.			
Strategic Thinking		Print, TV and interactive media converging into the IP protocol.	New privacy legislations, industry standards and other regulations
Seasoned player in a growing market			
Deep agency relationships		Growing internet acceptance	
Comprehensive range of services		Rising broadband penetration	
Top tier advertisers and publishers			Consolidation of technology and service providers

corporate structure



board of directors



Mr. M Suresh Kumar Reddy

Role : Chairman and Managing Director. Responsible for strategic direction for the company's expansion

Qualification : Master of Science in Engineering, Iowa State University
Bachelor of Technology, IIT, Kharagpur, India

Experience : Co-founder of USA Greetings and Ybrant Technologies Inc. Has 21 years of experience as Project Engineer, Software Analyst and Business Analyst in AM General Corporation, Caterpillar, Chrysler, SBC (PacBell) and Charles Schwab Corporation



Mr. Raghunath Allamsetty

Role : Independent Non-Executive Director.

Qualification : Bachelor of Technology in Electronics and Communication, Osmania University
Correspondence in Marketing, IGNOU

Experience : Has served as CEO of Aasra Archiventures Private Limited. He is also

Co-founder and CEO of Platys Communication India Pvt Ltd. He has over 20 years of experience in project development, technical management and business development



Mr. Vijaya Bhasker Reddy

Role: Independent Non-Executive Director.

Qualification : Masters in Food Engineering, IIT, Kharagpur

Experience : Over 22 years of experience in marketing and management. Worked as General Manager at Coca-Cola India



Mr. Vijay Kancharla

Role: Executive Director. Responsible for technological operations and technology platforms

Qualification : Master of Science in Computer Science, University of Louisville. Bachelor of Technology, Jawaharlal Nehru Technological University, Hyderabad, India

Experience : Co-founder of USA Greetings and Ybrant Technologies Inc. Has served as the CEO of Ybrant Technologies Inc. With 18 years of experience in online advertising technology, design, development and software maintenance at Hewlett Packard and Pacific Bell



Mr. Y Ramesh Reddy

Role: Independent Non-Executive Director.

Qualification : Chemical Engineering, IIT, Chennai. Management Degree in Finance and Marketing, XLRI, Jamshedpur

Experience : Over 21 years of experience in the field of IT, Manufacturing and Investment Banking. He heads the Finance Department at Cambridge Technology Enterprises Limited (CTE). He has been a Strategic Business Unit head with Virinchi Technologies Limited, Hyderabad

looking forward

Brand LYCOS needs a fresh launch keeping the core values of the business intact.

The services and products of the company will rally around this central message that LYCOS will stand for.

Some of the products and ideas that are in the pipeline are:



Internet of Things/ Crypto Currency



Thank You

