



**CYBER MEDIA RESEARCH &
SERVICES LIMITED**

**A DIGITAL MARKETING
TECHNOLOGY COMPANY**



CONSOLIDATED FINANCIALS: Q1 FY2023-24

CMRSL REGISTERS HIGHEST Q1 REVENUE



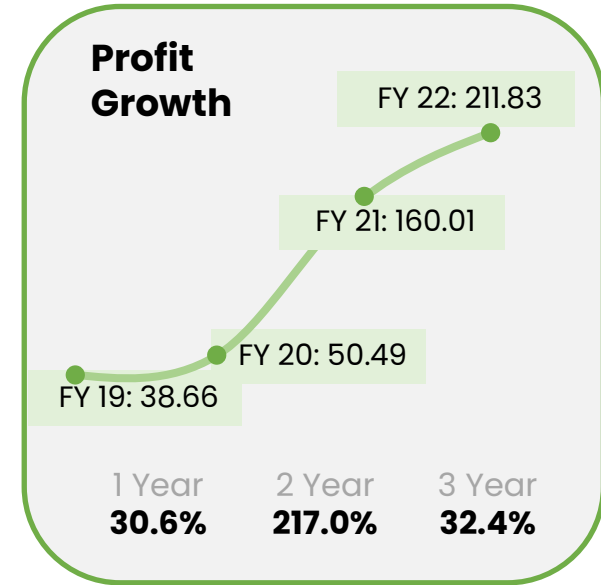
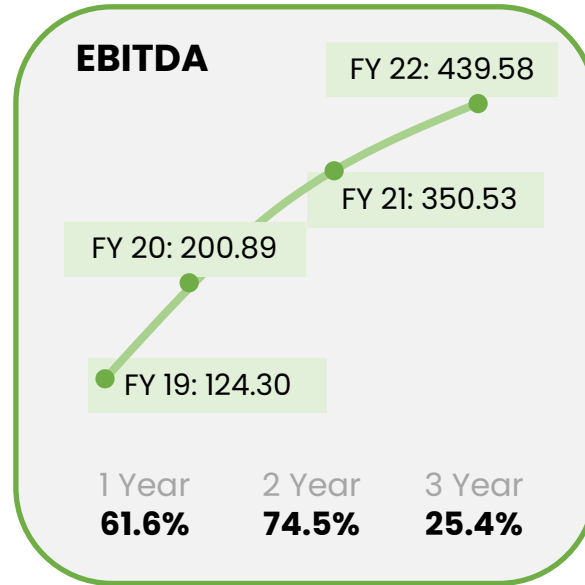
Financials: Q1 FY2023-24 (Consolidated in INR Lakhs)

	Q1 FY2023-24	FY2022-23	Q4 FY2022-23	Q1 FY2022-23
Income	1,818.10	6,317.68	1,938.39	1,346.87
Expenses	1,722.71	5,878.10	1,805.31	1,265.76
EBITDA	95.39	439.58	133.08	81.11
Finance Costs	15.95	82.47	23.21	19.80
Depreciation	6.79	27.31	6.99	6.78
PBT	72.65	329.79	102.87	54.52
Tax Expenses	15.36	117.96	45.44	23.25
PAT	57.29	211.83	57.43	31.27

For Q1 FY2023-24, Revenue grew by 35.0% YoY, EBITDA by 17.6% YoY, and PAT by 83.2% YoY

Financials: Annual FY Performance

(Consolidated in INR Lakhs)



Financial Ratios as on 30 June, 2023

Debt/Equity

0.53

Current Ratio

1.47

Debtors Turnover

79 days

Team Size

70

Financial: CMRSL P&L (Consolidated in INR Lakhs)

	FY Ended 31 March 2023	FY Ended 31 March 2022	FY Ended 31 March 2021
Income	6,317.68	5,678.12	3,032.33
Expenses	5,878.10	5,327.60	2,831.44
EBITDA	439.58	350.53	200.89
Finance Costs	82.47	92.62	102.33
Depreciation	27.31	26.56	13.62
PBT	329.79	231.35	84.94
Tax Expenses	117.96	71.34	34.45
PAT	211.83	160.01	50.49
EPS	7.79	6.35	5.61
Weighted No. of Shares	27,20,088	25,20,000	9,00,000

For FY2022-23, Topline grew by 11.3% YoY, PAT grew by 32.4% YoY

BUSINESS OVERVIEW



CMRSL Q1 Business Updates

- ▶ In Q1 2022-23, CMRSL acquired new customers such as Amazon Web Services, Cisco, Manipal Hospital, Global Logic, Taiwan Excellence
- ▶ CMRSL also onboarded agencies like AdFactors, Locad, R Square, Meraki Communications, Vertoz, etc.
- ▶ Programmatic & Advertising Business continues to gain steady traction, while exploring new areas such as
 - Connected TV, DOOH
- ▶ Data analytics business showed strong performance in Q1, successfully completing a large GTM project for HP
- ▶ Publisher Business remains a concern as ad rates continue to be low across the industry



CMRSL Q1 Business Updates

- ▶ Entry into the Middle-east markets for digital marketing, research & data analytics offerings
- ▶ There were over 150+ media mentions across Indian and International media. Some major outlets were
 - ▶ BBC Global, UK
 - ▶ CNBC
 - ▶ Times of India & Economic Times
 - ▶ Financial Times, UK
 - ▶ Live Mint
 - ▶ Zee Business
 - ▶ Outlook India
 - ▶ Business Today, among many others



CMRSL Investor Notes

- ▶ CMRSL has **announced a Dividend of Rs. 2 per share, i.e. 20%** of face value. This is to be released subject to shareholders approval at the ensuing AGM on Sept 20
- ▶ Mr. Shravan Sampath was inducted as an Independent Board Member
- ▶ The Company has established an Investment Committee exclusively to lay out a framework for utilization of surplus funds
- ▶ CMRSL is streamlining its financial processes and will aim to release its financial results earlier each quarter starting with the current quarter
- ▶ Mr. Prakash Kumar joined the Company as Head-Publisher Business, further strengthening its senior management. In addition, CMRSL has also strengthened its GTM resources



Good Governance Notes

- ▶ CMRSL deployed a new HRMS to streamline employee related processes including hiring, appraisals and OKR framework for better team productivity in line with organizational objectives
- ▶ New hiring policies will enable the organization to be a more competitive employer and attract from a better talent pool
- ▶ CMRSL continued its hybrid WFH policies successfully
- ▶ CMRSL has streamlined its collection processes and introduced better tech solutions around it

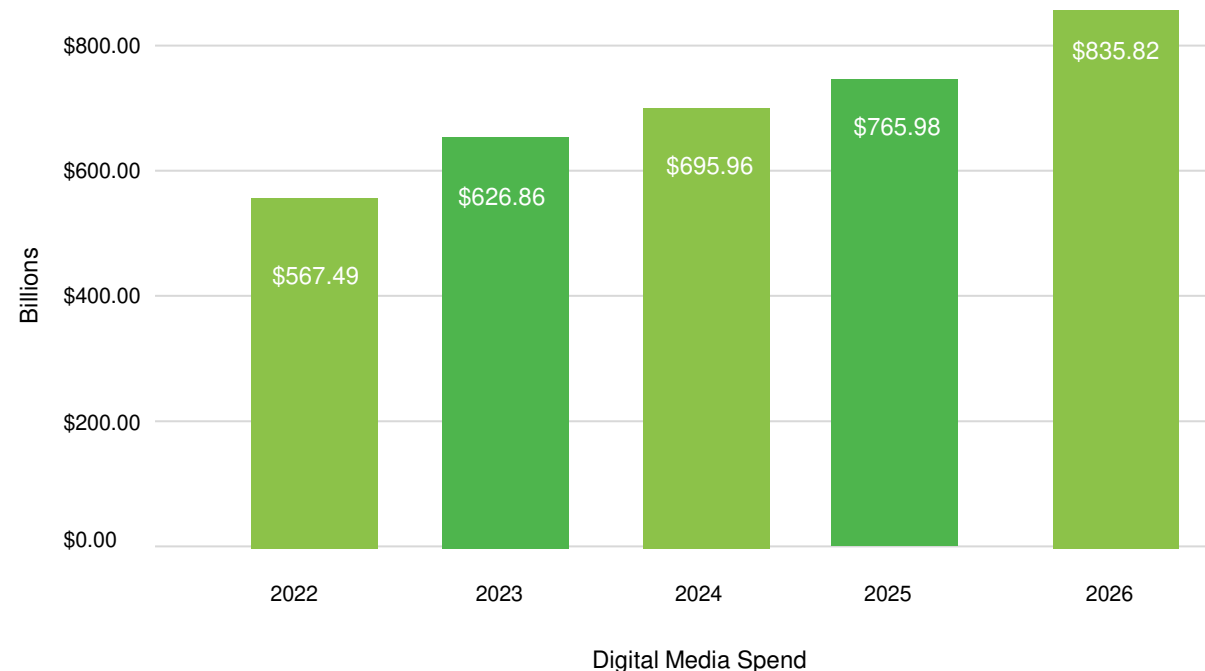


Digital Marketing Industry Growth Remains Strong

The future of Digital Advertising continues to grow at a steady pace. As **AI takes center-stage** marketing technologies will drive the next phase of growth. Data will continue to be an essential component that drives marketing success.

CMRSL's technology offers **Programmatic Solutions, Media Buying and Data Analytics** to a global customers base.

Digital will continue to be a key driver of the Indian ad market with 32% growth and 40% share of ad spends in 2023. It is forecasted to overtake television spending for the first time



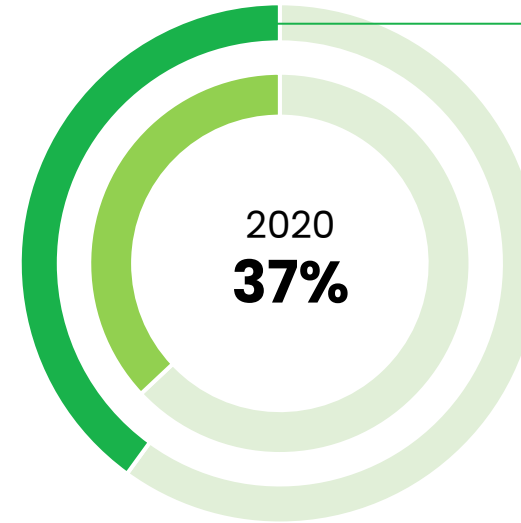
Source: eMarketer



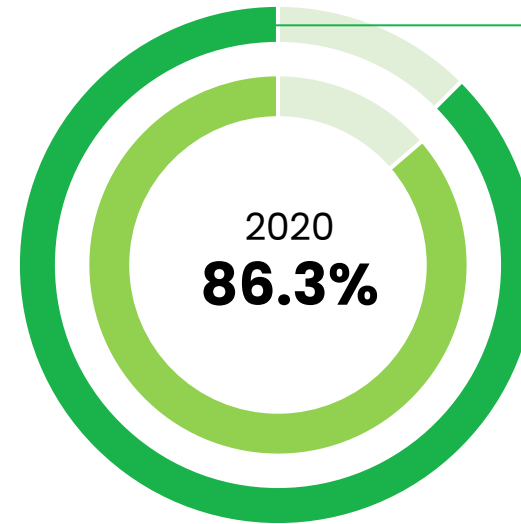
Programmatic: New Ad Money

Global Programmatic Advertising Market Surges to \$8.87 Billion in 2023, Expected to Reach \$19.12 Billion by 2027. Programmatic transactions is already a mainstay and with further innovation continues to expand into AR, Connected TV and DOOH.

- ▶ Programmatic is growing rapidly, with spending predicted to reach \$558 million by 2023.
- ▶ Today, programmatic ad spend accounts for over 80% of all digital marketing budgets globally
- ▶ Connected TV, DOOH, AI automation all point towards long-term Programmatic growth



India Programmatic Market in 2022 was **42%** of overall Digital Spends.



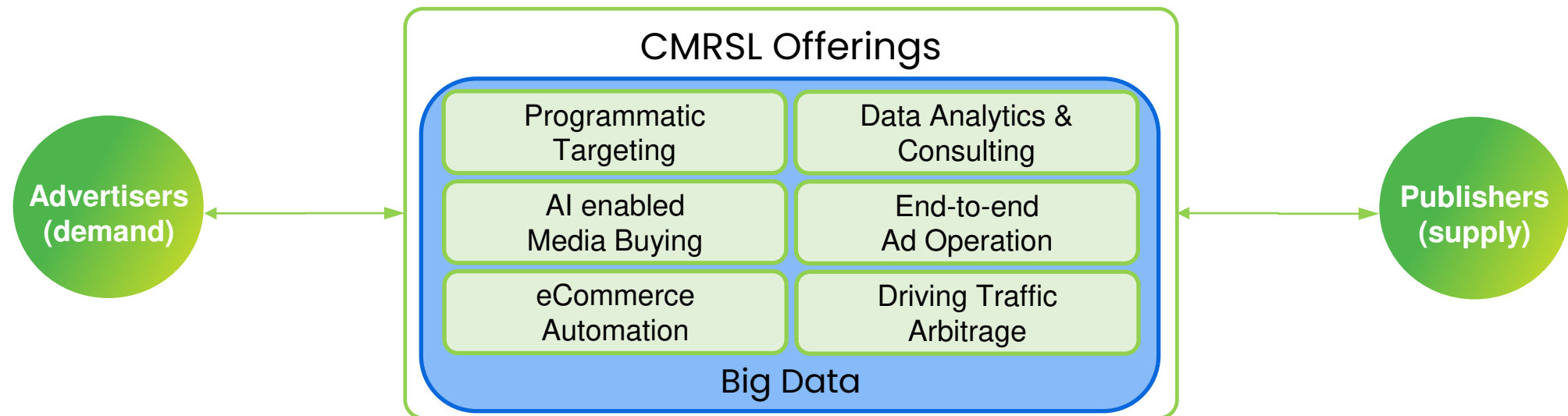
US Programmatic Market in 2022 was **87.5%** of overall Digital Spends

CMRSL VISION 2025



Vision 2025

- ▶ Establish among the **largest digital marketing agencies** in India
- ▶ Build a **moat by becoming a centralized data, products and service** provider for stakeholders across the ecosystem
- ▶ Enhance value creation between advertisers & publishers. **Be a technology enabler (focus on AI enablement) with multiple revenue streams**



Our Key Strengths – An Ecosystem Play



CyberMedia is a Recognized Brand

CyberMedia known across the advertising community



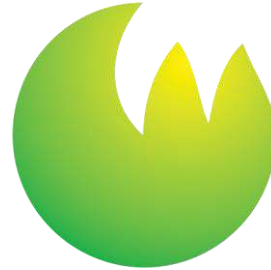
Programmatic Sweet-spot

Our presence with advertisers and publishers offers multiple opportunity in Programmatic. CMRSL tech to drive this growth



Data Fueled Growth

Strong Track Record and Expertise in Data Analytics and Market Insights & Research



CMRSL



International Focus

Presence across International Markets out of Singapore



Machine Learning + AI

Technology Driven marketing decisions. Managing data across 250 mn+ users across many industries

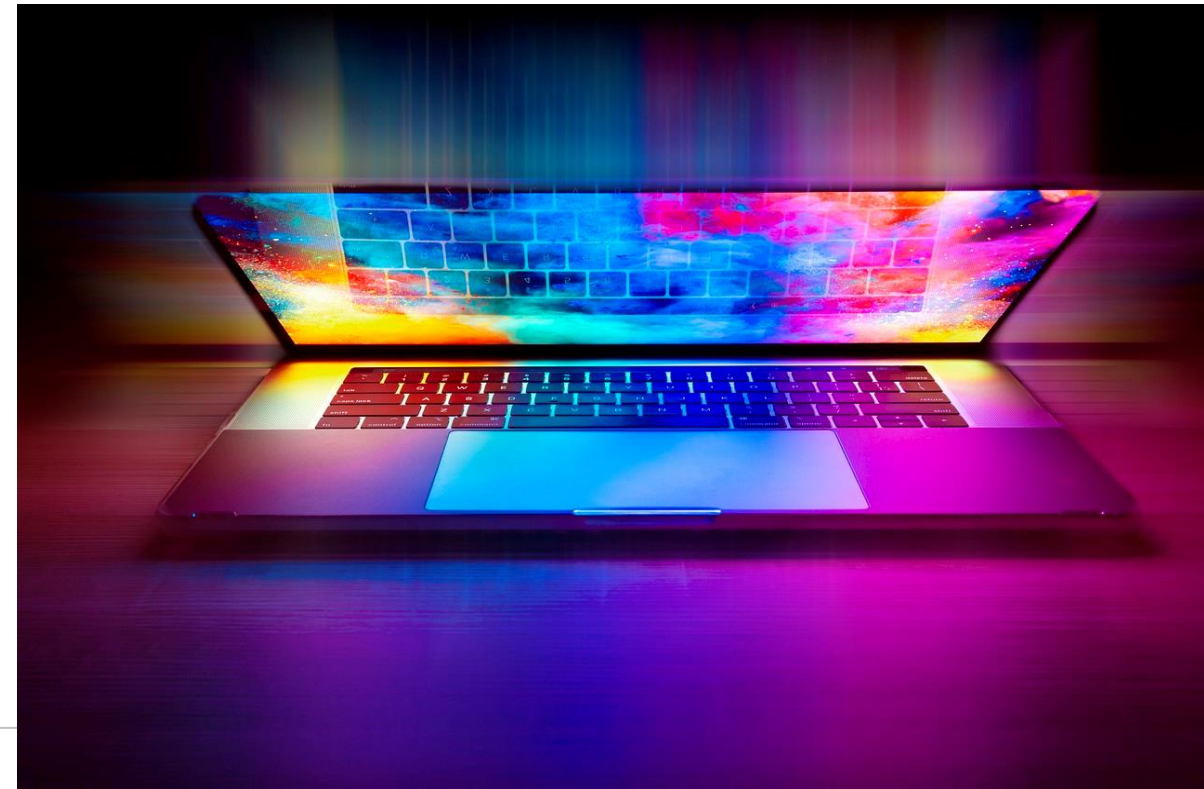


CMGalaxy SaaS

SaaS offerings to Brands gaining strong interest

Tenets for Future Growth

- ▶ First party data: Valuable insights directly from our own customers, driving personalized experiences and informed decision-making
- ▶ AI automation in MarTech streamlines processes, increases automation, and improves the efficiency and effectiveness of online advertising
- ▶ Establish Global Partnerships that help scale up business
- ▶ Create digital arbitrage opportunities that can be managed at scale



CMRSL PRODUCTS & TECHNOLOGY



Our Technology Philosophy

- ▶ Meaningful Marketing
- ▶ Accurate Marketing
- ▶ Automated Marketing

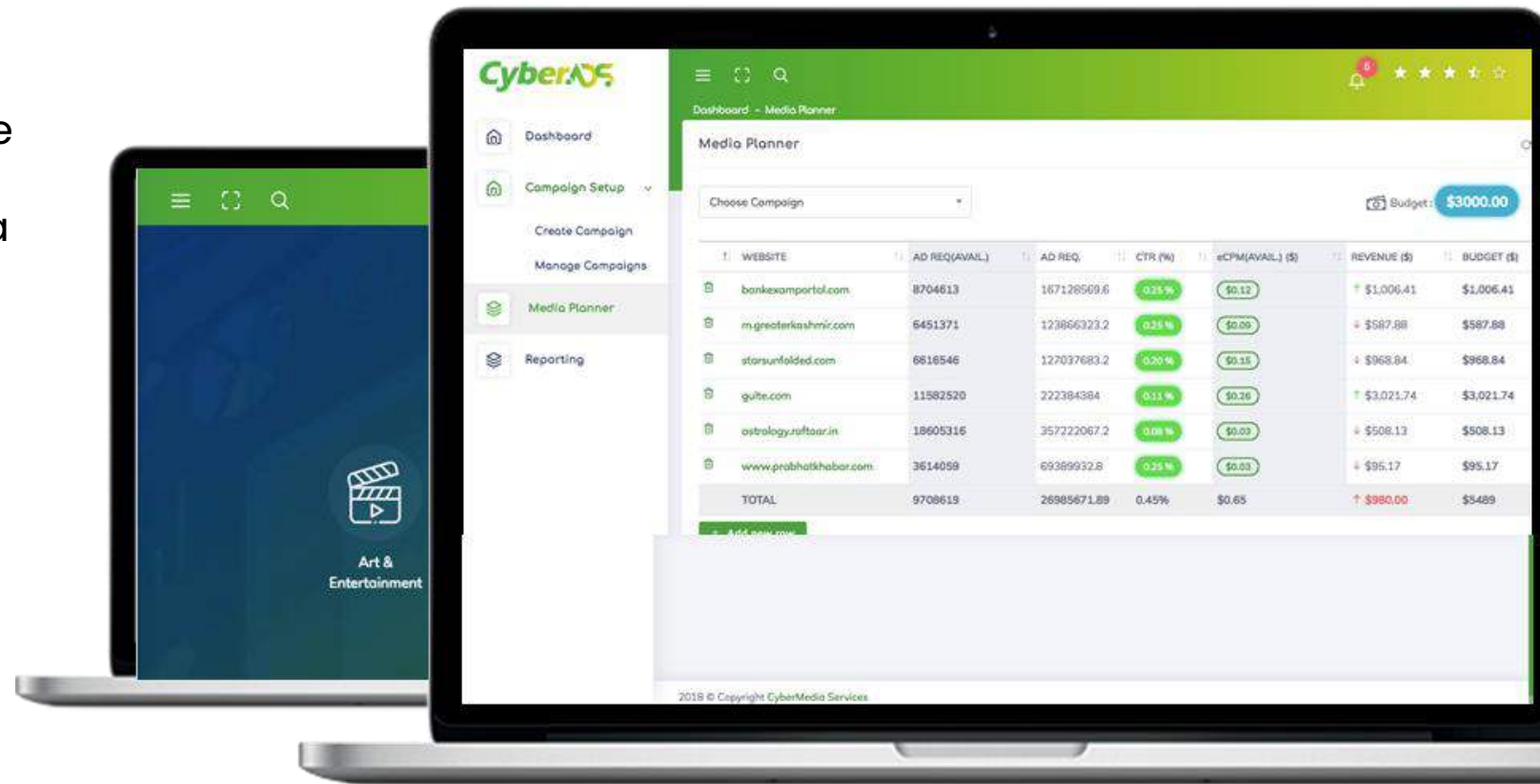
CMRSL products **simplifies marketing** for brands & publishers

Our **modern, scalable marketing solutions** are aligned directly with **customer success**



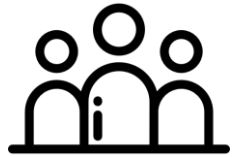
CyberAds: Enabling Programmatic Buying

- ▶ CyberAds provides an **automated, ML based programmatic** and media buying solutions. Our targeting engine provides Brands and Agencies end-to-end media buying options
- ▶ CyberAds integrates across **multiple inventory supply – including apps, video, display** to provide a single window of performance
- ▶ New areas of opportunity include **ConnectedTV and DOOH**. CMRSL is keenly exploring both these via Programmatic



CyberAds: Programmatic Buying

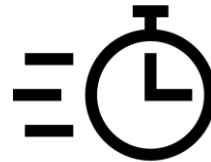
The Right Ad for the Right User at the Right Time



Right Audience



Right Time



Right Speed



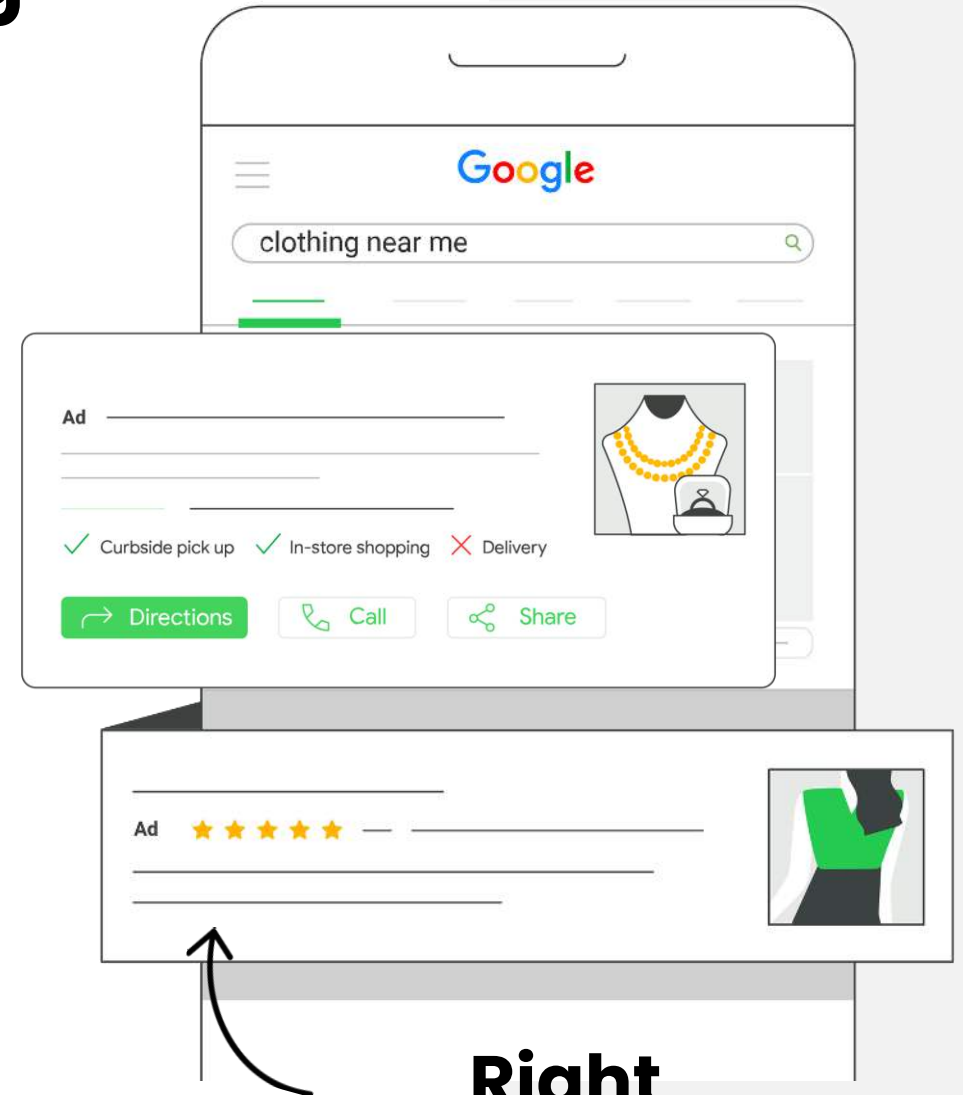
Targeting



Flexibility



Access

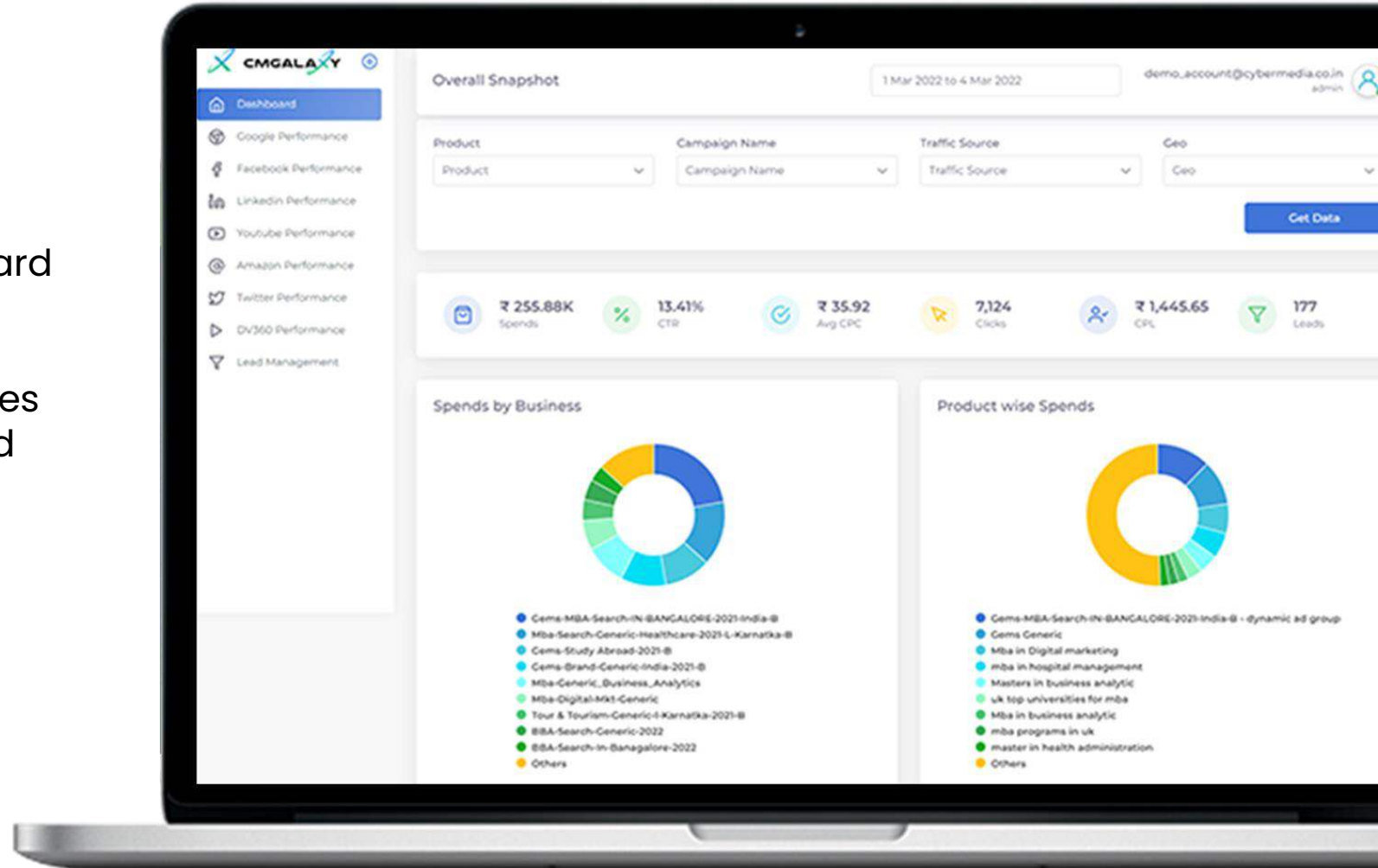


Right Placement

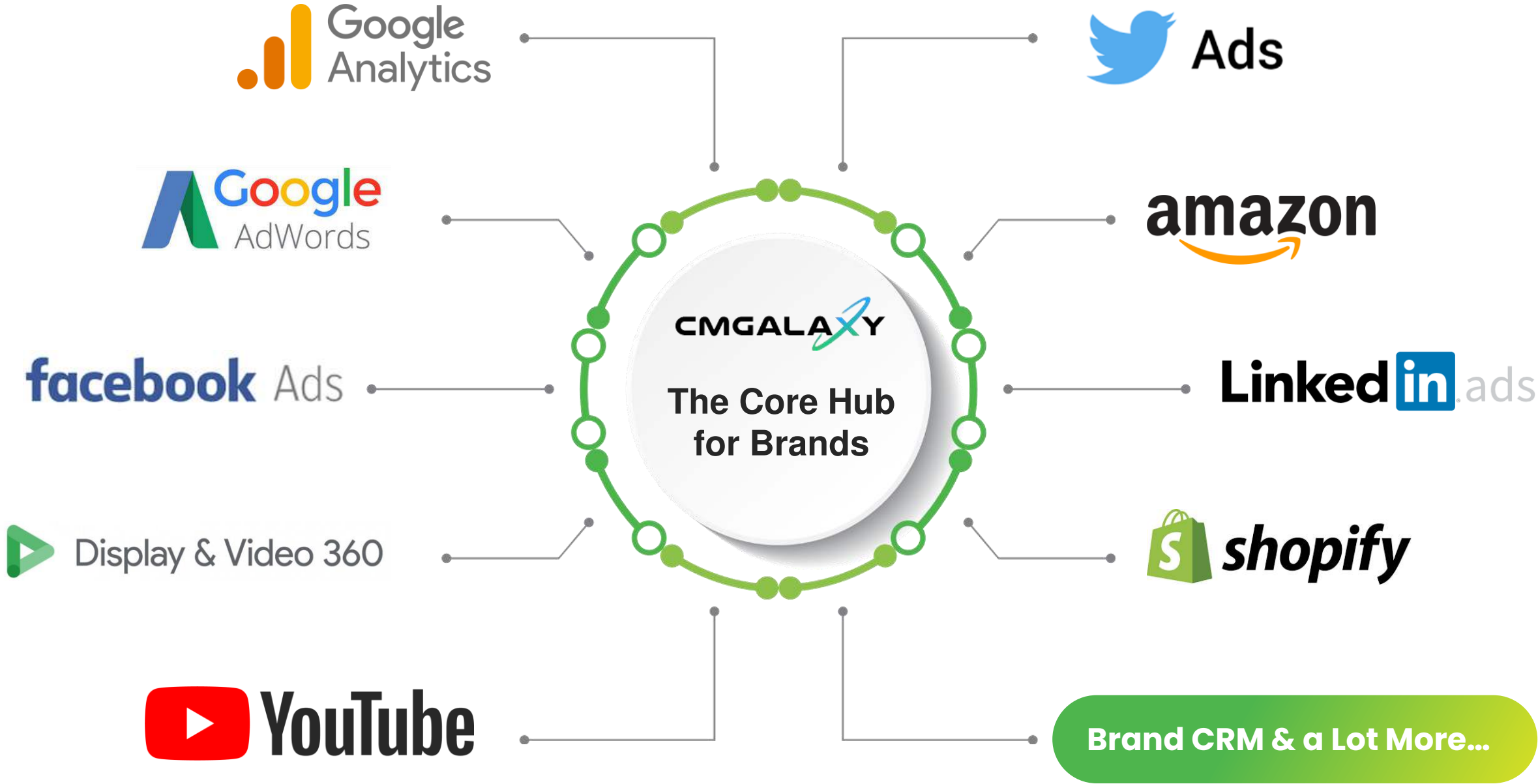
CMGalaxy: The Marketing Home for Advertisers

First Customers on CMGalaxy SaaS offerings started in previous quarter

- ▶ **CMGalaxy (cmgalaxy.com) is CMO Virtual Assistant** that automates an advertiser data pipes to provide centralized easy to navigate dashboard
- ▶ CMGalaxy SaaS solution **simplifies omni-channel marketing**, and creates full-funnel attribution across all brand marketing
- ▶ CMGalaxy capabilities include **in-depth lead profiling, actionable insights, ML based cohort analysis**, that drive insights for brands



CMGalaxy: The Marketing Home for Advertisers



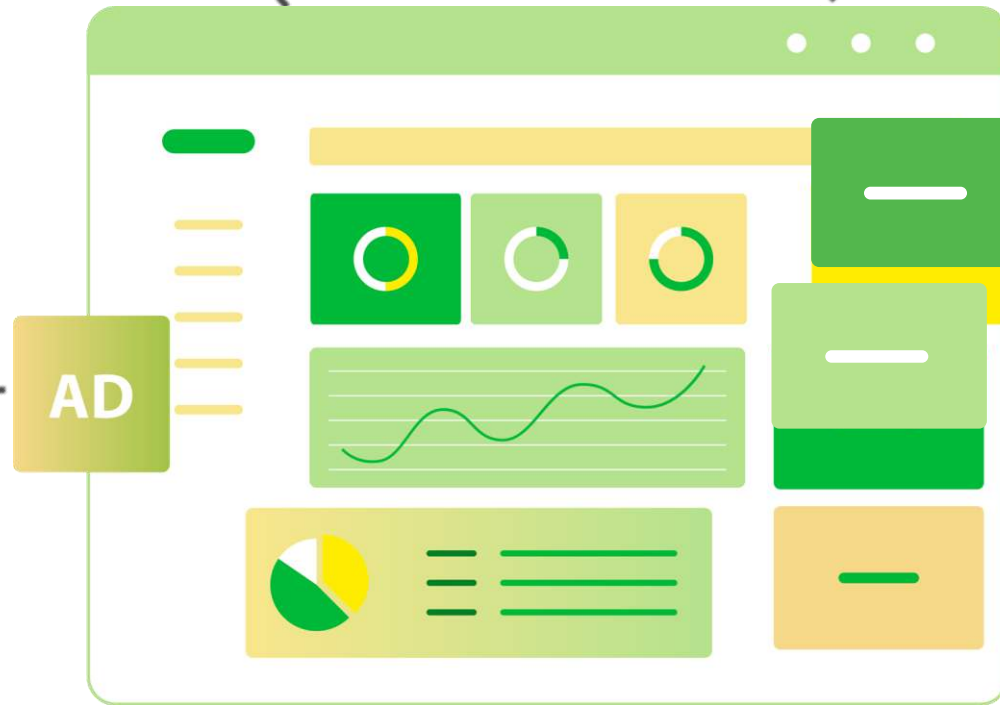
Auxo Ads: A Unified Dashboard

Auxo Ads allows publishers to optimize earnings by running the right ad to the right user. Product also captures large user behavior data that helps publishers understand their community



Deep Data Insights

Unified Reporting Dashboard



Better Yield Management leveraging Machine Learning

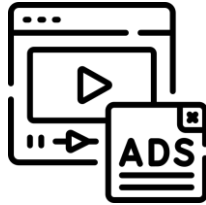
Simplifying Ad Optimization

Audience Behavior

Auxo Ads: Powering Publishers to Grow by 30% or more



20+ Demand Sources
via Header Bidding



Native and Video Ads



Direct Deals & DV360
Deals deliver premium
rates



Programmatic Ad
Campaigns improve fill-
rates



Select Key Clients



GlobalLogic



PubMatic

groupm



Magnite

oppo



GEMS



GAIN
THERAPEUTICS



iAvatarZ



ADSÖLUT

LEADERSHIP TEAM



Promoters Profile



- ▶ Pradeep Gupta, Chairman of CyberMedia Group founded in 1982
An angel investor who has mentored over 250 startups. Conferred the “**National Entrepreneurship Award** as the Best Mentor” by the Govt. of India.
- ▶ He is on the Investment Management Committee of 10,000 Crore Fund of Funds set up by Gol
- ▶ He is the recipient of **Distinguished Alumni Award** from **IIT Delhi** (1975) as well as **IIM Calcutta** (1977).
- ▶ Co-founder of **Indian Angel Network**
He is/has been on the Boards of **UTI AMC**, **IvyCap** Ventures, **Infinity** Venture Partners,
- ▶ Past Trustee of TiE Global
He is/has been on the Boards of PanIIT, IIM Calcutta Incubation Park, IIT Delhi
- ▶ incubator , IIT Mandi, Indian Newspaper Society, AIM, Lemon Tree Hotels, NCPEDP, among others
- ▶ He is the recipient of the **Helen Keller Award** for working in the disability sector.

Pradeep Gupta

Chairman of CyberMedia Group
Companies



Management Team



Dhaval Gupta

Managing Director

Dhaval Gupta, has more than 16 years experience. As a new media advocate, he has a keen understanding of digital, media and technology sectors. Dhaval has played a pivotal role in establishing the CMRSL team as a leading digital marketing setup. He has been the architect of products & solutions across the ecosystem. CMRSL has successfully forayed into online marketing, big data analytics, and publisher monetization under his leadership. Dhaval is a graduate of UW-Madison.



Thomas George

President

Thomas George, leads CyberMedia Research. He has more than 27 years of industry experience in business market research, consulting and advisory, media and content within ICT Industry. He has close to ten 14 in a general management role managing P&L. Thomas led his team in various new initiatives at IDC India as Country Manager for Indian operations. Thomas is an Economics graduate and a qualified lead auditor for ISO 9001: 2008 Quality Management Systems requirements and a certified Six Sigma 'Green Belt' quality professional.



THANK YOU.

CONTACTS

 Investor.care@cmrsl.net

 enquiry@cmrsl.net