August 16, 2023

Manager - Listing Compliance
National Stock Exchange of India Ltd.
Exchange Plaza, C-1, Block G, Bandra Kurla Complex,
Bandra (East), Mumbai-400051

Symbol: CMRSL

Sub.: **Investor Update – Q1 FY 2023-24**

Dear Sir/Madam,

With reference to the captioned subject, please find enclosed presentation on the Company's performance and revenue growth of FY 2021, 2022 and 2023. The presentation also captures the Company's future plans.

This is for your information and record.

Yours truly,
For Cyber Media Research & Services Limited

Savita Rana Digitally signed by Savita Rana Date: 2023.08.16 12:15:50 +05'30'

Savita Rana
Company Secretary
M. No. ACS 29078

CYBER MEDIA RESEARCH & SERVICES LIMITED

A DIGITAL MARKETING TECHNOLOGY COMPANY

CONSOLIDATED FINANCIALS: Q1 FY2023-24

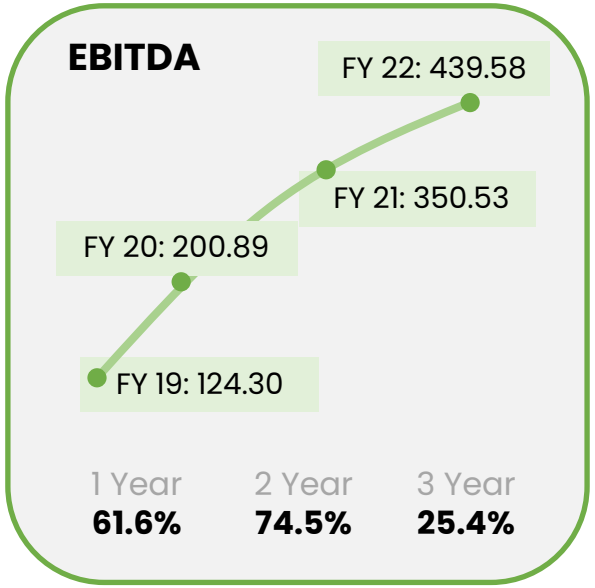
CMRSL REGISTERS HIGHEST Q1 REVENUE

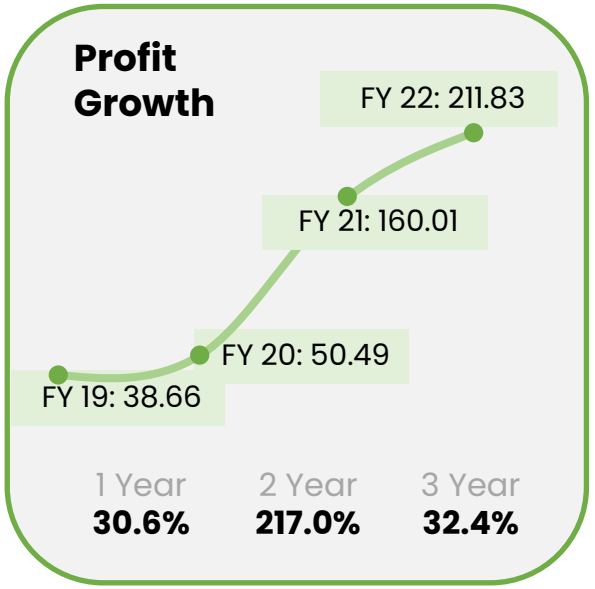
Financials: Q1 FY2023-24 (Consolidated in INR Lakhs)

	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	Current Ratio	Debtors Turnover	Team Size
0.53	1.47	79 days	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

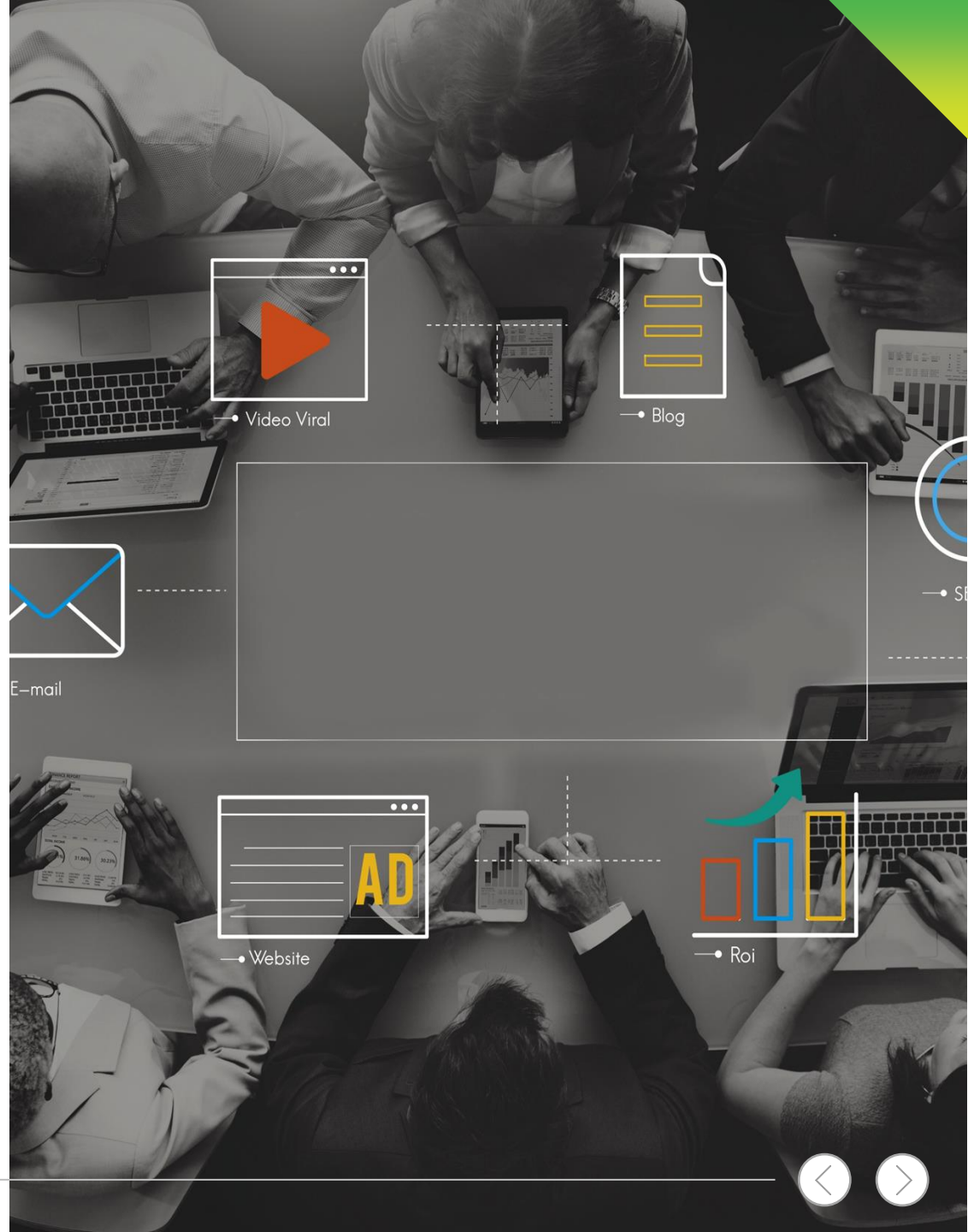
- Entry into the Middle-east markets for digital marketing, research & data analytics offerings
- There were over 150+ media mentions across Indian and International media. Some major outlets were
  - BBC Global, UK
  - CNBC
  - Times of India & Economic Times
  - Financial Times, UK
  - Live Mint
 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

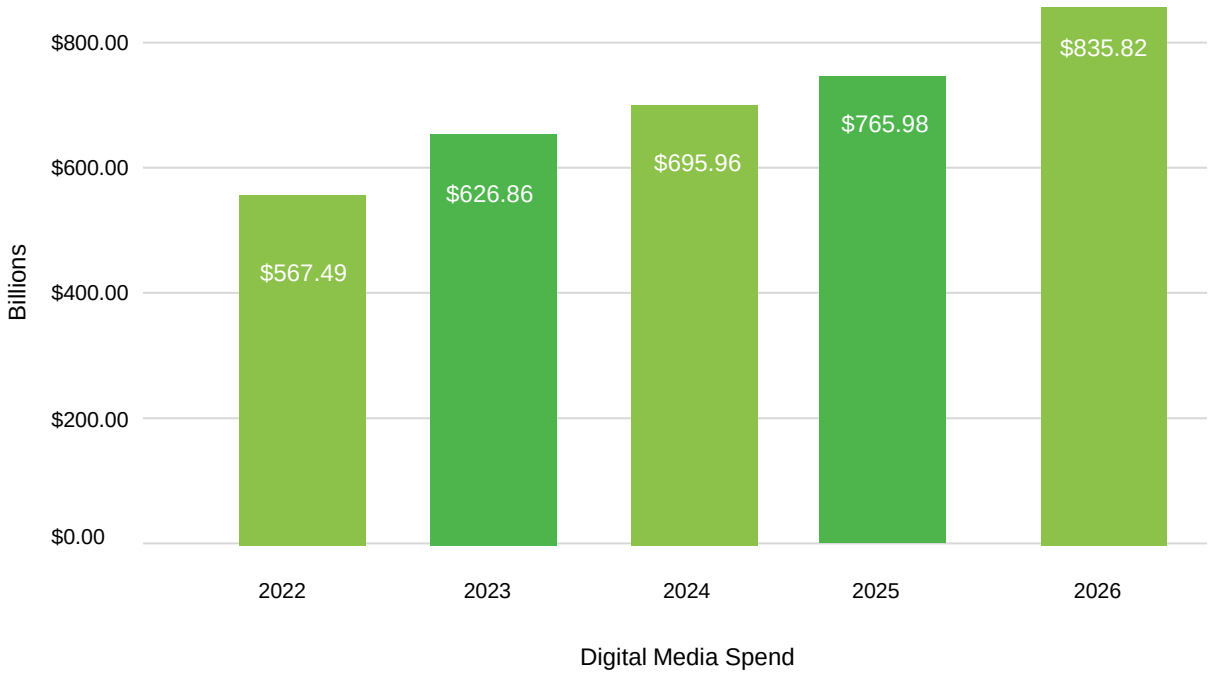
- CMRSL deployed a new HRMS to streamline employee related processes including hiring, appraisals and OKR framework for better team productivity in line with organizational objectives
- New hiring policies will enable the organization to be a more competitive employer and attract from a better talent 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.



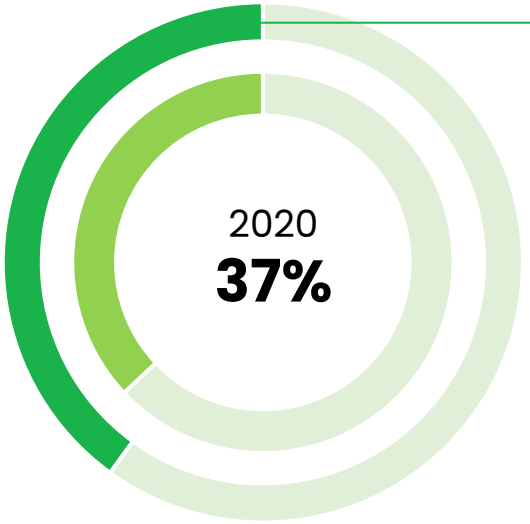
Digital will continue to be a key driver of the Indian ad market with 32% growth and 40% share of ad spends in 2023. It is forecasted to overtake television spending for the first time

Source: eMarketer

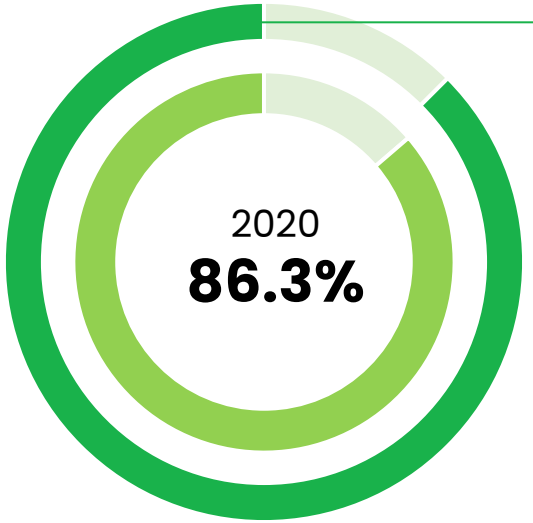
Programmatic:
New Ad Money

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.



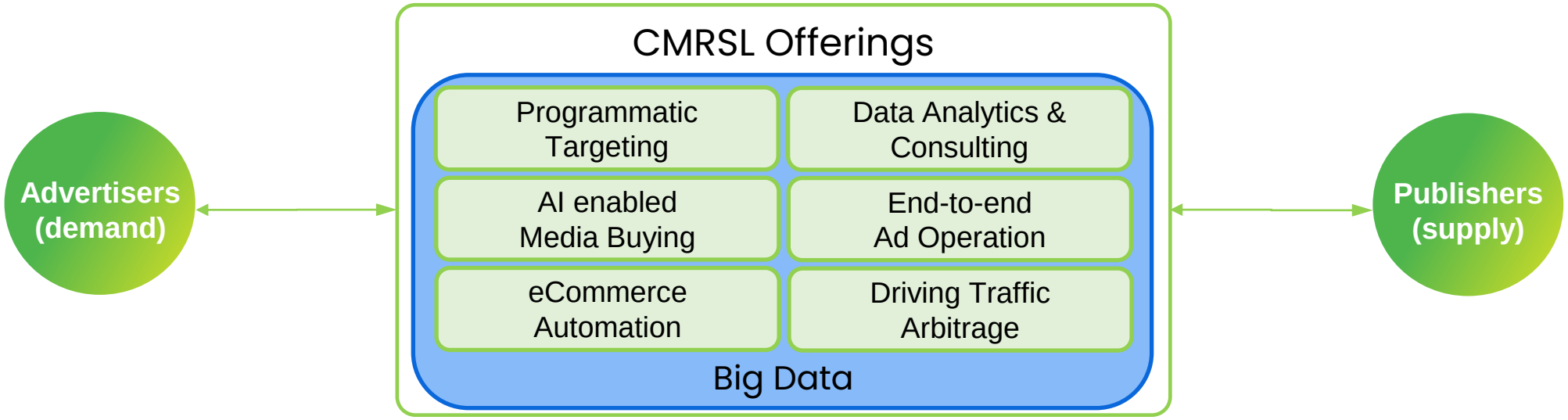
US Programmatic Market in 2022 was **87.5%** of overall Digital Spends

Source: eMarketer

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

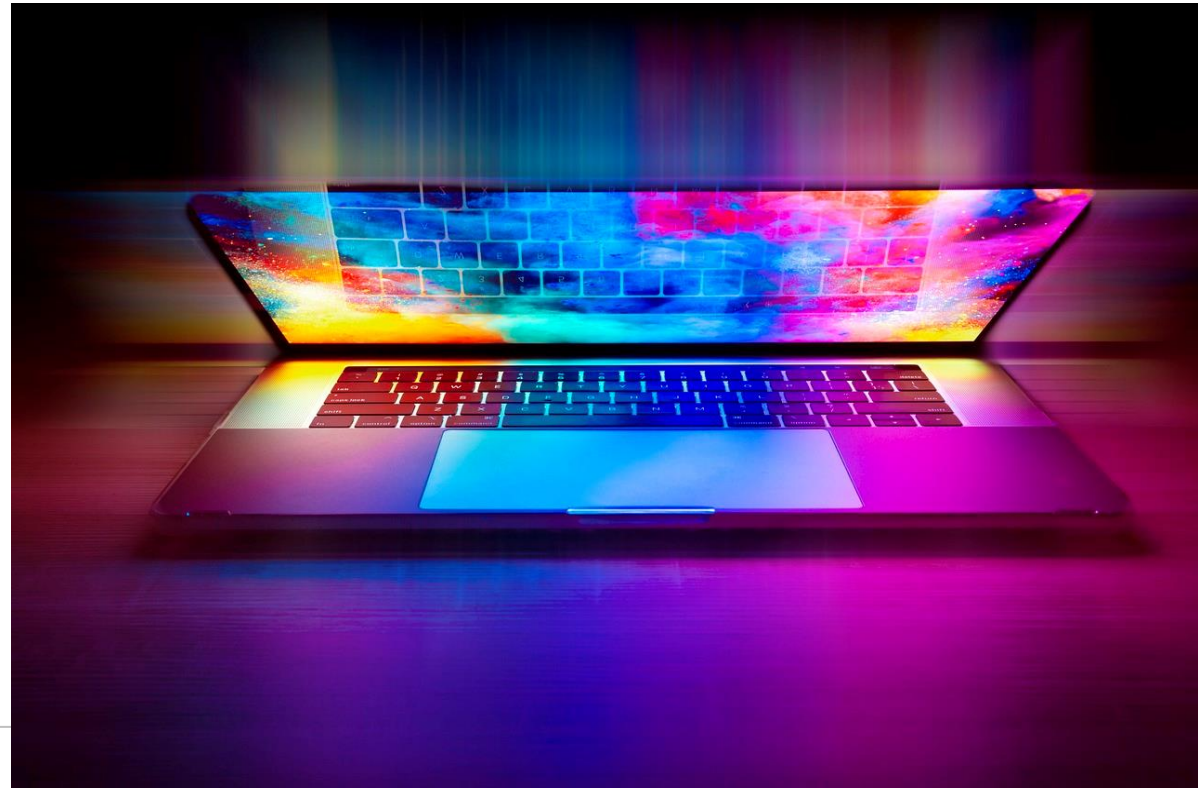
Technology Driven marketing decisions. Managing data across 250 mn+ users across many industries

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

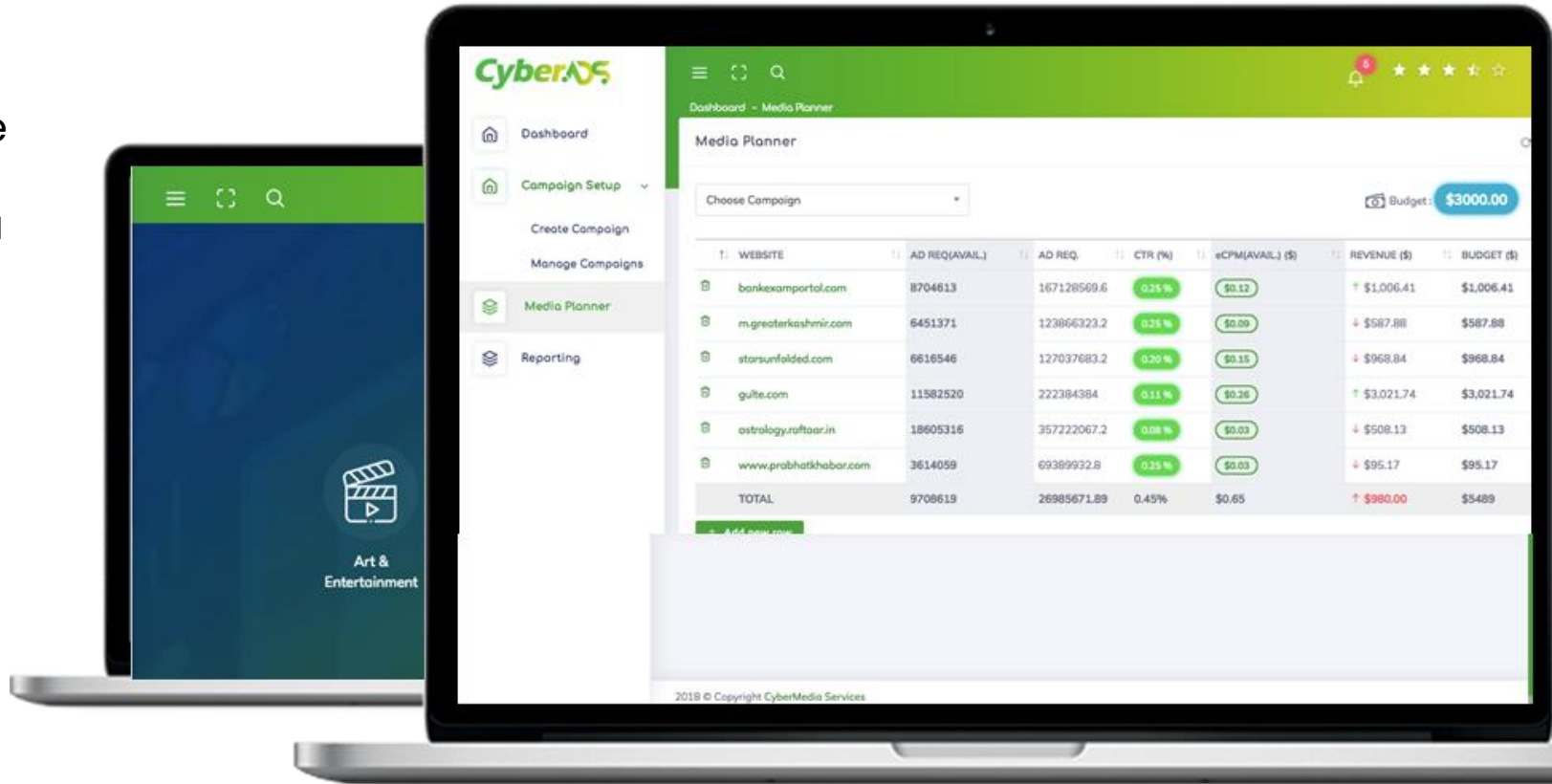
- Meaningful Marketing
- Accurate Marketing
- Automated Marketing

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

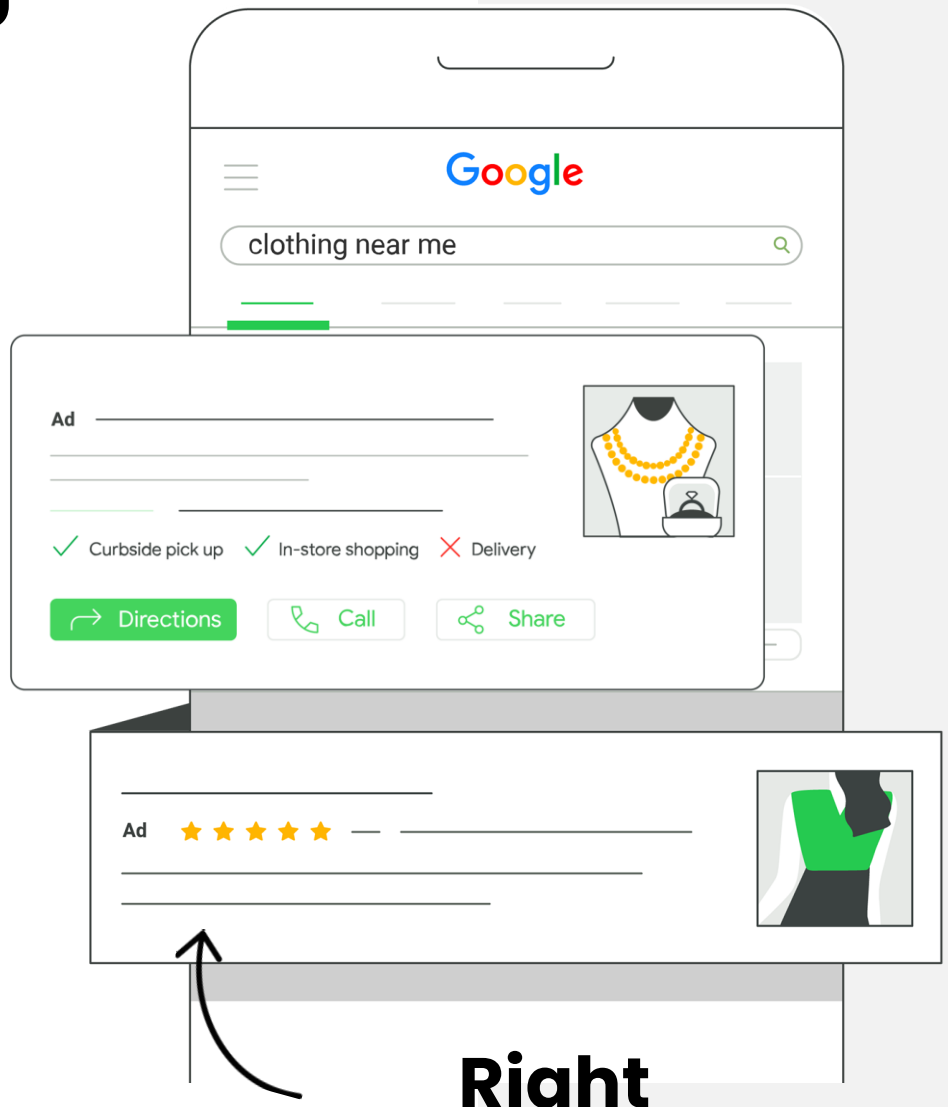
Right Time

Right Speed

Targeting

Flexibility

Access

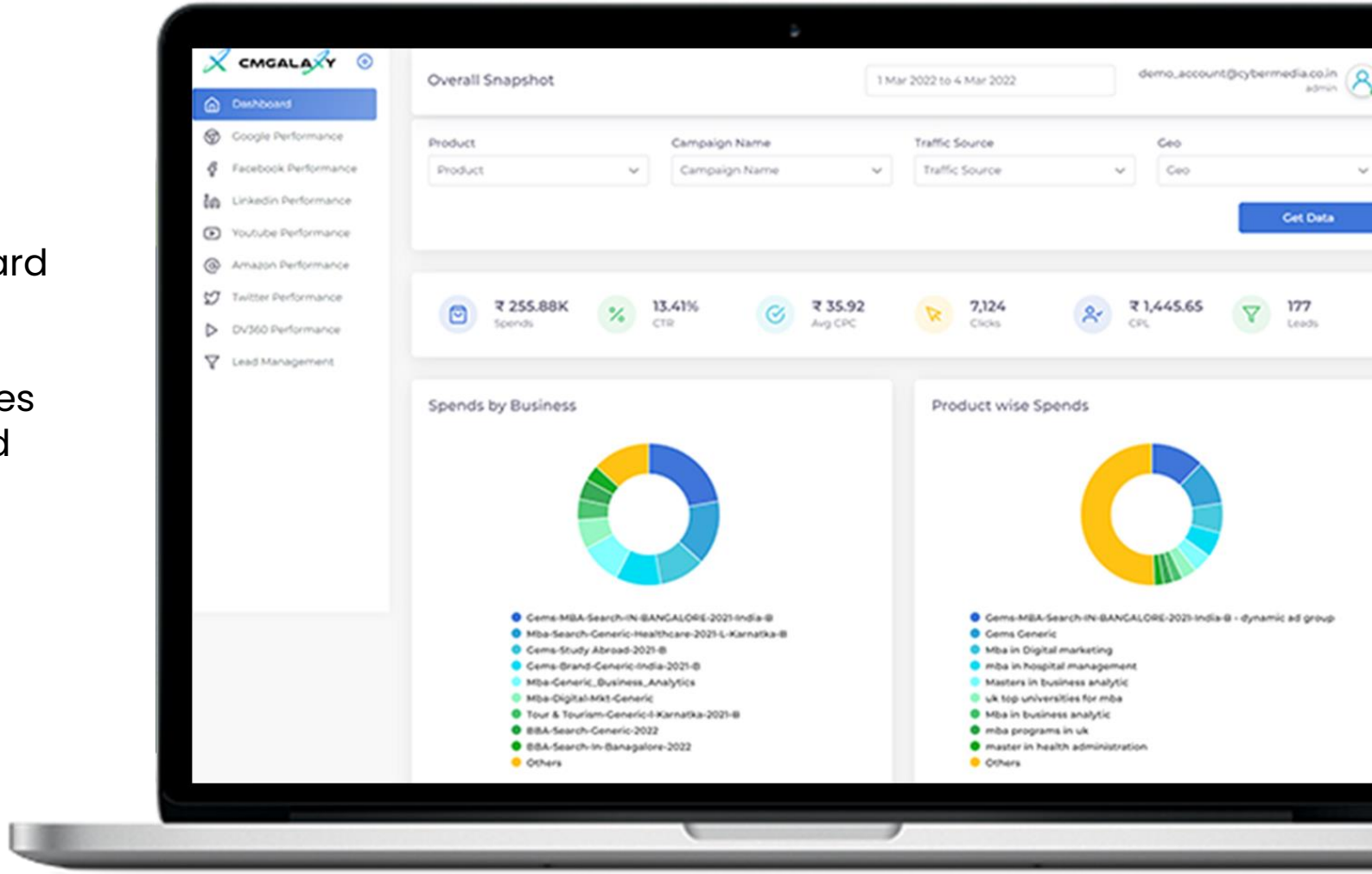


Right Placement

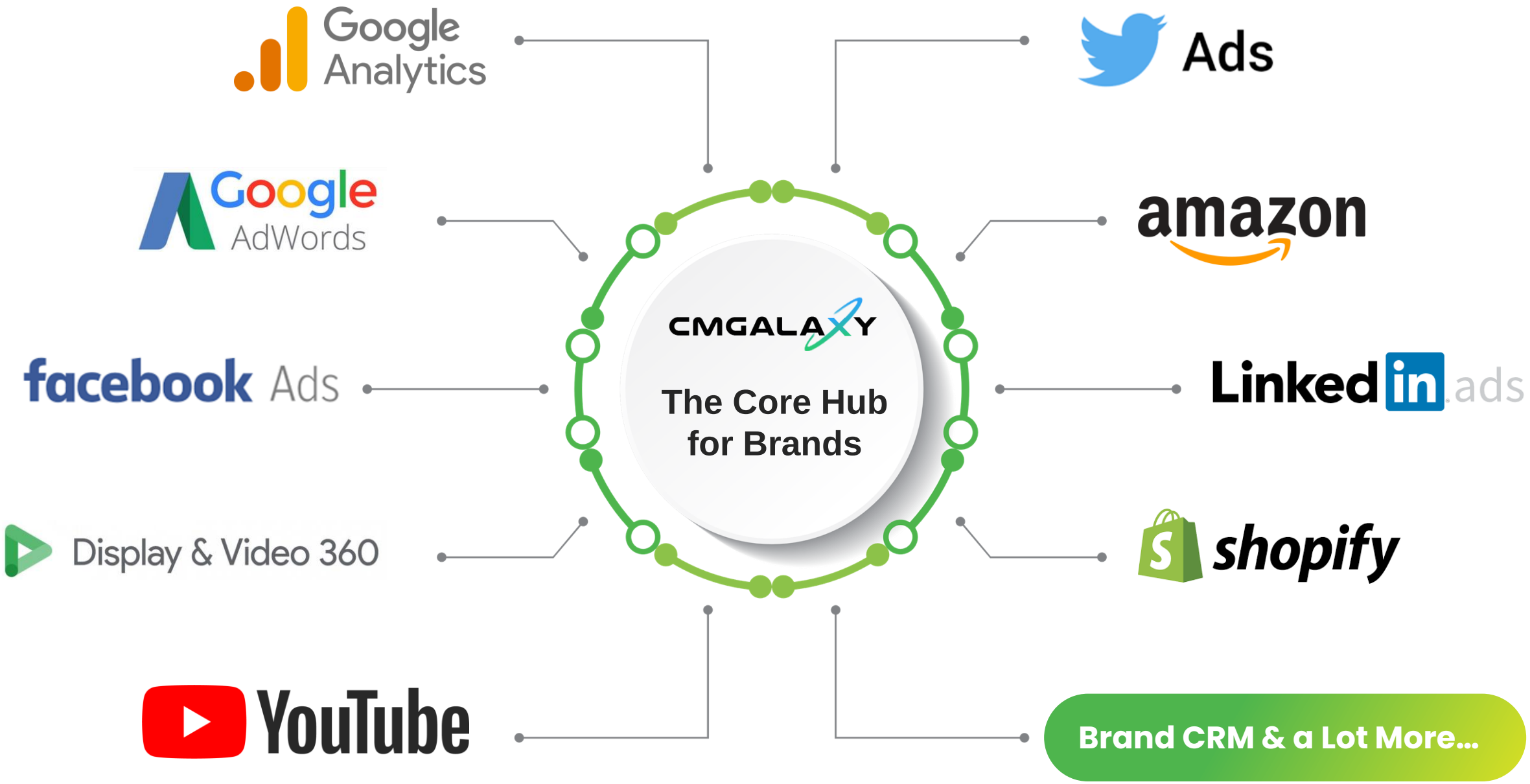
CMGalaxy: The Marketing Home for Advertisers

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

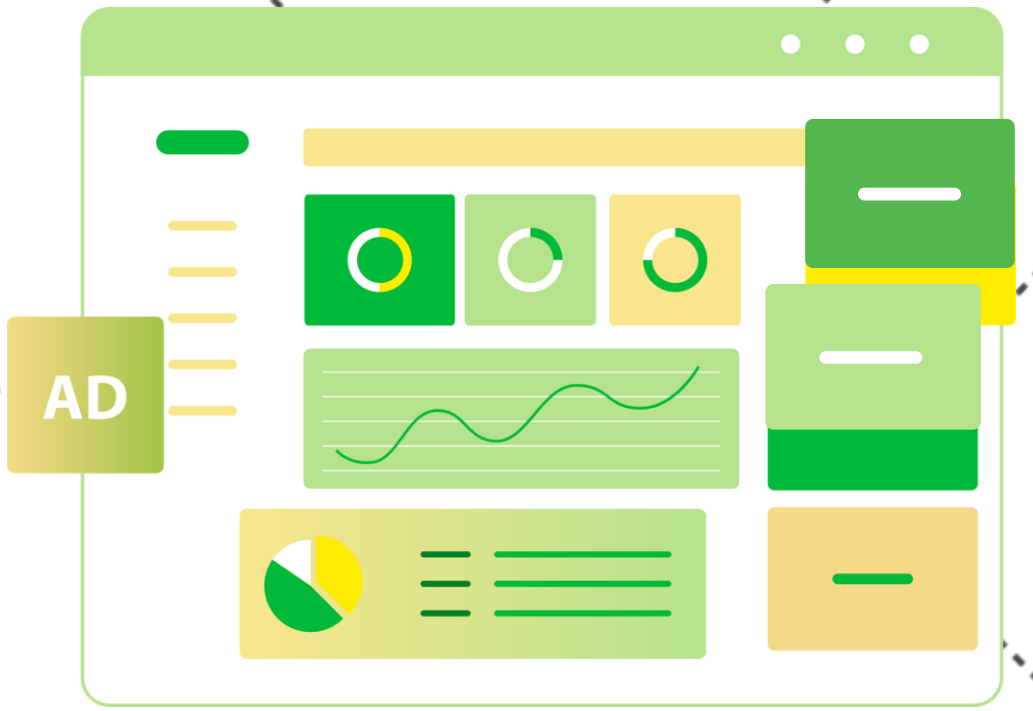


Auxo Ads: A Unified Dashboard

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

auxo ads

Select Key Clients

Google
GlobalLogic
hp
PubMatic
groupm
aws
Magnite
oppo
realme
APEEJAY STYA UNIVERSITY
cisco
GEMS
OKANA
Bidsopt
GAIN THERAPEUTICS
DELL
iAvatarZ
UNIVERSITY 18
ADFACTORS PR Knowledge-driven communications
ADSOLUT

LEADERSHIP TEAM

Promoters Profile

Pradeep Gupta

Chairman of CyberMedia Group Companies

- 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 GoI
- 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.

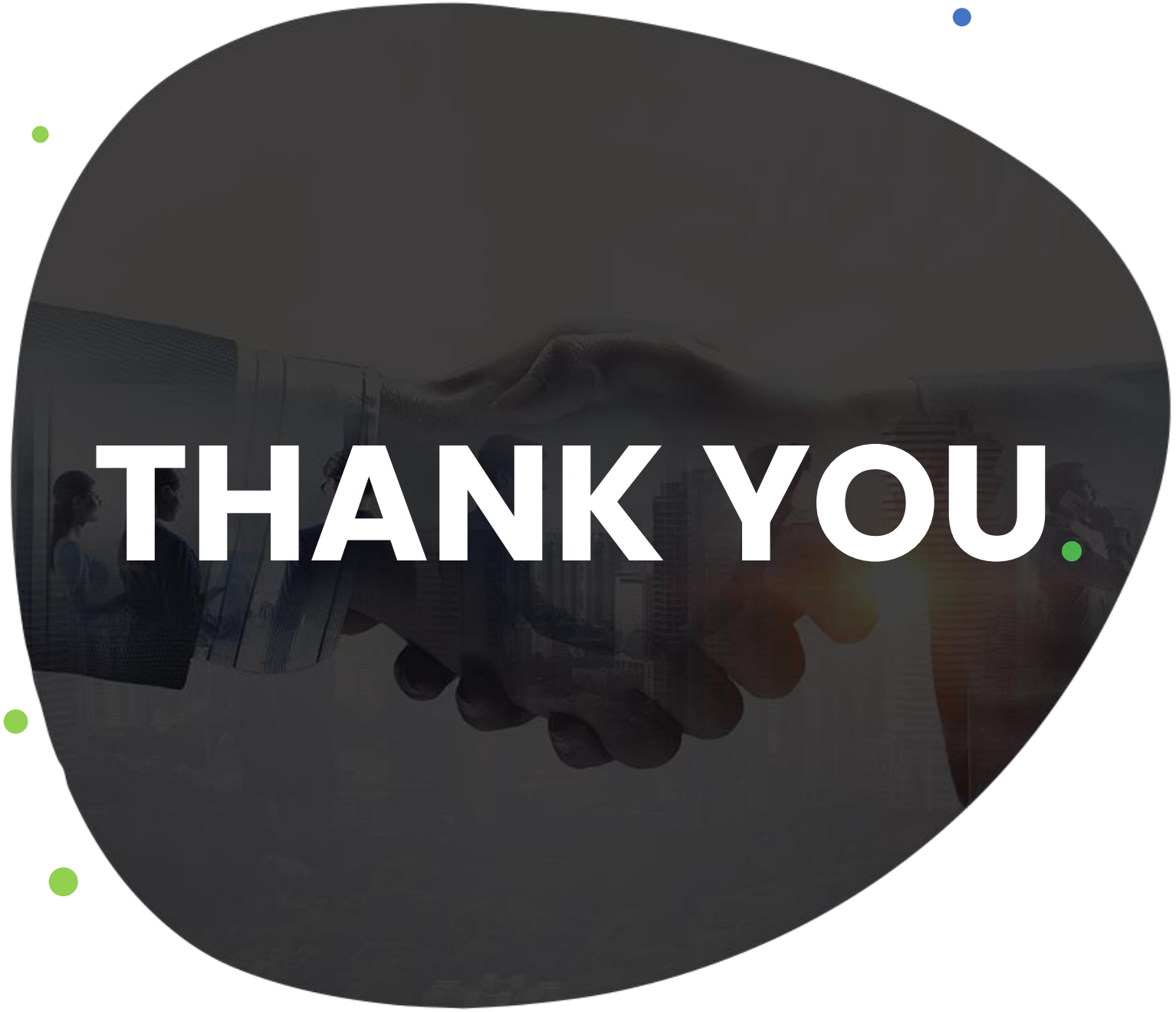
Management Team

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

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