ADDICTIVE LEARNING TECHNOLOGY LIMITED
(Formerly Addictive Learning Technology Private Limited)
(CIN: L74110HR2017PLC118029)
Registered office: Space Creattors Heights, 3rd Floor, Landmark Cyber Park, Golf Course Extension, Sector 67, DLF Qe, Gurgaon, Haryana 122102, India
Ph. No.: +91 8047486192, E-mail: compliance@lawsikho.in
Website: www.lawsikho.in

Date: 17.08.2026

To
The Manager- Listing
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai-400 051

SYMBOL: ADDICTIVE
ISIN: INE0RDH01021

Subject: Submission of presentation for Earnings Conference Call to be held today 17 August 2026.

Dear Sir/Madam,

In compliance with Regulation 30 and other applicable regulations of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, please find attached the presentation to be used at the Earnings Conference Call scheduled to be held today Monday, August 17, 2026, at 05:00 P.M. (IST) to discuss the Company's unaudited financial results for the quarter ended June 30, 2026.

The same shall also be made available on the website of the Company at www.lawsikho.com/investors.

We request you to kindly take note of the same.

Thanking You,
For Addictive Learning Technology Limited

Komal Shah
Digitally signed by Komal Shah
Date: 2026.08.17 17:03:31 +05'30'

Komal Shah
Company Secretary and Compliance Officer

Encl.: As above

Addictive Learning Technology Limited

Q1 FY27 Earnings Presentation

NSE: ADDICTIVE · 17 August 2026

*The turnaround is not a plan — **it is already in the numbers.***

Safe Harbor

This presentation contains statements about future events, plans and expectations of Addictive Learning Technology Limited ("the Company") that are forward-looking in nature. Actual results may differ materially from those expressed or implied, due to risks and uncertainties including market conditions, competitive intensity, regulatory changes, technology shifts and execution risks. The Company undertakes no obligation to publicly update any forward-looking statement.

Operational metrics in this presentation (including monthly collections, advertising costs and cash generation) are internal management estimates, shared to explain business trajectory; they are not a substitute for the financial results filed with the stock exchange. Collections figures are gross bookings received and differ from recognised revenue. Advertising cost figures are stated inclusive of 18% GST. This presentation does not constitute investment advice or an offer of securities.

The turnaround, upfront

₹22.7 Cr
Q1 revenue · +59% QoQ · +8% YoY (consol.)

₹31 L PAT
–76% YoY (consol.) · vs ₹4.7 Cr Q4 FY26 loss

₹4 Cr
operating cash flow · Q1

Best ever
August, tracking

H2 FY26
monthly losses

→

Apr–May
~₹30 L/mo · breakeven

→

Jun
₹1.8 Cr net cash

→

Jul
₹2 Cr+ — target beaten

North Star: ₹2 Cr / month net cash. **July: ₹2 Cr+ — beaten. August: tracking to hold it.**

Net cash here reflects the month's cash health of the company — money received in the bank from sales during the month (net inflow), minus the expenses incurred for that month to achieve it. It may differ from the audited net cash and cash equivalents, since the company enjoys credit periods from some vendors, which shifts the timing of actual payouts. PAT is after ₹4.45 Cr/quarter of non-cash amortisation of previously built product; new capitalisation is now minimal, so amortisation continues near this level and then tapers.

Why reported profit understates the quarter

The amortisation effect · consolidated, filed figures

₹4.9 Cr	−	₹4.45 Cr	=	₹31 L PAT
EBITDA (PBT + D&A) — what the quarter earned before non-cash charges		amortisation — non-cash charge for product built in prior years		after ₹42 L PBT and tax — the reported bottom line

- New build has largely stopped: investing outflow ₹1.9 Cr in Q1 vs ₹17.5 Cr in FY26
- So amortisation continues near this level, then tapers — it is not being replenished

The profit line carries yesterday's build cost. The cash line shows today's business: ₹4 Cr of operating cash flow this quarter.

The other half of the profit story: we spent more on growth

Q1 FY27 vs Q1 FY26 · management classification of filed expenses

Advertisement & marketing	₹3.88 Cr → ₹5.90 Cr	+₹2.01 Cr	ad spend to drive enrolments
Sales & marketing team	₹1.65 Cr → ₹3.12 Cr	+₹1.47 Cr	sales team cost — cohorts ramp over 2–3 months
Software	₹67 L → ₹1.50 Cr	+₹83 L	mainly our AI calling software — lifted sales productivity & live-event attendance
Total growth spending	₹6.20 Cr → ₹10.52 Cr	+₹4.32 Cr	

Both are true: ₹4.32 Cr more growth spending than last year — and monthly cash outflow still fell from ₹8 Cr+ at the January peak (incl. capitalised build) to ₹6–6.5 Cr. We cut build & production spend and redeployed it into ads, salespeople and AI software → +59% QoQ and ₹2 Cr+ July net cash.

What we said in June — and what happened

The FY26 call, 9 June 2026, vs Q1 FY27 filed results and internal figures

What we said	What happened
“₹2 Cr/month net cash, in about 3 months — hold us to it”	**July: ₹2 Cr+ — beaten, inside the window**
“Monthly cash outgo down to ~₹6 Cr”	**₹6–6.5 Cr held through Q1 and August**
“Build phase complete — capex effectively stops”	**Investing outflow ₹1.9 Cr in Q1 vs ₹17.5 Cr in FY26**
“More frequent reporting”	**Quarterly results filed + this call — now the standing cadence**

H2 FY26: two engines broke at once

Advertising

- Costs spiked from Oct 2025 · peak ₹2,052 / registration
- Bootcamps — our top-of-funnel — unviable
- Damage carries a 2–3 month lag

Inside sales

- Output crashed to ~₹2 Cr / month
- Exits + new hiring at the same time
- Severance & ramp costs land before revenue

Monthly cash outflow reached ₹8 Cr+ — down to ₹6 Cr by June. Transition costs + ad lag, not a structural change.

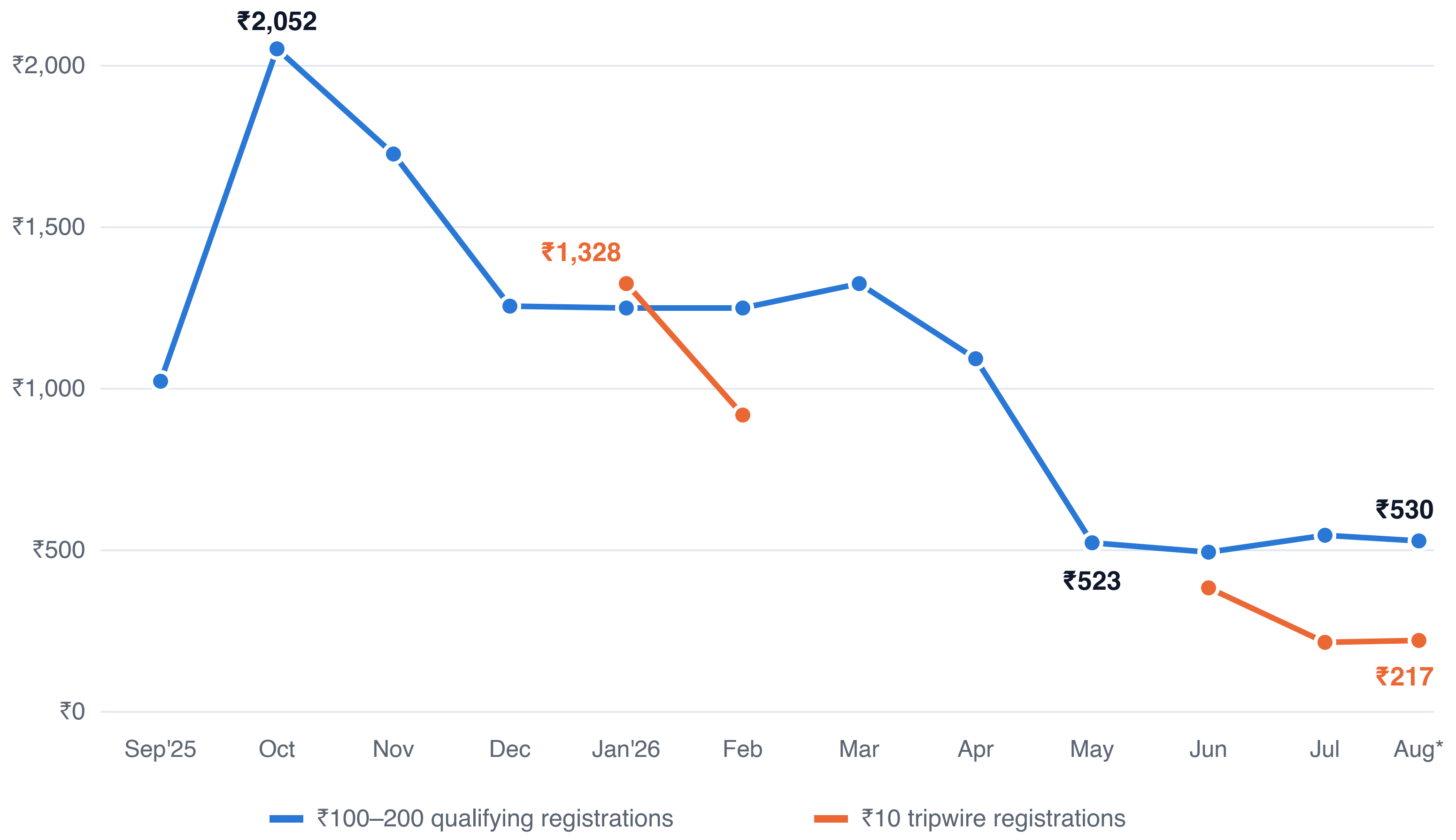
Advertising, rebuilt as our own technology

1. **AI ad creation & approval** · statics cracked · video in progress
2. **GrowthX landing pages** · served in milliseconds
3. **Automated deployment & monitoring** · problems caught same day
4. **Automated funnel setup & audits** · launched

20+ person production team → engineers + media buyers. The stack is ours. It compounds.

Acquisition cost: down 58–80% across every funnel type

Meta ads, all accounts · monthly · each funnel vs itself · ₹ incl. 18% GST



₹1,235 → ₹524

qualifying · –58%

~₹1,120 → ₹215

tripwire · –80%

₹150–250 → ₹49–77

free bootcamp regs · –70%

*Aug = 1–15. Funnels classified by order value, never blended. Tripwire gaps = months with no spend. Not a market effect: CPM fell ~25% — conversions per impression rose ~78%.

The constraint has moved into our own hands

6 months ago

- Constraint: market ad prices
- Bootcamps unviable
- Growth capped by economics

Today

- More profitable demand than we can deliver
- Constraint: senior trainer capacity
- Fix: hire trainers + AI bootcamp ops

8+ / month
bootcamps today

10 / month
next month

Ours to fix
hiring & systems — not market prices

Sales rebuilt · costs restructured

Inside sales

₹2 Cr → ₹3.5 Cr / mo

trough to now

- Leadership change → stabilised → growing
- Recent months among best ever
- Cohorts ramp in 2–3 months
- Hiring more

Cash outflow

₹8 Cr+ → ₹6–6.5 Cr / mo

savings permanent

- Driven by AI automation
- One-time costs hit the weak quarters
- Still investing — frugally
- Incremental revenue drops through

Three revenue engines

Gross monthly collections · Jul–Aug 2026 run-rate · internal management figures

₹4–5 Cr
bootcamp-driven sales

₹1 Cr+
community revenue

₹3.5 Cr
inside sales · growing

Refunds ₹20–30 L / month on ~₹9 Cr collections · ~3%.

Quarterly scorecard from now on: bootcamps / month · collections by engine · cash outflow · net cash

Clean balance sheet, self-funded turnaround

Filed figures as at 30 June 2026

₹2.86 Cr cash

up ₹2.11 Cr in the quarter — the business now adds cash

Zero debt

no borrowings, ever · financing line in the cash-flow statement: nil

₹7.21 Cr

undeployed IPO proceeds, earmarked for acquisitions — a war chest we haven't touched

−₹62 L → +₹2.11 Cr

net cash movement: all of FY26 vs Q1 alone — from consuming cash to generating it

All figures from the filed results. No dilution, no borrowing, no asset sales funded this turnaround.

Why bootcamps are the growth priority

The reason — not guidance

1. **Proven mechanism** — doubling bootcamps has doubled revenue
2. **3 years of IPO-funded product** — built, paid for — waiting for distribution. Distribution is back.
3. **Two dials, both ours** — more bootcamps · more salespeople · costs flat

AI serving students — live today

AI voice trainer

discovery call → 60-page personal strategy plan · follow-up coaching in development

AI evaluation software

less dependence on human evaluators · quality & satisfaction up

Self-service support

25% of issues resolved ticket-free → 50% target this quarter

Certifications & refunds

fully automated · launched

Building next: AI on the outcome itself

1. **Gig-platform profiles** — ideal student profiles for 70+ platforms
2. **Job-hunting software** — enterprise-sales org mapping, for job seekers
3. **AI bootcamp operations** — the ad playbook, applied to delivery

AI cut our costs, improved our student experience, and is becoming our differentiation. The tailwind, not the threat.

Small core teams, in one room

- Remote, flexible workforce — unchanged
- Core teams building AI systems work best together
- Minor cost · within the ₹6–6.5 Cr base

Gurgaon · 40
seats · core team hub

Indore · 30
seats · core team hub

Remote
everyone else

AI in our students’ hands

Built in-house, shipped to learners · a sample, not the full list

01 **BriefReach** — law students find potential clients and send targeted outreach in one pass

02 **PitchMachine** — small-business prospects found, presence checked, pitch drafted in Gmail · offer creator built in · users bring their own API keys

03 **LedgerReach** — finds under-branded US CPAs, scores their online presence, writes the pitch

04 **PitchScholar** — a professor’s latest research, analysed for gaps → a pitch that speaks to their work

05 **ApexDraft** — a Supreme Court SLP in ~5 minutes, Order XXI / XXII structure intact

06 **StageOne** — the strongest idea in a career → submission-ready pitches for 25 live TEDx India events, checked against 9 signals

07 **Patently** — full USPTO practitioner roster, portfolio analysis, outreach and a content hub from one dashboard · flags startups yet to file

08 **TalentFlow** — role, company type, city → matching LinkedIn profiles with work emails · no platform subscriptions, no agency fees

09 **TalentReach** — funded startups that are hiring, branding gaps analysed, pitch emails queued in Gmail for review

10 **TrendScope** — spots content outperforming an account’s own norm → 5 ideas and a ready-to-film script

11 **CaseCraft** — recent judgments → SEO-optimised, citation-anchored drafts for legal writers

12 **ClientLens** — 45 minutes of prospect research → a one-click call brief with an opening line and a pitch angle

13 **InterviewPilot** — CV plus JD → candidate-specific questions with model answers, so any interviewer can evaluate

14 **Offerly** — skills in, three ready-to-pitch offers out, plus the first outreach email

Fourteen applications, all live in learners’ hands. **The 3 years of IPO-funded product is not sitting idle — it is shipping as tools students use to win work.**

Not an exhaustive list — a sample of what learners are already using.

AI running the business

Internal systems, built by the same teams · a sample, not the full list

LIVE **Mailbhejo** — our own email platform: **4.5 lakh emails in 20 days** · AI drafting, an AI Buddy for campaign analysis, and 3 live automations that have sent ~80,000 on their own

LIVE **AnswerLens** — who answered the most learner queries, and whether the answers were right

LIVE **ProspectFeed** — **28,420 target LinkedIn profiles** generated for ~617 students

BUILT **BootcampOS** — tasks, chat, clock-in, leave, issues and finance for bootcamp operations in one place · built, rollout pending

Same pattern as advertising: **we replaced bought tools and manual effort with our own software — which is why more output sits inside the same ₹6–6.5 Cr cost base.**

Not an exhaustive list — a sample of the automation we are shipping.

Placement, automated end to end

Outcome delivery moving from spreadsheets to systems · a sample, not the full list

LIVE **Placement Tracker** — session booking, recording and feedback tracked end to end in the portal · replaced a freelancing spreadsheet

BUILDING **Dossier Engine** — roadmap and dossier creation in Salesa, automated

BUILDING **MentorFlow** — mentorship emails, documents and follow-ups sent from the sheet, templates attached and placement IDs CC'd

BUILDING **PlacementPulse** — daily placement-team performance, pulled automatically from Acefone, TD, Zoho and Placement Tracker

BUILDING **JobFeed** — jobs uploaded to LawSikho and the Student Portal automatically

Placement is where our promise is judged. **Automating it is how outcome quality scales with 10 bootcamps a month instead of breaking under them.**

Not an exhaustive list — a sample of the automation we are shipping.

Judge us on the scorecard

Bootcamps / month

8+ → 10

Collections by engine

three engines, reported separately

Monthly cash outflow

₹6–6.5 Cr, held

Net cash generation

₹2 Cr+ in July · North Star met

Same definitions, every quarter.

Next North Star: ₹10 Cr / month collections · costs under ₹7 Cr → ₹3 Cr+ / month net cash — same metric, raised. Then: Arizona Institute of Management and Technology — in person, in the US.

Thank you · Q&A