



June 02, 2026

To,
Listing Compliance Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai – 400051, Maharashtra, India.

Company Symbol: YAAP

ISIN: INE0U0J01015

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Yaap Outlook.

Dear Sir/Madam,

With reference to the above-mentioned subject, please find enclosed herewith the Yaap Outlook.

Further, the presentation is being disseminated for information of investors. The presentation includes all the information already available in public records.

This is for your information and records.

Thanking you,
Yours faithfully,

**For Yaap Digital Limited
(Formerly Known as Yaap Digital Private Limited)**

**Shivani Shivshankar Tiwari
Company Secretary and Compliance Officer
A54854**

Yaap Digital Limited (Formerly known as Yaap Digital Private Limited)

CIN: U74900MH2016PLC274104

Registered Office: 802, 8th Floor "Signature (By Lotus)" at Veera Desai Road Ext.,

Andheri (West), Mumbai 400 053. e-mail: info@yaap.in, Ph.: +91 93191 94152.

www.yaap.in



BUILT FOR NOW



India's Fastest Growing
Publicly Listed Digital
Marketing Company



A MESSAGE FROM OUR FOUNDER

From day one, our North Star has been clear: to build India's first truly homegrown, independent agency network. Today, following a stellar year of strong financial performance and the successful integration of Gozooop into our ecosystem, that commitment is stronger than ever. These milestones are not just a validation of our business model; they serve as the definitive launchpad for our next phase of aggressive growth. Guided by our 3D philosophy of Design, Discovery, and Distribution, we continue to bridge the gap between data, content, and AI-powered technology to create unparalleled value for both brands and creators.

As we look ahead, we are hyper-focused on engineering the agency of the future—one that is scaled by technology, powered by creativity, and structured for sustainable, long-term growth. To achieve this, we are executing a multi-pronged expansion strategy. We are planning aggressive growth through upcoming acquisitions specifically in the creator tech space, while simultaneously building our own proprietary technology tailored for media and content creators. Alongside this technological leap, we are actively expanding our geographical footprint to bring our unique capabilities to a much larger global market.

Central to this future outlook is our commitment to doubling down on maximizing AI within our everyday workflows across media, content, influencer marketing, and creative production. This is not just about efficiency; it is about rewriting the rules of engagement. We have already proven that an Indian independent network can compete and win at the highest level. By relentlessly investing in tech, talent, and geographic reach, we are not just navigating the changing landscape of marketing and media—we are actively defining it.

Dr Atul Hegde
Chairman & MD

ABOUT YAAP



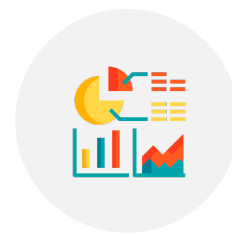


BUILT FOR NOW

YAAP is a new-age digital marketing, content and technology services company, operating in the fastest-growing segment of the marketing and creator economy market – and the fastest-growing publicly listed digital marketing company globally.

A unified, purely digital business, YAAP disrupts the traditional model by bringing together data, AI-powered technology and content to deliver new-age marketing solutions. With 400+ people across 8 offices in 3 countries, we work with global multinationals, regional and local clients, and youth-driven influencer brands – in a 24/7 environment where culture moves faster than calendars.

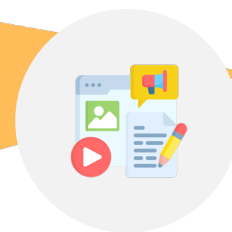
OUR CORE PILLARS



Data

The Engine of Strategic Decision Making

The company uses first and third-party data with AI analytics for media targeting and retargeting, influencer selection, performance evaluation, creative optimization and customer journey mapping, bringing accuracy and accountability to transform assumptions to actionable intelligence.



Content

The Foundation for an Impact

The company views content as a strategic asset, tailored by platform, region, and audience to inspire action. Through AI-driven personalization and influencer collaborations, it creates engaging, performance-focused content that delivers measurable results for the clients.



Technology

Where Ideas Meet Execution

The company's technology stack covers AI-based content tools, AdTech platforms, retargeting engines, real-time bidding systems, MarTech, E-mail automation and performance dashboards —enables fast campaign scaling, consistent quality, and optimized spending, ensuring maximum client ROI.

YAAP'S 3D PHILOSOPHY



DESIGN



UI/UX Design



Brand-owned IPs



Brand Strategy & Identity



Packaging Design



DISCOVERY



Influencer Marketing



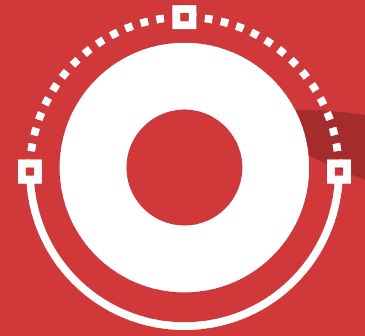
Content Creation



Integrated Social



Brand Collaborations



DISTRIBUTION



Programmatic Media



Paid Social



Performance Marketing



AdTech & Analytics



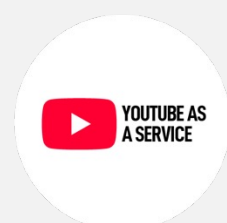
Design + Tech



End-to-end Creative



Creative services



Content, Optimisation & Media



AI-powered content studio

Discovery



ORM



Building & Scaling IPs



Creator Tech



Culture Marketing

Distribution



End-to-end Media Operations



Video Ads Intelligence



Online distribution network

IP Partnerships



Indian Sneaker Convention



GCC Creator Spotlight Awards



Ideabaaz



South Indian International Movie Awards



Celebrity Cricket League



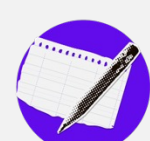
India National Cinema Awards

Tech Plays



buzzar

The most disruptive influencer marketing and content intelligence platform in the world.



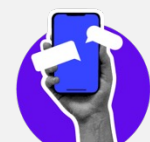
AI Studio

The most sophisticated & first of its kind creative studio powered completely by artificial intelligence



tags

AI-powered video advertising intelligence platform to deliver disruptive ad performance & optimisation.



HAWK

A hyper-speciality online reputation management & digital transformation platform.



A SNAPSHOT OF THE YEAR





BUILT FOR NOW. READY FOR TOMORROW.



Powered by Data, Content & AI-Powered Tech



TOTAL INCOME



188.73

Cr



↑ 22.23%
Growth in Total Income

EBITDA



31.74

Cr



↑ 89.11%
Growth in EBITDA

PAT



22.20

Cr



↑ 97.95%
Growth in PAT



200+

Brands



400+

People



8+

Locations



100+

New Clients



STRATEGIC ACQUISITION

of GOZOOP



Great Place To Work.



Certified 2024 - 2025 INDIA

5

YEARS IN A ROW

Happiest Place To Work.



2

YEARS IN A ROW



DESIGN:

Using data & AI-powered workflows to deliver compelling stories and creative that captures & converts



DISCOVERY:

Driven by creator intelligence & ORM to maximise impact & connection



DISTRIBUTION:

New-age media, martech & ad intelligence that drives real results

FY26



THE SECTORS WHERE WE'VE MADE OUR MARK



BFSI
22%



Media & Agencies
18%



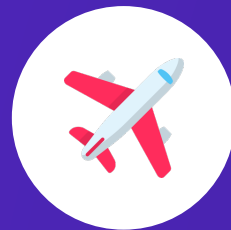
Technology
9%



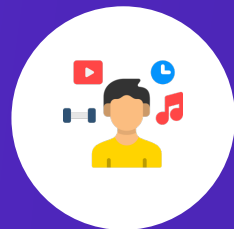
Healthcare
7%



FMCG
4%



Travel & Tourism
5%



Lifestyle
4%



Others
27%

Design
Using data & AI-powered workflows to deliver compelling stories and creative that captures & converts

Discovery
Driven by creator intelligence & ORM to maximise impact & connection

Distribution
New-age media, martech & ad intelligence that drives real results

▲ 22.23% YoY Growth

188.73

Total Income
(In INR Crores)

100+

New Client
Relationships

▲ 89.11% YoY Growth

31.74

EBITDA (INR Cr)

16.82%

EBITDA Margin

▲ 97.95% YoY Growth

22.20

PAT (INR Cr)

11.76%

PAT Margin

WHERE IN THE WORLD WE WIN

8
Offices

3
Countries

400+
People

1
Unified Structure

Region	% of Total Income
India	76.42%
United Arab Emirates	19.24%
Singapore	4.12%
Rest of the World	0.22%





MARQUEE CLIENTS

adani

acko

Bharat Connect

amazon

ATHER

croma
A TATA Enterprise

DAMAC

Del Monte
Quality

DELL

DUBAI

IDEABAAZ
IDEA AAPKA, PAISA HUMARA

JCB

JSL
JINDAL STAINLESS

navbharat
Mega Developers

nixi

NPCI
भारतीय राष्ट्रीय भुगतान निगम
NATIONAL PAYMENTS CORPORATION OF INDIA

oppo

SBI card

SBI general
INSURANCE
SURAKSHA AUR BHAROSA DONO

TATA
NEU

TVS

100+ NEW RELATIONSHIPS

 Akasa Air

 cleartrip
A Flipkart Company

 Continental

 FRANKLIN
TEMPLETON

 DANUBE
PROPERTIES

 DeHaat®
Seeds to Market

 उद्योग संवर्धन और आंतरिक व्यापार विभाग
Department for Promotion of Industry and
Internal Trade

 glenmark
A new way for a new world

 Haldiram's

 Hero

 HINDALCO++
ENGINEERING BETTER FUTURES

 ITC Limited

 भारतीय डाक
डाक सेवा-सबसे तेज
India Post
Bark Service-Just Now

 MCX
METAL & ENERGY
Trade with Trust

 myTRIDENT
my ♥ for home

 Narayana
Health

 NSE

 ownly

 Paytm

 tinder

 wipro



GOZOOP ACQUISITION

UNITED BY A SHARED VISION

ABOUT

GOZOOP

GoZoop is an independent integrated marketing and digital agency founded in 2008, offering end-to-end brand strategy, creative, and digital solutions.

Known for its "build brand + build business" philosophy, GoZoop works across industries to deliver measurable, insight-driven marketing that blends creativity, technology, and customer experience.



01

HAWK

ONBOARDING HAWK

One of the country's most sophisticated ORM platforms

GoZoop's HAWK platform adds a clear tech advantage with advanced monitoring and reputation intelligence, enhancing our digital credibility and unlocking new productised revenue opportunities.



02



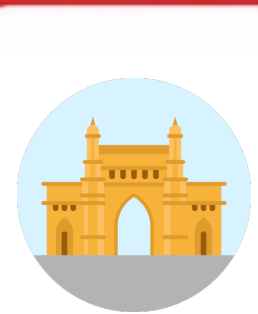
EXPANDED SERVICE POTENTIAL

More value through collaboration & upselling

YAAP's influencer marketing and media capabilities expanded through collaboration & upselling on GoZoop's existing portfolio.



03



CONSOLIDATION OF MUMBAI OPERATIONS

The acquisition strengthens our Mumbai presence by integrating GoZoop's established team, client base and operational infrastructure, enabling faster scale, reduced overlap and improved delivery depth in a key market.



04



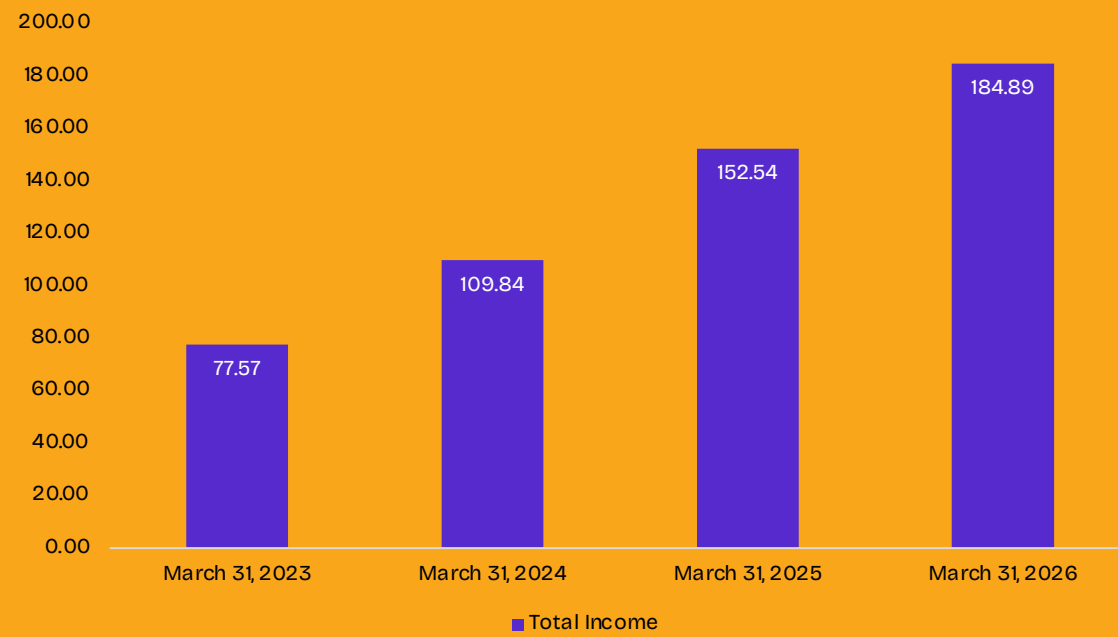
STRENGTHENING CREATIVE & TECH SERVICE LINES

GoZoop's creative, digital and strategic expertise directly amplifies our core offerings, allowing us to deliver more integrated solutions and improve competitiveness across major client engagements.

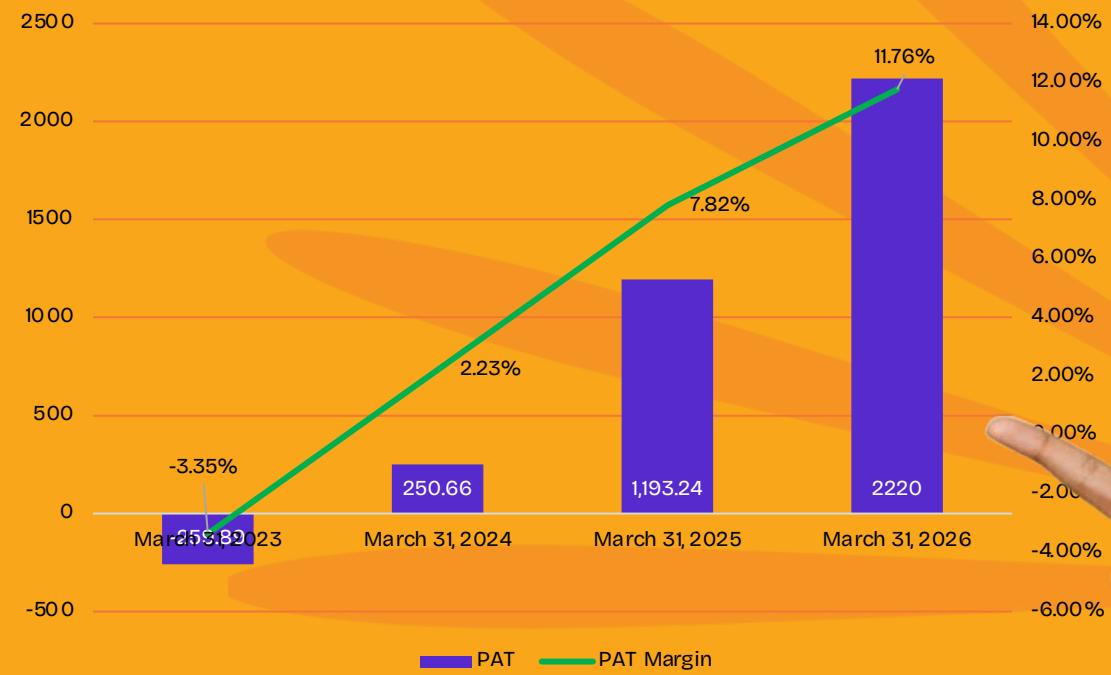


FINANCIAL SNAPSHOT

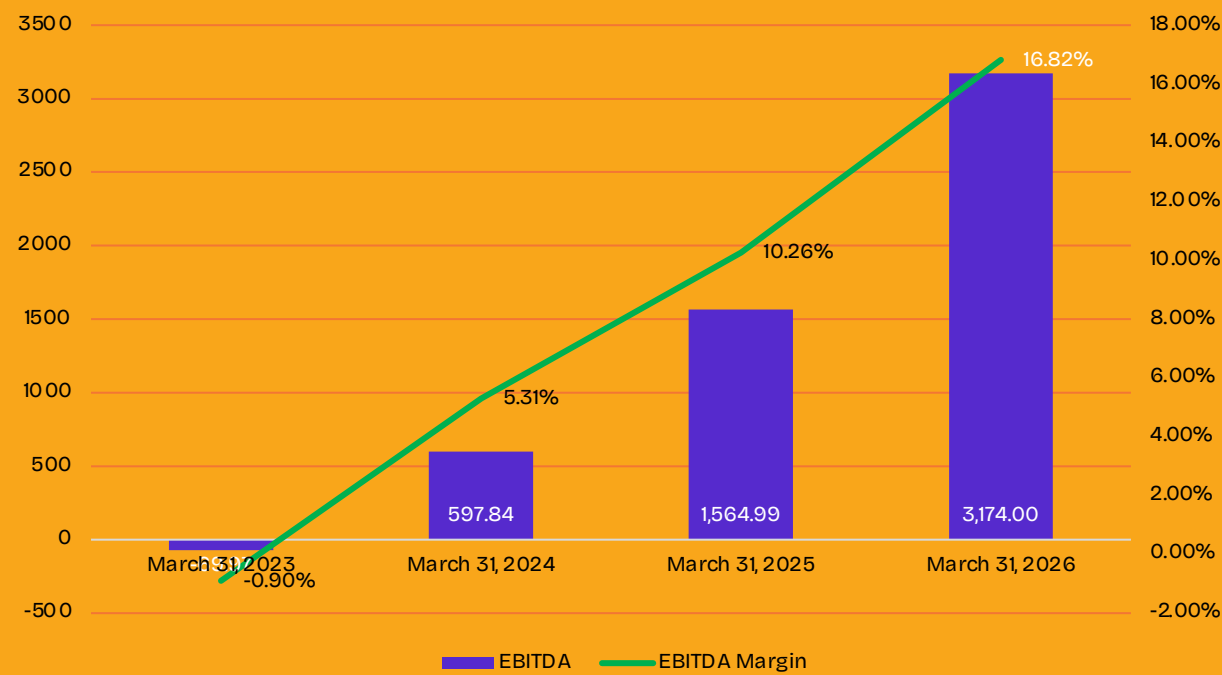
Total Income from Operations (₹ in Lakhs)



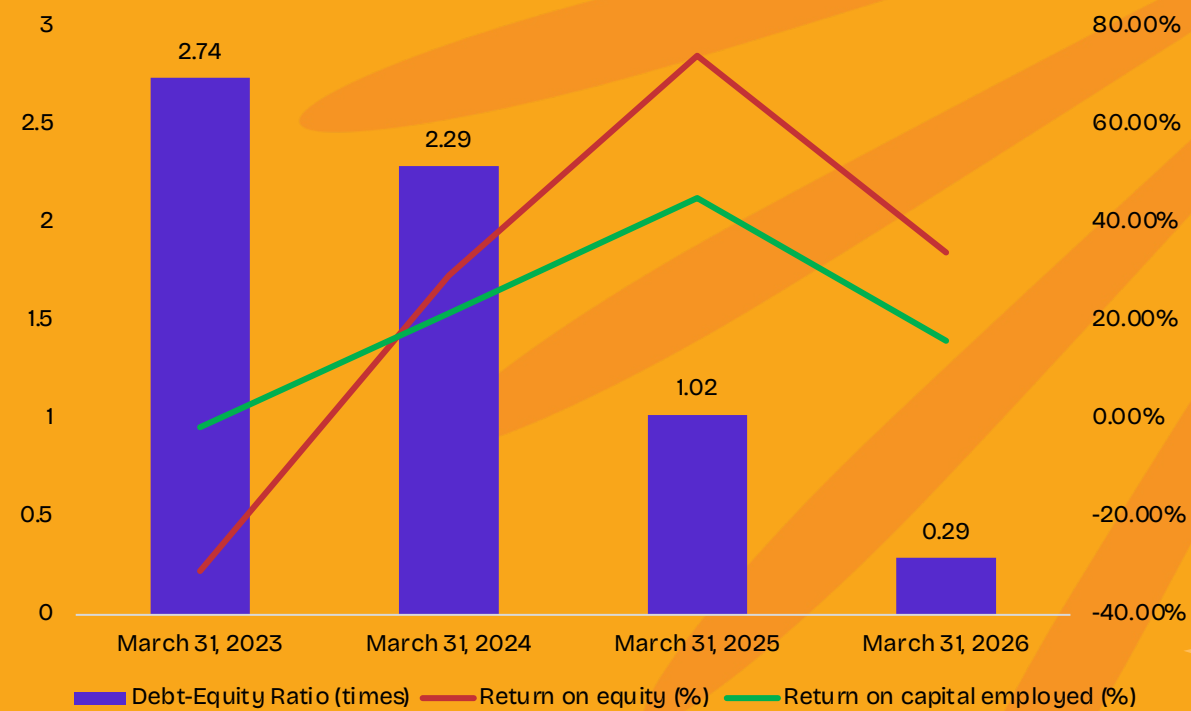
PAT (₹ in Lakhs) and PAT Margin (%)



EBITDA (₹ in Lakhs) and EBITDA Margin (%)



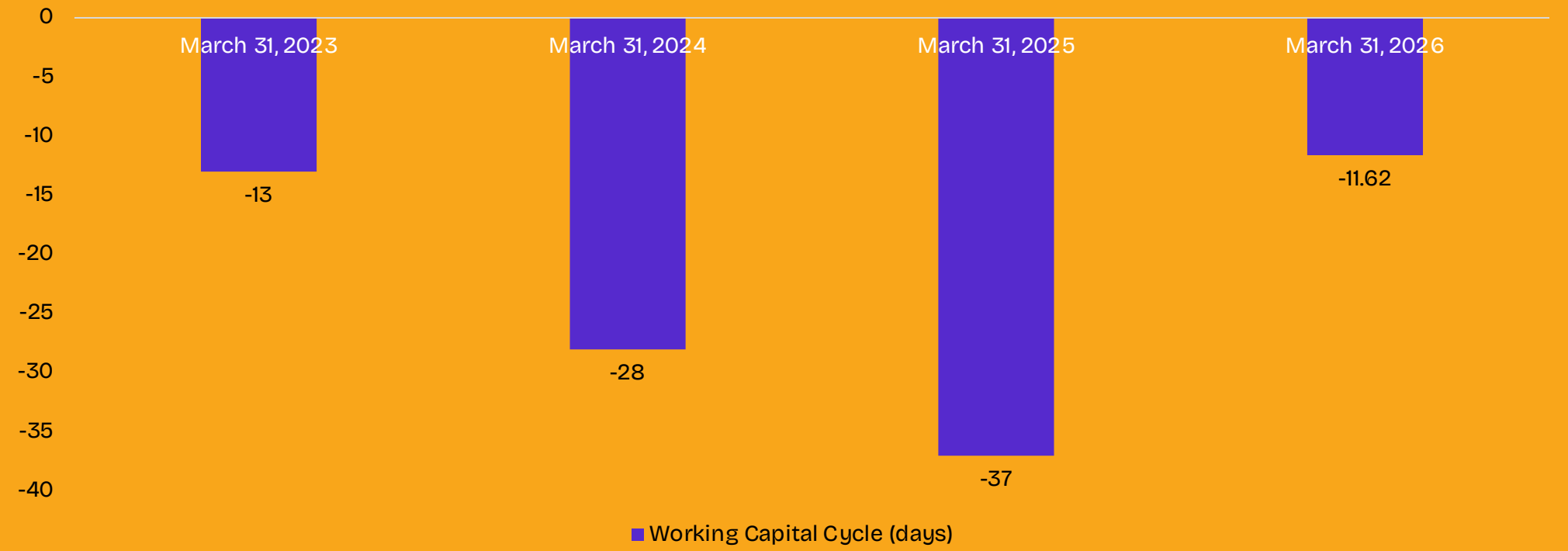
Debt-Equity Ratio (times) and Return Ratios (%)



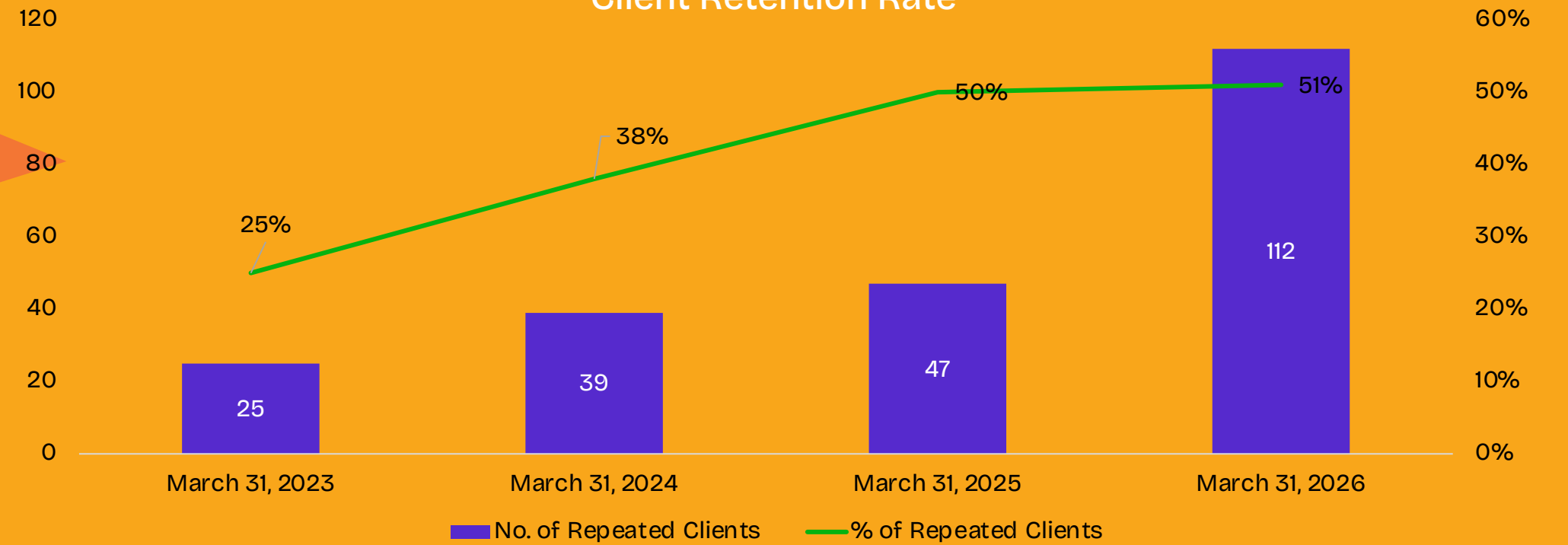
OPERATIONAL SNAPSHOT



Working Capital Cycle



Client Retention Rate



FY26

THE CATEGORY IS BOOMING



CATEGORY GROWTH

71,621

Digital Advertising Industry Size (INR Cr)

84,997

Digital Advertising Industry Size (INR Cr)

▲ 17% CAGR
98,034

Digital Advertising Industry Size (INR Cr)

1,21,339

Advertising Industry Size (INR Cr)

1,30,416

Advertising Industry Size (INR Cr)

▲ 7.41% CAGR
1,40,001

Advertising Industry Size (INR Cr)

2025

2026F

2027F



Built For Now

THE DIGITAL BOOM IN INDIA

India's digital landscape is driven by rising smartphone usage, affordable data, and the dominance of video platforms with billions of monthly viewing hours. Consumers increasingly seek personalized, tech-enabled experiences, while interactive formats like live streaming, virtual reality and augmented reality are shaping more engaging campaigns

₹1,020 Billion **₹466.4** Billion **59%** **1.4+** Billion

INDIA

\$945 Billion **\$629** Billion **66.5%** **8.2** Billion

GLOBAL

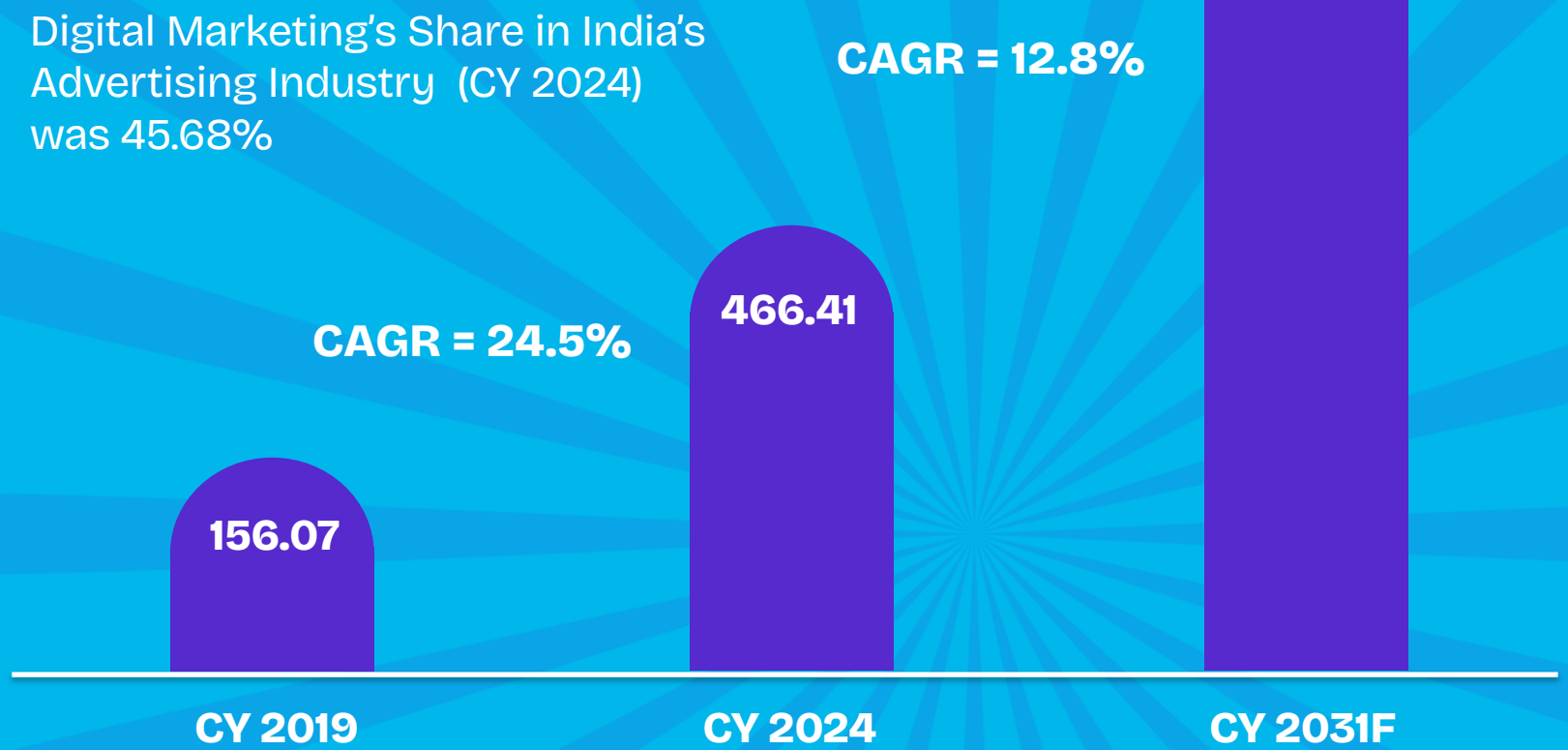
Advertising Market Size (CY 2024)

Digital marketing market size (CY 2024)

Digital marketing's share in advertising (CY 2024)

Population

India's Digital Marketing Industry to reach ₹1,082.48 Billion by CY 2031F
(in ₹ Billion)



Indian Influencer Market Size (in ₹ Billion)

Influencer Marketing is On the Rise!



EMERGING TRENDS

DRIVING INDIA'S DIGITAL INDUSTRY

01

Artificial Intelligence (AI) & Machine Learning Integration



02

Hyper personalisation in marketing campaigns



03

Video-based marketing is rapidly growing globally



04

Programmatic Advertising & smart bidding



05

Peer to Peer & Long-tail creator marketing



06

Short-format, vertical videos and content are on the rise



07

Voice Search Optimisation and conversational AI



08

Building scalable brand-owned IPs



FY27

HOW YAAP IS SCALING FOR THE FUTURE



INDIA'S FIRST BRANDED AI CONTENT STUDIO



THE AI CONTENT STUDIO

The AI Content Studio is a specialized creative unit in YAAP that fuses generative AI with brand strategy to deliver high-velocity, data-driven content production at scale.



WHAT IT DOES

Produces high-volume, hyper-personalized marketing assets—ranging from dynamic ad variations and rapid pitch prototypes to multi-language localizations—across all digital platforms.



HOW IT WORKS

Creative teams act as strategic curators. Private, brand-governed AI models generate vast asset options based on brief parameters, which are then refined through a strict human-in-the-loop QA process before deployment.



THE IMPACT

Reduces production timelines from weeks to hours, slashes asset versioning costs, and lifts performance (ROAS) through continuous, real-time creative optimization.

THE FIRST INFLUENCER BARTER PLATFORM

Introducing Buzzar

Say hello to Buzzar, the most disruptive influencer marketing and content intelligence platform in the world. Buzzar reimagines influencer marketing by putting barterers at the center of brand discovery. It's the first end-to-end platform that turns everyday people into powerful brand advocates, alongside creators and influencers.



ONE PLATFORM. THAT DOES IT ALL.



CREATOR DISCOVERY

Influencer & User Discovery



CAMPAIGN MANAGEMENT

End-to-End Campaign Management



CONTENT RECOMMENDATION

Recommendation Engine & Planner



AI ANALYTICS

Performance Optimisation



PEER-TO-PEER ACTIVATION

Creator Activation



GAMIFIED REWARDS

Barter, Cash, Product Trials & More

15M+

Content Creators

25+

Creator Categories

5+

Social Platforms

6+

Platform Modules

1.3B+

Content Pieces Analysed

10K+

Brands Audited

THE SCIENCE OF GAMIFYING INFLUENCE

Buzzar makes influencer activation effortless, scalable — and fun. Create, launch and reward participation in minutes:

1



Brands upload campaign details

2



People and influencers join & link their socials

3



Participants create content and earn rewards

4



Brands track campaign content, data & ROI

5



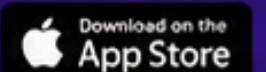
Barter, cash, product trial & more

DESIGNED & OPTIMISED FOR BARTERS

Buzzar transforms your trusted circles into a high-velocity influencer barter network. On Buzzar, influence is the currency—allowing everyone from everyday users to seasoned creators to trade their content and reach directly for brand experiences and products. By streamlining the barter process at scale, brands can bypass heavy cash outlays while securing authentic social proof, high-volume engagement, and organic content from a diverse network of creators ready to collaborate.



Download the App on the Play Store & App Store



NEW-AGE VIDEO AD INTELLIGENCE

Relevance. Intent. Action.



60%

Digital Video Ad Spends Happen On YouTube



#1

YouTube Time Spent & Reach



1.2Bn+

YouTube Videos



8.5Mn+

YouTube Channels



50Mn+

Audiences Analysed



THE CHALLENGES



LIMITED

YouTube offers basic, audience-focused targeting



BROAD

Media buying is still broad, reactive & unpredictable



WASTEFUL

Ad optimisation happens after the money is spent

WHAT WE DO



CONTEXTUAL TARGETING

At a channel, playlist and video level



PREDICTIVE PLACEMENT ENGINE

Billions of data points for precise placements



AI CONTEXTUAL UNDERSTANDING

To analyse metadata, audio transcripts & regional languages



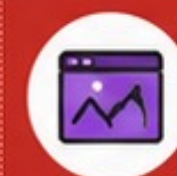
IMAGE & VIDEO RECOGNITION

To track logos, text, celebrities & brands & objects



SENTIMENT ANALYSIS

Tracking positive & negative sentiment



COMPREHENSIVE REPORTING

Dedicated dashboard with every key metric

THAT'S WHERE TAGS COMES IN

The future of digital video advertising is not interruption but intention. TAGS is designed to help brands win by predicting where attention will occur and placing ads where they perform best – moment by moment, **in real time.**

HELPING BRANDS WIN ON THE WORLD'S LARGEST VIDEO PLATFORM



SAY HELLO TO VIDPRO+

YAAP's proprietary YouTube optimisation platform that is designed to help brands scale their presence on YouTube organically and capture a chunk of the billions of hours of daily content consumed.



WHAT WE DO:



METADATA & DISCOVERABILITY

Keyword-rich titles, descriptions, and tags calibrated to high search-volume queries relevant to beauty, skincare, and personal care — aligned to both the video and the channel.



THUMBNAIL & TITLE OPTIMISATION

CTR-focused thumbnails with clear visual hierarchy and matching title text. Designed for legibility at the smallest screen size — which for this audience, is almost always a phone.



CHANNEL ARCHITECTURE

Playlist structuring, channel trailer, section organisation, and community posts — building a channel that converts first-time visitors into subscribers.



PUBLISHING CADENCE & END SCREENS

Consistent upload scheduling to build algorithmic trust, paired with end screen and card strategy that extends watch time and reduces audience drop-off between videos.



OPTIMISED TITLE

Crafted for high intent keywords and maximum search visibility.



TAGS UPDATE

Strategic tag optimisation for improved ranking and discoverability.



KEYWORD-RICH DESCRIPTION

Compelling descriptions packed with relevant keywords that drive traffic and improve SEO.



END SCREEN SETUP

Custom end screens that increase watch time and drive more clicks.



PLAYLIST PLACEMENT

Smart playlist integration to boost reach and viewer retention.



CTA LINKS

Strategic links that drive traffic, sign-ups and conversions.



SUBTITLE / CLOSED CAPTIONS

Improved accessibility, SEO and global watch-time lift.

ONE OF THE MOST AWARDED AGENCIES IN THE COUNTRY



100+ AWARDS

Across Content, Campaigns, Creators, Culture & More

2 YEARS IN A ROW

Independent Agency of the Year

Exchange4Media Maverick Awards

MEDIA AGE

Independent Agency of the Year

5 YEARS

Great Place to Work

2 YEARS

Happiest Place to Work

3-YEAR GOALS



2%

Market Share



75%

Revenue to come from AI-powered tech



#1

Digital Marketing Company



TOP 5

Marketing Tech Companies in India



1000+

People



12+

Locations



500+

Brands



BUILT FOR NOW



Dubai | Gurugram | Hyderabad | Mumbai | Shillong | Singapore

DISCLAIMER

Certain statements in this document that are not historical facts are forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

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