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Date: August 12, 2016

To,
The National Stock Exchange of India Limited
Listing Department,
Exchange Plaza,
Bandra Kurla Complex
Bandra East,
Mumbai - 400 051
Fax Nos.: 26598237 / 26598238

To,
BSE Limited
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax
Nos.: 22723121/2037/2039

Ref: Scrip Code: BSE – 532748/NSE - PFOCUS

Sub: Presentation to the Analyst/Institutional Investor on financial results for the quarter ended June 30, 2016

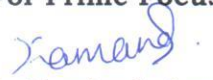
Dear Sir/ Madam,

Please find enclosed the Presentation to the Analyst/Institutional Investor on financial results for the quarter ended June 30, 2016.

Kindly take the same on record and acknowledge receipt.

Thanking you.

**Yours Faithfully,
For Prime Focus Limited**


Authorised signatory



Encl: as above



Prime Focus Limited
Q1FY17 Investor Presentation
August 2016



Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements.

Prime Focus 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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PFL @ FY17 - The Transformation completes



..Emerges as a truly global media services MNC

Landmark transactions in FY14 &15



Creative Services



Non-linear growth across all 3 businesses



Tier-1 Visual Effects Player & 30% Market Share in 3D Conversion

Highest revenue ever with PAT break-even in Q1FY17



Delivered 2 of top 5 2016 Hollywood Blockbusters - Order book > \$200 mn

Tech/Tech Enabled



Leader in cloud solutions for Media & Entertainment industry

International Tech Revenue contribution up from 24% (Pre-acquisition) to 34% (Q1FY17)

India FMS



Distinct Leadership in fast growing Indian Market

Achieved higher margins in price competitive Bollywood market



Targets being achieved ahead of plan

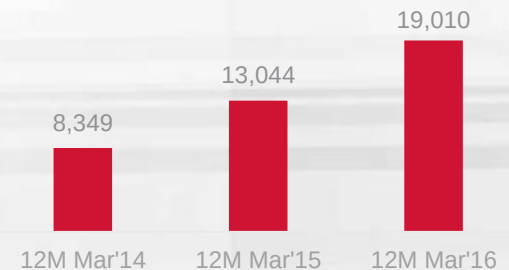


Integration progressing well with phase 2 over

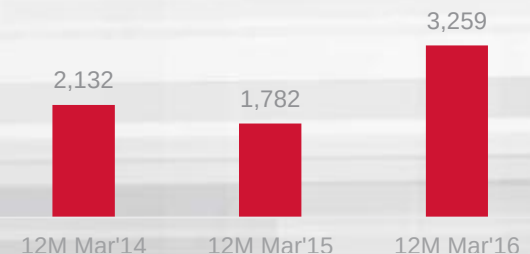
Guidance	Achieved
Realising Revenue Synergies across businesses to drive growth	✓ Cross selling, bundled offerings across businesses
Cost Consolidation post merger to remove duplications	✓ Closed PFW's London & Vancouver VFX operations & pruned operations in India
Enhanced execution from tax advantaged and lower cost centres	✓ Dneg opened a facility in Vancouver & shut down its Singapore facility
Divestiture of non-core Assets	✓ Divested UK PP business to remove the drag on Consolidated results, Stake Sale in Digital Domain, Sale of LA Building
Margins to reach 20% within 24-36 months	✓ Margins at ~ 20% within 24 months

Strong Financial Performance

Net Annual Revenues up 2.3x



Operating EBITDA up 1.5x



Figures in Rs Million; Consolidated financials





Creative Svs: World's No. 1 independent Tier 1 player

Global integrated platform across 3 continents utilizing 21 facilities

"A-Level" Pedigree in Hollywood



House of choice
for VFX & 3D
Services for Tier
1 Studios














2 consecutive
Oscar wins for
Interstellar &
Ex Machina

Higher visibility
in Order book,
over \$ 200 mn

+



+



Global competencies from transformational transactions

- Closer to customer, deeper engagement with leading Hollywood clients
- Increasing cross-sell via Bundled offering (VFX & 3D conversion services)
- Robust model – reduced seasonality, lower dependence on individual projects
- Margin expansion via delivery from low cost centres

Unprecedented scale

Rs 14.3bn (ttm*),
Revenues, up 2.9x
from pre-merger levels;

4,600+ personnel
across 8 facilities

75% contribution in
total revenues (ttm)

*TTM As on June'16, Pre merger is TTM as on Mar 14



PFT: Pioneer & leader in cloud solutions for M&E industry



Owens & operates world's only hybrid cloud enabled Media ERP platform – CLEAR™



Replicating domestic success globally

- In the last 5 years, PFT has grown over 29X from a garage start up to a global operation with ~ 2200 people
- The biggest broadcast networks and brands now run on CLEAR™
- Present in leading in-demand mobile video platforms – Hotstar, Voot, Hooq, etc.
- Accelerating new product launches post DAX integration like DAX production cloud

Revenues of Rs 3.1bn (ttm),

- Up 2x from pre- acquisition levels;
- International share up to 34%
- High annuity percentage of 72%,

Serving clients across geographies



PFT in numbers

Over **1.2 million** hours of Content Under Management (CUM)

Powered over **1.8 million** concurrent streams for OTT platform

35,000 hours of Subtitling and Closed Captioning every year

100,000 hours of content digitized annually

10 million files of Syndication & VoD fulfilment a year

Over 85% of Prime Time shows in Hollywood use PFT's product

*TTM As on June'16, Pre acquisition is TTM as on Mar 14



India FMS: Leadership in fast growing Indian M&E market



Complete media services offering across the spectrum



RELIANCE
MediaWorks

Distinct leadership in domestic services

- Complete services offerings across Production, Post Production and Creative Services
- Integrated facilities with strong asset base – 14 facilities across 16 cities
- India's largest integrated studio with ~25% capacity of Mumbai studio market
- Strong order book

Significant expansion in margins in price competitive Bollywood market

- Sustained margins at ~40% for last 4 quarters
- Higher quality translating into improved pricing

Rs 1.6bn (ttm) revenues,

- Up 1.3 post merger

*TTM As on June'16, Pre merger is TTM as on Mar 15

Gaining Industry recognition

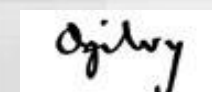


Best VFX for 'Bhajangri
Bhajaan' at 24 FPS
Annual International
Awards 2015



Best Special Effects
for Kick at IIFA
Awards 2015

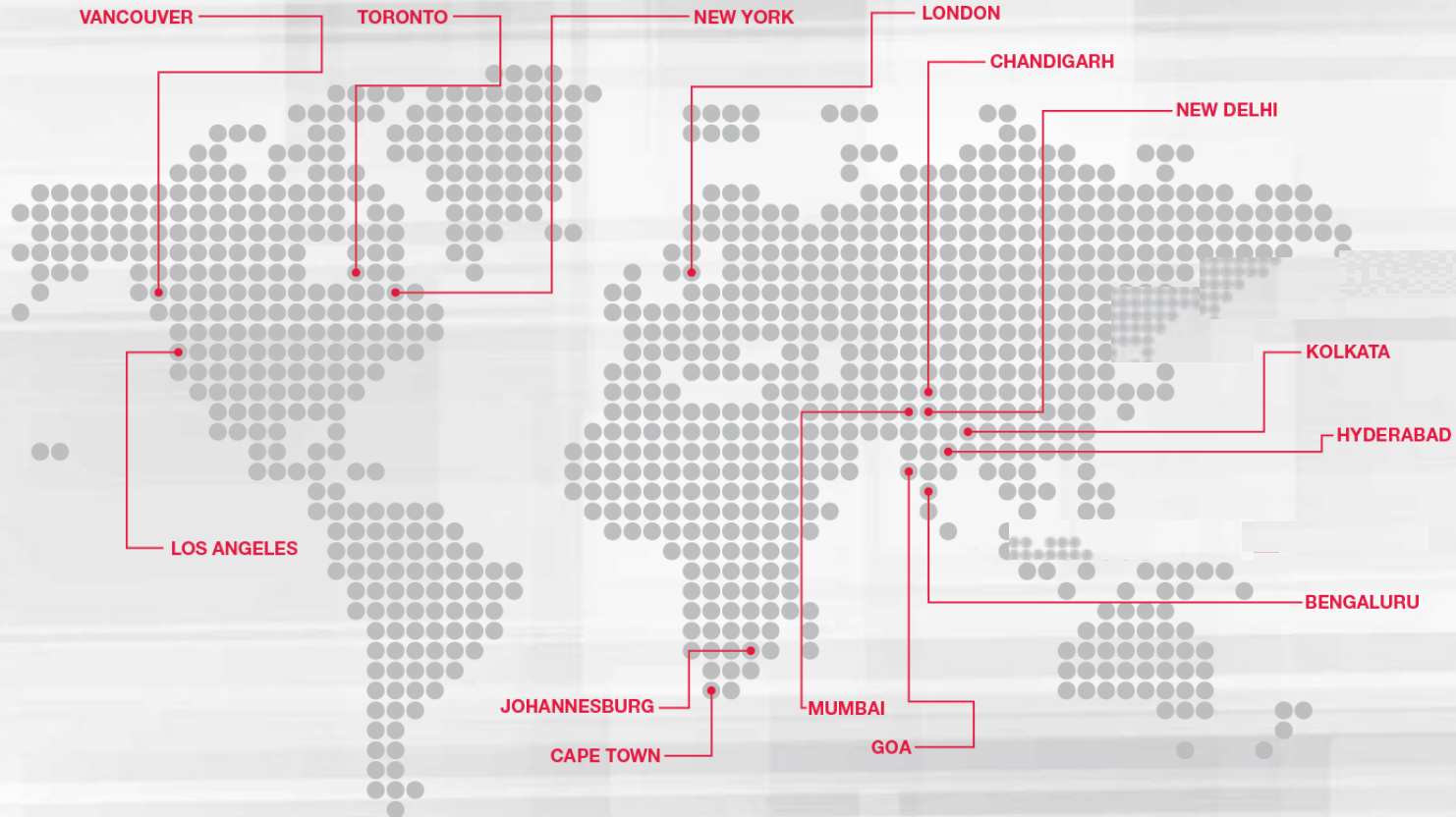
Excellent relationships with Indian studios & broadcasters. .



'WorldSourcing' model = unmatched competitive edge



Global network providing highest quality, fastest time to market & most efficient pricing



4 continents | 5 time zones | 14 locations | 24/7 – 365 days

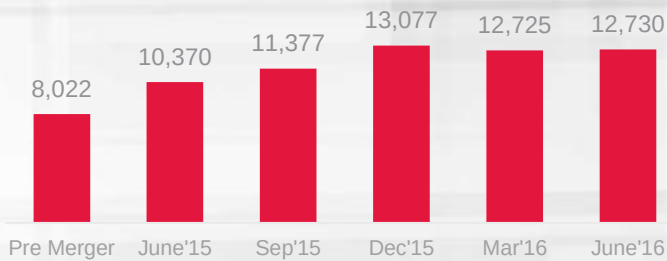


Prudent funding of expansion with control over debt

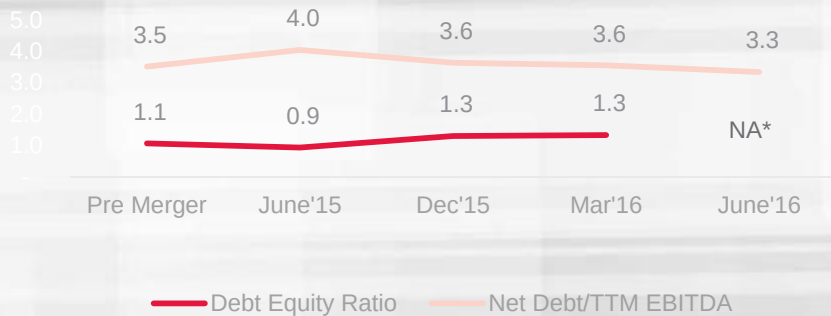


Focussed approach towards debt reduction

Debt (In Rs Mn)

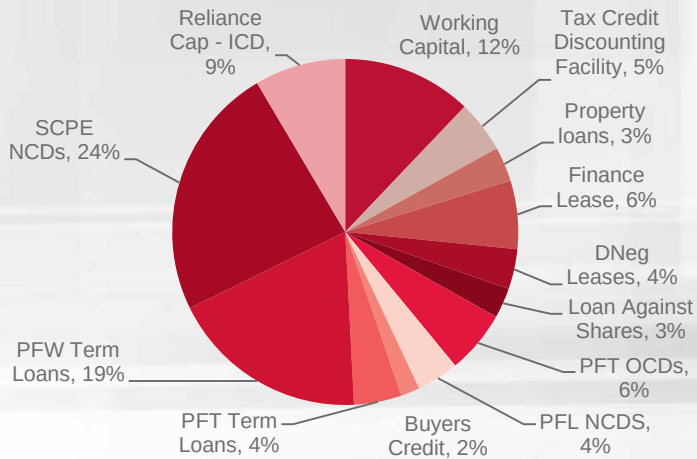


Leverage Ratios



* Balance sheet as of June'16 not published

Debt Composition as of Jun'16



- **PFL_RMW merger enables equity infusion to fund DNeg merger, lowering the debt requirement**
 - Debt/ equity maintained <1.5x throughout transaction and transition
- **Quarter on quarter debt reduction is being offset by increase in accretion on SCPE NCDs**
- **Proceeds from Net Stake sale (marketable securities) in Digital Domain to be used mainly to retire Debt as and when monetised**
- **Consistent focus on replacing high cost debt with low cost dollar denominated debt**
 - Debt quality has improved on repayment of property loans, LAS and increasing proportion of lower cost debt from term loan and Financial Leases taken in overseas market
 - Proportion of debt with 3-4 years maturity has increased in overall debt replacing current maturity debt payments

\$1 = Rs 67.45 Consolidated Debt - \$189 mn (Rs 12,730 mn)





Q1FY17 Performance

Q1FY17: Strategic initiatives deliver profit ahead of plan



Delivering profitable growth, with all businesses on accelerated growth path

Consolidated Revenues at

Rs 5,262 mn

Driven by growth across businesses

EBITDA margins at

19.5%

Margins closer to mid term target of 20%+

Adj PAT

Rs 43 mn

Excluding Exceptional gain of Rs 1,019 mn

World's largest Integrated Creative services player

- Prime Focus and Bad Robot deliver Immersive, Multi-Screen Experience for 'Star Trek Beyond'
- Key projects delivered during the quarter include movies like *Jason Bourne*, *The Legend of Tarzan*, *Star Trek Beyond*, *Warcraft*, etc.
- Robust order book with movies like *Dunkirk*, *The Mummy*, *Wonder Woman*, *Fast 8*, *Inferno*, *Geostorm*, *Fantastic Beasts* and *Where to Find Them*, *Justice League: Part 1*, etc.

PFT continues to grow at non-linear rate

- Closed multiple orders taking order book to over \$ 200 mn, key DAX accounts renewed
- STAR Partners with PFT for Rio Olympics 2016
- Continues to extend services to existing clients like Hotstar, Tata Sky, Asianet
- Added new brand services clients like Soch, Sulekha, Amazon, Myntra, LG, Cholleyl etc.
- Launched DAX production cloud
- Honoured with two Awards at CMO Asia Awards for Market Excellence

India FMS- Domestic market

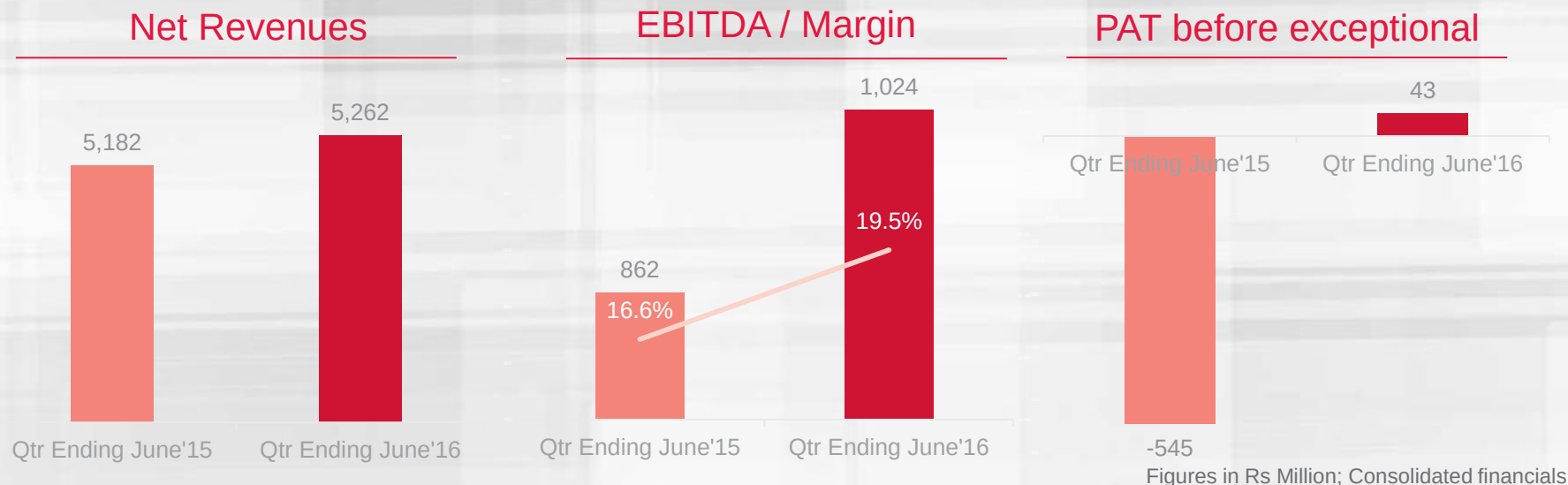
- Delivered several marquee projects including *Te3n*, *Housefull 3*, *Udta Punjab*, *Sarbjit*, *Baaghi*, etc.
- Order book continues to be robust with high visibility:
 - *Kaabil*, *Force 2*, *A Flying Jatt*, *Raees*, *M.S. Dhoni: The Untold Story*, etc.



Highest revenue ever with PAT break-even in Q1FY17



EBITDA margin up at 19.5%, closer to the targeted 20% level



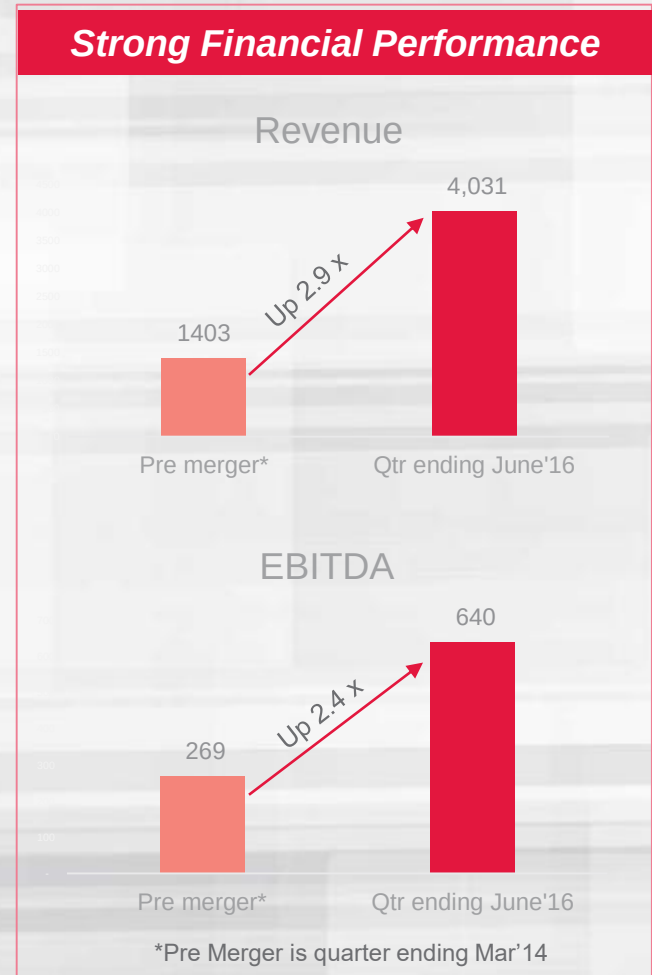
- Highest Revenue achieved in the history of the company despite adverse movement in pound
 - Creative and Tech/Tech Enabled services contributed 77% and 16%, respectively
- Operating EBITDA up 19% YoY and 24% QoQ with margin at 19.5%, closer to mid term target of 20%, ahead of plan
 - Aided by shutdown of Singapore operations and cost consolidation across the group
 - Sustained high margins in PFT(26%) and India FMS(46%)
- PAT before exceptional turned positive after 10 quarters; most of the integration and exceptional costs are behind us
 - PAT after exceptional gain at Rs 1,062 mn; profit on sale of stake in Digital Domain of Rs 1,019 mn
 - Depreciation and Amortization at Rs 657 mn – is now reflective of the ongoing quarterly depreciation
- Expect sustained improvement in operating performance in coming quarters on back of the robust Order Books in both PFW and PFT businesses



Creative Services posts double revenue & margins moving closer to pre-merger level in Q1FY17



Guidance	Achieved
To Become largest Independent Tier I Creative Services provider in the world	✓ Delivered 6 of the top 10 in 2014, 5 of the top 10 in 2015, 2 of the top 5 Hollywood Blockbusters in 2016
Realising Revenue synergies via Bundled offering (VFX & 3D conversion services)	✓ Offered bundled services for movies like Avengers: Age of Ultron Captain America: Civil War, Batman Vs Superman, etc.
Reducing the cyclicity of Revenue	✓ Delivered Revenue above Rs 3.4 bn in last 4 quarters
To have a strong order book	✓ Order book in excess of \$200 mn
Increasing margins via. increased delivery from low cost delivery Centers	✓ Dneg opened a facility in Vancouver & closed down it Singapore facility. ✓ EBITDA Margin for quarter ending June'16 is at 16%



Figures in Rs Million; Consolidated financials



Working with current and upcoming Hollywood hits



Delivered in Q1 FY17



Jason
Bourne



The Legend
of Tarzan

Robust Order book over \$200 mn



Dunkirk



Inferno



Geostorm



Star Trek Beyond



Warcraft



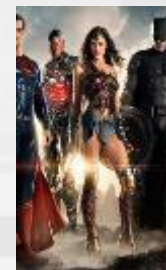
X-Men:
Apocalypse



Fast 8



The Mummy



Justice League



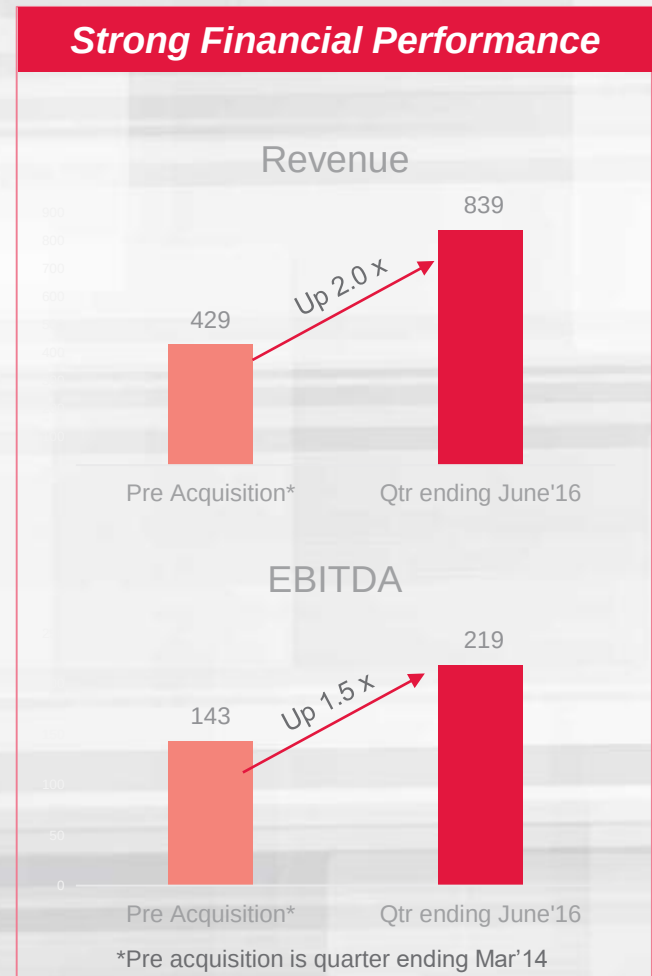
Wonder Women



PFT's successful global expansion post Dax Acquisition



Guidance	Achieved
Deeper penetration in North America	✓ Added various marquee clients in US like tru TV, FX Network, Crowns Media, GEE, etc.
Cross selling to DAX Clients	✓ Cross selling to DAX clients going very well
Investing in Product development and marketing Initiatives	✓ Opened a facility in Bangalore. Secured a patent, added new Modules like Cloud MAM, DAX Production Cloud etc. Hired COO, Marketing Team, etc.
Increase International Revenue	✓ International Revenue contribution increased from 24% (Pre acquisition) to 34% (Q1FY17)



Figures in Rs Million; Consolidated financials

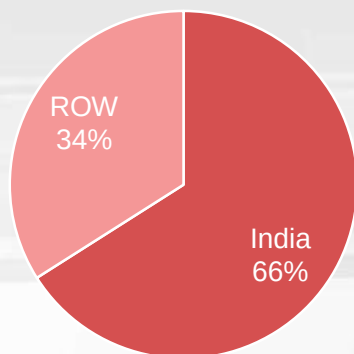


Continues to grow at non linear growth rate

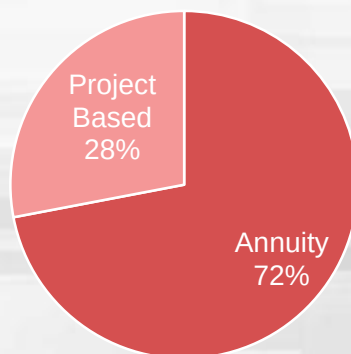


- Revenue up 19% YoY, EBITDA margins at 26%. Annuity business continues to be a significant 72%
- Signed multiple new orders taking order book to over \$ 200 mn,
 - Renewal of key accounts of DAX
 - Robust demand from mobile video platforms – Hotstar, Voot, Hooq etc.
 - Introduced, Digital Ad Insertion for Digital Platform in India
 - Clear SaaS leads in international markets, with continuous innovation
- Launched DAX Production cloud
- STAR Partners with PFT for Rio Olympics 2016- to provide live and VOD coverage
- Continues to extend services to existing clients like Hotstar, Tata Sky, Asianet, etc.
- Brands Services continues to make strides
 - Augmented client roster with new clients like Soch, Sulekha, Amazon, Myntra, LG, Cholleyil etc.
- Honoured with two Awards at CMO Asia Awards for Market Excellence
- Influenced a total of 10 Golds and 6 Silvers at PromaxBDA India Awards

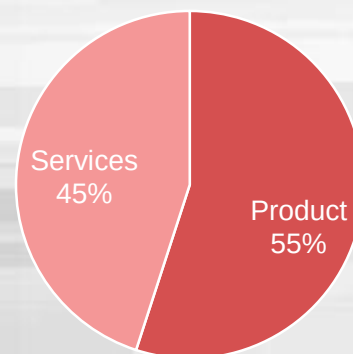
Revenue Analysis



By Geography



By Contract type



By Product Mix

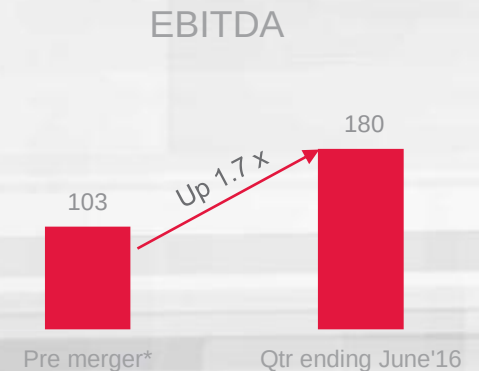
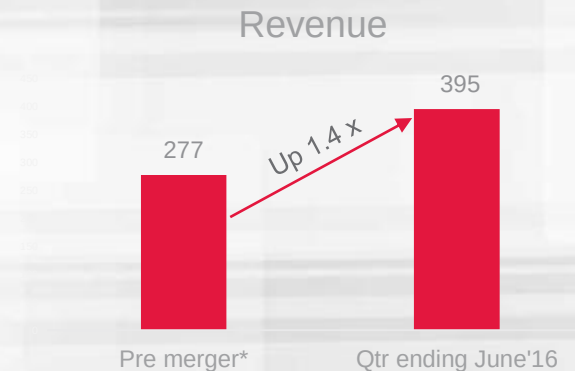


India FMS – Leading fast growing Indian M&E market



Guidance	Achieved
Leadership position in Bollywood	✓ Worked on key Bollywood Blockbusters like <i>Bajrangi Bhaijaan</i> , <i>Bajirao Mastani</i> , <i>Prem Ratan Dhan Paayo</i> .
Increasing the average ticket size per movies via cross selling	✓ Offering complete media services across the spectrum i.e. Production, Post Production and Creative Services
Achieve Higher Margin in price competitive Indian Market	✓ Margins maintained in the range of 35-40% and are sustainable in the same range

Strong Financial Performance



*Pre-Merger is quarter ending Mar'15

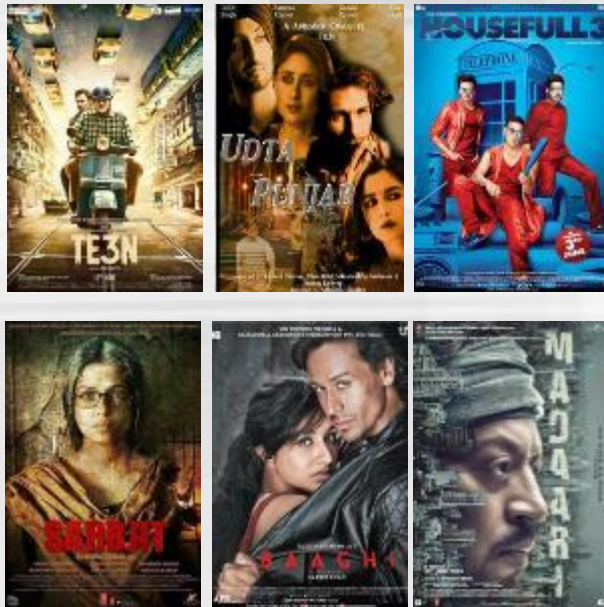
Figures in Rs Million; Consolidated financials



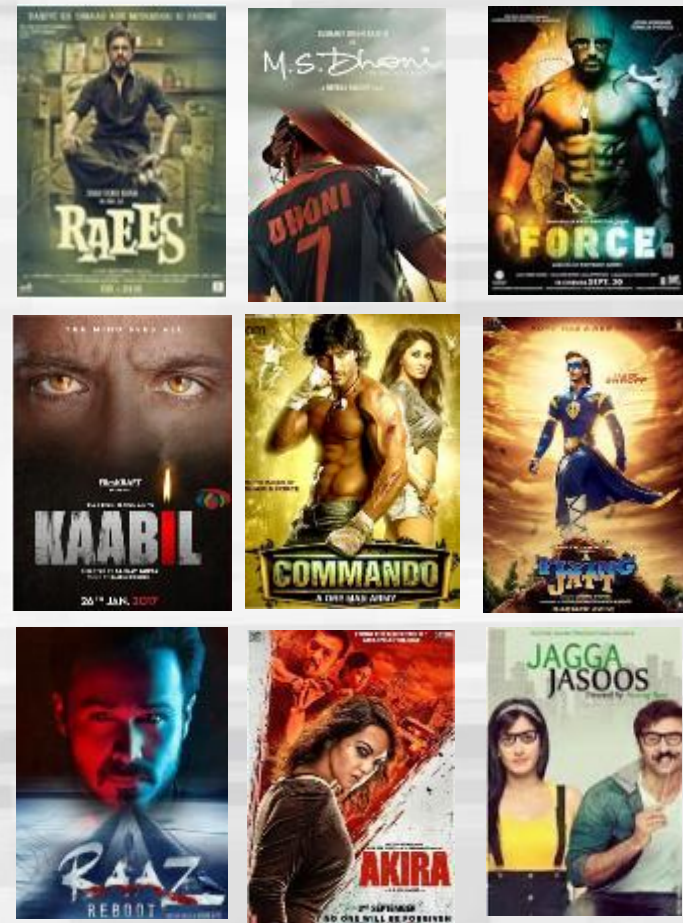
Working with current and upcoming Bollywood Hits



Movies delivered in Q1 FY17



Strong Order Book



TVCs



The background is a solid red color with a pattern of concentric circles and radial lines, creating a grid-like effect. There are also several out-of-focus light spots (bokeh) scattered across the image, particularly on the right side.

Annexure

Consolidated Profit & Loss Statement



Particulars (Rs Million)	Quarter ending June'16	Quarter ending June'15	% YoY Variance	Quarter ending Mar'16	% QoQ Variance	12M ending Mar-16	12M ending Mar-15
Net sales / income from operations	5,262	5,182	2%	4,657	13%	19,010	13,044
Total Expenditure	4,248	3,956	7%	3,859	10%	15,713	11,342
Personnel Cost (including technician fees)	3,260	2,723	20%	2,994	9%	11,560	8,289
Other Expenditure	988	1,233	-20%	865	14%	4,153	3,052
EBITDA	1,014	1,226	-17%	799	27%	3,298	1,702
Foreign exchange gain/(loss)	10	-364	NM	30	-65%	-39	80
EBITDA (including Exch. Gain (net))	1,024	862	19%	829	24%	3,259	1,782
Depreciation & amortization	657	789	-17%	804	-18%	2,796	1,717
EBIT	368	73	NM	24	NM	462	65
Interest & Finance charges	280	254	10%	392	-29%	1,074	648
Non-operating costs		-	NM	0	NM	37	-
Other income	10	-69	NM	115	-91%	51	278
PBT Before Exceptional Items	98	-250	NM	-253	NM	-562	-305
Exceptional Items- Expenditure/ (Income)	-1,019	1,593	NM	653	NM	2,428	971
PBT	1,116	-1,843	NM	-906	NM	-2,990	-1,275
Tax Expense	24	460	-95%	144	-84%	696	-296
Minority Interest	31	-166	NM	-250	NM	-501	-107
PAT	1,062	-2,138	NM	-801	NM	-3,185	-872

Key Ratios	Quarter ending June'16	Quarter ending June'15	Quarter ending Mar'16	12M ending Mar-16	12M ending Mar-15
EBITDA Margin	19.3%	23.7%	17.1%	17.3%	13.0%
EBITDA (including Exch. Gain (net))	19.5%	16.6%	17.8%	17.1%	13.7%
Net Margin	20.2%	-41.2%	-17.2%	-16.8%	-6.7%
Total Expenditure/ Revenues	80.7%	76.3%	82.9%	82.7%	87.0%
Personnel Cost/ Total Operating Income	62.0%	52.6%	64.3%	60.8%	63.5%
Other Expenditure/ Total Operating Income	18.8%	23.8%	18.6%	21.8%	23.4%

Note:

- 12 months ending Mar-16 and Mar-15 are non-comparable as DNeg was acquired in July 2014
- Exceptional Items in Qtr ending June'16 includes gain on account of stake swap from Digital Domain's operating company Digital Domain holding company



Standalone Profit & Loss Statement



Particulars (Rs Million)	Quarter ending June'16	Quarter ending June'15	% YoY Variance	Quarter ending Mar'16	% QoQ Variance	12M ending Mar-16	12M ending Mar-15	% YoY Variance
Net sales / income from operations	395	355	11%	428	-8%	1,544	1,543	0%
Total Expenditure	235	200	18%	253	-7%	956	968	-1%
Personnel Cost (including technician fees)	128	115	11%	138	-7%	490	567	-14%
Other Expenditure	107	85	26%	115	-7%	466	400	17%
EBITDA	159	155	3%	175	-9%	588	576	2%
Foreign exchange gain/(loss)	20	34	-40%	-9	NM	75	5	NM
EBITDA (including Exch. Gain (net))	180	189	-5%	166	9%	663	581	14%
Depreciation & amortization	69	80	-14%	76	-10%	303	243	25%
EBIT	111	110	1%	89	24%	360	338	7%
Interest & Finance charges	79	48	66%	86	-8%	256	252	2%
Other income	26	39	-33%	43	-39%	149	66	126%
PBT Before Exceptional Items	58	101	-43%	47	24%	252	152	66%
Exceptional Items- Expenditure/ (Income)	-	50	NM	-	NM	50	90	-44%
PBT	58	51	14%	47	24%	202	62	NM
Tax Expense	16	182	-91%	24	-34%	250	-120	NM
Minority Interest	-	-	NM	-	NM	-	-	NM
PAT	42	-131	NM	23	86%	-47	182	NM

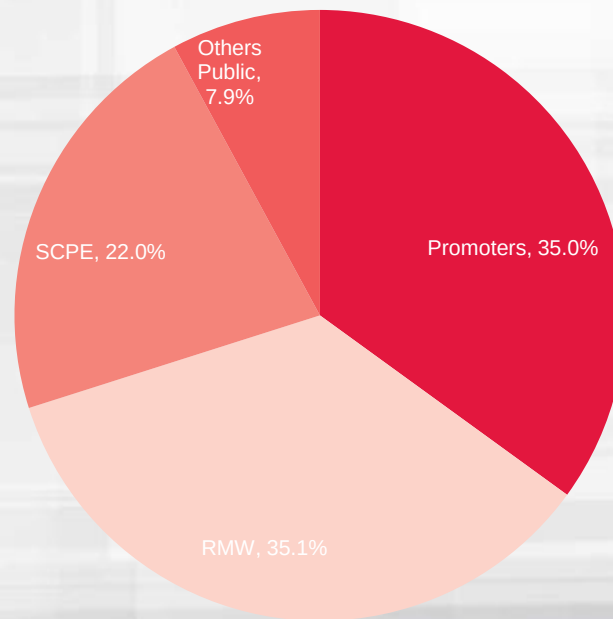
Key Ratios	Quarter ending June'16	Quarter ending June'15	Quarter ending Mar'16	12M ending Mar-16	12M ending Mar-15
EBITDA Margin	40.3%	43.7%	40.8%	38.1%	37.3%
EBITDA (including Exch. Gain (net))	45.5%	53.2%	38.7%	42.9%	37.7%
Net Margin	10.6%	-36.9%	5.3%	-3.0%	11.8%
Total Expenditure/ Revenues	59.7%	56.3%	59.2%	61.9%	62.7%
Personnel Cost/ Total Operating Income	32.5%	32.5%	32.3%	31.7%	36.7%
Other Expenditure/ Total Operating Income	27.2%	23.9%	26.9%	30.2%	25.9%



PFL Shareholding Pattern



As on 30th June- 2016 Outstanding shares – 299mn



Contact us

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About Prime Focus Limited

Prime Focus Limited (PFL), the world's largest integrated media services powerhouse employs over 7,000 professionals in 14 cities across 4 continents and 7 time zones. We provide end-to-end creative services (visual effects, stereo 3D conversion and animation), technology products & services (Media ERP Suite and Cloud-enabled media services), production services (equipment rental) and post production services (Digital Intermediate and picture post) to Studios, Broadcast and Advertising industries.

Prime Focus is behind path breaking technologies like CLEAR™ (Hybrid Cloud technology enabled Media ERP Suite), Primetime Emmy® award-winning DAX Digital Dailies® and View-D™ (stereoscopic 2D to 3D conversion process). Leveraging our Global Digital Pipeline and pioneering WorldSourcing® delivery model we partner content creators at every stage of the process ensuring creative enablement, work flow efficiencies and cost optimization.

In mid-2014 Prime Focus Technologies acquired DAX, a leading provider of cloud-based production workflow and media asset management applications; Prime Focus World merged with Double Negative, one of the world's foremost providers of visual effects; and Reliance MediaWorks merged their global film and media services business with Prime Focus Limited.

Listed on the BSE and NSE of India, Prime Focus has operations in Bangalore, Cape Town, Chandigarh, Delhi, Goa, Hyderabad, Johannesburg, Kolkata, London, Los Angeles, Mumbai, New York, Toronto and Vancouver.

For more details
www.primefocus.com
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www.primefocustechnologies.com



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