



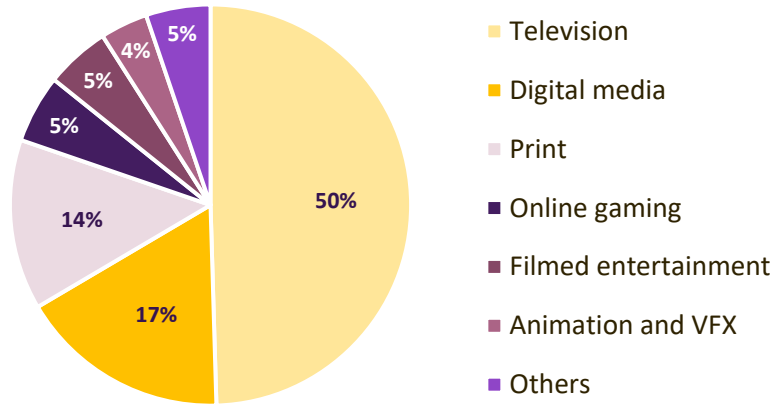
Corporate Profile

Safe Harbour Disclaimer

This release contains certain "forward looking statements" including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Quint Digital Media Limited (the "Company") future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market conditions, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors beyond the control of the Company, such as Covid-19, that could affect our business and financial performance. The Company undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances. In addition, this release is for general information purposes only, without regard to any specific objectives, financial situations, or informational needs of any particular person. The financial information outlined in this press release is unaudited, based on management accounts. Accordingly, limited reliance should be placed on such financial information. The Company may alter, modify, or otherwise change in any manner the content of this release, without obligation to notify any person of such change or changes. This release should not be copied or disseminated in any manner.

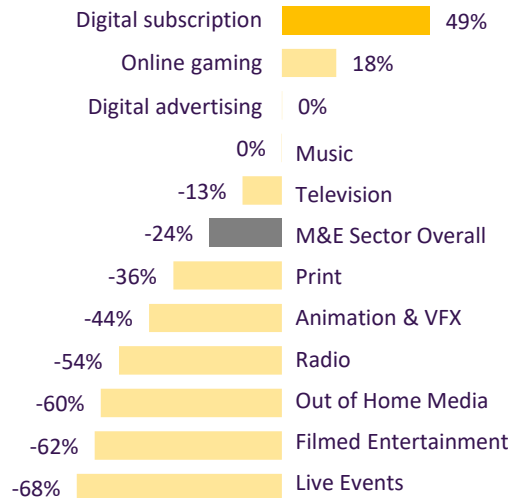
Digital Media has captured a significant market share in a short amount of time

Share of Major Industry Segments 2020



Digital and online gaming were the only segments which grew in 2020

Segment growth 2020 vs. 2019



Sources: EY-FICCI India's Media & Entertainment sector reboots in 2020; KPMG in India's Media and Entertainment Report 2019; KPMG in India's Media and Entertainment Report 2020

Key Factors influencing the growth of digital consumption



Second highest per capita consumption of online video in the world



Growth in smartphone users in India to >500 Mn in 2019¹ (2015 - 200 mn). 11 % growth in feature phones shipments, higher than smart phones growth in 2018



Cheapest mobile data in the world (INR 6.4/GB² in 2021) (2015 – INR 313/GB)



Growth in average data usage per subscriber per month to 14.6 GB in 2020³ (2016 - 0.88 GB)



Growth in online video content to meet the demands from 356⁴ million viewers during 2020



Growth in average mobile data download speed to 17.77 Mbps⁵ in Jul'2021 (Nov'18 - 9.93 mbps)

1. ICEA-KPMG Report on Smartphones and Digital Governance July 2020; 2. Worldwide mobile data pricing 2021; 3. Ericsson Mobility Report June 2021; 4. InMobi's State of Programmatic Mobile Video Advertising in India report 2021; 5. <https://www.speedtest.net/global-index/india>

India's digital demography – on an accelerated path

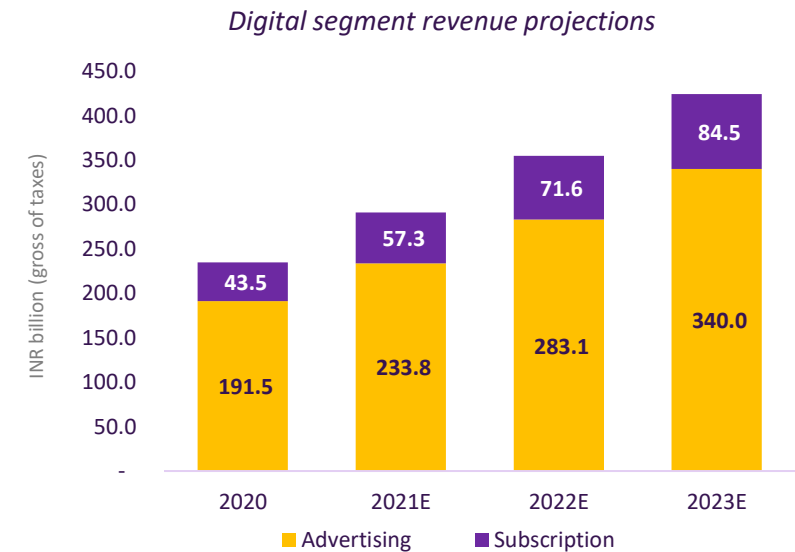
The spread of the COVID-19 pandemic and the ensuing lockdowns imposed to contain the spread of the virus have accelerated the adoption of digital services among a wider base of users in the country. We have accordingly revised our hypothesis of the digital demography to account for this behavioral shift.

India is likely to be home to a billion digital users by 2028 compared to our earlier projection of 2030, with a faster upward progression of users in each of the cohorts



Digital segment is expected to grow to INR 424.5 billion by 2023 at a CAGR of 22%

	2019	2020	2021E	2023E	CAGR 2020-23
Television	787	685	760	847	7%
Digital media	221	235	291	425	22%
Print	296	190	237	258	11%
Online gaming	65	76	99	155	27%
Filmed entertainment	191	72	153	244	50%
Animation and VFX	95	53	74	129	35%
Live events	83	27	53	95	52%
Out of Home media	39	16	22	32	27%
Radio	31	14	23	27	24%
Music	15	15	18	23	15%
Total	1,822	1,383	1,729	2,234	17%



News on digital platforms

- A 2019 study suggests that India has become **a mobile-first, platform dominated market.**
- As many as 68 per cent of the respondents in the Reuters India Digital News study said **smartphones were their main device for accessing online news.**
- Interestingly, 31 per cent of the respondents said they **only used mobile devices for accessing online news.**
- 75 per cent of respondents using **Facebook** and 82 per cent using **WhatsApp** to get their news. Other social media widely used for news include Instagram (26 per cent), Twitter (18 per cent) and Facebook Messenger (16 per cent).
- An overwhelming **80 per cent of all news** consumed in India is now being consumed on social media platforms.

OUR CORE VALUES

DRIVEN BY **EXPERTISE**,
SHAPED BY **FACTS**,
ANSWERABLE TO **NONE**
BUT OUR **AUDIENCE**.

INNOVATION

Digital-native newsrooms, interactive, mobile-first storytelling, award-winning multimedia properties, exclusive innovation wing

AUDIENCE-FIRST

Active citizen journalists, industry-first subscription models, highly-engaged membership community, audience-generated insights and initiatives.

TRUST

In a world besieged by fake narratives, we fearlessly drive and uphold truth to power, via exclusive myth-busting initiatives and fact-checked, data-driven journalism.

INDEPENDENT

Powerful, high-quality research, analysis, and insights followed by India's most influential -- but influenced by no one.

IMPACTFUL

Original stories that aim to move the needle, provide a voice to the voiceless - via special reports, deep-dive documentaries, and investigative features.

**NETWORK
STRENGTH**



FIT

**NEWSROOM
INITIATIVES**



NEON



WEBQOOF

POSSIBLE ADDITIONS TO THE QUINT NETWORK.

Bloomberg | Quint

Bloomberg | Quint

is a multiplatform, Indian business and financial news company.

Bloomberg | Quint

is a joint venture between Raghav Bahl and Bloomberg

 **Quintype**

QT is Software As A Service (SaaS) platform for digital publishers and content creators and assists them to help create, distribute and monetise content

QT recently raised INR 25 Cr in a Series A round from IIFL Seed Ventures Fund – Series 2

The **NEWS** Minute

TNM is a digital news platform reporting and writing on issues in India, with a specific focus on the 5 southern states

 **YKA**
YOUTH KI AWAAZ

YKA is a user-generated Indian youth media platform on social justice issues

Owlet

Owlet is engaged in the business of development, production, marketing and distribution and syndication of feature films

Note: Vide press release dated July 16, 2021, The Company announced that it will undertake a detailed evaluation of the proposal to acquire the direct and indirect stakes in certain media operations founded and owned by Mr. Raghav Bahl and Ms. Ritu including Quintillion Business Media Private Limited (digital player in business and financial news), Quintype Technologies India Private Limited (SaaS platform for digital media publishers), Spunklane Media Private Limited (south based digital news platform), Owlet Films Private Limited (content creators for OTT platforms), YKA Media Private Limited (youth media platform on social issues). Refer <https://www.bseindia.com/xml-data/corpfiling/AttachHis/a36682ed-368a-457a-b9b5-d243254d2756.pdf>

IN JUST 6 YEARS

The Quint offers Massive Reach & Deeper Engagement



72+ MILLION
UNIQUE VISITORS
onsite across the network



110 MILLION+
AVERAGE MONTHLY REACH
on Facebook alone



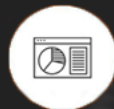
15.7 MILLION+
FOLLOWERS
across FB, YouTube, Instagram,
Twitter & LinkedIn



425 MILLION+
VIDEO VIEWS
across FB, YouTube, Instagram,
Twitter & LinkedIn



188 MILLION+
PAGEVIEWS
onsite across the network



5.5 BILLION+
IMPRESSIONS
across YouTube, Facebook & Twitter



99
MILLION
SESSIONS



72
MILLION
USERS



2MINS
AVERAGE
TIME SPENT



188
MILLION
PAGEVIEWS

SOCIAL REACH



Source: Crowd Tangle, YouTube & LinkedIn
Time Period: Jan-June'2021

COMPETITIVE EDGE



7th & 4th Ranks respectively-
Ahead of competitors & legacy players like
News Laundry, The Wire, TOI & CNN-News18

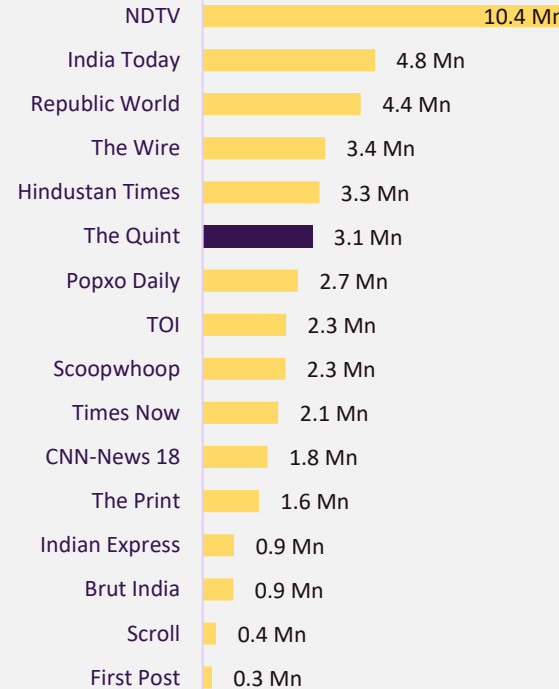
* The Quint's numbers are not directly comparable with The Wire and The Print, since The Quint publishes English and Hindi content separately on YouTube, while The Wire and The Print publish English and Hindi content on the same handle.

* Since HQ has 1.6 mn subscribers, the combined subscriber base of TQ+HQ would be 4.7 mn vs 3.4 mn for The Wire and 1.6 mn for The Print.

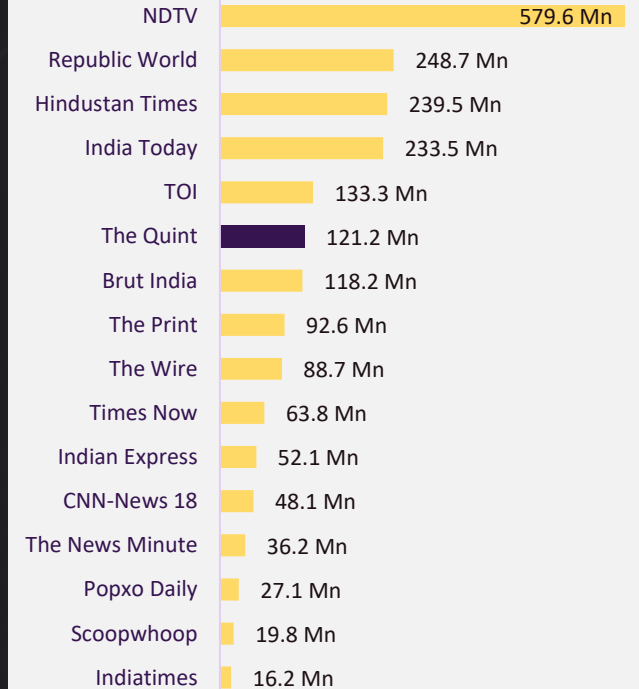
Source: Vidooly, Socialblade & Crowdtangle
Time Period: Jan-June'2021



Youtube subscribers



Video Views



- 2x more subscribers than The Print.
- Ahead of legacy players like TOI, Indian Express, First Post & CNN-News18

- Ranked no 6 in YouTube Video Views
- Ahead of competitors & legacy players like The Wire, The Print, Times Now & CNN-News18

THE QUINT'S POWER RATIO IS SIGNIFICANTLY HIGHER COMPARED TO NDTV IN MOST PERFORMANCE METRICS

Metrics ('000s)	Quint	NDTV	POWER RATIO
YT Subscribers/Followers	3,073	10,400	3.4
YT Video Views	121,150	870,600	1.6
Twitter Followers	737	15,900	0.5
FB Page Followers	7,095	8,093	10.0
IG Followers	938	2,676	4.0
FB + IG Followers	8,033	10,770	8.5
FB Video Views	96,640	106,470	10.3
IG Video Views	47,440	112,080	4.8
FB + IG Video Views	144,080	218,550	7.5
FB + IG + YT Video Views	265,230	1,089,150	2.8
FB + IG + YT Followers / Subscribers	11,106	21,170	6.0
Unique Visitors (UVs)	72,431	442,101	1.9
Page Views (PVs)	188,016	2,196,394	1.0
Video Views + Page Views	453,246	3,285,544	1.6
COST (INR)	2,225	25,340	

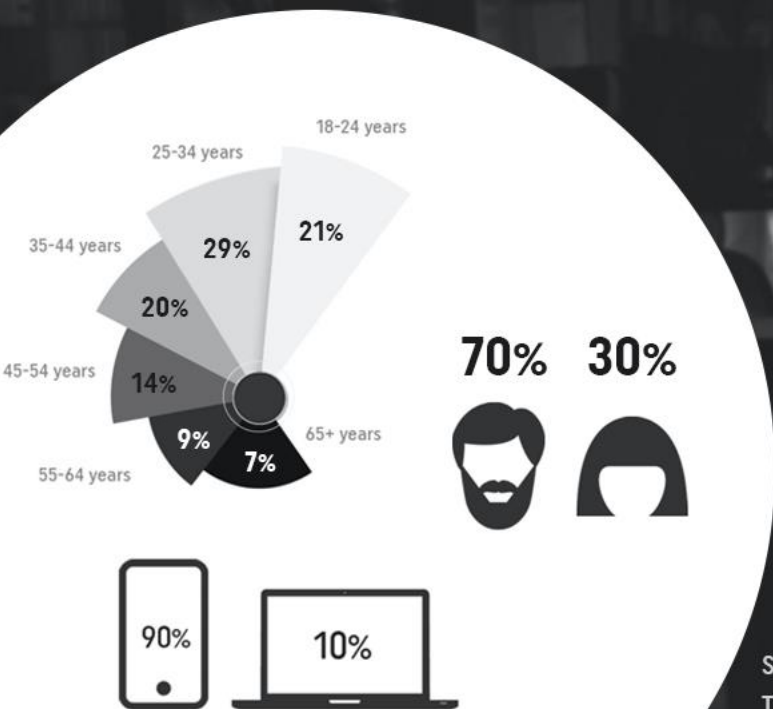
Cost Source: Audited Financials FY 20-21 in INR Lacs

Data Source: ComScore
Time Period: Jan-June'2021

- Power Ratio: Ratio of power metric per unit cost of both parties (The Quint & NDTV) i.e. $\frac{\text{The Quint (Deliverable Metric/Cost)}}{\text{NDTV (Deliverable Metric/Cost)}}$
- Cost is the cost of operations excluding marketing/promotion/distribution and finance costs

THE QUINTILLION AUDIENCE

OUR READERS DRIVE US



Source: Google Analytics
Time Period: Jan-June'2021

News & Politics/Avid News Readers

Lifestyles & Hobbies/Business Professionals

Food & Dining/Cooking Enthusiasts/30 Minute Chefs

Shoppers/Value Shoppers

Sports & Fitness/Health & Fitness Buffs

Travel/Travel Buffs

Beauty & Wellness/Frequently Visits Salons

Sports & Fitness/Sports Fans

Media & Entertainment/Movie Lovers

Food & Dining/Foodies

Lifestyles & Hobbies/Green Living Enthusiasts

Avid News Readers/Entertainment News Enthusiasts

Shoppers/Luxury Shoppers

Technology/Mobile Enthusiasts

Lifestyles & Hobbies/Outdoor Enthusiasts

Avid News Readers/Avid Political News Readers

Technology/Technophiles

Lifestyles & Hobbies/Shutterbugs

Media & Entertainment/TV Lovers

Home & Garden/Do-It-Yourselfers

Beauty & Wellness/Beauty Mavens

Media & Entertainment/Book Lovers

Lifestyles & Hobbies/Family-Focused

Media & Entertainment/Music Lovers

Food & Dining/Fast Food Cravers

MONETIZED CONTENT FORMATS

Branded Content Videos



Native Articles



Performance-based campaigns



Rich Media Innovation/
Google PG Deals



Editorial Integration



Surveys



Events / Webinars



Standard Display Banners
/Video Pre-rolls



Social Media Integration



Sponsorship & IPs



*These products are available across our network partners

GLOBAL REVENUE PARTNERS



inshorts



Tik Tok



Helo

Quora



Opera

सप्तार



dailyhunt



SmartNews

Samachar.com

yahoo!



Jio saavn

hubhopper



STRATEGIC PARTNERSHIP

Powered by Facebook,
Me The Change, an editorial initiative that focused exclusively on the aspirations of first-time women voters in the 2019 Lok Sabha elections.

ME THE CHANGE

Source: Google Analytics
Time Period: Jan-June'2021



♀ **51%** Female
♂ **49%** Male

231.6 Million+
Total Impressions

74 Million+
People Reached

36 Million+
Video Views

1.62lac+
Total Likes

22.5K+
Total Shares



STRATEGIC PARTNERSHIP

A Million USD from global partners



Rural Misinformation- In partnership with Google News Initiative

The Quint's fact checkers started working on a project – supported by GNI – to counter COVID-19 vaccine misinformation amongst rural women with limited access to information and healthcare in the states of Bihar, Uttar Pradesh, Madhya Pradesh and Assam

PROJECT VALUE: USD 4,45,717



Facebook's Third Party Fact-Checking Program

WebQoof has been a part of Facebook's 3PFC program since August 2019. The programme enables independent fact-checkers like us to flag and label misinformation/disinformation on the platform.

PROJECT VALUE: USD 5,60,800

STRATEGIC PARTNERSHIP

IFCN-Certified Fact-Checking Initiative

International Fact-Checking Network is an international organisation which sets the standard for fact-checking across the world and promotes excellence in fact-checking. The Quint's WebQoof was first verified in 2018.

Supporting India's Growing Digital News Media

The Quint is a founding member of the DIGIPUB News India Foundation, established to help ensure a healthy and robust digital news ecosystem. Together, the members of DIGIPUB News India Foundation aim to represent, amplify and evolve best practices that are independent and uphold the highest standards of journalism.

AWARDS & ACCOLADES



2018

Digipub World Awards

6 GOLD 4 SILVER

WAN-IFRA South Asian Digital Media Awards

1 GOLD 2 SILVER 2 BRONZE

2020

StreamCon Asia Awards 2020

2 GOLD 1 SILVER

Ramnath Goenka Excellence in Journalism Awards

WAN-IFRA South Asian Digital Media Awards

1 GOLD 1 SILVER 1 vBRONZE

2019

Adobe Vdonxt Awards 2019

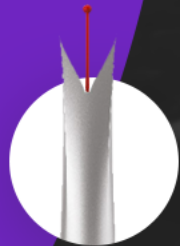
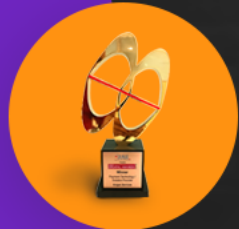
4 GOLD 6 SILVER

WAN-IFRA South Asian Digital Media Awards

2 SILVER 1 BRONZE

WAN-IFRA World Digital Media Awards

RedInk Awards



TOP BRANDS

RELY ON THE QUINT NETWORK



BOARD OF DIRECTORS



MR. RAGHAV BAHL, NON-EXECUTIVE DIRECTOR

Raghav Bahl is an entrepreneur and investor and has seeded multiple media and internet-based media outlets like moneycontrol.com, bookmyshow.com, firstpost.com, yatra.com & Network18 Media and Investments Limited, India's leading media conglomerate.



MS. RITU KAPUR, CHIEF EXECUTIVE OFFICER AND MANAGING DIRECTOR

Ritu Kapur is the Co-founder and CEO of The Quint and Board Member at Oxford University's prestigious Reuters Institute of Journalism. She is also on the board of Future News Worldwide & The World Editors Forum at WAN-IFRA.



MR. MOHAN LAL JAIN , NON-EXECUTIVE DIRECTOR

Mohan Lal Jain is a Chartered Accountant by profession and holds a bachelor's degree in Commerce (Hons.) from Hansraj College, University of Delhi. Mohan was associated with Network18 group from its very early days and is driven by the notion of engaging in substantial advisory at The Quint.



MS. VANDANA MALIK, NON-EXECUTIVE DIRECTOR

Vandana Malik with over 20 years of experience in media & related sectors has been working as the Mumbai-bureau chief of TV18 since 1994. She joined Studio18 as a Creative Director for the Feature Film production Unit, in May 2006. She was also on the Board of Directors of Network18 Media and Investments Limited.

BOARD OF DIRECTORS



**MR. PARSHOTAM DASS AGARWAL,
INDEPENDENT DIRECTOR AND CHAIRMAN OF THE BOARD**

Parshotam has a wide professional experience of more than 42 years with renowned corporates. He has served as the President in Birla Group, Chief Executive Officer in Surya Roshni Limited for 7 years, President in Shree Krishna Paper Mills Ltd. for 9 years and as Executive Director in OP Jindal Group.



MS. ABHA KAPOOR, ADDITIONAL DIRECTOR (INDEPENDENT)

Ms. Abha Kapoor is the founding partner of K&J Associates, a pioneer and leading executive search firm in the Media, Entertainment and Communication sector. Ms. Abha started her career working for an International bank before moving on as Regional head, West for a financial services Company.



**MR. SANJEEV KRISHNA SHARMA,
INDEPENDENT DIRECTOR**

Sanjeev Krishna Sharma is a Chartered Accountant by profession. In addition to being a member of the Institute of Chartered Accountants of India, Sanjeev is also a member of the Institute of Insurance Surveyors and Adjustors under the IRDAI.

EXECUTIVE LEADERS: SENIOR MANAGEMENT AND FUNCTIONAL LEADERS



Mr. Piyush Jain, Business Head-Special Projects

Piyush Jain holds a master's degree in Marketing & IT and has more than 24+ years of work experience. He served as the COO of IBN7 – National Hindi News Channel, a part of Network18 Group. In his current role at The Quint, he is heading the Business and looks after overall operations, general administration, cost and budgetary control, product oversight, maintains relationship with external partners to list a few.



Mr. Vivek Agarwal, Chief Financial Officer

Vivek Agarwal holds a bachelor's degree in Commerce from University of Kanpur. He has working experience of a decade in the field of accounts and taxation. In his role during the last 5 years, he has been heading the finance function for The Quint.



Mr. Sanjay Pugalia, President & Editorial Director

Sanjay Pugalia is a veteran Indian political and business journalist with print, broadcast and radio work experience of more than 35 years. Previously he headed Star News and Zee News and was part of founding team of Aajtak. He has also worked with Business Standard and Navbharat Times. He holds a University degree in History and Political science. In his current role, he is heading the Quint Hindi and leads overall operations of The Quint and Quint Hindi.



Ms. Devika Dayal, Chief Revenue Officer

Devika Dayal has more than 20 years of experience in ad sales & has worked with eminent organisations such as ITV Network, Network18, Discovery Communications India and Zee Network. She has been instrumental in driving the client facing ad sales unit and optimizing revenue growth by two folds in the last two years at The Quint. In her current role, she oversees all activities that generate revenue at The Quint.

Financial Results*

Amounts INR in Mn

Particulars	Ref	Qtr 1 30-Jun-21	Qtr 4 31-Mar-21	Qtr 3 31-Dec-20	Qtr 2 30-Sep-20
Revenue from Operations		63.94	65.58	62.27	52.40
Other Income		4.16	(0.24)	3.68	(0.02)
Total Income	(A)	68.10	65.34	65.95	52.37
Employee benefit expenses		21.78	19.80	24.32	18.02
Exceptional Items		-	-	-	5.74
Other expenses		22.73	29.50	21.04	18.40
Total operating expenses	(B)	44.52	49.30	45.36	42.15
EBITDA	(C) = (A) – (B)	23.58	16.04	20.59	10.22
Depreciation and amortization expense	(D)	14.28	10.80	6.28	6.11
EBIT	(E) = (C) – (D)	9.30	5.24	14.32	4.11
Finance cost	(F)	2.70	2.40	2.33	2.66
Profit before tax	(G) = (E) – (F)	6.61	2.84	11.99	1.46
Tax expenses	(H)	1.70	(1.70)	10.20	(9.31)
Profit after tax	(I) = (G) – (H)	4.90	4.54	1.79	10.77

THANK YOU!!!

