



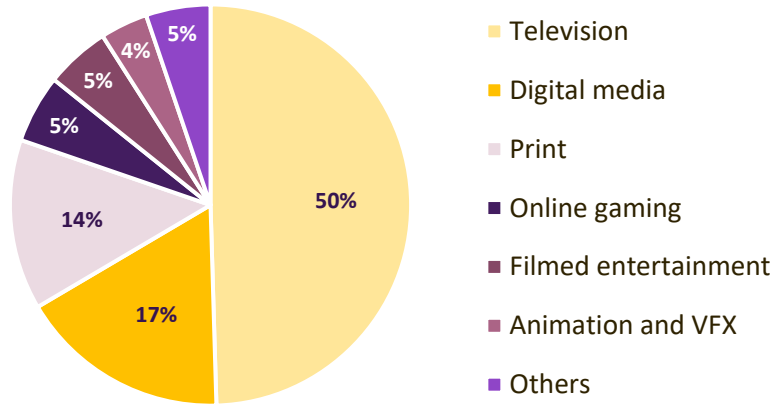
*Corporate Profile*

## **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.

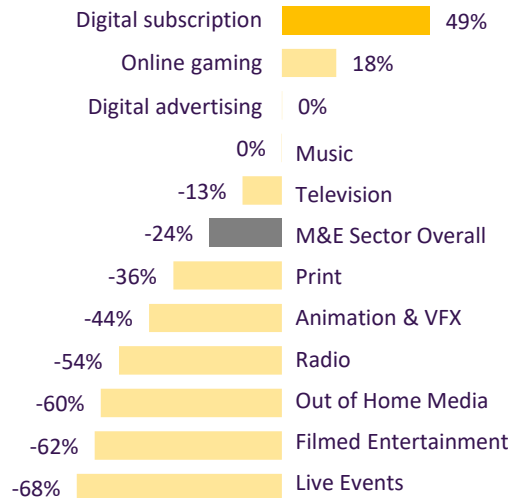
## Digital Media has captured a significant market share in a short amount of time

Share of Major Industry Segments 2020



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

Segment growth 2020 vs. 2019



## 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 ~340 Mn in 2018 (2015 - 200 mn). 11 % growth in feature phones shipments, higher than smart phones growth in 2018



Cheapest mobile data in the world (INR 18.5/GB) (2015 – INR 313/GB)



Growth in average data usage per subscriber per month to 8.7 GB in 2018 (2016 - 0.88 GB)



Growth in online video content to meet the demands from 325 million viewers as of FY19



Growth in average mobile data download speed to 9.93 Mbps in Nov'18 (Nov'17 - 8.88 mbps)

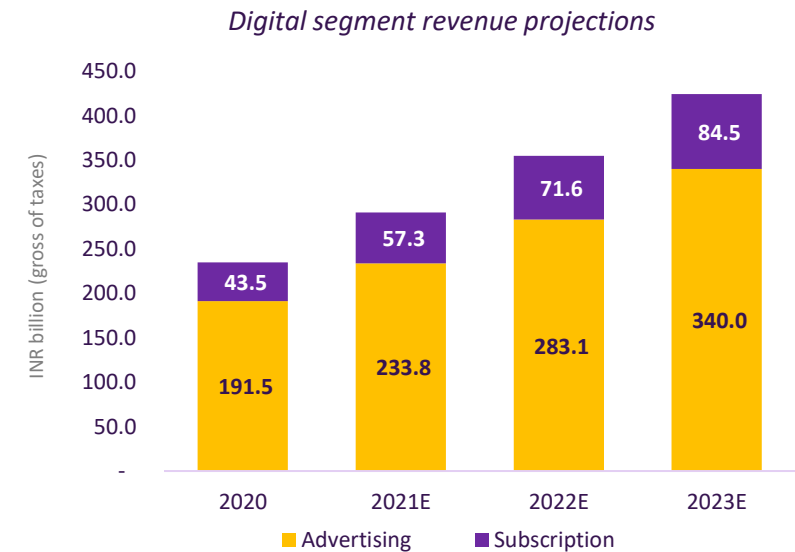
## India's digital demography – on an accelerated path

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%
<b>Total</b>	<b>1,822</b>	<b>1,383</b>	<b>1,729</b>	<b>2,234</b>	<b>17%</b>



## 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



## NEON



## WEBQOOF

## NEWSROOM INITIATIVES

**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 Kapur 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



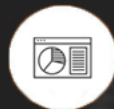
**15.7 MILLION+**  
**FOLLOWERS**  
across FB, YouTube, Instagram,  
Twitter & LinkedIn



**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

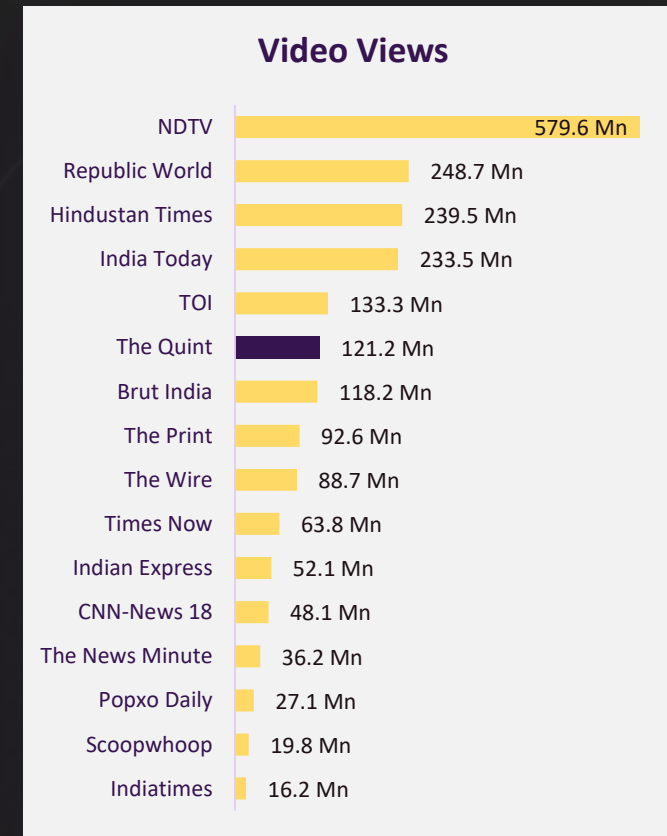
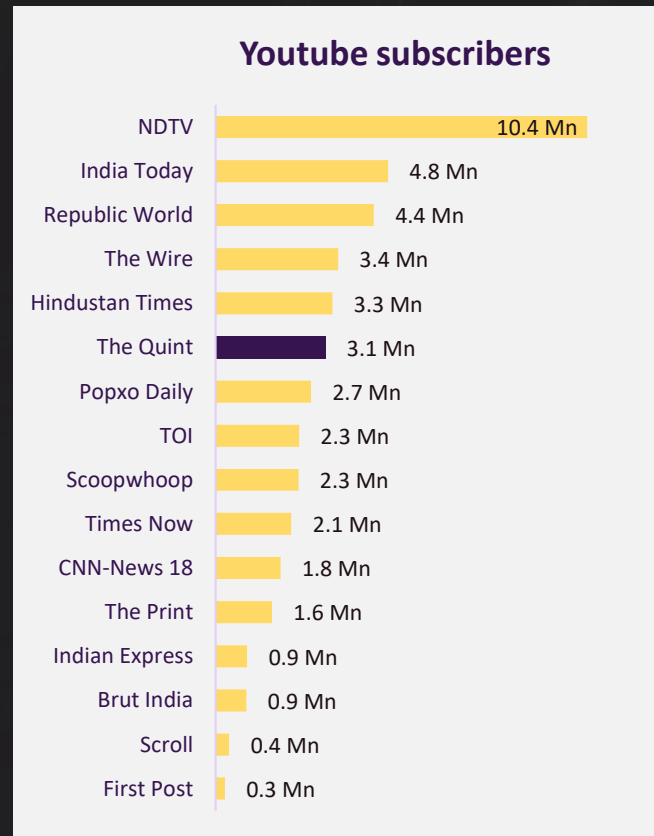


# COMPETITIVE EDGE



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

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



- 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
<b>COST (INR)</b>	<b>2,225</b>	<b>25,340</b>	

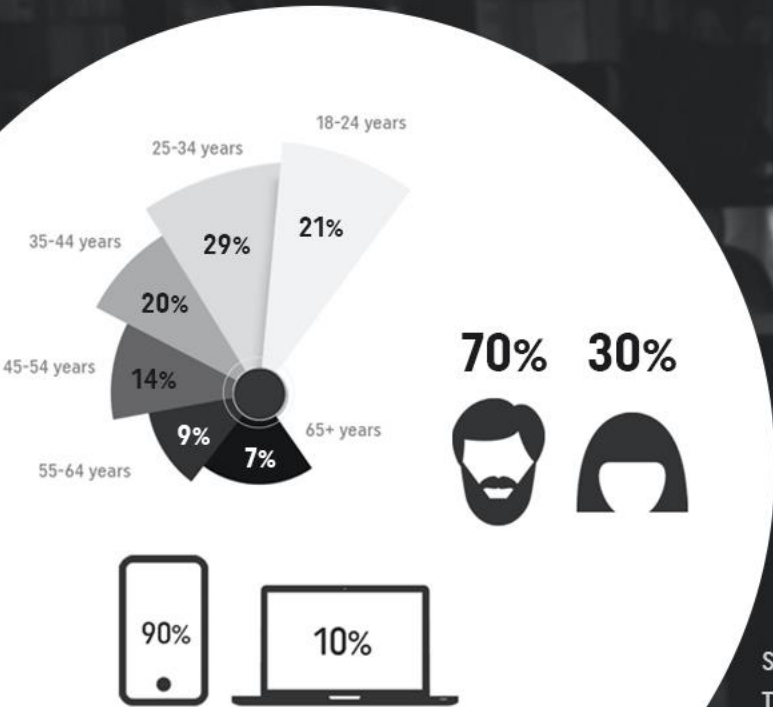
Cost Source: Audited Financials FY 20-21 in INR Lacs

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!



hubhopper



Jio saavn



# 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

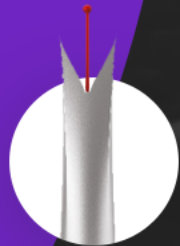
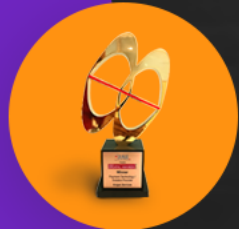
**4 GOLD 6 SILVER**

WAN-IFRA South Asian  
Digital Media Awards

**2 SILVER 1 BRONZE**

WAN-IFRA World Digital  
Media Awards

RedInk Awards



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

# THANK YOU!!!

