



*A NEW AGE DIGITAL MEDIA
AND MEDIA TECH GROUP*



Quint Digital Media Limited – 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.

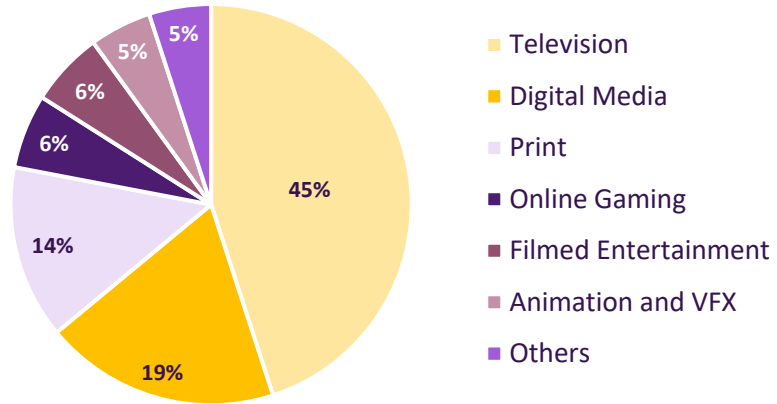


SNAPSHOT OF INDIAN DIGITAL MEDIA INDUSTRY



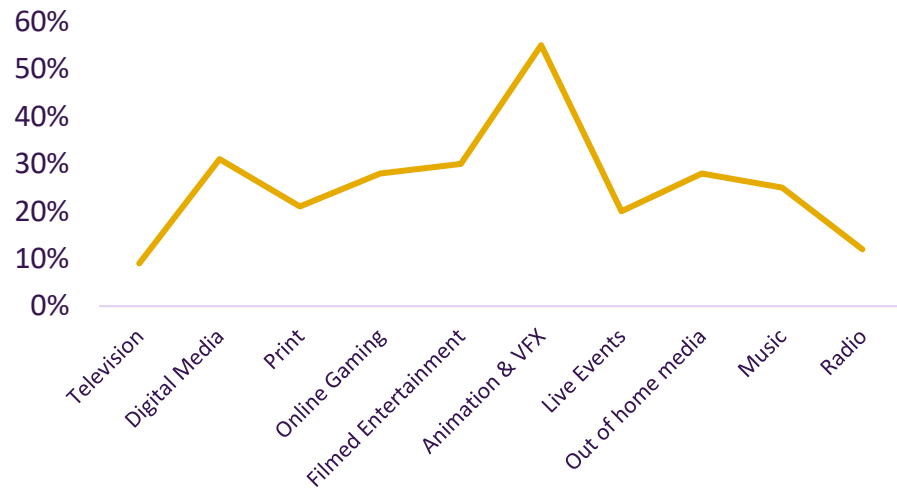
Digital Media has captured a significant market share in a short amount of time

Share of Major Industry Segments 2021



All M&E segments grew in 2021

Segment Growth 2021 vs. 2020



Key Factors influencing the growth of Digital Video Consumption



Second highest in terms of hours spent on online consumption



4x increase in OTT platforms over last 6 years



Subscription model has surged. 16x increase in subscriptions over last 5 years



+1 hour increase in digital video consumption per day since 2019



40% share of digital in total video watch time – 4x increase over last 6 years



2x increase in investment since 2019 in Indian original content

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.

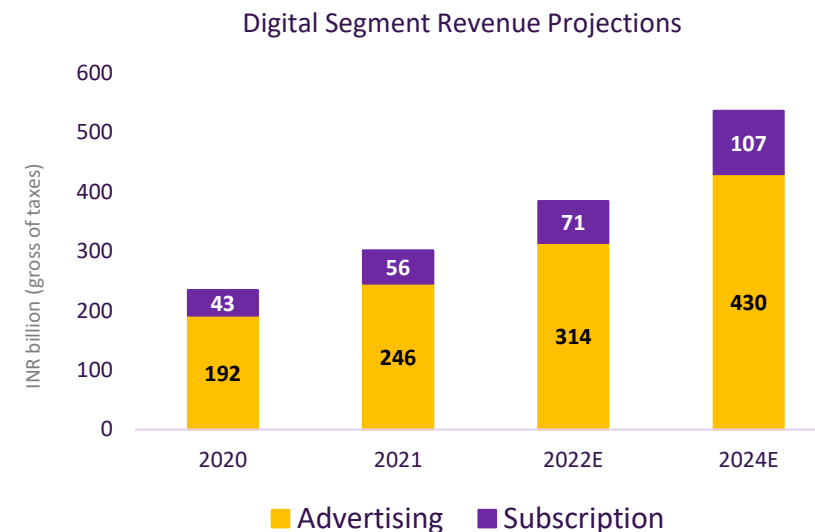
India is likely to be home to a billion digital users by 2028 compared to our earlier projection of 2030, with a faster upward progression of users in each of the cohorts



Digital segment is expected to grow to INR 537 billion by 2024 at a CAGR of 21%

INR billion (gross of taxes)

	2020	2021	2022E	2024E	CAGR 2021-24
Television	685	720	759	826	5%
Digital media	235	303	385	537	21%
Print	190	227	241	251	3%
Online gaming	76	101	120	153	15%
Filmed entertainment	72	93	150	212	32%
Animation and VFX	53	83	120	180	29%
Live events	27	32	49	74	32%
Out of Home media	16	20	26	38	25%
Radio	14	16	18	21	9%
Music	15	19	21	28	15%
Total	1,386	1,614	1,889	2,320	13%



Content and OTT on digital platforms

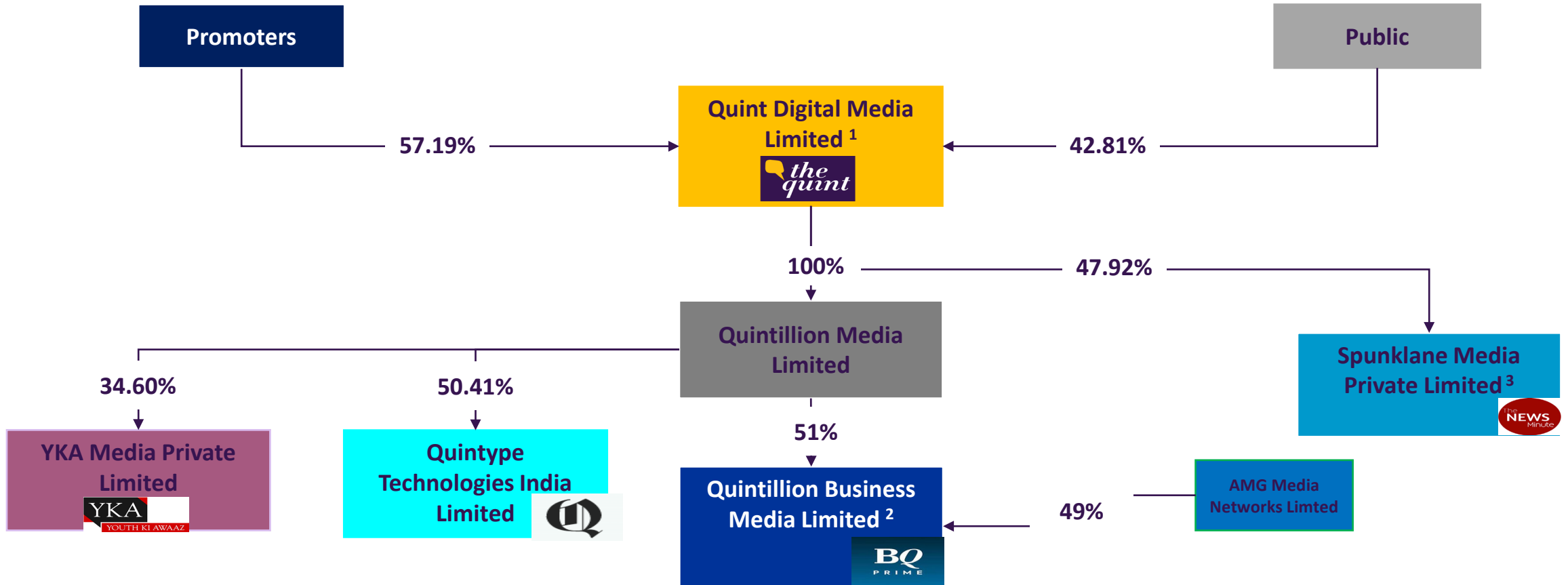
- The OTT market size is expected to grow from \$2.6 billion (expected) to \$11-13 billion by 2030 at a CAGR 20-23%.
- Total hours of content released for consumption in India in 2021 increased to approx. 1,50,000 hours. Indian content is also gaining traction abroad which can be used to tap the full potential.
- Video viewers have reached 497 million in 2021 and is expected to cross 600 million by 2024. 80% of the time spent on mobile phone apps by video viewers is on media and entertainment.
- Paid video subscriptions increased to 80 million in 2021 across 40 million households in India. News subscription reached around 0.9 billion in 2021.
- The top performing apps of 2021 in India includes Amazon Prime Video and Disney+ Hotstar (by downloads), Youtube and Netflix (by revenue).



CURRENT CORPORATE STRUCTURE AND FINANCIAL PROFILE



Corporate Structure (shareholding as on December 31, 2022, on fully diluted basis)



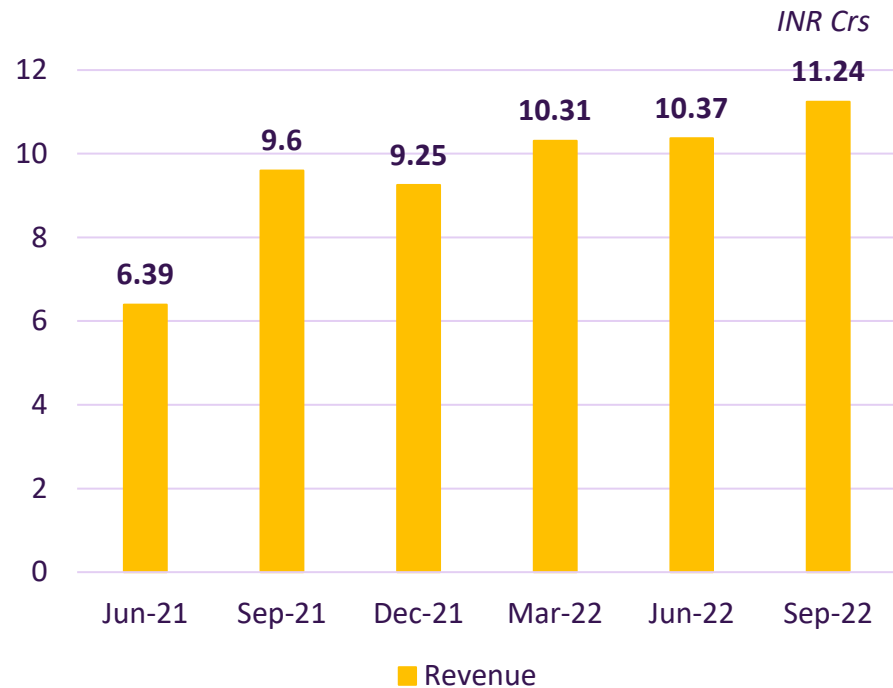
1. Shareholding prior to the Rights Issue

2. Represents shareholding post transfer of 25.97% stake of Bloomberg L.P to Quintillion Media Limited and the consummation of the transaction with AMG Media Networks Limited. Both transactions are expected to be completed in Q4FY23. Board may consider and evaluate future opportunities with respect to Quintillion Business Media Limited

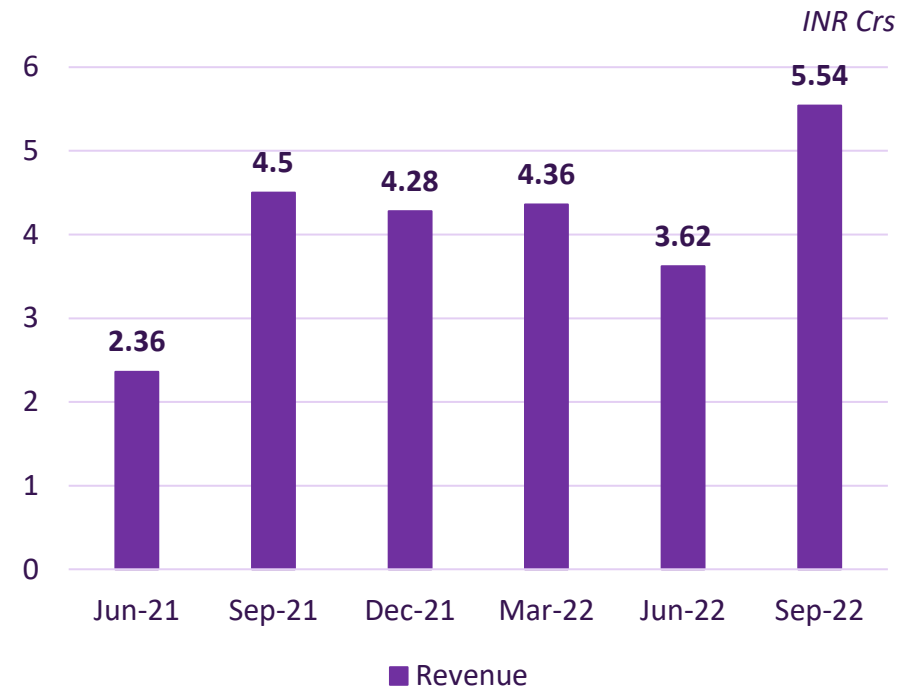
3. QDML has agreed to invest Rs. 1.84 Crores in Spunklane Media Private Limited alongwith Newslanundry.

Financial Performance – The Quint*

Quarterly Performance - Revenue



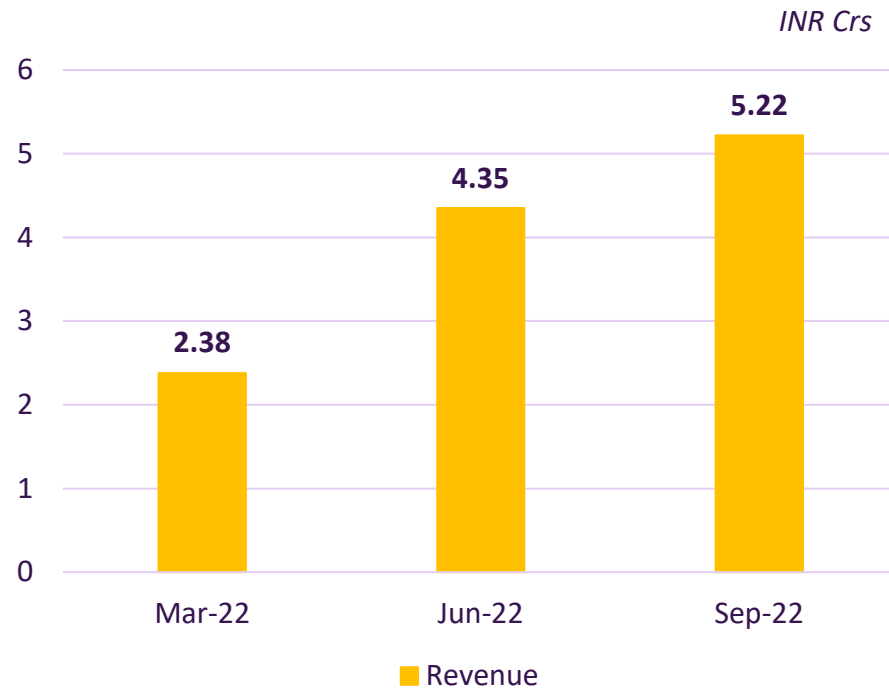
Quarterly Performance - EBITDA



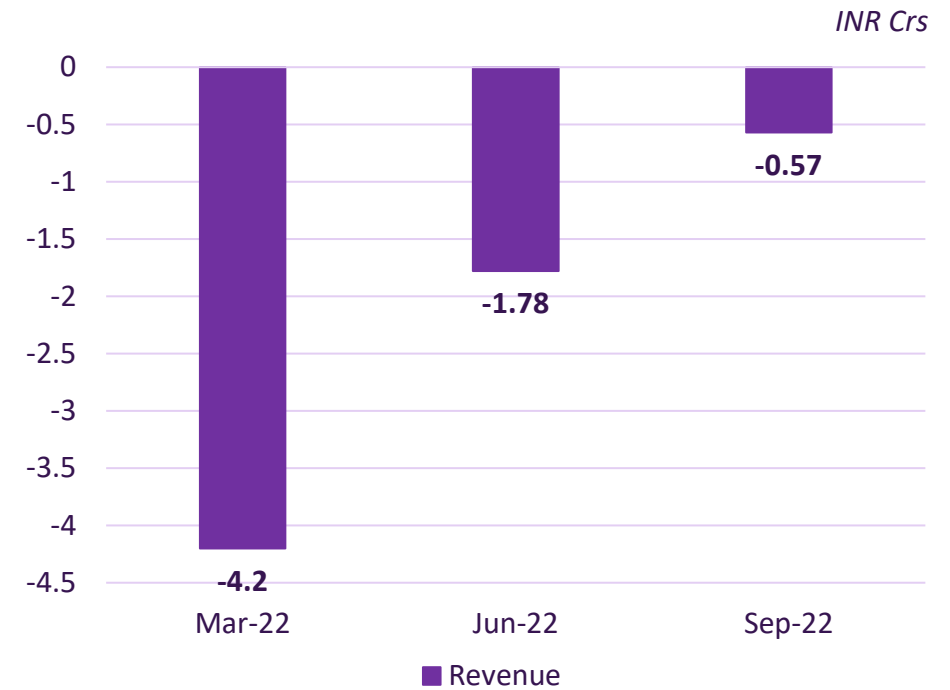
THE QUINT expects business momentum to be strong in Q3 FY23 as well as FY2023-24. Expects revenues to grow at a healthy growth rate of 10-12%

Financial Performance – Quintype*

Quarterly Performance - Revenue



Quarterly Performance - EBITDA



Quintype witnessed a 120% increase in revenues to INR 5.22 Crs in Q2 FY23. The negative EBITDA has reduced substantially and Quintype is on the path to achieve break-even by FY23-24.

Quintype Technologies India Limited was acquired by QDML on January 19, 2022.

**Based on publicly disclosed financial results*

Other Financial Parameters – QDML

Standalone balance sheet – snapshot

INR Crs

Particulars	September 30, 2022
Share Capital	21.97
Reserves and Surplus	17.52
Total	39.49
Assets:	
- Fixed Assets	13.74
- Financial Investments	48.90
- Other Assets	33.53
Liabilities:	
- Long-Term Borrowings	0.09
- Short-Term Borrowings	34.91
- Trade payables and Others	21.68
Total (Assets – Liabilities)	39.49

Assuming successful completion of the Rights Issue of Rs 125 Crs:

- Share Capital will increase from Rs 21.97 Crs to Rs 46.97 Crs¹
- Reserves & Surplus will increase from Rs 17.52 Crs to Rs 117.52 Crs¹ – creates substantial headroom
- Post the successful consummation of the Rights Issue and divestment of 49% stake to AMG Networks, the ‘gross cash’ available on balance sheet will increase from Rs 34 Crs to Rs 210 Crs^{1/2/3}

1. The Board of Directors of QDML vide their board meeting dated December 7, 2022, had approved the Letter of Offer to raise upto Rs 125 Crores via a right issue. The rights issue will open on January 9, 2023, and close on January 24, 2023.

2. QDML will divest 49% stake in Quintillion Business Media Limited (BQ Prime) to AMG Media Networks Limited for an aggregate consideration of Rs 51.45 Crs subject to necessary closing adjustments

3. Cash numbers will be duly adjusted based on actual utilization of the Rights Issue proceeds



Quintype

*SAAS BASED NEW AGE
MEDIA TECH COMPANY*

Let the Content Renaissance Begin

QUINTYPE

Quintype provides a SaaS based full stack technology solution for digital publishers.

Our integrated product suite helps publishers with creation, distribution, engagement and monetisation of content.

Publishers can now focus on creating great content, rather than grappling with technology



BOLD

Deliver better digital experiences



METYPE

Get people talking through meaningful conversations



ACCESSTYPE

Robust content monetization platform



PAGEBUILDER

Powerful presentation for your powerful content



MOBILE APP

Fully supported iOS and Android apps



SSO

Single sign on across all products



MIGRATOR

Seamless content migration from other CMSs

QUINTYPE – JOURNEY SINCE 2017

OPERATING METRICS



150M+
Readers Every Month



800M+
Page Views Per Month



150+
Publisher Properties



150+
Languages Supported

CLIENTELE



QUINTYPE – GLOBAL PRESENCE

CUSTOMER FOOTPRINTS



 56% - India
44% - Rest of World

100+ Customers Across The World

EXPANSION PLANS



QUINTYPE – TEAM AND INVESTOR



Chirdeep Shetty
CEO



Vineet Panjabi
Head of Sales



Ramalingam S
Head of Operations



Ramsharan Jayaraman
Head of Engineering



Anish Balan
Head of Customer
Success



*IIFL invested INR 25 Crores
in 2020*



*OUR FLAGSHIP DIGITAL
MEDIA PROPERTY*

OUR CORE VALUES

FEARLESS

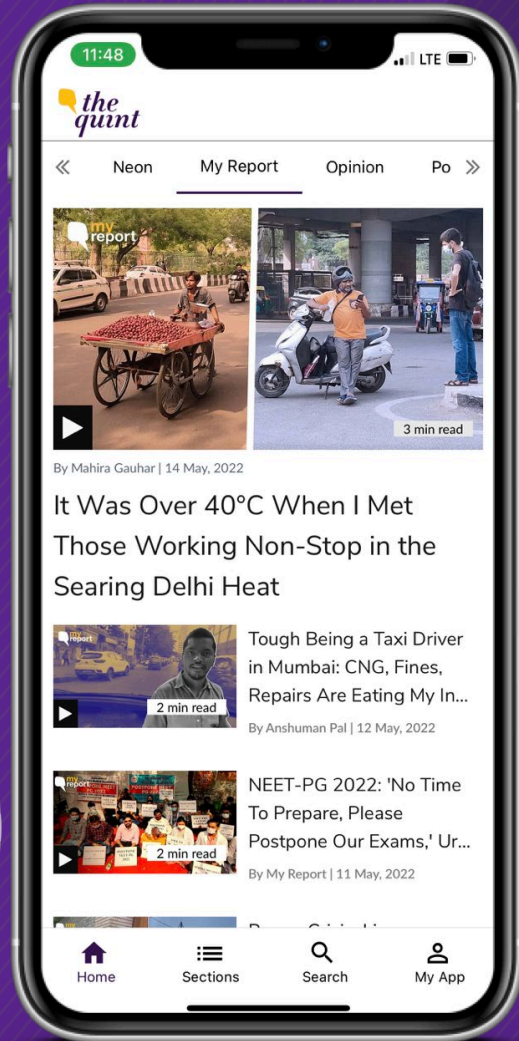
TRANSPARENT DIGITALLY SAVVY

USER DRIVEN QUESTIONING

MOBILE FIRST **FACTUAL** **TRENDSETTING**

INDEPENDENT

THE QUINT COMMUNITY



MASSIVE SOCIAL REACH



25MM

Monthly Active Users



125MM

Average Page Views



300+

Brand Partnerships



26MM

Engagement across Facebook and other platforms



5.78MM

YouTube Subscribers



77MM

Video Views across YouTube

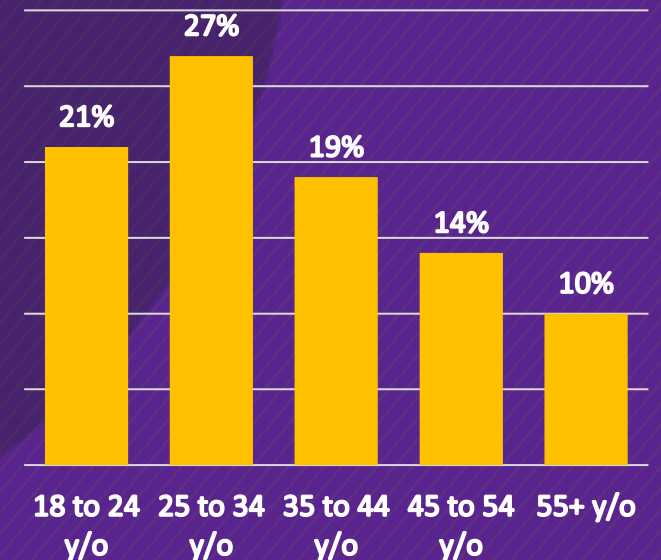
WHO ARE THEY?

67%
Male



33%
Female

AGE SPLIT



THE QUINT: **INDUSTRY RECOGNITION**



ADOBE VDONXT
2020



SOUTH ASIAN DIGITAL
MEDIA AWARD
2020 & 2021



RAMNATH GOENKA
EXCELLENCE AWARD
2020 & 2021



STREAMCON ASIA
AWARDS 2020

100+ Awards in 7 Years

TRUSTED BY OVER 300 BRANDS

NETFLIX

QATAR
AIRWAYS القطرية

prime video

KUVERA



KOHLER



HDFC BANK

standard
chartered



BAJAJ
FINSERV

COINSWITCH
KUBER

citibank

amazon



LLOYD

Mahindra
Rise.



motorola



HAVELLS

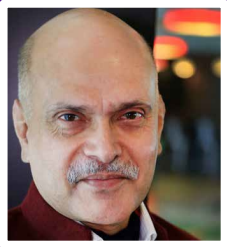
ABInBev

Coca-Cola

JKTYRE
TOTAL CONTROL



BOARD OF DIRECTORS



Raghav Bahl
Non-Executive Director



Ritu Kapur
CEO and Managing Director



Mohan Lal Jain
Non-Executive Director



Vandana Malik
Non-Executive Director



Parshotam Dass Agarwal
Chairman and
Independent Director



Abha Kapoor
Independent Director



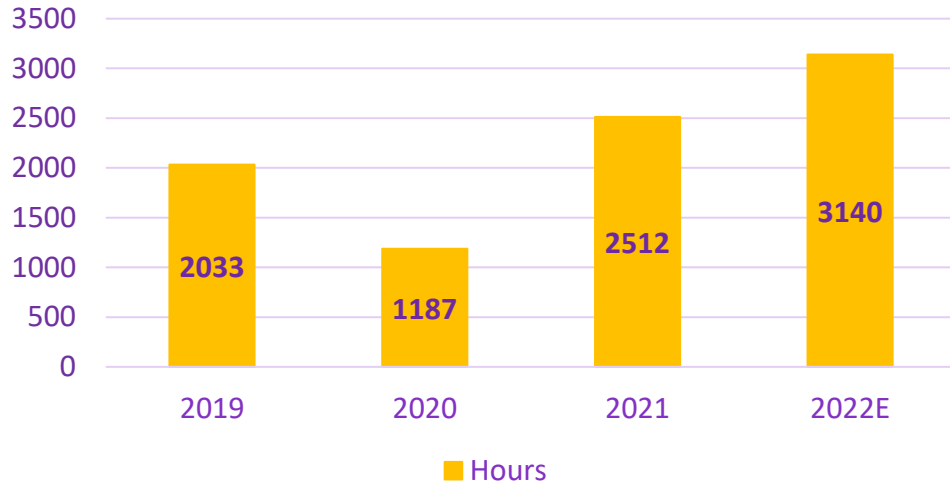
Sanjeev Krishana Sharma
Independent Director



*DIGITAL ENTERTAINMENT
CONTENT – NEW GROWTH
ENGINE FOR THE INDUSTRY*

DIGITAL ENTERTAINMENT – *Great Indian Content Opportunity*

OTT Content – Hours Produced



- OTT original hours grew more than double from a subdued 2020 to reach an all-time high of 2,512 hours.
- This value is around 20% higher than 2019 levels.
- Drama was the most popular genre of content on OTT platforms followed by action, comedy and crime respectively.
- Large increases were seen in mythologies, documentaries, and non-fiction content categories as a widening base of genres was noted

Top OTT Platforms tapping into Indian Content Market



- India is one of the fastest growing locales worldwide for Amazon Prime Video.
- 4,500 number of Indian cities and towns in which Prime Video is watched.
- 2.5x increase in hours watched on the service across 2 years.
- 39 Indian Original Series have been launched in the past 5 years and 70 are under production.
- 20% of the viewers for Indian Originals come from outside India.



- 85+ original series and films launched in India so far with 25 towns and cities used for filming.
- 28 Indian original titles launched in 2021.
- 4 awards won by Indian content abroad.
- 25 Indian titles have featured in the top 10 lists of countries outside India.
- 13 Indian titles including 6 original films made it to the global top 10 non-English films or series lists including 6 original films.

THANK YOU!!!

