



Q3 FY21-22

Investor Presentation

January 27, 2022

Safe Harbor

Certain statements mentioned in this presentation concerning our future growth prospects are forward looking statements (the “Forward Statements”) and are based on reasonable expectations of the management, which involves a number of risks, and uncertainties that could cause actual results to differ materially from those in such Forward Statements. The risks and uncertainties relating to these Forward Statements include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, fluctuations in foreign exchange rates, revenue and profits, our ability to generate and manage growth, competition in CPaaS globally, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price and fixed time frame contracts, industry segment concentration, our ability to manage our international operations, our revenues being highly dependent on clients in the United States of America, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, withdrawal of fiscal governmental incentives, political instability, adverse impact of global pandemics (including COVID-19 impact), war, legal restrictions on raising capital or acquiring companies, unauthorized use of our intellectual property(ies) and general economic conditions affecting our businesses and industry. We may, from time to time, make additional written and oral Forward Statements . We do not undertake to update any Forward Statements that may be made from time to time by us or on our behalf, unless required under the law.

Route Mobile - Industry Leading Global CPaaS Platform

RML offers a scalable and flexible **Omnichannel CPaaS** platform to enterprises across industry verticals, globally

270+ direct MNO connects, overall access to **900+** MNOs (**Super Network**)

Global footprint across **20+ locations**, **2,500+** active billable clients; 250+ new customer onboarded in Q3 FY 21-22

Infrastructure comprising **13 data centers** and **6 SMSCs** globally

ESG leader, rated **"A"** by a reputed ESG rating agency

Recognized as "Established Leader" – **Juniper**, "Top Tier 1 A2P SMS vendor" – **Rocco**, "Representative Vendor" - **Gartner** for CPaaS



Strong industry tailwinds: Global CPaaS market will grow to **\$34.2bn** in 2026, from \$8.7bn in 2021 ⁽¹⁾

₹17,384mn LTM Dec 2021⁽²⁾ Revenue
29% Revenue CAGR FY2019 – FY2021

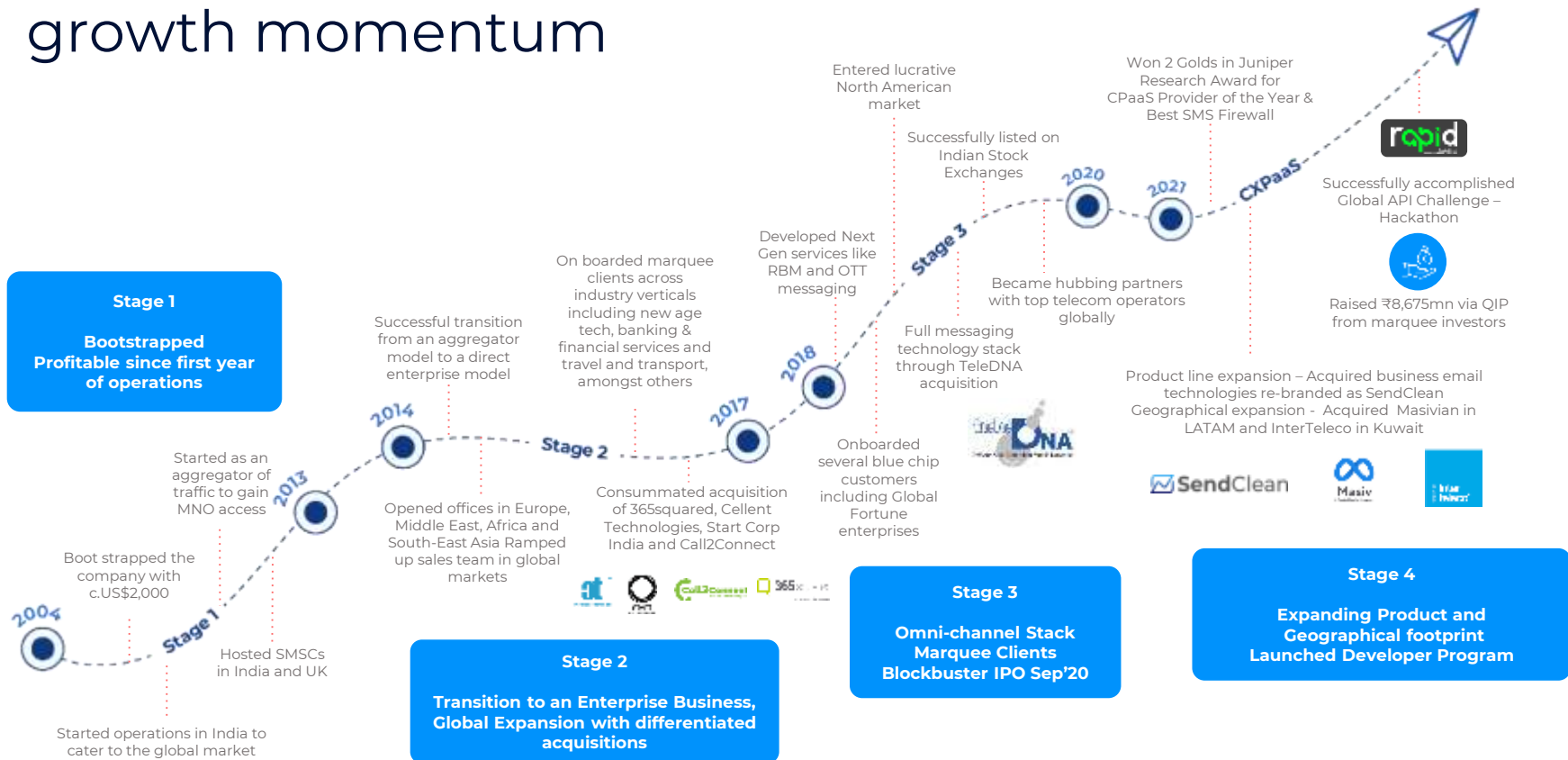
₹2,395mn LTM Dec 2021 EBITDA
42% EBITDA CAGR FY2019 – FY2021

125% Net revenue retention in 9M FY21-22

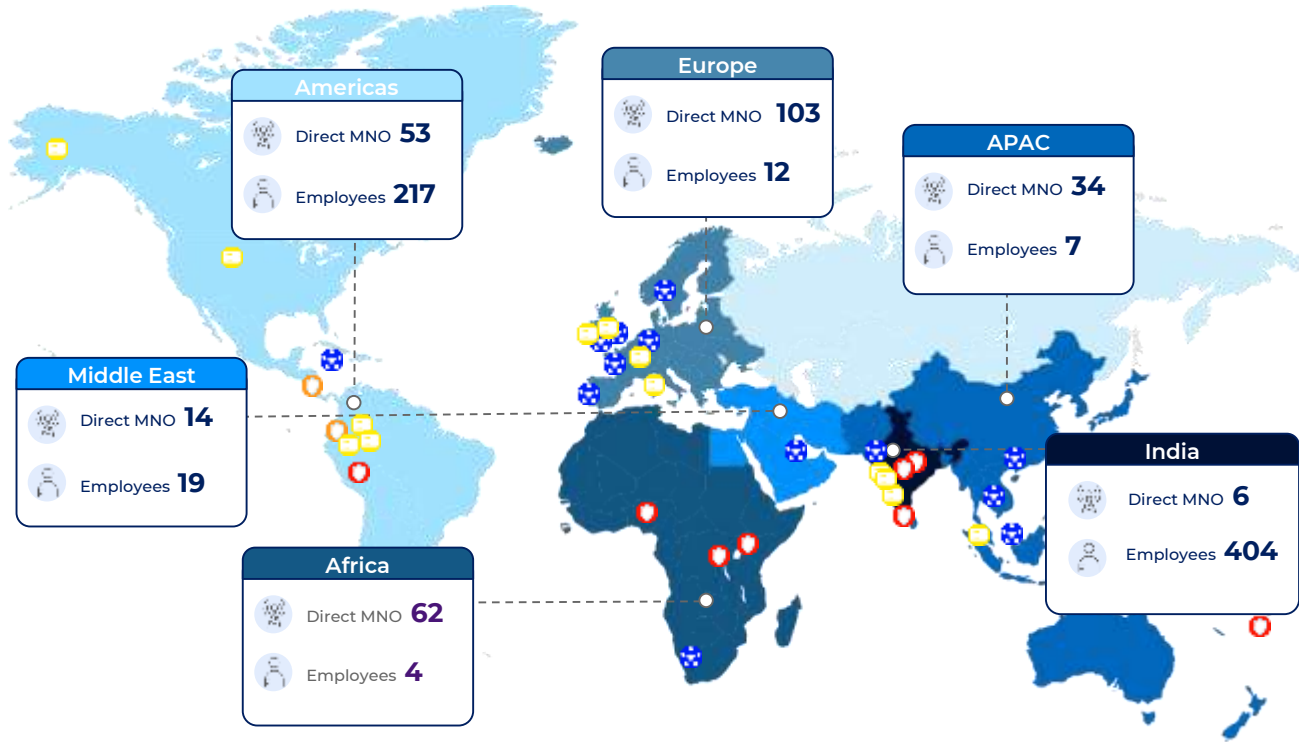
Raised **₹8,675mn** via QIP in Q3 FY21-22

663 employees spread across 5 continents
c. 20% attrition rate in 9M FY21-22

Systematic roadmap to create sustained growth momentum

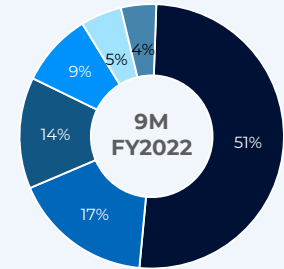


Global Diaspora - Footprint & Super Network



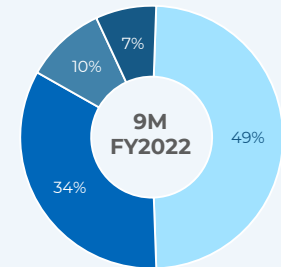
- 8 Firewall deployments
- 13 virtualized Data Centers
- 14 Hubs
- 650+** Global Employees base
- 270+ Super Network** - Widespread global distribution & reach

Revenue for Top 50 countries by termination



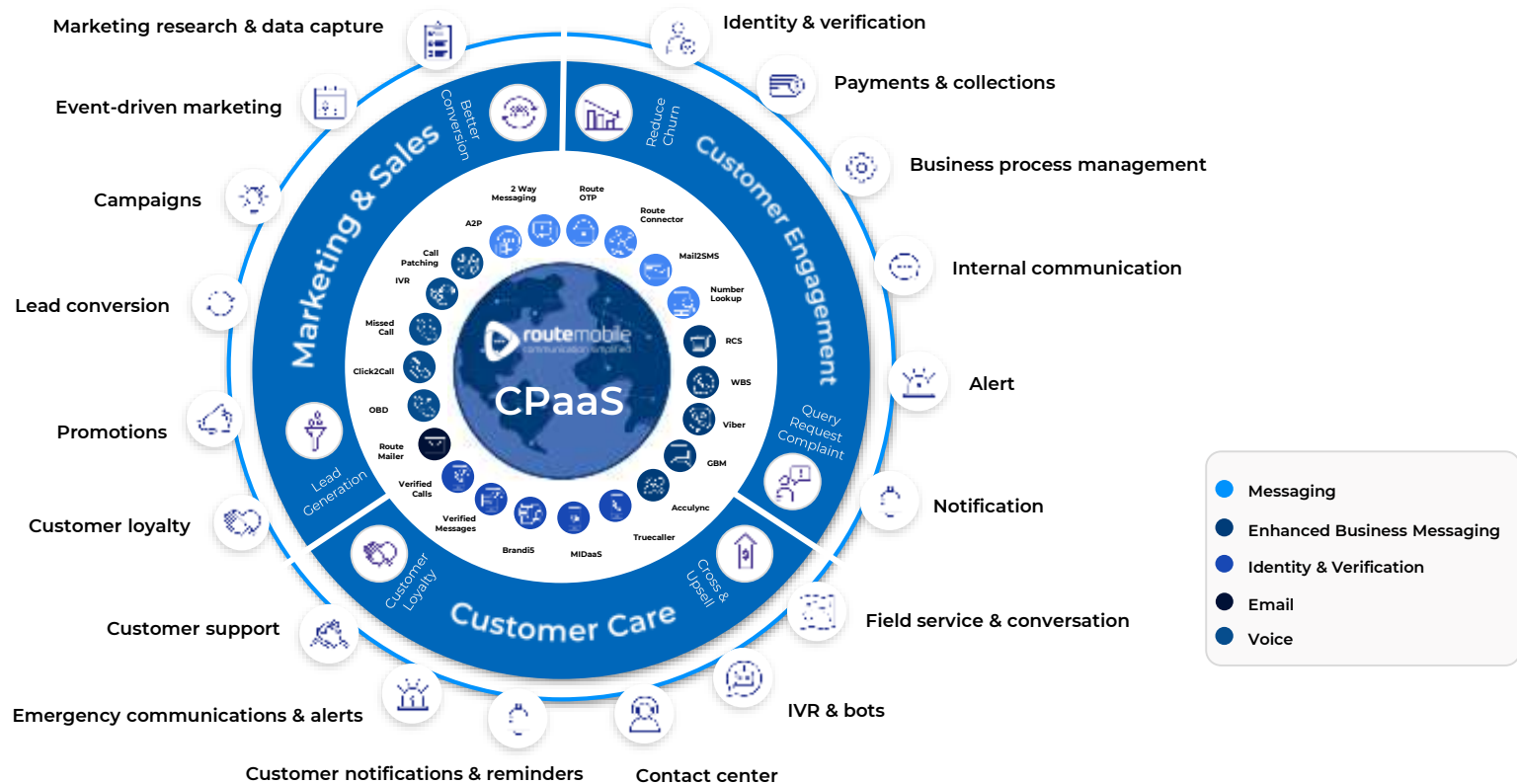
- India
- Asia excl. India
- Africa
- Middle East
- Americas
- Europe

Revenue by customer (Top 150) HQ by continent



- Americas
- Asia
- Europe
- Africa

Systematic Roadmap to Create Sustained Growth Momentum





Key Developments

Key Developments in Q3 FY21-22

QIP

- Raised ₹ **8,675** mn through Qualified Institutional Placement ('QIP') in Nov'21
- Several global marquee investors onboarded
- Deployment towards organic & inorganic initiatives

Rapid (Developer Programme)

Participation: **7,250+**
Developers

Geographies:
100+ Countries

45+ Innovative Prototypes using **SMS, Email, RBM, WhatsApp, Voice APIs**

Payment as a Service



- 360° seamless payment experience
- Multiple Payment gateways supported
- Integration with UPI

Inorganic Initiatives



Expansion of Geographical Footprint through acquisitions in LATAM and Kuwait

ESG Rating



Assigned an overall rating of **ESG-RISK A**, indicating that Route Mobile is an ESG leader based on its strength in data privacy & security, community support & development, board independence and ethical business practices.

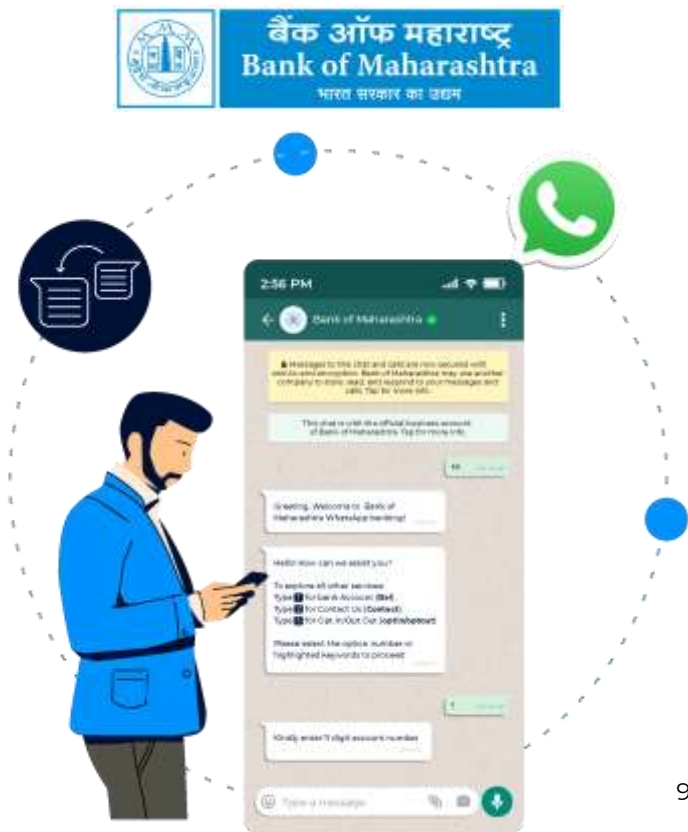
Rating framework applied is in sync with the recent SEBI consultation paper

Bank of Maharashtra Digitized Customer Engagement through WhatsApp

Route Mobile's WhatsApp Capabilities enable seamless banking experience and provides basic **banking facilities, information about bank products and services** with a simplified integration.

Solution:

- Easy access and faster resolution of balance inquiries, mini statement, cheque book status, branch/ ATM locator, contact us information and more
- Compatible with Android and iOS devices



Brand Factory Improved Customer Engagement by using Voice & Messaging APIs

Solution:

- Optimized and automated coupon distribution to verified customers
- Improved customer engagement by using Route Mobile's Voice & Messaging APIs

Outcome:

Significant reduction in coupons misuse

Improved efficiency in database management

Substantial increase in footfall

Higher ROI for the brand



PaisaBazaar Generates Quality Leads with RCS Business Messaging (RBM)

Solution:

- Customer conversations through RBM
- Multiple RBM rich cards enabled in a single message
- Call-to-action buttons like URL redirection, application documents, and promotional content generated leads for personal loans
- Instant online loan approval, interest rates, and quick disbursement within 48 hours in carousel formats

Outcome:

40% less
Cost per lead
via RCS

17.6 mn
submissions

95% handset
delivery on
compatible
handset

31% read
status

Improved
Clickthrough
rate for the
campaign

 paisabazaar.com

Masivian - Client Testimonials



Masiv is a provider that meets our needs for direct communication with our stakeholders in a timely efficient and dynamic manner, always handling very good service and good technical, commercial and billing processes.



Masiv's good relationship and prompt attention reflects the commitment it has towards its clients. Every time they have an UPGRADE in their services we are part of what is new, it is good to have a company that is constantly changing every day.



Having the Professionalism and support of Masiv from the commercial team to the customer service support has been really valuable for me and the company, they are reliable and always willing to give their best.

I recommend Masiv from the heart because its support has been an important piece in my campaigns.

Selected by a leading operator in Southeast Asia to deploy CPaaS-enabled SMS Hub Solution

Reduces Complexity



Supports Different Protocols



Provides Wider Reach



Provide MIS Reports



Post/Prepaid Model



DND Complaint

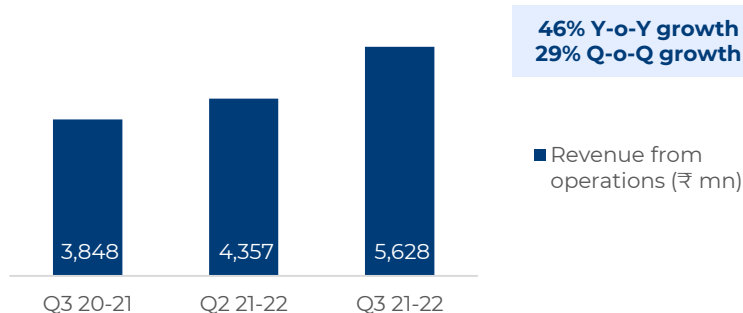
Southeast Asian Operator



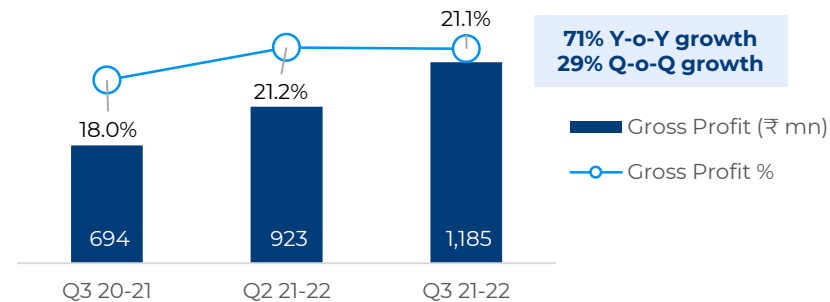
Financial Highlights

Q3 FY21-22 – Snapshot

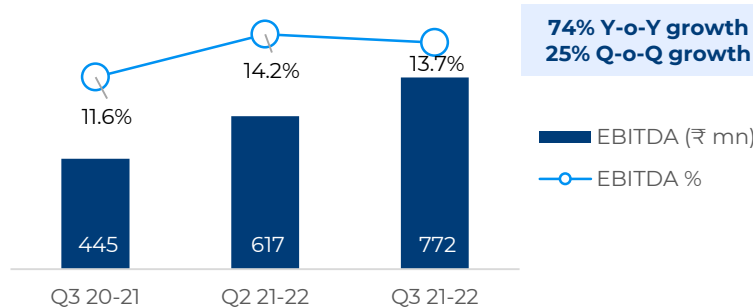
Revenue from Operations (in ₹ mn)



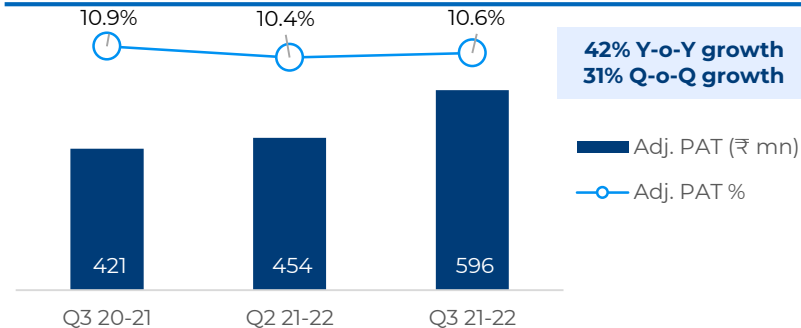
Gross Profit (In ₹ mn) and Gross Profit Margin (%)



EBITDA⁽¹⁾ (In ₹ mn) and EBITDA Margin (%)



Adjusted PAT⁽²⁾ (In ₹ mn) and Adjusted PAT Margin (%)



(1) Net loss on FX transactions and translation is excluded from EBITDA, amounting to ₹70m, ₹57mn and -₹2mn for Q3 FY21-22, Q2 FY21-22 and Q3 FY20-21 respectively. For Q3 FY21-22, ESOP benefit expenses (non cash) were adjusted from EBITDA amounting to ₹93mn

(2) PAT has been adjusted for ESOP benefit expenses (net of tax) and non-cash amortization associated with the intangible assets added as a result of purchase price allocation for acquisitions.

Financial Highlights for Q3 FY21-22

- Closed Q3 FY21-22 with revenue from operations of **₹5,628mn** compared to **₹4,357mn** in Q2 FY21-22 and **₹3,848mn** in Q3 FY20-21
 - Y-o-Y growth of **46.2%** and sequential growth of **29.2%** in revenue
- Recorded Gross Profit of **₹1,185mn** in Q3 FY21-22 compared to **₹923mn** in Q2 FY21-22 and **₹694mn** in Q3 FY20-21
 - Y-o-Y growth of **70.9%** and sequential growth of **28.5%** in Gross Profit
 - Gross Profit margin of **21.1%**, **21.2%**, and **18.0%** in Q3 FY21-22, Q2 FY21-22 and Q3 FY20-21 respectively
- EBITDA of **₹772mn** in Q3 FY21-22 compared to **₹617mn** in Q2 FY21-22 and **₹445mn** in Q3 FY20-21
 - Y-o-Y growth of **73.5%** and sequential growth of **25.2%** in EBITDA
 - EBITDA margin of **13.7%**, **14.2%** and **11.6%** in Q3 FY21-22, Q2 FY21-22 and Q3 FY20-21 respectively
 - EBITDA margin declined sequentially owing to increase in sales & marketing cost and hiring of developers related to Rapid initiative
- Recorded Profit After Tax of **₹483mn** in Q3 FY21-22 compared to **₹421mn** in Q2 FY21-22 and **₹376mn** in Q3 FY20-21
 - Y-o-Y growth of **28.3%** and sequential growth of **14.8%** in Profit After Tax
- Adjusted Profit After Tax of **₹596mn** in Q3 FY21-22 compared to **₹454mn** in Q2 FY21-22 and **₹421mn** in Q3 FY20-21
 - Adjusted for ESOP benefit expenses (net of tax) and non-cash amortization associated with the intangible assets added as a result of purchase price allocation for acquisitions
 - Adjusted Profit After Tax margin of **10.6%**, **10.4%** and **10.9%** in Q3 FY21-22, Q2 FY21-22 and Q3 FY20-21 respectively
- Interim dividend of **₹3 per share** approved by the Board of Directors

Inorganic initiatives in Q3 FY21-22

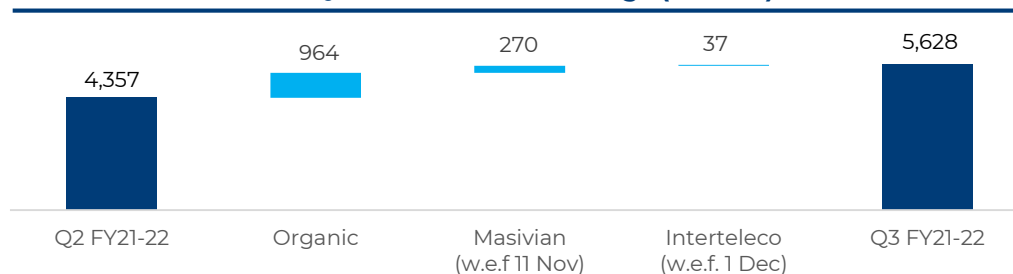


- Completed the acquisition of 100% equity in Masivian S.A.S ("Masiv"), w.e.f. November 11, 2021
- Masiv's differentiated cloud communication platform offerings for enterprises create a springboard for growth in **Latin America**
- Total purchase consideration, including adjustments and earnout, of US\$51.3mn (**₹3,813mn**)
- ~63.16% paid upon closing while the second, third and fourth instalments, each equivalent to 12.28% will be paid upon completion of 12, 18 and 24 months from the date of closing



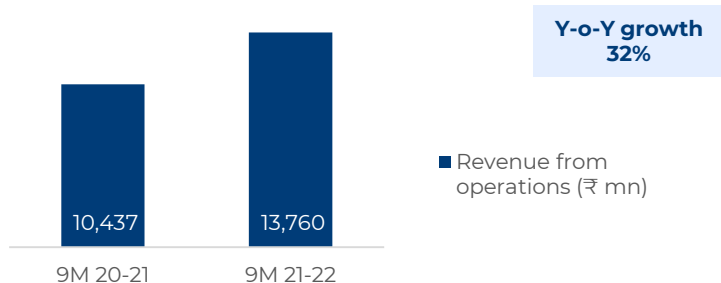
- Completed the acquisition of Intertelego w.e.f. 1 December 2021. Acquired 49% equity stake and 90% economic and beneficial interest
- The acquisition will further strengthen Route Mobile's presence in Middle East, through expansion into a new region - **Kuwait**
- Total purchase consideration of KWD 652,500 (**₹163mn**)

Q3 FY21-22 Revenue Bridge (in ₹ mn)

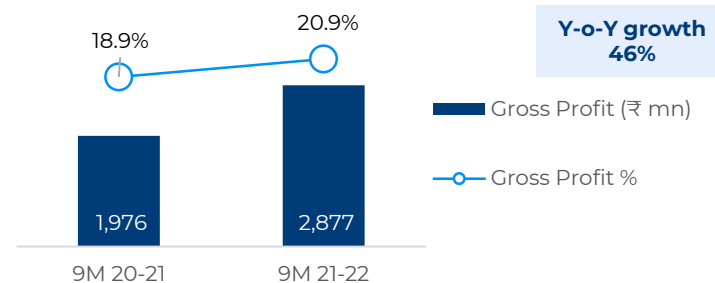


9 months ended FY21-22 – Snapshot

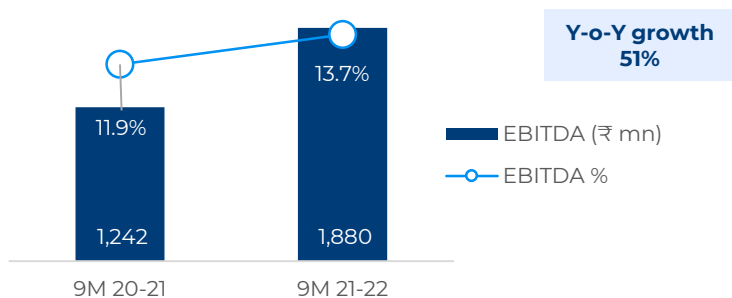
Revenue from Operations (In ₹ mn)



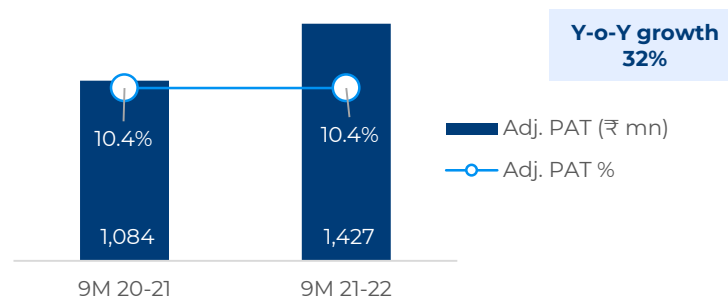
Gross Profit (In ₹ mn) and Gross Profit Margin (%)



EBITDA⁽¹⁾ (In ₹ mn) and EBITDA Margin (%)



Adjusted PAT⁽²⁾ (In ₹ mn) and Adjusted PAT Margin (%)



(1) Net loss on FX transactions and translation is excluded from EBITDA, amounting to ₹163mn for 9M FY21-22. For 9M FY21-22, ESOP benefit expenses (non cash) were adjusted from EBITDA amounting to ₹93m

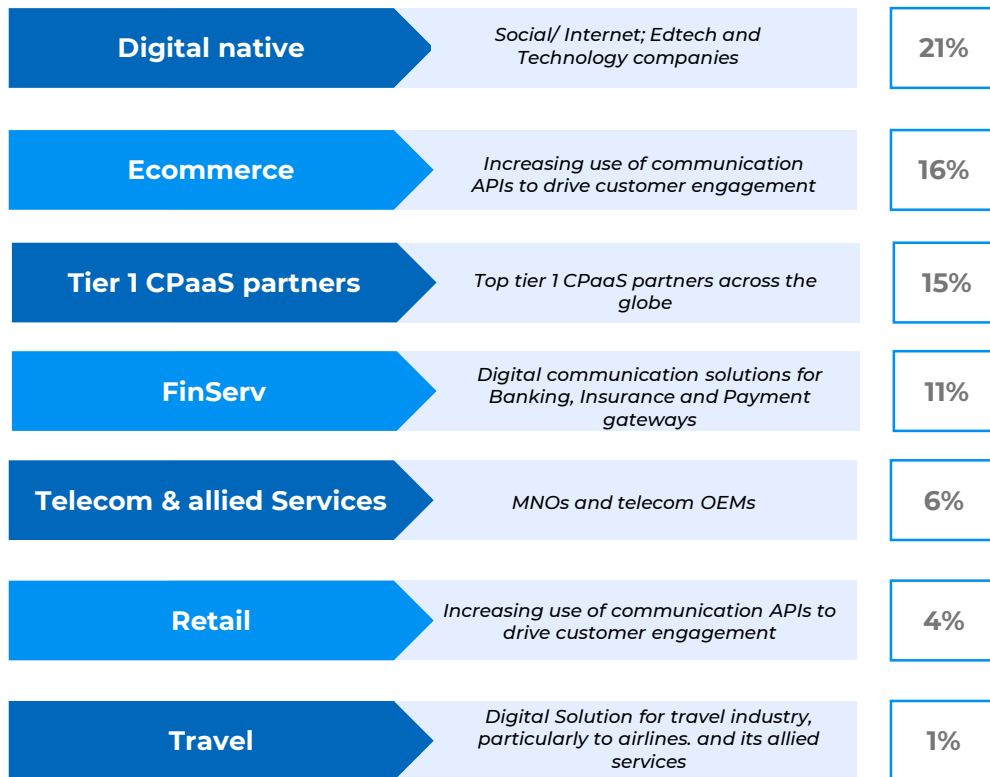
(2) PAT has been adjusted for ESOP benefit expenses (net of tax) and non-cash amortization associated with the intangible assets added as a result of purchase price allocation for acquisitions.

Financial Highlights for 9M FY21-22

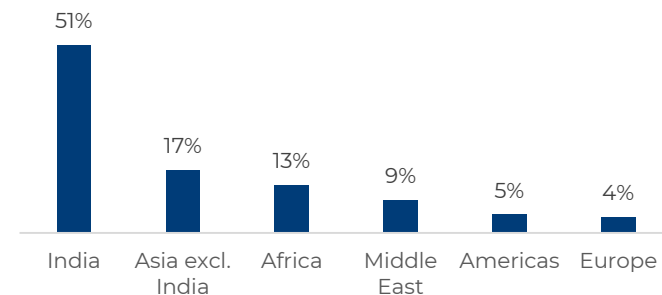
- Closed 9M FY21-22 with revenue from operations of **₹13,760mn** compared to **₹10,437mn** in 9M FY20-21
 - Y-o-Y growth of **31.8%** in revenue
- Recorded Gross Profit of **₹2,877mn** in 9M FY21-22 compared to **₹1,976mn** in 9M FY20-21
 - Y-o-Y growth of **45.6%** in Gross Profit
 - Gross Profit margin of **20.9%, 18.9%** in 9M FY21-22 and 9M FY20-21 respectively
- Recorded EBITDA of **₹1,880mn** in 9M FY21-22 compared to **₹1,242mn** in 9M FY20-21
 - Y-o-Y growth of **51.4%** in EBITDA
 - EBITDA margin of **13.7%, 11.9%** in 9M FY21-22 and 9M FY20-21 respectively
- Recorded Profit After Tax of **₹1,247mn** in 9M FY21-22 compared to **₹973mn** in 9M FY20-21
 - Y-o-Y growth of **28.2%** in Profit After Tax
- Adjusted Profit After Tax of **₹1,427mn** in 9M FY21-22 compared to **₹1,084mn** in 9M FY20-21
 - Adjusted for ESOP benefit expenses (net of tax) and non-cash amortization associated with the intangible assets added as a result of purchase price allocation for acquisitions
 - Adjusted Profit After Tax margin of **10.4%** and **10.4%** in 9M FY21-22 and 9M FY20-21 respectively

Diverse customer base

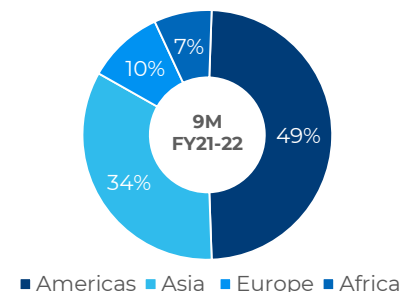
Revenue contribution from select industries in 9M FY21-22



Revenue for Top 50 countries by termination ⁽¹⁾



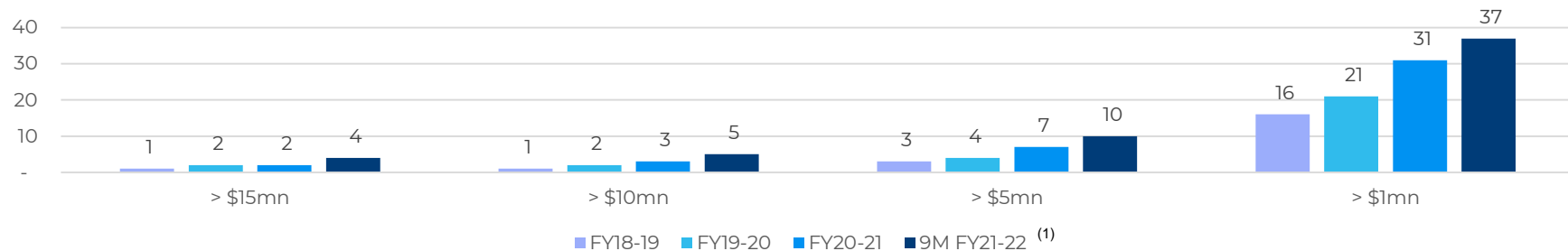
Revenue by customer HQ (continent) ⁽²⁾



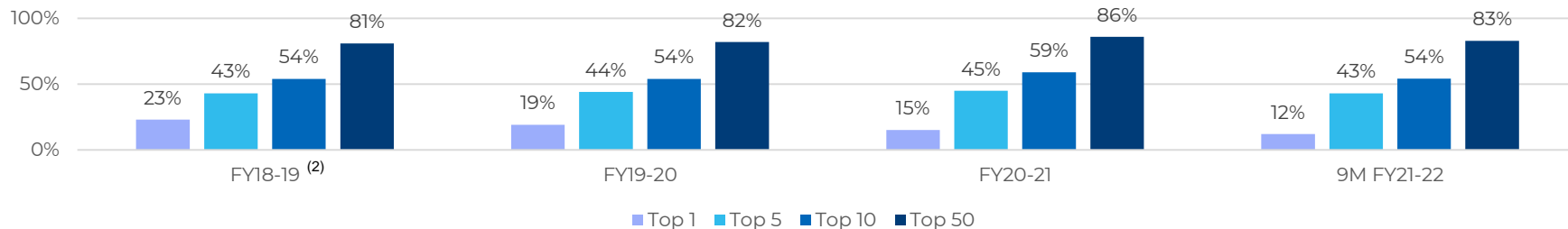
(1) Top 50 countries contribute c.92% of 9M FY21-22 revenue from operation | (2) Based on Top 150 customers - contributes c. 94% of 9M FY21-22 revenue from operation

Growing number of Multi-million dollar accounts with Improving Client Diversification

Clients by Account Size



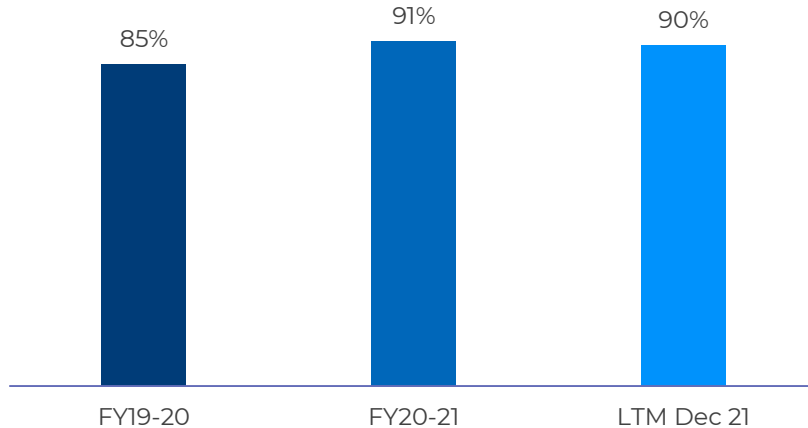
Client Concentration



(1) 9M FY21-22 annualized (2) FY18-19 excludes the discontinued wholesale voice business

Strong Recurring Revenue

Recurring Revenue⁽¹⁾ as % of Operating Revenue



125% Net revenue retention⁽²⁾

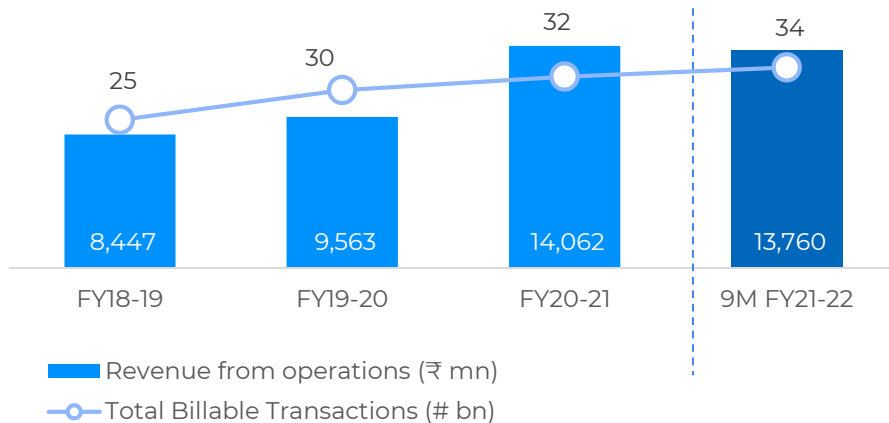
Deep Customer engagement driving high recurring revenues

⁽¹⁾ Recurring customers defined as customers that have been billed in each of the months over the respective period. For instance, a customer billed each month over January 1, 2021 – December 31, 2021 is a recurring customer for LTM Dec 2021

⁽²⁾ Net revenue retention calculated based on comparison of 9M FY20-21 revenue with 9M FY21-22 revenue

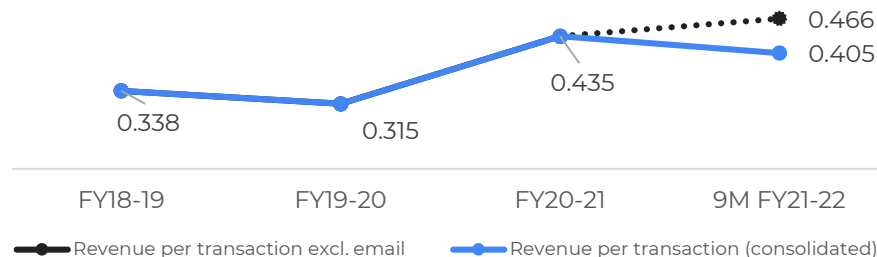
Unit Economics – Revenue

Revenue from operations and Total Billable Transaction⁽¹⁾



Robust growth momentum
32% Y-o-Y growth in 9M FY21-22
31% CAGR over past 5 years
 (FY15-16 to FY20-21)

Revenue per transaction (in ₹)

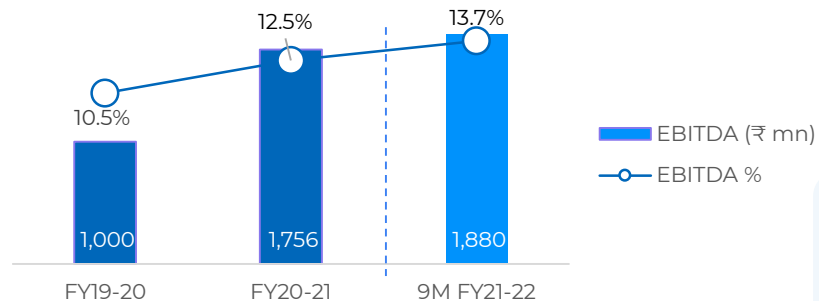


Improving unit economics
 Higher revenue per transaction
 (excluding email)

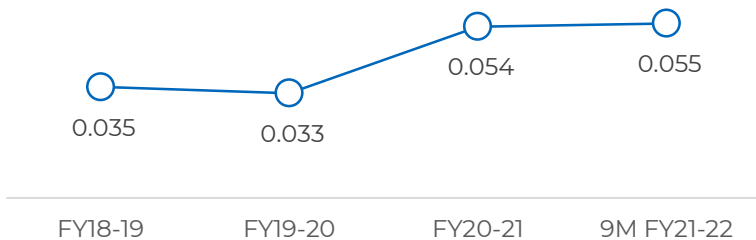
⁽¹⁾ FY18-19 includes the discontinued wholesale voice business revenue of INR 1,008mn

Improving Unit Economics – EBITDA

EBITDA (In ₹ mn) and EBITDA Margin (%)



EBITDA (In ₹) per transaction

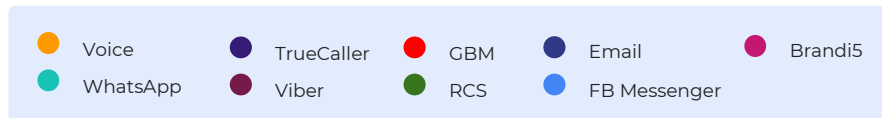
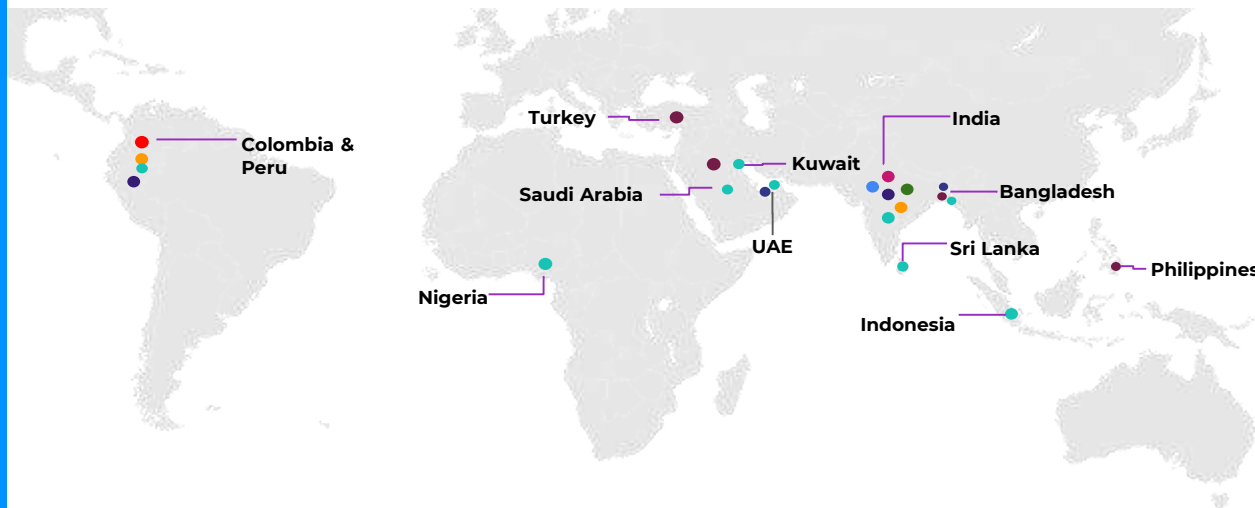


Non-linear business model creates
high operating leverage

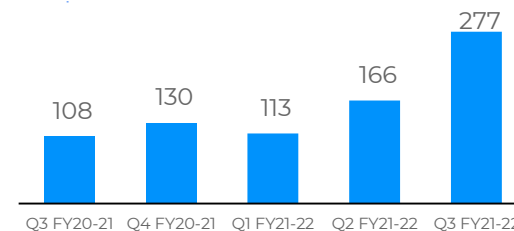
EBITDA as % of Gross Profit increased from
52% in FY19-20 to **63%** in FY20-21 and **65%** in 9M FY21-22

(1) Net loss on FX transactions and translation and ESOP benefit expenses (non-cash) are excluded from EBITDA for respective periods

New Product Revenue Momentum across Geographies



Quarterly New Product Sales (₹ mn)



Q3 FY21-22 growth

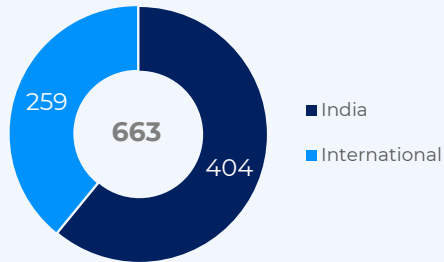
- ✓ 156% Y-o-Y
- ✓ 67% Q-o-Q

Revenue from new products in LTM Dec'21

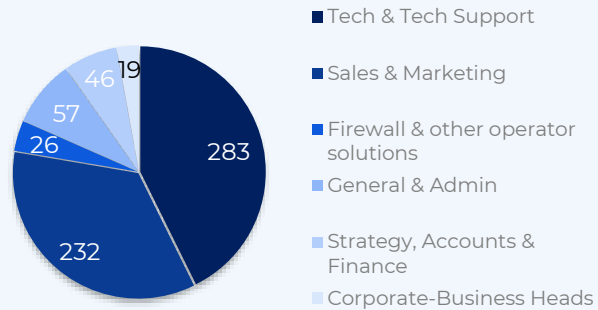
₹ 686mn

Human Resource Capital

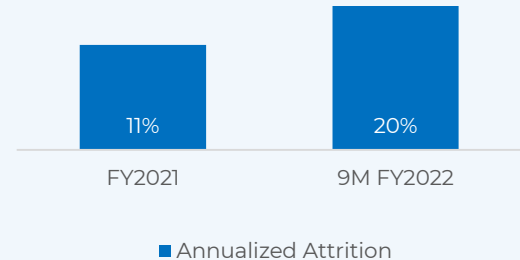
Location wise break-up⁽¹⁾



Function wise break-up⁽¹⁾



Attrition analysis⁽²⁾



(1) As on Dec 31 2021, Employee information excludes Call2Connect

(2) Attrition analysis excluded C2C, Interteleco & Masivian

Glossary

2FA	Two-Factor Authentication	MNO	Mobile Network Operator
A2P	Application to Person	OBD	Out-Bound Dialling
API	Application Programming Interface	rapid	Route Mobile API developer
AI / ML	Artificial Intelligence / Machine Learning	RBM	RCS Business Messaging
CPaaS	Communication Platform as a Service	RCS	Rich Communication Services
CRM	Customer Relationship Management	RML	Route Mobile Limited
CxPaaS	Customer Experience Platform as a Service	ROCE	Return on Capital Employed
DLT	Distributed Ledger Technology	ROE	Return on Equity
ESG	Environmental, Social, and Governance	SIs	System Integrators
GBM	Google Business Messaging	SMS	Short Message Service
IVR	Interactive Voice Response	SMSC	Short Message Service Center
ME	Middle East	UCaaS	Unified Communications as a Service
MIDaaS	Market Insights Data as a Service	VBM	Viber Business Messaging
MMSC	Multimedia Messaging Service Center	WBS	WhatsApp Business Solution



Thank You

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