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## Ybrant Digital Reports Sound Third Quarter Results

Hyderabad, February 14, 2014

[Ybrant Digital Limited](#) (BSE: 532368), the leading digital media company reported the third quarter results for the quarter ending December 31, 2013.

The highlights are:

- ✓ Q3 consolidated revenue of **Rs. 462.38 Crores**, up **14.85%** year-over-year
- ✓ Q3 consolidated EBIDTA of **Rs. 98.02 Crores** and PAT of **Rs. 66.29 Crores**
- ✓ Q3 consolidated earnings per share (EPS) of **Rs 1.39** and for nine months is **Rs. 3.90**

Revenue for Q3 FY2014 was Rs. 462.38 Crores, an increase of 14.85% Q-o-Q and 9.11% Y-o-Y. EBIDTA for Q3 FY2014 was Rs. 98.02 Crores, an increase of 11.54% Q-o-Q and 7.96% Y-o-Y. PAT for Q3 FY2014 was Rs. 66.29 Crores, an increase of 14.79% Q-o-Q and 9.88% Y-o-Y.

Revenue from Digital Marketing Segment for Q3 FY2014 was Rs. 355.4 Crores, an increase of 26.09% Q-o-Q and an increase of 42.91% Y-o-Y. PBT from Digital Marketing Segment for Q3 FY2014 was Rs. 75.63 Crores, an increase of 20.20% Q-o-Q and an increase of 37.66% Y-o-Y. Revenue from Software Development Segment for Q3 FY2014 was Rs. 106.97 Crores, a decrease of 11.40% Q-o-Q and a decrease of 38.90% Y-o-Y. PBT from Software Development Segment for Q3 FY2014 was Rs. 13.92 Crores, a decrease of 15.43% Q-o-Q and a decrease of 53.62% Y-o-Y.

"I am pleased with our Q3 performance, which exceeded our expectations both in terms of revenues and EBITDA. We are encouraged to see clear sightlines to growth." said [Suresh Reddy](#), Chairman of Ybrant Digital. "Our top solutions in banner, search, video,

mobile and social marketing have fetched us stable business and we are focused on growing these franchises in the calendar year 2014.

Technology platforms and data management tools have continuously given us the differentiated edge in the market place. New areas that intrigue us include Crypto currencies, Ephemerality and Internet of Things (IOT) amongst others.

Ybrant is rewiring itself in a meaningful way that will strengthen the core of our business, pursue new areas and put us on track to achieve significant long term growth and profits."

The details of the results can be viewed at the company's website under the Investors section at <http://www.ybrantdigital.com/english/investors.html>

### Financial Highlights:

	Q3 2013	Q2 2013	Q3 2012		QoQ	YoY		YTD 31-Dec-2013	YTD 31-Dec- 2012
<b>Revenue</b>	462.38	402.6	423.77		14.85 %	9.11%		1265.35	1229.02
<b>EBIDT A</b>	98.02	87.88	90.79		11.54 %	7.96%		273.65	251.5
<b>PAT</b>	66.29	57.75	60.33		14.79 %	9.88%		185.82	170.17

All in Rupees Crores

### Business highlights:

Performance Marketing: We increased our activity by 30% from the previous quarter.

On video marketing, we enhanced our business by working through a trusted video platform for video advertising; Ybrant connects thousands of publishers with trusted demand sources, running top brand campaigns. This gave us access to video ad inventory reaching 200 million unique visitors in more than 80 countries each month.

We have partnered with a Spanish product group that has developed special "in house" tools in order to reach the highest conversion rates. They are representing one of our biggest players in the **performance activity** as an advertiser.

On the mobile-apps front, we have tied-up with taxi facilitation group with a free app for iPhone and Android. This allows the user to order a taxi or black car from wherever, directly from one's smart phone. One can also tip the driver and pay with a pre-stored credit card safely and securely. They have become one of our larger advertisers in **brand activity**.

For the distribution of **premium content** on leading publisher sites, monetized by means of programmatically targeted ads, we have partnered with a fast-growing digital distribution network, leveraging its unique technologies.

#### **Technologies Implemented:**

- Pangea: Special Tool to manage Facebook campaigns.
- OneTag: Publisher for Media Management Tool called "One Tag".
- Display Optimizer: Big Data based campaign optimization and analytics.

#### **Conference Call Details:**

Ybrant will host a conference call on Wednesday, February 19, 2014, at 2:00 pm Indian Standard Time to discuss the financial results. Call-in details will be available from the Investor Relations page of the company's website at:

<http://www.ybrantdigital.com/english/investors.html>

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## About Ybrant:

**Ybrant Digital Limited** is the new-age digital media company offering Digital Marketing solutions to businesses, agencies, and online publishers worldwide.

Founded in 2000 and headquartered in India, Ybrant Digital holds 24 offices worldwide, including the US, Argentina, Brazil, Chile, Uruguay, Mexico, the UK, France, Germany, Italy, Ukraine, Sweden, Serbia, Israel, China, Thailand, Panama, India, Emirates, Russia and Australia, and with representatives or partners in Spain, South Africa, and The Netherlands.

**Ybrant Digital** services leading blue chip advertisers network including MTV, Samsung, Viacom, Maruti Suzuki, Bharati Airtel, Sony India, Coco Cola, Star India, Vodafone, Samsung Electronics, Lenovo, ING, British Airways, Qatar Airways, Titan, Unilever, P&G, Hyundai Motors, ICICI Bank, LIC, and ITC.

Besides proprietary media such as Lycos, Gamesville, getMedia in Latin America and several travel websites in Australia, Ybrant Digital partners with top global publishers such as Facebook, MSN and Yahoo! For more information, visit:

[www.ybrantdigital.com](http://www.ybrantdigital.com)

## Disclaimer

This press release contains “forward-looking statements” – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “should” or “will.” Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behavior of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.