



LYCOS Posts Second Quarter Results

Hyderabad, November 11, 2017: [LYCOS](#) (NSE: LYCOS I BSE: 532368), the global Internet brand, today announced its unaudited financial results for the quarter ended 30th September, 2017.

The Highlights:

- Q2 consolidated revenue of Rs. 576.96 Crores, up 7.16% Quarter-over-Quarter.
- Q2 consolidated EBITDA of Rs. 177.42 Crores.
- Q2 profit after tax (PAT) of Rs. 101.67 Crores.
- Q2 consolidated earnings per share (EPS) of Rs. 2.13.

“I am pleased with our second-quarter 2017 results and our year-to-date performance is in line with our expectations. We had solid operational growth in emerging markets and in Video Advertising. I believe the continued strength from both businesses’ key growth drivers positions the Company for long-term success.” said Suresh Reddy, Chairman & CEO of LYCOS.

“We have a strong pipeline with a steady flow of innovation coming from all of our key products. Our strategy remains focused on maximizing in-market opportunities, while continuing to sustain and grow current business.” Mr. Reddy concluded.

Revenue for Q2 FY2017-18 was Rs.576.96Crores, an increase of 7.16% Q-o-Q and a decrease of 1.96% Y-o-Y. EBIDTA for Q2 FY2017-18 was Rs.177.42Crores, an increase of 8.39%Q-o-Q and a decrease of 1.81% Y-o-Y. PAT for Q2 FY2017-18 was Rs.101.67 Crores, an increase of 7.39% Q-o-Q and decrease of 4.26% Y-o-Y.

Revenue from Digital Marketing Segment for Q2 FY2017-18 was Rs.465.12Crores, an increase of 8.12% Q-o-Q and a decrease of 1.71% Y-o-Y. PBT from Digital Marketing Segment for Q2 FY2017-18 was Rs.151.35Crores, an increase of 10.88% Q-o-Q and a decrease of 0.80% Y-o-Y. Revenue from Software Development Segment for Q2 FY2017-18 was Rs.111.84Crores, an increase of 3.34% Q-o-Q and a decrease of 3.03% Y-o-Y.

Business Highlights

- The LYCOS' team met with the Honorable IT Minister of Andhra Pradesh, Nara Lokesh Babu, to understand and participate in their Blockchain initiative.

- Extended services around video and display advertising are being added to our core offerings.

Brightcom, Powered by LYCOS

- Invested in traffic quality (“TQ”) technology and automated tools in order to protect our demand partners and to position Brightcom as a trusted supplier in the market. We saw great success in preventing TQ issues and increased our share with leading demand partners.
- We implemented an ad quality system. We improved our ad quality measurements (“AQ”) through internal processes and managed to maintain existing publishers as well as recruit new well-known publishers.
- Recruited new supply and demand partners to reduce our dependency on specific publishers and demand partners.
- We witnessed success in our ads.txt initiative, and we have 60+ publishers who have already implemented Brightcom in their ads.txt files.
- We are in the process of strengthening our operations' automated tools to support 24/7 optimization to get ready for 2018.
- In September, the team participated in Dmexco in Germany.
- In October, the team participated in Google think partners conference that took place in Ireland.

LYCOS Media

- "LYCOS Publish" - our web publish platform has been re-launched using an optimized WordPress code base.
- "LYCOS Domains" - completed a launch of an automated EPP request system, so that users can more easily control their domains.
- LYCOS has been invited to the Yahoo partner day meetings (for top 50 partners) - The team will be attending the meeting next week in NYC.

LYCOS Life

- New product and new features to the existing category of bands under review.

Apollo Lycos - APLY

- We are reevaluating the brand to consolidate and refine the services offerings.

Conference Call Details:

LYCOS will host a conference call on 16th November, 2017, at 4.00 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://corp.lycos.com/investors/>

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About LYCOS

LYCOS is one of the original and most widely known Internet brands in the world, evolving from pioneering search on the web, into a family of three business units covering digital media, marketing, and Internet of Things (IoT).

LYCOS Media is a network of easy-to-use community and social sites in 120 languages across 177 countries. LYCOS' award-winning products and services include tools for blogging, web publishing and hosting, online games, e-mail, and search. The LYCOS Network of sites and services include Lycos.com, Tripod, Angelfire, HotBot, Gamesville, WhoWhere, and LYCOS Mail.

'Brightcom powered by LYCOS', enables businesses, agencies, and online publishers worldwide in meeting their digital marketing needs, serving 40 billion impressions every month. Clients include leading blue chip advertisers like Airtel, British Airways, Coca-Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, P&G, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever. Publishers include Facebook, LinkedIn, MSN, Twitter, and Yahoo! LYCOS works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, OgilvyOne, OMD, Satchi&Satchi, TBWA, and ZenithOptiMedia, to name a few.

LYCOS Life is the new consumer products division focused on IoT. LYCOS Life is dedicated to the future of communication and information management in which everyday objects will be connected to the internet, also known as the "Internet of Things" (IoT).

LYCOS employs around 450 people working out of 24 offices worldwide, across the US, Israel, India, Western Europe, Australia and Latin America. For more information, please visit www.lycos.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 behaviour 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.