



LYCOS[®]

Quarterly Financial & Business Update
October 28, 2014



Quarterly Financial Update

Particulars	3 Months ended 30th Sept 2014	3 Months ended 30th June 2014	3 Months ended 30th Sept 2013	Year to Date		Year Ended
				30-Sep-14	30-Sep-13	31st March 2014
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
Total Income from Operations(net)	46,019.03	45,626.27	40,260.07	91,645.30	80,297.38	167,337.38
Expenditure						
a) Cost of Goods/Services	26,963.27	26,749.52	24,944.16	53,712.79	50,399.55	99,704.45
c) Employee benefit expenses	2,181.78	2,186.57	3,571.30	4,368.35	6,927.24	12,775.47
d) Depreciation & Amortization Expense	977.54	775.18	849.46	1,752.72	1,424.97	6,883.36
e) Other expenses	3,186.96	3,182.68	3,572.79	6,369.64	6,930.07	18,142.37
Total Expenses	33,309.55	32,893.95	32,937.71	66,203.50	65,681.83	137,505.65
Profit from Operations before Other Income, Finance costs and Exceptional Items	12,709.48	12,732.32	7,322.36	25,441.80	14,615.55	29,831.73
Other Income	-	35.79	-	35.79	10.92	612.95
Foreign Exchange Fluctuation gain/ (Loss)	368.30	77.63	616.31	445.93	1,511.97	(463.05)
Profit from ordinary activities before Finance Costs and Exceptional Items	13,077.78	12,845.74	7,938.67	25,923.52	16,138.43	29,981.63
Finance Costs	839.15	575.94	1,024.81	1,415.09	1,880.90	2,694.40
Profit (+)/Loss(-) from Ordinary Activities before tax	12,238.64	12,269.80	6,913.86	24,508.44	14,257.53	27,287.23
Tax Expense (Included Deferred Tax)	3,990.89	3,915.91	1,138.10	7,906.80	2,304.74	5,190.95
Net Profit (+) /Loss(-) for the period	8,247.75	8,353.89	5,775.76	16,601.64	11,952.79	22,096.28
Earning per share	1.73	1.75	1.21	3.49	2.51	4.64



Quarterly Business Update

Name Change

Lycos Internet Limited (formerly Ybrant Digital Limited) announced on October 8, that the Registrar of Companies (ROC), India & the shareholders have approved its new name “Lycos Internet Limited”.

Lycos will continue to be the full-fledged digital media house with two major divisions: Lycos Media, a network of easy-to-use community and social sites & Ybrant Digital servicing businesses, agencies, and online publishers worldwide in meeting their digital marketing needs.

NSE Listing update

We have submitted the required documents for listing at NSE on September 1, 2014. We have received 5 queries from NSE during second week of September. Accordingly the company has submitted the documents to NSE for the queries raised during second week of October. We are awaiting from NSE for further communication.

Lycos Appointment

Lycos announced formation of a new division called Lycos Media and the appointment of Edward Noel as General Manager to Lycos Media. Edward Noel is a seasoned Executive with many years of experience working in the high tech industry.



Quarterly Business Update

BrightRoll Video Summit

The participation and sponsorship of this event has enabled the company to get the latest insights from advertisers when it comes to implementing programmatic buying and view ability. With a strong and growing relationship with BrightRoll which is a major player on the Online Video Advertising industry, Ybrant presented its latest developments on the video advertising arena for a large audience comprising of brand marketers, top agency executives and top quality publishers and technology providers.

Cayman Islands Entity

The company is in process of integrating the Digital Marketing Business in to Cayman Island Entity.

Partnerships & Deals

Video - During Q2, we have signed a deal with “Yashi” – A platform focused on programmatic video advertising on large-players, targeting the geographies US, UK, CA, AU. The activity with Yashi is expected to expand significantly in Q3 and Q4. We are also cooperating with most of the leading Video Advertisers and Video Ad Networks (Including: Tremor, BrightRoll, SpotXchange, Adap.Tv and Live Rail).



Quarterly Business Update

Partnerships & Deals

Media Buy (Publishers) - The Media division has added strategically valuable direct Publishers to its portfolio. Among these publishers are “Daily News” which is one of the top US news magazines; “MyFoxTV”, a top entertainment US website; “NY Post” who’s one of US’s top portals; and “Medula Networks”, a big LATAM Media House that operates major websites across Latin America.

Exchanges Trading - We have joined AOL’s marketplace as a premium traffic provider through their AdTech exchange. Within this activity, we are able to sell traffic to some of the biggest Demand Side Platforms (DSP) in the industry, such as Turn, DoubleClick (Google), MediaMath, Casale Media, RocketFuel and more. The deal with AOL will expose Ybrant Digital to many new opportunities within the industry.

Brands (direct customers) - The company signed agreements with “eBay” a leading eCommerce arena and Mobileye”, world leader for vehicle safety technology.



Quarterly Technology Update

Business Intelligence

This integration allows pulling and presenting important data that could be analyzed in one place. The new BI solution saves crucial time on manual work - mainly when it comes to analysis and optimization of multiple data sources. We completed our first BI integration platform for its Display and Video divisions using cutting edge technology and end-to-end solution on Google eco system. The platform includes advanced DB technology (using Google Big Quarry) and is integrated with multiple tech platforms. Ybrant division is expected to release several more BI solutions during Q3 and during 2015

Sequential Device Targeting

We have implemented Sequential Targeting ability to match the one announced by Facebook last quarter. The next leap in advertising is literally the ability to leap across screens. Picture a brand's multipart marketing story that begins on your tablet and ends on your smartphone.

Yield optimization platform (Waterfall)

A new-generation platform that open the doors to premium marketplaces (including tier 1 & tier 2 worldwide publishers). This new solution will enable Ybrant and its publishers to increase their profitability and to get higher results.



Quarterly Product Update

LYCOS TV

With Lycos TV implementation, we have added new channel for gaming using Socialtron feed.

LYCOS SHOPPING & DEALS

Lycos Shopping and Daily Deals allow users to find the best online shopping deals and coupons, compare products from thousands of merchants, read user reviews, check store ratings, and get the lowest price from brand name stores.

Internet Of Things (IOT)

The Internet of things means just an environment that gathers information from multiple devices (computers, vehicles, smartphones, traffic lights, and almost anything with a sensor) and applications (anything from a social media app like Twitter to an e-commerce platform, from a manufacturing system to a traffic control system).



Thank You