Legendary Internet brand.

Operates through a network of consumer services like Search, Tripod, Gamesville, Lycos Mail, AngelFire and WhoWhere.

Most visited internet destination in the world in 1999.

Markets digital media through a global footprint across 24 countries

Full range of digital marketing services with deep agency relationships.

Successfully acquired and Integrated 10 complementary businesses.

Raised about $100 million (about Rs. 500 crores) from top tier Institutional Investors.
Lycos is one of the oldest and most ubiquitous internet search brands in the world. Characterized by its trademark black Labrador icon, Lycos has great brand attributes which communicate its core element effectively.

Lycos got listed on NASDAQ in 1996 and became part of NASDAQ-100 index by 1999.

Late 90s witnessed rapid growth of the business through nearly two dozen acquisitions including TRIPOD, Angelfire, Gamesville, WhoWhere and Wired Digital.
Lycos Inc. was formed to be an advertising-supported web portal.

Completed the fastest IPO from inception to offering in NASDAQ history.

Acquired by Terra Networks for $12.5 BN

Sold to Daum Communications for $95 Mn

Introduced several media services line LYCOS Mail and LYCOS MIX.

Acquired Two Display Ad Networks in US MediosOne and AdDynamix.

Acquired Online Media Solutions in Israel. Expanding to Europe.

Entered the APAC and Latin America markets by acquiring Max Interactive and dream ad respectively.

Acquired by Ybrant Digital

Acquired Lycos from Daum Communications.
FY14 Topline
Rs. 1674 crores PAT
Rs. 221 crores.

35 billion impressions
with 100 million
unique visitors.

Represent Microsoft
Ads across majority
of LATAM.

One of the largest
international partners
of Facebook.

snapshot

Agencies
JWT
Starcom
ZenithOptimedia
MediaCom
mec
ted
Mec
OgilvyOne
Havas
Digital
Saatchi & Saatchi

Advertisers

vodafone
Airtel
Chrome
Kia
KLM
Royal Dutch Airlines
Amazon
ICICI Bank
## LYCOS Internet Limited

<table>
<thead>
<tr>
<th>Revenue (FYE14)</th>
<th>Rs. 1674 Crores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit After Tax (FYE14)</td>
<td>Rs. 221 Crores</td>
</tr>
<tr>
<td>Share Price &amp; Market Cap (Dec 30, 2014)</td>
<td>Rs. 45.95 &amp; Rs 2,188 Crores</td>
</tr>
<tr>
<td>EPS (TTM)</td>
<td>Rs 5.61</td>
</tr>
</tbody>
</table>

### Revenue Geography wise

<table>
<thead>
<tr>
<th>Revenue Geography wise</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>58.20%</td>
</tr>
<tr>
<td>UK</td>
<td>2.85%</td>
</tr>
<tr>
<td>Europe</td>
<td>16.88%</td>
</tr>
<tr>
<td>India</td>
<td>3.41%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>1.08%</td>
</tr>
<tr>
<td>Australia</td>
<td>2.82%</td>
</tr>
<tr>
<td>Latin America</td>
<td>11.65%</td>
</tr>
<tr>
<td>RoW</td>
<td>3.11%</td>
</tr>
</tbody>
</table>

### Revenue Segment Wise

<table>
<thead>
<tr>
<th>Revenue Segment Wise</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing</td>
<td>42.79%</td>
</tr>
<tr>
<td>Rich Media, Video &amp; Mobile</td>
<td>14.78%</td>
</tr>
<tr>
<td>Search</td>
<td>2.77%</td>
</tr>
<tr>
<td>Email Marketing</td>
<td>12.32%</td>
</tr>
<tr>
<td>Platforms</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>72.65%</strong></td>
</tr>
<tr>
<td>Software Development</td>
<td>27.35%</td>
</tr>
</tbody>
</table>

### Segment Wise - Revenue

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost Per Action (CPA)</td>
<td>26.34%</td>
</tr>
<tr>
<td>Cost Per Click (CPC)</td>
<td>33.86%</td>
</tr>
<tr>
<td>Cost Per Mile (1000) (CPM)</td>
<td>39.80%</td>
</tr>
<tr>
<td>FYE March</td>
<td>No Employees</td>
</tr>
<tr>
<td>-----------</td>
<td>--------------</td>
</tr>
<tr>
<td>2010</td>
<td>350</td>
</tr>
<tr>
<td>2011</td>
<td>415</td>
</tr>
<tr>
<td>2012</td>
<td>427</td>
</tr>
<tr>
<td>2013</td>
<td>442</td>
</tr>
<tr>
<td>2014</td>
<td>460</td>
</tr>
</tbody>
</table>

Non-Linear Business Model with respective to headcount
Internet is the new market place.

Around 40% of the world population has an internet connection today.

Mobile phone penetration will reach almost 7 billion by the end of 2014.

44% of the world’s households will have Internet access at home.

72% of Internet users are using the social media to be in touch with friends and family.

Internet advertising market is over $120 billion.
DIGITAL AD SPENDING WORLDWIDE (US$ BILLIONS) PROJECTIONS

online ad spending

Source: eMarketer
Whether it's for a small business, organization, or personal website, Tripod provides the tools you need to easily build the website you want.

A premiere destination for people who want to build free websites for their personal passions, small businesses, or anything else under the sun.

Lycos Mail is a premium web-based email service that offers 5 GB of storage, POP3/IMAP access, advanced spam filtering, and domain and address blocking.

A quick and easy search tool for finding the best content, images, video and news on the web.

Play free games with — and against — other people to win real cash and other prizes. Find our games at Gamesville.com or on Facebook!
products - advertising

- Display Advertising
- Online Video Advertising
- Social Media Marketing
- Mobile Marketing
- Search Engine Marketing
- Email Marketing
Compass (OneTag) - Compass is the big data/CouchBase based scalable tag management and revenue optimization tool for our publishers.

Pangea - Special tool to manage Facebook and other social campaigns at the next level of granularity.

Business Intelligence - 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.

Yield optimization platform (Waterfall) - A new-generation platform that open the doors to premium marketplaces (including tier 1 & tier 2 worldwide publishers).

Programmatic video buying - We engaged with platforms like BrightRoll, AdapTV, LiveRail, Tremor Media amongst others to actively participate in online video advertising revolution.
<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weakness</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global footprint</td>
<td>Higher dependency on developed economies</td>
<td>Digital media channels spends is appx.10% of overall global advertising</td>
<td>Acquisitions involve numerous risks, any of which could</td>
</tr>
<tr>
<td>Growth through acquisitions</td>
<td></td>
<td>changes. Auras and cross-country ecommerce.</td>
<td>harm our business, financials and our future growth</td>
</tr>
<tr>
<td>Demonstrated edge in integrating acquired</td>
<td></td>
<td>Changing landscape of the Internet with IOT, Cryptocurrencies and the</td>
<td>plans, if not executed in line with our plans.</td>
</tr>
<tr>
<td>companies.</td>
<td></td>
<td>cross-country ecommerce.</td>
<td></td>
</tr>
<tr>
<td>Deep domain knowledge.</td>
<td>Technologies restricting the receipt of</td>
<td>Print, TV and interactive media converging into the IP protocol.</td>
<td></td>
</tr>
<tr>
<td>Strategic Thinking</td>
<td>internet advertisements, like filter software,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>by internet users may affect the reach and</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>penetration of internet advertisements.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Which may have an effect on the operations</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>and financial position of the Company.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seasoned player in a growing market</td>
<td></td>
<td>Growing internet acceptance</td>
<td>New privacy legislations, industry standards and other</td>
</tr>
<tr>
<td>Deep agency relationships</td>
<td></td>
<td>Rising broadband penetration</td>
<td>regulations</td>
</tr>
<tr>
<td>Comprehensive range of services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top tier advertisers and publishers</td>
<td></td>
<td></td>
<td>Consolidation of technology and service providers</td>
</tr>
</tbody>
</table>
LYCOS Internet Limited (India)

Online Media Solutions Ltd. (Israel)
Max Interactive (Australia)
Frontier Data Management Inc (US-DE)
Ybrant Digital USA Inc (US-DE)
Ybrant Media Acquisition Inc (US-DE)
International Expressions, Inc. (US-DE)
Ybrant Digital Brasil Limited (Singapore)
Ybrant Digital Brasil
Dyomo Corporation (US-DE)

GetMedia Mexico S.A DE CV (Mexico)
Dream ad Uruguay S.A (Uruguay)
Dream ad (Argentina)
Dream ad (Chile)
Dream ad (Panama)

Lycos Inc (US)

Ybrant Media Acquisition Inc (US-DE)
International Expressions, Inc. (US-DE)

Yreach Media (IND)
LGS Global FZE (UAE)
Mr. M Suresh Kumar Reddy
Role: Chairman and Managing Director. Responsible for strategic direction for the company’s expansion
Qualification: Master of Science in Engineering, Iowa State University
Bachelor of Technology, IIT, Kharagpur, India
Experience: Co-founder of USA Greetings and Ybrant Technologies Inc. Has 21 years of experience as Project Engineer, Software Analyst and Business Analyst in AM General Corporation, Caterpillar, Chrysler, SBC (PacBell) and Charles Schwab Corporation

Mr. Raghunath Allamsetty
Role: Independent Non-Executive Director.
Qualification: Bachelor of Technology in Electronics and Communication, Osmania University
Correspondence in Marketing, IGNOU
Experience: Has served as CEO of Aasra Archiventes Private Limited. He is also Co-founder and CEO of Platys Communication India Pvt Ltd. He has over 20 years of experience in project development, technical management and business development

Mr. Vijaya Bhasker Reddy
Role: Independent Non-Executive Director.
Qualification: Masters in Food Engineering, IIT, Kharagpur
Experience: Over 22 years of experience in marketing and management. Worked as General Manager at Coca-Cola India

Mr. Y Ramesh Reddy
Role: Independent Non-Executive Director.
Qualification: Chemical Engineering, IIT, Chennai. Management Degree in Finance and Marketing, XLRI, Jamshedpur
Experience: Over 21 years of experience in the field of IT, Manufacturing and Investment Banking. He heads the Finance Department at Cambridge Technology Enterprises Limited (CTE). He has been a Strategic Business Unit head with Virinchi Technologies Limited, Hyderabad

Mr. Vijay Kancharla
Role: Executive Director. Responsible for technological operations and technology platforms
Qualification: Master of Science in Computer Science, University of Louisville. Bachelor of Technology, Jawaharlal Nehru Technological University, Hyderabad, India
Experience: Co-founder of USA Greetings and Ybrant Technologies Inc. Has served as the CEO of Ybrant Technologies Inc. With 18 years of experience in online advertising technology, design, development and software maintenance at Hewlett Packard and Pacific Bell

Mr. Raghunath Allamsetty
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Qualification: Bachelor of Technology in Electronics and Communication, Osmania University
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looking forward

Brand Lycos needs a fresh launch keeping the core values of the business intact.

The services and products of the company will rally around this central message that Lycos will stand for.

Some of the products and ideas that are in the pipeline are:

Lycos TV
Lycos Messenger
Lycos Shopping

Internet of Things/ Crypto Currency
Thank You