

August 12, 2026

To,
BSE Ltd
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400 001

Scrip Code: 539682

Subject :Investor Presentation for the unaudited financial results for the quarter ended June 30, 2026.

Reference :Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations), we are enclosing herewith the investor presentation on the unaudited financial results of the Company for the year quarter ended June 30, 2026.

The presentation is also being uploaded on the Company's website at www.mobavenue.ai.

We request you to take the above information on record.

For Mobavenue AI Tech Limited
(formerly known as Lucent Industries Limited)

Kunal Kothari
Chairman & Chief Operating Officer
DIN: 07111105

Encl: As above

• **Mobavenue AI Tech Limited** •

📍 **REGD. OFF:** Office No. 111, B Wing, 1st Floor, The Western Edge II Premises Co-operative Society Ltd., Magathane, Borivali (East), Mumbai- 400066.

✉ compliance@mobavenue.com | investor@mobavenue.com 🌐 www.mobavenue.ai 📞 +91 8655447386



Mcbavenue
Connecting what's next

EARNINGS PRESENTATION

Q1 FY27



Disclaimer

This presentation has been prepared by Mobavenue AI Tech Limited (the “Company”) solely for information purposes and does not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

What We Cover Today

01

Executive Summary

Our Outcome-led platform business is positioned for long-term value creation for Brands

03

About The Company

AI-Native, Scalable Technology Platforms for Outcome-Driven Growth

05

Growth Engine: AI, Technology & Value Creation

The Strategic Pillars Driving Scalable Growth, Profitability and Competitive Advantage

07

Mobavenue's Financial Story

Evaluating Mobavenue's Financial Performance

02

Q1 FY27 Financial Performance

Q1 Momentum – The Numbers That Matter

04

The Technology, Products and Business Model Behind Mobavenue

An End-to-End Advertising Technology Ecosystem for Brands across multiple channels

06

Industry: A Multi-Year Digital Advertising Opportunity

Powered by AI, Programmatic Media and the Accelerating Shift to Digital Marketing

The background is a dark charcoal grey. It features several thin, light grey wavy lines that sweep across the frame from the left towards the right. In the upper right corner, there are two dark grey circles of different sizes. At the bottom center, there is a large, thick orange semi-circle.

01

EXECUTIVE SUMMARY

Our Outcome-led platform business is positioned for long-term value creation for Brands

Q1 FY27 Key Metrics- Quick Snapshot & Summary

Driving value across people, brands, and outcomes

Business Metrics (Q1-FY27)

INR 728 Mn

CONSOLIDATED
REVENUE

14.16 Mn

TOTAL OUTCOMES

21.2%

CONSOLIDATED EBITDA%

Platform Metrics

~2.6 Billion

DEVICES REACHED
WORLDWIDE

~1.3 Billion

SIGNALS PROCESS
(DAILY)

<15ms

RESPONSE TIME

Growth & Expansion

200+

EMPLOYEES

155+

BRANDS

12

COUNTRIES SERVING

Management Commentary



Ishank Joshi
Founder, MD & CEO

Dear Shareholders,

"Q1 FY27 reinforced the operating trajectory we have set out to build. We delivered revenue of INR 728 Mn, EBITDA of INR 154 Mn at a margin of 21.2% and PAT of INR 117 Mn, reflecting continued momentum.

A key milestone this quarter was the launch of the Mobavenue Neural Engine, a unified AI intelligence layer being progressively embedded across our proprietary infrastructure in the coming quarters, strengthening real-time decisioning, predictive modelling, and outcome optimisation across the A3 framework. We also launched PiiX (πX), extending our AI-led acquisition capabilities into the Apple ecosystem, and expanded operations into the United States and Singapore.

These developments culminated in the unveiling of our new identity and logo of Mobavenue AI Tech Limited, reflecting both where we stand today and the ambition ahead. We are building beyond traditional AdTech: a global, AI-native platform infrastructure for outcome-driven consumer growth at scale.

Our priorities for FY27 remain clear: disciplined growth, margin resilience, deeper technology advantage, and durable long-term value for our clients, shareholders, and partners."

Q1 FY27: Performance and Strategic Highlights

BUSINESS

Financial Performance

- Y-o-Y and Q-o-Q revenue growth was driven by strong direct advertiser demand across structurally expanding sectors, including Quick Commerce, BFSI, Fintech, Retail, and Emerging segments.
- Growth further accelerated during the quarter with the addition of a global client onboarded through our reseller/ agency channel, reflecting the increasing depth of our go-to-market model.

Global Expansion

- Expanded global footprint with the establishment of our offices in the US and Singapore under our UK entity to strengthen AI-powered AdTech expansion across these regions.
- Launched PrsmX in the Philippines, expanding Mobavenue's AI Platform footprint in Southeast Asia.

Launch of PiiX

- Launched PiiX (π X), an AI-powered growth intelligence platform purpose-built for Apple Ads, expanding the Company's AI-led consumer growth ecosystem.
- Integrates Apple Search Ads, Custom Product Pages (CPP), and App Store Optimization (ASO) into a unified AI-driven platform for scalable user acquisition.

CORPORATE

A New Brand Identity

- Unveiled our new brand identity, reflects the Company's evolution from an AI-Powered to an AI-native global AdTech Consumer Growth Platform.
- Brand identity showcased at New York's Times Square, marking the Company's recent U.S. expansion and strengthening its global presence.

AI Intelligence Engine

- We launched the Mobavenue Neural Engine, an AI layer that integrates the entire advertising lifecycle, enabling marketers to go from planning to a live campaign in under 59 seconds. It offers capabilities in planning, execution, creative intelligence, and conversational reporting.
- This AI layer will be gradually integrated into our infrastructure, improving real-time decision-making, predictive modelling, and outcome optimization in the A3 framework.

AI Marketing Maturity Study

- Launched the AI Marketing Maturity Study with MMA India and EY.
- Benchmarked AI adoption across 60+ marketing leaders in 11+ industries.

The background is dark grey with several thin, light grey wavy lines that sweep across the frame from the left. In the upper right, there are two dark grey circles of different sizes. At the bottom, a large, thick orange arc is partially visible.

02

Q1 FY27 Financial Performance

Q1 Momentum – The Numbers That Matter

Q1 FY27: Key Consolidated Financial Highlights

Compounding at scale (in INR Mn unless otherwise specified)

Revenue

INR **728** Mn

↑ **56.9%** vs Q1 FY26

↑ **16.3%** vs Q4 FY26

EBITDA

INR **154** Mn

↑ **77.0%** vs Q1 FY26

↑ **15.8%** vs Q4 FY26

EBITDA Margin

21.2%

↑ **240 Bps** vs Q1 FY26

- **0 Bps** vs Q4 FY26

PAT

INR **117** Mn

↑ **95.0%** vs Q1 FY26

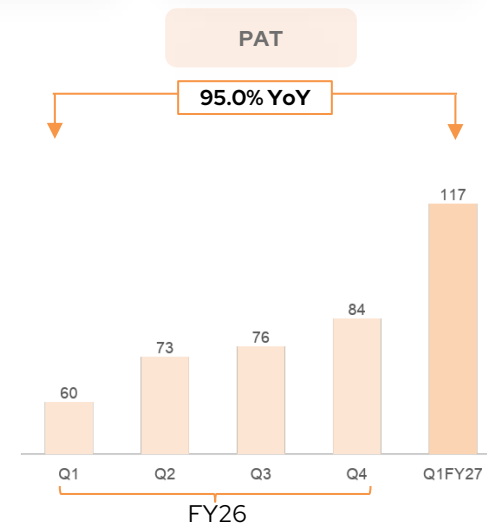
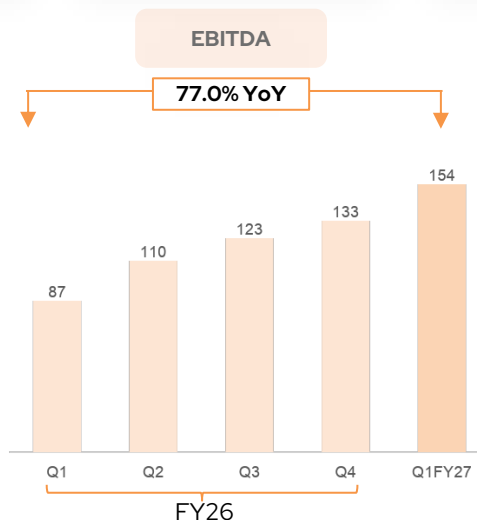
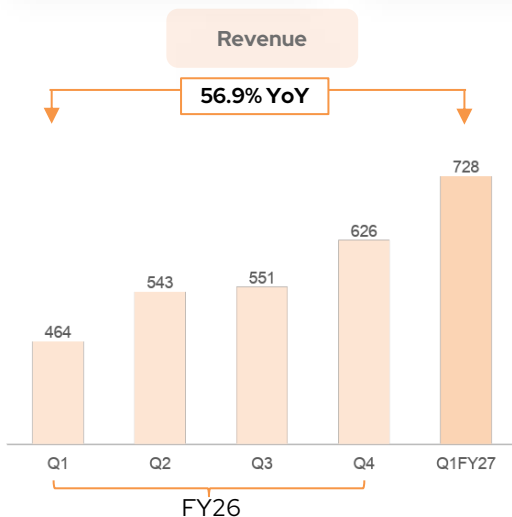
↑ **39.3%** vs Q4 FY26

PAT Margin

16.1%

↑ **320 Bps** vs Q1 FY26

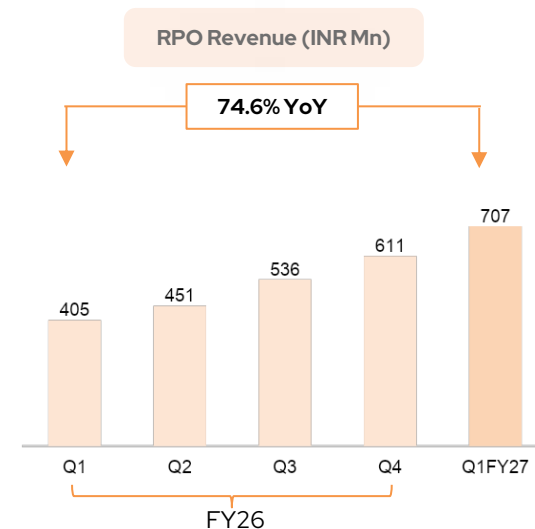
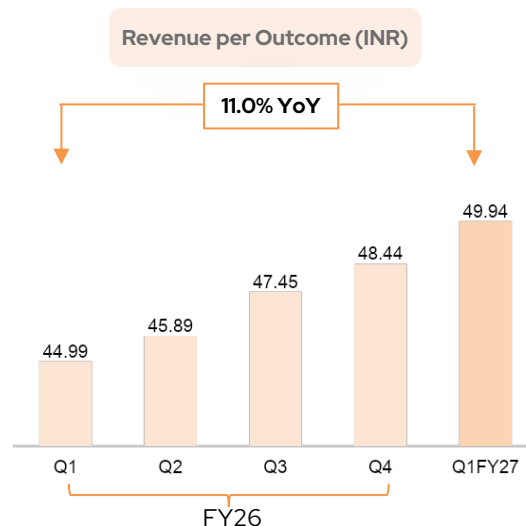
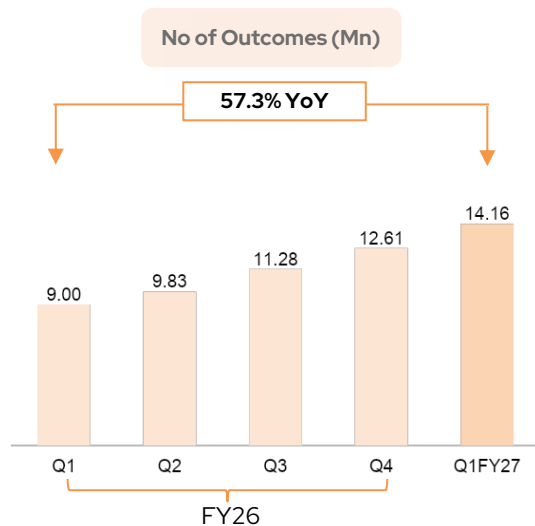
↑ **270 Bps** vs Q4 FY26



Revenue Per Outcome (RPO): Efficiency At Scale

Operational KPIs – Q1 FY26 vs Q4 FY26 vs Q1 FY27

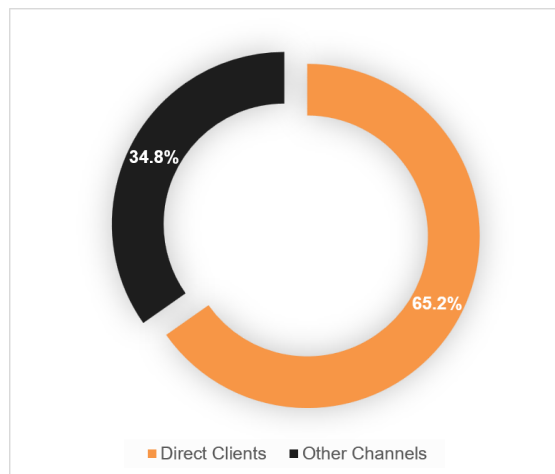
$$\text{No. of Outcomes (Mn)} \times \text{Revenue Per Outcome (INR)} = \text{RPO Revenue (INR Mn)}$$



Revenue Mix: Client Channels & Geographic Diversification

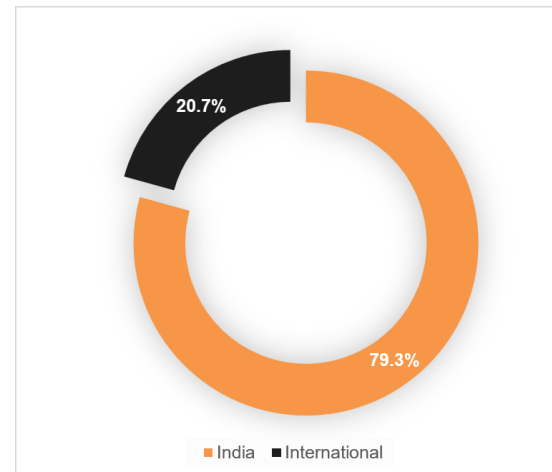
Q1FY27

Client Revenue Mix



Direct clients contributed 65.2% of revenue reflecting strong relationships and 34.8% was generated through other channels including major global client win driving revenue using reseller/ agency model.

Geographic Revenue Mix



Global expansion continues to drive geographic diversification, with international markets contributing 20.7% of revenue, while India continues to anchor growth with an 79.3% contribution.

Q1FY27 Financial Summary (Consolidated)

INR in Million

Particulars	Quarter Ended				
	30th Jun 26	31st Mar 26	QoQ	30th Jun 25	YoY
Revenue from operations	728	626	16.3%	464	56.9%
Data cost	440	364	20.9%	290	51.7%
Employee benefit expense	84	86	(2.3)%	44	90.9%
Other expenses	50	42	16.3%	43	16.3%
EBITDA	154	133	15.8%	87	77.0%
% EBITDA	21.2%	21.2%	0 Bps	18.8%	240 Bps
Finance cost	14	15	(6.7)%	4	NA
Depreciation and amortisation expenses	7	7	0.0%	4	75.0%
Other income	22	4	NA	5	NA
Profit before tax	155	115	34.8%	84	84.5%
Tax Expense	38	31	22.6%	24	58.3%
Profit after tax	117	84	39.3%	60	95.0%
% PAT	16.1%	13.4%	270 Bps	12.9%	320 Bps

*All numbers are on a consolidated basis, unless otherwise stated 12

The background is dark grey with thin, light grey wavy lines that sweep across the frame. In the upper right, there are two dark grey circles of different sizes. At the bottom, a large, thick orange arc is partially visible.

03

About The Company

AI-Native, Scalable Technology Platforms for Outcome-Driven
Growth

Company Overview

Strong performance and profitable since inception, poised for long-term value creation



Our Strength

We combine proprietary AI platforms, deep data insights, and execution excellence to deliver performance-led growth at scale.



Key Industries

E-commerce, Fintech, Banking & Insurance, Travel, Gaming, Healthcare, Retail, FMCG, Consumer Goods, and other digitally native and scaling businesses.



Global Footprint

Expanding products and operations across both developing and developed markets.



Competitive edge

Asset-light, full-stack proprietary platforms enabling AI-led advertising and consumer growth with high scalability.

Mobavenue AI Tech Limited is a global AI-powered AdTech and consumer growth company that enables businesses, enterprises, publishers and large global agencies to connect with high-intent consumers and drive measurable outcomes across the full customer journey.

Its proprietary A3 framework, spanning Awareness, Acquisition, and Activation, ensures a full-funnel, outcome-led approach to digital growth. Headquartered in Mumbai with a growing global presence across ASEAN, LATAM, MENA, the UK and the USA, Mobavenue works with 155+ brands across e-commerce, BFSI, fintech, travel, OTT, gaming, healthcare and retail, from publicly listed enterprises to some of the fastest-growing digital businesses in the market.

HQ in
Mumbai, India

Offices in
**Delhi, Gurgaon, Bengaluru,
London, New York & Singapore**

Total employees
200+

Led By Dynamic Founders & an Experienced Board

A seasoned management team driving disciplined execution and long-term value creation

Executive Directors & KMP



Ishank Joshi

Founder, Managing
Director & Chief
Executive Officer



Tejas Rathod

Founder & Chief
Technology Officer



Kunal Kothari

Founder, Chairman &
Chief Operating
Officer

Independent Directors

Amit Mundra

Independent Director

Pankaj Jain

Independent Director

Kanchan Vohra

Women Independent Director

Strong Leadership Team with Deep Industry Experience

A seasoned management team driving disciplined execution and long-term value creation

Leadership Team



Vijay Basantani

Group Chief Financial Officer



Raghav Maheshwari

Chief Business Officer



Sumit Bhansali

Chief Strategy Officer & CHRO



Saurabh Golani

Vice President, Platforms & Partnerships



Karthik Balakrishnan

Vice President, Operations & Growth

Compliance Officer

Manali Gohil

Company Secretary & Compliance Officer

Tech Advisor*

Ben John

CTO, Digital Turbine. Strategic Advisor, Mobavenue AI
(Former VP - AI Engineering, Microsoft)

Awards, Recognition & Industry Events

Recipient of leading industry awards recognizing performance, innovation, and impact



**Aerospike 2025
Champions of Scale**



**Best AI Tech Agency
of the Year**



**Finixx Awards 2025 -
AdTech Solution of the
Year**



**AI-Powered
Consumer Growth
Platform of the Year**



**AI & Creative
Automation**



**MarTech Agency of
the Year**



**Masterclass on AI-Powered Omnichannel
Advertising at Goafest 2026**



**Industry Roundtable discussing insights on AI-First
Consumer Growth**



**Launch of AI Marketing Maturity Study in
Association with MMA India & EY**

Featured In



**Industry
Associations**

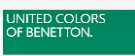
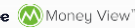


#startupindia



Diversified And Trusted By Leading Brands in India

Delivering proven performance and measurable outcomes across diverse industries

Banks and insurance →	          
Retail →	        
Consumer Goods →	       
Securities →	       
Commerce →	          
FinTech →	          
Travel →	        
OTT and entertainment →	      
Agencies →	        

04

The Technology, Products and Business Model Behind Mobavenue

An End-to-End Advertising Technology Ecosystem for Brands across
multiple channels

Solving For The Current Industry-Wide Challenges

Ad industry's core challenges and need for outcome-based solutions, led the product development at Mobavenue

KEY ATTRIBUTES

CORE CHALLENGES

MOBAVENUE SOLUTIONS



Transparency

Transparency issues leading to lack of visibility into performance and placements

Platform focus to provide better transparency on ad performance and placements



Efficiency

Low ROAS leads advertisers to manually optimize campaigns across platforms

Central bidding and cross channel optimization to maximize outcomes and ROI



Ease of execution

Fragmentation forces juggling between multiple platforms and channels

Purpose build single stack solution to aggregate platforms for seamless execution



Platform neutrality

A media-controlled platform leads to a biased approach in campaign execution

AI Powered reduce the biasness to platform and drives desired results for campaigns



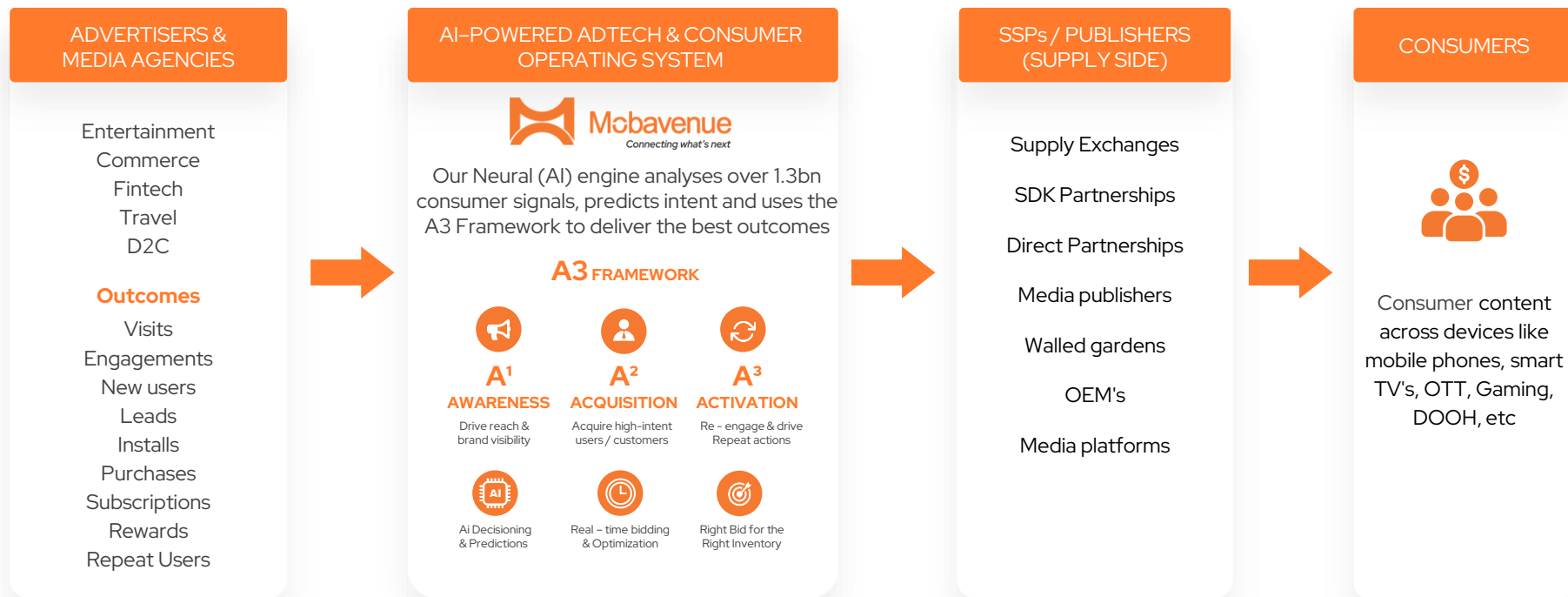
Targeting accuracy

Failing to reach the right contextual audience due to poor targeting efficiency

ML and Algorithmic based targeting to identify high-intent users across channels, platforms and devices all the time

The Digital Advertising Ecosystem And Mobavenue's Strategic Position

Mobavenue connect advertisers with consumers by using AI to place right bid for the right inventory across the open internet



Mobavenue sits at the center of the digital advertising and consumer growth ecosystem as an AI-Powered proprietary technology infrastructure, using data, technology and real-time optimization advertisers with consumers across the open internet

A1 | Awareness – Helping Brands Reach the Right Audience at Scale

AI-powered omnichannel brand awareness across Mobile, CTV, OTT, DOOH & Web

WHAT ADVERTISERS WANT



Video
Views



Number of
unique
users reached



Impressions

TRADITIONAL CHALLENGES

-  Fragmented media landscape
-  Wasted impressions
-  Frequency overexposure
-  Limited visibility into campaign effectiveness

MOBAVENUE PLATFORM



Omnichannel Brand
Awareness DSP



Mobile first
DSP



Apple Ads
Intelligence



OEM &
Contextual DSP

AI CAPABILITIES

- ✓ AI-driven audience discovery
- ✓ Cross-screen reach optimisation
- ✓ Intelligent frequency capping
- ✓ Contextual placement engine
- ✓ AI brand safety scoring
- ✓ Dynamic budget allocation

NEURAL ENGINE

Audience
Intelligence

Context
Engine

Budget
Engine

Awareness Platforms



MOBILE



CTV



OTT



WEB



DOOH



Mobavenue helps advertisers maximize brand reach while minimizing media wastage through AI-powered audience selection, contextual targeting, and omnichannel campaign execution.

A2 | ACQUISITION – CONVERTING HIGH-INTENT USERS INTO CUSTOMERS

AI-powered user acquisition across Mobile Apps, OEM Ecosystems, Search, Partner Marketing & Contextual Media

WHAT ADVERTISERS WANT



New Users



Purchases &
Conversions



High-Quality
Users

TRADITIONAL CHALLENGES

- ✗ Rising Customer Acquisition Cost (CAC)
- ✗ Low-quality installs & ad fraud
- ✗ Poor conversion rates
- ✗ Limited visibility into user intent
- ✗ Inefficient audience targeting

MOBAVENUE PLATFORM



Apple Ads
Intelligence



Mobile first
DSP



Social & Search
Advertising



OEM & Contextual
DSP



Partner Marketing
Platform

AI CAPABILITIES

- ✓ AI-driven Bid Optimisation
- ✓ High-intent Audience Discovery
- ✓ Neural Network-based User Scoring
- ✓ Dynamic Budget Allocation
- ✓ Predictive Conversion Modelling
- ✓ Fraud Detection & Quality Filtering

NEURAL ENGINE

Audience
Intelligence

Intent
Engine

Context
Engine

Budget
Engine

Acquisition Platforms



MOBILE
APPS



CONTEXTUAL
MEDIA



OEM
DISCOVERY



PARTNER
MEDIA



SEARCH



iOS APP
STORE



Mobavenue's AI-powered acquisition platforms identify high-intent users, optimise bidding in real time, and maximise customer conversions while improving return on advertising spend.

A3 | ACTIVATION – RE-ENGAGING USERS TO MAXIMIZE LIFETIME VALUE

AI-driven remarketing and retargeting platform that re-engages users across their lifecycle to boost conversions and retention

WHAT ADVERTISERS WANT



**Repeat
Purchases**



**Activate
Dormant Users**



**Lower
Churn**



**Higher
LTV**

TRADITIONAL CHALLENGES



Lapsed users go unnoticed until it's too late to win them back



Generic, one-size-fits-all creatives underperform on repeat audiences



Manual bid management can't keep pace with real-time intent signals

MOBAVENUE PLATFORM



ResurgeX

Remarketing &
Retargeting DSP



PiiX

Apple Ads
Intelligence

AI CAPABILITIES

- ✓ AI-personalised dynamic creative studio
- ✓ Real-time AI-driven targeting & bidding
- ✓ Predictive, ML-based bid allocation
- ✓ Real-time, granular reporting dashboards
- ✓ Contextual precision, every channel

NEURAL ENGINE

CREATIVE
ENGINE

BIDDING
ENGINE

INTENT
ENGINE

Activation Platforms



IN-APPS



MOBILE
WEB



CTV



DISPLAY



VIDEO



iOS APP
STORE



Mobavenue helps advertisers re-engage lapsed users and maximise lifetime value – through AI-driven predictive bidding, dynamic creative personalisation, and real-time retargeting across the funnel.

Mobavenue Neural Engine

Every campaign makes the platform smarter. Every decision strengthens the advantage

AI INFRASTRUCTURE

Statistical Modelling

- Predictive Modelling
- Hypothesis Testing
- Attribution Models
- Forecasting Models
- Incrementality Analysis

Machine Learning

- Bid Optimisation
- Audience Segmentation
- Fraud Detection
- Recommendation Engine
- Real-Time Learning

Neural Networks

- Deep Neural Networks
- Transformer Models
- Sequence Learning
- Semantic Intelligence
- Attention Mechanisms

Artificial Intelligence

- Agentic AI
- AI Decision Engine
- Hyper-Personalisation
- Workflow Automation
- Conversational AI

Key AI & ML Enhancements

• Campaign Creation & Planning

• Inventory & Audience Recommendation

• 125Cr+ Daily Signals Processed

• Real-Time Decisioning Layer

• Closed-loop AI feedback systems



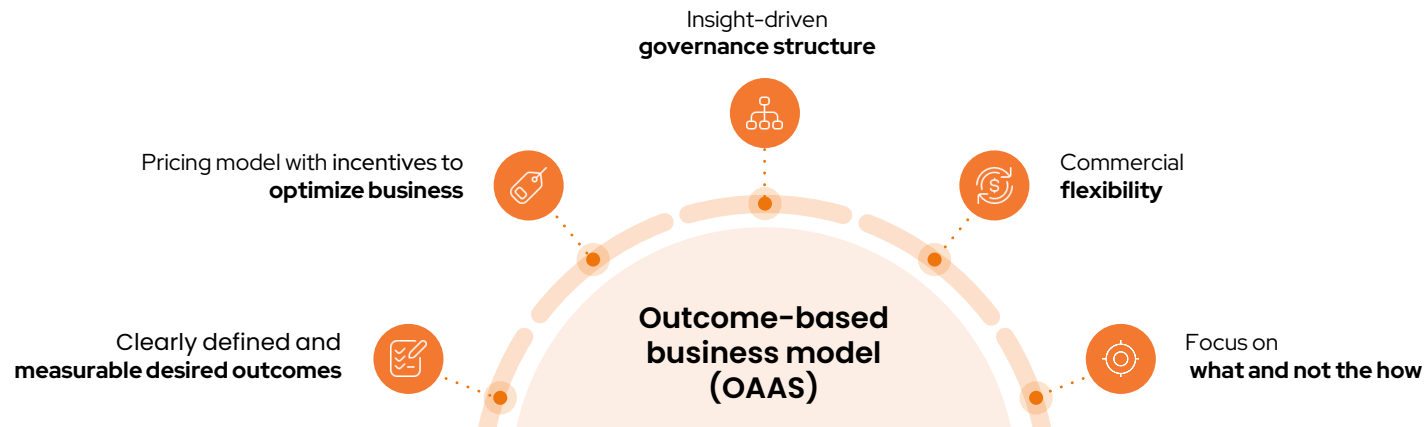
- Automated campaign setup, objective mapping & privacy-conscious inputs.
- Automated recommendations across inventory, audience cohorts, formats, and compliant supply sources.
- Processes 125Cr+ consented, privacy-compliant consumer and campaign signals daily across multiple digital touchpoints.
- Ultra-fast conversion of large data signals into faster bidding, targeting, inventory, and campaign optimisation decisions.
- Continuous feedback loops refining creative, bid, and inventory optimization.



Mobavenue's unified AI infrastructure transforms large-scale consumer signals into intelligent decisions, enabling faster campaign execution, superior targeting, and continuous optimisation that drives measurable business outcomes.

Business Model For Advertising & Consumer Growth (OAAS)

Optimized towards driving Outcomes As A Service (OAAS) model



$$\text{Overall revenue} = \text{Total outcomes} \times \text{Average revenue per outcome}^*$$



Outcome based Digital marketing and consumer growth tech platforms



No SaaS license; monetization tied to client's growth



97+% of FY2026 revenue contributor



155+ brands, multi-geo presence



Expand via Geo, direct brands and partnerships

*Outcome - Defined as measurable consumer actions driven by various platforms

Outcomes Across Categories

From awareness to conversion across India's most dynamic digital categories



BFSI & Fintech

Generating credit card leads, loan enquiries, and insurance premium conversions across India's fast-growing digital finance landscape



E-Commerce

Drive add-to-cart actions, purchase events, category browse engagement and improved repeat order rates



OTT & Streaming

Enabled trial sign-ups, subscription upgrades and content streaming events



Utilities

Improved CPI, ROAS, DAU/MAU, LTV, and re-engagement rates



Travel & Hospitality

Accelerated flight searches, hotel bookings, ancillary upsells and loyalty sign-ups



Healthcare & Pharma

Increased clinic visits, telehealth sessions and prescription queries



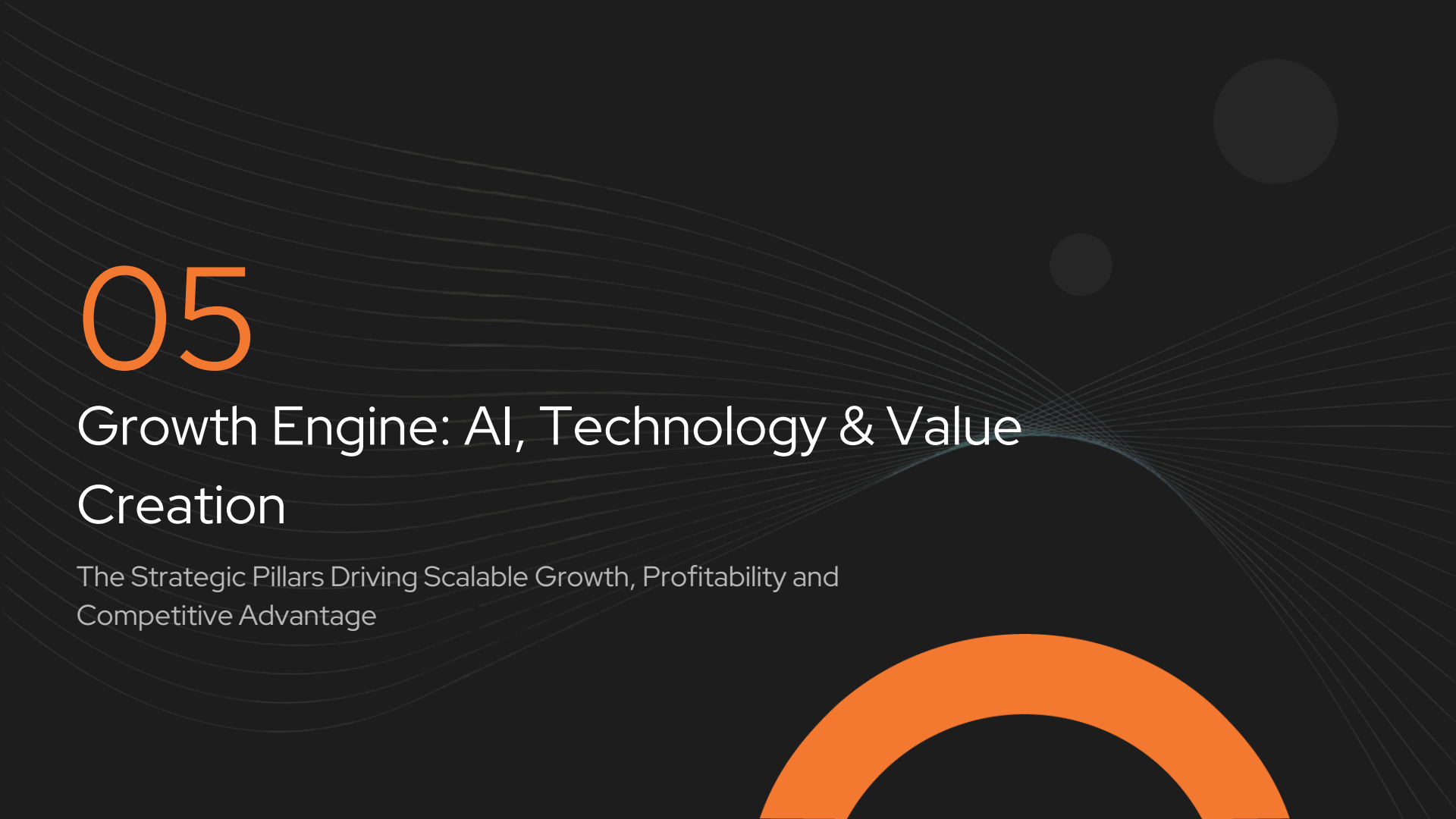
Retail & D2C

Improved store visits, online purchases, cross-channel attribution



Gaming

Optimised CPI, strengthened D1/D7 retention, boosted in-app purchases, increased tournament participation

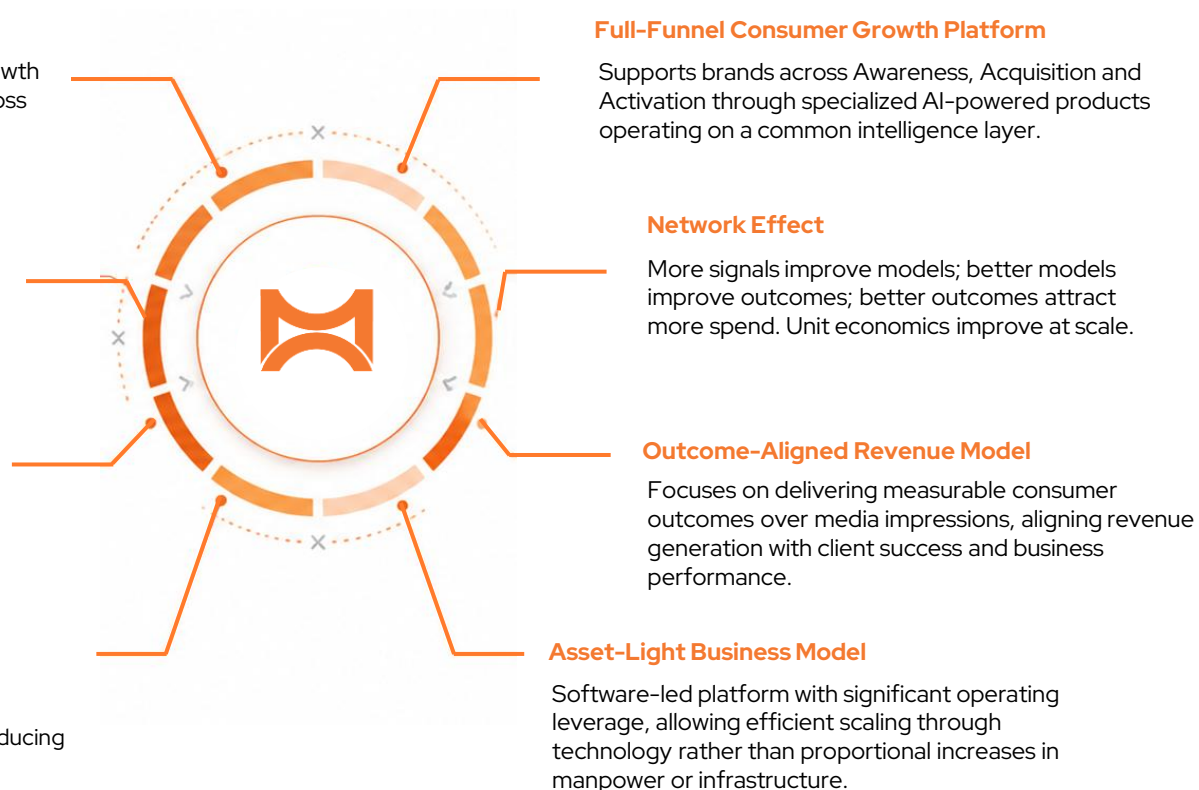
The background is a dark charcoal grey. It features several thin, light grey wavy lines that sweep across the frame from the left towards the right. In the upper right corner, there are two dark grey circles of different sizes. At the bottom center, there is a large, thick orange arc that is partially cut off by the edge of the image.

05

Growth Engine: AI, Technology & Value Creation

The Strategic Pillars Driving Scalable Growth, Profitability and
Competitive Advantage

Mobavenue's Differentiators



Future Growth Strategy

Combined focus on market leadership through acquisition and global expansion

Deepen India Enterprise Customer Relationships

Expand wallet share through cross-selling, upselling, customer success initiatives, and long-term strategic partnerships with enterprise clients.



01

Accelerate Product Innovation

Drive the next phase of growth by expanding the proprietary product ecosystem, leveraging AI, machine learning, automation, and agentic AI to launch new platforms across high-growth digital advertising verticals.



02

Expand Geographic Reach

Leverage the Company's scalable, asset-light platform to accelerate international expansion across emerging and developed markets.



03

Mobavenue Platforms
Accelerated growth strategy

Entering new business vertical segment

Delivering scalable, data-driven marketing technology to enterprises and mid-sized businesses. Launching proprietary creative & monetization solutions to drive superior yields for media and supply partners



04

Strengthen the AI Platform Stack

Expand investments in AI, ML, and proprietary technology to enhance intelligent agents and build a unified platform for campaign management across search, social, and programmatic advertising.



05

Expansion through inorganic growth and acquisitions

Identify acquisition target across different segments



06

The background is a dark charcoal grey. It features several thin, light grey wavy lines that sweep across the frame from the left towards the right. In the upper right corner, there are two dark grey circles of different sizes. At the bottom center, there is a large, thick orange arc that is partially cut off by the edge of the image.

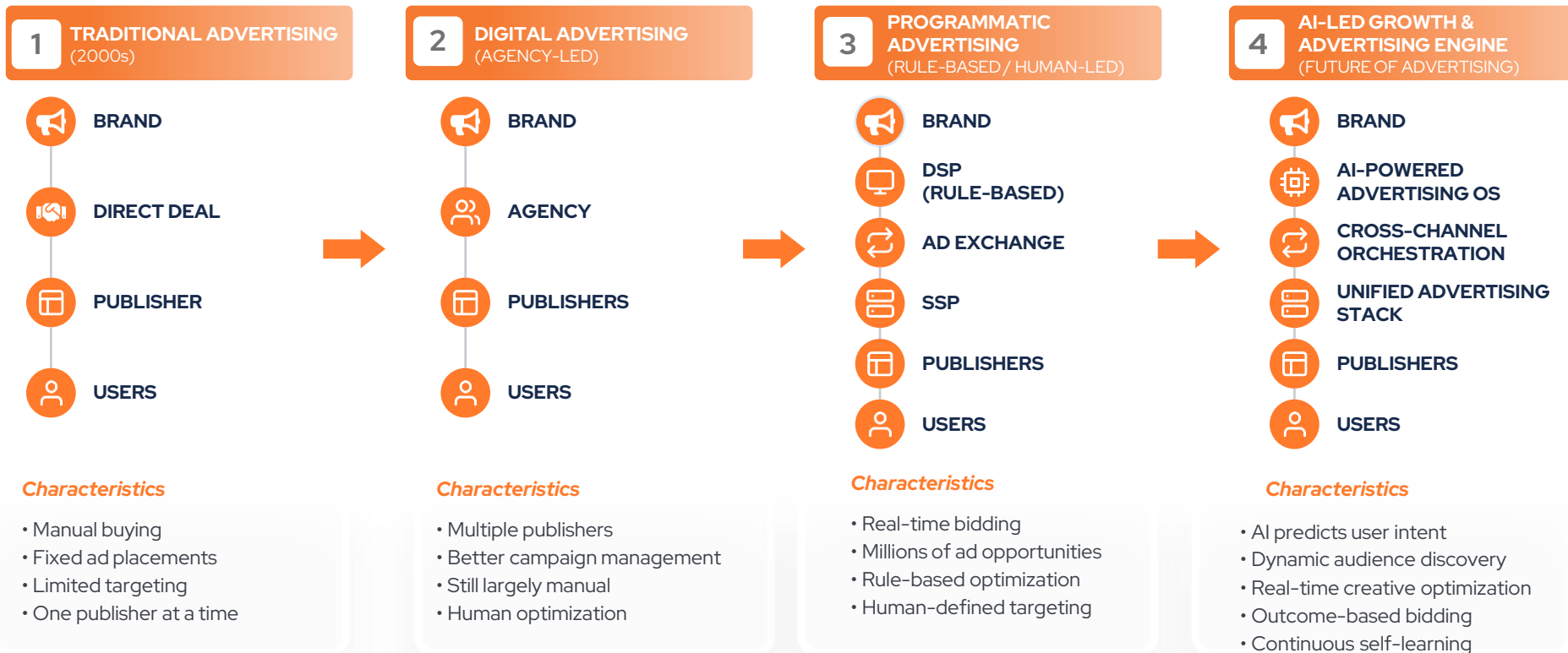
06

Industry: A Multi-Year Digital Advertising Opportunity

Powered by AI, Programmatic Media and the Accelerating Shift to
Digital Marketing

EVOLUTION OF DIGITAL ADVERTISING

From manual buying to AI-powered decisioning



India's Digital Economy Growth Story Through Key Metrics

More digital consumers, drive more ads and better outcomes for businesses

INR 71,621 Cr

India's digital advertising market in 2025

17%

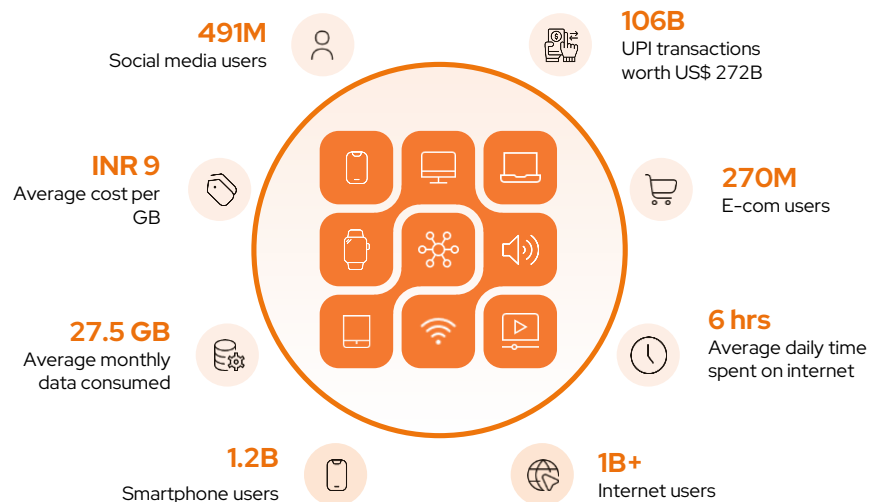
India Digital Ad CAGR

18.77%

India Programmatic CAGR

42%

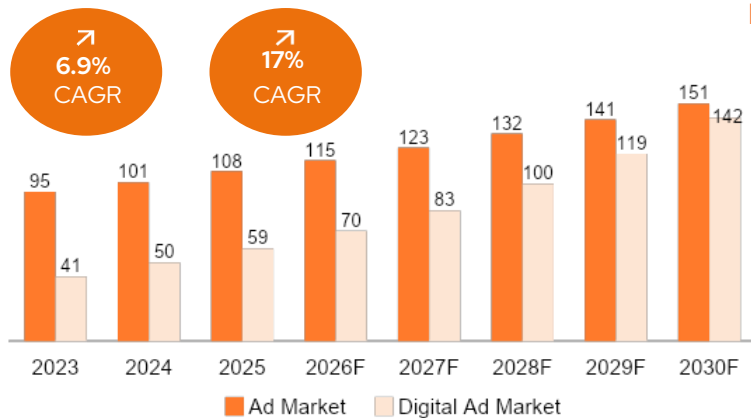
Programmatic Share of India Spend



Sources: [DataReportal](#) | [TRA](#) | [The Hindu](#) | [Business Standard](#) | [Press Information Bureau](#) | [Meltwater](#) | [Bain](#) | [CNBC TV18](#)

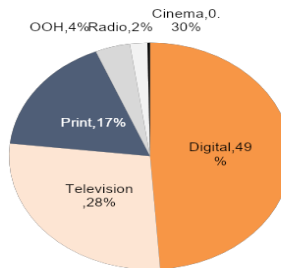
Ad Industry Driven By Digital Media

Transformation of the global ad market driven by AI, automation, and multi-screen engagement

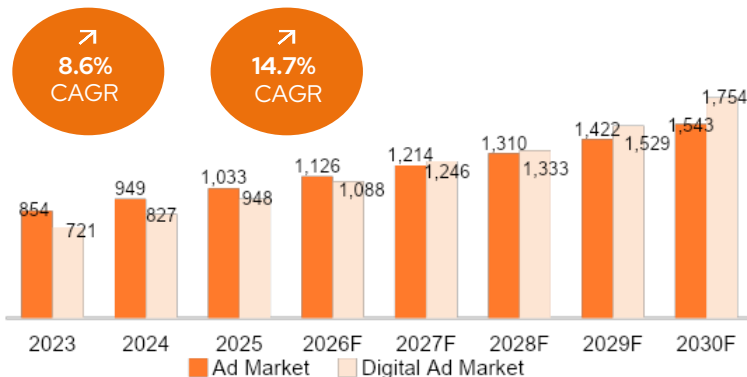
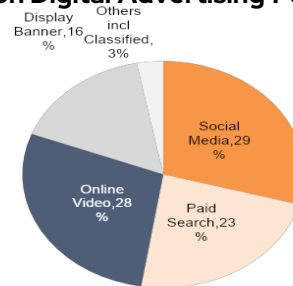


India market (US\$ B)

Advertising Spends By Medium

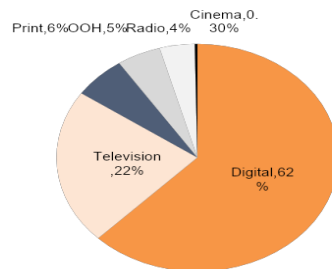


Spends on Digital Advertising Format

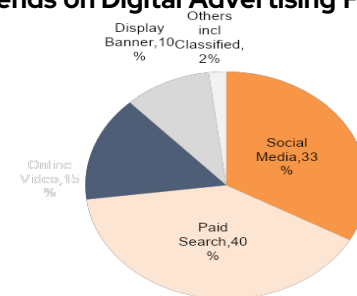


Global market (US\$ B)

Advertising Spends By Medium



Spends on Digital Advertising Format



The background is dark grey with thin, light grey wavy lines that sweep across the frame. In the upper right, there are two dark grey circles of different sizes. At the bottom, a large, thick orange arc is partially visible.

07

Mobavenue's Financial Story

Evaluating Mobavenue's Financial Performance

Historical Income Statement (Consolidated)

INR in Million

Particulars (INR Mn)	Year Ended	
	31st Mar 26	31st Mar 25*
Revenue from operations	2,185	867
Data cost	1,316	479
Employee benefit expense	259	157
Other expenses	156	88
EBITDA	454	143
% EBITDA	20.8%	16.5%
Finance cost	41	8
Depreciation and amortisation expenses	22	6
Other income	18	12
Profit before tax	409	141
Tax Expense	115	44
Profit after tax	293	97
% PAT	13.4%	11.2%

*Note: The numbers mentioned for the year ended March 2025 represent only 7 months of operations, effective from September 2024, and are therefore not comparable with the figures for year-ended March 2026.

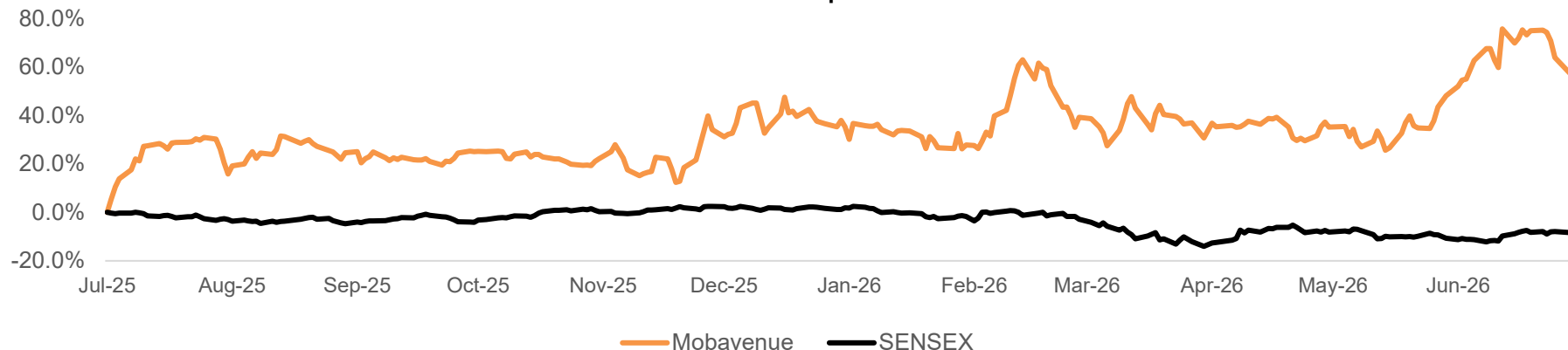
Historical Balance Sheet (Consolidated)

Particulars (INR Mn)	31st Mar 26	31st Mar 25
I. ASSETS		
Non-Current Assets		
(a) Property, Plant & Equipment	13	5
(b) Right of Use Assets	40	34
(c) Intangible Assets	18	-
(d) Other Intangible Assets	92	-
(e) Goodwill	-	-
(f) Financial Assets		
(i) Investments	19	14
(ii) Other Financial Assets	6	5
(g) Income Tax Assets	46	27
(h) Deferred Tax Assets (Net)	18	28
(i) Other Non-Current Assets	10	23
Total Non-Current Assets	262	136
Current Assets		
(a) Financial Assets		-
(i) Investments	308	95
(ii) Trade Receivables	593	458
(iii) Cash & Cash Equivalents	399	66
(iv) Bank Balances (Other)	57	26
(v) Loans	112	85
(vi) Other Financial Assets	261	128
(c) Other Current Assets	62	118
Total Current Assets	1,792	976
TOTAL ASSETS	2,054	1,112

Particulars (INR Mn)	31st Mar 26	31st Mar 25
II. EQUITY AND LIABILITIES		
Equity		
(a) Equity Share Capital	155	150
(b) Other Equity	751	(38)
Non-Controlling Interest	-	-
Total Equity	906	112
Non-Current Liabilities		
(a) Financial Liabilities		
(i) Borrowings	7	-
(ii) Lease Liabilities	26	25
(b) Provisions	16	9
(c) Other Financial Liabilities	374	456
(d) Deferred Tax Liabilities (Net)	-	-
Total Non-Current Liabilities	423	490
Current Liabilities		
(a) Financial Liabilities		
(i) Borrowings	78	83
(ii) Lease Liabilities	17	12
(iii) Trade Payables (MSME)	71	23
(iii) Trade Payables (Others)	206	169
(iv) Other Financial Liabilities	212	173
(b) Other Current Liabilities	39	40
(c) Provisions	71	5
(d) Current Tax Liabilities (Net)	31	5
(e) Contract Liabilities	-	-
Total Current Liabilities	725	510
TOTAL EQUITY AND LIABILITIES	2,054	1,112

CAPITAL MARKET INFORMATION

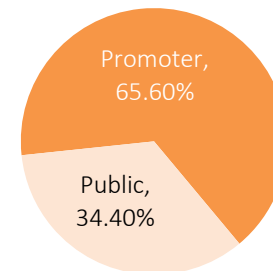
1-Year Stock Performance up to 30th June 2026



Price Data (As on 30th June 2026)

Face Value (INR)	2.0
Market Price	277.7
52 Week H/L (INR)	323.9 / 171.0
Market Cap. (INR Mn)	21,465.6
Equity Shares Outstanding (Mn)	77.3
1 Year Avg. trading volume ('000)	14.8

Shareholding Pattern (As on 30th June 2026)



THANK YOU

For further information on Investor Relations:

Website · www.mobavenue.ai

Email · investor@mobavenue.com

Investor Relations Representative:

Tel · +91-22-35075100

Email · mobavenue@valoremadvisors.com