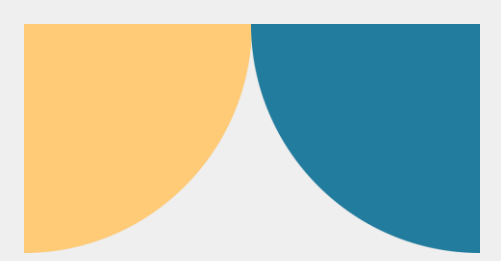




CORPORATE PRESENTATION



Safe Harbour

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"CINEMA IN INDIA IS A WAY OF LIFE"

Cinema is India's greatest passion

India is the Largest Producer of Movies in the World

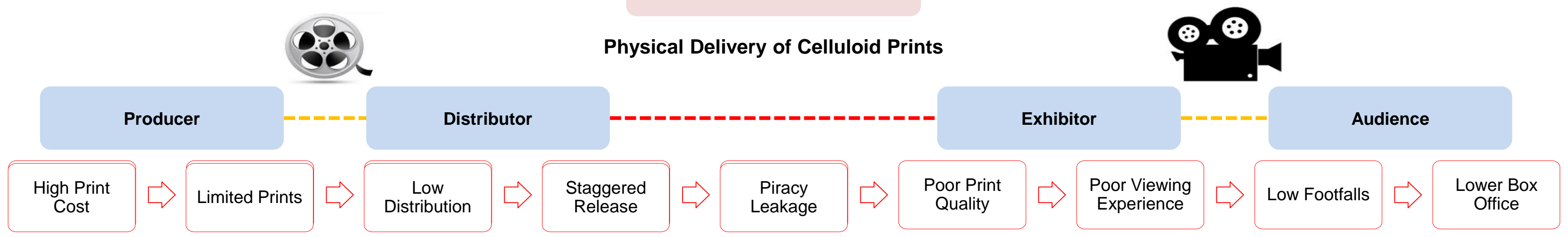
~1,800 movies are produced annually in more than 20 languages

Core offering has transformed the Indian Film Industry

Analog Cinema Era beset with Issues

Analog Cinema Era

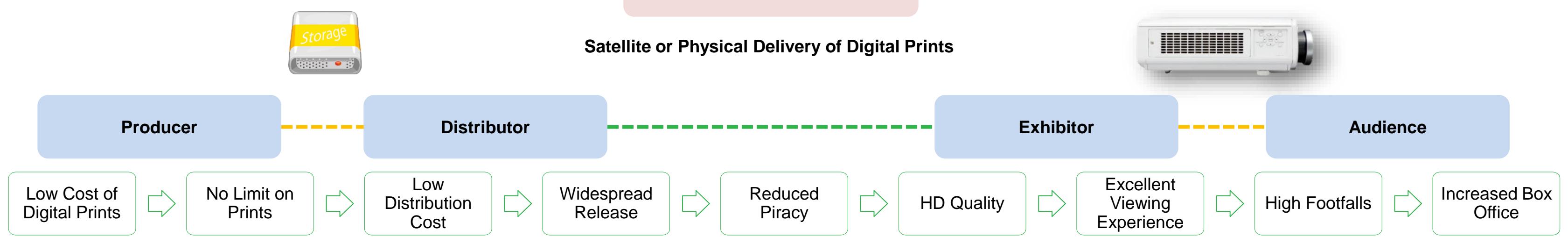
Physical Delivery of Celluloid Prints



Digital Cinema's Innovative Solution

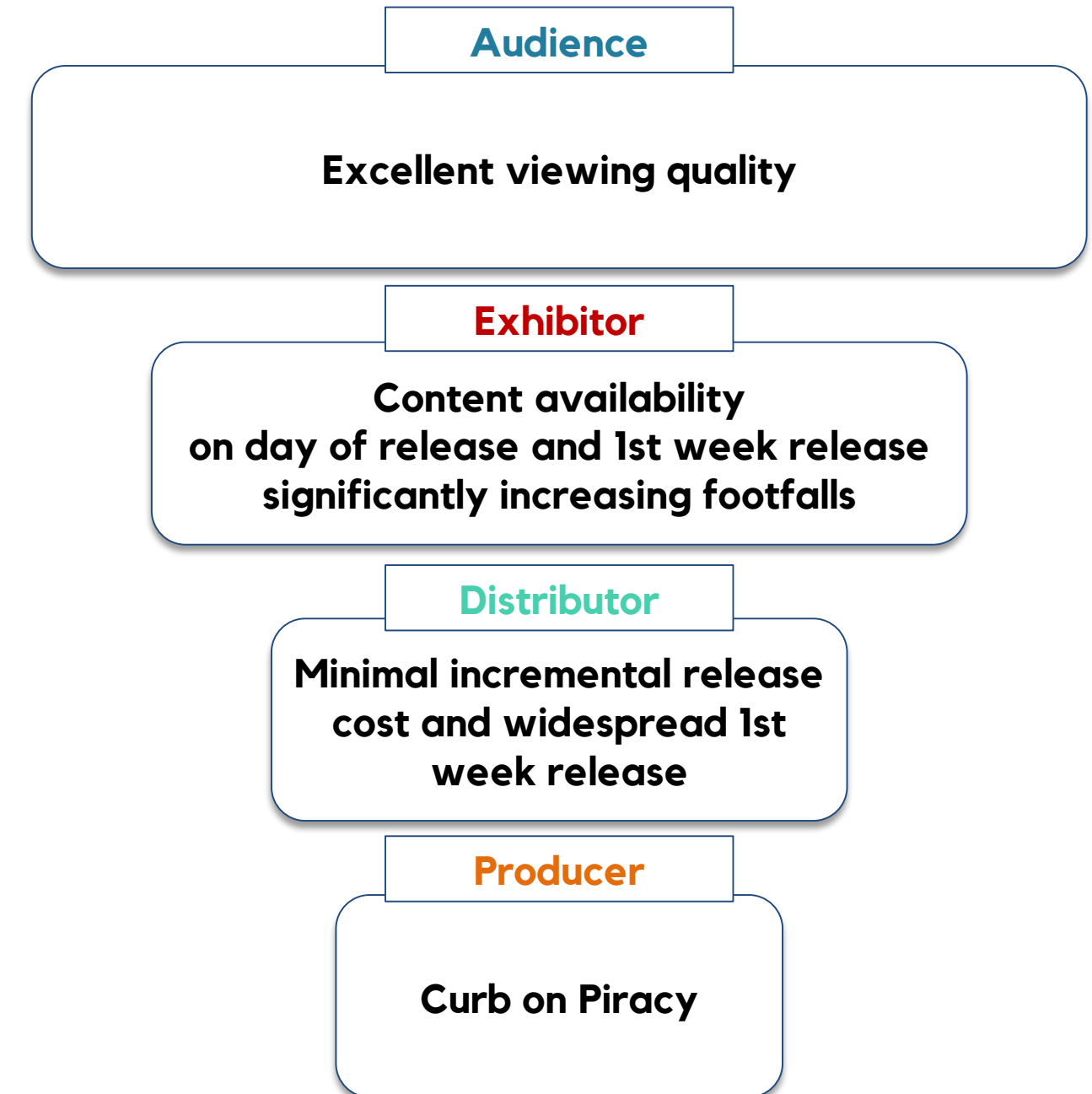
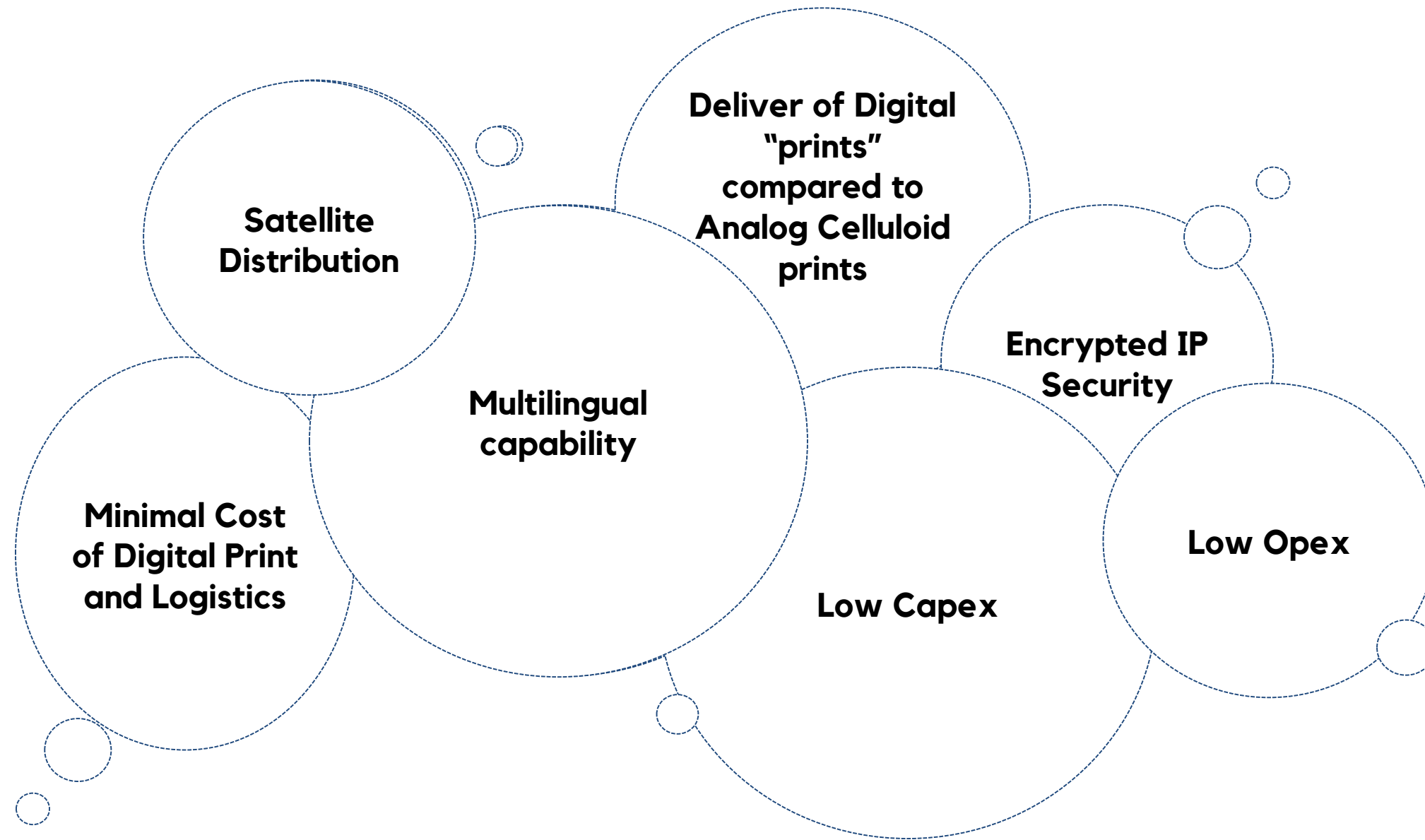
Digital Cinema Era

Satellite or Physical Delivery of Digital Prints



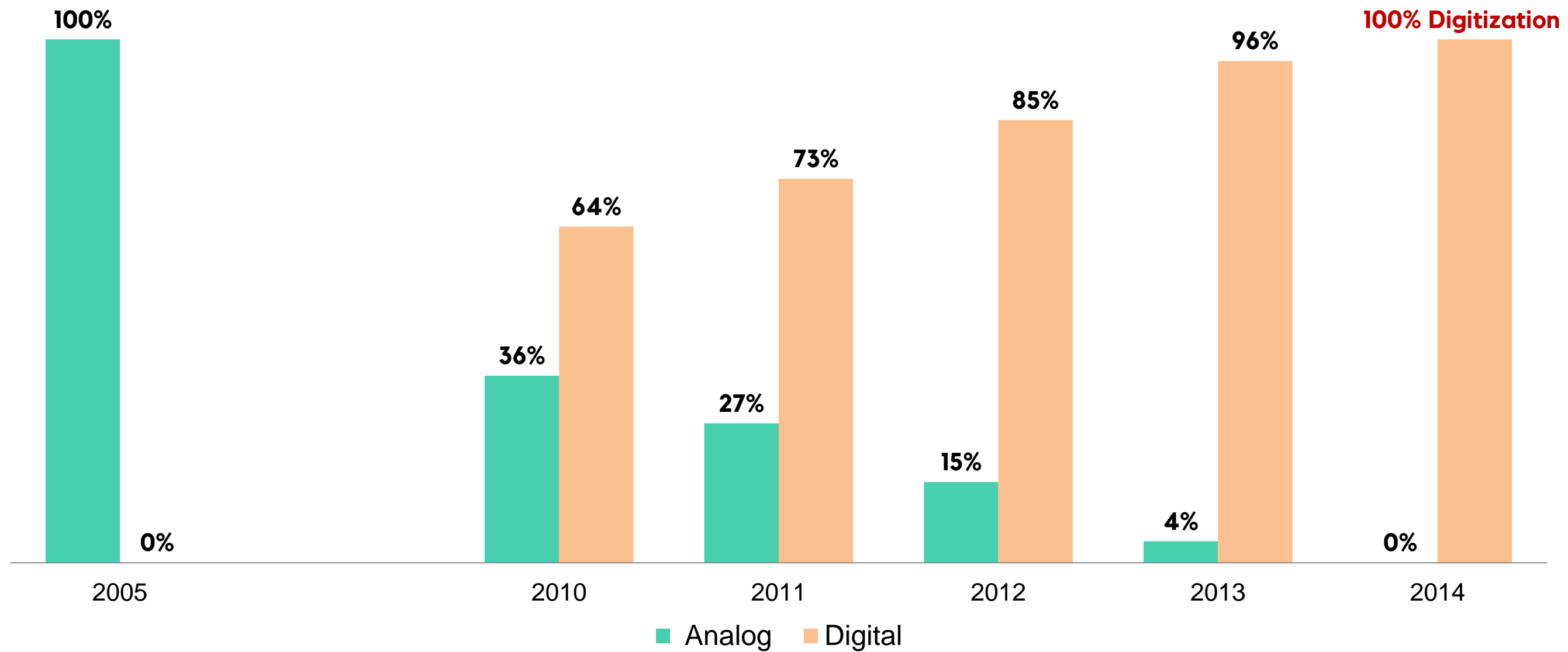
Digitization has redefined film economics by enabling pan-India releases on day one and improving viewing experience

Advantages of Digital Cinema



Journey of Digitization in India

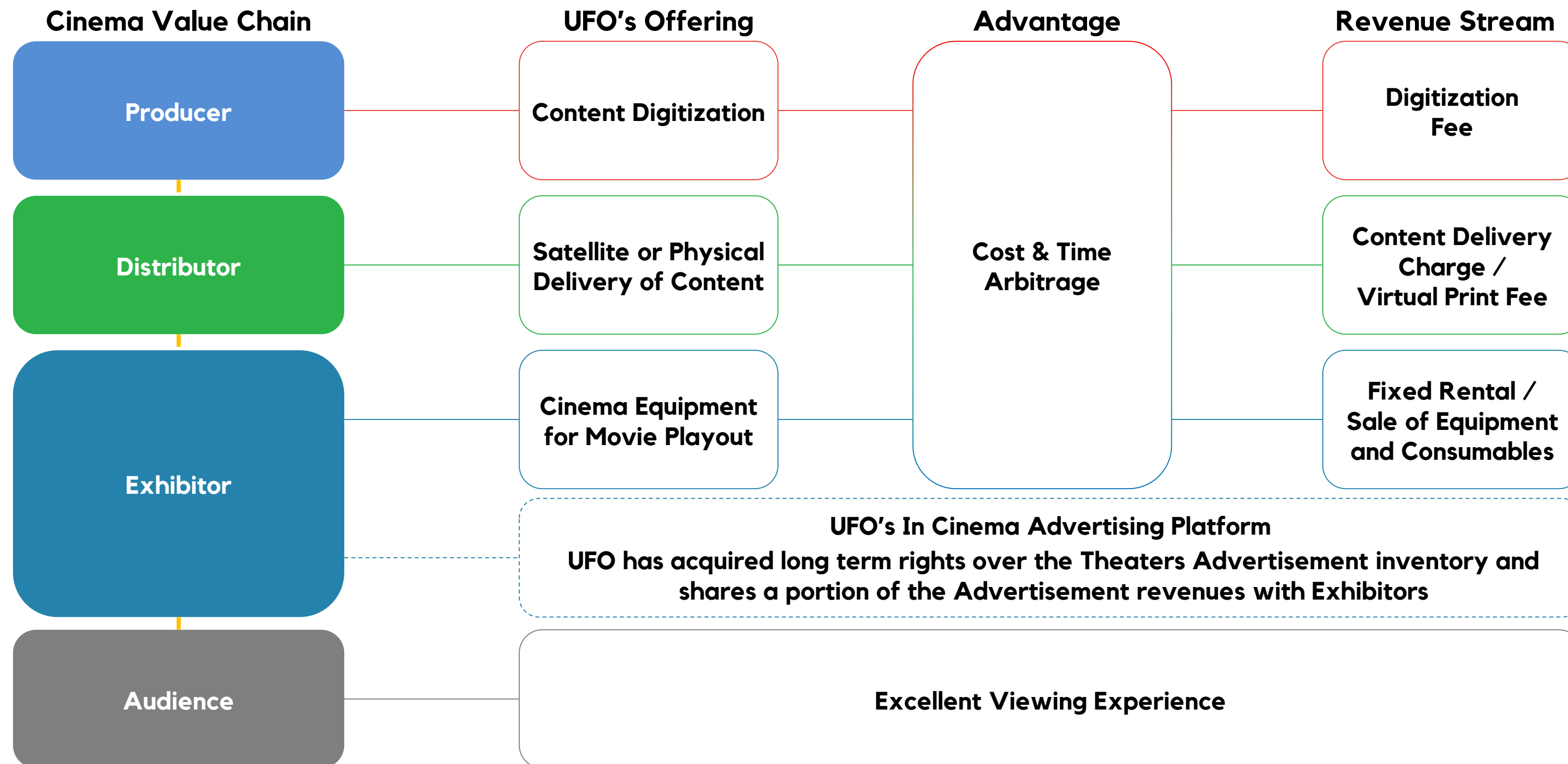
Analog and Digital Prints Released in India



Digitization of Cinemas in India has led to widespread release of Movies resulting in Multiplier effect on Box Office Collections.

*Data is based on the top movies released during the period on UFO's network

UFO's Offerings



UFO's In-Cinema Advertising at a Glance



3,769
High Impact
Ad Screens



1,382
Cities & Towns
Across India

~1800
Movies
Digitally
Delivered
Annually*



Power to Impact
upto 1.9 billion
Viewers
Annually



Data as on June 2024.

* Excluding FY22 and FY21 and including versions & languages

Advantages of UFO's In-Cinema Advertising

Remote Capable : "Access to even the most remote areas of India."

Transparent : "Know when its played"

High Recall : "Follow your audience home"

Captive Audience : "Targeted and engaged"

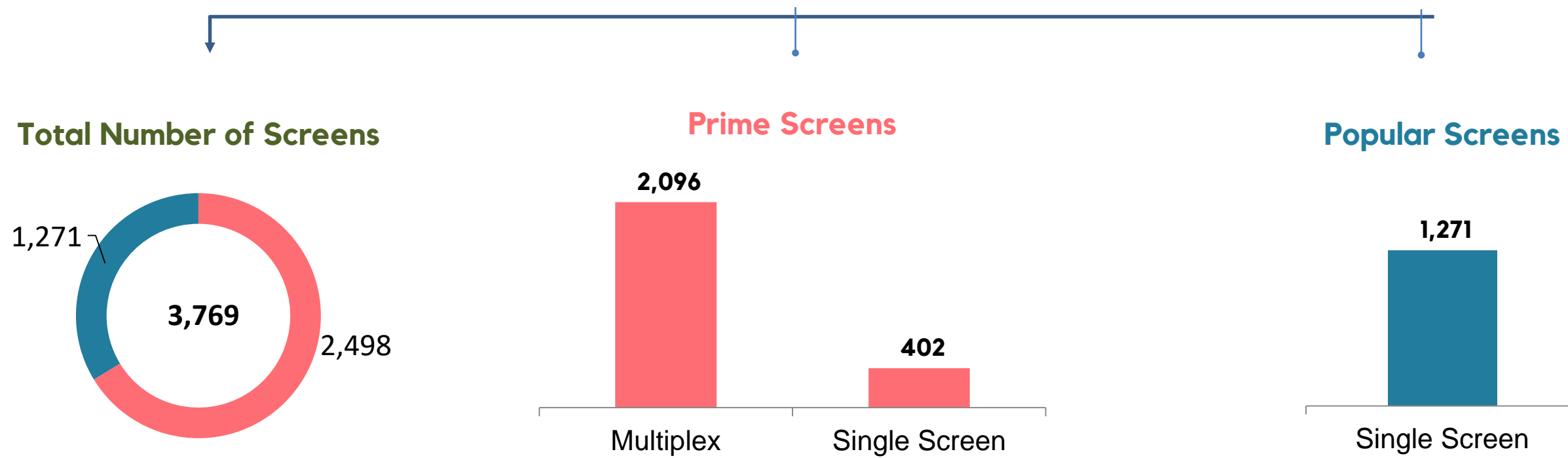
Multi-lingual: "Go local for better reach"

Unique : "Innovative advertising options"

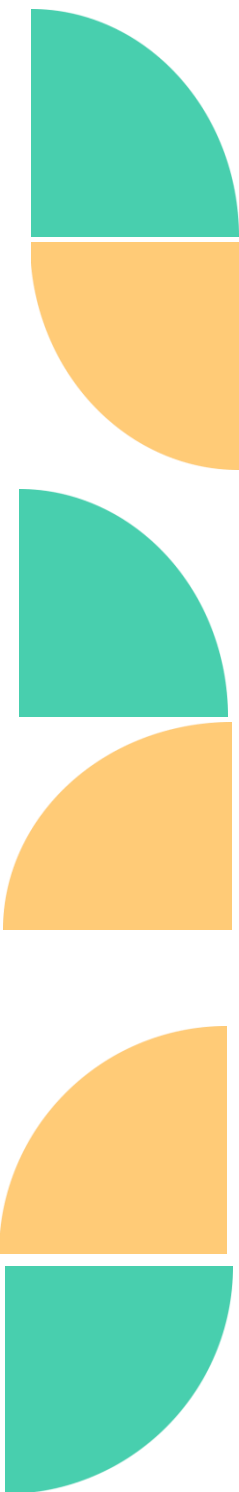
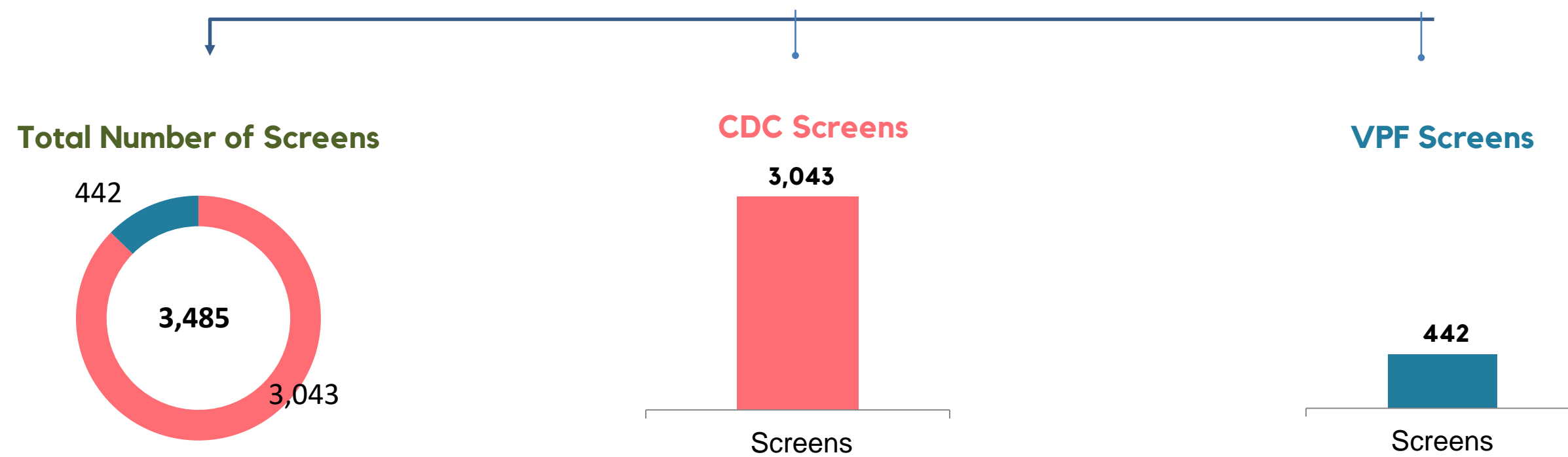
Flexible: "Play by region, film show, or cinema."

Screen Network as on Q1FY25

Advertisement Screen Network



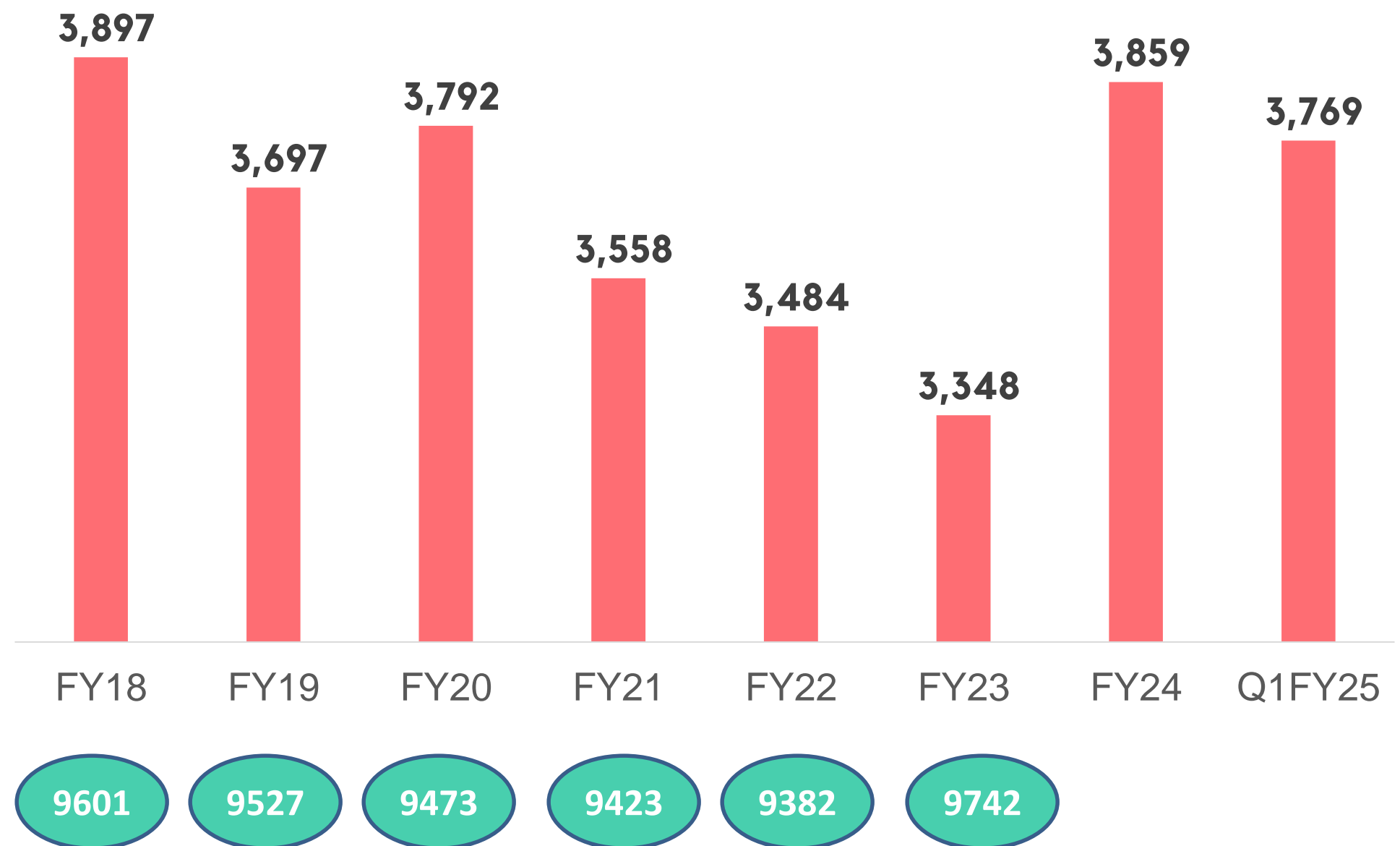
Theatrical Screen Network



UFO's Ad Screens over the years

Advertising Network

Total Screen Count in India*



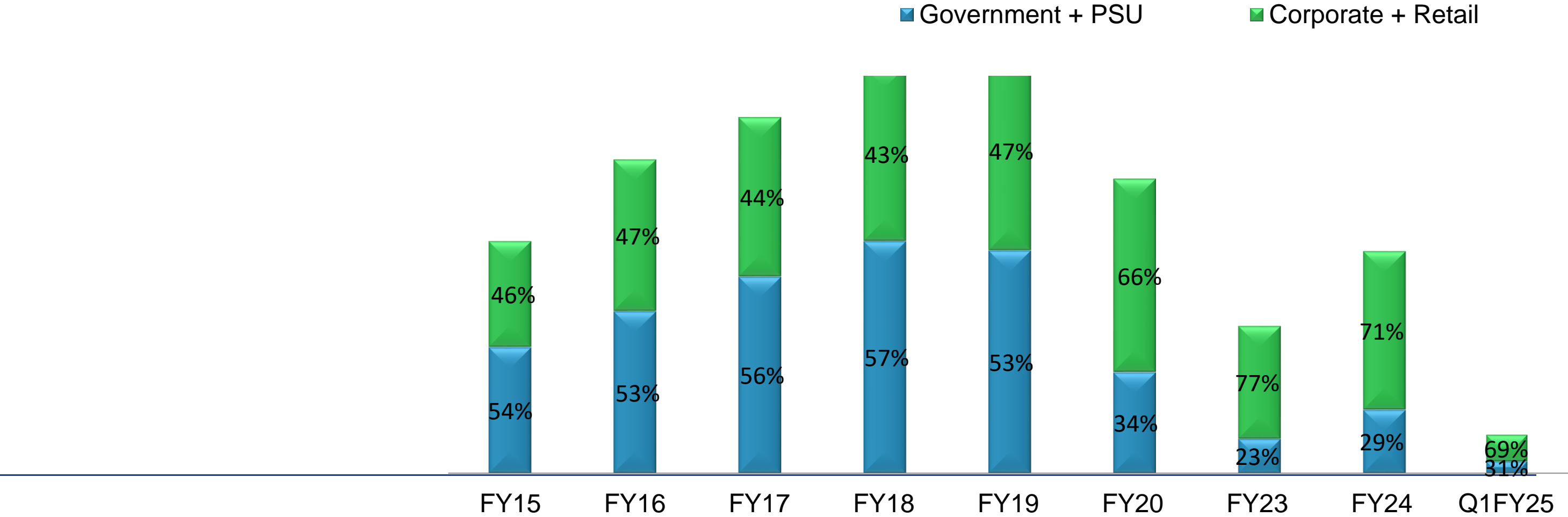
* Total Screen Count in India is based on Calendar year and only referred for the broad comparison

Advertising in India

Rs. bn

Segment	2019	2020	2021	2022	2023	2024E
Television	320	251	313	318	297	308
Print	206	122	151	170	178	188
Radio	31	14	16	21	23	24
Cinema	8	2	1	5	8	9
OOH	39	16	20	37	42	47
Total Traditional Media	604	404	500	550	547	575
Digital (incl. online gaming)	285	289	391	510	589	676
Total Advertising	889	693	891	1,060	1,136	1,251

Historical In-cinema Advertising Performance



# of Screens with Ad Rights	3,784	3,713	3,745	3,897	3,697	3,792	3,348	3,859	3,769
Annual Ad Revenue / Screen (Avg) (INR)	316,346	410,275	474,597	535,847	561,102	395,524	216,702	309,800	50,550
# of Minutes Sold / Show / Ad Screen	3.36	4.15	4.34	5.19	5.54	4.16	3.06	4.22	2.35



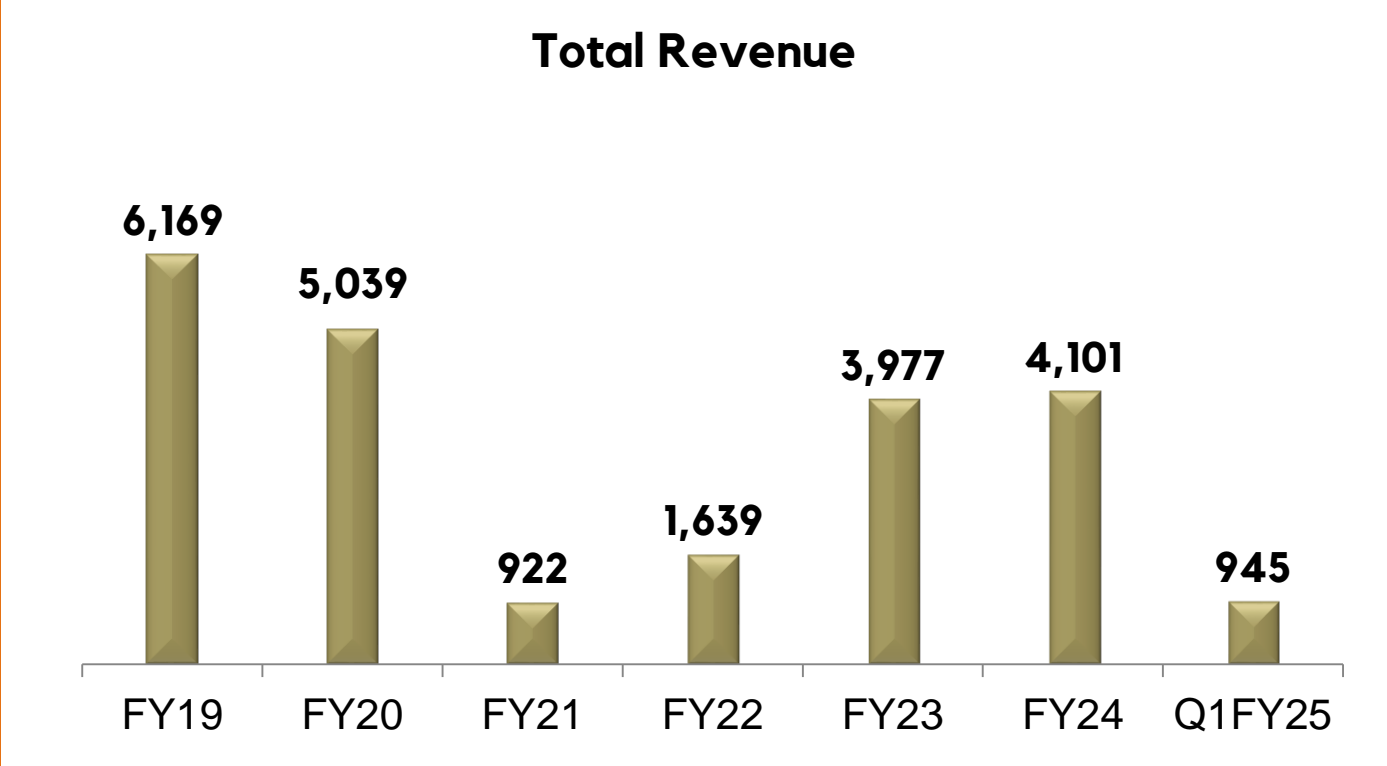
Marquee Advertiser Base

Leading MNCs and Indian corporates across sectors advertise on the UFO platform

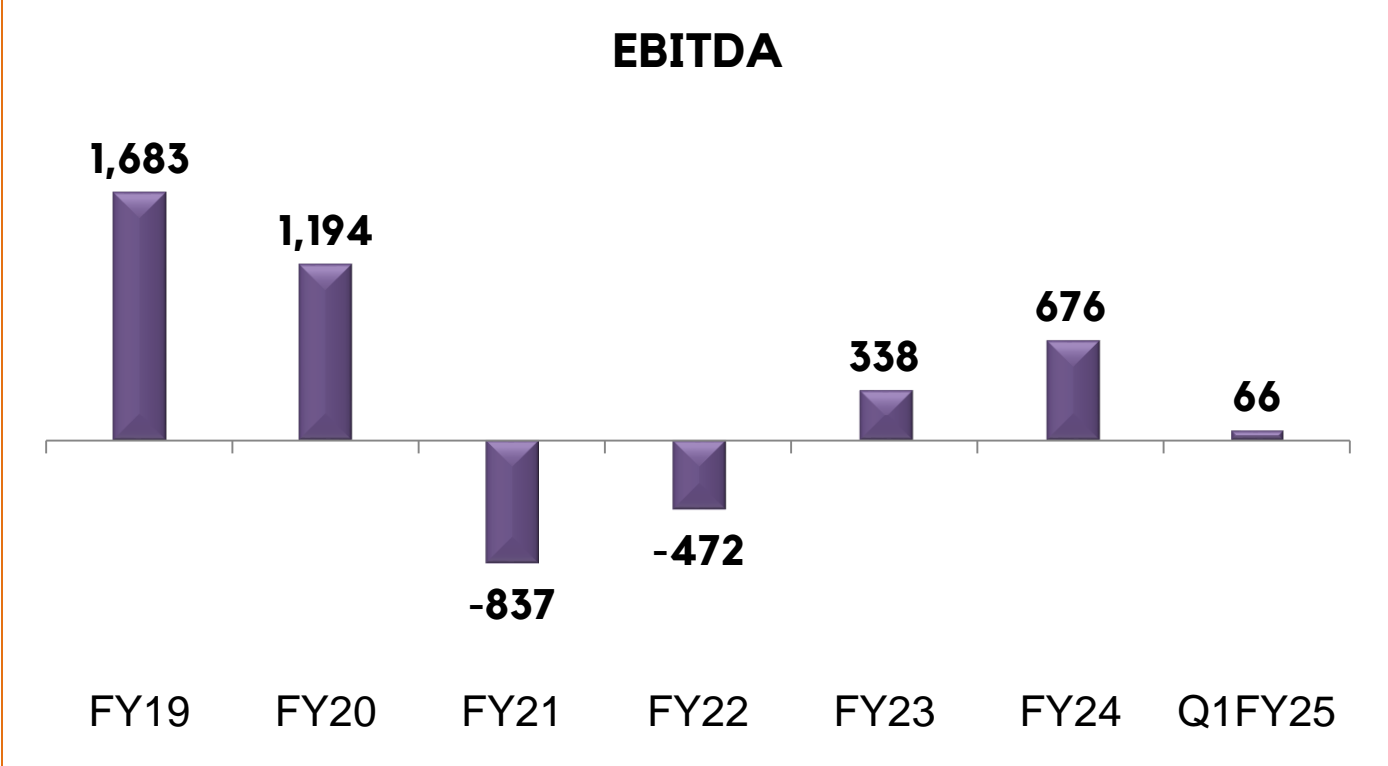
FMCG	Nestle Good Food, Good Life Amul Coca-Cola PEPSI P&G Colgate Hindustan Unilever Limited Kellogg's
MEDIA	Pidilite emami BRITANNIA Eat Healthy, Think Better UNITED SPIRITS L'ORÉAL ITC Limited Dabur LUXOT Gillette Godrej
FIG	SONY HT Media colors VIACOM18 StarPlus NDTV CHANNEL [V] ESPN STAR SPORTS The Walt Disney Company THE TIMES GROUP ZEE TV
AUTO	Edelweiss Ideas create, values protect ICICI Bank HDFC BANK We understand your world MetLife MCX Trade with Trust FUTURE GENERALI TOTAL INSURANCE SOLUTIONS BAJAJ Allianz Max Bupa Health Insurance GEOJIT BNP PARIBAS
OTHERS	SUZUKI HYUNDAI VW Mahindra HONDA BAJAJ TVS HERO HONDA
	LG BOSCH BRIDGESTONE asianpaints Whirlpool Berger TATA SKY
	Microsoft YAHOO! flipkart.com SAMSUNG McDonald's VI KIA Karbonn Mobiles

Financial Highlights

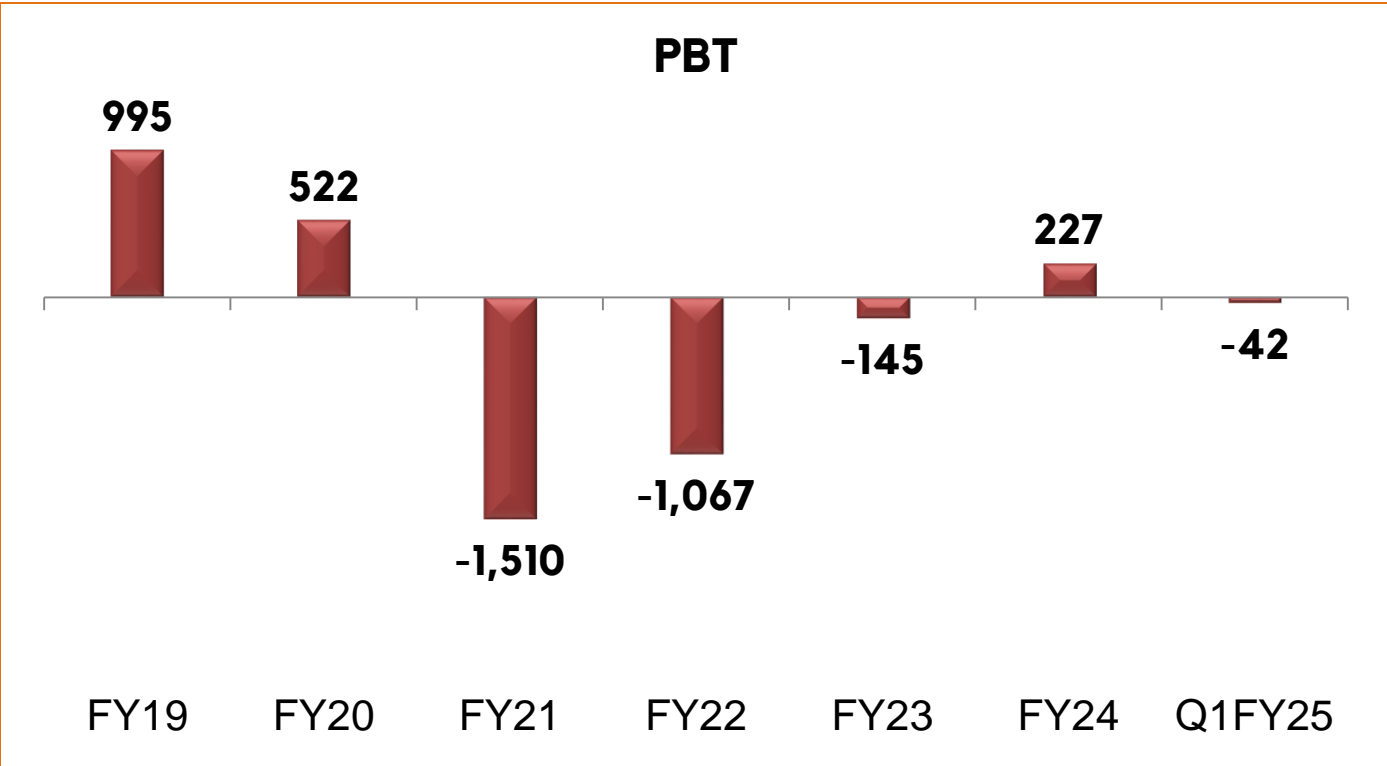
Rs. Mn



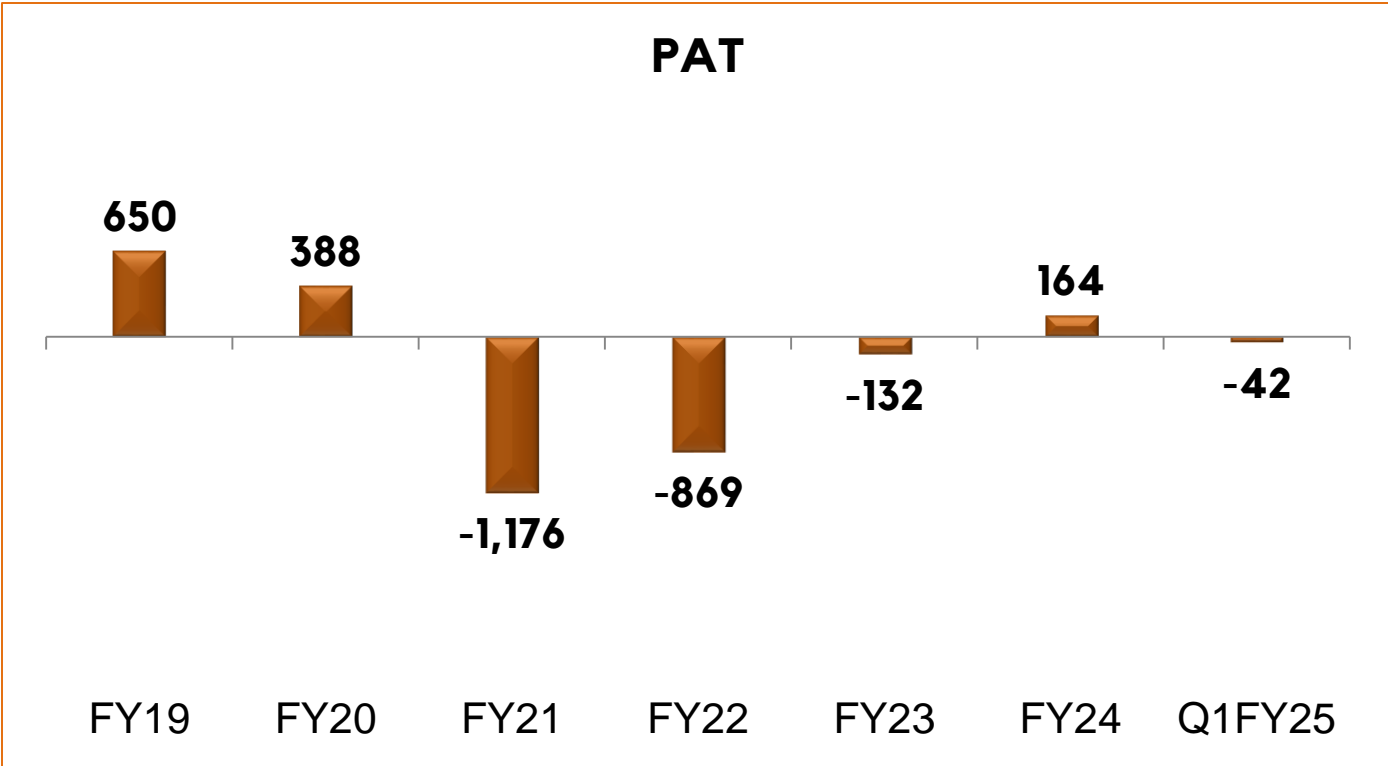
Rs. Mn



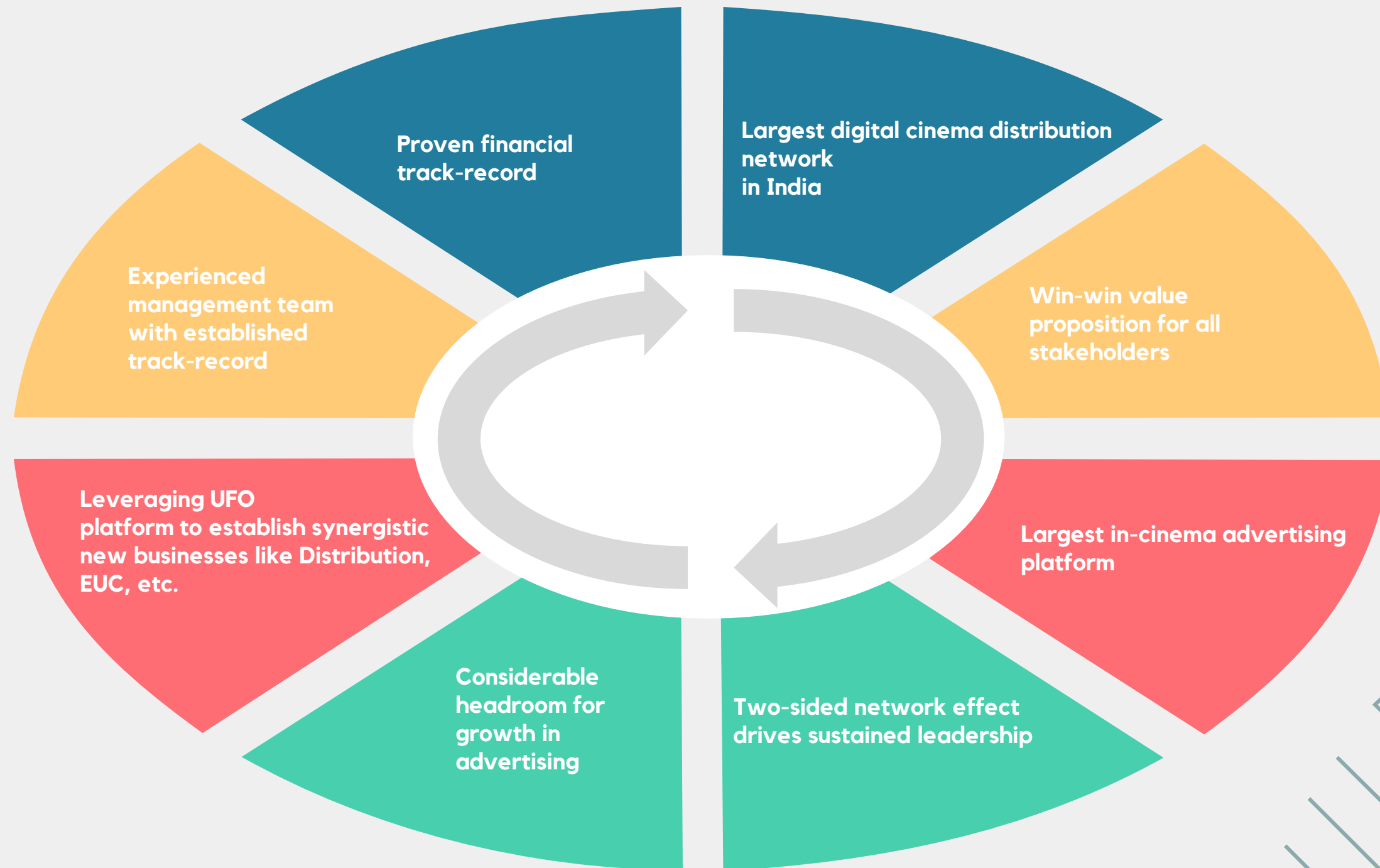
Rs. Mn



Rs. Mn



Conclusion



THANK YOU

