

onmobile

# ANNUAL REPORT 2020





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# OVERVIEW

## Overview

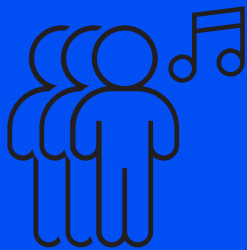
2.52  
BILLION

Consumer  
reach



1.4  
BILLION

Digital  
reach



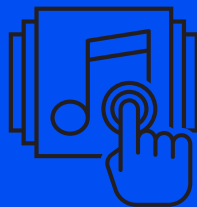
110  
CUSTOMERS

Across the globe



11.03  
MILLION

App  
installs



107  
MILLION

Monthly  
active users

# Chairman's Message

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Dear Shareholders,

As we can all acknowledge, the world is quite different in 2020. Our fiscal year finished with a lockdown, but the changes only highlighted the solidity of our business. Despite the COVID-19 pandemic, our 700 employees were able to perform their full duties from home with no interruption of any of our services. Revenues were maintained and receivables were collected from almost all our customers, most of them telco operators who witnessed a boost in consumption as consumers spent more time on their mobile devices than ever before.

We started the year strong in April 2019 with the renewal and signature of major contracts. The deployment of these new contracts was successfully done and for the first time, the tones app and tones service management were deployed fully cloud based without deep telecom network integration. Tones revenue was at INR 2,186 Million with a growth in the last quarter for the first time in three years driven by an increase in subscribers and ARPU. Video and editorial remain very solid with revenues of INR 2,557 Million a growth of 7.2% year over year.

Investment in gaming was increased to about INR 125 Million, fueled by the strong demand for new 5G services and the opportunity to offer a one of a kind platform that combines cloud gaming, social gaming and e-sports. We will launch our new product in 2020, direct to consumers and through our relationships with operators and partners. We plan to substantially increase our gaming investment in the 20-21 financial year to develop and launch the new service. Already we have announced an investment of CAD 1 Million in rob0, an AI analytic

platform for game developers that will be well integrated in our offering. We are increasing the size of our gaming team and will hire the best in the industry to ensure a successful launch.

We are closely reviewing some of our LATAM operations, which are in losses during the year as we plan to bring this loss to a breakeven by the end of 2020-21. Unfortunately for some LATAM customers, we may have to pull back considering our lack of scale and high financial commitments required to grow these markets.

Our global revenues for the year were of INR 5,724 Million and EBITDA of INR 409 Million. Due to new accounting rules, the upfront fee of INR 160 Million paid to renew our contracts was deducted from our revenues and EBITDA. Without this adjustment, revenues are stable, excluding India's ongoing degrowth of 6% which represent 17% of total revenues. We believe the revenues in India should stabilize from this point and grow back with the launch of our new gaming service.

Finally, a special thanks to all our shareholders, most of you being investors with us for many years. Real changes are happening, not only in the market but throughout the company. This coming year will be a good combination of solidity, continuation, and ambitious endeavors. I always believe in good business balance while taking the right risks at the right time.

**François-Charles Sirois**  
**Executive Chairman**

# CEO's Message

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Dear Shareholders,

This is my first letter as CEO of our company. It's been a productive month as I have conversations with employees and customers across our regions. There is focus and momentum as we continue to consolidate our efforts on providing the best experience in mobile entertainment.

Within the industry, gaming is the fastest-growing and most exciting area. There are more gamers than ever before and gaming remains the most engaging form of entertainment. As I said when I took this role, OnMobile is at a transformational point. We are investing in the gaming space, hiring top talent and building a platform that blends four key disruptive gaming trends: Social, Cloud Gaming, E-Sports and AI.

Social Gaming has become the vehicle through which social activity is increasingly occurring. Playing games together is bringing joy and companionship to countless players around the world.

Cloud Gaming is on track to be as transformative as Mobile Gaming. While the market is relatively young, it will eventually disrupt the games business.

E-sports & Competitions has become a popular activity and has rapidly moved from the fringe to the mainstream as viewership has crossed 400M audience worldwide.

AI-powered analytics is critical as game developers look to leverage machine learning to get real-time insights to increase customer engagement, retention, gameplay and revenue. Our Rob0 AI analytics platform for game developers will be well integrated in our offering.

Overall, we have an exciting year ahead with the gaming platform launch and expanding our existing businesses with new operators and several players in the digital ecosystem.

I thank all OnMobile employees for their commitment and dedication. I welcome onboard our new team members, shareholders and partners and look forward to a very successful year ahead.

**Krish Seshadri**  
**Chief Executive Officer**



# President & COO's Message



Dear Shareholders,

As I pen this note, the world is confronting an unprecedented health crisis in the form of COVID-19, that deeply impacts the global economy and each and every one of us. Our thoughts remain with all health care workers on the frontline, our employees across the globe, our clients and partners who are battling this crisis in one form or the other.

We are proud to report that OnMobile has been able to contribute positively, with our CRBT and other services helping billions of people across India, Mexico, Spain and Africa, providing them information and resources to combat COVID-19. Users calling anyone on the mobile network heard a message, which informed them about the practices to be followed as directed by the local governments. In some cases, users were informed about the precautionary measures to prevent getting infected and actions to be taken in case of infection. We also provided the ability to change the communication as the days progressed and ensured that we conveyed the message in multiple languages depending on the user's region.

As an organization, we have been able to move into a full work from home model across our global offices as the safety of our employees is of paramount importance. At the same time, we have ensured seamless business continuity for our global customers, partners, and vendors, adapting many best practices to ensure that there is no impact on the services we offer. We believe we will come out stronger at the end of this crisis and continue to adapt and scale greater heights in "The New Normal"

FY19-20 was a year with many highlights across the globe as we continued to build on the strengths of the previous year and signed major new deals. We expanded our business by signing up new operators and more importantly newer business models, with OTT players, wallet services providers and ad-funded to expand the reach of our services and products.

Data consumption increased multifold across the world especially in developing markets, providing an impetus to create new avatars of our legacy services to adapt to this need. We launched the RBT 2.0 App across India and the Middle East and have rapidly gained adoption of over 11 Million users. In addition to this, we have integrated with third-party wallets to ensure the services can be provided with alternate charging and billing models to keep in-line with the consumer demand.

Operators and consumers in Europe have adopted to service offering of games and edutainment products, especially centered around the needs of children. We are seeing encouraging results with the early adopters. On the OTT front, we helped extend operator billing as a channel for these service providers with a major operator in the Spanish market during this year.

GenZ as consumers is very demanding, leading us to identify new segments and use cases to cater to their needs. In the Indian and other Asian markets, we extended our platforms especially products like a contest to service OEM customers and increase their engagement on the latest devices being launched. We have achieved a service engagement in page views per session of 3 times over the industry benchmark. In keeping with this generation's affinity towards freemium services, we have increased our focus on developing and integrating ad-funded models for many of our services. This will help expand the user base and allow consumers to be able to try and experience our service before they go on to become, loyal customers.

Overall, this has been a year that allowed us to consolidate our efforts on creating and providing the best experience in Mobile Entertainment for our consumers and experiment with multiple business models to aid our expansion. I would like to thank our customers, partners, shareholders, and colleagues for their support in helping us to continue raising the bar and no matter the challenge we will strive to come out winning on the other side.

**Sanjay Bhambri**  
**President & Chief Operating Officer**



# Products & Services

## Q1

### RBT 2.0 App

Vodafone India

### Tonos De Espera

Telefonica Spain

### RBT 1.0 App

Vodafone Spain

### MWEB 1.0

Vodafone Spain

### Cricket prediction contest

Airtel India

### Kids Planet

Vodafone Spain

### Games

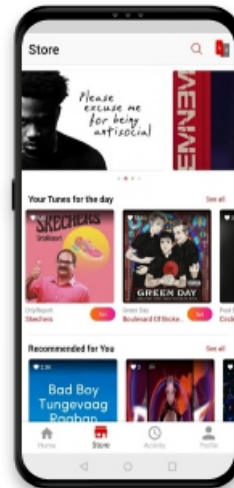
Launched in Mexico

### Sports

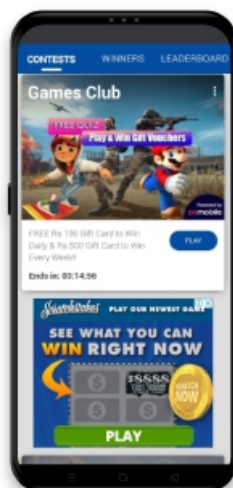
Ooredoo Oman

### Emocion

Movistar Spain



## Q2



### RBT App 2.0 iOS

Vodafone India

### Paytm wallet integration

Vodafone India

### MWEB 1.0

Telefonica Spain

### CDMS

Vodafone India

### Connect

Vodafone Spain

### Recommendation Engine

Vodafone India

### Theme based contest

Samsung India

### Games

Launched in Brazil

### Sports

Ooredoo Qatar

### Space platform & Pay

integrated in 35 operators and 5 services.



# Products & Services

## Q3

**RBT App 2.0**  
Du Dubai

**Progressive Web App**  
Vodafone India

**RBT App 2.0**  
Idea India

**SDK**  
Idea India

**Games**  
Launched in Europe

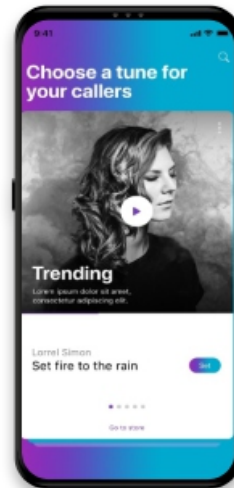
**Games Ecosystem PoC**  
Launched for 3 Operators

**Theme based contest**  
Handset OEM,  
Micromax India

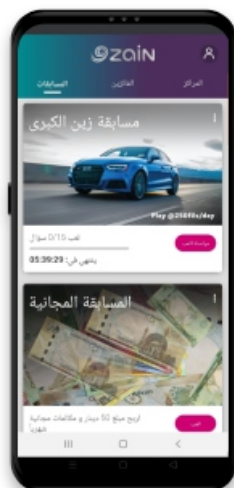
**Kids**  
Movistar Mexico

**Sports**  
Bkash, Bangladesh

**OnMobile's billing system**  
Nubico, Spain



## Q4



**Ringtone feature in 2.0 App**  
Telefonica Spain

**Progressive Web App**  
Vodafone Qatar

**Mega Contest**  
Zain Bahrain

**Theme based contest**  
Handset OEM,  
Gionee India

**Kids Planet**  
Vodafone Italy

**Kids Play**  
Telefonica Spain

**Tinder Gold service**  
Telefonica Spain

**CVAS services**  
moved to HTTPs  
Telefonica Spain

**Games**  
PhonePe switch

# Corporate Information and Board of Directors

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## Board of Directors

François-Charles Sirois	Executive Chairman
Rajiv Khaitan	Independent Director
Nancy Cruickshank	Independent Director
Sanjay Kapoor	Independent Director
Gianluca D'Agostino	Independent Director
Geeta Mathur	Independent Director
Steven Fred Roberts	Non-Executive Director

## Board Committees

### Audit Committee

Rajiv Khaitan	Chair
Gianluca D'Agostino	Member
François-Charles Sirois	Member

### Nomination and Compensation Committee

Nancy Cruickshank	Chair
Sanjay Kapoor	Member
Gianluca D'Agostino	Member

### Stakeholders Relationship Committee

Rajiv Khaitan	Chair
Sanjay Kapoor	Member
Gianluca D'Agostino	Member

### Corporate Social Responsibility Committee

Rajiv Khaitan	Chair
Nancy Cruickshank	Member
François-Charles Sirois	Member

### Risk Management Committee

Sanjay Kapoor	Chair
François-Charles Sirois	Member
Nancy Cruickshank	Member

The constitution of the Board and Committees is as on August 10, 2020

## Company Secretary

P V Varaprasad

## Statutory Auditors

B S R & Co. LLP

## Internal Auditors

Ernst & Young LLP

## Bankers

Kotak Mahindra Bank Limited

Citibank N A

ICICI Bank Limited

State Bank of India

Standard Chartered Bank

Stanbic Bank

Eco Bank

Royal Bank of Canada

Ciaxa Bank, Spain

Standard Bank, South Africa

Skandinaviska Enskilda Banken, Sweden

HSBC Bank, Bangladesh

## Registered Office

Tower#1, 94/1C & 94/2,  
Veerasandra Village, Attibele Hobli,  
Anekal Taluk, Electronic City Phase 1, Bangalore 560  
100, Karnataka, India  
T +91 80 4009 6000; F + 91 80 4009 6009  
CIN: L64202KA2000PLC027860  
E: Investors@onmobile.com  
www.onmobile.com

## Registrar and Share Transfer Agent

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Gachibowli, Financial District, Nanakramguda,  
Serilingampally Mandal, Hyderabad – 500 032  
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