

1 Mobavenue AL Tech Ltd.

Mobavenue AI Tech is a global, AI-native AdTech and consumer growth platform that helps brands drive measurable growth across the entire customer journey. Its proprietary A3 framework-Awareness, Acquisition and Activation- integrates brand building, customer acquisition and user re-engagement on a common AI and data intelligence layer. The company serves 155+ brands across multiple industries and geographies, with its GMP 360 platform enabling programmatic advertising and outcome-led growth across Mobile, CTV, OTT, Web, OEM and DOOH.

2 Business Overview

- **A1 - Awareness:** AI-powered omnichannel solutions enabling brands to build awareness and reach the right audiences across Mobile, CTV, OTT, Web and DOOH, with intelligent targeting and budget optimization to minimize media wastage.
- **A2 - Acquisition:** AI-driven user acquisition solutions that identify high-intent users and optimize bidding, targeting and conversions across mobile apps, OEMs, search, contextual media and partner channels to improve customer acquisition efficiency.
- **A3 - Activation:** AI-powered remarketing and retargeting solutions that re-engage existing and lapsed users through personalized creatives, predictive bidding and real-time targeting, helping brands improve retention and maximize customer lifetime value.
- **Outcome-Based Revenue Model (OAAS):** An Outcomes-as-a-Service (OAAS) model, where revenue is driven by measurable consumer outcomes delivered through its platforms. Overall revenue is linked to the total outcomes generated and average revenue per outcome, rather than a traditional SaaS licensing model.

3 Key Strengths

- More signals improve models, better models improve outcomes, better outcomes attract more spend, creating a self-reinforcing growth cycle.
- Owns the entire infrastructure and platform ecosystem, reducing dependence on third-party technology.
- Supports brands across Awareness, Acquisition and Activation through specialized AI-powered products on a common intelligence layer.
- Software-led platform with significant operating leverage, enabling scalable growth without proportional increases in manpower or infrastructure.
- Processes 1.3Bn+ consumer, campaign, contextual and behavioral signals to make intelligent decisions at scale.
- Focuses on measurable consumer outcomes, aligning revenue generation with client success and business performance.

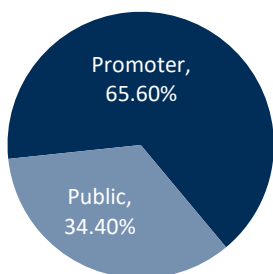
4 Key Growth Drivers

- Expand wallet share through cross-selling, upselling, customer success initiatives and long-term strategic partnerships.
- Identify strategic acquisition targets across different segments to accelerate growth.
- Leverage the scalable, asset-light platform to accelerate international expansion across emerging and developed markets.
- Increase investments in AI, ML and proprietary technology to build intelligent agents and unified campaign management across search, social and programmatic advertising.
- Expand the proprietary product ecosystem, leveraging AI, machine learning, automation and agentic AI across high-growth digital advertising verticals.
- Deliver scalable, data-driven marketing technology to enterprises and mid-sized businesses, with new creative and monetization solutions.

Key Financials	FY25	FY26	Q1-FY27
Revenue from Operations (INR Mn)	867	2,185	728
Sales Growth (Y-O-Y)	NA	NA	NA
EBITDA (INR Mn)	143	454	154
EBITDA Margins (%)	16.5%	20.8%	21.2%
Net Profit (INR Mn)	97	293	117
Net Profit Margins (%)	11.2%	13.4%	16.1%
Diluted EPS (INR)	6.44	19.49	1.51
Diluted EPS Growth (Y-O-Y)	NA	NA	NA

Key Financial Ratios	FY26
Net Debt to Equity	(0.41)x
Interest Coverage Ratio	11x
Return on Equity	32%
Return on Capital Employed	34%
Debtor Days	88
Working Capital Days	128

Shareholding Pattern



Capital Structure

Share Price as on 30th June, 2026	277.7
Number of Shares o/s (Mn)	77.3
Market Capitalisation (INR Mn)	21,465.6
Add: Debt (INR Mn)	84.9
Less: Cash & Equivalents (INR Mn)	456.9
Enterprise Value (INR Mn)	21,093.6
Networth (INR Mn)	9,05.6

Scan for Investor Kit link

