



LatentView Analytics Ltd.

Q1 FY 24

Investor Presentation



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Actionable Insights • Accurate Decisions

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Agenda Items

-  1 Company Overview
-  2 Financial Performance
-  3 Our Growth Strategy
-  4 Investment Rationale
-  5 Responsible Business



Company Overview



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Actionable Insights • Accurate Decisions

Inspiring and transforming businesses to excel in the digital world



1st Analytics company
listed on BSE/NSE



Clients Supported
30+ **Fortune 500**



Presence
3 **regions**
(US, Europe and APAC)



Revenue (FY23)
INR 5,388 Mn
(32% growth from FY 22)



Profit after tax %
(Q1 FY 24)
19.8 %



Passionate Workforce
1000+



Voice of Customer score - FY23
8.5



Awards & Recognition



2022-2023



Netherlands
Conference 2017

NASSCOM AI Award Winner 2018



Analytics Solutions Provider
of the Year 2017



Market Guide for Data &
Analytics Service Providers 2019

Deloitte. Deloitte technology fast 50



Key Partnerships



service delivery



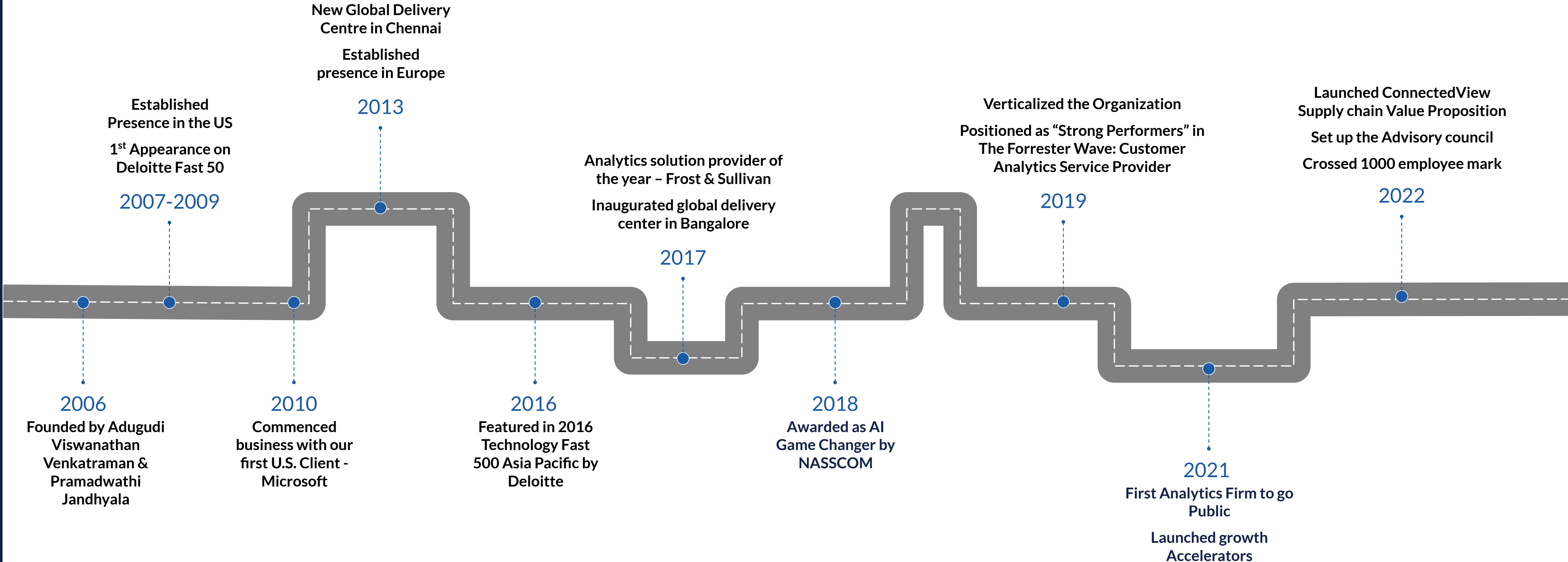
SOLUTION PARTNER



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Driving data driven business decisions from last 17 years



Globalized thoughts, Global footprints

Vision Statement

- Inspire and transform businesses to excel in the digital world by harnessing the power of data and analytics

Mission Statement

- Help clients win by creating holistic and sustainable impact powered by data
- Become a talent magnet by empowering employees through a culture of fun, collaboration and learning
- Drive excellence through thought leadership by ingraining innovation and insight into our DNA

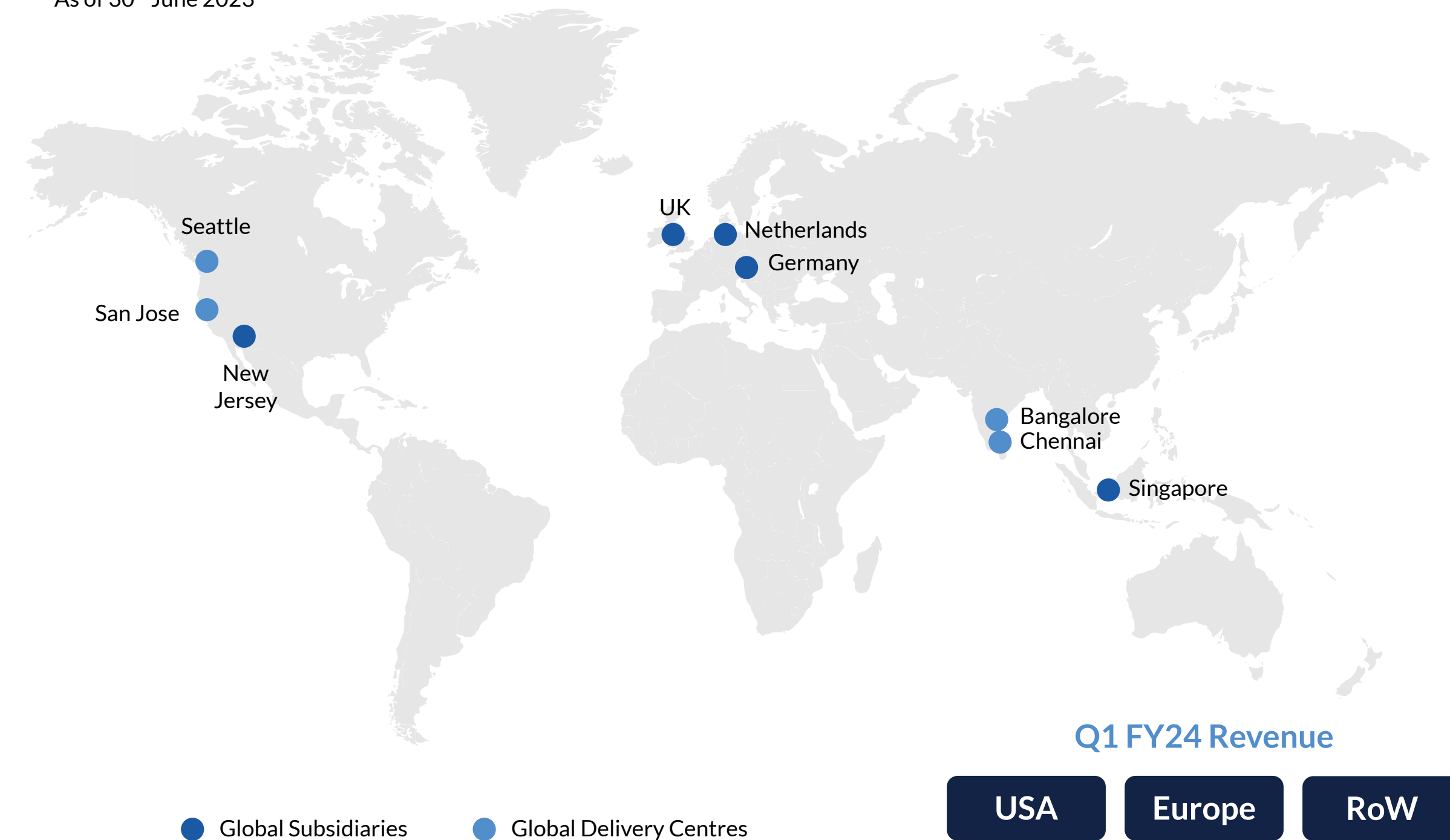
Cultural Values

We Live by a Simple Rule. At LatentView, People Come First

- Happiness
- Trust
- Autonomy
- Diversity & Inclusion
- Equity, Equality and Collaboration

Delivered Analytics Solutions across 3 Continents

As of 30th June 2023



Q1 FY24 Revenue

| Region | Revenue (%) |
|--------|-------------|
| USA | 96.5% |
| Europe | 0.3% |
| RoW | 3.2% |



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Expertise across the various industries

Offerings by Industry

Technology



Industrial



Consumer & Retail



Financial Services



Revenue Mix (Q1 FY 24)

69.2%

13.6%

9.7%

7.5%

Overview

- Customer analytics is being used to uncover insights from app/software data
- Marketing analytics to increase ROI from campaigns and plan budget

- Forecasting demand & supply chain solutions
- Predictive maintenance of machines & equipment

- Social Media Listening
- Product innovation and development
- Product assortment, channel strategy & marketing spend

- Fraud & risk analytics
- Customer analytics supporting new products



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Expertise across the various business functions

Offerings by **Function**



Customer Analytics

- > Facilitates targeted business offering, potential for upselling & cross-selling



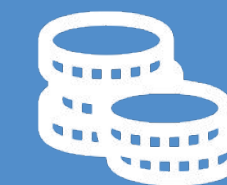
Marketing Analytics

- > Identifying channel strategy & optimizing marketing spend



Supply Chain Analytics

- > Collection & evaluation of data generated across the supply chain



Financial & Risk Analytics

- > Platform to detect fraud, manage risk and enhance portfolio performance



HR Analytics

- > Enables companies to make data-driven decisions on critical people matters



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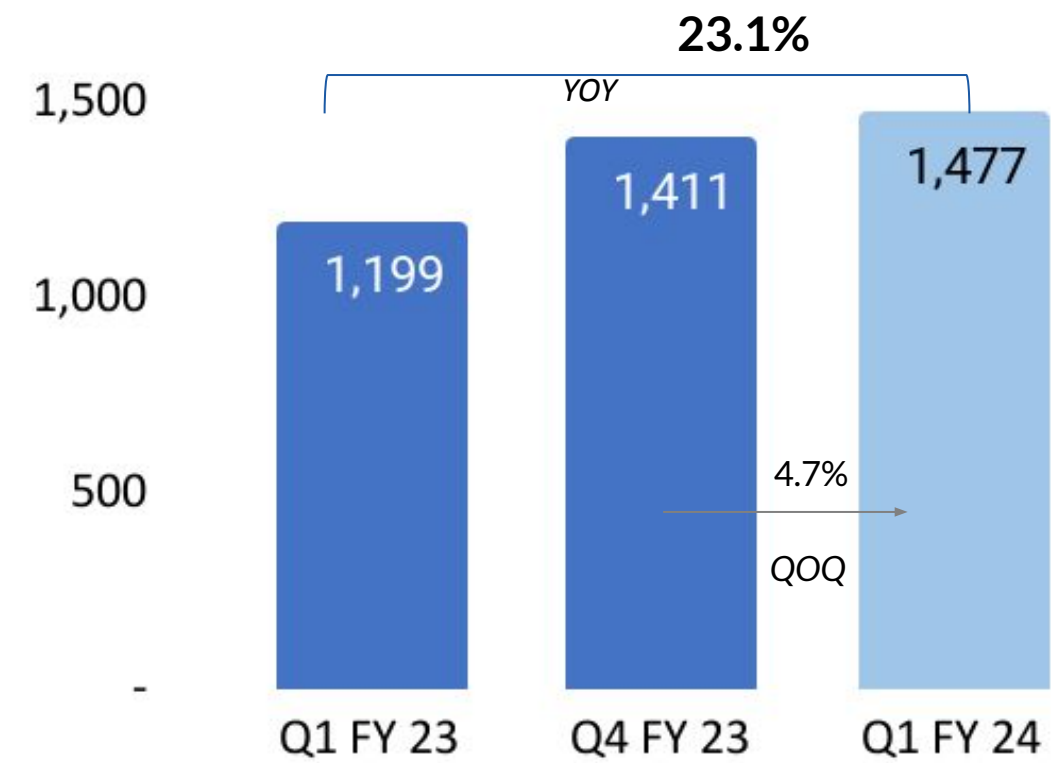
Financial Performance



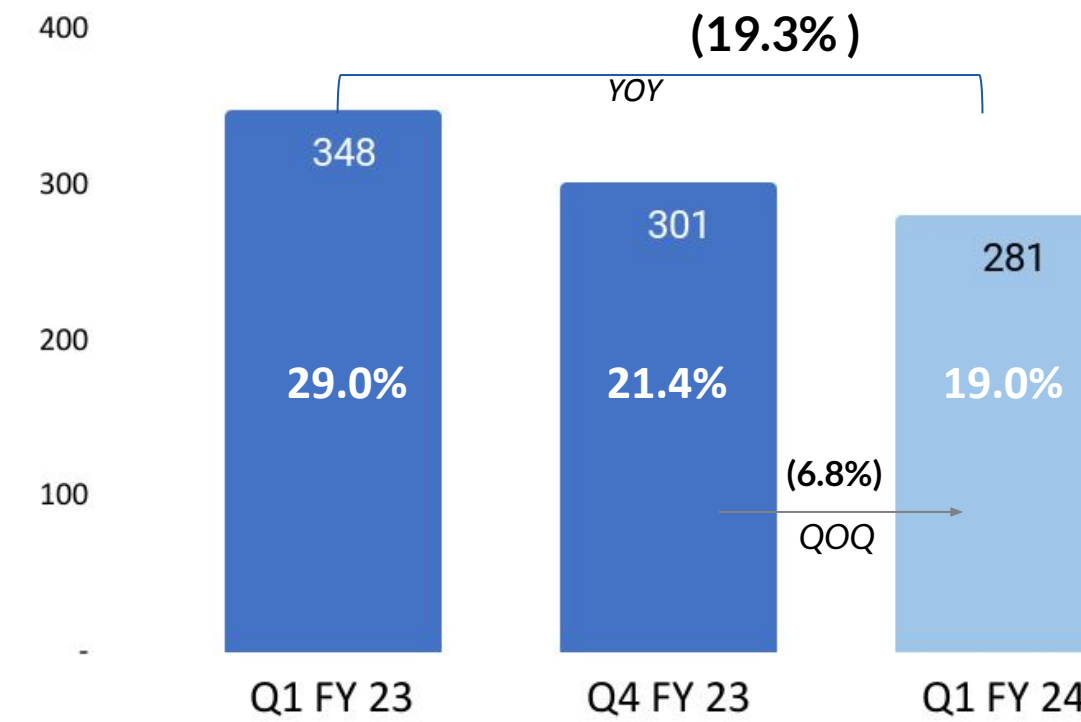
Financial Information

Comparison: Quarter-on-quarter & Year-on-year (Figures In ₹ Million)

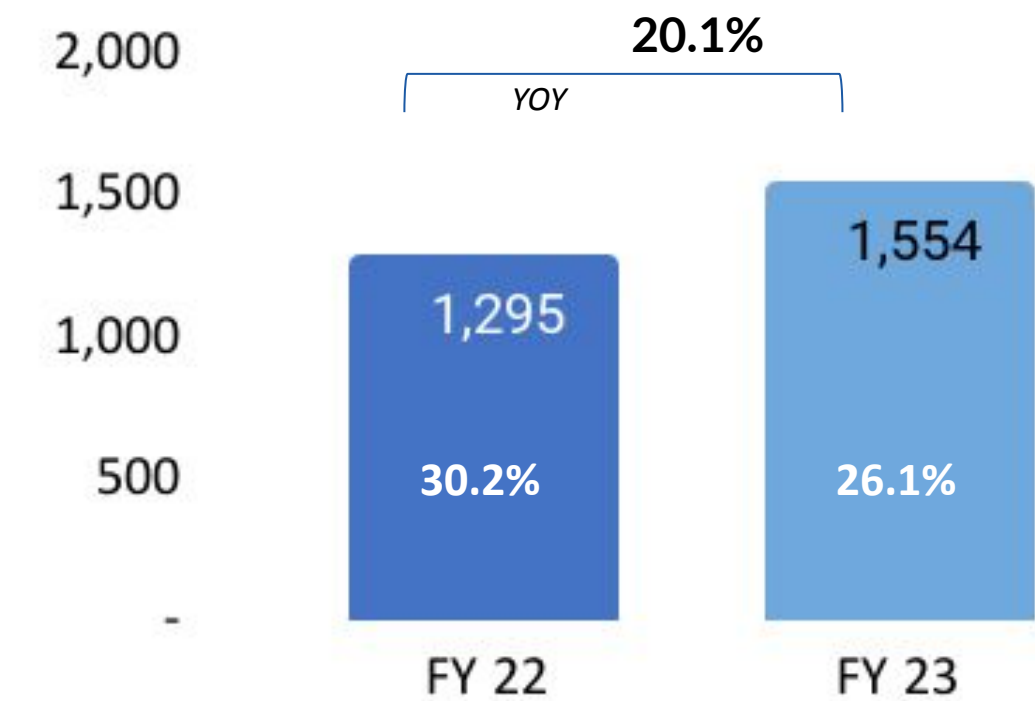
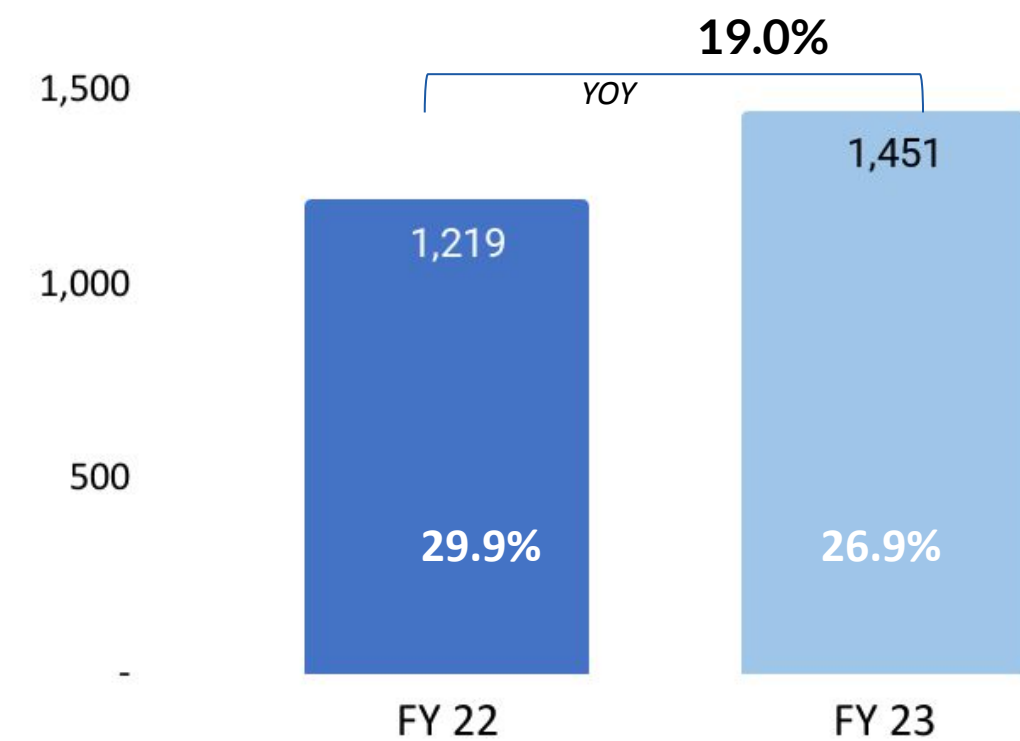
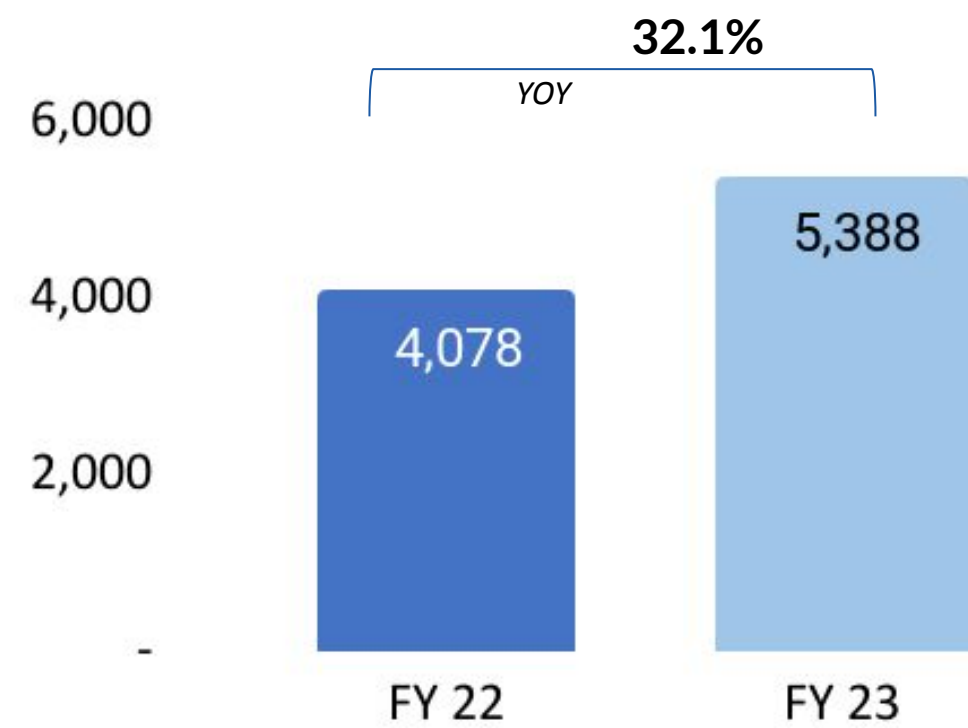
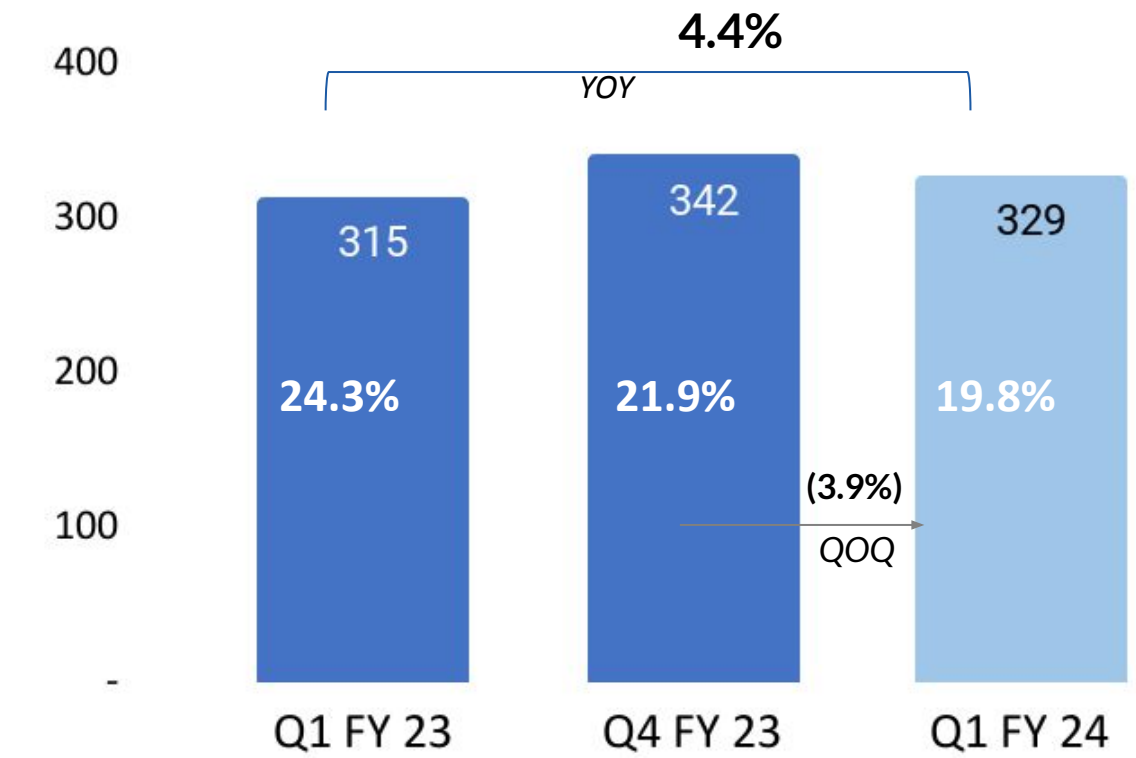
Operating Revenue



EBITDA & Margin (%)



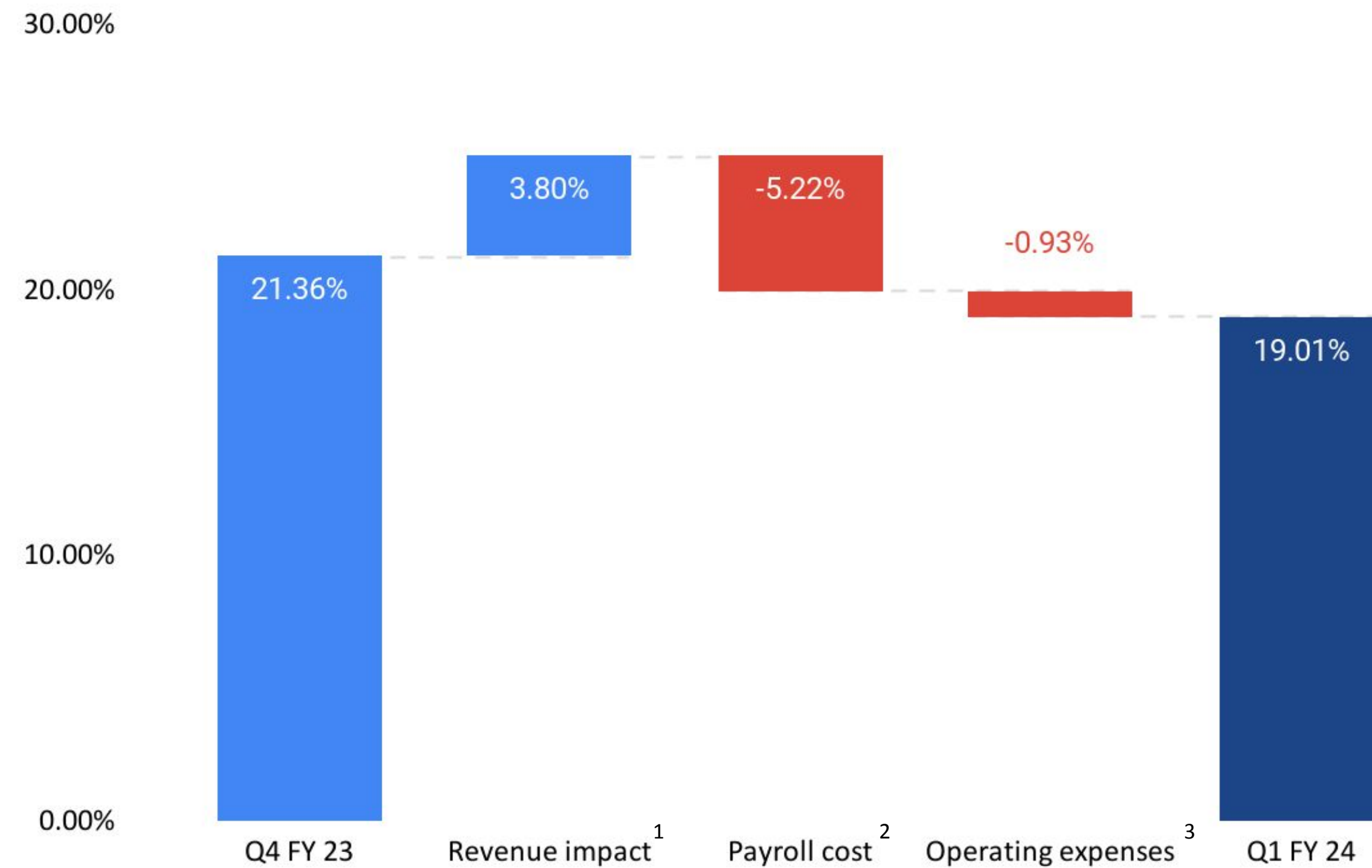
PAT & Margin (%)



*



EBITDA Margin Movement : Q4 FY 23 to Q1 FY 24



1. Revenue impact

Incremental Margin generated from 4.7% Q-o-Q revenue increase

2. Payroll Cost

Annual wage inflation and full cost of GTM hired in the previous quarter led to a reduction of ~522 bps in EBITDA

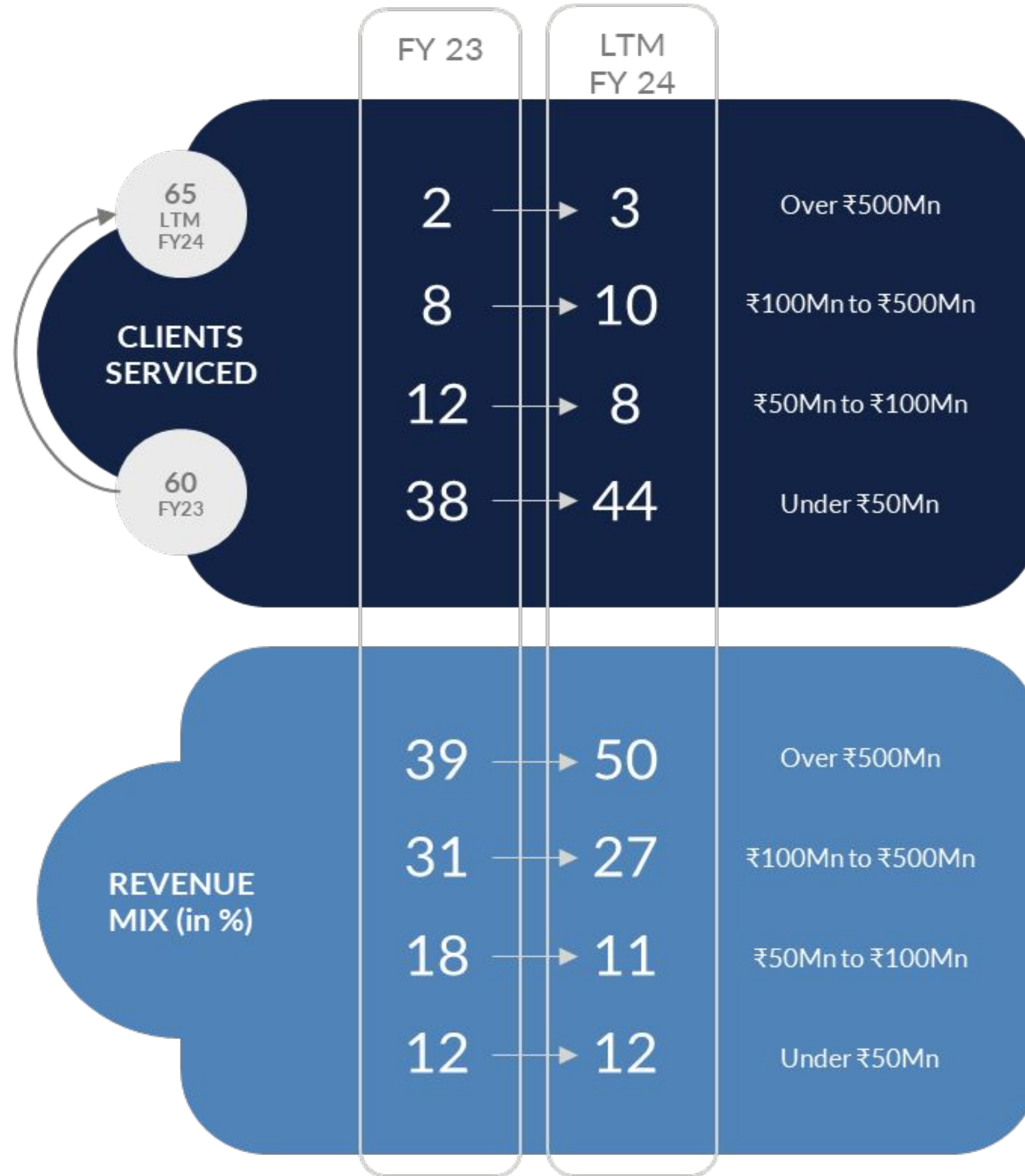
3. Operating Expenses

Cyclical visa spend in the current quarter offset by higher marketing spend in the previous quarter led to fall in EBITDA by ~93 bps

Consolidated Financial Summary – Q1 FY 24

| Key Performance Metrics | | Q1 FY23 | Q4 FY 23 | Q1 FY 24 | Growth YoY | Growth QoQ | FY 22 | FY 23 | Growth YoY |
|-------------------------|-------------------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|
| Revenue (₹ Million) | Revenue From Operations | 1,199 | 1,411 | 1,477 | 23.1% | 4.7% | 4,078 | 5,388 | 32.1% |
| | Other Income | 98 | 150 | 179 | 82.7% | 18.9% | 210 | 558 | 165.6% |
| | Total Income | 1,297 | 1,561 | 1,656 | 27.7% | 6.1% | 4,288 | 5,945 | 38.6% |
| Margin (₹ Million) | EBITDA | 348 | 301 | 281 | -19.3% | -6.8% | 1,219 | 1,451 | 19.1% |
| | PBT | 418 | 423 | 428 | 2.3% | 1.2% | 1,542 | 1,894 | 22.8% |
| | PAT | 315 | 342 | 329 | 4.4% | -3.9% | 1,296 | 1,554 | 19.9% |
| Margin (%) | EBITDA | 29.0% | 21.4% | 19.0% | | | 29.9% | 26.9% | |
| | PBT | 32.2% | 27.1% | 25.8% | | | 36.0% | 31.9% | |
| | PAT | 24.3% | 21.9% | 19.8% | | | 30.2% | 26.1% | |
| EPS (₹) | Basic | 1.57 | 1.68 | 1.60 | 2.1% | -4.5% | 7.09 | 7.71 | 8.7% |
| | Diluted | 1.52 | 1.66 | 1.59 | 4.6% | -4.2% | 6.84 | 7.63 | 11.5% |

Operating Metrics - Q1 FY24



| Client Concentration | | Q4 FY 23 | Q1 FY 24 |
|----------------------------------|-----------------------|----------|----------|
| Client Concentration | Top 5 Clients | 57% | 60% |
| | Top 10 Clients | 71% | 73% |
| | Top 20 Clients | 88% | 90% |
| Employee Metrics | | Q4 FY 23 | Q1 FY 24 |
| Employees Split by Qualification | Engineers | 676 | 635 |
| | Management Graduates | 177 | 179 |
| | Post Graduates & PhDs | 209 | 223 |
| | Statisticians | 15 | 16 |
| | Others | 39 | 38 |
| Employees Split by Function | Delivery | 942 | 892 |
| | Sales & Marketing | 59 | 73 |
| | Corporate Functions | 68 | 71 |
| | Center of excellence | 47 | 55 |

Our Growth Strategy



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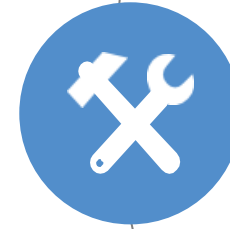
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Our growth strategies to strengthen our position in market

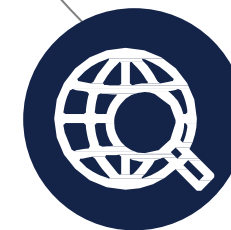
Leverage our Supply chain expertise and solution



Continue evolution to 'Analytics Thought Partner' through our Consulting arm



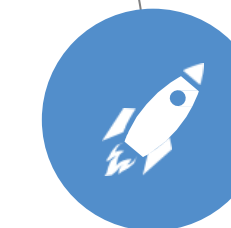
Build technical expertise with focus on Data Engineering



Build functional expertise with focus on BFSI & Retail



Expand Europe and APAC presence



Strengthen position through select inorganic opportunities



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Strategy to grow our three major horizontals

Leverage our Supply chain expertise and solution

- Enhance end-to-end service line offerings using partnerships channel (AWS, Snowflake)
- Evolve ConnectedView solution for Retail and Hi-tech Industry
- Synergetic with existing operations & complement data engineering, data science and BI capabilities

'Analytics Thought Partner' through our Consulting arm

- Focus on building and evolving Marketing analytics as a core offering
- Strengthen Discovery Engagements To improve our presence as "Thought Leader"
- Build a strong advisor network of domain and technological experts

Build technical expertise with focus on Data Engineering

- Focus on developing and launching new solutions in Migration (Product Migrate Mate) and Data activation (Data Tray)
- Leveraging technology & cloud Partnerships to co-build solutions
- Capability building through industry best certification courses and programs



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Building expertise through Diversification and Capability building

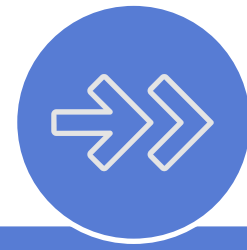
Build functional expertise with focus on BFSI & Retail

- Focus on developing new solutions in Fraud analytics & Insurance analytics
- Focused on potential opportunities in BFSI & Retail verticals to strengthen domain capabilities
- Strategic hires of personnel with extensive experience in industry verticals to drive go-to market strategy

Expand Europe and APAC presence

- Pilot projects with existing & potential clients to gain access to new geographies
- Continued presence in these geographies through subsidiaries driven by market opportunities & client referrals
- To grow client base by focusing on industry leaders and leveraging existing client relationships

Examples of success stories with our clients



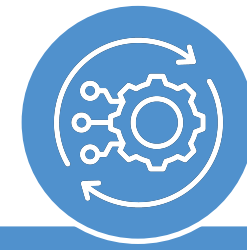
Smart Innovation

Leading FMCG Company

Problem : Failure rate of 65% for new product launches due to difficulty in detecting trends early and setting the innovation agenda

Solution: Developed a consumer centric framework to discover consumer preferences and its underlying drivers, finding the best attributes

Impact: 25% increase in innovation success rate & 5x reduction in innovation cycle time



Parts Recommendation

Global technology Company

Problem : ~250K Onsite visits end with no complete resolutions annually. ~500K Unused Parts and ~50M\$ Inefficiency cost (annually)

Solution: Built a Touchless ML Platform for Parts Recommendation System [Real-time Inferencing]

Impact: ~ \$3M per year saved due to better recommendation



Demand Forecasting

Leading Toy Manufacturer

Problem: Poor accuracy & high bias for new product introductions and Inability to consider effect of multiple factors

Solution: Delivered a decrease in Forecast variance measured as MAD/Mean on-time with improved explainability of factors impacting demand

Impact: 18% cumulative MAD/Mean reduction in Before Toy Launch & 22% MAD reduction in After Toy Launch



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Investment Rationale



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Investment Rationale

Strong financial model



Compelling, Durable & Consistent cash flow
974 Mn in annual operating cash flows for FY 23

Healthy margin expansion
FY 23 PAT in excess of 25%

Sustainable growth
Profitable, double digit growth



Strong business model

Engaged with Blue chip Companies
30+ Fortune 500 clients, Blue Chip Companies

Strong technological and Digitally native
Math + Technology + Business

Focused on creating business impact
Delivered 433 Impactful solutions in FY23



SOURCES OF ADVANTAGE



Pure play data analytics | Supply chain excellence | Long standing relationship with clients | Experienced management team

Fueled by strong governance

| Name | Experience | Qualification |
|---|---|---|
|  <p>Adujudi Viswanathan Venkatraman <i>Chairperson & ED</i></p> | <ul style="list-style-type: none"> • Founder of LatentView Analytics • Several years of experience across IT services, credit analysis and business consulting | <ul style="list-style-type: none"> • PGDM, IIM Calcutta • B.Tech, IIT Madras |
|  <p>Pramadwathi Jandhyala <i>Executive Director</i></p> | <ul style="list-style-type: none"> • Founder of LatentView Analytics • Several years of experience across corporate finance & credit ratings | <ul style="list-style-type: none"> • PGDM, IIM Calcutta • BE, BITS Pilani |
|  <p>Dipali Sheth <i>Independent Director</i></p> | <ul style="list-style-type: none"> • Ex Country head of HR RBS services India • Directorships: UTI AMC, Adani Wilmar, DFM & Centrum | <ul style="list-style-type: none"> • B.A. (Honours), University of Delhi |
|  <p>Mukesh Butani <i>Independent Director</i></p> | <ul style="list-style-type: none"> • Founder of BMR Legal Advocates • Directorships: Dabur India, ABB Power Products & Systems India & BMR Business Solutions | <ul style="list-style-type: none"> • CA, LL.B. • B.Com. (University of Bombay) |
|  <p>Raghuttama Rao <i>Independent Director</i></p> | <ul style="list-style-type: none"> • CEO GDC, IIT Madras • Directorships: Sundaram Finance, Wheels India, Sundaram AMC, TVS Training & Services | <ul style="list-style-type: none"> • PGDM, IIM Ahmdabad • B.Tech, IIT Madras, CWA |
|  <p>Reed Cundiff <i>Independent Director</i></p> | <ul style="list-style-type: none"> • Ex CEO Americas for Kantar • EX GM of Global Insights Microsoft | <ul style="list-style-type: none"> • BA Wesleyan University |

Experience behind the wheel

| Name  | Designation  |
|--|---|
| Rajan Sethuraman | Chief Executive Officer |
| Krishnan Venkata | Chief Client Officer |
| Rajan Bala Venkatesan | Chief Financial Officer |
| Prashant Ramanujan | Chief Growth Officer |
| Sanjay Annadate | Head - Europe Business |
| Sumit Mishra | Head - Data Engineering |
| Annu Baral | Head - Consulting Business |



Thank You

LatentView Analytics Limited
Srinivasan P
investorcare@LatentView.com

Ernst & Young LLP, Investor Relations
Diwakar Pingle - Diwakar.Pingle@in.ey.com
Asha Gupta - Asha.Gupta@in.ey.com



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