SITI Networks Limited

Q3FY21 Investor Presentation

Formerly known as SITI Cable Network Limited
BSE : 532795 | NSE : SITINET | Bloomberg : SCNL:IN | Reuters : SITI.NS
www.sitinetworks.com

Disclaimer

Some of the statements made in this presentation are forward-looking statements and are based on the current beliefs, assumptions ,expectations, estimates, objectives and projections of the directors and management of SITI Networks Limited (SITI Networks) about its business and the industry and markets in which it operates. These forward-looking statements include, without limitation, statements relating to revenues and earnings. The words “believe”, “anticipate”, “expect”, “estimate”, “intend”, “project” and similar expressions are also intended to identify forward looking statements. These statements are not guarantee of future performance and are subject to risks, uncertainties and other factors, some of which are beyond the control of the Company and are difficult to predict. Consequently, actual results could differ materially from those expressed or forecast in the forward-looking statements as a result of, among other factors, changes in economic and market conditions, changes in the regulatory environment and other business and operational risks. SITI Networks does not undertake to update these forward-looking statements to reflect events or circumstances that may arise after publication.

ZINDAGI KA NETWORK

Overview

SITI NETWORKS

ZINDAGI KA NETWORK

- *India’s Leading Digital TV Network*
- *Present in 20+ States across India*
- *Footprint across 249+ districts 800 locations*
- *Delivering content to consumers 24/7*

SITI Networks

India's Leading Digital TV Network

1st MSO launched in India

1st MSO to give CRM tool to Partners

1st MSO listed on Stock Exchange

1st MSO to launch local channels

Nation-wide Distribution

01 Launched in 1994

02 OYC tool offered to LCOs

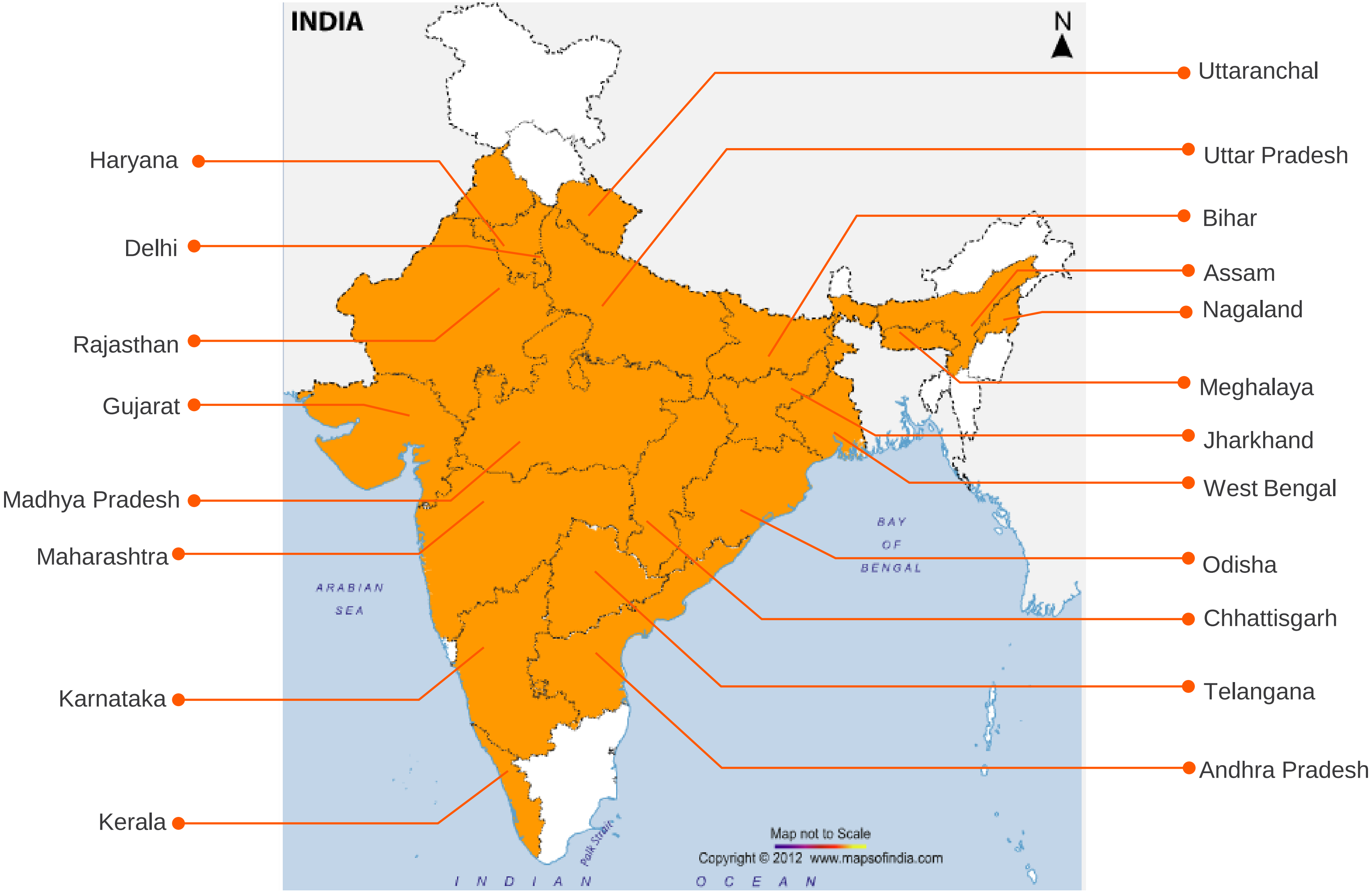
03 SITINET listed on NSE

04 Bouquet of Local Channels

05 24,000+ strong Distribution Network

SITI Networks

Present across 800+ locations



SITI Networks

Competitive Advantage

01

India's largest MSO

Presence across 800 locations

Country-wide Access

02

Using latest MPEG4 STBs

Broadband through Hybrid (DOCSIS 2/3 & GPON) Network

Superior Technology

03

OYC Subscriber Management System

Conax CAS

SAP Based systems

Uniform commercial policies

Systems and Processes

04

In discussion with various service providers for creating value adds for SITI base

Strategic Alliances

05

Professional Management

Lean and Agile Organizational Structure

Value unlocking: Consolidating MSOs

Efficient Execution

Promoter Group

Corporate Structure

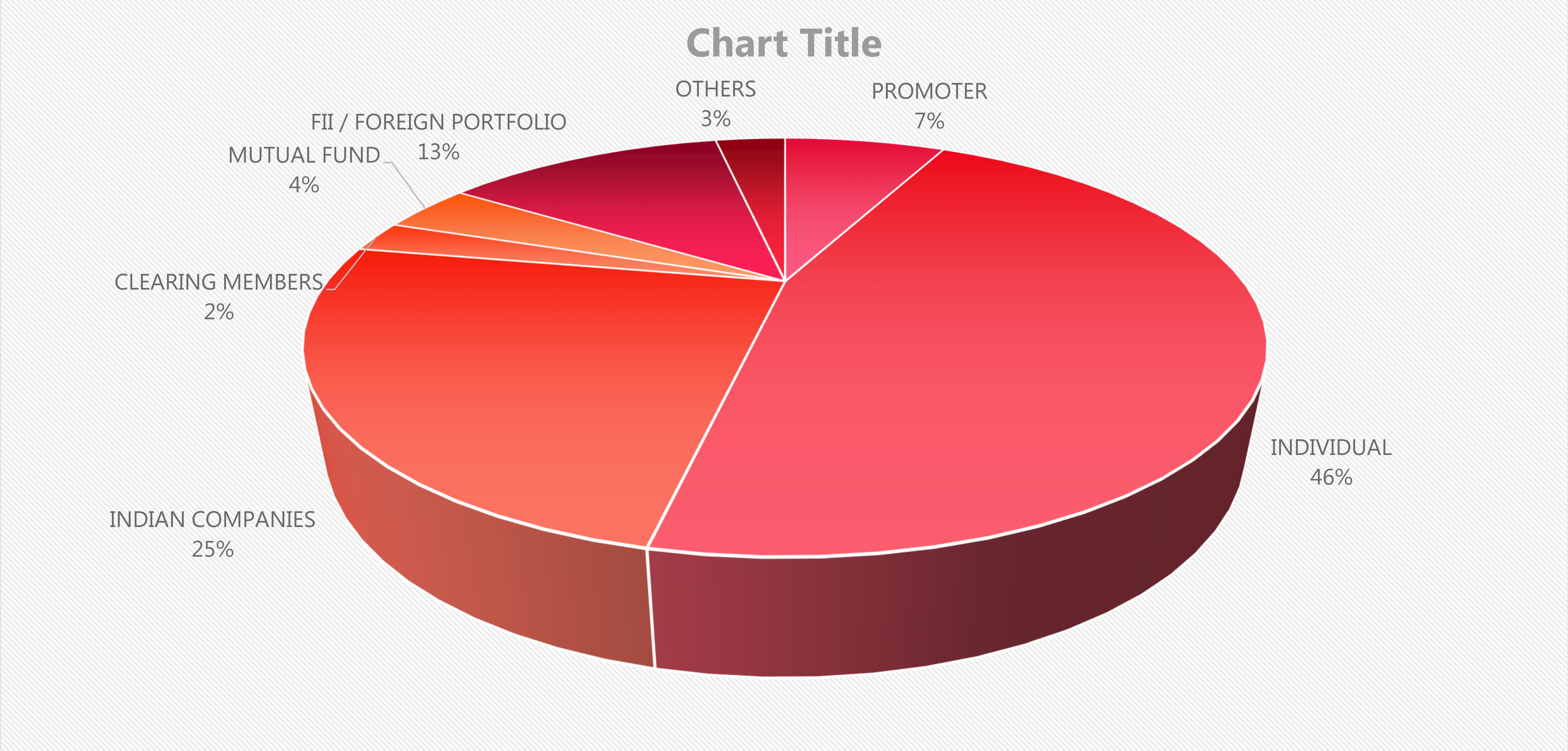
- Launched in 1926, the Parent Group ("Essel Group") completed 90 years recently; One of India's leading business houses, with a dominant vertically integrated presence in Media and entertainment
- Leading producer, aggregator and distributor of Indian programming across the world; 250,000+ hours of original Content
- Group Market Cap (Listed entities under the Parent Group): ~USD 4.92 Bn
- Present in 171 countries, a reach of ~1.3bn+ viewers; Compelling bouquet of 75 Channels

Content		Distribution		Online Media	Other Business'
ZEE Entertainment India's Leading General TV Entertainment Network	**ZEE** Media Corp Ltd. Strong presence in National & Regional News Genre	**Dish** TV Asia's largest DTH provider after merger with Videocon D2H	**SITI** Networks One of India's leading National MSOs	**DNA** Newspaper English broadsheet daily with presence in major cities	**Essel Infrastructure** Education: Zee Learn Limited Theme Parks: Essel World and Waterpark Precious Metals: Shirpur Gold Refinery Healthy Lifestyle & Wellness

Exchange rate used USD1=INR 71
Market cap as of 31 Oct 2019

SITI Networks

Sizeable Free Float & Institutional Ownership



As of 31 Dec 2020
Others include HUF, Clearing Members, banks, trusts and NRIs

Technology Infrastructure

Video & Broadband

- 10 Digital Headends; Intra-city OFC and Coax Network of ~33,000 Kms covering ~ 800 locations
- Transport of Digital CATV signals on 1.2 Gbps links across the country; ~500 IP Points
- Hybrid (DOCSIS+ GPON) Technology to offer Cable Broadband services

Digital Headends	Modems	STB's	Chipsets	Servers	CAS, SMS, EPG	Connectivity
ERICSSON	CISCO	CHANGHONG	Mstar	HCL INFOSYSTEMS	conax	airtel
harmonic	CHANGHONG	WOOJEON&HANDAN	ALi	DELL	ZT	RAILTEL
NOKIA Alcatel·Lucent	CASTLENET NEW KINPO GROUP	ARION TECHNOLOGY		hp	What's ON	!dea
	CASTPAL	JIUZHOU				TATA COMMUNICATIONS

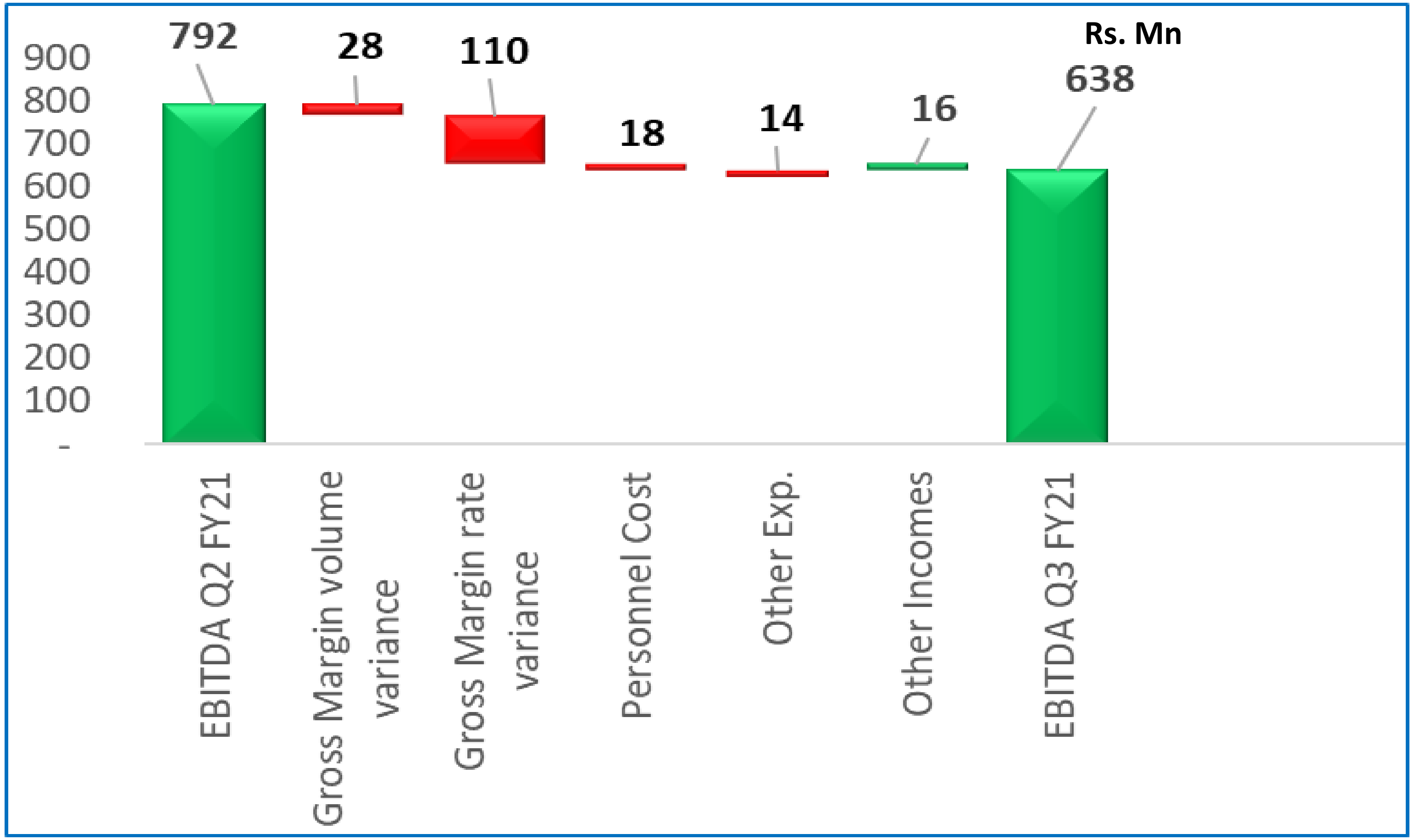
Financials & Operating Metrics

SITI Networks Consolidated results

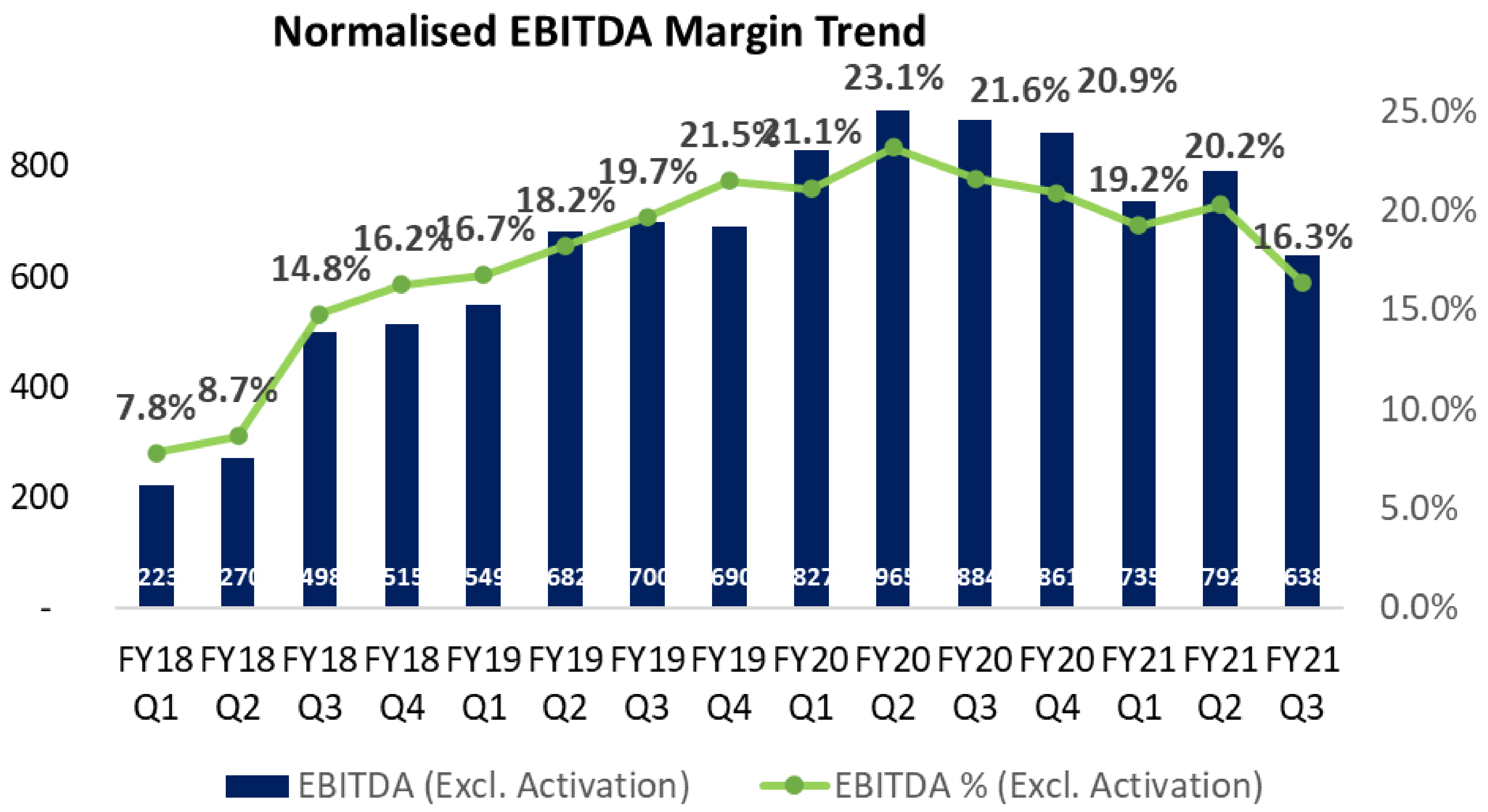
- Operating EBITDA down by **19.4% q-o-q** to **Rs.638 Mn**
- Operating EBITDA Margin stands at **16.3% against 20.2% q-o-q basis**
- Total Revenue[1] **Rs. 3,906 Mn against Rs. 3,910 Mn in Q2 FY 21**
- Subscription Revenue down slightly by **1% q-o-q** to **Rs. 2,706 Mn**

1. Excluding Activation

Q3 FY21 vs Q2 FY21 Consolidated Waterfall Analysis



- Gross Margin = Subscription + Placement/Marketing Income - Pay Channel – Marketing Cost


Normalised EBITDA Margin Trend
800
600
400
200
-
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%
7.8%
8.7%
14.8%
16.2%
16.7%
18.2%
19.7%
21.5%
21.1%
23.1%
21.6%
20.9%
19.2%
20.2%
16.3%
223
270
498
515
549
682
700
690
827
965
884
861
735
792
638
FY18 Q1
FY18 Q2
FY18 Q3
FY18 Q4
FY19 Q1
FY19 Q2
FY19 Q3
FY19 Q4
FY20 Q1
FY20 Q2
FY20 Q3
FY20 Q4
FY21 Q1
FY21 Q2
FY21 Q3
EBITDA (Excl. Activation)
EBITDA % (Excl. Activation)

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Thank You

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Essel GROUP