

July 27, 2022

The BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400 001.
Scrip Code: 543398

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex Bandra East,
Mumbai 400 051
Scrip Symbol: LATENTVIEW

Dear Sir/Madam,

Sub: Earnings Presentation on the financial results for Q1 FY 2022-23

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Earnings Presentation on the financial results of the Company for the quarter ended June 30, 2022 that will be circulated to the Investors/ Analysts for the Earnings Call scheduled on July 27, 2022.

This is for your information and records.

Yours Sincerely,

Thanking you,
For Latent View Analytics Limited



P. Srinivasan
Company Secretary and Compliance Officer



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LatentView Analytics

Q1FY23 Earnings Presentation

27th July 2022



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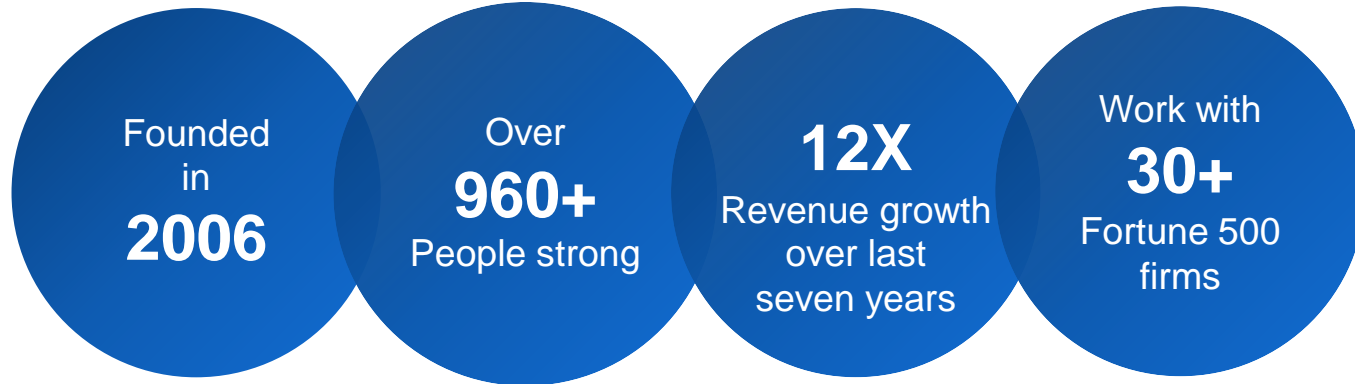
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About LatentView Analytics



LatentView Analytics – Quick Snapshot



Frost & Sullivan
#1
Analytics Solutions Provider 2017

Only company to be recognized
9
consecutive times in Deloitte Technology Fast50

Repeat Business at
>85%

4/5
top technology companies work with LatentView Analytics

Awards & Recognition



Gartner
Market Guide for Data Science & Machine Learning Service Providers

FORRESTER
Strong performer
Forrester Wave:
Customer Analytics Service Providers, 2017

Gartner
Market Guide for Data and Analytics Service Providers

Everest Group
PEAK
MATRIX
Major Contender - Analytics Business Process Services

Functional Expertise is the cornerstone of our work



Analytics Consulting

Combining our deep math/tech skills with functional expertise to expand the horizons of a data-driven organization

Customer Analytics



Consumer Perception

Consumer Behavior

Lifetime Value Analysis

Loyalty and Personalization

Cross-Sell/Up-Sell

Marketing Analytics



Brand and Competitive Positioning

Campaign Design and Effectiveness

Marketing Spend Optimization

Attribution Modelling

Personalized Marketing

Supply Chain



Sourcing and Replenishment

Metrics Measurement

Demand Forecasting

Inventory Optimization

Network Optimization

Finance & Risk



Portfolio performance

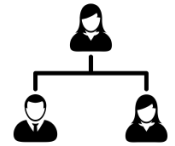
Collection Analytics

Trust/Counterfeit Analysis



Outside-In Innovation

HR Analytics



Employee Pulse and Retention

Talent Acquisition

Performance and Compensation



Asset Optimization



Visualization

Reporting and dashboards platforms for Insights and quick view on KPIs



Data Science

Process to extract knowledge from structured and unstructured data






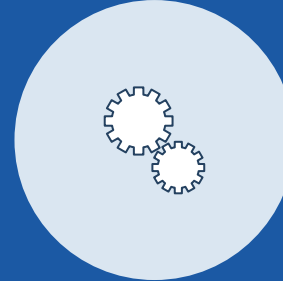

Data Engineering

Business-focused Approach to Data Engineering to help adopt modern scalable architectures



Our in-house Point Solutions helps accelerate digital transformation

Platform Solutions Developed In-House at LatentView

				
SmartInsights	Casper	MatchView	PART	AI Assist
Social Innovation Platform for leveraging trends	Intelligent Conversational business analytics assistant	Analytics platform to drive marketing campaign effectiveness	Automated Anomaly Detection Tool	AI powered virtual assistant for quick and definite answers

“LatentView’s solution-led methodology provides scalable and repeatable frameworks that helps clients increase effectiveness of analytical output and empower a broad base to make data-driven decisions.” – Frost & Sullivan

LatentView Analytics: Snapshot



Leadership position in data analytics with a wide range of capabilities

- **End-to-end business solutions:** Consulting services, data engineering, business analytics & digital solutions across **marketing, customer & supply chain analytics**



Deep and entrenched relationships with blue chip clients across industries

- **30+ Fortune 500 clients** in the last 3 fiscal years
- Relationship with **top 5 clients (FY22)** for an **average of 8yrs**



Consistent client driven innovation supported by functional expertise

- Expertise across **technology, industrials, CPG¹ & retail & BFSI**
- **Client driven innovations, consulting led solution & IdeaLabs solutions**



Global delivery capabilities across US, Europe & APAC

- Global delivery centers in **Chennai & Bangalore**
- Subsidiaries in **USA, Netherlands, Germany, UK & Singapore**

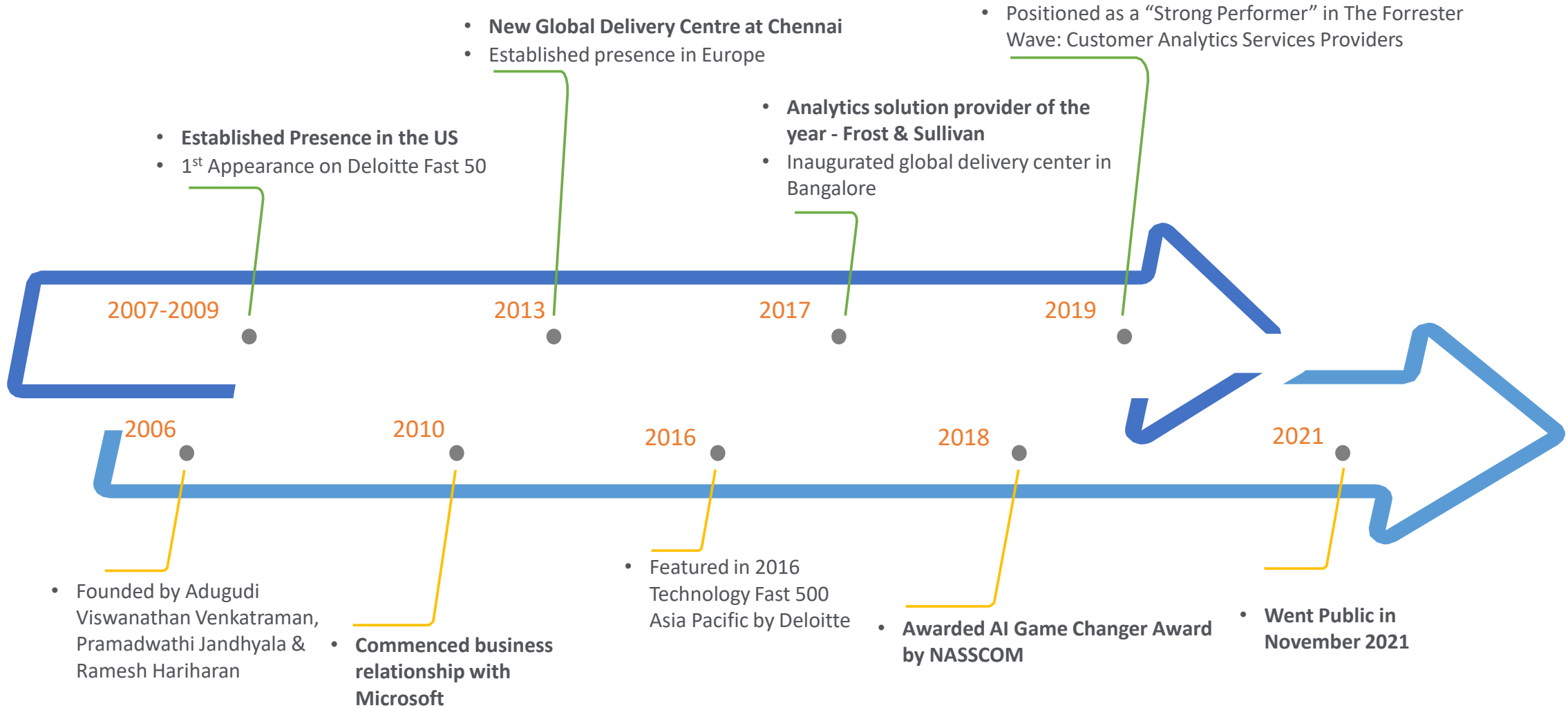


Scalable and attractive financial profile

- Q1FY23 Revenue from Operations: **INR 1,199 Mn**
- Q1FY23 EBITDA margin²: **29.0%**
- Q1FY23 PAT margin: **24.3%**















Note: (1) Consumer packaged goods; (2) EBITDA is calculated as PBT+Depreciation & Amortisation+Interest less other income

LatentView Analytics: Our Journey



LatentView Analytics: Business Overview (Cont'd)

Deep & Entrenched Relationships with Clients across Industries

Sector	 <p>Technology</p>	 <p>Industrial</p>	 <p>CPG & Retail</p>	 <p>BFSI</p>
Overview	<ul style="list-style-type: none"> SaaS model is leading to a wealth of information about customers Customer analytics is being used to uncover insights from usage data 	<ul style="list-style-type: none"> Forecasting demand & supply chain solutions Predictive maintenance of machines & equipment 	<ul style="list-style-type: none"> High volumes of data is being generated across both online & traditional offline channels Product assortment, channel strategy & marketing spend 	<ul style="list-style-type: none"> Fraud & risk analytics Customer analytics supporting new products
Revenue Mix Q1 FY23 (FY22)	<p>68.8% (65.5%)</p>	<p>12.0% (13.3%)</p>	<p>10.2% (15.3%)</p>	<p>8.9% (5.9%)</p>
Key Clients	<ul style="list-style-type: none">  Adobe: US based software player  Uber: US based ride hailing player  US based software giant 	<ul style="list-style-type: none">  US home appliance manufacturer  European luxury car manufacturer  Leading home appliance provider 	<ul style="list-style-type: none">  US based cosmetics company  Leading snack company in US  7-Eleven: Leading US retail player 	<ul style="list-style-type: none">  Leading payments solution provider

LatentView Analytics: Business Overview (Cont'd)

Delivered Analytics Solutions across 4 Continents

As of 30th June 2022

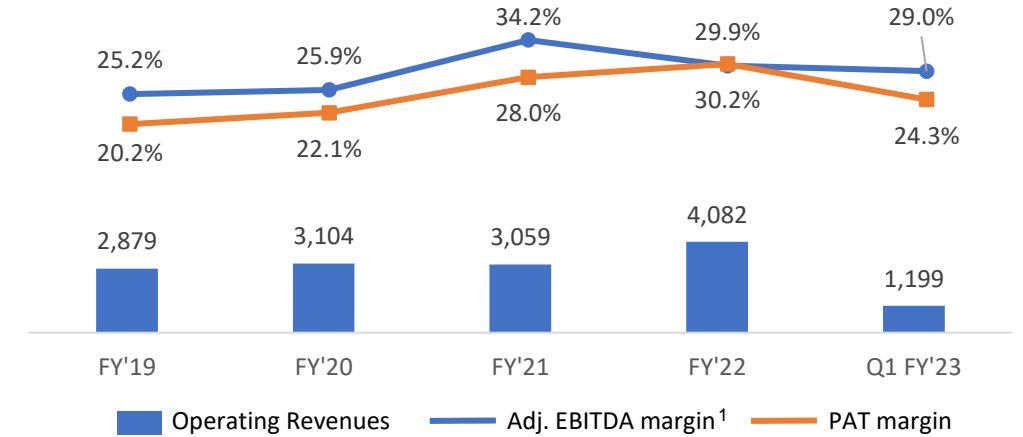


● Global Subsidiaries ● Global delivery centers



Scalable & Attractive Financial Profile

Figures in INR mn



- Revenue from operations of INR 1,199 mn in Q1 FY23 with majority of revenue generated from long-term agreements
- Benefit of operating leverage due to high contribution margins on incremental revenue generated from consulting services
- Strong cash generation with net cash flow from operations of INR 874 mn in FY22
- Low Capital Requirement with capital expenditure equivalent to 1.6% of revenue from operations in 2022

Source: Zinnov Report

(1) Adjusted EBITDA is calculated as EBITDA less other income, excluding finance income



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Financial Highlights

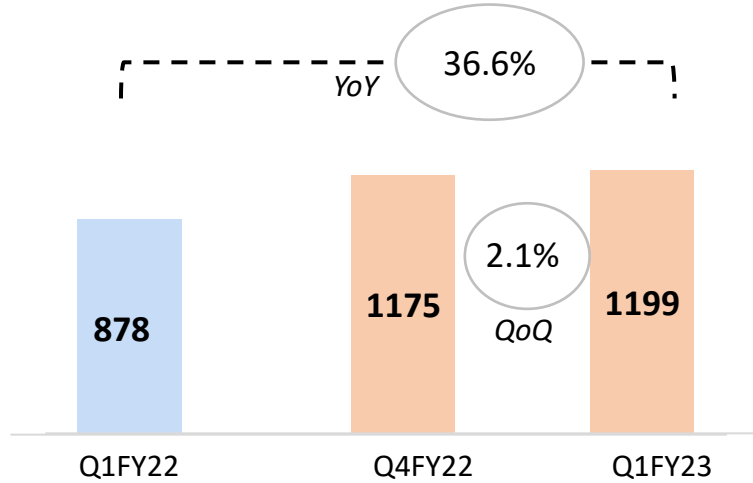


Financial Performance – Q1FY23

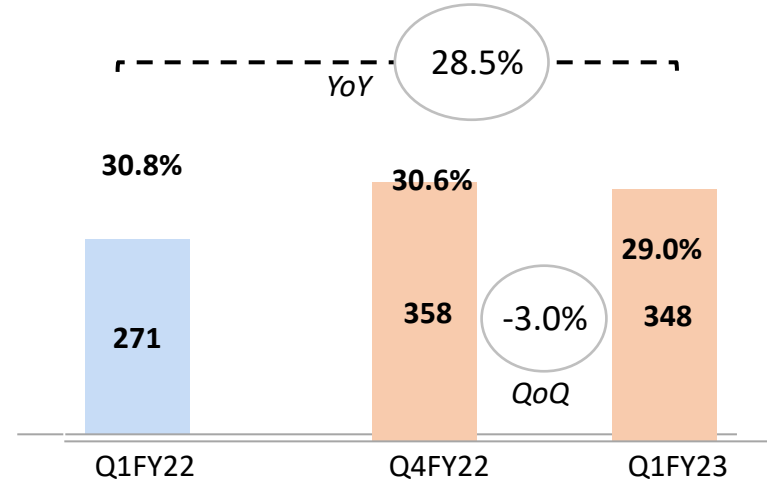
(All figures in ₹ Millions)

Q1FY23 Performance

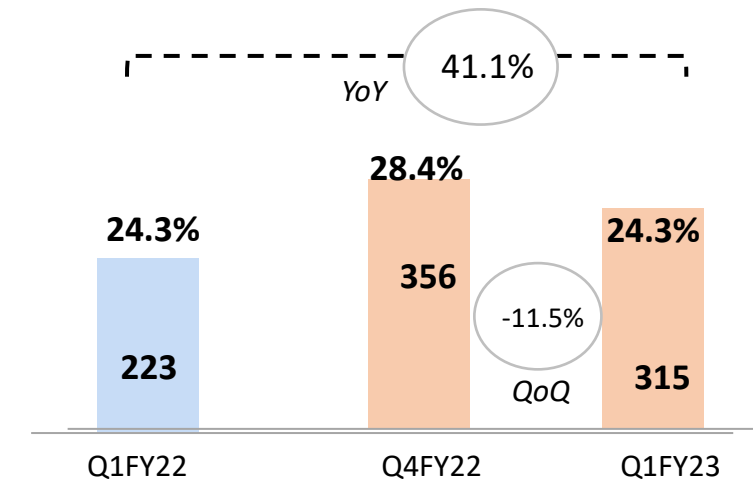
Operating Revenue



EBITDA & Margin (%)

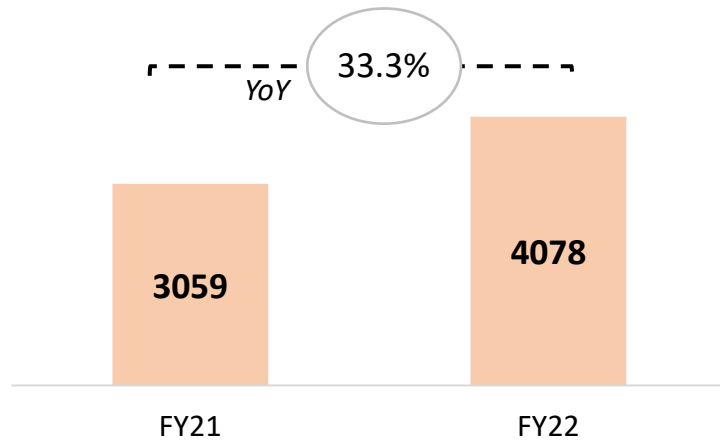


PAT & Margin (%)

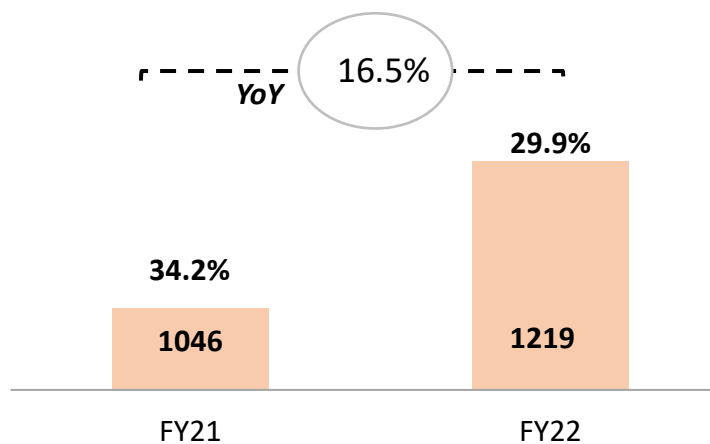


FY22 Performance

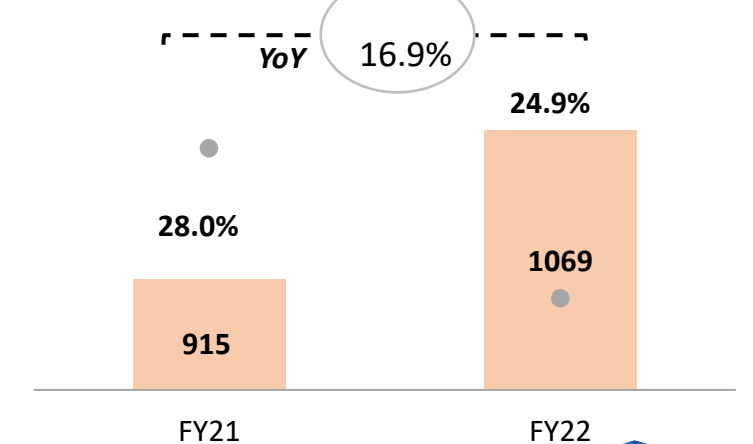
Operating Revenue



EBITDA & Margin (%)



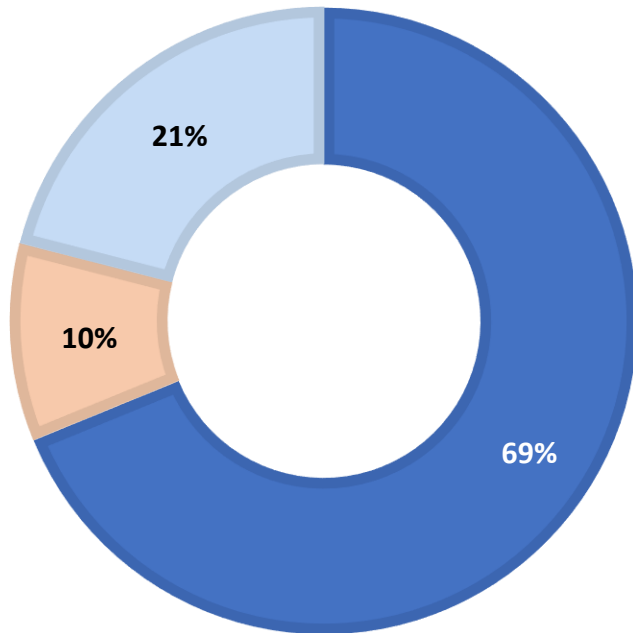
PAT & Margin (%)*



*PAT for FY22 excludes exceptional item of 226.2 Mn INR

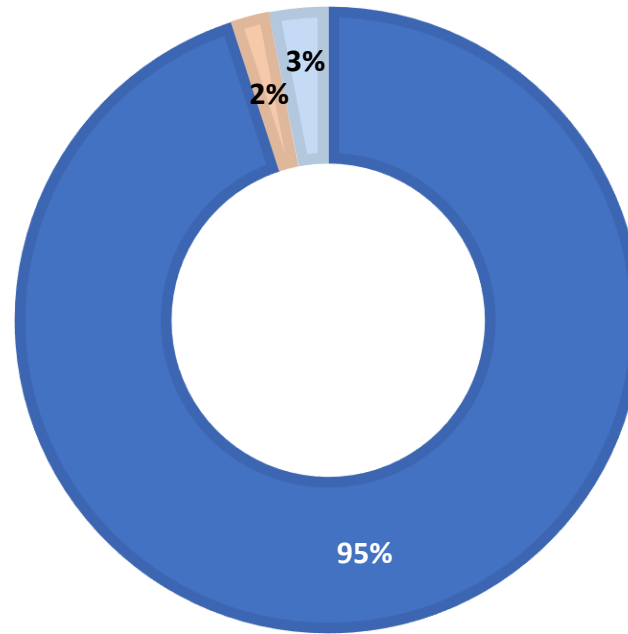
Operating Metrics – Q1FY23

Revenue By Sector



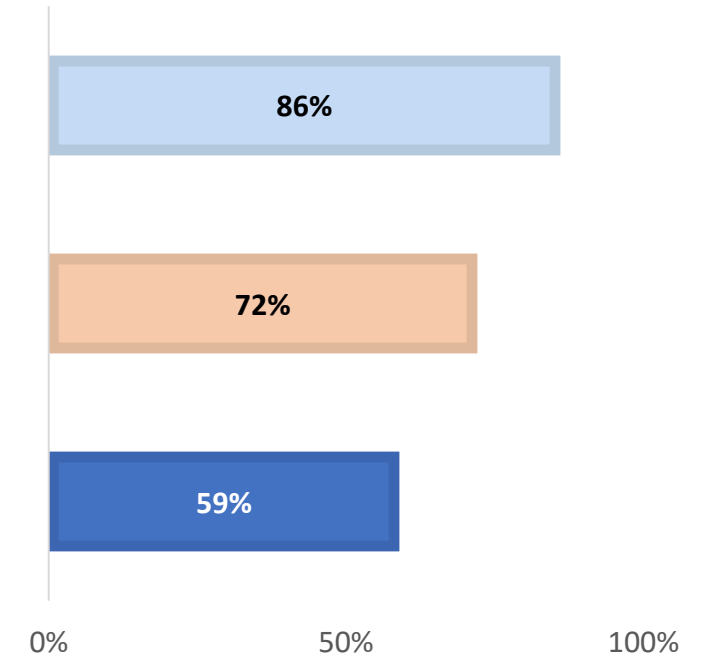
■ Technology ■ CPG & Retail ■ Others

Revenue By Geography



■ USA ■ Europe ■ Rest of World

Clients Concentration



■ Top 5 Clients ■ Top 10 Clients ■ Top 20 Clients

Financial Summary

Key Performance Metrics		Q1FY22	Q4FY22	Q1FY23	Growth QoQ	Growth YoY
Revenue (₹ Million)	Revenue from Operations	878	1,175	1,199	2.1%	36.6%
	Other Income	39	79	98	24.0%	150.3%
	Total Income	917	1,254	1,298	3.5%	41.4%
Margin (₹ Million)	EBITDA	271	358	348	-3.0%	28.5%
	PBT	286	403	418	3.7%	46.4%
	PAT	223	356	315	-11.5%	41.1%
Margin (%)	EBITDA	30.8%	30.5%	29.0%		
	PBT	31.1%	32.2%	32.2%		
	PAT	24.3%	28.4%	24.3%		
EPS (₹)	Basic	1.30	1.79	1.57	-12.3%	20.4%
	Diluted	1.25	1.73	1.52	-12.2%	22.0%



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Investment Rationale



LatentView's Distinctive Breadth and Depth of Capabilities

Solution Offered & Engagement

Consulting

Business Analytics & Insights

Technology

Industrials

CPG &
Retail

BFSI

Digital Solutions

Data Engineering

Engagement with stakeholders across the client organization

- **CMO:** Marketing analytics
- **CFO:** Finance & risk analysis
- **CSCO:** Supply chain analytics
- **CHRO:** HR analytics

Offerings by Function



Customer Analytics

- Facilitates targeted business offering, potential for upselling & cross-selling
- 2020-2024 CAGR: 26%



Marketing Analytics

- Identifying channel strategy & optimizing marketing spend
- 2020-2024 CAGR: 19%



Supply Chain Analytics

- Collection & evaluation of data generated across the supply chain
- 2020-2024 CAGR: 28%



Financial & Risk Analytics




- Platform to detect fraud, manage risk and enhance portfolio performance
- 2020-2024 CAGR: 22%



HR Analytics

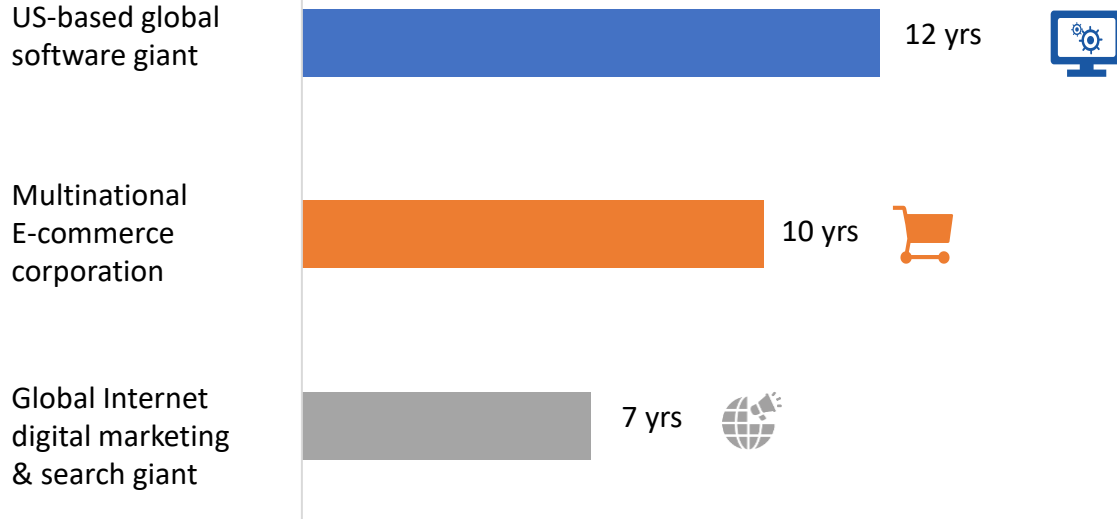
- Enables companies to make data driven decisions on critical people matters
- 2020-2024 CAGR: 24%

Select Case Studies

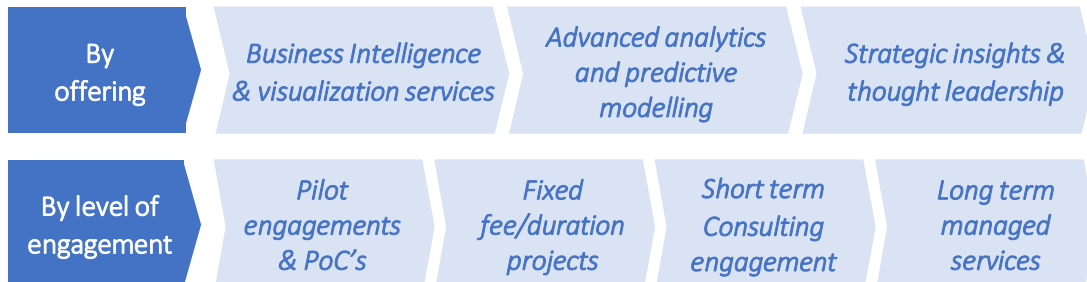
Client	Problem	Solution	Impact
 <p>Leading retailer (USA)</p>	<ul style="list-style-type: none"> • Reliance on ad hoc reports for driving business decisions • Time consuming and required dedicated resources 	<ul style="list-style-type: none"> • Chatbot and an integrated self-service tool to facilitate communication • Custom charts in the self-service tool 	<ul style="list-style-type: none"> • Users could easily view all metrics in a single window • Creation of reports by end users through menu-based selection
 <p>Home appliances And repair services provider (USA)</p>	<ul style="list-style-type: none"> • Declining market share • Shifting preference towards replacements • Increased competition & poor service levels 	<ul style="list-style-type: none"> • Reworked sales planning exercise • Recalibrated monthly forecasts • Performed workforce optimization & truck stock optimization 	<ul style="list-style-type: none"> • Improved first time completion of service requests • Improvement in NPS
 <p>Leading snack company (USA)</p>	<ul style="list-style-type: none"> • Low capacity utilization of expensive equipment • Adverse impacts on production throughput to the extent of 6% 	<ul style="list-style-type: none"> • Early Warning System to predict downtime in processing line – 30, 60 & 180 minutes in advance 	<ul style="list-style-type: none"> • Increase in fryer utilization • Savings in cost per fryer across all plants in the US

Deep Engagement with Clients

Long Term Engagement with Key Clients



Relationship Evolution



Pilots with existing clients provides access to new geographies

Client mix by Category (LTM Q1FY'23)

Category	Number of clients	Percentage of Revenue from Operations (%)
Less than INR 50 mn	39	16.9%
Between INR 50 mn – INR 100 mn	8	14.0%
Between INR 100 mn – INR 500 mn	7	33.0%
Above INR 500 mn	2	36.1%
Total	56	100%

Trusted Partner to Key Clients

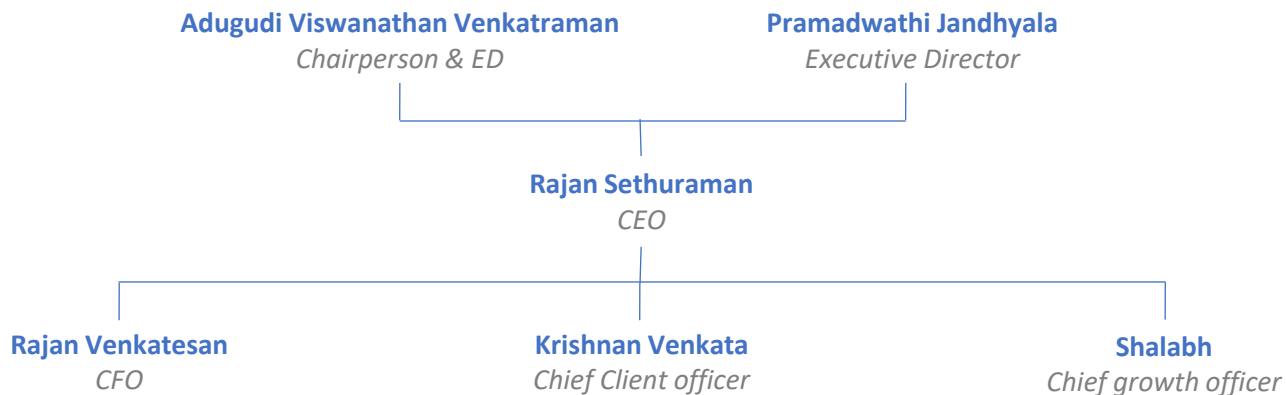
- Net promoter score of +31 by the most recent Voice of Customer survey
- 89% of clients highlighting that they are either satisfied or very satisfied with the partnership with LatentView

Corporate Governance Framework based on Independent Board

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

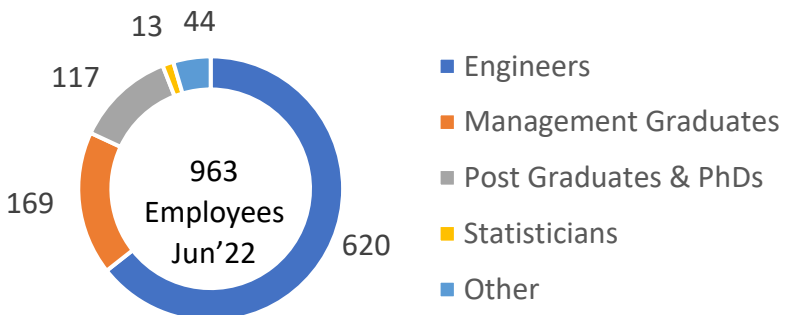
Strong Management Team & Delivery Capabilities

Organization Structure

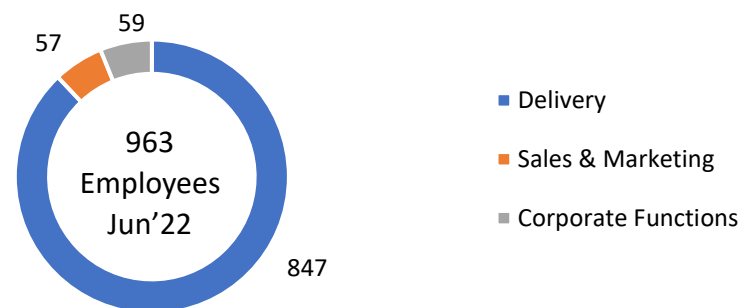


Employees Split by Qualification & Function

By Qualification



By Function



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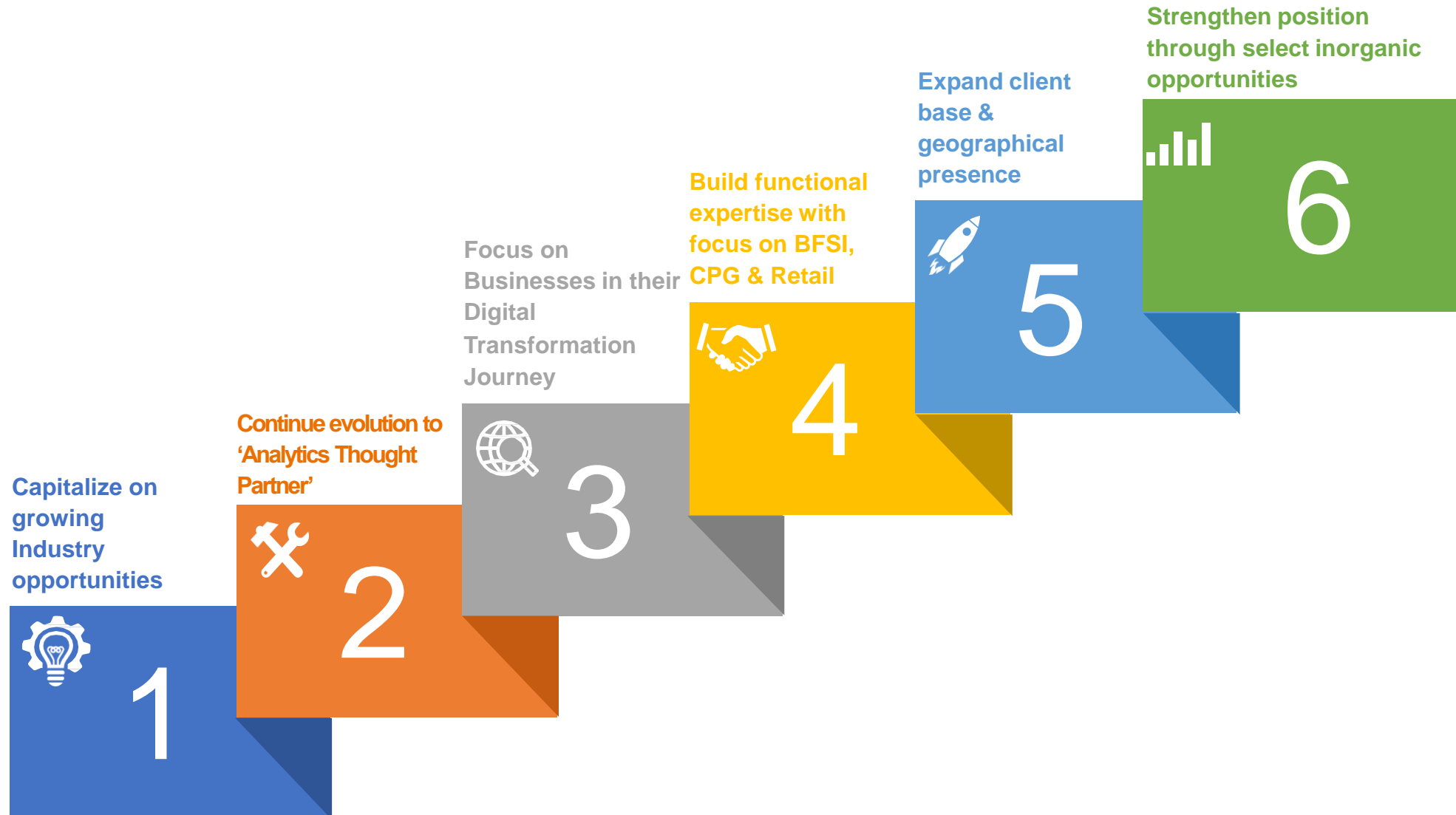
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Growth Strategy



Growth Strategies




Partnership with Leading Analytics Technology Companies

- Covid has **accelerated remote work environments** which is expected to **increase digitization of services & global delivery model**
- Introduced **new engagement models** such as **remote centre of excellence**
- New models have higher overlap than a traditional model and helps reduce dependence on **client co-located resources**
- **Partnerships with technology companies** for cloud platforms, data engineering solutions, visualization tools and analytics solutions
- **Strong and emerging partnerships** with a growing list of **product companies**
- Partnerships include joint GTM, **engagement of certified personnel**, access to skill development and early updates



Continue evolution to 'Analytics Thought Partner'

-  Identifying objectives, prioritizing digitization needs in clients **digital transformation journey**
-  Identify clients key challenges to **design suitable solutions** to address them
-  Build value propositions that address **specific challenges and opportunities** presented by industry trends
-  Utilize deep functional and technical expertise to identify and solve **high impact business problems**
-  Transform project based clientele network to a recurring **managed services network**

Focus on Businesses in their Digital Transformation Journey with Functional Expertise in BFSI, and CPG & Retail Verticals

Focus on Businesses in their Digital Transformation Journey

- Digital native businesses have been at the forefront of **adopting advanced analytics**
- **ISV's are moving to SaaS models** leading to a wealth of information about **customers usage & interaction patterns**
- Continue **strengthening relationship with existing clients** in the **technology industry**
- Assisting clients with identifying & **prioritizing their digitization needs** as part of their **digital transformation journey**

Building Capabilities & Functional expertise in BFSI, CPG & Retail Verticals

- **BFSI, CPG & retail verticals** is expected to grow at a CAGR of almost 20% over the next 5yrs to exceed \$110bn by 2024
- Focused on **potential opportunities** in BFSI and CPG & Retail verticals to strengthen domain capabilities
- **Strategic hires** of personnel with **extensive experience in industry verticals** to drive go-to market strategy

Expand Client Base and Geographic Presence

Current Global Presence

Present in the top 5 analytics markets in the world – USA, UK, Germany, Netherlands & Singapore



USA
(~95% Revenues)

- USA is the largest market for the company
- North America accounts for the largest share of the global data and analytics spend at approximately 40%
- CPG & Retail brands are ramping up their investment in customer analytics to drive competitive differentiation



Europe
(~3% Revenues)

- Subsidiaries in European markets: UK, Germany & Netherlands
- Key clients in the European industrial sector with spend on supply chain analytics expected to grow at a CAGR of 19.8% from 2019-24

Expansion of Client Base & Geographic Presence



Growth in
clients &
geographies

- 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



Hub & Spoke
model

- Hub & spoke model with global delivery centres based in India
- Operation centres with dedicated teams in different geographies to address requirements on a real time basis

6 Growth Strategies (Cont'd)

Strengthen Position Globally through Select Inorganic Opportunities



900+ M&As over the past 3yrs by industry players for a total valuation of \$40-45bn



Access to new technologies, to help build deeper AI/ML capability



Provide access to new geographies, industries & client base



Synergetic with existing operations & complement data engineering capabilities



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