

D B Corp Ltd. Investor Presentation



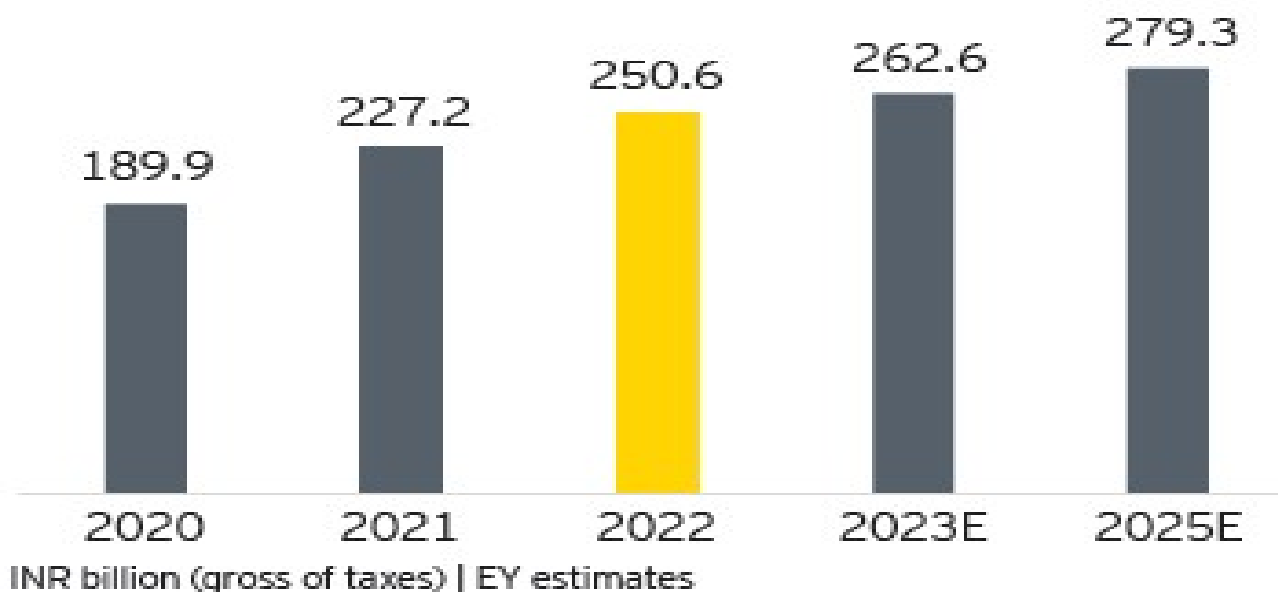
India's Largest Newspaper Group | 12 States | 61 Editions | 3 Languages

VALUES – Ground Connect | Result-Oriented | Emotional Connect | Analytical | Trendsetter

Media & Entertainment Macro view

- Indian economy is performing better than most of the giant economies in the world, leading to good growth in most of the sectors.
- Boosting economy encourages investments in various sectors
- Indian M&E sector grew 20% in 2022 to reach INR2.1 trillion
- The print segment grew 10% in 2022 to reach 85% of the prepandemic levels.
- Print is expected to grow to INR279.3 billion by 2025 at a 4% CAGR

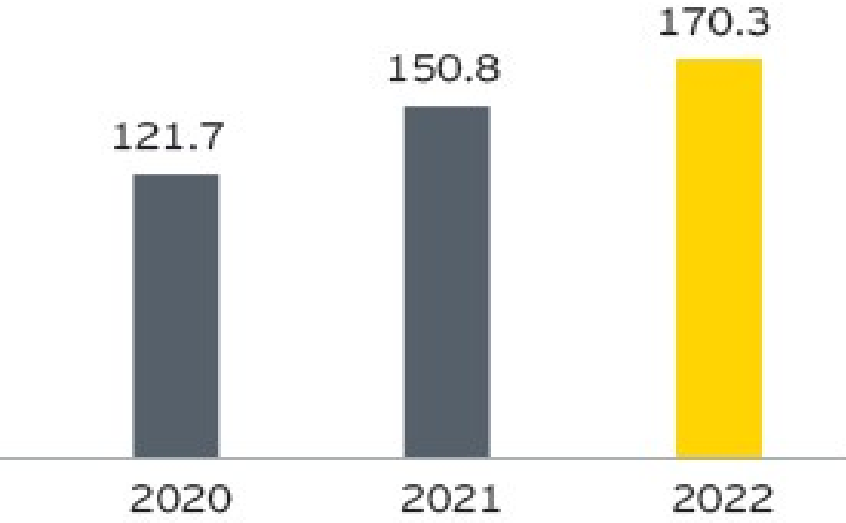
Print segment revenue (Ad + Circulation)



Print Ad Revenue

- As per EY estimates print advertising will grow at a 5.3% CAGR till 2025.
- In 2022 advertising in Hindi and regional language publications recovered to above 90% of pre covid level.
- Hindi continued as the largest contributor to ad volumes, given it has the largest reach of any language in India

Print advertising revenues



INR billion (gross of taxes) | EY estimates

Print Ad Revenue

- All the traditional sectors like Real Estate, Jewellery, White goods, Education etc. continue to bestow their trust on print advertisement
- The new age digital players are also Advertising in Print.

Outlook:

- **Print sector's largest company DB Corp has registered 27% print advertising growth in FY 2023.**
- We are very bullish on print sectors as besides traditional categories new digital and App based players are embracing print for their media campaigns

Circulation fully recovered

- As mentioned in the below table Circulation revenues are currently reached pre-COVID-19 levels for Newspaper in India

Circulation Revenue- Print Sector

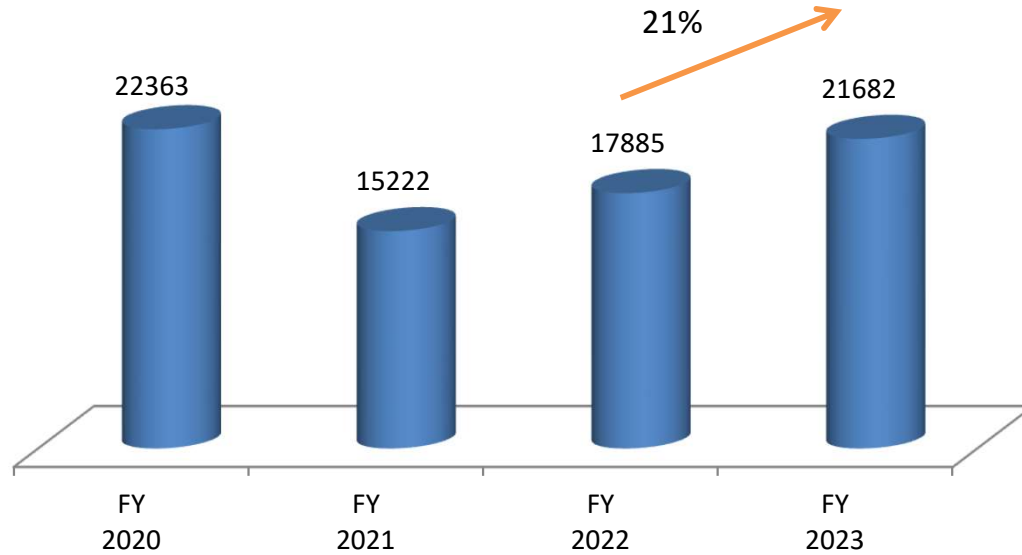
Rs In Cr

| | 2018 | 2019 | 2020 | 2021 | 2022 |
|----------|------|------|------|------|------|
| Language | 5629 | 5616 | 4800 | 5316 | 5491 |
| English | 3201 | 3377 | 2019 | 2317 | 2541 |
| Total | 8830 | 8993 | 6819 | 7633 | 8032 |

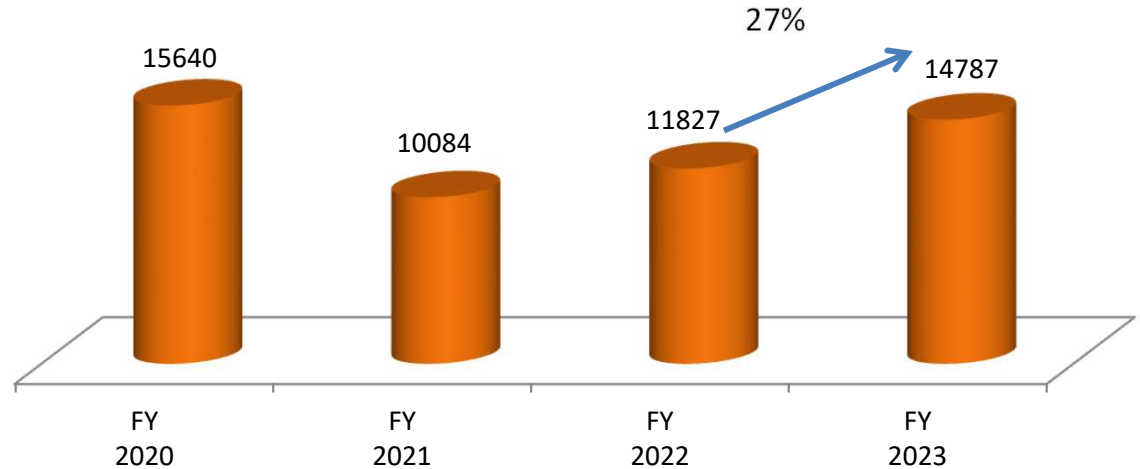
Source | FICCI- EY Report 2023

D B Corp -Strong Financial Recovery

Total Revenue



Advertisement Revenue



Source : D B Corp Annual Report

Strong Balance Sheet Strength

| | | |
|--------------------------------|----------------------------------|---------------------|
| Networth Rs. 1948 Cr | Cash & Bank Rs. 631 Cr | Zero Debt |
|--------------------------------|----------------------------------|---------------------|

| | | |
|----------------------|-----------------------------|--|
| ROCE 12.1% | Current Ratio 2.9 | Pledge of shares stands zero |
|----------------------|-----------------------------|--|

Digital

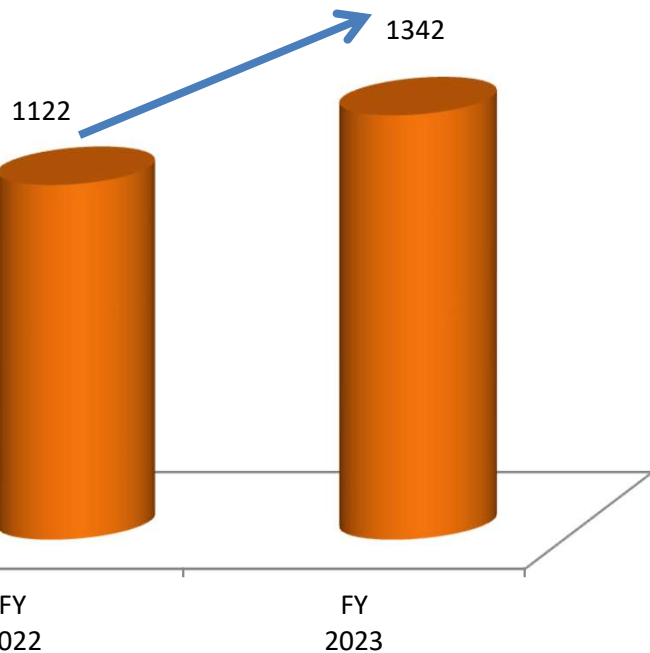
| News Apps (Monthly Unique Visitors - Millions) | Jan-20 | Jul-20 | Jan-21 | Jan-22 | Jan-23 | Mar-23 |
|---|--------|--------|--------|--------|--------|--------|
| Dainik Bhaskar (Mobile App) | 1.60 | 4.8 | 6.2 | 13.6 | 11.1 | 10.9 |
| Divya Bhaskar (Mobile App) | 0.47 | 1.4 | 1.6 | 3.7 | 3.1 | 3.3 |
| Aaj Tak (Mobile App) | | 8.6 | 5.1 | 4.0 | 3.7 | 3.8 |
| ABP Live News (Mobile App) | | 2.3 | 1.5 | 1.0 | 0.7 | 0.7 |
| Dainik Jagran Hindi News (Mobile App) | | 0.6 | 0.4 | 0.7 | 0.5 | 0.5 |

Source: ComScore Mobile Metrix Media Trend, All Applications [Undup.], All, Custom List of News Apps (Dainik Bhaskar (Mobile App), DIVYABHASKAR (Mobile App), Aaj Tak (Mobile App), ABP Live News (Mobile App), Dainik Jagran Hindi News (Mobile App), Total Audience, Jul-20 to Mar-23, India * excluding aggregators)

Radio

- Launched in 2006, 94.3 MY FM operates from 30 stations in 7 states
- 94.3 MY FM continues to be no.1. in markets of Madhya Pradesh, Chhattisgarh and Rajasthan and largest network in Chandigarh, Punjab and Haryana.
- Strong competitive advantage because of knowledge of consumers & advertisers due to presence of our newspapers in these markets.

Total Revenue



EBITDA

