Investor Presentation

June 2016
Safe Harbor

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Agenda

01. Company Overview
02. Service & Product Offerings
03. Client Details
04. Financial Summary
### Company Overview

<table>
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<tr>
<th>Leading Indian IT Solutions Company</th>
<th>Experienced and professional management team</th>
<th>Expanded Globally via Acquisitions</th>
<th>Industry/Verticals</th>
<th>Strong Financial Performance</th>
</tr>
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<tbody>
<tr>
<td>• India based CMMI level 3 &amp; ISO 9001:2008 certified IT Services Company</td>
<td>• Managed by handpicked professionals from a cross-section of the industry</td>
<td>• MCS Global, Inc. (US)</td>
<td>• BFSI</td>
<td>• In 9mFY16 Revenue crossed the mark of INR $3586.8 Mn with growth of 165.8% YoY</td>
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<tr>
<td>• Founded in 1993; accelerated growth when new Mgt took over</td>
<td>• Supported by an experienced second in line management team</td>
<td>• Tekriti Software Pvt. Ltd. (India)</td>
<td>• Retail &amp; Ecommerce</td>
<td>• EBITDA was INR $503.7 Mn; up 140% on YoY basis</td>
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<tr>
<td>• Provides I-SMAC (IoT - Social, Mobile, Analytics, Cloud) solutions, ERP, EAI, Enterprise Mobility &amp; Mobile Application Development</td>
<td></td>
<td>• Skan DbyDx Software Pvt. Ltd. (India)</td>
<td>• Manufacturing</td>
<td>• PAT stood at INR $309.7 Mn; growth of 130% on YoY basis</td>
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<tr>
<td>• Range of Products include KLGAME, Kellton Tech Mobility Platform and Drupal Wizard</td>
<td></td>
<td>• Supremesoft Global (US)</td>
<td>• Utilities &amp; Distribution</td>
<td>• Consistent Revenue and Profit growth record</td>
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- Consistent Revenue and Profit growth record
Key Management

Niranjan Chintam
Executive Chairman
Wharton Business School

Srinivas Potluri
CEO, USA
Kellogg School of Management

Raj Gupta
CEO, Prosoft Group

Brian Bokanyi
VP, Operations

Jim Burton
VP, Healthcare & Life Sciences, North America
Strayer University, Maryland

Krishna Chintam
Managing Director
Kellogg School of Business

Karanjit Singh
CEO, India
National Institute of Industrial Engineering

Abhishek Vinod Singh
Sr. Vice President, Americas & Europe
IIT Kanpur

Nitin Verma
Sr. Vice President, India & APAC
IIT Kanpur

Gerard John
GM, EMEA
Historical Timeline

- 1993: Incorporated
- 2009: New management team led by Niranjan Chintam and Krishna Chintam takes over
- 2011: Acquired SKAN DbyDx Software Pvt. Ltd., a mobility solutions company
- 2012: Acquired Tekriti Software Pvt. Ltd., a software services company focusing on web/open source
- 2013: Acquired Supremesoft Global Inc., a US-based IT consulting company
- 2014: Ranked 21st in Deloitte Technology fast 50 India 2014
  - Selected among the ‘20 Most Promising Travel & Hospitality Solution Providers’ and ‘Top 20 Enterprise Mobility Companies in India by CIO Review’
- 2015: Acquired eVantage Solutions Inc., a US-based IT consulting company
  - Acquired Vivos Professional Services LLC, a USA based focusing on life-sciences & healthcare space
- 2016: Acquired ProSoft Technology Group Inc., a US-based ERP, EAI Solutions company
  - KLGAME was nominated in the finals of HYSEA Annual Summit and Awards 2015
  - Acquired Bokanyi Group, leading US-based cloud and analytics service provider
  - Acquired ProSoft Technology Group Inc., a US-based ERP, EAI Solutions company
  - KLGAME was nominated in the finals of HYSEA Annual Summit and Awards 2015
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01 Company Overview

02 Service & Product Offerings

03 Client Details

04 Financial Summary
Offerings: ISMAC

- Digital marketing tools to cross and up-sell
- Business communication and collaboration tools
- Big data, analytics tools
- Online gaming
- SCM – streamline inventory management, storage
- Business communication and collaboration tools, location based services
- ERP, CRM, sales force automation
- Data warehousing, data mining based on next-gen architecture, storage
- Cloud based infrastructure, databases and analytics tools
- Application processing tools: query, analysis
- Predictive maintenance
- Asset utilisation
- Disaster planning and recovery
- Inventory tracking
- Online gaming
- Cloud consulting, broker, integrator and cloud system
- Virtualised infrastructure and application management
- Customizing SaaS packages
ISMAC: Future is Here
Key Product: KLGAME™

Kellton Tech Location based Gamification, Analytics & rich Messaging Engine

- Retail & e-Commerce
- Travel & Hospitality
- Entertainment
- Promotions & Advertisement
- Event & Amusement Park

Framework/ Accelerator Developed by Kellton

- Location based Gamification, Analytics & rich Messaging Engine
- Features: Rich Push Notifications, Navigation Assistance, Real Time Analytics, Gamification, CMS Enabled Backend, Scalable, Customizable and IoT Ready
- To modernise Retail & eCommerce, Travel & Hospitality, Entertainment, Promotions & Advertisement, Event & Amusement Park
What we do

Digital Transformation Solutions/ISMAC

- **Digital Commerce**
  - eCommerce Portal Development, mCommerce Application Development, Web and Mobile Applications Maintenance and Support

- **Enterprise Mobility**
  - Strategic mobility consulting, User Experience (UI/UX) Design, Mobile Application development, maintenance and support, mobile device management

- **Digital Governance**
  - mHealth applications development, security and surveillance applications development, RFID Solutions

- **IoT, Big Data and Analytics**
  - IoT applications development, location based services (LBS) application development, analytics and reporting

- **Software R&D Labs**
  - Proof of concept, minimum viable product, application development, maintenance and support

- **Outsourced Product Development**
  - Application Development, Maintenance and Support

- **Digital Marketing**
  - Internet Marketing, SEO, SEM/PPC, SMM, Analytics and Reporting

- **Business Enterprise Solutions**
  - ERP Implementation, Maintenance and Support

- **Business Integration**
  - Enterprise Application Integration, Service Oriented Architecture Strategy, Maintenance and Support

- **Business Process Management**
## How We Do It

### Offshore Product Development (OPD)
- System Architecture Design
- Software Development
- QA & Testing
- Language Localization
- Migration & Porting
- Project Management
- Performance Engineering
- Sustenance & Support
- Enterprise Application Integration

### Research & Development (R&D)
- Proof of Concept (PoC)
- Minimum Viable Product (MVP)
- Technical Feasibility Analysis
- Market Research

### Consulting Services
- Strategic Mobility Consulting
- IT Strategy & Transformation
- Governance Risk & Compliance
- Enterprise Architecture Consulting
- Enterprise Application Consulting
- ERP
- EAI

### Analytics & Information Management
- Business Analytics
- Information Management
- Big Data Analytics
- Business Intelligence and Performance Management

### Resourcing
- Onsite Consulting
- Off-shore Consulting
- Onsite Project Coordination
- Resource Augmentation
- Build, Operate, Transfer (BOT)

### Internet Marketing Services
- Search Engine Optimization (SEO)
- PPC
- Social Media Marketing
- Content Marketing
- Reputation Management
Developed Mobile Apps for e-Commerce portals: **Top 3 out of 3 players are our clients**

Build, Integrate and Maintain robust platform (e.g. **Drupal**) for Non-profit Org. such as United Nations, Oxfam, Green Peace, Amnesty International

Locations Based Services (LBS): locating ATMs/branches, customized Mobility for HN1/privileged customers

Developed **SAP4™** Mid market solutions for manufacturing Co. based on SAP; Specialized solutions for Industrial Machinery & component manufacturers

Conceive, Innovate and Deliver real time solutions in every segments of **Logistics**

Provide solutions to Broadcasting, Online gaming, Publishing and Content processing

Collaboration with Airlines Co., Online travel agencies, Transportation and Sports related businesses across the globe

Offer innovative, comprehensive solutions to physicians, hospitals, Govt. health bodies and Public health & research organisations
Agenda

01  Company Overview
02  Service & Product Offerings
03  Client Details
04  Financial Summary
Clients: Whom we Serve

Number of clients: 344

<table>
<thead>
<tr>
<th>Region</th>
<th>Won 1st Client</th>
<th>Size of Local Team</th>
<th>Number of Clients</th>
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<tbody>
<tr>
<td>USA</td>
<td>1993</td>
<td>450</td>
<td>276</td>
</tr>
<tr>
<td>Europe</td>
<td>2005</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>India</td>
<td>2003</td>
<td>650</td>
<td>57</td>
</tr>
<tr>
<td>Others</td>
<td>2005</td>
<td>35</td>
<td>5</td>
</tr>
</tbody>
</table>
Clients

RETAIL & E-COMMERCE
- Groupon
- Jabong
- Yebhi.com
- Payless
- Flipkart
- Snapdeal.com
- Columbia
- J.Crew
- OKA
- Staples
- Printvenue.com
- Getit
- Tradus.com
- Artizia
- Souq.com

PUBLISHING
- Penton
- Condé Nast Traveler
- Here Media
- CAREERS360
- The Times of India
- INDIA Today
- FHM Daily News
- Travel Boutique Online
- ixigo
- Know & Go
- IndiGo
- MyTeksi
- Kuoni
- Starbucks
- Starwood

TRAVEL & HOSPITALITY
Clients

HEALTHCARE & LIFE SCIENCES
- eoshealth
- Novartis
- Alcon
- CareRally
- Johnson & Johnson
- GE Healthcare
- Novella Clinical
  A Quintiles Company

REAL ESTATE & INFRASTRUCTURE
- PROPTIGER
- CBRE
- Capitala
- CLIENTLOOK
- BECHTEL
- KANDLA PORT TRUST
- ireo
- TECOM INVESTMENTS

OTHERS
- XORA
- SONY
- AT&T DriveMode
- ireo
- pago
- VOLVO
- HEADHONCHOS
- plantronics
- Nielsen
- Guru
- Airtel
- EXPRESS YOURSELF
- Buddy
- LIV EX
- Reuters Market Light
Client Case Studies
Airlines Going Digital

One of the fastest growing and also the largest airlines in India with a market share of 32.6% as of May 2014. The airline offers 534 daily flights connecting to 37 destinations including 5 international destinations. It presently operates a fleet of 86 aircraft belonging to Airbus A320 family.

Scope of Work

Website
Client side Upgrade

Mobility Consulting

Mobile Apps Development

Quality Assurance

Support

Platforms

![Platform Logos](image-url)
Ireland’s largest taxi operator which provides agile, flexible world-class cloud based taxi dispatched systems, online booking engines and taxi booking apps that integrate seamlessly with each other. Kellton Tech was responsible for mobile app development in various platforms.
Shopping Goes Mobile

It is India's **largest e-commerce market place**. The platform has the widest assortment of products from thousands of national, international and regional brands across diverse categories. Snapdeal.com has a network of more than **50000 merchants and brands**, and has over **20 million members** (which is 1 out of every 6 internet users in the country) and caters to the shopping needs of customers across **4000 towns and cities**.

**Scope of Work**

- Product Concept Design
- Hybrid App Development
- QA and Testing
- Launch on Stores
- Annual Maintenance

**Platforms**

- Apple
- Android
Developed Enterprise Application

Kellton Tech, as an **OSDC Partner** understands each of the clients' business model, share their passion and take responsibility. Kellton Tech is glad to be associated with a **fast growing London based software development company** and helping them in delivering **end-to-end mobile** and **web** based industry and enterprise applications and solutions thereby helping their clients in conceptualizing an idea into a commercial reality.

### Scope of Work

- **Business Consulting**
- **Web and Mobile App Development**
- **Quality Assurance**

### Platforms

- **EHawk .NET**
- **6S Infinity PHP, Suite CRM customization**
- **eMason App Porting to BB10**
- **AGIO iOS and CakePHP**
- **Attest Drupal, MySQL**
- **Vitamozo CakePHP and iOS, Android Apps**
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Financial Summary

- Consistent growth in revenues and profits
- Increasing focus on digitalization and mobility will provide future growth opportunities
- 9mFY16 revenue witnessed a growth of 165.8% led by broad base growth and acquisition.
Clients Metrics – Q3FY16

By Geography
- North America: 81%
- India & APAC: 16%
- Europe: 2%
- Others: 1%

By Size
- Start-ups: 20%
- SMEs: 30%
- Large Enterprises: 50%

By Vertical
- BFSI: 45%
- Healthcare & Lifesciences: 18%
- Professional Service/ Business Service: 11%
- Information Services & Technology: 5%
- Retail: 10%

Client Profile (9m Rolling)
- Revenue 0.5 to 1 Mn $: 52
- Revenue 1 to 2 Mn $: 48
Investment Highlights

✓ Consistent revenue and profitable growth over the years
✓ Continue to focus on fast growing and cutting edge technologies – mobile application development, content management systems (CMS), analytics and cloud computing
✓ Acquisition philosophy guided by twin objectives - deepening Kellton’s technical expertise & acquiring customers
✓ Kellton Tech powers 30% of $21 billion eCommerce Market in India
✓ Experienced Management team with 1000+ employees
✓ Served +200 clients ranging from start-ups and early stage enterprises to Fortune 500 companies
✓ Executing marquee projects including
  - World’s largest mobile based eGovernment health Project (msehat) in U.P
  - World’s first successful deployment of iBeacon powered conference app supporting indoor location, gamification & real time analytics
  - India’s first Security and Surveillance project for Kandla Port.