

Data Sheet Matrimony.com Ltd (Consolidated)

matrimony.com

Key Revenue Metrics

As at end of/during	Q1 FY2018	Q2 FY2018	Q3 FY2018	Q4 FY2018	Q1 FY2019	Q2 FY2019	Growth % Y-o-Y (Q2)	H1FY18	H1FY19	Growth % Y-o-Y (H1)
Ever Registrations (in mn)	27.65	28.51	29.47	30.47	31.49	32.49	13.9%	28.51	32.49	13.9%
Active Profiles (in mn)	3.08	3.19	3.29	3.40	3.53	3.57	12.1%	3.19	3.57	12.1%
Free Registration (in mn)	0.90	0.87	0.95	0.99	1.02	1.00	14.8%	1.77	2.02	14.0%
Average Free Registration Per Day	9903	9465	10375	11043	11216	10862	14.8%	9683	11038	14.0%
Paid Subscription (000's)	190	177	187	192	191	184	4.1%	366	375	2.4%
ATV (in Rs)	4,242	4,339	4,371	4,489	4,477	4,542	4.7%	4,289	4,509	5.1%

Key Financial Metrics

Enterprise (₹ million)	Q1 FY2018	Q2 FY2018	Q3 FY2018	Q4 FY2018	Q1 FY2019	Q2 FY2019	Growth % Y-o-Y (Q2)	H1FY18	H1FY19	Growth % Y-o-Y (H1)
Sales	856	814	856	892	893	862	5.9%	1,669	1,755	5.1%
Matchmaking	808	770	822	867	860	835	8.5%	1,578	1,696	7.5%
Marriage Services	48	43	34	25	33	26	-39.7%	91	59	-35.0%
Revenue	839	836	837	844	896	882	5.4%	1,675	1,777	6.1%
Marketing Expenses	139	129	147	145	160	187	45.2%	268	347	29.5%
Gross Margin*	337	335	321	345	372	351	7.8%	672	733	9.1%
Gross Margin %	40%	40%	38%	41%	41%	41%		40%	41%	
EBITDA	197	206	174	200	212	174	-15.5%	404	386	-4.4%
Net Profit	149	192	230	168	156	134	-30.3%	340	290	-14.8%
Diluted EPS (Rs.)	6.9	8.9	10.1	7.6	6.9	5.8	-34.2%	15.8	12.7	-19.7%
EBITDA Margin (%)	23.5%	24.6%	20.8%	23.6%	23.6%	19.7%		24.1%	21.7%	
Net Profit Margin (%)	17.7%	22.9%	27.5%	19.9%	17.5%	15.1%		20.3%	16.3%	

Segment (₹ million)	Q1 FY2018	Q2 FY2018	Q3 FY2018	Q4 FY2018	Q1 FY2019	Q2 FY2019	Growth % Y-o-Y (Q2)	H1FY18	H1FY19	Growth % Y-o-Y (H1)
Segment Revenue										
Matchmaking Services	790	790	797	814	859	851	7.7%	1,580	1,710	8.3%
Marriage Services	49	46	39	30	36	24		95	60	
Total	838	836	837	843	895	876	4.8%	1,674	1,771	5.8%
Deferred Revenue (As at end of)										
Matchmaking Services	582	563	587	648	647	629	11.8%	563	629	11.8%
Marriage Services	18	16	11	6	4	6		16	6	
Total	600	579	599	655	650	635	9.6%	579	635	9.6%
Gross Margin- Matchmaking										
Marketing Expenses	126	119	131	136	154	182	53.1%	245	336	37.1%
Gross Margin*	388	386	382	401	431	417	8.0%	774	848	9.6%
Gross Margin %	49%	49%	48%	49%	50%	49%		49%	50%	
Segment EBITDA										
Matchmaking Services	261	267	250	264	277	235	-11.9%	529	512	-3.1%
Marriage Services	-36	-38	-51	-43	-31	-35		-74	-66	
Total	225	229	200	221	245	200	-12.5%	454	446	-1.9%
Add: Unallocable Income	0.1	0.4	0.0	0.4	0.8	5.9		1	6.7	
Less: Unallocable Expenses	28	24	26	22	34	32		51	67	
EBITDA (Enterprise)	197	206	174	200	212	174	-15.6%	404	386	-4.4%

* Gross margin = EBITDA+Marketing Expenses

