

# Data Sheet Matrimony.com Ltd (Consolidated)

matrimony.com

## Key Financial Metrics (₹ million)

| Particulars                                     | Q1 FY2021 | Q2 FY2021 | Q3 FY2021 | Q4 FY2021 | Q1 FY2022 | Q2 FY2022 | Q3 FY2022 | Q4 FY2022 | Growth %<br>QoQ (Q4) | Growth %<br>YoY (Q4) | FY 21 | FY 22 | Growth %<br>YoY |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|----------------------|-------|-------|-----------------|
| <b>Billings</b>                                 | 815       | 966       | 1,001     | 1,067     | 1,052     | 1,068     | 1,074     | 1,151     | 7.2%                 | 7.9%                 | 3,850 | 4,344 | 12.9%           |
| <i>Matchmaking Services</i>                     | 812       | 962       | 998       | 1,061     | 1,047     | 1,061     | 1,061     | 1,132     | 6.7%                 | 6.7%                 | 3,832 | 4,301 | 12.2%           |
| <i>Marriage Services</i>                        | 4         | 5         | 3         | 6         | 5         | 7         | 13        | 19        | 43.5%                | 202.7%               | 18    | 44    | 147.6%          |
| <b>Revenue</b>                                  | 868       | 933       | 967       | 1,011     | 1,055     | 1,100     | 1,085     | 1,106     | 1.9%                 | 9.4%                 | 3,778 | 4,345 | 15.0%           |
| <i>Matchmaking Services</i>                     | 861       | 927       | 962       | 1,006     | 1,049     | 1,092     | 1,072     | 1,091     | 1.8%                 | 8.4%                 | 3,757 | 4,304 | 14.6%           |
| <i>Marriage Services</i>                        | 7         | 6         | 5         | 5         | 6         | 8         | 13        | 15        | 9.6%                 | 209.5%               | 22    | 41    | 89.6%           |
| <b>Deferred Revenue (As at end of)</b>          | 644       | 677       | 711       | 765       | 760       | 736       | 725       | 767       | 5.7%                 | 0.3%                 | 765   | 767   | 0.3%            |
| <i>Matchmaking Services</i>                     | 628       | 663       | 698       | 751       | 747       | 720       | 710       | 747       | 5.2%                 | (0.5)%               | 751   | 747   | (0.5)%          |
| <i>Marriage Services</i>                        | 15        | 14        | 13        | 14        | 13        | 16        | 16        | 20        | 28.9%                | 43.8%                | 14    | 20    | 43.8%           |
| <b>EBITDA - Segment</b>                         |           |           |           |           |           |           |           |           |                      |                      |       |       |                 |
| <i>Matchmaking Services</i>                     | 216       | 219       | 227       | 235       | 290       | 316       | 263       | 248       | (5.7)%               | 5.4%                 | 897   | 1,117 | 24.5%           |
| <i>Margin (%)</i>                               | 25.1%     | 23.7%     | 23.6%     | 23.4%     | 27.7%     | 29.0%     | 24.5%     | 22.7%     |                      |                      | 23.9% | 26.0% |                 |
| <i>Marriage Services</i>                        | (33)      | (25)      | (19)      | (19)      | (21)      | (15)      | (29)      | (31)      |                      |                      | (96)  | (96)  |                 |
| <b>Segment EBITDA (Total)</b>                   | 182       | 195       | 208       | 216       | 270       | 301       | 234       | 217       | (7.4)%               | 0.4%                 | 801   | 1,022 | 27.5%           |
| <i>Add: Unallocable Income</i>                  | 8         | 13        | 3         | 1         | 7         | 2         | 4         | 17        |                      |                      | 26    | 30    |                 |
| <i>Less: Unallocable Expenses</i>               | 28        | 30        | 25        | 38        | 47        | 38        | 36        | 31        |                      |                      | 121   | 152   |                 |
| <b>EBITDA - Enterprise</b>                      | 163       | 178       | 186       | 179       | 229       | 265       | 202       | 204       | 0.7%                 | 13.6%                | 706   | 900   | 27.5%           |
| <b>EBITDA Margin (%)</b>                        | 18.6%     | 18.8%     | 19.1%     | 17.7%     | 21.6%     | 24.0%     | 18.6%     | 18.1%     |                      |                      | 18.6% | 20.6% |                 |
| <b>Net Profit</b>                               | 94        | 103       | 110       | 101       | 138       | 166       | 115       | 117       | 1.8%                 | 15.6%                | 408   | 536   | 31.4%           |
| <b>Net Profit Margin (%)</b>                    | 10.7%     | 10.9%     | 11.4%     | 10.0%     | 13.0%     | 15.0%     | 10.6%     | 10.4%     |                      |                      | 10.7% | 12.2% |                 |
| <b>Diluted EPS (Rs.)</b>                        | 4.1       | 4.5       | 4.8       | 4.4       | 6.0       | 7.2       | 5.0       | 5.1       | 1.8%                 | 15.0%                | 17.9  | 23.4  | 30.9%           |
| <i>Marketing Expenses- Enterprise</i>           | 268       | 339       | 375       | 386       | 373       | 399       | 418       | 432       | 3.4%                 | 11.7%                | 1,368 | 1,621 | 18.5%           |
| <i>EBITDA (Enterprise) excluding Marketing</i>  | 431       | 517       | 561       | 566       | 602       | 664       | 620       | 635       | 2.5%                 | 12.3%                | 2,074 | 2,521 | 21.5%           |
| <i>Margin %</i>                                 | 49%       | 55%       | 58%       | 56%       | 57%       | 60%       | 57%       | 57%       |                      |                      | 55%   | 58%   |                 |
| <i>Marketing Expenses- Matchmaking</i>          | 267       | 337       | 375       | 386       | 373       | 399       | 416       | 427       | 2.7%                 | 10.6%                | 1,366 | 1,614 | 18.2%           |
| <i>EBITDA (Matchmaking) excluding Marketing</i> | 483       | 557       | 602       | 621       | 663       | 715       | 678       | 675       | (0.6)%               | 8.6%                 | 2,263 | 2,732 | 20.7%           |
| <i>Margin %</i>                                 | 56%       | 60%       | 63%       | 62%       | 63%       | 66%       | 63%       | 62%       |                      |                      | 60%   | 63%   |                 |

## Key Business Metrics

| As at end of/during                       | Q1 FY2021 | Q2 FY2021 | Q3 FY2021 | Q4 FY2021 | Q1 FY2022 | Q2 FY2022 | Q3 FY2022 | Q4 FY2022 | Growth %<br>QoQ (Q4) | Growth %<br>YoY (Q4) | FY 21 | FY 22 | Growth %<br>YoY |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|----------------------|-------|-------|-----------------|
| <i>Paid Subscriptions (in mn)- during</i> | 0.17      | 0.21      | 0.23      | 0.23      | 0.22      | 0.22      | 0.22      | 0.23      | 8.8%                 | 3.1%                 | 0.84  | 0.89  | 6.8%            |
| <i>ATV (Rs.)</i>                          | 4,837     | 4,485     | 4,385     | 4,667     | 4,742     | 4,739     | 4,921     | 4,823     | (2.0)%               | 3.3%                 | 4,578 | 4,806 | 5.0%            |

Note: Figures of the previous periods, wherever necessary, have been regrouped / reclassified to conform to the current periods' presentation.