

Quarterly Performance Update

Q1 FY-18

Kaya Limited

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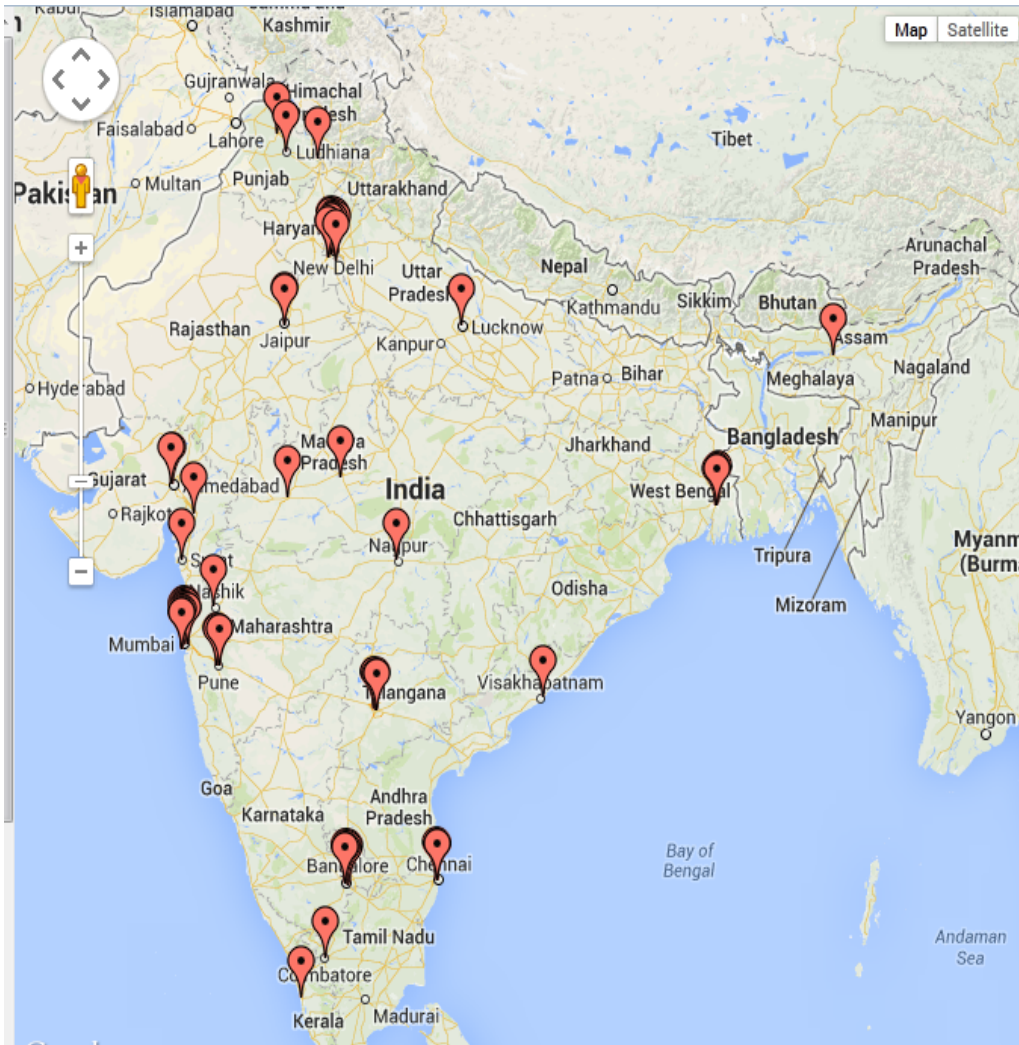
Kaya India Region



Kaya India : Key Highlights

- **Net Revenue** for Q1 FY 18 at INR 493 Mn grew by 5% (SSG: 9%)
 - **KSI clinics** - Net Revenue at Rs 473 Mn grew by 5% (SSG: 9%)
 - **KSB** - Net Revenue at Rs 20 Mn in Q1 FY 18
- **EBIDTA** at INR (31) Mn (- 6% of NR) compared to EBIDTA of INR (45) Mn (- 10% to NR) in Q1 LY
- **PAT** is INR (27) Mn (- 6% of NR) against INR (30) Mn (- 6% of NR) in Q1 LY
- **Key Initiatives :**
 - Customer Lifecycle Management Program has resulted in a growth in Consumption Frequency, Transaction Frequency & Retention of consumers
 - Brand Initiative towards Hair Free category has resulted in a 24% increase in brand searches till date
 - Innovations such as Insta Skin Brilliance ensured balanced growth in Pigmentation category.
 - Products has seen a 16% growth over last year with Moment-of-Truth tools such as prescription pad leading the growth`

Our Presence in India



101
Clinics

137
Kaya Skin Bars

27
Cities

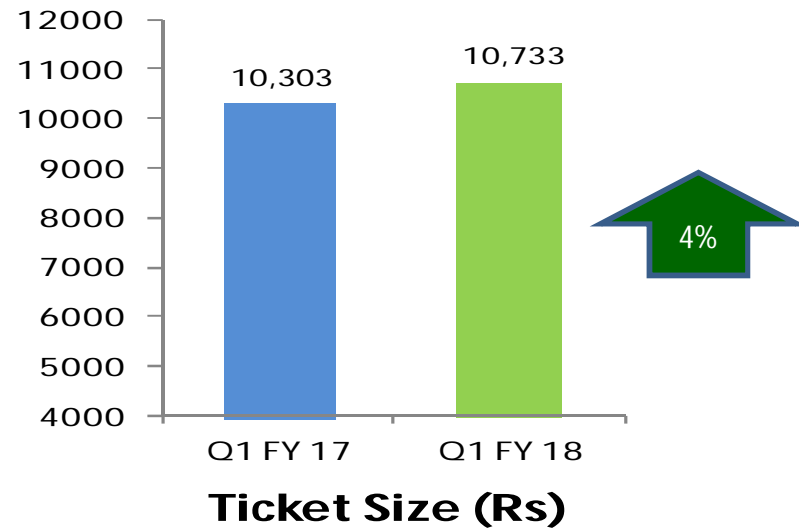
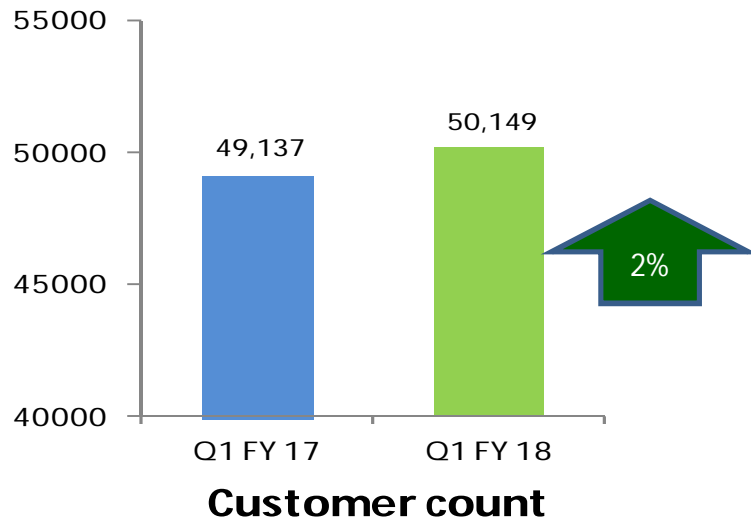
16
Indian states

Opened in Q1 FY 18
✓ 22 KSB - Modern Trade (MT)

Closed in Q1 FY 18:
✓ 8 KSB – Shop in Shop (SIS)

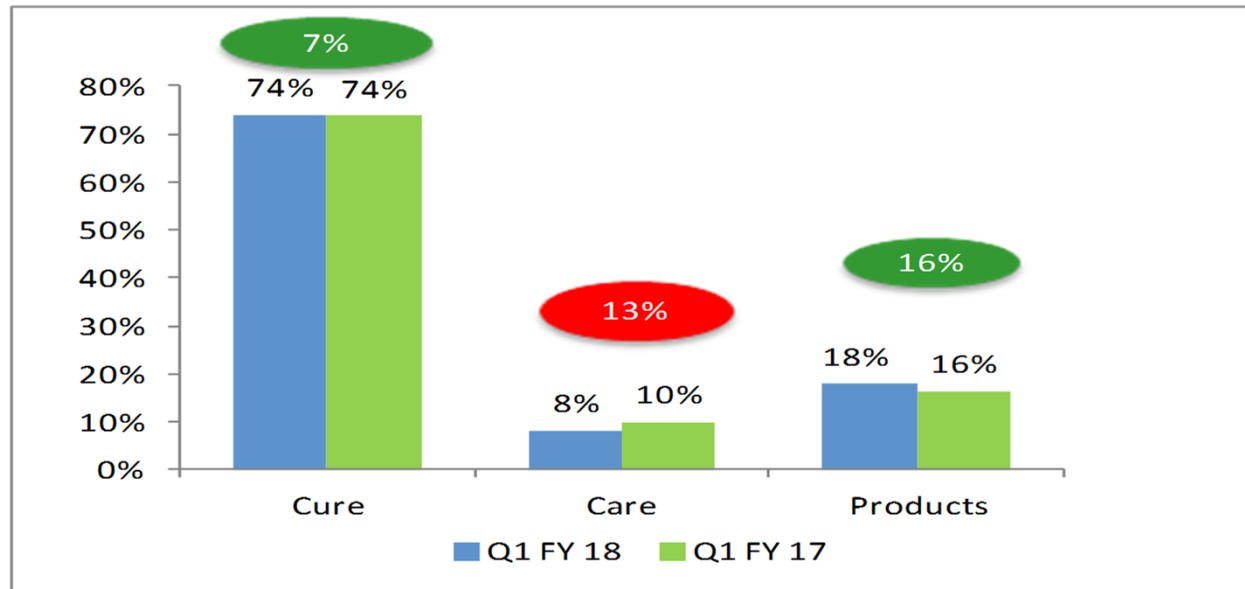
The picture above just gives an idea of location and don't represent exact scale

Operational Indicators – India (Clinics + E Com)



- Customer Count grew by 2% (SSG: 4%)
- Ticket Size de-grew by 4% over LY. (SSG: 4%)

Category Mix % - India (Clinics + E Com)



- Cure category grew by 7% (SSG: 10%) in Q1 FY 18
 - Hair Free and Hair care category majorly contributed to growth
- Care vertical de - grew by 13% (SSG: -11%) in Q1 FY 18
 - Beauty Facials category de-grew by 19% (SSG: -ve 17%)
- Product category (*including E commerce*) grew by 16% (SSG: 18%) in Q1 FY 18.

Awards & Recognition

Kaya India -

"Indian Salon and Wellness Congress 2017 – Wellness India " Award for

- *Aesthetic Chain of the Year*
- *Beauty & Wellness products retailer/e-retailer of the Year*



Financials – Q1 FY 18



Financial Highlights : India

Particulars (INR Mn)	Q1 FY 17	Q1 FY 18
Collection	535	561
Net Revenue	467	493
EBIDTA	-45	-31
Operating Margin	-69	-59
Other Income	25	19
PAT	-30	-27

↑ 5%

↑ 5%

Collection SSG 9%

Net Revenue SSG 9%

EBIDTA margin at -6% against
- 10% in Q1 LY

Operating margin at - 12%
against - 15 % in Q1 LY.

PAT at - 6% against - 6% in
Q1 LY

SSG: Same store growth

In case of any clarifications please
contact on
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Thank you