



Q4 FY19 Investor Update

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Key Highlights



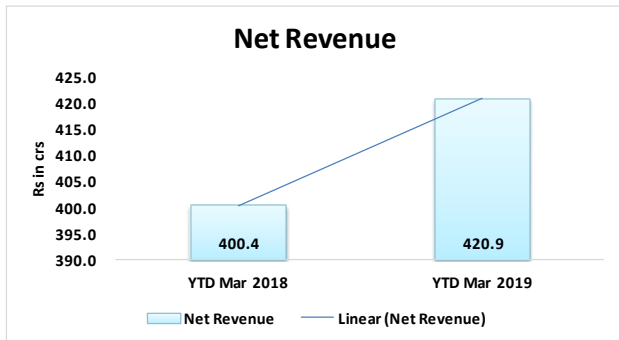
Kaya Group Performance – Q4 & YTD Mar

YTD Mar

Topline Growth @5%

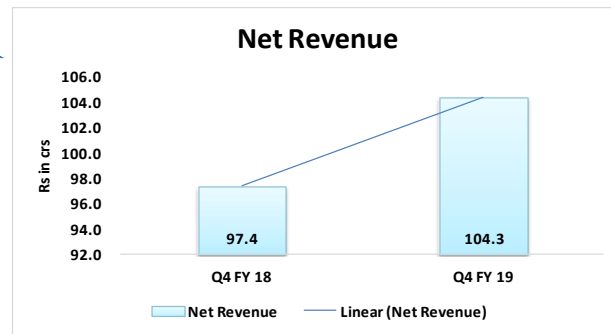
YTD Mar-19

YTD Mar-18



Quarter 4

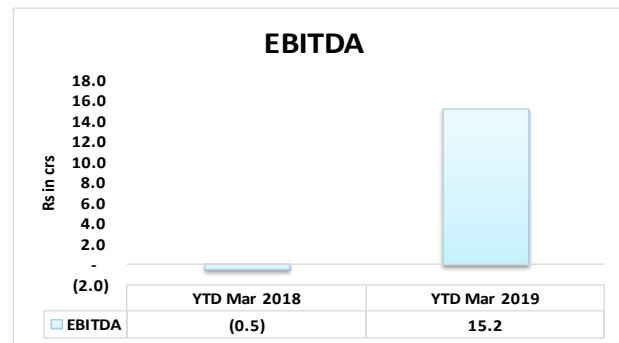
Topline Growth @7%



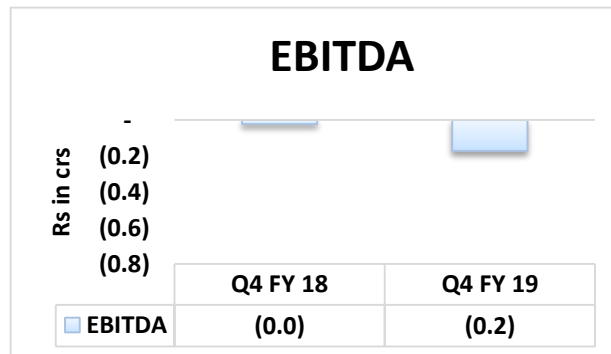
EBITDA @ 4% of NR

YTD Mar-19

YTD Mar-18



EBITDA Rs (0.2) crs, against breakeven in PY



Net Revenue : FY 19, Consolidated Net Revenue increased by 5% over LY

EBITDA :Improvement of Rs 15.7 crs in FY 19 as compared with FY 18

PBIT : FY 19, Consolidated PBIT @ –ve 3% of NR as against –ve 6% of NR of LY. Higher by 49% over LY

PAT : FY 19 Consolidated PAT @ –ve 4% of NR as against –ve 5% of NR of LY. Improved by 25% over LY

Kaya India Performance – Q4 & YTD Mar

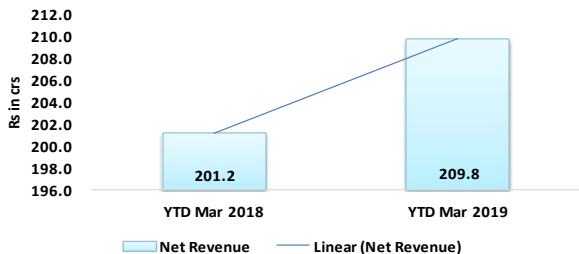
↑
Topline
Growth
@4%

YTD Mar-19

YTD Mar-18

YTD Mar

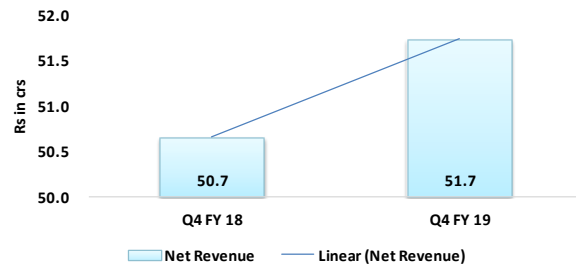
Net Revenue



↑
Topline
Growth
@2%

Quarter 4

Net Revenue

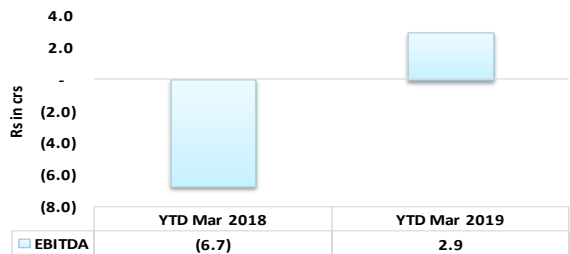


↑
EBITDA
improved
by Rs 9.6
crs

YTD Mar-19

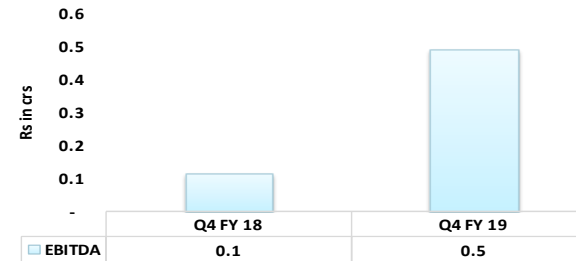
YTD Mar-18

EBITDA



↑
EBITDA
improved
by Rs 0.4
crs

EBITDA



Net Revenue : FY 19, Standalone Net Revenue increased by 4% over LY

EBITDA : Improvement of Rs ~9 crs in FY 19 as compared with FY 18

PBIT : FY 19, Consolidated PBIT @ –ve 6% of NR as against –ve 10% of NR of LY. Higher by 38% over LY

PAT : FY 19 Consolidated PAT @ –ve 2% of NR as against –ve 7% of NR of LY. Improved by 69% over LY

Kaya India – Highlights

Q4 FY 19

- Net Revenue for Q4 FY19 at INR 51.7 crs, grew by 2% over LY
- **EBIDTA is INR 0.5 crs (1% of NR), compared to EBIDTA of INR 0.1 crs (0% of NR) in Q4 FY18, improvement of Rs 0.4 crs**
- PAT after Exceptional at INR (1.3) crs (-2% NR), compared to PAT of INR (4.3) crs (-9% NR) in Q4 FY18, improvement of INR 3.1 crs

FY 19

- Net Revenue for FY19 at INR 209.8 crs, grew by 4% over LY
- **EBIDTA is INR 2.9 crs (1% of NR), compared to EBIDTA of INR (6.7) crs (-3% of NR) in FY19, improvement of Rs 9.6 crs**
- PAT after Exceptional at INR (4.2) crs (-2% NR), compared to PAT of INR (13.5) crs (-7% NR) in FY19, improvement of INR 9.3 crs

Key Initiatives :

- Growths seen in key focus categories : Both Hair care (23%) and Products (20%).
- Ecommerce grew by 17% in Q4, MT/GT business grew by 56%
- New retail identity roll-out continued with launch of flagship clinic at Indiranagar (Bangalore) and Malviya Nagar (Jaipur).

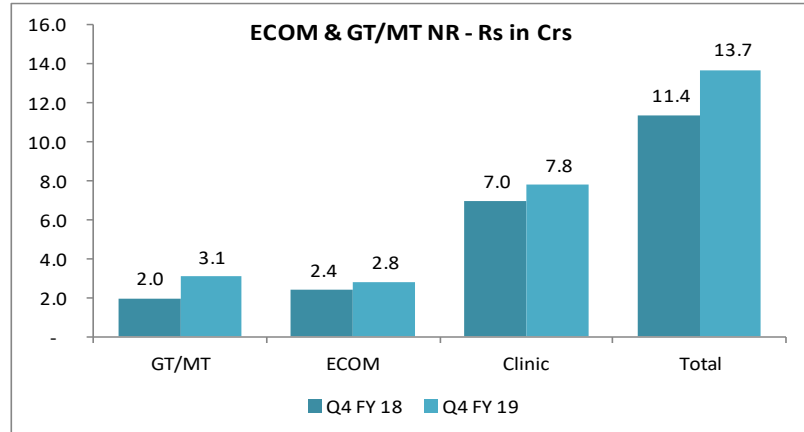
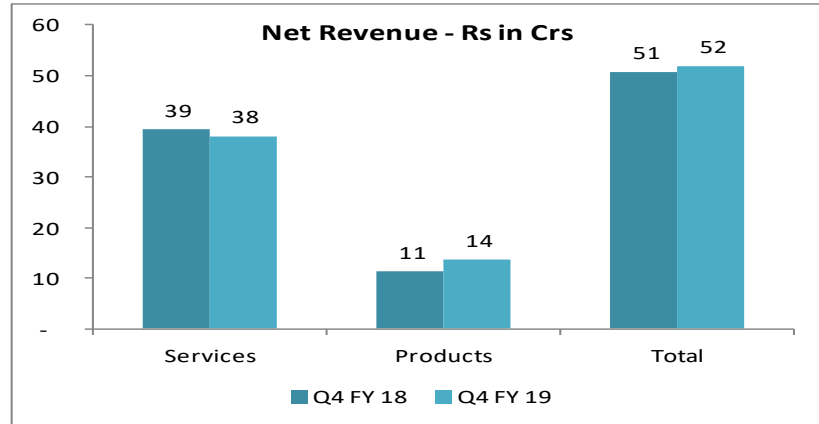


Kaya India

- Kaya India Q4 FY19 collection grew by **6%** over Q4 LY
- Clinic Customer Count growth is **4%** over LY and Avg ticket size declined by 0.4% over LY
- Kaya India Q4 FY19 revenue grew by **2%** over Q4 LY
 - Service revenue declined by **3%** over Q4 LY
 - Product revenue grew by **20%** over Q4 LY
 - E Commerce revenue grew by **17%** over Q4 LY
 - GT/MT revenue grew by **56%** over Q4 LY



Net Revenue





New Product Launches and Awards



New Products Launched

Licorice luminous Peel-off Mask



A gentle peel off mask that helps slough away dead skin cells and helps lift off microparticles of dust and dirt that have gathered over time. The Licorice extract is potent with powerful antioxidants that help protect the skin from environmental stressors. It is also a natural skin brightening agent that leaves the skin looking luminous and revitalized

Skin Type- **All Skin Types**
Launch Month- **Mar'19**

Charcoal & Tea Tree Mattifying Peel-off Mask



A gentle peel off mask that helps in cleaning out pores and slough away dead cells. Charcoal helps remove oil, dirt & other micro partials giving you brighter , flawless complexion. Tree tea oil acts as an effective antiseptic and helps in & fight acne and gives a mattifying effect to skin

Skin Type- **Normal to Oily**
Launch Month- **Mar'19**



Anti-Pollution face wash with Bamboo charcoal



Enriched with activated bamboo charcoal which has excellent absorption properties, this gentle face wash is extremely effective in drawing out pollutants and dirt from your skin. It helps in cleansing pores off bacteria, toxins and microparticles. Skin feels clean, detoxed and fresh

Skin type-For Normal to oily skin types

Launch Month-Feb'19



Awards & Accolades received in Q4

India's Retail Champions 2019



India's Retail Champions 2019





Renovated Clinic – INDIRANAGAR, Bangalore

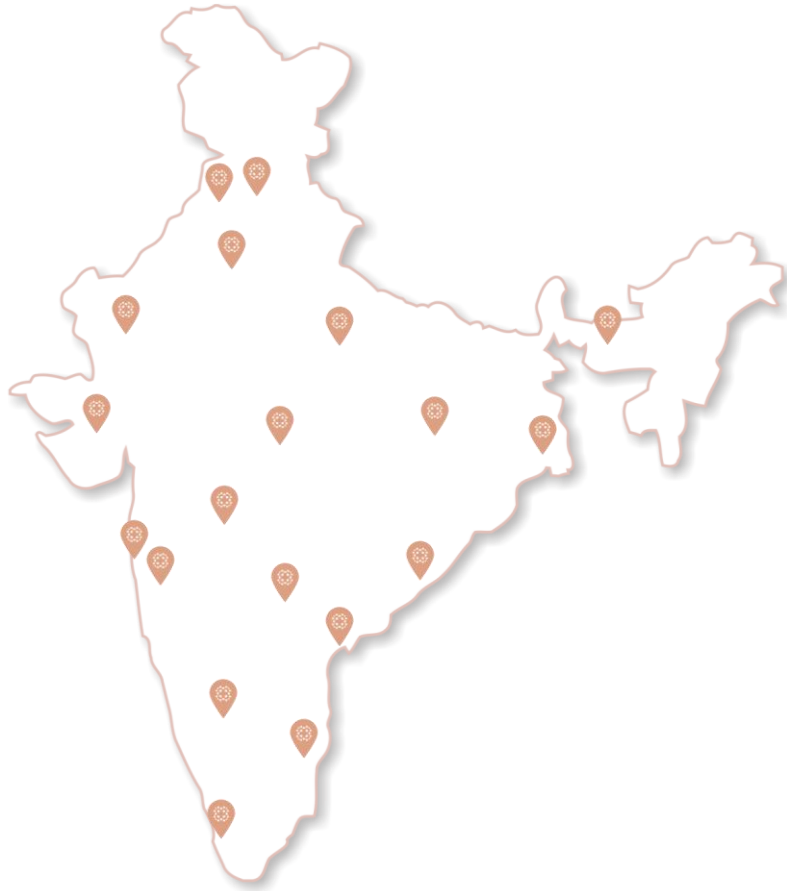




Relocated Clinic - MALVIYA NAGAR, Jaipur



Our Presence - India



16 Indian States

26 Cities

97 Clinics

500+ Product Retail Outlets



Kaya – Middle East Highlights

- Collection grew by 17% over Q4 LY
- Net Revenue for Q4 FY19 at INR 52.6 crs, grew by 13% over LY
- EBIDTA at remains same as in LY @ INR (0.7) crs (-1% NR)
- PAT after exceptional items at INR (11.7) crs (-22% NR), compared to PAT of INR (4.1) crs (-9% NR) in Q4 FY19

Highlights of the Quarter:

- **New Identity Clinics**
6th clinic under the New Identity was opened in The Walk JBR, Dubai. This clinic has the advantage of the premium location where it is located and is expected to be driven by its 'unique experience' & 'futuristic infrastructure'.
- **Voice of Customer**
Feedback tool launched in the clinics to improve the connect with the customer and understand their association with the brand Kaya
- **Kaya Skin Recharge for Tourists**
A new promotion mainly to cater to the tourists through custom packages tuned for their short stay.



UAE



Oman



KSA



Our Presence – Middle East



23 Clinics

3 Countries

10 Cities

Financial Highlights : Kaya Group

Particulars (INR crs)	Q4 FY19	Q4 FY18
Collection	118.6	106.9
Net Revenue	104.3	97.4
EBIDTA	(0.2)	(0.0)
Operating Margin	(8.2)	(7.2)
Other Income	(0.3)	0.2
PAT before Exception	(5.5)	(8.5)

11%

7%

Collection SSG 7%
3% at constant currency

Net Revenue SSG 7%
2% at constant currency

EBIDTA margin at –ve 0.2% of NR
against 0 % of NR LY

Operating margin at –ve 8% of
NR against –ve 7% of NR LY

Q4 FY 19, Exceptional Items to
impairment of Investment & write
off on account of Kuwait JV
closure - Rs 6 crs

PAT Margin at –ve 12% of NR, as against –ve 9% of NR LY

Financial Highlights : India

Particulars (INR crs)	Q4 FY19	Q4 FY18
Collection	62.3	58.6
Net Revenue	51.7	50.7
EBIDTA	0.5	0.1
Operating Margin	(3.9)	(4.1)
Other Income	0.6	0.7
PAT before Exception	(0.3)	(4.3)

6%

2%

Collection SSG at 6%

Net Revenue SSG at 1%

Operating margin at -ve 8% of NR
as LY at -ve 8% of NR

Q4 FY 19, Exceptional Items
includes provision towards
amicable Settlement fees towards
a legal matter - Rs 0.95 crs

EBIDTA margin @ 1% of NR against 0% of NR LY

PAT Margin at -ve 2% of NR, as against -ve 9% of NR LY

Financial Highlights : Middle East

Particulars (INR crs)	Q4 FY19	Q4 FY18
Collection	56.3	48.2
Net Revenue	52.6	46.7
EBIDTA	(0.7)	(0.1)
Operating Margin	(4.2)	(3.1)
Other Income	(1.0)	(2.8)
PAT before Exception	(5.2)	(4.1)

17%

13%

Collection SSG 9%
0.1% at constant currency

Net Revenue SSG 12%
3% at constant currency

EBIDTA margin constant @ -ve
1% of NR

Operating margin at -ve 8% of
NR, as against -ve 7% of NR in LY

Q4 FY 19, Exceptional Items to
impairment of Investment &
write off on account of Kuwait
JV closure - Rs 6 crs

PAT at -ve 22% of NR, as
against -ve 9% of NR in LY

Financial Highlights : FY19

Particulars (Rs in Crs)	Kaya India			Kaya Middle East			Kaya Group		
	FY19	FY18	Gr %	FY19	FY18	Gr %	FY19	FY18	Gr %
Collection	244.6	232.1	5%	217.0	213.1	2%	461.6	445.2	4%
Net Revenue	209.8	201.2	4%	211.1	199.2	6%	420.9	400.4	5%
EBIDTA	2.9	(6.7)	144%	12.3	6.2	98%	15.2	(0.5)	3149%
<i>% to NR</i>	1%	-3%		6%	3%		4%	0%	
Operating Margin	(12.3)	(19.8)	38%	(0.2)	(5.0)	95%	(12.6)	(24.8)	49%
<i>% to NR</i>	-6%	-10%		0%	-3%		-3%	-6%	
Business PAT	(3.2)	(13.5)	76%	(4.0)	(6.7)	41%	(7.2)	(20.2)	64%
<i>% to NR</i>	-2%	-7%		-2%	-3%		-2%	-5%	
Minority Share	-	-	-	0.4	1.4	-72%	0.4	1.4	-72%
Exceptional Items/Consol adj	1.0	-	-	7.6	-	-	8.6	-	-
PAT post Exception	(4.2)	(13.5)	69%	(12.0)	(8.1)	-48%	(16.2)	(21.5)	25%
<i>% to NR</i>	-2%	-7%		-6%	-4%		-4%	-5%	

Collection SSG 2%
-1% at constant currency

Net Revenue SSG 3%
-1% at constant currency

PAT at -ve 4% of NR, as
against -ve 5% of NR in LY

EBIDTA margin @ 4% of NR in FY 19. Improvement of Rs.15.7 crs over LY

Operating Margin in FY 19 improved by Rs.12.2 crs over LY



Corporate Overview

About Kaya

Kaya offers a comprehensive range of skin and hair care solutions through a range of specialized Kaya Clinics across India and Middle East.

Kaya also has a wide spectrum of 60+ products that range from Skin, Hair and Body care, for both men and women.

Premium Skin and Hair Care services and products brand

- Incorporated in 2003, Kaya is a pioneer in speciality skin & hair care with a **Unique Business Model**; a blend of Medical + Retail + Hospitality.
- Advanced solutions through state-of-the-art clinics and a range of retail products across distinct skin and hair care range

Dermatologist backed, USFDA Safe Technology

- All services and products designed and formulated by **in-house dermatologists** at Kaya's R&D.
- Over 150 experienced dermatologists. Every clinic has an in house qualified and certified dermatologist who consult & offer personalized solutions.

Operations

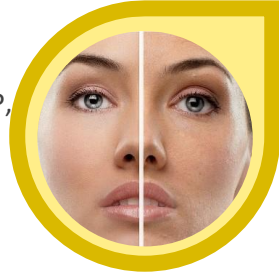
- 97 clinics spread across India in various geographies. Over 500 retail outlets in major department stores.
- E-commerce presence through own website as well as channel partners.
- Kaya is the largest international chain of skincare clinics in the Middle East (UAE, Kingdom of Saudi Arabia, Oman and Kuwait).

A New Age Business – Creating the market

Our Core Service Categories in Skin Care

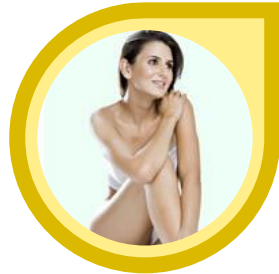
Anti-Ageing

Dermal Fillers, Wrinkles Reduction with BOTOX®, Natural Skin Rejuvenation with PRP, Youth Renew Marvel with Thermage, Skin Tightening, Chemical Peels, etc.



Laser Hair Reduction

US-FDA approved advance laser technology for Permanent hair reduction. Nd-YAG, Soprano Laser.



De-Pigmentation Solutions

Aqua Therapy, Laser services, Microdermabrasion, Intense Pro Peels, etc.



Acne & Scar Treatment

Chemical Peels, Acne-Scar Free+ with Dermaroller, Laser Scar Reduction services, Acne Free with Aqua Therapy, etc.



Beauty Solutions

Beauty facials, hydration, purification, rejuvenation therapies.



Range of solutions across categories like Anti-ageing, Pigmentation, Laser Hair Reduction, Acne & Scars

Entered the Hair Care category in 2016-18



A well-rounded approach to treating Hair Loss

KAYA'S
ROOT REGEN SYSTEM



Solutions in Hair Care

Hair Thinning: Kaya Targeted Root Regen System : Intensive Hair Root Therapy (IHRT), Natural Hair Rejuvenation, Hair Nutri-Infusion Therapy, Hair Root Activation Laser Therapy & Low Level Laser Therapy



Healthy Hair & Scalp Solution: Kaya Ultimate 360° Hair Elixir Therapy – Hair Volumizing, Frizz Control & Breakage Reduction



Hair Loss: Kaya Expert Hair Transplant Solution : Minimally invasive advanced Follicular Unit Extraction (FUE) method of hair transplantation which involves no cuts, stitches or scars



kaya™
clinic

Our wide spectrum of Retail Products



Researched and Developed by Kaya's in-house, expert Dermatologists

Thank You