Quarterly Performance Update

Q1 FY-17

Kaya Limited

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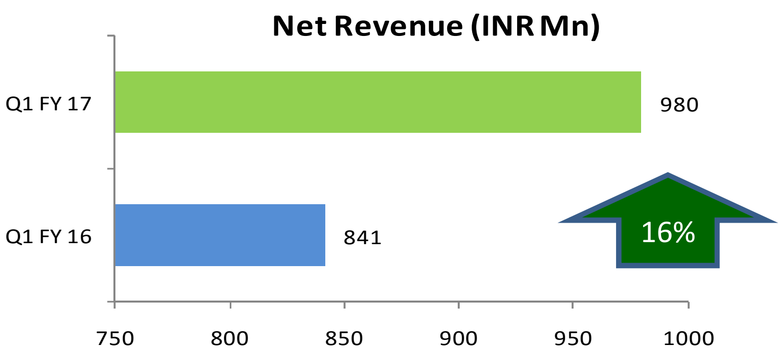
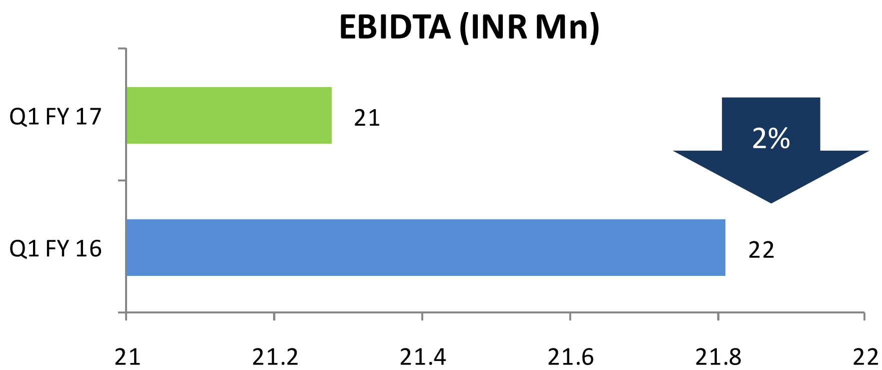
Kaya Group : Key Highlights – Q1 FY 17

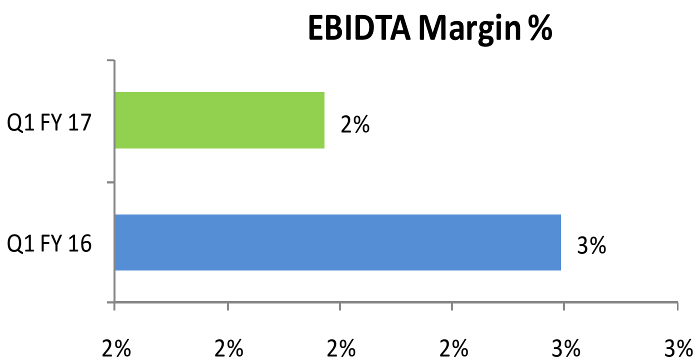
- **Net Revenue** (NR) for Q1 FY 17 at INR 980 Mn has grown by 16%. Same store growth (SSG) is 11%
  - SSG @ constant currency is 8%
- **EBIDTA** of INR 21 Mn *(2% of NR)* compared to EBIDTA of INR 22 Mn *(3% of NR)* in Q1 FY 16.
- **PAT** at INR (3) Mn ((0.3)*% of NR)* as compared to INR 14 Mn *(2% of NR)* in Q1 FY 16.
- *3 Clinics and 4 KSB CoCo were closed in Q1 FY 17 in India as part of its catchment consolidation and relocation strategy*

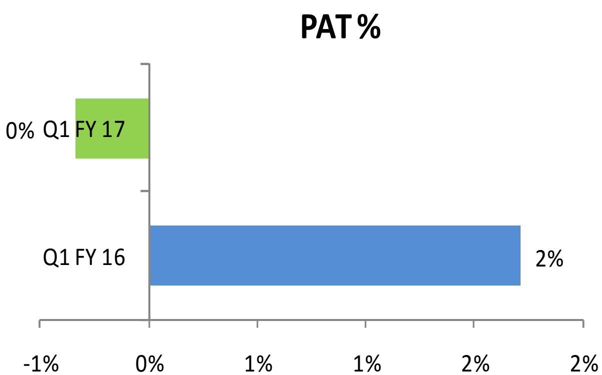
SSG: Same store growth

Financial Summary – Q1 FY17









- *EBIDTA and PAT margins in Q1 FY 17 is impacted by New clinics / skin bars openings.*

Awards & Recognition

India –

- *"Excellence in Training & Development Award"*- An Overall Award for Best Results Based Training
- National Award for *Marketing Excellence in the Best Loyalty Program* category
- Most Trusted Brand - Cosmetic Dermatology (India) award at World Brands Summit 2016

Kaya India Region

Kaya India : Key Highlights

- **Net Revenue** for Q1 FY 17 at INR 469 Mn has grown by 13% *(SSG (Clinics) : 8%)*.
  - Ecommerce Net Revenue at Rs. 0.8 Crs grew by 79% over Q1 LY, contributing 8% of overall product revenue in Q1 FY 17

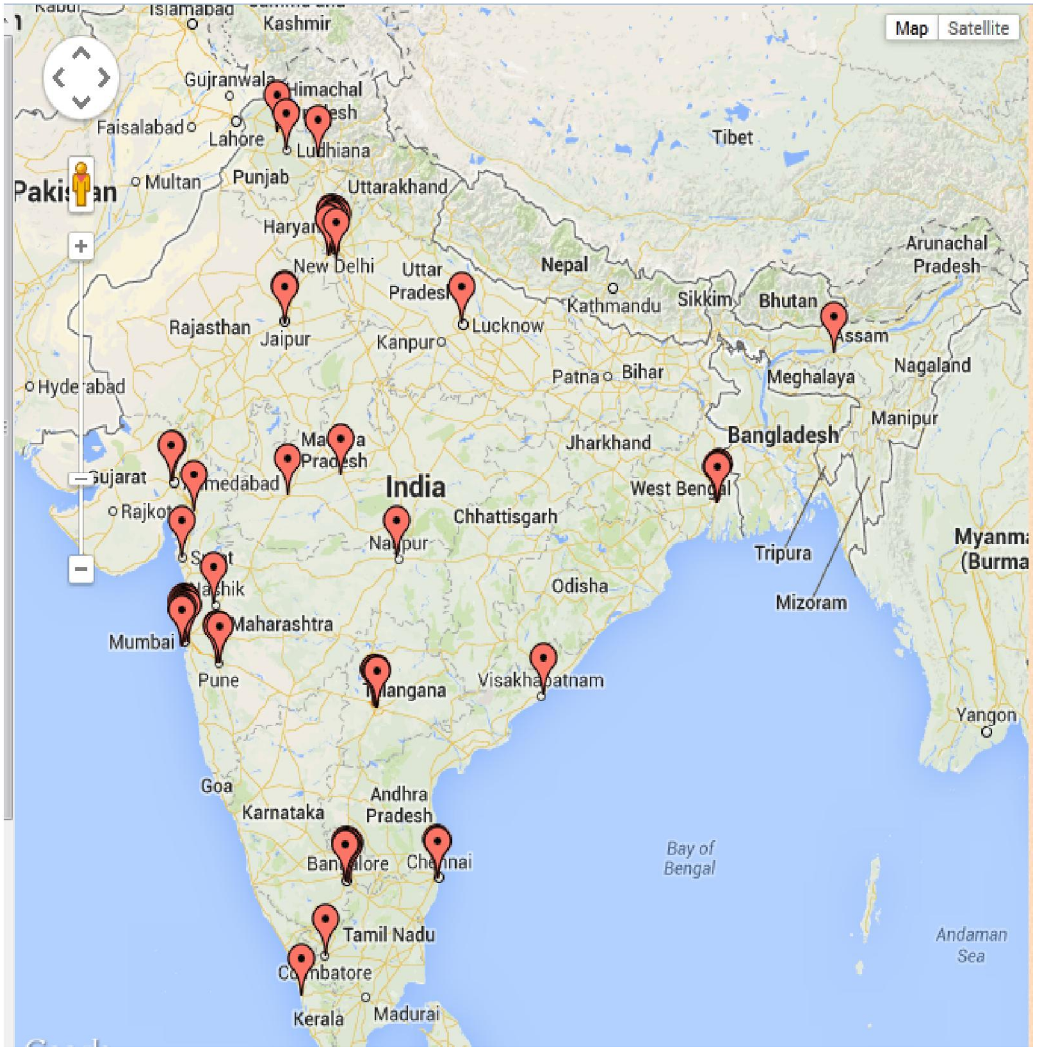
- EBIDTA INR (42) Mn *((9)% of NR)* compared to EBIDTA of INR. (32) Mn *((8)% to NR)* in Q1 LY.

- PAT is INR (42) Mn *((9)% of NR)* against LY Q1 profit of INR. (24) Mn *((6)% of NR)*

- **Key Initiatives :**
  - *Comprehensive bouquet of efficacious Hair solutions launched in Delhi and Mumbai in later part of June 16*
    - *It addresses a variety of concerns like hair fall, hair thinning, dandruff and scalp health.*
    - *Pan India rollout by Q2 FY 17*

SSG: Same store growth

Our Presence



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

104
Clinics

133
Kaya Skin Bars

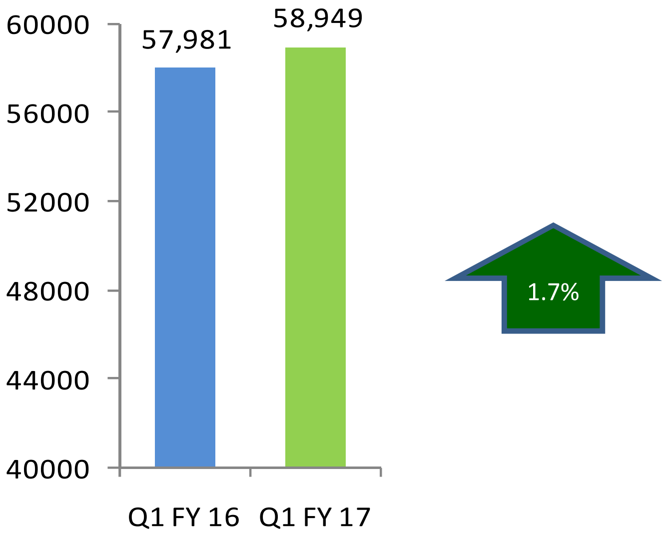
27
Cities

16
Indian states

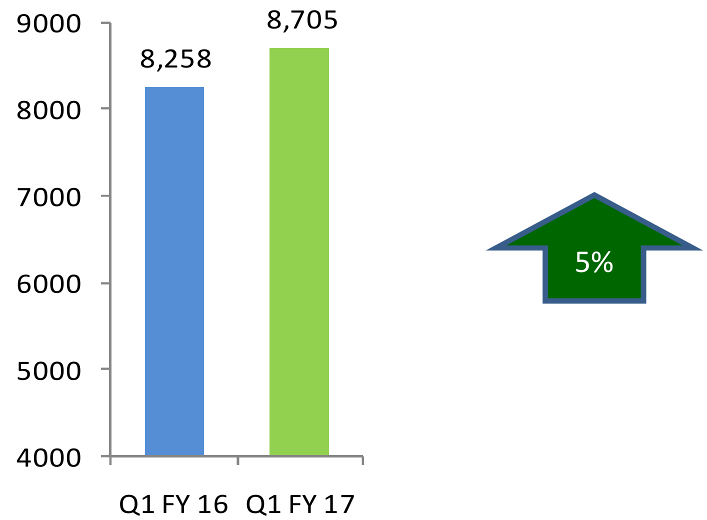
Closed in Q1 FY 17:

✓ 3 Clinics and 4 KSB CoCo

Operational Indicators – India (clinics only)



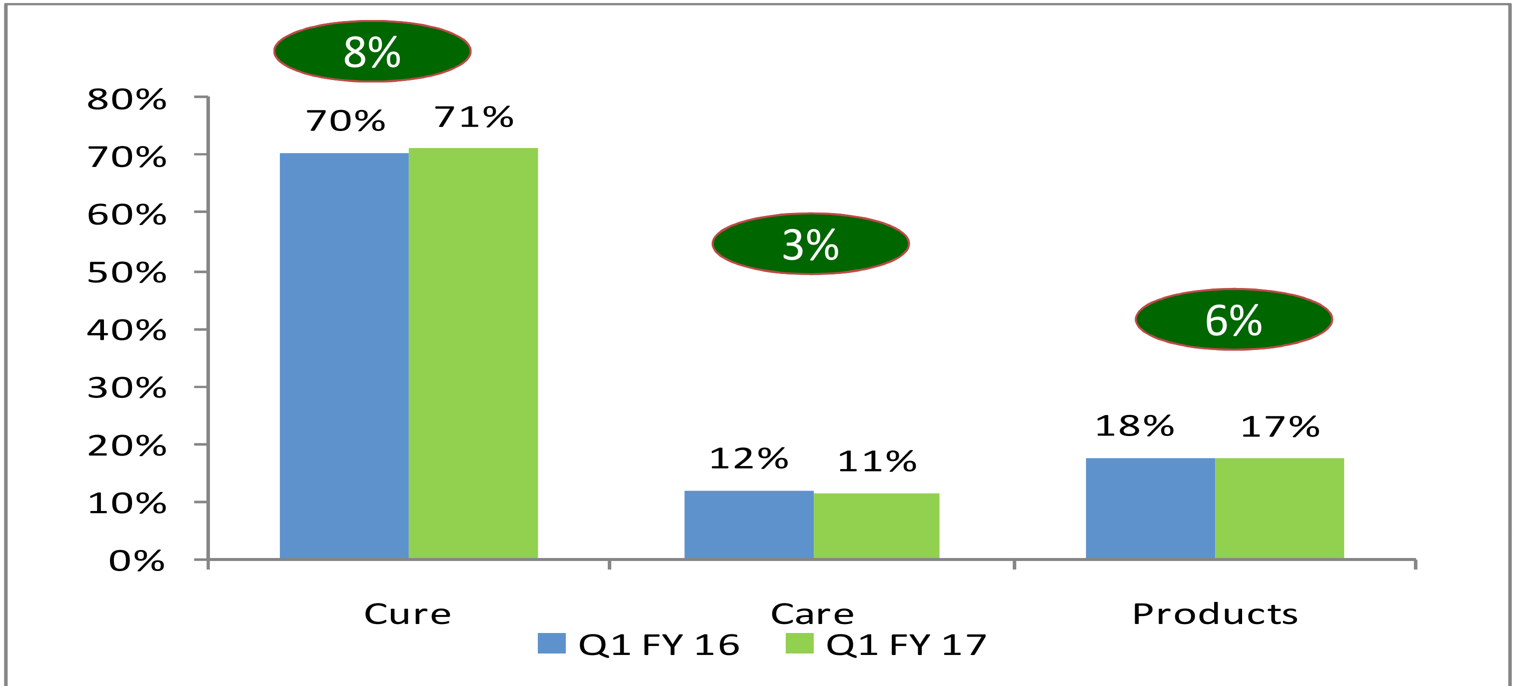
Customer count



Ticket Size (Rs)

- Ticket size grew by 5% (SSG: 6%).
  - Hair free campaign success resulted in increase in ticket size
- Customer count grew by 1.7% over LY. (SSG: (1)%)

Category Mix % - India (clinics only)



- Cure category has grown by 8% (SSG: 1%) in Q1 FY 17
  - Hair free campaign success in key markets helped in driving cure category growth
- Care vertical grew by 3% (SSG: (9)%).
- Product category *(including E commerce)* grew by 6% (SSG: 1%) in Q1 FY 17.
  - Overall Products category *(including KSB formats)* grew by 28%

Kaya Middle East Region

Kaya Middle East : Key Highlights

- **Net Revenue** at INR 510 Mn for Q1 FY 17 has grown by 20%. Same store growth (SSG) is 14%.
  - *SSG @ constant currency for Q1 FY 17 is 8%*

- On SSG basis **Customer count** has grown by 5%; **Ticket size** grew by 1% over Q1 FY 16

- **EBIDTA** of INR 63 Mn *(12% of NR)* compared to EBIDTA of INR 54 Mn *(13% of NR)* in Q1 FY 16

- **PAT** at INR 39 Mn *(8% of NR)* is same as INR 38 Mn *(9% of NR)* in Q1 FY 16

SSG: Same store growth

Our Presence …

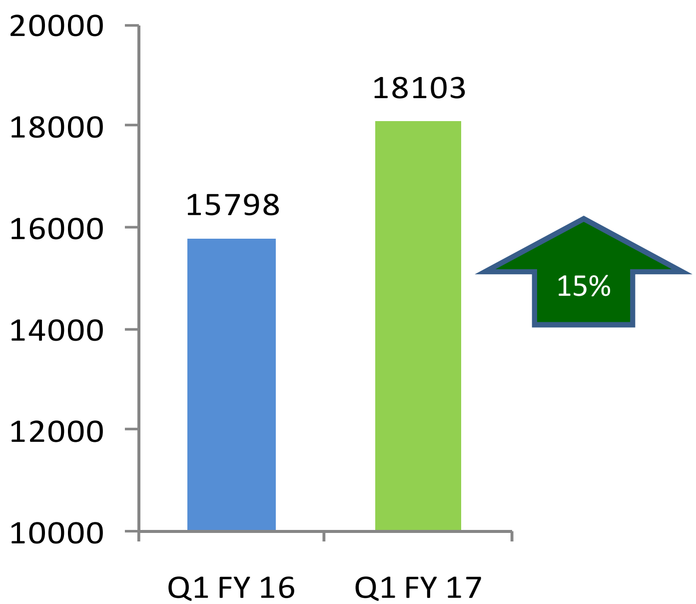
21
Clinics

4
Countries

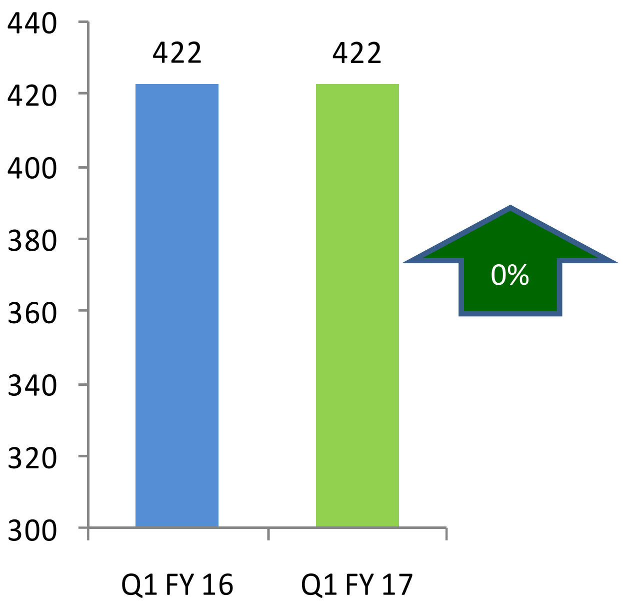
10
Cities

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

Operational Indicators – Middle East



Customer count



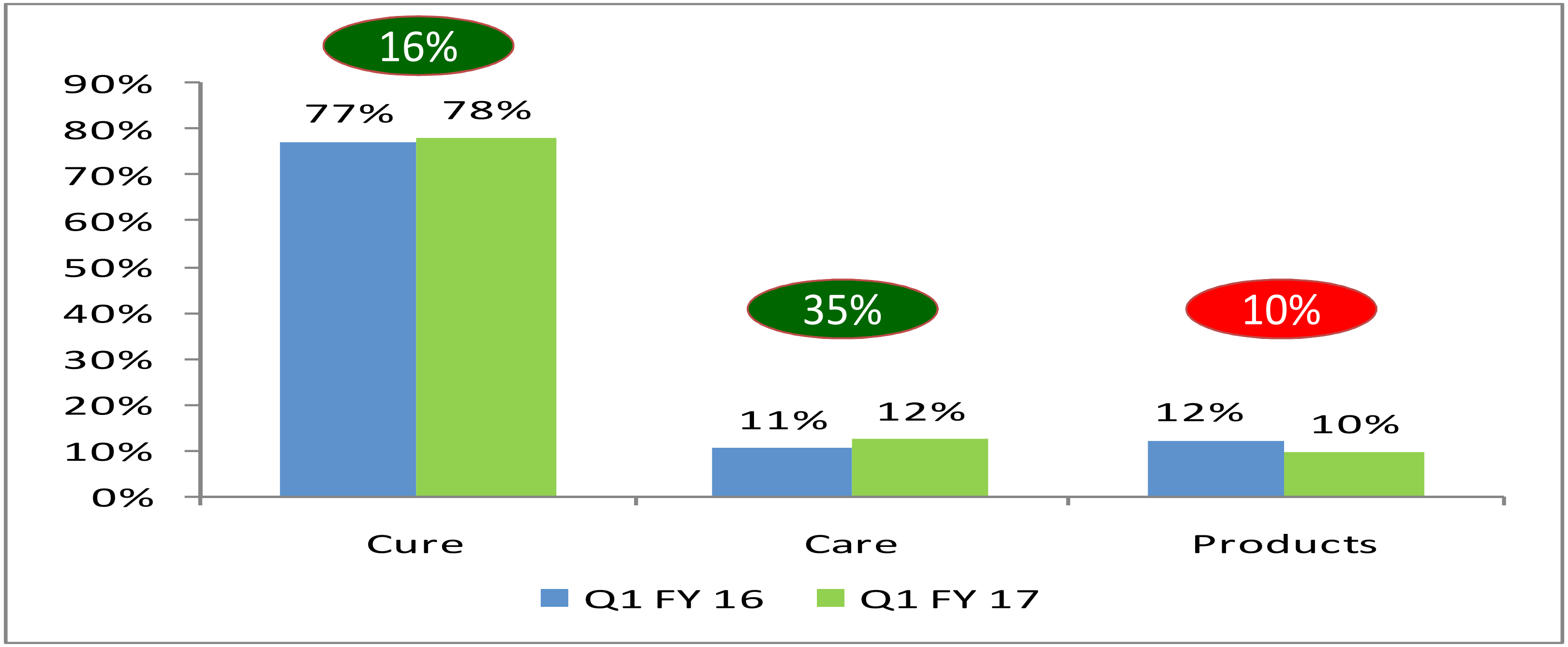
Ticket Size (USD)

- Customer count has grown by 15% (SSG: 5%) over Q1 LY.
    - Growth in Hair Free category by 19% is driving the overall customer count growth
- Ticket size growth is flat (SSG: 1%) over Q1 LY

On constant currency basis

kaya skin clinic

Category Mix % - KME Region



- Cure category has grown by 16% (SSG: 7%) in Q1 FY 17.
  - Hair free technology scale up in all clinics helped to drive growth.
- Care vertical grew by 35% (SSG: 22%) in Q1 FY 17
  - Introduction of 3 new facials fueled the growth
- Product category de-grew by (10)% (SSG: (15)%) in Q1 FY 17
  - New launches including combo packs in UAE and KSA to to help in arresting de-growth

On constant currency basis

Financials – Q1 FY 17

Financial Highlights : Kaya Group

Particulars (INR Mn)	Q1 FY 16	Q1 FY 17	Growth	Remarks
Collection	921	1060	15%	Collection SSG 8% 6% @ constant currency
Net Revenue	841	980	16%	Net Revenue SSG 11% 8% @ constant currency
EBIDTA	22	21		EBIDTA at 2% against 3% LY
Operating Margin	-14	-26		Operating margin at (3)% against (2)% of Q1 LY
Other Income	29	23		
PAT	14	-3		PAT at (0.3)% against 2% in Q1 LY

SSG: Same store growth

Financial Highlights : India

Particulars (INR Mn)	Q1 FY 16	Q1 FY 17
Collection	490	550
Net Revenue	416	469
EBIDTA	-32	-42
Operating Margin	-53	-65
Other Income	29	23
PAT	-24	-42

12%

13%

Collection SSG (Clinics) 5%

Net Revenue SSG (Clinics) 8%

EBIDTA margin at (9)% against (8)% of Q1 LY

Operating margin at (14)% against (13)% Q1 LY

PAT at (9)% against (6)% in Q1 LY

SSG: Same store growth

Financial Highlights : Middle East

Particulars (INR Mn)	Q1 FY 16	Q1 FY 17
Collection	431	510
Net Revenue	426	510
EBIDTA	54	63
Operating Margin	38	39
PAT	38	39

18%

20%

Collection SSG 12%
7% @ constant currency

Net Revenue SSG 14%
8% @ constant currency

EBIDTA margin at 12%
against 13% Q1 LY

Operating margin at 8% against
9% Q1 LY

PAT at 8% against 9% Q1 LY

SSG: Same store growth

In case of any clarifications please contact on investorrelations@kayaindia.net

Thank you