



100% Safe #KayaSafe

Q3 FY22 Investor Presentation



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About Us

Company at a Glance





Innovative, Technology Forward Pioneering Skin Care Brand

- Incorporated in 2003, Kaya is a pioneer in speciality skin & hair care. Kaya is a unique blend of Medical + Retail + Hospitality.
- Pioneers in providing products and services developed by expert dermatologists and combine state-of-the-art medical technologies

Operations

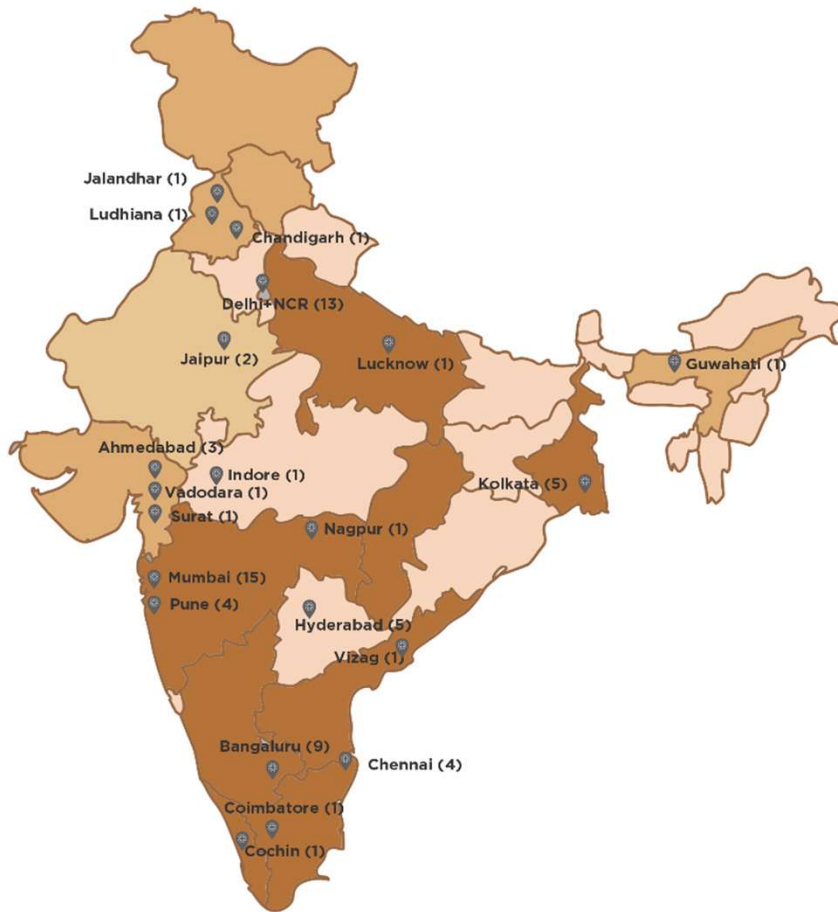
- 95 clinics spread across various geographies (India 72, Middle East 23).
- E-commerce presence through own website as well as channel partners.

100+ Dermatologists, State of Art Technology, Customized Solutions

- Services and products designed and formulated by in-house dermatologists at Kaya
 - Kaya works with 100+ experienced dermatologists, who offer personalized solutions
 - Cutting edge state-of-art technology, complying to USFDA
 - Services of laser hair reduction, brightening and pigmentation, anti-ageing, acne, hair care, body contouring, among others.
 - 65+ Expert products across skin care and hair care
- 

The Largest chain of Skin & Hair Clinics with over 100+ expert dermatologists in India & Middle East.

Our Presence - India



16 Indian States

22 Cities

72 Clinics

Our Presence – Middle East



UAE



KSA



OMAN



23 Clinics

3 Countries

9 Cities

Aesthetic dermatologists world class services | 18+ years of beauty expertise



Laser Hair Reduction

- USFDA approved advance Laser technology
- Permanent hair reduction



Anti-Ageing Treatments

- Dermal Fillers
- Skin Rejuvenation with PRP
- Youth Renewal with technology like Thermage and HiFU



Acne & Scars Treatment

- Chemical Peels,
- Acne-Scar removal with Micro needling & Derma roller



Brightening & Pigmentation

- Insta Clarity Laser
- Insta Clarity Peels
- Carbon & Party Peels
- Customized Facials

100+Dermat Curated super efficacious products | 65+ strong mix



Kaya's super advance formula
Anti-oxidant enriched
Brighter Spotless Skin
Eliminates signs of ageing

Non-oily, quick absorbing gel
Vitamin C for that flawless skin

Antiox Vit C

kaya
white resilience
ANTIOX VIT-C FORMULA
with anti-oxidants | for all skin types
Formula researched and developed by dermatologists



kaya
Beautiful is You

Our hottest new bestsellers

Moisture Lock
Youth Reinvigoration
AHA Glow

kaya
SUPER HYDRATOR
DRY SKIN MOISTURIZER
with Ceramides, Hyaluronic Acid, Vitamin E, and Glycerin
SPF 30 WATER RESISTANT

kaya
youth advance
RETINOIC ACID SERUM
with Retinol, Vitamin C, and Hyaluronic Acid

kaya
AHA GLOW
HYDRATING TONER
with Glycolic Acid, Hyaluronic Acid, and Vitamin C

Crafted by 100+ Kaya Super Dermatologists



Blemish Control Formula

kaya
acne free
BLEMISH CONTROL FORMULA
It'll clear your acne marks in 10 days
with botanical extracts | for acne prone skin
Formula researched and developed by dermatologists

Strictly adhering WHO certified 60+ safety measures in all clinics





Digital
Campaigns
&
New Initiatives



Kaya Smiles Loyalty Program – Fresh Initiatives

New Cohort targeting & Catchment Marketing

kaya
Smiles & Spa

DROP THE RAZOR,
MAKE WAY FOR LASER!

Get up to
60% Off
on Laser Hair Reduction

BOOK NOW

DELHI

kaya
Smiles & Spa

DROP THE RAZOR,
MAKE WAY FOR LASER!

Get up to
60% Off
on Laser Hair Reduction

BOOK NOW

KOLKATA

MUMBAI

The only
popping
you need is for a
champagne!

FLAT
25% OFF*
on acne treatments!

BOOK NOW

kaya
Smiles & Spa

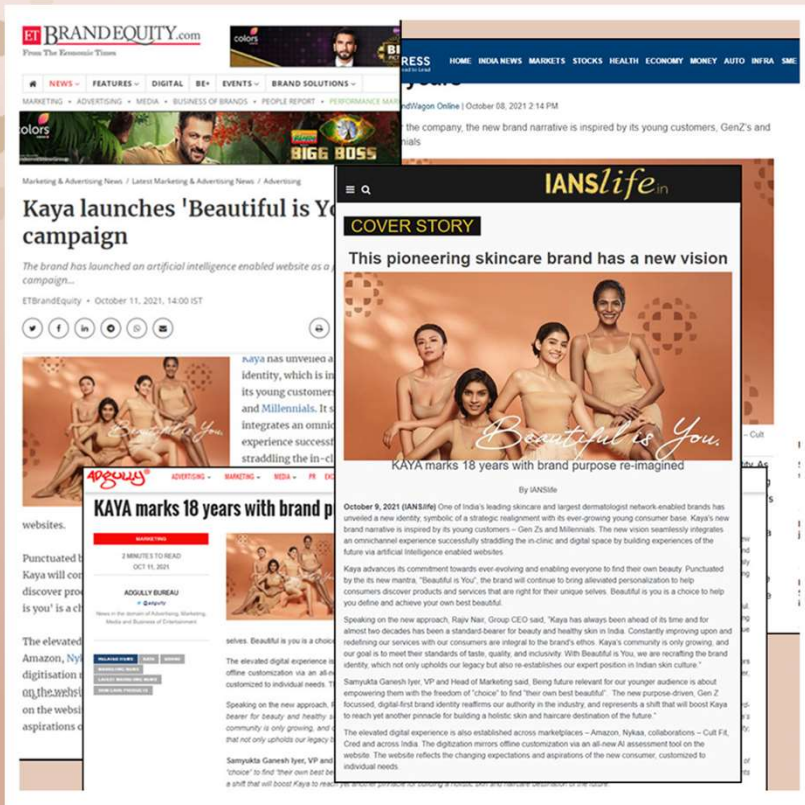
Step into a
Time Machine

Flat 30% Off
on premium
anti-ageing services

BOOK NOW

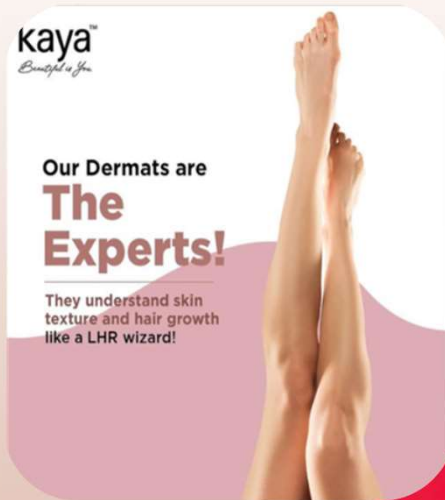
BANGALORE

Well Received and Appreciated Kaya Rebrand #BeautifulisYou Purpose Driven | Millennial Inspired| Yet steeped in legacy





Young Audience (18-35-year-olds) reach grew from 69% (during Pre-covid period) to 83% in Q3 22



New Creative Route: Minimalism



Visual Narrative inspired by GenZs and Millennials



Festive Marketing Campaigns



Topical Content

Services like Laser Hair Reduction which caters prominently to young audience grew by 37% over Q3 FY20

LHR – Combating the rising trend of home laser services by leveraging our Dermats | Young customers’ testimonials highlighted to drive relevance among GenZs and Millennials



kaya™
Beautiful is You

Seeing is Believing

Our Dermats analyze your skin in a *face to face* consultation rather than a video consultation to help you with the best laser hair reduction treatment.



kaya™
Beautiful is You

Our Dermats are Tech Lovers!

Choosing from Kaya's best in class USPDA global technology that will chase away all your hairy situations!



kaya™
Beautiful is You

Our Dermats are Master Artists!

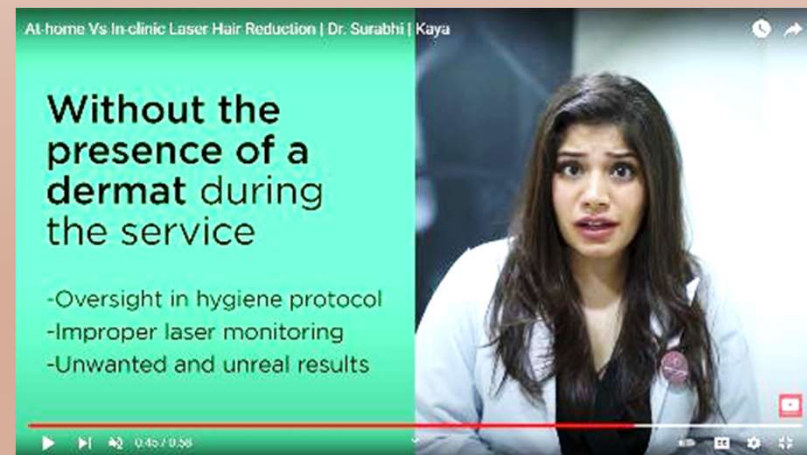
They can customize the laser hair reduction to your skin's exact specifications!



Laser Hair Reduction | Customer Testimonial | Kaya Skin Clinic

I have to say, it was **amazing!**

0:16 / 0:05



At-home Vs In-clinic Laser Hair Reduction | Dr. Surabhi | Kaya

Without the presence of a dermat during the service

- Oversight in hygiene protocol
- Improper laser monitoring
- Unwanted and unreal results

0:45 / 0:58

Cool Sculpt Launch in mid-Dec

Kaya enters the Body Sculpting category with the launch of Cool Sculpt in North India



kaya™
Beautiful is You

#SCULPT
ThatPerfectBod

Trying to
inch
your way
closer to that
perfect bod?

Introducing **CoolSculpt**
Made for perfectionists, by perfectionists

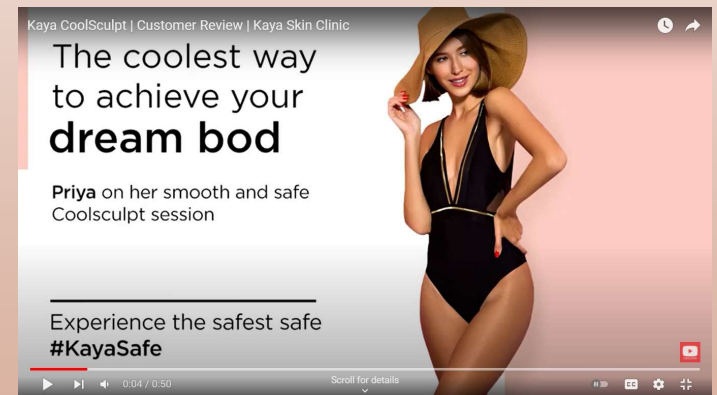


kaya™
Beautiful is You

#SCULPT
ThatPerfectBod

For those who monitor
portions to achieve
their dream
body
proportion!

Introducing **CoolSculpt**
Made for perfectionists, by perfectionists



Kaya CoolSculpt | Customer Review | Kaya Skin Clinic

The coolest way
to achieve your
dream bod

Priya on her smooth and safe
Coolsculpt session

Experience the safest safe
#KayaSafe

0:04 / 0:50

Scroll for details

Dermat Speak on Social Trending Topics based on the most searched queries on Google by audience between 18-30 years



State of Art New Product Launches : Crafted by Kaya Dermats



Super Hydrator



Retinobost Serum



AHA BHA Range

Awards won by Kaya India

IMAGES Most Admired Retailer:
Marketing Promotions- Beauty

Kaya Safe campaign

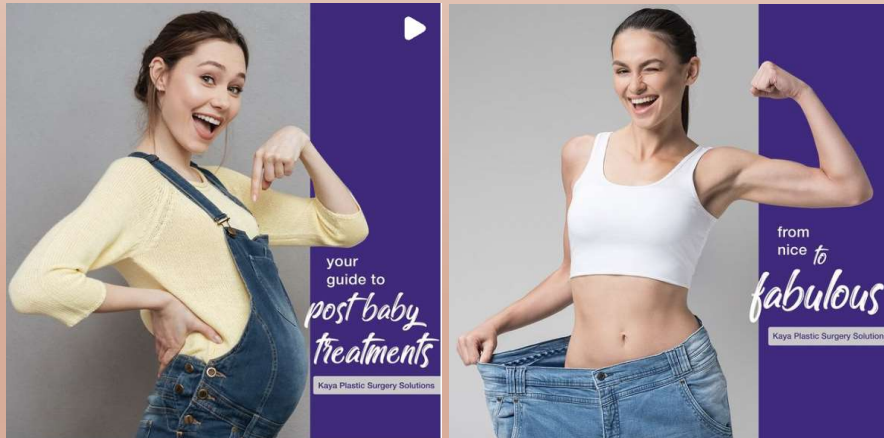


MAPIC India Most Admired Specialty
Retailer Of The Year- Beauty &
Wellness

Kaya Smiles program



Enhance & Build new Verticals of Body & Plastic Surgery in KME



Body Solutions grew by 1.9x

Plastic Surgery increased by 2.9x in Q3 FY22 over Q3FY21

Festive Campaigns to increase Client Flow – Season of Surprises, Diwali and National Day

unwrap
the season of surprises

Win up to **AED 15,000*** worth of Kaya Services

6th Dec - 31st, Dec 2021

* Or equivalent to the country's currency. T&C's apply.

celebrate this Diwali with **glowing skin**

buy 1 get 1 free on Kaya Face Therapies

27th Oct to 4th Nov 2021

T&C apply

this Omani National Day **Win big**

get additional discount or free product on every spend of OMR 151*

14th Nov to 18th Nov 2021

T&C apply. Offer valid only in Oman

be surprised

Get that natural look with Botox & Fillers

& Win AED 5,000!

Kaya Skin Care Solutions

T&C's apply *

celebrate **beauty**

get instant 50% back in beauty bonus point on your invoice value*

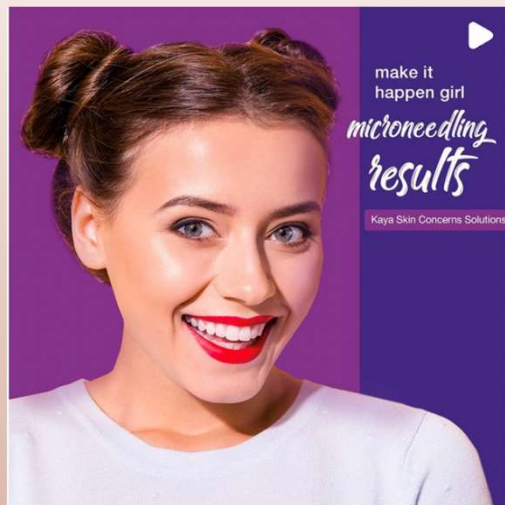
50% Bonus Back

30th Nov - 4th Dec, 2021

Offer valid only on in UAE. T&C apply.

- New client count was at 99% of Pre-Covid avg in Q3 FY22
- Ticket size grew by 1% over Q3 FY21 and 4% over Q2 FY22
- Lead to Appt also improved from an average of 59% in Q3 FY21 to 64% in Q3 FY22

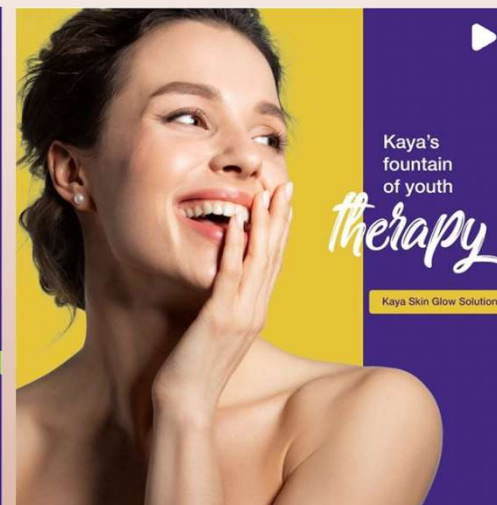
Skin & Hair Launches across KME – contributing to 11% of Total Business



Micro Needling Solutions



NGF Hair Therapy



Fountain of Youth



Rejuvenation Services

Launches focused on Skin Rejuvenation & Hair Solutions

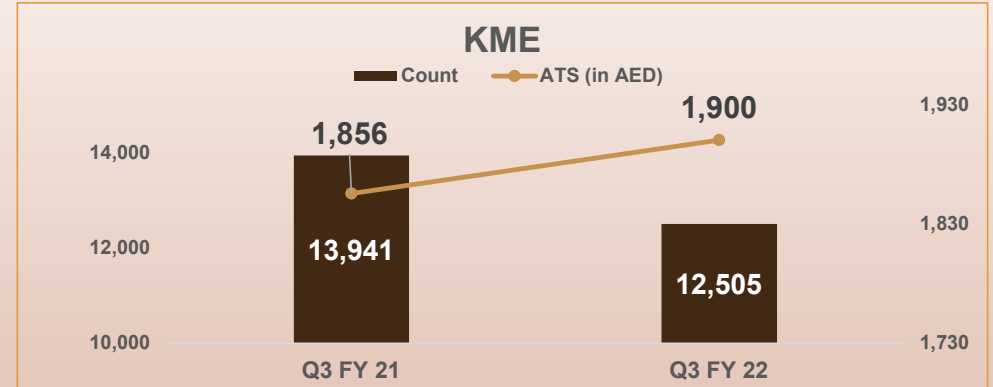
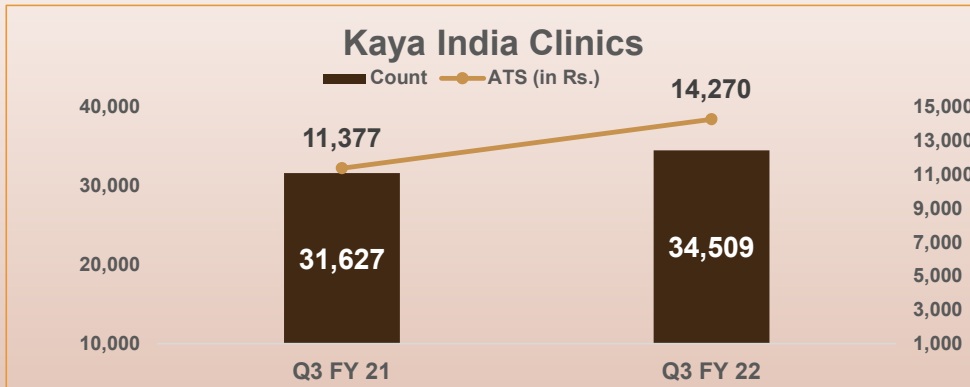
V Carbon, SPN6, and P2G were among the new debuts in the Skin vertical in early December'21 and are already accounting for 16% of total Skin vertical sales.



Q3
Financials



Highlights - Q3

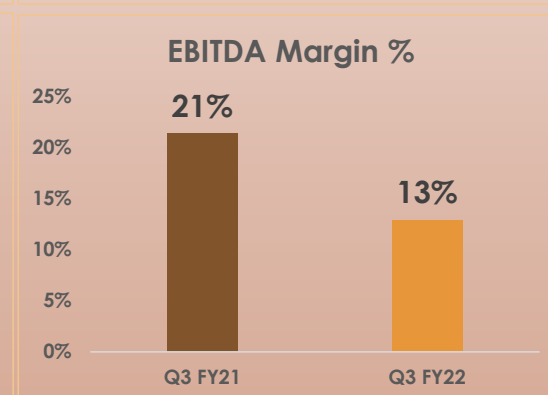
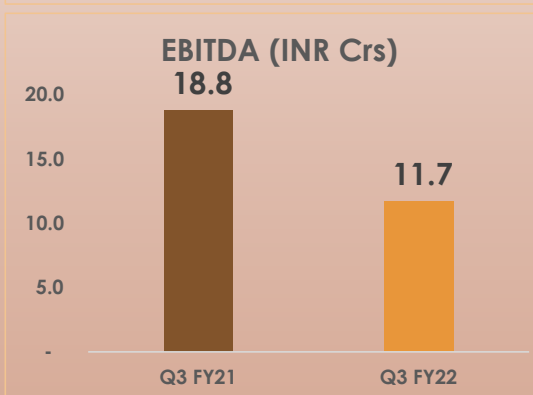
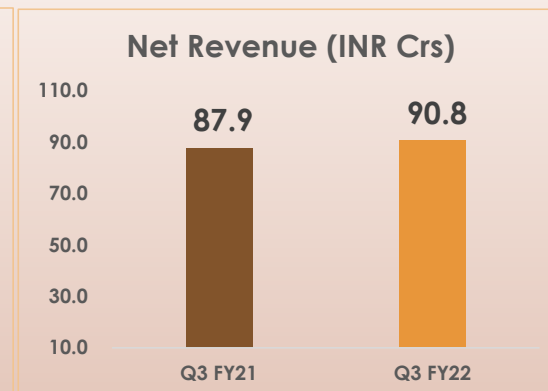
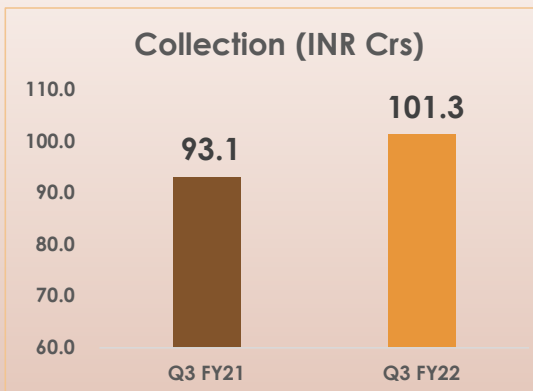


- Collection in Q3 FY 22 was at 95% of Q3 FY 20 (pre-covid) and grew by 37% over Q3 FY 21 on SSG basis
- Customer count in Q3 FY 22 was at 72% of Q3 FY 20 (pre-covid) and grew by 9% over Q3 FY 21 on SSG basis
- ATS in Q3 FY 22 grew by 32% over Q3 FY 20 (pre-covid) and by 25% over Q3 FY 21 on SSG basis

- Collection in Q3 FY 22 was at 89% of Q3 FY 20 (pre-covid) and declined by 8% over Q3 FY 21
- Customer count in Q3 FY 22 was at 83% of Q3 FY 20 (pre-covid) and declined by 10% over Q3 FY 21
- ATS in Q3 FY 22 grew by 6% over Q3 FY 20 (pre-covid) grew by 2% as compared to Q3 FY 21

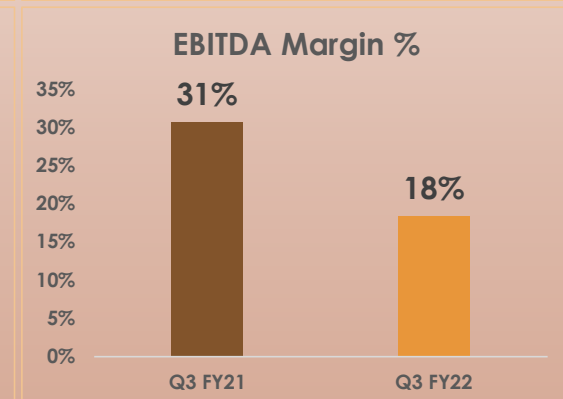
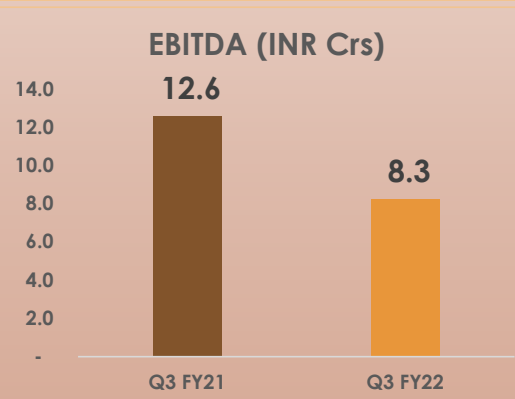
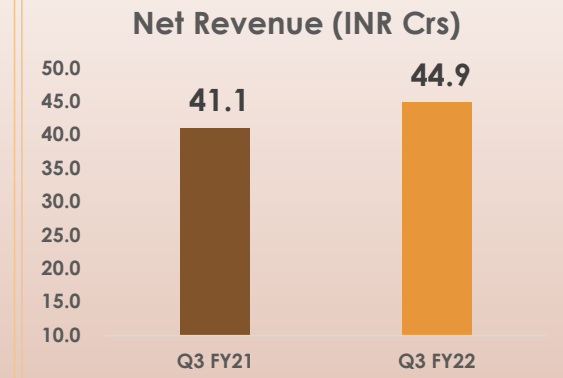
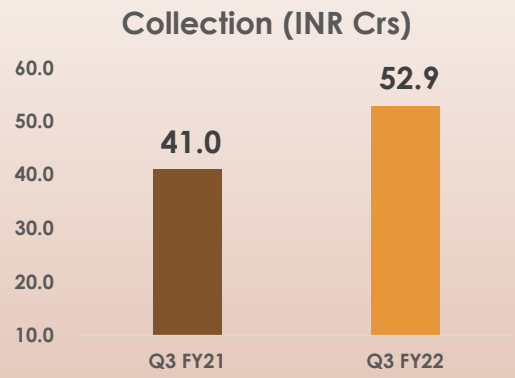
Kaya Group Highlights

- Collection in Q3 FY 22 was at 90% of Q3 FY 20 (pre-covid), and it grew by 9% in over Q3 FY 21
- Net Revenue in Q3 FY 22 was at 87% of Q3 FY 20 (pre-covid), and it grew by 3% in over Q3 FY 21
- EBITDA of INR 11.7 crs (13% of NR) in Q3 FY 22, as compared to INR 18.8 crs (21% of NR) in Q3 FY21
- PAT bei at INR (8.2) crs. (-9% of NR), as compared to INR 0.5 crs (1% of NR) in Q3 FY21



Kaya India Highlights

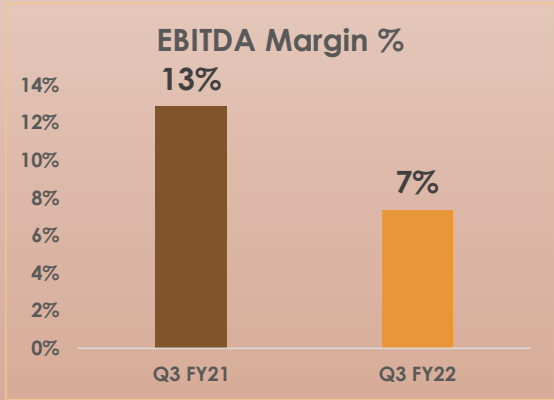
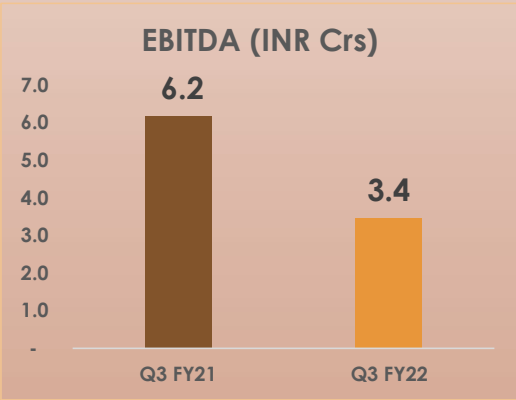
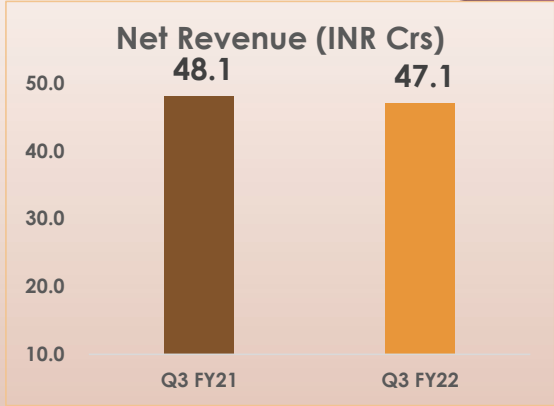
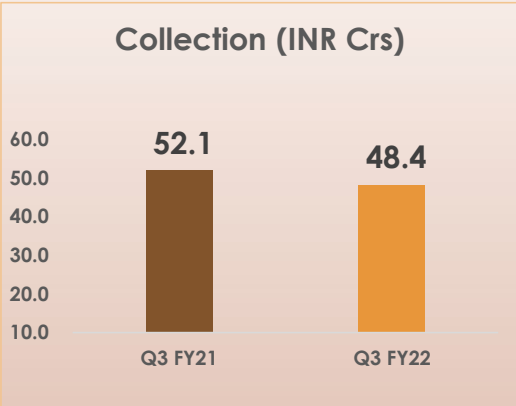
- Service Business in Kaya in Q3 FY 22 grew by 11% over Q3 FY 20 (pre-covid) on SSG basis, and grew by 37% over Q3 FY 21 on SSG basis
 - Hair free grew by 37%, Anti ageing grew by 16% and Acne scar grew by 3% over Q3 FY 20 (pre-covid) on SSG basis
- Net Revenue in Q3 FY 22 was at 95% of Q3 FY 20 (pre-covid) on SSG basis, and it grew by 16% over Q3 FY 21 on SSG basis
 - Clinic Revenue in Q3 FY 22 grew by 2% over Q3 FY 20 (pre-covid) on SSG basis, and it grew by 17% over Q3 FY 21 on SSG basis
- EBITDA of INR 8.3 crs (18% of NR), as compared to INR 12.6 crs (31% of NR) in Q3 FY 21
- The EBITDA margins in Q3 FY 22 are subdued, as the cost base has increased to pre pandemic levels



Kaya Middle East Highlights



- In Middle East, in Q3 FY 22 collections at 89% of pre-covid level, declined by 7% in Q3 FY 22 as compared to Q3 FY 21. Segments like Body Solutions grew by 1.9x, Plastic Surgery by 2.9x over Q3 FY 21
- Net Revenue at 89% of pre-covid level in Q3 FY22 level at constant currency, while declined by 2% in Q3 FY 22 as compared to Q3 FY 21
- EBITDA of INR 3.5 crs (7% of NR), as compared to INR 6.2 crs (13% of NR) in Q3 FY 21
- PAT bei of INR (6.3) crs (-13% of NR), as compared to INR (2.1) crs (-4% of NR) in Q3 FY 21



Financial Highlights : Q3 FY 22

Particulars (INR crs)	Kaya India			Kaya Middle East			Kaya Group		
	Q3 FY22	Q3 FY21	Gr %	Q3 FY22	Q3 FY21	Gr %	Q3 FY22	Q3 FY21	Gr %
Collection	52.9	41.0	29%	48.4	52.1	-7%	101.3	93.1	9%
Net Revenue*	44.9	41.1	9%	47.1	48.1	-2%	90.8	87.9	3%
EBITDA	8.3	12.6	-34%	3.4	6.2	-45%	11.7	18.8	-38%
% to NR	18%	31%		7%	13%		13%	21%	
Operating Margin	0.6	4.8	-88%	(4.1)	(0.6)	-594%	(3.5)	4.2	-184%
% to NR	1%	12%		-9%	-1%		-4%	5%	
PAT bei	(1.9)	2.6		(6.3)	(2.1)		(8.2)	0.5	
% to NR	-4%	6%		-13%	-4%		-9%	1%	
PAT aei**	(2.0)	2.5		(6.2)	(2.5)		(8.2)	0.0	
% to NR	-4%	6%		-13%	-5%		-9%	0%	

Collection grew by 9% over LY

Net Revenue grew by 3% over LY

EBITDA margin is 13% of NR as against 21% of NR in LY

Operating margin is -4% of NR as against 5% of NR in LY

PAT bei at -9% of NR, as against 1% of NR in LY

* Net Revenue of Kaya Group excludes inter company Transactions

** PAT aei is PAT after other comprehensive income and non-controlling interest

Financial Highlights : YTD Dec 21

Particulars (INR crs)	Kaya India			Kaya Middle East			Kaya Group		
	YTD Dec 21	YTD Dec 20	Gr %	YTD Dec 21	YTD Dec 20	Gr %	YTD Dec 21	YTD Dec 20	Gr %
Collection	115.2	76.3	51%	147.0	119.3	23%	262.2	195.6	34%
Net Revenue*	101.6	75.3	35%	142.2	113.3	26%	240.5	185.8	29%
EBITDA	12.7	15.2	-16%	18.8	4.9	288%	31.5	20.0	58%
% to NR	12%	20%		13%	4%		13%	11%	
Operating Margin	(10.3)	(8.9)	-15%	(3.5)	(15.8)	78%	(13.8)	(24.7)	44%
% to NR	-10%	-12%		-2%	-14%		-6%	-13%	
PAT bei	(17.0)	(15.2)		(9.6)	(20.1)		(26.6)	(35.3)	
% to NR	-17%	-20%		-7%	-18%		-11%	-19%	
PAT aei**	(17.1)	(15.5)		(9.7)	(20.8)		(26.8)	(36.3)	
% to NR	-17%	-21%		-7%	-18%		-11%	-20%	

Collection grew by 34% over LY

Net Revenue grew by 29% over LY

EBITDA margin is 13% of NR as against 11% of NR in LY

Operating margin is -6% of NR as against -13% of NR in LY

PAT bei at -11% of NR, as against -19% of NR in LY

* Net Revenue of Kaya Group excludes inter company Transactions

** PAT aei is PAT after other comprehensive income and non-controlling interest



Thank You