SIMPLE | FUN | REWARDING

Big Picture

VISION 👀

Giving everyone a platform for

interactive entertainment with

experiential commerce

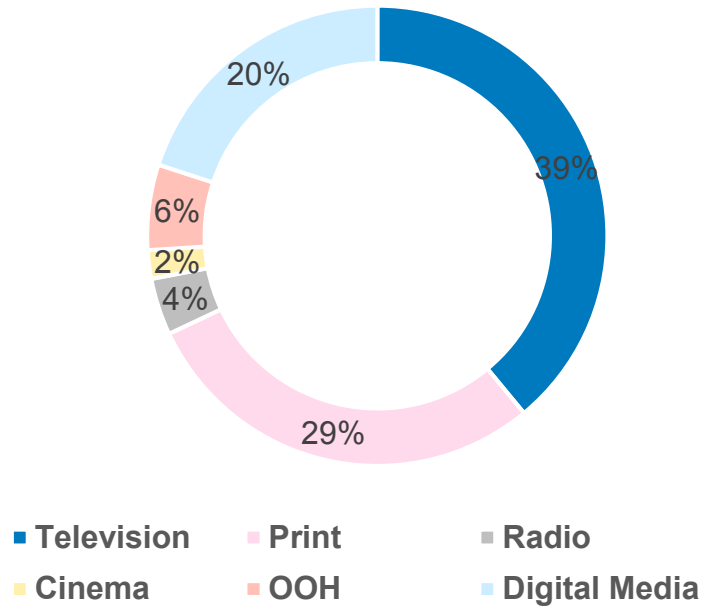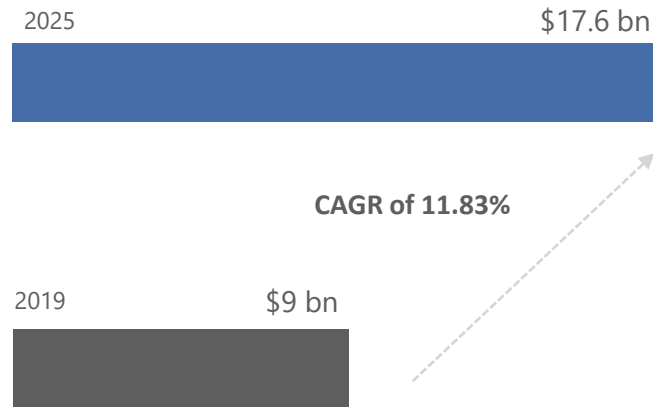**Everyone. Any time.**

MISSION 🚀

The primary choice of a billion people for

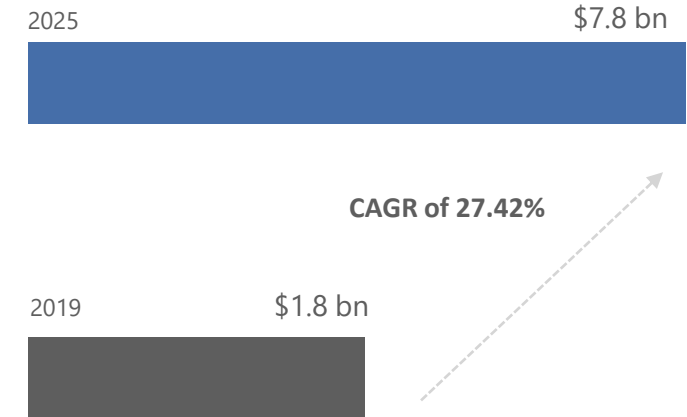**content** and **commerce**

MACRO OVERVIEW: INDIAN M&E LANDSCAPE

Overview of Indian Adex across media (2019)

- 39% Television
- 29% Print
- 20% Digital Media
- 6% OOH
- 4% Radio
- 2% Cinema

Legend:
- ■ Television
- ■ Print
- ■ Radio
- ■ Cinema
- ■ OOH
- ■ Digital Media

Indian Ad Industry Forecast

2025 — $17.6 bn

2019 — $9 bn

CAGR of 11.83%

Indian Digital Ad Industry Forecast

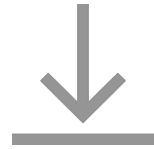2025 — $7.8 bn

2019 — $1.8 bn

CAGR of 27.42%

Digital media is forecasted to increase from **20%** in 2019 to **44%** in 2025, of total advertising spend

INDIA GOING ONLINE

India is among the top two countries globally on many key dimensions of digital adoption (2019)

India No. 2 globally behind China
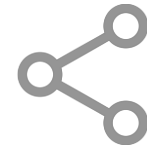
19b

app downloads in 2019

560m

Internet subscribers in 2019

354m

Smartphone devices in 2019

294m

Users engaged in social media in 2019

>800m

Size of India's potential internet subscriber base in 2023

BROKEN TRUST IN THE DIGITAL MEDIA INDUSTRY

Major pain points for stakeholders of the Media and Entertainment industry

USERS	ADVERTISERS	CONTENT PRODUCERS
Lack of control over personal data	Lack of economic and data transparency	Data fragmentation
Privacy breaches	Inaccuracy of ROI metrics	Inefficient rights management systems
Lack of economic inclusion	Brand safety	Inefficient IP monetisation
Poor / irrelevant user experience	Fraud (click farms, bots, etc.)	Copyright infringement

Business Overview

OUR PLATFORM

A gamified video on demand platform and entertainment ecosystem

One of the biggest libraries of on-demand movies, videos, and music in one of the world's biggest markets

1	Provides Users an access to premium content for free and earn rewards for engagement

2	Gives Content providers a complete visibility on content consumption and engagement metrics

3	Enables Brands to directly engage with real users via interactive advertising features, such as digital goods

THE
FUTURE
OF CONSUMER ENGAGEMENT

POWERED BY MICROSOFT

A strong partnership built on innovation enabling us to deploy the latest technologies and helping us to tap into micro and niche communities pan India

Blockchain

- Access to state of art scalable enterprise blockchain

- Rewards, incentives and user behaviours over blockchain providing transparency across ecosystem while maintaining privacy and security with data rights management options

- Access to technology, support and partners for setting up consortium to bring more partners in ecosystem

Azure

- Early access to Azure cutting edge solutions

- Access to Azure Content Delivery Network (CDN) allowing seamless delivery of content across geographies and languages

- Access to Azure AI tools allowing new interactive voice offerings

- Access to Azure Analytics, Cloud data warehousing, Azure Media services to help is deliver person-alised content recommendations
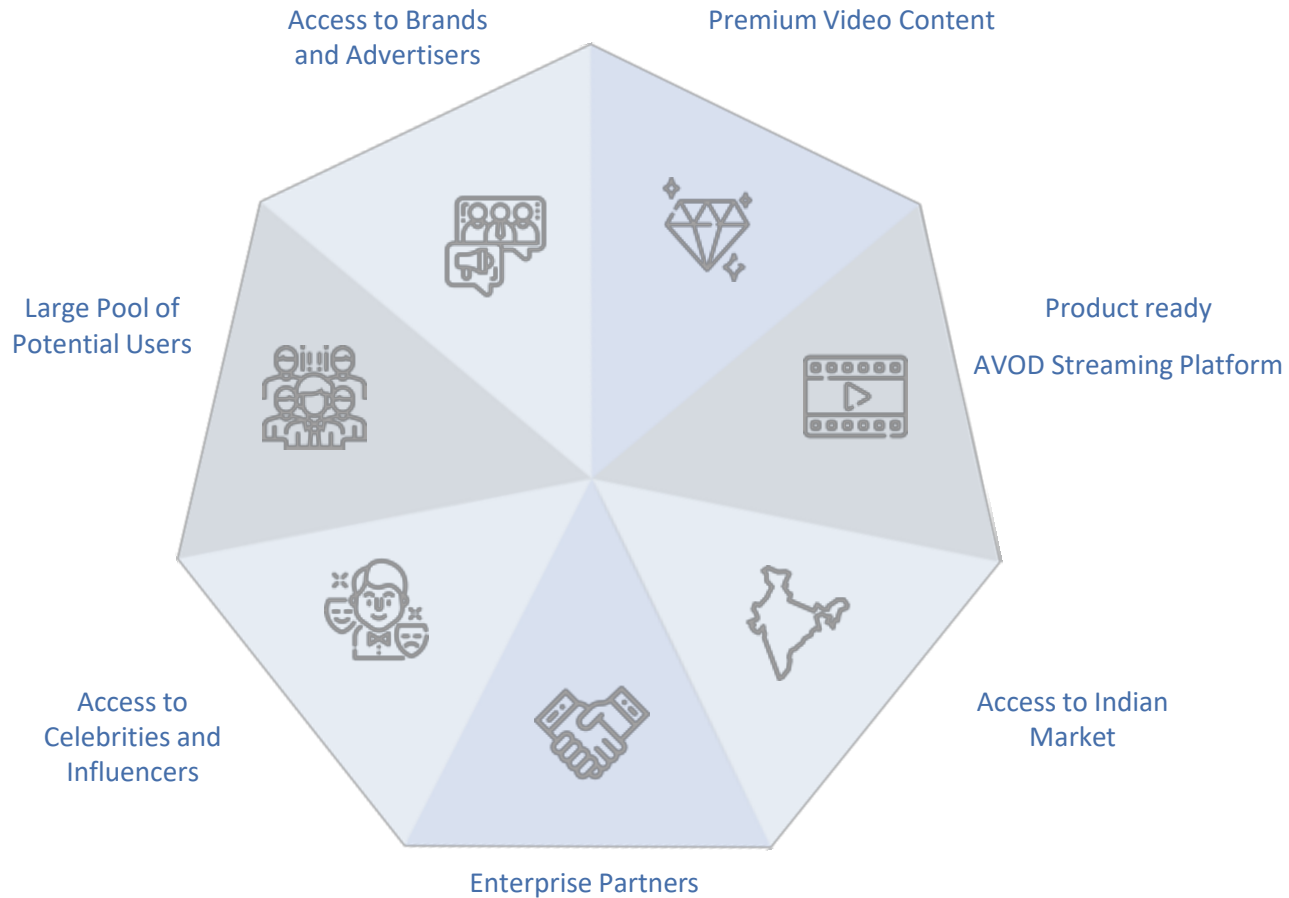
Microsoft Scale up Program

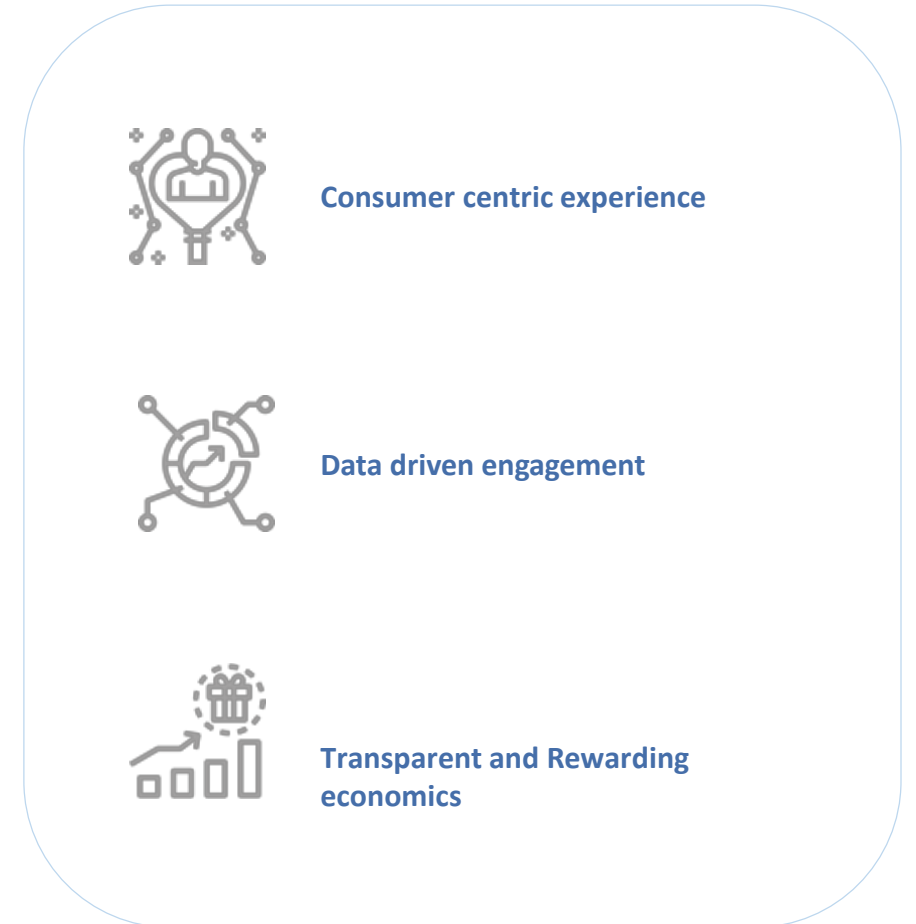As part of Microsoft's 'Scale up' program, Xfinite can leverage on several grounds:

- **PARTNER ECOSYSTEM**
  Launch Assistance - GTM plan, targeted industry   co-marketing, digital and social promotion campaigns

- **TECHNICAL EXPERTISE**
  - Azure cloud services and dedicated professional support
  - Architectural design support
  - 1:1 consultations
  - Access to Microsoft infrastructure and technology

- **WORLDWIDE SCALE**
  - International market expansion assistance

MZAALO ENTERTAINMENT ECOSYSTEM

MZAALO CORE ASSETS

Access to Brands and Advertisers

Premium Video Content

Large Pool of Potential Users

Product ready
AVOD Streaming Platform

Access to Celebrities and Influencers

Access to Indian Market

Enterprise Partners

ECOSYSTEM PILLARS

Consumer centric experience

Data driven engagement

Transparent and Rewarding economics

Experience more