

BUILDING
THE INDIA ECOSYSTEM

FORWARD LOOKING STATEMENTS

This report contains forward-looking statements as defined in the United States Private Securities Litigation Reform Act of 1995 concerning our financial condition, results of operations and businesses.

These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond our control and all of which are based on our current beliefs and expectations about future events. Forward-looking statements are typically identified by the use of forward-looking terminology such as "believes", "expects", "may", "will", "could", "should", "intends", "estimates", "plans", "assumes" or "anticipates", or the negative thereof, or other variations thereon or comparable terminology, or by discussions of strategy that involve risks and uncertainties.

These forward-looking statements and other statements contained in this report regarding matters that are not historical facts involve predictions. No assurance can be given that such future results will be achieved. Actual events or results may differ materially as a result of risks and uncertainties facing us and our subsidiaries. Such risks and uncertainties could cause actual results to vary materially from the future results indicated, expressed or implied in such forward-looking statements.

There are a number of factors that could affect our future operations and could cause those results to differ materially from those expressed in the forward-looking statements including (without limitation): (a) changes to IFRS and associated interpretations, applications and practices as they apply to past, present and future periods; (b) ongoing and future acquisitions, changes to domestic and international business and market conditions such as exchange rate and interest rate movements; (c) changes in domestic and international regulatory and legislative environments; (d) changes to domestic and international operational, social, economic and political conditions; (f) labour disruptions and industrial action; and (g) the effects of both current and future litigation.

The forward-looking statements contained in the report speak only as of the date of the report. We are not under any obligation to (and expressly disclaim any such obligation to) revise or update any forward-looking statements to reflect events or circumstances after the date of the report or to reflect the occurrence of unanticipated events. We cannot give any assurance that forward-looking statements will prove correct and investors are cautioned not to place undue reliance on any forward-looking statements.



THROUGH THE YEARS



ISRO Launch

1300

1400

1500

1600

1700

1800

1900

2000

2025



Important diamonds in Golconda



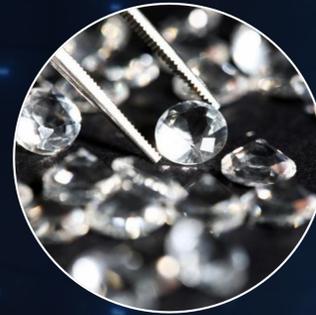
Groundbreaking designs originating from the deccan plateau



Liberalization of India's economy



Infrastructure to empower entrepreneurs



Lab-grown diamonds in Surat

A vibrant, colorful statue of Lord Krishna, adorned with intricate jewelry and a large, ornate crown, set against a background of other religious art. The statue is the central focus, with a blue face, red lips, and a white shawl. It is surrounded by various religious artifacts, including a yellow pot and a blue pot, and is set against a background of other religious art, including a statue of Lord Venkateswara.

INNOVATION CONTINUES

INNOVATION
CONTINUES

meesho

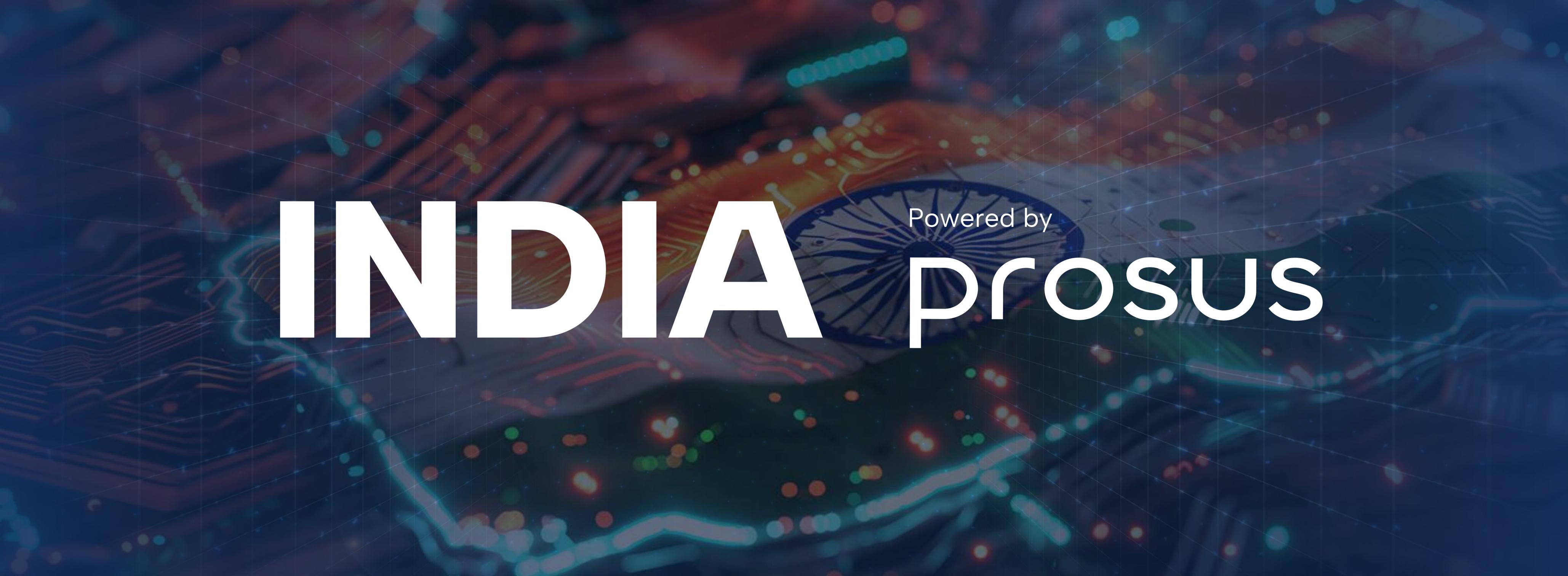


SWIGGY

Swiggy

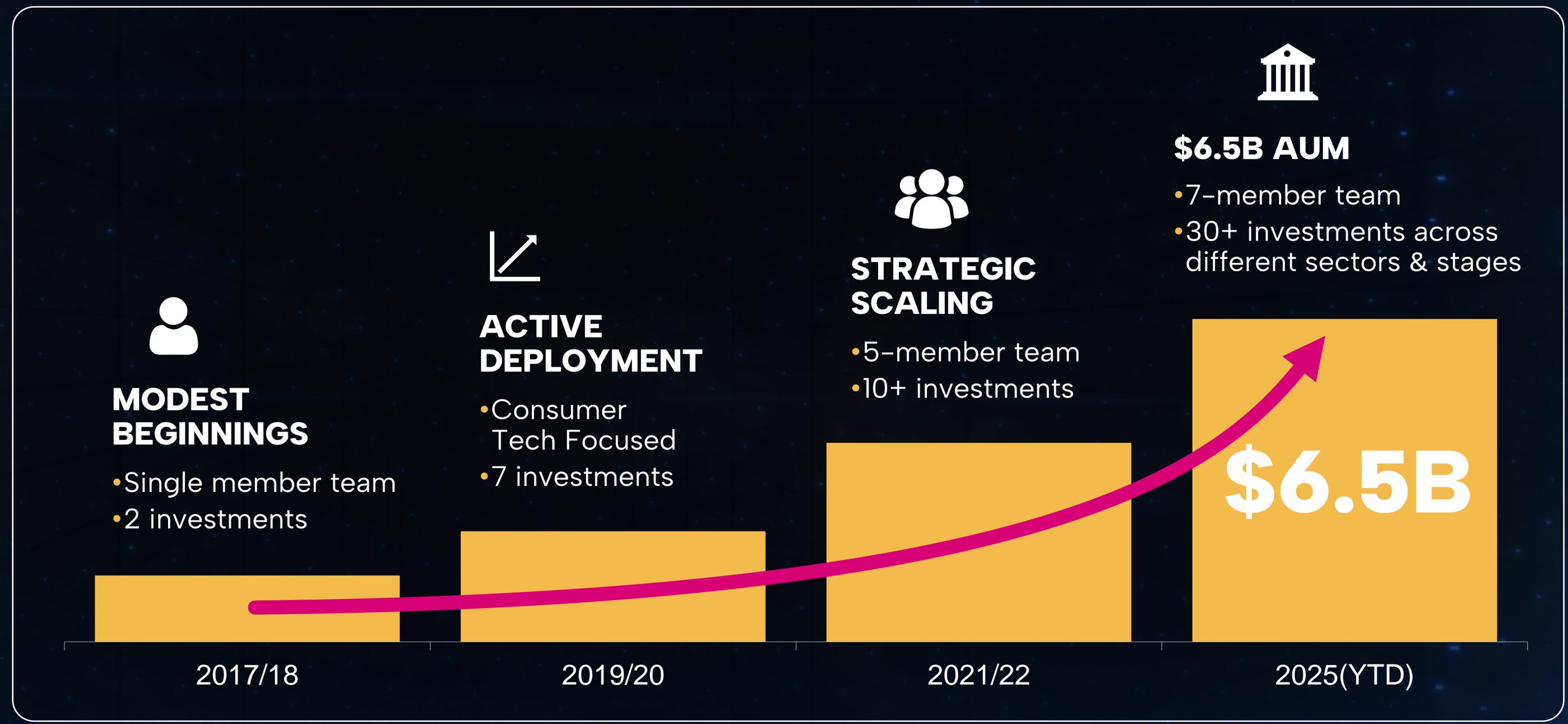
SWIGGY

Swiggy



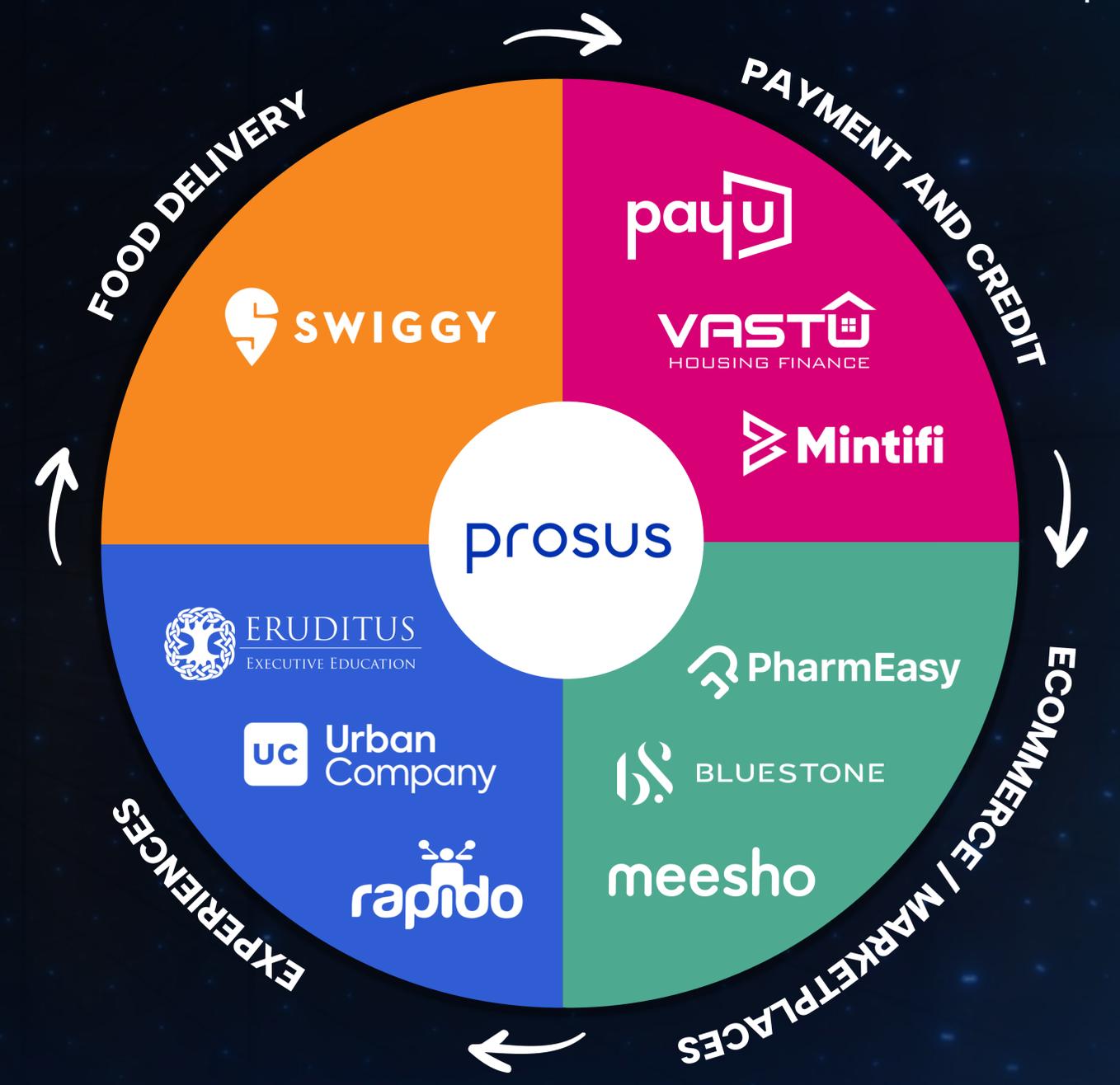
INDIA Powered by prosus

Today **PROSUS IS**
ONE OF INDIA'S
top tech
investors...



...and access
TO A LARGE
market through
the **PORTFOLIO...**

-  **200M Annual Users**
-  **100+ Orders Per Second**
-  **~\$15B GMV**
-  **\$80B+ Digital Payments Processed**



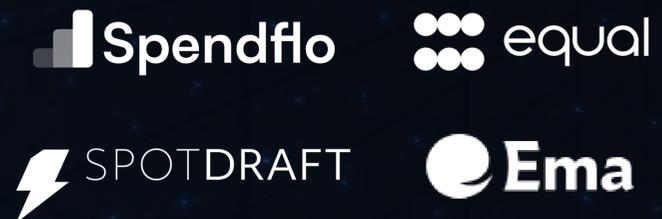
...with an increasingly **CONNECTED ECOSYSTEM**



Pharmeasy and Swiggy collaboration for medicine delivery



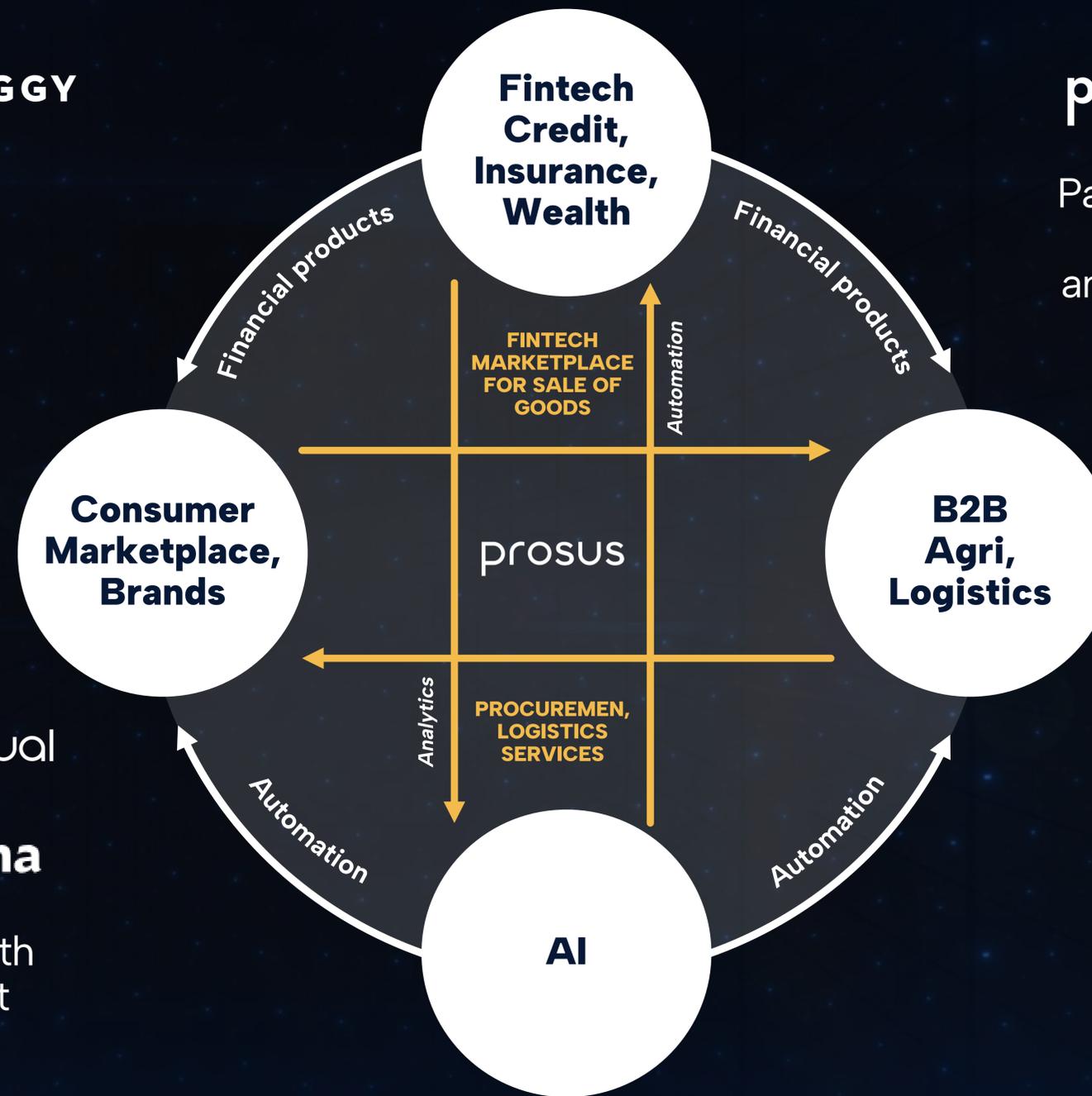
PayU solving for early settlement solutions for sellers on Meesho and checkout finance on Swiggy



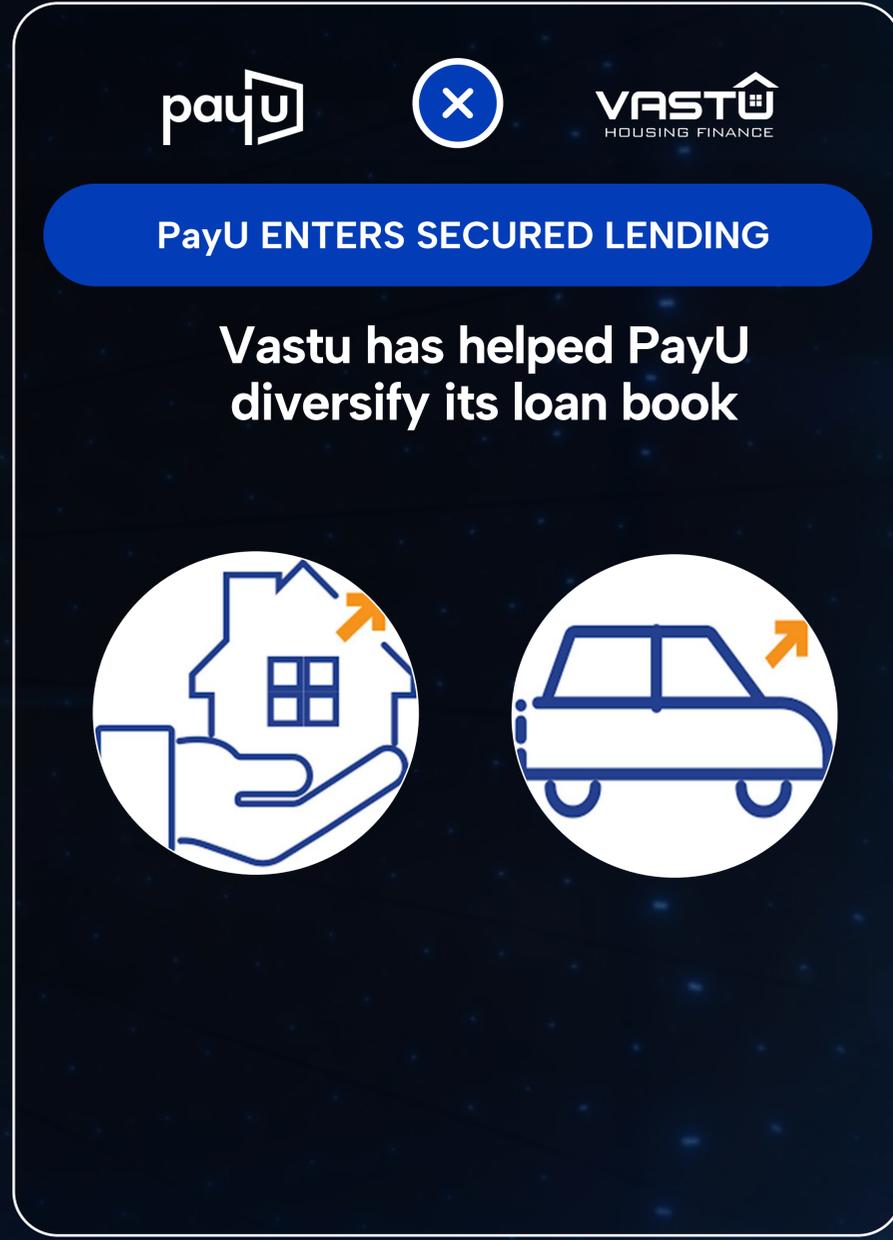
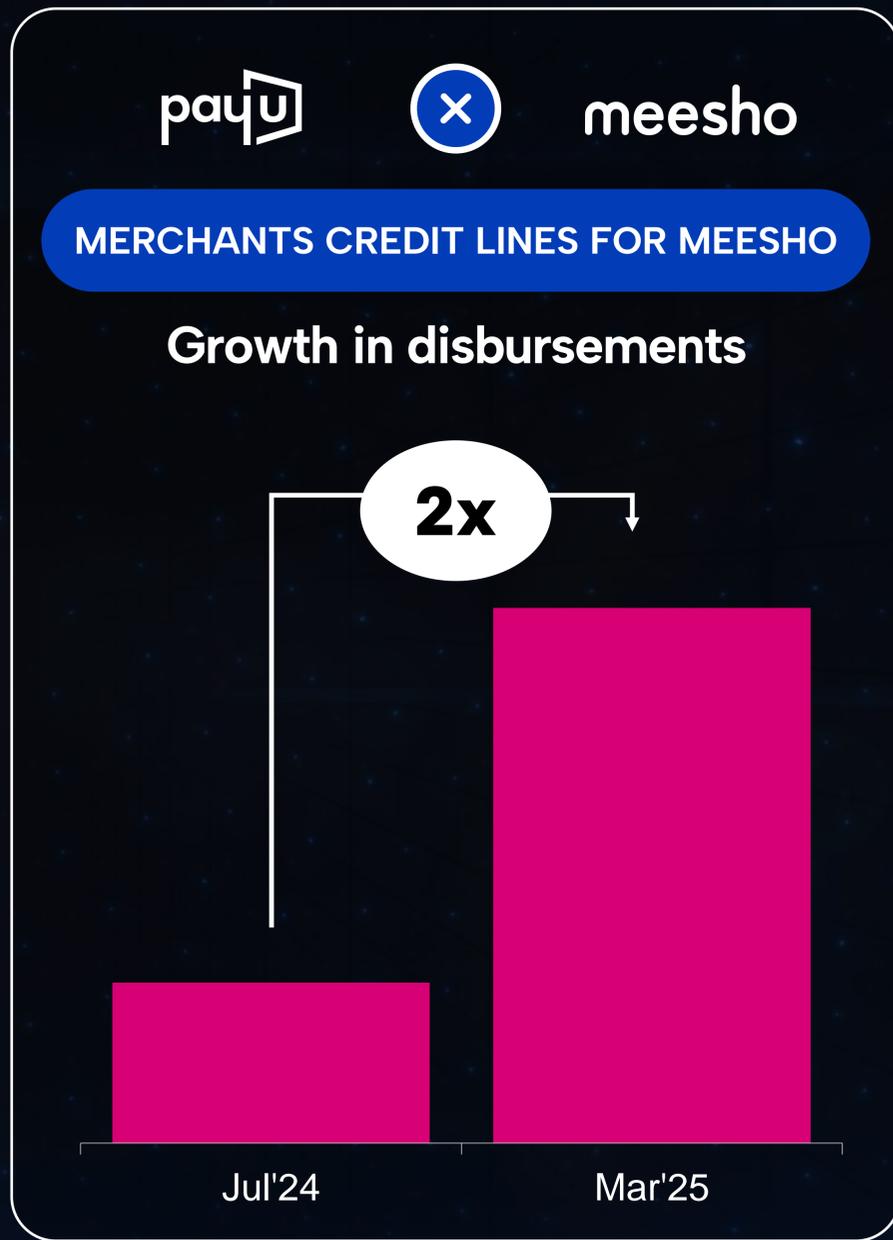
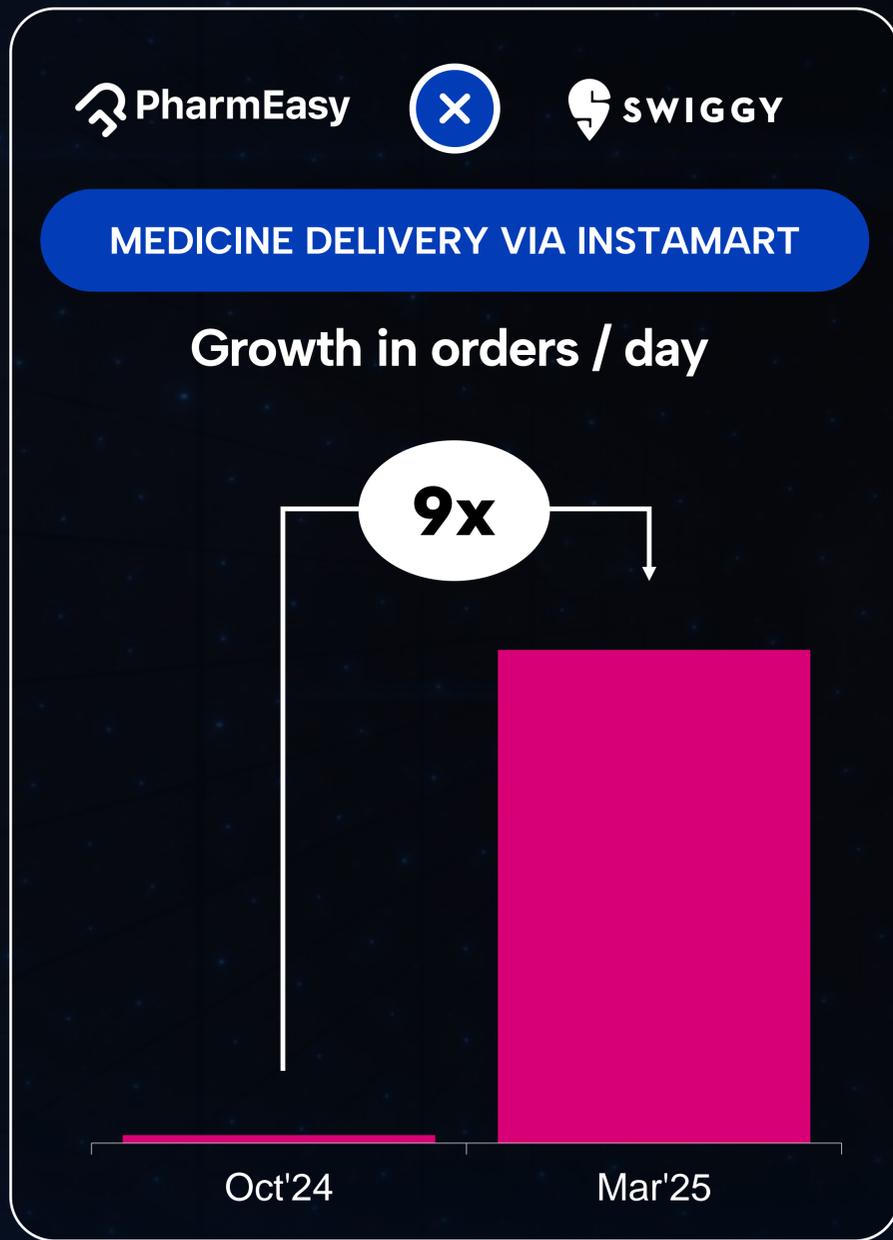
AI investments helping with productivity improvement across portfolio



Rapido facilitating some portion of Swiggy's rides



...unlocking value
and improving
PERFORMANCE



**WHO ARE THE
MAIN PLAYERS IN
OUR ECOSYSTEM?**

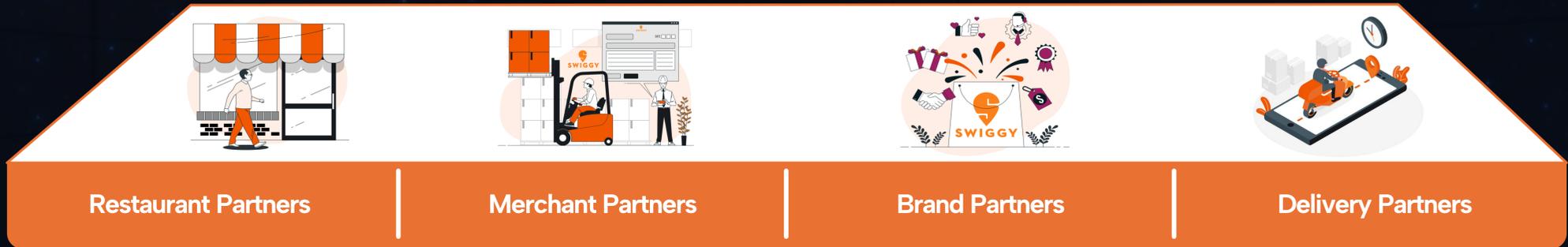


has built a new-age, consumer-first **ECOSYSTEM**

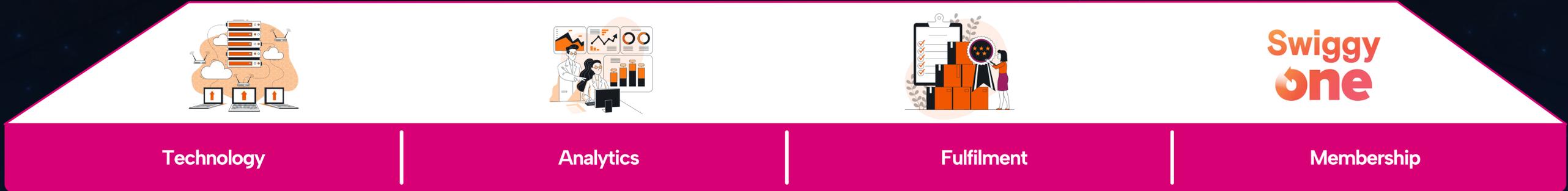
SWIGGY'S BUSINESS SEGMENTS WITHIN THIS ECOSYSTEM ARE...



...ENABLED BY ITS WIDE NETWORK OF ESTABLISHED PARTNERS...



...AND CONTINUOUS INNOVATION TO FUEL THIS HYPERLOCAL MARKETPLACE



THE FOCUS IS: **HYPERLOCAL**

The largest verticals are:

Food Delivery

Quick Commerce



...AND PIONEERED
new categories & successfully scaled businesses



Launched **10-min food delivery service "Bolt"**, always keeping the consumer and **innovation at the forefront**



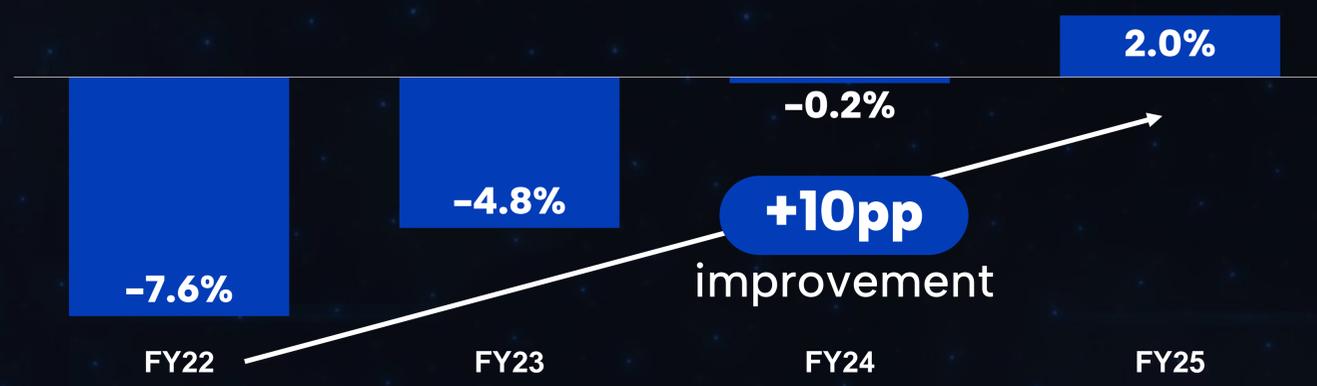


FY25 HIGHLIGHTS

- **\$5.5B** in B2C GOV
- **+900m** Orders
- Improved **Execution**

CONTINUED PERFORMANCE IN FOOD DELIVERY...

Positive aEBITDA (as % GMV) and margin expansion...



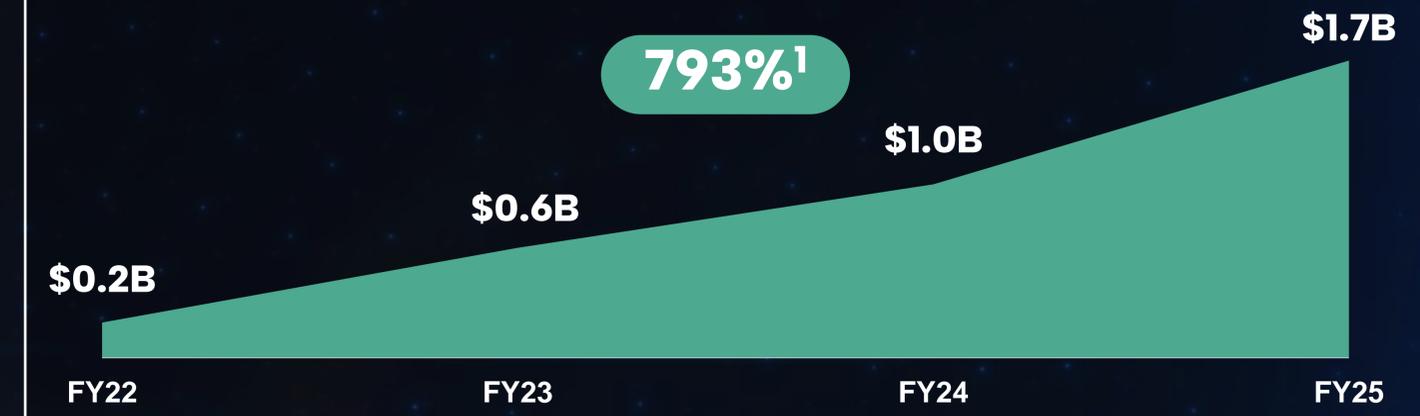
... while MTU increased, ~2M users added in FY25



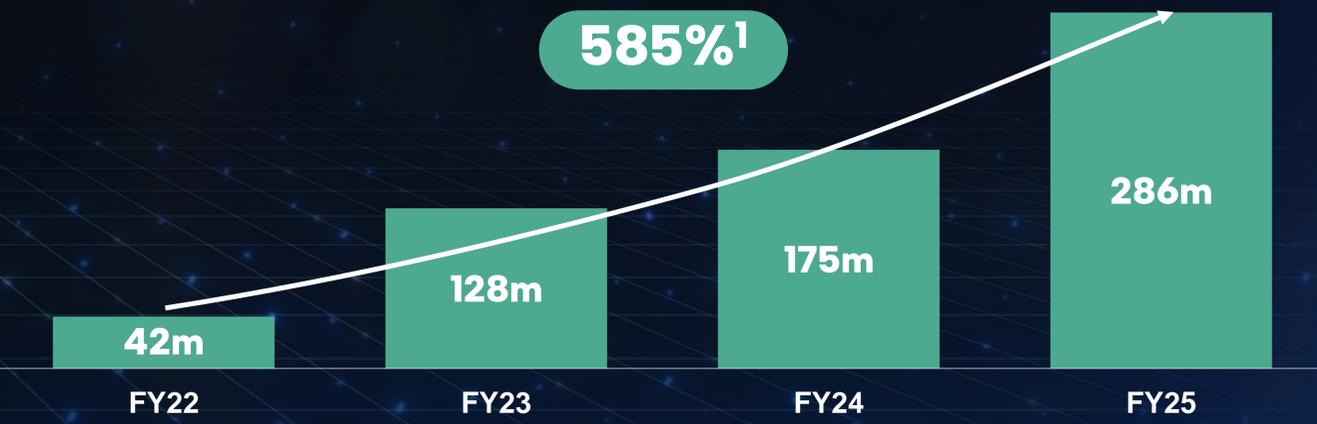
1. Absolute growth rate

...WHILE QUICK COMMERCE IS GROWING EXPONENTIALLY

GMV accelerated in last 4 years...



...buoyed by absolute orders' growth



MEESHO

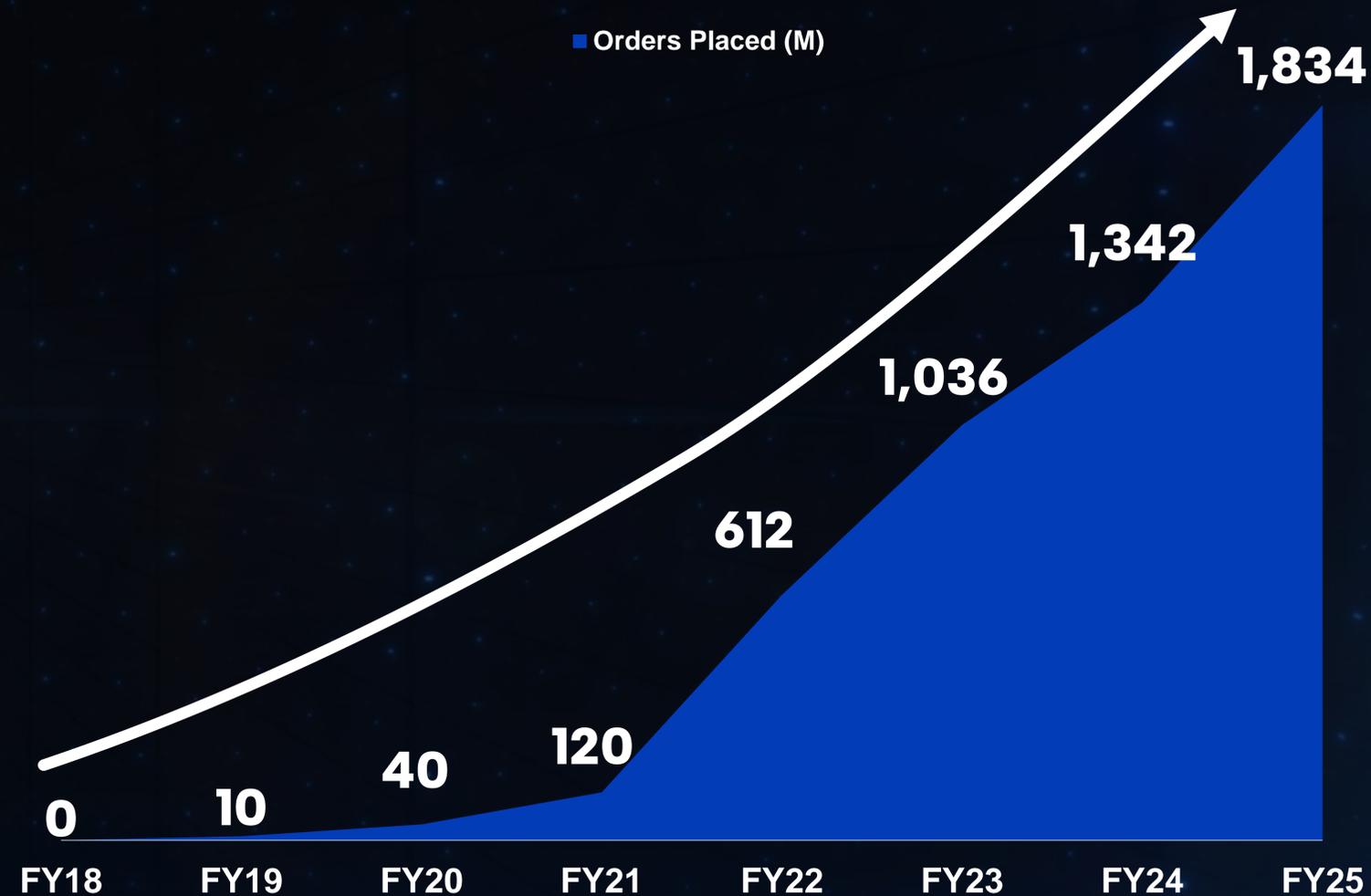
is rapidly scaling confirming its status as a leader in Ecommerce



- 1M+ Suppliers
- 120M+ Listings
- 74K+ Delivery Agents
- 28K+ Content Creators
- 200M ATU

ATU = Annual Transacting Users

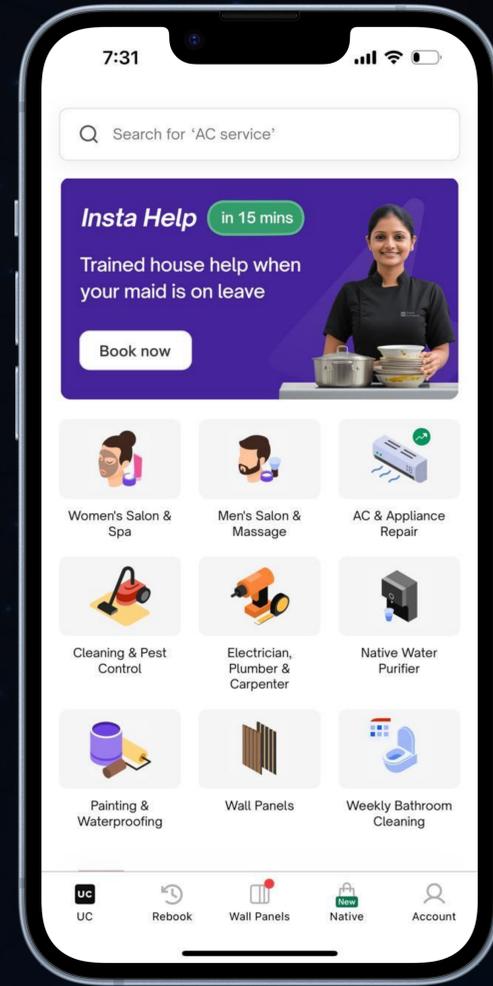
MEESHO CONTINUES TO SCALE RAPIDLY IN TRANSACTION VOLUME WITH THE HIGHEST TRANSACTING USER BASE BEHIND ONLY PAYMENTS APPS





INDIA'S
largest
tech-driven home
services platform

UC OPERATES A TECH DRIVEN ONLINE SERVICES MARKETPLACE

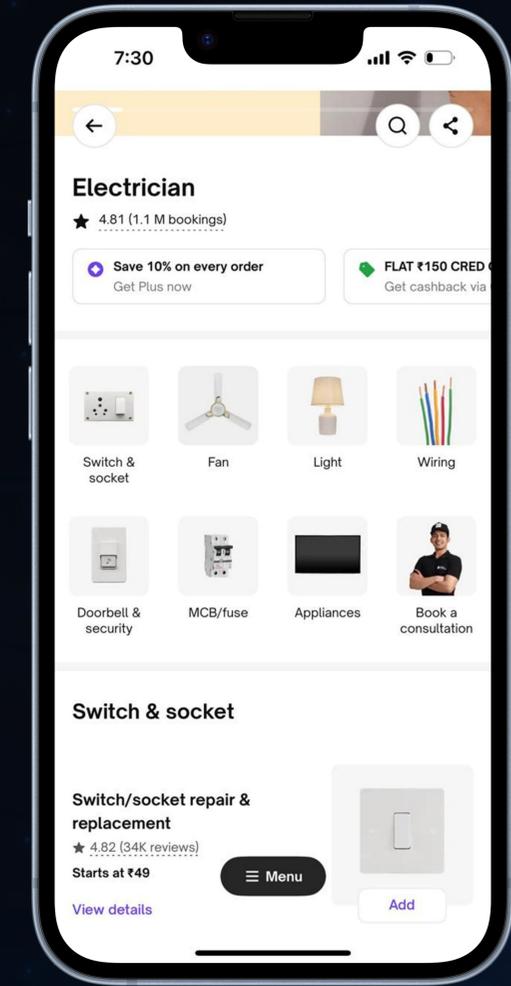
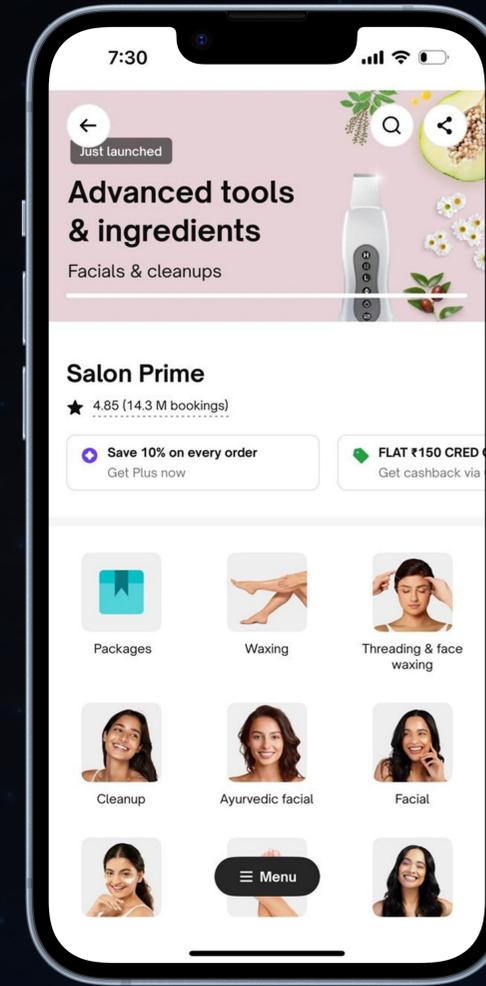


6.5M
Annual
Transacting Users

~50K
Monthly Active
Service Pros

4.8/5
Average Consumer
Rating¹

COMPREHENSIVE OFFERINGS ACROSS BEAUTY & HANDYMAN SERVICES

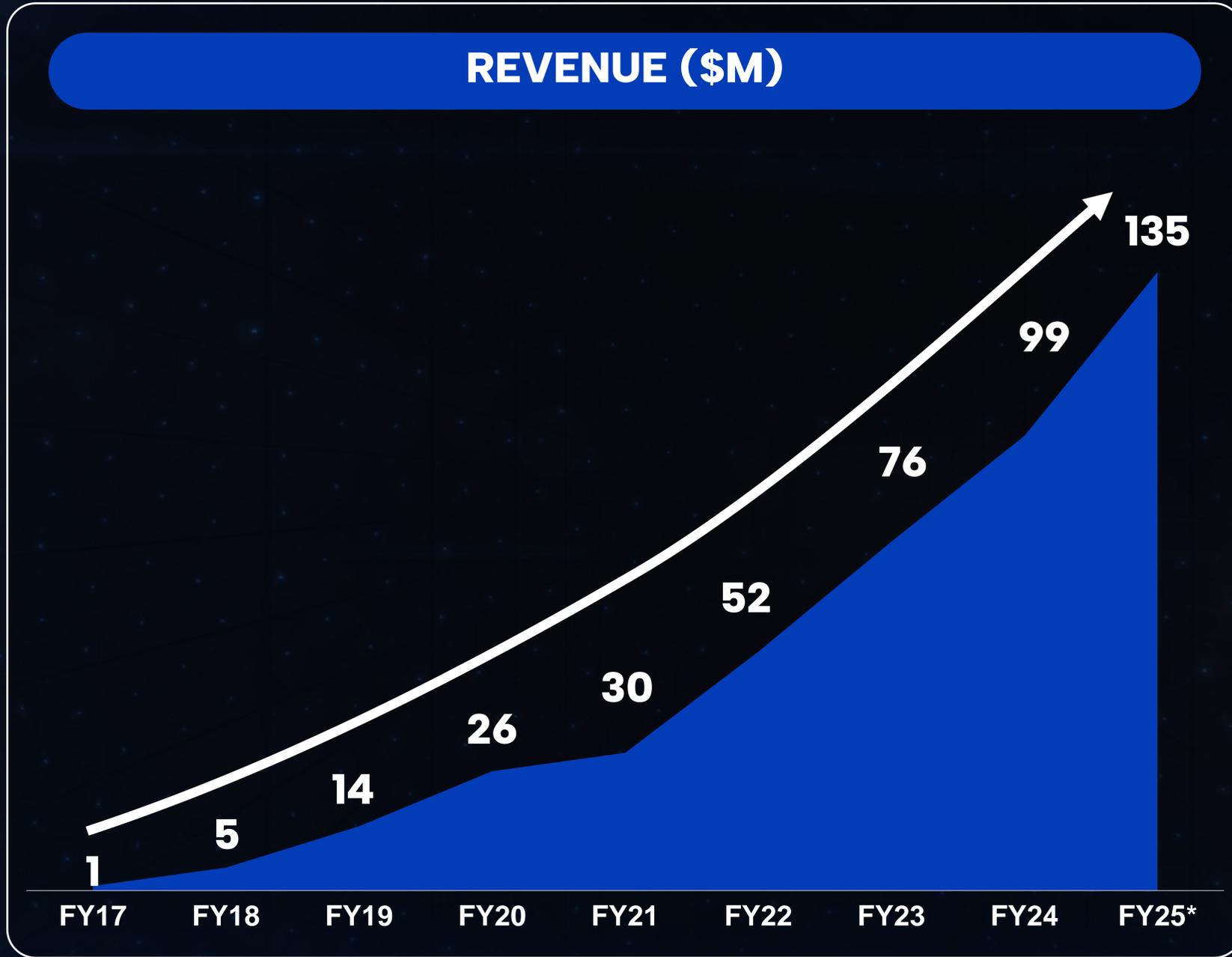


1. Average Consumer Ratings implies ratings provided by consumers for the services received

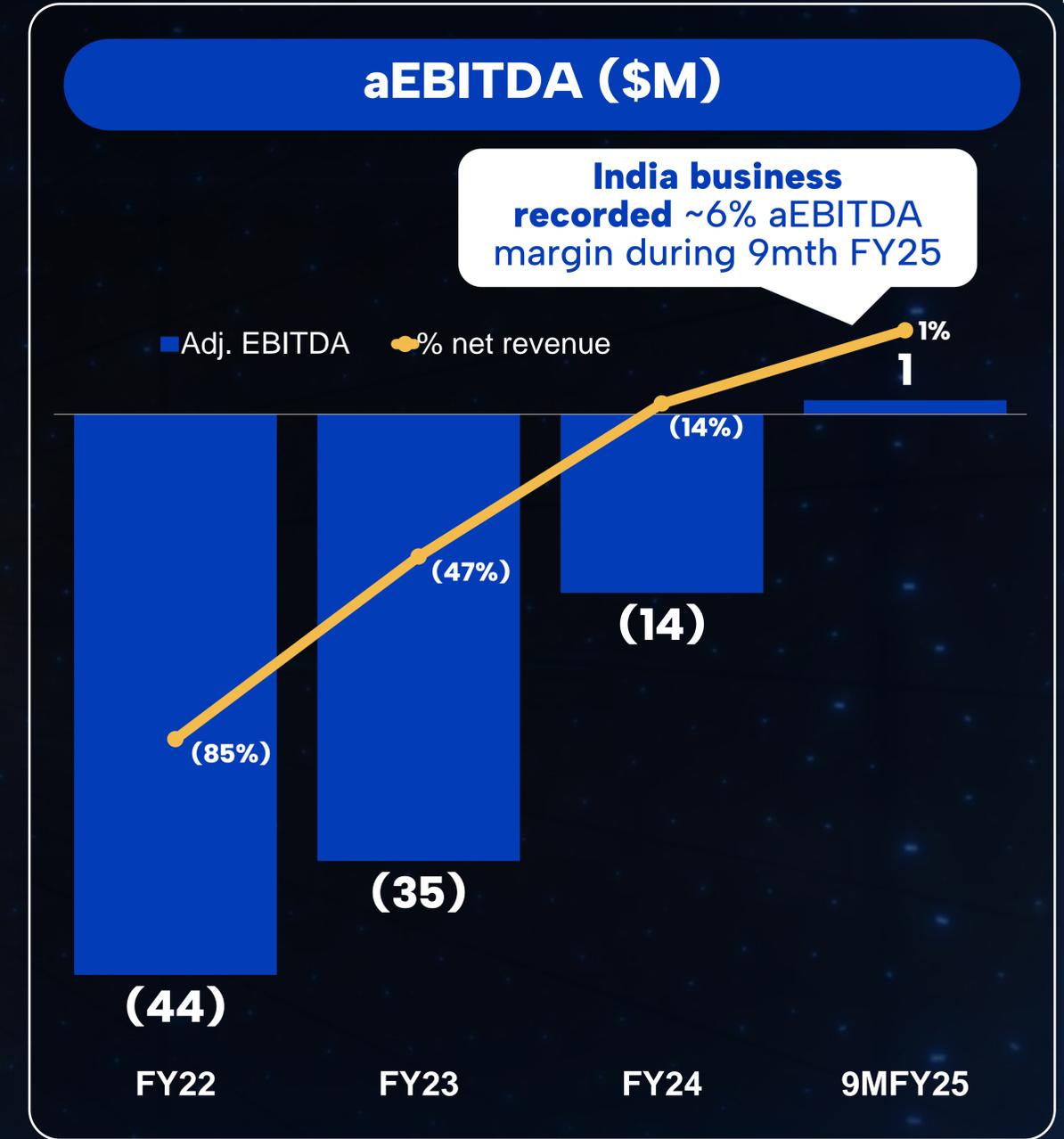


HEALTHY REVENUE

growth coupled with strong profitability



Note: 1) Exchange rate of \$1 = INR84
2) FYE March
3) FY25 Revenue = 9MFY25 annualised





INDIA **UPDATE**



is India's leading diversified **FINTECH PLATFORM**



ONLINE PAYMENTS

\$81B in TPV¹

~**30%** VAS penetration

Trusted processing platform for **major Ecommerce brands in India**



INDIA'S LEADING DUAL PAYMENTS PLATFORM

ENRICHED DATA

BEST-IN-CLASS METRICS
OPERATING LEVERAGE

TECHNOLOGY



BANK PAY TECH

Authenticate **4 out of 5 cards** transactions

Process 100B+ UPI transactions annually



EMBEDDED CREDIT

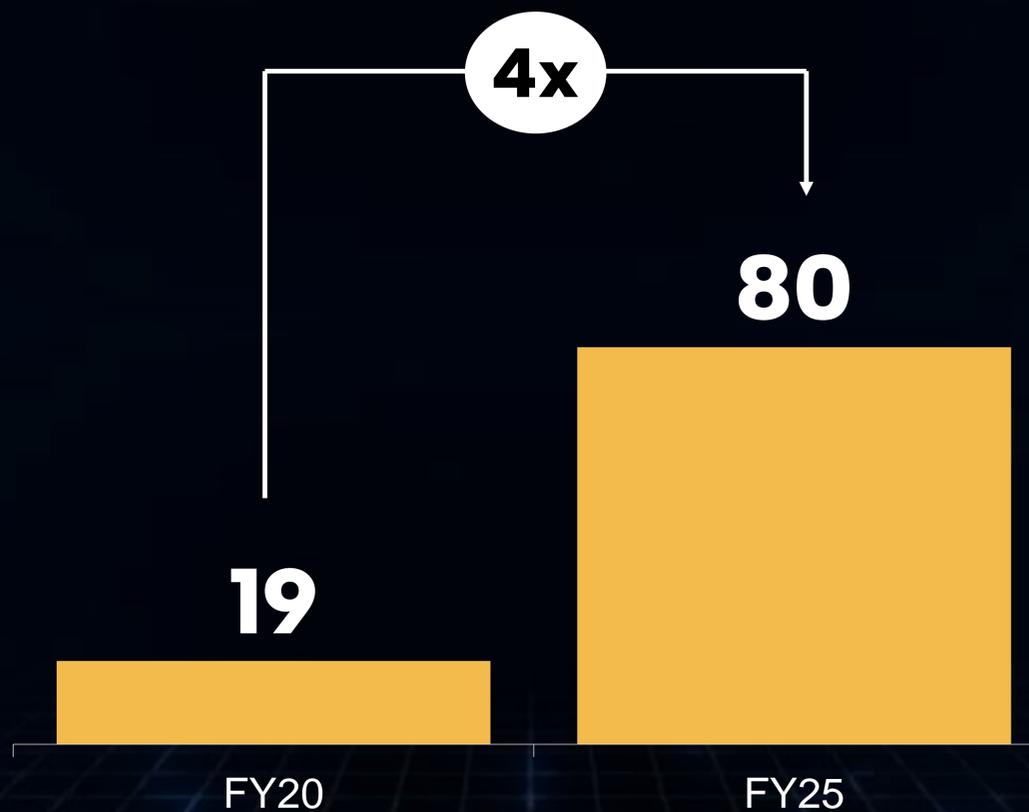
\$558M in AUM across consumer and merchant lending

¹ Transaction Processing Volumes

We have category leadership in **DIGITAL PAYMENTS** in India...

PAYMENTS VOLUMES UP 5X

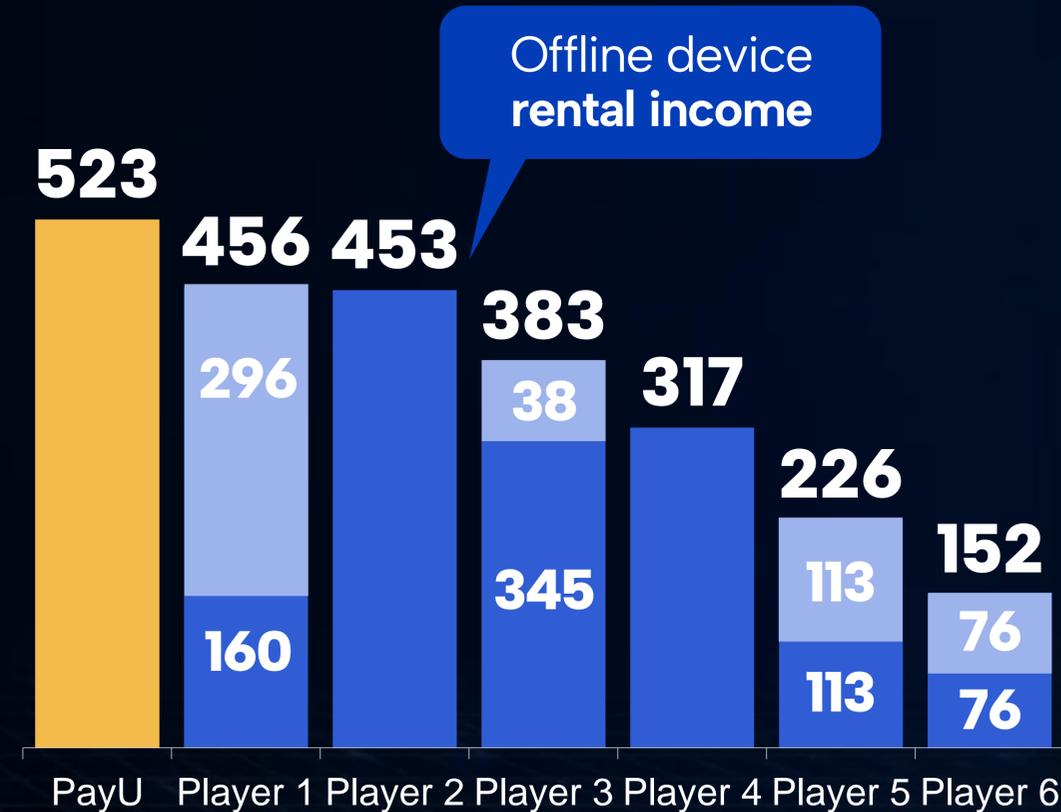
Total Payments volume in India, \$B



Rapid growth with the largest online merchants in India

PAYU: #1 PAYMENTS REVENUE

Domestic online payment aggregation revenue, \$M



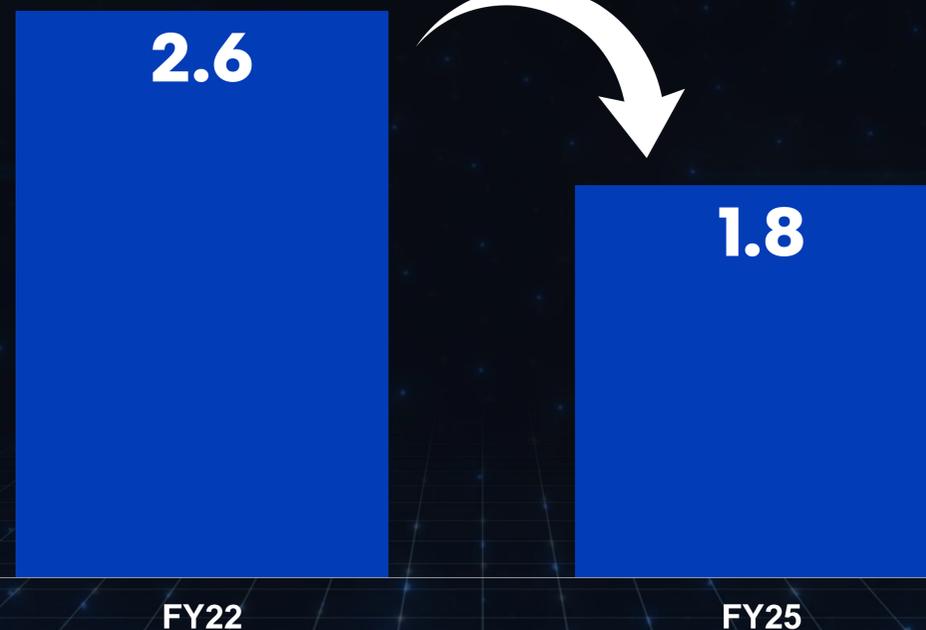
PayU is also one of the only three profitable players in the industry

... And get
**MORE EFFICIENT
 WITH SCALE**

COST EFFICIENCY IS IMPROVING

Cost per transaction
 (INR)

30%



**We are showing rapid growth with
 the largest online merchants in India**

EVERY TRANSACTION IS OPTIMIZED WITH AI

Domestic online payment aggregation revenue, \$M

+50%

in AI-driven predictive sales

+72% accuracy

in AI code and security review

+64%

first level response handled by AI

LLMs used in fraud and
risk management

Fintech has had speed bumps
 ...but the road **AHEAD LOOKS EXCITING...**

FROM "UNREGULATED FINTECH"



PAYMENTS BUSINESS

Regulatory Oversight

Niche Competition



CREDIT BUSINESS

Leading Guidelines

Market Overheating:
 Capital & Liquidity Crunch

SHORT TERM IMPACT ON GROWTH & PROFITABILITY

TO "LICENSED" BY REGULATOR

payu IS WELL POSITIONED

Major impact of regulatory changes complete, **linear impact going forward.**

Our customers are India's largest merchants and banks and we are doing more with them.

India's leading diversified fintech platform – our tech **is superior, our credit flywheel is taking shape.**

We are accelerating
our Ecommerce
**LIFESTYLE
ECOSYSTEM...**



CONSUMPTION LINKED CREDIT

#1 Online distributor
EMI +\$600M

India's leading BNPL
franchise +\$200M

#Checkout finance
Started operations in 4Q24



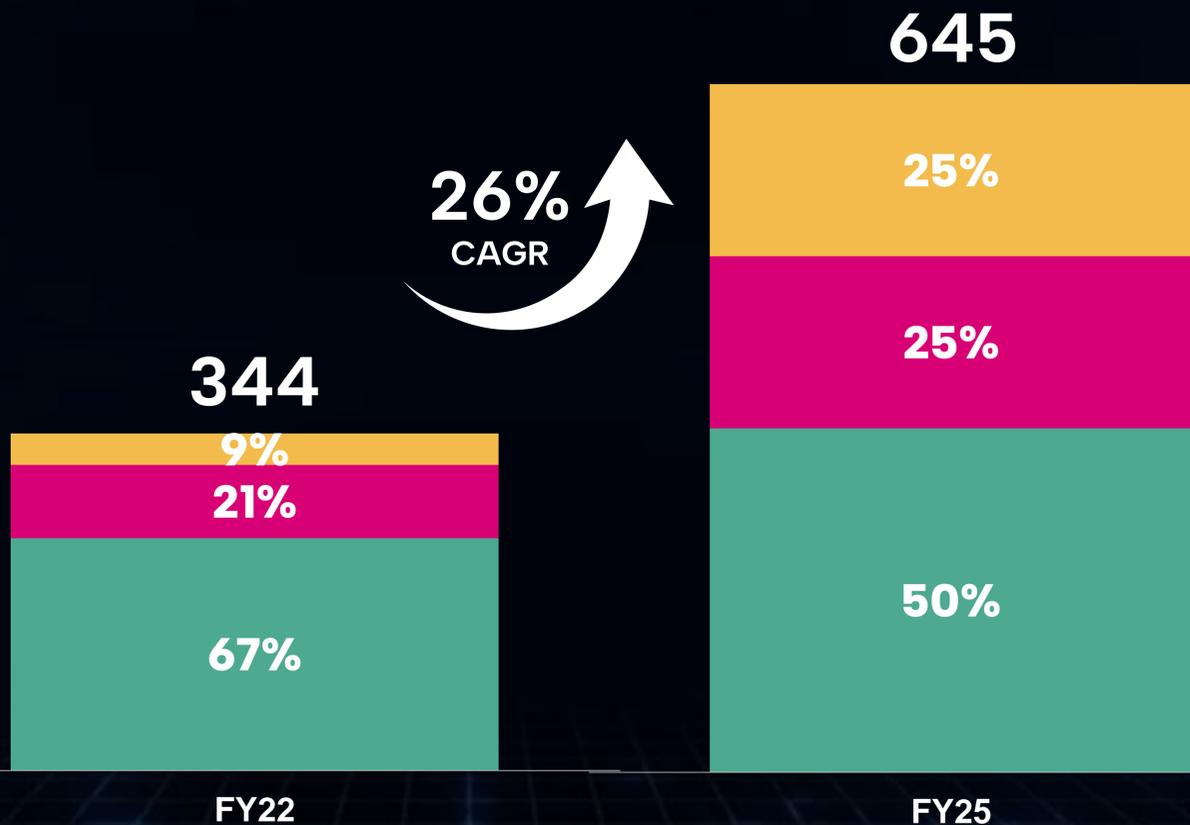
**HOUSE OF PARTNERSHIPS –
LEADING CREDIT EXPANSION**

#1 Fast growing SMB
Lender \$257M

...Diversifying revenue, improving **CONSISTENCY AND ENHANCING MARGIN**

PAYU SUCCESSFULLY DIVERSIFYING REVENUE

Revenue mix of PayU ■ Core transaction processing ■ Payment as a service ■ Credit



Cross-sell of VAS solutions (affordability, multi factor authentication, optimizer, etc.) to diversify revenue streams and increase profitability in the business.

VALUE-ACCRETIVE M&A



MAR-25

UPI Processing



JAN-20

Consumer Credit



APR-19

Card Processing

SUMMARY



PayU is both scaling and improving monetization ... with a tailwind of digital economy growing at 5X



PayU has a one-of-its-kind platform and superior tech



PayU is uniquely positioned in the market ... powered by Prosus and a strong advisory board



INDIA

ECOSYSTEM GOAL

PROSUS HAS SUCCESS STORIES IN INDIA, WITH SEVERAL OTHERS IN THE MAKING

PROSUS HAS DELIVERED SEVERAL LARGE
OUTCOMES IN INDIA IN THE LAST DECADE..



Leading Food
Delivery and
**Quick Commerce
Platform in India**

Flipkart



Leading Horizontal
**Ecommerce
Platform in India**

make my trip

Leading Online
**Travel Agency
in India**

..WITH \$6.4B IN EXIT + RESIDUAL VALUE..

Cash and
Residual Value

Invested capital in
Flipkart, Swiggy,
MakeMyTrip

~\$6.4B

~\$2.5B

Investment Cost

Exit + Residual Value

AND HAS MORE SUCH PROMISING
ASSETS TO UNLOCK FURTHER VALUE



...while the portfolio has more of such
promising assets to unlock further value...



Leading digital
payments platform

meesho

Leading
e-com platform



Leading
mobility platform

uc Urban
Company

Largest home
services platform

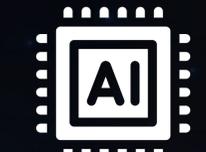
EXISTING PORTFOLIO TO COMPOUND OVER THE LONG TERM



PROSUS ECOSYSTEM SYNERGIES TO HELP ACCELERATE RETURNS



LCM



AI



KNOWLEDGE SHARING

MAINTAIN HEALTHY PACE OF NEW INVESTMENTS/ ACQUISITIONS



GEN AI



CONSUMER TECH



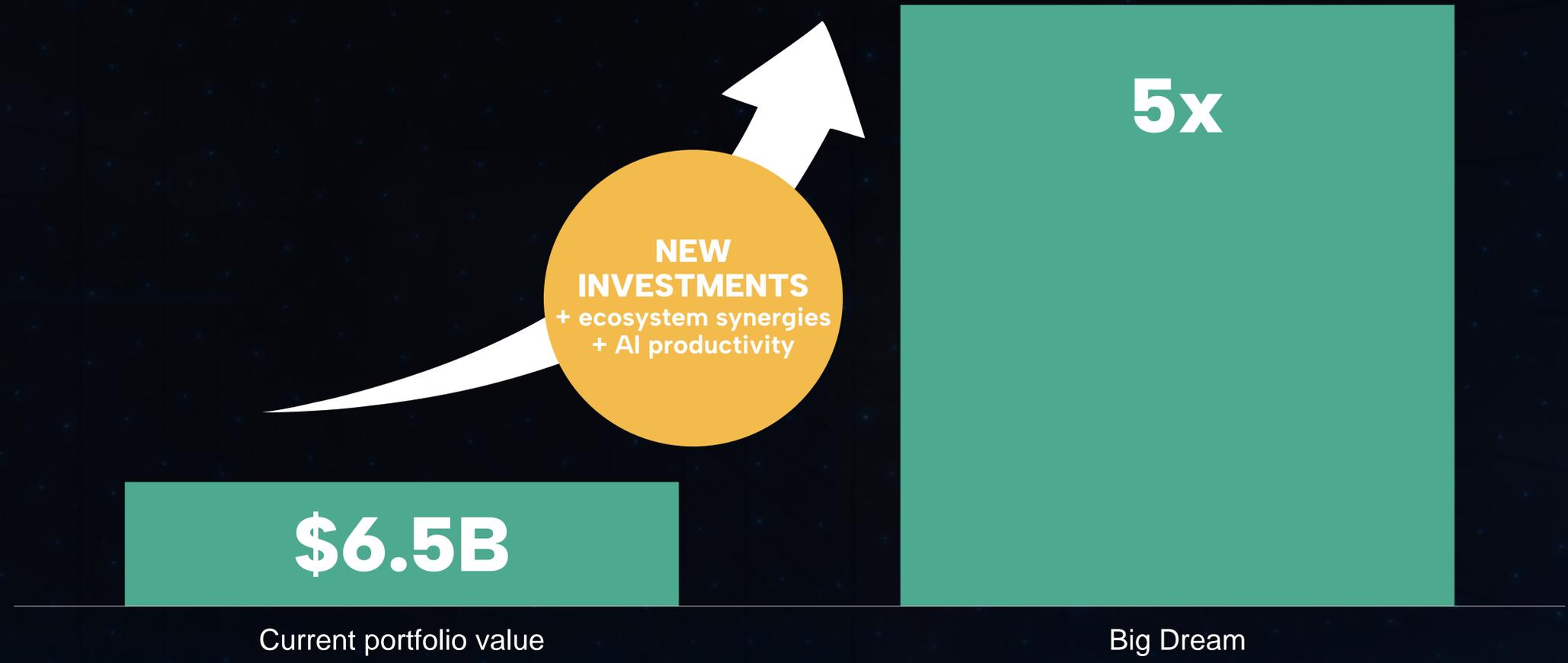
FINTECH

OUR ECOSYSTEM

is growing,
compounding and
accelerating

PROSUS INDIA INVESTMENT AND PORTFOLIO VALUE

OUR AMBITION
for the Indian
ecosystem



POWERED BY
PROSUS