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CEO OLX Group



Global management has an average of **9 years** operating classifieds businesses



More than **1,400 new items** are listed every minute worldwide



Over **165,000 properties** are listed every day

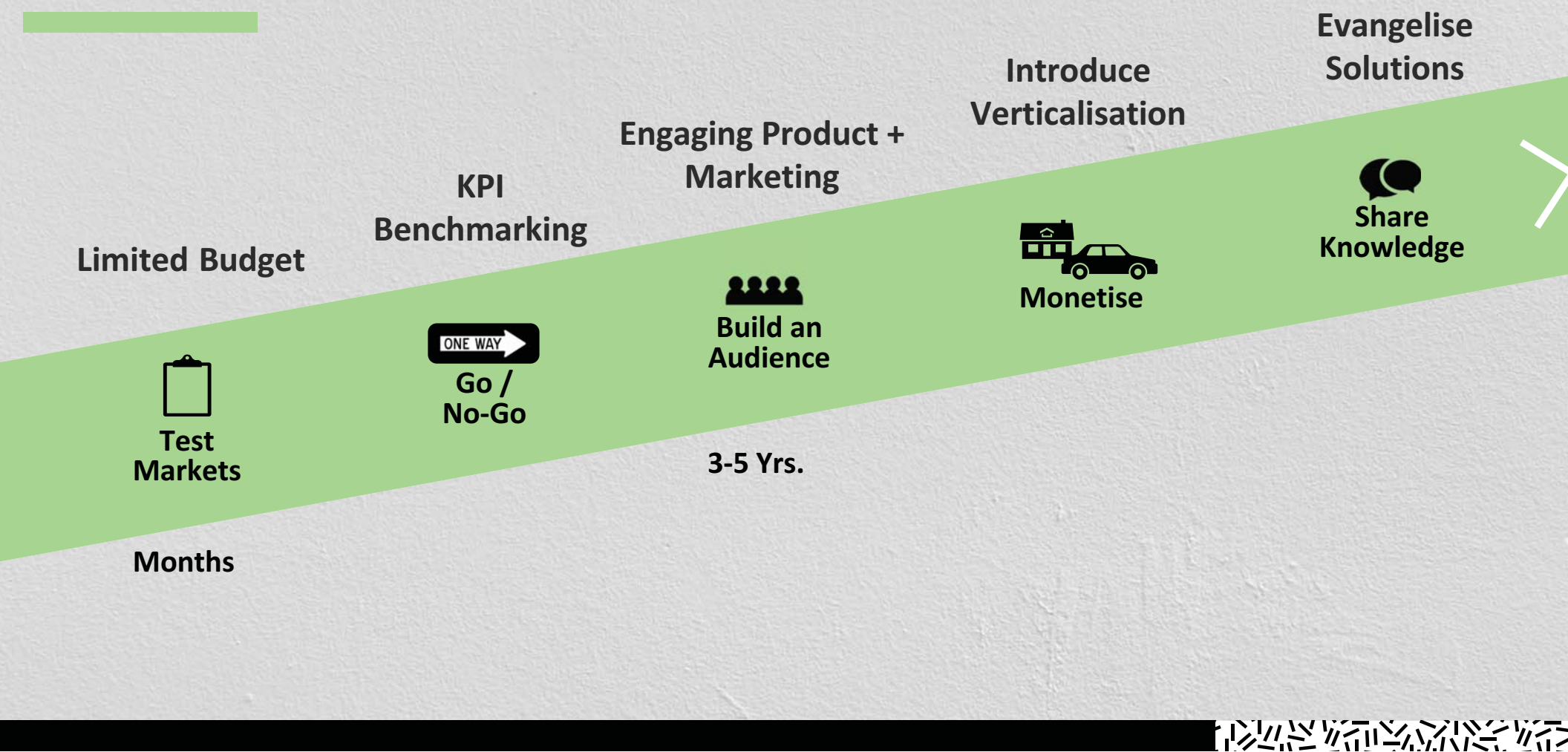


Currently **~1%** of monthly listers converted to paying listers

**THE  
OLX  
GROUP**

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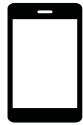
# WE OPERATE A DISCIPLINED PLAYBOOK



# OLX GROUP... A UNIQUE PORTFOLIO

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## *Proprietary tech through scale*



4 Unique Platforms



1,000+ Engineers

## *Global reach and local expertise*



## *Growth focused portfolio*
















### HORIZONTALS

Car   Real Estate   Services   Jobs

## *Part of the Naspers family*



# CREATING MARKET LEADERS

		Internet population in millions	Mobile app ranking	Category ranking				
								
India		347	#1	#1	#1			#1
USA		232	#1					#2
Brazil		115	#1	#1	#1	#1		#2
Russia		103	#2	#1	#1	#1	#1	#1
Indonesia		60	#1	#1	#2	#1		#1
Turkey		42	#1					#1
Poland		27	#1	#1	#1	#2	#2	#1
Colombia		26	#1	#1	#1			#1
Ukraine		21	#1					#1
Romania		11	#1	#1	#2			#1

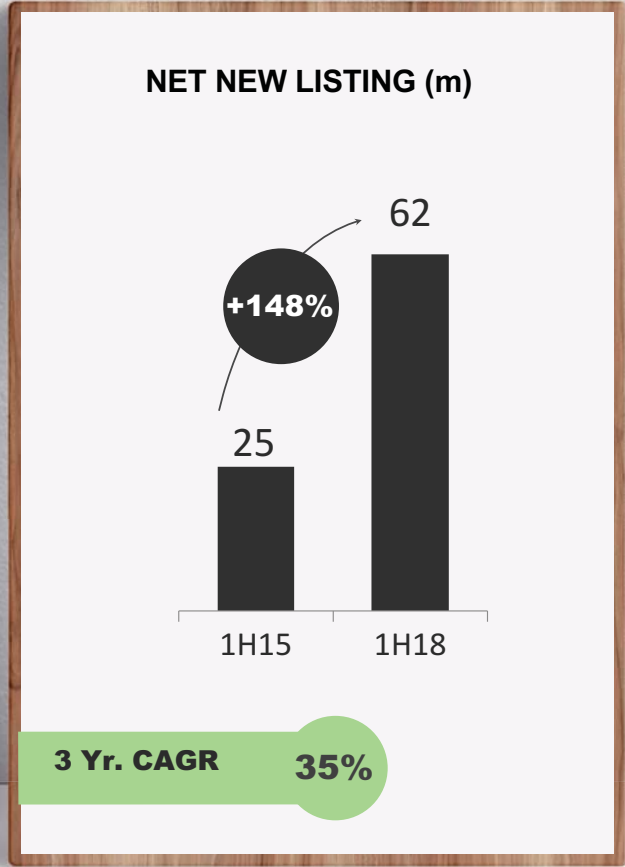
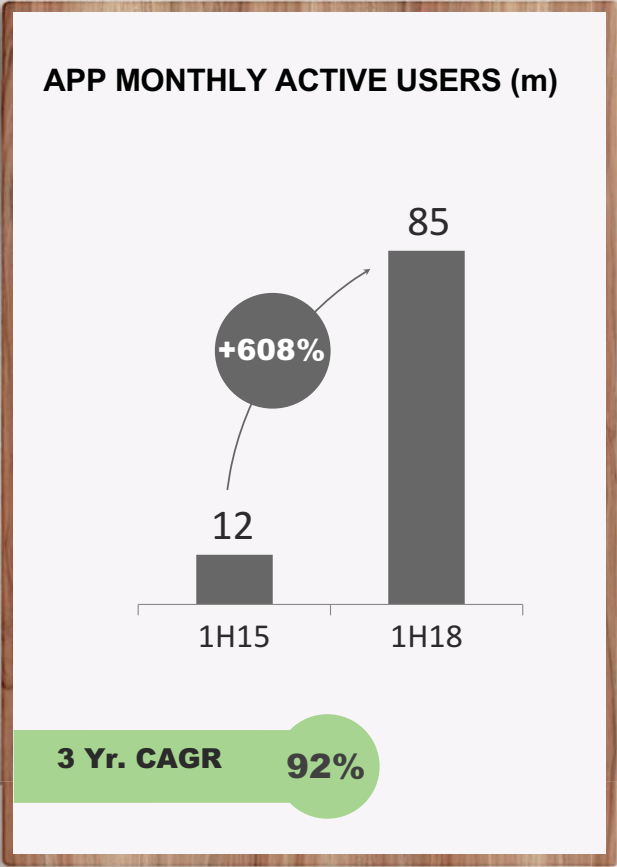
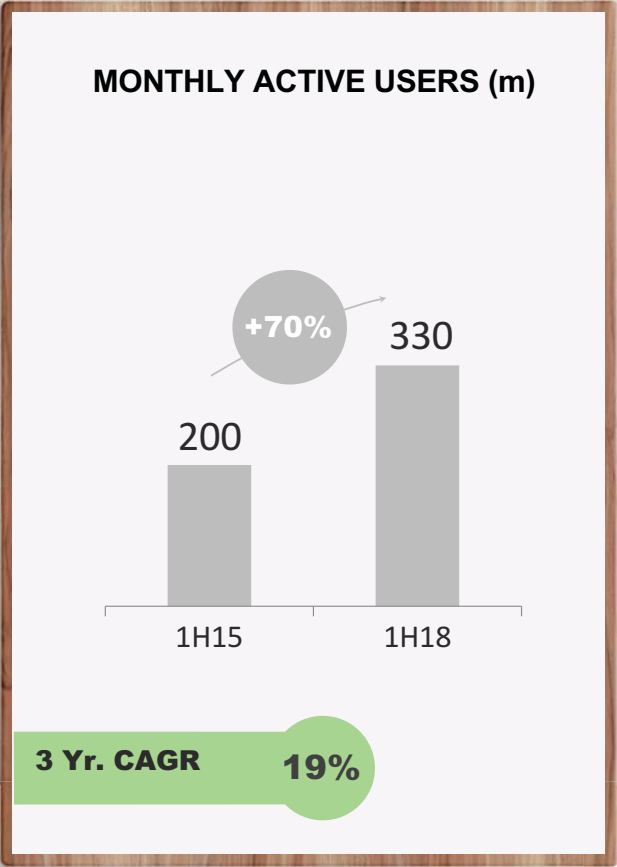
Active in 5 of the top 10 countries by population

Leading position in 35 markets

Strong presence in key verticals



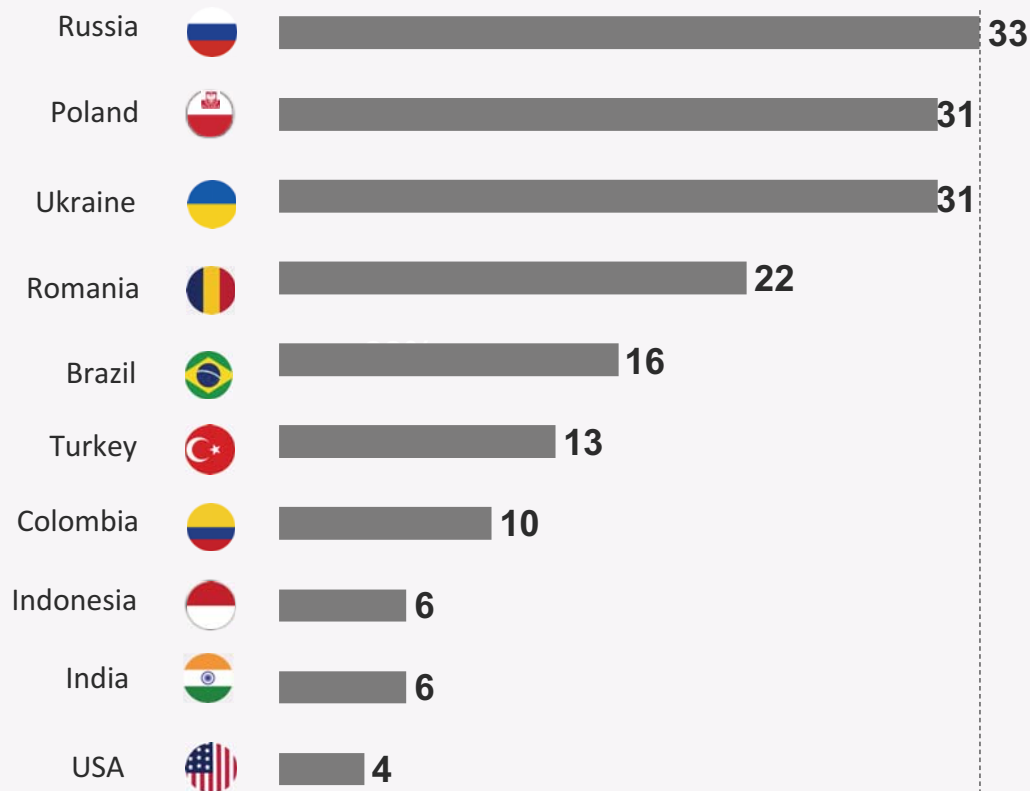
# WE HAVE GROWN BIG ALREADY



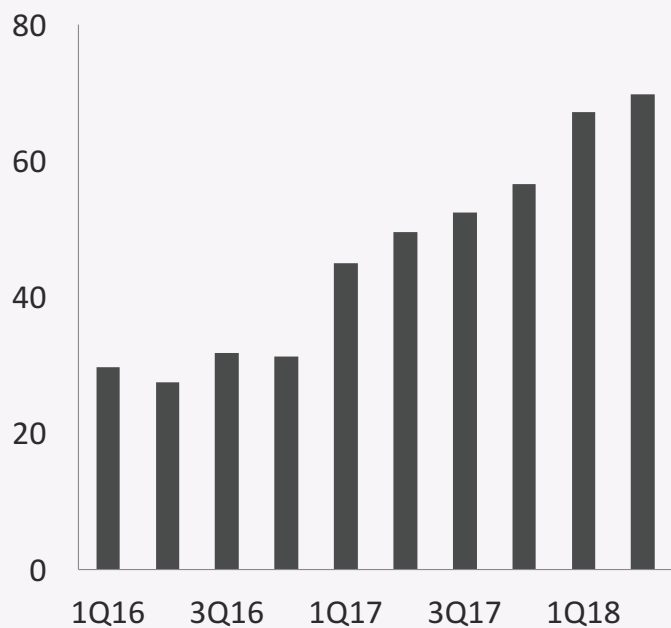
Note: All figures are based on 6 month averages  
Source: OLX Database

## ***Penetration***

Listers per 1,000 middle class capita



**WITH  
PLENTY  
OF  
RUNWAY**



3 Year Revenue  
CAGR

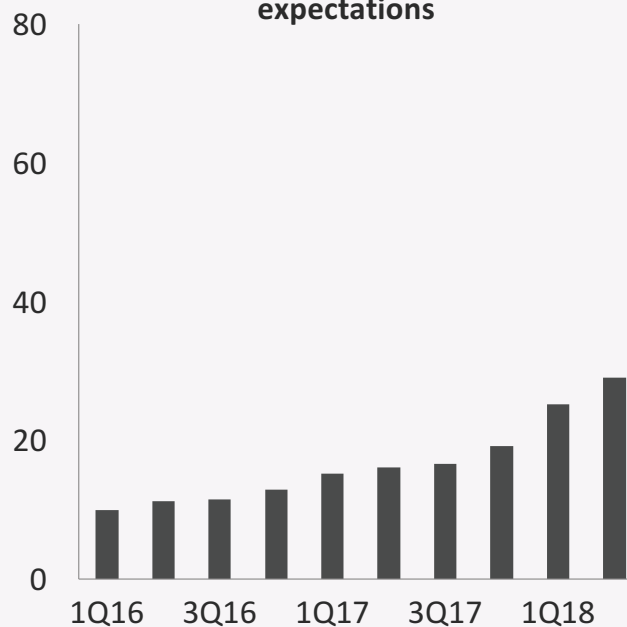
41%



Revenue (US\$m)



Poland is exceeding  
expectations



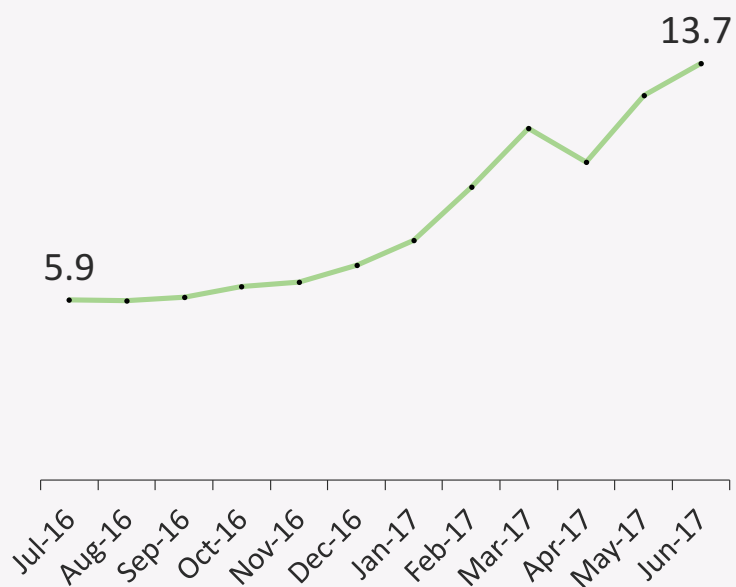
53%

**EXCELLENT  
EXECUTION  
IN  
MONETISATION  
COUNTRIES**



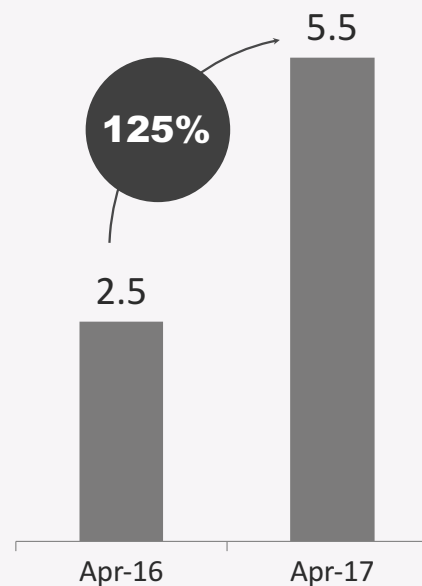
## India

OLX daily active users  
vs. Quikr (m)



## Egypt

Monthly unique listers per '000 of  
middle-class population



**WHILE  
EARLIER  
MARKETS  
CONTINUE  
TO GROW**

# CLASSIFIEDS HAS BECOME A TECHNOLOGY LED INDUSTRY

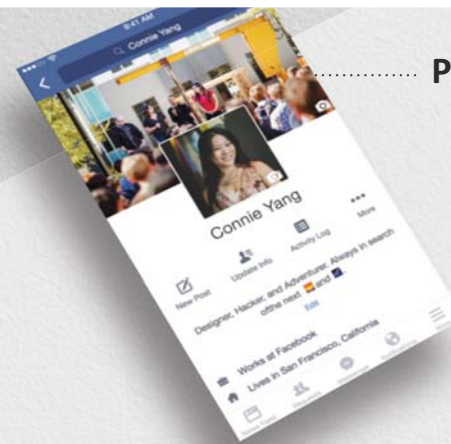
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*From outdated desktop  
experiences...*



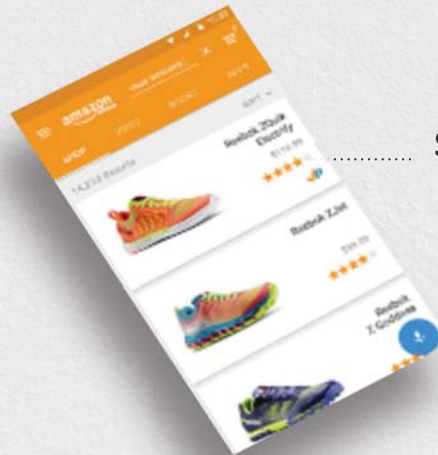
# *...To cutting edge user interfaces*



Personalisation



Communications



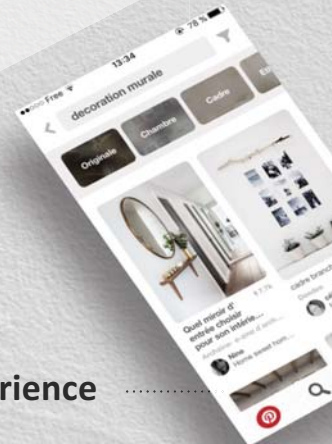
Speed & simplicity



Trust



Search



User experience



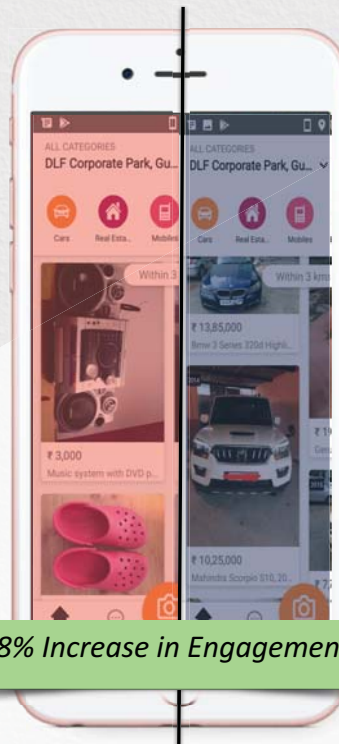
# TO KEEP TRAFFIC ENGINE SPINNING WE CONTINUOUSLY IMPROVE THE HORIZONTAL...

Ever simpler and faster through  
Machine Learning



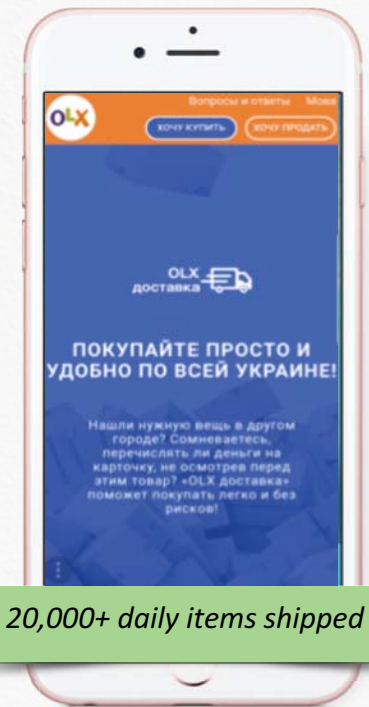
5 listings per daily seller

Personalisation through AI



28% Increase in Engagement

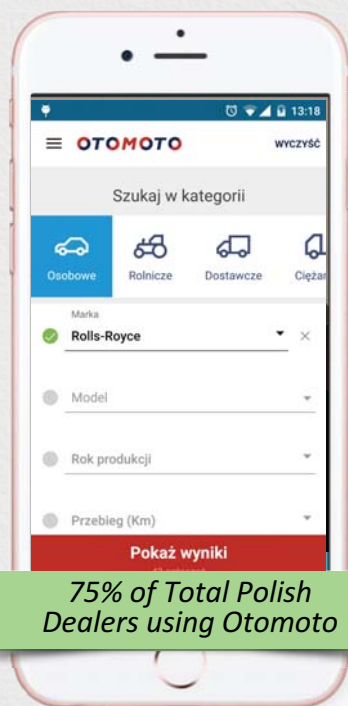
Selectively deepening the  
experience



20,000+ daily items shipped

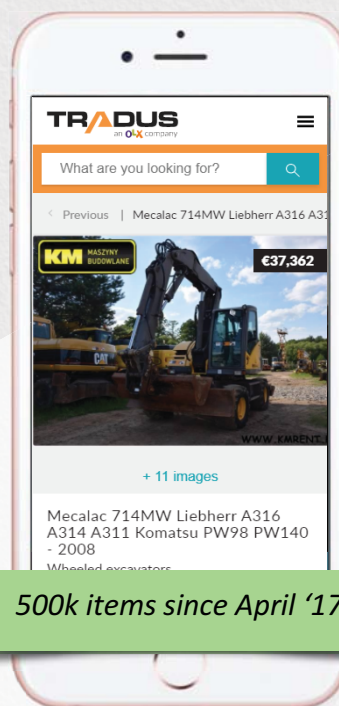
# ...AND EXPAND MONETISATION THROUGH VERTICAL OFFERINGS

## Cars



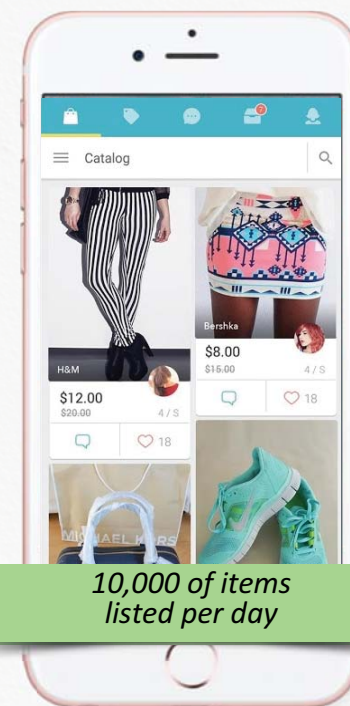
75% of Total Polish  
Dealers using Otomoto

## Heavy Machinery



500k items since April '17

## Fashion



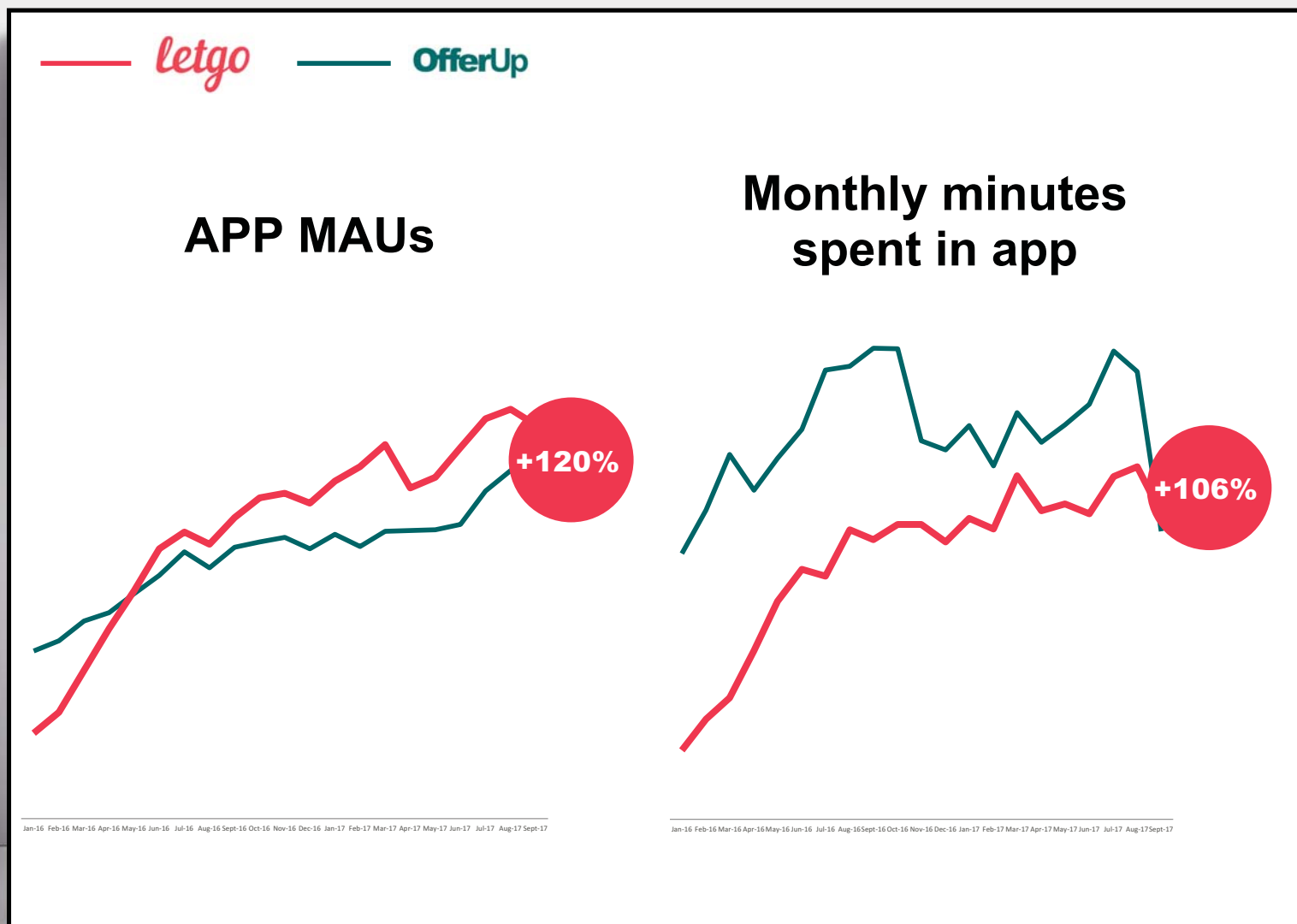
10,000 of items  
listed per day

# *letgo*: ADDRESSING AN UNTAPPED DEMAND FOR A BETTER WAY TO BUY AND SELL SECONDHAND

There's more than  
**US\$300 billion**  
of unused goods  
in US households

**52 items** worth  
**US\$3,100** per home





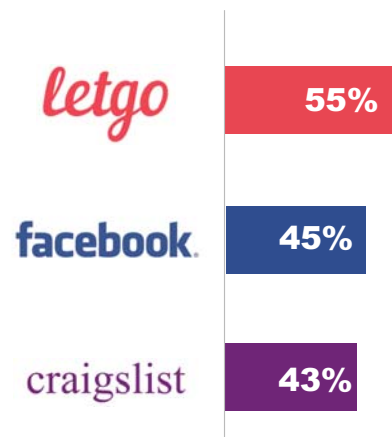
*letgo* **USA:**  
**STRONG**  
**ENGAGEMENT**  
**VS. DIRECT**  
**COMPETITOR**  
**OfferUp**

Source: scraper data, letgo DB, and leading third-party data provider for minutes spent; Note: Differences in policies regarding duplicates and scam & spam could mean OfferUp daily listings are overestimated

# letgo USA: OUTGROWING BY EXECUTIONAL EXCELLENCE

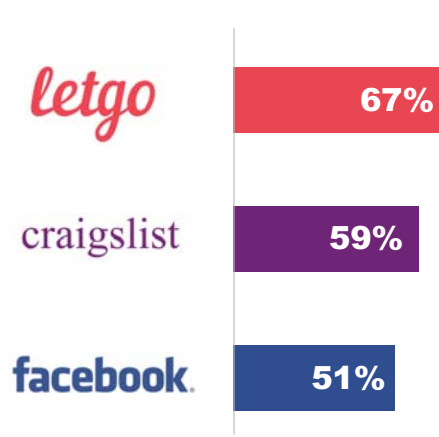
## WIN ON POSITIONING

% of US respondents who use the platform once a week or more



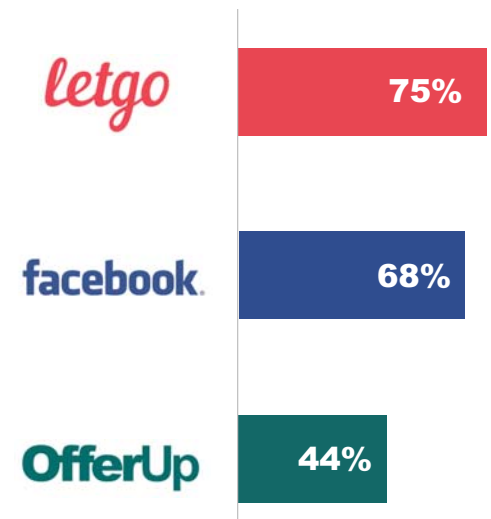
## WIN ON PRODUCT INNOVATIONS

% sellers that agree with "I trusted the buyers responding to my listing"



## PLATFORM USAGE GROWTH

(July '16 – July '17) vs (Nov '15 – Nov '16)



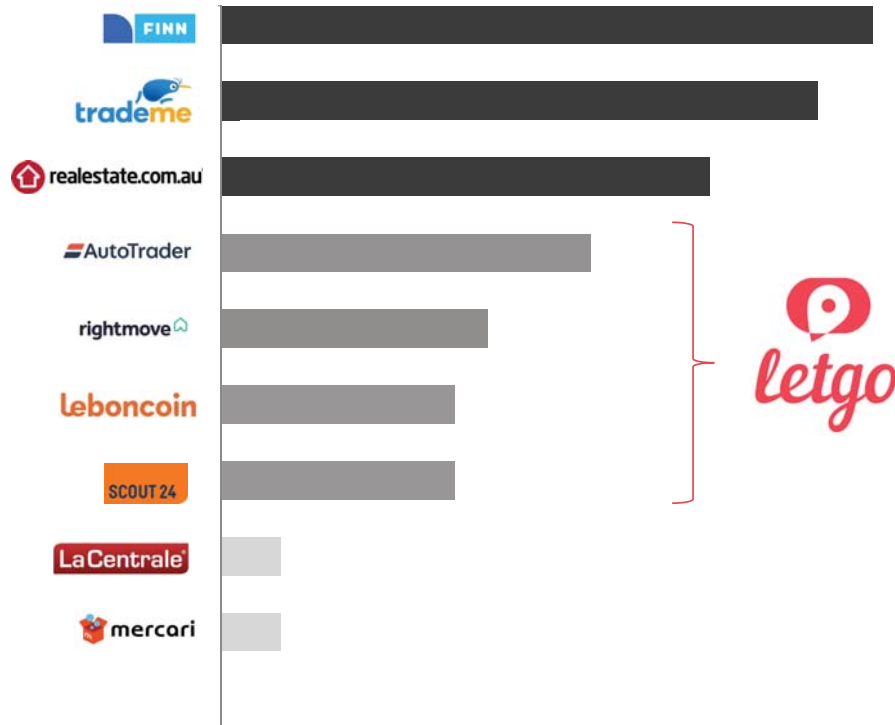
Please indicate which of the below channels you have utilised in the last 12 months for USED product purchases or sales. Please select all that apply."  
Source: Qualtrics User Survey. (US: n = 904, UK: n = 858). Nov 2016. SSI User Survey. (US: n = 1,046, UK: n = 1,007). July 2017

## Average revenue per internet user

Top Tier  
>US\$10

Mid Tier  
>US\$4 <US\$10

Lower Tier  
<US\$4

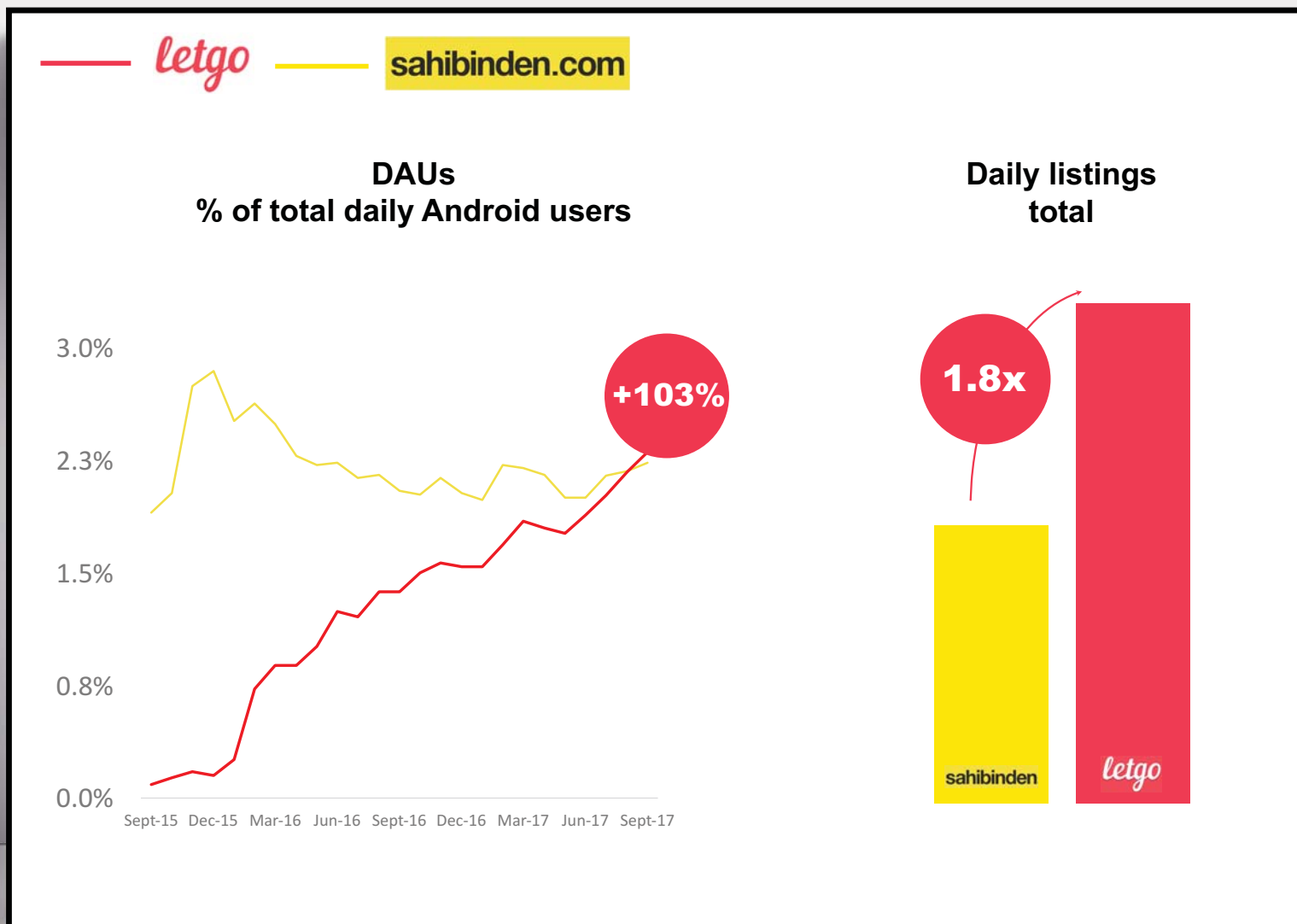


*letgo*

**USA:**

**SIZE OF THE  
PRIZE – 8-10  
YEARS OUT**





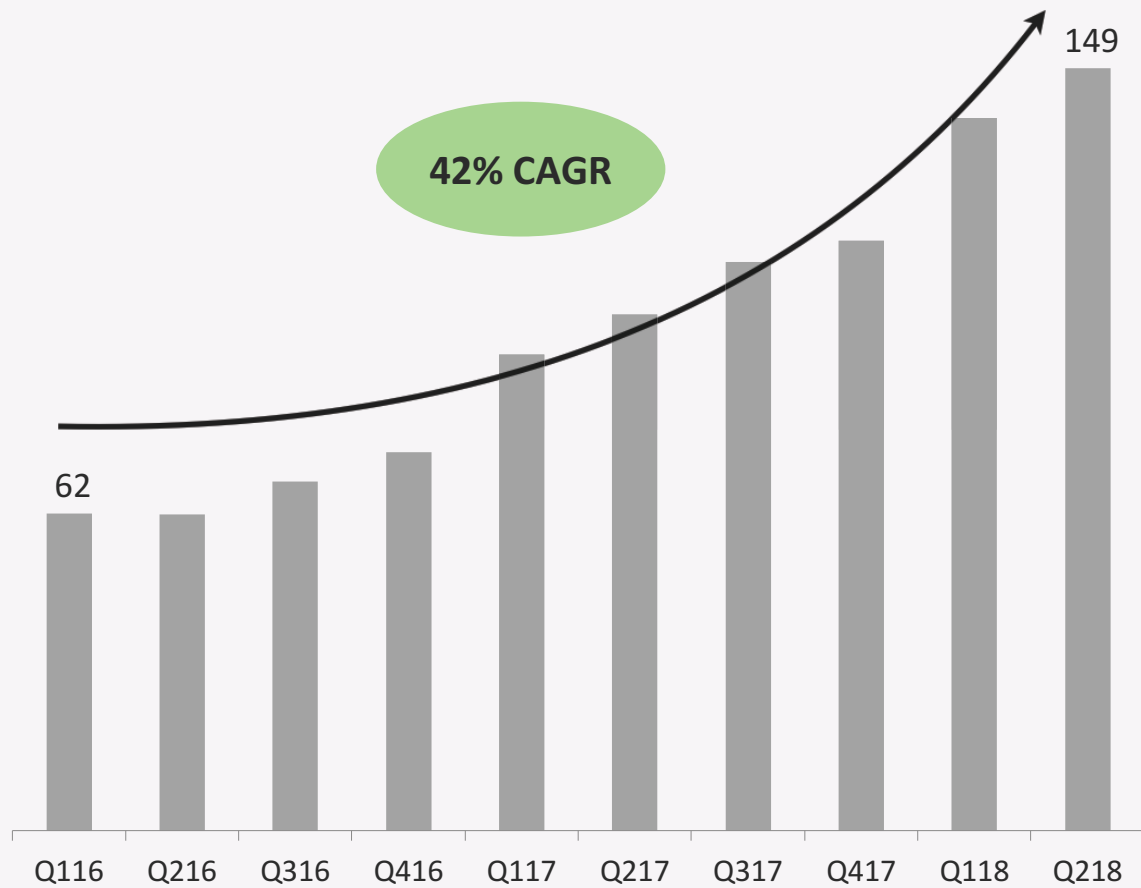
*letgo*

**TURKEY:**

**SURPASSING  
THE  
COMPETITION  
AT LIGHTNING  
SPEED**

Source: DAUs from SimilarWeb – only Android data, Daily NNL period September 2017

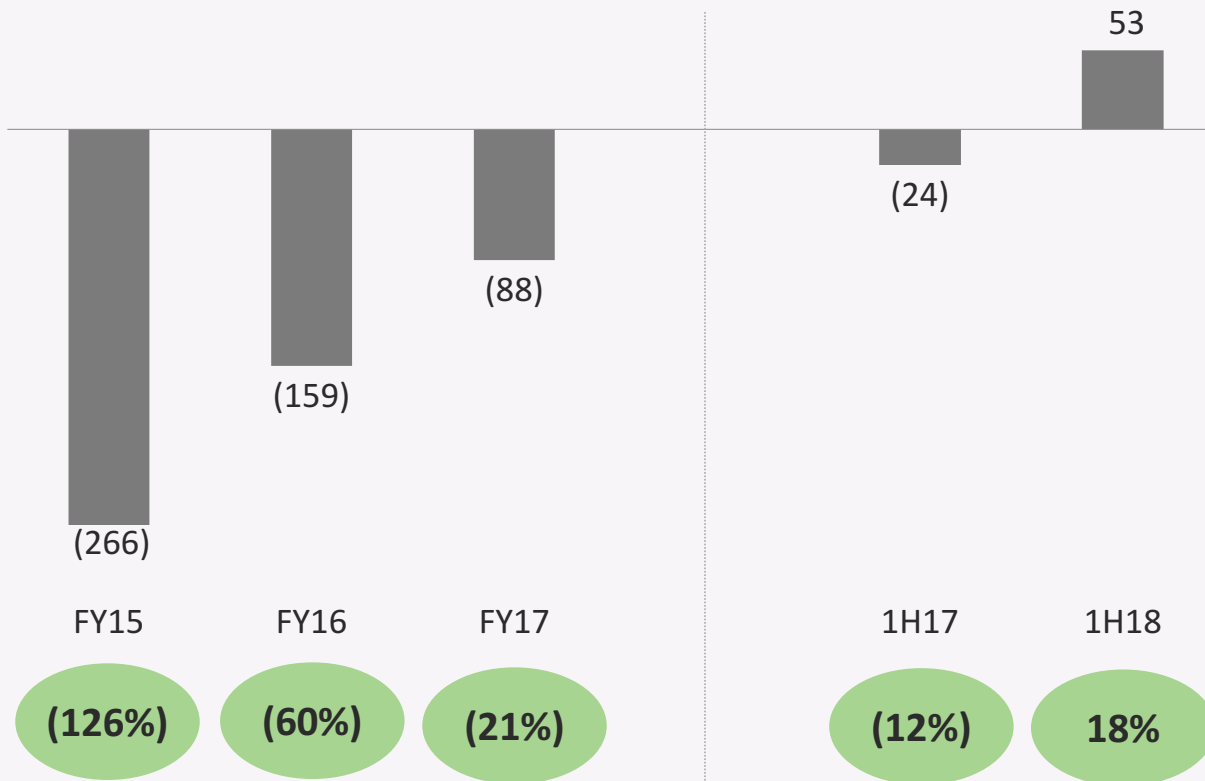
## OLX Group revenue (US\$m)



**OUR  
MONETISATION  
JOURNEY IS  
JUST  
BEGINNING**

Notes: Includes Avito at 100%, JVs at proportionate ownership, and excludes letgo

## OLX Group trading profit (US\$m)



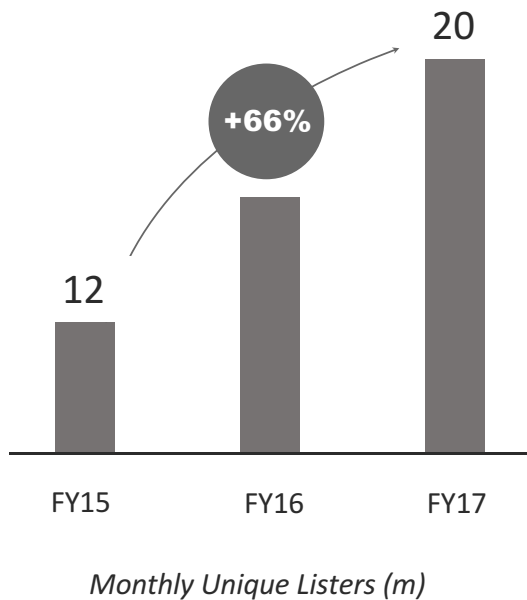
## OUR PATH TO PROFITABILITY

Notes: Includes Avito at 100%, JVs at proportionate ownership, and excludes letgo

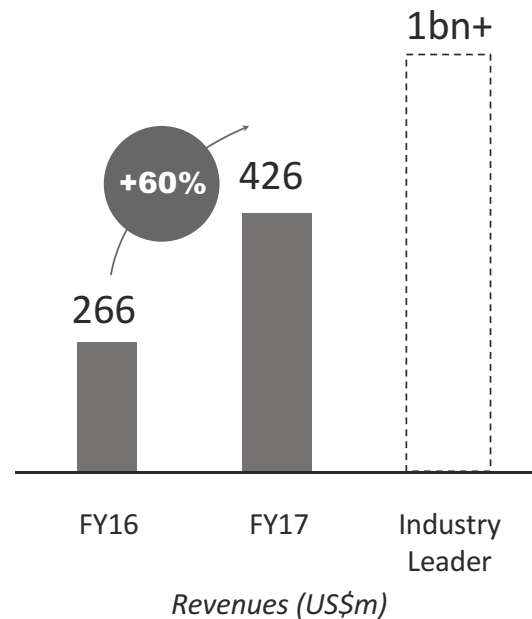
# OLX GROUP

## HUGE REACH, HUGE POTENTIAL

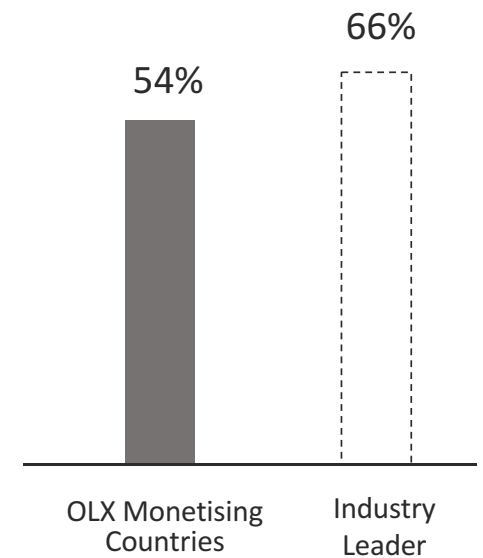
### OUR AUDIENCE IS MASSIVE & ENGAGED



### WE ARE STARTING TO MONETISE



### HIGH MARGINS... HIGH RETURNS





**OLX GROUP**