Q1FY24 Result Update | Internet Services

Equity Research Desk

DALAL & BROACHA

August 7, 2023

Global ad-tech behemoth in the making

Affle reported a strong performance in Q1FY24 with highest ever quarterly run rate, Converted Users and avg. CPCU rate, with strong and steady growth in emerging markets.

- Revenue at INR 4,066 Mn, +17% yoy / -14.3% gog
- EBITDA at INR 781 Mn, +13.7% yoy / +9% gog
- EBITDA margin at 19.2% vs 19.8% / 20% in Q1FY23 / Q4FY23
- EBIT at INR 637 Mn, +7.3% yoy / +9.6% gog
- EBIT margin at 15.7% vs 17.1% / 16.2% in Q1FY23 / Q4FY23
- Reported PAT at INR 662 Mn, 20.3% yoy / +6% gog
- Reported EPS at INR 5.0 vs 4.1 / 4.7 in Q1FY23 / Q4FY23
- Normalized PAT stood at INR 662 Mn, +21.3% yoy / 6% goq
- Normalized EPS stood at INR 5.0 vs 4.1 / 4.7 in Q1FY23 / Q4FY23.
- Converted Users in CPCU business stood at 68.7 Mn vs 61.9 Mn / 62.5 Mn in Q1FY23 / Q4FY23
- Average CPCU rate stood at INR 55 in Q1FY24 vs INR 52.1 / 51.2 in Q1FY23 / Q4FY23

Financial Summary

Y/E Mar (Rs mn)	FY 21	FY 22	FY 23	FY 24E	FY 25E
Net sales	5,168	10,817	14,340	17,411	21,245
EBITDA	1,297	2,131	2,888	3,569	4,726
Adjusted net profit	1,029	1,843	2,452	2,985	4,035
Free cash flow	1,061	1,540	1,843	2,607	4,099
EPS (Rs)	10.2	16.3	18.4	22.4	30.3
growth (%)	95.17	59.43	13.16	21.80	35.19
Adjusted EPS (Rs)	7.7	13.8	18.4	22.4	30.3
growth (%)	47.81	79.05	33.05	21.80	35.19
P/E (x)	108.6	68.1	60.2	49.4	36.6
P/B (x)	41.1	12.5	10.4	8.6	6.9
EV/EBITDA (x)	113.5	67.1	48.5	38.6	28.4
ROCE (%)	19.7	12.9	13.5	14.5	16.8
RoE (%)	37.8	18.4	17.2	17.3	19.0
Dividend yield (%)	-	-	-	-	-

Source: Dalal & Broacha Research, Company

Rating	TP (Rs)	Up/Dn (%)
BUY	1,364	23
Market data		
Current price	Rs	1,108
Market Cap (Rs.Bn)	(Rs Bn)	148
Market Cap (US\$ Mn)	(US\$ Mn)	1,786
Face Value	Rs	2
52 Weeks High/Low	Rs 13	69.25 / 866.5
Average Daily Volume	('000)	310
BSE Code		542752
Bloomberg		AFFLE.IN
Source: Bloomberg		

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Source: Bloomberg

% Shareholding	Mar-23	Dec-22
Promoters	59.89	59.89
Public	40.05	40.05
Total	100	100

Source: BSE

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Conference Call Key Highlights

- With the Implementation of their decisive turn around action plan for the developed markets the degrowth has bottomed out in June. They have built a strong foundation for developed markets, with highest number of active customers and number of fulltime team members anchored in the US. With the acquisition of YouAppi they are making strong inroad with existing customers in the gaming vertical, where they can upsell and cross sell their integrated platform. With the focus on new strategies for the developed markets should lead to a better H2 of FY24. The addressable market is very large for developed markets and Affle still has small footprint.
- They are the early forerunners on advanced used cases on the Apple ecosystem and IOS Skans, with the launch of their full funnel proposition on IOS Appstore & Apple search adds, enabling advertisers to drive premium conversion of IOS users.
- They have recently rolled out their CPCU model on the connected TV product. This should strengthen their competitive advantage as the only CPCU model connected TV platform for advertising. This should help advertisers to reach users across screens resulting in greater growth from H2FY24 onwards.
- India and emerging markets (which account for 80%+ of business) delivered a solid revenue growth of 20% barring for the developed markets which has a lower contribution. The growth momentum for the global emerging market should continue along with margin expansion.
- The margins contracted by 55 bps YoY on account of increased employee costs due to annual appraisals and consolidation of business of YouAppi, which was partially offset by cost optimization in the national markets on account of reorganization of team structure in developed markets.
- The management remains confident of their MOAT and long term outlook remains positive with the digital spends in china having reached above 80% of total advertising spends while India is still at around 30% levels. India & other emerging markets should continue deliver 20-25% growth in FY24.
- The Management are focused on expanding their margins and plan on delivering 20%+ PAT growth in FY24.
- Their CPCU rates continue to improve on account of increasing contribution of developed markets, taking more premium services into the market (IOS users and premium use cases to drive premium conversions). The CPCU range for FY24 should be in the range of INR 55-58 and they aspire to move it upwards to INR 58.

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- Most of the acquired business will be completing 3 years within Affle and they will be consolidating all acquisitions including YouAppi this year and focus on taking advantage of the synergies to expand their margins.
- The focus on connected TV and IOS market should deliver growth both in topline and margins going ahead.

Quarterly Performance Analysis

Exhibit 1

Part iculars	Q1FY22	Q2FY22	Q3FY22	Q4FY22	FY22	Q1FY23	Q2FY23	Q3FY23	Q4FY23	FY23	Q1FY24
Converted Users (Mn)	31.5	48.7	58.5	56.6	195.3	61.9	64.7	67.8	62.5	256.9	68.7
Q-o-Q Growth (%)	6.42	54.60	20.12	-3.25	0.00	9.36	4.52	4.79	-7.82	0.00	9.92
Y-o-Y Growth (%)	85.29	73.31	91.18	91.22	85.47	96.51	32.85	15.90	10.42	31.54	10.99
Average CPCU (INR)	42.0	51.3	51.8	51.1	49.1	52.1	51.0	51.0	51.2	51.3	55.0
Q-o-Q Growth (%)	2.69	22.14	0.97	-1.35	0.00	1.96	-2.11	0.00	0.39	0.00	7.42
Y-o-Y Growth (%)	2.44	27.30	26.34	24.94	20.22	24.05	-0.58	-1.54	0.20	4.64	5.57
CPCU Revenue (Mn)	1323	2498	3030	2892	9579	3225	3300	3458	3200	13185	3779
Q-o-Q Growth (%)	9.28	88.84	21.29	-4.56	0.00	11.50	2.32	4.79	-7.46	0.00	18.08
Y-o-Y Growth (%)	89.81	120.61	141.54	138.90	122.97	143.76	32.08	14.11	10.64	37.64	17.16

Source: Dalal & Broacha Research, Company

Exhibit 2 - Quarterly Trend of CPCU and non-CPCU business

Consumer Plat form	Q1FY22	Q2FY22	Q3FY22	Q4FY22	FY22	Q1FY23	Q2FY23	Q3FY23	Q4FY23	FY23	Q1FY24
CPCU	1,323	2,501	3,034	2,882	9,740	3,202	3,271	3,435	3,180	13,089	3,755
Q-o-Q (%)	9.31	89.10	21.30	-5.00	0.00	11.10	2.16	5.02	-7.42		18.06
Y-o-Y (%)	16.79	99.39	150.74	138.20	126.75	142.09	30.78	13.23	10.35	34.39	17.25
non-CPCU	183.8	229.4	329.6	240.4	983.2	248.4	250.0	302.8	349.4	1,150.7	286.9
Q-o-Q (%)	4.41	24.80	43.71	-27.06	0.00	3.33	0.63	21.11	15.41	0.00	-17.89
Y-o-Y (%)	-6.58	2.01	87.26	36.59	26.07	35.18	9.00	-8.14	45.34	17.03	15.50
Total Consumer Platform	1506	2731	3363	3122	10722.9	3451	3521	3738	3530	14239.4	4041
Q-o-Q (%)	8.69	-46.20	123.27	14.35	0.00	10.51	-67.16	8.33	0.24	0.00	14.50
Y-o-Y (%)	13.33	84.59	142.68	125.29	111.28	129.05	28.95	11.14	13.04	32.79	17.13

Source: Dalal & Broacha Research, Company

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Quarterly Deviation

YE March (Rs. mn)	Q1 FY24	Q4 FY23	Q-o-Q change %	Q1 FY23	Y-o-Y change %
Net Sales (INR Mn)	4,066	3,558	14.3%	3,475	17.0%
Other operating income	0	26		0	
Less:					
Inventory and Data Costs	2,483	2,163	14.8%	2,199	12.9%
Employees Remuneration & Benefits	562	493	13.9%	431	30.3%
Administrative & Other Expenses	240	212	13.6%	158	52.0%
Total Operating Expenditure	3,285	2,868	14.5%	2,788	17.8%
EBITDA	781	716	9.0%	687	13.7%
Less: Depreciation	144	136	6.4%	93	55.2%
EBIT	637	581	9.6%	594	7.3%
Less: Interest	34	31	10.7%	22	58.0%
Add: Other income	98	149	(34.0%)	75	31.3%
Profit Before Tax	701	699	0.3%	647	8.3%
Adjusted Profit Before Tax	701	699	0.3%	640	9.5%
Less: Total Tax	39	75		90	
Minority Interest	-0	-1		5	
Reported PAT	662	624	6.0%	550	20.3%
Adjusted PAT	662	624	6%	545	21.3%
Reported Diluted EPS (Rs.)	4.97	4.69		4.13	
Adjusted Diluted EPS (Rs.)	5.0	4.7	6.0%	4.1	21.3%
No of Shares Diluted (mn)	133.2	133.2		133.2	
Margin Analysis %			Change		Change
			in bps		in bps
EBIT Margin	15.7%	16.2%	(54)	17.1%	(142)
EBIDTA Margin	19.2%	20.0%	(78)	19.8%	(55)
NPM	16.3%	17.4%	(113)	15.8%	45
Adjusted NPM	16.3%	17.4%	(113)	15.7%	58
Effective Tax Rate %	5.6%	10.7%	(513)	13.9%	(831)
Cost Analysis %			Change		Change
	C1 10/	60.007	in bps	62.264	in bps
inventory & Data Costs/Net Sales	61.1%	60.8%	27	63.3%	(222)
Employee Cost/Net Sales	13.8%	13.9%	(5)	12.4%	141
SG&A/Net sales	5.9%	5.9%	(4)	4.5%	136

Source: Dalal & Broacha Research, Company

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Valuation & Outlook

At the current level of INR 1108, the stock is trading at 49x / 37x FY24e / FY25e EPS. The global macro headwinds have eased up and with the strong foundation and base built in developed markets which is back on the growth trajectory. Affle's focus on connected TV, IOS market and synergies from consolidation of acquisitions should help improving their margins and deliver growth going forward.

Management indicated that the emerging markets should continue to grow at 20-25% in FY24, along with delivering 20%+ PAT growth with the bottoming out of macroeconomic concerns in the developed markets should bode well for Affle as companies will continue to spend for premium user conversions.

The continued focus on the organic business and consolidation of the acquisitions from high growth emerging verticals like gaming going forward should help Affle to continue growing at a steady and strong pace.

We remain optimistic about the future growth prospects of the company and given the high industry growth rate coupled with Affle's strong fundamentals we maintain a BUY rating on the stock with a target price of INR 1,364 valuing the company at 45x PE multiple on FY25E earnings.

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Financials

Profit & Loss Statement								
YE March (Rs. mn)	FY21	FY22	FY23	FY24E	FY25E			
Revenue from Operatior	5,168	10,817	14,340	17,411	21,245			
% Growth	54.8	109.3	32.6	21.4	22.0			
Operating Expenses								
Inventory and Data Costs	2,977	6,789	8,843	10,557	12,748			
Employee Benefit Expense	540	1,296	1,872	2,333	2,639			
Other Expenses	354	600	736	952	1,132			
Total Operating Expense	3,871	8,685	11,452	13,842	16,519			
EBITDA	1,297	2,131	2,888	3,569	4,726			
Growth (%)	47.5	64.4	35.5	23.6	32.4			
EBITDA Margin (%)	25.1	19.7	20.1	20.5	22.2			
Less: Depreciation	197	324	494	573	583			
EBIT	1,100	1,807	2,393	2,995	4,143			
Growth (%)	47.5	64.3	32.5	25.1	38.3			
EBIT Margin (%)	21.3	16.7	16.7	17.2	19.5			
Interest Paid	36	71	114	138	115			
Other Income	415	716	544	544	637			
PBT	1,479	2,452	2,823	3,402	4,665			
Tax Expenses	120	285	371	417	630			
Net Profit	1,359	2,167	2,452	2,985	4,035			
Adjust PAT	1,029	1,843	2,452	2,985	4,035			
Growth (%)	57.4	79.1	33.1	21.7	35.2			
APAT Margin (%)	19.9	20.0	17.1	17.1	19.0			
EPS	10	16	18	22	30			
Growth (%)	95.2	59.4	13.2	21.8	35.2			
Adj. EPS	8	14	18	22	30			
Growth (%)	47.8	79.1	33.0	21.8	35.2			

EBITDA Margin (%) Impact Incremental EPS from Jammp

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· ·	Financial Ratio Analysis										
YE March (Rs. mn)	FY21	FY22	FY23	FY24E	FY25E						
Profit ability Ratios											
ROE (%)	37.84	18.37	17.21	17.32	18.98						
ROCE (%)	19.68	12.92	13.50	14.49	16.81						
ROA (%)	11.78	8.44	8.02	8.60	10.08						
Financial Leverage Ratio	Financial Leverage Ratios										
Debt / Equity (x)	0.3x	0.1 x	0.1x	0.1x	0.0x						
Interest Coverage (x)	36x	30x	25x	26x	41x						
Interest / Debt (%)	3	5	11	14	13						
Asset Turnover Ratios											
Debtors (Days)	118	106	105	105	105						
Creditors (Days)	76	79	79	79	79						
Valuation Ratios											
Book Value (Rs.)	27	89	107	129	160						
P/E (x)	109	68	60	49	37						
P/BV (x)	41	13	10	9	7						
EV/EBITDA (x)	114	67	48	39	28						
Market Cap. / Sales (x)	29	14	10	8	7						
Net Cash / Mkt Cap (%)	0	3	5	7	9						
Dividend Yield (%)	0	0	0	0	0						
Dividend Per Share	0	0	0	0	0						
EV											
Market Cap	1,47,641	1,47,641	1,47,641	1,47,641	1,47,641						
Net Cash	460	4562	7735	9874	13199						
Net Debt	-460	-4562	-7735	-9874	-13199						
Dividend Payout Ratio (%)	-	-	-	-	-						
Current Market Price	1108	1108	1108	1108	1108						

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Posticulose	Balance Sheet FY21	FY22	FY23	FY24E	FY25E
Particulars EQUITY	FIZI	FIZZ	FIZO	FIZAL	FIZJE
Equity Share Capital	255	267	267	267	267
Other Equity	3,337	11,527	13,979	16,964	21,000
Total Equity	3,592	11,794	14,246	17,231	21,266
Total Equity	3,332	11,734	14,240	17,231	21,200
LIABILITIES					
Non-Current Liabilities					
Financial Liabilities					
Borrowings	893	891	543	493	443
Other Non-Current Financial Liabilities	1,067	1,218	2,917	2,917	2,917
Long-Term Provisions	16	18	16	16	16
Deferred Tax Liabilities (net)	15	61	2	2	2
Lease Liabilities	7	-	7	7	7
Total Non-Current Liabilities	1,998	2,188	3,485	3,435	3,385
Current Liabilities					
Contract Liabilities	59	41	8	8	8
Financial Liabilities					
Borrowings	275	593	543	493	443
Trade Payables					
Dues of small enterprises	4	42			
Others	1,256	2,517	3,294	3,982	4,752
Lease Liabilities	11	2	11	11	11
Other Financial Liabilities	242	788	749	933	1,055
Short-Term Provisions	12	31	12	12	12
Liabilities for Current Tax	26	69	45	50	76
Other Current Liabilities	52	204	51	51	51
Total Current Liabilities	1,936	4,288	4,713	5,540	6,408
Total Equity and Liabilities	7,526	18,269	22,444	26,206	31,060
Non-Current Assets					
Property Plant & Equipment					
Gross Block	223	559	1,308	1,908	2,508
Less: Depreciation	210	535	1,029	1,602	2,185
Net Block	13	24	279	306	323
Investment in Associates		1,345	1,345	1,345	1,345
Right of Use Assets	19	2	19	19	19
Goodwill	3,149	6,163	6,163	6,163	6,163
Other Intangible Assets	425	804	965	1,158	1,389
Intangible Assets Under Development	403	422	717	871	1,062
Financial Assets					
Investments	996	0	500	750	1,000
Loans	13	50	13	13	13
Total Non-Current Assets	5,018	8,811	10,001	10,625	11,315
Current Assets					
Contract Asset	527	758	860	1045	1275
Financial Assets					
Trade Receivables	1,079	2,347	3,104	3,768	4,598
Cash and Cash Equivalents	491	3,163	8,321	10,110	13,085
Other Bank Balances	141	2,883			
Loans	21	12	29	174	212
Other Financial Assets	179	47	60	416	505
Current Tax Assets (Net)	-	29	-	-	-
Other Current Assets	69	220	69	69	69
Total Current Assets	2,507	9,458	12,443	15,582	19,744

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Cash Flow Statement									
Part iculars	FY21	FY22	FY23	FY24E	FY25E				
PAT	1,359	2,167	2,452	2,985	4,035				
Less: Non Operating Income	-415	-716	-544	-544	-637				
Add: Depreciation	197	324	494	573	583				
Add: Interest Paid	36	71	114	138	115				
Operating Profit before WC Changes	1,177	1,846	2,517	3,152	4,096				
(Inc)/Dec in Current Assets	-818	-1,537	-710	-1,350	-1,188				
Inc/(Dec) in Current Liabilities	660	2,352	425	827	868				
Net Cash Generated From Operations	1,019	2,660	2,232	2,629	3,776				
Cash Flow from Investing Activities									
(Inc)/Dec in Fixed Assets	-2,547	-3,748	-1,205	-947	-1,023				
(Inc)/Dec in Investment (Strategic)	-978	1,013	-517	-250	-250				
(Inc)/Dec in Investment (Others)	-	-37	37	-	-				
Add: Non Operating Income Income	415	716	544	544	637				
Net Cash Flow from Investing Activities	-3,110	-2,056	-1,141	-652	-636				
Cash Flow from Financing Activities									
Inc/(Dec) in Total Loans	1,562	149	1,351	-50	-50				
Inc/(Dec) in Other Liabilities	3	41	-54	-	-				
Inc/(Dec) in Equity	-59	6,035	-0	-0	-0				
Dividend Paid	-	-	-	-	-				
Tax Paid on Dividend	-	-	-	-	-				
Other Financing Activities									
Less: Interest Paid	-36	-71	-114	-138	-115				
Net Cash Flow from Financing Activities	1,470	6,154	1,183	-188	-165				
Net Inc/Dec in cash equivalents	-622	6,758	2,275	1,789	2,975				
Opening Balance	1,265	632	6,046	8,321	10,110				
Closing Cash and Cash Equivalents	643	6,046	8,321	10,110	13,085				

Free Cash Flow Statement								
INR Mn	FY21	FY22	FY23	FY24E	FY25E			
EBITDA	1,297	2,131	2,888	3,569	4,726			
FC Investment	199	734	1,205	947	1,023			
WC Changes	-158	814	-285	-523	-320			
Depreciation Tax Shield	16	38	65	70	79			
Tax Expenses	105	285_	380	437	638			
FCFF	1,061	1,540	1,843	2,607	4,099			

Source: Dalal & Broacha Research, Company

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