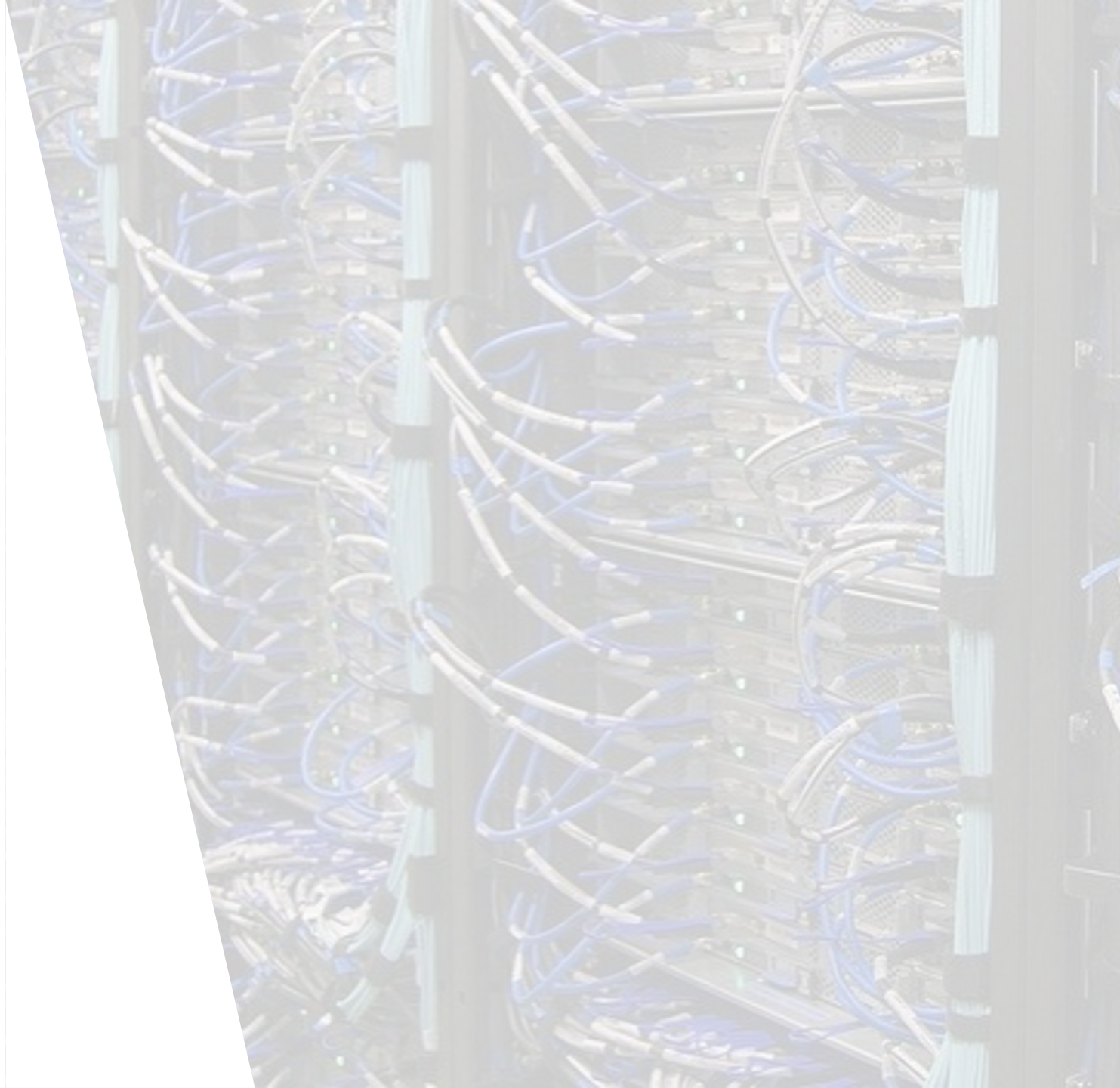




INVESTOR PRESENTATION
OCTOBER 2024



Forward-Looking Statements

This presentation contains certain forward-looking statements within the meaning of the federal securities laws. These statements may be made a part of this presentation or by reference to other documents we file with the SEC.

Some of the forward-looking statements can be identified by the use of forward-looking words. Statements that are not historical in nature, including the words “anticipate,” “may,” “estimate,” “should,” “seek,” “expect,” “plan,” “believe,” “intend,” and similar words, or the negatives of those words, are intended to identify forward-looking statements. Certain statements regarding the following particularly are forward-looking in nature: Future financial performance, market forecasts or projections, projected capital expenditures; Our business strategy.

All forward-looking statements are based on our management’s beliefs, assumptions and expectations of our future economic performance, taking into account the information currently available to it. These statements are not statements of historical fact. Forward-looking statements are subject to a number of factors, risks and uncertainties, some of which are not currently known to us, that may cause our actual results, performance or financial condition to be materially different from the expectations of future results, performance or financial position. Our actual results may differ materially from the results discussed in forward-looking statements. Factors that might cause such a difference include but are not limited to the risks set forth in “Risk Factors” included in our SEC filings.

The specific discussions contained in this presentation about our company include financial projections and future estimates and expectations about our company’s business. The projections, estimates and expectations are presented in this presentation only as a guide about future possibilities and do not represent actual amounts or assured events. All the projections and estimates are based exclusively on our company management’s own assessment of its business, the industry in which it works and the economy at large and other operational factors, including capital resources and liquidity, financial condition, fulfillment of contracts and opportunities. The actual results may differ significantly from the projections. Potential shareholders should not make an investment decision based solely on our company’s projections, estimates or expectations.

Overview

Lytus Group is a dynamic platform services company with a robust presence across India leveraging a strategic business model focused on the distribution of linear content streaming/telecasting services and the development of cutting-edge technology products, including telemedicine solutions.

With a subscriber base boasting over four million active users, we are executing plans to expand into key markets globally and consolidating our subscriber base for future technological advancements in telemedicine and healthcare services, aiming to enhance service experience through state-of-the-art technology.

Strategic Market Positioning:

Lytus is positioned to capitalize on India's digital and healthcare transformation with strategic acquisitions and infrastructure investments underscoring our proactive market approach.

Innovative Service Offerings:

From our extensive 5,000-kilometer fiber network to groundbreaking ventures in telemedicine and cloud solutions, innovation is at the core of our operations.

Global Expansion Vision:

With plans to extend our services internationally, Lytus is poised for significant growth, leveraging our technology and market insights to capture new opportunities.

A Future-Oriented Company:

Lytus represents a compelling opportunity, blending growth potential with strategic market positioning in the rapidly evolving landscapes of digital services and healthcare.

Exchange: Ticker	Nasdaq: LYT
Fiscal Year	March 31
Recent Price	\$2.03
Shares Outstanding	1.86M
Float	619.28K
Avg. Volume (90-day)	548.73M
Revenue (FY24)	\$23M

Investment Highlights

Expansive user base with 4+ million active users across India

- ▶ Proven ability to generate strong market penetration and grow demand for Lytus' services
- ▶ Generated \$23 million revenue in fiscal year 2024 (ended March 31, 2024), up from \$19m in FY23

Diverse revenue streams and robust business model

- ▶ Business model combines the distribution of linear content streaming/telecasting services with the development of innovative technology products, notably in telemedicine, catering to a broad range of consumer needs
- ▶ Launch of LytusCloud in March 2024 positions the company to capitalize on the \$326 billion global data center opportunity

Strategic acquisitions and international expansion plans

- ▶ Plans to scale through selective acquisitions, expanding distribution and broadening service offerings
- ▶ Active plans to grow presence beyond India, targeting regions such as Africa, Indonesia, UK, the Middle East, and the US, indicating a vision for global market leadership

Technological leadership and robust infrastructure

- ▶ Investment in advanced technology, including a unified technology platform, positions Lytus as a leader in delivering state-of-the-art streaming, internet, and telemedicine services
- ▶ Access to an extensive fiber optic network spanning 5,000 kilometers, ensuring high-quality service delivery and customer satisfaction

Addressing large, global market opportunities

- ▶ TV revenue growing at 5.96% CAGR and expected to reach \$19.3 billion by 2027
- ▶ Telehealth & telemedicine market to reach \$285.7 billion by 2027
- ▶ \$326 billion global data center market

Recent organizational restructuring provides operational and cost efficiencies

Business Model: Upselling 'Sticky' Customer Base

Established Customer Base (1+ million subscribers)

Single broadband installation per residence provides customer 'stickiness' with opportunity for upselling of value-added, high margin services:

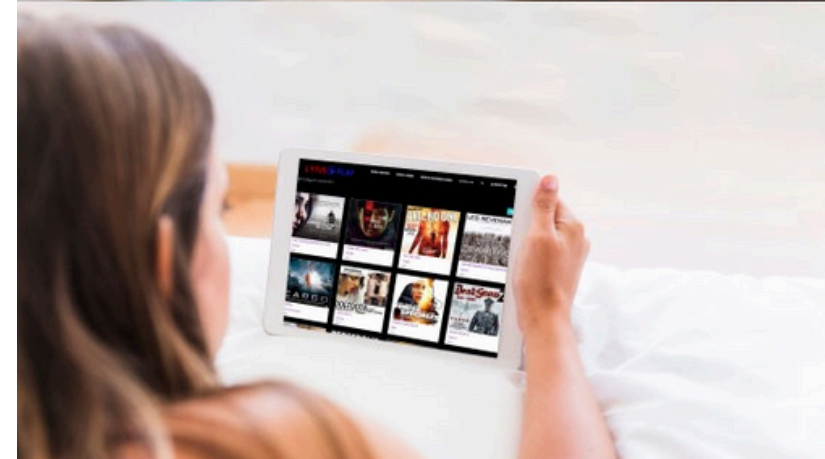
- ▶ FinTech
- ▶ Telehealth
- ▶ OTT (over-the-top) streaming
- ▶ IPTV Smart TV services

Value-Added Services

Develop and market a growing suite of services to incrementally increase revenue per customer. Each cable subscriber is estimated to provide access to 4.6 potential customers.

Ability to Rapidly Expand Subscriber Base

The fragmented cable industry in India provides opportunity to rapidly acquire additional subscriber bases at advantageous terms.



Multi-Billion-Dollar Market Opportunities

LYTUS HEALTH

Healthcare monitoring solutions using smart devices, software systems and diagnostic/examination support services

India has one doctor for every 1,445 people

89% of rural Indian patients must travel 8km or more to access basic medical treatment

LYTUS FINTECH

Payment gateway to existing 4 million+ active users for seamless transactions

Indian FinTech market is second largest globally and expected to grow to USD\$1 trillion by 2030

Market growth supported by government initiatives to promote the digitization of financial systems and a cashless economy

LYTUS PLAY

Features advanced personalization technology to deliver curated lifestyle programs and content

Indian OTT market grew 20% between 2021 and 2022

Market forecasted to grow at 7.4% CAGR through 2029, reaching \$5.8 billion

LYTUS STREAM

Provides customers monthly subscription-based linear video and internet services

2022 study found:

97% of households increased spending on entertainment content by 48%.

85% of households upgraded their streaming services in the past 6 months

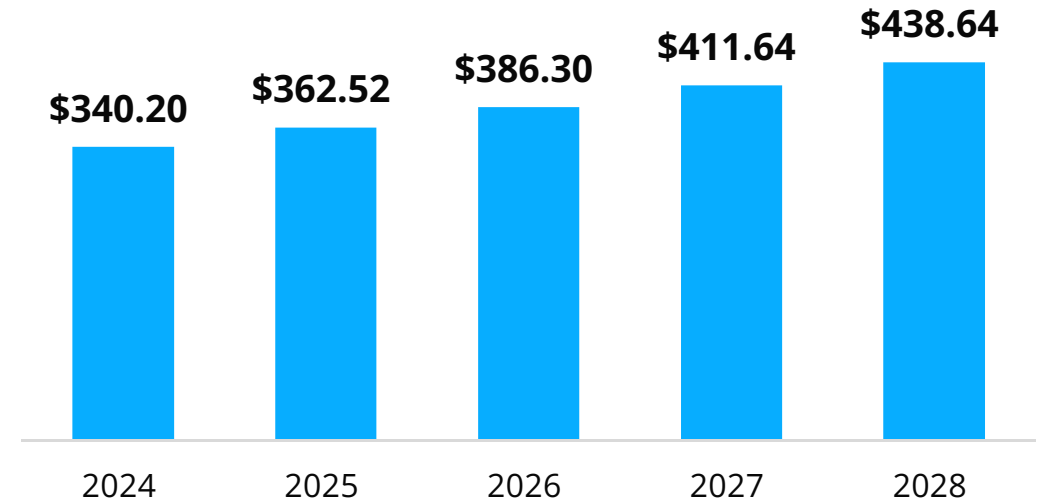
Lytus Cloud: Addressing \$326 Billion Global Opportunity

Data Focused

Lytus Cloud is a suite of cloud solutions leveraging our technological expertise and open-source management platforms designed to tap into the expansive \$325.9 billion global data center market, with a focus on the burgeoning demand for high-performance computing infrastructure.

- ▶ **High-Performance Computing (HPC) Demand:** Catering to the needs of deep tech, including NLP, large language models, and machine learning.
- ▶ **Comprehensive Cloud Services:** A diverse range of services including public cloud, private deployments, managed private clouds, Build-Operate-Transfer (BOT) Data Centers, co-location, consulting, and VPS/hosting services.
- ▶ **Competitive Edge:** A compelling alternative to traditional hyperscale providers, enhancing Lytus Group's comprehensive technology portfolio.
- ▶ **Catalyzing Growth Across Offerings:** Driving down cloud-related expenses and enabling the launch of state-of-the-art technologies.
- ▶ **Global Expansion Plans:** Rapid capacity expansion to serve US clients and penetrate key international markets within the next two years.

Global Data Center Revenue
(in billion's of USD)



Robust Growth Strategy

Refine Operating Model:

Simplify and streamline operations to align with customer needs and market demands, ensuring a seamless and efficient business approach.

Enhance Customer Experience:

Revolutionize customer engagement with cutting-edge AI and ML technologies, crafting unmatched, personalized service experiences.

Dynamic Service Innovation:

Embrace agility in our service offerings with a forward-thinking portfolio management strategy, focusing on high-return innovations.

Global Expansion:

Strategically expand our footprint in international markets, targeting diverse industry verticals within the online service and e-healthcare segments for comprehensive growth.

Strategic Partnership Synergies:

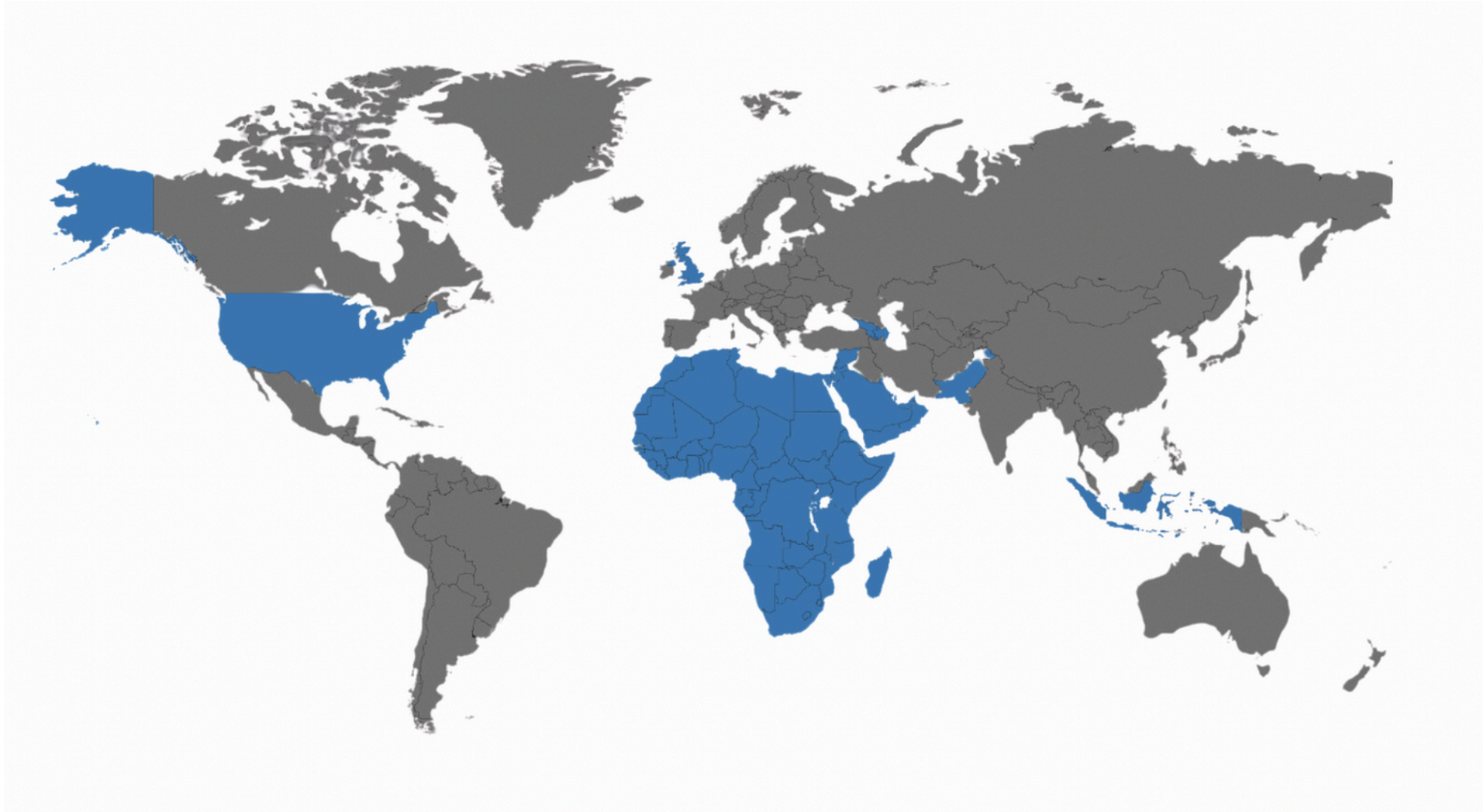
Forge and nurture long-term strategic alliances with key industry players to enhance network capabilities, optimize costs, and unlock new revenue opportunities.

Focused Acquisition Strategy:

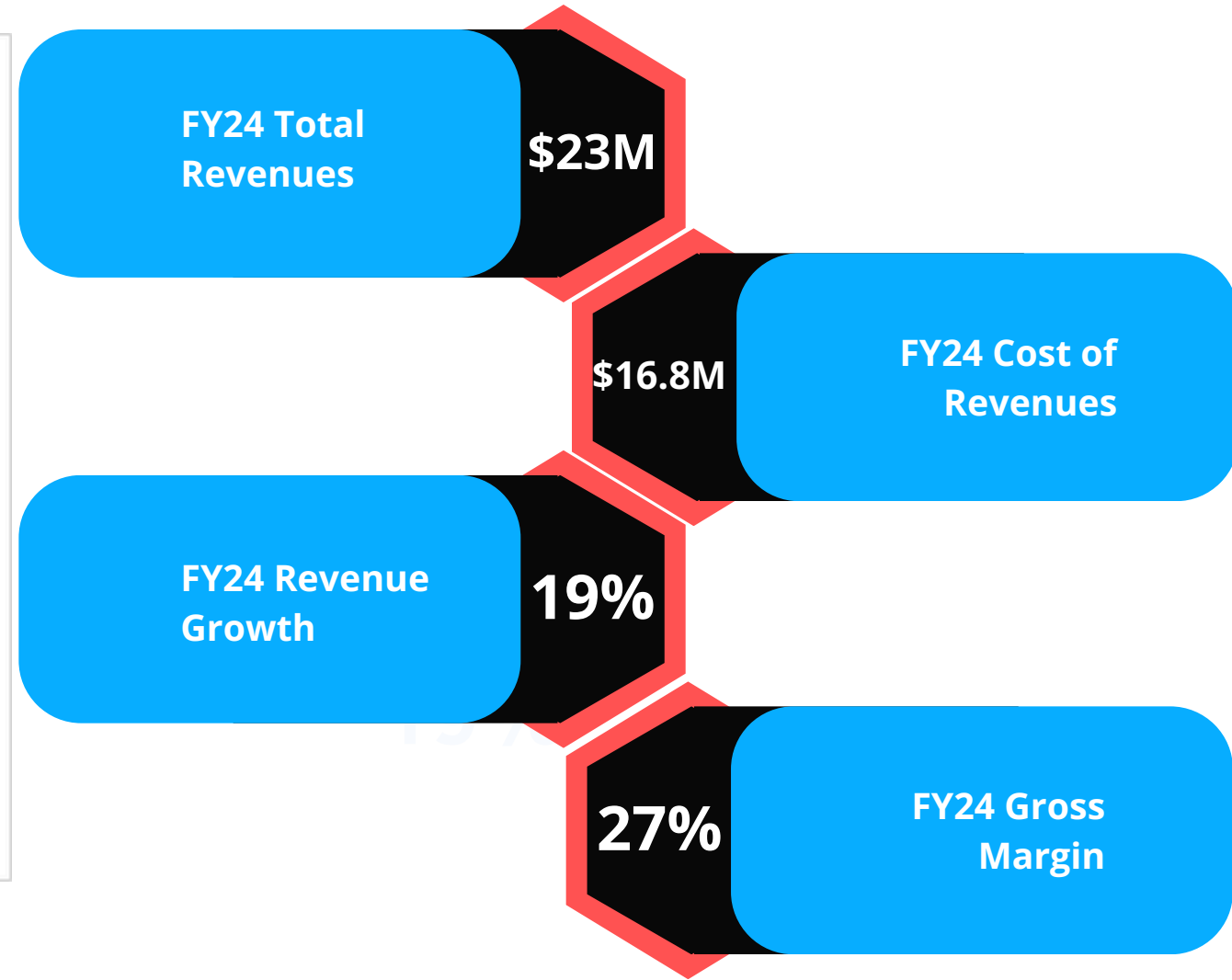
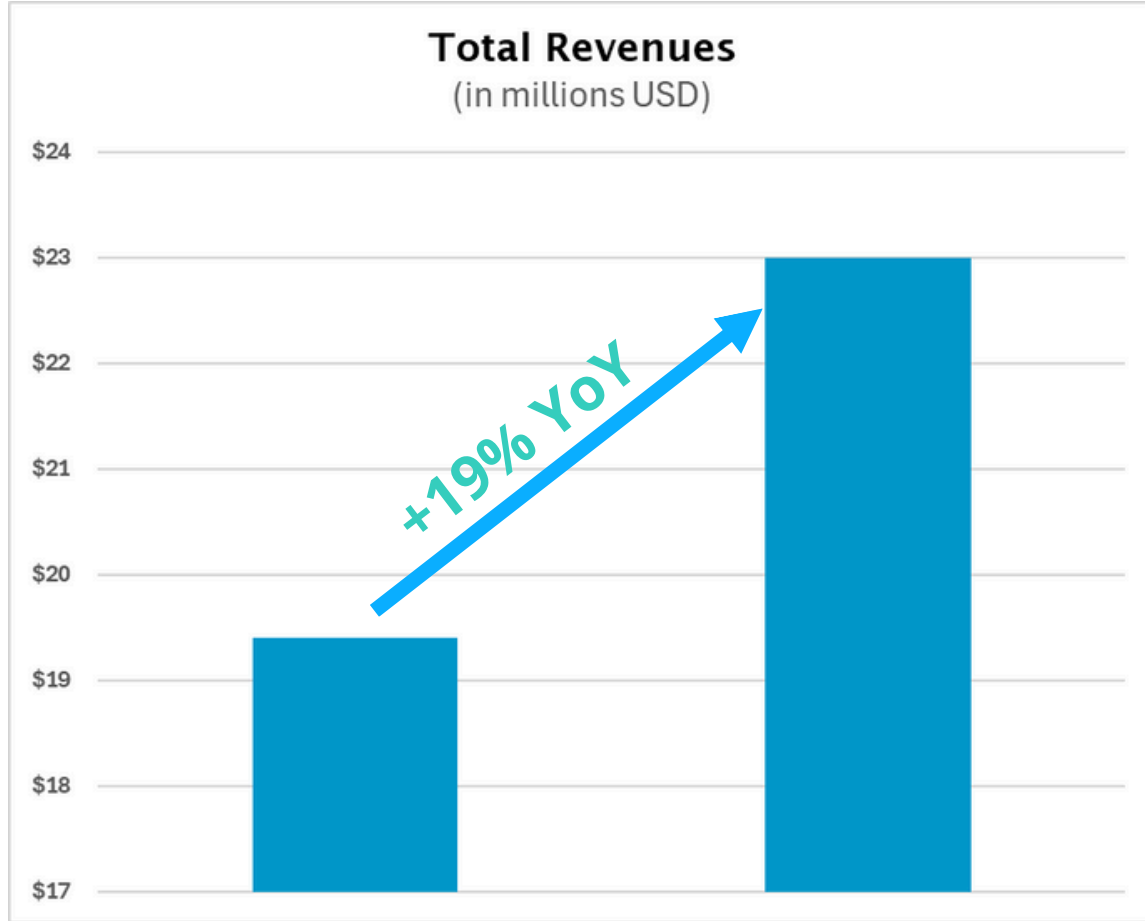
Adopt a disciplined acquisition strategy, concentrating on enhancing our online streaming portfolio with strategically aligned, value-adding assets.

Positioned for Global Expansion

Targeting key regions globally, including Africa, Indonesia, UK, and Middle East.



Financial Performance



Experienced Management & Board

Dharmesh Pandya

Founder, CEO and Director

Mr. Pandya is a Technology, Tax and Corporate lawyer with over 25 years' experience. He started his career with Big Four accounting firms in New York and helped build their International and Emerging Market Practices. He served as a partner at DLA Piper in Silicon Valley where he set up and advised several technology companies globally. He is a graduate of Harvard Law School.

Shreyas Shah

CFO and Director

Mr. Shah has more than 15 years of hands-on experience in Legal, Financial, Management, and Tax Consultancy. He has worked as Assistant Manager at KPMG India, a research associate at IBFD Netherlands, and a partner at Ambalal Thakkar and Associates. Mr. Shah received his Advance LL.M in International Tax Law from Leiden University.

Rajeev Kheror

Independent Director

Mr. Kheror is a digital, broadcasting and film business expert with thirty years of international media industry experience. He has built 17 digital and broadcasting platforms worldwide. He is a key advisor for numerous global awards, international film festivals, and world cinema publications.

Robert M. Damante

Independent Director

Mr. Damante is an experienced financial professional. He has been the Chief Financial Officer of two different Life Insurance Companies, and a senior executive in four others over the past 30 years. He received his CPA Certification, Bachelor of Science in Accounting from Saint Francis College, and MBA from Long Island University.



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