

Market Data

Lytus Technologies

Nasdaq: LYT

Fiscal Year	Dec. 31
Price	\$5.04
Market Cap	\$8.1M
Shares Out.	1.6M
Float	0.2M
Avg. Vol (90-day)	1,104,856
Insider Ownership	79%
Revenue (FY23)	\$19.0M
Cash (FY23)	\$2.8M

Price & share data as of March 20, 2024

lytusc corp.com

A Leading Online Platform Services Company Delivering Emerging Technology Solutions for Tomorrow

LYTUS  STREAM

LYTUS  HEALTH

LYTUS  PLAY

Company Overview

Lytus Technologies, a dynamic platform services company with a robust presence across India, boasts over four million active users, leveraging its strategic business model focused on the distribution of linear content streaming/telecasting services and the development of cutting-edge technology products, including telemedicine. With a subscriber base rooted in more than one million connections, Lytus is at the forefront of India's digital transformation, providing unparalleled streaming and internet services through a sophisticated, proprietary unified technology platform. The Company is executing plans to expand into key markets globally and consolidating its subscriber base for future technological advancements in telemedicine and healthcare services, aiming to enhance service experience through state-of-the-art technology. Owning a significant stake in Sri Sai's business has streamlined its operations and expanded its service capabilities, further supported by a vast network of 5,000 kilometers of deployed fiber and broadband infrastructure. Lytus is strategically positioning itself to capitalize on India's e-commerce surge and recent telemedicine regulations, with plans to expand its footprint internationally. Through targeted acquisitions and a focus on innovative services like MedTech IoT, remote healthcare, and cloud solutions, Lytus Technologies is setting a new standard for service delivery, aiming to create a sustainable, profitable growth trajectory in the burgeoning sectors of telemedicine and digital services.

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

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 Lytus Cloud 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

Recent organizational restructuring provides operational and cost efficiencies

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

Telecast & Multicast (IPTV)

LYTUS STREAM

- Lytus provides its retail and commercial customers monthly subscription-based linear video services and Internet services. Customer base is primarily located in the following metros in India: Mumbai, Hyderabad, Calcutta, New Delhi, and Allahabad.
- 450+ Linear SD/HD Channels through various content providers such as Star TV (Disney), Zee TV, Sony, Times Broadcasting, Discovery, and dedicated channels for gamified fitness and health programs, podcasts, etc.



Telemedicine

LYTUS HEALTH



- Providing telemedicine solutions for the unmet medical needs in India. Ready to launch telemedicine in India using the state-of-the-art technology platform in conjunction with its pioneering local health center network
- Offering basic healthcare monitoring with the help of smart devices, software systems and diagnostic / examination support services. Our customer base and access to a significant fiber and local infrastructure ideally positions us to provide telemedicine services to over approximately 4 million active users

OTT Platform

LYTUS PLAY

- LYTUS PLAY has exclusive programs in many genres that are created for our subscribers. It also has hard-to-find global movies & series, documentaries, programs from around the world in one place.
- It includes On-demand and interactive content, that is personalized based on health & behavior patterns. The LYTUS PLAY app will be available for direct subscription and through all major digital distribution platforms.



Value Proposition

Lytus Technologies represents a compelling investment opportunity on the Nasdaq, offering a unique blend of growth potential and strategic positioning in the rapidly evolving digital and healthcare landscapes of India and beyond. With a solid base of over four million active users and a robust platform that seamlessly integrates streaming, cloud and internet services, and advanced technology products like telemedicine, Lytus is poised for significant expansion. The company's strategic pivot to acquire a controlling stake in Sri Sai's business and its focus on consolidating its subscriber base underscore a proactive approach to capturing emerging market opportunities, particularly in e-commerce and telemedicine—a sector receiving a boost from favorable regulations. Lytus' commitment to technological innovation, highlighted by its investments in state-of-the-art infrastructure, including a 5,000-kilometer fiber optic network and the recent launch of Lytus Cloud, positions it as a front-runner in delivering cutting-edge services to a vast customer base. Moreover, its international expansion plans and the strategic restructuring to enhance operational and cost efficiencies signal a forward-thinking management team dedicated to capitalizing on global trends. For investors, Lytus Technologies offers a rare chance to be part of a company with a clear vision for growth, a strong technological foundation, and a strategic foothold in key markets, making its stock an attractive option for those looking to invest in a future-oriented company with a sustainable business model and a clear path to profitability.