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Press Release

Mumbai, August 13, 2021

DB Corp Limited (DBCL), India's largest print media company and home to flagship newspapers - Dainik Bhaskar, Divya Bhaskar, Divya Marathi and Saurashtra Samachar, today announced its financial results for the quarter ended June 30, 2021. The highlights of the Company's operational and financial performance are as follows:

Key Developments and Initiatives:

- The Dainik Bhaskar Group displayed tremendous resilience in the face of the second wave of Covid-19. With the learnings from the first wave, a carefully calibrated editorial and circulation strategy meant that the disruptions were localised and minimal. More importantly, the pace at which operations regained normalcy upon easing of restrictions highlights the planning and strategic steps taken by the Group over the past year.
- Dainik Bhaskar's well-calibrated circulation strategy aided in the spectacular recovery of circulation from the first wave of Covid-19. The continuous efforts of circulation teams resulted in more than 90% of pre-covid circulation recovery. The circulation numbers not only underscores the resilience of the Group, but is also a testament to the fact that the fundamentals of the Print industry remain solid, even in the face of disruptions.
- On the advertising front, the economy is experiencing a broad-based recovery as the country recovers from the second wave of Covid-19. This is especially true for the *un-metro* towns and cities that Dainik Bhaskar operates in. As a result, the demand for Print Ad space is witnessing an upsurge, advertisers are increasingly turning to Print Media, the most credible medium, to announce their return to business, with every month sales improvement from April to June & now July. Dainik Bhaskar Group's leadership in the Print sector was validated by the signing of an exclusive advertisement deal with Škoda Auto India Private Limited for the advertising campaign for its newly launched "Škoda Kushaq". This deal, in addition to its recent large deal with Honda Motorcycles and Scooters Limited, is a result of the Company's outstanding journalism practices, which has earned it the title of the most credible news medium. With phased unlocking, the Company registered a month-on-month improvement in advertisement revenues.
- On the editorial front, Dainik Bhaskar Group continues to follow a strong journalistic approach by keeping the readers at the centre of all its efforts. Amidst rising Covid-19 cases, Dainik Bhaskar's eye-opening coverage established it as the most reliable and regarded newspaper not only in India, but also helped it establish a foothold in the worldwide arena. Dainik Bhaskar Group's extensive coverage of the ground realities of the healthcare infrastructure during the pandemic received global applause; the stories were replicated by various reputed global media houses, such as the New York Times, The Guardian, and the BBC and caught the attention of several leaders from across the world through their social media pages, handles, and tweets.
- **Digital Business** D B have remained focused on our strategy of delivering the best journalism packaged in a world class reader experience on our Digital Apps with no ads at all even during Covid and we continue to invest in Digital which has grown tremendously over the last year in a

steady, sustainable manner. We have largely achieved our goal of becoming the #1 Hindi and Gujarati News Apps over the last year and plan to expand our lead even more in the coming months. According to the current Com Score study, the Dainik Bhaskar App monthly users grew by around 7.5 times in the last 18 months, owing to high-quality content development and a highly tailored product experience. The Company remains committed to offer the best-possible user experience, providing the greatest possible customer experience, which is crucial for sustaining and improving user retention, thereby, helping in achieving the Company's long-term growth and monetization goal.

- Well implemented cost optimization drive aided in improving the operating margins sequentially, despite Covid-19 second wave led disruptions, the EBITDA for the Print Business in Q1FY22 came in at Rs 381 million (with an EBITDA margin of 13%) as against EBITDA loss of Rs.112 million in Q1FY21.

Performance highlights for Q1 FY2022 – Consolidated [All Comparisons with Q1 FY2021]

Due to disturbed base of Qtr 1 FY 21 due to covid resurgence, YOY comparable are not meaningful

Advertising Revenue stood at Rs. 1713 million as against Rs. 1070 million

Circulation Revenue stood at Rs. 1106 million as against Rs. 928 million

Total Revenue came in at Rs. 3080 million as against Rs. 2157 million

EBIDTA stands at Rs. 51 million as against EBITDA loss of Rs. 278 million, aided by efficient cost control measures and despite large digital business investment for future growth

Net loss stands at Rs. 223 million as against Rs. 480 million

Radio business:

- **Advertising Revenue at Rs. 156 million versus Rs. 80 million**
- **EBIDTA loss stands at Rs. 2.6 million versus Rs. 61 million**

Commenting on the performance for Q1 FY 2021-22, Mr. Sudhir Agarwal, Managing Director, DB Corp Ltd said, “We have always been considered as the leaders in our field, and as they say, with great power comes great responsibility. The Dainik Bhaskar Group continues to receive global recognition as a result of the company's high standards of journalistic integrity and ethics.

The circulation and editorial strategies that we have been following have always given us strong results, and this quarter too is a testament to the fact that when we remain true to our values, results will follow. With its ability to reach mass audience, ease of executing geo-targeted campaigns, and bespoke communication with category-specific audiences, international brands continue to rely on Print Media in general and Indian Language newsprint in particular to reach out to a large audience.

Dainik Bhaskar, with its commanding presence in the Indian Language Newsprint space, has reaped the maximum benefits from its national and international goodwill and we believe that we are well-placed to continue on our growth trajectory”

Q1 FY 2022 financial results highlights: (comparisons with Q1 FY2021 & Q4 FY2021)

(Rs. Mn)

Heads	Qtr 1 FY21	Qtr 1 FY22	YOY Growth	Qtr 4 FY 21	QOQ Growth
Print & Other Business Advertisement	990	1559	57.4%	2812	-44.6%
Radio Advertisement	80	156	93.8%	278	-43.9%
Print Circulation Rev	928	1106	19.2%	1104	0.2%
Consol Other Operating Revenue	159	260	64.1%	414	-37.1%
Consol Total Income	2157	3080	42.8%	4601	-33.1%
Print & Other Business EBIDTA	(217)	54	124.9%	954	-94.3%
Radio EBIDTA	(61)	(3)	95.7%	93	-102.8%
Consol EBIDTA	(278)	51	118.5%	1047	-95.1%

An analysis and break-up of Mature and Emerging Business financials on a quarterly basis is given below. We classify emerging business as those which are below 4 years of age or profitable since last 4 quarters, whichever is earlier.

Mature Business EBIDTA margin stands at 13.2%

(Rs. Mn)

Particulars	Mature Businesses	*Emerging Businesses	Radio Business	DBCL Standalone
Total Revenues	2880	44	156	3080
EBIDTA before Expansion	381	(327)	(3)	51
EBIDTA Margin	13.2%	(775%)	(2%)	2%
EBIDTA after Expansion	381	(327)	(3)	51
EBIDTA Margin	13.2%	(775%)	(2%)	2%

* Emerging Business includes Digital business, Mobile App & E-real Estate Business.

Strategic areas of focus and key updates:

❖ **Digital strategy: Long Term Focus on High Quality News Experience. Our Monthly Active users have increased by 7.5 times in Hindi App in the last Eighteen Months**

- ☐ Dainik Bhaskar continues to focus on its strategy of building the best-in-class, ad-free user experience on its digital app while maintaining high quality, insightful and reader engaging content
- ☐ As per the latest Com Score report, Dainik Bhaskar App monthly users grew by around 7.5 x in the last 18 months, an outcome of high-quality content creation coupled with highly personalized product experience

- ▣ We're already one of the highest rated Hindi (4.3/5) and Gujarati (4.3/5) news apps at a scale of tens of millions of downloads, and our obsession with delivering the best customer experience is critical to help us achieve the best retention in our markets. The Company continues to invest in Digital business with a focused digital strategy of App Daily Active Users
- ▣ In our core markets, our retention is very healthy and increasing and we will be replicating the same formula across more markets in 2021

❖ **Editorial strategy: Dainik Bhaskar continues to set an exemplary benchmark for ethical and courageous journalism while making its mark on the Global landscape. With the broad-based recovery in the economy, Dainik Bhaskar is experiencing the return of advertisers to the most credible news medium. Some of the key initiatives that were undertaken during the quarter are detailed below:**

- ▣ Dainik Bhaskar continues to re-affirm its faith in courageous & responsible journalism with the innate desire to bring positive change in the society. As the Covid-19 catastrophe unfolded, the Dainik Bhaskar group raised its voice against the incumbent dispensation in the respective states with the aim to sound the government towards taking positive and corrective steps.
- ▣ Dainik Bhaskar **paid tribute to the soldiers who died in the Naxal attack** by publishing 23 empty frames to acknowledge their sacrifice, reflecting the emptiness of life. In addition, Dainik Bhaskar lowered its masthead in remembrance of the martyrs
- ▣ Special coverage on the '**Chirag LJP Controversy**', providing readers insight into the LJP party split, with a story covering the series of events leading to the party split
- ▣ Special Coverage on Mother's Day, International Family Day, World Environment Day and World Yoga Day, carrying stories and special columns of prominent personalities marking the relevance of the day, aimed at spreading the positivity amongst the readers

Radio strategy: MY FM continues to focus on spreading positivity amongst its listeners through innovative content creation, leading to strong Audience-Connect and listeners' engagement activities.

- ▣ '**MY FM – No Negative Emotion**', is a special initiative by MYFM to turn radio into a 'happy place' with no room for despair, pessimism, or disappointment; a campaign aimed at reassuring listeners that 'We are in this together'. This campaign was an extension of the Company's brand promise 'Aaj Kuch Accha Sunte Hai', to build a 'Positive' atmosphere for its listeners. Positive news broadcasts, reminiscing about exultant events that made the nation smile, positive messages from celebrities, conversation with listeners, excerpts of Bhagwat, and playing pleasant music from the past and present were part of the 75-day campaign. In addition, the network has created a special top of the hour anthem for the campaign
- ▣ MY FM launched '**Indian Kropati League – Season 2**', with the aim to take entertainment quotient a notch higher through on-air & digital content this season. MY FM's engaging programming ranged from match trivia with expert bytes to fun activities and daily competitions, providing listeners with an exclusive chance to win a vacation in a private aircraft and prizes worth Rs 1 crore.

❖ **Branding Initiatives:**

☐ Dainik Bhaskar Group brand initiative '**Unlock Bharat**' received an Honourable mention under the Advertising, Sales and Retention category at the INMA Global Media Awards 2021.

❖ **CSR Activity:** The Dainik Bhaskar Group is keenly aware of its duty not just to its readers, but also to the environment and society. Few initiative undertaken by the Company-

☐ '**Ek Ped Ek Zindagi**', an initiative to drive tree plantation to conserve the environment for future generations. Under this campaign Dainik Bhakar appealed to its readers to donate a tree and contribute towards conserving the environment

☐ '**Save Birds**', an initiative undertaken by Dainik Bhaskar Group, aims at appealing to society to help and save birds during the summer season by keeping aside food and water for them in pots at their homes & terraces

About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 5 newspapers with Dainik Bhaskar 46 editions, Divya Bhaskar 9 editions & Divya Marathi 6 editions with 211 sub-editions in 3 multiple languages (Hindi, Gujarati and Marathi) across 12 states in India. Our flagship newspapers Dainik Bhaskar (in Hindi) established in 1958, Divya Bhaskar and Saurashtra Samachar (in Gujarati) and Divya Marathi (in Marathi) have a total readership of 6.6 crores, making us the most widely read newspaper group in India with presence in Madhya Pradesh, Chhattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Delhi, Gujarat, Maharashtra, Bihar and Jharkhand. Our other noteworthy newspaper brands are Saurashtra Samachar and DB Star. DBCL is the only media conglomerate that enjoys a leadership position in multiple states, in multiple languages and is a dominant player in its all major markets. The company's other business interests also span the radio segment through the brand "94.3 MY FM" Radio station with presence in 7 states and 30 cities. Its growing digital business is led by 8 portals for rapidly expanding digital audiences, and 4 actively downloaded mobile applications.

For further information please visit <http://dbcortld.com/> or contact:

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