Insurance Premium is 46x in 8 Years
Credit Disbursal is 46x in 7 Years

Insurance Premium (₹ Cr)

Over ₹9,500 Cr
Current ARR*

46x in 8 years

5.4x Growth in 4 years

Disbursals (₹ Cr)

Over ₹9,100 Cr
Current ARR*

46x in 7 years

COVID impact
Key Performance Indicators

Strong Insurance Premium & Credit Disbursal Growth; Continuous Improvement in Productivity

<table>
<thead>
<tr>
<th>₹ Cr ^</th>
<th>Q4 FY21</th>
<th>Q4 FY22</th>
<th>YoY</th>
<th>FY21</th>
<th>FY22</th>
<th>YoY</th>
<th>ARR Mar-22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance Premium</td>
<td>1,280</td>
<td>2,176</td>
<td>70%</td>
<td>4,755</td>
<td>6,975</td>
<td>46%</td>
<td>9,531</td>
</tr>
<tr>
<td>New insurance premium per enquiry per month*</td>
<td>1,157</td>
<td>1,386</td>
<td>20%</td>
<td>1,052</td>
<td>1,311</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Lending Disbursal</td>
<td>1,274</td>
<td>2,189</td>
<td>72%</td>
<td>2,917</td>
<td>6,607</td>
<td>126%</td>
<td>9,168</td>
</tr>
</tbody>
</table>

*Industry benchmark data: Retail Health insurance growth as reported by GI Council, Life insurance: Individual Non-Single First Year Premium

*YoY New insurance premium growth - India biz (excluding POSP)

^Unaudited management accounts
Financials – Q4
Revenue Doubled, Stable Contribution, Investing in Initiatives

<table>
<thead>
<tr>
<th>₹ Crores</th>
<th>Q4 FY22</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Existing</td>
</tr>
<tr>
<td>Revenue</td>
<td>540</td>
<td>386</td>
</tr>
<tr>
<td>Contribution (non-GAAP)#</td>
<td>98</td>
<td>179</td>
</tr>
<tr>
<td>Contribution %</td>
<td>18%</td>
<td>46%</td>
</tr>
<tr>
<td>Adjusted EBITDA (non-GAAP)</td>
<td>(80)</td>
<td>10</td>
</tr>
<tr>
<td>Deferred Revenue (non-GAAP)</td>
<td>47</td>
<td></td>
</tr>
</tbody>
</table>

Overall revenue grew at 100% YoY

Existing business

- Revenue grew 45% YoY
- Contribution stable at 46%
- EBITDA breakeven

New initiatives

- Rapid scale up c. 37x YoY
- Focus on scale, quality & efficiency

# - Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)
^ - Deferred Revenue: Transactions closed but Revenue to be accrued over next 12 months. ^ - Management estimates * - For insurance biz
Financials

61% Revenue Growth, Stable Contribution, Investing in Initiatives

<table>
<thead>
<tr>
<th>₹ Crores</th>
<th>FY22</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Existing</td>
<td>New initiatives</td>
</tr>
<tr>
<td>Revenue</td>
<td>1,425</td>
<td>1,200</td>
<td>225</td>
</tr>
<tr>
<td>Contribution (non-GAAP)#</td>
<td>332</td>
<td>470</td>
<td>(138)</td>
</tr>
<tr>
<td>Contribution Margin %</td>
<td>23%</td>
<td>39%</td>
<td>-61%</td>
</tr>
<tr>
<td>Adjusted EBITDA (non-GAAP)</td>
<td>(282)</td>
<td>(111)</td>
<td>(171)</td>
</tr>
<tr>
<td>Deferred Revenue (non-GAAP) ^</td>
<td></td>
<td>88</td>
<td></td>
</tr>
</tbody>
</table>

Overall revenue grew at 61% YoY

Existing business
- Revenue grew 37% YoY (40% including incremental deferred)
- Contribution at 39%.
- EBITDA (₹Cr) (111)
  - Non-insurance: (67)
  - Incremental deferred: (44)
  - Effective insurance: 0

New initiatives
- Rapid scale up c. 17x YoY
- Achievements:
  - Leadership in PB Partners (B2B2C)
  - MSME/Corporate + Get Visit Proposition gained significant scale
  - UAE business close to leadership
- Convinced about right to win in each category with focus on efficiency

# - Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)
^ - Deferred Revenue: Transactions closed but Revenue to be accrued over next 12 months, Management estimates for insurance biz
## Adjusted EBITDA to EBITDA walk

**Upfronted ESOP Charges as per Ind-AS; Help Retain Talent**

<table>
<thead>
<tr>
<th>₹ Cr</th>
<th>Q4 FY22</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjusted EBITDA (non-GAAP)</td>
<td>(80)</td>
<td>(282)</td>
</tr>
<tr>
<td>ESOP</td>
<td>175</td>
<td>607</td>
</tr>
<tr>
<td>IPO Cost</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>EBITDA</td>
<td>(255)</td>
<td>(902)</td>
</tr>
</tbody>
</table>

ESOPs already accounted for in Prospectus for fully diluted calculations

ESOP charges accounting as per Ind-AS for ESOP 2021 scheme

- Year 1 – 45.67%
- Year 2 – 25.67%
- Year 3 – 15.67%
- Year 4 – 9%
- Year 5 – 4%
Renewal revenue at an annualized run rate of ₹260 Cr

Current Renewal Revenue = ₹ 260Cr^$

Renewals = 90%+ margin

^: Based on ARR of Q4, Unaudited management accounts
Insurance & Credit Both Continue to Scale
Improving Efficiency & Customer Experience

- Focus on increasing insurance coverage for families across India; to reflect that commitment our tagline has been changed to “Har Family Hogi Insured!”

- Scale is key for a marketplace: we are at an annual run rate* of insurance premium of over ₹ 9,500 Cr growing at 46%+ YoY; lending / disbursals are at an annual run rate * of over ₹ 9,100 Cr

- A steady shift in business mix towards smaller towns and cities, 59% of insurance business from non Tier 1 cities in FY22, up from 28% in FY17

- Quality of business in terms of Claims ratios and Retention rates makes our business profitable for our partners

- Increasing efficiency of operations
  - Operational efficiency in the existing business has more than doubled in 3 years
  - New insurance premium per enquiry# has increased by 25% YoY
  - Physical leg of the business delivering meaningful impact; steady growth in premium per enquiry for Health and Life insurance businesses

- ₹ c.260 Cr^ ARR of renewal revenue which has 90% Margins – this is a guarantor of profitability

- Focus on Consumer Delight reflected by CSAT of 84% in FY22
  - Consumer Service
  - Claims Assistance

- 27mn+ consumers accessed their credit scores through our Paisabazaar platform

---

* - ARR of Mar 2022 unaudited management accounts
^Unaudited management accounts
^ - ARR of Q4 FY22 unaudited renewal revenue from management accounts
Two leading consumer destinations

**Policybazaar**
- 58.9 mn Registered Consumers(1)
- 11.8 mn Transacting Consumers(2)
- 26.4 mn Policies Sold(3)
- c. 20% Consumers who have purchased at least one insurance policy through Policybazaar
- c. 2.2 Average policies per transacting consumer

**Paisabazaar**
- 27.3 mn Consumers accessed their Credit Scores(4)
- 2.7 mn Transacting Consumers(5)
- 3.8 mn Transactions(6)
- c. 1.4 Average transactions per transacting consumer

---

1. Consumers registered on Policybazaar platform as of March 31, 2022
2. Cumulative number of unique Consumers who bought at least one product on Policybazaar since its inception till March 31, 2022
3. Cumulative number of new life and non-life insurance policies sold and non-life insurance renewals on Policybazaar since its inception till Mar 31, 2022
4. Consumers who accessed their credit scores through Paisabazaar
5. Cumulative number of unique Consumers who made at least one transaction on Paisabazaar since its inception till March 31, 2022
6. Cumulative number of transactions made on Paisabazaar since its inception till March 31, 2022
INDIA'S LARGEST MARKETPLACE FOR INSURANCE

- **93%**  
  Market share (online aggregators)

- **26.4mn**  
  Insurance Policies sold (till date)

- **₹ 6,975 Cr**  
  Insurance premium (FY22)  
  **46%**  
  Y-o-Y growth

- **₹ 1,473**  
  New insurance premium per enquiry per month (March FY22)  
  **70%**  
  Y-o-Y growth

- **88%**  
  Unassisted transactions  
  Motor insurance

- **₹ 2,176 Cr**  
  Insurance premium (Q4 FY22)  
  **70%**  
  Y-o-Y growth

- **51**  
  Insurance Partners
India continues to have one of the widest protection gaps; Health & Term Insurance is needed

65% of Healthcare spend is out of pocket

<table>
<thead>
<tr>
<th>Country</th>
<th>% Out of pocket spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>36%</td>
</tr>
<tr>
<td>UK</td>
<td>15%</td>
</tr>
<tr>
<td>Brazil</td>
<td>44%</td>
</tr>
<tr>
<td>Thailand</td>
<td>12%</td>
</tr>
<tr>
<td>USA</td>
<td>11%</td>
</tr>
</tbody>
</table>

94% of income is not protected

<table>
<thead>
<tr>
<th>Country</th>
<th>Mortality protection gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>37%</td>
</tr>
<tr>
<td>Japan</td>
<td>66%</td>
</tr>
<tr>
<td>Singapore</td>
<td>62%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>76%</td>
</tr>
<tr>
<td>Thailand</td>
<td>87%</td>
</tr>
<tr>
<td>India</td>
<td>94%</td>
</tr>
</tbody>
</table>

Note: 1. Mortality protection gap figures are as of 2015; 2. Out of pocket expense % figures are as of 2016 (Source – Swiss Re Report on Mortality Protection Gap)
India is vast and growing
The future is in Tier 2 & 3 cities

<table>
<thead>
<tr>
<th>Geography</th>
<th>Penetration (%)</th>
<th>Density (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Life</td>
<td>Non-Life</td>
</tr>
<tr>
<td>USA &amp; Canada</td>
<td>3.1</td>
<td>8.8</td>
</tr>
<tr>
<td>Advanced EMEA</td>
<td>4.6</td>
<td>3.3</td>
</tr>
<tr>
<td>Emerging EMEA</td>
<td>0.7</td>
<td>1.2</td>
</tr>
<tr>
<td>Advanced Asia Pacific</td>
<td>6.2</td>
<td>3.1</td>
</tr>
<tr>
<td>Emerging Asia Pacific</td>
<td>2.3</td>
<td>1.7</td>
</tr>
<tr>
<td>World</td>
<td>3.3</td>
<td>4.1</td>
</tr>
<tr>
<td>India</td>
<td>3.2</td>
<td>1.0</td>
</tr>
</tbody>
</table>

Tier 1 cities contribute 10% population of the country but 41% of Insurance premium
Policybazaar provides a holistic product suite with seamless experience

- Customized journeys
- Assistance using chatbots
- Natural language processing mechs

- 500+ Product span
  (from 51 insurers)

- Service & claims support
  (full stack experience)

- Convenient
- For all insurance needs

- Most suited Product
- Unbiased advisory

- Post-purchase delight

PB Advantage for consumers
Uniquely positioned for capturing mindshare

- 10 product categories
  (Health, Life, Four Wheeler, Two Wheeler, Travel, Corporate, etc.)

- Commission agnostic
  (highly transparent)
PB Advantage for insurance partners
Leverage data and technology to create best in class products and experiences

**Improved customer disclosures**
- Data disclosure directly from the customer - bypassing agent channel which is prone to fraud
- Tech based document verification

**Extensive historical data**
- 14 years digital vintage: Rich data on customers & claims variables
- c.12mn transacting customers since inception

**Enhanced scoring using digital data**
- Intricate data collected by PB which is unavailable in an offline environment
- Risk pricing simulation: Use of digital variables exclusive to PB in addition to traditional variables; niche/customized product conceptualization
- Risk scores calculated for fraud and shared with insurers at the time of case login

**Rich insights from voice analytics**
- 100% of calls converted to text & analysed for behavioural insights, thus sharp risk assessment for insurers
- Reducing false positives through customer conversation tone analytics
Direct Traffic Drives PB Flywheel
Leading to Customer Centric Products

Direct channel drives the business
Premium %

- Direct Traffic
- Intent (pull vs pull) leads
- High Disclosure Rates
  - Lower Loss Ratios
  - Better Mortality Experience
  - Higher Renewal Rates
  - Higher Persistency

Customer Centric Products

80%

Direct
Others
FY23: Key Focus Areas

- Customer Experience
  - Renewals
  - Claims / Maturity

- Conversion
  - Offline push
  - Customer Centric Products

- Top of the Funnel
  - Creative Excellence through Brand campaigns

Insuring Indian Middle Class Families “Har Family Hogi Insured”
<table>
<thead>
<tr>
<th>Online B2C</th>
<th>Online B2C + Offline Push</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumers</strong></td>
<td><strong>Consumers</strong></td>
</tr>
<tr>
<td>• Tele-assistance during purchase</td>
<td>• Tele-assistance + Human touch</td>
</tr>
<tr>
<td>• Choices of products &amp; pricing</td>
<td>• Choices of products &amp; pricing</td>
</tr>
<tr>
<td>• Tech &amp; customer-center based service / claims assistance</td>
<td>• Tech &amp; customer-center based service / claims assistance</td>
</tr>
<tr>
<td><strong>Insurers</strong></td>
<td><strong>Insurers</strong></td>
</tr>
<tr>
<td>• Payout to distributor</td>
<td>• Payout to distributor</td>
</tr>
<tr>
<td>• Sharp risk assessment + real-time control on claims / frauds / mis-selling</td>
<td>• Sharp risk assessment + real-time control on claims / frauds / mis-selling</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B2B2C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Agent Led / Initiated business</strong></td>
</tr>
<tr>
<td><strong>Consumers</strong></td>
</tr>
<tr>
<td>• Human touch</td>
</tr>
<tr>
<td>• Low choices of products &amp; pricing</td>
</tr>
<tr>
<td>• Limited service / claims assistance</td>
</tr>
</tbody>
</table>
New channels of access

Offline Push through stores & in-person appointments

**Website / Mobile site**
- Choice of products, pricing, combos
- Unassisted purchase
- Service – book health tests, upload documents, etc

**Telephone**
- Assistance during purchase
- Service coordination – medicals + documentation

**Chat**
- Assistance during purchase through chatbots
- One-click renewals
- Real-time updates on service & claims requests

**Video Call / Video Uploads**
- Higher trust factor
- Video medicals / KYC
- Fraud detection – liveliness scores
- Motor claims

**Retail Store**
- Walk in purchase
- Human touch
- Service & Claims assistance
- Multiple product purchase & combos

**In person**
- Convenience of location
- Human touch
- Service & Claims assistance
- Multiple product purchase & combos
A data & technology driven approach to change the insurance landscape

User friendly interface assisting customers throughout the lifecycle

- Fill-in customer details
- Compare products across insurers
- Self video inspection (Motor) or Telemedical (Life / Health) or upload docs
- Easy payment process

Unique customer journey through Chatbots

- Handles customer queries resulting in faster fulfilment
- Response within a minute
- Increased Unassisted Share of Business
Advanced Tech @ PB

Risk & Fraud
- Payment Graphs & Fraud rings, Suspicious transactions detection, Device fingerprinting
- Document authenticity check using eKYC and CKYC integrations, document tampering detection like fake salary slips & bank statements
- Impersonation check using Biometrics – Face and Voice Verification
- Early Death Claim Models
- Motor insurance Pricing simulations based on claims
- Behavioural Anomalies

Business Productivity
- NLP/NLU
- Chatbots & Voicebots
- Customer 360 profiles
- OCR at scale
- Advisor behavioural insights
- Automated Pitch and Quality control

Customer Experience
- Consumer insights & Personalization
- Quick renewals using bots
- Tech enabled service processes
- Claims assistance through systems
- 3rd party integrations for a seamless experience

Business Productivity
- NLP/NLU
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- Claims assistance through systems
- 3rd party integrations for a seamless experience
Our Fraud Detection Framework

“Human-in-the-Loop” AI based Risk Framework

Payment and Booking Anomaly Detection
- Graph Algorithms
- Agent Anomalies
- Fraud rings

Document Authenticity
- Document authenticity using eKYC and CKYC integrations

PIVC Verification
- Face Biometrics
- Voice Biometrics
- Liveliness Scores

Other Risk checks
- Location verification
- Self-disclosure
- Journey

Who Filled the Proposal Form?
- Insights from Calls (Voice Analytics)

Who Filled the Proposal Form?
- Insights from Calls (Voice Analytics)

Other Risk checks
- Location verification
- Self-disclosure
- Journey

Who Filled the Proposal Form?
- Insights from Calls (Voice Analytics)

Risk Report (PDF) sent to the insurer

Manual Underwriting

Case Login

Face Matching
Voice Matching
Liveliness Scores

Who Filled the Proposal Form?
- Insights from Calls (Voice Analytics)

Risk Report (PDF) sent to the insurer

Manual Underwriting

Case Login

Face Matching
Voice Matching
Liveliness Scores
Fraud control: Liveliness Detection

Real Person in the Video

Video Spoofing
Image shown from a phone during video KYC
Customer Centricity is the key for us – reflective in 84% CSAT

Service Experience
- Pre-fill KYC details using CKYC and eKYC integrations, a central system for multiple purchases
- Medicals done at home enabled by insurer partners using dedicated Phlebotomists
- Automated documentation and other processes using tech, system based endorsements
- Use of mobile phone app-based videos for motor insurance surveys

Relationship Management
- 360 degree view
- Centralized KYC documentation
- Nominee management
- Easy renewals, add-on / rider purchases, cross-purchases

Claims Management
- On-ground support for Health & death claims in 100+ cities
- App-based claims assistance during motor insurance claims, seamless coordination with consumer / surveyor / garage / insurer
- Assistance at the time of maturity for savings products
14 Lacs
Monthly Enquiries (credit products)

11% of India’s credit enquires on Paisabazaar

Customer enquiries from 1,000+ cities

2.7 Cr
Credit Score customers

58 Lacs
New customers added in the year

India’s largest credit score awareness initiative

26.7 Cr
Credit Score customers

Over ₹ 9,100 Cr
Loan disbursals ARR

3.4 Lacs
Credit Cards issued ARR

10.6 Lacs
Transactions ARR

All Data is for Mar-22
1 ARR Annualized run rate
2 Internal management estimates; Market share for Unsecured Loans, Credit card and Mortgage loans
Credit Disbursal has grown 46X in 7 years
India continues to have one of the lowest credit penetration; Credit Market expected to grow strongly

### Under-penetration in India’s Consumer Lending

<table>
<thead>
<tr>
<th>Country</th>
<th>Outstanding Loan Balance as a % of Nominal GDP (CY2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>18.2%</td>
</tr>
<tr>
<td>US</td>
<td>79.2%</td>
</tr>
<tr>
<td>China</td>
<td>55.6%</td>
</tr>
</tbody>
</table>

### Fast-growing unsecured consumer credit market

<table>
<thead>
<tr>
<th>Year</th>
<th>Loan Disbursements (₹ Lacs Cr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY21</td>
<td>5.1</td>
</tr>
<tr>
<td>FY25P</td>
<td>8.2</td>
</tr>
<tr>
<td>FY30P</td>
<td>16.6</td>
</tr>
</tbody>
</table>

1. Unsecured Loan Disbursements for FY21 as per CRIF Highmark ‘How India lends’ report
2. CAGR as per management estimates

Source: Frost & Sullivan Analysis
Rapid Digitization & world-class Infrastructure can be game-changers

India's paradigm shift towards digitization

<table>
<thead>
<tr>
<th>Total population (millions)</th>
<th>2020</th>
<th>2025P</th>
<th>2030P</th>
<th>2020</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1380</td>
<td></td>
<td>1445</td>
<td>1504</td>
<td></td>
<td>1439</td>
</tr>
</tbody>
</table>

Penetration

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2025P</th>
<th>2030P</th>
<th>2020</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>45%</td>
<td>63%</td>
<td>75%</td>
<td>90%</td>
<td>65%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>39%</td>
<td>57%</td>
<td>72%</td>
<td>82%</td>
<td>63%</td>
</tr>
<tr>
<td>Payment Wallets</td>
<td>14%</td>
<td>23%</td>
<td>38%</td>
<td>28%</td>
<td>59%</td>
</tr>
<tr>
<td>Online Shopping</td>
<td>14%</td>
<td>22%</td>
<td>36%</td>
<td>77%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Source: Frost & Sullivan

Gold-standard digital infra layers in place

- Credit Bureau
  - 4 active Bureaus
  - ~250 mn on Bureau
  - >100 mn Prime customers

- Identity Layer
  - Aadhaar
  - e-KYC
  - e-Sign

- Payments Layer
  - UPI
  - Aadhaar Payments Bridge
  - Aadhaar-enabled Payments

- Data Empowerment
  - Consent Architecture
  - DigiLocker
  - Account Aggregator
Paisabazaar.com: Platform of Choice for India’s Credit Needs

Largest independent marketplace

Depth and breadth of offerings

Intelligence to help consumers

End-to-End Assistance model

- Highest brand recall* across banks, competition
- Partnerships with Large Banks, NBFCs & new-age fintechs
- Industry 1st “Chance of Approval” model to choose best offer
- Assistance from Enquiry to Disbursal

- No Differential incentive for partners
- Choice of offers from across the ecosystem
- Pre-approved programs for instant access to credit
- End-to-End Digital processes

* For Loans & Credit Score. As per Brand Track Study conducted by White canvas, May/Jun 2021.
Our moats to help us compete, differentiate & win

1. Scale
2. Economies of segmentation
3. Credit Score Platform
4. Digitization
5. Co-creation
6. Brand

Customer Experience
Achieved Scale, yet size of opportunity remains massive

11% of India is comparing on Paisabazaar

If we were a lender, we’d be amongst the country's 20 largest

Huge market opportunity across key categories

In the next few years, we aim to

- Double enquiry share
- Be amongst the top 10 quasi-lender
- Increase market share by 3-5x across segments
Economies of segmentation
Building Products for consumers across credit spectrum


Super Prime
- Pre-approved Programs (Credit Info based/Banking relationship based)
- Personal loan, Cards Marketplace with integrations
- Co-creation: Credit Line

Prime
- Home Loan Marketplace
- Pre-Approved programs
- Co-creation: Card cum Line

Sub Prime
- Collection
- Credit Advisory
- Co-created STPL

Self Employed
- Business Loan Marketplace
- Fintech Lenders for Sub-Prime
- Co-creation: SME Line

New to Credit
- Co-creation: Secured card
- STPL partners with NTC focus
2.73 Cr customers have become credit aware

~71% of the Disbursals from existing customers; Strong repeat behaviour

*Proportion of loan disbursals to existing base of credit score Consumers during the year
Credit score: Deep analytics driving product innovation & monetization

Driving deep Segmentation to innovate, fill need gap

<table>
<thead>
<tr>
<th>Engagement Segmentation</th>
<th>New to Credit</th>
<th>Sub-prime</th>
<th>Prime</th>
<th>Super-prime</th>
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<tr>
<td>Sleepers</td>
<td>20</td>
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<td>At-risk</td>
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<td>340</td>
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<td>Core Active</td>
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<td>460</td>
</tr>
<tr>
<td>Engaged</td>
<td></td>
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</tr>
</tbody>
</table>

Credit segmentation

Tapping new opportunities and creating new categories

Pre-approved Programs
- Helps build margins
- 12 programs across cards and loans

Credit Improvement
- Helping delinquent customers pay-off outstanding
- Advisory services to help customers manage score
- Co-created Step UP as a score builder product

100 = Portfolio average revenue per customer
Covid has accelerated digitization in lending. Digital platforms likely to become even more natural choice for consumers.

Better conversion rates & instant disbursal leading to better customer experience.

Initiatives like Account Aggregator, CKYC will further strengthen digitization.

KYC Underwriting Repayment & verification Contracting

- Central KYC Registry
- Aadhaar OTP/Biometric eKYC
- Aadhaar XML eKYC
- Video KYC

- Pre-approved basis
- Bank relationship
- Credit Report Info
- Using Bank Statement
- AA Ecosystem based

- NACH eMandate
- UPI eMandate
- Verification via alt. sources
  - Lat-Long
  - Bureau Data

- eAgreement using
  - Aadhaar eSign
  - OTP based
  - Capture Timestamp /IP/Lat Long
Digitization: Case Study - Built best-in-class CX with Axis Bank using Digital Stack

Seamless 3-Step Process

1. Loan Offer Selection
2. Details Verification
3. Offer Acceptance

- E2E on PB platform – superlative experience for consumers
- Instant disbursal

Digitization: Case Study - Built best-in-class CX with Axis Bank using Digital Stack
Innovation

Serving credit-starved segments

- Step UP - Credit Card for Sub-prime & NTC
- STPL for Sub-prime

Innovation

- POD: Unique Card-cum-line product
- PB Credit line: Flexible withdrawals & repayments

Seamless CX

- Instant FD/Card/Loan Issuance
- Better funnels

Brand building

- Long term brand association

Improved Insights

- Creates a virtuous cycle of intelligence

Creating long-term consumer value

Building a comprehensive product suite

Co-creation: Strategy to fill inclusion or innovation gap
3 Products live – across credit segments

**Step UP Secured Credit card**
- NTC and Subprime segment
- Credit Card backed by a FD

**Credit Line**
- Super Prime Segment
- Personal Loan, pay-as-you-use

**Paisa on Demand**
- Prime Segment
- Credit Card cum Line Product

Aim to increase share of Co-created products
Case Study: Co-created Step UP Credit Card with SBM Bank
Best in class journey for credit card, built on Digital Stack

- Instant FD booking
- Instant card Issuance
- Instant Virtual Card
- Superlative E2E CX
Brand Paisabazaar: Dominating the fintech aggregator space

Brand searches 3.5X of nearest competitor

Paisabazaar  Competitor 1  Competitor 2  Competitor 3

High ‘Top-of-mind’ recall for Paisabazaar across categories

Loans: 83%
Credit Score: 82%
Cards: 74%

Source: Google trends
Source – Survey by white canvas | Feb’22

Continuous brand investments has established Paisabazaar as one of India’s most popular fintech brands
Our Investments & New Initiatives
We have ₹ 5,154 Cr cash as of March 31, 2022

Inorganic opportunity criteria:
- Strengthen the existing businesses
- Enhanced Consumer Engagement
- Product Innovation
- Customer service convenience
- Claims support
- Betting on team or capability rather than business volume
- Cultural fit is a must

We have spent time looking at inorganic opportunities
- We have not been able to identify any inorganic growth opportunity where we felt convinced that buy vs build was the right decision for us
- In most instances, we continue to prefer “BUILD” over “BUY”

We have invested ₹ 174 Cr (c.3% of our cash) across 3 initiatives, whose cumulative buy alternative would have been well over ₹ 7,500 Cr
PB Partners
Continuing leadership position via build (v/s buy)

- A platform for independent sellers of Insurance and other financial products
  - Enable seller to sell across Products and Suppliers via an app
  - Tech based platform for Research, Issuance, and Customer Management

- Clear Market Leader, driving scale with operating efficiency is the way forward
  - Started July 2021
  - ₹200+ Cr monthly premium in March 2022
  - Present in 11,816 pin codes out of 19,100 pin codes in India

- Buy vs Build
  - Buy options were $200 – 700mn
  - We instead attained the leadership position in under $7mn (in 6 months)
PB Corporate
Delivering A New Age Corporate/SME Insurance Experience

India’s Fastest Growing Corporate Insurance Business

<table>
<thead>
<tr>
<th>₹</th>
<th>FY22</th>
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<tbody>
<tr>
<td>Premium</td>
<td>400 Cr+</td>
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</tbody>
</table>

- Comprehensive product offering online & offline – Health & Commercial Lines
- Sales offices launched in NCR, Bengaluru, Mumbai & Pune
- Unassisted online platform for all products (Asset, Liability, Employee Benefits)
- Sales thought leadership brought in from leading industry players
- Integrations complete with all key TPAs & insurers – Fully Digital operations

Trusted by India’s best (with a 92% retention on large clients)

- DELHI DUTY FREE
- PB Corporate
- AXIS BANK
- CARS24
- CARE
- BYJU’S
- Lenskart
- SPINNY
- Yatra
- Colliers
- NA
- Navi
- Bajaj Finserv
- Orange
- SWIGGY

Digitizing Corporate Insurance – From **considering a purchase** to **making a claim**

- Lowest Cost, Flexible, Online Payment (MSME – Health, Life, Fire, Cyber, Crime)
- Real Time tracking & Claim Ratios for Admin (Manage members, claims & benefits digitally)
- Unlimited Consultations available anytime, anywhere
- Update your Information Add and Edit dependents in Aha
- Track claim status Get updates on your required claim status
- App, 24/7 concierge & WhatsApp support for employees (Insta claims, health ID, telehealth, managed wellness)