Insurance Premium grew 52% YoY
Credit Disbursal grew 136% YoY

Insurance Premium
(₹ Cr)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Insurance Premium (₹ Cr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 FY22</td>
<td>1,594</td>
</tr>
<tr>
<td>Q2 FY22</td>
<td>1,594</td>
</tr>
<tr>
<td>Q3 FY22</td>
<td>1,594</td>
</tr>
<tr>
<td>Q4 FY22</td>
<td>2,430</td>
</tr>
<tr>
<td>Q1 FY23</td>
<td>2,430</td>
</tr>
</tbody>
</table>

Disbursals
(₹ Cr)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Disbursals (₹ Cr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 FY22</td>
<td>984</td>
</tr>
<tr>
<td>Q2 FY22</td>
<td>984</td>
</tr>
<tr>
<td>Q3 FY22</td>
<td>984</td>
</tr>
<tr>
<td>Q4 FY22</td>
<td>2,320</td>
</tr>
<tr>
<td>Q1 FY23</td>
<td>2,320</td>
</tr>
</tbody>
</table>
# Key Performance Indicators

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

<table>
<thead>
<tr>
<th>₹ Cr ^</th>
<th>Q1 FY22</th>
<th>Q1 FY23</th>
<th>YoY</th>
<th>Q4 FY22</th>
<th>Q1 FY23</th>
<th>QoQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance Premium</td>
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<td>New premium per enquiry*</td>
<td>1,209</td>
<td>1,595</td>
<td>32%</td>
<td>1,386</td>
<td>1,595</td>
<td>15%</td>
</tr>
<tr>
<td>Lending Disbursal</td>
<td>984</td>
<td>2,320</td>
<td>136%</td>
<td>2,189</td>
<td>2,320</td>
<td>6%</td>
</tr>
</tbody>
</table>

*New insurance premium - India biz (excluding POSP)
^ Unaudited management accounts
**Financials – Q1**

Revenue 113% growth YoY, Improving Contribution, New Initiatives increase efficiency

<table>
<thead>
<tr>
<th>₹ Crores</th>
<th>Q1 FY22</th>
<th>Q4 FY22</th>
<th>Q1 FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Existing</td>
<td>New Initiatives</td>
</tr>
<tr>
<td>Revenue</td>
<td>238</td>
<td>233</td>
<td>4</td>
</tr>
<tr>
<td>Contribution (non-GAAP)#</td>
<td>69</td>
<td>73</td>
<td>(4)</td>
</tr>
<tr>
<td>Contribution %</td>
<td>29%</td>
<td>31%</td>
<td>(98%)</td>
</tr>
<tr>
<td>Adjusted EBITDA (non-GAAP)</td>
<td>(42)</td>
<td>(32)</td>
<td>(10)</td>
</tr>
</tbody>
</table>

# – Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)

^ Unaudited management accounts
Renewal revenue at an annualized run rate of ₹270 Cr

Current Renewal Revenue = ₹ 270Cr^$

^$: Based on ARR of Q1, Unaudited management accounts
Insurance Continues to Scale

Improving Efficiency & Customer Experience

- “Har Family Hogi Insured!” We aim to make every family in India have Health and Life insurance

- Scale is key for a marketplace: we are at an annual run rate $^1$ of insurance premium of over ₹ 9,700 Cr growing at 52% YoY

- ₹ c.275 Cr ARR of renewal revenue$^2$ which has 85% Margins

- Our consistent efforts to improve customer service and claims support are paying off with multiple heartening customer messages and is reflected by a CSAT* of 83% for Q1 FY22

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

- High disclosure rates & fraud detection are helping improve claims settlement ratios for our partners; our folio has 9% higher claims settlement ratio as compared to other channels for health insurance##

- Increasing efficiency of operations
  - More than 80% of Motor (four and two wheeler insurance) and travel insurance transactions continue to be unassisted
  - New insurance premium per enquiry# has increased by 32% YoY
  - Physical leg of the business delivering meaningful impact on Health and Life Insurance businesses
    - Steady growth in premium per enquiry
    - Increasing percentage of business via this mode

- A steady shift in business mix towards rural India in our core business, 59% of insurance business from non Tier 1 cities in FY22, up from 28% in FY17

$^1$ - ARR of July 2022  $^2$ ARR of July 2022  unaudited renewal revenue from management accounts  * CSAT is for Policybazaar online biz only  #Unaudited management accounts  ## For one significant insurer
Credit Continues to Scale
Improving Efficiency & Customer Experience

- Lending business grew 136% YoY and currently is at a disbursal\(^\text{1}\) ARR of ₹11,200 Cr. Credit Card issuance at 4.3 Lacs ARR (growing at > 600% YoY)

- Over 2.95 Cr customers have accessed Credit score on Paisabazaar platform till date from over 823 different towns, representing 13% of India’s active credit score customers
  - 75% of these customers came from Non-metros demonstrating the strong brand pull and reach

- > 70% of the transactions are from existing customers\(^\text{2}\) demonstrating strong repeat behavior

- Lending business is transformed post COVID with strong margin focus and is moving towards profitability in near term

- Digitization is becoming significant in Lending – currently led by Credit cards where ~71% of Cards issued in Q1 were end-to-end (E2E) digital. Unsecured lending will follow. As the lending moves to more E2E digital, a digital marketplace with improving experience like ours would stand to benefit

- Co-created product strategy is shaping up well with products like Step-up Card, Duet Credit Card; Credit line products all gaining good traction

\(^\text{1}\) ARR of July 2022 \(^\text{2}\) Management Estimates

---

\(^\text{3}\) Consumers who have ever accessed credit score from Paisabazaar
Two leading consumer destinations

Policybazaar

- Registered Consumers: 61.2 mn
- Transacting Consumers: 12.3 mn (c. 20% of registered consumers)
- Policies Sold: 27.9 mn

Paisabazaar

- Consumers accessed their Credit Scores: 29.5 mn
- Transacting Consumers: 3.0 mn (c. 20% of total)
- Transactions: 4.2 mn (c. 1.4 transactions per transacting consumer)

1. Consumers registered on Policybazaar platform as of June 30, 2022
2. Cumulative number of unique Consumers who bought at least one product on Policybazaar since its inception till June 30, 2022
3. Cumulative number of new life and non-life insurance policies sold and non-life insurance renewals on Policybazaar since its inception till June 30, 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 June 30, 2022
6. Cumulative number of transactions made on Paisabazaar since its inception till June 30, 2022
INDIA'S LARGEST MARKETPLACE FOR INSURANCE

93% Market share (online aggregators)^

27.9mn Insurance Policies sold (till date)

¥ 2,430 Cr Insurance premium (Q1 FY23)

52% Y-o-Y growth

¥ 1,595 New insurance premium per enquiry per month' (Q1 FY23)

¥ 9,700+ Cr Insurance premium (ARR Q1 FY23)

12.3 mn Transacting Consumers (till date)

51 Insurance Partners

^ Market share is as per the Frost & Sullivan Report titled “State of Insurance and Consumer Credit Market of India: Unlocking the Digital Opportunity” dated October 19, 2021

* New insurance premium - India biz (excluding POSP)
India continues to have one of the widest protection gaps; Health & Term Insurance is needed

65% of Healthcare spend is out of pocket

% Out of pocket spends (Total healthcare spends – Insurance coverage)

<table>
<thead>
<tr>
<th>Country</th>
<th>Sum Assured</th>
<th>Protection Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Japan</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>Singapore</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>Thailand</td>
<td>87%</td>
<td>13%</td>
</tr>
<tr>
<td>India</td>
<td>94%</td>
<td></td>
</tr>
</tbody>
</table>

94% of income is not protected

Mortality protection gap (Protection required – Sum Insured)

Out of pocket expenditure

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

**Convenient**
- For all insurance needs

**Most suited Product**
- Unbiased advisory

**Post-purchase delight**
- Commission agnostic (highly transparent)

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

500+ Product span (from 51 insurers)

Customized journeys
- Assistance using chatbots

Natural language processing mechs

Service & claims support (full stack experience)

PB Advantage for consumers
Uniquely positioned for capturing mindshare
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.12.3mn 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
FY23: Key Focus Areas

- Insuring Indian Middle Class Families “Har Family Hogi Insured”
- Customer Experience
  - Renewals
  - Claims / Maturity
- Conversion
  - Offline push
  - Customer Centric Products
- Top of the Funnel
  - Creative Excellence through Brand campaigns
The best of both worlds: Online B2C + Offline Push

<table>
<thead>
<tr>
<th>Direct to Consumer Retail Business</th>
<th>Intermediary Led Business</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online B2C</strong></td>
<td><strong>B2B2C</strong></td>
</tr>
<tr>
<td><strong>Online B2C + Offline Push</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Consumer Led business</strong></td>
<td></td>
</tr>
<tr>
<td>Consumers</td>
<td>Consumers</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>
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</tr>
</tbody>
</table>

**Agent Led / Initiated business**

**Consumers**

• Human touch
• Low choices of products & pricing
• Limited service / claims assistance

**Insurers**

• Cost of maintaining the agency channel / payout to B2B2C partners
• Cannot control high claims / frauds / mis-selling
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
Offline stores
40 insurance centres in 32 cities

Omni-channel experience
One stop solution for non-tech savvy consumers
Doubled serviceability from Apr-22 to Jun-22
## In-person appointments & stores

**Boosting Premium per Enquiry**

<table>
<thead>
<tr>
<th></th>
<th>Q1 FY22</th>
<th>Q1 FY23</th>
<th>YoY</th>
<th>Q4 FY22</th>
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<td>1,386</td>
<td>1,595</td>
<td>15%</td>
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* New insurance premium - India biz (excluding POSP)
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
PB Risk framework used to detect fraud

Explicit Variables

<table>
<thead>
<tr>
<th>Current Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website / M-site</td>
</tr>
<tr>
<td>Tele / Video</td>
</tr>
<tr>
<td>Meeting</td>
</tr>
</tbody>
</table>

Implicit Variables

<table>
<thead>
<tr>
<th>Historical Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enquiries</td>
</tr>
<tr>
<td>Transactions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Claims History</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal</td>
</tr>
<tr>
<td>Abnormal</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Payment Graph</th>
</tr>
</thead>
<tbody>
<tr>
<td>Document Verification</td>
</tr>
<tr>
<td>Biometrics / Identity Verification</td>
</tr>
</tbody>
</table>

Risk Score less than Cutoff

- Sent to the insurer for processing
- Additional checks

Risk Score greater than Cutoff

- Lower claims
- Higher Claims Settlement

Price Advantage

Process Advantage

Trust
Case Study

Risk framework: Fraud Detection

FLAGS
- Client booked 4 policies in a span of 20 days
- True caller not matching (No Name)
- PAN & Aadhar Card seem edited
- Recently made PAN Card in year 2022
- Overall profile suspicious

<table>
<thead>
<tr>
<th>Booking Date</th>
<th>Customer Name</th>
<th>Insurer</th>
<th>Sum Assured</th>
<th>APE</th>
<th>Profile</th>
<th>Annual Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>24-05-2022</td>
<td>XXXXXXX</td>
<td>A</td>
<td>2,73,120</td>
<td>27,312</td>
<td>Salesman</td>
<td>2,87,950</td>
</tr>
<tr>
<td>24-05-2022</td>
<td>XXXXXXX</td>
<td>A</td>
<td>2,51,016</td>
<td>27,888</td>
<td>Salesman</td>
<td>2,87,950</td>
</tr>
<tr>
<td>20-05-2022</td>
<td>XXXXXXX</td>
<td>B</td>
<td>12,48,000</td>
<td>48,000</td>
<td>Salesman</td>
<td>2,87,950</td>
</tr>
<tr>
<td>4-05-2022</td>
<td>XXXXXXX</td>
<td>C</td>
<td>2,24,457</td>
<td>56,436</td>
<td>Salesman</td>
<td>2,879,50</td>
</tr>
</tbody>
</table>

Fraud detection: File declined by all insurers
Claims Settlement: Health Insurance

Customer Satisfaction Score: 92%

Higher Claim Settlement Ratio than overall Insurer settlement*:

- 88%
- 97% (+9%)

* For one insurer with a significant share of biz
Claims Assistance: 30 mins TAT

On-ground support in 114 cities

24X7 Dedicated Helpline
1800-258-5881

Dedicated Relationship Manager
Call or Whatsapp Relationship Manager at any time for any assistance

30 min On-ground support
Claims expert visits home or hospital and help in claim settlement within 30 mins

Assistance on rejected claims
500 rejected claims are reopened & approved every month
Customer testimonials

Merchandiser - Category management
7h
I very much appreciate your support during this challenging time. Thank you so much for being there for me. It means more than I can say.
You really came through, proving what it means to be a "Man of words." The extra effort you put in was really appreciated.
Your help has been invaluable; I don’t know how I would have managed without your help and support.
I would like to recommend **Policybazaar.com**
Specifically if your assistance is through **PAWAN SHARMA** - Employee id - XXXXX
You’ll be honoured with the assistance he provides in claim issues.

We want to take the time to thank you for the excellent job done by Kamlesh Yadav. You always behave professionally, produced high-quality work.
We appreciate all the hard work you have done during my hospitalization and I am lucky to have you as my account manager from **Policybazaar.com** because my cashless was rejected two times by **** and no one is trying to understand my problem in Health.
And then I contacted PB claims team and my claim was reviewed By Kamlesh Yadav very talented Emp, he committed me on very first call that Sir you don’t worry your claim will be approved.
Thank you for being such a supportive Man! I truly appreciate your selfless assistance. Looking forward for such wonderful service in future too!
You picked my phone during the odd hours. I must say that people like Kamlesh Yadav is truly a big asset to **policybazaar.com** and all my future purchase if any
Customer testimonials

Re: Update for your policy 17326448

onkar bahirat <onkarbahirat22@gmail.com>
to me, krishanchawla

This is the feedback for jeewan singh who handled my case throughout very efficiently
I was very frustrated with the insurer company coz event after follow up of 4 months they rejected my claim by giving some non sense reason but after that I raised query in policy bazaar which was allocated to jeewan singh he helped me alot in claim process even first the insurer company was not responding properly he kept trying hard he is the reason for claim approval coz earlier I lost all my hopes of claim approval.
Thank you jeewan sir for all your help and efforts taken
I appreciate it from bottom of my heart

Thanks and regards
Onkar Bahirat

---

Milind Shilewant

Just now · 🔄

Dear all,
Mr. Amit Kumar and his team from Policy Bazaar claim department has helped me to resolve my mediclaim settlement.
The insurance company has deducted major amount from my claim but with the great efforts and follow-up by Mr. Amit, I could receive the deducted amount.
Thanks to Mr. Amit Kumar and his team.
#PolicyBazaar
Milind Shilewant.
Customer Centricity is the key for us – reflective in 83% 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 114 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
India’s largest digital marketplace for consumer credit

- ~17 lacs
  Monthly Enquiries (credit products)¹

- ~15 lacs
  Transactions ARR¹

- ~16 lacs
  New consumers added in Q1 FY23

- ~2.95 Cr
  Credit Score consumers¹

- ~15 lacs
  Consumer enquiries¹ from 1,062 cities

- ₹~11,200 Cr
  Loan disbursals ARR²

- ~4.3 lacs
  Credit Cards issued ARR²

- Acquiring a consumer every¹
  ~3.6 seconds

1 All Data pertains to Jul-22 estimates
2 Jul-22 Annualized run rate
Paisabazaar: Platform of Choice for India’s credit needs

~13%* of India's active credit score consumers on Paisabazaar

~10%* of Credit enquiries in India happen on Paisabazaar

Independent, unbiased & transparent platform with E2E assistance

60+ partnerships including large banks, NBFCs & Fintech cos

Best offers always - For all consumers
Industry-first “Chance of Approval” algo to maximise approval rate

* Consumers having at least 1 active trade line
* Management Estimates
Credit Score Platform: Helping India being credit aware & credit fit

2.95 Cr consumers have accessed credit score

Strong product proposition

- Free for life always, with monthly updates
- Access to credit score from all 4 Credit Bureaus in the country
- Digital & instant process enabling ease of access
- Available in 5 different languages
- Intelligent, personalised recommendations for best products or to build score
- Creating new products to cover industry supply gaps
Credit awareness driving access, inclusiveness & responsible behavior

Creating social impact across Bharat at scale

Consumers from 823 cities have accessed their credit score. 5X growth in Tier 2 & 3 cities.

Over 52 lac consumers # increased score significantly* over 24 months.

~65 lac consumers# paid off outstanding debt post score check.

~75% of consumers # checking their credit score are from non-metros.

~67% consumers# purchased at least 1 credit product post tracking credit score.

Building real-time tracking for consumers via alerts in partnership with Bureaus.

Management analysis published in Paisabazaar’s ‘Making India Credit Fit Insights Report 2.0’ in May 2022.

*Score increase of at least 20 points.
Credit score: Deep analytics driving product innovation & monetization

Analytics & segmentation led sharp X-Sell offers;
Building strong revenue per Consumer

Credit segmentation

<table>
<thead>
<tr>
<th>New to Credit</th>
<th>Sub-prime</th>
<th>Prime</th>
<th>Super-prime</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>55</td>
<td>150</td>
<td></td>
</tr>
</tbody>
</table>

Engagement Segmentation

<table>
<thead>
<tr>
<th>Sleepers</th>
<th>At-risk</th>
<th>Core Active</th>
<th>Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>70</td>
<td>130</td>
<td>340</td>
<td>460</td>
</tr>
</tbody>
</table>

100 = Portfolio average revenue per consumer
Implementing customer360 with a leading CRM platform

- >70% of disbursals come from existing consumers*; Personalisation to drive superlative CX
- Providing a single view of each consumer, across 2.95 cr. consumers

**BUILDING DEEP CONSUMER INSIGHTS**
- Timeline of interactions, activity & purchases
- Understanding of consumer behavior and need
- Sharper offers based on consumer insights

**DELIVERING PERSONALISED CX**
- Tailor-made solutions based on deep analytics
- Personalised recommendations
- Pre-filled consumer journeys

**DRIVING MARKETING EFFICIENCY**
- 100% CRM automation
- Rich consumer insights for razor-sharp targeting
- Dynamic notification engine with sharp, personalized & contextual offers

*Consumers who have ever accessed credit score from Paisabazaar
**Disbursements growing @136% y-o-y; Card issuance growth @ 691% y-o-y**

### Disbursements (₹ Cr)

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>Jul-22 ARR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td></td>
<td></td>
<td></td>
<td>984</td>
<td></td>
</tr>
<tr>
<td>COVID year</td>
<td>6,607</td>
<td></td>
<td></td>
<td>11,200</td>
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</table>

**Credit cards issuance (‘000)**

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>Jul-22 ARR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td></td>
<td></td>
<td></td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>COVID year</td>
<td>163</td>
<td></td>
<td></td>
<td>432</td>
<td></td>
</tr>
</tbody>
</table>

ARR Jul’22 Annualized run rate
Credit Card issued prior to FY21 are management estimates
Lending business EBITDA margins; moving towards profitability

<table>
<thead>
<tr>
<th>Quarter</th>
<th>EBITDA Margins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2'21</td>
<td>-75%</td>
</tr>
<tr>
<td>Q3'21</td>
<td></td>
</tr>
<tr>
<td>Q4'21</td>
<td></td>
</tr>
<tr>
<td>Q1'22</td>
<td></td>
</tr>
<tr>
<td>Q2'22</td>
<td></td>
</tr>
<tr>
<td>Q3'22</td>
<td></td>
</tr>
<tr>
<td>Q4'22</td>
<td>-14%</td>
</tr>
<tr>
<td>Q1'23</td>
<td></td>
</tr>
</tbody>
</table>

Transformed business post COVID with strong margin focus
Prime segments growing well; emerging credit strategy taking shape

- Super Prime:
  - Pre-approved Programs (Credit Info based/Banking relationship based)
  - Personal loan, Cards Marketplace with integrations
- Prime:
  - Home Loan Marketplace
  - Business Loan Marketplace
- Self Employed:
  - Fintech Lenders for Sub-Prime
- Near Prime:
- Sub Prime:
- New to Credit:
  - Co-creation: Secured Card
  - Co-creation: Collection
  - Co-creation: Credit Advisory
  - Co-creation: Secured card
  - STPL partners with NTC focus
**Lending: Strategic enablers driving prime segment growth**

**BEST CREDIT OFFERS FOR CONSUMERS AT ALL TIMES**
- 14 Pre-Approved (PA) Programs with top Banks & NBFCs
- Bank PA offers for existing-to-bank (ETB) consumers
- ~1.5X better funnels in PA Programs, leading to stronger margins
- ~43% Paisabazaar prime\(^{\text{a}}\) consumers have at least 1 PA offer

**BUILDING SEAMLESS END-2-END DIGITIZED JOURNEYS**
- 10 partner journeys on Paisabazaar are E2E digital: more WIP
- Leading to quick disbursals, minimum documentation & superior CX
- 7.8X growth in transactions from digital journeys

**SEGMENTATION & DEEP ANALYTICS DRIVING CX & EFFICIENCY**
- Industry-first Chance of approval model enabling right choice
- Deep segmentation helping sharpen accuracy of offers
- Strong repeat behaviour (>70% of Disbursals from existing consumers)
- Implementing Customer360 to strengthen CRM efficiency

\(^{\text{a}}\) Consumers having credit score of 730+

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\*Consumers who have ever accessed credit score from Paisabazaar
Credit cards is moving fast; Unsecured loans following

- ~71% of Credit cards are sourced digitally
- ~29% of Unsecured disbursals are digital
Best-in-class ‘DUET’ Credit Card E2E Digital Journey with a leading Bank

Seamless Customer Acquisition

Offer Selection

Instant Approval

Verification

Post Acquisition Experience

Dashboard

Instant Withdrawal
Emerging credit strategy will help deepen monetization further

**Significant underserved opportunity**

**Super-Prime**

**Prime**

**Near-Prime**

**Sub-Prime**

**New to Credit**

**Our Strategy**

**INCREASING PRODUCT OPTIONS**
- Small tickets loans (STPL)
- Secured Credit Card as a score builder product
- Advisory Services to help consumers manage score
- Helping delinquent consumers pay-off outstanding

**BUILDING DIGITIZED PROCESSES**
- E2E disbursal/Issuance journey
- Paisabazaar Journey ownership

**DEEPENING ENGAGEMENT VIA CO-CREATION**
- Integrated post acquisition process
- Consumer ownership
- Access to better offers

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Transactions growing at ~200% annually; focused interventions to drive further growth
Co-created **Strategy: Filling inclusion and innovation gaps**

**Co-creating to solve consumer pain-points**
- Expanding supply for underserved segments
- Creating Innovative Products/propositions
- Covering process gaps via digital innovations

**3 Products live – across credit segments**

- **'StepUp' Secured Credit card**
  - NTC and Sub-prime segment
  - Credit Card backed by a FD

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

- **Paisa 'Duet'**
  - Prime Segment
  - Credit Card cum Line Product

**25x acquisition in 12 months**

**Credit card spends gaining momentum**
PB Partners
Sustained market leadership & Increasing efficiency

- A platform for independent sellers of Insurance and other financial products
  - Enable sellers to sell across Products and Suppliers via an app
  - Tech based platform for Research, Issuance, and Customer Management
- Market Leadership in Premium as well as technology platform
- Highest proportion of non-motor business in the industry
- Improvement in sales & marketing efficiency
- Expanding reach in the country
  - Present in 12.7k pin codes out of 19.1k pin codes in India
  - Tier 2 & Tier 3 cities contribute 74% of the business
  - Zone wise dispersion is increasing on a continual basis

<table>
<thead>
<tr>
<th>City Tier</th>
<th>Share of Business</th>
</tr>
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<tbody>
<tr>
<td>T1</td>
<td>26%</td>
</tr>
<tr>
<td>T2 &amp; T3</td>
<td>74%</td>
</tr>
</tbody>
</table>
For any queries please email: investor.relations@pbfintech.in

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