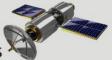
Captive audience, customized content & audited displays

are attracting a growing number of in-cinema advertisers wishing for better recall amongst audiences







India's largest digital cinema distribution network and in-cinema advertising platform*



^{*} in terms of number of screens.

Safe Harbour



Certain statements in this update concerning our future growth prospects are forward looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The achievement of such results is subject to risks, uncertainties and even inaccurate assumptions. Readers may please take a note of this.

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Our Journey

- 2012-17
- Established in-cinema advertising platform and rapidly grew advertising revenue
 - CAGR 36% (FY12-FY17) and 21% (FY14-FY17)

- Consolidate and establish a PAN-Indian in-cinema advertising network
- Monetise merger synergies through network effect and client cross sell

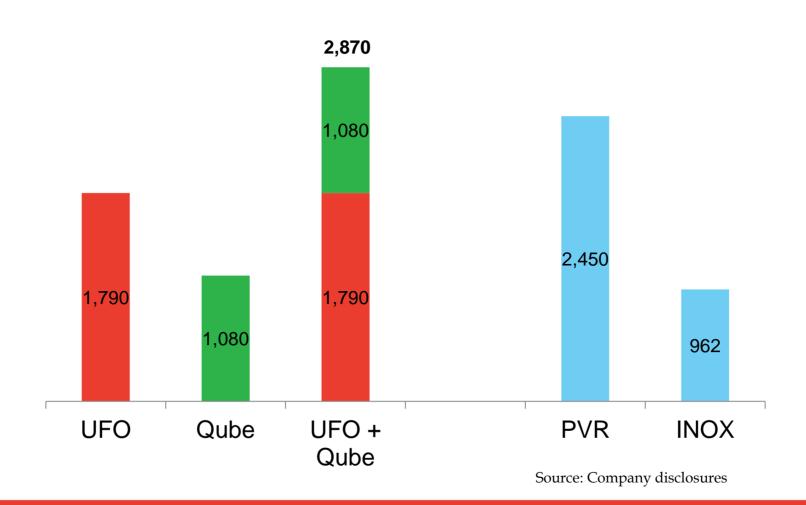
2017-

- · Created digital cinema technology backbone
- Built a robust and scaled-up digital cinema network

2005-12



Advertising / Sponsorship Revenue (2016-17) Rs. Mn





FY17 Financial Snapshot

Rs. Mn	UFO	Qube
Revenue*	5,989	3,627
EBITDA**	1,845	808
PAT***	632	321

FY17 Revenue Mix

Rs. Mn	UFO	Qube
Advertisement Revenue	1,790	1,080
Virtual Print Fees	2,514	1,306
Lease Rental	590	138
Sale of Products	821	747
Others*	274	356

^{*} Includes Other Income

^{**} Qube's D-Cinema Sunset on Revenue is Rs. 180 Mn and EBITDA is Rs. 120 Mn

^{***} After Minority Interest



Advertisement Screen Mix

	UFO	Qube
Multiplex Screens	1,068	1,197
Single Screens	2,964	2,151
Total	4,032	3,348

Region wise Distribution of Advertisement Screens

	UFO	Qube
South	1,571	2,210
West	1,019	346
North	774	499
East	668	293

Note: Screen data for UFO and Qube is as on June 30, 2017



Significant Runway to Grow					CAGR 3Yr		
		_	FY14	FY15	FY16	FY17	FY14-FY17
	UFO						
In (Total Ad Revenue	Rs. Bn	1.00	1.17	1.58	1.79	21%
	In Cinema Ad Revenue	Rs. Bn	1.00	1.17	1.54	1.77	21%
	Avg Ad Screens	#	3,332	3,688	3,749	3,729	4%
	Ad Rev/Screen	Rs. k	300	316	410	475	17%
	Ad Mins/show	#	3.25	3.36	4.15	4.34	10%
	Qube						
	Ad Revenue	Rs. Bn	0.51	0.73	0.95	1.08	28%
	Avg Ad Screens	#	2,197	2,946	3,213	3,319	15%
	Ad Rev/Screen	Rs. k	232	249	296	325	12%
	Ad Mins/show	#	2.97	3.31	3.51	3.73	10%

Merger Synergies





Serving the Cinema ecosystem better





Utilizing the full Media Potential of the Combined Ad screen Network





Scale Of Operations & Operating Synergies



New Opportunities: Tech IP Businesses

Serving the Cinema Ecosystem Better



Advantages for the cinema industry

Merged entity will address Industry's demand for <u>standard technology</u> for secure and reliable delivery of content



Producers and Distributors will be dealing with <u>lesser touchpoints</u> leading to faster distribution and smoother turn around in operations.



Merged entity and their corresponding screen network will have <u>access</u> to technologies of both companies will drive innovation

<u>Combined service and delivery network</u> will cater to content and equipment needs of exhibitors in a more efficient manner

Smoother and Faster Paperwork and lesser transactional stress

Utilizing Full Media Potential of the Combined Advertisement Screen Network



Combined entity will have a robust in-cinema advertisement network

<u>Network effect</u>: Combined Advertisement Network of ~7,300 Screens makes available a PAN India In-Cinema Network, providing a one stop solution for all Advertisers



GUBE

<u>Deepening presence in the attractive South Market</u> through Qube's competitive presence in the 5 southern states of India

<u>Advertising Revenue enhancement</u> through cross-sell, utilizing complementary client base and sales-skills of both companies

An <u>integrated medium</u> commands a higher premium and respectability by establishing a scaled-up network with a multiplier effect

More <u>in-depth market surveys</u>, <u>research and measurement analytics</u> will become viable for a common integrated platform

Scale of Operations & Operating Synergies



Ability to generate better returns

Both Companies are essentially engaged in the same business with similar revenue streams, expenses and processes



Duplicate processes will become redundant allowing scope for cost optimization opportunities



The larger scale of operations and combined in-house capabilities will lead to savings on capex including redeployment and replacement

Duplication in infrastructural costs and operational expenses will be rationalized leading to higher efficiency in operations and profitability

New Opportunities: Tech IP Business



Leveraging on each others strengths to grow faster

Qube has developed a suite of new audio and video software and technology IP solutions



Qube has developed a self-service single-window content and digital rights management platform for movies called Qube Wire, currently in the process of commercialization and operational on a limited-scale serving select clients.



Qube Wire has global application. UFO, in addition to its screen network in India, also has a network of screens overseas where Qube's products and solutions can be applied.

The combined network, post-amalgamation, will allow faster monetization of Qube Wire and other IP based Qube products, both within India and internationally.

Merger Rationale Built upon the Same Principles



"UFO Moviez India Ltd. and Qube Cinema Technologies Pvt. Ltd. are engaged in similar businesses.

The combination of both Companies will unlock their latent potential considering the existing and future entertainment and advertising market dynamics in India and globally.

Both companies believe that post the proposed merger the combined entity will emerge as a more robust commercial and technology driven organization and lead to robust growth opportunities in India and globally thereby adding significant value to all stakeholders."

UFO and Qube – Robust In-Cinema Advertising Network



Combined Entity





Positions the combined entity to deliver strong advertisement performance

Coverage - 7,380 Advertisement Screens

Reach - ~95.5 Mn Weekly Seating Capacity

Volume Utilization and Pricing Lever

Technology will enable seamless execution

Opportunity - Off-screen advertisement opportunity

Transaction Structure







UFO, along with ICICI Venture (through private equity funds managed or advised by them) will purchase a stake in Qube Digital from certain private equity investors who have been shareholders of Qube for several years

Subsequent merger with UFO pursuant to certain intermediate steps as approved by the Boards of Directors of the aforementioned companies. Qube Digital's shares purchased by UFO will stand cancelled post-merger

The merger ratio based on relative valuation stands at 63.6% for UFO and 36.4% for Qube Digital.

About Us



UFO Moviez India Ltd.

UFO, founded in 2004, is a digital cinema distribution network and an in-cinema advertising platform. It operates India's largest satellite based, digital cinema distribution network using its UFO-M4 platform, as well as India's largest D-Cinema network. As on June 30, 2017, UFO has 5,390 digital screens in India across 1,422 cities and towns with seating capacity of ~2.2 mn capacity per show. For its in-cinema platform, UFO has 4,032 in-cinema advertising screens with an average weekly seating capacity of ~51.6 Mn across 1,416 town and cities across India. UFO is listed on the BSE Limited and National Stock Exchange Limited in India.

Qube Cinema Technologies Pvt. Ltd.

Qube, founded in 1986, has over 30 years of experience in film, video and audio technology. It is headquartered in Chennai and has offices across Mumbai, New Delhi, Hyderabad, Bengaluru, Cochin and Kolkata. It provides technology solutions and services in the film, video and audio domain, including digital cinema. It's mastering facilities are located in Chennai, Mumbai, Hyderabad, Dubai (in association with a strategic partner) & California (through 100% subsidiary Qube Cinema Inc.,) and has capacity to master over 40 films/ week. As on June 2017, Qube has over 3,300 digital screens in-cinema advertising screens with an average weekly seating capacity of ~43.9 Mn across India.

Visit us at www.ufomoviez.com. For further details, contact:

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