Quarterly Performance Update
Q2 FY-15

Marico Kaya Enterprises Limited (MaKE)

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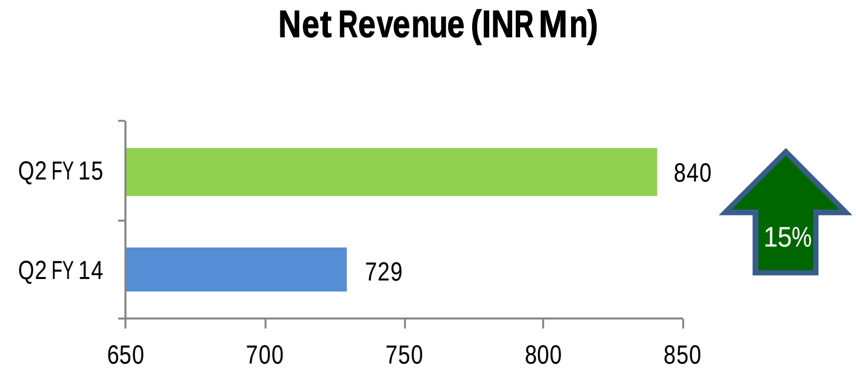
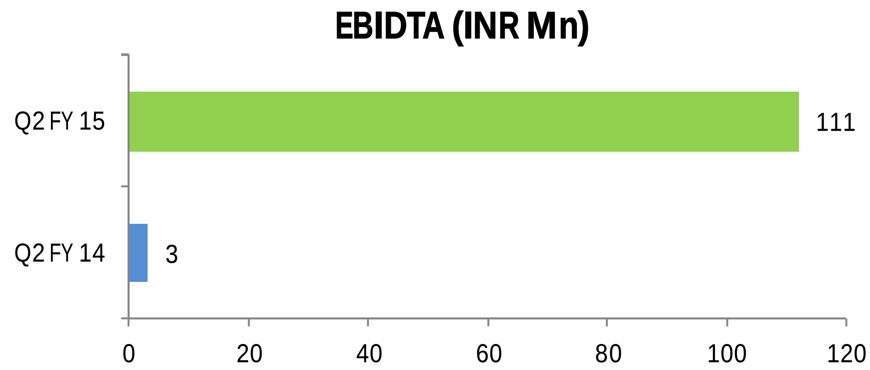
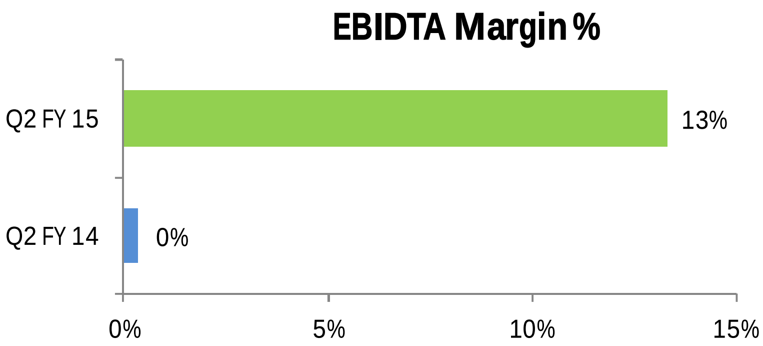
MaKE Snapshot

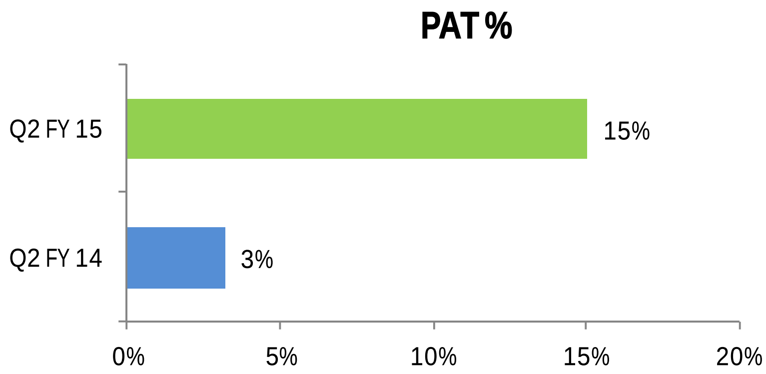
- MaKE Limited, formed in Jan 2013 to house Kaya business demerged from Marico Group
- MaKE Limited is listed on NSE/ BSE, since 1st July 2014 .
- A Leading chain in Cosmetic dermatology – Customized Skin care solutions - Services & Products
- **Network of Skin care across India and Middle East region**
  - ✓ 92 touch points across 26 cities in India
  - ✓ 18 touch points across 3 countries in Middle east

Financial Summary









**PAT % is before Exception*

Kaya India Region

Kaya India : Key Highlights

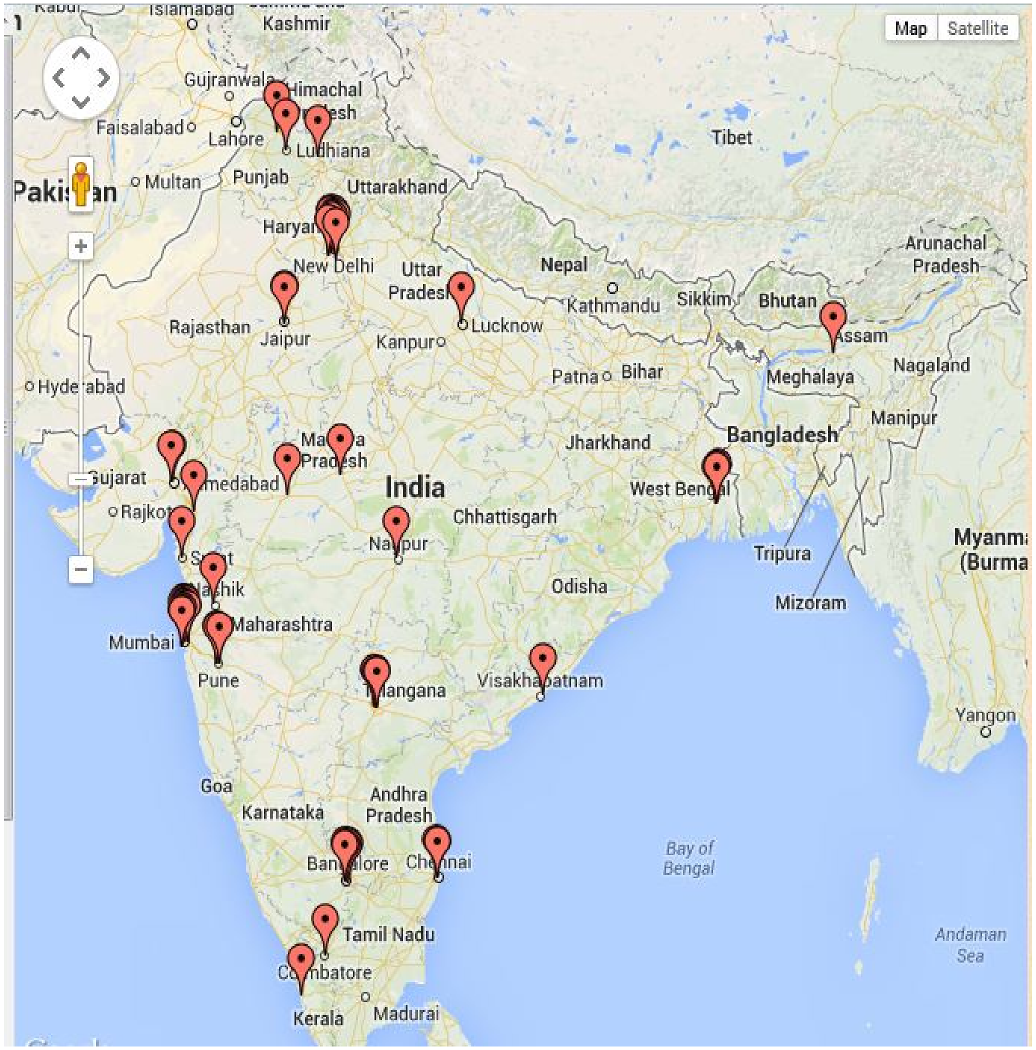
- Net Revenue SSG for Q2 FY 15 is 10%. Overall growth at 11%
  - Ticket size grew by 9% over Q2 FY 14.
- Q2 FY 15 EBIDTA of INR 31 Mn (7%) compared to EBIDTA of INR (3) Mn (-1%) in Q2 FY 14.
- Q2 FY 15 PAT at INR 59 Mn (13%) as against loss of INR (38) Mn (-9%) in Q2 FY 14.
- Loyalty contribution increased to 84% from 75% over PY, due to higher spend by members & addition of new members
- E-Commerce sales growth of 168% over Q2 FY14, contributing around 6% of overall product sales.
- Expansion:
  - 2 new clinics opened in Q2 FY 15 - in Bangalore & in Hyderabad, totalling to 88 clinics
  - 4th KSB in Bengaluru.

SSG: Same store growth

Awards & Recognition

Kaya received HR award in the category of
'***Best in Training & Organization Development***'
at the 4th Asian Leadership Awards

Our Presence and still expanding…



The picture above just gives an idea of location and don't represent exact scale

88
Clinics

4
Kaya Skin Bars

26
Cities

16
Indian states

✓2 Clinics & 1 KSB opened in Q2 FY 15.

✓3 clinics & 6 KSBs under fit-out.

New Clinics Opened

- Location : HSR Layout, Bangalore
- Opening Date : 21st July 2014

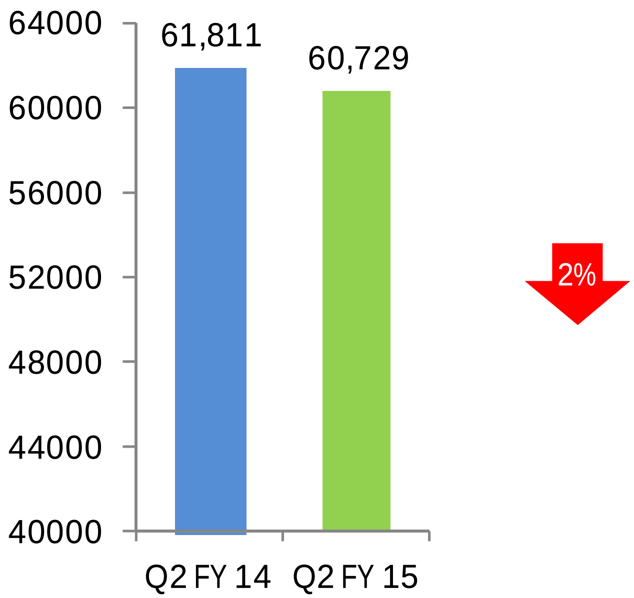
Location : Vikrampuri, Hyderabad

Opening Date : 30th Sept 2014

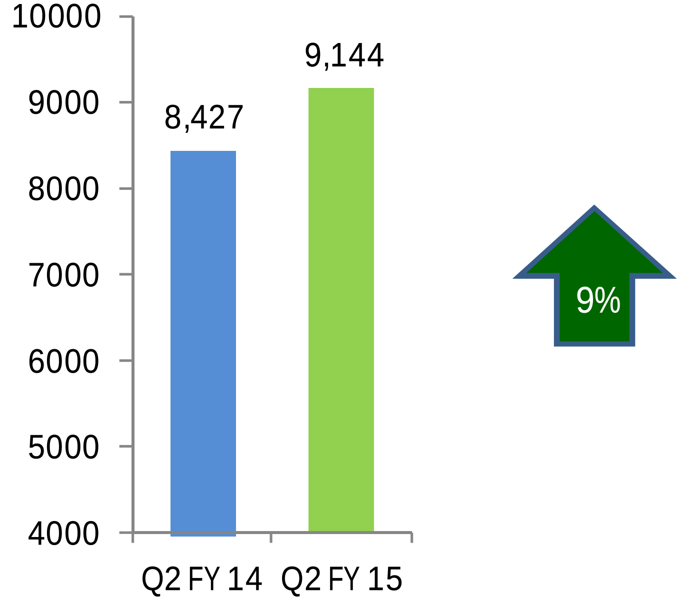
New KSB Opened

- Location : Total Mall, Bangalore
- Opening Date : 07th July 2014

Operational Indicators – India



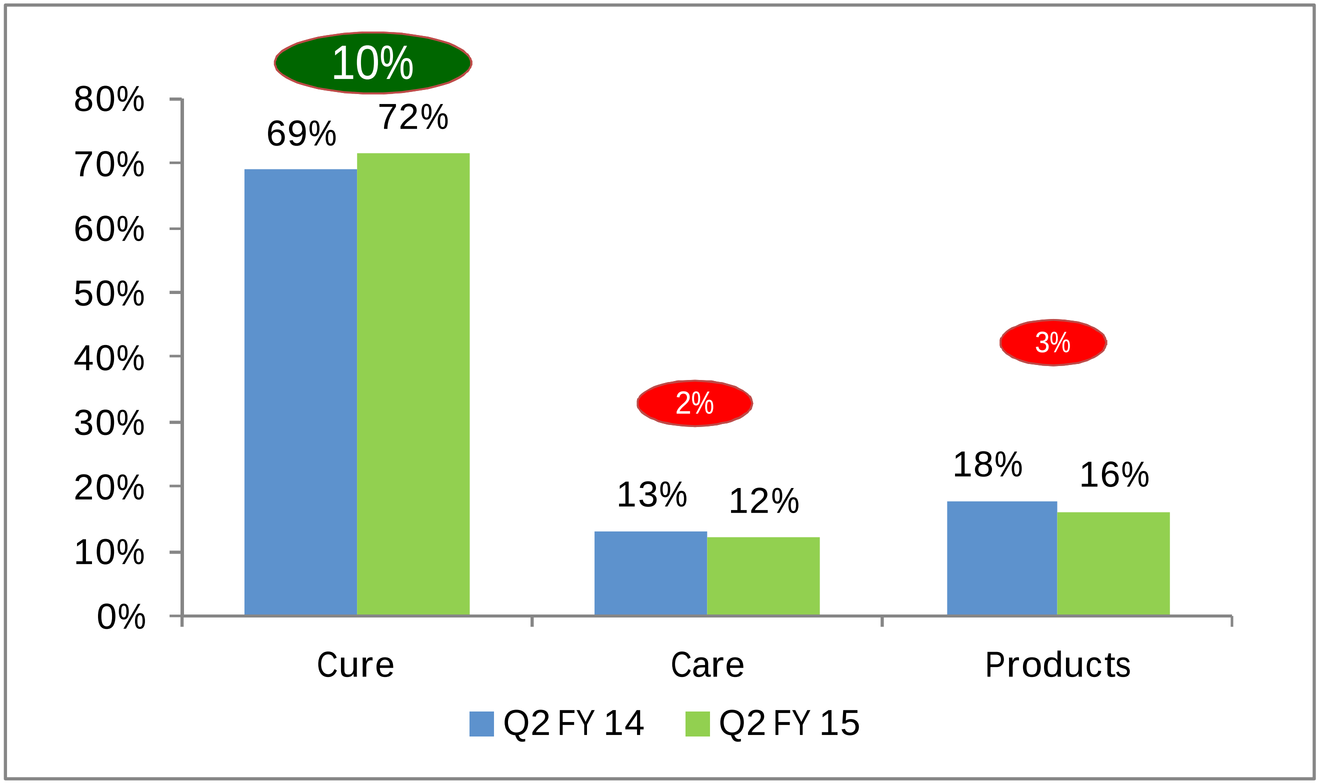
Customer count



Ticket Size

- Ticket Size growth is mainly on account of increase in Revenue from Cure category
- Care category customer count has seen de-growth. New Launches introduced in care category shall add to customer count growth

Category Mix % - India



Cure category has grown in contribution from 69% to 72% in Q2 FY 15 with a growth of 10% over Q2 FY 14

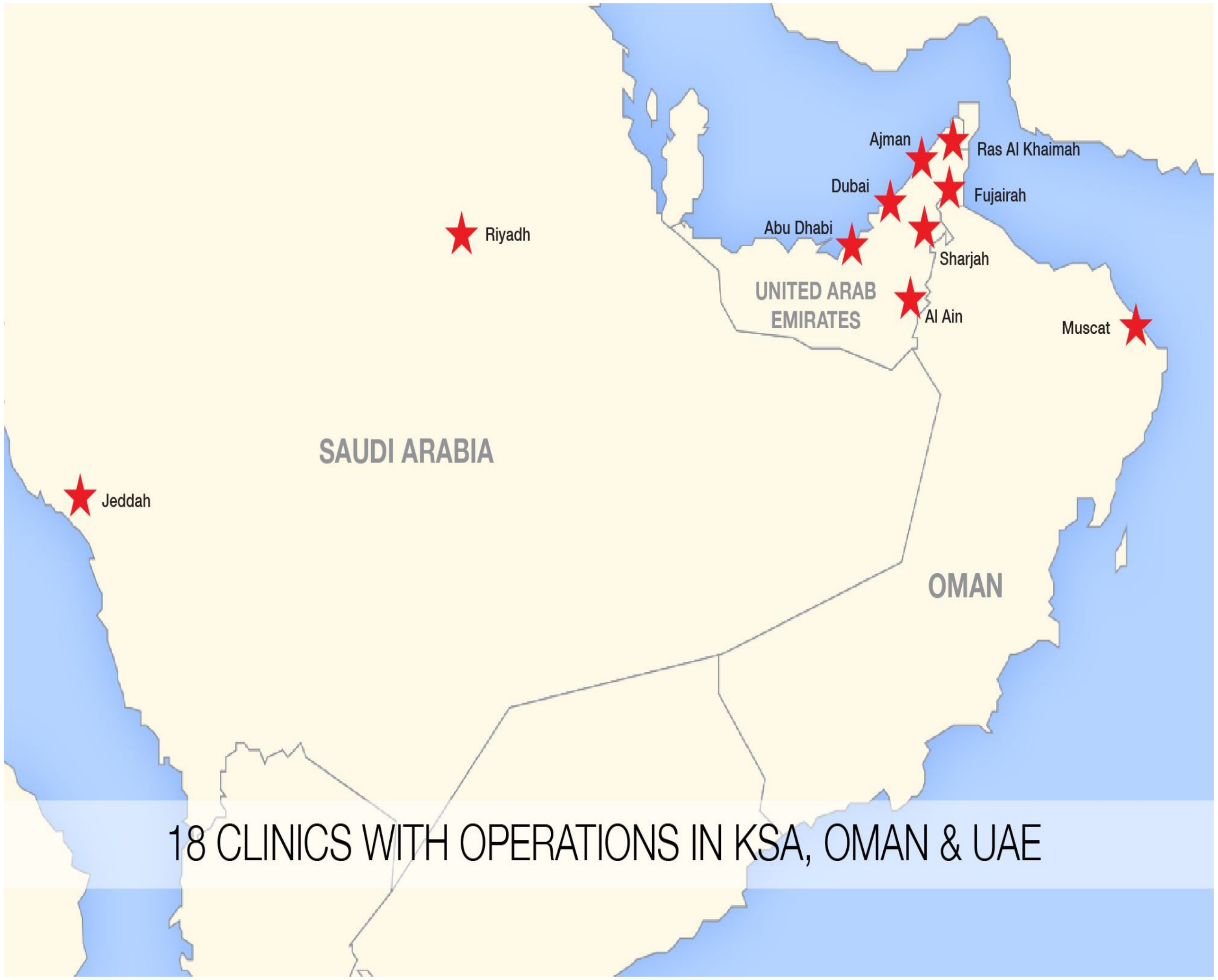
Kaya Middle East Region

Kaya Middle East : Highlights

- Net Revenue SSG has grown by 23%.
    - Customer count has grown by 5% over Q2 FY 14.
    - Ticket size grew by 10% over Q2 FY 14.
- Q2FY15 EBIDTA of INR 83 Mn (21%) compared to INR 6 Mn (2%) in Q2 FY 14.
- Q2FY15 PAT at INR 70 Mn (18%) as against INR 27 Mn (8%) in Q2 FY 14.

SSG: Same store growth @ constant currency

Our Presence



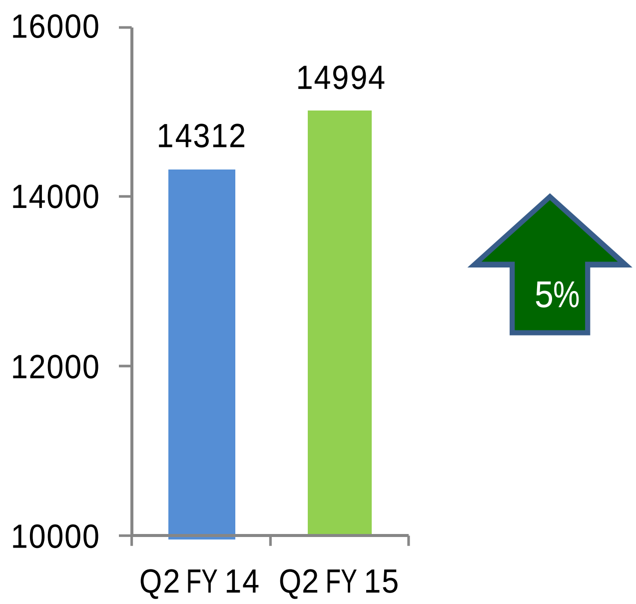
18
Clinics

3
Countries

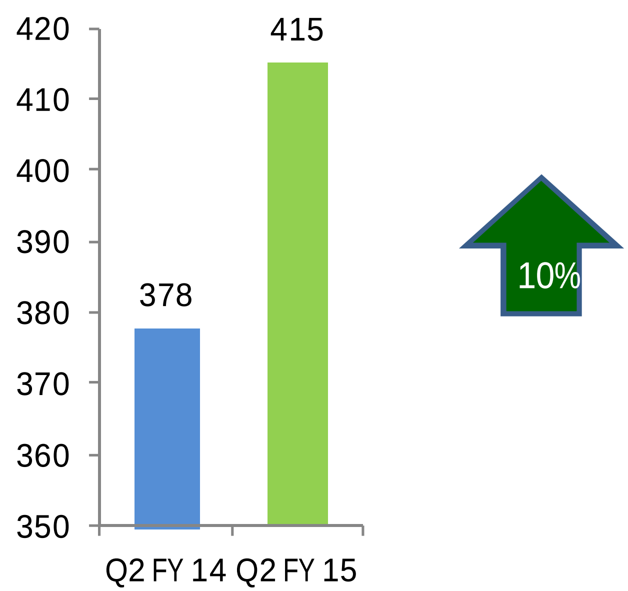
8
Cities

The picture above just gives an idea of location and don't represent exact scale

Operational Indicators – Middle East



Customer count

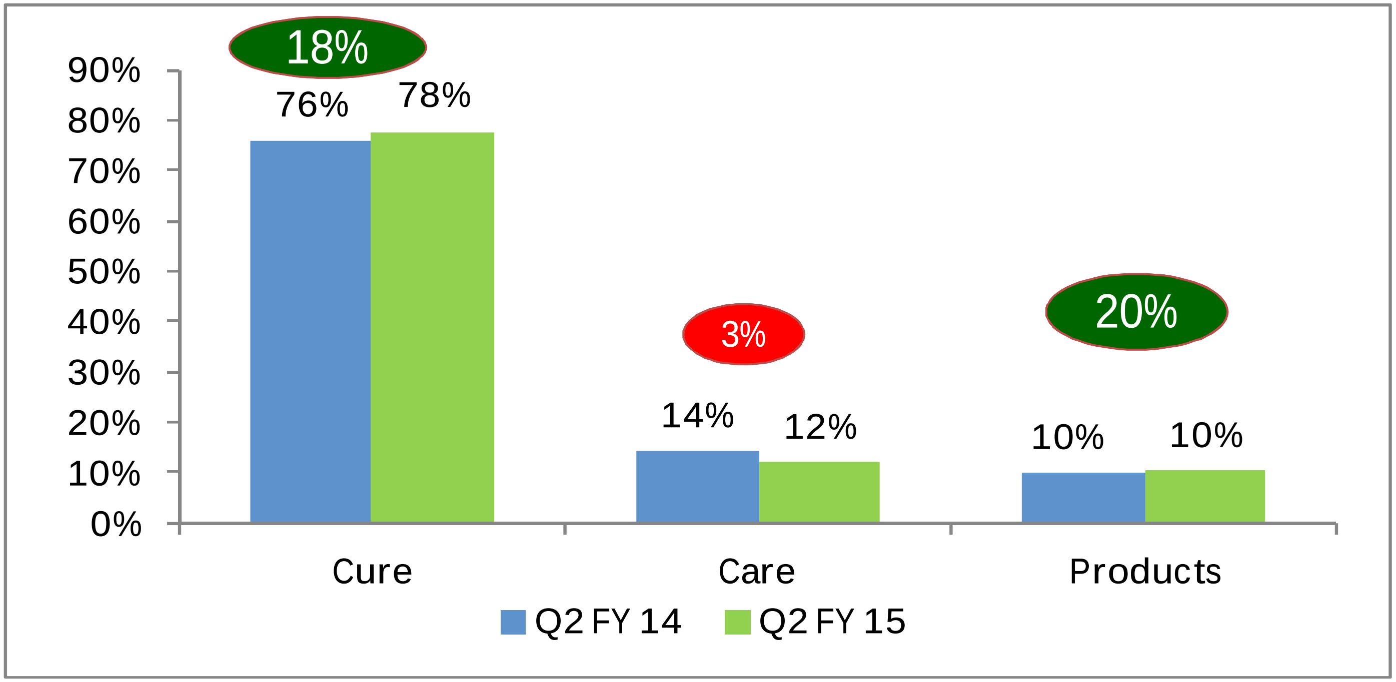


Ticket Size (USD)

- Ticket Size growth is mainly on account of increase in Revenue from Cure category

On constant currency basis

Category Mix % - KME Region



Cure Category revenue has increased by 18 % & Products revenue has grown by 20 %

On constant currency basis

Financials

Financial Highlights : MaKE Group

Particulars (INR Mn)	Q2 FY 14	Q2 FY 15
Collection	864	941
Net Revenue	729	840
EBIDTA	3	111
Operating Margin	-23	84
Other Income	46	39
PBT before Exception	23	123
Exceptional Items	-34	0
PAT post Exception	-11	126

9%

15%

Collection SSG 9%
@ constant currency

Net Revenue SSG 16%
@ constant currency

EBIDTA margin at 13%
against flat LY

Operating margin at 10%
against (3)% LY

Note:

- DIAL (Singapore business) numbers have been excluded from Q2 FY 14 (Singapore business was divested in Q4FY14)

- Numbers of Q2 FY 14 taken from management accounts

SSG: Same store growth @ constant currency

Financial Highlights : India

Particulars (INR Mn)	Q2 FY 14	Q2 FY 15
Collection	529	564
Net Revenue	401	446
EBIDTA*	-3	31
Operating Margin	-17	16
Other Income	14	39
PBT before Exception	-4	55
Exceptional Items	-34	0
PAT post Exception	-38	59

7%

11%

Collection SSG 5%

Net Revenue SSG 10%

EBIDTA margin at 7% against (1)% LY

Operating margin at 3% against (4)% LY

SSG: Same store growth

Financial Highlights : Middle East

Particulars (INR Mn)	Q2 FY 14	Q2 FY 15
Collection	336	377
Net Revenue	328	394
EBIDTA	6	83
Operating Margin	-5	70
Other Income	32	0
PBT before Exception	27	70
Exceptional Items	0	0
PAT post Exception	27	70

12%

20%

Collection SSG 15% @ constant currency

Net Revenue SSG 23% @ constant currency

EBIDTA margin at 21% against 2% LY

Operating margin at 18% against (2)% LY

SSG: Same store growth @ constant currency

In case of any clarifications please contact on investorrelations@kayaindia.net

Thank you