E2E Networks Limited

Investor Presentation

June 2019

Safe Harbor

This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to E2E Networks’’ future business developments and economic performance.

While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

E2E Networks undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.

E2E IS A CLOUD INFRASTRUCTURE PROVIDER

Building Superior Public Cloud Product with great Value to Customers

About us

- E2E Networks founded in 2009; is a Cloud Infrastructure provider
- Amongst the largest Indian Public Cloud Companies in India
- E2E raised initial investment from Blume Ventures and has got listed on NSE Emerge in May 2018
- We have built our own Cloud Infra and developed our Technology Stack using Open Source, making our Infra among the most affordable in the market
- Customers across various segments

Our Product

- E2E was among the early players in India to offer contract-less computing
- We strive to build a superior Public Cloud with focus on customer experience
- We only focus on essential micro-services critical for customers on cloud
- Self-Service Public Cloud with necessary micro-services has significant entry barrier
- We will continue to remain cost-leaders to be able to address the hugely value conscious SME market in India

Cloud Infra Highlights

~130 Number of **Racks***

~5 GBPS of Internet **Bandwidth Consumed by the Cloud Platform**

135 MWh Units of **Average Energy Consumed per month***

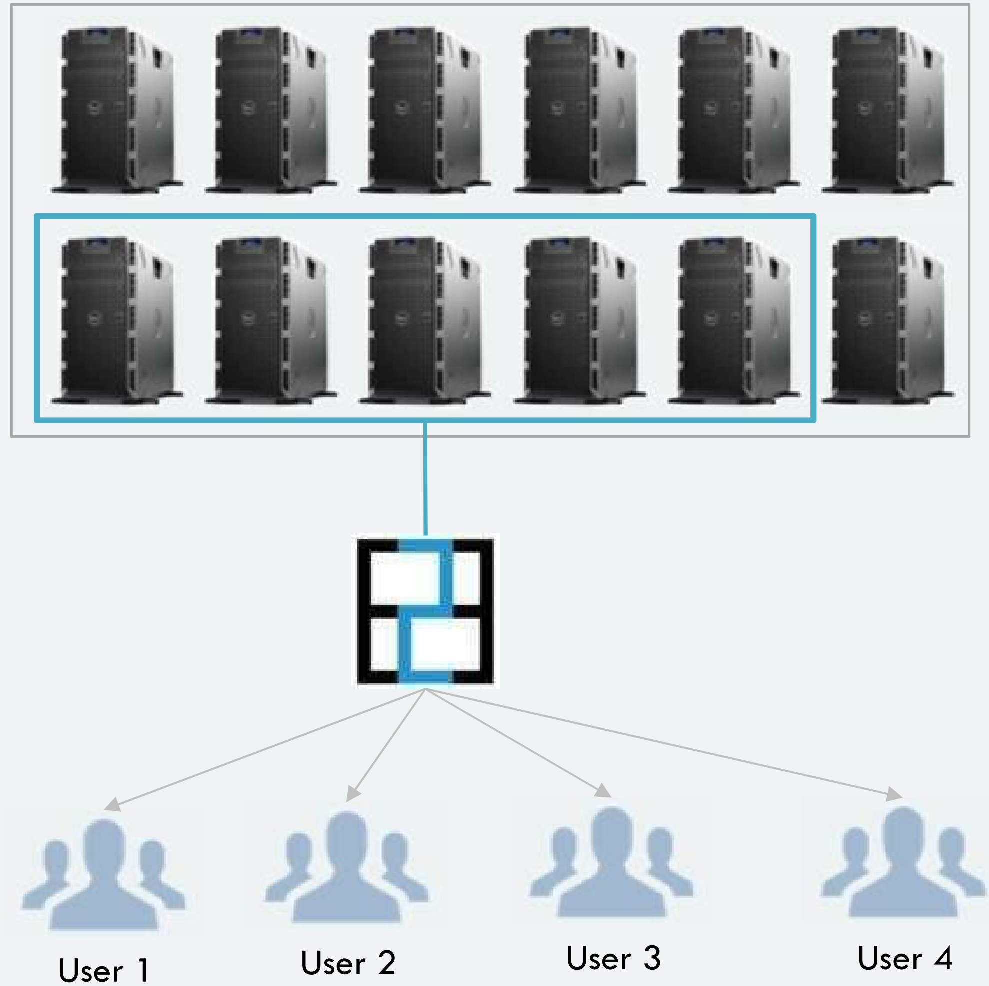
99.9 Percent of **System Availability**

1000+ Number of **Billed Customers***

~10 **Years** in service

*Note: * As on May 2019*

Our Business Model in Cloud Infra



- E2E has agreements with Datacenters for colocation services
- E2E deploys its own/leased servers and other compute infrastructure and configures them to be used as Dedicated or Virtual Compute Servers for Clients
- Clients have the flexibility to increase or decrease their compute requirements and we charge mostly on hourly and monthly basis
- We use our own software stack built from ground up based on Open Source
- Constant improvements in UI/UX on self service platform

Cloud Infra Offering

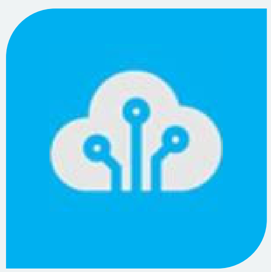
E2E has built its own Cloud Computing infrastructure from the ground up using Open Source Software and custom designed servers to optimize cost, performance and speed of delivery.

E2E can quickly deliver on cost effective public cloud solutions on pay as you go model for customers.

Based on **Functional Requirements** we provide

- Memory Intensive Compute
- High-Performance Compute
- Storage Intensive Compute
- Windows Compute
- GPU Compute

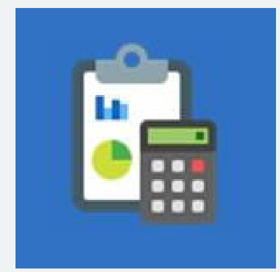
Based on the need for Customization we provide both PUBLIC and PRIVATE Cloud



Virtual / Smart Dedicated Compute Nodes

Load Balancers on Cloud

Backups



Appliances/ Single click deployments

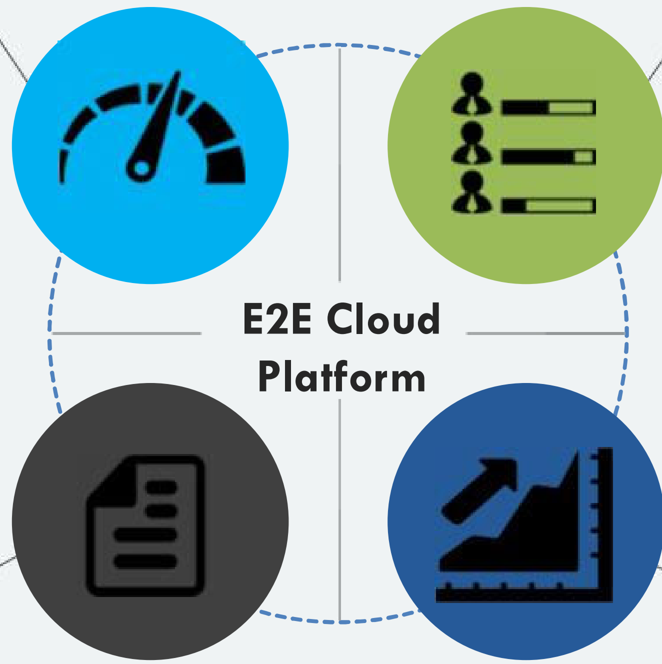
Benefits of Our Cloud Infra Platform

Performance

- For general purpose to advanced workload
- Low latency due to Indian Datacenter
- High uptime and reliability

Self Service Experience

- Self Service cloud with easy monitoring, deployment and backups
- Increasing number of features being made available as self-service



Compute

- Latest generation compute infrastructure
- Established practice of hardware refresh cycle allows us to upgrade hardware with improved cost efficiencies

Cost Effective

- Best in industry and competitive against even smaller domestic players
- Easy to understand Billing

E2E Technology Advantage

Our infrastructure has facilitated multiple clients in their journey from start-up to unicorn scale

High Availability /Reliability	- E2E Cloud has a network availability of 99.9% amongst the best in the Industry - Allows customers to build Redundant Architecture, opt for Firewalls and Backups - Inbuilt capabilities like DDOS protection offers enhanced security against volumetric attacks
Predictable Value driven Pricing	- Easy to understand pricing, best value in the industry - Highly predictable billing with no pricing shocks due to variable usage costs generally associated with competing Public Cloud Providers.
Advanced Technical Stacks	- Our next generation Load Balancer appliances is easy to self deploy - Latest stack uses KVM virtualization and software-defined networking - GPU compute nodes lets customers do AI/ML modelling on a budget
Optimized Hardware	- Use of latest generation hardware - Disciplined hardware refresh cycle

E2E Comparison of Cost vs Peers

	E2E	AWS	Digital Ocean	GCP	Azure
Plan Type	M.30 GB	r5a.xlarge	Optimized Droplet	n1-highmem-4	D12 v2
RAM	30	32	8	26	28
vCPU	4	4	4	4	4
Storage	225 GB SSD	Extra Storage Costs	50 GB SSD	Extra Storage Costs	200 GB Temp Storage
₹ Price per Month	**₹2,044**	₹7,250	₹5,600	₹8,400	₹31,500
₹ Price per Hour	**₹2.8**	₹9.9	₹8.3	₹11.5	₹43.0
Source	*https://www.e2enetworks.com/products/virtual-compute-nodes/2nd-generation-memory-intensive-computing-ssd-series-m/*	*https://aws.amazon.com/*	*https://www.digitalocean.com/pricing/#droplet*	*https://cloud.google.com/products/calculator/#*	*https://azure.microsoft.com/en-in/pricing/calculator/#cloud-servicesd31ef8bb-6b7f-47e3-baad-cfcdcd397ccf*

Note:

- *₹ Price per Month and Per Hour has been rounded for ease of representation*
- *Price in India or APAC as published in respective website and conversion as on June'19*

Sustainable Cost Advantage

	E2E NETWORKS	GLOBAL PLAYERS WITH SERVERS IN INDIA	GLOBAL PLAYERS WITH SERVERS GLOBALLY
POWER	Low Density Deployment		Very Cheap Power
BANDWIDTH			
HARDWARE	Limited number of SKUs		International Sourcing
SOFTWARE	Open Source & Own Stacks	Massive Stack adds to cost	Massive Stack adds to cost
OVERHEADS	Lower Fixed Cost	High Overheads	High Overheads
PRODUCT FEATURES	Basic and Catching up on most used features	Advanced Features with constant addition	Advanced Features with constant addition
LEARNING CURVE	Flat Learning Curve	Steeper Learning Curve	Steeper Learning Curve

Rapid Evolution in our Public Cloud Product

Significant improvement in Flexibility of usage, Product Offering and Customer Experience in last one year

Scaling up of Development and Service Delivery Team to enable changes further

Product Offering	Flexibility to use	Customer Experience	Future Evolution
Smart Dedicated Servers on Linux Windows cPanel	**Storage Oriented Solutions** Series D delivers low-latency and good IOPS for Data intensive applications	**My Account Portal** Improving UI/UX, improved functionally and self-service	- Improve micro-services offering - More storage and delivery options - Drive and Introduce adoption of Appliances
cPanel & Windows admin panel systems	On-demand highly scalable public cloud	Improvements in **Billing**	Add more options on how consumer can use our infra
Appliances Load Balancer Appliance More to be added to drive infra adoption	Newer Compute Series with different configuration	Focus on **Relationship Management** with dedicated personnel	-Introducing newer **payment options** - Focus on enabling more self-service choices

Introduced Innovative Products Like Smart Dedicated Servers

Public Cloud + Dedicated Servers

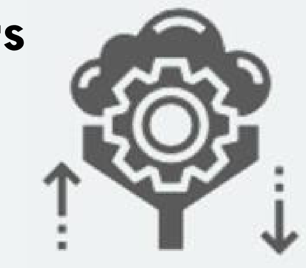
Reduced deployment time

Delivers outsized value

Simple Administration

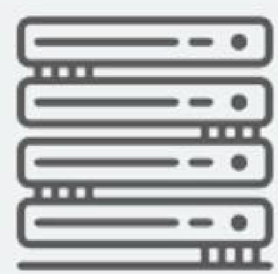
Backup options

Pay as you go billing



Dedicated Hardware

Isolated Environment

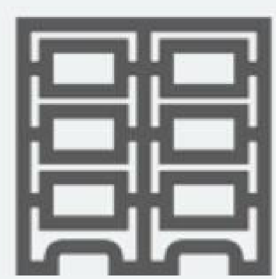


Convenient Provisioning and De-provisioning

Contractless

Multi-OS availability - Windows, Linux

Multi Control Panels - cPanel, Plesk & Webuzo



Indian Data Center

Easy Migration Between Servers

ADDED GPUs ON E2E CLOUD RECENTLY

We offer Nvidia's Tesla v100 GPUs with 32 GB onboard graphics memory based compute instances which are perfect for AI/ML workloads

Our GPU instances can help in optimizing costs by as much as 70% compared to the other leading providers

Our instances are available from Indian datacenters ensuring data locality for your critical India centered data

Through E2E cloud these instances can be used for running in various type of AI /ML frameworks

Used in various applications like:

Machine Learning	Deep Learning for NLP	Convolutional Neural Networks
Object Recognition	Computer Vision	Conversational Speech Recognition

Indian Data Center

Hourly Billing Best Prices

99.9% Up Time SLA

Coupled with Intel Xeons

CLOUD INFRA GROWING IN INDIA AT 40% CAGR

Large Addressable and a very fast growing Industry driven by

Higher Consumption of Data and to accelerate further with adoption of newer technologies like Artificial Intelligence, Machine Learning, IOT

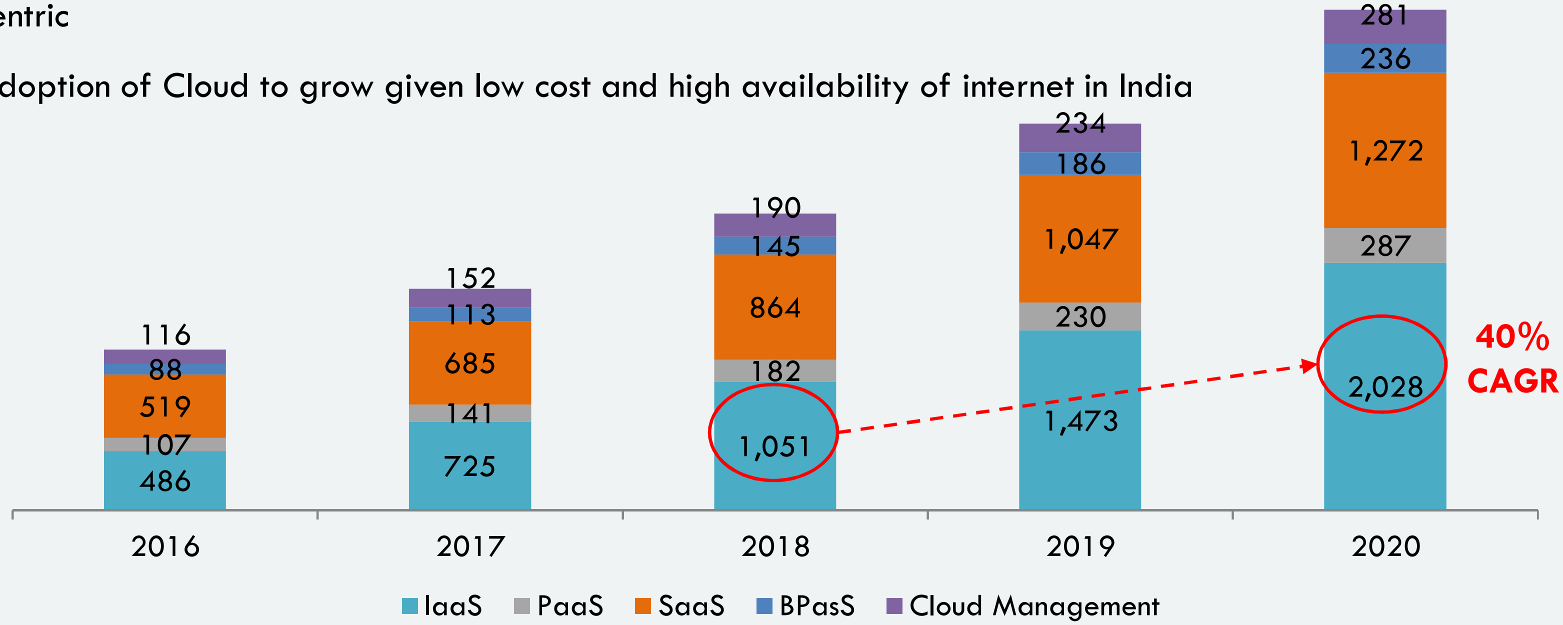
Improvement in Data Connectivity driving acceptability and more so among SMBs

Government Push to go Digital large budget for Bharat Net and push for Digital India Program

Our **focus on SME/MSME** – one of the fastest growing market with 50mn+ SMEs in India

E2E offer deep value to SME given its cost competitiveness, hand-holding, and more application workload centric

Adoption of Cloud to grow given low cost and high availability of internet in India



Source: Gartner Report on Indian Cloud Services,, May 2018. Note: Figure in $ mn

Recent Challenges and Our Approach to Growth

Loss of Revenue from key customer impacted our revenue in FY19. The customer has completely moved out effective May'19. The customer was contributing about 22% of the monthly revenue in March-2019

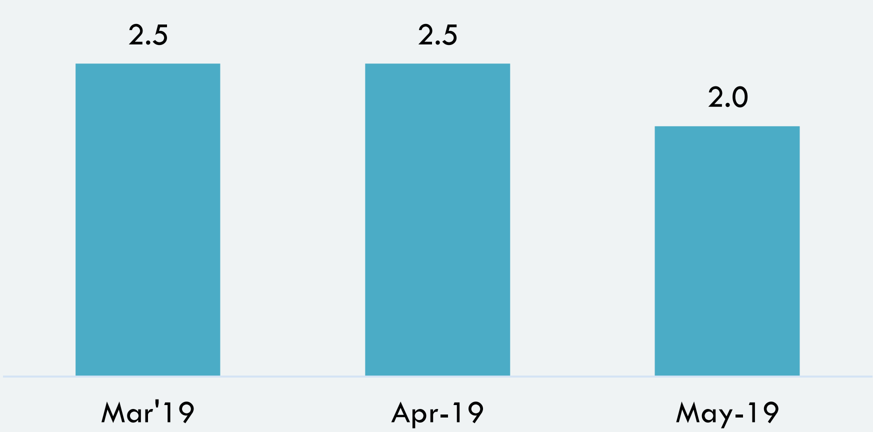
- FY20 revenue starting of at a lower base ~ *Rs 2.0 cr in May'19*
- Significantly reduced client concentration

Profitability impacted due to broadly fixed overheads and our continued impetus on hiring. Priority remains on continued investments in improving the technology and product further.

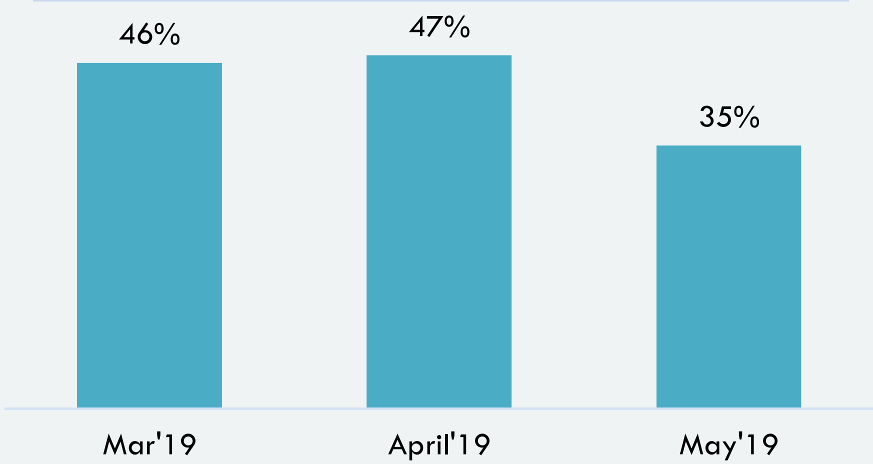
E2E continued effort to build a superior Public Cloud Product is seeing traction with:

- Significant number of self-service customers added in last few months
- Sales effort seeing momentum with gross new addition every month
- Growth opportunities in Digital Transformation, AI, SME among others

~ Monthly Revenue *(in Rs cr)*



~ Revenue from Top 10 customers as % of Total



Business Strategy and Focus

Making our product more robust with greater flexibility for usage

Provide more options on how to use infra including usage for short-term and other specific usage

Various kind of flexibilities like Payments, Commitment Period, Operating Systems, Control Panels

Improving Technical Capabilities

Build capabilities in terms of important micro-services

Development of Infra heavy Appliances relevant to the SME market to drive adoption

Driving growth

Focusing on SME and mid-sized accounts by building process driven Sales

De-risking revenue by reducing client concentration

Scaling technology and sales organization to capitalize on huge market opportunity

Building Up the Organization to Deliver

Scaling up the Organization… (Head count)

66	86	100+
A **Year Back** *Jan'18*	Around Apr'18	**Now**

Across functions with focus on Technology & Sales

- Development / Engineering Team in Delhi
- Sales / Inside Sales Team significant Ramp-up
- Other Functions like Finance, HR also augmented

And added to Senior Management

-Addition of VP Engineering, VP Sales, VP Delivery

-In principle approval from NSE for Employee Stock Option Plan

Key Management Team

Tarun Dua, CMD

B.Tech NIT Kurukshetra
Worked with Yahoo, Value First

Responsible for Strategy and Management

Srishti Baweja, Director

B Com (H) from SRCC, C.A.
Worked with PwC, HPCL

Responsible for Strategy, Finance and Control

Mohamed Imran, Co-Founder, CTO

MS from Anna University
Worked with E2E from beginning

Responsible for Tech & Product

Kesava Reddy, VP Sales

Worked with Minjar, active on Start-up side

Responsible for Sales & Marketing

Shantanu Singh, VP Engineering

MS Sikkim Manipal, IMT Ghaziabad
Worked with Value First

Responsible for Engineering, New Product Development

Himank Saini Sadh, VP Delivery

B. Tech, NIT Kurukshetra
Worked with HCL Tech

Responsible for Product Delivery

Focus on Augmenting Sales Effort

Geographically increased presence *in Bangalore, Hyderabad and Mumbai*

Active ***Inside Sales*** *via. Social Media, Blogs, Articles and others*

Community Development *through events like #ThursdayTechTalks, #PyDelhi, #StartupSaturday, #OpenSourceIndia*

Very ***Active participation*** *in Events, Conferences and other platforms*

Setting goals and performance metrics for ***Sales/Marketing Organization***





Profit & Loss

In ₹ Crores	FY15	FY16	FY17	FY18	FY19
Revenue	**9.9**	**21.4**	**29.3**	**36.0**	**33.8**
Purchase	3.1	5.6	8.0	10.0	10.7
Employee	1.5	2.2	3.5	6.3	8.4
Other	0.6	0.7	1.2	1.9	3.7
Total Expenses	5.2	8.4	12.7	18.2	22.8
EBITDA	**4.7**	**13.0**	**16.6**	**17.8**	**10.9**
Depreciation	3.3	9.0	9.9	9.7	8.8
EBIT	**1.4**	**4.0**	**6.8**	**8.1**	**2.1**
EBIT Margin %	*13.8%*	*18.7%*	*23.0%*	*22.5%*	*6.2%*
Interest	0.1	0.8	0.7	0.3	0.1
Other Income	0.0	0.9	0.2	0.3	0.5
PBT	1.3	4.1	6.3	8.1	2.4
Tax	0.4	1.1	2.1	2.3	0.7
PAT	**0.9**	**3.0**	**4.2**	**5.8**	**1.7**

Loss of Customers decelerated growth

Significant expansion in organization

Company is debt free

Accrued capital gain in various Liquid fund to be realized on selling

Balance Sheet

In ₹ Crores	FY15	FY16	FY17	FY18	FY19
Share Capital	0.4	0.4	0.4	11.5	14.3
Net worth	**4.5**	**6.8**	**11.0**	**17.0**	**33.5**
Borrowings	1.8	2.6	1.5	-	-
Payables	0.5	0.4	0.8	2.3	1.8
Other Liabilities	1.1	3.7	2.4	1.4	2.4
Total Liabilities	**8.0**	**13.5**	**15.7**	**20.7**	**37.7**
Gross Fixed Assets	12.2	24.7	34.7	42.7	50.3
Net Fixed Assets	7.0	10.6	11.2	9.7	11.3
Receivables	0.1	1.1	1.6	2.8	0.9
Cash & Equivalent	0.4	0.8	2.5	6.7	21.4
Other Assets	0.5	1.0	0.4	1.6	4.2
Total Assets	**8.0**	**13.5**	**15.7**	**20.7**	**37.7**

Increase in Share Capital and Reserves post Bonus and IPO

Continued Investment in Fixed Assets to build capabilities for various use case

Increase in Cash & Equivalent post IPO

Well Positioned to Capitalize on Future Opportunities

1

Large Addressable Market Opportunity in Indian Cloud

- *India's Public Cloud Infra Market to grow at ~40% CAGR over the next 2-3 years*
- *Wide adoption among SME due to high reliability and value driven pricing*

2

Product Company with Tech Focused Team

- *E2E product offering stands-out given the significant advantages in terms of Technical capabilities*
- *Stronger product enables us to acquire customers with bigger LTV*

3

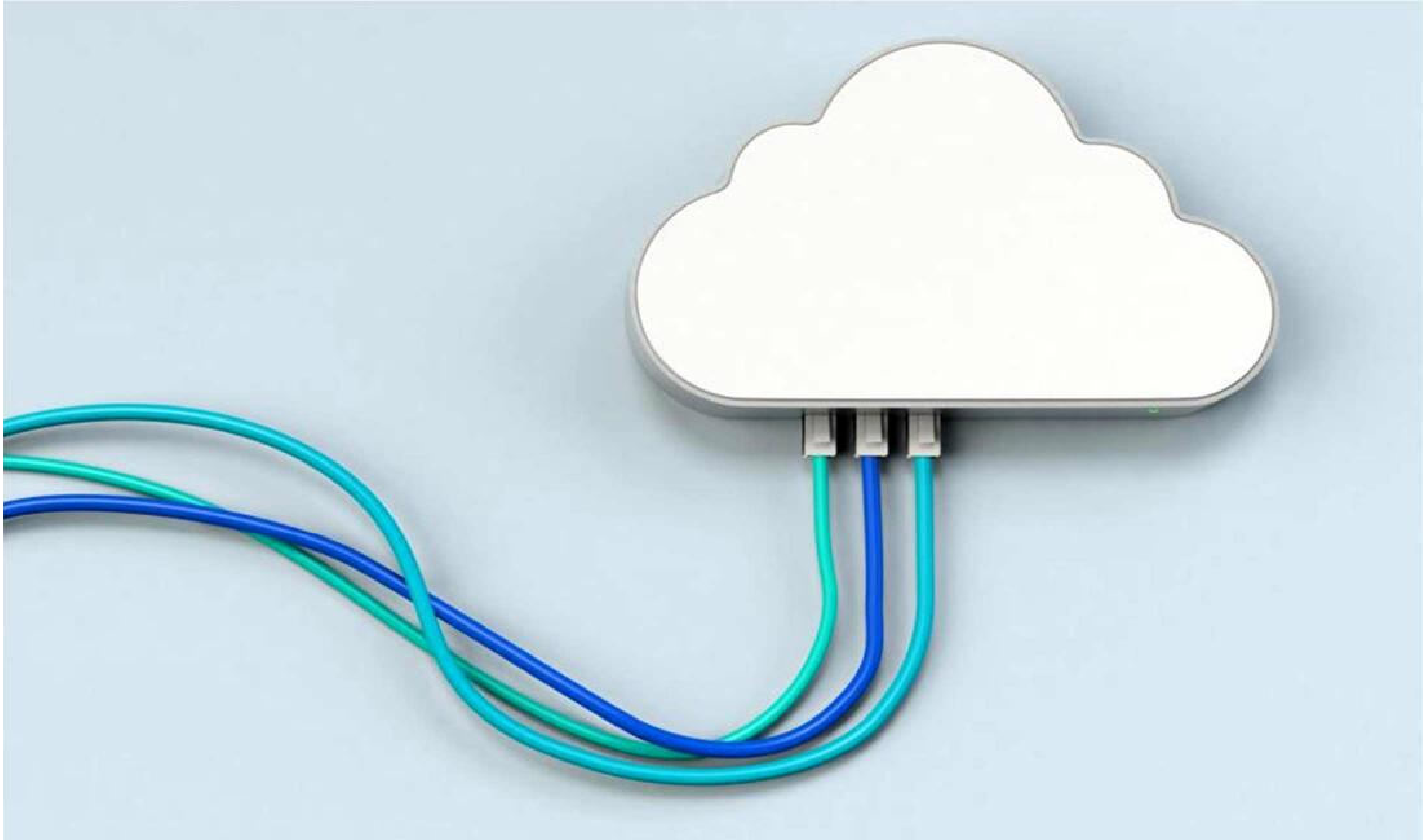
E2E Competes on significant and sustainable Cost Advantages

- *E2E is a Low Cost Cloud Infra provider and caters to cost conscious market segment with its price advantages and speed of execution*
- *We are seeing consolidation with smaller competitors preferring to partner with us to use our Infra given the cost advantages instead of setting up their own co-located cloud infrastructure*

4

Strong Balance Sheet

- *Strong balance sheet with high cash equivalent facilitates our investment in technology*
- *E2E Revenue has grown at CAGR of 36% FY15-FY19, with healthy EBIT & Net Margins*



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