



Investor Update

June 2025

Zee Entertainment Enterprises Limited



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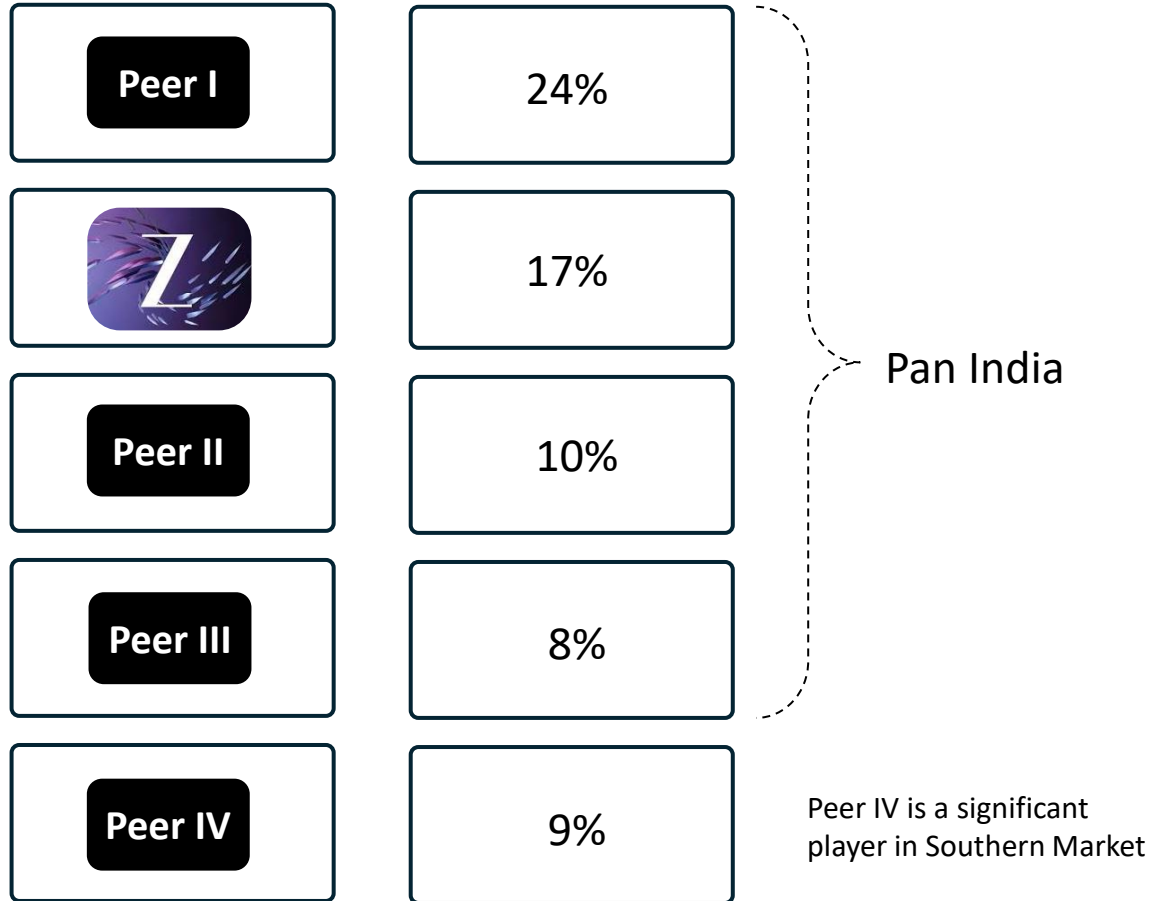
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Use of Operating Metrics: The operating metrics reported in this presentation are calculated using internal company data. While these numbers are based on what we believe to be reasonable estimates for the applicable period of measurement, there are some inherent challenges in these measurements. The methodologies used to measure these metrics are susceptible to source issues, calculation or other technical errors. We regularly review our processes for calculating these metrics, and from time to time we may discover inconsistencies in our metrics or may make adjustments to improve their accuracy, which can result in adjustments to previously disclosed metrics. In addition, our metrics will differ from estimates published by third parties due to differences in methodology.

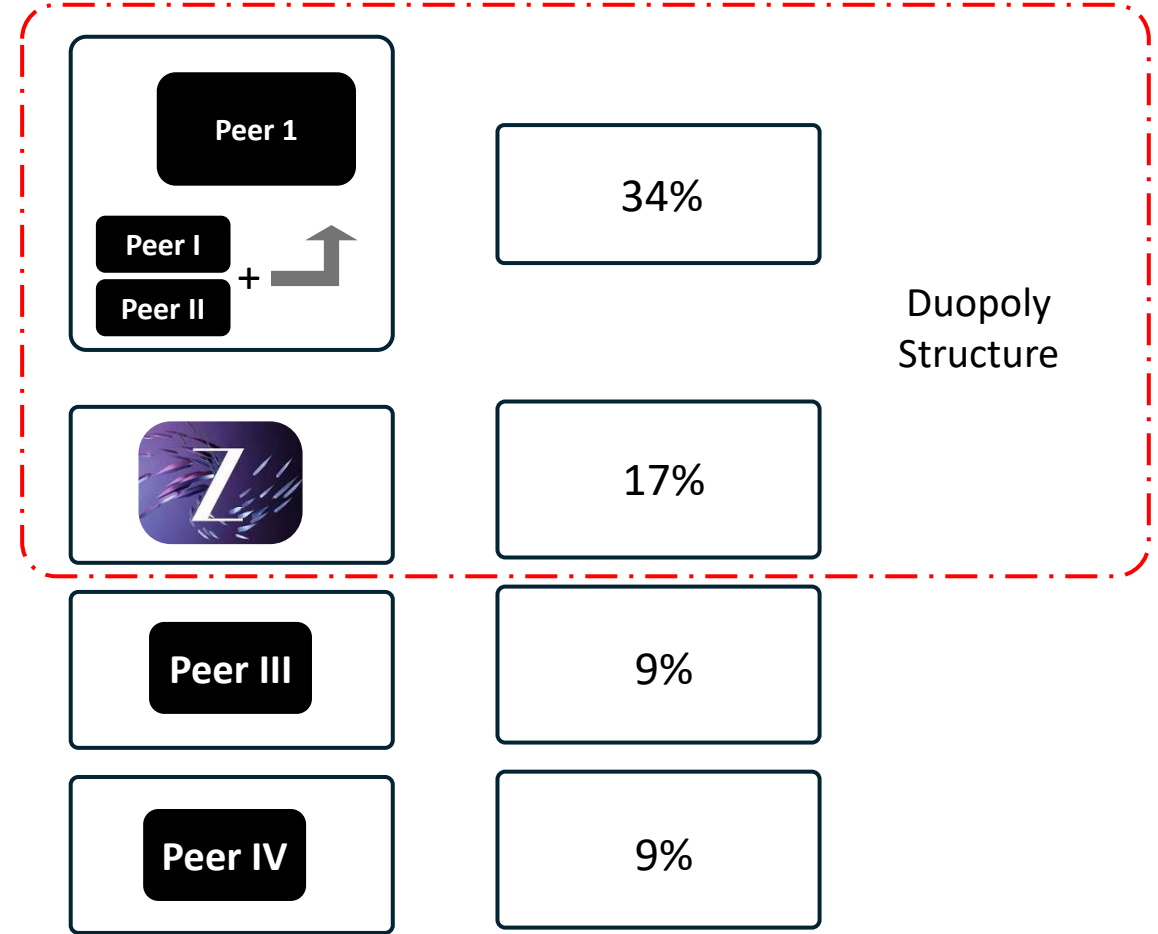
Market Consolidation in a Rapidly Changing Sector - Leading to a Duopoly Structure



A year ago : Pre-Consolidation



Now : Post-Consolidation



'Z' Board and its leadership are focused on achieving sustained relevance in a dynamic environment, which demands unwavering focus and excellence in execution at every level

Consolidation Leading to Increased Competitive Intensity.....



Peer 1

Metric (FY 25)			
Operational	TV Market Share	17%	34%
	TV Daily Viewers	286mm+	358mm+
Content	TV Channels	90+	100+
	OTT Content	130k+ hours	320k+ hours
Financials (INR Cr)	Revenue	8,294	25,302 ¹
	EBITDA	1,196	709 ¹
	EBITDA %	14.4%	2.8%
	Cash and Cash Equivalents	INR 2,406cr	INR ~12,000cr*

Peer-1

- Parentage of INR 2,000,000cr+ market cap provides **substantial financial, strategic resources**
- **Largest shareholder infused ~INR 12,000cr in cash** in merged entity
 - Peer-1 is investing INR 85,000cr+ in content in over a 3-year period
- **Strong ecosystem with well - entrenched distribution** given parents' presence in telecom, OTT, cable etc.

'Z'

- **Most profitable network**, though smaller in scale as compared to Peer-1 (no presence in sports)
- Executing its growth plans for the next few years to further strengthen its presence in General Entertainment
- Target – continue being a formidable player in the changed M&E landscape

'Z' to create a significant cash reserve in order to compete effectively with the competitor and to act proactively to address any rapid market shift

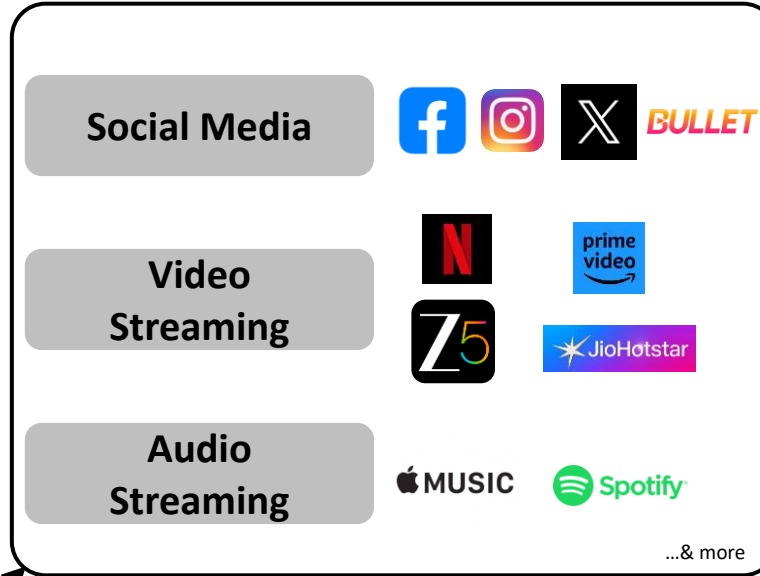
Lines between traditional and emerging media are blurring



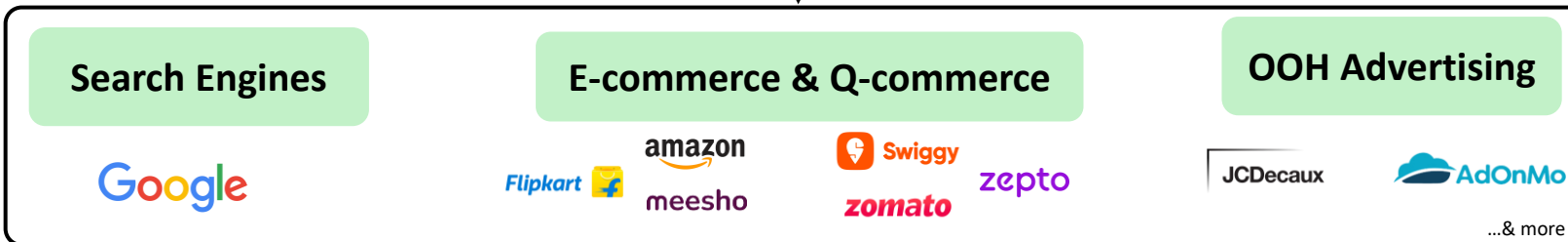
Traditional Media



Emerging Media



Other competitors for ad revenue



- Major players are shifting to a “full stack” model where they continue to operate their traditional channels, but also incorporate emerging media into their platforms
- Digital platforms (domestic and international) are investing aggressively into content (general entertainment and sports) to ramp up their subscriber base
- Increasing investments going into short-form content with its rising popularity resulting in social media gaining importance as a mode of content engagement
- Production houses have the potential to monetize traditional and emerging channels in parallel with the same content and IPs

‘Z’ to enhance its digital offerings in a profitable manner both domestically and internationally without going beyond content ecosystem

- 1 A complete M&E flywheel comprising of leading TV, Digital, Music, Movies and Syndication verticals.
- 2 History of creating quality content across all formats and experienced management team
- 3 Positioned to become leading & profitable OTT player, having completed the investment cycle
- 4 Strong synergies across businesses - Build a holistic reach, distribution and monetization strategy across TV, OTT and Studio businesses.
- 5 Expanding into new business lines by leveraging entrepreneurial spirit, while staying rooted in the content ecosystem.
- 6 Healthy Balance Sheet, proven track record of profitable growth, and further enhanced cost leadership to drive growth.

Key Headline KPIs

17%

TV network share[#]

90+

Global Channels serving South Asian diaspora

4.5+

ZEE5 App rating¹

164 Mn

2nd highest YouTube subscribers²

~265K

Hours of GEC library

6,850+

Movie Titles

300+

Originals on ZEE5

INR ~83 Bn

FY25 Operating Revenue

INR ~12 Bn

FY25 Operating Profit

1.3x

Normalised FCF/ PAT in FY25

Growth Initiatives

- Company is developing new business verticals to expand its target audience and augment revenue streams
 - Micro dramas, UGC, Live Events, Edutainment, Emerging Sports, etc
- Developing new distribution business model to capture and retain a larger pool of eyeballs
- Enhancing content offerings (long form to short form) addressing to all age cohorts
- Investing into media-tech to enhance the viewership experience
- Inorganic expansion through acquisitions or strategic partnerships in high growth verticals such as digital, music, etc

Growth Framework

- All the growth initiatives will be core to the business
- All the growth initiatives shall be scalable and value accretive
- The capital deployed in the growth initiatives will be aimed at enhancing the profitability of the company in next 3 years and surpass the highest EPS delivered by the Company on enhanced capital base
 - 16.5 EPS was highest, achieved in FY19

1

Achieve breakeven in Z5 from EBITDA losses of INR 548 crs* in FY25.

2

Concentrated effort on execution of business plan to achieve 100% target

3

Augmenting human resources capabilities for achieving the business plan

4

Regular and systematic evaluation of competitive scenarios as well as market opportunities

5

Maximization of risk-free treasury income

Key Considerations for Company's Cash Reserves

Z

1

Changing competitive dynamics – Parent of Peer 1 infused ~11,500cr cash as part of the consolidation which could potentially lead to higher expenditures and increased competitive intensity for 'Z'

2

Ability to take on big bets – High cash balance could open avenues to pursue transformational strategic initiatives that could potentially help 'Z' leapfrog in the coming years, such as Sports, Gaming, new international markets, adjacent businesses etc.

3

Liquidity cushion – Company must have sufficient buffer against unexpected expenses or financial downturns, ensuring that it can meet its short-term obligations without needing to secure external financing

4

Inorganic growth opportunities – Increasing competitive intensity and changing industry landscape warrants that 'Z' should evaluate potential acquisition targets and be prepared to quickly capitalize on such opportunities

Overall, 'Z' should continue to maintain a healthy balance sheet and closely monitor any medium-term capital requirements

Key Terms of the Proposed Preferential Issue



1

Fully Convertible warrants issue of ~INR 2,237 crs.

2

Conversion price per warrant : INR 132 (*floor price INR 128.58*)

3

25% of the upfront consideration, balance 75% within 18 month

4

Conversion into equity shares post receipt of 100% consideration

5

Requires shareholder's approval in EGM (Scheduled on 10th July)

6

Post conversion promoter stake will be 18.39%

1

Helps align Promoters' long-term interests more closely with the company and all its stakeholders

2

Continuity in leadership and strategic direction is critical for the execution of business plans

3

Increased stake of promoters will be seen as a vote of confidence in companies' growth prospect and intrinsic value

4

Better stakeholder relationships - Customers, suppliers and strategic partners associate this with higher dependability and commitment to business continuity

5

Enhanced capital base will further bolster the balance sheet against any unforeseen risk events

Yours Truly

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