Macquarie **Equities Research**



The Asia Specialist

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ONMB IN	Outp	erform
Price 29 Apr 10	Rs	386.65
12-month target	Rs	700.00
Upside/Downside	%	81.0
Valuation - DCF (WACC 12.5%, beta 1.0, E	Rs ERP 7.5%, RFR 7.5	700.00 5%, TGR 5.0%)
GICS sector	Software 8	& Services
Market cap	Rsm	22,596
30-day avg turnover	US\$m	2.5
Market cap	US\$m	508
Number shares on is:	sue m	58.44

Investment fundamentals

Year end 31 Mar		2009A	2010E	2011E	2012E
Total revenue	m	4,064	5,476	8,027	11,037
EBIT	m	834	800	1,430	2,245
EBIT growth	%	5.2	-4.1	78.7	57.0
Recurring profit	m	1,151	977	1,623	2,406
Reported profit	m	852	649	1,145	1,697
Adjusted profit	m	852	649	1,145	1,697
EPS rep	Rs	14.22	10.18	17.97	26.63
EPS rep growth	%	23.2	-28.4	76.5	48.2
EPS adj	Rs	14.22	10.18	17.97	26.63
EPS adj growth	%	19.7	-28.4	76.5	48.2
PER rep	Х	27.2	38.0	21.5	14.5
PER adj	х	27.2	38.0	21.5	14.5
Total DPS	Rs	0.00	0.00	0.00	0.00
Total div yield	%	0.0	0.0	0.0	0.0
ROA	%	9.2	8.2	12.9	16.9
ROE	%	13.0	8.9	13.9	17.6
EV/EBITDA	Х	16.4	15.6	9.7	6.7
Net debt/equity	%	-40.2	-41.1	-29.5	-25.2
P/BV	Х	3.3	3.2	2.8	2.4

ONMB IN rel BSE Sensex performance, & rec history



Note: Recommendation timeline - if not a continuous line, then there was no Macquarie coverage at the time or there was an embargo period.

Source: FactSet, Macquarie Research, April 2010 (all figures in INR unless noted)

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3 May 2010

OnMobile Global

Continued investments lead to margin disappointment even as top line jumps

Event

 OnMobile's (ONMB) 4Q FY3/10 results surprised positively on domestic business revenues after a gap of four quarters while margins disappointed as management chose to continue with roll-outs and investment in new international deals even at the cost of short-term margins. Our investment opinions are under review.

Impact

- Domestic business grows strongly, international revenue in line: Domestic revenue at Rs940m (+16.4% YoY, +25.2% QoQ) surprised strongly (24.6% above expectation) and broke out of the range seen over four quarters. This trend matches the strong VAS revenue growth delivered by Bharti Airtel in 4Q results with 7.5% QoQ growth. International revenue at Rs287m (+21.6% YoY, +3.4% QoQ) was 4.7% below expectation because of the deferment of roll-out by one quarter in a big account but the extent of the miss was only Rs14m, which is not material.
- Margin disappointment led by investments in overseas telco accounts: EBITDA margin of 17.8% (-220bp QoQ,-1570bp YoY; Macq estimate: 19.5%) was affected by continued investments in recent international deals. Core business EBITDA margin excluding new international deals was 25.6% (-200bp QoQ). The content fee was higher than the estimate at Rs276m (+47.5% YoY, +25.8% QoQ), on higher contribution of media segment in 4Q.
- Investments in International business to continue: Management indicated
 it will keep up with investment in new international accounts even though
 they need a long time to contribute meaningful revenues so as to capture
 big accounts while the window of opportunity is open.
- Launch of new products, signing of new deals: OnMobile launched RBT in Ecuador (Telefonica) and Egypt (Vodafone) in 4Q and won a new deal for RBT roll-out for a large operator in Western Europe. Several applications for the iPhone were launched and the company extended its phonebook application to the new Android platform and OnMobile phone back-up on BlackBerry devices.

Earnings and target price revision

• Our investment opinions are under review. Full-year EPS in FY3/10A: Rs7.20.

Price catalyst

- 12-month price target: Rs700.00 based on a DCF methodology.
- Catalyst: Revenue contribution from Telefonica deal starting in FY3/11E.

Action and recommendation

• Under review: OnMobile only for long-term investors; expensive on 1-year earnings. Positive traction on execution in Telefonica's markets is a positive, while equity dilution concern is an overhang in the next 2-3 quarters until we get more clarity on the mode, size and end use of funds. Based on EPS of Rs7.20 in FY3/10A, we find ONMB expensive on a 1-year view.

Please refer to the important disclosures and analyst certification on inside back cover of this document, or on our website www.macquarie.com.au/research/disclosures.

Analysis

4Q FY3/10 results review and analysis - Actuals vs Macq expectations

Fig 1 4Q FY3/10 results – OnMobile quarterly P&L; YoY & QoQ growth and deviation from Macq 4Q estimates

Amount in Rs. Million, except ratios	4QFY09	1QFY10	2QFY10	3QFY10A	4QFY10E	(0/ aba VaV)	(9/ abc 0 a 0)	4QFY10E	
	Mar-09	Jun-09	Sep-09	Dec-09	Mar-10	— (% cng YoY)	(% chg QoQ)-		Deviation (%)
Revenues									
Telecom Value Added Services	1,043.1	986.5	1,012.2	1,027.9	1,204.1	15.4%	17.1%	1,055.3	14.1%
Domestic	807.0	769.5	738.9	750.4	939.5	16.4%	25.2%	754.1	24.6%
International	236.1	217.0	273.3	277.5	287.0	21.6%	3.4%	301.3	-4.7%
(% of Telecom VAS revenues)	22.6	22.0	27.0	27.0	23.8			28.5	
	-	-	-	-	-			-	
Other Services	110.1	85.9	52.0	126.8	24.7	-77.6%	-80.5%	114.1	-78.4%
Total Revenue	1,153.2	1,072.4	1,064.2	1,154.7	1,228.8	6.6%	6.4%	1,169.4	5.1%
Operating Expenses									
Cost of Sales & Services	245.5	298.2	306.8	334.0	386.4	57.4%	15.7%	350.8	10.1%
(% of total revenues)	21.3	27.8	28.8	28.9	31.4	0.1.70		30.0	, .
Content fee & royalty	186.9	204.4	206.3	219.1	275.7	47.5%	25.8%	228.0	20.9%
(% of Total Revenue)	16.2	19.1	19.4	19.0	22.4	47.570	25.070	19.5	20.370
,						99.00/	2 70/		0.90/
Other sales & services expenditure	58.6	93.8	100.5 365.8	114.9	110.7 386.9	88.9%	-3.7%	122.8 380.1	-9.8%
Manpower costs	337.5	345.3		376.9		14.6%	2.7%		1.8%
(% of total revenues)	29.3	32.2	34.4	32.6	31.5	20.40/	10.00/	32.5	10.00/
Administration and other expenses	184.4	184.9	281.0	213.1	236.3	28.1%	10.9%	210.5	12.3%
(% of total revenues)	16.0	17.2	26.4	18.5	19.2			18.0	-
Total Operating Expenses	767.4	828.4	953.6	924.0	1,009.6	31.6%	9.3%	941.4	7.2%
(% of total revenues)	66.5	77.2	89.6	80.0	82.2			80.5	
EBITDA	385.8	244.0	110.6	230.7	219.2	-43.2%	-5.0%	228.0	-3.9%
EBITDA Margin	33.5	22.8	10.4	20.0	17.8			19.5	
y-o-y growth, %	1.3	0.2	(0.6)	(0.4)	(0.4)			(0.4)	
Depreciation	123.8	133.1	82.2	113.1	112.3	-9.3%	-0.7%	126.2	-11.0%
EBIT	262.0	110.9	28.4	117.6	106.9	-59.2%	-9.1%	101.8	5.0%
EBIT Margin	22.7	10.3	2.7	10.2	8.7			8.7	
Finance charges	0.0	0.0	0.8	0.9	1.0			0.0	
Other income	66.5	49.1	69.0	53.4	56.9	-14.4%	6.6%	45.6	24.8%
Profit Before Taxes (PBT)	328.5	160.0	96.6	170.1	162.8	-50.4%	-4.3%	147.4	10.4%
Taxation									
Provision for taxation	88.2	70.8	14.4	44.1	60.5	-31.4%	37.2%	41.3	46.6%
	60.2	83.0	23.6	18.6	50.8	-31.470	31.270	41.3	40.076
Current tax			24.4						
(% of PBT)	18.3	51.9		10.9	31.2				
Deferred tax	26.0	(12.4)	3.3	25.5	9.7				
(% of PBT)	7.9	-7.8	3.4	15.0	6.0				
Fringe benefit tax	2.0	0.2	(2.3)	0.0	0.0				
(% of total manpower costs)	0.6	0.1	-0.6	0.0	0.0				
Excess Provision in earlier years	0.0	0.0	(10.2)	0.0	0.0				
Provision for taxation as % of PBT	26.8	44.3	14.9	25.9	37.2				
Profit After Tax	240.3	89.2	82.2	126.0	102.3	-57.4%	-18.8%	106.1	-3.6%
PAT Margin (%)	20.8	8.3	7.0	10.4	9.0			5.2	
Adjusted Earnings Per Share (Rs.)									
Basic	4.2	1.5	1.3	2.3	1.9	-54.3%	-17.4%	1.8	3.1%

Source: Company data, Macquarie Research, April 2010

Financial statements

Fig 2 Consolidated Income Statement

Particulars	FY2007	FY2008	FY2009	FY2010A
	Mar-07	Mar-08	Mar-09	Mar-10
Revenues				
Telecom Value Added Services	1,280.6	2,459.1	3,724.8	4,253.1
y-o-y growth, %	63.2%	92.0%	51.5%	14.2%
Other Services	49.1	159.0	338.7	290.9
y-o-y growth, %	18.7%	223.8%	113.0%	-14.1%
Total Revenue	1,329.7	2,618.1	4,063.5	4,544.0
y-o-y growth, %	61%	97%	55%	12%
Operating Expenses	0176	91 /0	3376	12/0
Cost of Sales & Services	237.2	388.3	777.5	1,325.4
Manpower costs	270.5	642.0	1,203.6	1,474.9
y-o-y growth, %	135.4%	137.4%	87.5%	22.5%
(% of total revenues)	20.3	24.5	29.6	32.5
Administration and other expenses	212.1	539.6	808.7	915.3
y-o-y growth, %	81.1%	154.4%	49.9%	13.2%
(% of total revenues)	16.0	20.6	19.9	20.1
Total Operating Expenses	719.8	1,569.8	2,789.8	3,715.6
EBITDA	609.9	1,048.3	1,273.7	828.4
EBITDA Margin	45.9%	40.0%	31.3%	18.2%
y-o-y growth, %	29.4%	71.9%	21.5%	-35.0%
q-o-q growth, %				
Depreciation	142.9	256.0	439.7	440.7
EBIT	467.0	792.3	834.0	387.7
EBIT Margin	35.1%	30.3%	20.5%	8.5%
y-o-y growth, %	20.9%	69.7%	5.3%	-53.5%
Finance charges	0.2	17.0	0.5	2.7
Other income	43.4	74.7	317.7	228.4
y-o-y growth, %	3882.4%	72.1%	325.4%	-28.1%
Profit Before Taxes (PBT)	510.2	850.0	1,151.2	613.4
y-o-y growth, %		66.6%	35.4%	-46.7%
Taxation				
Provision for taxation	167.6	246.9	299.3	192.6
Provision for taxation as % of PBT	32.8%	29.1%	26.0%	31.4%
Profit After Taxes (FAT) and Willority	337.1	603.0	851.9	423.5
PAT Margin (%)	25.4%	23.0%	21.0%	9.3%
Adjusted Earnings Per Share (Rs.)				
Basic	12.4	12.5	14.7	7.4
Diluted	6.7	11.5	14.2	7.2

Fig 3 Consolidated Balance Sheet

Amount in Rs. Million, except ratios Particulars	FY2007	FY2008	FY2009	FY2010
Tartiourio	Mar-07	Mar-08	Mar-09	Mar-1
Assets				
Current Assets				
Project Work in Progress	0.0	10.6		5.9
Sundry debtors	539.3	989.7	1,445.2	1,689.
Cash and bank balances	211.6	1459	2855	188
Other current assets	5.4	12.5	22.4	25
Loans and advances	479.1	947	1686	212
Total Current Assets	1,235.3	3,419.1	6,008.4	5,723.
Fixed Assets				
Gross Block	E90 6	1 225 2	2 526 2	E 220
	580.6 288.4	1,335.2 539.9	2,536.3	5,228.
Less : Accumulated depreciation	292.2	795.3	1,560.8	1,933.
Net Block			975.5 71.5	3,294.
Add: Capital Work in Progress	42.9	113.4		92.
Total Fixed Assets	335.1	908.7	1,047.0	3,386.
Investments	1,018.2	3,193.7	86.7	677
Deferred tax Assets	0.0	-	1.0	1.
Goodwill on Consolidation	204.8	1,367.9	2,107.8	2,107
Total Assets	2,793.4	8,889.4	9,250.9	11,896
Liabilities and Shareholders' Equity				
Current Liabilities				
Sundry creditors				
for capital items- due to Holding company	73.3	66.8	85.3	
for capital items- due to others	42.0	37.5	89.2	151
for expenses	129.2	543.2	670.6	880
Deferred revenue	1.1	11.7	60.8	73
Credit balance in bank account	0.0	0.0	0.0	0
Other liabilities	52.4	1,080.0	116.1	225
Income Tax	376.7	594.1	849.3	1,001
Fringe Benefit Tax (Net)	3.3	0.2	0.0	0
Employee Benefits	10.1	49.9	99.5	92
Other Provisions	34.9	77.2	47.1	106
Total current Liabilities	722.8	2,460.6	2,018.0	2,530
Debt				
Secured Loans	0.0	0.0	42.7	84
UnSecured Loans	0.0	0.0	3.7	2
Total Debt	-	0.0	46.4	86
Other Long Term Liabilities				
Deferred Tax Liability	29.9	39.3	68.2	93
Due to Earstwhile shareholders of ITfinity Solutions	0.0	0.0	0.0	0
Deferred Payment Liability	0.0	278.6	128.6	128
Stock Options Outstanding Account	0.0	1.4	0.3	0
Minority interest	13.9	0.0	0.0	0
Total Other Long Term Liabilities	43.7	319.3	197.0	222
Charabaldard Funda				
Shareholders' Funds	20.5	F74.4	F70 0	
Share Capital	36.5	574.1	578.3	585
Reserves and Surplus	1,990.2	5,535.5	6,411.2	6,810
Total Shareholders' Funds	2,026.8	6,109.5	6,989.5	7,395
Total liabilities and stockholders' equity	2,793.3	8,889.4	9,250.9	10,235

OnMobile Global (ONMB IN, Outperform, Target Price: Rs700.00)

OnMobile Global (ONMB I	N, Out	pertorm,	Target	Price: Rs	700.00)						
Quarterly Results		1Q/10A	2Q/10E	3Q/10E	4Q/10E	Profit & Loss		2009A	2010E	2011E	2012E
Revenue	m	1,072	1,157	1,396	1,851	Revenue	m	4,064	5,476	8,027	11,037
Gross Profit	m	774	833	1,012	1,342	Gross Profit	m	3,286	3,961	5,940	8,278
Cost of Goods Sold	m	298	324	384	509	Cost of Goods Sold	m	778	1,515	2,087	2,759
EBITDA	m	244	272	370	546	EBITDA	m	1,274	1,432	2,293	3,346
Depreciation	m	133	145	165	189	Depreciation	m	440	632	863	1,100
Amortisation of Goodwill	m	0	0	0	0	Amortisation of Goodwill	m	0	0	0	0
Other Amortisation	m	0	0	0	0	Other Amortisation	m	0	0	0	0
EBIT	m	111	127	205	358	EBIT	m	834	800	1,430	2,245
Net Interest Income	m	49 0	44 0	44 0	39 0	Net Interest Income	m	317 0	177 0	193 0	161 0
Associates Exceptionals	m m	0	0	0	0	Associates Exceptionals	m m	0	0	0	0
Forex Gains / Losses	m	0	0	0	ő	Forex Gains / Losses	m	0	0	0	0
Other Pre-Tax Income	m	ő	0	ő	ő	Other Pre-Tax Income	m	0	0	0	ő
Pre-Tax Profit	m	160	171	249	397	Pre-Tax Profit	m	1,151	977	1,623	2,406
Tax Expense	m	-71	-54	-78	-125	Tax Expense	m	-299	-328	-479	-709
Net Profit	m	89	117	171	272	Net Profit	m	852	649	1,145	1,697
Minority Interests	m	0	0	0	0	Minority Interests	m	0	0	0	0
Reported Earnings Adjusted Earnings	m m	89 89	117 117	171 171	272 272	Reported Earnings Adjusted Earnings	m m	852 852	649 649	1,145 1,145	1,697 1,697
EPS (rep)		1.40	1.84	2.68	4.27	EPS (rep)		14.22	10.18	17.97	26.63
EPS (adj)		1.40	1.84	2.68	4.27	EPS (adj)		14.22	10.18	17.97	26.63
EPS Growth yoy (adj)	%	-44.9	-40.0	-41.9	6.5	EPS Growth (adj)	%	19.7	-28.4	76.5	48.2
						PE (rep)	Х	27.2	38.0	21.5	14.5
						PE (adj)	Х	27.2	38.0	21.5	14.5
EBITDA Margin	%	22.8	23.5	26.5	29.5	Total DPS	0.4	0.00	0.00	0.00	0.00
EBIT Margin	%	10.3	11.0	14.7	19.3 41.9	Total Div Yield	%	0.0 60	0.0	0.0	0.0
Earnings Split Revenue Growth	% %	13.8 37.8	18.1 18.7	26.3 20.6	41.9 60.5	Weighted Average Shares Period End Shares	m m	60	64 64	64 64	64 64
EBIT Growth	%	-5.3	-23.5	-29.1	36.5	1 chod End Ghares		00	04	04	04
Profit and Loss Ratios		2009A	2010E	2011E	2012E	Cashflow Analysis		2009A	2010E	2011E	2012E
Revenue Growth	%	55.2	34.8	46.6	37.5	EBITDA	m	1,358	1,432	2,293	3,346
EBITDA Growth	%	21.5	12.4	60.1	45.9	Tax Paid	m	-417	-328	-479	-709
EBIT Growth	%	5.2	-4.1	78.7	57.0	Chgs in Working Cap	m	-540	71	-946	-1,089
Gross Profit Margin	%	80.9	72.3	74.0	75.0	Net Interest Paid	m	0	0	0	0
EBITDA Margin	%	31.3	26.1	28.6	30.3	Other	m	36	0	0	0
EBIT Margin	%	20.5	14.6	17.8	20.3	Operating Cashflow	m	437	1,174	868	1,547
Net Profit Margin	%	21.0	11.8 0.0	14.3 0.0	15.4 0.0	Acquisitions	m	-734	1.005	0 1 605	1 656
Payout Ratio EV/EBITDA	% x	0.0 16.4	15.6	9.7	6.7	Capex Asset Sales	m m	-572 3,122	-1,095 0	-1,605 0	-1,656 0
EV/EBIT	X	25.0	27.9	15.6	9.9	Other	m	-25	177	193	161
2 1/2511	^	20.0	27.0	10.0	0.0	Investing Cashflow	m	1,791	-919	-1,412	-1,495
Balance Sheet Ratios						Dividend (Ordinary)	m	0	0	0	0
ROE	%	13.0	8.9	13.9	17.6	Equity Raised	m	-5	Ō	0	Ö
ROA	%	9.2	8.2	12.9	16.9	Debt Movements	m	1	46	0	0
ROIC	%	13.3	12.7	22.4	25.6	Other	m	-941	72	0	0
Net Debt/Equity	%	-40.2	-41.1	-29.5	-25.2	Financing Cashflow	m	-945	118	0	0
Interest Cover Price/Book	X X	nmf 3.3	nmf 3.2	nmf 2.8	nmf 2.4	Net Chg in Cash/Debt	m	1,284	374	-544	52
Book Value per Share		116.6	119.9	137.9	164.5	Free Cashflow	m	-135	79	-737	-108
						Balance Sheet		2009A	2010E	2011E	2012F
						Cash	m	2,855	3,136	2,592	2,645
						Receivables	m	1,445	1,641	2,405	3,307
						Inventories Investments	m m	0 87	7 87	10 87	14 87
						Fixed Assets	m	1,047	1,439	2,182	2,737
						Intangibles	m	2,108	2,108	2,108	2,108
						Other Assets	m	1,709	1,797	2,624	3,599
						Total Assets	m	9,251	10,215	12,008	14,497
						Payables	m	845	1,110	1,579	2,164
						Short Term Debt	m	0	0	0	0
						Long Term Debt	m	46	0	0	0
						Provisions	m	47	90	128	171
						Other Liabilities	m	1,323	1,377	1,518	1,682
						Total Liabilities	m	2,261	2,577	3,225	4,017
						Shareholders' Funds Minority Interests	m m	6,989 0	7,638 0	8,783 0	10,480 0
						Other	m m	0	0	0	0
						Total S/H Equity	m	6,989	7,638	8,783	10,480
						Total Liab & S/H Funds	m	9,251	10,215	12,008	14,497
All figures in INR unless noted. Source: Company data, Macquarie Re	search, M	1ay 2010									

Important disclosures:

Recommendation definitions

Macquarie - Australia/New Zealand

Outperform – return >5% in excess of benchmark return Neutral – return within 5% of benchmark return Underperform – return >5% below benchmark return

Macquarie - Asia/Europe

Outperform – expected return >+10% Neutral – expected return from -10% to +10% Underperform – expected return <-10%

Macquarie First South - South Africa

Outperform – expected return >+10% Neutral – expected return from -10% to +10% Underperform – expected return <-10%

Macquarie - Canada

Outperform – return >5% in excess of benchmark return Neutral – return within 5% of benchmark return Underperform – return >5% below benchmark return

Macquarie - USA

Outperform (Buy) – return >5% in excess of Russell 3000 index return

Neutral (Hold) – return within 5% of Russell 3000 index return

Underperform (Sell)- return >5% below Russell 3000 index return

Recommendations - 12 months

Note: Quant recommendations may differ from Fundamental Analyst recommendations

Volatility index definition*

This is calculated from the volatility of historical price movements.

Very high-highest risk – Stock should be expected to move up or down 60–100% in a year – investors should be aware this stock is highly speculative.

High – stock should be expected to move up or down at least 40–60% in a year – investors should be aware this stock could be speculative.

Medium – stock should be expected to move up or down at least 30–40% in a year.

Low-medium – stock should be expected to move up or down at least 25–30% in a year.

Low – stock should be expected to move up or down at least 15–25% in a year.

* Applicable to Australian/NZ/Canada stocks only

Financial definitions

All "Adjusted" data items have had the following adjustments made:

Added back: goodwill amortisation, provision for catastrophe reserves, IFRS derivatives & hedging, IFRS impairments & IFRS interest expense Excluded: non recurring items, asset revals, property revals, appraisal value uplift, preference dividends & minority interests

EPS = adjusted net profit / efpowa*

ROA = adjusted ebit / average total assets

ROA Banks/Insurance = adjusted net profit /average total assets

ROE = adjusted net profit / average shareholders funds Gross cashflow = adjusted net profit + depreciation *equivalent fully paid ordinary weighted average number of shares

All Reported numbers for Australian/NZ listed stocks are modelled under IFRS (International Financial Reporting Standards).

Recommendation proportions – For quarter ending 31 March 2010									
	AU/NZ	Asia	RSA	USA	CA	EUR			
Outperform	50.55%	62.20%	42.25%	42.39%	62.16%	46.74% (for US coverage by MCUSA, 6.53% of stocks covered are investment banking clier	nts)		
Neutral	36.63%	19.02%	47.89%	50.35%	31.89%	34.78% (for US coverage by MCUSA, 9.62% of stocks covered are investment banking clien	nts)		
Underperform	12.82%	18.78%	9.86%	7.27%	5.95%	18.48% (for US coverage by MCUSA, 0.00% of stocks covered are investment banking client	nts)		

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