

Date: June 14, 2019

To,
The Manager Listing,
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Fort,
Mumbai – 400 023

To,
The Manager Listing,
National Stock Exchange of India Limited
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E), Mumbai - 400 051

Subject: Presentation to Analysts

Dear Sir / Madam,

This is with reference to and in continuation of our letter dated June 13, 2019, wherein we have intimated that the Company will be hosting conference call with Investors / Analysts on Friday, 14th June, 2019 at 11.00 am IST to update on a corporate announcement.

In this regard, we have enclosed the presentation to be made during the conference call.

This is also being made available at the website of the Company i.e www.hexaware.com

Thanking you,
Yours faithfully,
For **Hexaware Technologies Limited**



Gunjan Methi
Company Secretary

HEXAWARE TECHNOLOGIES LTD.

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Navi Mumbai 400710. (INDIA). Tel.: +91 22 6791 9595, Fax : +91 22 6791 9500
(CIN) : L72900MH1992PLC069662 URL : www.hexaware.com





Investor Update Mobiquity Acquisition

14th June 2019

Safe Harbor Statement

Certain statements on this presentation 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 risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Hexaware has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry

Deal Overview

Deal Headline

Hexaware acquires Mobiquity, one of the largest independent customer experience consulting firms specializing in creating frictionless multi-channel digital experiences leveraging cloud technologies for an all cash consideration up to US\$ 182 Mn.

About Mobiquity

Established in 2011, Mobiquity has rapidly scaled in the last 3 years by developing large clients relationships. Mobiquity creates awesome digital products for brands like Amazon, AWS, Rabobank, Philips, Wawa, Backbase and Otsuka. Mobiquity 2018 revenue was US\$ 70 Mn at a 3 year CAGR of ~24%

Strategic Intent

Mobiquity strengthens and complements our offerings in Customer Experience Transformation and Cloud. Together we will now offer a comprehensive suite of digital solutions enabling frictionless customer experiences by leveraging the power of cloud.

Payment Terms

Deal consideration would be a combination of upfront payout up to US\$ 131 Mn and deferred consideration up to US\$ 51 Mn, part of which is contingent on earnouts.

Deal Funding

Acquisition would be funded through a mix of internal accruals and external borrowings.

Mobiquity is the right fit for Hexaware's Strategy

Our Strategy

Organic Capabilities

Relevance for M&A



Automate Everything

- Automation solutions across service lines
- Also, delivering enterprise-wide automation programs for select clients

Continue organic growth and build advanced automation solutions leveraging AI/ML from cloud



Cloudify Everything

- Focus on Cloud Native development
- Developing solutions across Cloud lifecycle
- Joint GTM for 8 offerings with Microsoft for Azure

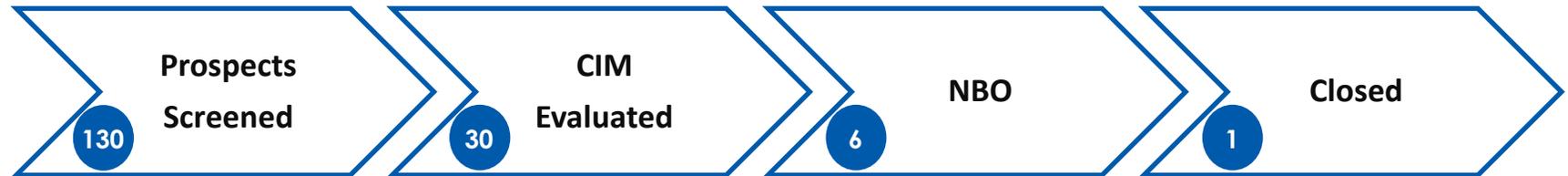


Transform Customer Experience

- Capabilities in CRM, Marketing & Content Management and Commerce. Future focus on marketing automation
- Flagship deal for Digital transformation in APAC (Q2)

- Mobiquity is at the cusp of CX and Cloud – deliver frictionless customer experiences by leveraging the power of cloud
- Will allow us to compete directly with large digital agencies

Assets Evaluated since Nov '17



Strategic Intent | Seven Themes of Synergy

- 1 Bring together Strategy, Design and Engineering
- 2 Build a market leading CX brand
- 3 Build Cloud native development capabilities at scale
- 4 Strong AWS partnership – one of the few partners for Digital Customer Experience Consulting
- 5 Born-Digital and Omni-Channel banking capabilities through Backbase partnership
- 6 Strong reference capabilities to expand in Core/Digital Banking
- 7 Strong reference capabilities to expand in Pharma/Digital Medicine

mobiquity

A global digital consulting firm.

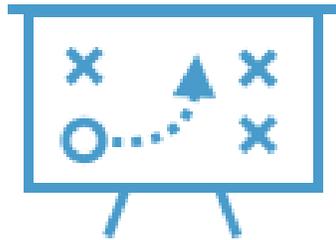
We design and deliver

**DIGITAL
PRODUCTS
& SERVICES**

Whether it's in-store kiosks, an order ahead mobile application or a payment gateway, we're on it.

OUR SERVICES

Mobiquity's end-to-end services span marketing to IT, delivering better experiences through fully operational systems.



Strategy.

Define your digital strategy & design your business



Experience design.

Envision multi-channel experiences through research and design



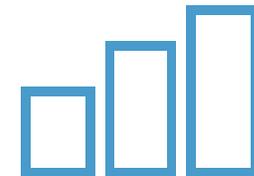
Product engineering.

Develop innovative software products leveraging Agile processes



Cloud services.

Gain scalability and flexibility with the power of AWS

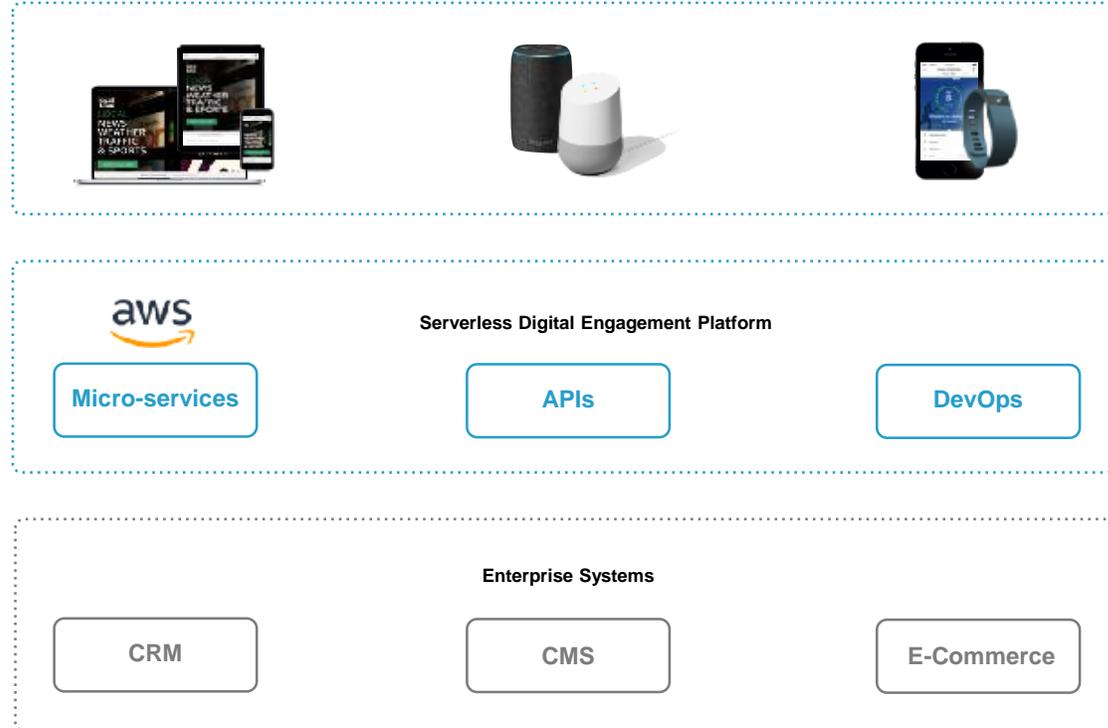


Analytics.

Use data to drive better experiences and intelligently iterate

From FRONT-END APPLICATIONS TO BACK-END SYSTEMS

With scalable, adaptable and reusable architecture to ensure you are always ready to deliver the right experience.



Analytics, Machine Learning and Personalization

Working closely

WITH A WIDE RANGE OF CLIENTS

The effectiveness of our approach can be found globally in a variety of leading brands, from retail to insurance to banking and healthcare.



BACKBASE



BankABC



PHILIPS



From offices ALL OVER THE WORLD

Blended teams of consultants, analysts, designers, developers, data scientists and cloud architects work together from Boston to Seattle to Amsterdam and India.



100+ million users
650+ team members
40+ nationalities
9 locations

Meet Mobiquity | Leadership



John Castleman
CEO

Experienced leader of software and technology services companies



Andy Norman
COO

Early leader at Mobiquity, with extensive technology services experience at IBM, GlassHouse



Tom Sheehan
CFO

"Serial" CFO at software and technology services companies



Liz Smith

SVP, Human Resources

25-year veteran HR executive with 12 years in IT Services at Alliance, EPAM, LiquidHub and Mobiquity



Ty Rollin

Chief Innovation Officer

Chief Innovation Officer – key liaison to AWS



Mike Welsh

Chief Creative Officer

Chief Creative Officer and lead transformation advisor to client executives



Paul Piebinga

General Manager, Europe

Epitomizes Mobiquity's capabilities, combining creative and technology backgrounds with prior experience at EDS, CTP

Our partnership

AMAZON WEB SERVICES



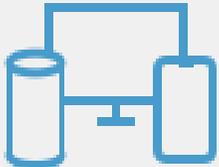
AWS Premier Consulting Partner

- Among top tier of AWS partners globally
- Recognized for digital engagement expertise
- Launch partner for digital services, including Alexa for Business and AWS AppSync



Qualifications

- Alexa Recognized Voice Skill Design and Development team
- Competencies in Mobile, IoT, DevOps and Digital Customer Experience
- 75+ certified solutions architects, developers, and DevOps engineers



Relevant work

- Official AWS re:Invent mobile app
- AWS News skill for Alexa
- 2nd Alexa skill to integrate with Amazon Pay
- CloudWatch skill for Alexa for Business referenced during re:Invent keynote
- Alexa templates and EBC sessions



Our partnership BACKBASE

Backbase provides the leading omnichannel digital banking platform that empowers banks and other financial institutions to accelerate their digital transformation



Key Facts

- Mobiquity has worked in close collaboration with Backbase's Professional Services team on over 15 projects
- 100+ people working on Backbase engagements
- Partner with Backbase internal engineering and professional services departments
- Work on direct engagements with clients



Relevant work

- Implementation and customization of the platform for key Backbase clients
- Marketing, Design and Engineering for a new digital bank
- Revamped legacy mobile and web applications to create omnichannel banking platform for large Asia Pacific bank
- Expanding team in the US with large credit unions and mid-tier banks

- Full year revenue growth ~ 20%
 - Maintain organic growth guidance (after accounting for change of direction of large NN client acquired in Q4 2018)
 - Growth to accelerate in H2 '19
- YoY revenue growth for next 4 qtrs. - Mid 20's
- Full year EBITDA% in line with revenue growth (excluding transaction cost)
- EPS neutral in 2019 (excluding transaction cost)
 - Non-GAAP EPS to grow at ~10%+ over organic numbers from H2, with some acceleration after Year 1



Innovative Services

Passionate Employees

Delighted Customers

Thank you

www.hexaware.com

