

ACTIVATING MARKETS FOR THE MASSES IN INDIA

ANNUAL IMPACT REPORT 2014



198,100 BoP Lives Touched
4x growth 2013 to 2014 (9,905 lives per avatar)

Employment Opportunities

Generated

Active in 19 States in India (46% growth) 1 Retail & Distribution

4 Healthcare

16 **Portfolio** Companies

2.57 Leveraged*

4 Education & Skilling

3 Mobile Commerce & VAS

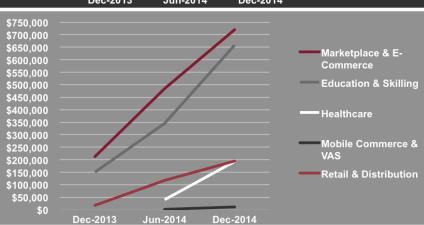
1 Agriculture

3 Marketplace & **E-Commerce**

*Additional capital raised as a multiple of Unitus investment

Cumulative Portfolio Revenue

\$2,500,000 \$2,000,000 \$1,500,000 \$1,000,000 \$500,000 \$0 Dec-2013 Jun-2014 Dec-2014



56 Advisors On-Boarded



16 Strategically **Engaged Partners**



HEALTHCARE

76,598 BoP patients in 7 States

- >500% growth from 2013
- 32,937 health issues detected
- 391% revenue growth July Dec 14

EDUCATION & SKILLING

13,736 BoP students in 3 States

- 113% growth from 2013
- 195 centres: Performance rate: 77%
- 85% revenue growth July Dec14

MARKETPLACE & E-COMMERCE

154,811 BoP suppliers from 15 States

- >500% growth from 2013
- 17.961 transactions
- 340% revenue growth July-Dec14



SERVICES (VAS)

MOBILE COMMERCE & VALUE ADDED

11,210 BoP service providers

- 158% growth from July-Dec14
- >500% revenue growth July Dec14



RETAIL & DISTRIBUTION

1,461 BoP suppliers in 11 States

- 89% growth from 2013
- >500% revenue growth from 2013

Data has been aggregated from 13 portfolio cos.

- Base of Economic Pyramid (BoP) Lives Touched include patients, students, artisans, kirana store owners, auto rickshaw and truck drivers
 Employees include full and part-time paid staff of portfolio companies
 States Touched include Andhra Pradesh, Assam, Bihar, Gujarat, Jharkand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Mizoram, New Delhi, Orissa, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, West Bengal
 – Advisors include Board Members, Advisory Board Members and 38 Venture Advisors on-boarded by Unitus Seed Fund
- Strategic Partners include Parikrama Humanity Foundation, Bangalore Traffic Police, Peace Auto, Bangalore One, Corporate Partnerships, Women On Wings, State Governments, Paragovernment agencies, RBI, Social Enterprise Association of Singapore