



# Vobile

## Company Presentation

➤ April 2023



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## Introduction to Vobile



## Digital Content Protection



Provide evidence for content infringement

## Digital Rights Identification



VDNA

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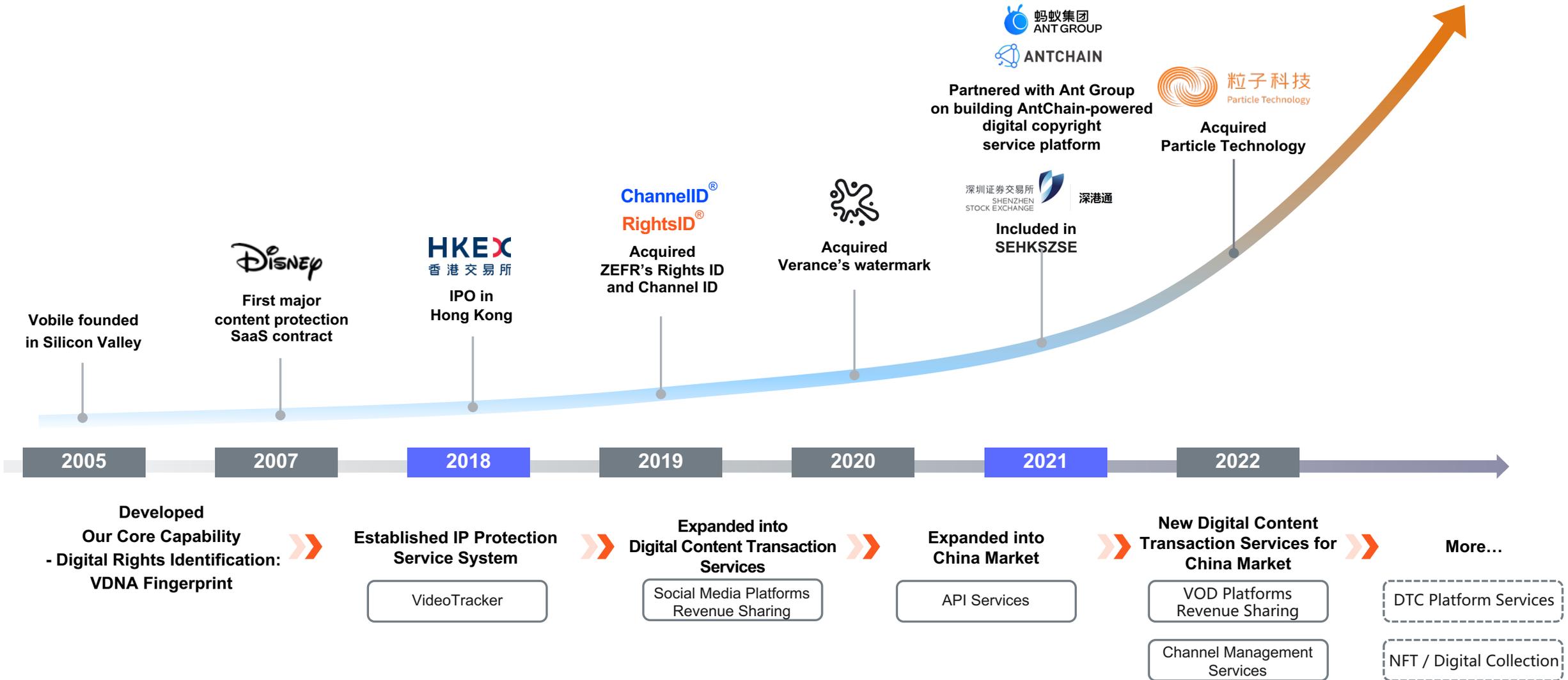
Watermark

## Digital Content Transaction



Track content rights to distribute monetization profit

# Continuously Expand Our Business Boundaries



# Making Creative Content More Valuable



**Base on Core Capabilities of Digital Content Right Identification**

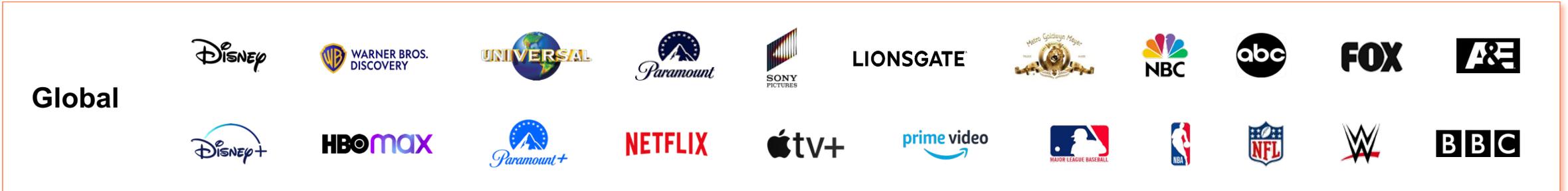
**We Build the Technology Infrastructure for Digital Content Assets Transaction**

**Promoting Efficient Value Distribution Across Ecosystem**

# Trusted Partnership with Top Digital Asset Clients



## Content Owners



## Platforms



**TV Stations and New Media Platforms**  
China IPTV, Regional Government-backed Platforms

**Telecom Operators, IPTV / OTT Platforms**  
China Mobile, China Telecom, China Unicom

**Global Telecom Operator Platforms**  
Hong Kong, Macao

**5G Video Platforms**  
Migu Video, Tianyi Video, Wo Video

## Leading Technology

### #1 Industry's Best Copyright Protection Technology

**Ranked #1** in the video content recognition technology evaluation of 13 global companies organized by the Motion Picture Association of America and Movielabs

### 30+ Patents and IPs

**Online rights management, AI content recognition, audiovisual search** and other technologies to maximize the value of digital assets



### 69th Technology & Engineering Emmy Award



## Accumulated Data and Analytic Base



### Leading Global Database

Certified database managing over **tens of millions** VDNA assets



### Hundreds of Billions Cumulative VDNA Searches

Database and algorithm accumulated in over 15 years and cloud servers deployed in globally in **26 regions** supporting massive data analytics



### Most Efficient Search and Recognition

Search with **real-time direct access** to platforms' database and content recognition with high accuracy

## Long-term Trusted Relationship with Global Clients

### 335

### Global Premier Clients

Covered top content owners including Hollywood studios, leading content operators, and digital content platforms



### Long-term Partnership for over 15 Years

Established long-term trust on our services with **zero false positives** ever



### Integration into Client Workstream

Deep integration in clients' internal workstreams and daily workflow, day-to-day communication to provide customized optimal solutions



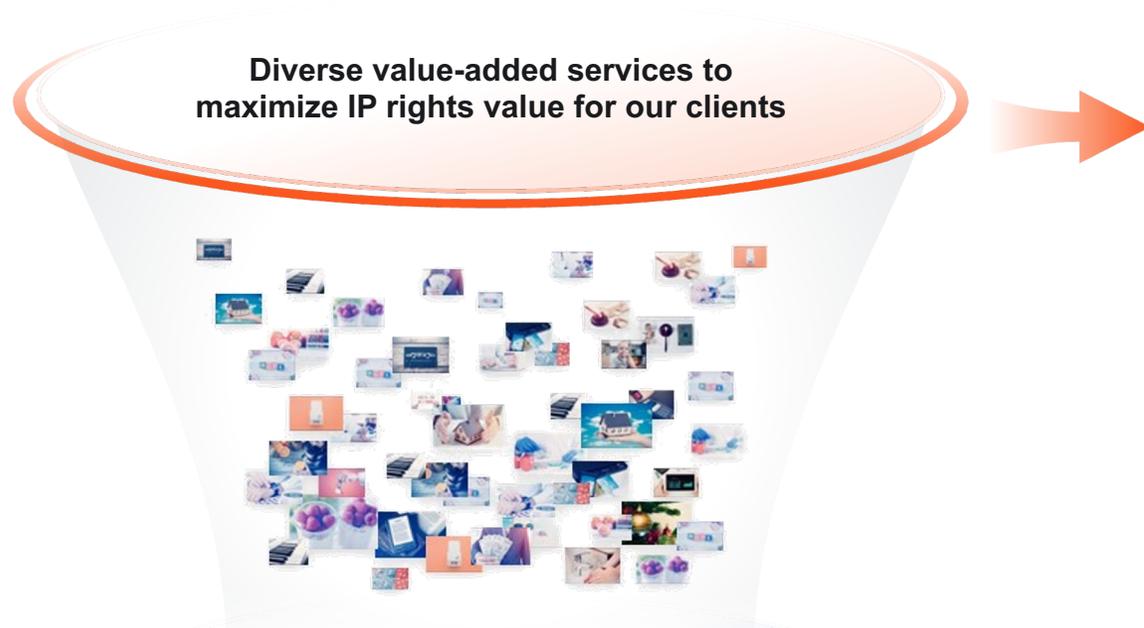
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## Leading Products and Services



# Maximize IP Rights Value through Various Value-added Services Based on Subscription



## Value-added Services

**Social Media Platforms Revenue Sharing**

RightsID® 
 ChannelID®

**VOD Platforms Revenue Sharing**

TVOD 
 Operator Value-added Services

Business Intelligence

NFT / Digital Collection

...More Value-added Services

## Subscription Service

VideoTracker

DTC Platform Services

API Services

Channel Management Services

Innovative Business

# Subscription Services

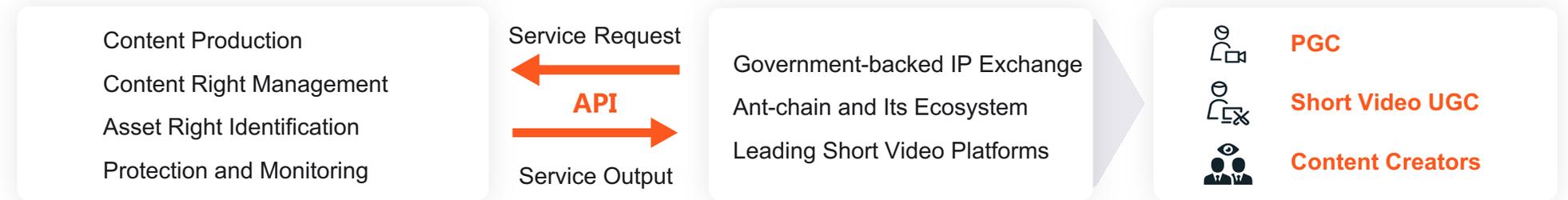
## VideoTracker

Provide IP rights protection services for rights holders

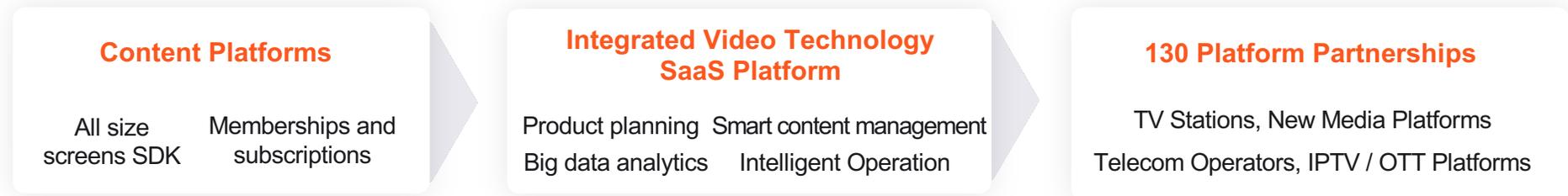


## API Services

IP rights protection and monetization solutions for Chinese platform clients

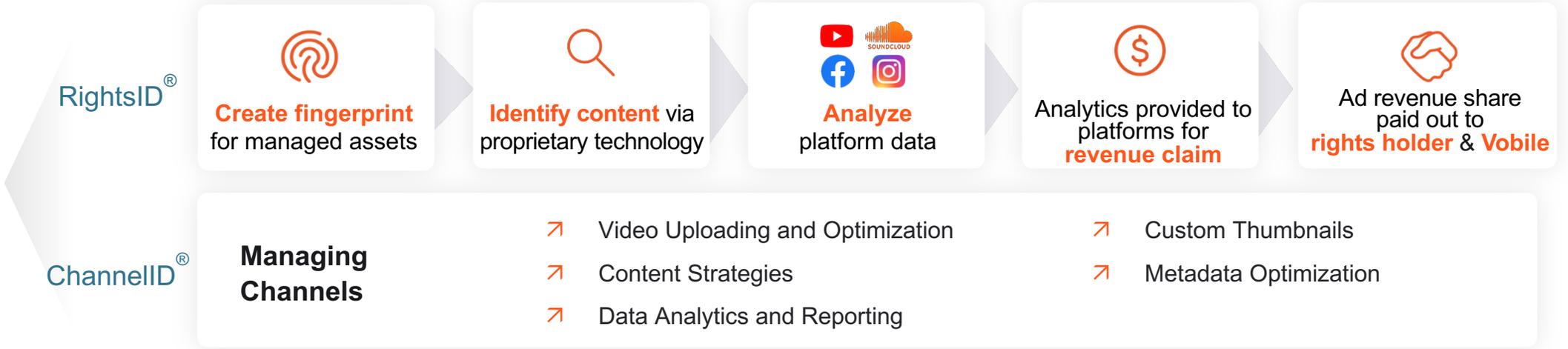


## Channel Management Services

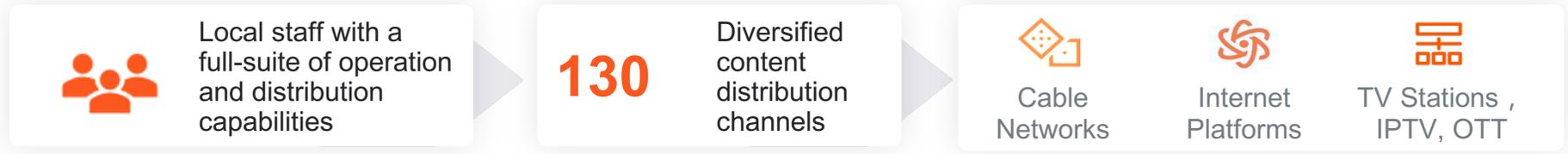


# Value-added Services

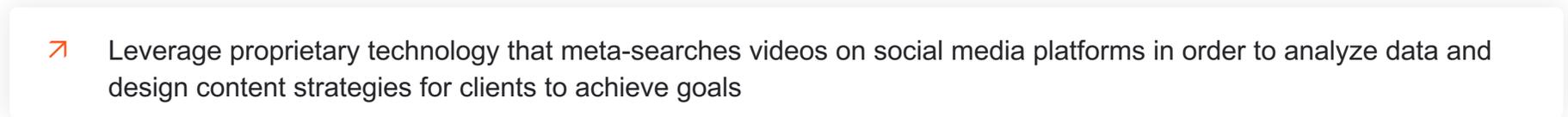
## Social Media Platforms Revenue Sharing



## VOD Platforms Revenue Sharing



## Business Intelligence



...More Value-added Services (NFTs, Digital Assets etc.)



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## Development Opportunities of Digital Content Asset Industry



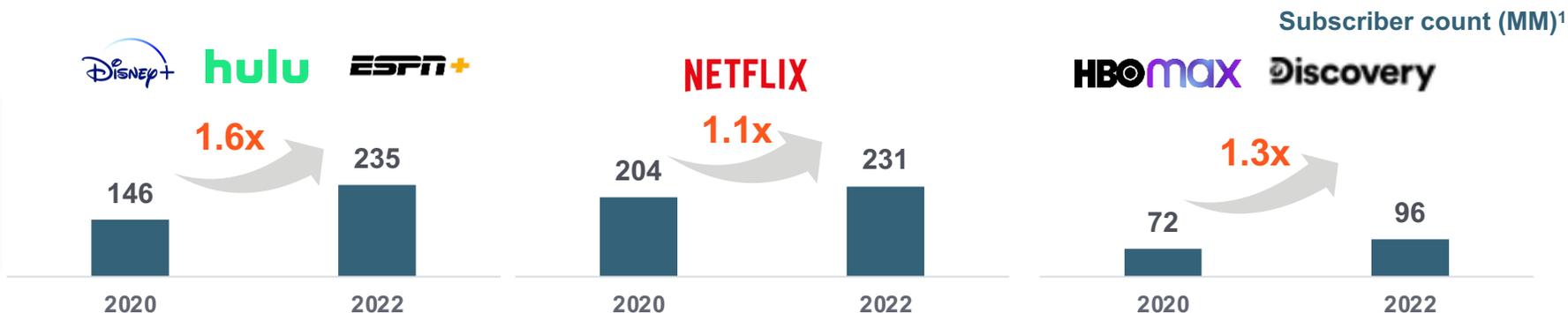
# Evolution of Industry Landscape Brought by U.S. Giants Creates Significant Market Opportunities

Market leaders are redefining the competitive landscape, aiming to consolidate high-quality content



- Warner Bros. merged with Discovery to establish Warner Bros. Discovery
- Amazon acquired renowned film company MGM
- Warren Buffett acquired nearly 69 million shares of Paramount

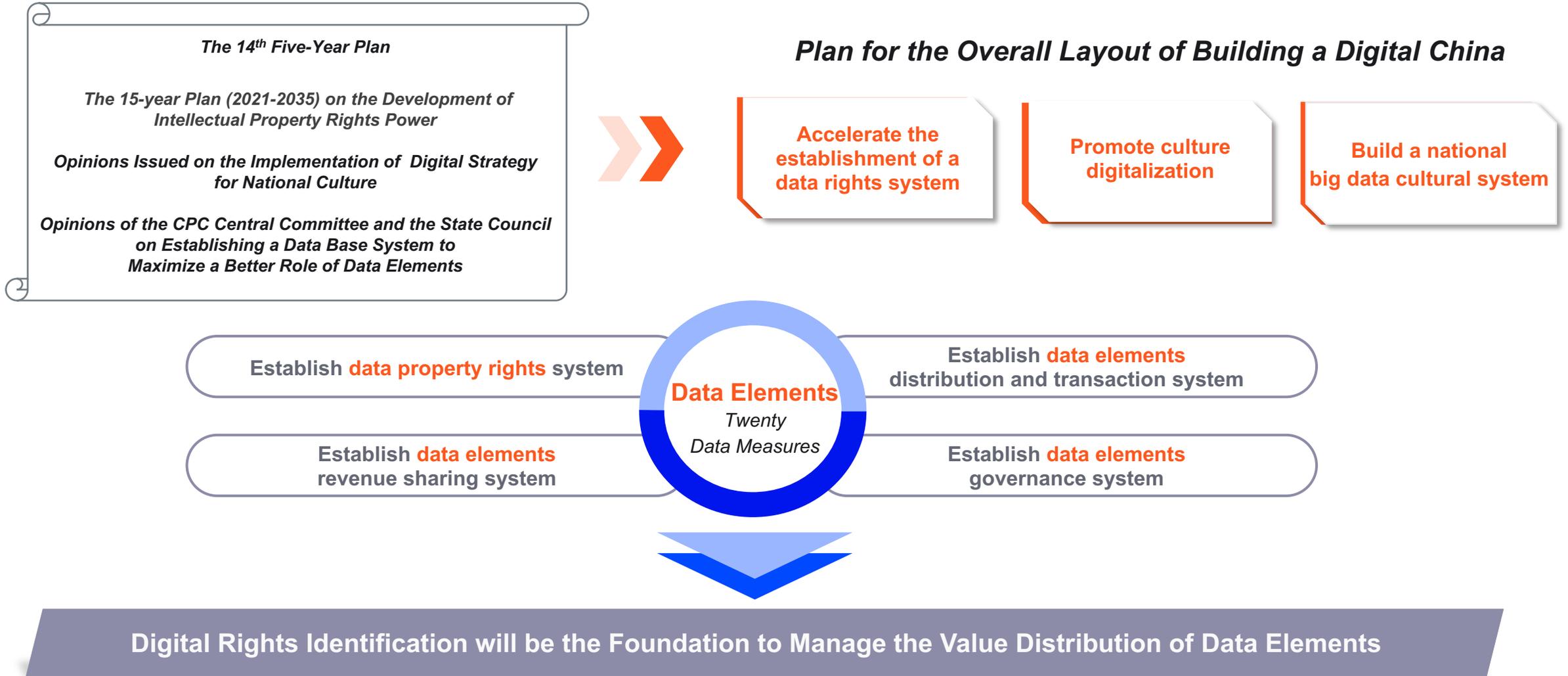
Streaming subscriber counts continue to increase



Leading DTC platform revenues reached record high

In 2022, total revenues for the top DTC players exceeded **\$60B**





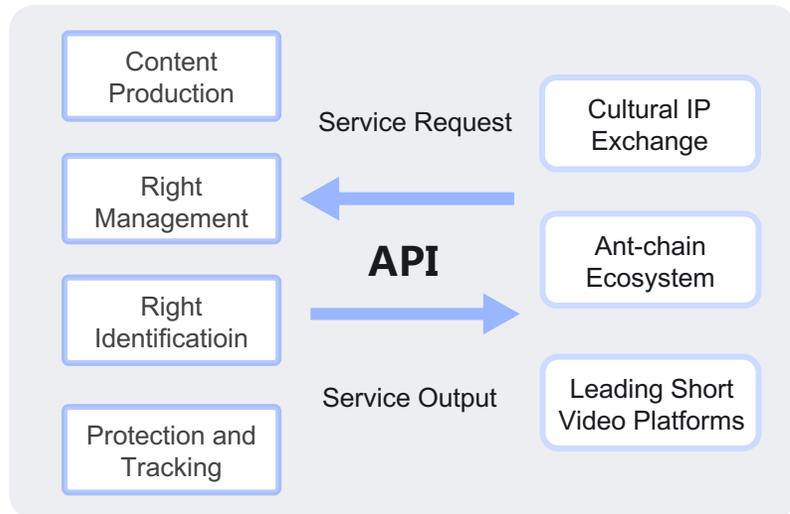
# Seize Opportunities in China Market

Based on our unique technology of VDNA, watermark and monitor, Vobile provides clients with the full-chain service of digital content production, management, right identification, protection, transaction and distribution. Vobile aims to improve the digital content ecosystem, empower the digital culture industry and enhance the effective monetization of digital rights in the industry. We also aim to maximize the value of audiovisual data and improve the productivity of content creator.

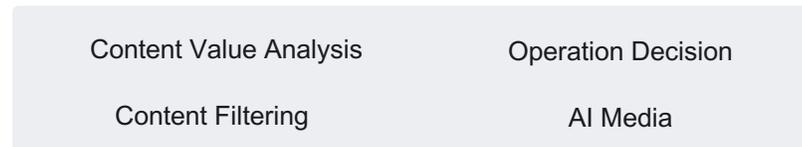
## Full-chain Service for Content Rights



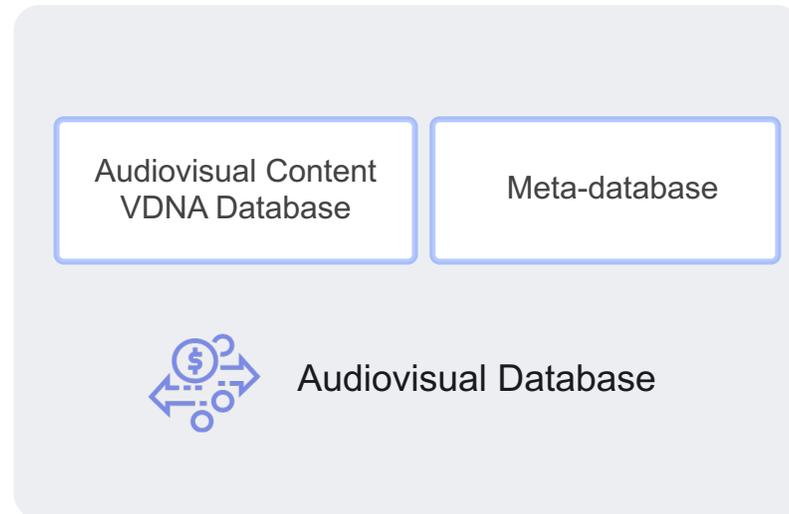
### Roll-out API Service in China



## Monetization the Value of Audiovisual Data



### Establish World's Largest Audiovisual VDNA Database



## 1 DTC Platform Services

**IP Rights Holders** → **Users**

**We Provide**

- VDNA Tools
- Watermark Tools
- DTC Platform Solutions

**Disney+** Unique Content  
**NETFLIX** Exclusive Channel  
**prime video** Subscription Services  
**WARNER BROS. DISCOVERY** Direct Distribution

- Ensure exclusivity of digital content and help DTC platforms to maintain and increase user subscription
- Revenue sharing based on user coverage to promote original content production
- Provide DTC distribution solutions for more IP rights transactions

## 2 Content Protection and Monetization in China

**IP Clients**

- Disney
- SONY PICTURES
- WARNER BROS. DISCOVERY
- UNIVERSAL
- Paramount
- LIONSGATE

**IP Rights Protection And Licensing**  
**IP Authorization for UGC**

**Vobile**

- Comprehensive IP Protection**
- Innovative IP Rights Monetization for Re-creation**

**Subscription Services**  
**Revenue Sharing**

- 抖音集团 Douyin Group
- 快手 Kuaishou
- 哔哩哔哩 Bilibili

## 3 Global Content Distribution of Chinese IPs

**Industry Partners**

**Enterprises**

**UGC**

**One-step Distribution Platform**

- Account Management
- Asset Distribution
- Operation Improvement
- IP Rights Protection
- AI Translation
- Distribution Analysis
- Intelligent Production
- Smart Audit

**Global Platforms**

- YouTube
- Twitter
- Facebook
- Instagram
- TikTok



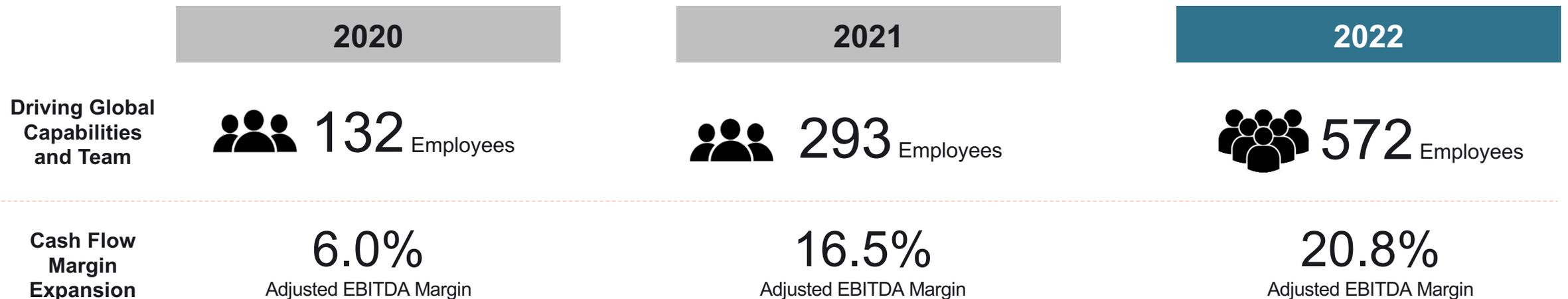
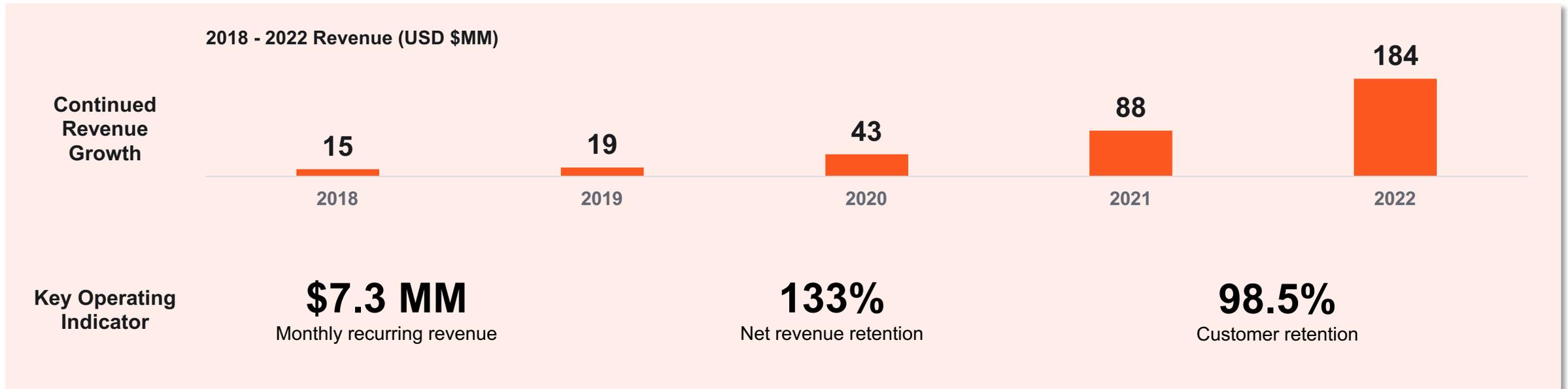
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**Strong Growth with  
Solid Track Record**



# Robust Results and Strong Operating Track Record of Growth



# Strong Growth in Performance



**\$184** MM

**FY2022 Revenue**

**110%** annual growth rate

**20.8%**

**Adjusted EBITDA as % of Revenue**

Increased by two consecutive years with a CAGR of **284%**

**\$7.4** MM

**Net Profit**

Turned loss into profit with a net margin of **4%**

**18.3%** ↓

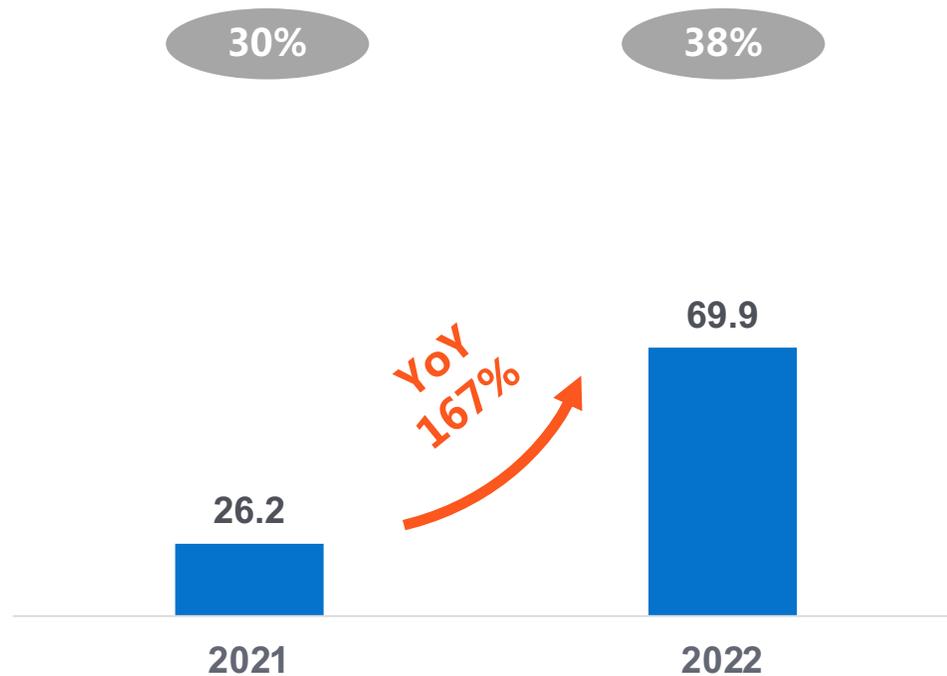
**Operating Expense as % of Revenue**

**Significantly** decreased by **18.3%** compared to last year

# Flywheel Effect of Subscription and Value-added Services to Achieve High Growth

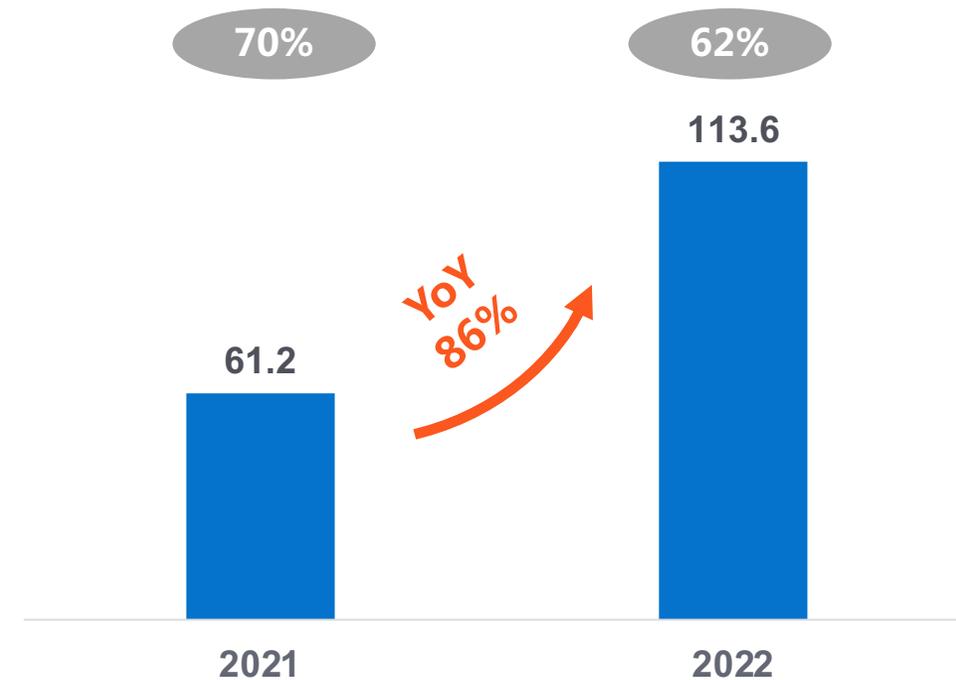


## Strong Increase of Subscription Services (in MM USD\$)



% Subscription services as % of total revenue

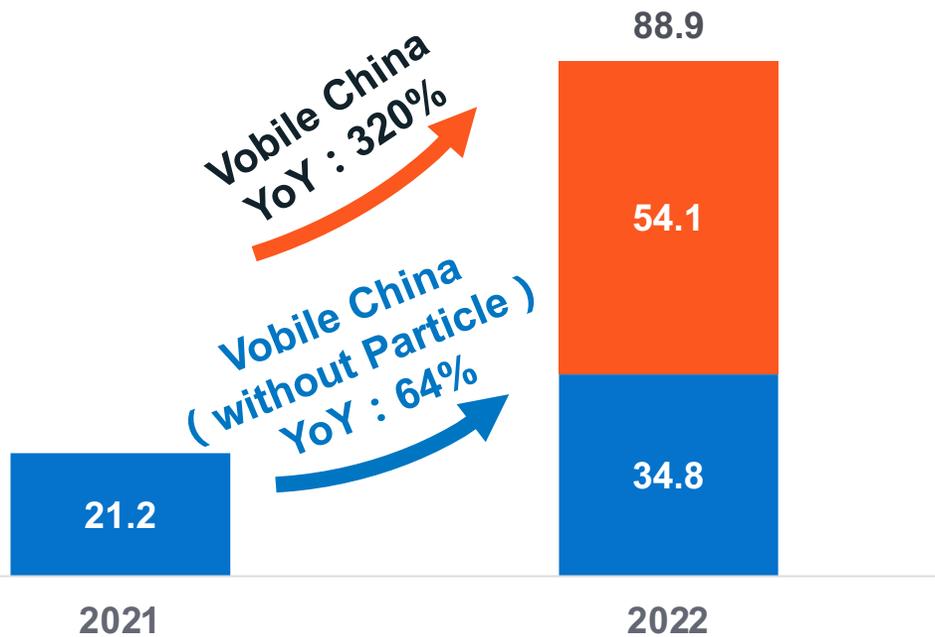
## Strong Increase of Value-added Services (in MM USD\$)



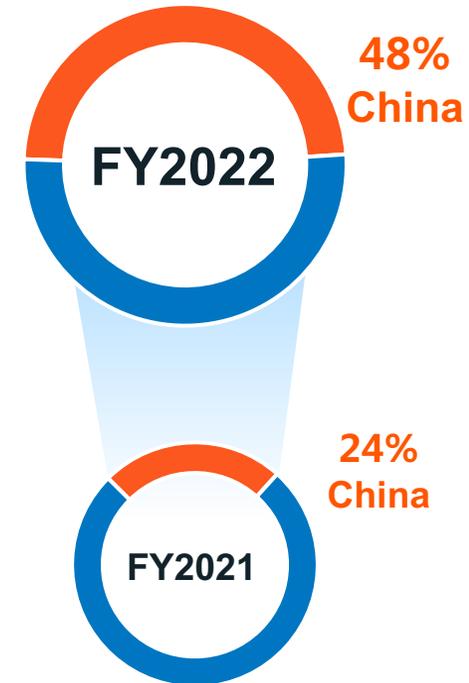
% Value-added services as % of total revenue

# Explosive Growth of Revenue in China

Revenue Growth in China (in MM USD\$)



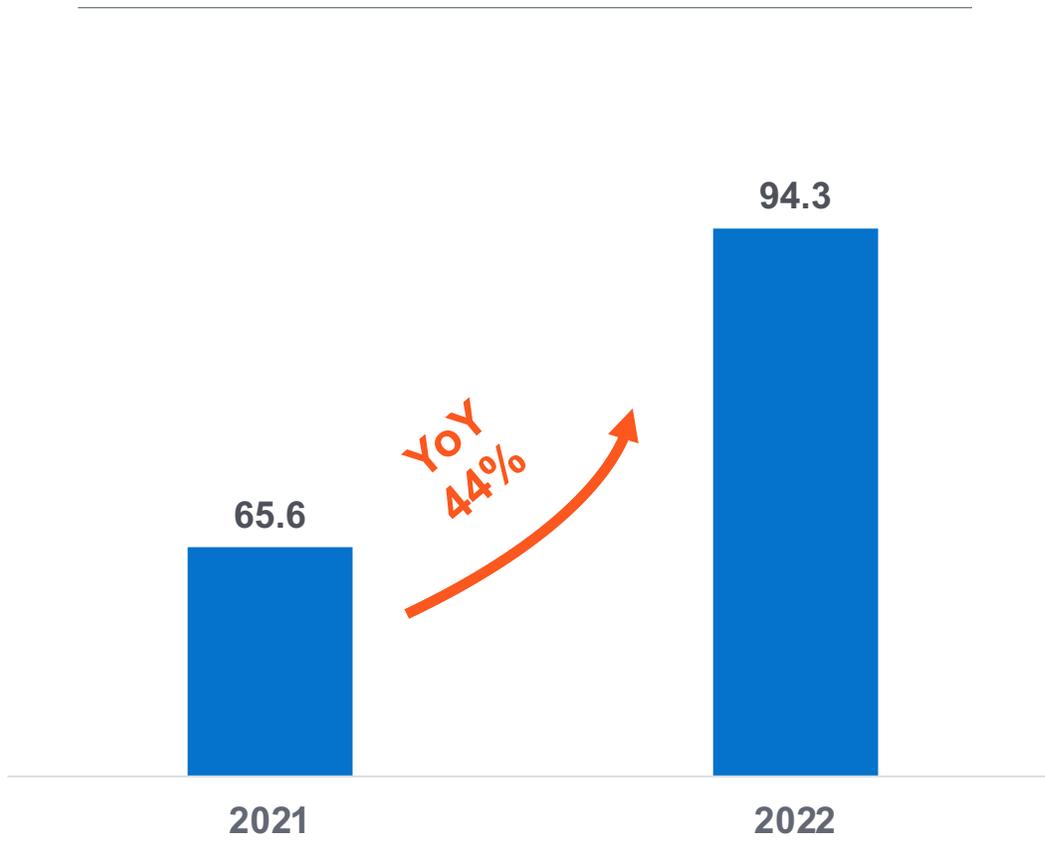
Rapid Increase of China Revenue as % in Total Revenue



- Completed integration of Particle to expand services in China
- Roll-out of API business model to scale the business
- Global content distribution of Chinese IPs as a new driver for value-added services

# Sustained Rapid Growth of Revenue in the U.S.

Revenue Growth in the U.S. (in MM USD\$)



## Continuous Expansion of U.S. Businesses

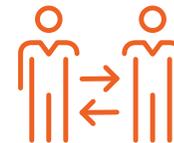


Improved capabilities of content protection by expanded service scenarios



Increased the penetration of existing clients' content library

Upgraded contract for the monetization of the whole content library



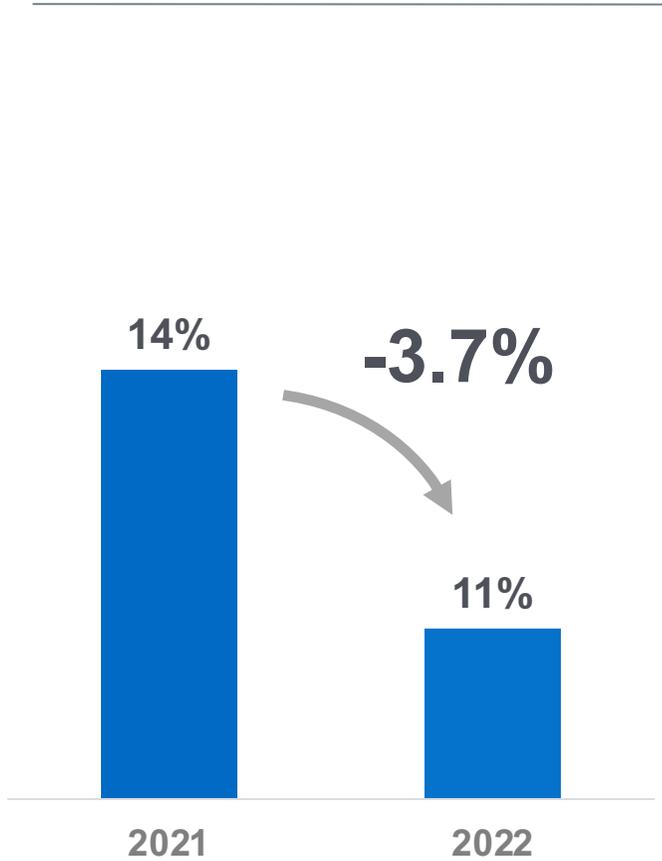
Explored diverse monetization models on social media platforms

Provided more comprehensive services for content owners

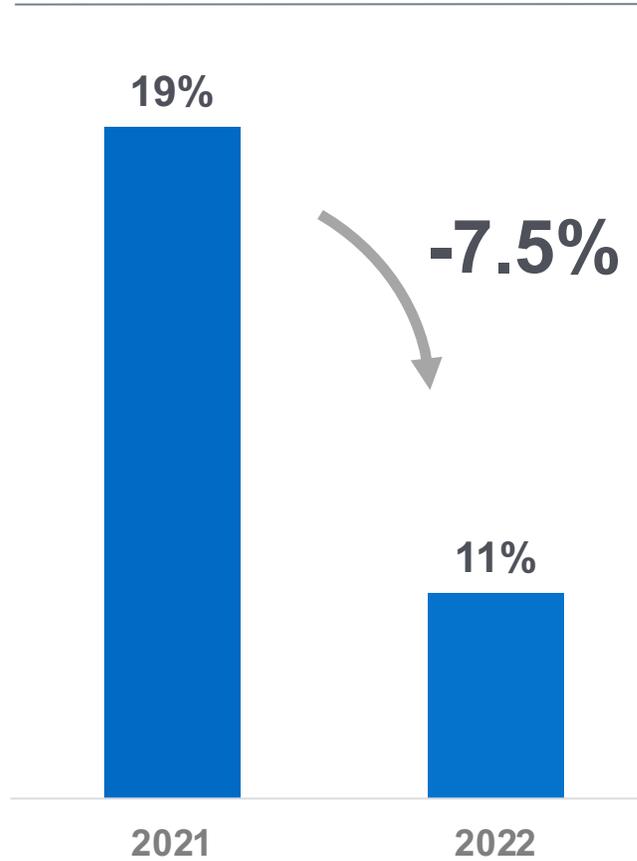
# Effective Cost Management



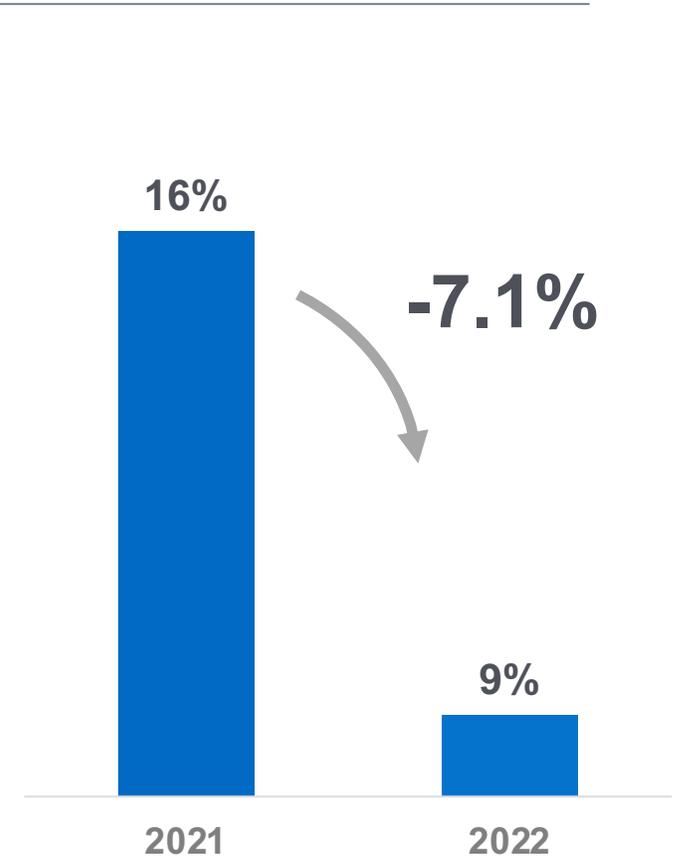
**Selling and Marketing Expenses**  
(as % of revenue)



**Administrative Expenses**  
(as % of revenue)



**Research and Development Expenses**  
(as % of revenue)





## Content Clients

**203**

- Acquired more customers by tapping into further content categories, and established partnerships with premier content partners



## Platform Clients

**132**

- Scaled our business by providing modularized services to platform clients

Total Clients : **335**

Increased by **32** since FY2022 1H

## Social Media Platforms:

Active Assets (by count)

**2.55mm**

Increased by **1mm**  
Since FY2021



## Video-on-Demand Platforms:

Active Assets (by hours)

**2.10mm**

Increased by **170K hours**  
since 2022 1H



# Solid Execution to Ensure Business and Strategic Development



**Completed Acquisition and Consolidation of Particle Technology**

**Participate in China Digital Economy Development**



**Grew with Our Premier Content Clients during their DTC Transformation**

**Completed Major Contract Upgrade**



**Continued to Optimize Our Capital Structure in a Challenging Financing Environment**



**Effective Cost Control to Maintain a Sustainable Profitability**



Making Creative Content More Valuable



[vobile.com](http://vobile.com)

# Appendix: Consolidated Statement of Profit or Loss



	<b>FY2022</b> <i>MM USD\$</i>	<b>FY2021</b> <i>MM USD\$</i>	<b>YOY</b> %		<b>FY2022</b> <i>MM USD\$</i>	<b>FY2021</b> <i>MM USD\$</i>	<b>YOY</b> %
<b>Revenue</b>	<b>183.78</b>	<b>87.46</b>	<b>110.1%</b>	<b>Gross profit</b>	<b>75.25</b>	<b>44.43</b>	<b>69.4%</b>
<i>Segment by business</i>				Other income and gains	6.81	0.70	869.7%
Subscription services	69.94	26.21	166.8%	Selling and marketing expenses	(19.36)	(12.47)	55.3%
Value-added services	113.64	61.24	85.6%	Administrative expenses	(20.75)	(16.41)	26.4%
Other services	0.20	-	NA	R&D expenses	(16.96)	(14.25)	19.0%
<i>Segment by region</i>				Finance costs	(11.82)	(2.57)	359.9%
Mainland China	88.87	21.17	319.8%	Other expenses	(1.38)	(1.32)	4.5%
United States	94.27	65.63	43.6%	<b>Profit/(loss) before tax</b>	<b>11.79</b>	<b>(1.90)</b>	<b>N/A</b>
Others	0.64	0.66	(2.2%)	Income tax expense	(4.39)	(0.99)	341.5%
Cost of services	(108.53)	(43.03)	152.2%	<b>Profit/(loss) for the year</b>	<b>7.40</b>	<b>(2.89)</b>	<b>N/A</b>

## Appendix: Summary of Balance Sheet



	<b>FY2022</b> <i>MM USD\$</i>	<b>FY2021</b> <i>MM USD\$</i>	<b>YOY</b> %		<b>FY2022</b> <i>MM USD\$</i>	<b>FY2021</b> <i>MM USD\$</i>	<b>YOY</b> %
<b>Total assets</b>	<b>415.33</b>	<b>225.50</b>	<b>84.2%</b>	<b>Total current liabilities</b>	<b>134.30</b>	<b>24.39</b>	<b>450.5%</b>
<b>Total non-current assets</b>	<b>254.32</b>	<b>120.69</b>	<b>110.7%</b>	Trade payables	35.63	17.35	105.3%
Goodwill	150.88	77.36	95.0%	Interest-bearing bank borrowing	83.14	-	N/A
Other intangible assets	49.43	14.20	248.2%	<b>Total non-current liabilities</b>	<b>67.83</b>	<b>5.39</b>	<b>1157.8%</b>
Deferred tax assets	11.95	10.65	12.2%	Interest-bearing borrowing	44.74	-	N/A
<b>Total current assets</b>	<b>161.01</b>	<b>104.81</b>	<b>53.6%</b>	Deferred tax liabilities	9.50	3.51	170.6%
Trade receivables	87.41	34.35	154.5%	<b>Net assets</b>	<b>213.20</b>	<b>195.71</b>	<b>8.9%</b>
Pledged deposits	26.48	-	N/A	<b>Total equity</b>	<b>213.20</b>	<b>195.71</b>	<b>8.9%</b>
Cash and cash equivalents	28.85	63.29	(54.4%)				

For the year ended 31 December 2022