



Vobile Group Limited (SEHK:3738)

2023 Interim Results Presentation

August 2023

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2023 Interim Results Announcement

Strong Growth in Performance



1,003M HKD\$

Revenue in 1H2023
80% annual growth rate

First Time Half-Year Revenue Breaks Through

1 B HKD\$



181M HKD\$

Adjusted EBITDA in 1H2023
39% annual growth rate

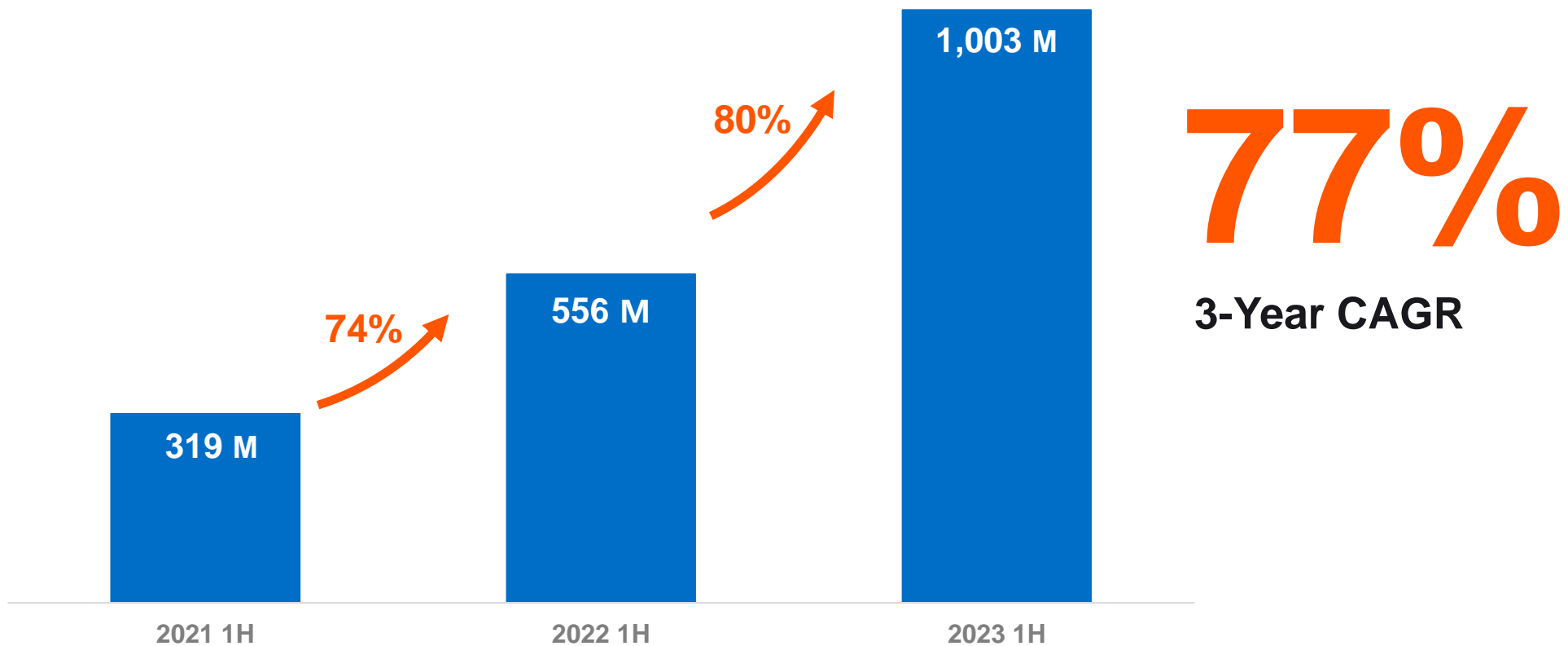


58M HKD\$

Adjusted Net Profit in 1H2023
16% annual growth rate

Continued High Total Revenue Growth

Group's Total Revenue for 2023 1H (in HKD)

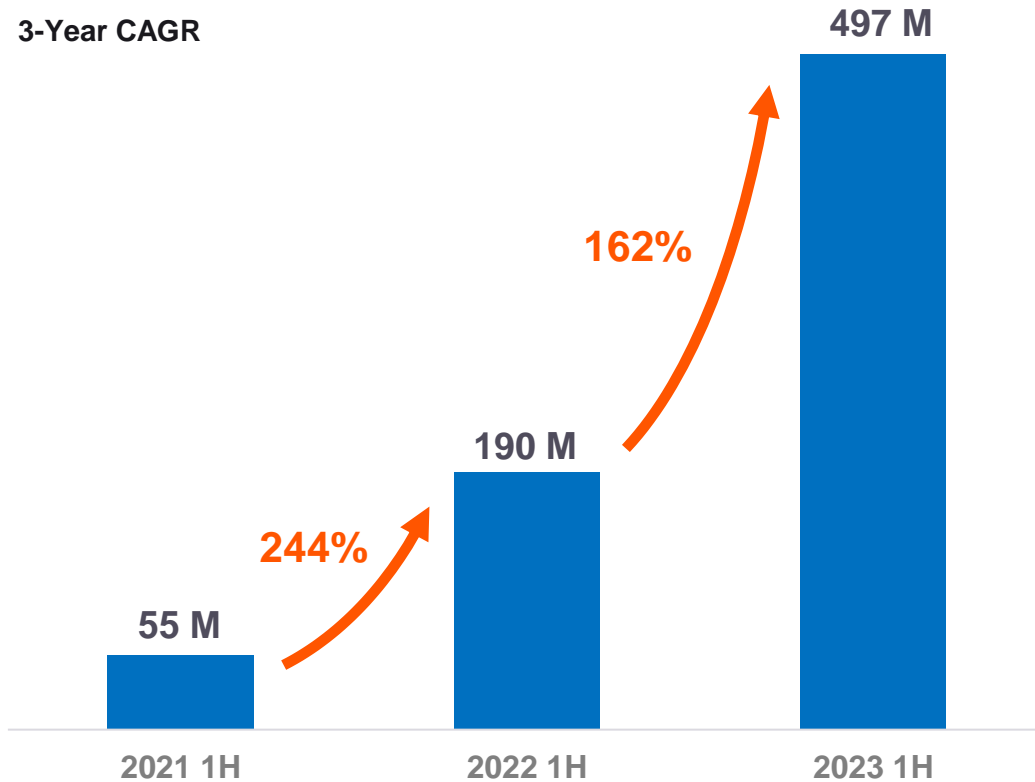


Explosive Growth of Revenue in China

Revenue in China based on RMB

200%

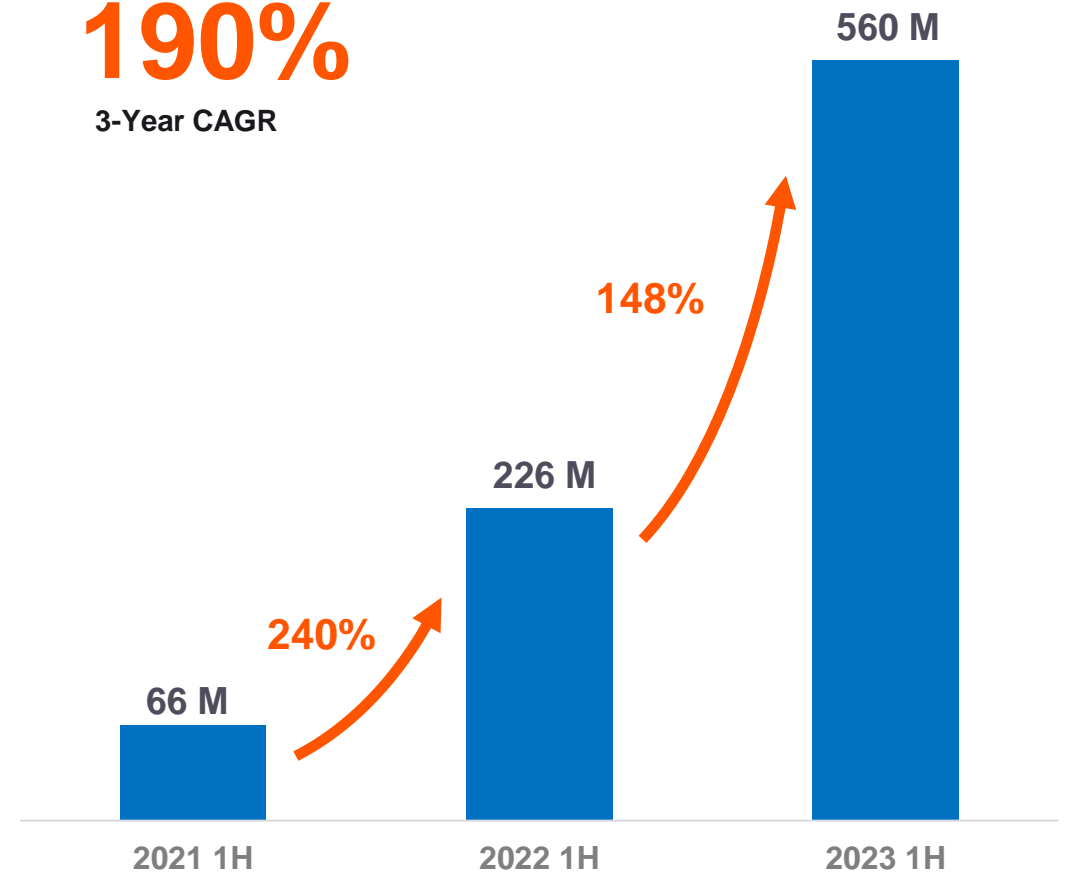
3-Year CAGR



Revenue in China based on HKD

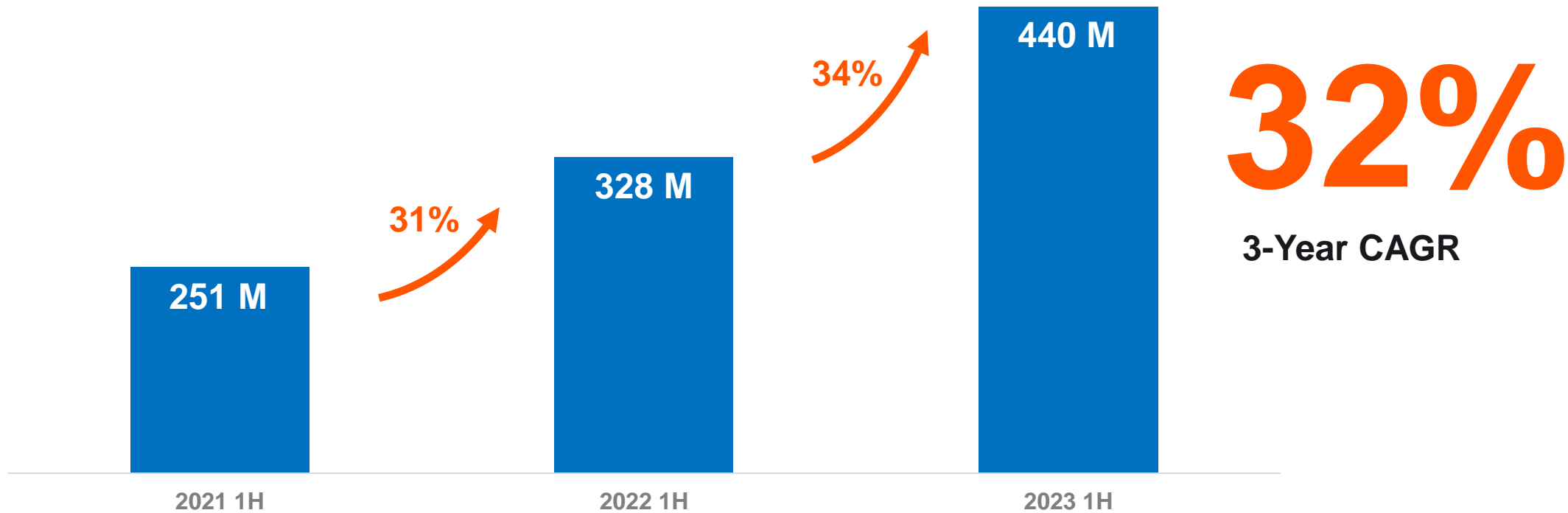
190%

3-Year CAGR



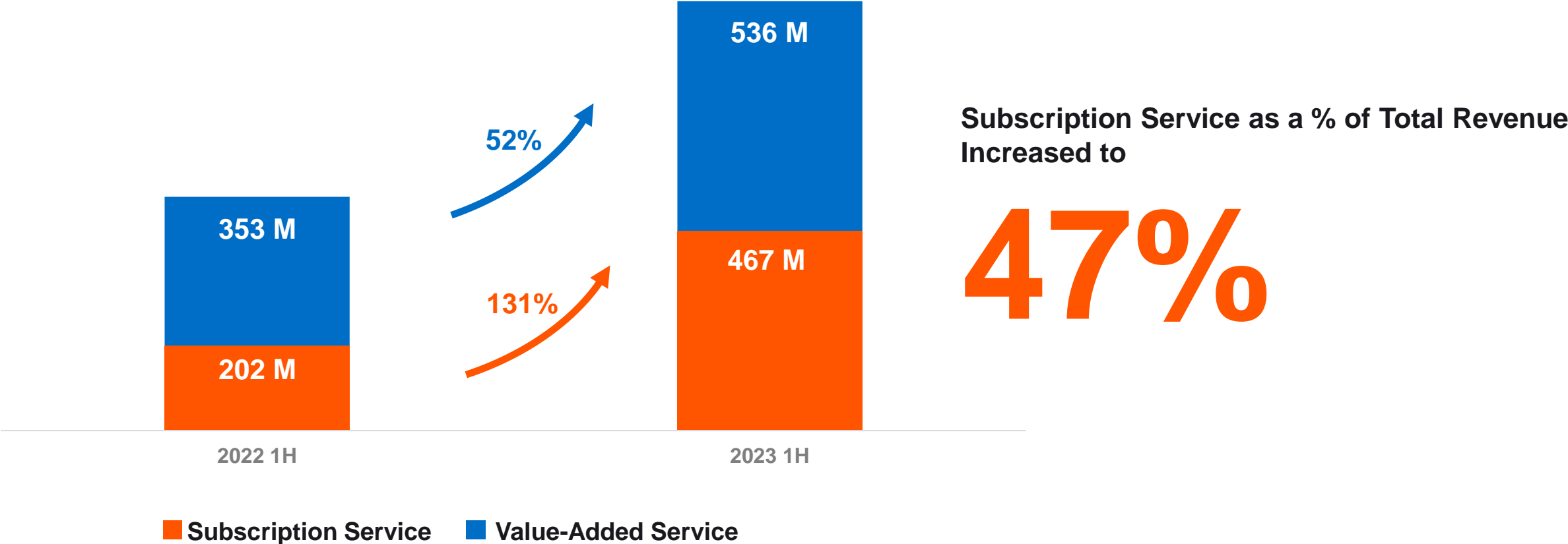
Sustained Rapid Growth of Revenue in the U.S.

U.S. Revenue Growth (in HKD)



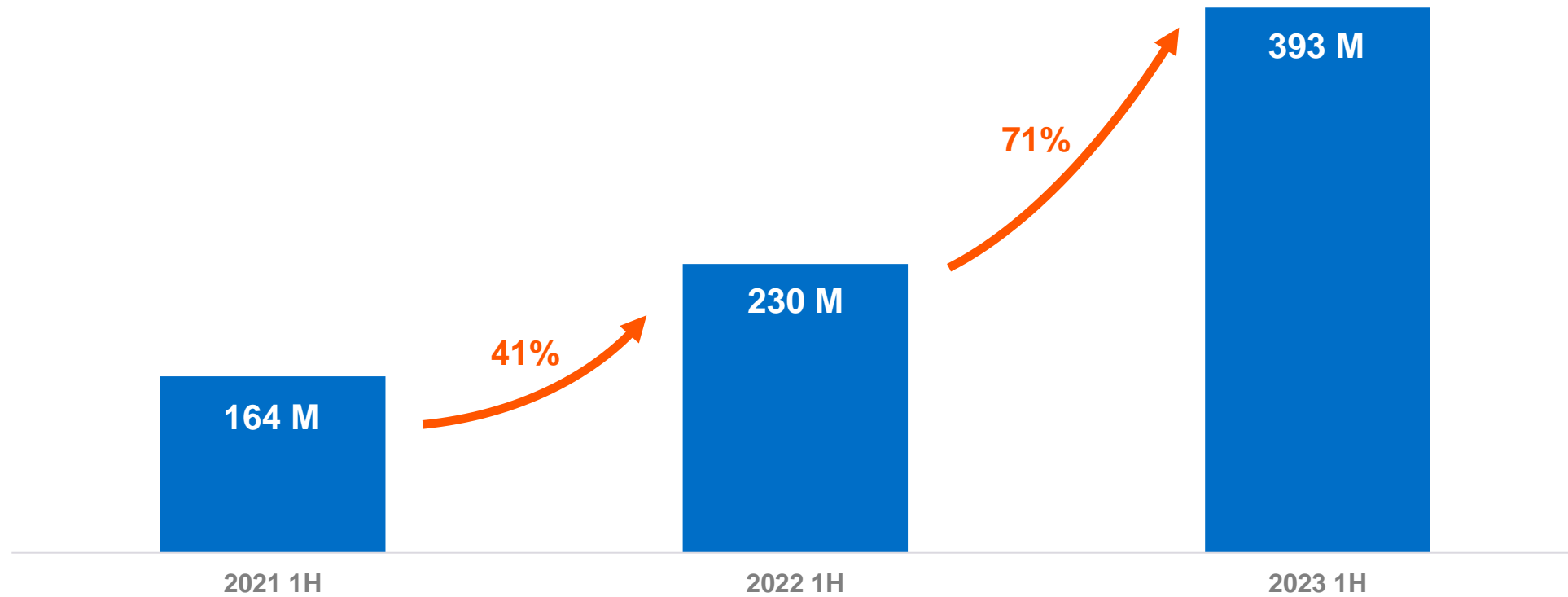


Subscription and Value-Added Service Revenue Growth (in HKD)



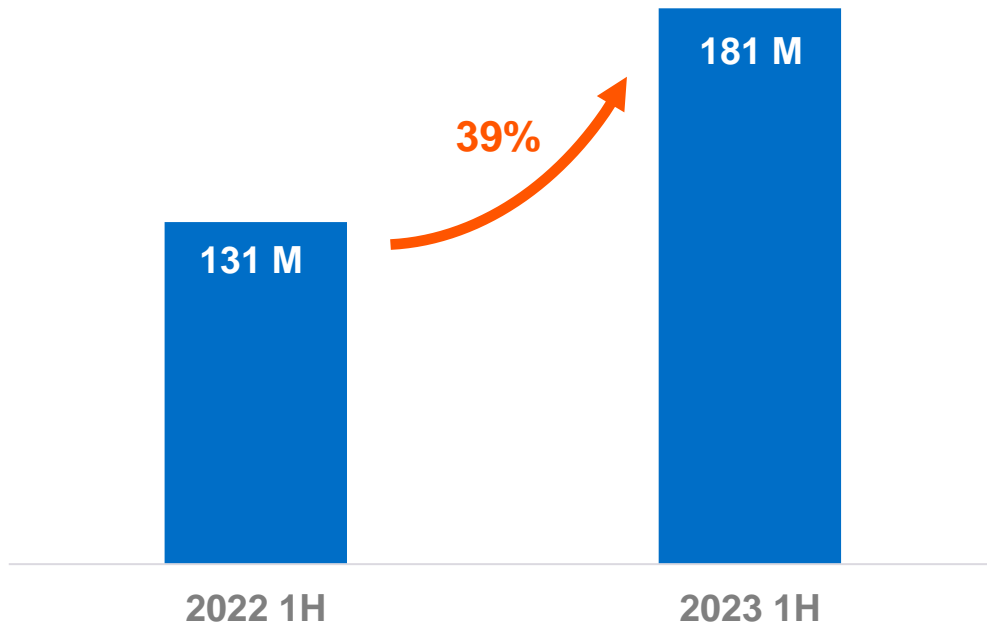
Continuous Growth of Gross Profit

Gross Profit (in HKD)

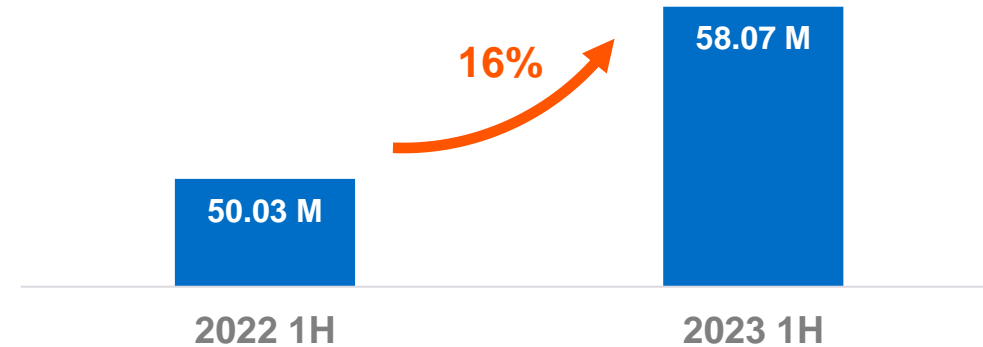


Improve Operating Cashflow

Adjusted EBITDA (in HKD)



Adjusted Gross Profit (in HKD)





216

Content Clients



137

Platform Clients

Total Clients: **353**
Increased by **18** in 2023 1H

Social Media Platforms:

Active Assets (by count)

2.81M

Increased 260K
in 2023 1H



Video-on-Demand Platforms:

Active Assets (by hours)

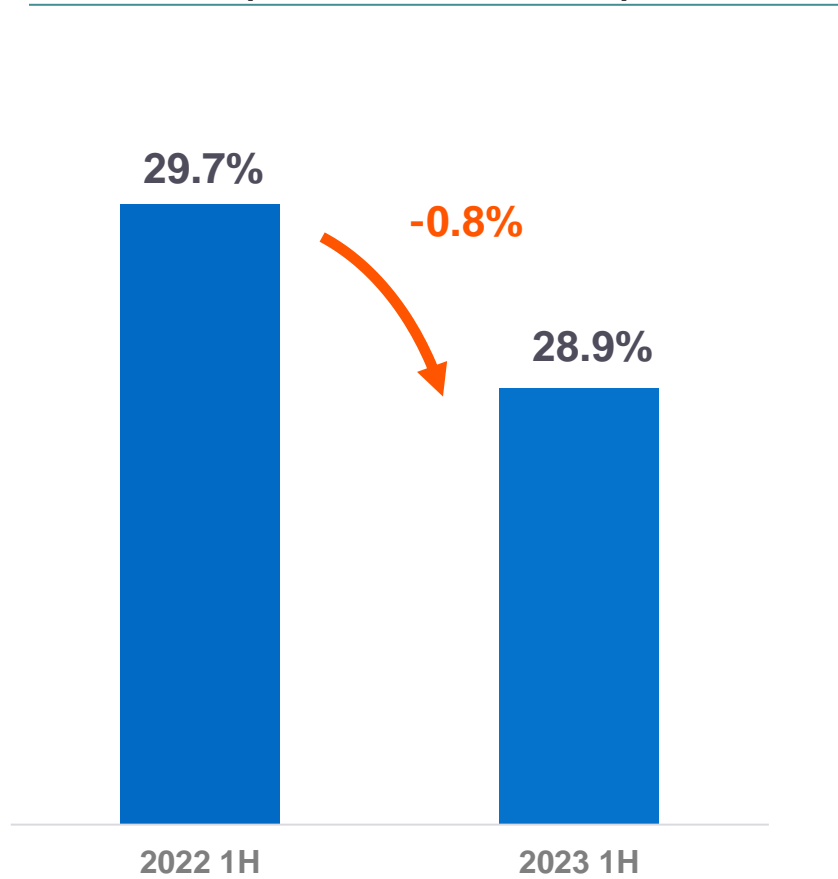
2.3M

Increased by 200K hours
compared to 2022

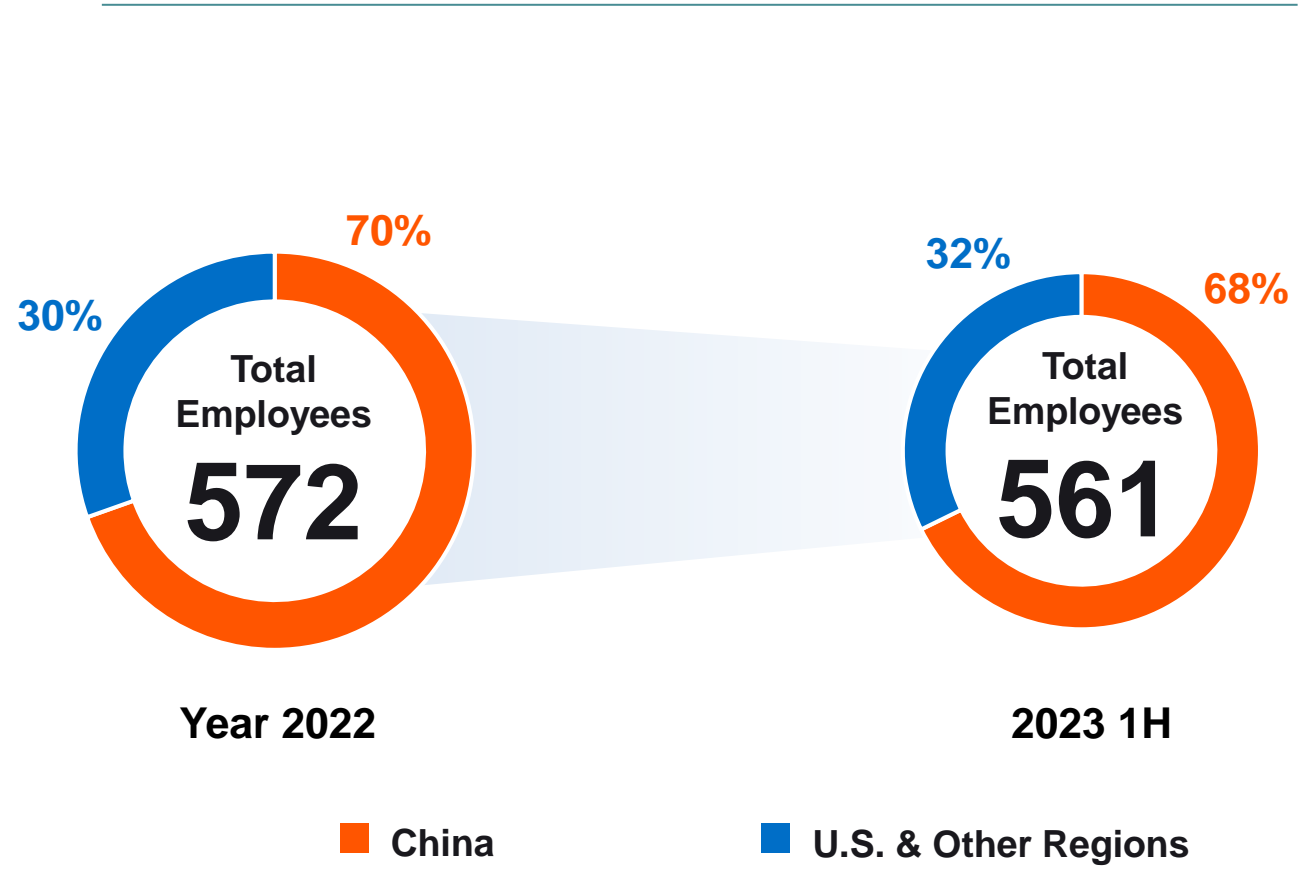


Optimize Resource Allocation

Good Control of Operating Expenses
(% of total revenue)

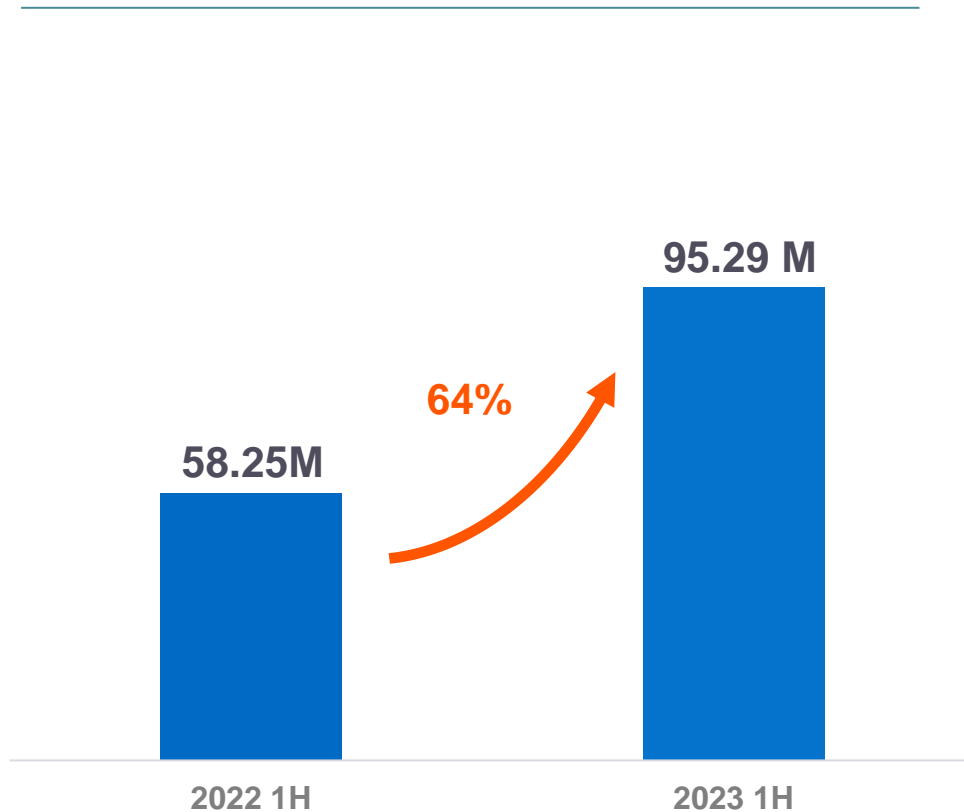


Improved HR Efficiency



Ongoing Investment in R&D

R&D expenses (in HKD)



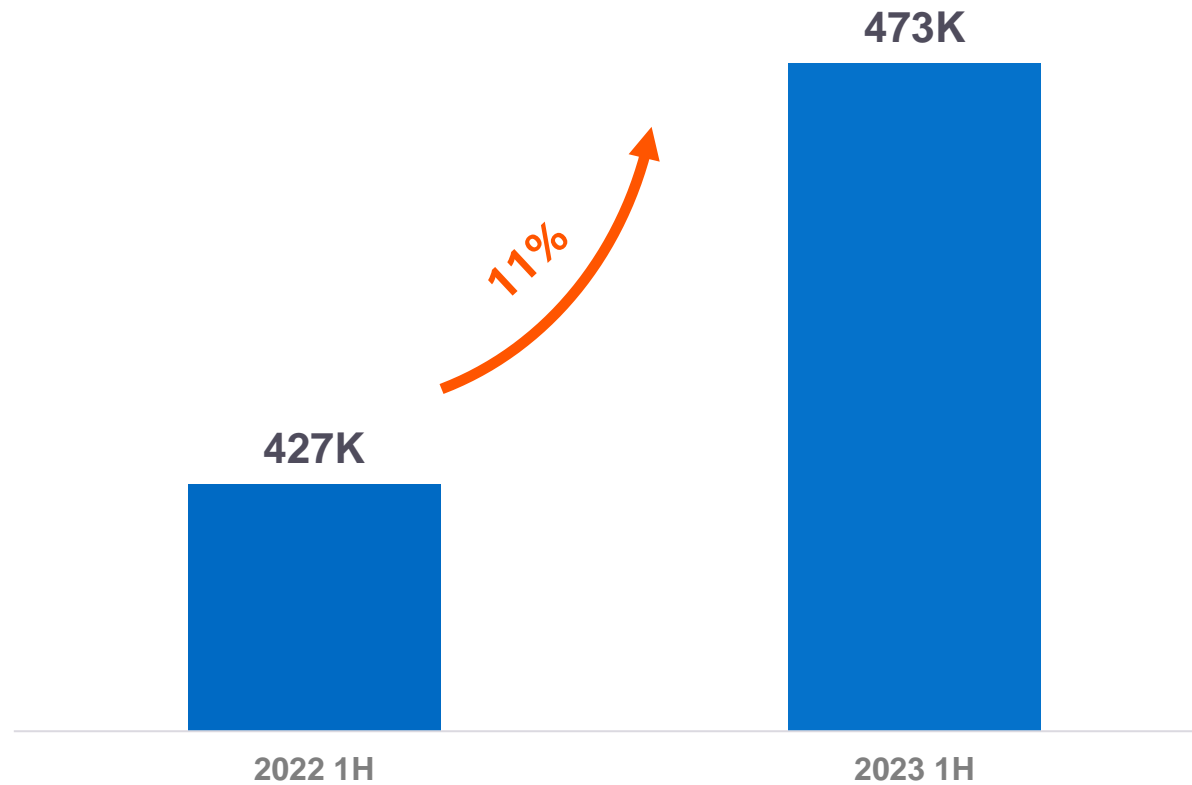
Focus on technical capabilities in AIGC and data elements



Invest in R&D of watermarking technology in new application scenarios

Continuous Increase of Average Revenue Per User (ARPU)

Monthly Average Revenue Per Customer (in HKD)



Maintain Customer Stickiness

Net Revenue Retention
(NRR)

135%

Monthly Recurring
Revenue

77.81M HKD

Customer Retention Rate

99%

Strong Strategic Execution Capability Ensures Business Development



- Benefited from the transformation of global film and television giants;
- Increase penetration rate of our clients' service content libraries



- Seized the opportunities of China's digital economy;
- Laid out digital rights infrastructure service



- Continuous optimization our resource allocation;
- Improved HR efficiency globally



- Forward-looking layout of technological change;
- Continuously investing in innovative R&D



Business Process & Highlight

Upgrade Service Contract with Content Tycoon



Penetration Rate of Content
greatly improved



Upgrading Customer Contracts Results in a Significant Increase in Clients' Revenue



10x

The client's contract revenue contribution annually increased

12x

The client's active assets under management size annually increased

Major Film Studios' Robust Influence

Warner Bros. Discovery Group and its sub-brands



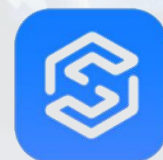
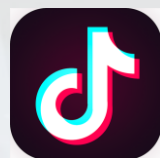
'Barbie' grosses over **1.3B USD**



Deep Engagement in Digital Infrastructure Service



Further Expand Our
API Platform Clients



中版链



中国移动
China Mobile

International

Deepening Partnership
Relations for Joint
Exploration of Strategic
Innovative Businesses



中国版权保护中心
CHINA COPYRIGHT PROTECTION CENTER



蚂蚁集团
ANT GROUP



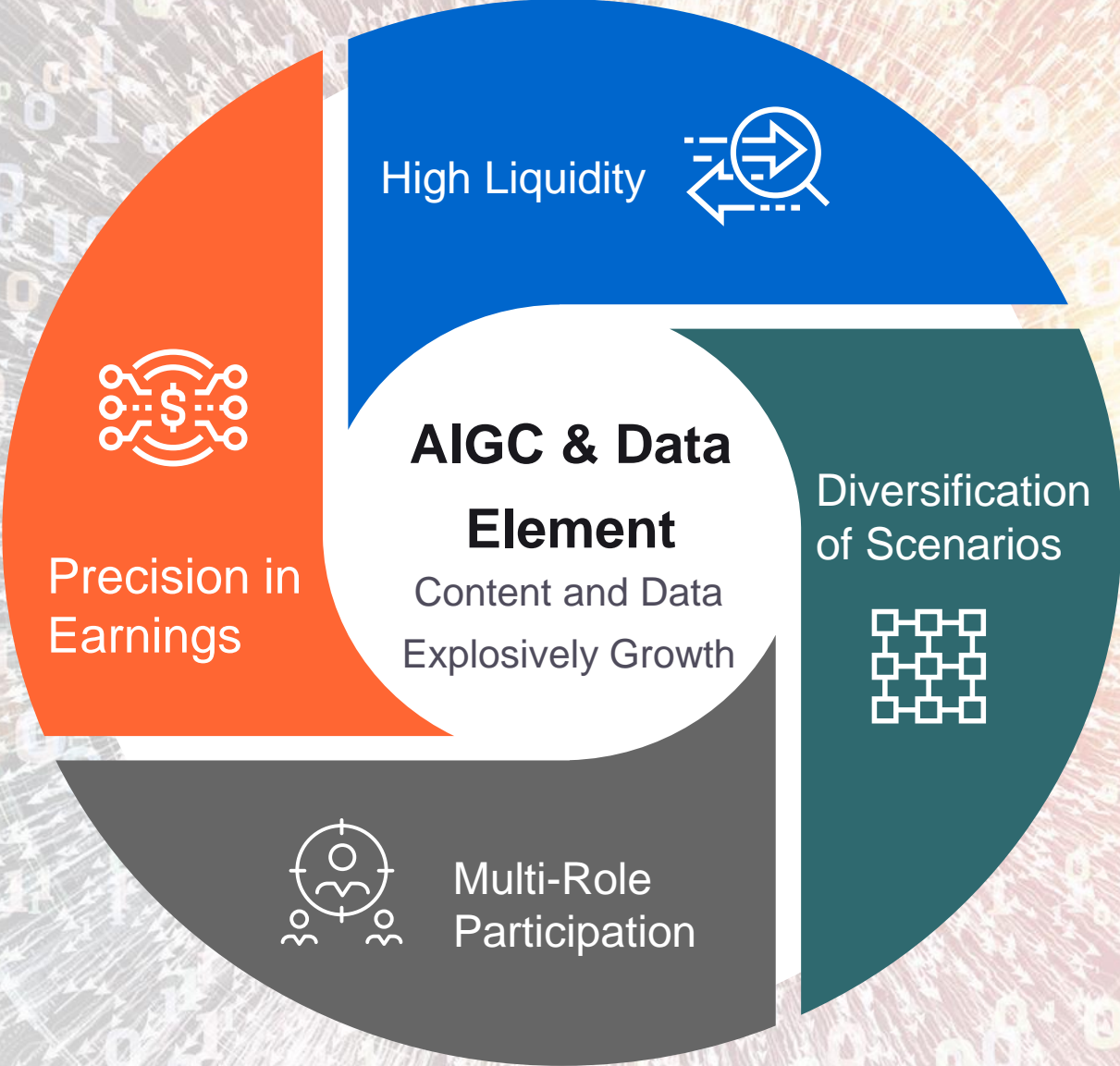
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Strategic Implementation and Market Outlook

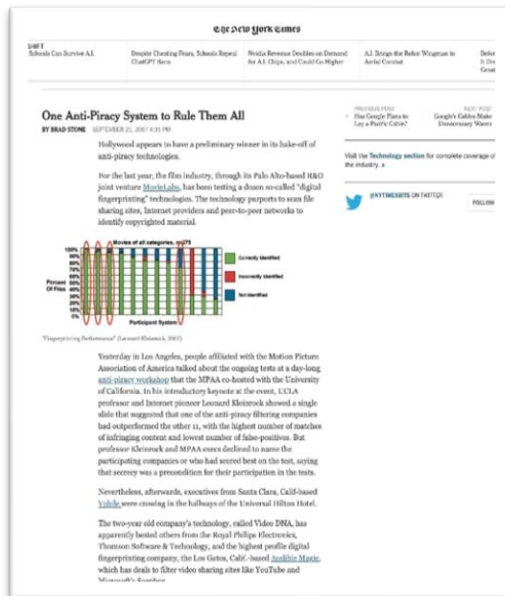
Digital Rights Identification - Key Prerequisite for Monetizing Digital Asset Transactions



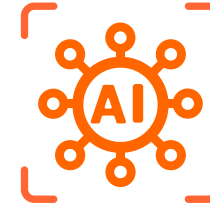
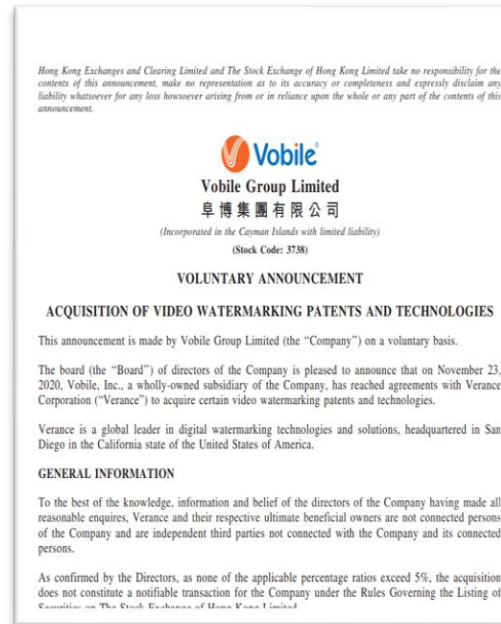
Expanding Future Development Opportunities Through Key Technological Investments



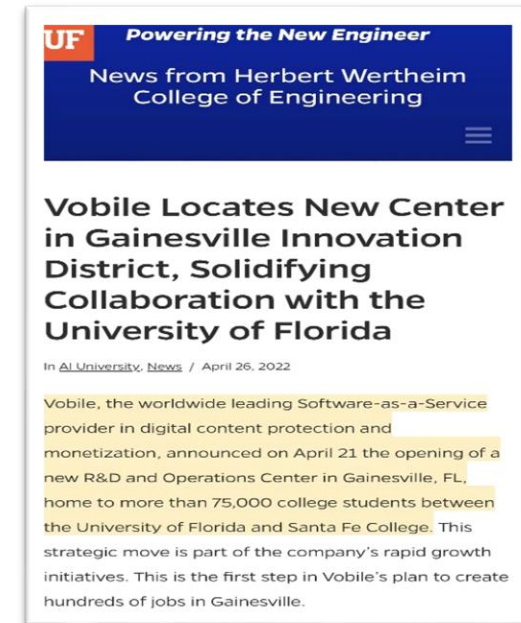
2007
VDNA
Fingerprint



2020
Digital Watermark
Recognition



2022
AIGC



R&D and Operations Center in Florida



Vobile, Inc. Leases 10,000± SF at San Felasco Tech City

Vobile

SFTC
SAN FELASCO TECH CITY

BY DAN DROTOS, RORY CAUSSEAU AND LAUREN EDWARDS
AUG 15, 2023

Gainesville, Fla. – August 15, 2023 – Co-developers Mitch Glaeser and Rich Blaser of San Felasco Tech City (SFTC) are pleased to announce the AI/software company, Vobile, will establish a 10,000 square foot R&D and Operations Center in Alachua, Florida. Vobile will occupy space in the newly completed Phase II of the Tech City development. The company plans on hiring hundreds of employees in Gainesville over the coming years, recruiting both engineers and other operating staff from the University of Florida and the surrounding community.

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SAN FELASCO TECH CITY ANNOUNCES MAJOR TENANT TO ATTRACT AND HIRE HUNDREDS OF EMPLOYEES!

Gainesville, Fla. – August 15, 2023 – Co-developers Mitch Glaeser and Rich Blaser of San Felasco Tech City (SFTC) are pleased to announce the AI/software company, Vobile, will establish a 10,000 square foot R&D and Operations Center in Alachua, Florida. Vobile will occupy space in the newly completed Phase II of the Tech City development. The company plans on hiring hundreds of employees in Gainesville recruiting both engineers and other operating staff from the surrounding community.

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UF AI EXPERTS COLLEGE DIRECTORY DEGREE PROGRAMS CAREERS GIVE NOW

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ABOUT ACADEMICS RESEARCH NEWS & EVENTS ALUMNI GIVING

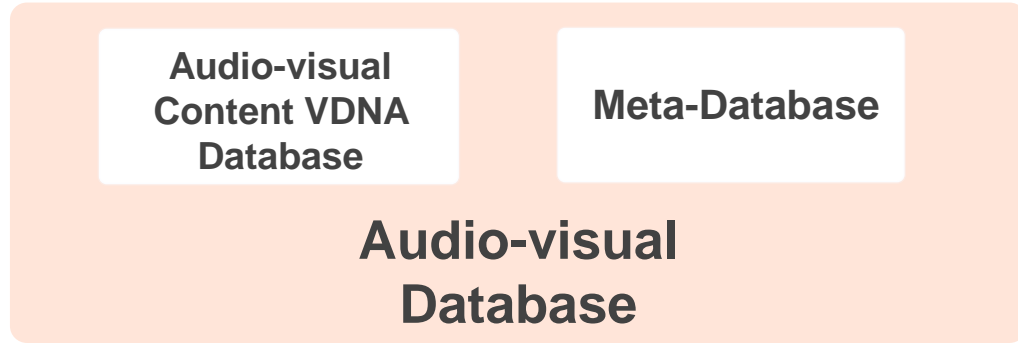
MALACHOWSKY HALL FOR DATA SCIENCE & INFORMATION TECHNOLOGY

Welcome to Malachowsky Hall for Data Science & Information Technology!
A 263,000-square-foot academic building located in the heart of UF's main campus that will connect students and researchers from across disciplines and create a hub for advances in computing, communication and cyber-technologies with the potential for profound societal impact.

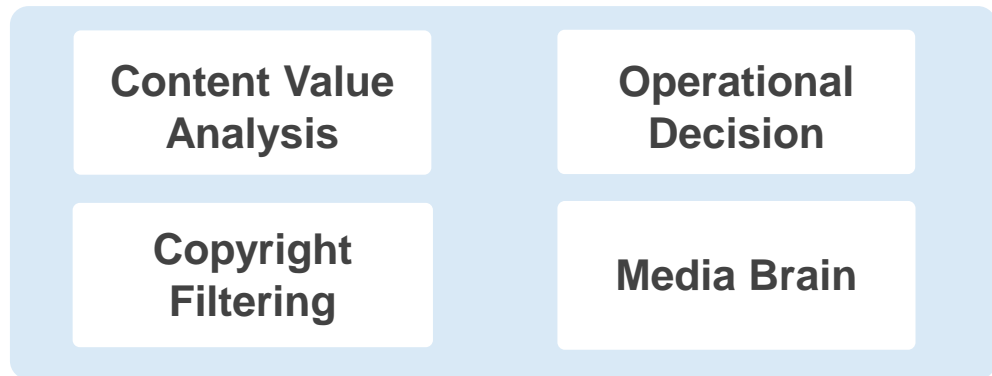
Data Element Create Emerging Value Of Audio-visual Data



Form World Largest Audio-visual Content VDNA Database



Explore the Value of Audio-visual Data



➤ **Provide Key Technological Services for the Design of National Video Industry Digital Management**

- At present, the construction of the project has been completed. After preliminary inspection, we officially put into operation ;
- Next step, we will integrate domestic Audio-visual Data resources and aim to become the most authoritative and largest Audio-visual Content Database in China within three years, laying the foundation for data transaction.



➤ **Enterprise Data : The Worlds Largest "Film and Television Genetic Database"**

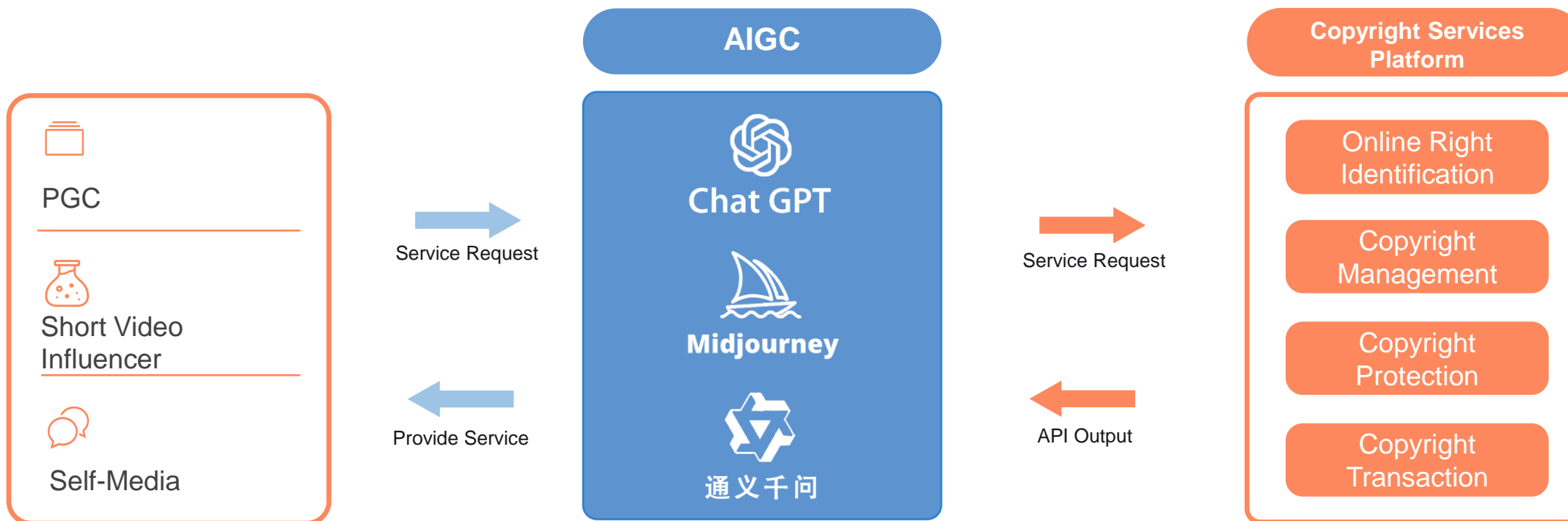


➤ **Providing Film and Television Data Services for China Telecom "Tianyi Digital Life Technology Co., Ltd."**

Explore the New Model of Copyright Protection and Monetization with AIGC



- Under AIGC regulatory, copyright protection of materials has become a significant topic, and make large models charging for content's copyrights possible;
- In this context, content copyright owners or content aggregators can obtain revenue sharing by forming an AIGC training material library and connecting with the large model platform.
- The copyright service platform can provide online rights identification, copyright management, copyright protection, copyright trading and other capabilities for content creators on the large model platform through platform docking.



Positioning in the Chinese AIGC Application Market

AIGC Copyright Protection Research – Establishment of Research Project at the Copyright Protection Center

Two research projects we participated were approved by the China Copyright Protection Centre for 2023 copyright research projects

- “Confirmation and Protection of Digital Human Copyright”
- "Study on the identification of the smallest unit in copyright registration and confirmation of independent audio-visual works"



AIGC Video Technology Service Products——Yuanfan Cloud

Intelligent Media Assets (Data Aggregation)

- Media asset management SaaS, smart labels

Production Editing (Industry Production Capabilities)

- Text generation, content translation, text polishing
- Speech recognition, speech synthesis, AI music
- Image editing, image generation, OCR recognition
- Video editing, Video generation, AI dubbing, AI subtitles

Smart Audit

Media Release

Copyright Protection



Radio and Television
New Media

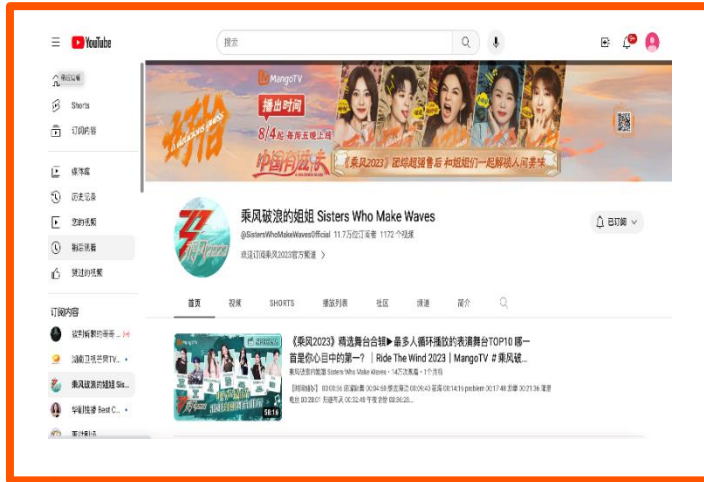
MCN Agency

E-Commerce

Advertising
Company

Personal Creator

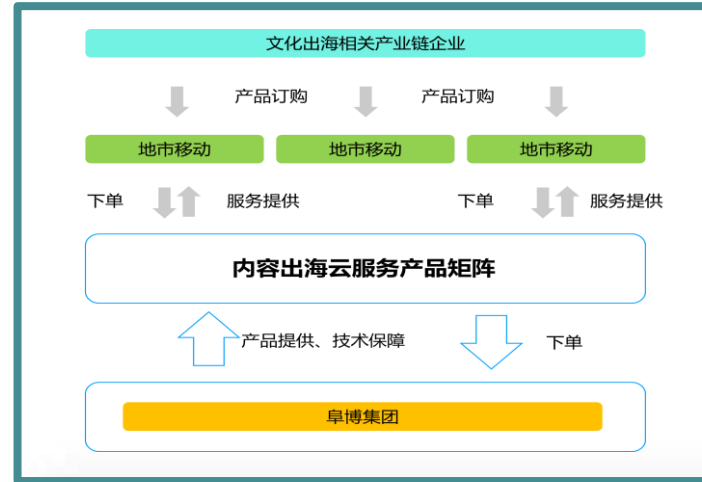
Cultural Overseas : Building an All-in-One Service Main Platform



Cooperate with Hunan Media Group to fully open the content distribution cooperation of the exclusive overseas new media platform



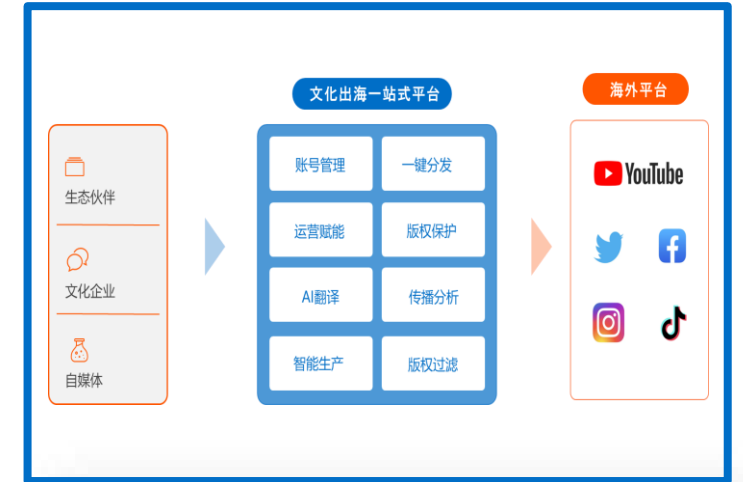
Vobile empowers Mango TV to create overseas communication influence, build an overseas communication matrix, and activate Mango's overseas ecology



Cooperate with CMI to jointly expand the Southeast Asian market



As a cloud service provider for overseas content, we cooperate with China Mobile International jointly build an end-to-end one-stop overseas service capability



Cooperate with provincial and municipal Media Groups to jointly build a cultural overseas platform



Vobile create a "one-stop main platform for cultural overseas services" and has reached cooperation intentions with Xiamen and Xinjiang Media Group on cultural overseas

Cultural Digitization: Serve Digital Content Ecology

1 Comprehensive upgrade of existing product technology system

- Newly developed Copyright Management System, Fingerprint Centre System, Film &TV Genome Repository ;
- The new media distribution platform has completed a comprehensive upgrade, covering telecom operators and radio and television new media platforms, and opening distribution channels on major domestic internet platforms.

2 "Multilingual Content Management Platform" has been announced

- We undertook the construction of the multilingual base of the State Administration of Radio, Film and Television - a multilingual content management platform;
- Core capabilities including audio-visual fingerprint, digital watermarking, metadata association, and dissemination of big data collection have been built to provide full-lifecycle management, service, and monitoring capabilities for folk language content in an intensive manner.

3 Preparation for Establishing the Chinese Cultural Big Data Hong Kong Node

- We intends to build a Hong Kong node by helping China's national cultural big data project, connect with the global digital asset trading centre, and create a new ecology of digital content transaction

1 Content production

2 Copyright Management

3 Asset Identification

4 Protection Monitoring

5 Copyright Transaction

6 Content Broadcast

Provide Copyright Lifecycle Services

Q&A



Making Creative Content More Valuable



vobile.com