



Vobile Group

SEHK
3738

2023 Annual Results Announcement and Investor Conference

March 2024



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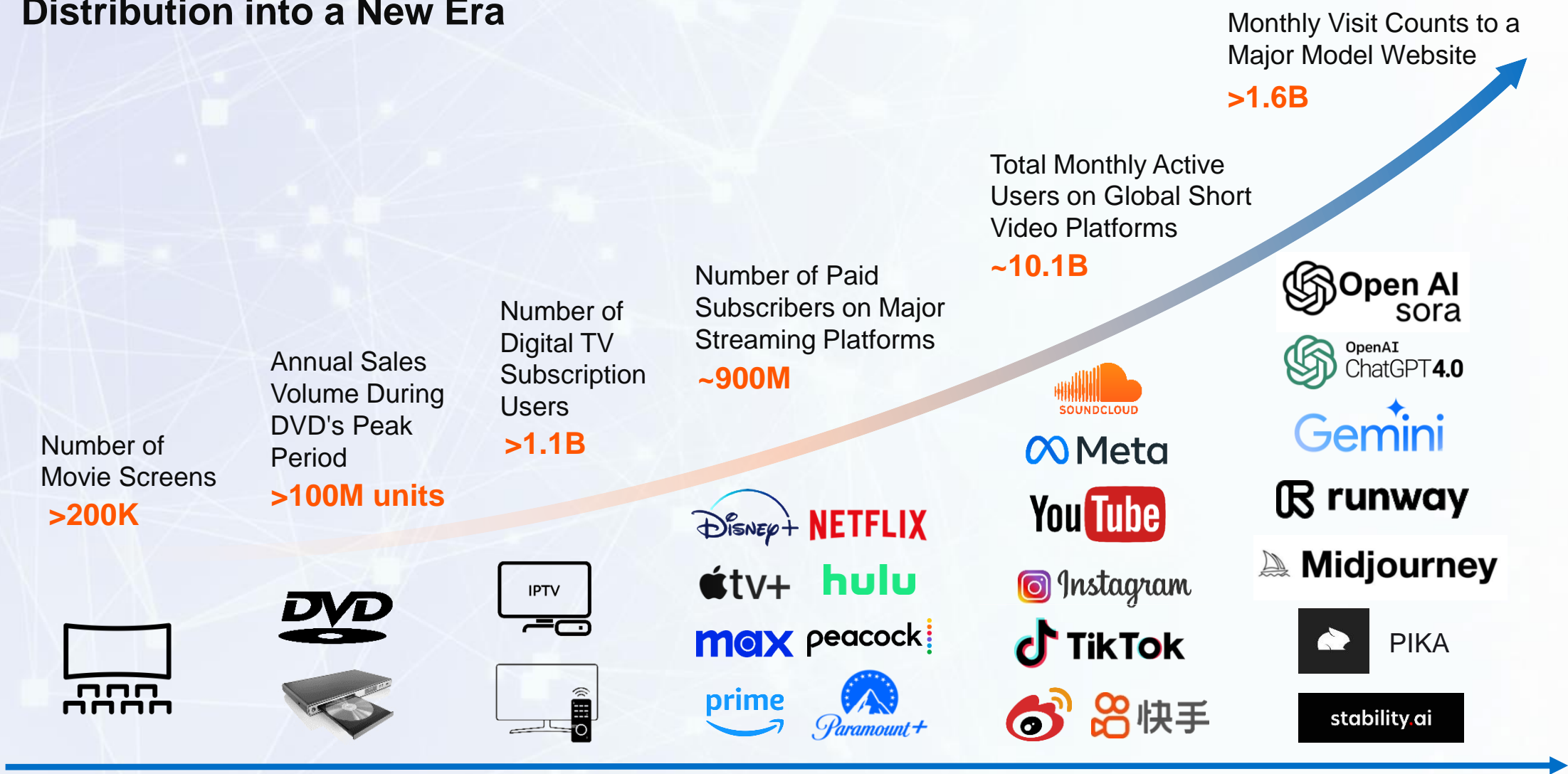
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Company Development Strategy

Technological Revolution Driving Massive Growth in Content Production Scale



Generative AI Driving Content Production and Distribution into a New Era

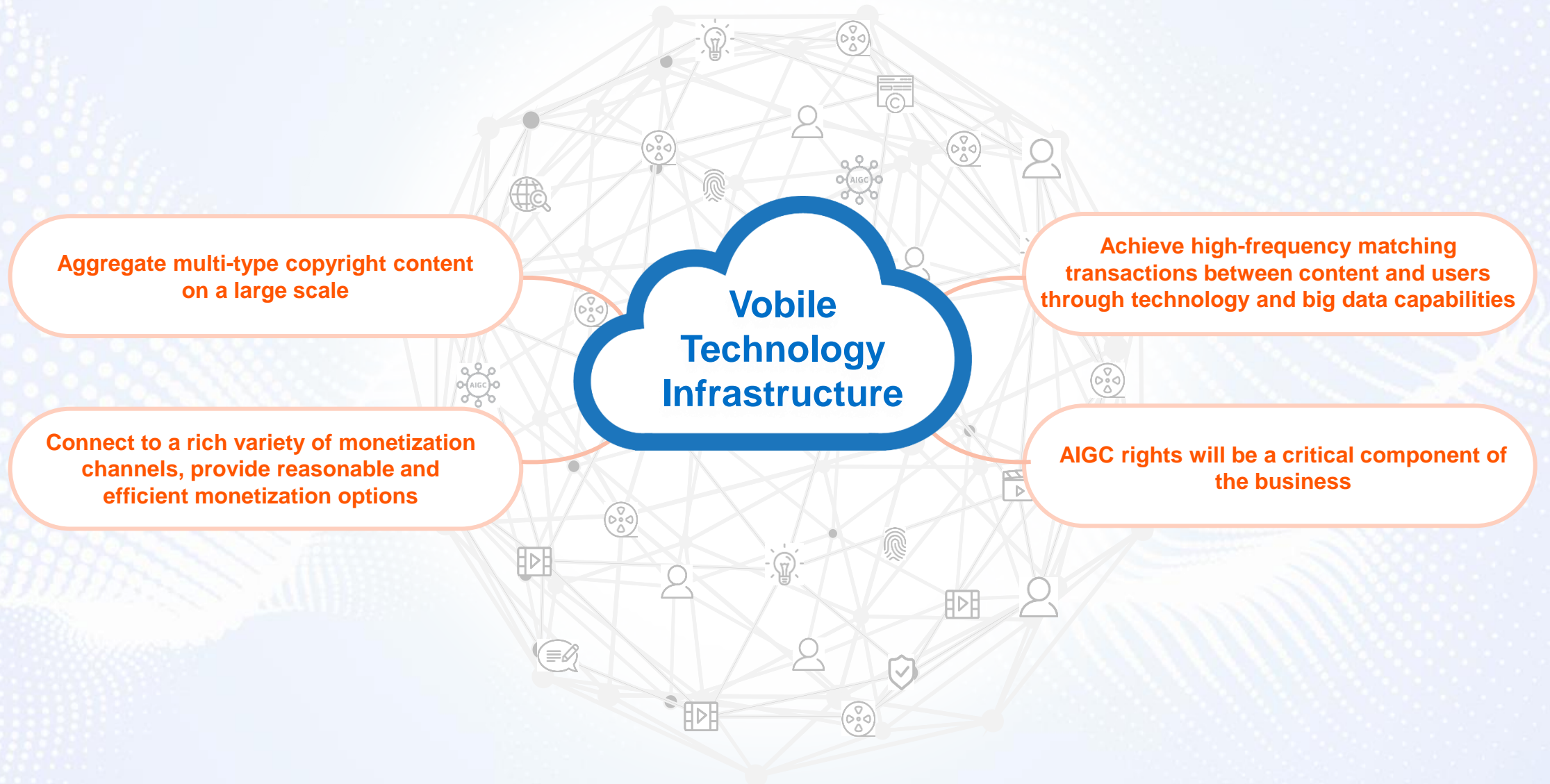


Generative AI Propels Content Creation and Distribution into a New Era



The Core Values of the Content Industry is Creativity and Copyright

Building Technical Infrastructure to Scale Up Efficiency in Content Rights Identification, Protection, and Value Distribution



Concentrated on Safeguarding the Industry's Core Values: The Copyright Protection and Monetization of Creativity

Since Vobile was founded,
we have positioned us to leverage technology and product capabilities to provide
a series of innovative and sustainable services revolving around IP,
and making creative content more valuable.

Vobile
Technology
Infrastructure

Protecting major content providers' IP with core copyright identification technology

Continuously enhance IP protection capabilities to address complex streaming media scenarios

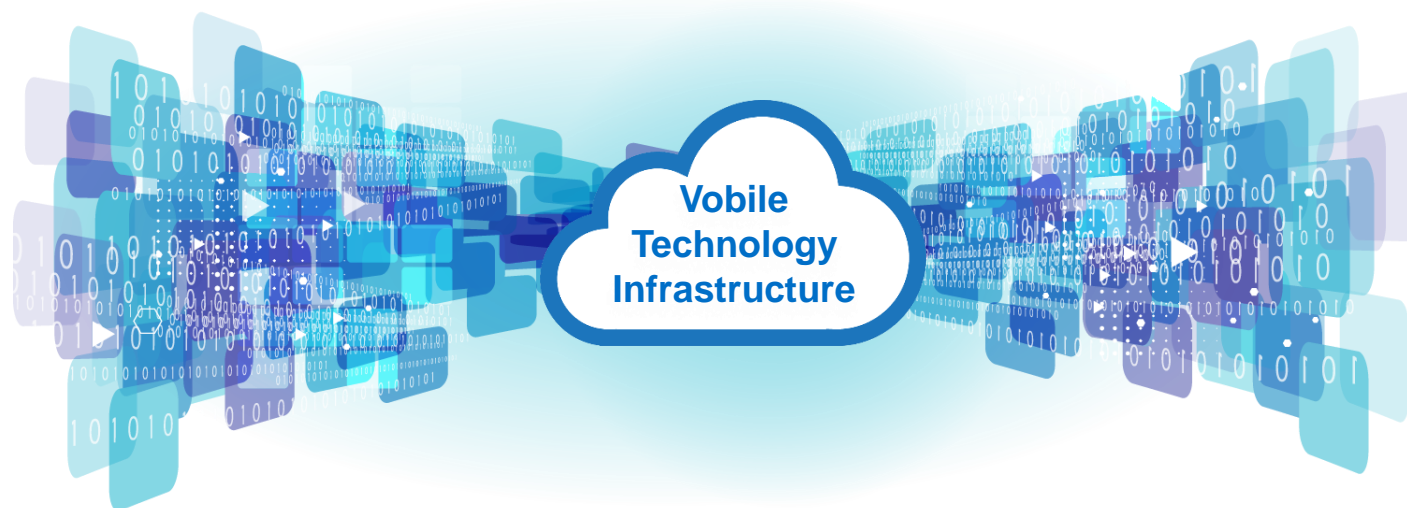
Expand services to IP transaction scenarios for monetization and value-added across multiple channels

Seize technological transformation opportunities to become the infrastructure that serves IP value

Sustained Rapid Business Growth with a Focus on Building a Highly Scalable Foundation

Built core digital rights identification capabilities

Expanded from copyright protection to transaction monetization



Initially achieved internationalization through strategic expansion

Established a foundation in China through strategic cooperation with Ant Group and the acquisition of Particle Technology

76%

Revenue CAGR of 6 Years of Listing (2018 – 2023)

2B

In 2023, sustained high-speed revenue growth achieved 2 billion milestone

50%

In 2023, the proportion of revenue from China increased from 1% at the year of listing to 50%

99%

Value-added service revenue CAGR of 6 Years of Listing (2018 – 2023)

2023 Annual Results Highlights

Continuously Improve Business Quality and Optimize Strategic Resource Allocation

2023

Promoting High-Quality Business Development
Layout of the Second Growth Curve



Revenue increased

39% YoY

Tripled growth over three years (2021-2023)



Gross profit increased

44% YoY

Gross margin YoY increased **~150bps**



R&D expenses increased

74% YoY

Focus on investing in new technology R&D

Total Revenue Reached the Target of 2 Billion

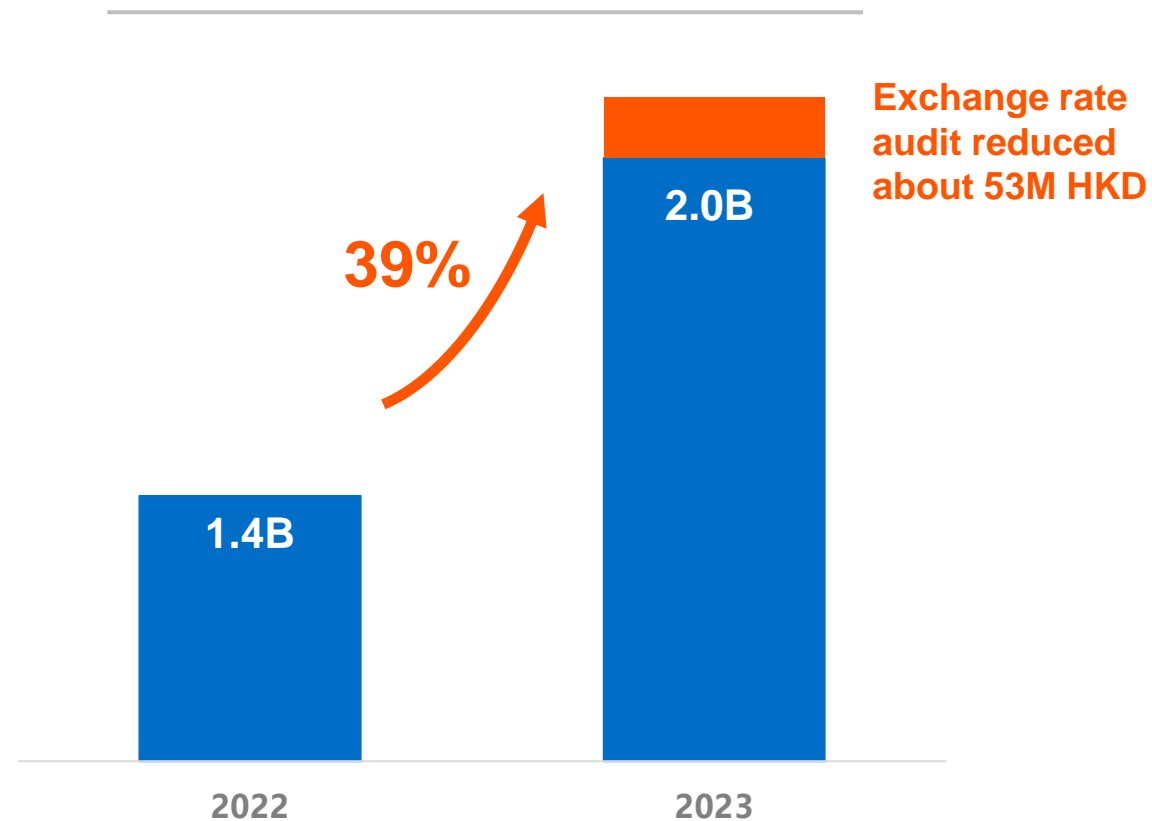


Revenue increased **39%** YoY



Revenue increased **42%** YoY excluding the impact of exchange rate fluctuations

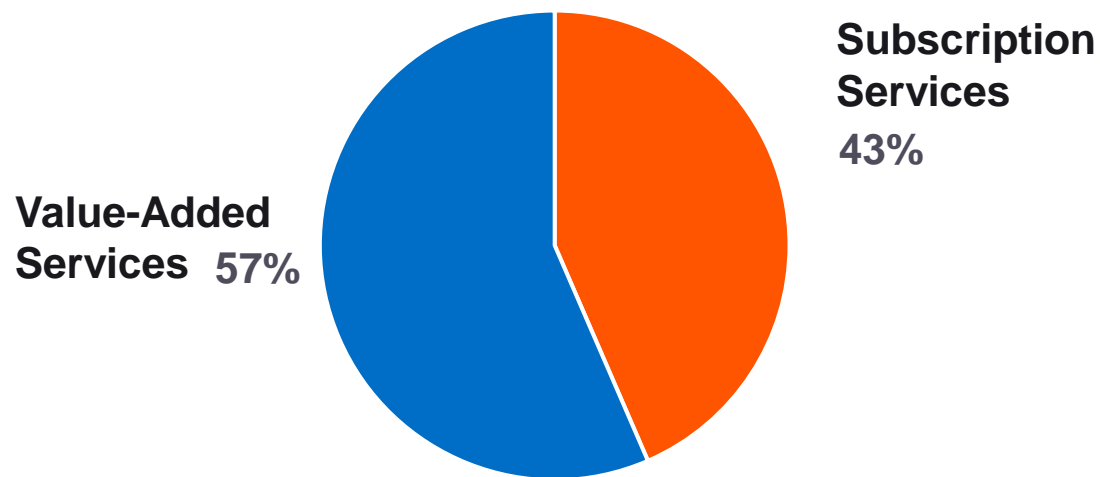
Total Revenue (in HKD)



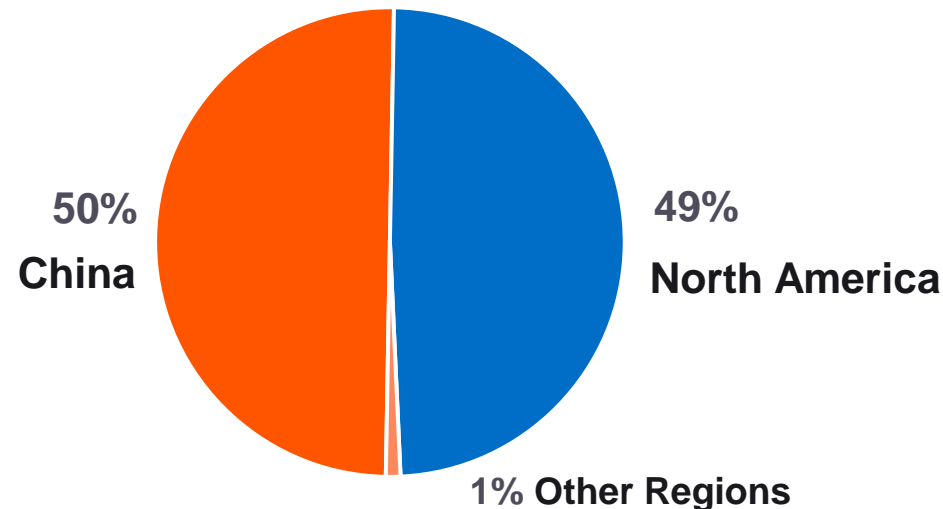
Diversified Business Provides a Robust Engine for Growth

Subscription Services increased **58%** YoY
 Value-added Services increased **27%** YoY

China business increased **51%** YoY
 (excluding the impact of exchange rate audit adjustments)
 North American business increased **33%** YoY



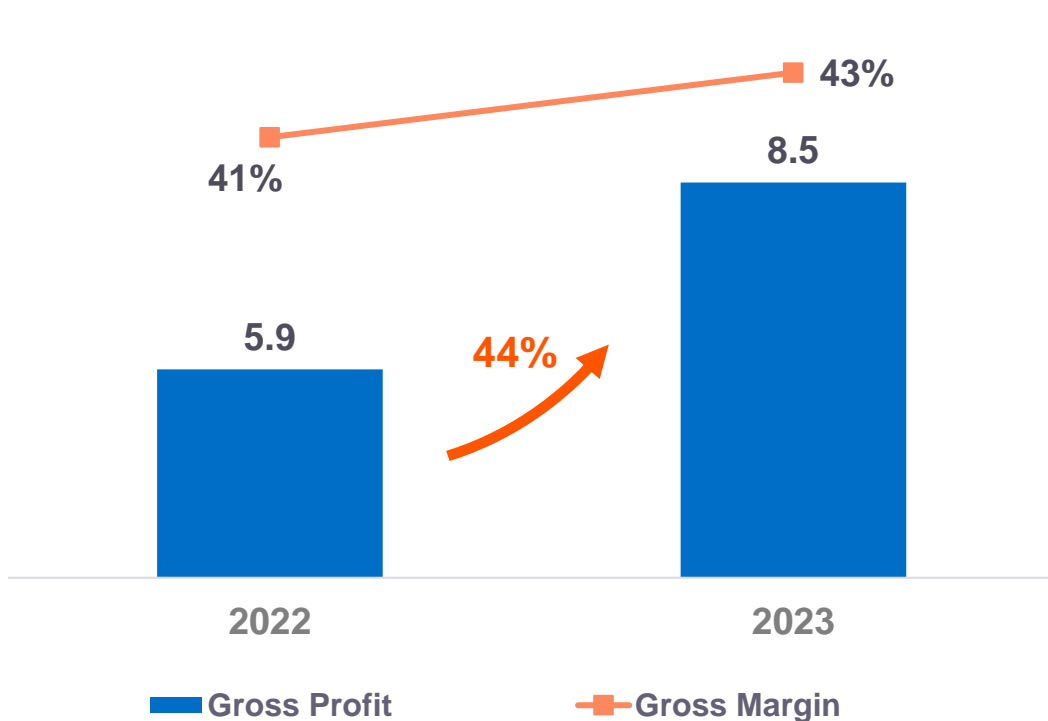
Subscription and Value-Added Services as a Percentage of Total Revenue (%)



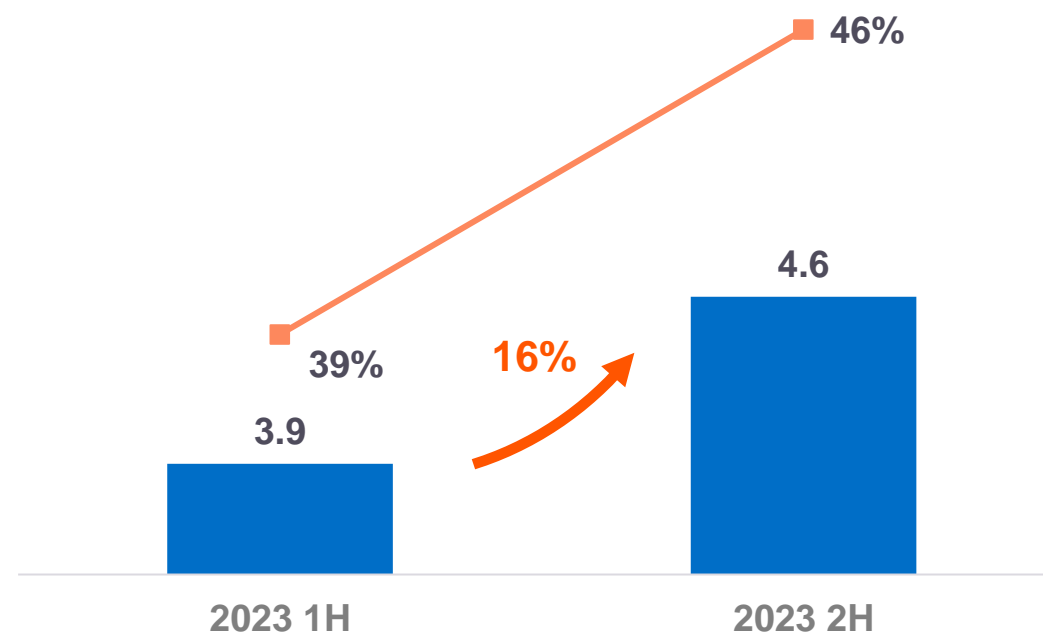
Regional Business Revenue as a Percentage of Total Revenue (%)

Improvement in Revenue Quality Drives Steady Gross Margin Growth

Annual Gross Margin Improved by **2%** YoY



Semi-Annual Gross Margin Improved by **7%** Sequentially

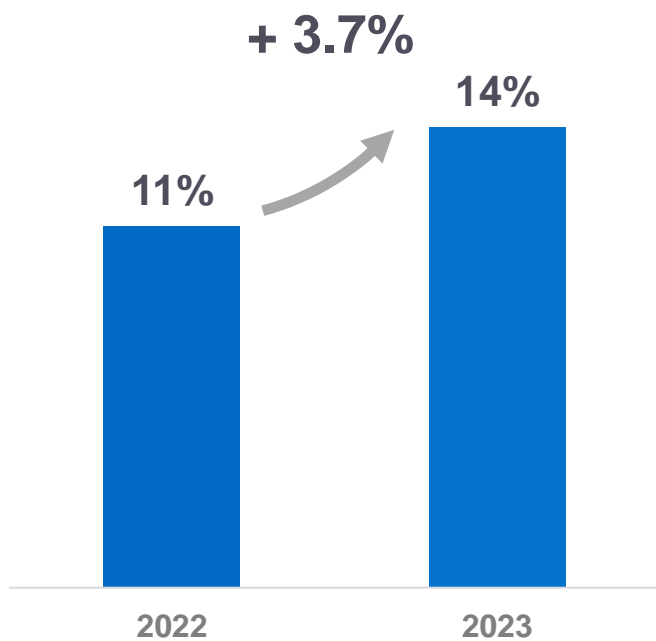


Scale Development Effects Emerge with Single-Digit Employee Growth

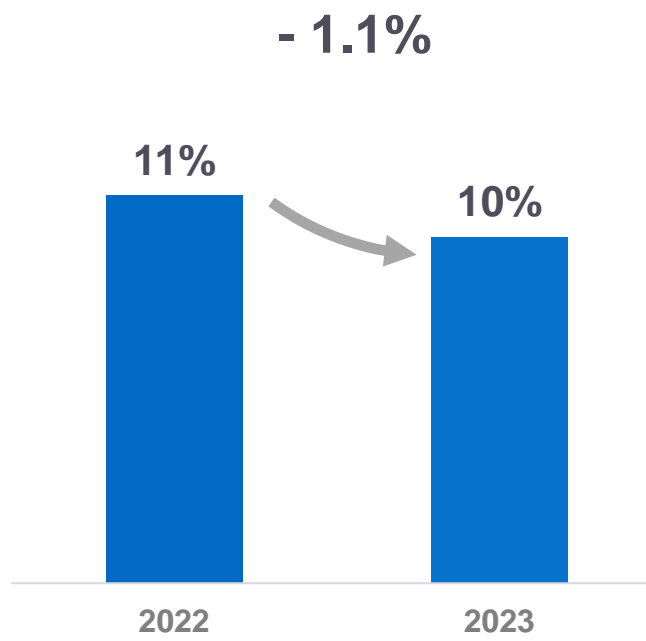


Operational Cost

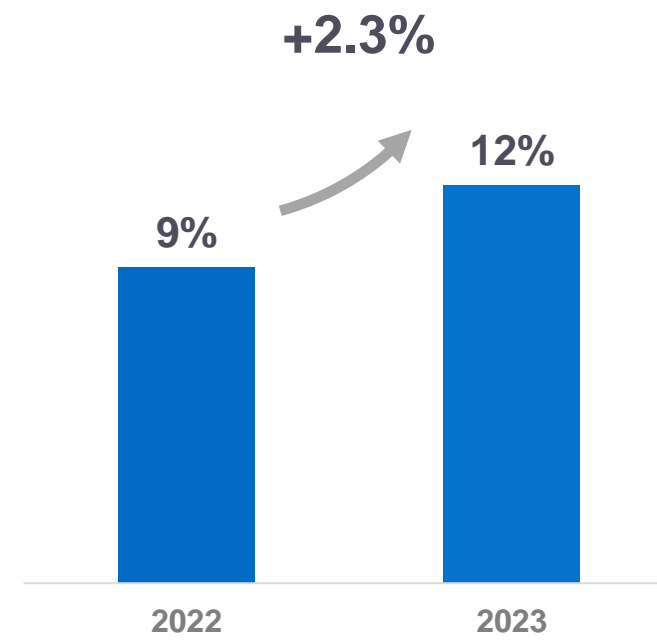
Sales and Marketing Expenses
(as a % of Revenue)



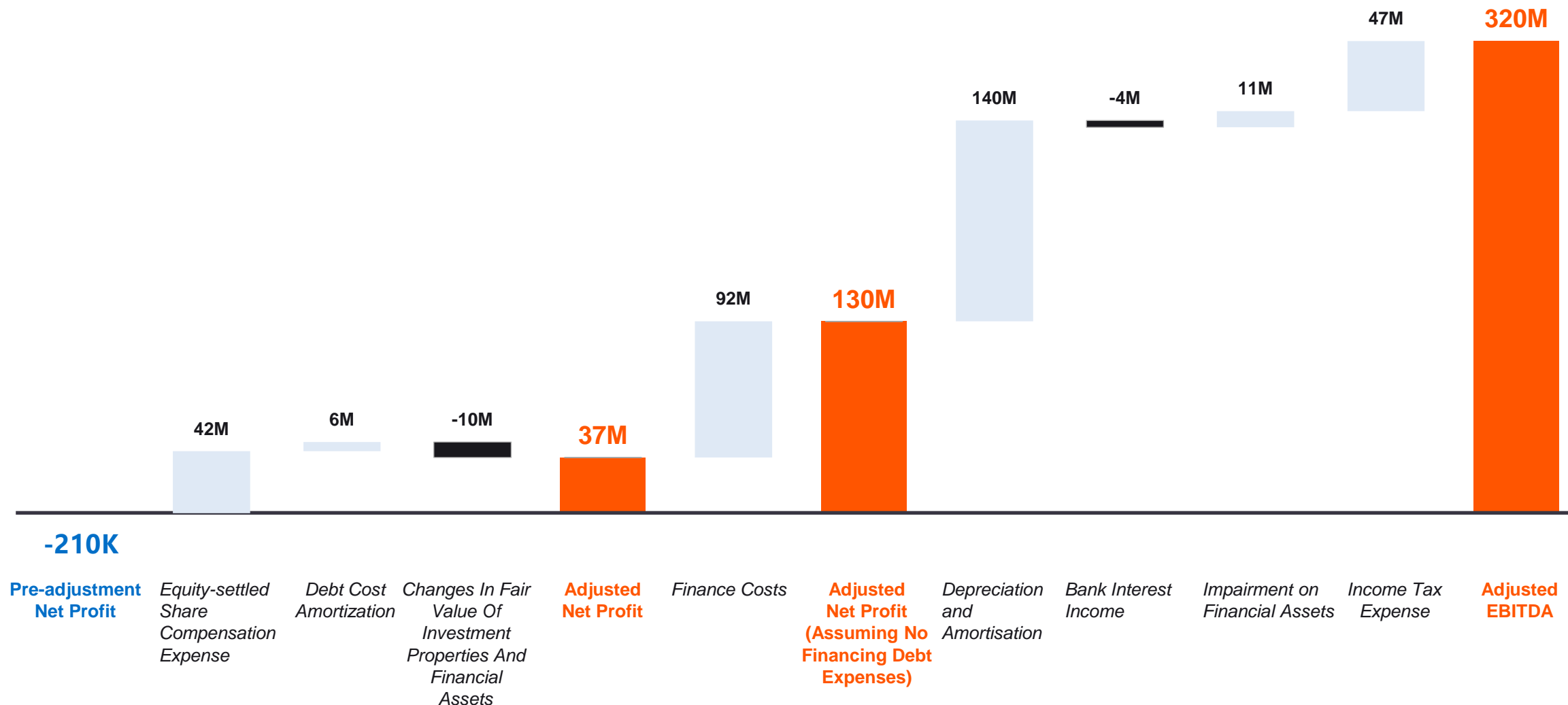
Administrative Expenses
(as a % of Revenue)



R&D Expenses
(as a % of Revenue)

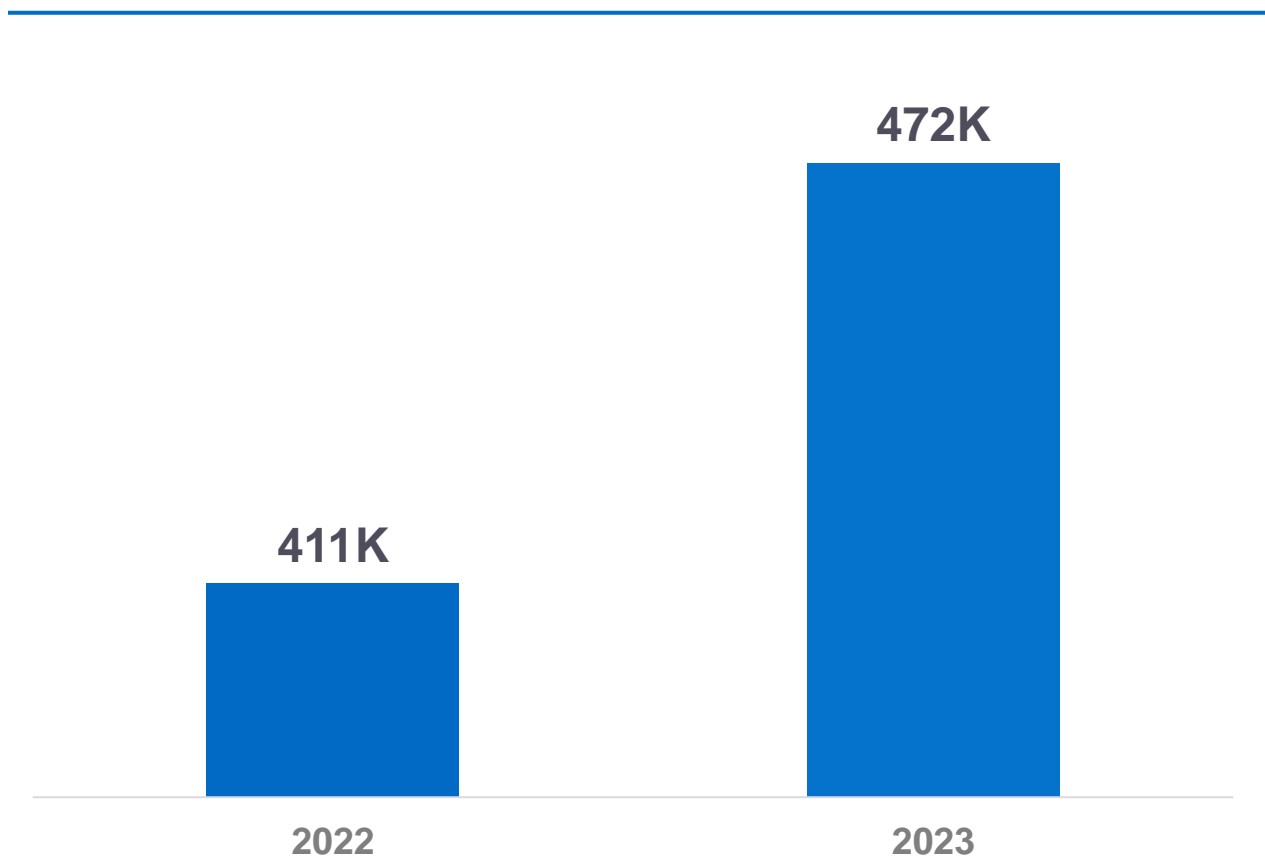


Adjusted Net Profit and Adjusted EBITDA



Continuous Increase of ARPU

ARPU (in HKD)



Maintained Customer Stickiness



**Monthly
Recurring Revenue**

72M in HKD



**Net Revenue Retention
(NRR)**

135%



**Customer
Retention Rate**

98.1%

Strategy Implementation and Outlook

Long-term Trusted by Clients and Maximize the Value of Digital Content Assets



Content Clients

217

➤ Acquired more clients by tapping into further content categories, and established partnerships with premier content partners



Platform Clients

136

➤ Scaled our business by providing modularized services to platform clients

Total Clients: 353

Social Media Platforms:

Active Assets (by count)

3.15M



Increased by **600K**
since 2022

Video-on-Demand Platforms:

Active Assets (by hours)

2.40M



Increased by **300K hours**
since 2022

Continuously Enhancing Clients Content Penetration and Focusing on Upgrading Service Contracts with Major International Media Groups



Ensuring Continuous Growth of Revenue in China Based on Collaboration with Key Clients



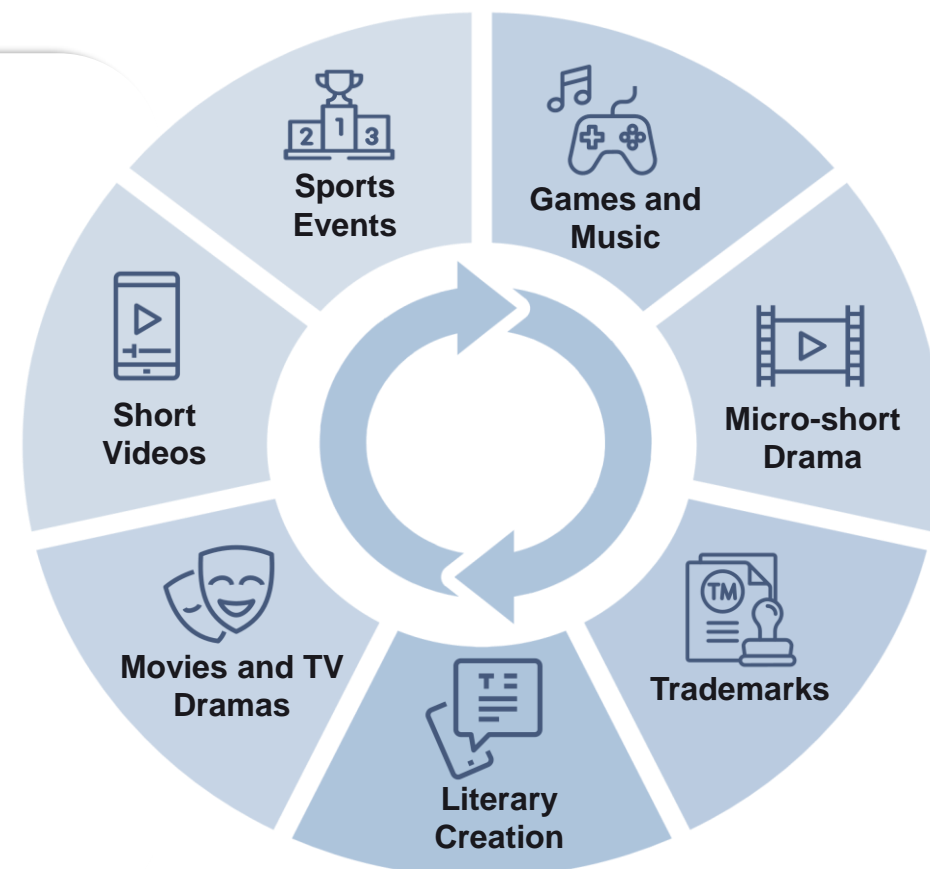
Building a comprehensive service platform for copyright protection and transactions



Expanding content scale and increasing language region coverage



Leveraging underlying infrastructure capabilities to co-build a copyright ecosystem



High-quality Development Strategy

01

Seizing the Major Opportunities of Generative AI to Drive Industry Transformation and Implement New Business Models for Copyrighted Content

02

Seizing the Opportunities of the Concentrated Construction Period for Data Management Platforms, Deeply Engaging in the Construction of Regional Copyright Ecosystem

03

Building Infrastructure-Level Service Capabilities to Enhance Service Scale Based on Continuous Accumulation of Comprehensive Advantages



Making Creative Content More Valuable



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