



Mobvista

2020 ANNUAL FINANCIAL RESULTS

Investor Presentation Handout

April 1st 2021

Mobvista

Disclaimer

This document contains forward-looking statements. These statements relate to expectations concerning matters that (a) are not historical facts, (b) predict or forecast future events or results, or (c) embody assumptions that may prove to have been inaccurate, including statements relating to the business strategies, needs and expectations of advertisers, industry and market trends, expectations regarding investment strategies, and the financial targets such as revenue, gross margin, adjusted EBITDA, and adjusted net income of Mobvista, Inc. (the Company). When words such as “believe,” “expect,” “anticipate,” “will”, “outlook” or similar expressions are used, the Company is making forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it cannot give readers any assurance that such expectations will prove correct. These forward-looking statements involve risks, uncertainties and assumptions, including those related to the company’s limited operating history, which makes it difficult to evaluate the Company’s business and prospects, the market for performance-based programmatic advertising developing slower or differently than the Company’s expectations, the demands and expectations of clients and the ability to attract and retain clients. The actual results may differ materially from those anticipated in the forward-looking statements as a result of numerous factors, many of which are beyond the control of the Company.

The Company does not intend to update any forward-looking statement contained in this press release to reflect events or circumstances arising after the date hereof. Included within this presentation are adjusted financial measures that supplement the Condensed Consolidated Statements of Operations of the Company prepared under IFRS. Reconciliations of IFRS to non-IFRS amounts for the periods presented herein are provided in schedules accompanying this presentation and should be considered together with the Condensed Consolidated Statements of Operations. These adjusted measures are not meant as a substitute for IFRS, but are included solely for informational and comparative purposes. The Company’s management believes that this information can assist investors in evaluating the Company’s operational trends, financial performance, and cash generating capacity. Management believes these adjusted measures allow investors to evaluate the Company’s financial performance using some of the same measures as management. However, the adjusted financial measures should not be regarded as a replacement for or superior to corresponding, similarly captioned, IFRS measures and may be different from adjusted financial measures used by other companies. Information contained in this presentation concerning the industry and the markets in which the Company operates, including the Company’s general expectations and market position, market opportunity and market size, is based on reports from various third-party sources, assumptions that the Company has made based on information in such reports and the Company’s knowledge of the market for its platform. Although the Company believes such third-party sources to be reliable, the Company has not independently verified the information and cannot guarantee its accuracy and completeness.

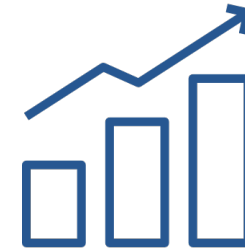
CONTENTS



BUSINESS



STRATEGIES



FINANCIALS

Apps are Our Lives in the Age of Mobile

6.7B

DEVICES GLOBALLY¹

4.3Hrs

PER DAY ON MOBILE²

140B

APPS DOWNLOADED
GLOBALLY IN 2020³

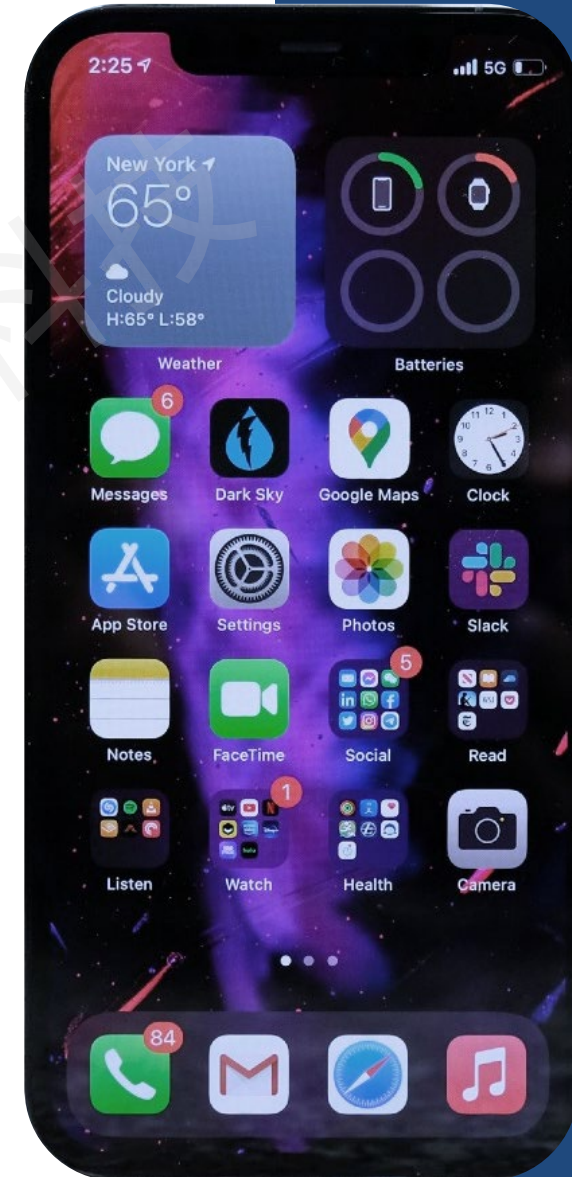
83%

OF DEVICE TIME IN APPS²

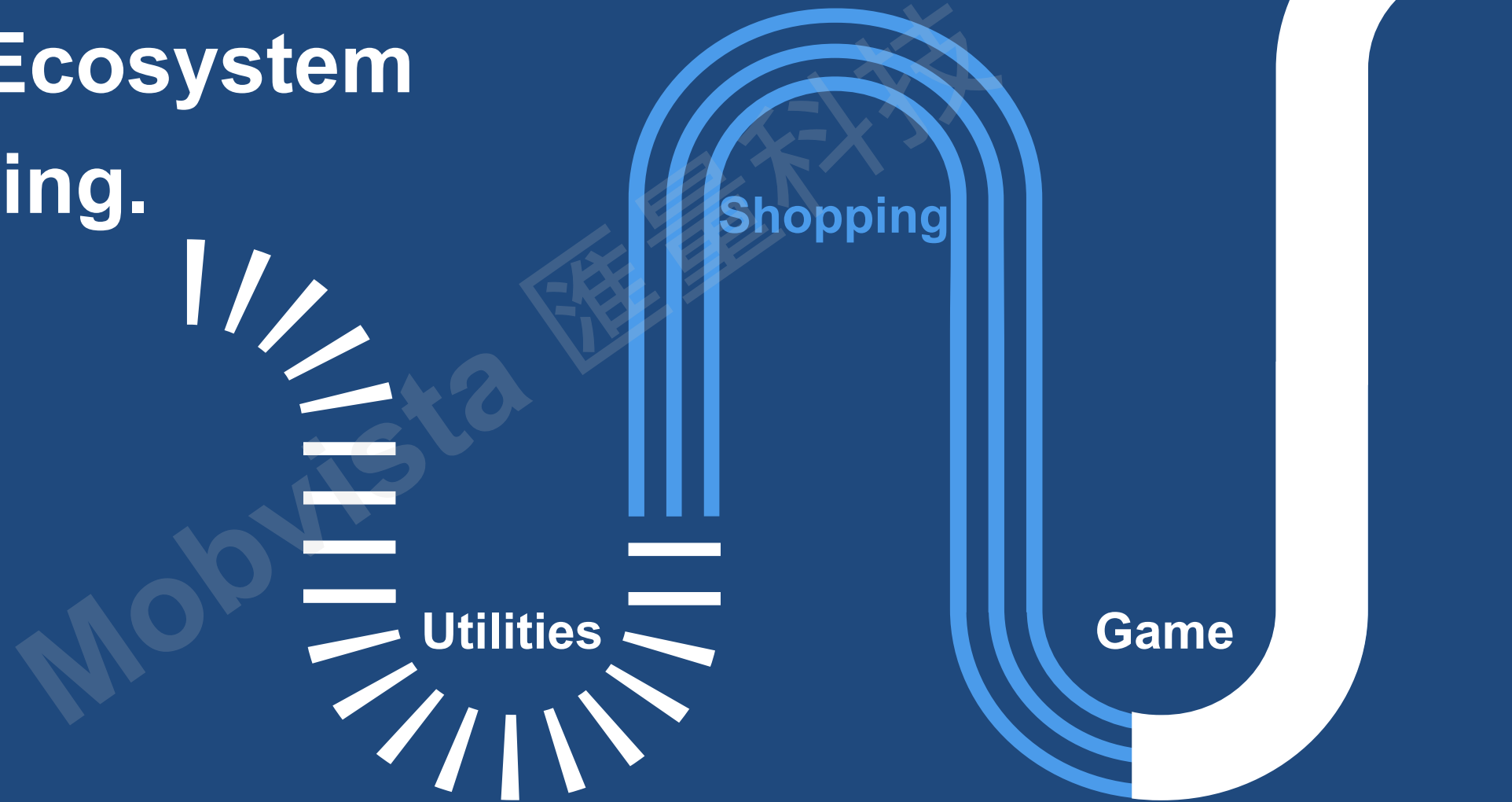
1. Omdia, as of December 31, 2020 - Connected devices database; core connected devices.

2. eMarketer estimate for the average adult in the U.S. as of December 31, 2020 - US time spent; lockdowns augment gains in time spent with mobile devices;

3. SensorTower.



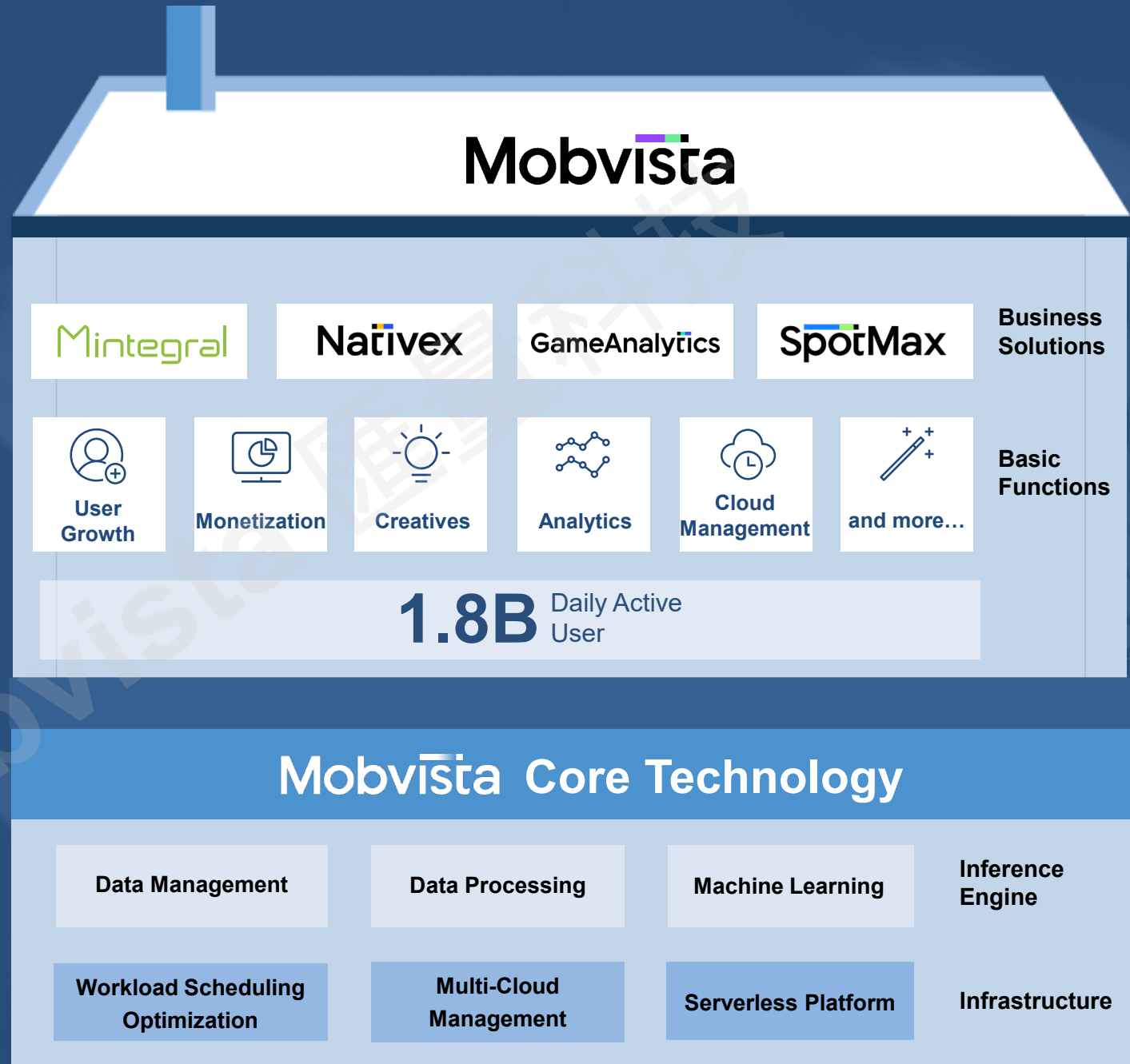
Mobile Ecosystem is Evolving.



**One Platform,
Any Need,
Every Channel.**



Scaled and Integrated Platforms.



Total Addressable Market

Anyone who wants to make more money from their Apps than they pay for it.

MOBILE ECOSYSTEM

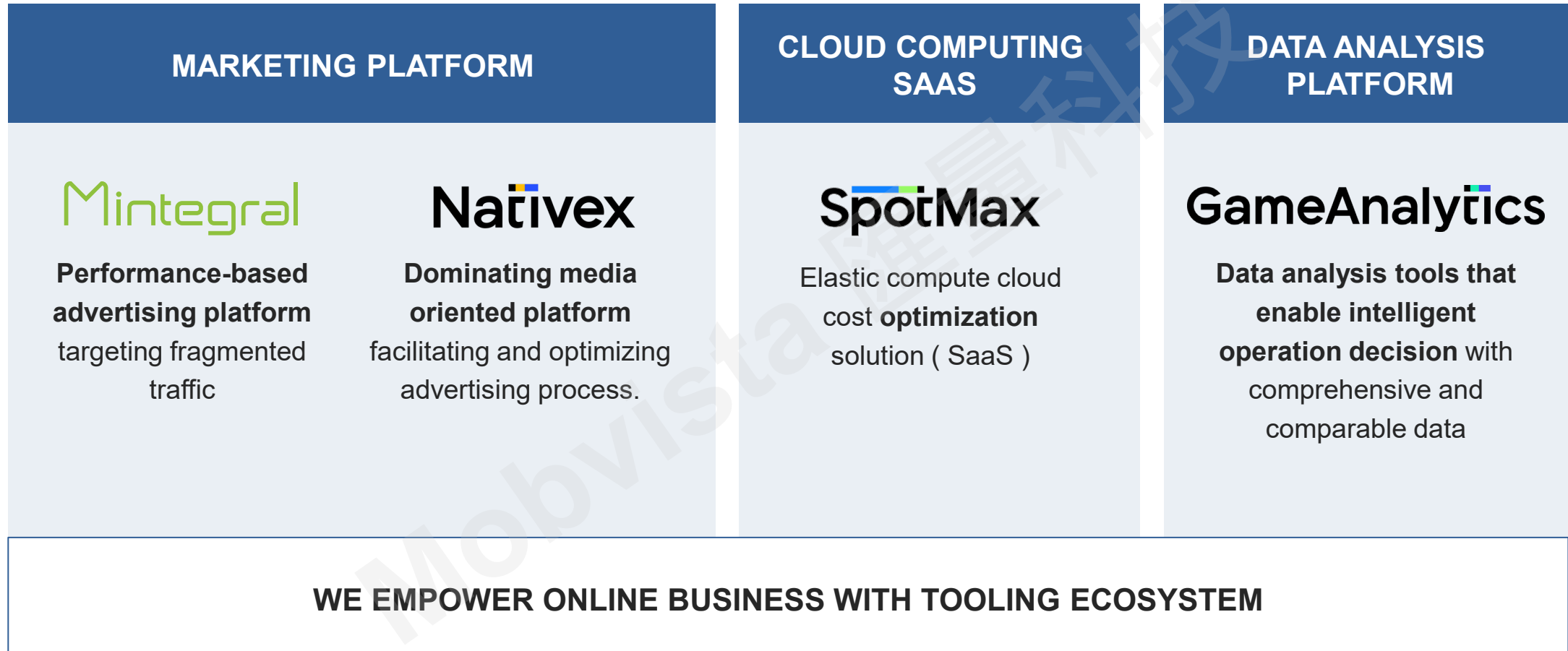
\$318B

**SaaS Tooling
Ecosystem TAM ²⁰²⁴**

IaaS

1. Mobile Application Ecosystem: monetization and user acquisition related products & services, data analytics products & services;
2. IaaS: cloud related products and services
3. Data: 200billion for mobile application ecosystem by 2024, from IDC, Statista, management estimation
4. Data: 82 billion for IaaS products and services by 2022, from Gartner; we assume 20% annual growth to 2024

Our Business



Mintegral

**AGGREGATES
FRAGMENTED
TRAFFIC TO DRIVE
PLATFORM VALUE**

**GROWS WITH
CLIENTS' TOPLINE BY
SHARED INTEREST.**

Note: Revenue is generated from our advertisers, typically on a performance-based, cost-per-install basis, and shared with our advertising publishers, typically on a cost per impression model.

Mintegral IS SAAS LIKE, AND COULD BE MORE PROFITABLE THAN SAAS.

We are far beyond a media company or ad agency.

We do not compete with them. We fund them.

We have **90%*** client and traffic retention rate.

What's more, we align our interest with our customer leading to higher **ARPU**.

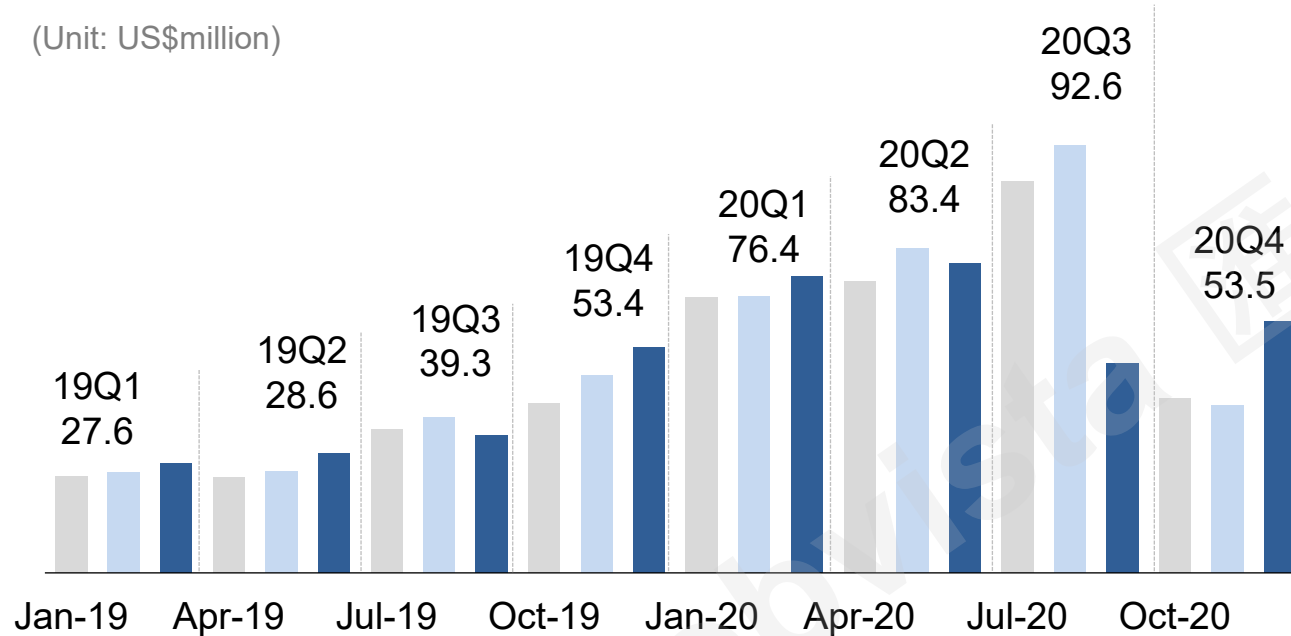
We benefit from **Operational Leverage**.

Note: In general, we have about 90% retention rate. However, this figure is not an commitment or guidance from the management.

Mintegral by the Numbers

MONTHLY REVENUE FROM 2019 TO 2020

(Unit: US\$million)



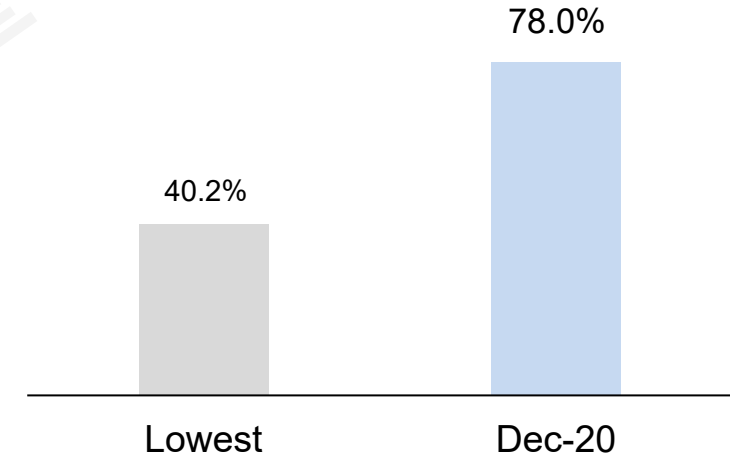
2018

Founded

260+

Employees
(Cloud Dept. Included)

PUBLISHERS RETENTION RATE



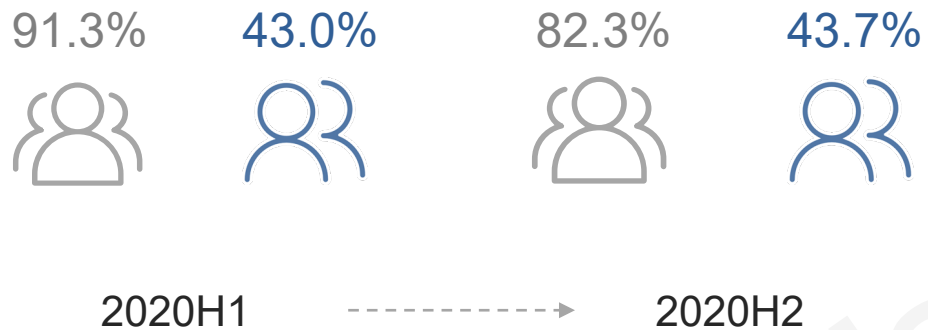
7.7%¹

Monthly Growth Rate
(2019.1-2020.8)

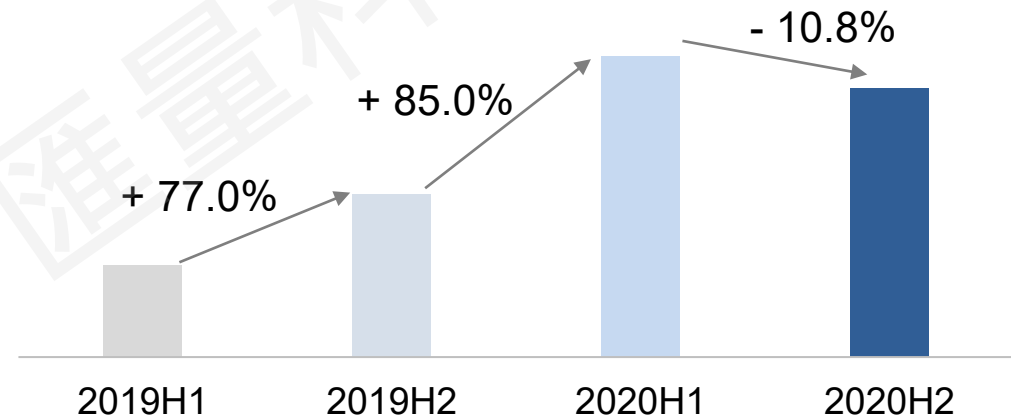
¹ This is unaudited data and is compiled only based on the preliminary internal information of the Group. This figure is for reference only and does not constitute substantive guidance and should not be used as an investment reference factor.

Mintegral by the Numbers

GROWING AND LOYAL CLIENT BASE



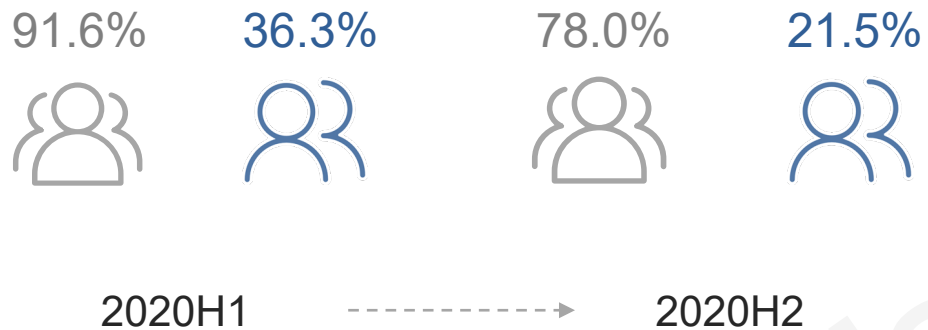
AVG. REVENUE EXPANSION FROM EXISTING CLIENTS (on a half-year on half-year basis)



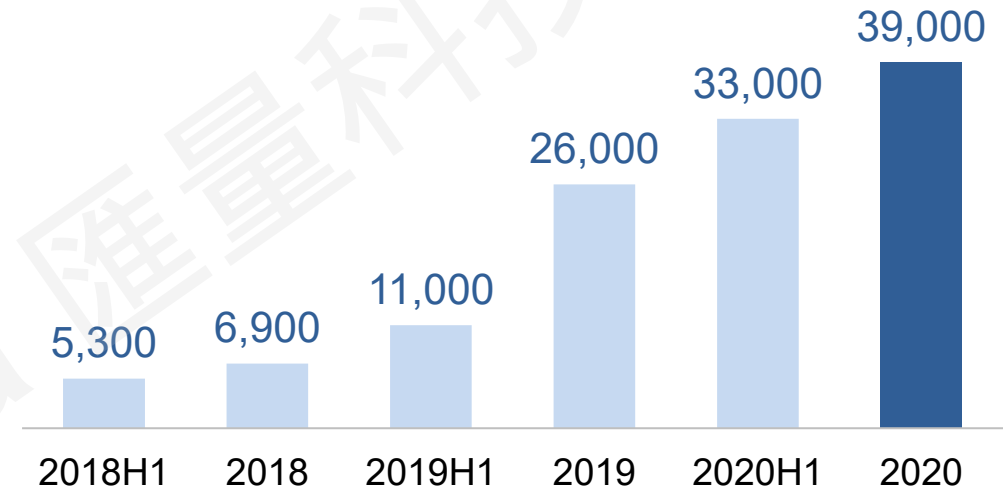
- Strong growth in client base, with 43.7%+ new active customers compared with 2020H1
- 82.3%+ client retention rate in 2020H2
- - 10.8% average revenue expansion in 2020H2 compared to 2020H1 from existing customers due to intensified instability in macroeconomic and political environment

Mintegral by the Numbers

INCREASING AND QUALIFIED PUBLISHERS

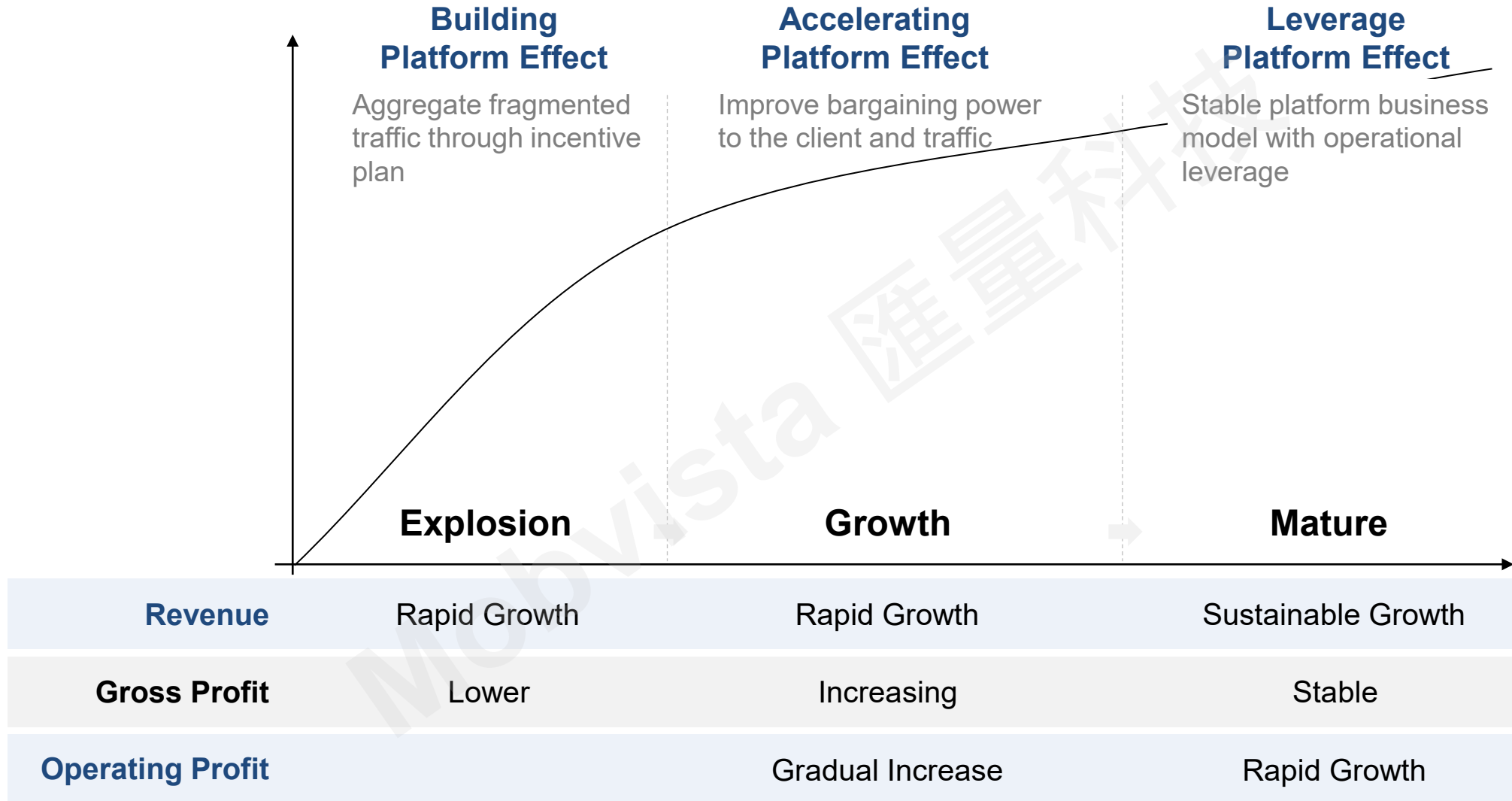


MOBILE TRAFFIC APPS



- Strong growth in publisher base, with 21.5%+ new publishers compared with 2020H1
- Strong growth in mobile traffic, with 39,000+ mobile traffic in 2020
- 78.0%+ client retention rate in 2020H2

Growth Stage of Mintegral



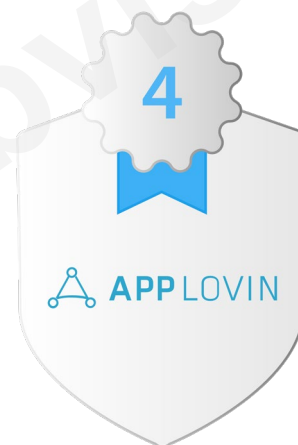
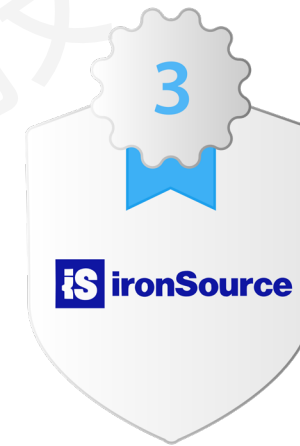
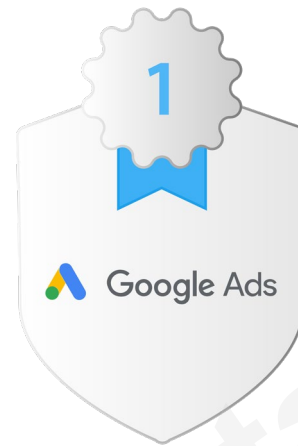
Note: Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it cannot give readers any assurance that such expectations will prove correct.

The Booming Mobile Ecosystem Is Being Fueled By Innovative Tech Platforms



Global
Performance
Index

All Categories/
Android & IOS



Source: AppsFlyer Performance Index (X Edition)

Mintegral

wins by proprietary algorithm since 2019

- modeling based on user's **instant interests** acquired from contextual information rather than **long-term interests** acquired from IDFA info.
- incorporates unique dimension of **dynamic creative optimization (DCO)**

therefore, sustains less impact from iOS14 policy change than competitors



Note: It only represents the management judgment on the related events. It is not for the purpose of providing any investment basis.

Infinite Possibilities for Genetically Innovative Mobile Advertising

 Developer

SKAdNetwork

will become the CORNERSTONE
for the new standard of the industry
replacing context retargeting ads

Google

GAID

might follow the revolutionary trend
and stop the use of IDFA

Note: It only represents the management judgement on the industry and involves risks, uncertainties and assumptions. It is not for the purpose of providing any investment basis.

SpotMax

We provide a platform for online business to
enable their efficient and cost-effective
COMPUTE CLOUD CAPACITY.

SpotMax: from Mobvista's Own Practice



↓ **65%**

decrease in unit server cost, v.s. Dec 2017

Higher reliability with lower cost

Multi-Cloud Solution

100B

Peak Daily Ad Requests

1B

Daily Active Devices

Average Latency

10B

Model Features

200+

Countries/Regions

< 50 milliseconds

Note: This is unaudited data and is compiled only based on the preliminary internal information of the Group. This figure is for reference only and does not constitute substantive guidance and should not be used as an investment reference factor.

Cloud Spending Optimization: First Priority



20%

cloud spending waste &
cloud spending expansion

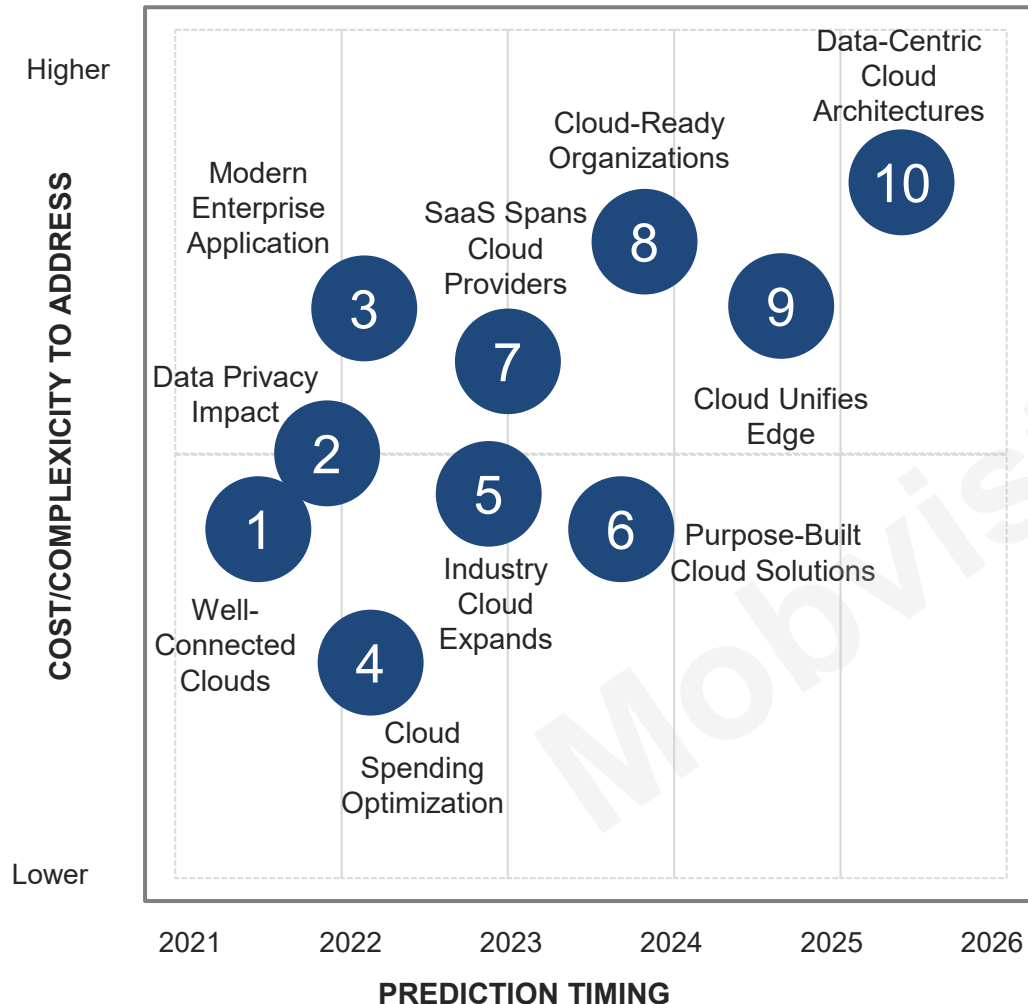
73%

take cloud spending
optimization as first priority



Worldwide Cloud Computing Market Prediction

IDC FutureScape: Worldwide Cloud 2021 Top 10 Predictions



Source: IDC, Flexera

Running Anywhere With Cloud Computing

- Prediction 1 – Well-Connected Cloud
- Prediction 9 – Cloud Unifies Edge

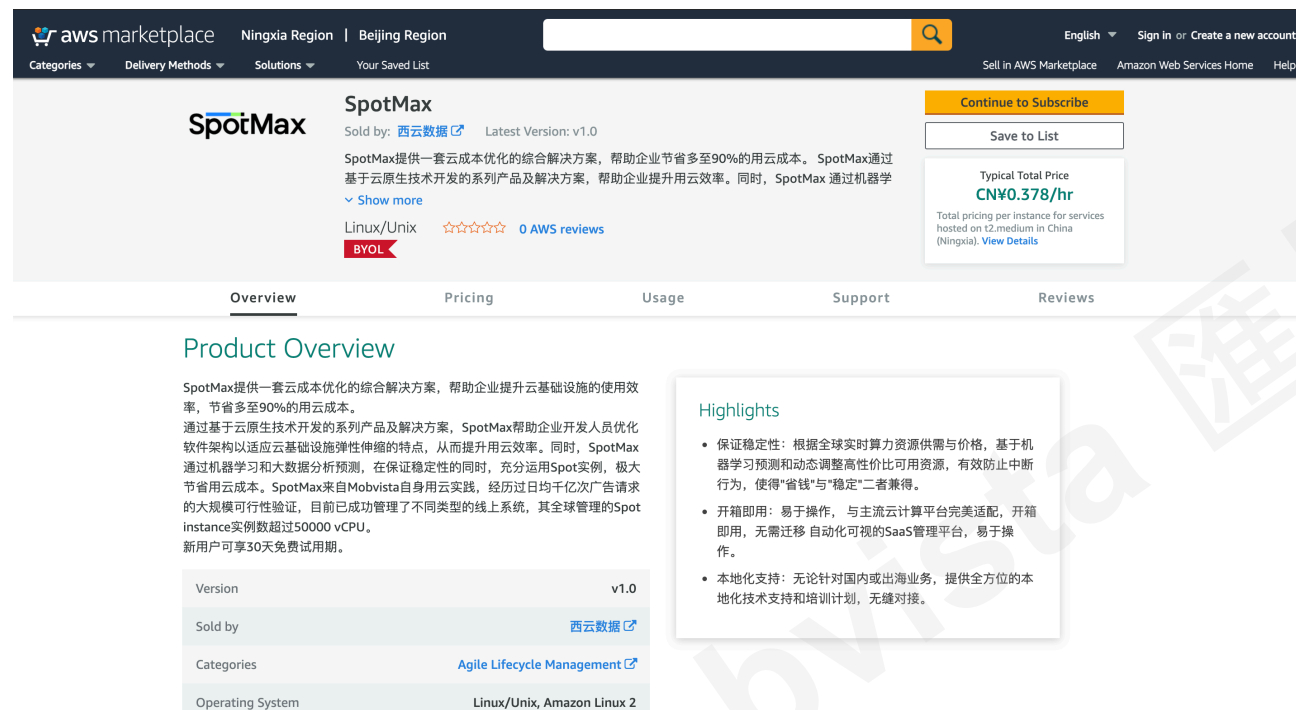
Software Refactored Based On Cloud Native Methodology

- Prediction 3 – Modern Enterprise Application
- Prediction 7 – SaaS Spans Cloud Providers

Cloud Satisfying Business Requirement for Cost Optimization

- **Prediction 4 – Cloud Spending Optimization:** by 2022, enterprises would believe they **waste** at least **20%** of public cloud spending, and aim to cut down half of the waste; **73%** of the enterprises believe cloud cost optimization is their **priority**
- **Prediction 5 – Industry Cloud Expands:** by 2022, enterprise would spend **20%** of their new cloud spending on cloud solutions that target the need of its vertical and ecosystem data-sharing.

Partnership with Cloud Service Providers



SpotMax
Sold by: 西云数据 Latest Version: v1.0

SpotMax提供一套云成本优化的综合解决方案, 帮助企业节省多至90%的用云成本。SpotMax通过基于云原生技术开发的系列产品及解决方案, 帮助企业提升用云效率。同时, SpotMax 通过机器学习

Linux/Unix 0 AWS reviews

Typical Total Price
CN¥0.378/hr

Total pricing per instance for services hosted on t2.medium in China (Ningxia). View Details

Product Overview

SpotMax提供一套云成本优化的综合解决方案, 帮助企业提升云基础设施的使用效率, 节省多至90%的用云成本。

通过基于云原生技术开发的系列产品及解决方案, SpotMax帮助企业开发人员优化软件架构以适应云基础设施弹性伸缩的特点, 从而提升用云效率。同时, SpotMax通过机器学习和大数据分析预测, 在保证稳定性的同时, 充分运用Spot实例, 极大节省用云成本。SpotMax来自Mobvista自身用云实践, 经历过日均千亿次广告请求的大规模可行性验证, 目前已成功管理了不同类型的线上系统, 其全球管理的Spot instance实例数超过50000 vCPU。

新用户可享30天免费试用期。

Version v1.0

Sold by 西云数据

Categories Agile Lifecycle Management

Operating System Linux/Unix, Amazon Linux 2

Highlights

- 保证稳定性: 根据全球实时算力资源供需与价格, 基于机器学习预测和动态调整高性价比可用资源, 有效防止中断行为, 使得“省钱”与“稳定”二者兼得。
- 开箱即用: 易于操作, 与主流云计算平台完美适配, 开箱即用, 无需迁移 自动化可视的SaaS管理平台, 易于操作。
- 本地化支持: 无论针对国内或出海业务, 提供全方位的本地化技术支持和培训计划, 无缝对接。

<https://awsmarketplace.amazonaws.cn/marketplace/pp/prodview-cz7viwrfiiwpg>



GameAnalytics



119,000+

All-time integrated games



97,500+

Active games



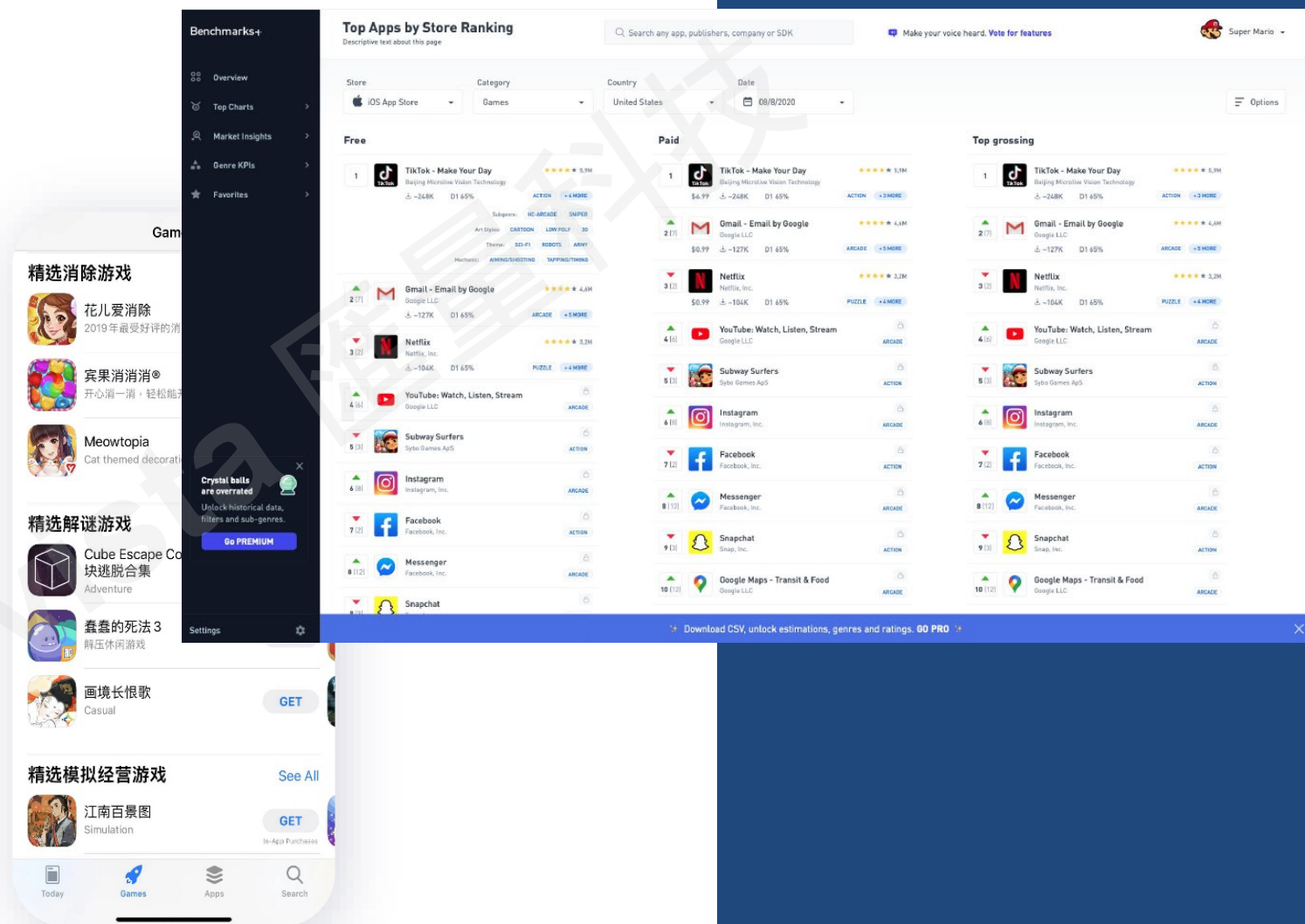
95,000+

Partner developers

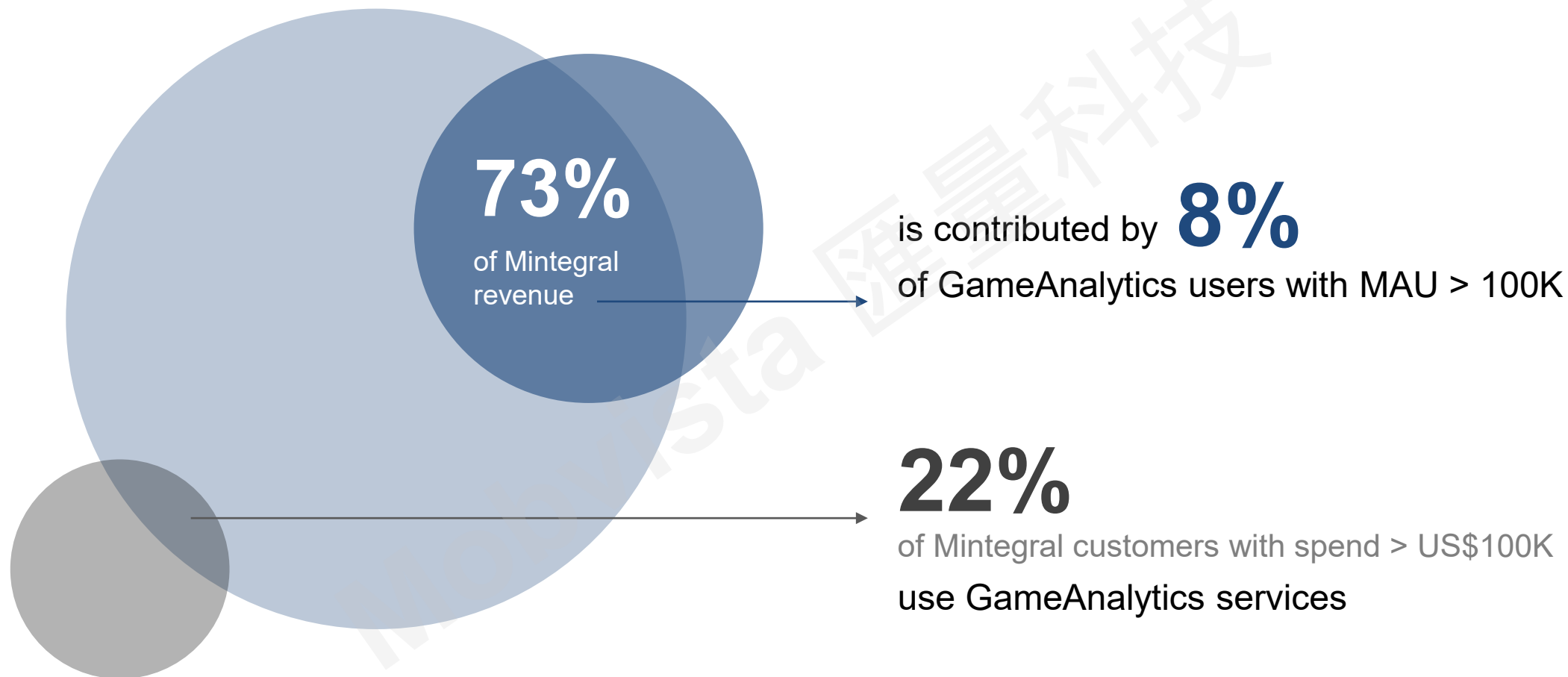


1.94 billion+

Monthly active user



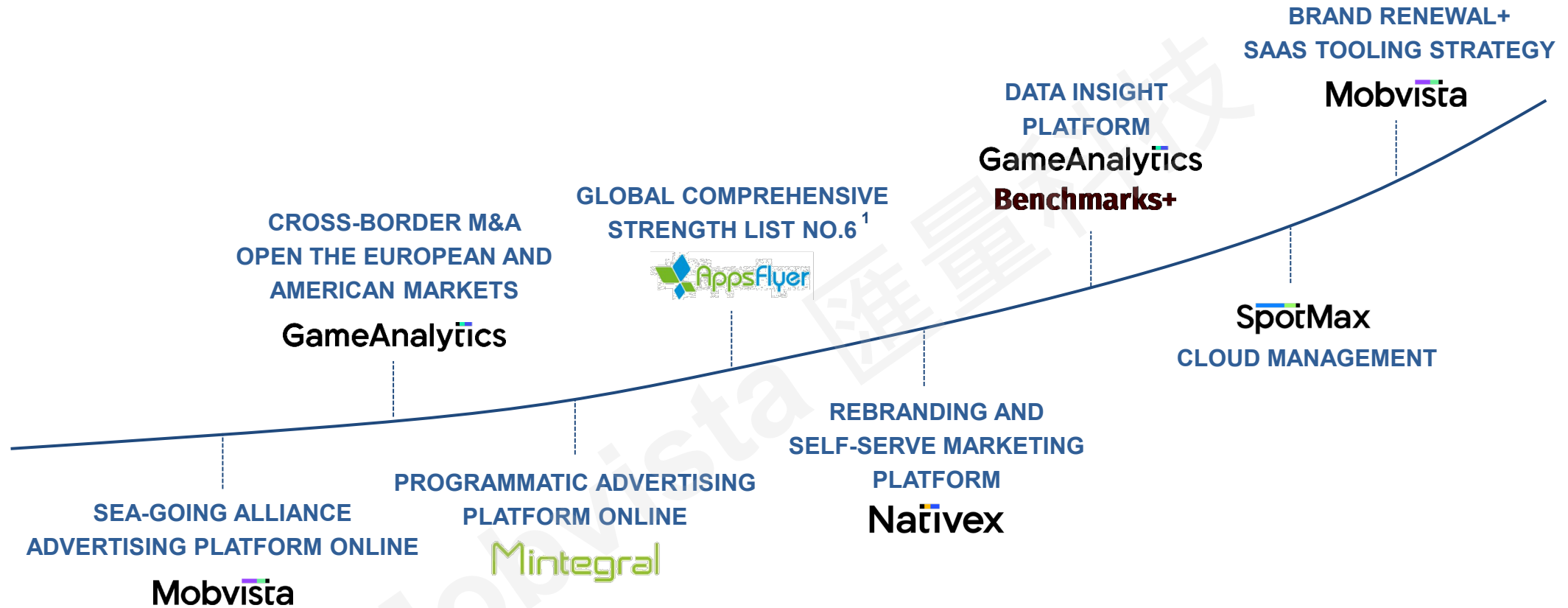
Synergetic Tooling Matrix



The background is a dark blue gradient with a faint grid pattern. Overlaid on the grid are various data visualization elements: small circles and squares in light blue and white, some connected by thin lines. A prominent wavy line, resembling a sine wave or a data trend line, runs diagonally across the center. Faint, semi-transparent text "Mobvista" and "德皇科技" (Dehuang Technology) is visible across the middle of the image.

THE VIEW INTO OUR FUTURE

Strategic Transition and Tooling Ecosystem



- Strategic transformation to programmatic advertising business with Mintegral platform as the core
- Further in tooling matrix building, through propriety R&D achievement, and acquisition when needed

Note: This not an commitment or guidance from the management.

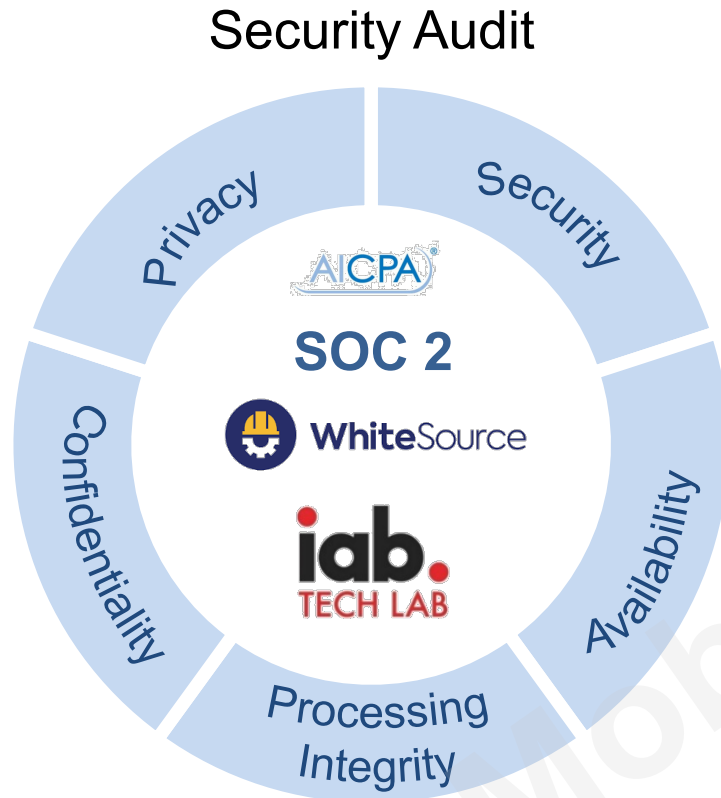
1: This ranking was earned by Mintegral platform in the power ranking by AppsFlyer (X Edition)

Global Expansion



Note: This regional revenue structure is for our mobile advertising business only, does not include cloud related revenue and data analytics revenue

Data Protection and Ad Fraud Prevention



We are one of the very company in mobile marketing industry had SOC 2 audit.



Audit done
and other certification obtained

SOC 2 by 

COPPA Certified Seal by 

SDK OPENSOURCE by  WhiteSource

Source Code Assessment by 



ISO/IEC 27001 Certification

FUNDAMENTAL FINANCIALS

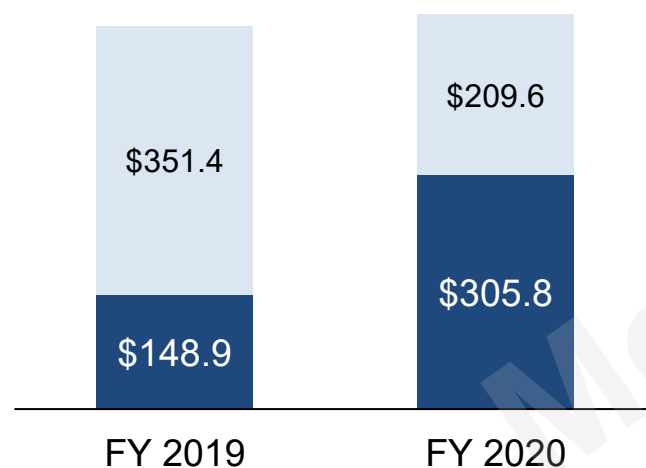
Revenue By Business Segments



Mobile Advertising Revenue

(Unit: million)

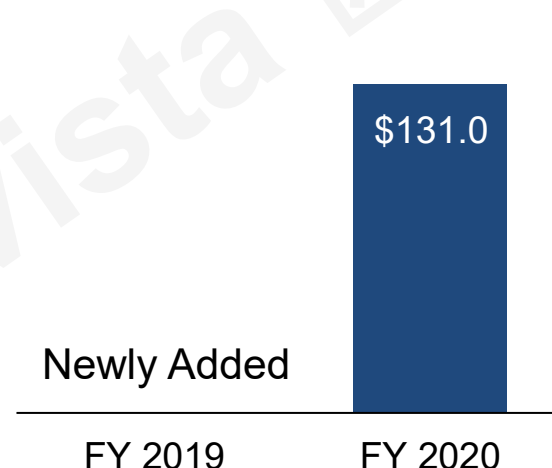
■ **Mintegral** ■ **Nativex**



Cloud Related Revenue

(Unit: thousand)

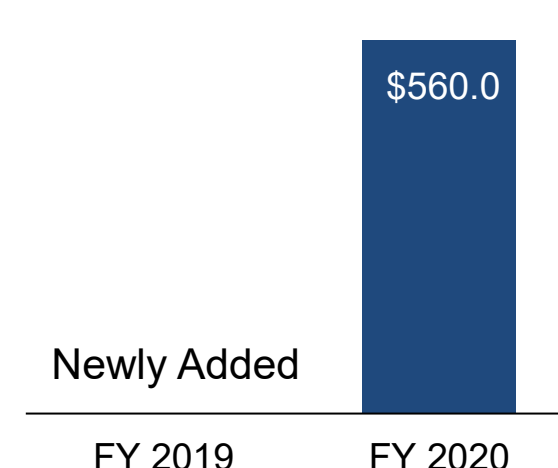
■ **SpotMax**



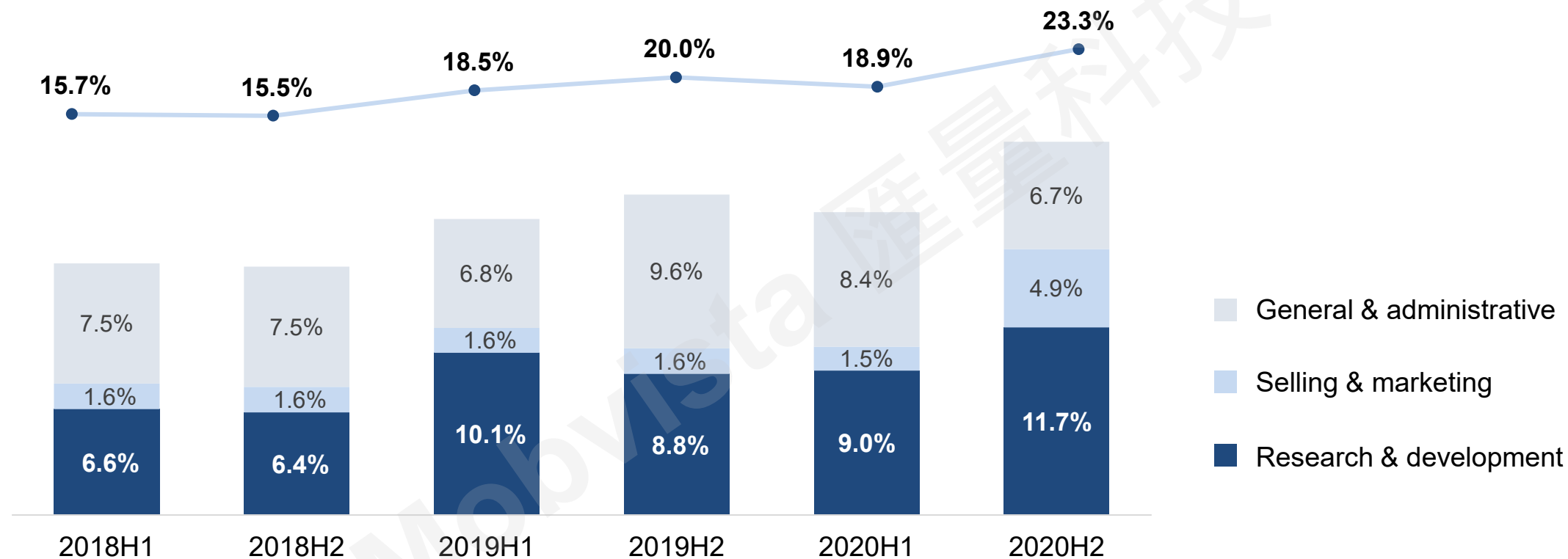
Data Analytics Revenue

(Unit: thousand)

■ **GameAnalytics**



Continuous Investment in R&D



*Percentage of R&D includes capitalized R&D spending. ESOP is not included in S&M and G&A.

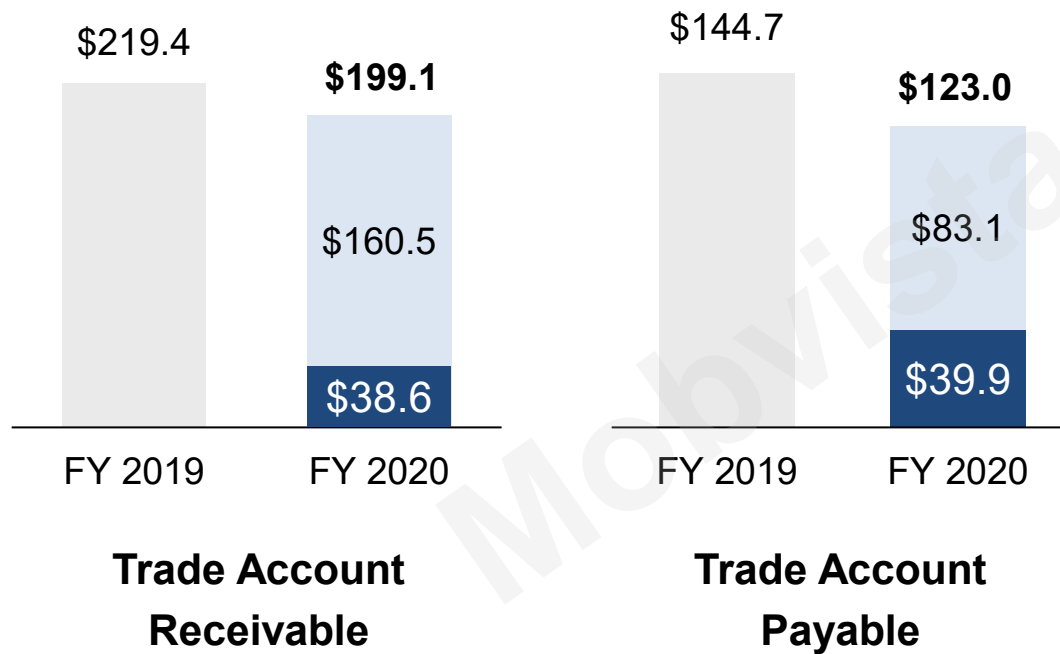
*All kinds of expenses are shown in the graph as percentages of revenue.

Proactive Account Management

TRADE RECEIVABLE / PAYABLE 2020

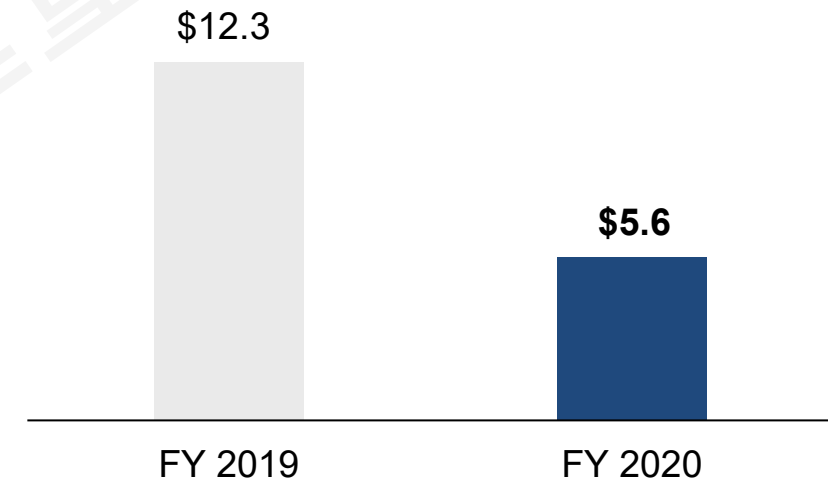
(Unit: million)

■ Nativex ■ Mintegral



IMPAIRMENT LOSS ON TRADE RECEIVABLE

(Unit: million)



*Trade receivable is net of allowance for doubtful debt

THANK YOU!

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