

Mobvista

A Leading Comprehensive Technology Platform for Global App Developers

Be the Bridge.

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.

A Leading Comprehensive Technology Platform for Global App Developers

AdTech + MarTech



2013

Founded



\$456 M

Revenue 2022 H1



\$5.8 M

Adjusted EBITDA 2022 H1



320

Number of Mintegral customers that contribute more than US\$100K in revenue



94%

Mintegral retention rate of customers that contribute more than US\$100K



97%

Mintegral's proportion of revenue from customers that contribute >US\$100K in revenue



198%

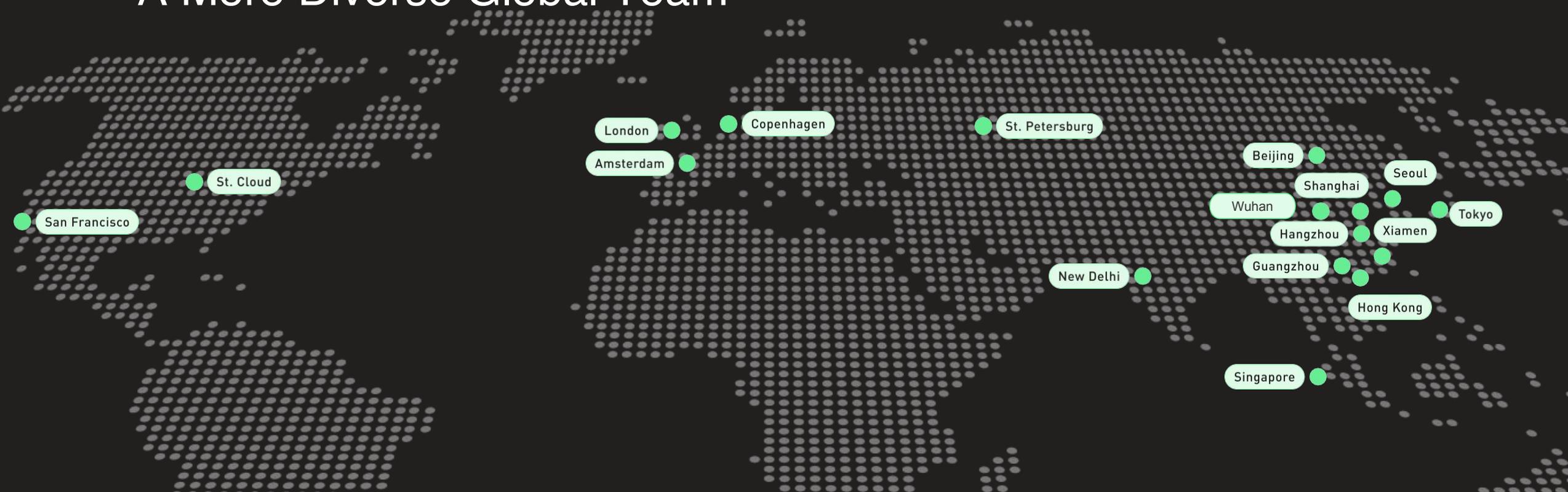
Mintegral's dollar-based net expansion rate of customers that generate >US\$100K in revenue



83%

Y/Y Revenue Growth of Mintegral

A More Diverse Global Team



17

OFFICES



852

EMPLOYEES



>60%

R&D STAFF



23

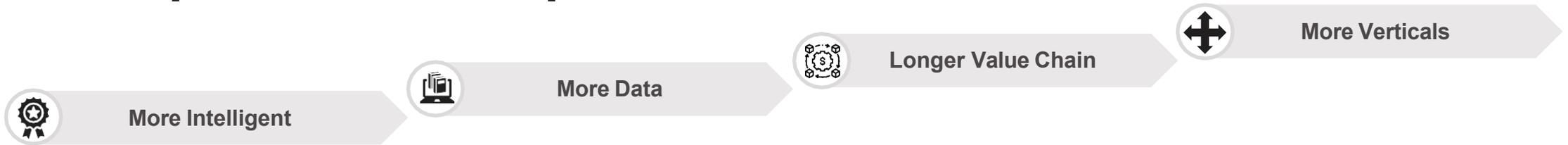
NATIONALITIES



24

LANGUAGES
SPOKEN

Development Roadmap



1.0 *AdTech*
Non-programmatic Platform

Nativex

- Industry-leading, media-oriented platform
- Facilitate and optimize advertising process



2.0 *AdTech*
Programmatic Platform

Mintegral

- Aggregate fragmented traffic to drive platform value
- Connect clients to global users in an automated and scalable way



3.0 Comprehensive Technology

SolarEngine

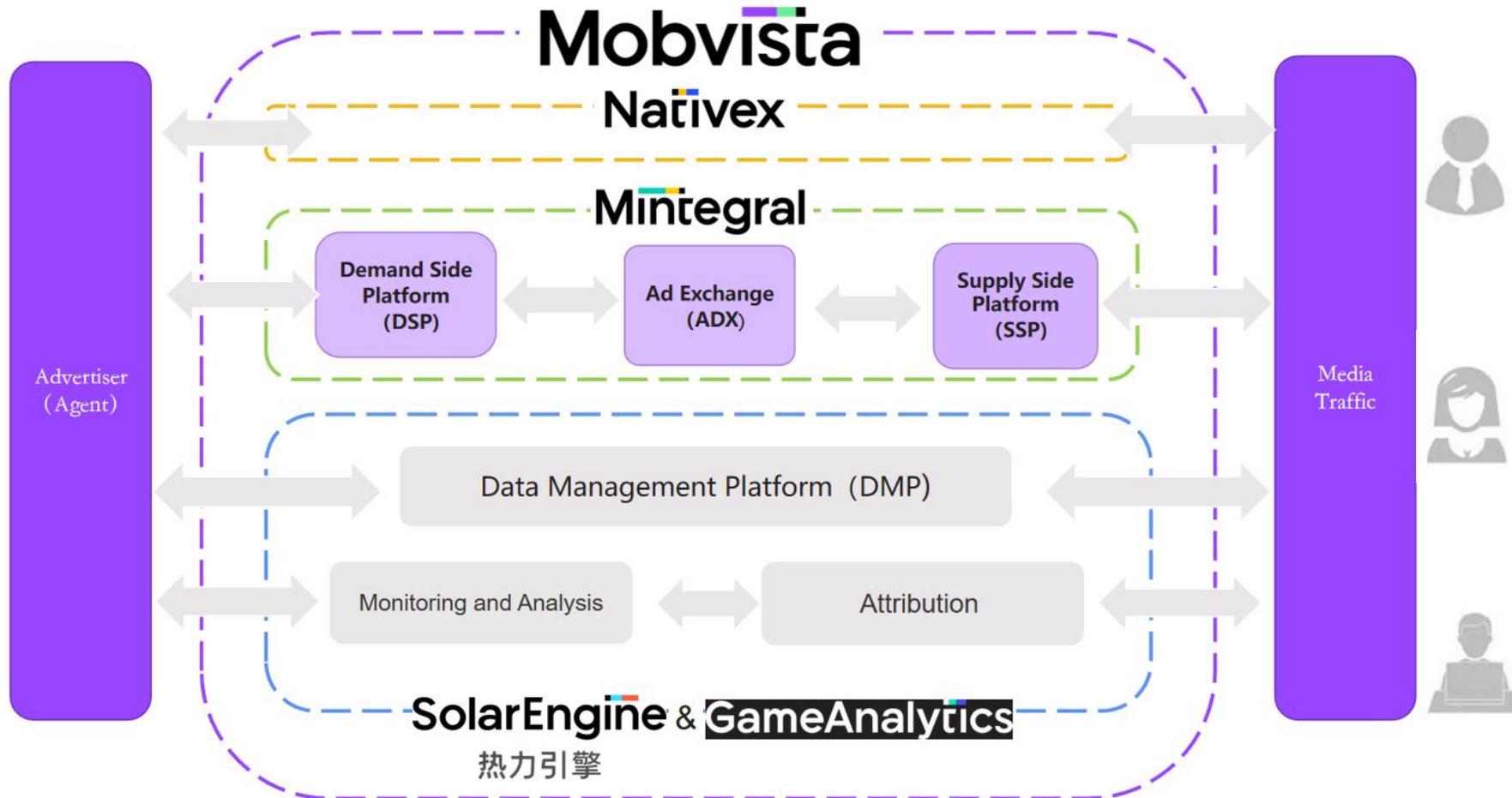
GameAnalytics

热云数据

SpotMax

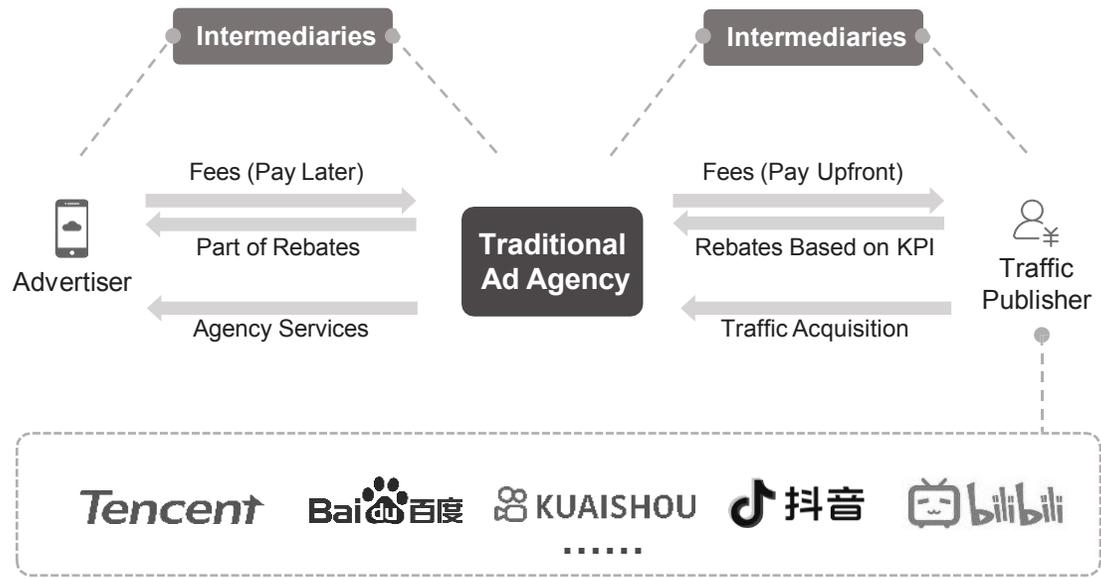
- Extensive tooling matrix
- Cover the full value chain and unlock strong synergies across segments

The strategic planning of Mobvista in the programmatic advertising industry chain



Company Overview

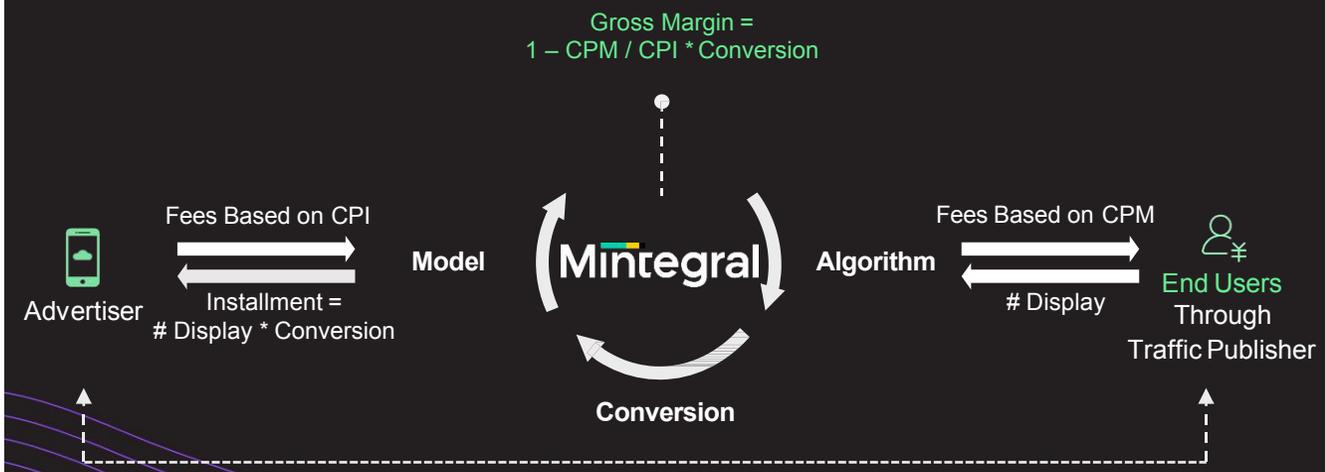
Traditional Ad Agency



- ✗ Low Value-add, Limited Data and Technological Capabilities
- ✗ Heavy Working Capital Requirement, Ad Inventory Risk and Low Turnover
- ✗ Reliance on Rebates and Thin Margin

Our Key Differentiator: Mintegral

Mintegral: Integrated, Programmatic AdTech Platform



Some Advertiser Customers are Also Traffic Publishers
Creating a Closed Loop of Data and Further Enhancing Efficiency of Algorithms

- ✓ Programmatic, Automatic with Closed-loop Data Management Capabilities and High Algorithm Accuracy
- ✓ Full Chain Coverage, Direct Connection with Advertisers, Traffic Publishers and End Users
- ✓ Higher Margin and Greater Upside of ROI

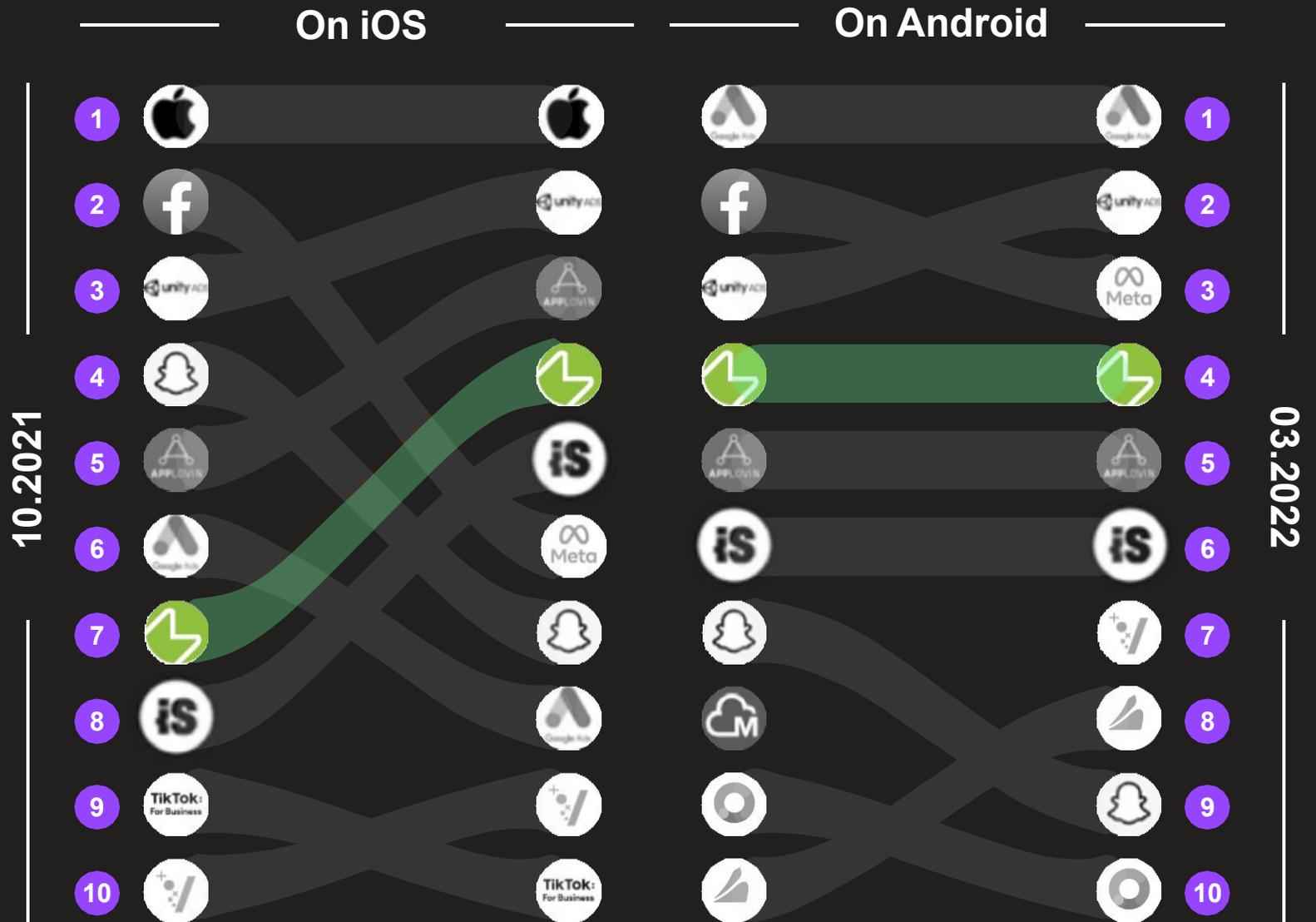
Mintegral Revenue



Accelerating and heading closer to profit

With Preeminent Brand Equity and High Industry Recognition...

Mintegral is the **Only Chinese Company** among the **Top 10** Global Performance-based Media Company on iOS and Android



Source: The Retention Index, Power Ranking, AppsFlyer Performance Index, Edition 14 (March 2022)

We Deliver Impressive Performances as Shown by Various Indices

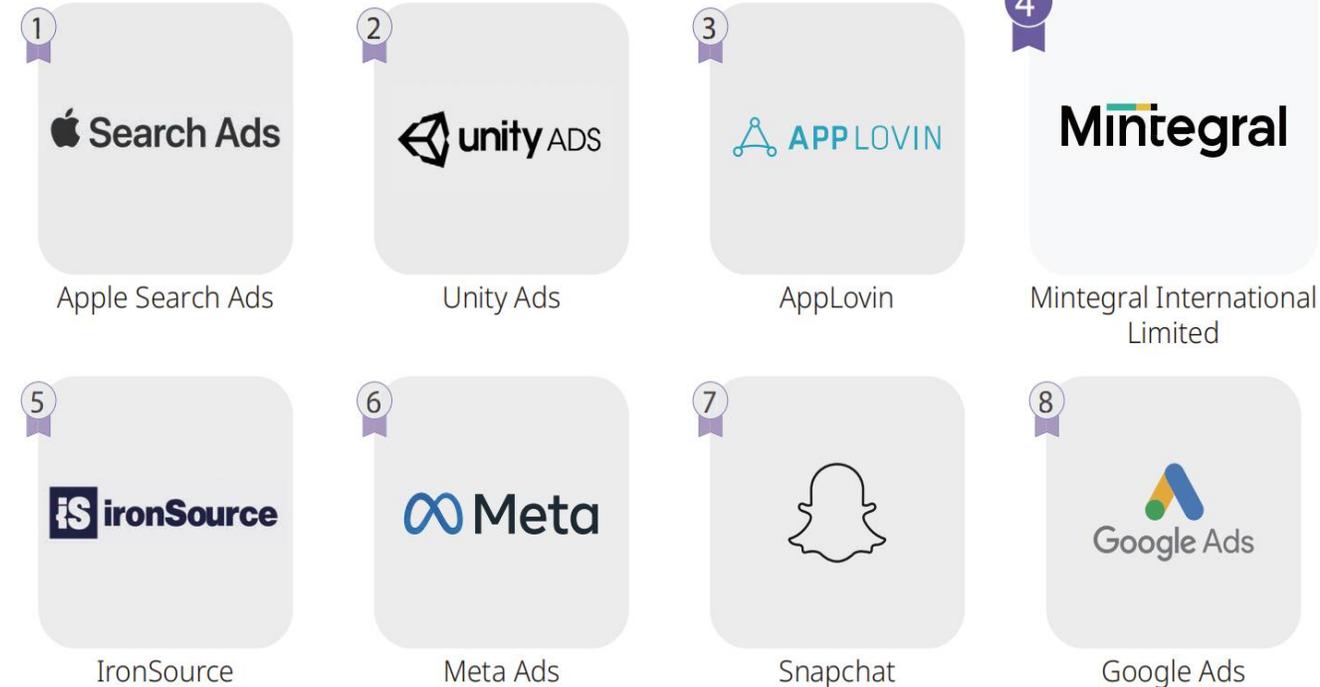
 **IAP Index**
Global – Android – All Categories:
8th in 2021 (vs **8th** in 2020)

 **IAA Index**
Global – iOS – All Categories:
5th in 2021 (vs **6th** in 2020)

 **Performance in China**
1st in **12** of the rankings in 2021

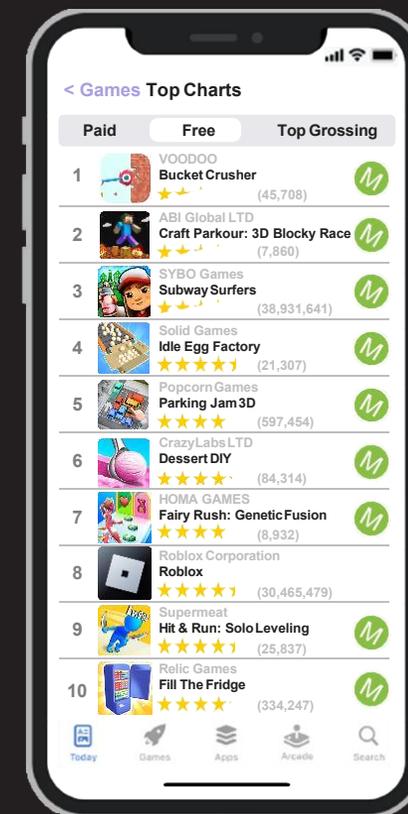


AppsFlyer Performance Index 14



A High Quality, Sticky Customer Base

9 of the Top 10 Games on Android Use Mintegral Services¹



94%

Core Customer Retention Rate²



198%

Dollar-based Net Expansion²



97%

Revenue from Core Customers²

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Financial Highlights

\$456M

REVENUE
2022 H1

\$5.8M

ADJ. EBITDA
2022 H1

198%

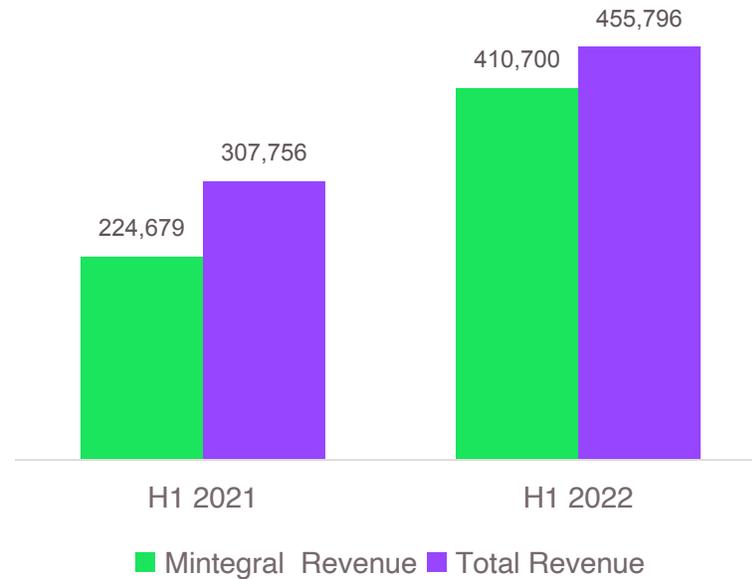
DOLLAR-BASED
NET EXPANSION
RATE

83%

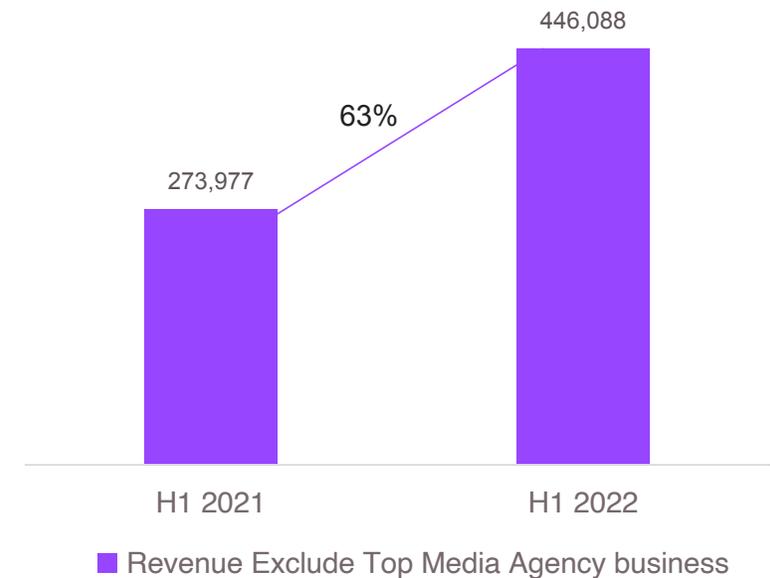
Y/Y REVENUE
GROWTH OF
MINTEGRAL



Group Revenue
(US\$ k)

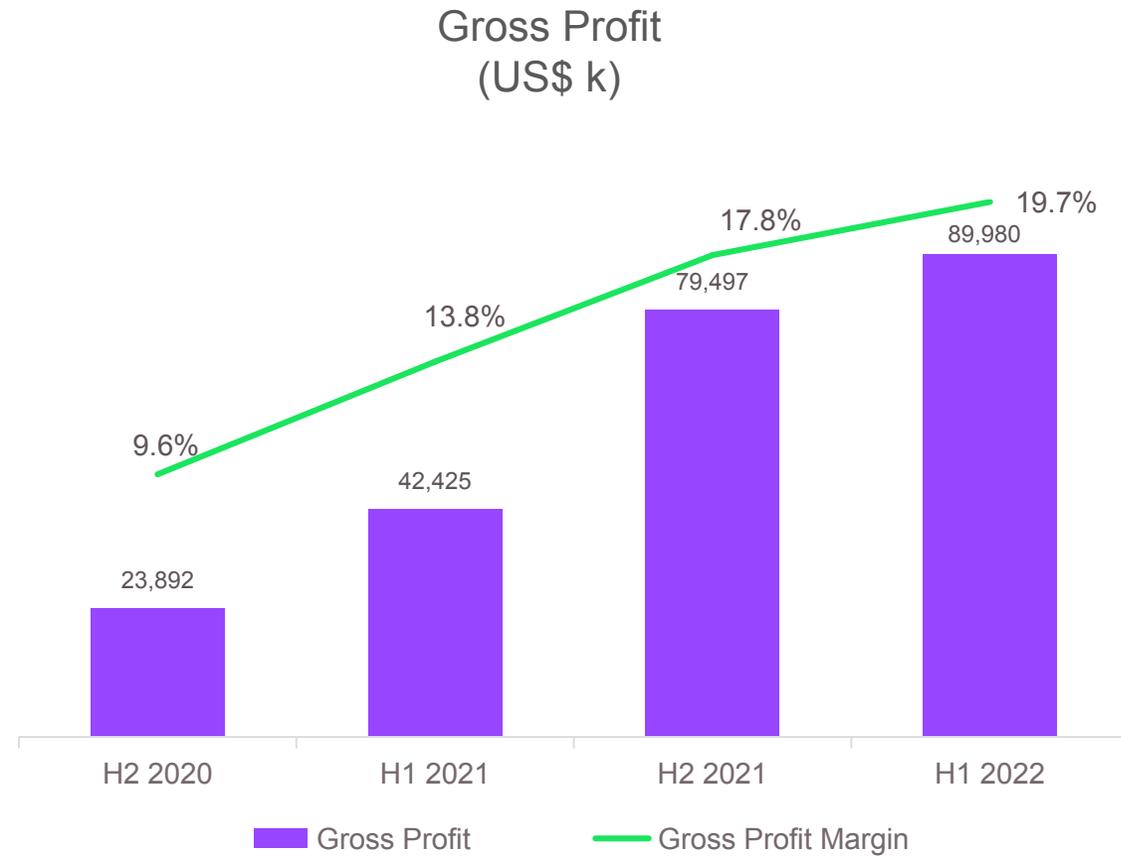


Group Revenue
*Exclude Top Media Agency
business*
(US\$ k)



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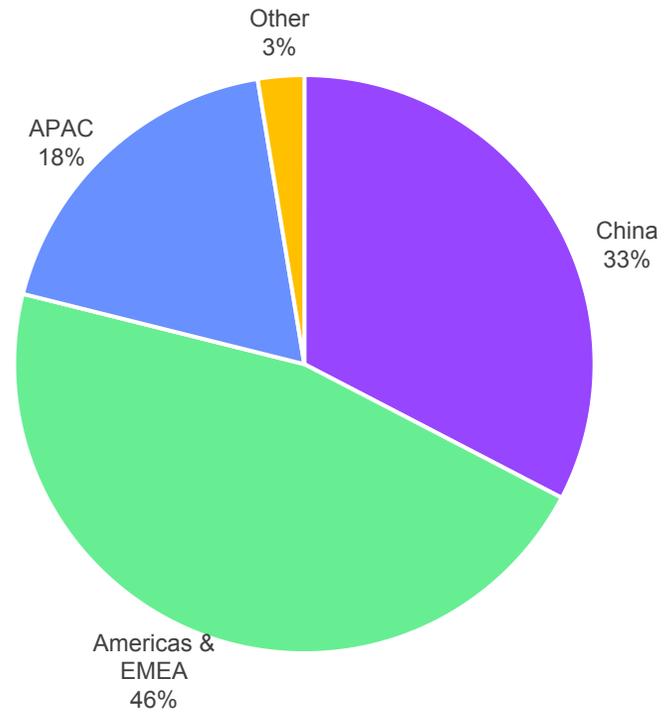
Gross Profit



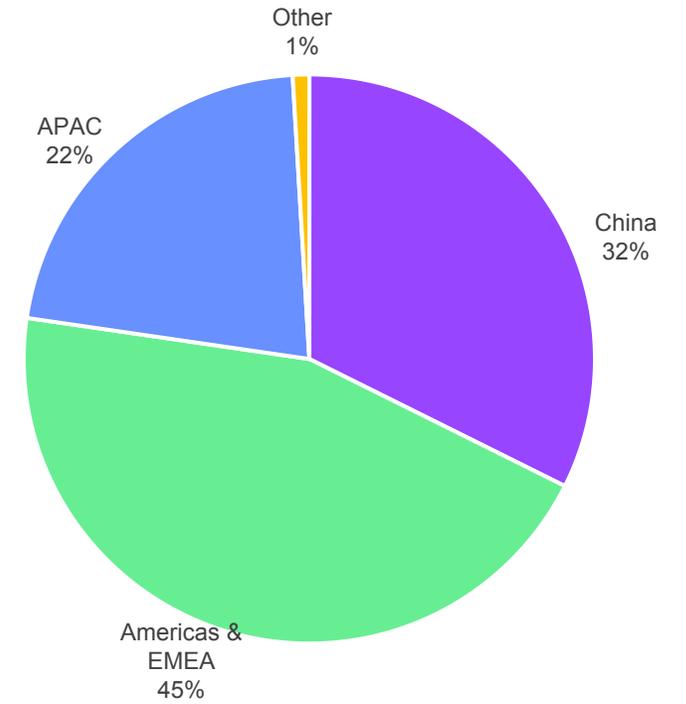
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Revenue Allocation by Region

H1 2021



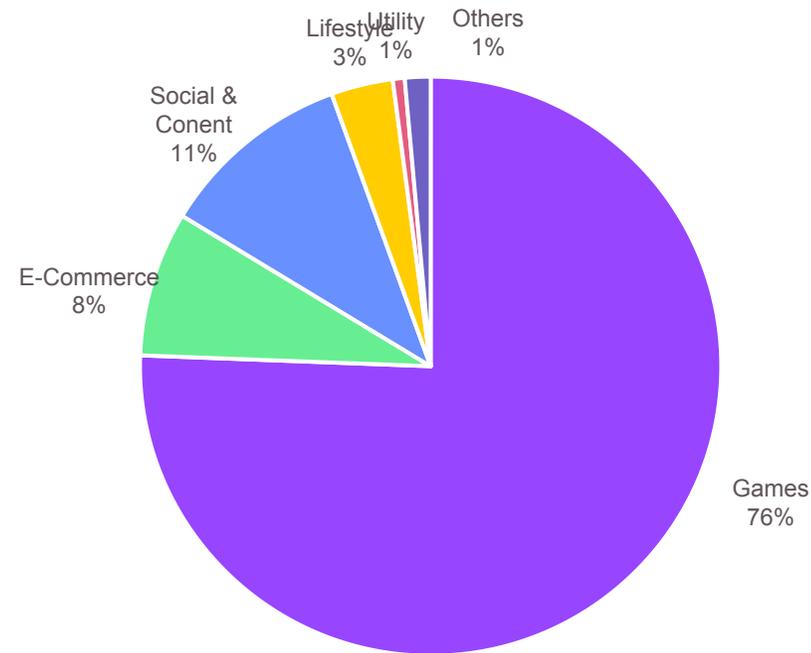
H1 2022



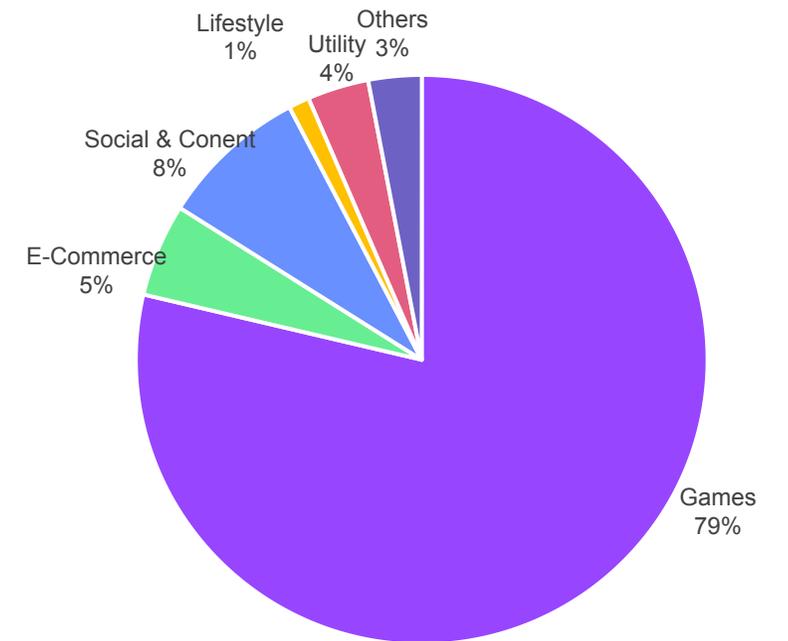
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Mintegral Revenue Allocation by Content Vertical

H1 2021



H1 2022

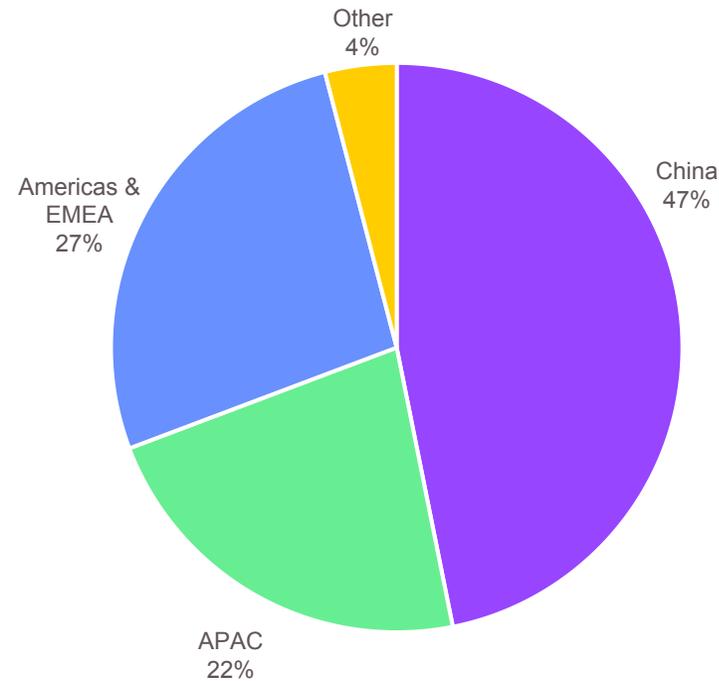


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Customer and Traffic Distribution of Mintegral

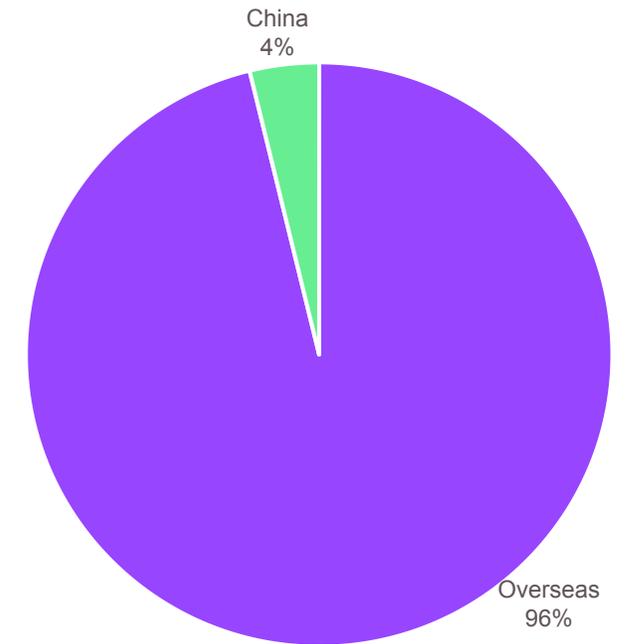


Customer Distribution



112 Countries & Regions

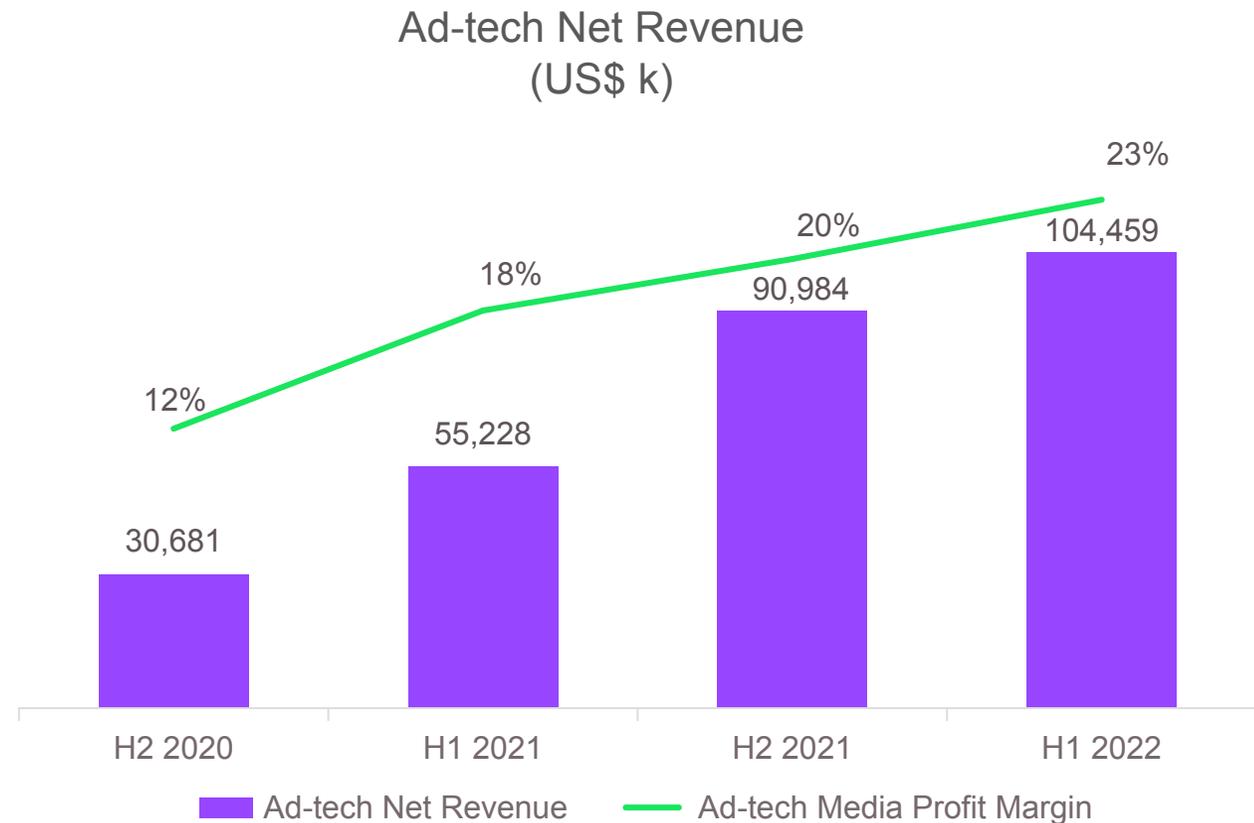
Traffic Distribution



251 Countries & Regions

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Ad-tech Net Revenue Growth Trend

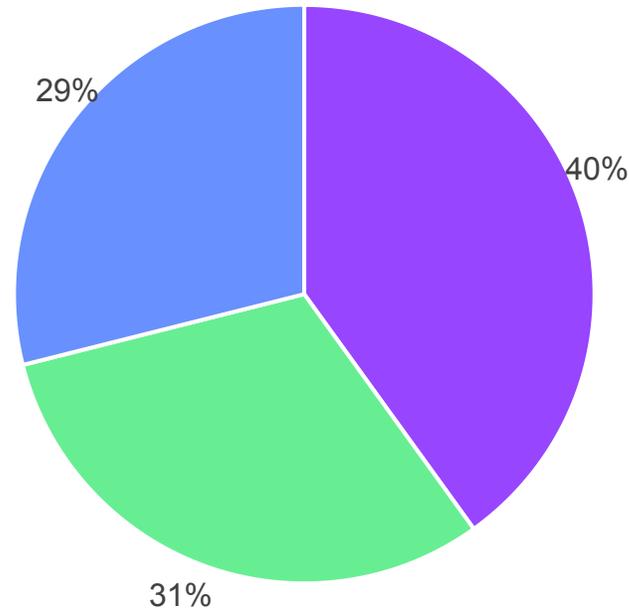


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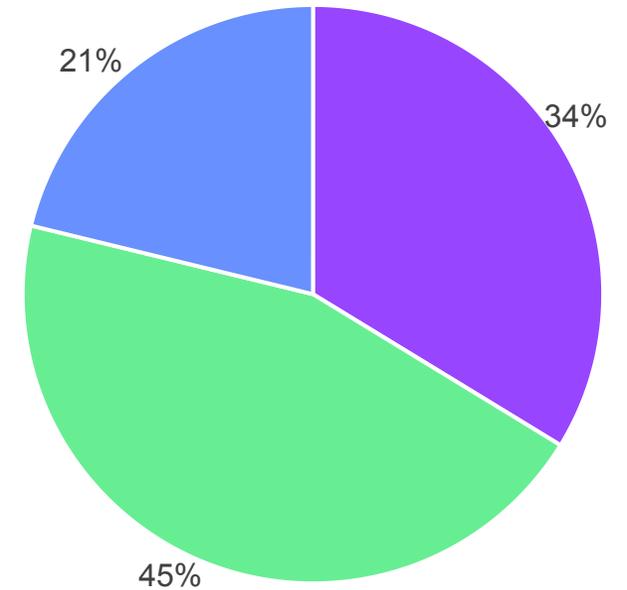
Expense Allocation by Type



H1 2021



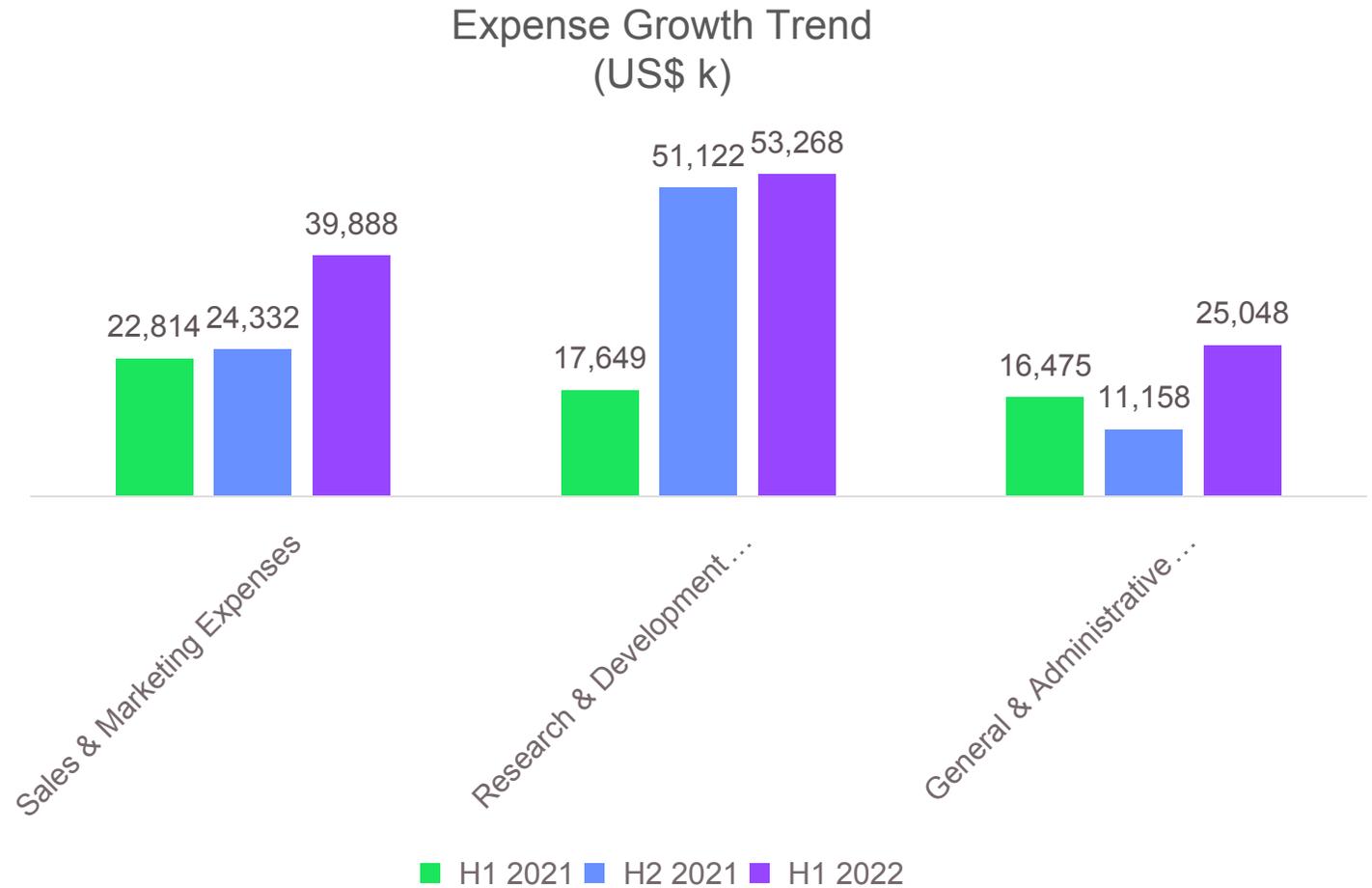
H1 2022



-  Sales & Marketing Expenses
-  General & Administrative Expenses
-  Research & Development Expenses

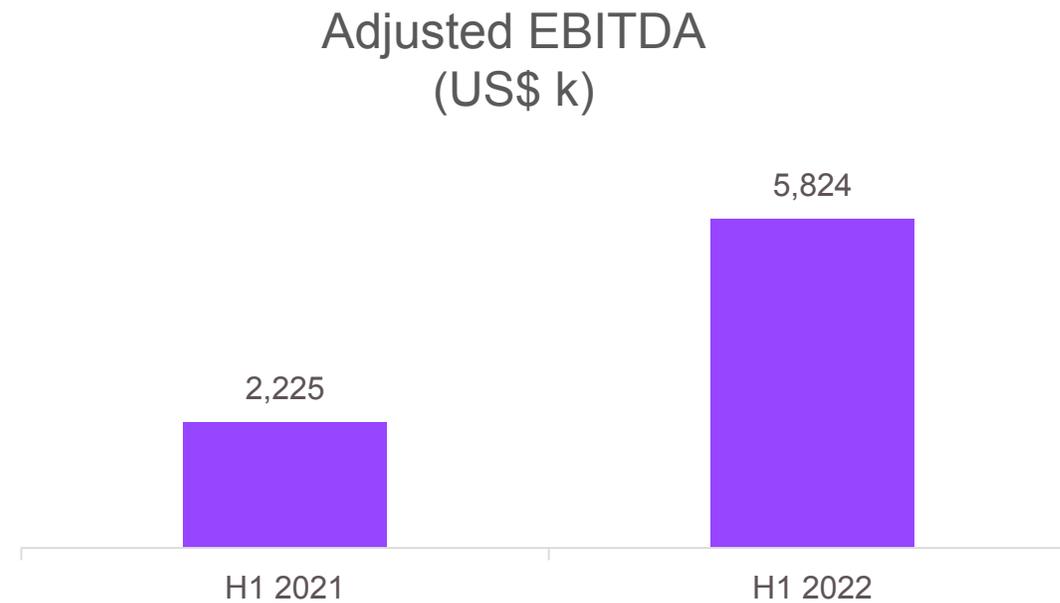
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Expense Growth Trend



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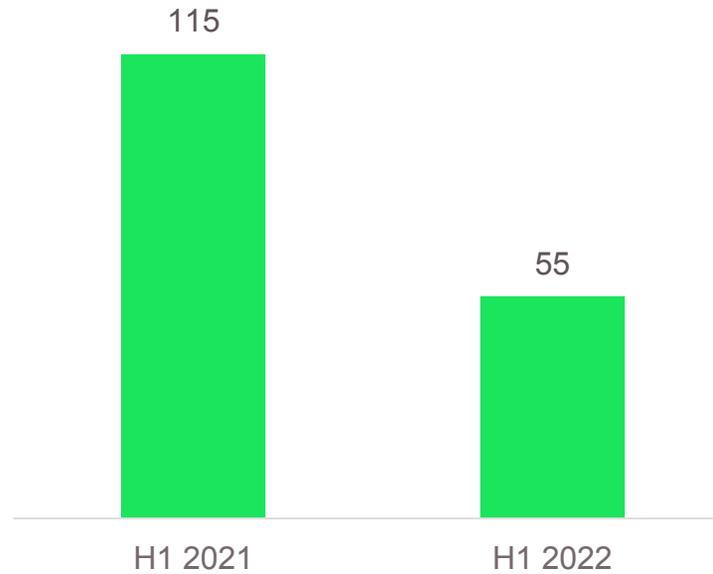
Adjusted EBITDA Growth Trend



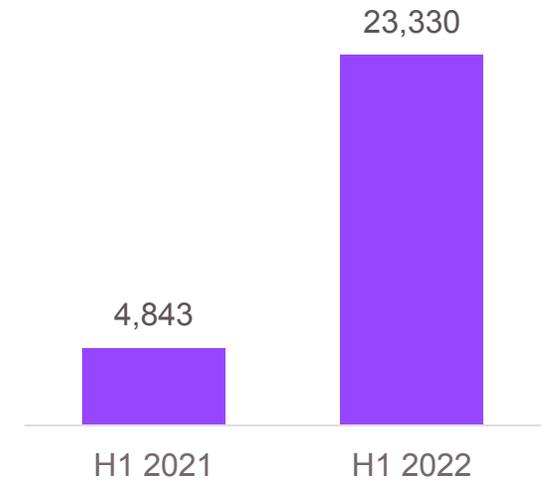
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- Turnover days
- Cash Flow

Turnover days



Cash Flow From Operating Activities
(US\$ k)



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Q&A