

**Mobvista**

A Leading 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 Technology Platform for Global App Developers



**2013**

Founded



**\$755 M**

Revenue 2021



**\$24 M**

Adjusted EBITDA 2021



**267**

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



**92%**

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



**98%**

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



**185%**

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



**88%**

2021 Y/Y Revenue Growth of Mintegral

# A More Diverse Global Team



21

OFFICES



925

EMPLOYEES



57%

R&D ENGINEERS



23

NATIONALITIES



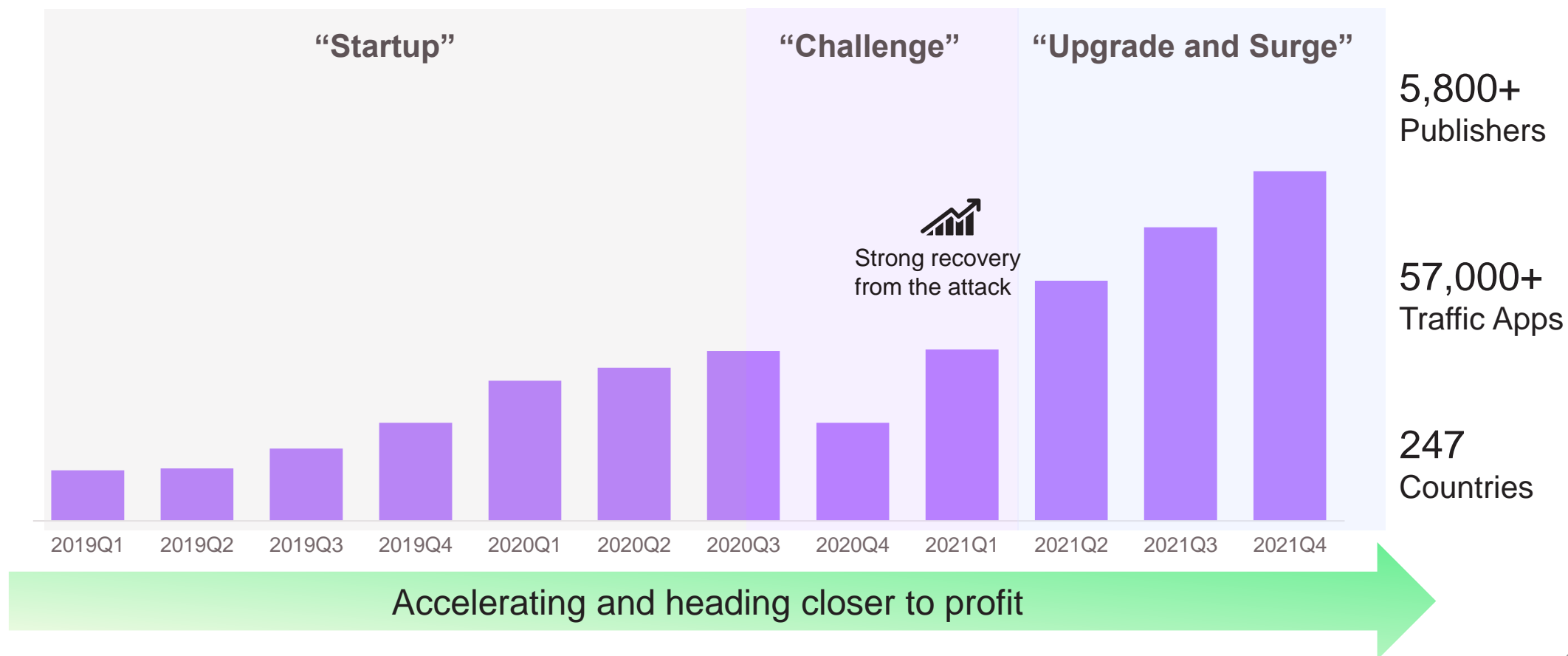
24

LANGUAGES  
SPOKEN

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Note: Reyun Data included

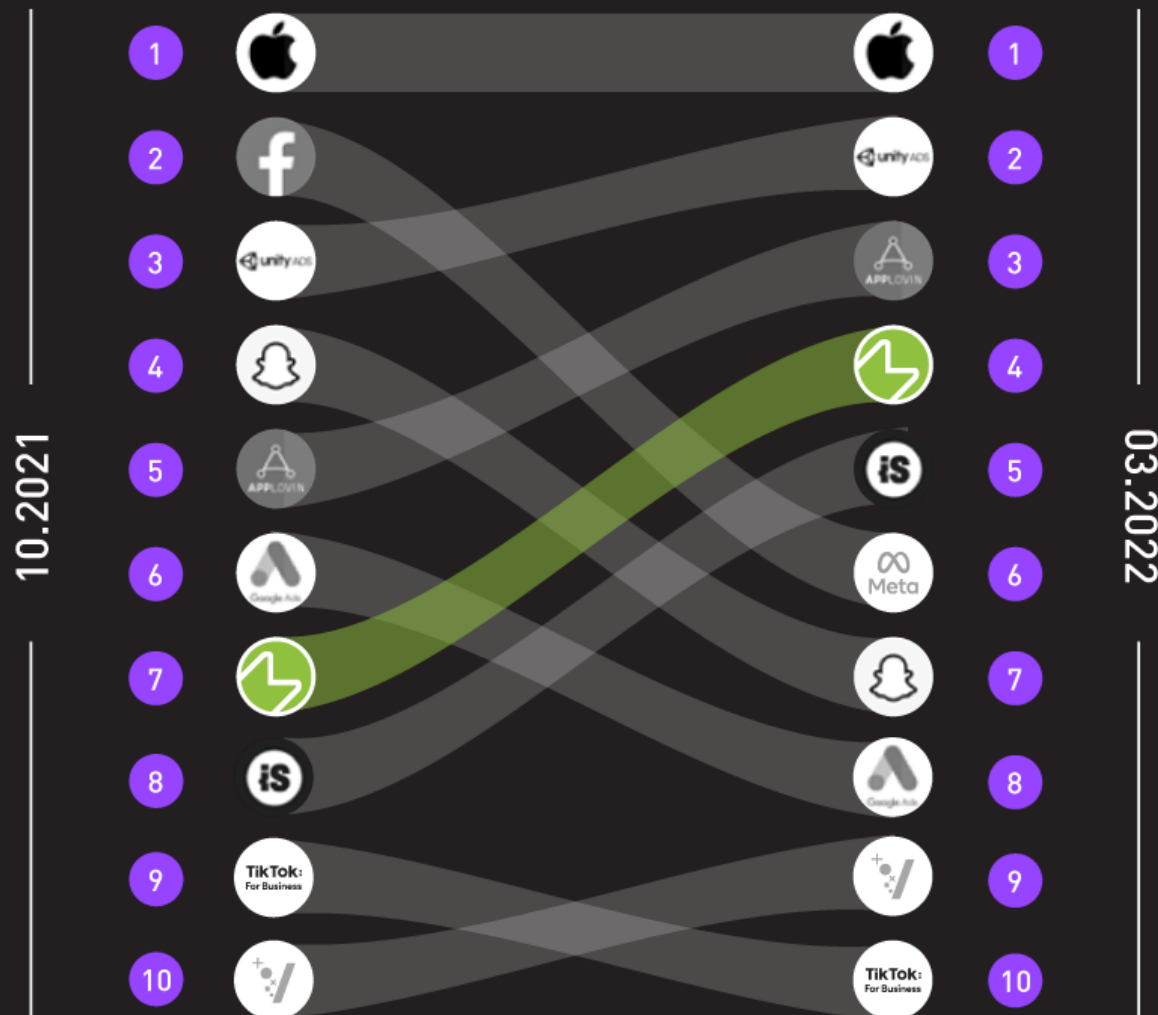
## Mintegral Revenue



# Ranked #4 Global Performance-based Media Company

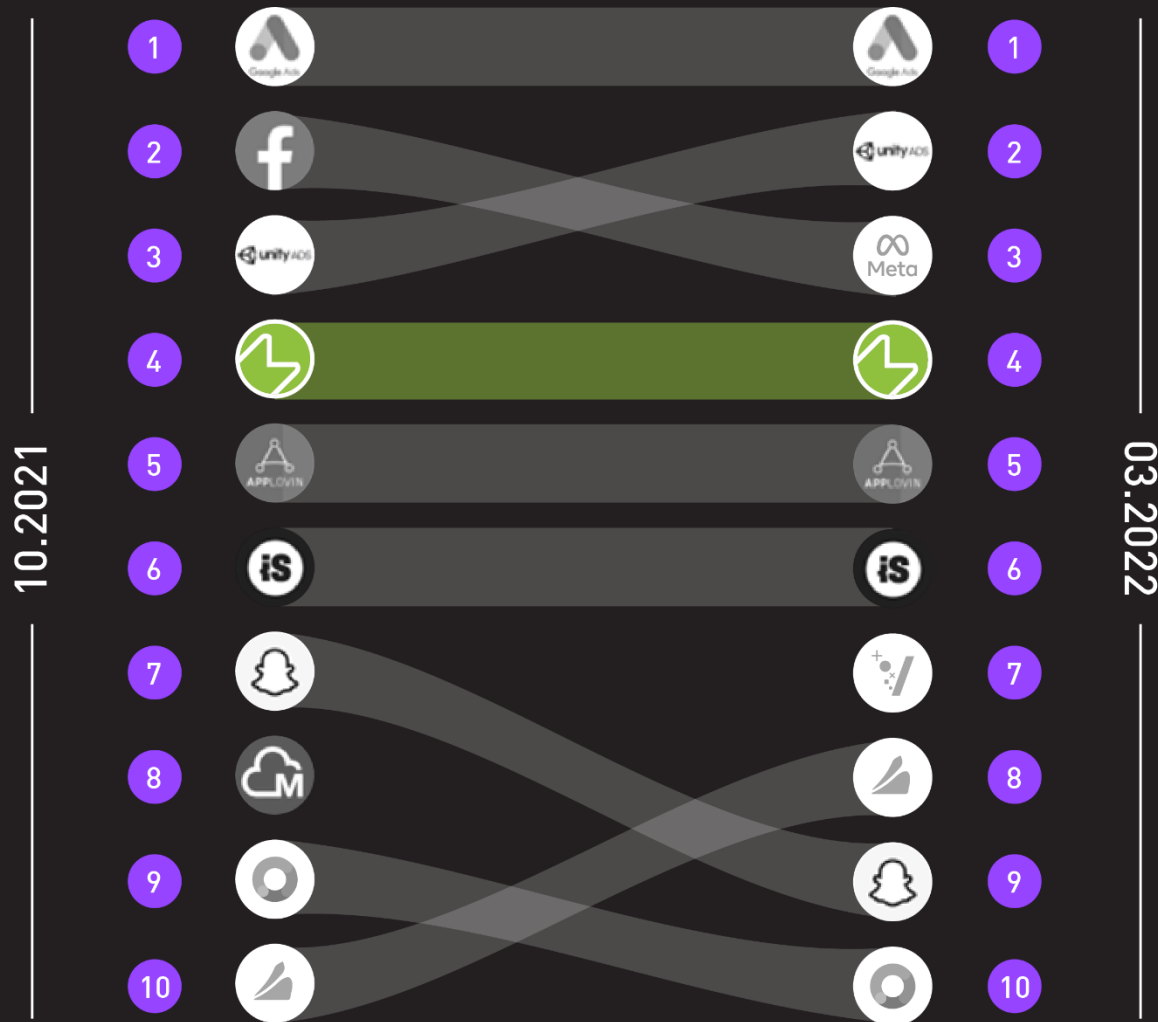
- iOS Platform

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# Ranked #4 Global Performance-based Media Company

- Android Platform



## Impressive Performance Shown by Various Indices

### ✓ IAP Index

Global – Android – All Categories: **8th**

### ✓ IAA Index

Global – iOS – All Categories: **5th**

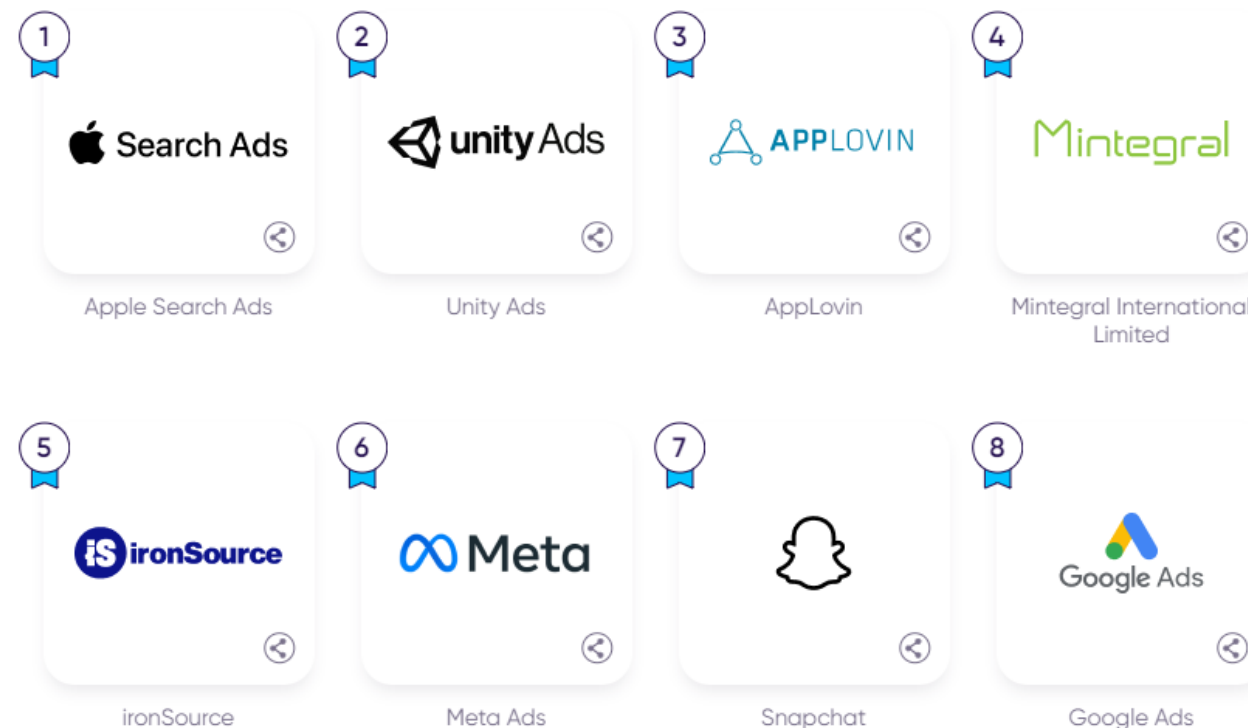
### ✓ Performance in China

**1st** in **12** of the rankings

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## AppsFlyer Performance Index 14

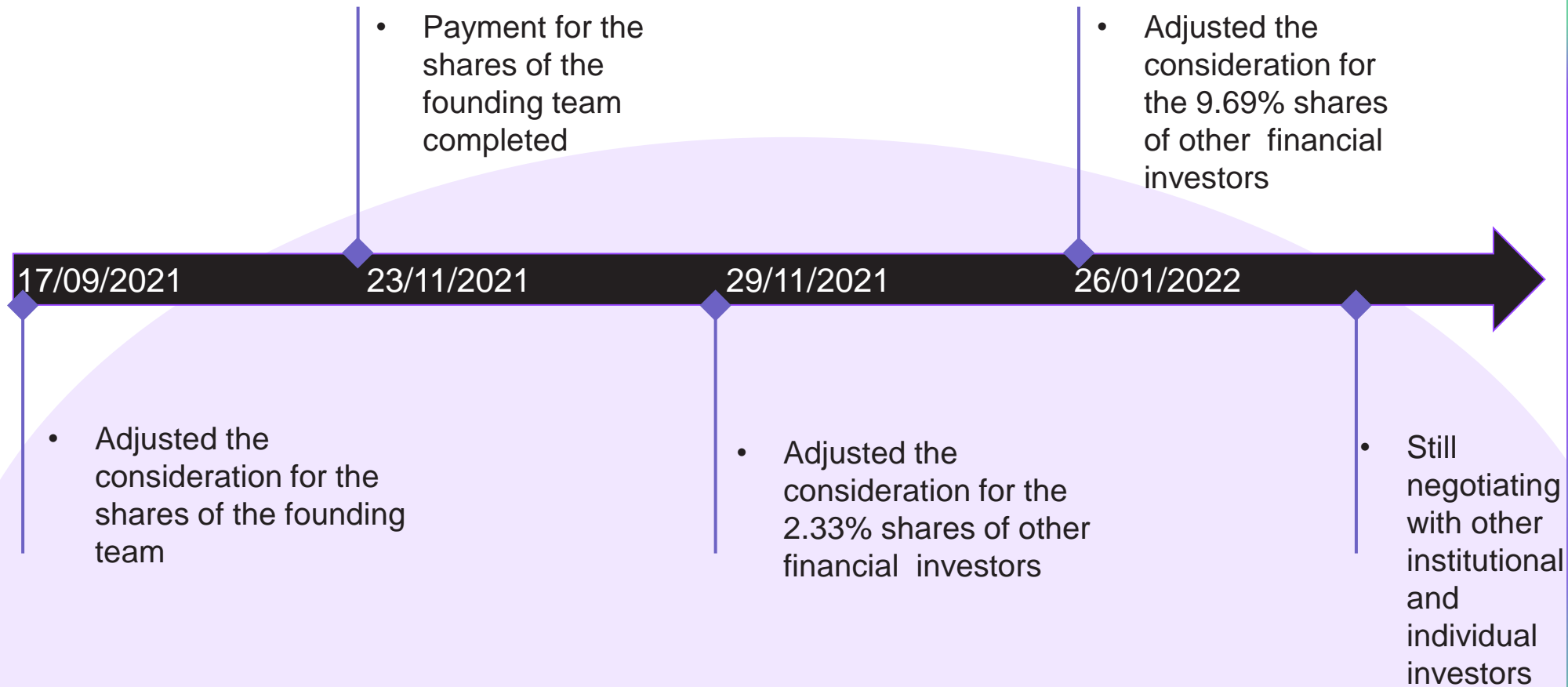




# Special Topics

- Acquisition of Reyun Data
- Divestiture of Top Media Business

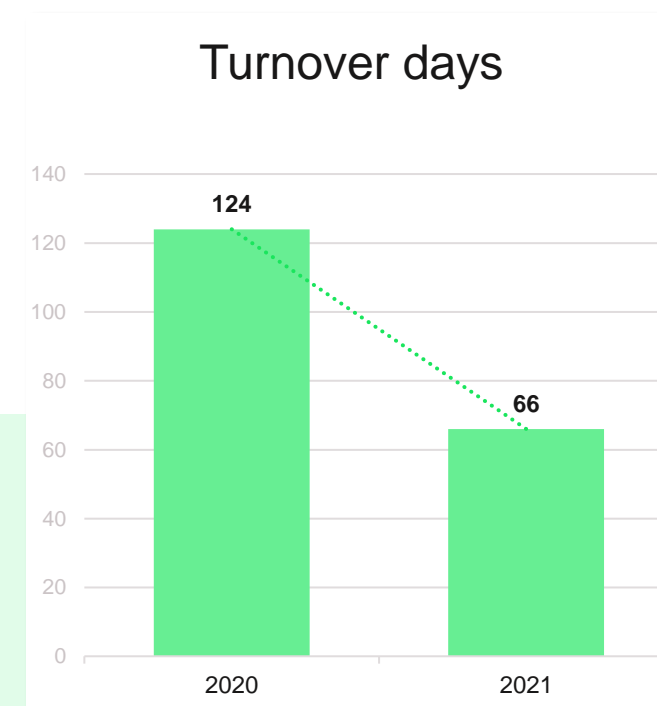
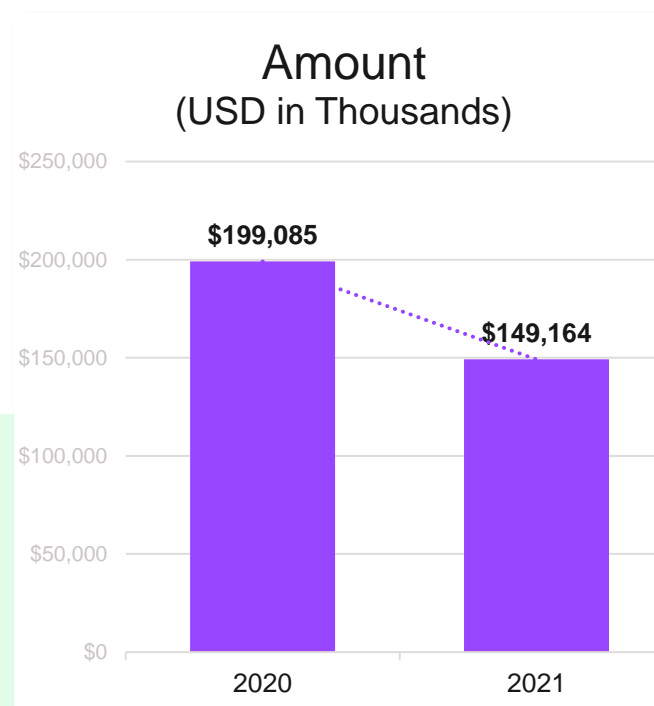
# Reyun Deal Update



# Rational of the divestiture of Top Media Business

- Mobivsta doesn't focus on the agency business model
- Spend money on our core business, not on prepayments

## Impact on trade receivables:



# Mobvīsta

## Financial Highlights

**\$755M**

REVENUE  
FY 2021

**\$24M**

ADJ. EBITDA  
FY 2021

**185%**

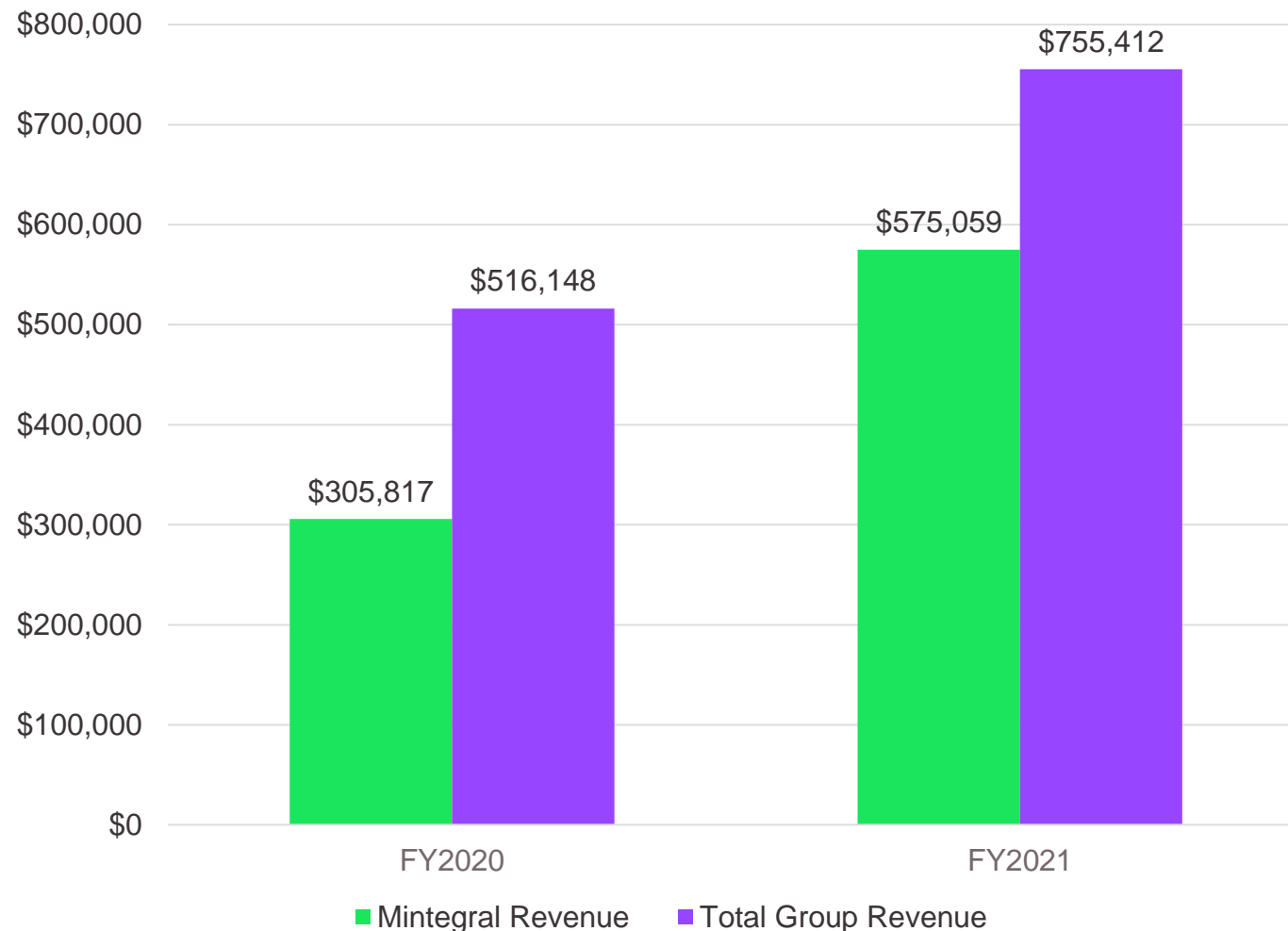
DOLLAR-BASED  
NET EXPANSION  
RATE

**88%**

Y/Y REVENUE  
GROWTH OF  
MINTEGRAL

Mobvīsta

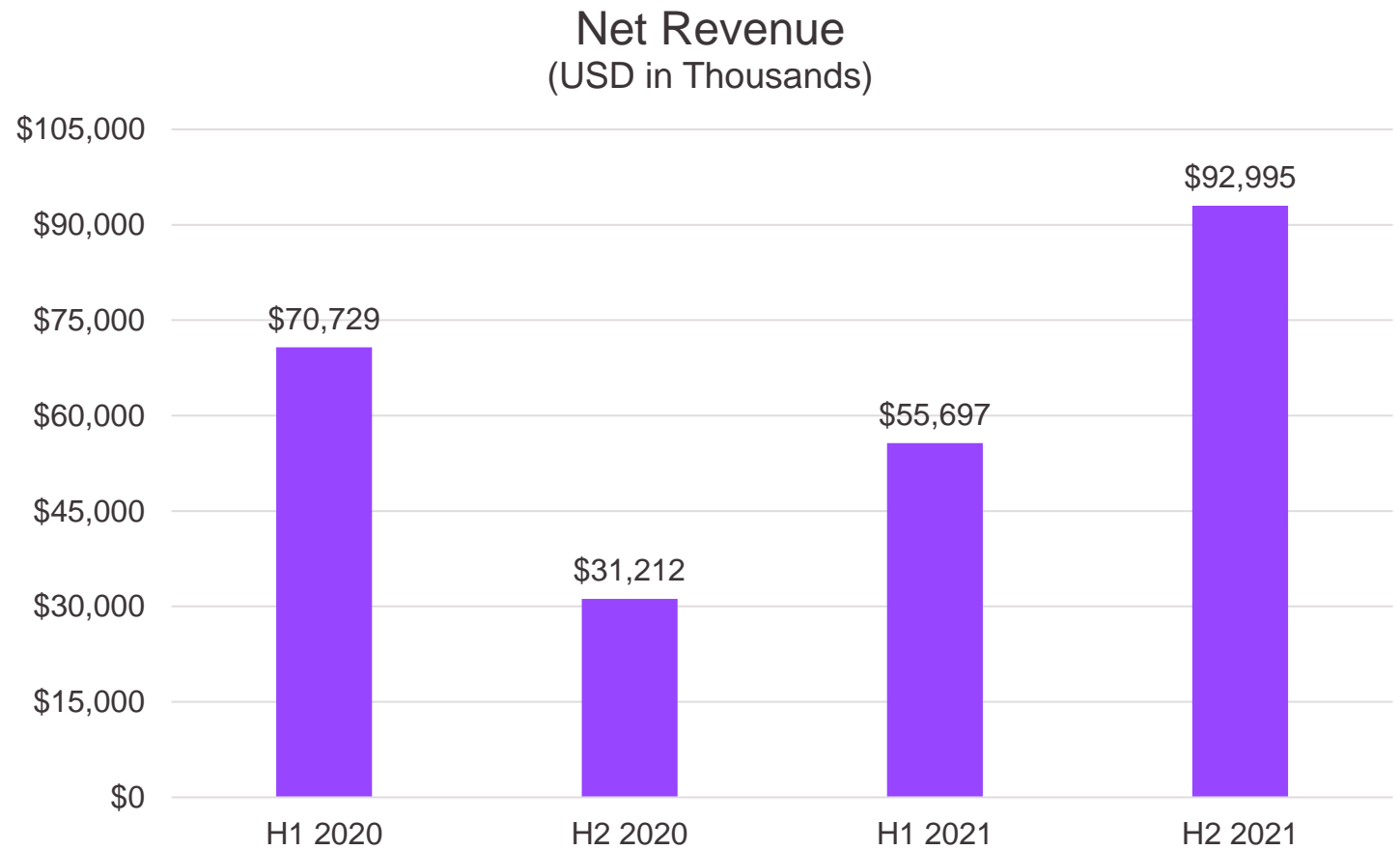
## Group Revenue (USD in Thousands)



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## Net Revenue Growth Trend

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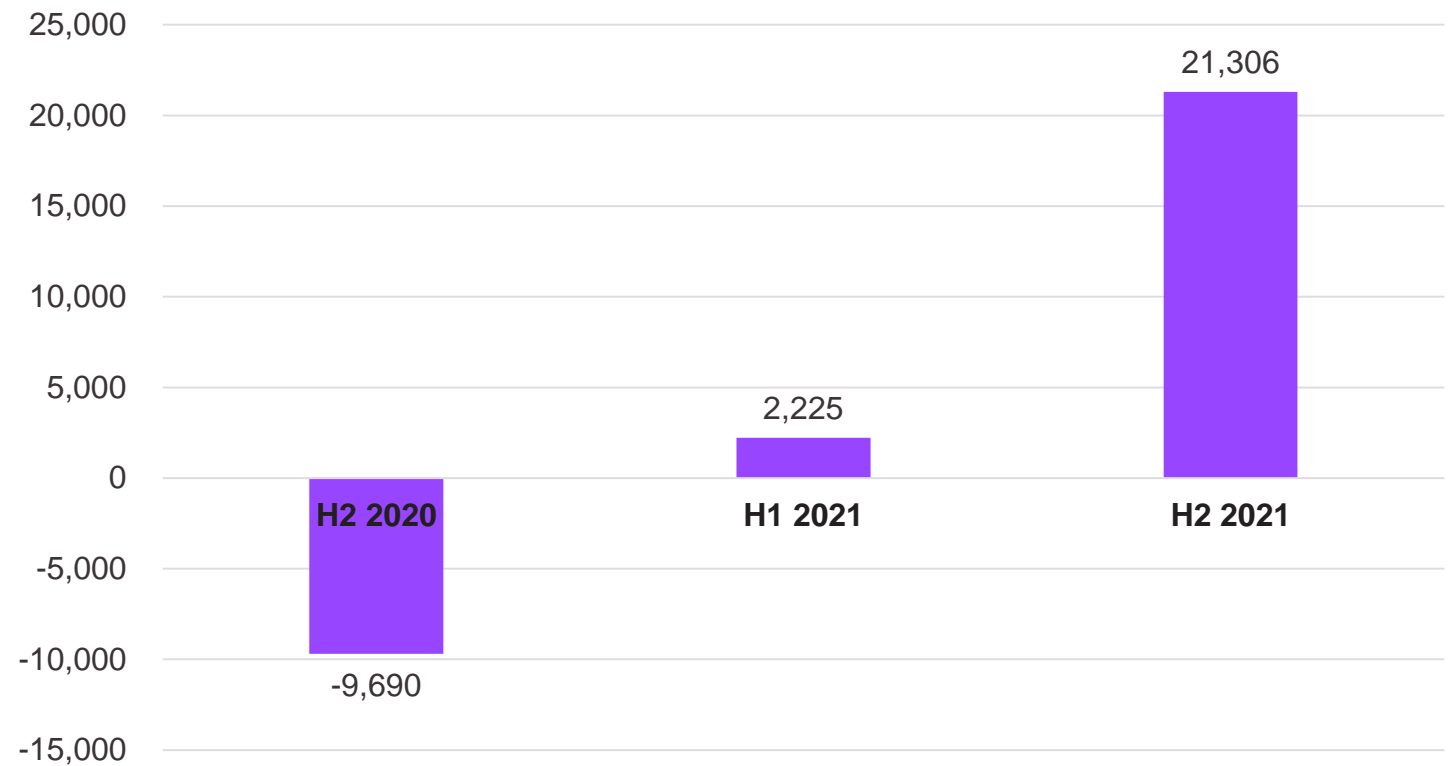
*Our net revenue is comparable to our peers' revenue*

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## Adjusted EBITDA Growth Trend

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### Adjusted EBITDA (USD Amounts in Thousands)

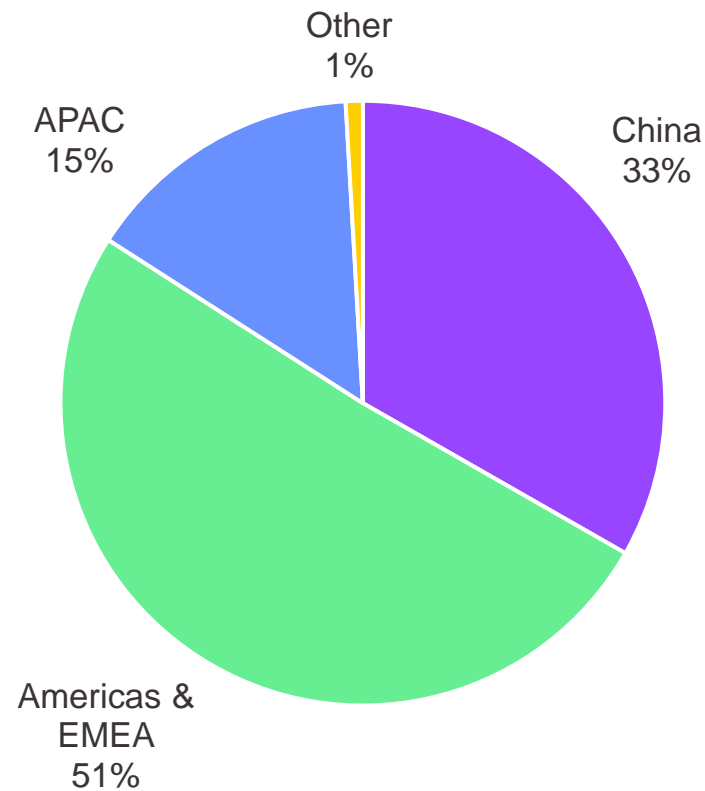


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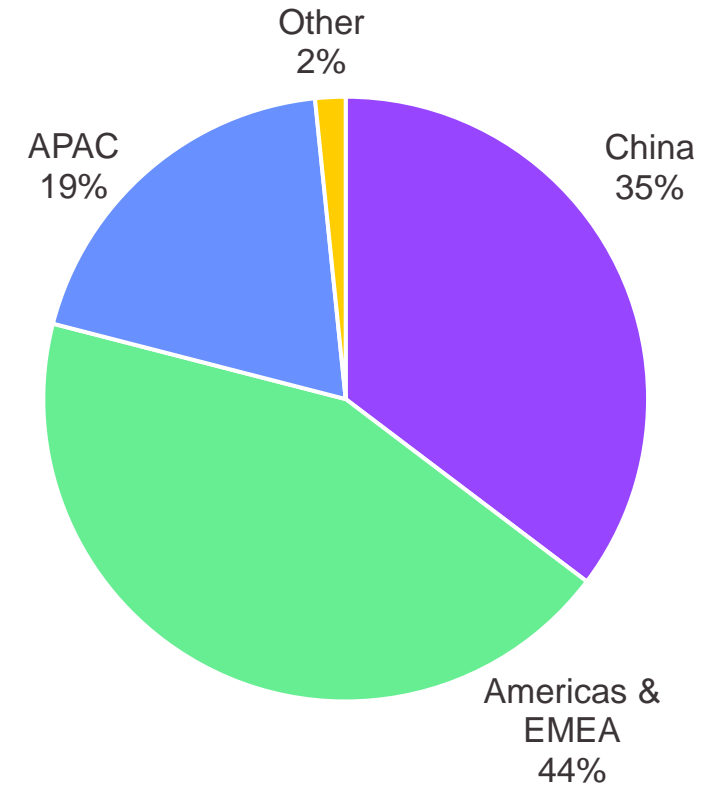
## Revenue Allocation by Region

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FY 2020



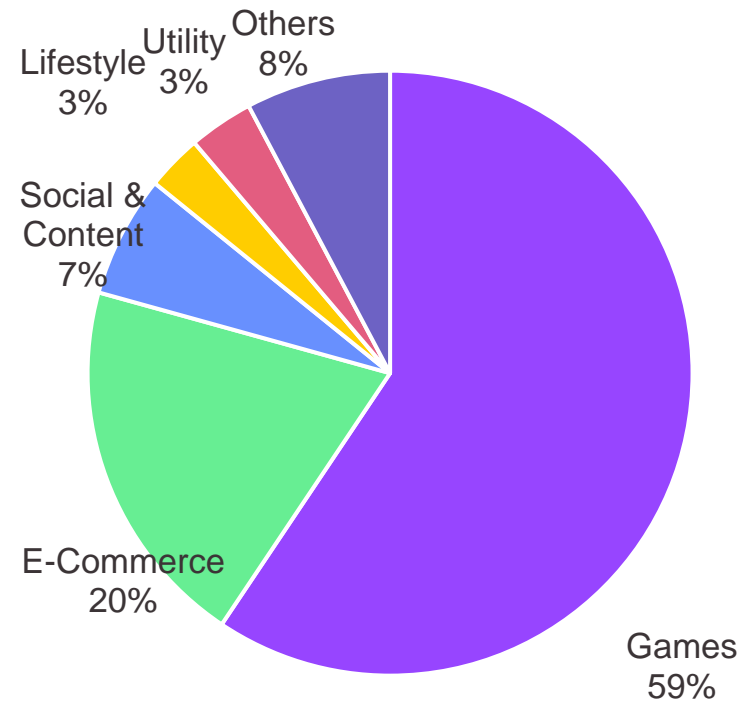
FY 2021



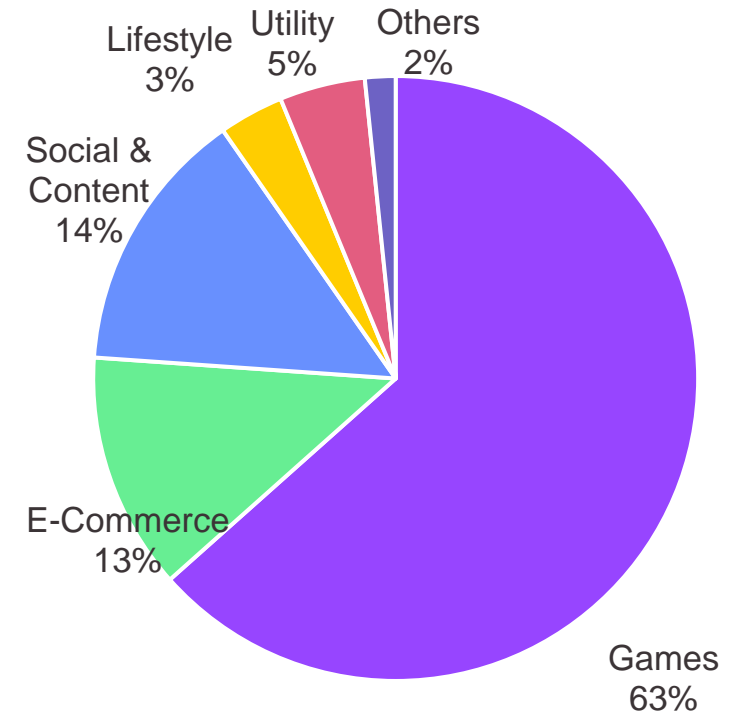
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## Revenue Allocation by Content Vertical

FY 2020



FY 2021



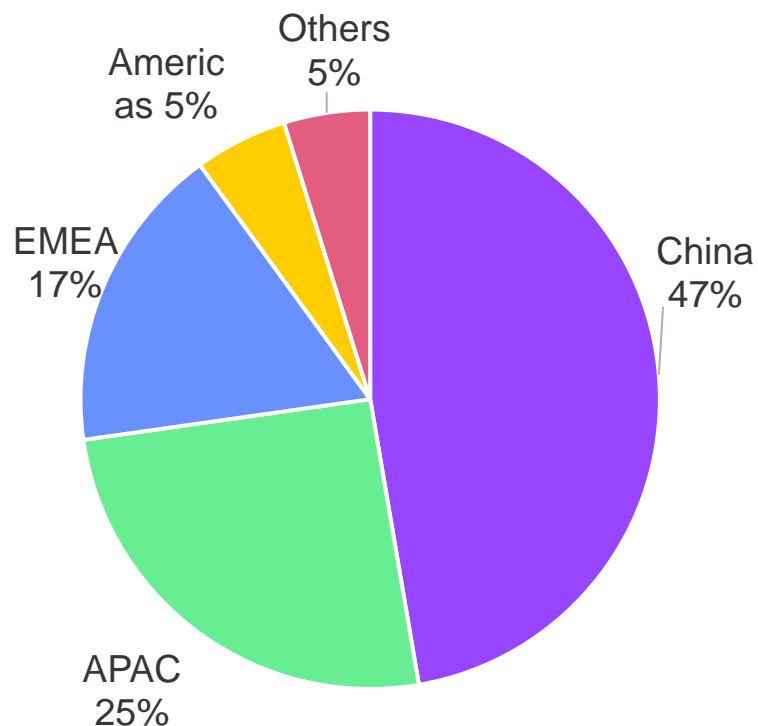


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## Customer and Traffic Distribution of Mintegral

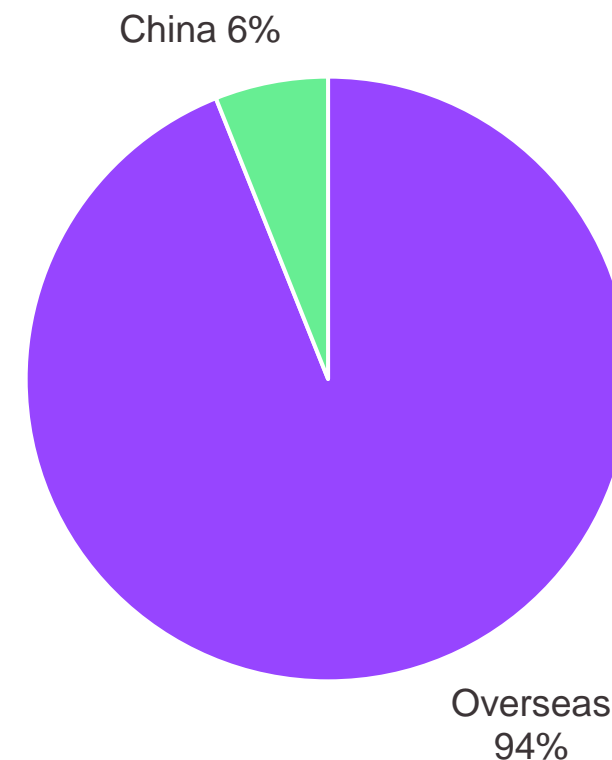
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Customer Distribution



107 Countries

Traffic Distribution



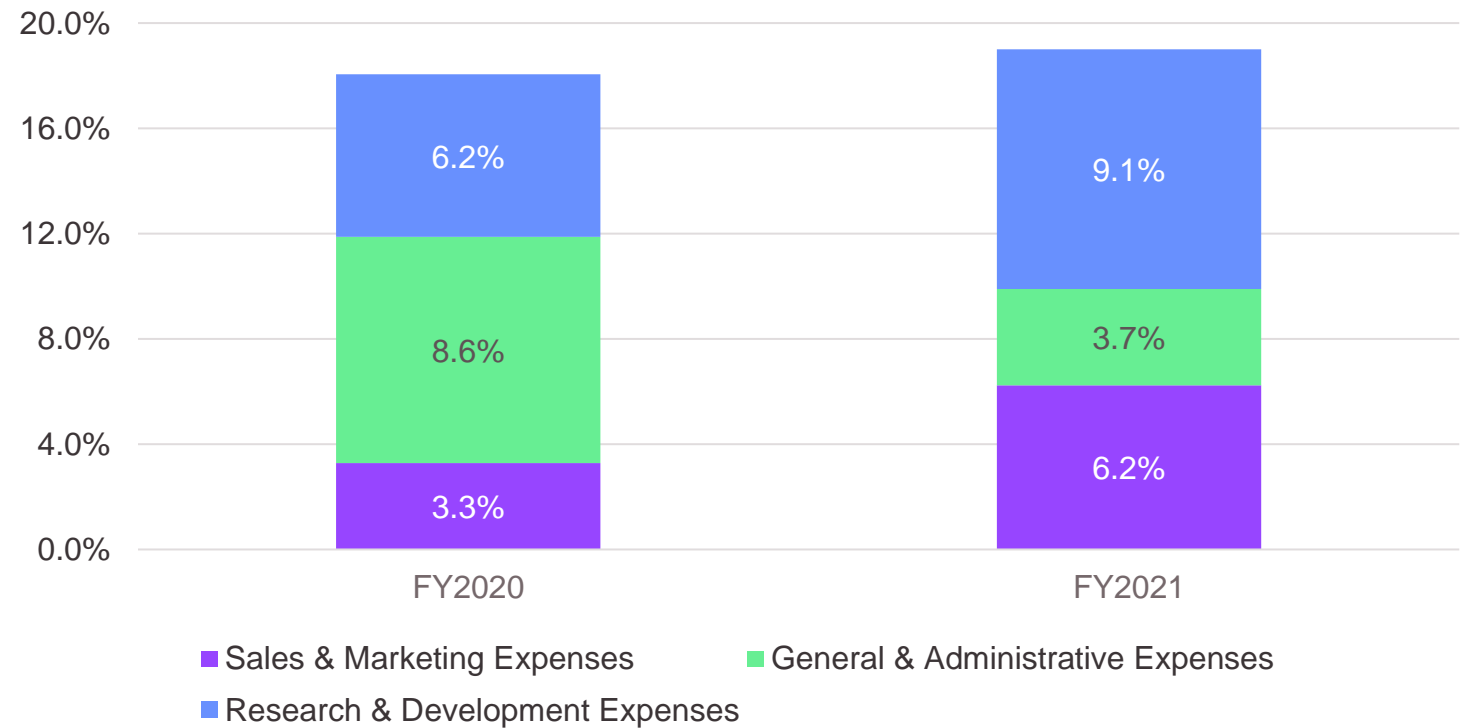
247 Countries

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## Expense Allocation by Type

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### Expenses - % of Revenue

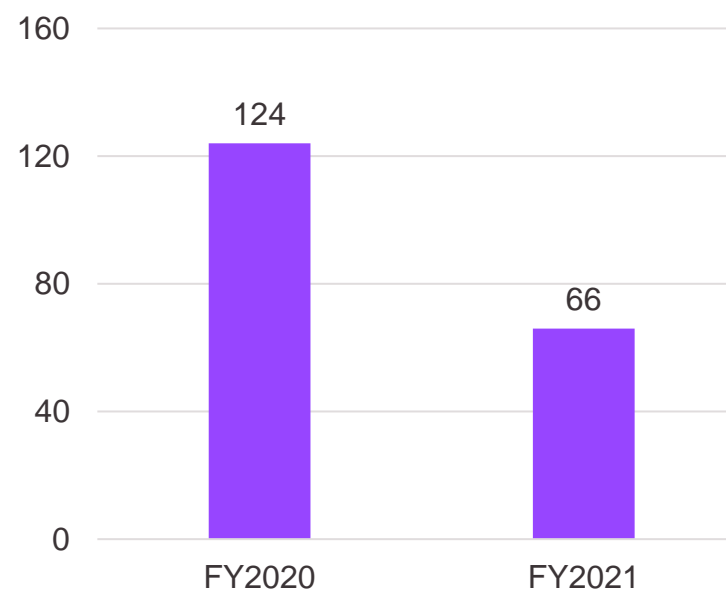


# Mobvista

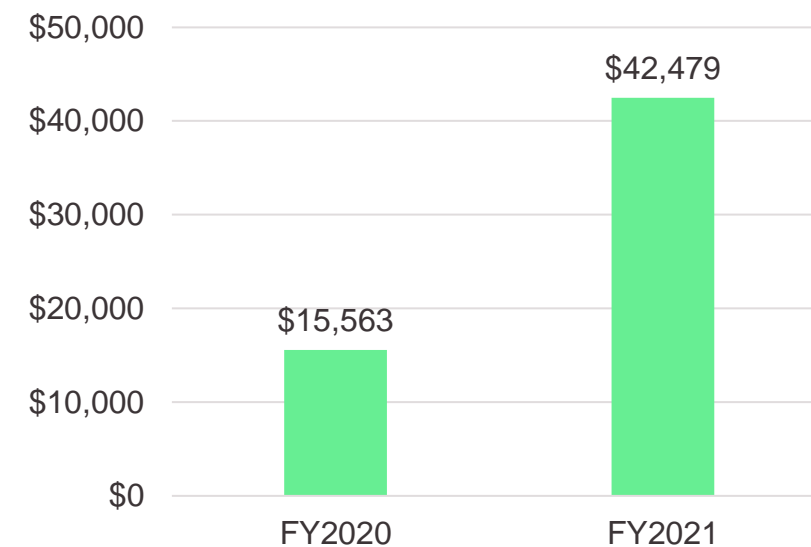
- Account Receivables Turnover Days
- Cash Flow

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Turnover days



Net Cash Flow From  
Operating Activities  
(USD in Thousands)



# Management Team

**Founder Led****Global Vision****Expert Driven**

**Robin Duan**  
**Founder, Chairman**

Robin focuses on Group management, long-term strategy and business expansion. Thanks to his years spent in the industry, Robin acquired rich experience in global mobile marketing and technology. In 2013, Robin founded Mobvista with a goal to help Chinese enterprises boost their expansion into the global market.



**Sean Song**  
**Group CFO**

As a member of CICPA, Sean has participated in all three rounds of open investments and financing and co-led Mobvista's listing on the HKEx. Sean also led the cross-border merger in Europe and the US and is responsible for the strategic business expansion in the US. Before joining Mobvista, Sean was Assistant Manager at KPMG and the Head of Energy Management Contracting at Mingyang Electric.



**Clement Cao**  
**Co-Founder, Group CEO**

Clement is mainly responsible for the overall management of the Group's operations. Clement focuses on implementing strategy and business operations across Mobvista and its subsidiaries. Mobvista strives to drive innovation through a SaaS tooling ecosystem by providing monetization, multi-channel media buying, creative production, and cloud infrastructure solutions.



**Erick Fang**  
**Group CPO, CEO Mintegral**

At Mobvista, Erick successfully led the team that developed Mintegral, the programmatic interactive advertising platform, which managed to reach over 50 million SDK DAUs in its first 6 months. According to the 2020 Appsflyer Performance Index, Mintegral was the only Chinese company to reach the top 10 rankings, placing 6th on the Global Power Ranking (Android & iOS).

# Management Team

**Founder Led****Global Vision****Expert Driven****Chao Cai****Group VP, Group Chief Architect**

Previously working as Chief Technology Architect, Chao led all Chinese marketplace projects and improved customer experience using machine learning, big data, and cloud computing. Chao also led the development of TopAnalyzer, a network security system, which was used at multiple international events including the 2008 Beijing Olympic Games and the 2010 Shanghai World Expo.

**Xiaoqiang Zhu****Chief AI Officer**

Xiaoqiang has near 10 years of professional experience in AI-related fields and has led and completed innumerable projects branching from fields such as core advertising algorithms, AI infrastructure platforms, and computing power architecture. He has also published dozens of papers at top industry conferences such as KDD, AAAI, and IJCAI.

**Mobvista****Morten Wulff****Group VP**

Morten is a serial entrepreneur, active investor, and advisor of a portfolio of early-stage start-ups and companies. He has raised over \$25 million in funding from Venture Capitalists and is the founder of one of the most comprehensive gaming analytics tools on the market, GameAnalytics.

**Tony Bai****Group VP**

This year, our Group and the Reyun Data team will formally merge, and Tony will become another member of our management team. He will continue to lead the Reyun Data team to expand and help Mobvista's domestic business layout and development.

**Magneto****Group VP, Engineering**

Magneto has over 10 years of technical experience with digital marketing and advertising platforms. Prior to joining Mobvista, Magneto worked at Baidu and was a core member of the Fengchao advertising platform.