



Vobile Group

Company Presentation

September 2025





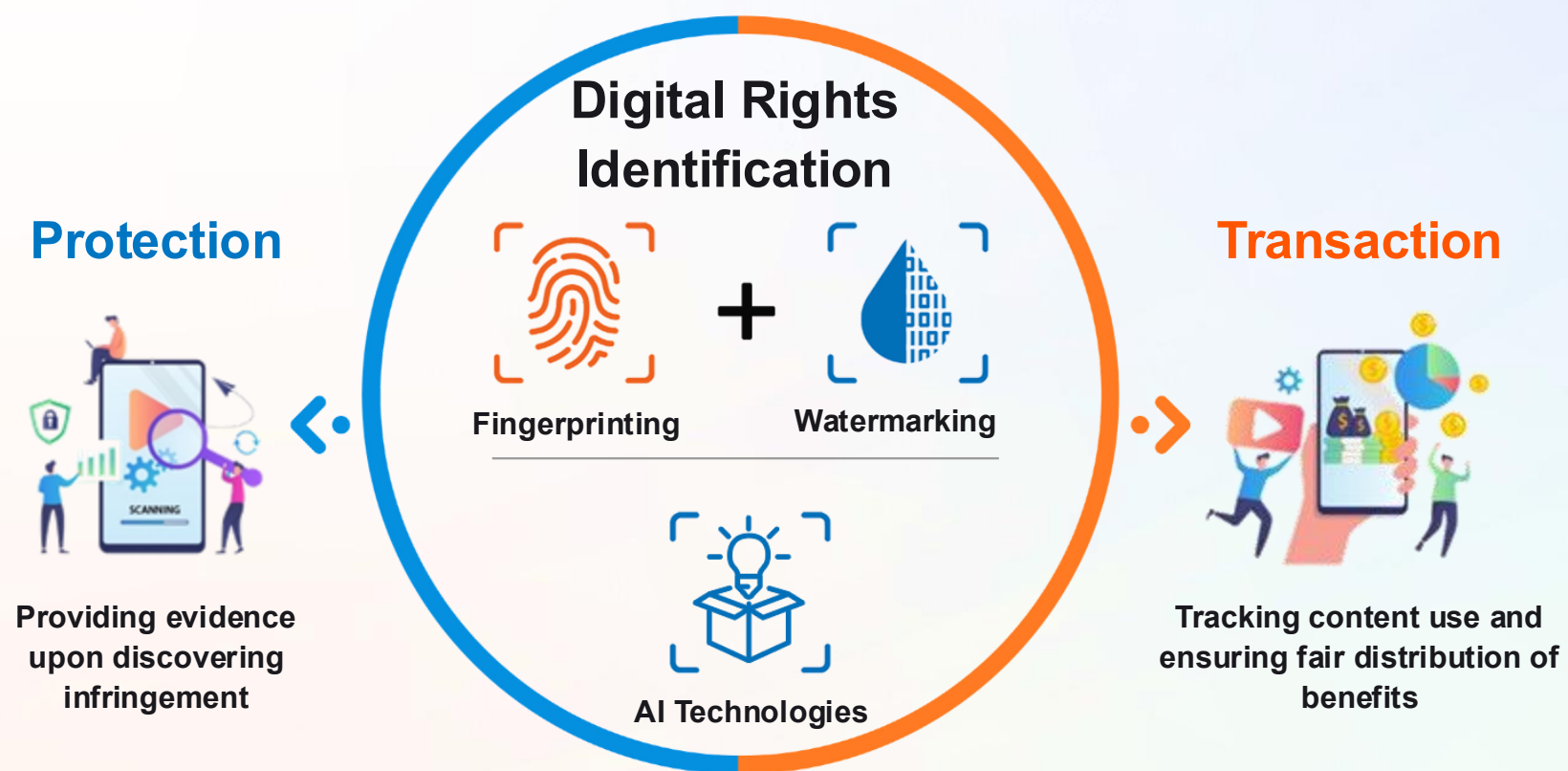
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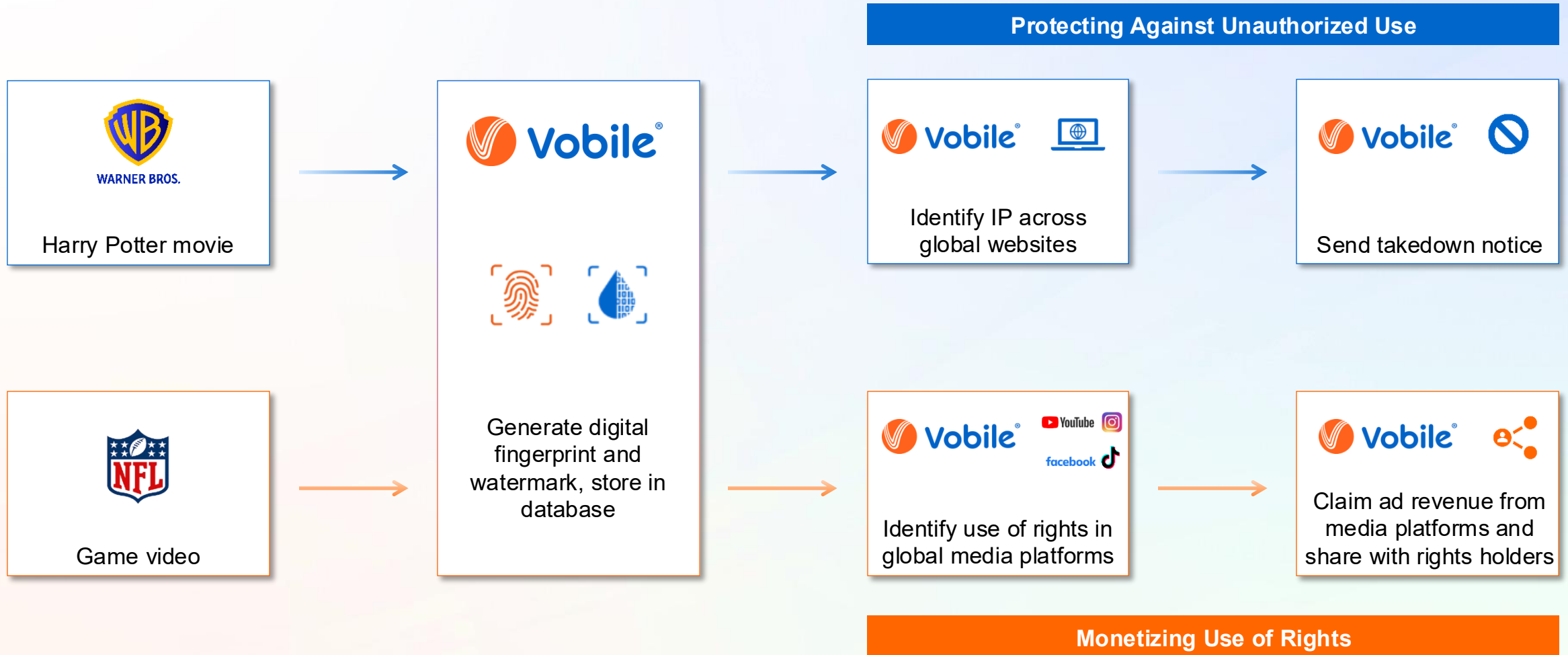
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Key Highlights:

-  The Leading Global Provider of Digital **Content Asset Protection** and Transaction
-  Driving **Monetization of AI Applications** in the Creator Economy
-  Sustained Results and Profitable Momentum, with **AI Investment** Unlocking a New Growth Trajectory

Vobile in Action



Evolving with the Industry to Unlock New Markets and Business Models



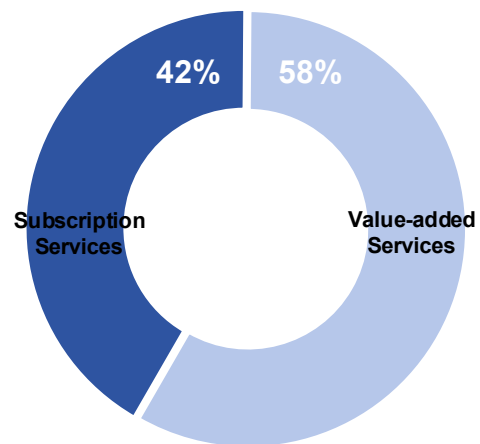
1H25 Performance Overview



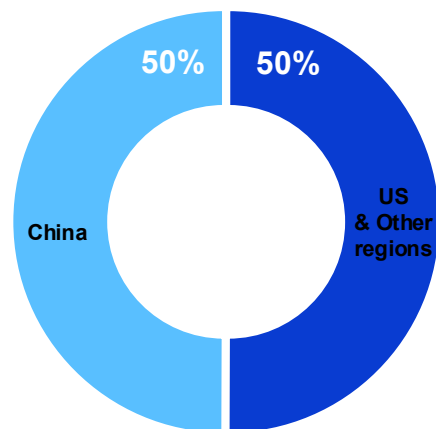
AI Strategy Fuels Rapid Business Growth

187M

Total Revenue
YoY **23%**



Revenue by Business Segment



Revenue by Region

Maintaining Growth and AI Investment While Expanding Profits

13.0M

Net Profit
YoY **119%**

82.5M

Gross Profit
YoY **28%**

34.9M

Adjusted EBITDA
YoY **39%**

21.0M

R&D Expenses
YoY **14%**



Our Strategic Edge

1

Further Strengthen Collaborations with Leading Global Content Providers and Platforms

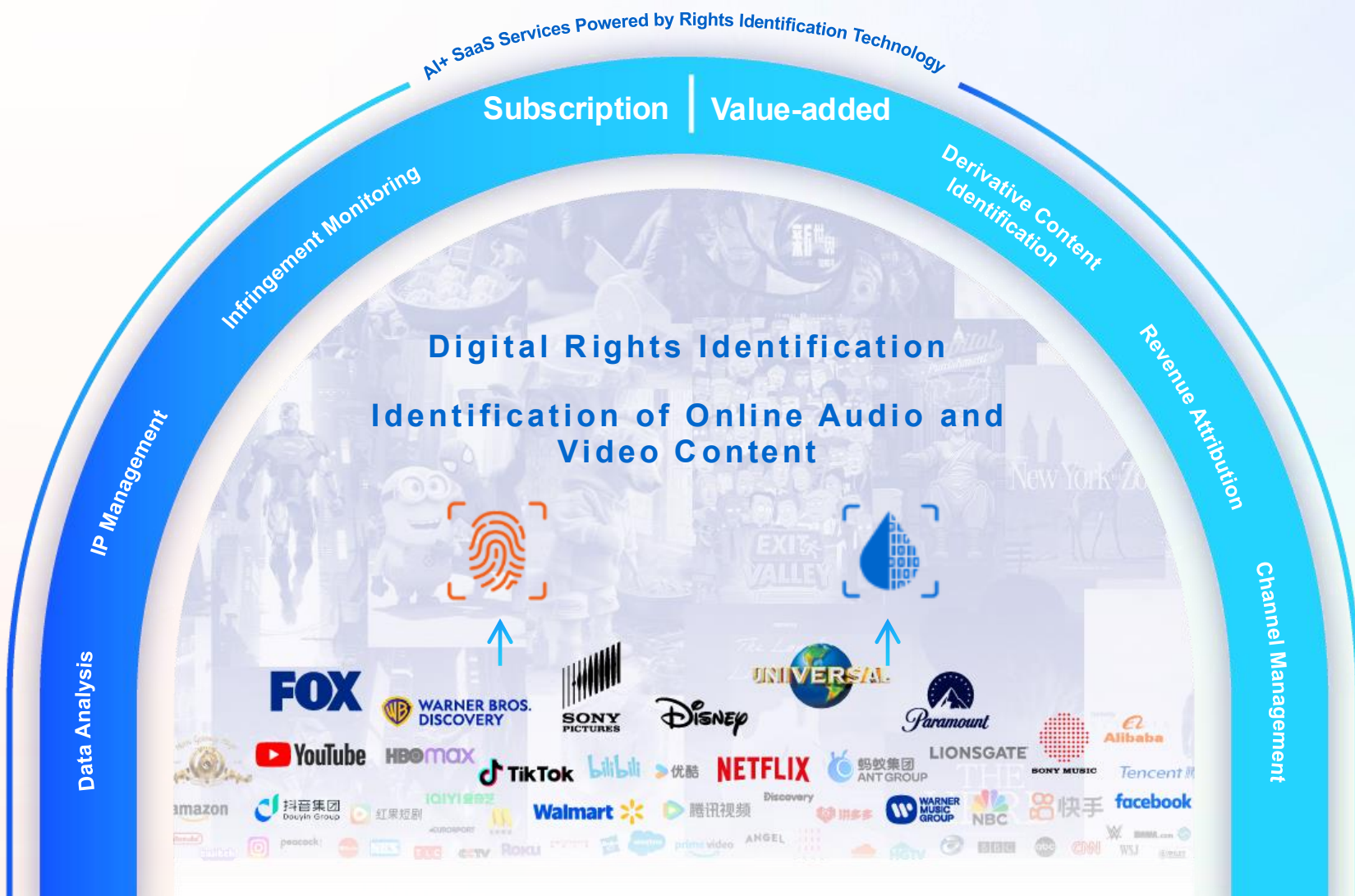
Content
Clients



Platform
Clients



2 Offer Diversified Services and Sustain Long-term Client Partnerships



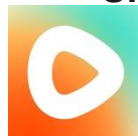
From Cost to Revenue Center:
Empowering Clients to Monetize
Content through Stable Subscription
and Value-added Services

249 Content Clients

138 Platform Clients



Establishing End-to-End Copyright Services for Short Dramas



国家级·赣江新区
STATE-LEVEL GANJIANG NEW AREA

Strengthening and Scaling Music Content Management Capabilities

115M

Audio assets fingerprints

23B

Audio fingerprints from internet

Covering All Content Types

Studios



Sports Leagues



Gaming & Entertainment



TV & Broadcast



Brands



Short Videos



Live Streaming



Anime



Newspaper & Publishers



Music



Audiobooks/Podcasts/
Other digital assets

3.1 Music Market Unlocks Significant Monetization Potential



The acquisition of PEX, a global leader in audio content identification, has enabled us to integrate specialized technologies and strengthen our real-time monitoring and rights identification of audio content

Technology and Platform Monitoring Capabilities

Audio Identification Melody Identification Phonetic Identification

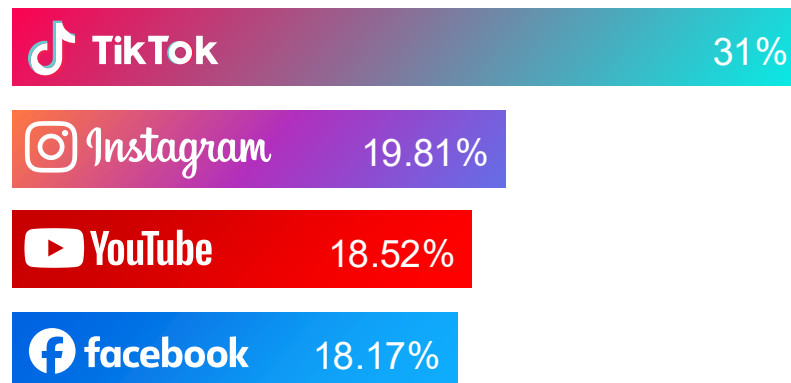
Tempo Change Pitch Change Audio Mixing ...



400 Billion Music Content Market

Over 84% of Videos on TikTok and YouTube Contain Music

Widespread Speed and Pitch Alterations in Social Media Audio Content





4 Industry-recognized Proprietary Technologies

VDNA

- ✓ Identification based on the intrinsic content of images, audio, and video
- ✓ **Frame-level** precision in content identification
- ✓ Widely recognized market leader with ongoing endorsement from global industry organizations

Digital Watermarking

- ✓ Embeds watermarks into digital media such as video—fully imperceptible, playback-safe, and capable of carrying complete authorization metadata
- ✓ Highly robust against editing, warping, and geometric distortions or other manipulative attacks
- ✓ Supports content traceability and distribution path recovery

Advantages

Leading Global Certified Database

Tens of millions VDNA assets managed

Hundreds of Thousands Websites Monitored

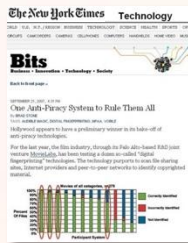
In 200+ countries

Hundreds of Billions

Cumulative VDNA Searches

Maintained a Zero False Positive Rate

Zero false positives maintained over 20 years of service delivery



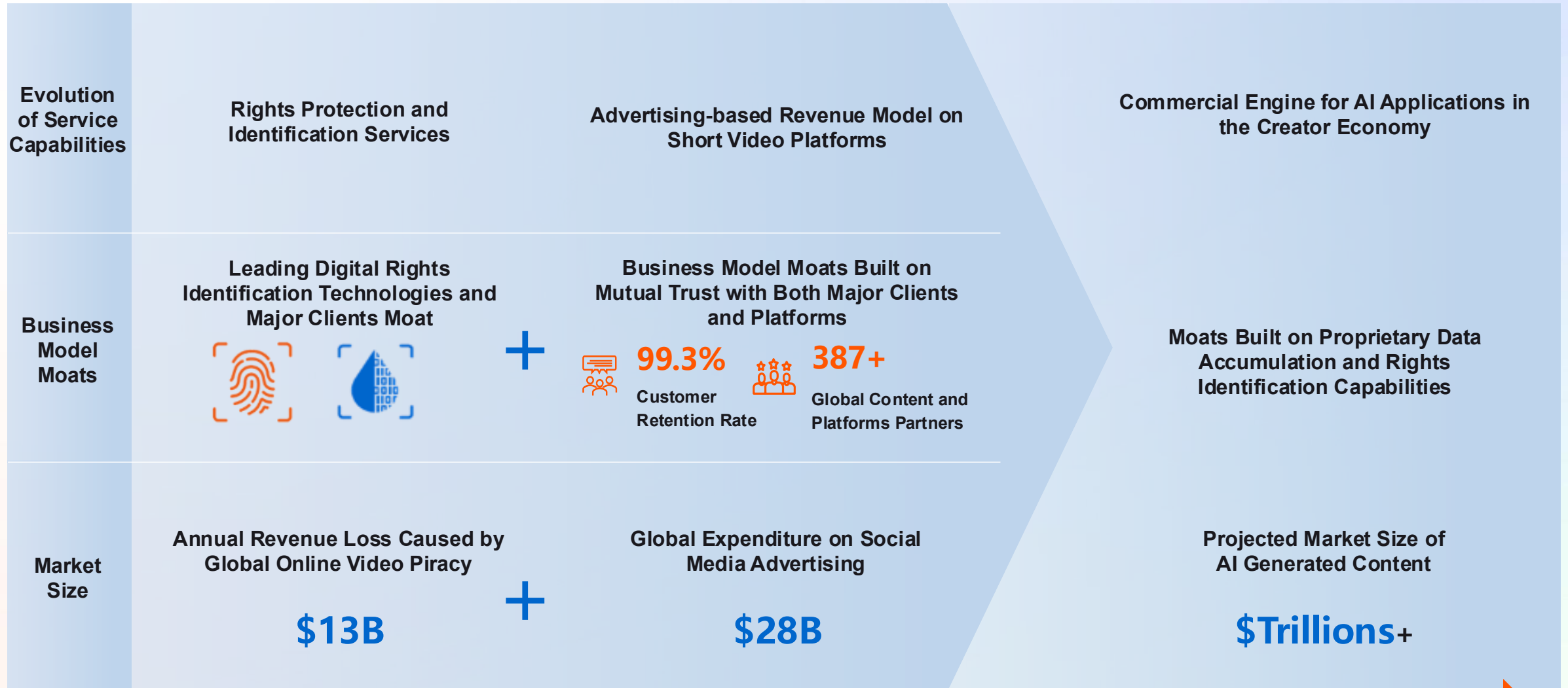
Ranked #1 in video content recognition technology by the Motion Picture Association of America and Movielabs



69th Technology & Engineering Emmy Award



Led standard-setting efforts for China's standard system of national cultural big data

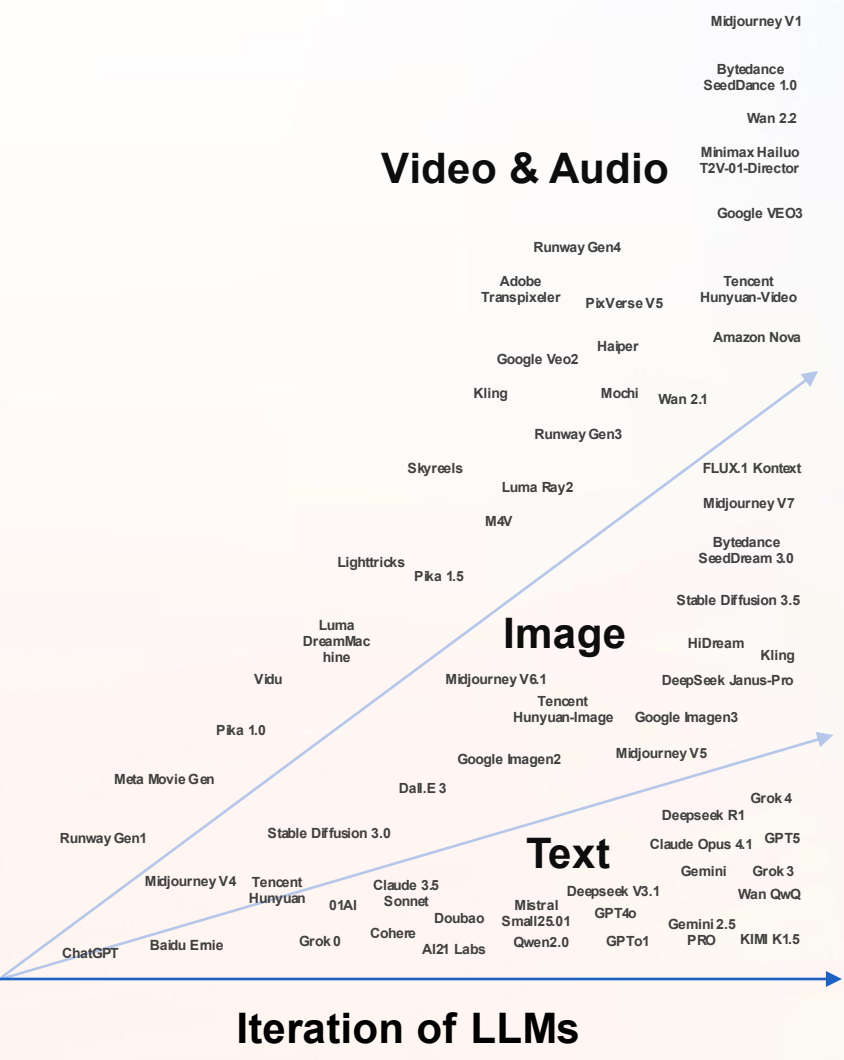


A Growing Market Driven by the Creator Economy Evolution



Commercial Engine for AI Applications in the Creator Economy

Accelerated Multimodal Model Iteration Drives AI Applications Adoption



Video AI Applications

Wan, KLANG AI, Midjourney, Tencent Hunyuan, Dreamina AI, Meta Movie Gen, SkyReels, runway, LUMA AI, Amazon Nova, Sora, Hailuo AI, Adobe Transpoxel, LibLib AI, Lightricks, Google VEO, Vidu, DeeVid AI

Audio AI Applications

MINIMAX, SUNO, HeyGen, Artlist, audo, FLiki, ElevenLabs, BandLab, Mureka, udio, MURFAI

Flow

Where the next wave of storytelling

Hailuo Video Agent

A Real-Time AI Video Agent

[A mysterious garden at night]

Turn inspiration

SkyReels

All-in-one AI Video Creation

VISUALIZE YOUR STORY

DreamMaker™

Powered by NVIDIA Accelerated Infrastructure

Create Now

udio

Make your music

Create any song. Just imagine it.

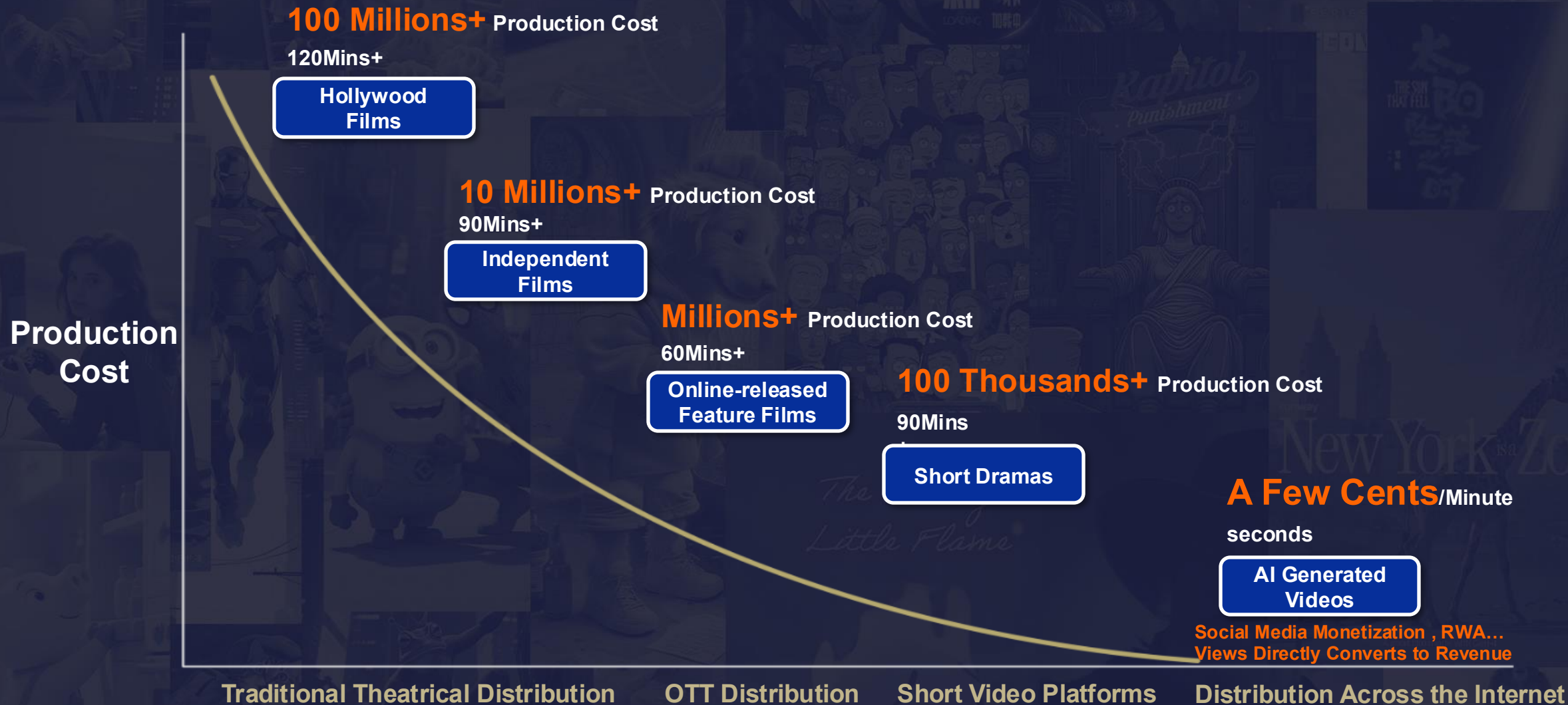
Start Creating

Make a happy song

Make a song that feels how you feel.

Make a song with Suno.

AI Driving a New Creator Economy Paradigm





3% Share of Current Active Assets

AI Expands Storylines Generated from the Final Frame



AI Unlocks New Possibilities for IP Derivative Works

Cross-IP Content Mash-up



Voice-over of Character's Inner Thoughts



AI Outfit Re-Styling

Face-Swapping



Animated

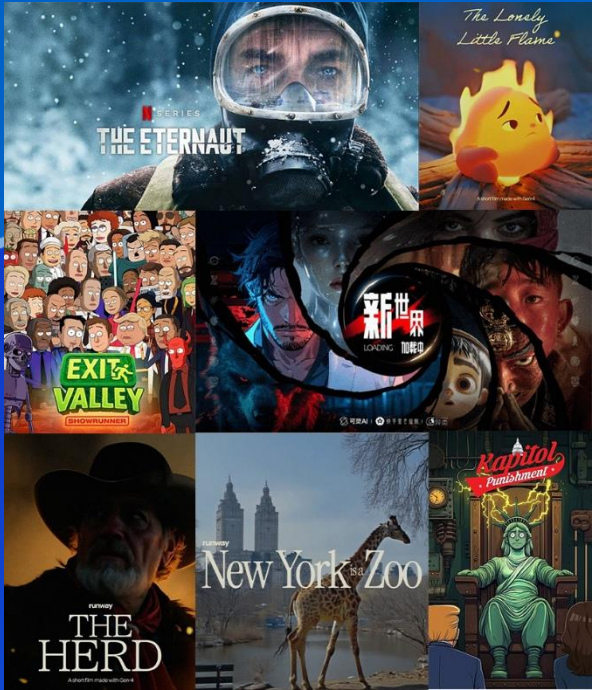


Dubbing

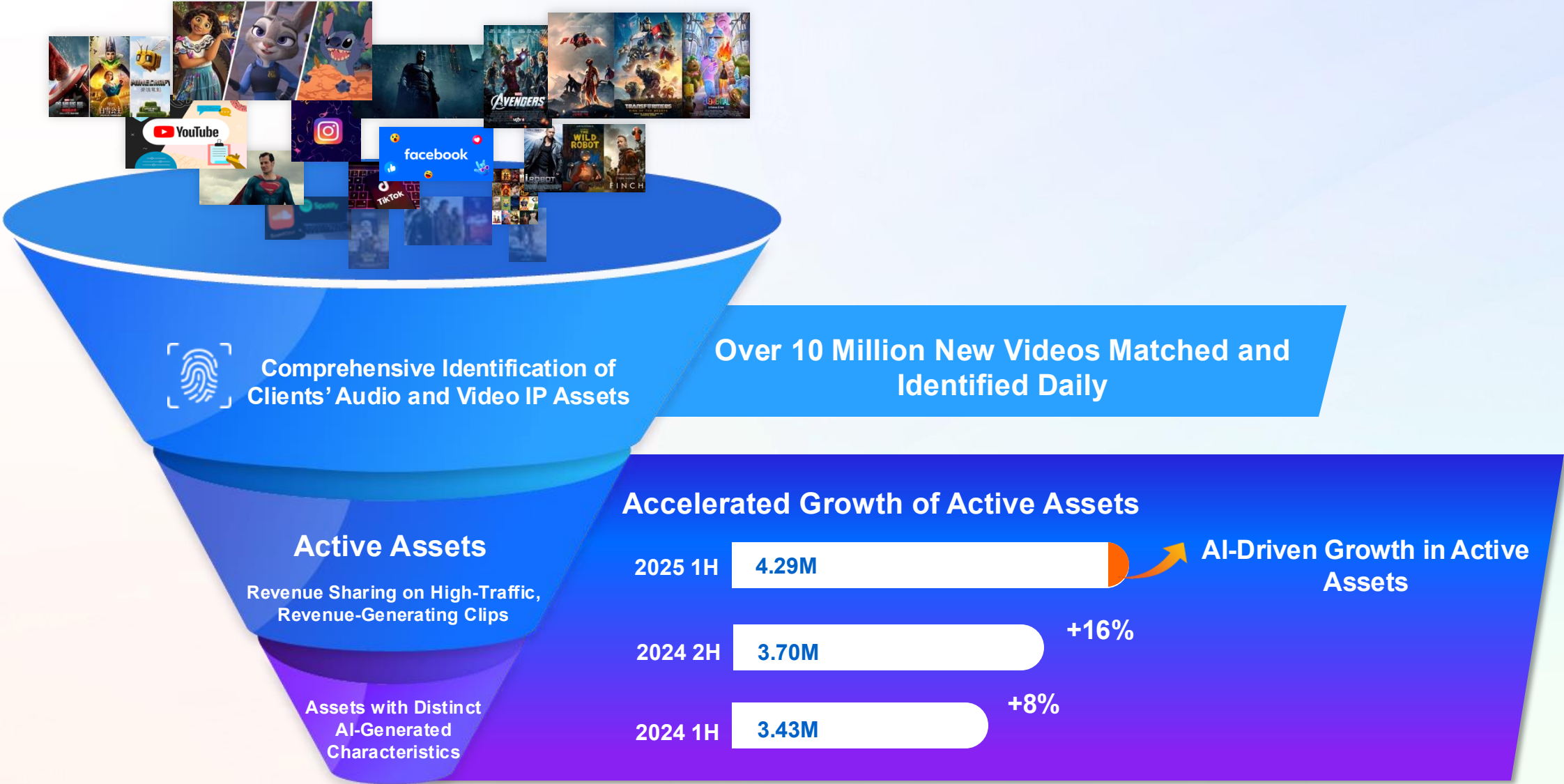
Story Expansions

Character Humanization

AI-Generated Original Content



Expanding Coverage of Social Media Content Management



DreamMaker - Integrated Audio-visual Creation Platform Built on Diversified AI Large Models



Open Creator Community Gateway Built on
NVIDIA Media2 Ecosystem

Platform Integrates Multimodal Creation:
Text-to-Video, Image-to-Video, Music
Production, and Scoring

Built-in Auto Rights Identification with One-
Click Multi-Platform Publishing via Vobile
MAX

Content Authorized to MAX: On-Chain
Rights, Revenue Tracing, Monetization

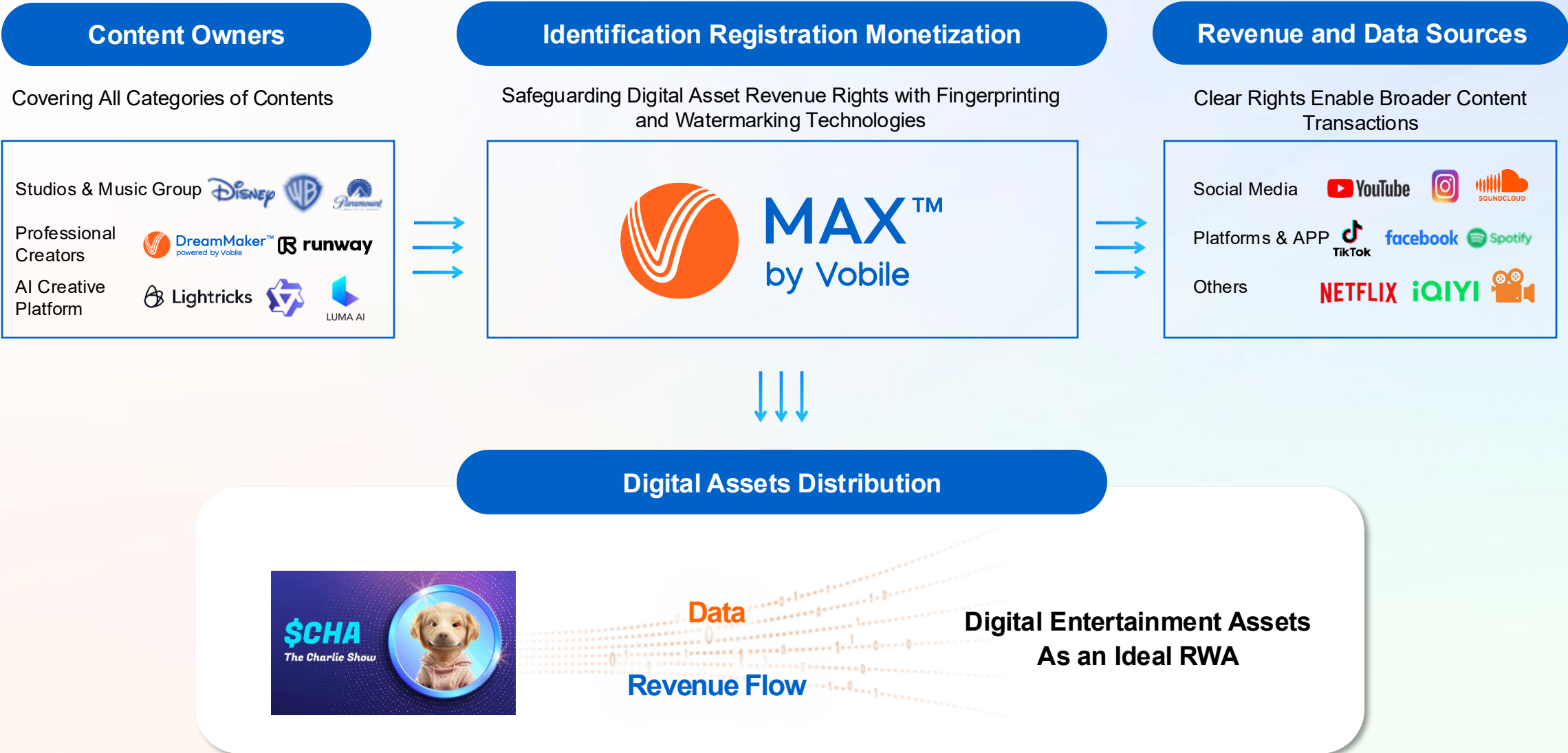
DreamMaker™

Powered by NVIDIA Accelerated Infrastructure

Create Now



Vobile MAX – Digital Content Asset Trading Platform





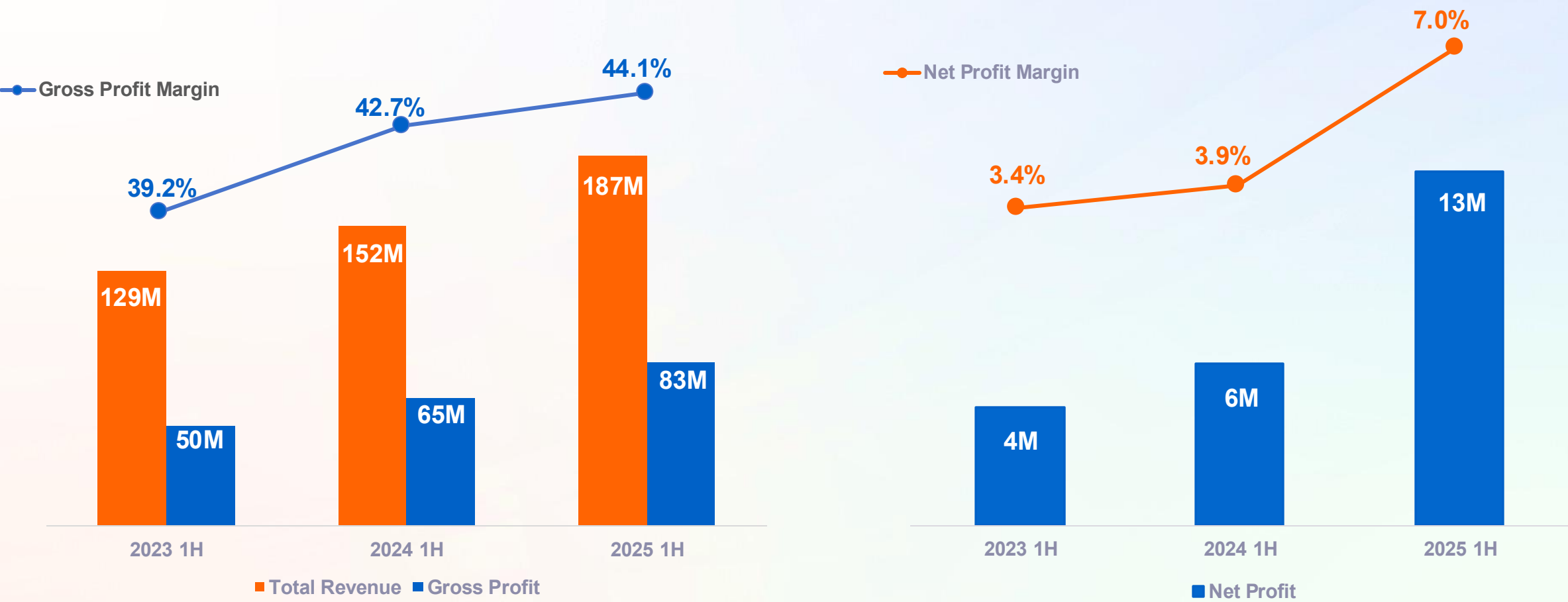


Financials

Strong Growth Momentum as Scale Efficiencies Drive Profit Surge



- Boosted by AI-driven creator economy, revenue accelerates with more opportunities emerging in content protection and monetization
- Strong economies of scale with declining marginal compute costs support continuous gross margin improvement
- Profitability surged ahead of revenue, with net profit doubling and continued scale expansion demonstrating operational strength

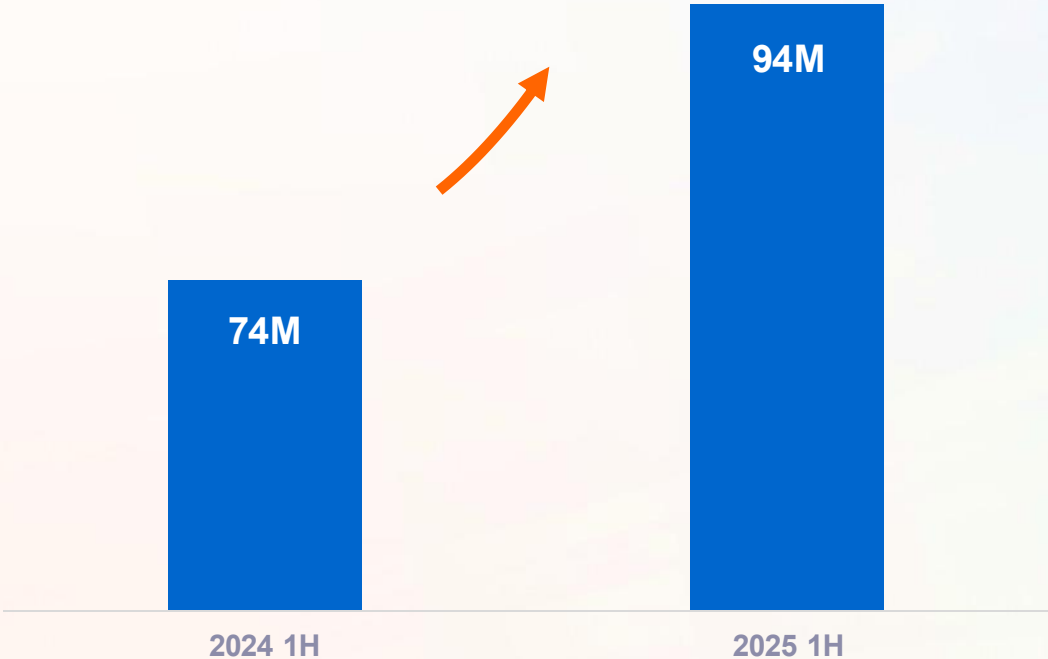


Revenue in Each Region Maintained Rapid Growth

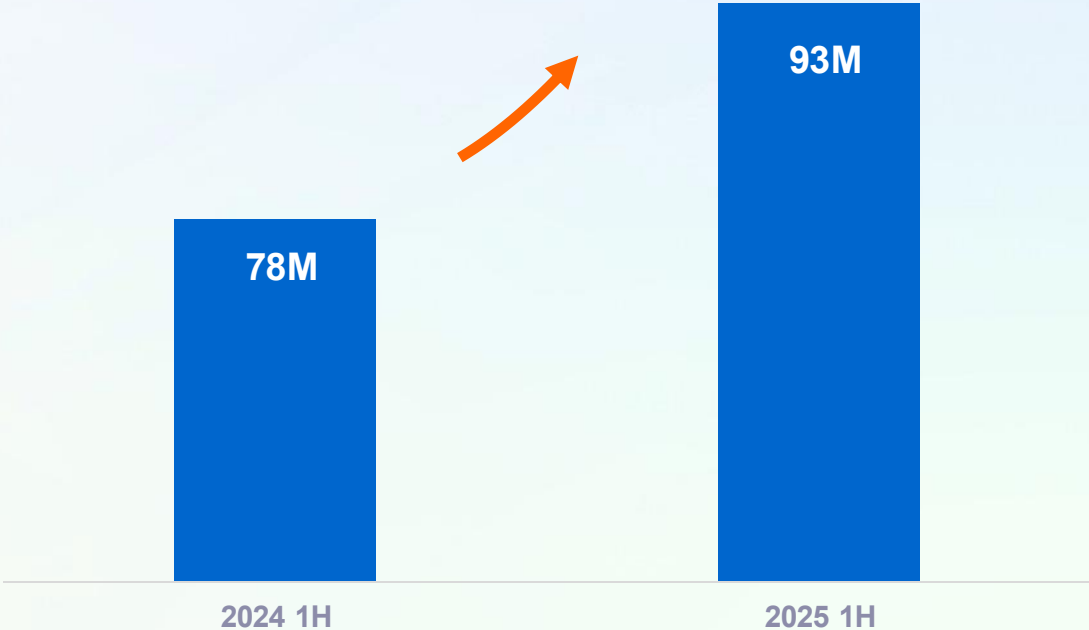


- Revenue from both each region grew rapidly in the first half, achieving balanced development
- United States and other region business growth was mainly driven by increased revenue from social media platforms, where AI-generated content is directly monetizable under existing business models
- Growth in China business was fueled by rising demand for content protection among platform clients

United States and other region business increased by **27%** YoY



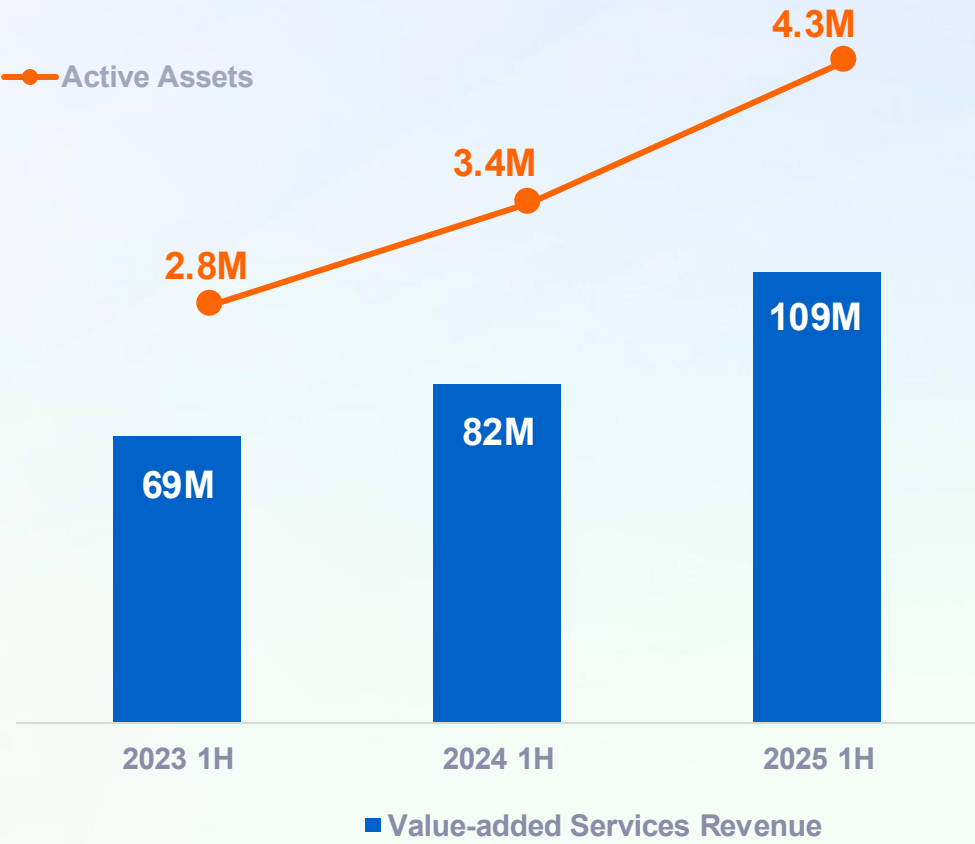
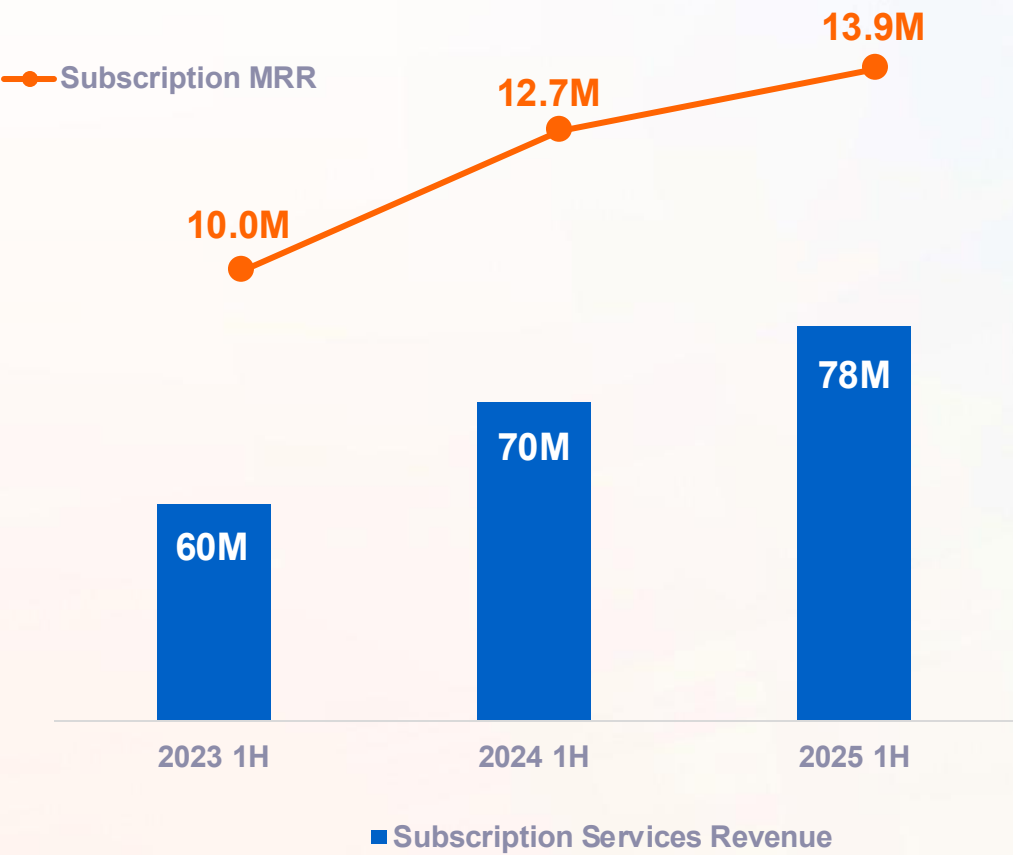
China business increased by (in CNY) **21%** YoY



Stable Subscriptions and Growing Value-Added Services



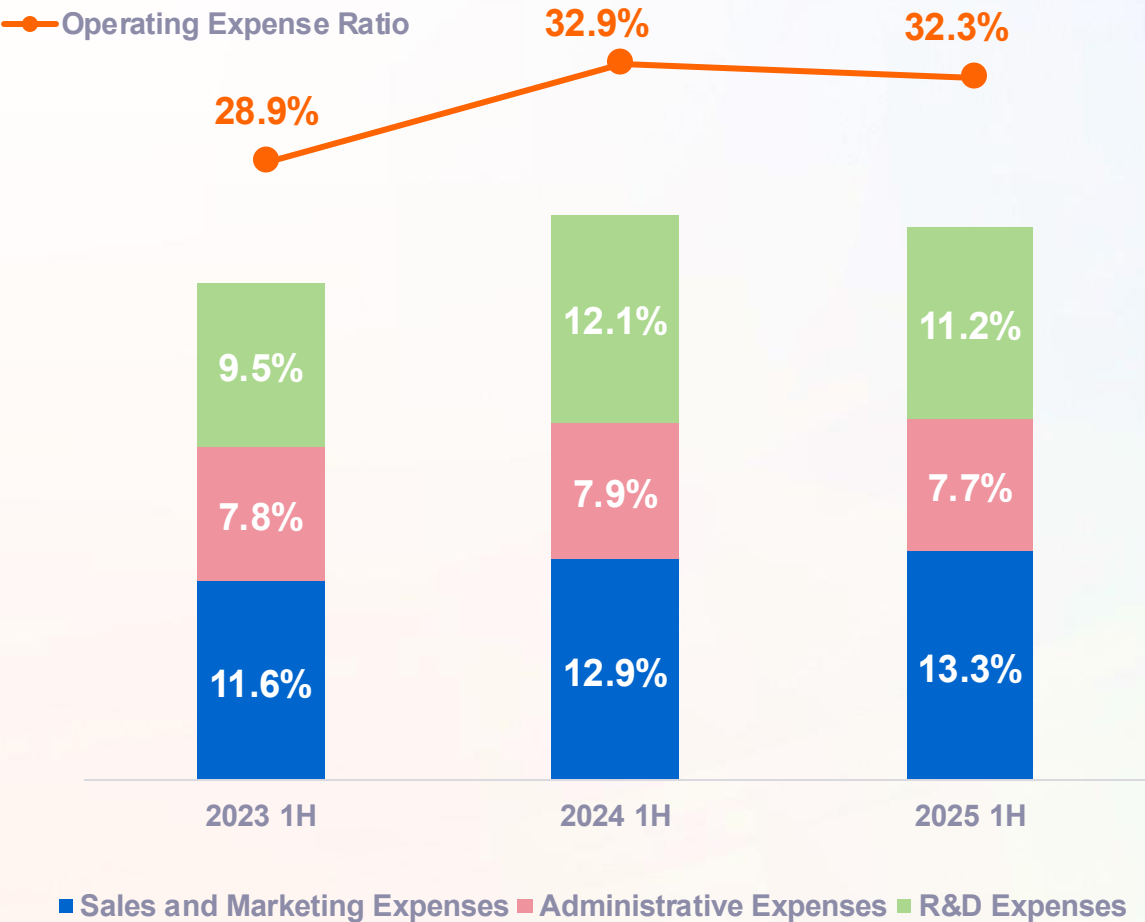
- MRR reached \$13.9 million in the subscription services segment, with over 99% customer retention and 137% net revenue retention, reflecting robust recurring strength
- Revenue from value-added services rose 33% YoY, while active assets reached 4.29 million; amid AI-led transformation, active asset scale is expanding rapidly, with compounding effects to emerge further in the second half



Adjusted EBITDA Achieved Significant YoY Growth

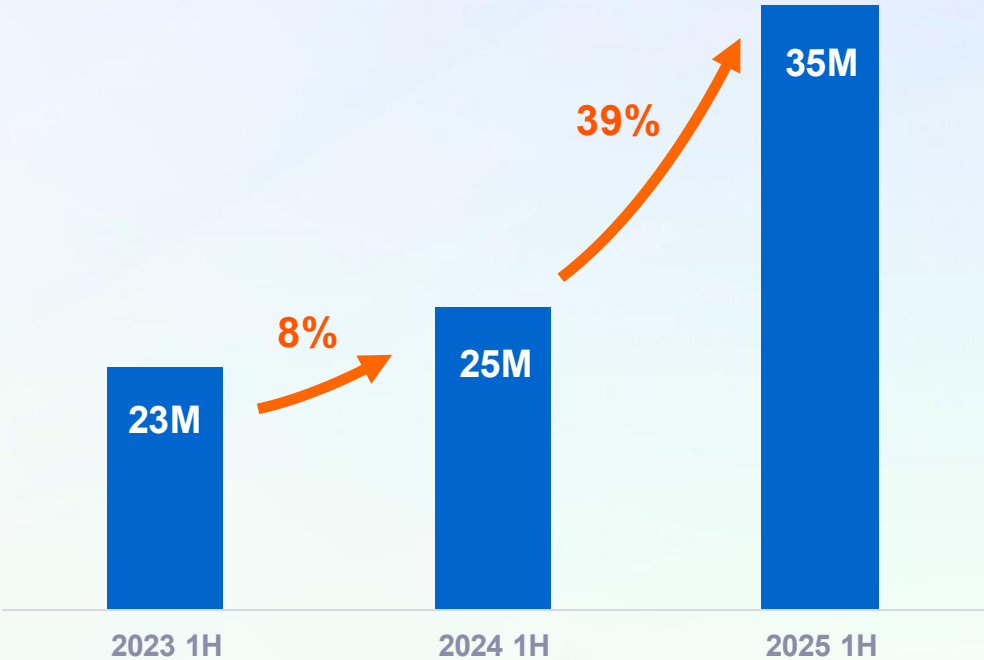


Operating Expenses

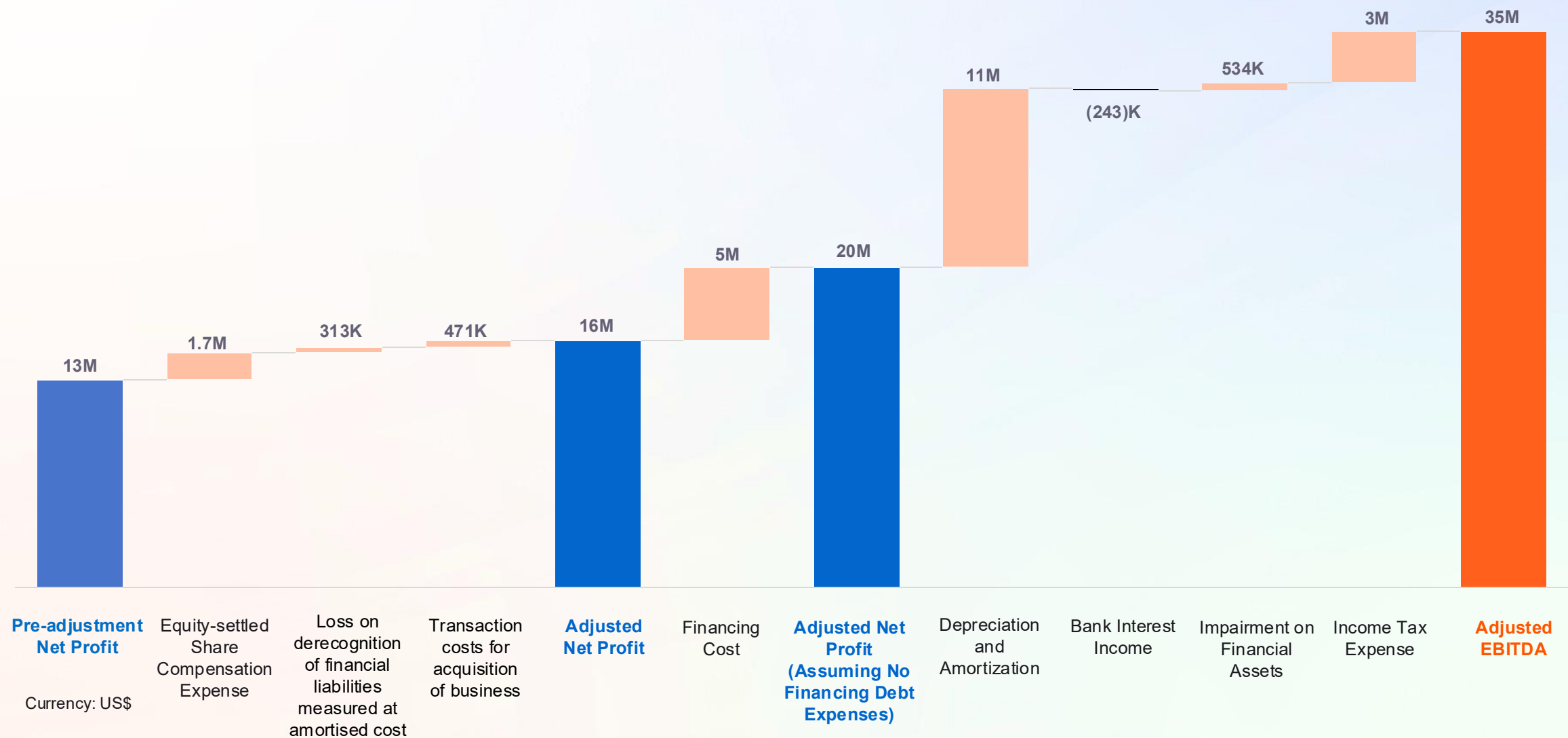


Adjusted EBITDA

Margin Expanded **2.1pts** YoY



Adjusted Net Profit and Adjusted EBITDA



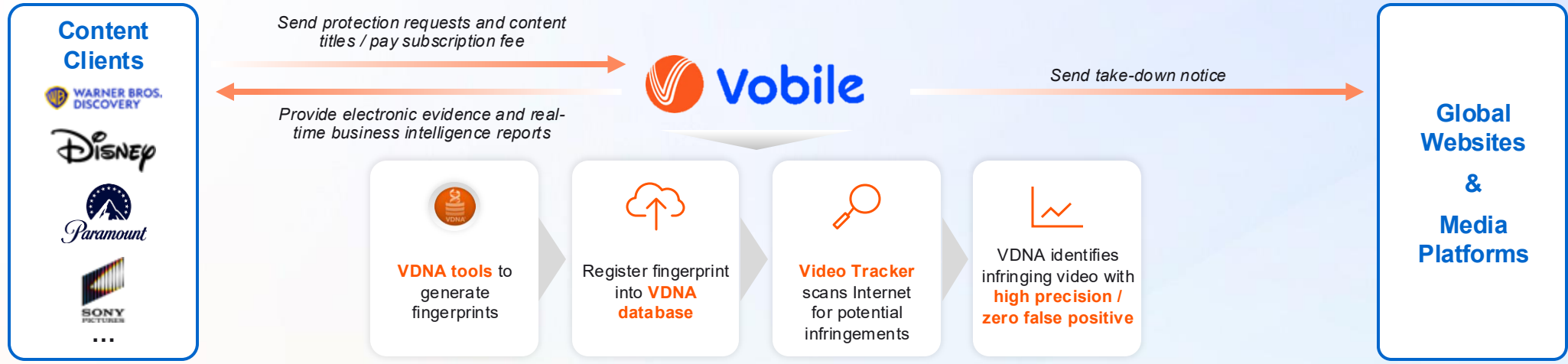


Appendix



Subscription Services – Content Clients Protection Services

Business Model



Description

- Adopted by major studios, TV & cable networks, and other content owners since 2007. Our **proprietary VDNA fingerprint** technology **empowers content owners to protect IP rights and ensure exclusive delivery of their content to intended destinations**
- Comprehensive monitoring of virtually all video sharing sites worldwide**, including live, streaming, direct downloads, search engines, P2P, mobile apps, and more. Enables customers to monitor compliance, maintain evidence archives, and gain valuable insights into the online presence of their content
- Monetization model is based on subscription**, where pricing is determined by the size of actively managed assets and tailored service-level agreements

Growth Drivers



Number of Clients – Expanding customer base to include new studio customers, and establishing a stronger presence in Northeastern Asia and Europe

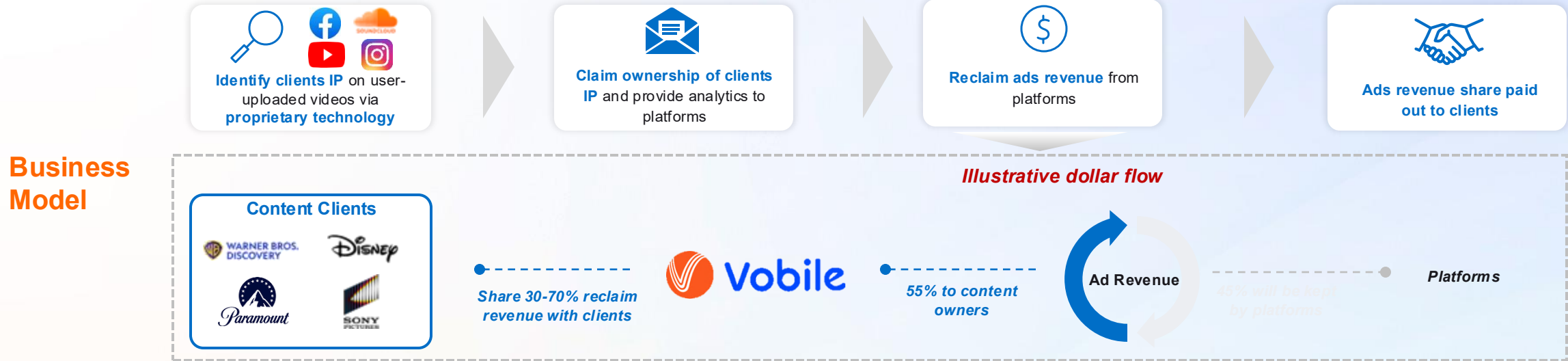


Subscription Revenue (MRR) – Deepening our penetration in existing customers' content libraries to increase the number of protected content titles; Upgrading capabilities to provide more comprehensive coverage and enhanced value to customers







Value-added Services – Social Media Platform Monetization



Description

- **Extend our content identification capabilities** to social media platforms to **identify and control user-generated content (“UGC”)** containing client’s IP
- **Monetize** client-owned IP **quickly and accurately** with an **automatic reclaim workflow** adopted by the platforms through partnership
- Beyond content identification, we also provide **value-added services** such as **channel management**, **metadata optimization** to enhance video viewership, digital video and **brand strategies** through deep understanding of claiming data
- **Monetization model is based on revenue-sharing** on advertising revenue from UGC platforms that is attributable to rights holders

 **Growth Driver** – Our key driver is **media exposure revenue**. We are increasing covered assets by **deepening penetration in the content libraries** of existing subscription-based customers. Furthermore, we are actively working on **upgrading contracts** with major studios, some of which have been customers for 15+ years, to **cover their ENTIRE content libraries** on social media platforms

 **Case Study of Proven Success** – After upgrading the contact with one of the big five Hollywood studios, we achieved a **13x** increase in covered assets from this customer, and experienced a **10x** increase in revenue in the next year

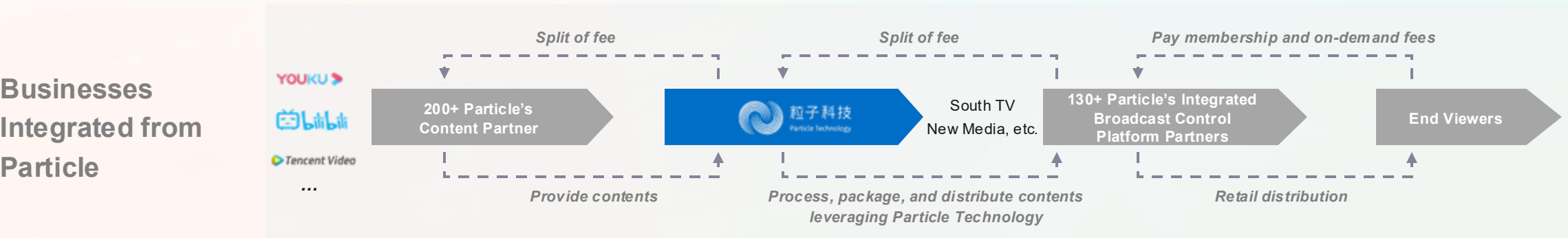


Specialized Services for the Chinese Market

- Given China's creator economy market is **more fragmented**, Vobile has chosen to **supply our technology capabilities** to these creators **by partnering with platforms** that aggregate them and their contents
- After acquiring Particle Technology, we **expanded our monetization channels in the Chinese market** (e.g., 130+ operator platforms) and significantly **increased our local customer base**

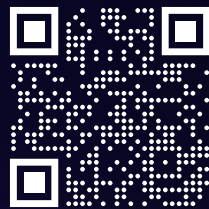


- Particle manages certain channels on broadcast platforms and shares a pre-set percentage of membership fees, which is accounted for under “Platform Clients Integrated Services”
- Particle shares the remaining fees based on the performance and viewership of their covered content assets, which is accounted for under “VOD Platforms Monetization Services”





Making Creative More Valuable



Vobile.com



Vobile IR
WeCom