

# Company Presentation





# Disclaimer

*This Presentation is for reference only and shall not constitute an offer or invitation to purchase or sell any securities of Vobile Group Limited (“ the Company ”). No part of this presentation material shall form the basis of any contract or commitment. Do not rely on any part of this presentation material for any contract or commitment.*

*This material contains certain forward-looking statements relating to the business, financial performance, strategy and results of the Company. Forward-looking statements are statements concerning future circumstances and results, and any other statements that are not historical facts, sometimes identified by the words, “expects”, “predicts”, “intends”, “plans”, “targets”, and similar expressions. The forward-looking statements contained in this material are based on multiple assumptions and are subject to risks, uncertainties. Therefore, neither the Company nor its affiliates or advisors or representatives nor any of its or their parent or subsidiary undertakings or any such person’s officers or employees guarantees that the assumptions underlying such forward-looking statements are free from errors nor does either accept any responsibility for the future accuracy of the forward-looking statements contained in this Presentation or the actual occurrence of the forecasted developments. As a result, the Company expressly disclaims any obligation or undertaking to release any update or revisions to any forward-looking statements in this Presentation as a result of any change in expectations or any change in events, conditions, assumptions or circumstances on which these forward-looking statements are based. The Company shall not be liable for any errors, omissions or inaccurate statements in this material.*

*By attending this Presentation that you acknowledge that you will be solely responsible for your own assessment of the market and the market position of the Company and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the Company’s business.*

*Do not use, copy, distribute, share or disseminate this material in any other way.*

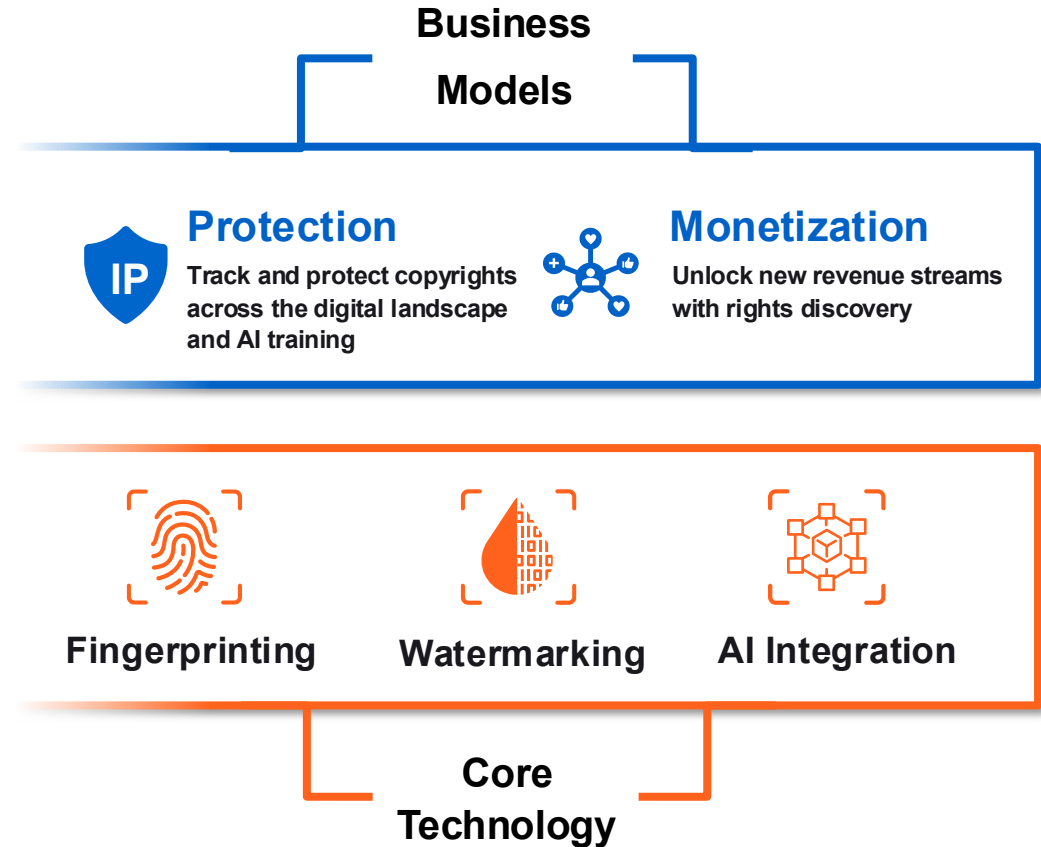


---

# Company Overview

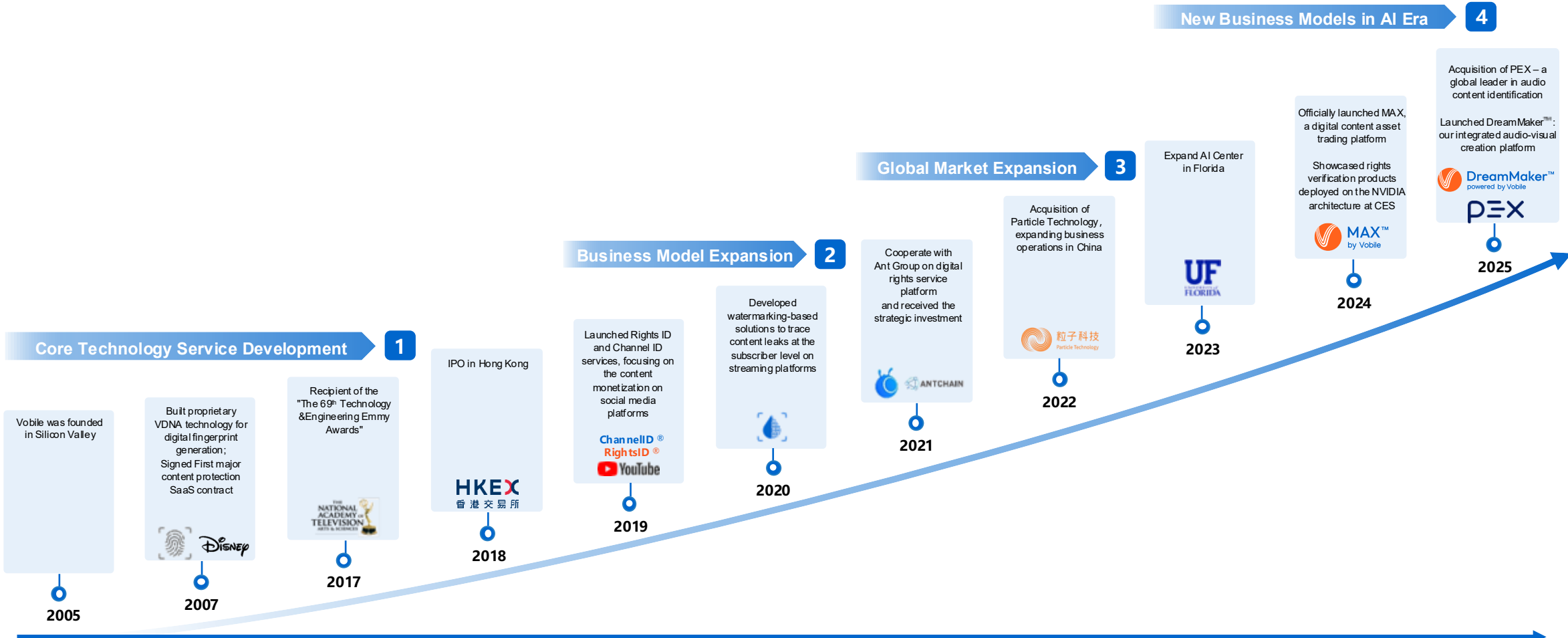


# The Leading Global Provider of Digital Content Protection and Monetization





# Evolving with the Industry to Unlock New Markets and Business Models



## Industry Revolution

YouTube  
Beginning of UGC era

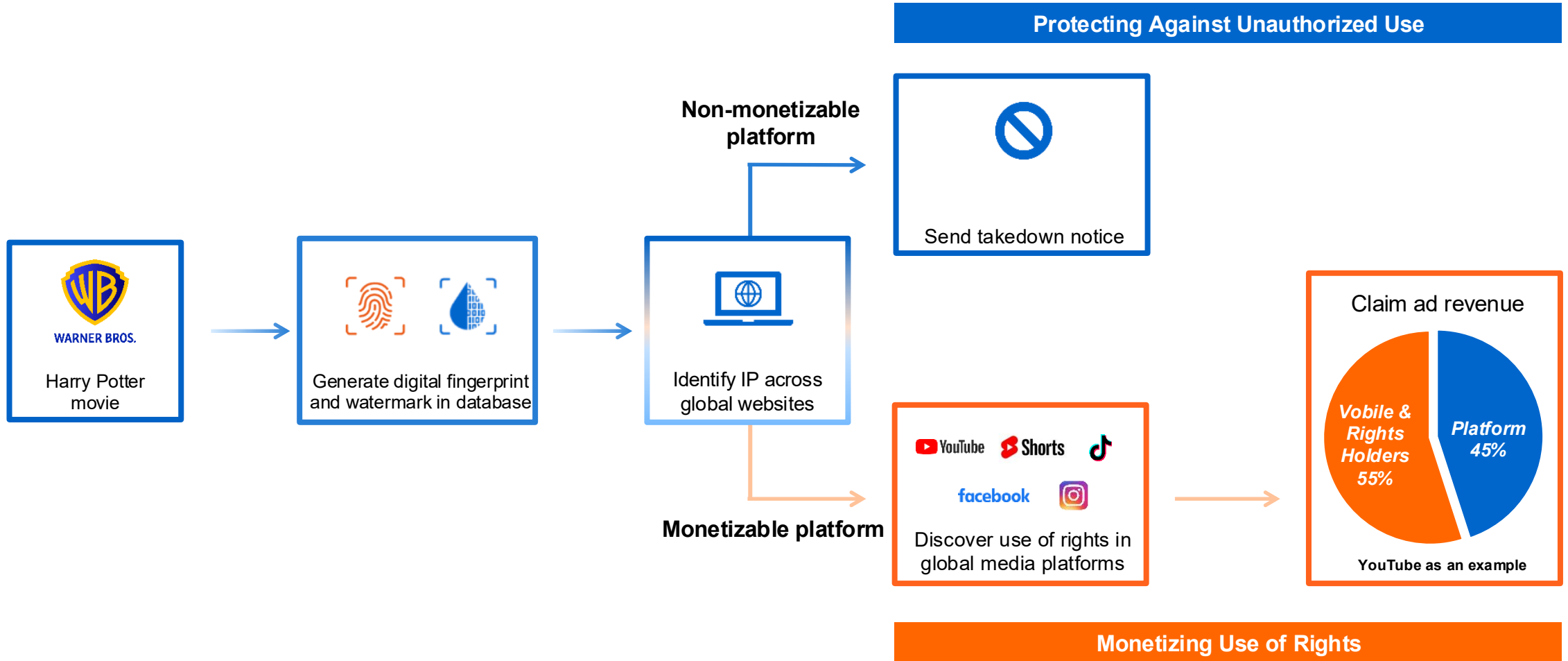
NETFLIX  
Subscription-based streaming services

Roku  
Rise of smart TVs

Disney+ max  
Traditional Hollywood studios have launched independently operated streaming services

ChatGPT sora Gemini deepseek  
AI-generated content is emerging as a powerful enabler of content production

# Vobile in Action

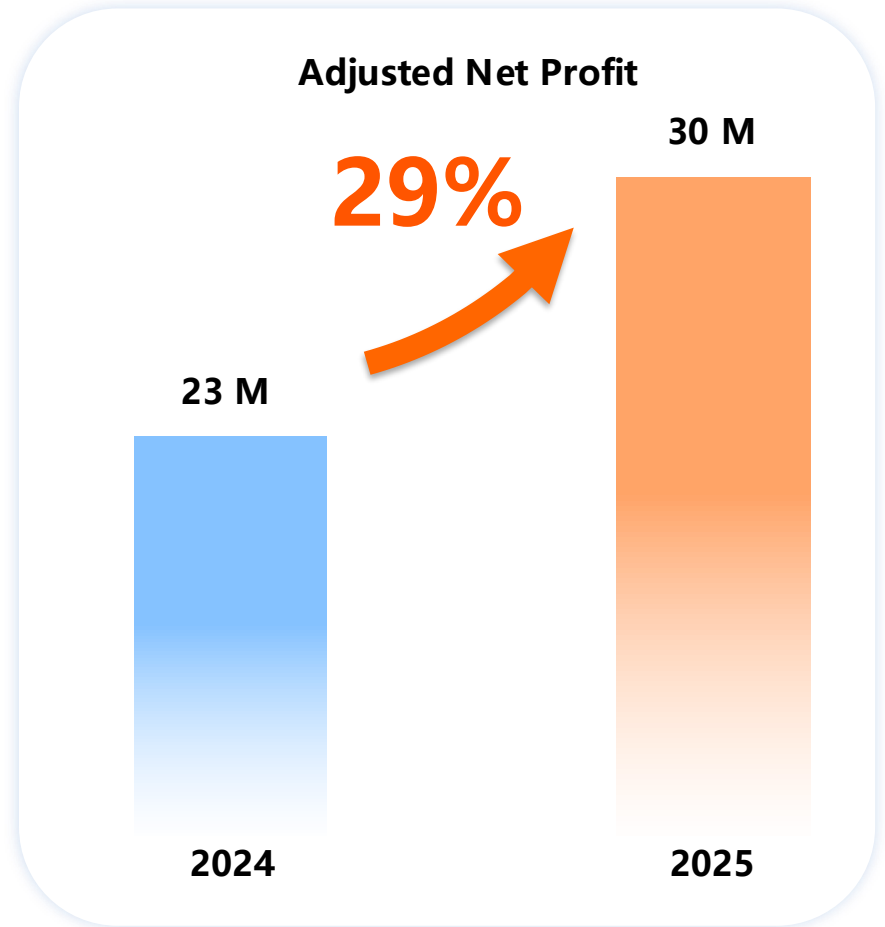
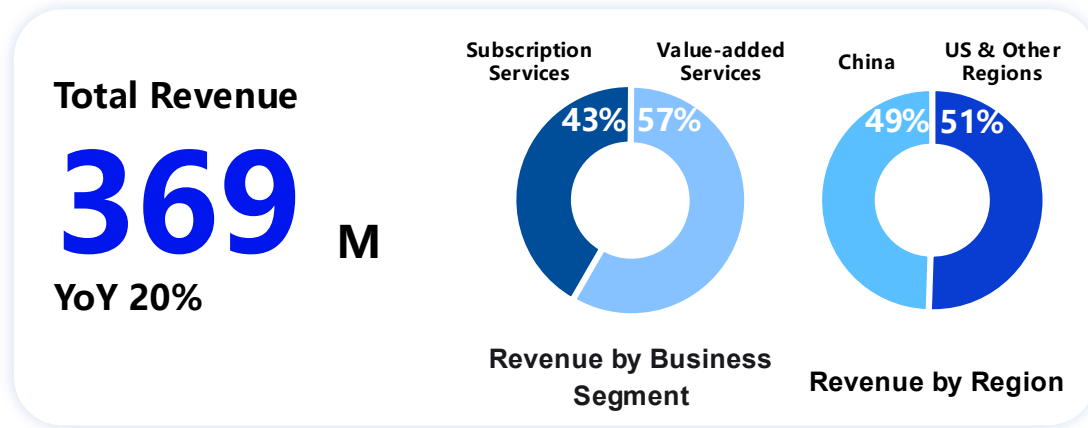




# FY25 Performance Overview

AI strategy continued to drive revenue growth

Scaling Profitability While Sustaining Growth and AI Investment



**Adjusted EBITDA**

**70** M

YoY  
**24%**

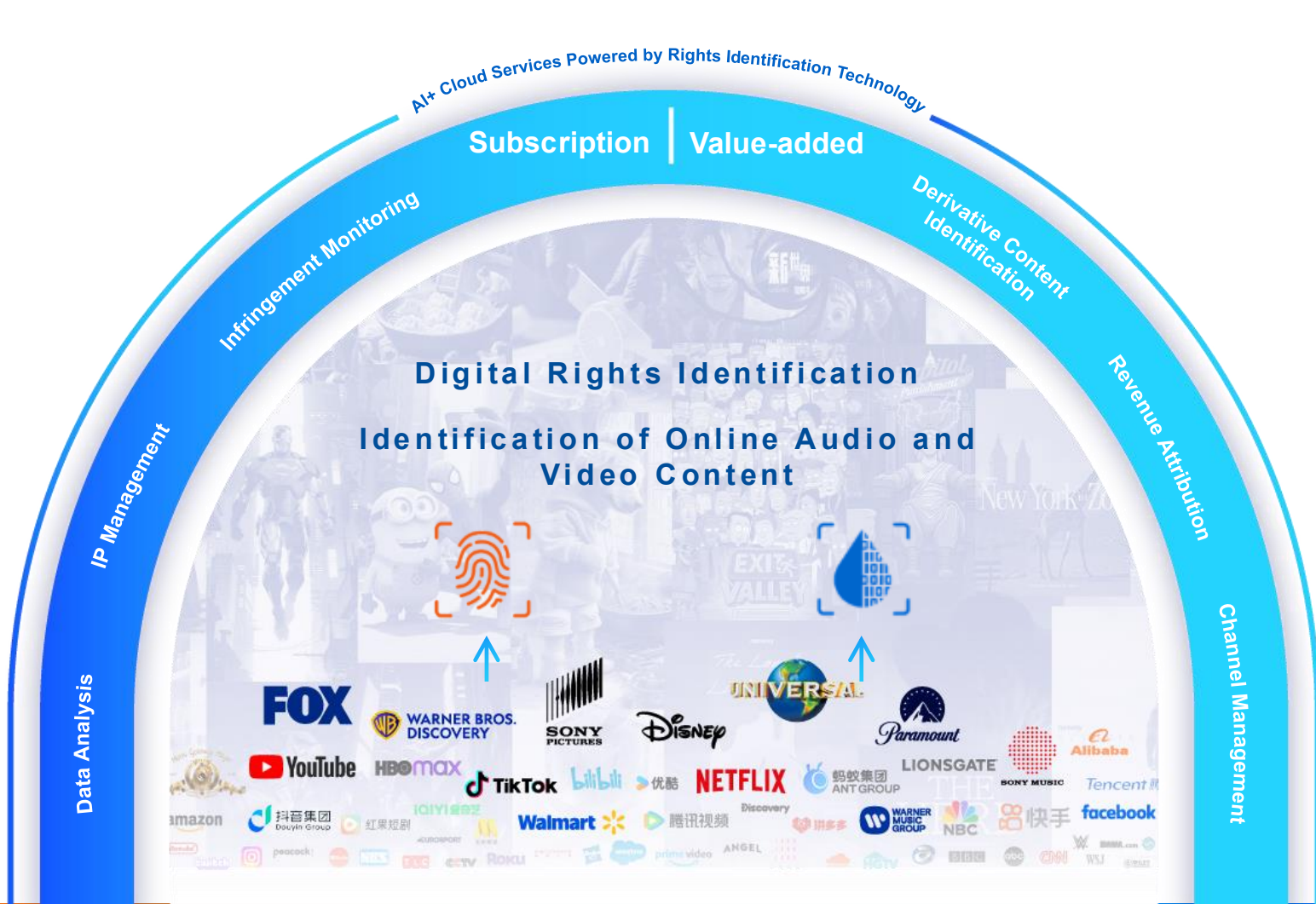


---

## Our Strategic Edge



# 1 Deliver Diversified Services and Sustain Long-term Client Partnerships



260 Content Clients

142 Platform Clients



# 2 Long-Term Trusted Client Base

## Content Clients

<p><b>Studios</b></p>	<p><b>Short Dramas</b></p>	<p><b>Sports Leagues</b></p>	<p><b>Gaming &amp; Entertainment</b></p>	<p><b>TV &amp; Broadcast</b></p>
<p><b>Streaming Platform</b></p>	<p><b>Newspaper &amp; Publishers</b></p>	<p><b>Music</b></p>	<p><b>Anime</b></p>	<p><b>E-commerce</b></p>

## Platform Partners




# 3 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 Billions

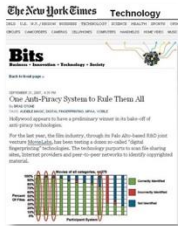
Cumulative VDNA Searches

### Hundreds of Thousands Websites Monitored

In 200+ countries

### 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



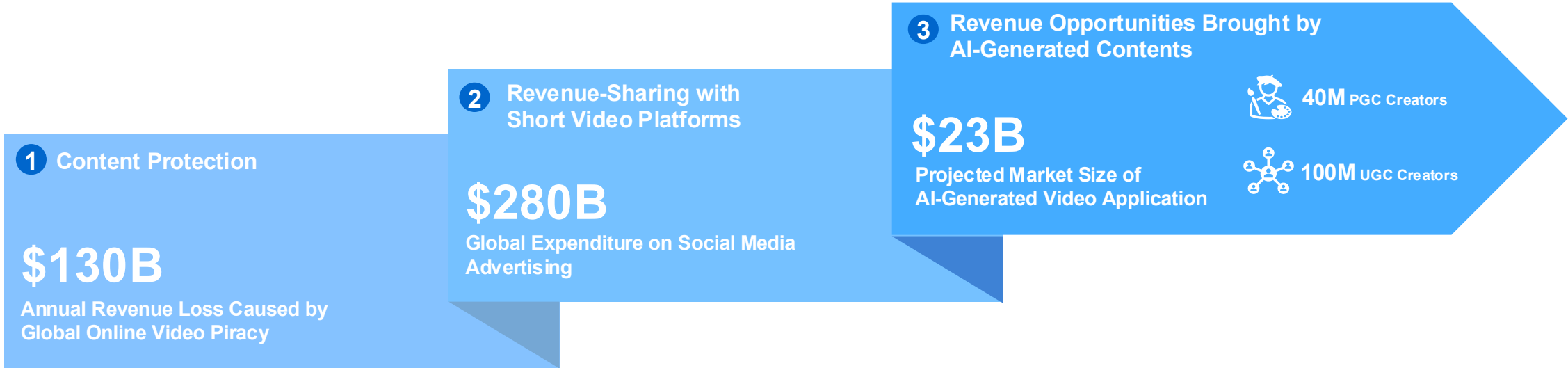
69th Technology & Engineering Emmy Award



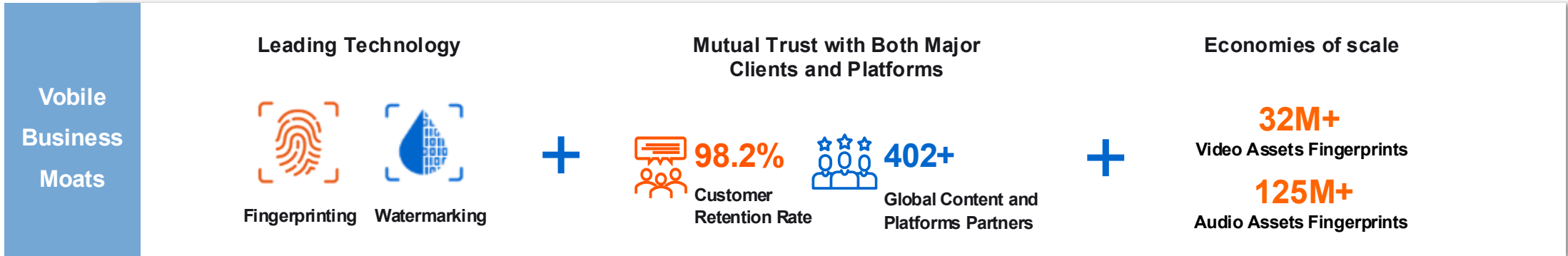
Led standard-setting efforts for China's standard system of national cultural big data



# 4 Unique Business Model Moats Enable Market Leadership



## A Growing Market Driven by the Creator Economy Evolution



Source: Projected Market Size of AI-Generated Video Application is from UBS Research <Video GenAI: our take on TAM and takeaways from recent industry channel checks> PGC refers to the professional user base, benchmarking to the user base of professional video software (Adobe Premiere Pro, Final Cut Pro, etc.) UGC refers to the consumers/hobbyists, benchmarking to 60-100m content creators on major UGC (user-generated content) video platforms such as YouTube, Douyin, Kuaishou, etc

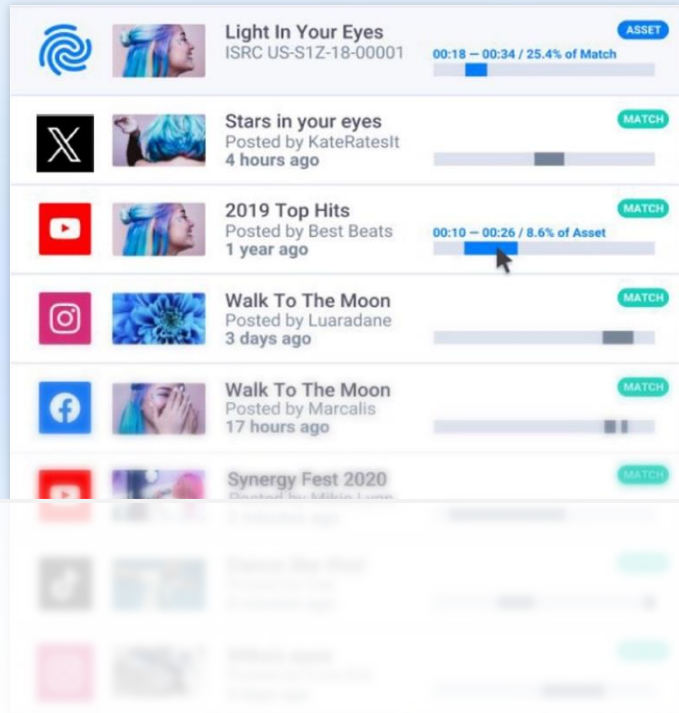


---

# Multi-Category Growth and Platform Ecosystem Integration



# PEX Acquisition and Integration Strengthen Rights Identification Capabilities



## The Acquisition Expands Music Assets and Client Reach

125M+

Music Assets from Label Clients

23B+

Audio Fingerprints in Database



Launched a proprietary AI model for AI song detection and rights identification

AI-Generated Content Detection

Accurately identifies whether a track is fully AI-generated

High-Confidence Source Tracing

Identifies the underlying model used to generate a track

Seamless API Integration

Supports rapid integration into existing workflows with real-time, reliable detection results

Broad Model Coverage

Compatible with leading global AI tools, including Suno, Udio, and ElevenLabs



# Scalable Services for Leading Short Drama and AI-Animated Drama Platforms

## Industry-leading Copyright Protection Capabilities

**Tens of Thousands of Titles**

Coverage Volume

**6M+**

Average Daily Infringement Data Processed

**~30%**

Average Reduction in Monitoring Costs After 3 Months of Operation



红果短剧



麦芽短剧



kwai



Tencent Video

**40%**

of the short-drama titles we serve are AI-animated





# Deepening Integration with Leading Platform Ecosystems




**Exclusive copyright partner for Hongguo Short Drama, with broader coverage across Qishui Music, Fanqie Novel, and the Douyin creator ecosystem**

**Bytedance**




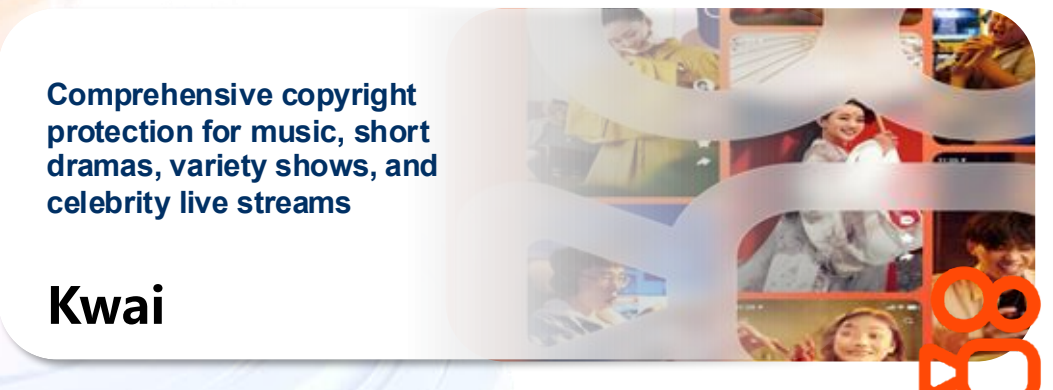

**Comprehensive copyright protection across NBA events, hit series, short dramas, and international productions**

**Tencent Video**


**Deepening collaboration with Alibaba Cloud to develop AI capabilities across multiple use cases**

**Alibaba Cloud**

**Comprehensive copyright protection for music, short dramas, variety shows, and celebrity live streams**

**Kwai**





---

# Commercial Engine for AI Applications in the Creator Economy

# AI Content Production Will Fuel Unprecedented Distribution Growth



Surge in Content Production



Distribution Channel Restructuring

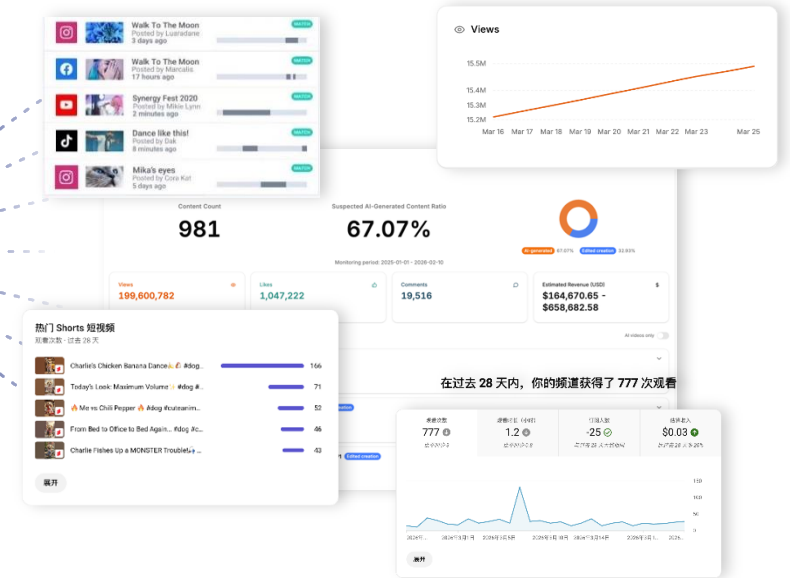
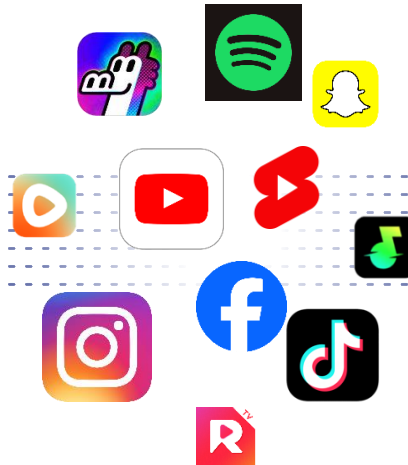


Business Model Evolution

AI Transforms Content Productivity

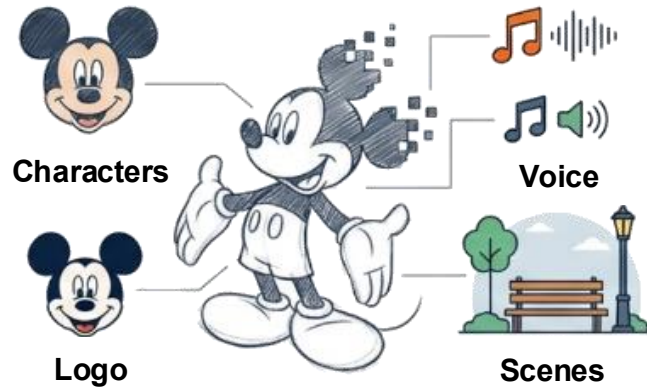
From Centralized to Fragmented Distribution

Monetization shifting toward performance-based models

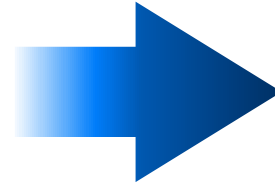


Reliable data and measurement infrastructure will underpin industry growth

# A Paradigm Shift from Copy-Level to Element-Level Rights Management



1 Film/Drama



10000+ Element Assets

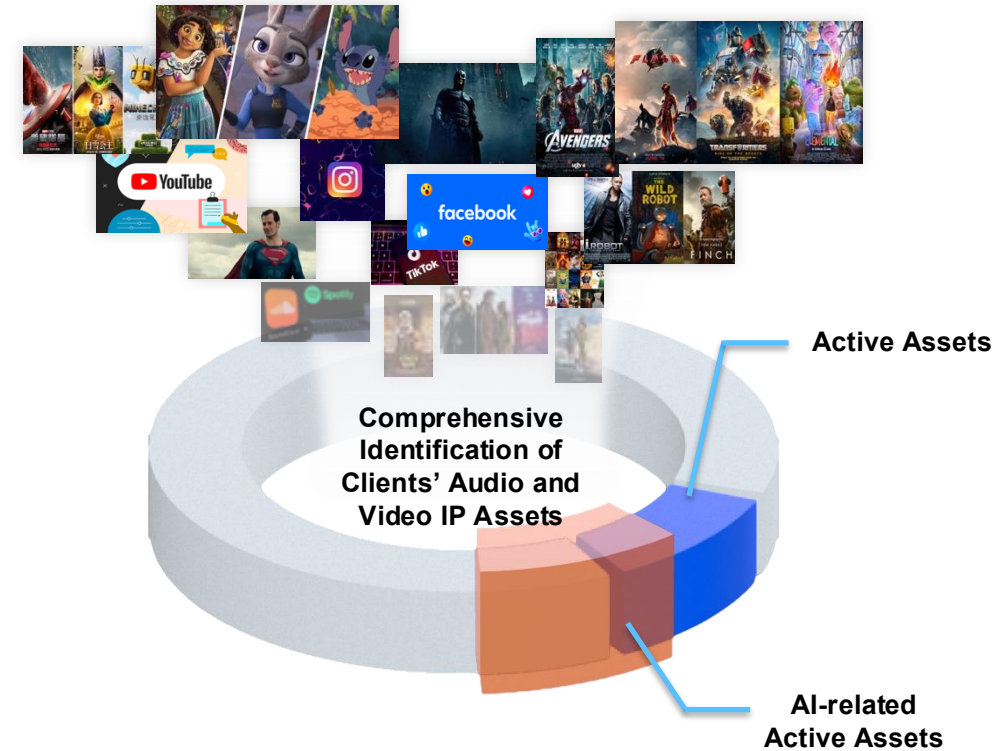
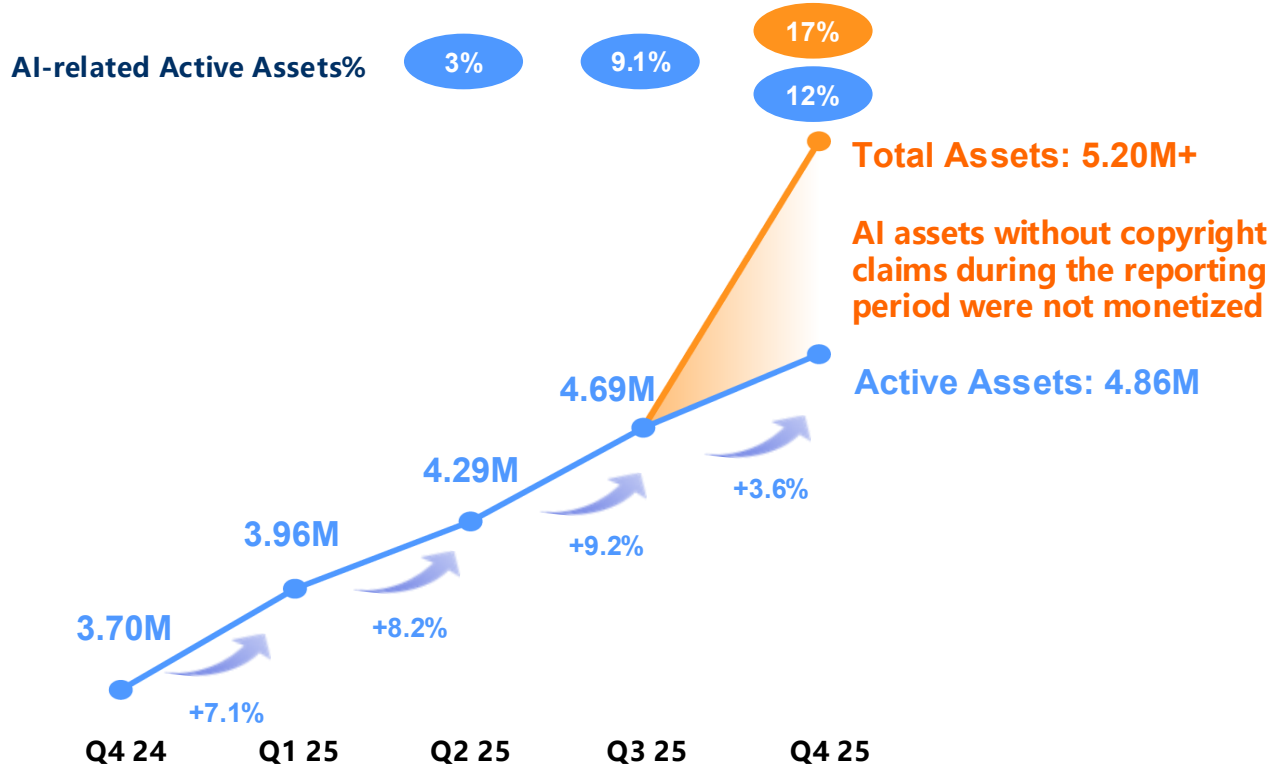
AI is driving explosive growth in content assets,  
shifting rights identification from copy-level to element-level



# Rapid growth in AI-related active assets

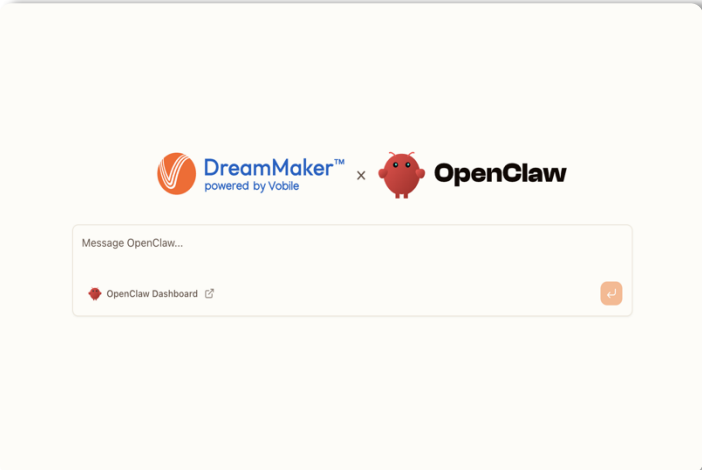
## Active Assets

Active Assets: defined as the number of clips discovered and later authorised by clients that generate meaningful revenue during the period



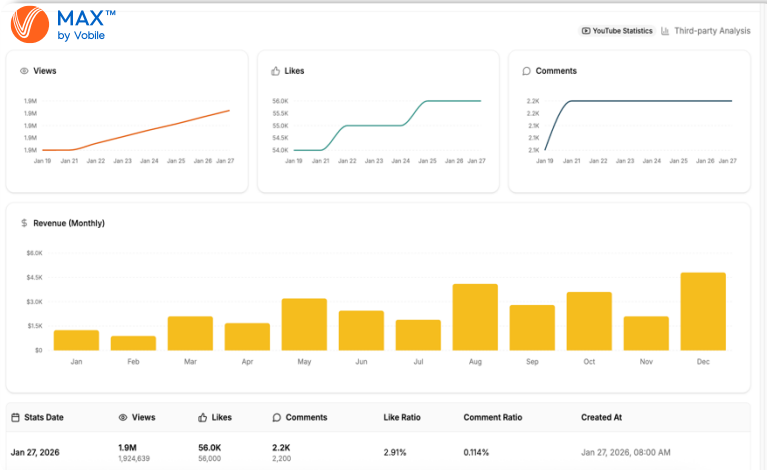


# Platforms Unlock the Next Wave of Business Opportunity



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

**Serving creators across different stages and scales**



Vobile MAX™ Digital Content Asset Trading Platform

**Expanding from distribution support to monetization**



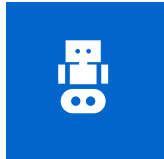
RWA Issuance Platform Developed by Vobile and Finloop

**From Technology-Driven to Data-Driven**

**Vobile MAX™ Powers the AI Creator Economy with Trusted Technology**



# DreamMaker™ Integrates Agent Capabilities



## OpenClaw Integration

No additional configuration required for rapid agent workflow launch



## Boosting Creative Efficiency

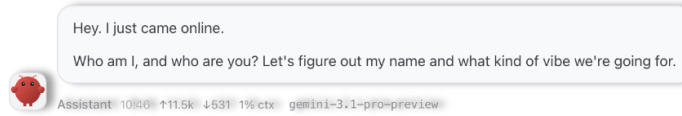
Reduces repetitive tasks and speeds up video generation and optimization



## Rights Identification Upon Creation

Supports one-click publishing and rights identification throughout the creation-to-monetization workflow

**DreamMaker™ has been adopted across North American university competitions and courses, generating strong early user feedback**





# Vobile MAX™ - AI-Powered New Infrastructure for Digital Content

## Content Owners

Covering All Categories of Contents

Major Film & TV Studios



Professional Creators

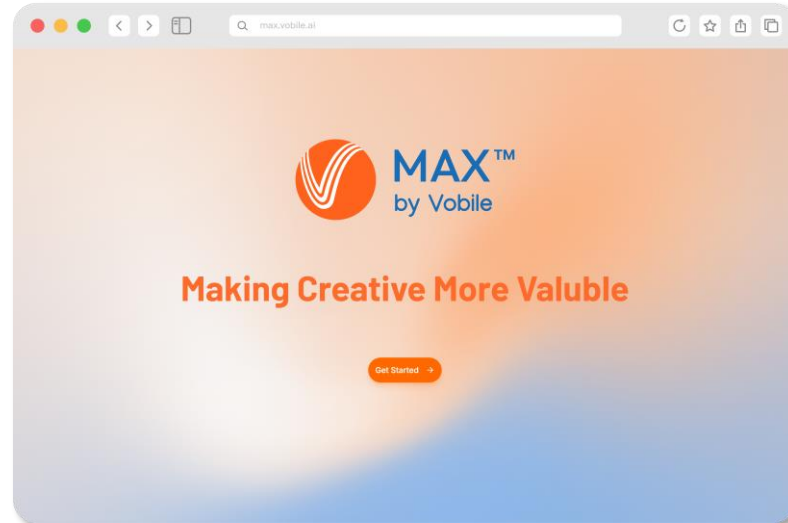


AI Creative Platforms



## Identification Registration Monetization

Secure digital asset revenue through digital fingerprinting and watermarking with comprehensive network monitoring



Digital Fingerprint

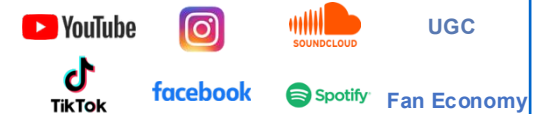


Digital Watermark

## Revenue and Data Sources

Clear Rights Enable Broader Content Transactions

Social Media



Platform & APP



Box office



RWA

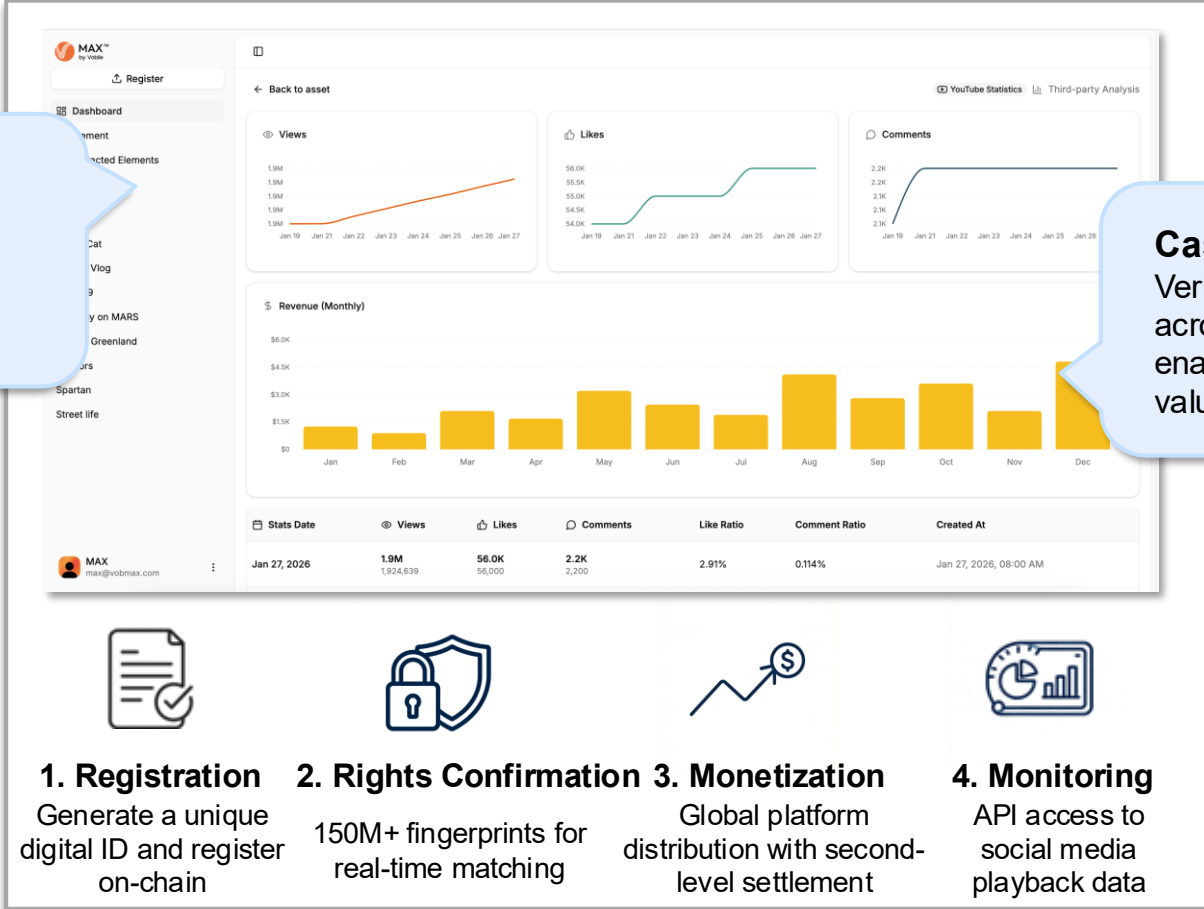




# Vobile MAX™ – The Trust Anchor for Digital Content Assets

**Rights Data:**  
Element-level identification, tracking, and licensing management

**Cashflow Data:**  
Verify monetization performance across the full content lifecycle, enabling high-confidence valuation of content distribution



Unstandardized Content



**1. Registration**  
Generate a unique digital ID and register on-chain



**2. Rights Confirmation**  
150M+ fingerprints for real-time matching



**3. Monetization**  
Global platform distribution with second-level settlement



**4. Monitoring**  
API access to social media playback data



Standardized Assets

Real-time auditing and value anchoring: Vobile MAX™ replaces intermediary-based credit with 'Technological Trust'

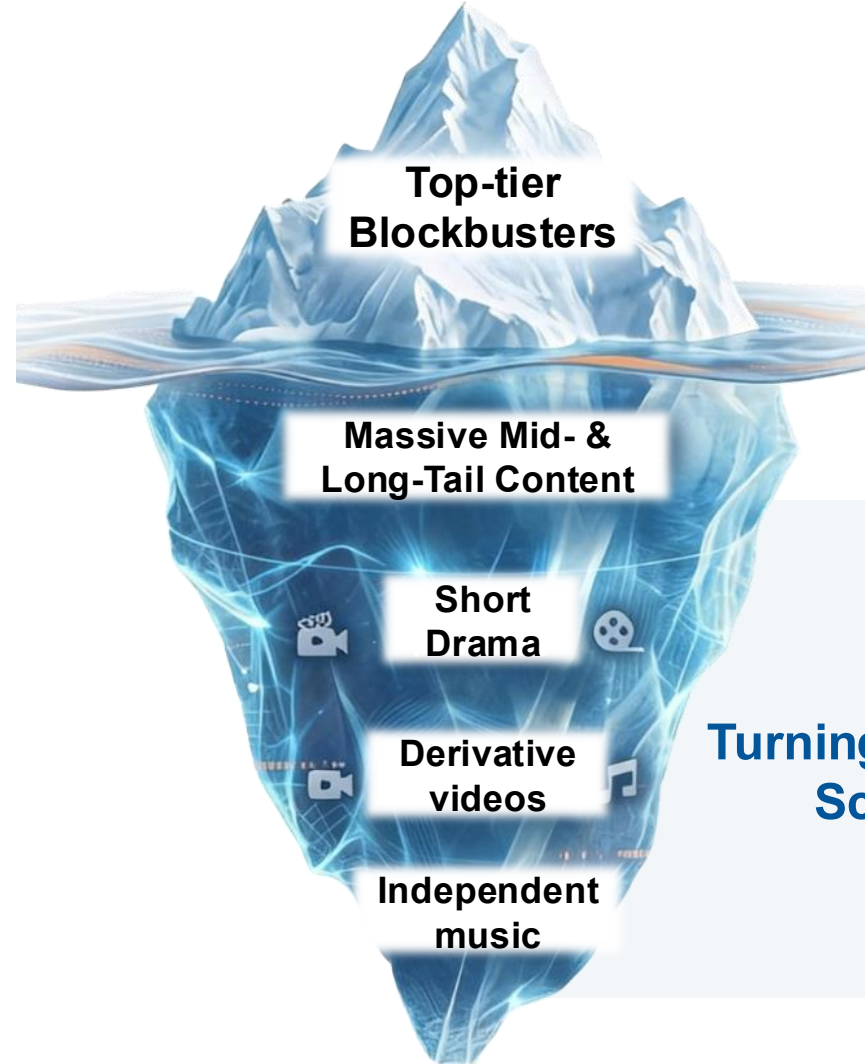


# RWA: Unlocking Asset Value at Scale

## Vobile RWA Solution

- ✓ Expands access to both new and legacy assets
- ✓ Aligns long-term revenue streams with financing structures
- ✓ Enhances asset monetization across multiple use cases

Tokenizing future cash flows to unlock present liquidity



Turning Idle Assets into Scalable Value

# Strategic Opportunities



**Vobile Enables Monetization and Transaction of Rapidly Expanding AI-Generated Content**

**AI-Driven Business**

**Core Foundational Business**

**A High-Growth, Profitable, and Predictable Core Business Foundation**



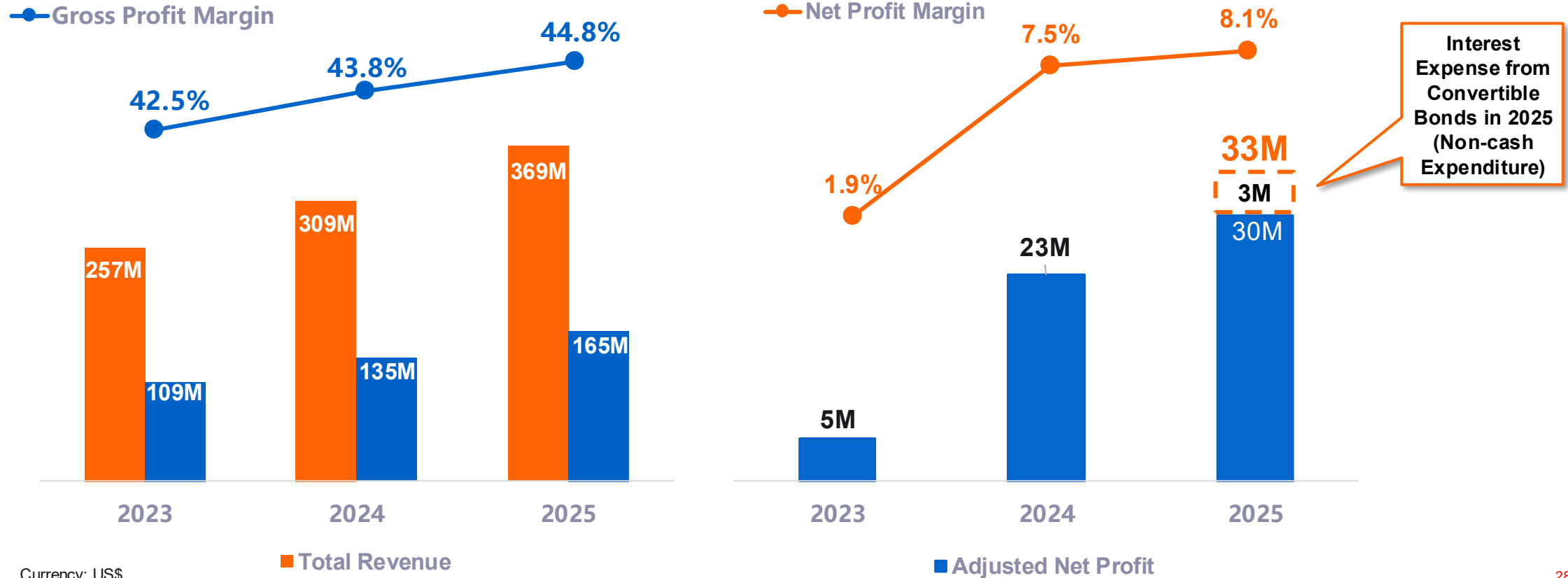
---

# FY25 Financials



# Steady Revenue Growth, Expanding Scale Efficiencies

- Revenue sustaining 20%+ growth, benefiting from AI-driven growth across the video and audio sectors—the company's strategic value in rights identification and monetization continues to strengthen
- Pronounced scale efficiencies as high-margin business mix grows and AI drives operational gains, lifting gross margins steadily
- Adjusted net profit up 29% YoY, well ahead of revenue growth; a lean, efficient team delivering stronger operational resilience and growth momentum

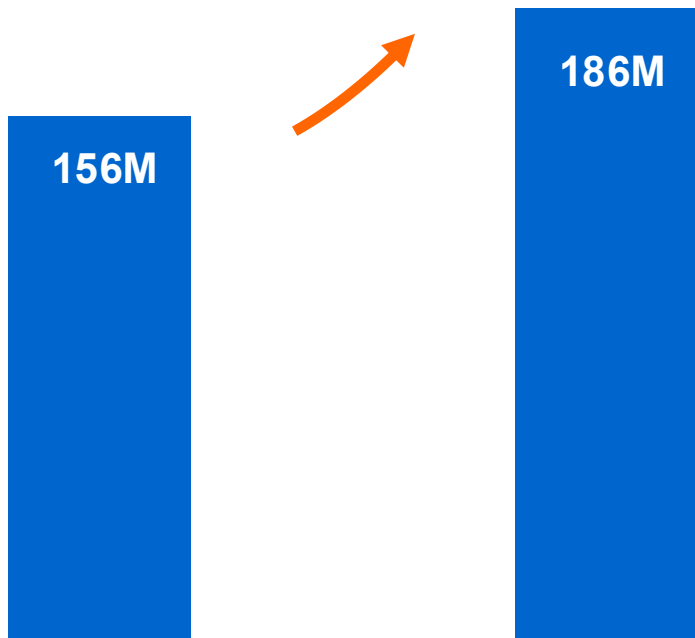




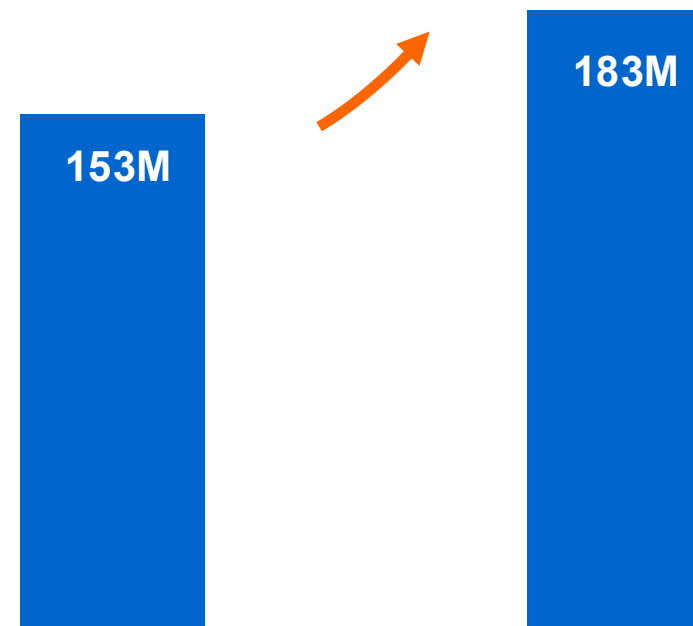
# Revenue Continued to Grow Rapidly Across Regions

- Strong full-year growth in both China and overseas, with balanced contribution from both core markets
- Overseas growth fueled by scaling monetization and accelerated music copyright services post-PEX integration
- China growth driven by deepening platform partnerships (ByteDance, Tencent, Kuaishou, Bilibili), with short drama services achieving scale breakthrough

United States and other region business increased by **20% YoY**



China business increased by (in CNY) **20% YoY**



Currency: US\$

2024

2025

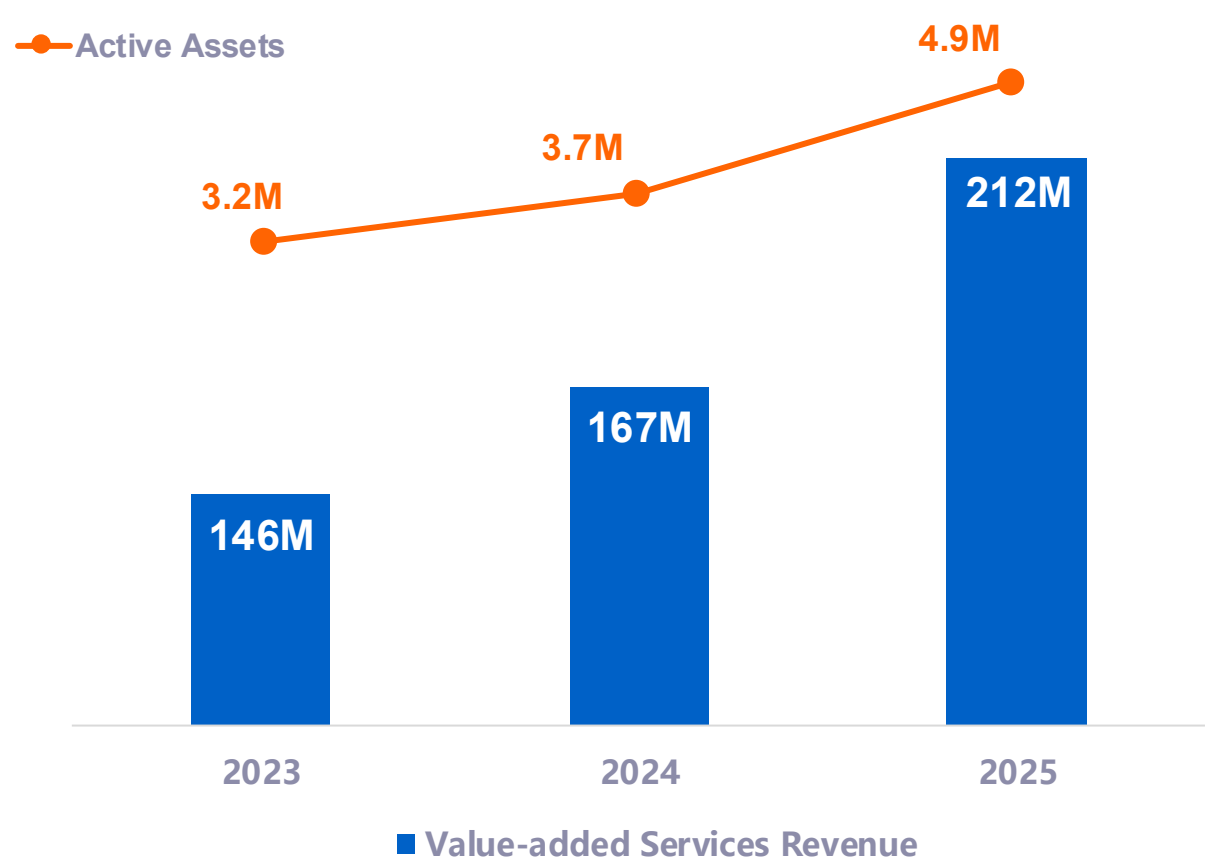
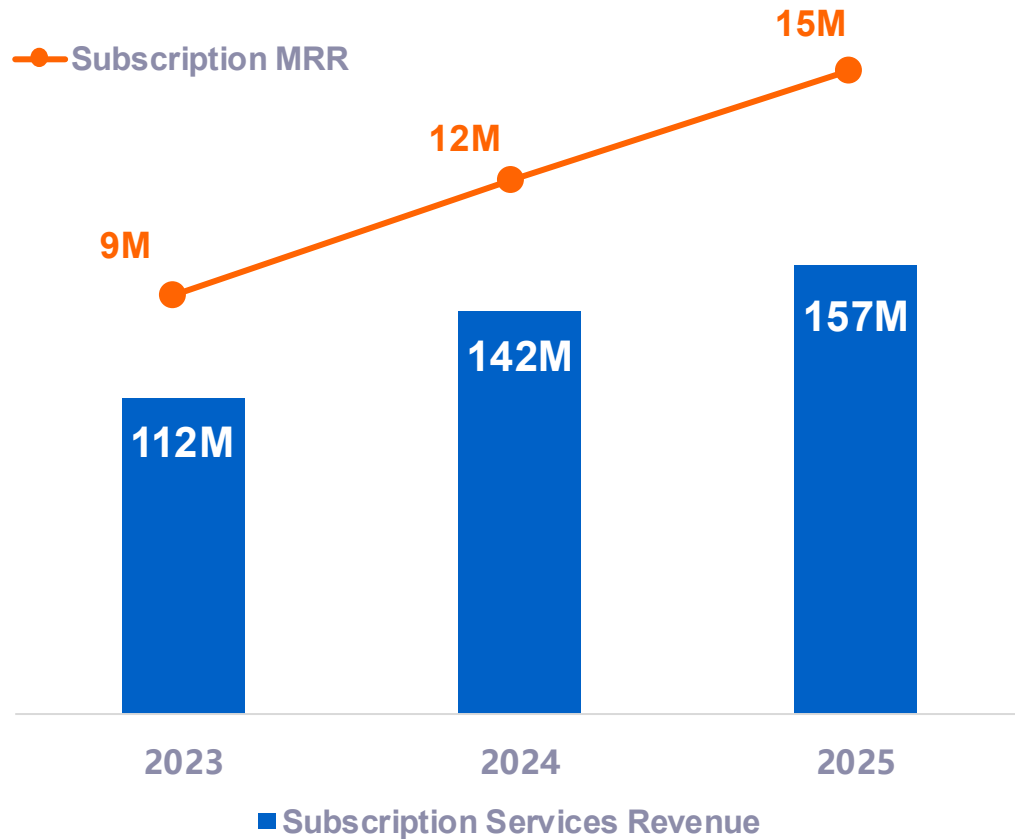
2024

2025



# Subscription Services Deliver Stable and Sustainable Revenue

- Subscription MRR reached HK\$114M; 98%+ customer retention, 128% net revenue retention — a solid recurring base
- Value-added revenue up 27% YoY with 4.86M active assets; AI-related content accumulating in the monitoring pool, with monetization potential as industry copyright rules are progressively established

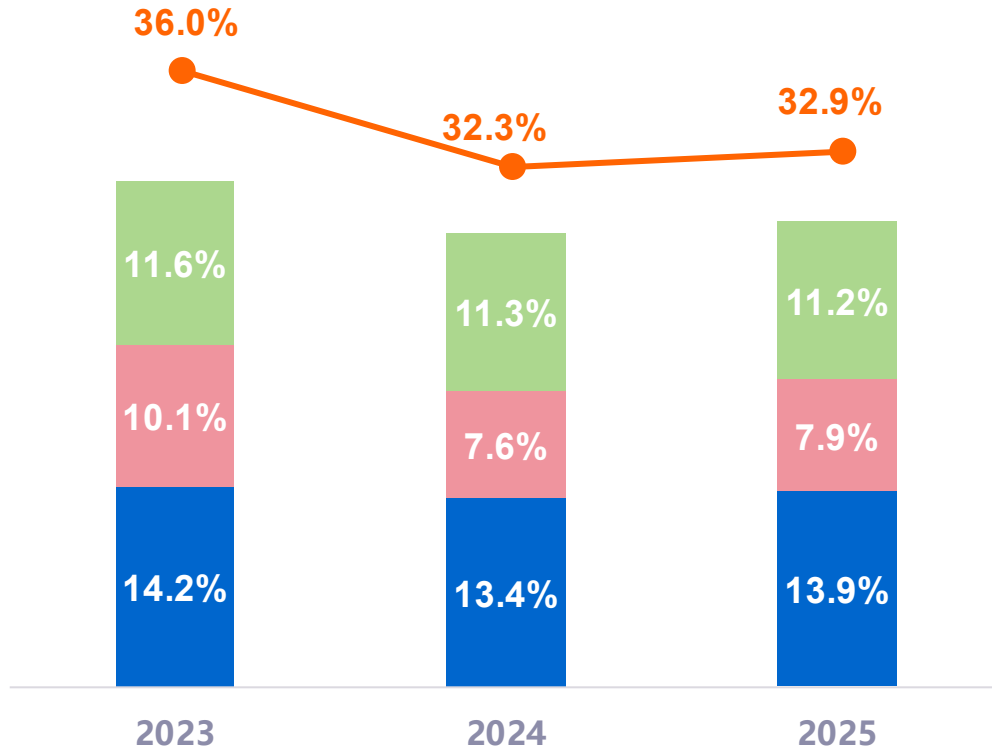




# Adjusted EBITDA Achieved Significant YoY Growth

## Operating Expenses

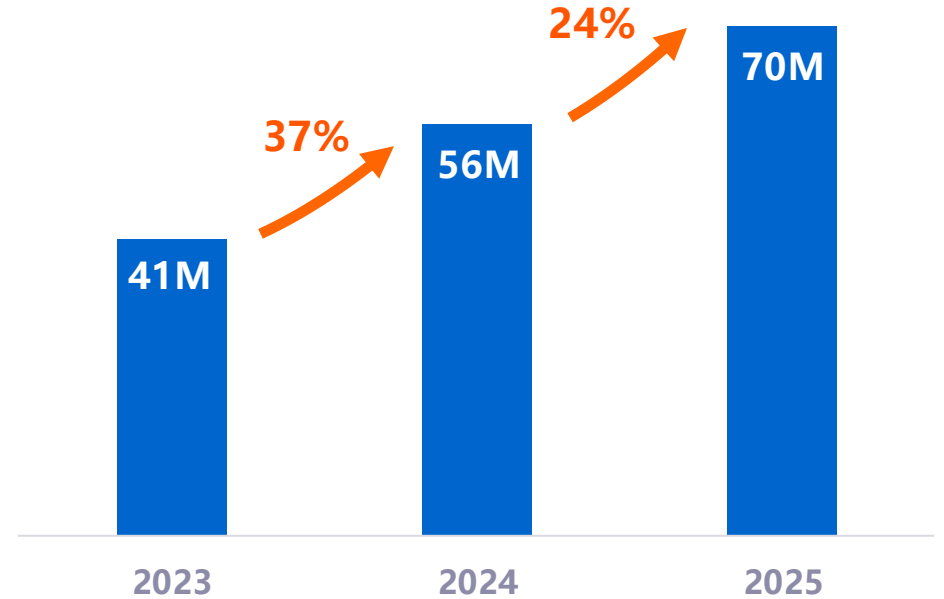
—●— Operation Expense Ratio



■ Sales and Marketing Expenses ■ Administrative Expenses ■ R&D Expenses

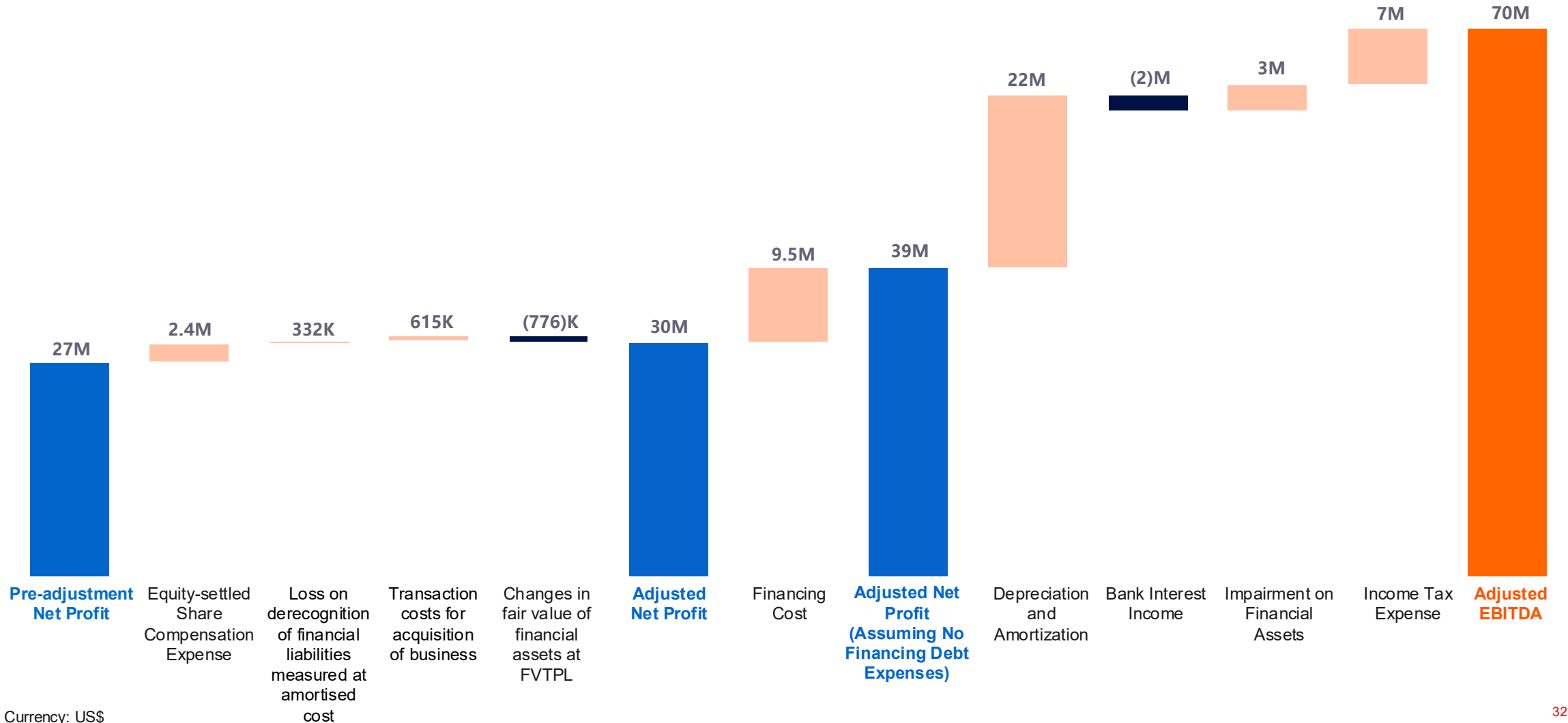
## Adjusted EBITDA

YoY 24%





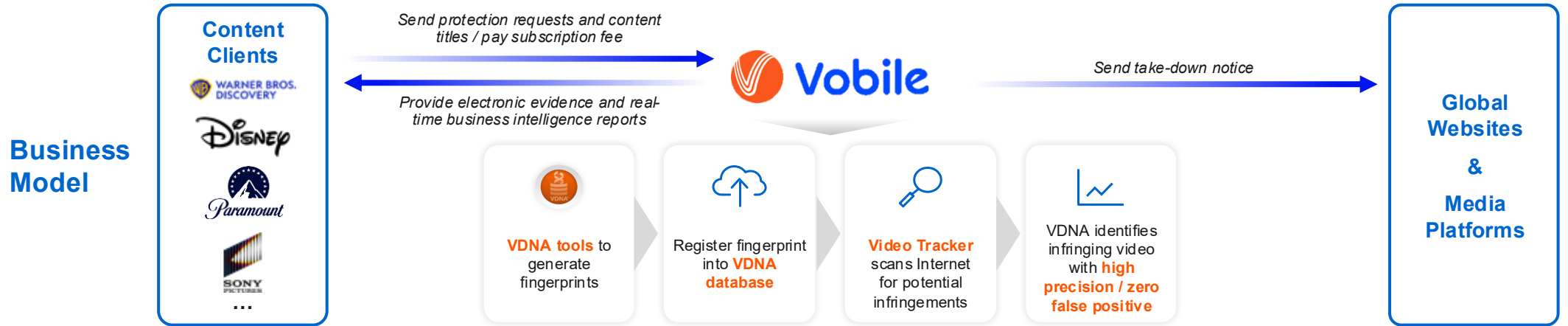
# FY25 Adjusted Net Profit and Adjusted EBITDA



# Appendix



# Subscription Services – Content Clients Protection Services



- 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**

## Description

- **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

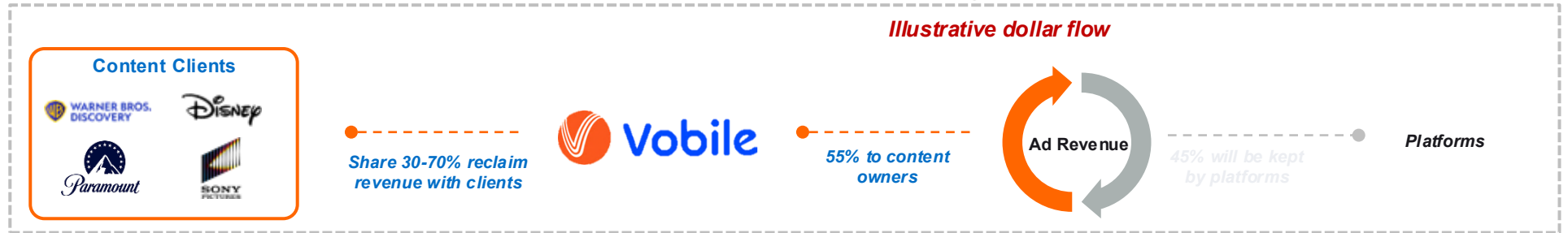


**Subscription Revenue (MRR)** – Deepening our penetration in existing customers' content libraries to increase the number of protected content titles; Upgrading capabilities to provide more comprehensive coverage and enhanced value to customers

# Value-added Services – Social Media Platform Monetization



## Business Model



## 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

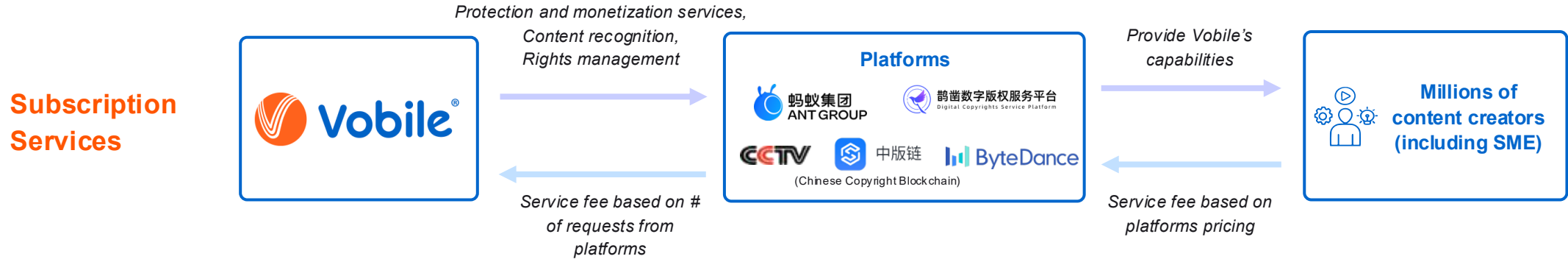


**Case Study of Proven Success** – After upgrading the contact with one of the big five Hollywood studios, we achieved a **13x** increase in covered assets from this customer, and experienced a **10x** increase in revenue in the next year



# 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**



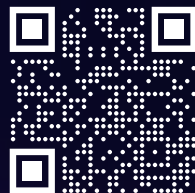
- Particle manages certain channels on broadcast platforms and shares a pre-set percentage of membership fees, which is accounted for under “Platform Clients Integrated Services”
- Particle shares the remaining fees based on the performance and viewership of their **covered content assets**, which is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

## Businesses Integrated from Particle





**Making Creative More Valuable**



Vobile.com



Vobile IR  
WeCom