



Vobile Group

Company Presentation

April 2025





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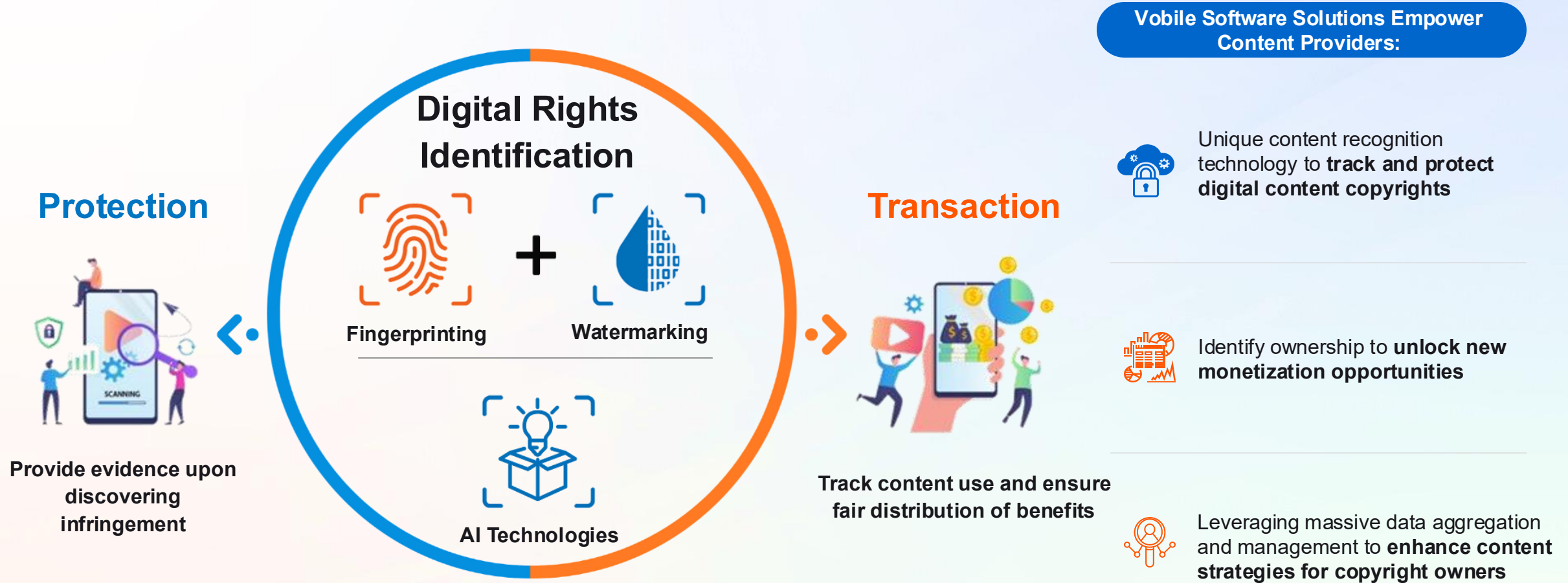
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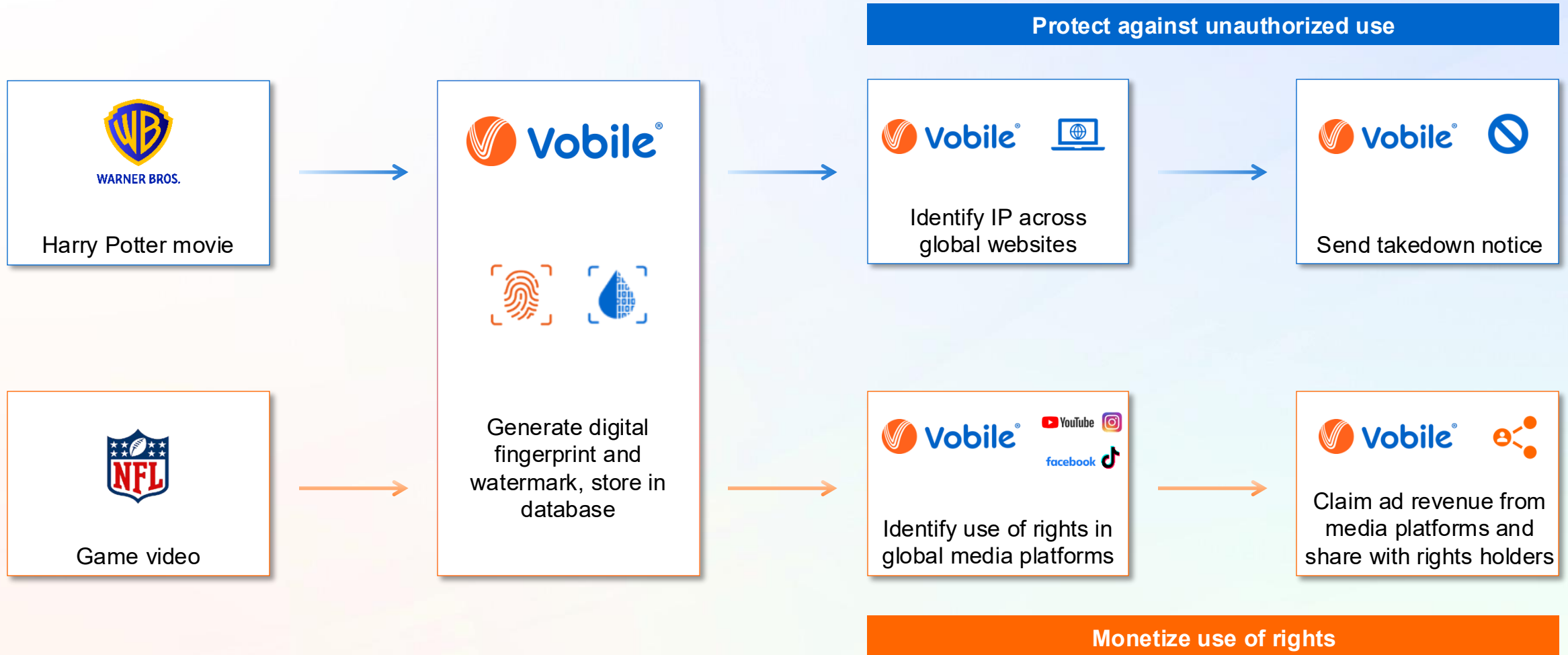
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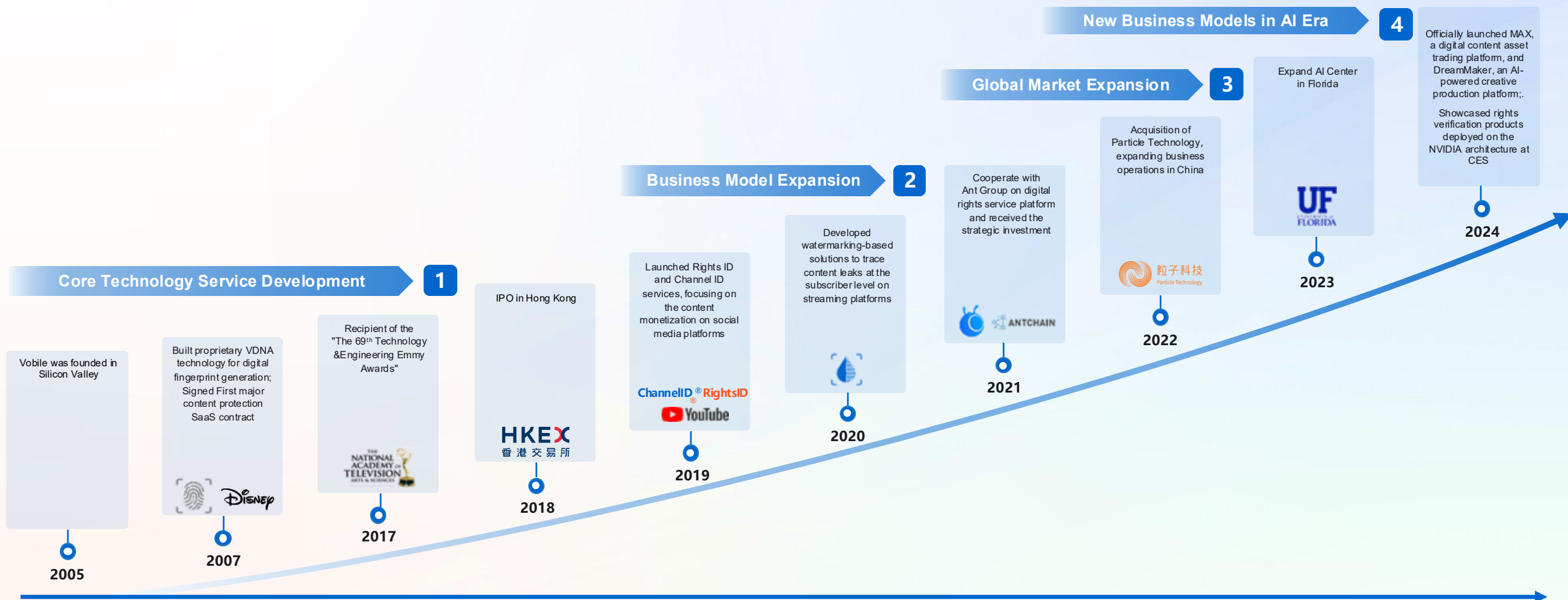
The Leading Global Provider of Digital Content Asset Protection and Transaction



Vobile in Action



Company Evolution



Industry
Revolution



Beginning of UGC era



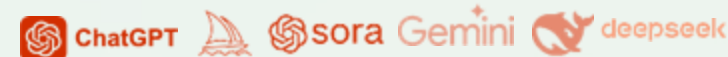
Subscription-based
streaming services



Rise of smart TVs



Traditional Hollywood studios
have launched independently
operated streaming services



AI-generated content is emerging as a
powerful enabler of content production



1 Providing Services to Leading Global Content Owners

241 Content Partners ⁽¹⁾

Studios	Streaming	Sports leagues	Gaming and entertainment	TV & Broadcast
     	    	   	  	  
Publishers	Music	Anime	E-commerce platforms	
   	   	 	 	

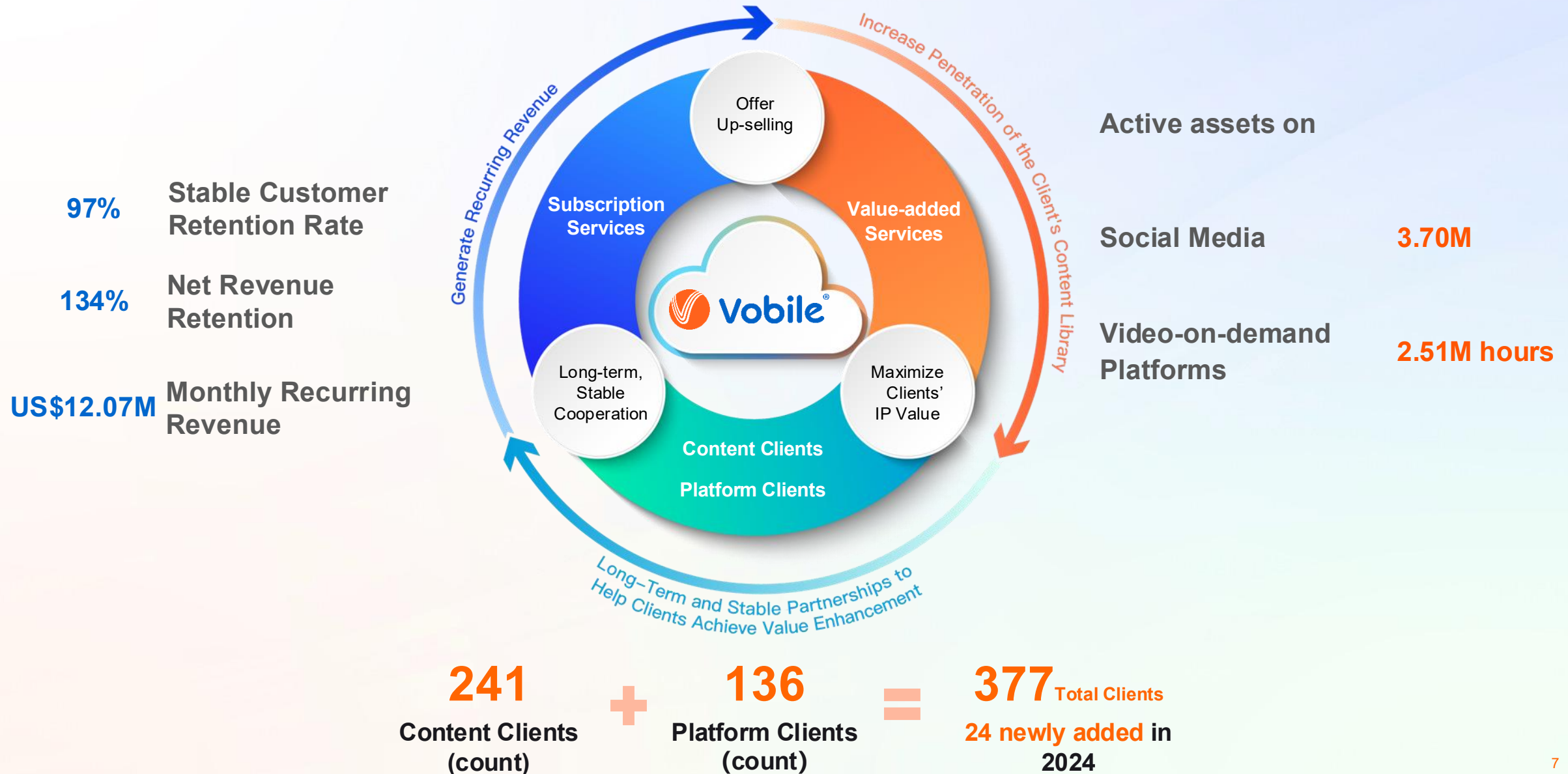
136 Platform Partners ⁽²⁾



Note:
1. As of December 31, 2024
2. For the twelve-month period ended December 31, 2024



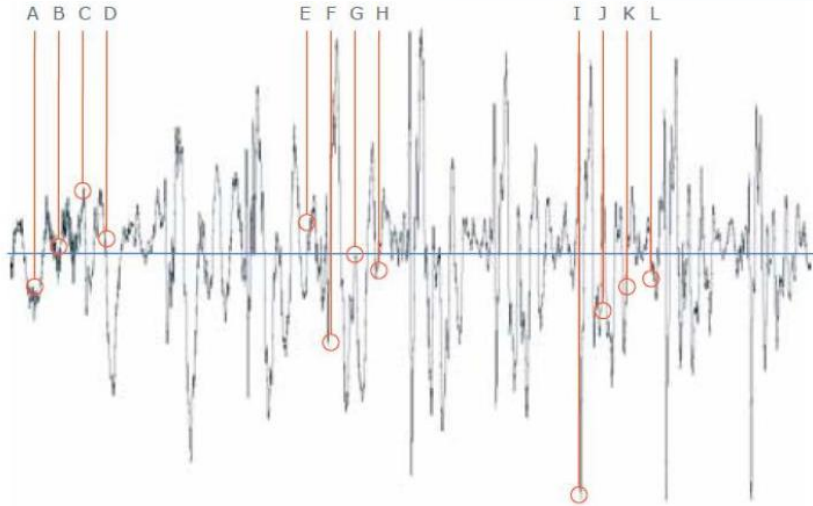
2 Offer Diversified Services and Maintain Long-term, Stable Cooperation with Clients





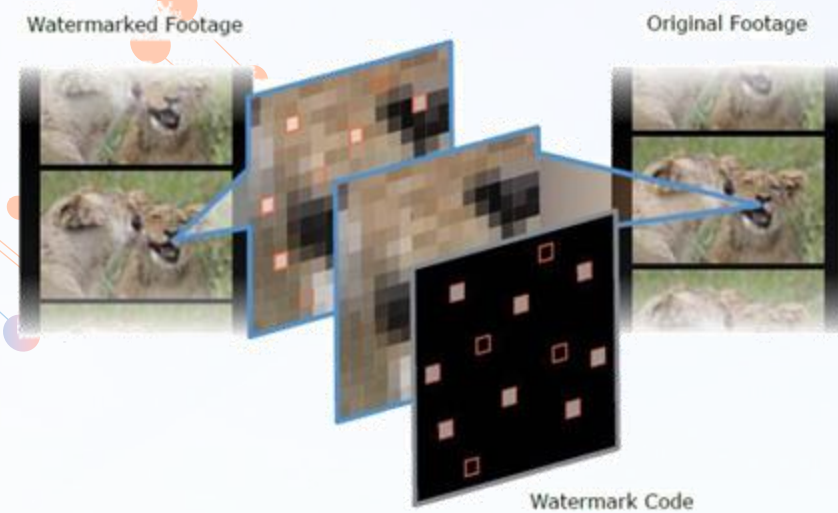
3 Our Key Proprietary Technologies

VDNA Fingerprint



- **Generate unique fingerprint of the videos (VDNA)** and specify usage rules **pre- and post- content publication**
- Analyze video content to **identify distinctive characteristics, regardless of format alternations** (e.g. cropped, contrast adjustments, screen rotation, color changes, blurring, inversion)
- Recognized as the market leader, rated **“Best in the Industry”** by **MovieLabs**, and **recipient of the Emmy Award for Technology and Engineering** in 2017

Digital Watermark



- **Invisible watermark seamlessly embedded** during video delivery. Capable to be **integrated with CDN** to deliver large-scale session watermarks
- **Highly robust watermarks withstand** common image/video processing techniques, geometric distortion, and temporal desynchronization
- **Real-time infringement source tracing** enables rapid issuance of take-down notices, immediate shutdown of rogue live streams at the source, efficient collection of infringement evidence, and other actions

Stores data regionally and leverages regional cloud service providers while maintaining capability of searching content globally



4 Record Highs in Both Revenue and Net Income

Execution excellence drives performance and efficiency

Significant growth in profitability

AI R&D investment fuels product deployment

Total Revenue

	YoY
308.6M	20%

Gross profit

	YoY
135.1M	24%

EBITDA

	YoY
56.3M	37%

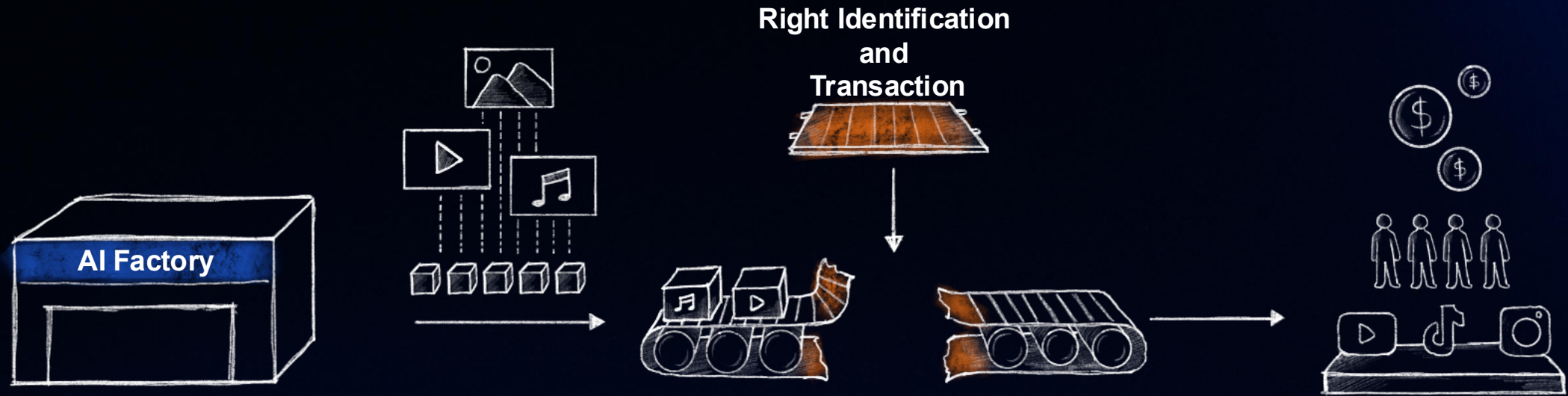
Adjusted net profit

	YoY
23.1M	380%

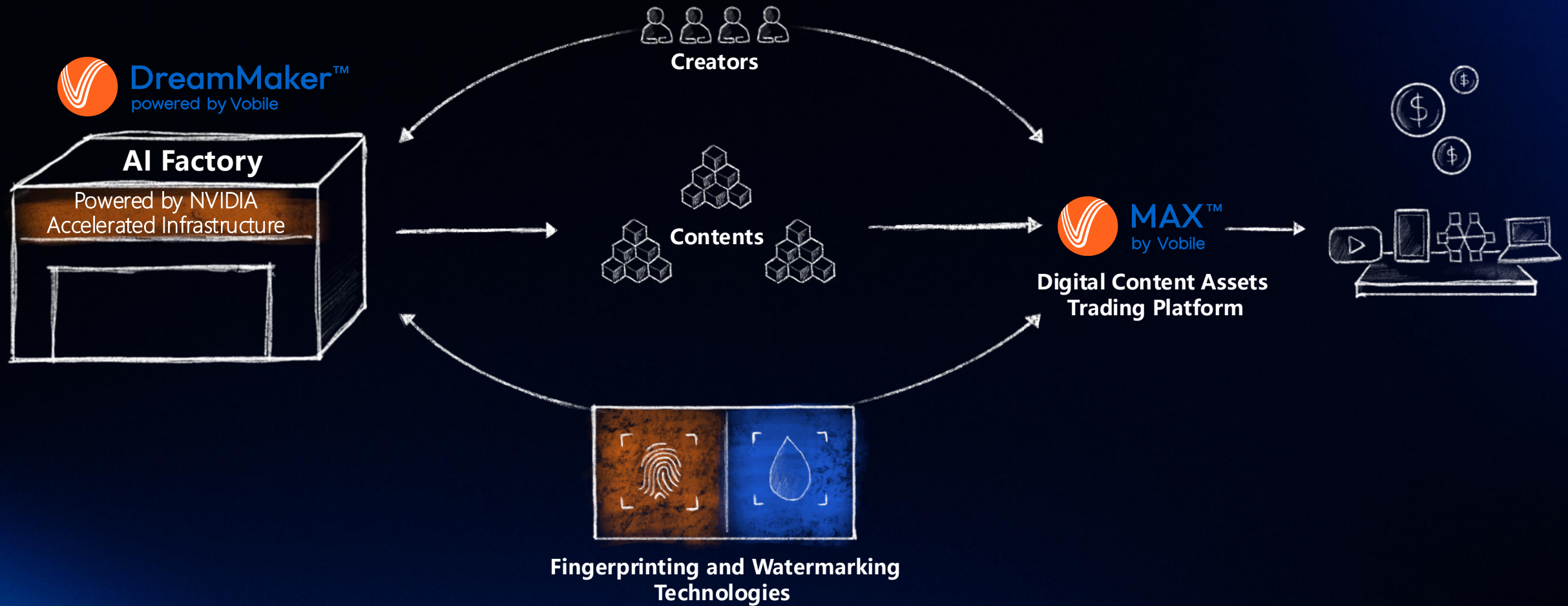


Vobile's Opportunities and Strategic Positioning in the AI Era

Right Identification & Transaction: Key Links of AI Creative Industry Commercialization



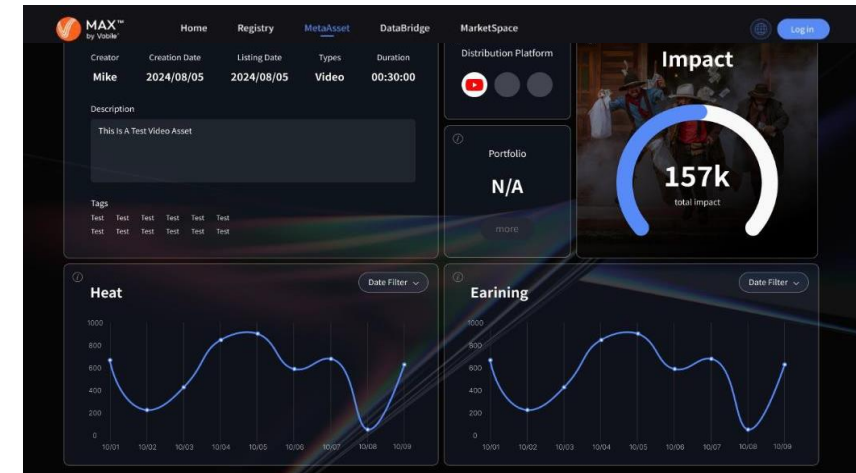
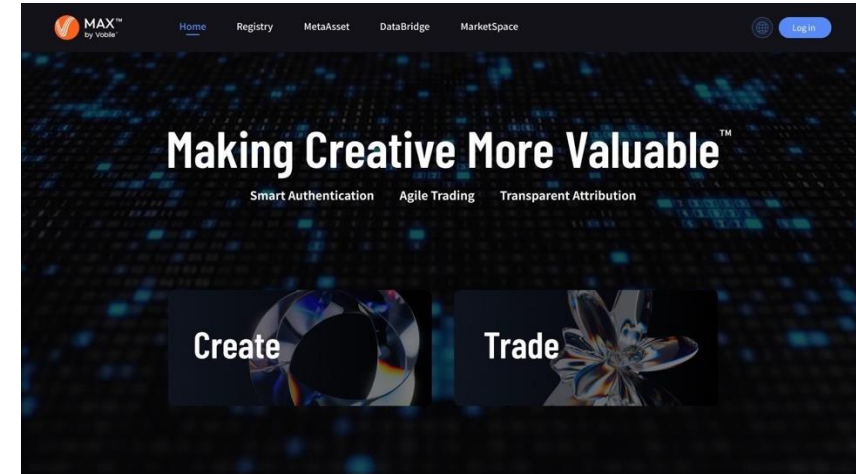
Content Rights Protection and Monetization Power the Digital Cultural Industry





MAX™: A Fully Automated Engine from Rights Registration to Monetization

- ✓ Seamless content registration and registration
- ✓ Broad distribution to global media channels
- ✓ Transparent profit attribution is achieved through smart contracts
- ✓ Blockchain ensures information cannot be tampered with





DreamMaker™: AI-Powered Creative Platform

Seamless Integration of Multimodal AI Models

Access to multiple generative AI models along with NVIDIA Media2 resources to create content

Comprehensive Production Suite

A set of powerful AI tools for video creation to streamline workflows

Built-in Copyright Protection

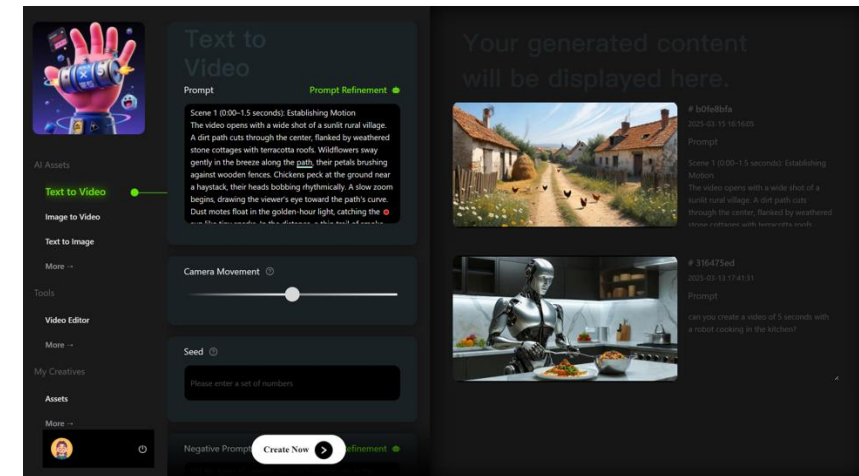
Industry-leading digital fingerprinting and watermarking technologies to ensure copyright compliance

One-Click Monetization

Turn creativity into revenue with the Vobile MAX platform. Increased revenue opportunities give strong incentives for independent creators to focus on storytelling

Supercharged Production with NVIDIA accelerated Infrastructure

Unparalleled performance accelerated by Blackwell to boost revenue and profit for independent creators





Expanding Leadership in Music Copyright Recognition



- ✓ Founded in Los Angeles in 2014, it provides music content recognition technology and copyright management services.
- ✓ The world's leading content recognition technology in the music field, which can recognize audio, melody, voice, sound, etc., especially has strong recognition capabilities for mixing and pitch change.
- ✓ Received investment from the three major global music groups — Universal Music, Warner Music, and Sony Music — and secured investment from Tencent and TME Group in 2021.

Over 25B

Number of collected content fingerprints
exceed YouTube's audio content volume by over 3 times

Over 100M

Number of registered sound recordings from record labels

10,000 hours

Capable of processing content per minute



Integrate Pex core technologies to strengthen the R&D of audio and video recognition and rights confirmation technology



Leverage Pex customer base and channel resources to accelerate entry into the global music copyright market



Expand UGC platform service capabilities and monetization scenarios by leveraging audio recognition technologies

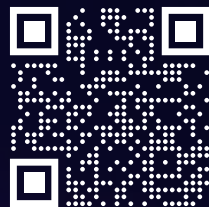


Enhance comprehensive service capabilities in the music industry and reinforce Vobile position as a global leading technology service provider





Making Creative More Valuable



Vobile.com



Vobile IR
WeCom