



# THE GROWTH HUB FOR DEVELOPERS

Empowering Innovation, Accelerating Growth

*September, 2025*



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 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.

# 2025 H1 Key Metrics



20

Offices  
Headquarter: Singapore



667

Employees



\$938 M

Revenue



\$38 M

Non Gaap Adjusted Net Income



55%

Y/Y Growth of Ad-tech Net  
Revenue<sup>1</sup>

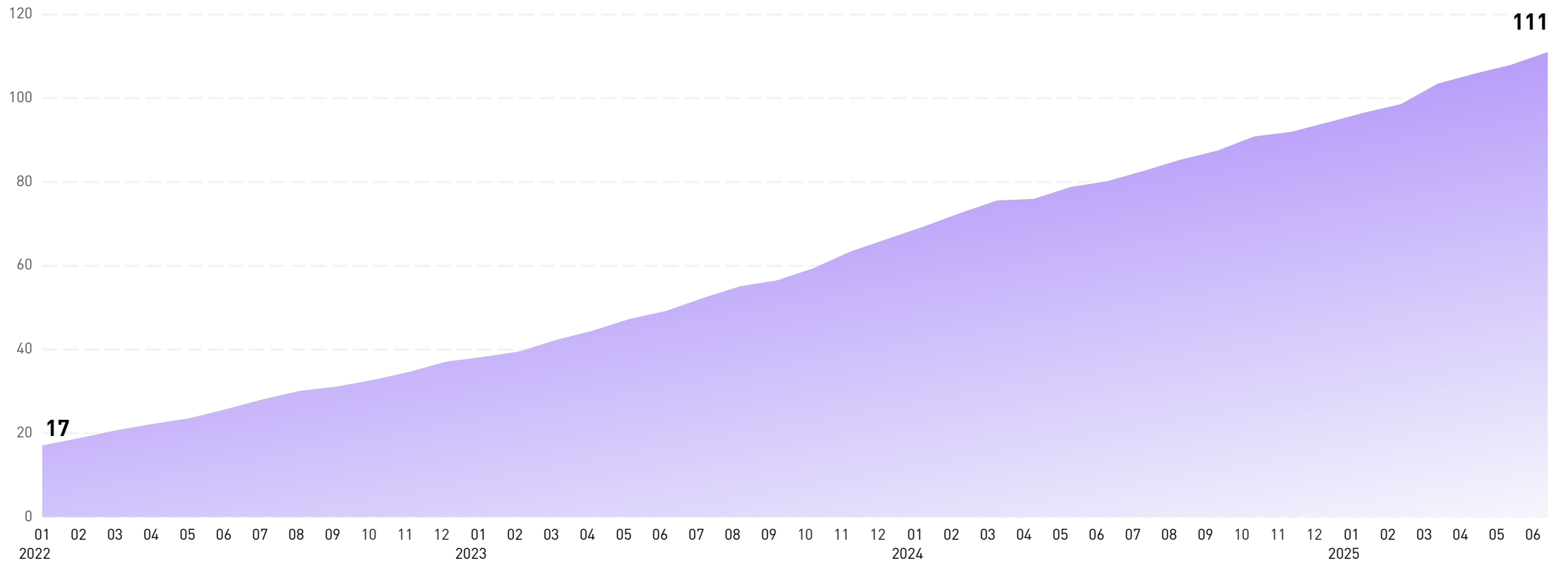


~80%

% of Mintegral Revenue  
Contributed by Smart  
Bidding

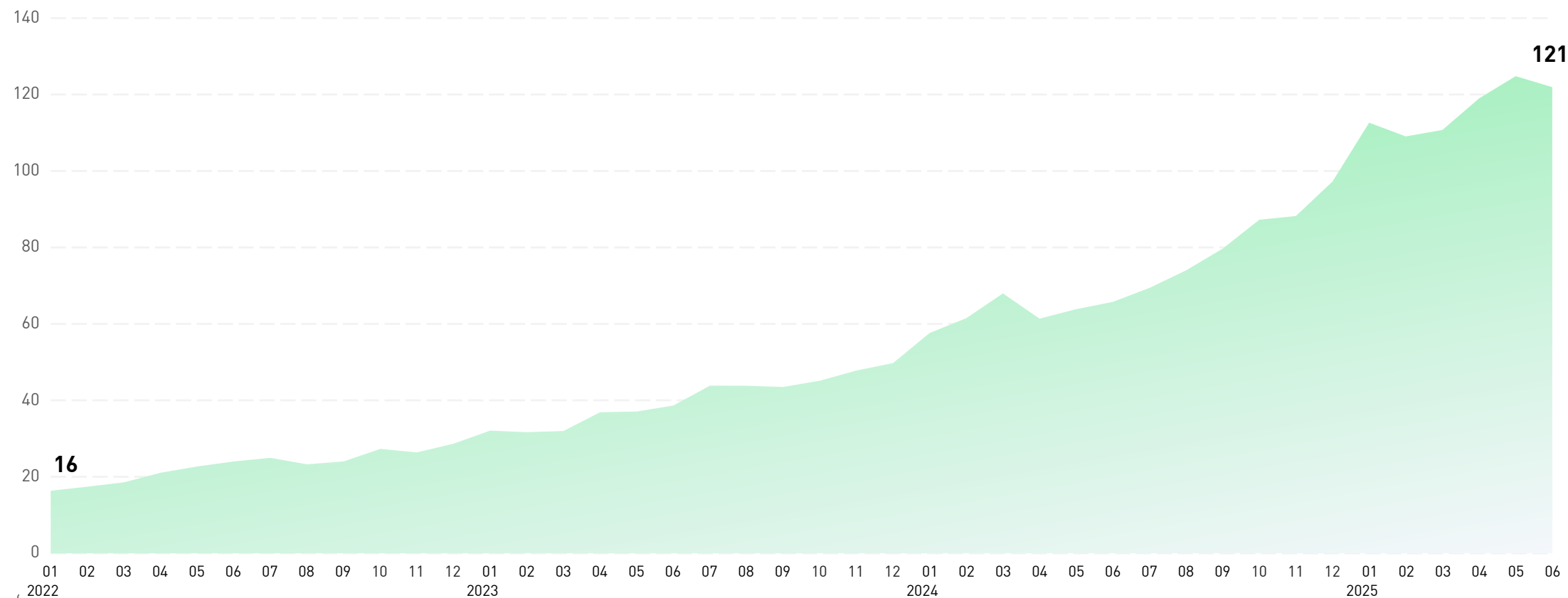
## Rapid Growth of Apps Integrating Mintegral SDK

Unit: Thousand Apps



## ...With Rapid Growth of Ads Request

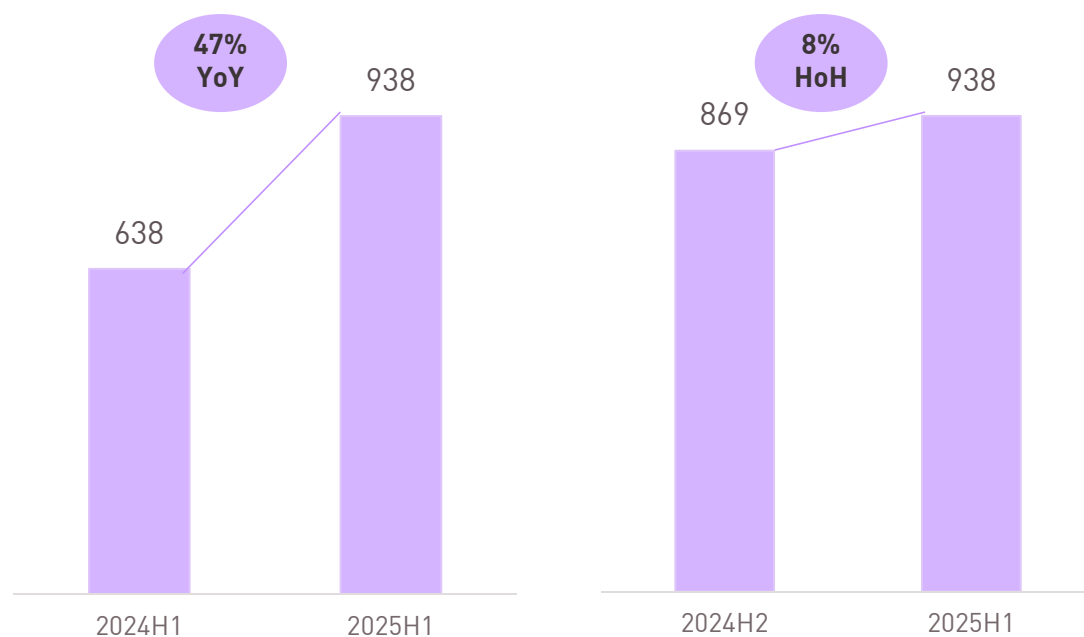
Unit: Billion Requests



## Stable Revenue Growth

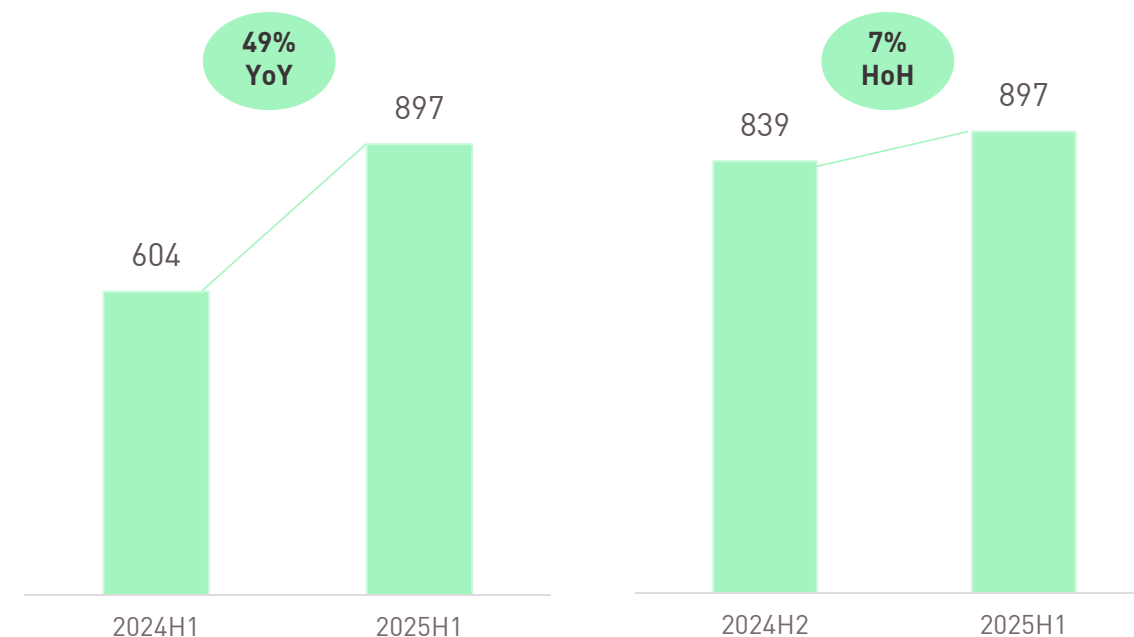
### Group Revenue

(US\$ M)



### Mintegral Revenue

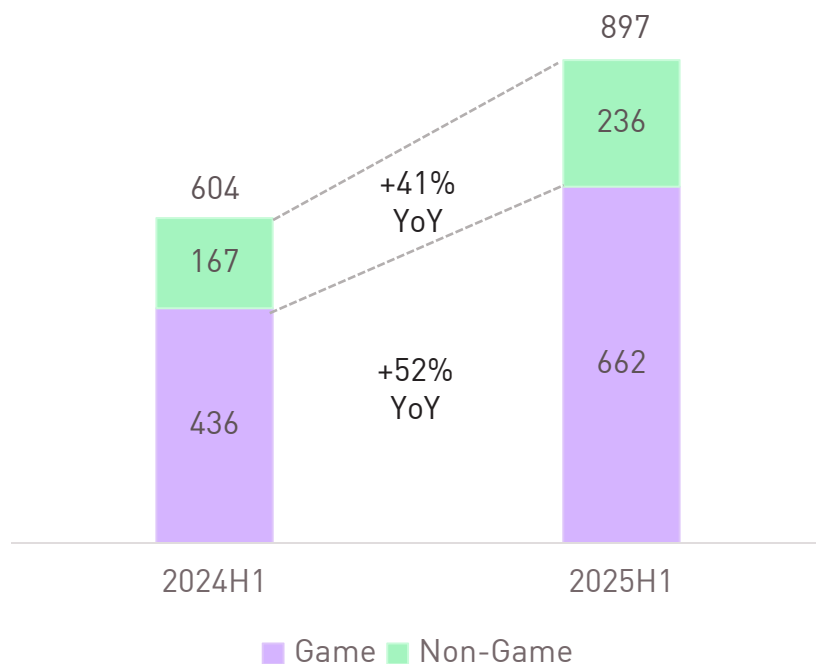
(US\$ M)



# Vertical Diversified by Advanced AI Capability

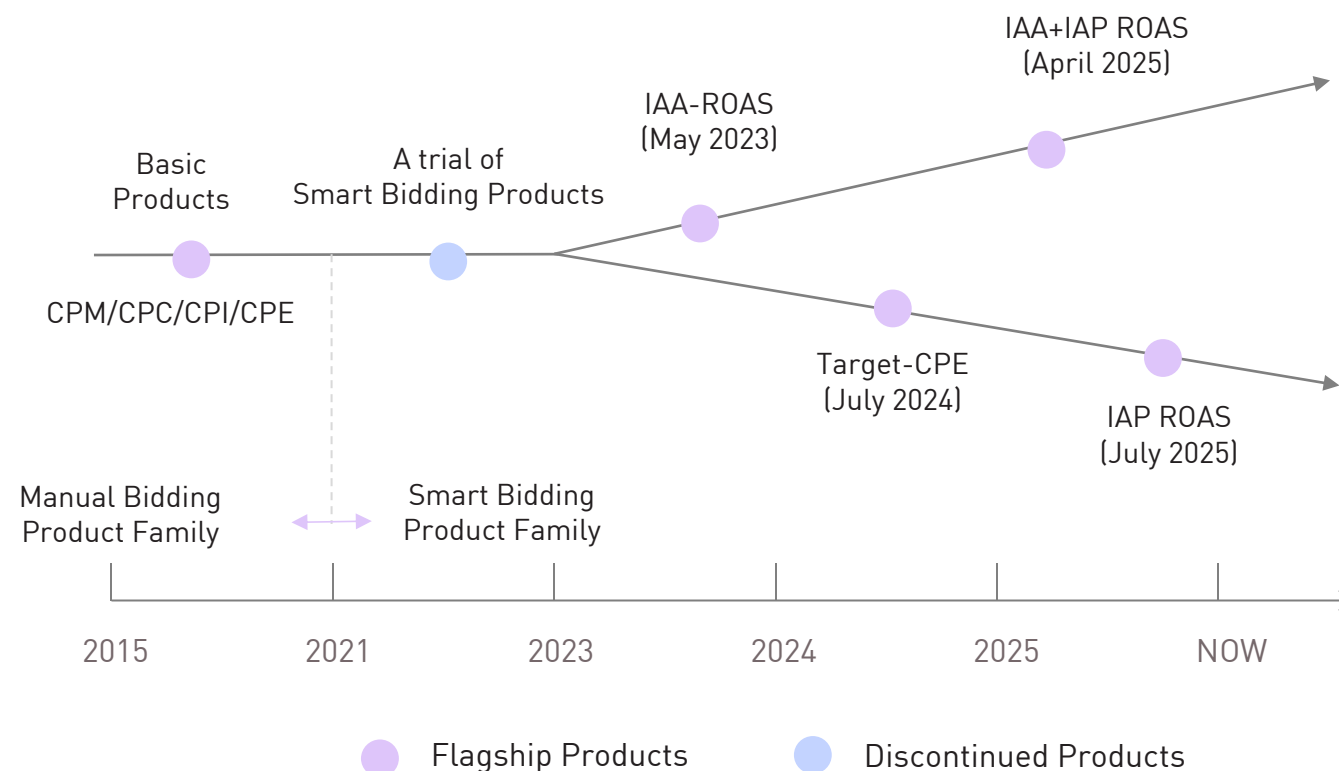
## Mintegral Revenue Allocation by Vertical

(US\$ M)



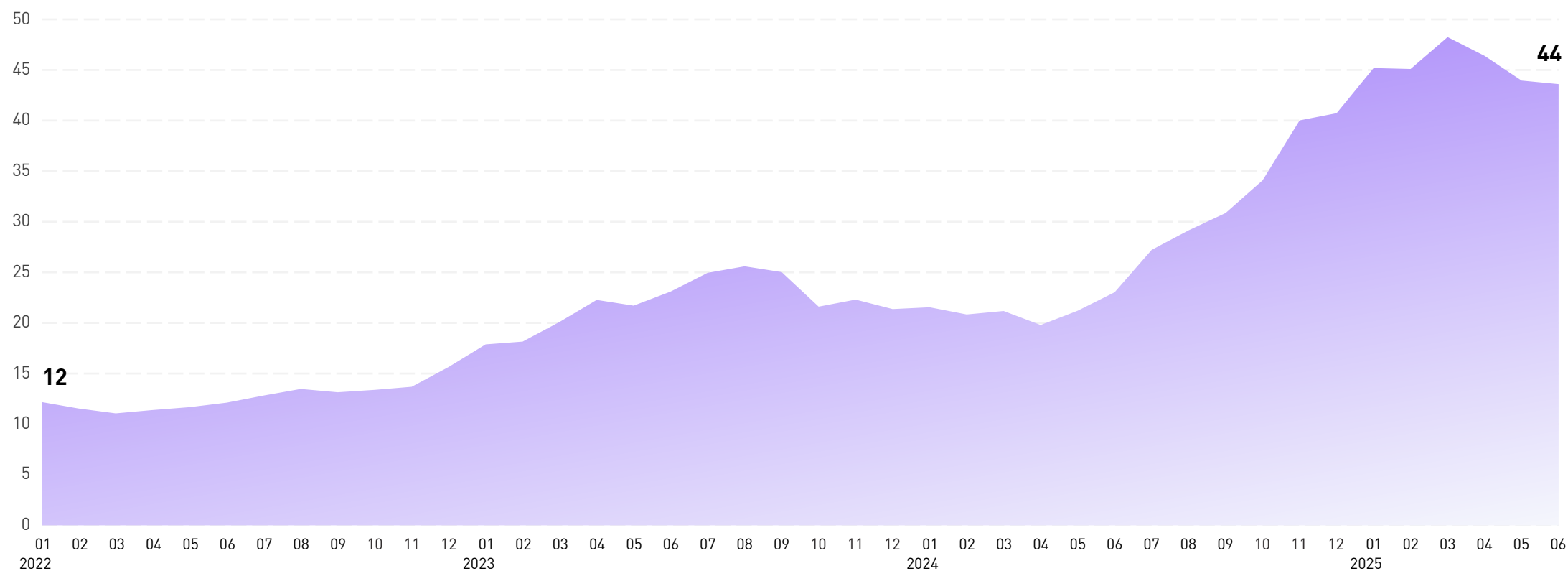
## Bidding Product Family

Human Experience Driven to Data-Driven + AI-Driven



## ...And Rapidly Expanding Cloud Infrastructure

Unit: Thousand Nodes

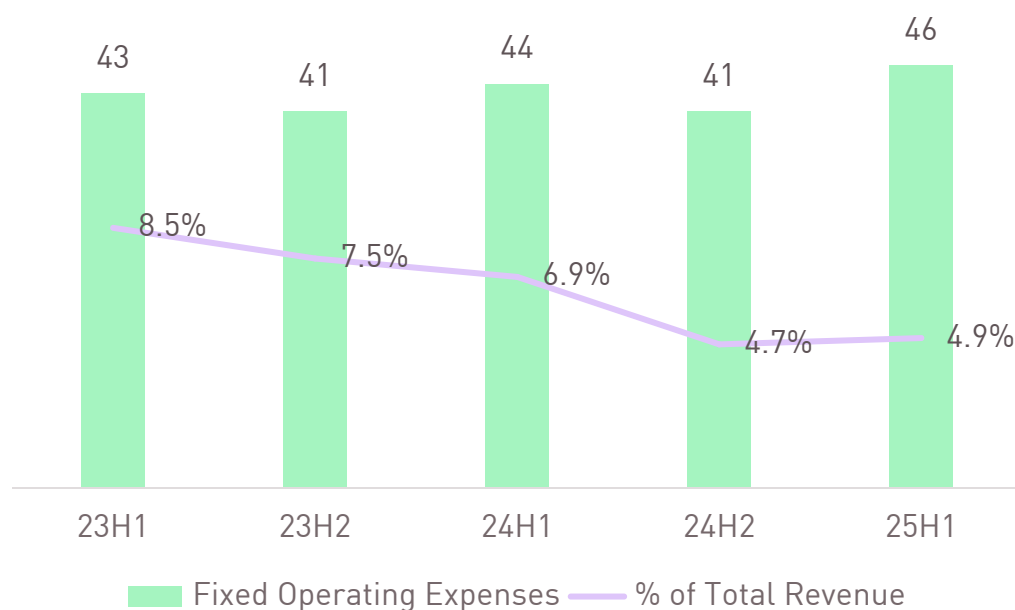




# Enhanced Operating Leverage

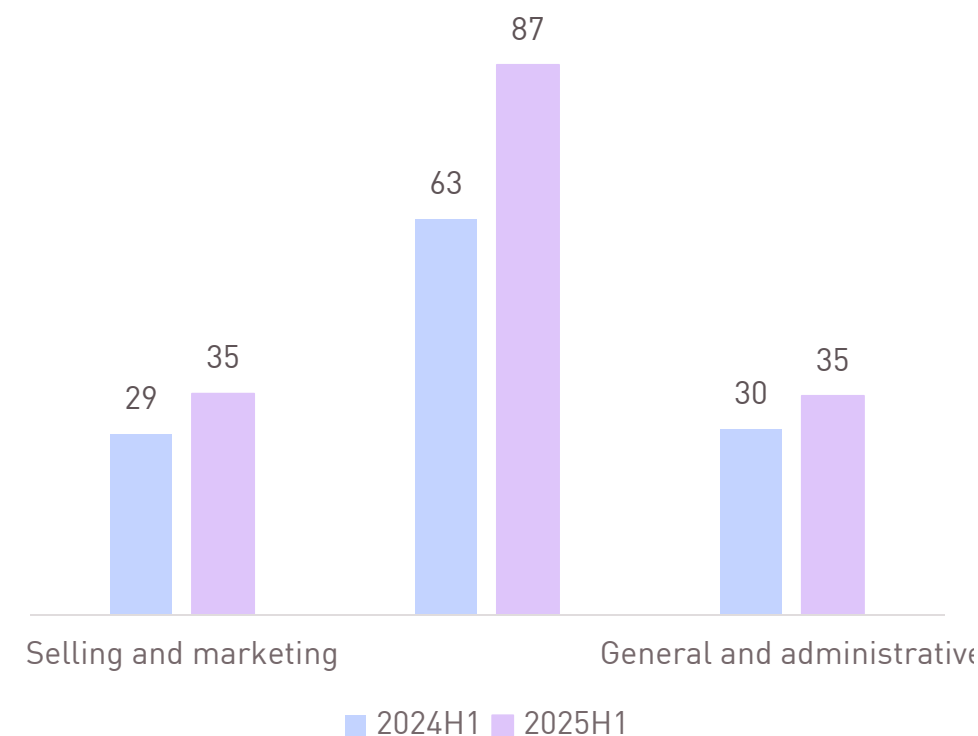
## Fixed Operating Expenses Change

(US\$ M)



## Expense by Type

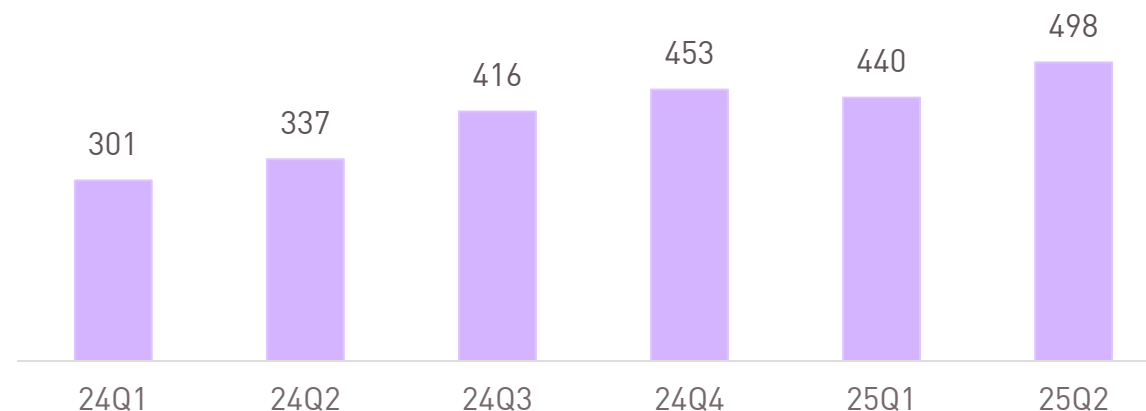
(US\$ M)



## Operational Capabilities Continuously Strengthened

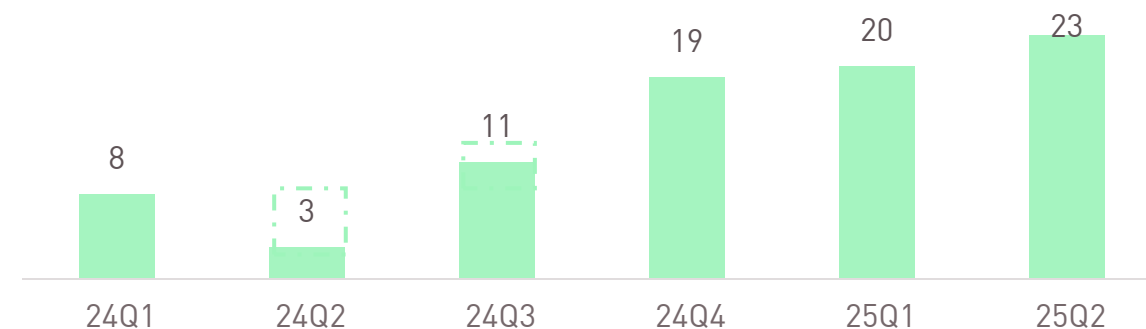
### Revenue

(US\$ M)



### Profit from operations

Before Impairment Loss on  
Goodwill and Other Net Income  
(US\$ M)

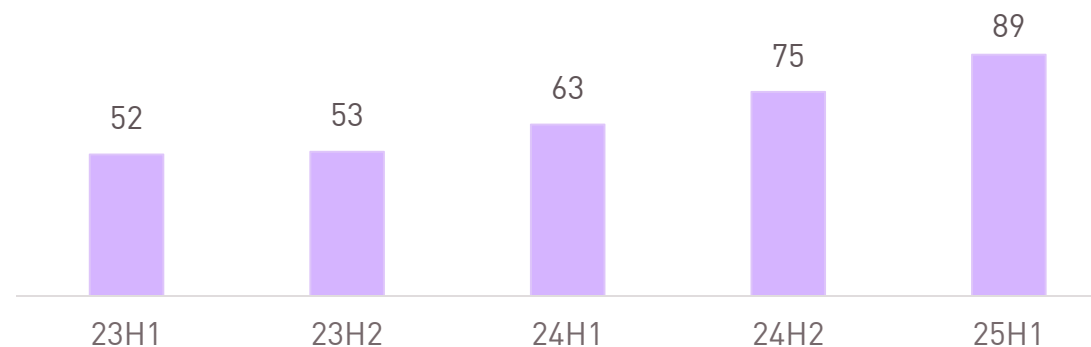


*If we add back the arbitration-related expenses for Reyun and the one-time loss from the closing down of certain non-programmatic business with traffic originating from China, 24Q2 profit will be \$10 M, 24Q3 profit will be \$13M*

## Earnings Break-downed in Half Year

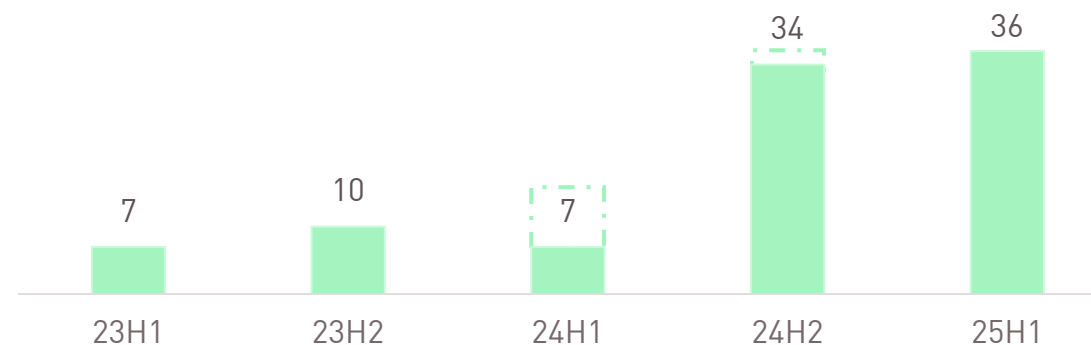
### EBITDA<sup>1</sup> Trends

(US\$ M)



### Profit<sup>2</sup> Trends

(US\$ M)



*If we add back the arbitration-related expenses for Reyun and the one-time loss from the closing down of certain non-programmatic business with traffic originating from China, 24H1 profit will be \$15 M, 24H2 profit will be \$37M*