



THE GROWTH HUB FOR DEVELOPERS

Empowering Innovation, Accelerating Growth

March, 2026



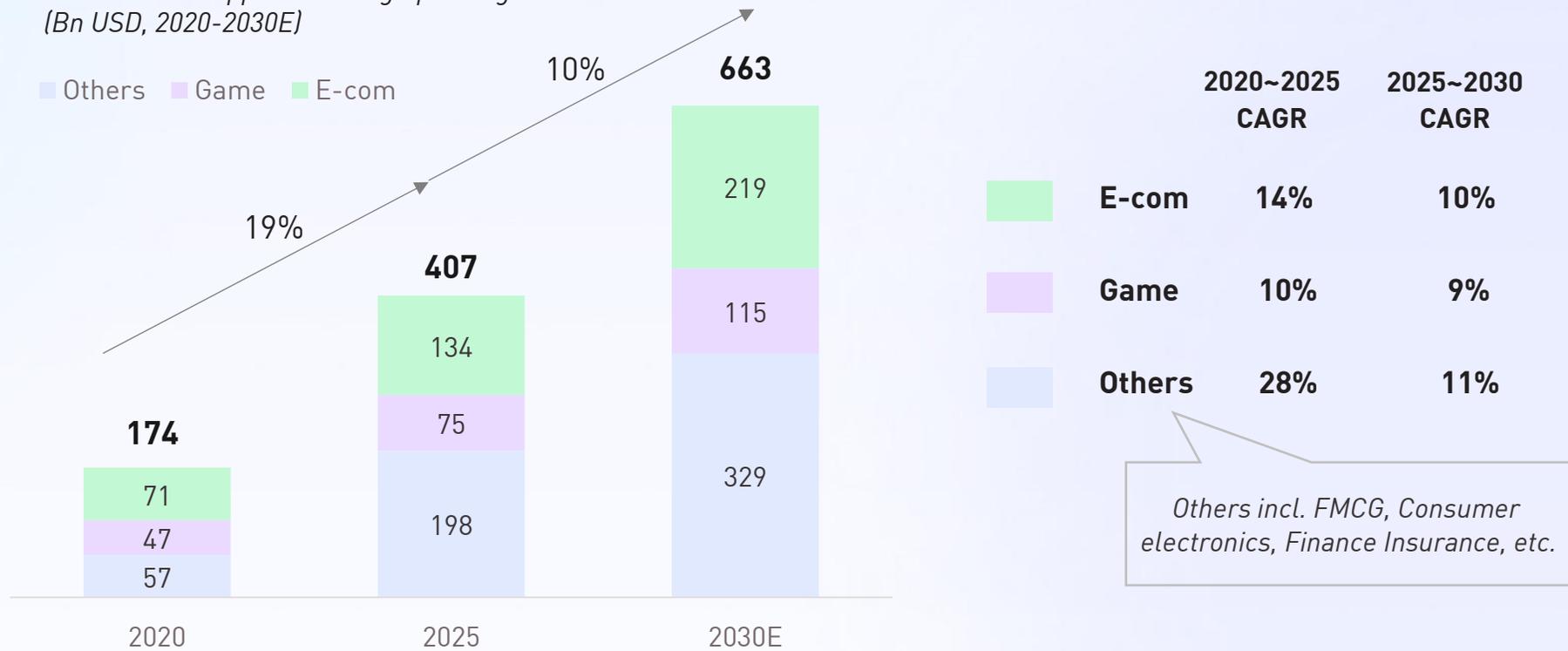
This document contains forward-looking statements. These statements relate to expectations concerning matters that (a) are not historical facts, (b) predict or forecast future events or results, or (c) embody assumptions that may prove to have been inaccurate, including statements relating to the business 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.

The Global Mobile App Advertising (MAA) Market is Projected to Grow from ~\$400B in '25 to ~\$660B by '30, at a 10% CAGR

MAA Spending Market Size¹

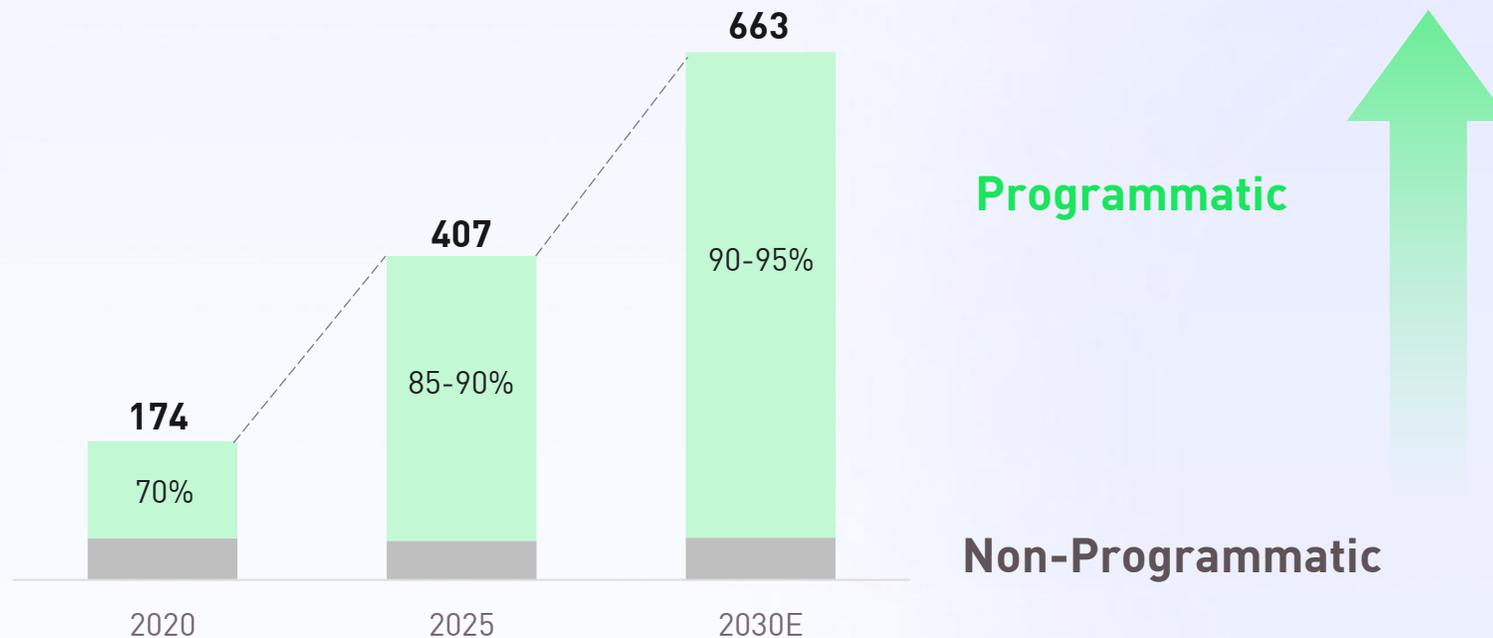
Global Mobile App Advertising Spending
(Bn USD, 2020-2030E)



Within MAA, Programmatic Ads' Dominance will Strengthen, to Account for 90-95% of the Total Market by 2030

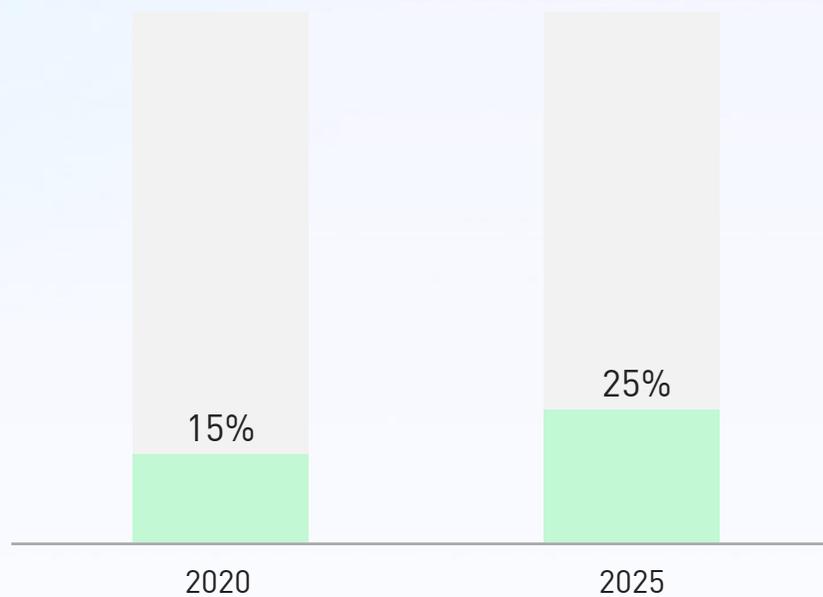
Programmatic vs. Non-Programmatic

Share of Programmatic in Global Mobile App Display Advertising Market (Bn USD, %, 2020-2030E)



Structural Tailwinds Lift Third-Party Network Market Share to 25% in 2025

**Third-Party Network
% of Ad Spending (excl. China)**

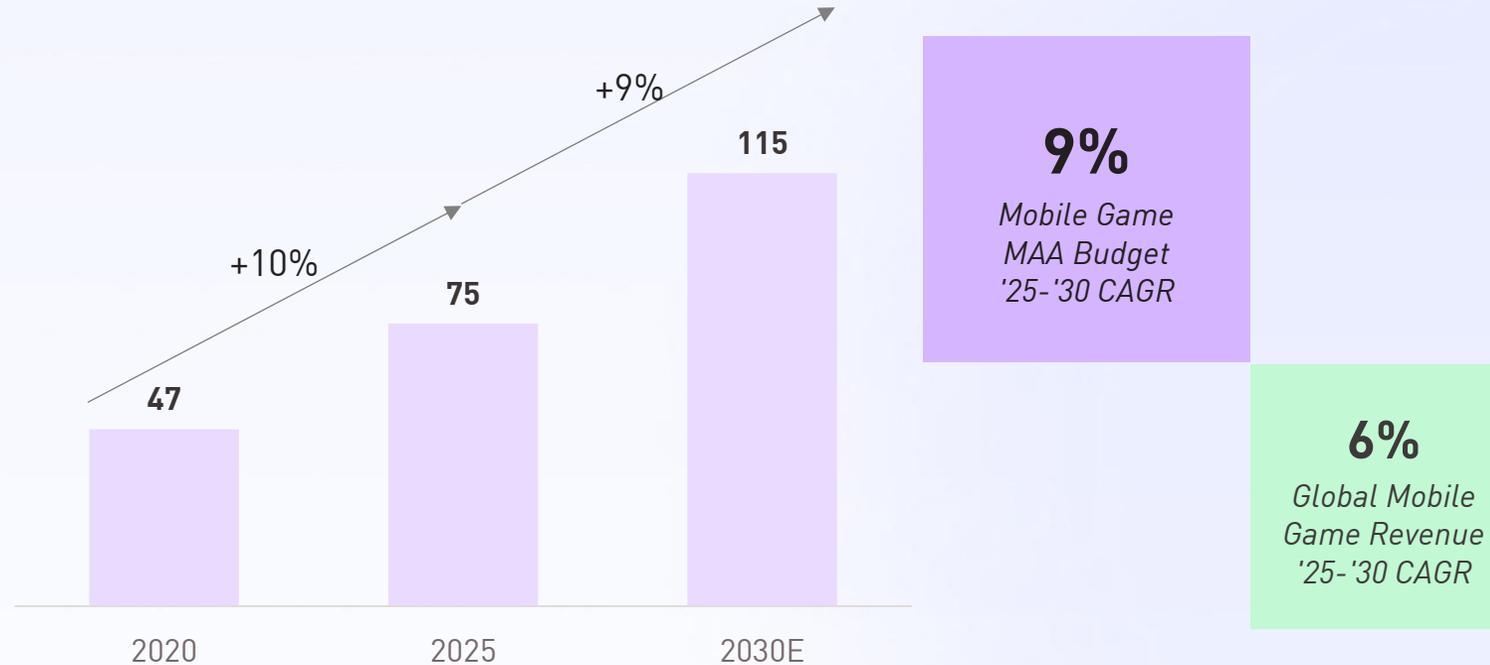


- Players compete on AI and algorithms as AdTech evolves
- Value chain integration of third-party players
- Privacy and anti-trust regulation

Increasing UA Cost and Intensifying Competition are the Key Drivers for Game MAA Budgets to Outgrow Game Industry Revenue

Global Mobile Game Display MAA Spending

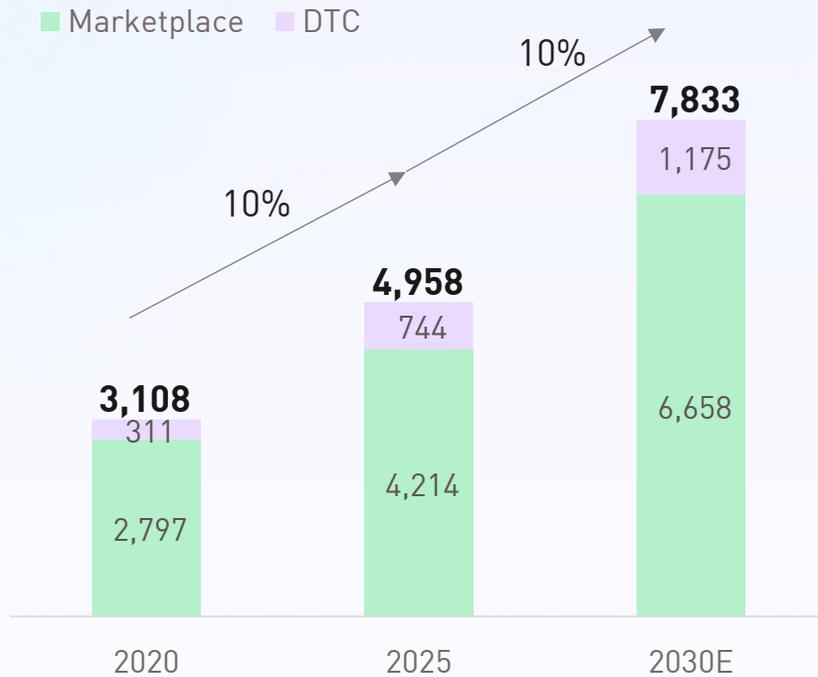
(Bn USD, 2020-2030E)



Global E-commerce GMV is Forecast to Reach ~\$7,800B by 2030, Growing at a 10% CAGR, with ~\$1,940B Recognized as Revenue

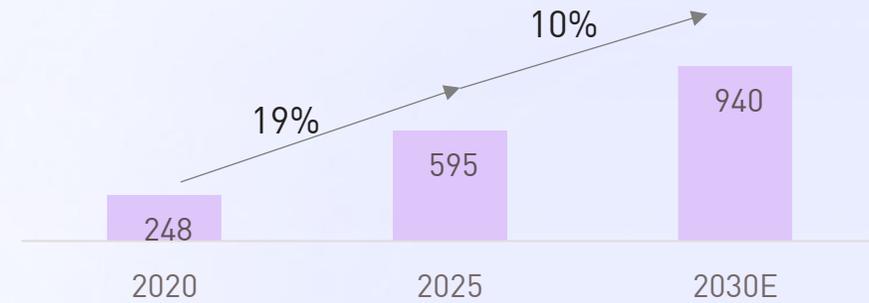
E-commerce GMV

(Bn USD, 2020-2030E)



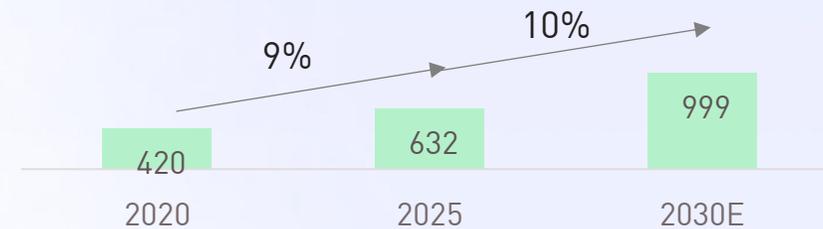
Global E-commerce DTC Revenue

(Bn USD, 2020-2030E)



Global E-commerce Marketplace Revenue

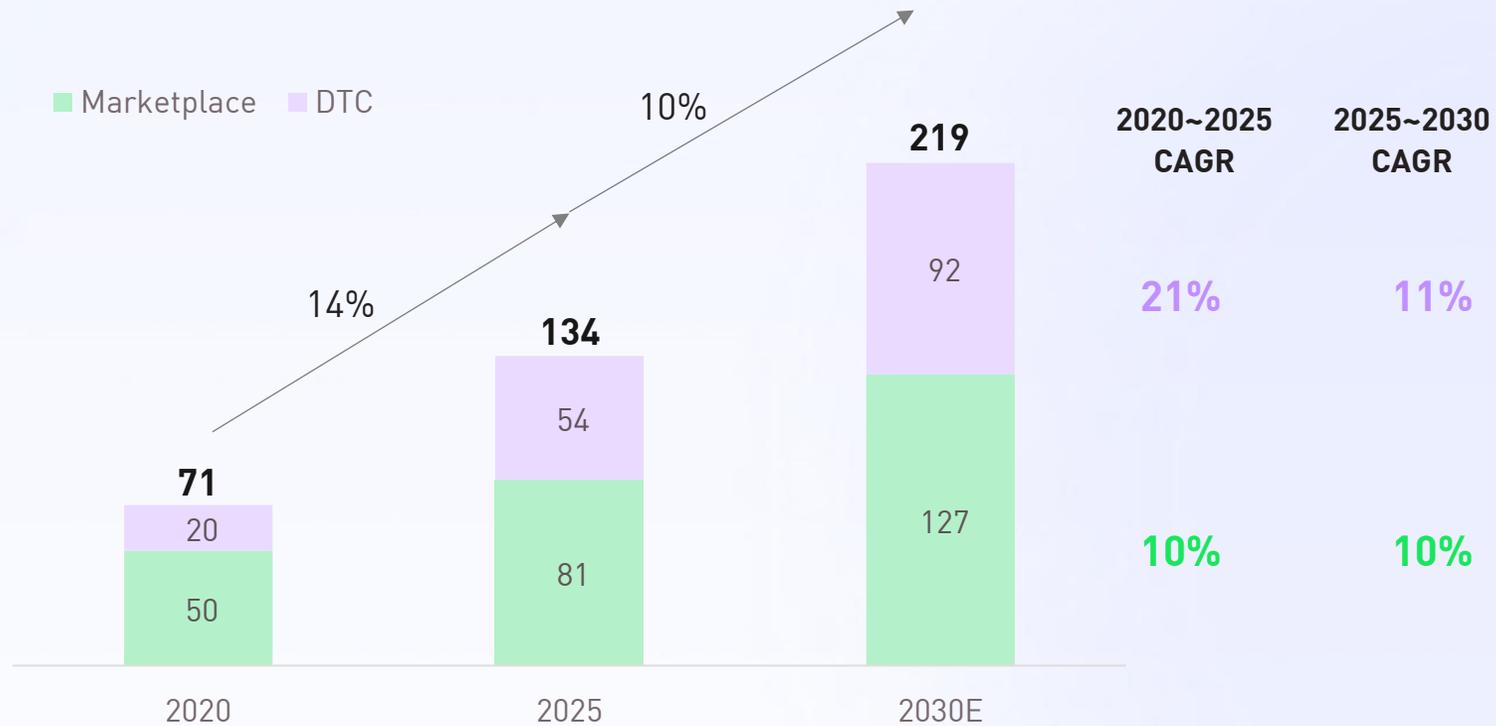
(Bn USD, 2020-2030E)



E-commerce MAA will Continue to Grow

Global E-commerce Display MAA Spending by Platform

(Bn USD, 2020-2030E)



Huge Market Potential in Short Drama

\$14B

2026 Short Drama
Market Size Forecast

40%+

5-Year
CAGR Forecast



User Behavior

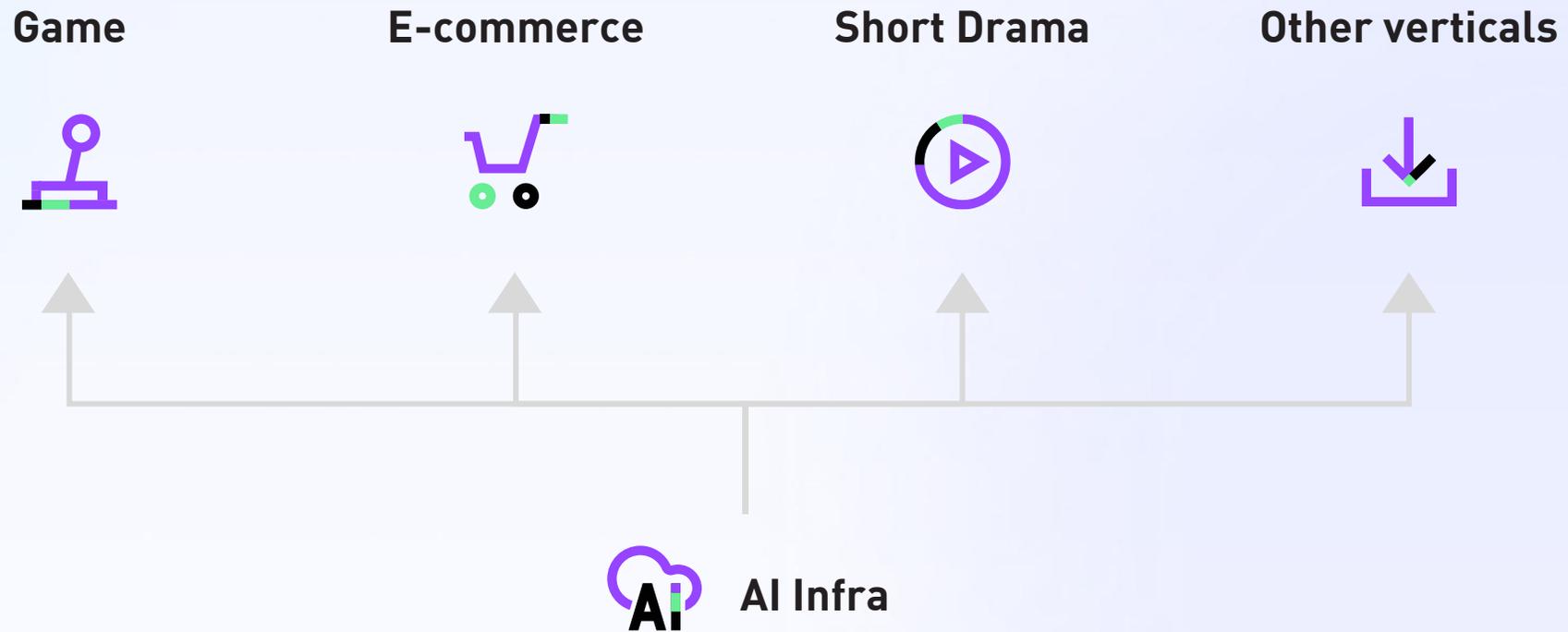
Short, Frequent, Fragmented



Monetization Model

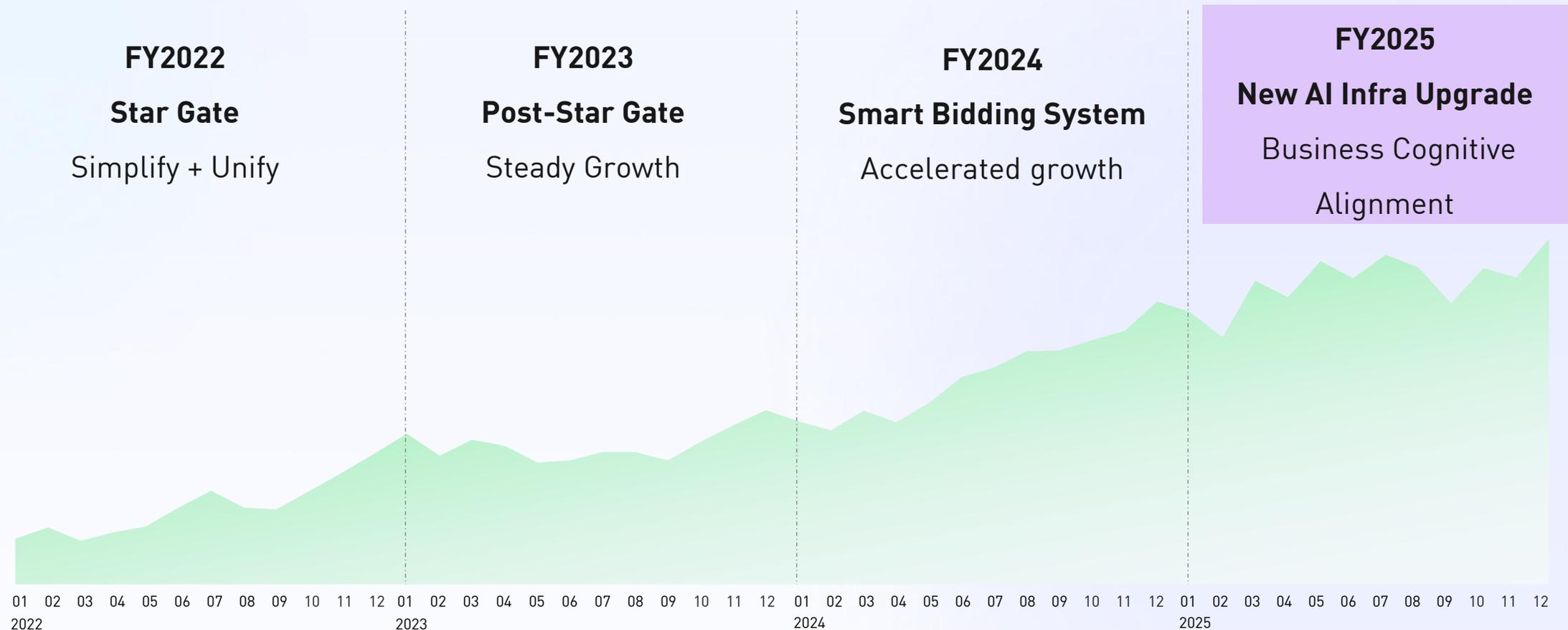
IAP + IAA (game-like)

Deep AI Infra Powers Every Vertical



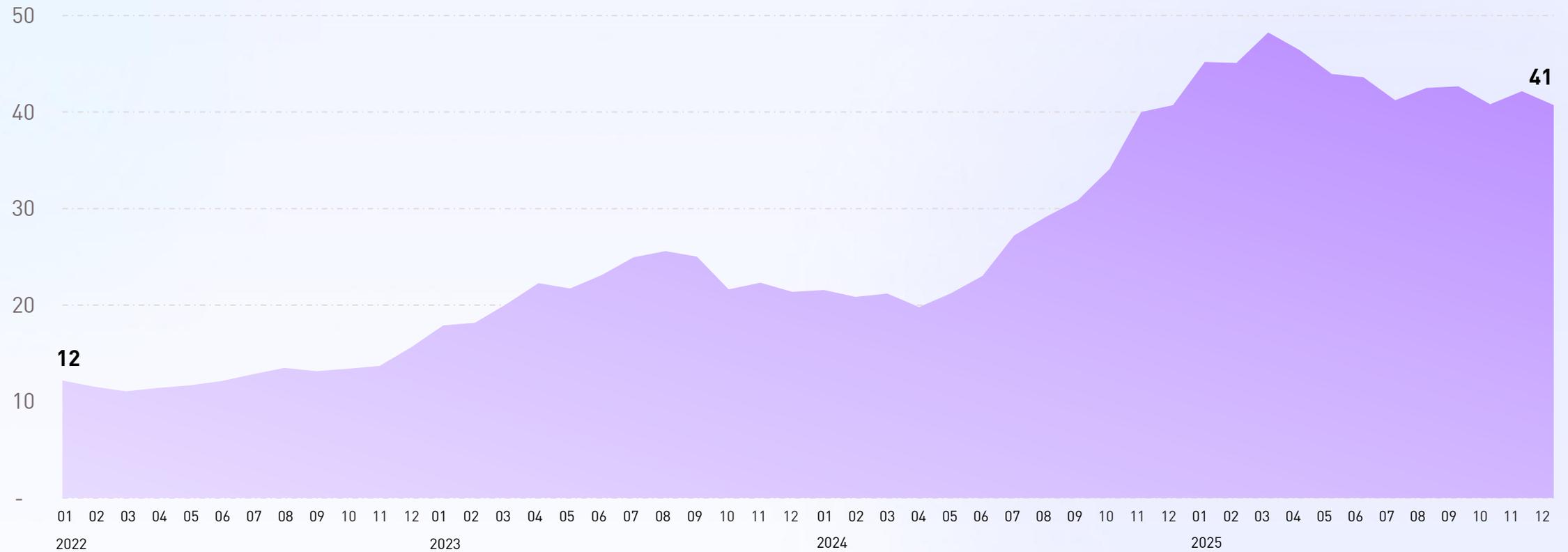
AI Infra Iteration Speed: The Ultimate Survival Line

Mintegral Platform Media Margin¹ by Month



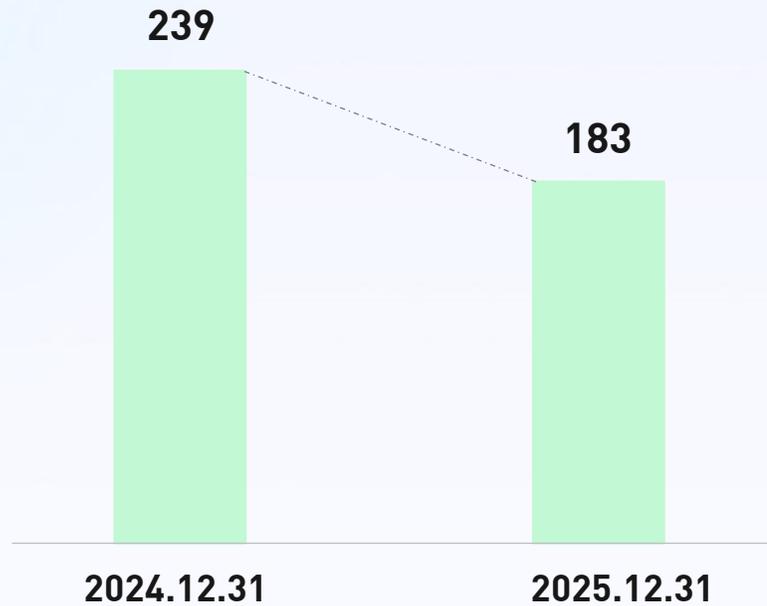
Rapidly Expanding Cloud Infrastructure

Unit: Thousand Nodes

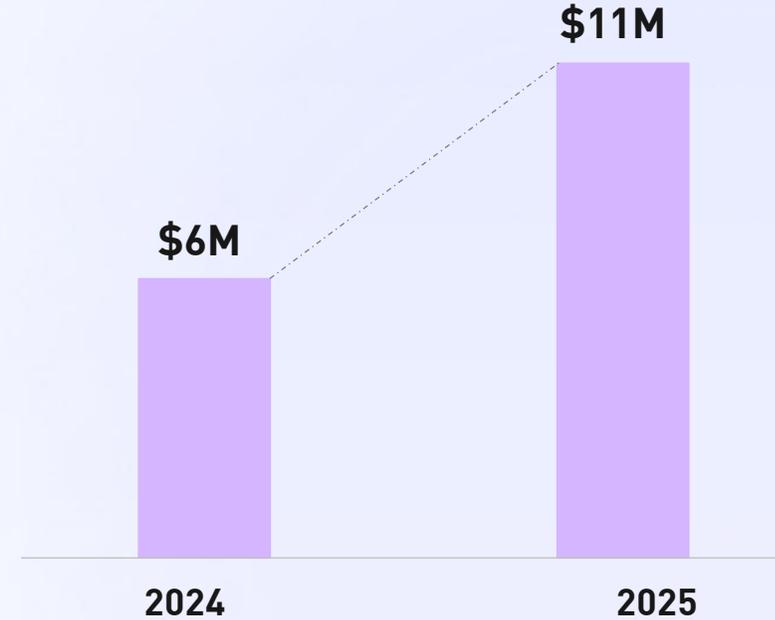


AI Empowerment in R&D: Significant Optimization of Mintegral Team Scale

Mintegral Core Team Headcount



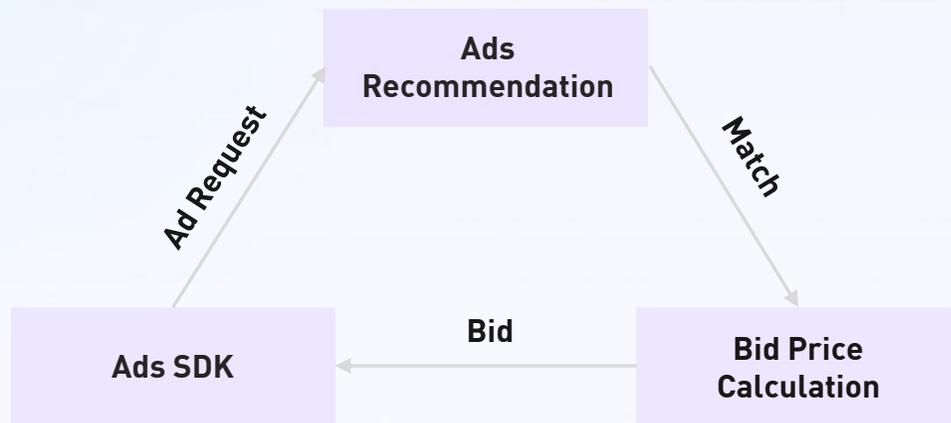
Mintegral Revenue per Core Team Member



Programmatic AI+LLM Agents: Integration, Not Replacement

Programmatic AI Engine

High-Frequency Real-Time Decision Loop

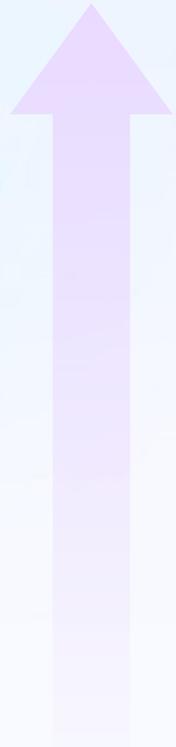


LLMs + AI Agents

Strategy Analysis and Workflow Automation



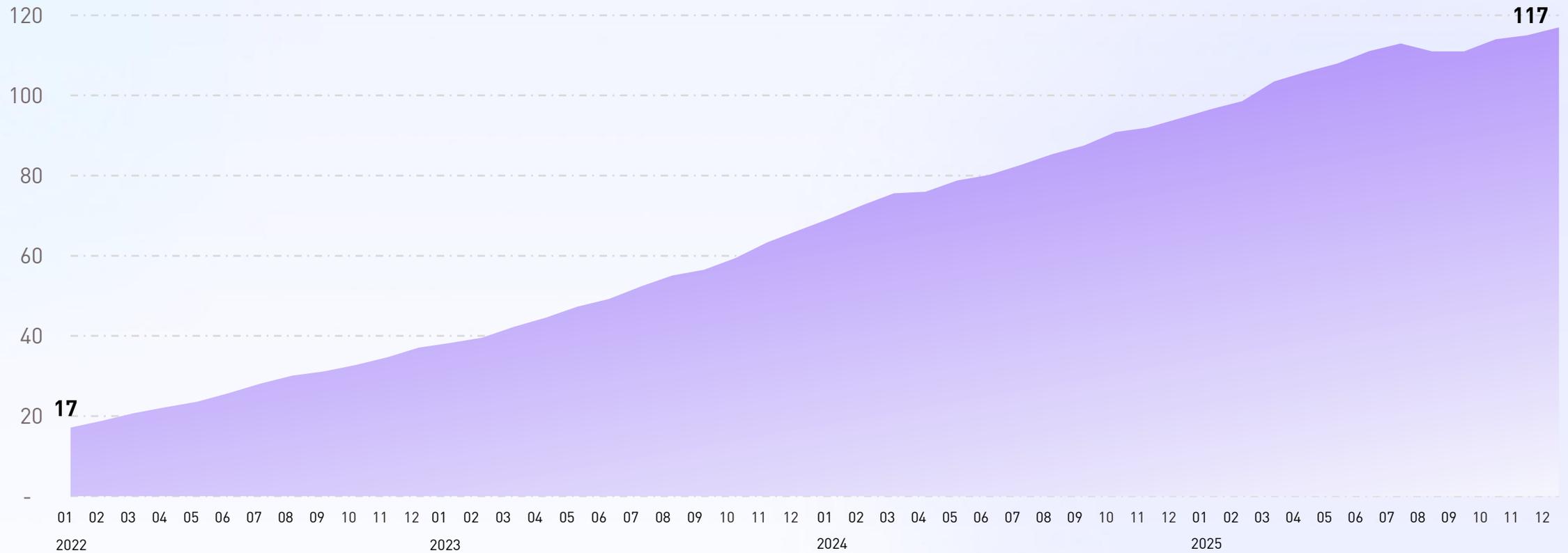
Agentic AI Drives Mobvista Toward FSD Mode



Stage	Autonomous Driving	Key Characteristics
L5	Full Automation	<ul style="list-style-type: none">- Zero human intervention for all conditions- Self-governing, self-learning
L4	High Automation	<ul style="list-style-type: none">- Fully automated under specific conditions- Human only monitors remotely
L3	Conditional Automation	<ul style="list-style-type: none">- Highly automated under specific conditions- Human intervention needed for complexity
L2	Partial Automation	<ul style="list-style-type: none">- Automates certain functions- Human must be ready to take over
L1	Driver Assistance	<ul style="list-style-type: none">- Provides simple alerts only- No autonomous control
L0	No Automation	<ul style="list-style-type: none">- 100% manual decisions- No intelligence modules

Rapid Growth of Apps Integrating Mintegral SDK

Unit: Thousand Apps



Rapid Growth of Ads Request

Unit: Billion Requests



FY 2025 Key Metrics



\$ 2,047M

Revenue



\$95 M

Non-IFRS Adjusted Net Profit



36%

Y/Y Growth of Ad-tech Net Revenue¹

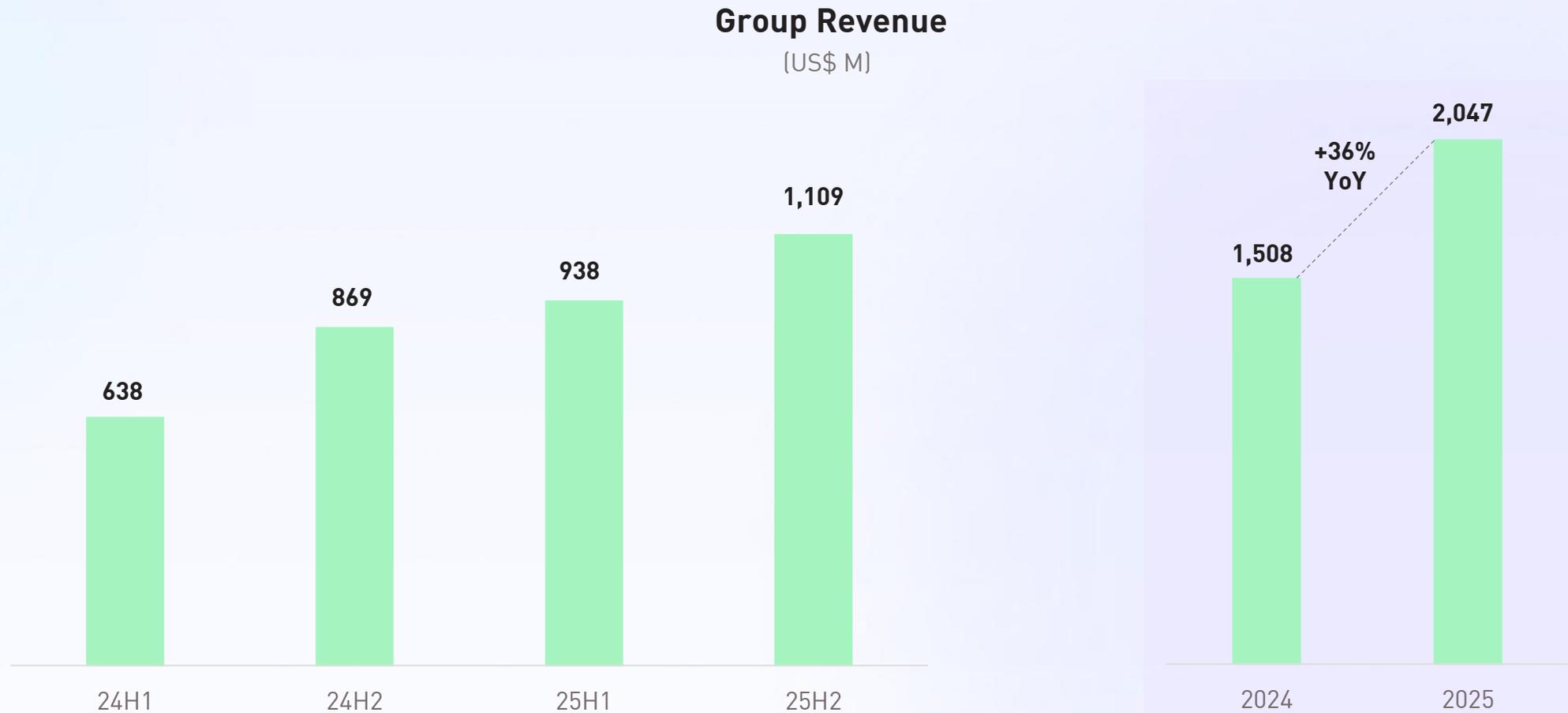


> 80%

% of Mintegral Revenue Contributed by Smart Bidding

Note : 1. Revenue adjusted by deducting the cost distributed to the traffic publishers

Stable Revenue Growth

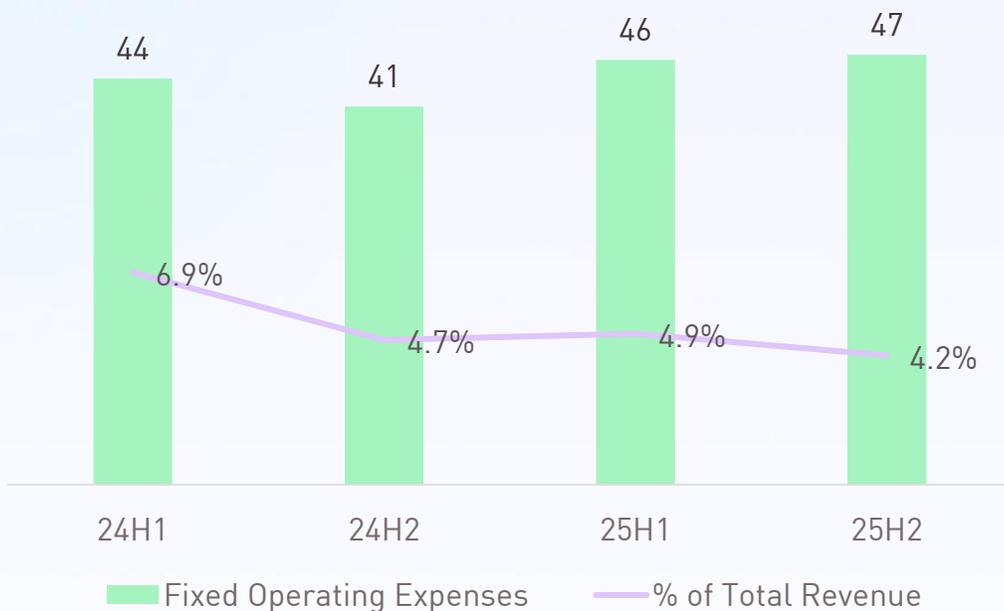


Note: Numbers may not add up to total due to rounding.

Enhanced Operating Leverage

Fixed Operating Expenses¹ Change

(US\$ M)



Expense by Type

(US\$ M)

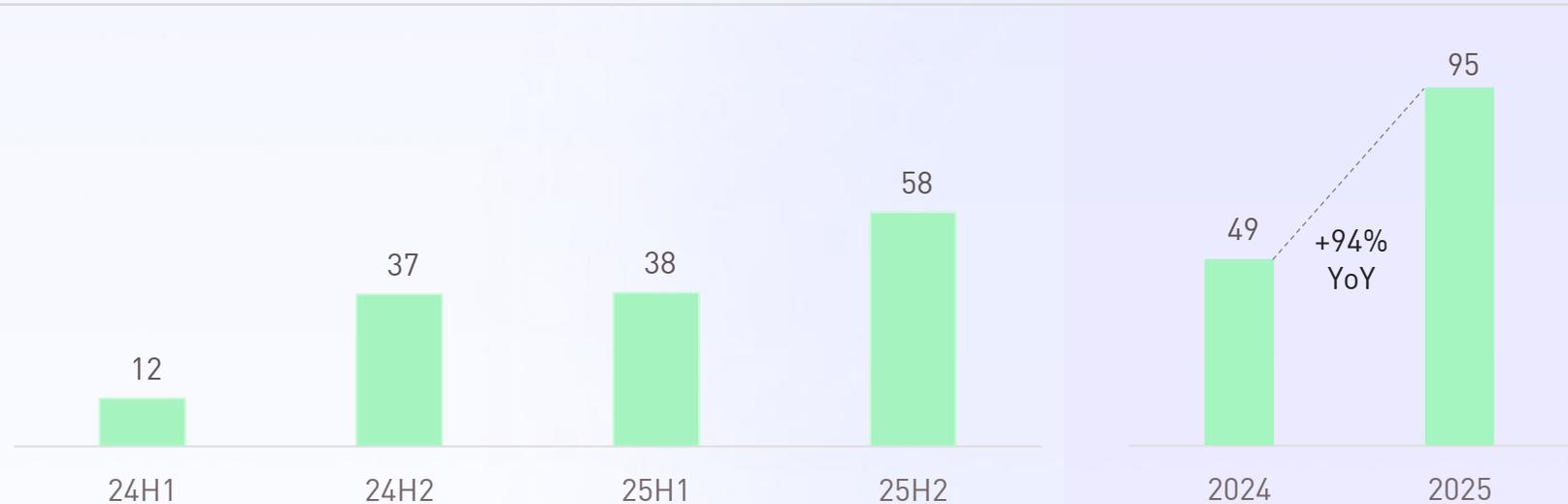


Profitability on a Steady Upward Trajectory

EBITDA¹ Trends
(US\$ M)



Profit² Trends
(US\$ M)



Notes: 1. We define adjusted EBITDA as EBITDA (not an IFRS Accounting Standards measure) for the Reporting Period adjusted by adding back or deducting share-based compensation expenses, one-time loss from the closing down of certain non-programmatic business, arbitration-related expenses of Reyun, impairment loss of goodwill for Reyun, foreign exchange loss/(gain) and fair value changes of financial instruments measured at fair value through profit or loss.

2. We define adjusted net profit as profit for the Reporting Period adjusted by adding back or deducting share-based compensation expenses, impairment loss of goodwill for Reyun and fair value changes of financial instruments measured at fair value through profit or loss.

3. Numbers may not add up to total due to rounding.

Leadership Realignment for Next-Phase Growth



Mr. CAO Xiaohuan
Chairman of the Board
Chief Executive Officer

Executive Directors

Mr. DUAN Wei
Mr. SONG Xiaofei
Ms. JIANG Ruofan

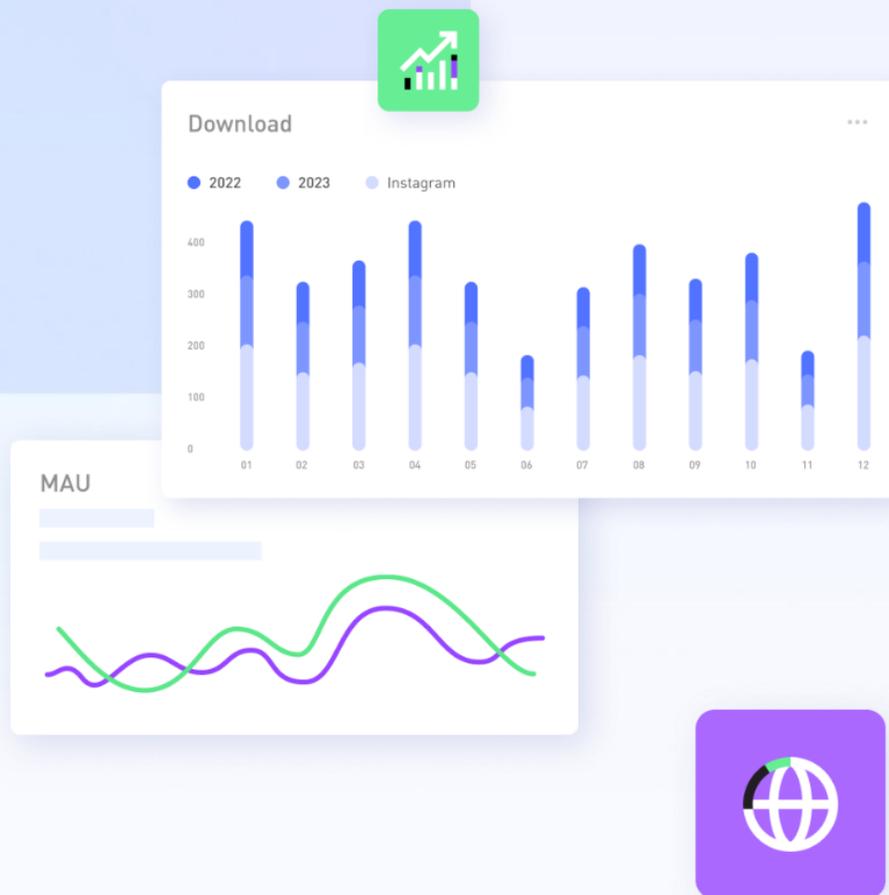
Non-executive Director

Mr. WONG Tak-Wai

Independent Non-executive Directors

Mr. SUN Hongbin
Ms. CHEUNG Ho Ling Honnus
Mr. WONG Ka Fai Jimmy

- ✓ **Unified Chairman & CEO structure for streamlined governance**
- ✓ **Strong independent oversight for balanced decision-making**
- ✓ **Gender-diverse Board composition**
- ✓ **Diverse and complementary professional backgrounds**



Q & A

CONTACT US www.mobvista.com

IR@mobvista.com

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