

AXIATA ANALYST & INVESTOR DAY 2021

ada
PATH TO UNICORN

Srinivas Gattamneni
ADA CEO
8th December 2021

OUR POINT OF ARRIVAL



WHO WE ARE

DATA ANALYTICS AND MARKETING COMPANY

ADA is a data and artificial intelligence company that designs and executes **integrated digital, analytics, marketing and eCommerce** solutions.

Operating across **10 markets** in South and Southeast Asia, ADA partners with leading brands to drive their digital & data maturity and achieve their business goals.



1000+

Data Scientists
Digital Specialists
eCommerce Practitioners
Industry Experts
Management Consultants

Shareholders:



WE SERVE TOP CLIENTS ACROSS APAC

Banking,
Insurance
&
Financial
Institutions



















Telecomms
& Digital

Consumer
Goods

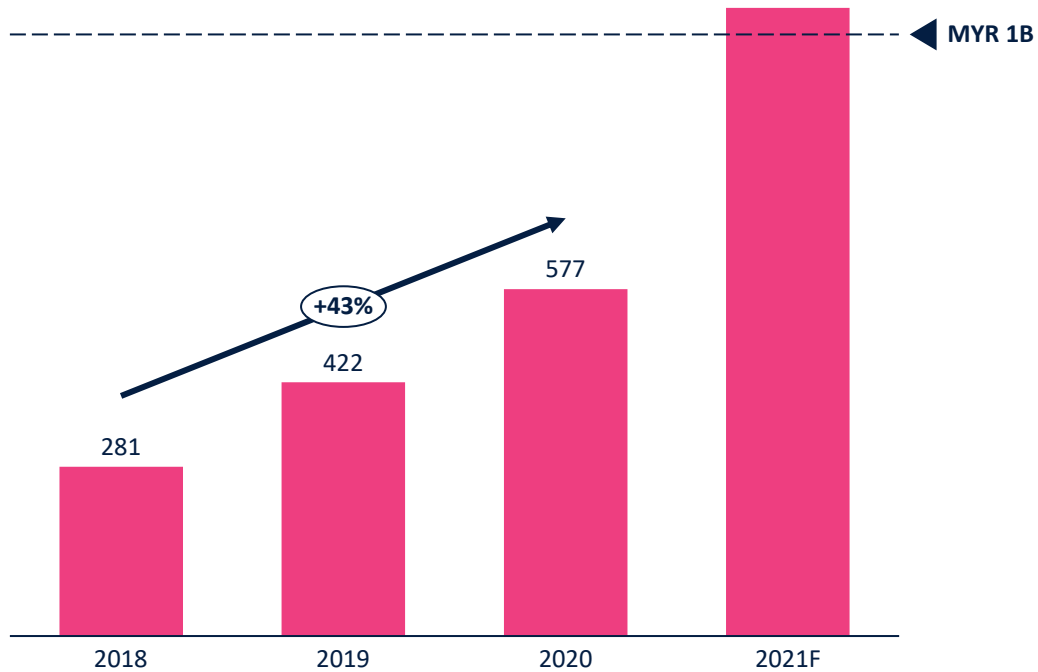
Retail,
Automotive
& Others

DELIVERING STRONG REVENUE GROWTH AT SCALE

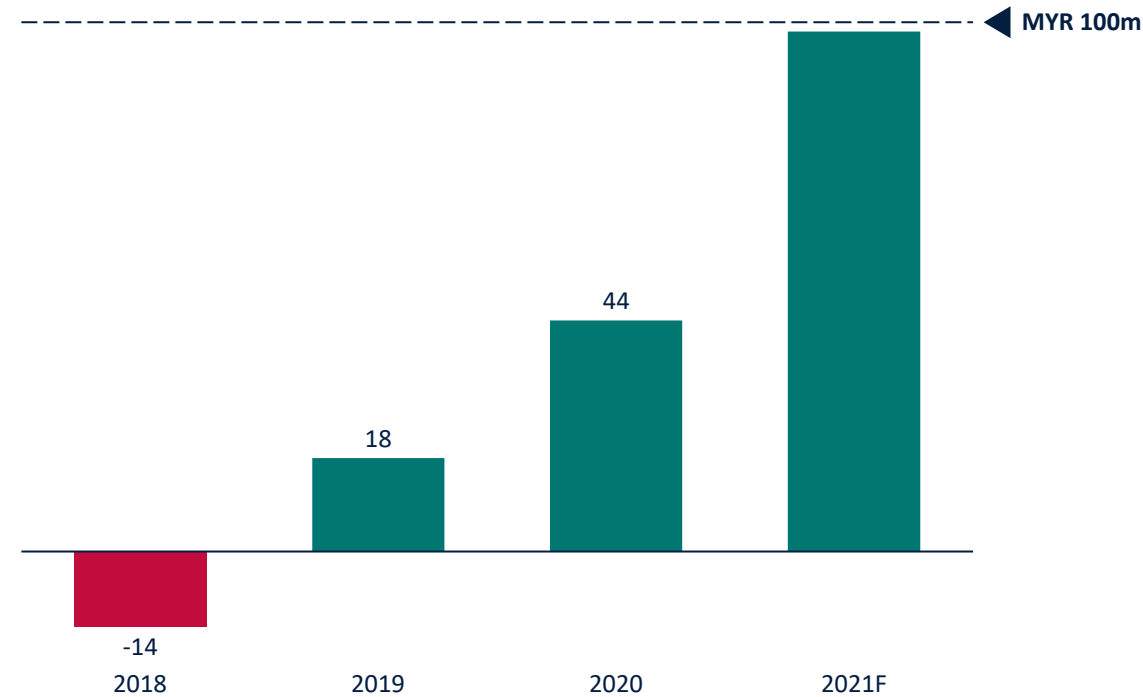
Crossing MYR 1B Gross Revenue with a historic 43% CAGR 2018 - 2020

Gross Revenue, MYR m



* Pre joint venture accounting

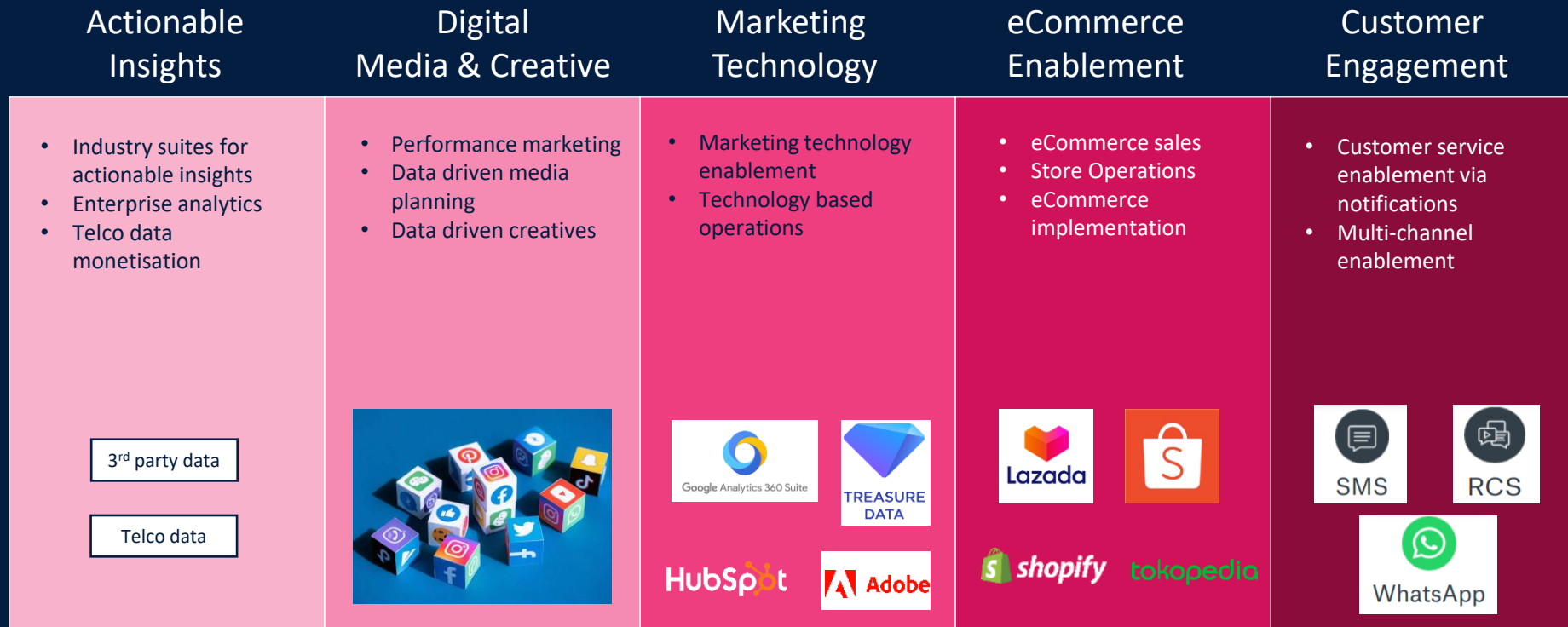
EBITDA, MYR m



* 2020 excludes one-off item and management fees

OUR SERVICES DRIVE DIGITAL TRANSFORMATION FOR ENTERPRISES

Driving Digital Marketing and Sales Transformation for our Clients

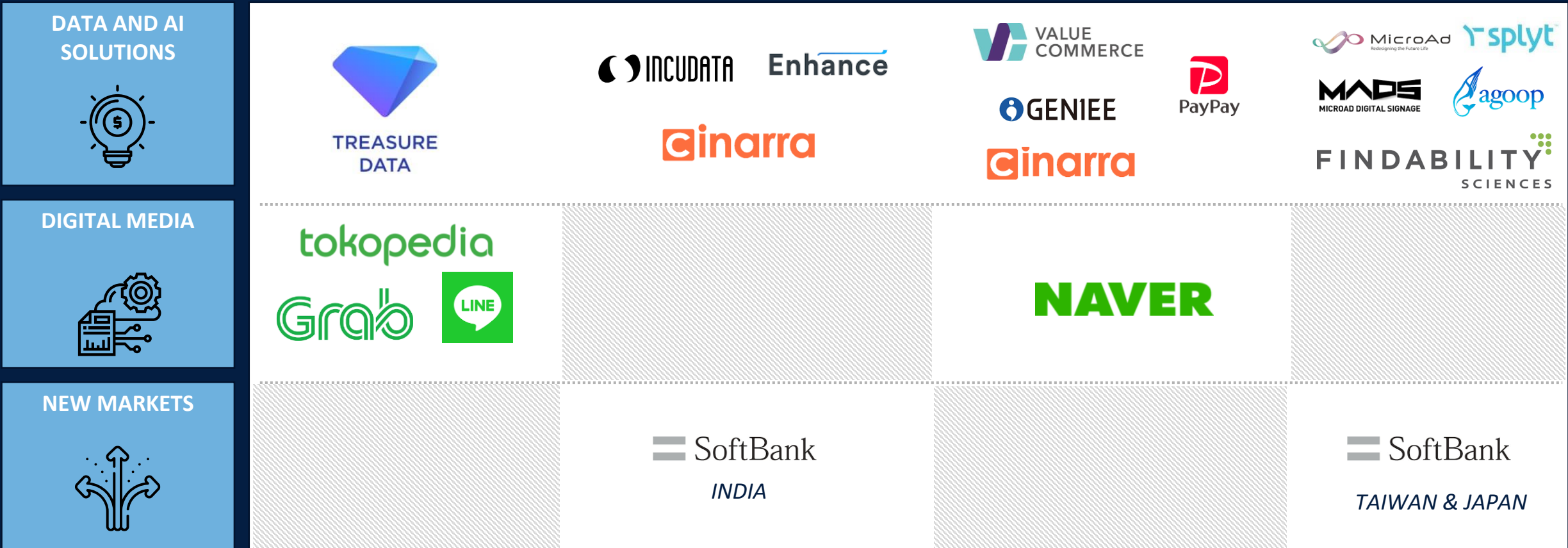


underpinned by Data and Analytics

ADA – SOFTBANK PARTNERSHIP



Softbank Corp. Companies synergies with ADA



MARKET LANDSCAPE

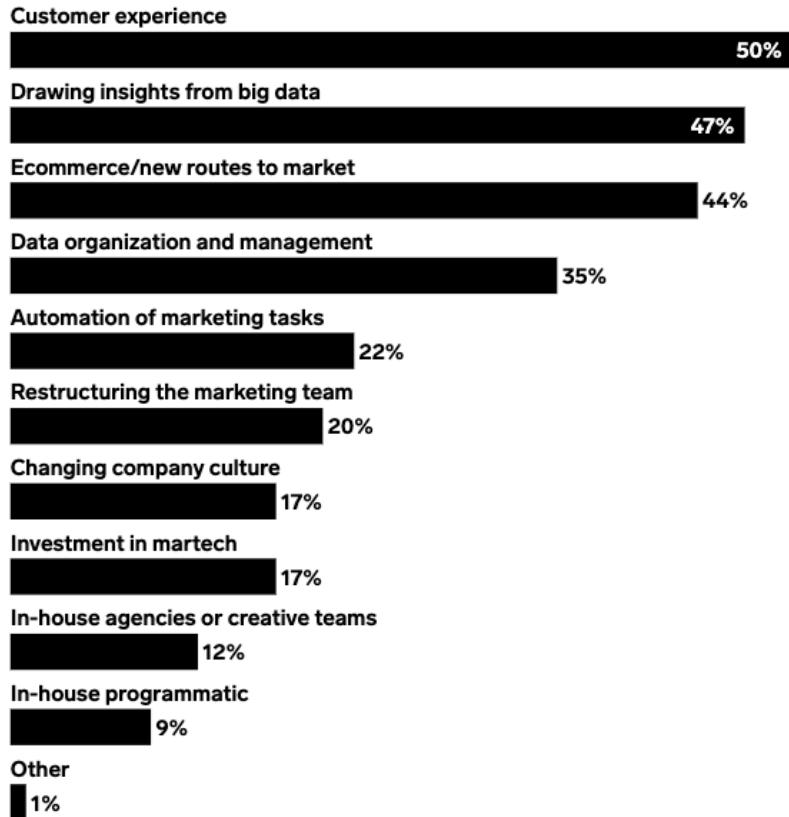


3 TAILWINDS ARE CREATING A PERFECT STORM

Digital Transformation is most important agenda

Which Elements of Digital Transformation Will Be Most Important to Client-Side Marketers and Agency Executives Worldwide in 2021?

% of respondents



Source: WARC, "The Marketer's Toolkit 2021," Dec 1, 2020

263283

eMarketer | InsiderIntelligence.com



Digital Consumer

Every customer interaction is via digital



Affordable Tech

Every Brand is a Media owner



Data availability

Every data point is actionable

Business lean in to digital engagement / transformation

Less expensive tech is enabling platform ecosystems

Data with Media & Creative being activated more aggressively

STRONG MARKET TRENDS CONTINUE TO SHAPE OUR FUTURE

Digital Marketing Transformation is rapidly accelerating the industry growth in new vectors

#1



CMO Bottom of funnel focus

- eCommerce sales initiatives from media and content investment
- Renewed demand for data-driven adtech and performance specialists

#2



Activation of 1st party data at the clients

- First party data use seen as hedging strategy when 3rd party data use maybe limited
- Shift towards public cloud and martech availability creating opportunities for activation

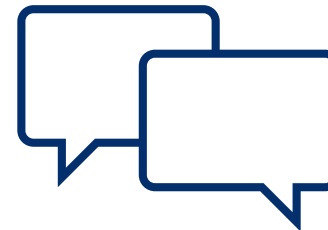
#3



Platform-centric consulting and implementation

- Shift towards existing and emerging walled gardens e.g., Facebook, Google, Tiktok, Line and other Super Apps
- Pegging on enterprise platforms to build capabilities e.g. Google Marketing Platforms, CDP, Teradata

#4

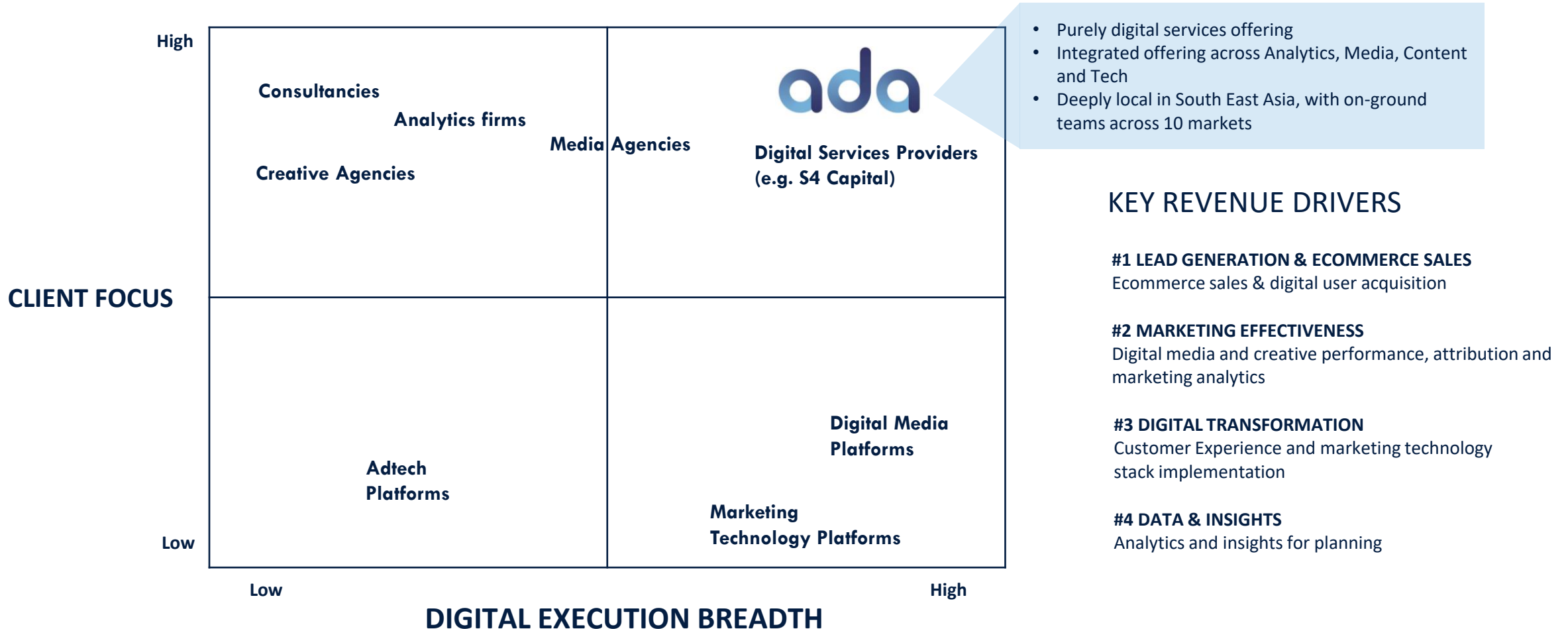


Next generation messaging

- Conversational 2-way messaging between brands and consumers via WhatsApp, Viber, Line
- Multi-channel messaging with usage of bots in enterprises

ADA POSITIONING

Uniquely positioned to capture the digital service opportunity in top enterprises

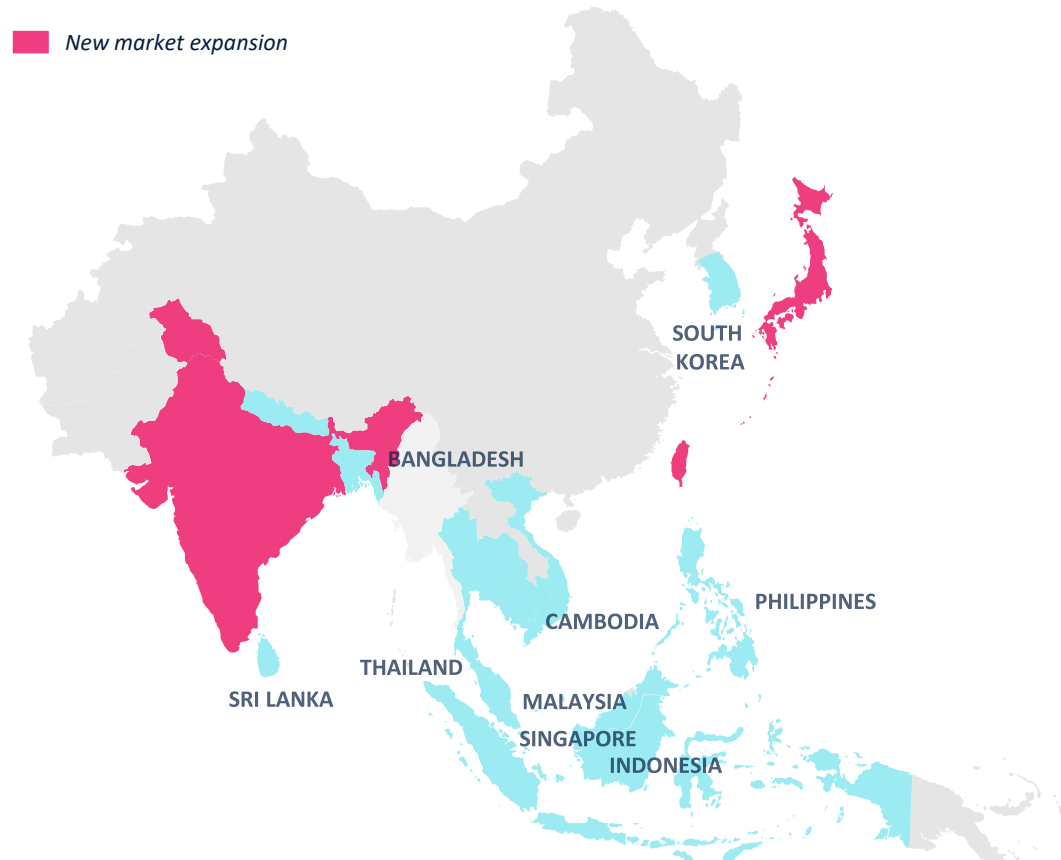


VISION 2024



VISION 2024

Vision by 2024 – “Sustainable and profitable unicorn”



- **Largest digital services provider in APAC**, amongst top 20 Global Marketing firms
- **End to end service provider** for Data and Digital Maturity to enterprises

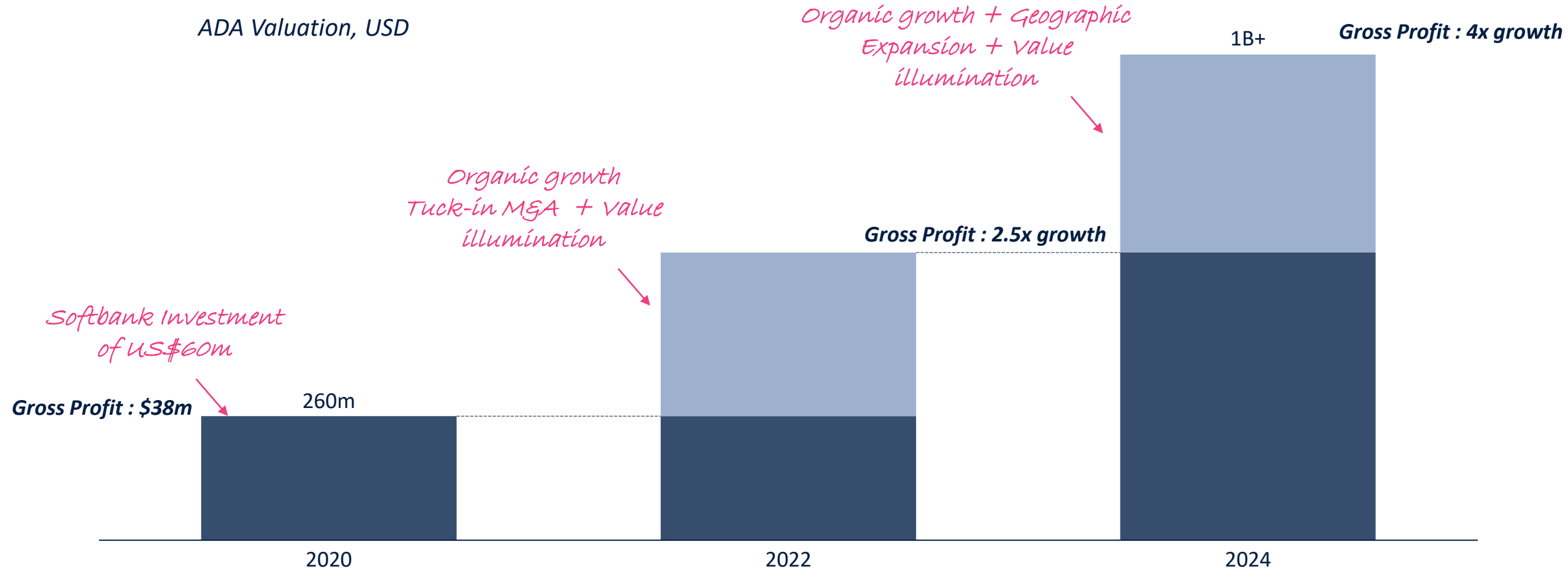
Shareholders:



ADA PATH TO ASPIRATION

Aiming for 4x growth by 2024

ADA Valuation, USD



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THANK YOU

