



Technology: ADA

Valuation growth

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ADA CEO

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“RM” shall mean Ringgit Malaysia being the lawful currency of Malaysia. Any discrepancies between individual amounts and totals are due to rounding.

Data. AI. driving sustainable valuation expansion

09.02.2026

ada

Internal



ADA - The Data & AI Experience Company

14

Markets Globally

1,500+

Clients



Our Global Presence

- Singapore
- Malaysia
- Indonesia
- Thailand
- Vietnam
- Philippines
- Cambodia
- Japan
- South Korea
- India
- Bangladesh
- Sri Lanka
- United States
- Middle East

Our Shareholders



ADA Financial Snapshot

Momentum in *Growth, Profit, and Cash Strength*

Revenue up
10% YoY

\$220
million

Gross Profit up
16% YoY

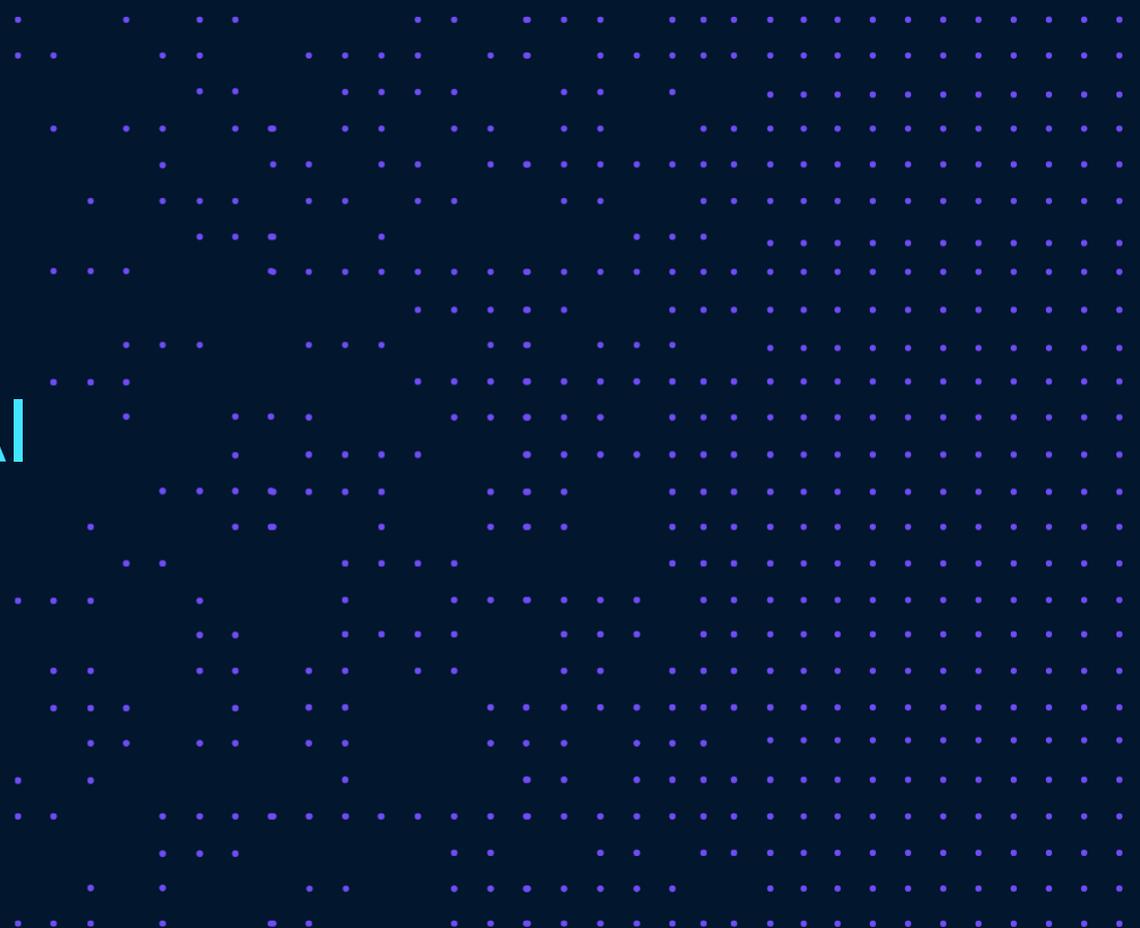
\$107
million

EBITDA up
45% YoY

\$19
million

Cash balance up
11% YoY

\$101
million



ADA is
The Data and AI
Experience
Company

We deliver Data & AI Experiences that power **authentications at scale**

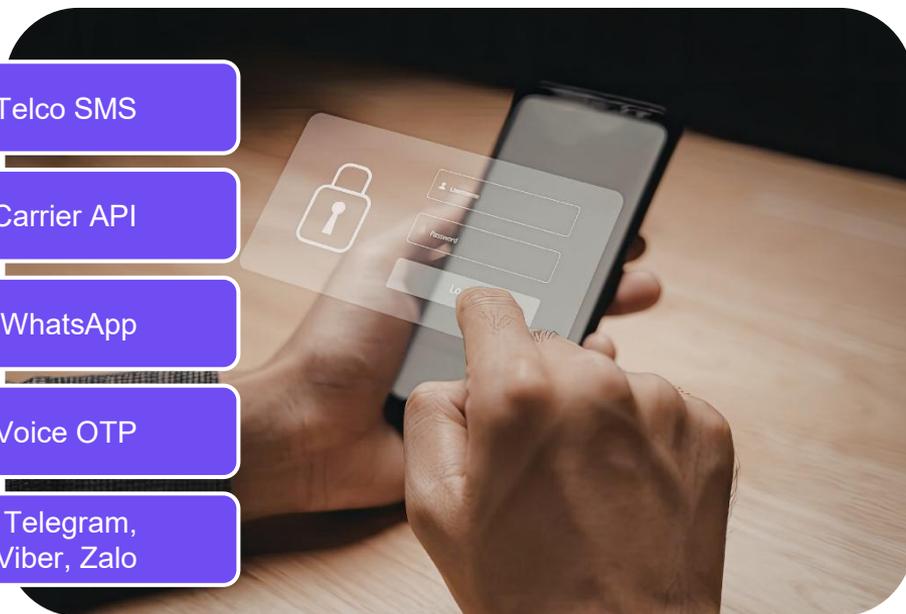
3Bn+

Authentications powered by ADA engines

90%

Global coverage

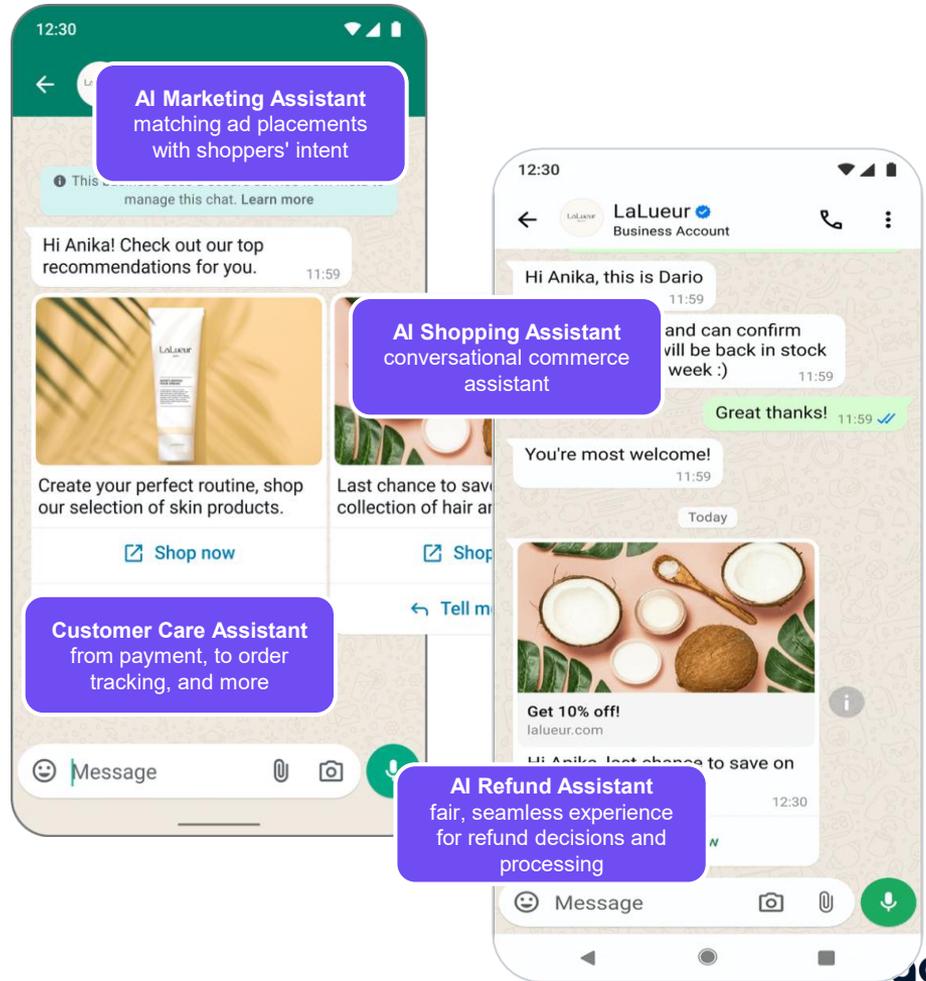
-  Telco SMS
-  Carrier API
-  WhatsApp
-  Voice OTP
-  Telegram, Viber, Zalo



We deliver Data & AI Experiences that power **business growth** through **conversations**

220M+

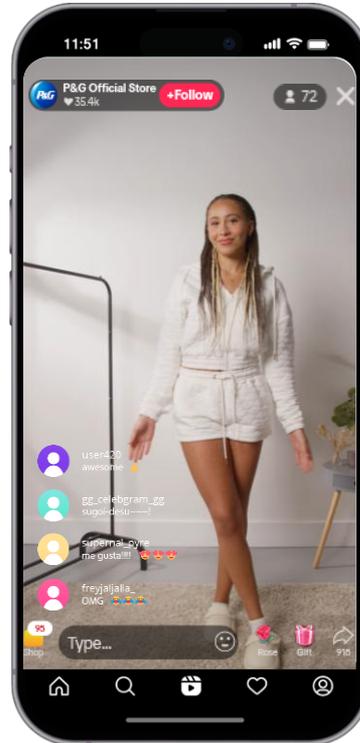
AI-powered conversations delivered



We deliver Data & AI Experiences that power commerce with AI Live Streaming

Human Live Presenter

Human, nuanced shopping powers brand connection



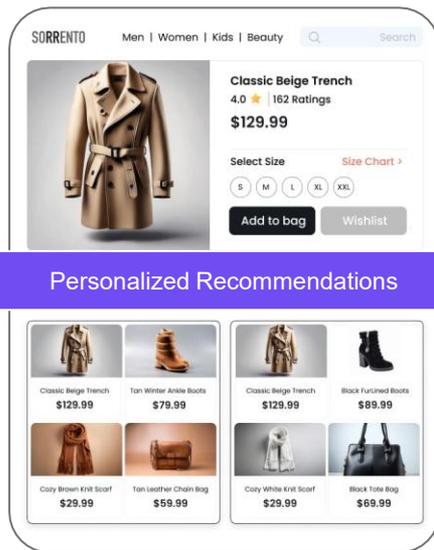
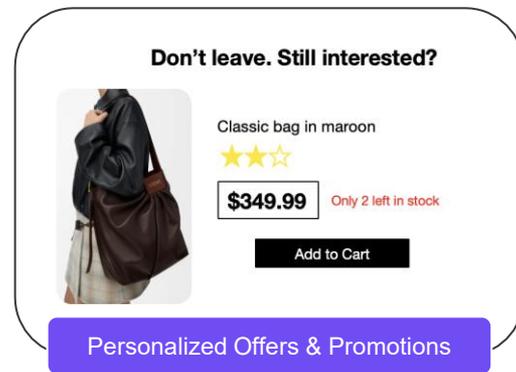
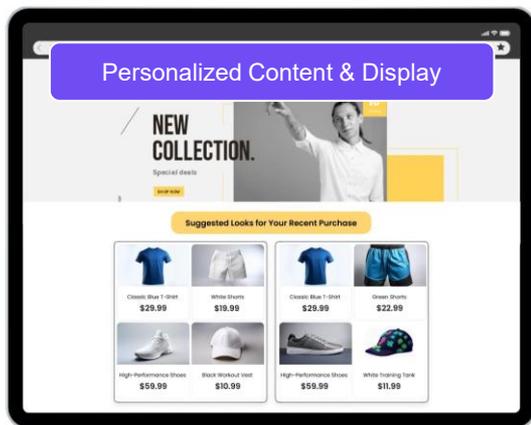
AI Live Host

24/7 interactive shopping powers scale and top of mind

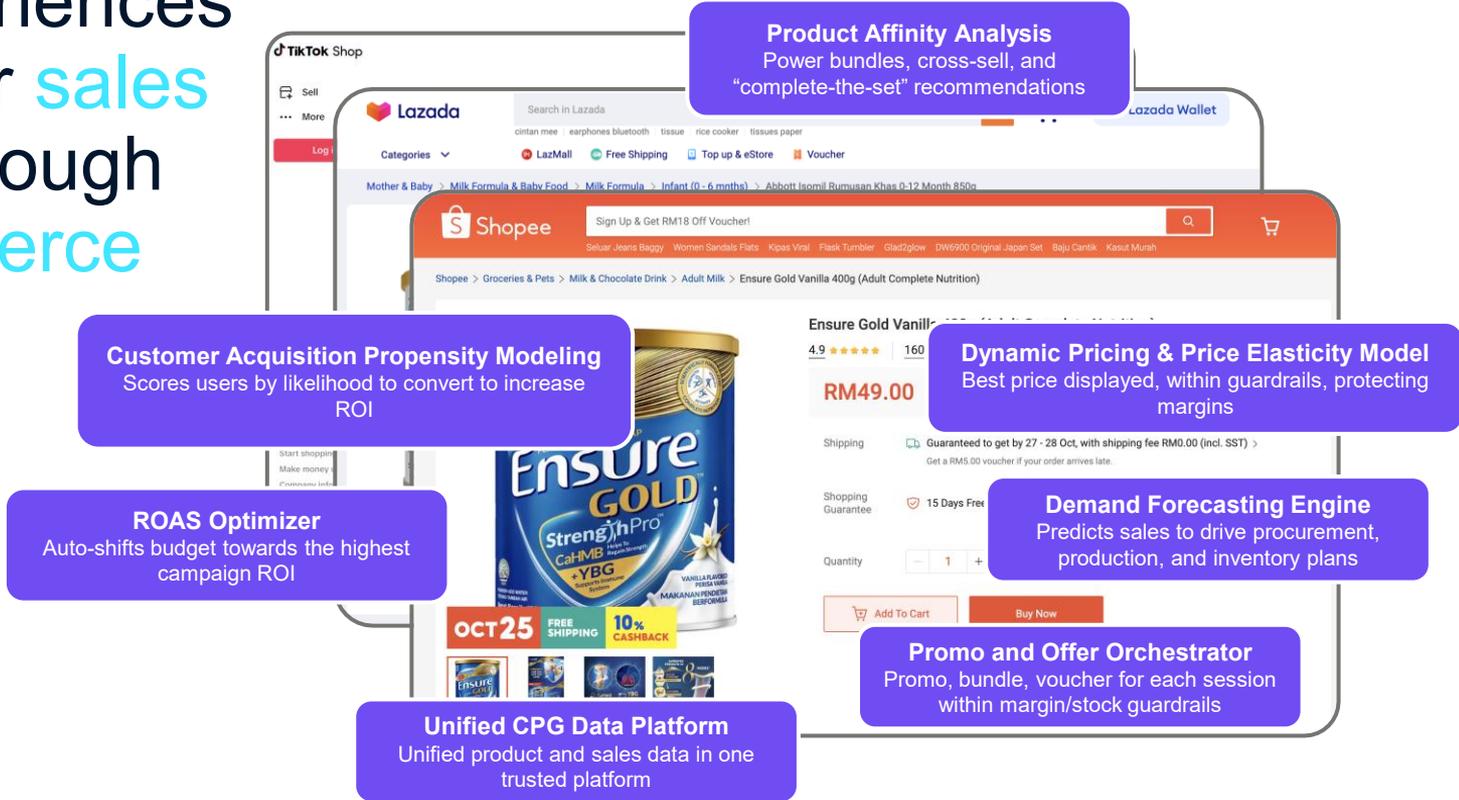
We deliver Data & AI Experiences that power sales growth through personalization

40%

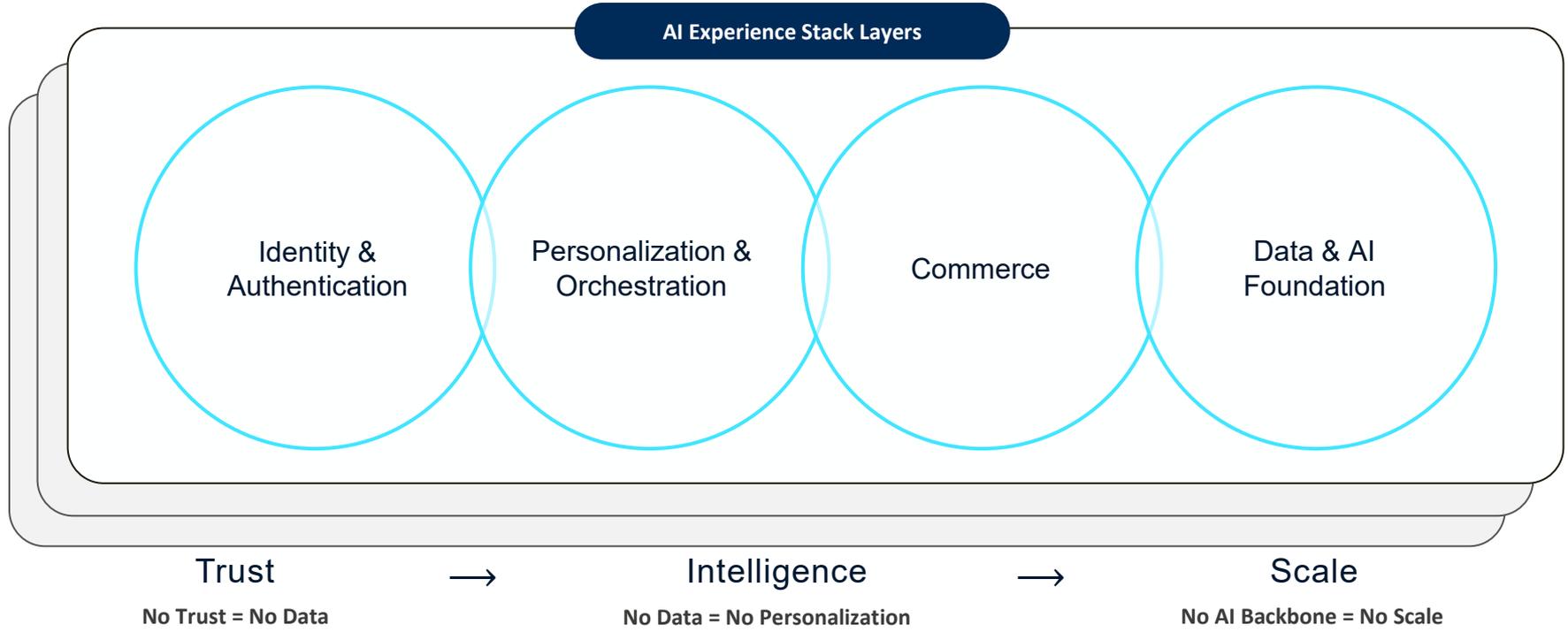
more Revenue from personalization



We deliver Data & AI Experiences that power sales growth through our commerce engine



Powering deeply personal, infinitely scalable AI experiences



ADA's proprietary platforms and AI agents powering industries

Platforms

Customer Engagement Platform

- **Conversational AI**
Automated WhatsApp, OTT and Voice assistants
- **ADA Verify**
Automated user authentication services

Data Platform

- XACT - External Data Insights
- Commerce Data Platform



Accelerators

Retail / CPG

- Pricing Optimization
- Demand Forecasting
- Product Recommendation
- Inventory Management

Telco

- Next Best Action Recommendation
- Churn propensity
- Offer recommendation

FSI:

- Customer Attrition Risk Intelligence
- Credit Risk models



Intelligent / Autonomous Agents

- Pricing Elasticity Agent
- GMV Optimization
- Bundling
- Voucher Optimization
- Inventory Planning Agent
- Fraud Detection
- Sentiment Identification



Retail Industry



Consumer Packaged Goods



Banking, Financial Services, and Insurance



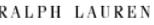
Healthcare



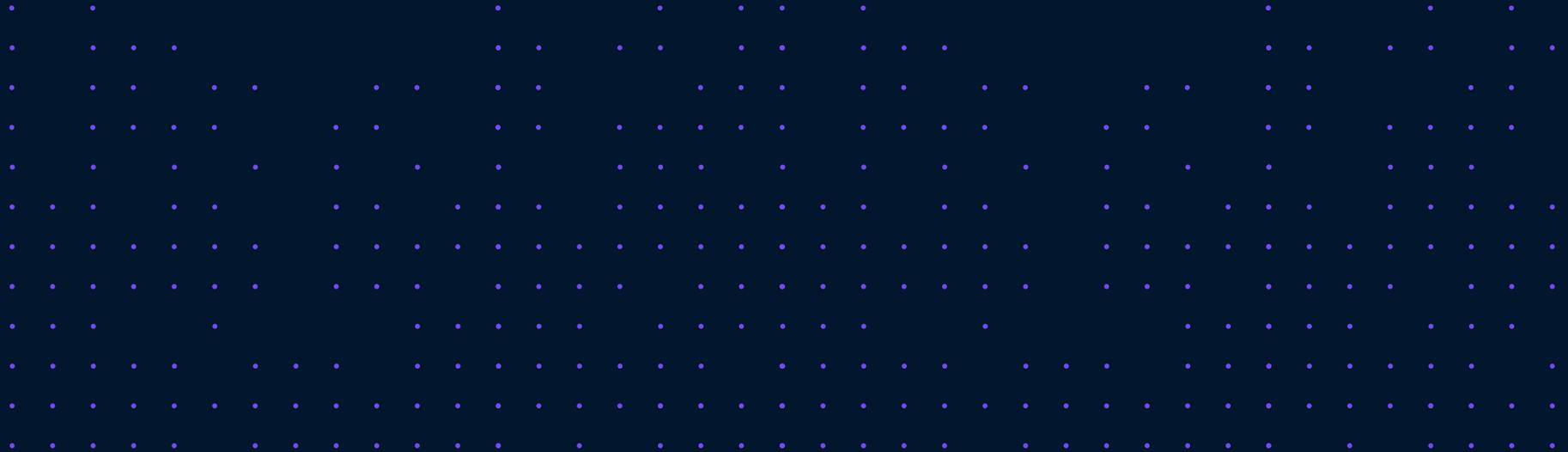
Telecommunications

Trusted by 1,500+ leading brands

We partner with organisations across strategic verticals to deliver end-to-end experience transformation

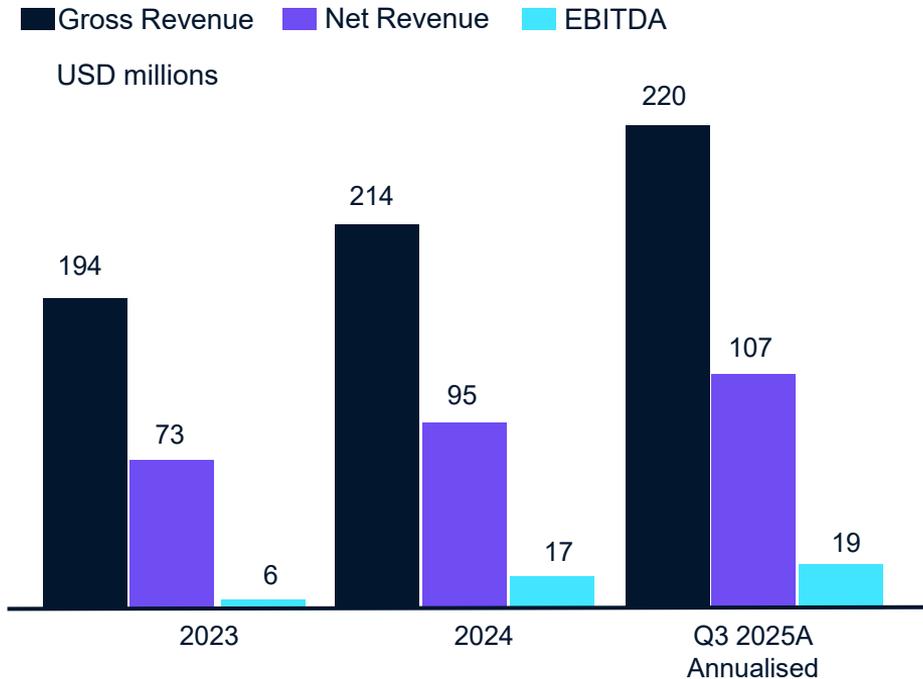
Banking, Financial Services & Insurance	          
	          
Consumer Goods	          
	         
Retail	               
	               
Automotive & Mobility	          
Telco & Digital	          
	         
Healthcare	          

Translating it into financial growth



Our financial momentum & goal

Profitability scaling in tandem with growth



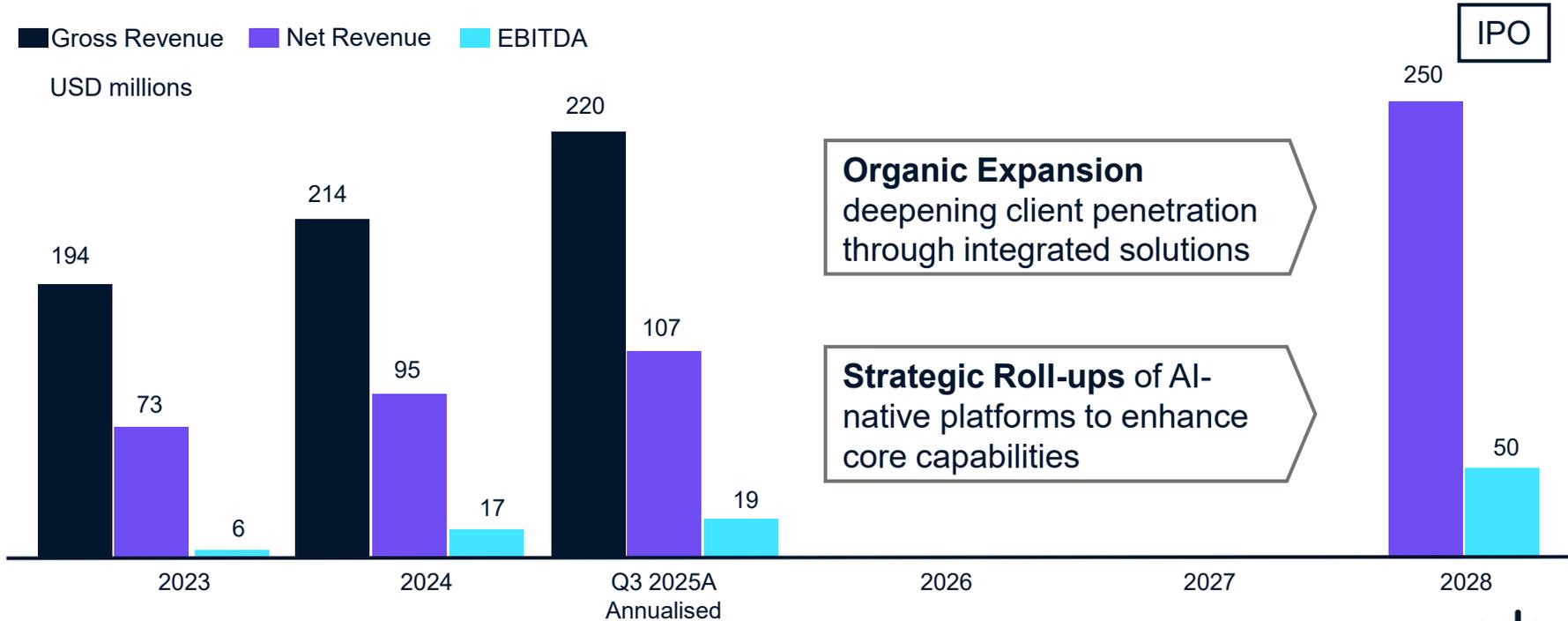
Sustained **revenue growth** with increasing global scale

Improved earnings profile alongside growth

- Revenue up 21% FY23-FY25
- Gross Profit up 55%
- EBITDA up 300%
- Cash flow +ve

Our financial momentum & goal

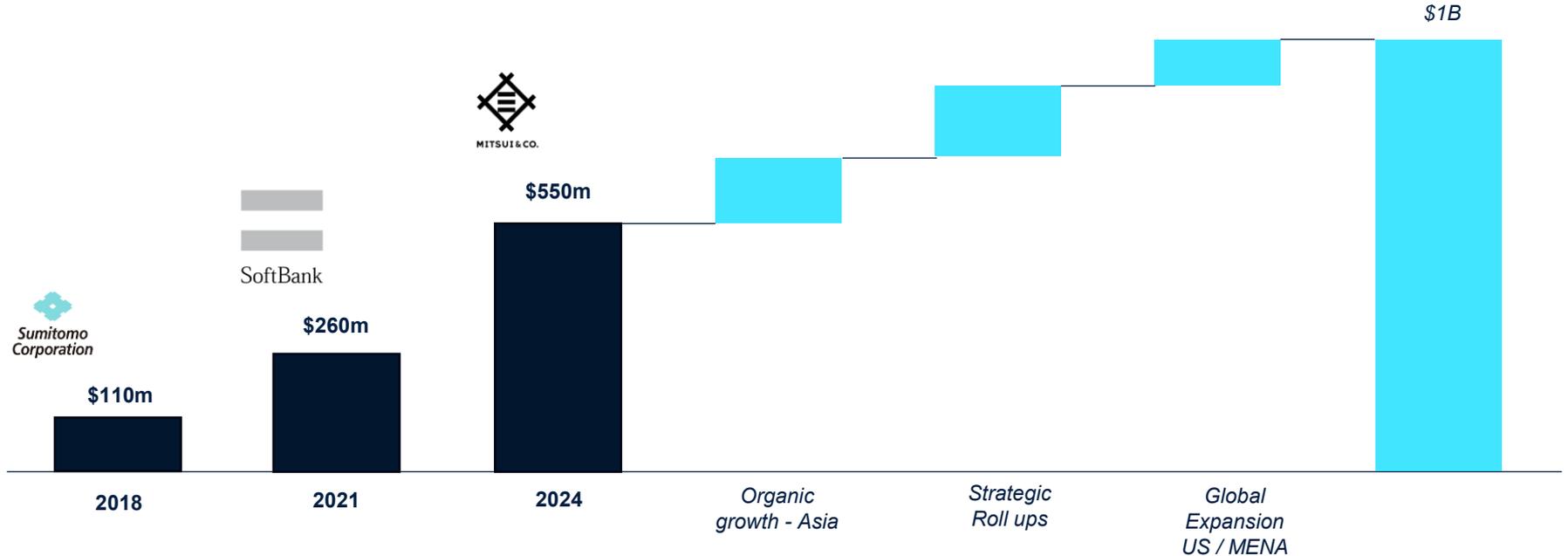
Balanced strategy across organic market expansion and selective inorganic roll-ups



Path to \$1B profitable unicorn

Built on profitability, powered by platforms, scaled globally

ADA Valuation Growth (US\$)





Thank you