

# ADA: Value illumination and path to monetisation

Srinivas Gattamneni  
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.



# ADA at a glance

We transform businesses using data, AI and technology

1,500

Data, AI & Digital Talents

12

Markets

1,500+

Clients

\$210m

Gross Revenue (USD)

\$18m

EBITDA (USD)

\$80m

Cash in Hand (USD)



Financials based on Q3 2024 YTD annualised



Our Shareholders



# Connecting Enterprises to Digital Consumers

Key Market Tailwinds Driving Growth in Data, Marketing, Digital Commerce, and Customer Engagement



**Data & AI**



**Marketing**

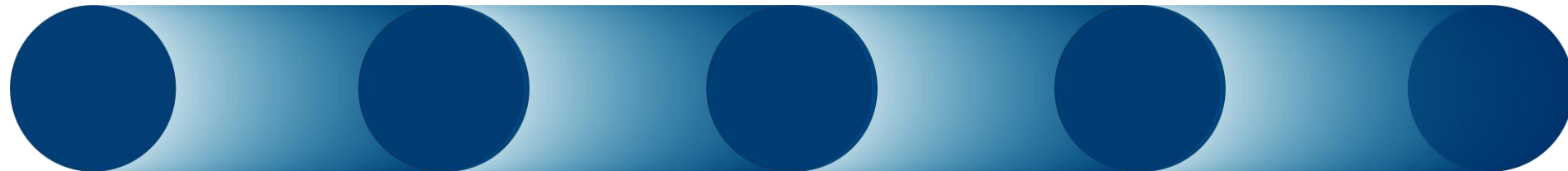


**Digital  
Commerce**



**Customer  
Engagement**

Enterprise



Digital  
Consumer

***Favourable  
Market  
Drivers***

*Enterprise investments  
in Data/AI platforms*

*Personalisation at  
scale*

*Ecommerce  
acceleration*

*Seamless and  
personalised  
interactions*

**Our AI CoPilot Suite further enhance our data and digital operations**

CoPilot for ecommerce

CoPilot for full-funnel marketing

CoPilot for conversational AI

CoPilot for customer data segments

An aerial, high-angle photograph of a busy city street. The scene is dominated by a large crowd of people walking across a wide zebra crossing. The crossing is marked with thick, parallel white stripes on a dark asphalt surface. The crowd is dense, with individuals appearing as small, dark silhouettes against the lighter stripes. In the upper right corner, the word "ada" is written in a clean, white, lowercase sans-serif font. The overall lighting is somewhat dim, suggesting an overcast day or late afternoon, which emphasizes the geometric patterns of the street and the movement of the crowd.

ada

# ADA growth blue print driving global impact with Data & AI

Building blocks of our profit and gross profit opportunity towards a profitable unicorn

1

## Establishing Data & AI Moat in every Client



2

## Driving global expansion into USA and MENA beyond Asia



EBITDA (USD)

\$ 50m

\$ 40m

\$ 29m

\$ 18m

Aggressive Global Expansion

Tuck in M&A

Organic growth

- Proprietary IP & AI CoPilots
- Geographic mix of developed markets
- Integrated solutions

Current FY2024F

\$ 93m

\$ 130m

\$ 163m

\$ 200m

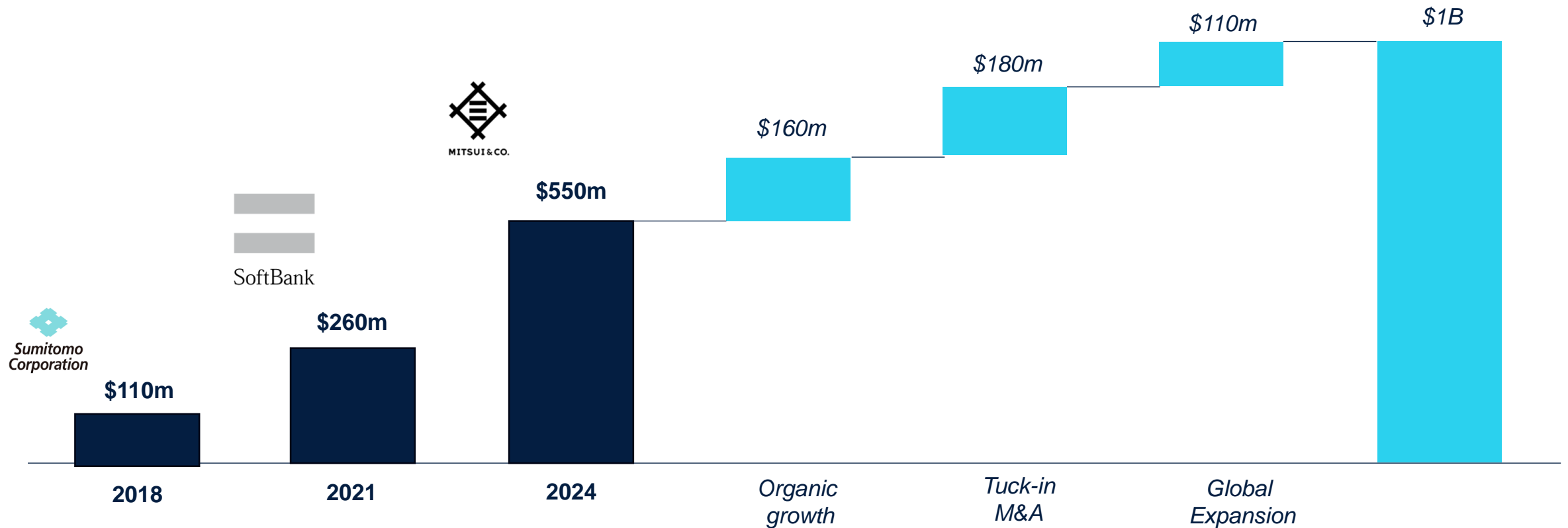
GROSS PROFIT (USD)



# Journey to US\$1B profitable unicorn

Growth Driven by Organic Expansion, Strategic M&A, and Global Market Penetration

## ADA Valuation Growth (US\$)



# Thank You

