

The logo for 'ada' is rendered in a white, lowercase, sans-serif font. It is centered on a dark blue background that features a complex network of thin, light blue and white lines and dots, resembling a data visualization or a neural network. The lines are more densely packed on the left side and become more sparse towards the right, with some lines curving upwards and others downwards.

Sustaining profitable growth

AXIATA ANALYST AND INVESTOR DAY

DECEMBER 2022

ADDRESSING A LARGE PERTINENT OPPORTUNITY

Addressable Digital Marketing & Sales
Transformation Market Size,
South East Asia 2022

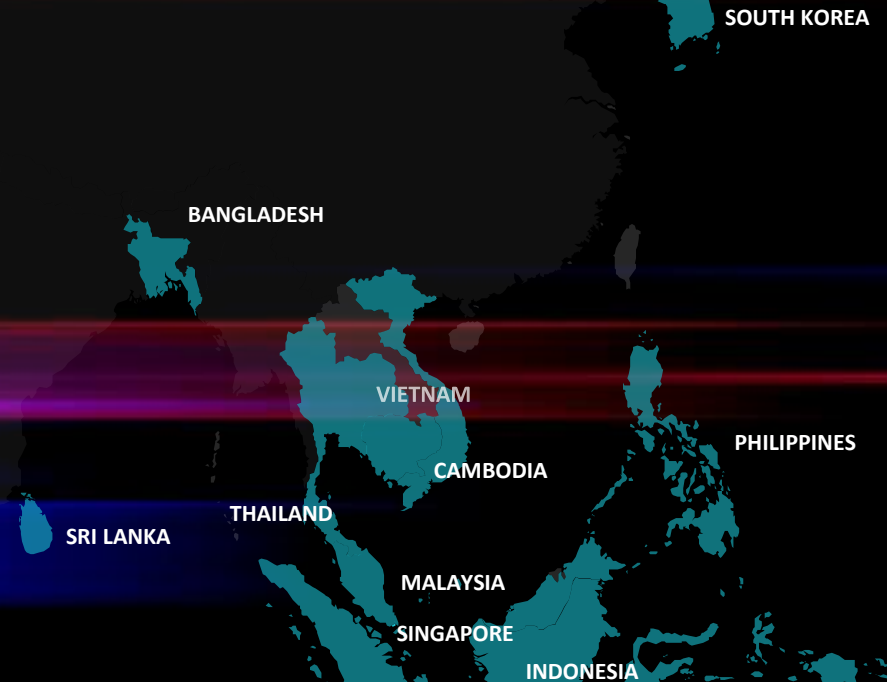
\$26B

Enterprises want
to drive topline
growth from their
digital
transformation
investment

WHO ARE WE

We are an integrated growth agency, operating across Asia.

ADA grows clients' topline through **connected analytics, marketing, commerce and customer experience** solutions



1000+

Data Scientists. Digital Specialists. eCommerce Practitioners. Technologists. Industry Experts.

WE GROW TOP CLIENTS ACROSS ASIA

Banking,
Insurance &
Financial
Institutions



















Consumer
Goods

Telecomms
& Digital

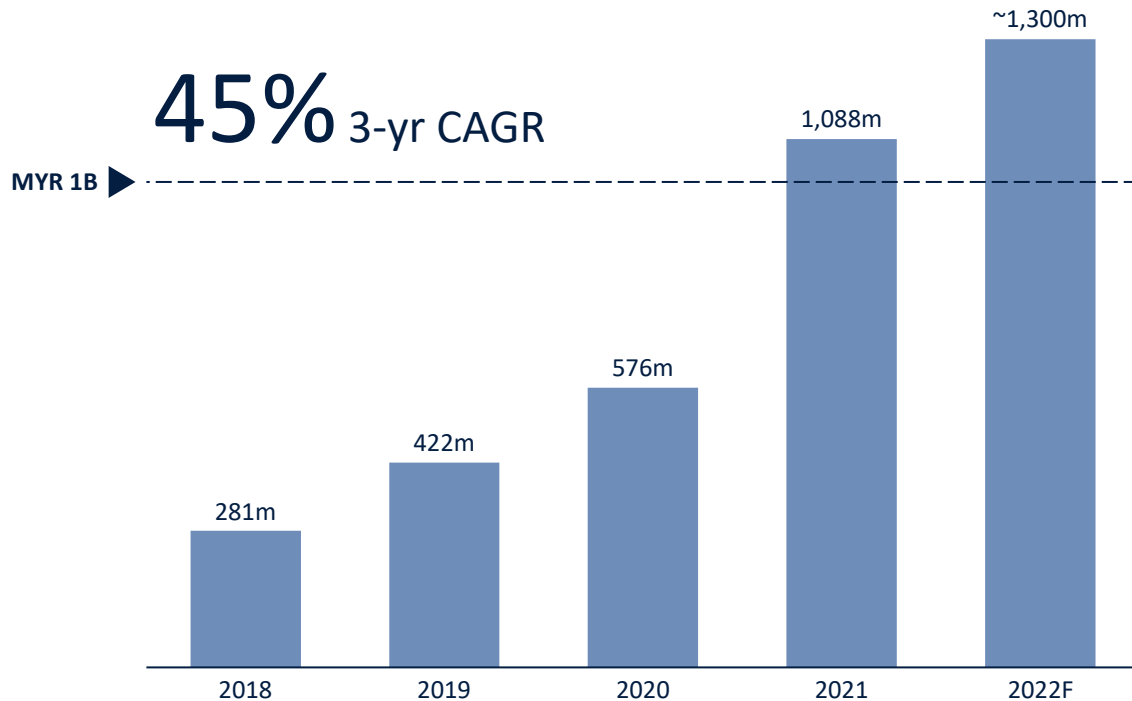
Retail,
Automotive
& Others

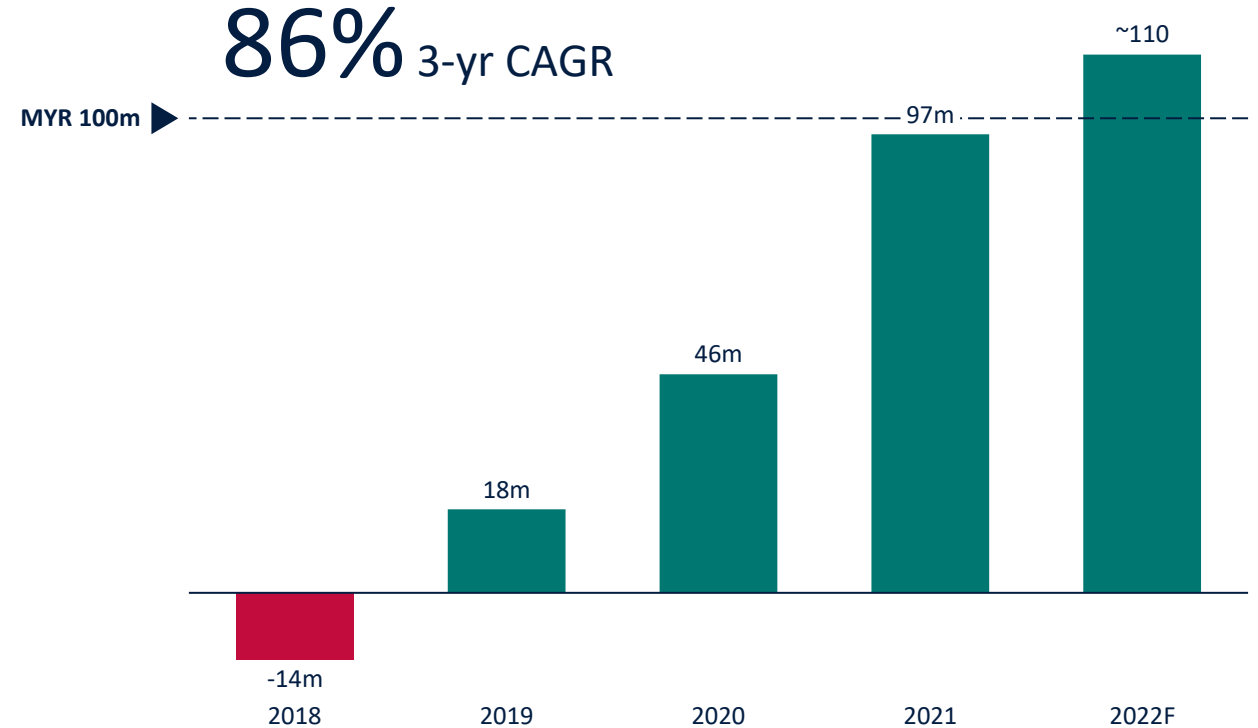
REVENUE AND PROFIT INCREASING

Crossed MYR 1B Gross Revenue and MYR 100m in EBITDA with a historic 57% CAGR 2018 – 2021, as we are able to capture the value we create at the clients

Gross Revenue, MYR m



EBITDA, MYR



WHAT WE DO

ANALYTICS



MARKETING



**CUSTOMER
EXPERIENCE**



COMMERCE



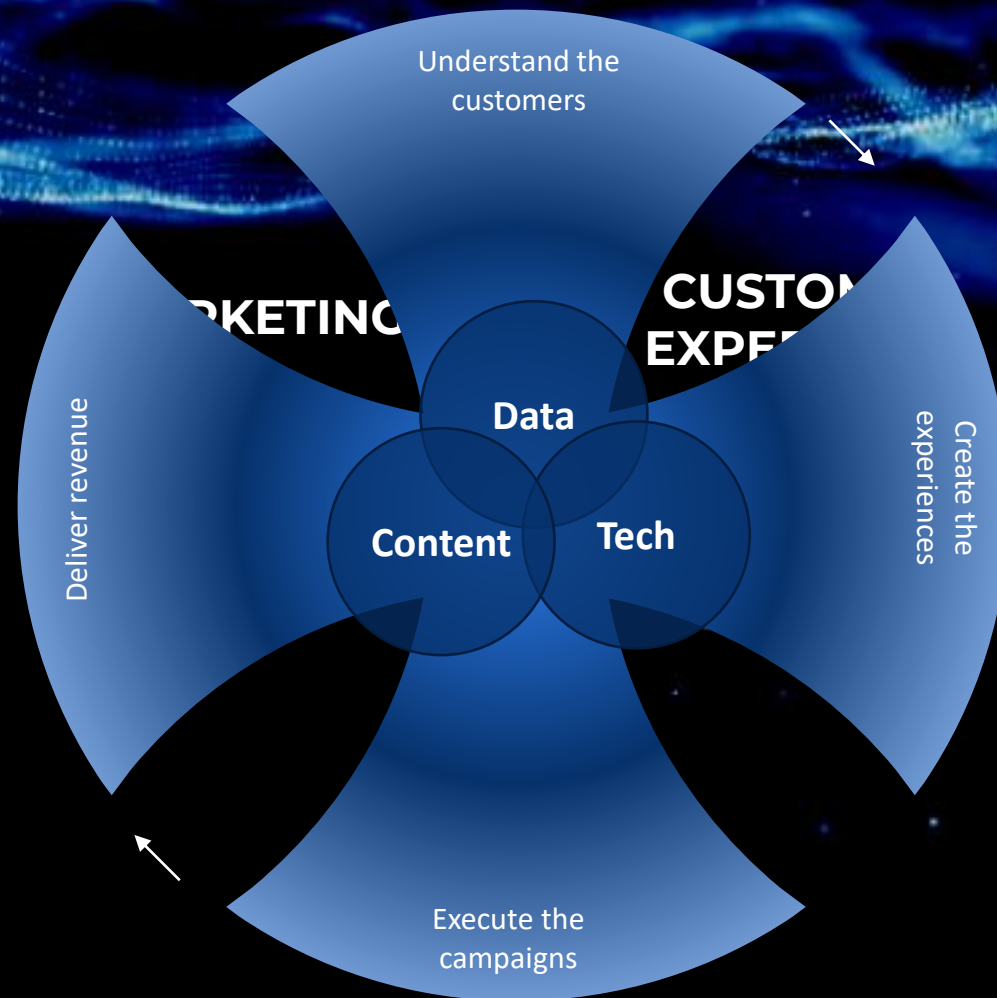
ACCELERATING A DIGITAL FLYWHEEL IN EVERY CLIENT

ANALYTICS

MARKETING

CUSTOMER EXPERIENCES

COMMERCE



FURTHER GROWTH MODEL

**Medium Term Target – “Sustainable
and profitable unicorn”**

Country Expansion / M&A

Entry into key markets in Asia (India and Japan) through M&A

Client Growth

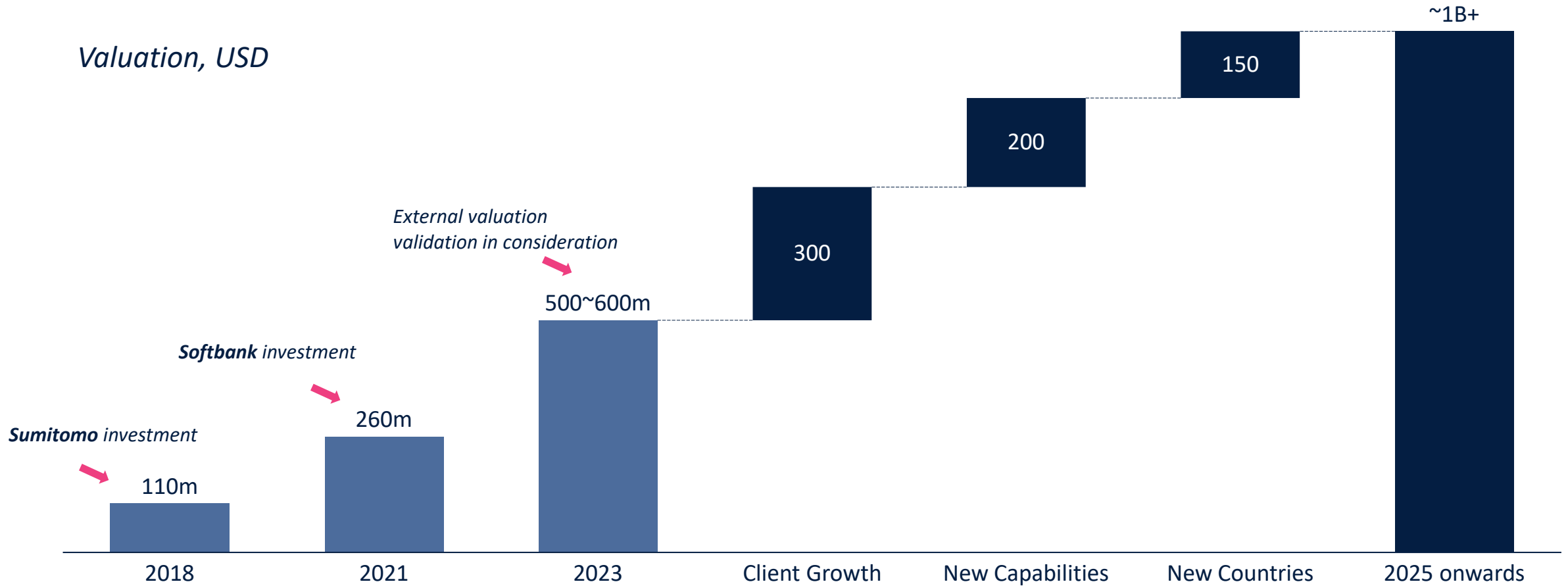
Capturing further scope in each client leveraging economies of scope

Capability Expansion

Expansion into Technology Services and Content with nearshore capabilities

VALUE BUILD UP IN NEXT 3 YEARS

Valuation, USD



THANK YOU

The background is a dark blue gradient. In the lower half, there is a complex network of glowing white and light blue nodes connected by thin lines, creating a sense of digital connectivity or data flow. The nodes are of varying sizes and brightness, and the lines are thin and light blue.

WHO WE ARE

WE ARE AN INTEGRATED GROWTH AGENCY

ADA grows client's topline through connected data, marketing, commerce and customer experience solutions

Operating across Asia, ADA drives top brands' digital marketing and sales transformation to achieve their business goals.



1000+

- Data Scientists
- Digital Specialists
- eCommerce Practitioners
- Creative geniuses
- Technologists

Shareholders:

