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UNLOCKING AN **AI-FIRST WORLD**

FORWARD LOOKING STATEMENTS

This report contains forward-looking statements as defined in the United States Private Securities Litigation Reform Act of 1995 concerning our financial condition, results of operations and businesses.

These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond our control and all of which are based on our current beliefs and expectations about future events. Forward-looking statements are typically identified by the use of forward-looking terminology such as "believes", "expects", "may", “will”, “could”, should", "intends", "estimates", "plans", "assumes" or "anticipates", or the negative thereof, or other variations thereon or comparable terminology, or by discussions of strategy that involve risks and uncertainties.

These forward-looking statements and other statements contained in this report regarding matters that are not historical facts involve predictions. No assurance can be given that such future results will be achieved. Actual events or results may differ materially as a result of risks and uncertainties facing us and our subsidiaries. Such risks and uncertainties could cause actual results to vary materially from the future results indicated, expressed or implied in such forward-looking statements.

There are a number of factors that could affect our future operations and could cause those results to differ materially from those expressed in the forward-looking statements including (without limitation): (a) changes to IFRS and associated interpretations, applications and practices as they apply to past, present and future periods; (b) ongoing and future acquisitions, changes to domestic and international business and market conditions such as exchange rate and interest rate movements; (c) changes in domestic and international regulatory and legislative environments; (d) changes to domestic and international operational, social, economic and political conditions; (f) labour disruptions and industrial action; and (g) the effects of both current and future litigation.

The forward-looking statements contained in the report speak only as of the date of the report. We are not under any obligation to (and expressly disclaim any such obligation to) revise or update any forward-looking statements to reflect events or circumstances after the date of the report or to reflect the occurrence of unanticipated events. We cannot give any assurance that forward-looking statements will prove correct and investors are cautioned not to place undue reliance on any forward-looking statements.

Prosus AI

AI at Prosus

We invest **OVER $100M** per year in AI

Prosus invests in **talent, model development and technology infrastructure.**

We use AI to improve operational efficiency and financial results. We run over **800 AI models** in production that generate **a return of 2–5x.**

Toqan, the Prosus agent-based assistant, is used every day by **15,000 colleagues**.

Toqan has saved us **1.7 million hours** in the last 12 months (1K FTEs).

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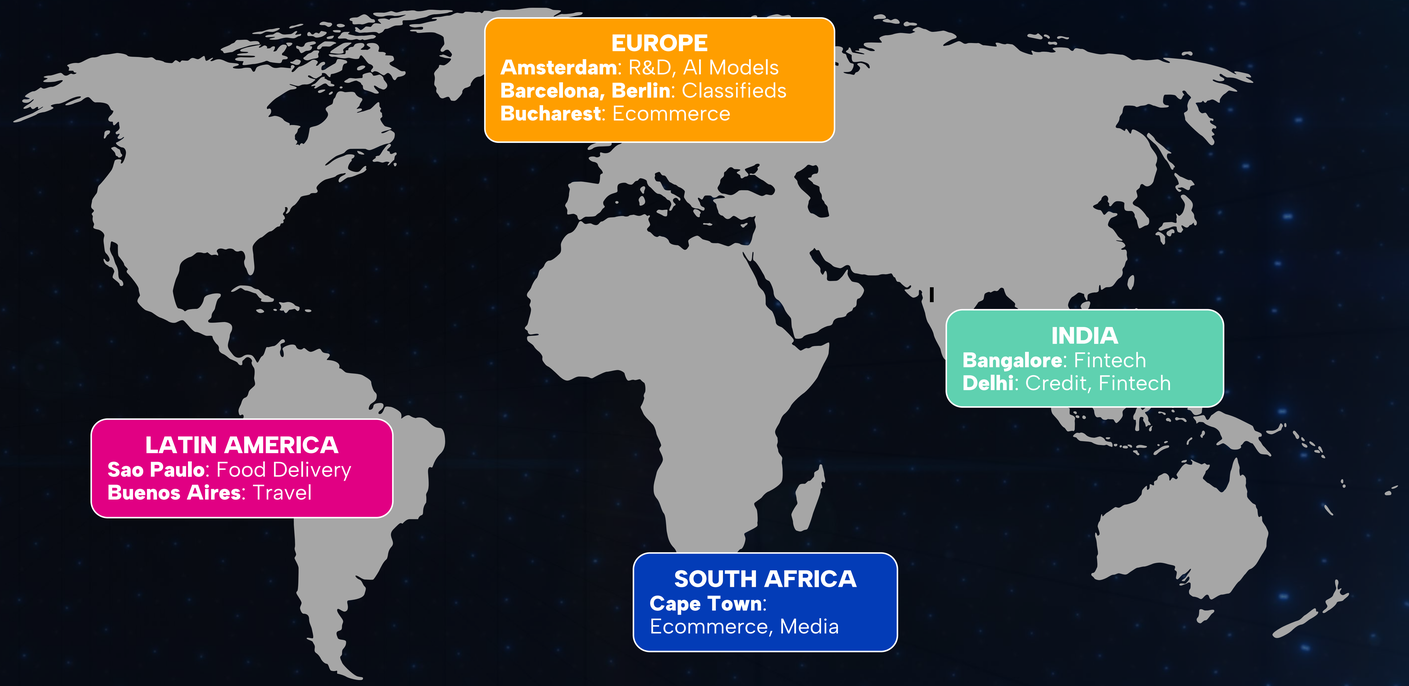
Prosus AI

AI at Prosus

We operate a tightly connected network of AI tech centers with over **750 AI SPECIALISTS**



Our teams are from **leading universities** globally:

Massachusetts Institute of Technology

INSEAD
The Business School for the World®

TU Delft

Carnegie Mellon University

Prosus AI

AI at Prosus

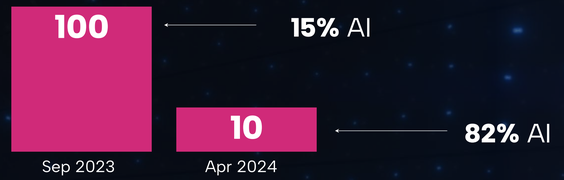
We have **800+ AI MODELS** in production

ifood

Reduce cost of customer acquisition:

meesho

Reduce cost of customer support:



OLX

Increase revenue per advertising dollar:

ifood

Increase conversion on home page:

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Prosus AI

AI at Prosus

We invested in **20+ AI-NATIVE** startups

Re-invent Commerce
AI to drive growth in Ecommerce.

AI Workforce
AI agents to augment work.

Prosus AI

AI at Prosus

At Prosus we re-imagine Ecommerce **THROUGH AI**

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RE-INVENT
ECOMMERCE

Prosus AI

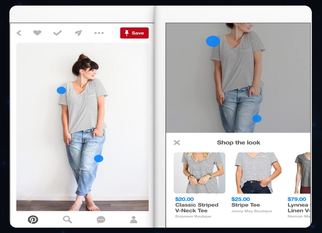
Re-invent Ecommerce

The future of Ecommerce is **agentic** Ecommerce powered by **Large Commerce Models**

NATURAL

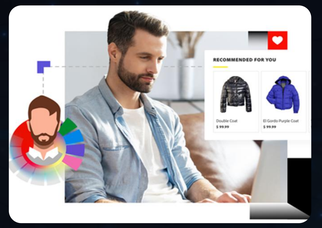
New, **natural**, conversational UIs

EVERYWHERE



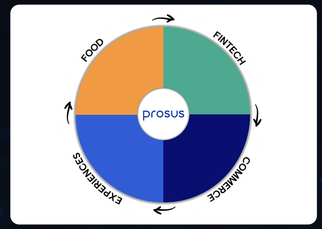
Every digital surface is an **Ecommerce surface**

HYPER PERSONAL



Precise intent, exceptional relevance

ECOSYSTEM



Connected services for **superior convenience**

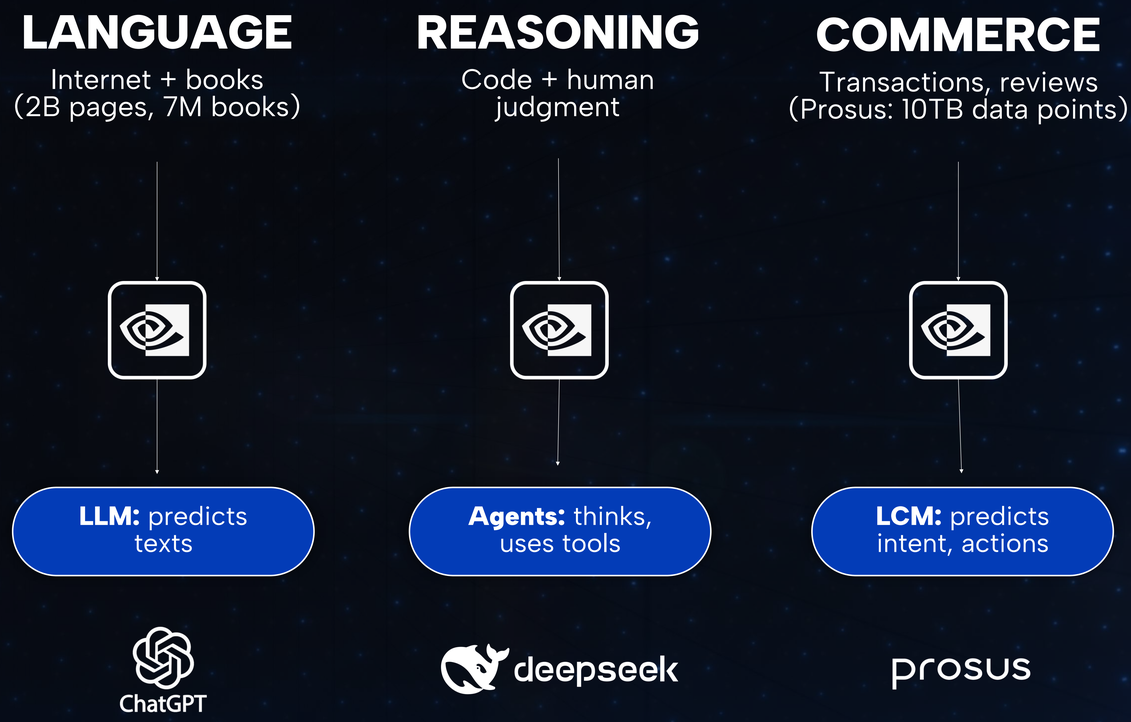
AUTONOMOUS

Complete tasks for the user, **work in the background**

Prosus AI

Re-invent Ecommerce

From large language models to **LARGE COMMERCE MODELS**



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Prosus AI

Re-invent Ecommerce

We built a **PROPRIETARY WAY** to train large commerce models

LCM learns from transactions across the **Prosus ecosystem:** ifood PayU OLX eMAG

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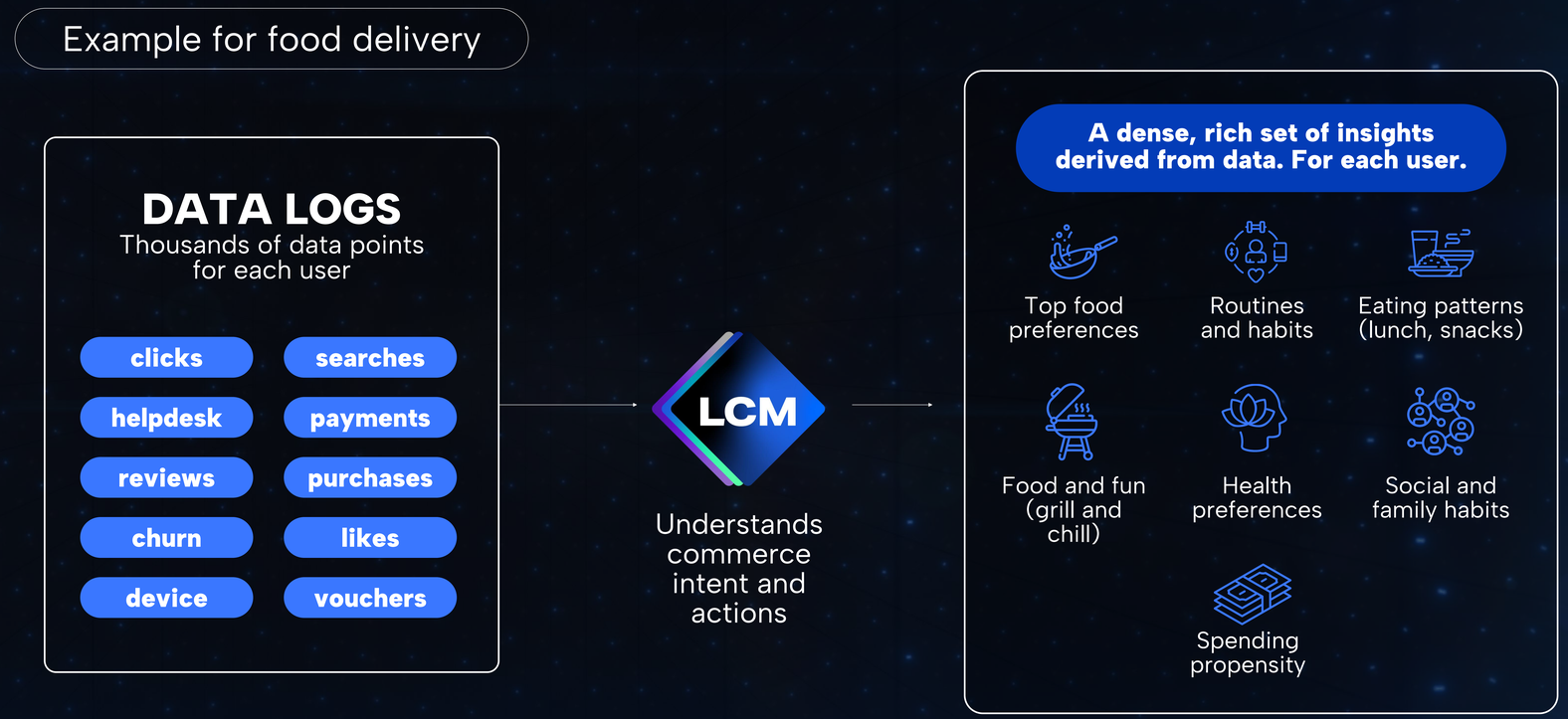
Prosus AI

Re-invent Ecommerce

We use LCM to understand users **10x MORE IN DEPTH**



Prosus AI

Re-invent Ecommerce

We use open source and **PROPRIETARY DATA** to train LCM at high-quality, low costs

Open source models are **3%** inferior to private models

#	Name	Provider	Accuracy
1	GPT-4o	OpenAI	0.825
2	Gemini-2.0 Flash	Google	0.820
3	Mistral Large	Mistral	0.798

MISTRAL AI_ LLaMA by Meta

Source: Prosus benchmarks

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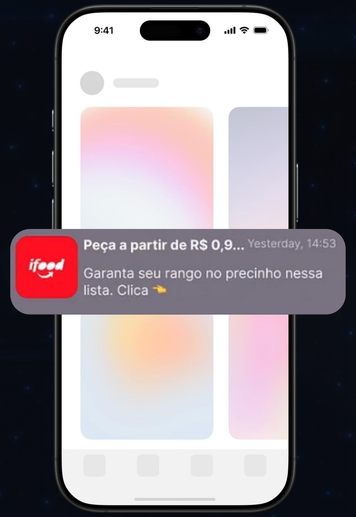
Prosus AI

Re-invent Ecommerce

LCM improves Ecommerce in **THREE MAIN WAYS**

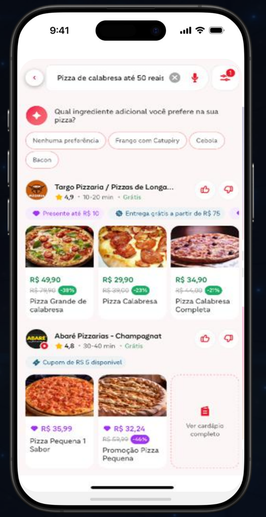
Improves existing operations



iFOOD NOTIFICATIONS:

+164%
Conversion

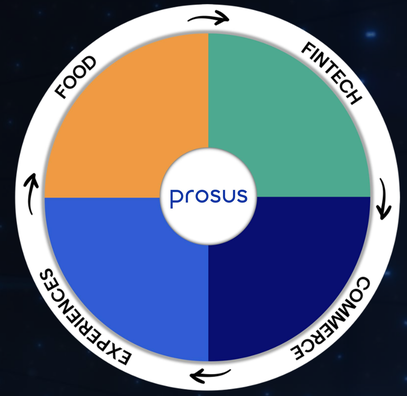
Powers **new user experiences**



iFOOD CONCIERGE:

+23%
Conversion

Powers **ecosystems**



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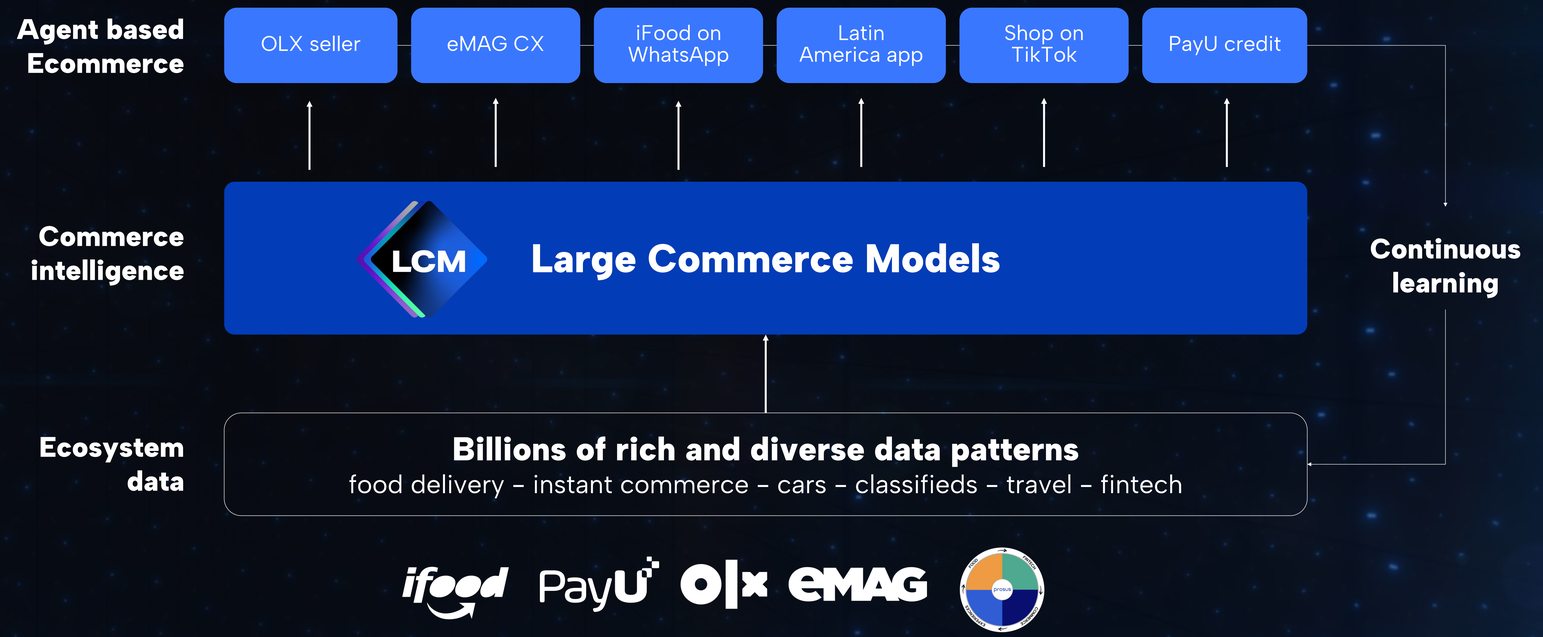
Prosus AI

Re-invent Ecommerce

The future of Ecommerce is **AGENTIC LARGE COMMERCE MODELS**



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AI
WORKFORCE

toqan

Prosus **AGENT-BASED** assistant

- Safe and private
- Optimized for Prosus use case
- Model agnostic
- Connected to Prosus data

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toqan

14,800
Active users over 24,000 employees

1,580
Use it 20+ times a day

1,490
Personal versions developed by users

1.7M
Hours reclaimed in 1 year (1K FTE)

TOP 3 USE CASES

- Software engineering
- Customer & partner support
- Marketing and sales (data analytics)

Professional Analyst

Time to Insight

23 Minutes → **74%** → **6** Minutes

Junior Analyst

Time to Insight

8 hours → **95%** → **25** Minutes

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Prosus AI

Re-invent Ecommerce

We plan to hire the largest **AI WORKFORCE** in the industry **THIS YEAR**

toqan + Startups we invested in

AI Data Analyst
Analyses every data asset in English

HR AI officer
Solves 90% of HR employee questions

AI Customer support
Automates 95% of customer support

AI Excel expert
Handles excel better than a pro

AI Front-end developer
Creates apps faster than any developer

....and dozens more in design

We know how to **create value with AI:** 800 AI models do it every day

We are developing a unique technology for **the next Ecommerce:** LCM

The AI Workforce will supercharge our **productivity** and innovation

POWERED BY
prosus