

Prosus Deep Dive 2026

Not just resilient, but compounding

20 years of marketplace data, and AI built on top

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Since Lisbon:

What we said, and what happened



What we said in February

AI will not break OLX: our traffic is direct and our supply is unique

OLX will be the best place for humans and Agents to do business

AI already contributes to monetisation

What happened

AI traffic only 1.3% of visits, and it directs to us

Agentic products scaled across all three verticals: 14 agentic solutions live

AI is boosting our monetisation (2x return)

**We were right on resilience,
and now AI compounds our strengths.**

Who are we?

Trusted marketplaces for life's big decisions



Their next car
with trusted
dealers



A new home
with expert
realtors



A better job
with trusted
employers



7
markets



11
brands



58M
daily active
listings¹



~700M
Leads generated on
OLX platforms²



1. Over H1 27, including La Centrale, Uzbekistan and Kazakhstan
2. Estimation based on H1 27

Our strategy is paying off

We are growing above peers & expanding margins

- Core categories now **+70% of revenue**
- Exited Bosnia and Herzegovina, and Uzbekistan¹
- Acquired and integrated **LaCentrale** in **France**, now benefiting from OLX scale in AI

In FY26, OLX drove 38% of Prosus's ecosystem profit and ~\$400m of dividends²

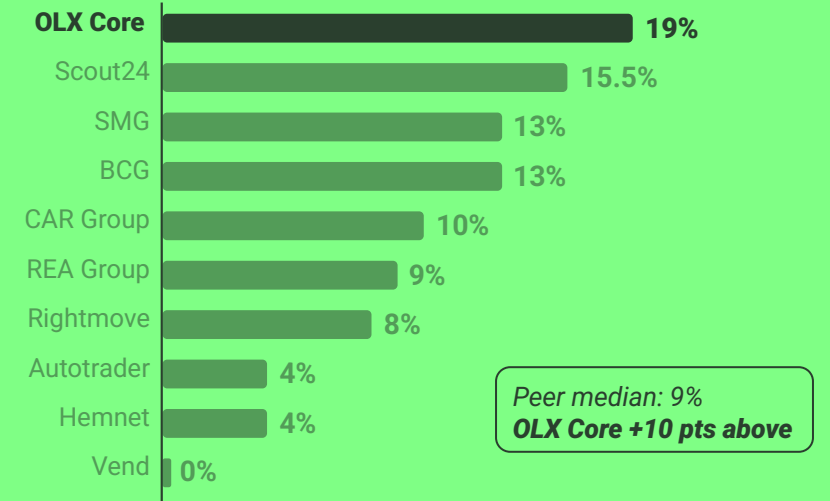
¹ Kazakhstan sale is progressing through the closing process

² Cash extraction including loan repayment related to La Centrale and proceeds from sale of Kiwi, Bosnia. Note: OLX YoY Rev growth is Ops Variance as per Prosus definition (like-for-like comparison excluding impact of M&A and FX)



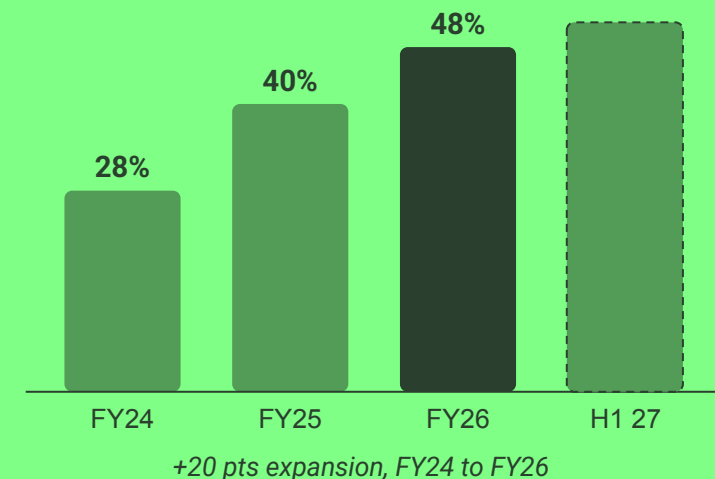
FY26a revenue growth vs peers

YoY %, OLX forecast vs peer group



Adj. EBITDA margin expansion

% of revenue, FY24 to H1 27



8 years building AI

We are not novices. We have invested \$200m+ to date.



2018

Scaled ML Investment

ML beyond search and moderation



2021

Personalised Search

18% increase in leadS



2024

OLX Magic

Valuable learnings, ahead of its time



2025

AutoIQ Motors

*100% rollout Poland
25% WoW retention*



2026

Jobs AI Coach

Real Estate Agentic Selling

Platform Agentic Search

DealFinder

WE ARE HERE

*Continuing to lead.
Continuing to build.*

\$200M+

*invested in AI
since 2018*

85+

*live ML/AI use
cases*

14

*agentic solutions
in market today*

6.1 k+

*internal AI agents
deployed*

~150

*OLXers
working in AI*

AI turns our portfolio into one, stronger network



01

Intent-based CRM sends a horizontal user looking at cars to the right vertical, at the right moment

02

One AI platform shared by all our brands: what we build once, we use everywhere

03

Cross-border sourcing: La Centrale stock now accessible, translatable and ready to source for Polish dealers

>20% of vertical leads come from the horizontal
+6.3% year on year

Small bets compound. **Big bets transform.**

Small bets

681 A/B tests a year

276% better recommendations
than 7 years ago

Trust and safety:
smarter every
quarter



Big bets

25% of dealers in Poland use
AutoIQ every month

**1,000+ AI coaching
interviews** a month

**18% DealFinder
Conversion**
(Marketplaces avg.:
mid-single digits)



Failing and learning fast

OLX Magic (2024): Ahead of
its time. Its lessons shaped
today's agents.

Perto: Taught us
what home seekers
really ask. Now part
of DealFinder.



Our customer-facing AI already pays back

A 2x return, built into the packages our customers pay for

Premium packages

8–10%

More / better leads for premium packages, from AI tools like AutoIQ and smarter search and ranking

AI in our bundles

70%+

of dealers accept AI-made videos: Ad2Video is built into Motors bundles

New revenue pools

Next

As agents bring us closer to the transaction: dealer financing scaling from Poland to all markets, and the first paid products for buyers

Motors

Agentic on both sides of the deal

- **100% of dealers in Poland and Portugal have AutoIQ**: 25% use it every month
- **80% of listings created with AI**: in seconds, from a photo, a video or a VIN; AI-made videos, now built into dealer bundles
- **126K** monthly users of agentic search in Poland: **76% positive feedback**
- **Dealer financing is scaling** from Poland to all our markets
- **la centrale**: Our AI platform runs in France, and **Polish dealers can source French stock**

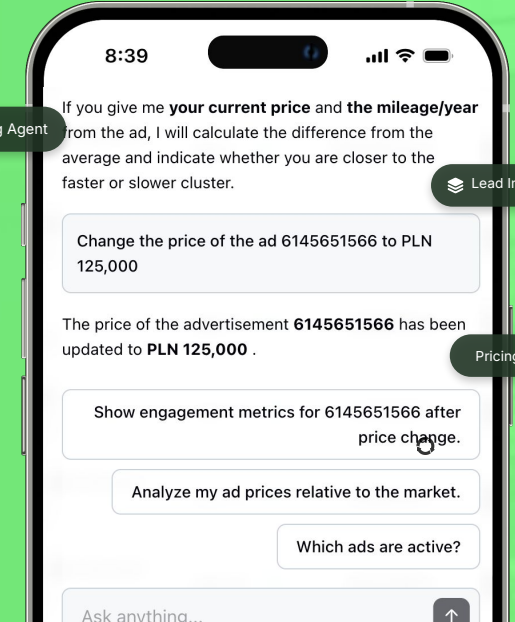


✦ Autonomous AI Dealer Agent

+ Ad Posting Agent

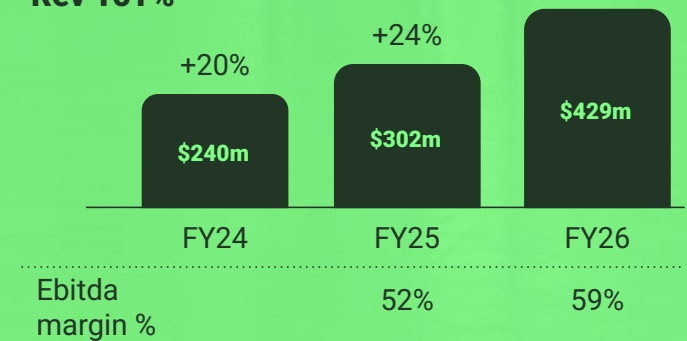
☰ Lead Intelligence Agent

Pricing Agent



Rev YoY%

+20% YoY

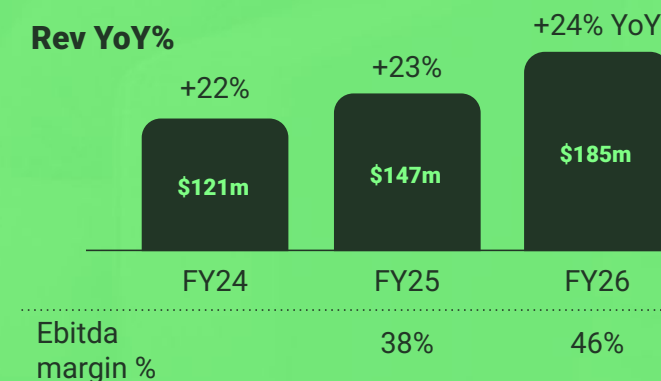
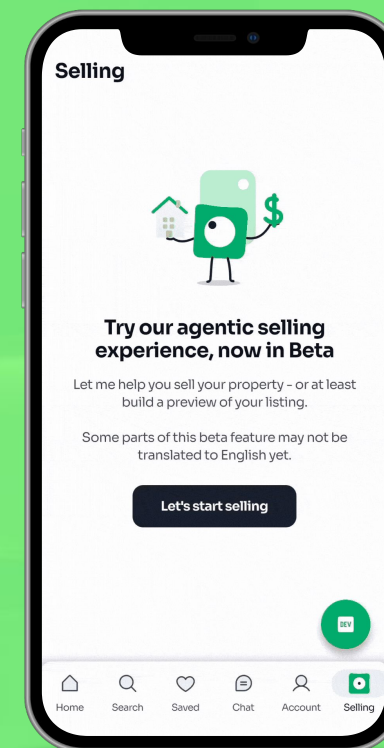


YoY Rev growth is Ops Variance as per Prosus definition (like-for-like comparison excluding impact of M&A and FX), not absolute YoY growth
FY26 numbers include La Centrale for the period: Dec 25 to Mar 26

Real Estate

Value-based pricing and smarter listings

- **50% faster to post** a listing with AI
- **20% of private sellers** on Otodom already use **Agentic Selling**, our AI agent that guides them from valuation to posting
- **Available with DealFinder**, our seeker agent on WhatsApp, plus our apps in ChatGPT and Toqi
- **Value-based pricing**: realtors pay according to the property's value
- Otodim vertical has **launched in Ukraine**



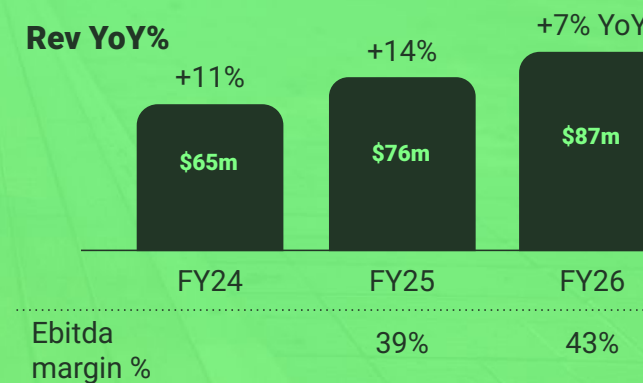
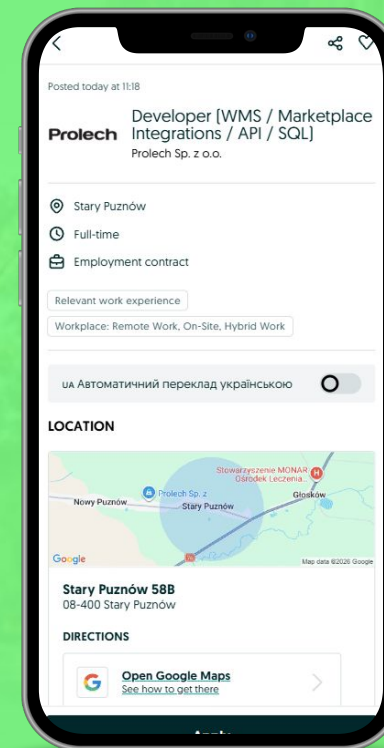
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Jobs

AI that gets people hired

- **Best-in-class ROI:** lowest cost per lead (85% cheaper than competitors); #1 job board in hires*
- **Extraordinary growth:** ~5x the benchmark pace, with AI accelerating monetisation
- **Untapped ~\$60M white-collar pool:** just entering, and already first choice for 56% of white-collar Gen Z seekers
- **One AI loop, end to end:** AI Interview Coach and CV Optimiser prepare candidates
- **Loyal customers:** 75% of new white-collar employers stay after their first cycle

*MANDS Mystery Recruiter Report; 2026 Traffit Benchmarks (>5M leads, 80k recruitments, 27 industries)



YoY Rev growth is Ops Variance as per Prosus definition (like-for-like comparison excluding impact of M&A and FX), not absolute YoY growth

AI increases productivity and our speed in execution



1,440
deployments a week

+47%
*engineering output
(real estate team)*

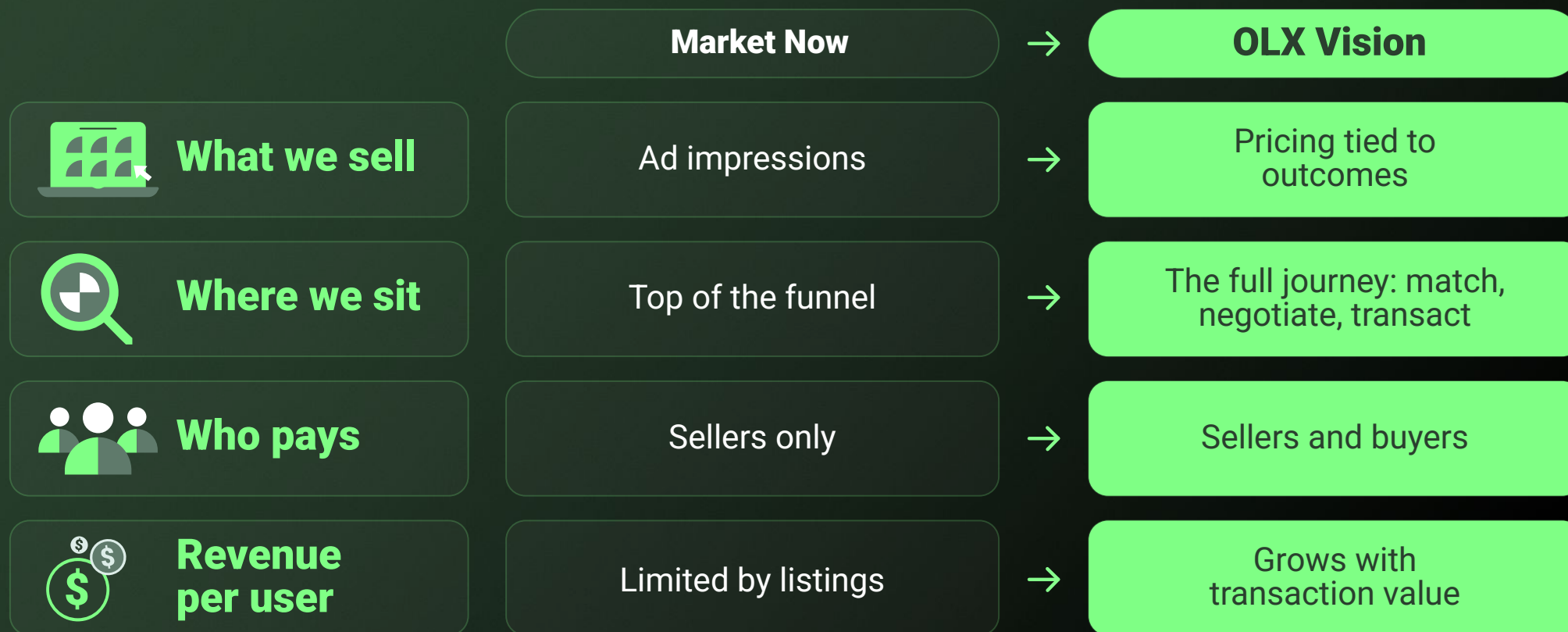
59%
*of completed
tickets AI-enabled*

13k → 23k+
customer service tickets per person by FY27 end

On average **50% faster lead times in engineering** (Real Estate team, as at August 2026)

On our next S-curve

from discovery to transaction



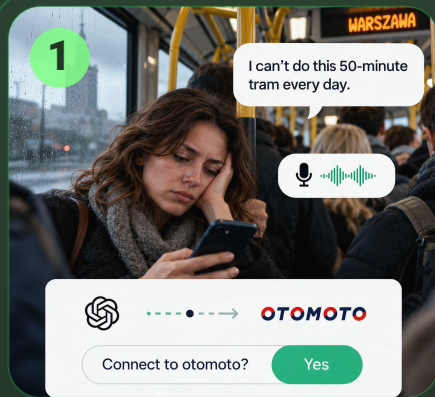
**Already live on
our platforms:**

Dealer financing

Value-based Pricing

Agentic Tools for
Buyers and Sellers

From discovery to transaction: one journey, five agentic steps



She asks her assistant

OLX apps inside AI
assistants (*ChatGPT*)

LIVE TODAY

Any assistant
connecting to OLX

IN DEVELOPMENT



Our agent finds the match

Agentic Search (126K monthly
users in Motors Poland)

LIVE TODAY

Fair-price label
for buyers

OUR AMBITION



Agents negotiate, both sides

AutoIQ
for dealers

LIVE TODAY

Agent-to-agent
negotiation

OUR AMBITION



Trust, then the test drive

Automatic moderation
with human review

LIVE TODAY

Seamless connection OLX
and dealerships

OUR AMBITION



Financing, and beyond

Dealer financing
(Poland)

LIVE TODAY

Insurance, Paperwork
and After-Sale

OUR AMBITION

The core keeps paying.

01

Our focus is paying off: faster growth, higher margin

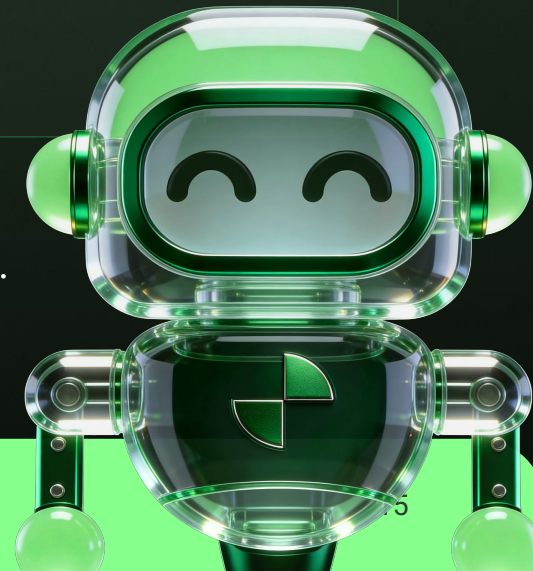
02

AI compounds our strengths: a faster flywheel and better products

03

It already pays back, and our next S-curve has started

Join us tomorrow at **CLAIM Online** , 27 October.





END