Platforms: Unleash the Non-Linear

Manish Vyas
Non-Linear Potential

- 2.5x Revenue Growth for Platform Adopters
- 89% Repeat Buy
- 30% Improved Yield
- 1250+ Privileged Access Rights

Robust platform credence
RISE BEYOND >> RESILIENCE TO RELEVANCE

Platform Strategy

Platform Innovation Hub

Modular Platforms
- BlueMarble
- Mobilytix
- AFTEAZE
- lantr.ai
- NetOps.AI
- CloudBlazeTech

Business
- Industries Capabilities

Personalization
- AI / ML Studio
- Generative Bots
- Zero Touch LCM

Templatization
- Omni-Channel & Next Gen Experience & Analytics

Foundation
- Cloud Native
- Insights
- DevSecOps
- Microservices
- Data
- Observability

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Industries Capabilities: 1:N:N

- Telco
- BFSI
- Supply/Logistics
- Healthcare
- Retail
- Manufacturing
- Education
- M&E

- Monetization Platforms
- Digital & Care Platforms
- Operations & Security Platforms
- Content/Media/Adv. Platforms
- Data & Insights Platforms
- Device/Asset Mgmt. Platforms
- Supply Chain Platforms
- App Modernization Platforms
- Hybrid Cloud Platforms

- Hyperpersonalization
- Subscriber as Service
- Digital Experience
- Sustainability
- Generative AI
- Zero Touch
- Sentimental Analysis
- Devices & Assets
Empower C-Suite

“Modernize Our Digital Stack”
CTO/CDO

“Simplify Our Operations”
CIO

Cloud BlazeTech
NetOps.AI
AftEAZE

“Monetize The Assets”
CEO

BlueMarble
Yantra.AI
Mobiltyix
YABX

Platform Innovation Hub

Business
Personalization
Templatization
Foundation
<table>
<thead>
<tr>
<th></th>
<th>netOps.ai</th>
<th>BlueMarble</th>
<th>i.Sustain</th>
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<tbody>
<tr>
<td><strong>Simplify</strong></td>
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<tr>
<td></td>
<td>Intelligent Platform to integrate &amp; manage autonomous networks</td>
<td>SaaS based BSS</td>
<td>Intelligent ESG Platform</td>
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<td>• &gt;70% faster NW rollout and deployment</td>
<td>• 45Mil ARR (40% Annual growth)</td>
<td>• TAM: $1.8B</td>
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<td>• Shift left on ‘management cost’ towards cognitive. 11% for a German CSP</td>
<td>• 18 live customers</td>
<td>• Smart Data Acquisition, End-to-End ESG data management</td>
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<td>• 7 Current Customers</td>
<td>• 20 PoCs underway</td>
<td>• Accelerate the ESG reporting and analytics by 30%</td>
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Modernize

A cognitive platform for transforming field operations.
- Launched in Sep ’22
- 3 Live Customers
- Opportunity to disrupt $30Bn spend

Integrated Cloud Platform:
- TAM: $500B
- 40% faster discovery
- 30% faster migrations
- 30+ Customers

Aftermarket platform for manufacturing
- >$300Mn cost eliminated
- 120+ Enterprise Systems
- 30 Countries
- 20 Languages
Monetize

**MobiLytix™**
- Customer Value Management (CVM)
  - $10Bn TAM
  - 250Mn consumers impacted
  - 30% CAGR
  - +12% Peak Incremental Revenue

**YABX**
- Cloud lending and Savings Platform
  - $12 BN TAM
  - 50Mn+ Customers Credit Scores
  - >$100Mn Annual loan Disbursal
  - >1Mn Unique Customers
  - 10X ARR YoY Growth

**Mobiquity**
- Digital Payment Gateway
  - 80+ Deployments over 50+ Countries
  - 150Mn Wallets powered
  - $200BnTransaction Value
Platforms – The next big thing at Tech M

Scale to Grow 2X in 3 years
Cross Industry problems via Platforms
Deep Technology Partnerships

World Class Platform hub
Strengthen Innovation Hub via continuous investment
Run problem solving labs for the 1250+ universe

Comviva 2.0 at the Core
Launch in April’23
Strengthen business and tech leadership, directing Platform Strategy