AnyMind Group launches AI ad optimization feature on AnyManager, cutting app ad operations workload by 84%
New feature enables app publishers to automate and optimize ad operations with AI to reduce manual workload significantly

Singapore - September 3, 2025 - AnyMind Group [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced the addition of a new AI Optimization feature for app developers on its media and mobile app growth platform, AnyManager. In testing, the AI feature reduced operational workload by 84% while maintaining ad revenue.

Developed using ad monetization data from over 350 apps that AnyMind Group supports, along with operational expertise, the AI Optimization feature automates settings and adjustments traditionally handled manually by ad operations staff. This enables app developers to improve ad revenue while reducing operational workload.

Typically, adjustments for areas such as ad placement and frequency have been executed manually based on factors such as eCPM and impressions. With the AI optimization feature, app publishers can leverage a solution that automatically determines and applies optimal ad settings, eliminating the need for specialized or institutionalized knowledge and enabling high-precision ad operations, reducing dependency on individual expertise and improving efficiency.

Between July 2025 and August 2025, AnyMind Group's Japan-based publisher trading desk, FourM, tested the AI Optimization feature on apps developed and operated by the company. The results showed significant reductions in workload while maintaining the same level of ad revenue as if done by a human. This includes:
- Reduction in operational workload: Reduced from 60 hours to 10 hours (approx. 84% reduction)
- Automation of traditionally manual tasks: AI automated many tasks previously handled manually, including analysis, research, and configuration
- No change to ad revenue: Maintained at the same level as manual operations, demonstrating efficiency without compromising quality

About AnyMind Group
Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides end-to-end offerings to brands and businesses, publishers and influencers for digital commerce, marketing, logistics, customer engagement, data and AI utilization, publisher monetization and creator monetization. AnyMind Group has over 2,000 staff across 24 offices in 15 markets,

including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

As of June 2025, the company serves over 1,000 enterprises for marketing, 190+ enterprises for e-commerce, 1,800+ publishers and 2,300+ creators. More information is available on the company's [investor disclosure site](#).

About BPaaS
Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.