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ASX ANNOUNCEMENT

26 May 2023

2023 ANNUAL GENERAL MEETING – CEO PRESENTATION

Appen Limited (**Appen**) (ASX:APX) provides the attached CEO presentation to be delivered at today's Annual General Meeting commencing at 10.00am AEST.

The webcast of the AGM can be joined at: [Webcast - Registration \(openbriefing.com\)](https://openbriefing.com)

Authorised for release by the Chair and Chief Executive Officer of Appen Limited.

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About Appen

Appen is the global leader in data for the AI Lifecycle. With over 25 years of experience in data sourcing, data annotation, and model evaluation by humans, we enable organisations to launch the world's most innovative artificial intelligence systems.

Our expertise includes a global crowd of more than 1 million skilled contractors who speak over 235 languages, in over 70,000 locations and 170 countries, and the industry's most advanced AI-assisted data annotation platform. Our products and services give leaders in technology, automotive, financial services, retail, healthcare, and governments the confidence to launch world-class AI products.

Founded in 1996, Appen has customers and offices globally.



Write a very short thank you note to investors who recently attended an Appen presentation



Dear Valued Investors,

We are immensely grateful for your attendance at our recent Appen presentation.

Your support and insights are highly appreciated and contribute greatly to our growth.

Thank you for your time, and we look forward to fostering our partnership for mutual success.

Make it more friendly, these people are our valued investors!



Dear Esteemed Investors,

We are thrilled that you could join us for the Appen presentation.

We are truly lucky to have such supportive investors like you who are also our biggest cheerleaders.

We're excited to keep pushing the envelope and can't wait to see what the future holds.

Write a python script to create an openai based chatbot



Python

```
import openai
import os

openai.api_key = 'your-api-key' # Replace with your actual key

def ask_gpt3(question, chat_log=None):
    if chat_log is None:
        chat_log = []

    chat_log.append({
        'role': 'system',
        'content': 'You are a helpful assistant.'
    })
    chat_log.append({
        'role': 'user',
        'content': question
    })

    response = openai.ChatCompletion.create(
        model="gpt-3.5-turbo",
        messages=chat_log
    )

    answer = response['choices'][0]['message']['content']
    return answer, chat_log

# Test the chatbot
question = "Who won the world series in 2020?"
answer, chat_log = ask_gpt3(question)
print(answer)
```

DragGAN AI





28 years

1995



Founded by
Julie Von
Willer, PhD
Linguistics

1990s



Initial
language AI

2000s



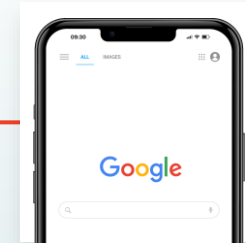
Government
language AI

2010s



Voice
interface

2010s



Search and
social media

2020s



Enterprise
and China

We power the world's leading AI

Google

amazon

 Microsoft



 Adobe

Bloomberg

 Pinterest

nextdoor

LinkedIn

SIEMENS

ORACLE

 Dolby

BEST
BUY

THE
HOME
DEPOT

 *BOEING*


AIRBUS

— + many more —

A close-up, profile view of a woman with dark, curly hair tied back. She is wearing a dark blue shirt with white polka dots. She is holding a black smartphone to her mouth with her right hand, appearing to be in a voice call. Her gaze is directed upwards and to the right, with a thoughtful or listening expression. The background is softly blurred, showing what appears to be an indoor setting with a window or light source on the right.

Human alignment with **AI**

Customisation

77%

Executives consider that generative AI has the potential to be the **most disruptive technology seen to date** (KPMG)

Risk

90%

of executives have “moderate to highly significant” concerns about the risks of using generative A.I. and **doubts about how to mitigate those risks** (KPMG)

Fine tuning Customisation

Optimise model performance to **align with human experiences**

Assurance Risk

Ensuring that model performance **meets risk and regulatory requirements**



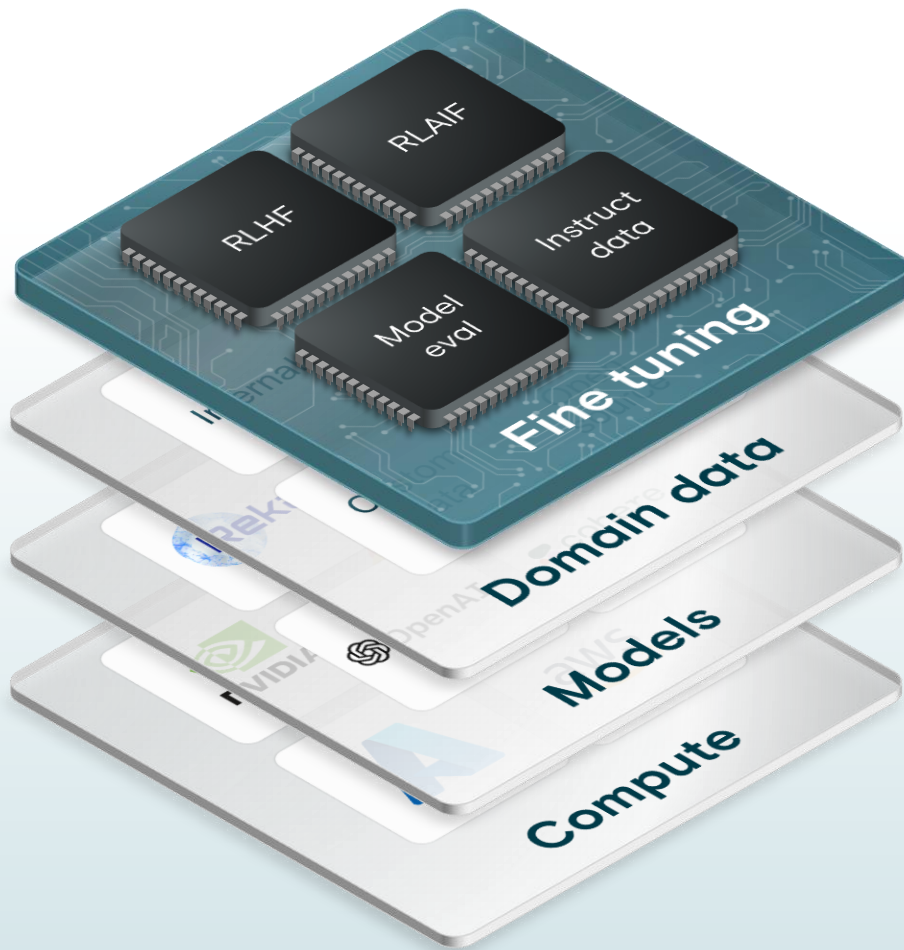
Compute **for building and fine-tuning models**, including on-prem for increased data security



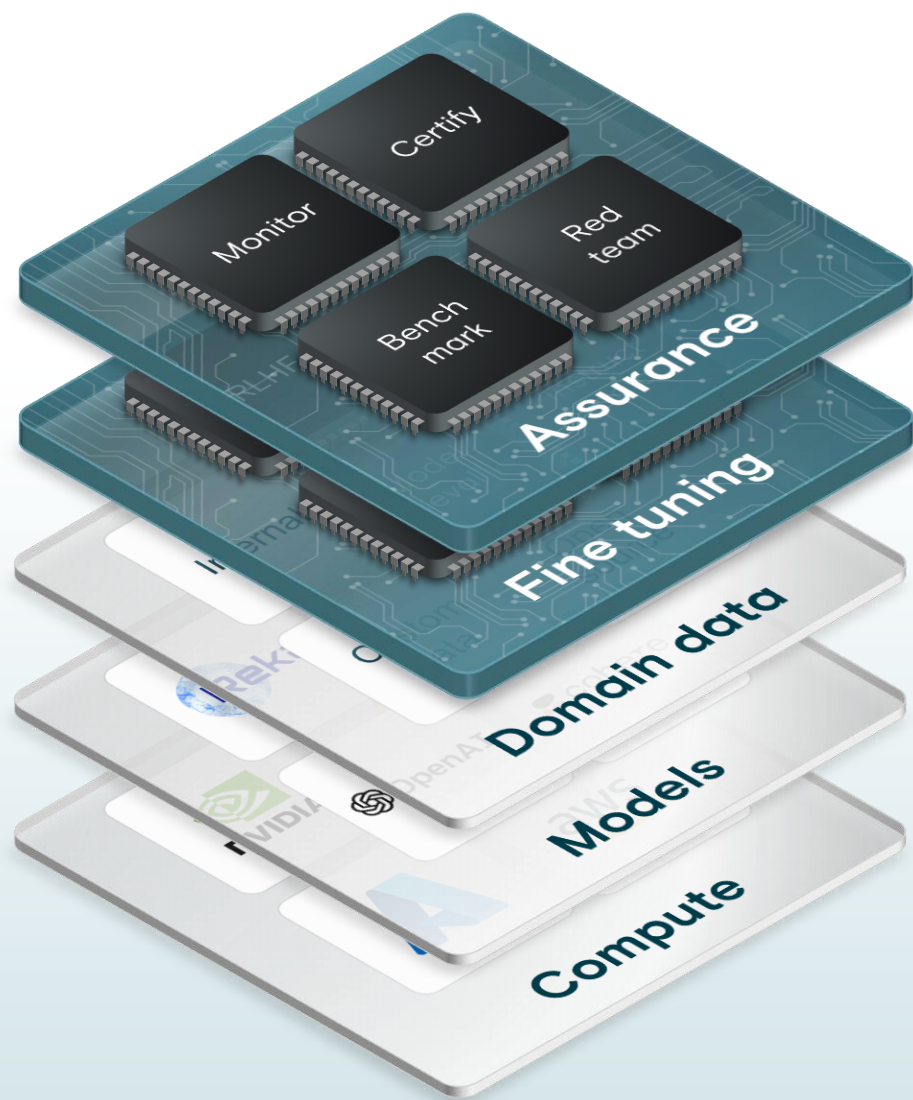
Foundation models **trained on large volumes of generic data**



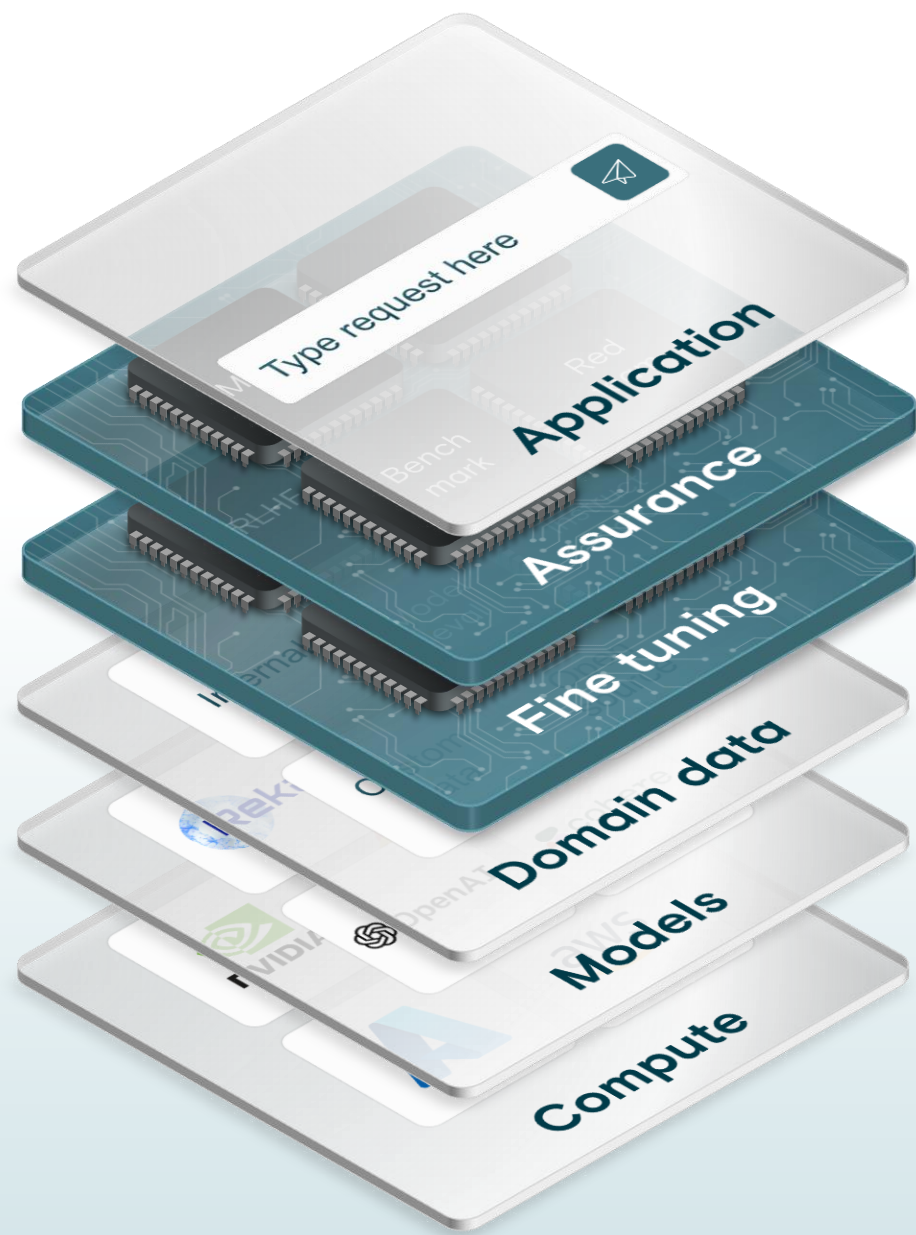
Domain data that is used to **customise foundation models** to work for specific use cases



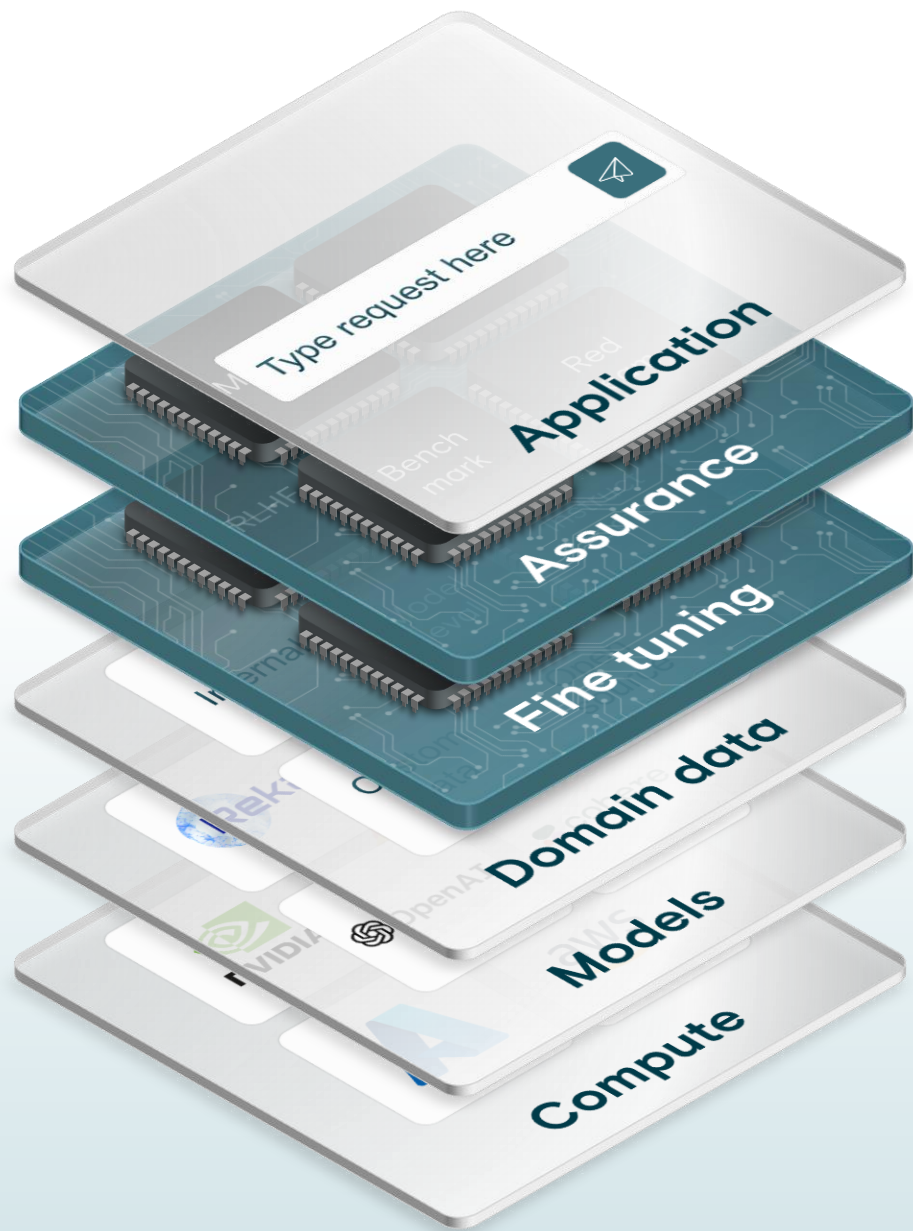
Optimise model performance
to **align with human experiences**



Ensuring that **model performance meets risk and regulatory** requirements



Application interface for
custom generative AI models



Contact centre

Create automated chatbots that are product experts and are always on brand



Knowledge management

Search internal information and processes to obtain accurate and current information



Discovery

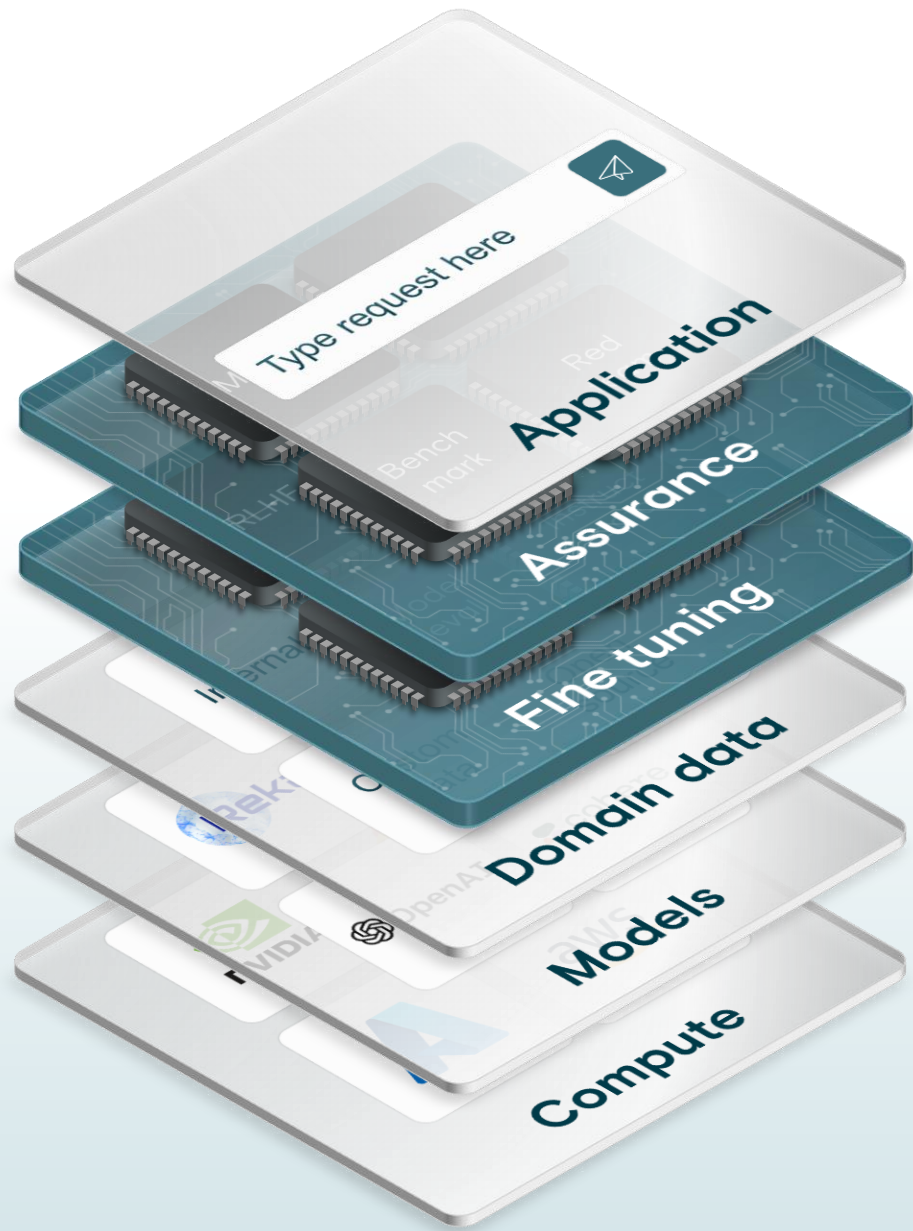
Easily search across a large volumes of internal and external data to understand customer information



Ecommerce

Conversational ecommerce that better matches products to customer requests

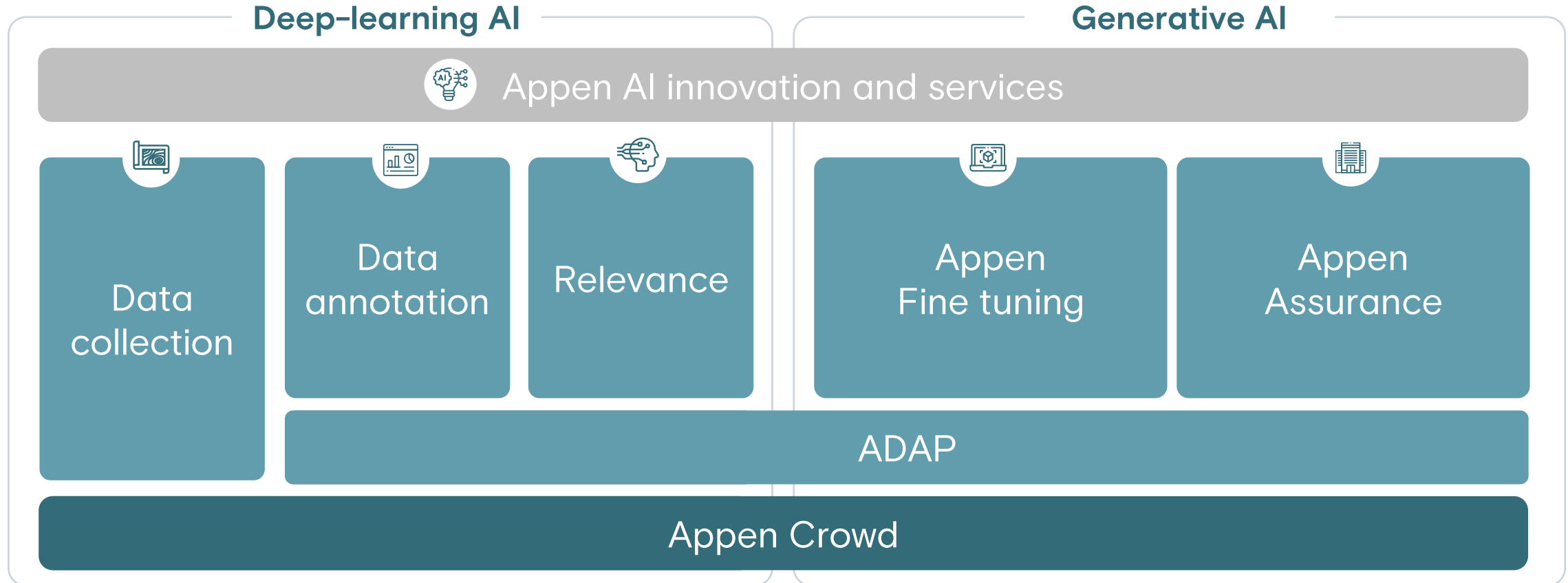
+ many more



Software ate
the world

Now AI is
eating software

\$308B AI opportunity



\$308B TAM by 2026¹

Focus for first 4 months has been on resetting for growth



Operational rigour

- Establish business management systems
- Cost reallocation to growth vectors



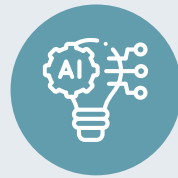
Product velocity

- Launch products that capture new market growth
- Incorporate Generative AI labeling automation
- Drive internal productivity improvements



World class go-to-market

- Build consultative sales and go-to-market capabilities
- Elevate our brand with greater marketing awareness



Ecosystem partnerships

- Expand our partner ecosystem to reach more clients
- Focus on key industry verticals



#AIforGood

- Deliver trustworthy AI for our clients
- Responsibility by design
- Establish and chair AI for Good Committee
- One Appen

○ Completed ○ In progress



Immediate priorities



Operational rigour

- Execute cost saving initiatives
- Target operating model deployed
- Streamlined crowd onboarding process



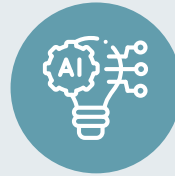
Product velocity

- LLM benchmarking product launched
- Model monitoring solutions launched
- Synthetic instructive datasets launched



World class go-to-market

- New sales leaders and structure in place
- Sales ops function established
- New CMO in place to amplify brand value



Ecosystem partnerships

- Expanded set of ecosystem partners
- Joint go-to-market approach in place



#AIforGood

- Focus on conversion to renewable energy
- Active recruitment of Impact Sourced Crowd



Management to deliver next phase of growth



Armughan Ahmad
Chief Executive Officer
Joined in 2023

Corporate



Helen Johnson
Chief Financial Officer
Joined in 2023



Andrea Clayton
Chief People &
Purpose Officer



Carl Middlehurst
VP, General Counsel



Sujatha Sagiraju
Chief Product Officer



Saty Bahadur
Chief Technology Officer
Joined in 2023



Ryan Kolln
SVP, Strategy &
Innovation

Sales and delivery



Andrew Ettinger
Chief Revenue Officer
Joined in 2023



Brian Haskett
GM Delivery Operations



Mike Davie
GM Quadrant



CMO
Chief Marketing Officer
Joining in 2023



Roc Tian
GM China

#CultureCode

PURPOSE

We unlock the power of #Alforgood to build a better world.

PERSPECTIVE

We are a learn-it-all culture and embrace that comfort and growth do not coexist.

PROSPERITY

Four **values** unite us



Customer
obsessed



Courage to
innovate



Action
oriented



Winning
together

