An AI-first world

Artificial intelligence (AI) plays a crucial role in marketplace operations, enhancing user experiences and optimising efficiency.

In this rapidly evolving landscape, AI adoption is no longer optional. Companies leveraging AI are accelerating their relevance to consumers, enhancing personalisation, and driving unprecedented growth. At Naspers, we are committed to leading this AI-driven transformation. Through the Prosus Ventures team, the group invests in new technology growth opportunities within AI that support the group's existing ecosystem or potential new growth opportunities. Examples of these systems include:

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The Naspers AI strategy has clear pillars:

toqan

Amplify work
Everyone in Naspers to work more productively using AI

Innovate faster
Every group company to become best-in-class in AI and innovation

Invest in AI-first
Build a portfolio of investments that accelerate radical innovation

Build ecosystem
Leverage data, knowledge insights, AI, customers to accelerate whole Naspers ecosystems.

Our AI-first approach, available across our platforms, also offers significant benefits for companies within our ecosystems through expanded services, optimal operations that are also safer, and faster innovation to underpin sustainable growth and unique data scale to deploy AI. AI is already making our marketplace operations significantly more efficient.

Naspers is rapidly developing and deploying AI across its ecosystems to support business growth, innovate and improve our competitive ability. Some examples of AI applications in our operations include:

Personalised recommendations

We use AI to analyse user behaviour and recommend products tailored to individual preferences.

Search engine optimisation

AI ensures better search functionality by predicting user intent, understanding natural language, and providing relevant results quickly.

Fraud detection

AI is used to detect and prevent fraudulent activities by analysing transaction patterns and flagging suspicious behaviour.

Customer support

AI chatbots and virtual assistants automate customer interactions, resolve issues, and ensure 24/7 support.

Delivery and predictive logistics

AI is used to optimise delivery routes, predict demand, and ensure efficient logistics management.

Inventory management

AI helps businesses predict stock requirements, reducing overstock or shortages.

Ad targeting and optimisation

AI is used to provide targeted ads based on user preferences, location and online behaviour.

Predictive analytics

AI analyses data to forecast market trends, enabling our businesses to make informed decisions regarding inventory or marketing efforts.

AI has become an indispensable tool for our platforms, driving innovation and enabling seamless user experiences.

Proven AI applications from across the Naspers ecosystem, focusing our better serving our customers in an AI-first world:

Logistics
- 30 million orders delivered using 25 million AI-generated 'most efficient' routes per month
- Cost to deliver down 16%.

Trust and safety
- Daily, AI moderates 95% of 2 million listings, processes over 7 million images, at human-level accuracy
- GenAI reduced cost for detecting bad content by additional 15%.

Marketing and growth
- Global AI lab
- 30% reduction in reacquisition costs
- 19% in monthly savings
- 800 models delivering services.

Customer support
- Support automated for customers (56%), drivers (74%) and partners (14%)
- Support costs down 40%
- Customer satisfaction up 5 percentage points.

Fraud prevention
- AI responsible for 60% of all payment decisions
- 0.1% charge-backs and 97% approval rate
- Saving 4% in abusive vouchers, and 5% in abusive refunds monthly.

Refer to pages 149 and 150 in our sustainability statements for more details on our AI approach and governance.