



J.P. Morgan **Generative AI Call Series**

NASDAQ: GDYN | JPMorgan (June 13, 2023)

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This presentation includes market data and other statistical information for sources believed by Grid Dynamics to be reliable, including independent industry publications and other published independent sources. Some data are also based on the good faith estimates of Grid Dynamics, which are derived from their review of internal sources as well as the independent sources described above. Although Grid Dynamics believe these sources are reliable, they have not independently verified the information and cannot guarantee its accuracy and completeness.

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In this presentation, Grid Dynamics supplements results reported in accordance with United States generally accepted accounting principles, referred to as GAAP, with non-GAAP financial measures, including Adjusted EBITDA, non-GAAP Net Income, Non-GAAP Gross Profit, and non-GAAP Earnings Per Share. Management believes these measures help illustrate underlying trends in Grid Dynamics’ business and uses the measures to establish budgets and operational goals, communicate internally and externally, for managing its business and evaluating its performance, including in comparison to prior periods. Adjusted EBITDA is defined as Earnings Before Interest, Taxes, Depreciation and Amortization, and excludes transaction and transformation-related expenses, stock-based compensation expenses, retention bonuses, restructuring charges, and geographic reorganization expenses. Adjusted EBITDA is not a measure of financial performance under GAAP and should not be considered as an alternative to, or more meaningful than, income from operations as a measure of operating performance or to cash flows from operating, investing or financing activities or as a measure of liquidity. Reconciliations of the differences between the non-GAAP measures to the comparable GAAP financial measures are included in this presentation. Grid Dynamics anticipates that it will continue to report certain non-GAAP financial measures in its financial results, including non-GAAP results that exclude stock-based compensation expense, acquisition-related charges, impairment of goodwill, amortization of certain intangible assets, retention bonuses, restructuring charges, Russia-Ukraine expenses items related to one-time charges and benefits, gains and losses related to foreign exchange, and the tax impact of any such pre-tax adjustments. Because these non-GAAP financial measures are not calculated in accordance with GAAP, these measures are not comparable to GAAP and may not be comparable to similarly described non-GAAP measures reported by other companies within Grid Dynamics’ industry. Consequently, Grid Dynamics’ non-GAAP financial measures should not be evaluated in isolation or supplant comparable GAAP measures, but should be considered together with the information in Grid Dynamics’ consolidated financial statements, which are prepared in accordance with GAAP.

Your Grid Dynamics team today



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Enterprise AI in Grid Dynamics

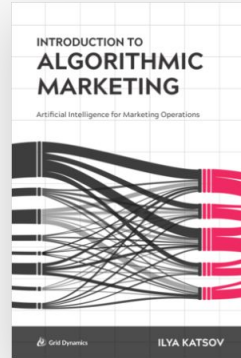
7+ years in
*delivering AI
solutions for
World-Leading
Enterprises*

Recent GenAI articles on Grid Dynamics Tech blog:

[Applications of Generative AI in Digital Commerce](#)

[Revolutionizing product visualization with Generative AI](#)

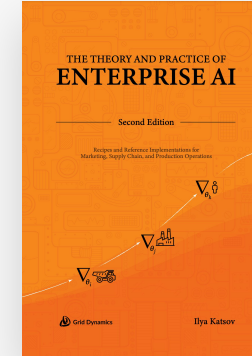
[Transform your product design processes and personalization services with generative AI](#)



Introduction to Algorithmic Marketing AI for Marketing OPS (2017)

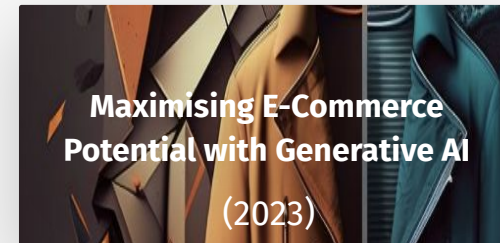


Driving business success with generative AI



The Theory and Practice of Enterprise AI (2022)

- <https://www.enterprise-ai-book.com/>
- <https://www.amazon.com/dp/B0C54H6C3R>



Maximising E-Commerce Potential with Generative AI (2023)



TensorHouse

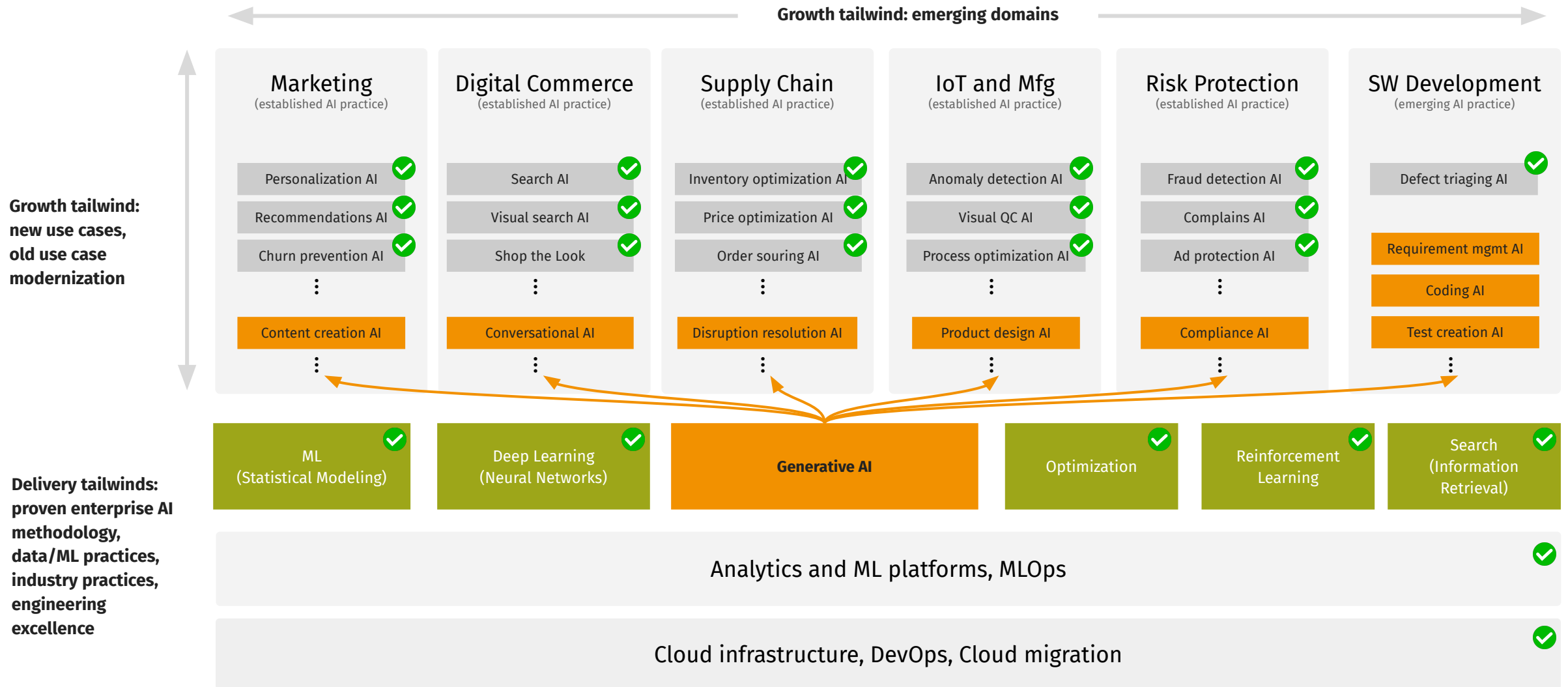
An open sourced collection of reference
ML and optimization models for
enterprise operations

- [GitHub repo](#)
- 40+ models
- 900+ stars on GitHub

Generative AI Industry readiness framework e-Book (2023)





































We have a solid foundation for delivering GenAI solutions with results



Our Enterprise AI Experiences Spans Across Industry Verticals

Proven successful implementations across core industries and practice areas - Some featured engagements

Customer Intelligence		Pricing and Supply Chain		IoT	Product Discovery	Risk Management
 Offer targeting platform	 Churn Prevention	 Promotion optimization	 Price & promo optimization	 Visual quality control	 Visual product search	 Ad fraud protection
 Next best action	 Complaint prevention	 Price Engine	 Inventory optimization	 Quality control	 Semantic vector search	 Fraud detection
 Offer targeting	 Product recommendations	 In-store replenishment	 Fuel distribution control	 Anomaly detection	 Semantic search & merchandising	 IT anomaly detection
 Recommendation, LTV models	 UI Personalization	 Inventory Management	 Manufacturing risk modeling	 Tire type recognition	 Fashion AI: recommendations & visual attribution	 Fraud detection

 Retail
  Manufacturing
  Fin Services
  TMT
  Pharma
  Hospitality

Enterprise AI - Success Across Industries

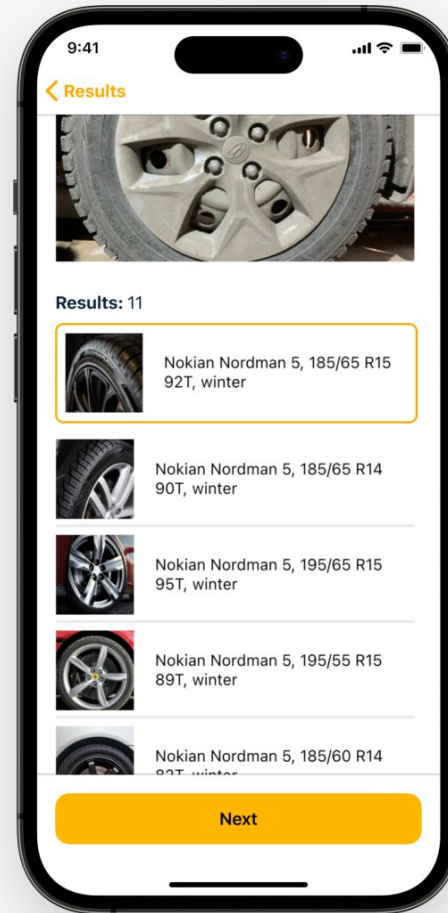
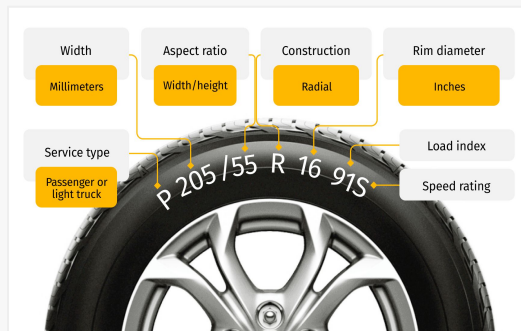
AI & computer vision at a Global Tire Manufacturer

Problem statement

Improve efficiency at dealerships with tire sales and maintenance.

What we did

We created an AI-based platform for tire recognition, health evaluation, and predictive maintenance. Platform is based on deep learning and was delivered as a cloud-based solution to dealers.



AI at a Global Pharma Company

Problem statement

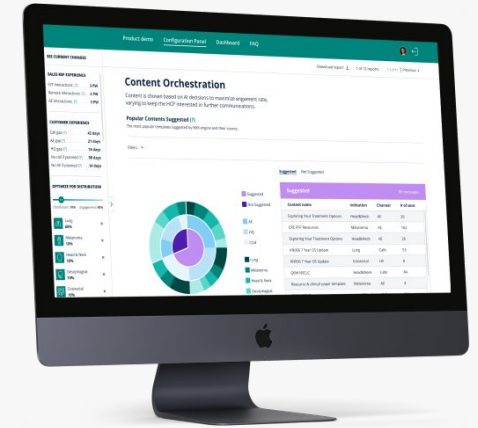
At global pharma company, siloed sales and marketing teams struggled with low customer engagement despite high frequency of outreach.

What we did

Implemented AI-based solution to consolidate and optimize marketing worldwide.

Outcome

Higher customer engagement across channels.































“It keeps me on track and in touch with my customers

“Having a suggestion pop up promotes my critical thinking

“It comes up with suggestions you may have never thought of

Strong GenAI Demand Across Industries and Use Cases

We are engaged with about **20 customers** in discussions, workshops, and proofs of the concept

Conversational AI		Customer experience	Data analytics	Content creation	Dev productivity
Leading wealth management company 	Leading restaurant chain 	Leading Automotive parts retailer 	Global beverage brand 	Major apparel brand 	Auto manufacturer 
Tier-1 pharma company 	Tier-1 home improvement chain 	Global shoes brand 	Leading Automotive parts retailer 	Leading wealth management company 	Grid Dynamics internal productivity with dev co-pilots
Leading beauty retailer 	Major chemicals marketplace 	Global sportswear manufacturer 	Major healthcare provider 	Major retailer 	
 Knowledge assistant	 Employee and customer support	 AI search	 Data cleaning	 Creative copy	 legacy code migration
 Digital shopping assistant		 Virtual try on	 Attribution	 Product design	
		 Personalization	 Market analytics		

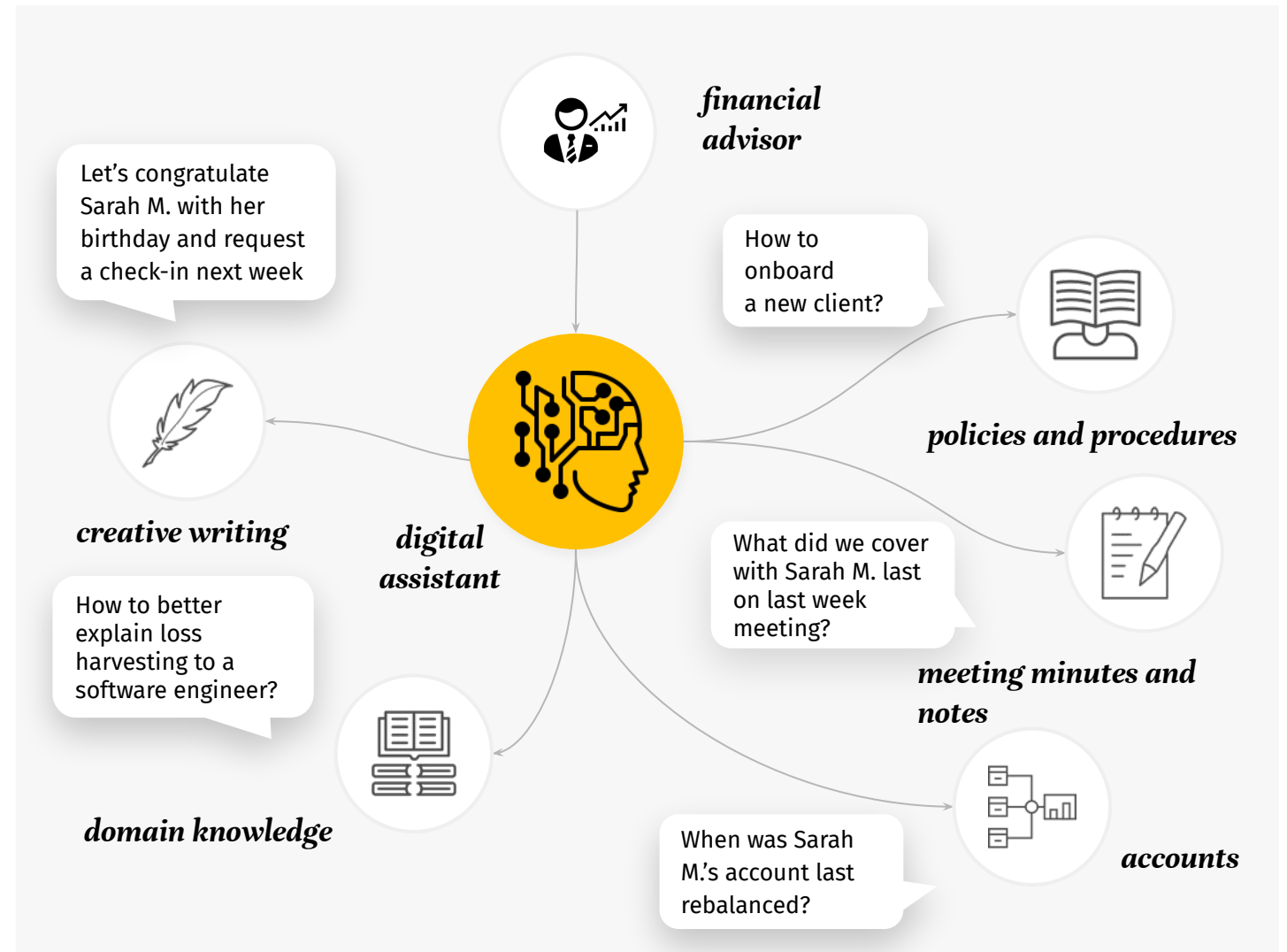
Generative AI for Wealth Management

Problem statement

A major wealth management institution is planning to introduce conversational digital assistant (based on AI) to improve Financial Advisors productivity

Out solution will offer to financial advisors:

- AI-based conversational platform to address any queries
- Ability to create and personalize offerings to customers more efficiently
- Ability to access company-wide knowledge base in natural language



Conclusion



1

GenAI is a transformative technology with a profound impact, currently in early stages of development

2

Grid Dynamics leverages its 7+ years of AI experience and Enterprise AI business framework to accelerate GenAI adoption

3

We witness high demand in Gen AI solutions with active interactions with 20+ customers across industries

4

Grid Dynamics has developed a playbook for business uses that can benefit from genAI across industries

5

In Q3, Grid Dynamics will release 5+ reference implementations with partners across BFSI, Retail and CPG/Mfg

6

Grid Dynamics AI pedigree, deep technology expertise and innovative culture is a strong advantage in adopting GenAI



Grid Dynamics

Trusted engineering partner for digital transformation

Thank you!

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