

Artificial intelligence


Artificial intelligence and machine learning (AI and ML) are rapidly becoming ubiquitous features of modern life.

Highlights

2023

 AI adoption globally is **2.5 times higher** in 2022 than in 2017

 AI market size expected to reach **US\$407bn** by 2027 (2022*: US\$87m)

 Projected annual growth rate of **37.3%** from 2023 to 2030

 Over **75%** of consumers are concerned about companies using AI – addressing these apprehensions will be crucial

 But **65%** of consumers say they'll still trust businesses that use AI – companies using AI responsibly and transparently can maintain consumer confidence and harness AI's potential to improve customer experiences

* Estimated.

Prosus offers

» AI is core to what we do and how we do it, and we are determined to use it as widely and as well as possible – making better and better use of AI, to improve everyday life for billions of people around the world.

» We ensure we develop and deploy AI as quickly as possible to support business growth, and innovate and improve our competitive ability. And we seek to always do this in the right way – by design, ethically and responsibly.

» Robust principles on how we develop and deploy AI:

- Deploy AI everywhere it makes business sense.
- Develop AI-by-design for innovation in products and services.
- Develop and deploy AI ethically and responsibly.

» Ahead of increased regulatory scrutiny, we have formal policies on responsible and ethical use of AI, data privacy and sharing, cybersecurity and more.

» Across the group, we apply data science and AI in numerous ways to add value for customers, partners and the business, and to fulfil our purpose: better product recommendation, fraud prevention, content moderation, logistics optimisation and more. We also use AI to develop new products and concepts across our segments, such as content creation and search in Edtech.

» We engage with several data-science-for-social-good initiatives, dedicated to adopting AI in projects with a positive social impact.