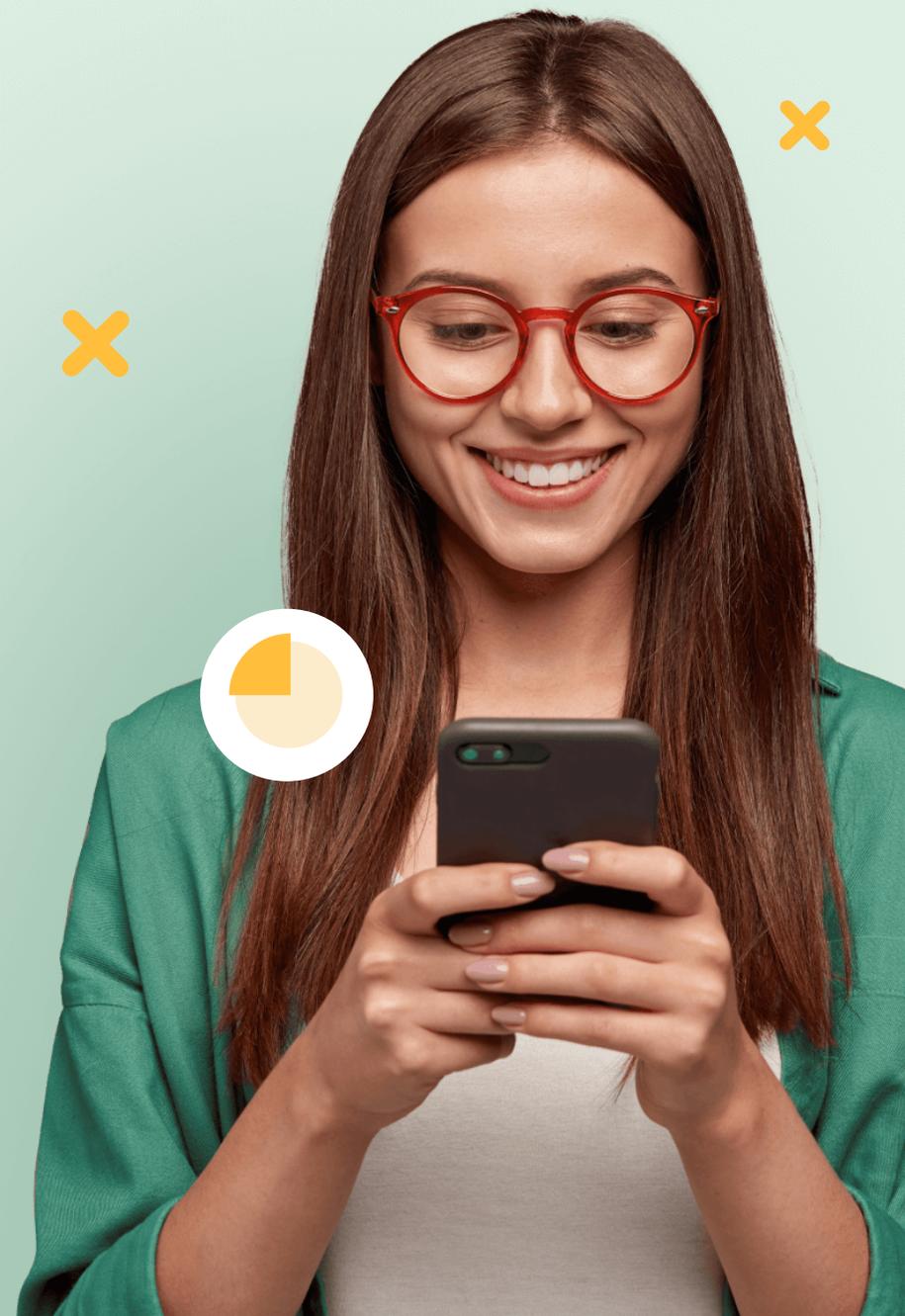




Restated historical segment reporting

Roshan Saldanha, CFO
Thomas Heath, Chief Strategy Officer
Ola Elmeland, Investor Relations Director

APRIL 16, 2024



150,000+

business
customers

800bn+

interactions
per year

60+

countries with
local presence

Scalable cloud communications
platform for messaging, voice and email

Pioneering the way the world communicates



SEK 28.7bn

net sales in the
past 12 months

SEK 9.5bn

gross profit in the
past 12 months

SEK 3.6bn

Adj. EBITDA in the
past 12 months

Changes to our reporting

01

Reporting changes from Q1

- Sinch announced changes to its operating model on 26 October 2023.
- New organization implemented from 1 January 2024.
- Updated external reporting matches changed internal governance and accelerated product integration.
- Proforma figures for 2023 are available at investors.sinch.com.

02

Three operating segments

- Integrated sales force now tasked to sell the full Sinch portfolio.
- Regional structure with three operating segments:
 - Americas
 - EMEA
 - APAC
- Replaces earlier segments Messaging, Voice, Email, SMB.
- Will disclose Net sales and Gross profit by segment.

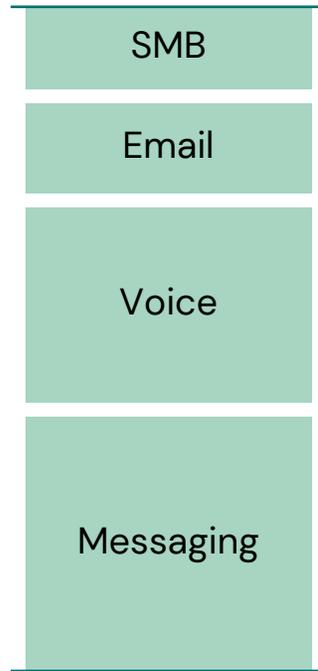
03

New product categories

- Financial performance by product supplements regional segment reporting.
- Updated product categories reflect accelerated product integration and focus on cross- and upselling:
 - Applications
 - API Platform
 - Network Connectivity

New reporting vs earlier disclosure

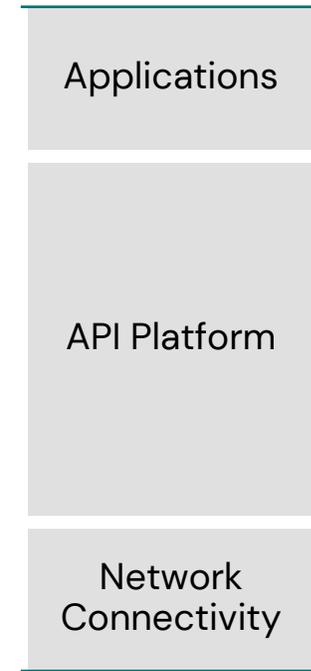
Previous operating segments



New operating segments



Complementary product view



Three operating segments

Americas

- Includes both North and Latin America.
- United States is the largest revenue contributor.
- Led by Julia Fraser, EVP Americas.
- 45% of all Sinch employees work in the region (across all functions).

EMEA

- United Kingdom and France are the largest contributing countries by revenue.
- Led by Nicklas Molin, EVP EMEA.
- 30% of all Sinch employees work in the region (across all functions).

APAC

- India and Australia are the largest contributing countries by revenue.
- Led by Wendy Johnstone, EVP APAC.
- 25% of all Sinch employees work in the region (across all functions).

Key financials by segment

SEKm	Americas	EMEA	APAC	Total
Headline financials				
Net sales	17,900	6,953	3,892	28,745
Gross profit	6,008	2,116	1,418	9,542
Gross margin (%)	33.6%	30.4%	36.4%	33.2%
Share of group total				
Net sales	62%	24%	14%	100%
Gross profit	63%	22%	15%	100%

New product categories



Customer Communications Cloud

Applications

- Software applications for customer engagement supporting use cases across marketing, operations and customer care.
- Targets business users.

API Platform

- APIs allow businesses to trigger mobile messaging, voice calling, and emails from their own internal or third-party IT systems.
- Targets developers and product managers.

Network Connectivity

- Primarily voice and messaging interconnect services, operator software and services.
- Target telecom operators and wholesale voice buyers.

Product categories by segment

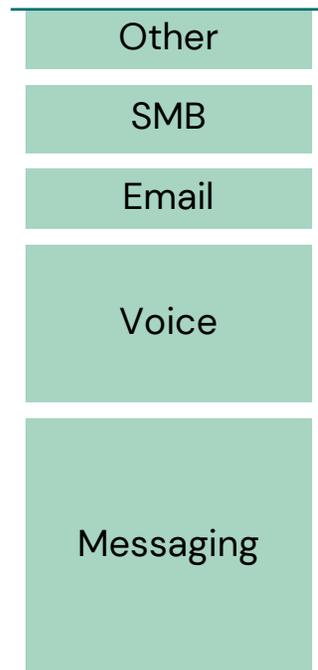
	Americas	EMEA	APAC	Total
Net sales				
Applications	6%	13%	31%	11%
API Platform	67%	78%	67%	70%
Network Connectivity	27%	9%	3%	19%
	100%	100%	100%	100%
Gross profit				
Applications	13%	29%	51%	22%
API Platform	56%	69%	46%	55%
Network Connectivity	31%	12%	3%	23%
	100%	100%	100%	100%

Previous segments vs new products

Share of total	Messaging	Voice	Email	SMB
Net sales				
Applications	3%	1%	24%	100%
API Platform	92%	26%	76%	–
Network Connectivity	5%	73%	–	–
	100%	100%	100%	100%
Gross profit				
Applications	11%	2%	23%	100%
API Platform	81%	36%	77%	–
Network Connectivity	8%	62%	–	–
	100%	100%	100%	100%

Updated Opex disclosure

Previously reported
Adjusted Opex by segment



Will now report group
Adjusted Opex by function



- Sinch reports group costs by nature, this remains unchanged.
- Opex, EBITDA and Adjusted EBITDA will be reported for the group, but not by operating segment.
- For increased visibility, Sinch will add complementary disclosure of group Adjusted OPEX by function.



Thanks!

For more information, contact:

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Select definitions

Gross profit

Net sales less the cost of services sold.

EBITDA

Profit for the period before finance income, finance expenses, tax and depreciation, amortization and impairment of intangible assets and property, plant and equipment.

Adjusted EBITDA

EBITDA excluding acquisition costs, integration costs, restructuring costs, operational foreign exchange gains/losses, costs of share-based incentive programs and non-recurring adjustments.

Operating expenses

Operating expenses are defined as the difference between gross profit and EBITDA and consist of the following items: Other operating income, Work performed by the entity and capitalized, Other external services, Employee benefits expenses and Other operating expenses.

Adjusted operating expenses

Adjusted operating expenses are defined as the difference between gross profit and Adjusted EBITDA and consist of the following items: Other operating income, Work performed by the entity and capitalized, Other external services, Employee benefits expenses, Other operating expenses and EBITDA adjustments.

Sales & marketing expenses

Expenditures associated with promoting and selling our products, including acquiring new customers, managing existing customer relationships.

Research & development expenses

Expenditures associated with the development, improvement and technical operations of our products. Note that a portion of our software development costs are capitalized.

General & administrative expenses

Expenditures for support functions such finance, human resources, facilities, information technology and other administrative functions.