



Welcome!





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Agenda

13.00 Introduction, market & strategy
Laurinda Pang, Thomas Heath

Product strategy
Sean O'Neal, Robert Gerstmann

Q&A

14.30 Break, coffee & demo stations

14.55 Americas
Julia Fraser

EMEA
Nicklas Molin

APAC
Wendy Johnstone

Sustainability
Karin Arrenfeldt

Financials
Roshan Saldanha

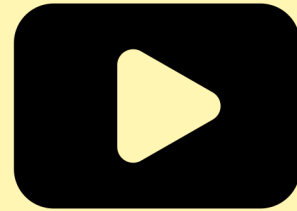
Q&A

Closing remarks
Laurinda Pang, Erik Fröberg

16.45 Mingle, drinks, & demo stations

18.00 End





Video:
Introduction to Sinch

Link:
<https://investors.sinch.com/cmd-intro>



Executive Summary

Laurinda Pang,
CEO





Key messages

1

Market

Sinch is a global leader in the market for Digital customer communications.

- Global market sized to \$85 billion
- Expecting 8–9% CAGR in 2024–2029
- Overall market growth fuelled by
 - Digital Transformation
 - Advanced Messaging
 - Artificial Intelligence

2

Transformation

We are reshaping our business to reaccelerate growth.

- Go-to-market Transformation
- Product Integration
- Operational Excellence

3

Value creation

We are focused on profitable and sustainable growth, organically and through M&A.

- Growth reacceleration through
 - Enterprise expansion
 - Self-serve capabilities
 - RCS and email
 - Partners and ecosystems
- EBITDA margin expansion
- Continued, high cash generation



New financial targets

Long-term value creation

Sinch's Board of Directors measures long term value creation through an assessment of free cash flow per share.

Targeting Net Zero emissions by 2050, in line with the Science Based Targets initiative (SBTi).

Mid-term financial targets

By the end of 2027, Sinch targets to reach:

- Organic growth in net sales and gross profit of 7-9% year-on-year.
- Adjusted EBITDA margin of 12-14%.

The organic growth rate reflects an ambition to grow faster than market in each product category.

Financial leverage policy

Sinch's financial leverage policy is that:

- Net debt over time shall be below 2.5 times adjusted EBITDA (measured on a rolling twelve-month basis).

Capital allocation

Cash generated from the business will be used to:

1. Reduce debt
2. Finance acquisitions
3. Return cash to shareholders



Strategy

Laurinda Pang,
CEO





Our Bold Ambition

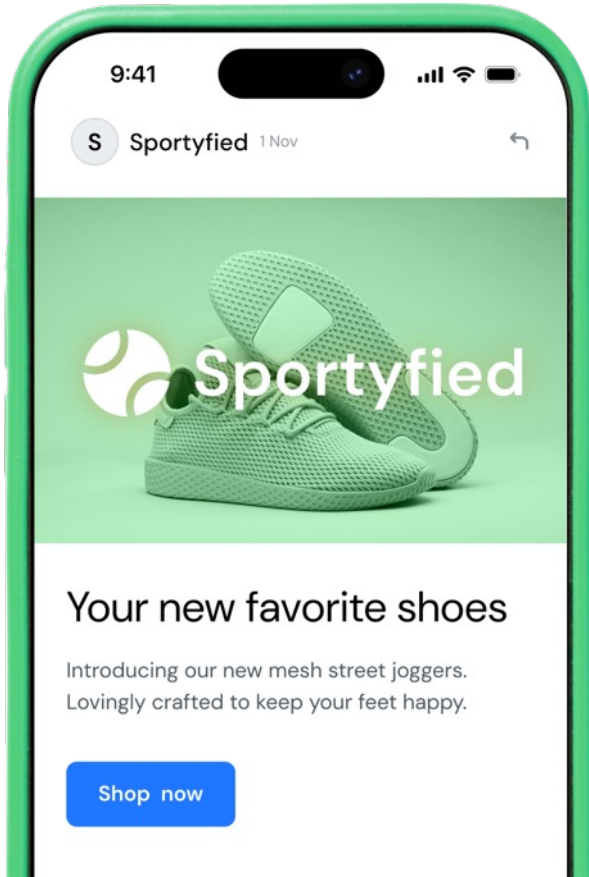
Pioneering the way the world communicates



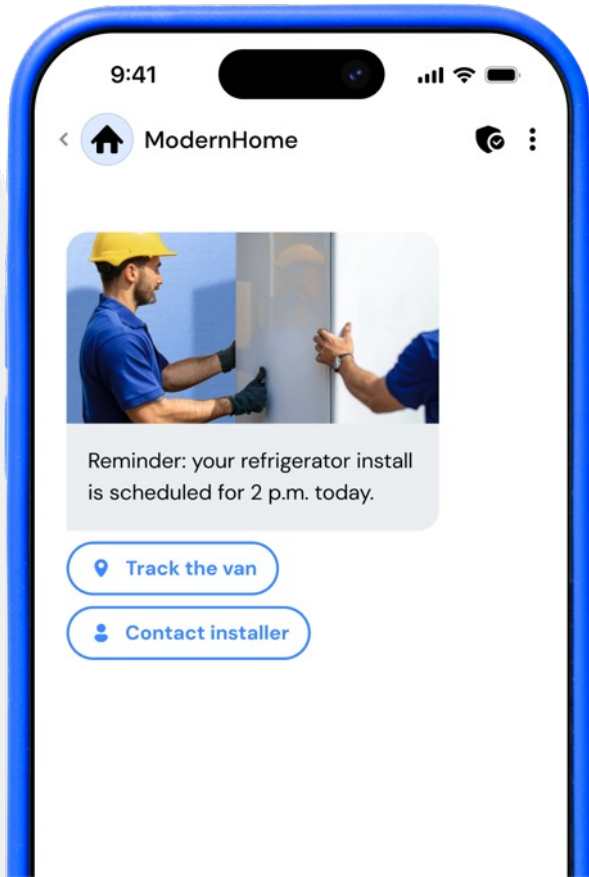


Businesses rely on digital communications to keep customers

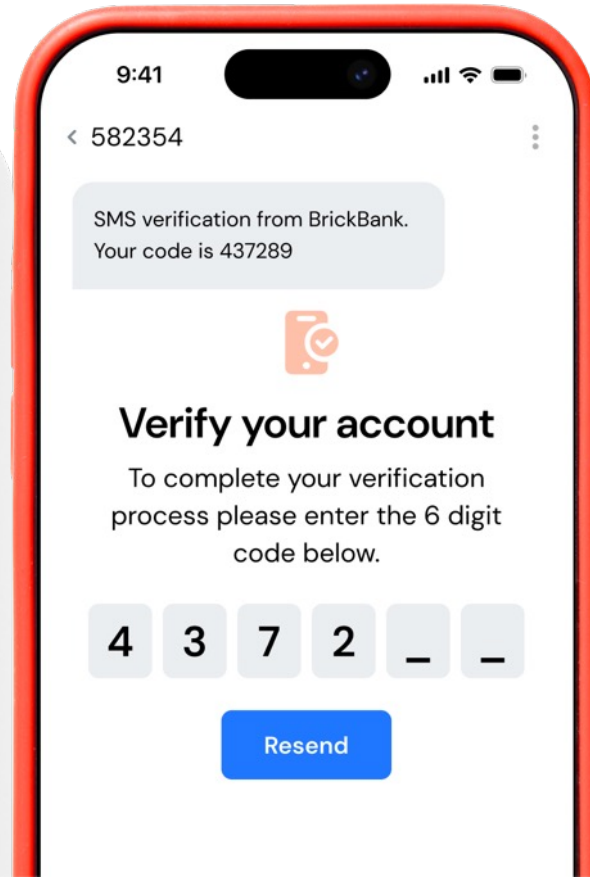
Engaged



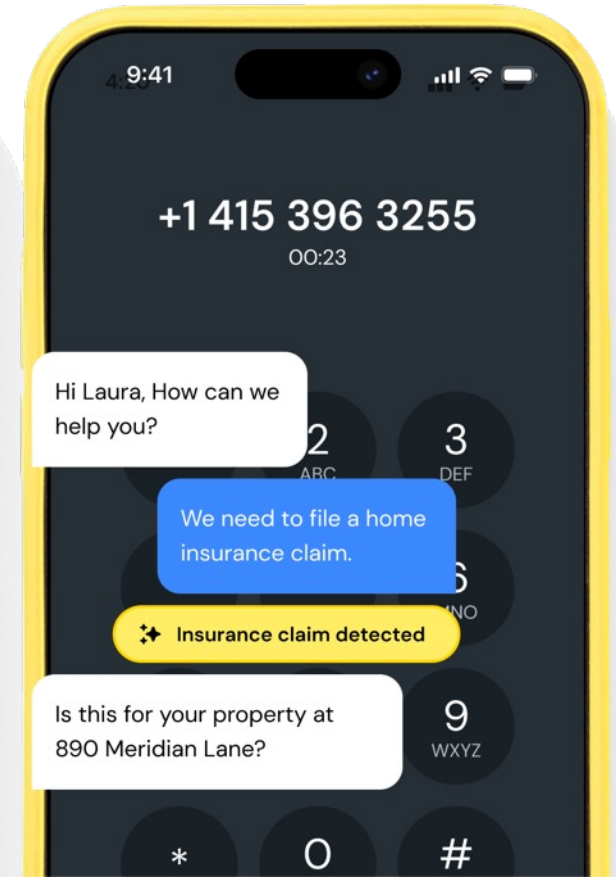
Informed



Safe



Happy





Businesses face multiple obstacles in delivering great customer experiences

High and rising customer expectations

- Large variations in channel preferences between generations and geographies.
- Significant changes in how people communicate with friends and family.
- App fatigue with reduced interest in adopting and using new mobile apps.





Increased fraud and regulation

- Increased regulatory requirements.
- Increased focus on data privacy and data sovereignty.
- Rules and regulations vary between countries.

Internal technology challenges

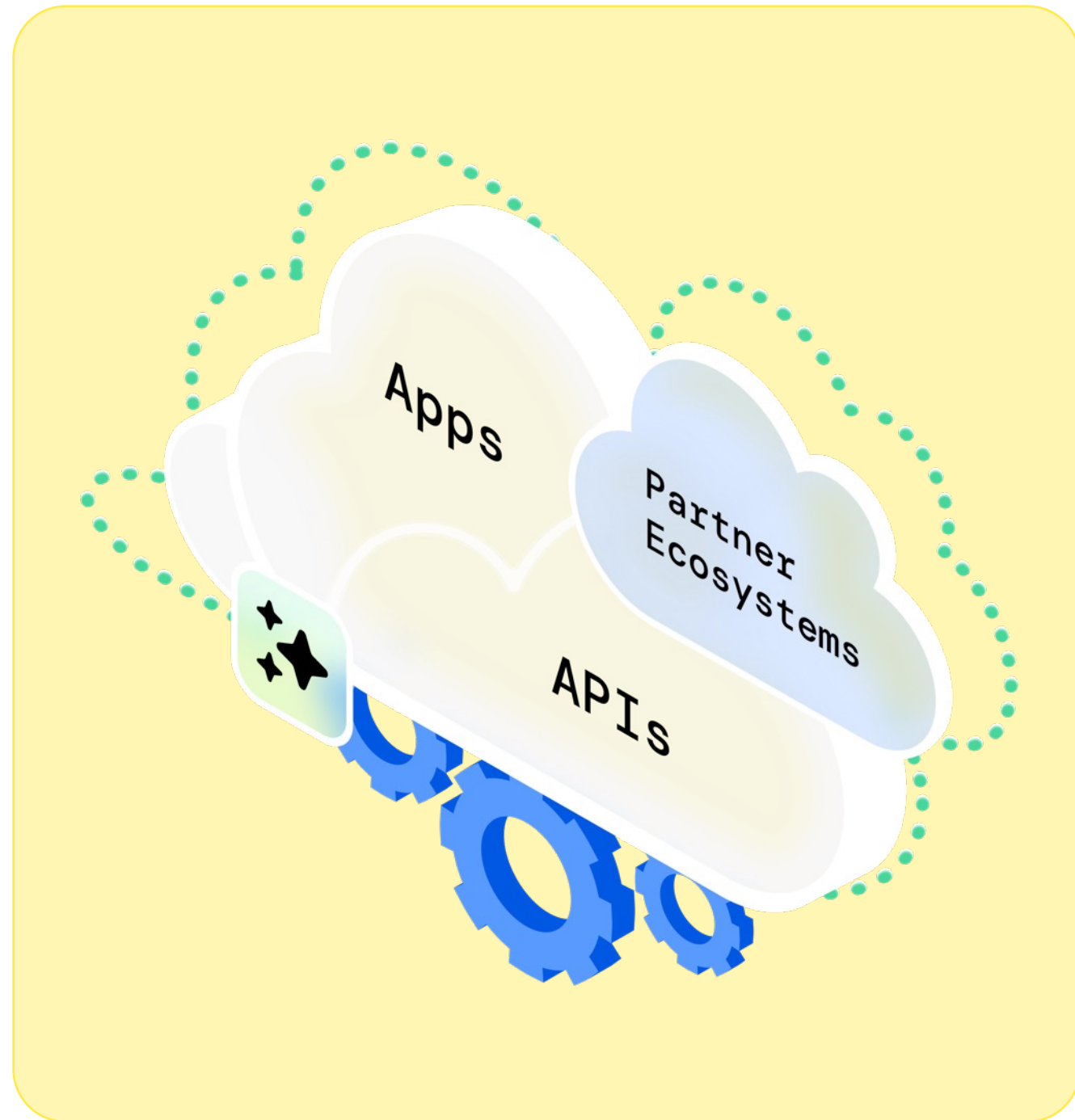
- Legacy technology hindering innovation.
- Siloed data preventing personalization.
- Fragmented systems landscape adding complexity.

New technology creates new opportunities

	From 	To
 Digital transformation	<ul style="list-style-type: none">Internally focusedSlow movingFragmented data	<ul style="list-style-type: none">Customer centricAgile and innovativeOrganized data
 Advanced messaging	<ul style="list-style-type: none">One-way notificationsText onlyUnsecure	<ul style="list-style-type: none">Interactive conversationsRich mediaVerified and encrypted
 Artificial intelligence	<ul style="list-style-type: none">Long wait timesLimited insightsHuman dependency	<ul style="list-style-type: none">Instant responsePersonalized answersTechnology enabled



Customer Communications Cloud





We differentiate across three key dimensions...

1

Enterprise-grade infrastructure

Powering over 800bn interactions per year.

- Scalable infrastructure to meet the needs of any size business.
- End-to-end control of the value chain with hundreds of direct carrier connections.
- Comprehensive coverage with strict security and compliance requirements.

2

Unmatched product breadth and depth

Removing the complexity of digital customer communications.

- Support all established and emerging communication channels.
- Accessible APIs, turnkey applications, and partner ecosystem.
- Intentional AI across our suite.

3

Global reach with local presence

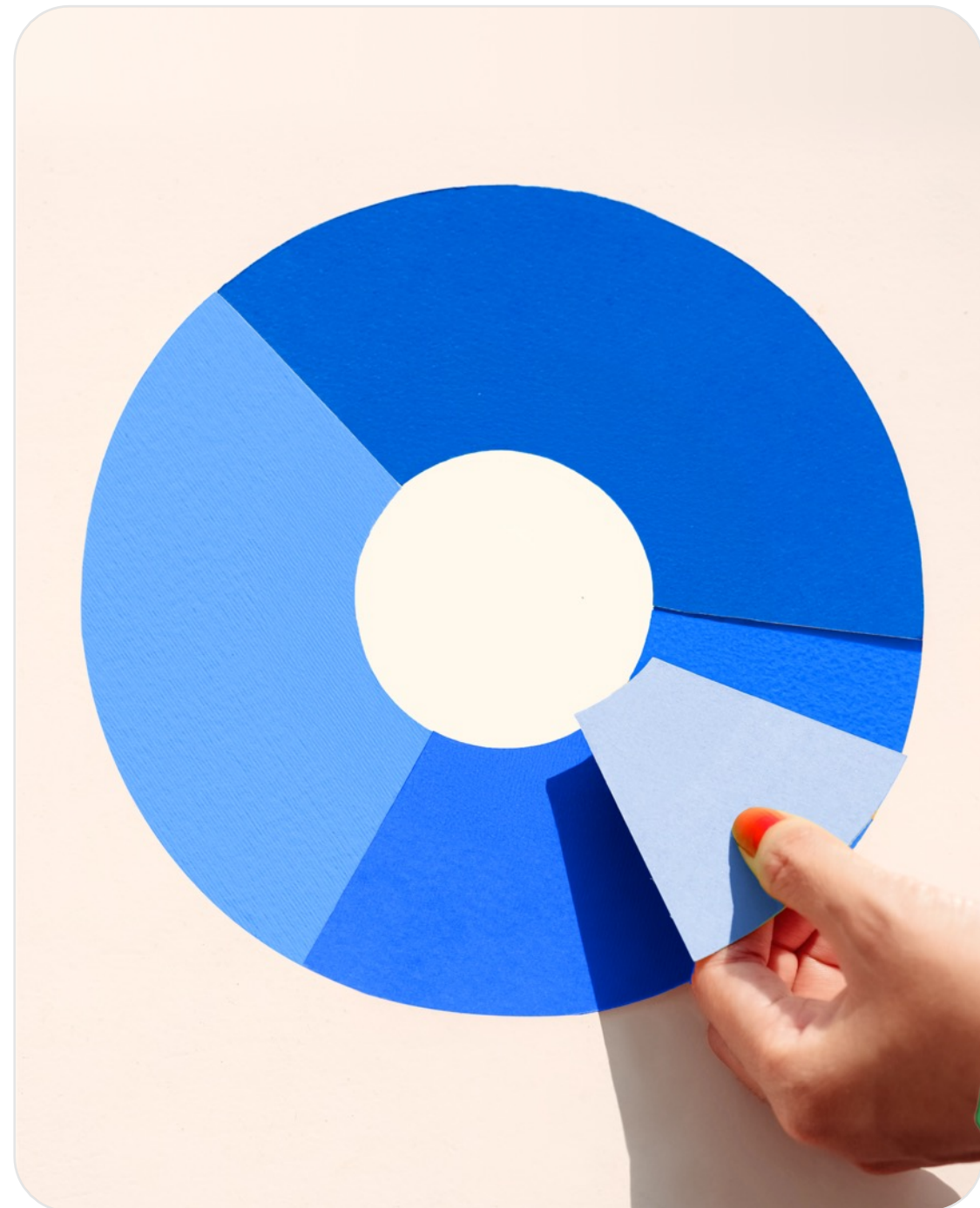
Reach any person on the planet, instantly.

- Industry-leading expertise and guidance.
- Local presence in 60+ countries.
- World-class support.



Market

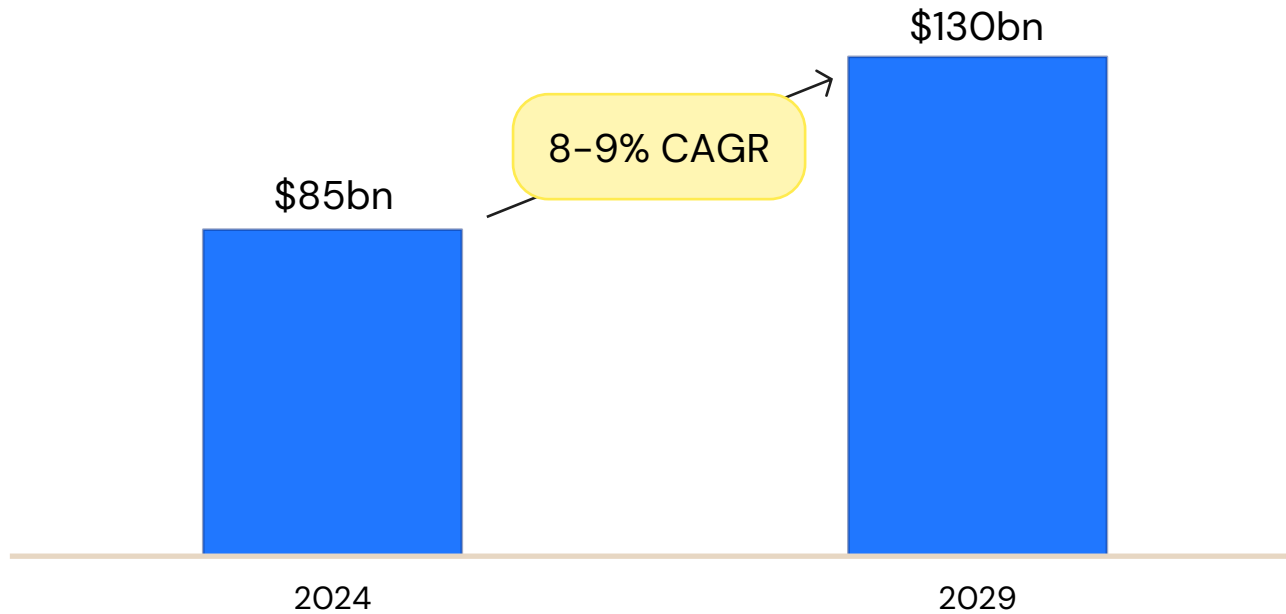
Thomas Heath,
Chief Strategy Officer





We address an \$85 billion, global market

Global market for Digital customer communications (\$bn)

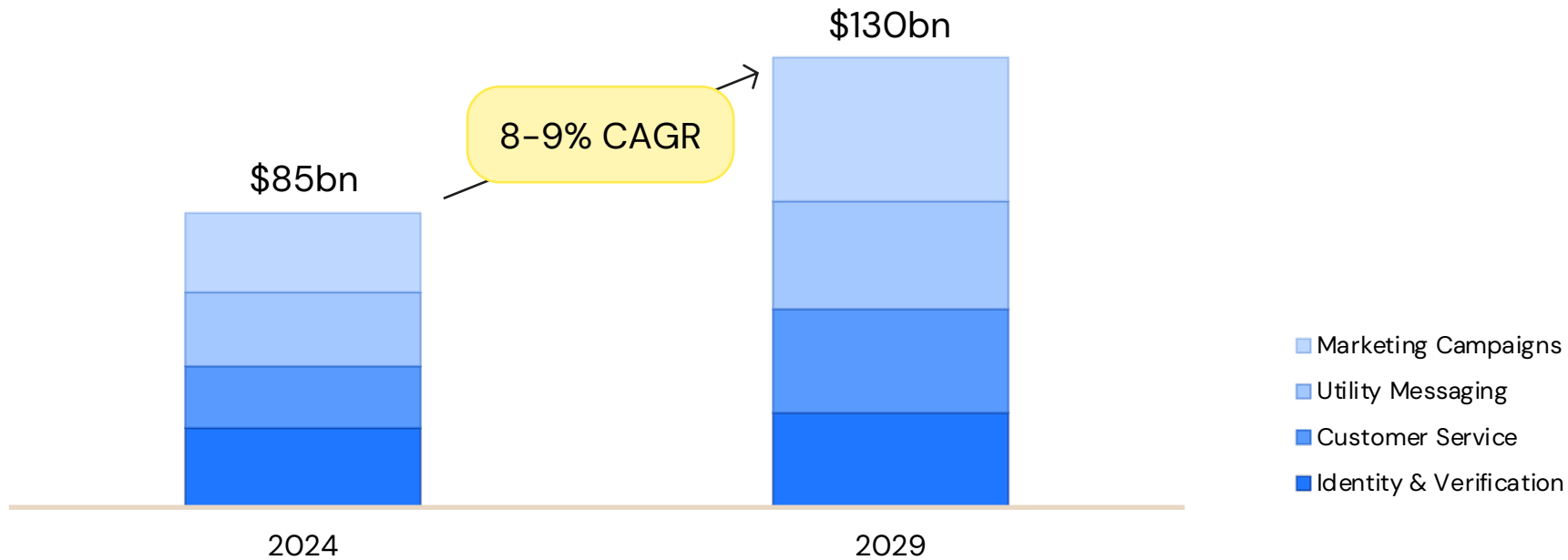


- Market size reflects total, worldwide business spend on digital customer communications.
- Research completed in autumn 2024.



Growth across all four main use cases

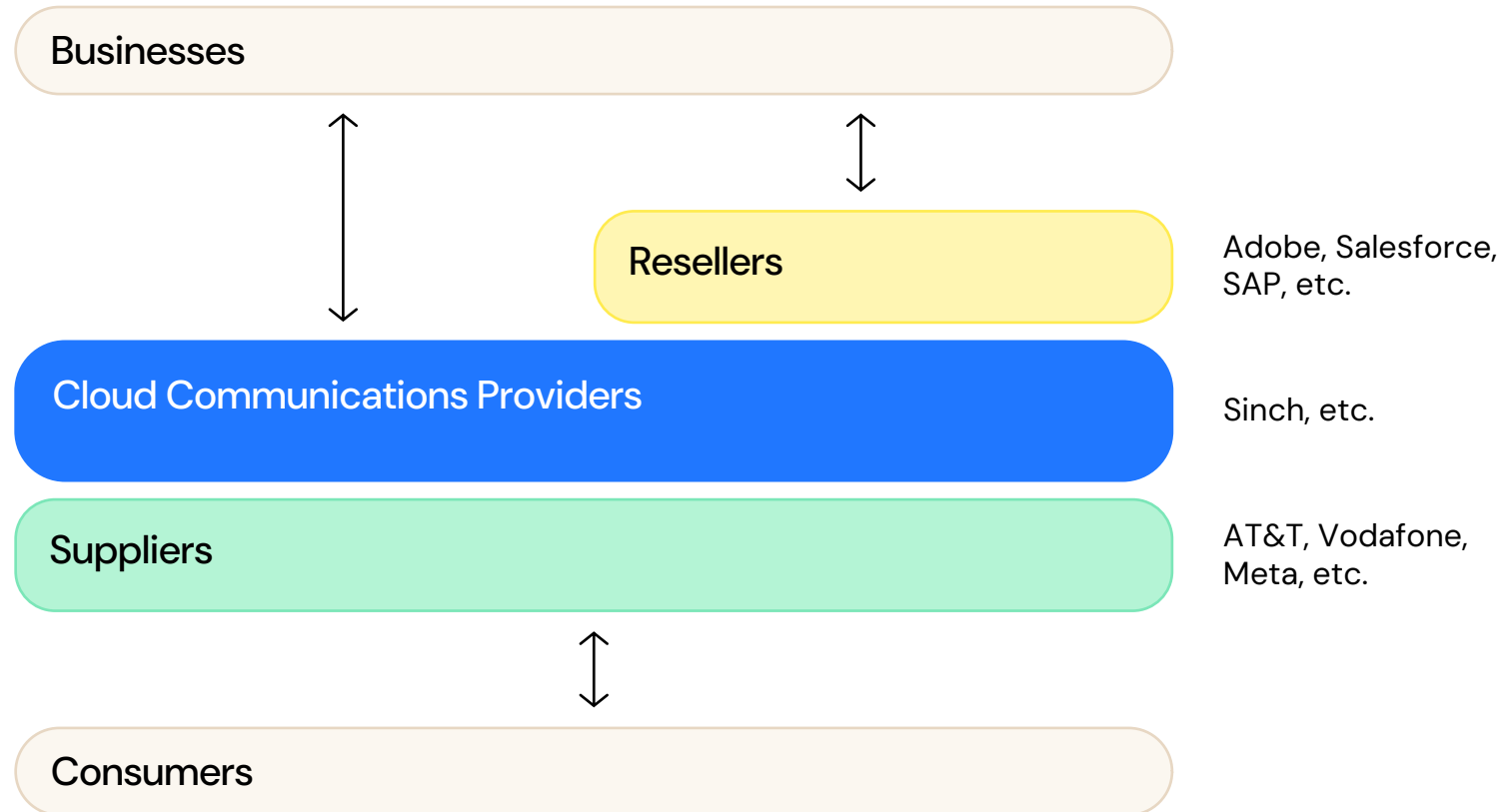
Global market for Digital customer communications (\$bn)



- Business spend is distributed across four key use cases.
- Highest growth rates in Marketing and Customer service.



Our value chain



Business spend on Digital customer communications is captured by multiple players across the value chain.

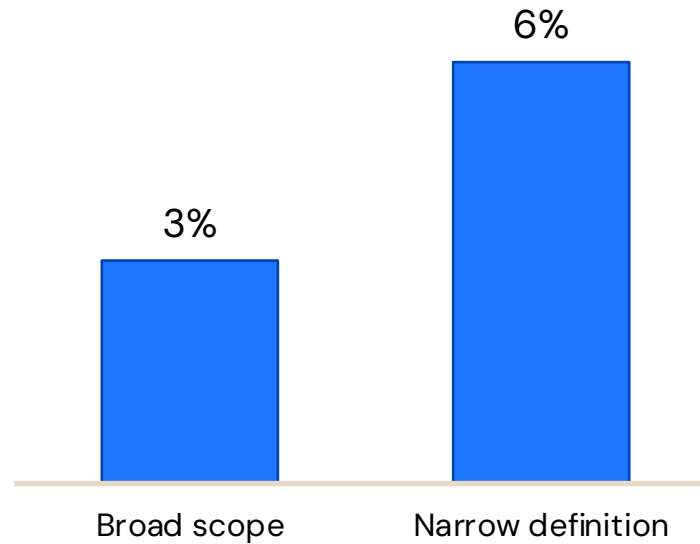
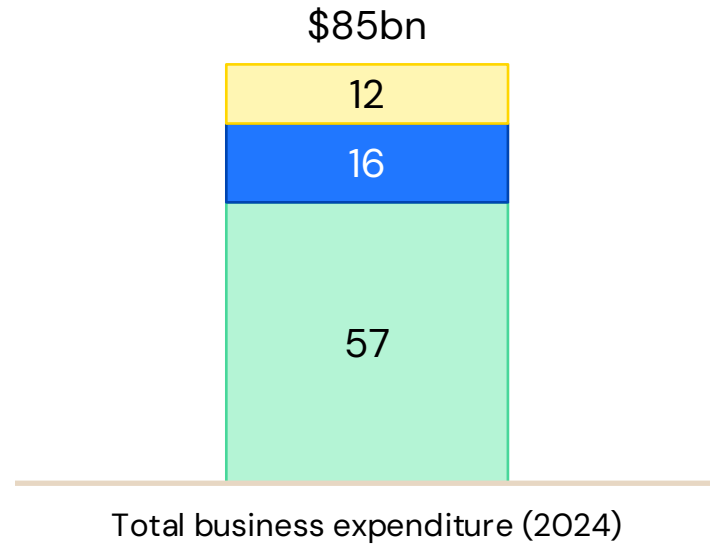
- **Resellers** are primarily software companies who embed communications into their broader offerings.
- **Cloud Communications Providers** enable brands and resellers to reach consumers via different communications channels.
- **Suppliers** include telecom operators and messaging app providers like Meta.



Business expenditures are shared across the value chain

Digital customer communications (\$bn)

Market share (%)



■ Resellers ■ Cloud Communications Providers ■ Suppliers

Broad scope relates Sinch Net sales to business expenditure.
Narrow definition reflects market share among Cloud Communications Providers, excl. supplier costs. Source: Sinch

- Cloud Communications Companies capture ~20% of total business expenditure on Digital customer communications.
- Sinch is the world's second largest Cloud Communications Provider.



Market growth varies between product sets

API Platform

- Products targeting businesses.
- Growth tailwinds from Digital Transformation, Advanced Messaging and Artificial Intelligence.

- 80% of total gross profit.
- Managed for growth.

Applications

Network Connectivity

- Products targeting telecom operators and wholesale voice buyers.
- Limited to negative market growth.

- 20% of total gross profit.
- Managed for cash.

- Overall growth in Digital customer communications estimated to 8–9%.
- Network Connectivity is profitable and cash generative but negatively affects Sinch's growth.
- Its share of revenues and gross profit decreases over time.



Transformation

Laurinda Pang,
CEO





Growth through acquisitions

Messaging consolidation



Product expansion



Transformative M&A



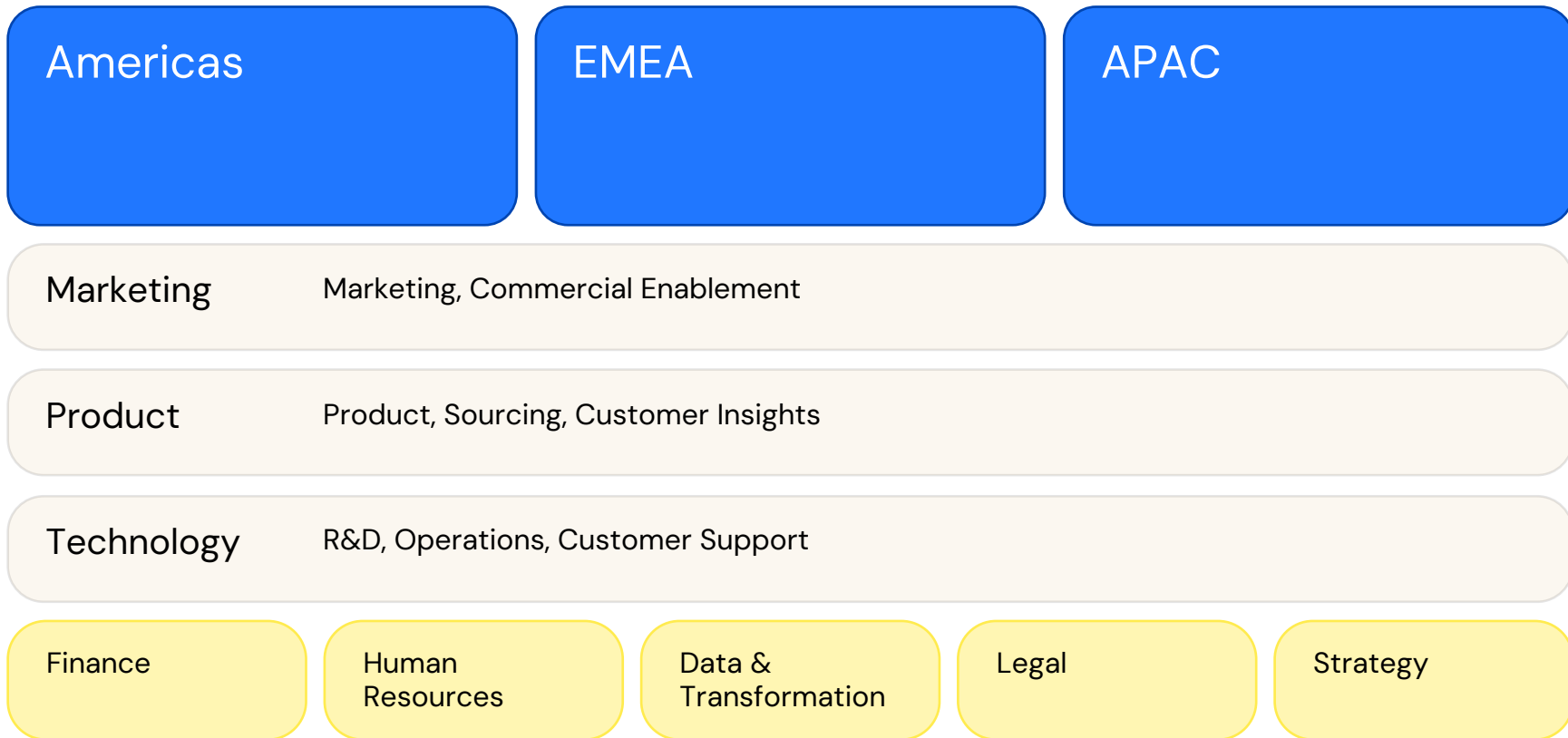


Transformation North Star

	Strategic Review	Transformation	North Star
Customer	<ul style="list-style-type: none"> • Customer & Developer experience • Local vs. global decision making • Direct vs. indirect purchasing 	Go-to-market Transformation <ul style="list-style-type: none"> • Customer segment-driven engagement models • Regional sales teams to increase local touch • Partnership & ecosystem strategy 	<p>Unlock the power of our acquisition strategy with a unified Sinch GTM capability tailored to specific target markets and customer segments</p> <p>Deliver an integrated product suite that empowers customers to effortlessly benefit from the entire Sinch portfolio as they expand and scale their business</p> <p>Leverage our talented people, technology and global scale to maximize value for our customers, employees, shareholders and society</p>
Market	<ul style="list-style-type: none"> • Transition to conversational • "Single-product" focused • Technological advancements 	Product Integration <ul style="list-style-type: none"> • RCS leadership • Product rationalization and composability • Embedding AI into product and engineering 	
Organization	<ul style="list-style-type: none"> • Culture & people processes • Business unit structure • Systems & operational landscape 	Operational Excellence <ul style="list-style-type: none"> • Leverage talent from every acquisition • Common Operating model / Integrations • Common Core Platforms, Data, AI + Automation 	



New structure since January 1

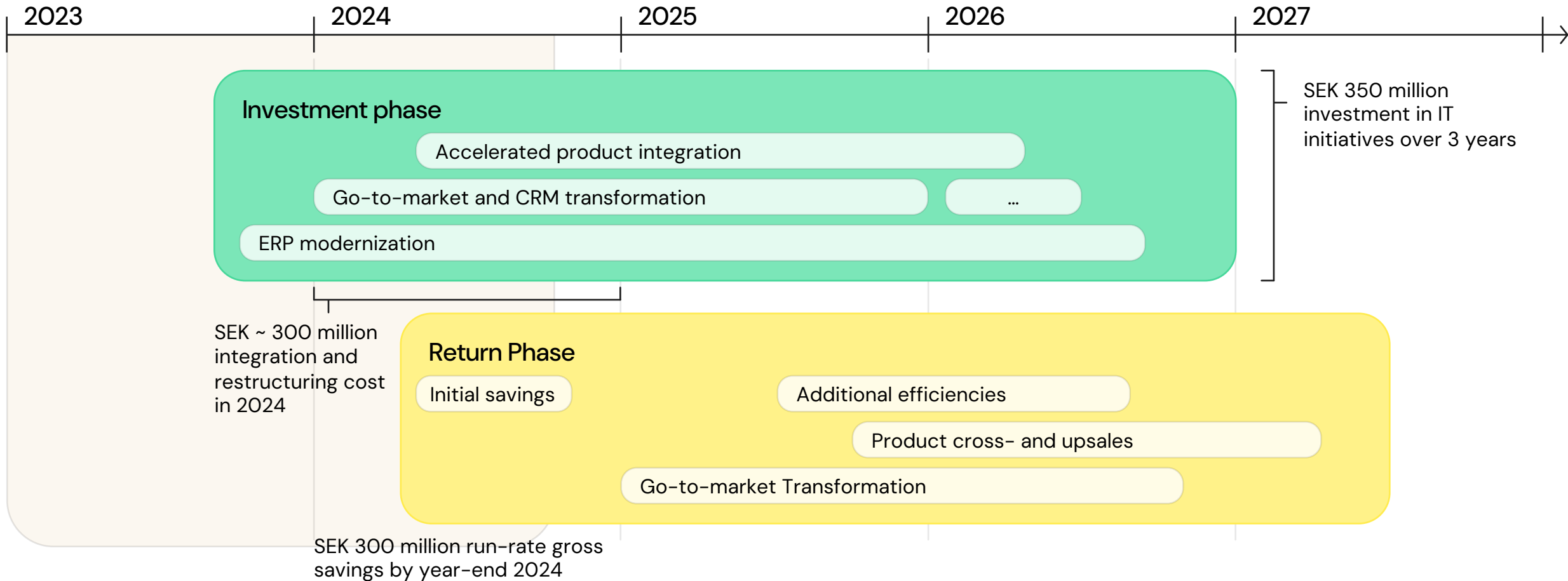


Organizational design principles:

- Customer First
- Distributed decision making
- Leverage the scale and efficiency of our global organization
- Distributed P&L ownership



Timeline





Value creation





Value creation agenda

1

Growth
reacceleration

2

EBITDA margin
expansion

3

Continued, high
cash generation



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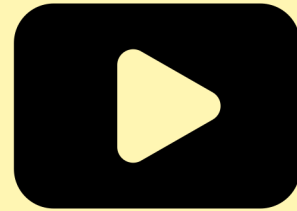
Capital Markets Day

Nov 2024



Thank you!

Laurinda Pang,
CEO



Video:

Sinch's Customer
Communications Cloud

Link:

<https://investors.sinch.com/cmd-customer-communications-cloud>



Product Strategy

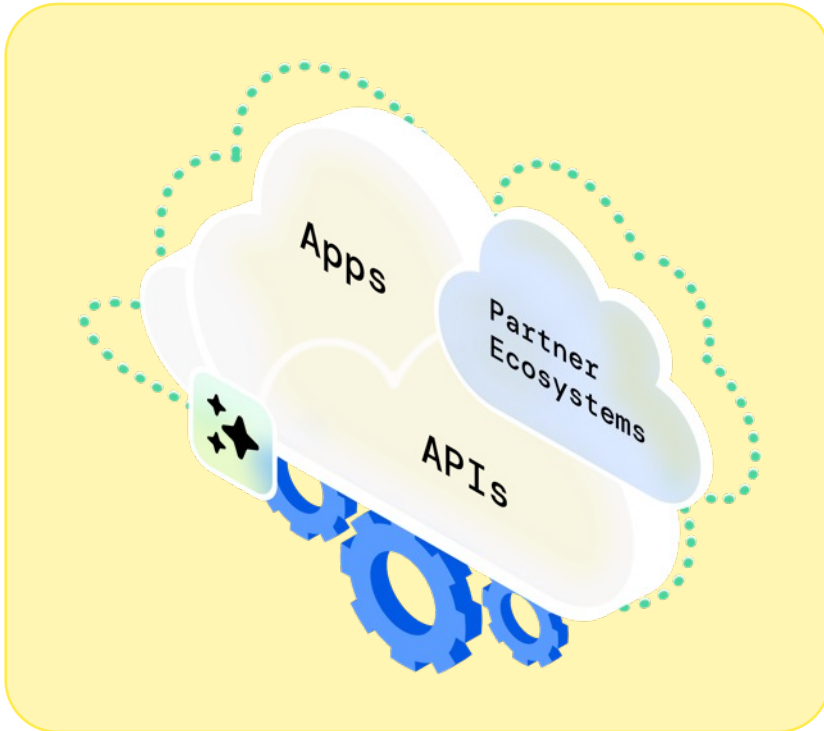
Sean O'Neal,
CPO





Agenda

1 Customer Communications Cloud



2 Spotlight: RCS



3 Spotlight: AI





Network Connectivity

Connect directly for high
quality, reliable network
connectivity

- Products targeting telecom operators
- High margins, but limited to negative market growth
- Decreasing share of Sinch revenues and gross profit over time



US offerings

Voice Interconnect

Emergency 911



Global offerings

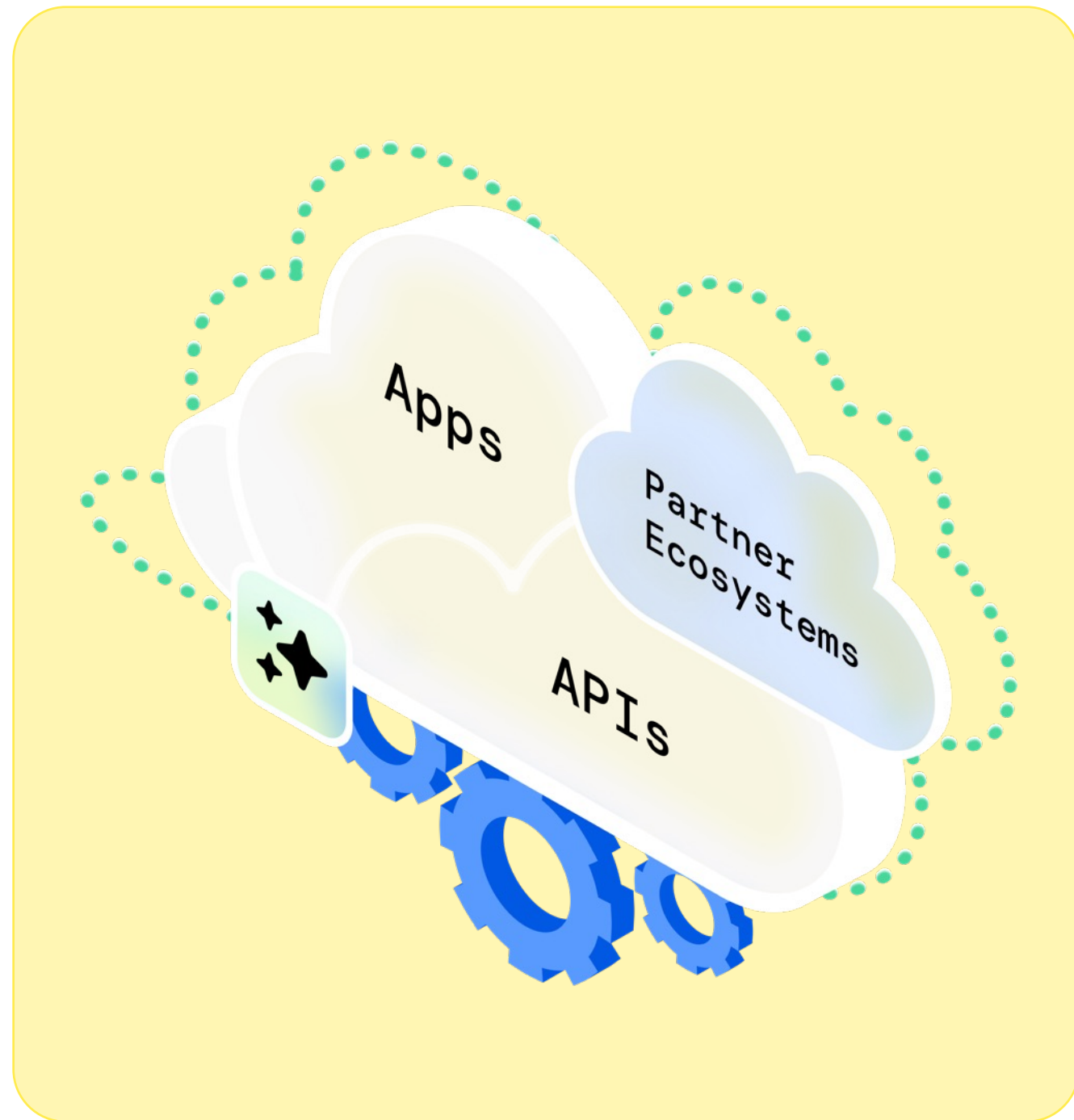
SMS Interconnect

Operator Software



Customer Communications Cloud

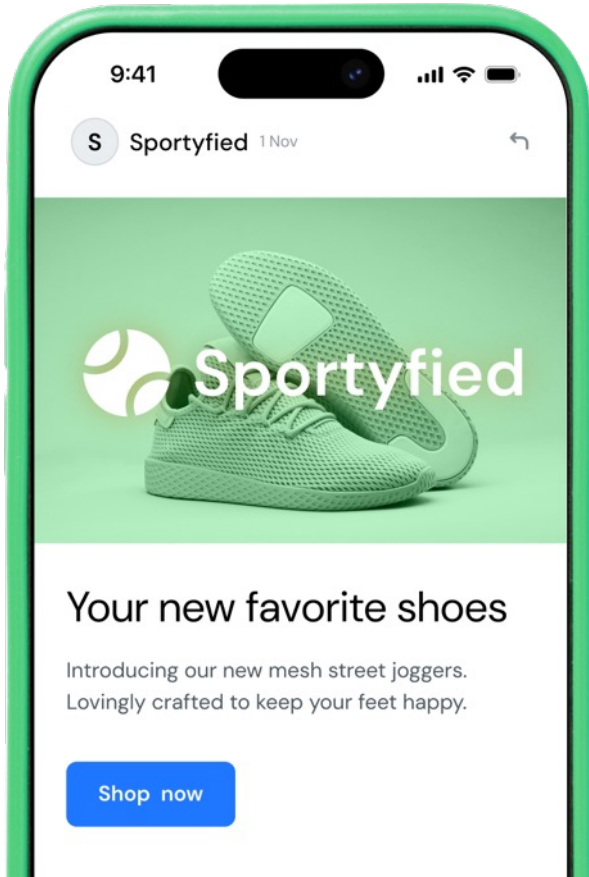
We enable businesses to connect with their customers through personalized, relevant, and timely communications



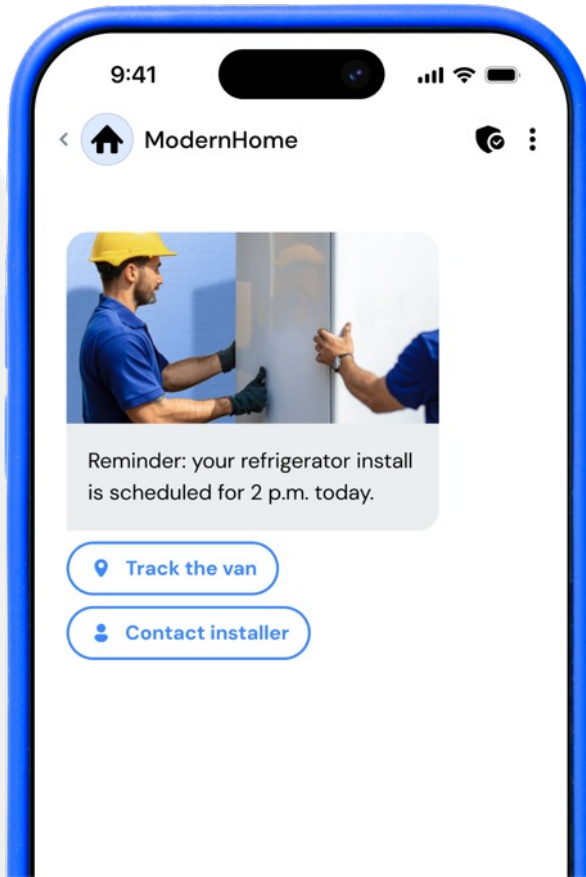


Powering digital customer communications

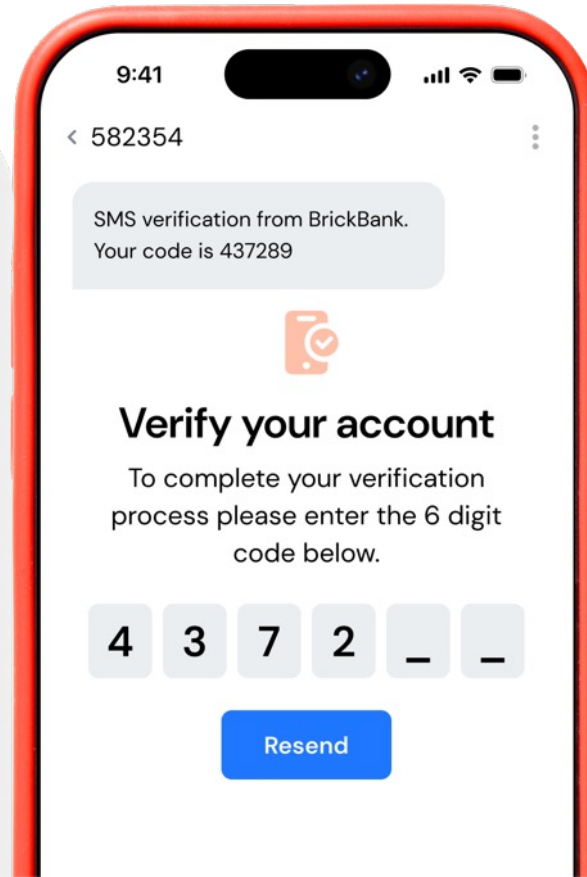
Marketing Campaigns



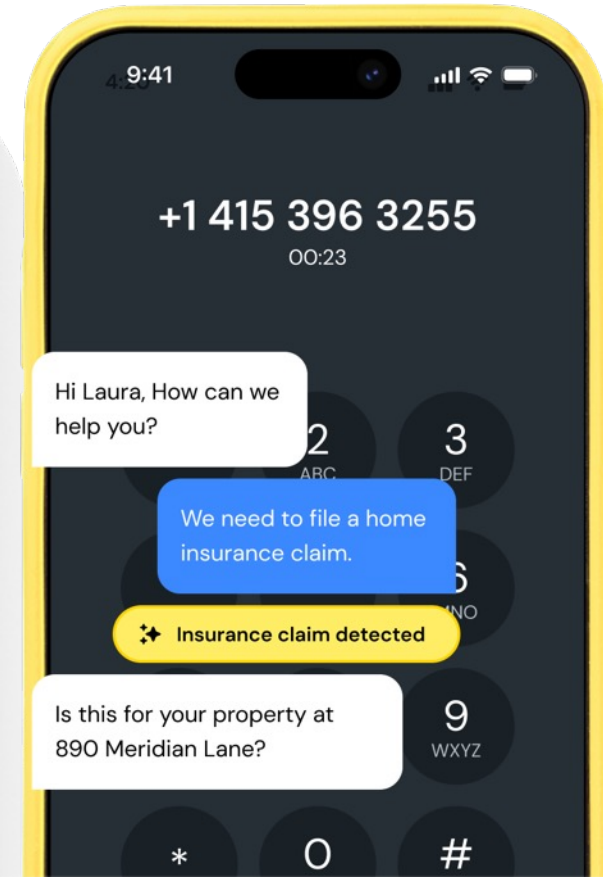
Utility Messages



Identity & Verification



Customer Service

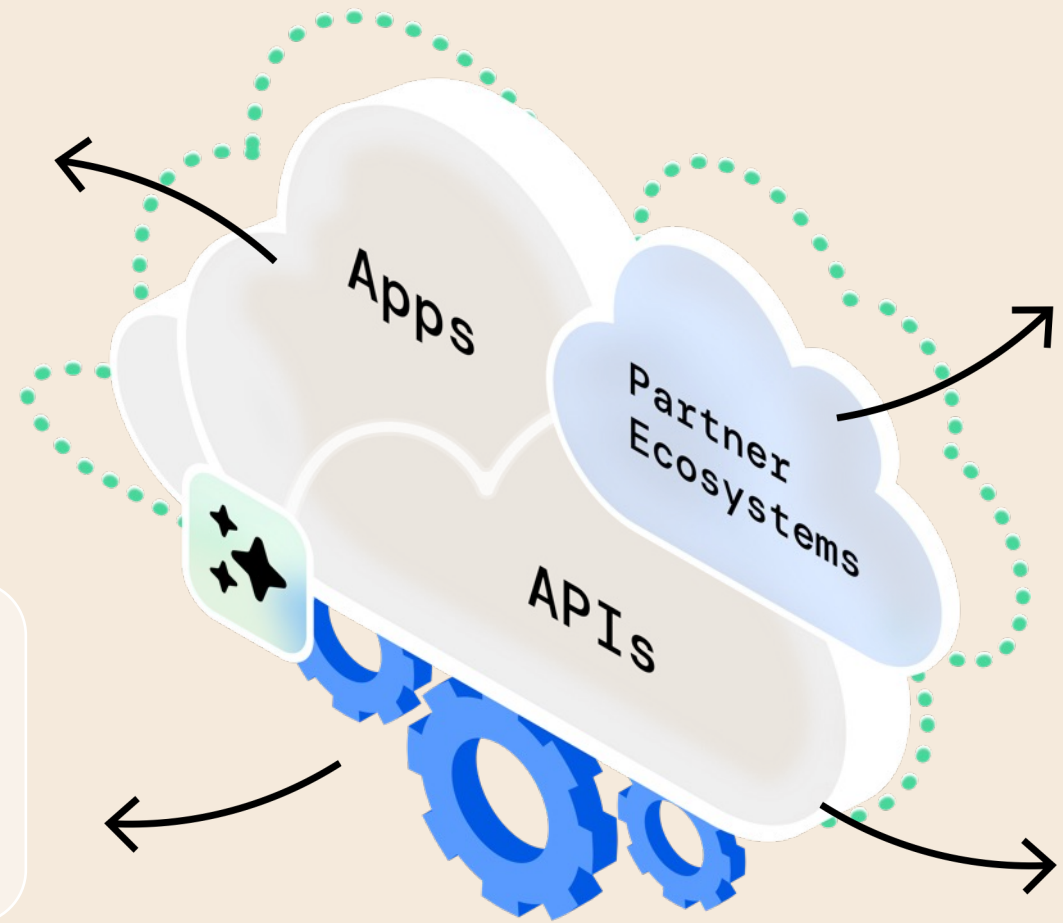




Sinch's Customer Communications Cloud

- Messaging platform
- Contact center
- Email marketing
- Chatbot builder

- Enterprise-grade infrastructure**
- Direct control of value chain
 - Security and compliance
 - Scale and flexibility



- Messaging
- Email
- Voice
- Verification



Strategic themes that guide our product development priorities

1 Unified Platform Experience

2 Rich Conversational Experiences

3 Frictionless Product

4 Actionable Intelligence

5 Industry Leadership and Innovation

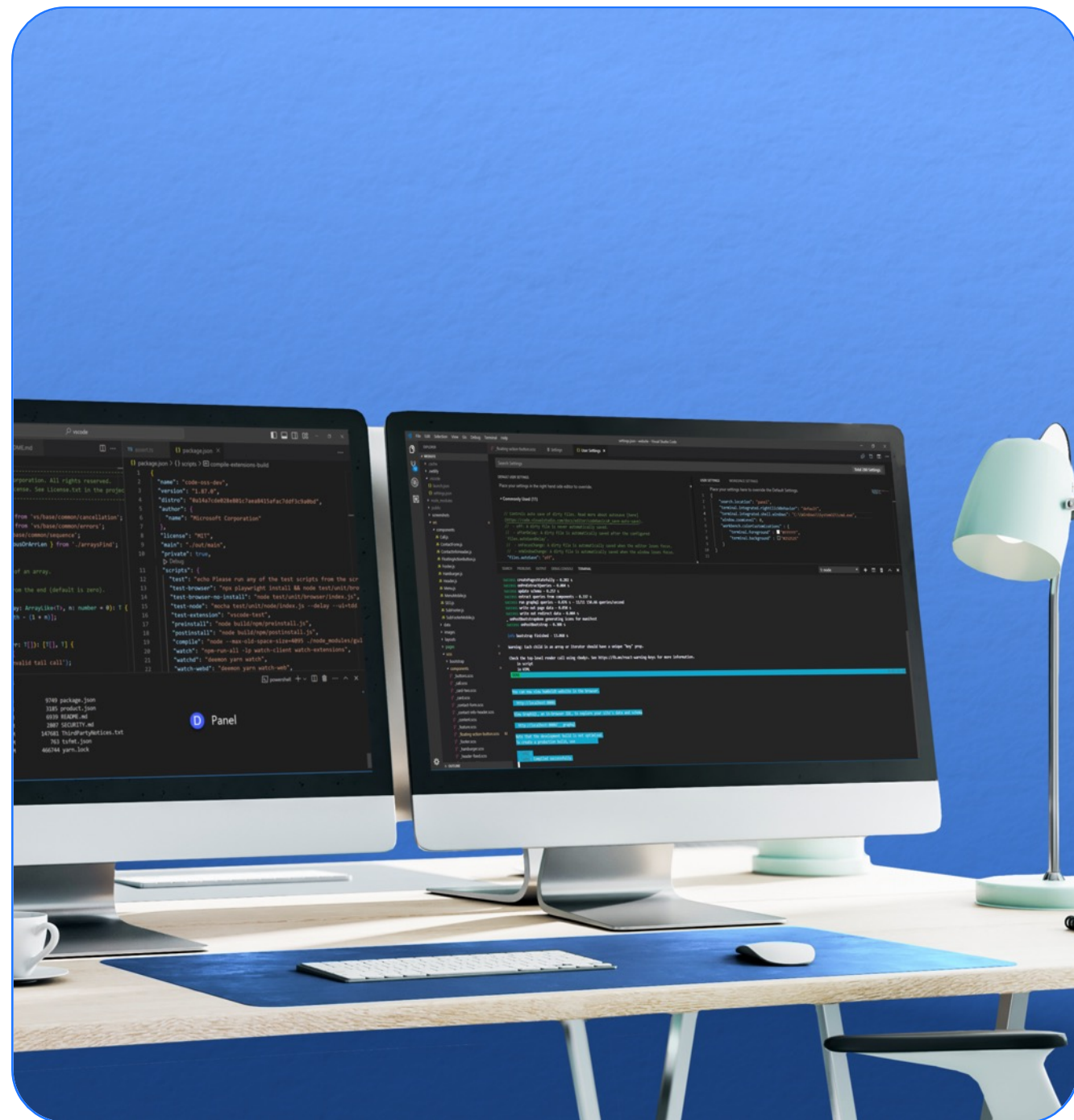


AI Enhanced Communications



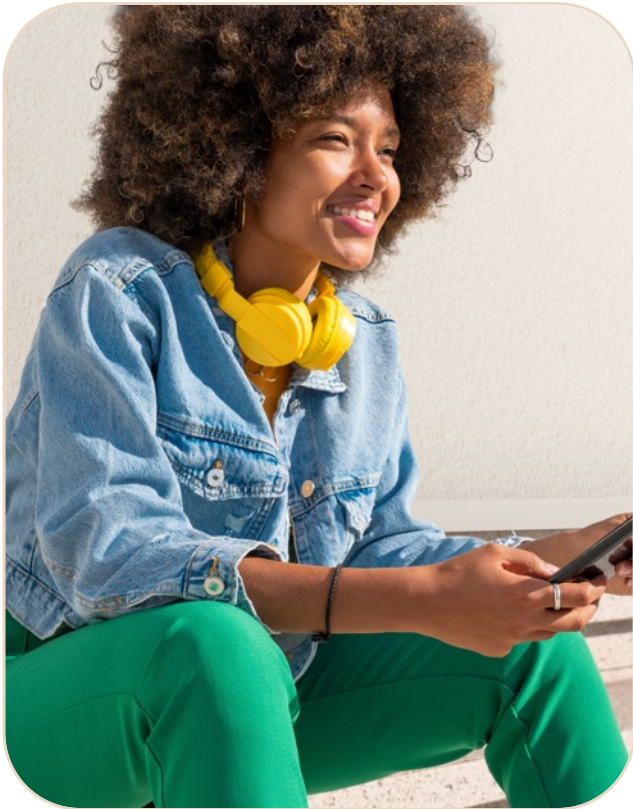
API Platform

Custom communication solutions built with our robust API suite

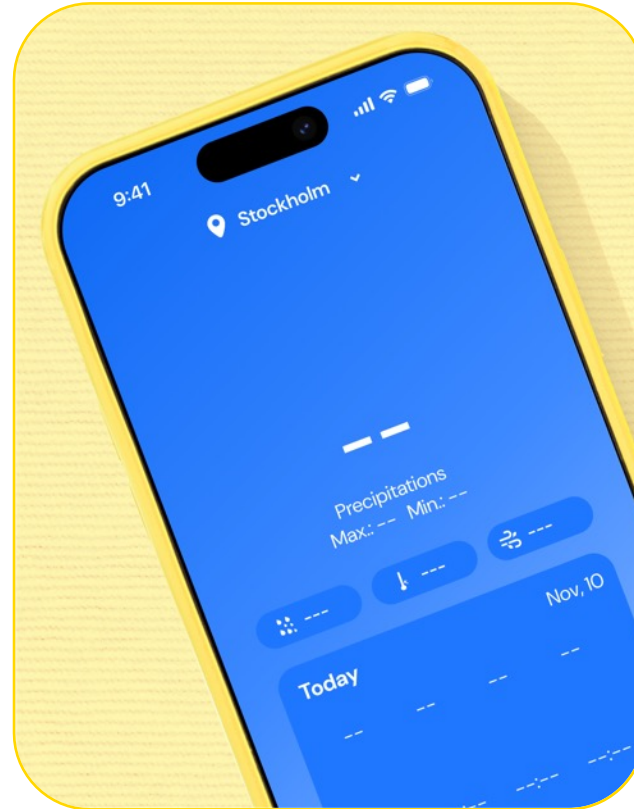




API request and response flow



Access the app to check the weather information

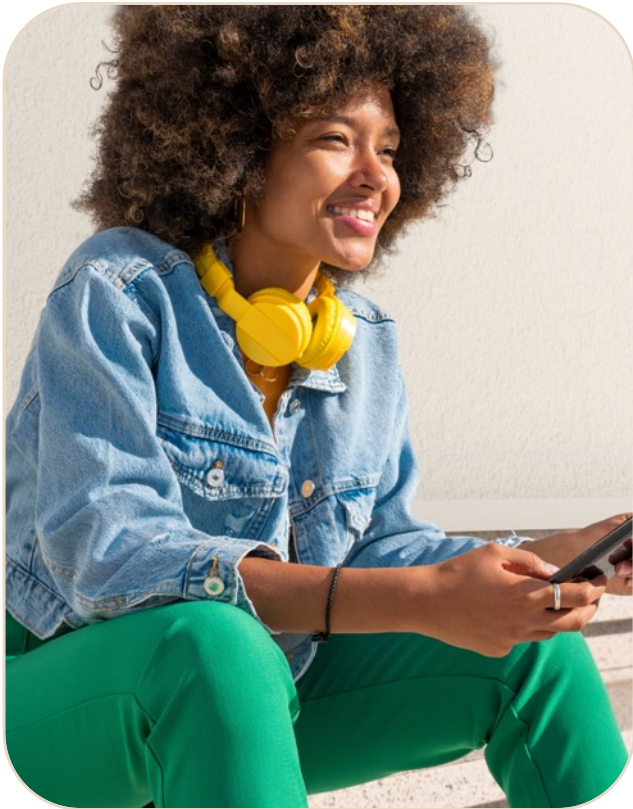


Get request for weather data





API request and response flow



Access the app to check the weather information



Get request for weather data



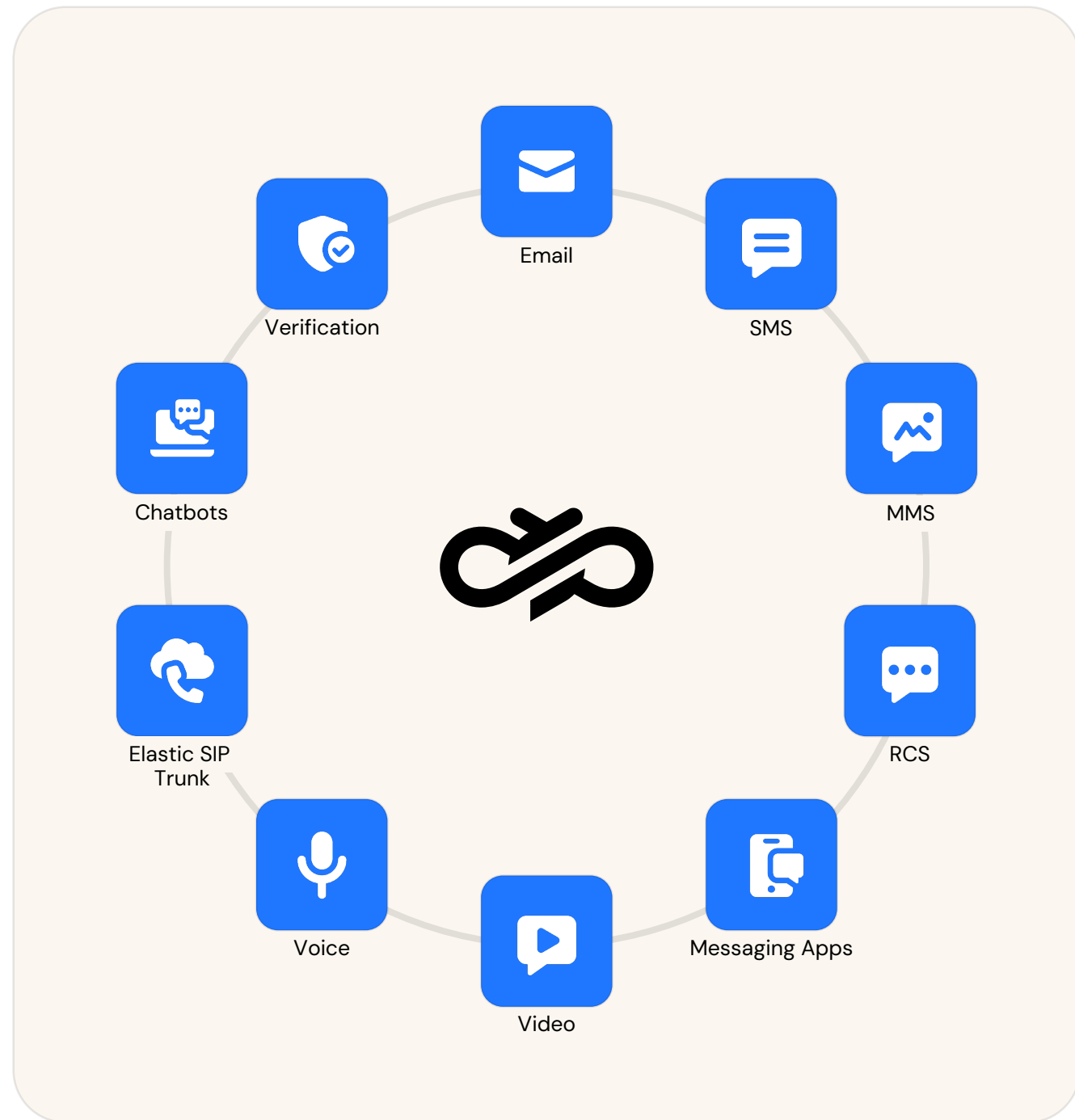
Weather data





Trusted by millions of developers across the globe

- Comprehensive API offering covering 19 communication channels and 4 verification methods
- Extensive support offering across SDKs, AI-Assistant, and community support
- Easy to get started and expand with free trials and pay-as-you-go options
- Scalable platform & infrastructure to support customers across the globe





Messaging APIs

Connecting with every mobile phone on the planet

SMS Super Network
with over 600+ direct
carrier connections

Leading RCS adoption
through close
partnership with Google

Leader in anti-fraud,
smishing, and blocking
technology



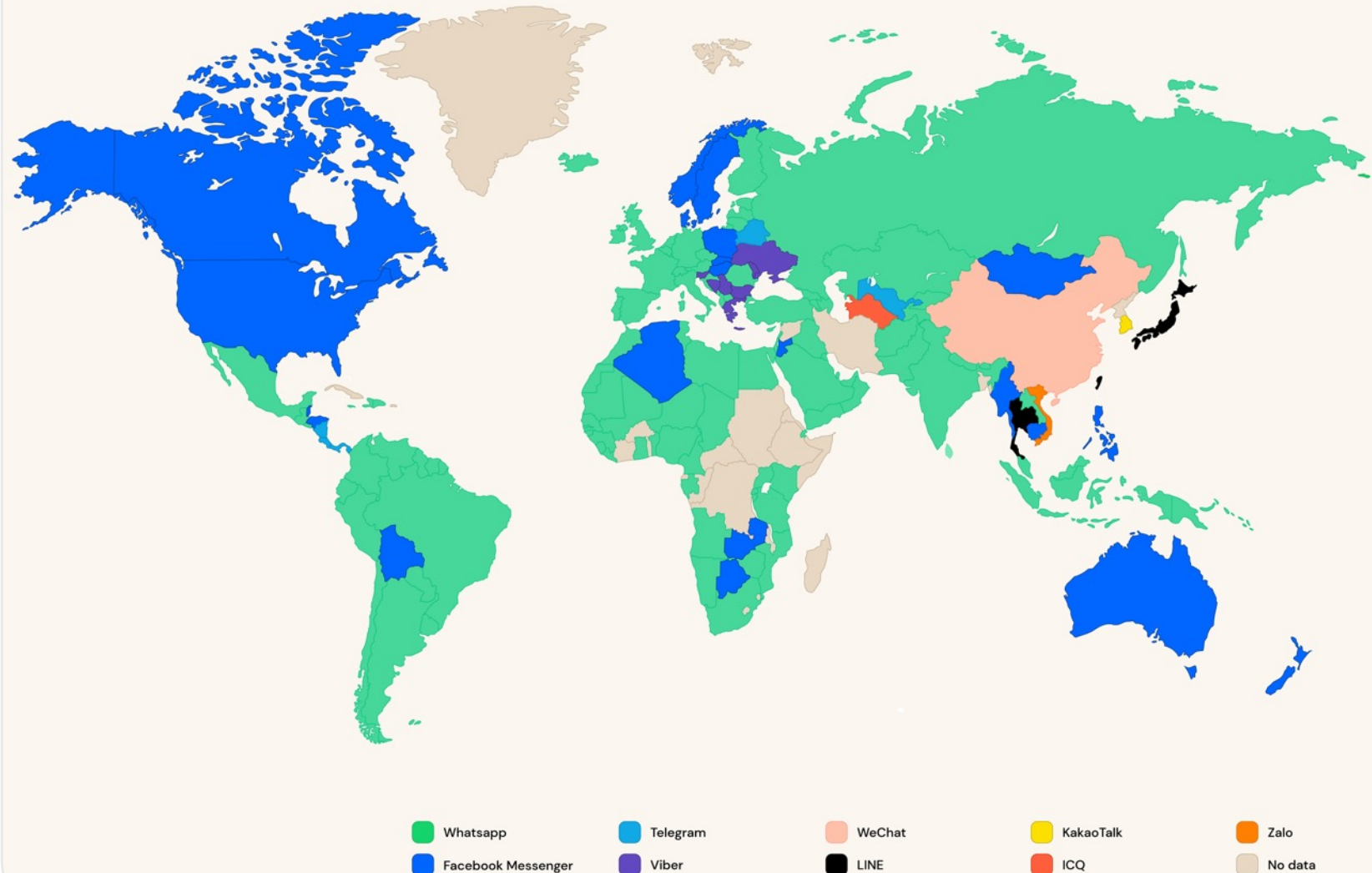


Messaging APIs

A single API for omnichannel messaging

- Direct connections to the most important messaging providers across the globe, including Meta, Apple, and Tencent
- Single API to connect 13 messaging channels

Most popular messaging applications per country

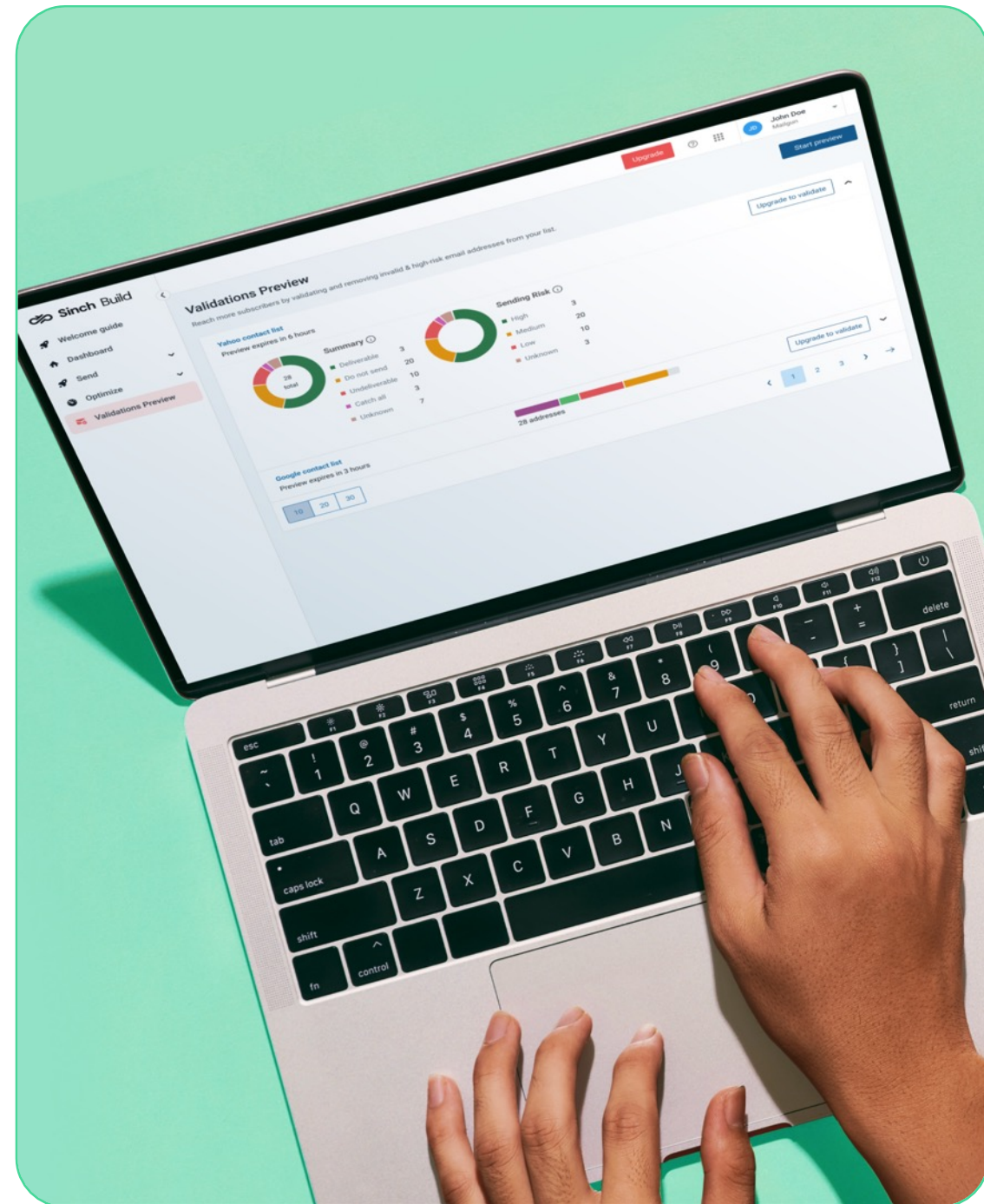




Email APIs

Solving the complexity of email delivery

- Authentication protocols
- Sender reputation
- Mailbox provider filtering
- List management





Email APIs

Email APIs deliver 470bn+ emails per year globally

Comprehensive capabilities to verify, send, and optimize email communications

- Direct relationships with all major ISPs
- 99.99% server uptime & support
- Comprehensive compliance standards: CCPA, GDPR, HIPPA, ISO I&II, PCI, SOC
- Unmatched delivery rate of 98%





Voice APIs

Voice APIs deliver 100bn voice calls per year globally

**Implement voice and/or video calling
with higher engagement, efficiency,
and flexibility at reduced costs**

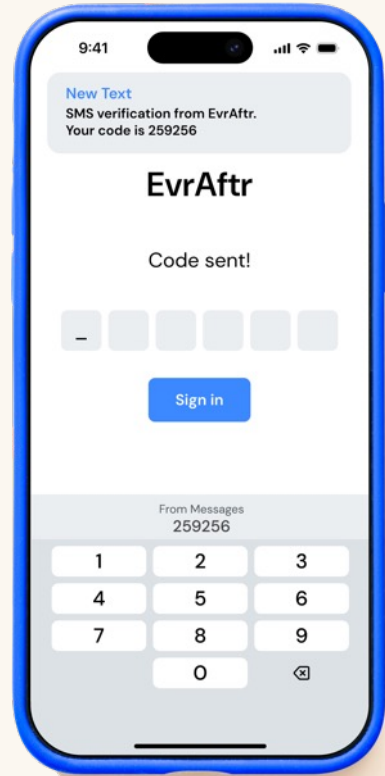
- 300bn+ voice minutes per year
- Largest footprint covering 95% of the U.S
- 99.95% service availability



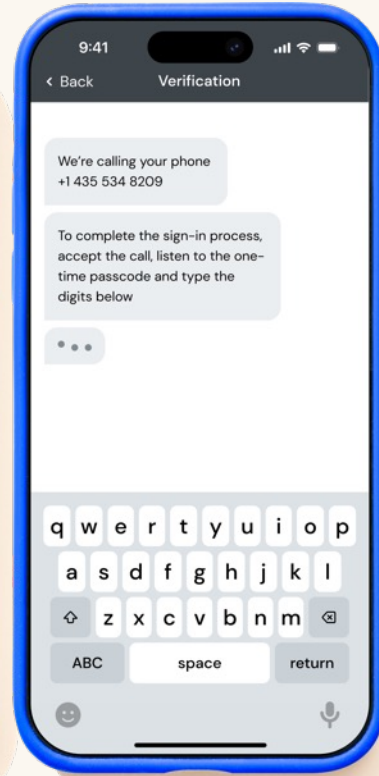


Verification APIs

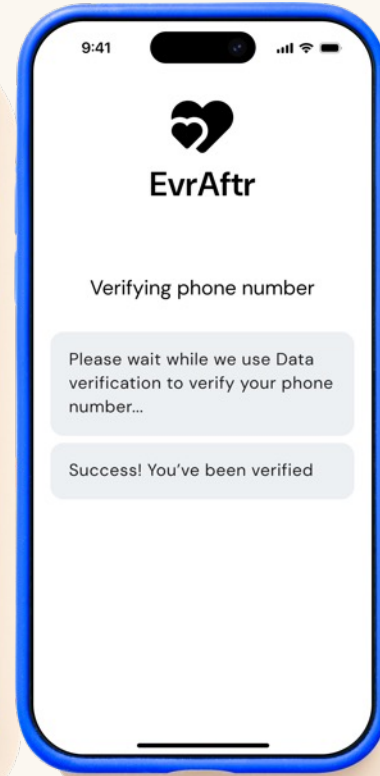
4bn+
verifications per
year to keep
customers safe



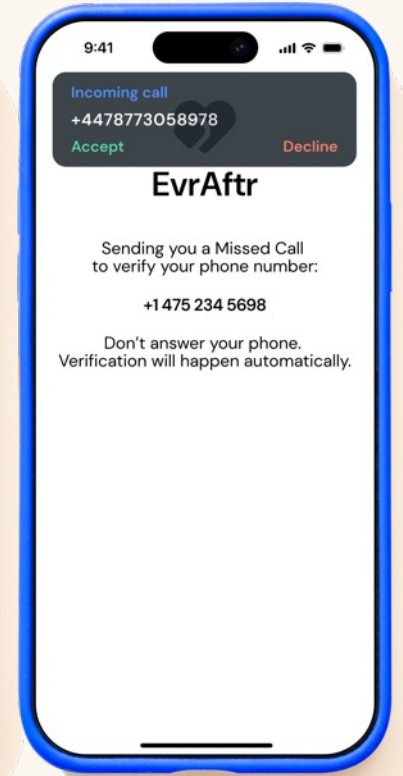
SMS
Verification



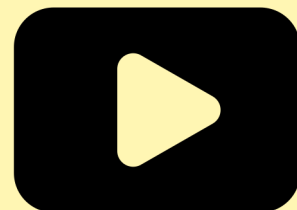
Phone Call
Verification



Data
Verification



Flash
Call



Demo Video:

Email and SMS capabilities
connected through Sinch ID

Link:

<https://investors.sinch.com/cmd-multi-product>



Applications

Create engaging interactions with customers via the channel of their choice





Trusted by 175,000+ users across the globe



Messaging Platform



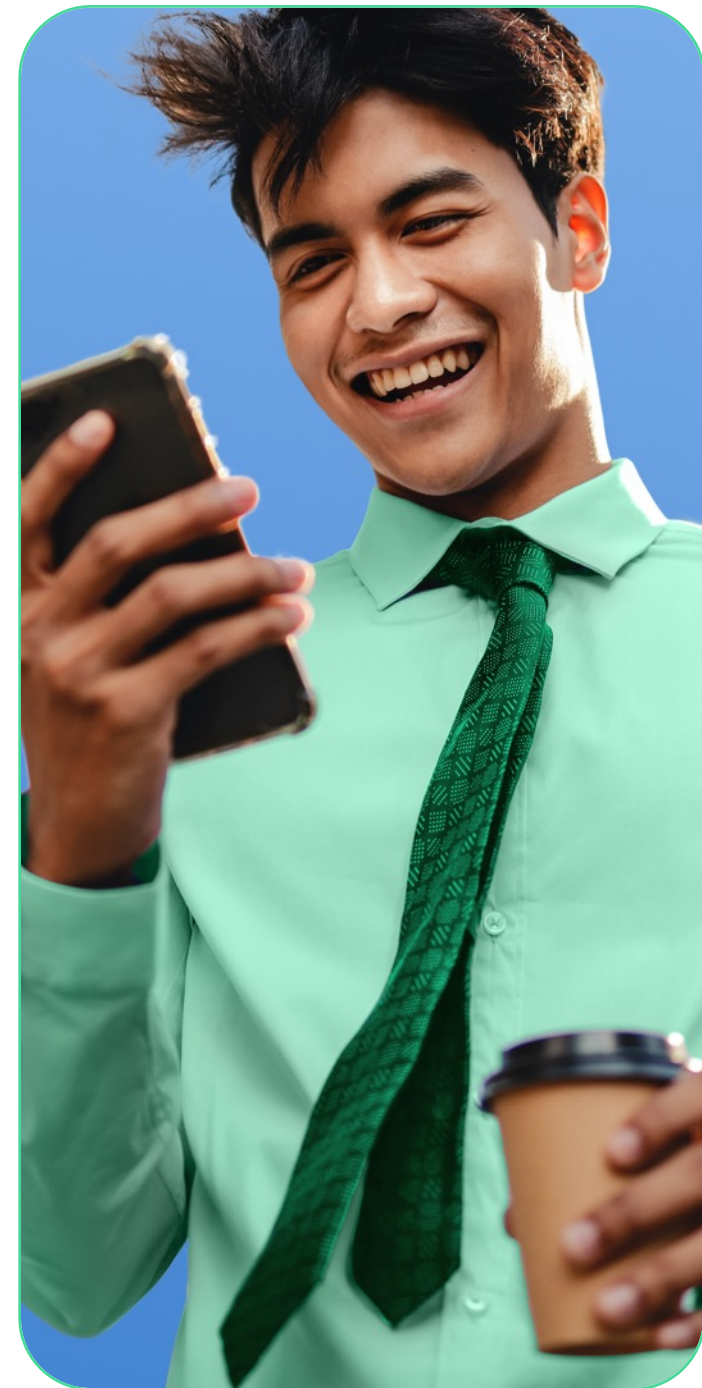
Email Marketing



Chatbot Builder



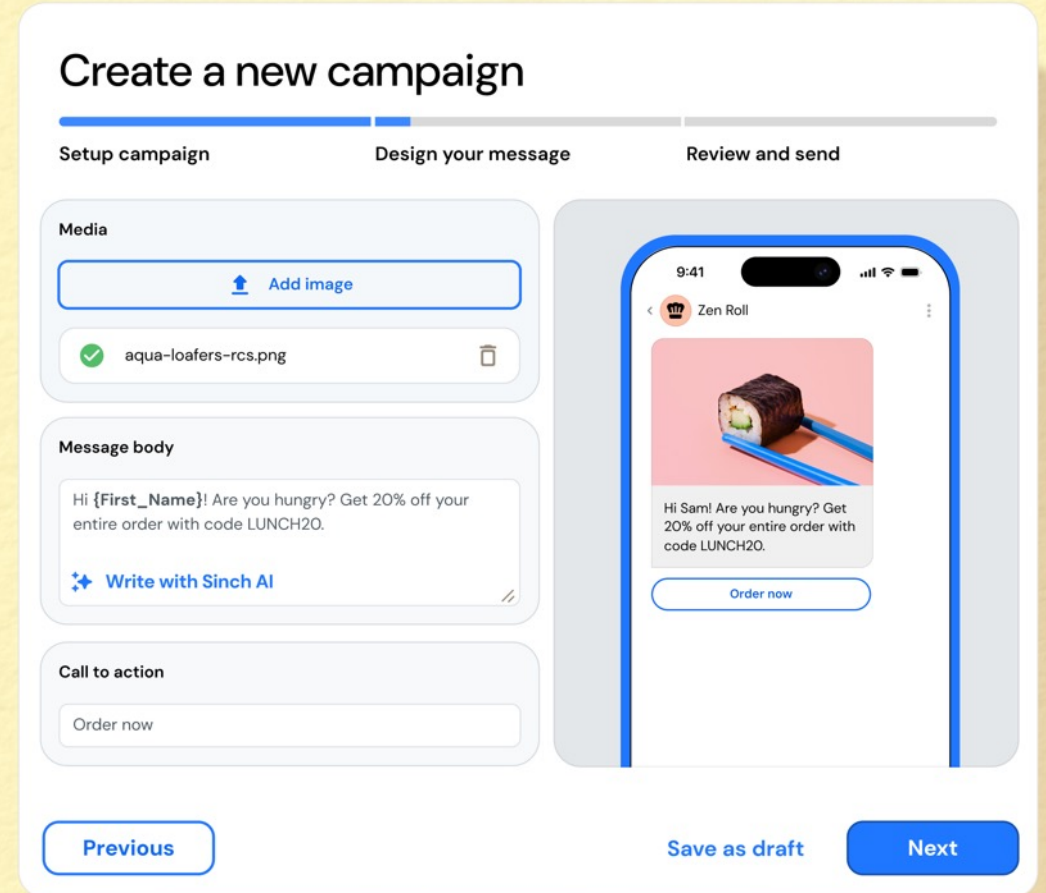
Contact Centre

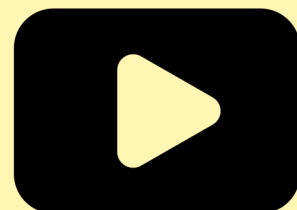




Applications

Combining our strengths across apps into one multi-channel customer engagement platform





Demo Video:

Sinch Engage: turn-key
messaging platform

Link:

<https://investors.sinch.com/cmd-engage>



Ecosystem Partners

Carefully cultivated network of 500+ partners, integrations, and third-party services





Partners drive co-innovation and expand our GTM motion

Technology partnerships

Marketplace partners, strategic partners (ISVs)

- Driving co-innovation and ease of use: 1+1=3
- Native integrations or marketplace integrations expanding our reach

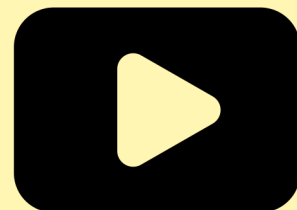


Value-add partners

Resellers, affiliates, and implementation partners

- Access to new markets, customers & expanding GTM
- Value-add in both directions





Demo Video:

Sinch Engage Ecosystem: connected
to the most used applications

Link:

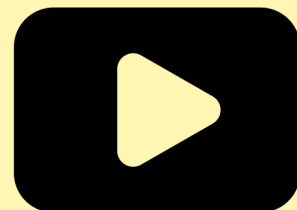
<https://investors.sinch.com/cmd-engage-ecosystems>



Spotlight: RCS

Robert Gerstmann,
Founder and Chief Evangelist



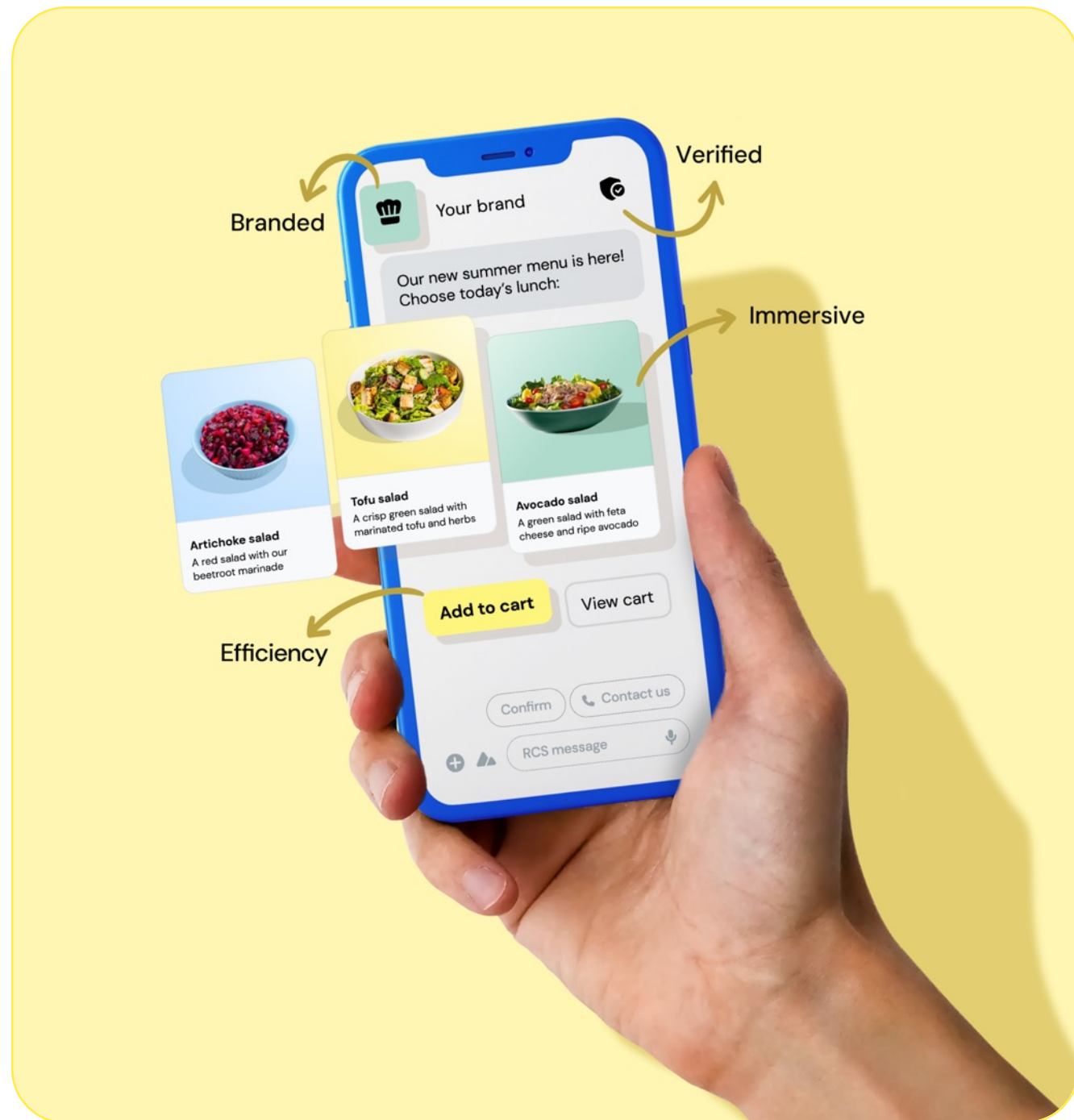


Demo Video:
RCS: a new messaging standard

Link:
<https://investors.sinch.com/cmd-rcs>



RCS transforms every text message into an experience





The RCS ecosystem

Google

- Maintains a cloud-based infrastructure for RCS
- Android users receive RCS messages through the Google Messages app

Apple

- iPhone users receive RCS messages using the default Messages app in iOS

Mobile operators

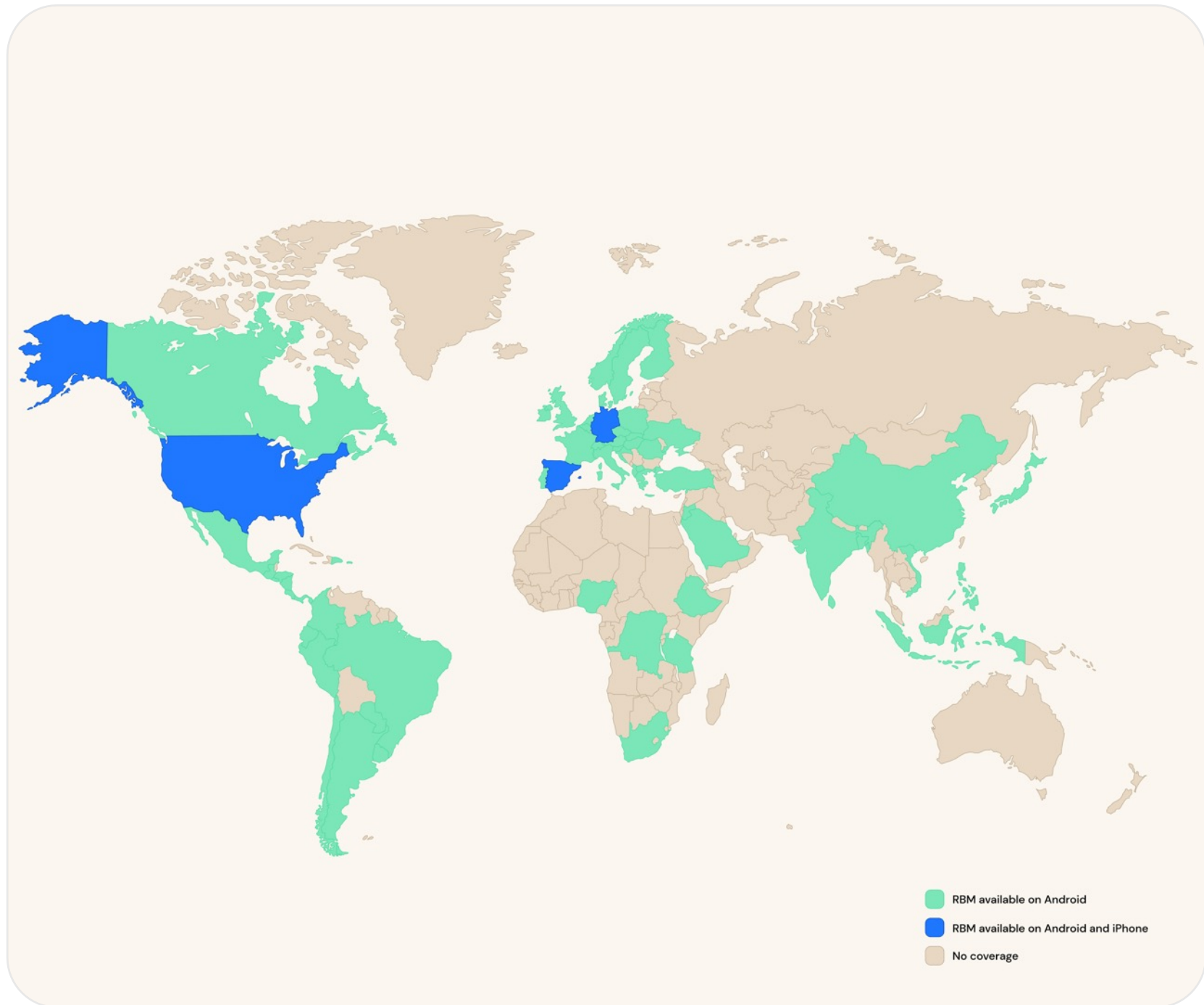
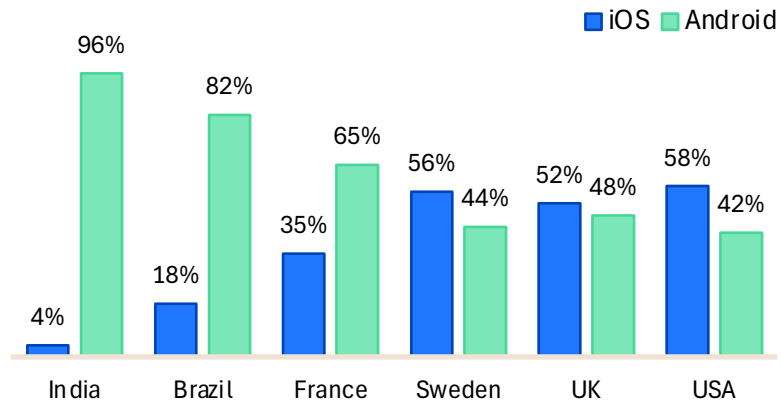
- Own commercial, legal and operational aspects of RCS
- Most rely on Google's infrastructure for RCS to power the service

Sinch

- APIs and turnkey software applications for businesses
- Advisory and best practices
- Close collaboration with mobile operators and Google

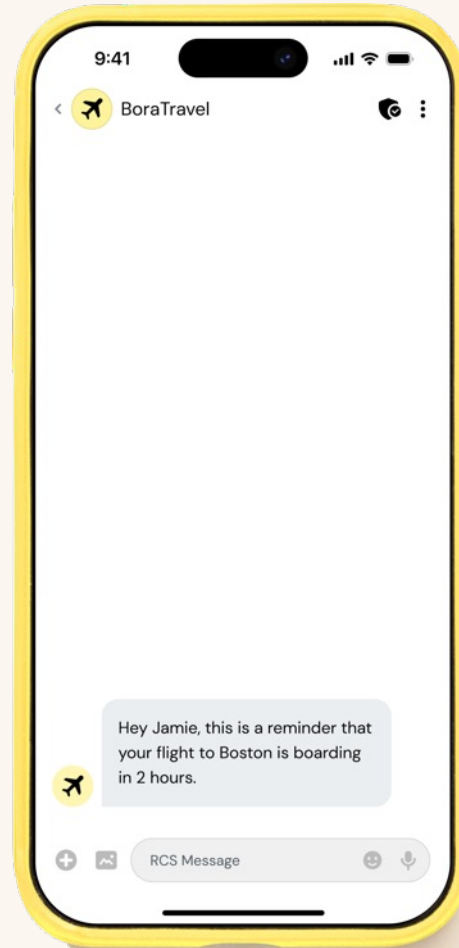


Coverage challenges not to be underestimated

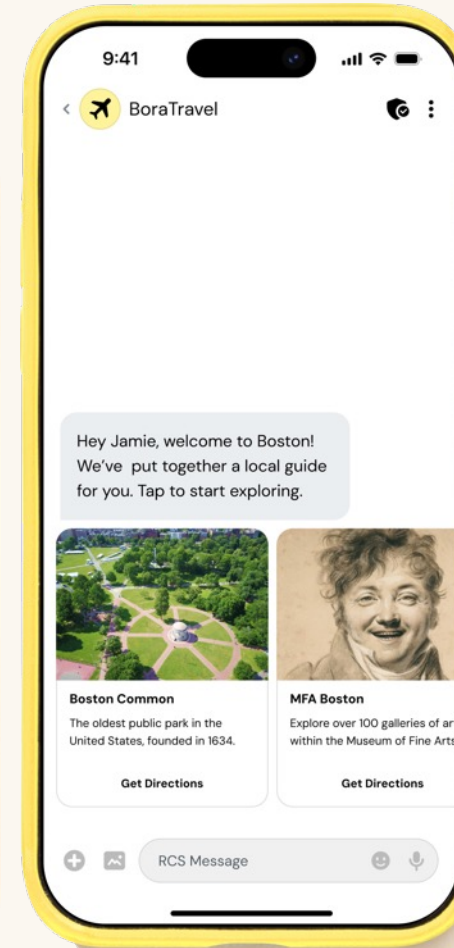




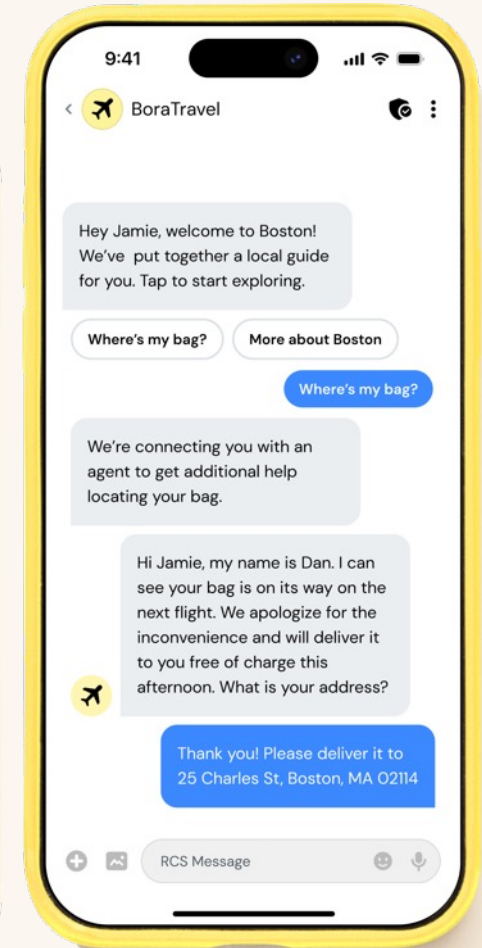
3 progressive message categories



Basic RCS



Single RCS



Conversational RCS



Positioned to be the leader in RCS Business Messaging

- Huge installed base of SMS customers
- Developing our RCS expertise since 2017
- Working closely with Google and operators to enable and advance RBM globally
- Google Impact Award for RCS for India





RCS deeply embedded across our portfolio

1

RCS Upscale

- Existing SMS customers can get started with Basic RCS with no integration work
- Capability check when a message is sent for each contact sending RCS to enabled devices and SMS the rest

2

Conversation API

- One single API for 13 channels
- Basic, Single, and Conversational RCS options available
- Available via Zapier & SFMC Marketing Cloud integrations

3

Sinch Applications

- RCS built into campaign tools, AI and chatbot capabilities seamless handover to live agents
- Self-serve agent registration and provisioning
- Available via Hubspot integration



Spotlight: AI

Sean O'Neal,
CPO





AI is unlocking productivity gains and transforming digital customer communications



**Step-change
in speed**



**Undeniable
quality**



**Immediate
scale**



Sinch AI – our intelligence layer

APIs



Applications

Sinch AI

Predictive AI

- Fraudulent traffic detection
- Advanced verification
- Best practices surfacing
- Dynamic load balancing
- Volume forecasting

Natural Language Processing

- Intention identification
- Sentiment detection
- PII/offensive content marketing
- Image content identification
- Named entity recognition

Generative AI

- Conversational voice/chat bots
- Accelerated copy creation
- Conversation tone/brand alignment
- Channel specific writing alignment
- Multi-modal transcription



**AI is fundamentally
transforming how businesses
and customers interact**



Four tangible ways customers benefit from Sinch AI today

1

Fraudulent traffic detection

- Detects suspicious SMS traffic
- Blocks fraudulent sender
- Reduces customer risk

2

Content masking

- Offensive content flagged and masked
- Suggested response provided by co-pilot
- Call center productivity increased & employees protected

3

Email copy experimentation

- A/B copy variants created
- Best practice recommendations
- Improved campaign effectiveness

4

Conversational voice bot creation

- Creates new flow based on image upload
- Edit & improve via NLP
- Reduces switching costs & speeds up implementation



Key messages

1

Comprehensive
product offering

2

Leadership in
RCS business
messaging

3

AI integration &
innovation

4

Strategic
partnerships
& ecosystems



Product Strategy

Nov 2024



Thank you!

Sean O'Neal,
CPO



Regional update Americas

Julia Fraser,
EVP Americas





Sinch Americas overview

75,000

Customers

62%

of total Sinch gross profit

1,600+

Employees

31

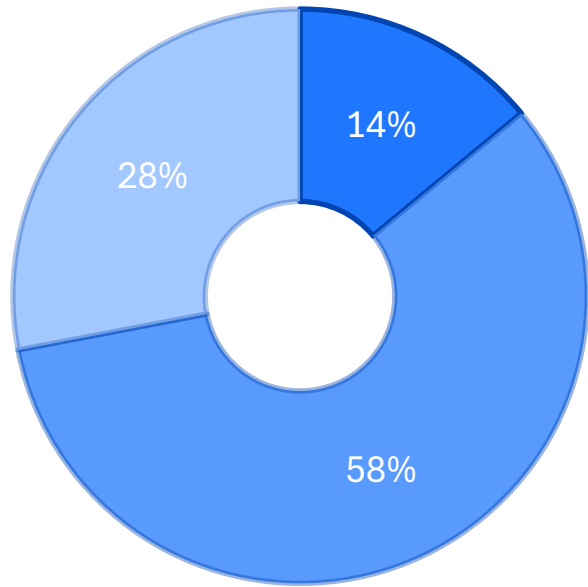
Number of Fortune 50 companies that are Sinch customers





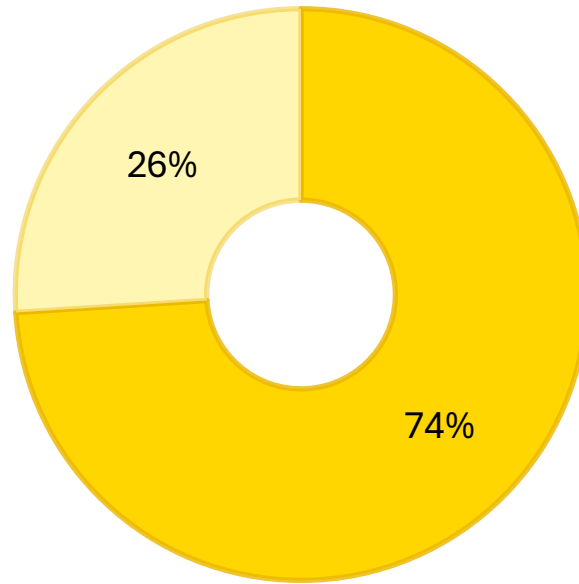
Our business in Americas

Gross profit by product category



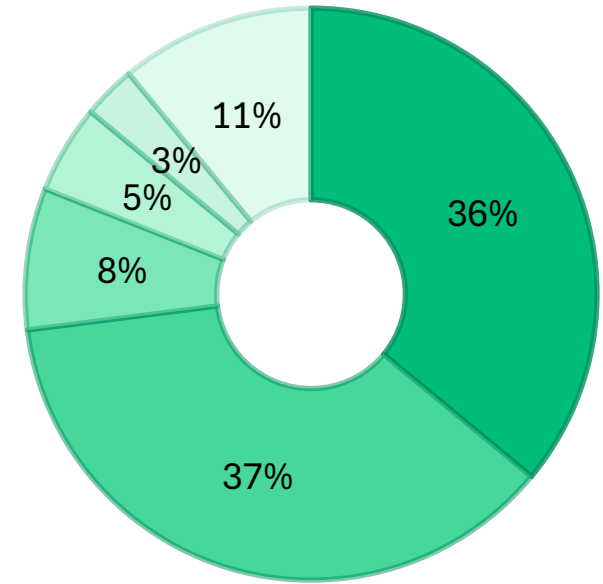
- Applications
- API Platform
- Network Connectivity

Gross profit, direct and indirect



- Direct
- Indirect

Gross profit by industry vertical

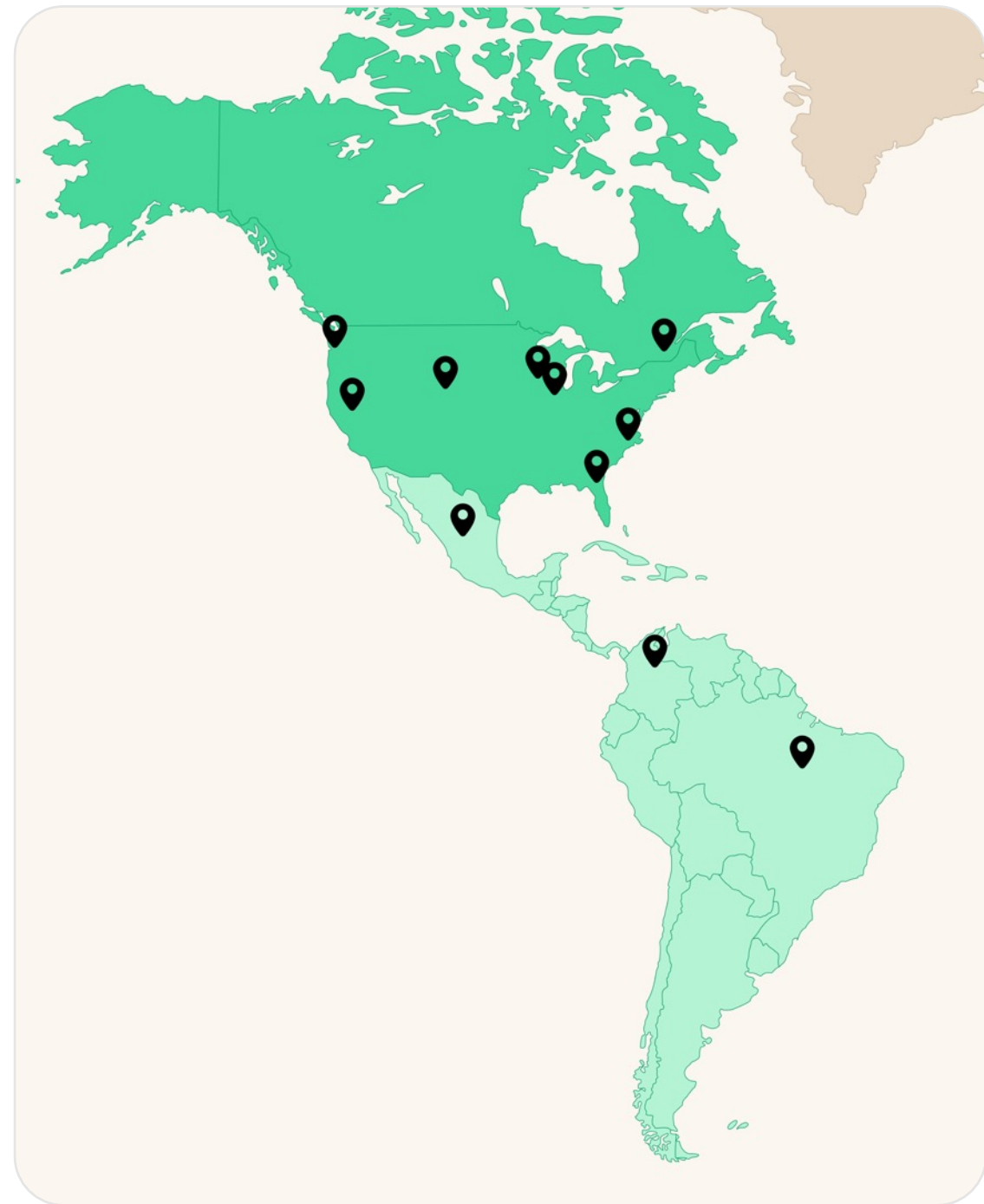


- Technology
- Telecoms
- Finance
- Retail
- Prof Services
- Other



Subregions

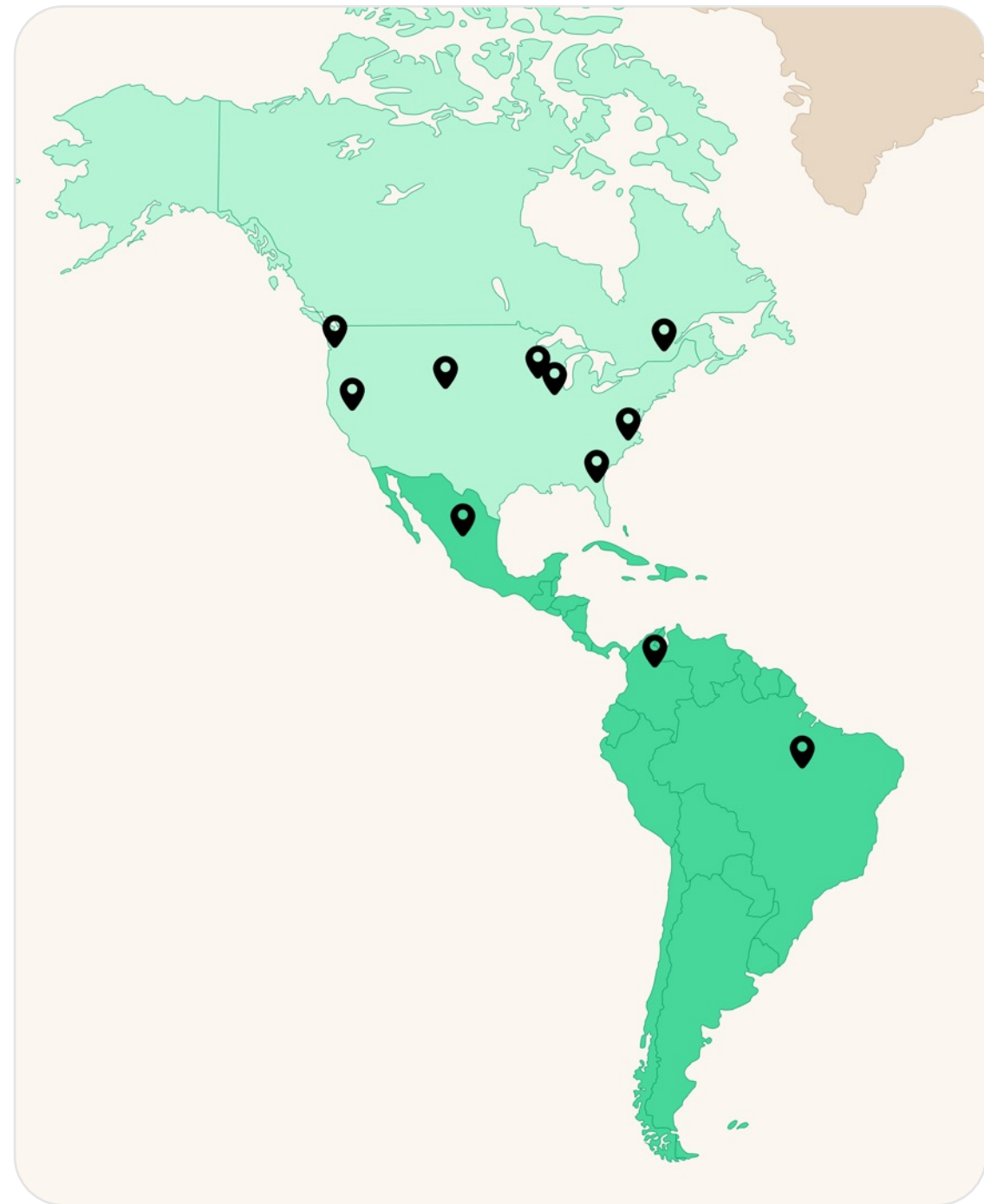
	North America	Latin America
Customers	73,000	1,600
Client segments	Enterprise, Mid-market, SMB	Enterprise, Mid-market
Share of gross profit	95%	5%
Product mix	Primarily API Platform, Network Connectivity, some Applications	Primarily API Platform, some Applications
Key verticals	Technology, Financial Services, Telecoms	Retail, Financial Services
GTM motion	Direct, partner, ecosystem, self-serve	Direct, with emerging indirect opportunity
Total FTE	1,200	400





Subregions

	North America	Latin America
Customers	73,000	1,600
Client segments	Enterprise, Mid-market, SMB	Enterprise, Mid-market
Share of gross profit	95%	5%
Product mix	Primarily API Platform, Network Connectivity, some Applications	Primarily API Platform, some Applications
Key verticals	Technology, Financial Services, Telecoms	Retail, Financial Services
GTM motion	Direct, partner, ecosystem, self-serve	Direct, with emerging indirect opportunity
Total FTE	1,200	400





Powering communications for the world's biggest brands

Tech



Telco



Financial services



Retail



Travel and transport



Growth drivers

Partnering to accelerate



Advanced messaging



Enterprise expansion





Partnering to accelerate growth

45%

Industry-wide share of digital communications spend that goes through indirect channels

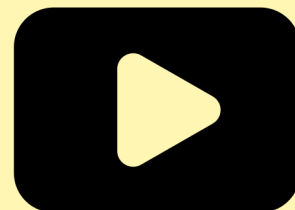
500+

Number of partners and ecosystem integrations across Sinch products globally

68%

Year-on-year growth rate from 2023 to 2024 in prioritized North America partner channels





Video:

Partnering with Adobe to Accelerate
Adoption of Customer Engagement

Link:

<https://investors.sinch.com/cmd-adobe>

Deep experience with advanced messaging



Global consumer package delivery in Mexico

- Delivery rates increased from low 80's to 98%
- 70% confirmed opened
- No integration changes



Large global bank in Brazil

- Tens of millions of messages per month
- Improved security
- 3x more engagement and higher conversion



Large mobile operator in US

- RCS in customer onboarding journey
- Engagement increased 110%
- Lower opt out rates





Advanced messaging

2 trillion+

SMS sent annually in the USA

52% Apple handset share

iOS 18 unlocks RCS penetration

Strategically aligned to win

Extensive expertise and long-standing carrier partnerships





Expanding our share with enterprises

4x

Conversion rate improvement when messaging added to existing email programs

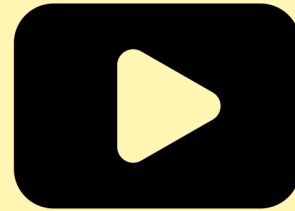
20

20 of our top 100 customers are buying multiple products today

35%

Year-on-year increase YTD in pipeline for combined product sales





Video:

Powering personalized engagement
for OneMain Financial

Link:

<https://investors.sinch.com/cmd-onemain>



Global go-to-market transformation

- Unified, regional GTM teams
- Data-driven customer segmentation direct and indirect
- Digital transformation and automation
- Solution and customer value-oriented
- Sales enablement and training



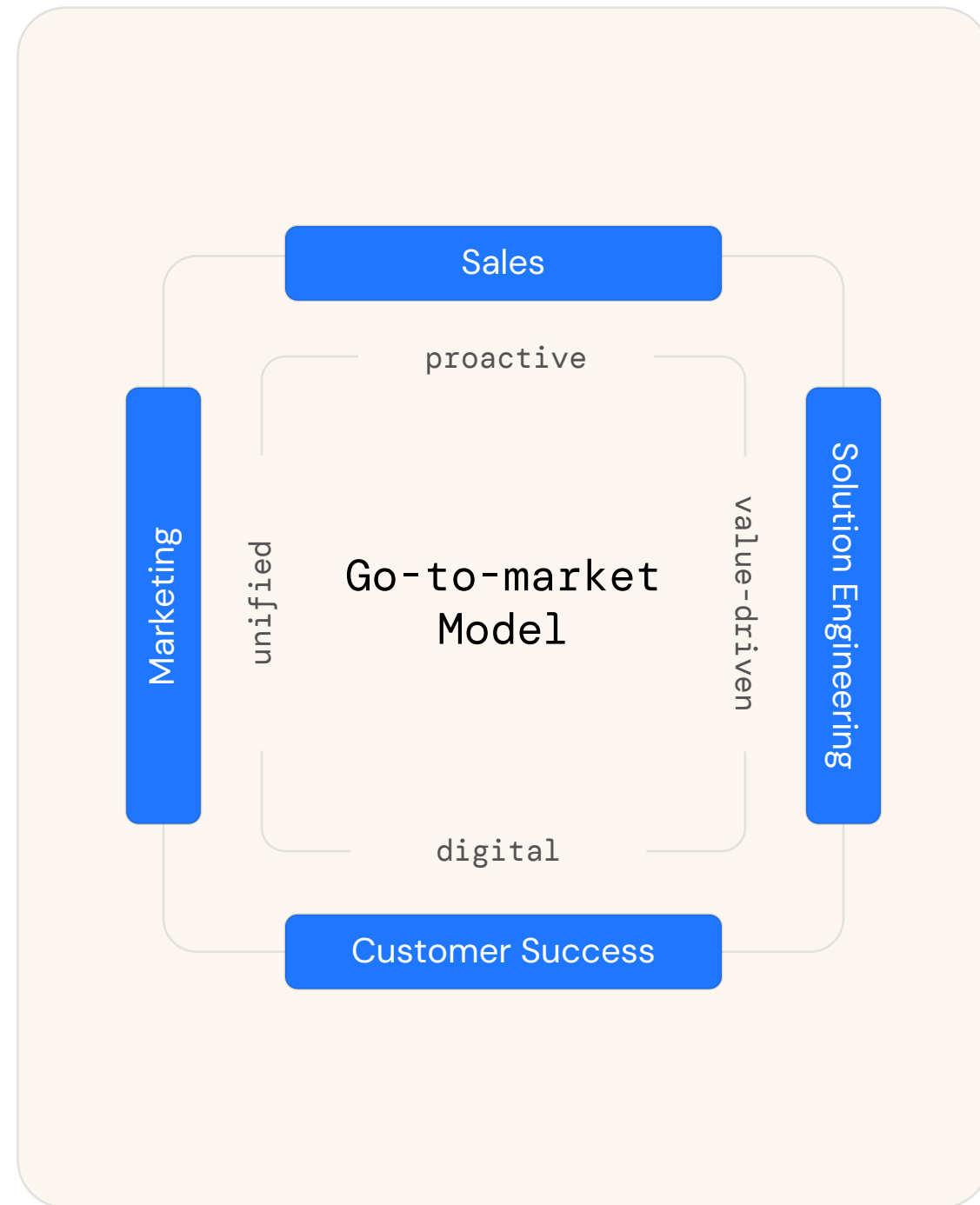
Cross-sell pipeline



Bookings conversion



Time spent selling





Why we win

1

Unmatched local expertise and scale

2

Deep and proven experience in advanced messaging

3

Strategic focus on ecosystems and enterprise growth



Americas

Nov 2024



Thank you!

Julia Fraser,
EVP Americas



Regional update EMEA

Nicklas Molin,
EVP EMEA





Sinch EMEA overview

72,000

Customers

22%

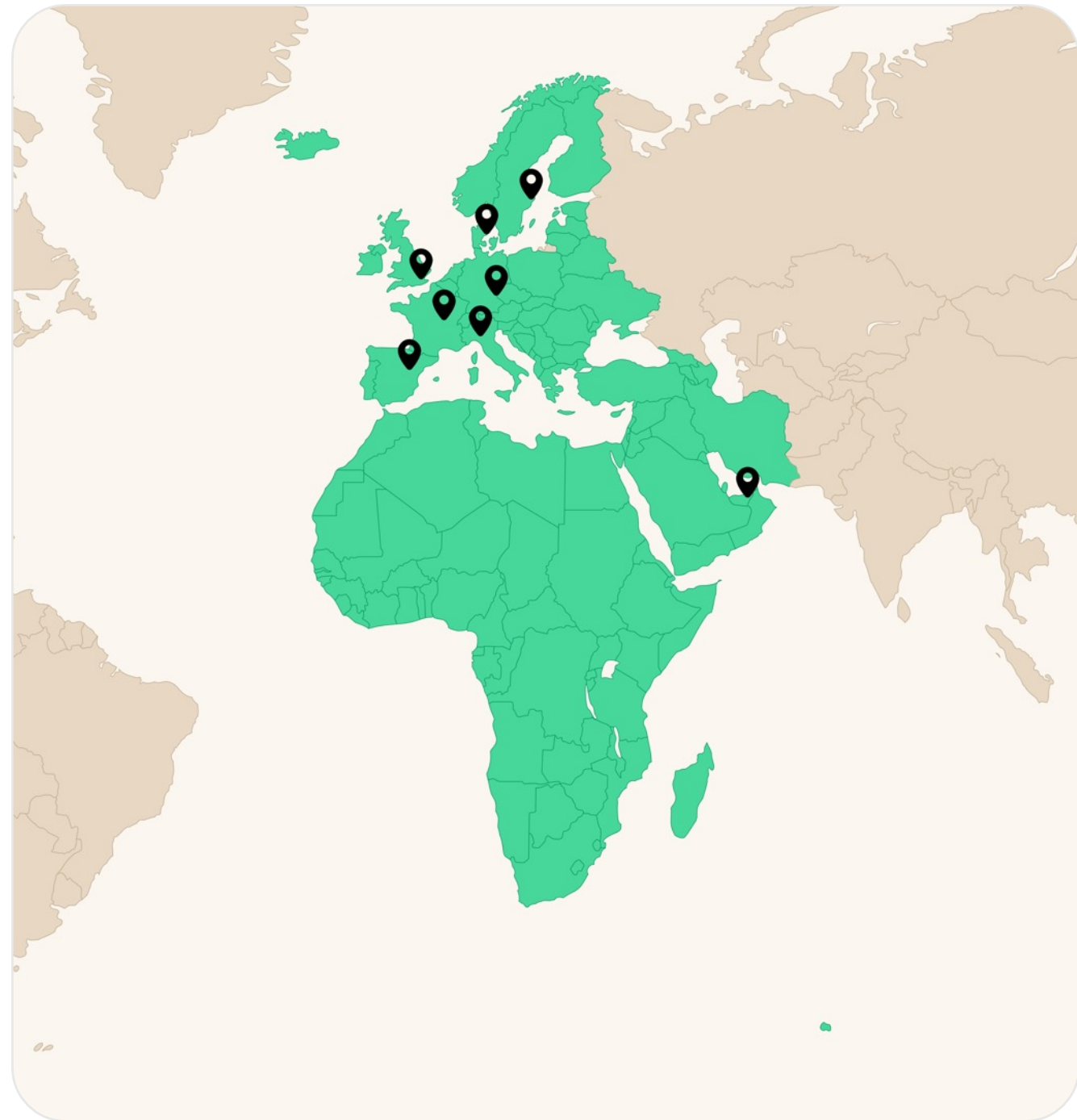
of total Sinch gross profit

1,300+

Employees

8

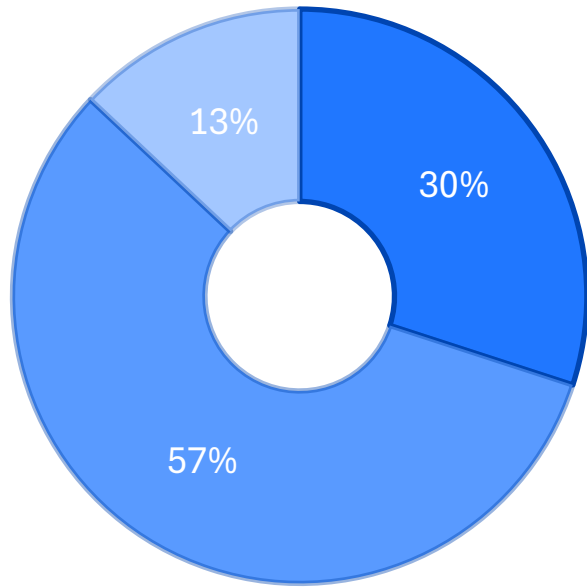
Countries with local sales presence





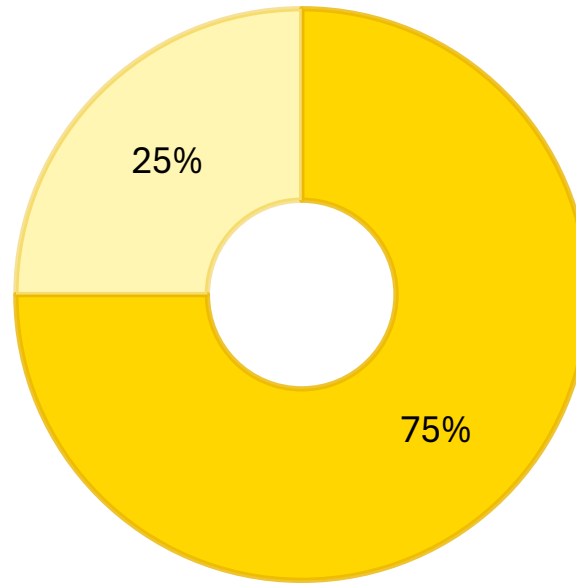
Our business in EMEA

Gross profit by product category



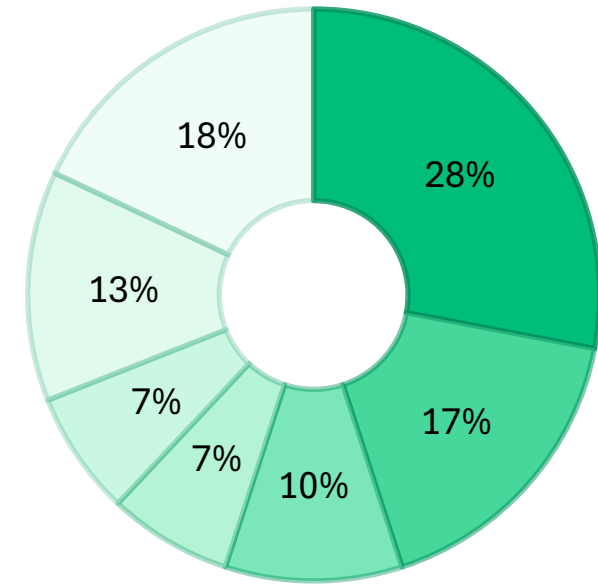
- Applications
- API Platform
- Network Connectivity

Gross profit, direct and indirect



- Direct
- Indirect

Gross profit by industry vertical



- Technology
- Telecoms
- Finance
- Prof services
- Retail
- Other
- Undefined

Powering communications for EMEA's leading brands

Tech



bloomreach



An SAP Company

Telco



OBEGRÄNSAD

Financial services



Retail



And more





Three customer segments

	Enterprise	Mid-market	Small business
Customer accounts	1,200	4,100	67,000
Share of gross profit	51%	32%	17%
Product mix	Primarily API Platform, also Applications and Network Connectivity	API Platform and Applications	API Platform and Applications
Largest verticals	Technology, Financial Services, Telecommunication, Retail,	Retail, Technology, Transportation, Hospitality	Technology, Services, Retail
Key markets	Central, Western and Northern Europe	Central, Western and Northern Europe	Broad coverage

Growth drivers

Tailored Go-to-market model
matching customer needs



Taking the lead in
advanced messaging



Partnering to
accelerate growth



Growth drivers

Tailored go-to-market model matching customer needs

Enterprise

- Grow share of wallet with existing customer base
- Main focus on Messaging products
- Targeted focus to win specific, large enterprise accounts

Mid-market & Small business

- Omni-channel communications leveraging multiple channels
- Messaging and Email – both APIs and Applications
- Win customers who have not used Sinch cloud-based communications services before



Growth drivers

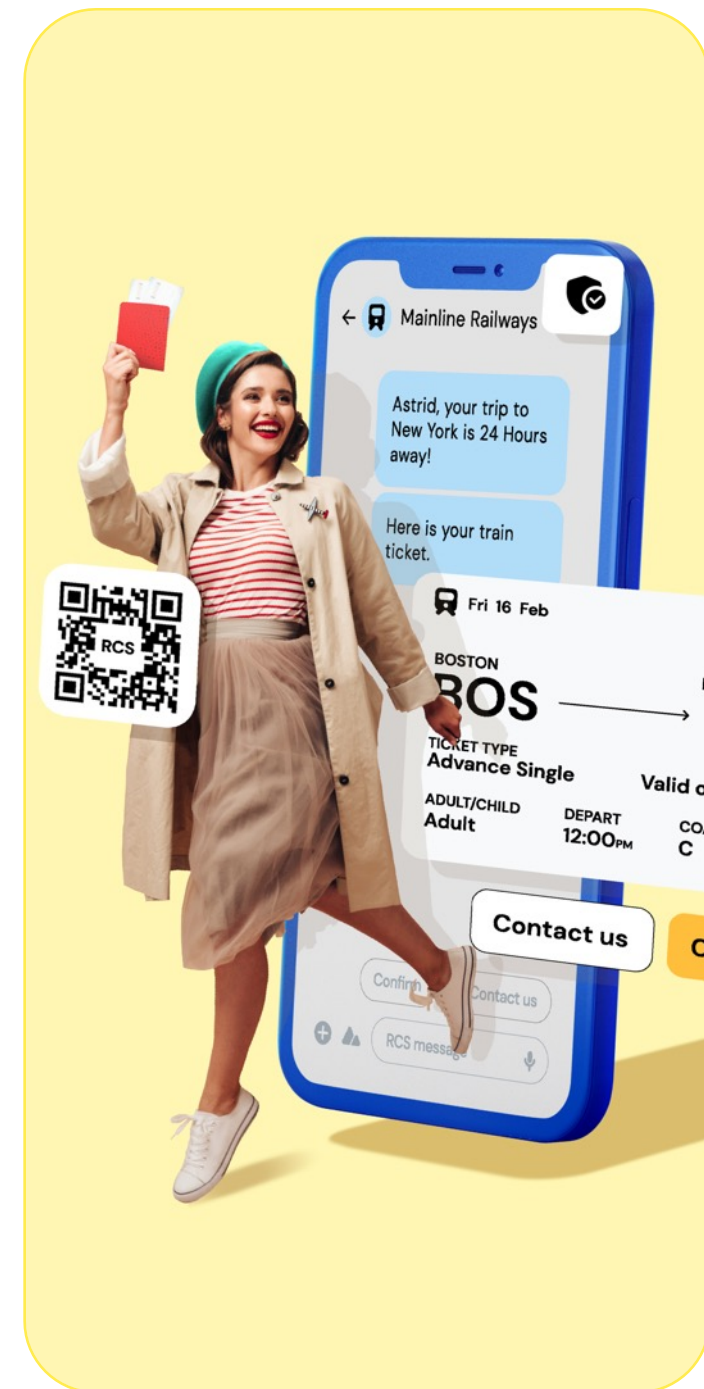
Taking the lead in advanced messaging

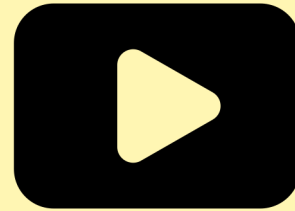
Strong position

- Thousands of enterprise customers using Sinch for SMS messaging
- Long experience in conversational messaging both with RCS and WhatsApp
- Strong footprint in key RCS markets: UK, France, Germany, and Spain
- Trusted relationships with all prominent mobile operators in the region
- Strategic partnership with Google

High potential

- Richer feature set supports new use cases in mobile marketing and customer care
- Improved security and verified sender ID addresses key concerns with SMS
- Apple support for RCS dramatically increases brand interest





Video:

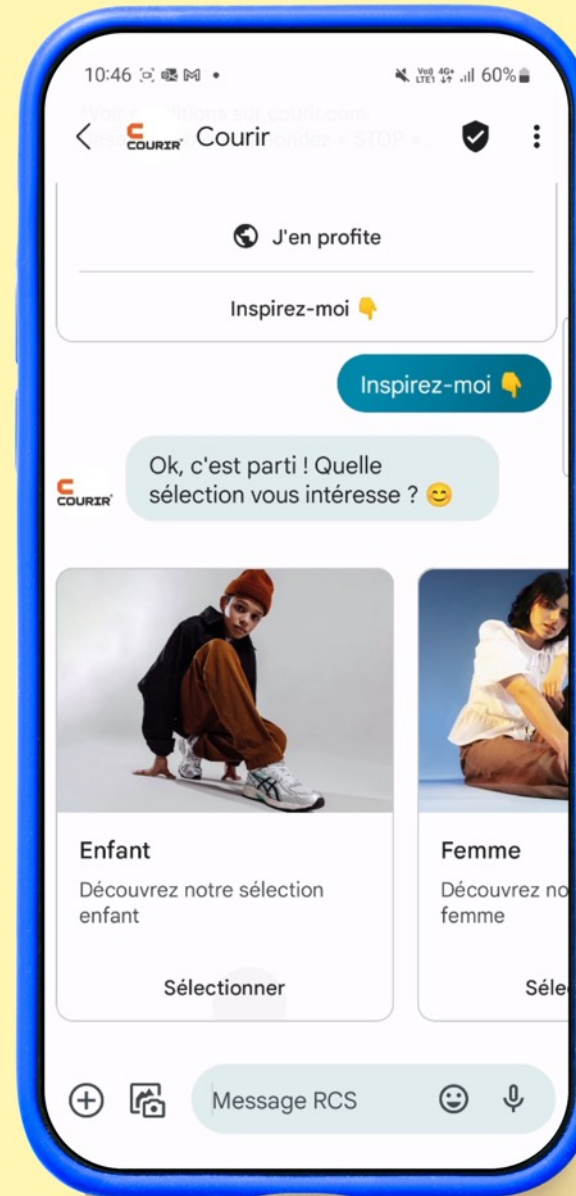
Increasing ROI with Courir

Link:

<https://investors.sinch.com/cmd-courir>



Courir engages with customers and increases sales with conversational messaging provided by Sinch



8x

More redirections with RCS

3x

Higher campaign revenue with RCS

74%

Read rate of RCS messages

Growth drivers

Partnering to accelerate growth

Market trend

45%

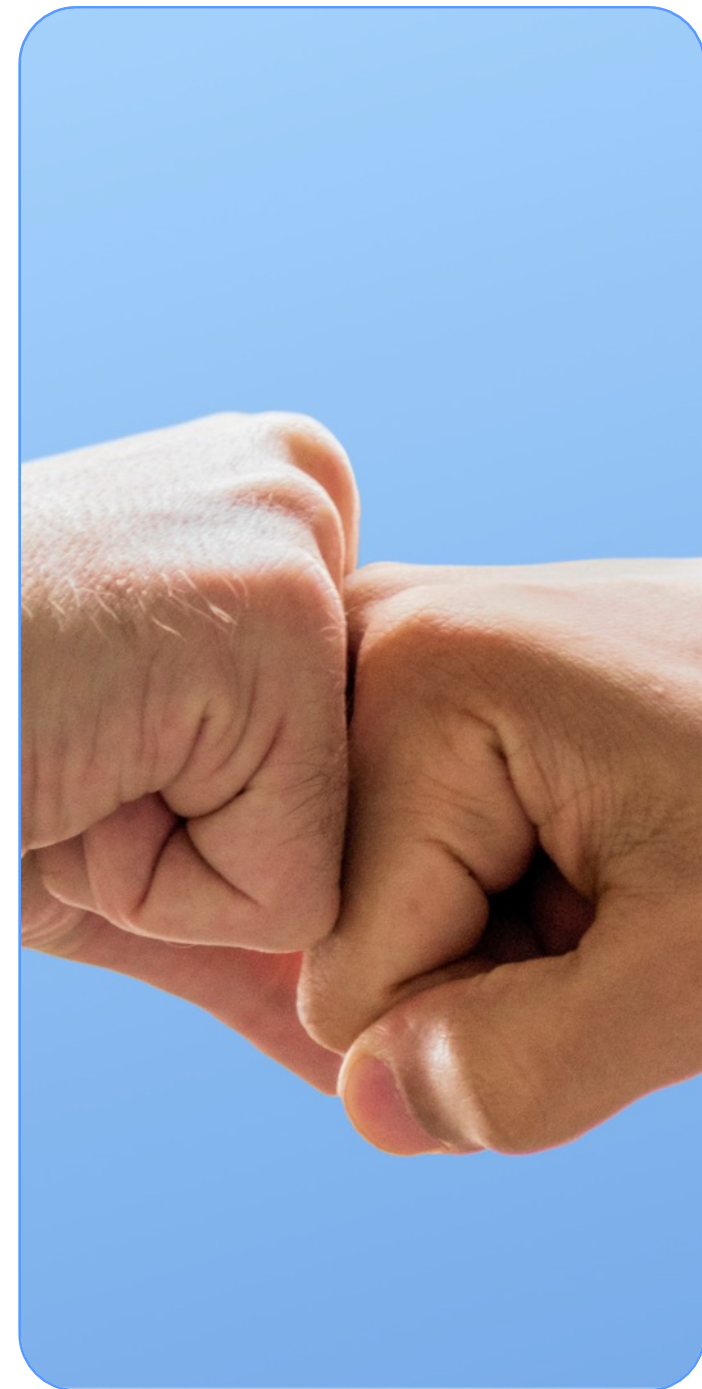
of digital communications spend indirect via platform and application providers



Momentum

>30%

Year-on-year growth rate from 2023 to 2024 in EMEA strategic partner channels





Why we win

1

Deep customer knowledge and unique capability throughout the value chain

2

Ability to serve both Enterprise customers, Mid-market and Small businesses with global or local needs

3

Best positioned to capture Advanced Messaging opportunity unlocked by RCS



EMEA

Nov 2024



Thank you!

Nicklas Molin,
EVP EMEA



Regional update APAC

Wendy Johnstone,
EVP APAC





Sinch APAC overview

35,000

Customers

16%

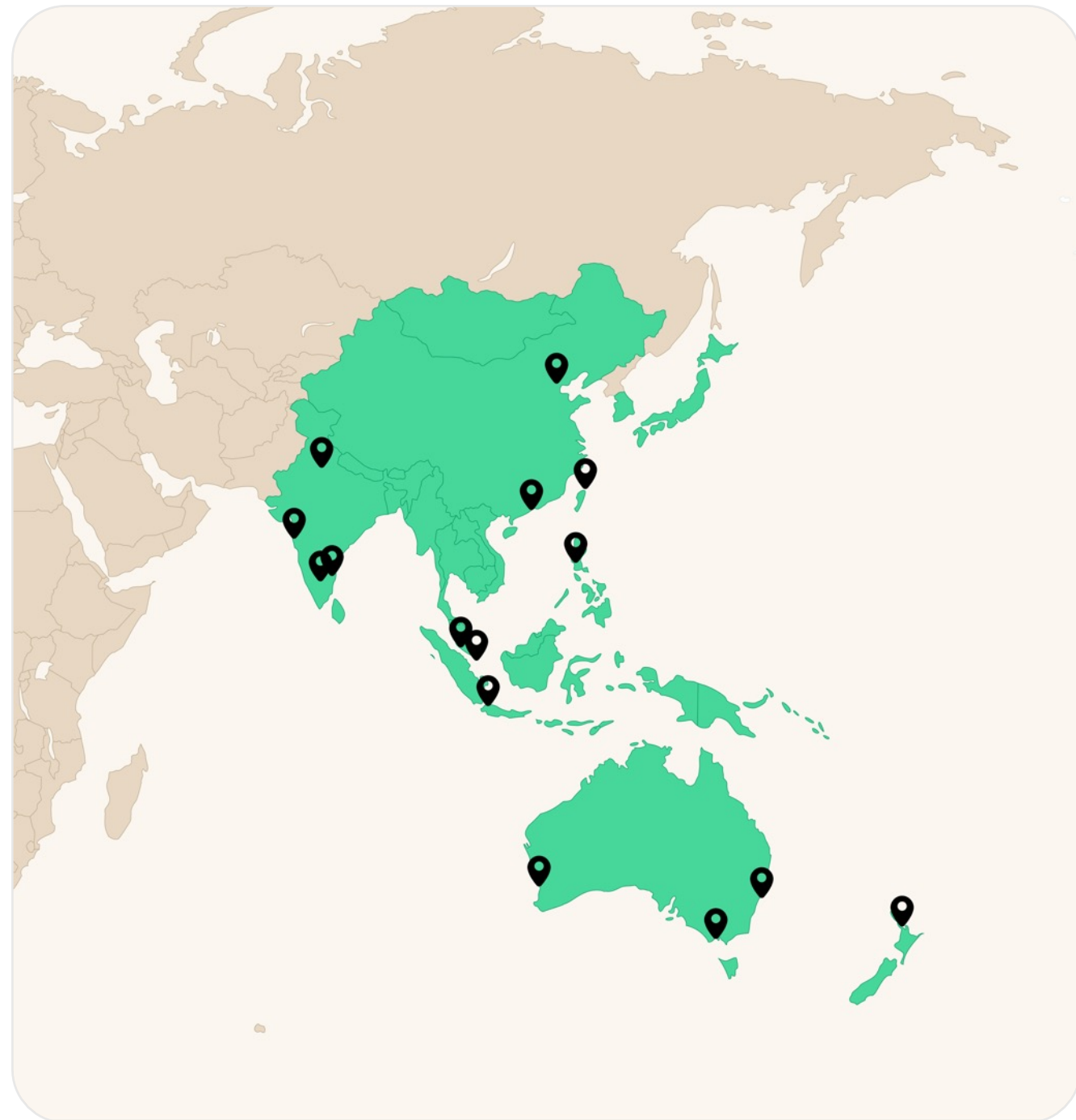
of total Sinch gross profit

1,200

Employees

100+

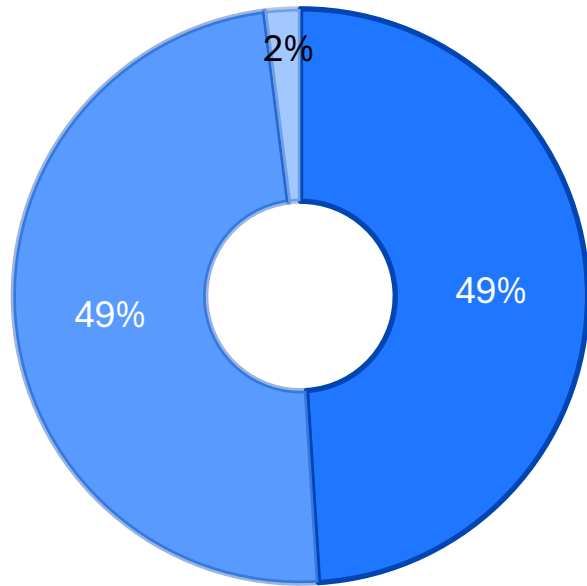
Financial services customers





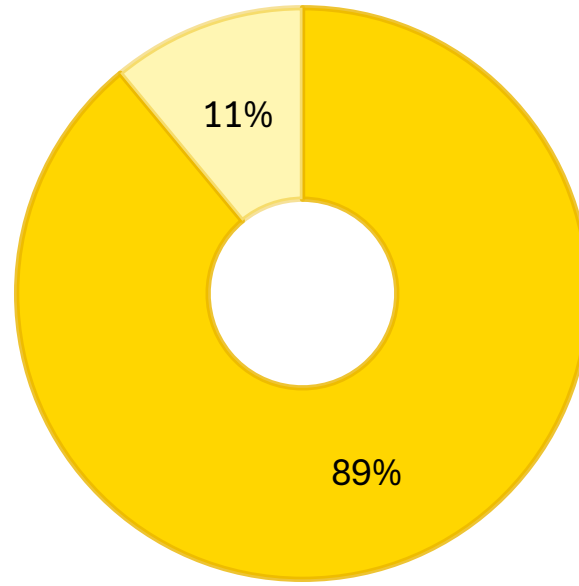
Our business in APAC

Gross profit by product category



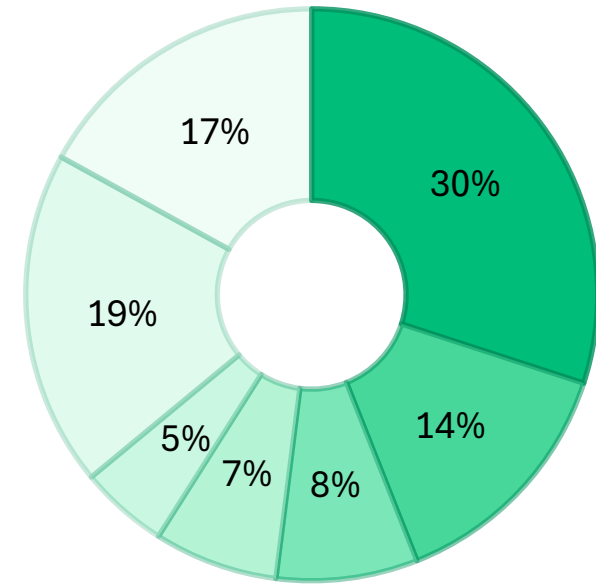
- Applications
- API Platform
- Network Connectivity

Gross profit, direct and indirect



- Direct
- Indirect

Gross profit by industry vertical

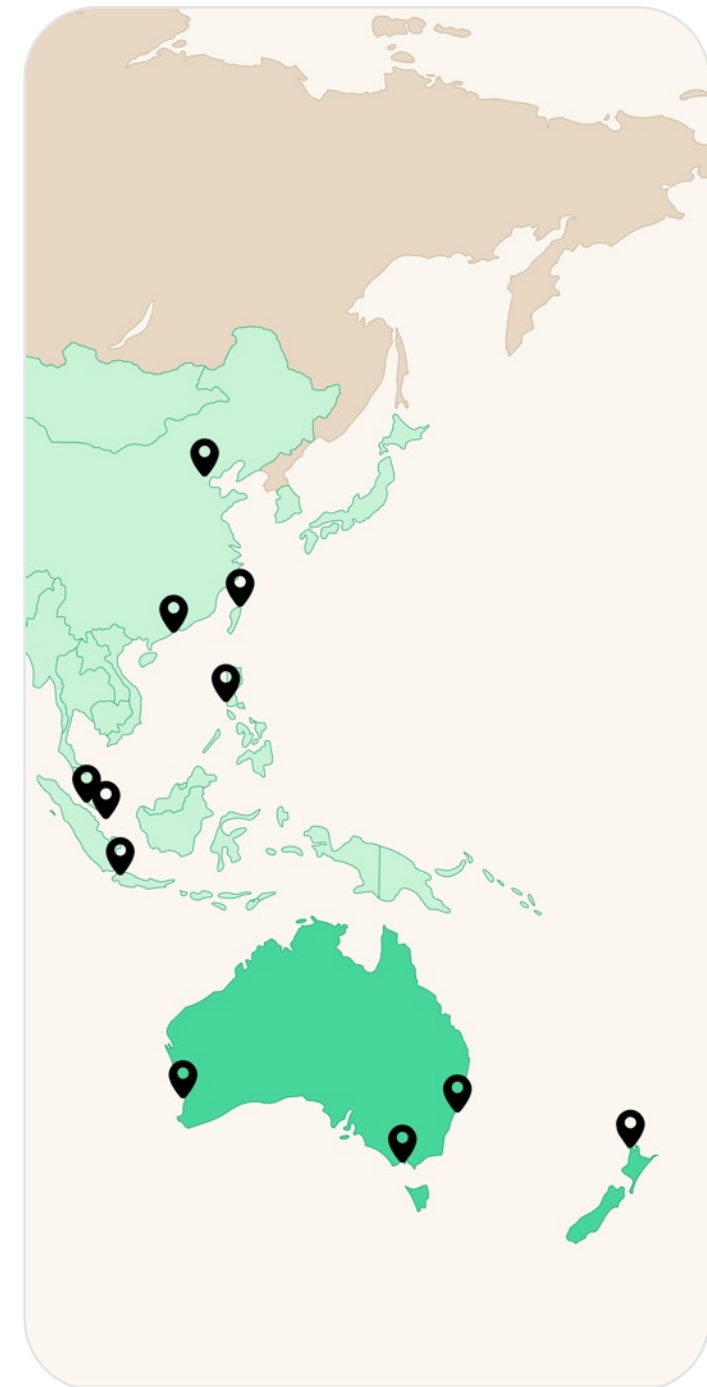


- Finance
- Technology
- Telecoms
- Retail
- Healthcare
- Other



Subregions

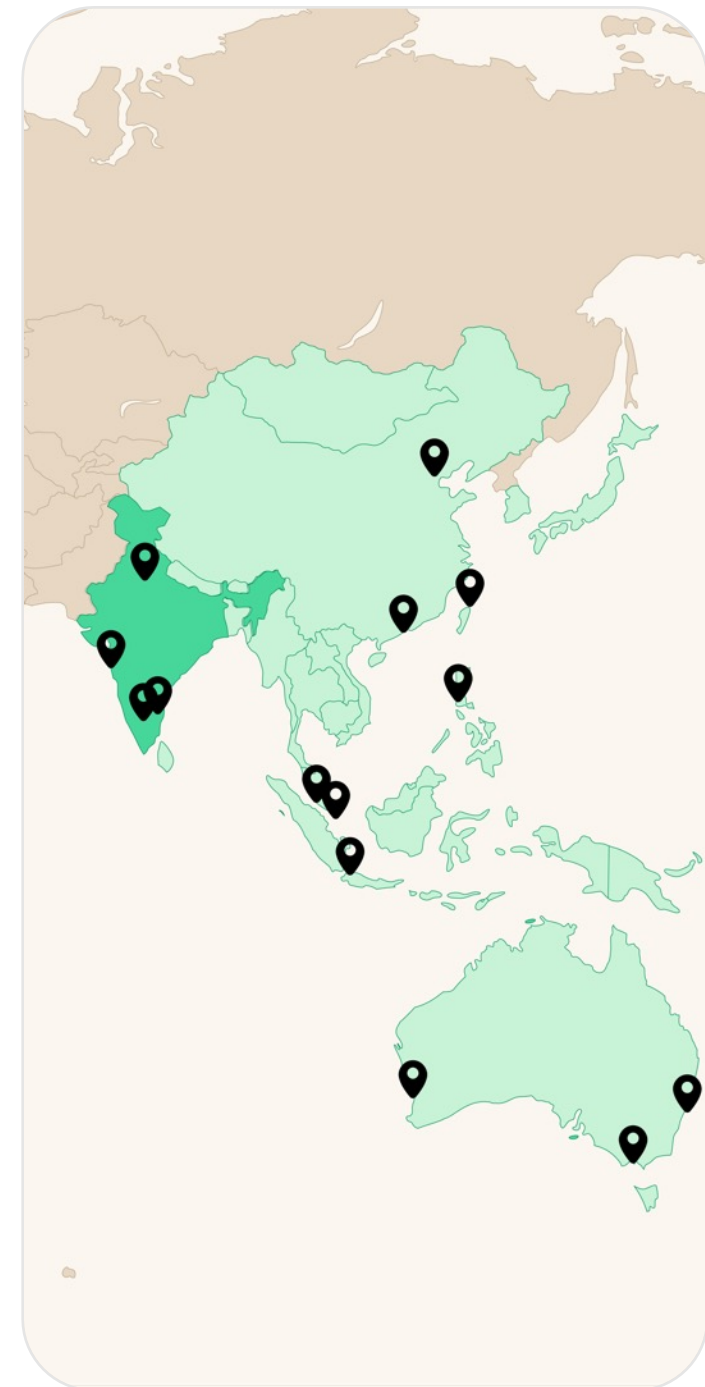
	Australia & New Zealand	India	Rest of Asia
Customers	40,000	1,600	9,000+
Client segments	Enterprise, Mid-market, SMB	Enterprise	Enterprise
Share of gross profit	55%	25%	20%
Product mix	Primarily Applications, some API Platform	API Platform	Primarily API Platform, limited Applications
Key verticals	Retail, Healthcare, diversified base	Financial services	Financial services
GTM motion	Direct, partner, ecosystem, self-serve, carrier white-label	Direct	Direct
Total FTE	230	710	260





Subregions

	Australia & New Zealand	India	Rest of Asia
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Powering communications for APAC's most innovative brands

Tech



Telco



Banks and Financial Services



Retail



OZ HAIR AND BEAUTY



And more





Market opportunities & growth drivers

75%

of APAC market opportunity is outside India, Australia, and New Zealand

US\$4.3bn

Mid-market and SMB opportunity outside Australia & New Zealand

US\$3.3bn

APAC enterprise opportunity

25%

RCS and WhatsApp share of India market in 2029



Growth strategy: India

Advanced messaging

- Early adoption of RCS

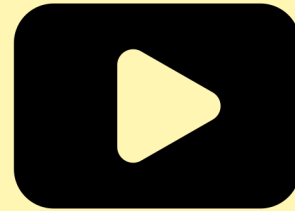
Strategic Partnerships & Ecosystems

- Target micro, small and medium enterprises through new partnerships

Solution Selling

- Customised security and privacy solution for financial services customers





Video:

Personalized lending with
HDB Financial Services

Link:

<https://investors.sinch.com/cmd-hdb>



Growth strategy: Australia & New Zealand

Advanced messaging

- RCS later adoption

Strategic Partnerships & Ecosystems

- Carrier white label customer acquisition
- Continue and expand partnership network

Solution Selling

- Cross-sell email and SMS to large customer base





Growth strategy: rest of Asia

Advanced messaging

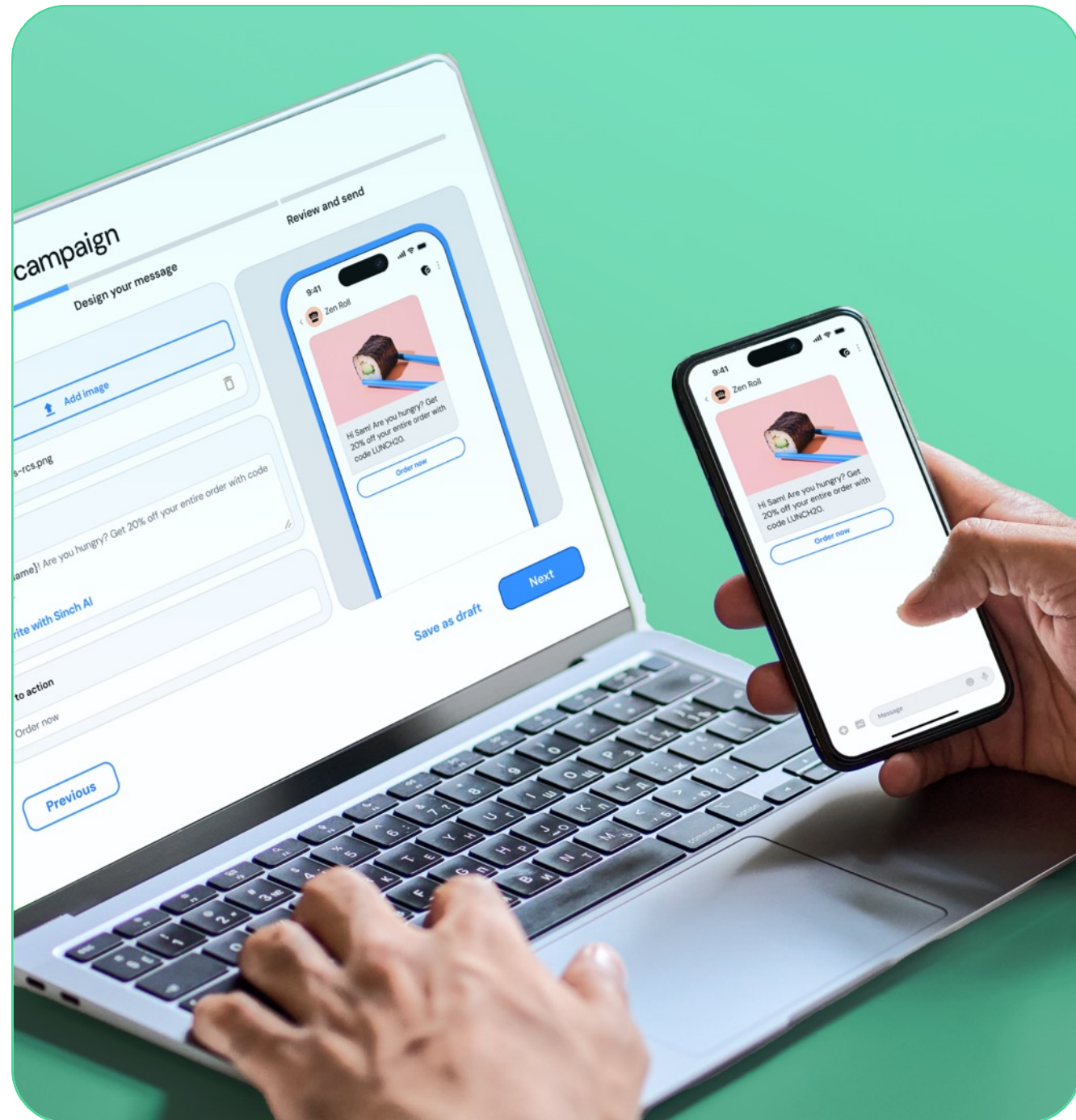
- Currently enrolling customers in RCS

Strategic Partnerships & Ecosystems

- Launch Sinch Engage and expand ecosystems

Solution Selling

- Accelerate new business through full suite of Sinch products





Why we win

1

Large growth in advanced messaging across both RCS and WhatsApp

2

Expand partnership and ecosystem network to drive new business

3

Demand for – and strong ability to deliver on – multi-product solutions



APAC

Nov 2024



Thank you!

Wendy Johnstone,
EVP APAC



Sustainability

Karin Arrenfeldt,
Head of Sustainability





**We are pioneering the way
the world communicates,
for a better connected and
more sustainable world**





Our values



Dream big

We aim high in everything we do, making the impossible possible to solve our customers' challenges.



Make it happen

We make things happen and make them matter. We hold ourselves and our business accountable, applying the highest standards to everything we do.



Win together

We know that great teams work faster and better together. Together as one global team, we embrace diversity and care about every single individual.



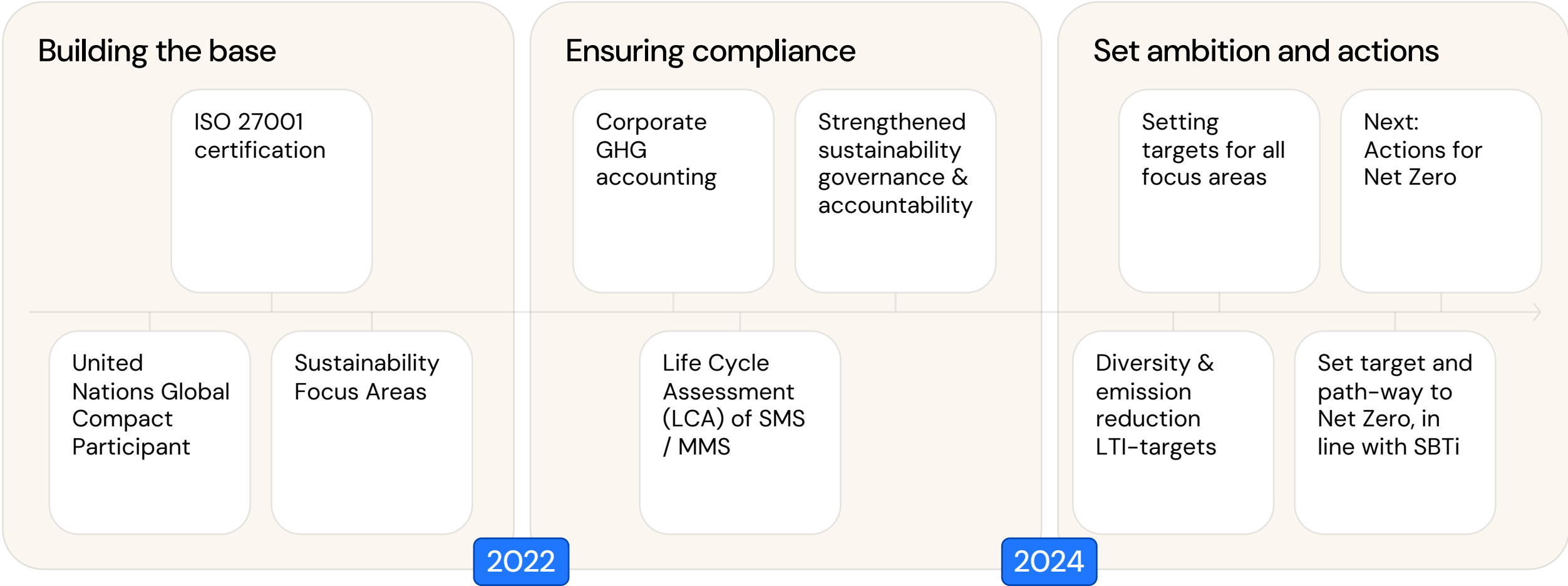
Keep it simple

Sinch means simple and easy – and that's how we want our customers to feel about their experience working with our teams and products.






Sinch sustainability journey

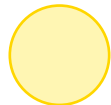





Our sustainability framework

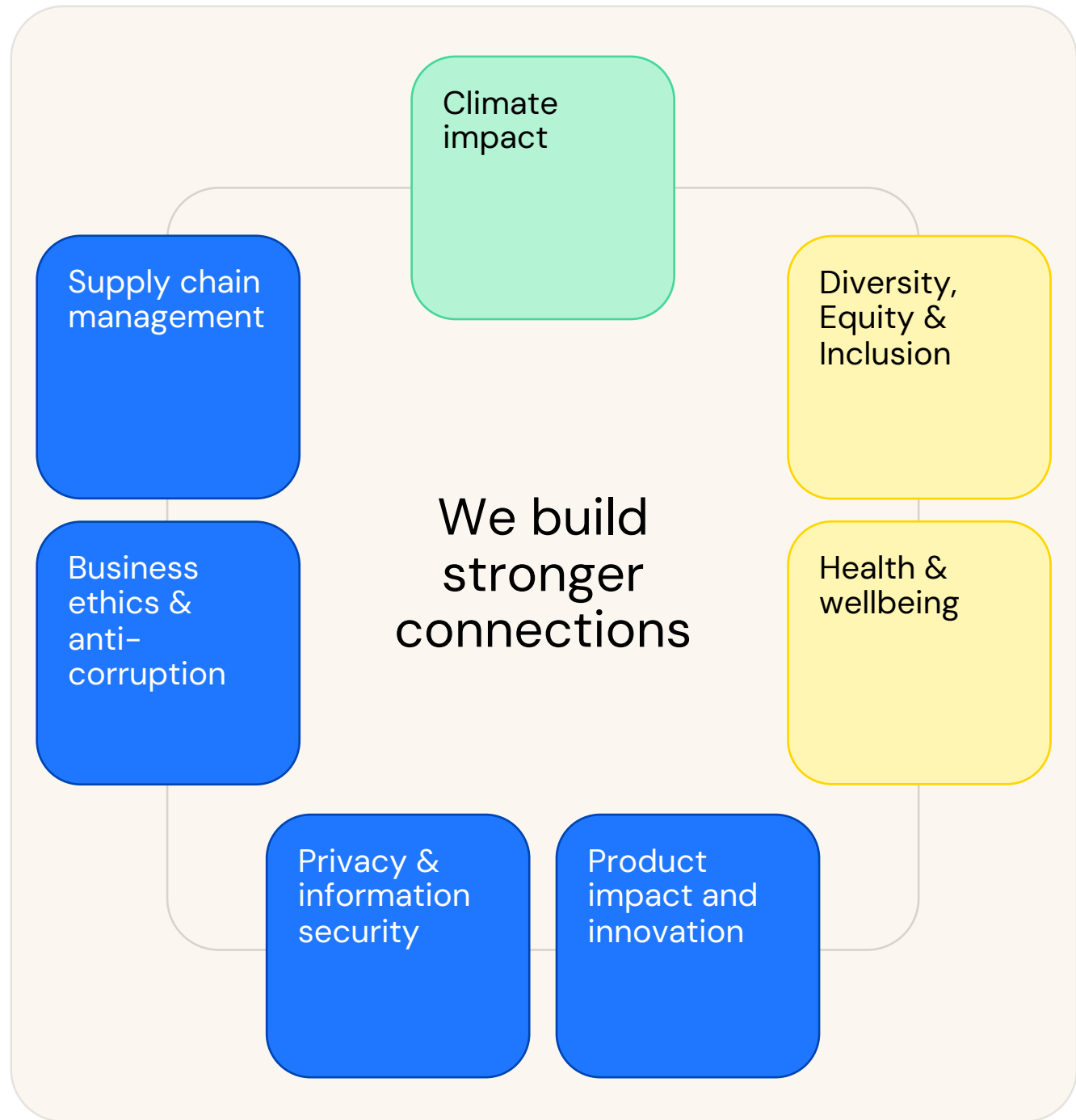
 Our planet (E)



 Our people (S)




 Our business (G)

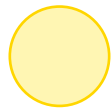





Our sustainability framework

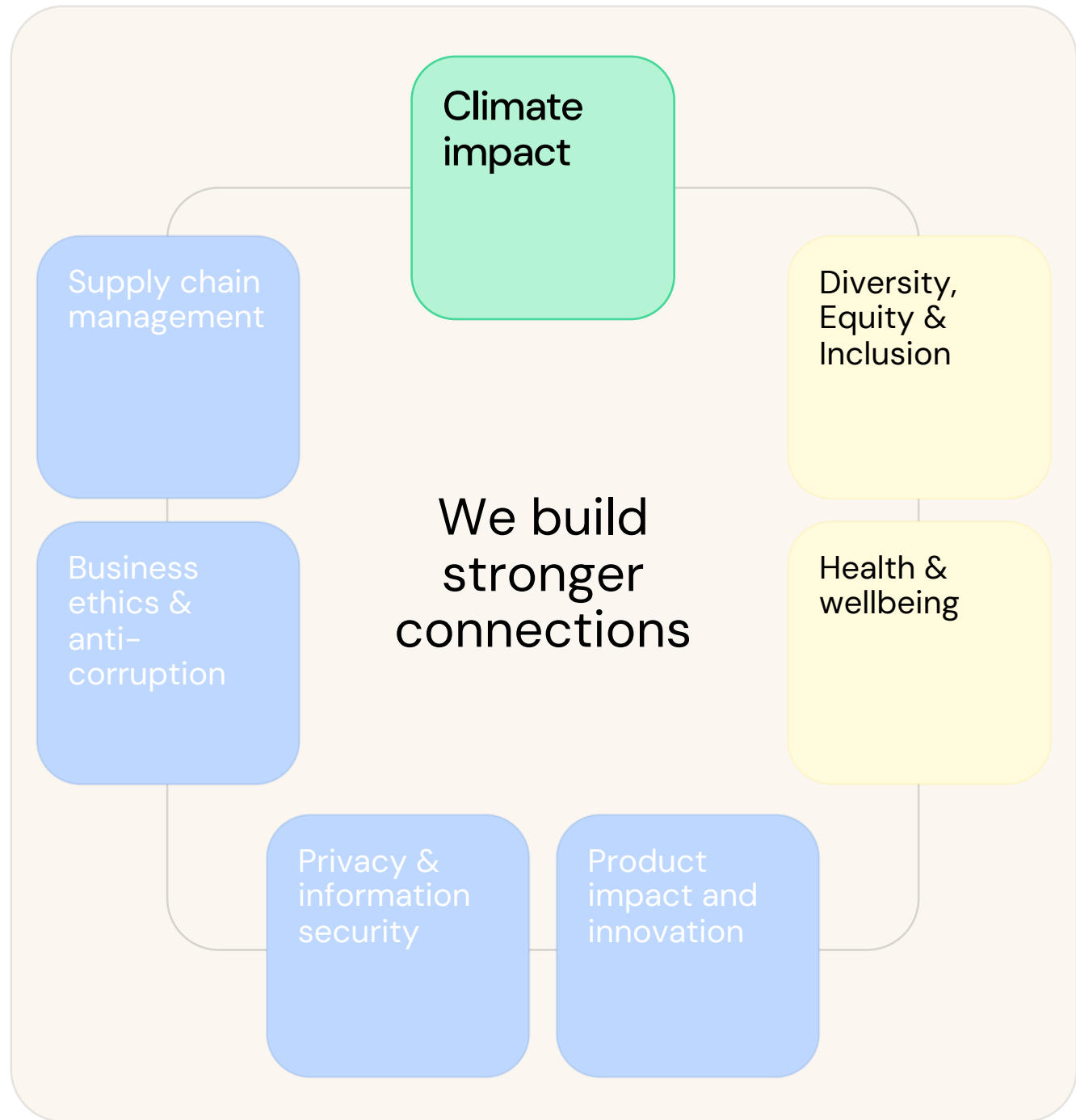
 Our planet (E)



 Our people (S)



 Our business (G)



Sinch commits to Science Based Targets initiative (SBTi) and reaching Net Zero by 2050

We aim for ambitious short- and long-term emission cuts in line with SBTi and the 1.5°C goal of the Paris agreement.



Reduce **Scope 1,2 and 3** emissions until 2050 by

97%

Reduce **Scope 1 and 2** absolute emissions until 2030 by

42%


Reduce **Scope 3** emissions until 2030 by

52%

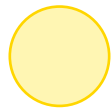
All targets are set compared to our base year of 2023.




Our sustainability framework

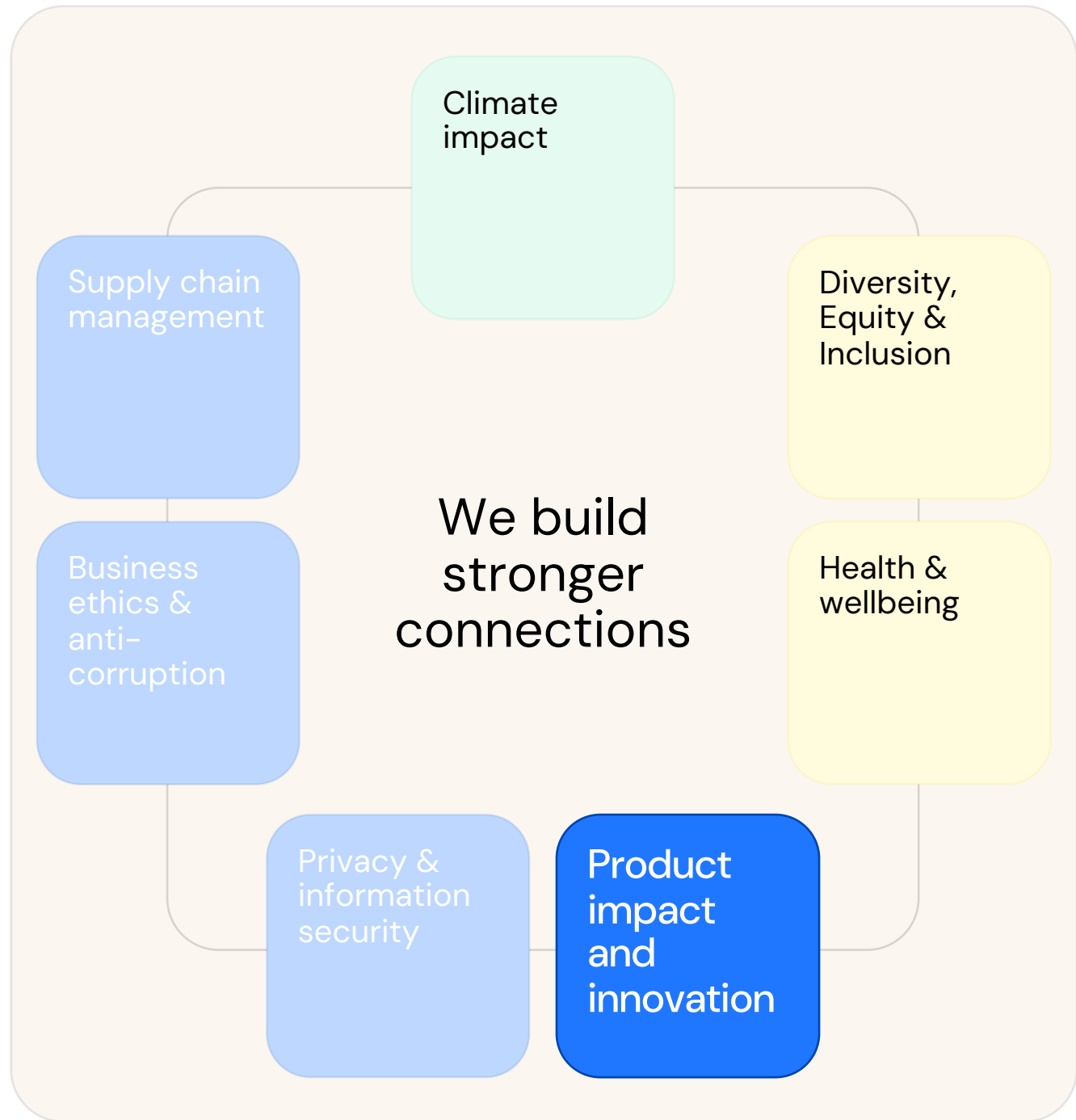
 Our planet (E)



 Our people (S)



 Our business (G)





Saving lives with our Emergency Services in the US

Our Emergency Services (Next Generation NG 911) saves people's lives, and our cutting-edge technology makes it possible

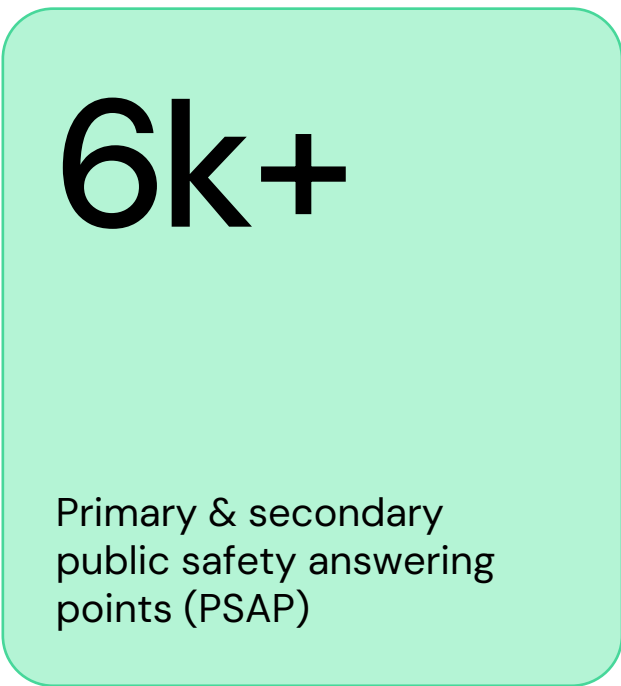
Road map

- Expanding NG911 across U.S. and exploring international markets
- Advancing NG911 with IoT, video, data integration and real-time-text for the deaf and hearing-impaired community



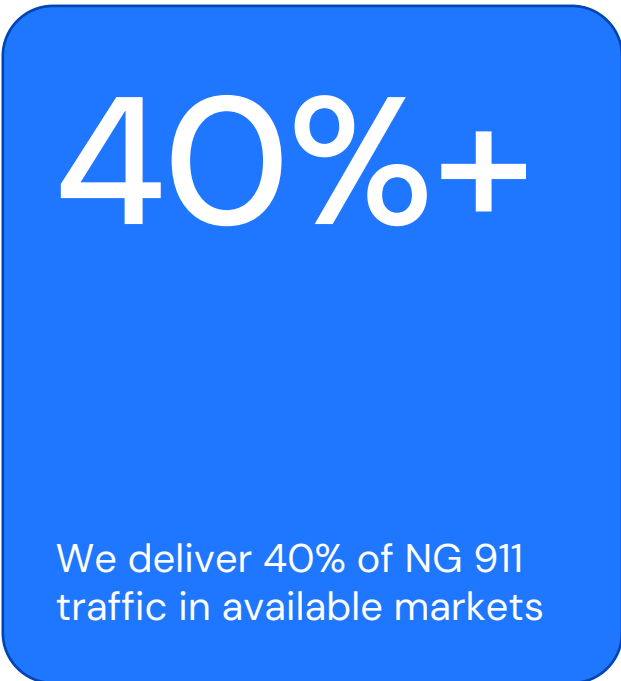
50m+

Calls to 911 processed annually on Sinch network



6k+

Primary & secondary public safety answering points (PSAP)




40%+

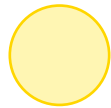
We deliver 40% of NG 911 traffic in available markets




Our sustainability framework

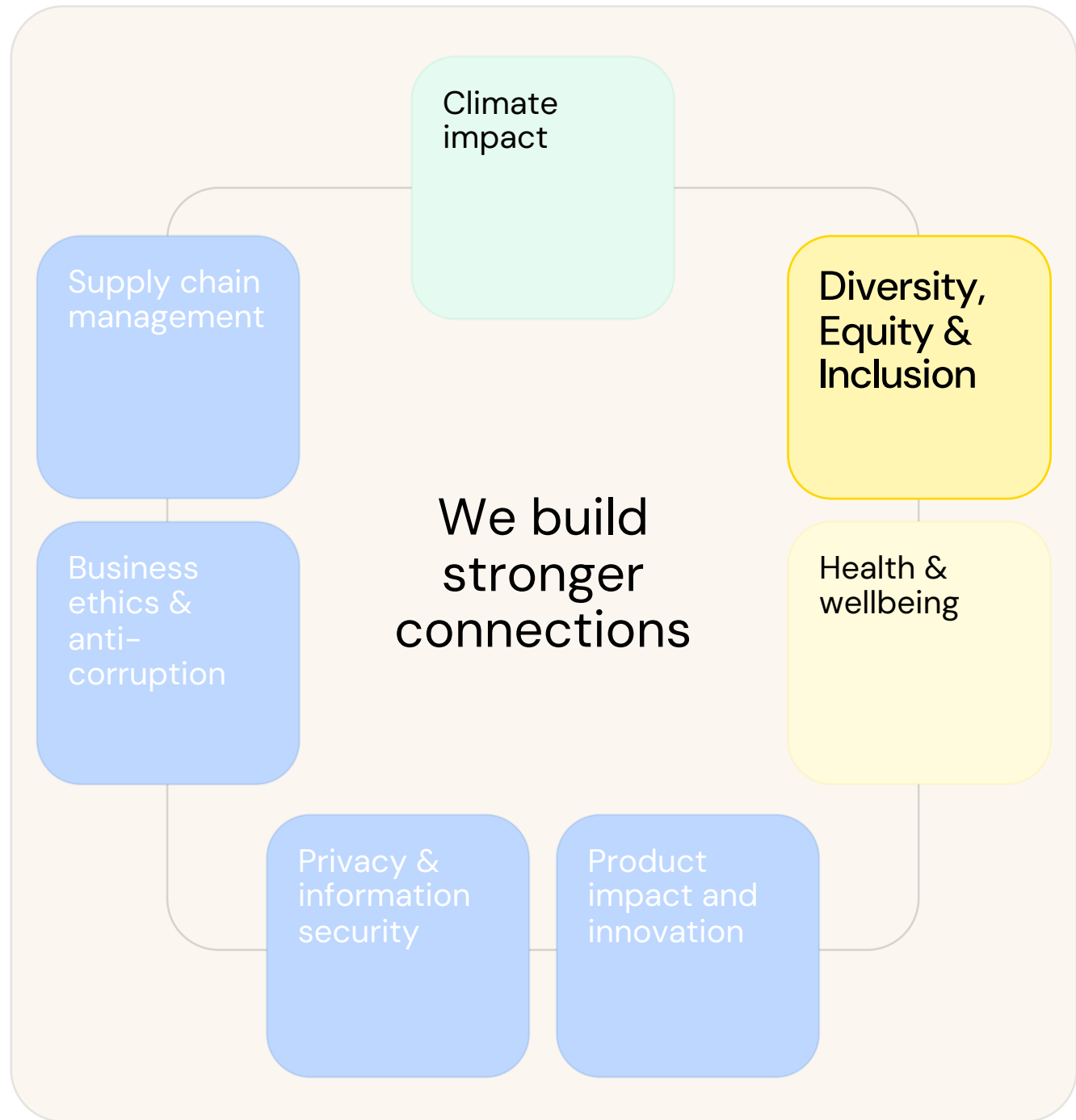
 Our planet (E)



 Our people (S)



 Our business (G)





Our commitment to Diversity, Equity, & Inclusion

Our achievements

Award-Winning: Recognized for equal gender split in our Group Leadership Team by AllBright

42%

Women in management team, compared to 25% in 2023

40%

Women in board of directors, compared to 33% in 2023

Future goals: Increase equality in leadership

Current Status: 30% of leadership roles are held by women

32%

Target (minimum) of women managers by 2027





Key messages

1

Sinch has built a solid base to enable our continuous journey towards strategic and integrated sustainability

2

2024 milestones in terms of SBTI Net Zero target for 2050 and LTI

3

Next step to define long term targets aligned with business priorities

4

And drive action and progress to become Net Zero



Thank you!

Karin Arrenfeldt,
Head of Sustainability



Financials

Roshan Saldanha,
CFO



Key messages

1

Sinch is a profitable, cash-generative digital communications leader with a track record of organic and inorganic growth

2

Value creation through

- Growth reacceleration
- EBITDA margin expansion
- Continued, high cash generation

3

Growth reacceleration through

- Enterprise expansion
- Self-serve capabilities
- RCS and email
- Partners and ecosystems

4

Active capital allocation

1. Reduce debt
2. Finance acquisitions
3. Return cash to shareholders

Key messages

1

Sinch is a profitable, cash-generative digital communications leader with a track record of organic and inorganic growth

2

Value creation through

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Growth reacceleration through

- Enterprise expansion
- Self-serve capabilities
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4

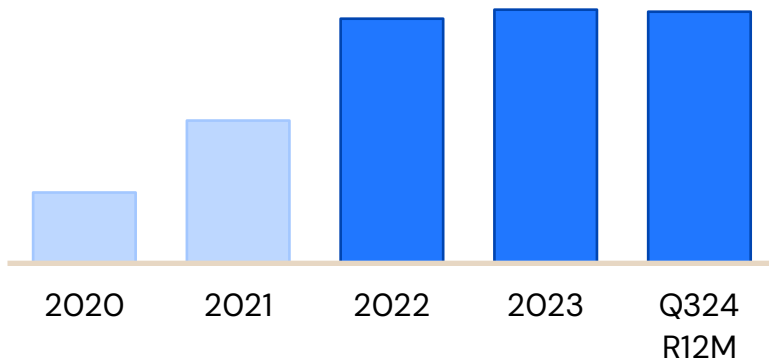
Active capital allocation

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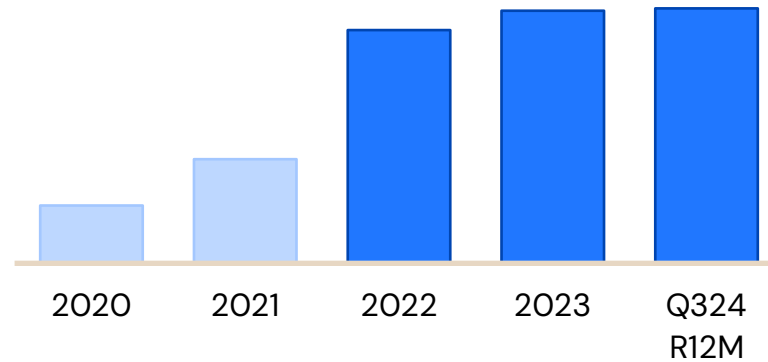


Delivering in line with company priorities

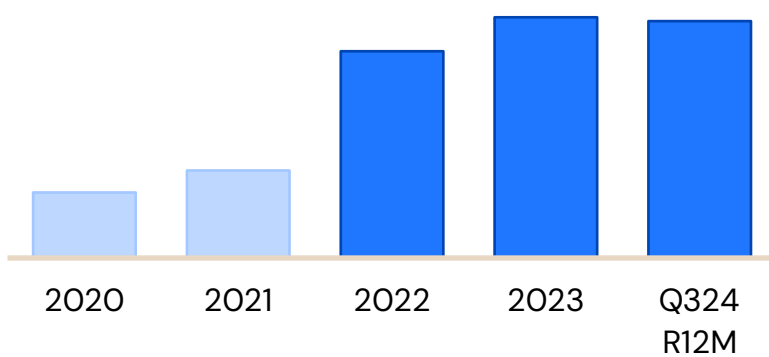
Revenue



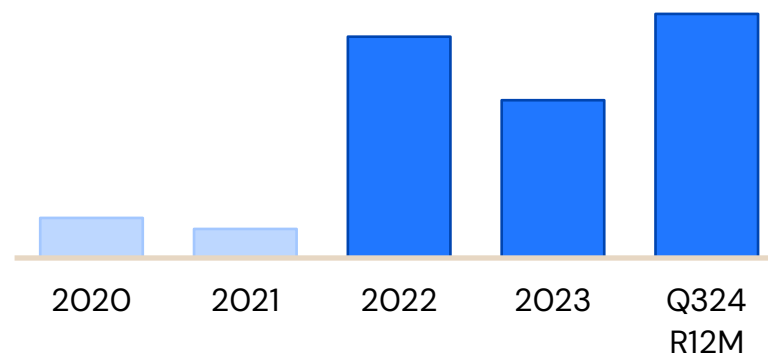
Gross Profit



Adj EBITDA



Cash Flow from Operations

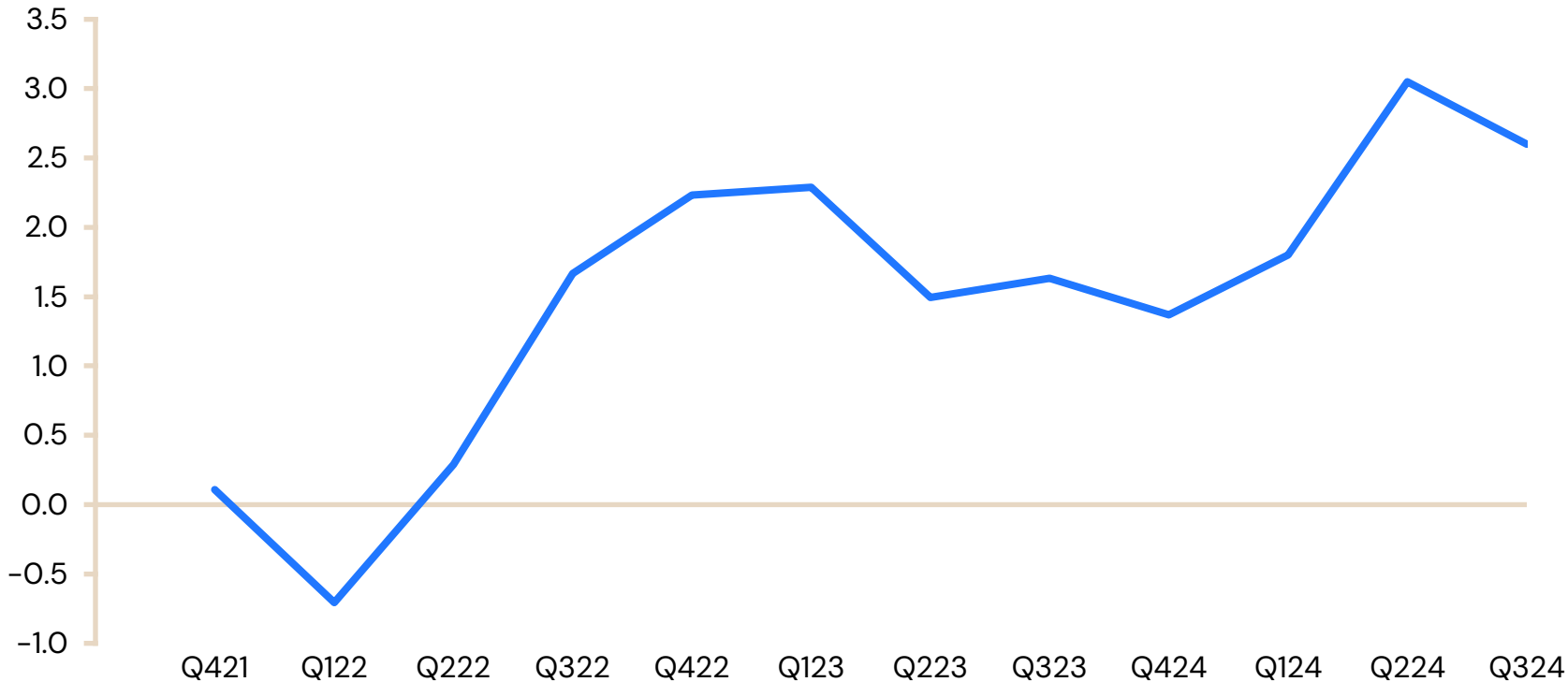


- Growth focus until 2021, both organically and through acquisitions.
- Significant change to market environment in early 2022 turned focus towards cost control and cash generation.
- Investments in growth considered best route to increased profit over 2024-27 period.



Long term growth in free cash flow per share

Cash flow from operating activities after investments, per share, rolling 12 months



- Positive long term trend with short term volatility driven by working capital movements.
- Cash conversion at 61% on R12M basis.
- EBITDA growth, working capital optimization and reducing interest costs fuel cash flow per share.

Key messages

1

Sinch is a profitable, cash-generative digital communications leader with a track record of organic and inorganic growth

2

Value creation through

- Growth reacceleration
- EBITDA margin expansion
- Continued, high cash generation

3

Growth reacceleration through

- Enterprise expansion
- Self-serve capabilities
- RCS and email
- Partners and ecosystems

4

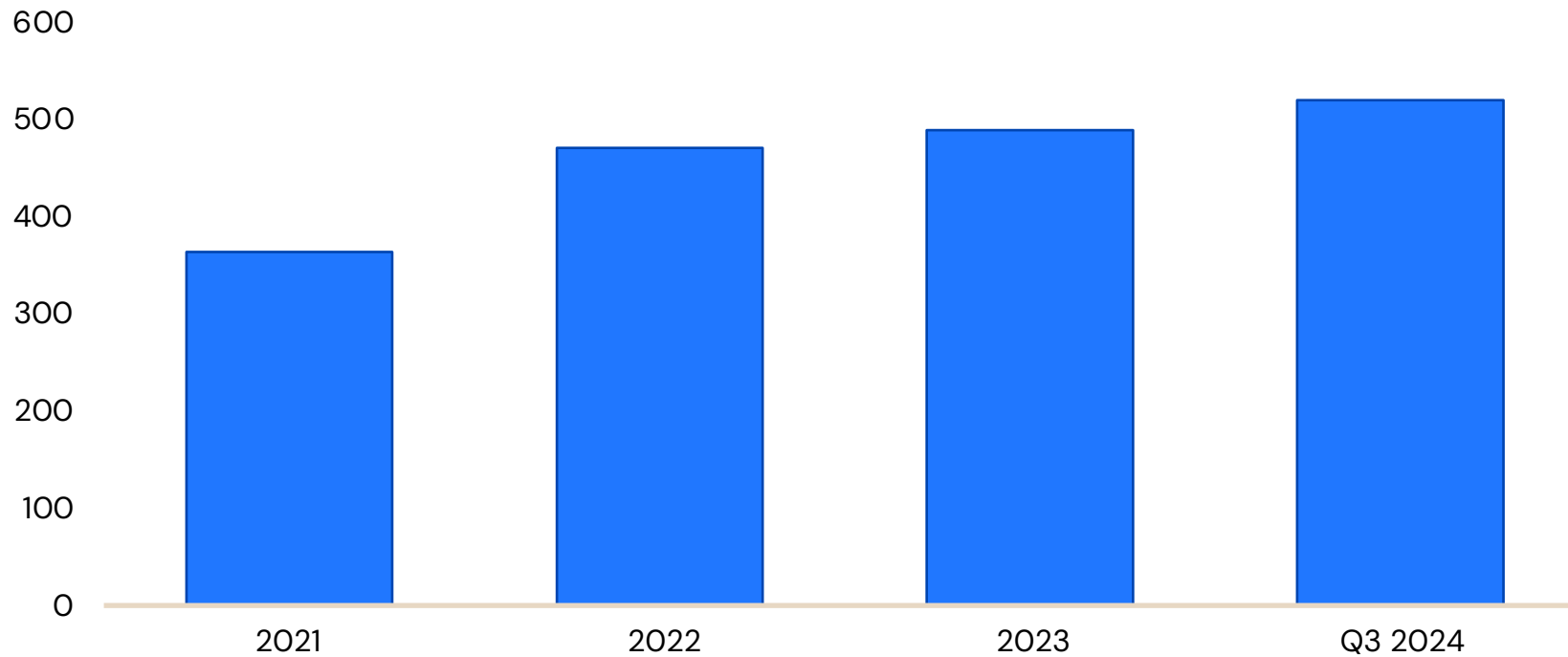
Active capital allocation

1. Reduce debt
2. Finance acquisitions
3. Return cash to shareholders



Large Sinch customers are a key long term growth driver

Number of customers generating more than SEK 2m in gross profit per year

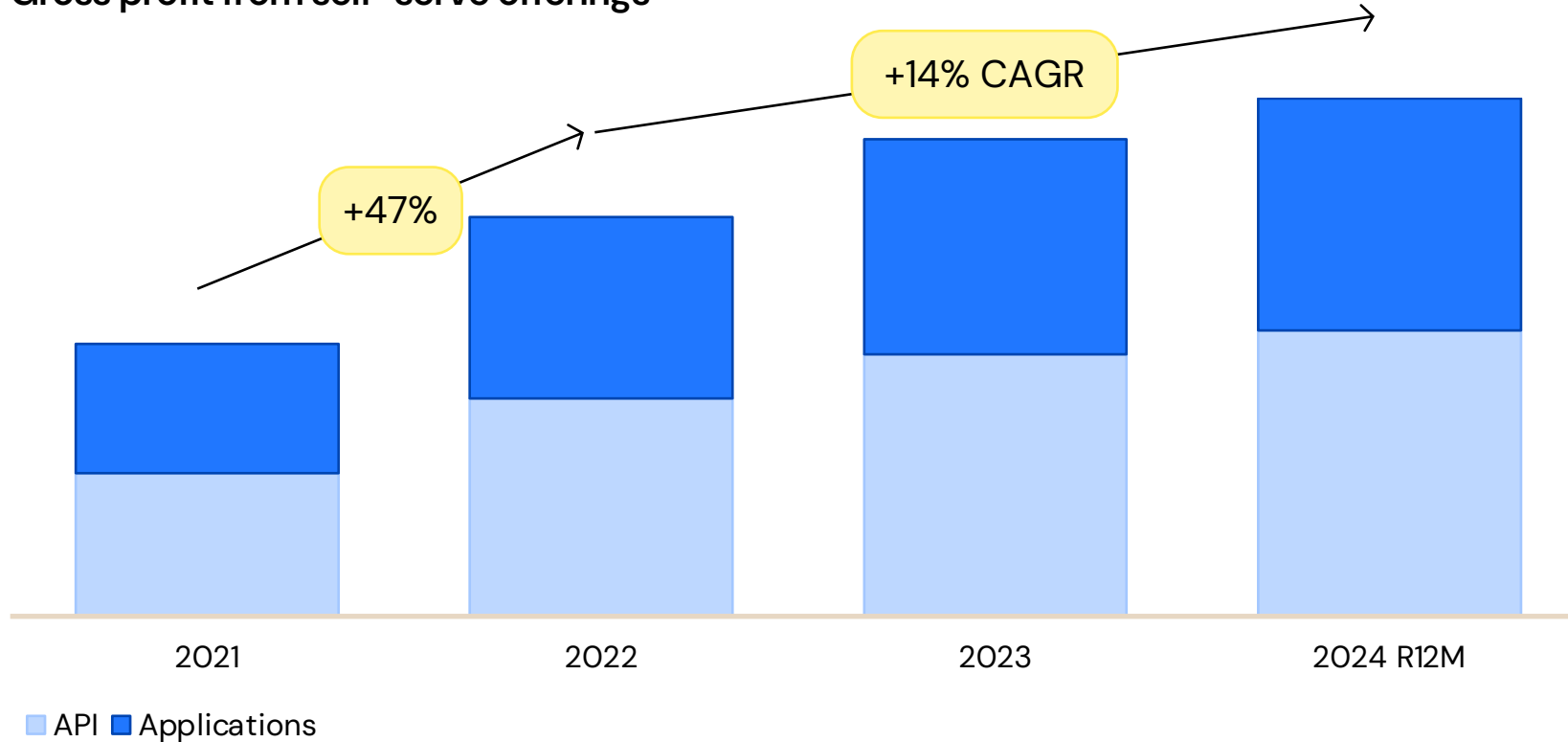


- Long term relationships with enterprise customers across the globe.
- Consistently expanding the number of larger customers.



Self-serve offerings performing well

Gross profit from self-serve offerings

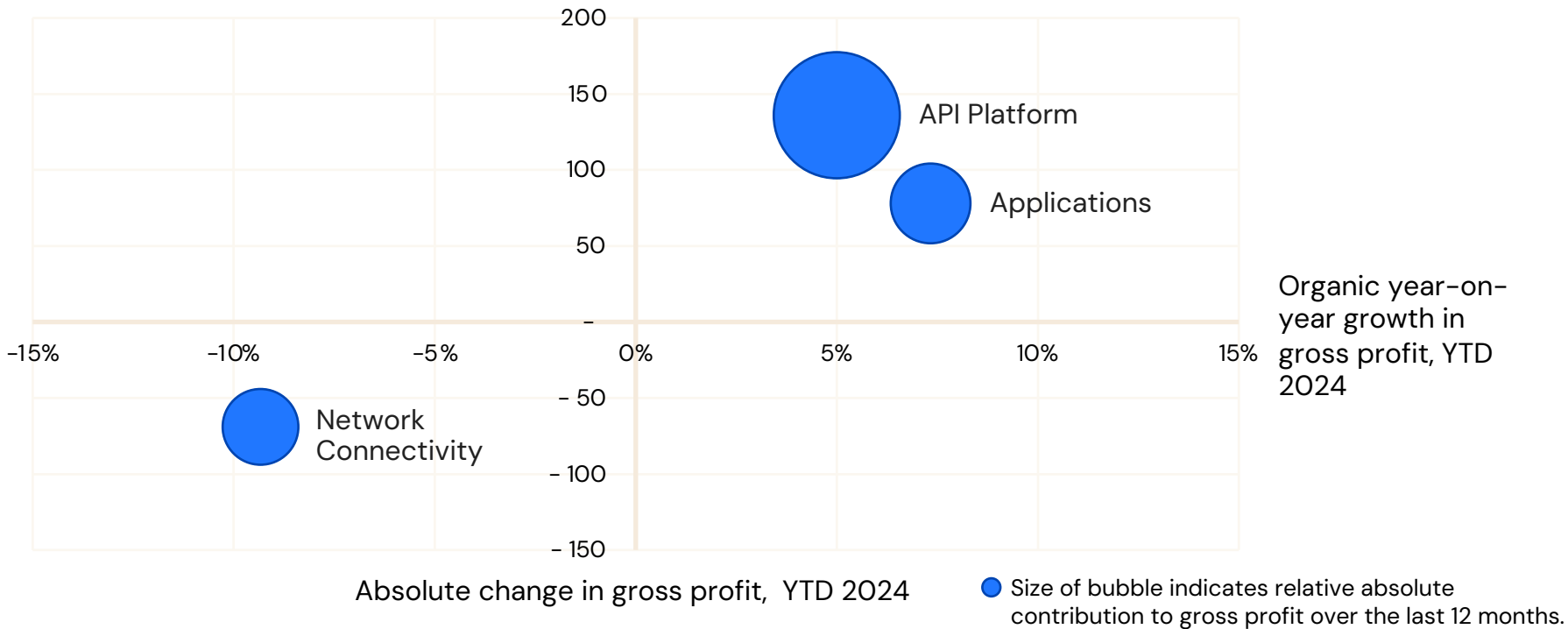


- Self-service capabilities a key purchasing criteria, also for enterprise.
- Trend of increasing self-usage rates.
- Recently announced that customers can utilize self-service tools via the Sinch Dashboard.



RCS and Email drive shift in product category mix

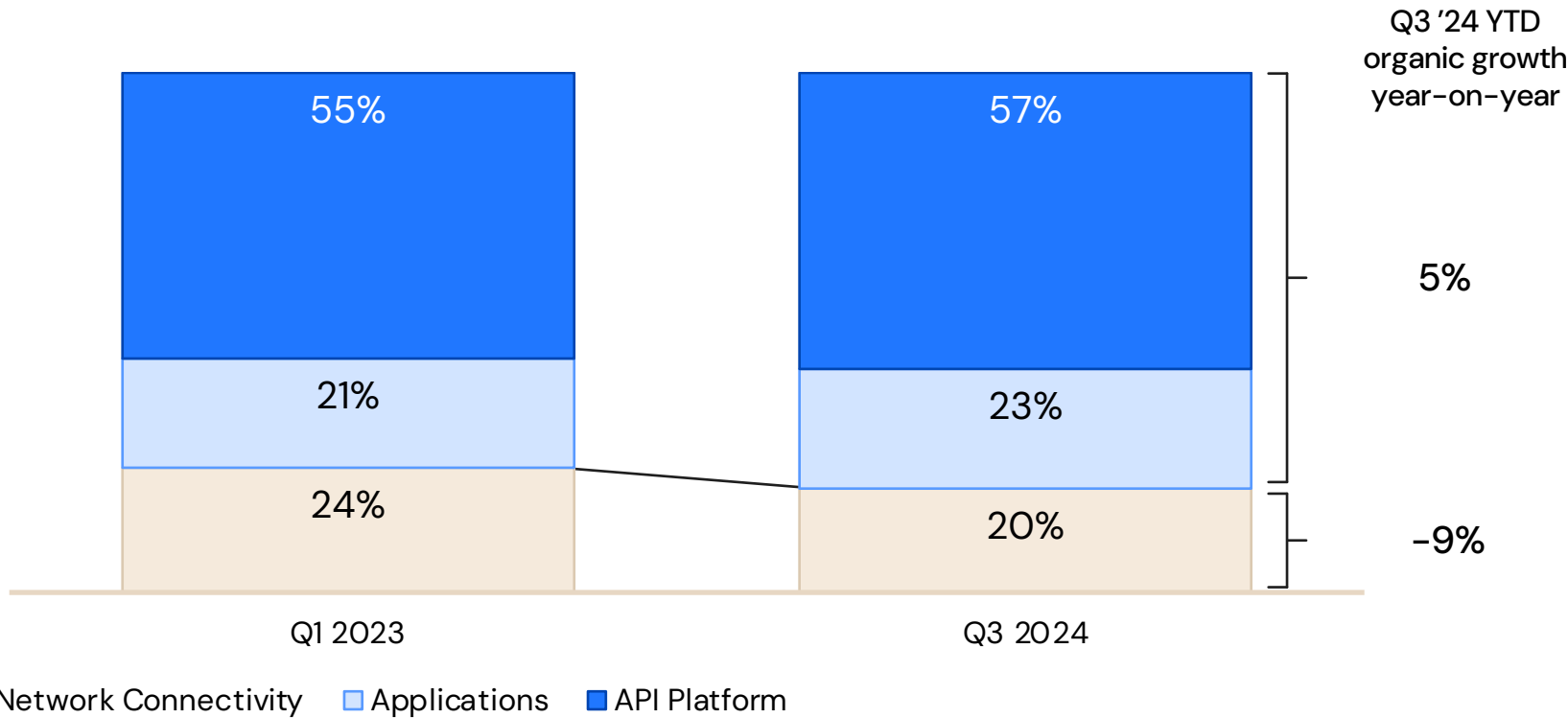
Gross profit and gross profit growth by product category



- Application and API combined organic Year-on-year growth in gross profit of 5%, YTD Q3 2024.
- Organic growth is hampered by slow growing, yet profitable Network Connectivity product category.



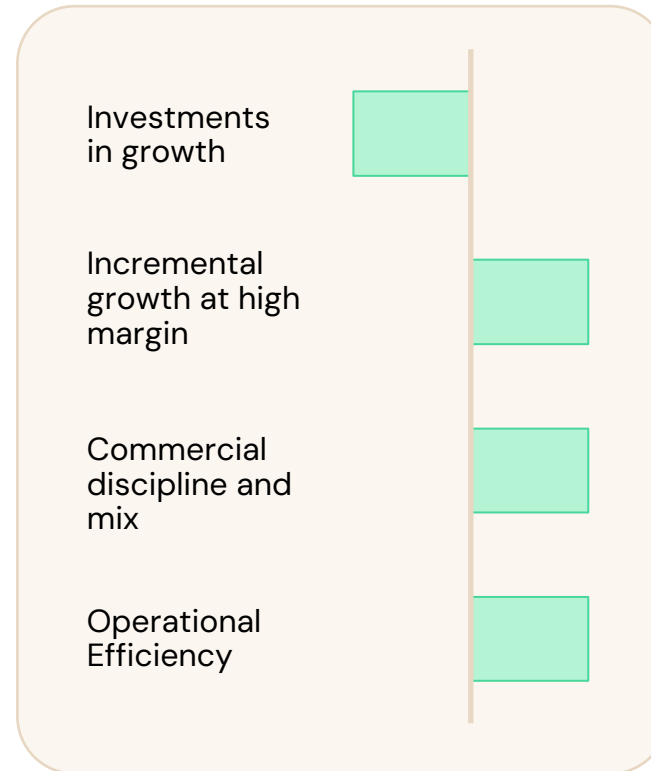
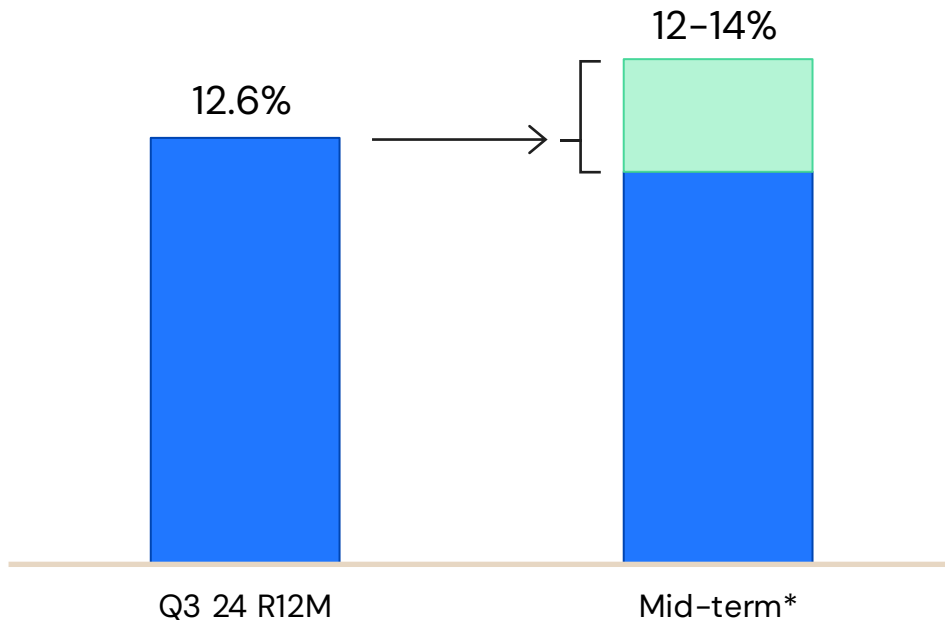
RCS and Email drive shift in product category mix



- Over time, the share of growth products will increase.
- Network Connectivity remains profitable and an important source of cash flow.
- Since Q1 2023, when we introduced the new product categories, the shift in mix is already visible.

Growth acceleration to expand margins

Adjusted EBITDA margin development 2024 - 2027



- Upfront investments in growth reacceleration to exploit the market opportunity.
- High EBITDA contribution from incremental gross profit growth enabled by economies of scale.
- Transformation and integration drive operational efficiency in mid-term.



Operational excellence

Driving spend downwards as a share of revenue

	Q3 24 R12M	Mid-term	
Cost of services sold	66%	↓	<ul style="list-style-type: none">• Product mix change benefits group gross margin• Service virtualization in Network Connectivity
Sales and marketing	6%	↑	<ul style="list-style-type: none">• Disciplined increase in spend to drive growth
Research & development	10%	→	<ul style="list-style-type: none">• Includes Operations, where share of revenue is expected to decline
General and administrative	5%	↓	<ul style="list-style-type: none">• Investments in IT and other initiatives driving additional efficiencies

Key messages

1

Sinch is a profitable, cash-generative digital communications leader with a track record of organic and inorganic growth

2

Value creation through

- Growth reacceleration
- EBITDA margin expansion
- Continued, high cash generation

3

Growth reacceleration through

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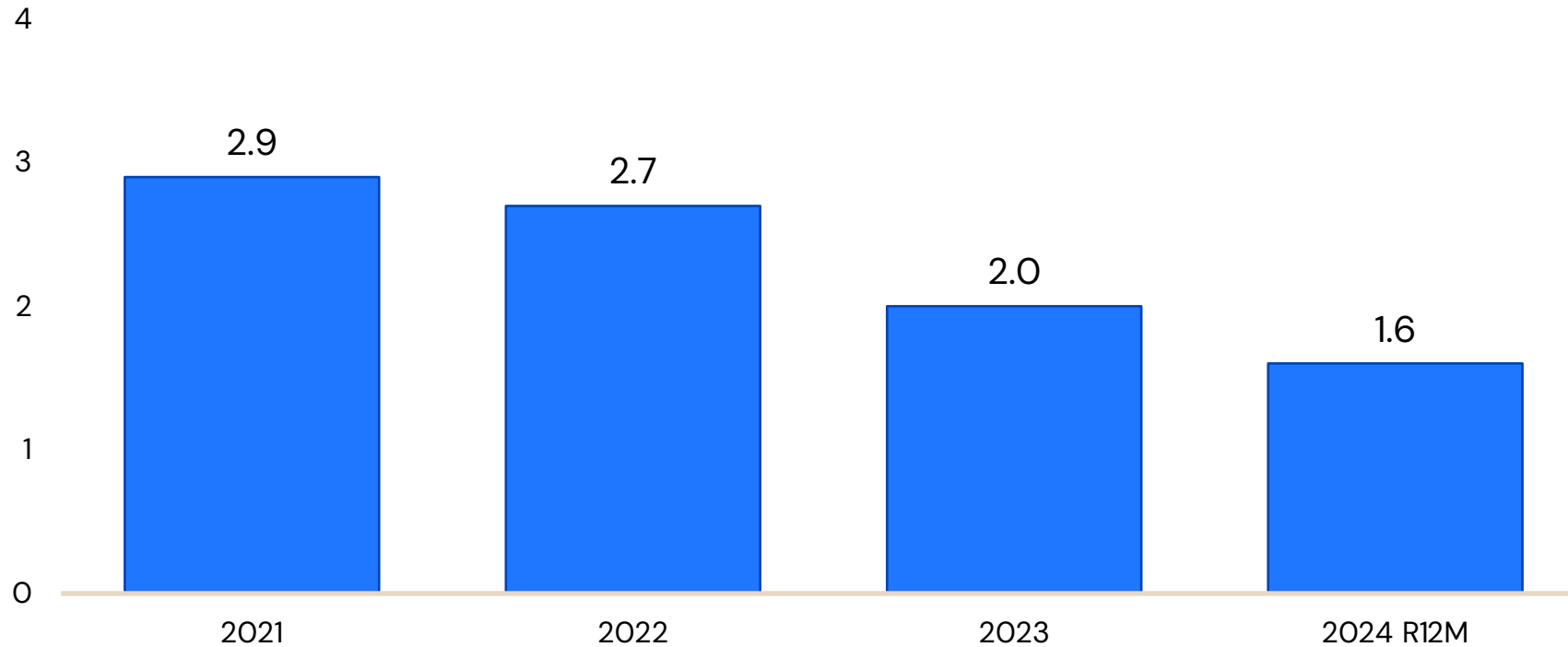
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Reduced leverage

Net debt/Adjusted EBITDA R12M



- Continued deleveraging with Net debt/Adjusted EBITDA at 1.6x by Q3 2024.
- Net debt reduced from 10.7 billion SEK in 2021 to 6.5 billion SEK in Q3 2024.
- Diversified debt portfolio with a mix of bank and commercial lending.

Target criteria

Evaluation criteria for acquisition targets

Strong market position and proven product

Financially accretive

Cultural fit

Sticky customer relationships

Synergy opportunities

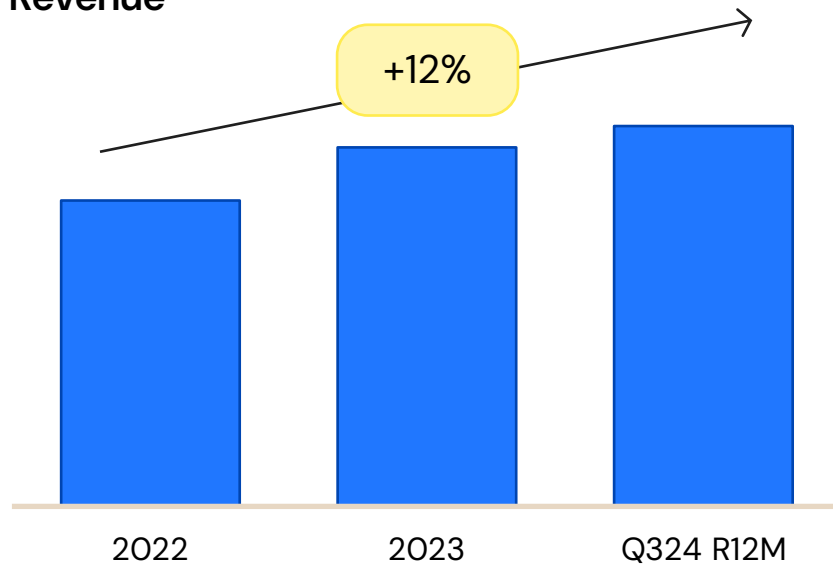
Timeline for integration

- Fragmented digital communications landscape shows consolidation opportunity.
- New operating model strengthens operational capability for acquisitions.
- Lowered financial leverage increases headroom for M&A.

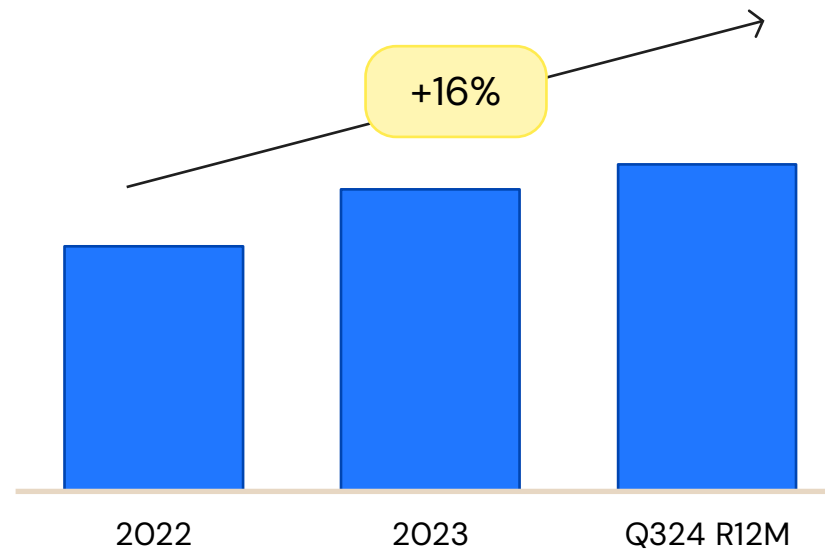
Case study: Pathwire acquisition

Sinch acquired Pathwire, a cloud-based email delivery platform, in 2021.

Revenue



Gross Profit



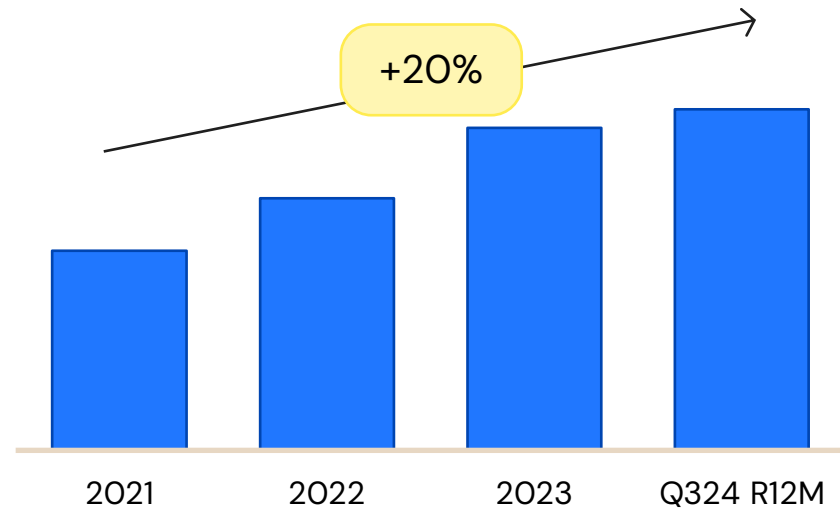
- Pathwire strengthened Sinch's self serve and developer GTM capabilities.
- Cross sell opportunities between email and messaging, leveraging Sinch's enterprise sales teams.
- Two larger cross-sell deals from existing messaging customers closed Q3 2024.



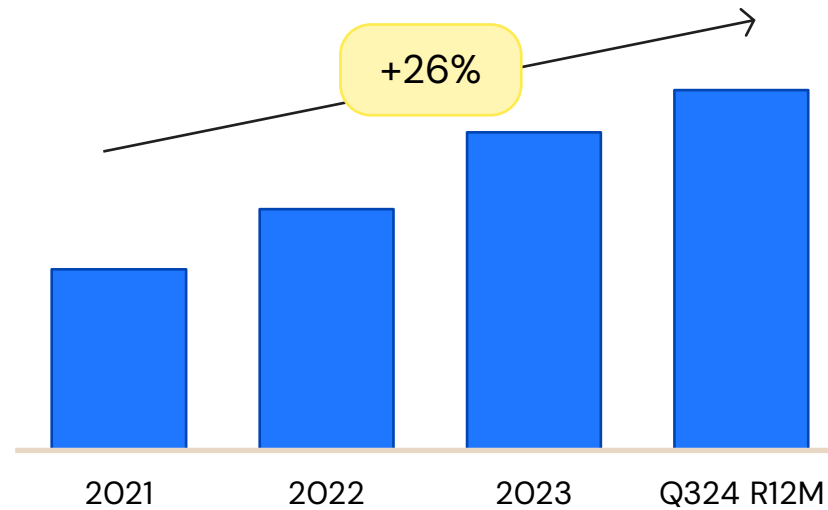
Case study: Expansion to India

Sinch acquired ACL Mobile in 2020.

Revenue



Gross Profit



- Prior to the acquisition, Sinch partnered with ACL Mobile to deliver SMS traffic.
- Sinch India serves many of the largest Indian enterprises, and global businesses, across India.
- Market leading position with advanced messaging offering for SMS, RCS, and WhatsApp.

New financial targets

Long-term value creation

Sinch's Board of Directors measures long term value creation through an assessment of free cash flow per share.

Targeting Net Zero emissions by 2050, in line with the Science Based Targets initiative (SBTi).

Mid-term financial targets

By the end of 2027, Sinch targets to reach:

- Organic growth in net sales and gross profit of 7-9% year-on-year.
- Adjusted EBITDA margin of 12-14%.

The organic growth rate reflects an ambition to grow faster than market in each product category.

Financial leverage policy

Sinch's financial leverage policy is that:

- Net debt over time shall be below 2.5 times adjusted EBITDA (measured on a rolling twelve-month basis).

Capital allocation

Cash generated from the business will be used to:

1. Reduce debt
2. Finance acquisitions
3. Return cash to shareholders

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Thank you!

Roshan Saldanha,
CFO



Chairman's comments

Erik Fröberg,
Chairman of Board





Closing remarks

Laurinda Pang, CEO



Key messages

1

Market

Sinch is a global leader in the market for Digital customer communications.

- Global market sized to \$85 billion
- Expecting 8–9% CAGR in 2024–2029
- Overall market growth fuelled by
 - Digital Transformation
 - Advanced Messaging
 - Artificial Intelligence

2

Transformation

We are reshaping our business to reaccelerate growth.

- Go-to-market Transformation
- Product Integration
- Operational Excellence

3

Value creation

We are focused on profitable and sustainable growth, organically and through M&A.

- Growth reacceleration through
 - Enterprise expansion
 - Self-serve capabilities
 - RCS and email
 - Partners and ecosystems
- EBITDA margin expansion
- Continued, high cash generation



Thank you!

