

Annual General Meeting

9 June 2022



Oscar Werner, CEO

SEK 19.4bn
net sales in the
past 12 months

SEK 37bn
Market Cap

SEK 1.8bn
Adj. EBITDA in the
past 12 months

4,294
people

64 countries with
local presence

a global leader in **cloud communications**
and **mobile customer engagement**

Over 150,000
customers

Listed on NASDAQ
in Stockholm, Sweden

Scalable cloud communications platform
for messaging, email, voice and video

More than 600 billion
engagements per year



Serving 8 of the 10 largest
U.S. tech companies

100%

Consumer
penetration



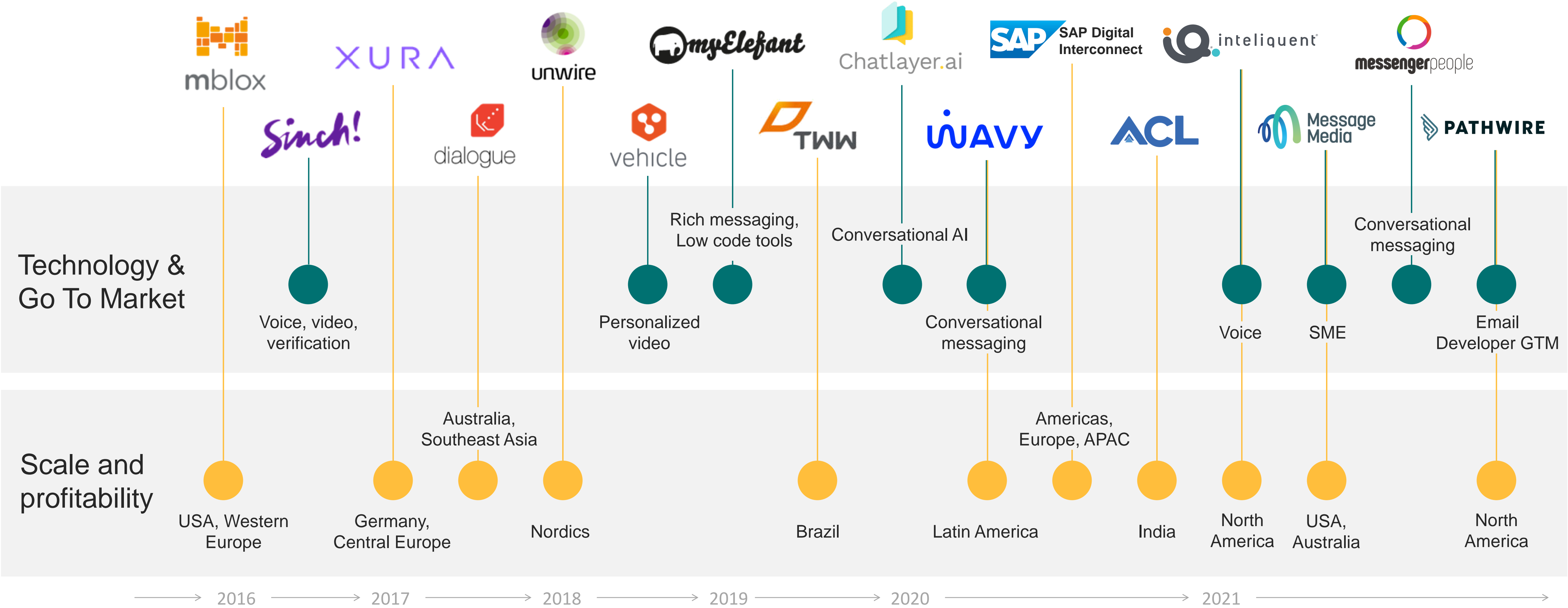
Growing, global, multi-billion
USD market



Profitable since our
foundation in 2008



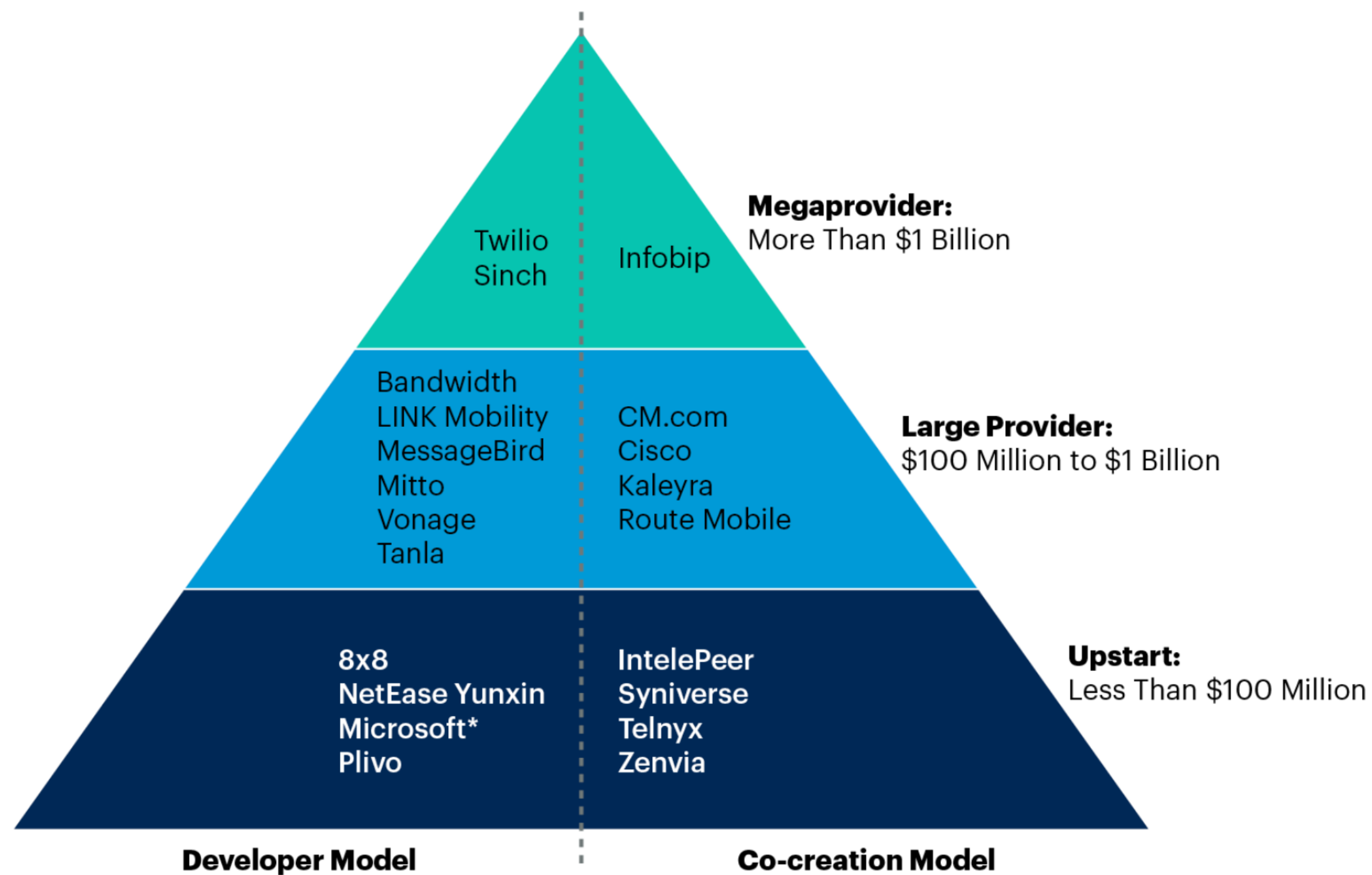
Strategic acquisitions





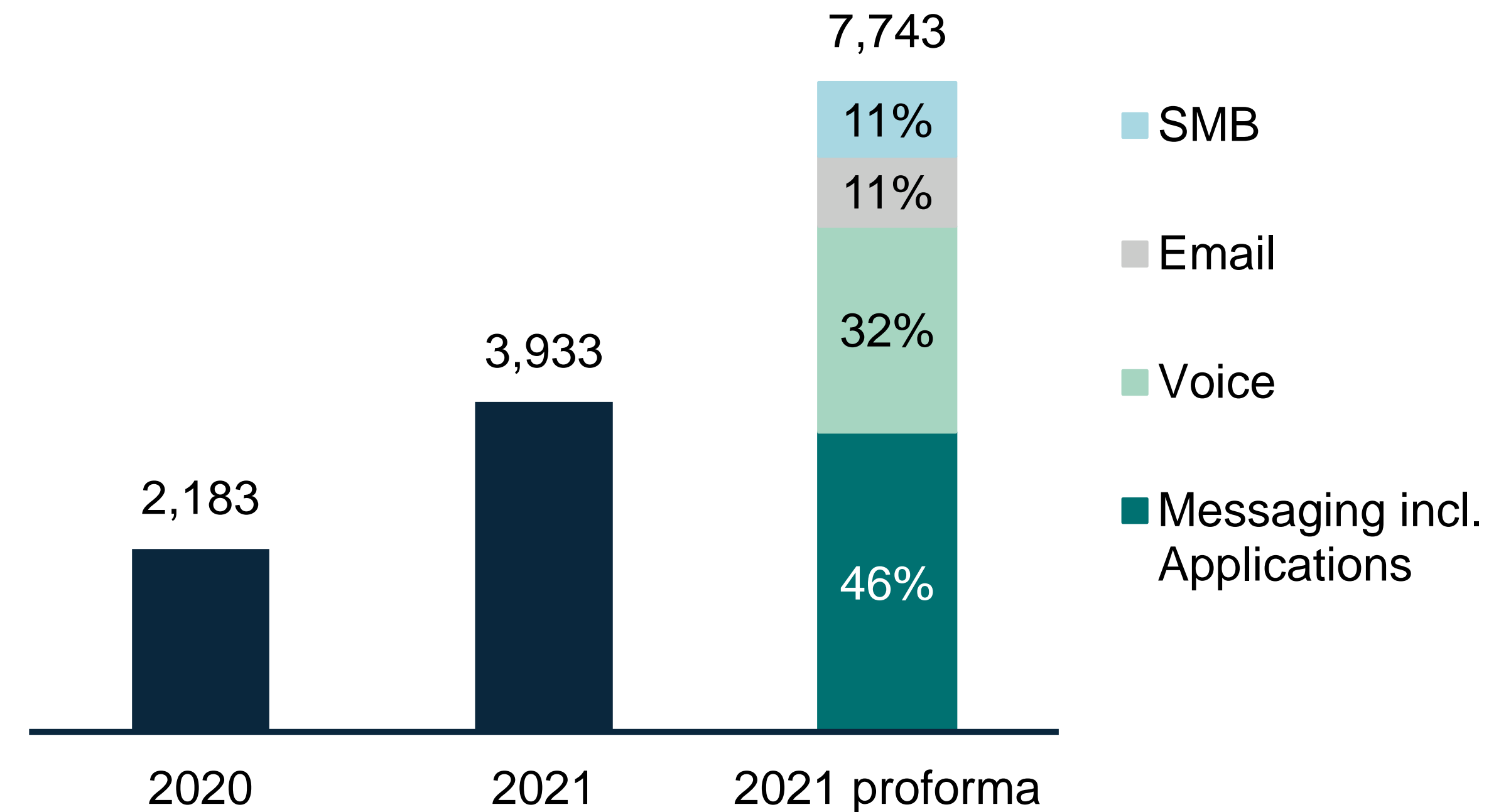
Transforming into a global leader

Major Vendors in CPaaS



Source: Gartner (November 2021)
 * Gartner estimate based on launch in April 2021

Rising gross profit and broadened product mix



Addressable market estimated to USD 60 billion

Global trends fuelling growth

- Digitalization
- Customer experience as competitive edge
- Increased usage of cloud services
- New communications channels



• Conversational Marketing
• Conversational Care
• Identity

SMB
10
USDbn

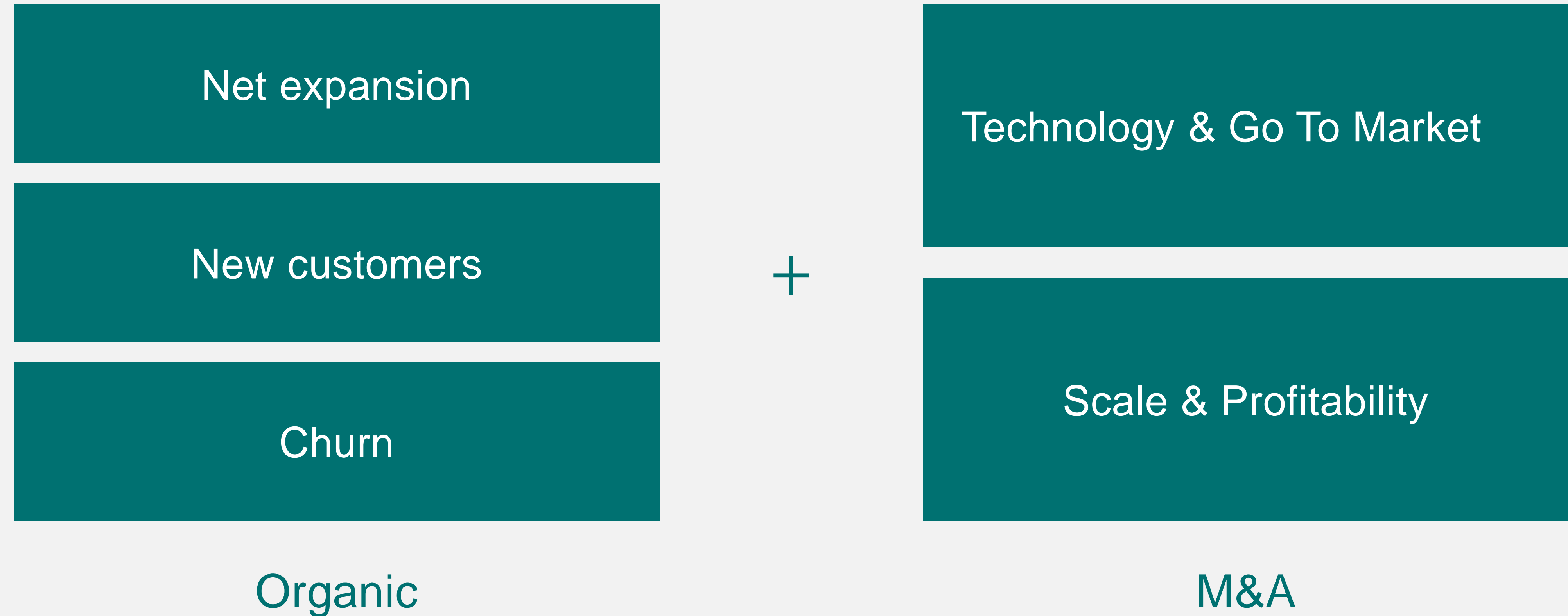
20
USDbn
Messaging

10
USDbn
Voice

15
USDbn
Email



Two-pronged growth strategy





Conversation API

Reach your customers on the channels they know and love





New operating model

Business Unit	Enterprise & Messaging	Voice	Developer & Email	Applications	SMB
	President Anders Olin	President Ed O'Hara	President Will Conway	President Eduardo Henrique	President Paul Perrett
Financials	<ul style="list-style-type: none">• 46% of proforma GP*• 23% gross margin*• 17% GP growth in 2021**	<ul style="list-style-type: none">• 32% of proforma GP• 46% gross margin*• 7% GP growth in 2021	<ul style="list-style-type: none">• 11% of proforma GP• 77% gross margin*• 30% GP growth in 2021	<ul style="list-style-type: none">• Currently included in Messaging	<ul style="list-style-type: none">• 11% of proforma GP• 62% gross margin*• 28% GP growth in 2021



Sustainability focus areas



Sinch's innovative solutions enable companies to manage their **economic**, **social** and **environmental** challenges and opportunities

Responsible business

- Anti-corruption
- Data protection and information security
- Ethical responsibility and legal compliance
- Responsible supply chain



Social responsibility

- Equal opportunity for all
- Diversity
- Health and wellbeing



Environmental responsibility

- Climate impact of the business



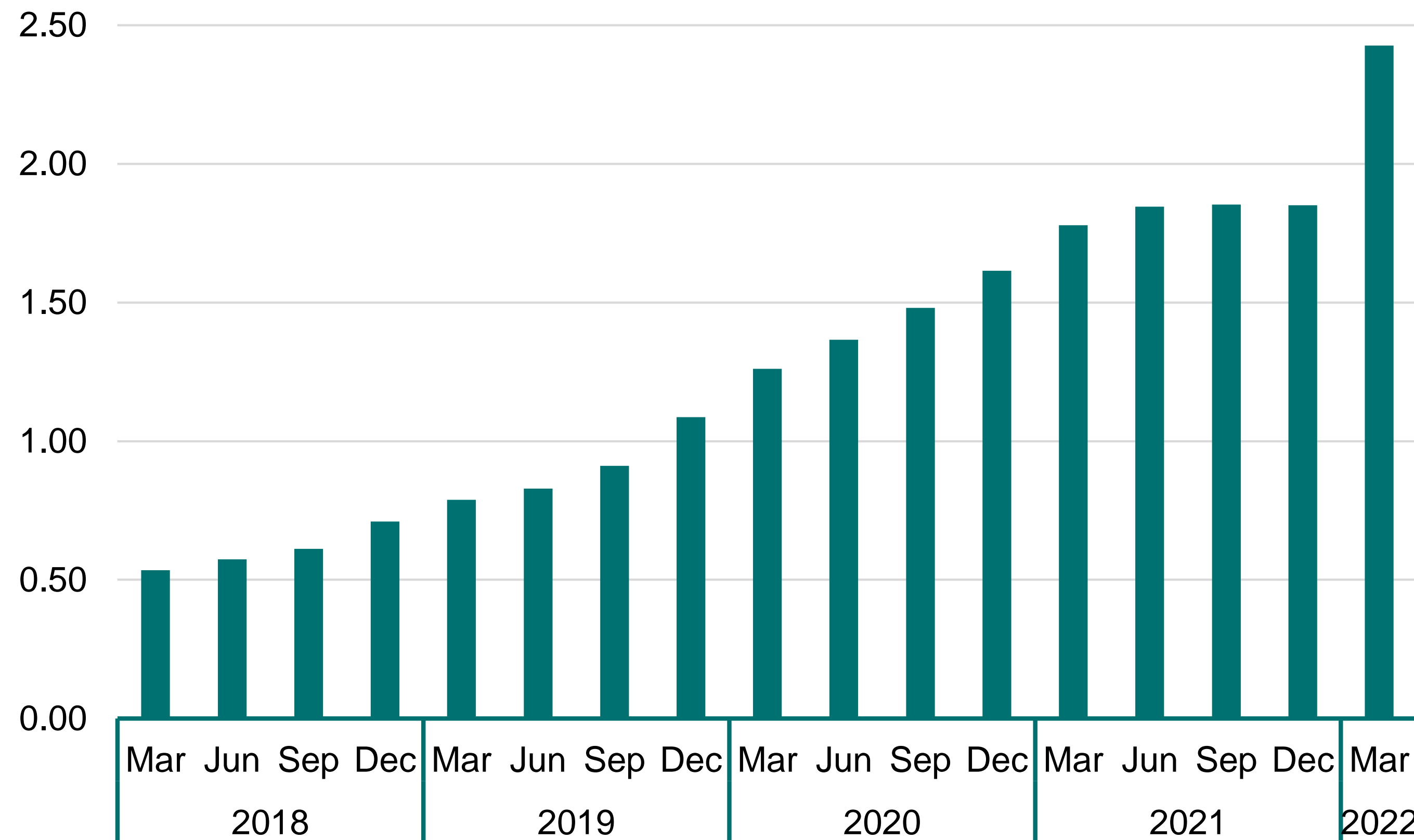
Focus areas for 2022

- Implement new operating model
 - **Five Business Units**, each with world-leading product offer
 - Go-to-market capabilities towards **Enterprise**, **Developers** as well as **SMBs**
 - **Full P&L responsibility** for Business Units
- Leverage the benefits of the new strengthened Sinch
 - Pursue **cross-sales opportunities** of messaging, voice and email products
 - Seek **economies of scale** through shared platforms
- Improve profitability and cash flow
 - Get back to gross profit **growth**
 - Adjust **costs to align with gross profit** development in BUs and group functions over time
 - Increased focus on **cash flow** and **working capital**



Financial targets

Adjusted EBITDA per share, rolling 12 months



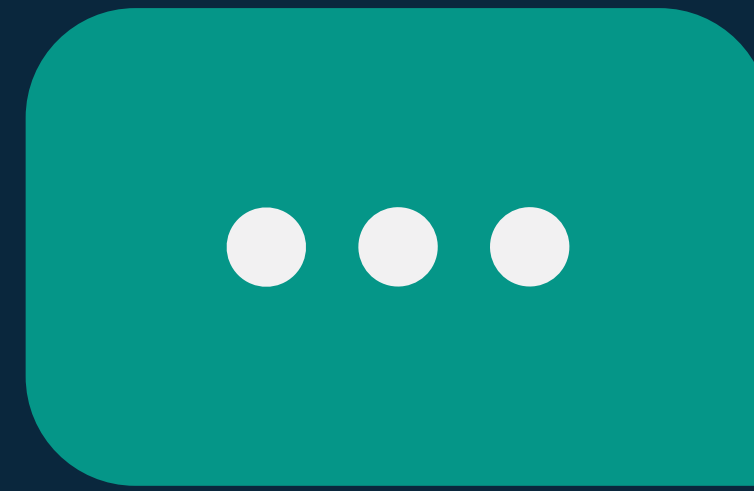
Targets:

- Adjusted EBITDA per share to grow 20% per year
- Net debt < 3.5x adjusted EBITDA over time

Performance:

- Adjusted EBITDA per share grew 36% in Q1 22, measured on a rolling 12 month basis
- Proforma Net debt/EBITDA of 3.1x excl. IFRS 16-related leases

Thank you!



To get in touch, contact:

Ola Elmeland, Investor Relations Director

investors@sinch.com