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

* Consolidated figures as of Q1 2022. Inteliquent, MessageMedia, Pathwire, Wavy and MessengerPeople consolidated less than 12 months.
Strategic acquisitions
Transforming into a global leader

Rising gross profit and broadened product mix

Gross profit in SEKm.

Source: Gartner (November 2021)
* Gartner estimate based on launch in April 2021
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
Two-pronged growth strategy

- Net expansion
- New customers
- Churn

+ Technology & Go To Market

- Scale & Profitability
- M&A

Organic
Conversation API

Reach your customers on the channels they know and love
# New operating model

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>Financials</th>
</tr>
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<tbody>
<tr>
<td>Enterprise &amp; Messaging</td>
<td>• 46% of proforma GP*</td>
</tr>
<tr>
<td></td>
<td>• 23% gross margin*</td>
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<td></td>
<td>• 17% GP growth in 2021**</td>
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<tr>
<td></td>
<td>• 32% of proforma GP</td>
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<tr>
<td></td>
<td>• 46% gross margin*</td>
</tr>
<tr>
<td></td>
<td>• 7% GP growth in 2021</td>
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<tr>
<td>Voice</td>
<td>• 11% of proforma GP</td>
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<tr>
<td></td>
<td>• 77% gross margin*</td>
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<tr>
<td></td>
<td>• 30% GP growth in 2021</td>
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<tr>
<td>Developer &amp; Email</td>
<td>• Currently included in Messaging</td>
</tr>
<tr>
<td></td>
<td>• 11% of proforma GP</td>
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<tr>
<td></td>
<td>• 62% gross margin*</td>
</tr>
<tr>
<td></td>
<td>• 28% GP growth in 2021</td>
</tr>
<tr>
<td>SMB</td>
<td>• 11% of proforma GP</td>
</tr>
<tr>
<td></td>
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<td></td>
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</tbody>
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SMB = Small and Medium-sized Businesses

**President Anders Olin**

**President Ed O’Hara**

**President Will Conway**

**President Eduardo Henrique**

**President Paul Perrett**
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

Numbered items show UN Sustainability Development Goals
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

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:
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