



Meet the world
with video communication as it should be

Nordea Innovation Seminar

November 25, 2021





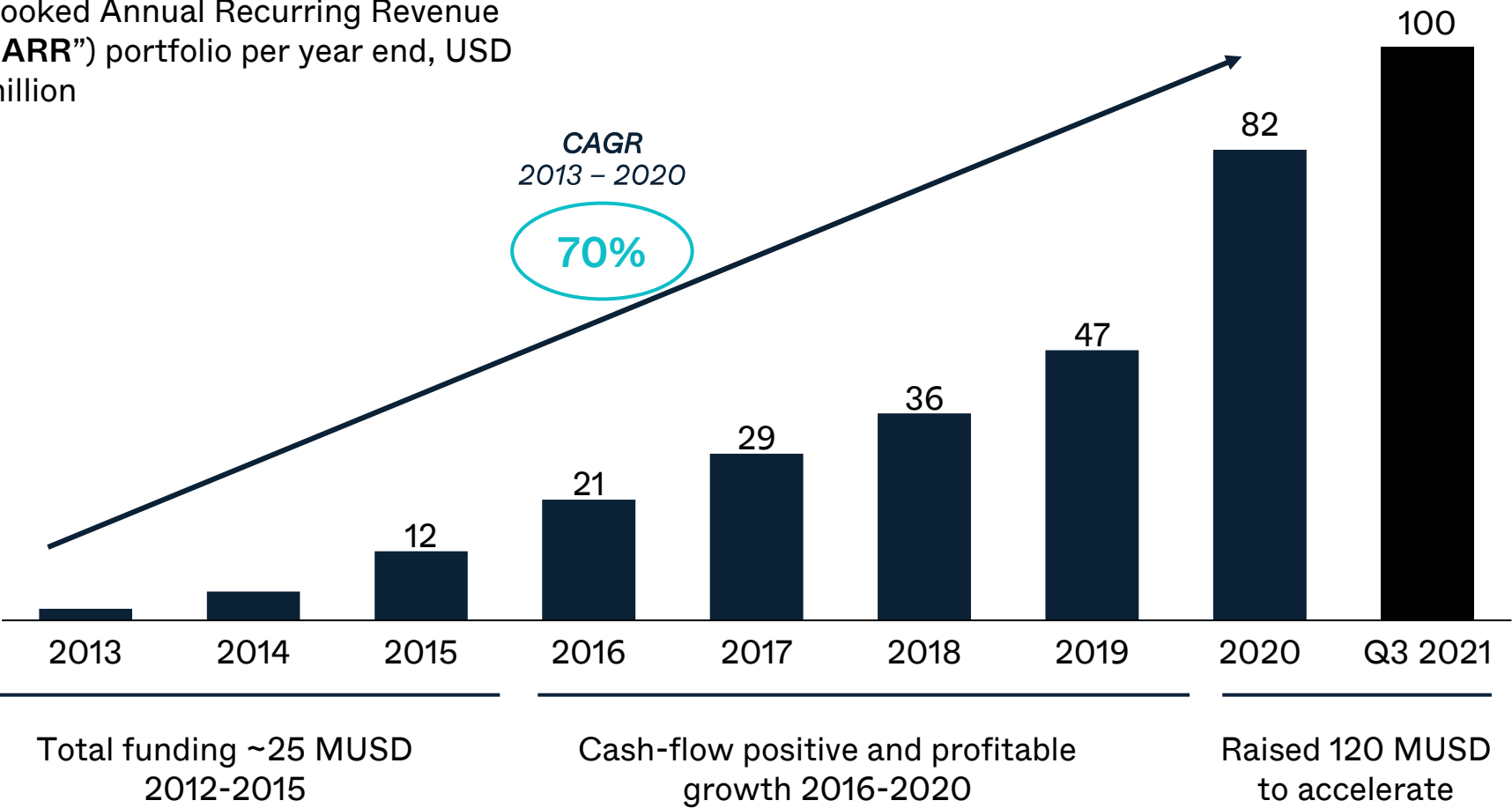
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- ✓ Delivering video conferencing software targeting large enterprises and government sector
- ✓ Unique video technology
- ✓ Deep industry partnerships with Microsoft and Google, as well as the top global AV and IT system integrators

Pexip has successfully solved the complex video needs of large organizations

Booked Annual Recurring Revenue
("ARR") portfolio per year end, USD
million



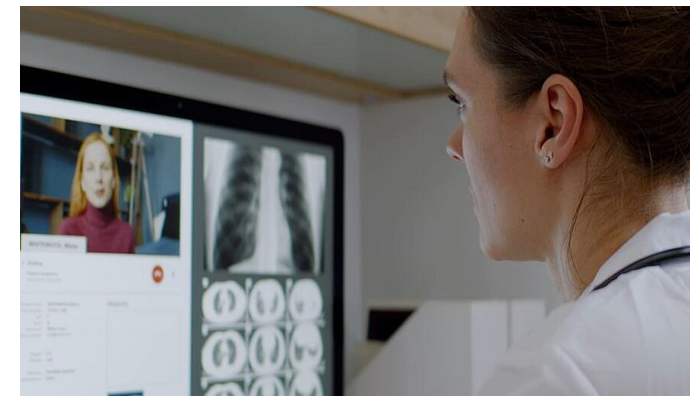
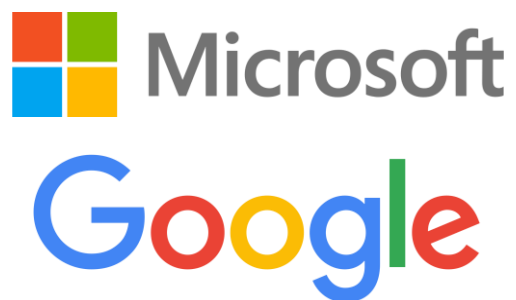
- Investing raised capital for growth in 2020 and 2021
- Accelerated ARR growth and normalized investment level in 2022 improving profitability
- Return to profitable growth from 2023+

Unique technology powers our success in three core markets

Video infrastructure
with interoperability to
Microsoft Teams and
Google Meet

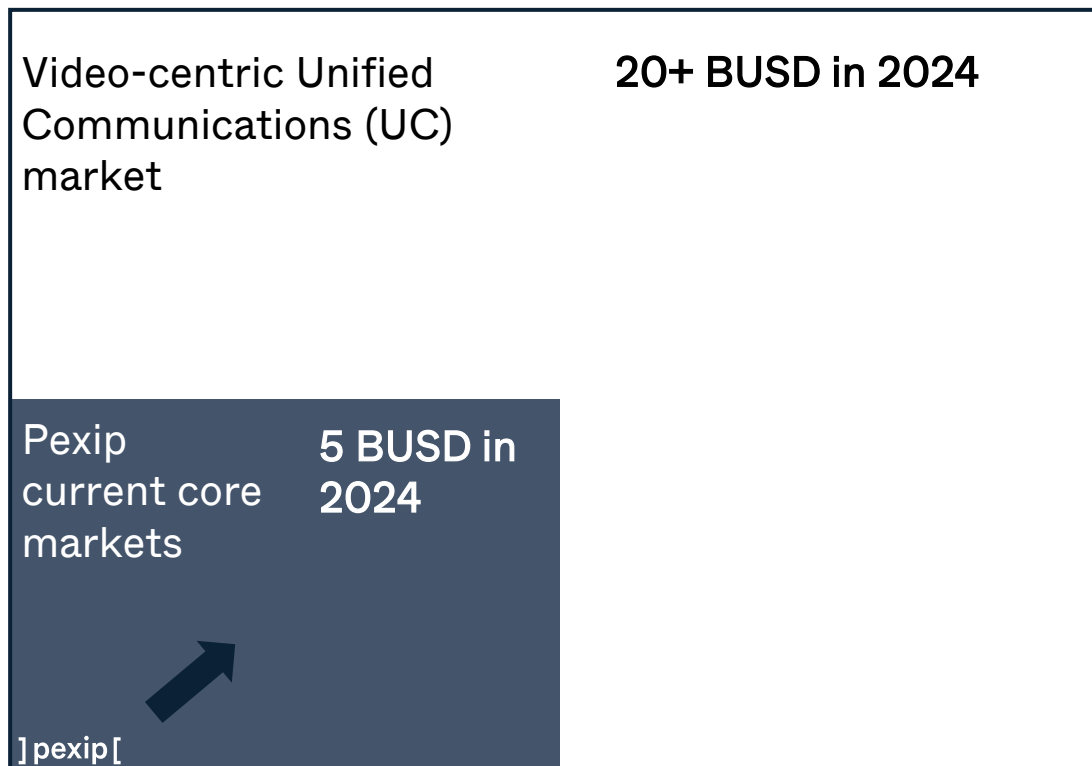
Critical video meetings
for private and secure
environments

Video enablement
for healthcare, judiciary,
government, retail and finance



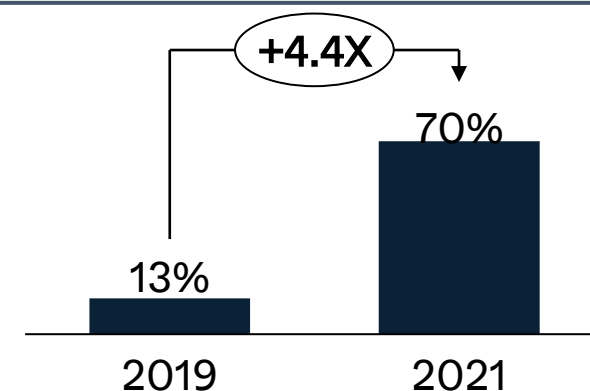
These three core markets represent a massive market opportunity

Pexip intends to have a leadership position in a 5 BUSD segment by 2024

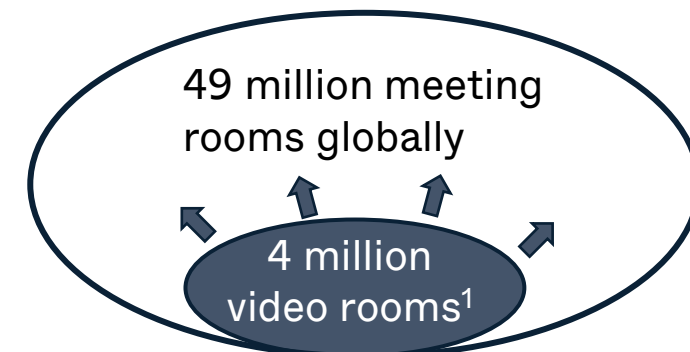


Well-positioned to benefit from mass adoption of video communication

End-user video adoption in the western world during Covid-19



Offices still need to adjust to a hybrid world



Pexip's differentiated customer offering is underpinned by unique technology

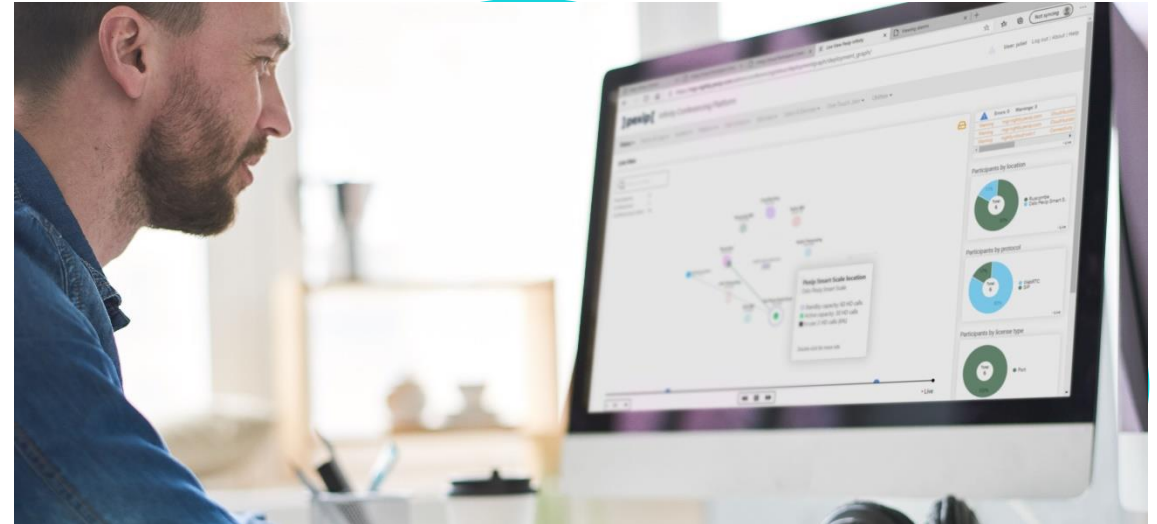
Smart transcoding



- Proprietary real time media engine developed over 9 years
- Unique interoperability
- Unique AI capabilities in the cloud

Rich end-user experience

Cloud agnostic deployment flexibility



- Proprietary technology allows Pexip's experience to be delivered on any existing platform or cloud provider (On-premise, GCP, Azure++)
- Unique data privacy and control
- Unique security capability through by-passing the internet
- Unique customization capabilities

Flexible IT admin experience

Pexip is the preferred choice for large organizations with complex needs



Securely join
from any device

Secure and
private video
connections from
any device and
any location



Easily integrate
with existing
systems

Possibility to
connect a mix of
video
conferencing
systems and
devices



Customize for
deep integrations

Tailormade and
branded
videoconferencing
solutions e.g. for
consumer or public
facing purposes



High quality video
meetings

AI optimized
audio and video
quality, superior
performance on
poor networks



Flexible software
deployment

Self hosted, cloud
or private cloud
options bringing
flexibility, privacy
and scalability

Pexip continues to win the trust of large enterprises and public organizations

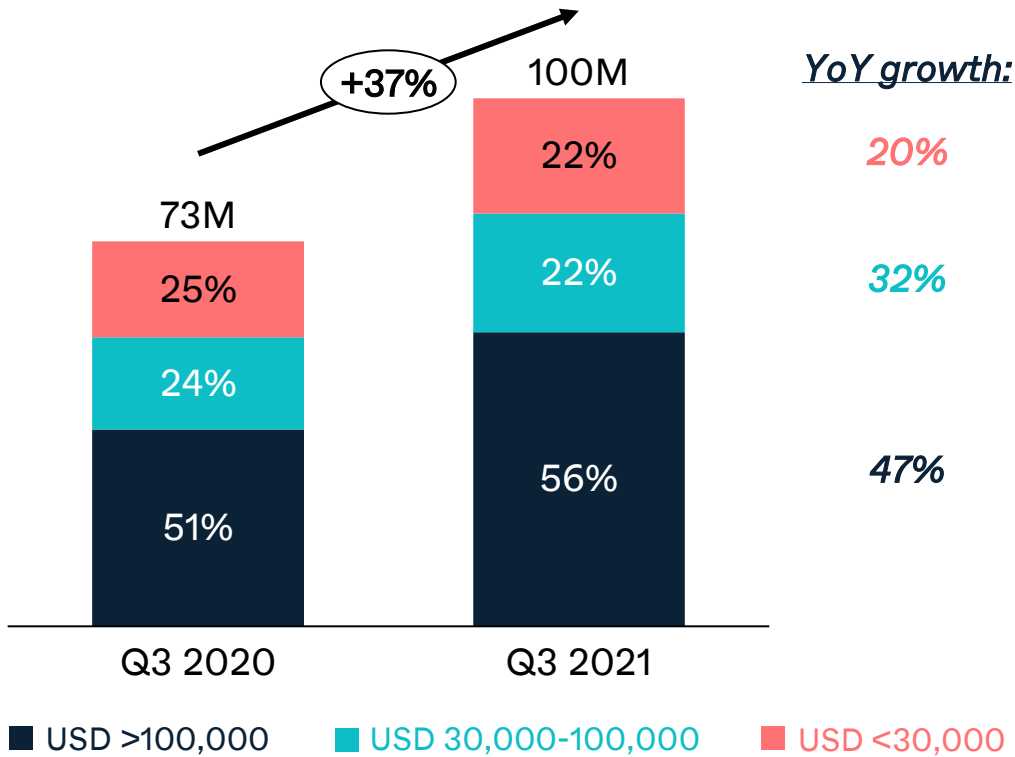
Selected by a range of large organizations

Selected customer wins in 2021

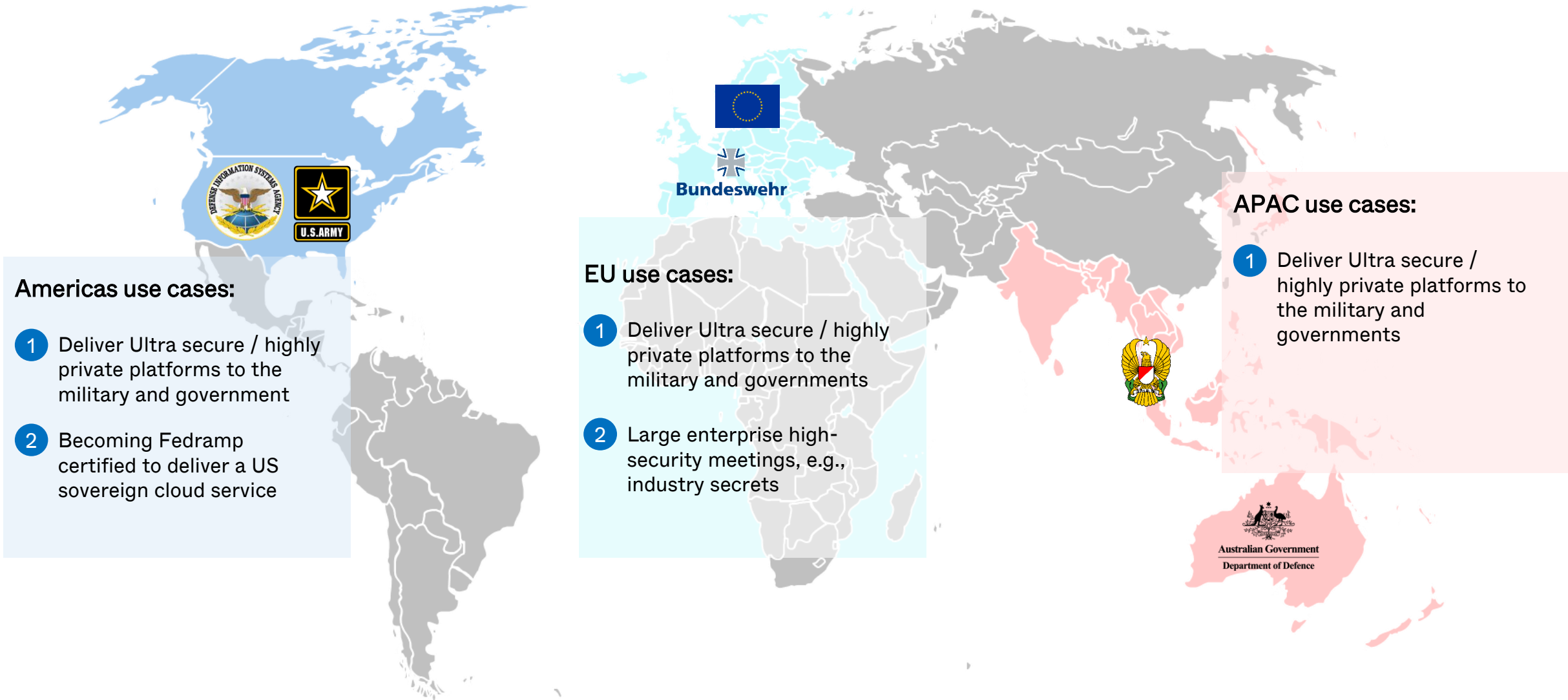


Large organizations driving growth

Share of ARR by account size in ARR, USD



Pexip is finding great success in ultra secure meetings segment



Pexip is continuing to gain industry recognition



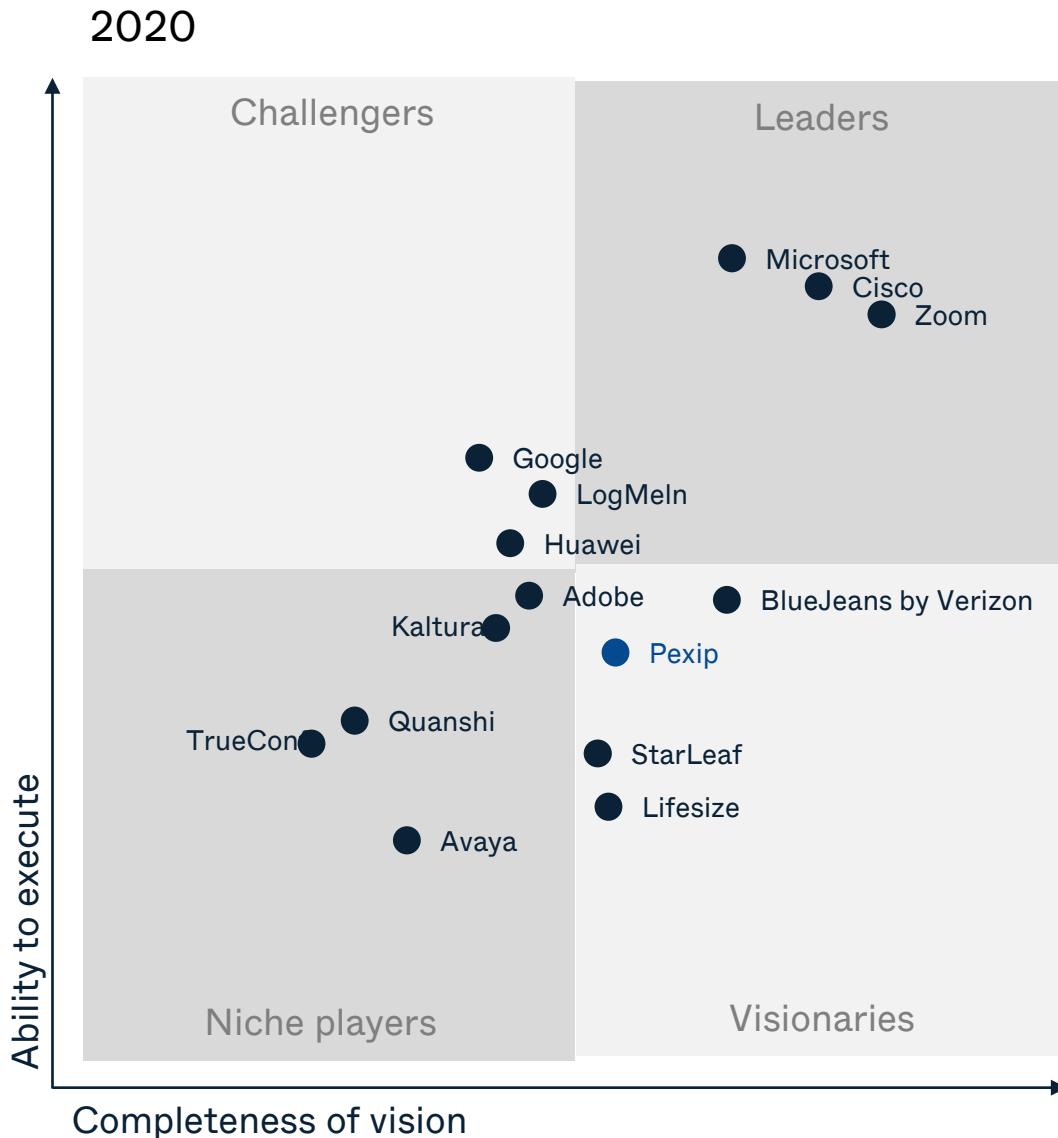
- Moved up from a Visionary position in 2019 & 2020, to become a **Challenger** to the three largest vendors in 2021
- Gartner highlights **three of Pexip's core strengths** – Interoperability Leadership, Robust Data Sovereignty, Reliable and Well-Supported

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Skedify strengthens Pexip's offering in Video enablement pillar

Video infrastructure
and interoperability to
Microsoft Teams and
Google Meet



Critical meetings
with focus on privacy
and security



Video enablement
of vertical workflows

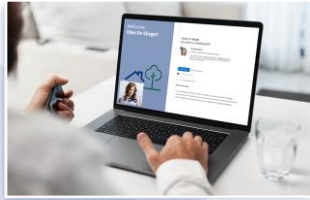


Skedify offer the next-generation scheduling technology for hybrid customer engagements

Phone



Video



Branch



On location



“ Skedify is the bridge between the digital customer journey and the face-to-face conversation with our personal advisors.



“ Skedify have helped us transform our customer-facing function, giving us a preeminent edge against our competitors.

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“ *We see the number of appointments coming in, and it's phenomenal. Within a week of implementation, our clients had scheduled a record number of meetings.*



“ After implementing Skedify we clearly saw huge efficiency gains on both sides, customers and advisors.

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“ We could have never dreamed of it in the current climate, but Brilart's May 2020 revenue was higher than May 2019. That was only possible thanks to Skedify.

BRILART

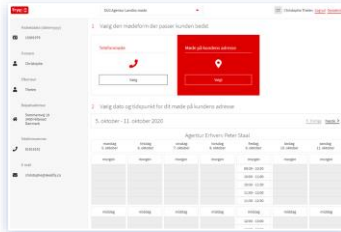
The Skedify solution is highly complementary to Pexip

Pre-meeting

Lead
Qualification &
Enhancement

Scheduling

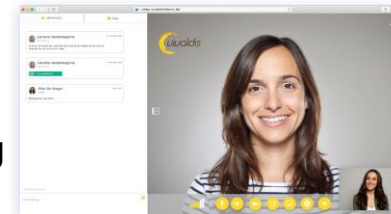
Native integration with CRM, calendars and can build customer-initiated bookings, support video and physical options



In-meeting

Pexip Video +
Meetings

Built on Pexip video meetings, allows branding, document sharing and persistent rooms

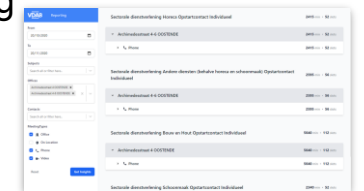


Post-meeting

Performance,
Operational &
CX insights

Future
opportunity to
take advantage
of Pexip in-
meeting AI

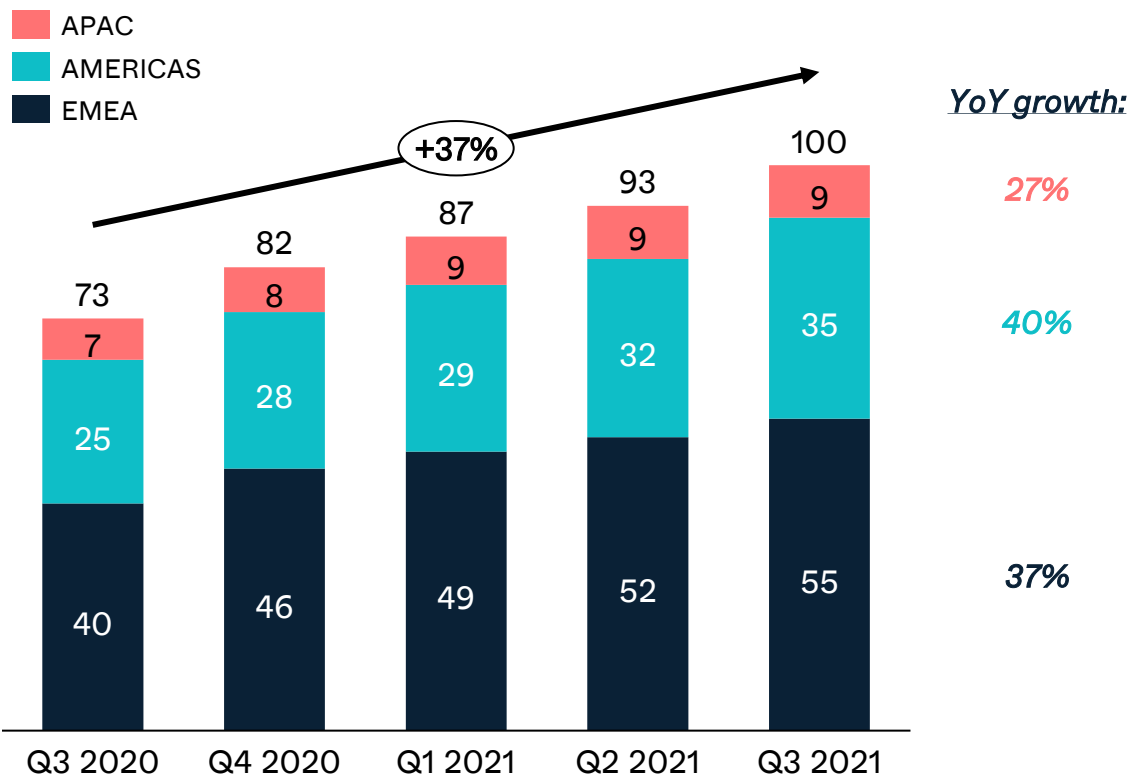
Analytics on availability, meeting occurrence, length and type can provide crucial insights on conversion rates



Innovation capability reflected in growth track record

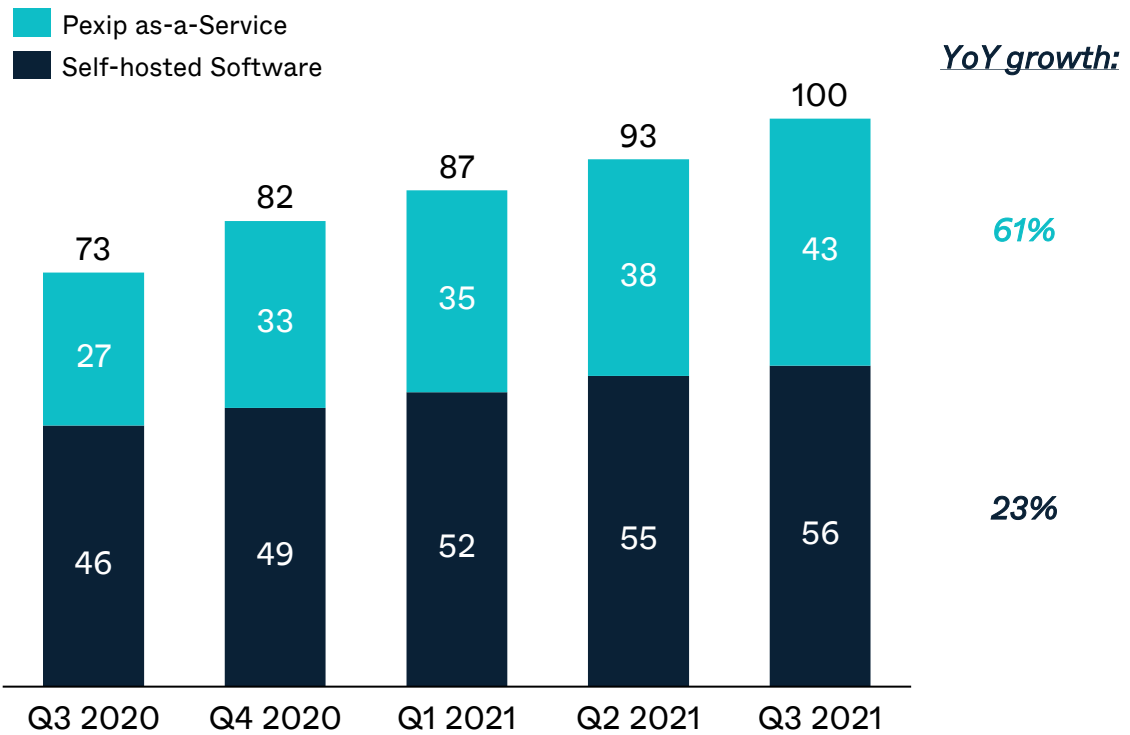
ARR per geo

USD million

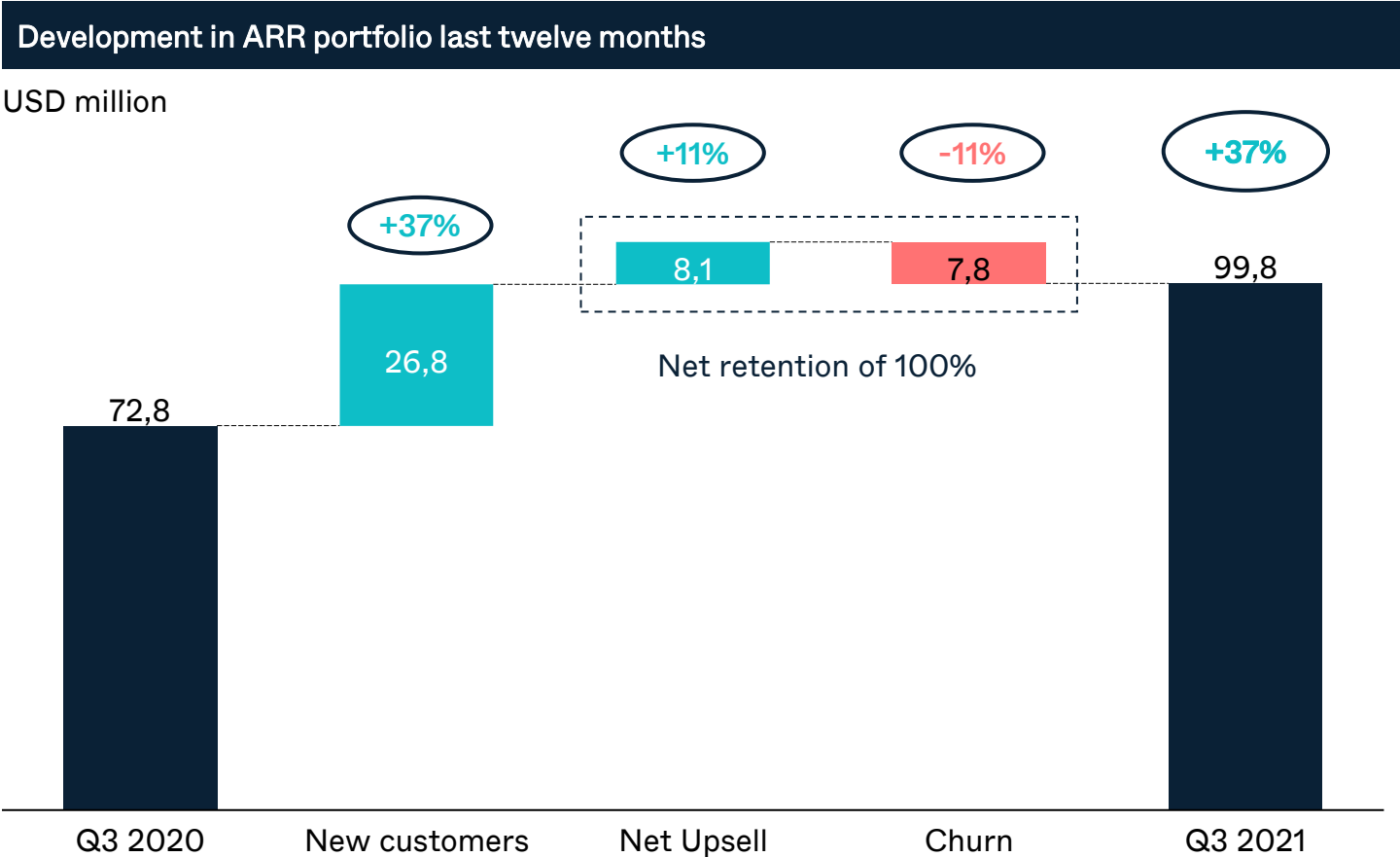


ARR per product

USD million



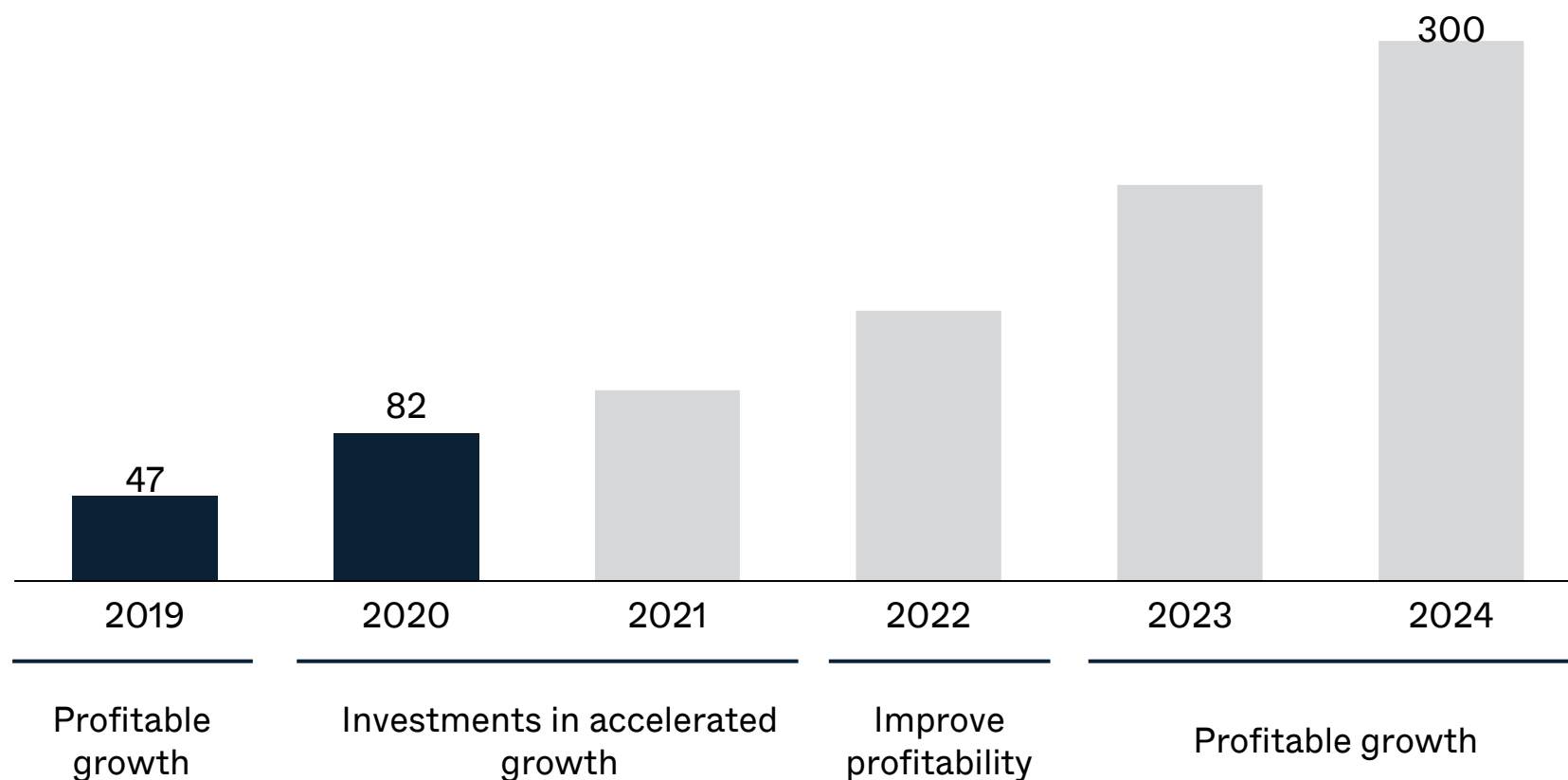
Succeeding in both growing new accounts and retaining existing customers



- Continue to grow new sales
- ARR net retention is at a normal level at 100%, compared to 114% in 2020 benefiting from Covid upsell and 99% in 2019
- Lowest churn in high-growth +100k segment of 5% vs 11% overall

Approaching the next phase of investment plan

Booked Annual Recurring Revenue (“ARR”) portfolio per year end, USD million



- Investing raised capital in growth initiatives in 2020 and 2021
- Plan for negative EBITDA in 2022, and return to profitable growth during 2023
- Solid cash position to fund growth plan
- Target USD 300 million in ARR by end of 2024

Upcoming dates

Capital Markets Day

December 9, 2021

Q4 2021 ARR Update

January 10, 2022

Q4 2021 quarterly
presentation

February 10, 2022

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Q&A

