

# ] pexip [

Meet the world  
with video communication as it should be

## Pareto Securities' TechSaas Conference

November 10, 2021





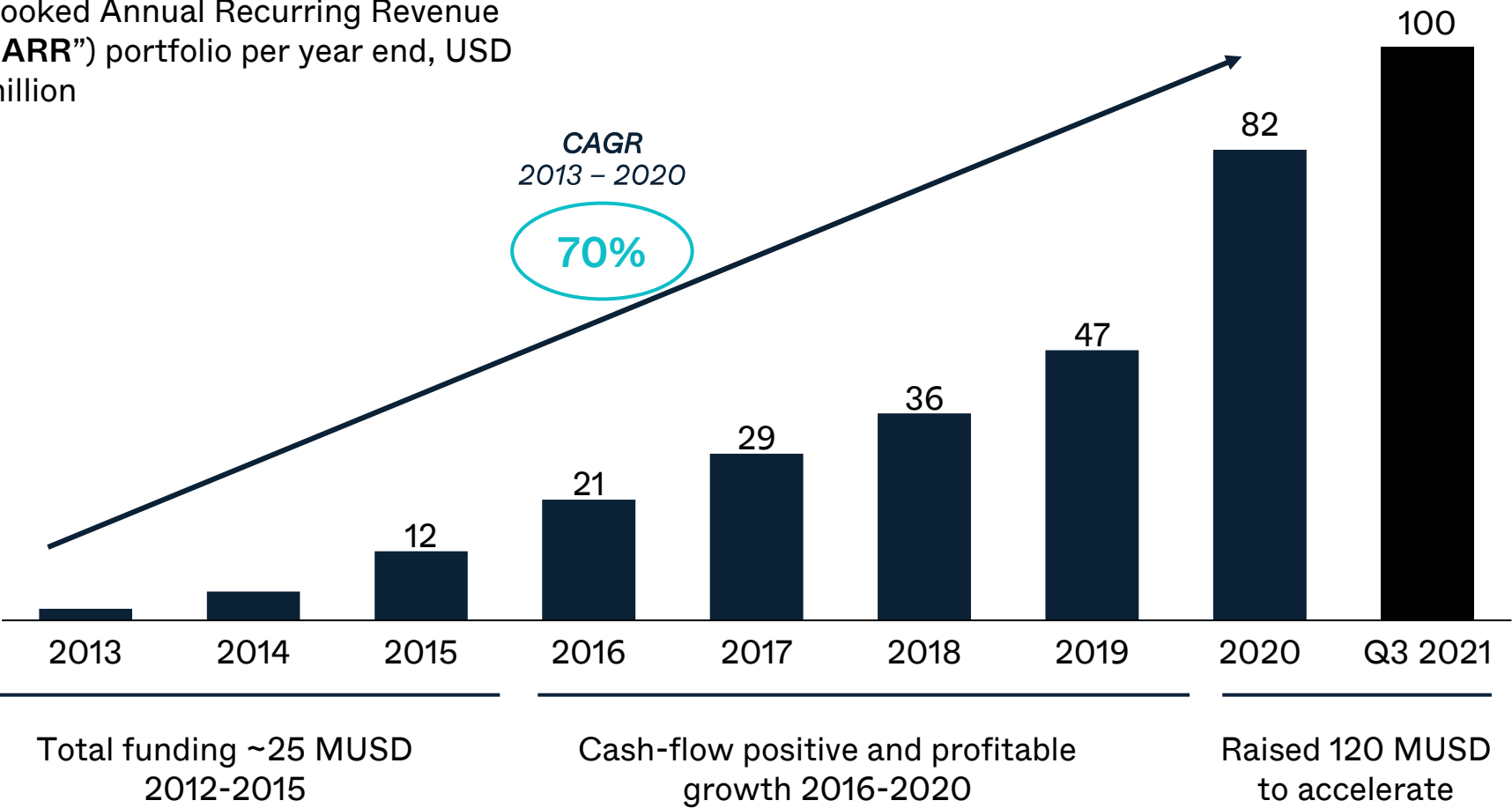
# ]pexip[



- ✓ 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+



# Pexip is finding great success in our three core markets

**Video infrastructure**  
and interoperability to  
Microsoft Teams and  
Google Meet



**Critical meetings**  
with focus on privacy  
and security

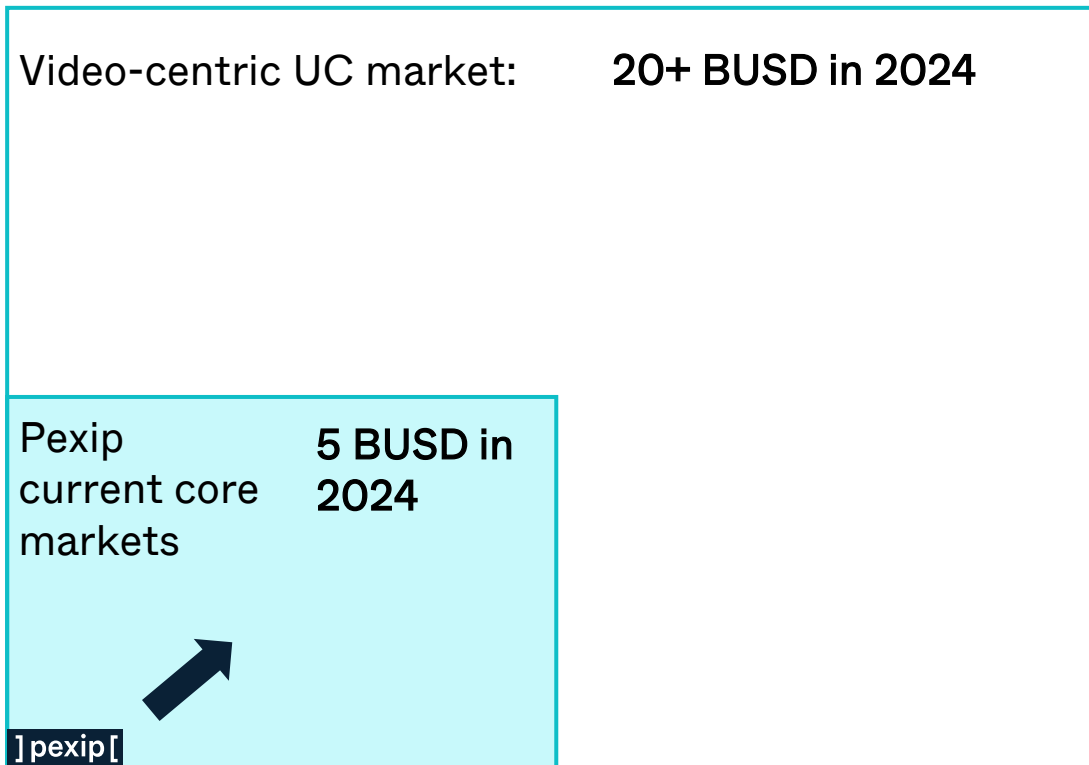


**Video enablement**  
of vertical workflows

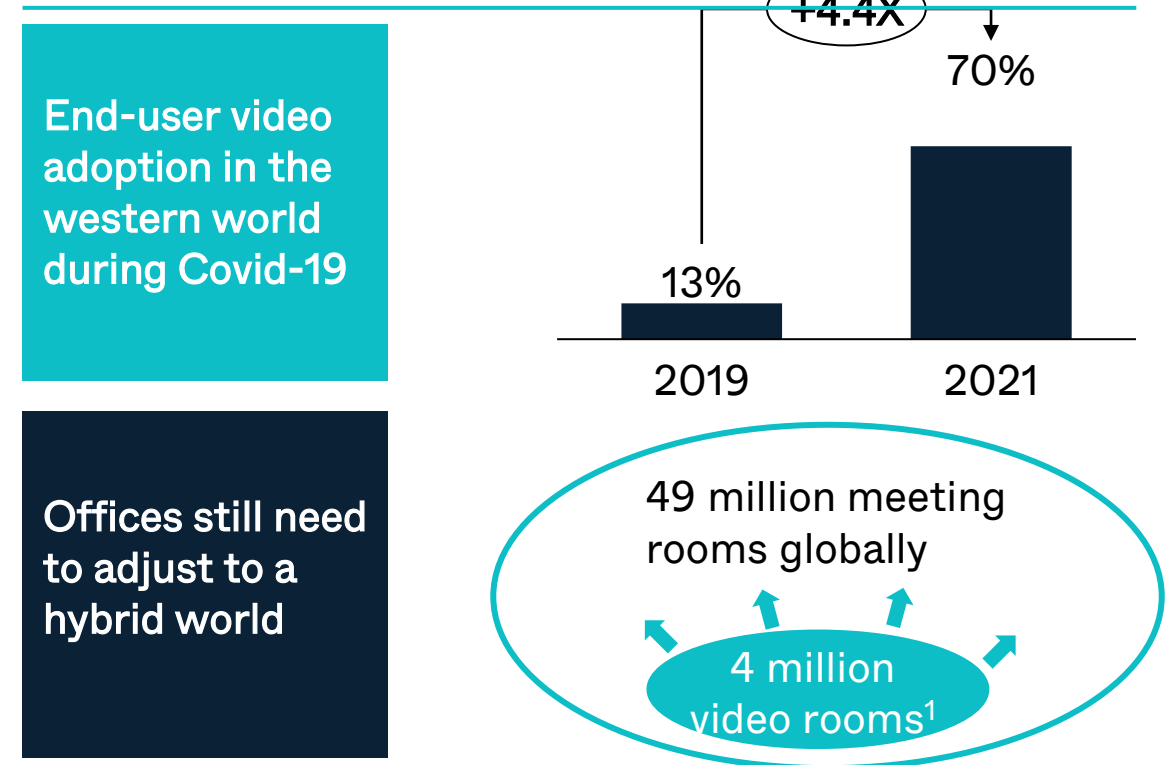


# These three core markets represent a massive market opportunity

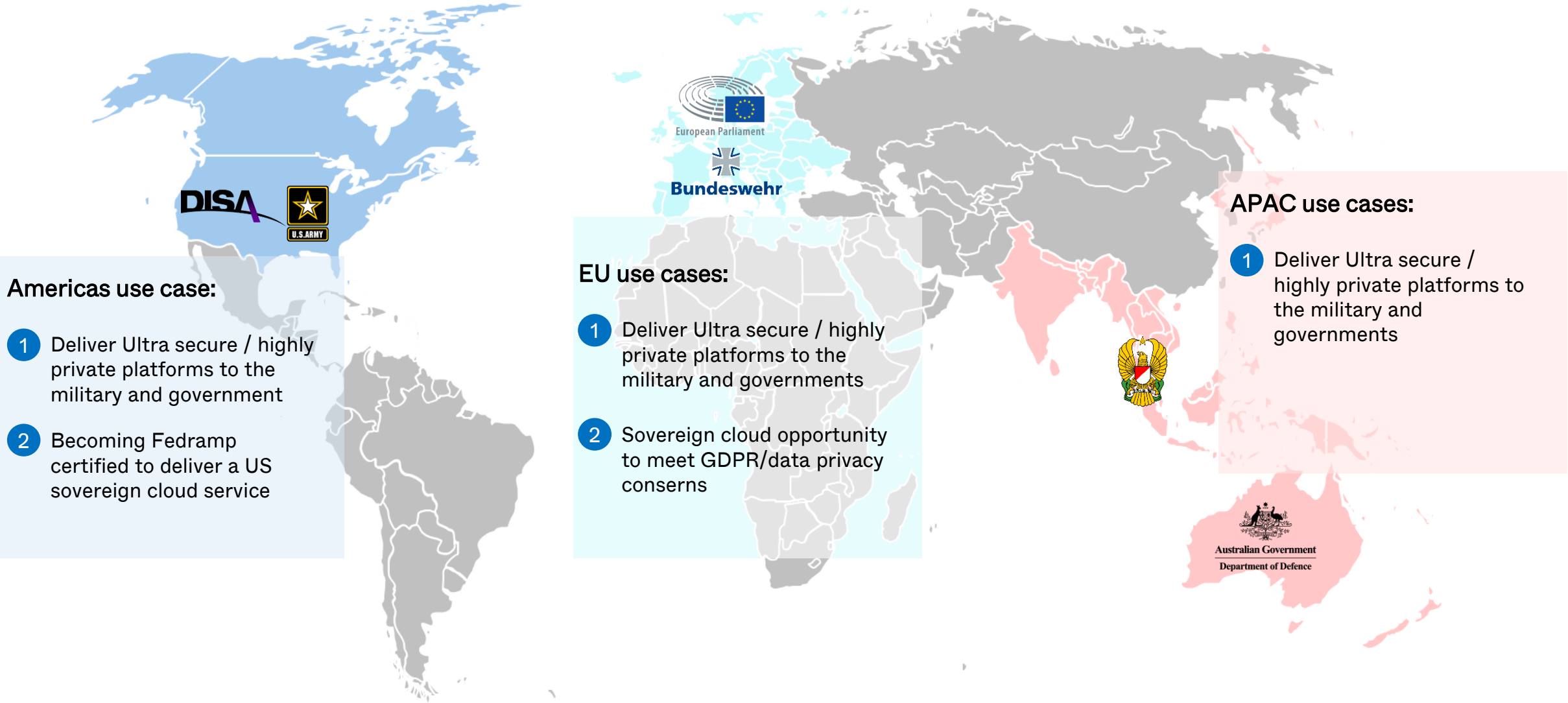
Pexip has a leadership position in a segment estimated to be USD 5 billion by 2024



Well-positioned to benefit from mass adoption of video communication



# Pexip finding great success in ultra secure meetings



# Pexip's differentiated customer offering is underpinned by unique technology

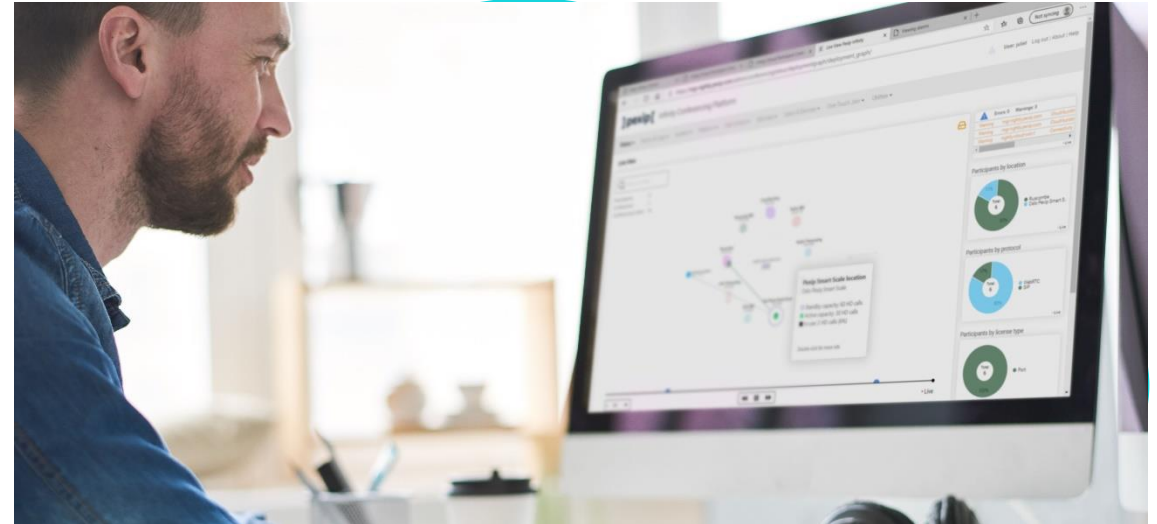
## Smart transcoding



- 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

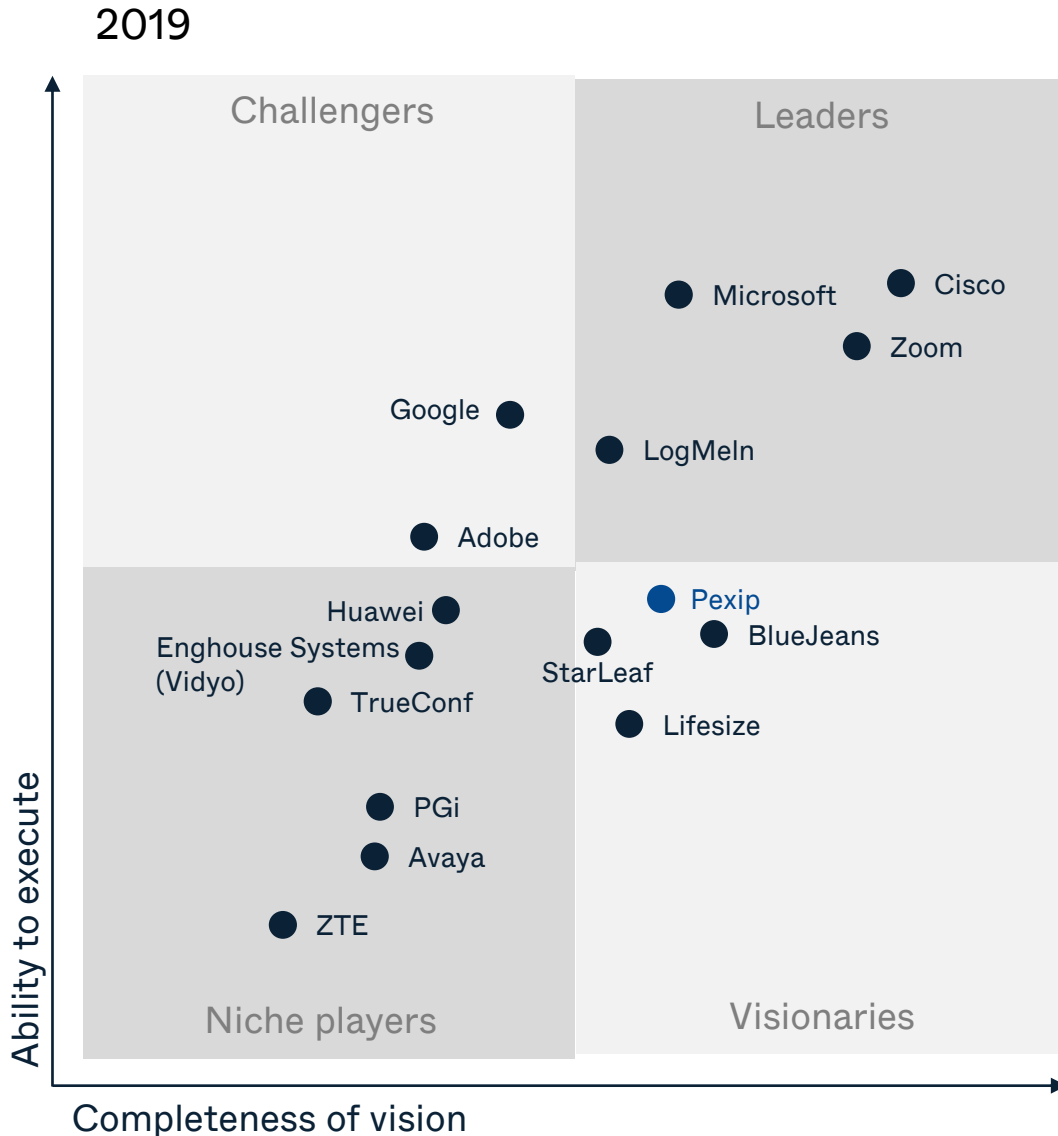
# Pexip is continuing to gain industry recognition



- 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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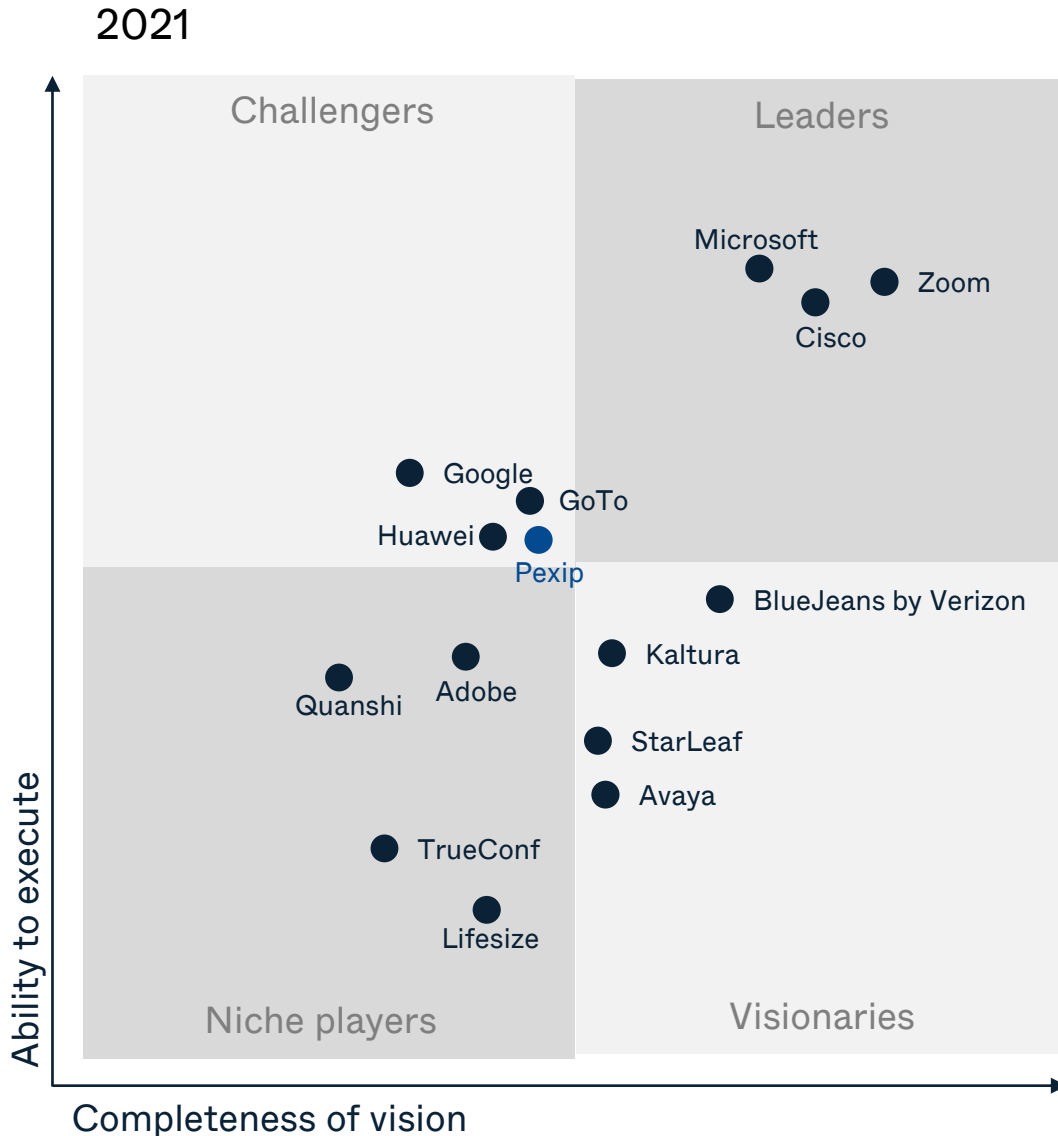
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Source: Gartner Magic Quadrant for Meeting Solutions 2021

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

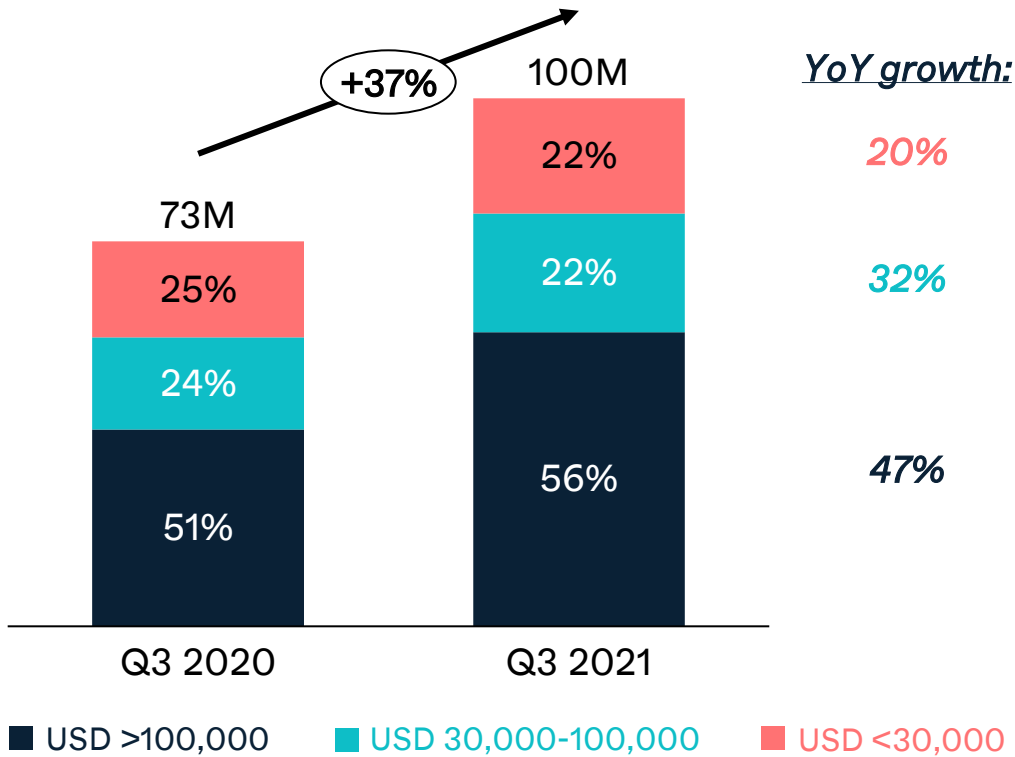
## Selected by a range of large organizations

Selected customer wins in 2021



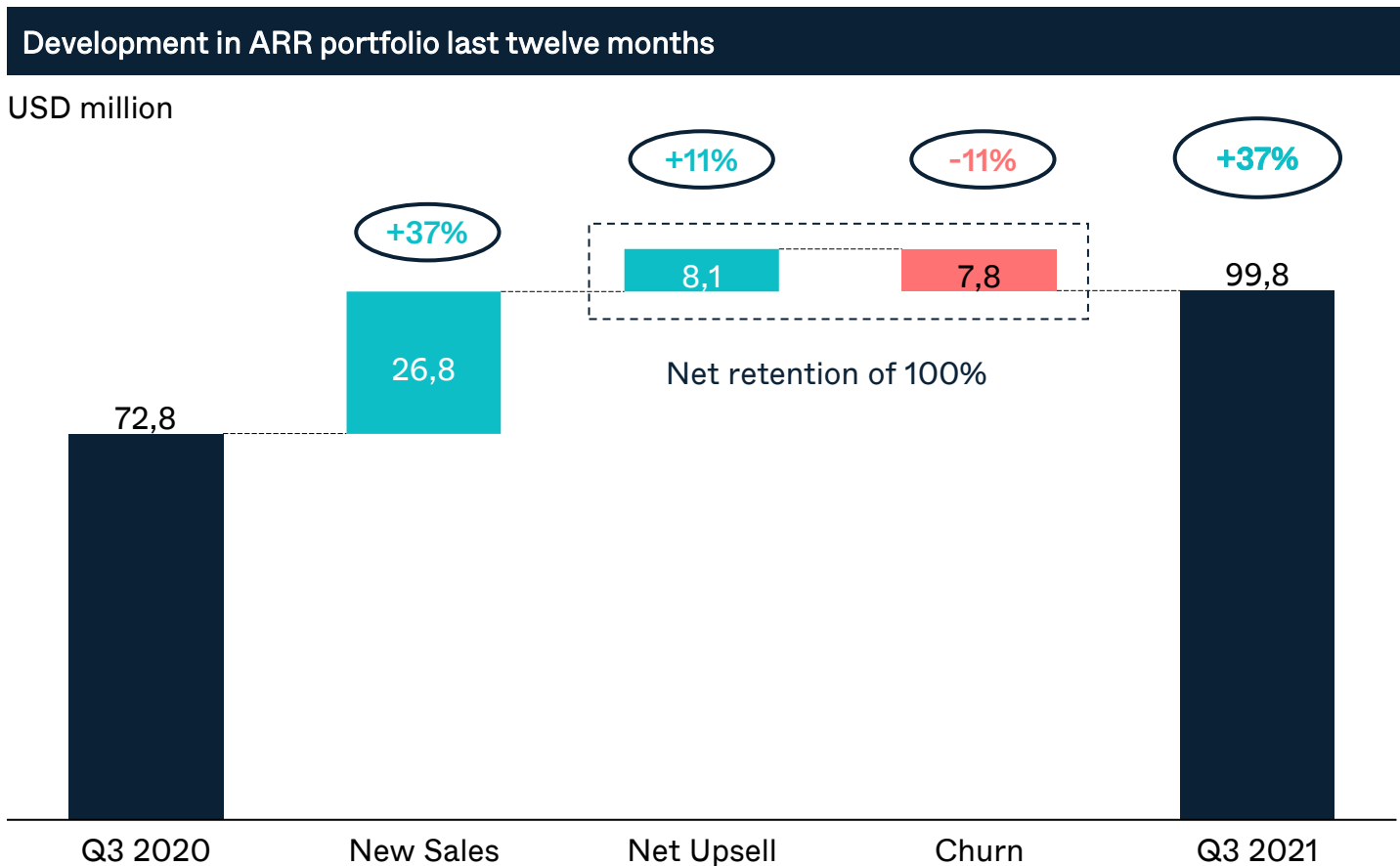
## Large organizations driving growth

Share of ARR by account size in ARR, USD



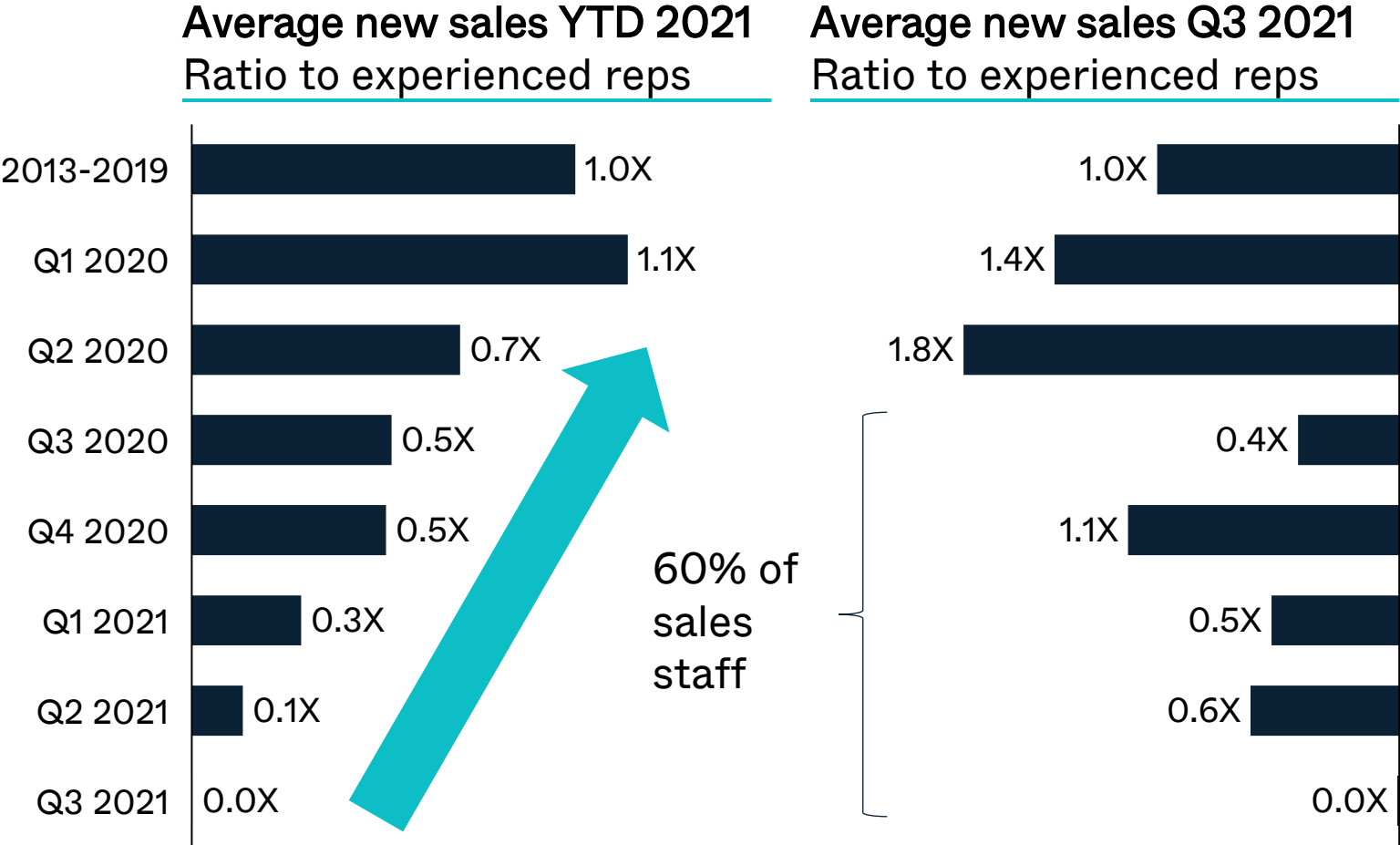


# Strong new sales in addition to a net retention of 100%



- 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

# Starting to see impact of ramp-up of hires on new sales



- Hires from 2020 are starting to be fully ramped with regards to new sales, in particular Q1 and Q2 cohorts
- Ramp-up time of ~4-5 quarters about one quarter more than before 2021
- Positioned for further growth as 60% of current sellers are hired in Q3 2020 or later

Note: New Sales from quota-carrying roles, excludes ARR from individuals that have left Pexip during 2021. Includes Sales leadership roles with a player/coach responsibility

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acquires

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# Skedify strengthens Pexip's offering in Video enablement pillar

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**Critical meetings**  
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**Video enablement**  
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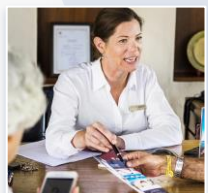
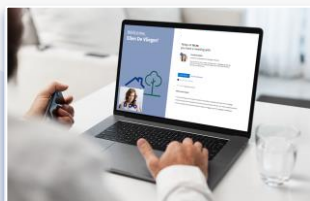


# Skedify offer the next-generation scheduling technology for hybrid customer engagements

Phone



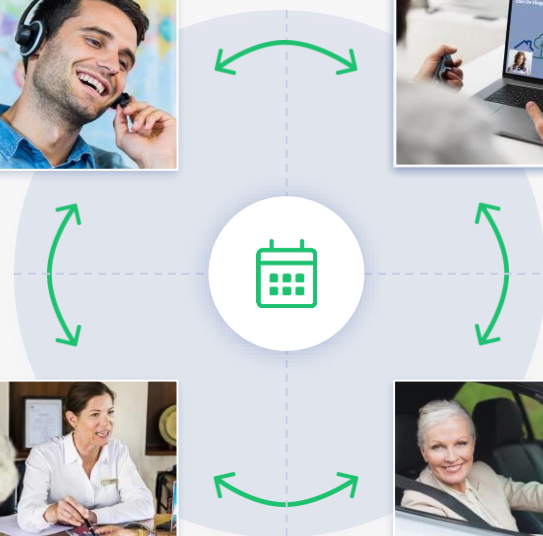
Video



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.



“ *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.



“ 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.



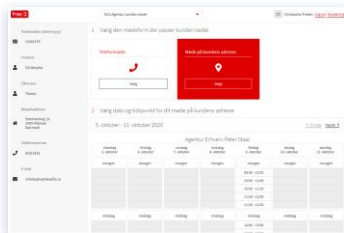
# The Skedify solution is highly complementary to Pexip

## Pre-meeting

Lead  
Qualification &  
Enhancement

Scheduling

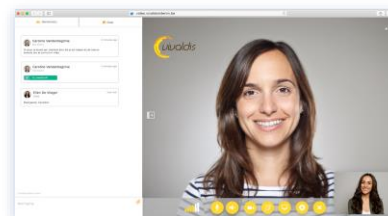
Native integration with CRM, calendars and can build customer-initiated bookings, support video and physical options



## In-meeting

Pexip Video +  
Meetings

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

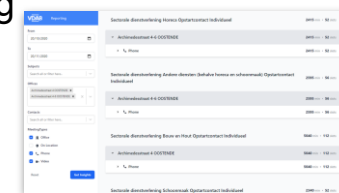


## Post-meeting

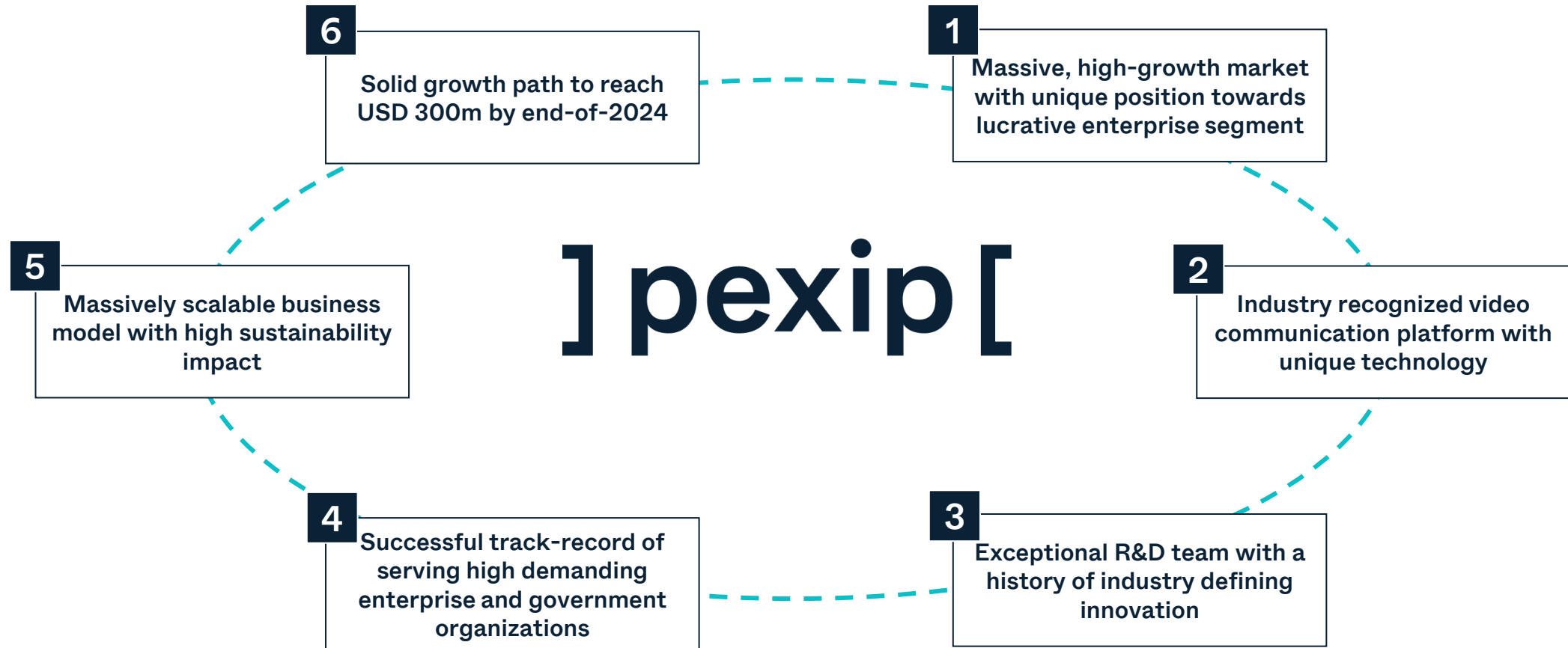
Performance,  
Operational &  
CX insights

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



# Solid growth path to long-term value creation



# Outlook

## **Positive outlook for video communication**

- Majority of enterprises shifting to hybrid working
- Organizations looking to embed video into their workflows towards customers
- Pexip's technology is uniquely positioned to meet these new customer needs

## **Will continue to execute on growth plan**

- Starting to see the impact of sales force ramp-up, still significant potential
- Nearing the end of the accelerated investment phase – expect ARR growth substantially above people growth for 2022
- Plan for negative 25-35% EBITDA margin in 2021/2022, neutral to positive EBITDA in 2023
- Target 2025 EBITDA of +25% with +25% revenue growth

**Expect to reach long-term target of USD 300 million in ARR by end-of-2024**



## Upcoming dates

Q3 2021 quarterly  
presentation

November 11, 2021

Capital Markets Day

December 9, 2021

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## Q&A

