CloudCall

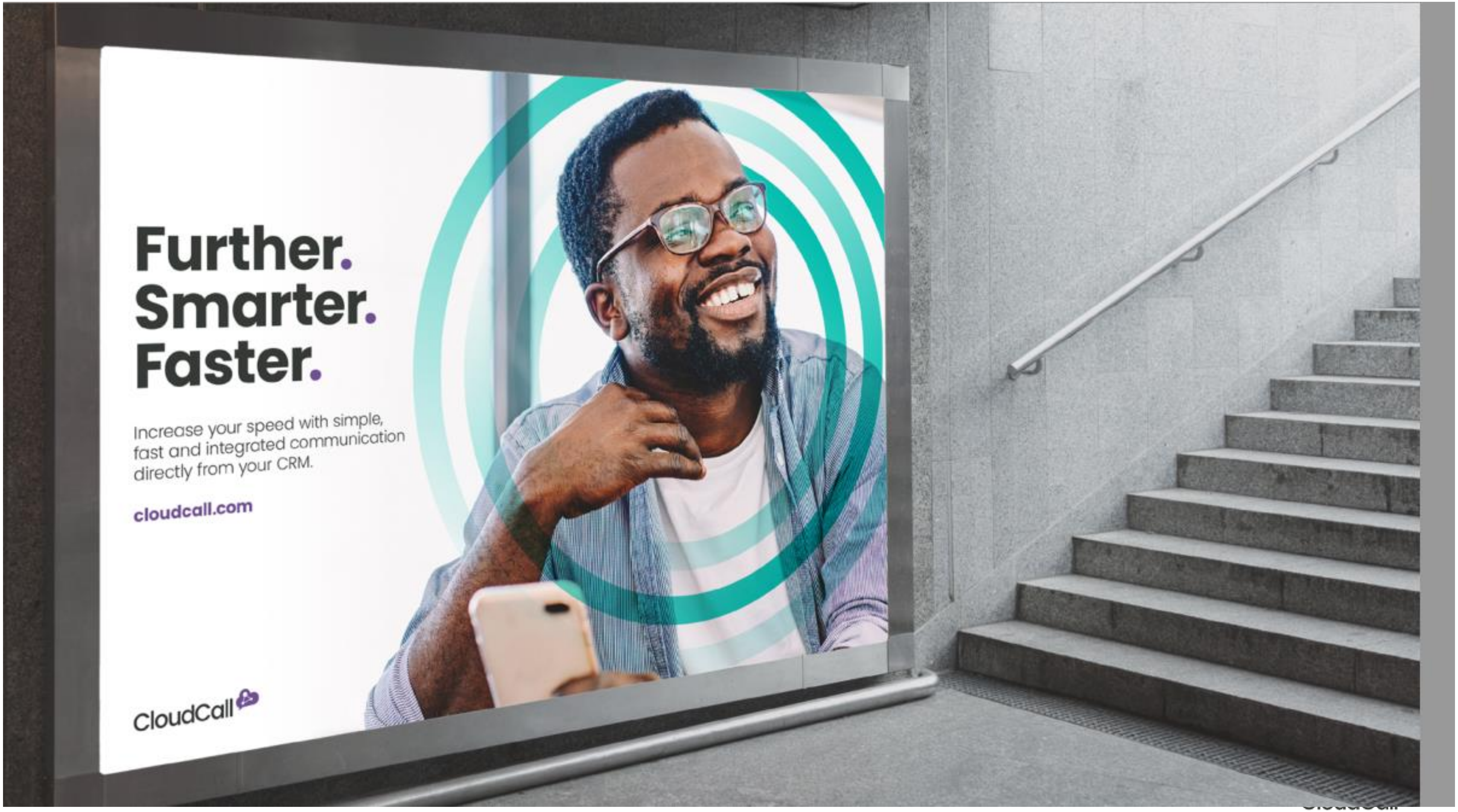
CloudCall Group plc
Investor Presentation

October 2020

A UCaaS Company – with a difference

Our Mission

To find simple truths in communications complexity


Further.
Smarter.
Faster.
Increase your speed with simple, fast and integrated communication directly from your CRM.
cloudcall.com
CloudCall

Our Value Proposition

Further	Recorded and Logged	Monitor	Support	Train
Faster	Click to Call	Dialler	Broadcast SMS	Integrated Chat
Smarter	Customer Insights	Sales Metrics		

Turning conversations to insights that help your business grow in a complex world

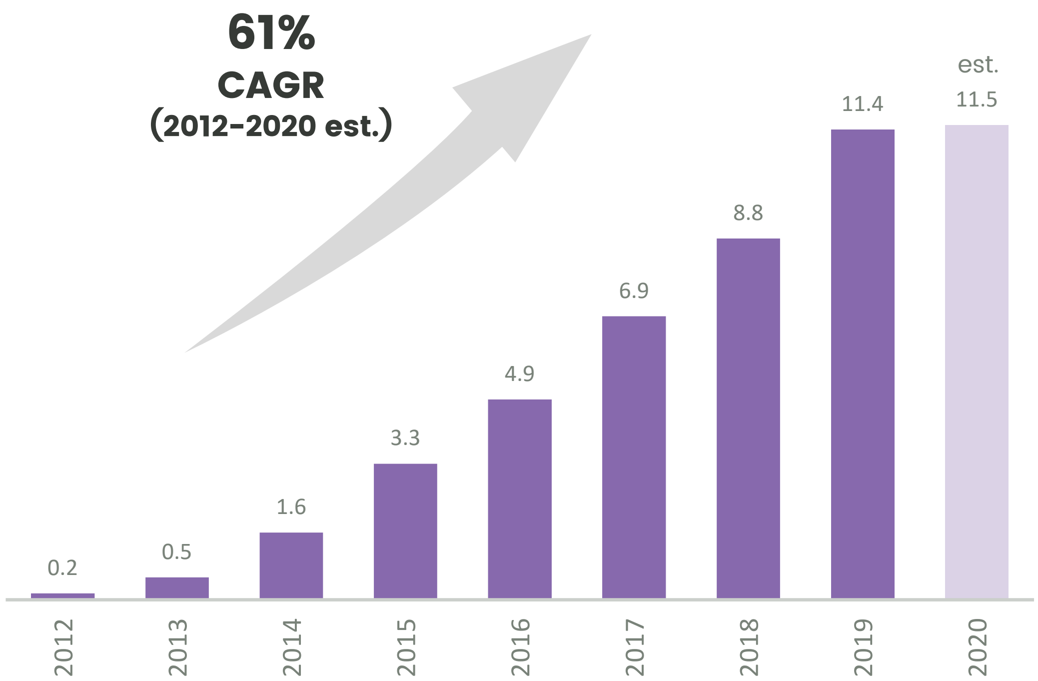
Vertically focused

- 12+ existing CRMs
- Vertically focused – Staffing and Recruitment
- Staffing and Recruitment Industry
    - ~9 CRMs
    - ~60% revenue
- Better industry fit | Unique proposition
- Drives impressive SaaS Metrics

Bullhorn
Microdec an access company
TARGETRECRUIT
VINCERE
MERCURY XRM MORE THAN RECRUITMENT SOFTWARE
ECLIPSE SOFTWARE
jobscience by Bullhorn
TrackerRMS
access RDB
ZOHO
Microsoft Dynamics® 365
salesforce
CloudCall

~30% YoY Growth

Annual Revenue (£m)



~£12m (~$15m) Revenue - Organic growth

170 staff – Sales in UK | US | AU

Own software - high margin (~80%)

90%+ recurring and repeating income

Compelling SaaS metrics

Low churn rates

1,360+ customers
44,000 users
60:40 UK:US split

Average customer size = 32 users
43 customers > 150 users
>23m telco minutes monthly [(1)]

RRPU = £28 [(1)]
Retention Rates >100% [(1)]

Footnotes:
(1) 2019 Data

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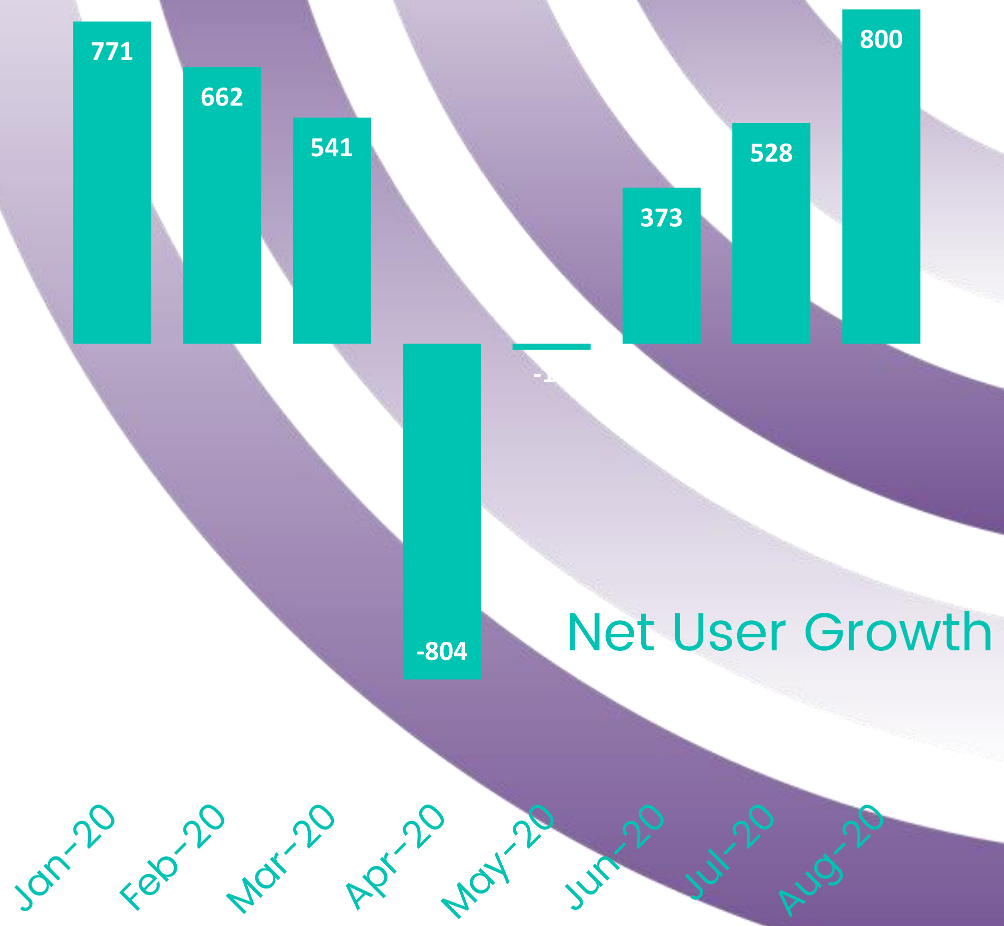
Covid-19

- Early 'Covid-19' drop off in sales
- ~3% cancellation out of contract Users
- ~3% reduced charges 'furloughed accounts'
- Seeing deep 'V' return
- Many 'cancelled accounts' returning



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Go to Market strategy

Step 1. Partner with CRM | Step 2. CRM drives leads | Step 3. "Insane" conversion

Very deep integrations

- Platform designed to integrate
- Consistent and low maintenance
- CRM partner involved in integration
- Often unique proposition

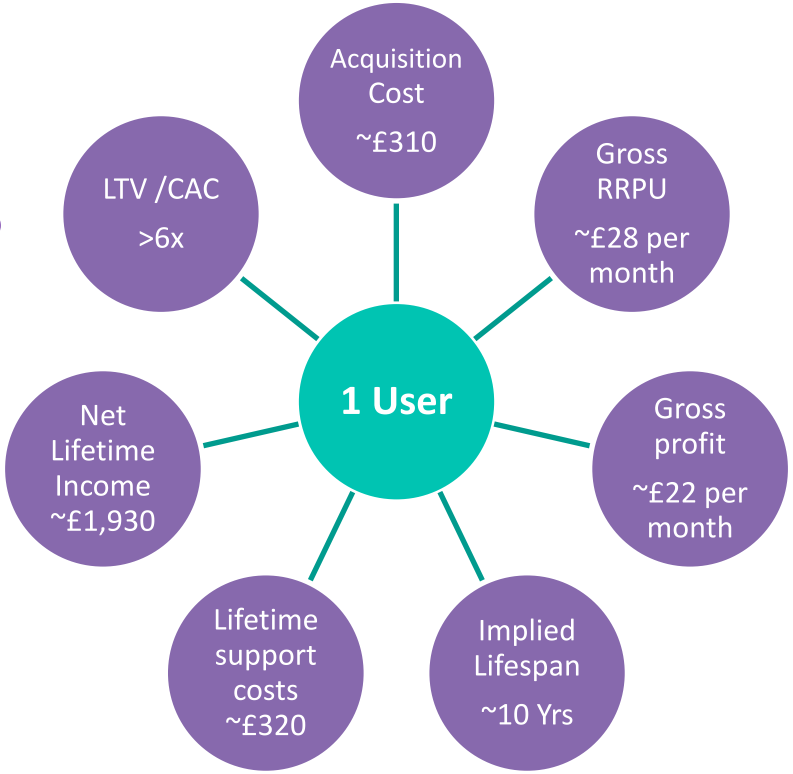
Strong partnerships

- Pay commission to CRMs
- Joint marketing programs
- Integration drives higher ARPU

Strong SaaS Metrics [1]

- Demo to close rate ~50%
- Lead to close rate over 50% - with some CRMs
- LTV:CAC Ratio >6x
- Net Renewal Rate >100%

Compelling SaaS metrics



Footnotes:
[1] 2019 Data

Our Ambition

1) To be *the* integrated communications solution for CRMs

2) Achieve a $50+m revenue run-rate by 2026

How?

Covid-19
- WFH Relevance
- Demo - Close ratio up >50% since pandemic
- Plans to:

  Add users Increase ARPU

Add more CRMs
- Currently

  ~12 CRM Integrations
- Market >$50bn pa

  000's of niche CRMs
- Targeting

  8+ in 2020

  12+ in 2021

MS Teams Integration
- 75+ Million daily users
- Sync activity in CRMs
- Investor Day

  October 22nd

The team to deliver it

Based in Boston. Proven leader with over 30 years experience in UCaaS.

Has an established track record of success leading high growth profitable companies. Founded UCaaS company, DSCI, and organically grew to over $50m in revenue with $12.5m in EBITDA. Sold the business to TPX Communications

James Maloney

CRO

Over 25 years of HR experience in Financial Services and Technology.

Previously, Head of HR at CA Technologies. Prior to CA in 2006, worked for Merrill Lynch. Also held senior HR roles at Perot Systems & UBS.

Abigail Wilkinson

CPO

Previously Digital CTO at ITV, and CTO at Tandem Bank.

Paul has 20+ years experience of delivering complex, high scale, fast changing technology platforms with blended on/off-shore teams using the latest technologies and methodologies.

Paul Clark

CTO

20+ year's delivering marketing and GTM execution for telecoms and tech businesses.

Previous senior global leadership roles at Orange, Nokia and Microsoft

Matt Gayleard

CMO

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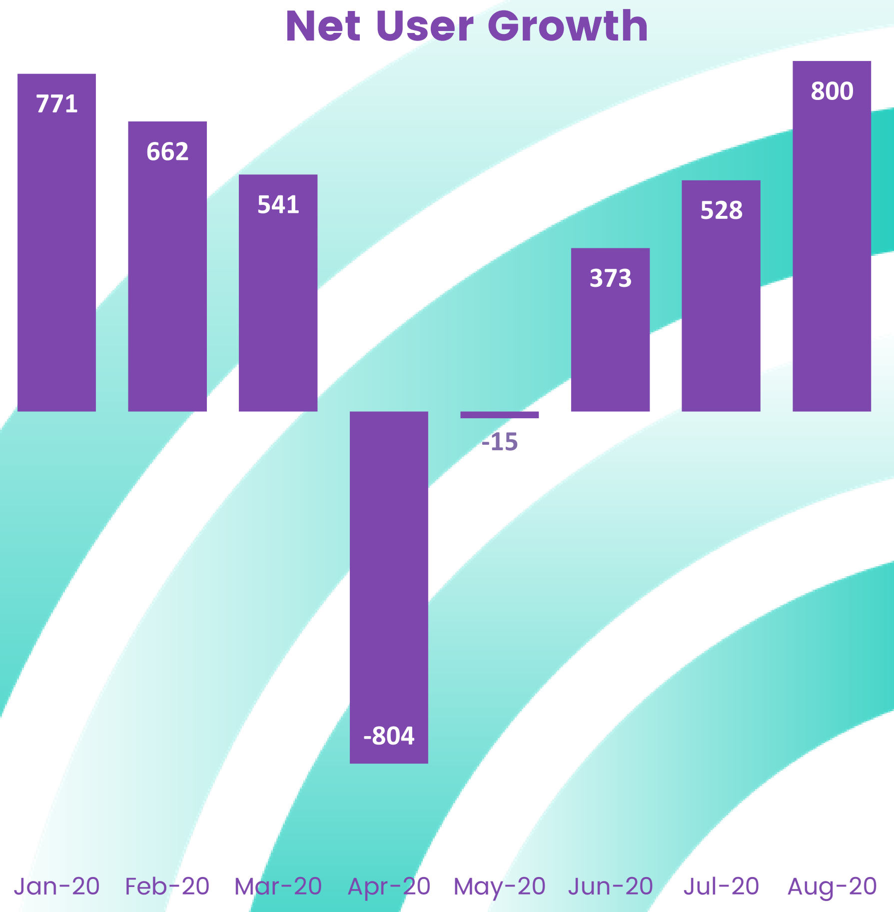
In short…

- Strong growths returned
- Great product market fit
- Huge upside TAM and limited competition
- Strong tail wind from Covid-19
- Plans to further benefit from WFH
- Excellent exec team
- Clear path to $50m run rate by 2026



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Capital Markets Day

Thursday – 22nd October 2020 – 15:00 – 16:30 BST

https://www.cloudcall.com/capital-markets-day/

Providing further information on the WFH enhancements

Showcase our unique Microsoft Teams Integration
Insight on planned WFM product enhancements - what it could mean for increasing ARPU

CRM Partnerships are key for CloudCall

More about why CloudCall's unique proposition drives low cost of sale and strong SaaS metrics
CRM case-study - Looking at how that translates when a new CRM is added

Recruitment is a key vertical

Hearing from Art Papas - (CEO Bullhorn)
Insights on the staffing and recruitment marketing throughout the pandemic
Why partner with CloudCall?

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Q&A

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www.cloudcall.com

London: LSE AIM
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New York: OTCQX
Ticker: CLLLF
(launching 10/14/20)

Nomad and Broker
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