LeadDesk

LeadDesk

Capital Markets Day

6.5.2021

LeadDesk

Olli Nokso-Koivisto
CEO
LeadDesk

Introduction to LeadDesk

LeadDesk

LeadDesk is an international, **rapidly growing software company** that offers a **cloud service** for the needs of high-volume customer service and sales organizations.

With the SaaS business model, customers can purchase the LeadDesk service as a **scalable, flexible and cost-efficient cloud service**.

LeadDesk

The 3 key things I will demonstrate today

1.

We have set a very high target for ourselves.

2.

Our passionate team is a strong platform for reaching that target.

3.

Our SaaS growth is strong and profitable.

LeadDesk today

Who are we?

LeadDesk

History and Milestones

2010 Founded in Finland

2013 LeadDesk brand is born *

2014 * *

2015 Raised €5.5M from Dawn Capital and Tesi *

2016 *

2017 Month-to-month profitability in Q3

2018 Over €10 million in revenue

2019 Listing on Nasdaq First North

Over 50% international revenue

2020 * Acquisition of Nordcom Oy and Capricode Systems Oy

2021 Acquisition of Loxysoft AB and Loxysoft AS

** subsidiary*

LeadDesk

We are a leading Nordic Software Provider*

+300 million one-on-one contacts in last 12 months by users in 34 countries**

€13.8M total revenue in 2020, with over 50% of cloud revenue from international markets

+**24% CAGR***** target market with high potential to further penetrate international markets

Mission critical to the core operations of its customers, which supports **high retention rates** and **highly recurring revenue**

*Leading self-provisioning cloud-based contact center software provider by revenue based on publicly available data of companies with revenue exceeding €5 million
**LeadDesk internal data sources
***MarketsandMarkets, 2018.

LeadDesk

CEO and Executive Management

Olli Nokso-Koivisto
CEO

Timo Kättö
VP of SME Sales

Mika Matikainen
VP of Enterprise Sales

Saija Pouru
VP of Business

Toni Laturi
VP of Product and Marketing

Jarno Tenni
VP of Engineering

Pauliina Leimu
CFO

Anu Jussila
Head, People (maternity leave)

Board Composition

Petri Niemi
M.Sc.
(Technical Physics)*

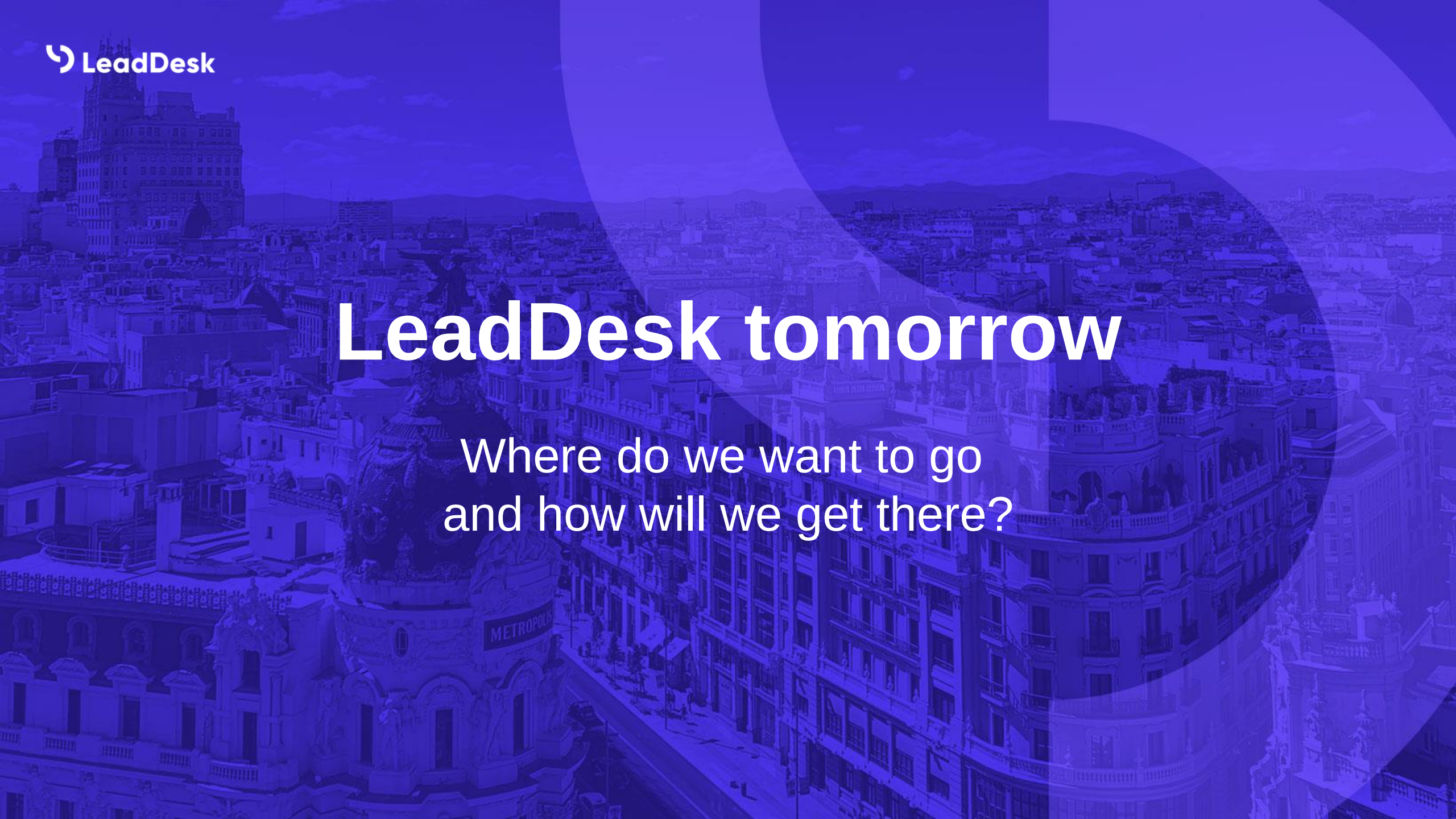
Petteri Poutiainen
BBA, EMBA*

Emma Storbacka
M.Sc. (Marketing)*

Eija Kuittinen
M.Sc. (Econ.),
CPA (KHT)*

Antti Hovila
M.Sc., MBA (HBS)*

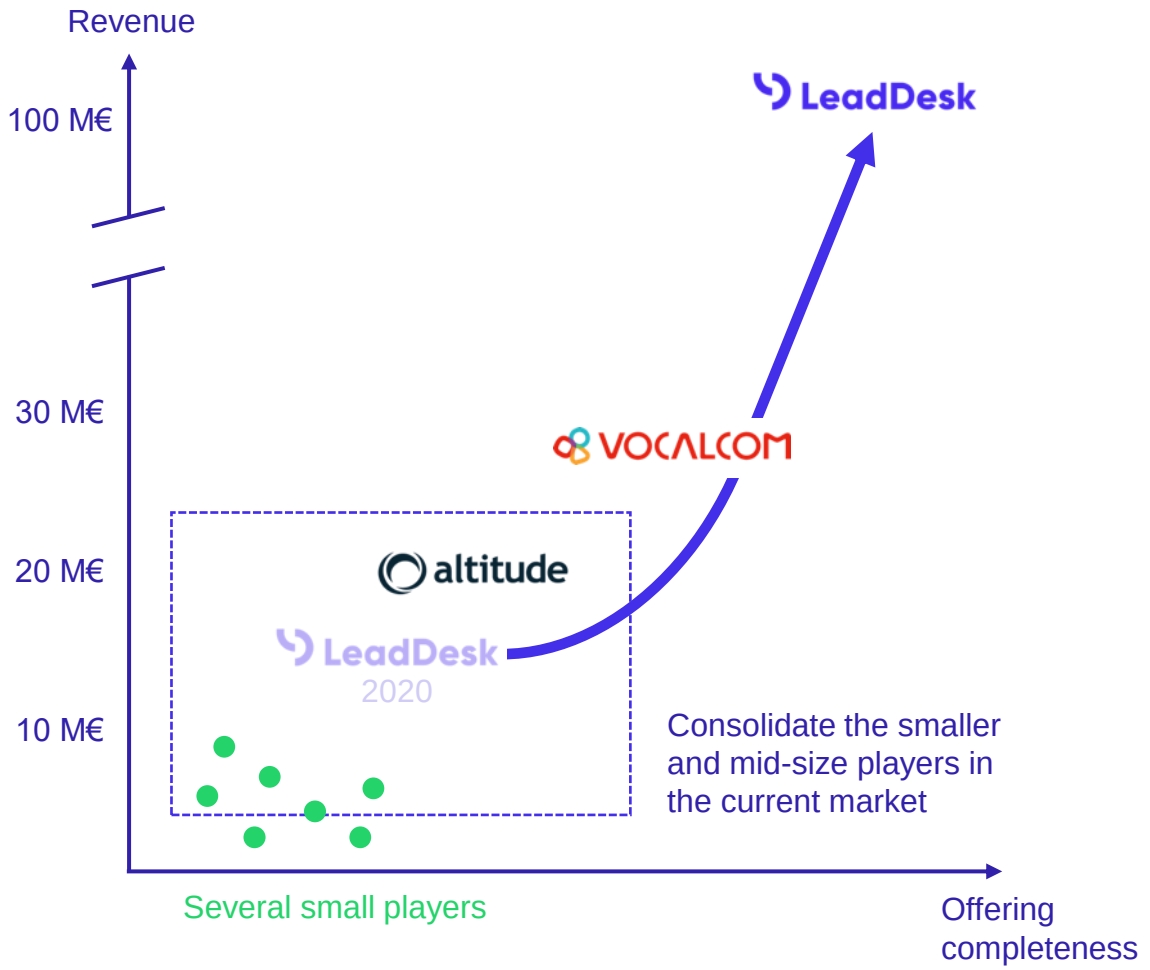
* independent



LeadDesk tomorrow

Where do we want to go
and how will we get there?

We will be the **top player** in the entire European CCaaS market with **100 million € revenue**



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LeadDesk Purpose and Target

Purpose

We believe in intelligent software that creates happy customer support and sales agents which leads to happy customers

Target

Lead high-volume customer services and sales software cloud adoption

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LEADING THE EUROPEAN CONTACT CENTER CLOUD ADOPTION
People & Culture
Artifacts and symbols
Adopted values
Assumptions
Product Strategy
Roadmap
Backlog
Positioning
Offering
Growth Strategy
Cost budget
Revenue budget
Country plans
Marketing plan
CS plan

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OUR GAMEPLAN

Strengthen Winning Culture

The right people in the right positions, shared values and mindset enable attract new recruits and help them to a head start

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OUR GAMEPLAN

Strengthen Product Leadership

Strong focus on spearhead products, expand offering with strategic acquisitions and R&D

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OUR GAMEPLAN

Strengthen Growth Organisation

Develop sales organisation and competences, special attention to enabling solution sales to larger clients

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Competitive Landscape

Global Cloud

GENESYS

PureCloud

LeadDesk

Local Niche

Hero

4Com

Steam

NEXTCOM EVOLUTION

CCL

Competitive advantage

1. Global and hyper local
2. Self-provisioning
3. Reliability and security

Sources: Management reports

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Acquisitions

Integration status and future prospects

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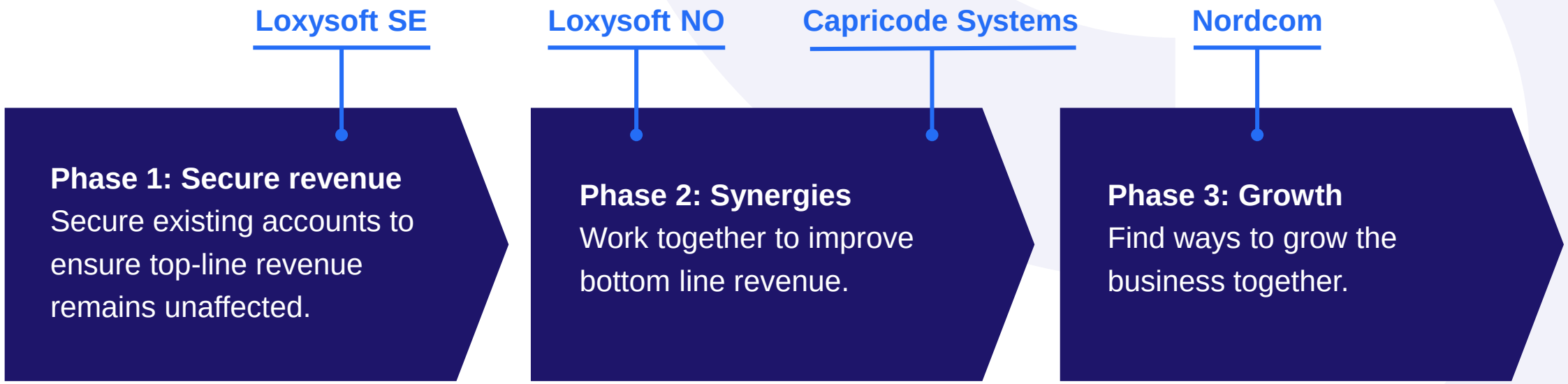
Process integration is advancing as expected



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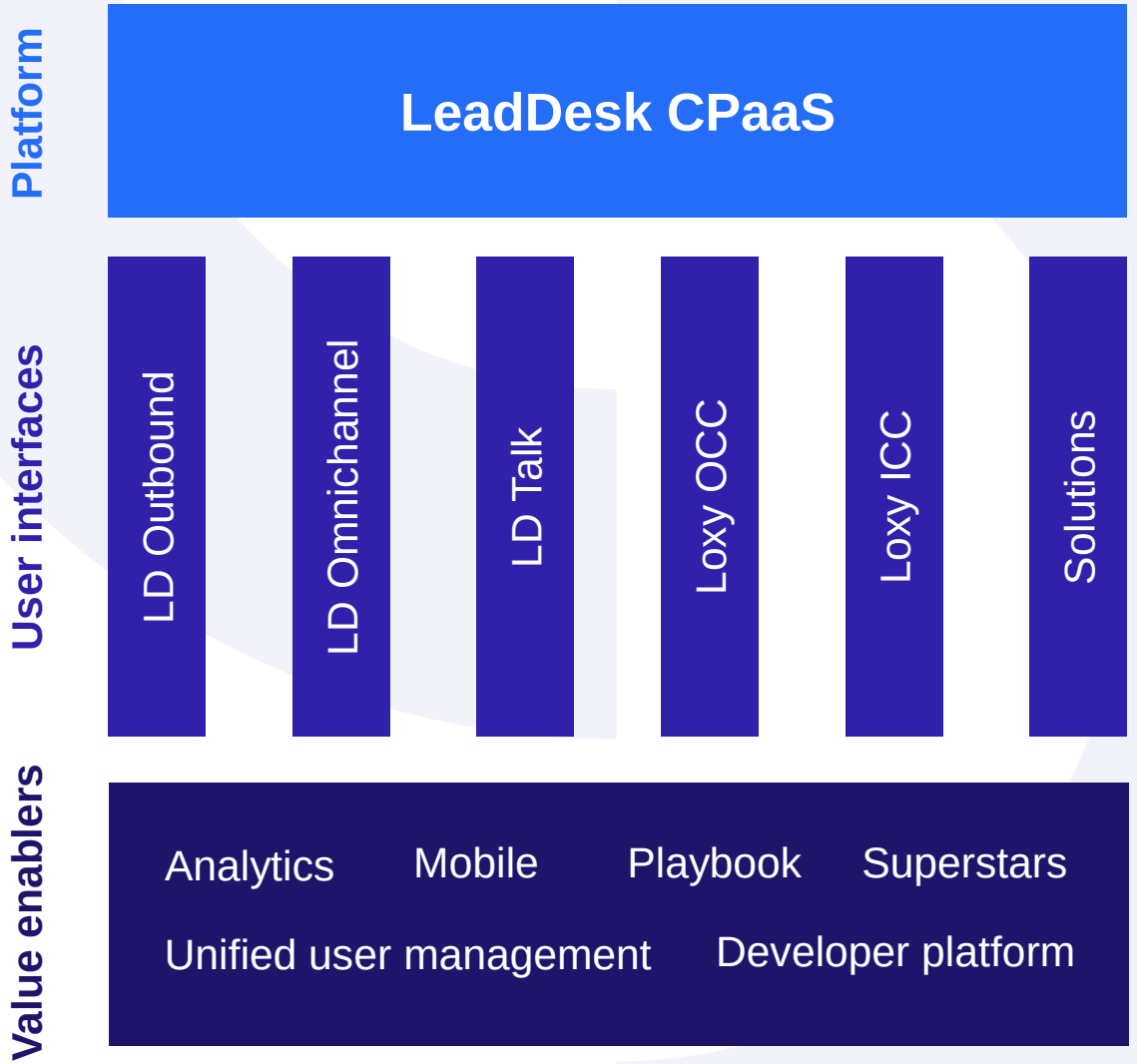
Coherent product portfolio built on a shared platform

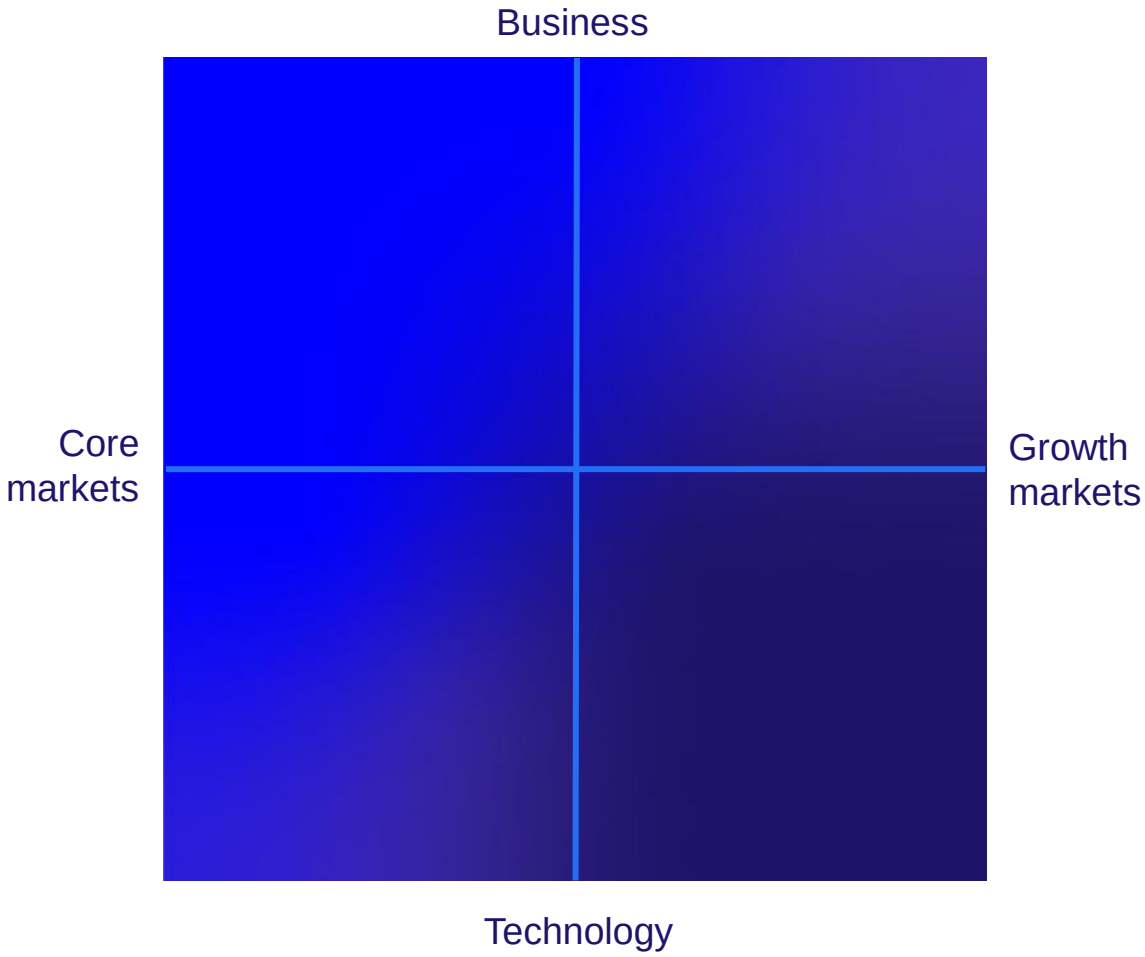


What kind of companies are we interested in?

In our domestic markets, we are evaluating all options. In growth markets we are mainly interested in strategic fit.

Technology trends that are important to us:

- AI
- Workforce management
- Omnichannel
- Automatisation of agent work



Financials

How are we monitoring our success?

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Key metrics that we follow

ARR
Annual recurring revenue is the spot annualized value of the subscription contract base

LTV
Lifetime value is the average sum of revenue we get from a customer

CAC
Customer acquisition cost is the average investment we have to make to get a new customer

RETENTION
Net and gross percentage of revenue that roll-over to the next fiscal year

REVENUE SPLIT
Share of revenue from Licenses, CPaaS/Telco and Services

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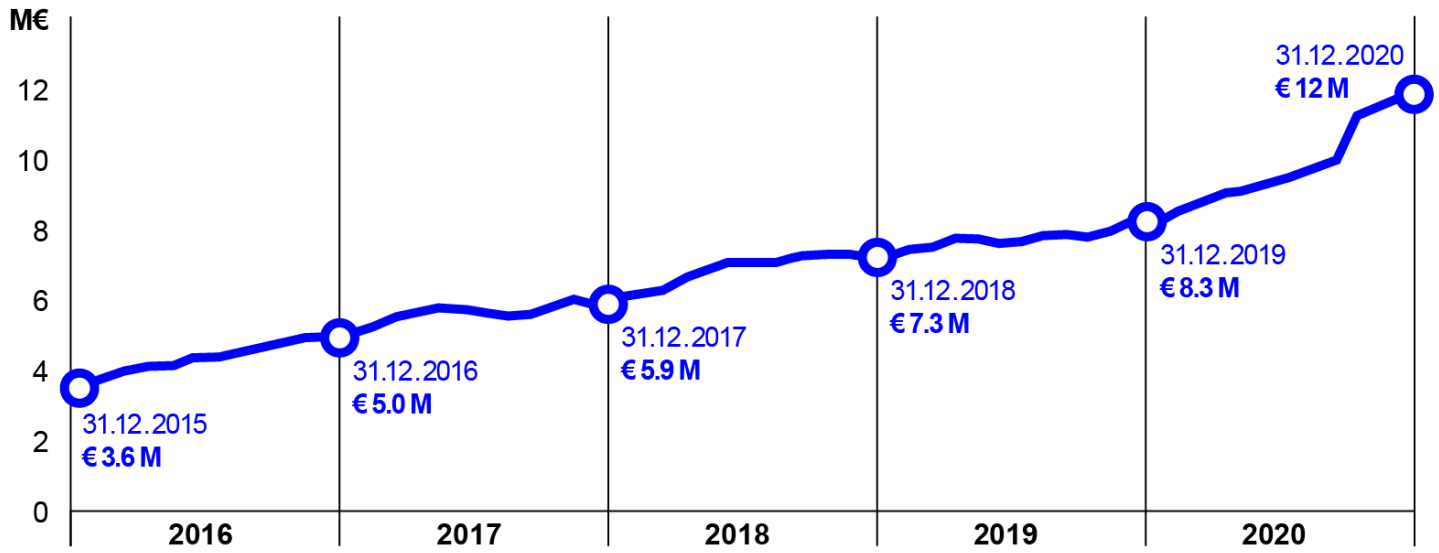
ARR* 2020
€ 12 M

Revenue 2020
€ 13.8 M

Monthly ARR* Development

CAGR 22%



*Unaudited. ARR stands for Annual Recurring Revenue, a key metric used by SaaS or subscription business that have term subscription agreements with defined contract periods. ARR is the value of the contracted recurring revenue components normalized to a one-year period. ARR is reported by the management.

Sources: Financial statements 2012-2020 and management reports

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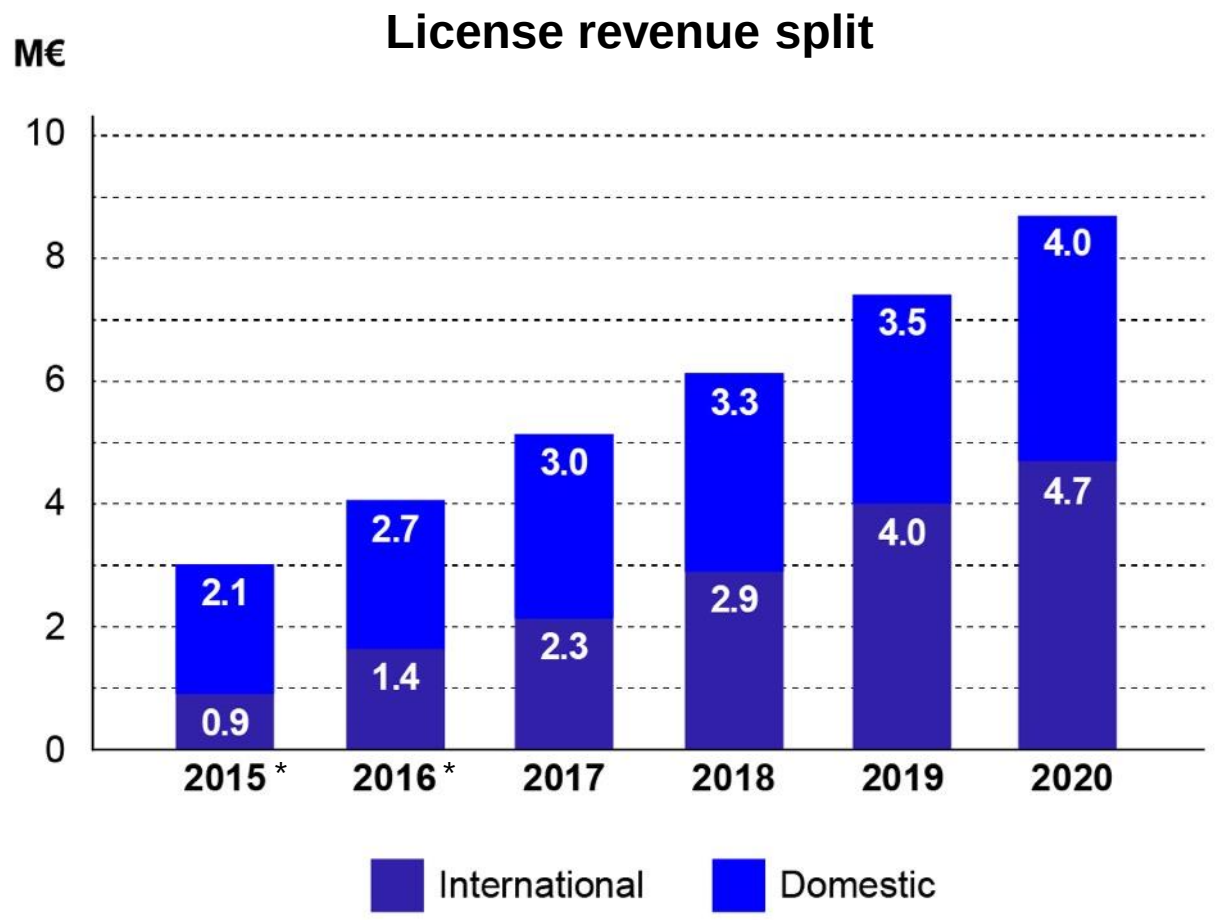
Profitable international growth



*Estimate

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Key Takeaways

1.

We have set a very high target for ourselves.

2.

Our passionate team is a strong platform for reaching that target.

3.

Our SaaS growth is strong and profitable.

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Thank you from Olli Nokso-Koivisto

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Mika Matikainen
VP of Enterprise Sales LeadDesk

The offering and values of LeadDesk

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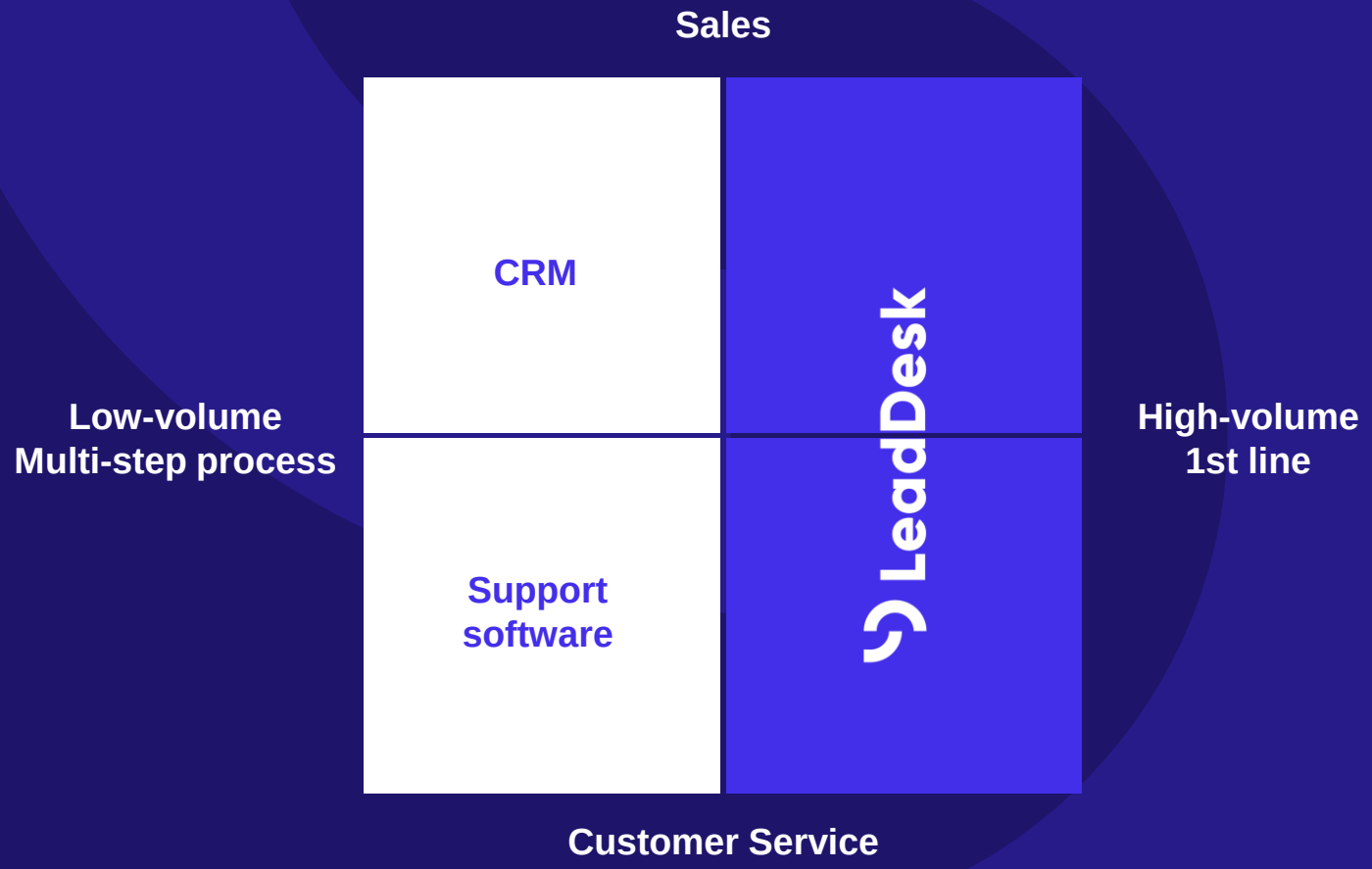
The Software behind Sales and Customer Service Superstars



An easy to use software with first-class support turning agents into high-performing sales and customer service superstars.

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Conversational Customer Engagement Solution

Conversations

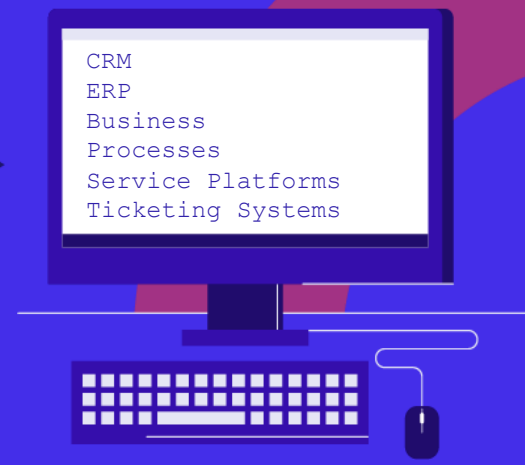
- Voice
- SMS
- E-mail
- Webchat
- Messaging

Omni | **Outbound** | **Mobile** | **Talk**

Core Admin

Integrations

- Leads
- Customer Data
- Products
- Orders
- Cases



✓ Quality Management

- Performance Management
- Call recording
- Quality Management
- Gamification, surveys
- Customer flow Management

✓ Analytics & Insights

- Comprehensive reporting
- Business Intelligence
- Realtime Dashboards
- Replica Data and APIs

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Native omnichannel-customer service with one solution

All customer service channels seamlessly together. Continue the conversation from where it last ended.

- Change channels on the fly and solve the issue where it is the most efficient.
- All customer contacts in one place, regardless of the channel.

LeadDesk

Why do agents love LeadDesk?

Easy-to-use

With a clear user interface, there’s no learning curve

Intelligence

Intelligent IVR, skill-based queue system and a quick interface enable your agents to work efficiently.

Transparent

Never lose track of your leads and agent performance with great reporting tools.

LeadDesk

Why do business leaders love LeadDesk?

Powerful monitoring and reporting

Stay on top of your business with call monitoring, live dashboards and compelling reporting tools.

Scalability

Add or remove seats and features as needed. Customise LeadDesk to serve your business needs.

Reliability

Our wide network infrastructure, in several EU countries, ensure high uptime and security.

Great Support

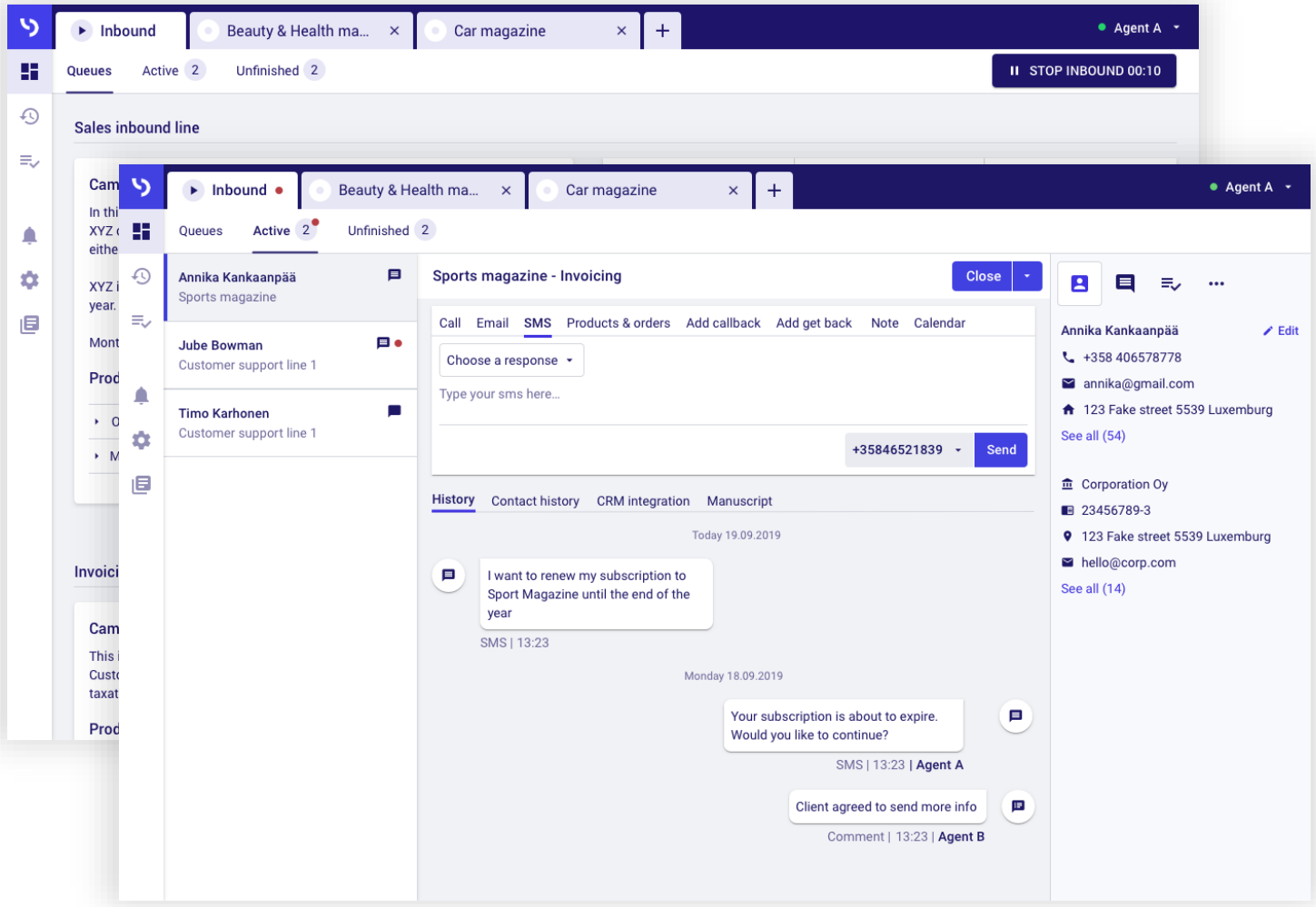
Our customer support is always within easy reach.

LeadDesk

OMNICHANNEL SOLUTION

LeadDesk Omni

- Increase agent productivity by +25%
    - Less agents, less costs
- Solve +70% of the cases in the first contact
    - Release valuable resources
    - Better customer service
- ROI is calculated in months



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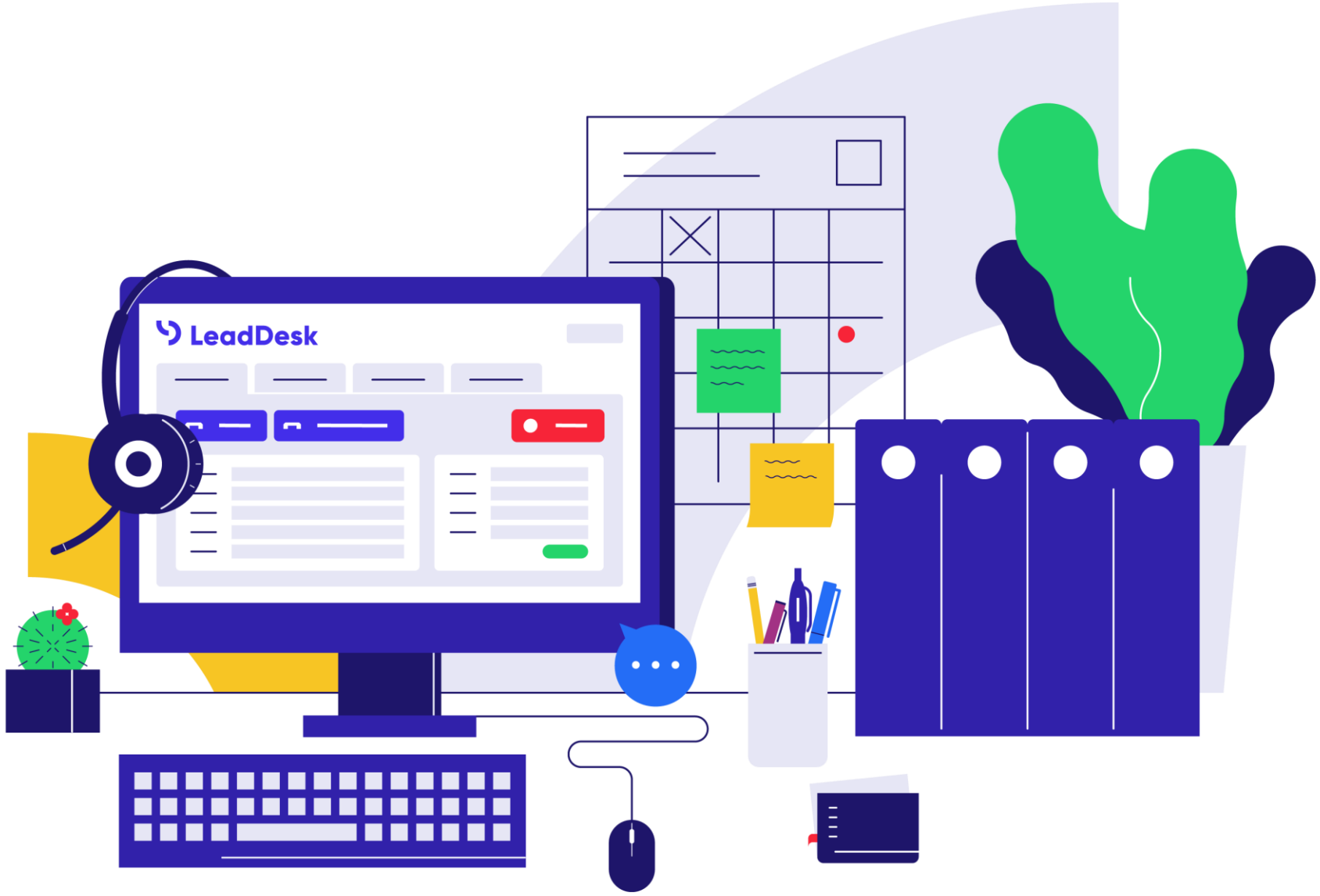
LeadDesk Outbound



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Why do **agents** love LeadDesk?

✓ **Easy-to-use**

With a clear user interface, there’s no learning curve

✓ **Efficient**

An intelligent dialer and a quick interface enable your agents to work efficiently.

✓ **Transparent**

Never lose track of your leads and agent performance with great reporting tools.

LeadDesk

Why do **business leaders** love LeadDesk?

✓ **Powerful monitoring and reporting**

Stay on top of your business with call monitoring, live dashboards and compelling reporting tools.

✓ **Scales with your business needs**

Add or remove seats and features as needed.

✓ **Reliability**

Our wide network infrastructure, in several EU countries, ensure high uptime and security.

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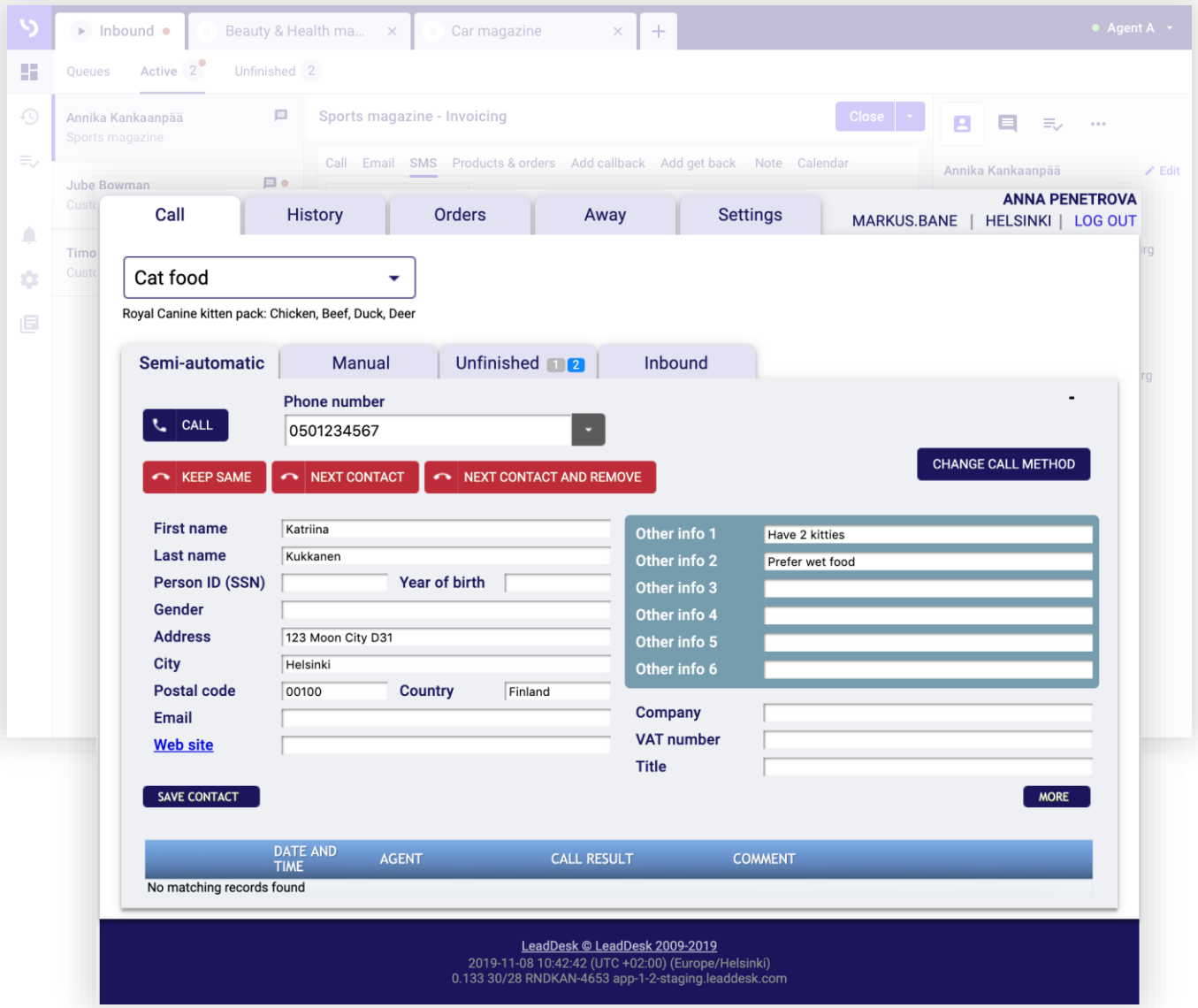
ONE PRODUCT, TWO USER INTERFACES

Proactive customer service with powerful outbound

- Increase agents productivity and sales
- Optimize campaign results
- Make your agents happy!



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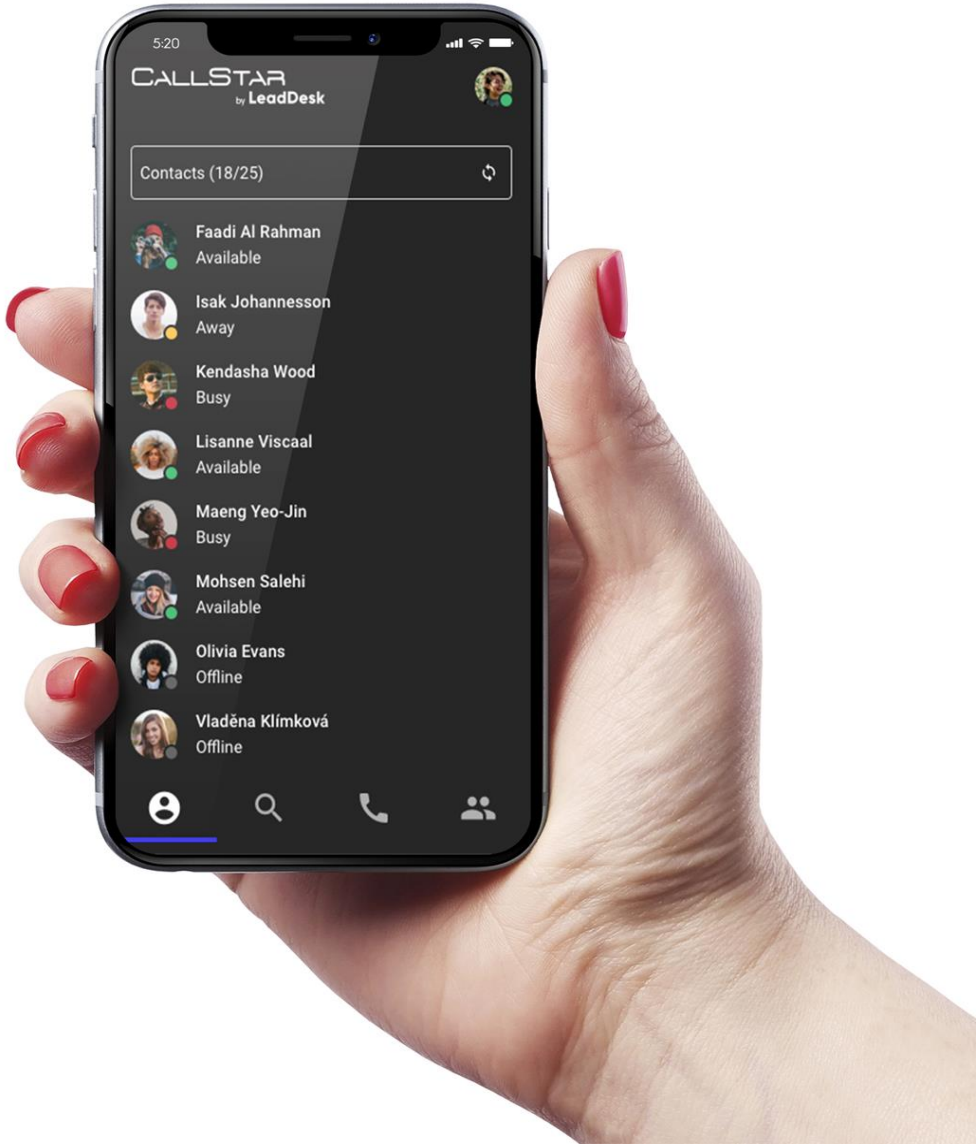
LEADDESK MOBILE

Connect your full workforce to LeadDesk

Offer your customers a smooth experience in every touch point and with any device.

- Use LeadDesk's powerful ACD to route the right calls to the right people in your organisation - desk or mobile.
- Transfer a call from LD to your mobile and keep the conversation going.
- Let every employee have a switchboard at their fingertips.



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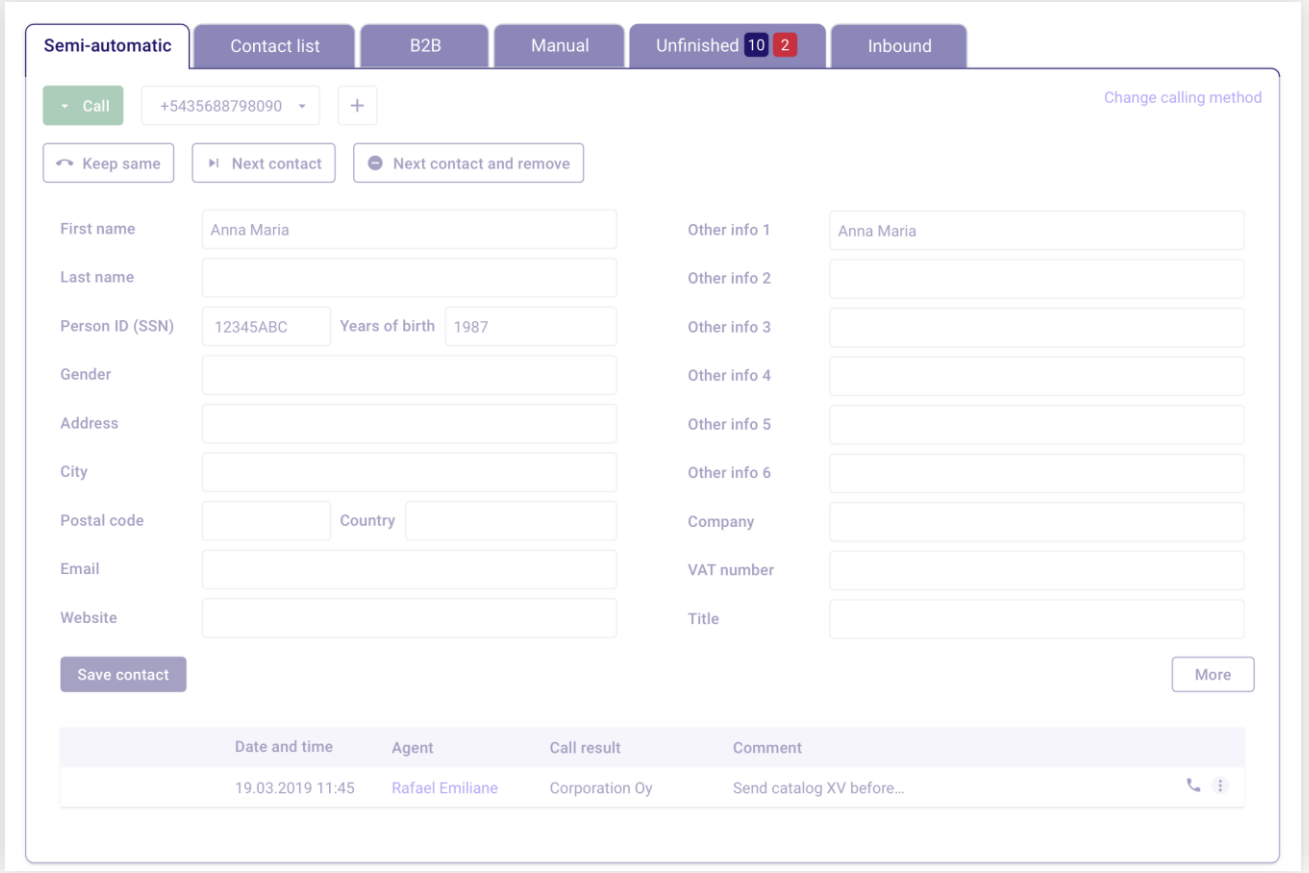
MULTI-MODE DIALER

Choose the dialer based on your situation

LeadDesk offers a full solution from high quality VoIP to various dialer modes and softphone capabilities to ensure you can focus on getting the most to your business.

- All dialer modes – Choose the one that fits your business scenario.
- High quality VoIP – Local availability, multiple operators and local infrastructure.



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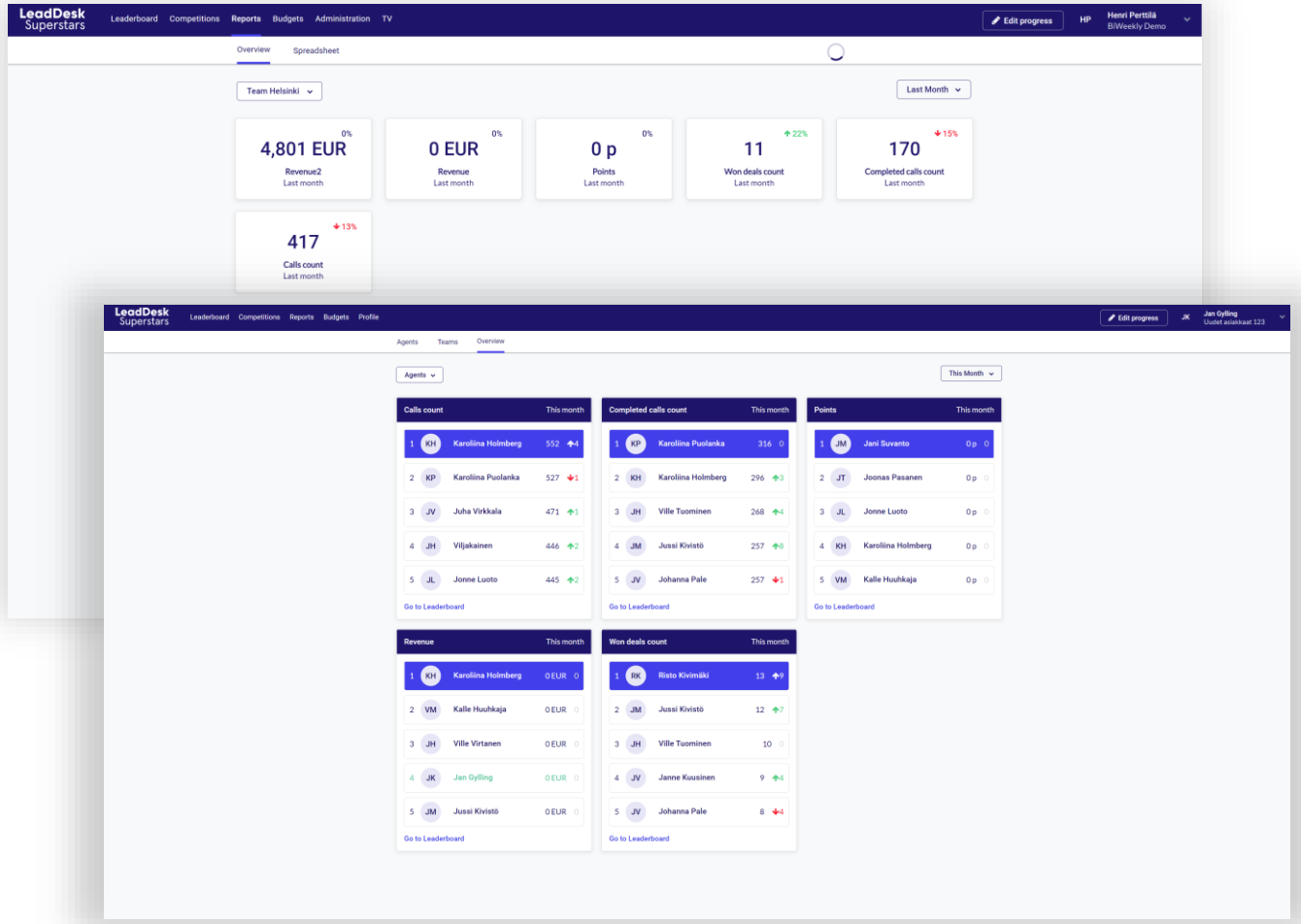
LEADDESK SUPERSTARS

Engage and motivate employees with gamification

Get the best out of your sales team by focusing on the metrics that matter the most.

- Create sales competitions, dashboards and leaderboards to boost performance
- Visualize performance for reports and office TVs
- Manage goals and budgets to stay on track



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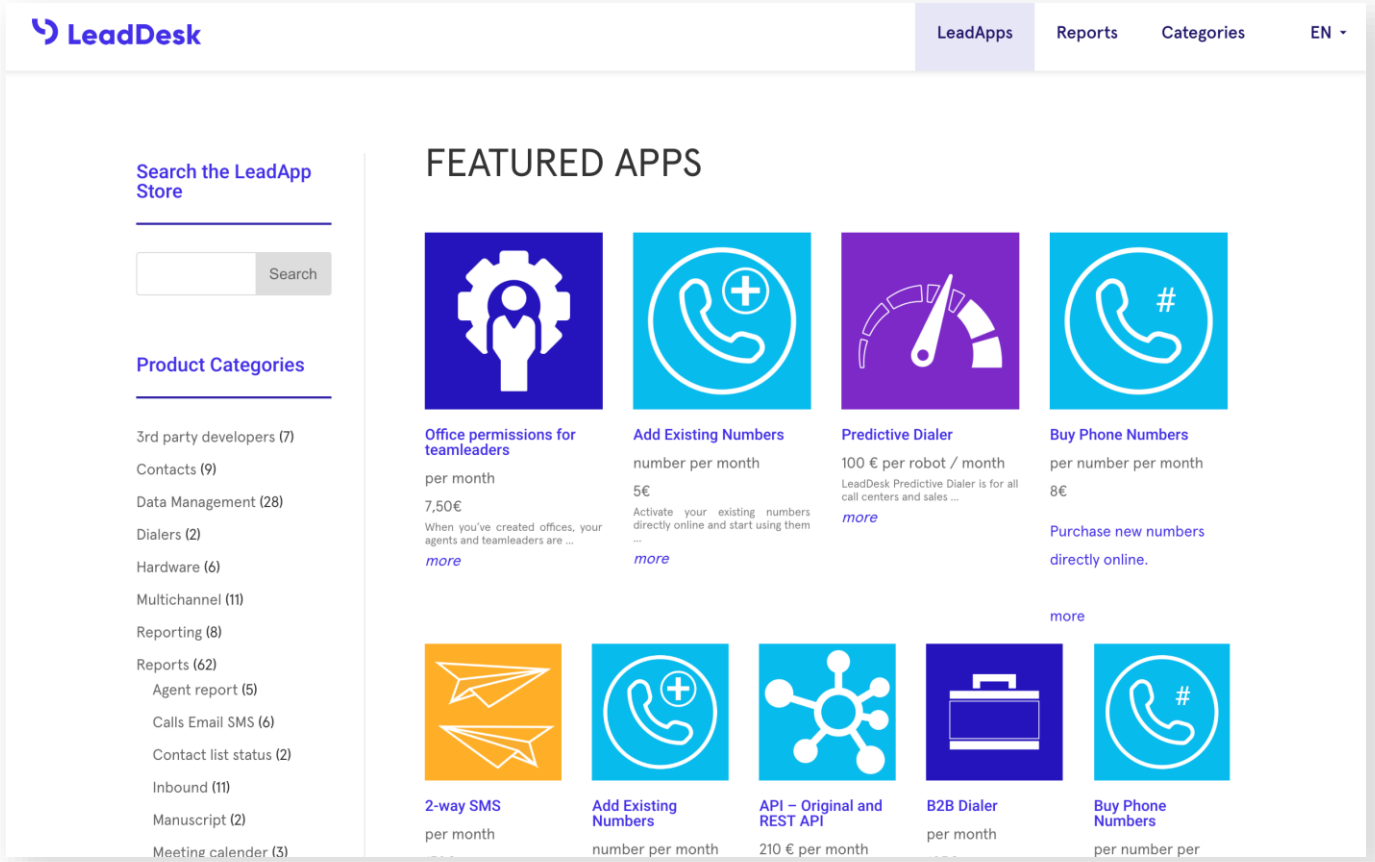
LEADAPP-STORE

Customize LeadDesk with LeadApps

Our own App-store let’s you expand on LeadDesk features. From ready-made custom reports to replicate data-access and custom features.

- 100+ Apps and reports
- Simply sign into your admin account to purchase the LeadApp



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Thank you from Mika Matikainen

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Thank you for participating to our first ever Capital Markets Day!

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