



LEADDESK CAPITAL MARKETS DAY

MAY 2021

 **LeadDesk**



Kempen

Presenter

Kempen & Co - turning sector expertise and global network into value for our clients

Presenter



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About Kempen & Co

1903

Founded

~500

Employees

€82bn

Of transactions
in the last 5 years

20+

Countries
of deal activity

200+

Listed companies
under coverage

€99bn





AuM

6

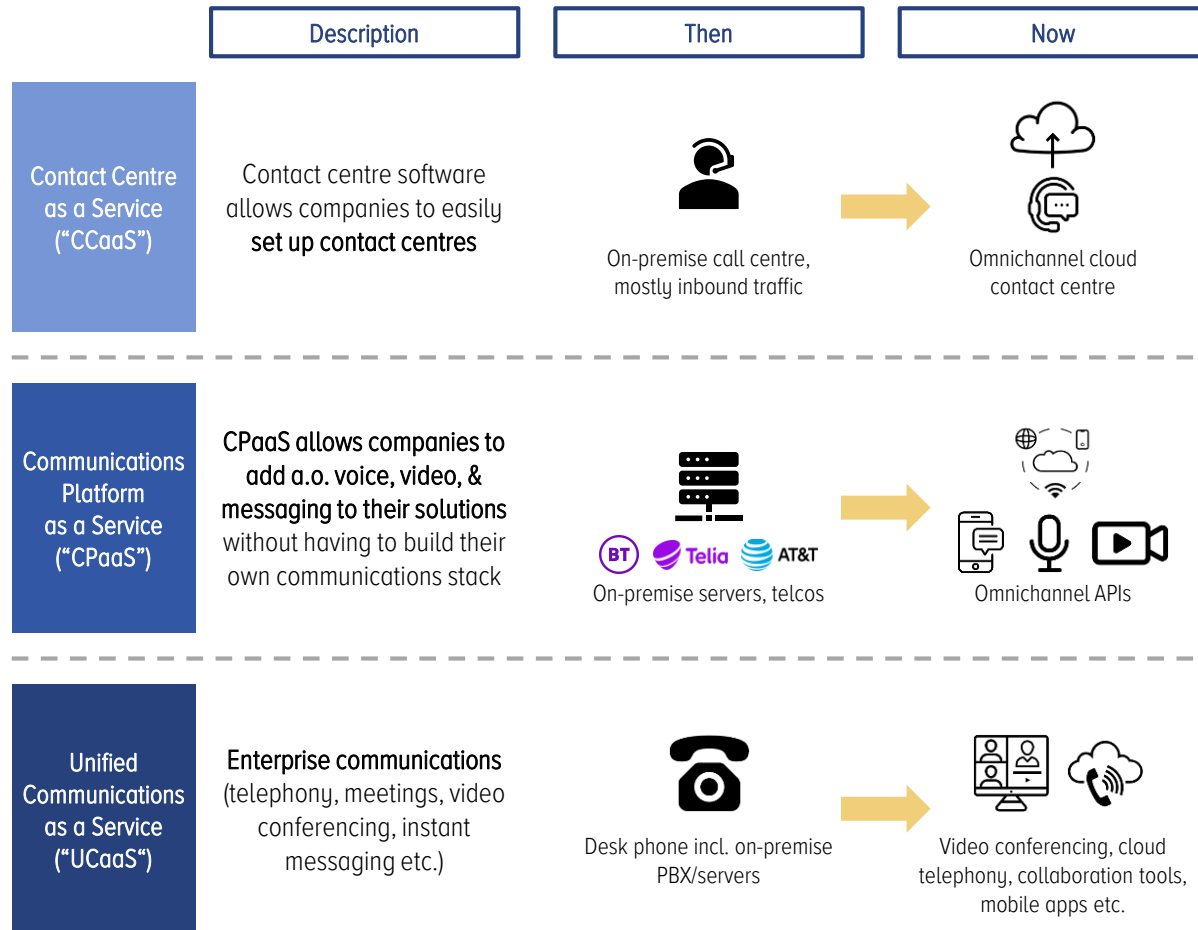
Offices: Amsterdam, London, Paris, Antwerp,
Stockholm, and New York

Kempen & Co's Corporate Finance team consists of ~60 professionals to support cloud communications companies with M&A and fundraisings







Cloud communications overview

	Description	Then
Contact Centre as a Service ("CCaaS")	Contact centre software allows companies to easily set up contact centres	 On-premise call centre, mostly inbound traffic
Communications Platform as a Service ("CPaaS")	CPaaS allows companies to add a.o. voice, video, & messaging to their solutions without having to build their own communications stack	  On-premise servers, telcos
Unified Communications as a Service ("UCaaS")	Enterprise communications (telephony, meetings, video conferencing, instant messaging etc.)	 Desk phone incl. on-premise PBX/servers

Cloud communications overview



Cloud communications overview

	Description	Then	Now	Illustrative use case	Selection of providers
<p>Contact Centre as a Service ("CCaaS")</p>	<p>Contact centre software allows companies to easily set up contact centres</p>	 <p>On-premise call centre, mostly inbound traffic</p>	 <p>Omnichannel cloud contact centre</p>	<p>TELADOC, intrum</p> <p>Cloud contact centre incl. digital channels such as chat, text, social media</p>	<p>Five9, NICE inContact</p> <p>LeadDesk, odigo</p>
<p>Communications Platform as a Service ("CPaaS")</p>	<p>CPaaS allows companies to add a.o. voice, video, & messaging to their solutions without having to build their own communications stack</p>	 <p>BT, Telia, AT&T</p> <p>On-premise servers, telcos</p>	 <p>Omnichannel APIs</p>	<p>deliveroo Notifications</p> <p>KLM Gate changes</p>	<p>twilio, CM</p> <p>sinch, link mobility</p>
<p>Unified Communications as a Service ("UCaaS")</p>	<p>Enterprise communications (telephony, meetings, video conferencing, instant messaging etc.)</p>	 <p>Desk phone incl. on-premise PBX/servers</p>	 <p>Video conferencing, cloud telephony, collaboration tools, mobile apps etc.</p>	<p>Domino's UC⁽¹⁾ and API platform</p> <p>AXA UC and voice IVR⁽²⁾</p>	<p>RingCentral, 8x8</p> <p>VONAGE, Gamma</p>

Cloud contact centres have advanced to play a key role in customer engagement and customer experience

Then

Description



On-premise call centres,
mostly outbound traffic

Channels
(selection)



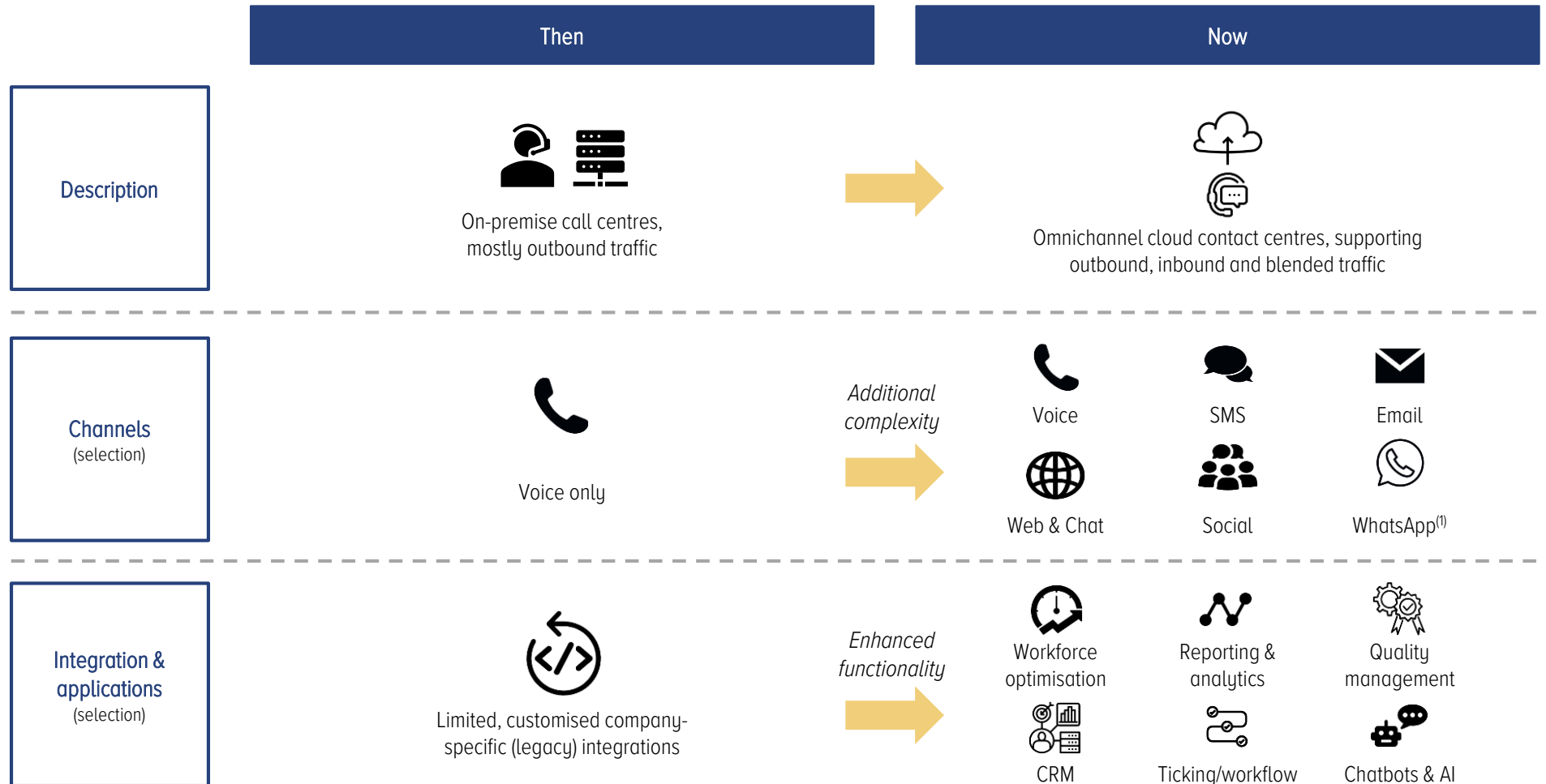
Voice only

Integration &
applications
(selection)



Limited, customised company-
specific (legacy) integrations

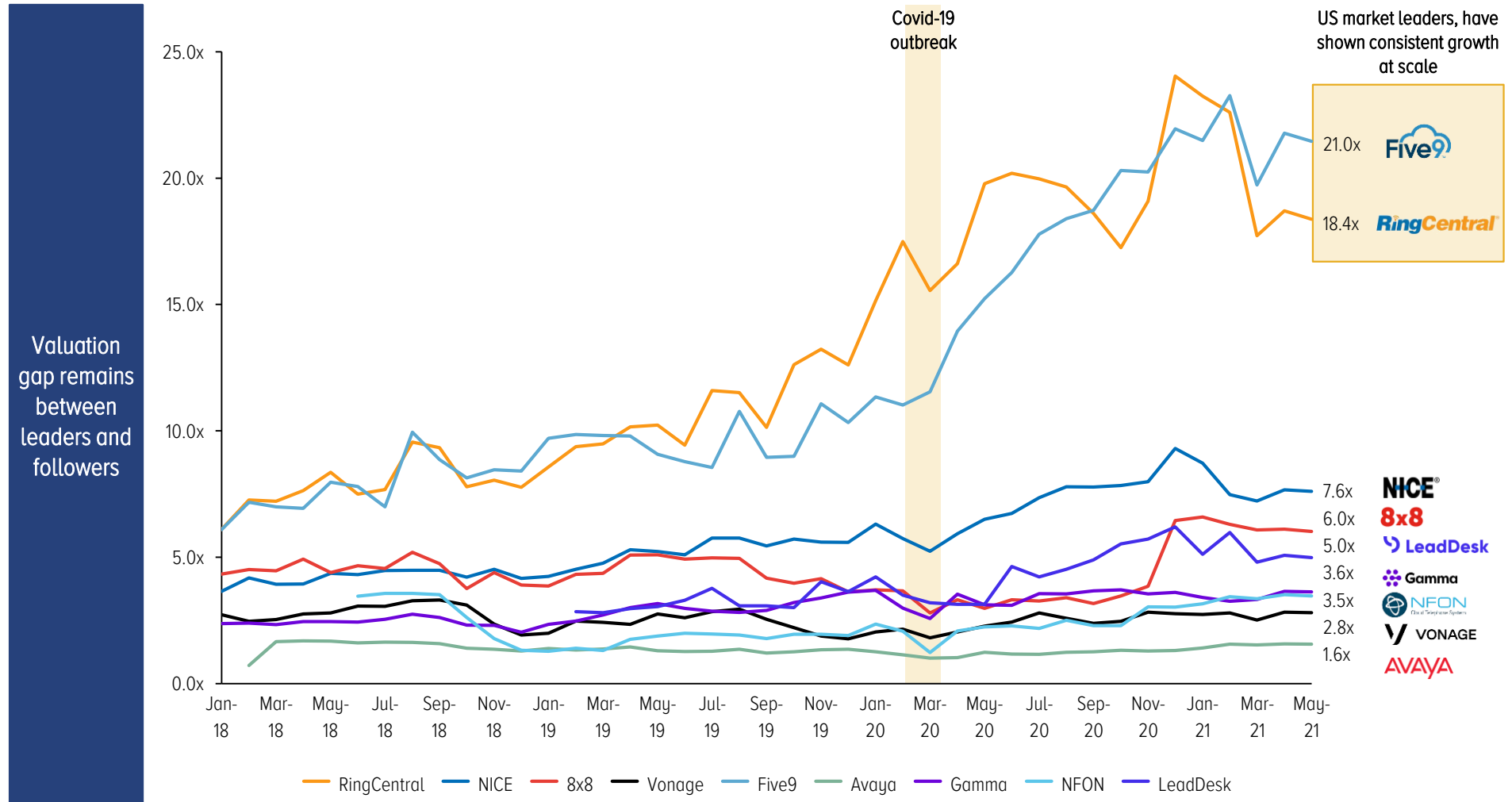
Cloud contact centres have advanced to play a key role in customer engagement and customer experience



CCaaS & UCaaS providers – valuation over time

Valuation gap remains between leaders and followers

EV / revenue (next twelve months)⁽¹⁾



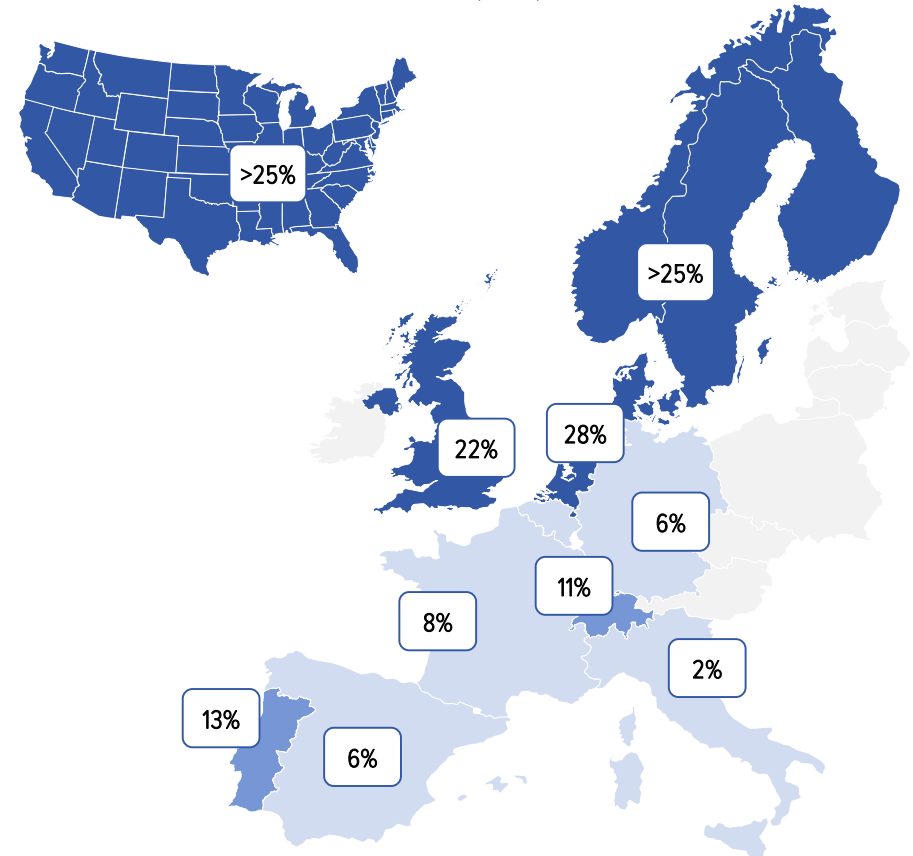
Large market opportunity in the early innings of a shift to the cloud: Nordics, Netherlands, and the UK are leading in Europe

CCaaS: a large and underpenetrated SaaS market opportunity

- The cloud communications market is **one of the most underpenetrated SaaS markets today and is increasingly tipping towards the cloud**
- CCaaS penetration remains <20% but is forecast to grow to as much as 60% in 2023. Increased **digitalisation and Covid-19 are driving an acceleration to the cloud**
- The European CCaaS market is in **a growth stage but remains fragmented**

The Nordic, Dutch, and UK cloud communications markets are maturing fast

European B2B cloud telephony adoption
% of Voice over Internet Protocol ("VoIP") seats/total B2B seats



\$26bn

Contact centre software⁽¹⁾

\$256bn

Contact centre software and labour⁽²⁾

<20%

CCaaS market penetration⁽³⁾

Technology and business models are continuously evolving



The European market is still fragmented, but given clear scale benefits leaders will emerge (“the European Five9”)

1



Strong (organic) growth

2



Consolidation

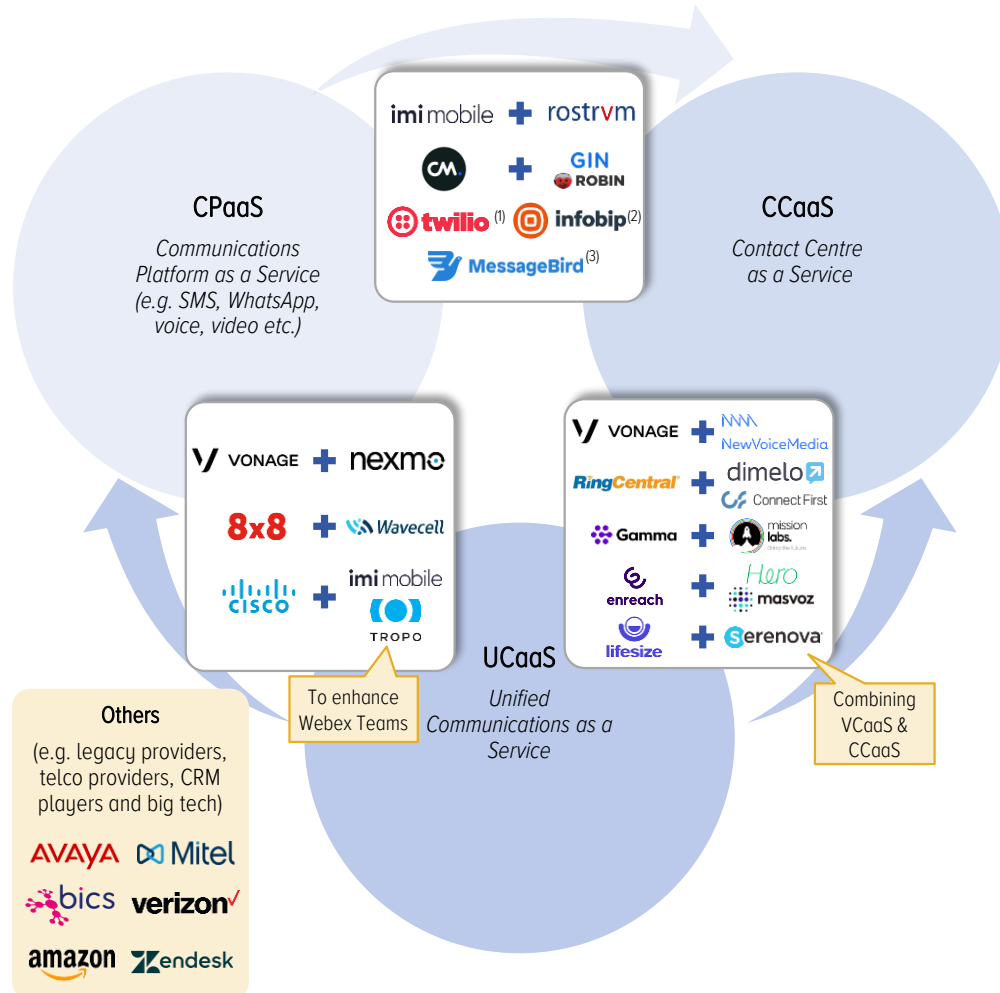
3



Partnerships

Communications-as-a-Service offerings are converging

Enterprise Communications-as-a-Service are converging⁽⁴⁾



Observations

- **Cloud communications solutions** (CCaaS, UCaaS, and CPaaS) **are converging**, as companies seek to deliver a single cloud communications platform to power their customers' customer experience and engagement solutions
- Consolidation is no longer only happening within the CPaaS, CCaaS, and UCaaS sectors, but also **across the various cloud communications subsectors**
- Cloud communications companies are also **increasingly seeking to acquire additional technologies**, such as conversational AI companies, as evidenced by NICE's acquisition of MindTouch (AI-powered customer self-service, agent assistance) and Five9's purchase of Inference Solutions (an intelligent virtual agent platform)

Thank you

Q&A



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