



Meet better.  
Meet LoopUp.

Capital Markets Day, 25 January 2017

# Agenda



**Welcome**  
Steve Flavell, co-CEO



**Product strategy**  
Michael Hughes, co-CEO & Alex Breen, EVP  
Product



**New business acquisition 'Pods'**  
Marcus Greensit, COO

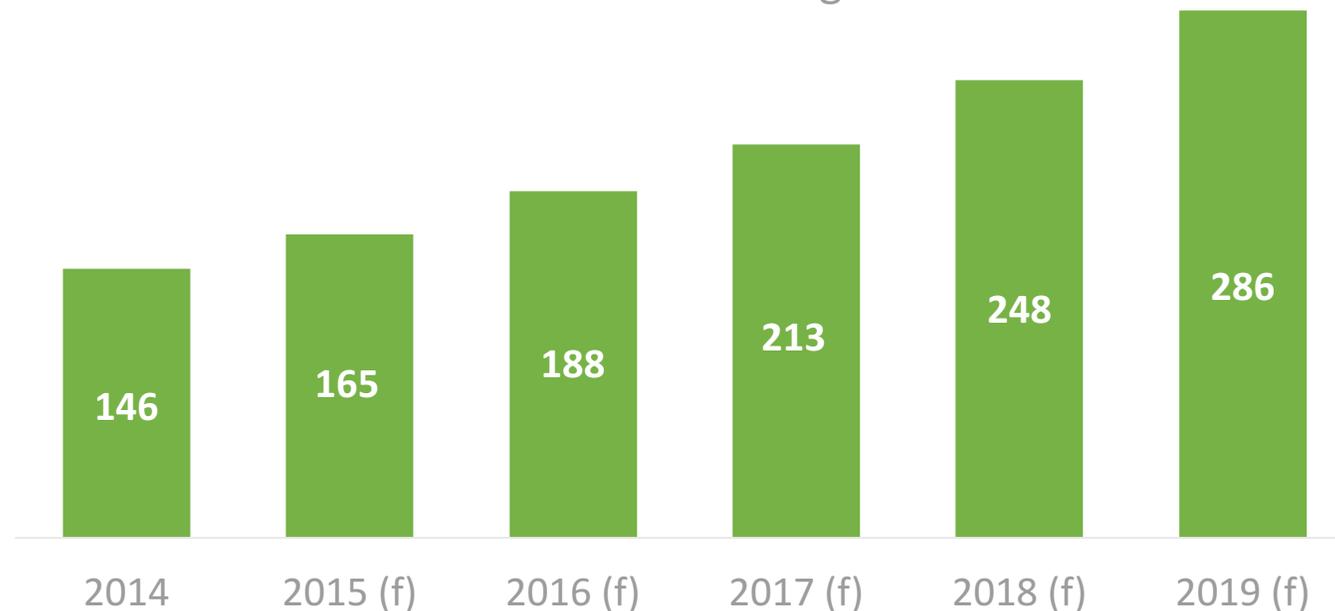


**Introducing marketing**  
Katherine Nellums, VP Marketing

LoopUp delivers a **premium experience** for important, day-to-day remote meetings, making it easier for business users to collaborate in real time

# Vibrant collaboration space; c.£5bn addressable meetings market

Billions of Remote Meetings Minutes



Global Outsourced Conferencing  
Services Market Value (£bn)\*

Value/min (£ pence)

Year	2014	2015 (f)	2016 (f)	2017 (f)	2018 (f)	2019 (f)
Global Outsourced Conferencing Services Market Value (£bn)*	4.3	4.7	4.9	5.0	5.1	5.2
Value/min (£ pence)	3.0	2.8	2.6	2.4	2.0	1.8

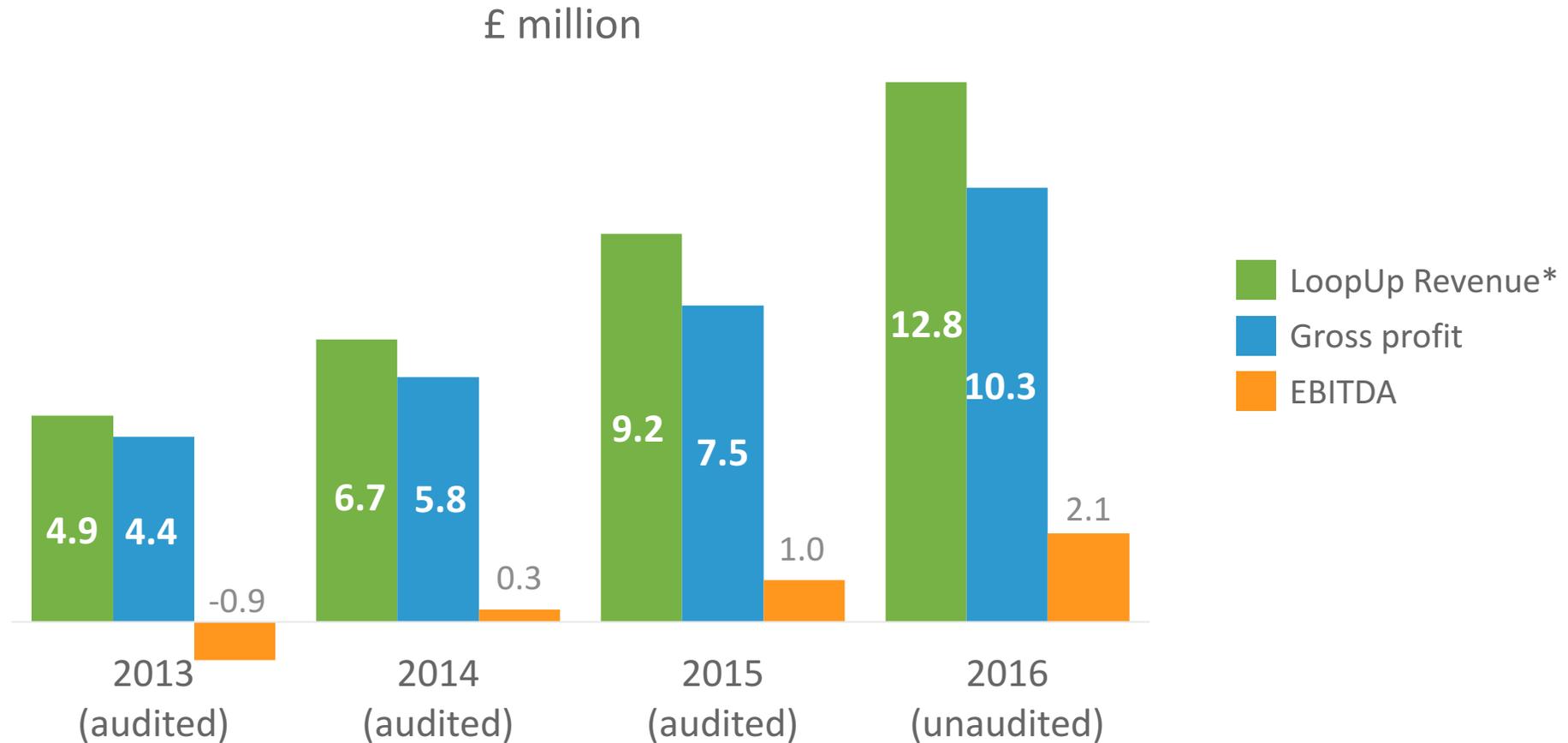
\* Source: Wainhouse Research (2015) – global market for outsourced conferencing services

A white outline icon of a clock face, showing the hands pointing to approximately 10:10.

**13**  
minutes

On a typical meeting,  
a third of time is wasted  
getting the meeting started  
and dealing with distractions

# 39% LoopUp revenue growth in 2016

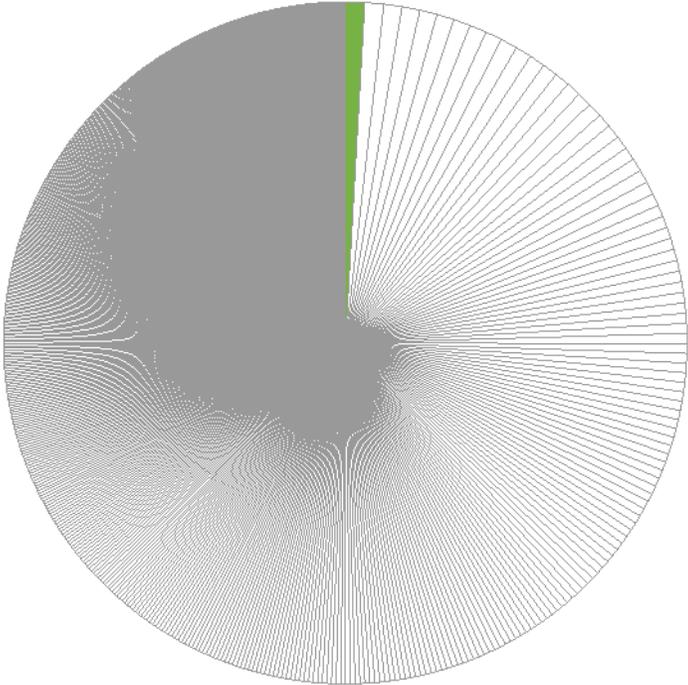


\* LoopUp Revenue is revenue from the LoopUp product and associated value-added add-on capabilities, and so excludes discontinued BT technology licensing revenue

# Diversified and protected

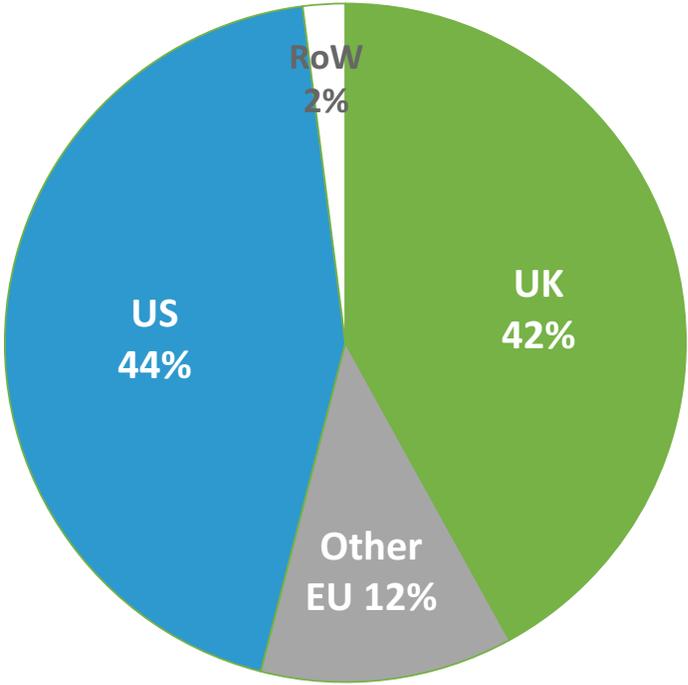


LoopUp Revenue by Billing Currency  
(% of H1 2016 Total)



Largest single customer represents just 2.9% of total H1 2016 LoopUp Revenue

LoopUp Revenue by Billing Currency  
(% of H1 2016 Total)



Established international foundations for future growth

LOOP has a leading LTV/CAC ratio of c.8x,  
almost three times the c.3x industry benchmark,  
and far higher than peers such as Xero at 4.8x

Michael Donnelly

Panmure Gordon

# PRODUCT

Michael Hughes, co-CEO & Alex Breen, EVP Product

# It's about time

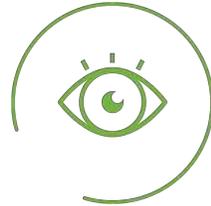
Conference calls have slowed people down for too long

**JOINING**



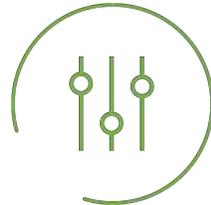
That access code isn't recognised!  
Where's the China dial-in number?

**VISIBILITY &  
SECURITY**



Who just joined?  
Who's that speaking?

**CONTROL**



Who has all the background noise?  
Where's Bob?

**SHARING**



It says something's downloading  
I'll just email out the slides

# LoopUp demo: NO TRAINING REQUIRED

## An exceptional experience

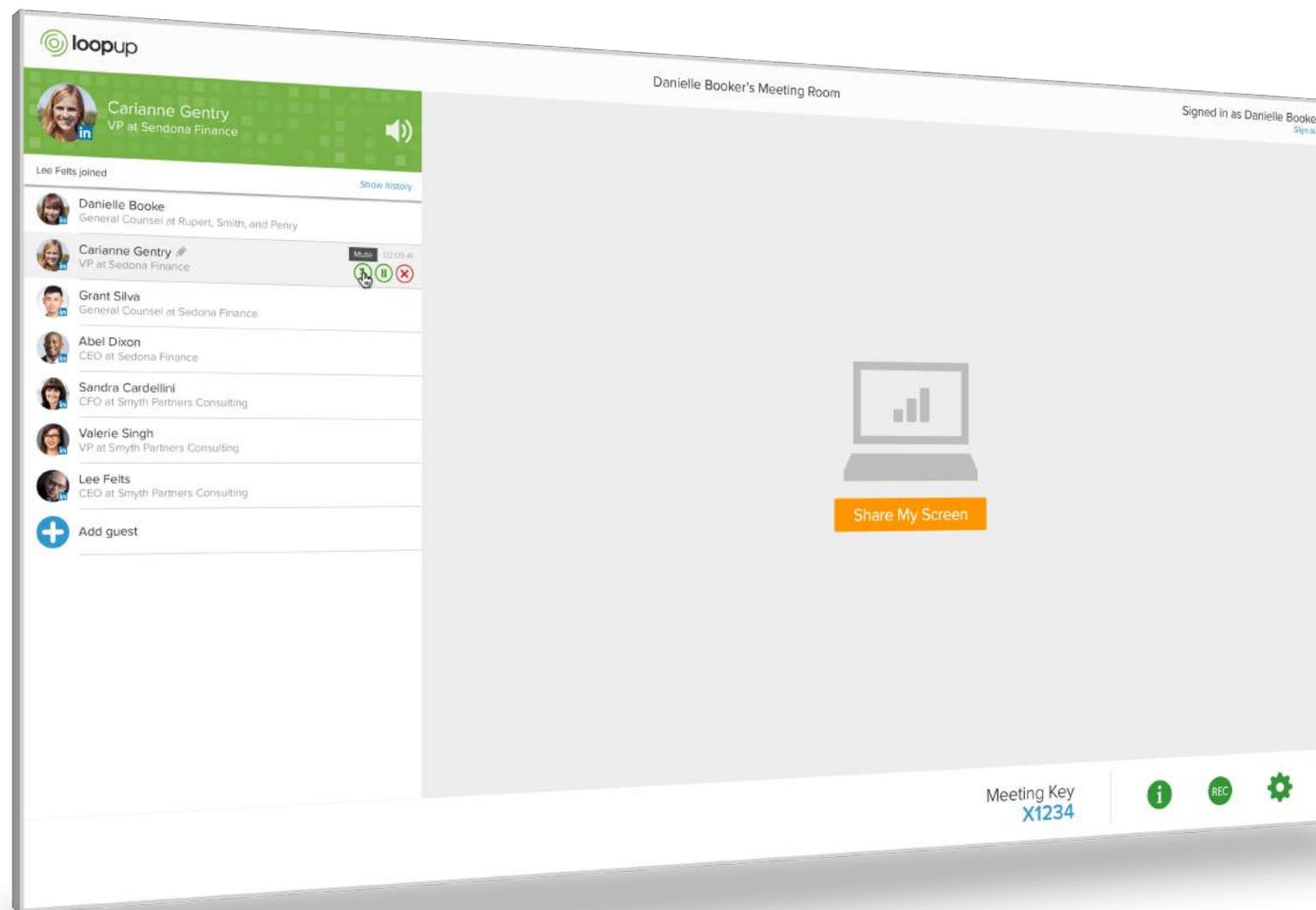
Intuitive and streamlined  
Guides users through

## For the enterprise

Quality, reliability & security  
Tools for PAs  
Admin portal for IT

## That works where you work

Invites from Outlook  
Mobile apps



# Our Dev Assets

- **Global footprint**

  - Infrastructure with global reach

  - 24x7 Customer Support Coverage (SF, LON, HK)

  - Development Centres in SF and JK

- **A well developed team**

  - 17 Developers

  - 4 Product managers + 1 Designer

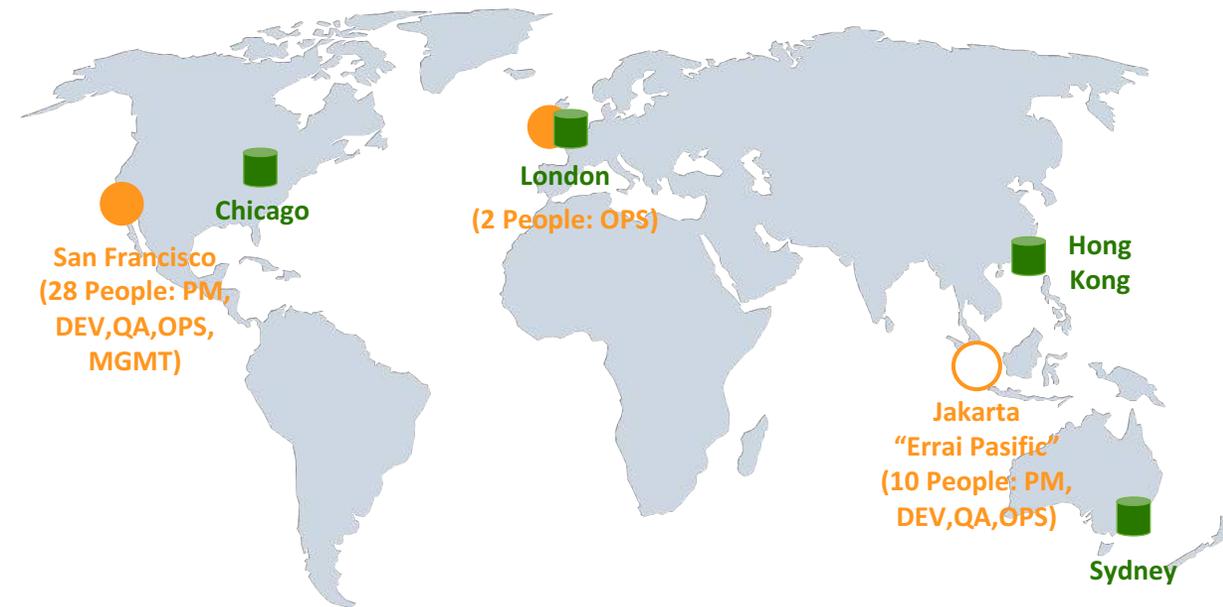
  - 9 QA

  - 7 OPS Engineers

  - 2 Managers

- **Patent protected technology**

  - 3 Patents (General, CSA, Proxy)



- Data Centre Connected to Tier 1 Telephony Suppliers
- Product/Engineering/QA Centres

# The LoopUp Way

How we think about our product...

**Focus on Solving Tangible  
Problems with Everyday  
Meetings**

**We Sell on the 'Experience'  
not Features  
(Flow & Anticipation)**

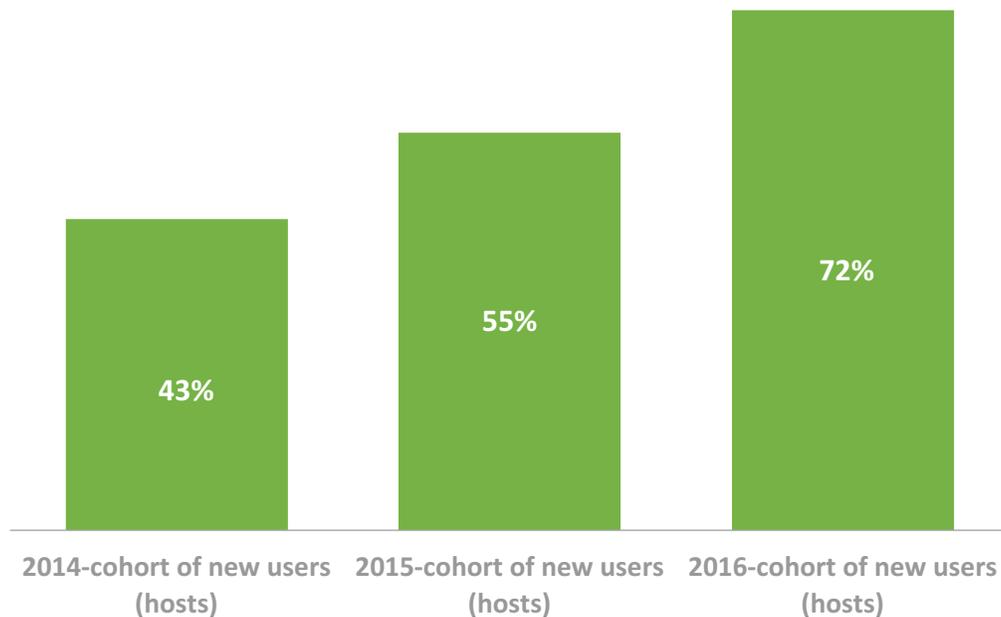
**Value Engagement &  
Adoption over Capabilities**

**Focus on our Area of  
Expertise and Play Well with  
Others**

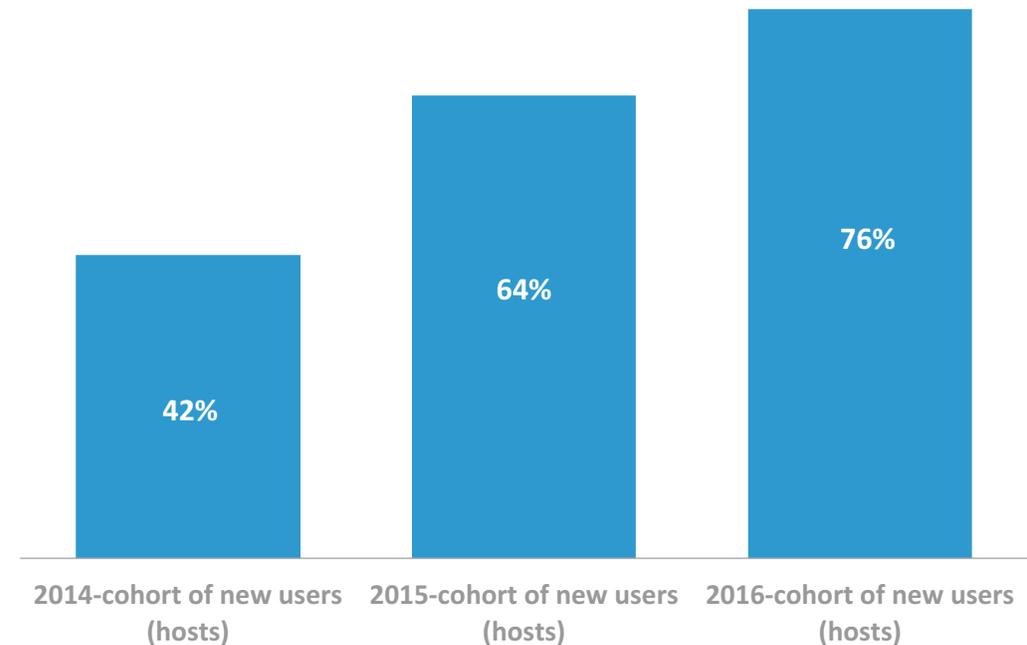
# Strong engagement with LoopUp differentiation



Percentage of calls where LoopUp dials out to the host



Percentage of users actively logged in to LoopUp's Outlook add-in and/or mobile app



# 1H 2017 Product Priorities

Our approach is to focus on the problems we are trying to solve rather than list of features to complete

Further enrich meeting “context”

- Enhance visibility when multiple guests have joined in the same room
- Provide monitor and control capability while presenting in full screen
- Make it easy for people who dialed-in to view the meeting securely

Broaden access to meeting artifacts

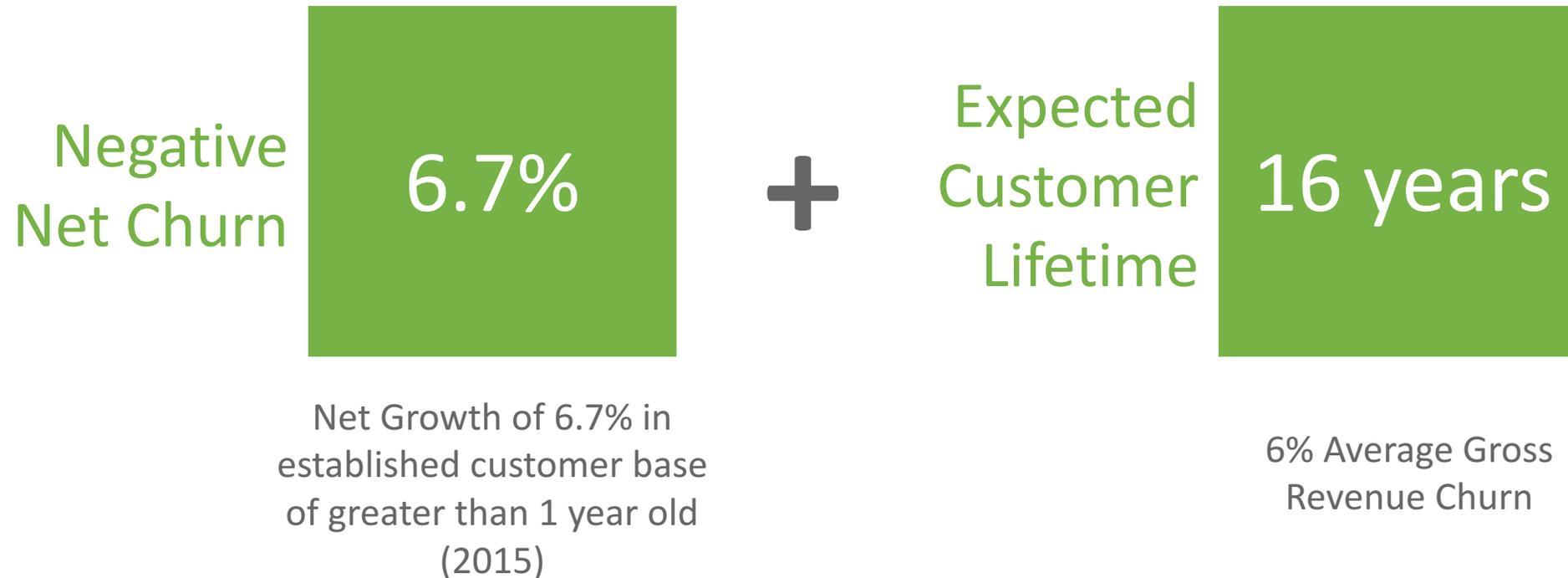
Make meeting artifacts (roster, attendees’ profiles, presentation, files) available to guests after the meeting has ended

Deepen customer integration

Integrate with customers’ internal sign-on systems to facilitate user provisioning and user login

# What does this approach give us?

...excellent metrics for customers once they are on-boarded



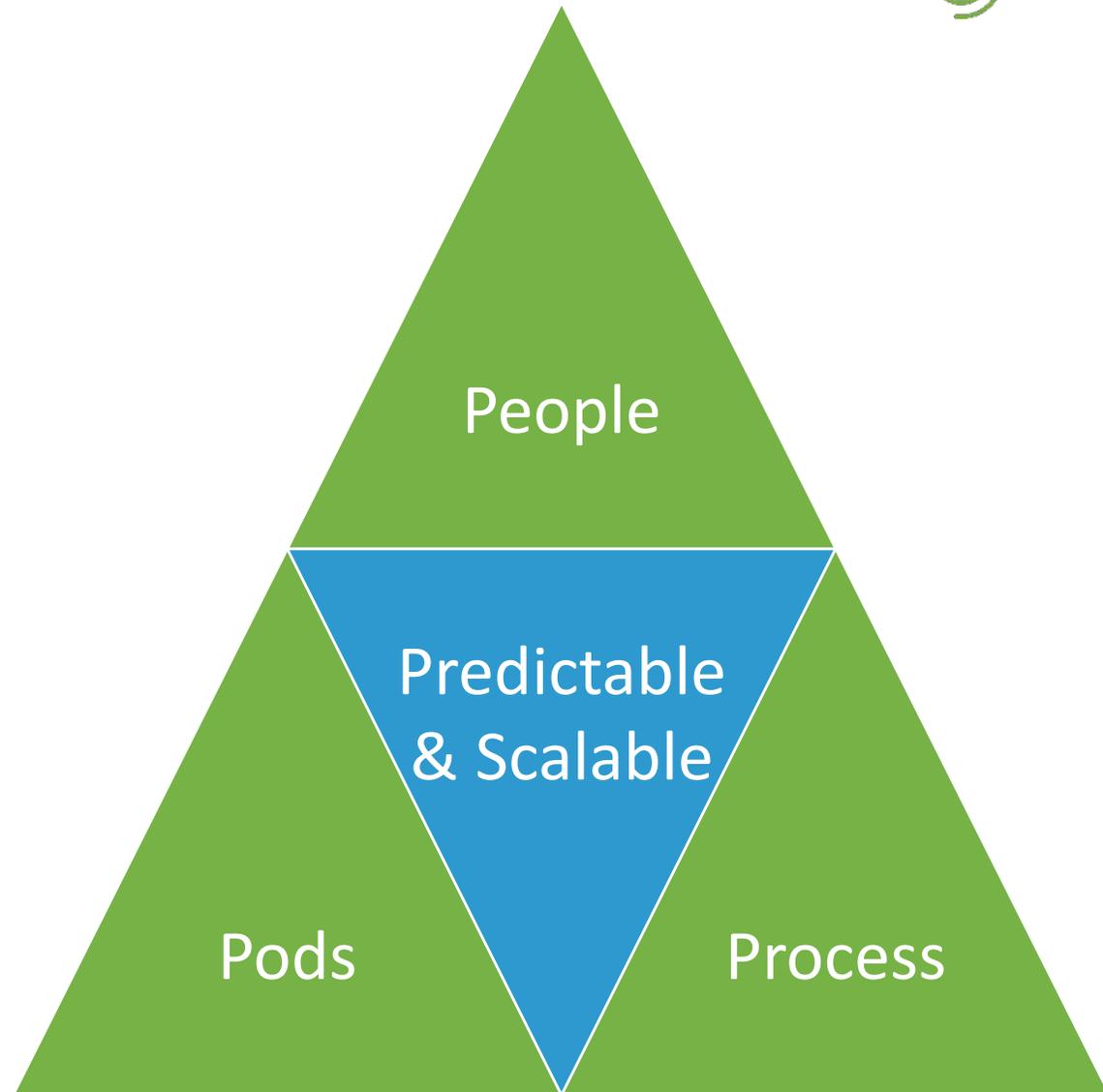
# 'PODS'

Marcus Greensit, COO

# New Business Acquisition

Compete on Product – solving problems with a great user experience

However, the way we organise ourselves and operate is also helping drive LoopUp's predictability and scalability



# People

- **A typical sales team**

A handful of rainmakers, majority of team under performing

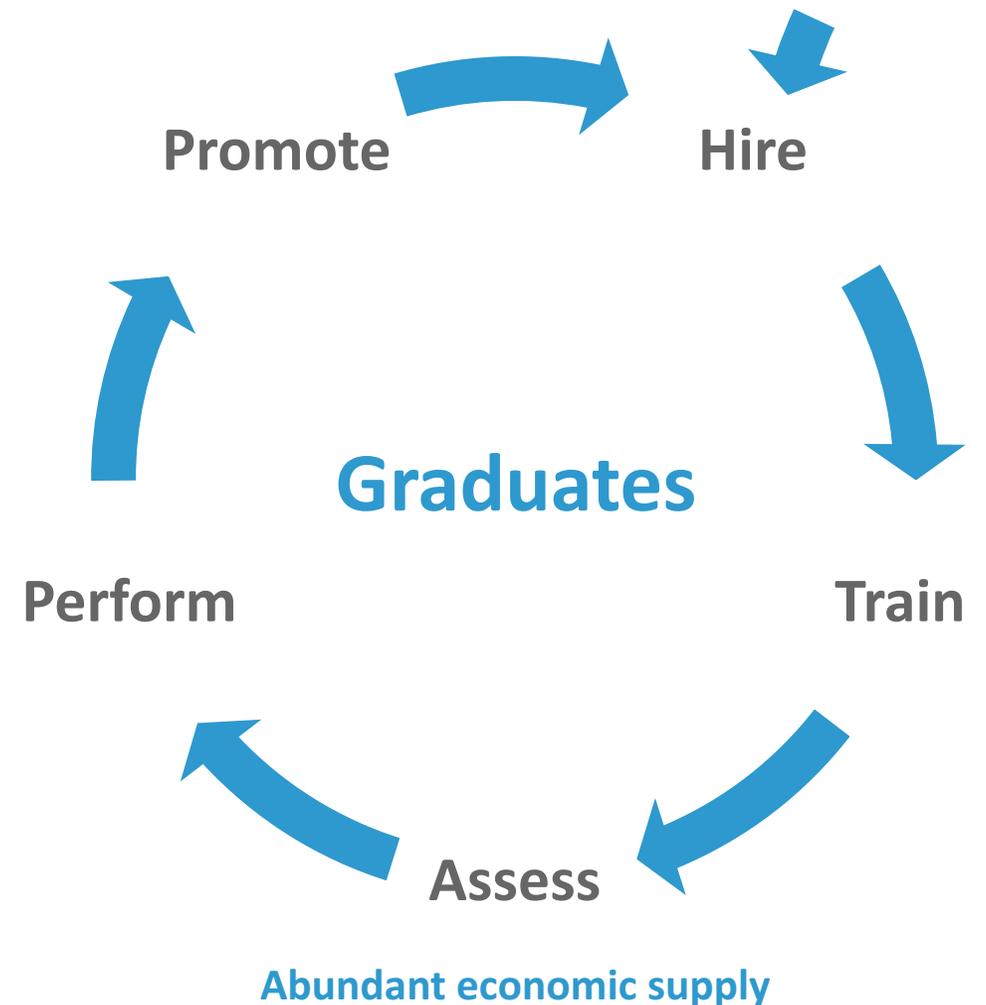
Characterised by individual-specific, inconsistent practices

- **At LoopUp**

Only hired graduates since 2010

Weeded out legacy sales people

Everyone works to a common standard



# Process



Defined



Trained



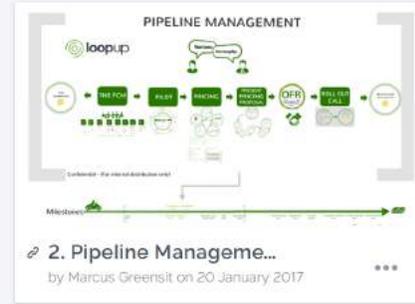
Adopted



Improved



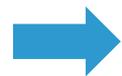
Evolves



## Salesforce

Business processes underpinned via heavily customised Salesforce

E.G. Revenue estimators – pricing suggestions – pricing approvals – pricing proposals – automated order forms -  
electronic signatures - account usage information - seasonality adjusted forecasts – account condition scores



Well profiled data with powerful operational metrics



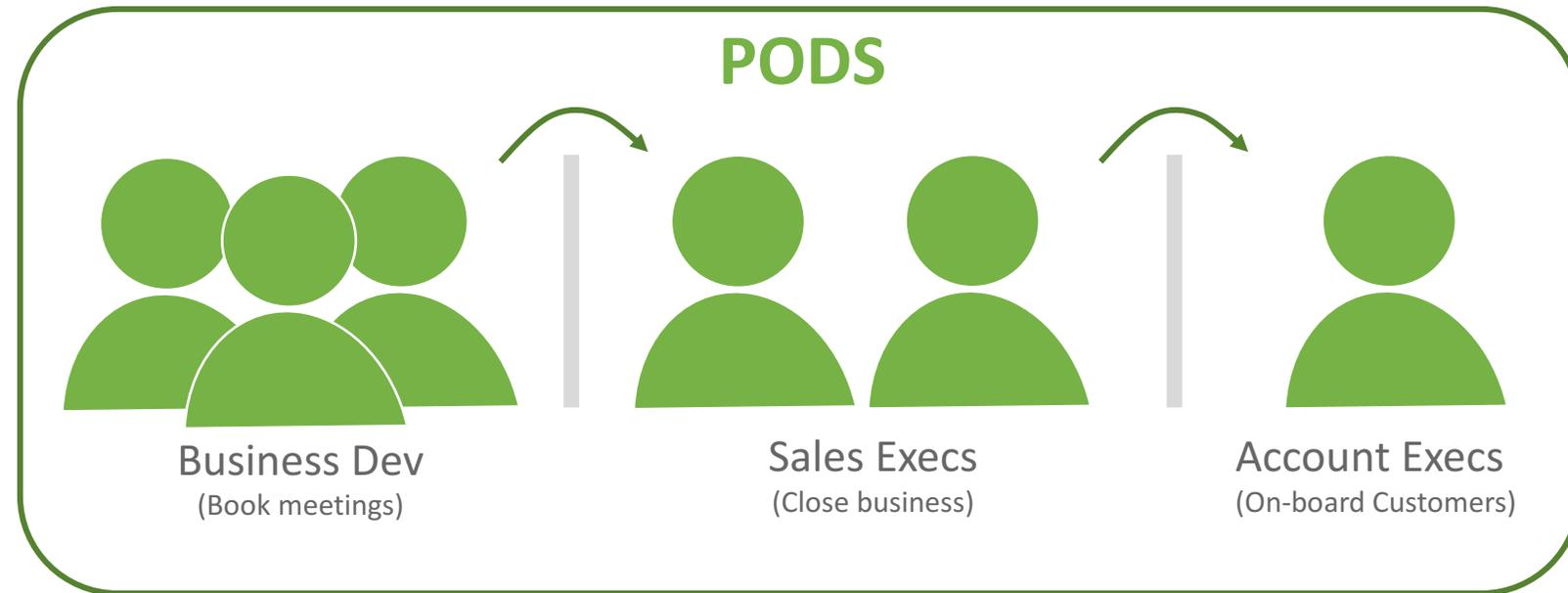
# Pods

3 roles in LoopUp sales cycle

Historically incentivised individually ⇒ behaviour optimised for individual's commission not necessarily in best interest of the team

2013 formed mini teams 'Pods'

Solely incentivised on team pod performance



Best foot forward

Self-policing

Collaborative culture, sharing best practice

# Incredibly efficiency unit Pod economics



New Annual  
Recurring Revenue  
(ARR) per Pod

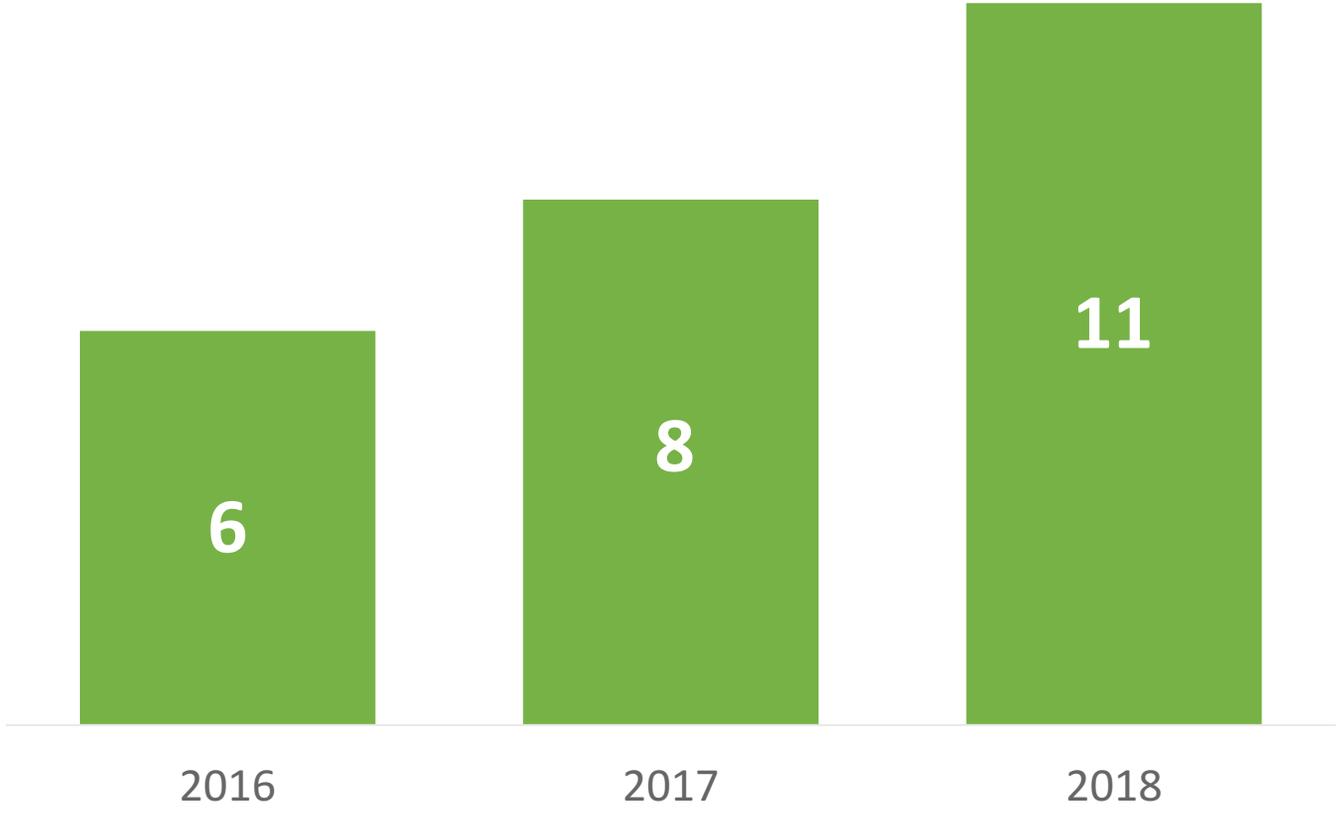
£440K

- In 2015, each Pod cost £410K (fully loaded)
- And delivered £440K of new ARR
- Which recurs for 16-year 'expected lifetime' (c.£7m revenue over the expected lifetime)

# Planned Pods expansion



Number of Pods



# MARKETING

Katherine Nellums, VP Marketing

# Our value proposition



If you're like us, you probably don't have time to waste fumbling for dial-in numbers and passcodes, continually asking 'who just joined?', dealing with background noise, or trying to figure out why guests can't view your screen. You've got business to do and you want to get to work – you certainly don't want your conferencing tool slowing things down or getting in the way.

For most users, remote meetings are an essential part of doing important day-to-day business. Yet they've come to accept that their conference calls will be cumbersome at best, or distracting and painful at worst.

LoopUp is a premium remote meetings solution that makes it easier to collaborate in real time. Streamlined and intuitive, LoopUp anticipates the needs of business users, while delivering the quality, security and reliability required in the enterprise. LoopUp easily integrates with the common tools you use every day, and doesn't offer features you don't need or require training.

In the world of remote meetings, adding value usually means slashing prices or introducing a laundry list of specialist features. At LoopUp, it means delivering an experience that exceeds expectations and that you can count on without fail.

Whether you're creating a first impression or negotiating a multi-party deal, making everyday decisions or simply connecting with colleagues around the globe, LoopUp keeps you focused on business, not on the meeting.

# Get down to business

Your time is important – why waste it struggling with painful conference calls? LoopUp delivers a premium remote meeting experience, every time.

Try it free

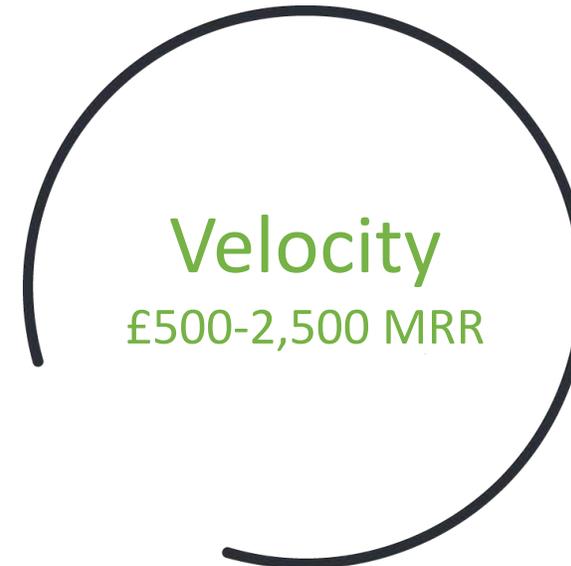
[Learn more »](#)

# Our approach to lead generation



Trigger and support thought leadership engagements with wider 'buyer circle' (DMs & influencers)

Developed by Pods for warm engagement with DMs



Develop and nurture inbound DM leads further through their buyer journey

More streamlined sales cycle and onboarding

# Our channels & activities



## Digital

- Promotion of relevant thought leadership content
- Search, display & social media advertising & community building

## Direct

- Email marketing to decision-makers & senior end users
- Participation & targeting at industry & bespoke events

## Viral

- In-product calls to action & advocacy
- Online channel promotions

# Creating brand awareness



## CITY A.M. Investors stay in the Loop as tech firm's sales rise

**LYSEY BARBER**  
@lyseybarber

THE NEWLY-listed British tech firm LoopUp, which provides conference calling technology to other businesses, yesterday revealed it had a better than expected year, sending shares soaring.

LoopUp's revenue for the year to the end of December 2016 was up 39 per cent on the previous year to £12.8m, while earnings before interest, taxation, depreciation and amortisation (Ebitda) more than doubled to £2.1m.

Shares shot up as much as 13 per cent higher in early trading to 128p per share. Investors wanted to stay in the loop throughout the day, with the shares going for 127.5p by the close.

LoopUp tested the appetite of investors at an awkward time, floating on London's junior market in August, post-Brexit vote and in the traditional summer lull period.

It has picked up new customers since the IPO, including an unnamed "magic circle" law firm and American financial services company, and has added 20 staff between summer and the end of 2016. It also boosted negative net churn - that is, it made more money than it lost in terms of existing customers among its more than year-old clients.

The firm said it "continues to see strong demand for the LoopUp product and is confident in its ability to deliver future growth."

LoopUp demonstrates the UK's ability to produce strong home-grown public tech businesses.

proceeds of £8.5m.

LOOPUP
127.50

## "Hello, who just joined?" - the 25-year battle for better remote meetings

By Steve Flavell a day ago

Remote meetings have become part and parcel of daily business life.



## Are live conversations getting overlooked in the digital workplace?

By Steve Flavell, co-CEO and co-founder at LoopUp

In a bid to drive innovation, greater productivity and value creation, the enterprise has put an increasing focus on collaboration technologies.

## COMPUTERWORLDUK FROM IDG

## Nine of the best enterprise collaboration software tools 2016: Slack, Workplace, Microsoft Teams and more

Enterprise collaboration software is becoming an essential business tool. Here's our pick of the best products available

Enterprise collaboration software is transforming the way colleagues communicate and is becoming an essential business tool.

The world's largest software maker is also probably the biggest provider of enterprise collaboration tools, but Microsoft recently hiked its enterprise cloud prices by 22 percent. Its competitors offer a tempting array of alternatives waiting to challenge for your cash. Here's our pick of the best ones available.

Read next: 11 free collaboration tools and project management applications 2016

the increasing adoption of consumer-like place' aims to enhance employees' working



Steve Flavell, co-CEO and co-founder.

**We're more of a thoroughbred than a unicorn: LoopUp Co-CEO**

Wednesday, 24 Aug 2016 | 1:10 AM ET

Conference call disruptor LoopUp will be the first UK tech firm to go public since the Brexit vote. Its co-CEO, Michael Hughes discusses the business' strategy.

WATCH CNBC LIVE TV

774 SHARES



Media



Analysts



Investors

# WRAP-UP

We've been **growing consistently and efficiently**.

Before marketing, each of our Pods is generating **£440K of new ARR at a cost of £410K**, which then recurs for an **expected 16-year lifetime**.

Our established customer base is **growing – not eroding – at 6.7% per annum**.

We're now **innovating our product** further and introducing **inbound marketing** to optimise these economics further.