



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



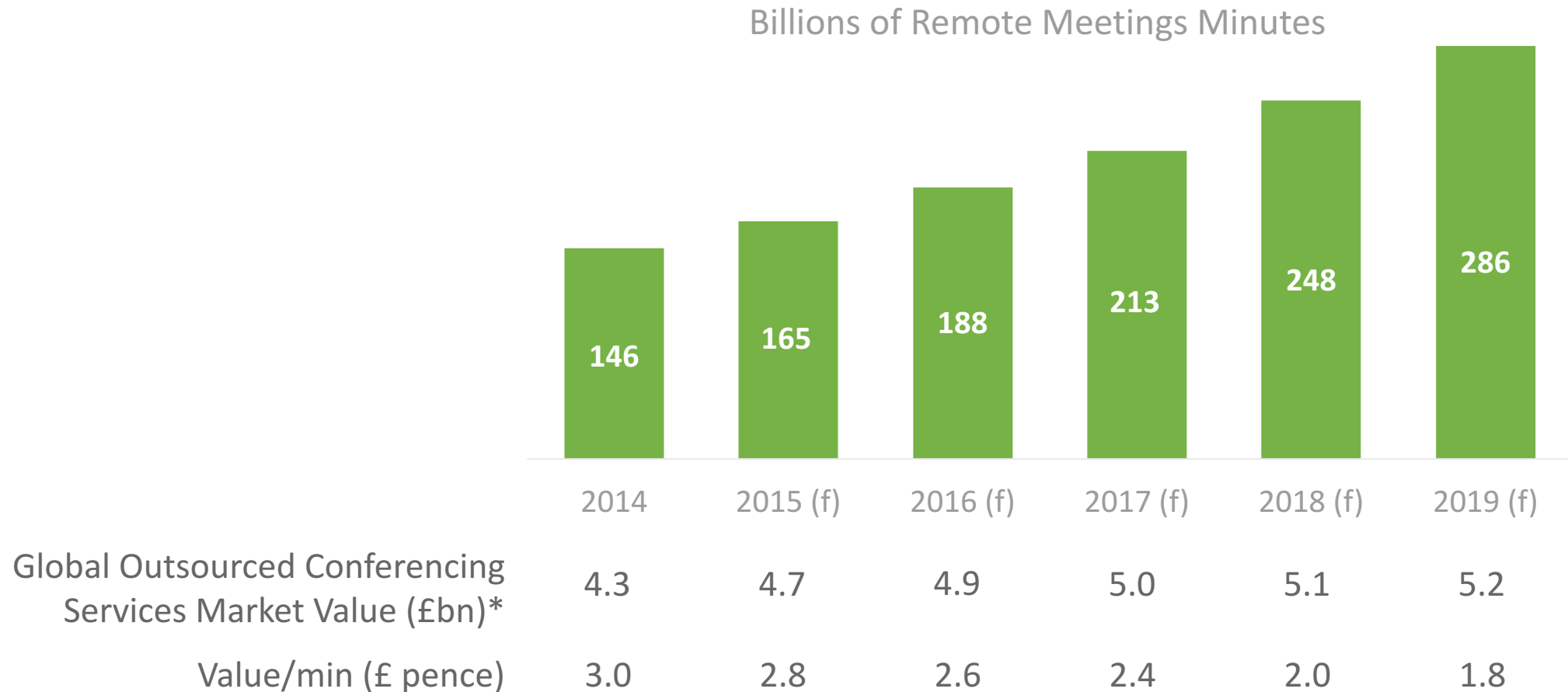
New business acquisition 'Pods'
Marcus Greensit, COO



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



Global Outsourced Conferencing
Services Market Value (£bn)*

Value/min (£ pence)

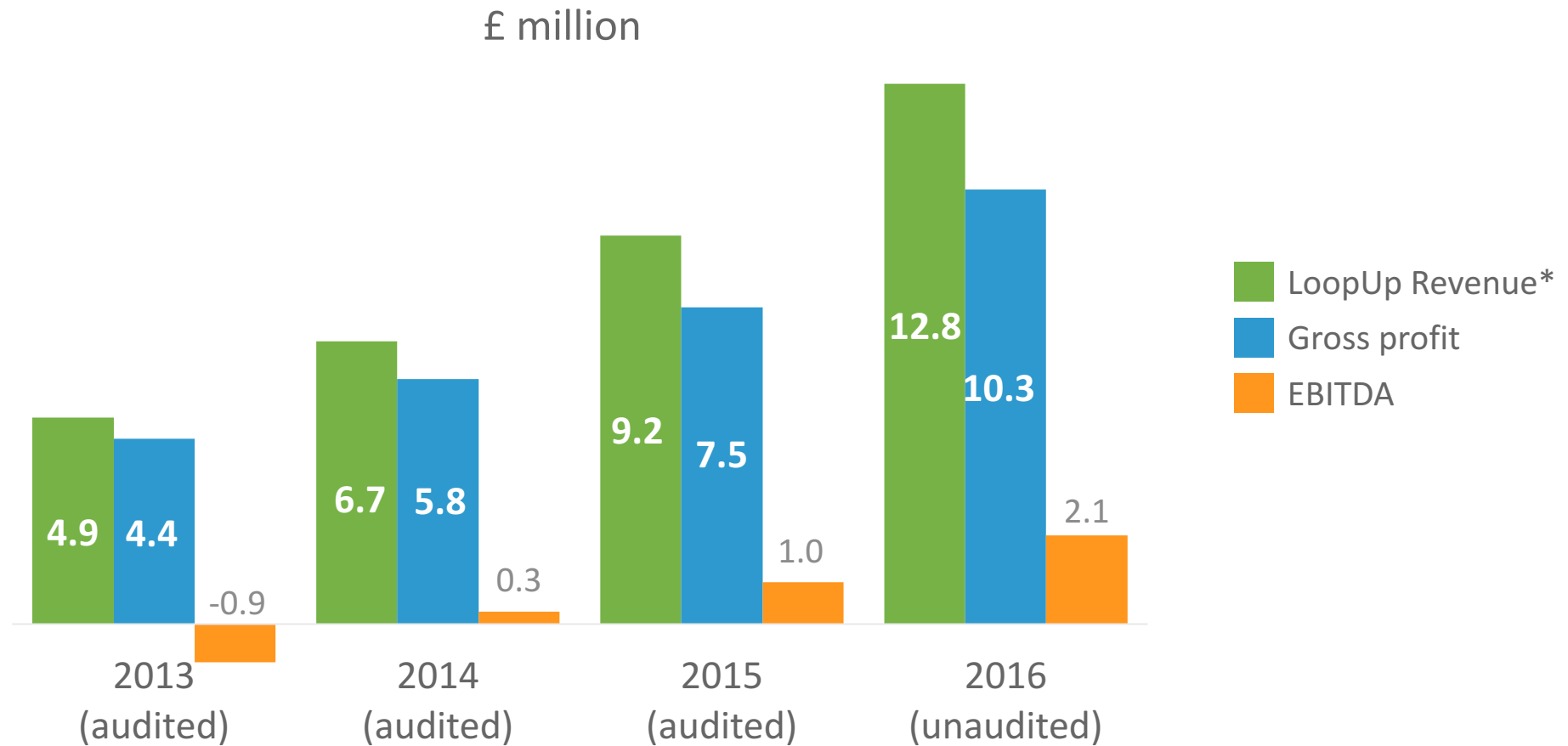
* Source: Wainhouse Research (2015) – global market for outsourced conferencing services

A white outline of a clock face with two hands, positioned to the left of the text.

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

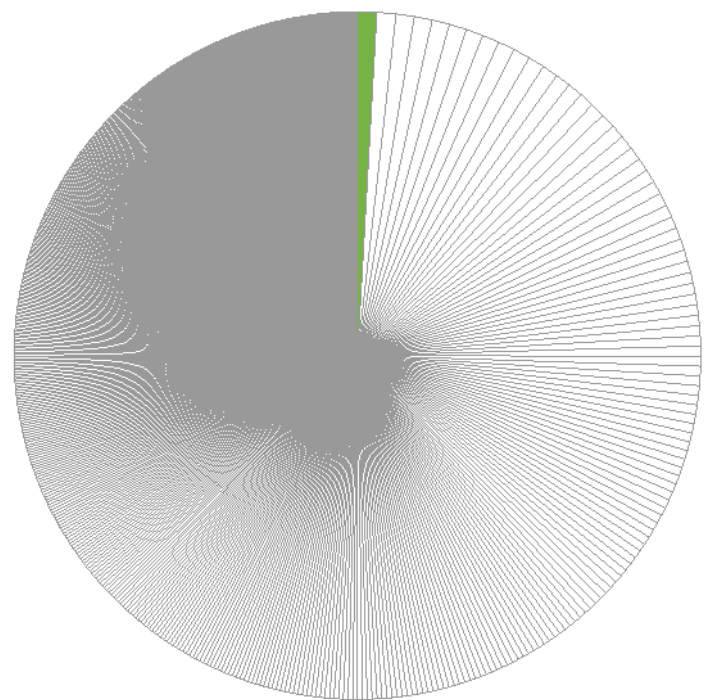


* LoopUp Revenue is revenue from the LoopUp product and associated value-added add-on capabilities, and so excludes discontinued BT technology licensing revenue

Diversified and protected

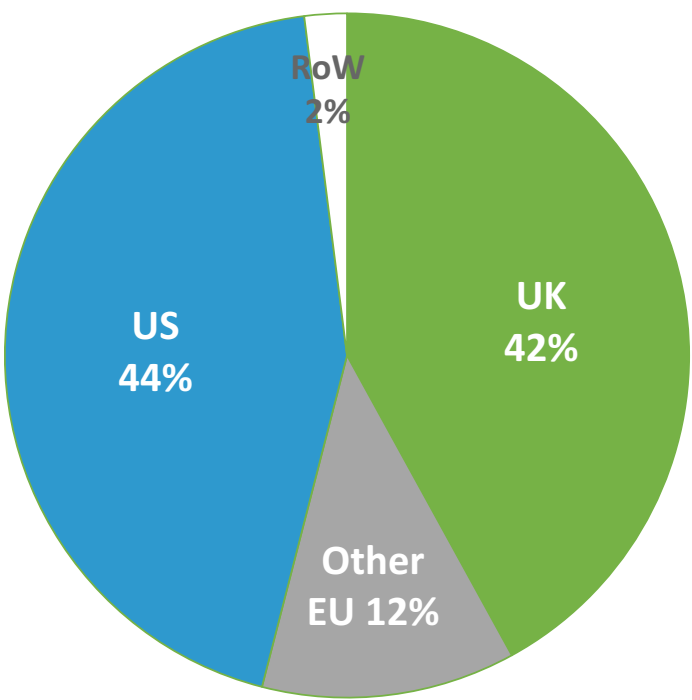


LoopUp Revenue by Billing Currency
(% of H1 2016 Total)



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

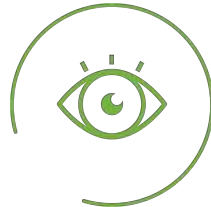
Conference calls have slowed people down for too long

JOINING



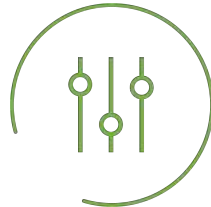
That access code isn't recognised!
Where's the China dial-in number?

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

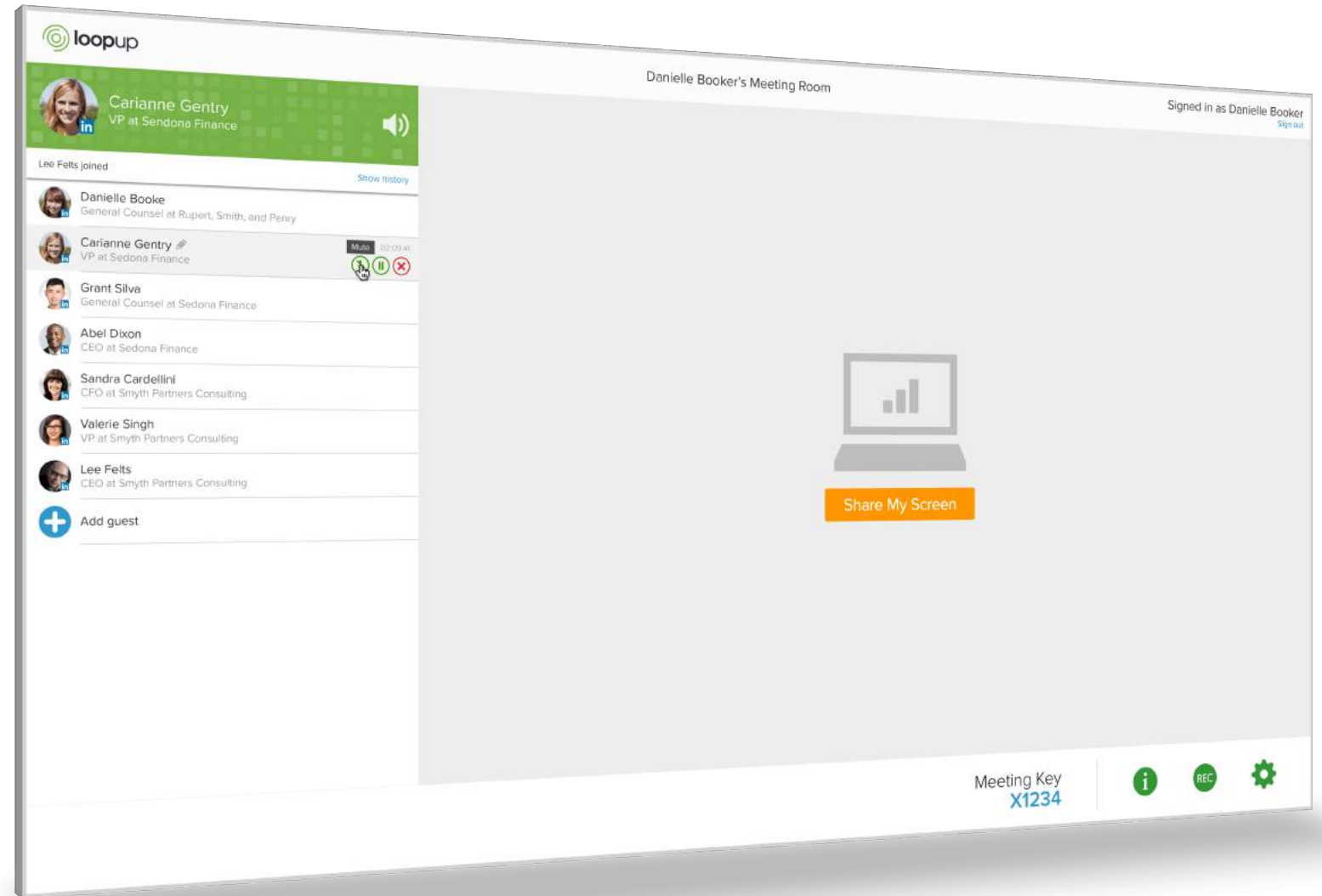
Intuitive and streamlined
Guides users through

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

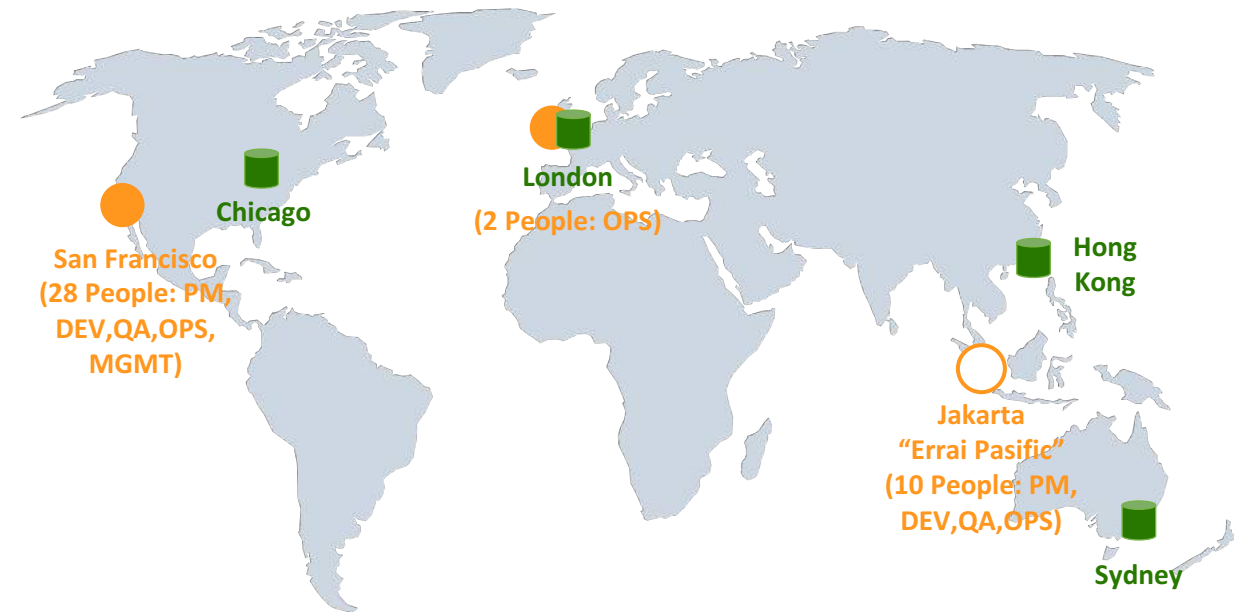
9 QA



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)**

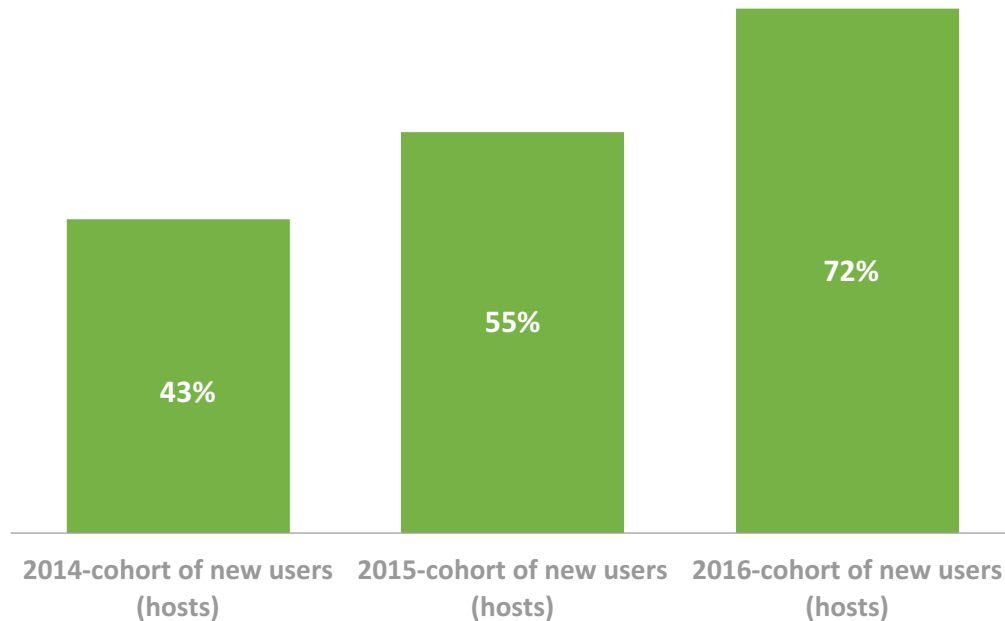
**Value Engagement &
Adoption over Capabilities**

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

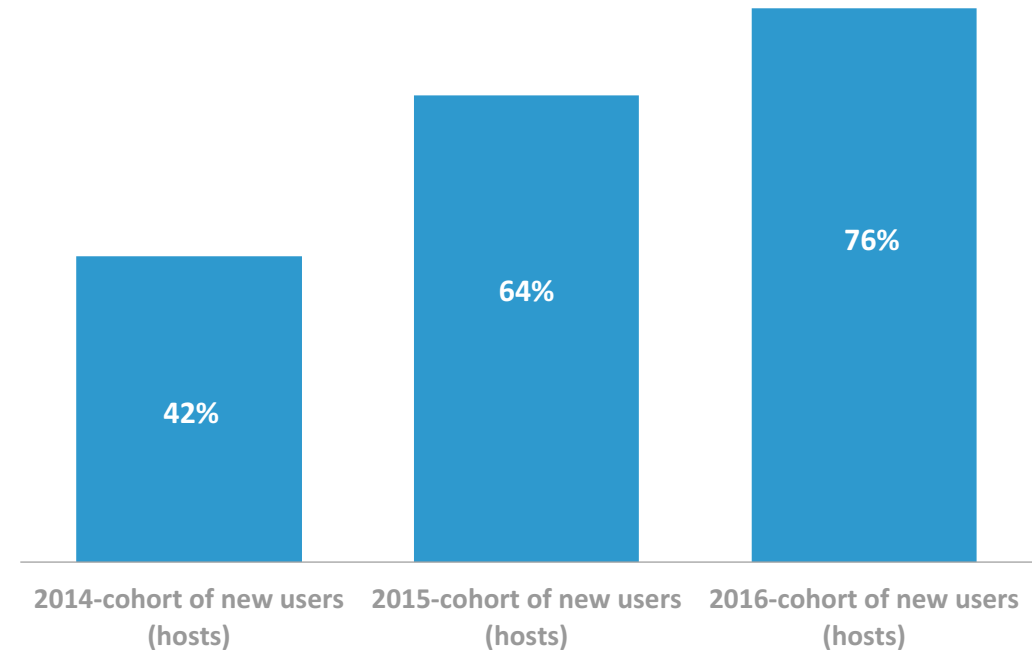
Strong engagement with LoopUp differentiation



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

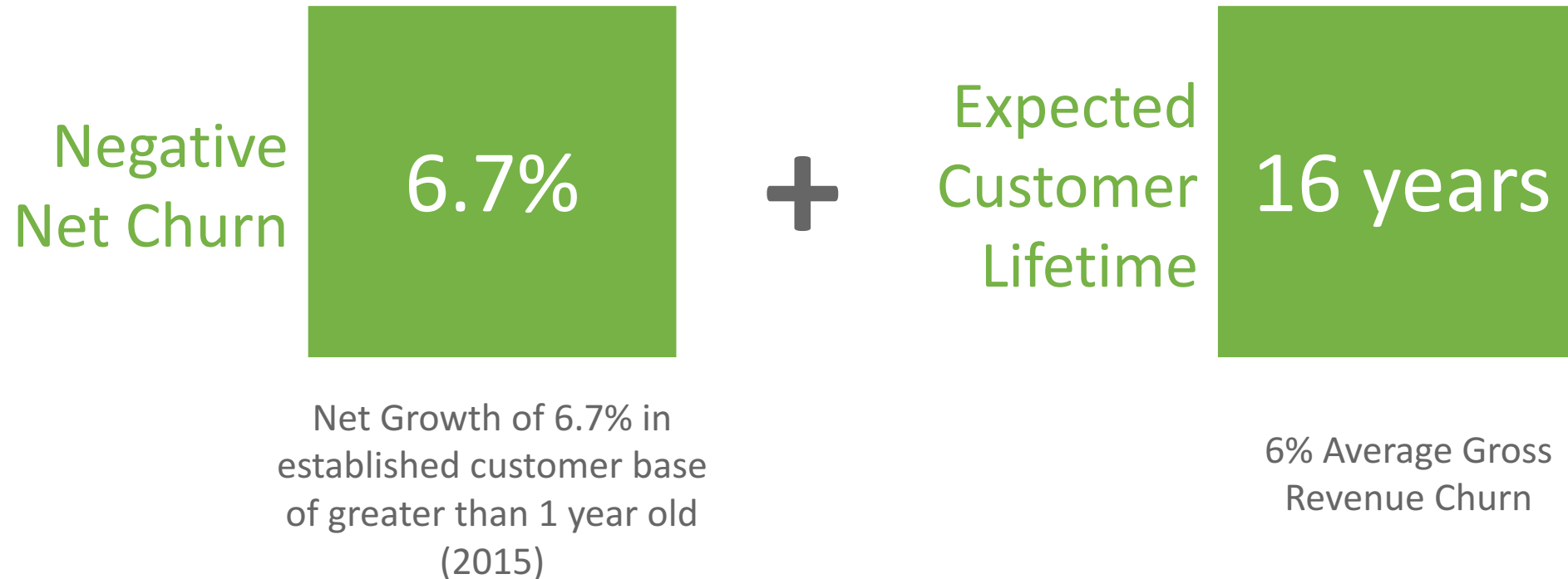
Make meeting artifacts (roster, attendees’ profiles, presentation, files) available to guests after the meeting has ended

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



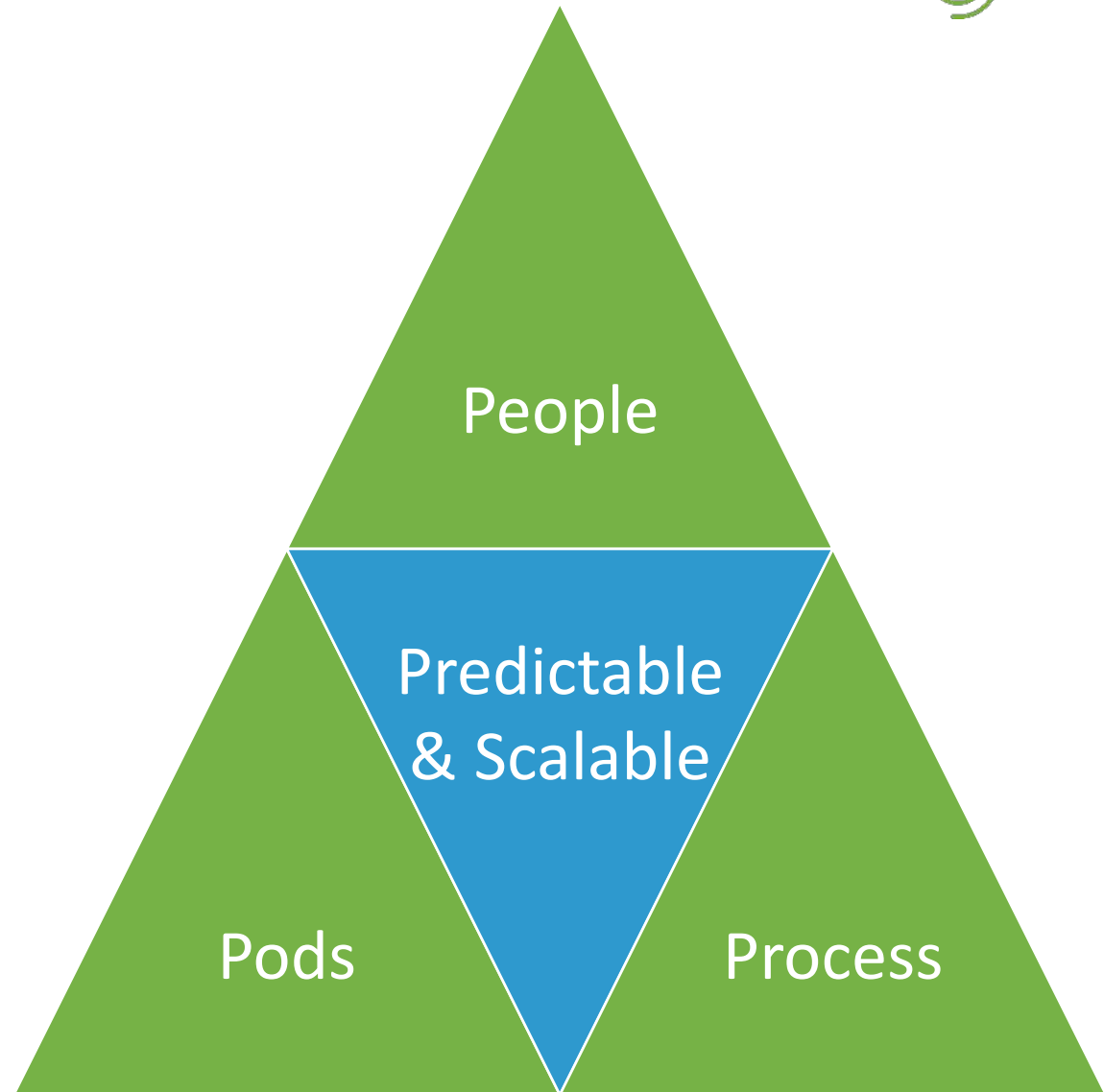
'PODS'

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

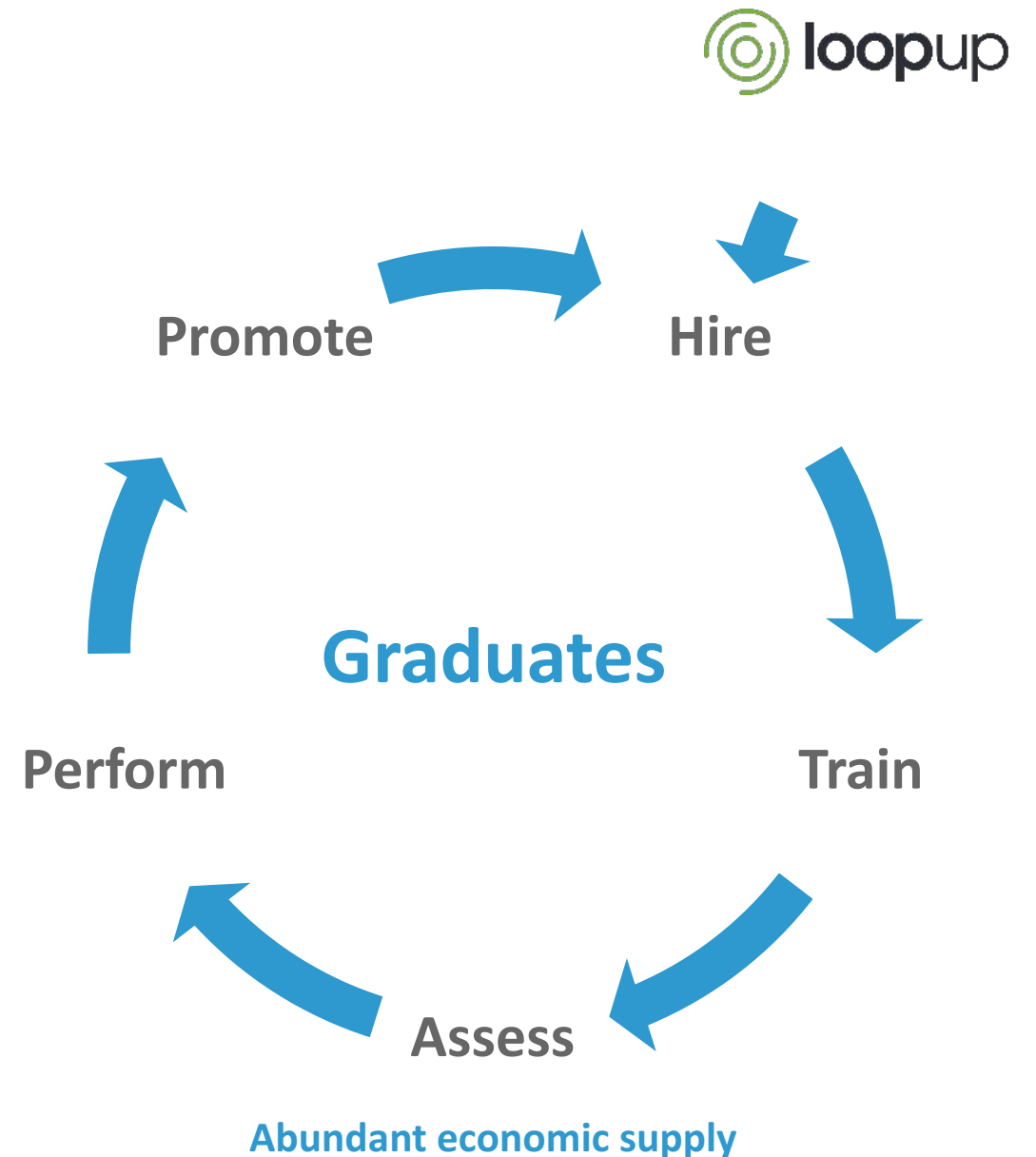
Characterised by individual-specific, inconsistent practices

- **At LoopUp**

Only hired graduates since 2010

Weeded out legacy sales people

Everyone works to a common standard



Process



Defined



Trained



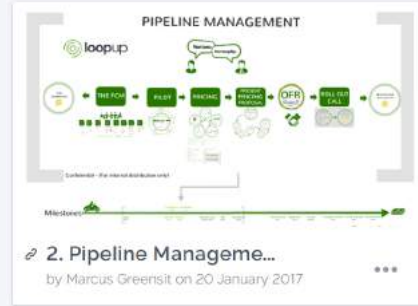
Adopted



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



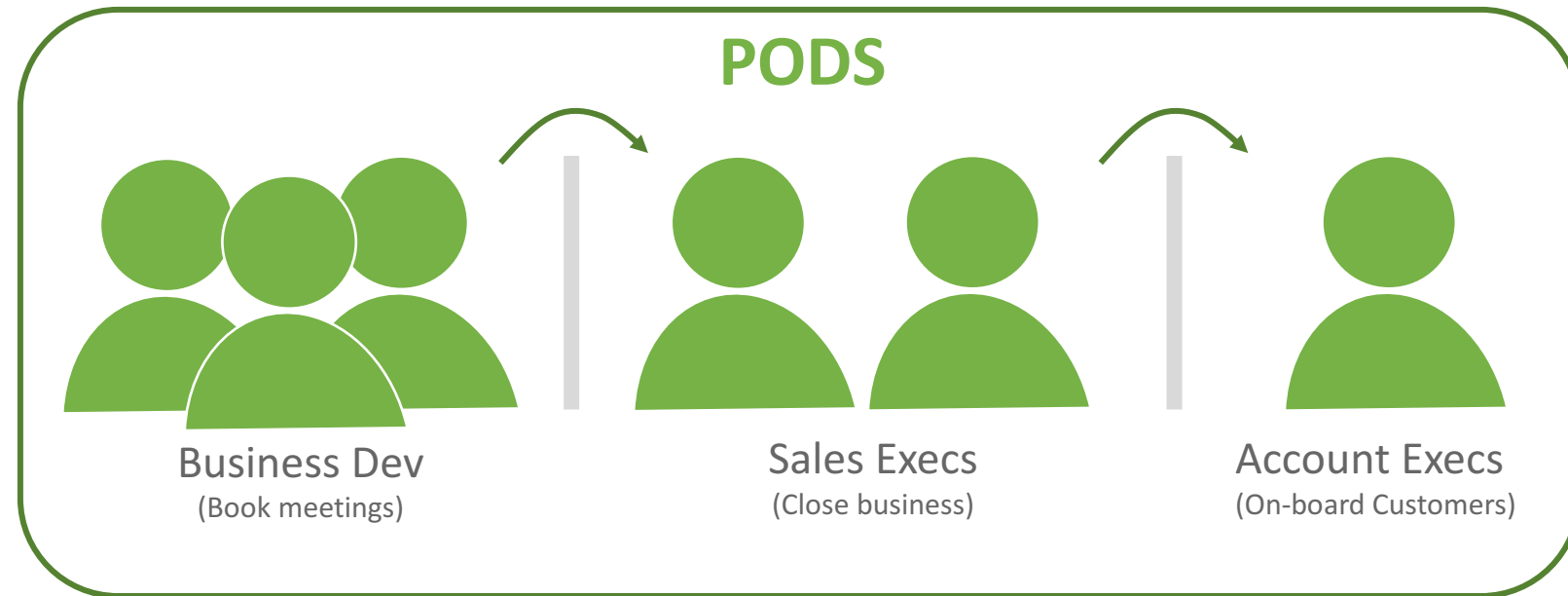
Pods

3 roles in LoopUp sales cycle

Historically incentivised individually \Rightarrow 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

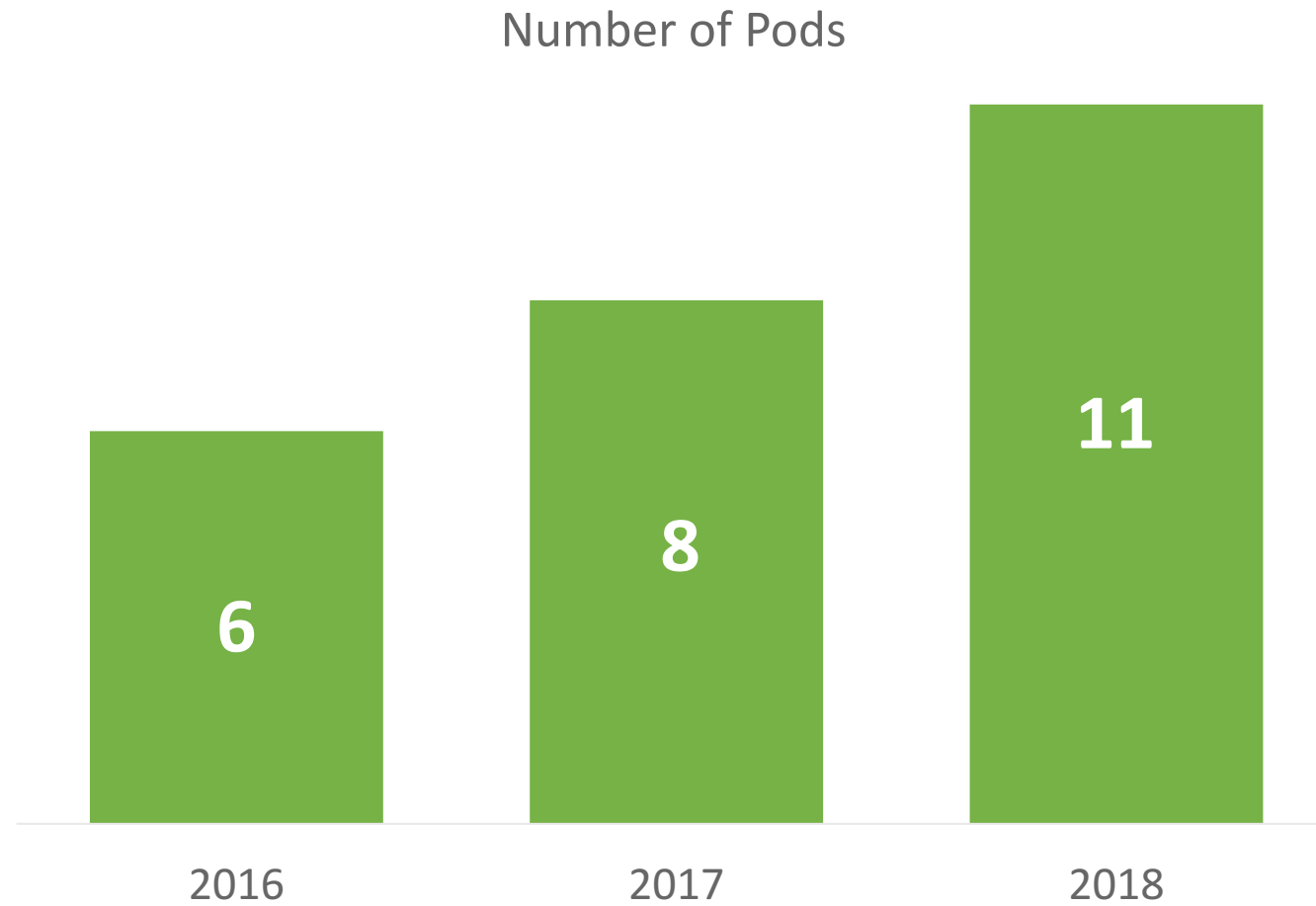


New Annual
Recurring Revenue
(ARR) per Pod

£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



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](#)

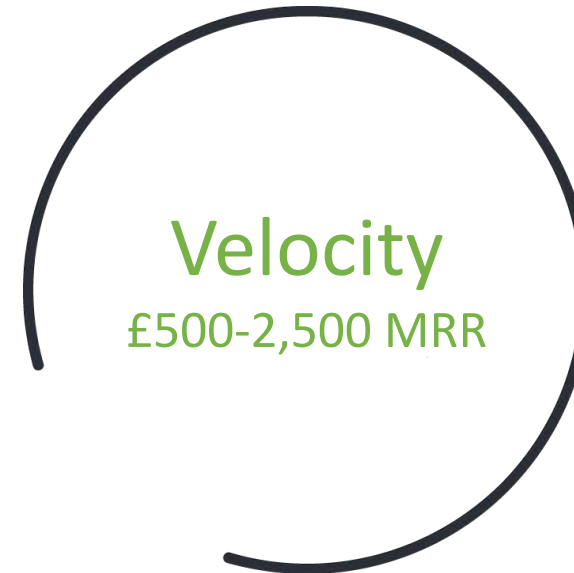
[Learn more »](#)

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



Media



Analysts



Investors



"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.



(Image © Image source: Shutterstock/Pressmaster)

Are live conversations getting overlooked in the digital workplace?

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

+ INCREASE / - DECREASE TEXT SIZE

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

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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



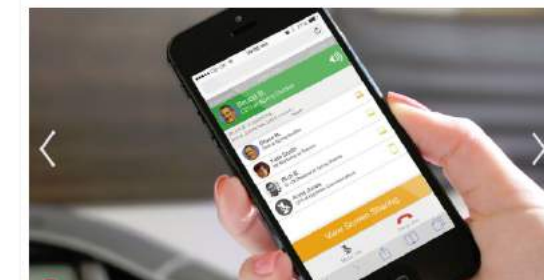
Tom Macaulay
January 3, 2017

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

7. Best enterprise collaboration software tools: LoopUp



Steve Flavell, co-CEO and co-founder.

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.