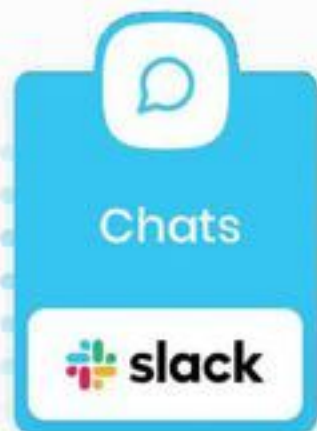aircall

Our **ambition**

Create the **integrated voice platform** that will replace phone systems

Most business tools have been redefined...
but phone calls

Customers have to choose between 3 types of options to handle their phone calls today

Cloud-based phone systems

- ⊗ Limited integrations & APIs
- ⊗ No/limited analytics
- ⊗ Not collaborative

Contact center softwares

- ⊗ Desktop-only
- ⊗ Good for one team only
- ⊗ Heavy to set-up

CRMs & helpdesks

- ⊗ Good for one team only
- ⊗ Closed platform for customers

Aircall lets customers get benefits from the 3 existing models

aircall

Cloud-based phone systems
- ✓ Rich integrations & APIs
- ✓ Rich analytics
- ✓ Collaboration

Contact center softwares
- ✓ Desktop & Mobile
- ✓ Good for all teams
- ✓ Instant, selfservice set-up

CRMs & helpdesks
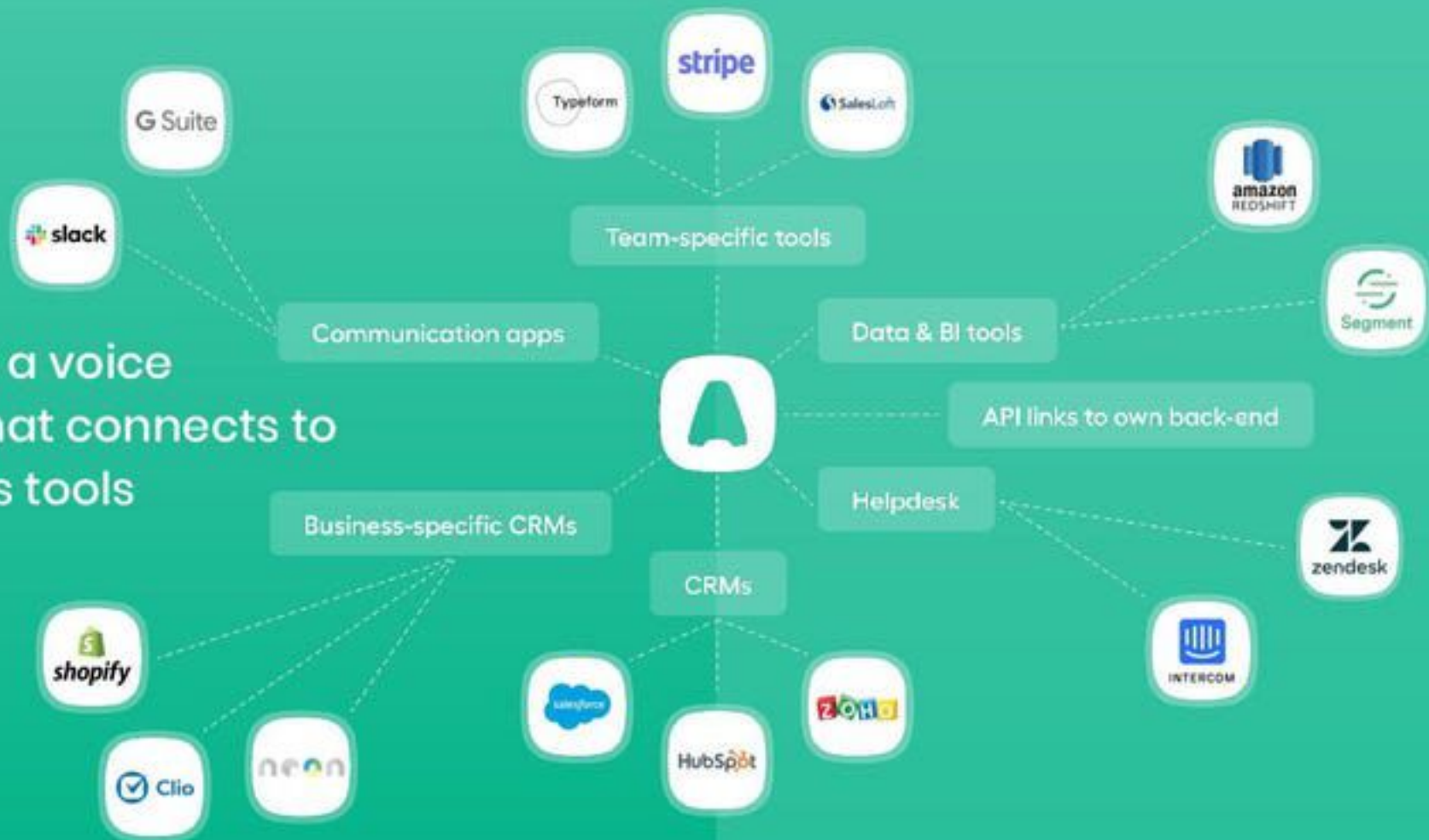- ✓ Open platform for customers

Why Customers come to us?

Caller insights bring context to each call from other software and data sources
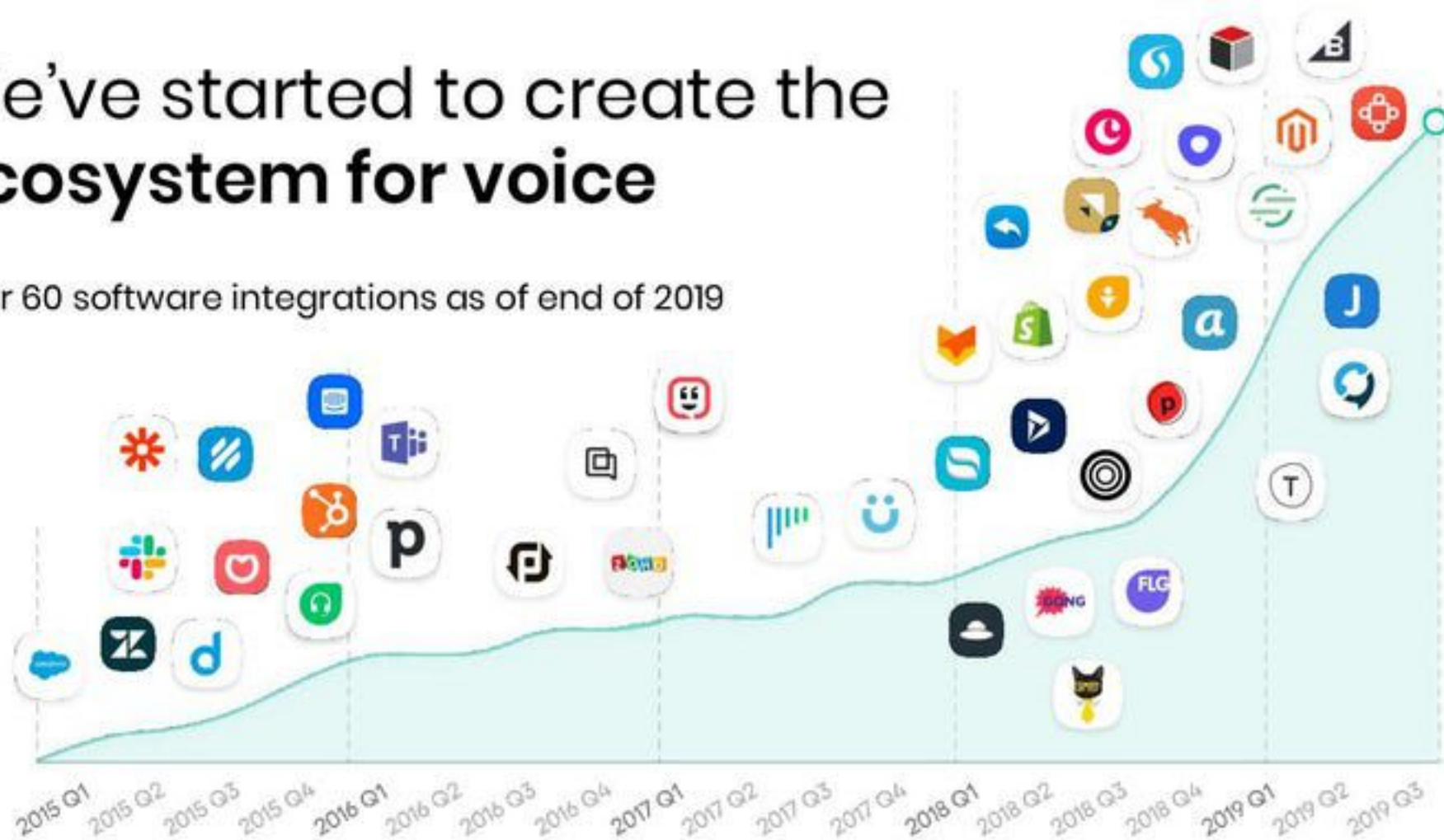
We've built a voice platform that connects to all business tools

- stripe
- Typeform
- SalesLoft
- G Suite
- slack
- amazon REDSHIFT
- Segment

Team-specific tools

Communication apps

Data & BI tools

API links to own back-end

Helpdesk

Business-specific CRMs

CRMs

- shopify
- Clio
- neon
- salesforce
- HubSpot
- ZOHO
- zendesk
- INTERCOM

We've started to create the ecosystem for voice

Over 60 software integrations as of end of 2019

2015 Q1 | 2015 Q2 | 2015 Q3 | 2015 Q4 | 2016 Q1 | 2016 Q2 | 2016 Q3 | 2016 Q4 | 2017 Q1 | 2017 Q2 | 2017 Q3 | 2017 Q4 | 2018 Q1 | 2018 Q2 | 2018 Q3 | 2018 Q4 | 2019 Q1 | 2019 Q2 | 2019 Q3

we've built **solid growth engines**

3 go-to-market engines in place

| Indirect sales	Outbound sales	Inbound marketing
Growing fast & structured in 2019	Focused on larger deals	Proven and scalable growth engine

High-velocity SaaS model

- **> 3:1 LTV/CAC** driven by solid inbound demand generation
- **Predictable** sales cycle

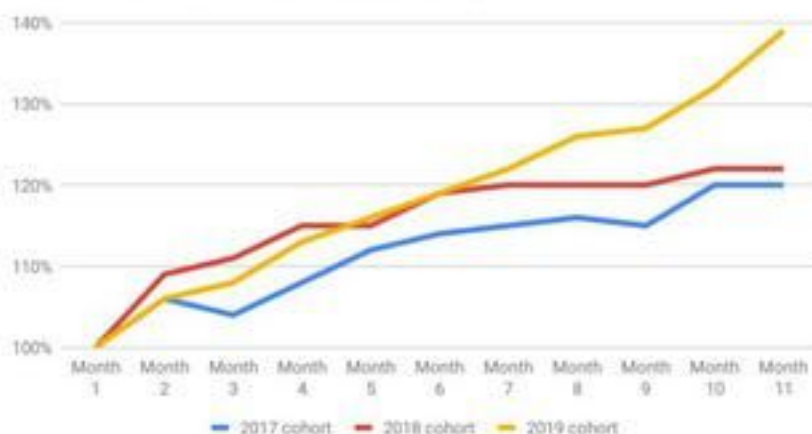# Our business model generates
stickiness and expansion

87% gross retention	**135+% net retention**

Gross Retention (excl micro-customers)
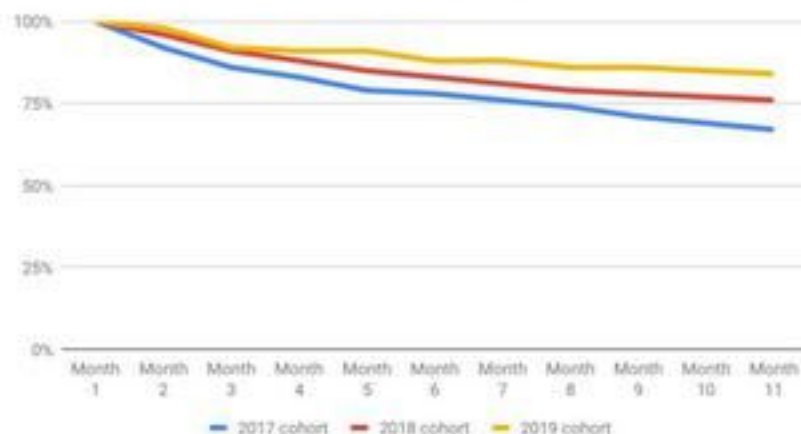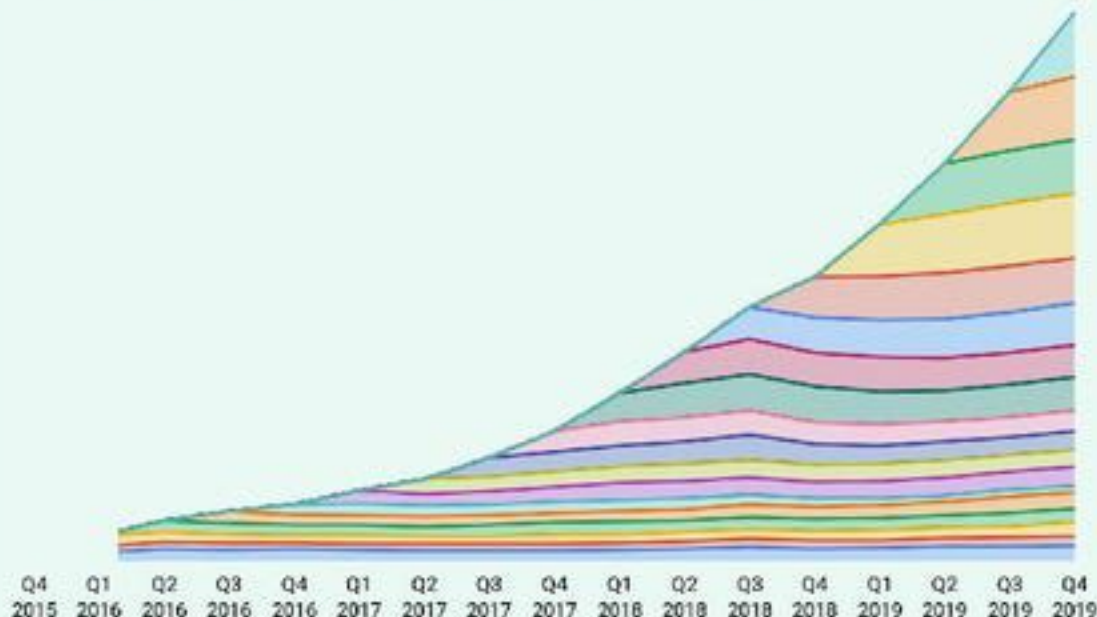
Net retention (excl micro-customers)

Resulting in growing and healthy cohorts

ARR by initial purchase quarter (excl. minutes)

| Q4 2015 | Q1 2016 | Q2 2016 | Q3 2016 | Q4 2016 | Q1 2017 | Q2 2017 | Q3 2017 | Q4 2017 | Q1 2018 | Q2 2018 | Q3 2018 | Q4 2018 | Q1 2019 | Q2 2019 | Q3 2019 | Q4 2019 |

We're after **a $80Bn Market** opportunity

Mid Mkt/ Enterprise	Up-sell opportunity	
	— — — 1,000 employees — — —	
SMBs	(Aircall logo) →	Cross-sell opportunity
	Support & Sales	All teams

On-prem legacy
$70Bn

Cloud-based
$10Bn

20-25%
YoY growth

Thank you!

aircall.io