



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

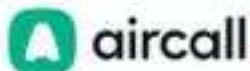
- ⊗ Desktop-only
- ⊗ Good for one team only
- ⊗ Heavy to set-up

CRMs & helpdesks

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



Aircall lets customers get benefits from the 3 existing models



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

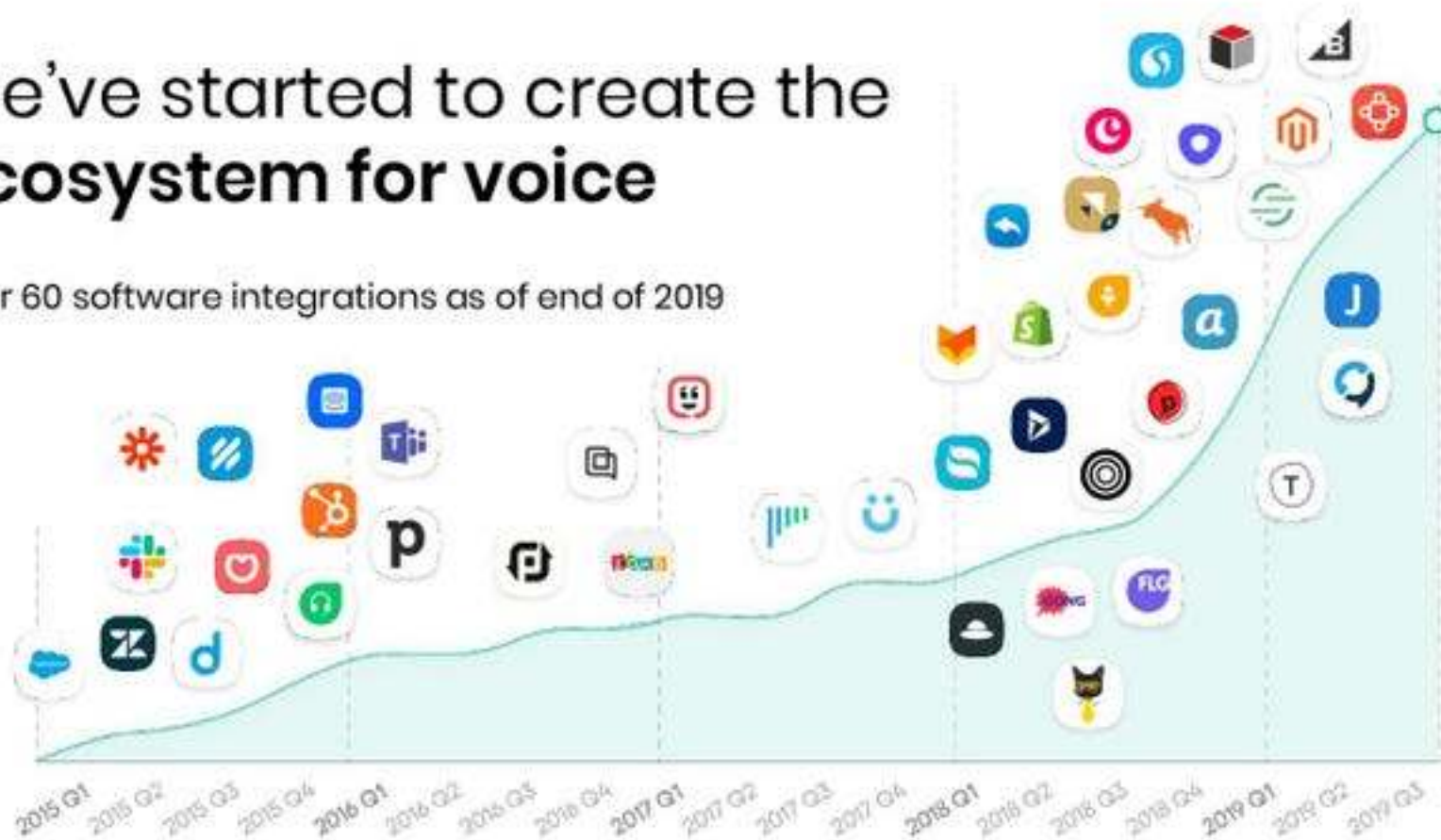


We've built a voice platform that connects to all business tools



We've started to create the ecosystem for voice

Over 60 software integrations as of end of 2019



We've built **solid growth engines**

3 go-to-market engines in place

Indirect sales

Growing fast & structured in 2019

Outbound sales

Focused on larger deals

Inbound marketing

Proven and scalable growth engine

High-velocity SaaS model

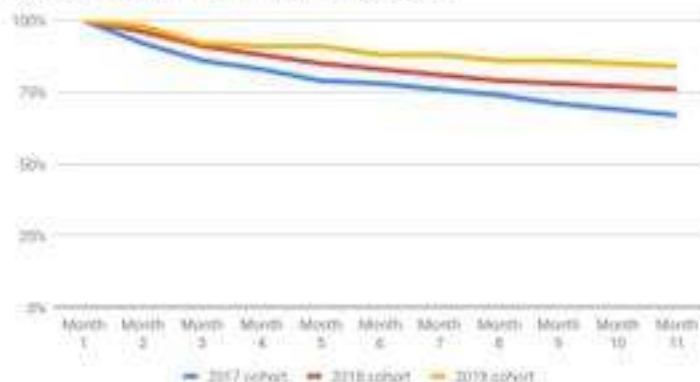
- **> 3:1 LTV/CAC** driven by solid inbound demand generation
- **Predictable** sales cycle



Our business model generates **stickiness and expansion**

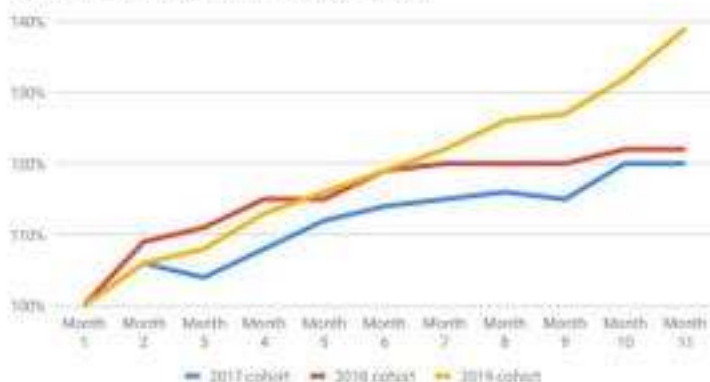
87% gross retention

Gross Retention (excl micro-customers)



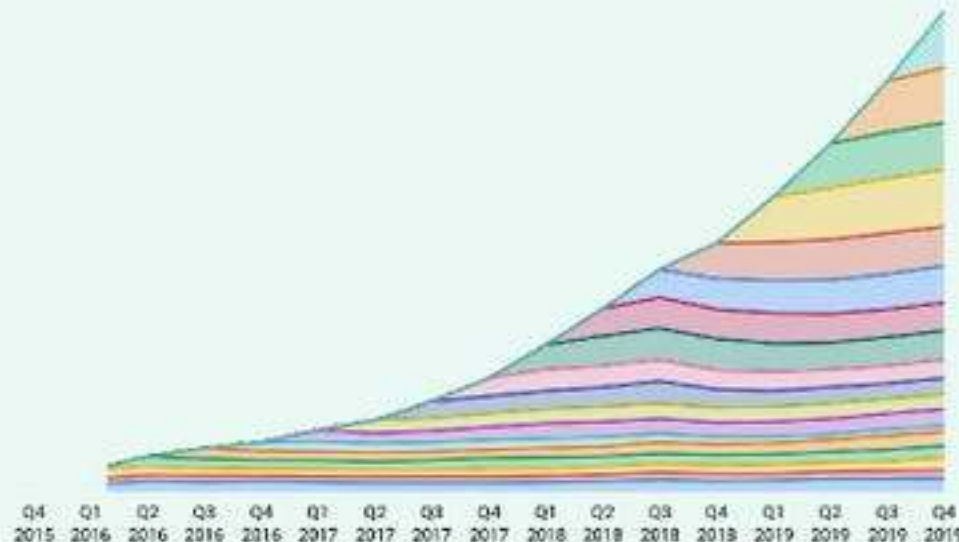
135+% net retention

Net retention (excl micro-customers)

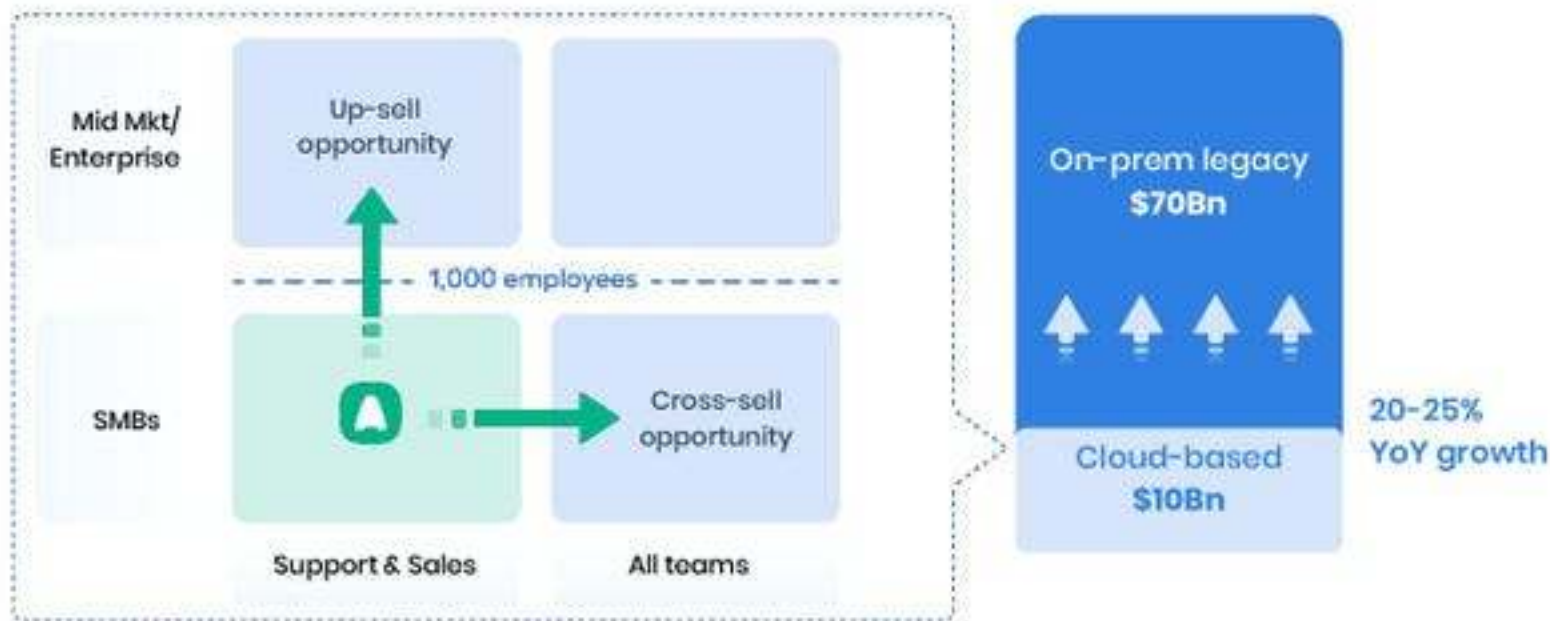


Resulting in
**growing and
healthy cohorts**

ARR by initial purchase quarter (excl. minutes)



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



Note: market sizing estimated in 2022 based on 2018/2019 data sources
The phone system for modern business - aircall.io



Thank you!

aircall.io