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Meet better.

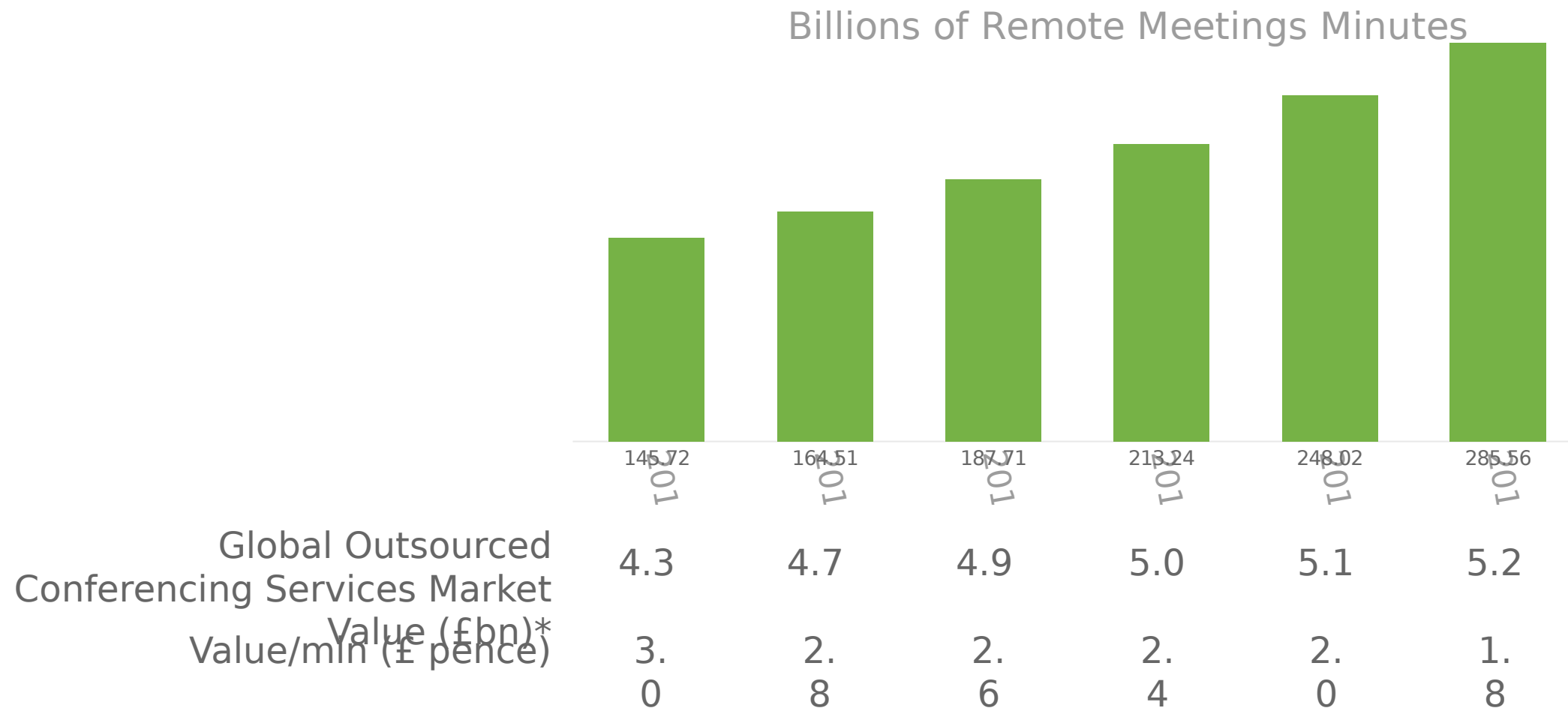
Meet LoopUp.

Growth & Innovation Forum
25 January 2017

Steve Flavell, co-CEO

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



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

A white outline of a clock face with a single hand pointing to the 13-minute mark.

13
minutes

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

The LoopUp Product

NO TRAINING REQUIRED

All about exceptional
experience

Guiding users

Streamlined and intuitive

Play well with others

>2,000 customers

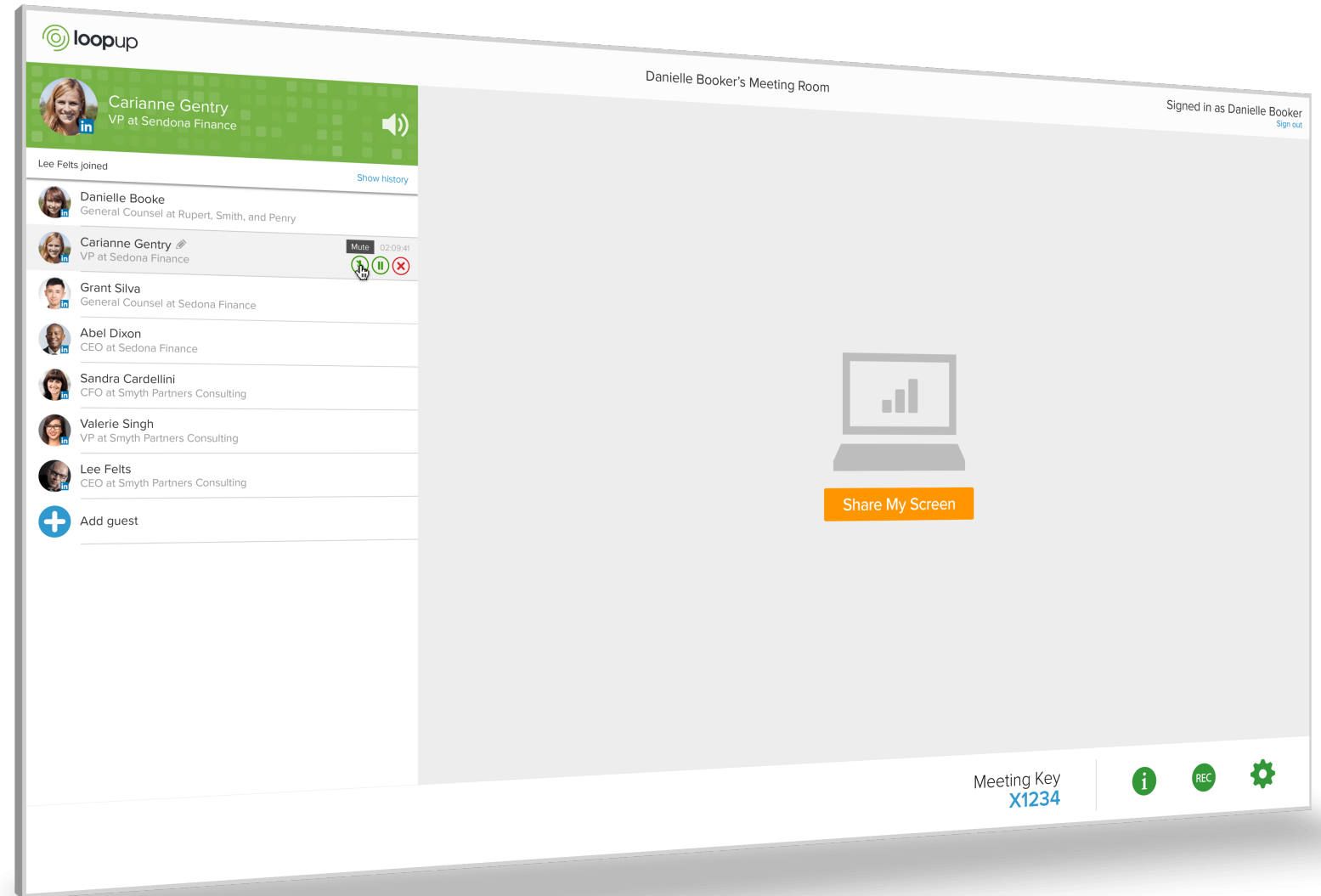
Mid-large enterprises

Prof services SMEs

Revenue model

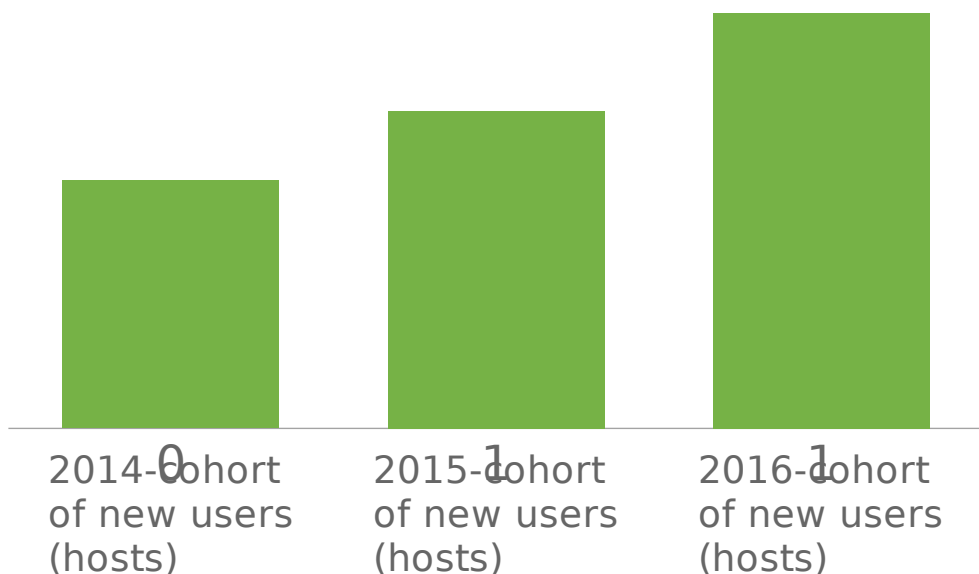
PAYG

Licences

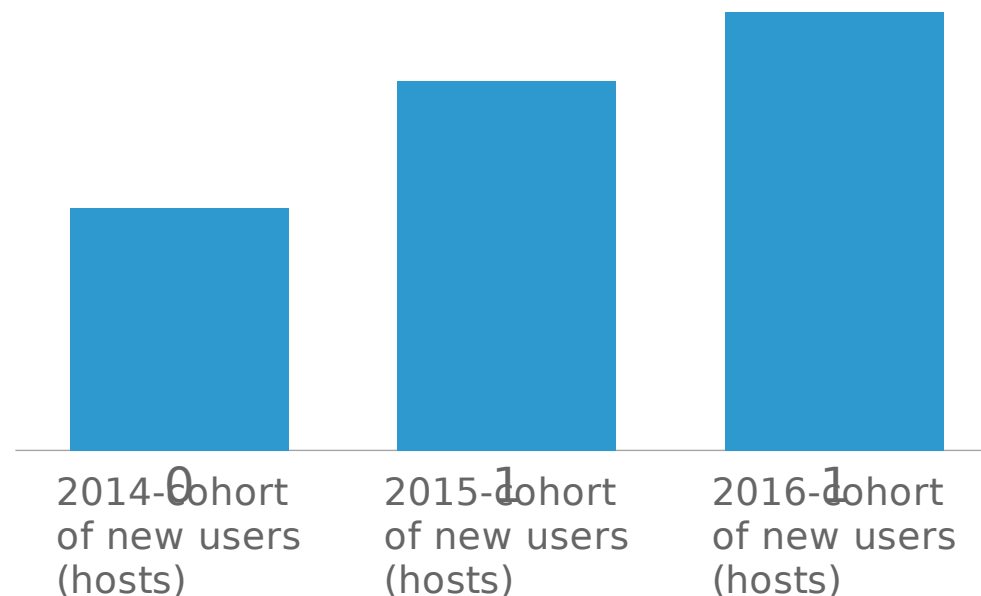


Strong engagement with LoopUp differentiation

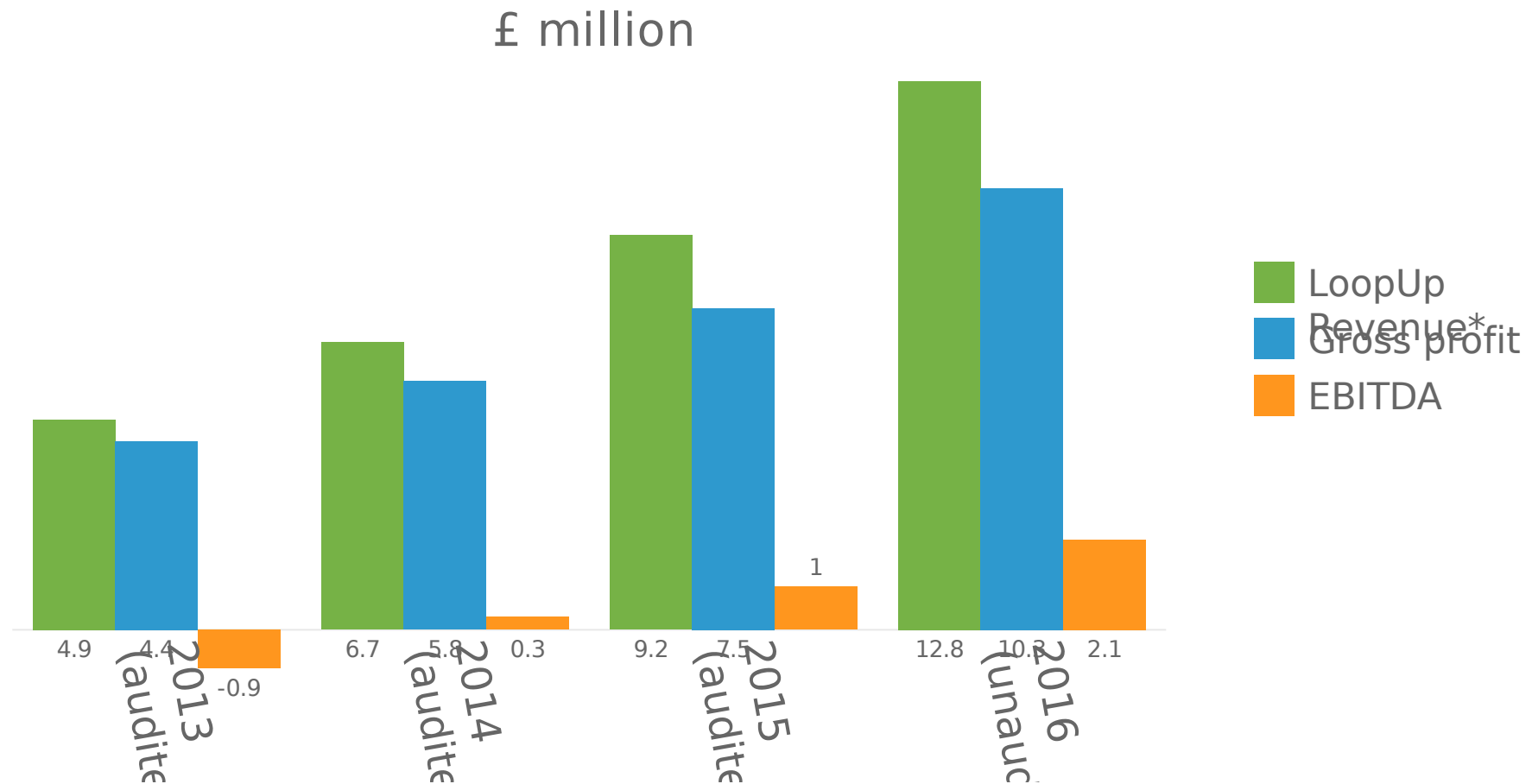
Percent of calls where
LoopUp dials out to the host



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



39% LoopUp Revenue growth in 2016

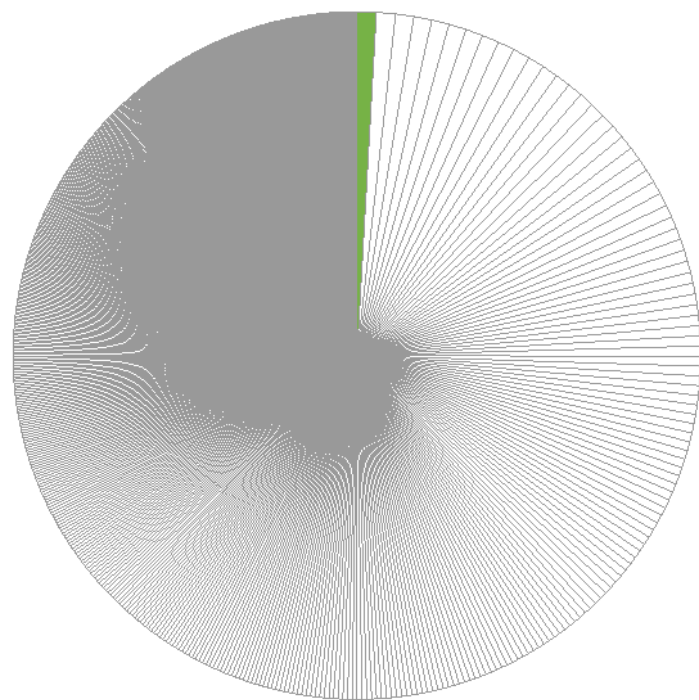


* LoopUp Revenue is revenue from the LoopUp product and associated value-added add-on capabilities, and so excludes discontinued BT technology licensing revenue

Diversified and protected

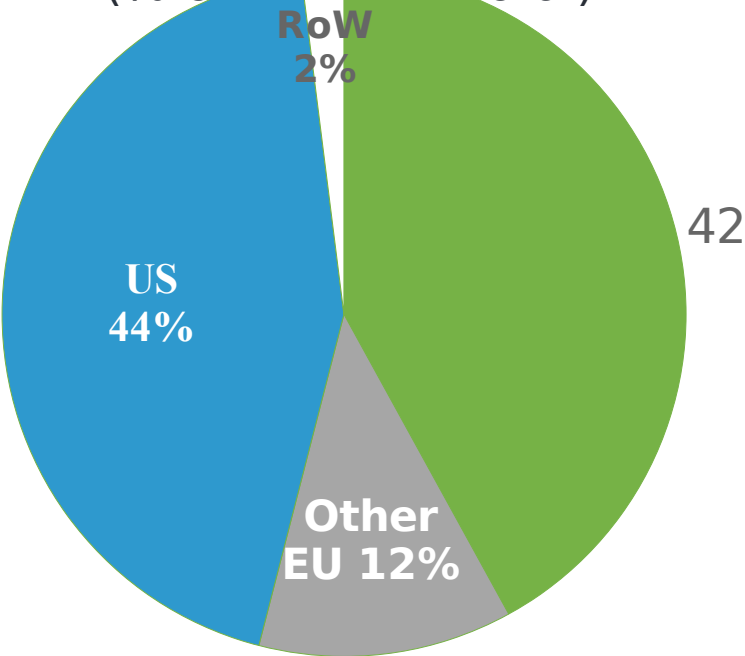


LoopUp Revenue Concentration
(% of H1 2016 Total)



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 is a leading SaaS CAC ratio of
c.8x
almost 10x time to pay industry
and far more efficient than Xero
at 4.

Michael Donnelly

Excellent metrics in established customer base

Negative
Net
Churn

6.7%



Expected
Customer
Lifetime

16
years

Net growth of 6.7% in
established customer
base of greater than
1 year old (2015)

6% Average Gross
Revenue Churn
(2015)

Incredibly efficiency new business 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'

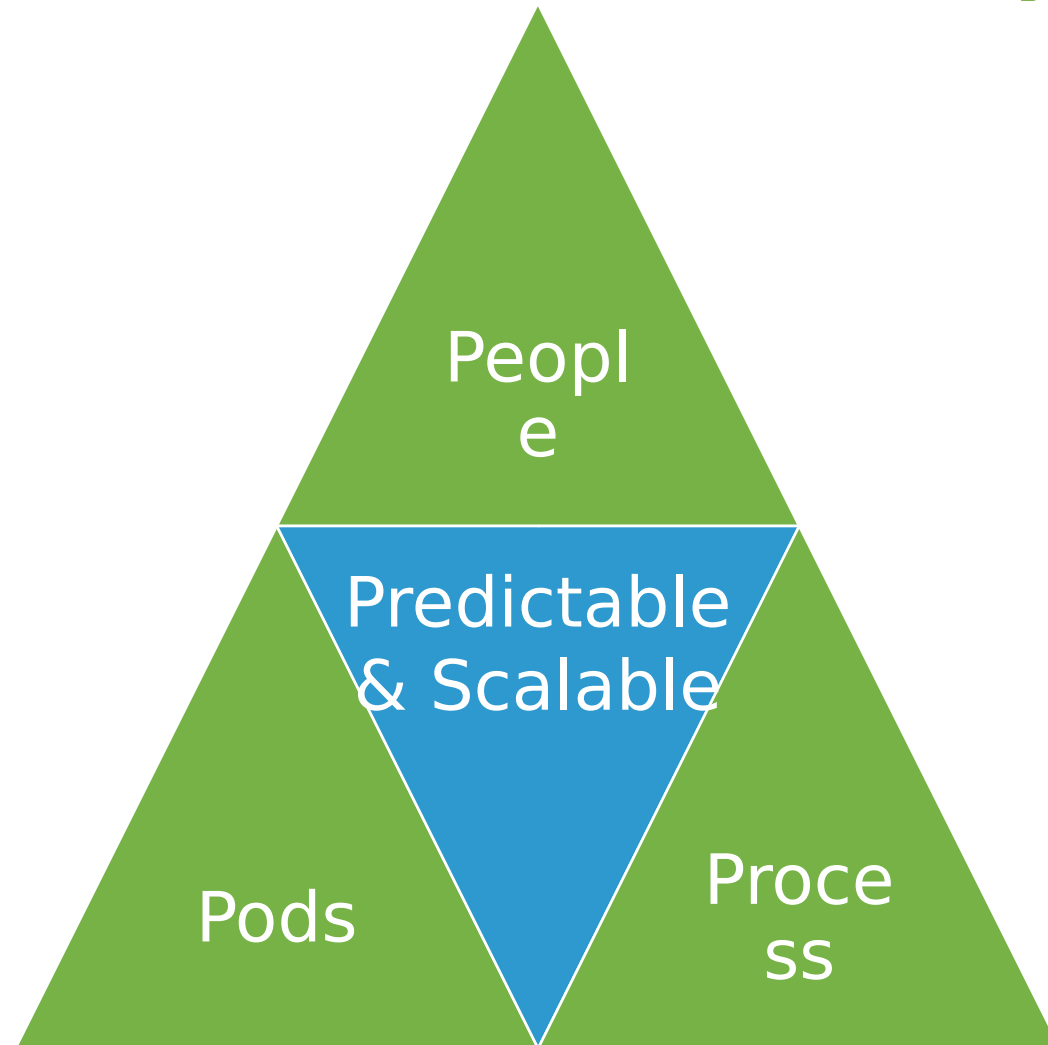
A word on Pods...

Only recruited graduates since 2010

Changed the game when it comes to embracing process

Opened door to a new structure and incentive scheme

Best foot forward
Self-policing



Key strategic initiatives

Increase number of Pods

More of the proven same

From 6 Pods in 2016 to at least 8 in 2017 and at least 11 in 2018

Introduce marketing

Growth-to-date achieved without inbound lead gen

Experienced team hired in London

Continue to innovate our product

Solve problems with important, day-to-day remote meetings

Delight users

Play well with other best-in-class collaboration tools

**We have a proven product that
solves a big problem in a big
market.**

**We've grown strongly, consistently
and efficiently...**

**... without any inbound marketing
historically.**

We're organised for future scale.

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Thank you

Steve Flavell, co-CEO

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