

# 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
- ⊖ Not limited analytics
- ⊖ Not collaborative

## Contact center software

- ⊖ 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 software

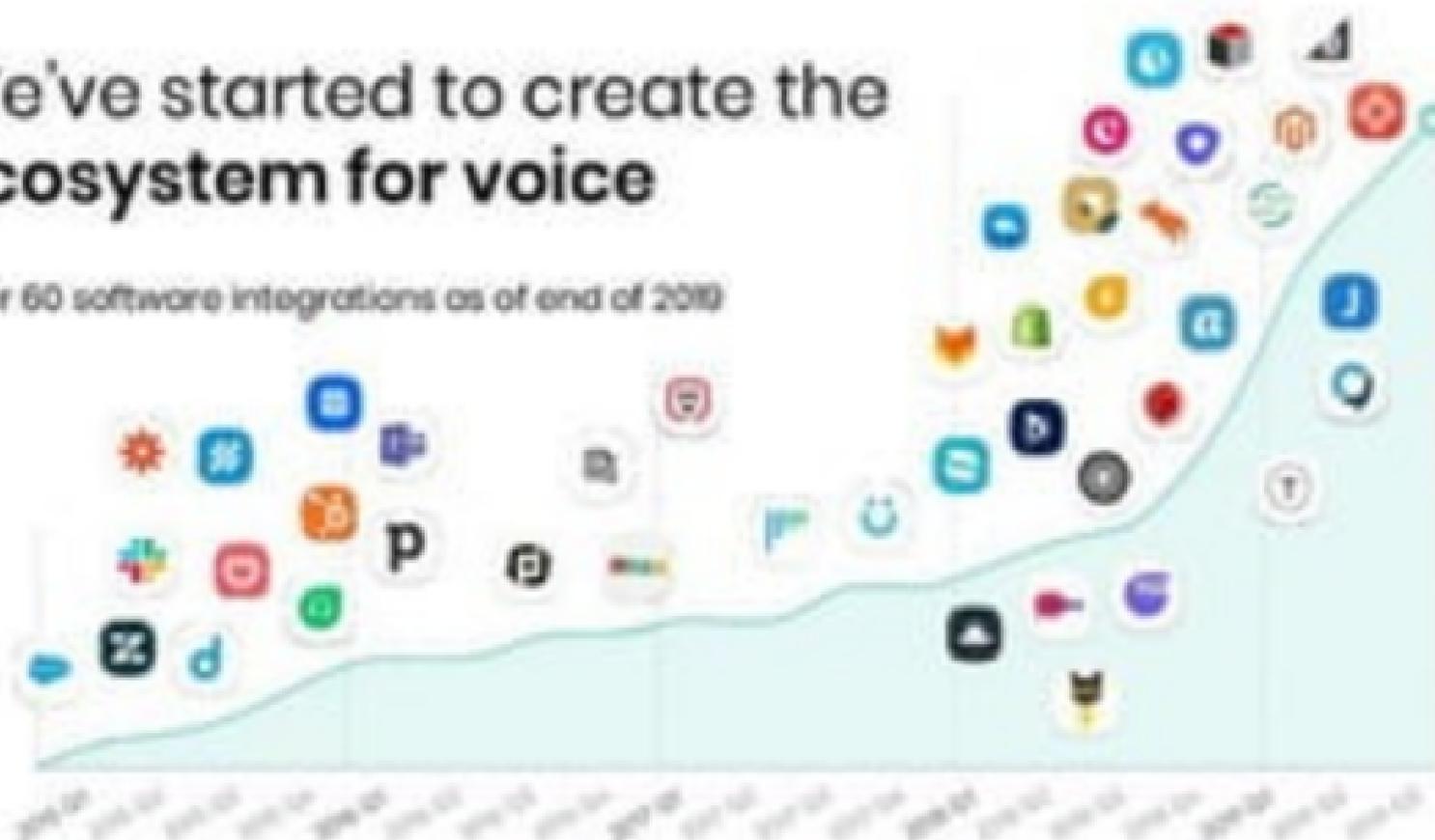
- ✓ Desktop & Mobile
- ✓ Good for all teams
- ✓ Instant, selfservice set-up

## CRMs & helpdesks

- ✓ Open platform for customers

# We've started to create the ecosystem for voice

Over 60 software integrations as of end of 2019



# Our **ambition**

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



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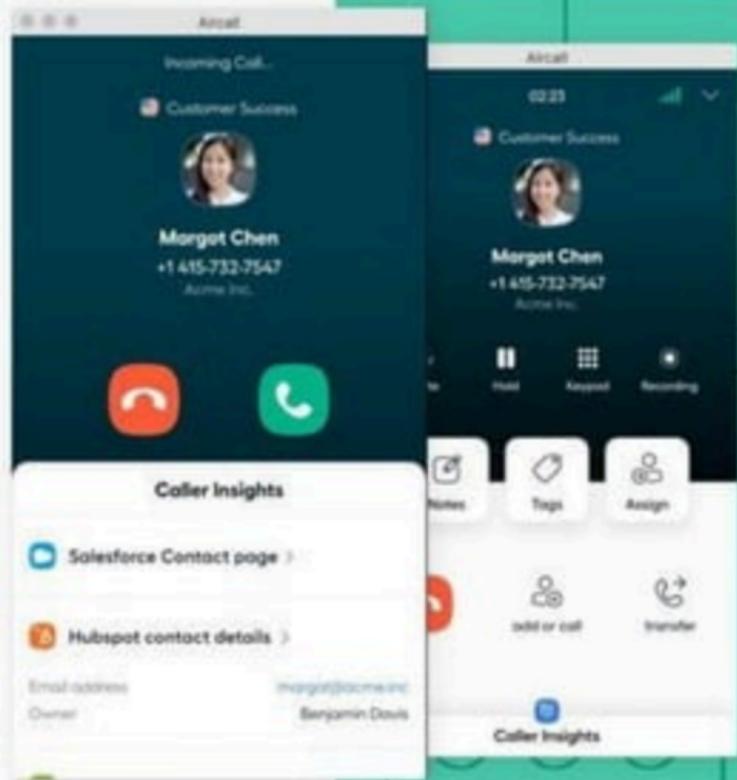
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# Why Customers come to us?

Caller insights bring context to each call from other software and data sources

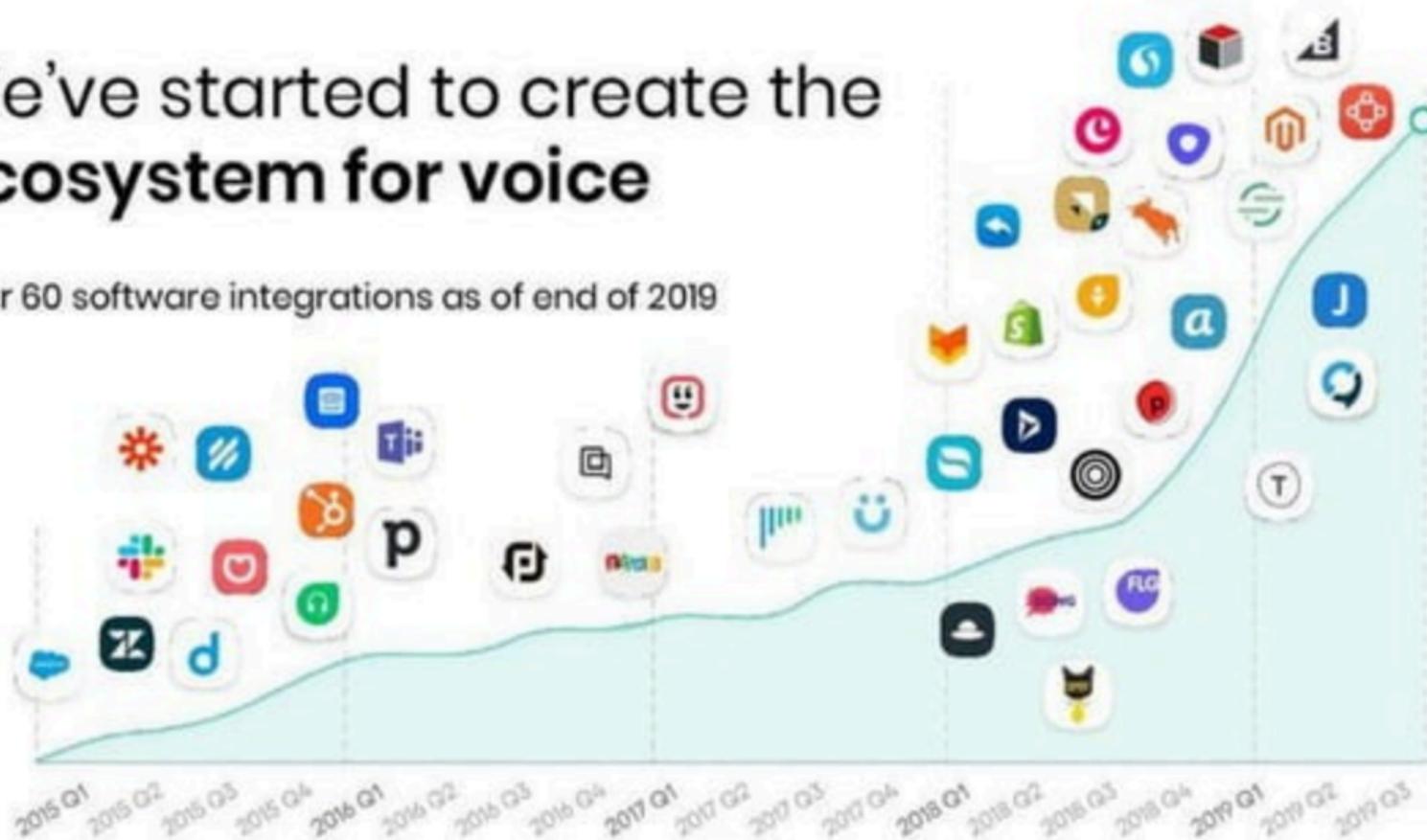


We've built a voice platform that connects to all business tools



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# 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

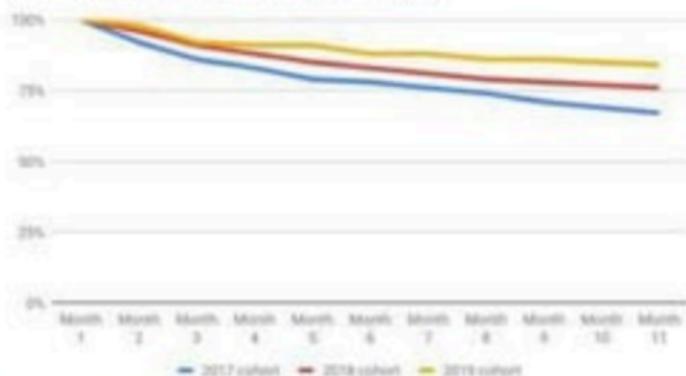
- **> 3:1 LTV/CAC** driven by solid inbound demand generation
- **Predictable** sales cycle



# Our business model generates **stickiness and expansion**

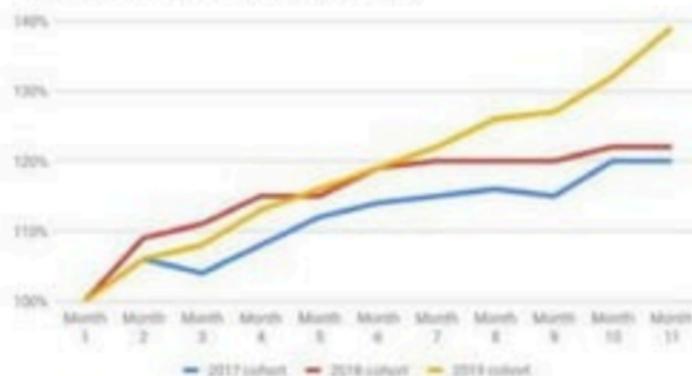
87% gross retention

Gross Retention (excl micro-customers)



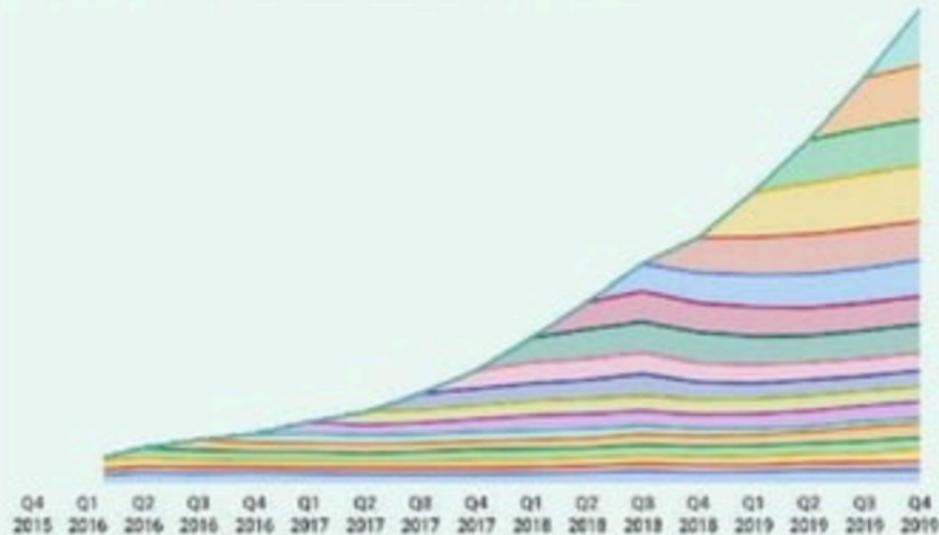
135+% net retention

Net retention (excl micro-customers)

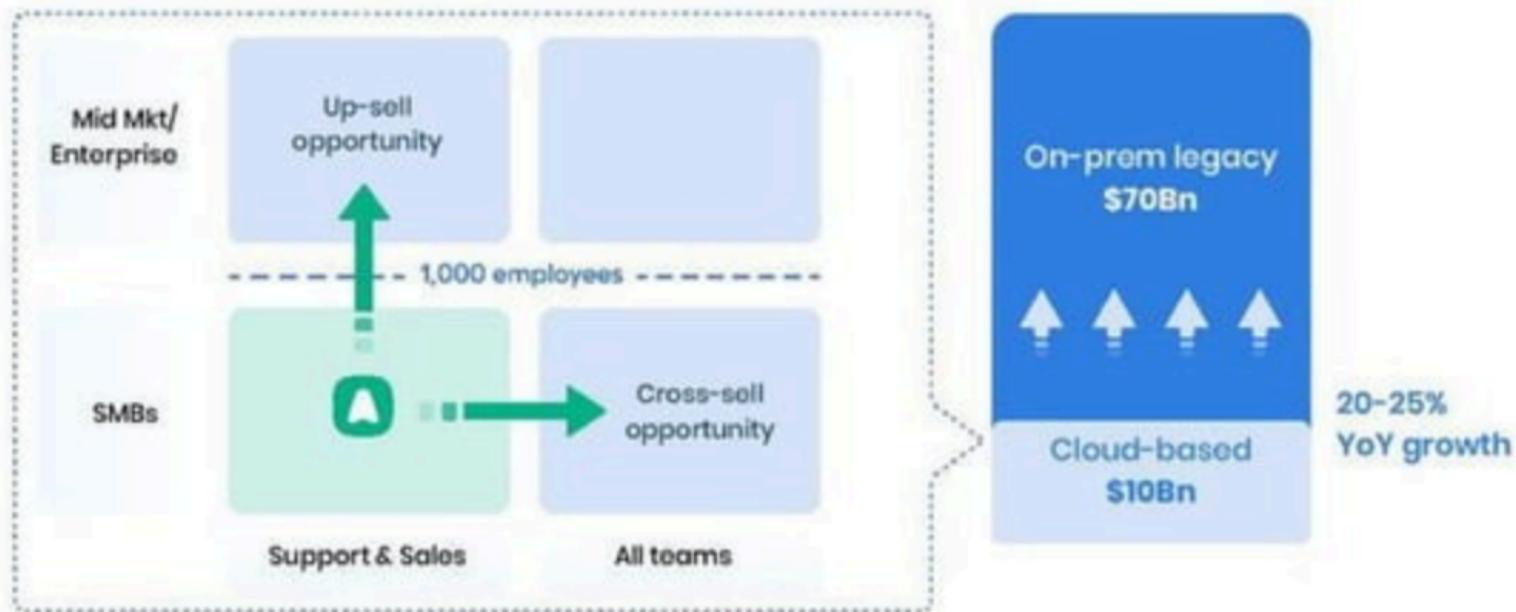


Resulting in  
**growing and  
healthy cohorts**

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](#)