

A woman with long dark hair, wearing a dark blue blazer over a patterned scarf and a light-colored top, is looking down at a blue smartphone in her right hand. She is also holding a blue folder or tablet in her left hand. The background is a blurred modern building with glass and metal elements.

SNCR

Analyst Day

Daniel Ives
SVP – Finance &
Corporate
Development

June 9, 2016

Safe Harbor.

Statements in this presentation that are not reported financial results or other historical information are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. They include, for example, statements about our business outlook, assessment of market conditions, anticipated trends in our business strategies, future plans, future sales, prices for our major products, capital spending and tax rates. These forward-looking statements are not guarantees of future performance. They are based on management’s current expectations that involve a number of business risks and uncertainties, any of which could cause actual results to differ materially from those expressed in or implied by the forward-looking statements. The risks and uncertainties relating to the forward-looking statements in this presentation include those described under the caption “Risk Factors” in Synchronoss Technologies, Inc.’s registration statement on Form S-1 filed with the U.S. Securities and Exchange Commission.

Analyst Day Agenda



- **Steve Waldis, Founder, Chairman, and CEO;** 9:15 am-10 am
- **Bob Garcia, President & COO;** 10am-10:30 am
- **Joel Silverman, EVP and General Manager, Americas;** 10:30 am-11 am
- **Chris Putnam, EVP and Global Sales;** 11am -11:20 am
- **Q&A;** 11:20 am-11:45 am
- **Lunch;** 11:45 am-12:10 pm
- **David Schuette, EVP and President-Enterprise Unit;** 12:15 pm-1 pm
- **Enterprise Customer Testimonial-Michael Caplan, COO-Goodwin Procter;** 1 pm-1:20 pm
- **Karen Rosenberger, EVP and CFO;** 1:20 pm-1:40 pm
- **Management Q&A;** 1:40 pm-2 pm

Key Focus and Themes of Analyst Day



- **Synchronoss Growth Strategy for 2016 and Beyond**
- **Deeper Dive into Personal Cloud success and future initiatives/deals**
- **Drive more pure software business model over the next 3 years**
- **Japan strategy and TAM expansion for the coming years**
- **Launch of our Enterprise Mobility Suite**
- **Long Term Financial Targets and Profile**

SNCR

Overview

Steve Waldis
Chairman, CEO,
Founder

June 9, 2016

This is Synchronoss.

trusted.

- Founded in 2000, IPO in 2006
- Publicly Held, Trades on NASDAQ under SNCR
- \$600M in Revenue
- 2000+ Employees in 15+ Countries

mobile.



Cloud



Activation



Secure Mobility

diverse.



CSP



Enterprise



MSP



Distributors



Broadband

SAMSUNG

OEM



Retail

Creating transformative opportunities in mobility across a diverse set of marquee customers, sectors and markets.

Synchronoss Key Objectives

Revenue Diversification

<50%

Grow key accounts,
diversify revenue.

verizon



International Revenue

25%

International to be one
quarter of total revenue



Enterprise Revenue

\$100M+

Enterprise revenue to grow
diverse SaaS business.



verizon

The Path to \$1B in annual Revenue



AT&T



International



Indirect



Telesales

Activation is taking digital sales channels to new heights.



verizon[✓]

Synchronoss



Setting the global standard in cloud





Engagement & Monetization



Worldwide Cloud Market



3.5B Subscribers Under Contract, 5% Penetrated



Goldman SachsverizonBYOD
Bring Your Own Device

Key Partnerships, Well Positioned in the Market





Messaging



Cloud

SoftBank

Market



A2P

Japan is embracing the future of cloud



Synchronoss Achievements



Lower CAPEX, higher FCF



Tier 1 Carriers on Synchronoss Cloud



Enterprise Business Unit/Product Launch



Openwave Messaging – Opening Up New Markets

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verizon

The Path to \$1B in annual Revenue

SNCR

Growth

Bob Garcia
Chief Operating
Officer

June 9, 2016

Historical Financial Highlights



Rapidly growing cloud revenue has positive impact on total revenue growth



Numerous growth drivers lead to increased view of multi-year growth in activation services revenue



History of consistent growth with global tier one carriers



Strong profit margins and increased long-term target model driven primarily by evolution of cloud services



Healthy Balance Sheet and Cash Flow

Strengths of the Company

Fast, flexible, and customer focused approach to growing the business



Company has executed on our business plans



Can serve large, complex customers with high degree of success



Demonstrated scale in cloud with leading CSP in the world



Track record of making solid and successful M&A transactions



ROI driven approach to grow the business

Synchronoss Growth Strategy



Capture the Personal Cloud Market around the globe for Mobile Operators



Develop a direct to enterprise strategy that leverages core assets and approach that has made Synchronoss successful



Drive more pure software business model over the next 3 years

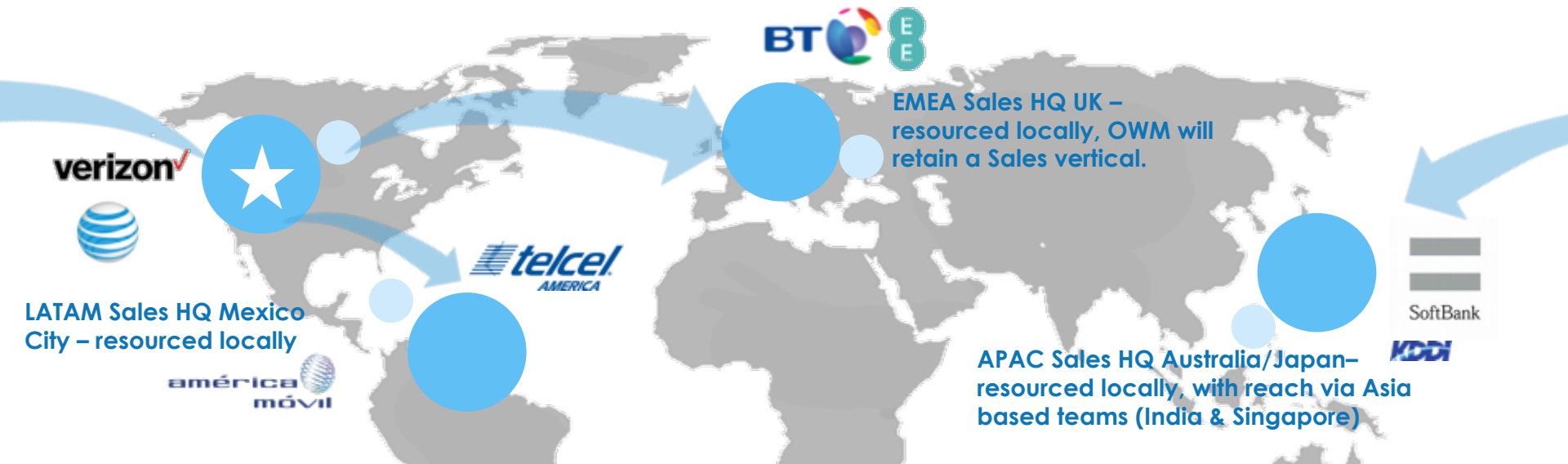


Drive further margin expansion in the next 3-5 years



Deploy cloud platform for Tier I carriers

Strategic Accounts



Applying best practices to leading Tier 1 Carriers

Product Opportunities





- Differentiate/improve overall customer experience
 - Provide multi-channel, bottom line efficiencies
 - Integrate with 3rd party apps and services
 - Open up new monetization opportunities
- Expand from P2P to A2P
 - Transition to Messaging as a platform
 - Provide seamless user experience for commerce
 - Drive monetization at scale

AT&T and Verizon Growth Drivers



Driver	Driver	Driver
<ul style="list-style-type: none"> • Reduce Care Cost • Improve Retail Experience 	<ul style="list-style-type: none"> • Reduce Churn • Strategic - Prevent OTT disintermediation 	<ul style="list-style-type: none"> • Subscriber growth • Data Monetization • Advertising Revenue

Driver 	Driver 	Driver
<ul style="list-style-type: none"> • Inflection Point • Consolidate Products • Drive Adoption 	<ul style="list-style-type: none"> • Locker/Setup • Frictionless Authenticate • Drive Monetization 	Activation: <ul style="list-style-type: none"> • Deliver the Bundle • AT&T Mexico

Balanced Approach: Grow key accounts while diversifying revenue

Go To Market – North America ~3 Years \$4 billion+ Opportunity



- Laser Focus on Tier 1 logos
- Drive Cloud Subscriber Growth
- Activation Growth (Digital Customer Experience) in New Emerging Channels
- Reduce Verizon and AT&T Revenue Concentration / While Still Growing Both Accounts



verizon

T-Mobile



Frontier
COMMUNICATIONS

Charter

COMCAST

amazon

Go To Market – APAC ~3 Years, \$2 billion+ Opportunity

- Tier 1 Markets + Tier 1 Customers
- Repeat U.S. Success Model with AT&T and Verizon In Japan
- Leverage Japan and Australia to Expand to Select APAC Markets and Customers
- Drive Market and Product Transformation via Integrated Cloud, Messaging and Activation Solution in Japan
- Repeat Strategy in Other Markets



Go To Market – LATAM ~3 Year \$500m + Opportunity

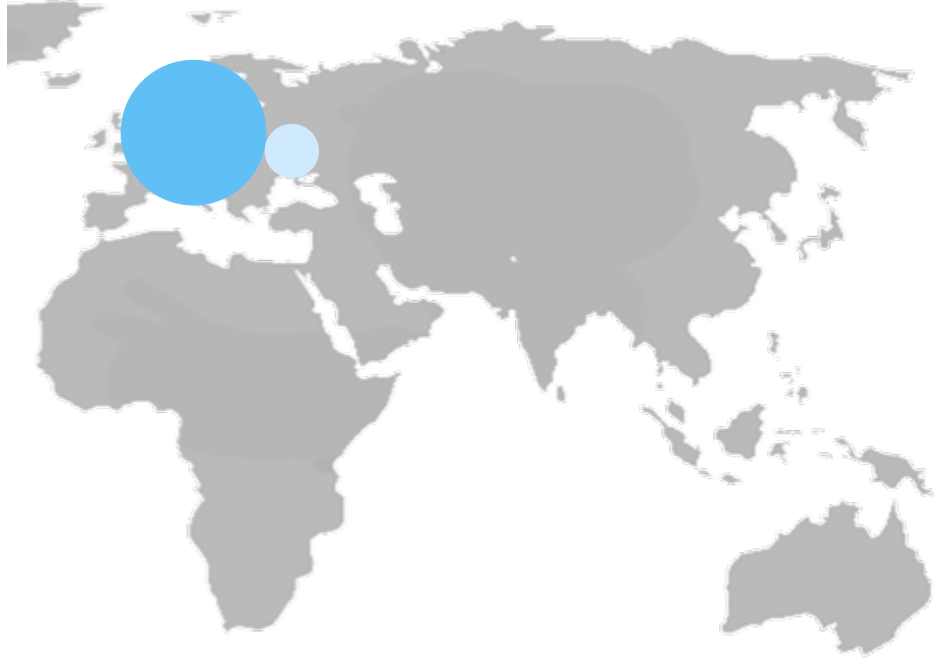


- Focus on Tier 1 Carriers
- Key Markets in LATAM (Mexico, Brazil)
- Strategic Alignment - Focus on Customers Who Have Similar Vision and Strategy
- Product Value Alignment



Go To Market – EMEA ~3 Years \$500m+ Opportunity

- Complete Customer Migration
- Cross Sell Products
- Pull Through EE via BT Relationship
- Leverage Messaging Product at TIM to Cross Sell Cloud and Activation



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verizon



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Enterprise revenue to grow
diverse SaaS business.



verizon

The Path to \$1B+ in annual Revenue

SNCR Cloud

Joel Silverman
EVP & GM
Americas

June 9, 2016

SNCR Cloud: 50M Subs (2017)

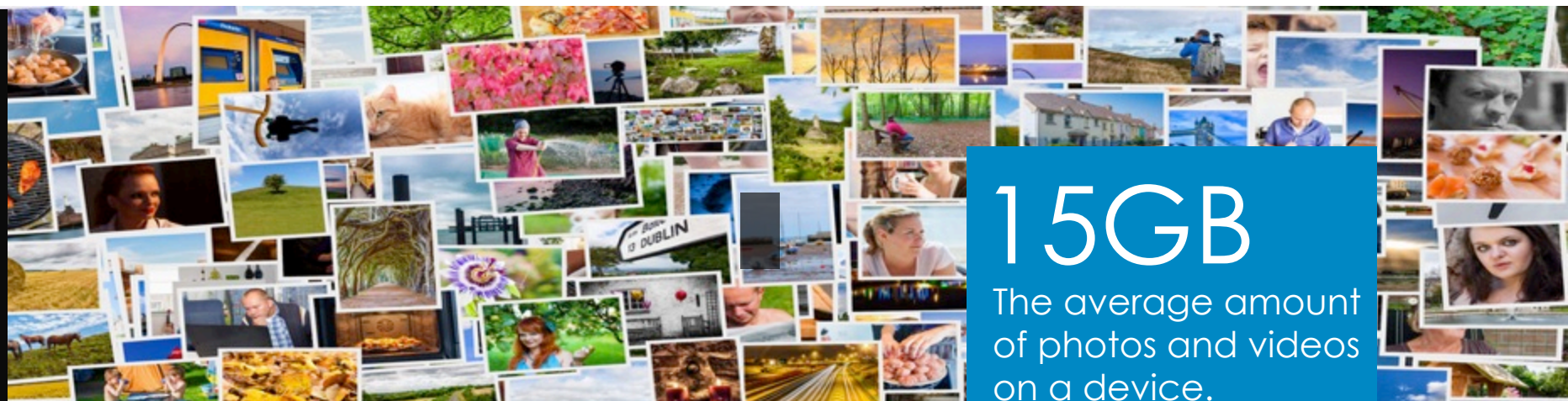


Cloud poised to duplicate Verizon Success



There is a content explosion happening

And your subscribers are using devices and documenting their lives at an exponential rate.



15GB

The average amount of photos and videos on a device.

451 Research

In a year, it will be 30GB.

Today up to 30% of customers are "data whales" using 30-40GB

Where do you keep a lifetime's worth of content? Device? PC? Cloud.



But Whose Cloud?

Carriers are pulling back from OTT providers like Dropbox and Google. They want to use content to drive a better customer experience.

Retention. Satisfaction. Efficiency. Revenue. *Relevance.*

Cloud can differentiate and improve your overall customer experience.

Retail, Online, Care



Engaged Users

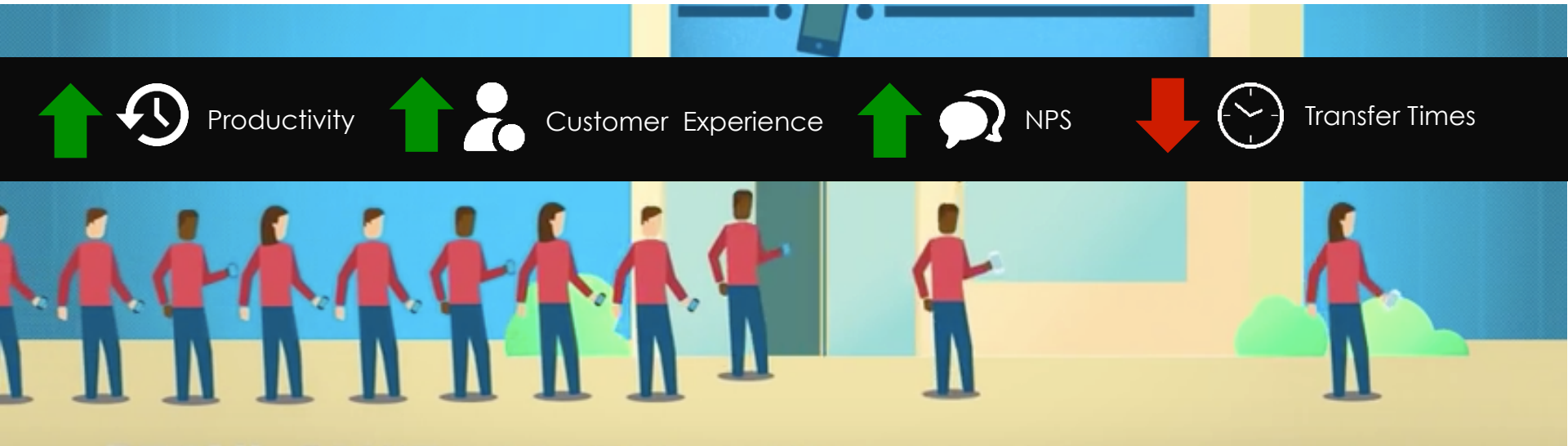


New Revenue



There are three primary ways Carriers can benefit from Cloud.

SNCR Cloud creates a better retail experience.



Subscribers that have their content in the cloud are in and out of the store in mere minutes.

SNCR Cloud gains you multi-channel, bottom line efficiencies



CUSTOMER CARE

- Simplifies the customer experience
- Decreases call center volume
- Reduces call resolution time
- Remotely assist customers



ONLINE CHANNEL

- Promotes customer self service
- Reduces non-revenue generating retail traffic
- Improves overall customer experience.



REDUCE CHURN

- Secures non replicable personal data
- Better customer experience with upgrades
- Cloud customers associated with most profitable customer segments



The Cloud improves operational efficiencies, mitigates churn, improves NPS and increases sales volume.

Monetizing your Cloud Base.

There are multiple paths for monetization and ways to grow revenue from your deployed base of cloud users.

Direct Monetization

Premium Storage

Value-add service
bundling

Indirect Revenue

Premium Revenue
Share



Data Monetization

Advertising
Revenue

verizon✓

Synchronoss



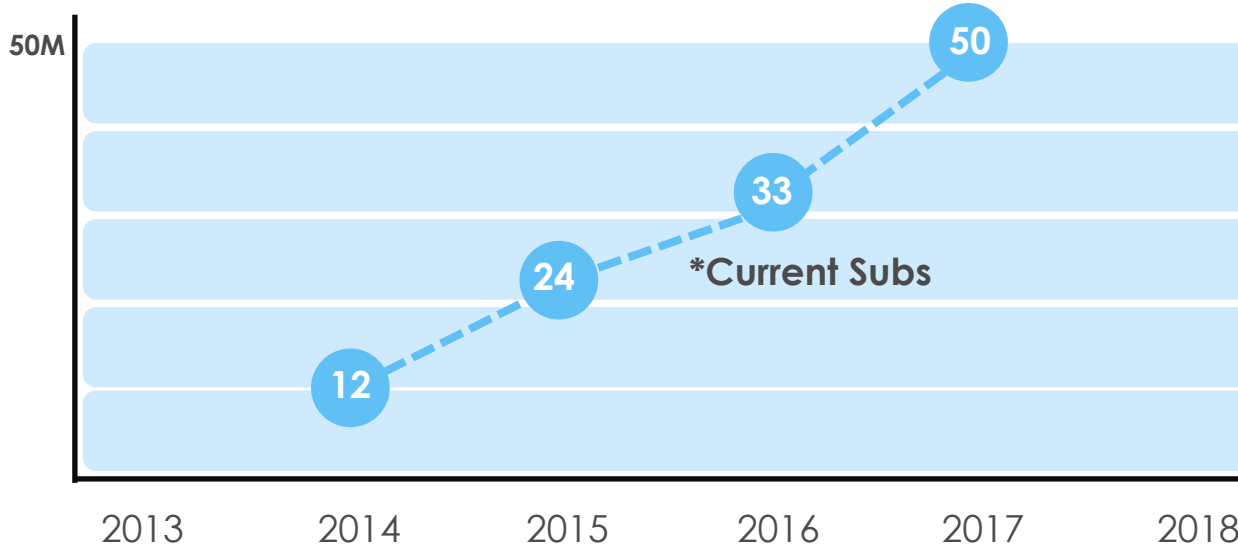
Success with Verizon has given us a reference-able playbook ...



Synchronoss Cloud Success = Device Integration + CRM



When auto-registered to cloud, memories are secure automatically with little to no subscriber interaction.



Strategic Accounts



SNCR

International

Chris Putnam
EVP, Global
Sales

June 9, 2016

International Sales Strategy

- Targeted, regional approach, Tier 1 re-trench
- OTT disintermediation is top of mind for APAC and LATAM
- Digital channels are grossly under-utilized in APAC, EMEA
- Cloud Campaign – scale existing programs, target new, competitive
- Cross-sell core assets into Openwave Messaging account base

International Landscape



Regional Program Priorities

LATAM

1. AMX Pre-load adopt
2. Telmex Cloud add on
3. Vivo Cloud
4. AT&T Mexico upsell/cross sell



EMEA

1. BT – Rollout Adopt
2. EE Cloud add on
3. Vodafone- New Initiatives
4. Telecom Italia – Cross Sell Digital Channels, Cloud



APAC

1. KDDI messaging
2. Japan Consortium
3. Japan Cloud
4. Singtel Globe – Rollout preload, adopt
5. Telstra– Cloud










Audience - Strategic Accounts

Initial Focus for International Campaign

Company	Cloud	Activation
	X	✓
	✓	✓
	✓	✓
	✓	X (US)
	X	✓
	✓	✓
	✓	X

Audience - Strategic Accounts

Initial Focus for International Campaign

Company	Cloud	Activation
	✓	✓
	✓	-
	✓	✓
	✓	✓
	✓	X
	✓	✓
	✓	✓

International Marketing & Outreach



Drive awareness & (re) consideration of Cloud and Activation Products

Competitive Accounts | Existing Accounts | Openwave Messaging Accounts



Retail channel



Digital channel



Customer experience

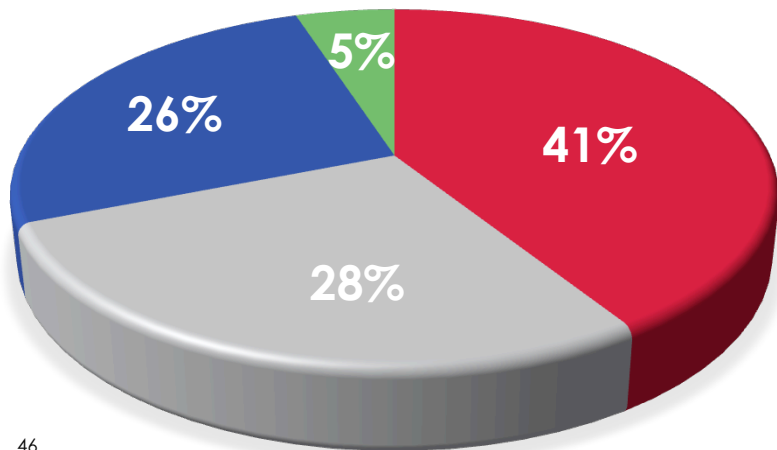


Combined Offerings

Deeper Dive into Japan Market

Population:	127M	Wireless Subs	Smartphone Penetration	Postpaid %	Churn Rate %
Mobile Penetration:	133%	168.5M	77%	98%	1%

Wireless Carrier Market Share



KDDI 45M
NTT docomo 68M
SoftBank 48M

- 127M SB influenced population
- Existing messaging customers
- Poised for cloud, identity adoption
- Believe in the power of advanced messaging/A2P

Deeper Dive LATAM Market

\$12.6B

MARKET

\$13.13

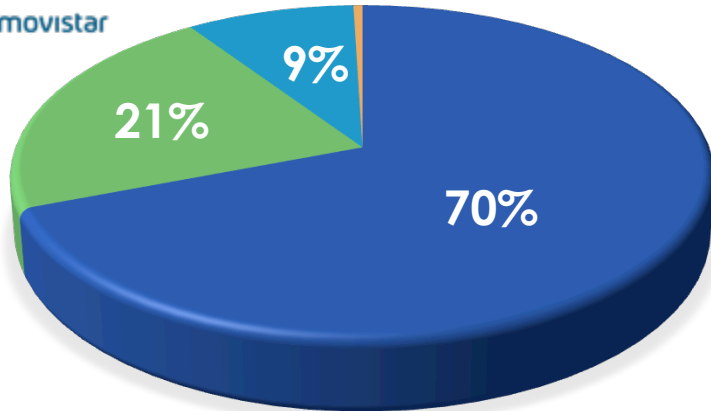
ARPU (up 4%+)

288M

Mobile Subs

367M

Fixed line Subs



- largest post paid base
- Believe in device integration
- Dropped OTT Cloud Strategy in favor of white label
- Other

Synchronoss Key Objectives

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<50%

Grow key accounts,
diversify revenue.

verizon



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25%

International to be one
quarter of total revenue



Enterprise Revenue

\$100M+

Enterprise revenue to grow
diverse SaaS business.



verizon

INTL a key driver in the Path to \$1B in annual Revenue

SNCR Enterprise

David Schuette
EVP, President
Enterprise Business Unit

June 9, 2016

Enterprise Highlights



GA of our Secure Mobility Platform



20 qualified SMP prospects in past two months presales

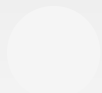


Multiple ISV integrations underway



Productivity GTM Approach and Roll-out

Enterprise Highlights



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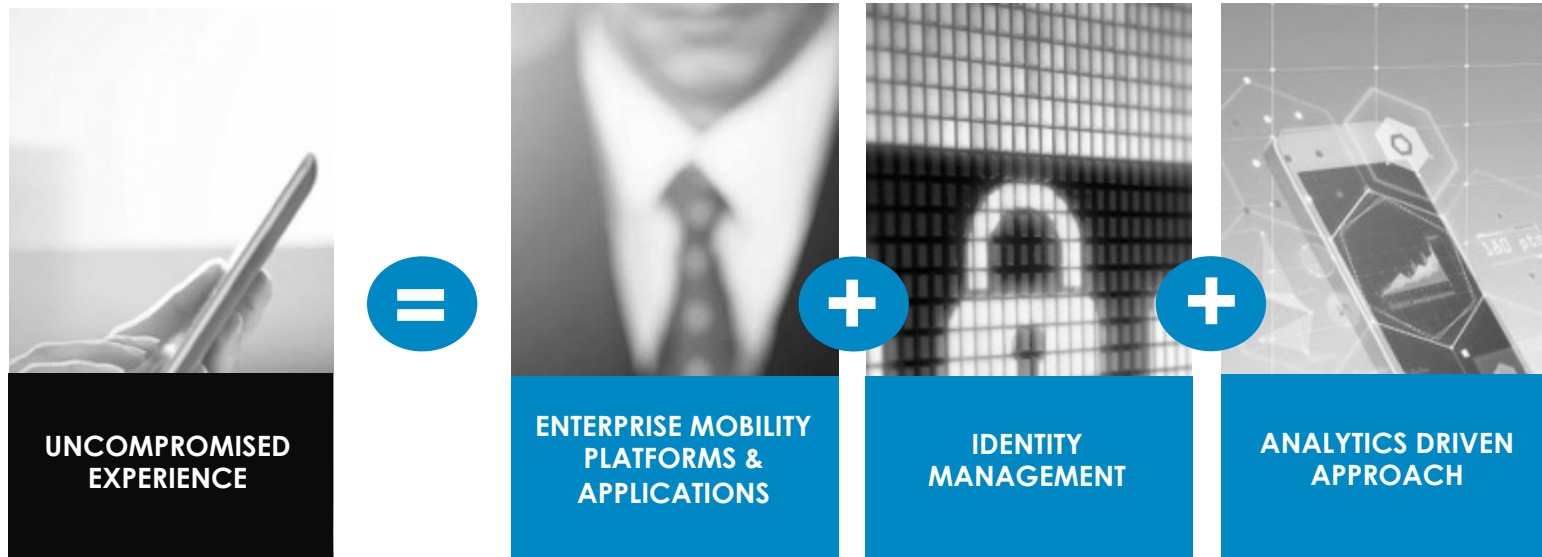


Multiple ISV integrations underway



Productivity GTM Approach and Roll-out

Our Vision



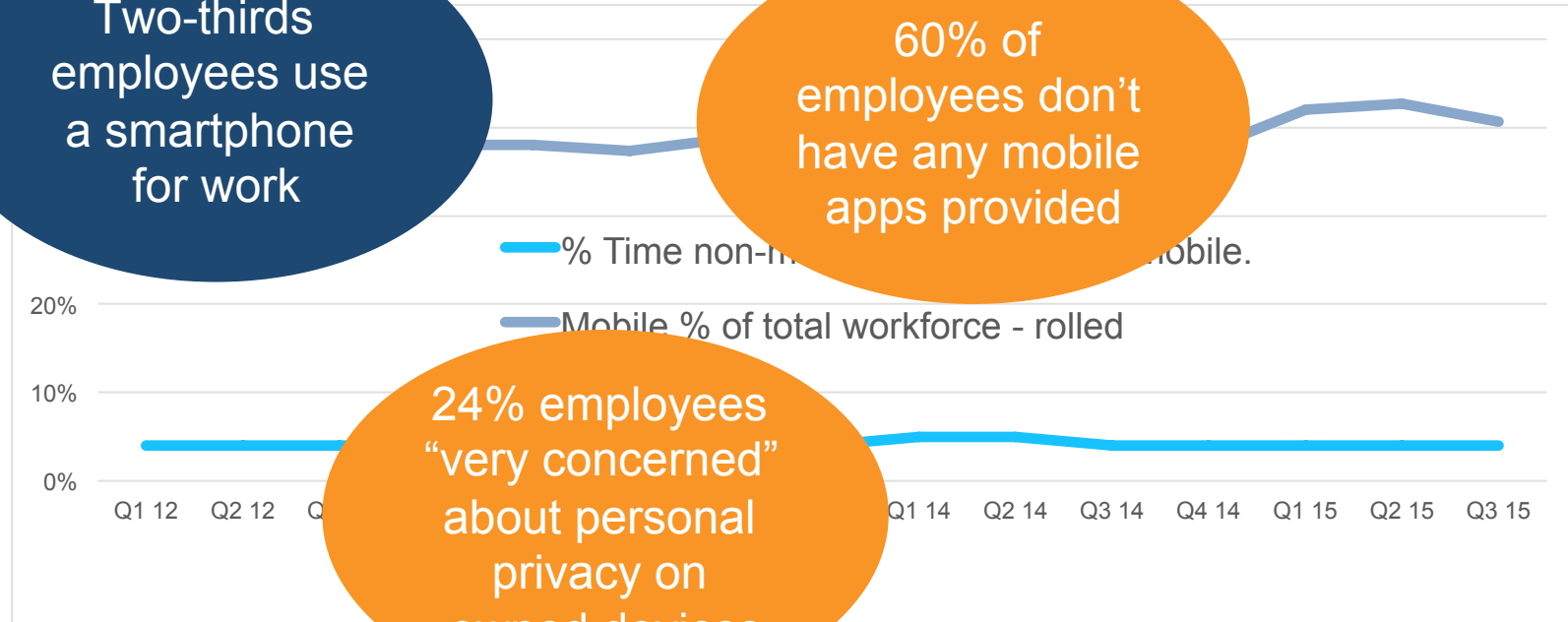
The uncompromised frictionless mobile experience

Mobility is Static in Enterprise

Two-thirds
employees use
a smartphone
for work

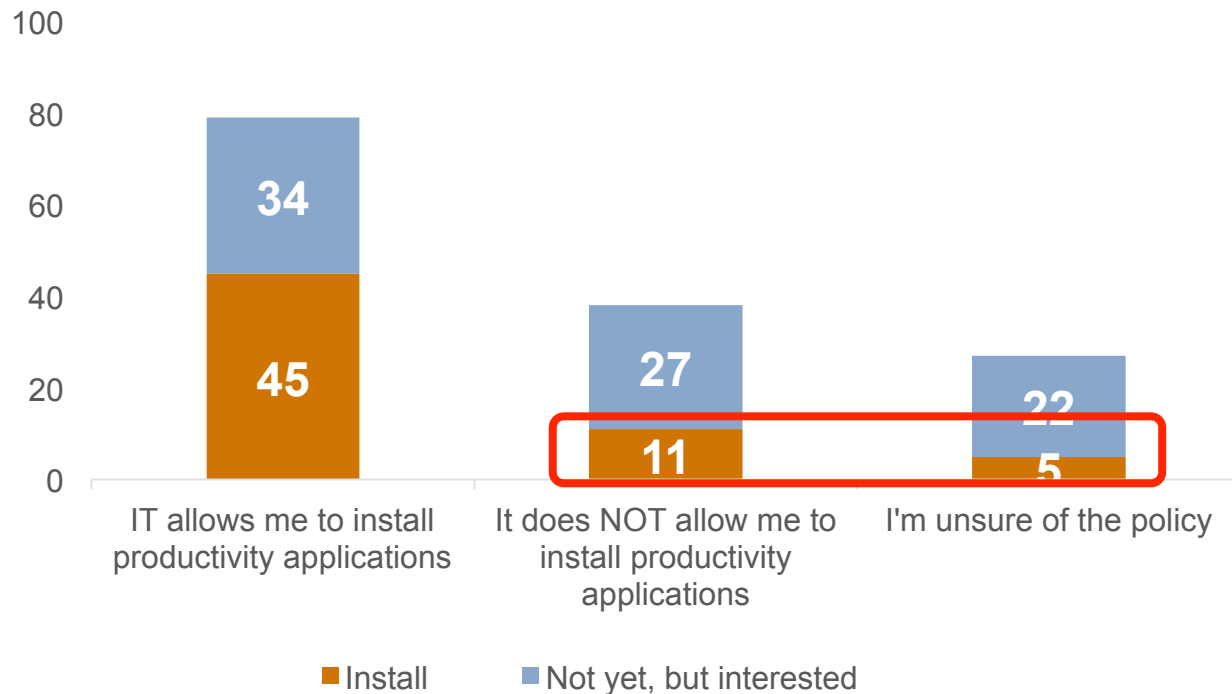
60% of
employees don't
have any mobile
apps provided

24% employees
"very concerned"
about personal
privacy on
owned devices



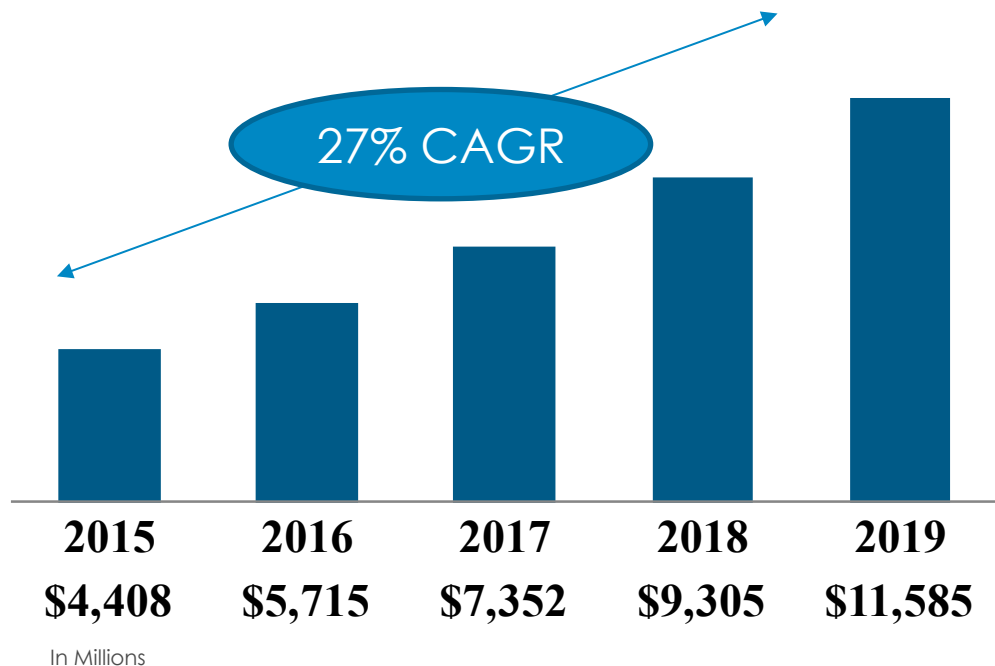
Base: 451 Research.

Employees Will Always Find Work-Arounds



Base: 451 Research's Consumer survey, Q4 2015.

Mobility Market Large Market Growing Significantly



Base: 451 Research

Synchronoss' Mobility Value Proposition



**Deep Heritage in
Mobility and
Security**



**Built for Businesses
with Exacting Security
Requirements**

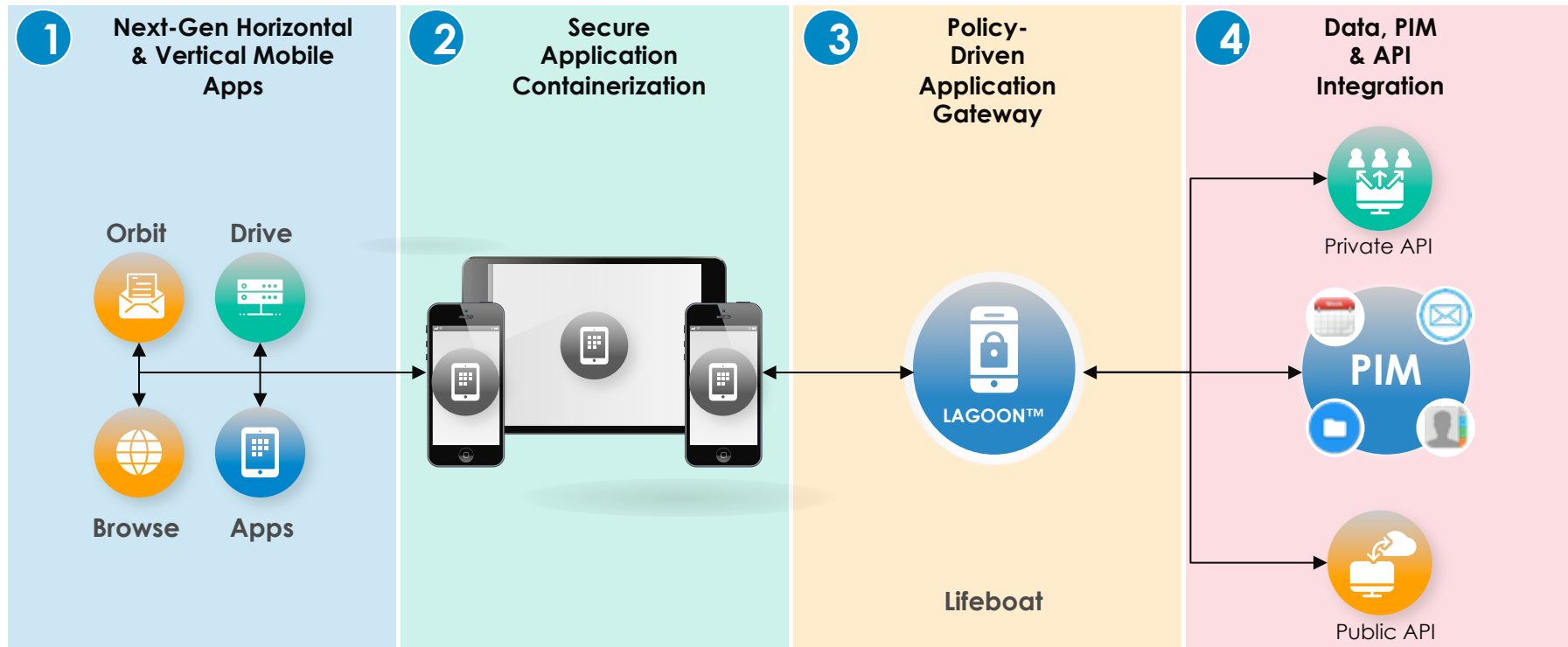


**Committed to Providing
the Most Rewarding
Client Experience**



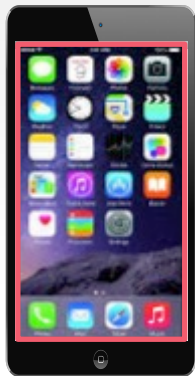
**A Platform that
Looks Forward
not Back**

Unique Platform Approach



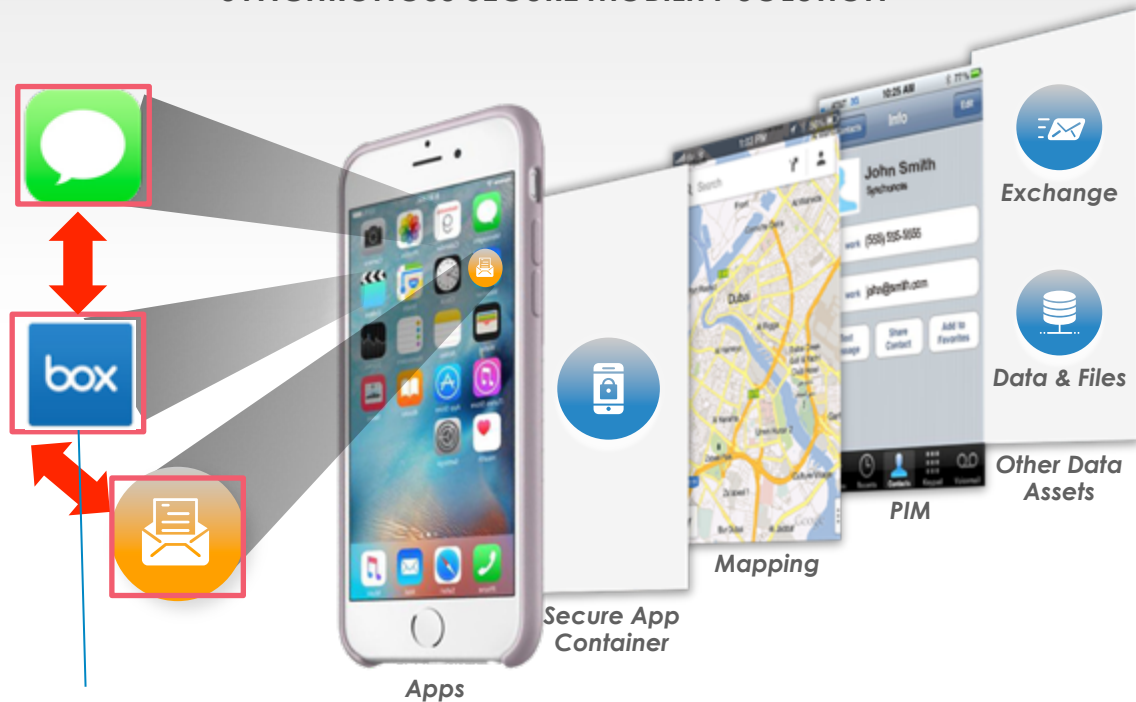
How is it different?

LEGACY EMM

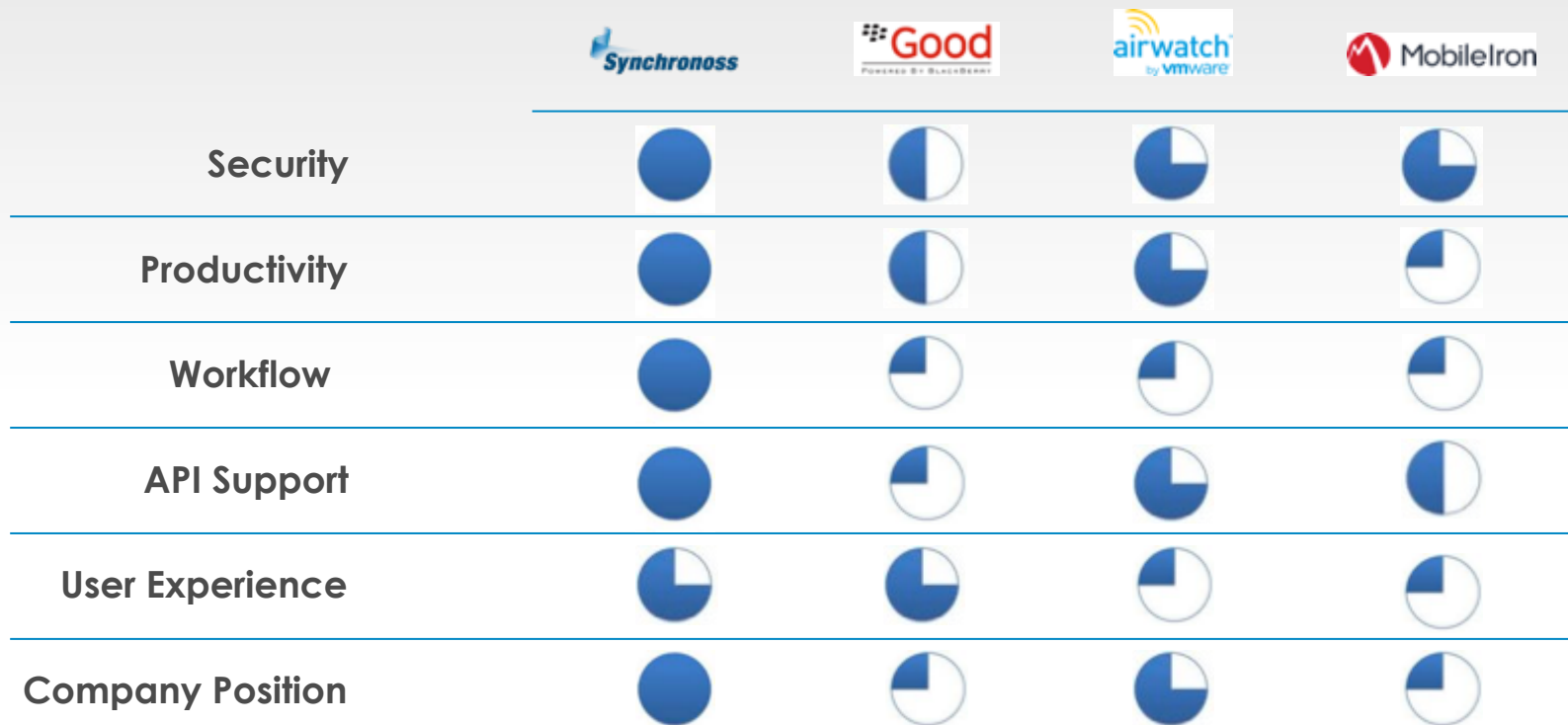


- Device management utility (MDM)
- Not architected for next-gen mobile apps
- Compromises personal content

SYNCHRONOSS SECURE MOBILITY SOLUTION



EMM Market Comparison



Strategic Mobility Roadmap

ISV
INTEGRATIONS

PRODUCTIVITY
FEATURES

DATA &
ANALYTICS

ENTEPRISE GO-TO-MARKET STRATEGY

2016

NORTH AMERICA FOCUS



Fin. Serv.



Life Sciences



Healthcare



Legal

Direct

Indirect

2017

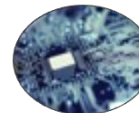
GLOBAL



Energy



Public Sector



Hi-Tech



Pro Services

Channel & Alliance Development



Messaging



File Share



Advisory Consulting



Advisory Consulting



Device Manufacturer

Secure Mobility Platform – Solid Customer Traction



ACTIVE USERS

>20,000



PILOT USERS

>25,000



HEALTHCARE



LEGAL



FINANCIAL SERVICES



LIFE SCIENCES

Synchronoss Key Objectives

Revenue Diversification

<50%

Grow key accounts,
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verizon



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International to be one
quarter of total revenue



Enterprise Revenue

\$100M+

Enterprise revenue to grow
diverse SaaS business



verizon

EBU a key driver in the Path to \$1B in annual Revenue

Demo – Prime Brokerage Document Negotiation



SNCR

Finance

Karen Rosenberger
EVP, Chief Financial
Officer

June 9, 2016

Key Investor Highlights



Positioned at the center of powerful growth trends



Uniquely positioned to scale enterprise – high profile, highly motivated customers



Proven execution in launching new offerings, diversifying business, improving long-term profits



Clear, sustainable global leadership position in cloud, significant long-term runway



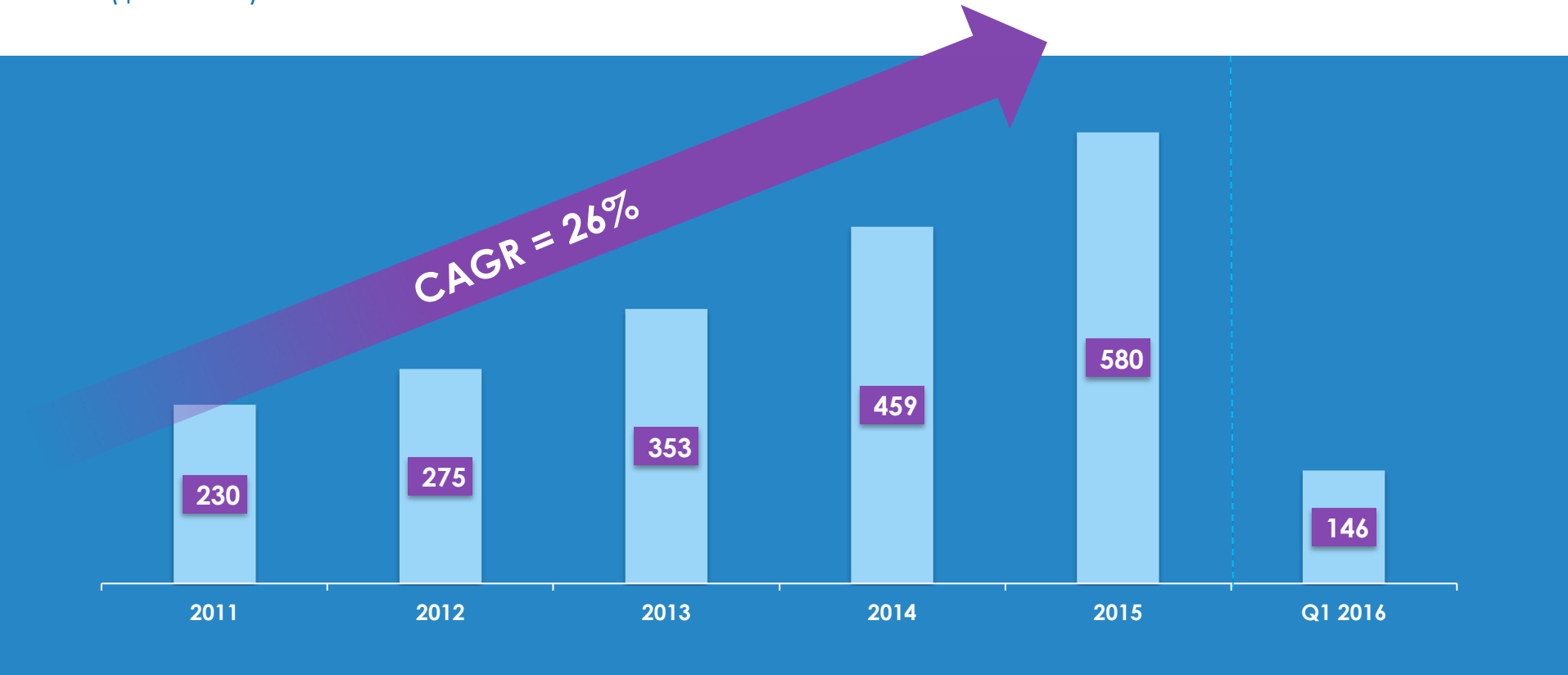
Scale, Revenue Growth, Margins and Free Cash Flow

2015 Financial Results

FY 2015	Non-GAAP	Non-GAAP Highlights
Revenue	\$580.1m	Up 26% YoY
Cloud Revenue	\$310.1m	Up 46% YoY
Activation	\$270.0m	Up 9% YoY
Gross Margin	\$356.8m	62% GM
Operating Income	\$162.6m	28% OM
EPS	\$2.23	Up 25% YoY

Non-GAAP Revenue Growth

(\$ millions)

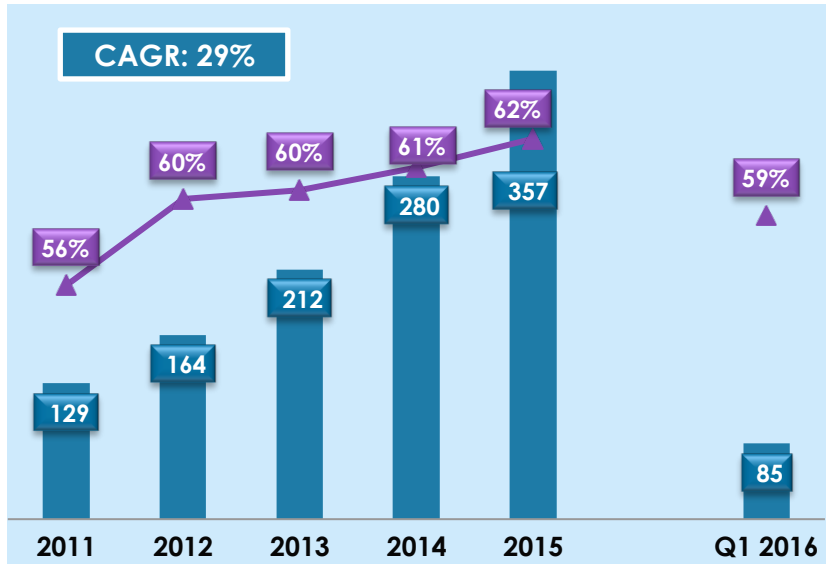


Balance of Growth & Profitability

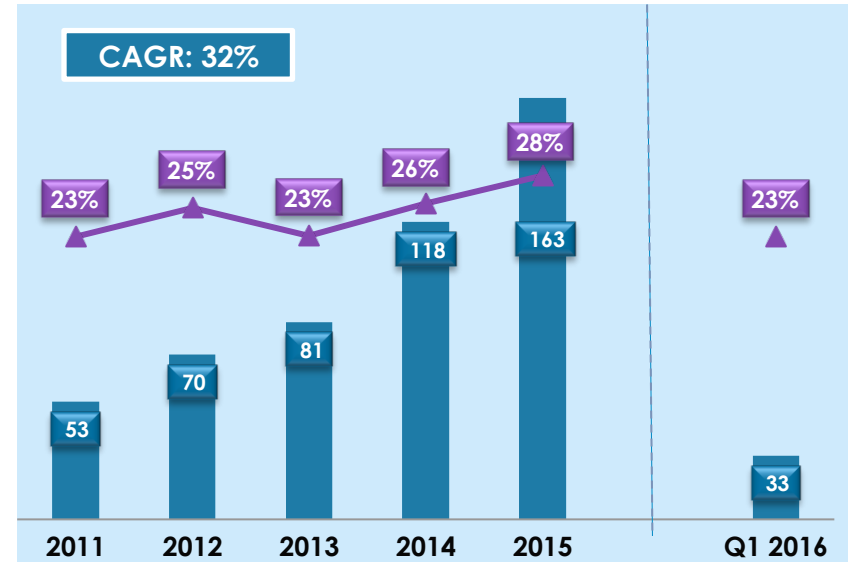
(\$ millions)



Non-GAAP Gross Profit and Margins



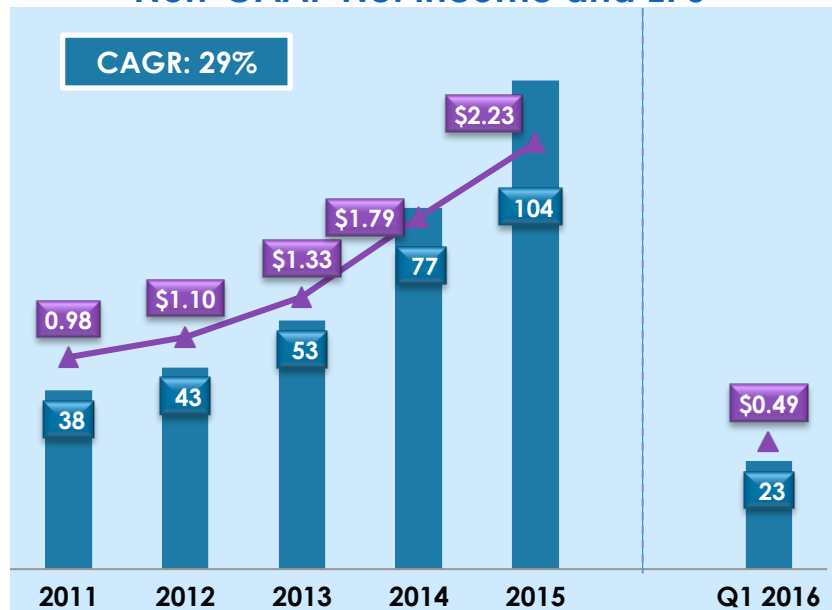
Non-GAAP Operating Profit and Margins



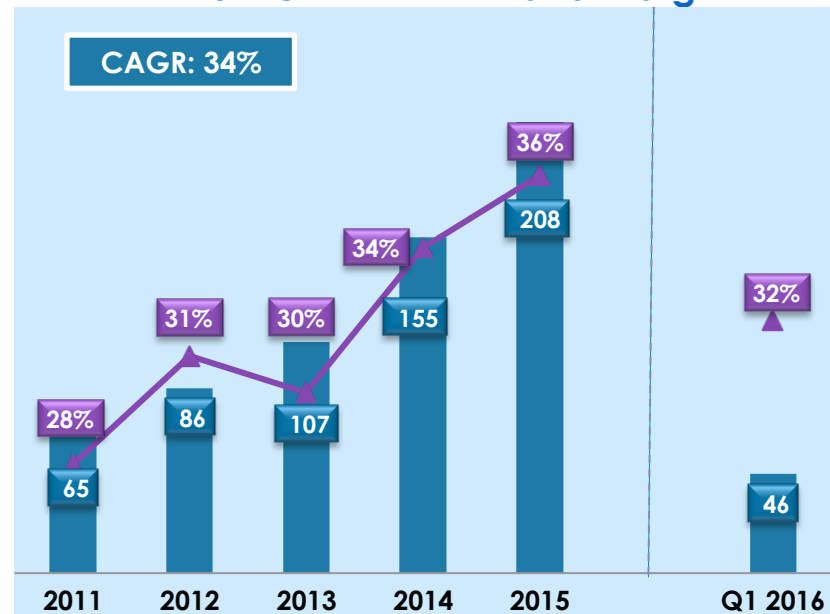
A Deeper Dive into Model Leverage

(\$ millions, except per share amounts)

Non-GAAP Net Income and EPS



Non-GAAP EBITDA and Margin

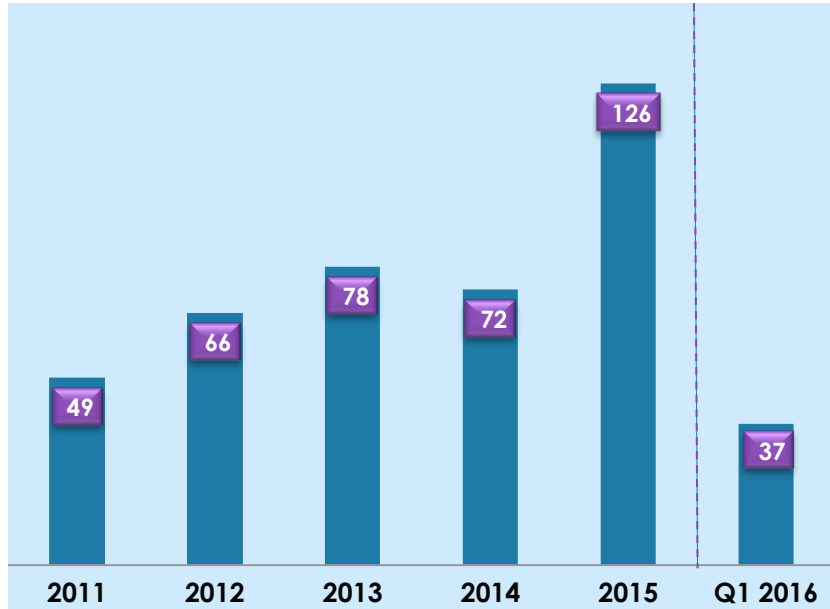


Poised for Record Free Cash flow

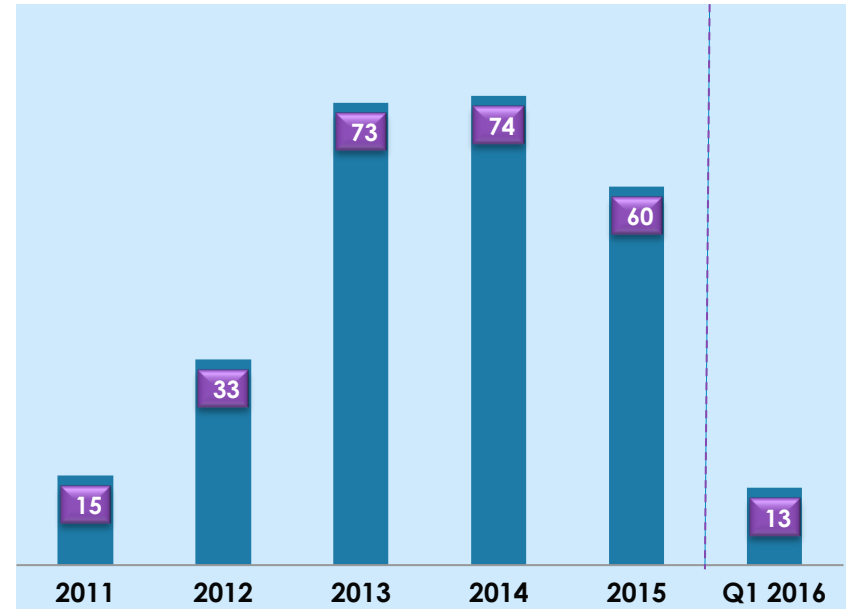
(\$ millions)



Non-GAAP Cash Flow from Operations

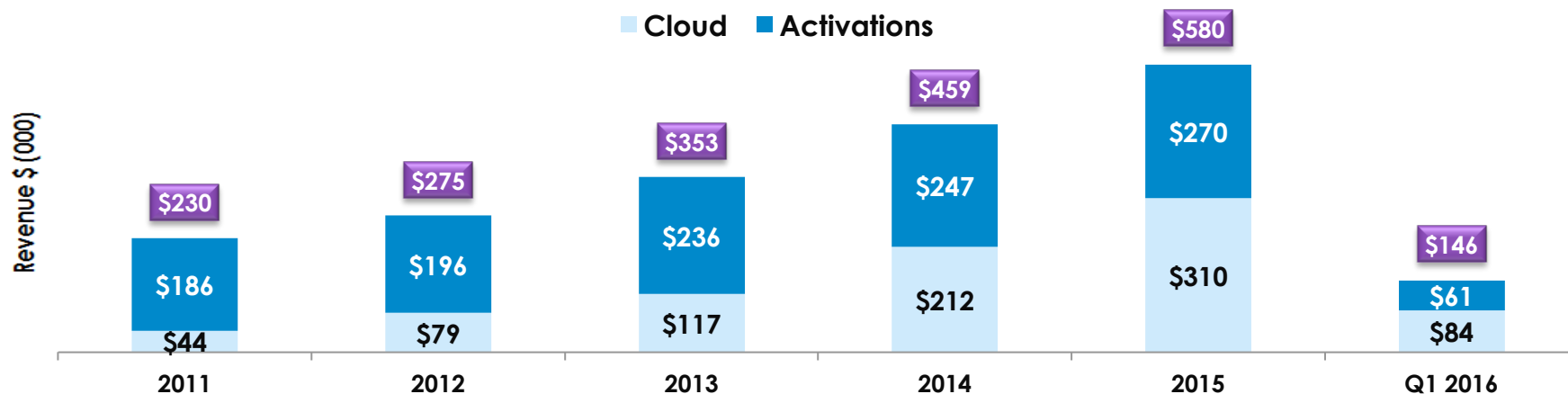


Capital Expenditures



2016 on pace for 15-20% increase in free cash flow

Non-GAAP Revenue Composition Over Time



2016 Financial Guidance

Non-GAAP	Q2 2016	FY 2016
Revenue	\$155m - \$160m Up 14% YoY at midpoint	\$665m - \$685m Up 16% YoY at midpoint
Cloud Revenue	\$92m - \$95m Up 30% YoY at midpoint	\$390m - \$400m Up 27% YoY at midpoint
Activation	\$63m - \$65m 3% decline YoY at midpoint	\$275m - \$285m Up 4% YoY at midpoint
Gross Margin	60% GM	60% - 61% GM
Operating Income	23% - 24% OM	24% - 26% OM
EPS	\$0.51 - \$0.55	\$2.32 - \$2.56

*As of Earnings Call, May 5th

Attractive Long-term Operating Model – Non-GAAP

	2011	2012	2013	2014	2015	Long-term Target *
Gross Margin	56%	60%	60%	61%	62%	65-67%
Operating Margin	23%	25%	23%	26%	28%	32-34%
Adjusted EBITDA Margin	28%	31%	30%	34%	36%	37-39%

* As a percentage of Non-GAAP revenue

Long-term target assume no costs related to acquisitions and assume adjustments for stock-based compensation, deferred revenue write-down and adjustments for amortization of acquired intangibles commensurate with historical levels

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