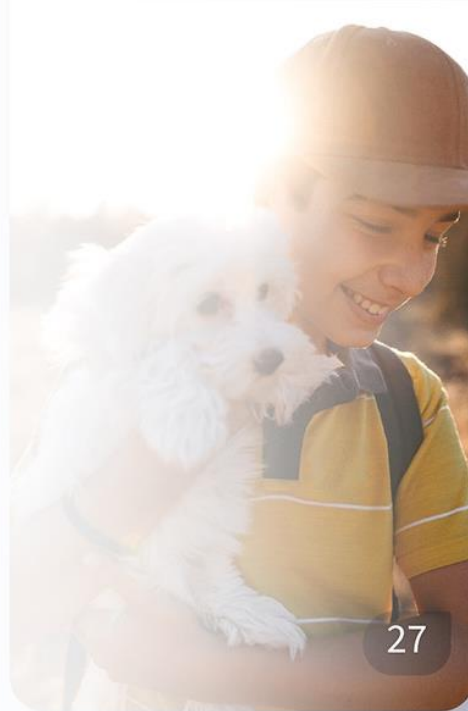




# Investor Presentation

Nasdaq: SNCR

January 2025



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In addition to US GAAP financials, this presentation includes certain non-GAAP financial measures. These non-GAAP measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with US GAAP. A reconciliation of historical non-GAAP measures to historical GAAP measures is contained in the Appendix. All non-GAAP measures are derived from numbers prepared in accordance with GAAP.

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# Synchronoss Leadership



**Jeffrey Miller**  
President, CEO & Director

PRIOR AFFILIATIONS



**Jeff Miller** serves as President and Chief Executive Officer (CEO) and as a member of the Company’s Board of Directors.

Jeff previously served as President for IDEAL Industries Technology Group, focusing on designing and delivering solutions for smart commercial buildings and spaces. Jeff also serves on the Board of 1871, Chicago’s largest start-up incubator, and on the non-profit Boards of Aspire Chicago and Junior Achievement.

Before joining IDEAL Industries in 2017, Jeff completed a 16-year career with Motorola, most recently as Corporate Vice President and General Manager of Operations in North America for Motorola Mobility, LLC.

Jeff graduated with a B.S. degree from Miami University and later earned his MBA from The Ohio State University.



**Lou Ferraro**  
Chief Financial Officer

PRIOR AFFILIATIONS



**Lou Ferraro** serves as Chief Financial Officer (CFO) at Synchronoss. Previously Lou served as the company’s EVP of Financial Operations and CHRO.

Prior to joining Synchronoss, Lou worked as a business consultant for the Populus Group supporting Comcast Corporation. From 2014 to 2016, Lou was the COO/CFO of BrandYourself.com Inc. where he led the finance and operations team during a period of intense growth. From 2010 to 2014, Lou served as CFO of AWI/iMobile as well as CEO for the Magicpins.com business unit. From 2008 to 2010, Lou served as CFO of Vitaltrax.com.

From 2004 to 2008, Lou was an SVP for IDT where he founded TuYo Mobile, a wireless MVNO. From 1991 to 2004, Lou worked for AT&T Mobility. Prior to that, he held various finance and operations positions at Verizon Wireless.

Lou graduated with a B.S. degree from Montclair State University and earned his CPA in NJ.



# The Synchronoss Cloud

## Your World, Always with You.

Synchronoss creates innovative cloud solutions that help our Global Service Providers connect, secure, and enrich the digital lives of their subscribers with trusted, seamless experiences – driving revenue growth and retention.

# Trusted Global Cloud Partnerships

**NASDAQ** SNCR

**Headquarters**  
**Bridgewater, NJ**

~750 employees  
~150 worldwide patents

**Customers**

10 Top Tier  
Cloud Deployments

**~50M**

Photos  
Processed Daily

**11M+**

Registered Cloud  
Subscribers

**400M+**

Addressable Market  
Of Subscribers

**\$2B+**

Cloud Revenue Generated  
for our Partners

**verizon**



**AT&T**

**SoftBank**

**Straight  
Talk**

**total  
wireless**

**SIMPLE Mobile**

**ASSURANT**

**Frontier  
COMMUNICATIONS**

**Tracfone**

**proximus**

**SFR**

# Key Company Metrics

**5%**

Cloud Subscriber growth  
year-over-year in Q3 2024

**92%**

Recurring Revenue  
in Q3 2024

**>75%**

Vast majority of revenue  
in long-term contracts

**\$172MM - \$175MM<sup>1</sup>**

2024 Revenue guidance

**\$47MM - \$48MM<sup>1</sup>**

2024 Adj. EBITDA guidance

<sup>1</sup> Guidance as of November 2024

# Strategic Transformation into a Pure Play Cloud Company

Divested Non-Core Business Units

## Synchronoss Then: Pre-Divestitures

Complex Business Model

Non-SaaS Gross Margins

Low EBITDA Margin



64%<sup>(1)</sup>

Of Revenue

53%<sup>(1)</sup>

Of Employees

- Long-term cloud contracts with leading global carriers
- Proven ability to provide a trusted platform that enables customers to connect, engage and monetize subscribers



## NON-CORE ASSETS



messaging

~18%<sup>(1)</sup>

Of Revenue



network

EXPAND. EXCHANGE. EXPENSE.

~12%<sup>(1)</sup>

Of Revenue

Digital Experience Platform

~6%<sup>(1)</sup>

Of Revenue

## Synchronoss Today: Tier 1 Cloud Business

Cloud-Only

79% Adj. Gross Margin<sup>(2)</sup>

30% Adj. EBITDA Margin<sup>(2)</sup>

verizon



SoftBank



- Higher margin subscriber revenues delivered YoY GAAP revenue growth in 2024<sup>(3)</sup>
- SaaS-driven model: Incremental subscriber growth expected to drive improvements in gross margins to 75%+ and free cash flow
- Commercial foundation anchored by tier 1 global customers:
  - Verizon contract extension through 2030
  - AT&T contract extension through 2027
  - SoftBank contract through 2028

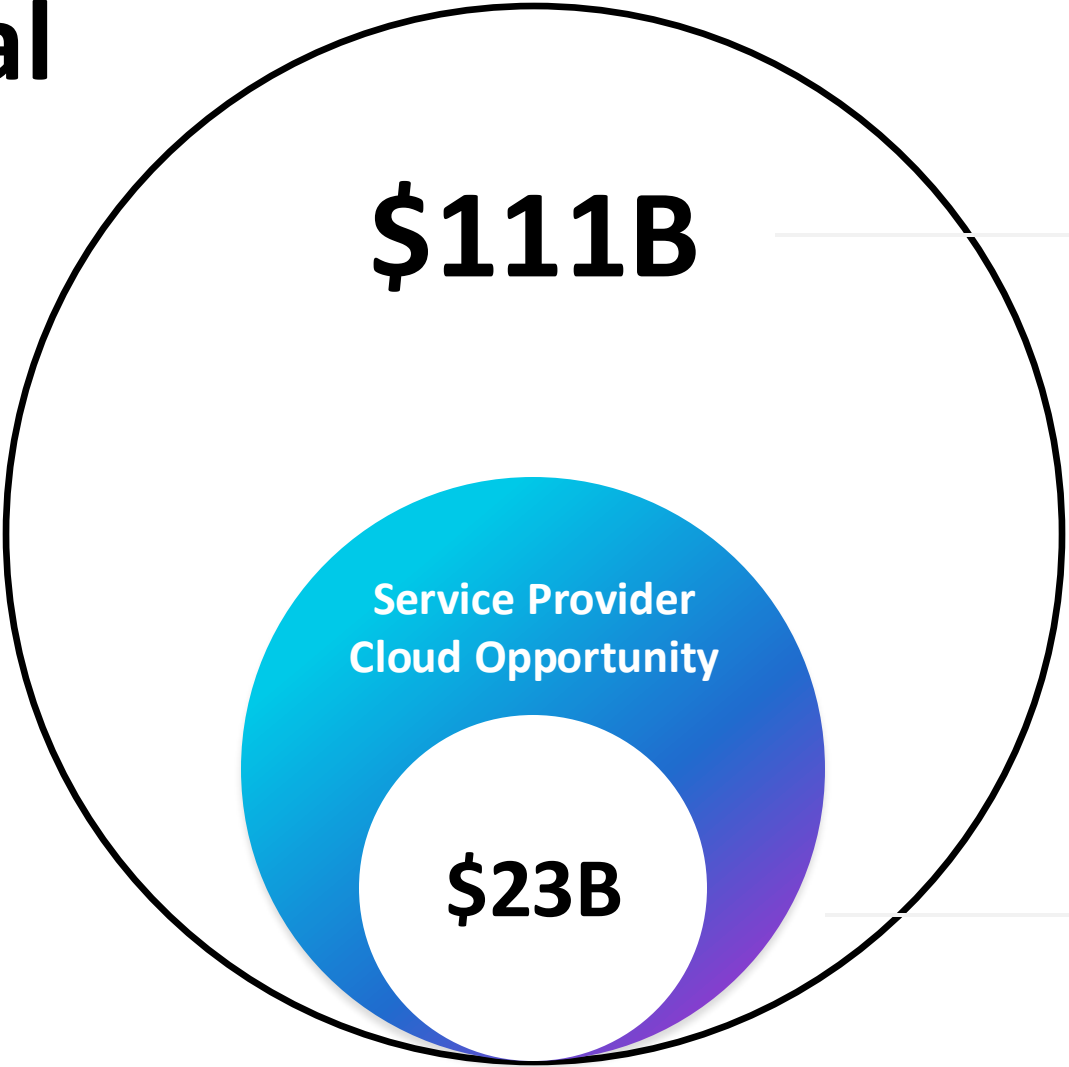
Notes: (1) Revenue and Employees % as of Q3 '23. (2) Represents 2025E metrics. (3) Pro forma Cloud GAAP Revenue Growth.

# A Massive Global Opportunity for Personal Cloud

More consumer data is being generated by and stored on smartphones every year.

Global Personal Cloud Compound Annual Growth (CAGR) is estimated to be 25% through 2029

MarketsandMarkets Research



Global Personal Cloud Market in 2029

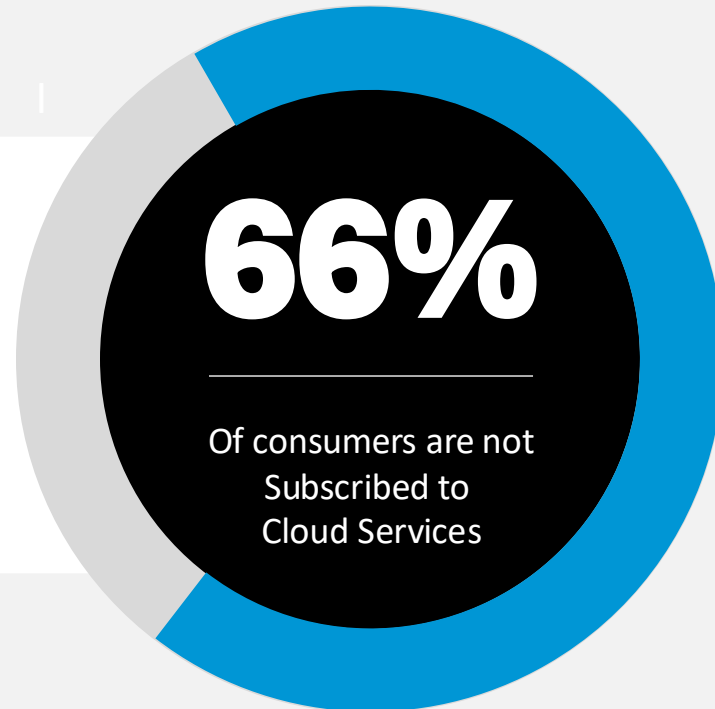
Global Personal Cloud Market in 2022



# Cloud Storage continues to be a significant opportunity

1. Significant portion of subscribers are not using any cloud storage
2. Consolidation of existing cloud platforms is an opportunity
3. Ability to compete with pricing power & trust

Only **34%** of digital subscribers have a **Cloud subscription** and **6%** are paying for multiple Cloud services



Source: Forbes Research - <https://www.forbes.com/advisor/personal-finance/digital-subscriptions-most-least-likely-to-cut-2023>

**20%** of consumers  
Do not backup their phone

Source: ADL Research & Analysis and Assurant & SNCR Research Study

**71%** of consumers  
Leave data unprotected

Source: ADL Research & Analysis and Assurant & SNCR Research Study

**86%** of consumers  
Would pay some amount  
to recover their lost data

\*\*Source: Corus Research



あんしんデータボックス

Anshin Data Box

Launched November 1, 2023

# Growth Opportunity Across SoftBank Brands

## Japan Market



**207M+**

Mobile  
Subscribers

C/EIC Data, Dec 2022

## Mobile Connectivity

SoftBank

Y!mobile

LINEMO

**50M+**

Smartphone  
Subscribers

Softbank News, Nov 2023

## Messaging Strategy



**90M+**

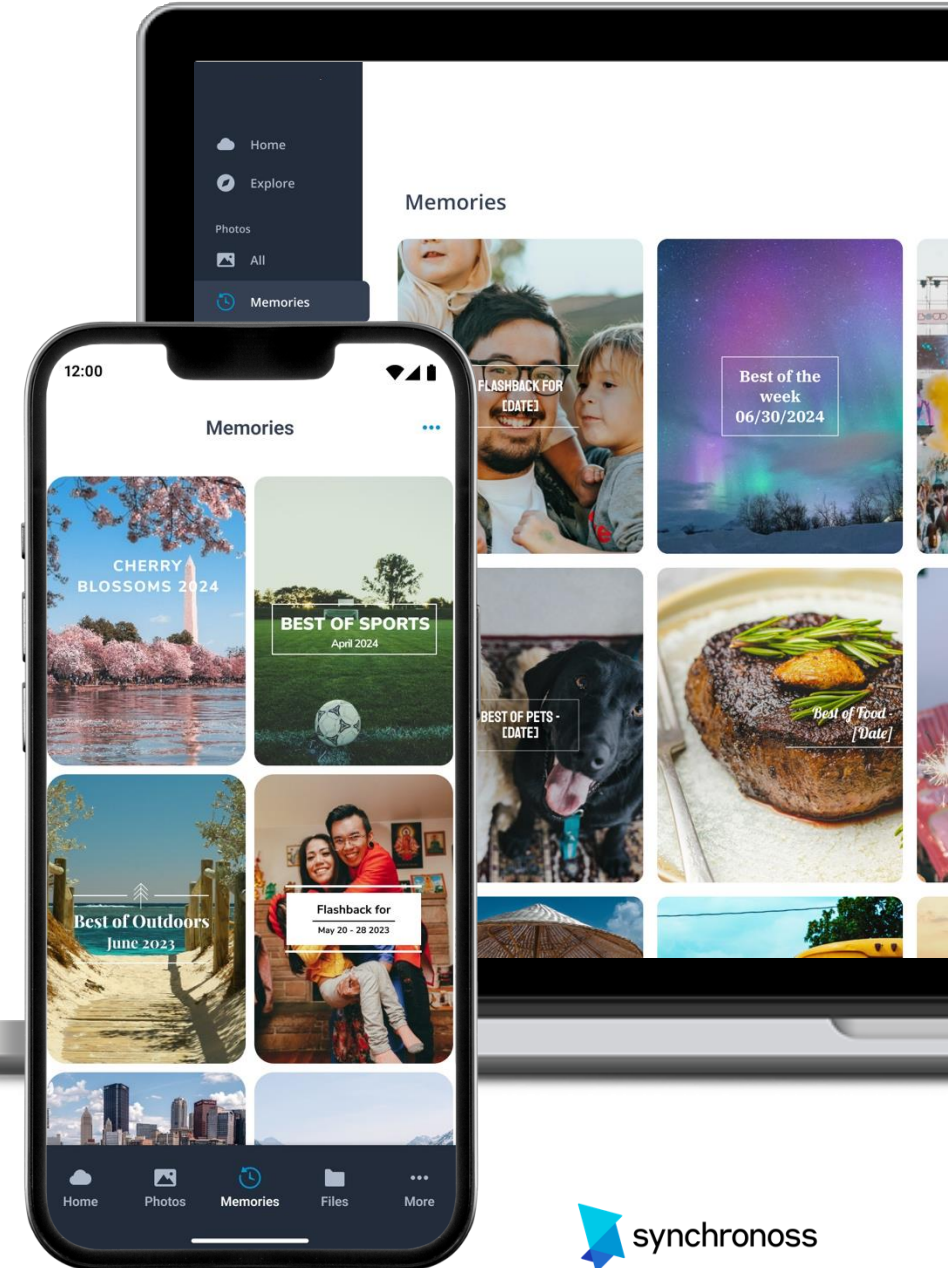
Messaging  
Subscribers

Signhouse Statistics 2023

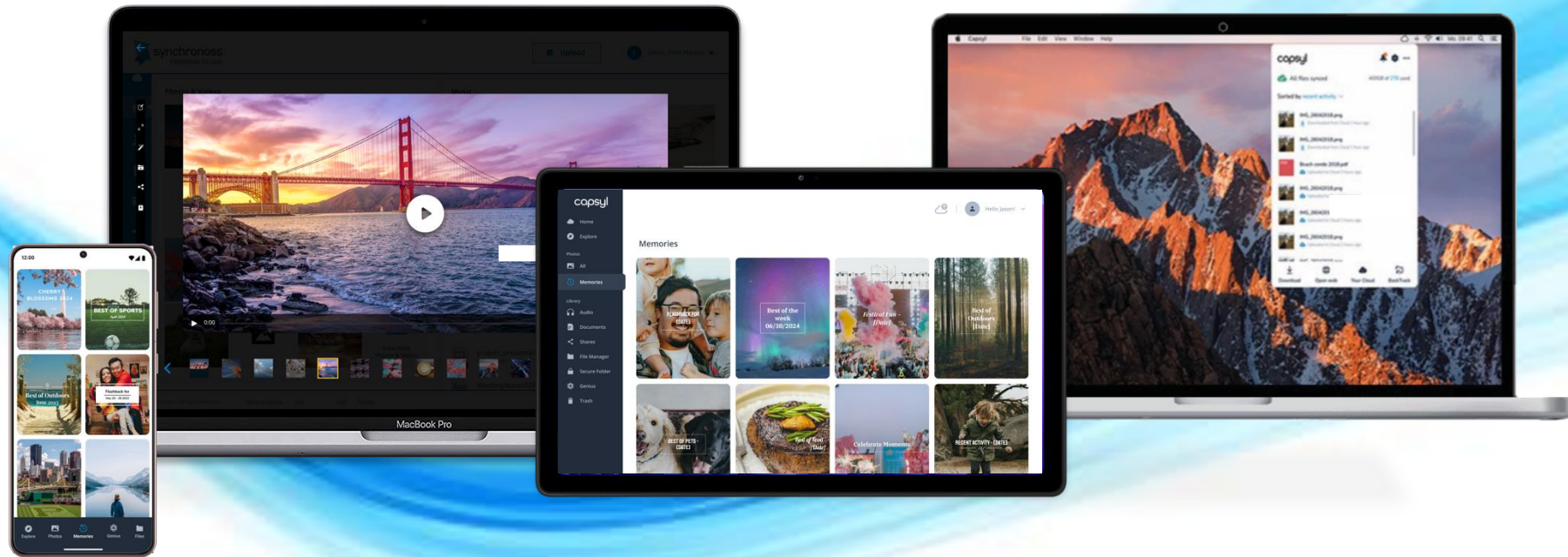


personal  
cloud

A smart and easy way to store, protect, organize, and share life's most precious memories—captured through photos, videos, contacts, music, and more.



# All Your Family's Digital Assets, **Protected and Connected**



## Device & Platform Agnostic

- Android/iOS
- Windows/Mac
- Web

## Data & Privacy

- Back-up & Clean
- Private Folder
- Big-Tech Freedom

## Organize & Search

- Collections
- Smart Tags
- Enhanced Search

## Share & Enjoy

- Shared Storage
- Slideshows
- Shared Albums

## Engaging Memories

- Smart Curated Memories
- Genius AI Photo Editor





# AT&T CLOUD

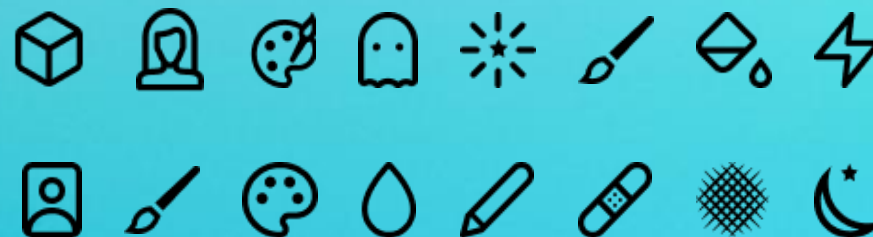
Tier 1 Consumer Experience





# Turn Ordinary Into Extraordinary with Genius AI

AI-powered Genius provides all the touchup tools you will need. From image enhancements and the photo colorizer, to repair and face optimization. Think of Genius as a smart editor for your photos.



ANIME

# Cloud Sales Channel Landscape

## RETAIL

### CORE & INDIRECT

Appointment Setting / BOPIS

Signage & Takeaways

Assisted Sales & Setup

## HOME

### ROUTER

OOBE

5G Home Act.

### TECHNICIANS

Upsell

Survey Coupon

### MAIL

Bill Inserts

Prints Sample

## CARE

### SUPPORT

Save Deals

Upsell

Training

### CHATBOT

Live Chat

Onboarding

Upsell

## DIGITAL

### .COM

Deals Page

Web Page

Buy Flow

MVA Dashboard

Confirmation Page

Loyalty Promos

### MY ACCOUNT

Deals Page

Web Page

Buy Flow

MVA Dashboard

Confirmation Page

Loyalty Promos

Push Notifications

### SMS/EMAIL

Upgrade Promo

Order Conf.

Order Status

Offer Eligibility & Entitlement

Offer Promo

### VAS APP

Digital Secure

Call Filter

Tech Coach

Smart Family

Travel Pass

Loyalty Promos

Push Notifications

## APP

### NOTIFICATIONS

In-App Push

Notifications

Data Permissions

### MARKETING

App Page

App Store SEM

Sponsored Ads

Promo Codes GC

Beachfront Prop

### MONETIZATION

Paywalls

Subscriptions

Print Store

Unlock Premium

### ONBOARDING

OOBE

Browser Exts.

Offers



# Financials



# Q3 2024 Financial Highlights

92%

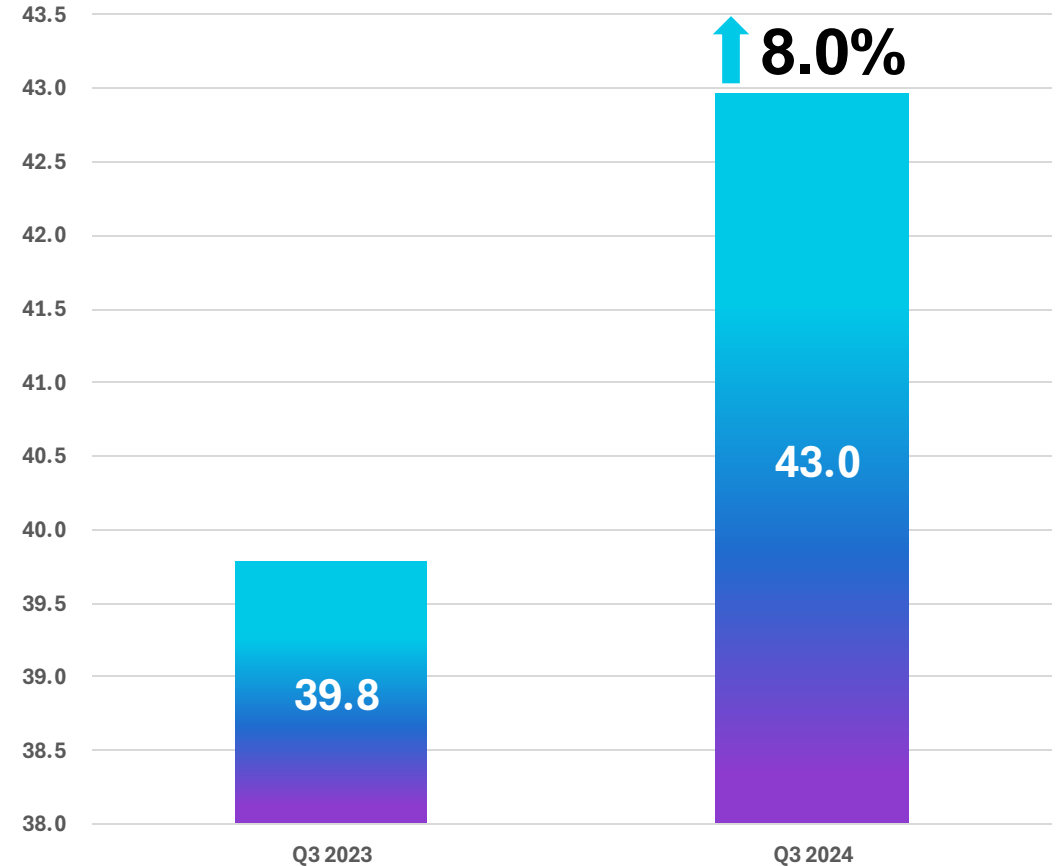
Recurring revenue profile  
Q3 2024

18

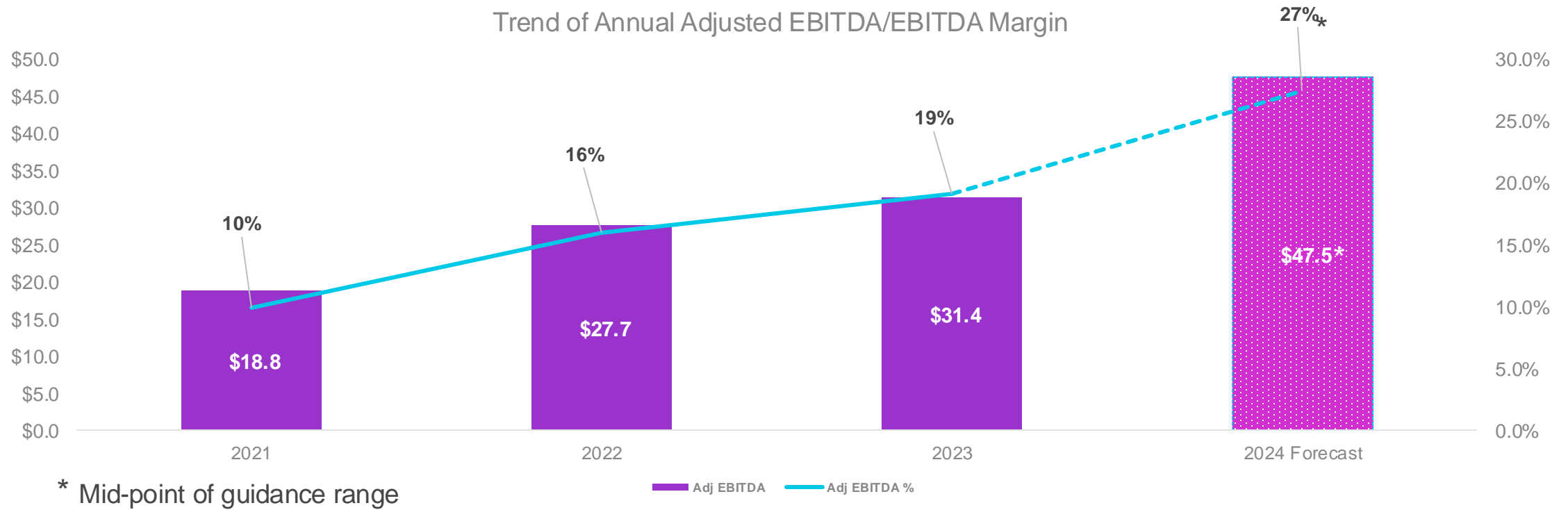
Quarters of 5% or higher  
Cloud Sub Growth

- Announced 5% year-over-year Cloud subscriber growth for the third quarter of 2024
- GAAP Gross Margin Expands to 69.6%; Adjusted Gross Margin Rises to 79.6%
- Adjusted EBITDA Improved 37% to \$12.7 Million
- Year-Over-Year, Net Loss increased by \$0.5M primarily due to a negative impact of foreign exchange losses of ~ \$5.5M

GAAP REVENUE



# Adjusted EBITDA Growth Set to Continue



- **Key drivers:** the shift to high-margin Cloud; a hosting transfer from physical data centers to 3rd party hosting; and expense savings of ~\$40 million achieved in 2022 and 2023
- **Future Adjusted EBITDA growth:** expected to be driven by incremental subscriber growth; and cost optimization efforts completed in Q4 2023

# 2024 Financial Guidance<sup>(1)</sup>

(\$MM)	Low	High	Management Commentary
<b>GAAP Revenue<sup>(2)</sup></b>	\$172.0	\$175.0	<ul style="list-style-type: none"> <li>Cloud business is expected to produce strong revenue growth, adjusted <b>gross margins of between 73-77%</b>, and adjusted <b>EBITDA margins of at least 27%</b> in 2024.</li> <li>Firmly positioned to achieve <b>Rule of 30</b> status in 2024 and on the path to <b>Rule of 40</b> in the coming years.</li> <li>Targeting material cash flows, to enable further improvement to capital structure over time.</li> </ul>
<b>Adjusted EBITDA</b>	\$47.0	\$48.0	
<b>Net Cash Flow</b>	At Least \$5 Million		<ul style="list-style-type: none"> <li>Due to the timing of our anticipated tax refund, we are updating our net cash flow to be approximately \$5 million this year. This does not reflect any change in the efficiency of the business, operating expenses or cash outflows.</li> </ul>

- We expect Global Cloud Subscriber growth to continue throughout 2024
- Projecting continued improvement in adjusted EBITDA performance
- Pending IRS Tax Refund now with Joint Committee for Final Review

# Pure-Play Cloud Business with Attractive Projected Financial and Operating Metrics

	2020 - 2023 <sup>1</sup>	2024 Target <sup>2</sup>	2-3 Year Targets <sup>2</sup>
<b>GAAP Revenue Growth</b>	Declining	5-8% growth	Double digit growth
<b>Recurring revenue %</b>	80-85%	90-92%	90%+
<b>Adjusted Gross Margin %<sup>3</sup></b>	59-65%	73-77%	75%+
<b>Adjusted EBITDA Margin %<sup>4</sup></b>	9-19%	27%+	30%+
<b>Free Cash Flow</b>	Negative	Positive	Positive

Note: Adjusted Gross Margin and Adjusted EBITDA Margin are Non-GAAP measures.

<sup>1</sup> 2020 – 2023 metrics based on reported Synchronoss results.

<sup>2</sup> Growth projections based on Pro Forma Cloud business.

<sup>3</sup> Refer to Appendix 1 for Adjusted Gross Margin calculations.

<sup>4</sup> Refer to Appendix 2 for Adjusted EBITDA Margin calculations.



# A Year of Growth & Innovation

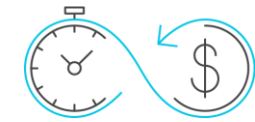
2024 marked a pivotal year in delivering innovation, trust, and seamless experiences to our partners and their subscribers



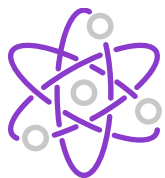
Extended Commercial Agreements in US, Europe & Asia



Achieved YoY revenue & subscriber growth through new channels & markets



Strengthened balance sheet by Recapitalizing outstanding Senior Notes



New AI-Driven Features with Genius



Milestone of over 11 Million Subscribers



Recognized as a leader in Cloud innovation by industry analysts



## Demo Synchronoss Cloud and the latest features with Capsyl



Scan QR Code to sign up using your mobile device

**Code: CES2025**



Download Capsyl for iOS or Android



Demo Capsyl Cloud for 30 Days

Q&A

# Thank You

