Investor Presentation

Nasdaq: SNCR

April 2024

What we do

Synchronoss delivers Personal Cloud-based solutions that drive consumer engagement and revenue growth for global network operators and service providers.

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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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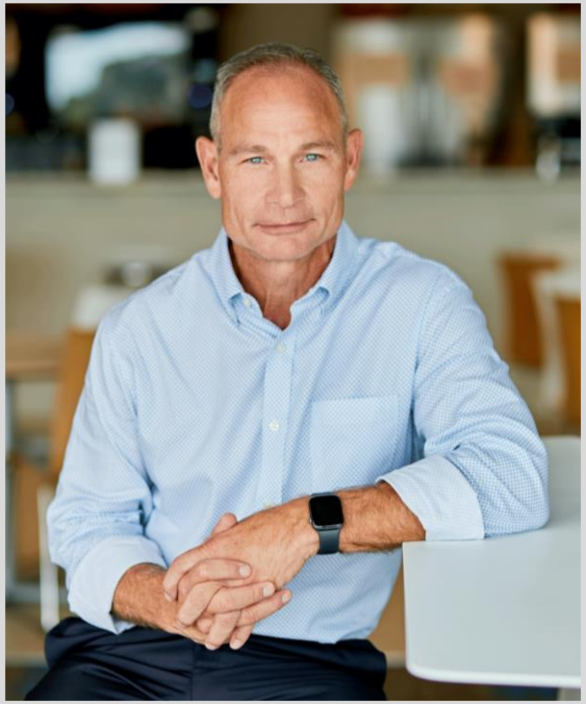
Synchronoss Leadership



Jeffrey Miller
President, CEO & Director

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.

PRIOR AFFILIATIONS

MOTOROLA | IDEAL INDUSTRIES, INC. | AT&T

Lou Ferraro
Chief Financial Officer

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.

PRIOR AFFILIATIONS

COMCAST | IDT | verizon | AT&T

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Company Profile

personal cloud

Nasdaq | SNCR

Headquarters
Bridgewater, NJ

~785 employees
~150 worldwide patents

Customers | 10 Top Tier Cloud Deployments

400M+
Addressable Market Of Subscribers

10M+
Registered Cloud Subscribers

200PB+
Managed across all deployments

$2B+
Cloud Revenue Generated for our Partners

verizon · AT&T · SoftBank · TRACFONE · Straight Talk · total wireless · SIMPLE Mobile

ASSURANT · vodafone · BT · Spectrum mobile · SFR · proximus

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Key Company Metrics

9%
Cloud Subscriber growth
year-over-year

400MM+
Cloud TAM
carrier subscribers

88%
Recurring Revenue
in Q4 2023

>75%
Contracts
majority of revenue in long-term contracts

$170MM - $175MM[1]
2024 Revenue guidance

$42MM - $45MM[1]
2024 Adj. EBITDA guidance

[1] Guidance as of March 2024

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Completed Strategic Divestiture of Non-Core Business Units

CORE ASSETS

personal cloud

71%* OF REVENUE

NON-CORE ASSETS

messaging

~16%* OF REVENUE

networkx
EXPAND. EXCHANGE. EXPENSE.

~12%* OF REVENUE

Sale to Lumine Group for UP TO $41.8M

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Pure-play Cloud Business

TIER 1 CUSTOMERS

verizon, AT&T, SoftBank, TRACFONE, BT, ASSURANT

>75% of revenues under 4+ year contracts

- Higher subscriber revenues expected to deliver YoY GAAP revenue growth in 2024**
- Projected consistent high-single-digit to low double-digit subscriber growth throughout 2024
- SaaS-driven model and incremental subscriber growth expected to drive 75%+ gross margins and free cash flow
- Commercial foundation anchored by Tier One global customers:
  - Verizon contract extension through 2030
  - 5-year agreement with SoftBank

*Revenue % Q3 2023

**Pro forma Cloud GAAP Revenue Growth

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Our Corporate Strategy is Fueling Long-Term Growth

Cloud Solution Approach

Recurring revenue business models that scale over time

Global GTM Strategy

Expand into large and growing markets

Subscriber Growth

Channel strategies & Anchor features

Business Optimization

Optimize Cloud Business Initiatives

With our Cloud Solution approach, the strategy is driving subscriber engagement, customer revenue growth, and churn reduction.

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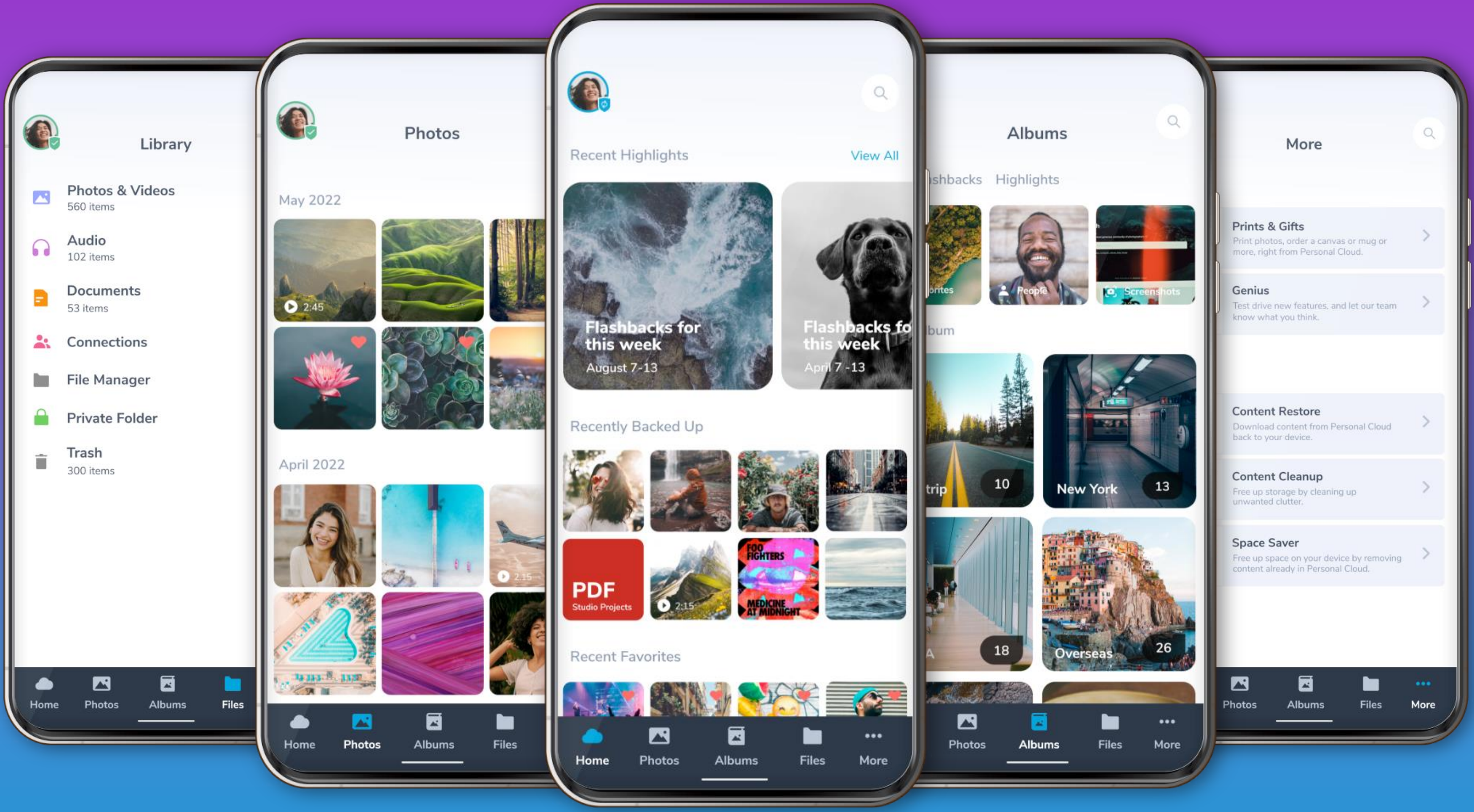
personal cloud



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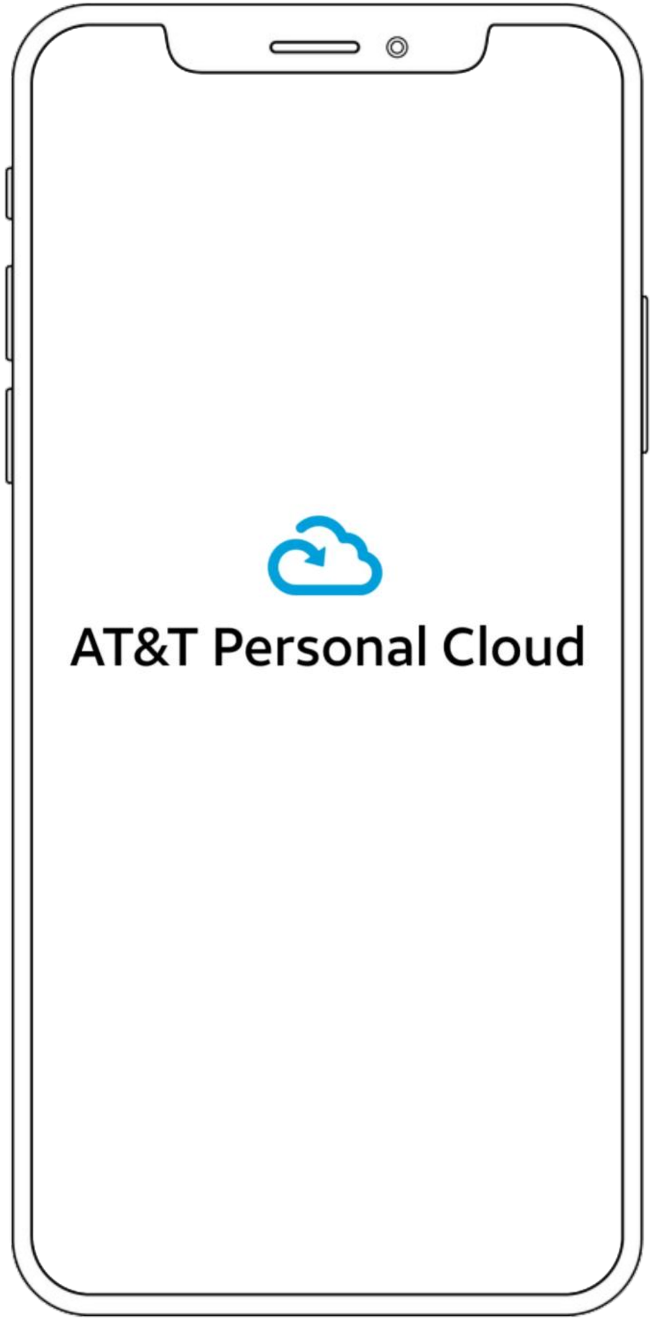
AT&T CLOUD

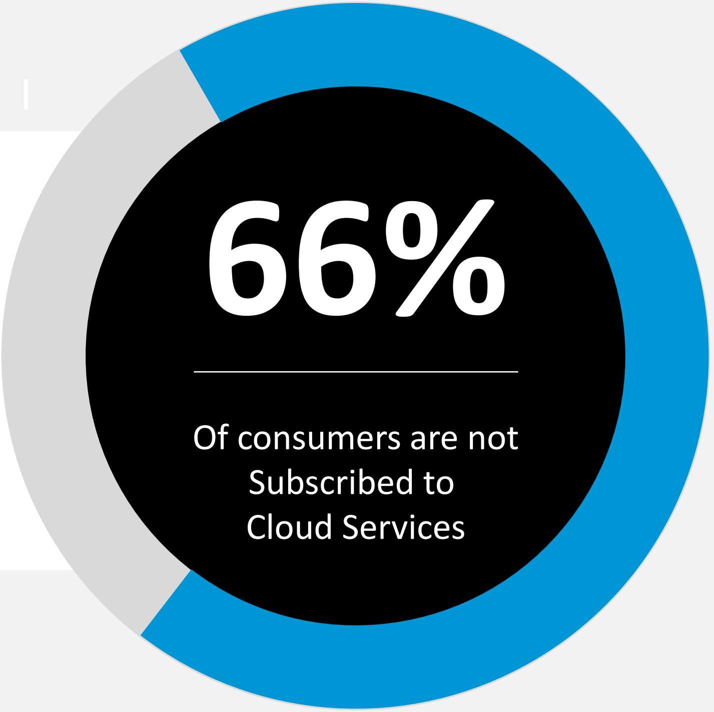
Tier 1 Consumer Experience



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 favorably 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-subcriptions-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

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Significant SoftBank Opportunity Across Brands

SoftBank

あんしんデータボックス
Anshin Data Box
Launched November 1, 2023

SoftBank Y! mobile
LINE MOBILE

LINE

Japan Market	Mobile Connectivity	Messaging App
207M+	**50M+**	**90M+**
Mobile Subscribers	Smartphone Subscribers	Users in Japan
[CEIC Data, Dec 2022]	[Softbank News, Nov 2023]	Signhouse Statistics 2023

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Cloud Sales Channel Landscape

RETAIL

CORE & INDIRECT
- Appointment Setting / BOPIS
- Signage & Takeaways
- Assisted Sales & Setup

HOME

ROUTER	TECHNICIANS	MAIL
OOBE	Upsell	Bill Inserts
5G Home Act.	Survey Coupon	Prints Sample

CARE

SUPPORT	CHATBOT
Save Deals	Live Chat
Upsell	Onboarding
Training	Upsell

DIGITAL

.COM	MY ACCOUNT	SMS/EMAIL	VAS APP
Deals Page	Deals Page	Upgrade Promo	Digital Secure
Web Page	Web Page	Order Conf.	Call Filter
Buy Flow	Buy Flow	Order Status	Tech Coach
MVA Dashboard	MVA Dashboard	Offer Eligibility & Entitlement	Smart Family
Confirmation Page	Confirmation Page	Offer Promo	Travel Pass
Loyalty Promos	Loyalty Promos		Loyalty Promos
	Push Notifications		Push Notifications

APP

NOTIFICATIONS	MARKETING	MONETIZATION	ONBOARDING
In-App Push	App Page	Paywalls	OOBE
Notifications	App Store SEM	Subscriptions	Browser Exts.
Data Permissions	Sponsored Ads	Print Store	Offers
	Promo Codes GC	Unlock Premium	
	Beachfront Prop		

Choosing Cloud Storage isn't as simple as selecting what your Mobile OS provides...

Mobile Phone

Personal Computer

Email

Family Sharing

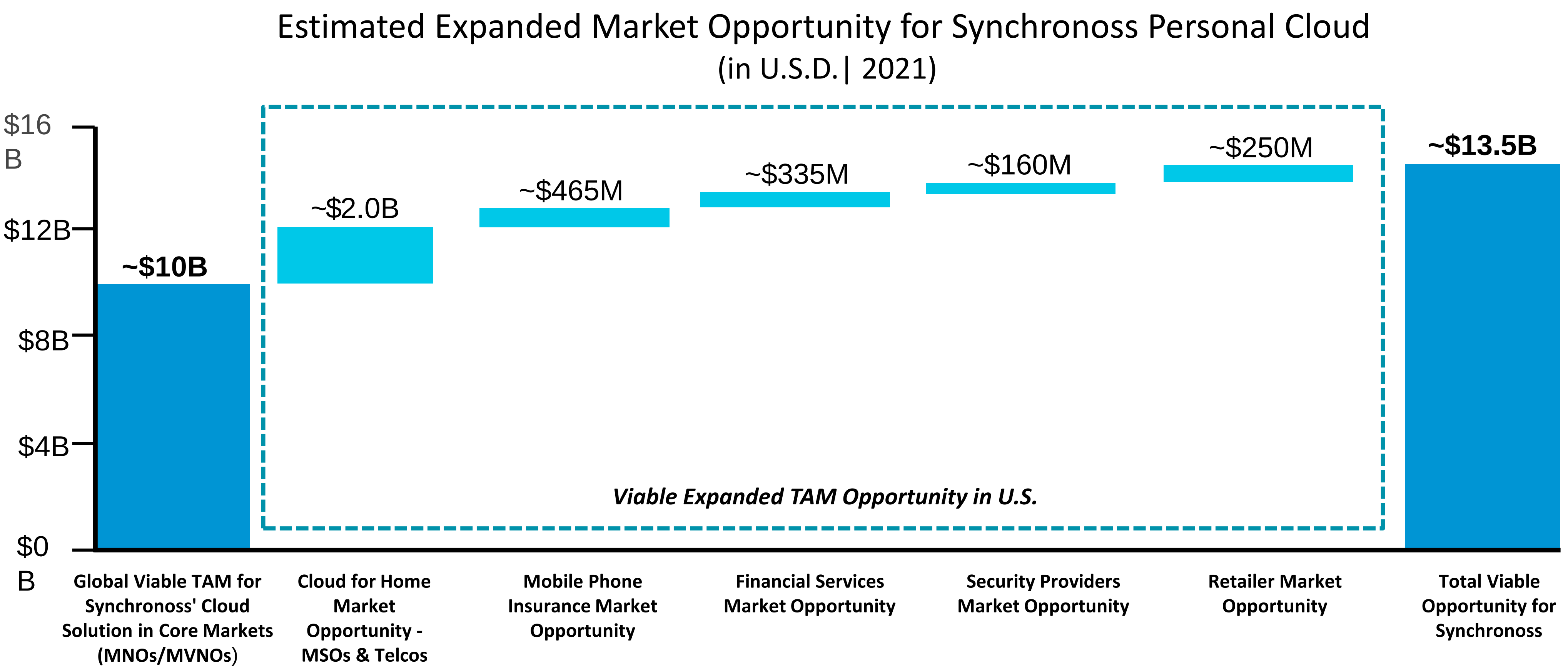
Content Accessibility

IOT Devices

Households have, on average, 21 digital devices* across OS and Family Members.

*2023 Deloitte "Connected Consumer" study

Additional Growth Possible by Further Penetration of $13.5B Market Opportunity



Source: Stax interviews, web survey, and analysis, May-June 2022; Synchronoss Internal Data; Wireless Provider 10Ks and Investor Publications; FED; Pew Research Center.
Note: Total market opportunity assumes maximum adoption, which was determined from Stax's web survey. Maximum adoption represents current adoption and subscribers that are interested in purchasing/using a cloud solution from each segment.

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Financials

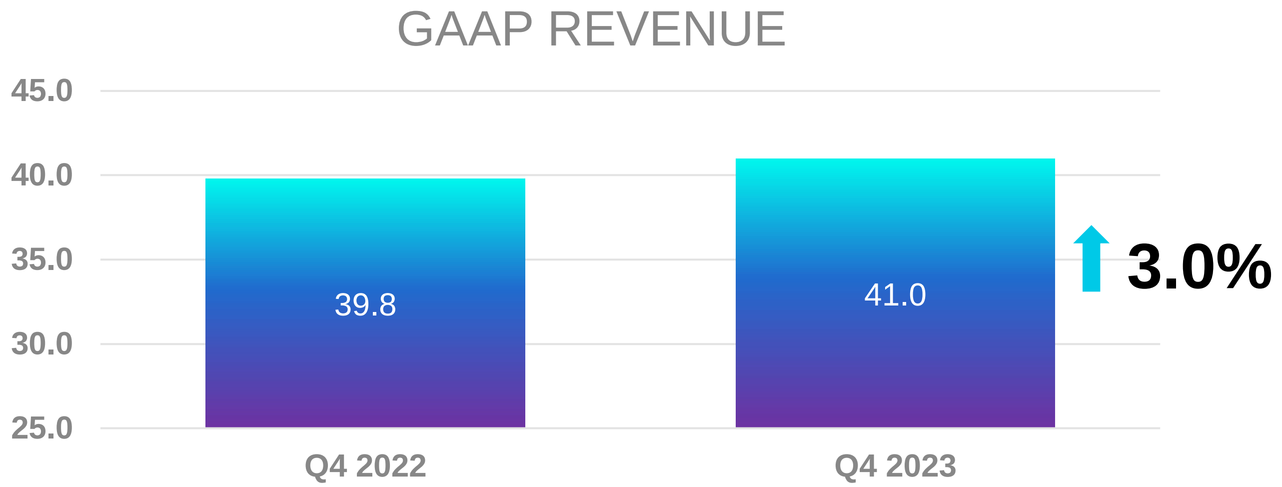
Consistent Cloud Revenue Performance

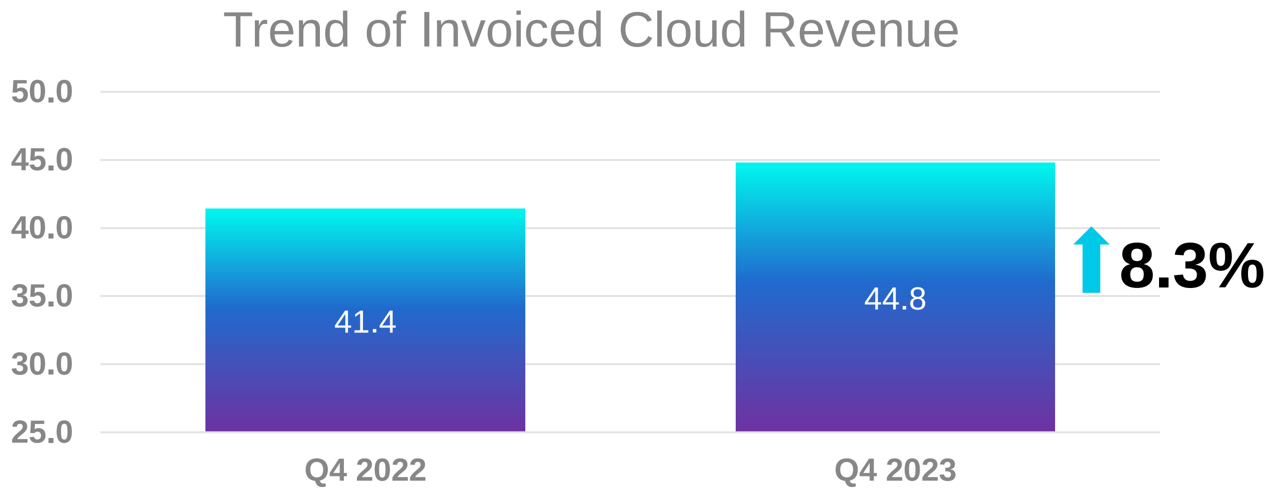
88%

recurring revenue profile Q4 2023

15

quarters of 9% or higher Cloud subscriber growth





- Announced 9% year-over-year Cloud subscriber growth for the fourth quarter of 2023
- Secured a contract extension with Verizon through 2030, building upon the 10-year partnership
- Launched with SoftBank in Q4, one of the largest Tier 1 global operators in Japan

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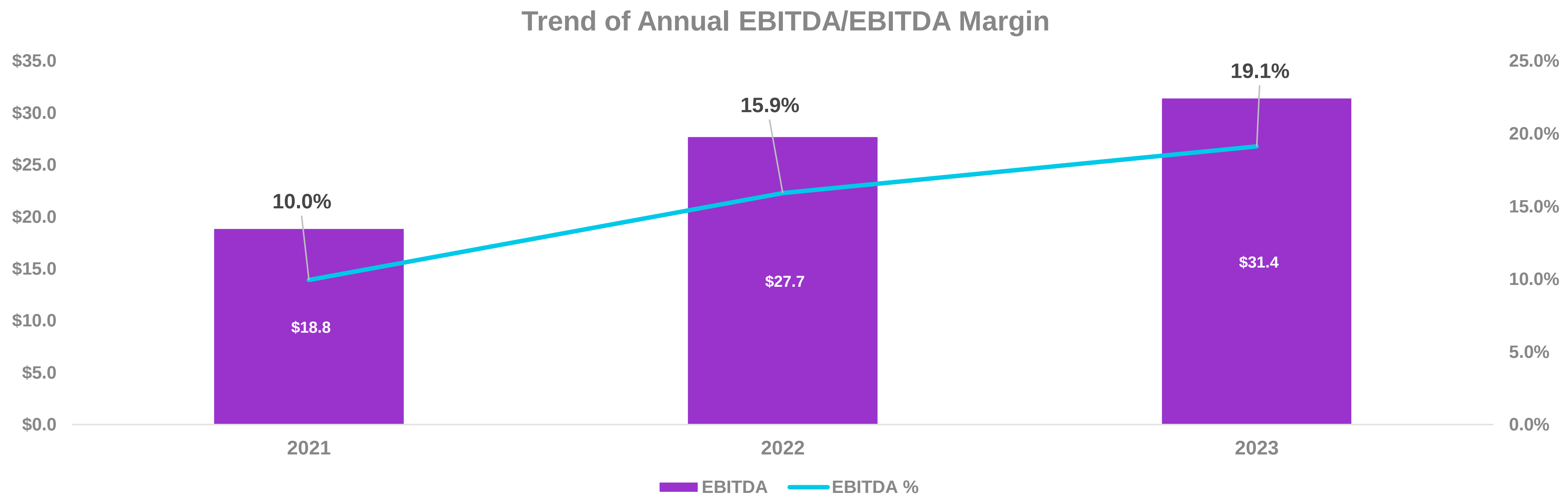
EBITDA Growth Set to Continue



- **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 in 2022 and 2023 from 2021
- **Future EBITDA growth:** expected to be driven by incremental strong subscriber growth; the Q4 2023 SoftBank launch; further cost reductions from expiration of payment obligations in Q1 2023

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2024 Financial Guidance[1]

($MM)	Low	High	Management Commentary
GAAP Revenue[2]	$170.0	$175.0	• Cloud business will produce strong revenue growth, **gross margins of greater than 75%,** and adjusted **EBITDA margins greater than 25%** in 2024. • Firmly positioned to achieve **Rule of 30** status in 2024 and on the path to **Rule of 40** in the coming years. • Targeting material cash flows, net of preferred stock dividends, to enable further improvement to capital structure over time.
Adjusted EBITDA	$42.0	$45.0	

- We expect Global Cloud Subscriber growth to moderate slightly to high-single-digit/low-double-digit levels in 2024
- Projecting Free Cash Flow to improve significantly in 2024

[1] Guidance as of March 2024
[2] The comparable 2023 pro forma GAAP Cloud revenue was $162.2 million.

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

	2020 - 2023[1]	2024 Target[2]	2-3 Year Targets[2]
GAAP Revenue Growth	Declining	**5-8% growth**	**Double digit growth**
Recurring revenue %	80-85%	**85-90%**	**90%+**
Adjusted Gross Margin %[3]	59-65%	**70-75%**	**75%+**
Adjusted EBITDA Margin %[4]	9-19%	**25%+**	**30%+**
Free Cash Flow	Negative	**Positive**	**Positive**

Note: Adjusted Gross Margin and Adjusted EBITDA Margin are Non-GAAP measures.
[1] 2020 – 2023 metrics based on reported Synchronoss results.
[2] Growth projections based on Pro Forma Cloud business.
[3] Refer to Appendix 1 for Adjusted Gross Margin calculations.
[4] Refer to Appendix 2 for Adjusted EBITDA Margin calculations.

Key Areas of Focus to Achieve Operating Model

SHORT TERM:

- **Improve capital structure** through reduction of outstanding preferred stock
- **Restructured** organization to improve go-forward margin profile and Free Cash Flow
- **Enhance growth with new Cloud customer, SoftBank**

LONG TERM:

- **Continue subscriber growth** and penetration of existing accounts
- Selectively **expand global customer base**
- Additional **reductions in preferred stock** leveraging expected IRS refund and Free Cash Flow

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Appendix

Reconciliation of GAAP to non-GAAP Financial Measures

– Financial Measures ($000s, unaudited)

	Three Months Ended December 31,		Twelve Months Ended December 31,		
	2023	2022	2023	2022	2021
Net revenues	$ 41,402	$ 41,252	$ 164,196	$ 173,756	$ 189,342
Costs and expenses:					
Cost of revenues[1]	10,292	11,999	42,218	46,500	60,160
Research and development	11,243	11,672	46,565	49,598	59,811
Selling, general and administrative	11,709	19,578	65,216	61,153	74,219
Restructuring charges	3,622	—	4,013	1,443	3,684
Depreciation and amortization	4,352	3,827	16,830	14,756	17,231
Total costs and expenses	41,218	47,076	174,842	173,450	215,105
Income (loss) from operations	184	(5,824)	(10,646)	306	(25,763)
Interest income	56	226	426	453	38
Interest expense	(3,566)	(3,508)	(13,963)	(13,639)	(6,411)
Gain on sale of DXP	—	—	—	2,549	—
Other (expense) income, net	(6,341)	(6,897)	(5,128)	3,553	(4,916)
Loss from continuing operations, before taxes	(9,667)	(16,003)	(29,311)	(6,778)	(37,052)
(Provision) benefit for income taxes	(2,138)	(181)	(4,743)	59	8,787
Net loss from continuing operations	(11,805)	(16,184)	(34,054)	(6,719)	(28,265)
Discontinued operations:					
Net (loss) income from discontinued operations, before taxes	(2,424)	2,498	(2,200)	921	6,777
Loss on divestiture	(16,382)	—	(16,382)	—	—
(Provision) benefit for income taxes	(1,832)	—	(1,935)	(1,918)	(1,610)
Net (loss) income from discontinued operations, net of taxes	(20,638)	2,498	(20,517)	(997)	5,167
Net loss	(32,443)	(13,686)	(54,571)	(7,716)	(23,098)
Net income (loss) attributable to redeemable noncontrolling interests	26	56	36	(200)	156
Preferred stock dividend	(2,584)	(2,297)	(10,007)	(9,552)	(35,509)
Net loss attributable to Synchronoss	$ (35,001)	$ (15,927)	$ (64,542)	$ (17,468)	$ (58,451)
Earnings (loss) per share:					
Basic:					
Net loss from continuing operations	$ (1.46)	$ (1.92)	$ (4.52)	$ (1.71)	$ (8.76)
Net (loss) income from discontinued operations	(2.10)	0.26	(2.10)	(0.10)	0.71
Basic	$ (3.56)	$ (1.66)	$ (6.62)	$ (1.81)	$ (8.05)
Diluted:					
Net loss from continuing operations	$ (1.46)	$ (1.92)	$ (4.52)	$ (1.71)	$ (8.76)
Net (loss) income from discontinued operations	(2.10)	0.26	(2.10)	(0.10)	0.71
Diluted	$ (3.56)	$ (1.66)	$ (6.62)	$ (1.81)	$ (8.05)
Weighted-average common shares outstanding:					
Basic	9,822	9,606	9,745	9,626	7,263
Diluted	9,822	9,606	9,745	9,626	7,263

[1] Cost of revenues excludes depreciation and amortization which are shown separately.

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Reconciliation of GAAP to non-GAAP Financial Measures

– Adjusted EBITDA ($000s, unaudited)

	Three Months Ended					Twelve Months Ended	
	Dec 31, 2023	Sep 30, 2023	Jun 30, 2023	Mar 31, 2023	Dec 31, 2022	Dec 31, 2023	Dec 31, 2022
Net (loss) income attributable to Synchronoss	$ (35,001)	$ (5,171)	$ (10,979)	$ (13,391)	$ (15,927)	$ (64,542)	$ (17,468)
Add / (Less):							
Stock-based compensation expense	501	1,037	1,392	1,459	546	4,389	4,463
Restructuring, transition and cease-use lease expense	4,140	203	2,642	716	324	7,701	2,844
STI Note receivable impairment	—	4,834	—	—	—	4,834	—
Change in contingent consideration	—	824	659	—	3,638	1,483	3,638
Litigation, remediation and refiling costs, net	807	1,654	2,384	1,959	1,892	6,804	1,665
Net loss (income) from discontinued operations, net of taxes	4,256	(1,763)	49	1,593	(2,498)	4,135	997
Loss on sale of discontinued operations	16,382	—	—	—	—	16,382	—
Depreciation and amortization	4,352	4,482	4,064	3,932	3,827	16,830	14,756
Interest income	(56)	(149)	(127)	(94)	(226)	(426)	(453)
Interest expense	3,566	3,482	3,461	3,454	3,508	13,963	13,639
Gain on sale of DXP business	—	—	—	—	—	—	(2,549)
Other expense (income), net	6,341	(4,456)	268	2,975	6,897	5,128	(3,553)
Provision (benefit) for income taxes	2,138	1,778	(217)	1,044	181	4,743	(59)
Net (income) loss attributable to noncontrolling interests	(26)	18	(14)	(14)	(56)	(36)	200
Preferred dividend	2,584	2,474	2,475	2,474	2,297	10,007	9,552
Adjusted EBITDA (non-GAAP)	$ 9,984	$ 9,247	$ 6,057	$ 6,107	$ 4,403	$ 31,395	$ 27,672

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APPENDIX 1
Adjusted Gross Margin (as reported)

	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2023	2022	2023	2022
Non-GAAP financial measures and reconciliation:				
GAAP Revenue	$ 41,402	$ 41,252	$ 164,196	$ 173,756
Less: Cost of revenues	10,292	11,999	42,218	46,500
Less: Restructuring[1]	654	—	746	61
Less: Depreciation and Amortization[2]	4,002	3,452	15,446	12,676
Gross Profit	26,454	25,801	105,786	114,519
Add / (Less):				
Stock-based compensation expense	(105)	78	109	249
Restructuring, transition and cease-use lease expense	755	57	1,389	319
Depreciation and Amortization[2]	4,002	3,452	15,446	12,676
Adjusted Gross Profit	$ 31,106	$ 29,388	$ 122,730	$ 127,763
Adjusted Gross Margin	75.1 %	71.2 %	74.7 %	73.5 %

1 Amounts associated with cost of revenues.

2 Depreciation and Amortization contains a reasonable allocation for expenses associated with cost of revenues.

Presented for purpose of reconciling GAAP to Non-GAAP financial metrics previously reported in the Company's 8-K filings.

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Thank You