Investor Presentation

Nasdaq: SNCR

August 2024

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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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What we do

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

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

750+ employees
100+ 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, Frontier Communications, BT, proximus, SFR

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Key Company Metrics

6%

Cloud Subscriber growth year-over-year in Q2 2024

91%

Recurring Revenue in Q2 2024

>75%

Vast majority of revenue in long-term contracts

$170MM - $175MM[1]

2024 Revenue guidance

$43MM - $46MM[1]

2024 Adj. EBITDA guidance

[1] Guidance as of August 2024

Completed Strategic Divestiture of Non-Core Business Units

CORE ASSETS

personal cloud

71%* OF REVENUE

NON-CORE ASSETS

messaging

~16%* OF REVENUE

network
EXPAND. EXCHANGE. EXPENSE.

~12%* OF REVENUE

Sale to Lumine Group for UP TO $41.8M

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TIER 1 CUSTOMERS

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

- **Higher subscriber revenues expected to deliver YoY GAAP revenue growth in 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**

**Pro forma Cloud GAAP Revenue Growth

Removed $15M+ in annual operating expenses immediately following the Divestiture

*Revenue % Q3 2023

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Executed Opportunistic Capital Structure Improvement

A $75M four-year Term Loan was successfully closed with AS Birch Grove on June 28th to provide funds for the repurchase of the total outstanding Preferred Stock of $60.7M and the redemption of ~$20M of Baby Bonds

- The Preferred Stock was purchased at a discount of ~14% for $52.6m, a savings of $8.1M
- ~$16.5M of the proceeds of were used to redeem ~$19.7M of Baby Bonds, a discount of ~16%, or $20.95 for each bond redeemed against a face value of $25.00, for a savings of ~$3.2M
- The combined annualized savings on the Preferred Stock dividends and the interest on the redeemed Baby Bonds is ~$2.2M

	Before Re-Financing			Post Re-Financing		
	Capital Structure	Annual Interest/Dividend Payments	Interest Rate	Capital Structure	Annual Interest/Dividend Payments	Interest Rate
Preferred Stock	$60.7	$8.5	14%	$0.0	$0.0	
Baby Bonds	$141.0	$11.8	8.38%	$121.3	$10.2	8.38%
Term Loan				$75.0	$8.1	10.83%
TOTAL	$201.7	$20.3		$196.3	$18.3	

Adjusting for closing costs, anticipated savings over a two-year period are estimated at ~$10M

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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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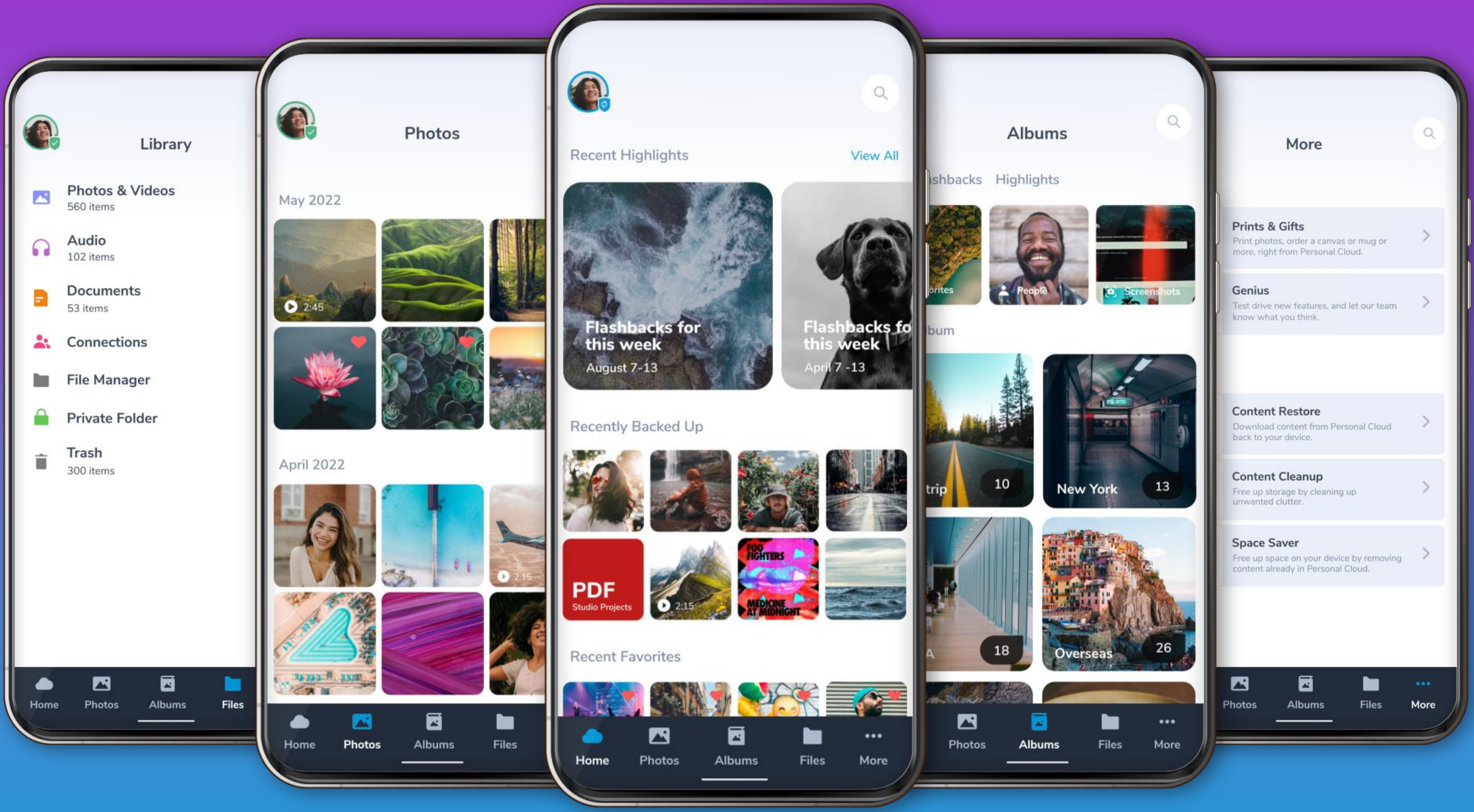
personal cloud



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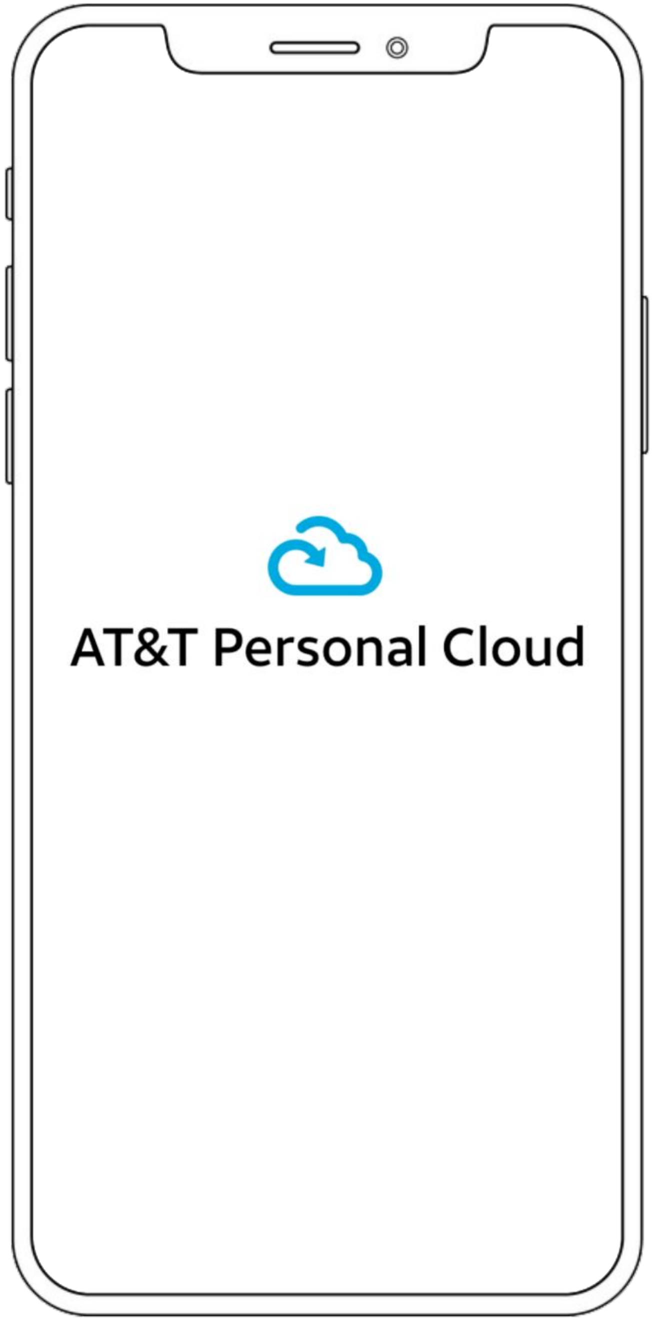
AT&T CLOUD

Tier 1 Consumer Experience



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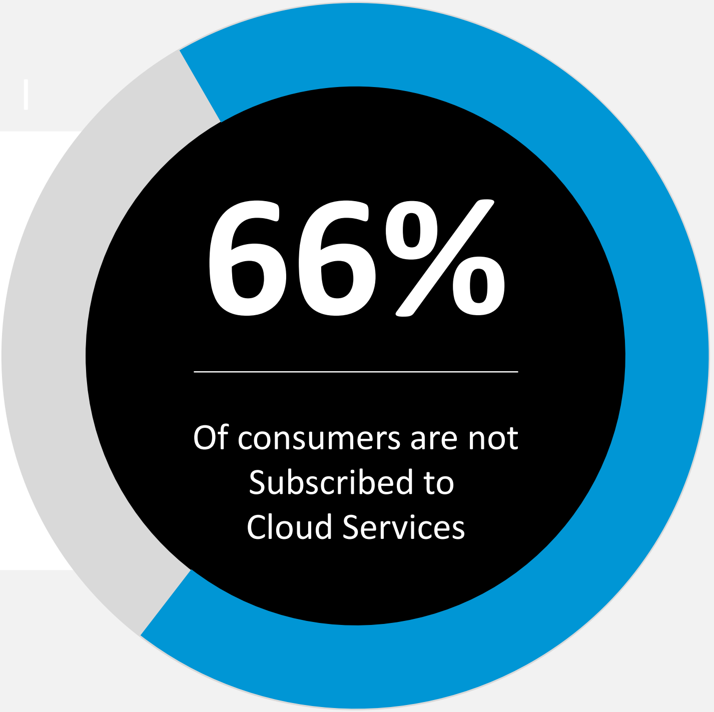
Cloud Storage continues to be a significant opportunity

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

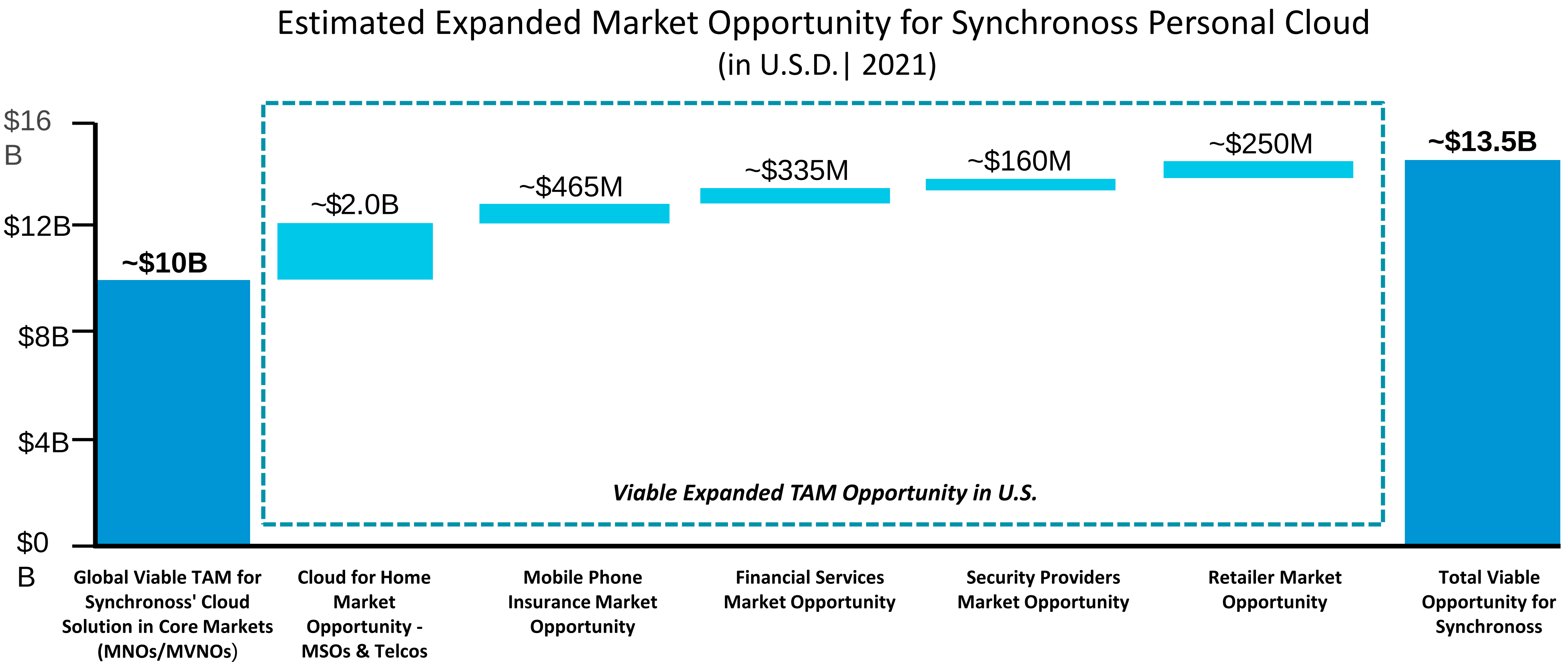
71% of consumers
Leave data unprotected

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

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

**Source: Corus Research

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.

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		

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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

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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Financials

Q2 2024 Financial Highlights

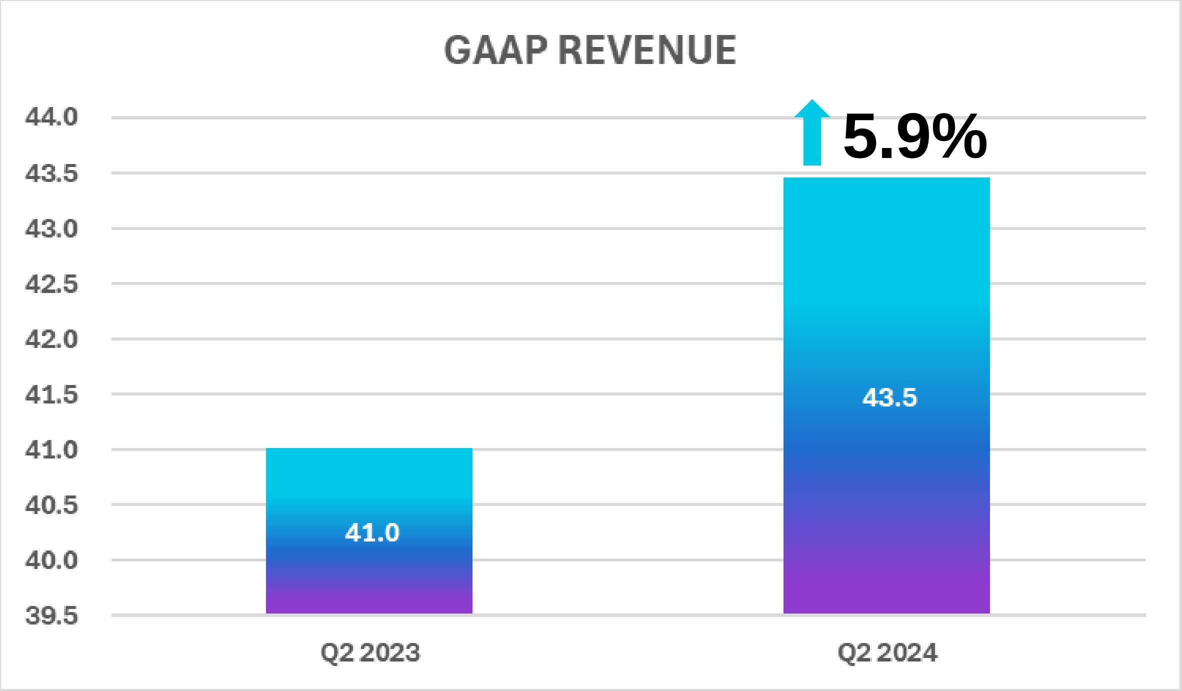
91%

Recurring revenue profile Q2 2024

17

Quarters of 6% or higher Cloud subscriber growth

- Announced 6% year-over-year Cloud subscriber growth for the second quarter of 2024
- GAAP Gross Margin Expands to 67.5%; Adjusted Gross Margin Rises to 77.5%
- Adjusted EBITDA Improved 115% to $13.0 Million
- Year-Over-Year, Net Income Increased by $11.1 Million



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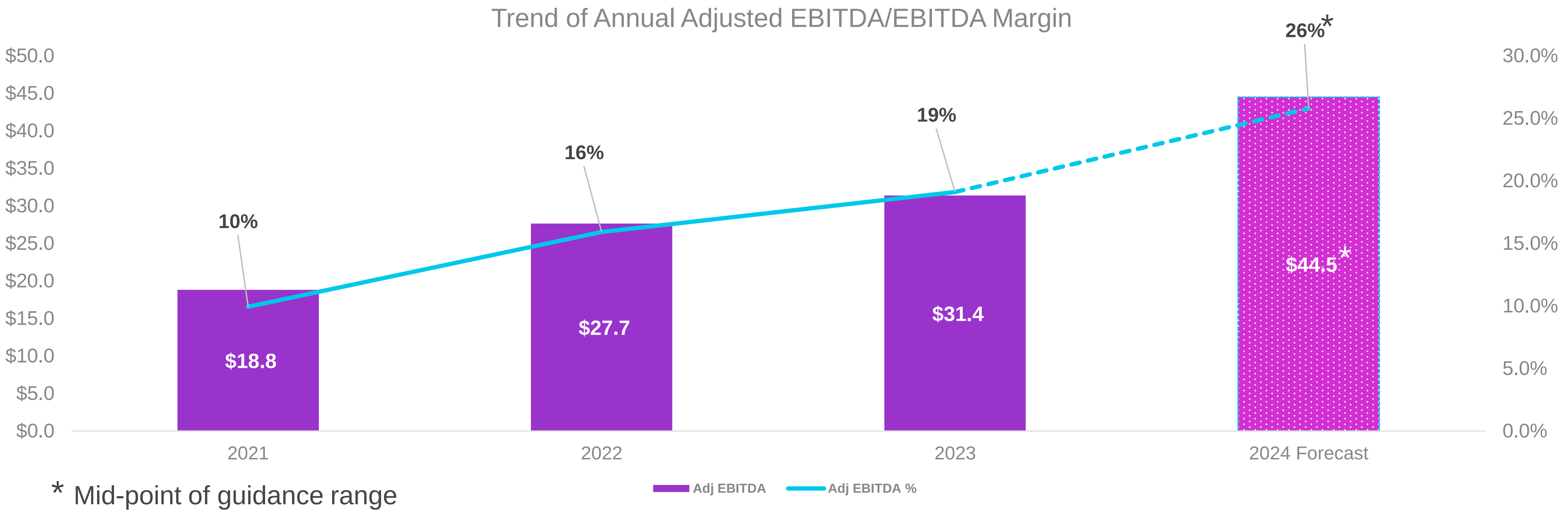
Adjusted EBITDA Growth Set to Continue



* Mid-point of guidance range

- **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

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2024 Financial Guidance[1]

($MM)	Low	High	Management Commentary
GAAP Revenue[2]	$170.0	$175.0	• Cloud business is expected to produce strong revenue growth, adjusted **gross margins of between 73-77%,** 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, to enable further improvement to capital structure over time.
Adjusted EBITDA	$43.0	$46.0	
Net Cash Flow	At Least $10 Million		• Includes debt amortization

- We expect Global Cloud Subscriber growth to continue throughout 2024
- Projecting Free Cash Flow to improve significantly in 2024

[1] Guidance as of August 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%	**73-77%**	**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.

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Key Areas of Focus to Achieve Operating Model

- **Continue subscriber growth** and penetration of existing accounts
- Selectively **expand global customer base**
- **Continue Cloud platform innovation** through feature roadmap
- **Recapitalize** outstanding Senior Notes

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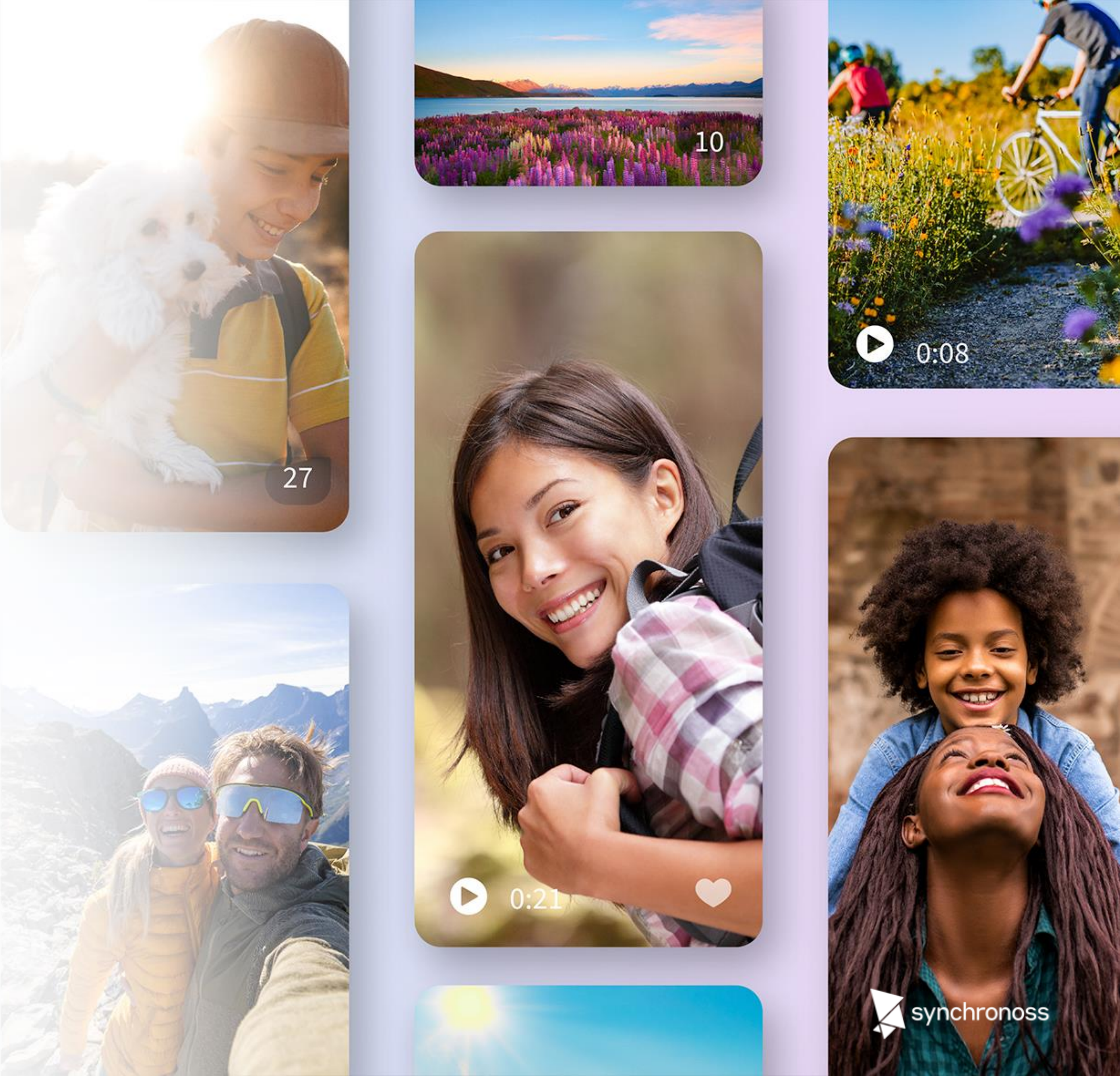
Thank You



Appendix

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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

Reconciliation of GAAP to non-GAAP Financial Measures

– Financial Measures ($000s, unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Net revenues	$ 43,458	$ 41,019	$ 86,423	$ 83,004
Costs and expenses:				
Cost of revenues[1]	10,401	11,488	20,624	22,448
Research and development	11,896	13,274	22,227	26,018
Selling, general and administrative	12,788	17,256	26,045	33,222
Restructuring charges	48	21	267	363
Depreciation and amortization	4,028	4,064	8,387	7,996
Total costs and expenses	39,161	46,103	77,550	90,047
Income (loss) from operations	4,297	(5,084)	8,873	(7,043)
Interest income	183	127	391	221
Interest expense	(3,486)	(3,461)	(7,003)	(6,915)
Other income (expense), net	1,220	(268)	5,031	(3,243)
Income (loss) from continuing operations, before taxes	2,214	(8,686)	7,292	(16,980)
Provision for income taxes	(2,708)	(532)	(3,311)	(827)
Net (loss) income from continuing operations	(494)	(9,218)	3,981	(17,807)
Discontinued operations:				
Income (loss) from discontinued operations, before taxes	—	951	—	(627)
Provision for income taxes	—	(251)	—	(1,015)
Net income (loss) from discontinued operations	—	700	—	(1,642)
Net (loss) income	(494)	(8,518)	3,981	(19,449)
Net income attributable to redeemable noncontrolling interests	5	14	—	28
Preferred stock dividend	567	(2,475)	(1,562)	(4,949)
Net income (loss) attributable to Synchronoss	$ 78	$ (10,979)	$ 2,419	$ (24,370)
Earnings (loss) per share:				
Basic:				
Net income (loss) from continuing operations	$ 0.01	$ (1.21)	$ 0.24	$ (2.35)
Net income (loss) from discontinued operations	—	0.08	—	(0.17)
Basic	$ 0.01	$ (1.13)	$ 0.24	$ (2.52)
Diluted:				
Net income (loss) from continuing operations	$ 0.01	$ (1.21)	$ 0.24	$ (2.35)
Net income (loss) from discontinued operations	—	0.08	—	(0.17)
Diluted	$ 0.01	$ (1.13)	$ 0.24	$ (2.52)
Weighted-average common shares outstanding:				
Basic	10,042	9,685	9,942	9,669
Diluted	10,424	9,685	10,265	9,669

[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, unaudit

	Three Months Ended					Six Months Ended	
	Jun 30, 2024	Mar 31, 2024	Dec 31, 2023	Sep 30, 2023	Jun 30, 2023	Jun 30, 2024	Jun 30, 2023
Net income (loss) attributable to Synchronoss	$ 78	$ 2,341	$ (35,001)	$ (5,171)	$ (10,979)	$ 2,419	$ (24,370)
Add / (Less):							
Stock-based compensation expense	1,245	1,110	501	1,037	1,392	2,355	2,851
Restructuring, transition and cease-use lease expense	2,333	467	4,140	203	2,642	2,800	3,358
Sublease receivable impairment	806	—	—	—	—	806	—
STIN Note receivable impairment	—	—	—	4,834	—	—	—
Change in contingent consideration	—	—	—	824	659	—	659
Litigation, remediation and refiling costs, net	291	381	807	1,654	2,384	672	4,343
Net loss (income) from discontinued operations	—	—	2,501	(8)	(700)	—	1,642
Loss on sale of discontinued operations	—	—	16,382	—	—	—	—
Depreciation and amortization	4,028	4,359	4,352	4,482	4,064	8,387	7,996
Interest income	(183)	(208)	(56)	(149)	(127)	(391)	(221)
Interest expense	3,486	3,517	3,566	3,482	3,461	7,003	6,915
Other expense (income), net	(1,220)	(3,811)	6,341	(4,456)	268	(5,031)	3,243
Provision (benefit) for income taxes	2,708	603	3,893	23	532	3,311	827
Net (income) loss attributable to noncontrolling interests	(5)	5	(26)	18	(14)	—	(28)
Preferred dividend	(567)	2,129	2,584	2,474	2,475	1,562	4,949
Adjusted EBITDA (non-GAAP)	$ 13,000	$ 10,893	$ 9,984	$ 9,247	$ 6,057	$ 23,893	$ 12,164

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APPENDIX 1
Adjusted Gross Margin (as reported)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Non-GAAP financial measures and reconciliation:				
GAAP Revenue	$ 43,458	$ 41,019	$ 86,423	$ 83,004
Less: Cost of revenues	10,401	11,488	20,624	22,448
Less: Restructuring[1]	—	—	—	92
Less: Depreciation and Amortization[2]	3,723	3,716	7,724	7,308
Gross Profit	29,334	25,815	58,075	53,156
Gross Profit as % of Revenue	67.5 %	62.9 %	67.2 %	64.0 %
Gross Profit increase (decrease) %	13.6 %		9.3 %	
Add / (Less):				
Stock-based compensation expense	71	73	94	152
Restructuring, transition and cease-use lease expense	532	414	556	597
Depreciation and Amortization[2]	3,723	3,716	7,724	7,308
Adjusted Gross Profit	$ 33,660	$ 30,018	$ 66,449	$ 61,213
Adjusted Gross Margin	77.5 %	73.2 %	76.9 %	73.7 %

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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Synchronoss Board of Directors

Stephen Waldis
Founder and Executive Chairman of the Board

Kris Rinne
Former Senior Vice President, AT&T

Mohan Gyani
Private Investor, Advisor, Former President and Chief Executive Officer of AT&T Wireless Mobility Services

Laurie Harris
Former PwC Partner

Martin Bernstein
Private Equity Investor

Kevin Rendino
Portfolio Manager and CEO, 180 Degree Capital Corp.

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