

## **Core Cloud Communications Team**



**John Emery** *Managing Director* 

- 25+ years of M&A and operational experience, specialized in Software, Cloud Communications & Infrastructure
- Previously: Bowen Advisors, Lotus
- Education: B.A., Trinity College; M.B.A., Columbia School of Business



James Chapman-Andrews
Partner

- 18+ years of M&A and finance experience, specialized in Unified Communications, Networking Software & Cloud and Managed Services
- Previously: Oakley Advisory, Deloitte
- Education: B.Eng., University College London



**Kelemen Papp** *Managing Director* 

- 15+ years of M&A experience, specialized in Communications, Internet & Digital Media
- Previously: Mooreland Partners, Rutberg & Co
- Education: B.A., William & Mary;
   M.B.A., Berkeley Haas School of Business



Dragan Manoev

Managing Director

- 20+ years of M&A experience, specialized in Cloud Communications & Infrastructure, Enterprise Software & SaaS, Industrial Technology & IoT
- Previously: Lazard

Education: B.A., Pomona College



**Kevin Hawkins** *Vice President* 

- 10+ years of M&A experience, specialized in Communications, Software & IoT
- Previously: Bowen Advisors
- Education: B.S., Boston College



**Chris Dubyak** *Vice President* 

- 9+ years of M&A experience, specialized in Communications, Software/SaaS & Tech Services
- Previously: Bowen Advisors, BofA
- Education: B.S., Trinity College



Oliver Norman Vice President

- 8+ years of M&A experience, specialized in Unified Communications, Networking Software & Cloud and Managed Services
- Previously: EY

 Education: B.A., Nottingham University Business School



Luke Parvin
Associate

- 6+ years of M&A and restructuring experience, specialized in Unified Communications, Networking Software & Cloud and Managed Services
- Previously: PwC
- Education: B.A., University of Exeter

## Unparalleled Experience in Cloud Communications









































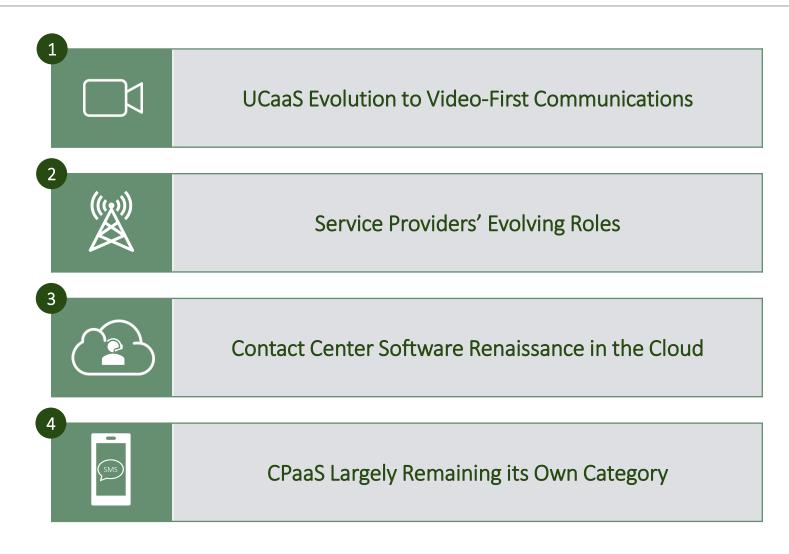


### Preface

Over the past two decades, the communications market has undergone multiple cycles of transformation through new technologies, business models and industry structure. The advent of mobile devices and ensuing cloud revolution have unlocked a seemingly limitless set of new use cases and applications, causing disruption not only within adjacent IT sectors but across all segments of the broader economy.

While other markets have experienced significant slowdowns, the current COVID-19 pandemic has caused an increasing reliance on cost-effective technology that facilitates digital engagement, remote collaboration, and WFH productivity. As a result, the pandemic has accelerated many of the disruptive trends in the communications space.

# **Key Macro Themes**



## 1. UCaaS Evolution to Video-First Communications



Video is must have, but room for improvement

- Have entered age of video-first communications, as evidenced by proliferation of Zoom, Microsoft Teams, and Google Meet
- Communications providers now scrambling to buy, build or partner to add collaboration functionality
- Videoconferencing and collaboration have long been "next big thing," but evolving WFH and distributed workforce trends are now finally driving accelerated usage of OTT and video-rich tools
- Large players setting up chess pieces and making moves, but market still early in its journey of providing true video- and mobile-first cloud communications supportable across continents, market segments and user types

zoom

Microsoft

Google

**d** dialpad

LogMe(n)

Fragmented, complex market

- Massive yet fragmented market, with many alternatives and a complicated ecosystem of service and technology providers that may power your communications, but don't necessarily have their brand name on the router or interface
- Key players moving up, down and across the telephony stack e.g. Microsoft's interest in stacking 5G infrastructure on top of Azure (via acquisitions of Affirmed and Metaswitch), followed by launch of Azure Communications Services; Zoom's launch of phone product Zoom for Home; other UC/UCaaS leaders building out ancillary CC, workflow and video offerings
- Large percentage of market still running on legacy platforms delivered through service providers offering multiple solutions
- Some players adopting similar, more agnostic "solution provider" approach, while others rushing to build or buy technology to remain differentiated

**RingCentral** 

8x8

CISCO

**AVAYA** 

Mitel

# 2. Service Providers' Evolving Roles



Large players acquiring technology

- Service providers continually seeking to expand beyond historical business of providing network connectivity and transport, with large telco service providers now facing larger sense of urgency to compete in today's OTT "arms race"
- Incumbents (e.g. Verizon, AT&T) have historically tried to partner or build their own business communications suites, but these strategies have largely failed, driving players to more actively pursue M&A e.g. Comcast's acquisition of Blueface; Verizon's acquisition of BlueJeans
- Significant strategic appeal as leading technology vendors are commanding significant market premiums, such as RingCentral (20x+ LTM revenue) and Zoom (90x+ LTM revenue)



Smaller players differentiating with broader portfolios, higher-touch support

- Mid-sized and smaller service providers dealing with similar macro factors as incumbents, but often lack resources to buy or build their own proprietary platforms and often leverage larger carriers for connectivity rather than building own infrastructure
- Number of private companies building expansive communications portfolios leveraging combo of 3<sup>rd</sup> party IP and homegrown solutions, with promise of delivering higher levels of support
- Many scaled, profitable service providers have emerged with offerings that extend beyond the typical voice stack into areas that are equally mission-critical, such as network management and orchestration, SD-WAN, security, and more IT-centric services



Opportunity for service provider enablement

- Handful of UCaaS/CCaaS vendors have built out-of-the-box offerings specifically geared toward channel enablement with eyes set on replacing large swath of legacy PBX systems still being utilized within many channel ecosystems
- Market segment has been largely overlooked historically by other pure-play technology providers given nuances that differ materially from direct-to-enterprise sales



## 3. Contact Center Software Renaissance in the Cloud



UCaaS and CCaaS likely to continue converging

- CC solutions have appealed more to enterprise-level customers, resulting in slower cloud seat adoption (10%¹ today vs. ~30% in UCaaS²) as large companies have preferred hosting platforms on-premise or in private cloud
- Five9 with nice lead as only pure-play, publicly-traded CCaaS vendor (20x+ LTM revenue), but competition exists with legacy players still owning a significant portion of the market, while other on-premise vendors have been consolidating behind substantial PE backing
- UCaaS providers also leaning in on CCaaS as customers are increasingly expecting both offerings from a single vendor given intersection at call control layer
- Although ~20% the size, the CCaaS market is growing faster than the UCaaS market², providing attractive ARPU expansion and cross-selling opportunity to drive accelerated cloud adoption

**△SPECT** 











**V**ONAGE

CCaaS evolving around CEM trends

- CCaaS becoming increasingly important pillar in CX suite, with multiple CX/CEM providers acquiring CCaaS capabilities
- CCaaS vendors also adding further automation, specifically around WFO/WFM, conversational Al, voice analytics, and helpdesk/support as well as other vertical-specific use cases
- Next gen CCaaS providers (e.g. Talkdesk, Aircall) now emerging with native integrations for a multitude of leading CRM and collaboration tools, underscoring demand for intelligent solutions with integrations across data platforms to drive richer engagement

odige VERINT

CALABRIO

talkdesk



**€** Call™iner°



ASTUTE.

Private and confidential 1) Source: Five9 Q4 2019 Earnings Call

<sup>2)</sup> Source: Altman Solon (fka Altman Vilandrie & Company)

# 4. CPaaS Largely Remains its Own Category



Significant consolidation among mid-size and large players

- With Vonage/Nexmo and 8x8/Wavecell as exceptions rather than the norm, CPaaS businesses have been less involved in the broader convergence taking place across the rest of the communications sector and mostly remain in their own lane
- Cross-border transactions highlight a key opportunity for vendors to accelerate global scale and profitability while gaining access to new markets and enhancing product portfolios with multi-channel capabilities

**IMI**mobile

nexmo sinch

**○** TeleSign

**Wavecell** 

Messagingcentric models and use cases different from voice

- CPaaS vendors structured around consumption-based (e.g. per message) business models, which differ from their subscription-based UCaaS and CCaaS counterparts
- Lower margin profiles (30%+ gross margins vs. 60%+ in UCaaS/CCaaS) resulting from significant SMS unit price compression, although A2P volume has proliferated and will continue growing annually at 9% to reach 3.5 trillion messages by 2023 1
- Asynchronous nature of messaging drives different uses cases/demands than voice, with often a different point of sale (IT vs. R&D/product/marketing), but voice and video APIs becoming components of an end-to-end offering

**b**andwidth





**ATELNYX** 



Major cloud players going after CPaaS

- Microsoft's recent launch of Azure Communication Services, AWS' Chime and Salesforce's previously-rumored interest in acquiring Twilio suggest that major cloud players see a significant enterprise opportunity leveraging their infrastructure to provide communications APIs and competing directly with Twilio
- While Google's communications roadmap remains unclear, it is worth noting that the company has made multiple voice and messaging investments over time

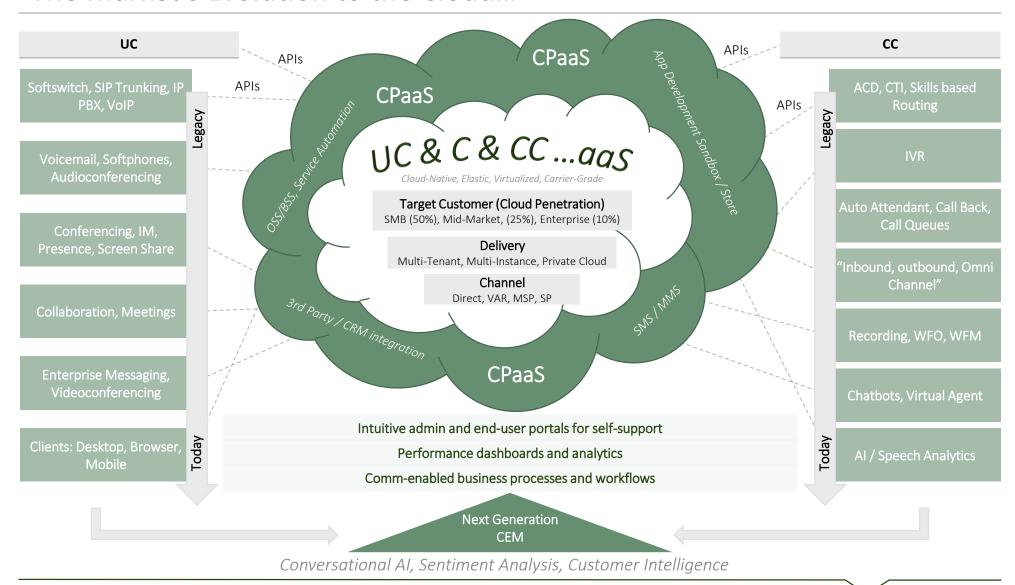






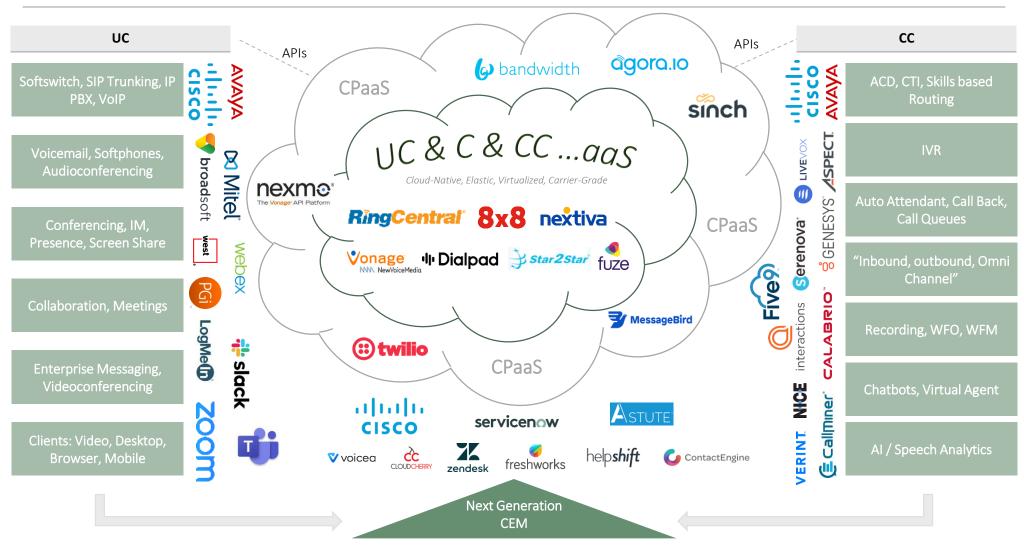


## The Market's Evolution to the Cloud...



Private and confidential

# ...and How the Key Players are Making the Journey



Conversational AI, Sentiment Analysis, Customer Intelligence

# ALANTRA POSSIBILITY IS IN THE ASCENT Valuation Trends

## Peer Group Definitions & Commentary

#### **UCaaS/Collaboration**

- Legacy and next-gen technology providers that enable and support voice-driven business communications, including conferencing, over telco and IT networks
- Also includes collaboration vendors (video, chat, etc.), as this functionality is increasingly merging into UCaaS suites
- Most mature segment in the comms space, as evidenced by trading comps averages and market size/growth rate
- Fast-growing, pure-play market leaders (e.g. Zoom, RingCentral, Slack) commanding outlierish revenue multiples

#### CCaaS/CEM

- Technology providers that enable and support high-volume inbound/outbound calling operations for businesses
- Legacy players (e.g. Aspect, Genesys, West, others) mostly reorganized under PE ownership
- Also includes CEM software vendors, given enterprise and customer overlap; CCaaS players increasingly folding CX capabilities (e.g. Al/workflow automation, multi-channel) into their offerings to drive greater efficiency, although CEM providers have largely avoided extending directly into voice/CC (with NICE and Verint being the exceptions)
- CCaaS market smaller but faster growing than UCaaS, with generally higher valuation multiples;
   Five9 has scarcity value as only pure-play publicly traded CCaaS vendor

#### **CPaaS/Messaging**

- Technology providers that enable and support messaging-driven business communications over telco/IT networks
- Market has evolved around APIs that enable companies/developers to easily configure and embed A2P/live communications into customerfacing apps and/or internal business processes without the need for backend infrastructure
- Fragmented space given messaging channel proliferation and regional nuances, although leaders & emerging players increasingly positioning around omni-channel (voice, video, email, chat) and "smart" capabilities
- Non-SaaS business models and compressed margin profiles have historically driven lower valuation multiples vs. UCaaS or CCaaS, but market has been on fire during CV-19 given faster future growth amid accelerating digital transformation trends

**Market Sizing** 

\$37.3 Billion

8.2% CAGR through 2025<sup>1</sup>

\$23.4 Billion

14.9% CAGR through 2023<sup>2</sup>

\$7.0 Billion

29.0% CAGR through 2025<sup>3</sup>

Private and confidential

Source: BrandEssence Research

Source: Markets and Markets

Source: Juniper Research

ALANTRA

# **Relevant Trading Comps**

UCaaS / Collaboration



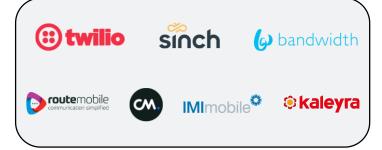
	LTM	2020	2021	
Valuation metrics - Average				
EV / Sales	7.2x	6.6x	5.5x	
EV / Gross Profit	10.6x	10.7x	8.9x	
EV / EBITDA	18.9x	16.6x	15.1x	

CCaaS / CEM



EV / Sales	11.2x	10.4x	8.8x
EV / Gross Profit	16.2x	17.2x	14.4x
EV / EBITDA	30.5x	52.8x	44.9x

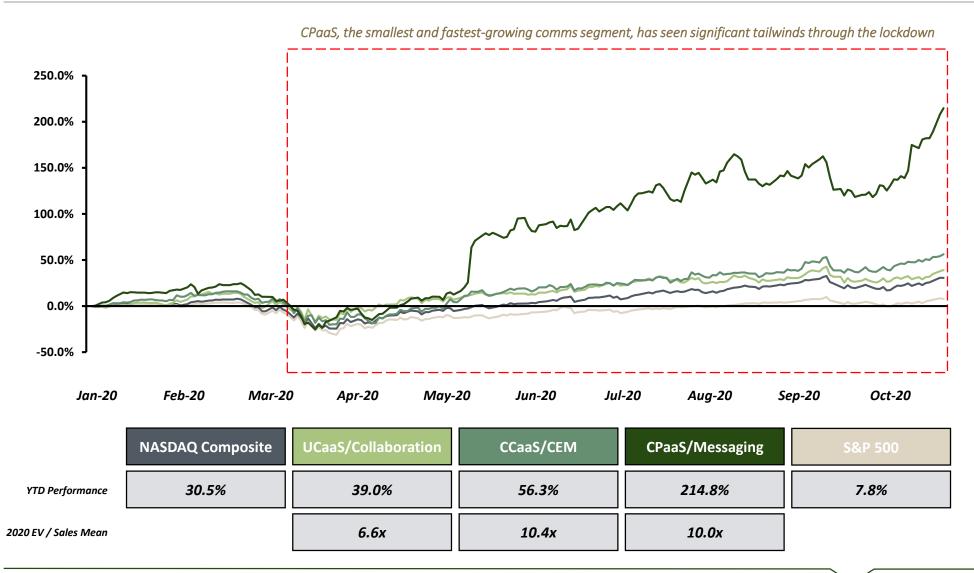
CPaaS / Messaging



EV / Sales	10.5x	10.0x	7.9x
EV / Gross Profit	21.0x	27.2x	20.2x
EV / EBITDA	33.9x	40.1x	26.1x

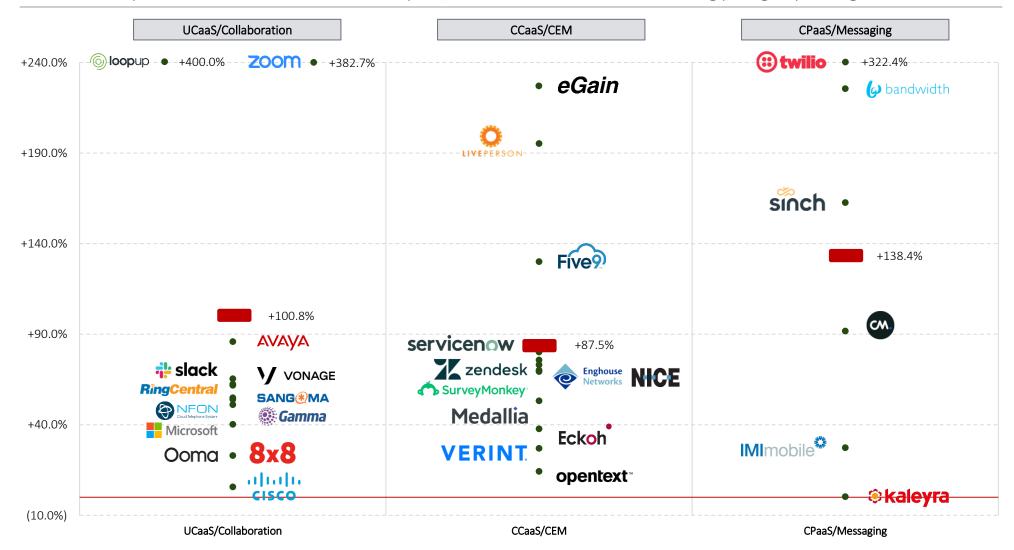
## Performance of Cloud Comms vs. the Market

Comms stocks have outperformed the broader market during both the market downturn and recovery



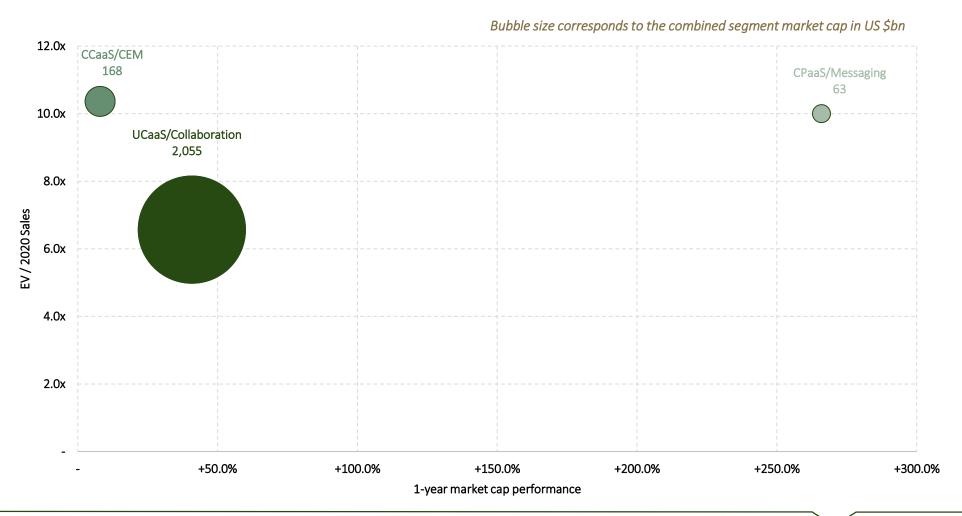
## Covid-19 Impact on Share Prices

While virtually all comms stocks have increased in price, there are numerous outliers driving peer group averages



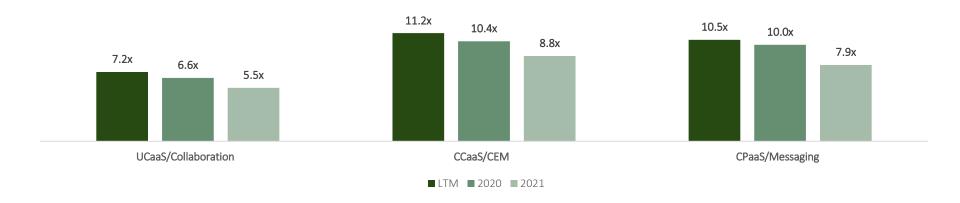
# Price Performance & Valuation by Segment

#### **Average EV / Sales vs. 1-year Market Capitalization Performance**

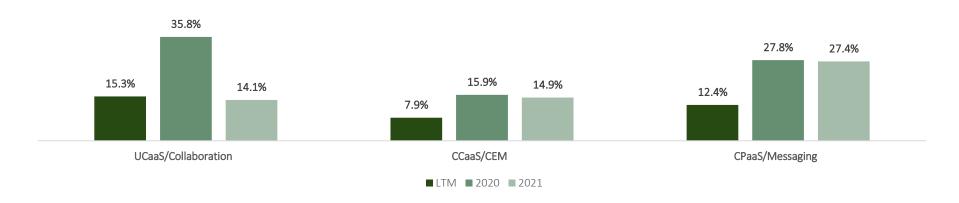


# Comms Sales Multiples and Growth by Segment

#### Average EV / Sales Multiples by Segment

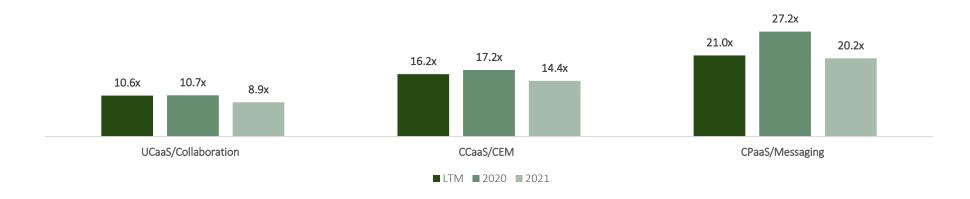


#### **Average Sales Growth by Segment**

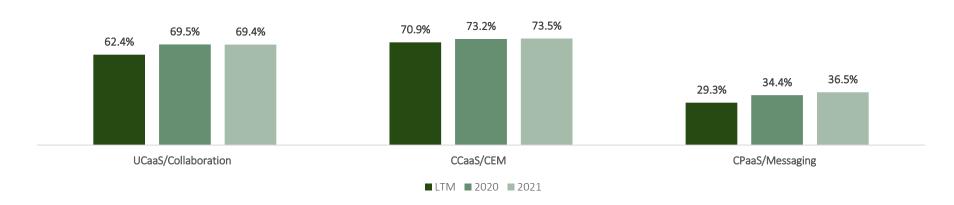


# Comms Gross Profit Multiples and Margins by Segment

#### **Average EV / Gross Profit Multiples by Segment**

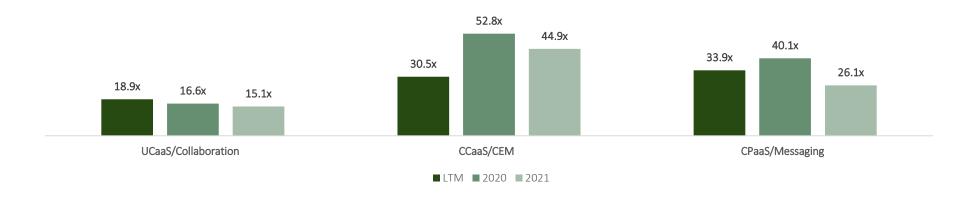


#### **Average Gross Profit Margins by Segment**



# Comms EBITDA Multiples and Margins by Segment

#### **Average EV / EBITDA Multiples by Segment**



#### **Average EBITDA Margins by Segment**



# Notable Transactions Over the Last 24 Months

Date	Target	Segment	Buyer/Investor	EV (\$m)	EV / Revenue
Oct-20	<b>voxbone</b>	CPaaS/Messaging	<b>6</b> bandwidth	527	7.8x
Oct-20	⇒ Segment	CPaaS/Messaging	<b>twilio</b>	3,200	ND
Oct-20	MessageBird	CPaaS/Messaging	SPARK CAPITAL	3,000 <sup>1</sup>	8.5x <sup>2</sup>
Sep-20	<sup>5</sup> Siko	CCaaS/CEM	Apax PARTNERS	$ND^3$	ND
Jul-20	talkd@sk	CCaaS/CEM	FRANKIIN TEMPETON LEADEDGE	3,000 <sup>1</sup>	ND
May-20	metaswitch	UCaaS/Collaboration	Microsoft	1,350	7.5x
May-20	Digital InterConnect	CPaaS/Messaging	sinch	244	0.7x
Apr-20	BlueJeans	UCaaS/Collaboration	verizon√	400	4.0x
Mar-20	<b>lifesize</b>	UCaaS/Collaboration, CCaaS/CEM	<b>S</b> erenova <sup>®</sup>	ND	ND
Feb-20	VIRTUAL OBSERVER	CCaaS/CEM	Five?	32	ND
Jan-20	blueface.	UCaaS/Collaboration	COMCAST	ND	ND
Dec-19	LogMe	UCaaS/Collaboration	FRANCISCO ELLIOTT	4,558	3.7x
Jul-19	<b>Wavecell</b>	CPaaS/Messaging	8x8	125	4.0x
Jun-19	TELEOPTI	CCaaS/CEM	CALABRIO	180 <sup>2</sup>	6.0x
Jan-19	<b>△</b> SPECT	CCaaS/CEM	VECTOR CAPITAL	100	ND
Oct-18	- SendGrid	CPaaS/Messaging	<b>twilio</b>	1,834	11.5x

Private and confidential

Source: Capital IQ, Pitchbook, and other public data sources

<sup>1)</sup> Minority investment transaction

<sup>2)</sup> Alantra estimate

<sup>3) 11.0-14.0</sup>x EV / EBITDA multiple range

## Acronym Key

- A2P: Application-to-Person
- ACD: Automatic Call Distributor
- AI: Artificial Intelligence
- API: Application Programming Interface
- ARPU: Average Revenue Per User
- BSS: Business Support System
- CC: Cloud Communications
- CCaaS: Contact Center as a Service
- **CEM:** Customer Experience Management
- CPaaS: Communications Platform as a Service
- **CRM:** Customer Relationship Management
- CTI: Computer Telephony Integration
- CX: Customer Experience
- IM: Instant Messaging
- IP: Intellectual Property
- IT: Information Technology
- IVR: Interactive Voice Response

- MMS: Multimedia Messaging Service
- MSP: Managed Service Provider
- OSS: Operations Support System
- OTT: Over-the-Top
- **PBX:** Private Branch Exchange
- SaaS: Software as a Service
- SD-WAN: Software-defined Wide Area Network
- SIP: Session Initiation Protocol
- SMS: Short Messaging Service
- SP: Service Provider
- UC: Unified Communications
- UCaaS: Unified Communications as a Service
- VAR: Value-added Reseller
- VoIP: Voice over Internet Protocol
- WFH: Work from Home
- WFM: Workforce Management
- WFO: Workforce Optimization

# ALANTRA POSSIBILITY IS IN THE ASCENT Introduction to Alantra

### Alantra at a Glance

We provide IB, AAM and CPA services to corporations, family-owned companies, and institutional investors



#### **Investment Banking**

- M&A and Strategic Advisory: buy-side, sell-side, private placement, public tenders, fairness opinions
- Debt Advisory: debt raising, refinancing, acquisition financing, bond issuance
- Equity Capital Markets: equity raising, IPOs, convertible shares, share buyback, take private, block sale

300+ professionals <sup>(1)</sup>
1,000+ deals advised since 2013
50% cross-border deals since 2013
Deep expertise in 12 sectors
Focus: Worldwide



#### **Alternative Asset Management**

- Direct investments: Private Equity, Private Debt, Active Funds, Real Estate, Venture Capital
- Other asset classes (through Access Capital Partners): Infrastructure, Funds of Funds
- Wealth Management: advisory, asset management and family office services to institutions and High Net Worth Individuals

60+ direct investment professionals<sup>(2)</sup>
€2.4bn AUM in direct investments
€2.3bn AUM in wealth management<sup>(3)</sup>
€10.8bn of fund of funds capital raise
Focus: Europe



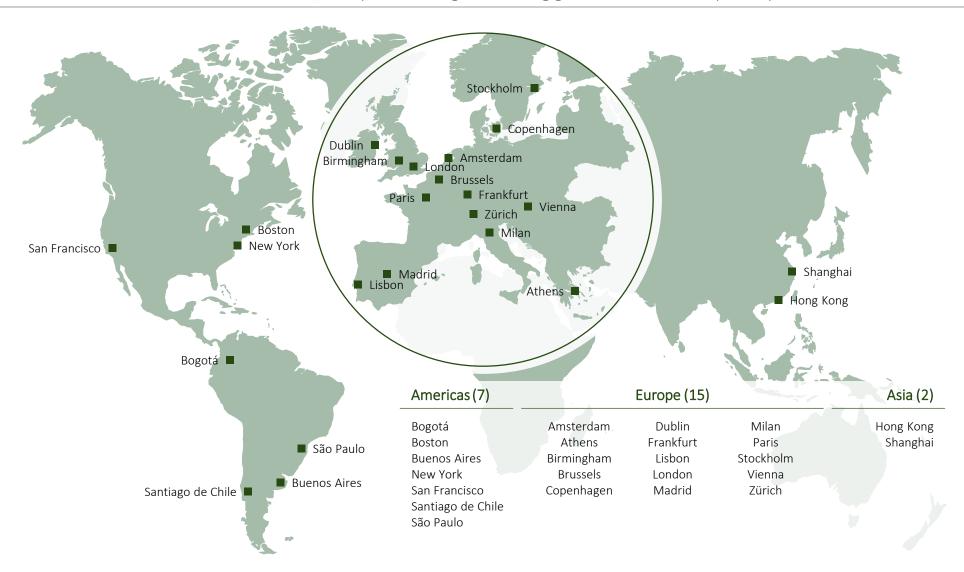
#### Credit Portfolio Advisory

- Valuation and structuring of non-performing loans : credit transactions, real estate portfolios
- Funding & Structured Finance: financing facilities and structured securitization solutions
- Investor Services: transaction management, asset level underwriting, portfolio pricing, property support
- PropTech: big data analytics to maximize returns in real estate investments

150+ professionals
250+ deals advised since 2013
€280bn+ transaction value since 2013
Focus: Worldwide

## Global Reach

24 offices in 20 countries across Americas, Europe and Asia guaranteeing global reach with deep local presence



## Unique Investment Banking Proposition

Full range of services, in-depth sector knowledge, mid-market focus and proven track record

#### What sets us apart



A truly global player
With deep local presence

**Global brand** with professionals in Europe, US, Latin America and Asia Since 2013, we have advised on **deals in 25 different countries** 



Full service advisory offering

Tailor made solutions for our clients' needs

Global Corporate Finance team offering full service capability of M&A and equity/debt capital markets advisory



Real sector specialization

Deep coverage of chosen niches

**All our Partners and bankers** focus at a subsector level



Mid-market focus

Invest in long term relationships

Over 100 Partners with 20 years plus average mid-market experience lead all transactions providing a hands on, dedicated and proven mid-market approach



Fully aligned partnership

Working to the same strategy

Best in class global collaboration, underpinned by listed partnership structure

	ALANTRA	BULGE BRACKET	M&A BOUTIQUE
GEOGRAPHIES			
Global reach	✓	✓	×
Local presence	✓	×	✓
SECTORS			
Complete coverage	<b>✓</b>	✓	×
Sub-sector depth	<b>✓</b>	✓	✓
ENTREPRENEURSHIP			
Partner ownership	<b>✓</b>	×	✓
Flexible decision making	<b>✓</b>	×	✓
STRATEGIC RELATIONSHIPS			
Mid-market focus	✓	×	✓
Multinational	✓	✓	×
PRIVATE AND PUBLIC CAPITAL MARKETS			
M&A execution	<b>✓</b>	✓	✓
Equity and Debt	✓	✓	×

## Alantra Technology Banking Group Overview

Growth-focused Technology banking specialists with global, cross-sector reach and full suite of advisory solutions

## Senior team located in key tech geographies with deep domain expertise and strong international support













**20**+

Bankers

**150**+

IT Services & Public Cloud

**Communications** & Networking

Internet & Digital Media

IoT & Smart Industry

Financial Technology

114 Deals

100 Deals

83 Deals

75 Deals

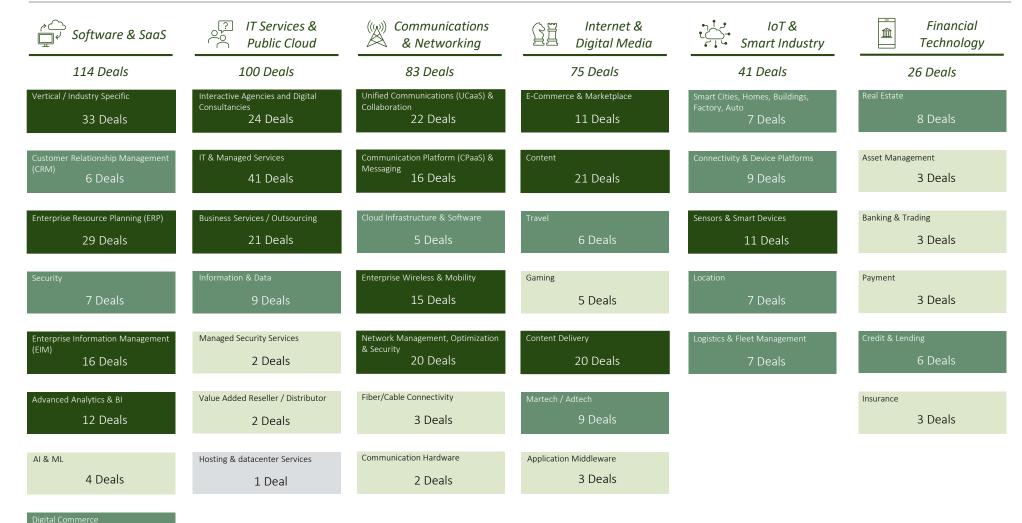
41 Deals

26 Deals

Our mission is to advise emerging and established technology leaders throughout the growth lifecycle

## Alantra Technology Transactions by Subsector

Our deep sub-sector knowledge from our global technology specialists spans a variety of areas



7 Deals

## Global Senior Technology Team

Alantra benefits from a global senior technology team with deep local presence, able to reach global strategics and investors



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