

Pexip Capital Markets Day 2021 – Targeting market leadership in USD 5 billion segment of the video market

Oslo, Norway, December 9, 2021 - Pexip Holding ASA ("Pexip" or "the Company", Oslo Børs Ticker: PEXIP) is holding a Capital Markets Day for investors, analysts, journalists, and other stakeholders today at 09:00 CET. The presentation material is attached. The event will be streamed via webcast, which can be found at: https://www.pexip.com/2021_capital_markets_day_webcast

Interim CEO and CFO, Øystein Dahl Hem, along with other members of the Pexip management team, will present the Company's strategy, unique technology, why customers choose Pexip, and financial performance. Questions to the presenters can be submitted directly via the webcast platform or via e-mail to IR@pexip.com.

Key highlights from the Capital Markets Day presentation:

- Pexip's strategy is to focus on three core areas: Video infrastructure, Critical video meetings, and Video enablement. These segments of the video market have an estimated value of USD 5 billion in 2024, and Pexip is aiming to gain a leadership position in each segment.
- In its core areas, Pexip has higher growth, higher revenue per customer, and lower churn than in the other company areas. Pexip's efficient go-to-market strategy is based on an already strong and growing ecosystem of partners, including Microsoft, Google, and other technology and solution partners.
- Pexip's differentiation is built on three distinct technology differentiators: Core transcoding, Agnostic infrastructure, and "Built as-a-platform", that are unique in the market.
- Following its 2020 IPO, Pexip is now approaching the end of the accelerated growth investments in sales and technology. This will drive improved profitability in 2022 towards returning to positive EBITDA during 2023. The Company is well positioned to deliver on its long-term guidance of 25% annual revenue growth and 25% EBITDA margin, as well as reaching the target of USD 300 million in ARR by 2024.

"The use of video has seen hyper growth during the pandemic, and strong trends like climate consciousness, geopolitical complexity and cyber vulnerability will continue to drive the development in the long term. We have world-leading technology within our core focus areas, so we are in a fantastic position to be the number one in these segments, representing a massive USD 5 billion market opportunity. We are consistently winning contracts with large and demanding customers across international corporations, governments, public agencies and defense organizations, which adds confidence in our ability to continue taking market share as well as our share of the market growth," said Pexip Interim CEO and CFO, Øystein Dahl Hem, and continues:

"We have a strong underlying performance in our core focus areas, which are already accounting for more than 85% of ARR. These areas have also higher average revenue per customer and lower than average churn. Pexip has a long track-record and a proven culture of execution. With our unique technology and team in place, we are on-track to reach our target of 300 million dollars in ARR by the end of 2024".

For further information, please contact:

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