

Delivering
meaningful
growth

GBL

Private Assets

Private Assets

6. Webhelp

7. Canyon

8. Voodoo

Private Assets

Olivier
DUHA

Founder & CEO
of Webhelp

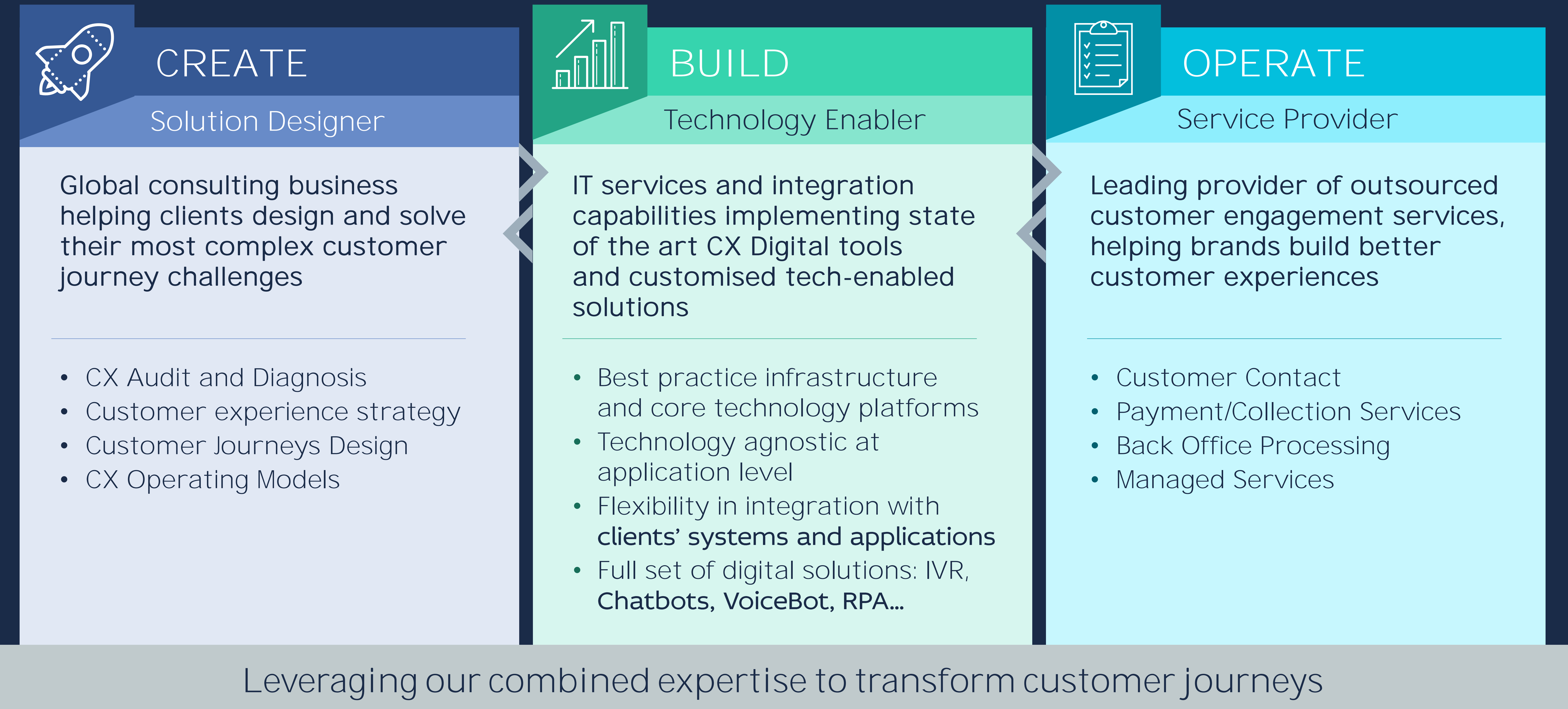
Game-changing customer journey

We are your global partners that designs, delivers and optimizes unforgettable human experiences for **today's** digital world



6. Webhelp

Webhelp has three Distinctive Capabilities to Offer CX End-to-**End Solutions**...



...Covering a Large Set of Solutions



6. Webhelp

What Have We Achieved? - From a Local Pioneer to a Global CX Expert

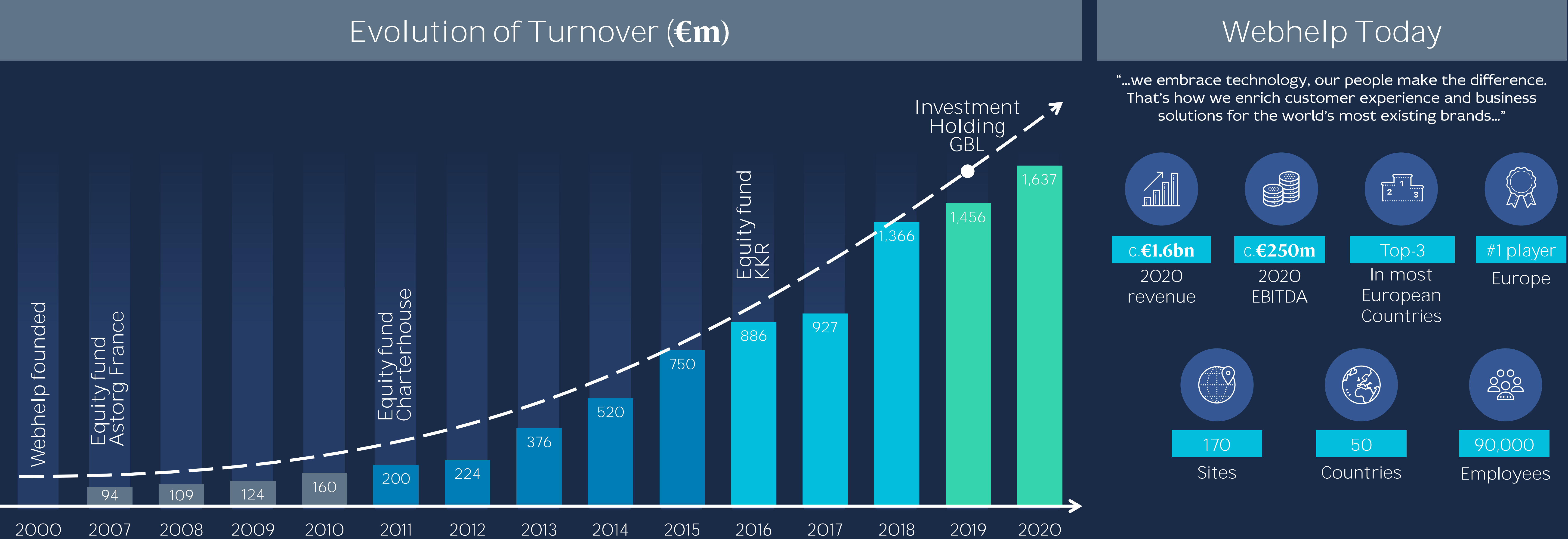
Founded in 2000
Founder-led management team
Strong entrepreneurial culture

End-to-end partner across all B2C and B2B customer journeys

Unique best-shoring approach,
combining onshore, nearshore, offshore and home-shore for all languages

Active M&A strategy:
23 acquisitions since 2013

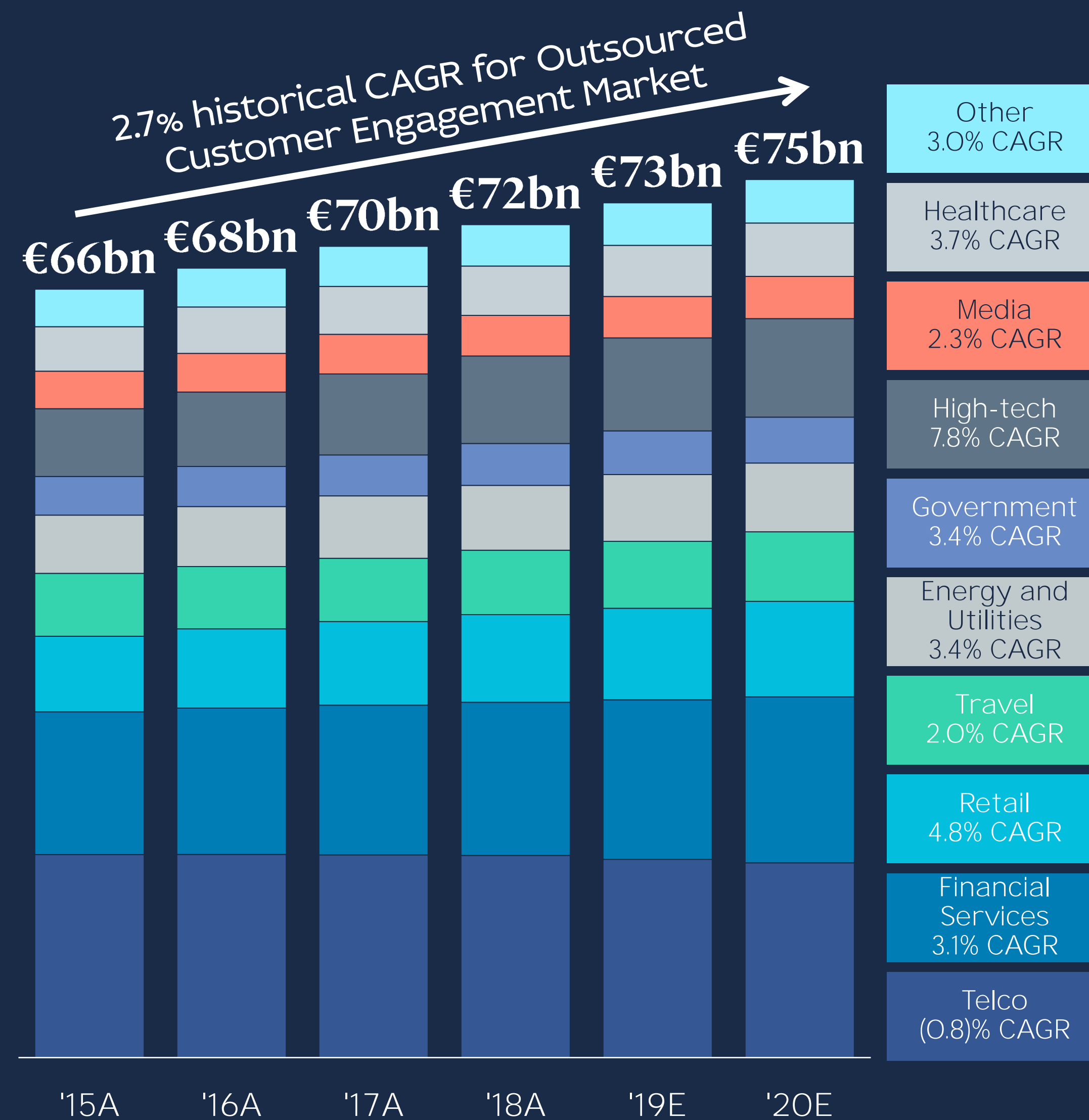
Strong organic growth:
double-digit growth in average over the past 5 years



Our Market

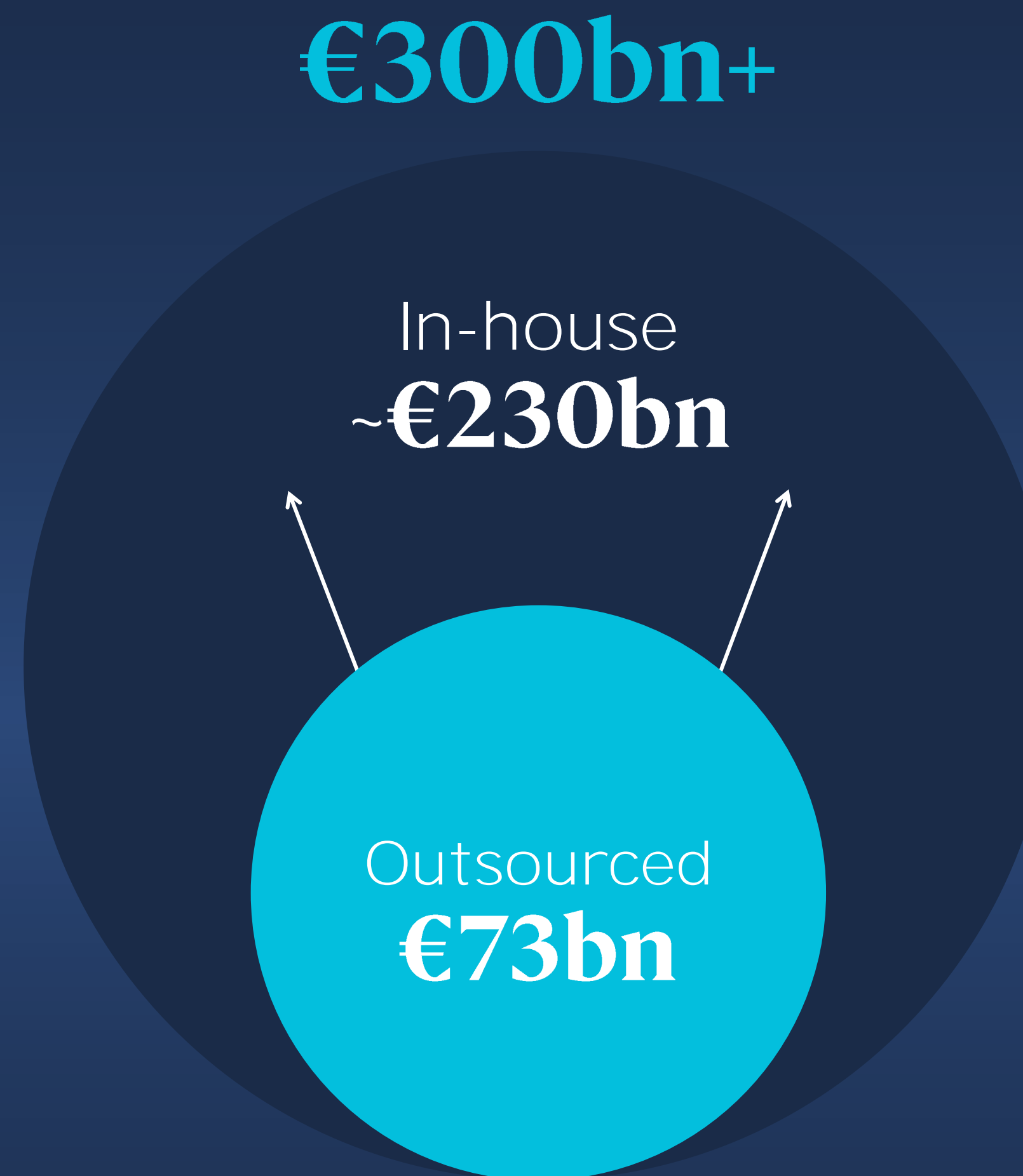
The CRM-BPO Market is Large, Growing and Underpenetrated

Large, Growing...



Strong growth to be further driven by Covid-19

... Underpenetrated Market...



2019E Customer Engagement Market

... Driven by Outsourcing Trends

Brands Seeking...	Scalability	<ul style="list-style-type: none"> Need for greater capacity and flexibility to launch products and services allowing for seasonality/crisis management
	Best Practices	<ul style="list-style-type: none"> Benefiting from experience of providers focused on outsourced tasks and knowledgeable in multiple industries
	Consistency	<ul style="list-style-type: none"> Ensuring consistency between channels and between internal services (sales, commercial services and technical assistance)
	Best-in-class Technology	<ul style="list-style-type: none"> Access to state-of-the-art technology (speech analytics, RPA, AI and platforms) Industry standard APIs to interact with brands
	Improved Financials	<ul style="list-style-type: none"> Driving revenues through upselling Achieving cost savings through best-shoring, process engineering and technology

The Year 2020 and Covid-19

have Led to an Accelerated Digitalization of Our Societies which has a Significant Impact for the Better Positioned Players in the Customer Engagement Industry

CE is a remote service
by nature...

- no face-to-face interaction with clients and end customers
- The Industry is able to **function by keeping its clients' clients and own staff safe**

... that has shown strong resilience during the crisis by swiftly adapting its business model through large scale and sustainable work from home operations

The E-Commerce boom has accelerated the need for more omnichannel interactions (chat, email and social media)

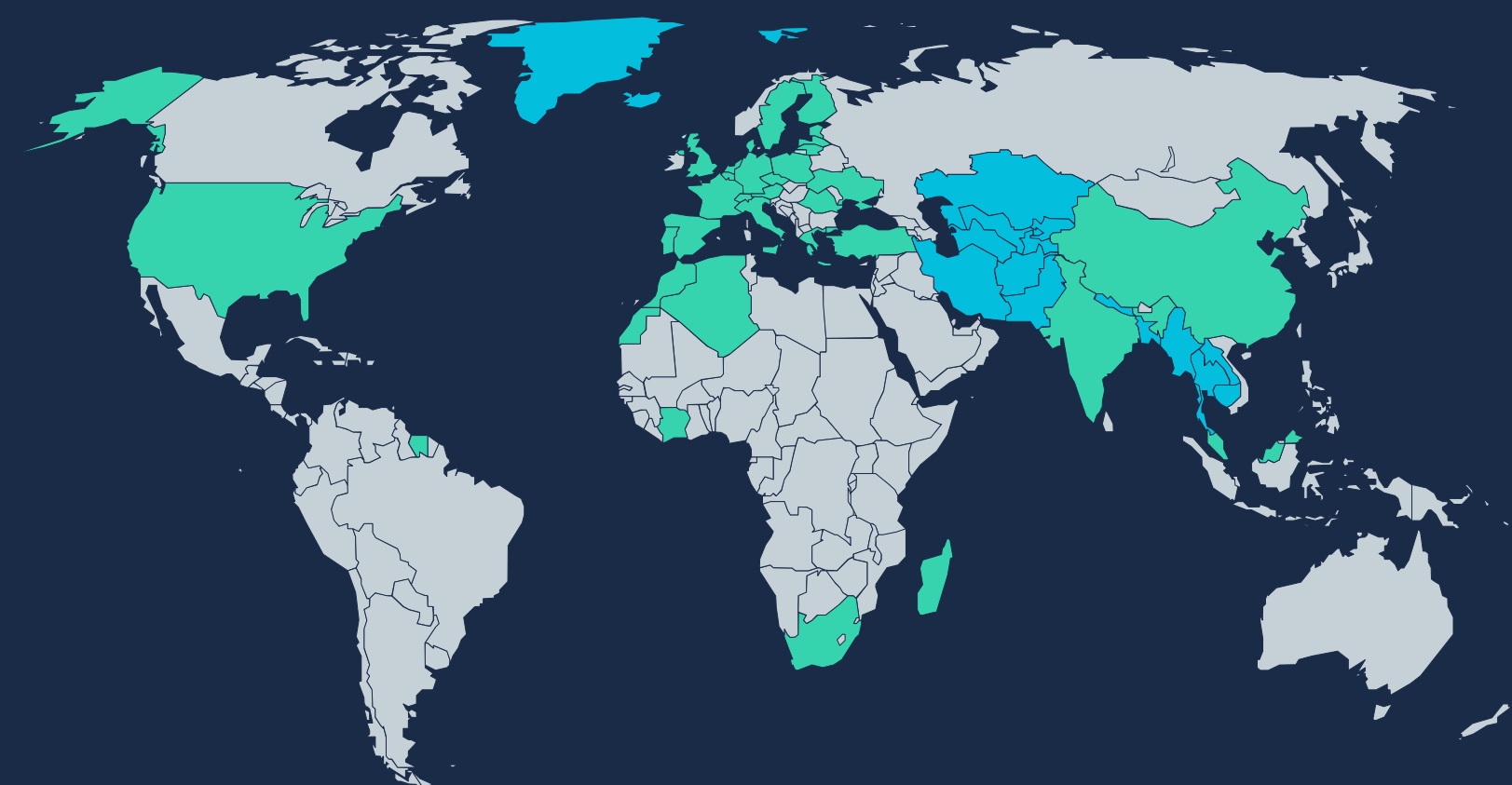
There are expected to be over

2bn digital buyers in the world in 2020 ⁽¹⁾

80% of Internet users in the US have made at least one purchase online ⁽¹⁾

52% of online stores have omnichannel capabilities ⁽¹⁾

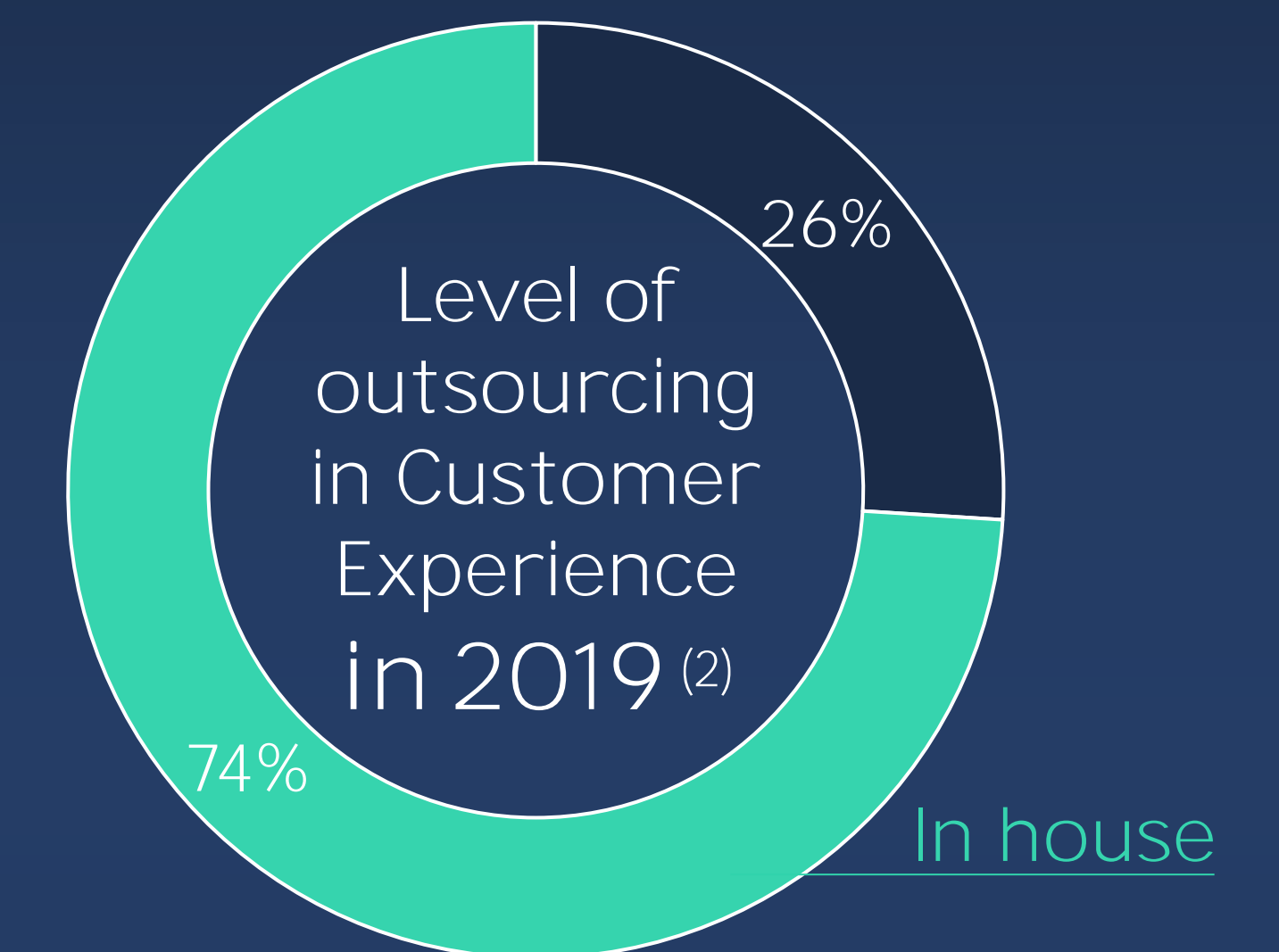
Companies are increasingly looking for global players to address their global or regional CE needs



Global presence, consistency, agility, client management policy and solid BCPs are key competitive **advantages in today's market**

Advanced Tech and solution design offerings are a requirement to fulfill client needs

The level of outsourcing is still low...



... but in today's context more and more companies are moving to cheaper and higher quality outsourcing

(1) <https://99firms.com/blog/ecommerce-statistics/#gref>

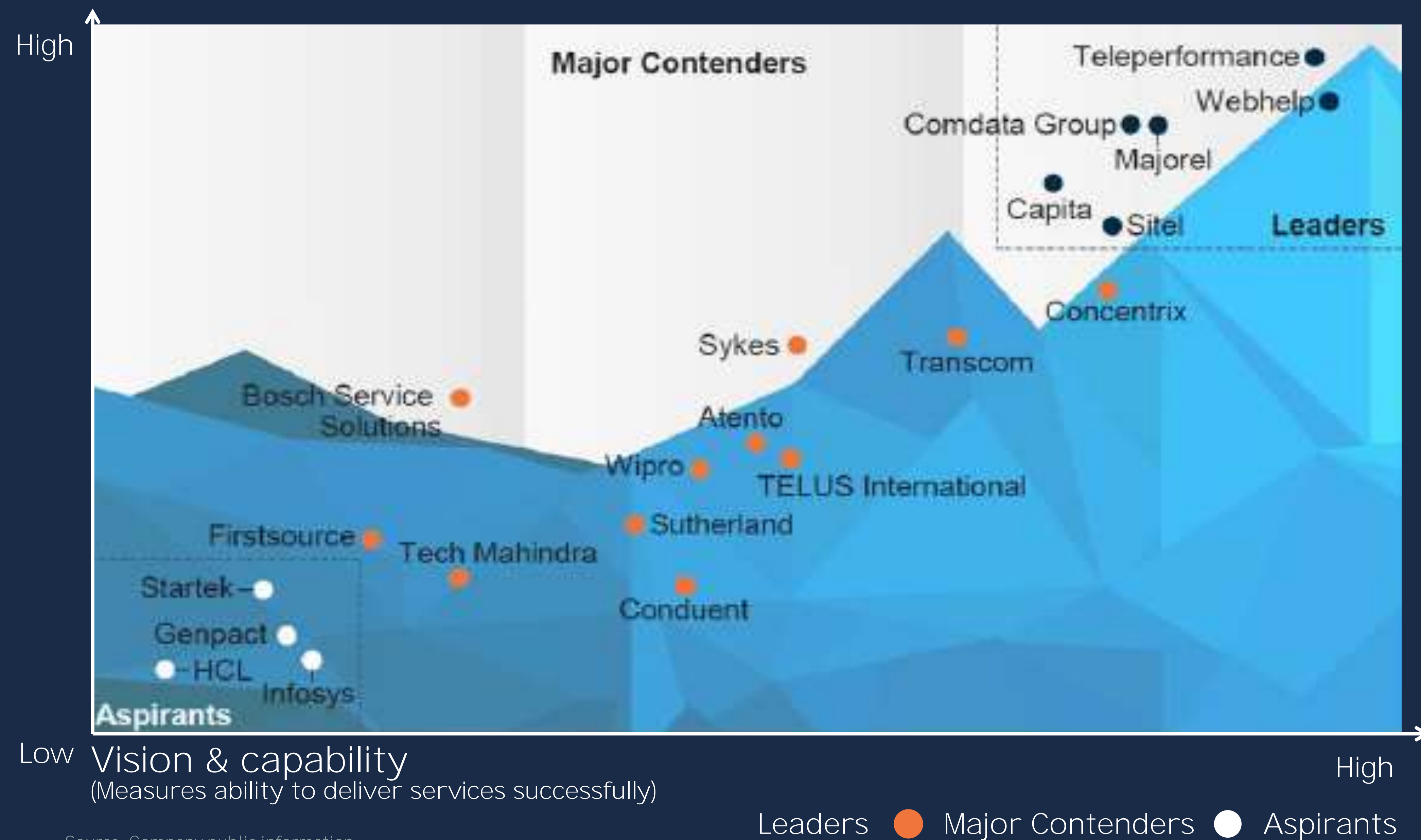
(2) Everest 2019 annual report

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Webhelp

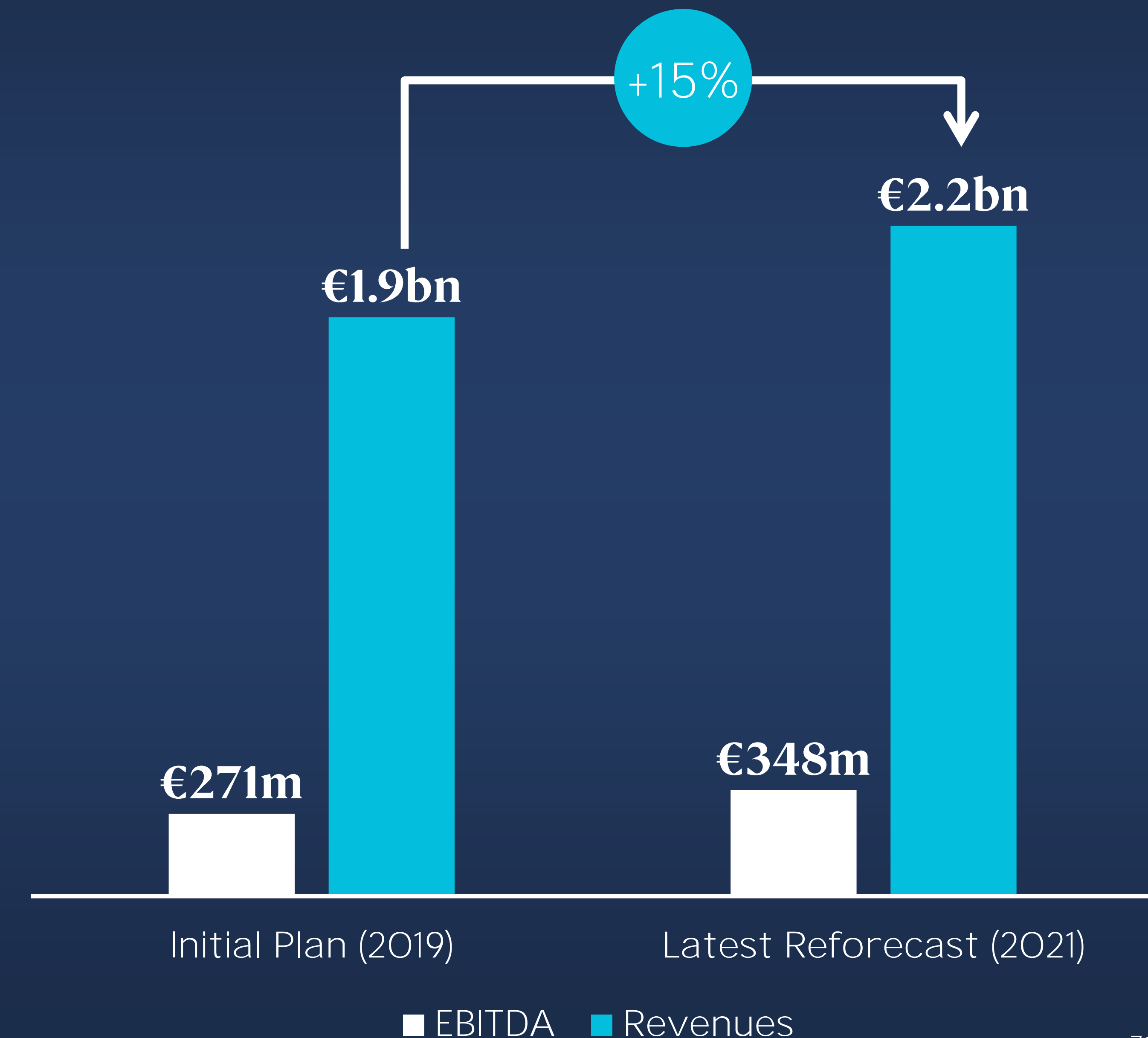
is recognised as a Leading “Star Performer” by the Market

Everest Group Customer Experience Management (CXM)
in EMEA Services PEAK Matrix™ Assessment 2020



Source: Company public information

2021E – Plan vs. Forecast



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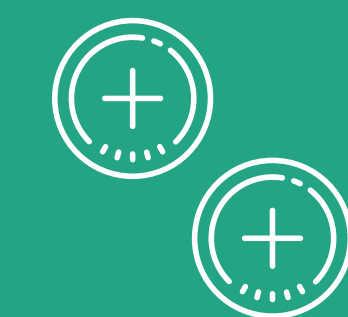
Who Do We Serve?

Premium Clients with a Focus on Profitable Segments of Growth

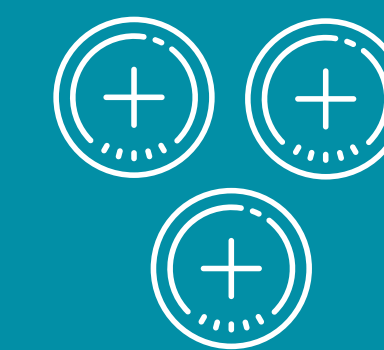
Market dynamics



Established and Resilient Clients (c.40%)



Digital Transformed Industries (c.35%)



Digital Native Companies (c.25%)

Key Characteristics

- Market players in large scale markets with low switching costs for their end-users (e.g. Telcos, Utilities)
 - Mature outsourcing between different vendors
 - Already large and sophisticated users of Customer Engagement BPO
 - Looking to offshore when possible

- Large market players looking to digitalize all or part of their activities, especially retail and travel, and/or looking for a full transformation of their omnichannel journey

- Generally, start-ups or global clients with strong expansion needs, most of the time going international quickly. Usually rely strongly on a few vendors to support their growth
- 3 subcategories:
 - Large and International Digital Companies
 - Multi regional Digital Companies
 - Domestic Digital Companies

Key logos



What Makes Webhelp Different?

Key Strengths...

Unique Best Shoring Footprint

- Best shoring approach combining onshore, nearshore, offshore and home-shore for all languages
- Multilingual capability in dedicated hubs
- Unique access to specialised talent pool and round-the-clock availability
- Optimized delivery mix (54% onshore, 27% nearshore and 19% offshore in 2020A)



Unequalled Tech & Consulting Capabilities

- Consultant-led approach to customer needs
- Transformation-led outsourcing
- Best practice infrastructure and core technology platforms
- Technology agnostic at application level



Solid Track Record of Upselling/Cross-selling With Large Clients

- Consistently growing with clients since inception
- Increasing reach in served languages and geographies: from local to global coverage
- Progressive scope extension of provided services: commercial assistance, Cloud services, content moderation, etc.



Proven Ability to Create Value Through M&A

- Successful track-record: 23 acquisitions since 2013
- Proactive origination: early contact and active participation
- Value-driven execution: rigorous approach to diligence and price discipline
- Integration: tailored, respectful and progressive approach



...and Our Think Human culture



We are a
people-first
company



We put our
client at the
heart



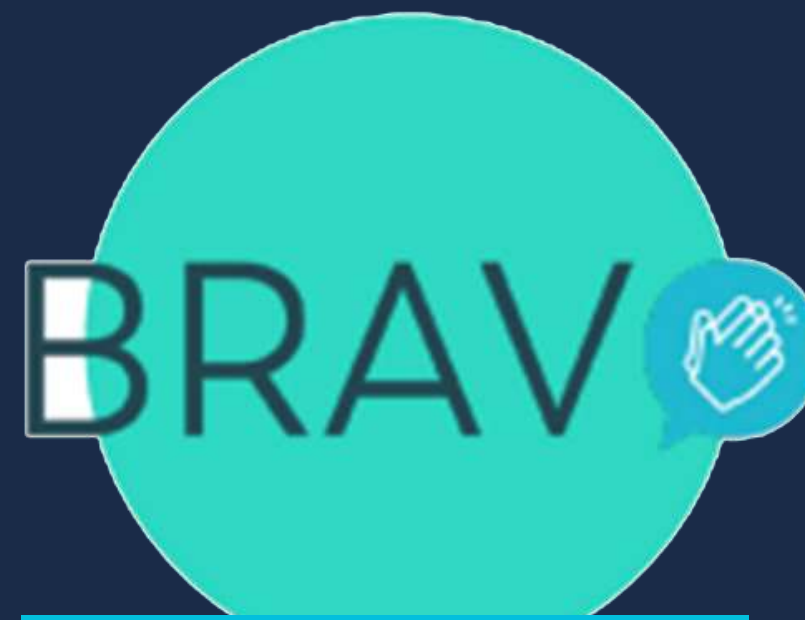
We are
passionate
game-changers



We strive
to enjoy
every day



Colleague Voice



Recognition



Communities



WebHealth

Everything
we do is brought
to life through
**our culture
& people**
engagement initiatives

Key Credit Highlights - Summary



Private Assets

Roman ARNOLD

Founder & Chairman
of Canyon
(video)



Delivering
meaningful
growth

GBL

Private Assets

Alex
YAZDI

Founder & CEO
of Voodoo



Private Assets

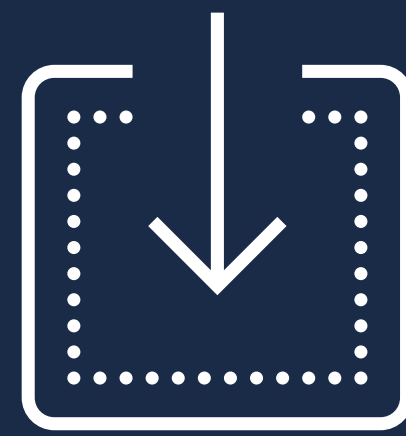
8.a. Background

8.a. Background

Voodoo in a nutshell



#1
Publisher



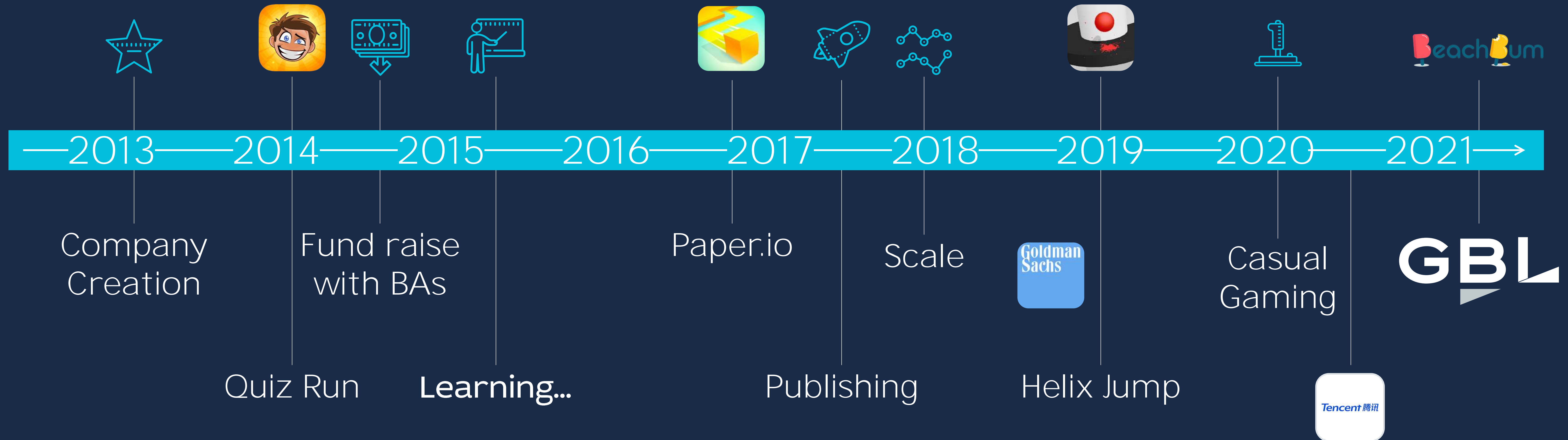
5 Billion
Downloads



200+
Games live

Top Publishers		Filter
Jun 8, 2021 - Jul 7, 2021		
Games, iPhone, Free Downloads, Worldwide		
1	Voodoo Voodoo	24.38 M 4%
2	Lion Studios Lion Studios	10.02 M 28%
3	Tap2Play LLC Tapinator	9.81 M 257%
4	SUPERSONIC STUDIOS LTD Supersonic	9.12 M 31%
5	Rollic Games Rollic	8.35 M 26%
6	Tencent Mobile Games Tencent	8.28 M 33%
7	Zynga Inc. Zynga	7.15 M 23%
8	Crazy Labs Crazy Labs	6.47 M 4%
9	Supercell Supercell	5.92 M 6%
10	Good Job Games Good Job Games	5.44 M 30%

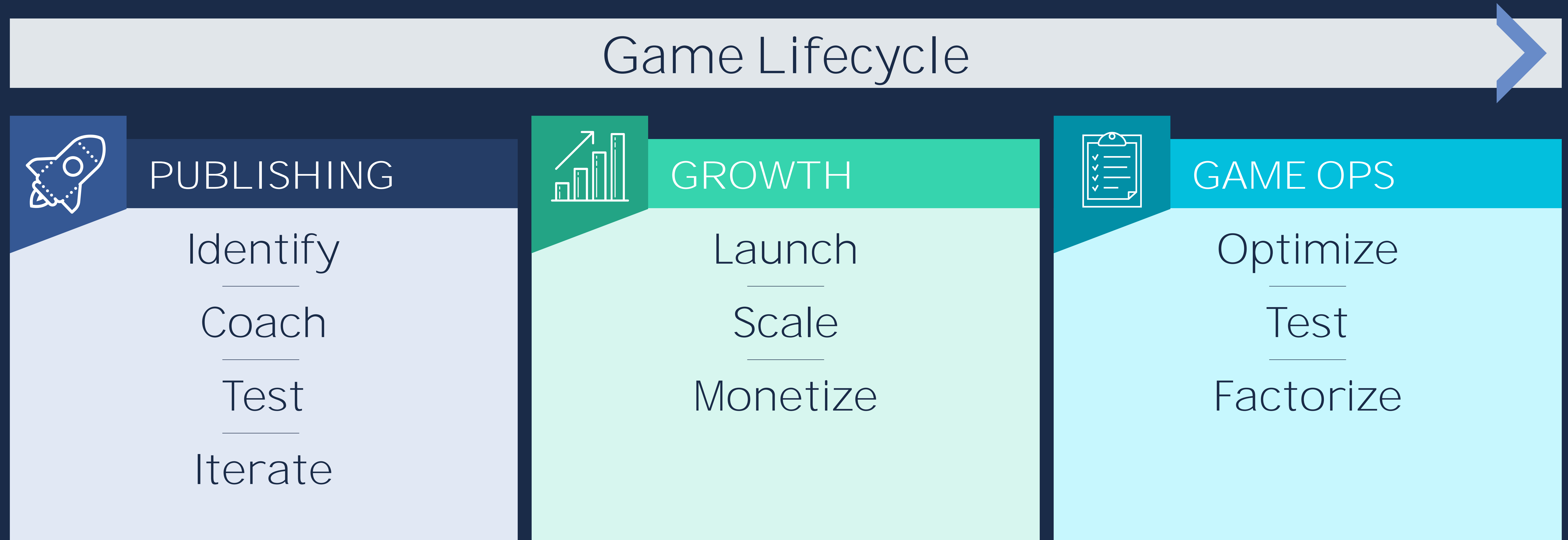
Voodoo Timeline



Private Assets

8.b. Activities

Our value chain for Hyper-casual games



Going casual

1st success with Bubble Buster 2048



Launched in
July, 2021



4.2M
downloads
so far



>\$3M
revenues
to date,

>\$8M
expected
before
end 2021



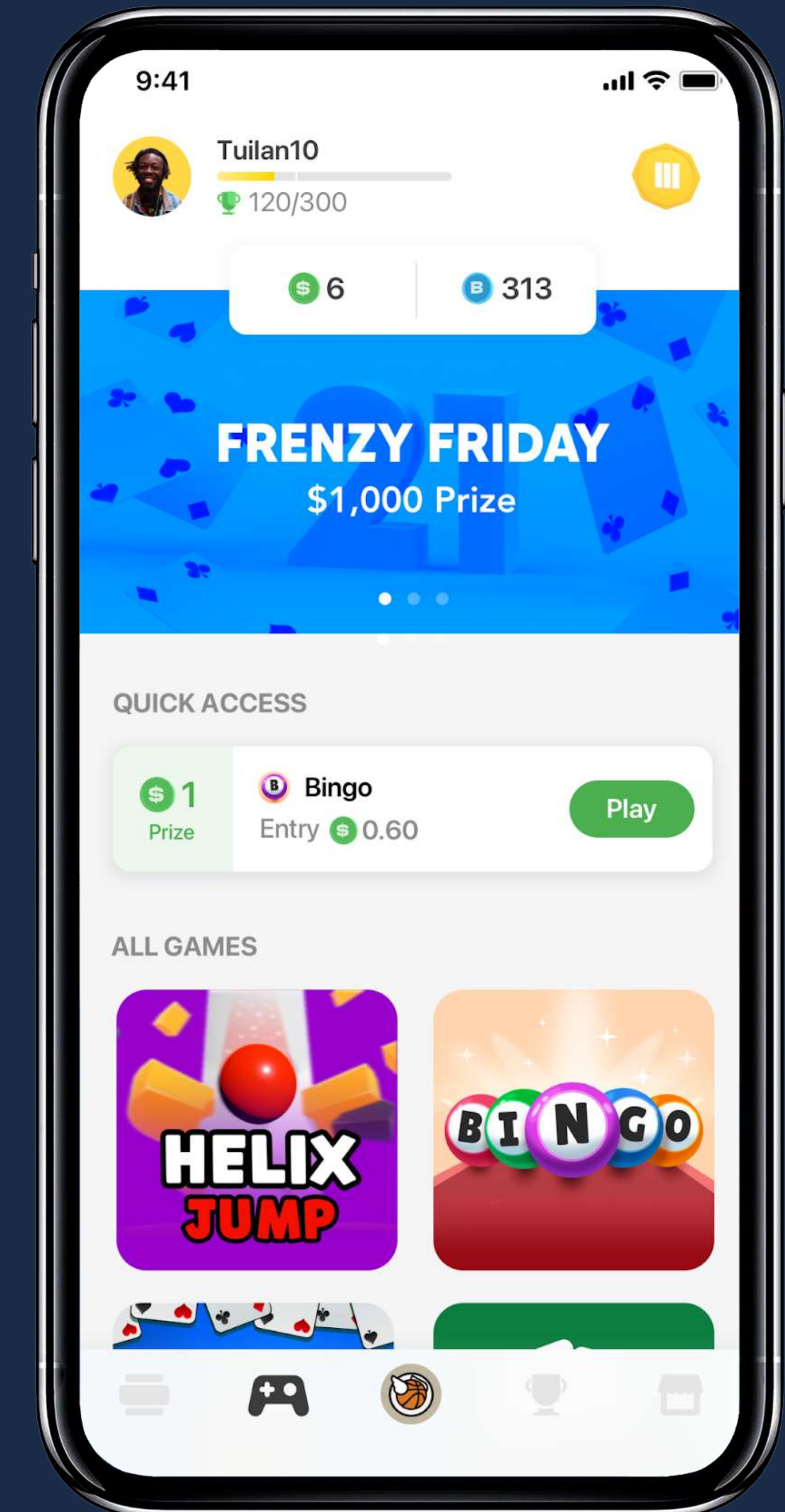
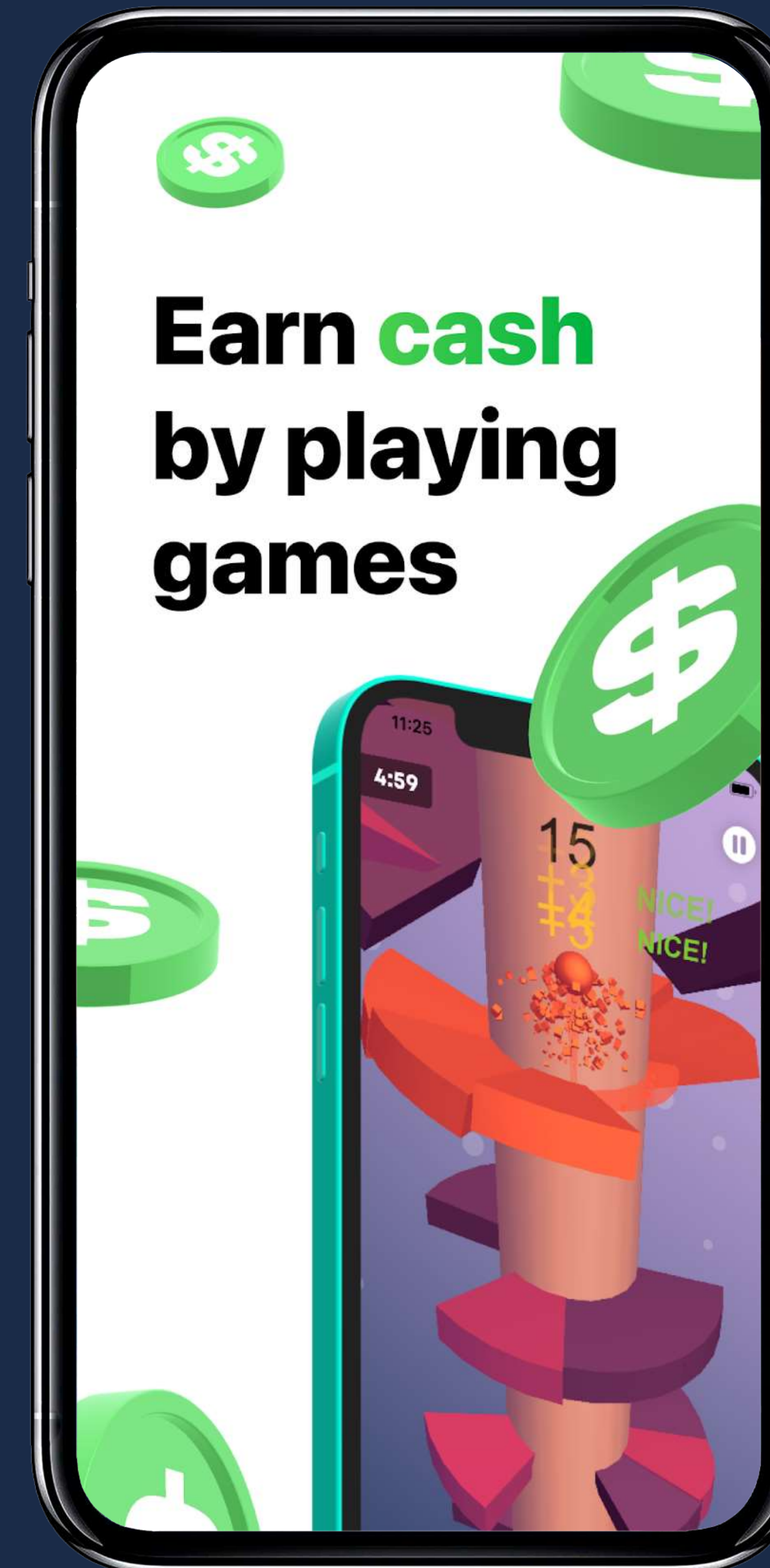
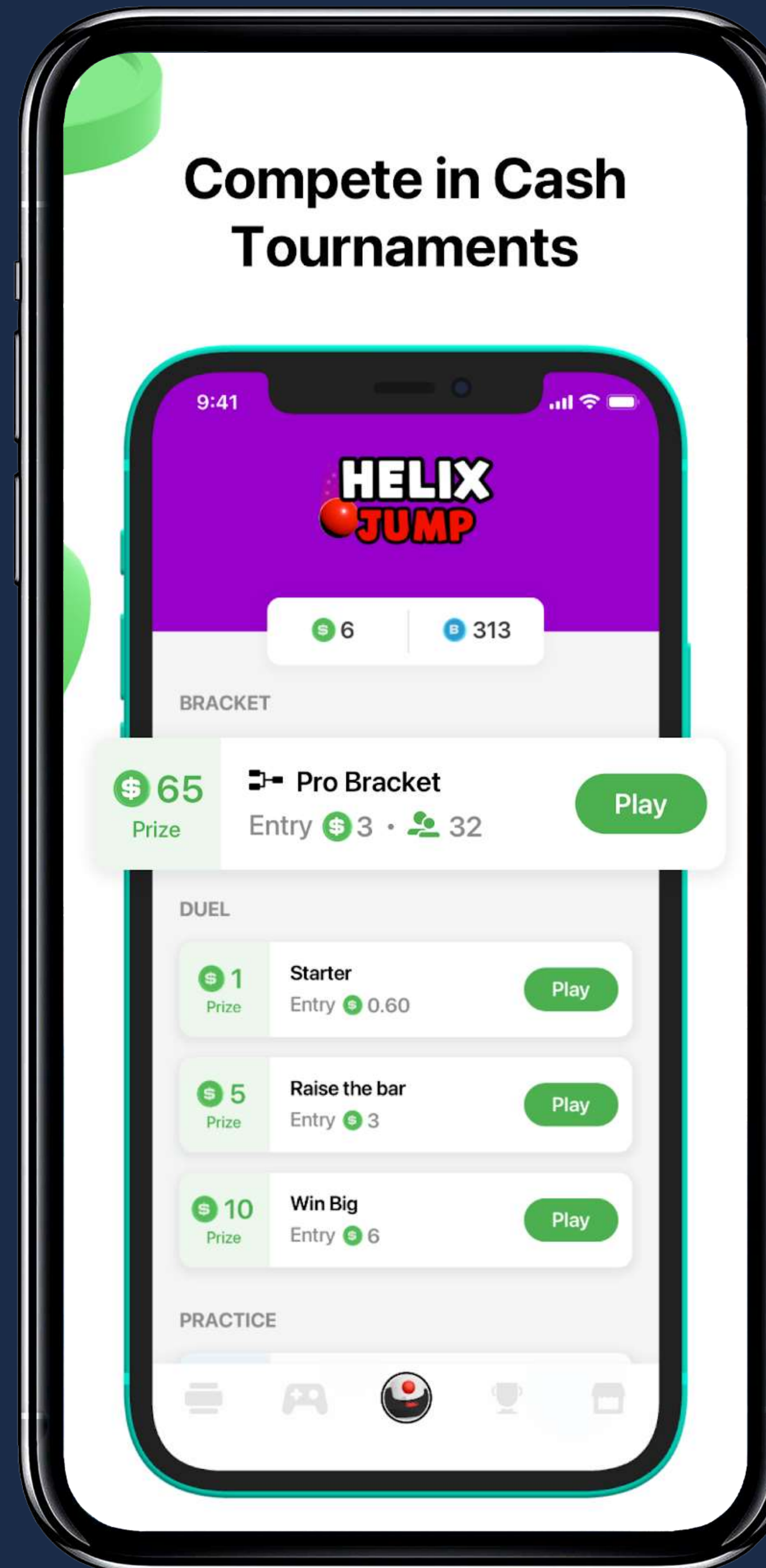
Blitz

Real Money Gaming

Leveraging
our unique Assets

- Catalog of 200+ casual games
- Network of 350 Studios

Take advantage of the
booming market
of mobile gaming



8.b. Activities



Social network for Teens



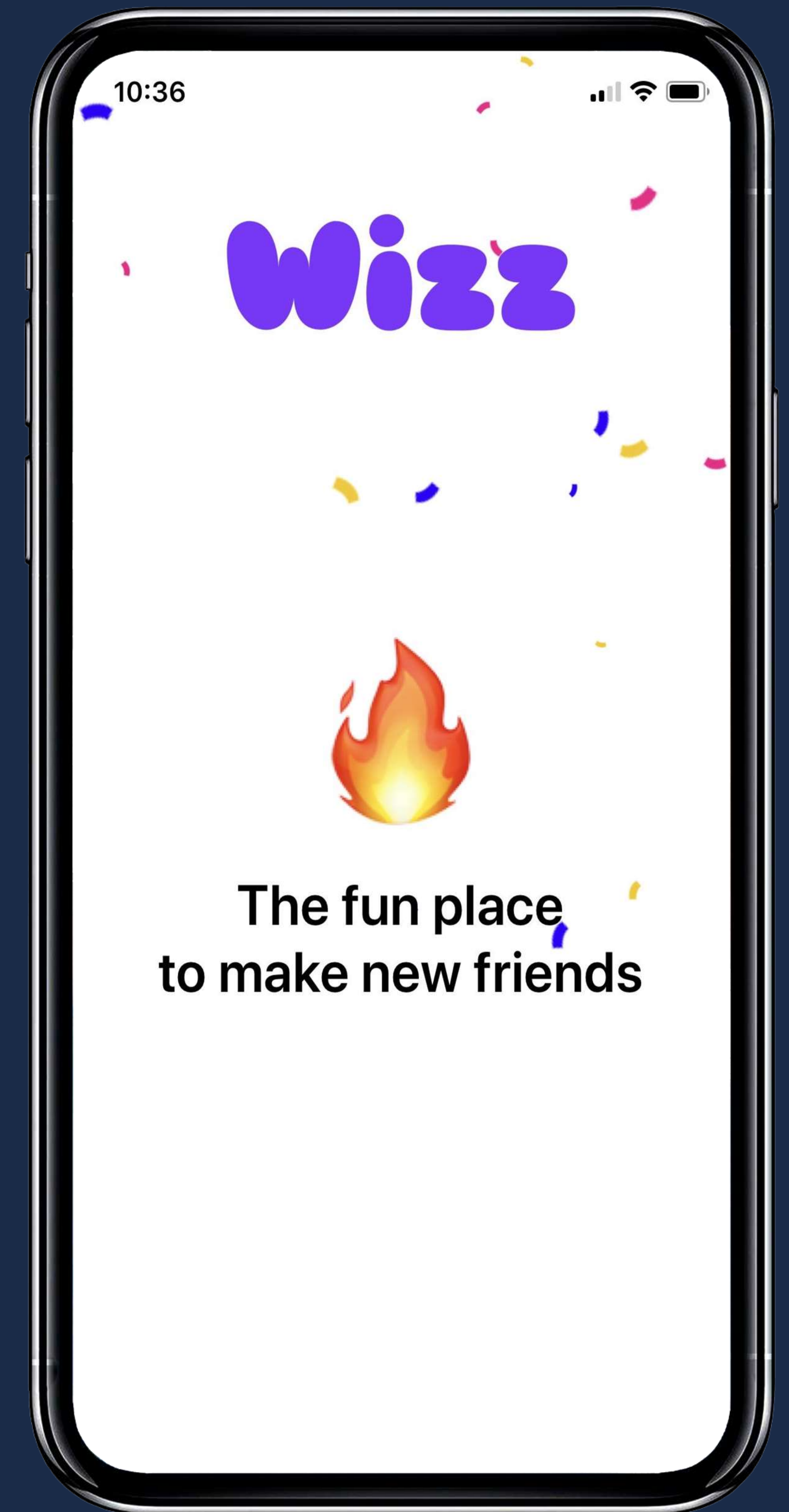
2.8M
downloads



TOP 10
social
networking
apps in the U.S.



150k
DAU



Private Assets

8.c. Vision & Strategy

Long-term vision

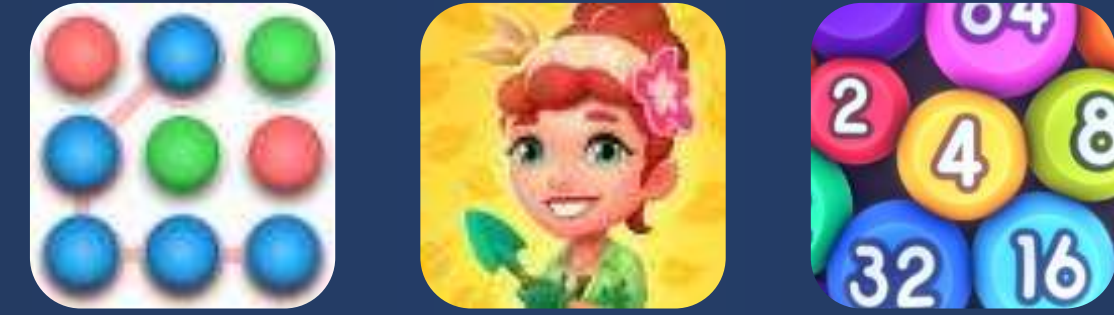
Sell Ads



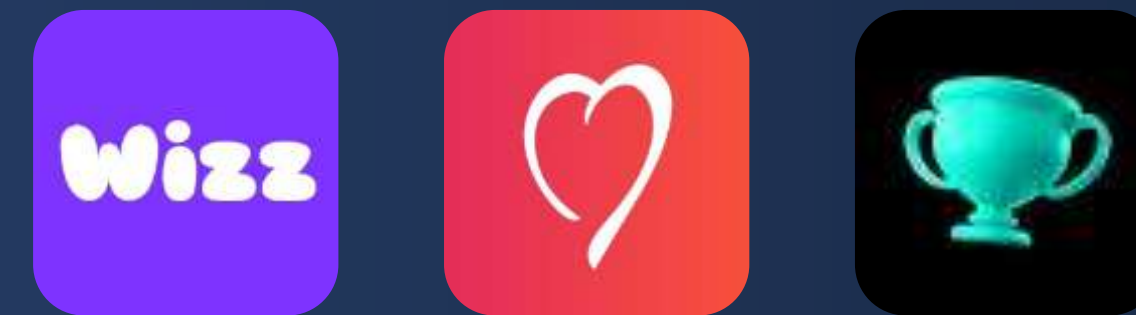
HC games



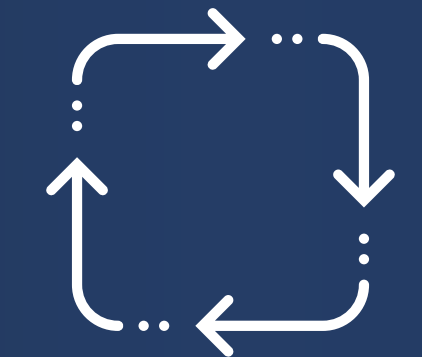
Casual games



Consumer apps



Cross Promote



Store User Cross-Apps Data



Acquire Users

Synergies with acquisitions

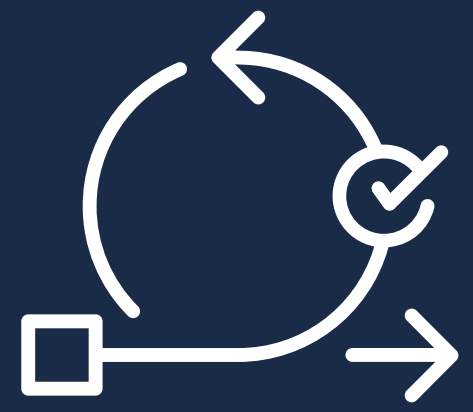
Voodoo



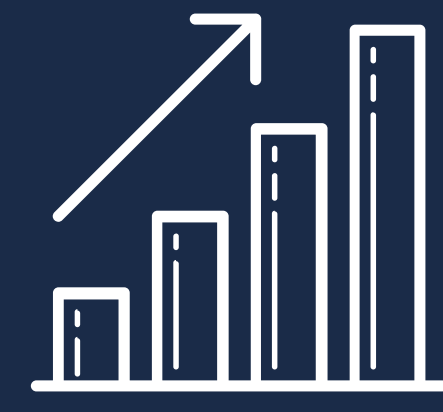
Private Assets

8.d. Partnership with GBL

A long-term partnership



Agility



Long-term
investors



Support on M&A
transactions



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