

2024 Frost & Sullivan Institute Enlightened Growth Leadership Best Practices Recognition



FROST & SULLIVAN
BEST PRACTICES
AWARDS

Sinch



Congratulations!

Frost & Sullivan Institute, in partnership with Frost & Sullivan, is proud to present Sinch with the Enlightened Growth Leadership Best Practices Recognition.

Frost & Sullivan's global team of growth pipeline experts continuously identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As the world emerges into the new norm disrupted and accelerated by the COVID-19 pandemic, it is becoming increasingly important for companies to leverage opportunities to shed old ways of thinking, build value chains that leave no stakeholders behind, and create foundations for stable growth to thrive in these new environments. We identify companies that demonstrate the commitment to embrace emerging technologies and protocols and generate opportunities for all while sustaining continued growth and highlighting best practices for sustainable development. This approach involves deep strategic deliberation around best practices and the development of core analytics across the entire value chain of specific products and services. Against the backdrop of these analytics, Frost & Sullivan Institute, in partnership with Frost & Sullivan, recognizes Sinch for its valuable achievement.

Frost & Sullivan strictly reserves this recognition to companies at the innovation to zero and growth forefront in their respective industries. These companies demonstrate proactivity in utilizing business practices to 'innovate to zero' and address global priorities while securing sustainable growth. These companies also uniquely leverage technology and boost their industry partner ecosystem to serve ever-evolving customer needs in a way that facilitates environmental initiatives and supports the planet's well-being. Moreover, by combining business sense with a moral imperative, these companies demonstrate aspirational ideals beyond the simple goal of generating profits.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors), making critical decisions every single day to support the organization and meaningfully contribute to its own future in a sustainable and socially responsible way. Frost & Sullivan in partnership with Frost & Sullivan Institute enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments, and we wish you great success in the future.

Sincerely,

David Frigstad

Chairman, Frost & Sullivan and Executive Director, Frost & Sullivan Institute



Best Practices Criteria for World-Class Performance

Frost & Sullivan Institute leverages Frost & Sullivan's rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recipient. The process involves a detailed evaluation of best practices criteria for each nominated company. Sinch excels in multiple criteria.



Why Now?

The world is at a tipping point, with climate change, AI advancements, and geopolitical instability transforming our reality. As we face record heat, melting icebergs, and job disruption due to AI, the need for innovative solutions has never been greater. Companies must now rise to the challenge, pioneering bold and transformative solutions that not only tackle these global crises but also pave the way for a resilient and sustainable future.

The Frost & Sullivan Institute's Enlightened Growth Leadership Best Practices Recognition celebrates organizations committed to tackling these pressing global challenges. By aligning their business practices with sustainable growth, companies like Sinch have demonstrated leadership in innovation and long-term success. Headquartered in Sweden, Sinch is a leading global provider of cloud communications and customer engagement solutions, widely recognized for its innovative contributions to the cloud communications sector. Founded in 2008, Sinch has grown significantly through strategic acquisitions and organic expansion, establishing a strong presence in over 60 countries.



Why You?

'Innovating to Zero' on Global Priorities

In 2023, Sinch highlighted its commitment to environmental sustainability by aligning with the Science Based Targets initiative (SBTi) to set goals that limit global warming to 1.5°C, in accordance with the Paris Agreement. The company aims to achieve net-zero greenhouse gas (GHG) emissions across its value chain, focusing on reductions in Scope 1, 2, and 3 emissions. While renewable energy consumption reached 6% of total usage in 2023, Sinch continues to pursue long-term science-based climate targets to drive further progress.

"Women accounted for 32% of the workforce and 33% of new hires, while the board included two women among six directors in 2023."

-Sakthi Kumararaja, Associate, Frost & Sullivan Institute

Sinch has prioritized inclusivity and work-life balance through initiatives that enhance employee well-being and diversity. In 2023, SinchBoost programs were launched to promote leadership through change, complemented by global campaigns such as Women's International Day, Pride Month, and Ethnicity-focused events. Women accounted for 32% of the workforce and 33% of new hires, while the board included two women

among six directors in 2023. These efforts reflect Sinch's dedication to fostering a fair and equitable workplace.

Sinch advanced its cybersecurity resilience in 2023, achieving a 0.5-point increase in its externally audited maturity level. Enhanced incident response and testing capabilities led to a 30% reduction in cyber insurance costs. With an emphasis on continuous improvement, Sinch ensures robust protections against evolving cyber threats, maintaining its commitment to secure and reliable operations.

Frost & Sullivan Institute commends Sinch for its steadfast dedication to advancing global priorities through impactful and innovative initiatives. By prioritizing environmental sustainability, inclusivity, and cybersecurity excellence, Sinch has demonstrated a comprehensive commitment to creating a better and more equitable future. Its focus on addressing critical challenges, fostering resilience, and driving meaningful change underscores the company's role as a leader in sustainable development.

Growth Excellence

Sinch demonstrated exceptional financial performance, achieving significant year-over-year growth across all key financial metrics, reflecting its strong operational capabilities and effective strategic initiatives.

Net sales grew by 4% in 2023, showcasing the company's ability to maintain steady revenue growth despite an increasingly competitive market environment. Gross profit rose by 8% in 2023 compared to 2022, underscoring Sinch's success in refining its operational efficiencies and managing costs effectively, leading to high profitability margins. Most notably, EBITDA surged by 11%, highlighting Sinch's enhanced ability to translate operational success into financial gains, showcasing a notable improvement in operational scalability and cost discipline from 2022.



"Net sales grew by 4% in 2023, showcasing the company's ability to maintain steady revenue growth despite an increasingly competitive market environment."

-Sakthi Kumararaja, Associate, Frost & Sullivan Institute

Sinch has demonstrated outstanding growth excellence, marked by its impressive achievements in 2024. As a pioneer in global communication through its Customer Communications Cloud, the company successfully delivered over 1 billion Rich Communication Services (RCS) business messages for enterprises worldwide. This milestone underscores Sinch's leadership in providing innovative and scalable messaging solutions that

empower businesses to enhance customer engagement. By driving the adoption of advanced communication technologies, Sinch continues to set industry benchmarks for sustainable growth and operational excellence.

Frost & Sullivan Institute lauds Sinch's growth excellence, showcased through its impressive financial performance and strategic initiatives. The company's sustained advancement underscores its dedication to fostering innovation, operational scalability, and stakeholder value. Through its strategic focus on sustainable growth and business excellence, Sinch continues to solidify its position as a global leader in its industry.

Integrated Coopetition - Industry Partner Ecosystem

In April 2023, Sinch announced a strategic collaboration with Salesforce, a global leader in customer relationship management. As a strategic supplier for Salesforce's global SMS delivery, Sinch provides enterprise-grade messaging solutions to support Salesforce and its worldwide customer base. This partnership underscores Sinch's ability to integrate its technological expertise with the capabilities of industry leaders, enhancing communication solutions for businesses globally.

Sinch's partnership with MINDD, a Dutch medical technology company, demonstrates its dedication to innovation and problem-solving in the healthcare industry. Their joint effort to develop an AI-driven pre-triage solution significantly alleviates the burden on medical practices.

Frost & Sullivan Institute appreciates Sinch's integrated coopetition efforts, which showcase the company's exceptional ability to drive innovation while fostering meaningful collaborations. This strategic balance empowers Sinch to not only drive technological advancements but also elevate industry standards, reinforcing its leadership position in the market. Through these collaborative efforts, Sinch exemplifies its commitment to long-term success, setting new benchmarks in integrated coopetition and demonstrating its capacity to address complex challenges while driving sustainable growth.

Technology Leverage/Innovation

Sinch continues to demonstrate its leadership in technology leverage and innovation, advancing the way businesses engage with their customers through cutting-edge solutions. In February 2024, Sinch India introduced Sinch Trust, a pioneering solution designed to enhance transparency and reliability in business messaging. By addressing the critical role SMS plays in marketing, customer engagement, and notifications, this offering strengthens the trustworthiness of communication channels, particularly in collaboration with CPaaS providers and aggregators.



In September 2023, Sinch delivered a custom WhatsApp for Business solution for Ramco Cements, resulting in a fivefold increase in lead conversions and an elevenfold improvement in addressing customer needs. By integrating this solution, Ramco Cements achieved these results without expanding its call center workforce, showcasing the efficiency and impact of Sinch's technology in enhancing customer experiences.

Frost & Sullivan Institute commends Sinch for its outstanding technological innovation and its ability to leverage cutting-edge solutions to revolutionize communication systems globally. By continuously advancing its capabilities through strategic development and integration, Sinch empowers businesses to enhance customer engagement and operational efficiency.

Conclusion

Sinch exemplifies business leadership through its relentless innovation, strategic collaborations, and dedication to transforming customer communication experiences. The company's forward-thinking approach is reflected in its partnerships with industry leaders, enabling it to expand its capabilities and drive significant advancements in communication technologies and operational efficiency. Sinch's commitment to redefining industry standards ensures its continued leadership in fostering meaningful connections between businesses and their customers.

Frost & Sullivan Institute offers the "2024 Frost & Sullivan Institute Enlightened Growth Leadership Best Practices Recognition" to Sinch for their approach to growth, grounded in innovation and strategic foresight, positioning them as a global leader in the digital business services sector.



What You Need to Know about the Enlightened Growth Leadership Recognition

Frost & Sullivan Institute's Enlightened Growth Leadership Best Practices Recognition identifies the company that addresses the global priorities as identified by the Institute and demonstrates sustainable growth in the industry.

Best Practices Recognition Analysis

For the Enlightened Growth Leadership Best Practices Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

'Innovating to Zero' on Global Priorities: The company demonstrates proactivity in 'Innovating to Zero' in terms of one or more of the following global priorities that form the seven pillars of the Frost & Sullivan Institute:

- i) **Environment:** Environmental initiatives can include climate change, vulnerable groups, behavioral change, international governance, waste management, or others.
- ii) **Education:** Education can encompass equal access, gender parity, EdTech, quality education, education resources, vocational training, or others.
- iii) **Infrastructure:** Infrastructure can incorporate infrastructure as a basic right, technology and infrastructure, environment and infrastructure, urban infrastructure, and financing models, among others.
- iv) **Healthcare:** Healthcare can comprise healthcare crisis, mental health, finance, healthcare systems, advanced healthcare, and technology and healthcare, among others.
- v) **Security:** Human security can refer to transnational governance, human security, food security, or others.
- vi) **Human Rights:** Human rights can involve governance, special group rights, justice, or other such elements.
- vii) **Economics:** Economics can pertain to inequality, new economic regime, FinTech, behavioral change, or others.

Growth Excellence: The company demonstrates healthy growth over a span of 10 years. It focuses on short-term and long-term growth strategies to maintain a superior industry position. The executive team's vision aligns with the company's growth strategy, effectively translating this vision into growth. The socially responsible organization enforces strategies to increase its share of the customer wallet, successfully differentiating itself from competitors and positively impacting its market share. It also adopts strategies to build upon achieved growth and sustain continued growth while highlighting best practices for sustainable development.

Customer Value Chain: The company pays heed to the planet's well-being and addresses environmental initiatives such as climate change, carbon footprint reduction and elimination, waste management, or clean energy production. Its key value proposition is refined by building on client feedback and continuously improving products and services. The organization prioritizes its customers' needs and



provides significantly greater value for the price. It offers exceptional customer value by providing the best purchase experience to customers, placing importance on providing a high degree of satisfaction amongst existing and potential clients, or ensuring the best and differentiated service experience.

Integrated Coopetition - Industry Partner Ecosystem: The company makes use of unique business models such as corporate partnerships and public-private collaborations to boost the industry partner ecosystem. By combining business sense with a moral imperative, the company demonstrates aspirational ideals beyond the simple goal of generating profits. The organization's efforts to cooperate with competitors reveal its cognizance of a broader vision and endeavors towards positively impacting the overall industry.

Technology Leverage/Innovation: The company incorporates or uniquely leverages technology, standing out among the competition. The technology addresses key future needs and applications and is disruptive to or supersedes existing technologies. The company's technology or technology leverage can be diversely applicable or has created new markets or applications where none existed before. It has introduced creative features and functionality by jumping through hoops to convert its vision into a reality. The organization has a structured process or best practices to incubate new technologies developed internally or through strategic partnerships. The company's innovations or technology incorporation has the potential to become an industry standard.



About Frost & Sullivan Institute

Frost & Sullivan Institute (FSI) is a non-profit organization dedicated to utilizing business practices to address global priorities. The genesis of the institute goes back to our vision of either creating or becoming part of a solution that addresses threats to humanity. Frost & Sullivan Institute has identified strategic imperatives for transformation and believes that by using a Socratic approach, we can truly accelerate innovation to zero. The Institute works in collaboration with leading analyst teams, its internal research team, industry experts, and other partners. It works closely with Frost & Sullivan Inc. to leverage in-house thought leadership in order to identify opportunities for transformation that will arise from innovation, disruptive technologies, and overarching megatrends that will alter the world as we know it today. To learn more about FSI, visit <https://www.frostandullivaninstitute.org/>.

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™



Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.



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Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership

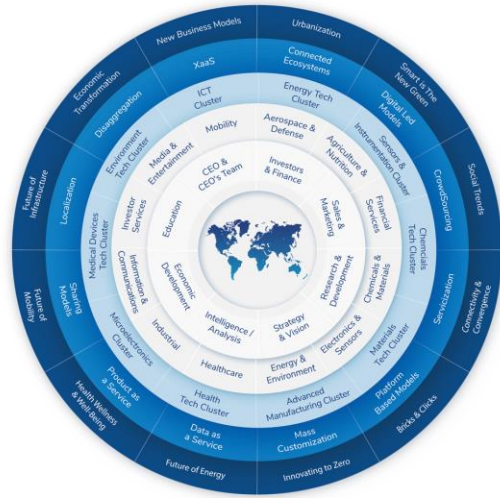


The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)





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