

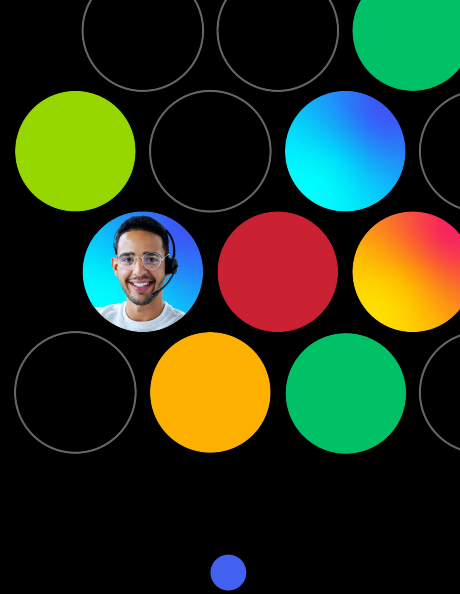
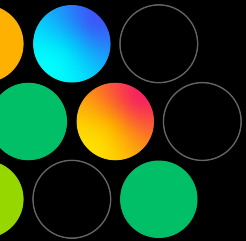
**8x8**

**2024**

**Virtual Product  
and Innovation Update**

March 14, 2024

11:30 am - 2:00 pm PDT



# WELCOME

**Kate Patterson**  
GVP, Finance  
Investor Relations and ESG



# Agenda

Topic	Appx Time (PDT)	Speaker
Overview: Framing our Future	11:30 - 11:50	Samuel Wilson, Chief Executive Officer
Innovate: Product Strategy and Recent Announcements	11:50 - 12:30	Dhwani Soni, GVP, Product Mgmt, Design & Operations
Capture the Opportunity: Go-to-Market Transformation	12:30 - 12:45	Lisa Martin, Chief Revenue Officer
The New 8x8 Customer Experience	12:45-12:55	Walt Weisner, Chief Customer Officer
Financial Foundation	1:00 - 1:15	Kevin Kraus, Chief Financial Officer
Moderated Q&A	1:15 - 2:00	All

Submit question to: [IR\\_questions@8x8.com](mailto:IR_questions@8x8.com)

# Housekeeping Items

- We will host a Q&A session at the end of the presentations.
- Email your questions at any time to [IR\\_questions@8x8.com](mailto:IR_questions@8x8.com).
- Slides and non-GAAP reconciliations will be posted to the events page on our investor relations website at the end of the event. <https://8x8.gcs-web.com/news-events>
- The video will be archived for one year in the Investor Relations playlist of the 8x8 YouTube channel <https://www.youtube.com/user/8x8inc>



# Forward looking statements

This presentation includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and Section 21E of the Securities Exchange Act of 1934. Any statements that are not statements of historical fact may be deemed to be forward-looking statements. For example, words such as "may," "will," "continue," "strategy," "anticipates," "plans," "expects," "intends," and similar expressions are intended to identify forward-looking statements. These forward-looking statements, include but are not limited to: changing industry trends; the size of our market opportunity; our strategic framework; our ability to increase profitability and cash flow to deleverage our balance sheet and fund investment in innovation; our future revenue and growth; our ability to enhance shareholder value; and our financial outlook, revenue growth, and profitability, including whether we will achieve sustainable growth and profitability. You should not place undue reliance on such forward-looking statements. These forward-looking statements are predictions only, and actual events or results may differ materially from such statements depending on a variety of factors. These factors include, but are not limited to:

- Customer adoption and demand for our products may be lower than we anticipate.
- A reduction in our total costs as a percentage of revenue may negatively impact our revenues and our business.
- Impact of economic downturns and political instability on us and our customers, including ongoing volatility and conflict in the political environment, such as Russia's invasion of Ukraine and conflicts in the Middle East, and rising interest rates and other inflationary pressures.
- Risks related to our secured term loan due 2027 and convertible senior notes due 2028, including the impact of increased interest expense and timing of any future repayments or refinancing on our stock price;
- We may not achieve our target service revenue or total revenue growth rates, or the revenue and other amounts we forecast in our guidance, for a particular quarter or for the full fiscal year.
- Competitive dynamics of the UCaaS, CCaaS, CPaaS, video and other markets in which we compete may change in ways we are not anticipating.
- Our customer churn rate may be higher than we anticipate.
- Impact of supply chain disruptions.
- Third parties may assert ownership rights in our IP, which may limit or prevent our continued use of the core technologies behind our solutions.
- Impact of acquisitions, including Fuze, Inc., on future financial performance.
- Investments we make in marketing, channel and value-added resellers (VARs), e-commerce, and new products may not result in revenue growth.
- Our increased emphasis on profitability and cash flow generation may not be successful.

For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's reports on Forms 10-K and 10-Q, as well as other reports that 8x8, Inc. files from time to time, with the Securities and Exchange Commission. All forward-looking statements are qualified in their entirety by this cautionary statement, and 8x8, Inc. undertakes no obligation to update publicly any forward-looking statement for any reason, except as required by law, even as new information becomes available or other events occur in the future.

See Appendix for Non-GAAP reconciliation and disclaimers.

# Framing Our Future

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**Samuel Wilson**

Chief Executive Officer



One platform.  
Every communications experience.



**Last year, we  
chose a new path**





# Guiding principles

**Innovate**  
for durable growth

**Focus**  
to win

**Return value**  
to investors

# Large Market Opportunity

**~\$58B market opportunity**

Cloud Business Communications\*  
UC+CC+CPaaS+Services+Usage

**~\$10B Opportunity with our Target Customers**

50-20,000 employee enterprises in our markets  
Buys off the shelf bundles

Sources: Gartner, Inc. Forecast Analysis, Unified Communications, Worldwide, October 2023 (G00802078), Gartner, Inc. Forecast Analysis, Contact Center, Worldwide, May 2023 (G00782914), and Gartner, Inc. Market Opportunity Map: Unified Communications and Contact Center, Worldwide November 2023 (G00782917)





**Charting our path to success**



**Innovate**  
for growth



**Focus**  
to win



**New customer acquisition**  
**Multi-product adoption**  
**Higher average revenue per customer**  
**Increase retention**  
**Grow Life Time Value**

**GROWTH**



**8x8**



City of  
Westminster





Contact Center



Unified Communications



Proactive Outreach



Intelligent Customer Assistant



Quality Management



Interaction Analytics



Workforce Management



Screen Recording

**135**

Contact center seats

**4**

Years as an 8x8 customer

**80%+**

Average success rate with AI


**700K+**

Interactions in last 12 months


**80+**

Proactive campaigns sent each day





# Bridging the CX gaps across the organization

A person wearing a blue sweater and a pink beanie is holding a vintage compass. The background shows a blurred mountain range under a cloudy sky. The text is overlaid on the left side of the image.

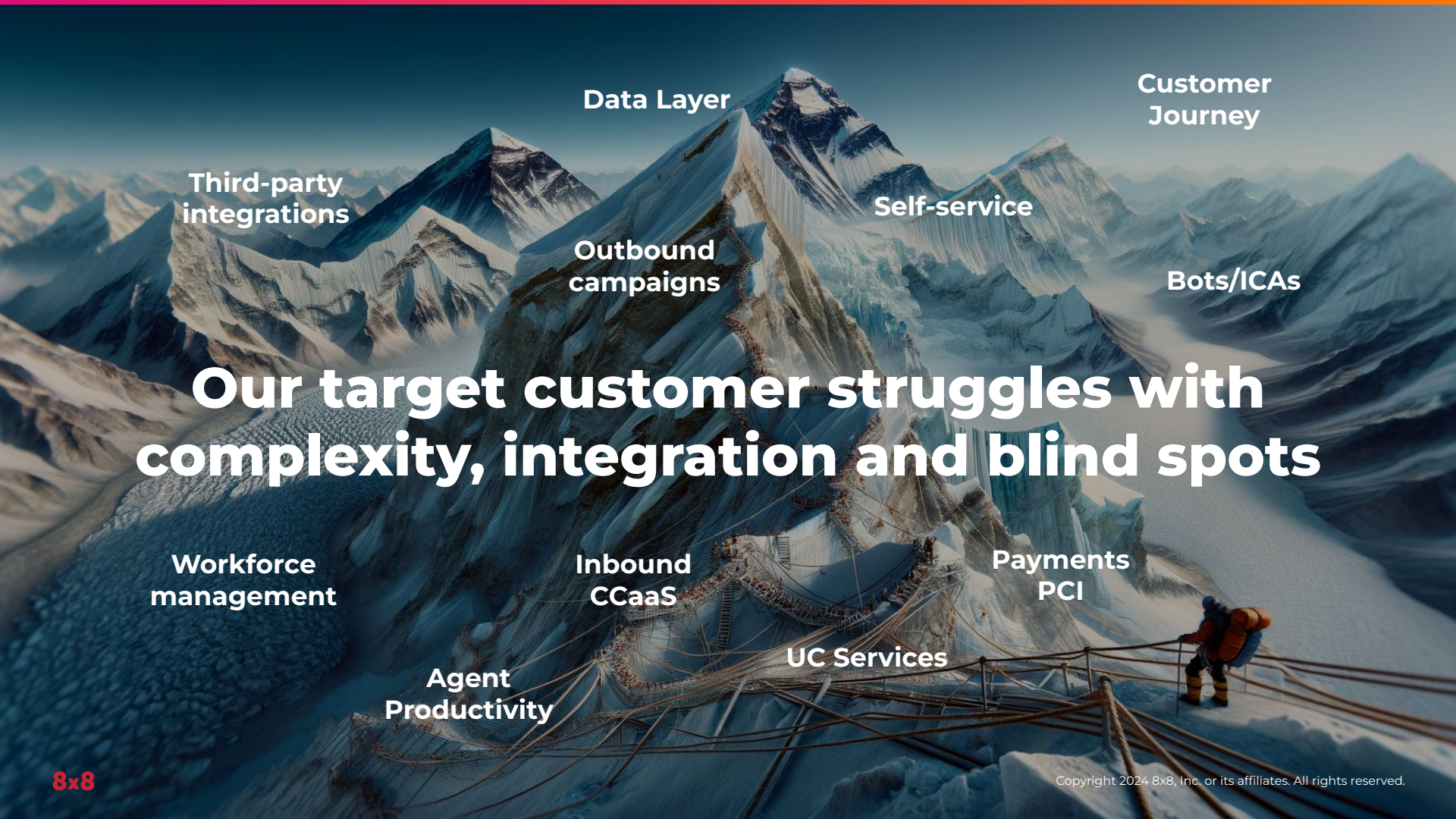
Nearly **30%** of those  
outside the contact  
center support those  
inside the CC





**Our target customer struggles with  
complexity, integration and blind spots**





Data Layer

Customer Journey

Third-party integrations

Self-service

Outbound campaigns

Bots/ICAs

# Our target customer struggles with complexity, integration and blind spots

Workforce management

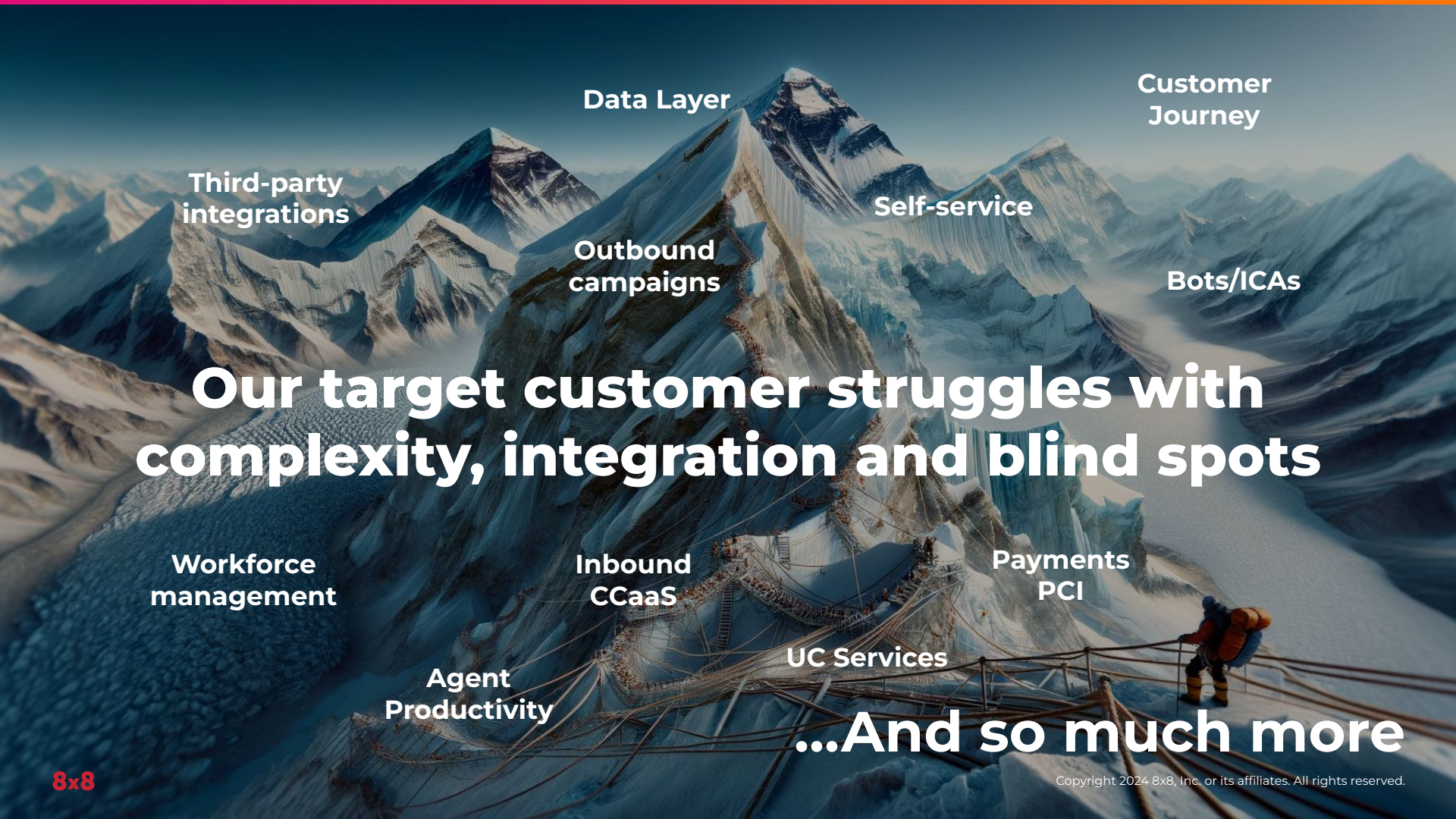
Inbound CCaaS

Payments PCI

Agent Productivity

UC Services





Data Layer

Customer Journey

Third-party integrations

Self-service

Outbound campaigns

Bots/ICAs

# Our target customer struggles with complexity, integration and blind spots

Workforce management

Inbound CCaaS

Payments PCI

Agent Productivity

UC Services

## ...And so much more



**Buy everything  
from one vendor**



**Do it yourself**



**Work with an  
integrated ecosystem**

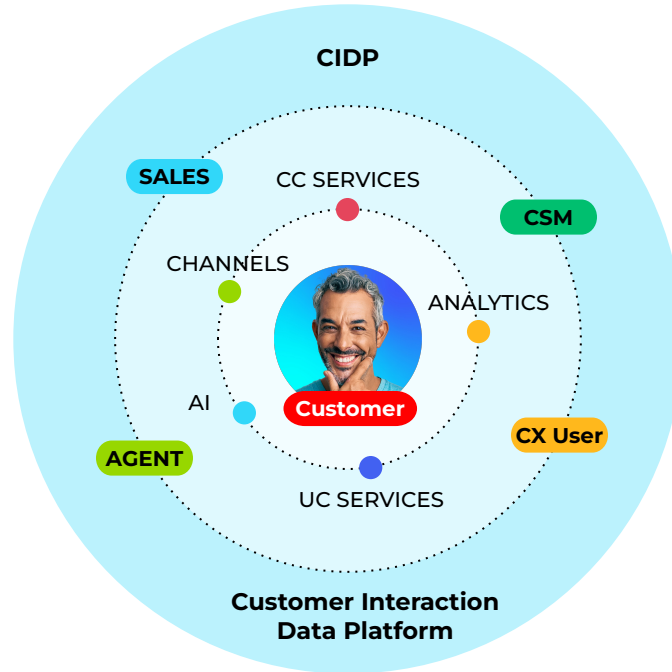


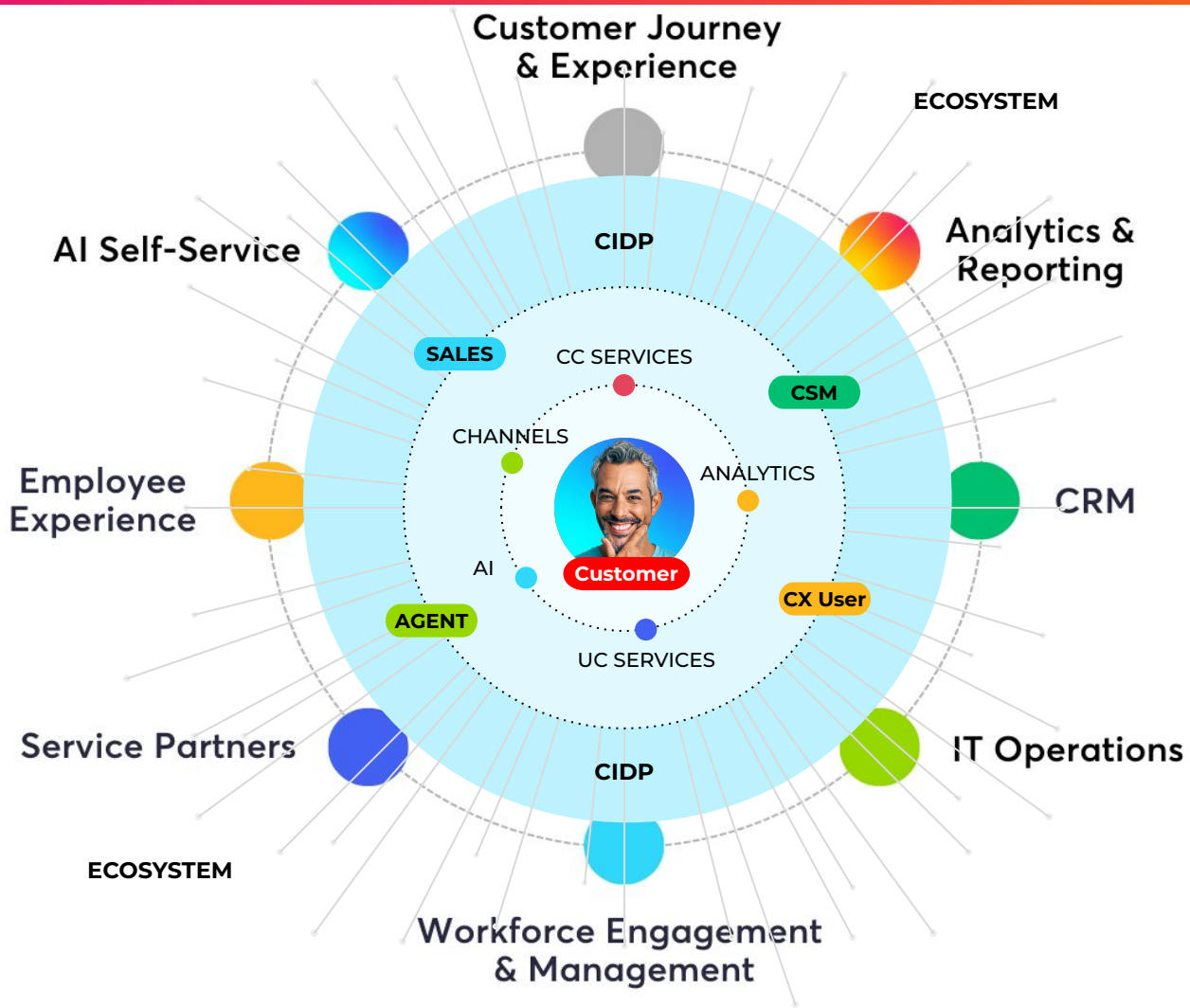
An aerial photograph of a multi-lane highway interchange with three exits, set against a backdrop of dense green forest. The road surface is dark asphalt with white lane markings. A few vehicles, including a white truck and a dark car, are visible on the main road. The text "One platform" is centered in white, bold, sans-serif font.

**One platform**



# One platform with the customer at the center





# Real Life Example In Action

**Show summarized actions** taken during the conversation  
*LLM model from Partner*

**Track the last customer contact** across any team, including back office  
*CRM Integration*

### Interaction summary

Customer called to request a refund for an uncompleted journey. Ticket number was provided along with reason for requesting refund. Customer service representative confirmed that only return portion of ticket can be refunded. Representative then processed the refund and provided expected delivery time frame.


Date: 05/10/2023

Start time: 12:15:11    End time: 12:22:31    Duration: 07:16

Queue: Website Support Team Inbound

Agent: Cressida Ballard    Customer: James Smith

End status: Resolved

**Sentiment mapping** 

**Talk time**  
Agent: 32%    Customer: 57%  
Silence: 9%    Over-talk: 19%

**Topics**

Refund	32%
Purchase	18%
Close account	11%
Threats	3%

[Close](#) [View full interaction](#)

**Drill down into** step-by-step details visual customer journey  
*Everyone*

## Single User Experience

Widget based Supervisor, Agent, or Admin Workspaces that is customizable  
*8x8 Technology*

**Measure customer sentiment** throughout the conversation with AI-based scoring  
*Health-Scoring Partner*

**Speech intelligence metrics** like talk time, silence time, and overtalk  
*8x8 Technology*



# Business outcomes are a team sport

## Carefully curated

The right set of partners with the right use cases

## Deeply integrated

Out-of-the-box integration and visualization options in persona-driven workspaces

## Committed to customer success

Generating customer value and immediate ROI

# Immediate customer success



**85+ NPS**

**2+ week reduction in training time**



**8x8** +  **awaken**



**10 days to implement**

**Fully compliant, omnichannel remote agents**



**8x8** +  **PCIpal6**



**85% containment**

**8x usage increase in first month**



**8x8** + **COGNIFY**



An aerial, top-down view of a four-person rowing team in a scull on dark, rippling water. The rowers are positioned in a line, each with their oars dipping into the water. The boat is centered vertically, and the water's texture is highly detailed with small waves and ripples. The overall color palette is dark teal and blue.

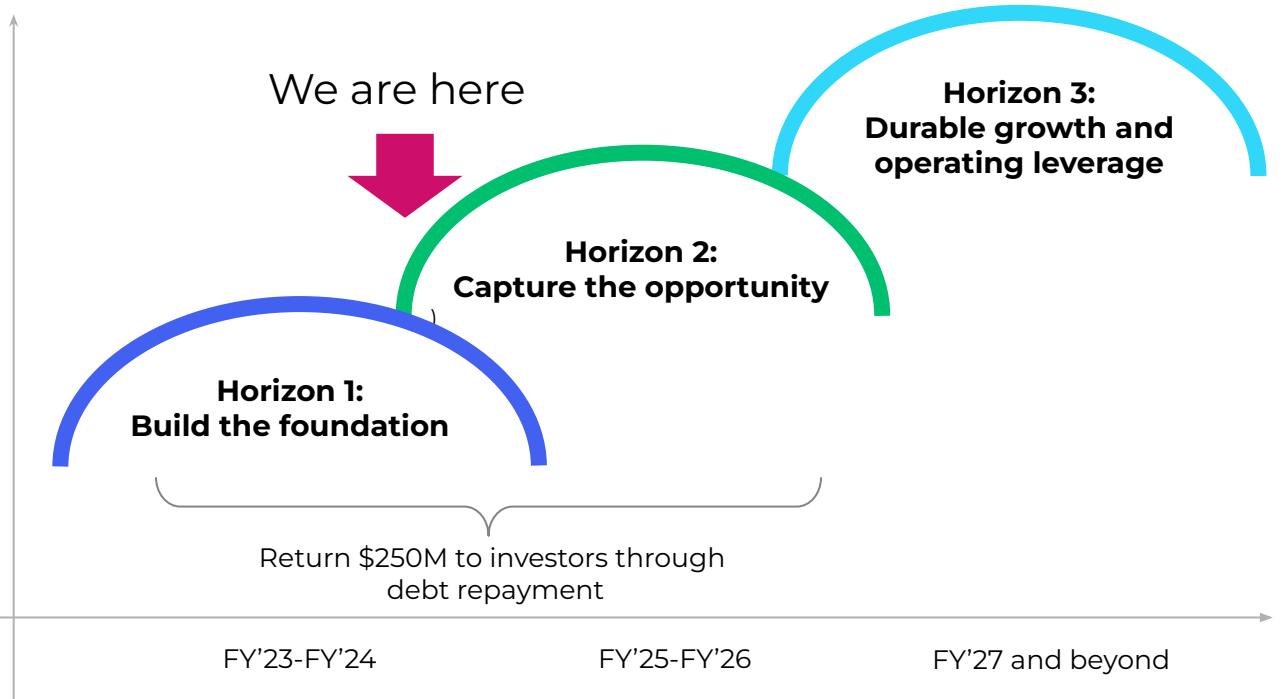
# Optimizing for growth: the power of a strategic GTM engine

# Composable packages to solve specific use cases



# Strategic timeline

- ✓ Modern platform
- ✓ Integrated, AI-based core services
- ✓ Portfolio of products
- ✓ Technology Partner Ecosystem
- ✓ GTM aligned with target customers
- ✓ Sustained non-GAAP profitability and positive cash flow





# Transforming to capture the opportunity





**Eliminate product silos**  
**Deliver business success**  
**Make our customers heroes**  
**Deliver value to investors**

# Product Strategy & Announcements

---

**Dhwani Soni**

GVP, Product Management, Design & Operations



One platform.  
Every communications experience.





# Going our own path

**Mid-size  
enterprise focus**

**Solution  
approach to AI**

**CX across  
the org**

**One  
platform**

# Going our own path

## Mid-size enterprise focus

Solution approach to AI  
CX across the org  
One platform

## The contact center for the enterprise masses

Communications embedded in the product  
Integrate Microsoft Teams your way  
Ecosystem: choice and best of breed with no fuss  
Market-leading usability

# The contact center for the enterprise masses

The background of the slide features a silhouette of five hikers with backpacks ascending a grassy hill against a clear blue sky. The hikers are positioned from left to right, with the first hiker on the left and the last on the right. The overall scene is dark, with the hikers and text appearing as white or light-colored elements against the dark background.

---

Leading **AI**/ML-driven  
CX platform

---

Investment in  
CC GTM

---

Build out  
app ecosystem

---

Market Leading Omni  
CC for midsize and  
enterprise segments

A person is silhouetted against a vibrant sunset sky, carrying a surfboard under their arm. They are walking on a beach with waves in the background. The sky transitions from deep blue to purple and pink, with the sun setting on the horizon. In the distance, a town is visible with some lights on. The overall mood is serene and scenic.

# Sets 8x8 apart

**Trusted Partnership**

**OOB integrations**

**Usability**

**Compliance**

**Best practices**

**Seamless**

**Consistency**

**Security**

**High ROI**



The contact center for the enterprise masses

**+\$10B**

CCaaS spend through 2027



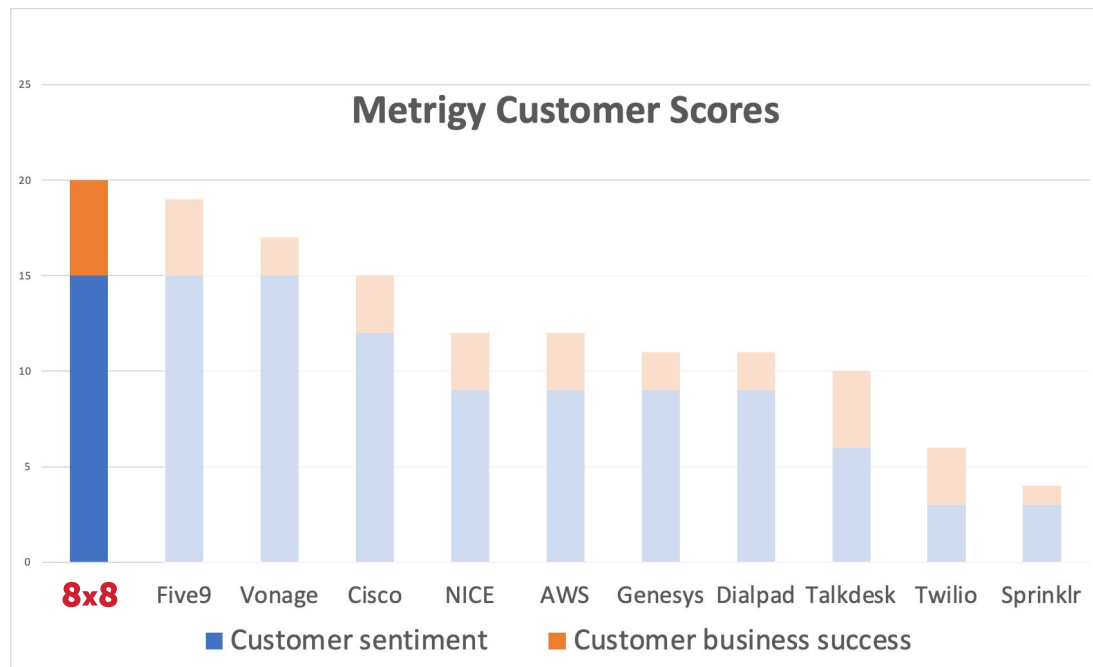
# 8x8 ranked # 1 in customer sentiment and business success

## Customer Sentiments

- Reliability
- Integration with key applications
- Security

## Business Success

- Revenue
- Customer ratings
- Employee efficiency





# Innovation tailored to their needs

**ICA Voice**

**ICA Digital**

**8x8 Engage**

**Proactive Outreach**

**Video Elevation**

**Supervisor  
Workspace**

**Mobile Admin**

**Supervisor Mobile**

# Going our own path

## Mid-size enterprise focus

Solution approach to AI  
CX across the org  
One platform

The contact center for the enterprise masses

## Communications embedded in the product

Integrate Microsoft Teams your way

Ecosystem: choice and best of breed with no fuss

Market-leading usability

# Communications embedded in the product

CPaaS fully integrated to create a **one-stop shop** for global communications across telephony and CPaaS

Voice • Video • SMS • Social and more





# Going our own path

## **Mid-size enterprise focus**

Solution approach to AI  
CX across the org  
One platform

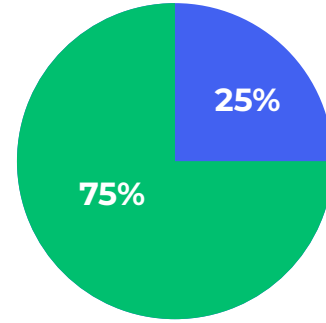
The contact center for the enterprise masses  
Communications embedded in the product

## **Integrate Microsoft Teams your way**

Ecosystem: choice and best of breed with no fuss  
Market-leading usability

# Teams is driving telephony re-evaluation

**390 million** seats  
in orgs that have  
M365 but no Teams  
telephony solution



**75%** of these organizations are evaluating or already plan to adopt a Teams telephony solution

**25%** of these organizations have no plans to adopt or are unsure of adopting



# We're riding a different wave

2020

Certified

400,000

<5% penetration



# Going our own path

## Mid-size enterprise focus

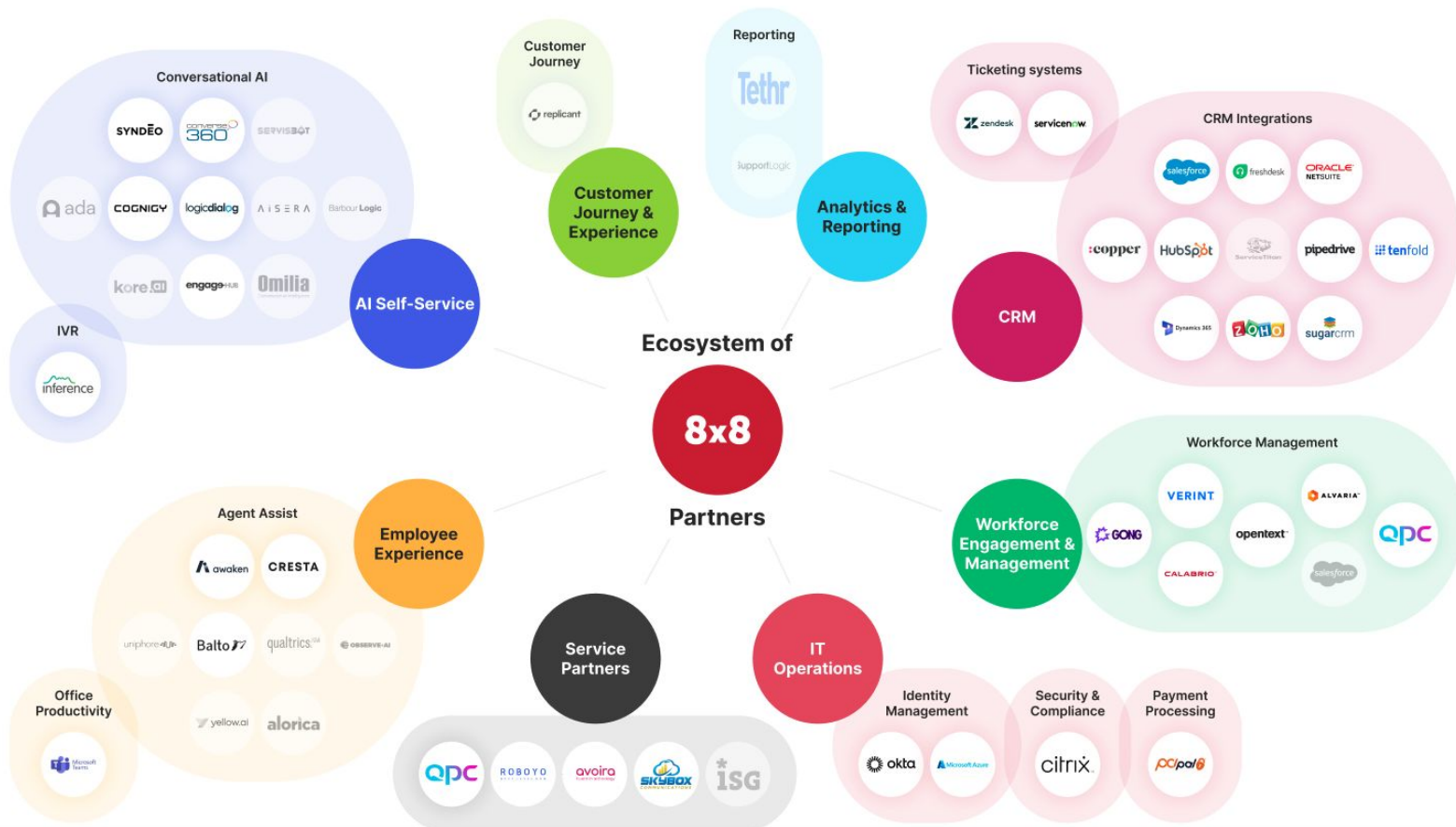
Solution approach to AI  
CX across the org  
One platform

The contact center for the enterprise masses  
Communications embedded in the product  
Integrate Microsoft Teams your way

## **Ecosystem: choice and best of breed with no fuss**

Market-leading usability

# 8x8's Technology Partner Ecosystem is gaining momentum



# Value to customers



## Carefully curated

A hand-selected collection of ISVs, VARs, and SIs to solve specific CX use cases with 8x8



## Just like native

Integrations that feel native in 8x8 to enhance CX through cutting-edge technologies with AI and persistent data



## Burden-free, best-of-breed

Assemble solutions that solve unique business problems without trade-offs of all-in-one solutions or custom development



# Our customers see the value

**“8x8 Co-browsing immediately changed the quality of our customer service around walkthroughs. It made it easier for the team to deliver the best possible assistance.”**

- John Davies, Director of Contact Center Systems





**>80%** average containment over all our  
**AI-powered self-service deployments**

**Highly-curated  
ecosystem**

**Contracted operational  
provisions**

**Service delivery  
coordination**

**Mutually-supported  
integrations**

**High CSAT**

# Going our own path

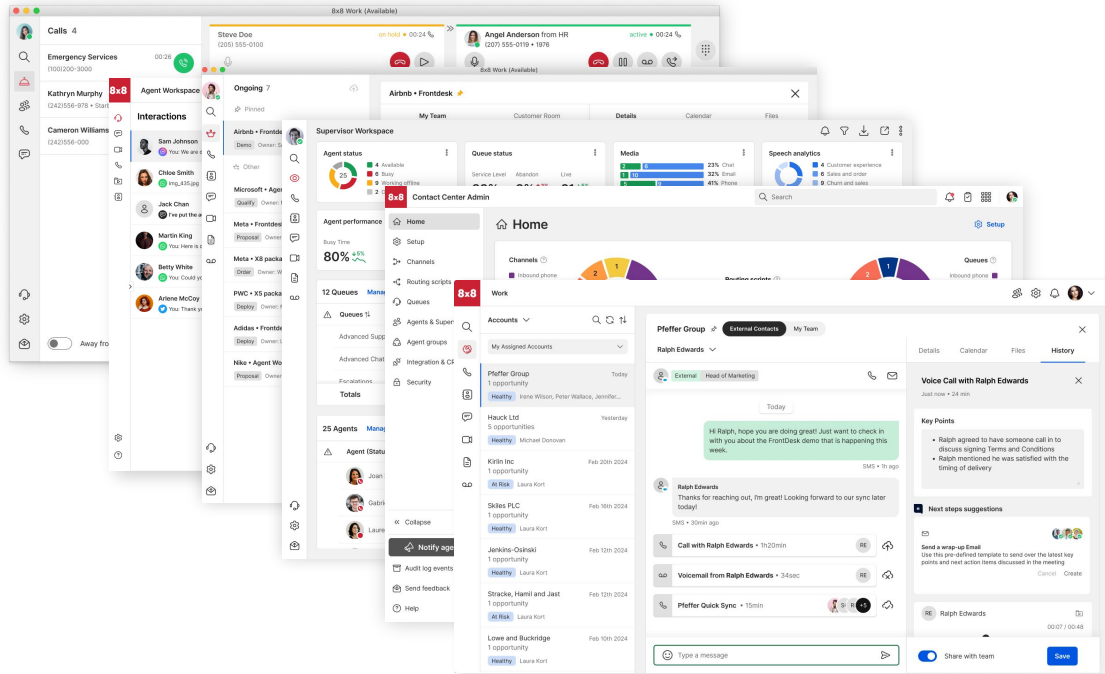
## Mid-size enterprise focus

Solution approach to AI  
CX across the org  
One platform

The contact center for the enterprise masses  
Communications embedded in the product  
Integrate Microsoft Teams your way  
Ecosystem: choice and best of breed with no fuss  
**Market-leading usability**



# Focus on usability



Average Mobile: **SUS 80 / A-**  
Average for both: **SUS 79 / A-**

Frontdesk  
2021



Agent Workspace  
2022



Sales Workspace **BETA!**  
2022

Supervisor Workspace  
2023

8x8 Engage **NEW!**  
2024



Most innovative product +  
Best Mid-market contact center platform

# Going our own path

Mid-size enterprise focus

## **Solution approach to AI**

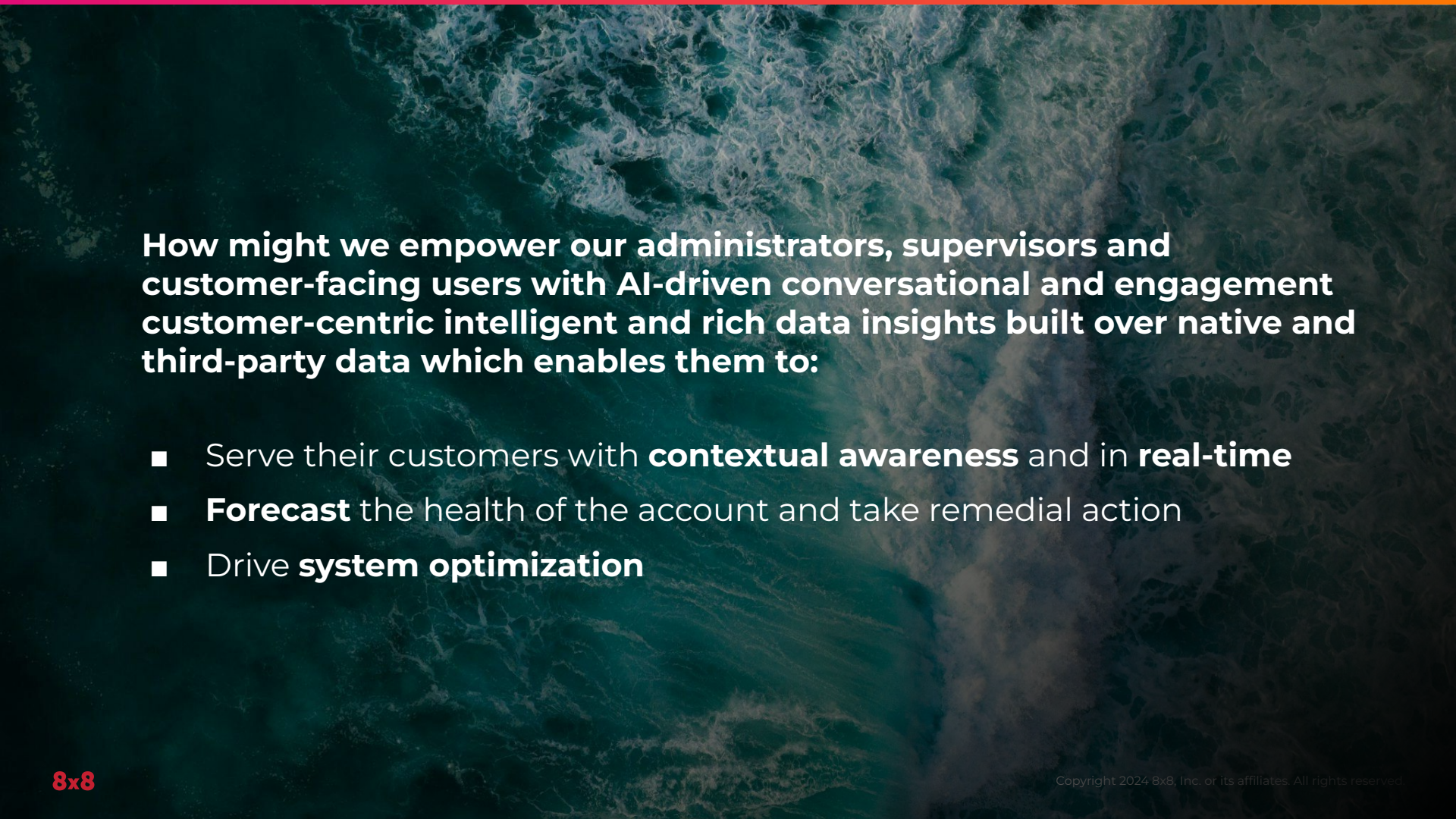
CX across the org

One platform

## **Native AI at the solution layer**

TPES for targeted use-cases

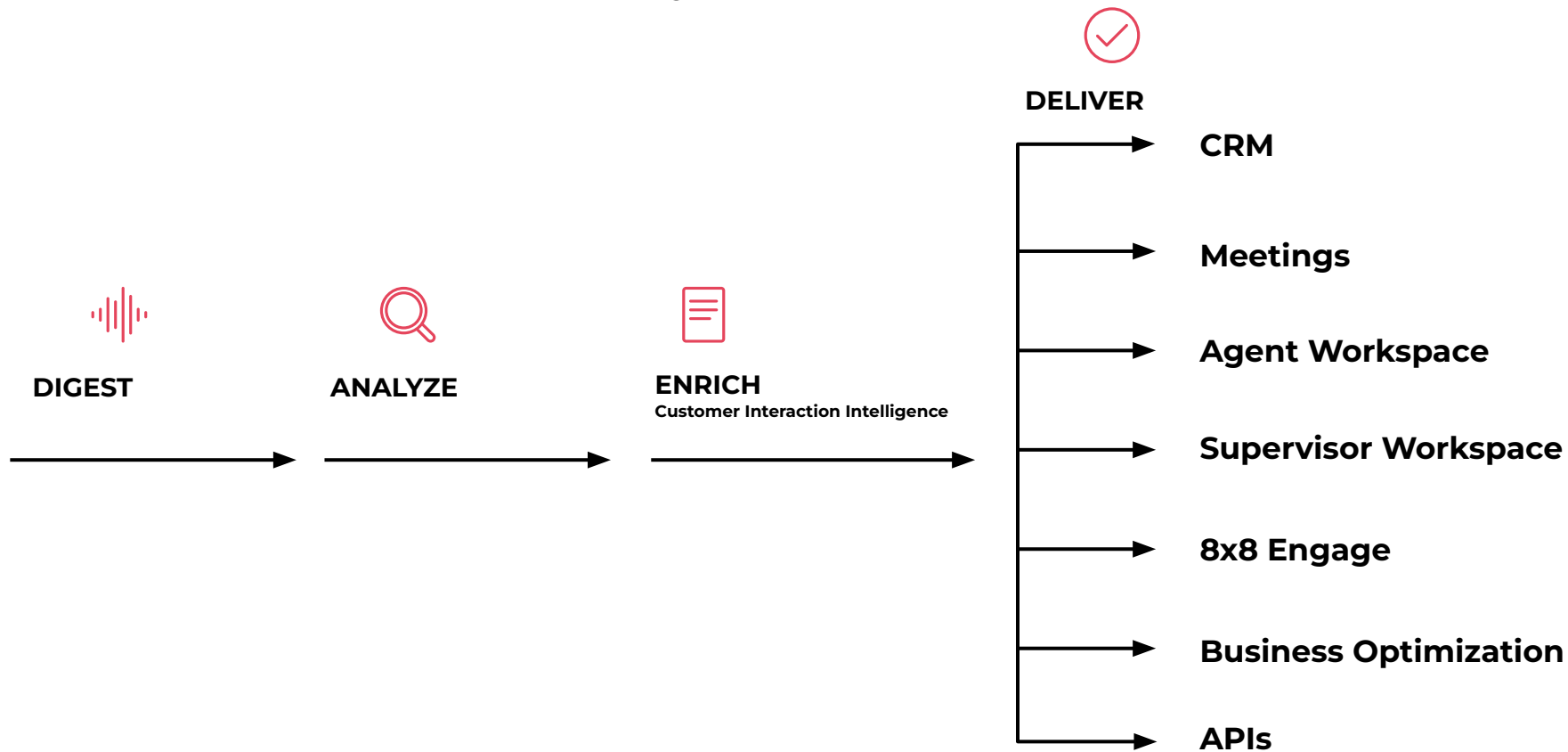
Enterprise-ready throughout



How might we empower our administrators, supervisors and customer-facing users with AI-driven conversational and engagement customer-centric intelligent and rich data insights built over native and third-party data which enables them to:

- Serve their customers with **contextual awareness** and in **real-time**
- **Forecast** the health of the account and take remedial action
- Drive **system optimization**

# Native AI at the solution layer





# Going our own path

Mid-size enterprise focus

**Solution approach to AI**

CX across the org

One platform

Native AI at the solution layer

**TPES for targeted use-cases**

Enterprise-ready throughout

# Curated Technology Partner Ecosystem for AI use cases

 ada

 Assist-Me

 avoira  
fluent in technology

 awaken

 Balto 

COGNIGY

CRESTA

engageHUB

 IRIS

logicdialog

 Omilia  
Conversational Intelligence

 PolyAI

 prompt  
voice

 replicant

SupportLogic

SYNDEO

VERINT

# Our customers see the value

- Day 1 • **Feb 2, 2024**  
Technical Design Call
- Day 7 • **Feb 9, 2024**  
UAT Handover
- Day 12 • **Feb 14, 2024**  
UAT/ Go live sign off
- Day 13 • **Feb 15, 2024**  
Go Live!!!

**Agilisys**



**10/10 CSAT**



An aerial photograph of a rocky coastline. The ocean is a vibrant turquoise color, and white, frothy waves are crashing against a shore composed of dark, jagged rocks. The perspective is from directly above, looking down at the water and the rocks.

**Enterprise ready throughout**

# Going our own path

Mid-size enterprise focus

Solution approach to AI

**CX across the org**

One platform

**Platform wide capabilities**

Purpose Built UIs & Widgets

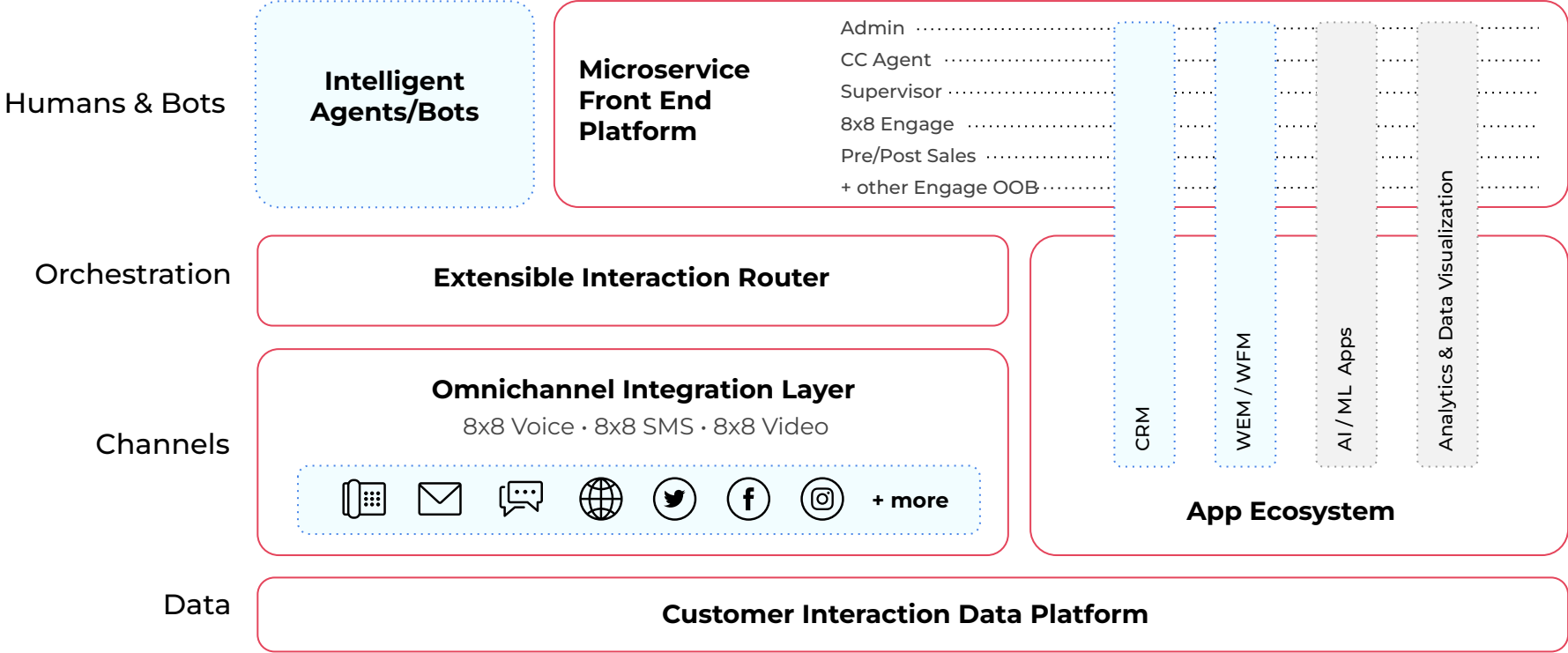
Bridging the CX gap

Innovation tailored to the needs

Incremental TAM



# Platform-wide capabilities





# Going our own path

Mid-size enterprise focus

Solution approach to AI

**CX across the org**

One platform

Platform wide capabilities

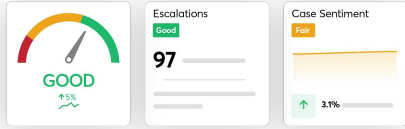
**Purpose Built UIs & Widgets**

Bridging the CX gap

Innovation tailored to the needs

Incremental TAM

# Purpose-built UIs and widgets



John Smith  
00:32

John Smith  
Chat with an agent

11:48

Virtual assistant  
One of our agent will now take control of the conversation and help you finding a suitable date. Thank you for your interest in boiler.co

1h ago

You are connected

Hi, my name is Jaren from Boiler.co and I'm here to assist you with your boiler maintenance scheduling.

Just now

John Smith  
Hi Jaren, I'm available Tuesday, Wednesday and Friday next week for visits.

11:48

Great, does Wednesday at 10am work for you? The engineer will probably need an hour to complete the service.

Just now

Type a message

My Queues

All

- ✓ [Progress bar] ☆
- ✓ [Progress bar] ☆
- ✓ [Progress bar] ☆
- [Progress bar] ☆
- [Progress bar] ☆

Call, Chat, Add, Edit, Delete icons

Accounts

My Assigned Accounts

- Walmart Today  
1 opportunity  
Danger Irene Wilson, Peter Wallace, Jennifer...
- Airbnb Yesterday  
5 opportunities  
At Risk Lyla Williams
- Apple Dec 5th 2023  
1 opportunity  
Deploy Amlas Khan
- TSMC Dec 1st 2023  
3 opportunity  
Qualify Bianca Atkinson
- Oracle Nov 23rd 2023  
2 opportunity  
Danger Andres Santana
- Toyota Nov 15th 2023  
1 opportunity  
Proposal Malaya Meadows



Sarah Condes

External Head of Marketing

Today

Hi Ralph, hope you are doing great! Just want to check in with you about the FrontDesk demo that is happening this week.

SMS • 1h ago

Ralph Edwards  
Thanks for reaching out, I'm great! Looking forward to our sync later today!

SMS • 30min ago

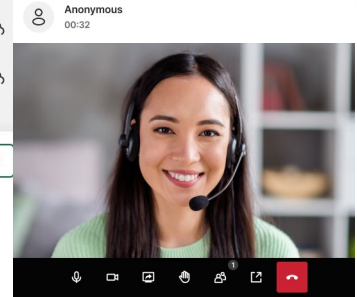
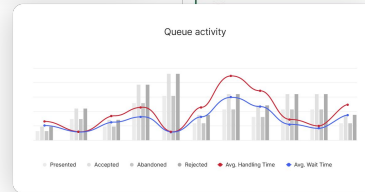
Call with Ralph Edwards • 1h20min

Voicecall from Ralph Edwards • 34sec

Pfeffer Quick Sync • 15min

Next steps suggestions

- [Message icon]
- [Message icon]
- [Message icon]



# Purpose-built UIs and widgets

RS (800) 373-3411 via Alpha Phone Queue 00:32 Active

A floating call control widget with a dark background. It features a microphone icon, a mute icon, a video call icon, and a red end call button. The text above the icons indicates the caller ID and call status.

John Smith

A video call widget showing a man in a black shirt against a colorful abstract background. The name 'John Smith' is displayed below the video. At the bottom, there is a control bar with icons for microphone, video, chat, hand, and end call.

Today

2nd appointment • 15min

Hey John, here's a link to your prescriptddddd. PDF attached. Let me know if you have any issues. Thanks

30 mins ago

An appointment reminder widget with a light gray background. It includes a calendar icon, a title '2nd appointment • 15min', a profile picture, and a message with a PDF attachment icon. The time '30 mins ago' is shown at the bottom right.

GOOD

A circular status indicator widget with a rainbow-colored arc and the word 'GOOD' in green. Below it is a small icon of a person.

Escalations

Good

97

A widget showing 'Escalations' with a 'Good' status and a progress bar at 97. A 'For' label is visible below the progress bar.

Case Ser

3.1%

A widget showing 'Case Ser' with a green upward arrow and the percentage '3.1%'.

My Queues

A widget titled 'My Queues' with a search icon and refresh icon. It displays a list of queue items with star icons.

John Smith just now  
You: Hey!

Jack Chan 1 min ago  
You: thank you, it works! 🙌

Martin King 1 min ago  
Great, thanks.

Arlene McCoy 4 min ago  
You: Hey, can we catch up?

Sam Johnson 7 min ago  
You: thank you, let's meet to...

A vertical list of recent chat messages with profile pictures, names, and timestamps. Each message shows a snippet of the conversation.

Accounts

My Assigned Accounts

Walmart 1 opportunity  
Danger Irene Wilson, Peter Wallace, Je...

A widget showing a list of accounts and opportunities. It includes a search icon and a dropdown menu.

Airbnb 5 opportunities  
At Risk Lyla Williams

Apple 1 opportunity  
Deploy Amias K...

TSMC 3 opportunity  
Qualify Bianca K...

Oracle 2 opportunity  
Danger Andres...

Toyota 1 opportunity  
Proposal Malay...

A list of opportunities from various companies like Airbnb, Apple, TSMC, Oracle, and Toyota. Each entry includes a status and a name.

JR Jayla Rosas 00:32

(800) 373-3411

A floating call control widget for Jayla Rosas. It features a microphone icon, a mute icon, a video call icon, a red end call button, and a grid icon.

NS Nadia Smith 00:32 active

(800) 141-4321

A floating call control widget for Nadia Smith. It features a microphone icon, a mute icon, a video call icon, a red end call button, and a grid icon.

JR Jayla Rosas 00:32

(800) 373-3411

A floating call control widget for Jayla Rosas, similar to the one above but with a red end call button.

Next steps suggestions

A widget titled 'Next steps suggestions' showing a list of suggested actions with icons.

Anonymous 00:32

A video call widget showing a woman in a green shirt wearing a headset. The name 'Anonymous' and time '00:32' are displayed above the video.

John Smith 00:32

John Smith  
Chat with an agent

11:45

Virtual assistant  
One of our agent will now take control of help you finding a suitable date. Thank boiler.co

You are connected

Hi, my name is Jaren from Boiler.co and your boiler maintenance scheduling.

John Smith  
Hi Jaren, I'm available Tuesday, Wednesday and Friday next week for visits.

11:45

Great, does Wednesday at 10am work for you? The engineer will probably need an hour to complete the service.

Just now

Type a message

The main chat window showing a conversation with John Smith. It includes a header with the name and time, a message history, a 'You are connected' status, and a text input field at the bottom.



# Purpose-built UIs and widgets

**John Smith**  
Tennessee (TN)

**Arthritis** **Allergies**

Phone number  
**(800) 231-5678**

Estimated CSAT Score  
**88**

Email  
**john@mail.com**

Primary address  
**27912 Cordia Points, Lake  
Ralphland, TN 08053**

Company  
**Tiznel**

**Appointments**

Upcoming	Cancelled
0	1

No show  
7

**Patient Care Team**

PCP Name  
**Family Medicine, Physician MD**

PCP Center PCP Dept  
- **General**

**John Smith**  
Florida (FL)

Phone number  
**(800) 373-3411**

Estimated CSAT Score  
**88**

Email  
**john@mail.com**

Primary address  
**Suite 837 214 Kutch  
Mission, New Eliseo, FL  
34730-5053**

Company  
**Neft**

Call: Reminder • 2mins 33secs

**Summarization**

Reminder Warranty expiring Upgrade

Customer was contacted as warranty was due to expire to see if they would like a potential upgrade to one of the newer models. Customer is interested, a follow up call with Sales agent has been booked for tomorrow.

**Communication history**

- Today • 12:33  
Query
- 5 Mar 2023 • 10:21  
Prescription
- 9 Feb 2023 • 08:09  
Blood results
- 21 Jan 2023 • 12:10  
Query

**Insights**

ARR **\$139,000** Renewal **Oct 20th '22**

Customer health

Current sentiment  
**Positive**

**Notes**

**Potential note**

Patient is showing better signs after current treatment plan although suffering with drowsiness. Prescribe non-drowsy antihistamine cetirizine.

Add to notes

Sentiment mapping

Phone number **(800) 373-3411** Duration **2m 33s** Queue name **Alpha queue** Channel name **Inbound phone**

Notes  
Customer currently has the B133 max installed on September 2012

Dispositions  
**Outcome 1: Warranty, Interested**  
**Outcome 3: Callback, Sales, New Boiler**

Shared files  
[brochure2024.pdf \(44KB\)](#)

Search by name, role, department etc..

**A**

- Person  
an Resources
- Systems Analyst in IT
- Network Architect in IT
- Audrina Finn**  
Telecommunications Specialist
- Abriella Bond**  
Help Desk Specialist in IT
- Amilia Luna**  
Senior System in IT

# Purpose-built UIs and widgets

**John Smith**  
Tennessee (TN)

Artistic | Manager

Phone number  
(800) 231-5678

Email  
john@mail.com

Company  
Tiznel

**Appointments**

Upcoming 0  
Cancelled 1

No show 7

**Notes**

**Potential note**

Patient is showing better response to treatment although suffering with antihistamine cetirizine

Add to notes

8x8

**Alianna Goodman**  
00:32

End

**Alianna Goodman**  
Chat with agent

Webchat • 3 mins ago

**Virtual assistant**  
One of our agent will now take control of the conversation and help you finding where your delivery is.

You are connected

**Alianna Goodman**  
Hi, my order hasn't turned up

Webchat • 2 mins ago

**Anthony Fresh**  
Hey Alianna, I'm seeing from my system that your order is out for delivery today. It looks like the driver is 10 stops away so should be with you around 4pm.

Type a message

**AI assist**

**Identified Topics**

No delivery


**AI Info**

The system is showing the delivery for Alianna Goodman is out for delivery, the driver is 10 stops away and should be with you around 4pm.

Contact driver

**Current location**

10 stops away



Ask assist

**Alianna Goodman**  
Oregon (OR)

Phone number  
**(800) 231-5678**


Email  
alianna@mail.com

Predicted CSAT Score  
**88**

Primary address  
**58535 McKenzie Crossing, East Rhonda, OR 74003**

**Recent purchase**

Aventon Aventure.2 Step Through E-Bike



Product number:	Price
<b>683930</b>	<b>\$1457.00</b>
Frame size	Top tube length
<b>Regular</b>	<b>604mm</b>
Colour	Weight
<b>Blue</b>	<b>20kg</b>
Wheelbase	
<b>1141mm</b>	

engineer is in charge of this deal

# Going our own path

Mid-size enterprise focus

Solution approach to AI

**CX across the org**

One platform

Platform wide capabilities

Purpose Built UIs & Widgets

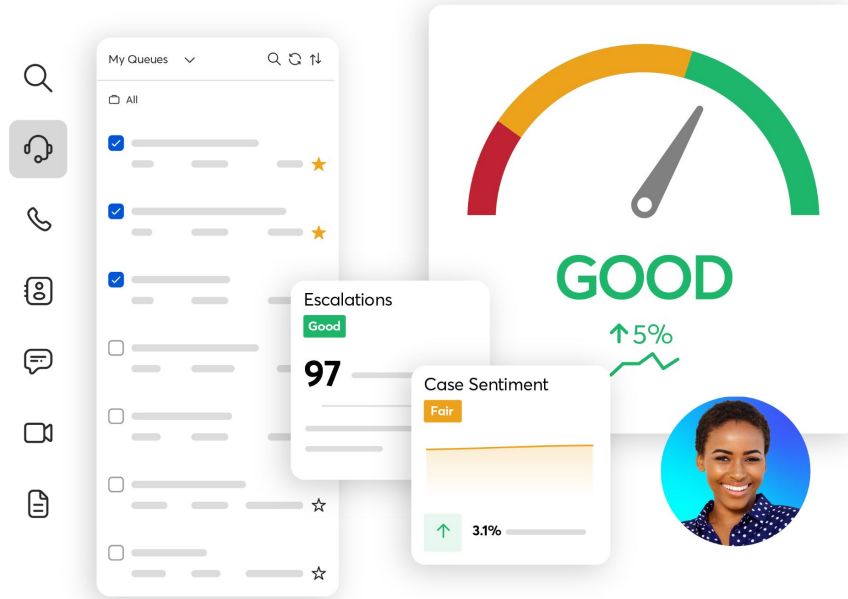
**Bridging the CX gap**

Innovation tailored to the needs

Incremental TAM



# 8x8 Engage



# Customer satisfaction is everyone's job



Knowledge workers



Sales

Customer success

Finance

Marketing

Field service



Account management

HR and recruiting

Supply chain

Shop floor

Front line workers



Customer service and support

## Internal collaboration

30 – 70% of users

## CX professionals outside the contact center

20 – 60% of users

## Omnichannel contact center

10% of users



Less customer engagement

More customer engagement

# Going our own path

Mid-size enterprise focus

Solution approach to AI

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Platform wide capabilities

Purpose Built UIs & Widgets

Bridging the CX gap

**Innovation tailored to the needs**

Incremental TAM



# Innovation tailored to their needs

**My assigned queues**

Queue interactions

Make a call

Need a faster way to make calls?

**8x8 Work**

Accounts

My Assigned Accounts

**Pfeffer Group** Today

1 opportunity

Healthy Irene Wilson, Peter Wallace, Jennifer...

**Hauck Ltd** Yesterday

5 opportunities

Healthy Michael Donovan

**Kirlin Inc** Feb 20th 2024

1 opportunity

At Risk Laura Kort

**Skiles PLC** Feb 16th 2024

1 opportunity

Healthy Laura Kort

**Jenkins-Osinski** Feb 12th 2024

1 opportunity

Healthy Laura Kort

**Stracke, Hamil and Jast** Feb 12th 2024

1 opportunity

At Risk Laura Kort

**Lowe and Buckridge** Feb 10th 2024

1 opportunity

Healthy Laura Kort

**Pfeffer Group** External Contacts My Team

Ralph Edwards External Head of Marketing

Today

Hi Ralph, hope you are doing great! Just want to check in with you about the FrontDesk demo that is happening this week.

SMS • 1h ago

Ralph Edwards

Thanks for reaching out, I'm great! Looking forward to our sync later today!

SMS • 30min ago

Call with Ralph Edwards • 1h20min RE

Vicemail from Ralph Edwards • 34sec RE

Pfeffer Quick Sync • 15min Siri +8

Details Calendar Files History

**Voice Call with Ralph Edwards** Just now • 24 min

**Key Points**

- Ralph agreed to have someone call in to discuss signing Terms and Conditions
- Ralph mentioned he was satisfied with the timing of delivery

**Next steps suggestions**

Send a wrap-up Email

Use this pre-defined template to send over the latest key points and next action items discussed in the meeting

Cancel Create

RE Ralph Edwards 00:07 / 00:48

Share with team Save

**Opportunities**

9:41

RECENT OPPORTUNITY CALLS See all

Sarah Benes Pfeffer Ronald Richards Skiles PLC Jenny Wilson Hauck Savannah Ngu... Mohr and...

PINNED

**Pfeffer Group** Today

Frontdesk Demo Jenny Wilson

ALL

**Hauck Ltd** Yesterday

Agent Workspace Demo Sarah Benes

**Kirlin** 2/20/24

Frontdesk Order Robert Fox NEW

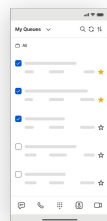
**Skiles PLC** 2/16/24

X8 package

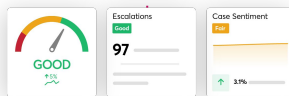
**My Queues (6)** Enabled

# 8x8 Engage for Sales

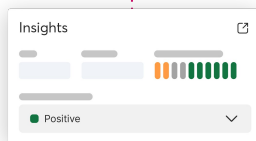
Build **stronger relationships** and **close more deals faster!**



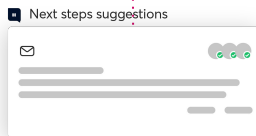
Customizable, widget-based single-app experience on device of choice



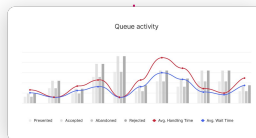
Automated workflows with rich data and context to personalize every interaction



Bi-directional data syncs with preferred enterprise apps



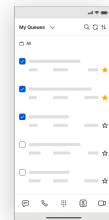
AI-powered summarization, action items, and next-step recommendations



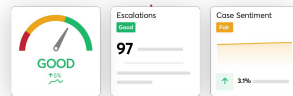
Powerful, real-time insights for delivering positive outcomes

# 8x8 Engage for Healthcare

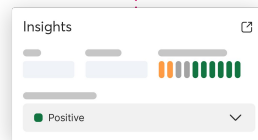
**Streamline** patient coordination  
and deliver **personalized care!**



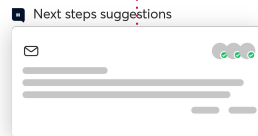
Customizable, widget-based single-app  
experience on device of choice



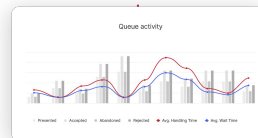
Automated workflows with rich data and  
context to personalize every interaction



Bi-directional data syncs with preferred  
enterprise apps



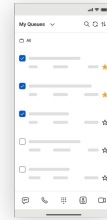
AI-powered summarization, action items,  
and next-step recommendations



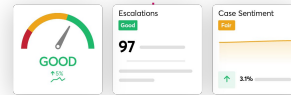
Powerful, real-time insights for delivering  
positive outcomes

# 8x8 Engage for Retail

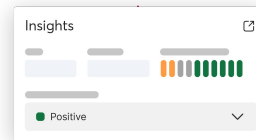
Increase revenue opportunities  
and build brand loyalty!



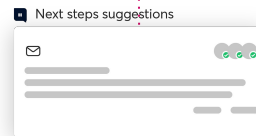
Customizable, widget-based single-app experience on device of choice



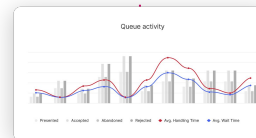
Automated workflows with rich data and context to personalize every interaction



Bi-directional data syncs with preferred enterprise apps



AI-powered summarization, action items, and next-step recommendations



Powerful, real-time insights for delivering positive outcomes



# Going our own path

Mid-size enterprise focus

Solution approach to AI

**CX across the org**

One platform

Platform wide capabilities

Purpose Built UIs & Widgets

Bridging the CX gap

Innovation tailored to the needs

**Incremental TAM**

## Incremental TAM

**46%** of companies are giving contact center licenses to employees who aren't full-time agents

# Incremental TAM

Within the 46% of companies,  
we estimate a total of **1 million agent  
positions** in our ICP Confident Range,  
overall, in NA and UK



Agent positions within our ICP Confident range. 2 million agent positions in the 46% overall.  
TAM Calculated based on Omdia 2023 Global Contact Center Market Forecast 2020-2026

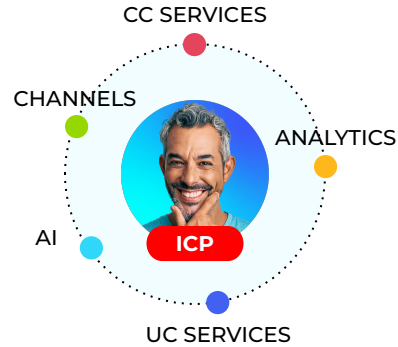
Copyright 2024 8x8, Inc. or its affiliates. All rights reserved.

# One platform with the customer at the center

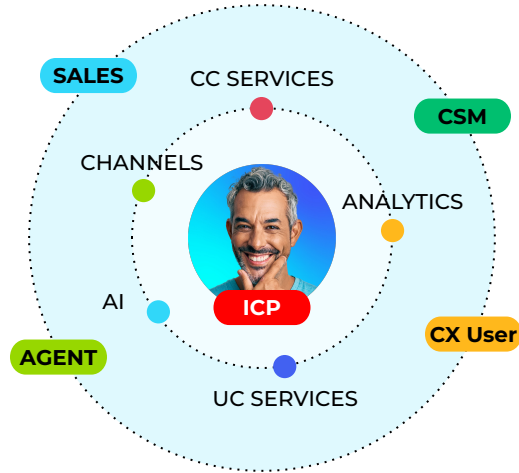




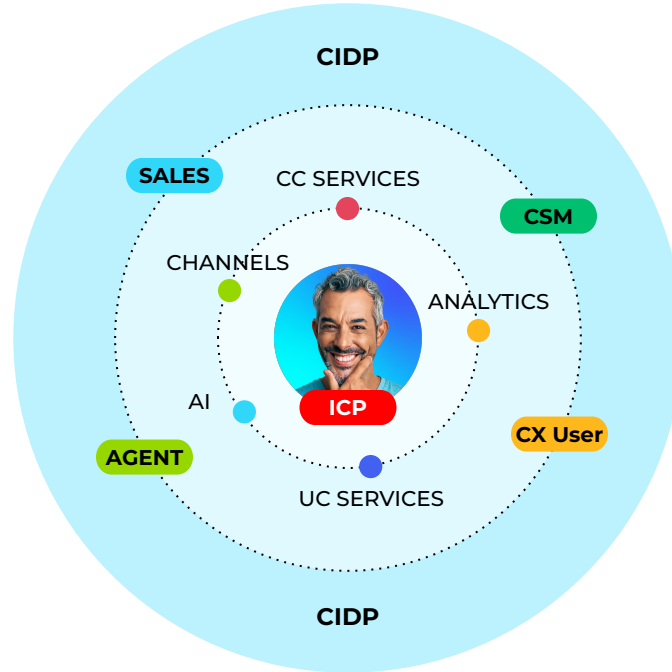
# One platform with the customer at the center



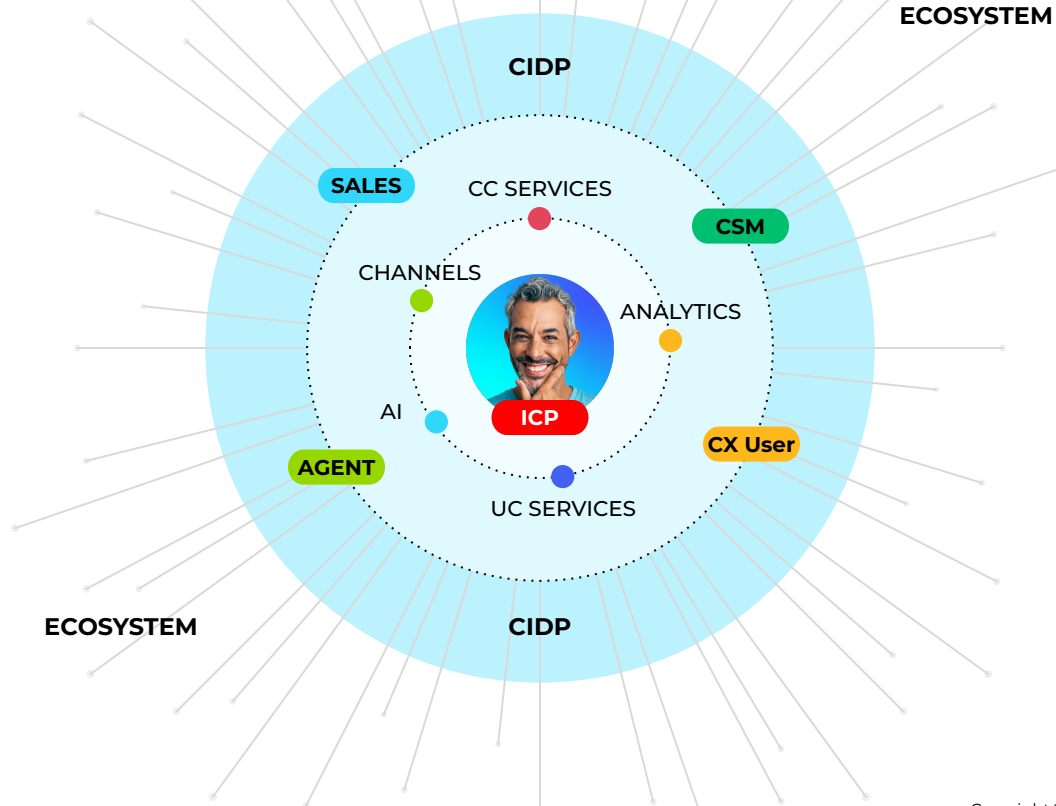
# One platform with the customer at the center



# One platform with the customer at the center



# One platform with the customer at the center





An aerial photograph of a multi-lane highway interchange with three exits, set against a backdrop of dense green forest. The road surface is dark asphalt with white lane markings. A few vehicles, including a white truck and a dark car, are visible on the main road. The text "One platform" is centered in white, bold font over the road.

**One platform**

# Product Announcements

---



One platform.  
Every communications experience.



The background is a starry night sky with two silhouetted figures standing on rocky outcrops. A dotted white line forms a large, symmetrical arch across the sky, with five colored dots (yellow, blue, green, red, and light green) placed along its curve. The text "8x8 Engage" is centered in white.

# 8x8 Engage

# Customer experience is an org-wide responsibility

98%

of business leaders agree that CX  
is an **organization-wide** initiative



# Customer experience is an org-wide responsibility

92%

agree creating **CX consistency** across departments is a priority at their organization

# Customer experience is an org-wide responsibility

Only

6%

say their organization's CX is  
"very consistent" across departments

The image features two identical, empty, clear glass tumblers positioned side-by-side against a dark, textured background. A semi-transparent horizontal band, colored in a light teal or blue hue, spans across the middle of the frame, partially obscuring the glasses. Centered within this band is the text "Customer experience is an org-wide responsibility" in a bold, white, sans-serif font.

**Customer experience is an  
org-wide responsibility**

A close-up photograph of a person's hands holding a silver smartphone. The person has pink nail polish and is wearing a ring. The phone is held over a laptop keyboard. The background is slightly blurred, showing another person's hands and a wooden desk.

# Empower customer-facing users to deliver a world-class experience

**Autonomy**

**Automation**

**Flexibility**

**Mobility**



# Customer satisfaction is everyone's job



Knowledge workers



Sales

Customer success

Finance

Marketing

Field service



Account management

HR and recruiting

Supply chain

Shop floor

Front line workers



Customer service and support

**Internal collaboration**

30 – 70% of users

**CX professionals outside the contact center**

20 – 60% of users

**Omnichannel contact center**

10% of users



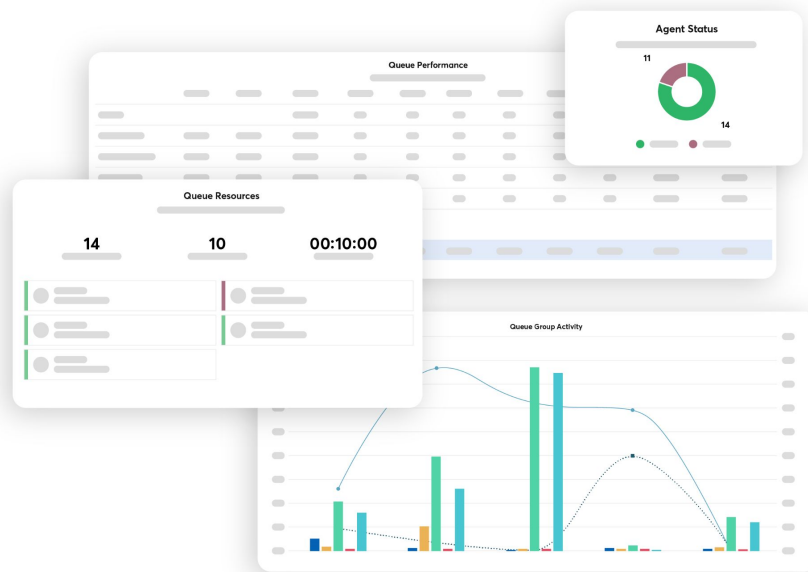
**Less customer engagement**

**More customer engagement**

# 8x8 Engage enables smarter decisions

Empowering organizations to deliver closed loop, end-to-end CX orchestration for all customer touch points across the entire organization

- Deep integration and data synchronization with enterprise apps from 8x8 TPES
- Centralized customer interaction journey analytics
- Team leader capabilities



# 8x8 Engage key takeaways

- Bringing together UCaaS and CCaaS to bridge CX gaps across the organization
- Reaching underserved CX professionals outside the contact center
- Empowering this persona with a purpose-built interface and pervasive context, data, and workflow automation for superior customer engagement



# Proactive Outreach





# Proactive Outreach

# Proactive Outreach

Remove the reactive nature of customer service with **one-to-many** messaging solutions for all business use cases.



Reliable



Scalable



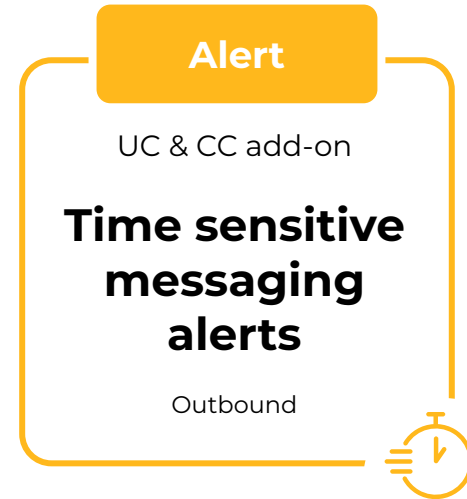
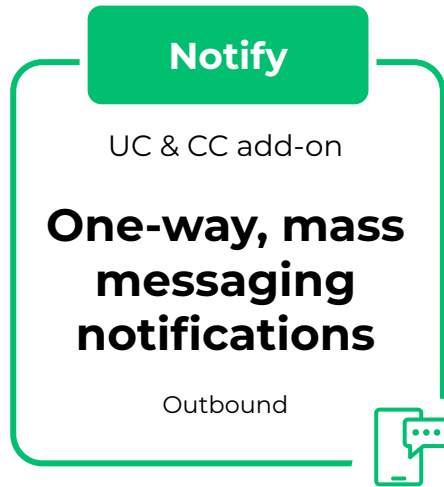
Engaging

The collage features four main UI components:

- SMS trigger configuration:** A card with a lightning bolt icon, the text "SMS trigger", a "SubAccountid" field, and a "+ Insert next step" button.
- Message bubble:** A blue bubble with a profile icon and the text "Hey John, your appointment is coming up."
- Channel selection screen:** A white card titled "STEP 1 OF 4 Choose a channel" with the question "How would you like to send your messages?". It shows "SMS" selected with a red radio button and "Chat Apps" with an unselected radio button.
- Delivery rate card:** A white card with a green checkmark icon, "100.00% Delivery Rate", and "No change" below.

# Proactive Outreach

Messaging solutions for every use case



# Notify customers on channels with 98% open rates!


 Sales and marketing promotions

 Appointment reminders

 Product announcements



Hi Michael.

Thank you for your recent purchase . As recognition for being such a loyal customer, here is 25% off your next order. Use code THANKYOU25 next time at checkout! 🎉 <sup>100</sup>

12:59



Direct Routing | Personalization | Reporting & Analytics | Unlimited campaigns



# Interact with two-way messaging routed to your CC agents or bots



Talk to sales



Customer service and support



Real-time feedback



**8x8 Shop**

Business Account



Hello Simon.

Your agreement is due for renewal on 2/20/24, and the proposed rate for 2024 is USD \$500. If you find this quote satisfactory, no additional steps are needed. However, if you would like to discuss the quote further, please reply with 'Discuss' to connect with an agent.

12:59

Discuss

12:59

Two-way interactions

| Route to CC agent or bots

| Automation

| API access

# Alert dedicated groups on time sensitive updates in just a few clicks

 Emergency warnings

 IT updates

 Facility closures



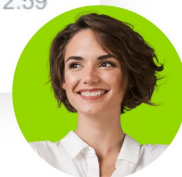
**8x8 Shop**

Business Account

  EMERGENCY UPDATE  

This is an urgent message to inform you that Office Building H21 will be closed due to a fire. Please do not travel to the office. All employees should work from home until further notice. Thank you.

12:59



Panic button | Direct Routing | Templates | Reporting & Analytics | Mobile companion app

# Proactive Outreach key takeaways

- Native one-to-many SMS and WhatsApp capabilities
- Accelerated value delivery with no-code, packaged solutions for all business use cases
- Enhanced CX journey with direct routing for one-to-many messaging to CC agents and bots



# Customer Interaction Data Platform





**Revolutionizing the availability, utilization,  
and contextualization of customer interaction  
data throughout the entire organization**

Digest | Analyze | Enrich | Deliver with intelligence

A person is silhouetted against a vibrant sunset sky, crouching on a wave. The water is a deep teal color, and the sky transitions from orange to blue. The overall mood is serene and focused.

# Enabling smarter decision making

**Complete customer  
interaction journey  
data**

**Serve customers with  
contextual awareness  
in real-time**

**Drive continuous  
improvement and  
take remedial action**



# Customer Interaction Data Platform in action

**Show summarized actions**  
taken during the conversation

**Track the last customer contact** across any team, including back office

### Interaction summary

Customer called to request a refund for an uncompleted journey. Ticket number was provided along with reason for requesting refund. Customer service representative confirmed that only return portion of ticket can be refunded. Representative then processed the refund and provided expected delivery time frame.

Date: 05/10/2023

Start time: 12:15:11    End time: 12:22:31    Duration: 07:16

Queue: Website Support Team Inbound

Agent: Cressida Ballard    Customer: James Smith

End status: Resolved

**Sentiment mapping** 😊  
●●●●●●●●●●●●●●●●●●●●

**Talk time**  
Agent: 32%    Customer: 57%  
Silence: 9%    Over-talk: 19%

**Topics**

Refund	32%
Purchase	18%
Close account	11%
Threats	3%

Close    View full interaction

**Measure customer sentiment** throughout the conversation with AI-based scoring

**Speech intelligence metrics** like talk time, silence time, and overtalk

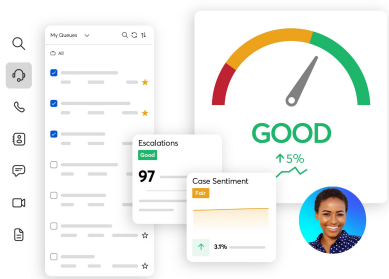
**Drill down into** step-by-step details visual customer journey

# Customer Interaction Data Platform key takeaways

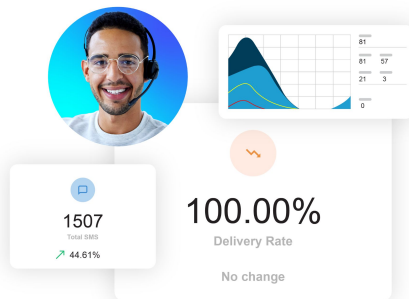
- AI-driven customer-centric insights
- Serve customers with contextual awareness and in real time
- Forecast the health of interactions and take remedial action
- Drive system optimization



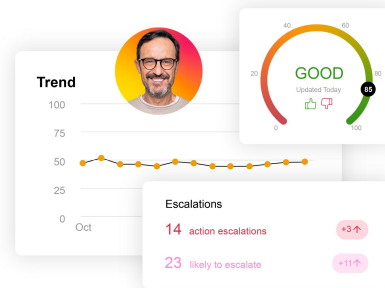
# Recent product announcements



8x8 Engage



Proactive Outreach



Customer Interaction Data Platform

# Optimizing Routes to Market

---

**Lisa Martin**

Chief Revenue Officer



One platform.  
Every communications experience.

# 8x8 evolution

CX awareness

Accelerate growth



# Optimizing our routes to market

TSDs/Agency ●

Resellers ●

System Integrators ●



# Optimizing our routes to market

TSDs/Agency ●

Resellers ●

System Integrators ●

Direct ●



# Optimizing our routes to market

TSDs/Agency ●

Resellers ●

System Integrators ●

Direct ●

Technology Partners ●



An aerial photograph of a rock climbing gym. The scene is dominated by large, layered rock formations in shades of grey, brown, and tan. Numerous people are seen at various stages of climbing. In the foreground on the left, a woman in a pink tank top and teal pants is climbing a dark grey rock face. To her right, a large, light-colored rock overhang is visible. Further down and to the right, a group of people is gathered on a rock ledge. At the bottom right, a pool of clear, turquoise water is visible. The overall atmosphere is one of active recreation and outdoor sports.

**Transforming our selling experience and strategy**

**Evolving to portfolio of products**



An aerial photograph of a rock climbing gym. A woman in a pink tank top and teal pants is climbing a large, dark rock face on the left. To her right, a large, light-colored rock wall is filled with many other climbers of various ages and abilities. The rock formations are layered and textured. In the bottom right corner, a pool of clear, turquoise water is visible. The overall scene is active and outdoors.

**Transforming our selling experience and strategy**

**Evolving to portfolio of products**

**High performance team**



An aerial photograph of a rock climbing gym. The scene is dominated by large, layered rock formations in shades of grey, brown, and tan. Numerous people are seen at various stages of climbing on these faces. In the lower right, a pool of clear, turquoise water is visible. The overall atmosphere is one of active recreation and challenge.

# Transforming our selling experience and strategy

**Evolving to portfolio of products**

**High performance team**

**Diving deeper into our target market**



An aerial photograph of a rock climbing gym. The rock face is a mix of grey and brown tones, with various climbing routes. In the foreground, a woman in a pink tank top and teal pants is climbing. Below the rock face, a pool of clear blue water is visible. Other climbers are scattered across the rock face in the background.

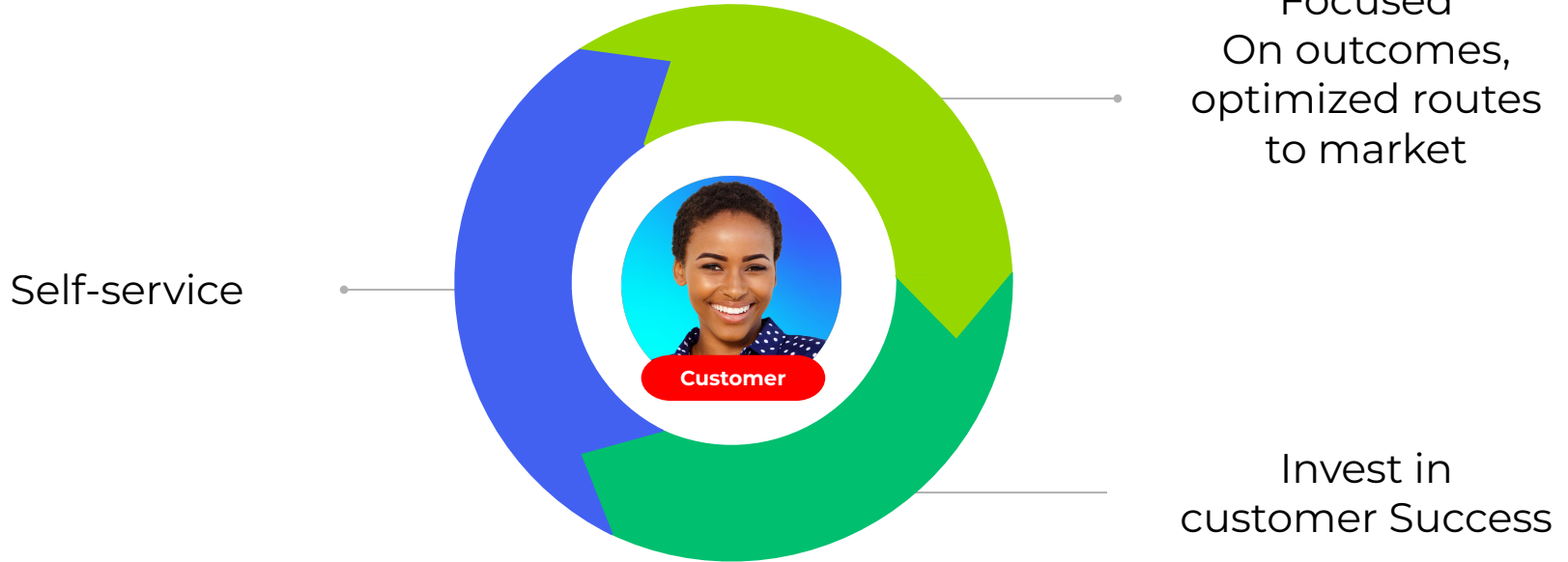
# Transforming our selling experience and strategy

**Evolving to portfolio of products**

**High performance team**

**Diving deeper into our target market**

# Transforming to capture the opportunity



# SellWith8



## **Exclusive**

Highly exclusive group of limited partners chosen that highly complements our Contact Center solution



## **Deep Partnerships**

Designed to establish a deep partnership between our two companies, deliver native-like UI, high CSAT and generate mutual incremental revenue



# Our customers see the value

**“8x8 Co-browsing immediately changed the quality of our customer service around walkthroughs. It made it easier for the team to deliver the best possible assistance.”**

- John Davies, Director of Contact Center Systems



# Customer Success

---

**Walt Weisner**

Chief Customer Officer



One platform.  
Every communications experience.

A person is sitting on a rocky cliff, looking out over a vast sea of clouds. The sun is setting in the distance, creating a warm, golden glow. The clouds are thick and white, filling the valley below. The person is wearing a dark jacket and shorts. The overall scene is serene and majestic.

# 8x8 CX as a competitive differentiator



# The 8x8 customer experience



## Unified experience

Across all products, functions, geographies, and channels



## Fast time to value

Modular approach with frictionless onboarding and accelerated adoption



## Lifetime engagement

Proactive experience leveraging customer insights for positive outcomes



**Voice of the Customer**

# World-class 8x8 global customer care

73

Top 100 customers are 8x8 references

52

Time to value (TTV) (days) on PS projects

90/95%

All / enterprise customer satisfaction

50%

CSM coverage of 8x8 MRR

186

Countries deployed

60%

Improvement in enterprise time to value



Customer Service Executive of the Year



Customer Service Department of the Year



Technology Team of the Year



Customer Service Team of the Year

# Built to last: our journey

**FY22**

**Transformation**

Globalization

Culture of yes

Team L&D focus

**FY23**

**Optimization**

Self-service improvements

Differentiated enterprise  
experience

Technical skills investment

**FY24**

**Built to last**

Digital support adoption

World-class CES

World-class TTV

Industry recognition:  
Stevie Awards



# 8x8 global customer care footprint



**600+**

Team members

**1.2M+**

Customer touch points

**10**

Technical support centers

**24/7**

Support via chat, web, and phone

**70%**

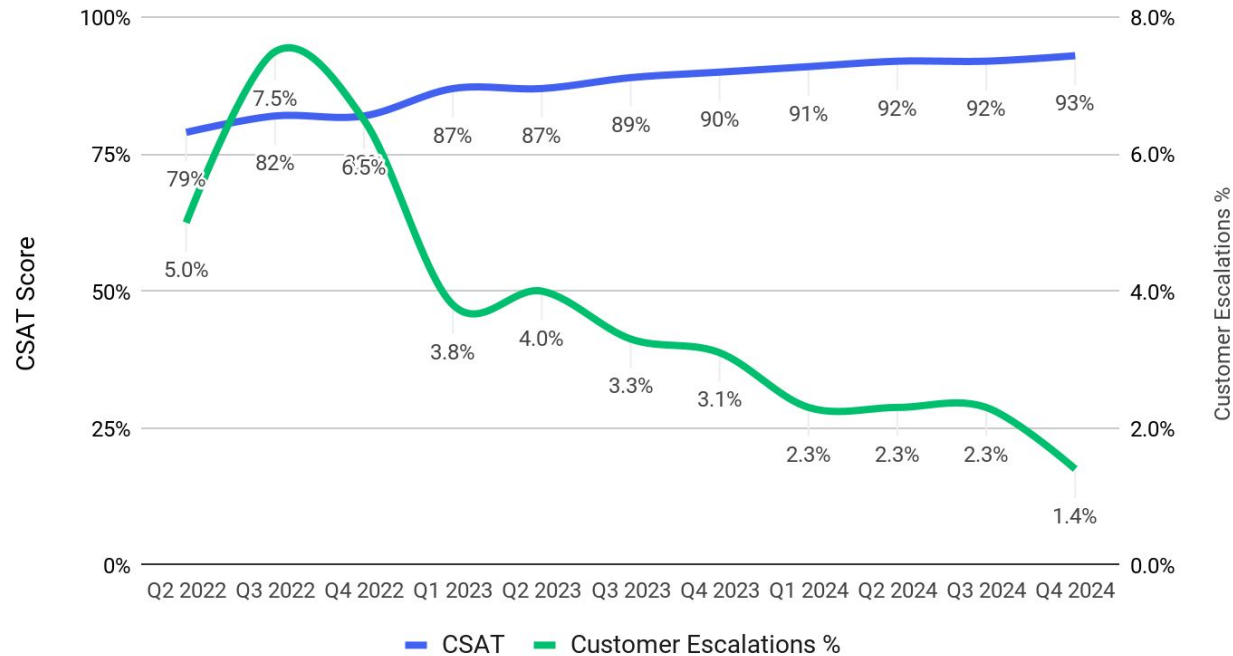
Digital adoption

A silhouette of a person standing on a cliff edge with their arms raised in a 'V' shape, set against a vibrant sunset sky. The sun is low on the horizon, casting a golden glow over a range of mountains. The sky transitions from a deep blue at the top to a bright yellow near the horizon. The overall mood is one of triumph and achievement.

**Turn every customer  
into an advocate**

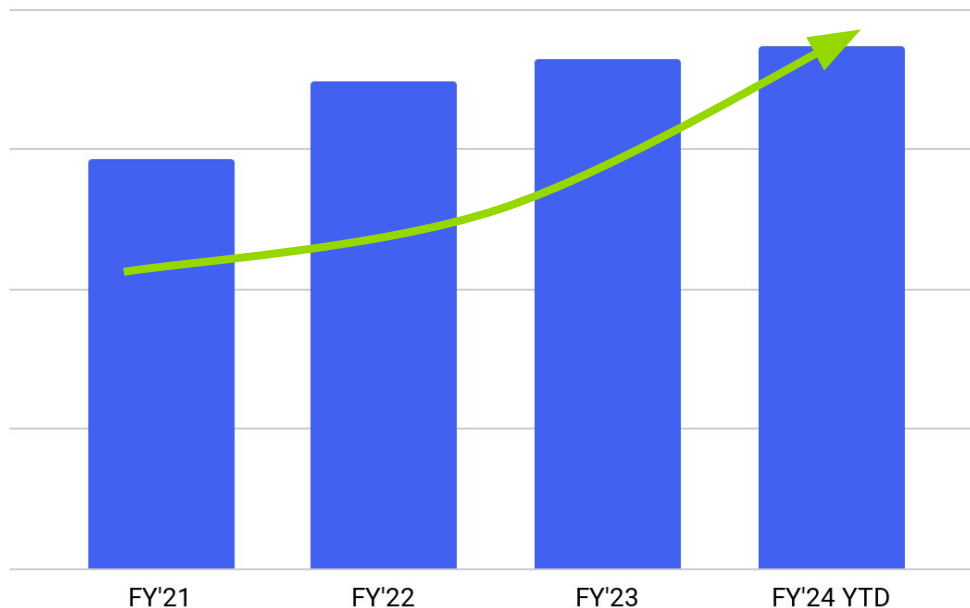
# Customer Support Experience Transformed

## CSAT and Customer Escalations



# Gross Customer Retention

*Focusing on CX and Customer Success Delivers Clear ROI*





# From good to great to best in class

UNDER NDA

## FY25

**Built to last (Part 2)**

Embed AI for scale  
and improved CSAT

Expand CSM/TAM coverage  
and services

Zero escalations

## FY26

**Unique differentiation**

PS services offerings

Consistent unique CX  
for ICP

Strategic partnership delivers  
customers' business outcomes

## FY27

**Best in class**

All enterprise customers  
referenceable

# Foundation for Growth

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**Kevin Kraus**

8x8 Chief Financial Officer

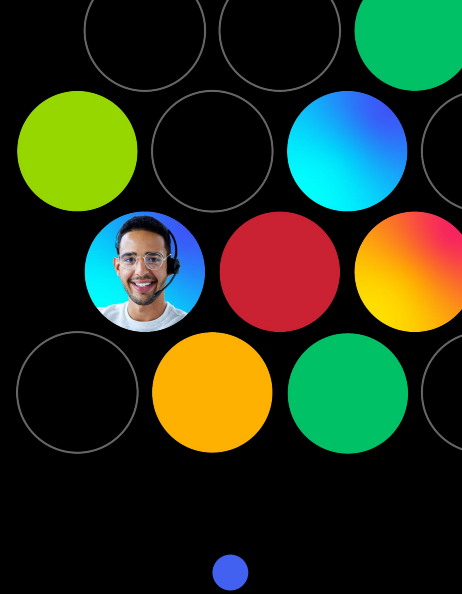


One platform.  
Every communications experience.

8x8



Email questions to  
**[ir\\_questions@8x8.com](mailto:ir_questions@8x8.com)**



# Forward looking statements

This presentation includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and Section 21E of the Securities Exchange Act of 1934. Any statements that are not statements of historical fact may be deemed to be forward-looking statements. For example, words such as "may," "will," "continue," "strategy," "anticipates," "plans," "expects," "intends," and similar expressions are intended to identify forward-looking statements. These forward-looking statements, include but are not limited to: changing industry trends; the size of our market opportunity; our strategic framework; our ability to increase profitability and cash flow to deleverage our balance sheet and fund investment in innovation; our future revenue and growth; our ability to enhance shareholder value; and our financial outlook, revenue growth, and profitability, including whether we will achieve sustainable growth and profitability. You should not place undue reliance on such forward-looking statements. These forward-looking statements are predictions only, and actual events or results may differ materially from such statements depending on a variety of factors. These factors include, but are not limited to:

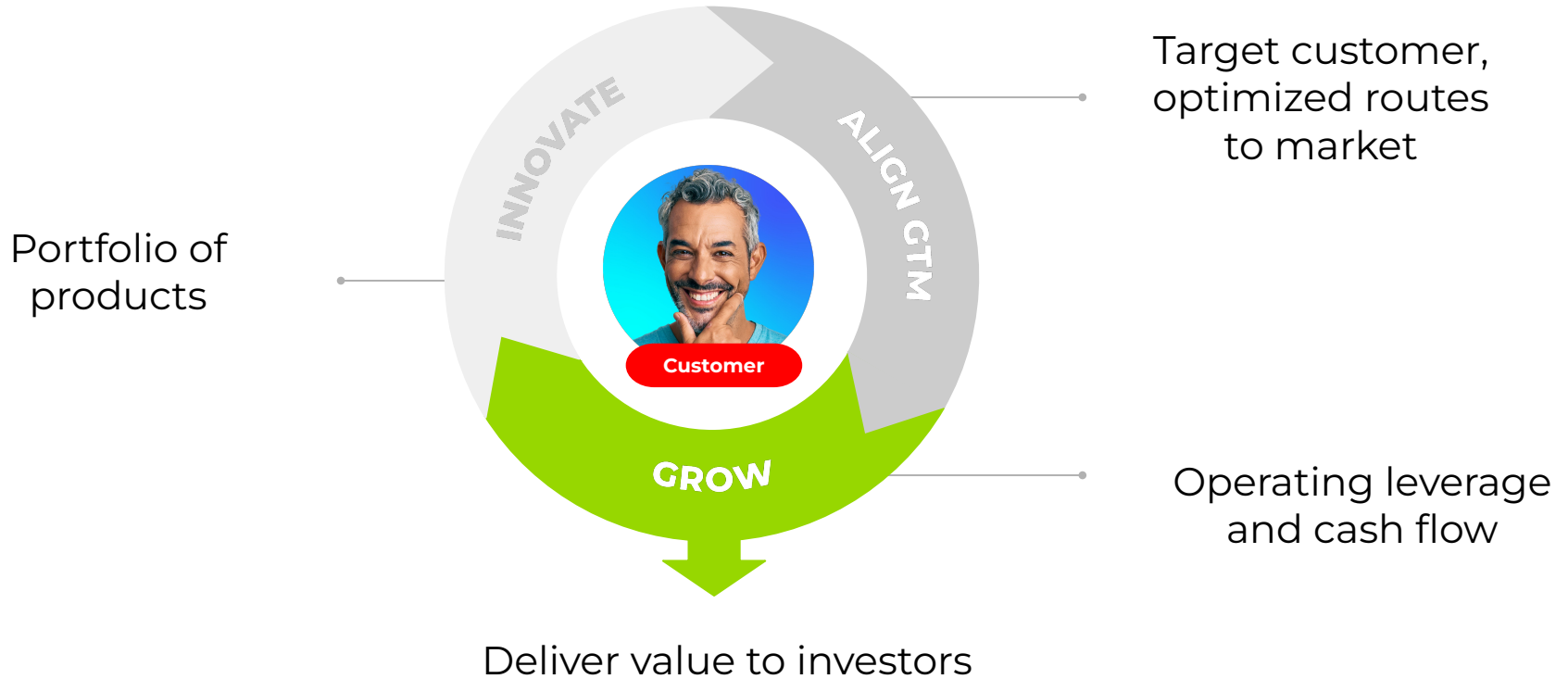
- Customer adoption and demand for our products may be lower than we anticipate.
- A reduction in our total costs as a percentage of revenue may negatively impact our revenues and our business.
- Impact of economic downturns and political instability on us and our customers, including ongoing volatility and conflict in the political environment, such as Russia's invasion of Ukraine and conflicts in the Middle East, and rising interest rates and other inflationary pressures.
- Risks related to our secured term loan due 2027 and convertible senior notes due 2028, including the impact of increased interest expense and timing of any future repayments or refinancing on our stock price;
- We may not achieve our target service revenue or total revenue growth rates, or the revenue and other amounts we forecast in our guidance, for a particular quarter or for the full fiscal year.
- Competitive dynamics of the UCaaS, CCaaS, CPaaS, video and other markets in which we compete may change in ways we are not anticipating.
- Our customer churn rate may be higher than we anticipate.
- Impact of supply chain disruptions.
- Third parties may assert ownership rights in our IP, which may limit or prevent our continued use of the core technologies behind our solutions.
- Impact of acquisitions, including Fuze, Inc., on future financial performance.
- Investments we make in marketing, channel and value-added resellers (VARs), e-commerce, and new products may not result in revenue growth.
- Our increased emphasis on profitability and cash flow generation may not be successful.

For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's reports on Forms 10-K and 10-Q, as well as other reports that 8x8, Inc. files from time to time, with the Securities and Exchange Commission. All forward-looking statements are qualified in their entirety by this cautionary statement, and 8x8, Inc. undertakes no obligation to update publicly any forward-looking statement for any reason, except as required by law, even as new information becomes available or other events occur in the future.

See Appendix for Non-GAAP reconciliation and disclaimers.

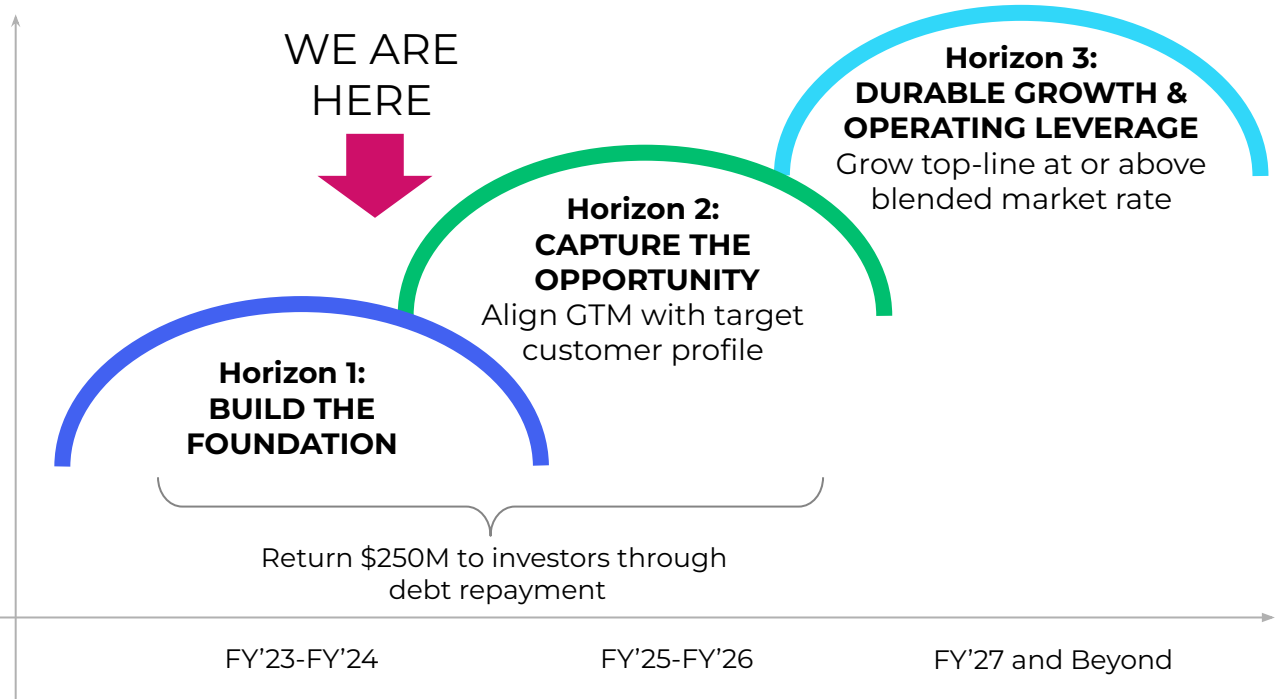


# Transforming to capture the opportunity



# Value Creation Timeline

- ✓ Re-architect platform
- ✓ Integrate AI-enabled core services
- ✓ Increase investment in R&D to drive innovation
- ✓ Restructure sales and marketing to focus on target customer
- ✓ **Achieve sustained non-GAAP profitability and positive cash flow**
- ✓ **Cash & investments ~\$170m** (as of 12/31/23)



# Financial Transformation

1

*Sustainable, cash generating business model*

	FY 2020		FY 2024E <sup>2</sup>
<b>Revenue</b>	<b>\$446M</b>	13% CAGR	<b>\$725-730M</b>
<b>Gross Profit Margin<sup>1</sup></b> (non-GAAP)	<b>59%</b>	13 point improvement	<b>~72%</b>
<b>Op Profit Margin<sup>1</sup></b> (non-GAAP)	<b>(14%)</b>	27 point increase	<b>12.5-13%</b>
<b>SBC as a % of revenue</b>	<b>16%</b>	Limit dilution from employee stock plans	<b>8-9%</b>
<b>Operating Cash Flow</b>	<b>(\$93.9M)</b>	De-lever, fund future growth	<b>&gt;\$70M</b>

1. See Appendix for reconciliation of non-GAAP to nearest GAAP metric. Reconciliations are not available for forward looking metrics.
2. Guidance ranges as of 1/30/24..

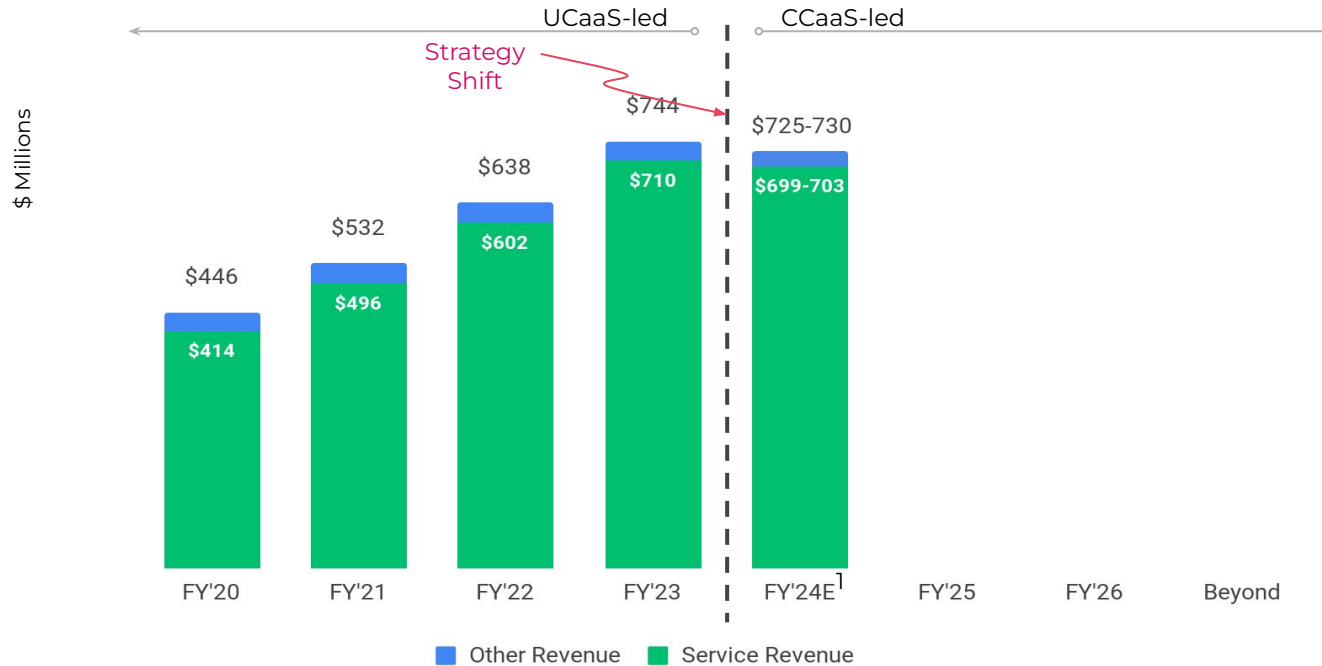
# Delivering Value to Investors

	We Said <sup>1</sup>	Expected FY'24 Results <sup>2</sup>
<b>Revenue</b>	\$755 - \$763M + 1 - 3% YoY	 \$725-730M (3%) - (2%) YoY
<b>Operating Margin<sup>3</sup></b> (non-GAAP)	12-13%	 12.5-13.0% (Exit Q4 at 10%)
<b>Operating Cash Flow</b>	20% CAGR FY'24-FY26 (FY'23 is Yr 0)	 >\$70M vs. \$46.3M in FY'23
<b>Cash + Investments</b>	Maintain \$100M	 >\$100M at year end
<b>Debt Reduction</b>	Return \$250M to investors thru debt reduction FY'24-FY'27	 Repaid \$88M in principal in fiscal 2024, 35% of goal
<b>Stock Based Compensation</b>	Continue to decline over time	 FY'24 SBC expected to be 8-9% of revenue
<b>Employee Equity Programs</b>	We intend to reduce share issuance & dilution over time	 ~\$66% YoY decline in total grant value and ~50% YoY decrease in new RSUs YTD



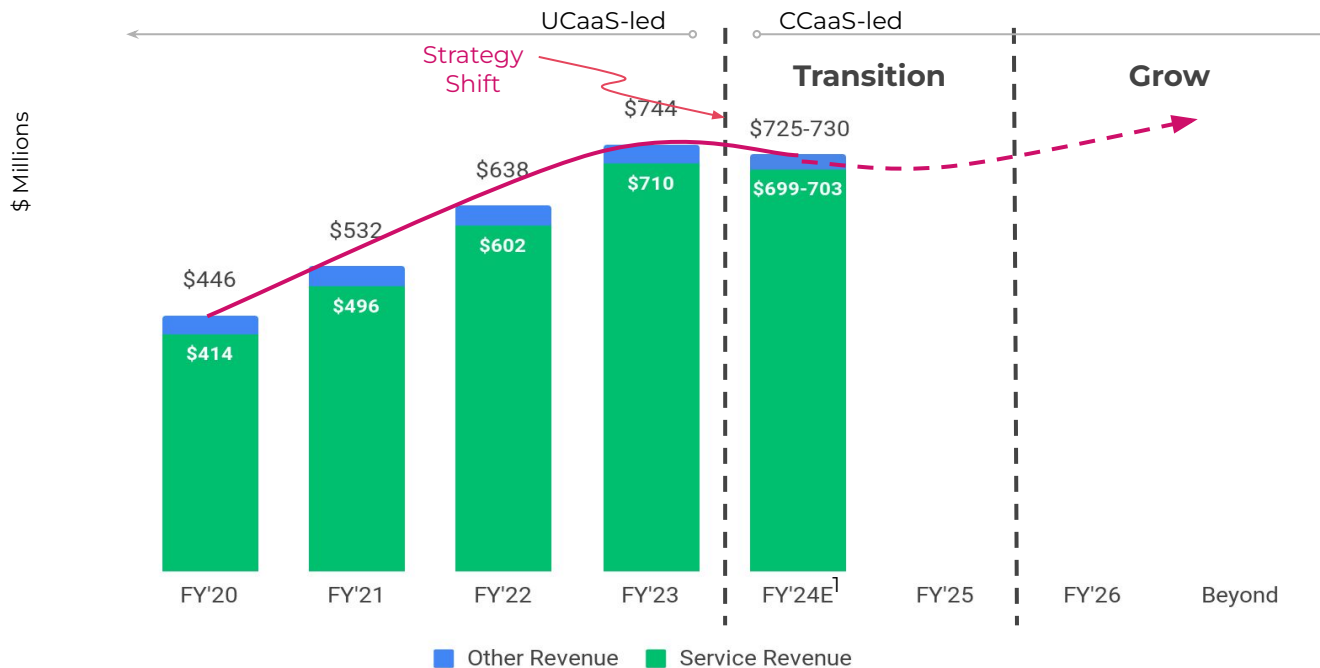
# Annual Revenue Trend

Near-term revenue headwinds balanced by continued growth in enterprise



# Annual Revenue Trend

Near-term headwinds balanced by continued enterprise growth in transition period; Optimized routes to market, increased awareness, and strong product-market fit drive accelerating growth in fiscal 2026



1. Guidance ranges for FY'24 revenue updated on Q3'24 earnings call, 1/31/24

Trend line illustrative only and not intended to indicate a specific revenue number.

# Operating Model Framework and Priorities

*Intermediate to long-term*



## Invest in Innovation for durable growth

Maintain investment in innovation; focus resources on innovation on CX solutions for targeted customer profile



## Maintain Non-GAAP Profitability and Cash Flow

Maintain double-digit non-GAAP operating margin as transition to growth



## Reduce Shareholder Dilution over time

Leverage cash generating capacity to increase cash compensation in lieu of new equity awards.

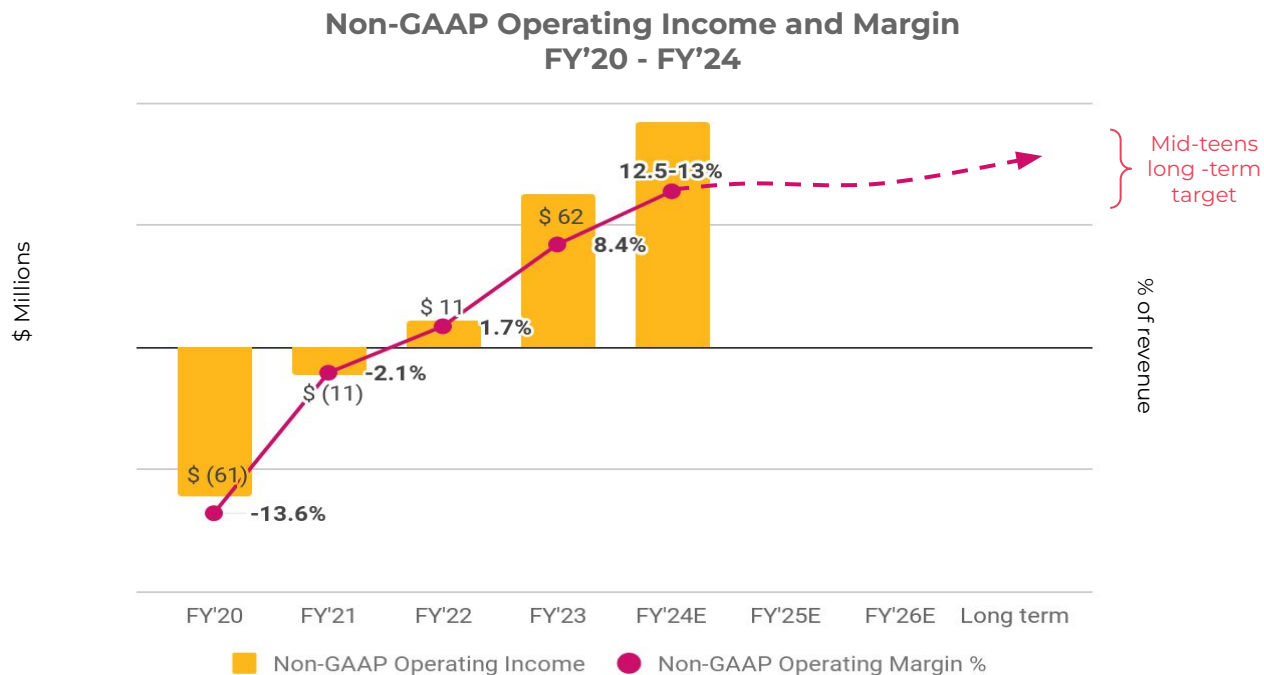


## Use excess Cash Flow to Return Value to Investors

Shift benefit to equity holders by returning \$250M to investors through debt repayment.

# Annual Non-GAAP Operating Profit Margin<sup>1</sup>

Non-GAAP Operating Margin as a % of revenue tracks to pattern of revenue growth



1. See Appendix for reconciliation of non-GAAP to nearest GAAP metric. Reconciliations are not available for forward looking metrics.
2. Guidance ranges as of 1/30/24.

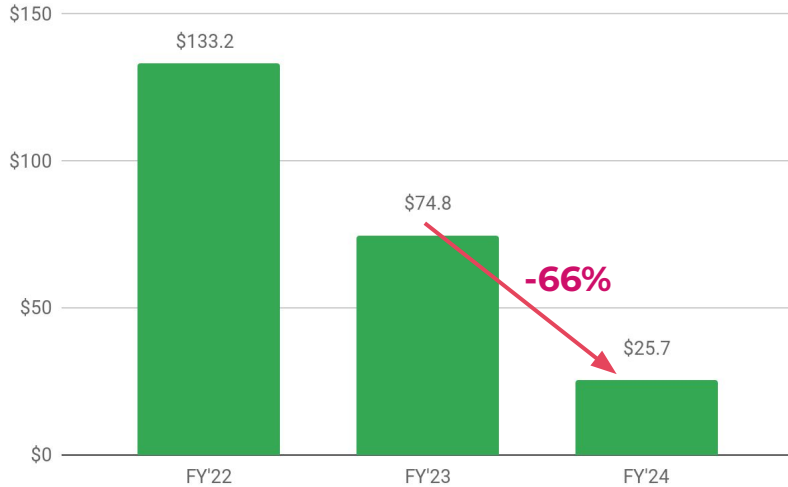
Trend line illustrative only and not intended to indicate a specific non-GAAP operating income number or margin percentage. Copyright 2024 8x8, Inc. or its affiliates. All rights reserved.



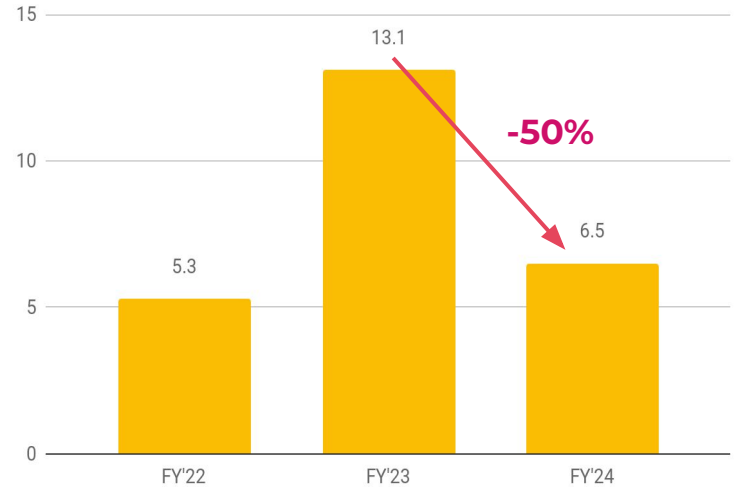
# Impact of Shift Away from Equity-based Compensation

*Decline in new RSU grants to employees will slow the rate of share growth over time*

### Value of RSUs Granted YTD 2022-2024



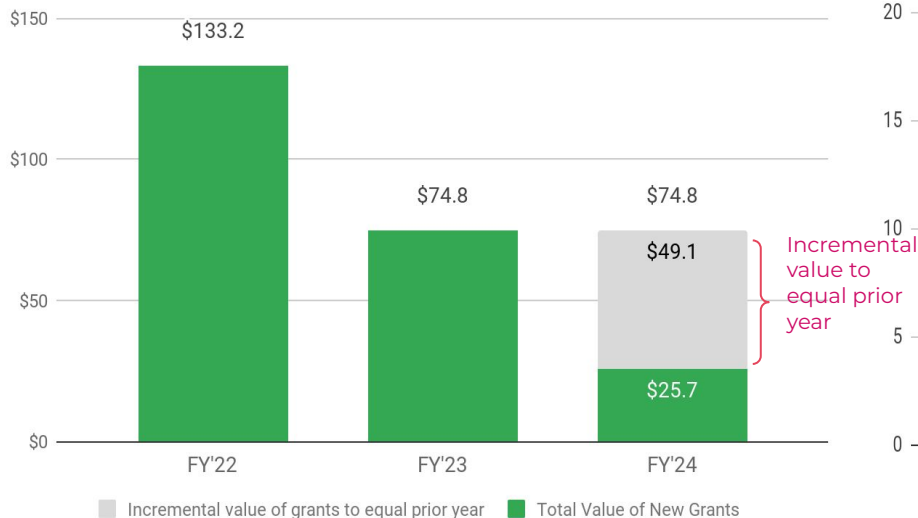
### Number of RSUs Granted YTD 2022-2024



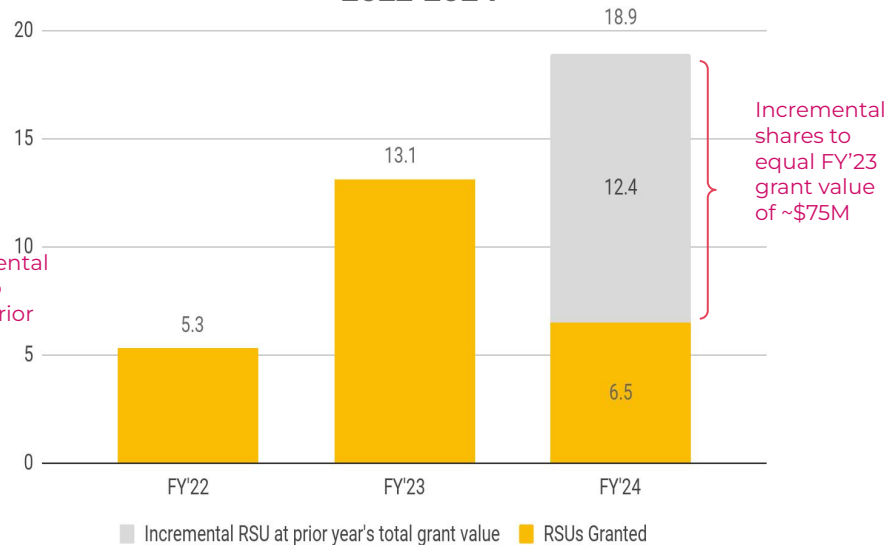
# What if we had issued the same grant value in FY'24 YTD?

*\$49M in incremental stock based compensation and >12M additional shares*

### Value of RSUs Granted YTD 2022-2024

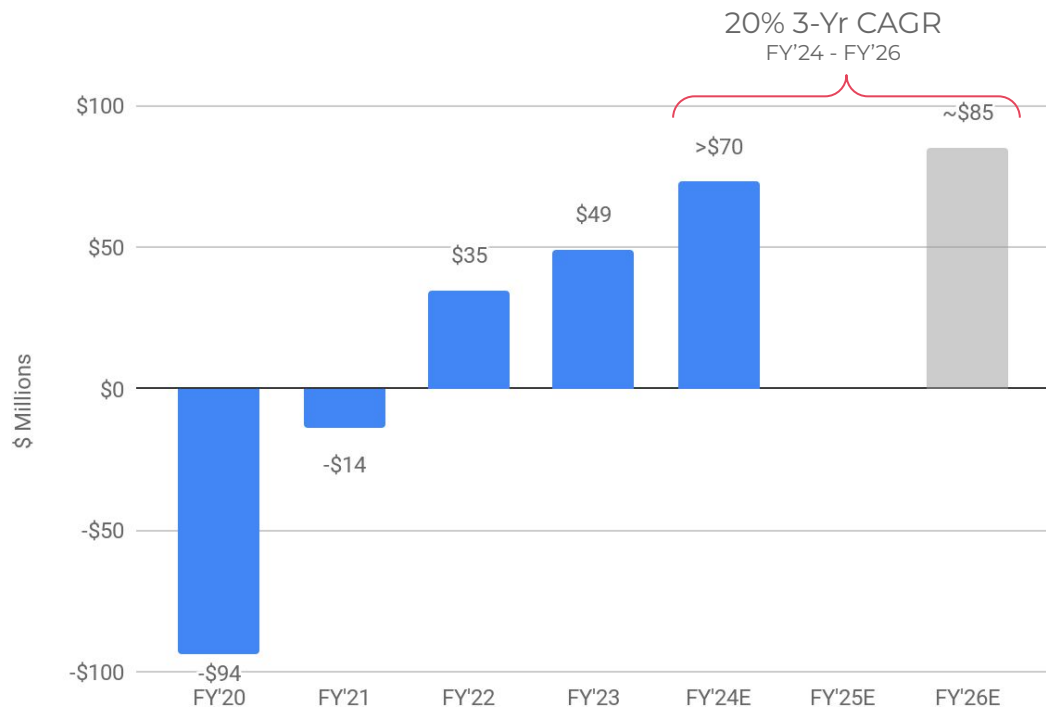


### Number of RSUs Granted YTD 2022-2024



# Operating Cash Flow

Generally tracks to Non-GAAP Operating Income<sup>1</sup> pattern, adjusted for timing of collections and non-recurring cash expenses

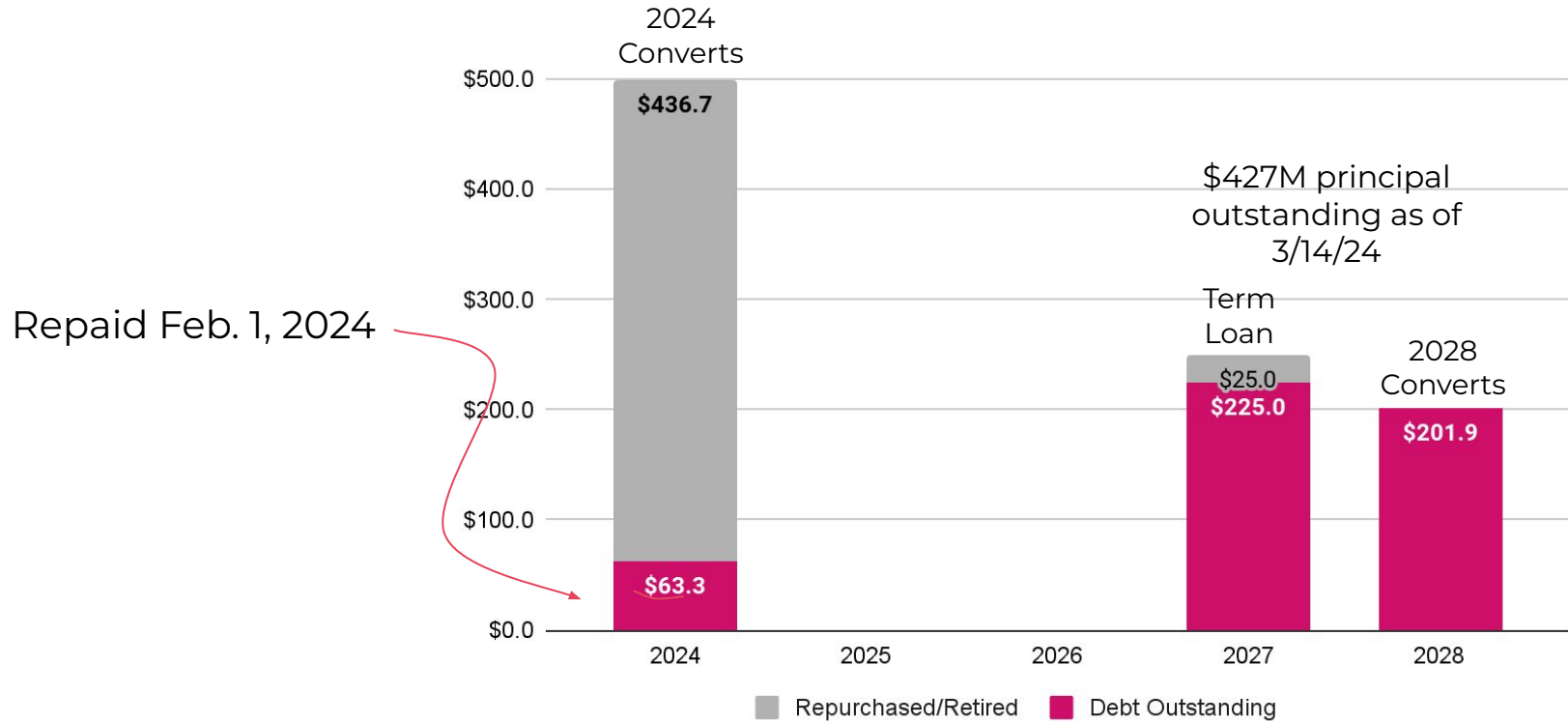


## FY'24

- Operating cash flow of \$66.3M YTD. On target to achieve YoY growth of 45-50% for full fiscal year.
- Increase reflects higher non-GAAP operating income and strong collections.

# Debt Maturity Schedule - Aggregate Principal Outstanding

As of 12/31/23





# Path to Durable Growth and Operating Leverage

*Continued innovation and strong product-market fit drive future growth and operating leverage*

	FY'20		FY'24E <sup>2</sup>		LONG-TERM TARGET MODEL
<b>Revenue</b>	<b>\$446M</b>	13% CAGR	<b>\$728M</b>	Product - Market Fit	<b>≥ Market</b> (adjusted for mix)
<b>Operating Profit Margin<sup>1</sup></b> (non-GAAP)	<b>(14%)</b>	27 point increase	<b>12.5-13%</b>	Leverage w/ scale	<b>Mid-teens</b>
<b>SBC as a % of revenue</b>	<b>16%</b>	Shift to cash comp to limit dilution	<b>8-9%</b>	Reduce dilution	<b>Continued focus on reducing dilution</b>
<b>Operating Cash Flow</b>	<b>(\$93.9M)</b>	De-lever, invest for growth	<b>&gt;\$70M</b>	Return value	<b>Continued Growth</b>

1. See Appendix for reconciliation of non-GAAP to nearest GAAP metric. Reconciliations are not available for forward looking metrics.
2. Guidance ranges as of 1/30/24..

# Key Takeaways



Sustainable, cash  
generating business  
model.



Differentiated  
technology, focused  
strategy



Revenue tailwinds >  
headwinds by end of  
fiscal 2025



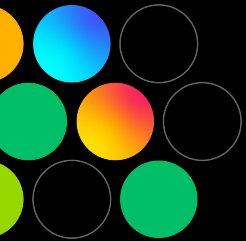
Reduce debt and  
dilution in the  
meantime



**8x8**

**Q&A**

Email questions to  
[ir\\_questions@8x8.com](mailto:ir_questions@8x8.com)



# Appendix

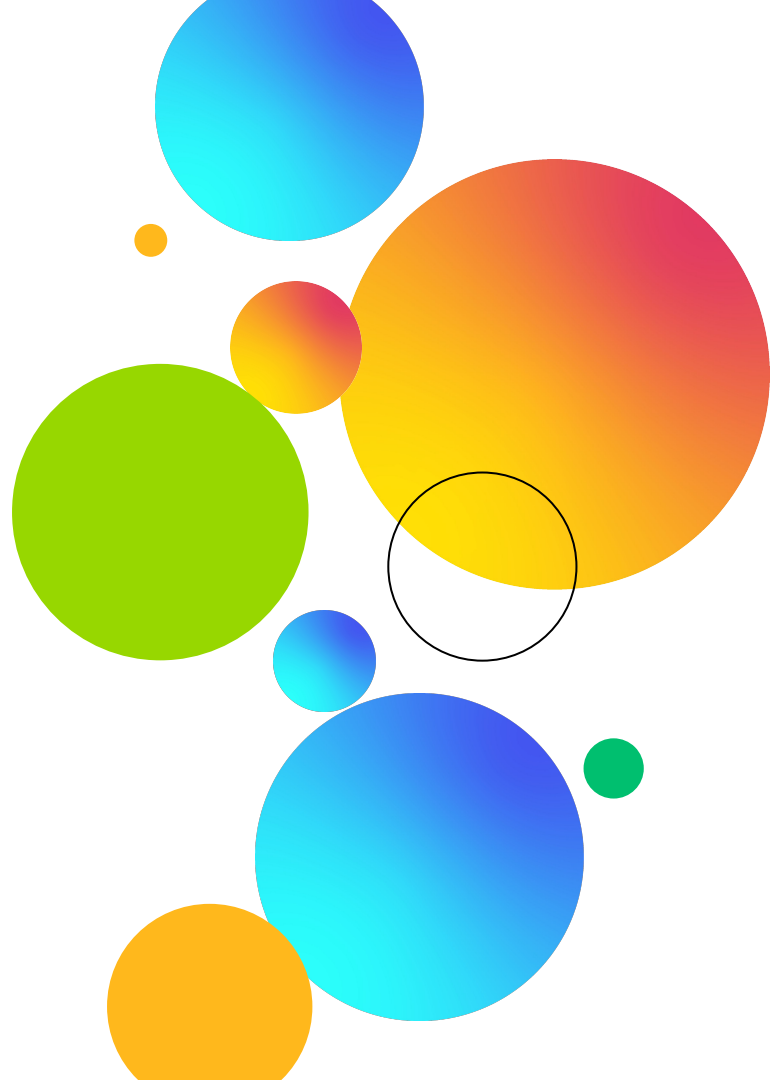
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Forward looking disclaimers

GAAP to non-GAAP reconciliations

**8x8**

One platform.  
Every communications experience.





# Non-GAAP Measures and Guidance

## Non-GAAP Measures

This presentation contains certain financial information that has not been prepared in accordance with Generally Accepted Accounting Principles (GAAP). Management uses these non-GAAP financial measures internally in analyzing the Company's financial results and believes they are useful to investors, as a supplement to GAAP measures, in evaluating the Company's ongoing operational performance. This information should not be considered a substitute for any measures derived in accordance with GAAP.

## Non-GAAP Guidance

The Company does not reconcile its forward-looking estimates of non-GAAP operating margins to the corresponding GAAP measures of GAAP operating margin due to the significant variability of, and difficulty in making accurate forecasts and projections with regards to, the various expenses it excludes. For example, future hiring and employee turnover may not be reasonably predictable, stock-based compensation expense depends on variables that are largely not within the control of nor predictable by management, such as the market price of 8x8 common stock, and may also be significantly impacted by events like acquisitions, the timing and nature of which are difficult to predict with accuracy. The actual amounts of these excluded items could have a significant impact on the Company's GAAP operating margins. Accordingly, management believes that reconciliations of this forward-looking non-GAAP financial measure to the corresponding GAAP measure are not available without unreasonable effort. All projections are on a non-GAAP basis.

# GAAP to non-GAAP Reconciliation

**8x8, Inc.**  
**RECONCILIATION OF GAAP TO NON-GAAP FINANCIAL MEASURES**  
**(Unaudited, in thousands, except per share amounts)**

	Years Ended											
	March 31, 2020		March 31, 2021		March 31, 2022		March 31, 2023					
<b>Operating Profit (Loss):</b>												
GAAP loss from operations (as a percentage of total revenue)	\$	(159,819)	(35.8)%	\$	(146,149)	(27.5)%	\$	(154,141)	(24.2)%	\$	(66,292)	(8.9)%
Amortization of acquired intangible assets		8,842			6,886			8,317			21,078	
Stock-based compensation expense and related employer payroll taxes		72,096			112,505			138,226			90,636	
Acquisition and integration costs		2,613			197			9,717			(4,553)	
Legal and regulatory costs		(730)			4,638			(2,722)			771	
Severance, transition and contract exit costs <sup>(1)</sup>		16,117			10,816			11,191			14,564	
Impairment of long-lived assets		—			—			—			6,153	
Non-GAAP operating (loss) profit (as a percentage of total revenue)	<u>\$</u>	<u>(60,881)</u>	<u>(13.6)%</u>	<u>\$</u>	<u>(11,107)</u>	<u>(2.1)%</u>	<u>\$</u>	<u>10,588</u>	<u>1.7%</u>	<u>\$</u>	<u>62,357</u>	<u>8.4%</u>

*(1) During the year ended March 31, 2023, the Company reclassified \$6.2 million of impairment of capitalized software and right-of-use assets, respectively, to impairment of long-lived assets in the condensed consolidated statement of operations to conform to current period presentation.*