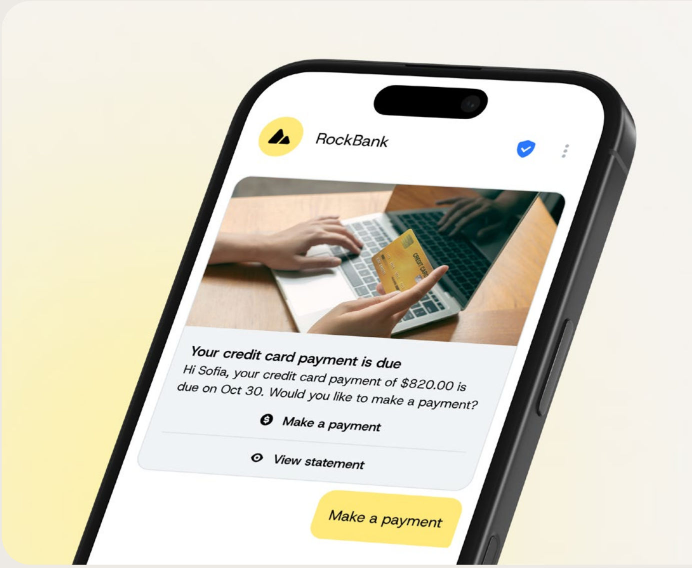
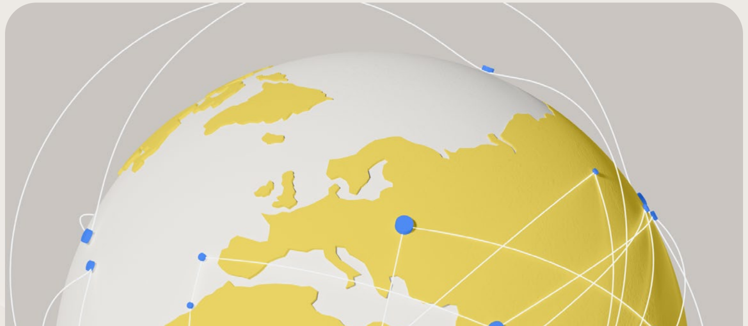
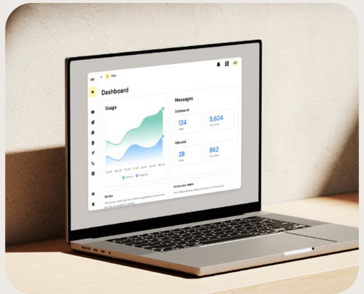
INVESTOR PRESENTATION JULY 22, 2026

Q2 2026







Jonas Dahlberg, Acting CEO & CFO
Sofia Ohlander, SVP Corporate Control & Product
Mia Nordlander, SVP Investor Relations & Sustainability

Key Q2 Highlights

Accelerating revenue growth, +6% organic

- Americas organic revenue growth +9%, driven by API
- Stable organic revenue development in EMEA and APAC

Solid profitability and cash flow

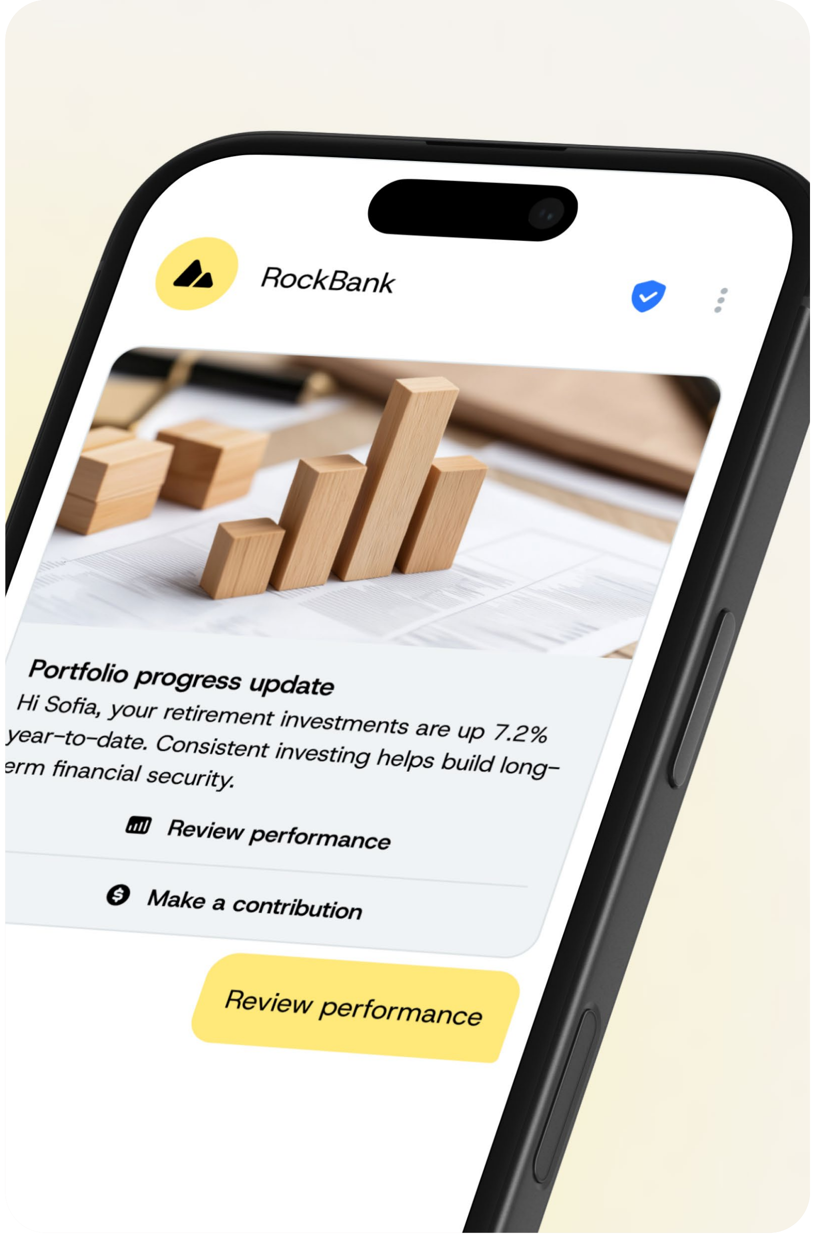
- 12.5% Adj. EBITDA margin
- 61% cash conversion LTM

Solid commercial momentum

- Led by Americas
- Cross-sales increasing

Continued market leadership

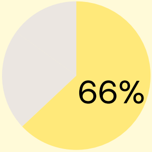
- Recognized as a leader by Gartner and IDC
- Named Adobe Customer Experience Orchestration Technology Partner of the Year



Development by segment

Share of Gross Profit Q2 2026, %

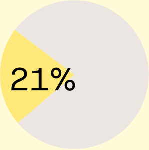
Americas



Largest region and growth engine

- 9% organic revenue growth overall
- API delivered mid-teens organic revenue growth, driven by messaging and email
- 10% organic GP growth driven by API growth and transmission cost reduction in Network Connectivity

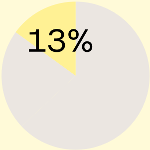
EMEA



Stabilized top line at slightly lower margin

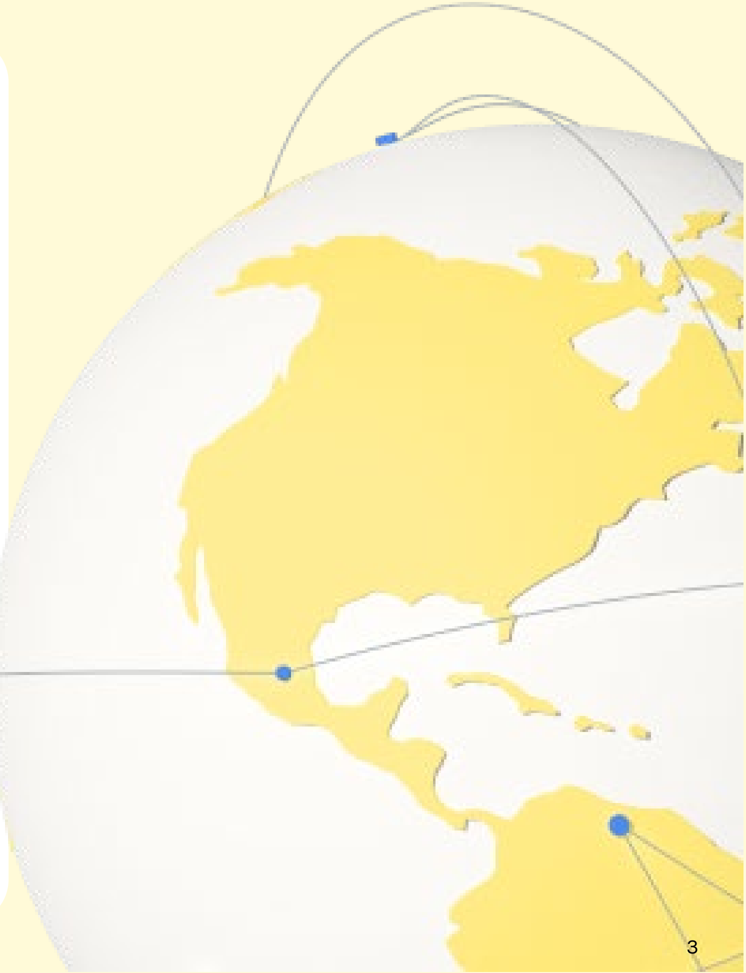
- EMEA revenues stabilized after three consecutive quarters of YoY decline
- Fixed-priced messaging supplier contracts unchanged and limited downside risk
- Lower margin driven by churn in legacy product

APAC



Continued headwinds in smallest region

- Messaging and email API delivered double digit organic revenue growth (outside India)
- India responsible for APAC organic revenue decline; impacted by continued operational headwinds
- Continued margin compression in Applications in AUS



Continued commercial momentum

New customer wins

- **Secured USD 6-figure deal** with major US **non-profit** for Messaging and Verification services in Americas
- Signed multi-year, **USD 6-figure deal** with **developer messaging platform** for multi-service solution in Americas
- Closed USD 6-figure Email deal with major US **beauty and wellness** software provider in Americas
- Secured **multi-year strategic** deal with **major Australian retailer** for high-volume Messaging in APAC
- Won a deal with a **leading insurance company** against a key competitor in APAC
- Closed **EUR 6-figure contract** with major **European telecommunications provider** in EMEA

Existing customer wins

- Expanded **USD 6-figure partnership** with an **educational communications platform** in a Voice and Messaging deal in Americas
- Expanded **USD 6-figure relationship** with major **social media platform** in an Email deal in Americas
- Expanded and renewed **USD 7-figure**, multi-year partnership with leading **global medtech provider** for Email and Messaging in Americas
- Expanded partnership with a leading **Southeast Asian super-app** Voice AI deal in APAC
- Expanded **EUR 6-figure partnership** with large UK **financial institution** in EMEA
- Displaced competitor in the Nordics in a **EUR 6-figure** Messaging deal with a **leading last-mile delivery provider** in EMEA

New partner wins

- Won a Messaging deal through Adobe partnership with leading **UK tour operator** in Americas
- Expanded on Adobe partnership and signed a USD 6-figure Messaging deal with a leading **global quick-service restaurant** brand in Americas
- Secured multi-year, USD 6-figure agreement with **major bank** for Voice and Messaging services in Americas
- Closed a USD 6-figure, multi-product deal with **cloud-based data reporting company** in Americas

Three levers of growth

Double down on today's growth engines

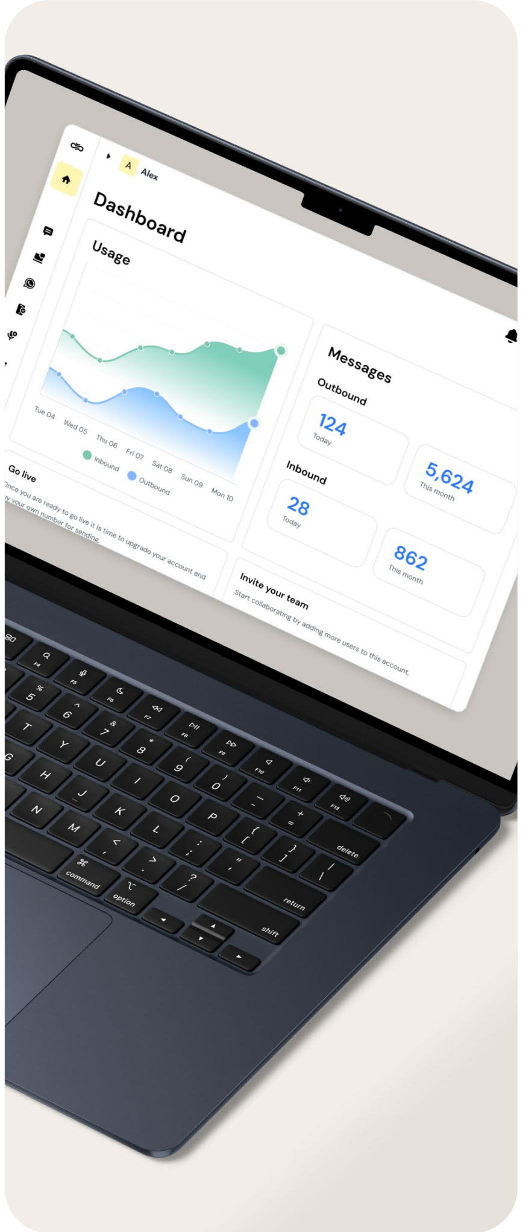
- Geography: US
- Product: Email
- While simultaneously addressing the performance gap in EMEA and APAC

Increase Net Revenue Retention for tomorrow

- Target fast growing companies, especially AI natives
- Cross/up-sales to existing customers
- Strengthen customer loyalty

Innovative products and solutions for the future

- Conversational channels: RCS & WhatsApp
- Orchestration & Intelligence
- Trust and safety



Email is a sustained growth engine for Sinch

A developer-first platform to send, receive and optimize email at massive volume with the deliverability, security, and compliance the world's leading companies rely on

Use cases

Marketing Campaigns
Pinterest

Customer Updates
lyft

Identity & Verification
Microsoft

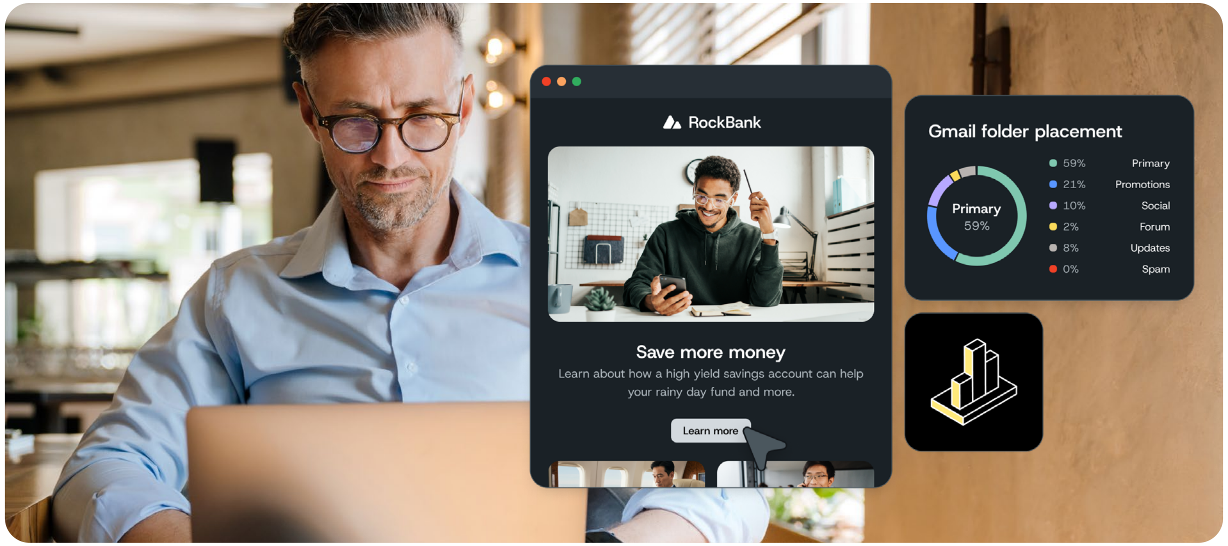
Customer Service
AMERICAN EXPRESS

Trusted infrastructure

Platform uptime
99.99%

Email delivery rate
97%

Enterprise-grade compliance
SOC II, GDPR, HIPPA
ISO27001, CSA and more



Scale & momentum

850B+
annualized email volume

+21%
YoY volume growth

6M+
Emails delivered per minute at peak sending throughput

Cross-sales is part of tomorrow’s growth engine

Top 10 new Q2 deals by size (new contracts excl. renewals & expansions)

Customer	Deal	Products sold
Messaging infra company	CROSS-SELL	**Voice + Toll-free + WhatsApp**
HER / healthcare provider	CROSS-SELL	**Number lookup**
Global QSR	CROSS-SELL	**Engage App + Messaging Conversation API**
Marketing analytics provider	New customer	Voice + Numbers
Telecom software provider	New customer	Voice + Toll-free
School comms provider	CROSS-SELL	**Voice API**
Membership non-profit	New customer	SMS/MMS + Verify + Lookup
Call center software	New customer	Voice
Cloud comms provider	CROSS-SELL	**Messaging SMS**
Health insurance agency	New customer	Engage App

50%

of largest Q2 new deals were cross-sales

Motion is scaling

Joint GTM model getting traction

Unparallelled portfolio breadth

Messaging, voice, email and adjacent products

Expanding growth engine

Existing relationships opens opportunities, increasing stickiness

Fast growing AI natives providing tomorrow's growth

	Proven model / existing customers		AI companies / new customers
Direct customer	Microsoft	→	OpenAI
Reseller / native	Adobe	→	Lovable
Market place	Google	→	CURSOR

Why it matters

- Fast growing AI natives is a major market opportunity
- Similar customer communication needs as traditional tech companies
- Sinch addressing opportunity with proven models from tech

sinch

Innovation providing growth for the future

Sinch APIs working together delivering frictionless conversational commerce

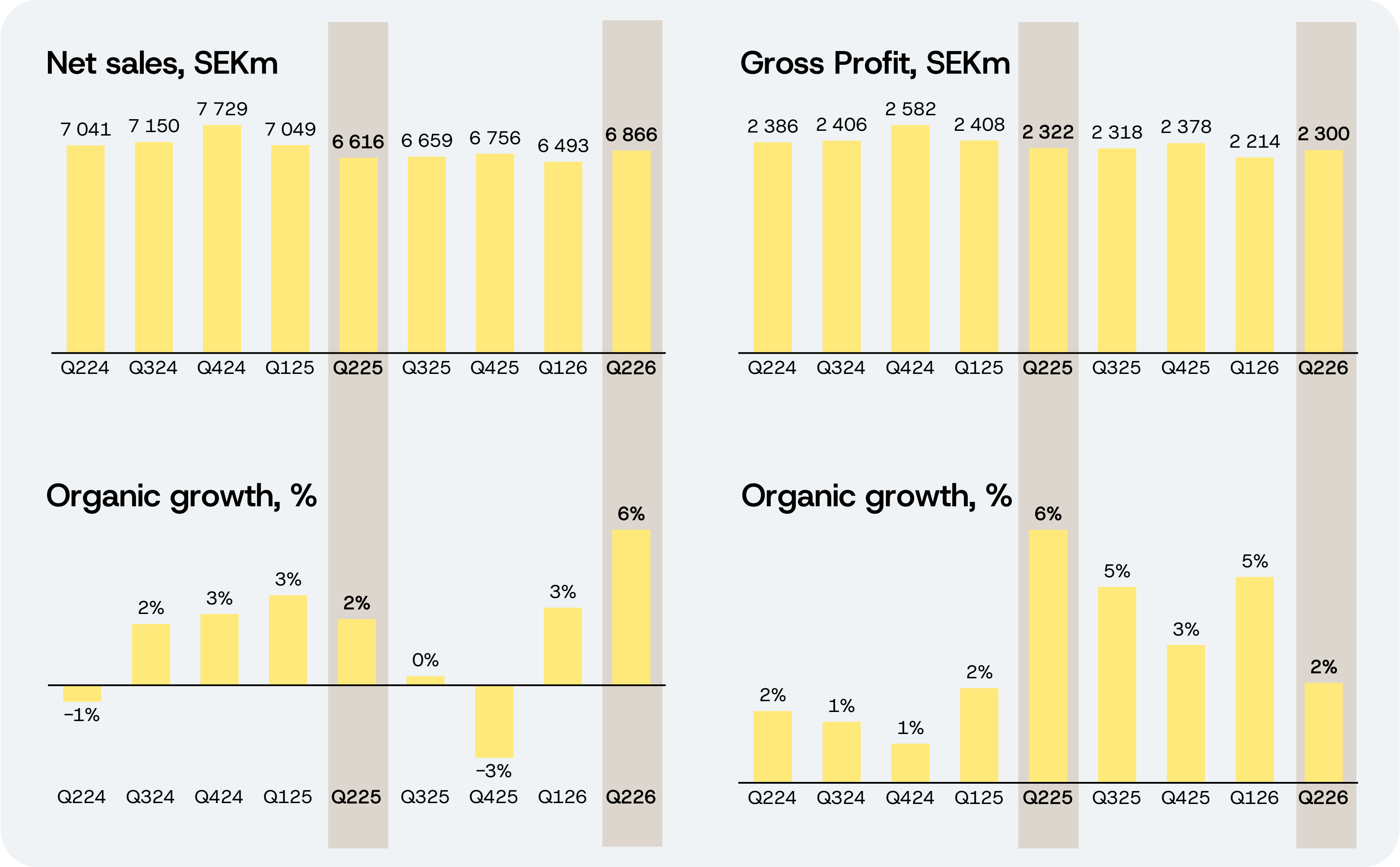
	Deliver	**Verify**	**Validate**	**Confirm**
Experience	Rich, personalized conversations through WhatsApp	Silently verify customer identity using the mobile network	Confirm valid customer SIM, flagging fraud before it happens	Purchase confirmed, conversation continues in the same thread
Delivered via	Conversation API	Verification API Invisible to customer	Numbers Lookup API Invisible to customer	Conversation API

Benefits

- Eliminates passwords and OTPs
- Verifies identity before high value transactions
- Drives engagement
- Built on Sinch's trusted API infrastructure

Financials

Organic growth in strong FX headwind



Accelerating organic net sales growth +6%

- Driven by Americas and API product category

Organic gross profit growth +2%

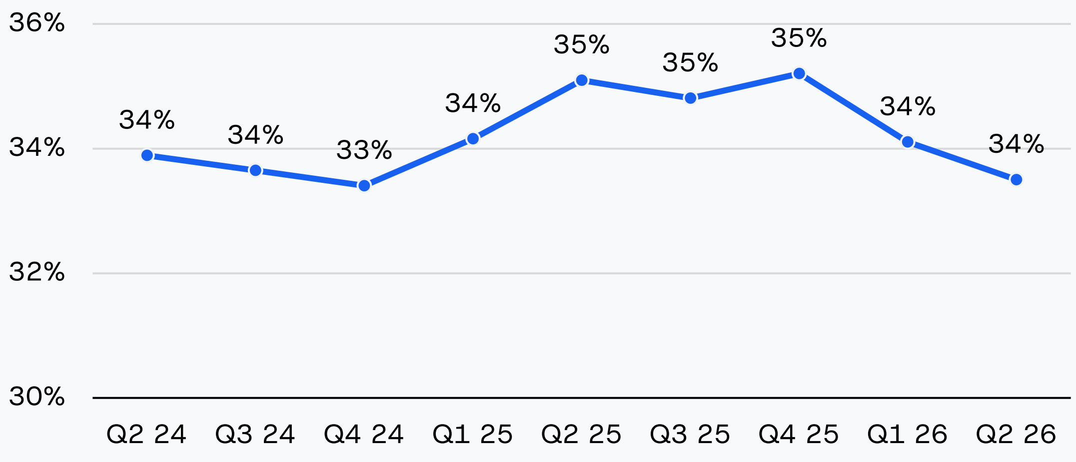
- Driven by Americas and Network Connectivity with +6% GP growth

FX headwind:

- −2% on net sales
- −3% on Gross Profit

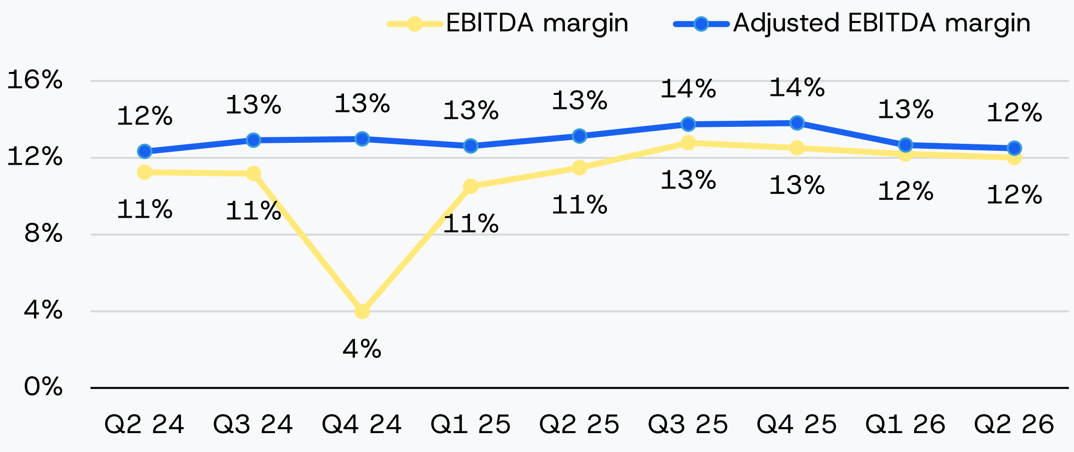
Solid and stable profitability

Gross margin, %



- Reduced gross margin YoY and sequentially, stability in core business
- Higher costs passed on to customers at 0% margin impacted GM negatively

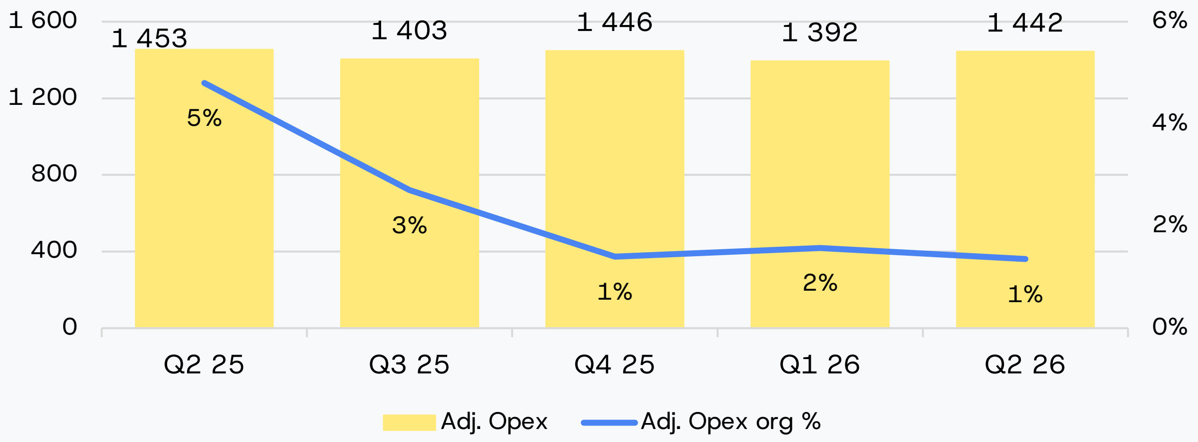
EBITDA margin, %



- Slight reduced Adj. EBITDA margin YoY, driven by GM drop
- Continued strong cost control
- EBITDA and Adj. EBITDA margins equal, driven by lower integration costs

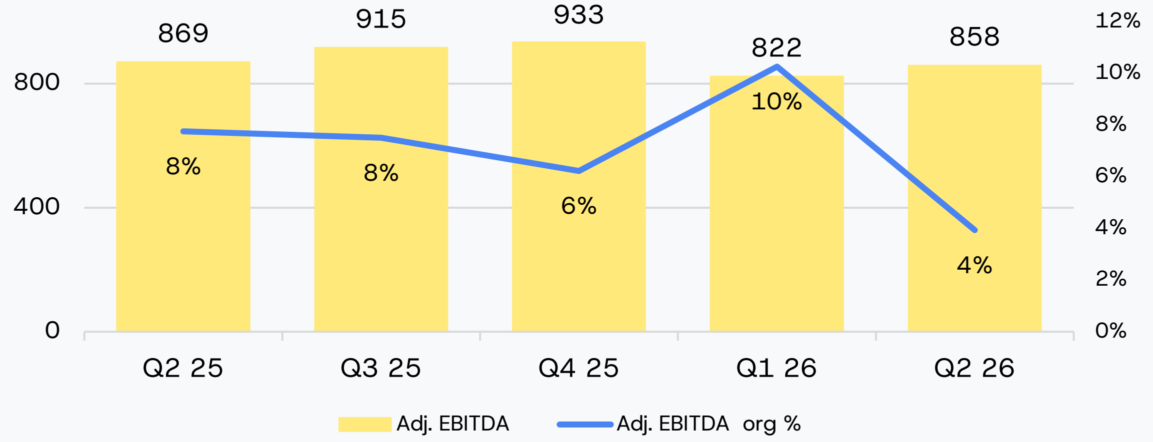
Cost control supporting organic Adj. EBITDA growth

Adj. Opex, SEKm



- Organic Adj. OPEX +1% YoY
- G&A cost reductions reinvested in growth (sales, marketing and product development)

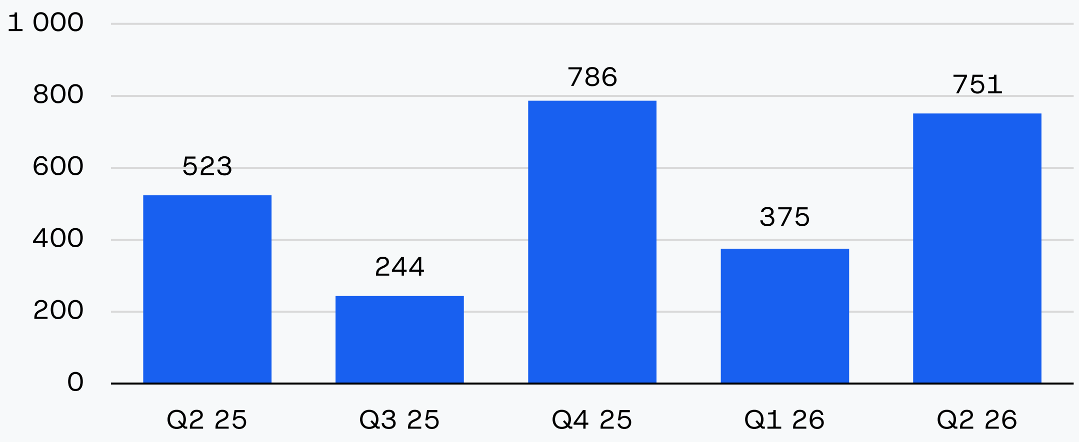
Adj. EBITDA, SEKm



- Organic Adj. EBITDA +4% YoY
- Transformation cost (integration & restructuring) down from SEK −52m to −19m
- Organic EBITDA +7% YoY

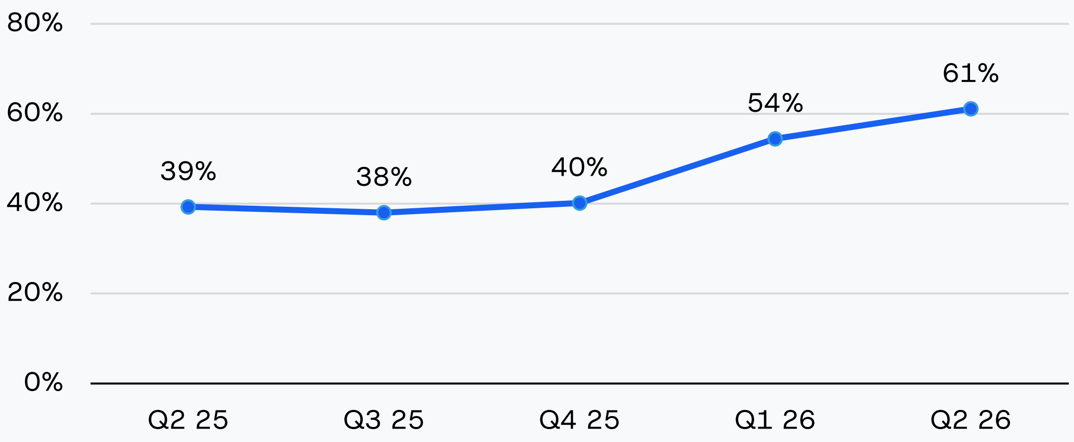
Solid cash conversion in quarter and R12

Cash flow after investments (FCF), SEKm



- 88% FCF conversion of Adj. EBITDA in the quarter
- Working capital within normal variations
- Lower adjustment items supporting increased cash conversion

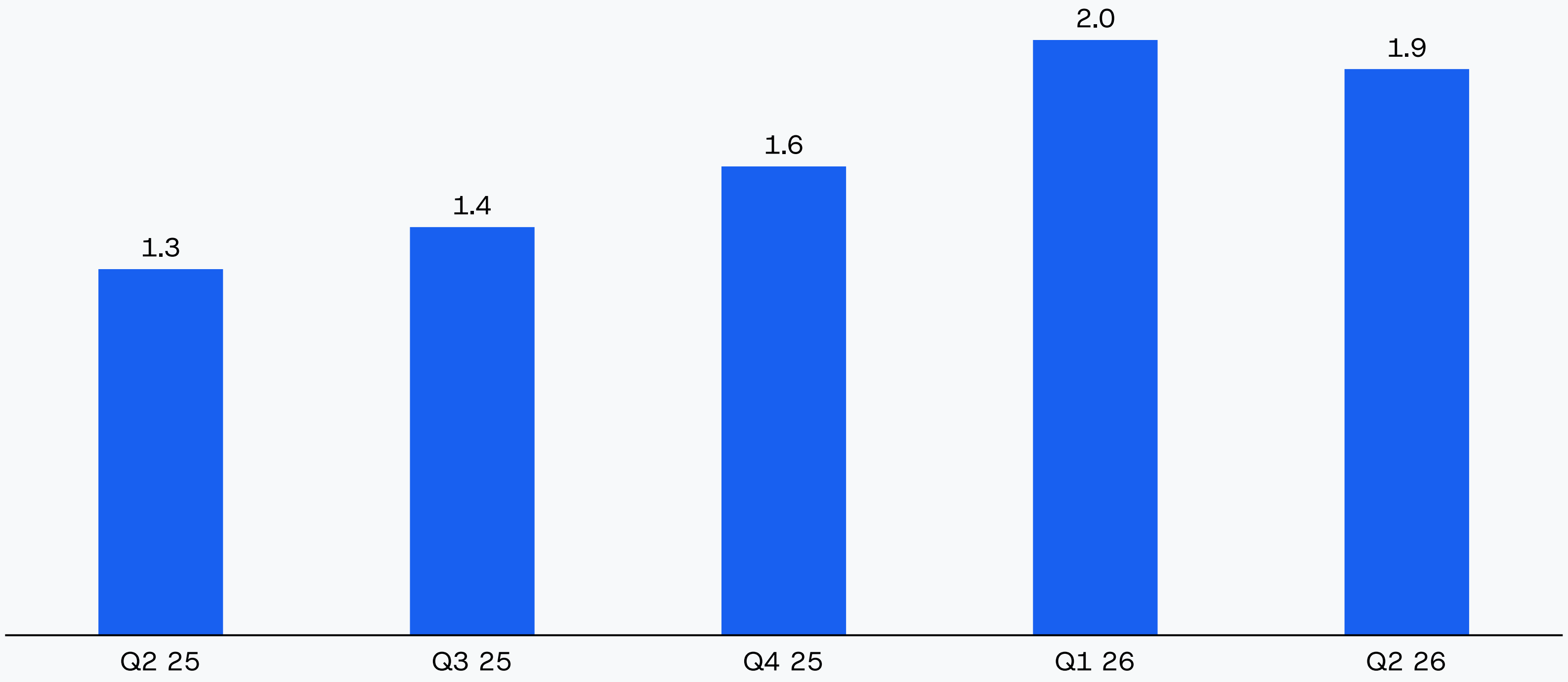
Cash conversion – FCF/Adj. EBITDA, R12



- R12 FCF SEK 2,155m
- R12 61% FCF conversion of Adj. EBITDA
- Ahead of R12 cash conversion guidance of 40–50%

Solid cash flow and solid balance sheet supporting share buy-backs

Net debt/Adjusted EBITDA R12m*



* Net debt/Adjusted EBITDA is measured excluding IFRS16-related leases.

** Outstanding shares, Issued shares reduced with number of shares in treasury and shares held for swap agreement

- Net debt/Adj EBITDA reduced to 1.9x
- Repurchased 129.7m shares for SEK 3,529m Q2 25 – Q2 26, representing 15% of outstanding shares, at an average price of 27.21 SEK/share
- Sinch held no treasury shares as of 30 June 2026, following the cancellation of 74.2 million shares in Q1 and 55.5 million shares in Q2
- BoD launched a new share buyback program today with the mandate to repurchase 10% of shares until AGM 2027

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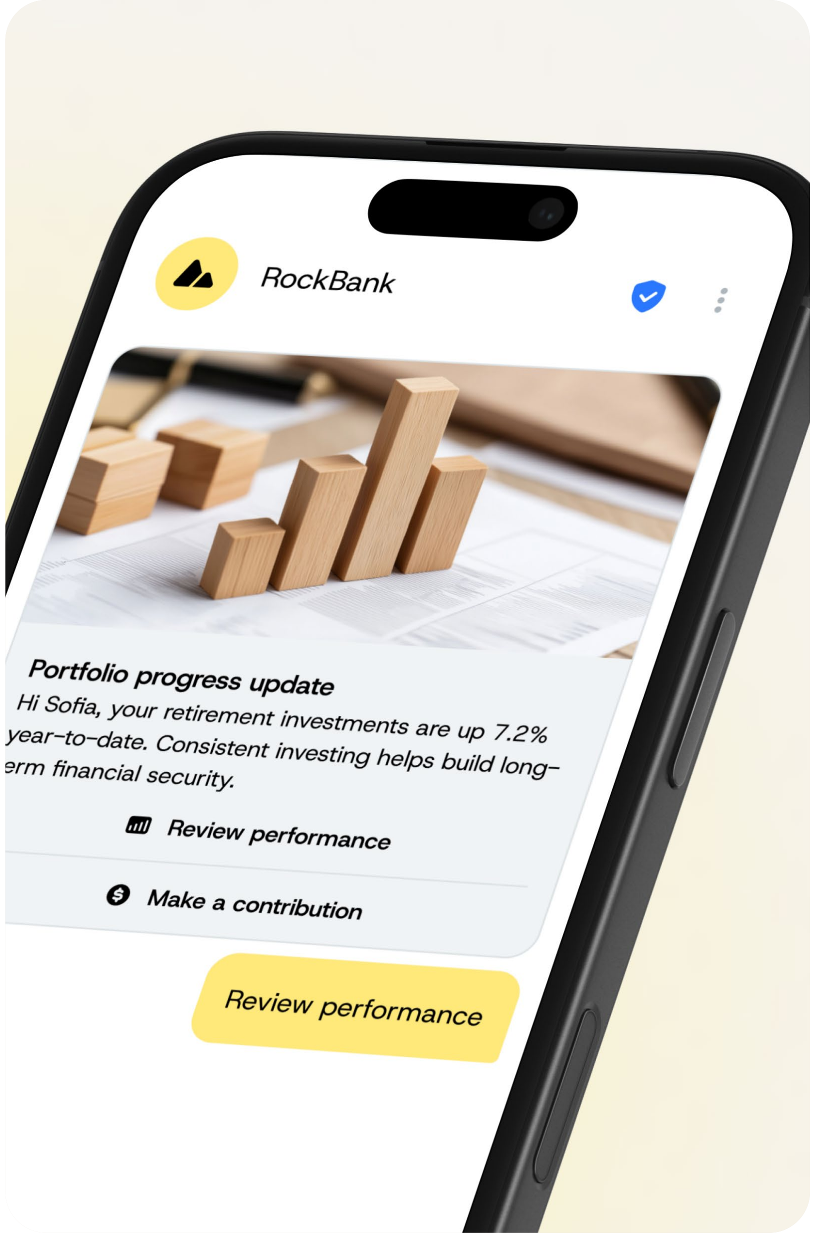
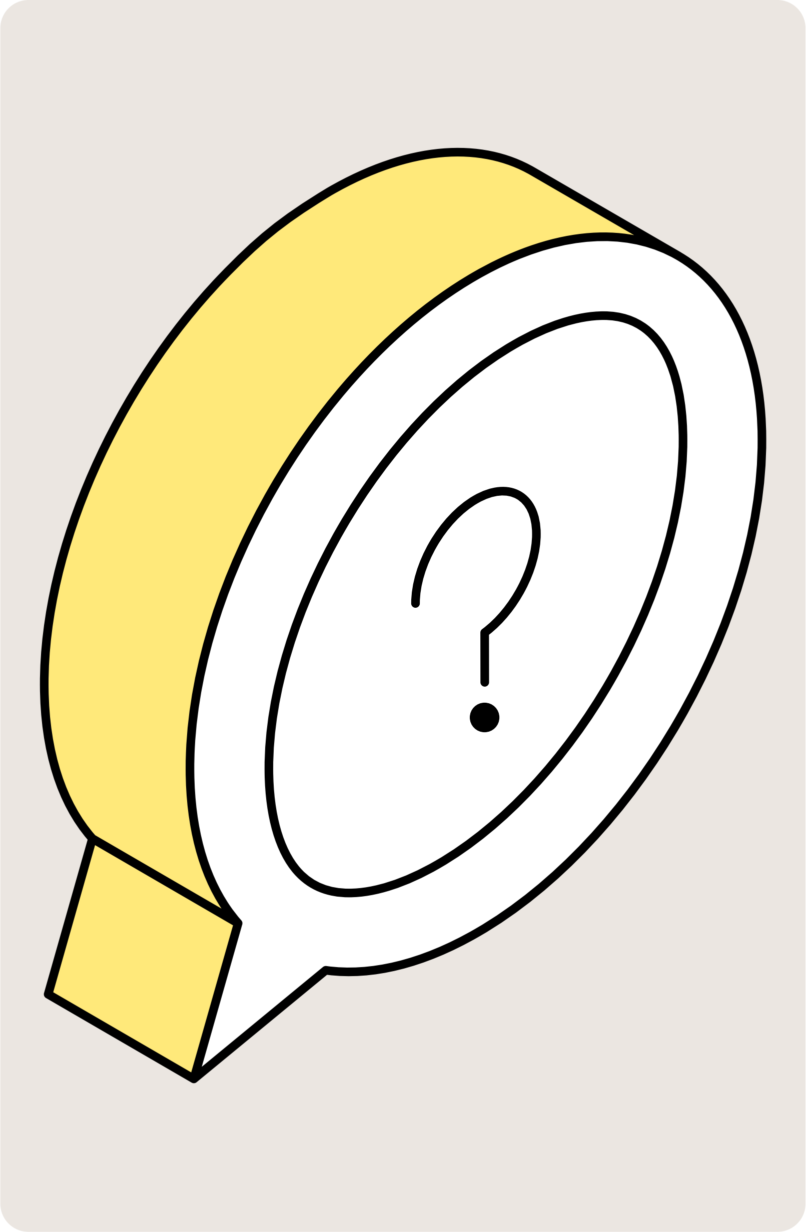


Q&A



Thanks!

For more information, contact:

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sinch

Connecting every business with every customer, everywhere in the world

Scalable cloud communications platform for messaging, voice and email

200K+
business customers

900bn+
interactions per year

59
countries with local presence

SEK 27bn
net sales in the past 12 months

SEK 9.2bn
gross profit in the past 12 months

SEK 3.5bn
adj. EBITDA in the past 12 months

Income statement

SEKm	Q1 25	Q2 25	Q3 25	Q4 25	Q1 26	Q2 26	2025	R12M
Net sales	7,049	6,616	6,659	6,756	6,493	6,866	27,080	26,773
Cost of services sold	−4,641	−4,294	−4,341	−4,378	−4,278	−4,565	−17,654	−17,563
Gross profit	**2,408**	**2,322**	**2,318**	**2,378**	**2,214**	**2,300**	**9,426**	**9,211**
Operating expenses	−1,667	−1,562	−1,467	−1,534	−1,423	−1,476	−6,231	−5,900
EBITDA	**740**	**760**	**851**	**845**	**792**	**824**	**3,195**	**3,311**
Depreciation and amortization	−616	−552	−609	−557	−542	−562	−2,333	−2,269
EBIT	**124**	**208**	**242**	**288**	**250**	**262**	**863**	**1,042**
Financial income	449	924	302	253	395	411	1,929	1,361
Financial expenses	−581	−1,053	−371	−314	−474	−510	−2,319	−1,668
Profit or loss before tax	**−8**	**80**	**173**	**227**	**171**	**163**	**472**	**735**
Current tax	−172	−249	100	−136	−112	−89	−457	−236
Deferred tax	133	194	−283	158	45	41	202	−39
Profit or loss for the period	**−47**	**25**	**−10**	**250**	**104**	**115**	**217**	**460**
Adjusted EBITDA	889	869	915	933	822	858	3,605	3,528
Operational EBITA	749	746	735	796	681	709	3,026	2,921

Cash flow

SEKm	Q1 25	Q2 25	Q3 25	Q4 25	Q1 26	Q2 26	2025	R12M
Profit or loss before tax	-8	80	173	227	171	163	472	735
Adjustment for non-cash items	738	740	650	437	769	773	2,565	2,629
Income tax paid	-111	-334	-131	25	26	-216	-550	-296
Cash flow before changes in working capital	**619**	**486**	**692**	**689**	**967**	**720**	**2,486**	**3,068**
Change in working capital	-560	209	-296	263	-449	189	-383	-293
Cash flow from (-used in) operating activities	**60**	**695**	**395**	**952**	**518**	**909**	**2,103**	**2,775**
Net investments in property, plant and equipment and intangible assets	-164	-172	-152	-166	-143	-158	-654	-620
Change in financial receivables	1	-1	2	2	2	-6	4	0
Cash flow from (-used in) investing activities	**-163**	**-173**	**-149**	**-165**	**-142**	**-164**	**-650**	**-620**
Change in borrowings	-183	-481	421	641	1,183	-31	399	2,214
Amortization lease liability	-32	-25	-24	-27	-25	-24	-109	-101
New issue/warrants	-1	1	5	13	4	60	19	83
Repurchase of own shares			-760	-1,441	-1,533	-322	-2,201	-4,056
Cash flow from (-used in) financing activities	**-216**	**-504**	**-358**	**-814**	**-370**	**-317**	**-1,893**	**-1,860**
Cash flow for the period	**-319**	**18**	**-111**	**-27**	**6**	**427**	**-439**	**295**
Opening cash and cash equivalents	1,083	719	717	592	553	416	1,083	717
Exchange rate differences	-44	-20	-14	-13	-143	-94	-90	-263
Closing cash and cash equivalents	**719**	**717**	**592**	**553**	**416**	**750**	**553**	**750**

Cash conversion

SEKm	Q1 25	Q2 25	Q3 25	Q4 25	Q1 26	Q2 26	2025	R12M
Adjusted EBITDA	889	869	915	933	822	858	3,605	3,528
Net interest paid	-76	-73	-61	-61	-64	-67	-271	-253
Paid taxes	-111	-334	-131	25	26	-216	-550	-296
Other items	-83	24	-32	-207	182	146	-298	89
Cash flow before changes in working capital	**619**	**486**	**692**	**689**	**967**	**720**	**2,486**	**3,068**
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Net investments in property, plant and equipment and intangible assets	-164	-172	-152	-166	-143	-158	-654	-620
Free cash flow	**-104**	**523**	**244**	**786**	**375**	**751**	**1,449**	**2,155**