

# INVESTOR OVERVIEW

July 2023

TSXV: MTLO



# FORWARD LOOKING STATEMENTS AND CONFIDENTIALITY

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- Estimates of future costs and other expenses;
- Estimates of future capital expenditures and other cash needs, and expectations as to the funding thereof;
- Statements regarding future transactions; and
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# MARTELLO HISTORY

*From IP PBX to the Modern Workplace:  
Better User Experience at Optimal Cost*

## 360 VISIBILITY TO:

- ✓ Prioritize
- ✓ Resolve
- ✓ Optimize





# THE MICROSOFT MODERN WORKPLACE IS CRITICAL TO BUSINESSES

**88%**

of businesses say Microsoft Teams is *critical or important* to their business

**80%+**

of employees' time is spent *collaborating*

**153%**

increase in Microsoft Teams *meetings per week* since the start of the pandemic 3

**31**

Average # of working *hours spent in meetings* per month

\*1 - <https://www.microsoft.com/en-us/microsoft-365/blog/wp-content/uploads/sites/2/2019/04/Total-Economic-Impact-Microsoft-Teams.pdf>

\*2 - <https://www.gartner.com/en/newsroom/press-releases/2021-08-23-gartner-survey-reveals-44-percent-rise-in-workers-use-of-collaboration-tools-since-2019>

\*3 - <https://www.microsoft.com/en-us/worklab/work-trend-index/hybrid-work-is-just-work>

\*4 - <https://otter.ai/blog/meeting-statistics>



# THE MODERN WORKPLACE CHALLENGE

*Productive Microsoft Teams experiences are critical but more complex than ever for IT to deliver.*



**84%**

of end users **DO NOT** open tickets when experiencing an issue



VPN



ISP



FIREWALL



DEVICES

Many components are involved + multiple routes to the cloud



IT DEPARTMENT



On Premise Network

HEAD OFFICE



On Premise Network

SATELLITE OFFICE



Cloud / Mobile

REMOTE



Cloud

HOME OFFICE

# VANTAGE DX PROVIDES DEEP INSIGHT INTO MICROSOFT TEAMS PERFORMANCE



Increase Teams and Microsoft 365 User Satisfaction and ROI



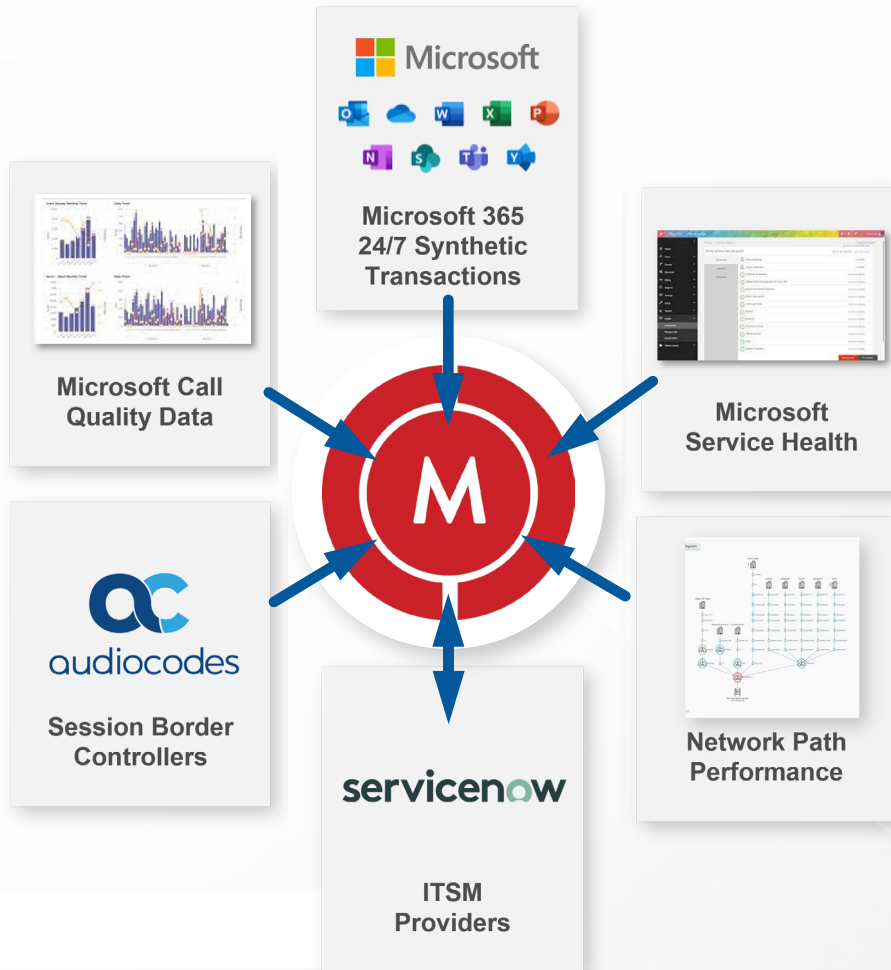
Reduce finger pointing between Service Providers and IT Departments



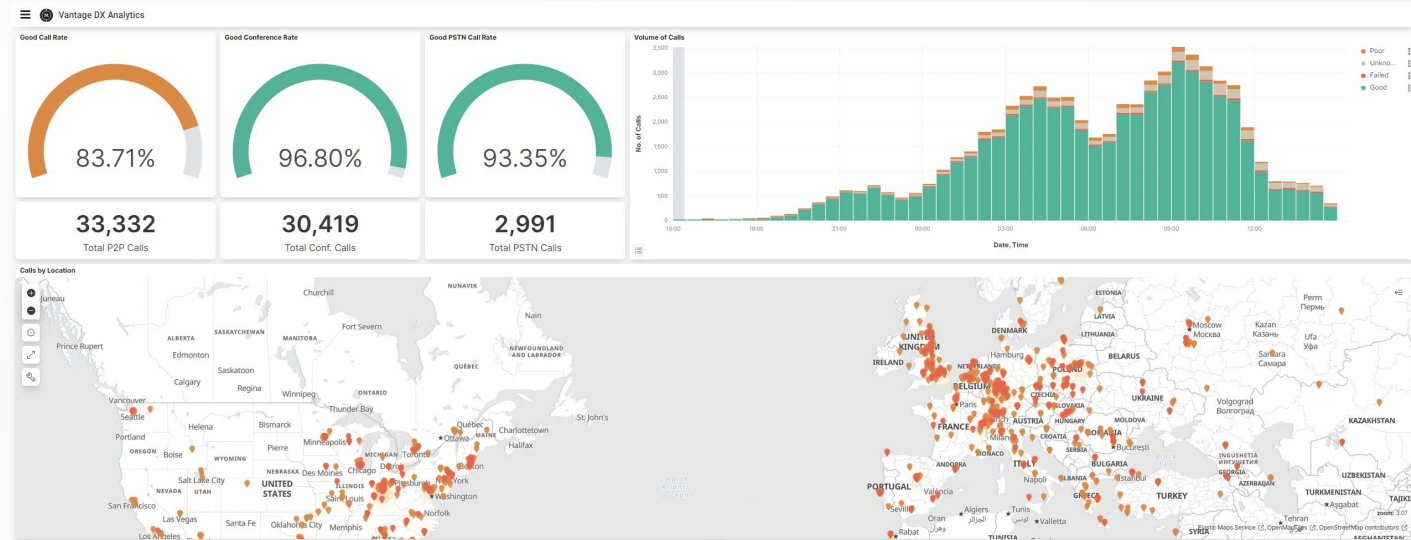
Reduce Issues and Total Cost of Ownership

# MARTELLO VANTAGE DX MAKES EXISTING DATA ACTIONABLE

Collects data from every critical source  
Tests every feature and network path



## DATA BECOMES ACCESSIBLE & ACTIONABLE





# ***Fantastic User Experiences – Anywhere, Anytime.***

*Vantage DX optimizes the power of the modern workplace  
by empowering enterprise IT teams to rapidly resolve  
Microsoft Teams and 365 issues.*

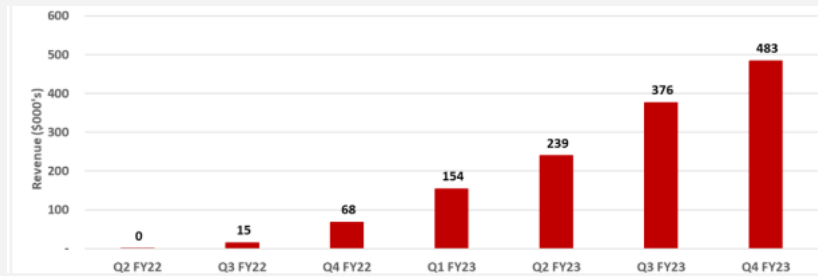
**MARTELL** 



# BUSINESS LINES

1

## MARTELLO VANTAGE DX Revenue



## 2. MITEL PERFORMANCE ANALYTICS



## 3. LEGACY PRODUCTS

- Microsoft-recommended solution
- 612% MRR growth in FY23.
- 1M+ users under paid subscription.
- Recurring revenue

Profitable recurring revenue of \$7.15M with 98% margins (FY23).

Sunsetting products supporting older technology with a significant installed base.

# KEY PARTNERSHIPS

*"Until the introduction of Vantage DX, there was no superior solution on the market which could tell us exactly where there were performance problems impacting Teams calling or meetings. Vantage DX can identify whether these issues are related to the ISP, the SIP trunk provider or the session border controller (SBC), which makes our service delivery more proactive, efficient and competitive."*



“ Today’s hybrid workforce relies on Microsoft Teams to stay connected and productive and Martello offers a digital experience monitoring solution that helps our customers and partners deliver the best possible Microsoft 365 and Microsoft Teams user experience ”



# WHY MARTELLO

*Empowering IT for your modern workplace.*

- 99% recurring revenue
- Strong gross margins above 88%
- Significantly undervalued compared to SaaS peers.
- FY24 growth potential: Vantage DX innovation, deepening Microsoft relationship, partnerships.
- Preferred Solution recommended by Microsoft and part of elite partner tier with a track record of growth for partner companies.

## GROWING MOMENTUM

### PRODUCT

**MARTELLO**  
VANTAGE DX

1M+ users.

### MARKET



Addressable market of  
300M users.

### PARTNERSHIPS



Key partnerships driving  
sales pipeline growth.



# THANK YOU

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