

sylogist™

Investor Day

June 13, 2023



Agenda

9:20 am	One Team. One Mission. One Sylogist. Bill Wood, Chief Executive Officer	10:25 am	Driving Organic Growth Grant McLarnon, Chief Revenue Officer
9:30 am	Creating an Unparalleled Customer Experience Donna Smiley, Chief Customer Officer	10:45 am	Measuring Success Sujeet Kini, Chief Financial Officer
	Customer Success Videos	11:05 am	Our Vision for the Future Bill Wood, Chief Executive Officer
9:50am	One Platform. One Sylogist. Building an Agile Future Terry LoPresti, Chief Technology & Innovation Officer	11:20 am	Q&A with Today's Speakers Moderated by Bill Wood, Chief Executive Officer
10:10 am	BREAK	12:00 pm	Informal lunch/networking with speakers and participants



Disclaimer

This presentation contains forward-looking statements relating to the future operations and profitability of the Corporation and other statements that are not historical facts. Forward-looking statements are often identified by terms such as “may”, “should”, “anticipate”, “expects” and similar expressions. Any statements that are contained in this presentation that are not statements of historical fact may be deemed to be forward-looking statements. Such forward-looking statements are subject to important risks, uncertainties and assumptions. The reader is cautioned that assumptions used in the preparation of any forward-looking information may prove to be incorrect. Events or circumstances may cause actual results to differ materially from those predicted, as a result of numerous known and unknown risks, uncertainties, and other factors, many of which are beyond the control of Sylogist. As a result, we cannot guarantee that any forward-looking statement will materialize and the reader is cautioned not to place undue reliance on any forward-looking information. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. Forward-looking statements contained in this presentation are expressly qualified by this cautionary statement. The forward-looking statements contained in this presentation are made as of the date of this presentation, and Sylogist does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by Canadian securities law. Refer to management discussion and analysis on SEDAR for further information on risks, uncertainties, and other factors.

Certain information set out in this presentation may be considered as “financial outlook” within the meaning of applicable securities laws. The purpose of this financial outlook is to provide readers with disclosure regarding Sylogist’s reasonable expectations as to the anticipated results of its proposed business activities for the periods indicated. Readers are cautioned that the financial outlook may not be appropriate for other purposes.

**One Team.
One Mission.
One Sylogist.**

Bill Wood
Chief Executive Officer



sylogist™

A Leading Public Sector SaaS Company



Providing mission critical SaaS solutions to over 2000 customers worldwide

Targeting \$14B+ Opportunity

Key Financials (TTM at March 31 2023)



*K-12
Education*

\$2.8 Billion

14.3K school districts in
North America

14K US/3K Canada



*Nonprofits
and NGOs*

\$8.8 Billion

1.67M non-profits in
North America

1.5M US/170K Canada



Government

\$2.4 Billion

42K municipalities
in North America

39K US/3.5K Canada

\$59.3M

Revenue

63%

Recurring Rev

\$17.1M

Adj. EBITDA¹

29%

EBITDA Margin

1 – Adjusted EBITDA is a non-IFRS measure, for a detailed definition and reconciliation to profit before income tax please refer to our latest MD&A.

Experienced Leadership Team

Bill Wood, President & Chief Executive Officer

Over 25 years' experience in the non-profit and public sector market.

Founding member of Blackbaud Inc.

Former President and CEO of FrontStream, a private equity backed SaaS provider in non-profit, payments, employee giving and corporate social responsibility sectors.

Sujeet Kini, Chief Financial Officer

Over 20 years' experience in capital markets, strategic acquisitions and international markets.

Formerly at PWC, OpenText, Hootsuite, Solium and BlueCat Networks.

Donna Smiley, Chief Customer Officer

Over 20 years' experience in providing software solutions to non-profit, non-government and public section organizations.

Strong background in accounting and financial management.

Terry LoPresti, Chief Technology & Innovation Officer

25-year track record in delivering highly scalable technical solutions.

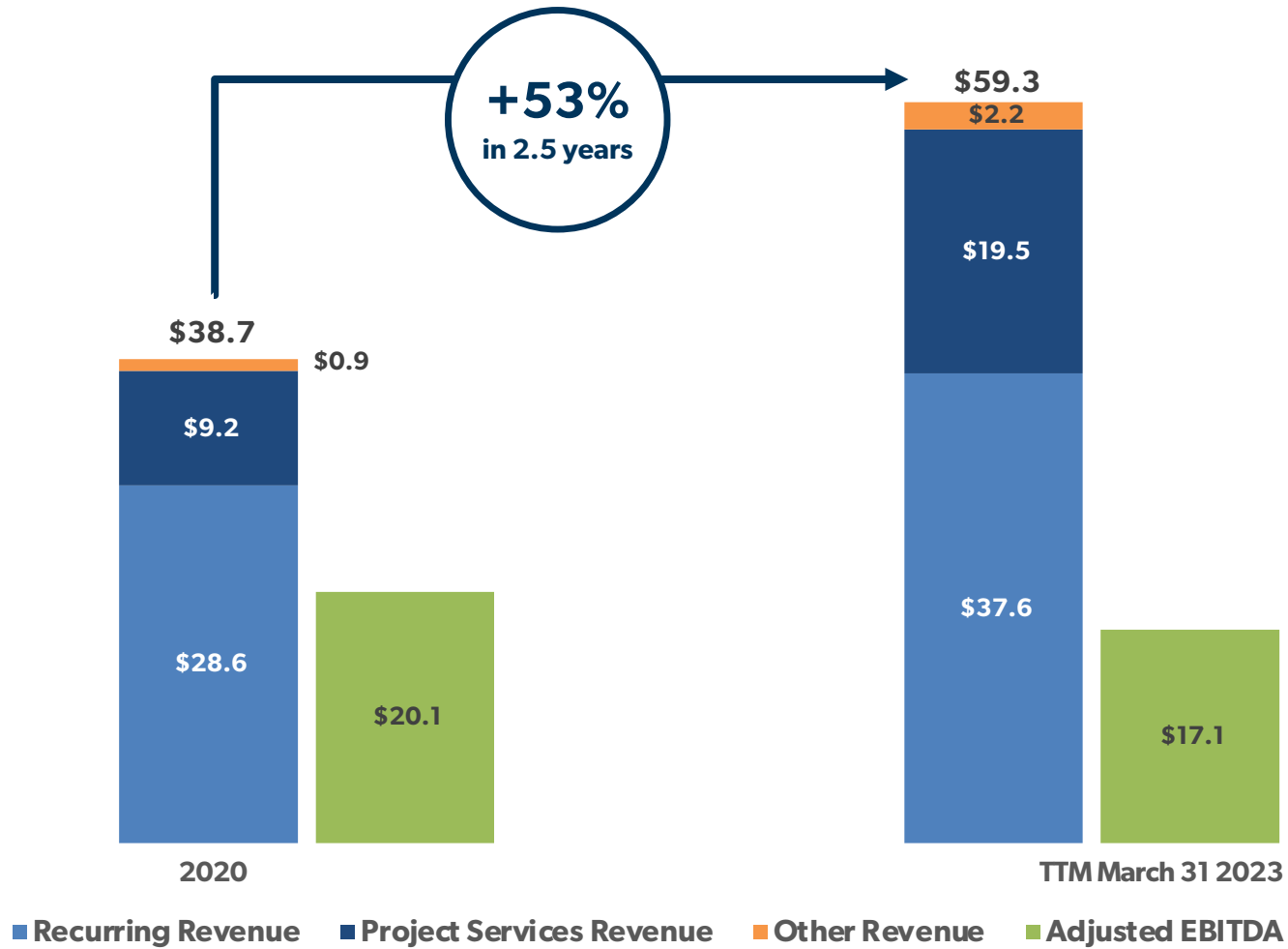
Expertise includes Microsoft platform knowledge, SaaS product innovation and deployment, system integration, self-serve and mobile first platforms, e-documents and payment processing.

Grant McLarnon, Chief Revenue Officer

Experienced leader with a track record of successfully scaling SaaS companies.

Co-founder and former CEO of technology company Adoxio, which was subsequently sold to KPMG.

Driving Profitable Growth and Long-Term Value Creation



Convincing Q1 2023 Momentum

- ✓ Strong YoY Organic Growth 21%
- ✓ Profitable Growth with Adjusted EBITDA 24%
- ✓ Strong Bookings \$7.7M
- ✓ High Project Services Attachment Rate 59%

**Commitment to
Rule of 40+**

Sylogist Today



Our Strategic Pillars

sylogistTM
gov



sylogistTM
mission



sylogistTM
ed



Purpose Built SaaS Platforms



Purpose Built SaaS Platforms



Purpose Built SaaS Platforms



Ideal Customer Profile

**Resource
Alignment**

**Buyer Personas
Define
Go-to-market
Strategy**

**User Personas
Drive Product
Roadmap**

**User Personas
Define Services
Strategy**

Why Sylogist? Why Now?

**Rooted in
Mid-market**

**Operational
Excellence**

**Driven By
Useability**

Key Success Metrics: All Trending Up



Creating an Unparalleled Customer Experience

Donna Smiley
Chief Customer Officer



sylogist™

Sylogist is a Completely Different Company Today

Pre November 2020 → Today

Under Resourced

Right-sized For Growth

Operational vs. Strategic

Company Mission & Goals

Low Morale

Excited & Engaged

Inconsistent Methodology

Uniform & Agile

Low Customer Trust And Confidence

Loyal Advocates

Reactive Customer Interactions

Proactive & Collaborative

Microsoft = Transactional

Microsoft = Strategic

EBITDA Only Focus

Profitable Growth

Delivering on Our Customer Promise

**Product
Management**

**Customer
Success**

**Project
Services**

**Customer
Support**

**User
Education**

My North Star

Sylogist is an Essential Partner

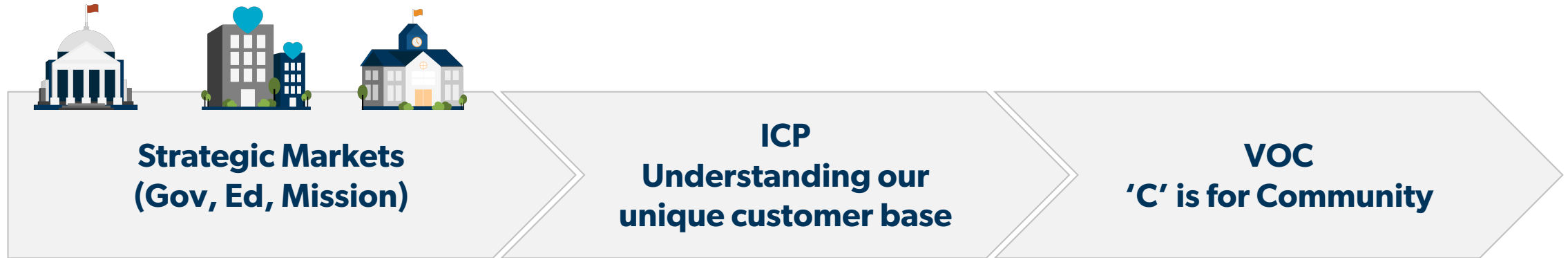
**Product
Usability &
Quality**

**Time to Value &
Achieving
Customer
Outcomes**

**Team Culture &
Execution**

**Support &
Knowledge
Center**

Setting the Product Roadmap



Investing in Our Product Roadmap



NPS:51

sylogist™

Customer Testimonials





What's measured gets managed

One Platform. One Sylogist: Building an Agile Future

Terry LoPresti
Chief Technology &
Innovation Officer



sylogist™

Sylogist is a Completely Different Company Today

Pre November 2020



Today

Under Funded & Under Resourced

Hired & Aligned

Reactive Vs. Proactive

Implemented Agile

Siloed Products

Fully Integrated Platforms

No Security Strategy

Robust Security Profile

Disparate Infrastructure

Contemporary Cloud Strategy

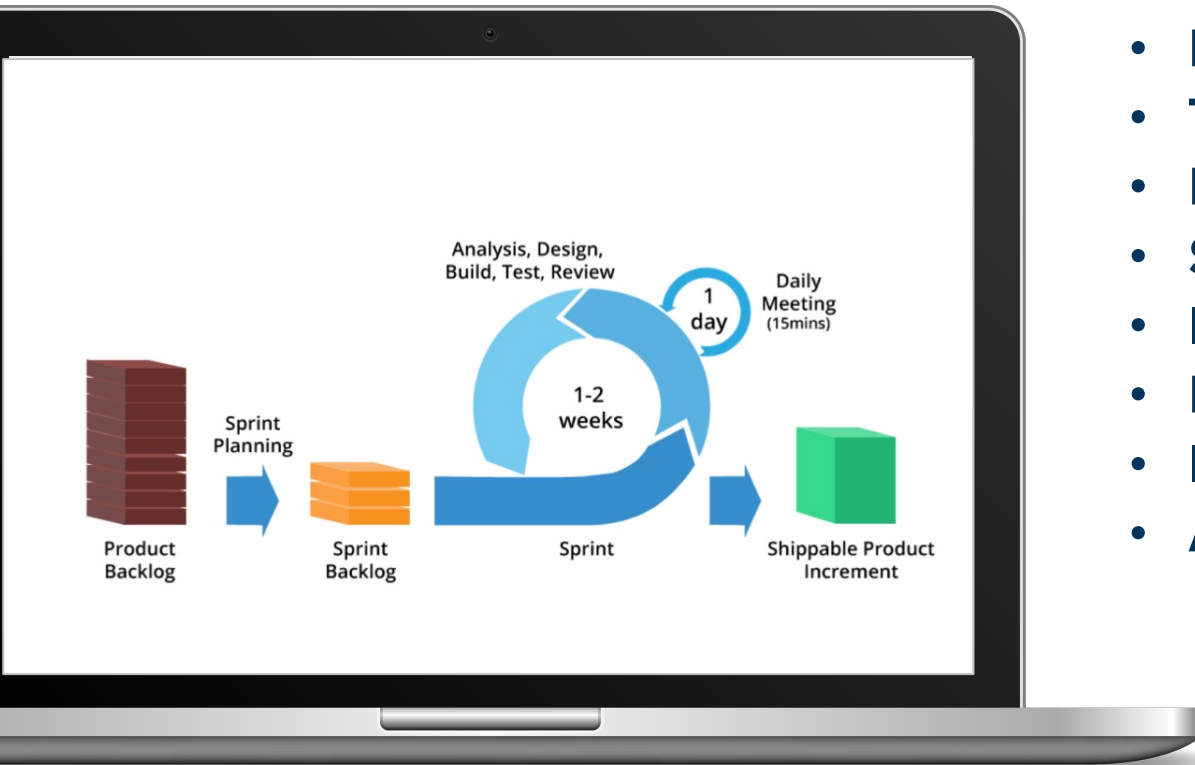
Manual QA

Incorporated Automation

Delivering the Product Roadmap

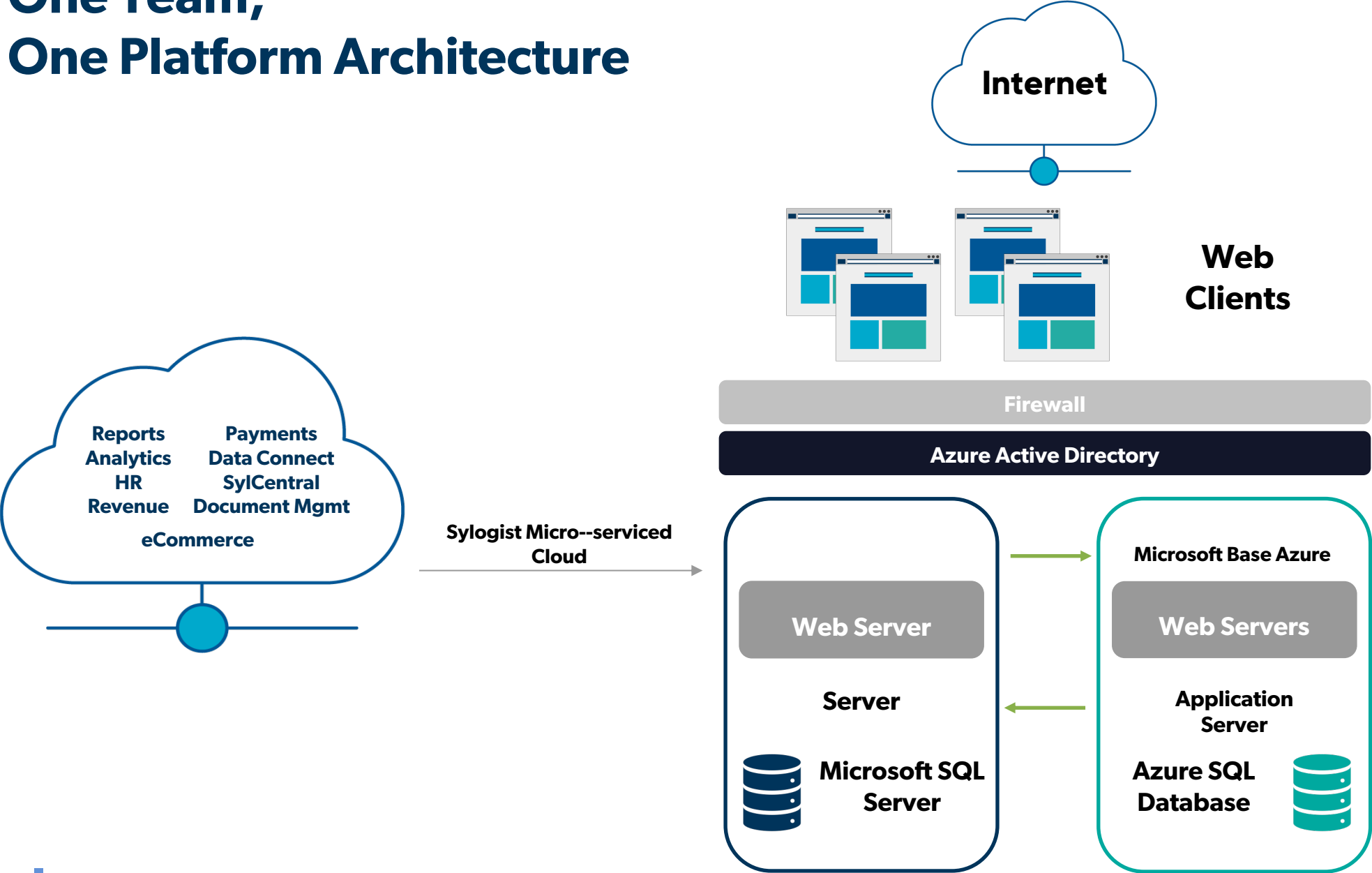


Software Development Life Cycle (SDLC) = Agile



- **KPIs**
- **Test Driven Development (TDD)**
- **Expanded capacity**
- **Speed to market**
- **Integrated Voice of Community (VOC)**
- **Flexible delivery model**
- **Increased quality**
- **Accelerated innovation**

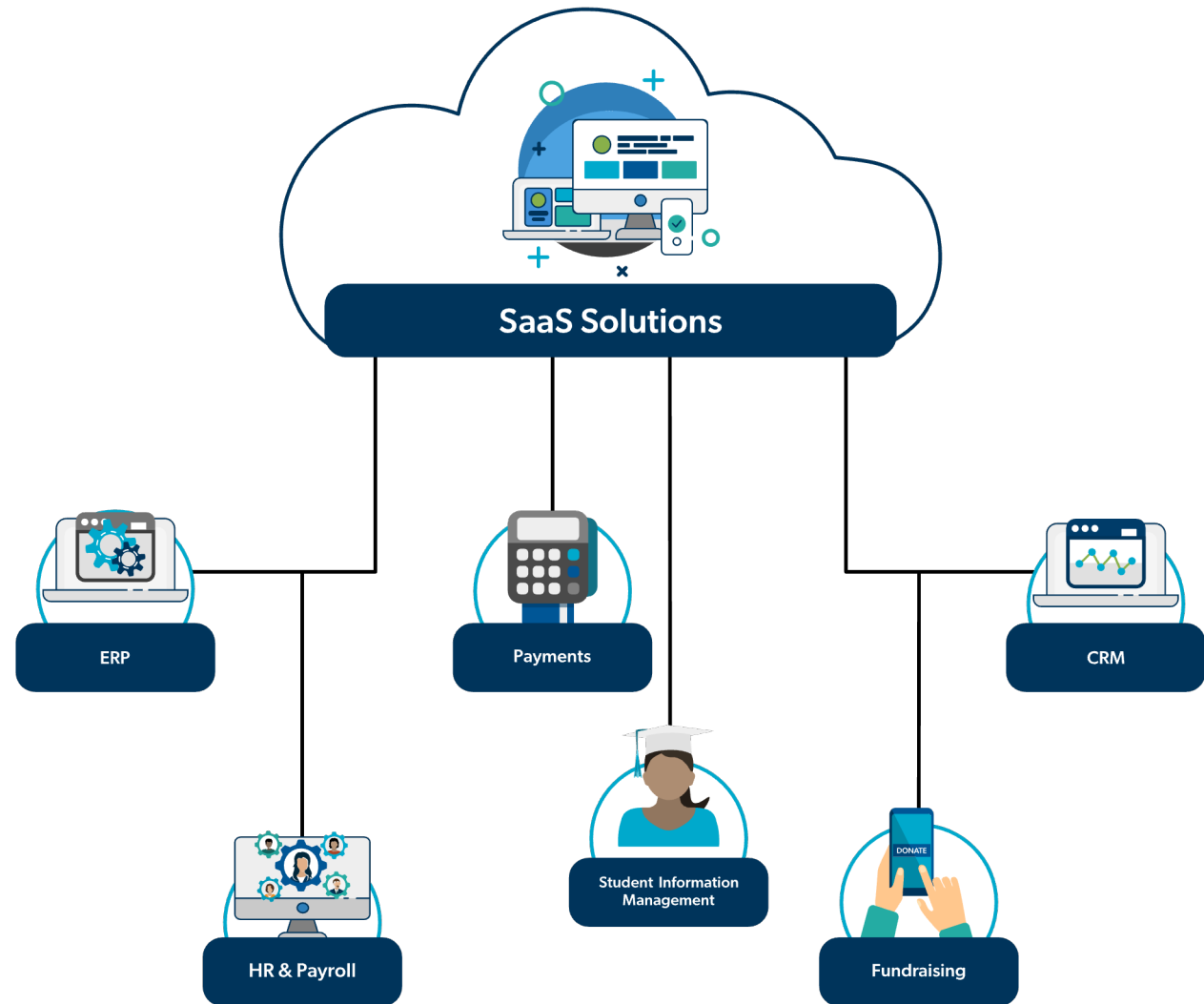
One Team, One Platform Architecture



100% Cloud Strategy

The premier SaaS platform
for our markets:

- **Highly available solutions**
- **Artificial Intelligence**
- **Reduced upfront costs for customers**
- **Always current with latest release**
- **Secure and stable**
- **Reduced carbon footprint**



Security First

Proactive and multi-layered solutions tailored to protect networks and sensitive data

Highlights:

- Compliant with the top 5 industry standard certifications
- Secure scorecard boasts a publicly facing A+ rating
- Hosted at a tier 4 fault tolerant level
- Security focused on company (network and people) as well as customer best practices
- Scanned regularly by a 3rd party security partner



Staying ahead of the curve

Innovation

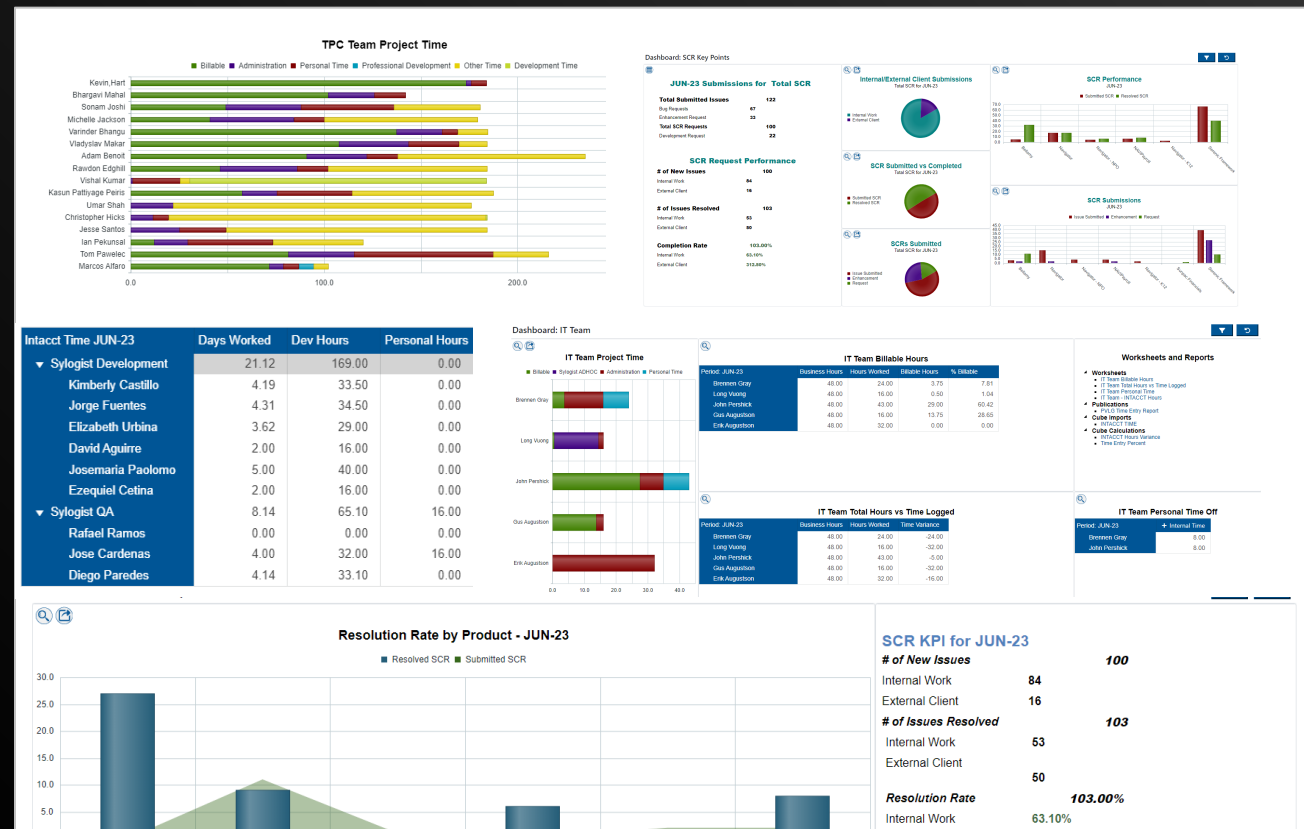


**Artificial
Intelligence**

**Analytics &
Reporting**

Personalization

**Data
Management**



What's measured gets managed

Driving Organic Growth

Grant McLarnon
Chief Revenue Officer

sylogist™



Sylogist is a Completely Different Company Today

Pre November 2020 —————> Today

Under Resourced

Resourcing to Hit Growth Goals

Lack of Clear Goals & Expectations

Quarterly Targets, Behaviour-Driven Incentive Plans

Inconsistent Branding

One Sylogist, One Brand

Inability To Measure ROI

Measuring from Lead to Cash

Disparate Systems

Single CRM System

Inconsistent Sales Process

Highly Repeatable Sales Practices

Lack of Leadership

Leadership Now in Place

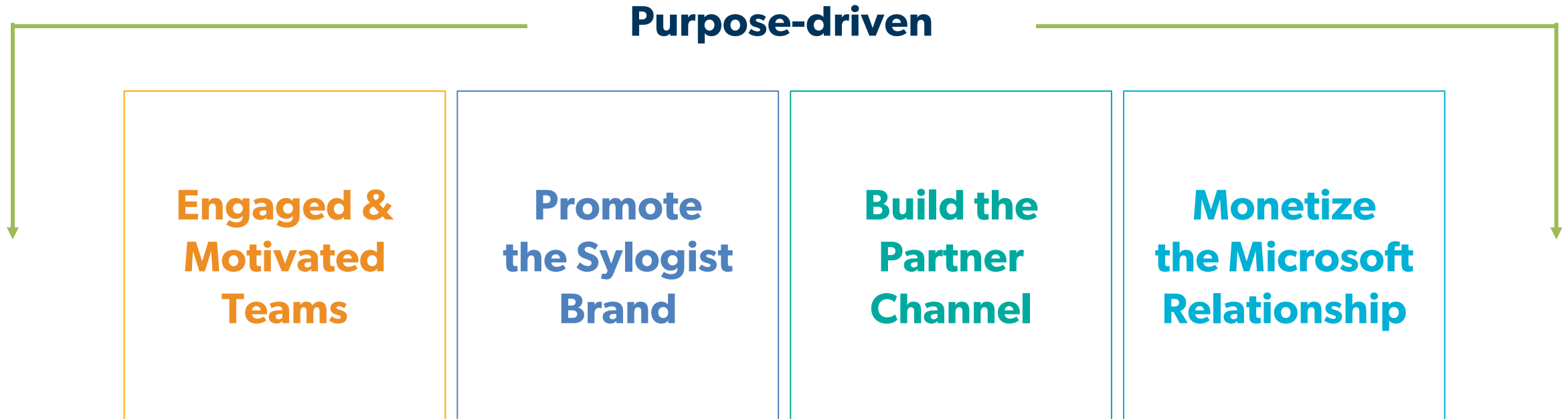
No Partner Strategy

Commitment to Direct and Indirect

Tactical Vs. Strategic Marketing

Highly Strategic

Investing in Sales & Marketing



Bringing focus and discipline to a complex sales cycle

Our Strategic Markets

Unified Sales Motions



A diagram illustrating the company's strategic markets. At the top, the text 'Unified Sales Motions' is centered. Below it, three rectangular boxes are arranged horizontally. The first box on the left contains the logo 'sylogistTM gov', the middle box contains 'sylogistTM mission', and the third box on the right contains 'sylogistTM ed'. A green line starts from the left, goes horizontally to the right above the first box, then turns vertically down to the bottom of the first box. A similar green line starts from the right, goes horizontally to the left above the third box, then turns vertically down to the bottom of the third box.

sylogistTM
gov

sylogistTM
mission

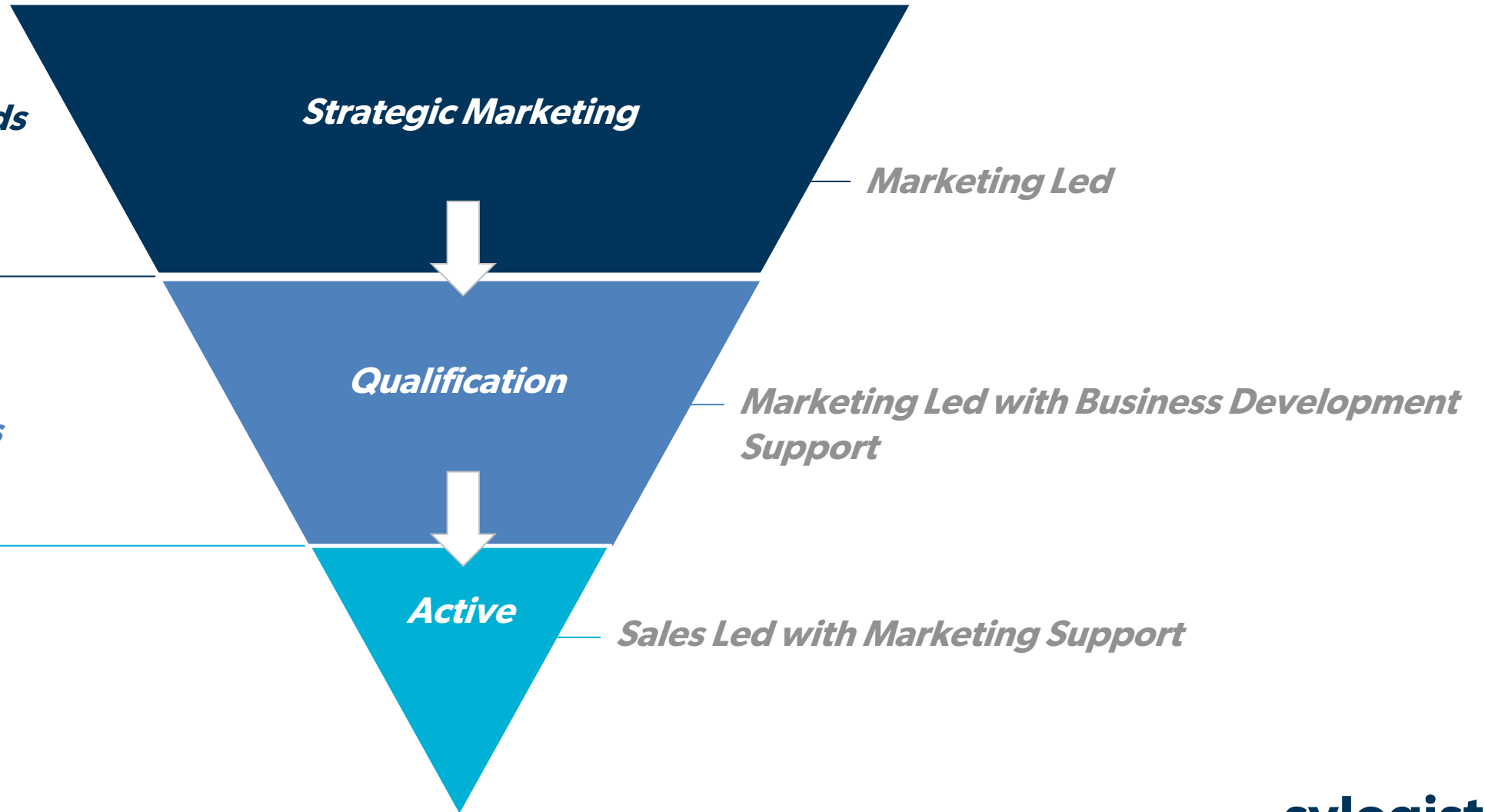
sylogistTM
ed

Go-to-Market Tactics

- *Social Ads*
- *In-person events*
- *Content downloads*
- *Speaking engagements*

- *Webinars*
- *Targeted content*
- *Nuture campaigns*
- *In-person events*

- *Proposals*
- *Demos*
- *Contracting*
- *Closing*



empower your mission®

From Fundraising to Finance

Cloud ERP & CRM for Nonprofits, NGOs, Research Institutes and Faith-based Organizations.

[Learn More](#)

sylogist[™]gov

7 signs

Your Local Government ERP is Holding You Back

Are your citizens missing out?



Improve Transparency and Accountability

Over 1200 reports to quickly demonstrate your bottom-line impact.

[Schedule a Demo](#)

sylogist[™]gov

Where your small local government matters.

Purpose-built ERP for local governments with <200,000 citizens

[Learn More](#)



Because Every Second Matters

Notify victims up to 20x faster with SAVIN by sylogist[™]gov

[Learn More](#)



Expanding our partner channel

**Increased Sales
& Marketing
Capacity**

**Leverage
Partner
Relationships &
Reputation**

**Complementary
Expertise**

**Local
Presence**

**Delivery
Capacity**

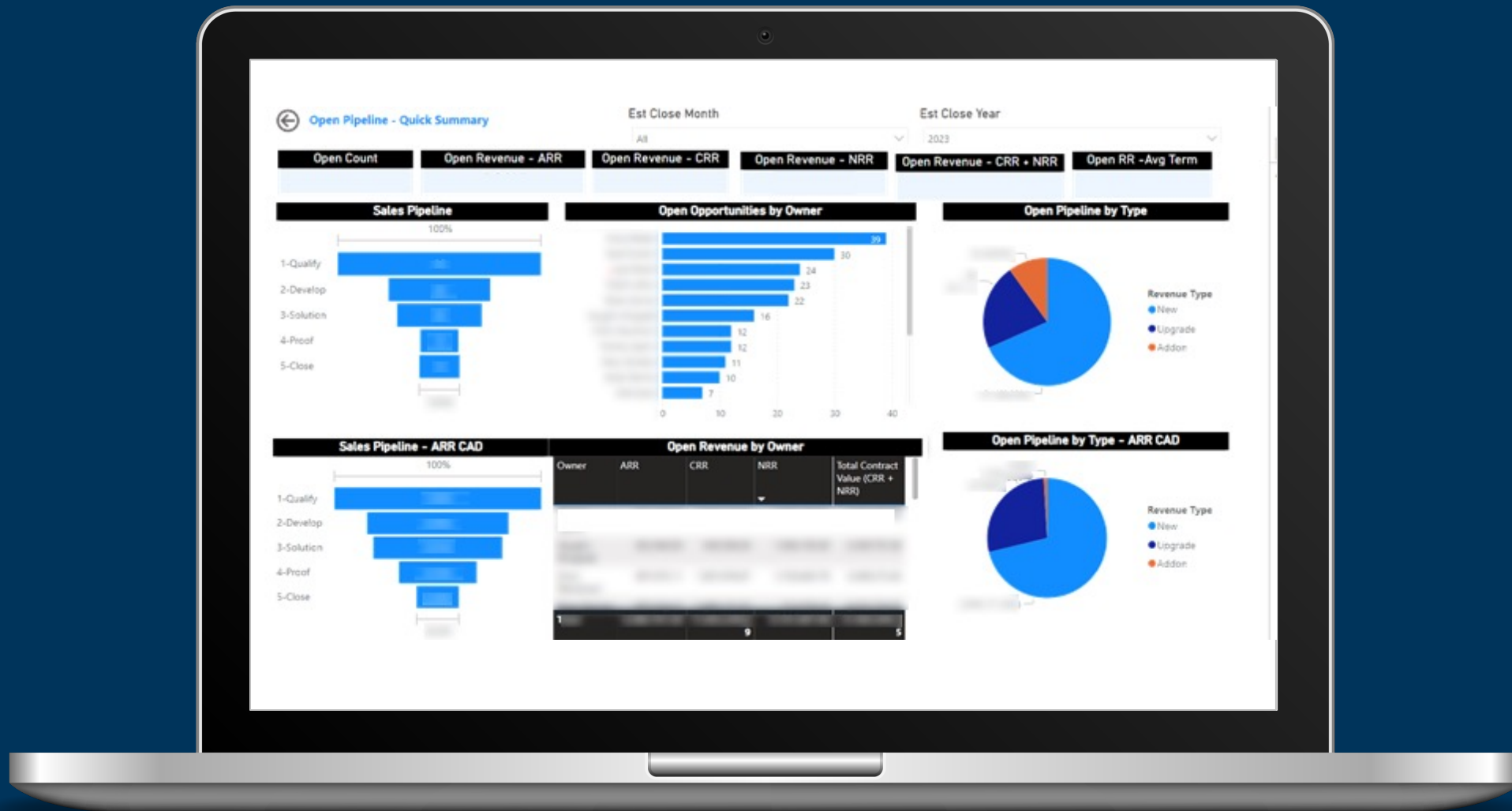
Partner-led, Sylogist-driven

sylogist

Microsoft = Strategic



Latest Tools and Technologies	Go to Market Opportunities	Product Expertise
Preferred Status	Training Support & Tech Buddies	Business Enablement
Enhanced end user support	Best-in-class Security	Direct Collaboration



What's measured gets managed

Measuring Success

Sujeet Kini,
Chief Financial Officer



opentext™



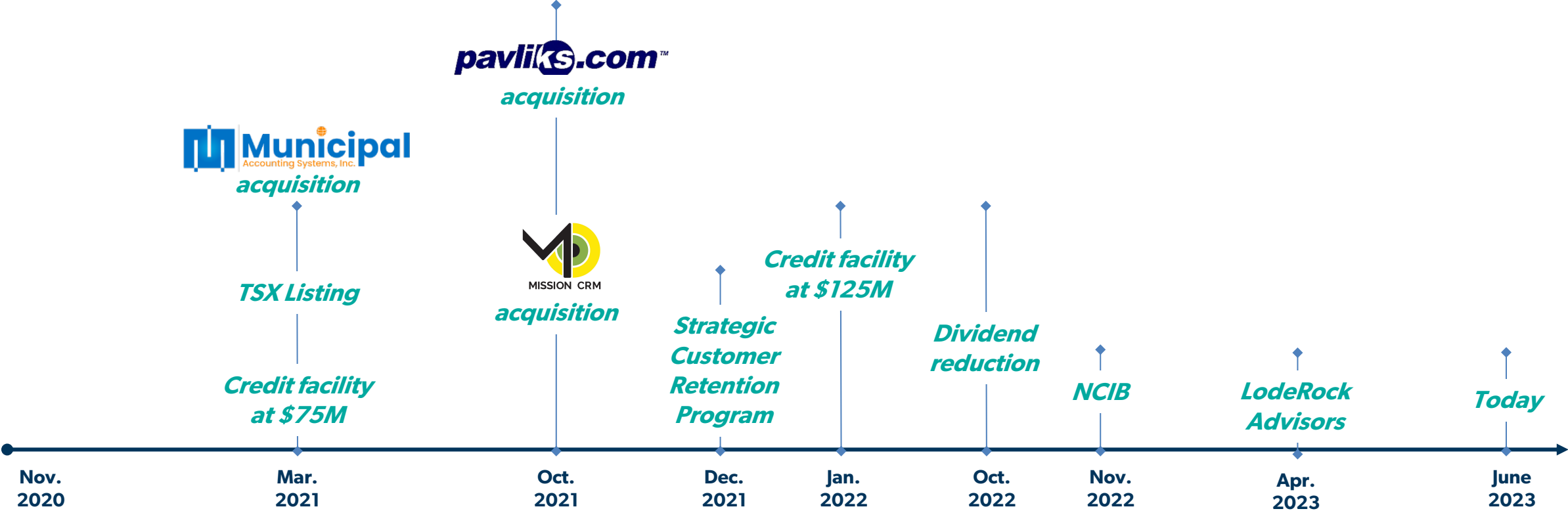
Hootsuite

Shareworks
by Morgan Stanley

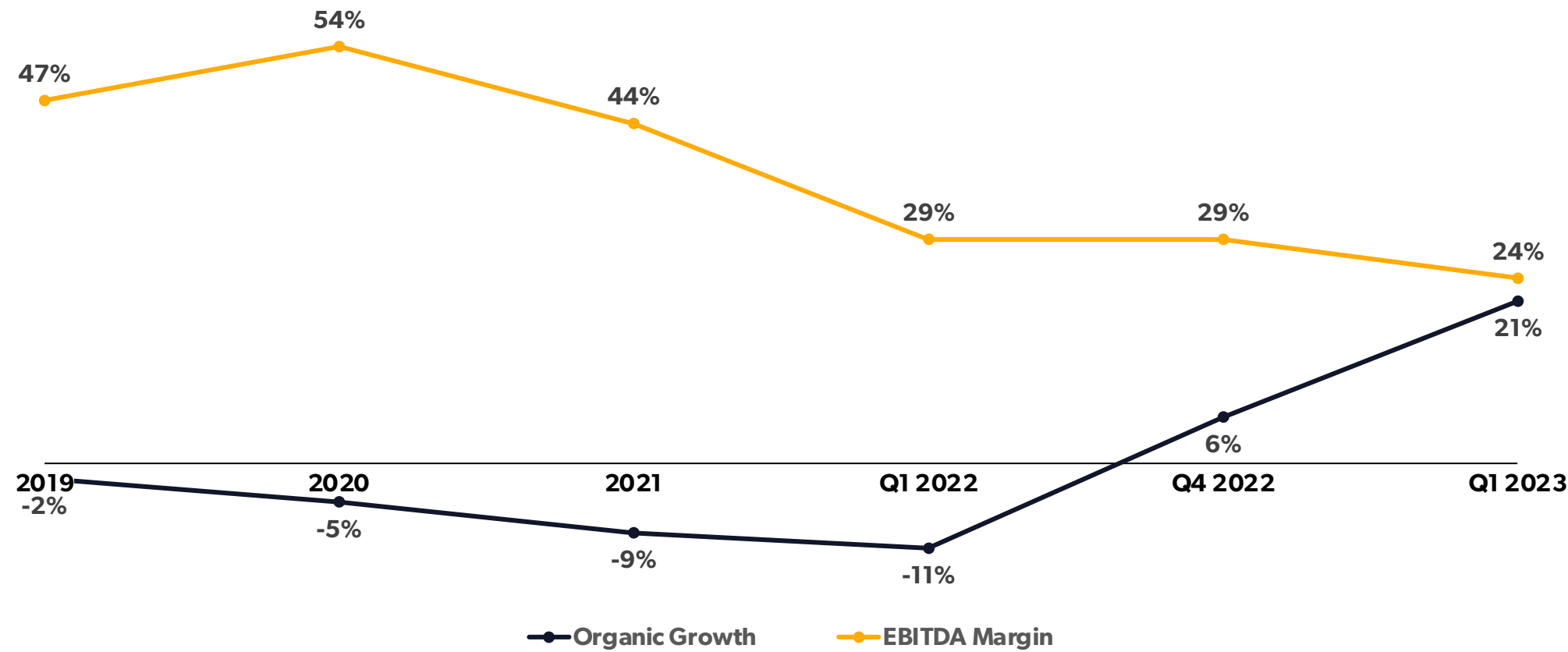


BLUECAT™

Key Milestones



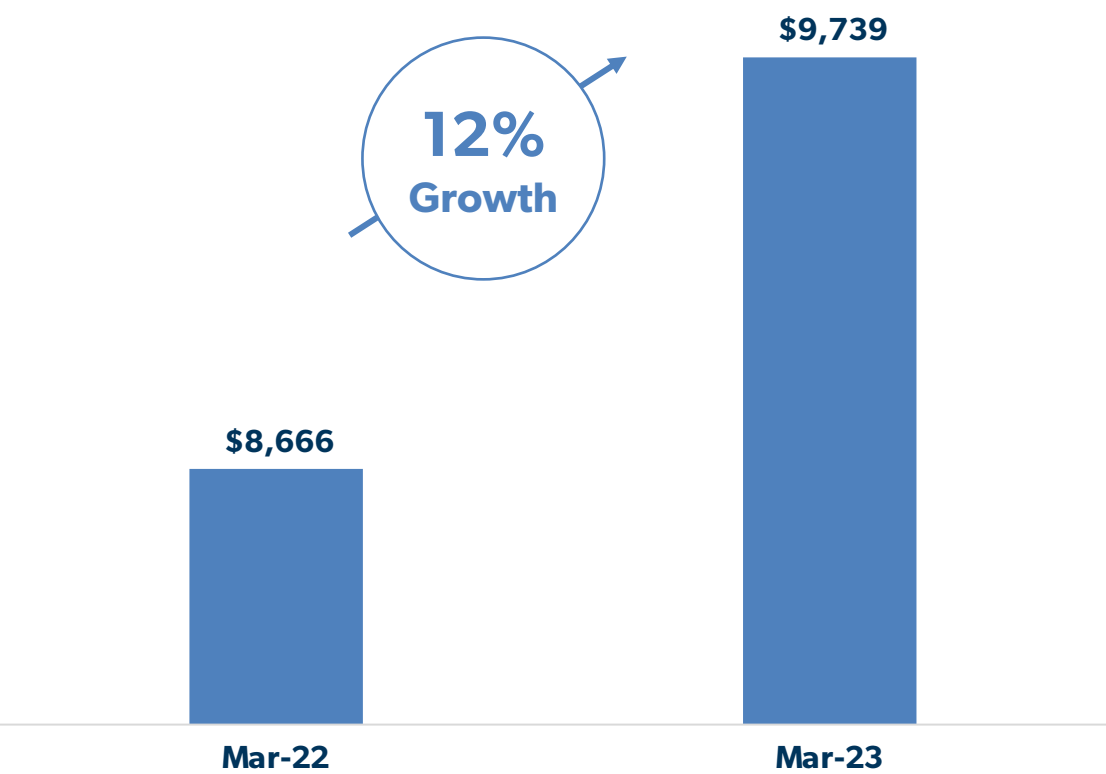
Sylogist's Paradigm Shift



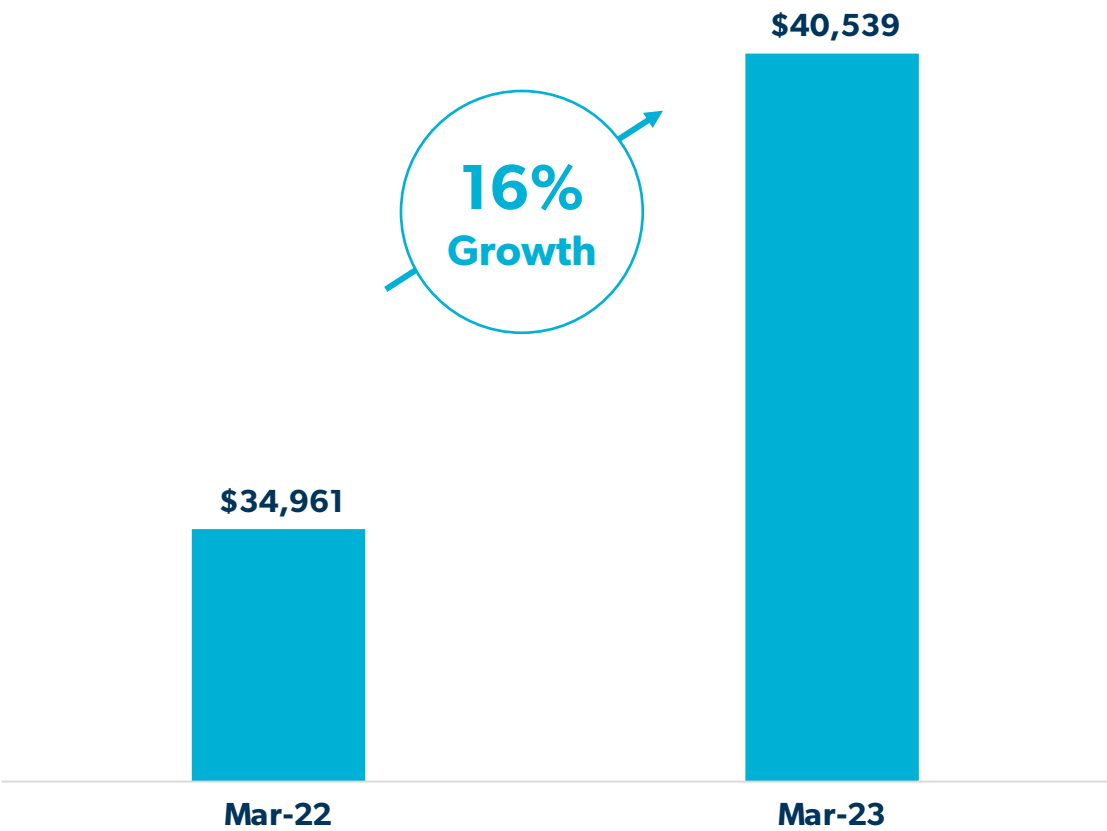
Q1 2023: 21% organic growth, mid-20s EBITDA

Revenue Resiliency

Recurring Revenue



ARR



Crossover to a SAAS-centric Model

DECEMBER 2020

37%

Subscriptions

63%

Maintenance & Support

MAY 2021



MARCH 2023

63%

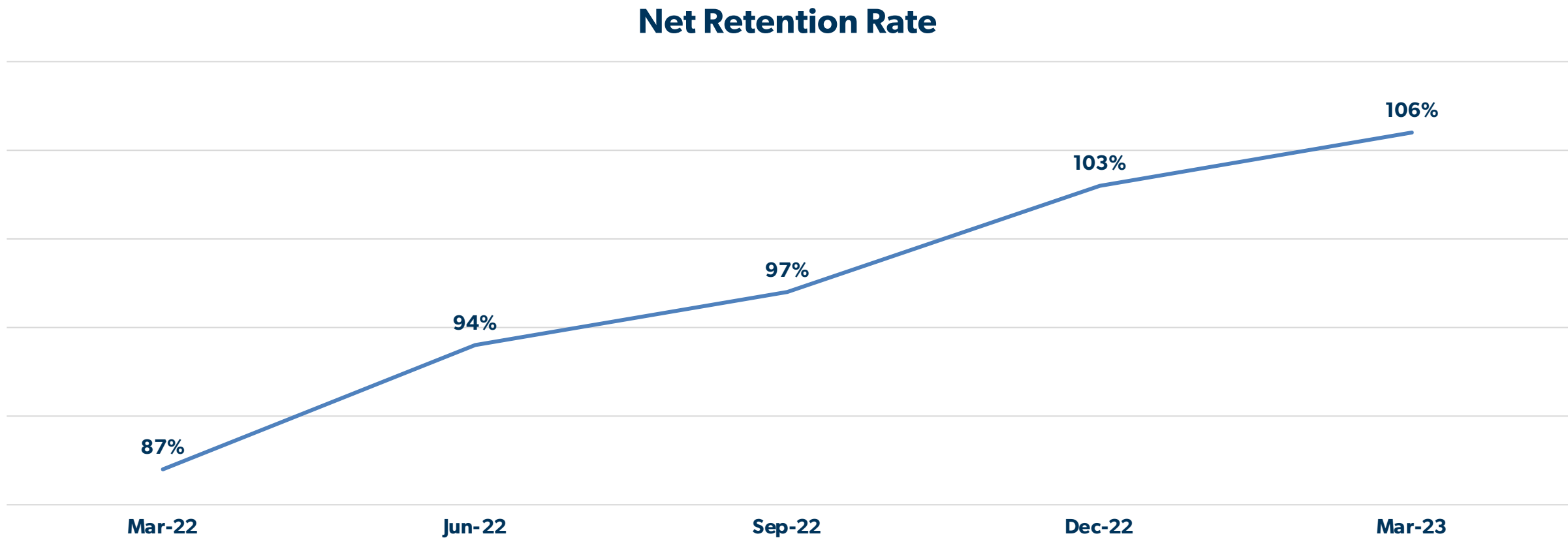
Subscriptions

37%

Maintenance & Support

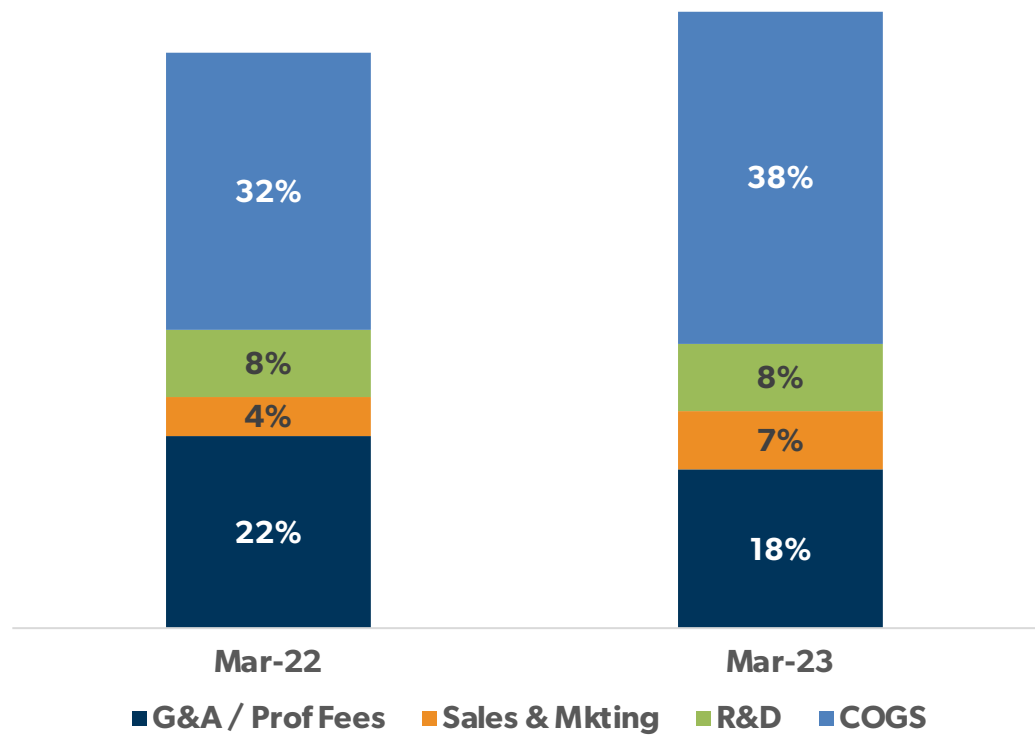
Percentage of total recurring revenue

Realizing Customer Value

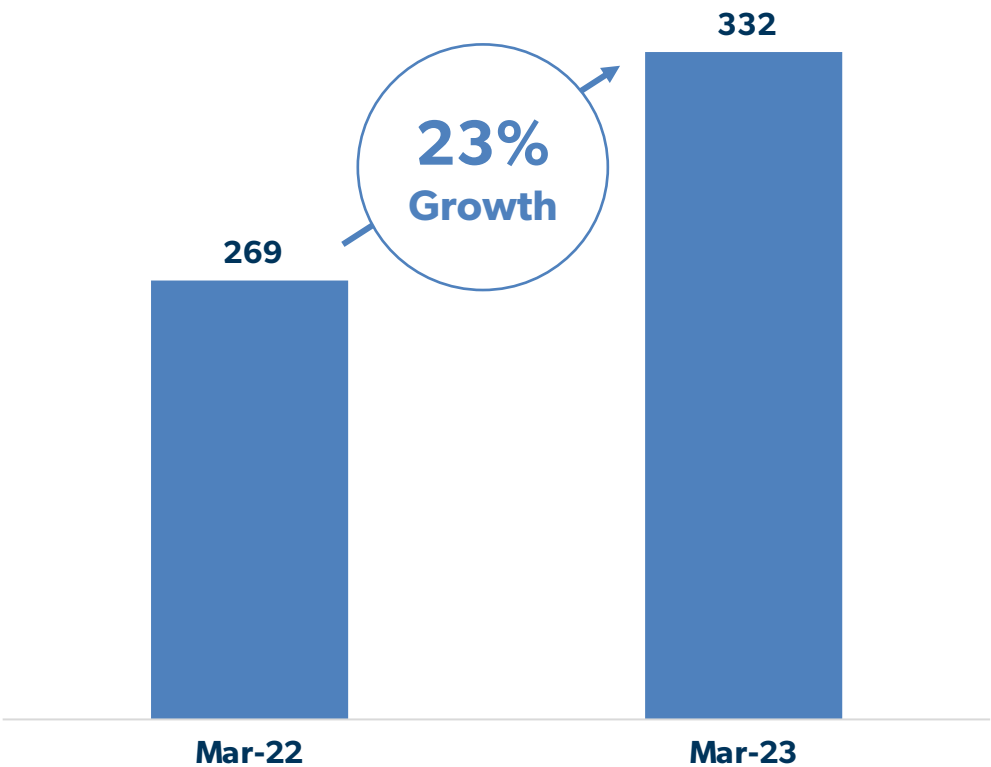


Driving Operational Leverage

Costs as a % of Revenue
(LTM)



Rev per Employee (\$000s)

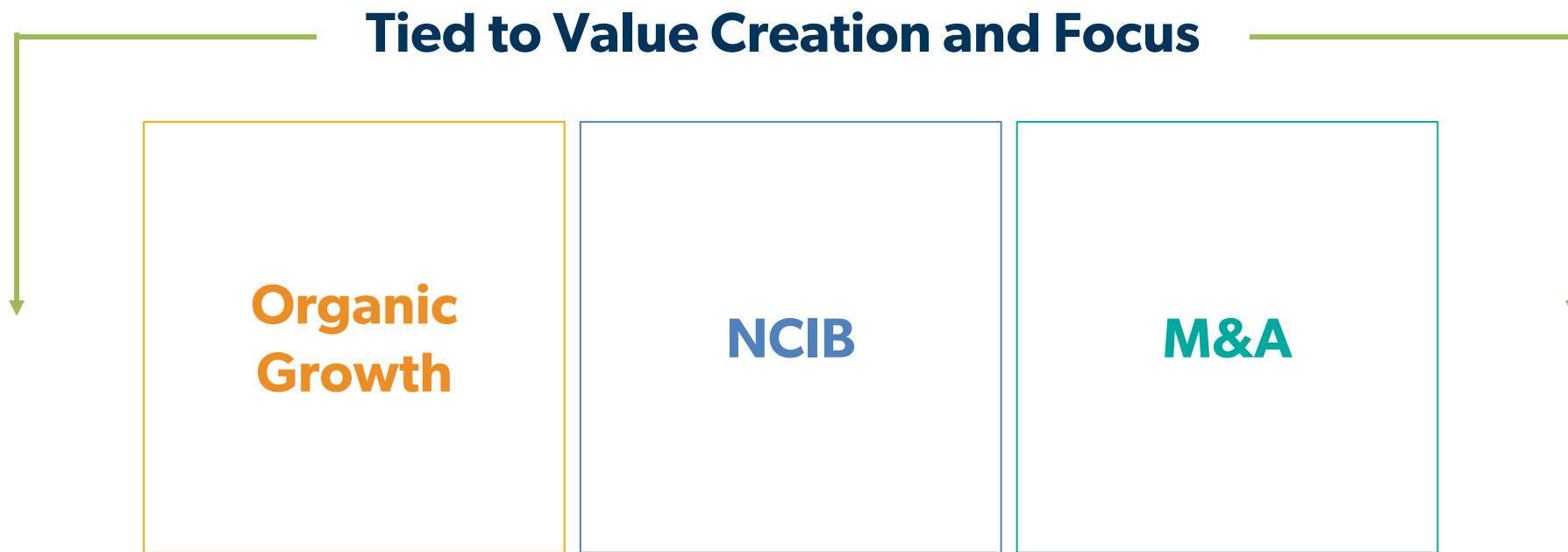


M&A to Accelerate Organic Growth

**Maintaining
Discipline & Focus on
Our Core Markets**

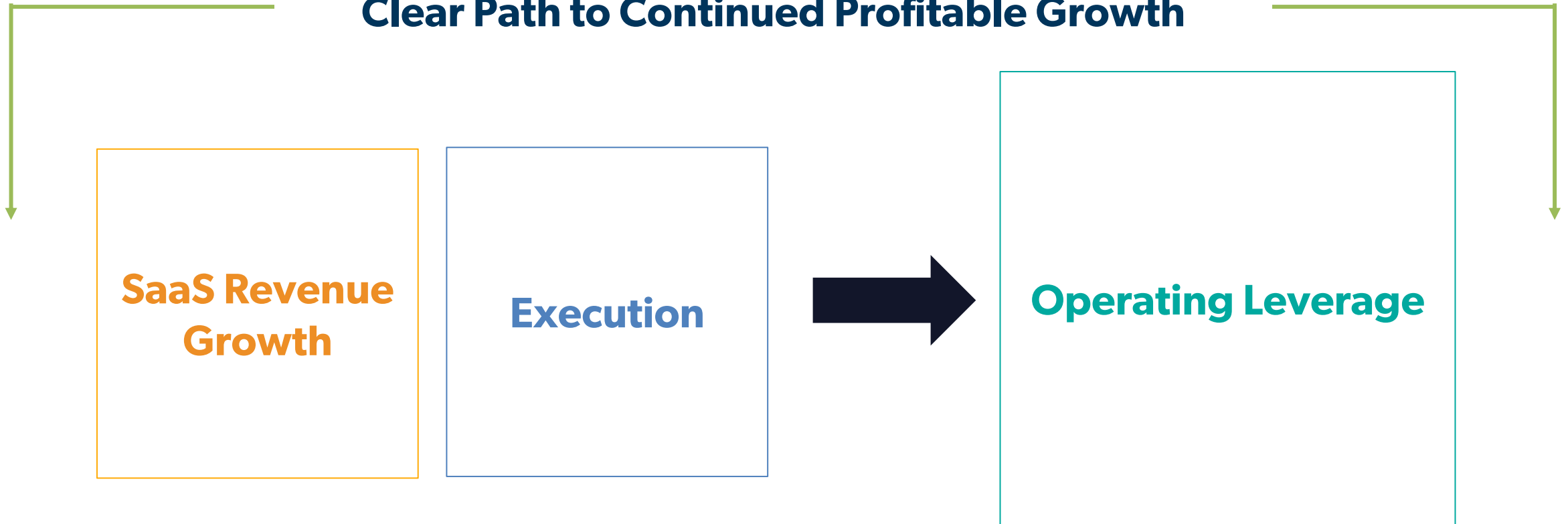
**Proven Execution &
Integration Track
Record**

Disciplined Capital Allocation Philosophy



Opportunity We See

Clear Path to Continued Profitable Growth



Our Vision for the Future

Bill Wood
Chief Executive Officer



sylogist™

Driving Value Creation



Innovation



**Customer
Delight**



**Sales & Marketing
Execution**



**Financial
Discipline**

Q&A

sylogist™



sylogist™

Thank you



Mission critical software for the public sector

Expanding organically as Sylogist invests in growth

Resilient, recurring revenues and profitable operations

High margin business, with strong profitability and cash flow conversion; no customer concentration

Successful M&A track record with proven integration playbook

3 strategic acquisitions since March 2021; proven ability to source, close, and integrate acquisitions

Significant total addressable market

1000's of ICP opportunities running legacy systems

Proven leadership team

ELT with decades of public sector tech experience and a mandate to accelerate profitable growth