

# truecaller

## OUR VISION

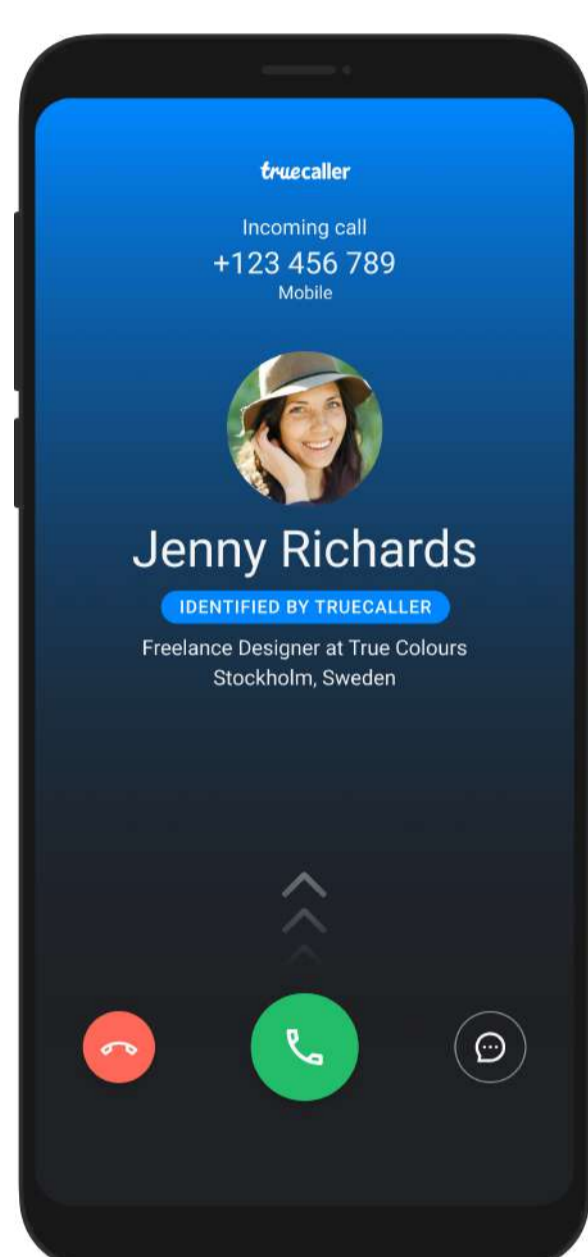
### Making tomorrow's communication smarter, safer and more efficient



Truecaller is the leading global platform for verifying contacts and blocking unwanted communication. We enable safe and relevant conversations between people and make it efficient for businesses to connect with consumers. We are on a mission to build trust in communication.

#### Truecaller enables safe and relevant conversations between people...

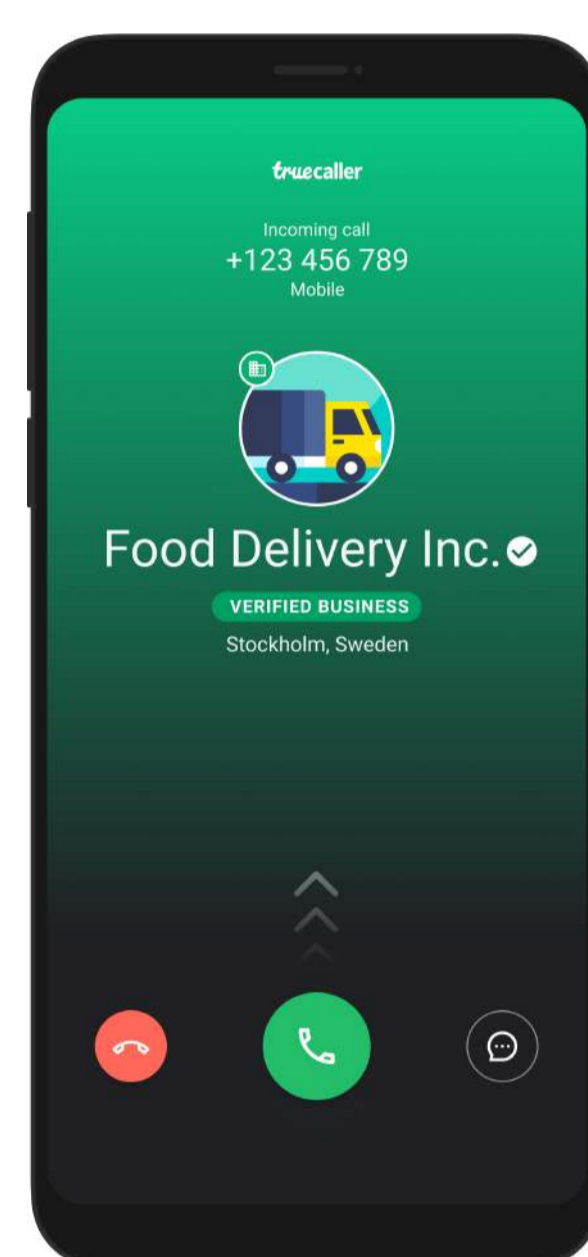
- ✓ The smartphone is the primary gateway to the digital economy.
- ✓ In 2021, smartphone user base skyrocketed to 3.4 billion globally as connectivity and affordability improve in emerging markets.
- ✓ The next digital wave will add ~700m smartphone users by 2025. ~400m will be in core Truecaller markets.



#### ...and make it efficient for business to connect with consumers.

We help business with:

- ✓ Verified identification and authentication APIs
- ✓ Improving pick-up rates
- ✓ Ultimately converting conversations into transactions



#### Fraud is growing on a global scale...

- ✓ Fraud and unwanted communication have accompanied digital growth, creating nuisance, mistrust and hindering economic activity.
- ✓ We estimate that ~20bn USD is lost to online payment fraud yearly.\*
- ✓ On average, 1 in 4 calls and 6 messages each day are from outside of phonebooks, resulting in hesitation to respond.

\*Truecaller Insights U.S. Spam & Scam Report

#### ...especially in emerging markets

- ✓ Truecaller's core markets include India, Nigeria, Egypt, Algeria, South Africa and others.
- ✓ Fraud and unwanted communication are endemic to many of these digital economies and Truecaller's approximately 280 MAUs.
- ✓ Truecaller's core markets are set to represent half of global smartphone users and 50%+ of growth in the near future.

#### Truecaller is a trusted and loved brand

**30Bn**

Unwanted calls identified (and blocked)

**6 messages**

Each day are from outside of users' phonebooks

High brand recognition and the third largest communication platform in India drives demand for our mobile advertising platform, enabling brands to communicate directly with millions of users each day.

Truecaller has 200+ employees from approximately 35 nationalities

#### Privacy

- ✓ No resale of user information to third parties
- ✓ Users control how their information is displayed
- ✓ User information private by default

#### Social responsibility

- ✓ Enhancing safety via the Guardian app, where users share their locations with trusted individuals
- ✓ Swiftly locating health care providers for Indian users through the COVID-19 healthcare directory
- ✓ Campaigning for awareness on the sexual harassment of women via calls and texts



**Alan Mamedi**  
Co-Founder & CEO



**Nami Zarringhalam**  
Co-Founder & Chief Strategy Officer



**Odd Bolin**  
Chief Financial Officer



**Bing Gordon**  
Chairman of the Board

#### About Truecaller

Truecaller is a co-founder led, entrepreneurial company with a highly experienced management team. Headquartered in Stockholm since 2009.

For more information, please contact Truecaller Head of IR, Annika Billberg  
Email: [annika.billberg@truecaller.com](mailto:annika.billberg@truecaller.com)  
Phone: +46 702 679791