



2021 Wrap Up



Our purpose is to

Empower People in

Emerging Markets

A message from Tobias

our Founder & CEO

This year has presented itself with a lot of growth in both revenue, team members, and challenges. We've doubled the number of our designers, we've set up legal entities in Ukraine, added new global business functions, and had colleagues working from home all of 2021 due to lockdown restrictions.

In short, we have expanded the organization significantly, both vertically and horizontally. This has made the business much more complex in a very short time.

We want to be the best in the field and we can only be that, if we prioritize our people. This way we can assure quality to our customers. It is a process which we are continuously learning from. I believe sharing these challenges throughout the organization helps a lot because it makes it easier for everyone to understand how to balance profit and purpose and be a part of the solution.

Due to our size and business model, we are among the few who can serve big organizations, comply with their needs, and we will continue to hone this in the future.

Our purpose is to empower people in emerging markets. We are doing that now, but we can only do that because we make a profit. So, in a sense, profit comes first. The reality though, is that it's very hard to balance purpose and profit.

This year we dealt with people not being able to go to the office due to Covid restrictions, at the same time we doubled the number of designers and we saw a big increase in the demand for our services.

Creating this business together should be an opportunity to explore, try stuff, learn, and have fun. 2021 has proven to be all of these things combined, and I'm proud to look back on a year with this many challenges and still having such a positive output.

I'm looking forward to continuing this journey with everyone in the new year - thank you for all the memories,



Introduction



In 2010 Tobias Schelle, our founder and CEO, had a mission. He wanted to build a presentation design company that leaned on a better, fairer model of digital outsourcing.

So, together with a graphic designer in Malang, Indonesia, the journey of 24Slides began.

We support thousands of companies and professionals each month, allowing them to give powerful on-brand presentations.

In just a short time the demand for beautiful design presentations grew and so did our team of designers.

Now, over 10 years later, we're the world's largest presentation design company with over 200 team members across the globe.

Who are we ?



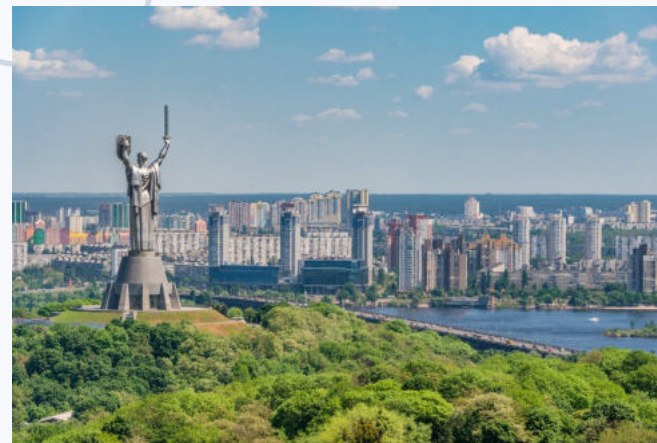
Indonesia

Surrounded by tea plantations, we're the people behind the beautifully designed presentations as well as a support function to make sure our customers continue to stay satisfied with the designs we deliver.



Peru

Besides having delicious food, we also have awesome and talented colleagues that deliver incredible designs and stories that will leave you speechless.



Ukraine

We drive an incredible product to make it usable for both our customers and colleagues. We stand in the middle of the action and carry out all backend and frontend development ideas.



Denmark

We are the HQ and the people behind the people. Our goal is to support our amazing colleagues, sharing all of our accomplishments with the public as well as generating new business - all to help fulfill our purpose; empowering people in emerging markets.

2021 has been a year full of *challenges*

Some we were able to solve and some even too big for our company to figure out. But despite the challenges we have still managed to grow:

In Copenhagen, Denmark, we've increased

31%

We are now **13** people in the office.

In Lima, Peru, we've increased

150%

We are now **25** people in the office.

In Kyiv, Ukraine, we've increased

60%

We are now **8** people in the office.

In Malang, Indonesia, we've increased

105%

We are now **166** people in the office.



We have also achieved another huge milestone in 2021. We now have officially over

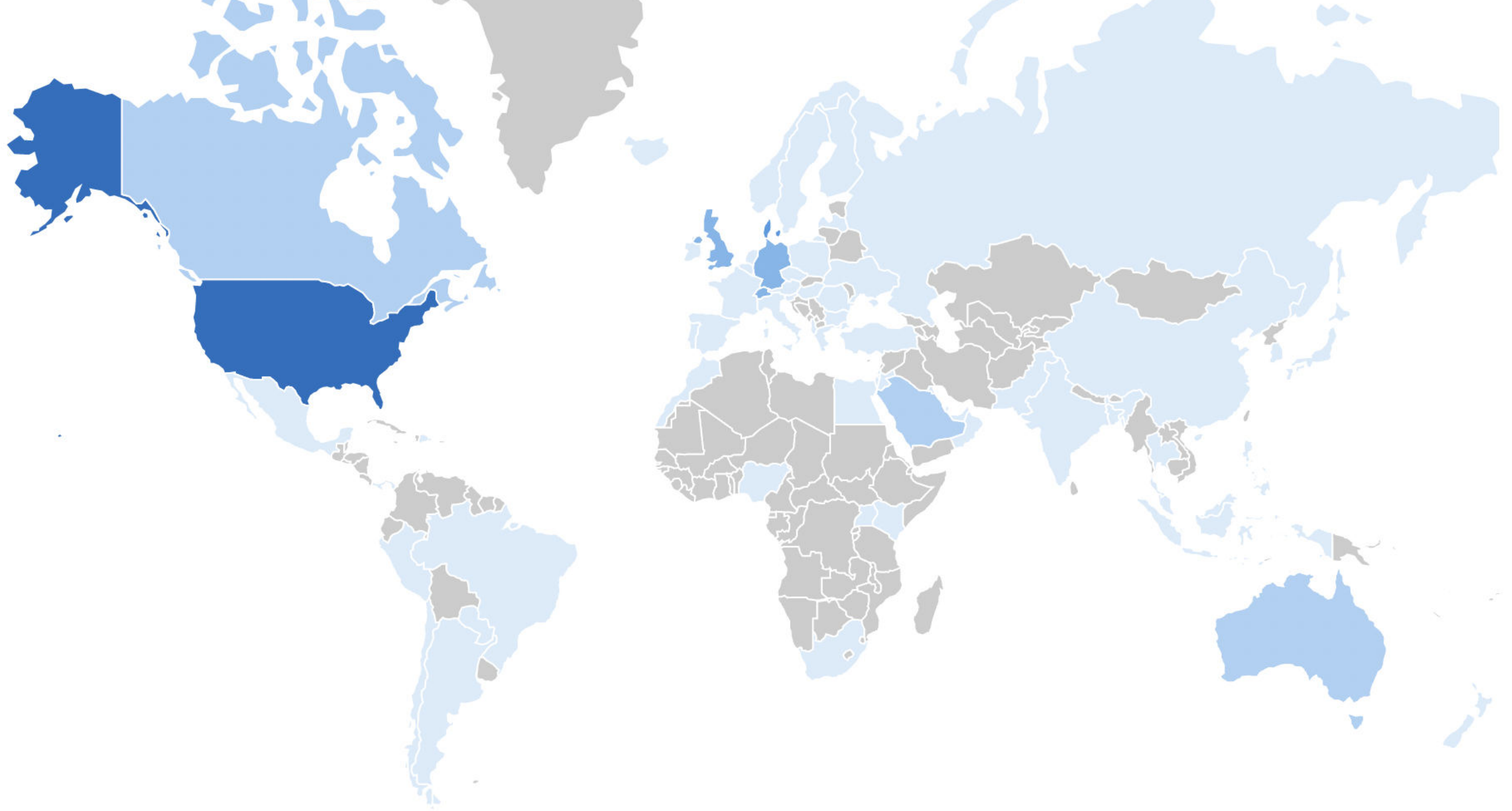
100 in-house graphic *designers*



This is a huge milestone for us, as we want to showcase the incredible talent and competitiveness of designers in emerging countries by giving them the tools to compete in the global market.

Ultimately, our mission is to create a brighter future for all talent in different countries. We exist to empower people in emerging markets.





As a result of our growth, we have also increased both the number of customers and the size of businesses which we can now service, whilst keeping high quality.

Revenue

41%

Countries we serve

73

Slides produced

216,906

Hours we've saved our customers

37,954

Ratings

4.46 (out of 5)

"The partnership with 24Slides has allowed us to scale our marketing operations with quality and efficiency. The service we receive is extremely responsive, tailored to our needs and allows us to smoothly manage workload fluctuation throughout projects. Exactly what we need!"

Stefanie Menuzzo, Head of Marketing Services, Tika

"Our stakeholders appreciate not having the pressure to design PowerPoints. Projects are turned around in 24 hours and the work is beautifully designed. Our partnership with 24Slides has been a real game-changer."

Marilyn S., Director, Studio Agencies

"24Slides has been a game changer for us. Our team would spend countless hours on PowerPoint slides. Now, we give a general concept of what we want and send it off to them. Every time – seriously, every time, I am blown away by what they produce."

Crandall, CEO, Greencastle Consulting

We've also been able to engage in charitable activities

The COVID-19 pandemic has reshaped the way children access education, the way their families earn an income to cover their needs, and how safe they feel about the future.

In response to this situation, we have supported several initiatives in the last year, helping the local communities in which we operate to overcome some of the challenges led by the pandemic.



These are some of our *impact* activities in 2021

1

School equipment donations

To support the many students that haven't been able to physically attend school in almost two years, we donated Laptops/Desktops to help minimize the distance between teacher and student.

We made the donation to SMP Katholik St Isidorus, a local school located in East Flores Island, Eastern Indonesia. There are 130 students enrolled and now, with the additional equipment, the teachers can more easily provide the education the students deserve.

3

Second hand donations

In the Danish office, we decided to install new office chairs and donate the old ones to charity, to be sold as second hand goods and support projects for vulnerable people around the world.

2

Online conversational English courses

In collaboration with a junior high school in Indonesia, our colleagues have volunteered to teach conversational English to 8th and 9th graders. As a result, 20 students participated in the course and developed their English skills.

4

COVID-19 test facilities

During the outbreak of COVID-19, we used our office in Indonesia to facilitate testing. Twice we have also welcomed the local community to register for Covid vaccinations.

5

Food handouts

With the office closed, the budget set aside for social activities and a monthly junk food event was spent on purchasing food and handed out to homeless people in the local area of our office in Malang, Indonesia.



Despite Covid, we've
all been joining up for our
2021 Global Challenge

To combine our passion for giving back and a social activity, we did a week-long global challenge in September. We encouraged our colleagues to get together (virtually) and complete 60kms in just 7 days. The 60kms is equivalent to the Machu Picchu Inca Trail in Peru.

The kms were to be conquered either by foot or bike, and whether you did it alone, involved your colleagues or even invited your family to join, was completely up to the individual participant.

We had daily updates on Whatsapp telling us where we were on the trek, all facilitated by Gulf for Good, a charity supporting children's projects around the world.

Together we achieved more than 4,260 kms in just a week and most people finished the virtual Machu Picchu Inca Trail.



As a part of the challenge, we decided to make a donation on behalf of every colleague signing up.

Having 41,8% of the company participate, we raised enough funds to support Chicuchas Wasi, a school for girls in Peru.

Due to lockdown, many families have lost their livelihood and as a result, they are missing out on basic needs. Our donation supported the 112 girls enrolled in the school and their families with emergency food packages for all of December.

The engagement from our colleagues was amazing - we were longing to reconnect after a long time of lockdowns and restrictions that had prevented us from getting together. And on top of that we were able to support Chicuchas Wasi and Gulf for Good with donations to support children around the world.

“Chicuchas Wasi families have all received the monthly food deliveries... thanks to your donations... The families are telling how grateful they are and demonstrably healthier for this help. Thank you again and please take care.”

Rae Lewis,

Founder and President of Chicuchas Wasi

41,8%

participation

4,260+

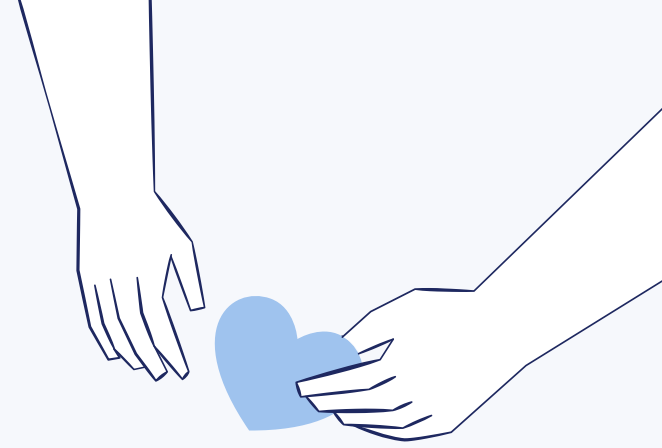
kms conquered

112

girls and their families got secured emergency food packages in all of December



We also came together as a company in December, collecting funds for a project in each of our 4 locations



Our colleagues generously donated towards the charitable projects and all donations were matched by 24Slides.

In Kyiv, we were able to raise enough funds to support urgently needed medical supplies for an orphanage hosting 15 children. The donation will cover medical supplies for a whole year.

"I'm really proud to be working with people who want to help and support. We can't solve all social problems, but we can try! Supporting initiatives for defenseless people, especially children, is something close to my heart. To me it is important to support projects that are also an investment in a better future"

Jane, 24Slides, Ukraine

In Lima, we were able to raise enough funds to support an orphanage hosting 22 children, primarily infants, with vitamins, formula, and medicine. The donation will cover supplies for a whole year.

"I like to help, I enjoy having/doing a positive impact on the life of someone and with this initiative, I can do that 😊"

Luzardo, 24Slides, Peru

In Indonesia, we collected funds to support a school for 48 disabled children. Our donation will support the building of a new classroom.

"Participating in 24Slides charity campaign, to know we started it from "little steps" and can make this huge impact to a lot of people is definitely another level of happiness. It such an incredible experience to reminds myself that whenever we're in a position to help someone, be glad and always do it because that's the Universe answering someone else's prayers through us"

Ciquita, 24Slides, Indonesia

In Denmark, we collected warm clothing to support the homeless in Copenhagen to keep warm during the cold winter. Additionally, we have also supported them with video production to raise funds for their operations.

"I'm extremely proud of my colleagues at the 24Slides HQ for their engagement in this campaign. Being able to support the people of the streets in Copenhagen with warm winter clothing donations as well as transferring funds to our colleagues' important charity projects abroad is nothing less than amazing"

Holk, 24Slides, Denmark

To embody our purpose we also participate in different conferences and educational sessions

1,239

external students

8

external lecturers and conferences



We are happy to share our experiences with the communities in which we operate. So far we've mostly been invited to share our knowledge in Asian communities, covering subjects such as:

- ✓ *English conversation*
- ✓ *Effective presentations*
- ✓ *Professional presentations*
- ✓ *Leadership*
- ✓ *Impact measurement*
- ✓ *OKR Management*
- ✓ *BCorp assessment*
- ✓ *Sustainable Product Design*

24Academy

*We enable our colleagues to grow and advance
by offering them training in various courses.*

"24Academy is a brilliant initiative from 24Slides to empower and enrich its most important asset - the employees. This talent development program is vital for sustainable business growth and success where it provides courses on both technical and non-technical skills.

Everyone who contributes in this program is able to support not only their own growth and development cause but also the community. And I'm so grateful to be part of it."

Bryan, Designer Training Manager

24Slides, Indonesia

35

subjects offered by
24Academy

87

colleagues participated from
Indonesia and Peru in 2021

16

physical courses held &
100+ courses held digitally

To continuously offer our colleagues a safety net and chance to give back, locally and globally, we have announced two new programmes for our colleagues.

The Emergency Loan Program

If there's something the last year has taught us, it is that difficult situations can arise from where we least expect them, and all we have left is to face them as best as possible. We know that life doesn't always go as smoothly as planned, and sometimes there are detours, breaks, and interludes.

There are always emergencies and unpredictable situations that are difficult to foresee. We understand that against life's uncertainties, sometimes usual wages and savings are not enough to cover those unexpected expenses. Things like medical emergencies or urgent house repairs can be impossible to foresee, and can also be more costly than expected.

The Emergency Loan Program is not a banking initiative. The goal is not to loan money or get any sort of interest from it, but rather, make a positive impact on our colleagues' lives. These loans will be given for emergency or out-of-the-ordinary situations, and not for everyday expenses.

This program is oriented towards helping 24Slides employees by acting both as some kind of security and saving them money from extremely expensive bank interests.



24Volunteer

A global volunteer program aiming to give our colleagues a chance to grow as individuals whilst giving back to the community.

Our volunteer programme offers all employees at 24Slides the opportunity to enrich themselves with new experiences 3 days a year. Whilst volunteering is not new to our colleagues, making it possible to spend working hours “giving back” is now 24Slides’ way of showing support for these amazing initiatives.

In August, 216 hours of volunteer work was registered and with this new initiative 5.064 hours of volunteering has now been made available.

Example of a volunteering activity: Tea plantation clean up

To kick off 24Volunteer, a couple of colleagues in Indonesia did a trash cleanup at the Wonosari Tea Plantation in Malang.



An important part of 24Slides DNA is to constantly learn and grow.

We do that via different social, sports and well-being activities throughout the year:

44

in Indonesia

12

in Denmark

8

in Ukraine

1

in Peru

In Indonesia, for instance, 27% of our costs are spent on our colleagues. This includes Meals, Annual leave reimbursement, WFH Incentives to cover internet and electricity, Government program of Health & Worker Insurance, Employee Tax, Coffee and Tea stock in the office, all social and dinner activities, and the Private Health Insurance.

In Peru, due to lockdown, they've only been able to have one social dinner in all of 2021.





Offering *psychology sessions* for those affected by the pandemic and ongoing lockdown

In Peru, for instance, our colleagues have been working from home since March 2020.



53

Psychology sessions

"24Slides has a totally different mentality, a mentality that I have never experienced before. This is so nice to experience because we are treated as humans and the company is really worried about your physical and mental health and also in your professional development. Those three aspects, I considered important in any company that wants to provide an impact."

"We have appointments with the psychologist, this is the coolest thing I can have. I love being able to receive professional help to resolve all issues related to my job performance. This psychologist has helped me a lot, hopefully she can continue to do so."

We would like to acknowledge some of the people who have been loyal to 24Slides by celebrating their

5, 8, and 10 years anniversaries



5 Years

Nenes Ayuningtyas
Dika Putri Septyoningrum
Aidul Firdaus Maulana
Tio Dwi Nata
Fery Irawan
Fierdausiyah
Deni Pramadita
Ardhian Zahroni Ramadhani
Reza Azwan Alfarisi
Eva Amelia
Amon Sulthan Kumbara

8 Years

Khairizal Ghulam J
Varief Wandan Setyawan
Danny Agus Astrianto
Yudha Yanuar Akbar
Nindya Pratiwi
Reno Yuansyah Perdana
Sartika Indah Oktianti
Muhammad Isa Habibi
Agus Joko Purwanto

10 Years

Mira Marika Koesterini

We are proud to have received the *Gazelle Award* for the third time in a row

The Gazelle is a recognition of a business which has achieved a continuous growth in revenue or gross profit for the last four financial years, and which has, in total, more than doubled the revenue or the gross profit in the period.

The fact that 24Slides has managed to achieve a Gazelle Award for the third time is an achievement on its own. It's even more admirable when taking into consideration how organic this growth is. 24Slides doesn't rely on investors or sponsors, but rather focuses on a sustainable and self-sufficient model that reinvest in the business to keep improving.

This kind of award is incredibly important in order to show that we can achieve exceptional results through a new, fairer business outsourcing standard.



Along with our many new initiatives and colleagues in 2021, we have also chosen to redefine our

Core Values

The values are definitely not new to 24Slides, however, we've refined them into what we believe exemplifies the best culture and vision of 24Slides.

We *Care*

**We are
*Brave***

**We are
*Ambitious***

**We *Trust* in
Each Other**

**We keep
*Growing***

SUSTAINABLE DEVELOPMENT GOALS

1 NO
POVERTY



3 GOOD HEALTH
AND WELL BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



8 DECENT WORK AND
ECONOMIC GROWTH



We are supporting the UN Sustainable Development Goals (SDGs)

There's no doubt that 24Slides is a purpose-driven company. And with that in mind, we have also decided to define our interest in the SDGs by emphasizing which we already are and continuously wish to support.



We support these SDGs through different activities, both internally and externally. For instance, we **donate to charity** and involve our colleagues to make it as relevant and motivating as possible. We offer our colleagues **private health insurance** and permanent employment. We offer the opportunity to **advance their skillset**, both soft skills and technical skills, through our own academy.

We make a huge effort to embody equality in everything we do, and especially in our recruitment process, which solely is focused on a person's qualifications and ambitions. As a result, our ratio is currently 45% female and 55% male.

We aim to only create **decent work conditions** and to take care of our employees, whether it is through **healthy lunches, flexible working hours**, and other measures which we can do to uphold a decent life for our colleagues. We believe that investing in your people and giving them the best possible conditions is key to creating sustainable business growth.

We are proud to be a *Certified B Corporation*

In October 2018, we became a Certified B Corporation. Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Together with 4000+ other companies worldwide, we have taken on the responsibility of continuously improving to reduce inequality, lower levels of poverty, build a healthier environment and create more high-quality jobs with dignity and purpose.

By harnessing the power of business, we use the means to a greater end, making a positive impact in the world.



Our B-Corp score is

82,8

(up from 80,9 since we first got our certification)



Thank you colleagues for being this awesome, and
a big thank you also goes to ALL of our customers for believing
in our services and respecting our business.

Together we all empower people
in emerging markets.

24Slides