

24Slides

# 2022 Wrap Up

Impact & Performance Report

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Certified



Corporation



Our Purpose is to

**Empower People in  
Emerging Markets**

# Highlights

**28%**

revenue increase

**0,81%**

of our revenue  
donated to do good

**2,914**

new customers

**50**

new colleagues  
(making it a total of 246)

Celebrating 24Slides

**10**

year anniversary



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# Message from Tobias

*our Founder & CEO*



Another year has passed. For 24Slides, it has been a good year although we definitely hoped for more. We grew our revenue by **28,4%** and still kept a profit. The growth is mainly driven by a handful of large customers and an increased online presence.

When I look back at the year, the conflict in Ukraine has definitely impacted us both on a practical and emotional level, because we had our core product team working out of an office in Kyiv. That's now converted into a fully remote team working inside and outside Ukraine.

But also a lot of good things have happened. Our continued focus on serving larger enterprises meant we closed a number of the largest deal-size ever.

We opened a new sales office in the **US**, initiated a huge building project in Indonesia, opened the door to a new office in Peru, got a number of **awards**, and **became SOC 2 Type 2 Certified**.

Being the size we are now also mean **some natural challenges**. It's becoming ever harder to move fast. It's harder to practice a democratic approach to decision-making (something I've preached since the beginning). The stakes are higher and so are the opportunities.

I'm very excited for the year to come because we are moving into a **new phase of maturity**. It means **growth** for both the **company and, more importantly, every member of 24Slides**.

Who are we?



We **support** thousands of companies and professionals each month, allowing them to give powerful on-brand presentations. We're the **world's largest presentation design** company with almost **250 team** members across **5 countries**.

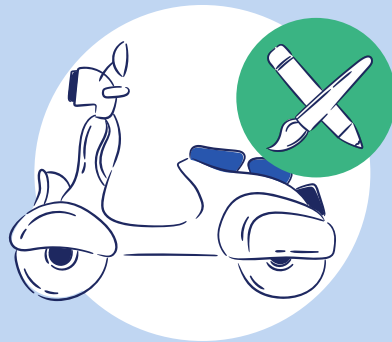
We've **proved** that by **investing** in people you can **grow a successful business**.

We live by **our purpose**, which is to **Empower People in Emerging Markets**.

Where are we?



**Denmark**  
*HQ*



**Indonesia**  
*Design and Support*



**Peru**  
*Design and Support*



**Ukraine**  
*Product*



**USA**  
*Sales*



# Growth in 2022

Revenue increase

**28%**

Slides we've produced

**250,136**

Countries we've served

**75**

Hours we've saved  
our customers

**204,491**

Ratings

**4,5**  
(out of 5)

Happiness  
score

8.1

Employee  
engagement score

8.4

## People and Culture

Our people **are** our biggest asset. Therefore, it is important to us that we always invest in them. From social events to private health insurance to a hybrid work model - including work-from-home incentives, we continuously strive to create opportunities for our colleagues to **develop** and **grow**. For that very reason, it is also essential to know how our people are doing when it comes to being **engaged** and **happy**.

# “Poor leaders are not bad people!”

Gabi, Global Head of People Success

To further **develop our people** and **culture**, a **2022** focus has been working actively on **great leadership**. We believe that by enabling our leaders to be the best version of themselves, we also enable our business to thrive. We want to show the world that focusing on people is the key to a **healthy** and **growing business**.

## Because, we want:

To empower people to live up to their greatest potential

Highly motivated, passionate, and engaged people who want to stay in 24Slides and help make the business realize its purpose, Empowering People in Emerging Markets

To move our business forward and focus on the long run



Read the article



# The (on-going) challenges of creating great leadership



Reflections  
presented by

**Gabi**

our **Head of People Success**

I've spent 2022 exploring what it means to be a leader and how to develop a focus on leadership within the company. Spoiler alert: Still an ongoing process - but I'm ready to share what I've learned so far.

What does leadership mean to you? This was a starter question for me and my team to understand what we had in mind when talking about being a leader. We spent a lot of time discussing and brainstorming to finally develop a definition that aligns with our company's values and purpose. I'm not going to lie - It was quite a journey, but this showed my team's interest and passion for becoming better leaders. I would have worried if it had been the other way around.

What challenges do you currently have as a leader? Asking this, I am sure, will reveal the different kinds of leaders inside the company. Some have experience directing teams, and others are just learning on the go. For me, it is crucial to identify the level of their leadership skills and what type of support they require. Only then can we offer them the right tools to thrive and succeed.

As Global Head of People Success, a personal struggle was realizing my plan for a leadership development program would take longer than expected. Each discovery still demands new resources I hadn't considered at first. I won't deny it was frustrating, but looking back, I gained a lot of knowledge on my team skills and what we need to move forward.

The work is far from over, and I truly believe this is a necessary process for the company's success. As for now, we all agree on what great leadership looks like in 24Slides - from its definition to shared principles. And as we get ready to implement our initiatives in 2023, I am excited to see where this journey will take us next.

# 24Volunteer

24Volunteer is a program aiming to give back to the local communities in which we operate. **Thanks to this initiative, all 24Sliders can take up to 3 working days a year to volunteer in their communities.**

With this initiative, our Head of Operations, Louise Nøhr, aims to:

***“make the world a better place than I found it”.***

Together we closed the year with a total of

**660**

volunteering hours





To further support our people and culture, we've introduced **New Impact Initiatives**

## The Emergency Loan Program

In 2021, we launched our Emergency Loan Program in Indonesia. And this year, we got Peru included, giving even more colleagues the opportunity to get a loan during tough times. Jorge, Customer Support in Peru, has shared his experience using the Emergency Loan Program:

[Read the article](#)

## The Educational Support Program

The Educational Support Program is a new 2022 initiative-to give our colleagues' children the best possible future. 24Sliders in Indonesia and Peru now have the opportunity to receive a financial booster when enrolling their children in school. We are supporting 20% of the enrollment fee and thereby trying to promote a sustainable future for our colleagues and their families.

[Read the article](#)

# We have **successfully** implemented new engagement activities

## Impact Ambassadors

To truly have a positive impact, we need more eyes and ears in our organization. Therefore, the **24Slides Impact Ambassadors** help us learn about our colleagues' wants and needs when it comes to working in a meaningful company. This has successfully been tested with the Indonesian team and we hope to expand it into all our office locations in the following years.

This way, we aim to get a better understanding of what works as well as creating even **more transparency**

## Storytellers

We've started a program that encourages our team to write stories from within the company. As of now, it has allowed colleagues from **Indonesia, Denmark, and Peru** to make their voices heard on what they find exciting while practicing their English writing skills. This has quickly become one of our flagship programs, making us experience a good amount of engagement and the opportunity to show the many faces behind the slides. All storytellers' stories are featured on our blog.

Read our stories





# Our team in Ukraine has had a tough year

**Peace wins**  
**You are not alone!**  
**Humanity wins**

I don't have the right to question  
if our country, the whole world!  
24/7/24  
Knowing you is my prayer, all of you,  
I will stay. There are no words in  
this life. I'll be on my way to SERP  
USA, Serbia

*We are here for you.*  
*Sending lots of thoughts.*  
*Stay safe!*

**STAY STRONG**  
**STAY SAFE**

stay strong and believe  
that everything will end soon

**STOP WAR**

WE'RE STAYING TOGETHER NOW  
SO ARE YOU??

I am thinking about you everyday at the moment. It must be so tough to be forced to leave your home like that. But remember this will eventually make you stronger, and I believe the same thing will happen for the company! - Tobias

**Better times will come. You are always in my thoughts.**  
- Karo from Peru  
**Stay Strong**

**STAY SAFE, STAY STRONG**  
and never give up!  
that there will be a better day!  
I will be there!

**KEEP PUSHING AND STAY STRONG!!**

**WE'RE WITH YOU UKRAINE**

We need a movement with a goal  
You are the witness of change  
And to ourselves!  
We gotta take the power back

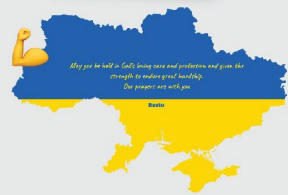
We wish everyone will be able to find a safe place.  
-Mira

**STAY STRONG**  
Sending lots of love your way, team. We stand with you

**STAY STRONG STAY SAFE**  
#westandwithukraine



There is not much we can do or say other than the fact that Ukraine is incredibly strong, and we're sending you lots of thoughts hoping it'll all be over soon.  
Take care and stay safe team.  
-Alisa



Stay just be safe in God's loving care and protection and from the strength in making good choices. Our prayers are with you.

Sending lots and lots and lots of love!  
**Stay Strong and Healthy.**

We will through this together  
**STAY SAFE STAY STRONG**

there will be a **Rainbow** after the **Storm**

**BETTER DAYS ARE COMING, STAY STRONG!**

**STAY SAFE! STAY STRONG! WE STAND WITH YOU!!**  
Danang

**Stay safe, stay strong**  
-Robert

**The Storm Will Pass**

**Stay Strong**  
#StandWithUkraine

I know I am not good on praying, yet I send my best pray for you to be soon be better

Keep strong like together, stay strong!  
-Luzardo

**Tough times never last, BUT TOUGH PEOPLE DO!**

**STAY SAFE!**  
SENDING YOU LOTS OF THOUGHTS AND VIRTUAL HUGS!

To support our  
**colleagues** and the  
**victims of the war,**  
we've:



Kept the **Ukrainian team** on the **payroll** no matter their ability to work or not

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**Assisted anyone** from the team who wished to relocate

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**Donated a month's profit** to the Danish Red Cross

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**Offered psychology** sessions for our colleagues affected by the war

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Granted our Head of Operations, Louise Nøhr, 4 weeks of paid leave to volunteer for the **Danish Red Cross**

As a **leader**, making the right decisions for the business is **always challenging**, but it becomes even harder when your **Product team** is caught in the midst of a war.



Reflections  
presented by  
**Robert**  
our **Head of Sales**

How to **prioritize supporting** our colleagues and ensuring their safety while also meeting the demands of our customers and maintaining our profitability? First, it was tough seeing the people you talk to and share daily now being victims of a situation they never asked for themselves. Second, none of us had any experience where our own people were victims of war or how long it would last. From the start, we only knew we should react fast and help them as we could - no questions asked. But, there was also a **responsibility toward the company**. If we did not think about how to sustain the business, we might end up risking almost **250 colleagues' jobs**. That's when the real challenge began, and I believe the culture we strive so hard to maintain played a key role in this.

I always say there is "**the easy way**" (what's easier for the leader and the business short-term) and "**the right way**," which might be costly at the moment and difficult to handle, but once it reaches your employees, the response makes all worth it. Whatever "**right**" looks like, we chose to honor our purpose by putting our people first.

Luckily, all offices responded to the situation and contributed wherever possible. But what struck me the most was that our Product team reached out to us only two weeks after the war started - even though all of them were on **paid leave** because of the war. They felt their jobs gave them back a sense of control over what was happening in their lives at such a hard time. Of course, we arranged their workload to what they could do under the difficulties they faced every day. We also **postponed many projects** initially scheduled for 2022. We still don't know the real business impact of this, but I know that making the decision to support our people is the best investment in the long run. Being in a company that does not dismiss employees because they're going through such adversities and tries to keep the team together makes me really proud. And I hope our colleagues felt the **support** and are **proud** as well.



Despite the war in Ukraine, we've been able to execute other impact activities during the year - all with the effort of supporting our purpose, **Empowering People in Emerging Markets**


# Giving back to Malang, Indonesia



## Ramadan

This Ramadan lasted the entire month of April, and, just like Christmas to the west, Ramadan is a time for **spiritual reflection, community bonding, and being grateful**. That's what inspired our team to spend two afternoons (the 20th and 21st of April) packing and handing out **meal packs to people in the streets**.



[Read more](#) 



## Match Giving

In November, a powerful earthquake hit Indonesia's Java island leaving many victims with injuries, no homes, and no stability. To offer assistance we collected donations among our colleagues in Indonesia and, as a company, we matched them all. Our donations were handed over to **YDSF**, an organization with a strong infrastructure of volunteers. This has contributed to help build emergency shelters and distribute them among **470 people in need**.



*"It was absolutely amazing to experience how our colleagues, customers, and extended network got together for the greater good"* - Holk, Head of CSR

#the24Walk

We also **initiated a global activity** inviting **our customers and network** to join!

#the24Walk is our **10 km** walkathon to collect funds **for children** on the Island of Nusa Penida. To maximize the impact, we decided to open #the24Walk to anyone who wanted to join and support a good cause. And boy, did they deliver!

Learn more about **#the24Walk**



And then there was the **2022 Global Challenge**. This was our **second time** around challenging our colleagues to be more active for a whole week, engaging everyone via daily updates and motivational quotes whilst running around in several locations sporting our **Global Challenge t-shirts**.



# A success out of the ordinary...

Putting together  
all our efforts,  
we did:

**9,992 km**  
by bicycling

**4,846 km**  
by walking/running

**608 hours**  
of workout

With a participation rate of **71%**, we can confidently say that the 2022 Global Challenge was a complete success. This meant **175 participants walking**, running, cycling, and exercising together to make a positive impact in the world. Once again, we saw many 24Sliders who stepped up to the challenge and gave their very best despite the physical demand it entailed.

*“It was empowering to see so many colleagues from all over the world participating in the challenge. It feels like I’m part of a bigger movement.”*

24Slider and 2022 Global Challenger

Learn more here





# Besides conquering km's, we also accomplished to support two charities with the funds raised from our **Global Challenge**.

## *Kharkiv Help, a Ukrainian charity run by volunteers.*

We impacted 60+ people with necessities crucial for survival. Kharkiv Help spent our donation on purchasing and distributing food to people in Izium and Kupiansk in Ukraine. They have been (and some still are) living in hot spots and, thus, have been isolated regarding getting food and medicines.

## *Nuevo Futuro, an orphanage based in Lima, Peru*

Our donation has impacted 22 children, all living in the orphanage. We have covered a lot of basic necessities, such as diapers and baby formula. Nuevo Futuro is depended on private donations to keep the orphanage going and we are happy to see how our efforts from the Global Challenge can have such an impact on baby orphans.





# Nuevo Futuro

## volunteering day

*December 2022*



## And to end the year on a high note, we made an effort to squeeze in some last events with the sole purpose of giving back to the community

**In Malang**, we had a Charity Market collecting funds for YPAC, a local charity **that brings education and specialized care to children with disabilities**. With our donation, we are supporting **the development of a prevocational and sensory class**. This was all led by 25 volunteers and lots of very generous sponsors.

*"We are so proud this year, successfully conducting a charity market to sell preloved stuffs we collected from our employees and teamed up with local partners (NGOs) in order to raise funds to support YPAC, a foundation for children with disabilities in Malang, Indonesia"*

- Bayu, CSR

**In Lima**, we spent a day with Nuevo Futuro, an orphanage hosting 22 children. We played and hosted different learning games which we hope gave them a good and memorable day.

*"We are excited and thrilled to be able to contribute to the orphanage once again. It is fulfilling to know how we contribute to the development of young children, by painting, playing, teaching colors, write letters, and do geometric figures"*

- Luzardo, CSR

**In Copenhagen**, we spent a month collecting warm clothes to help those who freeze during winter. Together with our network, we managed to collect XX kg of clothes for homeless people.

*"Knowing that clothes we no longer use will be given to homeless people makes me really happy. We've had winters so cold that warm clothing was crucial in order to survive if you lived in the streets. I'm therefore really happy we did it again this year"*

- Holk, Head of CSR



# Besides donations, we also spent some of 2022 giving back with our slides. And as it turns out, there are many ways to use slides for good

In July, we ran our SlideAid campaign. This was an open invitation to every NGO, non-profit organization, or project without commercial interests that needed help with their design work. We offered up to 20 free slides developed from scratch by our team of professional presentation designers.

By the end of the month, the final count was 360 slides (re)designed to the organizations and projects supported. The value of these slides was 9,338 USD, all which have been given freely to support various impactful projects.

Learn more about the  
campaign [here](#)



# We donated **0,81%** of our revenue to do good

In 2022, we donated via monetary donations, volunteering activities, in-kind, and pro-bono projects.

## Our contributions are split as follows:

**46%** to monetary charity donations

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**4%** to In-Kind donations

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**27%** to Pro-Bono activities

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**23%** to volunteering (hours)

*“We are proud of these numbers because we strive to always do better tomorrow than we did yesterday. Our purpose is not just a vision but a promise to everyone that works at 24Slides or is using our services. The results of our 2022 activities are highly dependent on our customers, whose loyalty makes us able to dream even bigger when it comes to having a positive impact in the world”.*

**- Tobias, CEO**

To further embody **our purpose**,  
we have also participated in  
different **conferences** and  
**educational sessions**

**5X**

External workshops  
and training

**1X**

Mentorship program for 5<sup>th</sup>-year students at  
Atma Jaya university



We also made an effort **to enable our colleagues** with even more skills, by offering a **broad range of courses** on our own **24Academy**

**234**

people taking courses

**578**

courses taken

One example is the **Personal Finance Course**, which we've highlighted globally throughout the year. 30,5% of our colleagues have completed the course, getting themselves ready for the future of budget planning and savings.

*"Personal development is the best investment we can make for ourselves. And what a fortune to be in a company that is aware and accommodates our hunger for growth"* - **Bryan, Designer Training Manager**



# 18 interns also joined our Malang office in 2022



**88.89%**

of them consider  
24Slides as an option  
for their future career

**31.25%**

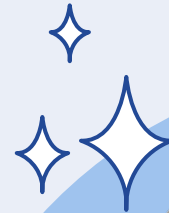
said they  
would definitely apply when  
we have recruitment for  
relevant positions

One of our 2022 interns  
has already landed a job  
with us and become a  
true 24Slider

*"We find it extremely rewarding to have interns and we know that by giving interns a positive start to their working life we are helping them grow roots of what they want to do for the rest of their lives. Being a 24Slides intern means being given a concrete skillset to offer as well as an experience in a company with high standards for how a workplace should function. We believe that this affects the future choices they make and therefore helps empower them."*

**Himawan**

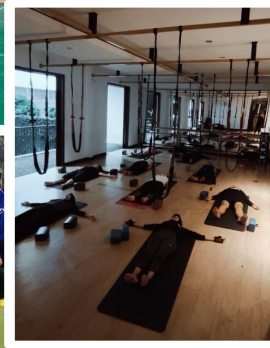
Talent Development





# A new activity was launched, 24Club.

In July 2022, 24Club was launched. With this club, we offer our colleagues a chance to do more sports. This is a program evolving from our colleagues' own wishes and we are happy to learn how the Indonesian office is becoming more aware of the benefits of physical exercise, continuously seeking out ways to get more healthy - together.



Gym

**112**  
attendees

Badminton

**98**  
attendees

Football

**77**  
attendees

Yoga

**19**  
attendees

Morning walk

**15**  
attendees

# We've opened a **new office**, this time in **Florida, US**

Read our story



**24Slides** has been growing its **customer base** in the **US significantly** faster than the rest of the world. Therefore, **opening an office in Florida** was always a question of timing.



# A new location has been found in Lima, Peru

After 3 years of working from home, due to Covid-19, we have finally found the perfect spot for our new Lima office: A spacious three-story house that feels more like a second home than an office.

Finding a place with room for quiet time in the library or playing games to take a mental break, including a nice garden for social BBQs, has been really important to us.

## 27 colleagues

*have spent the month of December making the office ready to feel and look like a proper 24Slides destination.*



# SOC 2 type 2

**24Slides** was successfully audited this year and now has a **SOC 2 Certification**, which indicates that an organization maintains a **high level of information security**. SOC 2 assesses the company's security, availability, processing integrity, confidentiality, and privacy.



# Anniversaries

## 10 Years

**Khairizal** Ghulam J

**Varief** Wandan Setyawan

**Danny** Agus Astrianto

**Yudha** Yanuar Akbar

**Nindya** Pratiwi

**Reno** Yuansyah Perdana

**Sartika** Indah Oktianti

## 8 Years

**Nugroho** Ade Trisnawan

**Bryan** Hendra Kusuma

**Anwar** Maarif

**Sheeta** Anavalis Tirayo

**Angger** Setyaki

**Feronika** Wulandari

## 5 Years

**Indah** Yuniarti

**Eduard** Pitoyo

**Kevin** Juan P

**Nadia** Tamara Ardianti

Dharu **Rida** Kresna Wati

**Rezzara** Putri Irdani

**Yasa** Febrianuswantoro

Purwantoro **Priyambudhi**

**Sheila** Aprilia

**Edy** Purnomo

**Achmad** Fahrudin

**Himawan** Prakosa

**Diah** Ayu Pusporini

**Oktavian** Catra Brihawan

**Tika** Kartika

**Yudha** Hadhil

**Robert** Glaesel

**Artem** Brezhnev



# 10 years of slides

**10 Years** of  
**24Slides**

10 years ago, in a 4-person office in Malang, Indonesia, a dream began: To become the #1 presentation design company that caters to businesses and **organizations all around the world.**

10 years later, our **4-person office** has become a worldwide company with almost **246 people in offices in 5 different countries.**

**246**  
people

**975,889**  
slides

**5**  
countries



Besides our  
**10 year anniversary**,  
we've also had lots of  
other **opportunities**  
for **celebrating**  
**in 2022**



# A new big office is arriving in Malang in 2023, but it is not without risks



**TOBIAS**  
Founder & CEO

No one prepares you for the challenges of a growing business.

As your team expands, so does the need for space - and this was one of my **biggest challenges in 2022**: Getting a place in Indonesia that could accommodate our growing team.

What might have been relatively easy in a developed city became a 1-year journey in Malang. A company like ours with over **200 members** is not usual in Indonesia, and neither is an office space that meets our quality standards.

When I started **24Slides**, I wanted an environment that could foster collaboration and make people feel comfortable and inspired. Somewhere fun you'd want to be in - modern and well-equipped. We had a cool office in Indonesia, but as we grew, there were no such workspaces where we could all fit in. It took a long search until we found a land large enough to visualize the office we dreamed of.

We were aiming at a **long-term commitment** on the land, and the idea of a **10-year lease contract came up**. A big risk - personally and financially. Mainly in a market like Indonesia, where you're expected to pay the full lease period upfront (I learned that on the go). Could we make this sustainable? Should we allocate the available funds to a different project? I don't know. But we've made the bet now. A scary decision, to say the least.

I could see the long-term benefits of a new place for our company culture. I also considered the future of **Malang as a business hub** - their **top talent** would surprise the world if given a chance. By stepping forward and showing the necessary infrastructure to support its potential, I hope we contribute to the global value the country will create in the next years.

**Comfortable workspaces** are not the norm in Indonesia. If we want to support our vision of **empowering people in emerging markets**, we need to provide a workspace where people can feel good, engage with their peers, and develop as individuals. It's a symbol of how well you take care of your employees. And hopefully, we can inspire others to do the same.

The whole team is looking forward to what this office will become (myself included). A well-calculated risk? Only time will tell.



What we wish  
**2023**  
will look like

**to We wish for 2023  
to be our best year ever**

Here's to a growing business, more colleagues onboard, new incredible customers, and ultimately being able to live up to our purpose of Empowering People in Emerging Markets.

# Our Values



We  
**Care**

We Are  
**Brave**

We are  
**Ambitious**

We **Trust**  
in Each  
Other

We keep  
**Growing**

# Stay updated



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