SEPTEMBER 2017

INVESTOR PRESENTATION

SYKES®

SAFE HARBOR

Certain statements made during the course of this presentation as it relates to SYKES' business and financial performance are forward-looking. It is important to note that actual results may differ materially from those projected in any such forward-looking statements. Factors that could cause actual results to differ from those projected are identified in the Company's press releases and filings with the SEC from time to time.

Non-GAAP Financial Measures

Non-GAAP income from continuing operations, non-GAAP operating margins, non-GAAP tax rate, non-GAAP income from continuing operations, net of taxes, per diluted share and non-GAAP income from continuing operations by segment are important indicators of performance as these non-GAAP financial measures assist readers in further understanding the Company's results from operations and how management evaluates and measures such performance. These non-GAAP indicators of performance are not measures of financial performance under U.S. Generally Accepted Accounting Principles ("GAAP") and should not be considered a substitute for measures determined in accordance with GAAP. Refer to the exhibits in the release for detailed reconciliations.

SYKES

SYKES' EVOLUTION ($MILLIONS)

IPO: 1996 at $18, split adj:$8

1977

- 1977– Founded by John Sykes as Engineering Staffing Firm
- 1992– Acquire Sterling, Colorado-based Jones Tech. to Enter Call Center Industry

1996

- Pioneer in leveraging rural delivery in the U.S.
- Target tech & comm. verticals to capitalize on PC and DSL penetration
- Enhance fulfillment capabilities to capitalize on e-Commerce end-to-end solution
- Bolt-on and hybrid strategic acquisitions totaling 12 to drive global scale in EMEA and differentiation
- Establish beachheads in healthcare and transportation verticals

2000

- Industry leader in leveraging offshore delivery capabilities (particularly Philippines & LATAM as opposed to just India) to diversify from tech and comm. verticals into financial services while lowering client concentration
- Divest non-core assets (SHPS, fulfillment & localization presence in U.S. 2000-2001)
- John Sykes retires in 2004; Chuck Sykes named CEO
- Further expansion of offshore delivery footprint in Latin America and EMEA to capitalize on globalization trends
- Continue accelerating growth through three bolt-on and strategic acquisitions (including KLA and Apex in 2005 & 2006)
- Break into wireless and retail banking market segments

2010

- Leverage financial strength to drive acquisition of ICT Group – vaults revenue base beyond $1 billion, adds new geos, strengthen existing verticals (FS & Telco) and broadens healthcare beachhead
- Invest in new delivery geographies for the EMEA region (Romania & Egypt)
- Complete strategic review and exit non-strategic geographies (Spain, Ireland, South Africa, Netherlands and Argentina) impacted severely by the 2007-2008 global recession and changes in the political landscape
- Impact from the recession manifesting in expiration of programs and dissolution of client relationships
- Strategic acquisition of best-of-breed and best-in-class virtual agent customer care provider Alpine Access; Qelp acquisition
- Acquisition of digital marketing & demand generation player Clearlink

Key Industry Trends & Drivers:

Demand Led Growth
- Tech cycle (PCs & Peripherals) lift off
- Dial-up and DSL penetration rates soar
- Some demand volume overflow
- First wave of customer care industry IPOs (SYKES, Teletech, Sitel, APAC, ICT Group, West, RMH, PRC, Telespectrum)
- Telemarketing takes-off
- Industry-wide rollup
- Three largest verticals: Communications, financial services and technology

Cost Reduction & Globalization
- Dot.com bubble implosion & 911
- Cost reduction & pricing pressure
- Introduction of Do Not Call List compounds price pressures
- Excess capacity in the U.S. & EMEA
- Some industry consolidation
- Rapid adoption of off-shoring to India & later Philippines & LATAM drives further outsourcing
- Global delivery model takes hold
- Rise & fall of niche offshore delivery players (PeopleSupport & eTelecare)
- Strong overall economic growth 2003-2008
- 2008 recession hits, demand subsides
- Product cycle disruption & smartphone penetration led by iPhone launch (2007)

Vendor Consolidation, New Delivery Models, Digital & Sales
- Telco (Broadband & Wireless) & Financial Services (Credit Cards & Mortgages); impacts from regulation of financial inst.
- Exit from non-strategic geos
- Excess capacity being rationalized in the U.S. as demand backdrop remains choppy
- Vendor consolidation address demand destruction and performance consistency
- Product cycle disruption iPad/PCs
- At Home platform gains traction
- Chat gains traction and social garners interest
- Cyclical vs. secular growth debate continues
- Digital channels and customer journey
- Digital marketing and demand generation converging with customer care

Data Table

Year	Revenues
1996	$117
2000	$604
2010	$1,122
2017E	$1,565

SYKES PROFILE

- Global BPO Focused on Comprehensive Customer Engagement Services
- Full Customer Lifecycle from Digital Marketing to Customer Support
- Brick & Mortar and At-Home Agent Delivery Capabilities
- Founded: 1977
- IPO: April 29, 1996; Two 3-for-2 splits (7-28-96 & 5-29-97)
- Locations: 21 countries
- 30+ languages
- 70+ global centers
- 51,400 seat capacity
- April 24, 2017: Signed Agreement to Acquire Customer Engagement Assets of Global 2000 Telecommunications Services Provider
- Public Listing: (NASDAQ GS: "SYKE")
- 2016 Revenues: $1,460 Million
- Healthy Balance Sheet

SYKES' INVESTMENT CASE

I. Overview

TECH + DATA TRENDS IMPACTING INDUSTRIES & COMPANIES GLOBALLY WITH IMPLICATIONS FOR CUSTOMER ENGAGEMENT STRATEGIES…..

Rapidly Changing Consumer Habits

Technology Adoption/Automation

Customer Lifetime Value

Channel Fragmentation

Network Effects

Transparency

Speed & Convenience

Shorter Product Cycles

Cost Pressures & Lower Switching Costs

Entry Barriers

Demographic Shifts & Labor Dynamics

Globalization

Security

Reputational Risk

Macro-economic Dislocation

Pace of Change Accelerating

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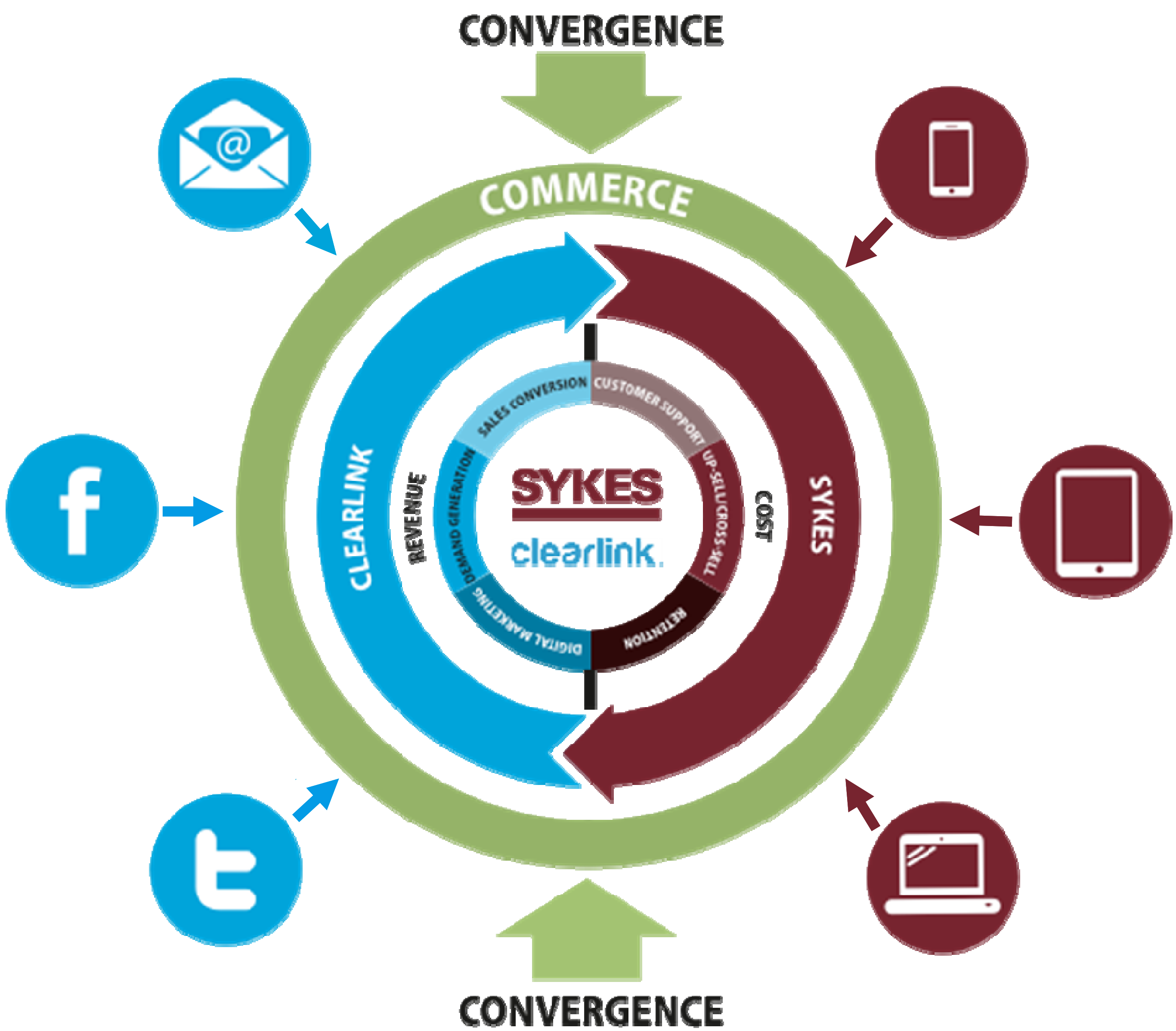
…LEADING TO A GRADUALLY SHIFTING SERVICE PARADIGM

Digital Customer Journey

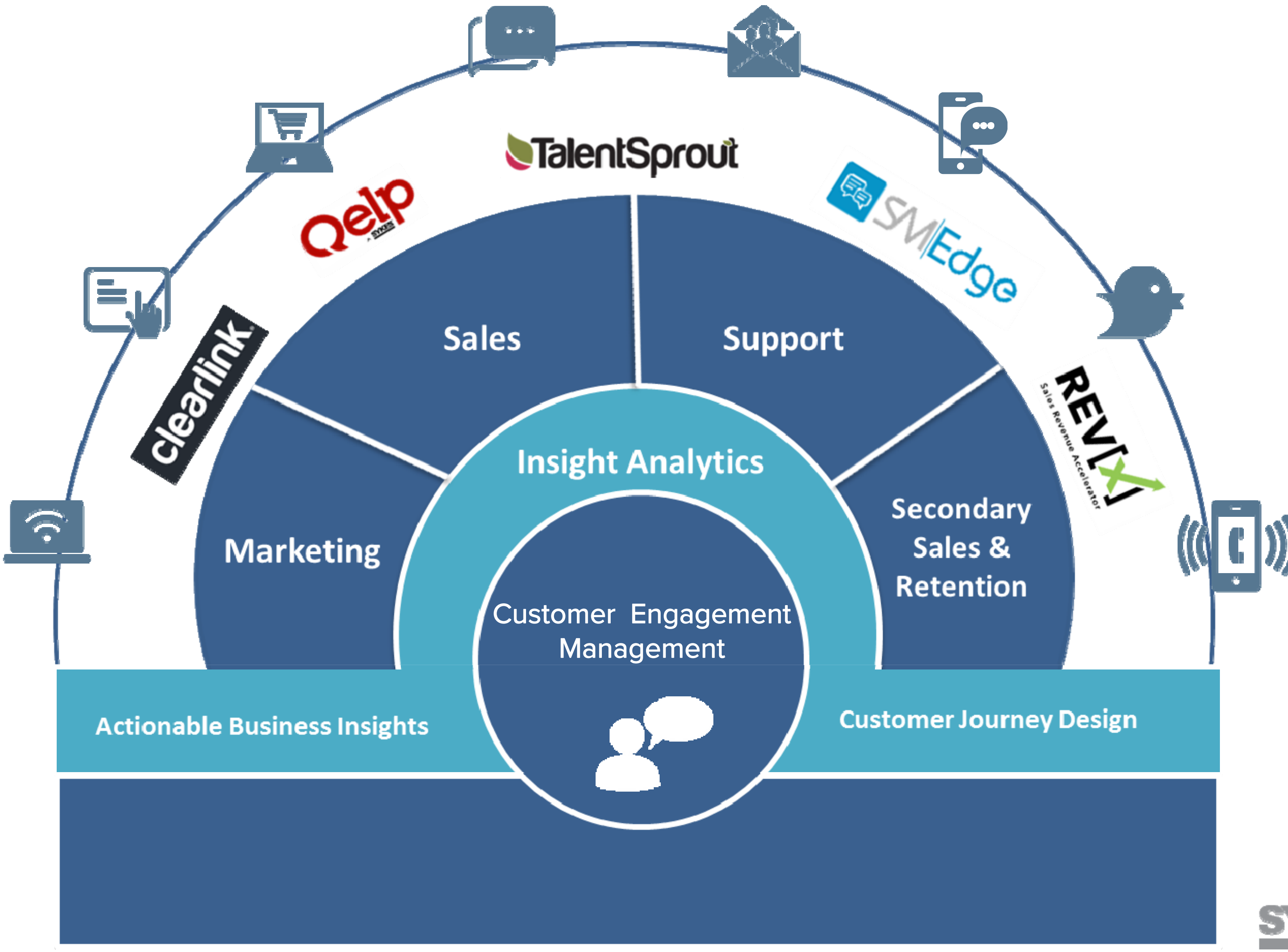
- Awareness
- Interest
- Consideration
- Intent
- Evaluation
- Purchase
- Loyalty



Technology

- Speed
- Proactive
- Real-Time
- Data
- Personalized
- Experience
- Measurement

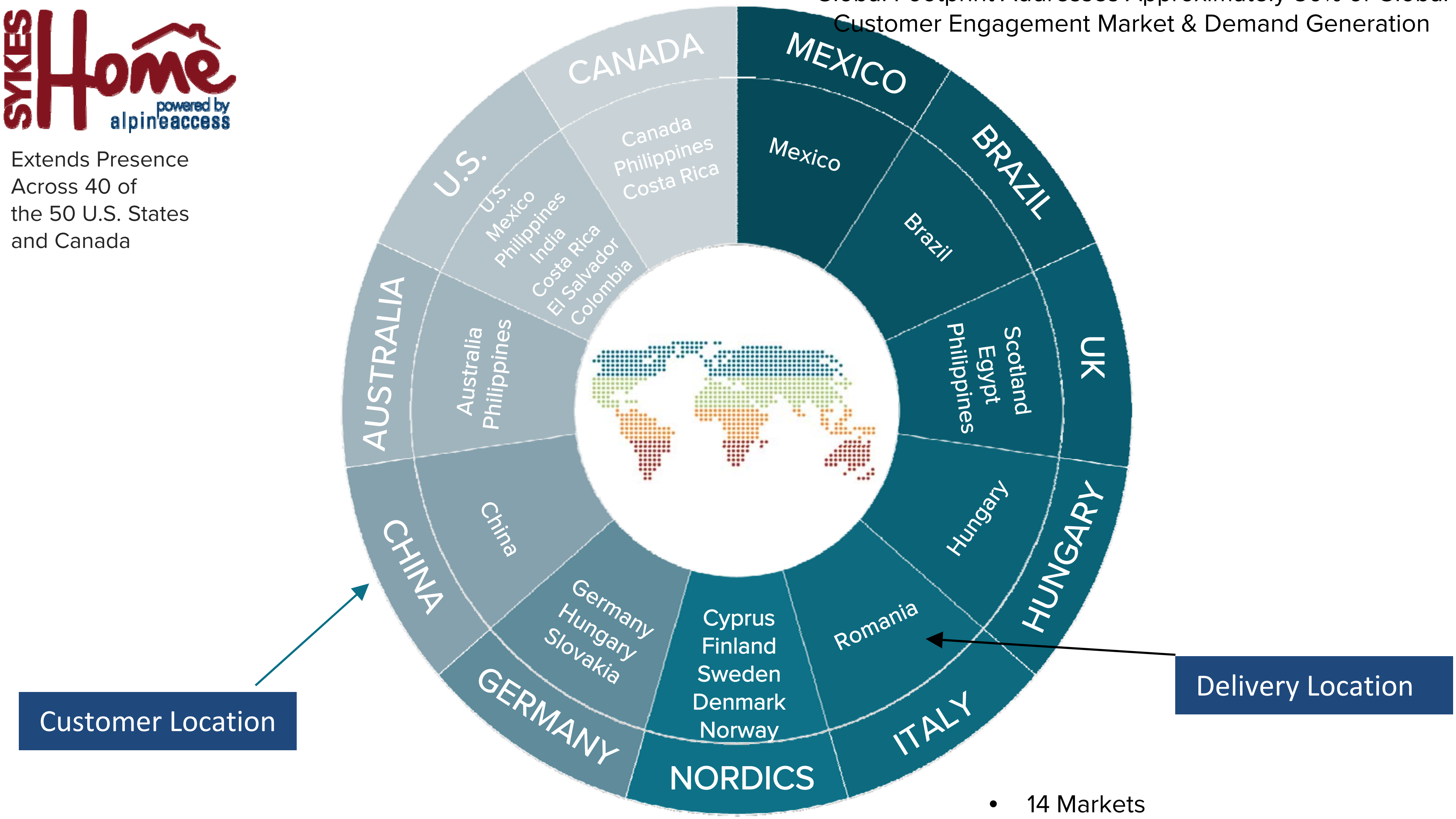
DIFFERENTIATED FULL LIFE-CYCLE OFFERINGS ADDRESS THE PARADIGM SHIFT



CORE DELIVERY STRATEGY TO CAPITALIZE ON THE ADDRESSABLE MARKET

Extends Presence Across 40 of the 50 U.S. States and Canada

Global Footprint Addresses Approximately 80% of Global Customer Engagement Market & Demand Generation



- 14 Markets
- 21 Delivery Geographies
- 15+ Years Experience in Nearshore and Offshore Models

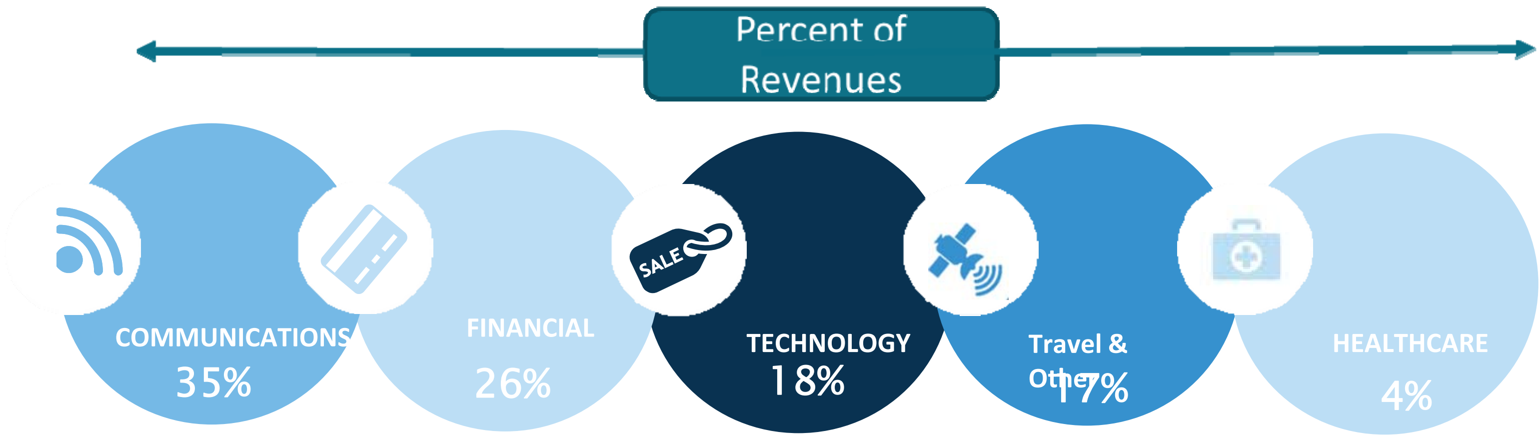
VALUE PROPOSITION & GO-TO-MARKET APPROACH

	Target Opportunity Profile
Average Deal Size Approx:	300 – 600 seats or ~$11 - $21 Million/Yr Amer.; 100 -200 seats or ~$5 - $9 Million/Yr EMEA or 50 seat initial pilots
Buyer	Vice President of Customer Care; Vice President of Marketing; Chief Customer Officer or Procurement
Sales Cycle	5-18 months (new client) 5-12 months (existing)
Go-To-Market Strategy	Sales efforts aligned by vertical or high customer lifetime value: relationship and RFP driven, support by lead generation
Sales Force Structure & Client Target	New Clients (Serviced by Direct Sales) Existing Clients (Serviced by Strategic Account Managers)
Selling Season	October – September
Contract Duration	Average - 3 year MSA; 3-Year SOW (with 60-90 termination for convenience)

Client Value Proposition

- Reap cost savings by turning fixed costs into variable costs
- Drive Revenues
- Clients can focus on core business while creating operating flexibility
- Leverage best of breed capabilities [call center a function for clients vs. a business for outsourcer]
- Leverage global Markets & delivery capability
- Reduce risk and accelerate speed-to-market and growth
- Customer service key differentiator
- Continued product line complexity
- Product cycle innovation disruption

VERTICAL MARKETS MIX



Sub-Verticals:

- Mobile
- Broadband
- Complex Networks

Sub-Verticals:

- Retail Banking
- Card Services
- Insurance/Brokerage
- Consumer Loans
- Lending Servicing

Sub-Verticals:

- Consumer Electronics
- PCs and Peripherals
- Software and Portals
- Enterprise Technology

Sub-Verticals:

- Education
- Retail
- Food & Restaurants
- Travel & Leisure
- Transportation
- Entertainment

Sub-Verticals:

- Healthcare Products & Devices
- Healthcare Insurance
- Pharmaceuticals

Top-10 (incl. Clearlink) Clients 49% of Revenues (Q2 2017) vs. 50% (Q2 2016); Largest Client (AT&T) approx.14.8% vs. 16.4%; Second largest client in financial services vertical, at approximately 6.6% of revenues in Q2'17 vs. 6.7% Q2'16

Delivery Channel		Revenues		Pricing Model
Voice	91%		40%	Time & Material
Email	7%		30%	Per Minute
Chat	2%		30%	Per Transaction

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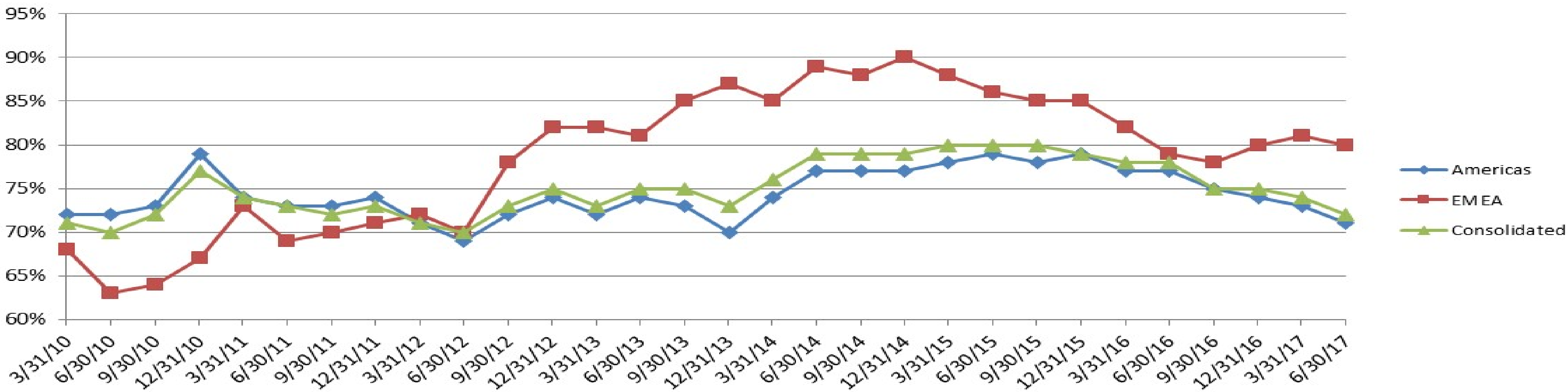
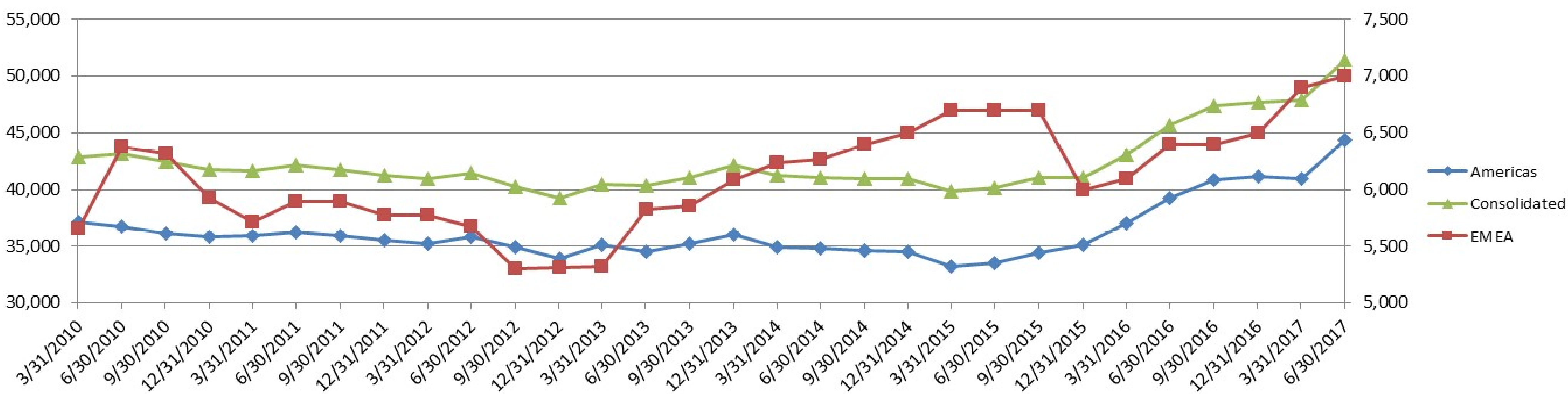
CAPACITY UTILIZATION*

Capacity Utilization Rate



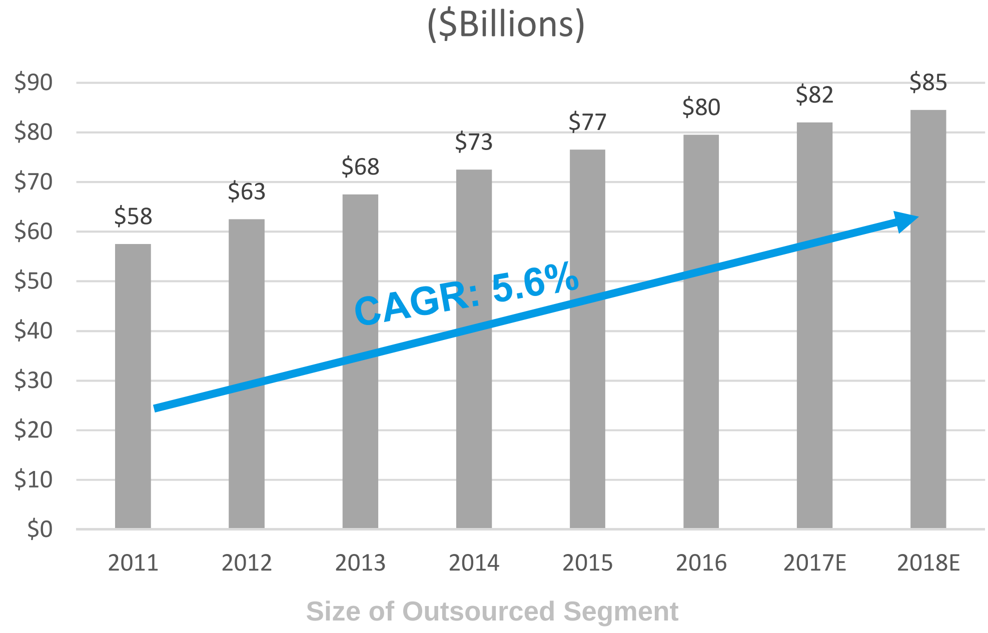
Capacity

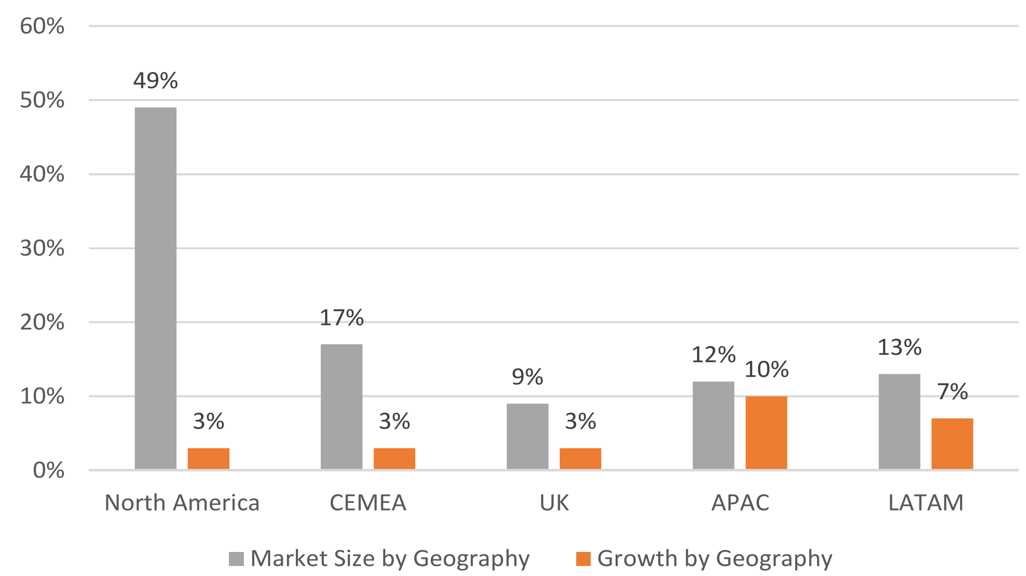


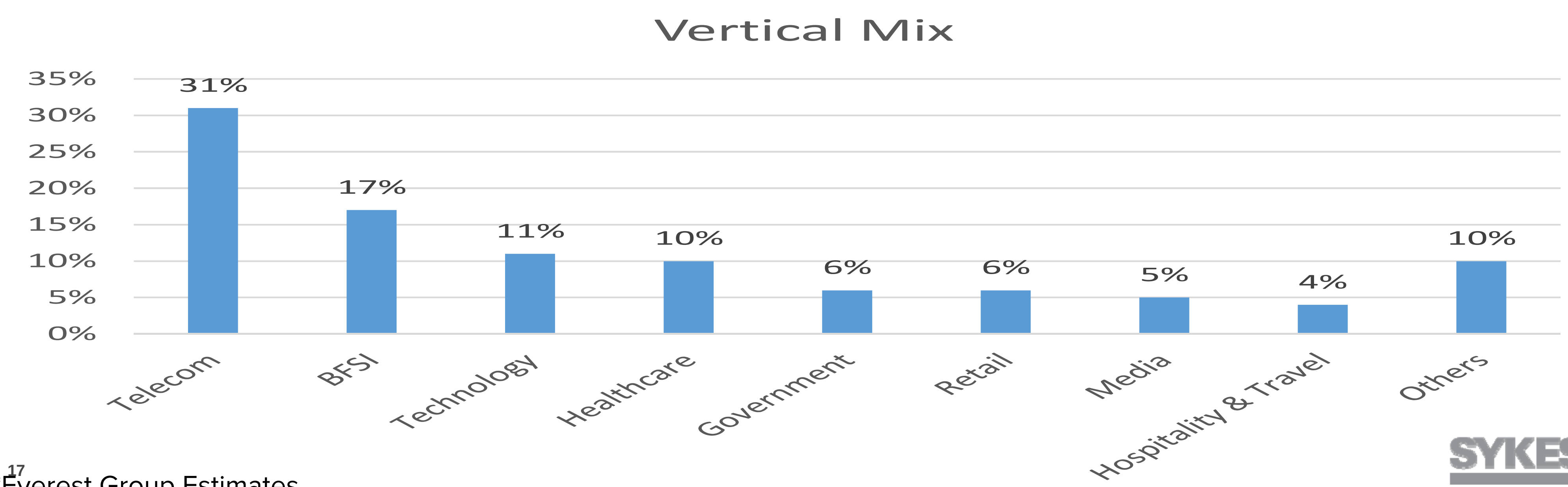
*Americas seat capacity and utilization rate include near shore and offshore data.

II. INDUSTRY OVERVIEW & TRENDS

*CUSTOMER ENGAGEMENT INDUSTRY (20% OUTSOURCED)…







*Everest Group Estimates

SOLID COMPETITIVE POSITION

…in a Highly Fragmented Industry

		Revenues 2016 ($ in Millions)	2016 Market Share of Outsourced Market
1	Teleperformance*	$4,050	5%
2	Convergys	$2,914	4%
4	Alorica	$1,800E	2%
3	Atento	$1,757	2%
5	Concentrix	$1,588	2%
6	Sitel	$1,500E	2%
7	Sykes Enterprises, Inc.	$1,460	2%
8	Teletech	$1,275	2%
9	Transcom*	$651	1%
10	Startek	$307	0%
		$17,302	22%

E = Estimate.

Teleperformance reports 65 countries, which includes TLS offices.

*Revenues in $ converted at 1 Euro = $1.11

Groupe Acticall closed the Sitel acqusition in Sept. 21, 2015

Concentrix's data is on a fiscal year, which ends in Nov.

Top - 10 Market Share of Outsourced Portion	22%
2016 estimated outsourced market by Everest Group	$80,000

Source: Everest Group

BROAD CUSTOMER ENGAGEMENT INDUSTRY TRENDS…

Cost Reduction/ KPI/NPS	R	Effortless Customer Experience & Sales
Time & Materials & Per Minute Pricing	R	Per Transaction/ Outcome Based Pricing
Multiple Vendors	R	Vendor Consolidation
Voice & Email	R/B	Self Help/Bots, Chat & Social Media
Multi-Channel 	R/B	Omni Channel

R = Reality B = Buzzword

CURRENT HEALTH OF THE CUSTOMER ENGAGEMENT MARKET

	Capacity Imbalance	Demand	Pricing	Vendor Consolidation	Overall Labor Market Dynamics	Employee Turnover & Wage Inflation	Currency Trends
North America	◐	●	◐	●	○	○	●
EMEA	◐	●	◐	●	◐	◐	●
Offshore	◐	●	◐	●	◐	◐	●

Positive Trend: ● Neutral: ◐ Negative Trend: ○

COMPETITIVE DIFFERENTIATION

Differentiated end-to-end (full life-cycle) service platform from digital marketing, demand generation & sales conversion to support

Digital self-service & live agent chat, email, social media and voice support

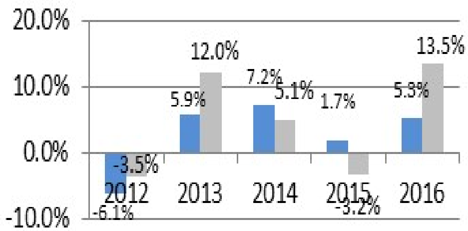
Best-of-breed at-home & B&M onshore, nearshore & offshore delivery

Healthy Operating & Financial Risk Profile

III. GROWTH STRATEGY

GROWTH & OP. MARGIN EXPANSION STRATEGY*

Profile

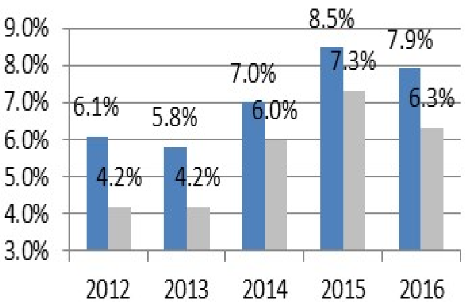


Revenue Growth

- Demand Drivers: Econ. Growth, Market Changes, In-house to Outsource, Vendor Consolidation & Regulatory Changes
- Leverage Clearlink, Qelp & Alpine Access Strategically
- Expansion with Existing & New Clients
- Target Communications, Financial Svcs, Tech., Healthcare & Retail Verticals
- Target New Markets & Delivery Geographies

Long-Term Objective

4% - 6%



Operating Margin Expansion Levers

- Drive Agent and Facility Utilization
- Rationalize Underutilized Capacity Where Possible
- Optimize Cost Structure
- Leverage G&A through Revenue Scale
- Value Add and Process Re-engineering (Analytics, CID, etc.)

8% - 10%

Acquisitions

- Complement and Enhance Core Business
  - Strengthen Existing Verticals
  - Add New Service Offerings, Processes or New Markets
- Accelerate Business Strategy & Drive Differentiation, Accretion & ROIC Above Cost of Capital

Tuck-ins & Platform

*Revenue growth is on a like-for-like basis and operating margins are Non-GAAP – reconciliation provided on the SYKES website

**Grey=GAAP Blue= Non-GAAP

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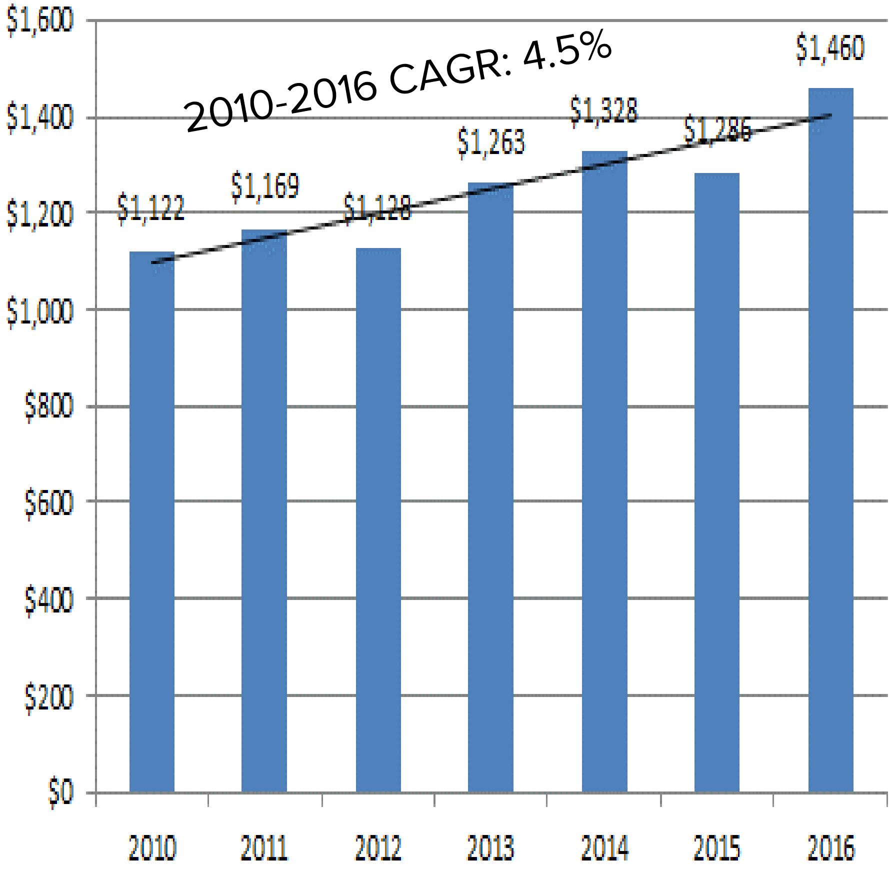
IV. HISTORICAL FINANCIALS

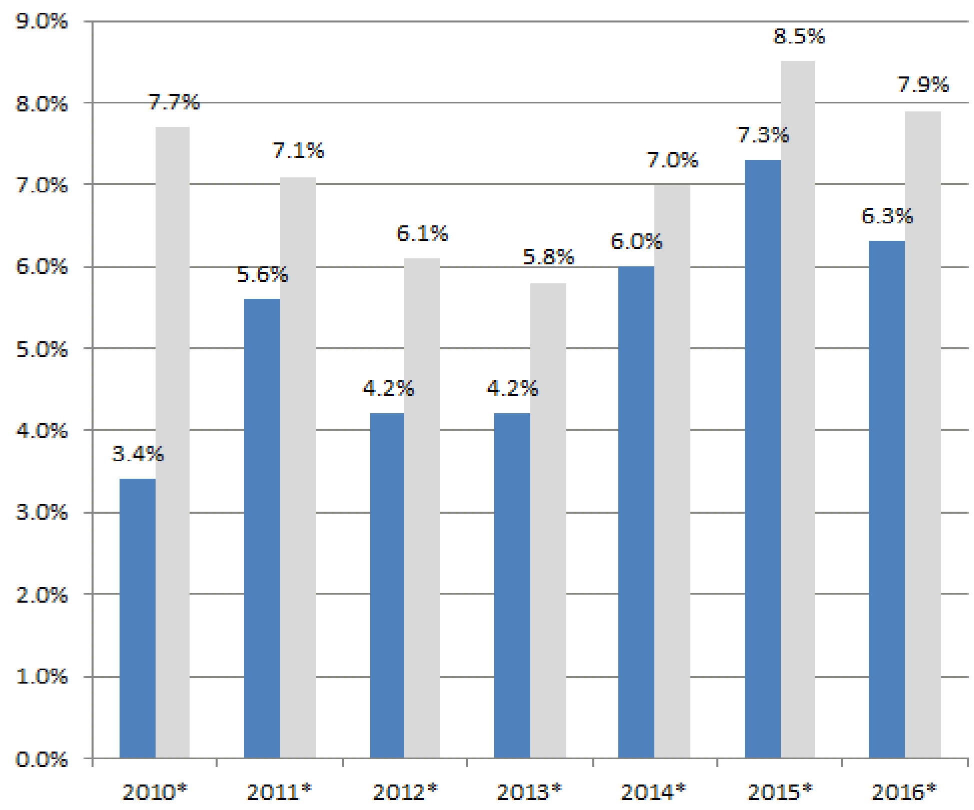
REVENUE PROFILE
($ IN MILLIONS)



- SYKES closes ICT Group acquisition Feb. 2010
- Econ. downturn begins to impact SYKES' client portfolio in '10
- SYKES exits certain non-strategic geos. (Ireland, South Africa, Spain, Argentina & Netherlands in 2011 & 2012)
- SYKES acquires Alpine Access in 2012
- Organic growth engine restored in 2013
- Communications & technology verticals drive growth in 2014
- F/X headwind & telco program exit impact '15 growth, which was driven by tech, health & retail verticals partially offset by telco drag; FS vertical growth rebounds in Q3'15
- 2016 growth broadbased - fueled by FS, communications, tech, health-care, travel and other; growth impacted by rapid ramps and staffing challenges

--2010 excludes $41.0 million of revenues from the month of January from ICT as the acquisition was closed in February 2010.
--Excludes divested revenues from Spain and Argentina.
--2012 includes partial revenues from Alpine Access of $40.6 million.
--2015 f/x headwind was $67.0 million.
--2016 revenues include 9-months of Clearlink revenues and exit of Canadian communications client.

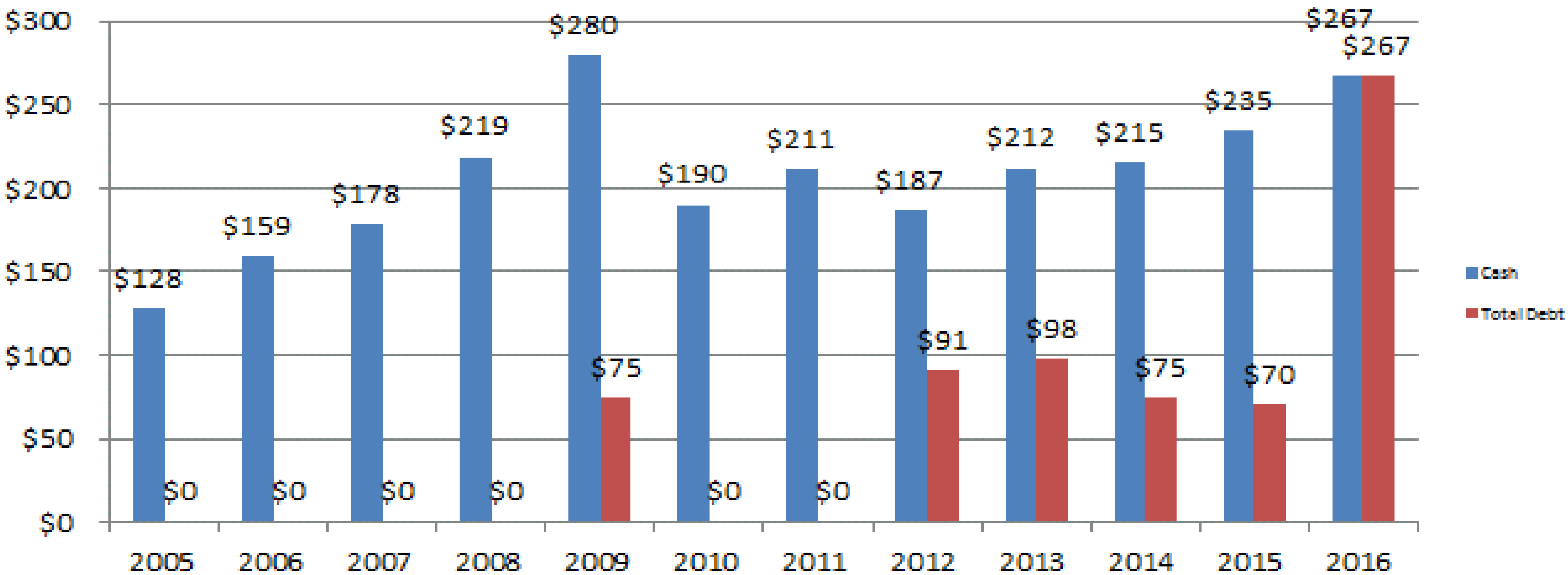
OPERATING MARGIN PROFILE
($ IN MILLIONS)



- SYKES closes ICT Group acquisition Feb. 2010
- Econ. downturn begins to impact SYKES' client portfolio in '10
- SYKES exits non-core geographies
- SYKES acquires Alpine Access in 2012
- Heavy ramp costs & capacity investments impact margins in 2013 – organic & CC growth of 5.9%, first in 3 yrs
- Revenue growth, increased agent productivity and expense leverage drive operating margins in 2014
- Revenue growth & increased agent productivity drive operating margins in 2015 despite growth drag from telco vertical and investments for the FS vertical
- Heavy capacity addition, over delivery of volume, program shifts and steep ramp curve to accommodate revenue growth – particularly in the U.S. – create staffing challenges and impact operating margins in 2016

*Data in blue are GAAP and in grey are Non-GAAP. Non-GAAP Operating Margins: See reconciliation under the "Investor Relations/Press Releases" section of Sykes Enterprises, Inc.'s website.
2016 – SYKES closes Clearlink acquisition in April 2016 – GAAP margins reflect merger and integration costs and acquisition-related depreciation and amortization of property and equipment and purchased intangibles

BALANCE SHEET & LEVERAGE
($ IN MILLIONS)



Repurchased Shares									
34K @ $14.83	224K @ $13.72 – $14.75	300K @ $16.92 – $17.60	3.3 million @ $12.46 – $18.53	0.5 million @ $13.85 – $15.00	0.3 million @ $15.61 – $16.99	0.6 million @ $19.92	0.9 million @ $22.81– $25.00	0.4 million @ $27.81– $30.00	

*The Company paid off a total of $160 million (including the $75 million Bermuda loan in 2009) in debt in 2010 related to the ICT acquisition
**August 19, 2011, Board of Directors authorized a new 5 million share buyback – approx. 0.1 million shares remaining
***The increase in debt 2016 is related to the Clearlink acquisition.
****5 million additional share repurchase authorized May 2, 2016; 4.7 million shares remain to be repurchased.

Q3 & YEAR-END 2017 OUTLOOK

Q3 – 2017

- Revenues in the range of $397.0 million to $402.0 million
- Effective tax rate of approximately 14.0%; **on a non-GAAP basis, an effective tax rate of approximately 21.0%
- Fully diluted share count of approximately 42.0 million
- Diluted earnings per share of approximately $0.33 to $0.36
- **Non-GAAP diluted earnings per share in the range of $0.42 to $0.45
- Capital expenditures in the range of $15.0 million to $18.0 million
-

Year – End 2017

- Revenues in the range of $1,560.0 million to $1,570.0 million
- Effective tax rate of approximately 22.0%; **on a non-GAAP basis, an effective tax rate of approximately 26.0%
- Fully diluted share count of approximately 42.1 million
- Diluted earnings per share of approximately $1.35 to $1.41
- **Non-GAAP diluted earnings per share in the range of $1.77 to $1.83
- Capital expenditures in the range of $55.0 million to $65.0 million

**See reconciliation at the end of the presentation and on SYKES' "Investor Relations" section of the website.

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KEY PRIORITIES

Execute on the Growth Engine & Sustain Strong Margins

- 4% - 6% Targeted Revenue Growth; 8% - 10% NON-GAAP Operating Margin

Optimize Seat Capacity

- Increase Total Capacity Utilization to 85%+ through Rev. Growth

Strengthen Platform & Vertical Domain

- To Drive Differentiation (ex: Clearlink, Qelp & Alpine) & Expand Market Opportunity

Leverage Alpine's Platform Internationally

- Alpine's Value and Operational Proposition Beyond North Amer. to Sustain Int'l Growth & Flexibility

V. APPENDIX

Q2 2017 VS. Q2 2016 FINANCIAL HIGHLIGHTS*
($ IN MILLIONS)

	Consolidated			Americas			EMEA		
Revenue	Up 3.0% or $11.0	↑	$375.4	Up 3.2% or $9.7	↑	$314.9	Up 2.3% or $1.4	↑	$60.5
Operating Income**	Dn 15.8% or $2.1	↓	$11.3	Dn 15.1% or $4.6	↓	$26.1	Dn 25.3% or $0.7	↓	$2.2

*Q2 2017 revenue growth was 3.0%; constant currency consolidated revenue growth was 5.0% (see Slide 37 for reconciliation)

Americas

- The Americas' reported revenue growth was 3.2%. Constant currency growth was 4.1% comparably, with the increased demand driven by new client wins as well as existing and new program expansion across the financial services, technology, transportation and leisure, and other verticals, more than offsetting the impact of lower demand from the communications and healthcare verticals (see Slide 37 for reconciliation)
- The Americas income from operations for the second quarter of 2017 decreased 15.1% to $26.1 million, with an operating margin of 8.3% versus 10.1% in the comparable quarter last year. The second quarter 2017 Americas' operating margin reflects the impact of a $4.2 million impairment charge, or 1.3% of Americas revenues, related to capacity rationalization driven largely by the recently acquired customer engagement assets from a Global 2000 telecommunications services provider. On a non-GAAP basis, the Americas operating margin was 11.3% versus 11.9% in the comparable quarter last year, with the decrease due partially to sub-optimized revenues from the acquired customer engagement assets and previously-discussed operational inefficiencies (see Slide 34 for reconciliation)

EMEA

- EMEA revenue growth increased 2.3%. On a constant currency basis, EMEA revenues increased 9.4% on a comparable basis driven by new client wins as well as existing and new program expansion principally within the technology and communications verticals (see Slide 37 for reconciliation)
- The EMEA region's income from operations for the second quarter of 2017 decreased 25.3% to $2.2 million, with an operating margin of 3.6% versus 4.9% in the comparable quarter last year. On a non-GAAP basis, the operating margin decreased to 4.5% from 5.5% in the year-ago period due to the calendar shift in Easter holiday, coupled with lower agent productivity and facilities-related investments (see Slide 34 for reconciliation)

Other

- Other loss from operations, which includes primarily corporate as well as some other costs, decreased to $17.0 million, or 4.5% of revenues in the second quarter of 2017, compared to $20.2 million, or 5.5% of revenues in the prior year period, which included transaction and integration costs related to the acquisition of Clearlink, which closed April 1, 2016. On a non-GAAP basis, Other loss from operations decreased to 4.4% of revenues from 4.7% in the year-ago period due to lower performance-based compensation (see Slide 34 for reconciliation)

**Operating income data is GAAP; see non-GAAP reconciliation in subsequent slides.

BALANCE SHEET

($ in Millions, except per share amounts)

	Q2 2017	2016	2015	2014
BALANCE SHEET				
Cash value per share+	$7.19	$6.31	$5.55	$5.03
Cash and cash equivalents*	$301.5	$266.7	$235.4	$215.1
Net working capital **	$215.7	$192.3	$202.6	$201.3
Total Assets	$1,260.6	$1,236.4	$947.8	$944.5
Total Debt	$267.0	$267.0	$70.0	$75.0
Shareholders' equity	$770.2	$724.5	$678.7	$658.2
Book value per share	$18.37	$17.15	$16.01	$15.38
Net tangible book value per share	$8.55	$7.24	$10.19	$9.43
CASH FLOW (Year-to-latest Qtr. End)				
Cash from operating activities	$71.6	$130.7	$120.5	$94.3
Capital expenditures	(35.9)	(78.3)	(50.0)	(44.7)
Free cash flow	$35.7	$52.4	$70.5	$49.6
DSOs	**74**	**74**	**76**	**76**
Net working capital % of revenues	14%	13%	16%	15%

* Per 10-K & 10-Qs.
** Net working capital excludes cash & cash equivalents, restricted cash, deferred grants held for sale and deferred revenues.
+*Approximately 91.2% of Q2 2017's cash balance was international.

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NON-GAAP RECONCILIATION Q2 2017 FIANCIAL STATEMENT
($ IN THOUSANDS)

	Three Months Ended		
	June 30, 2017	June 30, 2016	March 31, 2017
GAAP income from operations	$ 11,290	$ 13,402	$ 26,014
Adjustments:			
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	5,839	5,866	5,830
Merger & integration costs	388	2,963	-
(Gain) loss on contingent consideration	(268)	-	(433)
Other	4,411	-	417
Non-GAAP income from operations	$ 21,660	$ 22,231	$ 31,828

	Three Months Ended		
	June 30, 2017	June 30, 2016	March 31, 2017
GAAP net income	$ 8,845	$ 9,138	$ 18,712
Adjustments:			
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	5,839	5,866	5,830
Merger & integration costs	388	2,963	-
(Gain) loss on contingent consideration	(268)	-	(433)
Other	4,445	296	450
Tax effect of the adjustments	(3,849)	(3,307)	(2,097)
Non-GAAP net income	$ 15,400	$ 14,956	$ 22,462

	Three Months Ended		
	June 30, 2017	June 30, 2016	March 31, 2017
GAAP net income, per diluted share	$ 0.21	$ 0.22	$ 0.45
Adjustments:			
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	0.14	0.14	0.14
Merger & integration costs	0.01	0.07	-
(Gain) loss on contingent consideration	(0.01)	-	(0.01)
Other	0.11	0.01	0.01
Tax effect of the adjustments	(0.09)	(0.08)	(0.05)
Non-GAAP net income, per diluted share	$ 0.37	$ 0.36	$ 0.54

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NON-GAAP RECONCILIATION Q2 2017 FIANCIAL STATEMENT SEGMENTS
($ IN THOUSANDS)

	Americas		EMEA		Other [1]	
	Three Months Ended		Three Months Ended		Three Months Ended	
	June 30, 2017	June 30, 2016	June 30, 2017	June 30, 2016	June 30, 2017	June 30, 2016
GAAP income (loss) from operations	$ 26,089	$ 30,725	$ 2,163	$ 2,896	$ (16,962)	$ (20,219)
Adjustments:						
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	5,492	5,510	347	356	-	-
Merger & integration costs	-	29	-	-	388	2,934
(Gain) loss on contingent consideration	(268)	-	-	-	-	-
Other	4,189	-	222	-	-	-
Non-GAAP income (loss) from operations	$ 35,502	$ 36,264	$ 2,732	$ 3,252	$ (16,574)	$ (17,285)

	Americas		EMEA		Other [1]	
	Three Months Ended		Three Months Ended		Three Months Ended	
	June 30, 2017	March 31, 2017	June 30, 2017	March 31, 2017	June 30, 2017	March 31, 2017
GAAP income (loss) from operations	$ 26,089	$ 37,933	$ 2,163	$ 5,580	$ (16,962)	$ (17,499)
Adjustments:						
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	5,492	5,493	347	337	-	-
Merger & integration costs	-	-	-	-	388	-
(Gain) loss on contingent consideration	(268)	(433)	-	-	-	-
Other	4,189	202	222	215	-	-
Non-GAAP income (loss) from operations	$ 35,502	$ 43,195	$ 2,732	$ 6,132	$ (16,574)	$ (17,499)

[1] Other includes corporate and other costs.

SYKES

RECONCILIATION OF BUSINESS OUTLOOK EARNINGS PER SHARE

	Business Outlook Third Quarter 2017
GAAP net income, per diluted share	$0.33 - $0.36
Adjustments:	
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	0.14
Merger & integration costs	-
(Gain) loss on contingent consideration	-
Other	-
Tax effect of the adjustments	(0.05)
Non-GAAP net income, per diluted share	$0.42 - $0.45

	Business Outlook Full Year 2017
GAAP net income, per diluted share	$1.35 - $1.41
Adjustments:	
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	0.55
Merger & integration costs	0.01
(Gain) loss on contingent consideration	(0.02)
Other	0.12
Tax effect of the adjustments	(0.24)
Non-GAAP net income, per diluted share	$1.77 - $1.83

RECONCILIATION OF BUSINESS OUTLOOK TAX RATES

	Three Months Ended	
	June 30, 2017	June 30, 2016
GAAP tax rate	15%	30%
Adjustments:		
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	6%	2%
Merger & integration costs	0%	1%
(Gain) loss on contingent consideration	0%	0%
Other	5%	0%
Non-GAAP tax rate	26%	33%

	Three Months Ended	Year Ended
	September 30, 2017	December 31, 2017
GAAP tax rate	14%	22%
Adjustments:		
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	7%	3%
Merger & integration costs	0%	0%
(Gain) loss on contingent consideration	0%	0%
Other	0%	1%
Non-GAAP tax rate	21%	26%

SYKES

RECONCILIATION OF REVENUE GROWTH

	Three Months Ended June 30, 2017 vs. June 30, 2016 (2)			
	Americas	EMEA	Other (3)	Consolidated
GAAP revenue growth	3.2%	2.3%	-30.8%	3.0%
Adjustments:				
Foreign currency impact (1)	0.9%	7.1%	0.0%	2.0%
Non-GAAP constant currency organic revenue growth	4.1%	9.4%	-30.8%	5.0%

	Three Months Ended June 30, 2017 vs. March 31, 2017 (2)		
	Americas	EMEA	Other (3)
GAAP revenue growth	-1.9%	-4.0%	68.8%
Adjustments:			
Foreign currency impact (1)	0.1%	-2.2%	0.0%
Non-GAAP constant currency organic revenue growth	-1.8%	-6.2%	68.8%

(1) Foreign exchange fluctuations are calculated on a constant currency basis by translating the current period reported amounts using the prior period foreign exchange rate for each underlying currency.

(2) Represents the period-over-period growth rate.

(3) Other includes corporate and other costs.

STRATEGIC ACQUISITION TO DRIVE DIFFERENTIATION & VALUE CREATION

CLEARLINK STRATEGIC PROFILE ON ACQUISITION DATE

CLEARLINK HIGHLIGHTS

--Founded in Utah: 2003

--Digital Marketing & Demand Generation

--Employees:1,300+ (2 Engagement Centers)

--Industries: Comm., Insurance & Others

--2016 Revenues: ~$123.3 Million (9 mos.)

ACQUISITION RATIONALE & DEAL ECONOMICS

--Expand Suite of Scalable Service Offerings

--Broaden Addressable Market Opportunity

--Create More Entry Points into New Client

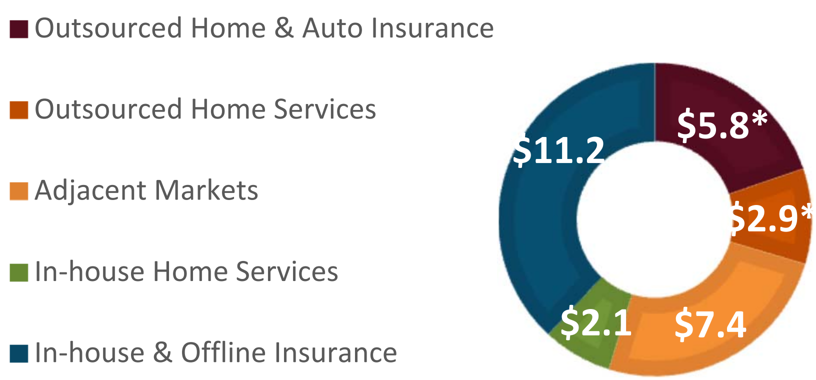
--Cash Consideration: $207.9 Mil. (Util. Credit Facility)

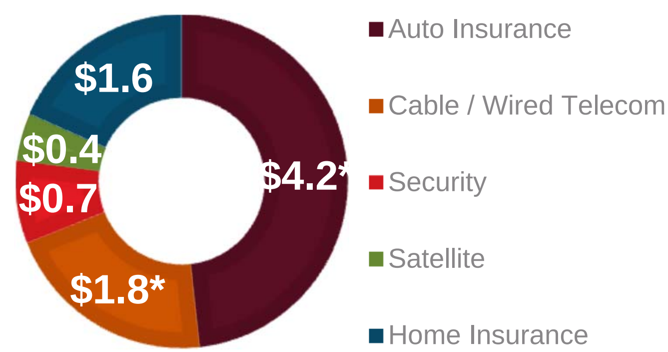
SIZING THE DIGITAL MARKETING & DEMAND GENERATION (DM & DG) OPPORTUNITY IN THE U.S.

Addressable Home Svcs & Insurance (HS&I) Market to Grow ~6%:2014-'18
Target Segments (HS&I on-line channel) to Grow ~10% from '14-'18
--HS On-line Penetration: from ~20% in '14 to ~25% by '18; Insurance On-line: from ~3% to ~5%

DM & DG Outsourcing Drivers:

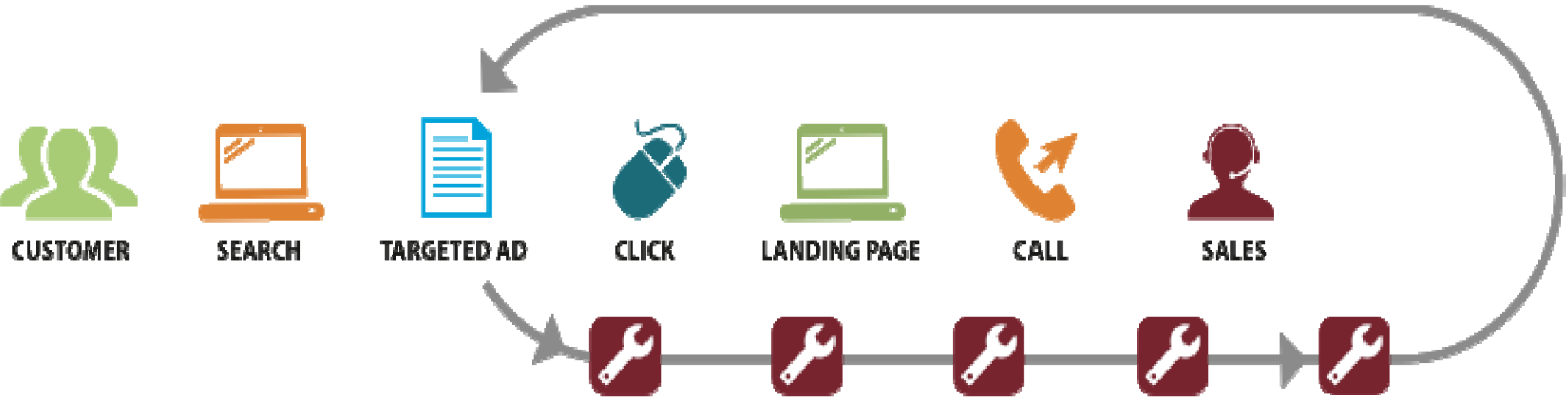
- Channel Expertise
- More Cost Effective
- Agile & Innovative
- Additional Capabilities
- Increase Access to New Markets





*Target market size relative to addressable market.

BUSINESS MODEL IN ACTION



Go-To-Market
Buyer: Chief Marketing Officer or VP, Mktg
Sales Cycle: ~ 5 months
Sales Model: Direct Sales
Typical Pilot: 50 Seats
Contract Structure: Evergreen
Revenue Generation: Outcome Based

DMP
Dynamically serve content/offer based on customer data when available.

USER DATA
Collect device type, browser, OS, IP, Pages Viewed, etc.

ONLINE CHAT
Overcome on-site obstacles.

DYNAMIC IVR
Optimized IVR based on data gathered.

PERSONALITY MATCHING
Real-time data dip to match customers to reps with similar interests.

ANALYSIS & OPTIMIZATION
Leverage data to optimize each step of the segmentation process.

FUTURE STATE OF OPPORTUNITY