FEBRUARY 2018

INVESTOR PRESENTATION

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 an engineering staffing firm
• 1992: Acquire Sterling, Colorado-based Jones Tech to enter call center industry

Key Industry Trends & Drivers

Data Table	
Year	Revenues
1996	$117
2000	$604
2010	$1,122
2017	$1,586

1996

• Pioneer in leveraging rural delivery in the U.S.
• Target Tech and 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

Key Industry Trends & Drivers

• Tech cycle (PCs and 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

2000

• Industry leader in leveraging offshore delivery capabilities (particularly Philippines and 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 and 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 and 2006)
• Break into Wireless and Retail Banking market segments

Cost Reduction & Globalization

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

2010

• Leverage financial strength to drive acquisition of ICT Group, vaults revenue base beyond $1 billion, adds new geos, strengthen existing verticals (FS and Telco) and broadens healthcare beachhead
• Invest in new delivery geographies for the EMEA region (Romania and 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 and demand generation player Clearlink

Vendor Consolidation, New Delivery Models, Digital & Sales

• Telco (Broadband and Wireless) and Financial Services (Credit Cards and Mortgages); impacts from regulation of financial institutions
• 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 converge with care

SYKES PROFILE

- Multi-Channel Demand Generation and Global Customer Engagement Services Provider
- 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
- 52,600 seat capacity
- April 24, 2017: Signed Agreement to Acquire Customer Engagement Assets of Global 2000 Telecommunications Services Provider
- Public Listing: (NASDAQ GS: “SYKE”)
- 2017 Revenues: $1,586 Million
- Healthy Balance Sheet

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SYKES' INVESTMENT CASE

AGENDA

I. Overview

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

Rapidly Changing Consumer Habits

Technology Adoption/Automation

Cost Pressures & Lower Switching Costs

Customer Lifetime Value

Network Effects

Globalization

Security

Macro-Economic Dislocation

Channel Fragmentation

Transparency

Speed & Convenience

Shorter Product Cycles

Entry Barriers

Reputational Risk

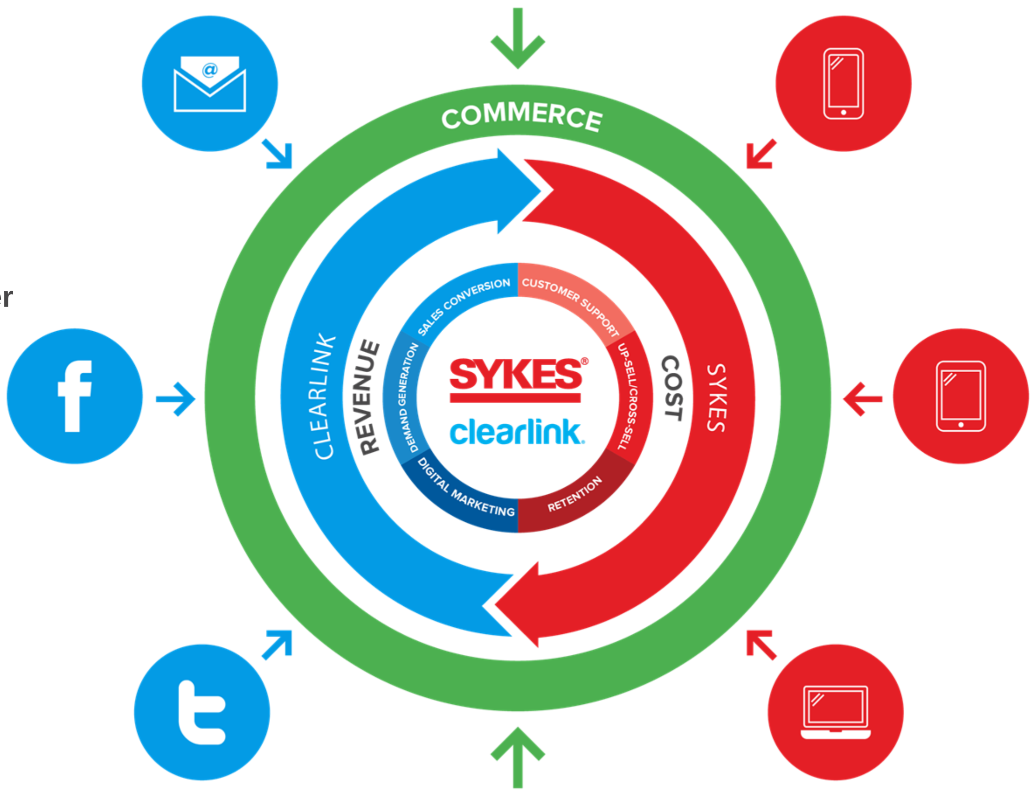
Pace of Change Accelerating

Demographic Shifts & Labor Dynamics

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

Marketing Solutions	Sales Expertise	Customer Care
Content & Creative Services	Digital Sales Acquisition	Digital Self-Service
Inbound Marketing & Demand Generation	Inbound & Assisted Sales	Omnichannel Delivery
Customer Engagement	Cross-Sell & Upsell	Customer Service & Technical Support

Fueled by data science, technology and people

Cloud-Based Technologies

- Personalization
- Artificial Intelligence
- Security & Compliance
- Data Science
- Journey Analytics

SYKES®

CORE DELIVERY STRATEGY TO CAPITALIZE ON THE ADDRESSABLE MARKET

SYKES HOME

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

Customer Location

Delivery Location

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

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VALUE PROPOSITION & GO-TO-MARKET APPROACH

	Target Opportunity Profile
Average Deal Size Approx.:	300–600 seats or ~$12 - $24 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 and 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

Percent of Revenues

COMMUNICATIONS	FINANCIAL	TECHNOLOGY	TRAVEL & OTHER	HEALTHCARE
29%	**30%**	**18%**	**19%**	**4%**

Sub-Verticals:

- Mobile
- Broadband
- Complex Networks

Sub-Verticals:

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

Sub-Verticals:

- Consumer Electronics
- PCs & Peripherals
- Software & 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: 45% of Revenues (Q4 2017) vs. 50% (Q4 2016); Largest Client (AT&T) approx.11% vs. 16%; Second Largest Client in Financial Services Vertical, at Approximately 8% of Revenues in Q4’17 vs. 6% Q4‘16

TRANSACTION MODEL BREAKDOWN APPROXIMATION

Revenues

Delivery Channel

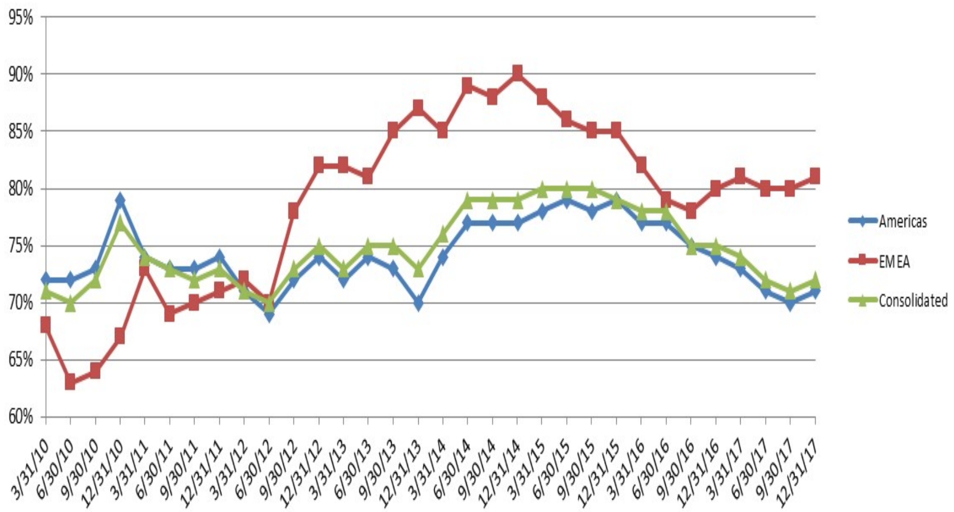
Delivery Channel	
Voice	91%
Email	7%
Chat	2%

Pricing Model

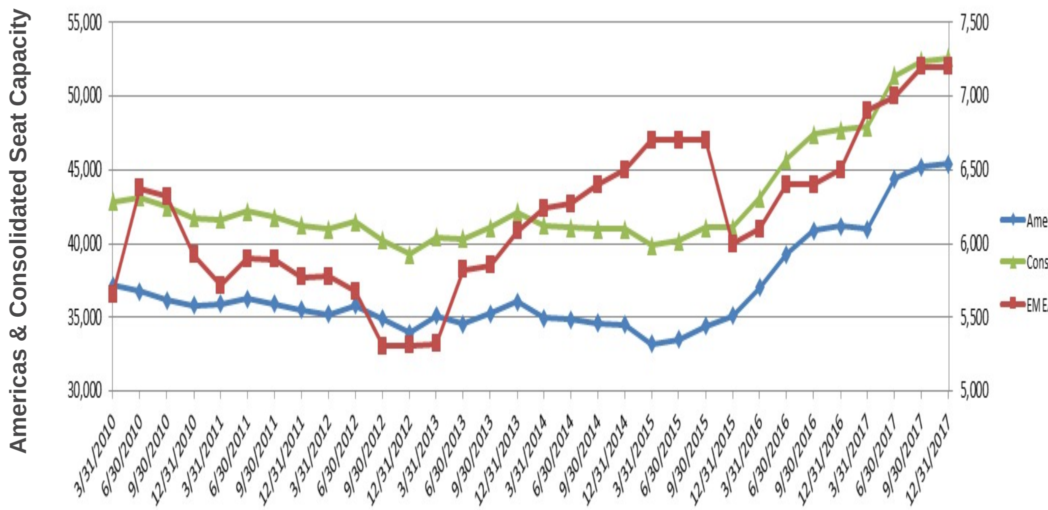
Pricing Model	
Time & Material	40%
Per Minute	30%
Per Transaction	30%

CAPACITY*

Capacity Utilization



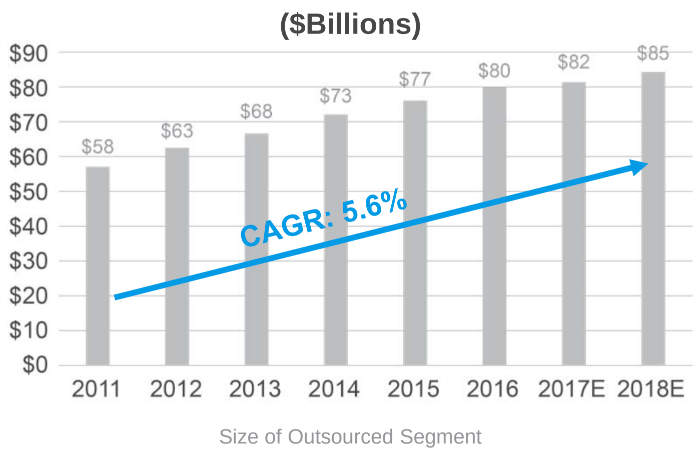
Capacity

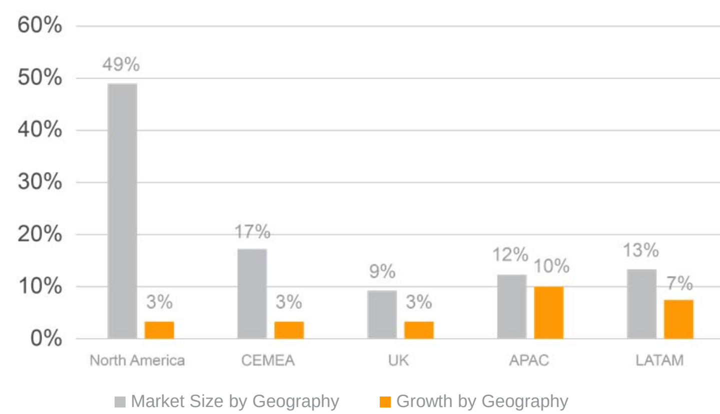


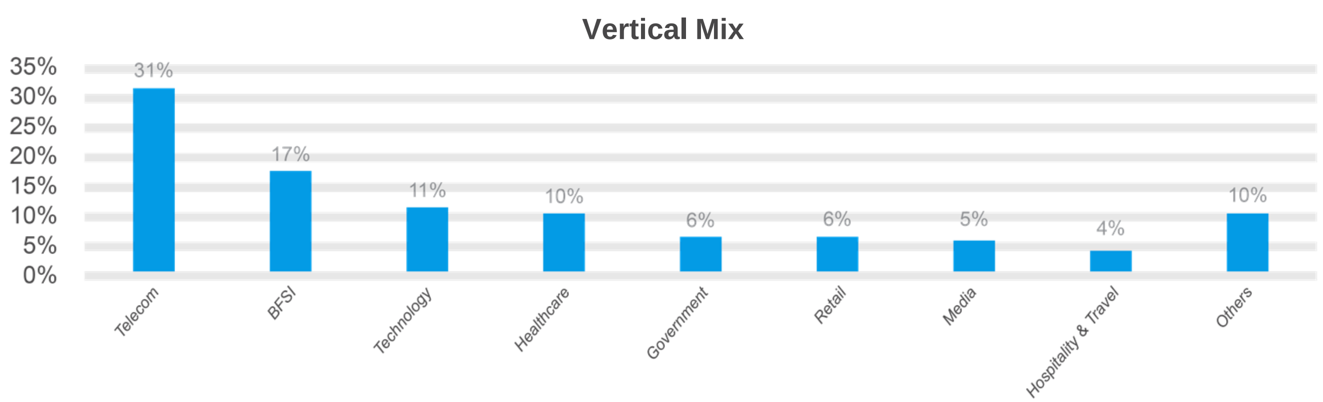
*Americas seat capacity and utilization rate include nearshore and offshore data.

II. Industry Snapshot

*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 November

Top 10 Market Share of Outsourced Portion **22%**

2016 estimated outsourced market by Everest Group **$80,000**

Source: Everest Group

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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	AI, Self Help/Bots, Chat & Social Media
Multichannel	R/B	Omnichannel

R = Reality B = Buzzword

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CURRENT HEALTH OF THE CUSTOMER ENGAGEMENT MARKET

	Capacity Imbalance	Overall Demand	Pricing	Vendor Consolidation	Overall Market Dynamics	Employee Turnover & Wage Inflation	Currency Trends
North America	Negative Trend	Positive Trend	Negative Trend	Positive Trend	Negative Trend	Negative Trend	Positive Trend
EMEA	Neutral	Positive Trend	Neutral	Positive Trend	Neutral	Neutral	Positive Trend
Offshore	Neutral	Positive Trend	Neutral	Positive Trend	Neutral	Neutral	Positive Trend

Positive Trend: ● **Neutral:** ● **Negative Trend:** ●

COMPETITIVE DIFFERENTIATION

Differentiated end-to-end (full lifecycle) service platform from digital-marketing demand generation and sales conversion to support

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

Best-of-breed at-home and brick-and-mortar onshore, nearshore and offshore delivery

Healthy operating and financial-risk profile

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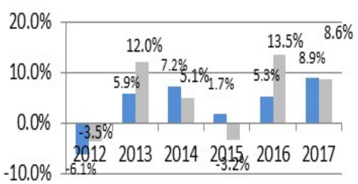
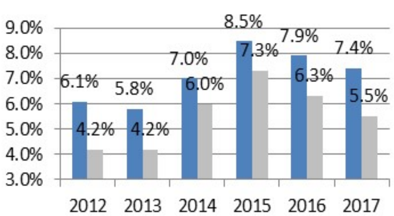
III. Growth Strategy

GROWTH & OP. MARGIN EXPANSION STRATEGY*

Profile





Revenue Growth

- Demand Drivers: Economic Growth, Market Changes, In-House to Outsource, Vendor Consolidation and Regulatory Changes
- Leverage Clearlink, XSELL, Qelp and Alpine Access Strategically
- Expansion with Existing and New Clients
- Target Communications, Financial Services, Tech, Healthcare and Retail Verticals
- Target New Markets and Delivery Geographies

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.)

Acquisitions & Partnerships

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

Long-Term Objective

4%–6%

8%–10%

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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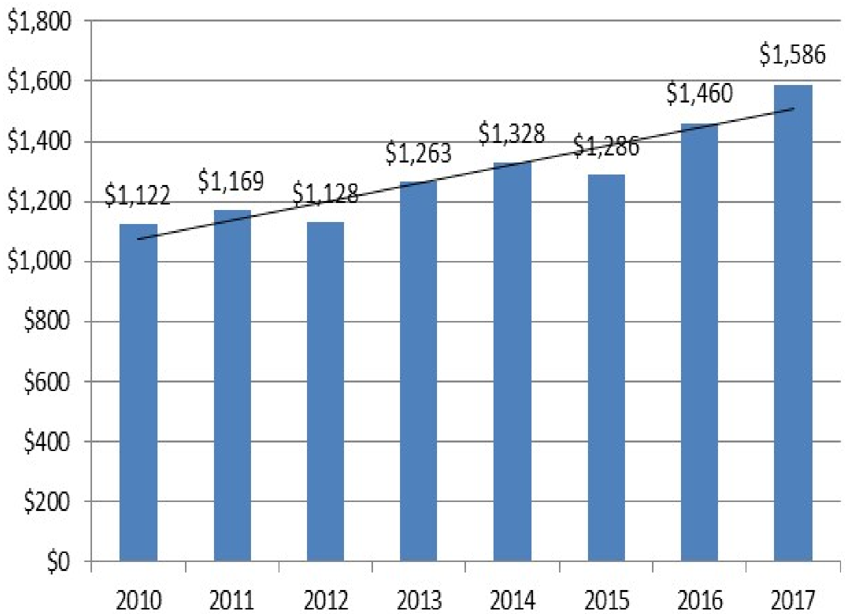
IV. Historical Financials

REVENUE PROFILE

($ in millions)

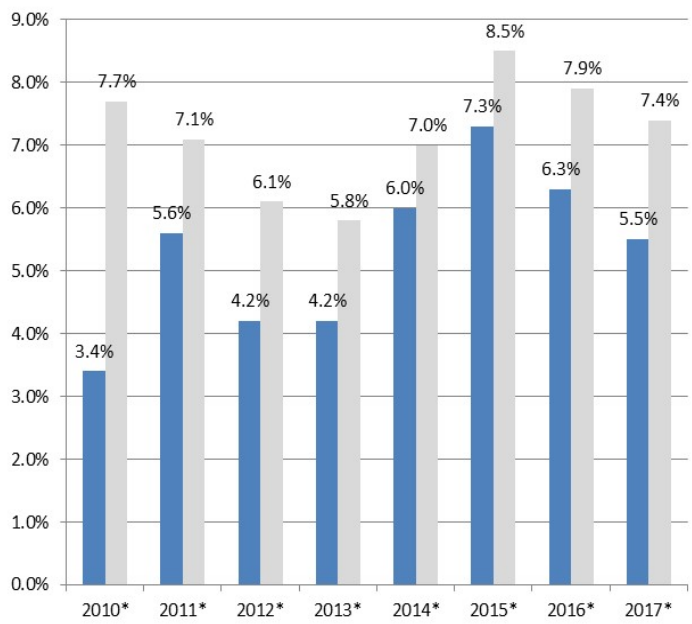


- SYKES closes ICT Group acquisition February 2010
- Economic downturn begins to impact SYKES' client portfolio in '10
- SYKES exits certain non-strategic geograhies (Ireland, South Africa, Spain, Argentina and Netherlands in 2011 and 2012)
- SYKES acquires Alpine Access in 2012
- Organic growth engine restored in 2013
- Communications and Technology verticals drive growth in 2014
- F/X headwind and Comm. program exit impact '15 growth, which was driven by Tech, Healthcare and Retail verticals partially offset by Telco drag; Financial Services vertical growth rebounds in Q3'15
- 2016 growth broad-based, fueled by Financial Services, Communications, Tech, Healthcare, Travel and other; growth impacted by rapid ramps and staffing challenges
- 2017 growth driven by the Financial Services vertical despite drag from Comm. vertical

-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
-2017 includes revenues from the acquired customer engagement assets of a Global 2000 Telecommunications Services provider

MARGIN PROFILE

($ in millions)



- SYKES closes ICT Group acquisition February 2010
- Economic downturn begins to impact SYKES' client portfolio in '10
- SYKES exits non-core geographies
- SYKES acquires Alpine Access in 2012
- Heavy ramp costs and capacity investments impact margins in 2013; organic & CC growth of 5.9%, first in 3 years
- Revenue growth, increased agent productivity and expense leverage drive operating margins in 2014
- Revenue growth and increased agent productivity drive operating margins in 2015, despite growth drag from Telco vertical and investments for the Financial Services 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
- Wage inflation, higher agent attrition, acquired assets and excess capacity weigh on 2017 operating margins

*Data in blue are GAAP; data in gray 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, acquisition-related depreciation and amortization of property, and equipment and purchased intangibles

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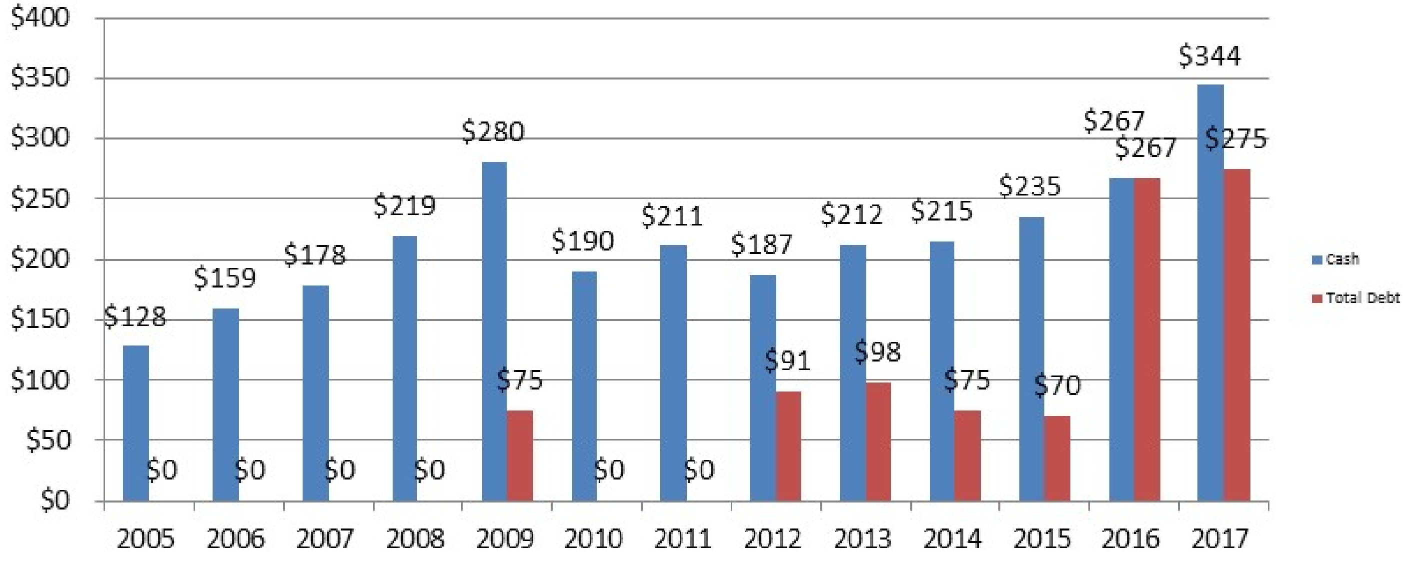
BALANCE SHEET & LEVERAGE

($ in millions)



-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

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Q1 & YEAR-END 2018 OUTLOOK

Q1 2018

- Revenues in the range of $407.0 million to $412.0 million
- Effective tax rate of approximately 28.0%; **on a non-GAAP basis, an effective tax rate of approximately 26.0%
- Fully diluted share count of approximately 42.2 million
- Diluted earnings per share of approximately $0.15 to $0.18
- **Non-GAAP diluted earnings per share in the range of $0.26 to $0.29
- Capital expenditures in the range of $13.0 million to $16.0 million

Year End 2018

- Revenues in the range of $1,687.0 million to $1,707.0 million
- Effective tax rate of approximately 21.0%; **on a non-GAAP basis, an effective tax rate of approximately 22.0%
- Fully diluted share count of approximately 42.2 million
- Diluted earnings per share of approximately $1.54 to $1.67
- **Non-GAAP diluted earnings per share in the range of $1.94 to $2.07
- Capital expenditures in the range of $50.0 million to $55.0 million

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

SYKES®

KEY PRIORITIES

Execute on the Growth Engine & Sustain Strong Margins

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

IP

Optimize Seat Capacity

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

IP

Strengthen Platform & Vertical Domain

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

IP

Leverage Alpine's Platform Internationally

- Alpine's Value and Operational Proposition Beyond North America to Sustain International Growth & Flexibility

IP

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V. APPENDIX

BALANCE SHEET

($ in Millions, except per share amounts)

	2017	2016	2015	2014
BALANCE SHEET				
Cash value per share+	$8.16	$6.31	$5.55	$5.03
Cash and cash equivalents*	$343.7	$266.7	$235.4	$215.1
Net working capital **	$211.6	$192.3	$202.6	$201.3
Total Assets	$1,327.1	$1,236.4	$947.8	$944.5
Total Debt	$275.0	$267.0	$70.0	$75.0
Shareholders' equity	$796.5	$724.5	$678.7	$658.2
Book value per share	$18.90	$17.15	$16.01	$15.38
Net tangible book value per share	$9.18	$7.24	$10.19	$9.43
CASH FLOW (Year-to-latest Qtr. End)				
Cash from operating activities	$134.8	$130.7	$120.5	$94.3
Capital expenditures	(63.3)	(78.3)	(50.0)	(44.7)
Cash Flow Minus Cap-Ex	$71.5	$52.4	$70.5	$49.6
DSOs	**74**	**74**	**76**	**76**
Net working capital % of revenues	13%	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 97.5%, or $335.1 million, of Q4 2017's cash balance was international.

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NON-GAAP RECONCILIATION Q4 2017 FINANCIAL STATEMENT

($ IN THOUSANDS, EXCEPT PER SHARE AMOUNTS)

	Three Months Ended		
	December 31, 2017	December 31, 2016	September 30, 2017
GAAP income from operations	$ 23,358	$ 28,905	$ 26,229
Adjustments:			
Acquisition-related severance	-	(27)	-
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	5,927	5,834	5,897
Merger & integration costs	404	55	270
(Gain) loss on contingent consideration	-	548	96
Other	568	(2)	987
Non-GAAP income from operations	$ 30,257	$ 35,313	$ 33,479

	Three Months Ended		
	December 31, 2017	December 31, 2016	September 30, 2017
GAAP net income (loss)	$ (17,036)	$ 18,028	$ 21,695
Adjustments:			
2017 Tax Reform Act	32,705	-	-
Acquisition-related severance	-	(27)	-
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	5,927	5,834	5,897
Merger & integration costs	404	55	270
(Gain) loss on contingent consideration	-	548	96
Other	568	36	763
Tax effect of the adjustments	(2,465)	(2,322)	(2,548)
Non-GAAP net income	$ 20,103	$ 22,152	$ 26,173

	Three Months Ended		
	December 31, 2017	December 31, 2016	September 30, 2017
GAAP net income (loss), per diluted share	$ (0.41)	$ 0.43	$ 0.52
Adjustments:			
2017 Tax Reform Act	0.78	-	-
Acquisition-related severance	-	-	-
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	0.14	0.14	0.14
Merger & integration costs	0.01	-	-
(Gain) loss on contingent consideration	-	0.01	-
Other	0.01	-	0.02
Tax effect of the adjustments	(0.06)	(0.06)	(0.06)
Non-GAAP net income, per diluted share	$ 0.47	$ 0.52	$ 0.62

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NON-GAAP RECONCILIATION Q4 2017 FINANCIAL STATEMENT

($ IN THOUSANDS)

	Americas		EMEA		Other [1]	
	Three Months Ended		Three Months Ended		Three Months Ended	
	December 31, 2017	December 31, 2016	December 31, 2017	December 31, 2016	December 31, 2017	December 31, 2016
GAAP income (loss) from operations	$ 36,317	$ 39,473	$ 3,801	$ 4,683	$ (16,760)	$ (15,251)
Adjustments:						
Acquisition-related severance	-	(27)	-	-	-	-
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	5,622	5,491	305	343	-	-
Merger & integration costs	357	-		-	47	55
(Gain) loss on contingent consideration	-	548		-	-	-
Other	526	(221)	42	219	-	-
Non-GAAP income (loss) from operations	$ 42,822	$ 45,264	$ 4,148	$ 5,245	$ (16,713)	$ (15,196)

	Americas		EMEA		Other [1]	
	Three Months Ended		Three Months Ended		Three Months Ended	
	December 31, 2017	September 30, 2017	December 31, 2017	September 30, 2017	December 31, 2017	September 30, 2017
GAAP income (loss) from operations	$ 36,317	$ 35,896	$ 3,801	$ 4,523	$ (16,760)	$ (14,190)
Adjustments:						
Acquisition-related severance	-	-	-	-	-	-
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	5,622	5,592	305	305	-	-
Merger & integration costs	357	144	-	-	47	126
(Gain) loss on contingent consideration	-	96	-	-	-	-
Other	526	680	42	(654)	-	961
Non-GAAP income (loss) from operations	$ 42,822	$ 42,408	$ 4,148	$ 4,174	$ (16,713)	$ (13,103)

[1] Other includes corporate and other costs.

NON-GAAP RECONCILIATION 2017 FINANCIAL STATEMENT

($ IN THOUSANDS, EXCEPT PER SHARE AMOUNTS)

	Year Ended December 31, 2017	Year Ended December 31, 2016
GAAP income from operations	$ 86,891	$ 92,248
Adjustments:		
Acquisition-related severance	-	135
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	23,493	21,288
Merger & integration costs	1,062	4,499
(Gain) loss on contingent consideration	(605)	(2,250)
Other	6,383	(2)
Non-GAAP income from operations	$ 117,224	$ 115,918

	Year Ended December 31, 2017	Year Ended December 31, 2016
GAAP net income	$ 32,216	$ 62,390
Adjustments:		
2017 Tax Reform Act	32,705	-
Acquisition-related severance	-	135
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	23,493	21,288
Merger & integration costs	1,062	4,499
(Gain) loss on contingent consideration	(605)	(2,250)
Other	6,226	751
Tax effect of the adjustments	(10,959)	(9,117)
Non-GAAP net income	$ 84,138	$ 77,696

	Year Ended December 31, 2017	Year Ended December 31, 2016
GAAP net income, per diluted share	$ 0.76	$ 1.48
Adjustments:		
2017 Tax Reform Act	0.78	-
Acquisition-related severance	-	-
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	0.56	0.51
Merger & integration costs	0.03	0.11
(Gain) loss on contingent consideration	(0.01)	(0.05)
Other	0.14	0.02
Tax effect of the adjustments	(0.26)	(0.23)
Non-GAAP net income, per diluted share	$ 2.00	$ 1.84

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NON-GAAP RECONCILIATION Q1 & 2018 BUSINESS OUTLOOK

	Business Outlook First Quarter 2018
GAAP net income, per diluted share	$0.15 - $0.18
Adjustments:	
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	0.13
Merger & integration costs	0.01
Other	-
Tax effect of the adjustments	(0.03)
Non-GAAP net income, per diluted share	$0.26 - $0.29

	Business Outlook Full Year 2018
GAAP net income, per diluted share	$1.54 - $1.67
Adjustments:	
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	0.50
Merger & integration costs	0.03
Other	-
Tax effect of the adjustments	(0.13)
Non-GAAP net income, per diluted share	$1.94 - $2.07

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NON-GAAP TAX RATE RECONCILIATION

	Three Months Ended	
	December 31, 2017	December 31, 2016
GAAP tax rate	181%	32%
Adjustments:		
2017 Tax Reform Act	-117%	0%
Acquisition-related severance	0%	0%
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	-31%	1%
Merger & integration costs	-2%	0%
(Gain) loss on contingent consideration	0%	0%
Other	-3%	0%
Non-GAAP tax rate	28%	33%

	Three Months Ended	Year Ended
	March 31, 2018	December 31, 2018
GAAP tax rate	28%	21%
Adjustments:		
Acquisition-related depreciation and amortization of property and equipment and purchased intangibles	-2%	1%
Merger & integration costs	0%	0%
Other	0%	0%
Non-GAAP tax rate	26%	22%

RECONCILIATION OF QUARTERLY REVENUE GROWTH

	Three Months Ended December 31, 2017 vs. December 31, 2016 [2]			
	Americas	**EMEA**	**Other [3]**	**Consolidated**
GAAP revenue growth	6.4%	14.8%	-22.2%	7.7%
Adjustments:				
Foreign currency impact [1]	-0.6%	-7.4%	0.0%	-1.7%
Non-GAAP constant currency organic revenue growth	5.8%	7.4%	-22.2%	6.0%

	Three Months Ended December 31, 2017 vs. September 30, 2017 [2]		
	Americas	**EMEA**	**Other [3]**
GAAP revenue growth	2.1%	7.2%	16.7%
Adjustments:			
Foreign currency impact [1]	0.0%	0.1%	0.0%
Non-GAAP constant currency organic revenue growth	2.1%	7.3%	16.7%

[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.

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RECONCILIATION OF ANNUAL REVENUE GROWTH

	Year Ended December 31, 2017 vs. December 31, 2016 [2]			
	Americas	EMEA	Other [3]	Consolidated
GAAP revenue growth	8.6%	8.9%	-36.9%	8.6%
Adjustments:				
Foreign currency impact [1]	0.1%	1.2%	0.0%	0.3%
Non-GAAP constant currency organic revenue growth	8.7%	10.1%	-36.9%	8.9%

[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.

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STRATEGIC ACQUISITION TO DRIVE DIFFERENTIATION & VALUE CREATION

CLEARLINK STRATEGIC PROFILE ON ACQUISITION DATE

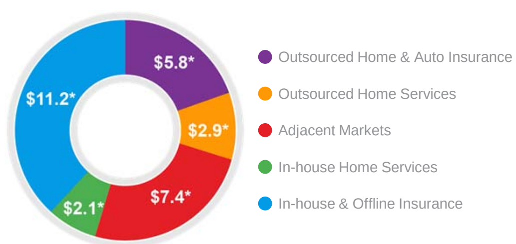
CLEARLINK HIGHLIGHTS
--Founded in Utah: 2003
--Digital Marketing & Demand Generation
--Employees:1,300+ (2 Engagement Centers)
--Industries: Comm., Insurance & Others
--2016 Revenues: ~$123.3 Million (9 mos.)

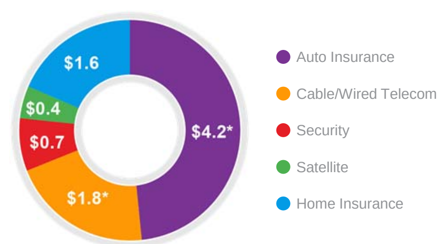
ACQUISITION RATIONALE & DEAL ECONOMICS
--Expand Suite of Scalable Service Offerings
--Broaden Addressable Market Opportunity
--Create More Entry Points into New Client
--Cash Consideration: $207.9 Mil. (Util. Credit Facility)

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:

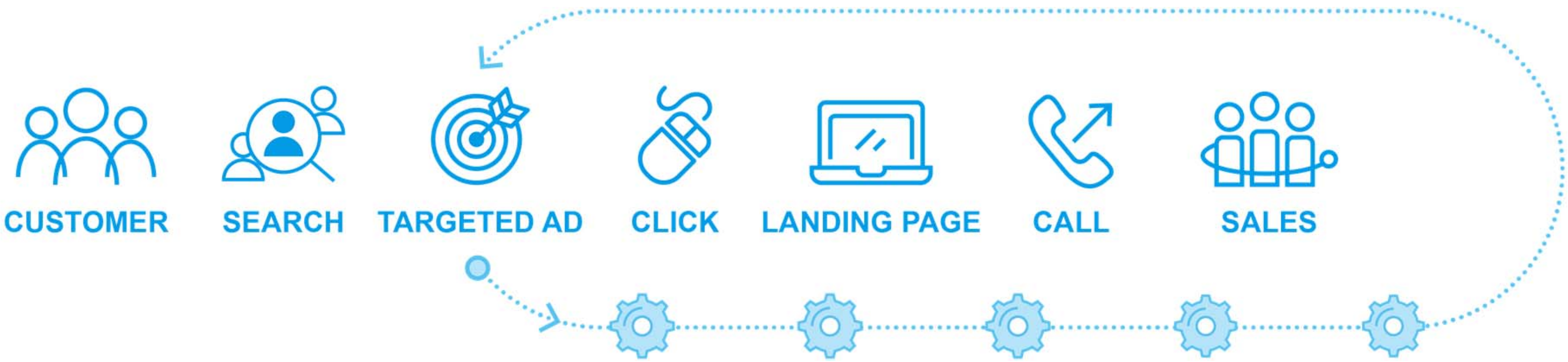
- Channel Expertise
- More Cost Effective
- Agile & Innovative
- Additional Capabilities
- Increase Access to New Markets





*Target market size relative to addressable market.

BUSINESS MODEL IN ACTION



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.

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

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FUTURE STATE OF OPPORTUNITY