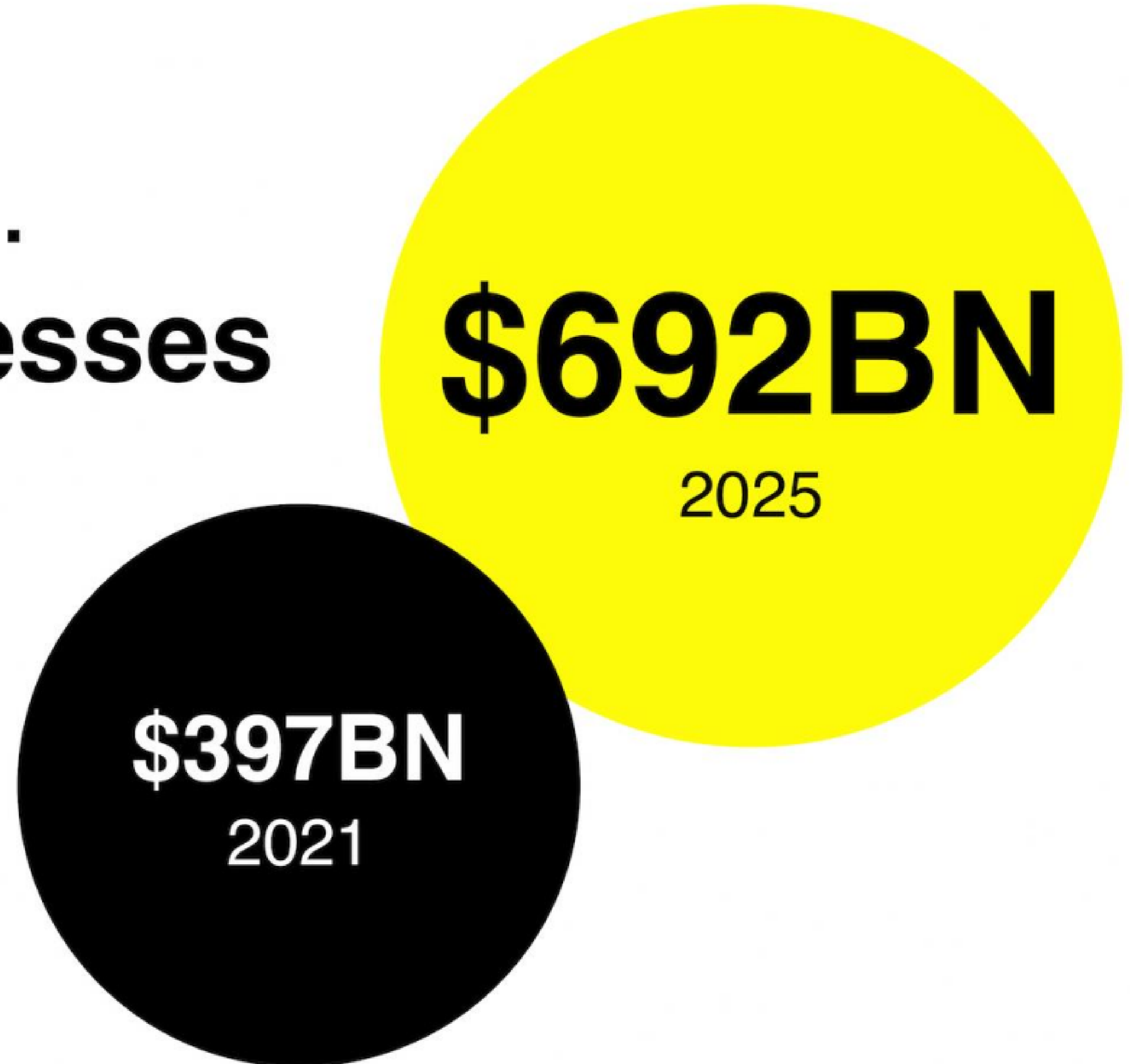


paddle



SaaS is exploding.
And SaaS businesses
are born global.

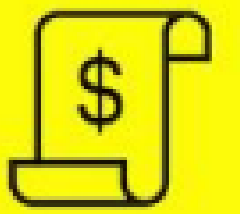


But achieving
global scale is hard.

The underlying
complexity is **huge**.

Across multiple
markets. **Globally**.

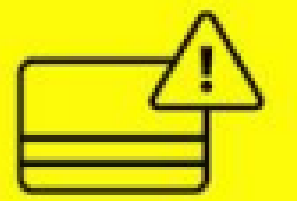
Tax & Compliance



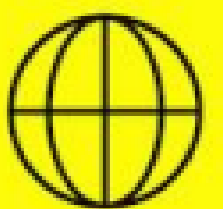
Localised Checkout



Fraud Management



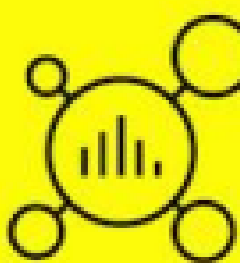
Cross-border Payments



Subscription Billing & Management

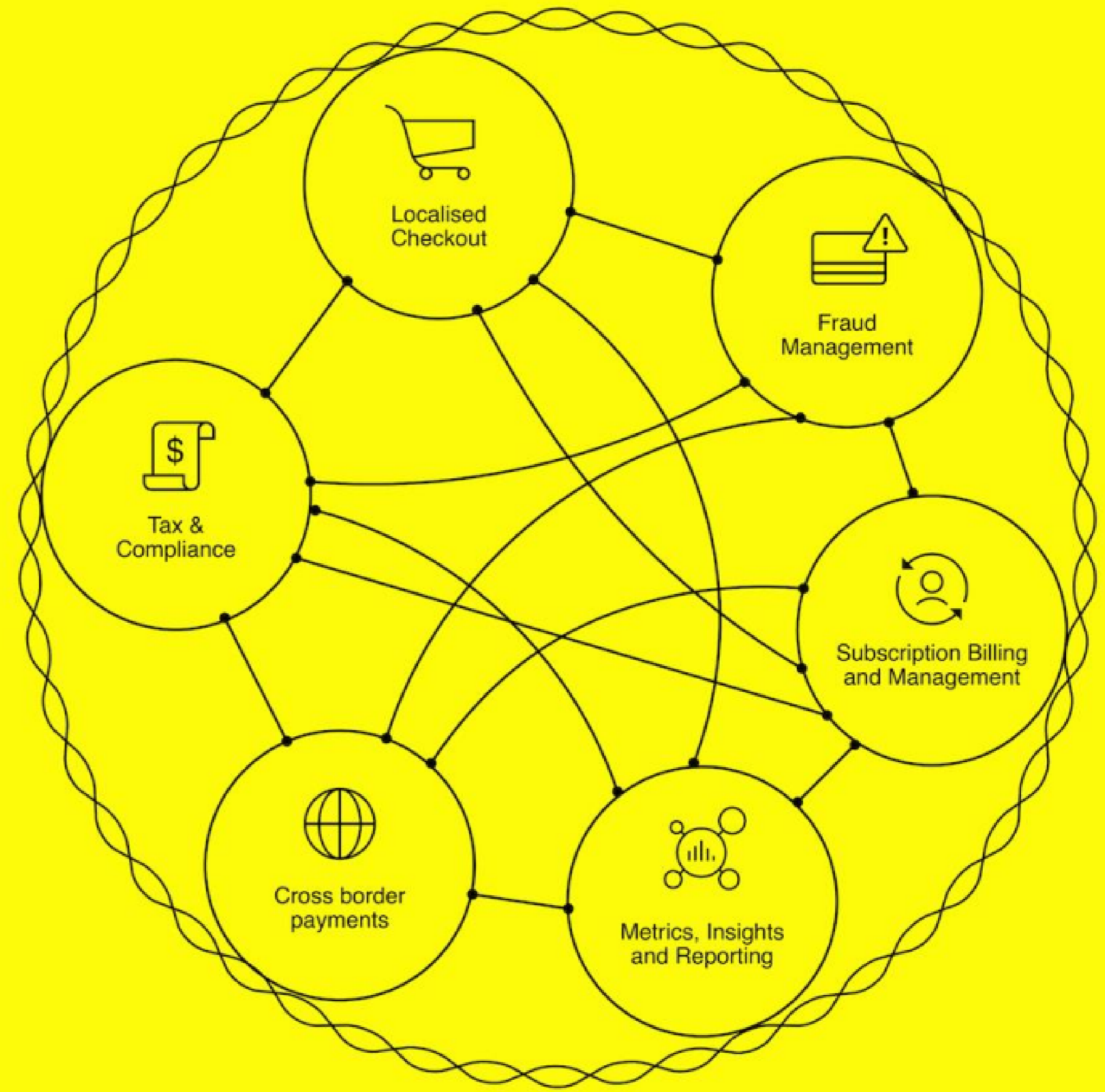


Metrics, Insights & Reporting



Existing approaches to handling the problem are a vast range of point solutions not built for SaaS, all duct taped together.

Companies cannot respond to new regulation or new opportunities fast enough.

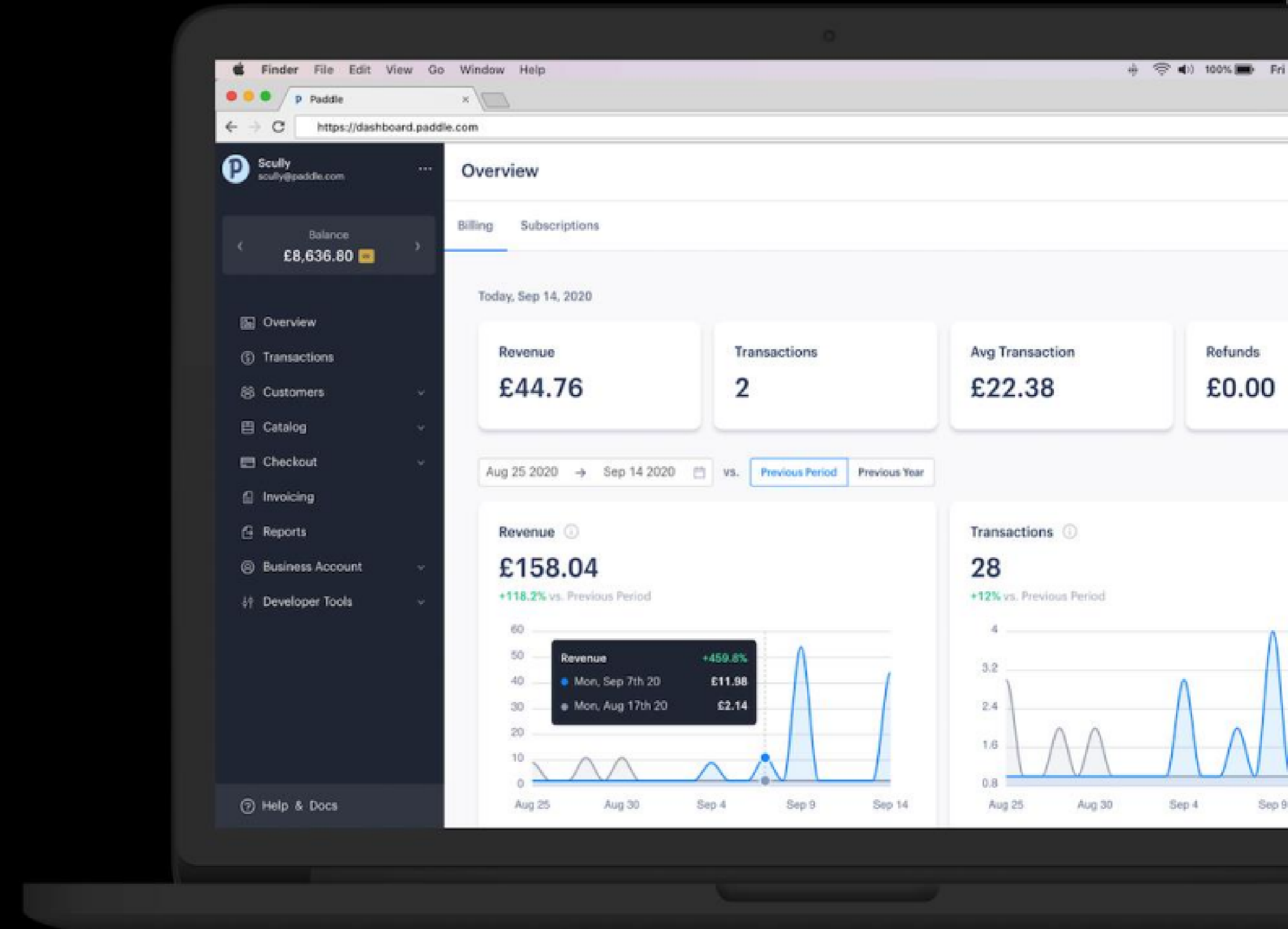




Paddle has built a single unified platform, just for SaaS.

Checkout, payment, subscription management & compliance all in one place.

We remove the friction so companies can scale fast.



Paddle Today: Revenue infrastructure for SaaS companies.

Understand

Operate

Checkout

Invoicing

Subscriptions

Payments

Tax & Compliance

Fraud Protection

Grow

Pilot

Paddle Tomorrow: The Operating System for SaaS

FUTURE

Understand

Redacted

Redacted

Operate

Checkout

Invoicing

Subscriptions

Payments

Tax & Compliance

Fraud Protection

Redacted

Grow

Pilot

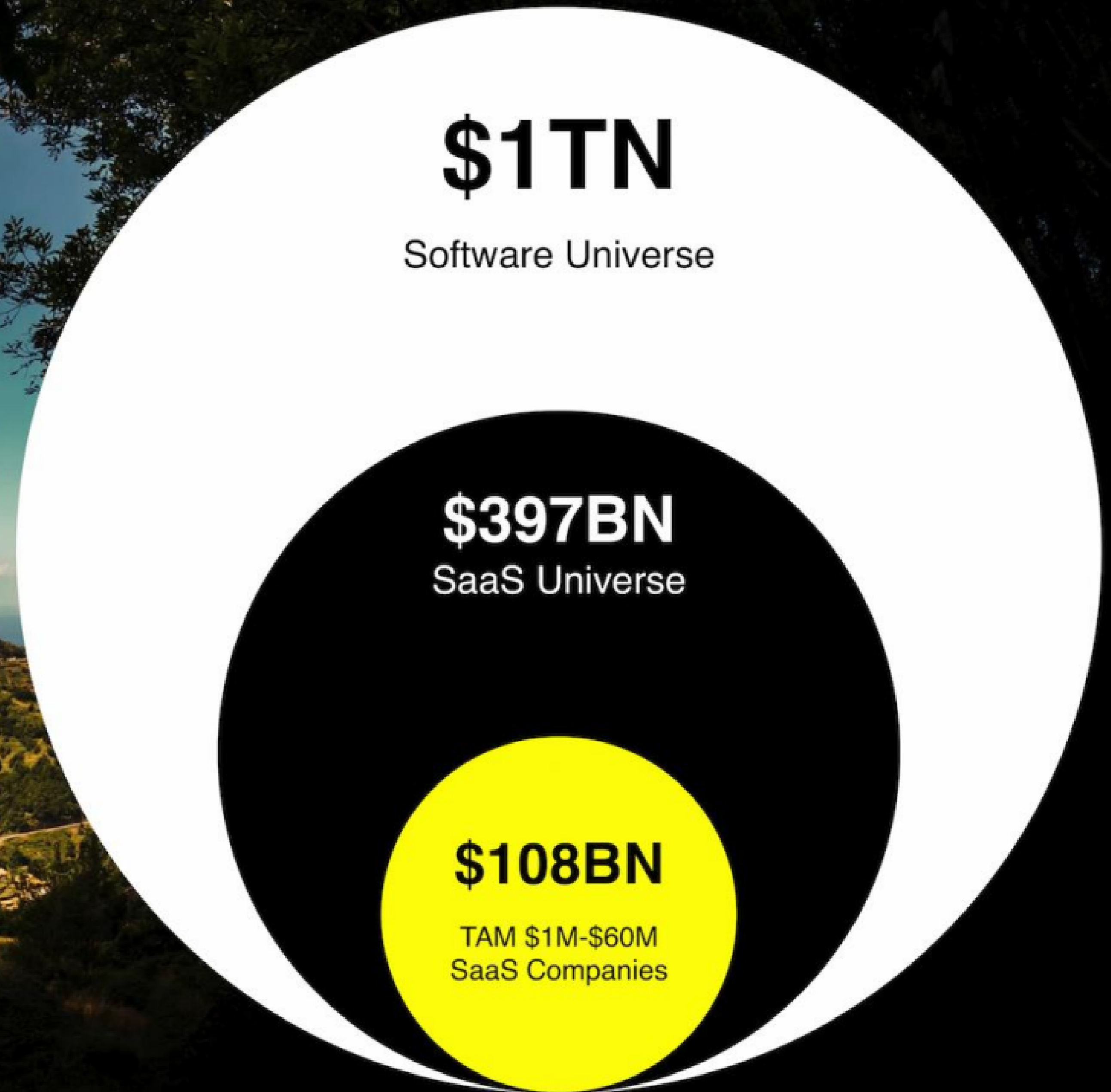
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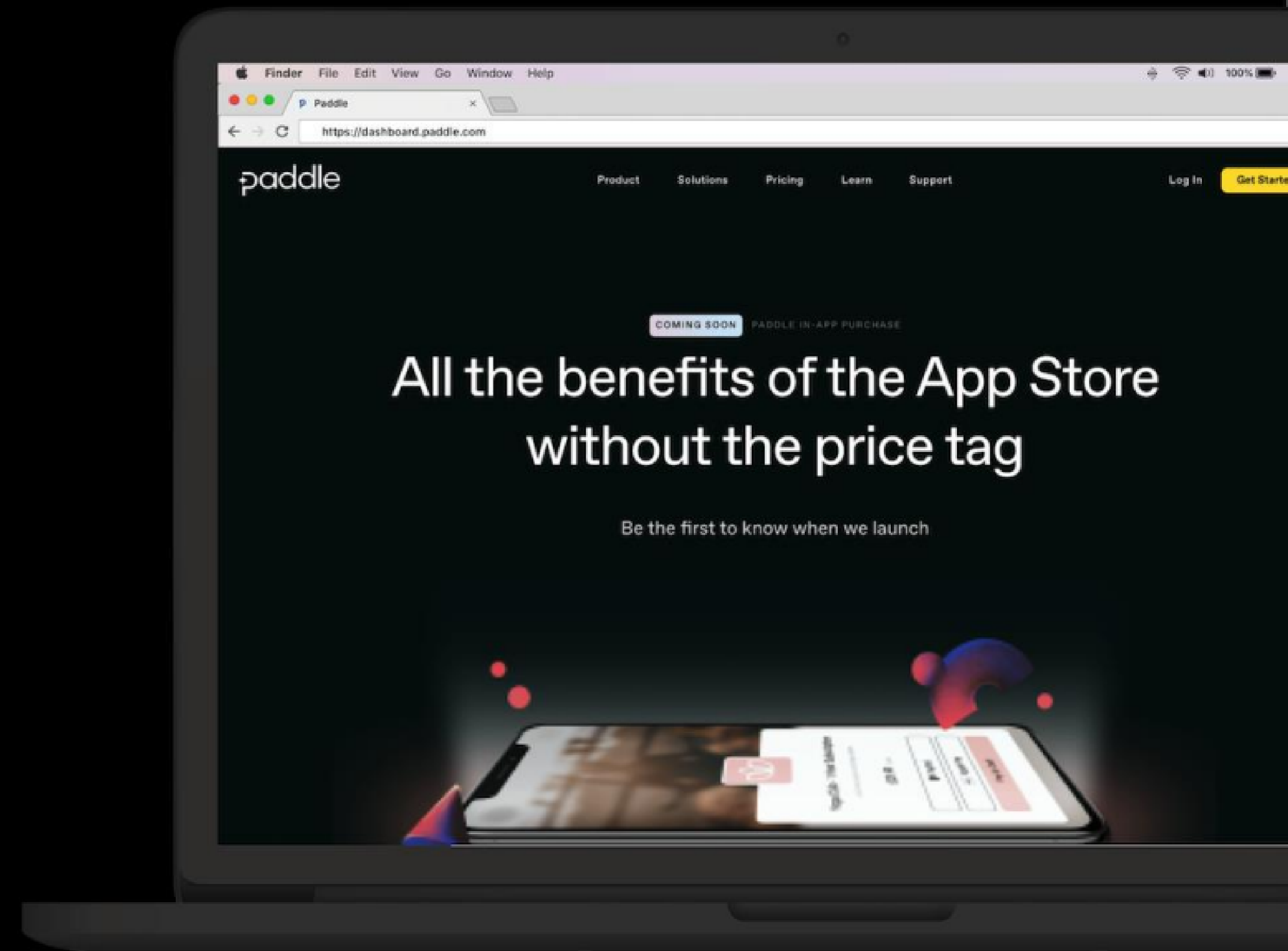
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Our TAM is huge,
and today we only
focus on a small
portion of it.



Software market is opening up which greatly increases our TAM.

- ❖ App Stores are opening up due to litigation (Epic v Apple + Antitrust).
- ❖ Paddle has the only true drop-in replacement for In-app Purchase. Developed, ready to launch.
- ❖ Current waitlist of ~1,500 developers, ~\$1BN of GMV.
- ❖ Working with Epic, US lobby (CAF) and the UK's CMA to open App Store to competition.
- ❖ Addressable TAM of ~\$30BN once live.



Leadership Team

Christian Owens

Founder & CEO



Founded Paddle in 2012

Ran a successful company building & selling software

Andre Vella

CTO



Joined Paddle in 2020

CTPO heycar
Dir Eng home24

Maryam McLoughlin

General Counsel



Joined Paddle in 2019

GC EMEA MoneyGram,
10 years in private practice (DLA Piper)

Jimmy Fitzgerald

President & COO



Joined Paddle in 2021

SVP roles at ServiceNow
COO SignalDemand

Adam Kay

SVP Sales



Joined Paddle in 2018

SVP Global Sales Conversocial
VP EMEA Shoutlet

Hugo Grimston

CFO



Joined Paddle in 2014

8 years in investment banking (Greenhill)
3 years PwC (ACA)

Andrew Davies

CMO



Joined Paddle in 2021

Co-founder Idio (acquired 2019)
VP Marketing, Optimizely.

Board

Carsten Thoma

Founder of e-commerce platform Hybris - sold to SAP for \$1.5bn



Kyle Griswold

FTV Capital



Laurel Bowden

83 North



Steve Chandler

Notion



Chrys Chrysanthou

Kindred Capital



Thank
you.

paddle

christian@paddle.com 