

INVESTOR DAY

Amdocs Media

2019

# Forward-looking statements



This presentation and our remarks contain forward-looking statements (within the meaning of The Private Securities Litigation Reform Act of 1995) that involve substantial risks and uncertainties, including statements regarding our expectations and beliefs about our business, strategy, and future operating performance. These forward-looking statements are only predictions and may differ materially from actual results due to a variety of factors, including, but not limited to: changes in the overall economy; changes in competition in markets in which we operate; our ability to derive revenues in the future from our current research and development efforts; changes in the demand for our products and services; the loss of a significant customer; consolidation within the industries in which our customers operate; changes in the telecommunications regulatory environment; changes in technology that impact both the markets we serve and the types of products and services we provide; financial difficulties of our customers; losses of key personnel; difficulties in completing or integrating acquisitions; litigation and regulatory proceedings; and acts of war or terrorism. Please refer to our filings with the Securities and Exchange Commission, including our Annual Report on Form 20-F filed on December 10, 2018, and our Form 6-K furnished for the first quarter of fiscal 2019 on February 19, 2019, the second quarter of fiscal 2019 on May 28, 2019 and the third quarter of fiscal 2019 on August 19, 2019 for a discussion of these and other important factors.

You can identify forward-looking statements by words such as “expect,” “anticipate,” “believe,” “seek,” “estimate,” “project,” “forecast,” “continue,” “potential,” “should,” “would,” “could,” “intend” and “may,” and other words that convey uncertainty of future events or outcome. Statements that we make in this presentation that are not statements of historical fact also may be forward-looking statements. Forward-looking statements are not guarantees of future performance, and involve risks, uncertainties, and assumptions that may cause our actual results to differ materially from the expectations that we describe in our forward-looking statements. There may be events in the future that we are not accurately able to predict, or over which we have no control. You should not place undue reliance on forward-looking statements. Although we may elect to update forward-looking statements in the future, we disclaim any obligation to update do so, even if our assumptions and projections change, except where applicable law may otherwise require us to do so. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this presentation.

In addition, this presentation and our remarks include certain non-GAAP financial measures, including diluted earnings per share, free cash flow, non-GAAP operating margin, non-GAAP net income and non-GAAP diluted earnings per share growth. These non-GAAP financial measures are not in accordance with, or an alternative for, generally accepted accounting principles and may be different from non-GAAP financial measures used by other companies. In addition, these non-GAAP financial measures are not based on any comprehensive set of accounting rules or principles. We believe that the presentation of these non-GAAP financial measures, when shown in conjunction with the corresponding GAAP measures, provides useful information to investors and management regarding financial and business trends relating to its financial condition and results of operations, as well as the net amount of cash generated by its business operations after taking into account capital spending required to maintain or expand the business. Additionally, we believe that non-GAAP financial measures have limitations in that they do not reflect all of the amounts associated with Amdocs’ results of operations as determined in accordance with GAAP and that these measures should only be used to evaluate our results of operations in conjunction with the corresponding GAAP measures.

Please refer to the explanation of these non-GAAP financial measures under the heading “Non-GAAP Financial Measures” in Exhibit 99.1 to our Form 6-K filed with the U.S. Securities and Exchange Commission on August 19, 2019, and to the Reconciliation of Selected Financial Metrics from GAAP to Non-GAAP tables included therein.

# Agenda



Time	Presenter	Topic
10:00	Matt Smith Head of Investor Relations	Register / Welcome
10:10	Anthony Goonetilleke Group President	Framing
10:30	Darcy Antonellis Division President, Amdocs Media	Amdocs Media
11:00	Nate Frink & Dana Forte	Site Tour
12:00	Lunch Break	
12:30	Gemini Waghmare Head of Identity & Commerce	Market One
1:00	Sharath Dorbala Head of Vindicia	Monetization
1:15	Matt Smith Head of Investor Relations	Wrap-up / Q&A





**Anthony Goonetilleke**  
Group President  
Media, Network & Technology



**Darcy Antonellis**  
Division President  
Amdocs Media

-  
*CEO Vubiquity*  
*CTO Warner Bros*



**Gemini Waghmare**  
Head of Identity and  
Commerce

-  
*CEO UXP*



**Sharath Dorbala**  
Head of Vindicia

-  
*VP Product Apttus*

## Core engines

<b>Digital transformation</b>	Empowering our customers' <b>journey</b> to become <b>digital</b> service providers
<b>Managed services</b>	Grow at new and existing customers by bringing <b>agile, efficient</b> and <b>intelligence-based operations</b> at the <b>hybrid-cloud</b> environment
<b>Pay-TV</b>	Capitalize on our unique position to meet <b>MSOs'</b> ongoing transformation <b>needs</b>
<b>Media</b>	Monetize <b>convergence</b> of <b>communications</b> with <b>media</b> and the rise of over-the-top / direct-to-consumer distribution models
<b>Next-generation networks</b>	Support the transformation towards <b>service-driven network</b> and the <b>investments</b> with automation, <b>NFV</b> and <b>5G</b> capabilities

## accelerators

<b>Geographic &amp; customer expansion</b>	Win <b>new logos</b> in Europe, Africa, Southeast-Asia & Latin America
<b>SI and next-gen services</b>	Leverage our practices to support <b>cloud migration, data management</b> and <b>agile</b> development services

## Diversification / adjacent moves

<b>Penetrate new buying centers</b>	Bringing innovation close to our core: <b>IoT &amp; advertising</b>  Design and development <b>user experiences beyond communications and media</b>
<b>New domains</b>	Continue to explore possible entry into <b>new industry verticals</b> , perhaps via M&A



The broadest set of market-leading solutions to **grow revenue and build loyalty**, available on an open, modular cloud native architecture

Deployed using best practice DevOps to quickly iterate optimal scope, **control costs and drive business priorities**

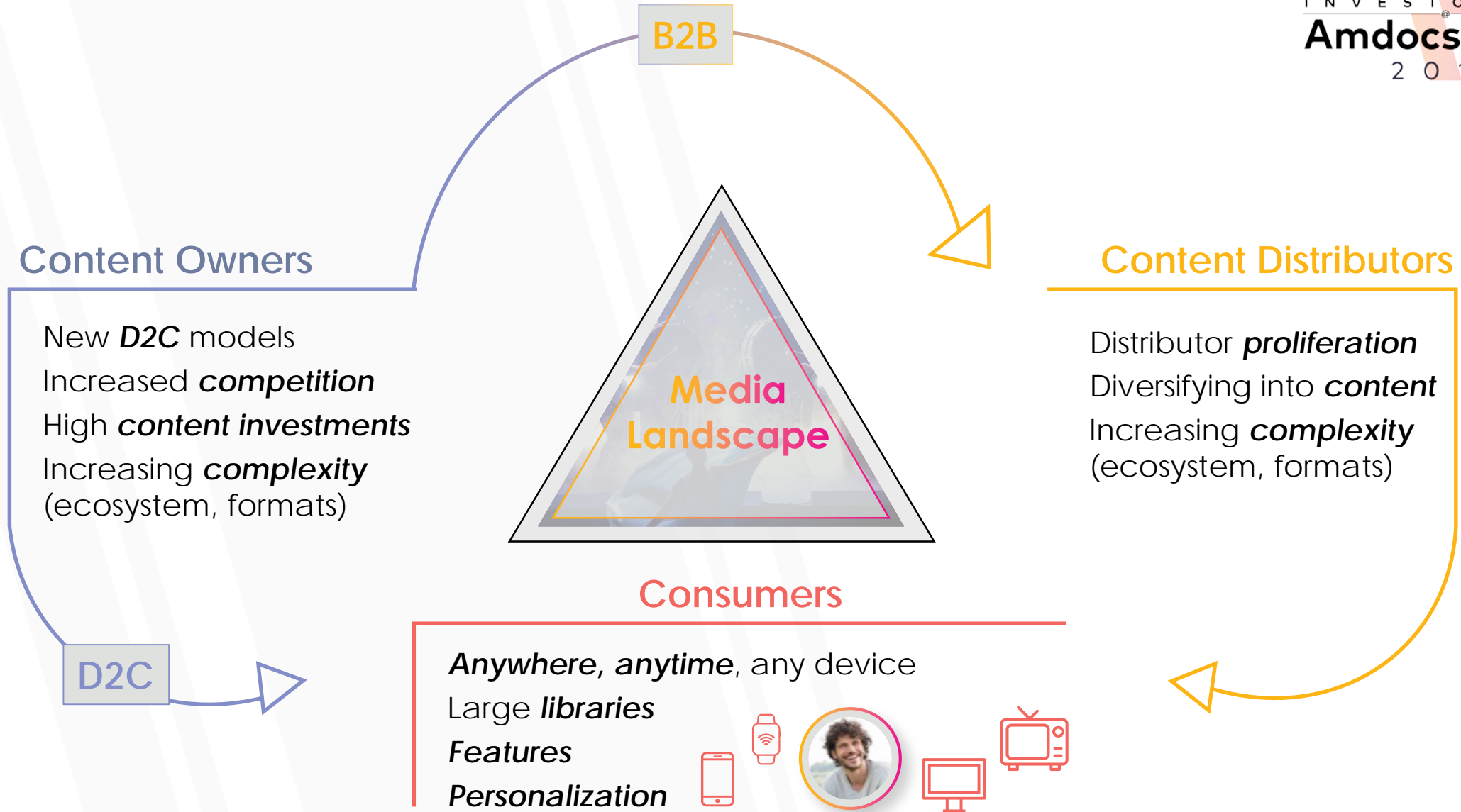
Deep industry expertise and competencies to help you build an agile organization that **operates and innovates at speed**

# Average Time Spent Per Adult (18+) per day on Video 5:24

The Nielsen Total Audience Report 2019

We will have **1.1B Global Broadband**  
wired/wireless Connected  
households by 2020 with a **9% CAGR**

IHS / Disney Investor Report



# Amdocs Media By The Numbers



**150,000+**  
**Unique Titles**  
from around  
the world



Reach of  
**over One  
Billion  
Subscribers**  
via our CSPs



Partnerships  
with **Over  
650 content  
studios,**  
owners



**Over 1000  
Content  
Distributors**



Operating in  
**80  
languages**



Library of  
**millions of  
digital assets**



**Over 250  
OTT services**  
monetized  
via  
subscription

Delivered Globally over the Amdocs Media Cloud



Media/Pay TV are  
a **core part of our  
business**



There's a **job to be  
done** with the  
Media landscape  
being disrupted at  
this very moment



We continue to  
invest organically  
and via M&A to  
**accelerate the  
growth of our  
platforms**



We believe we  
have the **right  
people, assets and  
DNA** to succeed

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# Amdocs Media

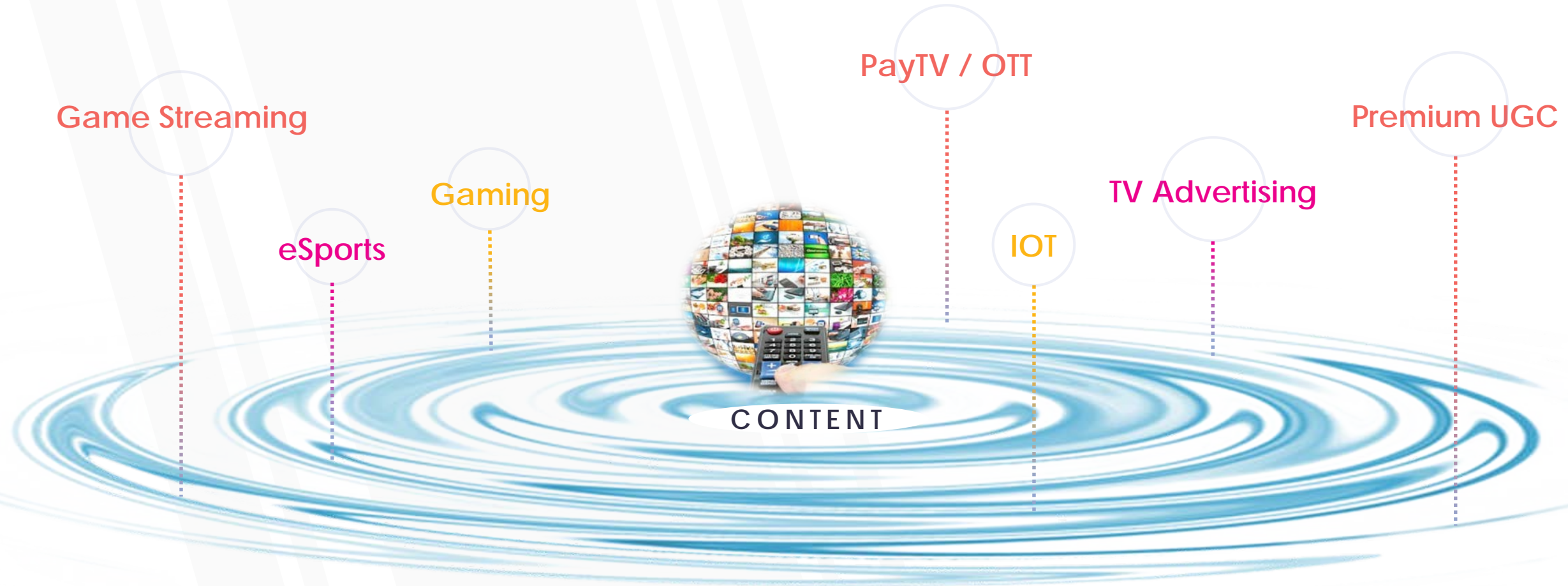
Darcy Antonellis

Division President, Amdocs Media



# The Industry is Experiencing a Ripple Effect

Media Becomes a Center of Diversification



...continuing to drive **growth of an already substantial** addressable market

# Who Are Approaching the Ripple in Different Ways Today



Partnered with ESL to launch a 5G Mobile eSports Tournament.



Introduction of gaming streaming service Gload in Latin America



Introduction of T-vision, T-mobile's OTT service based on Layer3 assets.



Sky Q extends roster of 4K/UHD films, TV shows and sporting events.



Transition from Oath to an increase in investment in the Verizon Media Group



Launched Movistar+ Lite, combining live channels and a large Spanish content library.

# With Global Scale



# Our Portfolio Today



Combining Industry-Leading Assets  
to Create Differentiated Market Offers from...

# amdocs media

# A Winning Formula

with Market-Leading Capabilities



# What We Do

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Managing Premium & diversified content,  
available on time with high quality  
across devices

Media  
Storefront  
B2B2C **VUBIQUITY**

Media  
Monetization **vindicia**



Enabling Media subscription business  
solutions with best practices to acquire  
and retain consumers



Delivering Experience-driven  
transformation of customer  
touchpoints and  
digital products

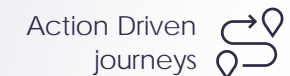
Customer  
Experience **projekt202**

Identity  
Management **u L m**



Partner  
Enrichment

**MARKET ONE**

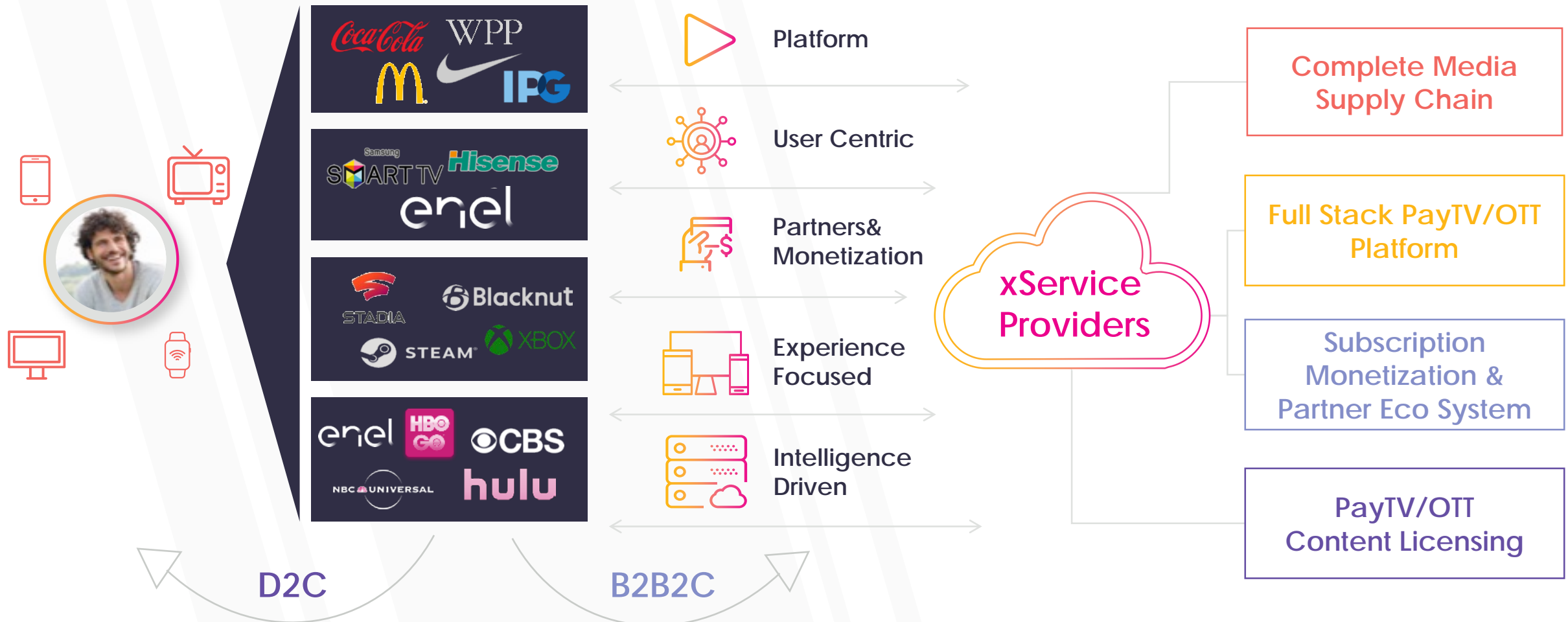


Empowering Users' Digital  
Lifestyle with a single ID,  
seamless services  
access and  
Experience



Creating a Cloud Partner Network with Self service  
Onboarding and faster access to DSPs' end users

# Focused on Customer-Driven Solutions



# Directed At Customer Needs

Enable xSPs to **bring content**, a **premium CX** with multiple **monetization models** and ecosystem of partners

Power xSPs as they work to **monetize more** of a consumer's (digital) day



Support evolving **D2C video services**

Leverage the growth in subscription and **ad-based services**

Drive international growth with **focus on mobile-first, OTT and content owners**

# Your Tour Today at Vubiquity

And a sneak peak at what you'll see....

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**VUBIQUITY**

Premium Content Services

## CONTENT LICENSING



Sourcing

Commercials negotiations

Platform, format & geo rights

## CONTENT PROCESSING



Ingest

Asset & Metadata Management

Encoding & Transcoding

Localization

Quality Assurance

Regulatory Compliance

Packaging & Delivery

## CONTENT DISTRIBUTION



Video Platforms



PPV, Linear, VOD...

Distributors / markets

D2C or OTT distribution networks

Global

Scale

Microservices

Neutral

Secured

Timely

Quality

Trust



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# Site Tour

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# Market One

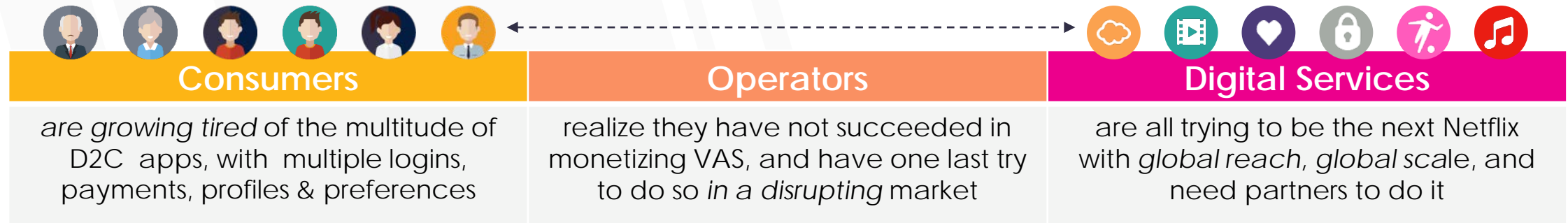
Gemini Waghmare

Head of Identity & Commerce



# Market One: The Opportunity

To date, over 1,000+ OTT-Operator partnerships have been struck (Ovum), reflecting the telecom industry's desire to capture value above connectivity, and leverage data and service bundling opportunities:

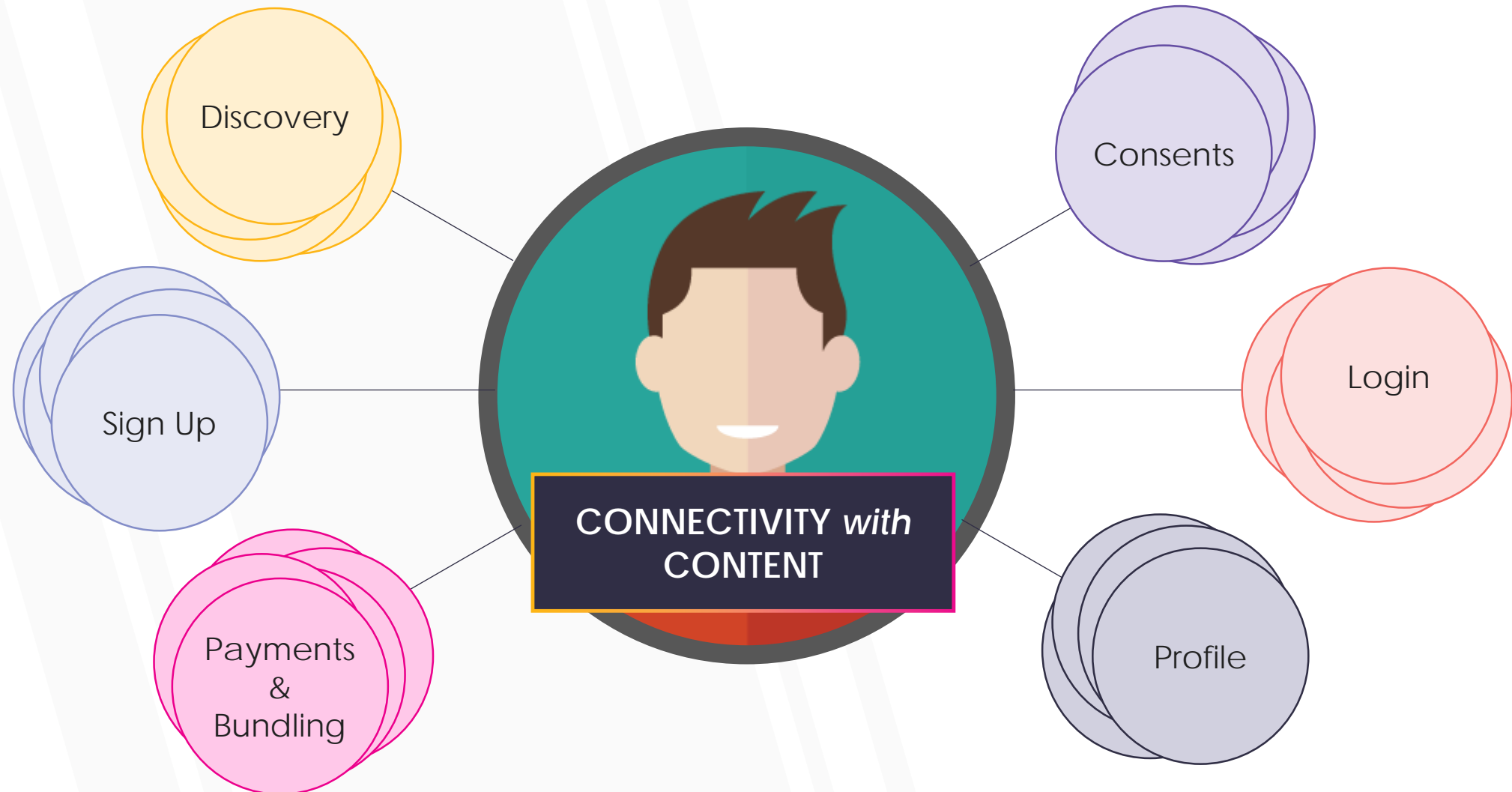


The current approach of integrating partners is **not working**. Integrations are built from scratch every time, with expensive billing, provisioning and settlement processes.

A different approach can drive a different outcome... One that delivers a frictionless experience for end users, and cuts the time to market for operators and 3<sup>rd</sup> party integrations

# The Value Proposition

...for the end User



# Market One

## Proven Capabilities by Line of Business



### Subscription Management

Vindicia powers over 100 subscription business via its Cashbox and Select platforms via direct charge and carrier / on telco billing. Properties include DirecTV Now, Telstra Movies, NFL Sunday Ticket.



### User & Identity Management

User Lifecycle Management is in production at over 20 telecom operators worldwide, onboarding, entitlement, authorization and user management for over 50 digital OTT services

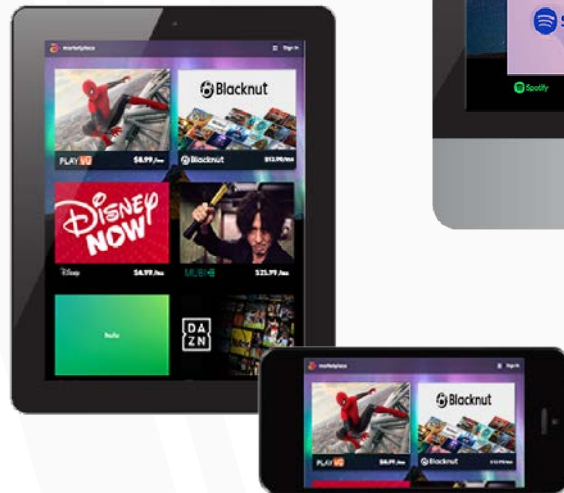


### Partner Management

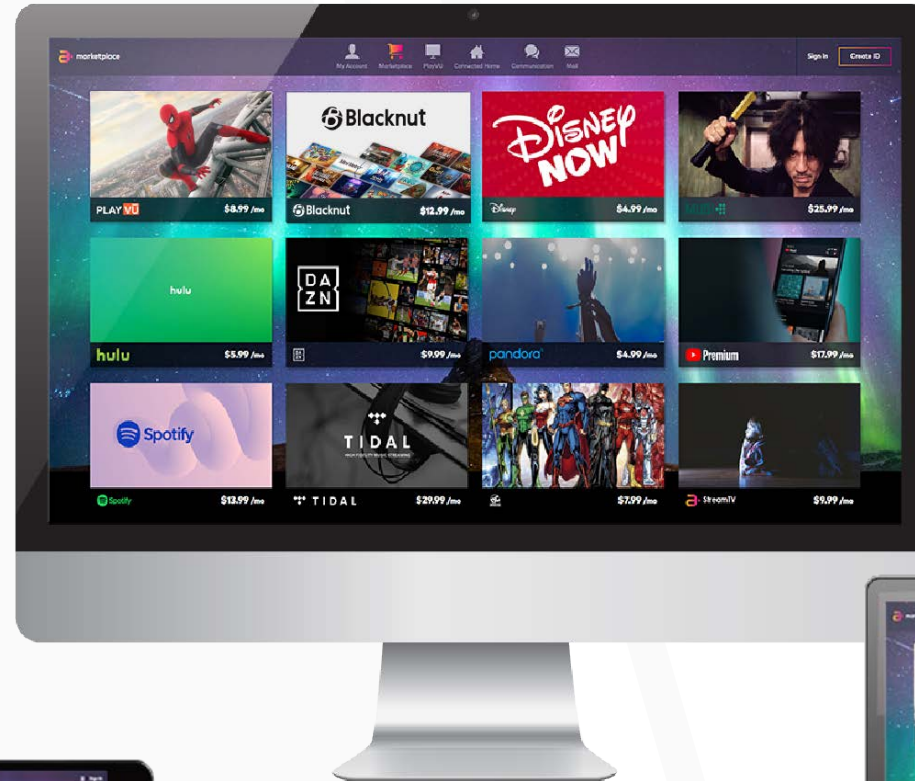
Partner Management currently drives settlement for dozens of third party relationships, with a growing roster of internet-economy digital services and payment channels

# Bringing Market One to Life

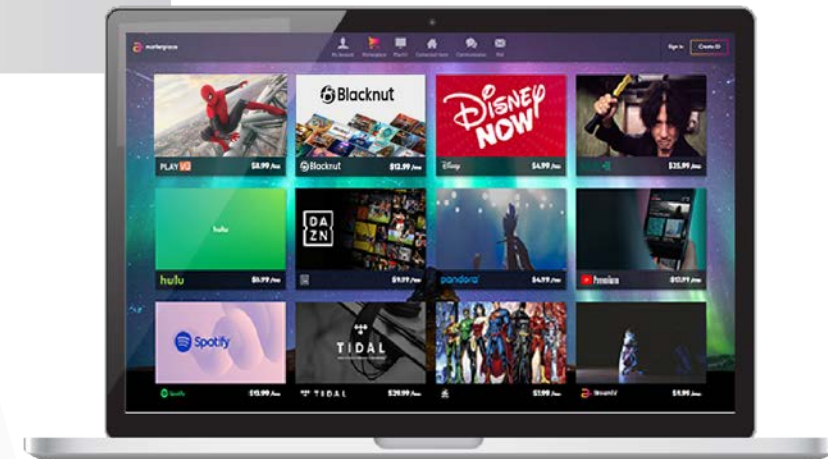
**Media Portal**  
*One place to  
explore, consume,  
& acquire all  
content and  
access services*



**Partner Hub**  
*Singular hub where  
all partners can be  
onboarded,  
settled and  
exposed to Users*



**User Connect**  
*Single... User Interface  
Single... Sign on  
Single... Digital Identity*



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# Monetization

Sharath Dorbala

Head of Vindicia



The average US citizen spends  
on average **\$237.33/month on  
subscription services.**

TheLadders Subscription Spend Survey

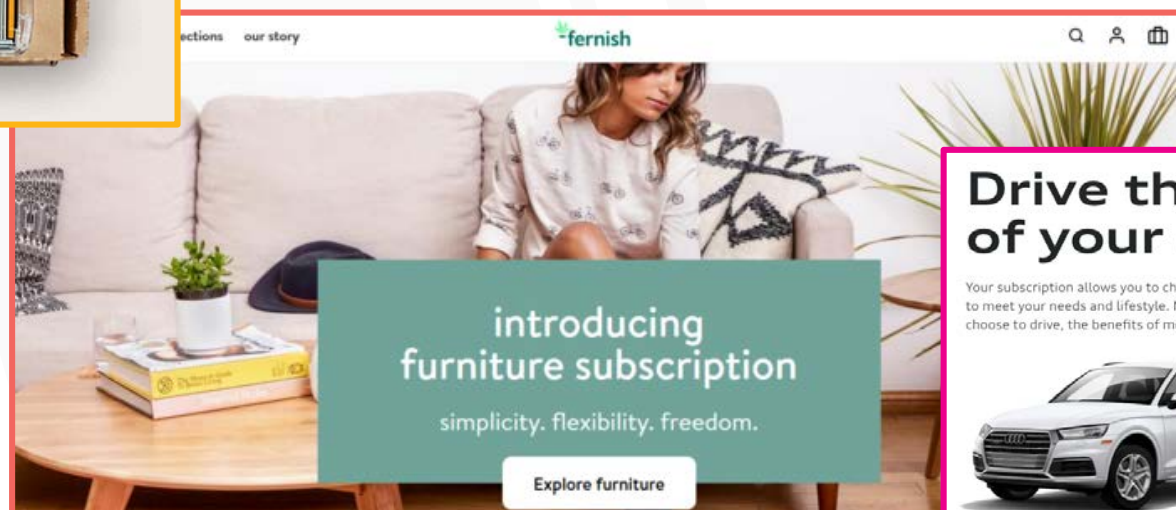
In Europe, it's €130

eCommerce News Europe

# The Subscription Landscape

Subscription Category	Examples
Mobile phone service	Verizon, Sprint, Boost Mobile, etc.
WiFi at home	Comcast, AT&T, Century Link, etc.
TV/movie services	Netflix, Hulu, cable, premium packages, etc.
Amazon Prime	
Music streaming	Spotify, Pandora, XM Radio, etc.
Gaming services	Playstation Now, Xbox Game Pass, Utomik, etc.
Cloud storage	Dropbox, iCloud, OneDrive etc.
Beauty subscription boxes	Birchbox, Ipsy, Dollar Shave Club, etc.
Book services	Kindle, Audible, etc.
Home security systems	ADT, Nest, Ring, etc.
Diet/fitness apps	MyFitnessPal, Lose It!, Fitbit, etc.
Identity protection service	LifeLock, Identity Guard, etc.

Digital newspapers/magazines	New York Times, Washington Post, The Atlantic, etc.
Web hosting	Wix, GoDaddy, etc.
Meal services	Hello Fresh, Blue Apron, Plated, etc.
Lifestyle subscription boxes	FabFitFun, My Geek Box, Mindfulness Box, etc.
Dating apps	Tinder, Match, eHarmony, etc.
Pet's subscription boxes	BarkBox, Chewy Goody Box, etc.
Fashion subscription boxes	Stitch Fix, Trunk Club, etc.
Children's subscription boxes	Books, toys, games, etc.
Wellness apps	Headspace, Happify, etc.



## Drive the Audi of your dreams

Your subscription allows you to choose one of five models designed to meet your needs and lifestyle. No matter which model you choose to drive, the benefits of membership are yours to enjoy.

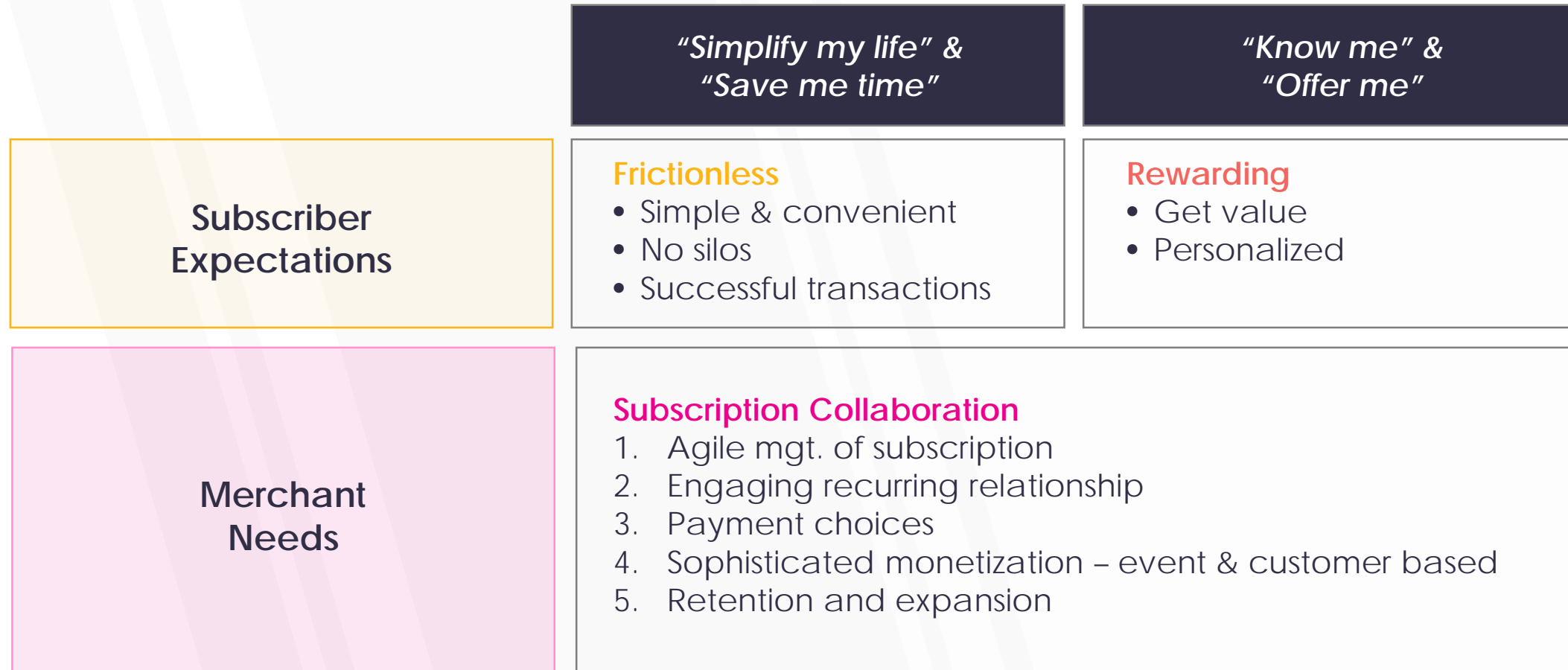
### The Collection

The Collection provides a dynamic array of vehicle options. Your vehicle subscription lets you choose from the sleek Audi A4 sedan, the breezy Audi A5 Cabriolet, the sporty Audi Q5 SUV, the heart-racing S5 Coupe or the spacious Q7 SUV.

**Choose from 5 models for \$1,395/month**  
1 month free with 3 month commitment

# It is not new types of products:

it is a new way to monetize existing types of products



# Meeting Consumers Where They Are

Seamlessness and Flexibility are Key

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# Sophisticated Monetization

## Event and Customer-based Pricing Innovation

### In-Game Declining Pricing

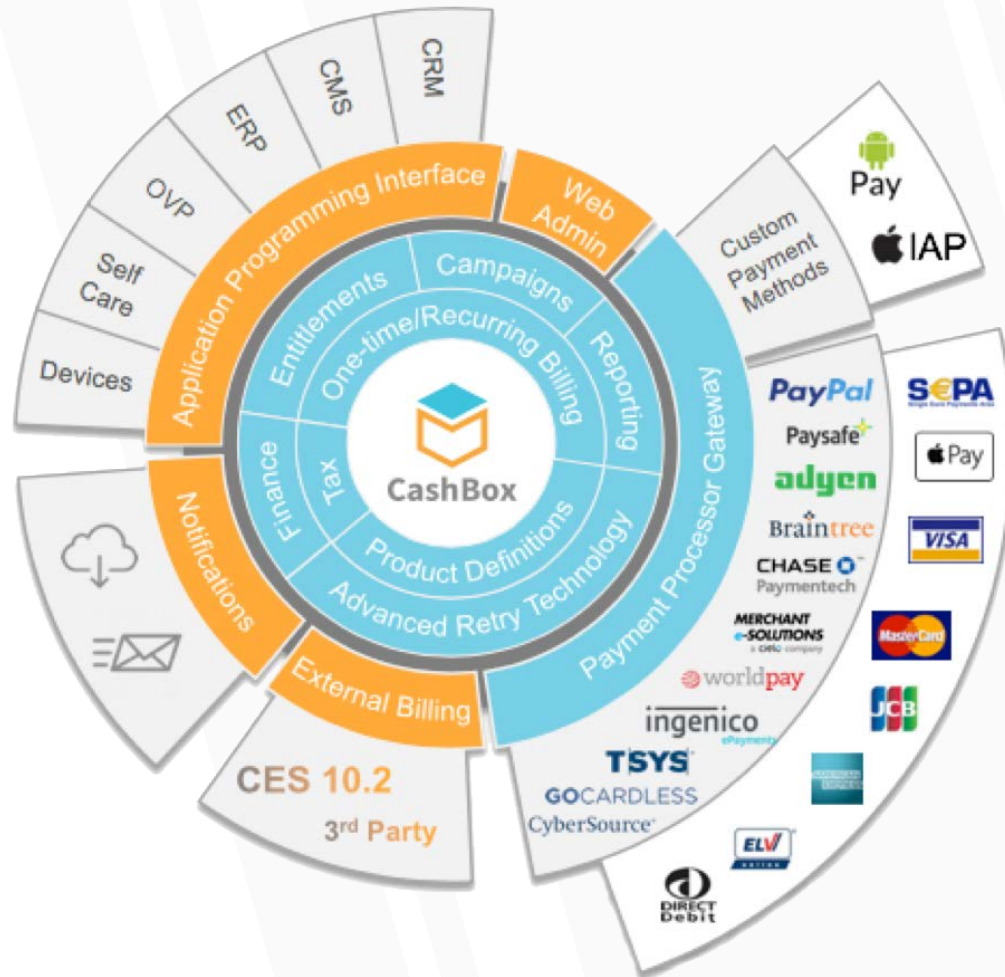
- Last 10 minutes: \$X
- Last 5 minutes: \$X
- Last 2 minutes: \$X

### VIP Season Tickets

VIP receives season tickets in a special envelope with a Vindicia-generated "All Access League Pass"



# Amdocs Powers Subscription Growth



**\$38**  
Billion  
Processed

**351**  
Million  
Digital Accounts

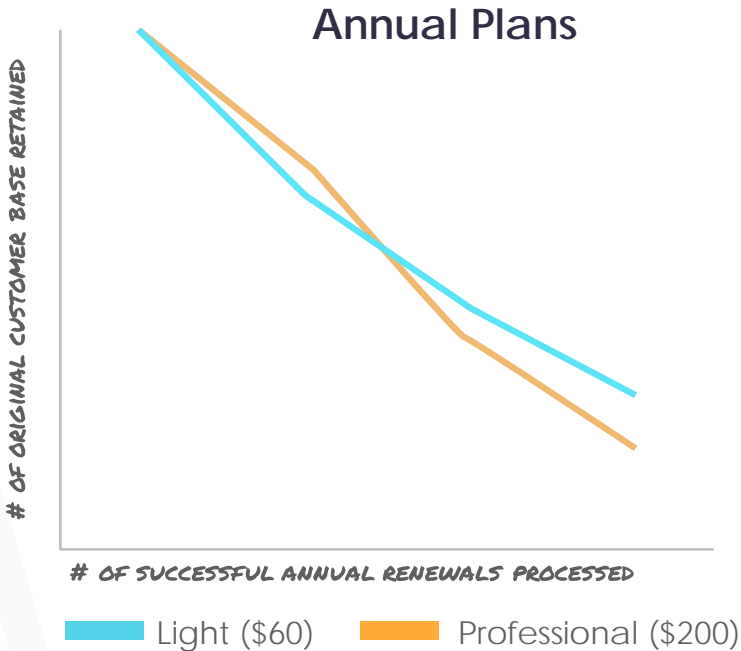
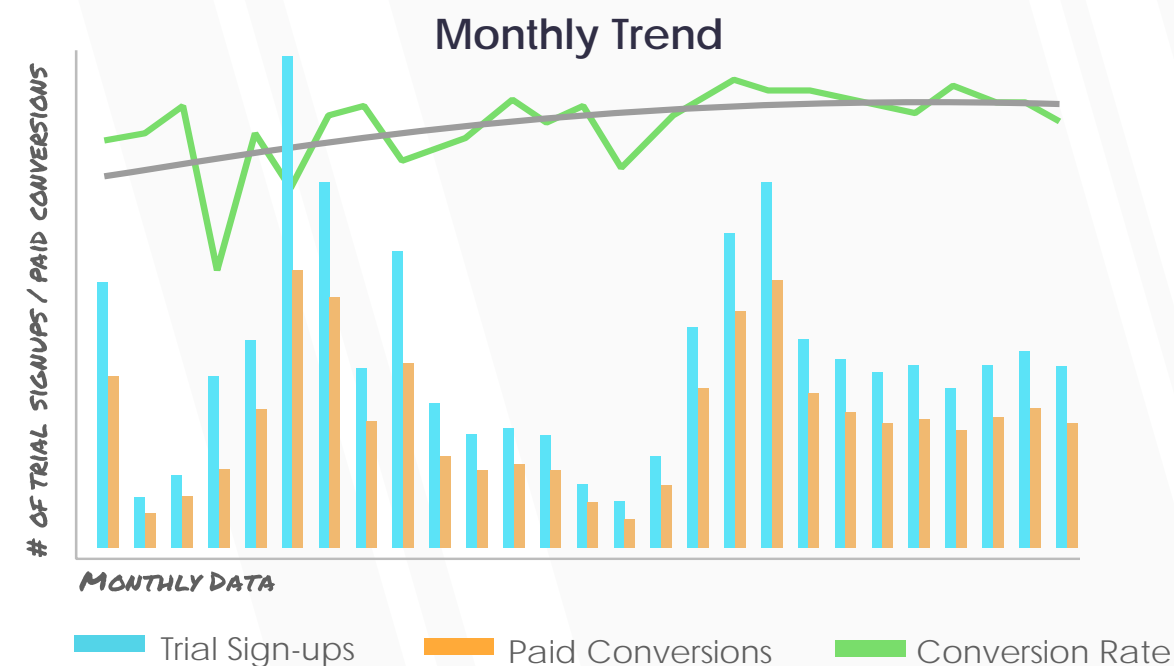
**940**  
Million  
Transactions

**273**  
Million  
Payment Accounts

# Retention and expansion:

## Intelligence-based Retention Platform

Passive Churn	Conversion	Value	Active Churn	Growth	Risk
Involuntary churn predictor	Customer conversion predictor	Expected lifetime value predictor	Cancellation risk predictor	Price sensitivity predictor	Chargeback predictor



# A Wide Variety of Customers

## OTT and Entertainment



## Media and Content



## SaaS and Services



# The Amdocs Media Thesis

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Media/Pay TV are  
a **core part of our  
business**



There's a **job to be  
done** with the  
Media landscape  
being disrupted at  
this very moment



We continue to  
invest organically  
and via M&A to  
**accelerate the  
growth of our  
platforms**



We believe we  
have the **right  
people, assets and  
DNA** to succeed





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Wrap-up



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Thank you

