

Press Release

## Doodle posts strong sales growth

**Zurich / New York, 18 March 2021 - Doodle reports very high sales growth in its business customer segment for 2020 and its headcount has increased by over 100 percent. At the same time, Doodle has chalked up some major milestones with the establishment of Doodle USA Inc. as well as the MS Teams and Zoom integrations.**

The growth in sales is attributable to Doodle's leading position as an online meeting scheduler, coupled with a clear focus on product innovation and a consistent reorientation towards the business customer market. The number of paid subscriptions has doubled, providing clear evidence of Doodle's transformation into a fully-fledged Software-as-a-Service (SaaS) company. There was a corresponding increase of 54 percent in sales revenue generated by business customers – a record high compared to the previous year.

In the business customer segment alone, the number of meetings planned with Doodle increased five times over the same period. Because of the pandemic, Doodle was also able to report an exponential increase in virtual meetings. "The trend continues to move towards virtual meetings – and that also means shorter meetings – with inhouse employees as well as external customers. Companies want to schedule their meetings even more efficiently – and with Doodle, they are opting for intelligent services that enable them to do just that," Doodle CEO Renato Profico explains.

### **Headcount doubled**

Many Fortune 500 companies already use Doodle on a daily basis: "Because we maintain regular dialogue, we're able to adapt our product to what these companies actually need," Profico points out. He continues: "That explains why we more than doubled the number of employees at Doodle in 2020." With a growth of 104 percent, Doodle's headcount is now 104 as compared to 51 employees at the end of 2019. New appointments were made to major key roles, especially in engineering and in the product area, where Kevin Owens took on the position of Chief Product Officer.

### **Doodle USA Inc. is established**

Doodle's wholly-owned subsidiary in the USA was established in June 2020. This step underscores Doodle's ambitions to use its presence in the USA as a means of consolidating and expanding its already prominent positioning.

### **Integration of Microsoft Teams**

The integration of Microsoft Teams was completed in early March. When users create a Doodle, they cut out the extra step of adding a link for video conferences. The option of using MS Teams via Doodle enables employees to operate in their regular working environment.

### **Zoom integration**

Zoom is one of the world's most-used video conferencing tools and now that it is integrated into Doodle, the Zoom link can also be sent automatically with every meeting that is scheduled. This makes life easier for organisers because it saves them time, not having to complete extra steps, and participants get the dial-in information directly. If meetings are postponed, the Zoom link is also automatically adapted – so nobody has an outdated or invalid link.

### **Outlook add-in**

A comprehensive overview of all meetings and scheduling, direct in your own Outlook mailbox – those are the benefits of the add-in that now combines the calendar and email.

### **Contact**

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### **About Doodle**

Doodle is one of the world's leading scheduling technology platforms, helping some of the largest brands instantly meet with clients, colleagues and teams. It is used by over 30 million active monthly users around the globe to provide a smart alternative to endless back-and-forth emails. Doodle integrates effortlessly with calendars and various communication tools to truly simplify meeting organization for companies, the self-employed and private individuals.

Part of the Swiss media company, TX Group, Doodle AG is headquartered in Zurich, with offices in Berlin, Atlanta, New York and Belgrade.

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