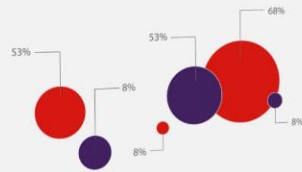
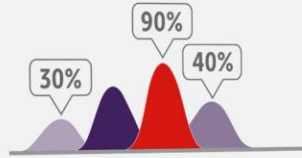
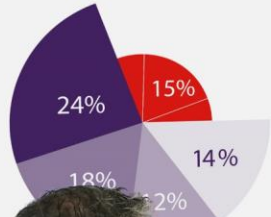




Regional data

Last year, we saw strong performance in Q1 and Q2. There was dip in Q4 due to market conditions but we saw positive results in Q4

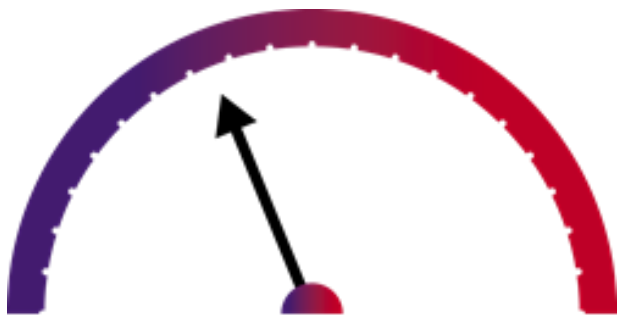


THE IMPORTANCE OF CREATING TRULY INCLUSIVE WORKSPACES

Yannic Laleeuwe, Marketing Director

✉ Yannic.laleeuwe@barco.com

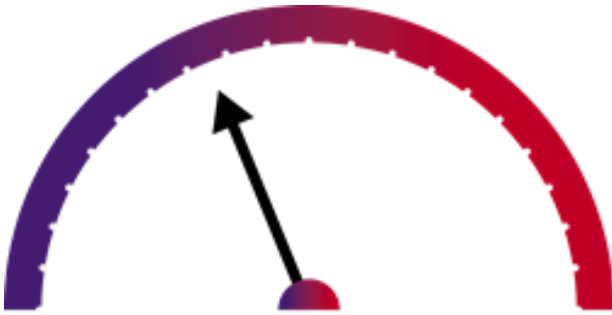
WE STRIVE FOR AN IN DEPTH UNDERSTANDING OF CUSTOMER NEEDS



Barco proprietary research
"the meeting barometer"



WE STRIVE FOR AN IN DEPTH UNDERSTANDING OF CUSTOMER NEEDS



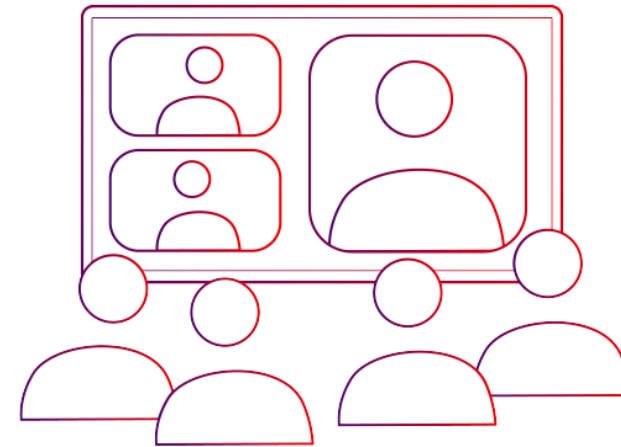
**Barco proprietary research
“the meeting barometer”**

- 5th edition of Barco **“Meeting Barometer”**
- Annual research on how people experience meetings, done in
 - France
 - United Kingdom
 - Germany
 - United States
 - Belgium
 - Australia
 - Japan
- Online survey targeting workers who had at least one hybrid meeting in the last three months
- 3000 respondents

EMPLOYEES MEET AND INTERACT DIFFERENTLY

55%

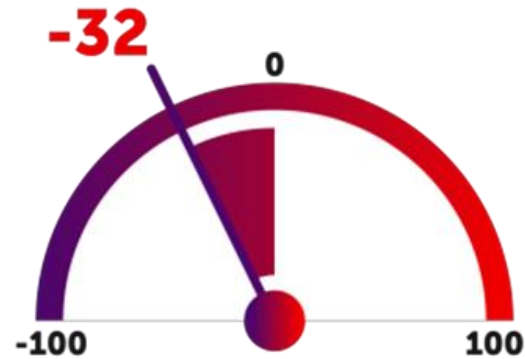
of office-based
employees worldwide are
now in a hybrid working
pattern



Hybrid Meetings
have become the standard

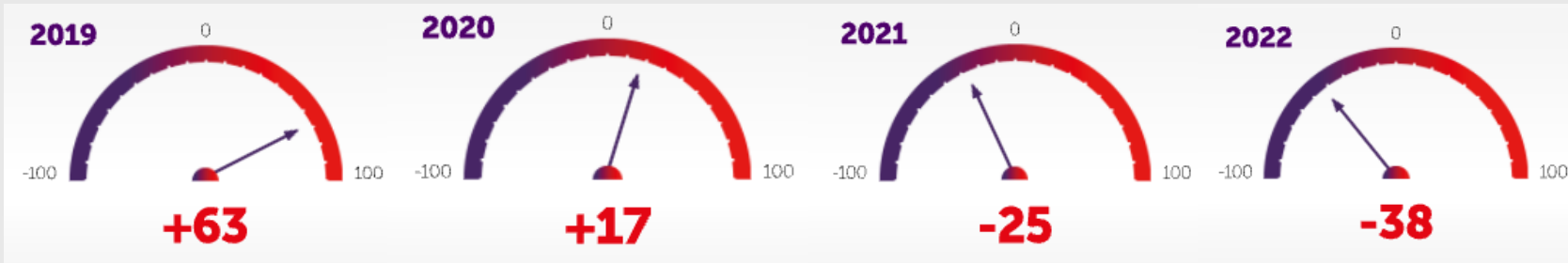
Hybrid meetings don't come without challenges

Barco Meeting Barometer plunged



2023

Showing a growing frustration with virtual & hybrid meetings in general and more on a technical, emotional, and functional level



NEGATIVE SENTIMENT TOWARDS HYBRID MEETINGS



60% of the people experience technical challenges when joining a hybrid meeting

58%

their audio system is not working properly

55%

Find it difficult to share content

45%

don't know which cable to use

44%

find it difficult to book a meeting room

LOSS OF NON-VERBAL CUES LEADS TO LESS EFFECTIVE MEETINGS

60%

believe **Hybrid Meetings** are less effective

65%

- want to properly see
- content
 - Non-verbal cues of participants



MEETING EQUITY : EQUAL OPPORTUNITY TO COMMUNICATE CONTRIBUTE & SHARE IDEAS

People often **don't feel part** of the meeting and conversation, because they're not seen or heard sufficiently.

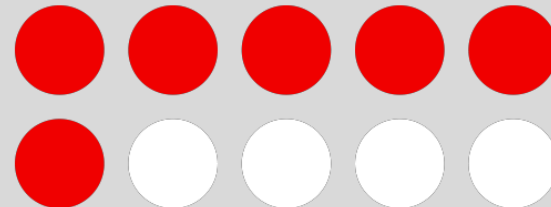
1 in 3

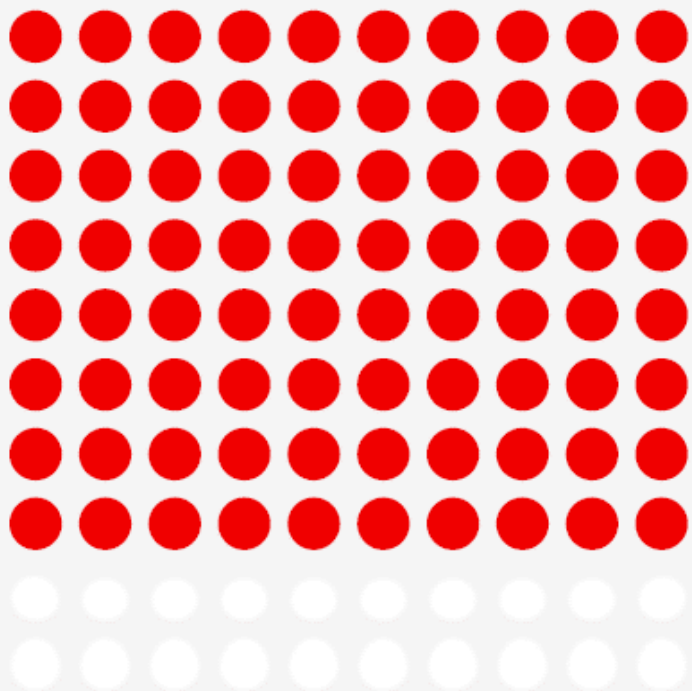
Difficult to speak up



6 in 10

Difficult to grab attention



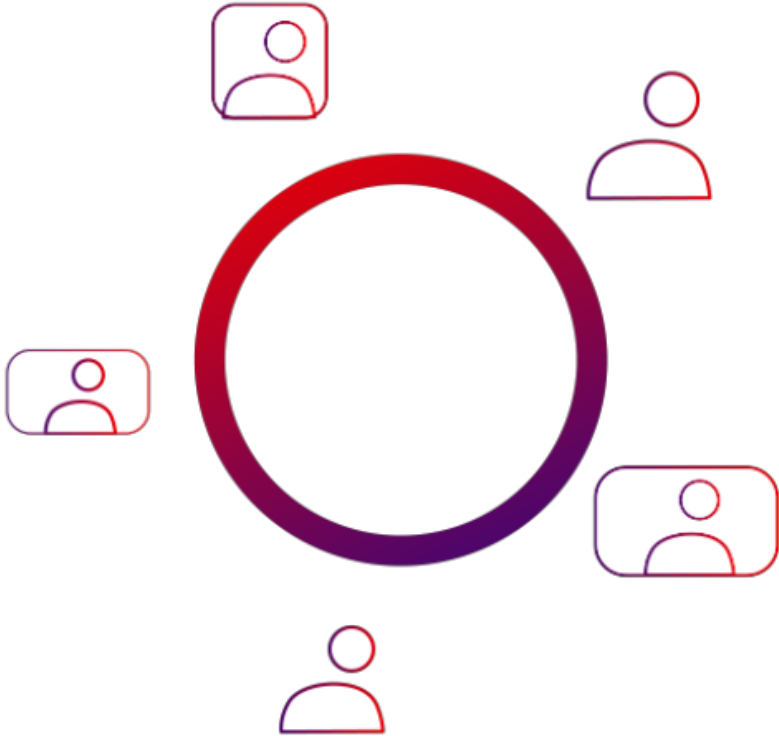


Easy-to-use tech can
make hybrid meetings
better, say

80%

of survey respondents

WE NEED TECHNOLOGY THAT CREATE A MORE EQUITABLE EXPERIENCE



... enables us to work **the way** we want

... enables us to use the **devices** and conferencing **platforms** we are comfortable with.

... gives everyone **a seat** at the meeting room table

11 YEARS OF MEETING EXPERIENCE



>1 million meeting rooms equipped
Huge potential still to be unlocked



> 50 patents, 9 last 18 months
(US, CAN, EU, China)



55+ awards
Award-winning product design



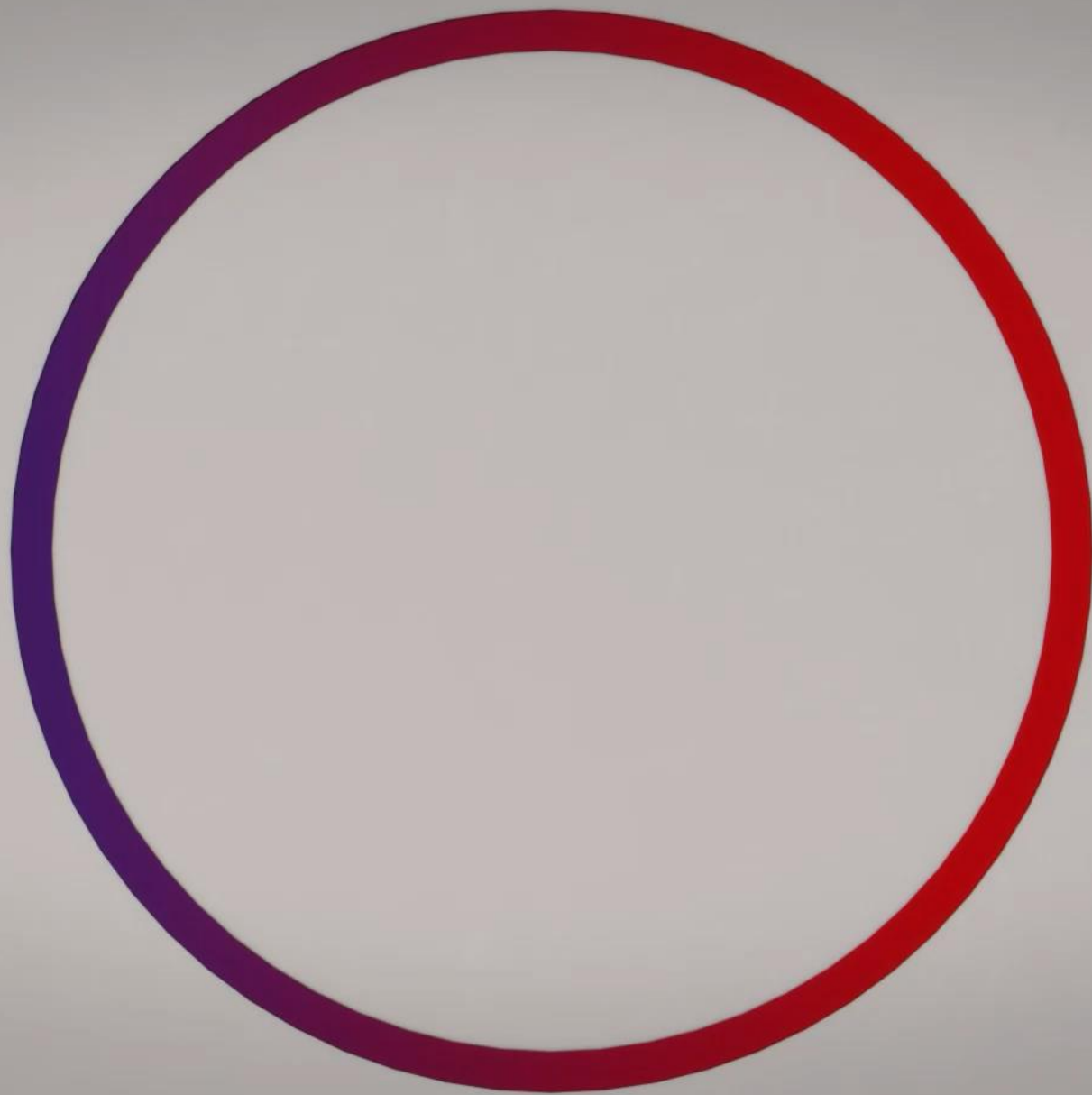
2 categories – 6 models
Offering a solution for every meeting room

The wireless collaboration room system that connects your laptop seamlessly to the screen, video & audio of any meeting room.



INTRODUCING THE CX-50 2ND GENERATION







**WANT TO LEARN MORE?
VISIT THE BARCO BOOTH (3D400) FOR A PERSONAL DEMO**

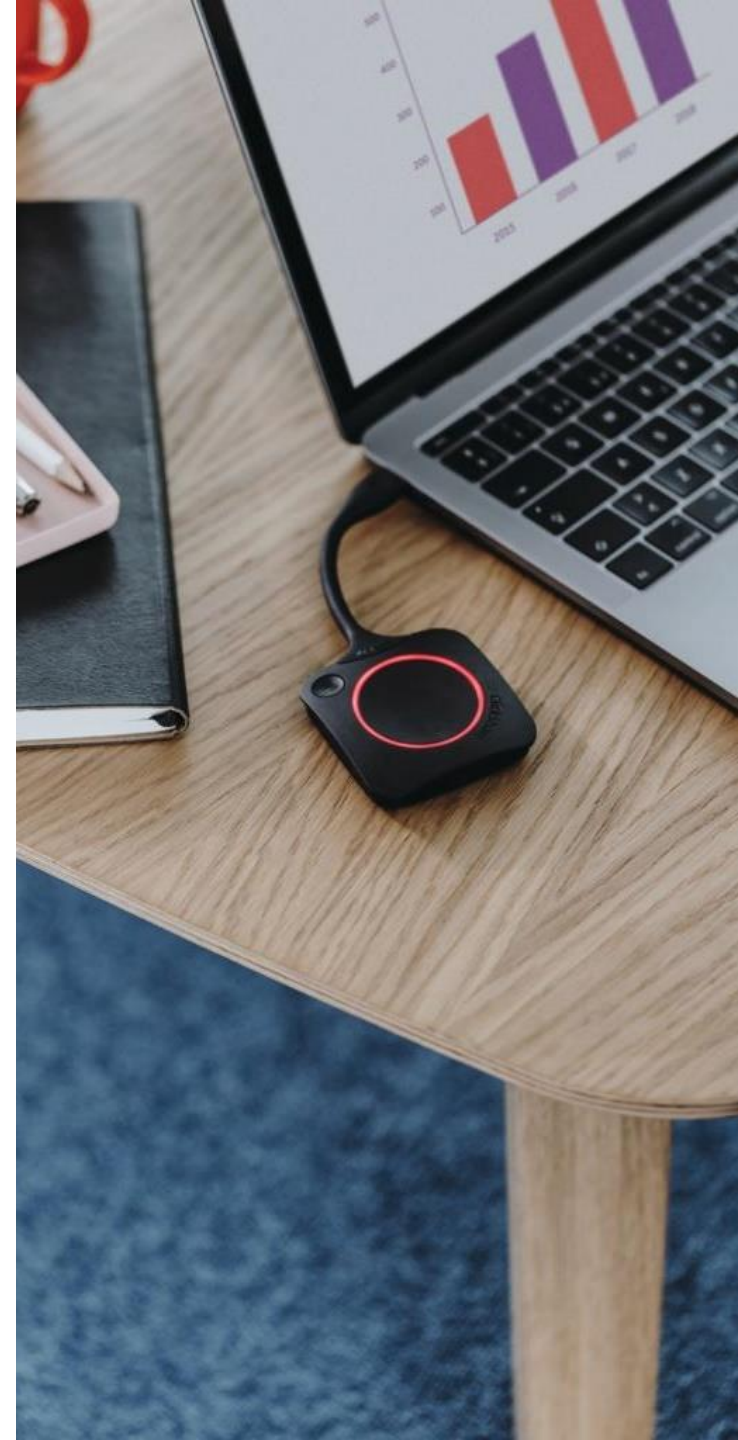
SUMMARY

- Employees meet and interact **differently**
- The **overall meeting experience** is still negative
- Technical challenges make it difficult to capture **non-verbal** communications
- **Biggest Challenge**: How to keep the connection between in-office and remote workers
- We need technology that create a **more equitable** experience
- ClickShare: the easiest way to start your hybrid meeting
- Introducing the new CX-50 2nd Generation solving key hybrid meeting challenges
- Visit the **Barco stand (3D400)** for a personal demo



BARCO

**THANK YOU!
SEE YOU @BARCO BOOTH (3D400)**




ABOUT

Today Yannic Laleeuwe is Marketing Director Workplace Collaboration at Barco, leading the overall Workplace Collaboration Segment Strategy and Marketing teams. Working at the global technology leader Barco for more than 15 years in different roles, she is a seasoned professional, with experience in strategic and analytical thinking, marketing, change management and business process engineering. Working with highly diverse teams energizes her and translates her belief in a culture of empowerment, creativity and community building. A highly skilled manager with a can-do mindset, she is inspired by Barco's never-ending search for innovation and an international environment.





ENABLING BRIGHT OUTCOMES

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