

Success Story



8x8, Inc.

Nasdaq: EGHT



HAYDEN IR

Hayden IR: Engagement



Hayden IR began representing 8x8 Inc. on September 21, 2009. At the time, the Company was at risk of being delisted from the Nasdaq. Hayden was brought on to augment the efforts of a talented in-house IR director, to help broaden 8x8's exposure and attract new investors.



Daily Stock Chart: Price & Volume

Hayden IR helped to reposition the company, resetting expectations for Wall Street and refocusing investors

on valuations and the company's strong balance sheet. In addition, Hayden helped the company to focus attention on the growing Virtual Office business and its profitable recurring revenue stream. Simultaneously, attention on the eroding consumer business with an inferior profit profile was minimized. Hayden targeted deep value and technology investors and arranged a four-day, multi-city non-deal road show in New York and Boston featuring more than 70 targeted face-to-face introductions with qualified investors. As a result, the stock increased more than 190% and potential delisting was avoided during that initial period.

Our Work



Due in large part to Hayden's efforts to date, the Company has secured new research coverage and several institutional investors have taken positions.

- ◆ Representation began September 2009
- ◆ At engagement, market cap of approximately \$59 million
- ◆ Reposition company and re-set expectations for investors
- ◆ Refocus attention on the strength of the company's balance sheet and the improving profitability profile
- ◆ Target deep value investors and technology specialists
- ◆ Help investors understand and appropriately discount the impact of the planned erosion of non-core, less profitable business line.
- ◆ Target meetings with the financial community; prepare supporting presentations

Hayden IR • 469 7th Avenue • Suite 424 • New York, NY 10018 • Tel: 646-419-4300

Website: www.haydenir.com

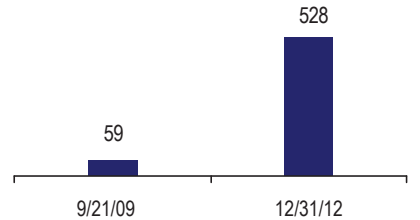
No Promises, Just Results.

Results

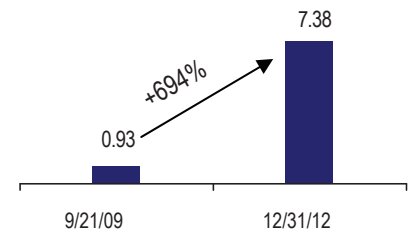


- ◆ **Stock up 694% from HIR initial engagement at \$0.93 (market cap of \$59 million) September 21, 2009 to \$7.38 December 31, 2012 (market cap of \$527.7 million)**
- ◆ Gained sell-side coverage from Sidoti & Co., Craig Hallum, Dougherty & Co., Northland Securities, B. Riley & Co., William Blair & Company, and Stephens Inc. Introduced to Goldman Sachs, Citi, Deutsche Bank
- ◆ Since Dec. 2010 quarter, HIR investor contacts have purchased more than 5.5 million shares of EGHT stock
- ◆ Roadshows during 2012 include San Francisco, Los Angeles, Milwaukee, Minneapolis, NYC, Boston, Chicago, Seattle, Portland; through analysts/ corporate access groups, EGHT introduced at 5-7 meetings per city
- ◆ Successfully avoided potential delisting from the Nasdaq
- ◆ Gartner Inc., the world's leading information technology research and advisory firm, placed 8x8 as a market "Leader" in its 2012 Magic Quadrant for Unified Communications as a Service (UCaaS) in North America

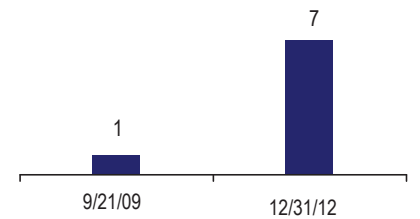
Market Cap (\$ in millions)



Stock Price



Analyst Coverage



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For more detailed information, the reader is referred to 8x8, Inc.'s Form 10-K and other related documents filed with the Securities and Exchange Commission. This does not constitute an offer to buy or sell securities by the Company and is meant purely for informational purposes. HIR represented EGHT since September 2009. This information is not an endorsement of the Company by HIR. HIR is not responsible for any claims made by the Company. You should independently investigate and fully understand all risks before investing.