



CM.com Continues Strong Growth.

November 2021





Key Take-Aways.



Fastest growing listed CPaaS company



Mobile First No/low Code Platform



Only CPaaS company with an EU PSP license



Integrated Software Solutions, Communications and Payments Platform



Key Facts.



Founded in 1999



800+ Employees



More than 20 offices globally



Extensive Telecom Network



Licensed Payment Service Provider



H1 2021 core revenue: +97% / core gross profit: + 129%



Strong CPaaS NDR: 130% and limited Churn: 4%



Total 2021 revenue: € 220 - € 240 million

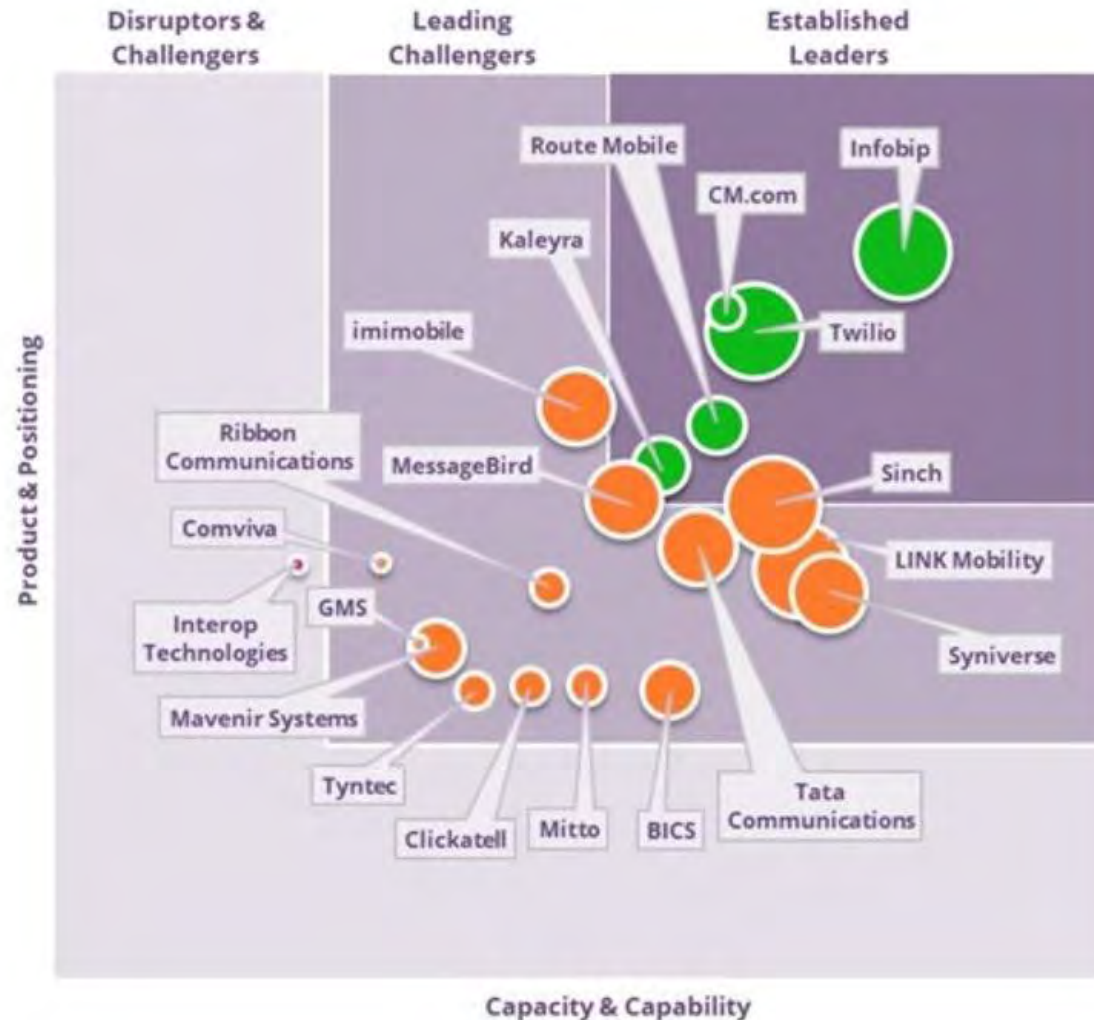


Growth Opportunities Of Conversational Commerce.





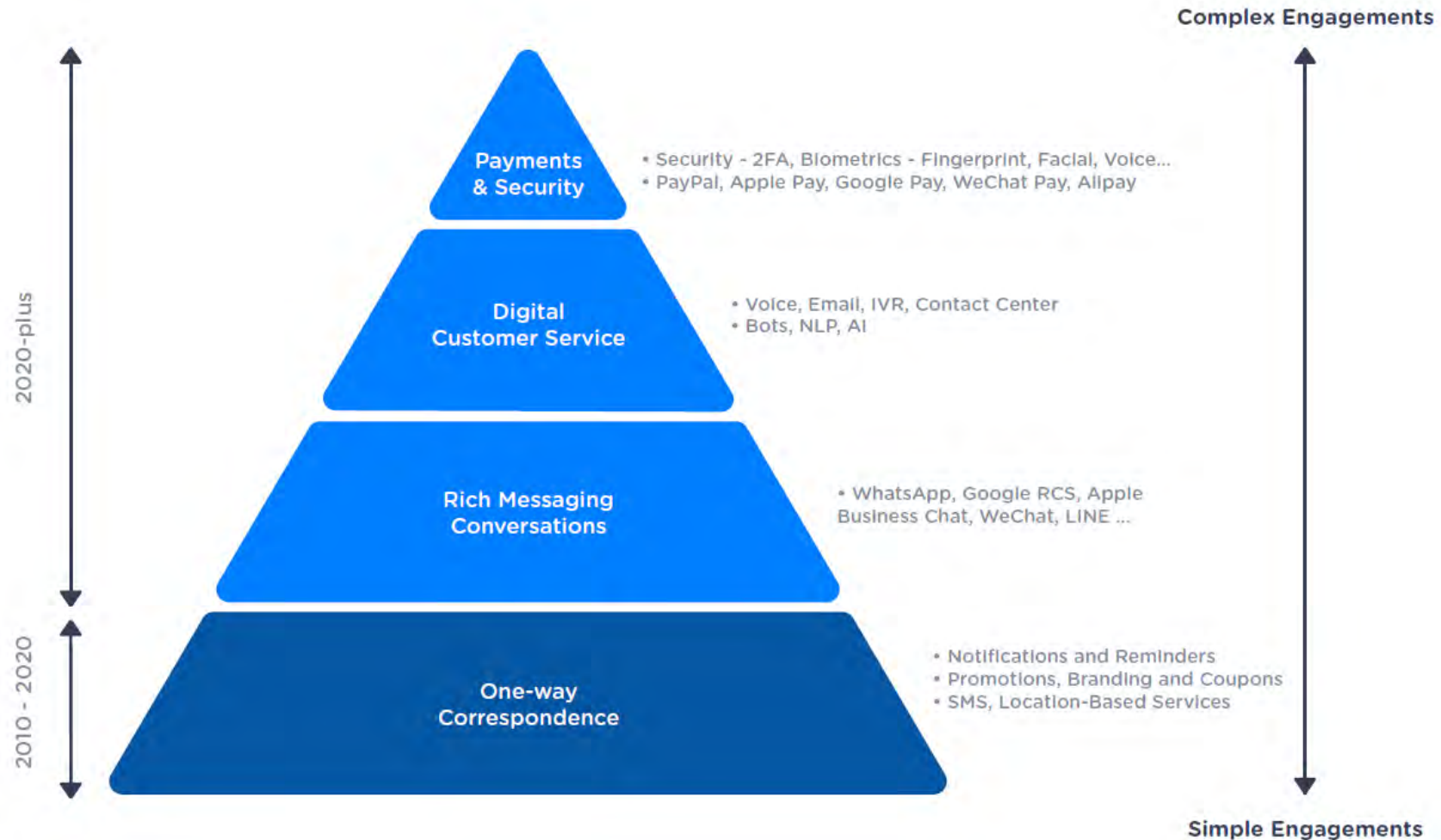
CM.com an Established Leader in Mobile Messaging.



Juniper Research, Mobile Messaging: Future Outlook, Strategic Recommendations & Market forecast 2021- 2025, September 2021

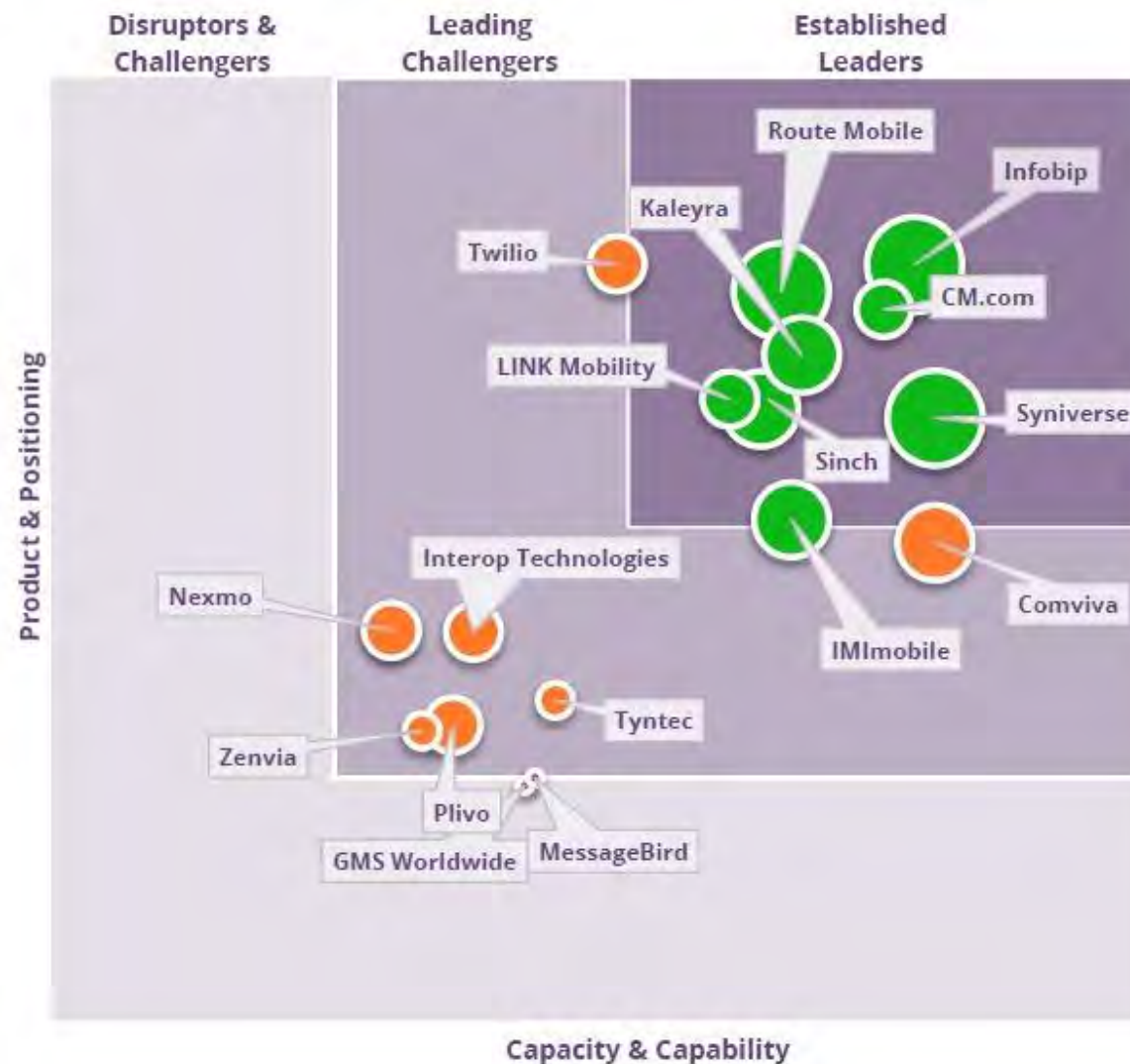


Evolution of Conversational Commerce.





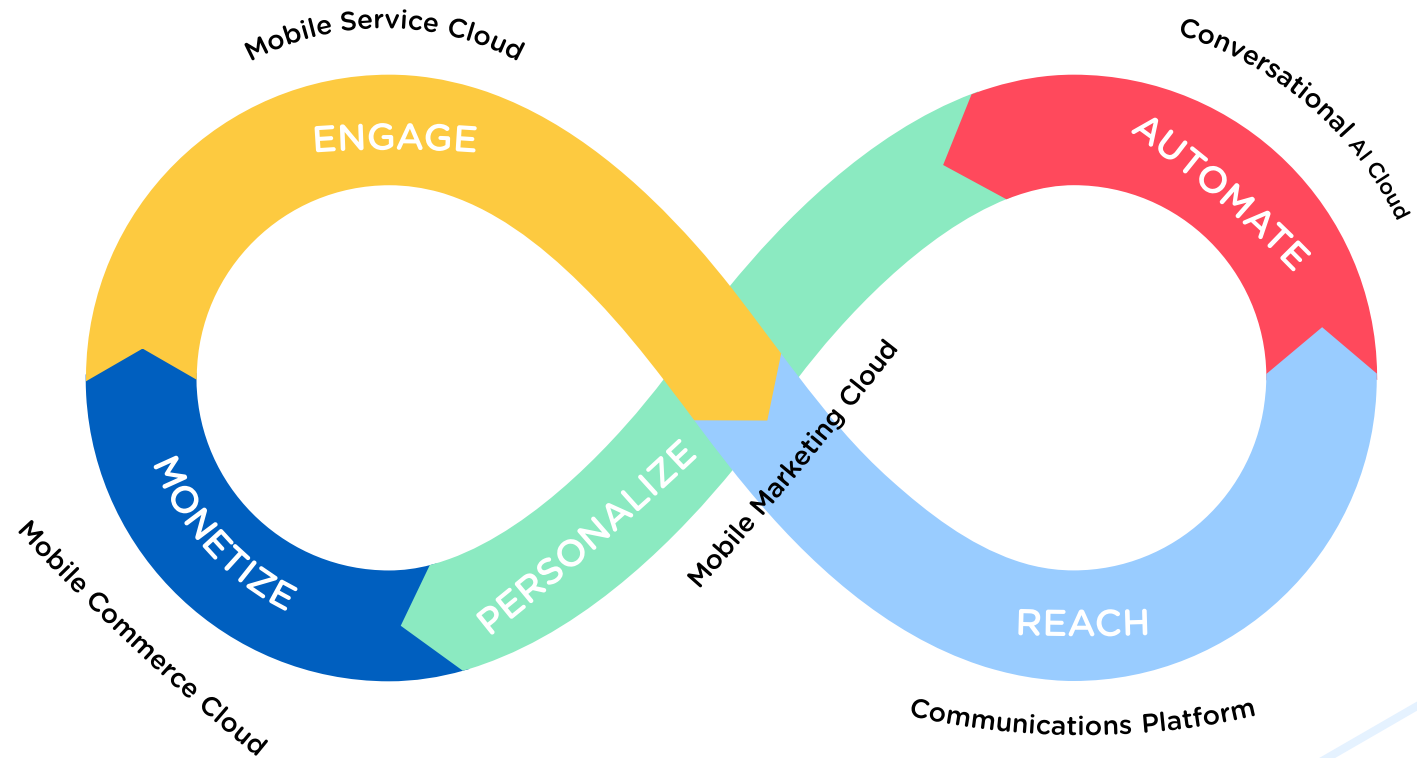
CM.com an Established Leader in CPaaS.



Accelerated Global Growth Strategy.

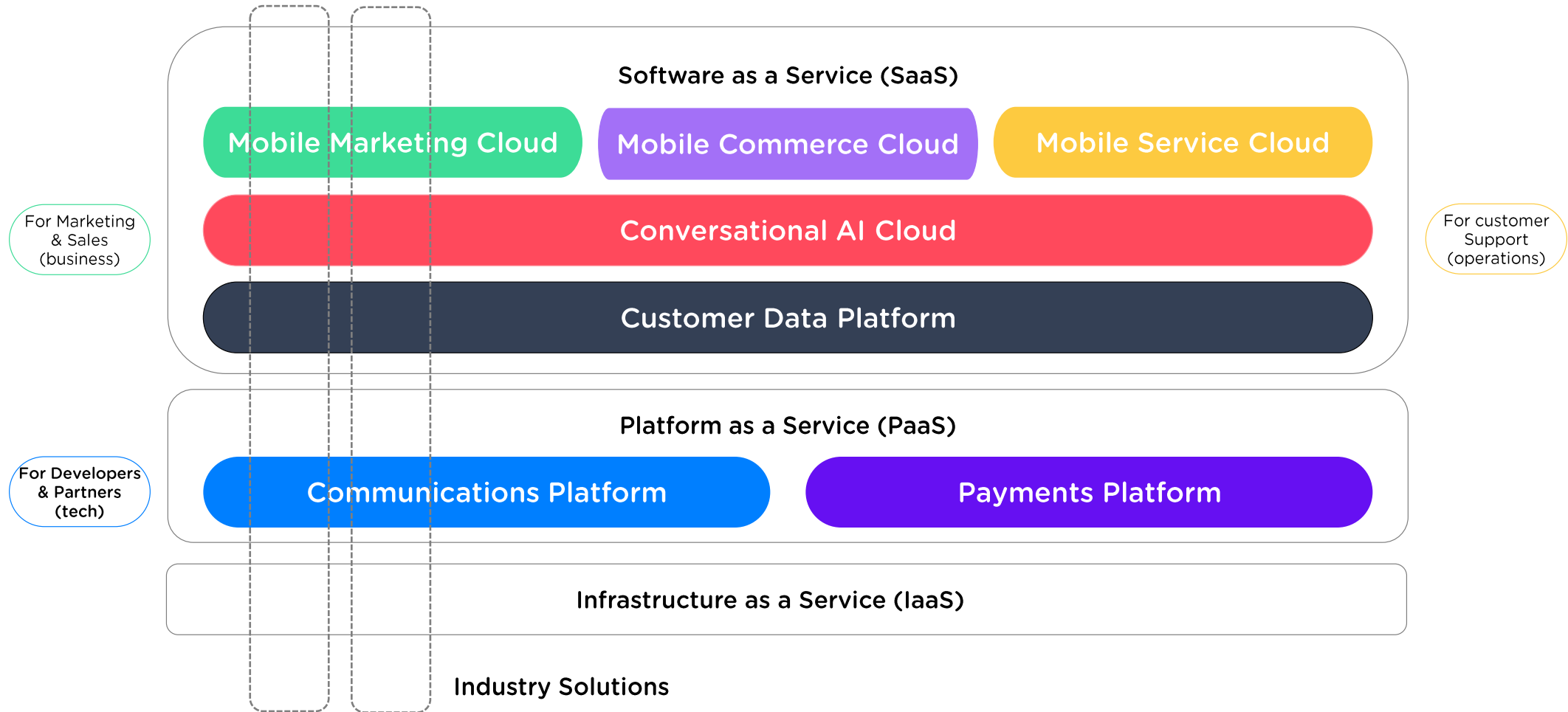


Conversational Growth Model.

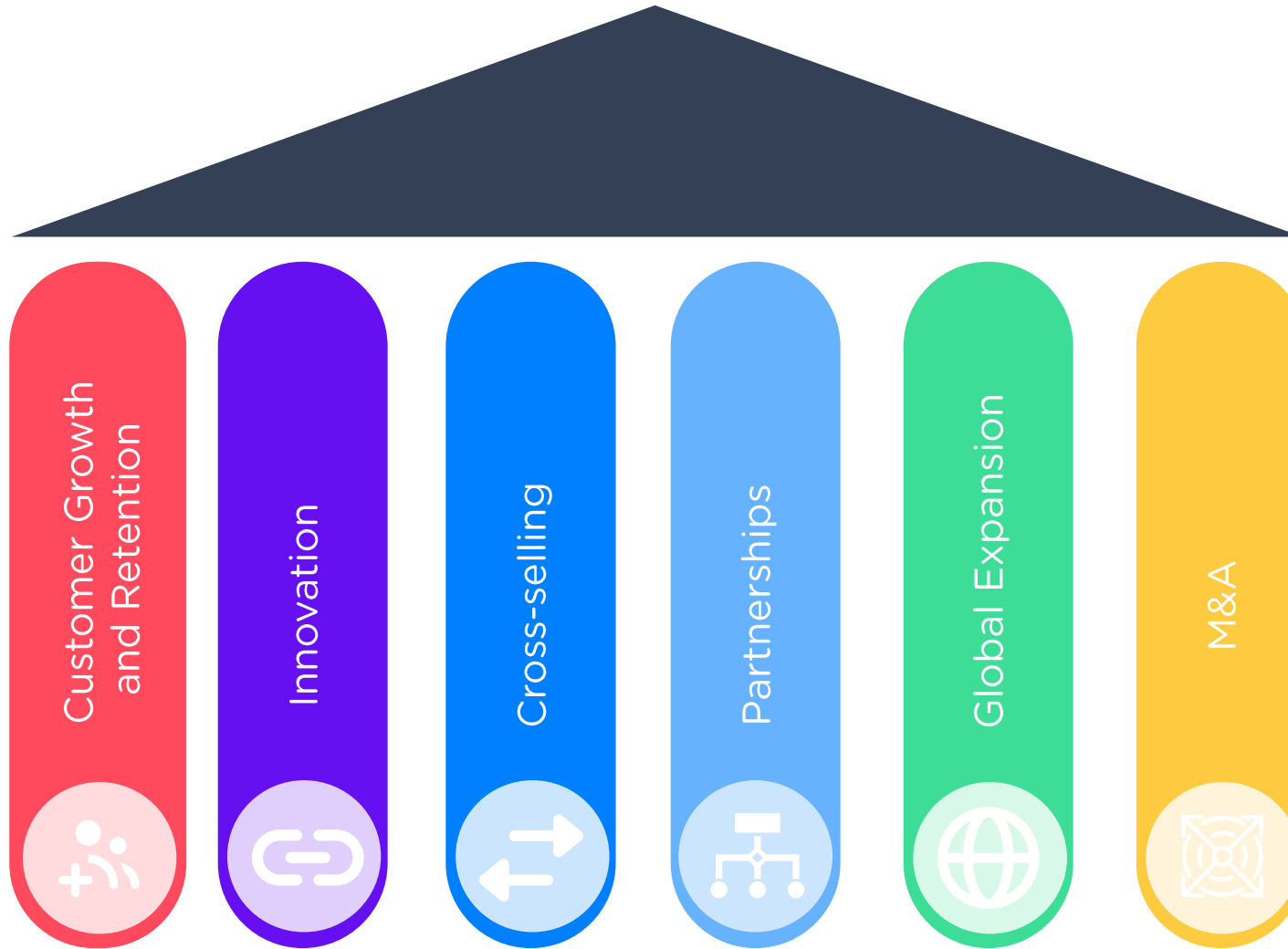




Conversational Commerce Software Suite.



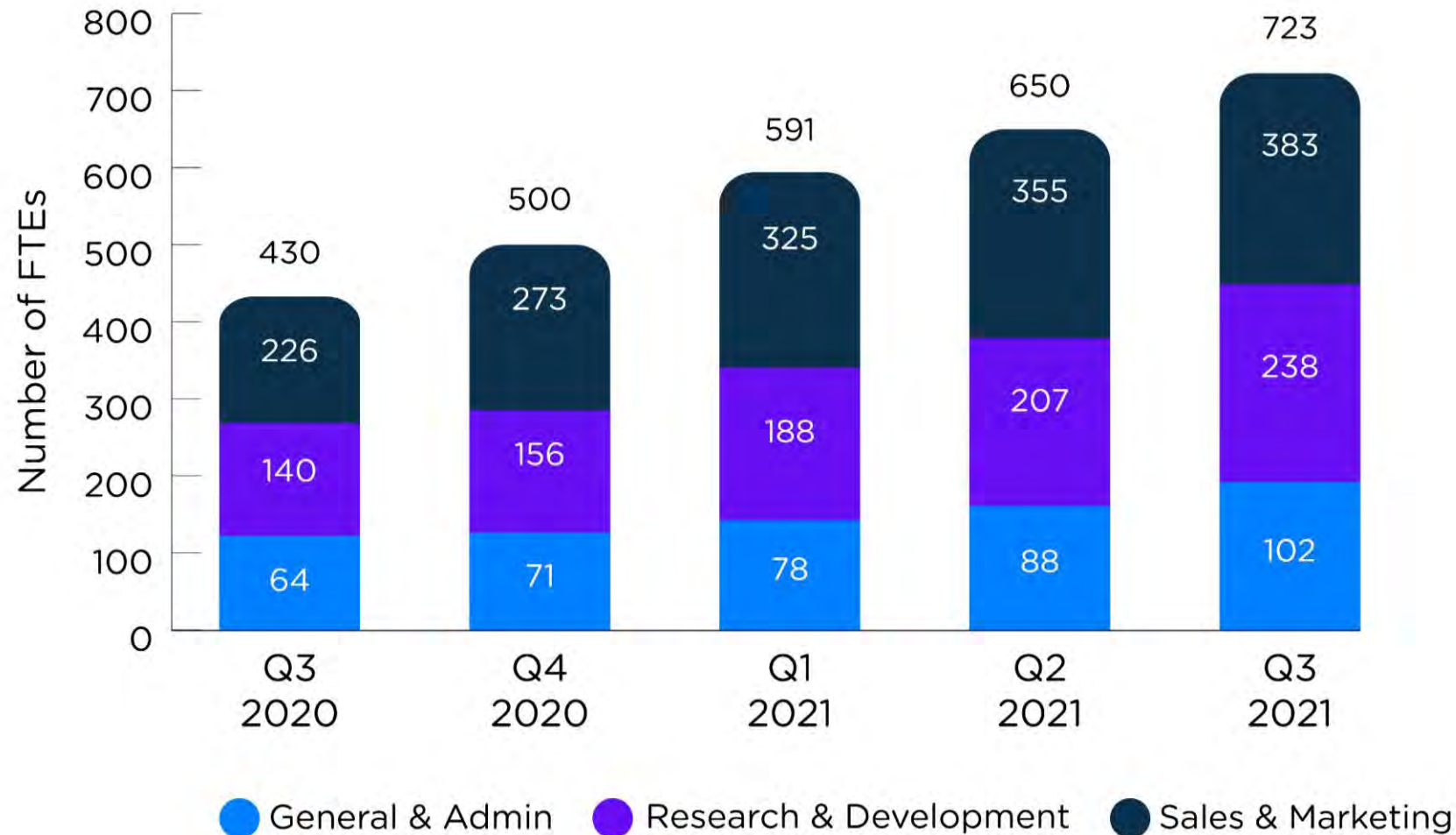
Six Strategic Growth Pillars.



Go-to-Market Strategy.

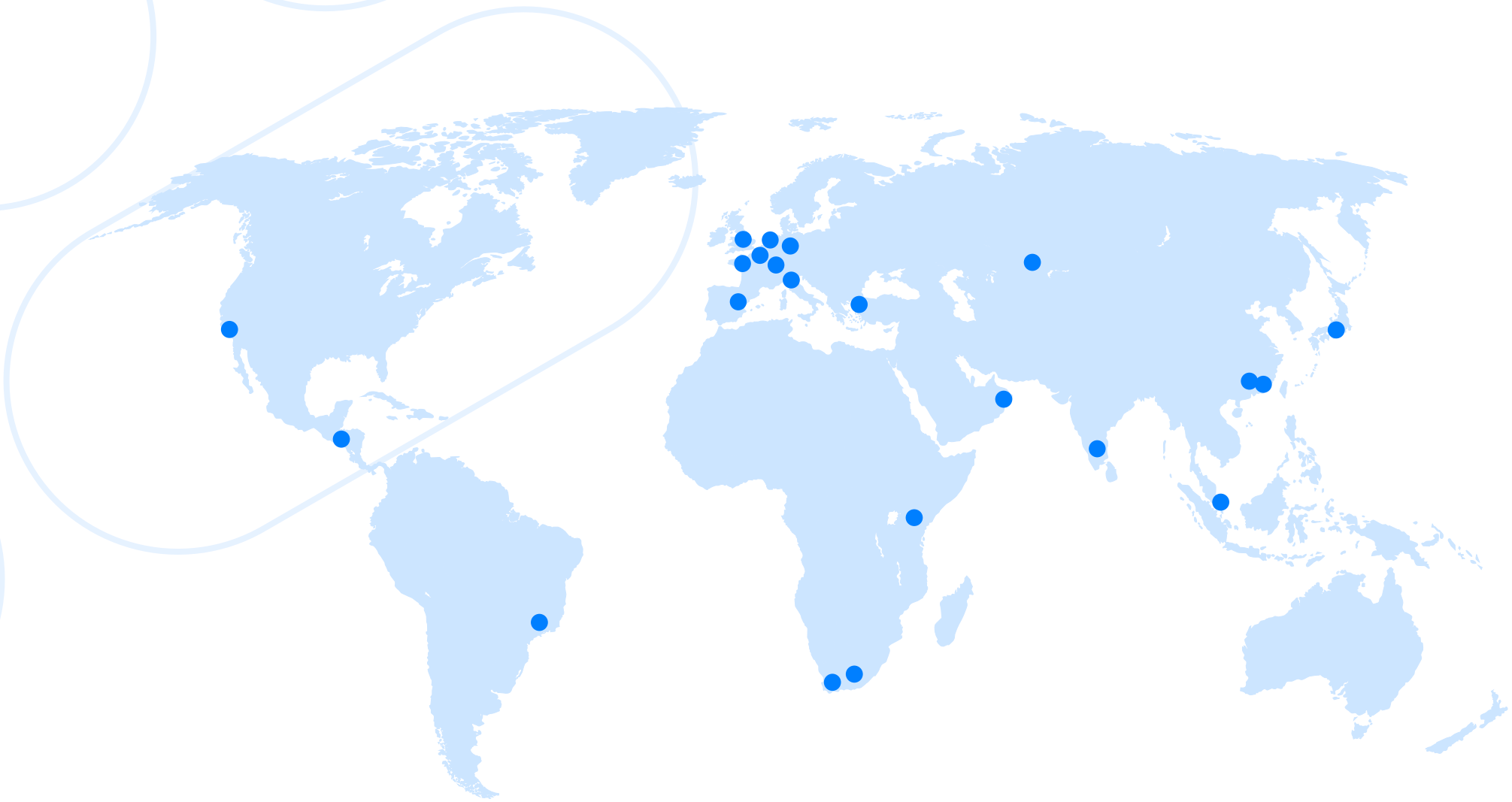
Go-To-Market Strategy	Direct Sales & Marketing 1  Global	Direct Sales & Marketing 2  Local	Partnerships 3 	Online Self-Service Offering 4 
Target Companies	Big Tech	Enterprises / Governmental Agencies	Enterprises/ Medium Size Companies	SMEs
Sales Approach	Global Sales Pods - Global Sales Pods operating from HQ with the focus on targeting enterprises globally - Sales Pods consist of specialists (marketing, sales and product development employees)	Local Presence - Increasing local presence by setting up offices in new geographies - Local offices focus on targeting large enterprises and are a gateway into the region to scale the business locally	Broad Network - Working with Independent Software Vendors and Advisory Firms in order to leverage their reach and network to create economies of scale - Strategic partnerships with Telcos and OTT providers	Online Sales - Global Online Sales Team operates from HQ and in close cooperation with the local sales teams with a focus on SMEs - Generate more traffic on the CM.com website and increase online registrations and retention

Further Strengthening our Organization, Fueling Our Accelerated Growth Strategy.





Increasing Proximity to Our Customers Globally.



Acquisitions: Great Additions to Our Organic Growth Strategy.



PayPlaza

- Innovative Point of Sale (POS) Payment Acceptance Platform
- Building an omnichannel communications and payments solutions from one single platform
- Expanding our POS offering



YourTicketProvider

- Ticket sales for festivals, theaters and stadiums
- Strengthening our position in the Dutch event and venue ticketing business



Tracedock

- Promising first-party data collection service
- Complementary to our Mobile Marketing Cloud
- Supporting the conversion rates of the marketing efforts of our customers



Sustainable Profitable Growth.



Balanced mix of growth in CPaaS,
Payments and Software as a Service



Sophisticated and integrated
CPaaS, Payments and Software as
a Service



Accelerate global expansion
by creating local presence



Product scale-up from acquisitions

Customer stories.

BMW Group.

Assist BMW ConnectedDrive services with the SMS gateway solution.

Key takeaways

- Provide the ultimate communication and driving experience with M2M message services
- Smooth routing for all SMS traffic
- Stable, scalable, and futureproof communications platform
- Dedicated 24/7/365 support

Reliable SMS Messaging platform plus a powerful and unique Business Messaging API





Dutch Grand Prix: Global show case of our Cloud Software.

Key take-aways

- Convenient Ticket Sale
 - CDP registration: insights in visitors and fans
- One-on-one communication with over 100k visitors through multiple channels
 - On Friday alone 40k questions from 20k visitors asked and answered through WhatsApp
- First cashless event at this scale
 - SoftPOS, SmartPOS, and issuance of debit cards
- Business Intelligence supporting crowd control and inventory management (CDP)



Coca-Cola.

Coca-Cola takes the customer experience to the next level with a Chatbot on WhatsApp Business.

Key takeaways

- Create innovative, entertaining, and easy-to-participate campaigns
- Hassle-free experience and 100% uptime
- Scan QR-code, enter via WhatsApp Chatbot and win

WhatsApp chatbot: an agile and flexible solution



DHL Parcel Benelux.

DHL Parcel Benelux has built chatbot Tracy to simplify its communication

Key takeaways

- Smooth customer contact
- Automated contextual conversations
- Agile and quick implementation of Conversational AI Cloud

Improve the transport and delivery process and the related communication through automation, digitization, and data analysis





Moco Museum Amsterdam & Barcelona.



Ticketing



Mobile

Marketing Cloud



Mobile

Service Cloud



Payments

(PSP)



Payments

(POS/Pin)

Amsterdam

Annual visitors:
640,000



Barcelona

Visitor forecast:
500,000 first year



Q3 2021 Highlights.



Highlights Q3 2021.

+54%

**CORE REVENUE GROWTH
YOY**

to € 56.4 million

+78%

**CORE GROSS PROFIT
GROWTH YOY**

to € 16.2 million

29%

CORE GROSS MARGIN

from 25% in Q3 2020

**Established
Leader**

**Established Leader in
CPaaS**

CM.com recognized by Juniper
Research

**€ 100
million**

Convertible bond

Increasing financial flexibility

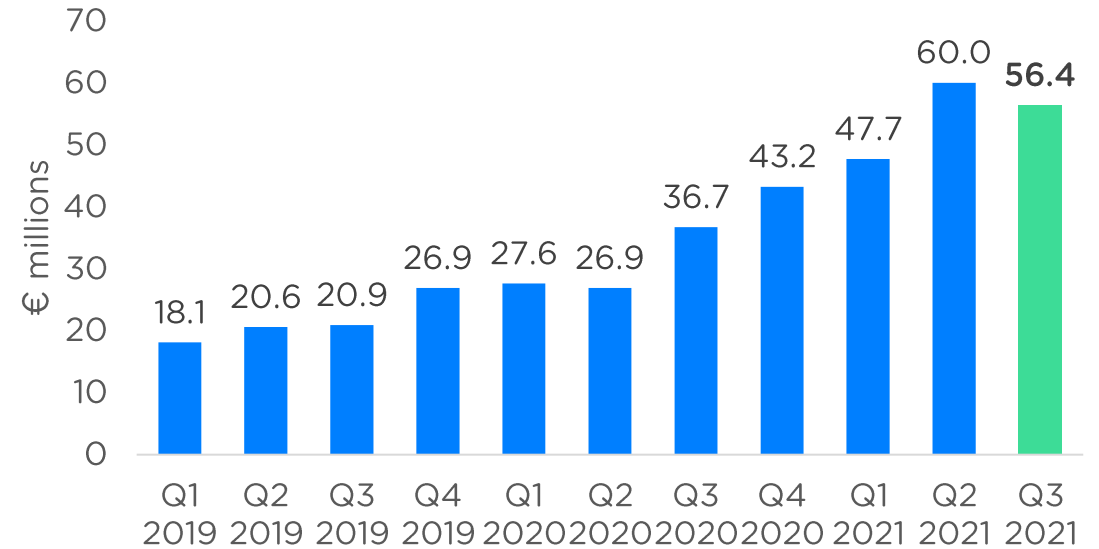
DGP

First cashless event

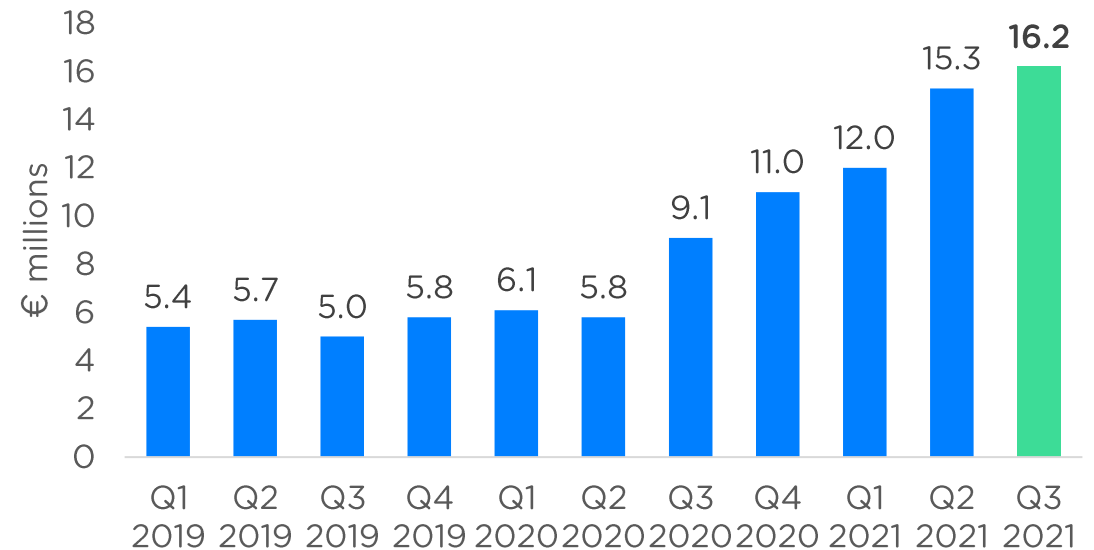
Based on innovative CM.com
products

**+54% Core
Revenue
Growth in
Q3 2021.**

Core Revenue



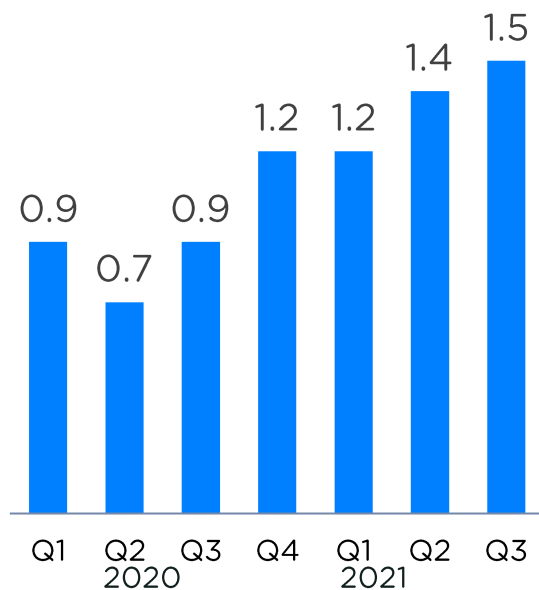
Core Gross Profit



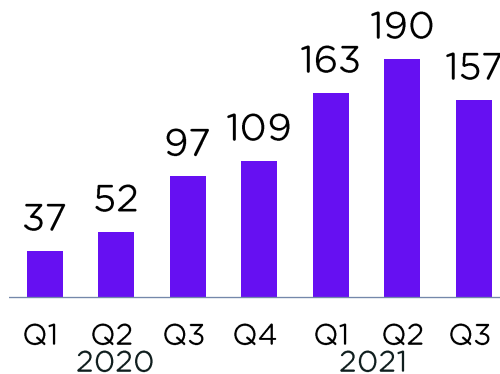


KPIs Drivers Of Revenue Growth.

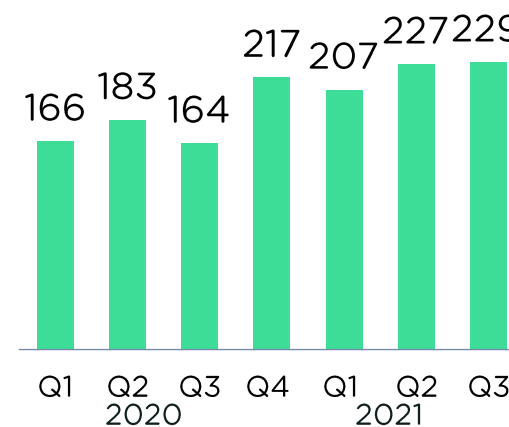
Messages
(# billions)



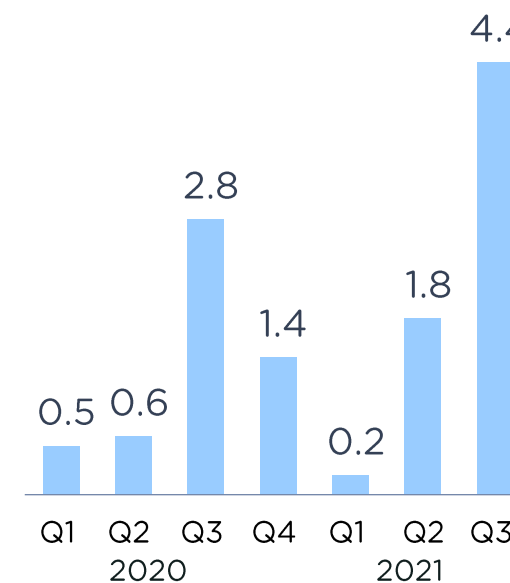
Voice minutes
(# millions)



Total Payments
Processed (EURm)

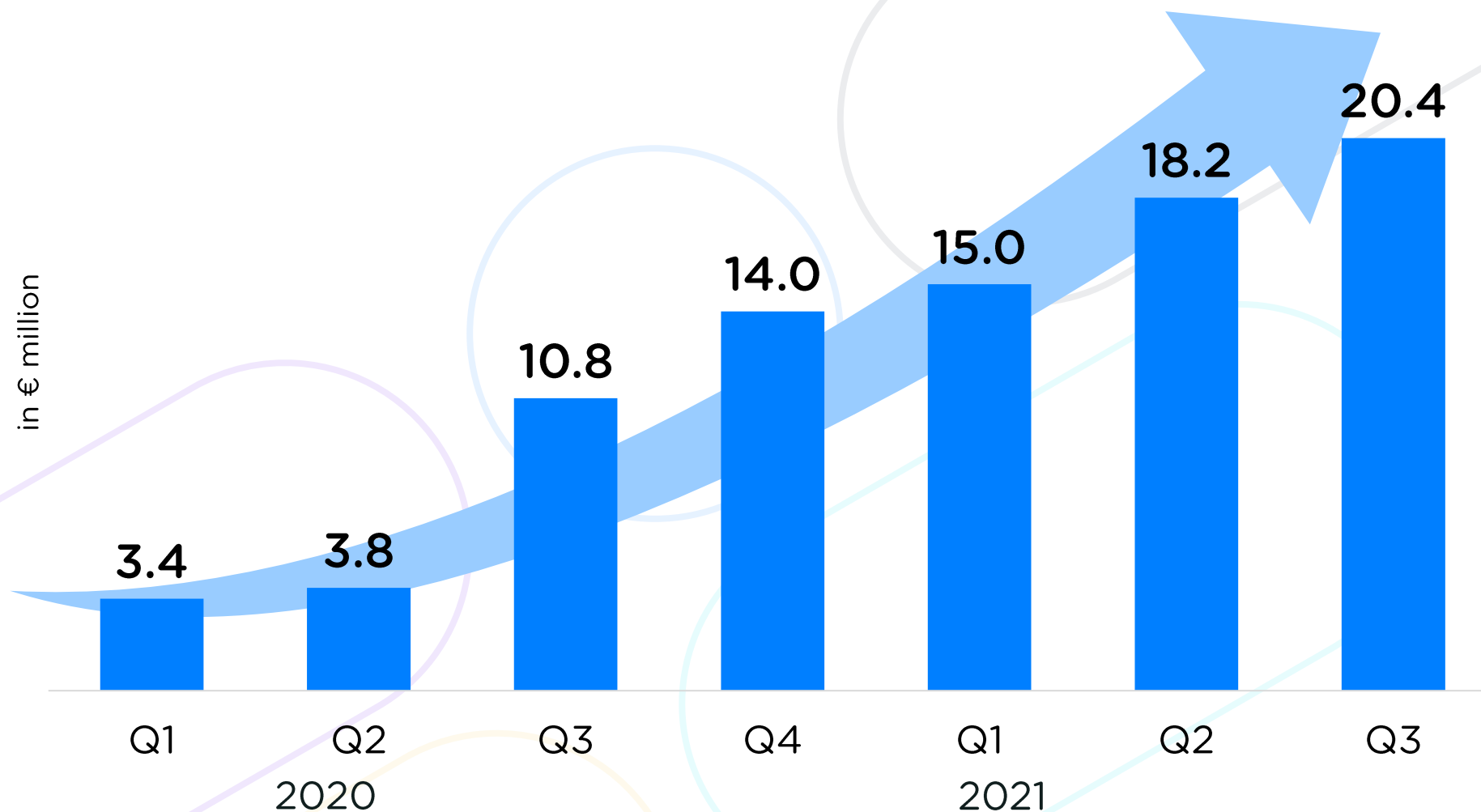


Tickets
(# millions)





Growth in Annual Recurring Revenue on the Rise.





Successful Convertible Bond Placement of € 100m.

Key facts

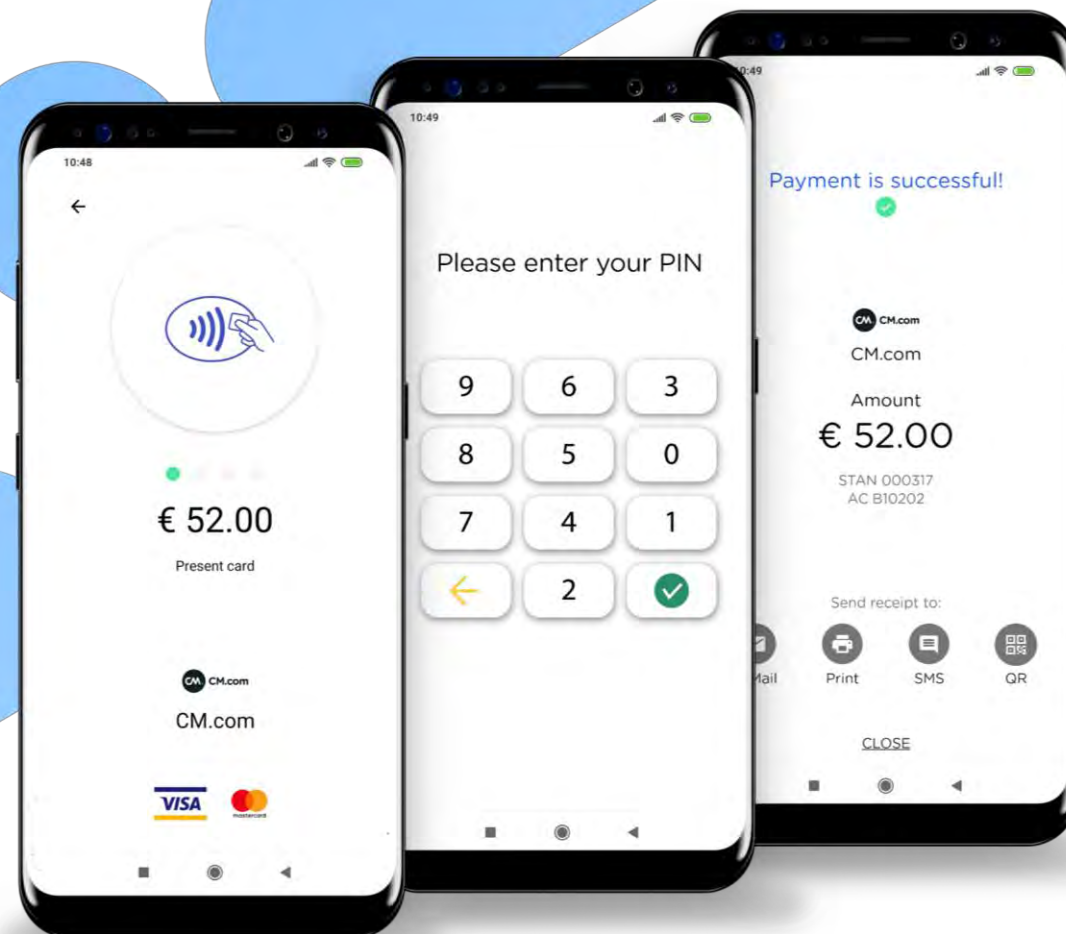
- Senior unsecured convertible bonds due 2026
- 2% coupon
- 30% premium (conversion price at € 53.30)
- Use of proceeds:

General corporate purposes, to enhance its organic growth and to provide the Company with the financial flexibility to act on strategic opportunities, which may arise to further accelerate its growth.



SoftPOS: Mobile turns into Payment Terminal.

- Affordable and easy to use for merchants of all sizes
- No additional hardware or maintenance contracts
- Scalable and globally relevant across sectors
- Boosts contactless and mobile payments





Supervisory Board Strengthened with Two New Members.



Joëlle Frijters
Founder and former CEO
Improve Digital



Jacques van den Broek
CEO Randstad NV

H1 2021 Highlights.

Highlights H1 2021.

+97%

**CORE REVENUE GROWTH
YOY**
to € 107.6 million

+129%

**CORE GROSS PROFIT
GROWTH YOY**
to € 27.3 million

25%

CORE GROSS MARGIN
from 22% in H1 2020

130%

**'NET DOLLAR RETENTION
RATE' (NDR)¹**

3

HUBS OPENED
Further strengthening global
presence

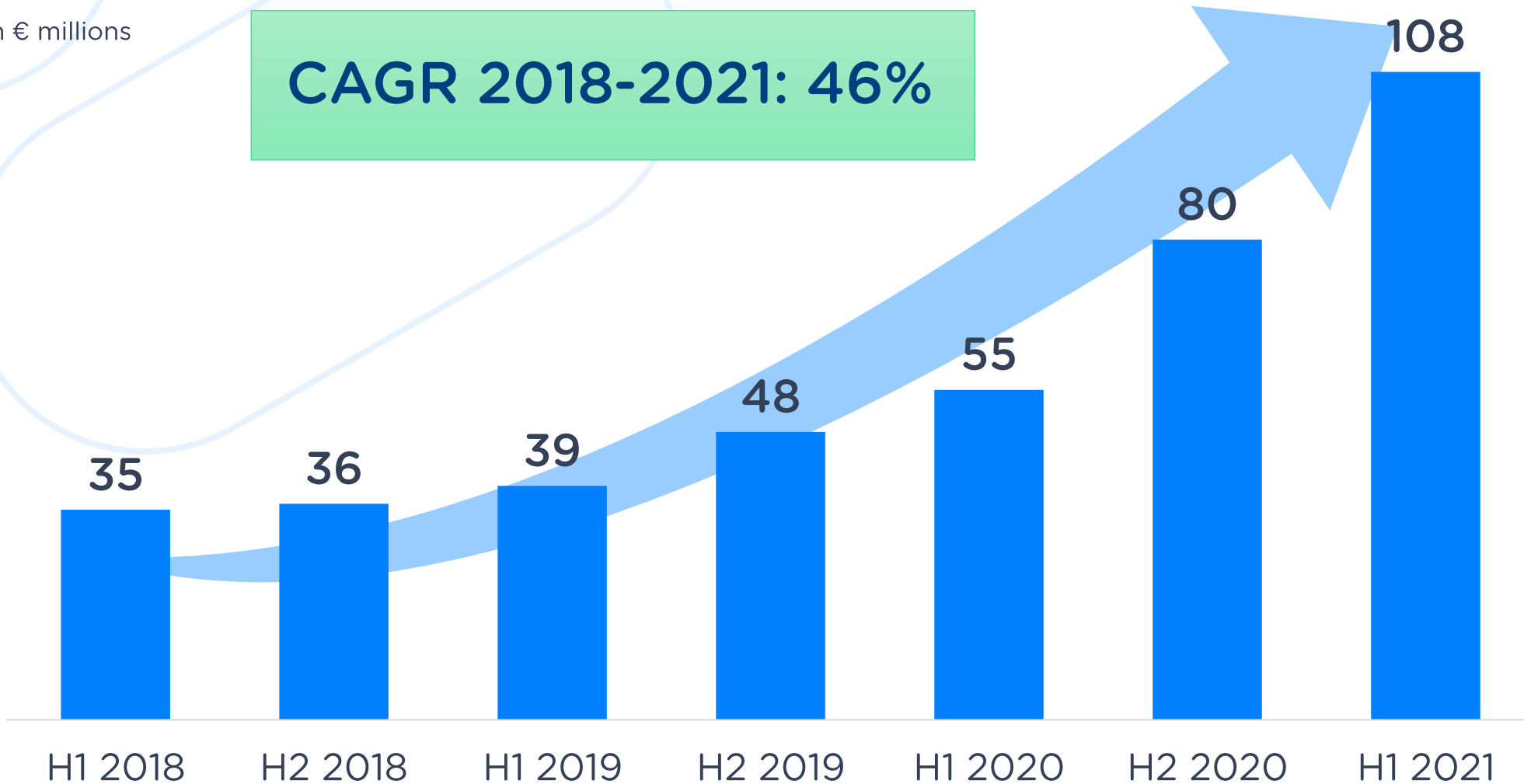
+150

TOTAL FTE GROWTH
650 FTE at 30 June 2021

Sustainable High Core Revenue Growth.

in € millions

CAGR 2018-2021: 46%



Strongest Core Revenue Growth in RoW and APAC.

+186%

Rest of World

From € 4.8m in H1 2020 to € 13.7m in H1 2021

+151%

APAC

From € 6.0m in H1 2020 to € 14.9m in H1 2021

+112%

The Netherlands

From € 24.0m in H1 2020 to € 50.9m in H1 2021

+57%

Rest of Europe

From € 7.6 in H1 2020 to € 11.9m in H1 2021

+42%

France

From € 7.1m in H1 2020 to € 10.1m in H1 2021

+22%

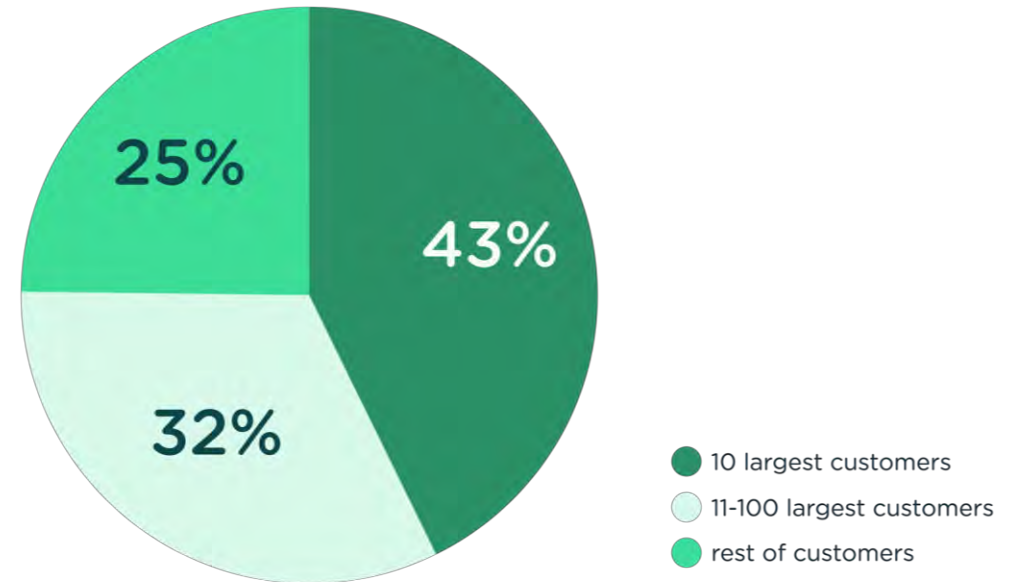
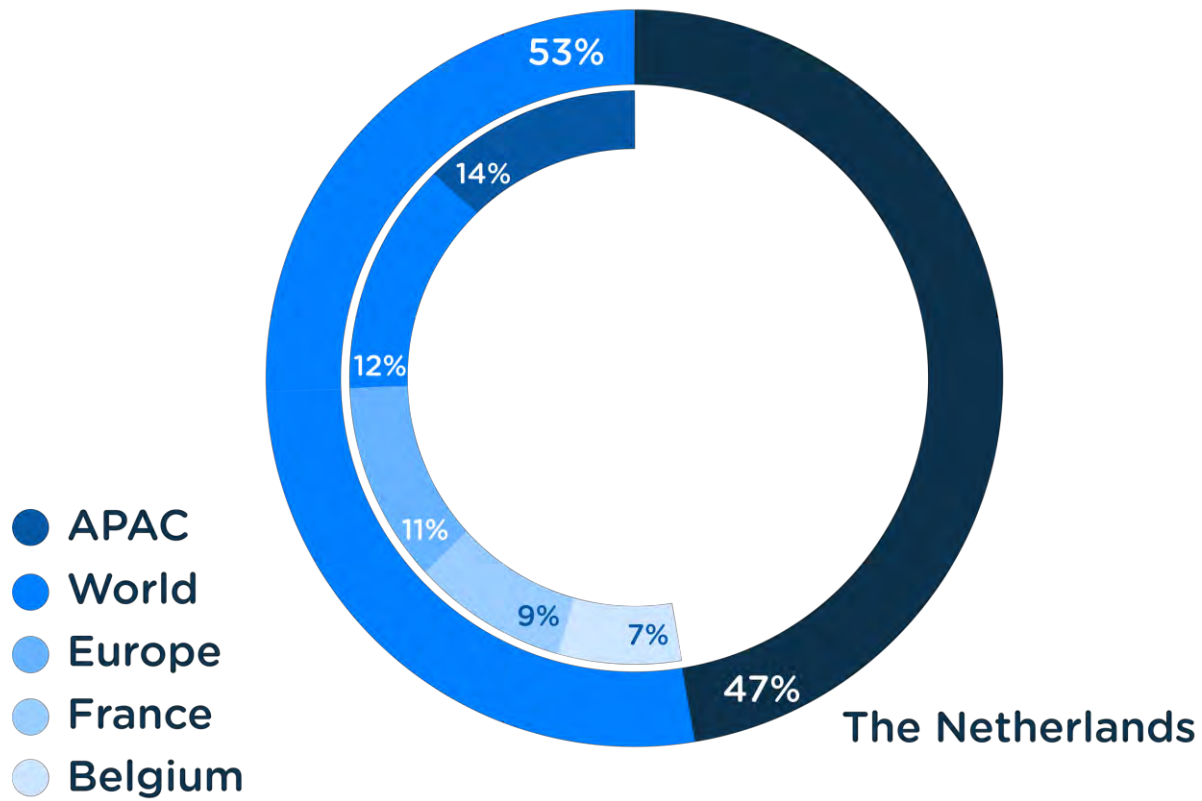
Belgium

From € 5.1m in H1 2020 to € 6.2m in H1 2021

Diverse Global Customer Base.

More than half of revenue generated internationally

Healthy revenue split among customers



- 15 Customers with > € 1 million revenue
- 4% CPaaS enterprise churn
- 130% CPaaS enterprise NDR

x € million

H1 2021

H1 2020

Δ

Revenue	112.0	57.8	+94%
<i>Core revenue</i>	<i>107.6</i>	<i>54.5</i>	<i>+97%</i>
Cost of Sales	(84.1)	(45.3)	+86%
Gross Profit	27.9	12.5	+124%
<i>Core gross profit</i>	<i>27.3</i>	<i>11.9</i>	<i>+129%</i>
Operating expenses	(27.9)	(12.9)	+117%
<i>Employee benefit expenses</i>	<i>(17.9)</i>	<i>(8.6)</i>	<i>+109%</i>
<i>Other operating Expenses</i>	<i>(10.0)</i>	<i>(4.3)</i>	<i>+133%</i>
IPO/ Listing expenses	-	(1.4)	
EBITDA	0.0	(1.8)	
Change in Working Capital	1.9	(7.2)	
Operating Cash Flow	1.9	(9.0)	
 Cash position excl. foundations*	 25.6	 36.0	

H1 2021 Financial Results.

Growth initiatives boosted revenue

Growth in opex in line with gross profit development

EBITDA breakeven

Operating Cash Flow € 1.9 million positive

Acquisitions: € 10.1 cash out

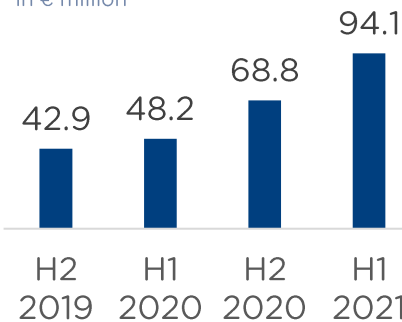
Revenue Development.



CPaaS

- NDR of 130% in H1 2021
- International revenue increased by 86% to € 53.3 million
- Significant increase of both messages and voice minutes

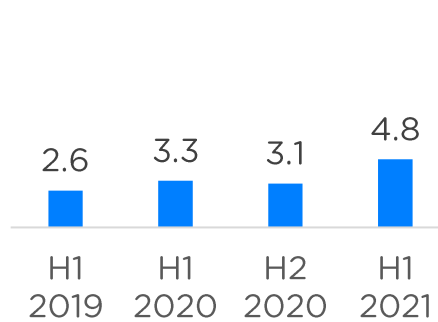
In € million



Payments

- 45% revenue growth as a result of:
 - New customer wins
 - PayPlaza acquisition
- Payments processed increased by 25% to € 434 million in H1 2021
- We won a multi-year contract as international PSP of the Dutch government that will start in Nov. 2021

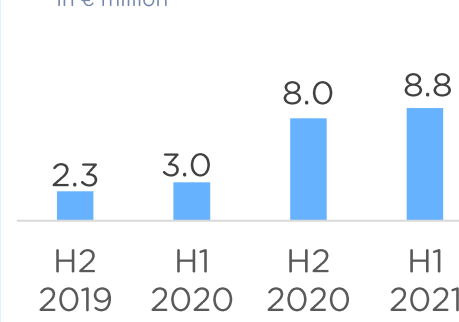
In € million



Platform

- Rise of SaaS revenue of 252% to € 8.1 million due to acquisitions and solid demand for our OTT bundles and Cloud solutions globally
- Ticketing revenue hampered by pandemic-related lockdowns and amounted € 0.7 million
- Easing of lockdown regimes expected to result in resurrection of Ticketing business

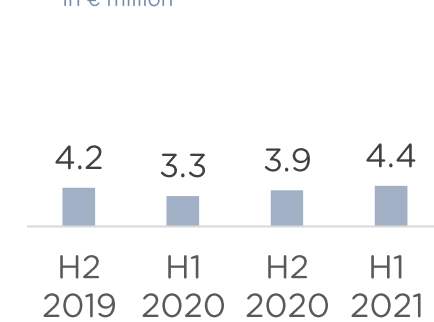
In € million



Other

- Mainly Premium SMS and Carrier Billing

In € million



Gross Profit Development.



Gross profit (EURm)

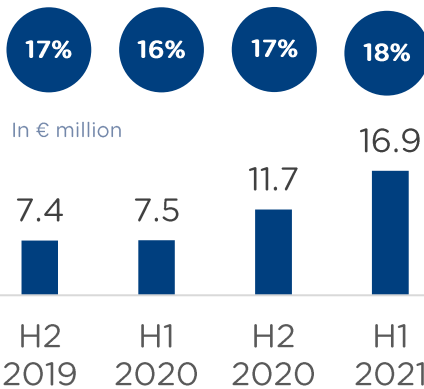


Gross margin
(as % of respective segment revenue)



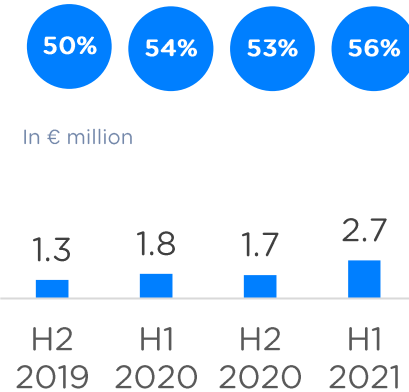
CPaaS

- Gross profit increased substantially in H1 2021 driven by the strong growth of number of messages and voice minutes, and mix effects
- All regions contributed to gross profit growth



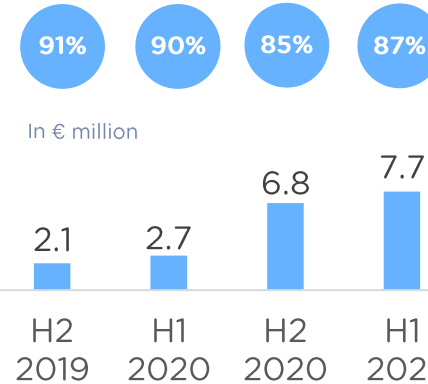
Payments

- Gross profit up by 54%
- Mixed effects of the pandemic on Payments
- PayPlaza generates high margin recurring revenue streams related to the use of the terminals together with the sales of terminals and development hours



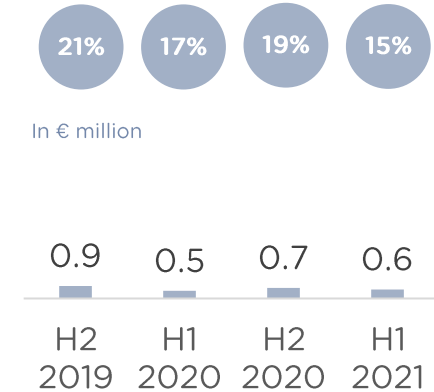
Platform

- Gross profit up 186%:
 - Acquisitions
 - Increased demand for OTT bundles and Cloud subscriptions
- Decline of event ticketing partially compensated by growth of venue ticketing



Other

- Mainly Premium SMS and Carrier Billing



2021 Outlook.

2021 Outlook.

2021 Revenue Outlook

- Total 2021 revenue: € 220 - € 240 million:
 - Annual revenue growth of 55% - 69%
- Some normalization of Voice minutes Q4 2021, while messaging volume of retail and travel industry is expected to return to pre-pandemic levels
- Return of events/festivals when government measures ease
- Increased sales efforts through enlarged salesforce



Guidance.

1

Revenue Growth

CM.com is targeting an annual growth rate of over 30% in the medium term, as CM.com increases its sales, marketing and technology efforts with new and existing customers globally with the capital raised in the offering.

2

Capital Expenditures

In the near term, CM.com expects capital expenditure to be in-line with historic levels. In the long term, CM.com aims to maintain a sustainable capital expenditure level of up to 5% of revenue.

3

Gross Margin

CM.com is seeking to increase Gross Margin in the near term as the revenue mix shifts to higher value-add products.

4

EBITDA

CM.com aims to improve EBITDA margin to levels above 20% in the long term as CM.com expects to benefit from a change in business mix and operational leverage. In the near term, CM.com expects EBITDA margin to decrease due to increased investments to accelerate growth.

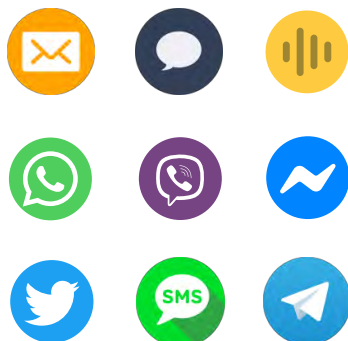
Appendix.



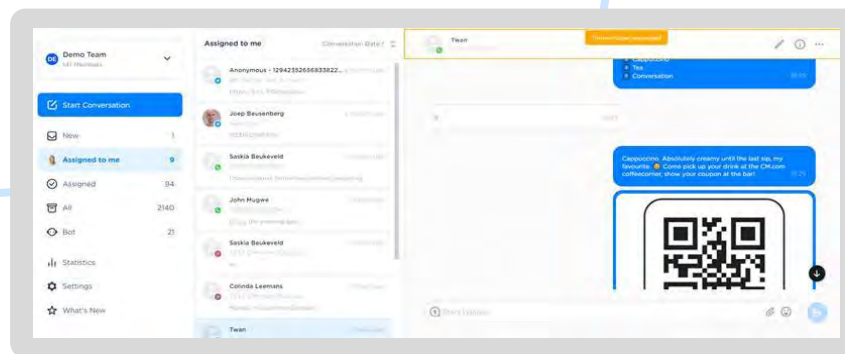
Mobile Service Cloud.

Deliver superior experience, engage customers through mobile channels and increase customer happiness

Service Availability
On All Channels



Manage All Conversations In
One Dashboard



Automate Customer Care
With AI Chatbots





Mobile Marketing Cloud.

Hyper personalized communication on a massive scale to increase engagement

Customer Data Platform

- ✓ Data Integrations
- ✓ Customer Profiles
- ✓ Consent Management
- ✓ Segmentation
- ✓ Personalization
- ✓ Automated Workflows



Campaign Management



Mobile Landing Pages



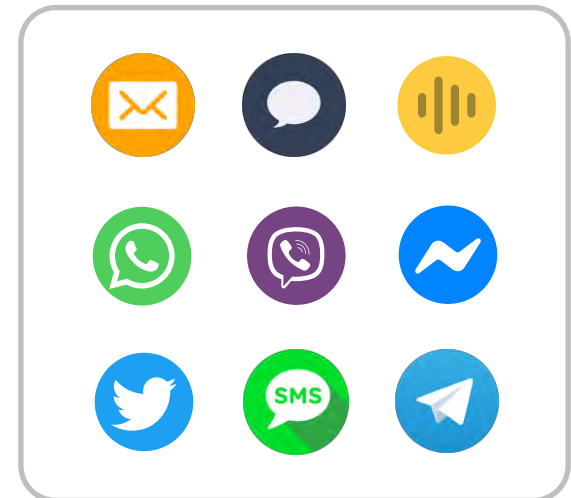
Email Campaigns



Campaigns

Channels

- ✓ The only mobile first marketing cloud
- ✓ Native integrations with mobile messaging channels

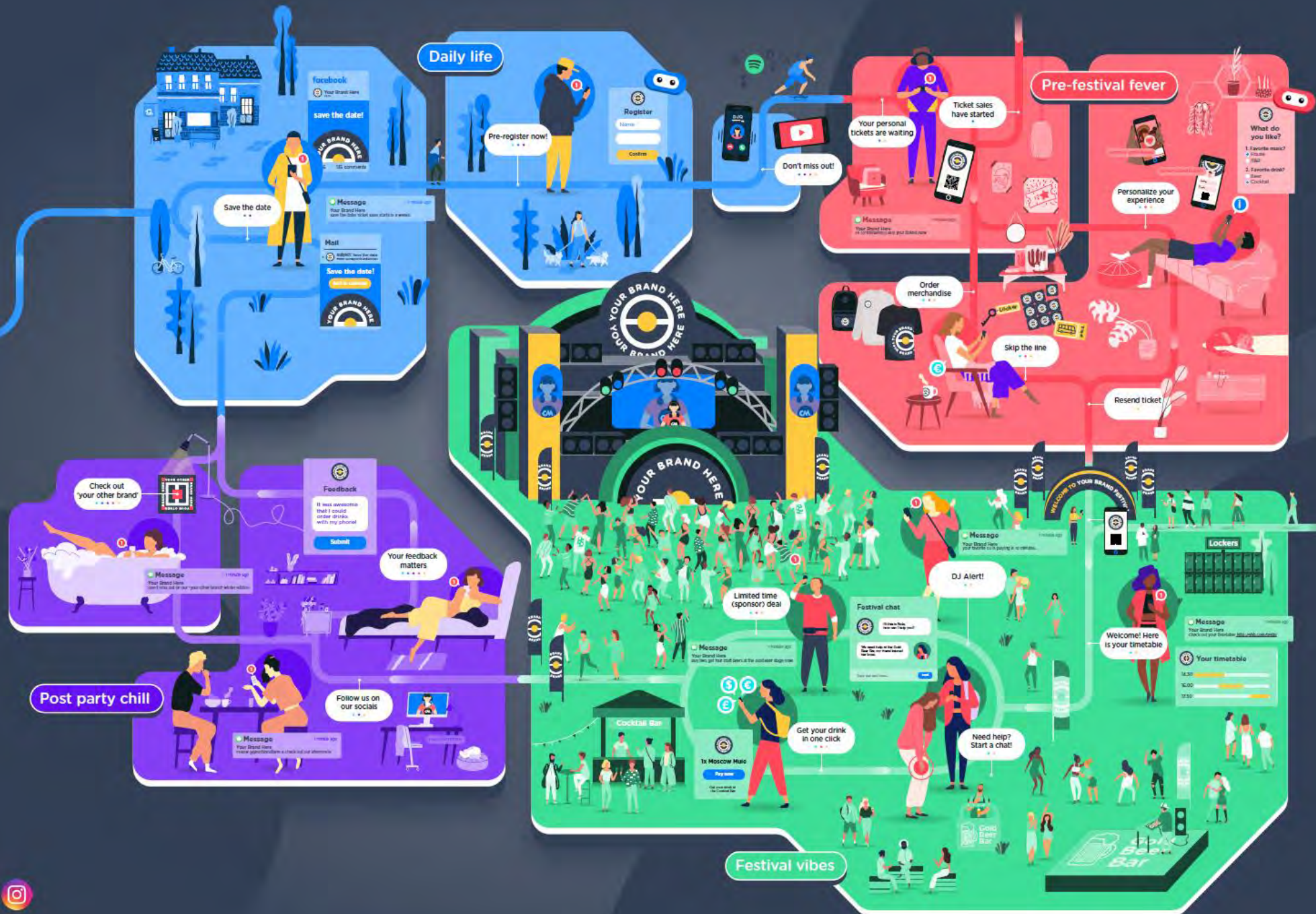


Selling Tickets Is Just The Start.

CM.com's roadmap to the ultimate event experience

-  Sell out tickets faster and more efficiently
-  Reduce marketing costs
-  Generate more revenue per visitor
-  Stand out with your event experience
-  Collect data and grow your fan base

Integrated messaging platforms





Thank you.

If you have any questions,
don't hesitate to contact us.

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Forward Looking Statements.

Statements included in this presentation that are not historical facts (including any statements concerning investment objectives, other plans and objectives of management for future operations or economic performance, or assumptions or forecasts related thereto) are forward-looking statements. These statements are only predictions and are not guarantees. Actual events or the results of our operations could differ materially from those expressed or implied in the forward-looking statements. Forward-looking statements are typically identified by the use of terms such as “may,” “will,” “should,” “expect,” “could,” “intend,” “plan,” “anticipate,” “estimate,” “believe,” “continue,” “predict,” “potential” or the negative of such terms and other comparable terminology. The forward-looking statements are based upon our current expectations, plans, estimates, assumptions and beliefs that involve numerous risks and uncertainties. Assumptions relating to the foregoing involve judgments with respect to, among other things, future economic, competitive and market conditions and future business decisions, all of which are difficult or impossible to predict accurately and many of which are beyond our control. Although we believe that the expectations reflected in such forward-looking statements are based on reasonable assumptions, our actual results and performance could differ materially from those set forth in the forward-looking statements.