





# 1999

founded



# 2020

listed company



# 15

countries



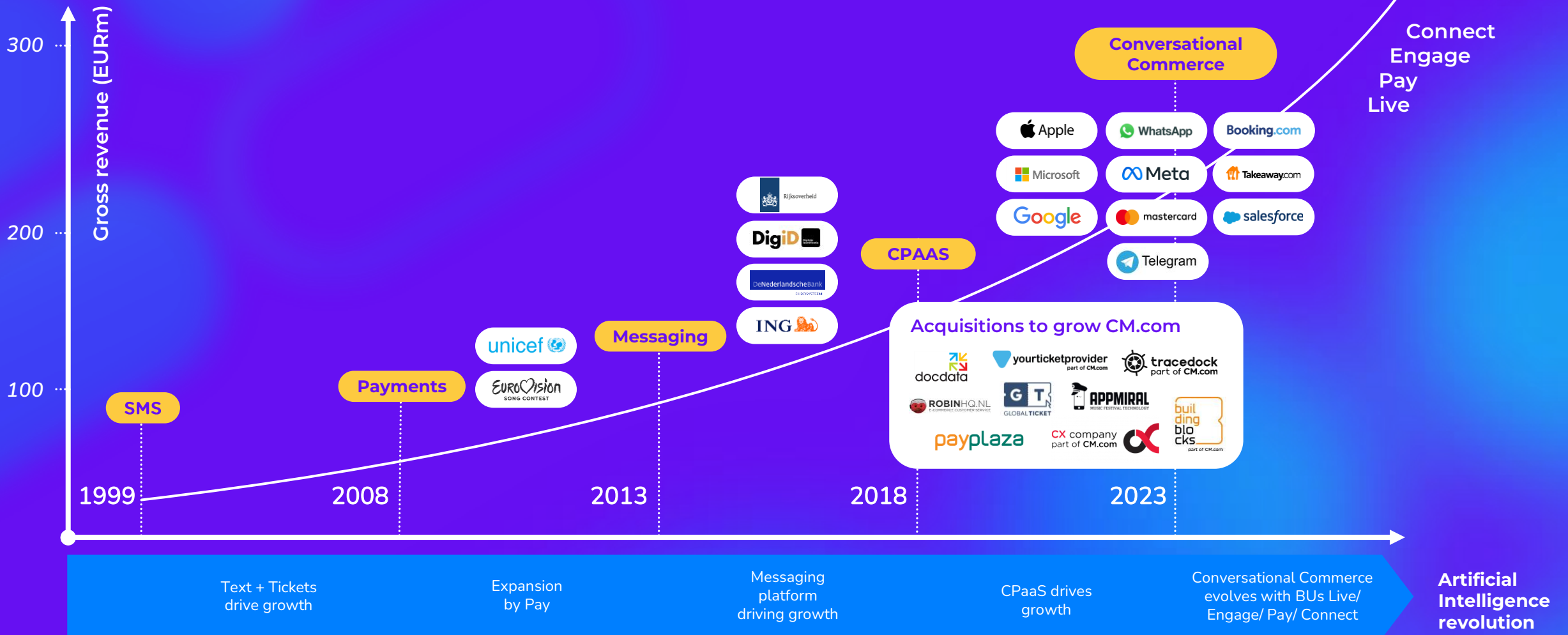
# 750+

employees



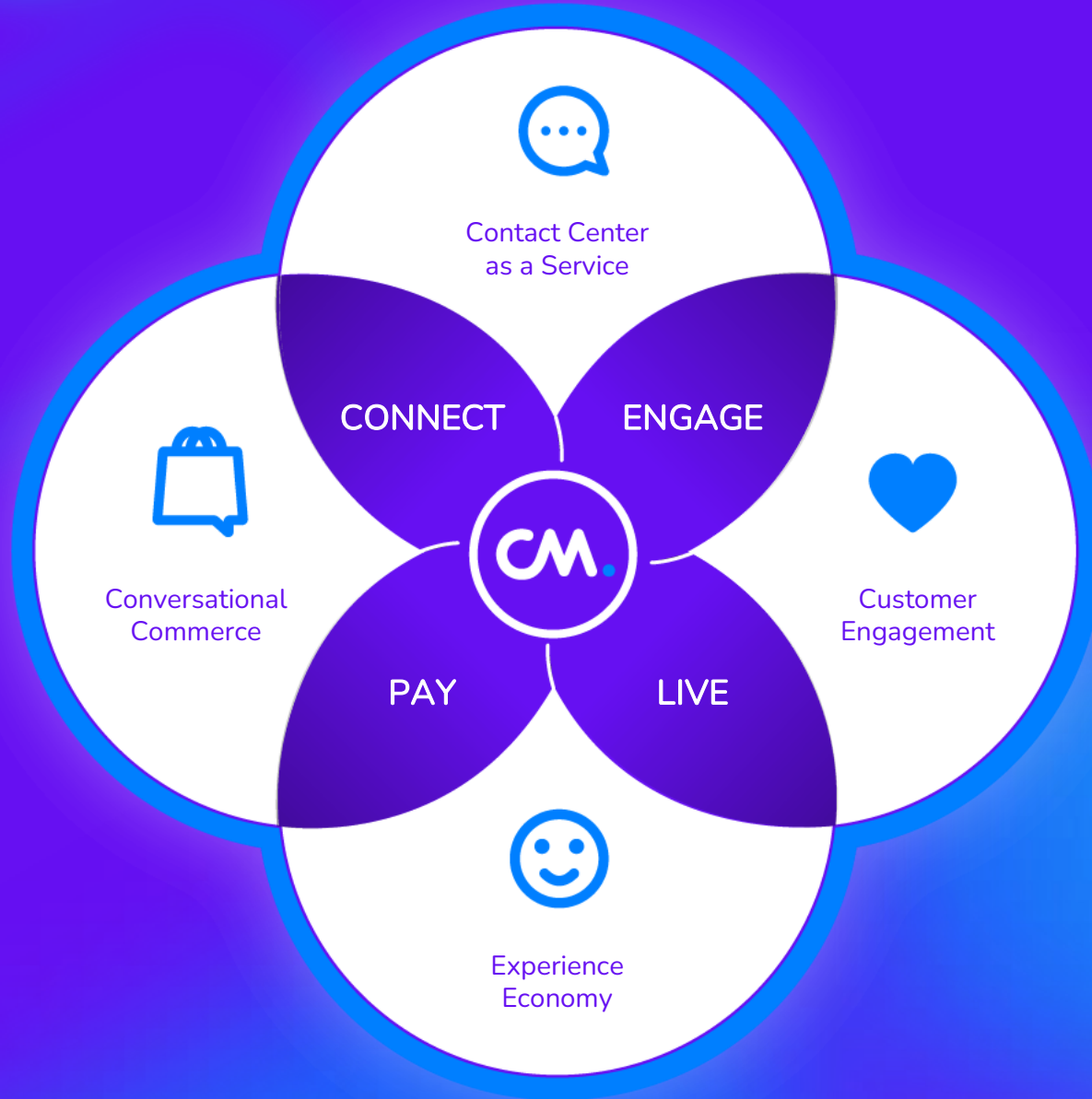


# CM.com: Shaping the Future





# CM.com: The Value of One





Business Unit

**CONNECT**

# One Connection for All Conversations

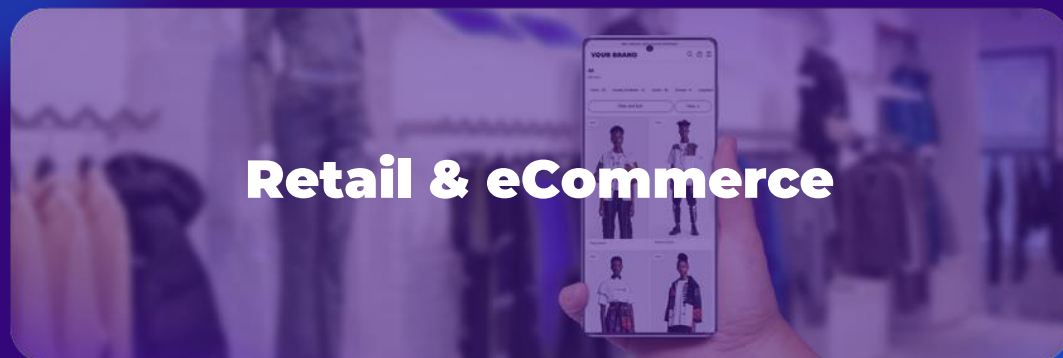
Choose the right communication channels for your audience,  
get valuable insights and watch your business grow.





# Key Industries

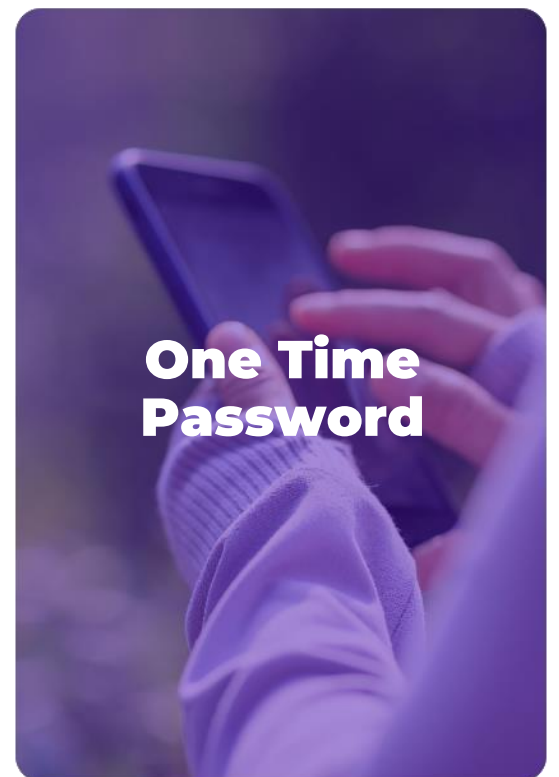
The reliable and secure Connectivity Platform is a CPaaS-solution that combines multiple channels such as Voice, SMS, and Conversational Channels into a single platform. The Connectivity Platform caters to businesses of all sizes and industries, with a primary focus on mid-sized enterprises and above, particularly in key industries like:





# Key Products

The reliable and secure Connectivity Platform is a CPaaS-solution that combines multiple channels such as Voice, SMS, and Conversational Channels into a single platform, providing businesses with everything they need to connect with their customers, even at high-volumes. The Connectivity Platform incorporates the following products:







Business Unit

**ENGAGE**

A man with a beard and a yellow beanie is looking at a tablet held by a smiling woman. They are sitting at a table in a dimly lit setting with bokeh lights in the background. The man is holding a smartphone, and the woman is holding a tablet. The overall mood is warm and collaborative.

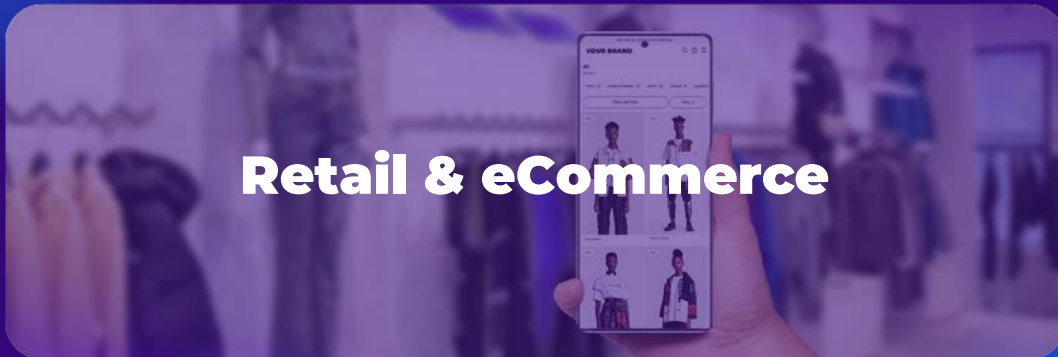
# Join The Era of Conversational Customer Experience

Deliver seamless end-to-end customer journeys  
with a single AI-powered platform.



# Key Industries

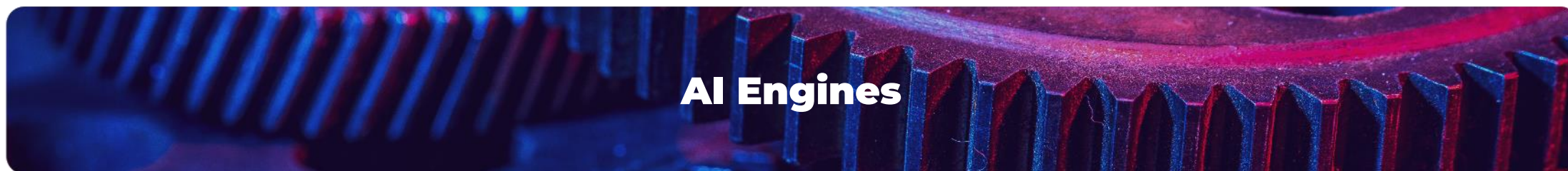
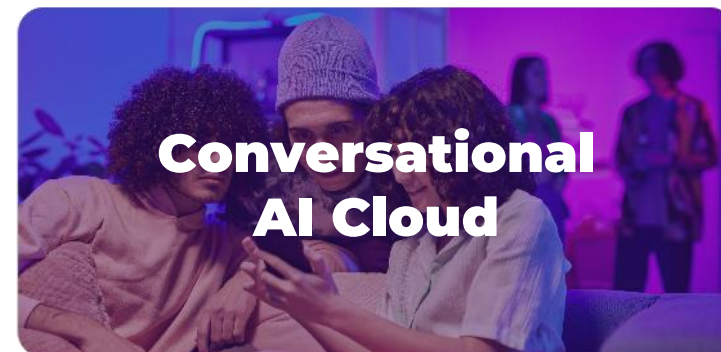
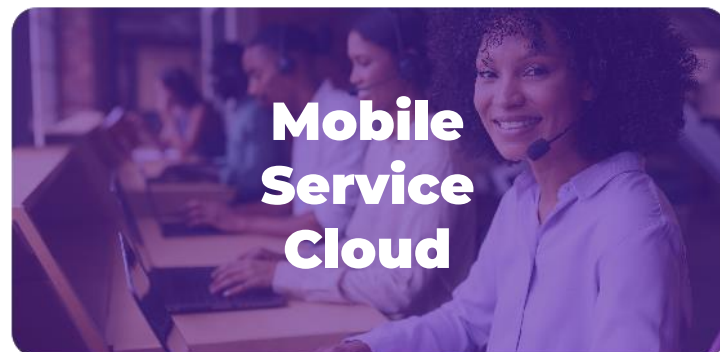
Our Engagement Platform helps mid-sized B2C companies to build and orchestrate seamless customer journeys, to offer personally relevant customer experiences in the following industries:





# Key Products

Join the era of conversational customer experience. Our AI-powered Engagement Platform empowers you to deliver seamless end-to-end customer journeys. Drive efficiency, boost customer experience and unlock new revenue streams.





Business Unit

**PAY**

# Simplicity That Pays Off

All you need to accept transactions;  
Online and in-person payments on one platform.



# Key Industries

The Payments platform offers an all-in-one payments solution to simplify both online and in-person payments. Businesses can tailor payment methods to their audience, increasing customer conversion and loyalty. The payments platform caters to businesses of all sizes and industries, with a focus on mid-sized enterprises and higher, particularly in the following key industries:



**Retail & eCommerce**



**Tech & Media**



**Government**

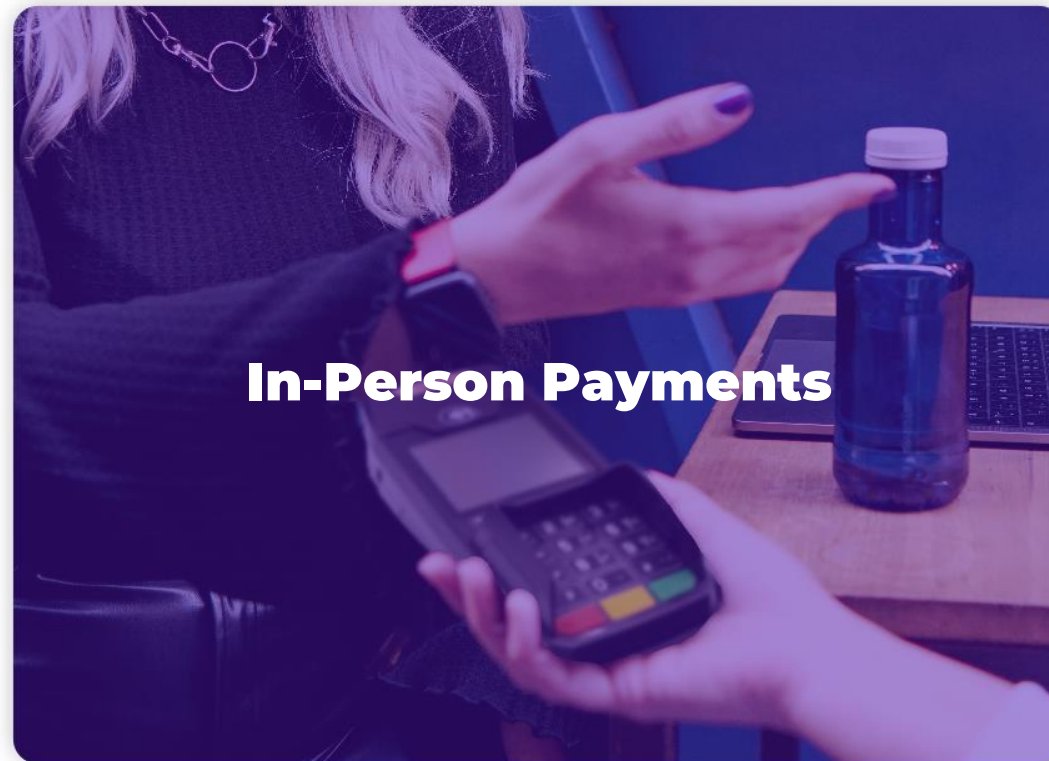
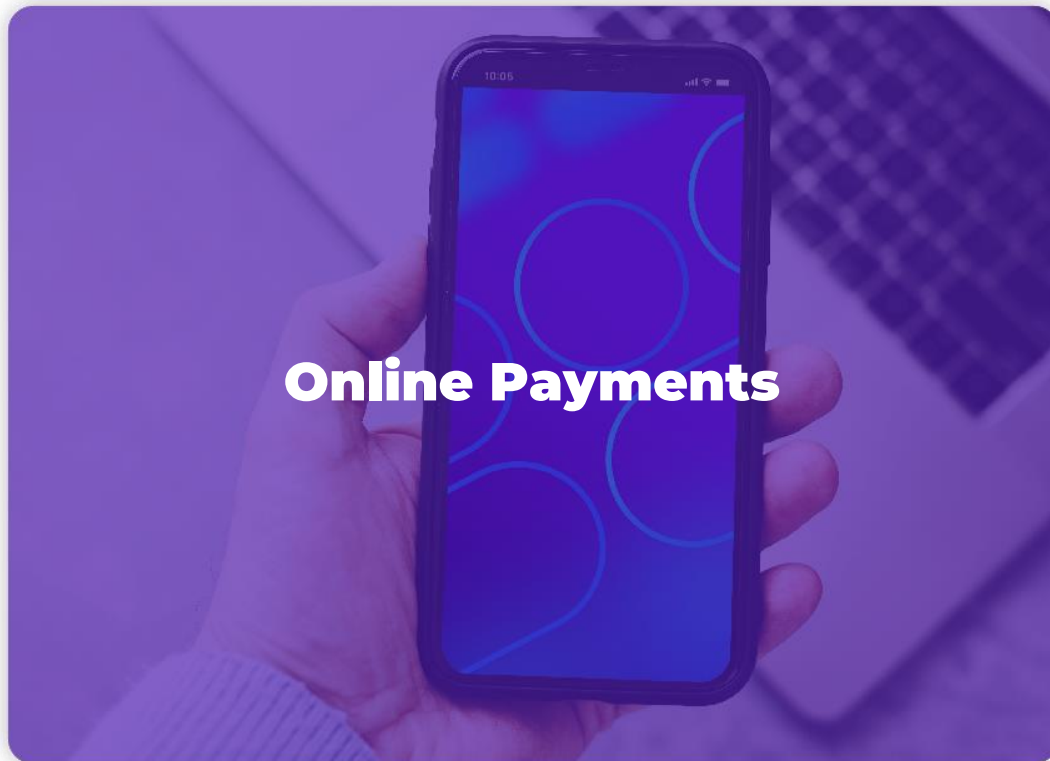


**Charities**



# Key Products

The platform offers one portal, insightful dashboards, and flexible payout. Offer customers their favorite way to pay by accepting in-person payments, online payments, payment links, and QR payments:







Business Unit

**LIVE**

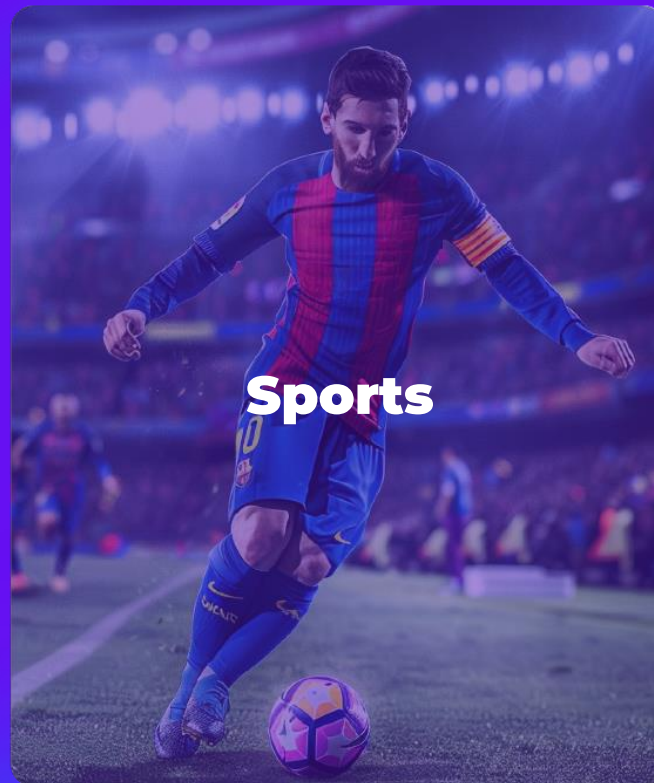
# One Platform To Amplify the Experience

Our technology helps you drive ticket sales and boosts the visitor experience, while engaging year-round with your growing digital audience.



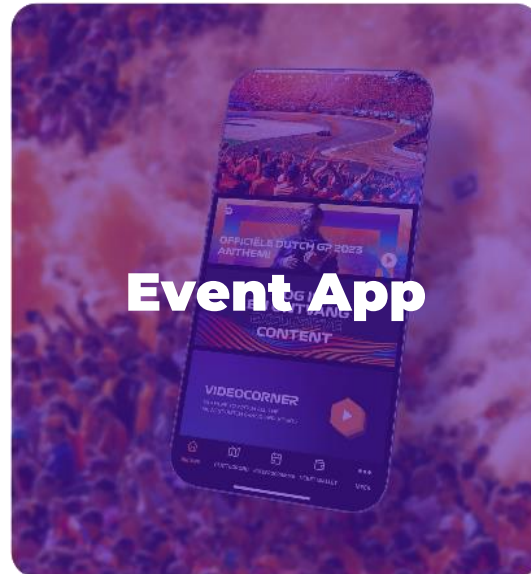
# Key Industries

Our Ticketing platform provides a range of solutions, including ticketing, POS, event app, and event marketing tools, all integrated into one platform. It serves various organizations of all sizes with their market-specific needs and requirements, with a primary focus on mid-sized organizations within the industries of music & live events, sports, and museums & parks.



# Key Products

The mature and reliable Ticketing platform provides a range of solutions, including ticketing, POS, event app, and event marketing tools, all integrated into one platform. This empowers organizers with cutting-edge technology to drive ticket sales and enhance the visitor experience, while engaging year-round with their growing digital audience.



**Customer Data Platform**



# H1 2024 Financial Result

# Key facts in H1 2024 .



EBITDA and Gross Profit reached record level



Revenue grew 7% YoY in Q2 2024



Order intake momentum remained strong



Connect top line performance turned positive in Q2



Normalized OPEX\*\* fell 23% YoY



Largest worldwide WhatsApp campaign in Q2



FTE decreased 29% YoY to 681



Ticketing reaching record levels in Live in H1

\*: Normalized EBITDA means EBITDA corrected for material one offs

\*\* : Normalized OPEX means OPEX corrected for material one offs

# Profit & Loss overview H1 2024 .

x € million	H1 2024	H1 2023	Δ
Revenue	134.4	137.3	(2%)
Cost of Sales	(94.08)	(99.17)	(5%)
<b>Gross Profit</b>	<b>40.3</b>	<b>38.2</b>	<b>6%</b>
<b>Normalized OPEX**</b>	<b>(32.1)</b>	<b>(41.9)</b>	<b>(23%)</b>
Employee benefit expenses	(23.1)	(29.3)	
Other operating Expenses	(8.9)	(12.6)	
<b>Normalized EBITDA*</b>	<b>8.2</b>	<b>(3.7)</b>	
One-offs	(1.6)	(0.8)	
<b>EBITDA</b>	<b>6.6</b>	<b>(4.5)</b>	
Change in working capital	1.0	8.7	
CAPEX	8.9	12.2	
<b>Free cash flow</b>	<b>(1.3)</b>	<b>(7.9)</b>	
Cash position	21	34	

## Financial Results H1 2024

Gross profit up 6%,  
gross margins staying around 30%

Normalized OPEX fell 23% YoY,  
Well above guided 15% for FY24

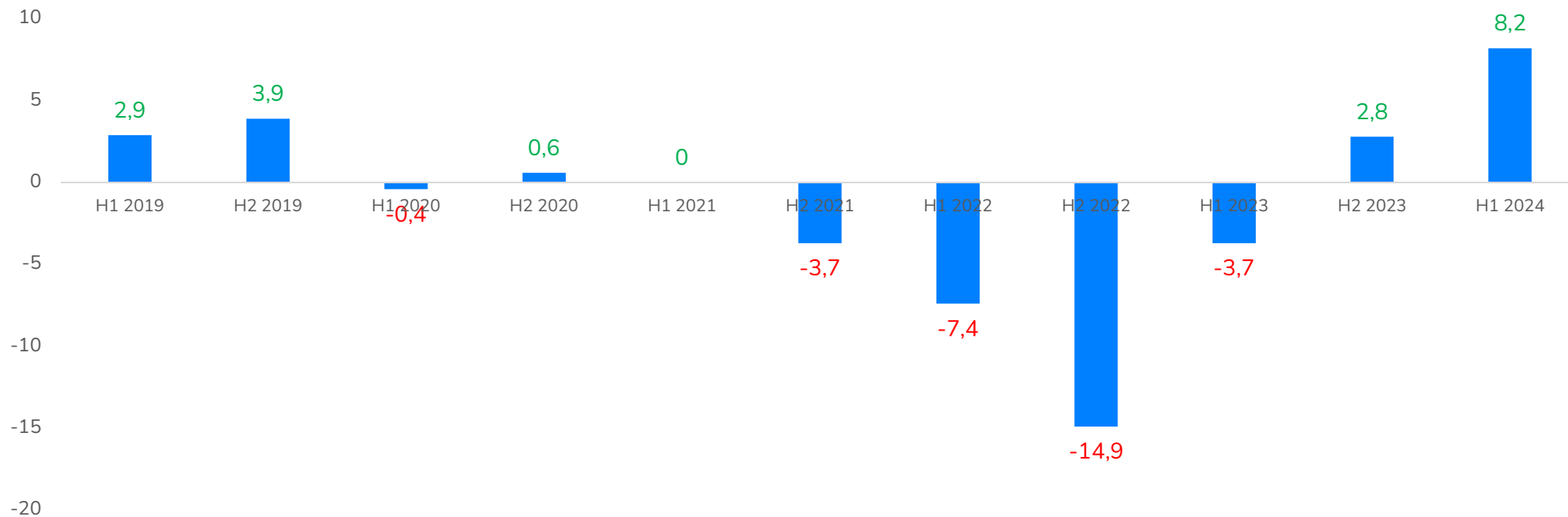
FTE 681, 29% below end 2022

Cash position €21 million end H1 2024,  
RCF for €15 million with HSBC remains standby

EBITDA reached record levels  
and showed QoQ growth in Q2

# EBITDA back in positive territory and growing .

## Normalized EBITDA (per half year, in € million)



CM.com continued to grow its normalized EBITDA in H1 2024, as guided during FY 2023 results

Year-over-year normalized EBITDA improved from -€3.7 million in H1 2023 to €8.2 million in H1 2024.

In the remainder of 2024, CM.com will continue to grow its EBITDA structurally to eventually become free cash flow positive by H2 2024





# Q2 2024 Overview

# Q2 2024 shows growth topline returning.

€ 20.7  
million

Gross  
Profit +8%  
YoY

29.3%

Gross Margins  
from 29.1% in Q2  
2023

Normalized  
EBITDA  
€4.9m

Normalized EBITDA  
grew from -€1.4  
million in Q2 2023

Connect  
topline grew  
7% YoY

Business Unit  
Connect absorbs  
impact strategic  
focus shift and shows  
revenue growth

More  
WhatsApp  
than SMS

In Q2, CM.com had  
periods where it  
processed more  
WhatsApp messages  
than SMS messages

## Q2 2024 business highlights .

- The introduction of business units is leading to better internal alignment, resulting in an ongoing strong order intake while focus on bottom-line performance remains
- CM.com executed on various events in H1 2024, amongst others the ticketing and payment services for the KLM Dutch Open Golf tournament, the ticketing for various festivals and the execution of one of the largest WhatsApp campaigns worldwide in the second quarter
- CM.com signed deals with various strong brands, such as Prenatal Netherlands, a leading brand in childcare and toys, and Hedon, one of the larger venues in the Netherlands for concerts and events
- Annual Recurring Revenue is growing as GenAI has become a pivotal item in new propositions
- KPI performance confirms strength of CM.com as various KPIs reached record levels
- Pipeline for H2 2024 is developing well and new deals are expected to be signed shortly

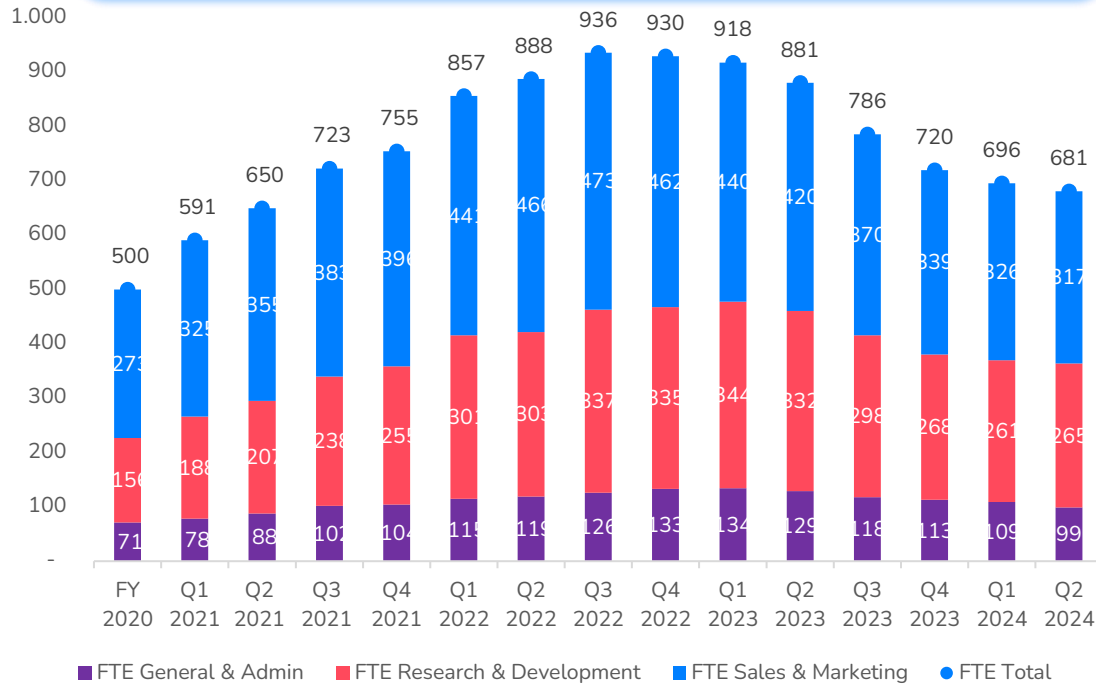


# Strategy & Outlook

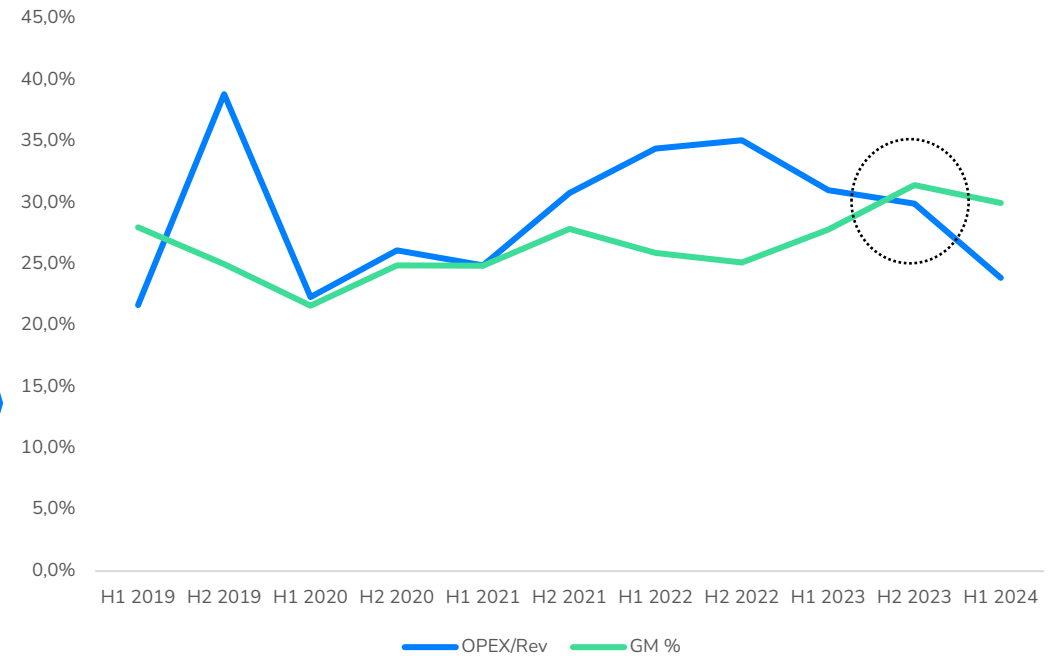


# Execution growth strategy is showing results we seek .

### FTE development since listing



### Gross margins and OPEX growth since listing



**Value-over-Growth focus impacted FTE development**

**OPEX now in low-20's range, as targeted**

**Gross Margins remain at 30% as product mix shifts more towards higher margins products in all business units**

# H2 2024 Outlook

Grow normalized EBITDA to €14-18m in FY 2024

OPEX expected to decrease at least 15% year-over-year

Become FCF positive by H2 2024

Phase out restructuring costs



# Thank you.

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

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**[investor.relations@cm.com](mailto:investor.relations@cm.com)**