

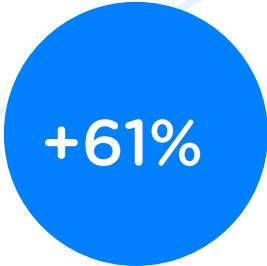


CM.com Achieves Strong Growth.

Breda, 9 March 2021

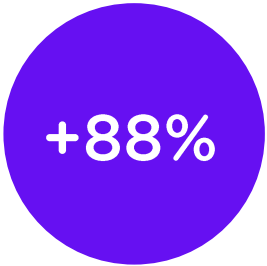


Highlights Q4 2020.



Core revenue growth yoy

€ 43.2 million



Core gross profit growth yoy

€ 11.0 million



Core gross margin

Q4 2019: 22%



Mobile Service Cloud

Lifting customer care to the highest level



Excellence in Telco Innovation

Juniper Research



FTE increase

Support and drive continued growth

Highlights 2020.

+55%

Core revenue growth yoy

€ 134.4 million

+46%

Core gross profit growth yoy

€ 32.0 million

24%

Core gross margin

2019: 25%

129%

'Net Dollar Retention Rate' (NDR)¹

5

Hubs opened globally

Be local with global presence

+243

Total FTE growth

500 FTE at year-end



Business Highlights.

Covid-19: Short-Term Effects.

Headwind

- Events postponed and venues temporary closed
- Limited Retail Marketing Campaigns



Tailwind

- More CPaaS services needed by health care organizations to fight Covid-19
- Demand shift towards integrated no-code solutions



Covid-19: Global Long-Term Effects.

Accelerated Adoption of E-commerce



Shift towards Online Venue Ticketing



Market developments.



CPaaS is still a fast growing and attractive market



Enterprise demand shifts from developer-focused to no/low code solutions



New players with different backgrounds are stepping into the Contact Center as a Service (CCaaS) market



Increased demand for integrated omnichannel payments solutions



International Prestigious Awards.

CM.com Recognized
as a

Leading Challenger

In the Juniper Research
Leaderboard for Mobile
Voice Vendors.



CM.com

Platinum Winner

Future Digital Award for
Telco Innovation in
Prestigious Judges'
Choice Category



CM.com awarded
Best Practices
Competitive Strategy

Leadership Award

In the conversational AI
Industry



Key Highlights Product Development.

Communication Platform as a Service (CPaaS)



Launched

Twitter Direct Message and RCS



Fixed Telecom Operator

In the Netherlands

Software as a Service



Support

many sectors with Covid-related solutions



Launch

Mobile Marketing Cloud
Mobile Service Cloud

Payments



Launch

WeChat Pay in Europe



Full Integration

Apple Pay fully integrated in Apple Business Chat



Implementation

Mastercard Principal Membership

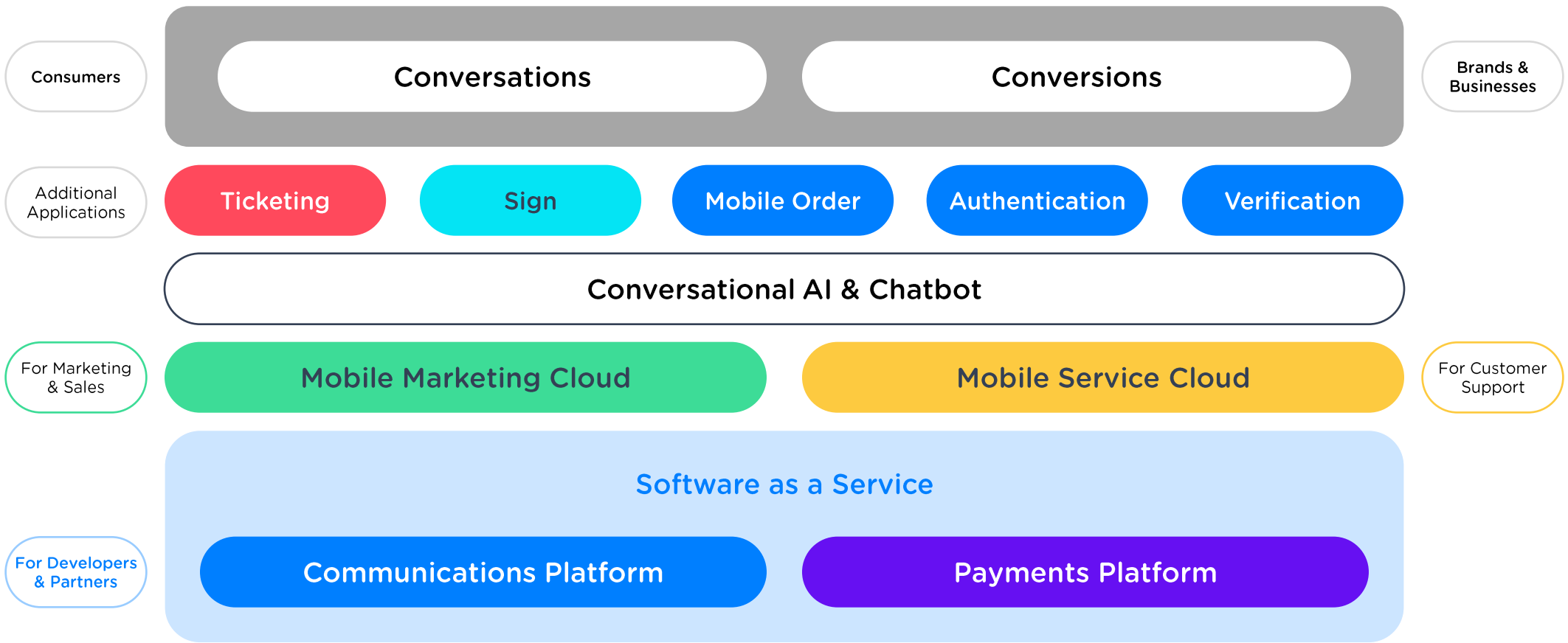


License Obtained

VISA Principal Membership (early 2021)



Conversational Commerce Software.



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

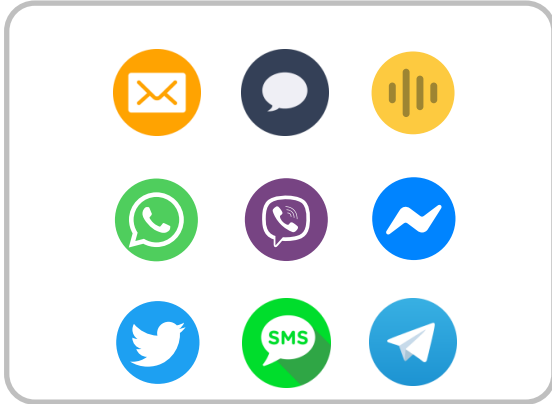




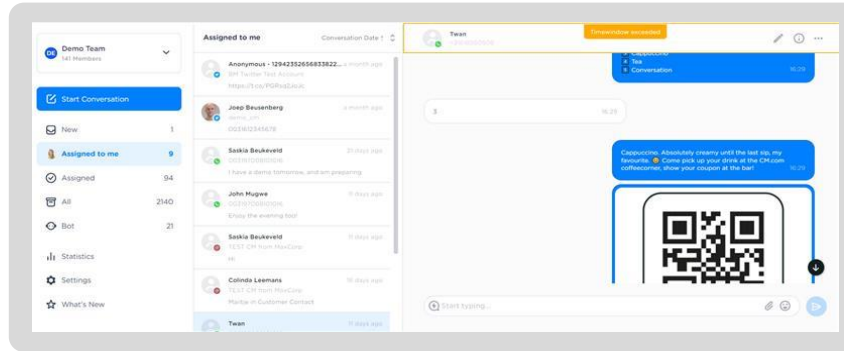
Mobile Service Cloud.

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

Service Availability
On All Channels



Manage All Conversations In
One Dashboard



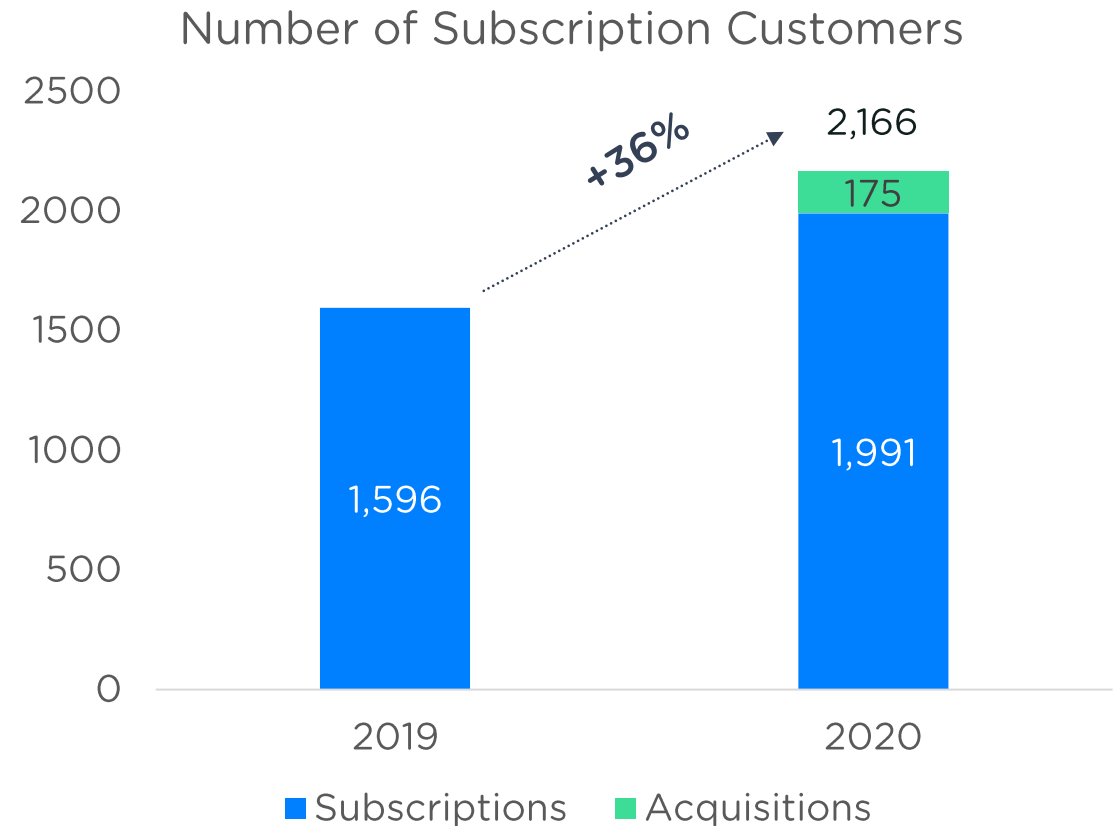
Automate Customer Care
With AI Chatbots





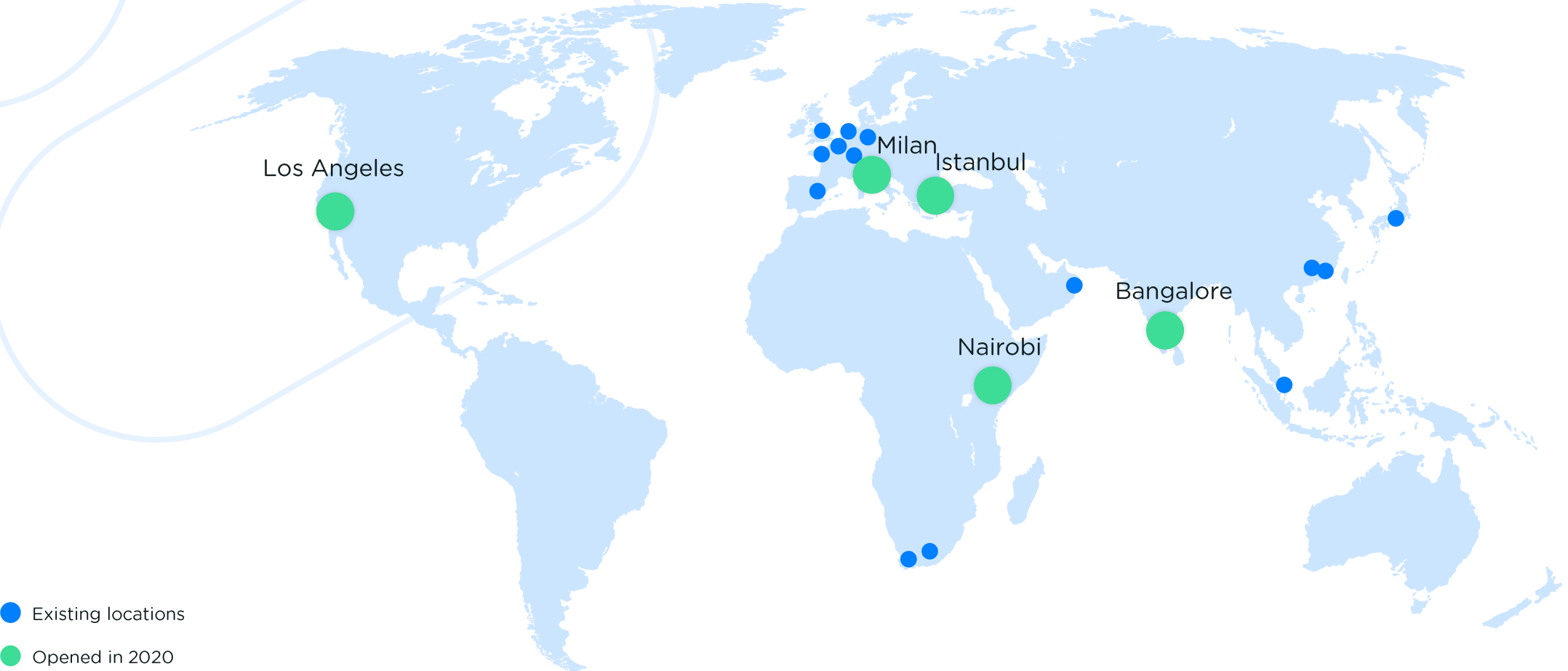
Integrated Offering Contributed to 36% Increase in Subscriptions.

- Total number of subscription customers increased by 36%:
 - Organically: + 395 of which +233 outside of the Netherlands
 - Acquisitions: 175



CM.com Q4 and FY 2020 results

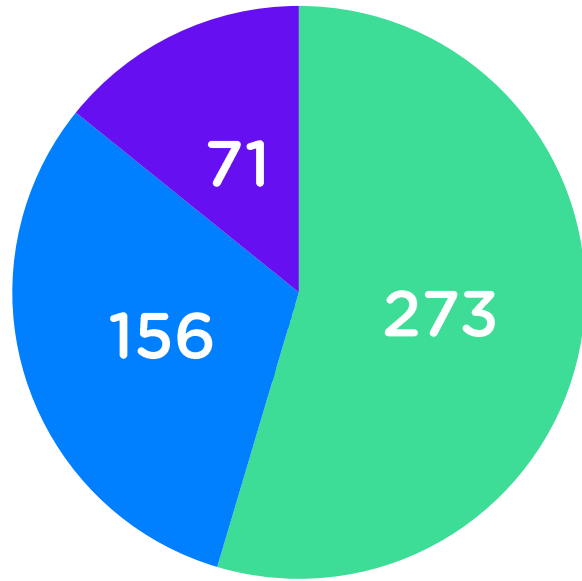
Enhancing Customer Proximity Accelerates Revenue Growth.



- Existing locations
- Opened in 2020

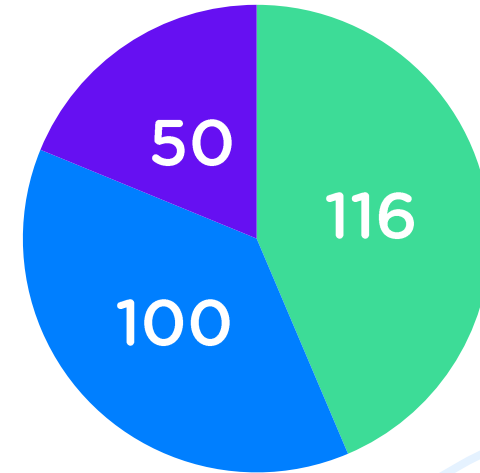
Building The Organization To Drive Further Growth.

500 FTE at year-end 2020



■ Sales & Marketing ■ Research & Development
■ General & Administration

266 FTE at year-end 2019



■ Sales & Marketing ■ Research & Development
■ General & Administration

Strategic Acquisitions Bolster Our Conversation Commerce Proposition.



Venue e-ticketing company in the Benelux

- Steep increase in sold tickets
- Advanced time-slot possibilities in high demand



Conversational platform with AI and rule-based chatbot functionalities

- Advanced customer contact center features
- High-margin recurring revenue streams



E-commerce customer service provider in the Benelux

- Fully integrated in our Mobile Service Cloud
- Several joint customer wins in South Africa, UK and India

Strategic Recap: 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:
Global Ticket, CX Company and RobinHQ

FY 2020 Financial Results.

x € million 2020 2019 Δ

Revenue	141.6	96.3	47%
<i>Core revenue</i>	<i>134.4</i>	<i>86.5</i>	<i>55%</i>
Cost of Sales	108.3	72.2	50%
Gross Profit	33.3	24.1	38%
Core gross profit	32.0	21.9	46%
Operating expenses	(34.8)	(20.2)	72%
<i>Employee benefit expenses</i>	<i>(23.0)</i>	<i>(13.2)</i>	<i>74%</i>
<i>Other operating Expenses</i>	<i>(11.8)</i>	<i>(6.9)</i>	<i>71%</i>
EBITDA	(1.5)	3.9	
IPO/Listing expenses	1.7	1.5	
Adjusted EBITDA	0.2	5.4	
CAPEX	(9.0)	(6.0)	
Change in Working Capital	(17.5)	8.1	
Free Cash Flow	(28.0)	6.1	

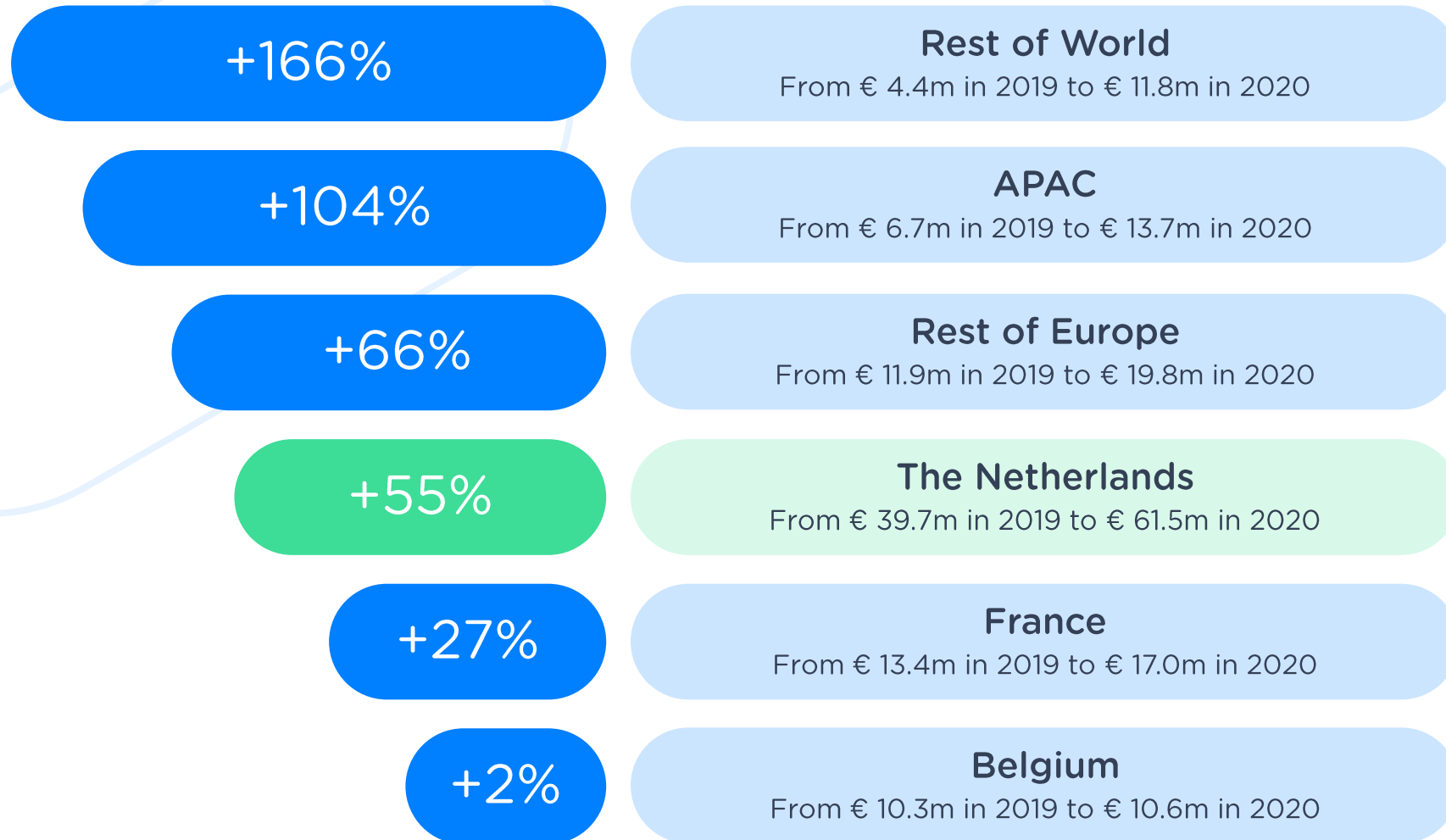
Financial Results.

Growth initiatives fuel accelerated growth strategy

Positive adjusted EBITDA of € 0.2 million

Free Cash Flow of € 28.0 million negative

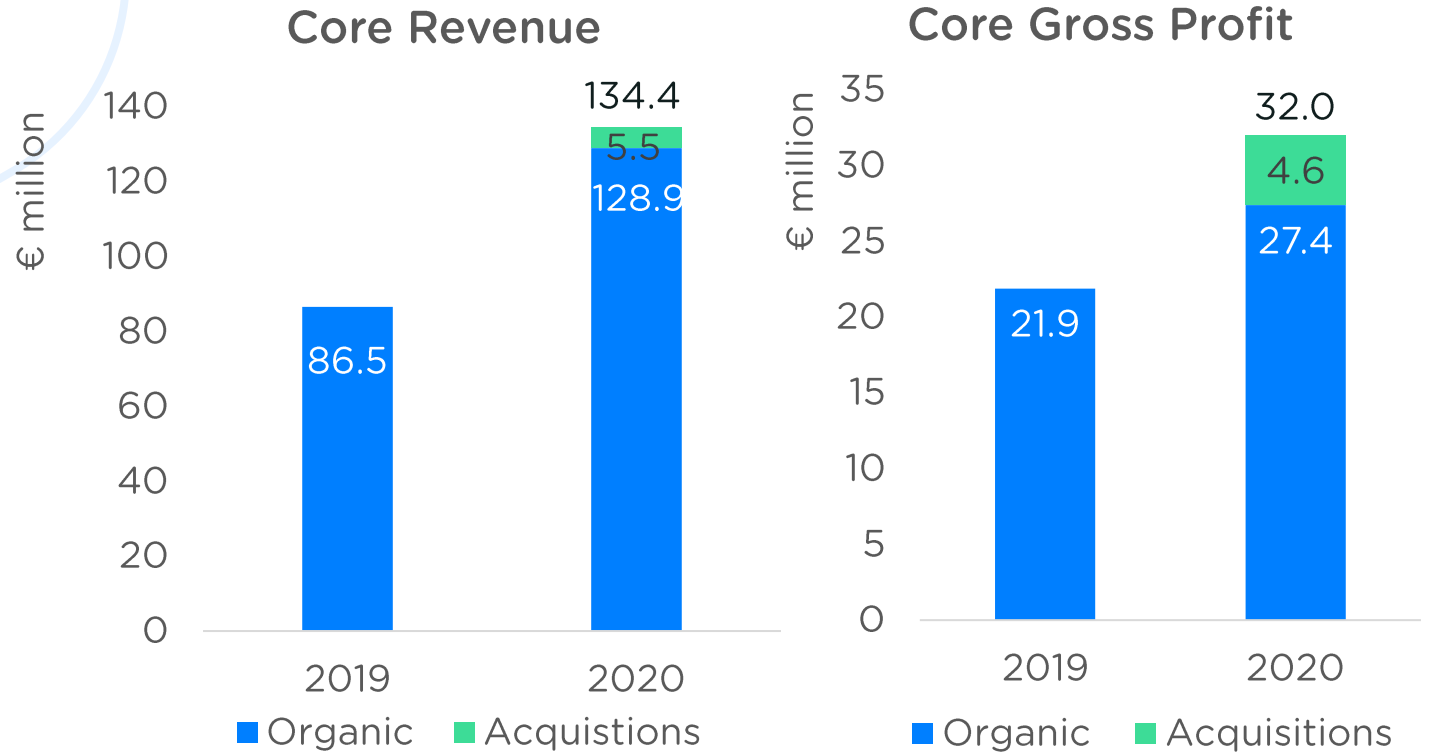
54% of Core Revenue Growth Outside of the Netherlands.



Strategic Acquisitions Contribute To Increasing Gross Profit.

Contribution to revenue: 4%

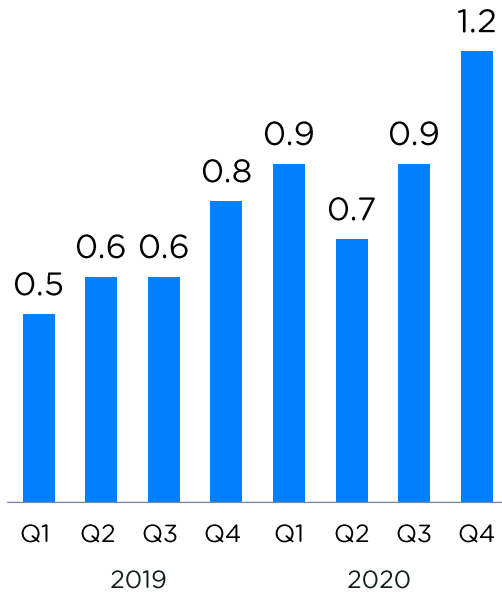
Contribution to gross profit: 14%



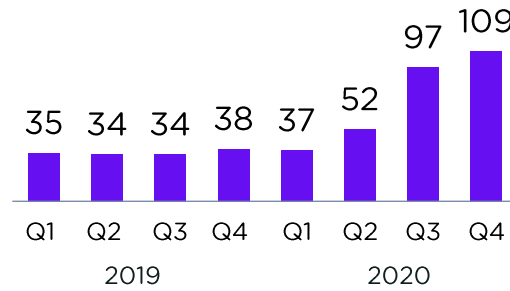


KPIs Drivers Of Revenue Growth.

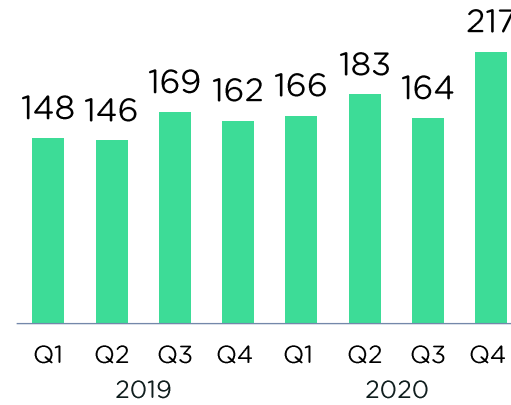
Messages
(# billions)



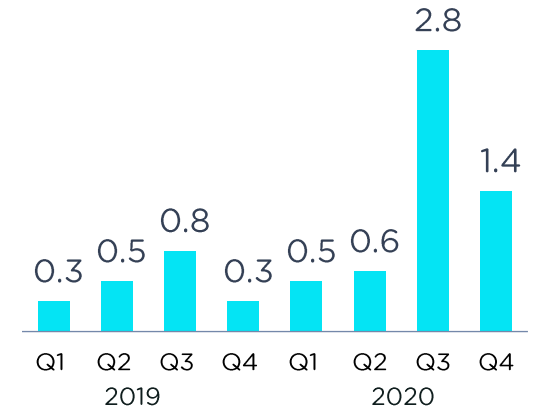
Voice Minutes
(# millions)



Total Payments
Processed (EURm)

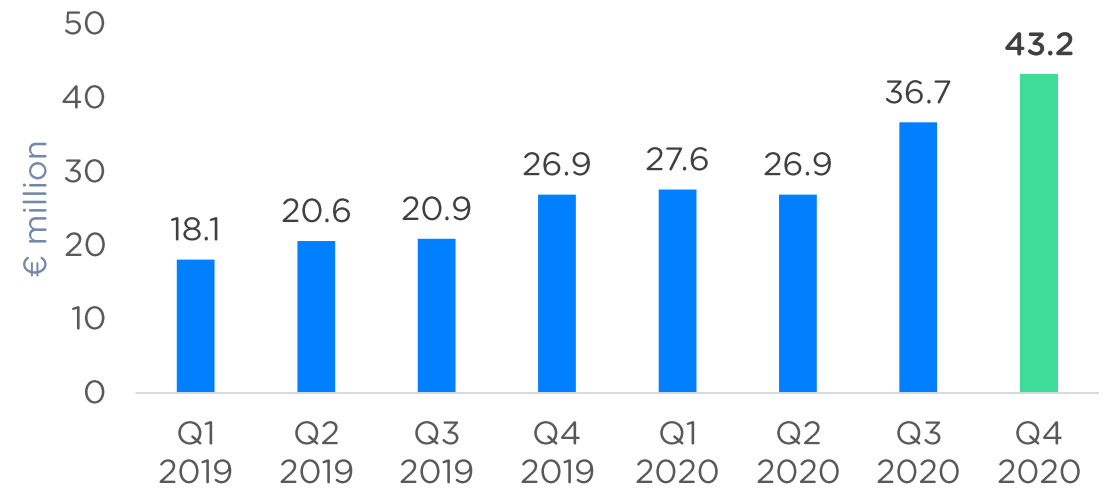


Tickets
(# millions)

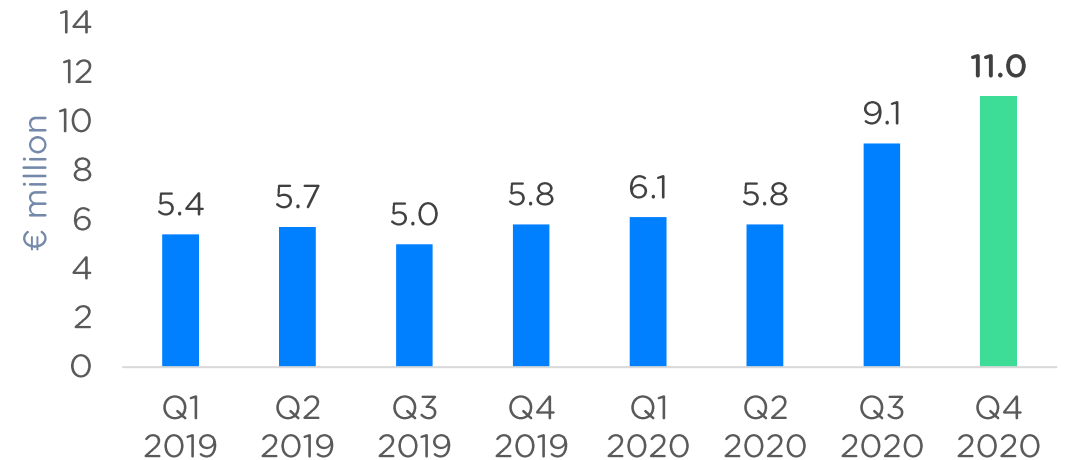


**+61% Revenue
Growth in
Q4 2020.**

Core Revenue



Core Gross Profit

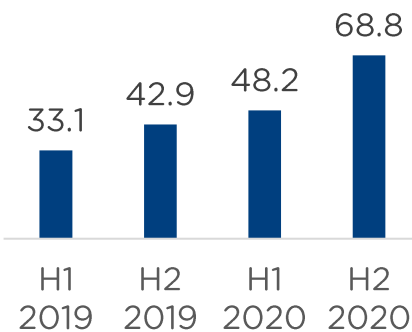


Revenue Development.

CPaaS

- Existing customers significant driver of revenue growth: NDR of 129% for 2020
- + 145 enterprise customers
- International revenue grew by 54% to € 68 million in 2020
- Strong increase of both messages and voice minutes

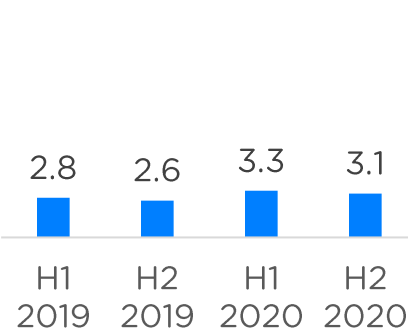
In € million



Payments

- Payments increase driven by growth in payments volume
- All payment methods (IDEAL, Credit Card, Bancontact etc.) showed a volume increase, despite declining volumes at customers in the event and leisure sector
- Credit cards showed the biggest revenue increase

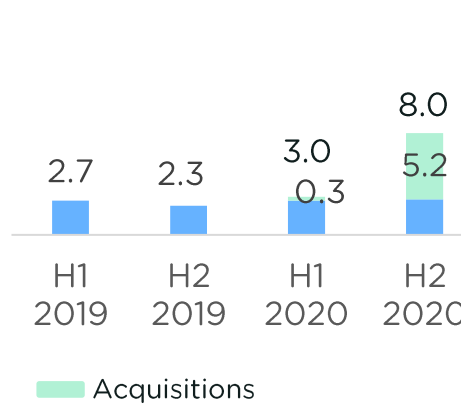
In € million



Platform

- Platform revenue mainly determined by:
 - Rise of Subscription revenue to € 3.7 million (FY 2019: € 2.7 million)
 - Postponement of events and temporary closing of venues due to the pandemic
 - Contribution of Acquisitions of € 5.5 million in 2020

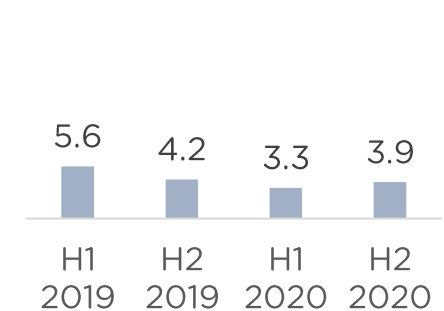
In € million



Other

- Mainly Premium SMS and Carrier Billing

In € million



Gross Profit Development.



Gross profit (EURm)



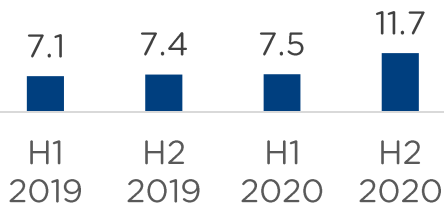
Gross margin
(as % of respective segment revenue)

CPaaS

- Gross margin stable in 2020
- Gross profit increased substantially in H2 2020 driven by the strong growth of number of messages and voice messages
- All regions contributed to gross profit growth



In € million

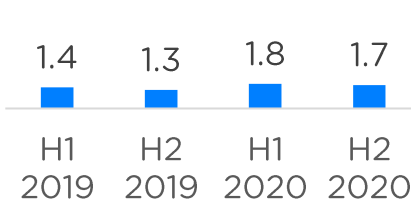


Payments

- Pandemic resulted in general acceptance of e-commerce that benefitted our web check-out customers
- Pandemic also resulted in a slow-down of Payments customers in the events and leisure sector

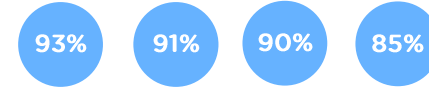


In € million

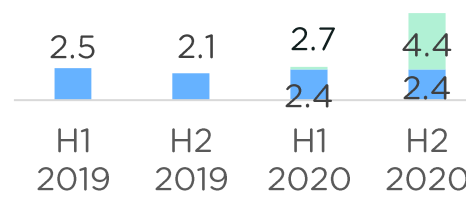


Platform

- Increase of Subscriptions
- Decline of event ticketing partially compensated by growth of venue ticketing
- Acquisitions contributed € 4.6 million to gross profit in 2020



In € million



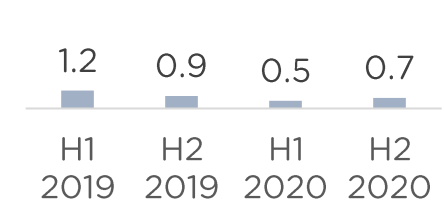
Acquisitions

Other

- Mainly Premium SMS and Carrier Billing



In € million



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.

After Balance-Sheet- Date Events and Outlook.

Acquisition of Dutch Fintech Company PayPlaza.

Omnichannel communications
and payments on
one single platform

Integrated online, mobile payment
and physical in-store solutions

High margin business, mainly
recurring license and service fees
Annual Recurring Revenue
€ 4 million

Major opportunities in the retail,
delivery and hospitality sector

Consideration of € 10 million
(excluding capped earn-out)

Outlook.

Continue global growth strategy

Be local with global presence



Covid-19 accelerated mobile engagement between companies and consumers

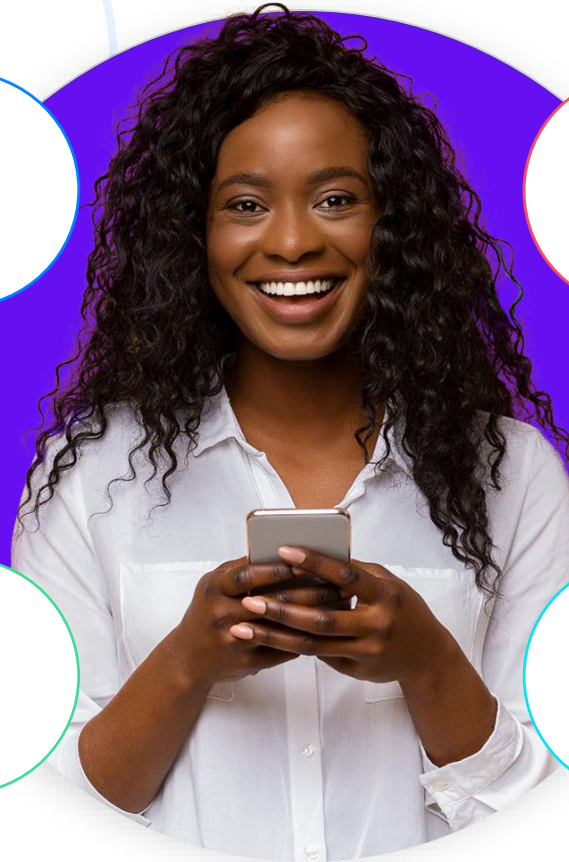


Explore potential M&A opportunities

Support our global growth strategy



Reiterate our guidance



Questions?



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.