





1999

founded



2020

listed company



15

countries



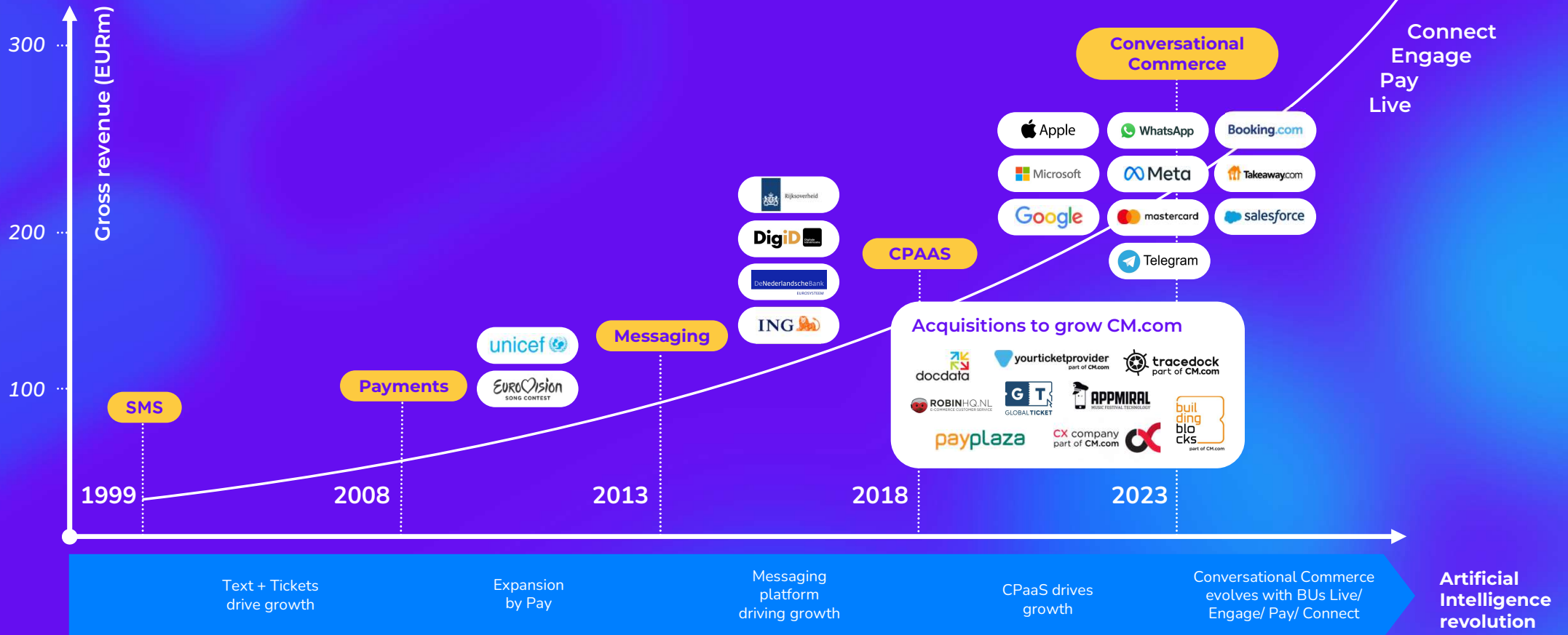
750+

employees



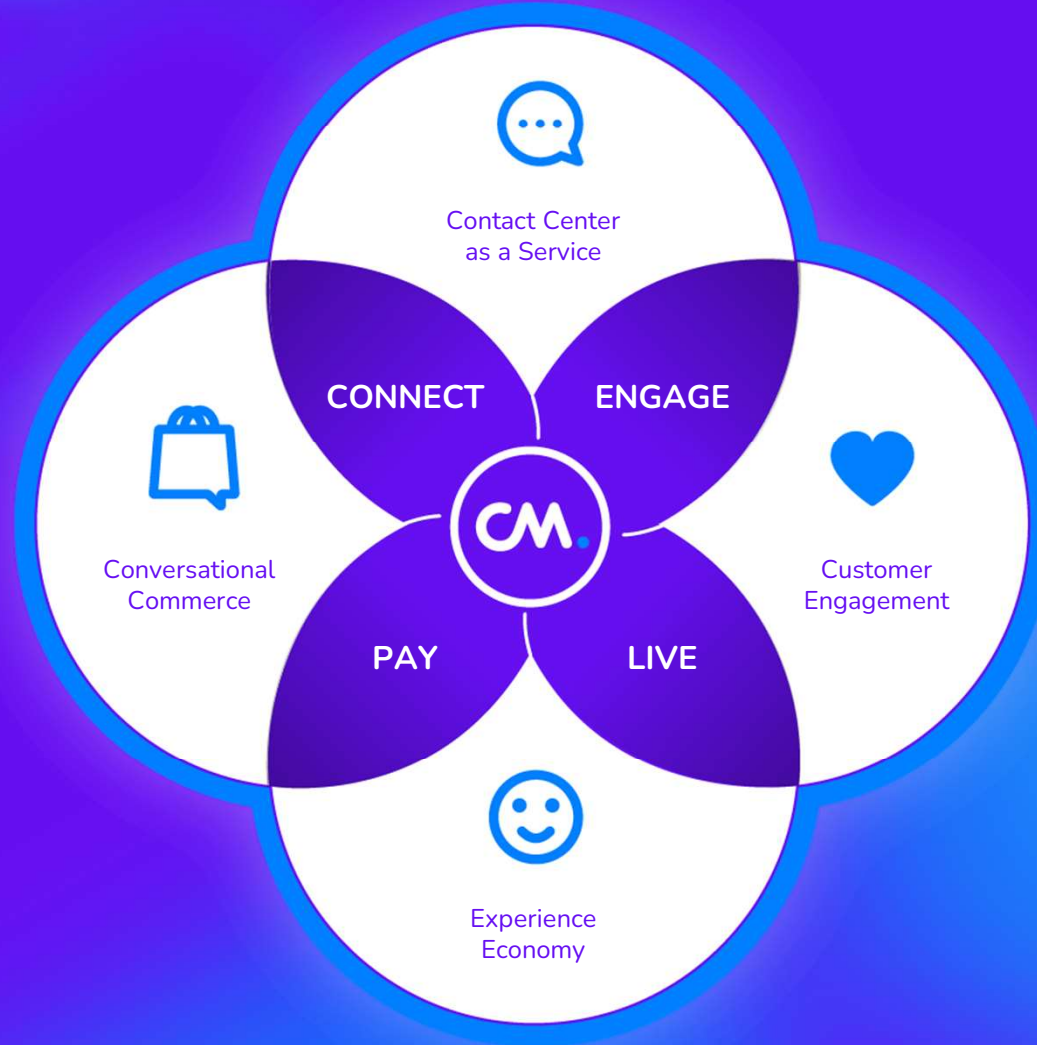


CM.com: Shaping the Future





CM.com: The Value of One





Business Unit

CONNECT

One Connection for All Conversations

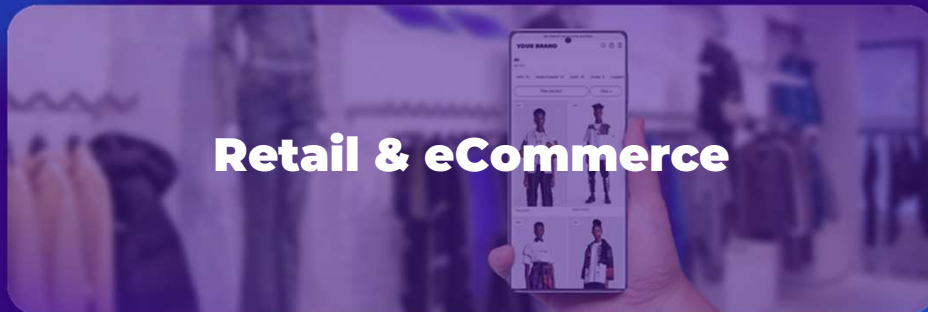
Choose the right communication channels for your audience,
get valuable insights and watch your business grow.





Key Industries

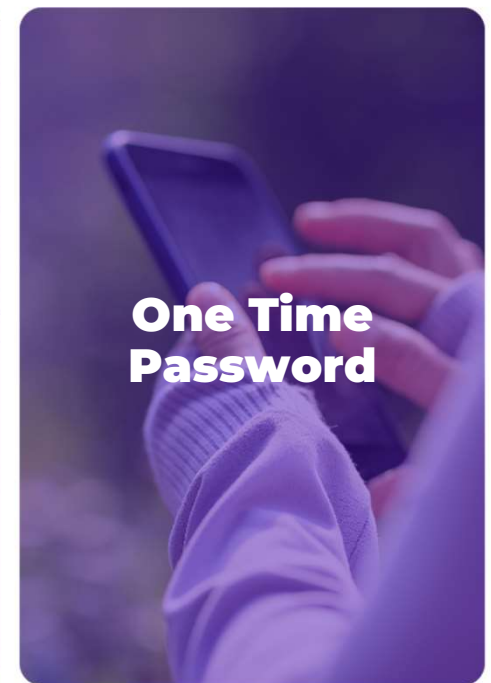
The reliable and secure Connectivity Platform is a CPaaS-solution that combines multiple channels such as Voice, SMS, and Conversational Channels into a single platform. The Connectivity Platform caters to businesses of all sizes and industries, with a primary focus on mid-sized enterprises and above, 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, possibly a cafe or office at night, with bokeh lights in the background. The man is holding a smartphone, and the woman is holding a tablet. A notebook is open on the table in front of them.

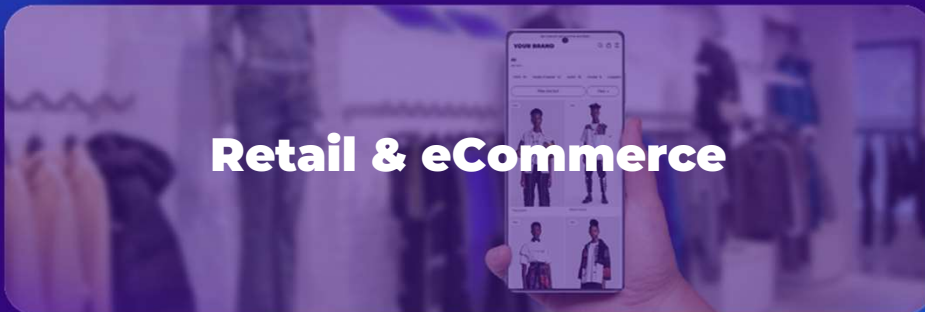
Join The Era of Conversational Customer Experience

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



Key Industries

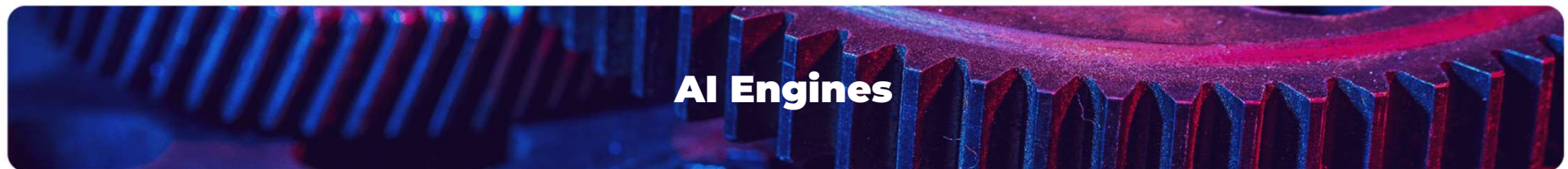
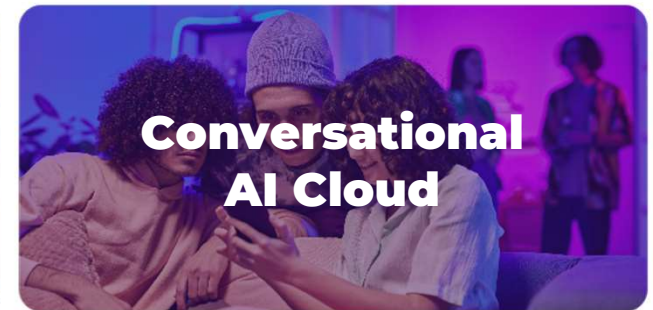
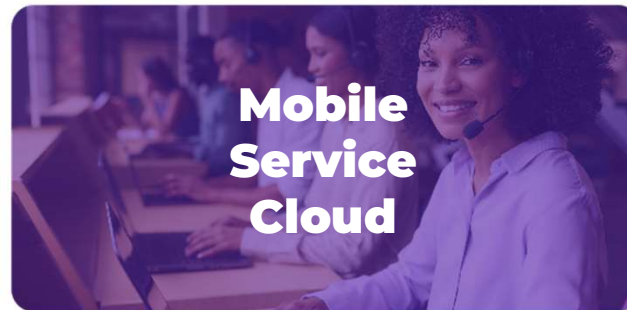
Our Engagement Platform helps mid-sized B2C companies to build and orchestrate seamless customer journeys, to offer personally relevant customer experiences in the following industries:





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

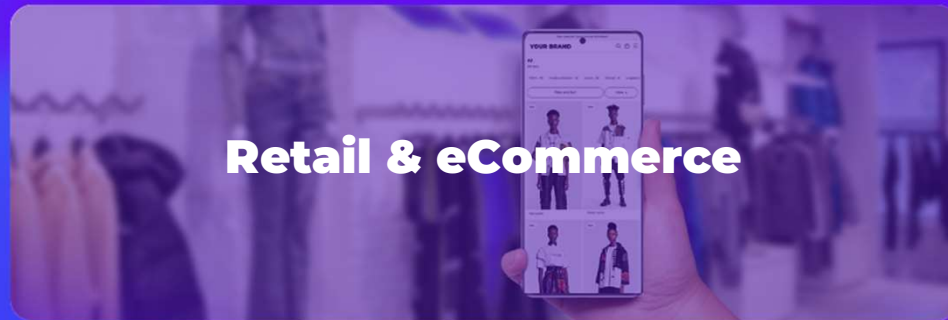


Simplicity That Pays Off

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

Key Industries

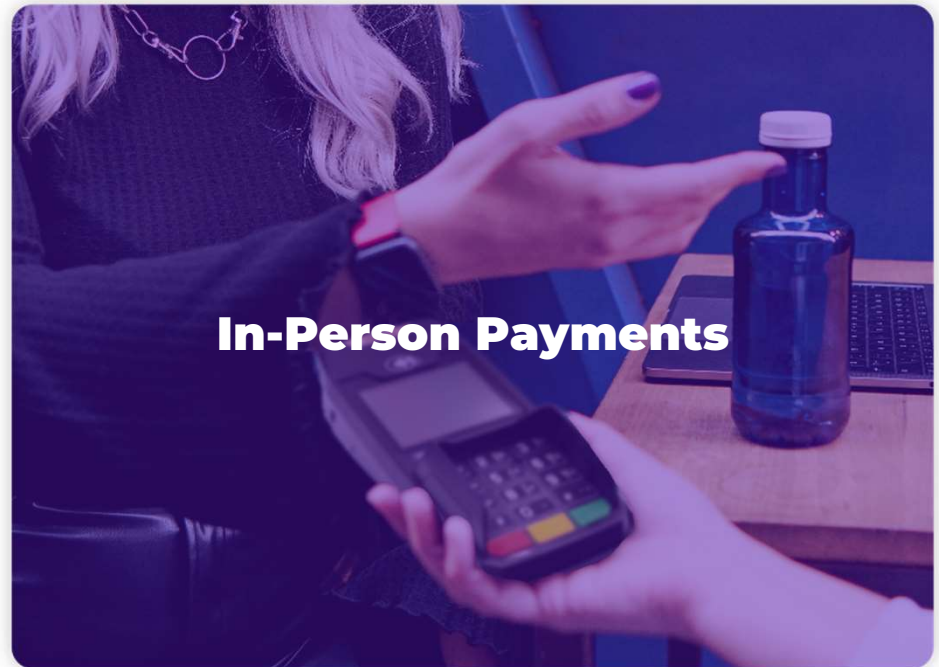
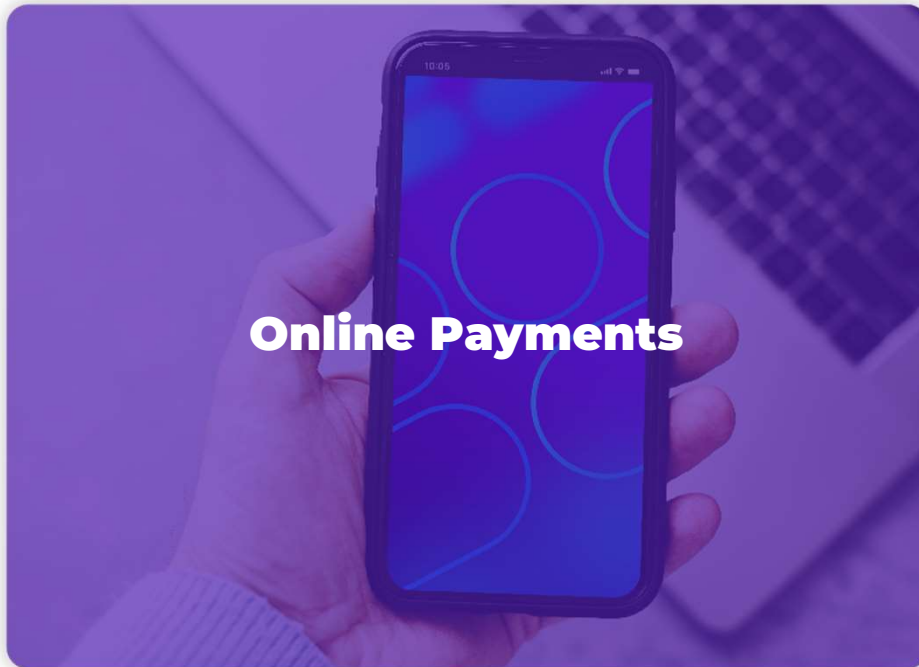
The Payments platform offers an all-in-one payments solution to simplify both online and in-person payments. Businesses can tailor payment methods to their audience, increasing customer conversion and loyalty. The payments platform caters to businesses of all sizes and industries, with a focus on mid-sized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





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

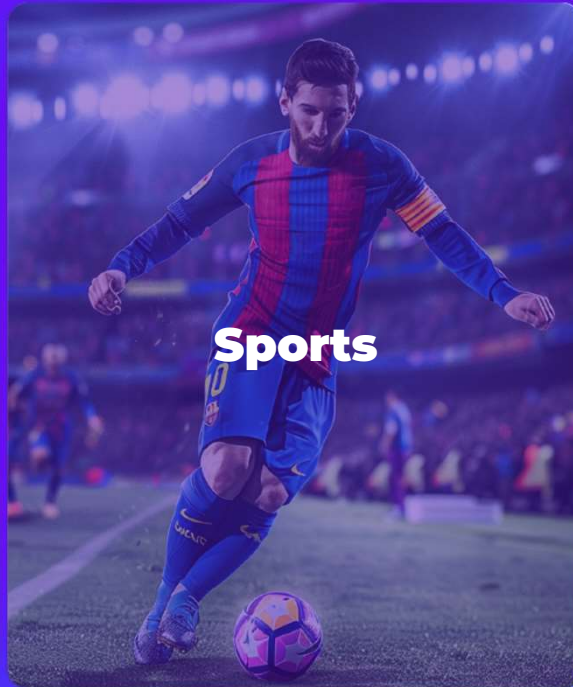
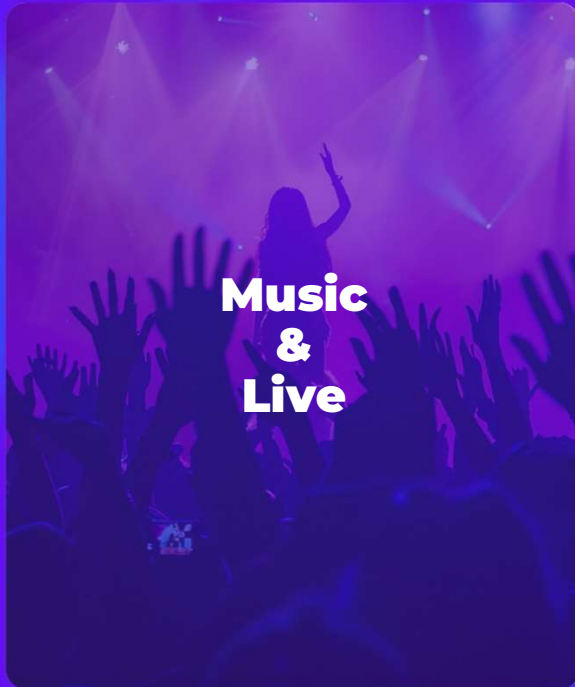
One Platform To Amplify the Experience

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



Key Industries

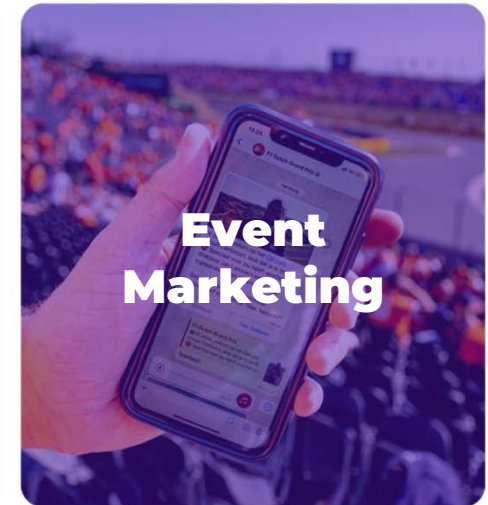
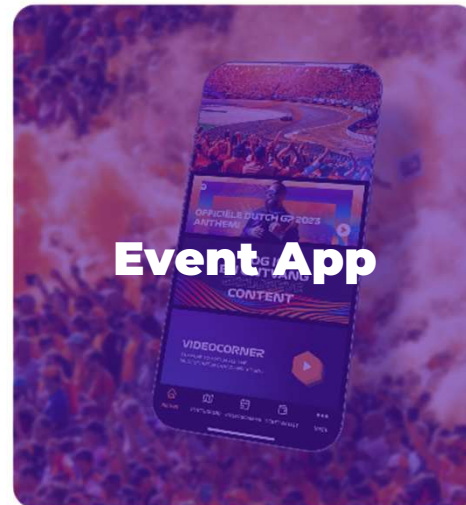
Our Ticketing platform provides a range of solutions, including ticketing, POS, event app, and event marketing tools, all integrated into one platform. It serves various organizations of all sizes with their market-specific needs and requirements, with a primary focus on mid-sized organizations within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





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%)
Gross Profit	40.3	38.2	6%
Normalized OPEX**	(32.1)	(41.9)	(23%)
Employee benefit expenses	(23.1)	(29.3)	
Other operating Expenses	(8.9)	(12.6)	
Normalized EBITDA*	8.2	(3.7)	
One-offs	(1.6)	(0.8)	
EBITDA	6.6	(4.5)	
Change in working capital	1.0	8.7	
CAPEX	8.9	12.2	
Free cash flow	(1.3)	(7.9)	
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 means EBITDA before restructuring costs

** : OPEX means OPEX excluding restructuring costs



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



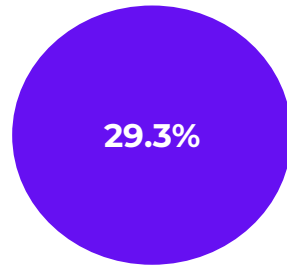
Q2 2024 Overview



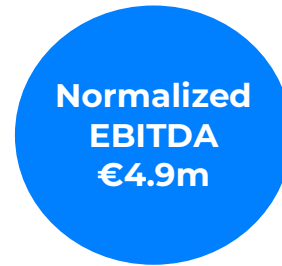
Q2 2024 shows growth topline returning.



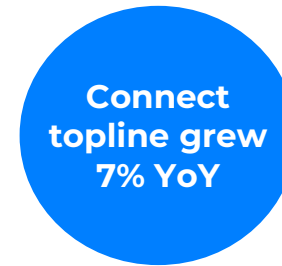
Gross Profit
+8% YoY



Gross Margins
from 29.1% in Q2 2023



Normalized EBITDA
grew from -€1.4
million in Q2 2023



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



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

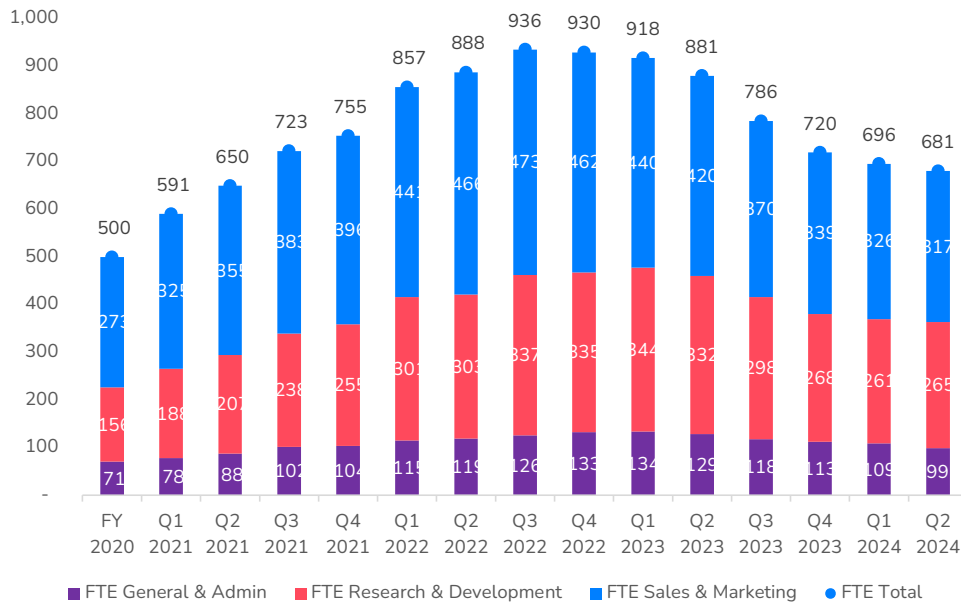


Strategy & Outlook

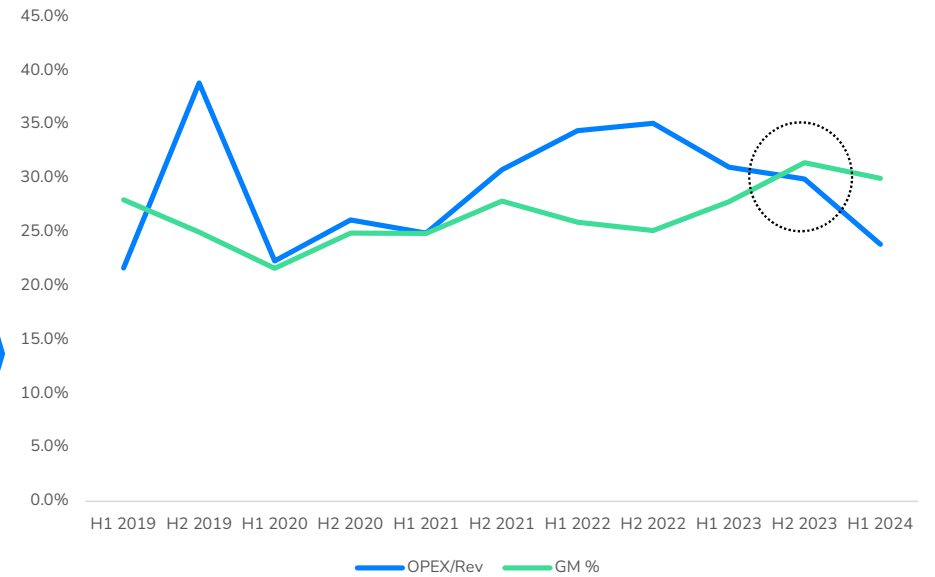


Execution growth strategy is showing results we seek .

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.

Phone number: +31 643 280 788
investor.relations@cm.com