



CM.com FY 2023 report

29th of February 2024





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.



Key Facts in 2023



Record Gross Profits and Gross Margins



FTE decreased 23% from end 2022



Normalized EBITDA* +95% YoY, now positive



Rich text messaging growing with AI introduction



Normalized OPEX** fell 16% YoY



Payment transaction volumes at record high



Revolving Credit Facility of € 15 m with HSBC



GenAI is now core component of our capabilities

*: Normalized EBITDA means EBITDA corrected for material one offs

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



2023 Overview





Highlights 2023

€ 78.5
million

Gross
Profit +9%
YoY

Normalized
EBITDA H2
€ 2.8m

Normalized EBITDA
in H2 2023 €2.8m,
returning to EBITDA
positive state

29.5%

Gross Margins
up from 25.4%
FY 2022

RCF signed
€15m

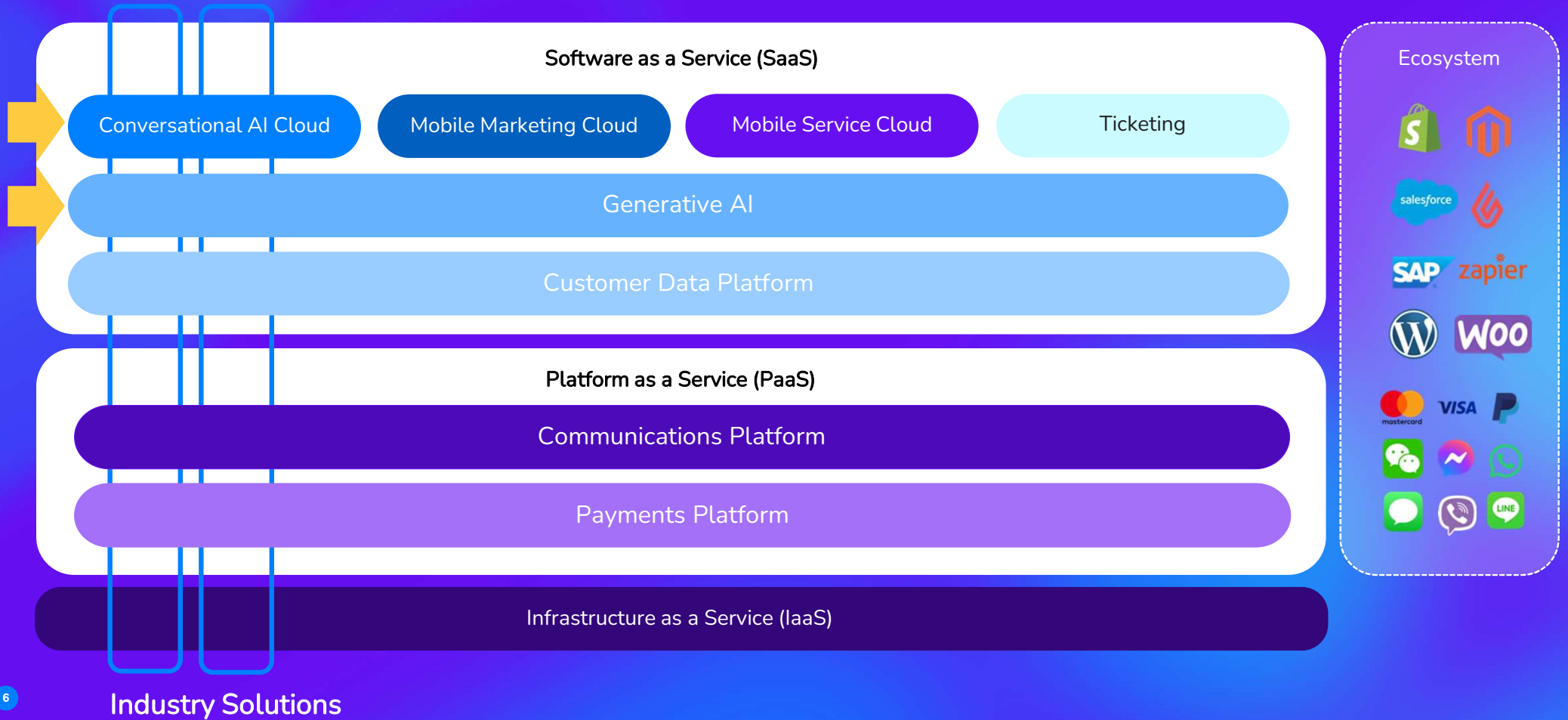
CM.com further
expanded its
financial
flexibility

Normalized
OPEX -16%

Normalized
OPEX and FTE
decreased in
2023



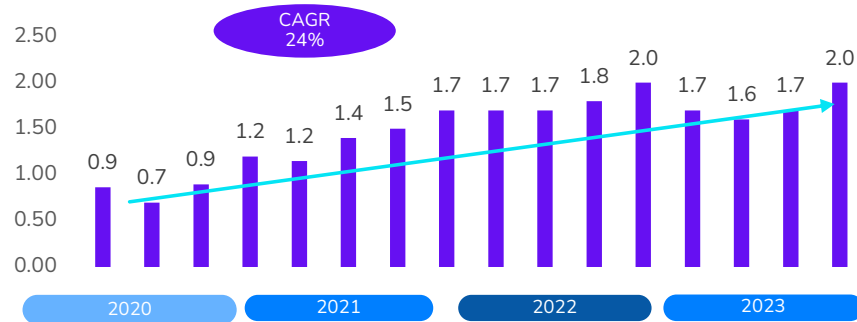
Expanding Conversational commerce model with AI



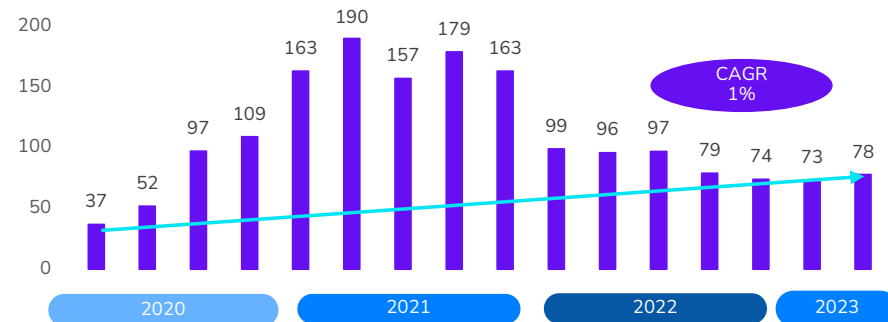


KPI overview shows focus growth to high margins

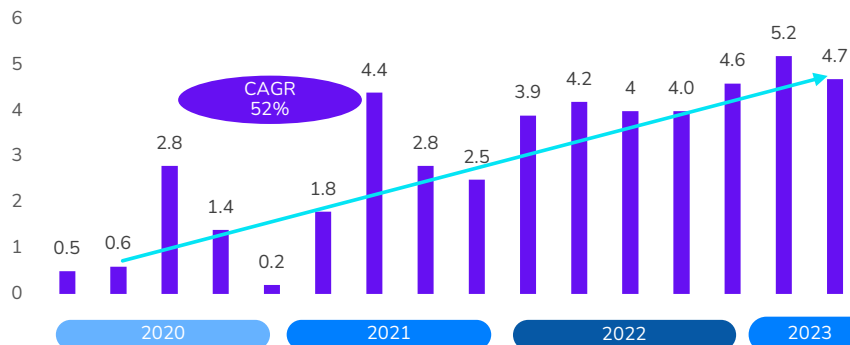
Number of Messages (billion)



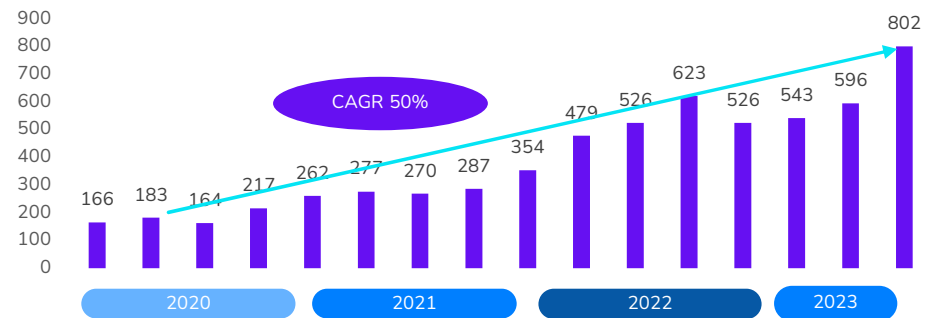
Number of Voice Minutes (# million)



Tickets (# million)

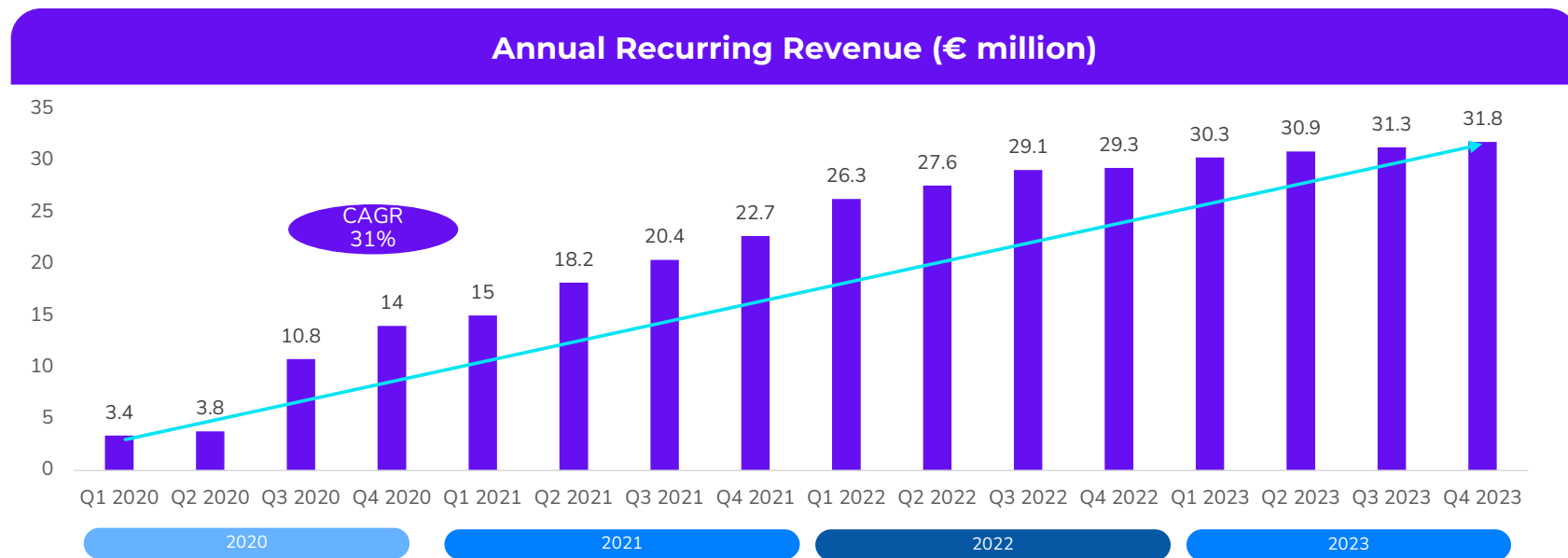


Number of Payments Processed (# million)





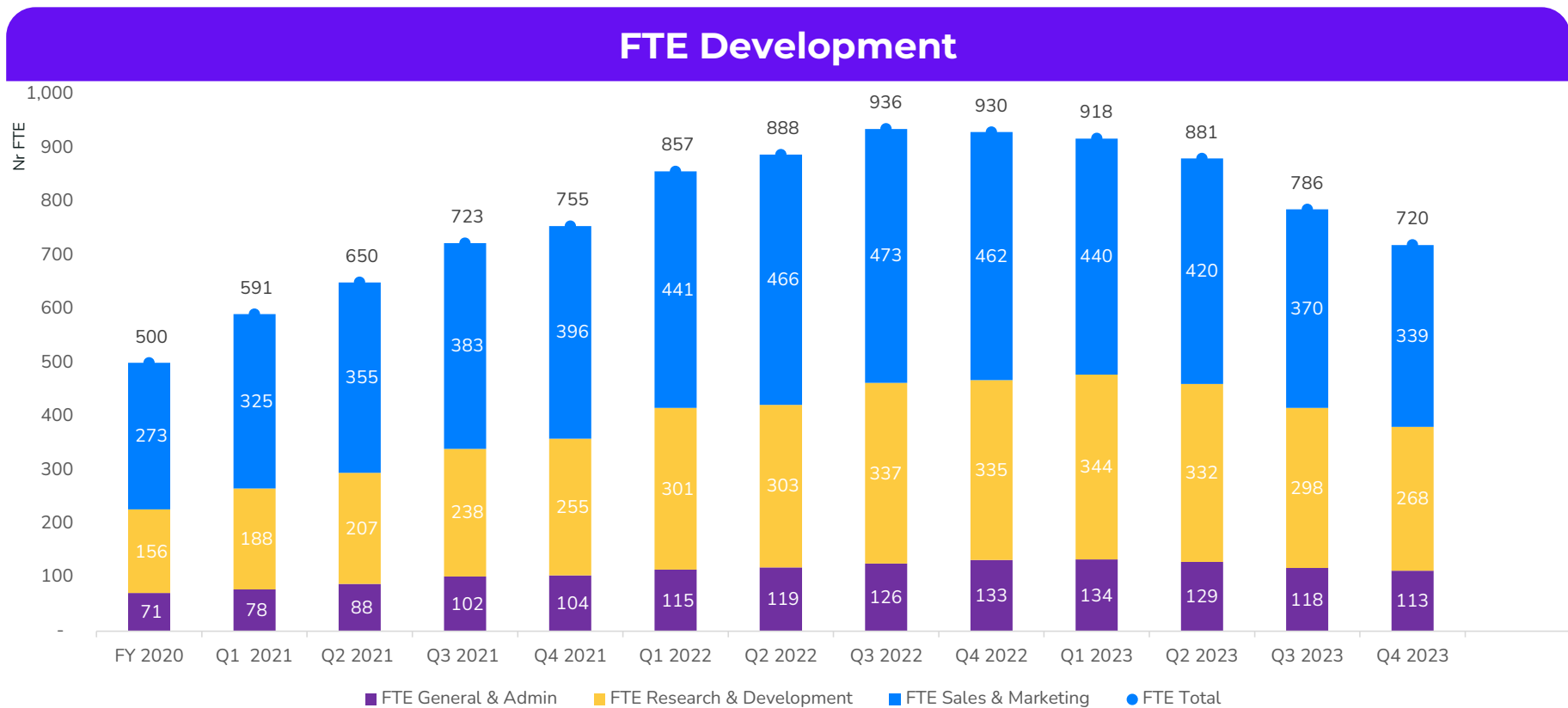
ARR cements revenue growth in the future



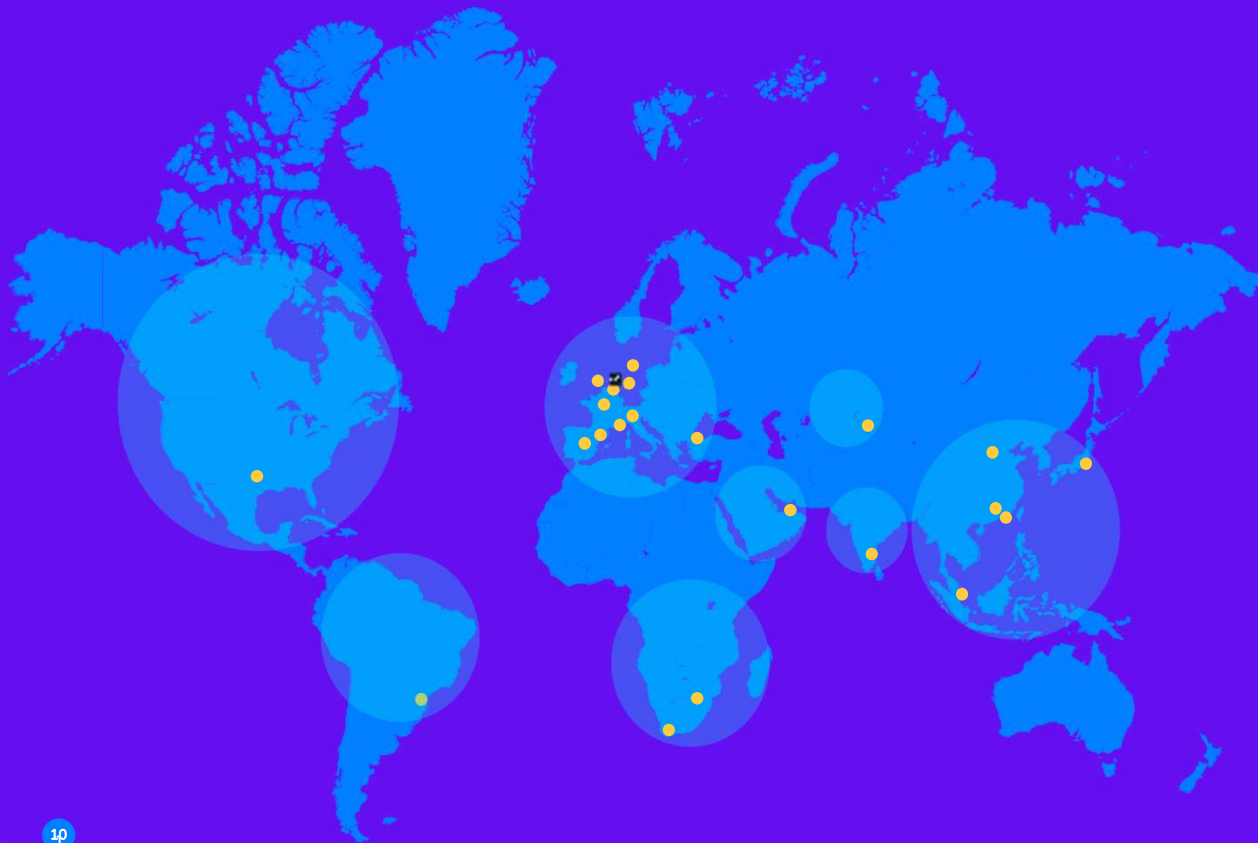
As CM.com offers SaaS products and services that relate to the IT-backbone of our clients, revenues typically are repetitive and long term in nature. That annual recurring revenue cements future growth.



FTE development follows OPEX trend



CM.com global presence: Think Global, Act Local



Our go-to-market strategy focuses on the ultimate combination of building globally and locally. By combining global expansion with local presence, we increase our client proximity to deliver the optimal customer experience.

Our local offices, staffed by locally knowledgeable and connected employees enable us to scale up organically in these countries and regions supported by our Global Marketing and Sales support team based in the Netherlands.

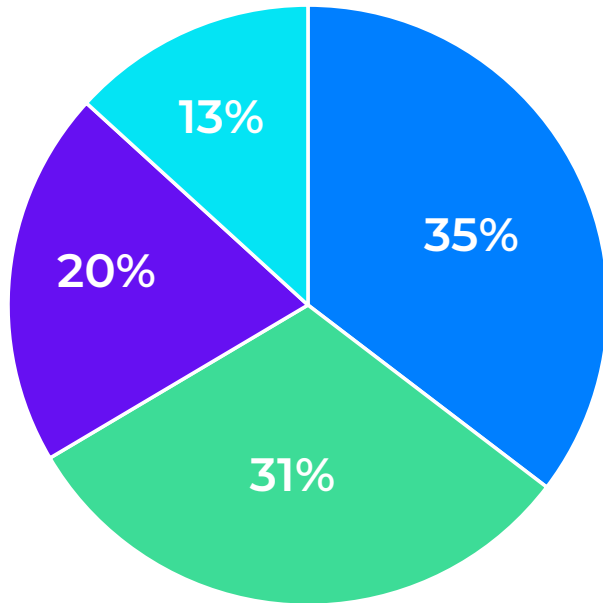


¹ Year-End 2023



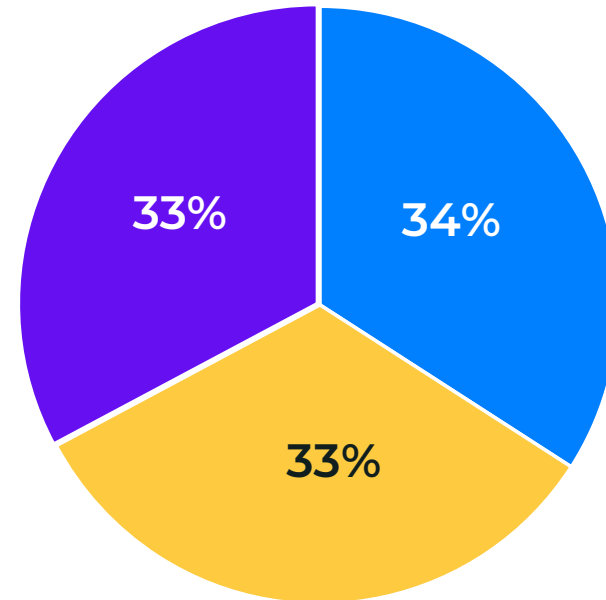
Key Facts in 2023 show balance

Balanced geographical spread in revenue



■ Europe ex NL ■ NL ■ APAC ■ US

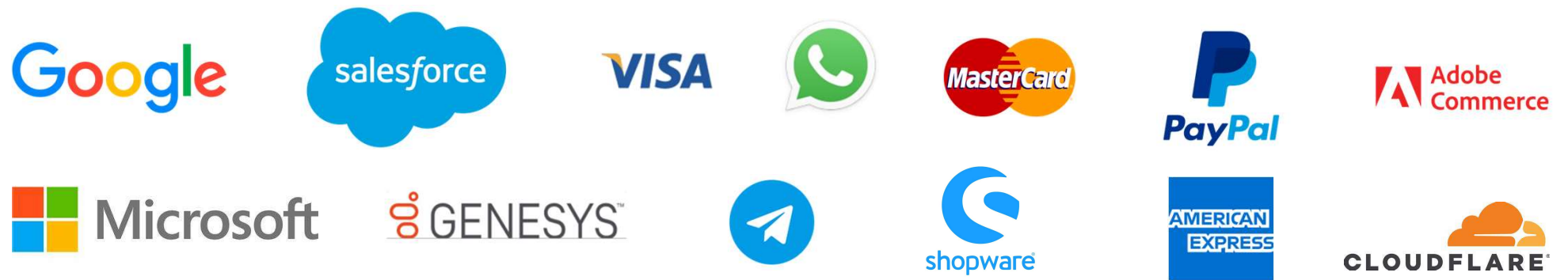
Balanced mix of customers



■ 10 largest customers ■ 11-100 largest customers ■ Rest of customers



Top-notch partnerships in product and business



CM.com also works together with:





2023 Financial Results





Key Facts in 2023

x € million	FY 2023	FY 2022	Δ
Revenue	266.2	283.3	(6%)
Cost of Sales	(187.7)	(211.3)	(11%)
Gross Profit	78.5	72.0	9%
Normalized OPEX**	(79.5)	(94.3)	(16%)
<i>Employee benefit expenses</i>	(52.6)	(55.2)	(5%)
<i>Other operating Expenses</i>	(26.9)	(39.1)	(31%)
Normalized EBITDA*	(0.9)	(22.3)	
One-offs	(1.8)	(4.2)	
EBITDA	(2.7)	(26.5)	
Change in working capital	10.6	11.0	
CAPEX	(20.6)	(26.7)	
Free cash flow	(11.4)	(34.4)	
Cash position	26	46	

Financial Results FY 2023

Gross profit up 9%, gross margins trending above 30% in H2 2023

Normalized OPEX fell 16% YoY, in H2 2023 even more than 25% YoY

FTE 720, 23% below end 2022

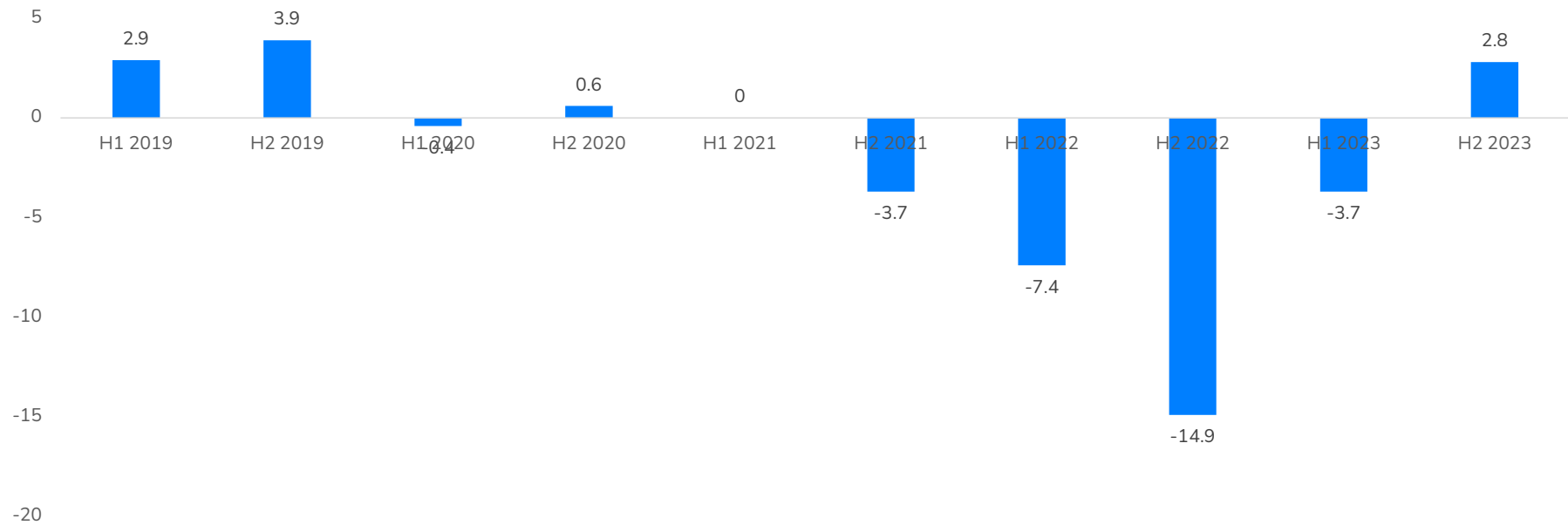
Cash position €26 million end 2023, RCF for €15 million signed with HSBC

EBITDA improved 96% in last 12 months, now positive since end Q3 2023



EBITDA back in positive territory and set to grow

Normalized EBITDA (per half year, in € million)



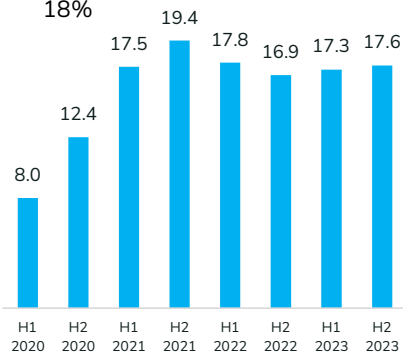
- CM.com booked positive normalized EBITDA in H2 2023 of €2.8 million, as guided during H1 2023 results
- Year-over-year normalized EBITDA improved from -€22.9 million in 2022 to - €0.9 million in 2023.
- In 2024, CM.com will continue to grow its EBITDA structurally and eventually become free cash flow positive by H2 2024



Gross profit development 2023

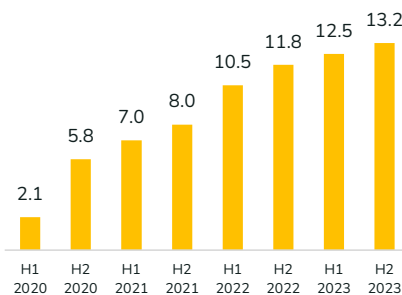
CPaaS

- Gross profit +1% YoY to € 34.9 million
- Gross margin grew to 16.5%, with a strong finish in Q4 2023
- Focus in 2023 was clearly on improving quality of CPaaS business, by winning orders on more profitable routes
- CPaaS performance improved in 4Q23 as margins rose to above 18%



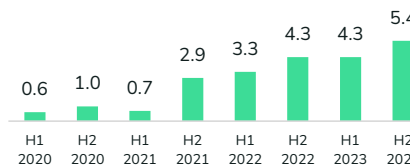
SaaS

- Gross profit +15% YoY to € 25.6 million
- Gross margins grew to 88.7%
- The continued growth of SaaS was supported by the introduction of GenAI, which is expected to expand further
- End Q4 2023, CM.com signed up a record month in order intake
- ARR grew 9% YoY to €31.8 million



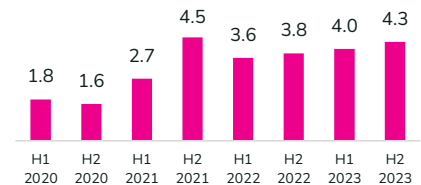
Payments

- Gross profit +12% YoY to € 8.3 million
- Gross margins were at 53.5%, slightly lower than FY 2022, following product mix effects
- Supporting role Payments in offering other segments grew strongly in 2023
- Soft POS application catching momentum with clients
- Traction with Dutch government grew especially in H2 2023



Ticketing

- Gross profit +29% YoY to € 9.7 million,
- Gross margins were at 94.2%, compared to 93.0% in 2022, which was a strong year already
- Ticketing had a strong H2 2023 across all sections.
- Contract with Dutch F1 was extended until 2025 and CM.com finalized negotiations on Ticketing deal with NOC*NSF
- Combined offering of Ticketing with other segments, such as Payment or SaaS, performed well

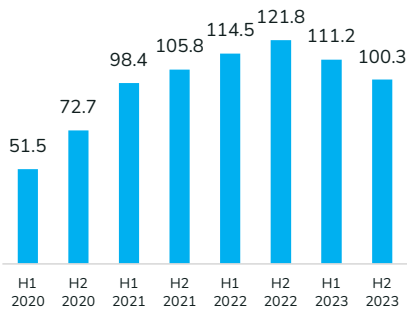




Revenue development 2023

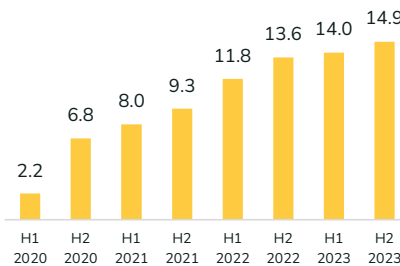
CPaaS

- Shift in commercial strategy to Value over Volume impacted revenue development in CPaaS
- Revenue -11% YoY to € 211.5 million
- NDR 91% ex Voice, impacted by shift to value over volume and some COVID tailwinds in Q1 2022
- Churn remains low at 6%



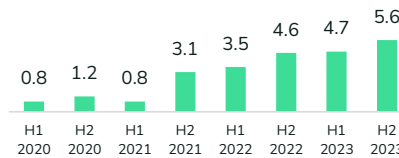
SaaS

- Revenue +14% YoY to € 28.9 million
- Momentum building with AI applications supporting MSC and CAIC products in CCaaS
- CM.com recognized as Established Leader in mobile messaging by Juniper Research
- ARR +9% YoY at € 31.8 million



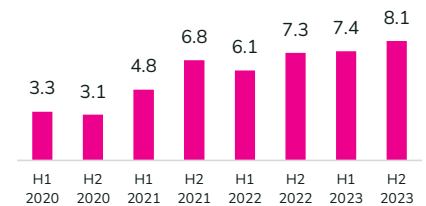
Payments

- Revenue +16% YoY to € 15.5 million
- Payment volumes processed +24% YoY to almost € 2.5 billion
- Cross selling and combined offering supported performance in Payments.
- Migration to new Payments acquiring and processing platform almost completed



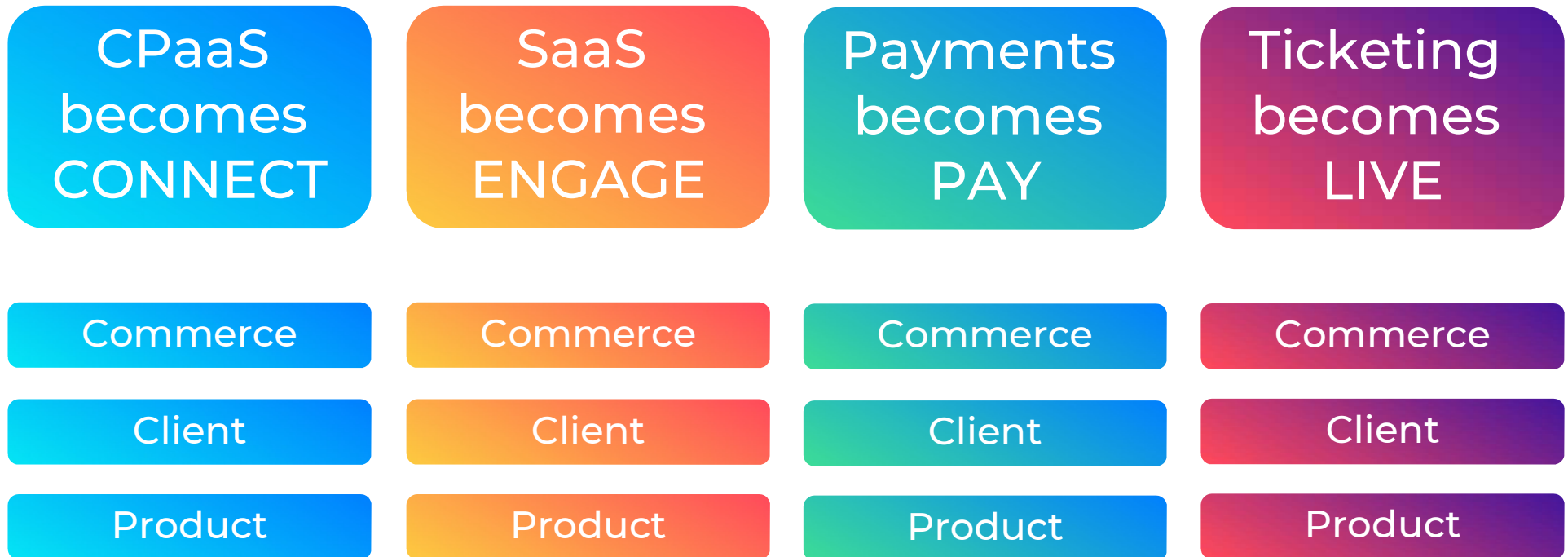
Ticketing

- Revenue +27% YoY to € 10.3 million
- Number of Tickets sold grew 27% YoY to 18.5 million
- Interest in events was strong, next to demand for Museums and Parks
- Focus remains on international expansion and signing new labels
- Dutch Heineken F1 Grand Prix contract extended by 2 years and contract with NOC*NSF agreed





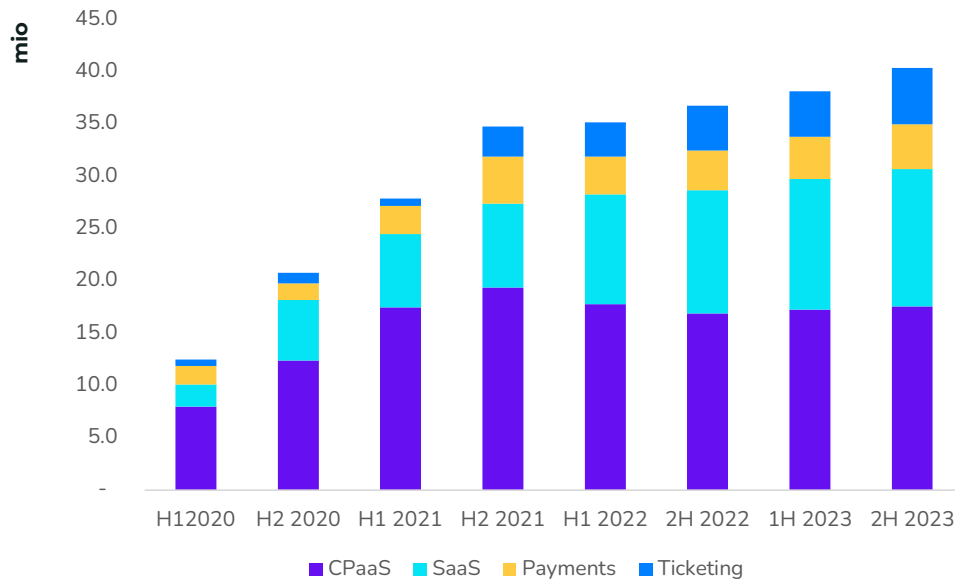
CM.com launches Business Units



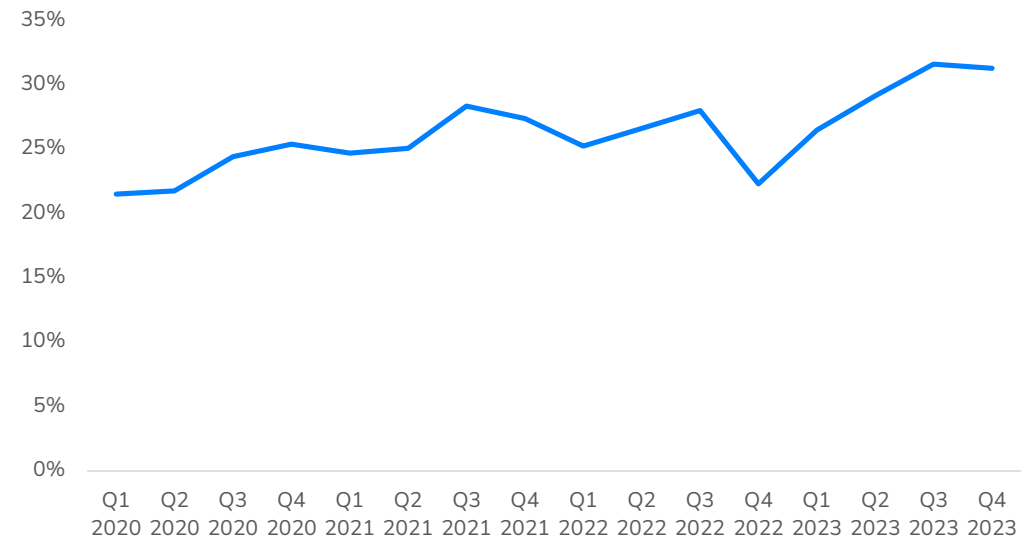


Path to Profitability is visible through time

Absolute performance gross profit since listing per segment



Gross Margin development since listing



CM.com's Path to Profitability has resulted since listing in growth of gross profit and improving gross margins.

Gross margins improved due to product mix changes and gross profit growth in CPaaS.



Q4 2023 Overview





Highlights Q4 2023

€ 20.4
million

Gross
Profit +17%
YoY

31.1%

Gross Margins
from 22.3% in Q4
2022

CPaaS
margins 18%

CPaaS
margins had a
strong finish

GenAI
tooling finds
traction

GenAI tooling
took a flight with
customers in Q4
2023, leading to a
strong order
intake end Q4
2023

Good
volumes in
CPaaS and
Payment

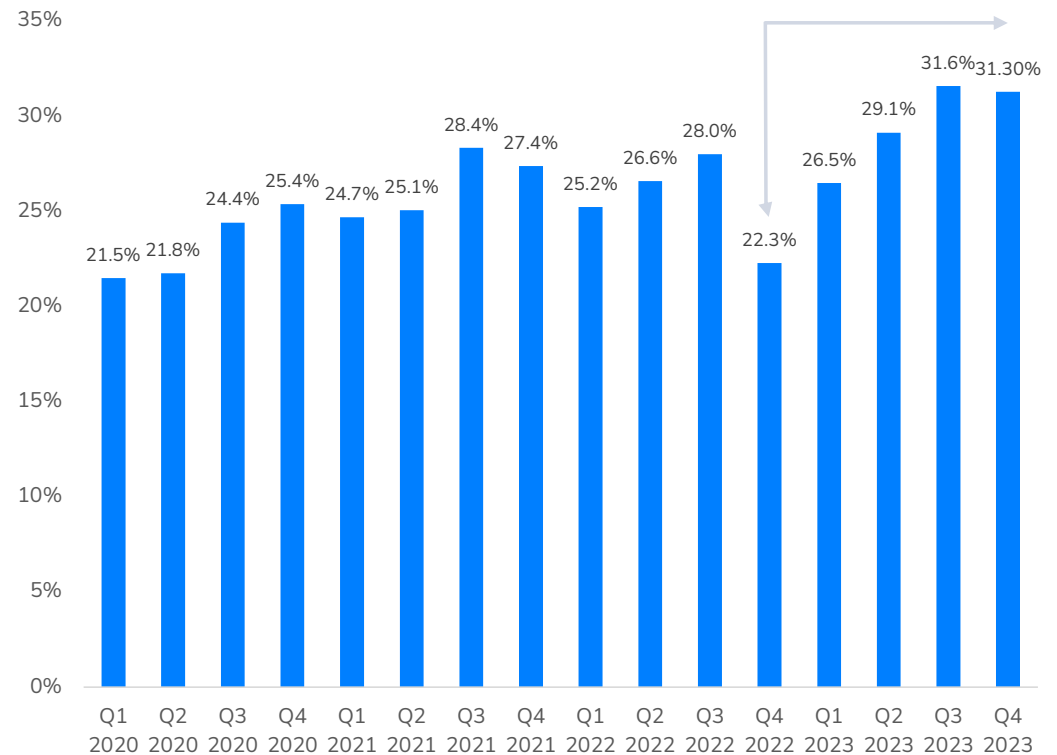
Good momentum as
rich text messaging
momentum
improved following
introduction AI
software into
communication
tooling



Gross margin shows strong YoY recovery in Q4 2023

Q4 2023 : 31.3%
VS
Q4 2022 : 22.3%

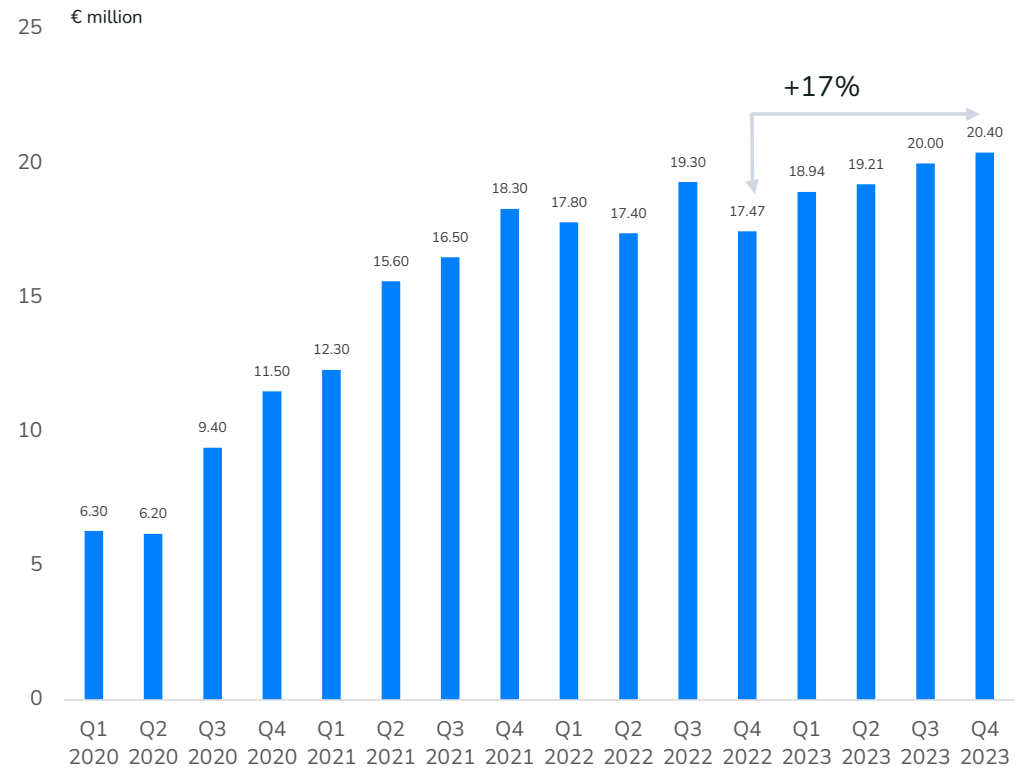
Gross margin per quarter





Gross profit continues to reach record highs in Q4 2023

+17%
Gross profits
growth YoY.

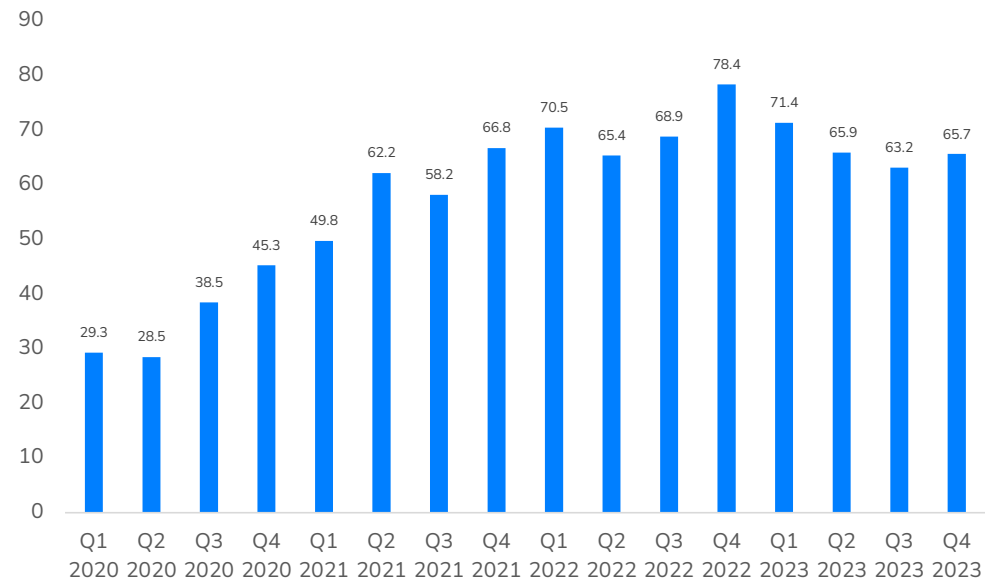




Revenue tailored to value over volume in Q4 2023

**Revenue
6% lower YoY
following shift
focus product
mix**

Revenue development



- Revenue grew 17% YoY in SaaS, Payment and Ticketing, as those are the higher margins segments within CM.com.
- Revenue in CPaaS declined due to focus on value over volumes. That was anticipated on, and this effect will mitigate in 1H 2024



Strategy & Outlook





CM.com's strategic strongholds



Mobile first



No code platform



Integrated setup of software solutions, communications and payments



Agile setup to enable growth for our clients and as such for CM.com

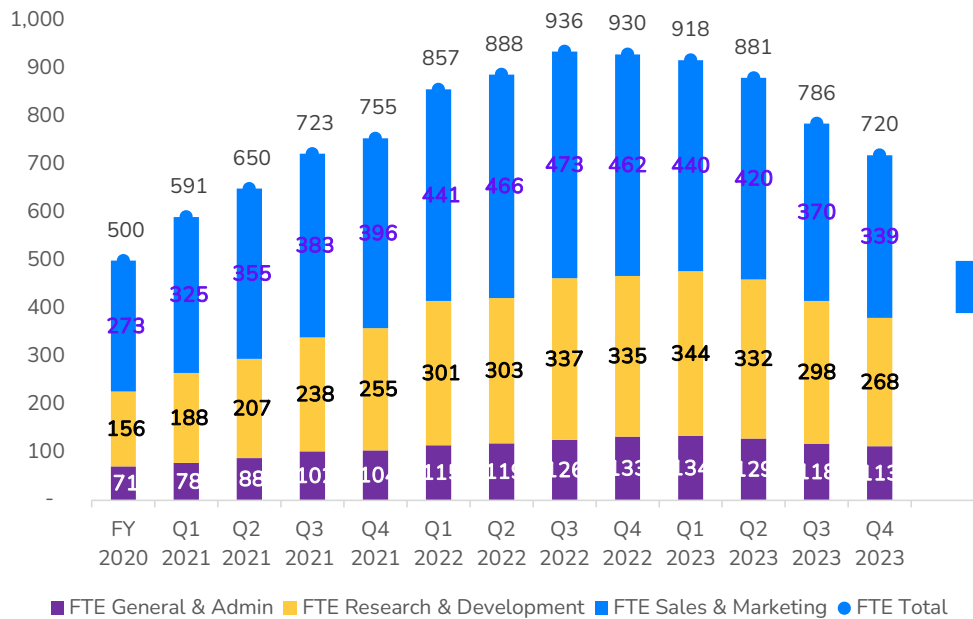


Global company with a local presence

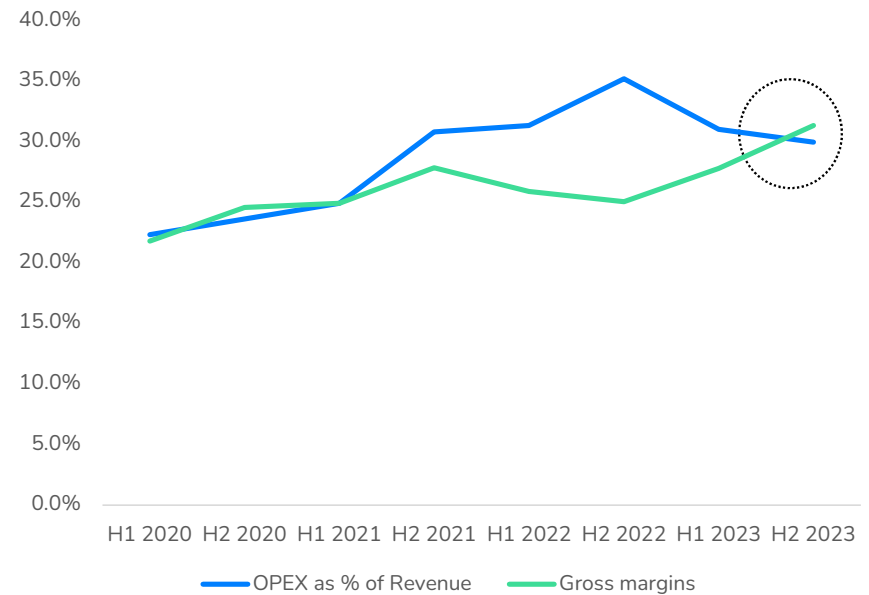


Execution growth strategy is a marathon, not a sprint

FTE development since listing



Gross margins and OPEX growth since listing



Value over Growth focus impacted FTE development

OPEX peaked as % of Revenue in 2022

Gross Margins are back above 30% as product mix shifts more towards higher margins products in all business units



2024 Outlook

Grow gross profit, by controlling OPEX,
to grow EBITDA further

OPEX expected to decrease further, supported by
structurally lower cost levels year-over-year

Become FCF positive by H2 2024



Mid-term ambitions remain

Gross Margin

CM.com expects a mid-term Gross Margin increase towards high 20's

High 20's

OPEX to Revenue

CM.com expects a mid-term OPEX-to-Revenue decrease to low mid 20's

Low mid 20's

CAPEX to Revenue

CM.com expects a mid-term CAPEX to trend down towards 5%

Mid single digit



Thank you

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

You can find our socials here:

