



# CM.com H1 2023 report

CM.com to become EBITDA positive in H2 2023

25 July 2023





# 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 first 6 months of 2023.



Improving Gross Profits and Gross Margins



Tight OPEX control leading to FTE decrease YoY



COVID related revenues mostly replaced in CPaaS



Double digit growth in SaaS, Payments and Ticketing



OPEX before restruct. cost fell below 2022 levels



CPaaS NDR: 100%, excluding Voice NDR is 115%



Strong EBITDA uplift YoY, H2 2023 seen positive\*



Expanded AI tooling with Gen AI technology



# H1 2023 Overview



# Highlights H1 2023.

**Normalized  
EBITDA**  
- € 3.7m

Normalized EBITDA  
well within -€3 - -€5 m  
guided range

**€ 38.2  
million**

Gross Profit growth  
+8% YoY

**27.8%**

Gross margins  
from 25.9% in H1 2022

**Gen AI**

Expanding AI tools, improving  
customer experience  
capabilities

**€ 137.3  
million**

Revenue growth  
+1% YoY

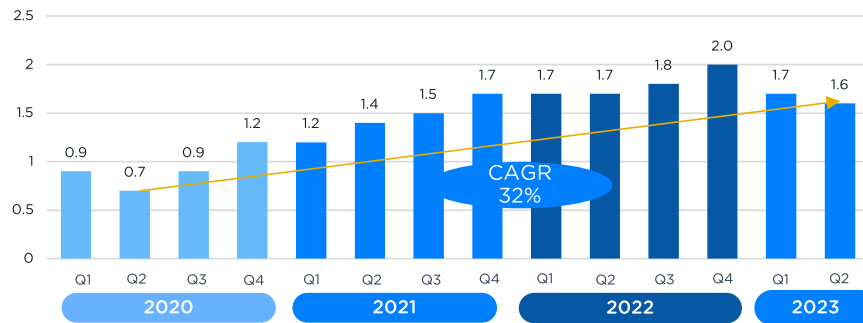
**Awards**

Ongoing recognition from  
leading independent  
researchers, such as Juniper  
and Gartner



# KPI overview shows focus growth to high margins.

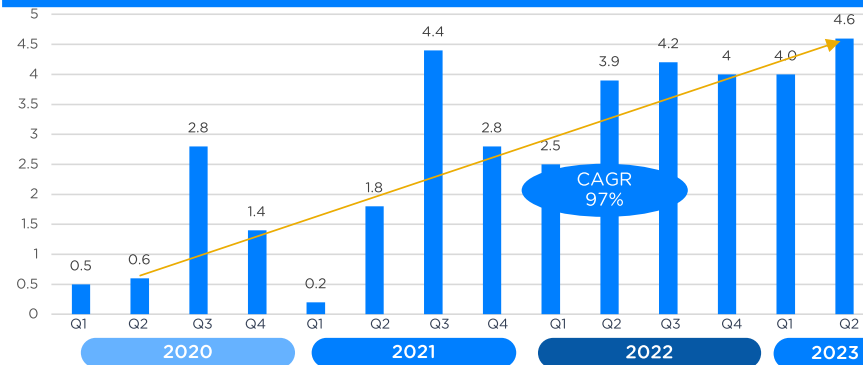
### Number of Messages (billion)



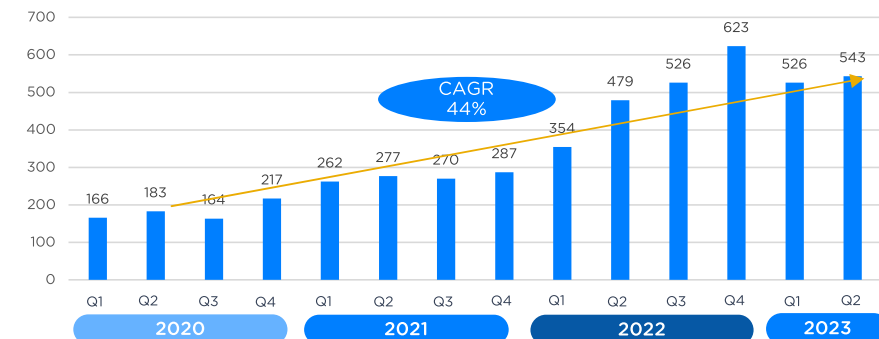
### Number of Voice Minutes (# million)



### Tickets (# million)

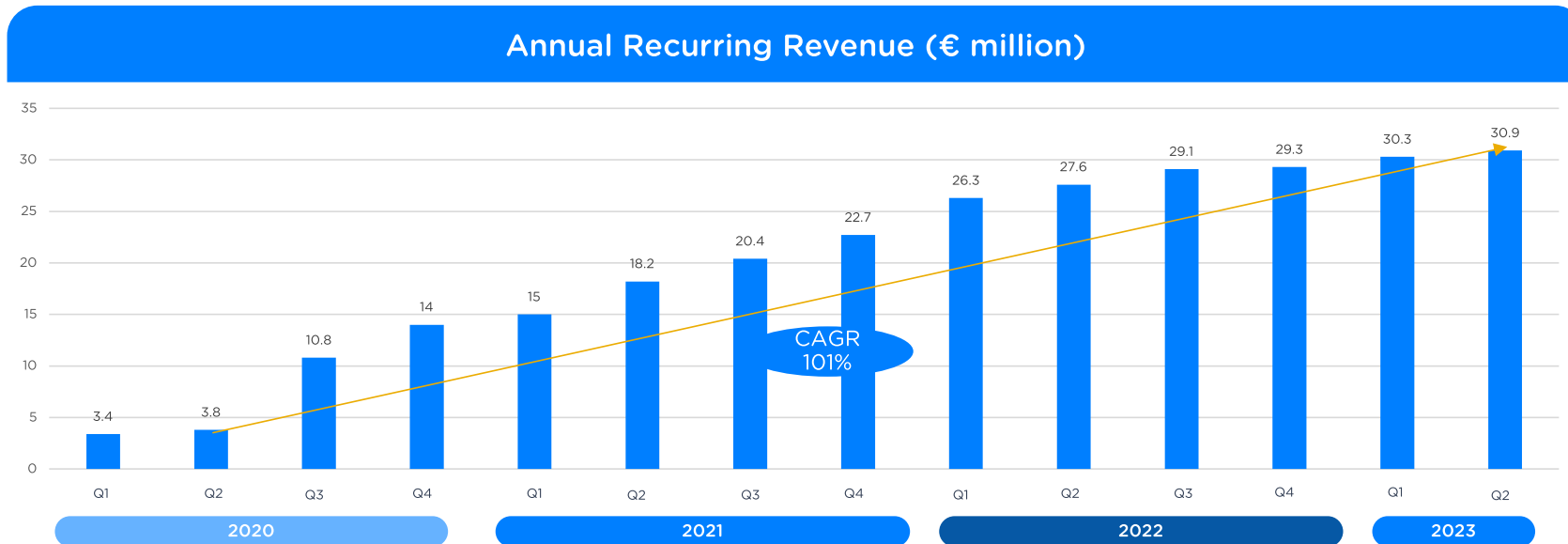


### Number of Payments Processed (# million)





# ARR continues to grow under all market circumstances.

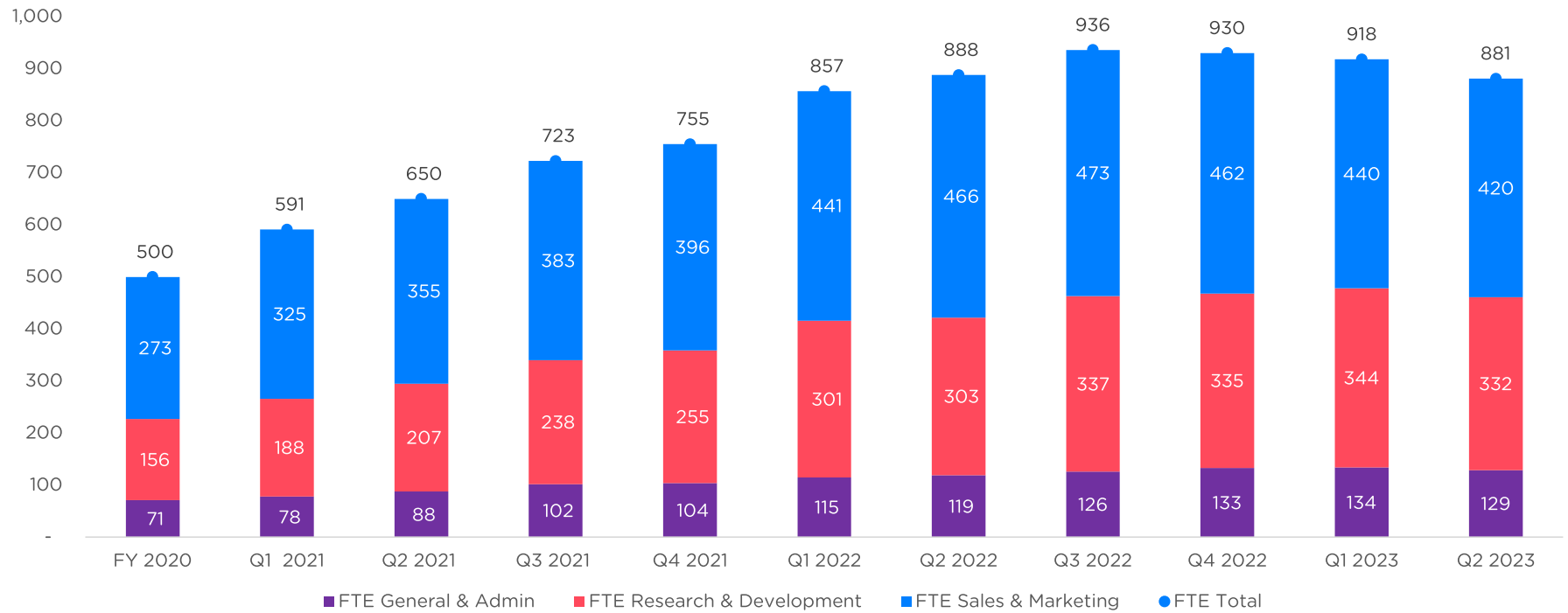


One of the key drivers for stable revenues, is ARR, which has developed since listing with a CAGR of 101% until now. This shows the solid underlying growth of the SaaS business within CM.com



# FTE growth aligning with strategy CM.com.

## FTE Development

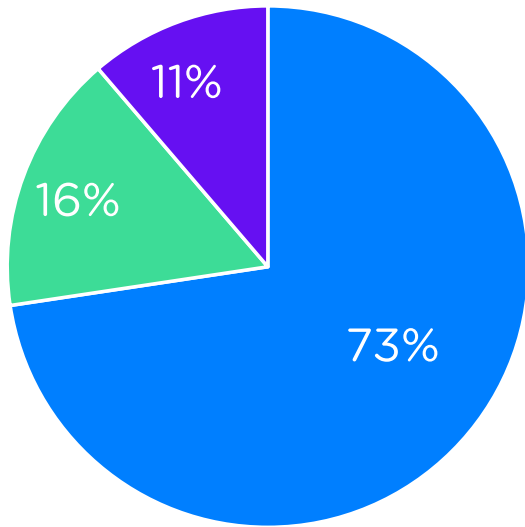






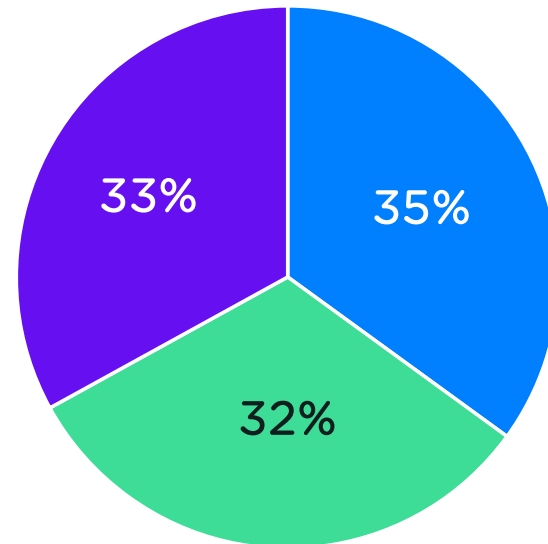
# CM.com's global customer base remains diversified.

Geographical split



■ EMEA ■ APAC ■ Americas

Balanced mix of customers



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



## Top-notch partnerships in product and business.



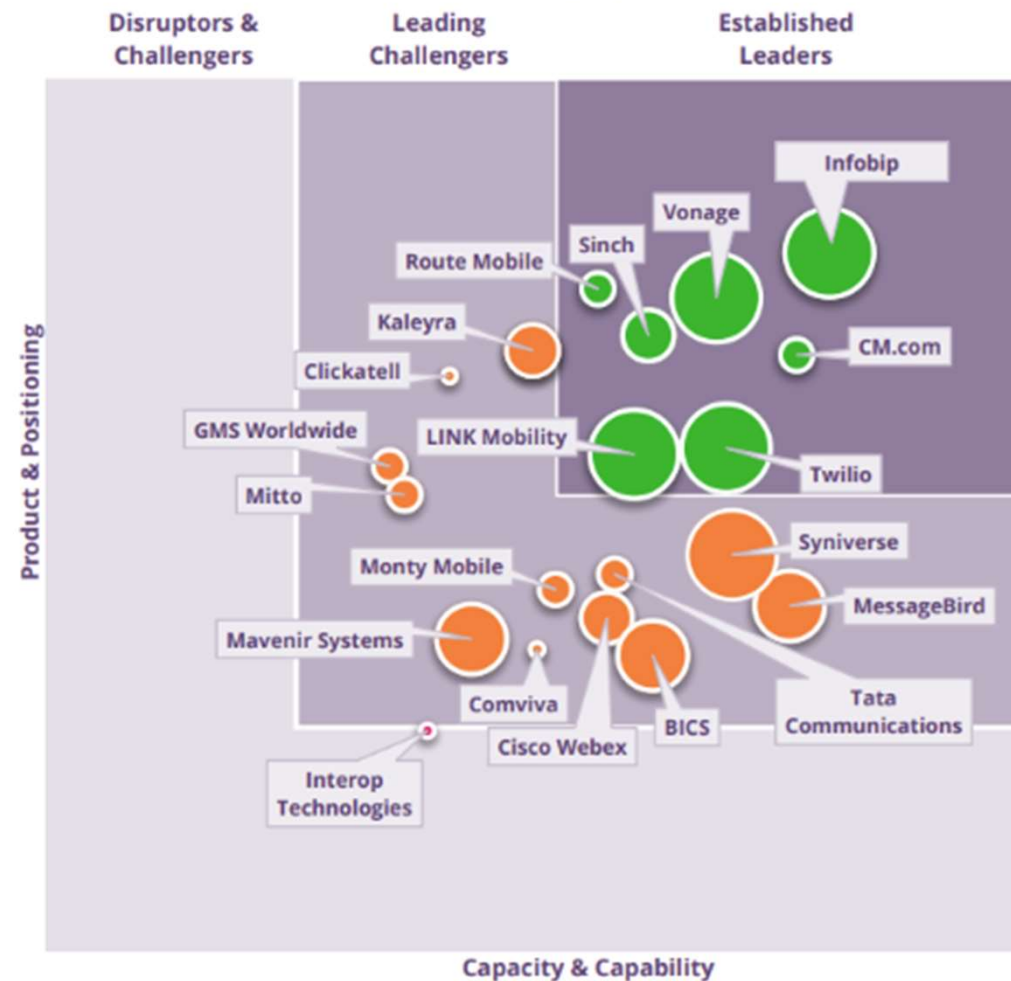
CM.com also works with:



# Juniper Research names CM.com as Established Leader in mobile messaging.

“CPaaS players must continue to diversify their products and services if they wish to continue to succeed in the market, or risk losing traffic to competing CPaaS platforms that can offer new and emerging services.”

- Juniper Research



Source: Juniper Research



# H1 2023 Financial Results.



# Profit & Loss overview shows impact profitable growth.

x € million	H1 2023	H1 2022	Δ
Revenue	137.3	135.9	1%
Cost of Sales	(99.2)	(100.8)	2%
<b>Gross Profit</b>	<b>38.2</b>	<b>35.2</b>	<b>8%</b>
<b>Operating expenses (excl one-off)</b>	<b>(41.9)</b>	<b>(42.6)</b>	<b>(2%)</b>
<i>Employee benefit expenses</i>	(28.1)	(25.8)	9%
<i>Other operating Expenses</i>	(13.8)	(16.8)	(18%)
<b>Normalized EBITDA</b>	<b>(3.7)</b>	<b>(7.4)</b>	
One-off	(0.8)	(4.2)	
<b>EBITDA</b>	<b>(4.5)</b>	<b>(11.6)</b>	
Change in working capital	9.4	9.1	
CAPEX (commitments)	(12.2)	(16.8)	
Free cash flow	(7.3)	(11.4)	
<b>Cash position (excl safe guarding account)</b>	<b>34</b>	<b>75</b>	

## Financial Results H1 2023

Gross profit up 8%, focus on profitable growth

OPEX (before restruct) fell below H1 2022 levels, expect to decline further

FTE 881, just below H1 2022 levels

Comfortable cash position at €34 million

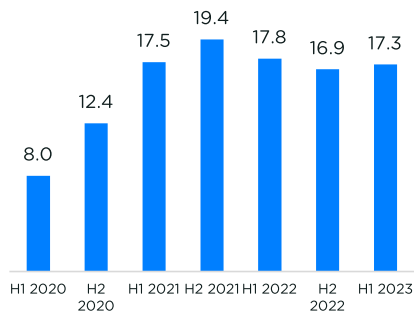
EBITDA improved strongly YoY in H1 2023



# Gross profit development H1 2023.

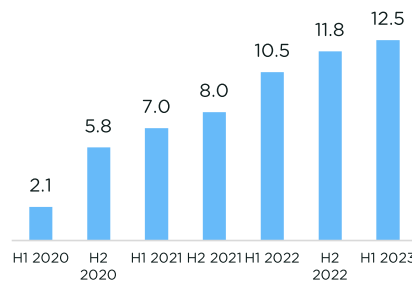
## CPaaS

- Stable margins CPaaS YoY at 15.6%
- Gross profit -3% YoY to € 17.3 million due to 3% lower volumes
- COVID related revenue almost completely replaced by new business
- CPaaS performance grew in 2Q23 as focus shifted to more profitable routes



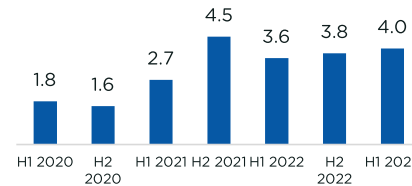
## SaaS

- Gross profit +19% YoY to € 12.5 million
- The continued growth of SaaS also drives the higher group gross margin
- SaaS set to grow further in emphasis on profitable growth
- AI related client use cases underway, expect first results in H2 2023



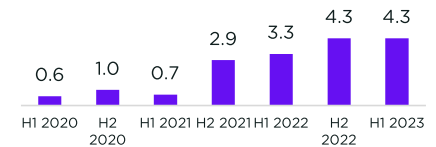
## Payments

- Gross profit +11% YoY to € 4.0 million
- Migration to new platform completed
- Cross selling with existing clients in other segments underway
- Lower costs and higher margins are anticipated to support performance going forward



## Ticketing

- Gross profit +31% YoY to € 4.3 million
- Consumer demand for expensive tickets and live events shifting
- Margins slightly lower due to sliding demand for expensive tickets
- CM.com continues to roll out its international expansion and signs new labels

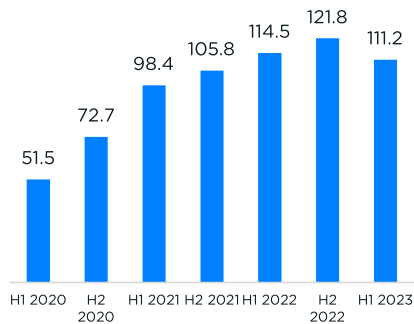




# Revenue development H1 2023.

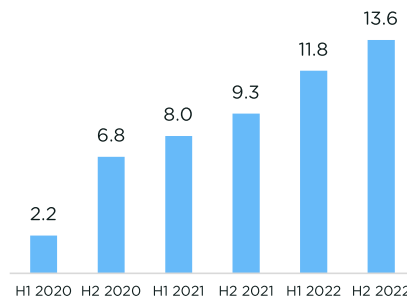
## CPaaS

- Revenue -3% YoY to € 111.2 million
- Number of messages -3% to 3.3 billion
- NDR 100%, impacted by loss of COVID-19 related revenue clients
- NDR Messaging ex Voice 115%
- Churn remains low at 5%



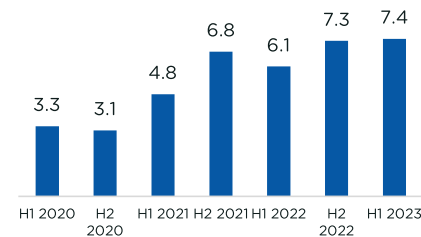
## SaaS

- Revenue +19% YoY to € 14.0 million
- Momentum building with AI applications being integrated in MSC and CAIC products
- CM.com recognized as Established Leader in mobile messaging by Juniper Research
- ARR +12% YoY at € 30.9 million



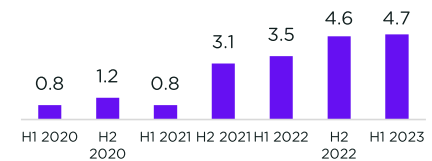
## Payments

- Revenue +12% YoY to € 7.4 million
- Payment volumes processed +28% YoY to almost € 1.1 billion
- Migration to new Payments acquiring and processing platform started
- Increase venue and ticket sales have added to payments revenues



## Ticketing

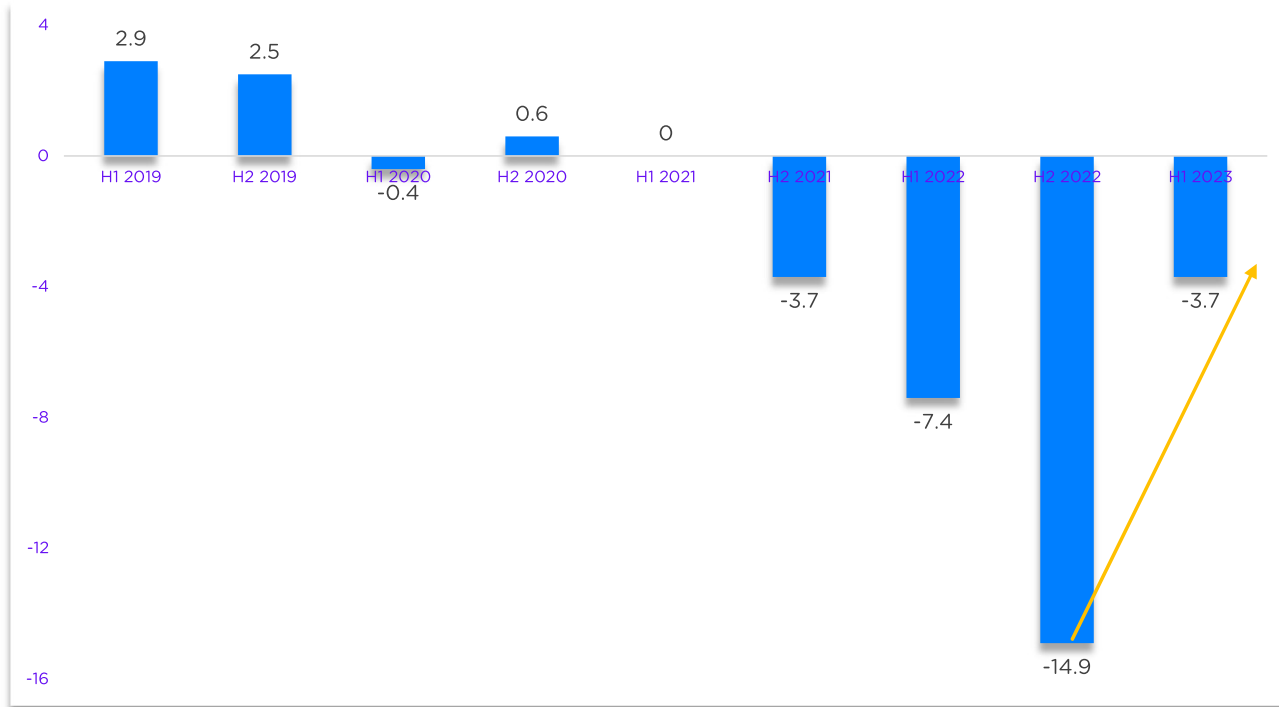
- Revenue +35% YoY to € 4.7 million
- Amnesia and Tixbox deals in execution now
- High prices for events affected consumer demand
- Focus remains on international expansion and signing new labels





# EBITDA development heading in right direction.

€ mio, normalized



- Normalized EBITDA improved strongly YoY
- Trend set to continue in H2 2023
- OPEX set to decrease further
- Gross Profit growth and Gross Margins improvement remains our focus





# Q2 2023 Overview



# Highlights Q2 2023.

€ 65.9  
million

Revenue growth  
+1% YoY

€ 19.2  
million

Gross Profit  
+11% YoY

29.1%

Gross Margin  
from 26.6% in Q2 2022

Extended  
contract  
wins

Extended and expanded  
contract wins in events and e-  
commerce business

-37  
FTE

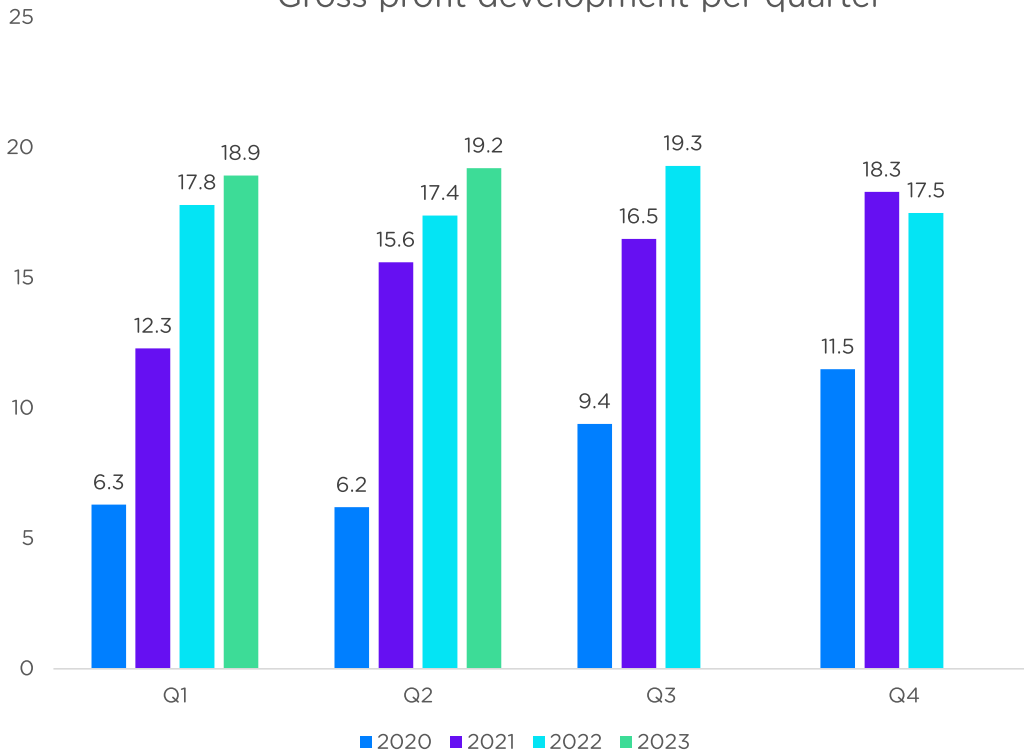
FTE alignment in quarter  
881 FTE end Q2 2023



# Gross profits follow gross margins trend in Q2 2023.

**+11%**  
Gross profits  
Growth YoY.

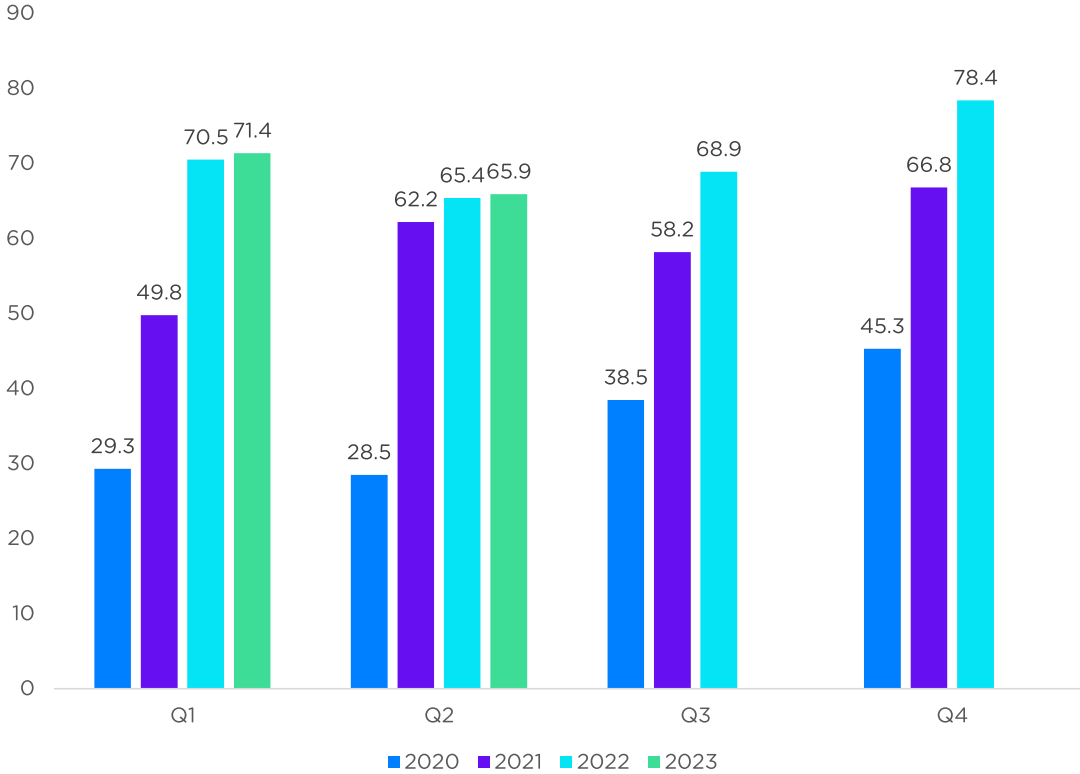
Gross profit development per quarter





# Revenue growth tailored to high margin products.

**+1%**  
Revenue Growth  
YoY.





# Strategy & Outlook.

**“There’s a huge disconnect happening right now between what customers want and how companies are providing it. The bridge between the two? The customer engagement platform” - Forbes**



## CM.com's strategic strongholds.



Mobile first



No code platform



Integrated software solutions, communications and payments



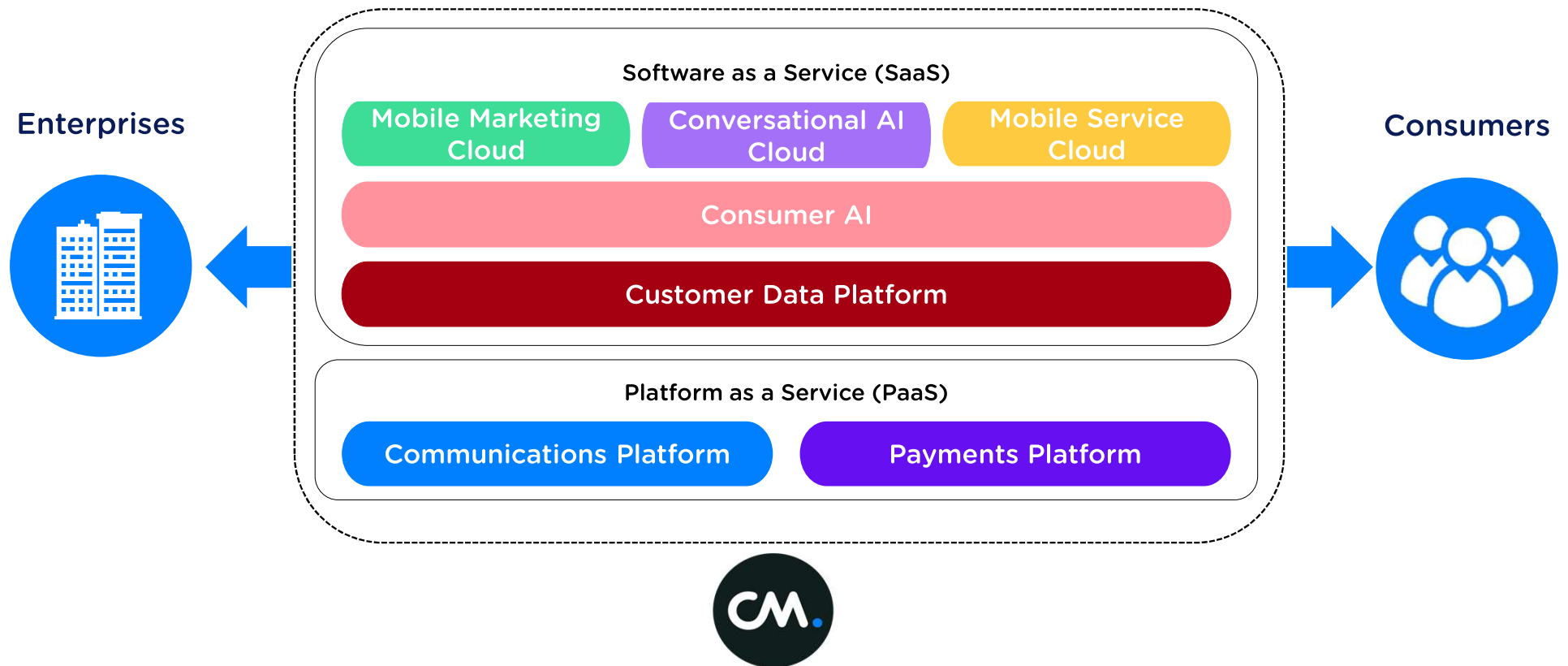
Agile setup to enable growth in one-way and two-way communication



Global company with a local presence



# CM.com: a Global Platform For Conversational Commerce.

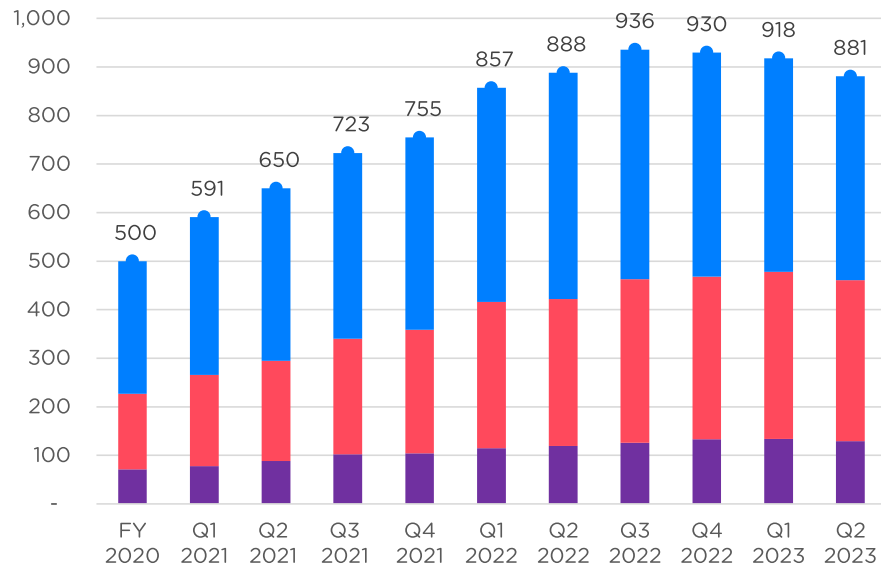






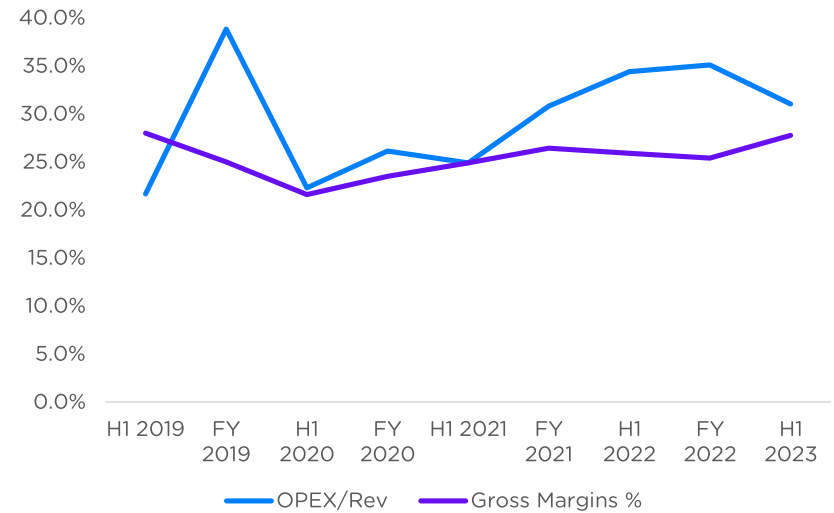
# Execution growth strategy is a marathon, not a sprint.

### FTE development since listing



FTE realignment allows for CM.com to position themselves better in the future

### OPEX/Rev and Gross margins growth since listing



With foundation CM.com completed in 2022, OPEX is peaked as % of Revenue

Gross Margins are moving higher as product mix shifts more towards SaaS, Payments and Ticketing



# Growth path for sustainable profit is in progress.



Better balanced mix of gross profit growth in SaaS, Payments, Ticketing and CPaaS



Within SaaS, momentum building in Mobile Service Cloud & Conversational AI Cloud



Talent Management program is developing to encourage use of talents within CM.com



Product Scale-up from all acquisitions to booster organic growth



Intensify Strategic Partnership Programs



World class Customer Success Management and Customer Support



# H2 2023 Outlook.

## Focus on continued gross profit growth

Normalized EBITDA positive over H2 2023

OPEX at least 10% lower YoY before restructuring cost

Free cash flow positive over 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

### EBITDA Margin

CM.com expects a Mid-term EBITDA margin increase to mid single digit

Mid  
single  
digit

# Thank you.

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

Investor Relations

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