



PRESS RELEASE

# CM.com rejects unsolicited approach by Bird.

BREDA, 7 November 2025

**Breda, the Netherlands, 7 November 2025** – Following the press release on 5 November 2025 from Bird, in which it indicated its interest in acquiring all issued and outstanding shares in CM.com N.V. (Euronext Amsterdam: CMCOM), a global Conversational Commerce platform, the Management Board and the Supervisory Board of CM.com announce that they see no merits in engaging on the proposal with Bird.

The Management Board and the Supervisory Board concluded that the letter received from Bird does not provide tangible or material long-term value in the interest of our clients, employees and shareholders. Furthermore, the Boards have unanimously concluded that the financial terms of the proposal, implying a valuation of approximately €166 million, fail to reflect the current and future value of CM.com.

Jeroen van Glabbeek, CEO: *"We are pursuing a clear path to drive profitable growth as set out at our Capital Markets Day in May of this year. While we acknowledge the interest expressed by Bird and appreciate the recognition of our business and growth strategy, we remain confident in our ability to deliver on this strategy and realize superior value for all our stakeholders."*

Jacques van den Broek, Chair of the Supervisory Board: *"Following the unsolicited approach, we reviewed the proposal in line with our fiduciary duties. In particular, we considered whether the proposal was in the best interest of CM.com compared with CM.com's stand-alone strategy and believe this does not contribute to the sustainable success of the business."*

CM.com will continue to focus on executing its strategy, serving its customer base and building on its strong technology platform.

This press release contains inside information within the meaning of Article 7(1) of the EU Market Abuse Regulation. For more information please contact us via: [Investor Relations - CM.com](https://investorrelations.cm.com) / +31643280788.

## About CM.com

CM.com (AMS: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience. Our communication solutions empowers marketing, sales and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities via our Payment platform to drive conversion. Our HALO AI solution allows businesses to leverage advanced automation and intelligence to personalize interactions at scale, driving sales and increasing customer satisfaction.