



PRESS RELEASE

CM.com acquires e-commerce customer service provider RobinHQ.com to complement its Mobile Service Cloud solution for customer contact centers

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CM.com, a global conversational commerce provider, has reached agreement to acquire e-commerce customer service provider RobinHQ.com. The customer contact software of RobinHQ.com is a new addition to our suite of mobile first conversational commerce solutions.

Fast-growing RobinHQ.com, which made it to the Deloitte Technology Fast 50 in 2018 and 2019, currently serves more than 100 medium-sized and large e-commerce companies in the Benelux. Its SaaS-based high margin business generated a recurring revenue of approximately € 2 million in 2019. Dutch-based RobinHQ.com was founded in 2011 and has a team of 20 FTE that will join CM.com.

Jeroen van Glabbeek, CEO of CM.com: *"RobinHQ.com offers us additional high value functionalities for customer contact centers as well as an extended customer base for enhanced up and cross selling opportunities."*

Patrick Speijers, CEO of RobinHQ.com: *"Combining CM.com's Conversational Commerce solutions with our software, creates a highly competitive customer service SaaS product for any customer that sells online. In addition, the scale and international footprint of CM.com provide the support we need to realize and accelerate our international growth ambitions."*

Rationale

The acquisition complements our Mobile Service Cloud solution for customer contact centers. The global contact center software market is expected to reach \$72.3 billion by 2027, growing at a CAGR of approximately 20%¹.

Our customers across the globe already have access to various in-house developed software tools, including the advanced AI Chatbot software tools we added earlier this year via the acquisition of CX Company. We will enrich this suite of tools with the contact software of RobinHQ.com. This includes state-of-the art skill-based routing, automated tagging, live chat, and co-browsing possibilities to optimize customer journeys.

The founders of RobinHQ.com will remain with the company and are fully committed to execute the international growth strategy. To express their long-term commitment the acquisition is paid via a combination of cash and shares. For this purpose, CM.com will issue € 1.5 million in ordinary shares at closing.

¹ www.grandviewresearch.com/press-release/global-contact-center-software-market

For more information, please contact Investor Relations:

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About CM.com

CM.com is a listed company (Euronext Amsterdam: CMCOM) and provides Conversational Commerce services from its cloud platform that connects enterprises and brands to the mobile phones of billions of consumers worldwide. Conversational Commerce is the convergence of messaging and payments. CM.com provides messaging and voice channels, such as SMS, Over The Top (OTT) (e.g. WhatsApp Business, Apple Business Chat, Google RCS, Facebook Messenger, and Viber), Voice API and SIP. These messaging channels can be combined with cloud platform features, like Ticketing, eSignature, Customer Contact, identity services and a Customer Data Platform. CM.com is a licensed Payment Service Provider (PSP) offering card payments, domestic payment methods and integrated payment methods like WeChat Pay. CM.com has more than 400 employees and 20 offices globally.

The platform of CM.com delivers fully integrated solutions, based on a privately owned cloud and 100% in-house developed software. By doing so, CM.com can guarantee scalability, time-to market and, global redundancy and delivery.