



CM.com takes Conversational Commerce to the next level through the acquisition of leading Conversational AI provider CX Company

CM.com: A One-Stop-Shop Solution For Mobile Customer Engagement



Description	Network Partners
Messaging Channel Agnostic communications, from SMS and Email to Over-The-Top (OTT) communication services and multi-channel messaging, all of which can be connected via a single API	
Voice Voice solutions including sending and receiving calls and messages via Internet (SIP Trunking), combined with other voice messaging platforms	
Payments International (online) payment solutions - ability to provide payment solutions within consumers' preferred channel (eg Apple Pay in Apple Business Chat)	
Customer Data Platform Collects data from multiple platforms, enables segmentation and workflows to automate and personalize consumer engagement in real-time	
Platform Features From ticketing to sign through chat to one time passwords, IBAN-verification	

Historically our customers used the CM.com platform for three purposes:

1. **Global Messaging**, based on SMS and Voice
2. **Rich engagement** with OTT, Payments, and Software features like sign and ticketing
3. **Meaningful Conversation**, with customer contact tool and intelligent Chatbot technology

Our Global Growth Strategy

Revenue Per Customer

Protect & Grow The Core

- Maintain strong existing customer relationships
- Further invest in sales capabilities
- Enhance pricing strategy

Product Expansion

- Cater to shift to OTT in addition to traditional SMS business
- Grow payments offering with new next gen payments
- Break open new product markets by integration platform capabilities with existing product offering

Cross-Selling Platform

- In-platform marketing
- Cross-sell:
 - CDP data
 - Ticketing
 - Identity services
 - Sign
 - Voice
 - Payments
 - Texter
- Self-service

New Customers

Adding Reseller Dimension

- Growing demand from partners seeking additional pockets of sales growth
- Bolt-on products within CM.com platform
- Invest in platform-wide dedicated teams and reseller dimension

Geographical Expansion

- Grow within existing hubs
- Expand existing hubs
- Open new hubs

M&A

- 3 dimensions of targets to acquire customer bases: products, verticals, and geographies
- Strong track record of 22 acquisitions
- Experience with and focus on full integration of acquired targets

Increase Global Talent Pool To Support Growth Initiatives

M&A: A Strategic Part Of Our Global Growth Strategy

Strategic focus of M&A:

- Customer acquisition
- Access to new markets
- Strengthen our product portfolio
- Hire highly skilled staff with a proven track record

CX Company At A Glance

- CX Company is a European **AI-based** conversation platform
- Platform empowers customers to create **successful customer journeys** across every digital channel and device
- The company was founded in 2004 and employs approximately 50 FTEs
- The two active founders will remain with the company

A Multinational Client Base In Various Industry Verticals With Numerous Opportunities For Cross And Upselling

- Customers are mainly multinational **blue-chips in financial services, telecom and utilities** in the Netherlands, Germany, France, and the United Kingdom
- **Large enterprise** customers with an average of more than € 100 thousand **annual recurring revenue**
- Customers include:

ING  DiBa

 AEGON

 T-Mobile

 Eneco

 ENGIE

a.s.r.
de nederlandse
verzekerings
maatschappij
voor alle
verzekeringen

menu



maandag, 25 mei 2020, 20:19

a.s.r.

Goedenavond, welkom bij a.s.r.

Geef hieronder aan wat je zoekt, dan helpen we je graag verder

Of bekijk de informatie over het [coronavirus](#)Product
afsluiten

Schade melden

Gegevens
wijzigenFondsen en
koersenContact
opnemen

Typ je vraag in een paar woorden



jij

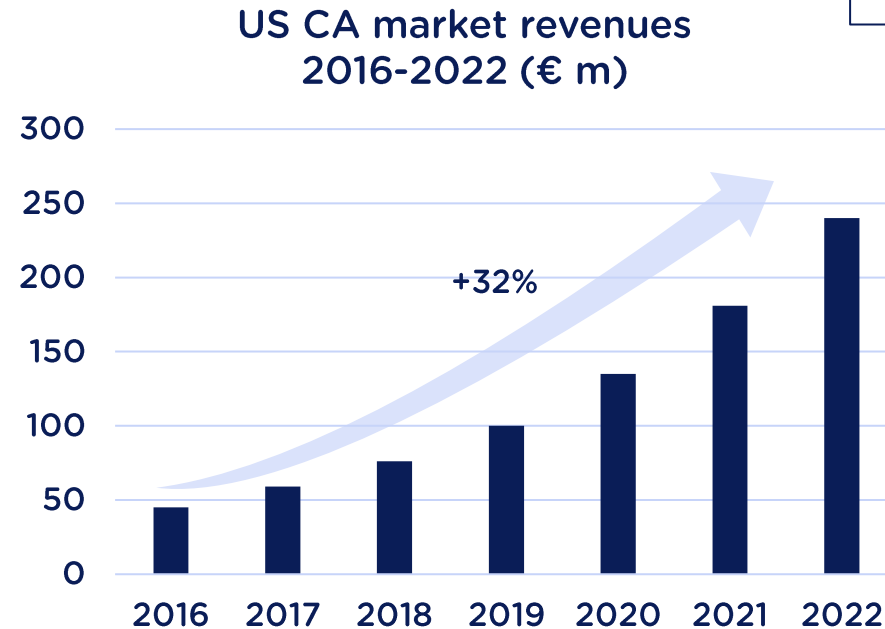
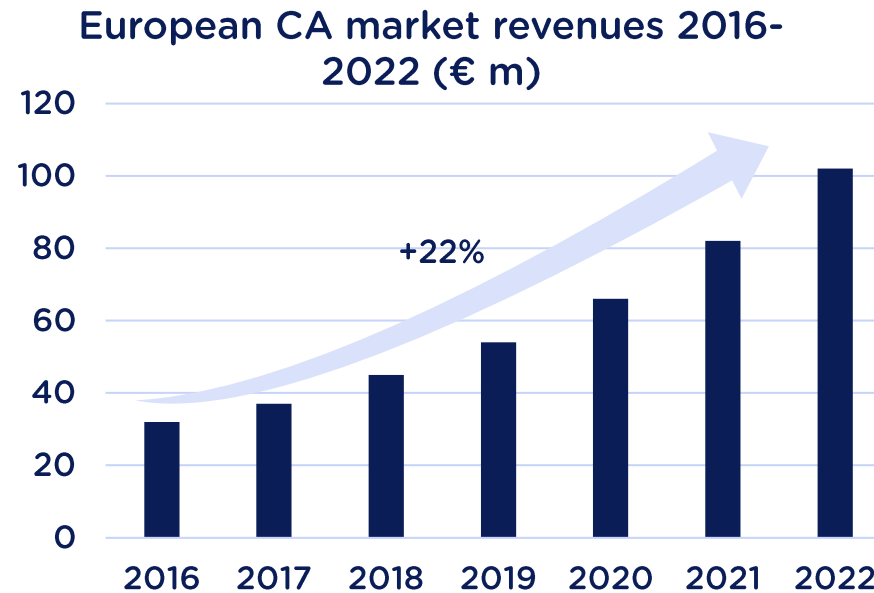
Geef je mening

Booming Market of Chatbots And Conversational AI

- Industry analysts expect autonomous annual **revenue growth of 22%** (CAGR) of the European Conversational Agents (CA) market
- More opportunities lie ahead

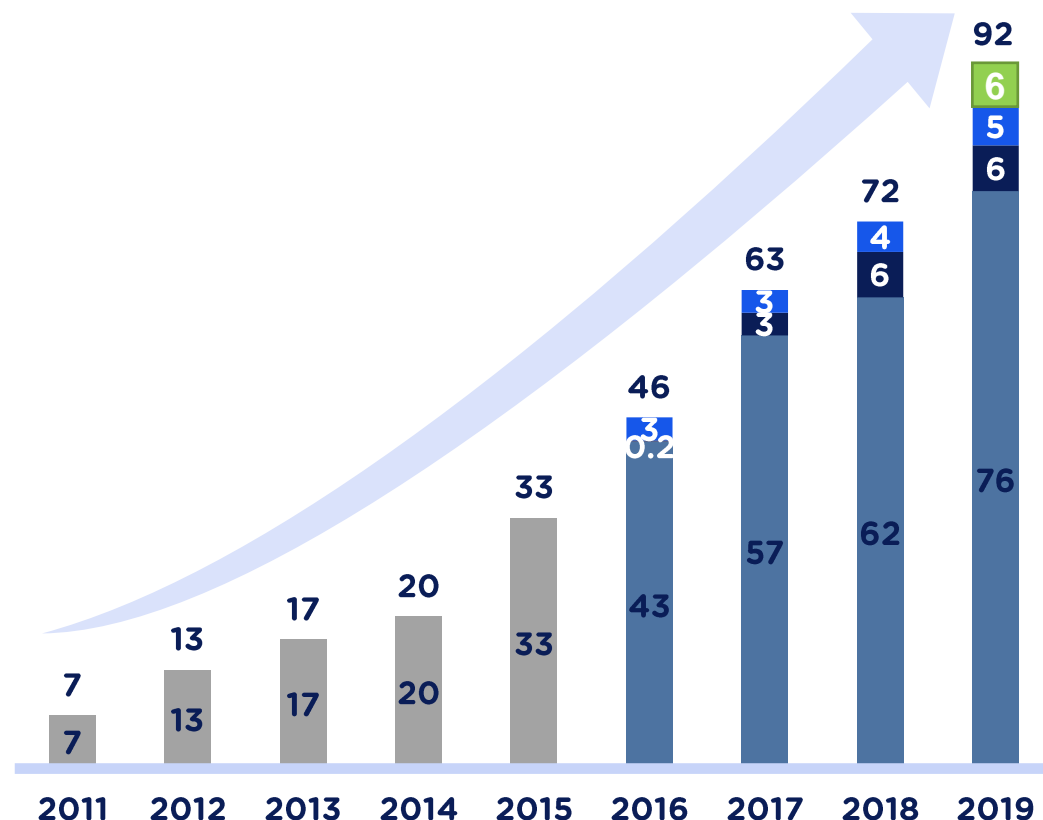
"With only 4% of enterprises having deployed conversational interfaces but 38% planning to or actively experimenting, this market is set for growth"

- Gartner 2018, Market Guide for Conversational Platforms



Growing our scale and profitability

Core Revenue Streams



CX Company

- 2019 revenue € 6.0 million
- High gross margin
- Immediately EBITDA accretive

Revenue growth rate in line with mid-term guidance of 30%

- Conversational AI is a high growth market with a 22% CAGR in Europe
- Increasing demand from CM.com customers and prospects in regions like the Middle East, Africa and the US
- Numerous cross and upsell possibilities

CPaaS + Payments + Platform

CPaaS

Payments

Platform including

CX Company

Financing The Acquisition

- Total consideration: € 15.5 million
- Payment:
 - Cash: € 11.5 million
 - Shares: € 4.0 million
- Issuance price based on the share price of CM.com 22 trading days preceding the closing
- Number of shares to be issued approximately 1% of total shares outstanding
- Additional (non-cash) earn-out for the two active founders that remain with CM.com based on specific growth targets being met
 - Earn-out is payable in shares CM.com in two tranches over two years
- Closing is expected in Q2 2020, transaction subject to confirmatory due diligence

Highlights Of The Acquisition

- Next step in becoming a **world leading one-stop-shop** for Conversational Commerce
- CM.com and CX Company **turn successful cooperation** in one company and meet the wishes of large enterprise customers, who prefer an integrated solution
- The CX Company's capabilities in **conversational AI** complement CM.com's current Conversational Commerce portfolio
- Opportunity to **accelerate our global expansion strategy**, due to **increasing demand** for such features from customers and prospects in regions like the Middle East, Africa and the US
- SaaS-based revenue model fits CM.com's objective of increasing recurring revenue streams and improving overall **gross margin**



Q&A

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.