



PRESS RELEASE

CM.com's first official General Meeting as a listed company on 30 April 2020

Jörg de Graaf, Chief Financial Officer, nominated as Management board member

BREDA, 19 MARCH 2020

CM.com, a global Conversational Commerce platform, publishes the convocation and agenda for the annual General Meeting of Shareholders on the 2019 financial year¹ including the proposed appointment of the new CFO, Jörg de Graaf as Management Board member. Jörg de Graaf is the former CFO of iBasis Inc., a position he held for more than five years until 2019. iBasis (United States) is a leading provider of global connectivity for voice, data and IoT connecting over 1,500 telecom providers worldwide, and recently sold to Tofane Global, a group with USD 1+ billion in revenues. Jörg brings many years of financial leadership experience in an environment with higher revenues and a proven ability to operate successfully in the US and international markets.

The General Meeting will be held at the premises of CM.com on Konijnenberg 24 in Breda, the Netherlands at 1.00 pm CET on Thursday 30 April 2020. Shareholders entitled to vote may register themselves until 5.00 pm CET on Thursday 23 April 2020.

The agenda of the General Meeting of Shareholders of 30 April 2020 includes a.o. the proposal to adopt the 2019 financial statements, discharge of the Company's former directors, and to adopt a new remuneration policy for the members of the Management Board.

The Supervisory Board of CM.com has made a binding nomination for the appointment of Jörg de Graaf as Management Board member. It is proposed to appoint Jörg de Graaf as Management Board member for a four-year period, starting on 1 May 2020 up-to-and-including the AGM in 2024.

Jörg de Graaf (Dutch; 1976) started his professional career in 2004 at KPN where he held various financial and management positions of increasing seniority. During his career he was a.o. Finance Director and Managing Director (a.i.) at KPN Wholesale Mobile and Vice-President Corporate Control and Chief Financial Officer (a.i.) at Getronics. In 2013 he became Chief Financial Officer of iBasis in the United States, a position he held until the beginning of 2019. Subsequently he returned to the Netherlands where he held the position of Executive Vice President Group Control at Eneco Groep. Jörg de Graaf holds a Master of Science in International Business, Corporate Finance & Management of Maastricht University and is a graduate of the Advanced Management Program at Harvard Business School in Boston, MA.

Following the appointment of Jörg de Graaf, the Management Board of CM.com will consist of Jeroen van Glabbeek (CEO), Gilbert Gooijers (COO) and Jörg de Graaf (CFO). Jörg de Graaf will succeed Judith Wouters as CFO, who remains with the company as Head of Finance.

In light of the evolving outbreak of Covid-19 (coronavirus) and the recent measures imposed by the Dutch government, we would like to emphasize and encourage the use of the e-voting and proxy voting possibilities for all shareholders as referred to in the notice convening the General Meeting. To ensure that as many shareholders as possible are able to attend the General Meeting, CM.com will provide a live audio-webcast of the General Meeting. We encourage our shareholders to attend this audio-webcast in view of the recent Covid-19 developments.

Any questions related to items on the agenda of the General Meeting can be sent to our Investor Relations Manager Anneke Hoijtink (anneke.hoijtink@cm.com), prior to the General Meeting. In line with

¹ On 21 February 2020, a legal merger was effected between the Company (at that time named: Dutch Star Companies ONE N.V.) as acquiring company, and CM.com B.V. as disappearing company (the "Merger"). The Company's 2019 Annual Report, including the report of the Board and 2019 annual accounts, explicitly relate to the pre-Merger activities, policies and financials of the Company (i.e. Dutch Star Companies ONE N.V.).

the current guidelines of the Dutch government and in order to further mitigate potential health risks, there will be no social event preceding or following the General Meeting. The number of Supervisory Board members and Management Board members attending the meeting will be limited.

For any further information with regard to the General Meeting including the full agenda and notes, proxy voting possibilities, attendance of the General Meeting through the audio-webcast and further updates following the Covid-19 developments we kindly ask you to visit our website (<https://www.cm.com/investor-relations/corporate-governance/>).

For more information, please contact Investor Relations

Anneke Hoijtink

anneke.hoijtink@cm.com

+31 643280788

On 19 March 2020 (after trading) CM.com will publish the 2019 annual review of CM.com B.V. that includes the 2019 financial statements of CM.com B.V. This review will be made available on our Investor Relations section on the website.

2020 Financial calendar

19 March	2019 annual review
14 April	Q12020 Trading update
26 August	H12020 report
15 October	Q32020 Trading update

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 approximately 300 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.