



PRESS RELEASE

CM.com Acquires International Ticketing Company Global Ticket

Acquisition in line with strategy and triples volume of high-margin e-ticketing solutions

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CM.com, the worldwide Conversational Commerce platform, is acquiring international ticketing company Global Ticket.

Global Ticket is market leader in the field of e-ticket solutions in the Benelux and sold more than five million tickets in 2019 with a total ticket value of approximately € 60 million and a revenue of € 1.2 million. This acquisition triples the total number of tickets CM.com processed in 2019 and at the same time gives the company a solid market position in ticket sales for museums, attractions, and zoos in the Netherlands, Belgium, Spain and South Africa.

Global Ticket's customers include the Van Gogh Museum, Heineken Experience, Toverland and GaiaZOO, but also resellers such as GetYourGuide and Tiqets, which use the platform to sell tickets. In total, some 200 customers and around 400 resellers use the Global Ticket platform.

In addition to ticket sales, CM.com will also process part of the payments for Global Ticket's clients. Meaning CM's Platform and Payments businesses will both benefit from the acquisition, and the shift in the product mix to high-margin solutions will be continued, in line with the Conversational Commerce proposition. This means that Global Ticket will also make a positive contribution to the development of CM.com's gross margin.

Following the acquisition of Ticket Flow in 2015 and EventsIT in 2018, CM.com was primarily active in the field of ticket sales for festivals and sports events, such as the Solar Weekend Festival and the Dutch Grand Prix. The acquisition of Global Ticket, whose customers are primarily museums and other cultural institutions, means CM.com can now provide services to all segments of the ticket market.

Jeroen van Glabbeek, CEO CM.com: *"The acquisition of Global Ticket means we can offer our Conversational Commerce solution to an even broader market and it also means a significant increase in the number of tickets we process. As of today, Global Ticket customers can turn to one player for the total customer journey, from ticket sales and payments to communications with their visitors. This makes it easier for our customers and more fun for visitors, which will in turn result in more return visits."*

Robin Blekemolen, CEO Global Ticket: *"We share CM.com's international growth ambition. This acquisition enables Global Ticket to accelerate our development and growth together with our current and future customers. As there are less and less subsidies available for cultural institutions, it becomes more important for museums to be cultural entrepreneurs. This implies that we see opportunities for our customers to create visitor interaction through Conversational Commerce and to increase visitor numbers. By way of this acquisition we can help cultural institutions worldwide to take up this challenge."*

The 15 Global Ticket employees will continue to work for CM.com at the Amsterdam office. The current Global Ticket shareholders will also remain with the company, as CM.com moves forward with the global roll-out of its ticketing solutions.

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Forward Looking Statements

Statements included in this press release 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.

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 16 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.