



CM.com

PRESS RELEASE

CM.com appoints Mark Appel as Chief Marketing Officer

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CM.com, a global Conversational Commerce platform, announces the appointment of Mark Appel as Chief Marketing Officer (CMO). His appointment, in this newly created role, is an important milestone in our move towards a more market-driven organization, which will further drive CM.com's global expansion strategy.

Mark (Dutch: 1970) has over thirty years of tech marketing experience working for growth companies such as Apple, 3Com, Twinfield and most recently Exact Software. During his eight year tenure as Global Marketing Director at Exact he managed the transition to SaaS and substantially contributed to the company's tenfold business growth. As an authority within the B2B marketing arena and a frontrunner in digital marketing and sales Mark developed a state-of-the-art demand generation engine, which generated 80-90% of the Exact's sales pipeline. He will start his new position on 1 May 2020.

Jeroen van Glabbeek, CEO CM.com: *"Mark will be a great addition to our senior management team. His views on accelerating growth by a high-performance marketing revenue engine, based on engaging customer experience throughout the entire customer lifecycle, perfectly matches our way of thinking. His extensive global marketing experience and approach will add great value to the further roll-out of our Conversational Commerce proposition worldwide."*

Mark Appel, future CMO CM.com: *"I am excited to join CM.com at a time where consumers and businesses are increasingly moving towards mobile commerce and conversations. I strongly believe that with the excellent track record of CM.com, my future colleagues and its products and services, we can further expand the brand and business on a global scale. As a marketer myself I fully understand the challenges and needs of my peers, which we can fulfill with the platform that CM.com is offering."*



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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 over 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.