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PRESS RELEASE

Amsterdam, 24 January 2020

Dutch Star Companies ONE confirms 70% of shareholders have already granted a proxy to approve the business combination with CM.com

With reference to the joint press release of CM.com B.V. (together with its subsidiaries, "CM.com"), a global Conversational Commerce platform that provides enterprises full-scale CPaaS (Communication Platform as a Service) services with integrated payment solutions, and Dutch Star Companies ONE N.V. ("DSCO"), a special purpose acquisition company listed on Euronext Amsterdam (symbol: DSC1) of 9 January 2020 that they reached an agreement on forming a business combination, DSCO announces today it has now reached the 70 percent threshold of DSCO shareholders having granted a proxy to vote in favour of the proposed business combination.

Niek Hoek on behalf of the promoters of DSCO: "We are very pleased with the support we already received from our shareholders as it now guarantees their commitment in realizing this Business Combination of CM.com and Dutch Star Companies ONE as a win-win for both companies and its shareholders."

In reaching this threshold the business combination is on track to become effective on 21 February 2020. Completion of the business combination is subject to a number of customary approvals, including approval from the DSCO shareholders at the Extraordinary General Meeting of Shareholders to be held on 20 February 2020 and a Declaration of No Objection ("DNO") by the Dutch Central Bank. The approval of DSCO shareholders is subject to two voting thresholds: a 70% threshold to approve the merger; and a 90% threshold to approve the use of the mandatory bid exemption for each of CM.com's founders to be able to acquire more than 30% of the voting rights in the business combination. DSCO has now secured sufficient proxies from its shareholders to reach the 70% threshold required for approval of the merger.

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RATIONALE FOR BUSINESS COMBINATION

CM.com and DSCO believe that the business combination will provide additional capital to support and accelerate growth of CM.com, especially for the funding of investments in geographical sales and marketing expansion, but also to strengthen research and development and possible selective accretive acquisitions to ensure CM.com stays ahead of the fast-growing demand for Conversational Commerce. Furthermore, a listing on the Euronext Amsterdam stock exchange will significantly enhance CM.com's profile, create a new long-term shareholder base, provide the means to further incentivize key



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employees and attract new talent, and allow for acquisition currency. The transaction offers CM.com immediate additional funds to capture current growth opportunities and can fuel the strategy and growth path in the long-run.

In addition, the business combination will substantially strengthen CM.com's financial position, providing a healthy cash position to fuel further growth and make CM.com virtually debt-free.

ABOUT DUTCH STAR COMPANIES ONE

The name Dutch Star Companies ONE (DSCO) refers to the objective of DSCO to raise capital and to acquire a significant minority stake in a single Dutch high performing 'star company' with principal business operations in Europe, preferably in the Netherlands.

More information about DSCO can be found in the Prospectus dated 9 February 2018 which has been approved by the Dutch Authority for the Financial Markets, the AFM and on the website at www.dutchstarcompanies.com.

ABOUT CM.COM

CM.com is a Conversational Commerce platform that connects enterprises and brands to the mobile phones of billions of consumers globally. The company provides messaging channels, such as RCS, SMS, WhatsApp and Apple Business Chat combined with a Customer Data Platform and other platform features. CM.com is a leading global CPaaS platform with integrated Payments functionality. Almost ten thousand customers use CM.com's products with a view to deliver better marketing, better sales and better service to their consumers.

More information about CM.com can be found on the website at www.cm.com.

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