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PRESS RELEASE

CM.com IPO Offering Period Extended

10 OCTOBER, 2019 ●

Breda, the Netherlands – CM.com B.V. (the “Company”, together with its subsidiaries, “CM.com”), a provider of conversational commerce and payment solutions, announces that it has decided to extend the Offering Period for its proposed initial public offering on Euronext Amsterdam (the “IPO” or the “Offering”) to allow for further investor engagement. The Offering Period for Dutch Retail Investors will be re-opened.

An announcement confirming the offer terms and timing is expected in the coming days.

In a separate development, Chris Figeo, proposed vice-chairperson and member of the Supervisory Board and

chairperson of the Audit Committee, has informed the Company that he will no longer be taking up his Supervisory Board position due to his nomination as CFO of Royal KPN N.V. The Company does not intend to appoint a new, sixth, member on the Supervisory Board at this time. David de Buck, proposed member of the Supervisory Board, will assume the position of vice chairperson and will assume the position of chairperson of the Audit Committee.

Contrary to what is stated in the Prospectus, all profits from stabilization transactions will be remitted by the Stabilization Manager to the Company.

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AVAILABILITY OF THE PROSPECTUS

The Offering is being made by the means of the Prospectus as approved by the AFM. The Prospectus is available electronically through the website of CM.com (www.cm.com/investor-relations). Print copies of these documents can also be obtained free of charge from ABN AMRO, by contacting by email corporate.transacties@nl.abnamro.com.

UNDERWRITERS

ABN AMRO Bank N.V. and Jefferies International Limited are acting as Joint Global Coordinators and, together with Coöperatieve Rabobank U.A. as Joint Bookrunners for the Offering. NIBC Bank N.V. is acting as Co-lead Manager for the Offering, and together with the Joint Global Coordinators and the Joint Bookrunners, as Underwriters of the Offering.

RISK FACTORS

Investing in the Offer Shares involves certain risks. A description of these risks, which includes risks relating to the Company's business and industry and risks relating to the Offering and the Offer Shares, is included in the Prospectus. Any decision to purchase Offer Shares in the Offering should be made solely on the basis of the Prospectus.

EARLIER ANNOUNCEMENTS RELATED TO THE OFFERING

On 16 September 2019, CM.com announced its intention to launch the IPO and listing on Euronext Amsterdam. On 30 September 2019, CM.com announced the publication of the Prospectus and indicative price range of the Offering. The press releases are available on the CM.com website (www.cm.com/investor-relations).

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ABOUT CM.COM:

CM.com is a global mobile services provider that offers its customers a combination of end-to-end private cloud-based communication and payment services, complemented by a portfolio of supplementary platform features, including ticketing, identity, eSignature and customer data platform services.

CM.com has a diverse, highly skilled work force of approximately 267 employees. CM.com operates globally and has 14 regional, local and virtual offices, and clients in approximately 140 countries. It has a diversified top-tier customer base with a strong recurring revenue, and a strong track-record of winning new "Forbes Global 2000" customers such as Tencent, Alibaba.com, McDonald's and Accor Hotels. For the year ended 30 December 2018, CM.com had revenues of EUR 84.6 million and EBITDA of EUR 4.3 million.

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The securities referred to herein have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), and may not be offered, subscribed, sold or transferred, directly or indirectly, in or into the United States except pursuant to exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. There is no intention to register the securities referred to herein in the United States or to make a public offering of the securities in the United States.

In the United Kingdom, this document and any other materials in relation to the securities described herein is only being distributed to, and is only directed at, and any investment or investment activity to which this document relates is available only to, and will be engaged in only with, "qualified investors" (as defined in section 86(7) of the Financial Services and Markets Act 2000) and who are (i) persons having professional experience in matters relating to investments who fall within the definition of "investment professionals" in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "Order"); or (ii) high net worth entities falling within Article 49(2)(a) to (d) of the Order (all such persons together being referred to as "relevant persons"). Persons who are not relevant persons should not take any action on the basis of this document and should not act or rely on it. Any offering to subscribe for the securities referred to in this communication will be made by means of the Prospectus provided by the Company following approval and registration by the Netherlands Authority for the Financial Markets (the "AFM") that contains detailed information about

the Company and management, as well as financial statements. This announcement is not an advertisement and does not constitute a prospectus for the purpose of the Prospectus Regulation. Investors should not acquire any securities referred to in this communication except on the basis of information – including the risk factors – contained in the Prospectus which is made generally available in the Netherlands in connection with the Offering. Copies of the Prospectus may be obtained through the website of the Company. Any approval by the AFM of the Prospectus shall not be considered as an endorsement of the securities that are the subject of the Prospectus.

This announcement may contain forward-looking statements which reflect the Company's current view on future events and financial and operational development. Words such as "intend", "target", "expect", "anticipate", "may", "believe", "plan", "estimate" and other expressions which imply indications or predictions of future development or trends, and which are not based on historical facts, are intended to identify forward-looking statements. Forward-looking statements inherently involve both known and unknown risks and uncertainties as they depend on future events and circumstances. Forward-looking statements do not guarantee future results or development and the actual outcome could differ materially from the forward-looking statements. This announcement contains certain financial measures that are not defined under International Financial Reporting Standards as adopted by the EU ("IFRS"), including certain measures such as "EBITDA", "EBITDA Margin," "Capex," "Capex/Revenue," "Gross Profit" and "Gross Margin" which are referred to as "non-IFRS financial measures". These non-IFRS financial measures supplement the IFRS financial measures and should not be considered an alternative to the Company's reported IFRS financial measures. Non-IFRS financial measures have certain limitations as analytical tools and they should not be considered in isolation or as substitutes for analysis of results reported under IFRS. In addition, the Non-IFRS financial measures, as defined by the Company, may not be comparable to other similarly titled measures used by other companies. Certain figures contained in this press release, including financial information, have been subject to rounding adjustments. Accordingly, in certain instances, the sum or percentage change of the numbers contained in this press release may not conform exactly to the total figure given. The information, opinions and forward-looking statements contained in this announcement speak only as at its date, and are subject to change without notice.

None of ABN AMRO Bank N.V., Jefferies International Limited, Coöperatieve Rabobank U.A. (in cooperation with Kepler

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Capitalized terms used in this press release are defined in the Prospectus.