



CM.com

PRESS RELEASE

CM.com appoints Brian Manusama as Chief Strategy Officer



Brian Manusama, CSO CM.com

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CM.com, a global Conversational Commerce platform, has appointed Brian Manusama as Chief Strategy Officer (CSO) and Member of the Executive Committee as of the start of May 2021. The CSO position has been newly created, which further emphasizes the importance of CM.com's global expansion strategy.

Prior to CM.com, Brian was Senior Director Research and Advisory at Gartner, a global technology research and advisory company. Over eight years, he counselled thousands of business and IT leaders on Conversational AI, SaaS, Customer Engagement and Customer Experience (CX). KMS Lighthouse recently recognized Brian as one of the Top 12 Customer Experience Leaders to look out for in 2021.

Brian Manusama (Dutch: 1969) has over thirty years of experience in the tech industry both as an international manager and as an entrepreneur. He has held various senior tech leadership roles within ABN AMRO Bank, Atos Origin and Gartner.

Brian Manusama, CSO CM.com: *"Businesses across various sectors are now in the midst of an accelerated digital transformation. They are all exploring new virtual ways to engage with consumers through intelligent, personalized and seamless experiences. CM.com is uniquely positioned to help these companies provide flexible, composable and digital end-to-end products and solutions across their entire customer journey. CM.com's SaaS-platform, its very strong customer focus and growth mindset impressed me deeply. I am very excited to join the leadership team to further drive CM.com's international growth ambitions and share its unique story."*

Jeroen van Glabbeek, CEO CM.com: *"We are excited to have Brian join us and strengthen our leadership team in this newly created role. He is a recognized tech industry leader and brings along the right capabilities and skills to further drive our fast-growth and global expansion strategy. He knows the worlds of virtual agents, chatbots, customer experience and artificial intelligence by heart. His profound market expertise and innovation mindset will help us to serve and expand our business both organically and through new acquisitions."*

Contact Investor Relations

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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 approximately 600 employees in 20 countries.

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.

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.