



CM.com

PRESS RELEASE

CM.com Acquires Dutch Fintech Company PayPlaza

BREDA, 2 MARCH 2021

CM.com, a global leader in cloud software for conversational commerce, reached agreement to acquire PayPlaza, an innovative Point of Sale (POS) Payment Acceptance Platform. The acquisition forms a next step for CM.com to offer omnichannel communications and payments solutions from one single platform. The transaction comprises a consideration of € 10 million (excluding a capped earn-out). Upon closing, the acquisition will be immediately accretive to EBITDA.

Founded in 2010, PayPlaza is a fast-growing company which employs approximately 50 people across offices in the Netherlands, Germany and Spain, and has around 20,000 payment terminals connected to its platform. The company runs a high margin and profitable business with currently € 4 million in annual recurring revenues, which are primarily license-fee based. PayPlaza connects partners to its POS Gateway, POS and mobile-POS terminal devices and serves large retailers such as Zeeman, and Dutch government departments such as the Ministry of Foreign Affairs.

Jeroen van Glabbeek, CEO of CM.com: *“We see an increased demand for integrated online and mobile payment and physical in-store solutions, like mobile pin terminals. With PayPlaza we strengthen and further enrich the Payments proposition on our Conversational Commerce platform.”*

Edgar Plasa, CEO of PayPlaza: *“We operate a payments processing platform that also includes a physical in-store solution that facilitates purchases, can scan items and serves as a complete mobile cash register. In the Netherlands, we have grown rapidly in recent years. Being part of CM.com enables us to accelerate our expansion across Europe.”*

PayPlaza’s technology is widely deployable and in the combination with CM.com’s Payments solutions gives existing and new customers quick access to additional payment options in an omnichannel environment. The anticipated growth of unattended POS terminals for self-checkout and the increasing demand for mobile payment solutions in the delivery, retail and hospitality market provide for ample growth opportunities.

The founders of PayPlaza will stay on and are fully committed to execute the growth strategy.

Contact Investor Relations

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CM.com is required to publish the information in this release pursuant to the EU market abuse regulation. The information was released for publication on 2 March 2021 at 7:30 AM CET.

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 550 employees and offices in 20 countries worldwide.

The platform of CM.com delivers fully integrated solutions, based on a privately owned cloud and in-house developed software. By doing so, CM.com can guarantee scalability, time-to market and, global redundancy and delivery.