



PRESS RELEASE

CM.com publishes Agenda for the Annual General Meeting and the 2020 Annual Report

BREDA, 19 MARCH 2021

CM.com, a global leader in cloud software for conversational commerce, today publishes the convocation and agenda of the virtual General Meeting of shareholders (General Meeting) as well as the 2020 Annual Report: Time to accelerate. The annual report is CM.com's first as a listed company and the world's first with a bot experience within WhatsApp Business. Click [here](#) to have a look and find out how it works.

CM.com will host the General Meeting on 30 April 2021 at 2.00 pm CET, in accordance with the Dutch government's temporary COVID-19 legislation (the "Emergency Act"). This means that shareholders will not be able to attend the General Meeting in person.

Shareholders entitled to vote may register for the General Meeting until 5.00 pm CET on 23 April 2021. Shareholders who have registered for the General Meeting are offered the following options in accordance with the Emergency Act: (i) to follow the General Meeting via a webcast; (ii) to submit questions before the meeting and follow-up questions during the meeting; and (iii) to vote prior to the General Meeting.

The agenda of the General Meeting includes amongst other proposals to adopt the 2020 financial statements, to discharge of the company's directors, and to approve a new remuneration policy for the members of the Management Board and the Supervisory Board.

Further information regarding the registration and virtual attendance of the General Meeting, as well as instructions and deadlines on how to vote and submit questions can be found on our [website](#).

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 550 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.