



**CM.com more than
doubles core revenue
in exceptionally
strong Q2 2021.**

Breda, 29 July 2021



Highlights Q2 2021.

+123%

**CORE REVENUE GROWTH
YOY**

to € 60.0 million

Launch

**INSTAGRAM MESSAGING
FOR BUSINESSES**

Building authentic customer
relationships

+160%

**CORE GROSS PROFIT
GROWTH YOY**

to € 15.3 million

New

**CONVERSATIONAL
VOICE BOT**

26%

CORE GROSS MARGIN

from 22% in Q2 2021

+59

FTE INCREASE

Support and drive
accelerated growth

Highlights H1 2021.



+97%

CORE REVENUE GROWTH YOY
to € 107.6 million



+129%

CORE GROSS PROFIT GROWTH YOY
to € 27.3 million



25%

CORE GROSS MARGIN
from 22% in H1 2020



130%

'NET DOLLAR RETENTION RATE' (NDR)¹



3

HUBS OPENED

Further strengthening global presence

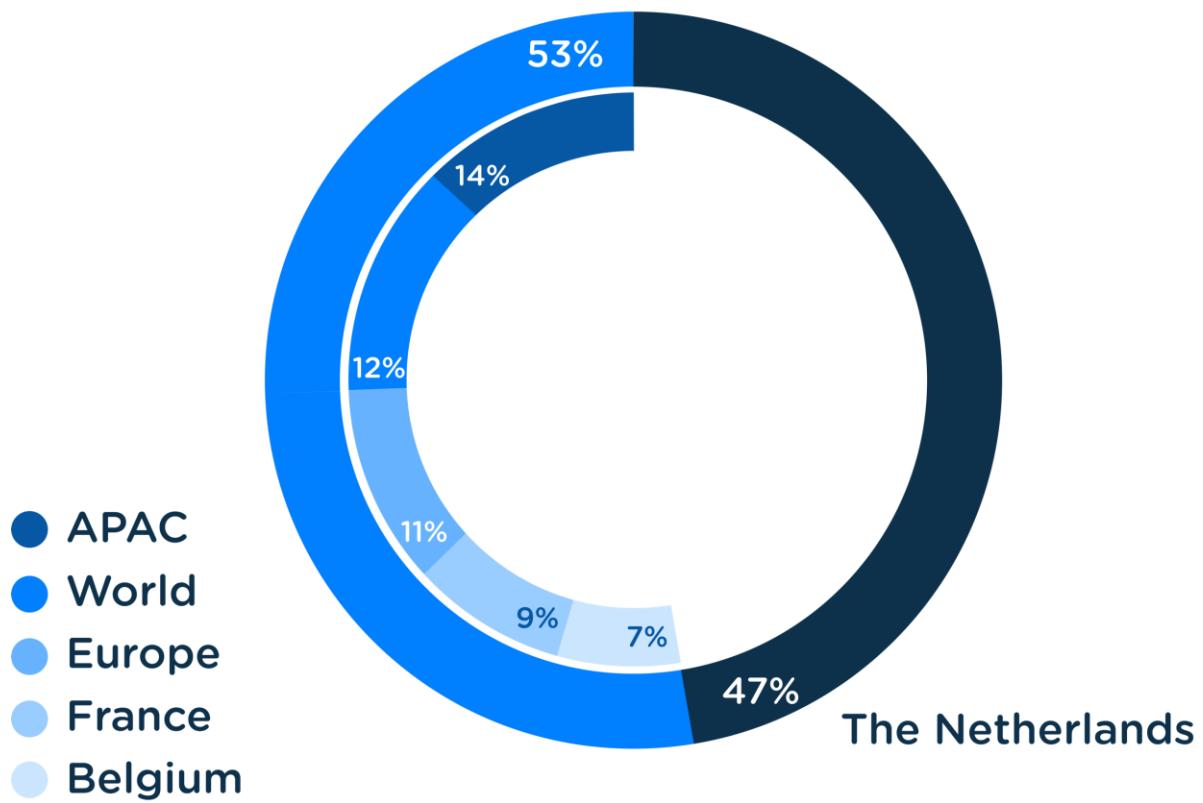


+150

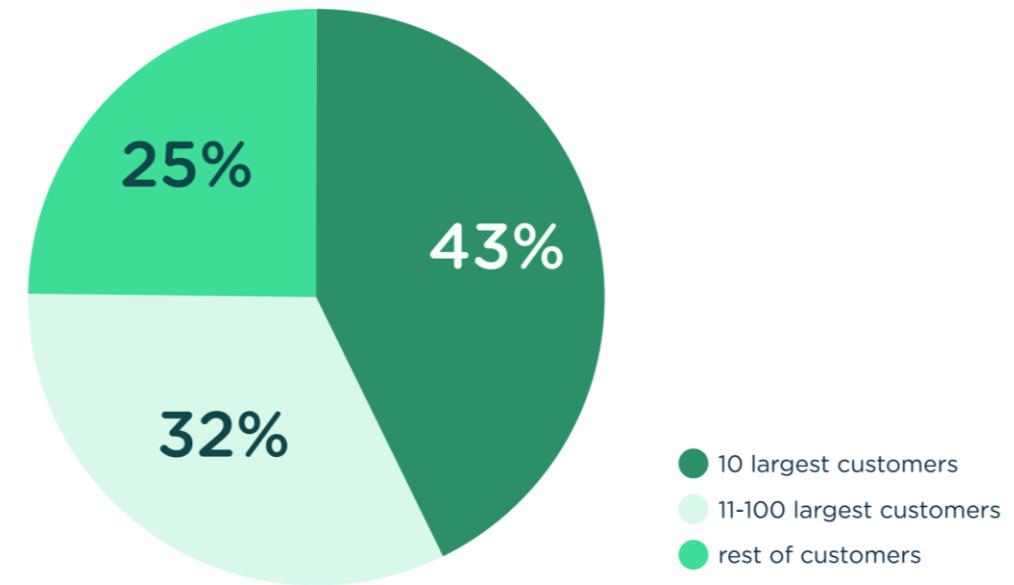
TOTAL FTE GROWTH
650 FTE at 30 June 2021

Diverse Global Customer Base.

More than half of revenue generated internationally

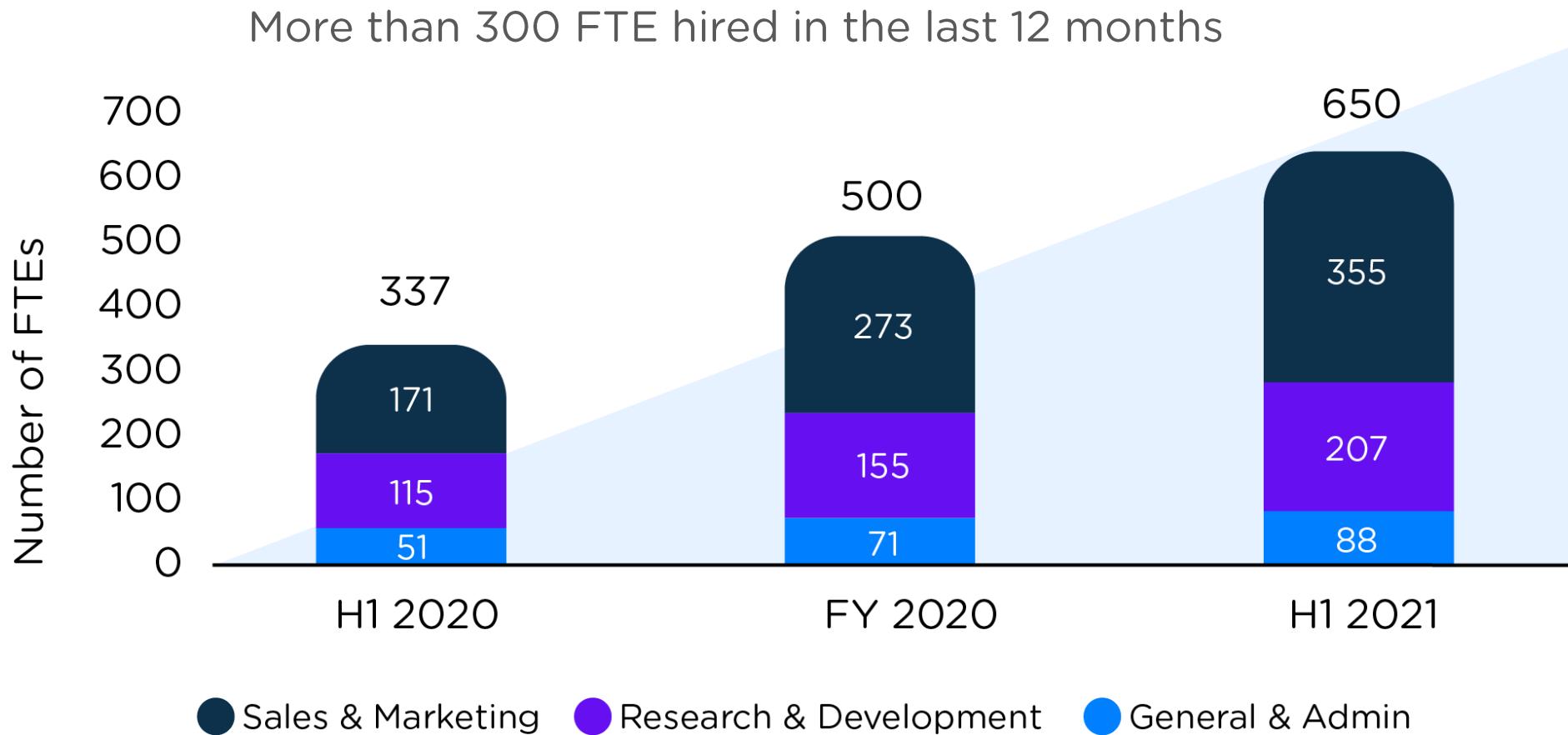


Healthy revenue split among customers

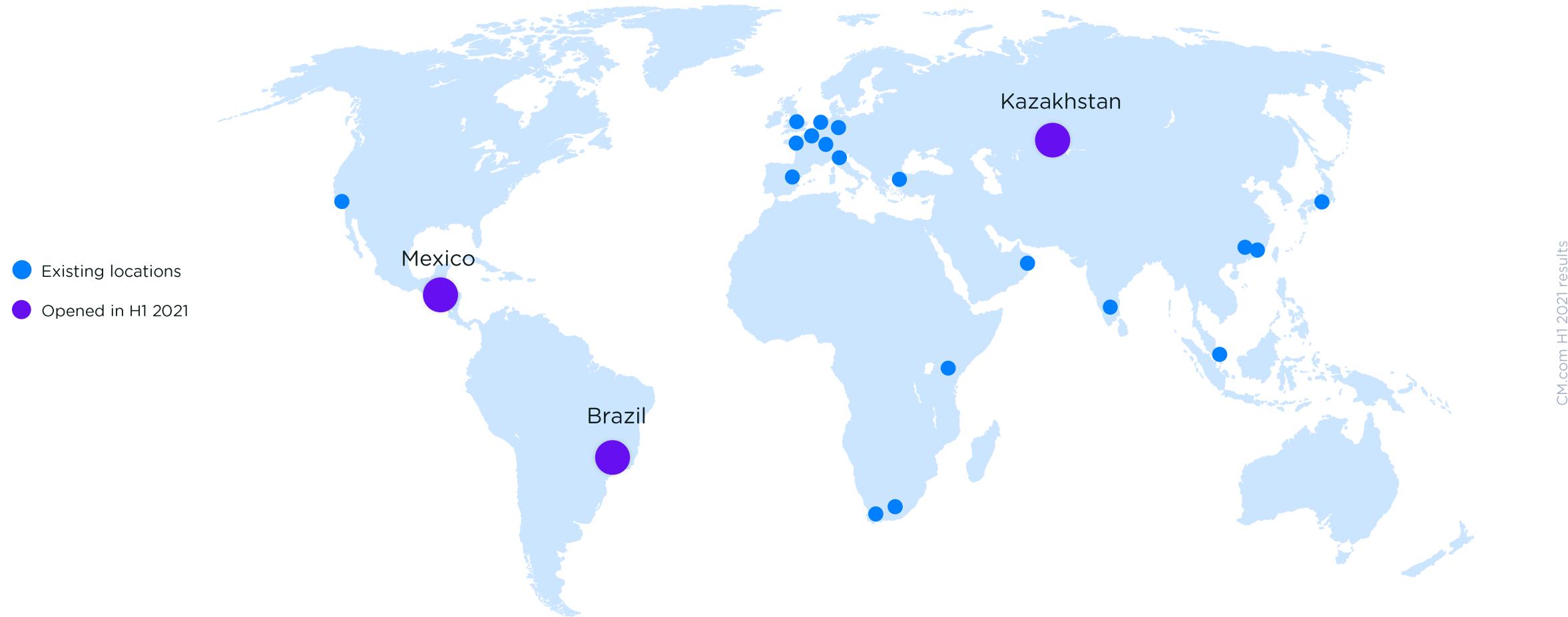


- 15 Customers with > € 1 million revenue
- 4% CPaaS enterprise churn
- 130% CPaaS enterprise NDR

Further Strengthening our Organization, Fueling Our Accelerated Growth Strategy.



Next Steps in Our Global Expansion Roadmap.



Acquisitions: Great Additions to Our Organic Growth Strategy.



- Innovative Point of Sale (POS) Payment Acceptance Platform
- Building an omnichannel communications and payments solutions from one single platform
- Expanding our POS offering



- Ticket sales for festivals, theaters and stadiums
- Strengthening our position in the Dutch event and venue ticketing business



- Promising first-party data collection service
- Complementary to our Mobile Marketing Cloud
- Supporting the conversion rates of the marketing efforts of our customers

H1 2021 Financial Results.

x € million	H1 2021	H1 2020	Δ
Revenue	112.0	57.8	+94%
<i>Core revenue</i>	107.6	54.5	+97%
Cost of Sales	(84.1)	(45.3)	+86%
Gross Profit	27.9	12.5	+124%
<i>Core gross profit</i>	27.3	11.9	+129%
Operating expenses	(27.9)	(12.9)	+117%
<i>Employee benefit expenses</i>	(17.9)	(8.6)	+109%
<i>Other operating Expenses</i>	(10.0)	(4.3)	+133%
IPO/ Listing expenses	-	(1.4)	
EBITDA	0.0	(1.8)	
Change in Working Capital	1.9	(7.2)	
Operating Cash Flow	1.9	(9.0)	
Cash position excl. foundations*	25.6	36.0	

H1 2021 Financial Results.

Growth initiatives boosted revenue

Growth in opex in line with gross profit development

EBITDA breakeven

Operating Cash Flow € 1.9 million positive

Acquisitions: € 10.1 cash out

Strongest Core Revenue Growth in RoW and APAC.

+186%

Rest of World

From € 4.8m in H1 2020 to € 13.7m in H1 2021

+151%

APAC

From € 6.0m in H1 2020 to € 14.9m in H1 2021

+112%

The Netherlands

From € 24.0m in H1 2020 to € 50.9m in H1 2021

+57%

Rest of Europe

From € 7.6 in H1 2020 to € 11.9m in H1 2021

+42%

France

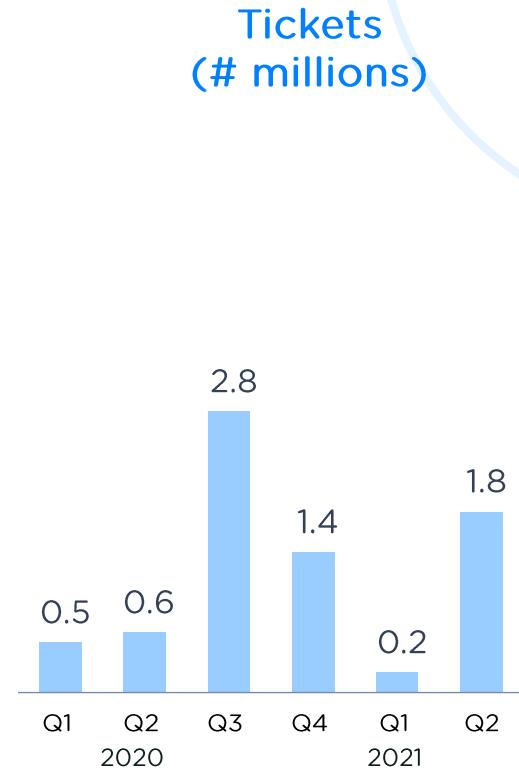
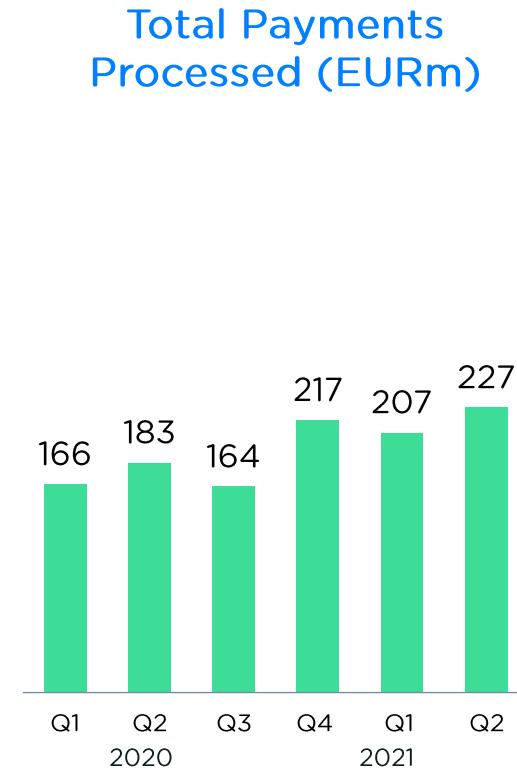
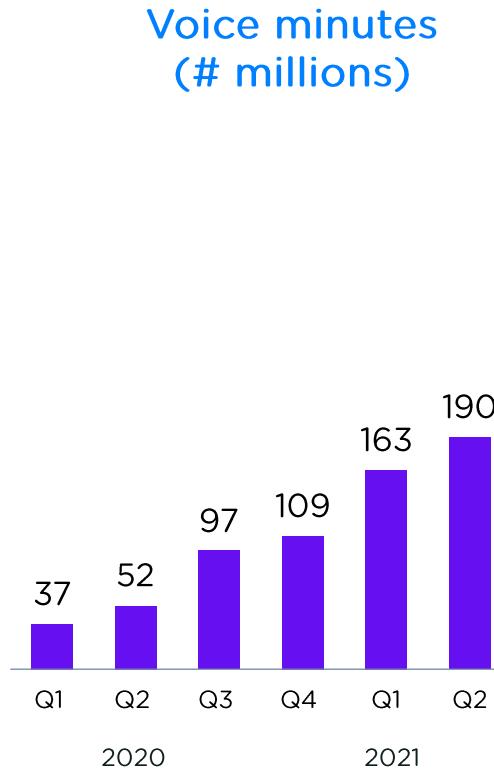
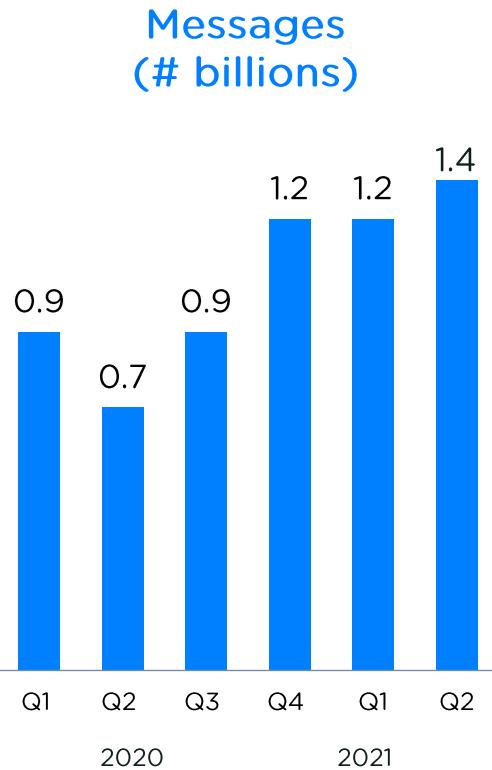
From € 7.1m in H1 2020 to € 10.1m in H1 2021

+22%

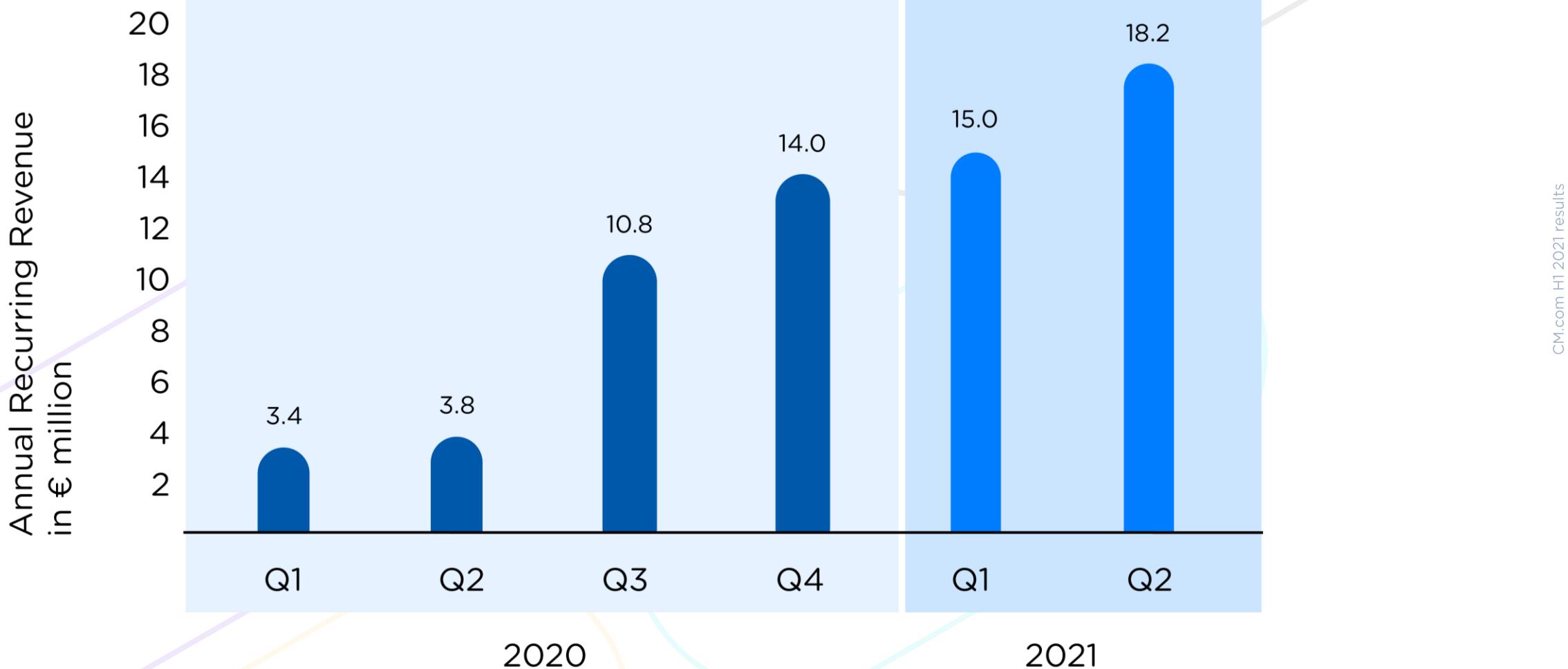
Belgium

From € 5.1m in H1 2020 to € 6.2m in H1 2021

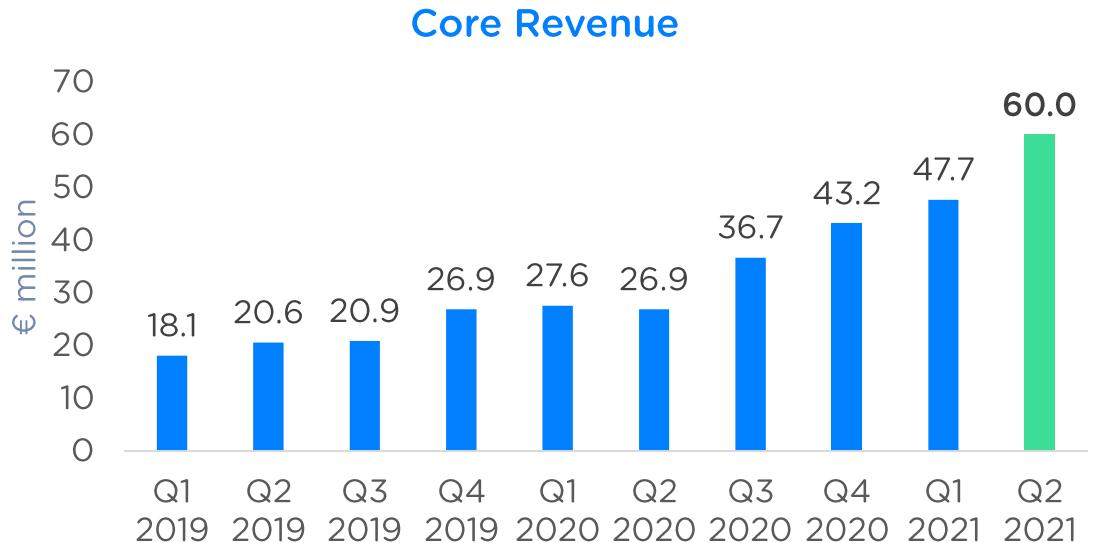
KPIs Drivers Of Revenue Growth.



Introduction of new Key Performance Indicator: Annual Recurring Revenue.



+123% Core
Revenue
Growth in
Q2 2021.



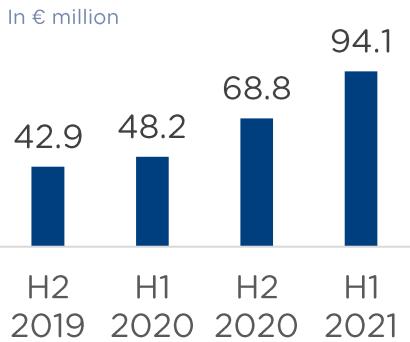


Revenue Development.



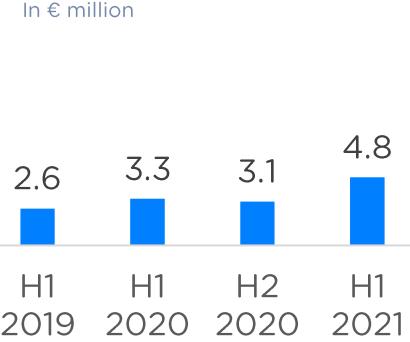
CPaaS

- NDR of 130% in H1 2021
- International revenue increased by 86% to € 53.3 million
- Significant increase of both messages and voice minutes



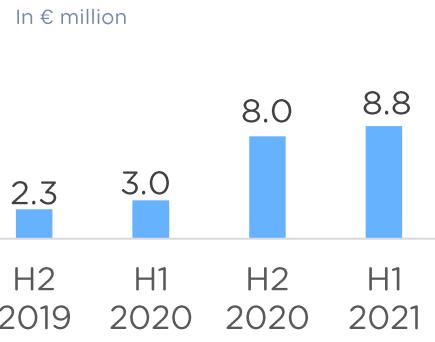
Payments

- 45% revenue growth as a result of:
 - New customer wins
 - PayPlaza acquisition
- Payments processed increased by 25% to € 434 million in H1 2021
- We won a multi-year contract as international PSP of the Dutch government that will start in Nov. 2021



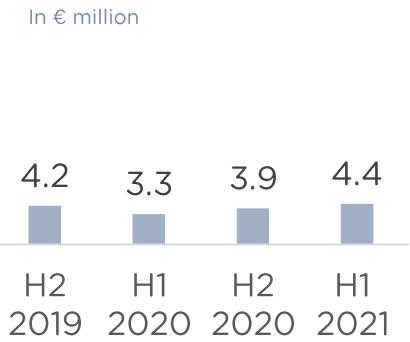
Platform

- Rise of SaaS revenue of 252% to € 8.1 million due to acquisitions and solid demand for our OTT bundles and Cloud solutions globally
- Ticketing revenue hampered by pandemic-related lockdowns and amounted € 0.7 million
- Easing of lockdown regimes expected to result in resurrection of Ticketing business



Other

- Mainly Premium SMS and Carrier Billing



Gross Profit Development.



Gross profit (EURm)

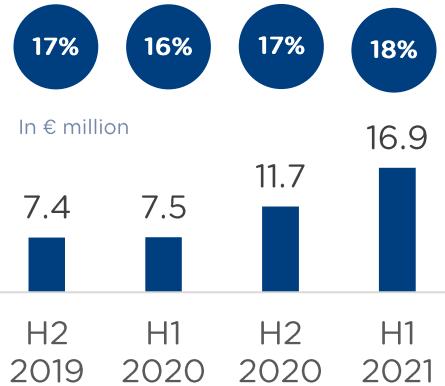


Gross margin
(as % of respective segment revenue)



CPaaS

- Gross profit increased substantially in H1 2021 driven by the strong growth of number of messages and voice minutes, and mix effects
- All regions contributed to gross profit growth



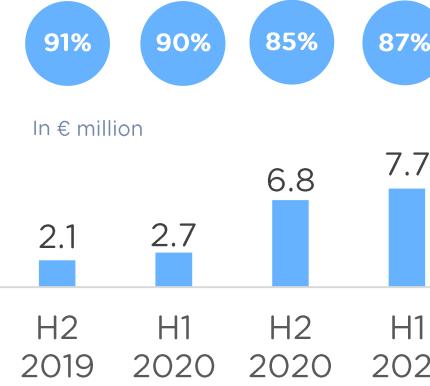
Payments

- Gross profit up by 54%
- Mixed effects of the pandemic on Payments
- PayPlaza generates high margin recurring revenue streams related to the use of the terminals together with the sales of terminals and development hours



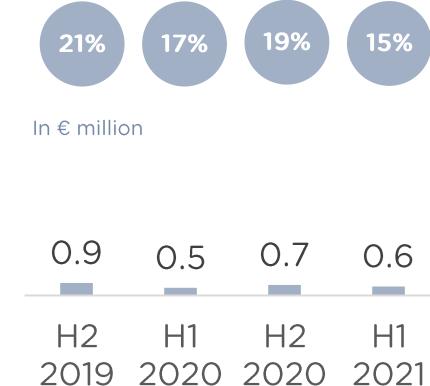
Platform

- Gross profit up 186%:
 - Acquisitions
 - Increased demand for OTT bundles and Cloud subscriptions
- Decline of event ticketing partially compensated by growth of venue ticketing



Other

- Mainly Premium SMS and Carrier Billing



2021 Outlook.

2021 Outlook.

2021 Revenue Outlook Revised Upward

- Old: Total 2021 revenue: € 205 - € 225 million
- NEW
- Total 2021 revenue: € 220 - € 240 million:
 - Annual revenue growth of 55% - 69%
 - Implying a H2 2021 core revenue growth of 30 – 55%
- Exceptional good Q2 2021;
- Some normalization of Voice minutes in H2 2021, while messaging volume of retail and travel industry is expected to return to pre-pandemic levels;
- Reopening of venues;
- Return of events when government measures ease;
- Increased sales efforts through enlarged salesforce; and
- Revenue of recent acquisitions.

Appendix.

Strategic Recap: Sustainable Profitable Growth.



Balanced mix of growth in CPaaS,
Payments and Software as a Service



Sophisticated and integrated
CPaaS, Payments and Software as
a Service



Accelerate global expansion
by creating local presence



Product scale-up from acquisitions

Guidance.

1

Revenue Growth

CM.com is targeting an annual growth rate of over 30% in the medium term, as CM.com increases its sales, marketing and technology efforts with new and existing customers globally with the capital raised in the offering.

2

Capital Expenditures

In the near term, CM.com expects capital expenditure to be in-line with historic levels. In the long term, CM.com aims to maintain a sustainable capital expenditure level of up to 5% of revenue.

3

Gross Margin

CM.com is seeking to increase Gross Margin in the near term as the revenue mix shifts to higher value-add products.

4

EBITDA

CM.com aims to improve EBITDA margin to levels above 20% in the long term as CM.com expects to benefit from a change in business mix and operational leverage. In the near term, CM.com expects EBITDA margin to decrease due to increased investments to accelerate growth.



Thank you.

If you have any questions,
don't hesitate to contact us.

Investor Relations:
Anneke Hoijtink
+31 6 43280788
anneke.hoijtink@cm.com

Forward Looking Statements.

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