



PRESS RELEASE

CM.com's growth accelerates

CM.com

BREDA, 20 MARCH 2020

CM.com, a global Conversational Commerce provider, sees significant volume growth driven by both existing as well as new customers as a result of the intensified use of its Conversational Commerce platform related to the recent outbreak of covid-19.

In particular, messaging such as SMS and WhatsApp Business by our customers active in logistics and home delivery is higher than normal. In addition, financial institutions and governments make more use of CM.com's platform and services.

These developments are partly offset by shrinking marketing budgets, mostly in countries where shops have closed, such as in France. In addition, there has been a decline in the travel and tourism industry, which is e.g. visible through a drop in demand of ticket sales for events and museums. CM.com supports these customers with their communications via SMS campaigns and landing pages, which are swiftly enabled via CM.com's platform. Furthermore, CM.com supports customers with services such as customer enquiries handling via WhatsApp Business and other mobile channels. The latter does not necessarily create substantial revenue streams yet, but provides customers the opportunity to experience more of CM.com's services and added value.

***Jeroen van Glabbeek, CEO:** "While our primary concern these days is and will remain with the safety and health of our employees and their families, we see that due to our size, broad portfolio and global presence our business is quite resilient under these extreme circumstances. Up till now, we have been able to maintain our high growth across the globe, also in Asia. Due to our recent listing and subsequent capital increase our balance sheet is strong with a solid cash position and no bank debt. This puts us in the best possible position to continue our business and support our customers in these challenging times."*

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Today, after trading, CM.com will publish the 2019 annual review of CM.com B.V. which includes the 2019 financial statements of CM.com B.V. This annual review will be available on our Investor Relations section on the website.

2020 Financial calendar

14 April Q12020 Trading update

30 April General Meeting

26 August H12020 Report

15 October Q32020 Trading update

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 over 300 employees and 20 offices globally. 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.