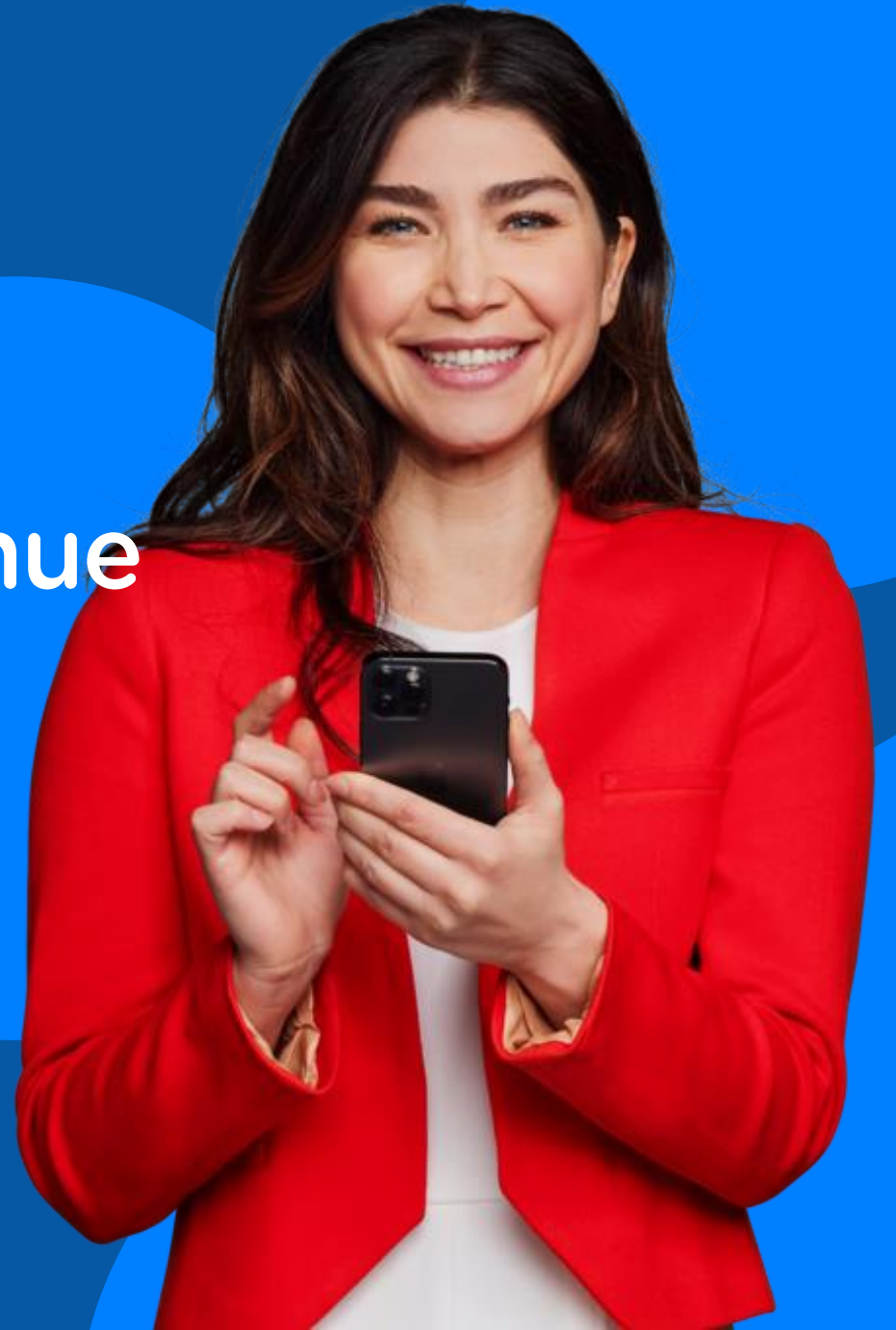




CM.com reports 19% revenue growth in 2022

15th of February 2023





Forward Looking Statements.

Statements included in this presentation 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.



Key facts 2022.



Significant growth realized in 2022



Total Revenue: +19% YoY / Gross Profit: + 15% YoY



Highest revenue and gross profit in existence



Double digit revenue growth despite COVID fade out effect



OPEX growth excl one-off decelerated to +42%



CPaaS NDR: 100%, excluding Voice NDR is 119%



'Established leader' in CPaaS, CCaaS by Juniper



AI technology is now core component of our capabilities



FY 2022

Key highlights.



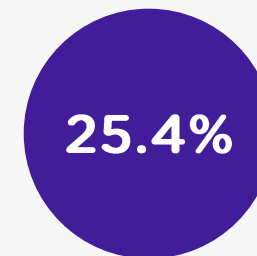
Highlights FY 2022.



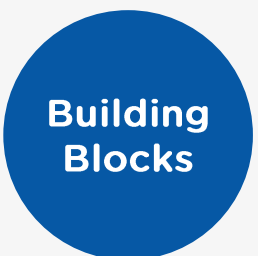
REVENUE GROWTH +19% YoY
Organic revenue up 17%



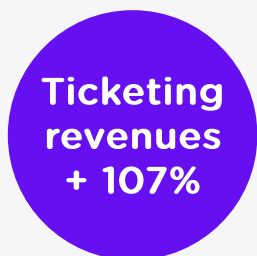
GROSS PROFIT GROWTH +15% YoY



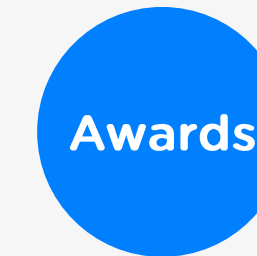
GROSS MARGIN
from 26.4% in FY 2021



Completed acquisition of AI software and services company



Evolved Ticketing platform to the largest platform in the Benelux



Recipient of multiple awards and recognitions from top research firms



Highlights Q4 2022.

€ 78.4
million

REVENUE GROWTH +17% YoY

€ 17.5
million

GROSS PROFIT -4% YoY

22.3%

GROSS MARGIN
from 27.4% in Q4 2021

Voice in
MSC

CCaaS solution expands with
offering Voice in Mobile
Service Cloud

Messages
Ramp up

SMS messages drive overall
messaging volume increases

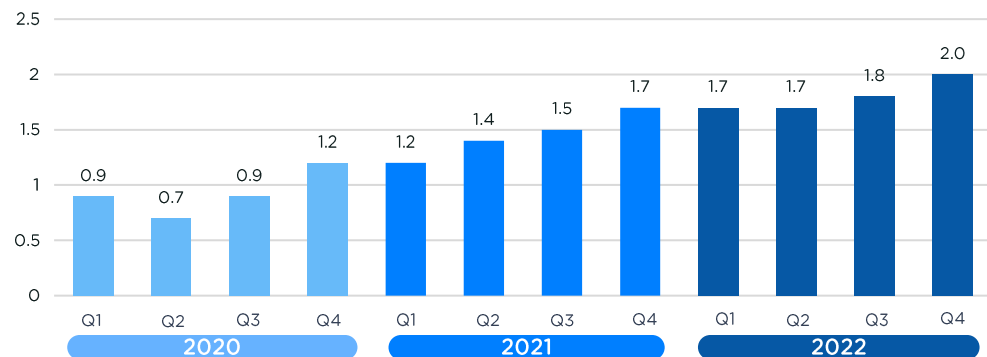
-6

QUARTERLY FTE GROWTH
930 FTE on 31 December 2022

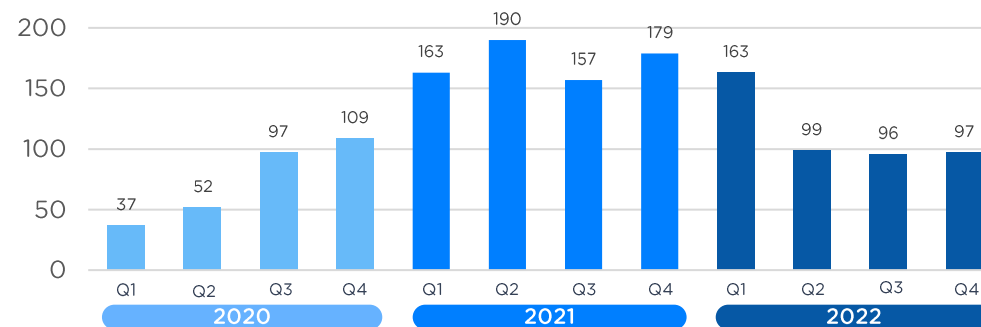


KPI overview shows growth potential and COVID impact.

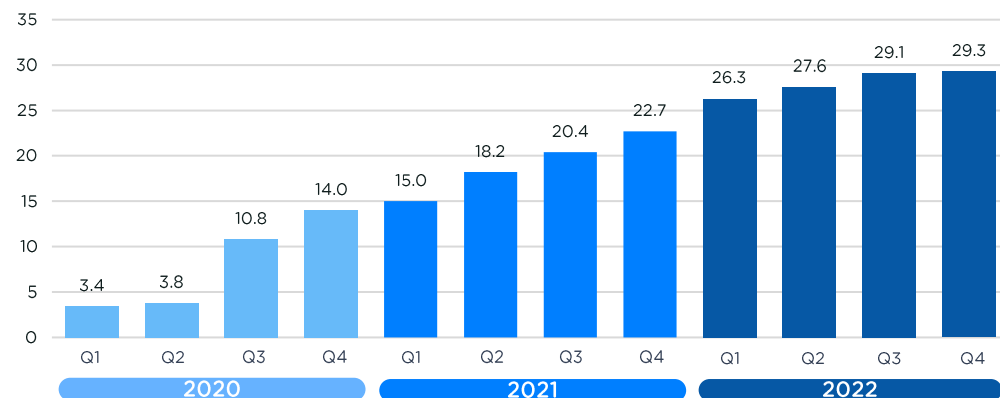
Number of Messages (billion)



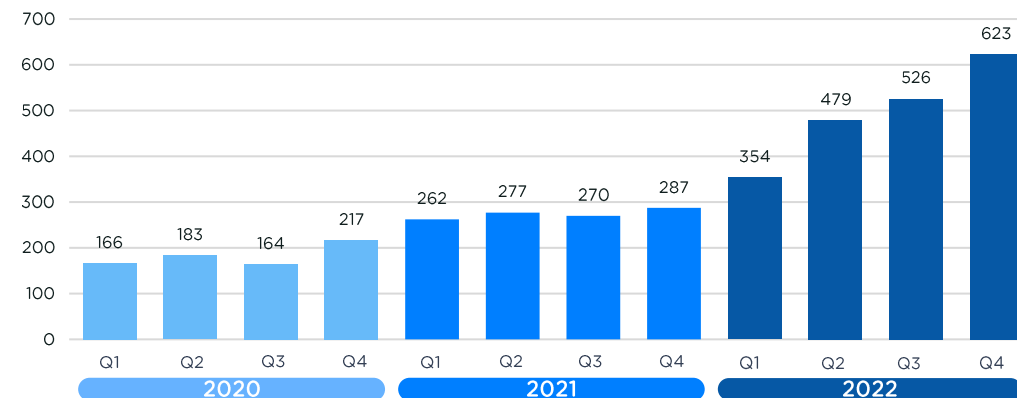
Number of Voice Minutes (# million)



Annual Recurring Revenue (€ million)

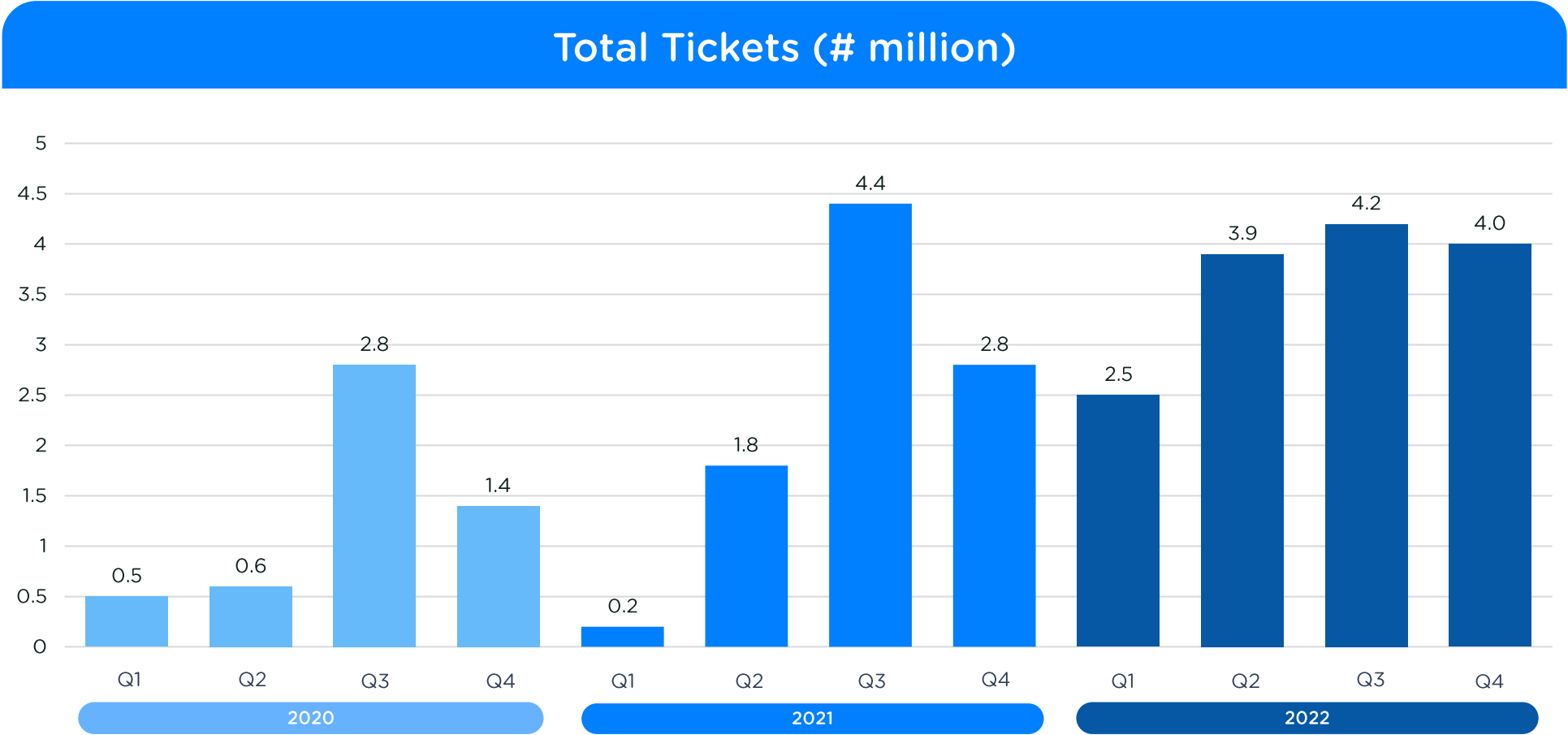


Number of Payments Processed (# million)





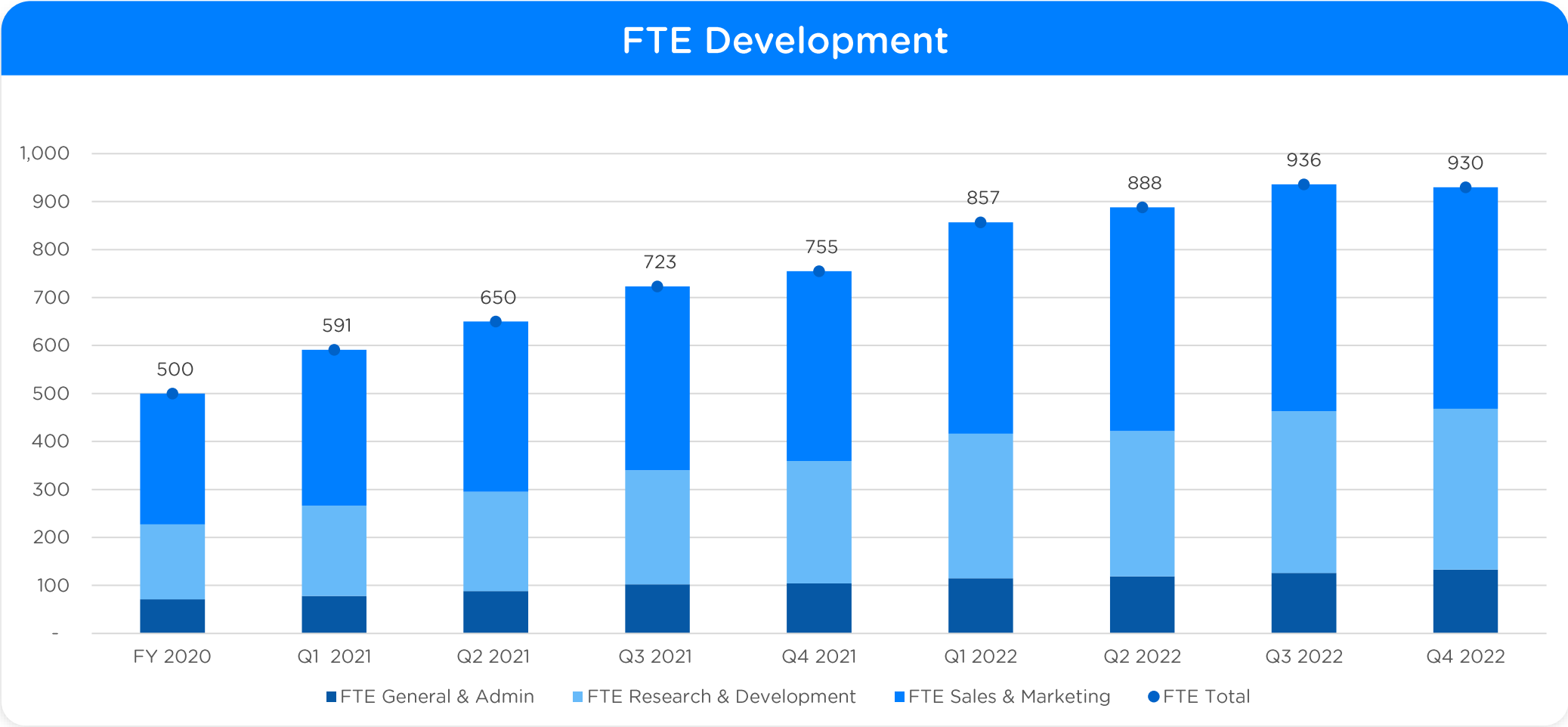
Ticketing strong in 2022 as events post-COVID picked up.



Number of tickets grew 59% YoY in 2022 as COVID-related lockdown restrictions were lifted.

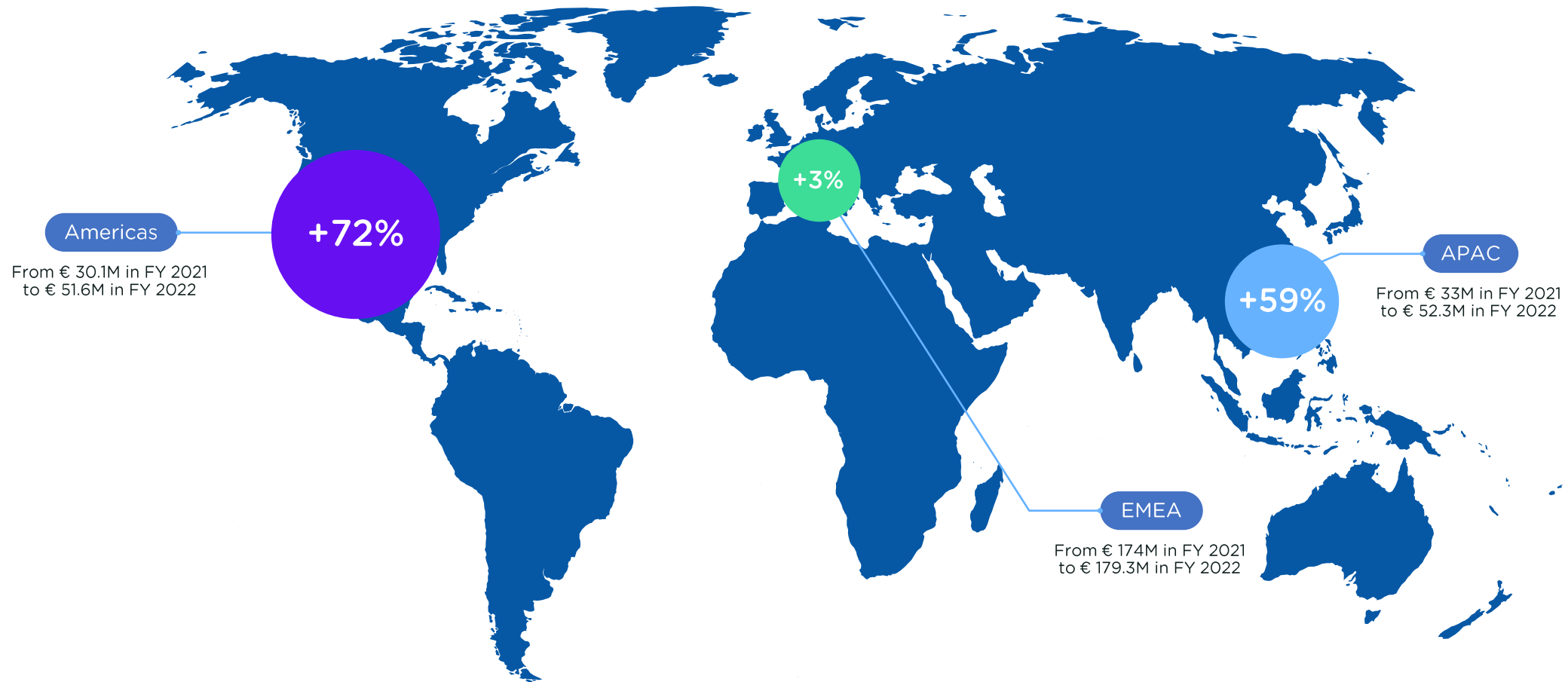


FTE growth aligning with strategy CM.com.





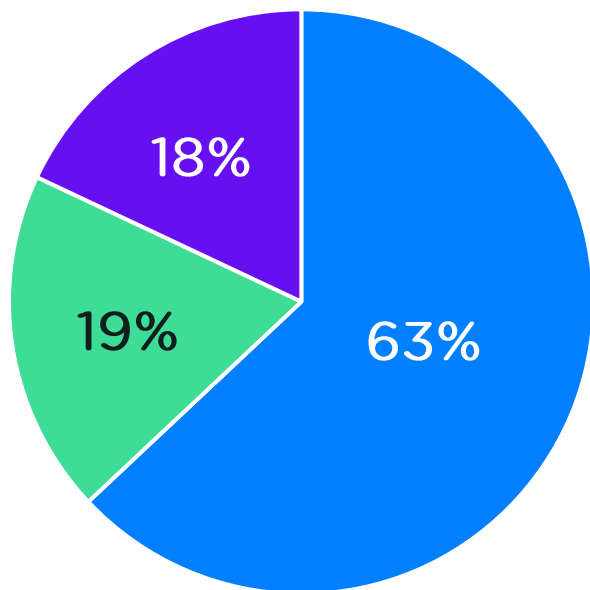
Globally CM.com grew in every region in 2022.





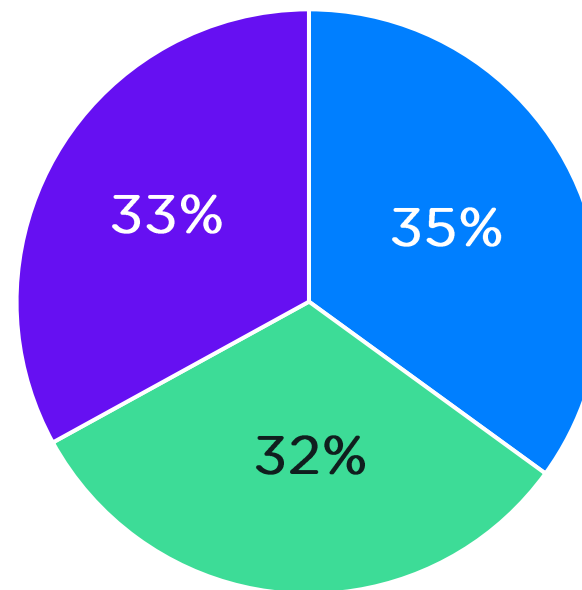
CM.com's global customer base remains diversified.

Strong international revenue streams



■ EMEA ■ APAC ■ Americas

Balanced mix of customers



■ 10 largest customers ■ 11-100 largest customers ■ Rest of customers



Notable 2022 International Awards and Recognitions.





FY 2022 Financial Results.

x € million	FY 2022	FY 2021	Δ
Revenue	283.2	237.0	19%
Cost of Sales	(211.2)	(174.3)	21%
Gross Profit	72.0	62.7	15%
Operating expenses (excl one-off)	(94.3)	(66.3)	42%
Employee benefit expenses	(55.2)	(40.8)	35%
Other operating Expenses	(39.1)	(25.6)	53%
Normalized EBITDA	(22.3)	(3.7)	
One-off	(4.2)	-	
EBITDA	(26.5)	(3.7)	
Change in working capital	11.0	(3.2)	
CAPEX	(26.7)	(19.0)	
Free cash flow	(34.4)	(20.1)	
Cash position	47	100	

Financial Results FY 2022

Robust revenue growth +19%

Gross profit up 15%, laser-focused on growth

OPEX (excl one-off) +42%, growth rate pace decelerating year-over-year

FTE growth focus on optimizing junior talents within CM.com and bolster personal development

Comfortable cash position €47 million

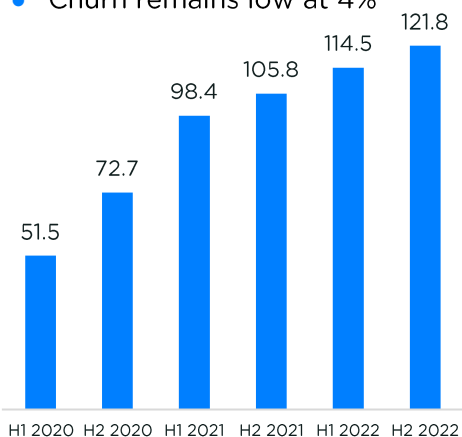


Revenue development FY 2022.



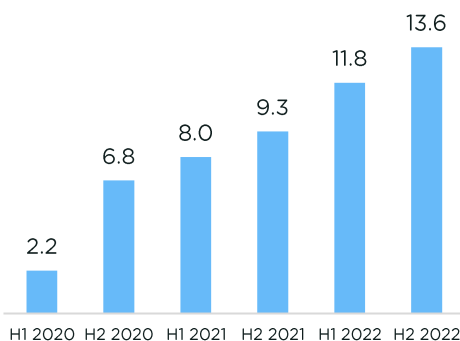
CPaaS

- Revenue +16% to € 236.3 million year end
- Number of messages +24% to 7.2 billion
- NDR 100%, impacted by loss of COVID-19 related revenue clients
- NDR Messaging ex Voice 119%
- Churn remains low at 4%



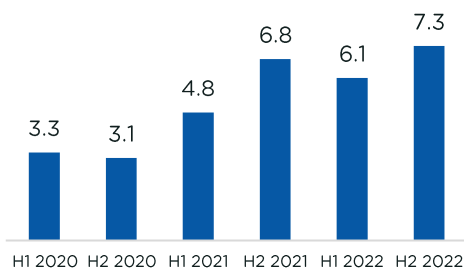
SaaS

- Revenue +47% to € 25.4 million year end
- Growth escalation is attributed to organic growth and integration of Building Blocks during H1 22
- ARR growth of +29% comes in at € 29,3 million year end



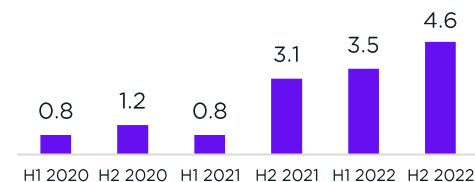
Payments

- Revenue +16% to € 13.4 million year end
- Payments processed +81% to almost € 2 billion year end
- Preparing to migrate all CM.com payment platforms onto one new platform in 2023



Ticketing

- Revenue +107% to € 8.1 million year end
- Performance supported by re-opening of museums, theater, sports, music and leisure events
- Adding various new international customers in 2023



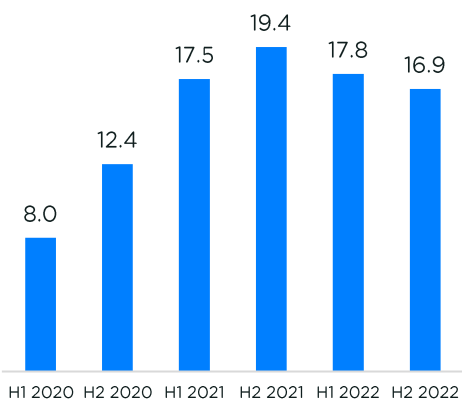


Gross profit development FY 2022.



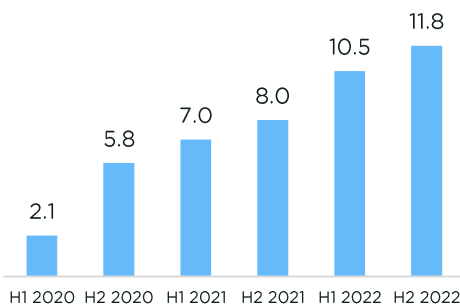
CPaaS

- Gross profit decreased 6% to € 34.7 million year end
- Growth rate tempered due to the loss of large COVID-19 related revenue clients, temporary APAC market shifts, and lower than anticipated retail traffic



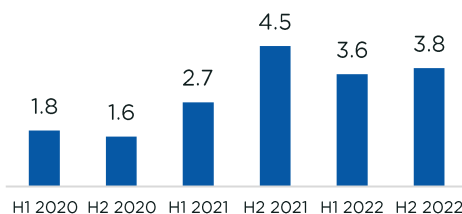
SaaS

- Gross profit +49% to € 22.3 million year end
- The continued growth of SaaS also drives the higher group gross margin



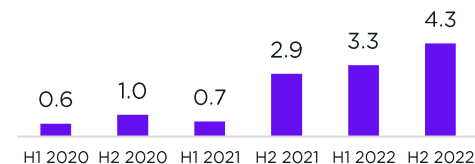
Payments

- Gross profit +3% to € 7.4 million year end
- Payments awaiting roll-out of centralized platform
- Higher volumes attracted with lower margins
- Lower costs and higher margins are anticipated with new platform



Ticketing

- Gross profit +109% to € 7.6 million year end
- Growth attributed to reopening museums, theaters, tickets for sports, music and leisure events
- Notable gross margins expected to continue in 2023



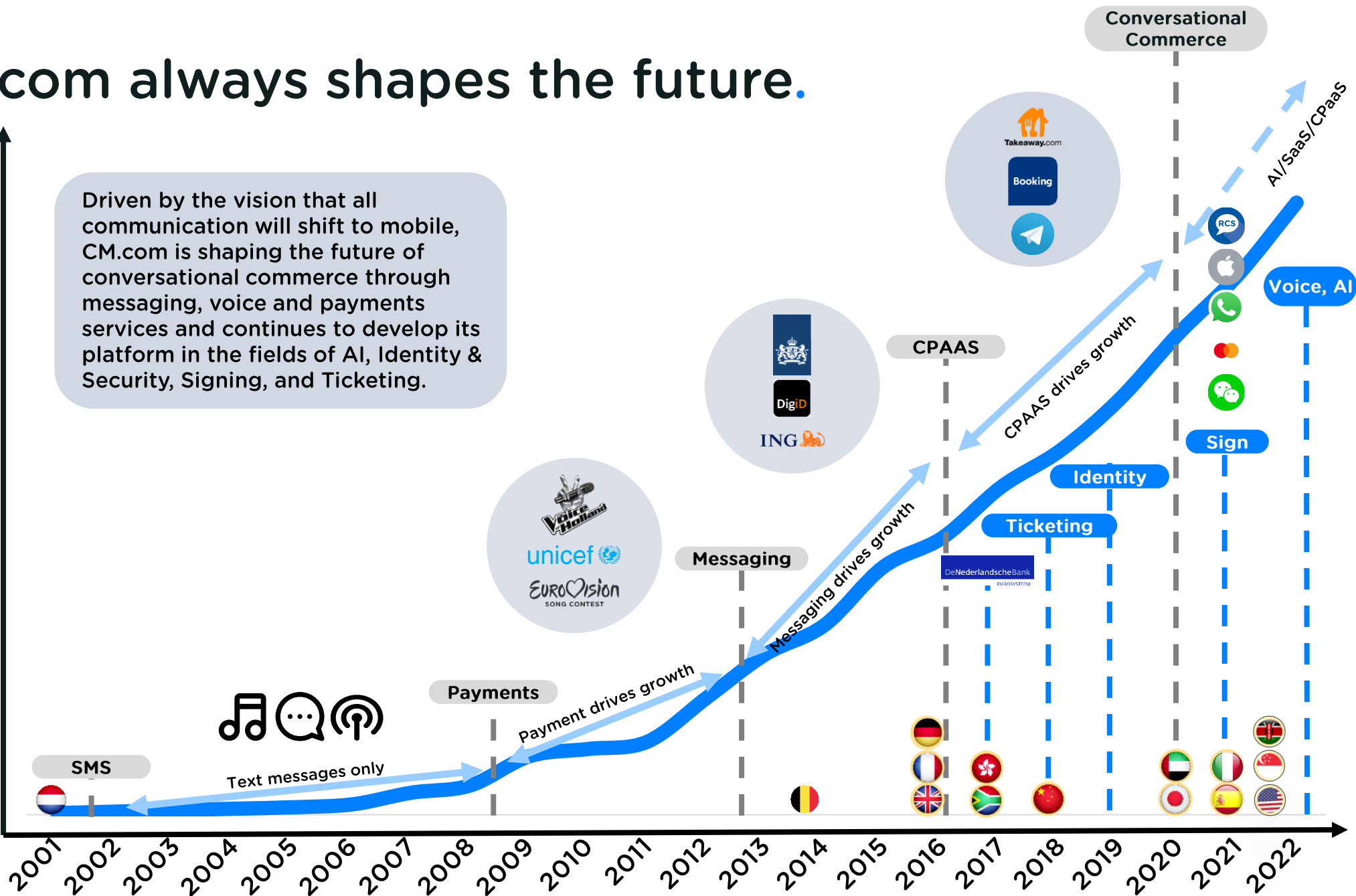


Strategy & Outlook.



CM.com always shapes the future.

Gross revenue (EURm)





CM.com's strategic strongholds.



Mobile first



No code platform



Integrated software solutions, communications and payments



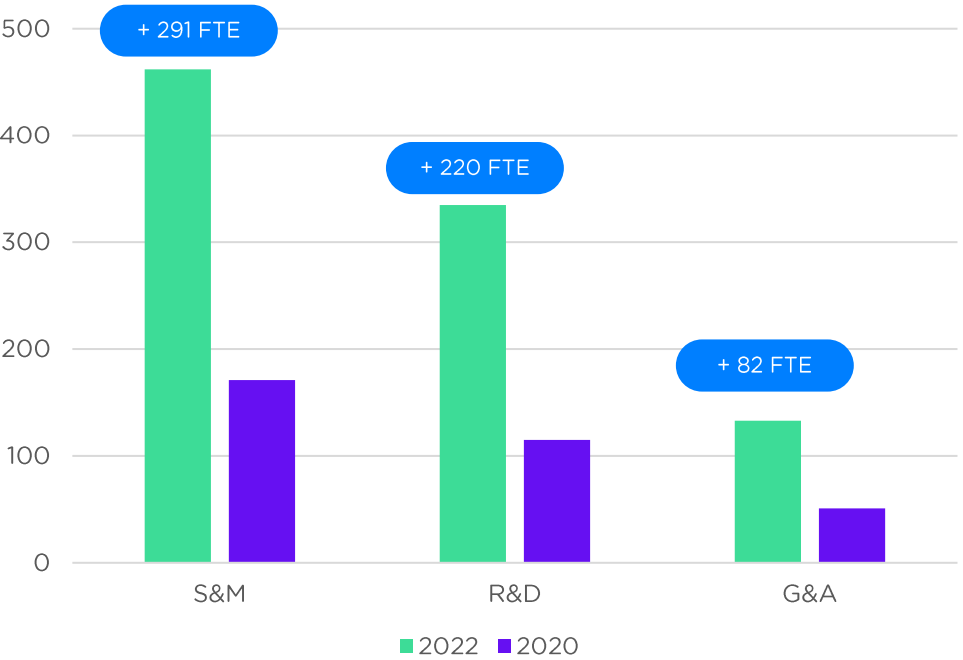
Agile setup to enable growth in one-way and two-way communication



Global company with a local presence

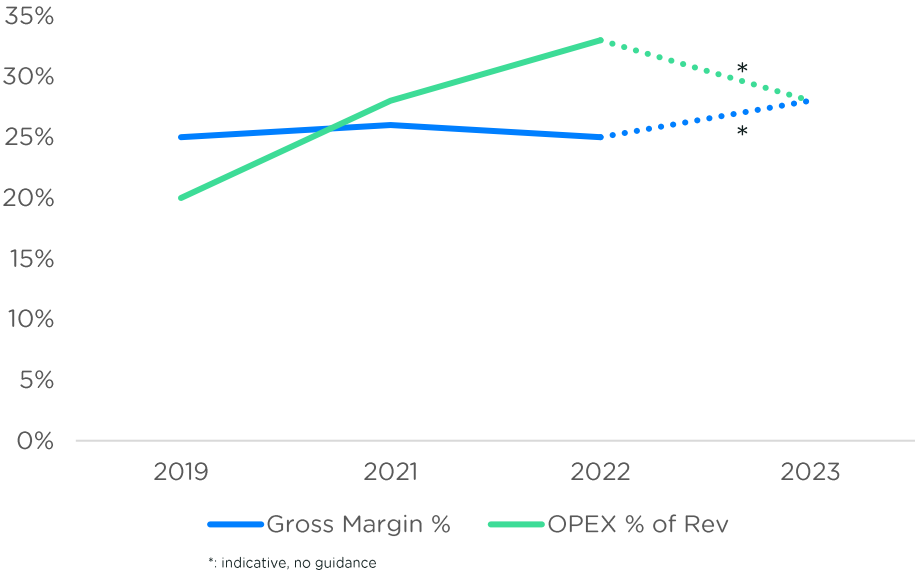
Execution growth strategy is a marathon, not a sprint.

FTE development since listing



New hires take 6 months to reach full potential
now focus is on training and using that potential

Revenues and OPEX growth since listing



With foundation CM.com now completed, OPEX is
expected to have peaked as % of Revenue

Gross Margins are expected to move higher as product
mix shifts more towards SaaS, Payments and Ticketing

Commercial launch of CCaaS in H2 2022 with the addition of Native Telephony in Mobile Service Cloud.

2nd

Ranked 2nd for CCaaS in worldwide Juniper Research leaderboard.



Future Digital Awards Telco Innovation 2022
Platinum Prize for best CCaaS solution

**F**

Included in Forrester Vendor
Landscape report for CCaaS of Q4 2022



We took a chance to go live with CM.com's solution a few weeks before Black Friday, and have not regretted making that change in our most busy period of the year. After tens of thousands of phone calls, WhatsApp conversations and interactions on other channels, we have seen major improvements in our contact center compared to our previous vendor.

Thomas Borsboom, Owner Mobiel.nl



Growth path for sustainable profit is in progress.



Balanced mix of gross profit growth in SaaS, Payments, Ticketing and CPaaS



Within SaaS, entered CCaaS space through integration of Mobile Service Cloud & Voice



Intensifying Talent Management program to optimize development personnel



Product Scale-up from all acquisitions to booster organic growth



Speed up Strategic Partnership Management



World class Customer Success Management and Customer Support

2023 Outlook.

Focus on continued gross profit growth

EBITDA structurally positive towards year end 2023

Continued gross profit growth

OPEX in line with 2022 in absolute terms

Grow margins through improvements product mix

Balance FTEs through talent development



Mid-term ambitions remain.

Gross Margin

CM.com expects a Mid-term Gross Margin increase towards high 20's

High
20's

OPEX to Revenue

CM.com expects a Mid-term OPEX to Revenue decrease to low mid 20's

Low
mid
20's

EBITDA Margin

CM.com expects a Mid-term EBITDA margin increase to mid single digit

Mid
single
digit

Thank you.

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

Investor Relations

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investor.relations@cm.com

