CM.com

CM.com reports robust growth in first half of 2022.

28th of July 2022

Highlights H1 2022.

+21%

REVENUE GROWTH YOY
to € 136 million

Organic revenue up 19%

+26%

GROSS PROFIT GROWTH YOY
to € 35 million

26%

GROSS MARGIN
from 25% in H1 2022

Awarded Platinum

Best CPaaS Solution and Best Conversational Commerce Solution in Future Digital Awards by Juniper Research

Revised Outlook

€ 300 – € 315 million

Focus on Profitability

Positive EBITDA Outlook towards end of 2023 remains unchanged

Highlights Q2 2022.

+5%

REVENUE GROWTH YOY
to € 65.4 million

against exceptionally strong Q2 2021*

+12%

GROSS PROFIT GROWTH YOY
to € 17.4 million

26.6%

GROSS MARGIN GROWTH FROM
25.1% to 26.6%

Gross margin up 1.5 percent points at 26.6%, reflecting mix improvements.

Entered CCaaS

CCaaS space through integration of Mobile Service Cloud and Voice

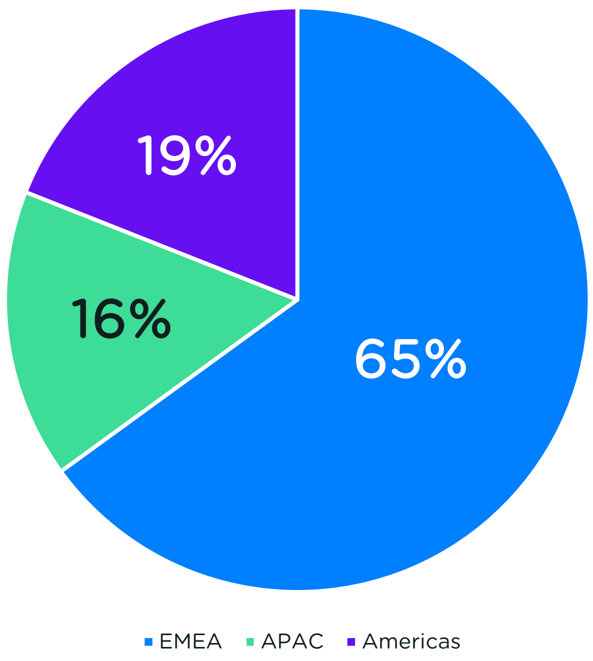
Official Partner

Google Business Chat

*The growth pace tempered because the tailwinds from Covid-19 fell away and we compared with an exceptionally strong Q2 2021 in which COVID-19 was (fully) present.

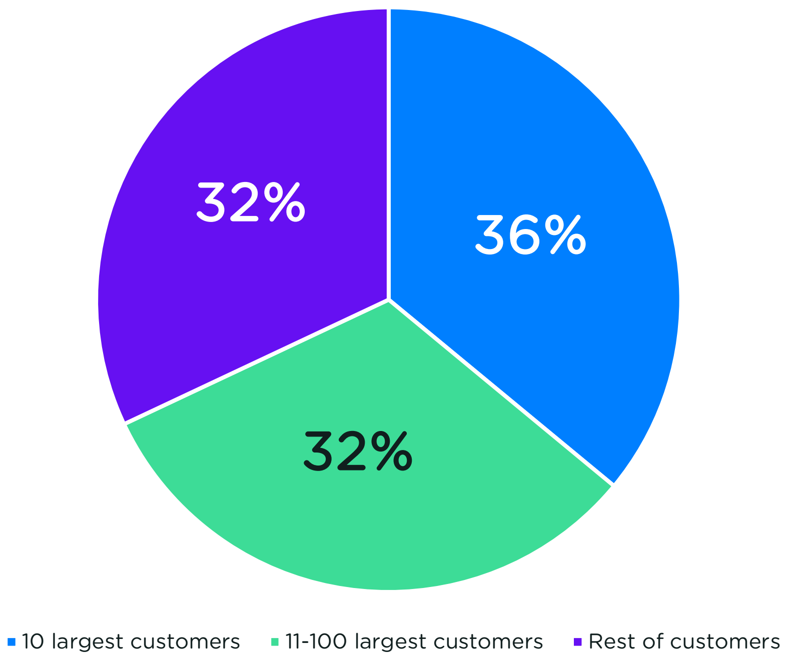
Diversified Global Customer Base.

Strong international revenue streams



33% of the revenue streams comes from the Netherlands.

Balanced mix of customers



16 customers > € 1 M Revenue.

With multiple services across key verticals.

Telco & Utility
Existing
- Ziggo
- kpn
- bics

New logos
- VATTENFALL

Technology & Media
Existing
- Dialog Insight
- BIGO
- Telegram

New logos
- Google
- TikTok
- Alibaba.com
- Tencent 腾讯

Financial Services
Existing
- ABN·AMRO
- SOCIETE GENERALE
- AMERICAN EXPRESS
- ING

New logos
- LeasePlan
- AXA
- BINANCE
- radius

Leisure & Travel
Existing
- ROTTERDAM AHOY
- Booking.com
- FORMULA 1 HEINEKEN DUTCH GRAND PRIX

New logos
- Moco MUSEUM
- BASIC-FIT

Retail & E-commerce
Existing
- Ahold Delhaize
- BMW GROUP
- MINI

New logos
- Coca-Cola
- MISSGUIDED

Government & Education
Existing
- POLITIE
- DigiD
- Ministerie van Justitie en Veiligheid

New logos
- bdr. BUNDESDRUCKEREI

Healthcare
Existing
- Abbott
- UMC Utrecht

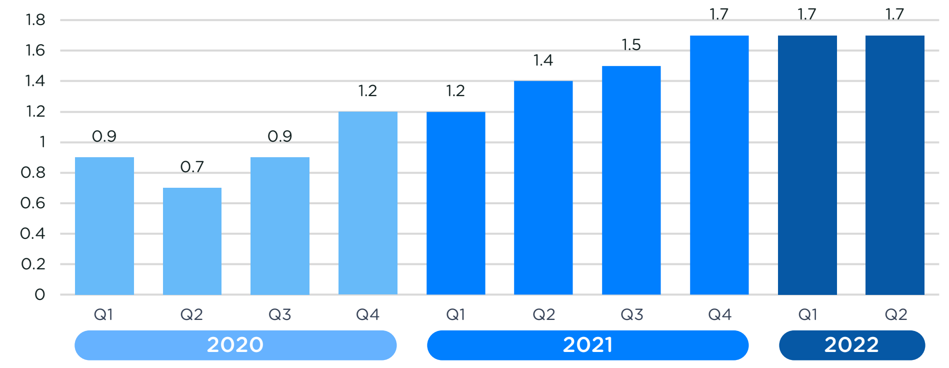
New logos
- بيورهيلث purehealth

Logistics & Transport
Existing
- easyPark
- anwb
- chronopost
- postnl

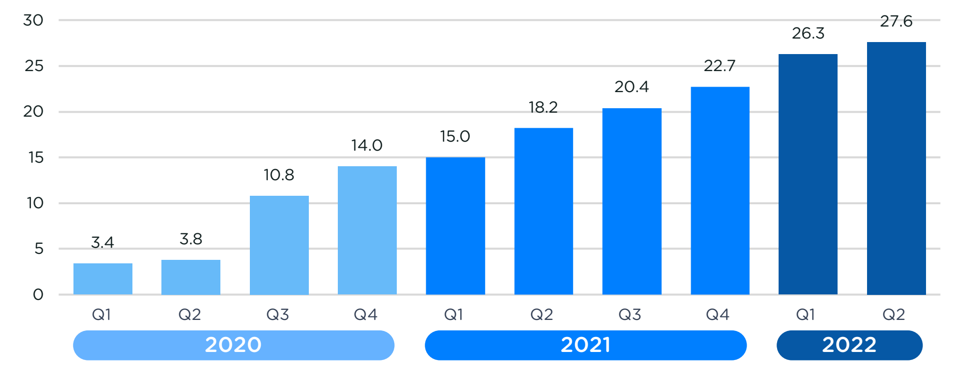
New logos
- DHL

All processed volumes, except voice minutes, increased, which fueled revenue and gross profit growth.

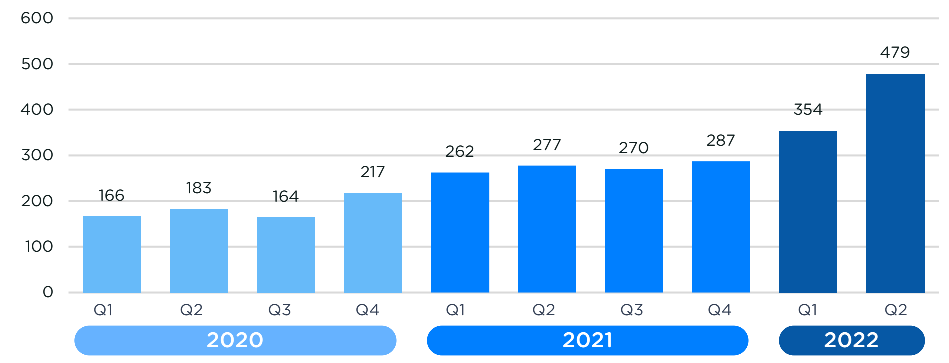
Number of messages (billion)



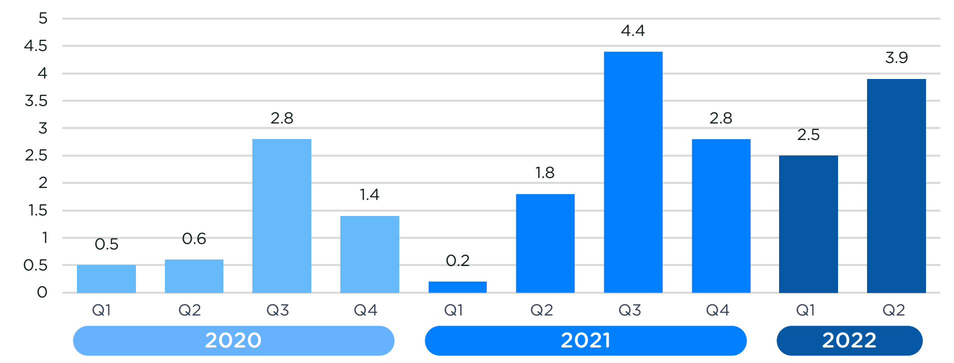
Annual Recurring Revenue (€ million)



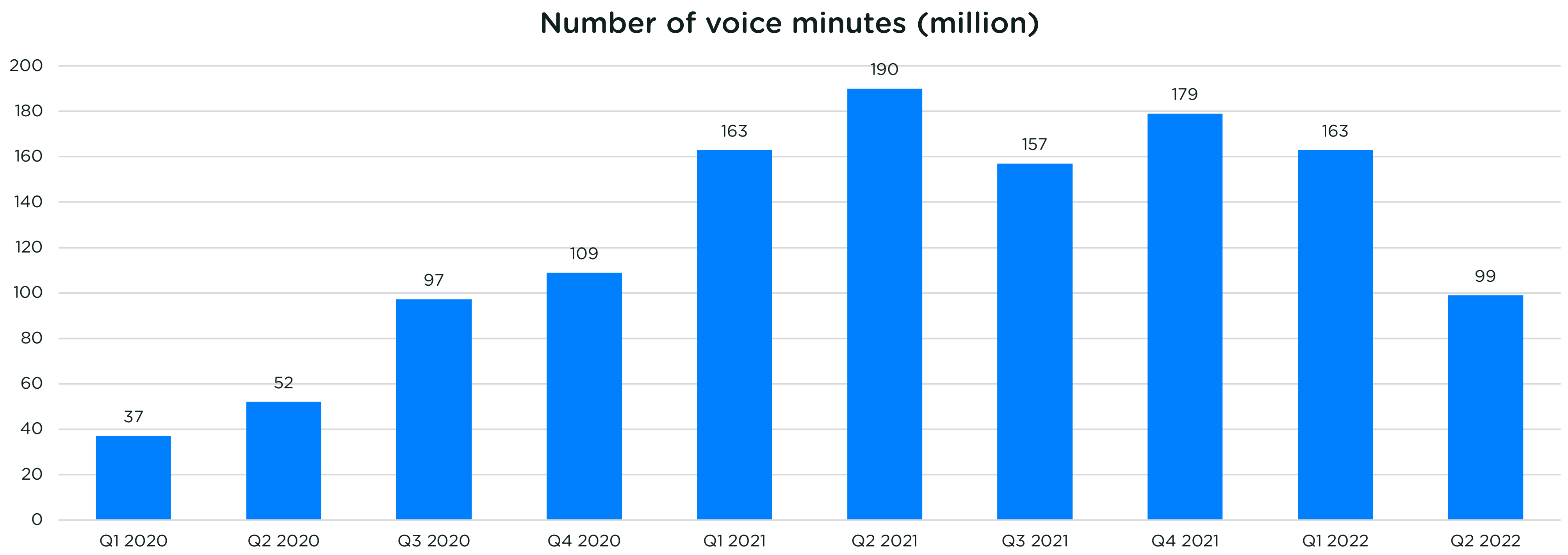
Total payments (€ million)



Total tickets (# million)



Voice minutes now reflecting more sustainable levels going forward.



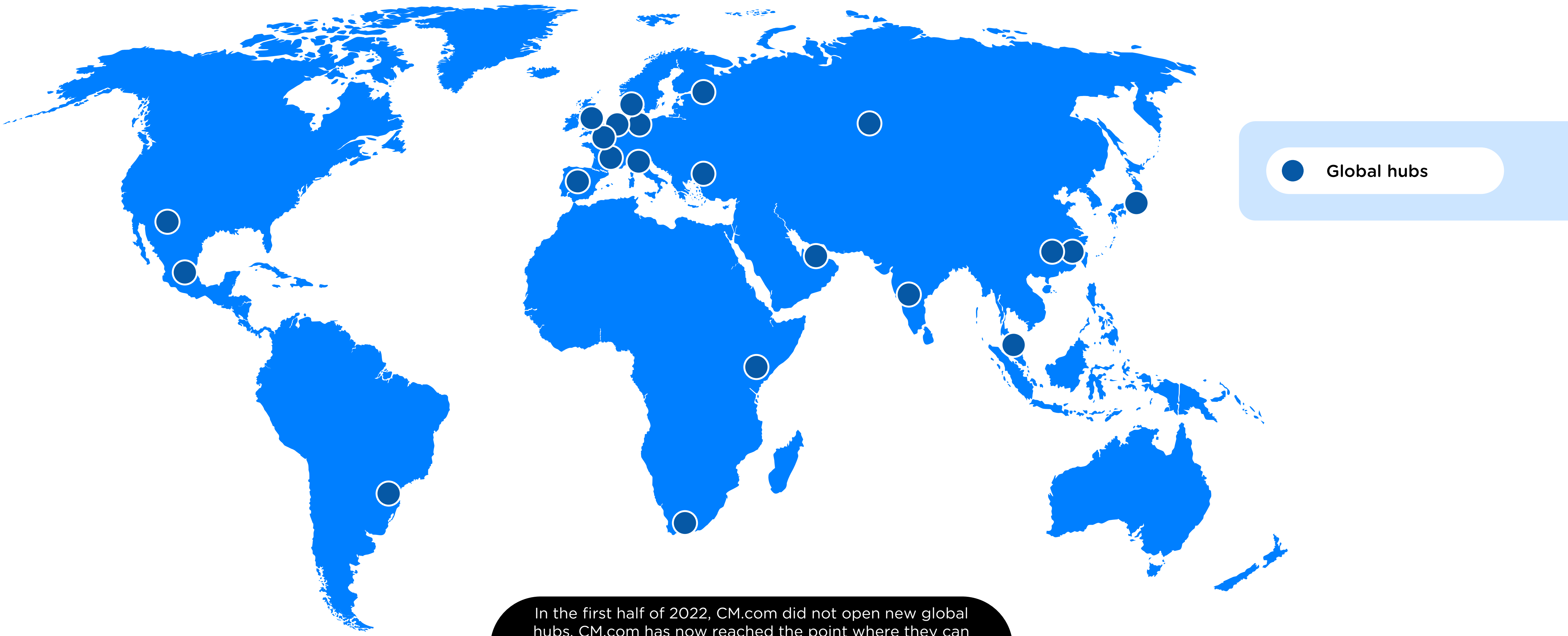
The number of voice minutes dropped by 26% to 262 million minutes in H1 2022 compared to H1 2021, and by 48% to 99 million minutes in Q2 2022 compared to Q2 2021.
Coming down from the exceptionally high Covid-related levels reached in the comparable period last year.

H1 2022 Awards & Recognitions.

Awarded Platinum for Best CPaaS Solution and Best Conversational Commerce Solution in Future Digital Awards by Juniper Research

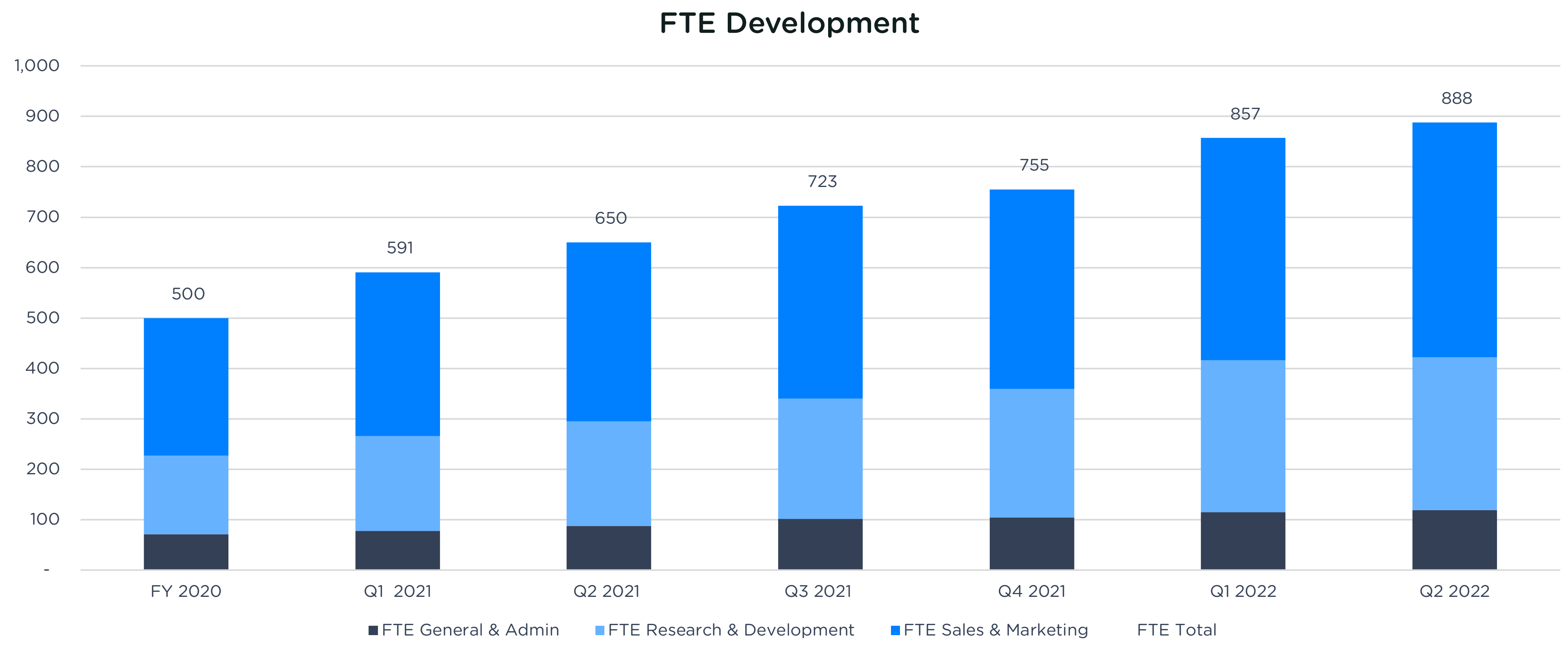
Official Partner of Google's Business Messages

Overview Global Presence by the end of H1 2022.



In the first half of 2022, CM.com did not open new global hubs. CM.com has now reached the point where they can shift their focus from accelerating global expansion towards leveraging their current scale and team.

From H1 2022, focus towards leverage our current scale and team.



Further elevate the customer experience by the acquisition in H1 2022 of Consumer AI provider Building Blocks.

	Product	Scale
2020	CX company part of CM.com; ROBIN part of CM.com	GLOBAL TICKET
2021	payplaza part of CM.com; tracedock part of CM.com; APPMIRAL part of CM.com	yourticketprovider part of CM.com
2022	building blocks part of CM.com	

Sustainable profitable growth.

- Balanced mix of revenue growth in CPaaS, SaaS, Payments and Ticketing
- Entered CCaaS space through integration of Mobile Service Cloud and Voice
- By the end of H1 2022, 22 global hubs around the world
- Product Scale-up from Consumer AI provider Building Blocks
- Development of Strategic Partnership Management
- World class Customer Success Management and Customer Support

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H1 2022
Financial Results.

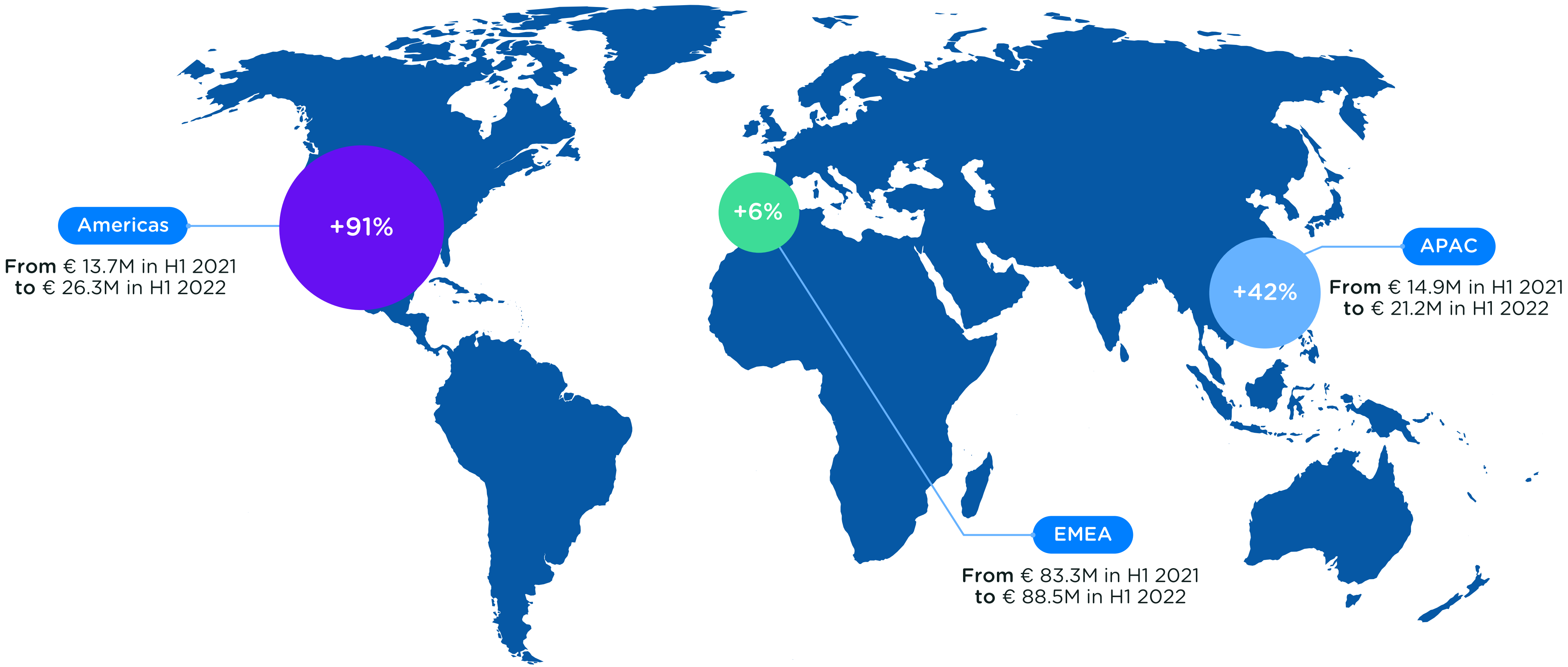
x € million	H1 2022	H1 2021	Δ
Revenue	**135.9**	**112.0**	*21%*
Cost of Sales	(100.7)	(84.1)	
Gross Profit	**35.2**	**27.9**	*26%*
Operating expenses	**(42.6)**	**(27.9)**	*53%*
Employee benefit expenses	*(25.8)*	*(17.9)*	*44%*
Other operating Expenses	*(16.8)*	*(10.0)*	*68%*
Normalized EBITDA	**(7.4)**	**0.0**	
One-offs	(4.2)	-	
EBITDA	(11.6)	**0.0**	
Cash position excl. safe guarding account*	**75.3**	**25.6**	

H1 2022

Financial Results.

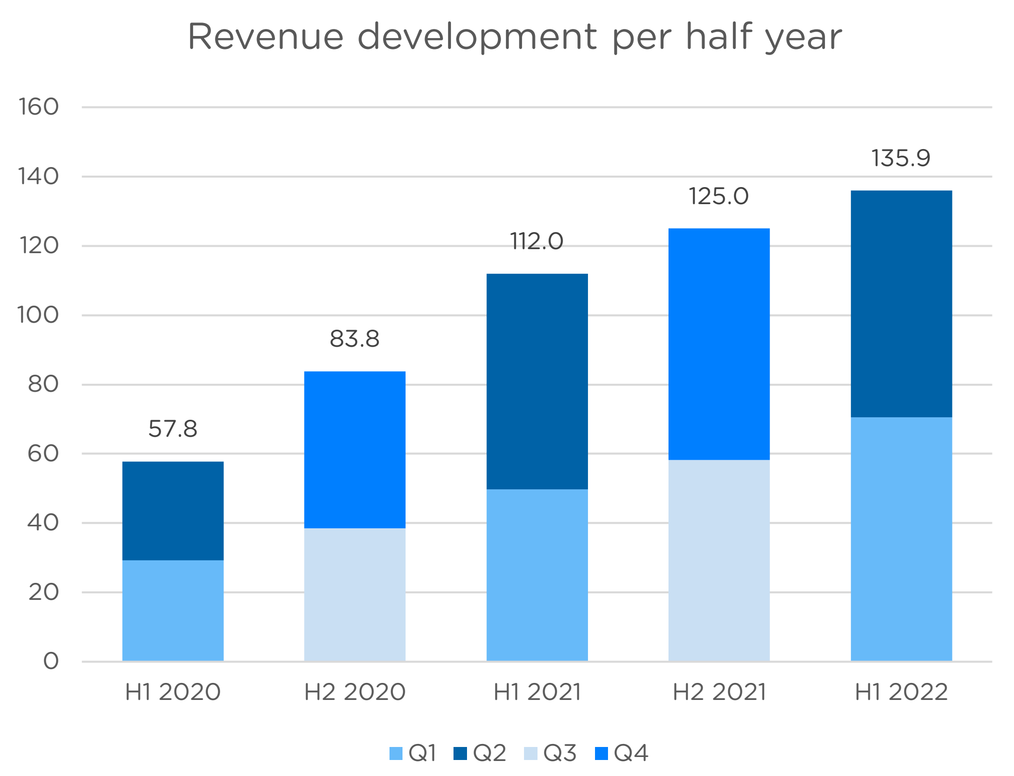
- Robust growth up 21% revenue
- Gross profit up 26%, fueled by mix improvements
- OPEX 53% up, due to increase in number of FTE's and increased expenses for travel, conventions as well as high IT licensing and implementation expansions
- Cash position €75.3 million
- Acquisitions: € 10 million cash out

Strongest Revenue Growth.



+21%

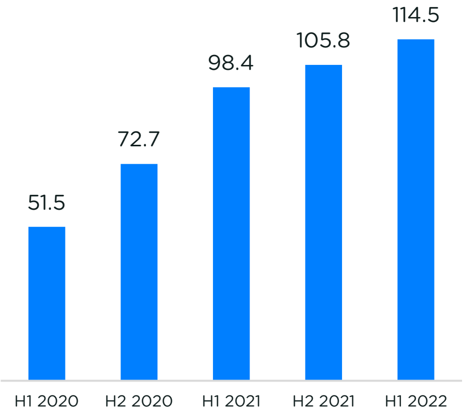
Revenue Growth in H1 2022.



Revenue Development.

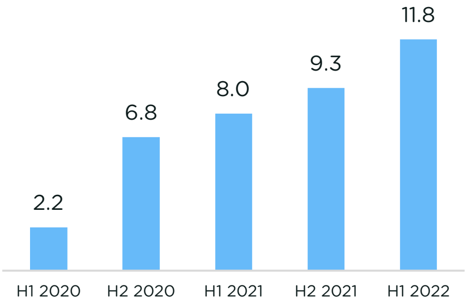
CPaaS

- Revenue increased by 16% to € 114.5 million
- Growth rate tempered due to the loss of COVID-19 related revenue and an exceptionally high Q2 2021 comparison base
- NDR of 115% in H1 2022 When normalized for the exceptional voice-related COVID-19 effects, NDR 122%



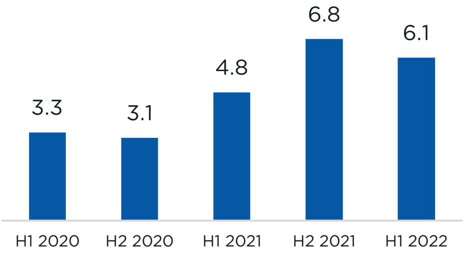
SaaS

- 48% revenue growth
- The rapid growth was largely organic of nature and also aided by the acquisition of Building Blocks



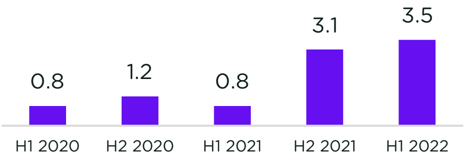
Payments

- 27% revenue growth as a result of:
  - > first contributions from a number of big client wins
- Payments processed increased by 55% to € 833 million in H1 2022
- Putting finishing touches on the in-house developed processing platform



Ticketing

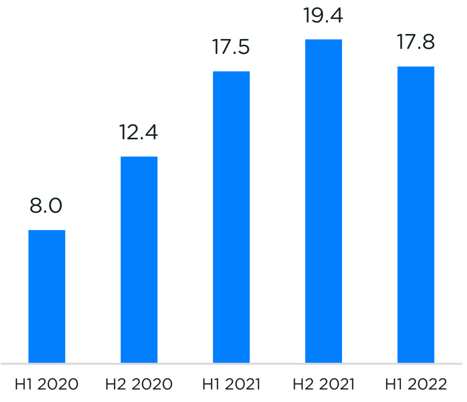
- 338% revenue growth as a result of:
  - > Reopening of museums, theater, sports, music and leisure events
- A large pipeline of venues, festival and event organizers that seek easy-to-implement solutions for the complete end-to-end customer journey has been established
- Adding various new international customers



Gross Profit Development.

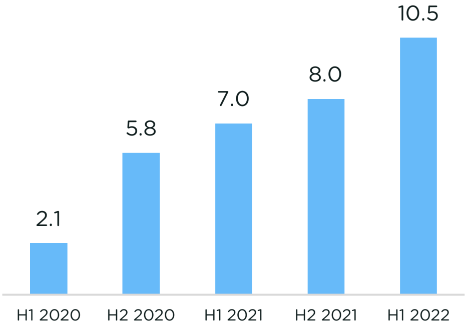
CPaaS

- Gross profit increased 2% in H1 2022
- Growth rate tempered due to the loss of COVID-19 related revenue
- The underlying CPaaS messaging margin remained robust and fairly stable over the past 10 consecutive quarters



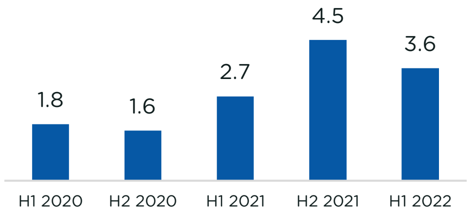
SaaS

- Gross profit up by 50%
- Mixed effects
- The strong growth of SaaS also contributed to a higher group gross margin



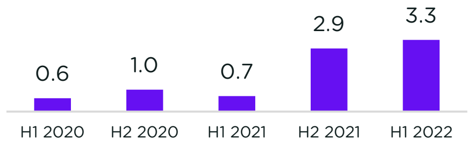
Payments

- Gross profit up 33% to € 3.6 million
- Growth mainly driven by first contributions from a number of big client wins



Ticketing

- Gross profit up 371%, due to reopening museums, theaters, tickets for sports, music and leisure events



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2022 Outlook.

2022 Outlook.

2022 Revised Revenue Outlook

Revised Total 2022 revenue Outlook	€ 300 - € 315 million
Previous Total 2022 revenue Outlook	€ 310 - € 330 million

Revised total revenue outlook based on:

- Stronger than expected decrease in Covid-19 related services in H1 2022
- Certain consumer-driven market segments becoming more cautious with regard to investments and keener on cost savings in light of ongoing inflation and rising concerns about a potential recession

Thank you.

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

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