



# Intended Acquisition of Building Blocks.

Adding consumer AI technology to CM.com's  
Conversational Commerce cloud software

14 December 2021



# Strategic Fit and Transactional Highlights.

## Strategic Fit

- Deliver next level conversational commerce
- Add high-value Consumer AI functionalities to our entire product portfolio
- Enhanced up and cross sell opportunities among our existing and new customers
- Boost global expansion
- Increase our Annual Recurring Revenue streams
- Grow our core gross margin through a shift in the business mix

## Transactional highlights

- Exclusive negotiations
- Combination of cash and equity consideration
- Expected closing in Q1 2022

# AI Technology: Essential for Personalized Customer Experiences.

**9 out of 10** respondents agree that AI represents a business opportunity for their company.\*

Leveraging AI and machine learning to determine best communication channels and time to contact users to improve response rates must be considered the **priority**.\*\*

The global Artificial Intelligence (AI) market size is expected to gain momentum by reaching **\$ 360.36 billion** by 2028 while exhibiting a CAGR of 33.6% between 2021 to 2028\*\*\*

\* According to 2019 MIT Sloan Management Review and Boston Consulting Group (BCG) Artificial Intelligence Global Executive Study and Research Report

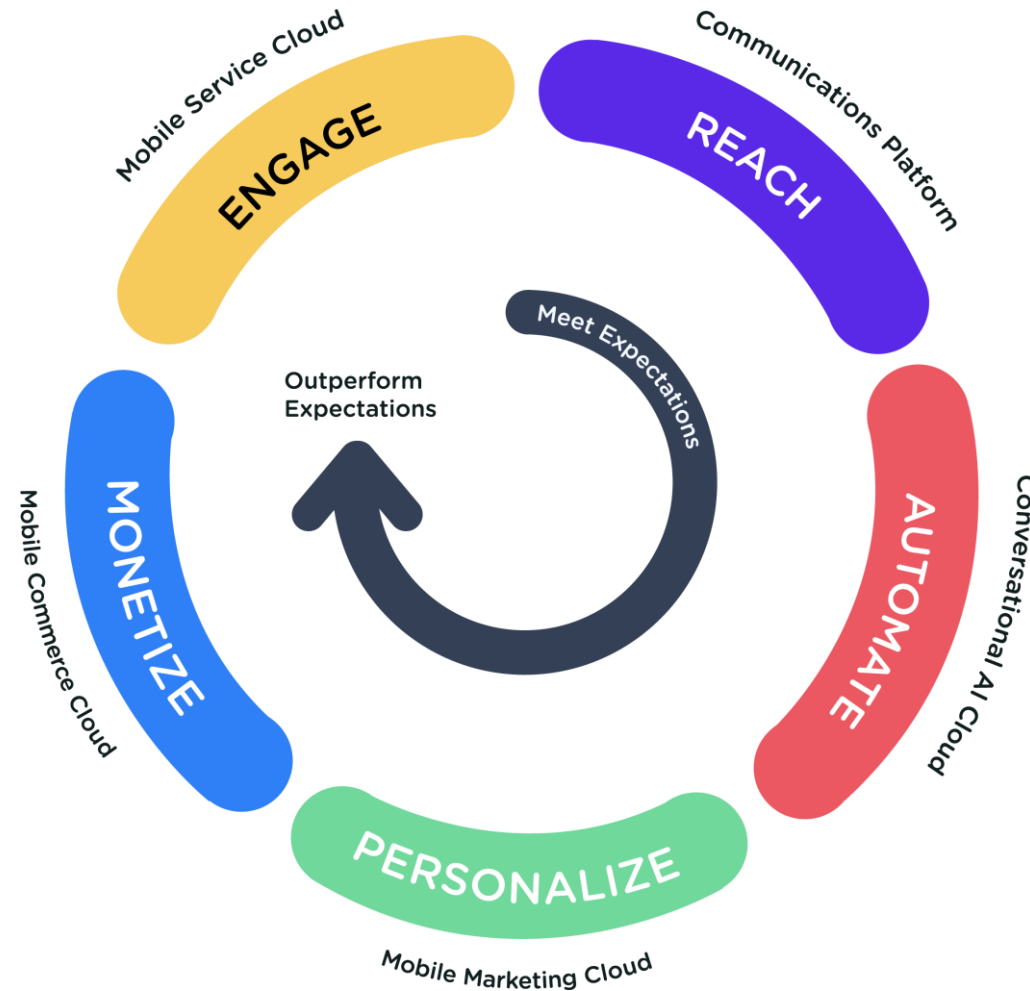
\*\* According to CPAAS Future Market Outlook, Emerging Opportunities & Forecasts 2021-2026 Market Trends & Strategies, Juniper Research

\*\*\* According to Fortune Business Insights™ <https://www.fortunebusinessinsights.com/industry-reports/artificial-intelligence-market-100114>

# Building Blocks: Build More Relevant and Personalized Customer Interactions.

- Combination of data science software with data science services
- Suite of AI solutions:
  - Consumer guidance (to the right offer):
    - Improve conversions, transaction value and lower returns
  - Consumer engagement
    - Improve buying frequency, customer lifetime value, and engagement scores
  - Consumer care
    - Decrease handling time, improve service-to-sales, and NPS

# Strengthening All Stages of Our Conversational Commerce Growth Model through AI technology.



# Strong and Fast-Growing Customer Base Boosting Up and Cross Sell Opportunities.

Focus on four select verticals

1

Short cycle shops

2

Long cycle shops

3

Subscription models

4

Consumer brands

Renowned customers

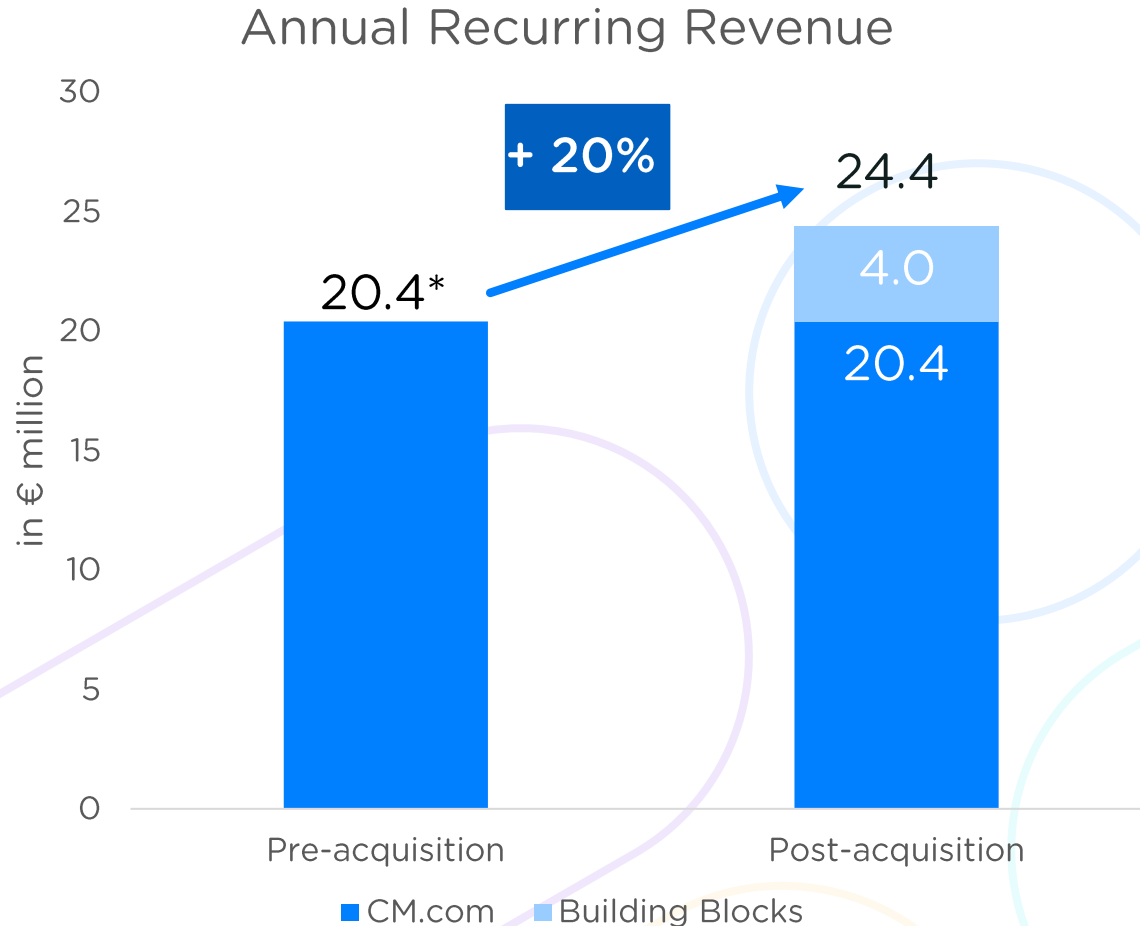


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**BASIC FIT**



# Move towards More SaaS-driven Business Model.



- High margin SaaS-based revenue streams between 85%-90%
- Building blocks achieved a 3-year ARR CAGR of 97%
- Growing recurring revenue streams

# Key Take-Aways.



Consumer AI technology  
essential part of  
Conversational Commerce



Enhanced up and cross sell  
opportunities



Boosting global expansion



Contribute to a shift in the  
business mix towards more  
value-added services



Contribute to our  
increasing core gross  
margin ambitions



Growing our SaaS-based  
Annual Recurring Revenue



# 2021 Revenue Outlook.

- Previously communicated 2021 revenue outlook:
  - € 220 million - € 240 million
- 2021 outlook:
  - Upper end of the range of € 220 million - € 240 million

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# Questions



# Thank you.

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

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# Forward Looking Statements.

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