



Management Summary of the Given Criteria.

Strategic fit: with the current proven track record of our conversational commerce software and current client portfolio we can enhance your digital strategy.

Level of maturity: all software solutions are in full production, used by many international clients across 118 countries.

Team: with 952 employees in more than 20 countries we are ready to service LaLiga and their clubs. In addition, there is a dedicated team for the international sports industry existing of 14 FTE.

Market potential: the solutions are used by small, medium and large enterprises. International growth within sports is part of our (long term) strategy. Next to that, we are currently impacting the government, logistics, utility and retail & e-commerce sector.

Feasibility: currently a listed company for three years with a healthy financial position.



1999: It All Started With 1 SMS.



**Will you join me
at Highstreet?**



This Is CM.com in 2023.



Founded in 1999



952 Employees



Offices in more than 20 Countries



HQ in Breda, the Netherlands



Licensed Payment Service Provider



Since 2020 listed at Euronext Amsterdam (CMCOM)





Customers across 118 countries



Global 24/7 Monitoring and Support



-  Headquarters
-  Regional and local offices

Global Focus
Local Presence.



After the first SMS in 1999..

Now we are the
#1 Software for
Conversational Commerce.





What is Conversational Commerce?

We Empower Businesses in Creating Excellent and **Sustainable** Fan Experiences by creating opportunities through **communication** and **engagement** with fans.





Yes, we know.

Perhaps not your average suspected
sustainability company.

However...

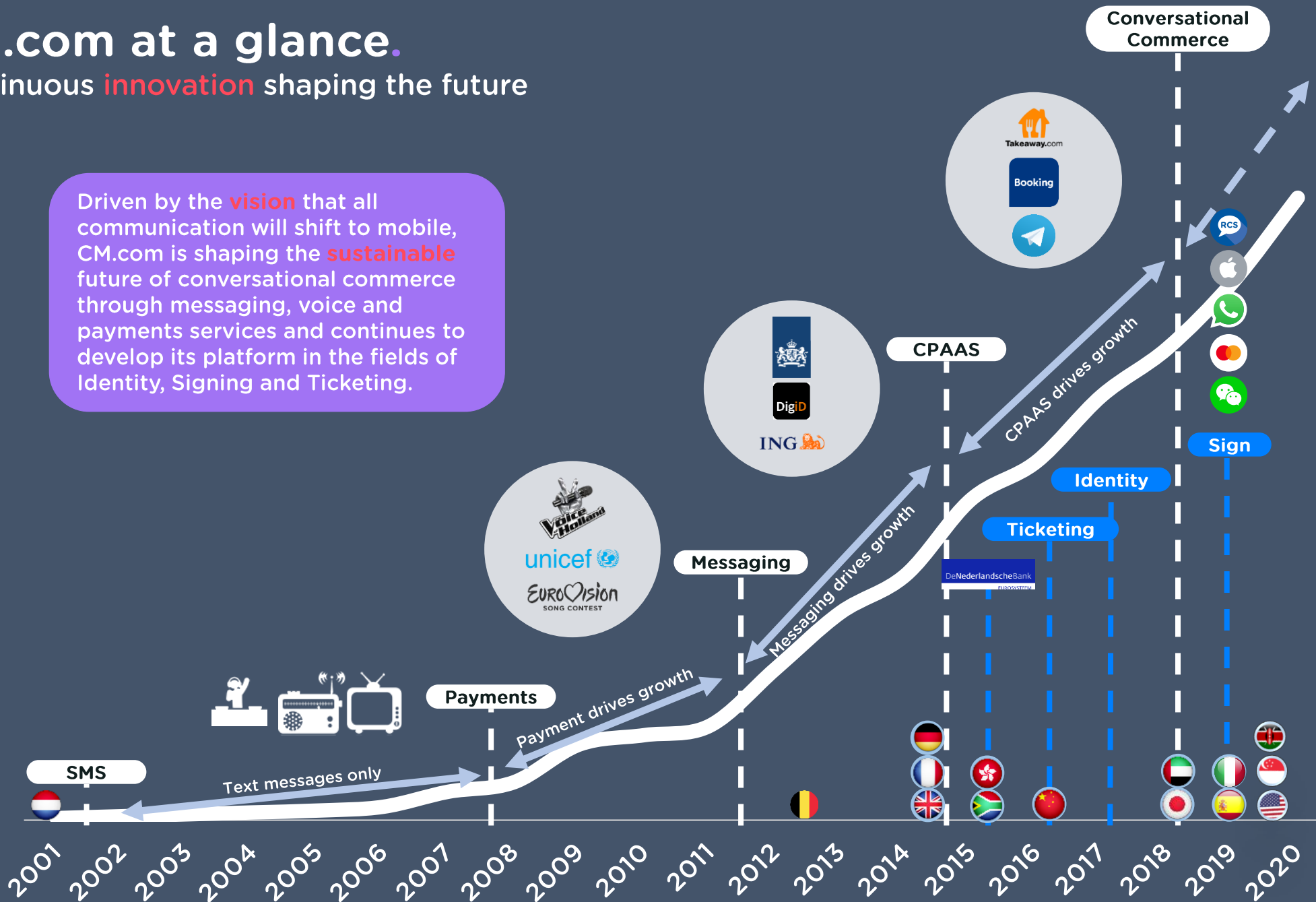
More information about the ESG Policy of CM.com – [Click Here](#)



CM.com at a glance.

Continuous **innovation** shaping the future

Gross revenue (EURm)





One Platform
for
digitalization
and waste
reduction &
management

Be able to
contribute to
**Sustainable
Mobility** by
using data and
personalized
communication

Dedicated to
Your
Success.



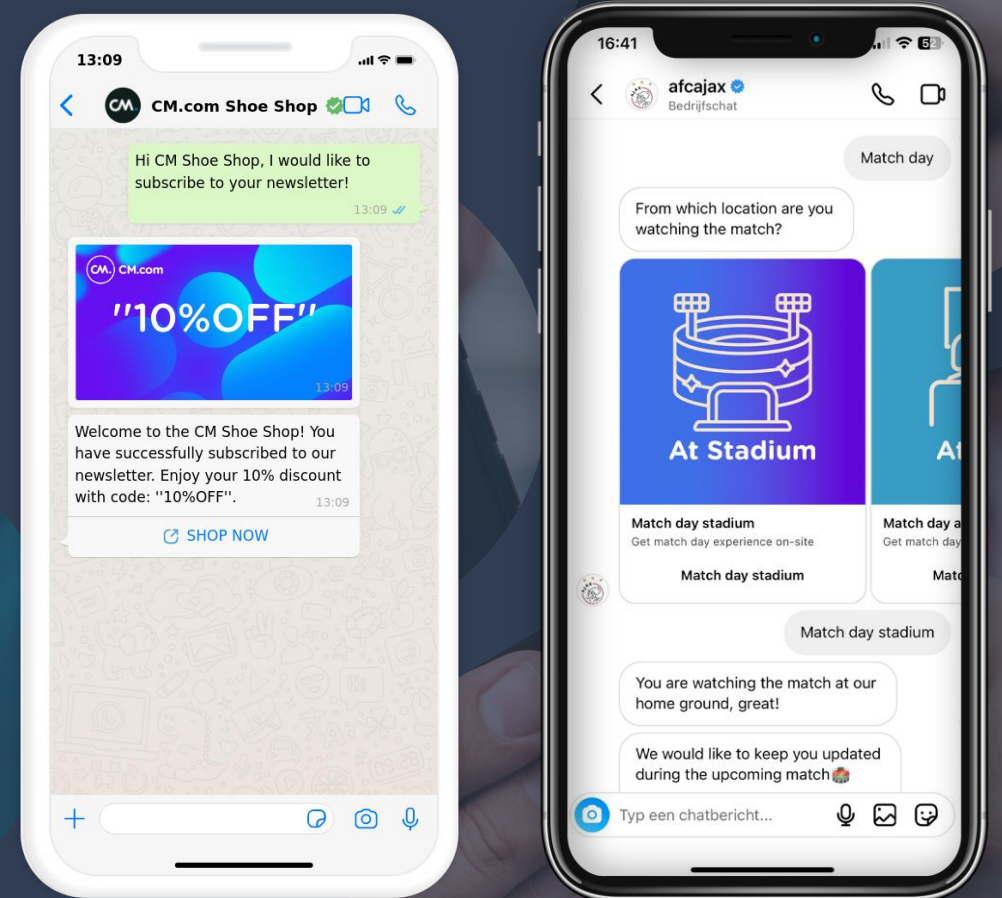
Waste Reduction

- With the software of CM.com, we help our clients to create a fully digital and **paperless** strategy.
- Reducing your paper consumption is a simple way to have a huge impact on the environment, and especially **CO2 emissions**.
- Electronic products such as phones and laptops are used over and over again, making it a **renewable resource** of sorts.
- Going paperless in your business can reduce your company's **carbon footprint** and help save our forests — and, ultimately, our planet.

How?

- Within our conversational commerce we deliver digital ticketing. Sell your tickets in-channel via WhatsApp, Instagram Messaging, and other 1-on-1 channels.

Conversational Commerce

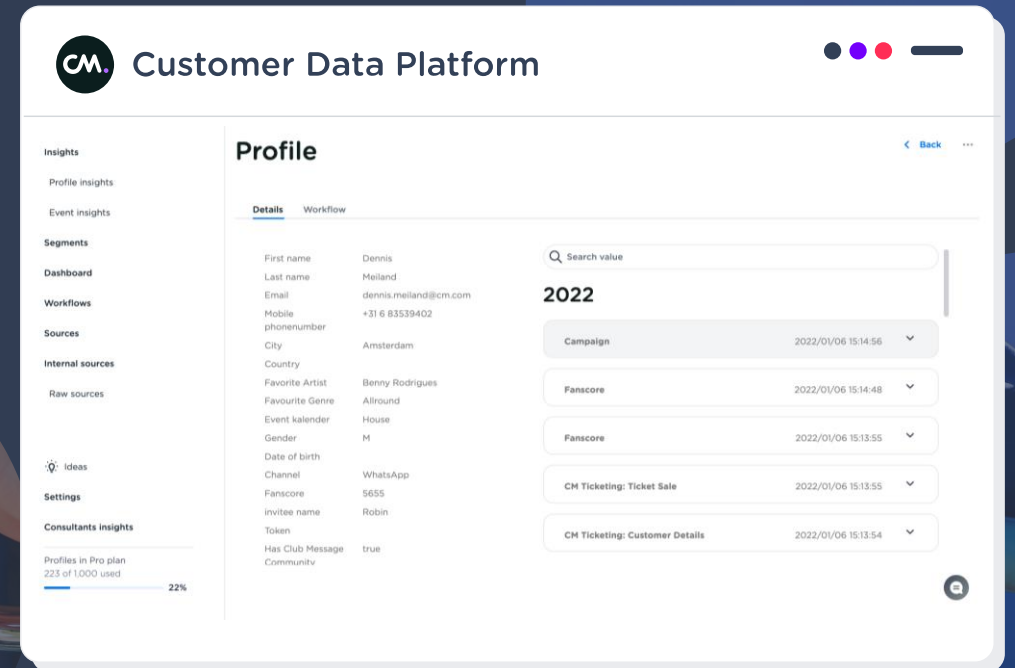




Sustainable Mobility

- With the software of CM.com, we help our clients with effective, automated and personal **communication** with their target market, players, visitors and/or fans.
- With this effective communication, you can easily reach out to your audience and find out where they come from and **how they** usually **travel** to your match or event.
- By creating these 360° profiles and knowing what way of travelling is used, you can start **transforming transport** from an ecological point of view.
- Because of these insights, the organization can steer the market towards the right way of mobility with the aim to **reduce fuel consumption and emissions**.
- This because walking, along with cycling and using the public transport or the electric car, means a **positive impact** on the environment and our health.

360° profile insights



Client Example Sustainable Mobility: Formula 1 Heineken Dutch Grand Prix.



Mobility challenge of the Formula 1 Heineken Dutch Grand Prix.

“The Formula 1 comes to Zandvoort and this will be a logistic nightmare.”



The NL Times in September 2019.

Environmental groups fight Zandvoort F1 building plans in court

How did CM.com help?

The Dutch Grand Prix in Zandvoort used the software solutions of CM.com. This allowed them to gather the right visitor data and inform the municipality and government on processes around the transport of fans, environmental impact of the event. With this, they created trust by being able to statistically prove how they could approach and adjust their sustainable and environmental strategy. After the first edition, the CM.com solutions became obligatory in the event permissions for the following years.



Customer Story

Formula 1 Heineken Dutch Grand Prix.

As an Event Supporter of the Formula 1 Heineken Dutch Grand Prix, CM.com teamed up with the Dutch Grand Prix to provide the best fan experience from start to finish.

[Watch and relive the experience](#)





Part of our Sports Customer Portfolio.





Want to join? Let's Team Up!

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You can find our socials here:

