



PRESS RELEASE

# CM.com founders intend to reduce stake over time to improve liquidity in shares

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CM.com announces that its founders, Jeroen van Glabbeek (acting as CEO of CM.com) and Gilbert Gooijers (acting as COO of CM.com) intend to reduce their stake in CM.com from 25.4% each to approx. 20% each over a period of 7 years until 2030.

The reason for this is the wish of the founders to increase the free float in the shares of CM.com and thereby improve liquidity in the shares. The intended program will bring the combined shareholding of the Founders below 50%. Part of the proceeds will be used to invest in improvements to CM Campus.

The Founders intend to sell together approximately 100.000 shares per quarter at the then-current market price. The intended sale will be subject to closed periods and appropriate notifications shall be made via the AFM register.

## 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 around 720 employees and offices in 18 countries 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.