



PRESS RELEASE

# CM.com unveils improved financial targets and introduces Voice AI Agents

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Today, CM.com N.V. (AMS: CMCOM), a global leader in AI-powered Customer Engagement solutions, hosts a Capital Markets Day at its headquarters in Breda.

The management board will share its growth strategy, as CM.com enters the next growth phase. CM.com is at the beginning of a new era, where it will become an AI-First company. Improved medium term financial targets will be presented, as CM.com has met all financial goals as presented in the 2022 deep dive.

As part of its ambition to be a European frontrunner in Artificial Intelligence, CM.com is also continuing its rapid release schedule for HALO - the Agentic AI Platform - with a new capability: Voice AI Agents. Bringing HALO's cutting-edge capabilities to telephony.

The group's strategy will focus on the following key drivers:

- The benefits of one unified customer engagement platform.
- The opportunities presented by our Agentic AI platform HALO.
- How market trends enable CM.com to accelerate growth.

As a result, CM.com expects to deliver by 2028:

- Gross profit growth of at least 15% on an annual basis.
- Gross margin of approximately 35%.
- EBITDA margin of 12-15%.

As the focus on financial discipline continues, CM.com expects to reduce the net leverage further to levels below 2 times EBITDA and enhance its cash conversion ratio to at least 50% by 2028.



Jeroen van Glabbeek, CEO CM.com, shared: *"CM.com is dedicated to providing our clients with a platform that enhances their engagement with their customers. Today's Capital Markets Day highlights how CM.com is embarking on the next wave of growth, driven by our broad and fast development in Artificial Intelligence. Today CM.com launches Voice AI Agents as the latest innovation on our Agentic AI Solution -HALO. This is a good example of how our growth will come from empowering our customers to interact with clients at an unprecedented scale in a personalized way. In today's digital age, clients can better express their needs, and businesses are eager to respond."*

The Capital Markets Day kicks off today at 14:00 CET. You can register for the livestream on our corporate website at: [www.cm.com/investor-relations](http://www.cm.com/investor-relations). After the event, the slide deck and a recording will be available on the website.

For more information, please reach out to:

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### **About CM.com**

CM.com (AMS: CMCOM) is a global leader in AI-powered Customer Engagement solutions, providing businesses one platform to engage with consumers. Our engagement platform empowers marketing, sales, and customer support teams to automate interactions with customers across various mobile channels, seamlessly integrated with payment capabilities that drive sales, attract customers, and boost satisfaction.

### **Forward Looking Statements**

Statements included in this press release 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 CM.com's operations could differ materially from those expressed or implied in the forward-looking statements. Forward-looking statements are typically identified using terms such as “may,” “will,” “should,” “expect,” “could,” “intend,” “plan,” “anticipate,” “estimate,” “believe,” “continue,” “predict,” “potential” and/or the negative of such terms and other comparable terminology. The forward-looking statements are based upon the current expectations of CM.com, plans, estimates, assumptions, and beliefs that involve numerous risks and uncertainties. Assumptions relating to the foregoing involve judgements 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 the control of CM.com. Although CM.com believes that the expectations reflected in such forward-looking statements are based on reasonable assumptions, actual results and performance could differ materially from those set forth in the forwardlooking statements.