Vision

Customer communication without barriers
Mission

Help people and businesses communicate better and fully express themselves.
Company overview
Key facts

- **Global SaaS business** (ca 40% of MRR generated in the United States, less than 2% in Poland).

- **B2B subscription revenue model** (non-recurring revenue <5% of MRR).

- **Four products** (LiveChat, ChatBot, HelpDesk, KnowledgeBase) with **premium customer service** and its own marketplace.

- **Unique customer acquisition model** allowing high, sustainable margins.

- Consortium led by **co-founders** is company’s leading shareholder.

- **Dividend company** with a track record of sharing profit with shareholders.
LiveChat history

- **First customers**
- **2002**
- **2003**
- **2004**
- **2005**
- **2006**
- **2007**
- **2008**
- **2009**
- **2010**
- **2011**
- **2012**
- **2013**
- **2014**
- **2015**
- **2016**
- **2017**
- **2018**
- **2019**
- **2020**
- **2021**

- **LiveChat Sp. z o.o.**
- **LiveChat Software S.A.**

- **2002**: First customers
- **2007**: 50% of shares acquired by Capital Partners
- **2008**: 63% of shares taken over by GG Network S.A.
- **2009**: GG PRO introduced, a business version of Gadu-Gadu communicator
- **2010**: EBITDA+ positive result for the first time in history
- **2011**: Debut on Warsaw Stock Exchange
- **2014**: Customers in 150 countries
- **2015**: Management buyout from GG Network S.A. (MBO)
- **2016**: Launch of ChatBot
- **2017**: Launch of Knowledge Base
- **2018**: 50% of shares taken over by GG Network S.A. (MBO)
- **2019**: 1K+ customers of ChatBot and 30K customers of LiveChat!
- **2020**: 50+ mn USD of ARR
- **2021**: Launch of HelpDesk
- **2022**: Launch of new products and features

- **2023**: Launch of innovative solutions
- **2024**: Global expansion and market penetration
- **2025**: 100K+ customers of LiveChat
- **2026**: 500mn USD of ARR
- **2027**: 1B+ customers served worldwide

- **SaaS**
- **Management buyout from GG Network S.A. (MBO)**
- **Customers in 120 countries**
- **Launch of Knowledge Base**
- **Launch of HelpDesk**
- **50+ mn USD of ARR**
**Products**

- **LiveChat**
  - customer service platform allowing for a contact with human agent across all channels and asynchronously

- **ChatBot**
  - platform to build and launch conversational chatbots without coding

- **HelpDesk**
  - ticketing system for teams

- **KnowledgeBase**
  - a tool for gathering knowledge and sharing all the answers with customers and within team

**Key features of our services**
- premium service and support
- focus on customer experience
- premium 24/7 customer support
- over 200 LiveChat integrations with other products
- enterprise security standards (GDPR, HIPAA etc.)
- guaranteed uptime SLA (standard level agreement)
- open API
- advanced reporting
Clients

- PayPal
- IKEA
- Atlassian
- McDonald's
- ING
- Adobe
- Huawei
- Nikon
- Virgin
- Henkel
- In-RAM
- Comcast
- LG
- Plus500
- Uniliver
- Motorola Solutions
- Toyota
- Ricoh
- Veritiv
- Mercedes-Benz
- CBS
- Hyundai
- TED
- Lexus
- Ryanair

33,000+
Clients of LiveChat

2,000+
Clients of ChatBot

150+
countries

25+
Companies from 'Fortune 500' List
Annual Revenues (in PLN mn)

*revenues for fiscal years ended March 31
Consolidated net profit (in PLN mn)

*revenues for fiscal years ended March 31
According to the current dividend policy described in the Company’s issuing prospectus, the Managing Board of LiveChat Software S.A. will be recommending to the Annual General Meeting to pay out highest possible part of the profit for the specific fiscal year as dividend, unless the company sees investment opportunities that would give it, and the shareholders, a return higher than the dividend payment.

An advance dividend of PLN 0.89 per share (compared to PLN 0.60 a year ago) was paid out in January 2021. Management proposed second advanced dividend (also 0.89 PLN per share) to be paid in July.

Board intends to recommend AGM to pay dividends in the amount of PLN 3.69 per share (including advances)
Team of
230+
Meet us at
www.livechatinc.com/team
Shareholders*: According to the shareholders’ notifications received by the Company and other public data from the Polish pension funds' reports as of 31 December 2020.
## Key events

### Company

- ✔ New Mission and Vision Statement presented (June 2020)
- ✔ Rebranding (April 2020)
- ✔ Strengthening the team
  
  - 191 persons at the end of 2020 calendar year vs 166 a year earlier
  
  - New CXOs (From May 2020, we have a total of seven CXOs reporting directly to the Management Board)
- ✔ First patent registered in the USA
- ✔ „Success by LiveChat“ trademark registered in the USA.
- ✔ USD 4+ mn of MRR (March 2021)

### Recent Achievements

- ✔ 33K+ paid customers (April 2021).
- ✔ New features and integrations.
- ✔ Over 50 million chats in one month for the first time (October 2020).

- ✔ New ChatBot visual creator available for customers (positive effect on Churn).
- ✔ 2K+ paid customers (May 2021)
- ✔ Cooperation with Infermedica on COVID-19 Risk Assesment tool.

- ✔ Focus on automatization.
- ✔ Integration with „Global Accounts“ (May 2021)

New products and integrations added recently to marketplace:

- ✔ Rich messages, MailChimp, WhatsApp, Zoom, SnapCall, 2 Way (SMS), Chat Translator, new reports and many more.
Financial results
Financial results (PLN mn)

- **Net Sales**: 179 (FY 2020: 130.9) increase by +36.8%
- **EBITDA**: 116.9 (FY 2020: 88.4) increase by +32.2%
- **Net profit**: 100.2 (FY 2020: 76.1) increase by +31.6%

*FY 2019* vs *FY 2020*
Q4 results vs market consensus
(the consensus was prepared on May 6th based on responses from 7 analysts)

<table>
<thead>
<tr>
<th>PLN mn</th>
<th>Result</th>
<th>Consensus</th>
<th>Difference</th>
<th>Maximum</th>
<th>Minimum</th>
<th>Number of analyst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue from sales</td>
<td>48.1</td>
<td>47.8</td>
<td>0.6%</td>
<td>47.9</td>
<td>47.7</td>
<td>7</td>
</tr>
<tr>
<td>Gross profit on sales</td>
<td>41.8</td>
<td>41.8</td>
<td>-</td>
<td>42.7</td>
<td>40.1</td>
<td>3</td>
</tr>
<tr>
<td>EBITDA</td>
<td>32.2</td>
<td>31.9</td>
<td>0.9%</td>
<td>33.2</td>
<td>30.9</td>
<td>7</td>
</tr>
<tr>
<td>EBIT</td>
<td>29.5</td>
<td>29.3</td>
<td>0.7%</td>
<td>30.8</td>
<td>28.4</td>
<td>7</td>
</tr>
<tr>
<td>Profit before Tax</td>
<td>29.4</td>
<td>29.0</td>
<td>1.4%</td>
<td>30.2</td>
<td>28.4</td>
<td>3</td>
</tr>
<tr>
<td>Net Profit</td>
<td>27.5</td>
<td>27.3</td>
<td>0.7%</td>
<td>28.2</td>
<td>26.4</td>
<td>7</td>
</tr>
</tbody>
</table>
Quarterly revenues (in USD mn)

as reported in reports on preliminary results
MRR (in USD mn)

At the end of given month

- March 2019: 2.50
- June 2019: 2.58
- September 2019: 2.68
- December 2019: 2.76
- March 2020: 2.95
- June 2020: 3.36
- September 2020: 3.61
- December 2020: 3.84
- March 2021: 4.02
In Q3 2020/21 the Management Board of the Company decided to pay out a total 22.9 PLN mn as a advance dividend for 2020/21 financial year. It was paid out in January 2021.
## Revenue split

<table>
<thead>
<tr>
<th></th>
<th>PLN</th>
<th>2019/20</th>
<th>2020/21</th>
<th>Change</th>
<th>Q4 2019/20</th>
<th>Q4 2020/21</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LiveChat</strong>*</td>
<td></td>
<td>128 449 908</td>
<td>170 639 297</td>
<td>+32.8%</td>
<td>35 096 061</td>
<td>45 266 958</td>
<td>+29.0%</td>
</tr>
<tr>
<td><strong>ChatBot</strong></td>
<td></td>
<td>2 292 796</td>
<td>7 102 308</td>
<td>+209.8%</td>
<td>801 526</td>
<td>2 347 984</td>
<td>+192.9%</td>
</tr>
<tr>
<td><strong>HelpDesk</strong></td>
<td></td>
<td>23 659</td>
<td>1 268 866</td>
<td>+5263.1%</td>
<td>15 395</td>
<td>437 728</td>
<td>+2743.3%</td>
</tr>
</tbody>
</table>

*Including: Marketplace and Knowledgebase*
We have noted a significant increase in the number of trials since mid-March. Despite the initial high churn, this translated into an increase in the rate of building the customers’ base. At the end of Q4 2020/21 the number of LiveChat clients grew to 32,864.
Changes in pricing model introduced in January 2020 and other initiatives are expected to have positive impact on ARPU in the coming quarters.
**LiveChat (in USD)**

*Initial Sale ARPU (or Average Sale Price) is the average MRR of new customers at the moment they convert to a paid account."

ARPU supported by:
- new pricing model and higher sale price,
- upselling,
- structure of churn (customer churn higher than MRR churn).
The number of ChatBot customers exceeded 1,000 in January 2020. At the end of March 2021, ChatBot had 1,874 active and paying clients.
The visible increase in the sale price is the effect of introducing new subscription plans.
DISCLAIMER

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