LiveChat Software
Investor Presentation

January 2022
Vision

Customer communication without barriers
Help people and businesses communicate better and fully express themselves
2021
Product interactions

Cumulative number of interactions

Monthly numbers of interactions

Over 918 mn interactions* in 2021

+158% yoy in number of chats

+210% yoy in number of chats

* interactions (chats in case of LiveChat and ChatBot, tickets in case of HelpDesk)
Product developments

SnapCall

ChatBot Creator

WhatsApp

MailChimp

Partner Program

Become our Partner
Product developments

- New accessibility features
- Privacy Policy generator
- Apple Messages for Business

- App for tablets
- New features...
- ... and improvements

- LiveChat app for tablets
- Share files from clipboard
- New chat assignment settings
LiveChat

Monthly Recurring Revenues (USD mn)

Number of clients

Average revenue per user (ARPU, USD)
ChatBot

Monthly Recurring Revenues (USD mn)

Number of clients

Average revenue per user (ARPU, USD)
Partner Program

- responsible for c. 25% of new clients acquisition
- Partners awarded commission for the life time of a client
- Partners within the Solution Program earn tiers based on the level of success they’ve achieved for their customers using our products
- Dedicated Application

<table>
<thead>
<tr>
<th>Bronze tier</th>
<th>Silver tier</th>
<th>Gold tier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptance to Solution Program</td>
<td>from $5,000.00 ARR</td>
<td>from $20,000.00 ARR</td>
</tr>
<tr>
<td>20% commission/discount</td>
<td>22% commission/discount</td>
<td>25% commission/discount</td>
</tr>
</tbody>
</table>
Q3 2021/22 (preliminary estimates)
Quarterly revenues (in USD mn)

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

At the end of a given month
At the end of December 2021 the number of LiveChat clients grew to 34,582.
KPIs

ARPU of LiveChat (in USD)

ARPU supported by a pricing model change in early 2020.

Focus on mid-market should translate into further growth of ARPU in the future.
In December 2021, LiveChat ARPU was affected by downsizing number of agents by large customers during the holiday season.

*Initial Sale ARPU (or Average Sale Price) is the average MRR of new customers at the moment they convert to a paid account.*
The number of ChatBot customers exceeded 1,000 in January 2020. At the end of December 2021, ChatBot had 2,306 active and paying clients.

December 2021 was best month in ChatBot’s history in the terms of customer churn.
The visible increase in the sale price is the effect of introducing new subscription plans in January 2020.

Payments for additional interactions (exceeding the subscriber’s plan limit) are not included in the MRR and ARPU ChatBot.
Q3 Summary

**Earnings**
- Decline in revenues due to lower annual payments compared to the record Q2.
- LiveChat ARPU was affected by downsizing number of agents by large customers during the holiday season.

**Customer acquisition**
- The best December for LiveChat since 2017 in terms of net addition (despite seasonal churn growth).
- The increase in the number of credit cards added to the trials in December (compared to November) is a positive signal for the beginning of 2022.

**Company**
- Continuation of the recruitment process - over 250 people in the team.
- Early talent programme and cooperation with CodersCamp.
- Advance dividend (PLN 1.14 per share vs PLN 0.98 per share the year before) paid on January 3, 2022.
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.
Team of 250
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

- Agreement of Shareholders (founders and key managers) 41.9%
- Aviva PTE Aviva Santander 7.4%
- NN PTE 6.2%
- Free Float 44.5%
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

27

2000+

Clients of ChatBot

34,000+

Clients of LiveChat

150+

countries

25+

Companies from ‘Fortune 500’ List
Geography (MRR split)

- North America: 43.0%
- Others: 39.0%
- UK: 11.0%
- Australia: 5.0%
- Poland: 2%

Total: 100%
Annual revenues (in PLN mn)

*revenues for fiscal years ended March 31
Maintained high profitability

Net profit and net profit margin (PLN mn, %)

EBITDA and EBITDA margin (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.
Pricing policy

LiveChat - pricing based on the number of agents – full pricing [HERE](#)

<table>
<thead>
<tr>
<th>Plan</th>
<th>Features</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starter</td>
<td>Small office / Home office</td>
<td>$16/mo</td>
</tr>
<tr>
<td>Team</td>
<td>Full-time support team</td>
<td>$33/mo</td>
</tr>
<tr>
<td>Business</td>
<td>Customer service department</td>
<td>$50/mo</td>
</tr>
<tr>
<td>Enterprise</td>
<td>Fortune 500 companies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Individual contract with annual billing</td>
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</tbody>
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ChatBot pricing – pricing based on the number of bots used – full pricing [HERE](#)

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<tr>
<th>Plan</th>
<th>Features</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starter</td>
<td>1 active chatbot</td>
<td>$50/mo</td>
</tr>
<tr>
<td>Team</td>
<td>5 active chatbots</td>
<td>$149/mo</td>
</tr>
<tr>
<td>Business</td>
<td>Unlimited chatbots</td>
<td>$499/mo</td>
</tr>
<tr>
<td>Enterprise</td>
<td>Fixed-price contracts for big teams in large companies.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact us</td>
<td></td>
</tr>
</tbody>
</table>

1000 chats/mo included, then $0.01/chat
5000 chats/mo included, then $0.01/chat
25 000 chats/mo included, then $0.01/chat
Unlimited number of stories
Unlimited number of stories
Unlimited number of stories
Financial Results - H1 2021/22 FY
Financial results (PLN mn)

- Net Sales: +23.4%
- EBITDA: +28.0%
- Net profit: +27.7%

<table>
<thead>
<tr>
<th>Category</th>
<th>H1 2020/21</th>
<th>H1 2021/22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>84.7</td>
<td>104.6</td>
</tr>
<tr>
<td>EBITDA</td>
<td>53.3</td>
<td>69.5</td>
</tr>
<tr>
<td>Net profit</td>
<td>46.4</td>
<td>59.3</td>
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</tbody>
</table>
Net profit growth dynamics affected by including in Q2 2020/21 the whole effect of the IP Box tax relief for the whole H1 2020/21, while in this financial year it is done quarterly.
On August, 18 the AGM decided to allocate PLN 95 mn for the payment of dividend to shareholders, out of which PLN 72.5 was paid in H1 2021/2.
# Revenue split

<table>
<thead>
<tr>
<th></th>
<th>PLN</th>
<th>Q2 2020/21</th>
<th>Q1 2021/22</th>
<th>Q2 2021/22</th>
<th>Q/Q Change</th>
<th>Y/Y Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LiveChat</strong></td>
<td>41 233 424</td>
<td>45 875 803</td>
<td>51 992 728</td>
<td></td>
<td>+13.3%</td>
<td>+26.1%</td>
</tr>
<tr>
<td></td>
<td>1 594 316</td>
<td>2 445 033</td>
<td>2 785 460</td>
<td></td>
<td>+13.9%</td>
<td>+74.7%</td>
</tr>
<tr>
<td><strong>ChatBot</strong></td>
<td>282 956</td>
<td>588 584</td>
<td>880 095</td>
<td></td>
<td>+49.5%</td>
<td>+211.0%</td>
</tr>
<tr>
<td><strong>HelpDesk</strong></td>
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*Including: Marketplace and Knowledgebase*
Revenue split by products

- LiveChat: 93.6%
- ChatBot: 5%
- HelpDesk: 1.4%

Data for H1 2021/22
LiveChat revenues include Marketplace and Knowledgebase
DISCLAIMER

This document may include forward-looking statements. Because such statements deal with future events, they are subject to various risks and uncertainties.

The Company undertakes no obligation to revise or update forward-looking statements as a result of new information, since these statements may no longer be accurate or timely.

This presentation does not constitute an offer to sell or the solicitation of an offer to buy any security of the Company.