Vision

Customer communication without barriers
Mission

Help people and businesses communicate better and fully express themselves
Annual revenues (in PLN mn)

*revenues for fiscal years ended March 31
Financial Results - Q3 2021/22 FY
Financial results (PLN mn)

Net Sales: Q1-Q3 2020/21 = 131, Q1-Q3 2021/22 = 160.7
EBIT: Q1-Q3 2020/21 = 77.6, Q1-Q3 2021/22 = 95.8
Net profit: Q1-Q3 2020/21 = 72.6, Q1-Q3 2021/22 = 88.7

Changes:
- Net Sales: +22.7%
- EBIT: +23.5%
- Net profit: +22.1%
Financial results (PLN mn)

- Net Sales: +21.4%
- EBIT: +14.7%
- Net profit: +12.2%
On August, 18 the AGM decided to allocate PLN 95 mn for the payment of dividend to shareholders, out of which PLN 72.5 mn was paid in H1 2021/2. In January company paid an advance toward planned dividend (PLN 29.4 mn).
## Revenue split

<table>
<thead>
<tr>
<th></th>
<th>Q1-Q3 2020/21</th>
<th>Q1-Q3 2021/22</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>LiveChat*</td>
<td>125 372 339</td>
<td>149 888 324</td>
<td>+19.6%</td>
</tr>
<tr>
<td>ChatBot</td>
<td>4 754 324</td>
<td>8 540 083</td>
<td>+79.6%</td>
</tr>
<tr>
<td>HelpDesk</td>
<td>831 138</td>
<td>2 270 062</td>
<td>+173%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Q3 2020/21</th>
<th>Q3 2020/21</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>LiveChat*</td>
<td>43 855 482</td>
<td>52 019 793</td>
<td>+18.6%</td>
</tr>
<tr>
<td>ChatBot</td>
<td>1 910 517</td>
<td>3 309 589</td>
<td>+73.2%</td>
</tr>
<tr>
<td>HelpDesk</td>
<td>453 565</td>
<td>801 384</td>
<td>+76.7%</td>
</tr>
</tbody>
</table>

*Including: Marketplace and Knowledgebase*
Revenue split by products

Data for Q1-Q3 2021/22

LiveChat revenues include Marketplace and Knowledgebase
Earnings
- Decline in revenues (Q/Q) 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.
ChatBot

Monthly Recurring Revenues (USD mn)

- Q4 18/19: $0.02
- Q1 19/20: $0.03
- Q2 19/20: $0.04
- Q3 19/20: $0.05
- Q4 19/20: $0.06
- Q1 20/21: $0.09
- Q2 20/21: $0.12
- Q3 20/21: $0.14
- Q4 20/21: $0.16
- Q1 21/22: $0.19
- Q2 21/22: $0.21
- Q3 21/22: $0.28

Number of clients

- Jan 2019: 500
- Jul 2019: 1000
- Jan 2020: 1500
- Jul 2020: 2000
- Jan 2021: 2500
- Jul 2021: 3000

Average revenue per user (ARPU, USD)

- Jan 2019: $50
- Jul 2019: $50
- Jan 2020: $50
- Jul 2020: $60
- Jan 2021: $70
- Jul 2021: $80
Quarterly revenues (in USD mn)

as reported in reports on preliminary results
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.
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
LiveChat history

First customers

63% of shares taken over by GG Network S.A.

EBITDA+: Positive result for the first time in history

Debut on Warsaw Stock Exchange

Customers in 150 countries

Launch of ChatBot

1K+ customers of ChatBot and 30K customers of LiveChat!

SaaS

50% of shares acquired by Capital Partners

GG PRO: A business version of Gadu-Gadu communicator

Management buyout from GG Network S.A. (MBO)

Customers in 120 countries

Launch of KnowledgeBase

Launch of HelpDesk

50+ mn USD of ARR

Shareholders*:

* According to the shareholders’ notifications received by the Company and other public data from the Polish pension funds’ reports as of 31 December 2021

- Agreement of Shareholders (founders and key managers): 41.9%
- Aviva Santander Polish pension fund: 6.7%
- NN Polish pension fund: 6.2%
- Free Float: 45.2%
Products

LiveChat

- Customer service platform allowing for a contact with a 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 the 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

35,000+
Clients of LiveChat

2,000+
Clients of ChatBot

150+
countries

25+
Companies from 'Fortune 500' List
Maintained high profitability

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

*revenues for fiscal years ended March 31

EBITDA and EBITDA margin (PLN mn, %)
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.
SaaS
Software as a Service, is a business model where a software is licensed on a subscription basis and it is stored in the cloud.

MRR
Monthly Recurring Revenues, it is a measure of predictable total revenue generated from all active and paying subscriptions in a particular month. It includes all recurring charges but excludes one-time fees.

ARPU
Average revenue per user in a month, calculated on the basis of MRR
ARPU = MRR/ number of users

Initial ARPU
Initial ARPU, in other words average sale price, it is the average value of monthly revenues at the moment when the user converts to a paid account

ARR
Annual Recurring Revenues, MRR x 12

EBITDA
Earnings before interest, taxes, amortization, and depreciaiton
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