LiveChat Software
Investor Presentation
Customer communication without barriers
Help people and businesses communicate better and fully express themselves
KEY FACTS

Global SaaS business
Ca 40% of MRR generated in the US, less than 2% in Poland

B2B subscription revenue model

Unique customer acquisition model
Allowing high, sustainable margins.

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

Dividend company
With a track record of sharing profit with shareholders.

Four products
LiveChat, ChatBot, HelpDesk, KnowledgeBase with premium customer service and its own marketplace.
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)
- Advanced reporting
- Open API
Q1 2022/2023
Financials
FINANCIAL RESULTS (PLN MN)

Net Sales: +36.5%
EBIT: +37.9%
Net profit: +35.3%
On August 18, 2022 the AGM decided to allocate PLN 113.3 mn for the payment of dividend to shareholders.
Data for Q1 FY 2022/23
LiveChat revenues include Marketplace and KnowledgeBase
## REVENUE PER PRODUCT

<table>
<thead>
<tr>
<th>Revenues per product (PLN th)</th>
<th>2020/21</th>
<th>2021/22</th>
<th>Change</th>
<th>Q1 2021/22</th>
<th>Q1 2022/23</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="LiveChat*" /></td>
<td>170 639</td>
<td>207 326</td>
<td>+21.5%</td>
<td>45 876</td>
<td>61 596</td>
<td>+34.3%</td>
</tr>
<tr>
<td><img src="image" alt="ChatBot" /></td>
<td>7 102</td>
<td>12 019</td>
<td>+69.2%</td>
<td>2 445</td>
<td>4 032</td>
<td>+64.9%</td>
</tr>
<tr>
<td><img src="image" alt="HelpDesk" /></td>
<td>1 269</td>
<td>3 170</td>
<td>+150%</td>
<td>588</td>
<td>1 152</td>
<td>+95.9%</td>
</tr>
</tbody>
</table>

*Including: Marketplace and KnowledgeBase
Q1 2022/23 FY KPIs
As reported in reports on preliminary results, the presented data are the estimates and preliminary as published in the respective reports. Therefore, they may ultimately differ from those shown in the periodic financial reports. Because the Company generates the vast majority of revenues in the US dollar (USD), the USD / PLN exchange rate has a significant impact on the results presented in the periodic reports in Polish zloty.
MRR OF ALL PRODUCTS (IN USD MN)

At the end of a given month
MRR as at the end of June 2022 without taking into account revenues that are not allocated to specific countries. In this perspective, Poland accounts for approx. 1.5% of MRR.
At the end of June 2022 the number of LiveChat clients grew to 36,823 (plus 1264 in the last three months and plus 498 in June alone).
KPI’S

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.
Despite the low Initial ARPU, the average ARPU remains at around USD 120, thanks to the fact that this KPI tends to grow during the customer’s lifecycle.
The number of ChatBot active and paying customers exceeded the level of 2.5 thousand in June 2022.
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.
The Annual General Meeting decided to allocate PLN 113.3 m (or PLN 4.40 per share) to dividend from the profit for the 2021/22 financial year. The Company will also paid out a second advance dividend (PLN 1.14 per share) in August.
**KEY EVENTS**

**Financials (Q1)**
- Revenues increased by **36.5%** and the net profit by **35.3%**.
- USD nominated MRR grew by **14.5%** over the year to **USD 4.82 million**.
- New products still outpacing LiveChat.

**Customer acquisition**
- Changes in pricing of HelpDesk and KnowledgeBase.
- Review of pricing plans of LiveChat and ChatBot.
- Advanced talks on new partnerships.
- Acquisition of knowlegdebase.com domain.
- Strong demand on non-core markets (Asia).

**Company**
- Record dividend (4.4 PLN per share) decided by AGM.
- Advanced process of obtaining new US patent.
- Slowdown of the recruitment process as our needs fulfilled.
- Early talent programme and cooperation with CodersCamp.
- Launch of LiveChat Incubator.
- Work on new products started.
COMPANY OVERVIEW
TEAM OF 270+

Meet us at www.livechatinc.com/team
LIVECHAT HISTORY

First customers
LiveChat Sp. z o.o.

2002

LiveChat Software S.A.
50% of shares acquired by Capital Partners

2007

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

2008

GG PRO
A business version of Gadu-Gadu communicator

2009

EBITDA+
Positive result for the first time in history

SaaS

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

2010

2011

Launch of HelpDesk

2019

Launch of ChatBot

2018

Launch of KnowledgeBase

2017

Customers in 150 countries

2016

Customers in 120 countries

2015

Debut on Warsaw Stock Exchange

2014

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

2020

50+ mn USD of ARR

2021

LiveChat Incubator

2022

coming soon

2023

LiveChat Incubator

2024
According to the shareholders’ notifications received by the Company and other public data from the Polish pension funds’ reports as of 31 December 2021.
CLIENTS

37 000+
Clients of LiveChat

2 500+
Clients of ChatBot

150+
Countries

25+
Companies from Fortune 500’ list
<table>
<thead>
<tr>
<th><strong>DICTIONARY</strong></th>
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<tr>
<th><strong>SAAS</strong></th>
<th>Software as a Service, is a business model where a software is licensed on a subscription basis and it is stored in the cloud.</th>
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</thead>
<tbody>
<tr>
<td><strong>MRR</strong></td>
<td>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.</td>
</tr>
</tbody>
</table>
| **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 depreciation |