2018
in numbers

32B
website visits

25,896
paying clients at end of year

334M
chats

17M
tickets

132
employees
Most important events in 2018/19 FY and beyond

- Summer 2018: Beginning of review of potential strategic options
- August 2018: Purchase of helpdesk.com and chatbot.com domains
- September 2018: BotEngine rebranded as Chatbot
- October 2018: Exceeding the 5% threshold by Aviva OFE Aviva Santander
- May 2019: 51% of clients migrated seamlessly to LiveChat 3 - new innovative backend version
- June 2019: Commercial launch of HelpDesk
145 employees

Meet our team at
www.livechatinc.com/team
At the end of 2018/19 FY, the company had 140 employees.
Shareholders*:

- Agreement of Shareholders (founders and key managers) - 47.1%
- Aviva PTE Aviva Santander - 41.9%
- NN PTE - 5.5%
- Free Float - 5.5%

*end of March 2019
Market of live chat providers

Providers available in Alexa's TOP 100k Universe

LiveChat Software's direct competition is Zendesk and Intercom. The most important companies listed on the stock exchange are Zendesk and LivePerson.

Saturation of websites with live chat technology remains very low.

TOP 3 live chat providers:
1. Zendesk
2. Intercom
3. LiveChat Software

(ALEXA TOP 100k – source: Datanyze)
Live chat technology in 2019

**Top 10 live chat providers** across top 1 million sites

- Zendesk Chat 27%
- LiveChat 11%
- Hubspot 11%
- RocketChat 8%
- JivoSite 8%
- Olark 7%
- LivePerson 6%
- SmartSupp 3%
- Drift 4%
- tawk.to 15%

**Source:** thechatshop.com

**Top 10 countries** by number of websites using live chat

- **Canada** 32,938
- **United States** 1,112,073
- **Brazil** 90,056
- **UK** 87,950
- **Netherlands** 31,592
- **Ukraine** 41,071
- **India** 28,543
- **Australia** 32,764
- **Russia** 232,730
- **Vietnam** 25,244
# BEST 100 Software Companies – G2 Crowd’s ranking

G2 scores products and vendors based on reviews gathered from our user community, as well as data aggregated from online sources and social networks.

Source: [www.g2.com/best-software-companies](http://www.g2.com/best-software-companies)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Logo</th>
<th>Company Name</th>
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</tbody>
</table>
**ABOUT:**

LiveChat product is a tool for quick contact between clients and the company using a chat application embedded on the company's website. The solution is used mainly for customer service and online sales.

**VISION:**

Connects you with customers, no matter the situation.
LiveChat 3 is new innovative Backend, which allows us to implement new features and options required by clients.
**LiveChat 2**

2012

- Chat only between 1 agent and 1 customer.
- The customer can only run one chat with one company at a time.
- The chat ends when the customer or agent leaves.
- The customer gets a delayed invitation to the chat.
- The client is not able to see the contents of previous chats.
- The customer can only chat on one device.
- The ability to write to chat only through our applications.

**LiveChat 3**

2019

- Any combination of agents and customers is possible.
- The client can run multiple chats in parallel with one company.
- The chat does not end, the client can write even when the agents are offline.
- The customer gets an invitation to chat without any delay.
- The client have access to history of previous chats.
- The customer can transfer chats from one device to another.
- The ability to write to the chat also via applications of external developers.
**LiveChat 3 - Summary**

The **new backend** is crucial to further increase the competitiveness of LiveChat.

LiveChat 3 allows smooth integrations with **new channels of communication** (e.g. SMS, Messenger, Twitter and more).

Thanks to the new code and documentation, LiveChat 3 makes it easy to **create add-ons** by external developers.

The simple code allows a quick search for errors and their improvement.

The **chat.io** project was **crucial** in the development and testing of new solutions.

Work on LiveChat 3 and the migration of customers involved the **vast majority of the company's team**.

As of the beginning of June, new backend is used by **50%+ LiveChat clients**.
Market overview – G2 Crowd

Source:
https://www.g2.com/categories/live-chat
Market overview – Software Reviews
(customer service management)

Source:
**ChatBot**

**ABOUT:**
ChatBot is a product which allows the creation of conversational chatbots to handle various business scenarios. ChatBot is integrated with the LiveChat solution, but also with other tools, such as Facebook Messenger.

**VISION:**
ChatBot will be best and simplest self learning solution to automate business communication.
Market overview – G2 Crowd

Source: https://www.g2.com/categories/bot-platforms
ABOUT:

KnowledgeBase lets companies create their own knowledge bases, which can be accessed by both their employees and clients.
HelpDesk

ABOUT:
HelpDesk ticketing system helps solve all customer cases in an easy way. Launched in May 2019.

VISION:
✓ Customers solve problems on their own.
✓ Humans work only on issues that can’t be automated.
✓ Companies know about problems before customers do.
✓ Customers asking for help on any channel.
Platform for Developers

ABOUT:
LiveChat for Developers is a platform which developers can build powerful apps, distribute and earn real money.

VISION:
We will be the most innovator-friendly of all platforms.
Growth strategy

WE ARE HERE

CUSTOMER / MONTH

TIME

Ecosystem
Partner Program
SaaS Product
Financial results
FY 2018/2019
Number of clients

Net adds

Perspectives:

✓ Good performance of Partner Program.

✓ Work on improving conversion rates

✓ Perspectives of ARPU growth
  • Upselling
  • Crosselign
  • changes in pricing
  • new pricing model
  • Focus on enterprise sector

✓ New features and integrations available for LiveChat 3 (new backend) users
## Financial results 2018/2019

<table>
<thead>
<tr>
<th></th>
<th>2018/19</th>
<th>2017/18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross profit margin</td>
<td>83.6%</td>
<td>82.3%</td>
</tr>
<tr>
<td>EBITDA margin</td>
<td>68.2%</td>
<td>71.4%</td>
</tr>
<tr>
<td>EBIT margin</td>
<td>64.8%</td>
<td>68.6%</td>
</tr>
<tr>
<td>Net margin</td>
<td>52.4%</td>
<td>54.0%</td>
</tr>
<tr>
<td>ROE</td>
<td>105.3%</td>
<td>106.8%</td>
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<tr>
<td>ROA</td>
<td>93.0%</td>
<td>99.3%</td>
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<tr>
<td>Current ratio</td>
<td>6.0</td>
<td>10.9</td>
</tr>
<tr>
<td>Quick ratio</td>
<td>6.0</td>
<td>10.9</td>
</tr>
<tr>
<td>Cash ratio</td>
<td>4.6</td>
<td>8.8</td>
</tr>
</tbody>
</table>

The company maintains high margins despite an increase in employment.
Financial results 2018/2019 (PLN mn)

- Net Sales: 89.4 (2017/18) to 109.3 (2018/19), +22%
- EBITDA: 63.8 (2017/18) to 74.5 (2018/19), +17%
- Net profit: 48.3 (2017/18) to 57.2 (2018/19), +18%
Financial results Q4 2018/2019 (PLN mn)

- Net Sales: 23.0 (2017/18) to 29.4 (2018/19), +28%
- EBITDA: 16.7 (2017/18) to 19.9 (2018/19), +20%
- Net profit: 12.8 (2017/18) to 15.2 (2018/19), +19%
Cash Position (PLN thousands)

- Cash 01.04.2018: 30,134
- Cash flow from operating activities: +46,356
- Cash flow from investing activities: -7,772
- Cash flow from financing activities: -34,247
- Cash 31.03.2019: 32,467

Investments include R & D and the purchase of internet domains (chatbot.com and helpdesk.com)

Financial activities include dividends.
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 meeting of shareholders to pay out the entire 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.

In January Company paid an advance towards a planned dividend in the amount of PLN 13.9 mn (PLN 0.54 PLN per share).
Marcin Droba
INVESTOR RELATIONS

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+48 515 564 373

Find out more:
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PL: www.livechatsoftware.pl