Customer communication without barriers
Mission

Help people and businesses communicate better and fully express themselves
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.
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
- ING
- Comcast
- LG
- Plus500
- Unilever
- 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
Geography (MRR split)

- North America: 43.0%
- UK: 5.0%
- Australia: 11.0%
- Poland: 2%
- Others: 39.0%
Annual revenues (in PLN mn)

*revenues for fiscal years ended March 31
Maintained high profitability

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

- 2012: 43.7%
- 2013: 50.6%
- 2014: 51.2%
- 2015: 56.2%
- 2016: 52.9%
- 2017: 56.3%
- 2018: 54.0%
- 2019: 52.4%
- 2020: 58.2%

EBITDA and EBITDA margin (PLN mn, %)

- 2012: 56.0%
- 2013: 66.6%
- 2014: 72.7%
- 2015: 68.2%
- 2016: 72.2%
- 2017: 71.4%
- 2018: 68.2%
- 2019: 67.6%
- 2020: 65.7%

*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.
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
Company

- ✔ USD 4+ mn of MRR (March 2021)
- ✔ Strengthening the team
- 📫 222 persons at the end of Q1 2021/22 FY vs 174 a year earlier
- 📫 New CXOs (From May 2020, we have a total of seven CXOs reporting directly to the Management Board)
- ✔ Changes in Supervisory Board
- ✔ AGM’s decision on record dividend (3.69 PLN per share)
- ✔ Inclusion in MSCI Small Cap Poland index

Key events

- ✔ 33k paid customers
- ✔ New features and integrations: official API WhatsApp integration
- ✔ Completed migration to LiveChat 3.0
- ✔ New ChatBot creator available for customers
- ✔ ChatBot added to Partnership Program
- ✔ Focus on automatization
- ✔ New product leader

New products and integrations added recently to marketplace:

- ✔ Rich messages, Zoom, SnapCall, 2 Way (SMS), Chat Translator, new reports and many more
We continue building the sales department. During Q1 FY we closed various enterprise deals, many of which were multi-product deals, including:

- European company that offers IT and consulting services,
- doubling the value of cooperation with a renowned university in the USA,
- the change of type of contract to one related to an annual commitment (instead of monthly payments) with one of the leaders of the global Forex market.
LiveChat in times of pandemic

✔ No negative effect on our projects.

✔ New online recruitment system introduced.

✔ More intensive recruitment outside Wrocław.

✔ Events such as „Side Project Day” and „LiveChat Academy” held online.

✔ HQ re-opened in July due to the worsening of epidemic situation in Poland.

✔ We plan to maintain the hybrid model of work organization in the future.
Financial results
Quarterly revenues (in USD mn)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>LiveChat</th>
<th>ChatBot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4 2018/19</td>
<td>7.79</td>
<td></td>
</tr>
<tr>
<td>Q1 2019/20</td>
<td>7.89</td>
<td></td>
</tr>
<tr>
<td>Q2 2019/20</td>
<td>8.20</td>
<td></td>
</tr>
<tr>
<td>Q3 2019/20</td>
<td>8.41</td>
<td></td>
</tr>
<tr>
<td>Q4 2019/20</td>
<td>9.08</td>
<td></td>
</tr>
<tr>
<td>Q1 2020/21</td>
<td>10.36</td>
<td></td>
</tr>
<tr>
<td>Q2 2020/21</td>
<td>11.39</td>
<td></td>
</tr>
<tr>
<td>Q3 2020/21</td>
<td>12.18</td>
<td></td>
</tr>
<tr>
<td>Q4 2020/21</td>
<td>12.66</td>
<td></td>
</tr>
<tr>
<td>Q1 2021/22</td>
<td>13.02</td>
<td></td>
</tr>
</tbody>
</table>

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
June 2021: 4.21
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 Q1 2021/22 the number of LiveChat clients grew to 33,358.
KPIs

Changes in pricing model introduced in January 2020 and other initiatives are expected to have positive impact on ARPU in the coming quarters.
KPIs

LiveChat (in USD)

ARPU supported by:
- new pricing model and higher sale price,
- upselling,
- structure of churn (customer churn higher than MRR churn).

*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 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.
Financial results (PLN mn)

- **Net Sales**: +17.5%
  - Q1 2020/21: 41.6
  - Q1 2021/22: 48.9

- **EBITDA**: +32.2%
  - Q1 2020/21: 28
  - Q1 2021/22: 31

- **Net profit**: +31.6%
  - Q1 2020/21: 20.8
  - Q1 2021/22: 26.6
On August 18, the AGM decided to allocate PLN 95,017,500 for the payment of dividend to shareholders.
## Revenue split

<table>
<thead>
<tr>
<th>Service</th>
<th>2019/20 PLN</th>
<th>2020/21 PLN</th>
<th>Change</th>
<th>Q1 2020/21 PLN</th>
<th>Q1 2021/22 PLN</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>LiveChat*</td>
<td>128,449,908</td>
<td>170,639,297</td>
<td>+32.8%</td>
<td>40,283,433</td>
<td>45,875,803</td>
<td>+13.9%</td>
</tr>
<tr>
<td>ChatBot</td>
<td>2,292,796</td>
<td>7,102,308</td>
<td>+209.8%</td>
<td>1,249,491</td>
<td>2,445,033</td>
<td>+95.8%</td>
</tr>
<tr>
<td>HelpDesk</td>
<td>23,659</td>
<td>1,268,866</td>
<td>+5263.1%</td>
<td>94,617</td>
<td>588,584</td>
<td>+525.5%</td>
</tr>
</tbody>
</table>

*Including: Marketplace and Knowledgebase*
Pricing policy

LiveChat - pricing based on the number of agents – full pricing HERE

ChatBot pricing – pricing based on the number of bots used – full pricing HERE
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.

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