Customer communication without barriers
Help people and businesses communicate better and fully express themselves
**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
- 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
COMPANY OVERVIEW
TEAM OF 250+

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

2002
- First customers
  LiveChat Sp. z o.o.

2007
- LiveChat Software S.A.
  50% of shares acquired by Capital Partners

2008
- 63% of shares take over by GG Network S.A.

2009
- GG PRO
  A business version of Gadu-Gadu communicator

2007
- EBITDA+
  Positive result for the first time in history

2010
- SaaS

2011
- Management buyout from GG Network S.A. (MBO)

2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019

2019
- Launch of HelpDesk

2018
- Launch of ChatBot

2017
- Launch of KnowledgeBase

2016
- Customers in 150 countries

2015
- Customers in 120 countries

2014
- Debut on Warsaw Stock Exchange

2013
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2005
- 2004
- 2003
- 2002

2020
- 1K+ customers of ChatBot and 30K customers of LiveChat!

2021
- 50+ mn USD of ARR

2022
- LiveChat Incubator

2023
- coming soon
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
CLIENTS

- PayPal
- IKEA
- Atlassian
- McDonald's
- ING
- Adobe
- Huawei
- Nikon
- Virgin
- Henkel
- In-ram
- Comcast
- LG
- Plus500
- Unilever
- Motorola
- Toyota
- Ricoh
- Veritiv
- Mercedes-Benz
- CBS
- Hyundai
- TED
- Lexus
- Ryanair

36,000+
Clients of LiveChat

2,500+
Clients of ChatBot

150+
Countries

25+
Companies from Fortune 500’ list
2021/22 FY and Q4
REVENUES AND MRR

Annual revenues USD mn

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020/21</td>
<td>46.6</td>
<td></td>
</tr>
<tr>
<td>2021/22</td>
<td>55.9</td>
<td>+20.0%</td>
</tr>
</tbody>
</table>

Annual revenues PLN mn

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020/21</td>
<td>179.0</td>
<td>+24.3%</td>
</tr>
<tr>
<td>2021/22</td>
<td>222.5</td>
<td></td>
</tr>
</tbody>
</table>

Monthly Recurring Revenues (MRR), USD mn

<table>
<thead>
<tr>
<th>Month</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 21</td>
<td>4.02</td>
</tr>
<tr>
<td>March 22</td>
<td>4.64</td>
</tr>
</tbody>
</table>

+15.3%
ANNUAL REVENUES (IN PLN MN)

*revenues for fiscal years ended March 31
At the end of a given month

MRR OF ALL PRODUCTS (IN USD MN)

- March 2019: 2.5
- March 2020: 2.95
- March 2021: 4.02 (+36%)
- March 2022: 4.64 (+15%)
MAINTAINED HIGH PROFITABILITY

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Profit (PLN mn)</th>
<th>Net Profit Margin (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012/13</td>
<td>5.6</td>
<td>43.7%</td>
</tr>
<tr>
<td>2013/14</td>
<td>9.7</td>
<td>50.6%</td>
</tr>
<tr>
<td>2014/15</td>
<td>18.6</td>
<td>51.2%</td>
</tr>
<tr>
<td>2015/16</td>
<td>28.1</td>
<td>56.2%</td>
</tr>
<tr>
<td>2016/17</td>
<td>42.9</td>
<td>52.9%</td>
</tr>
<tr>
<td>2017/18</td>
<td>48.3</td>
<td>56.3%</td>
</tr>
<tr>
<td>2018/19</td>
<td>57.2</td>
<td>54.0%</td>
</tr>
<tr>
<td>2019/20</td>
<td>76.1</td>
<td>52.4%</td>
</tr>
<tr>
<td>2020/21</td>
<td>100.2</td>
<td>58.2%</td>
</tr>
<tr>
<td>2021/22</td>
<td>119</td>
<td>56.0%</td>
</tr>
</tbody>
</table>

EBITDA and EBITDA margin (PLN mn, %)

<table>
<thead>
<tr>
<th>Year</th>
<th>EBITDA (PLN mn)</th>
<th>EBITDA Margin (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012/13</td>
<td>65.3</td>
<td>65.3%</td>
</tr>
<tr>
<td>2013/14</td>
<td>66.6</td>
<td>66.6%</td>
</tr>
<tr>
<td>2014/15</td>
<td>72.7</td>
<td>72.7%</td>
</tr>
<tr>
<td>2015/16</td>
<td>68.2</td>
<td>72.2%</td>
</tr>
<tr>
<td>2016/17</td>
<td>71.4</td>
<td>71.4%</td>
</tr>
<tr>
<td>2017/18</td>
<td>68.2</td>
<td>67.4%</td>
</tr>
<tr>
<td>2018/19</td>
<td>67.6</td>
<td>67.6%</td>
</tr>
<tr>
<td>2019/20</td>
<td>65.3</td>
<td>65.3%</td>
</tr>
<tr>
<td>2020/21</td>
<td>62.9</td>
<td>62.9%</td>
</tr>
<tr>
<td>2021/22</td>
<td>140</td>
<td></td>
</tr>
</tbody>
</table>
FINANCIAL RESULTS (PLN MN)

- Net Sales: Q4 2020/21 = 48.1, Q4 2021/22 = 61.8, +28.6%
- EBIT: Q4 2020/21 = 29.5, Q4 2021/22 = 32.2, +9.2%
- Net profit: Q4 2020/21 = 27.5, Q4 2021/22 = 30.3, +10.1%
On August 18, 2021 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 2022 Company paid an advance towards planned dividend (PLN 29.4 mn).
LiveChat revenues include Marketplace and KnowledgeBase

Data for FY 2021/22
# 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>Q4 2020/21</th>
<th>Q4 2021/22</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LiveChat</strong></td>
<td>170 639</td>
<td>207 326</td>
<td>+21.5%</td>
<td>45 267</td>
<td>57 443</td>
<td>+26.9%</td>
</tr>
<tr>
<td><strong>ChatBot</strong></td>
<td>7 102</td>
<td>12 019</td>
<td>+69.2%</td>
<td>2 348</td>
<td>3 479</td>
<td>+48.2%</td>
</tr>
<tr>
<td><strong>HelpDesk</strong></td>
<td>1 269</td>
<td>3 170</td>
<td>+150%</td>
<td>438</td>
<td>900</td>
<td>+105%</td>
</tr>
</tbody>
</table>

*Including: Marketplace and KnowledgeBase*
Q1 2022/23 FY preliminary estimates
The presented data are 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.
At the end of a given month
MRR as at the end of May 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 Management Board announced that it would recommend AGM to allocate PLN 113 m (or PLN 4.40 per share) to dividend from the profit for the 2021/22 financial year. The company will also pay out a second advance dividend (PLN 1.14 per share).
**KEY EVENTS**

### Earnings (FY)
- Revenues increased by **24.3%** and the net profit by **18.8%**.
- MRR grew by **15.4%** over the year to **USD 4.64 million**.
- The ARPU of the LiveChat product increased by **3.3%**, and the ChatBot by **17.7%**.

### Customer acquisition
- Partner Program introduced tier based system.
- Cooperation with WordPress VIP announced and works on new partnerships.
- Acquisition of knowlegdebase.com domain.
- MailChimp integration.
- Changes in pricing of HelpDesk and planned for KnowlegdeBase.

### Company
- Second US patent (sneek-peak feature).
- Continuation of the recruitment process.
- Early talent programme and cooperation with CodersCamp.
- Launch of LiveChat Incubator.
- Work on new products started.
<table>
<thead>
<tr>
<th><strong>DICTIONARY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SAAS</strong></td>
</tr>
<tr>
<td><strong>MRR</strong></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 |
INVESTOR RELATIONS
ir@livechat.com

FIND OUT MORE:
investor.livechatinc.com

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